

Wembley West End (South)



PRE-PRODUCTION CONSULTATION

Sustainability Appraisal Scoping Report

Circulated to:

- English Heritage: 30/1/06 Advise that PPG16 is considered as part of appraisal process
- Environment Agency: 6/2/2006 No comments on Scoping Report
- Thames Water: No Reply
- Countryside Agency: 12/04/06 considered that the document adequately assessed the likely significant environmental effects of their interests within the area.

SPD Production

Letter setting out purpose of SPD and proposed pre-production meetings sent to:

- Ward Councillors
- Lead Members
 - Regeneration & Economic Development
 - Environment, Planning and Culture
- Wembley Consultative Forum Councillors

Meetings

31st January 2006 Businesses and landowners within proposed development site

Issues:

- Would shop owners be guaranteed re-location within a new development?
- Could there be a process whereby freeholders can work in partnership with developers?
- Is there any developer interest in the site?
- What is the incentive for landowners to sell if they will not receive more than the market value?
- CPO should be stressed as a last resort
- Of the questionnaires received 6 were in favour of regenerating the site, 3 were against.

9th February 2006 Business and residents

Issues:

- The High Road is not wide enough to cope with high scale development
- There may be problems of increased traffic as a result of new residential development
- Is it likely to be a mixed use development?
- Not convinced by idea of 'car free' development
- Possibility of opening up an old people's home?
- There is a need for parking because why would people come to Wembley if they can't drive, they are likely to just go to Brent Cross instead
- Don't want a large shopping centre, just decent quality shops
- There is a need for a unique idea/selling point to market this site
- Jewellery is a unique selling point, should concentrate on jewellery/restaurant/ethnic food identity
- Need to increase greenery in the area
- Potential for cinema/leisure facilities
- All who attended the meeting were in support of the redevelopment of the area

Letter received 01/03/06 from George Irvin of George Irvin's Casino - concerns raised regarding the overstressing of CPOs, relocation of existing businesses within a new development and necessity for widespread consultation.

PRODUCTION STAGE

Following the initial pre-production consultation many of the issues raised were incorporated into a draft document and a series of development options were rigorously analysed as part of the Sustainability Appraisal process.

Meetings

Wembley Area Consultative Forum 14.03.06

A short questionnaire was produced to gauge public opinion on the development of the Wembley West End (South) site. There was approximately a 28% response of residents and businesses on the night and the initial findings reveal:

- 96% of respondents support the development of the West End (South) site. Of these, a further 96% were in favour of complete redevelopment.
- There was no response against the redevelopment of this site. Those who were not directly in support were 'not sure' whether they supported development or not.
- 67% of respondents were in favour of improved car parking
- 62% supported the provision of wider pavements
- 96% were in favour of improving the junction of High Road/Ealing Road
- 67% thought that proposals should include improved street lighting
- 79% of respondents believed that development should include a greater range of shopping facilities

With regards to the preferred uses on this site, 25% of respondents believed that residential was appropriate; 70% were in favour of leisure uses; 92% supported retail uses and 62% were in favour of community uses. Other uses that were suggested include cultural – music and arts, educational and more public green space/open space.

Draft Supplementary Planning Document & Sustainability Appraisal agreed for consultation at Planning Committee on Wednesday 15th March 2006.

April 2006

- Short article in Wembley Town Centre Management Newsletter “Town News”
- **04/04/06** Presentation to Wembley Town Centre Partnership Steering Group

Wembley Area Consultative Forum 19.07.06 – short presentation to update on progress of the document

FORMAL CONSULTATION

As part of the formal community involvement and consultation arrangements, it is proposed to undertake the following:

General Notification

Public Notice

Official Public Notice: In local papers throughout the Borough – week beginning 14th August

Press Release

Information

On the internet:

- Council Home Page - **'What's new'** item on Brent Council homepage with link to Planning Pages – up and running by 18th August
- Planning Web Page

Leave hard copies of documents at:

- Brent House, 349 High Road, Wembley Mon - Fri, 9am-5pm
- Ealing Road Library

Stakeholder Consultation

Consultation letters/summary leaflets & web link to document (incorporating abstract information) will be sent to:

- Brent & Harrow PCT
- Brent Energy Network
- CABE
- Councillors and MP's
- Energy Solutions NW London Borough of Brent
- GLA
- GOL

- London Development Agency
- London Underground
- Metropolitan Police
- Metropolitan Police (Design Officer)
- relevant Council Services
- Thames Water
- Transport for London
- Ward Councillors & MP
- Local residents associations
- Brent Housing Partnership
- relevant Council Services
- St Modwens
- Network Rail/Silverlink
- local businesses (Ealing Road)
- Wembley RSL Partnership /Colin Buckley
- Genesis/residential area/associations

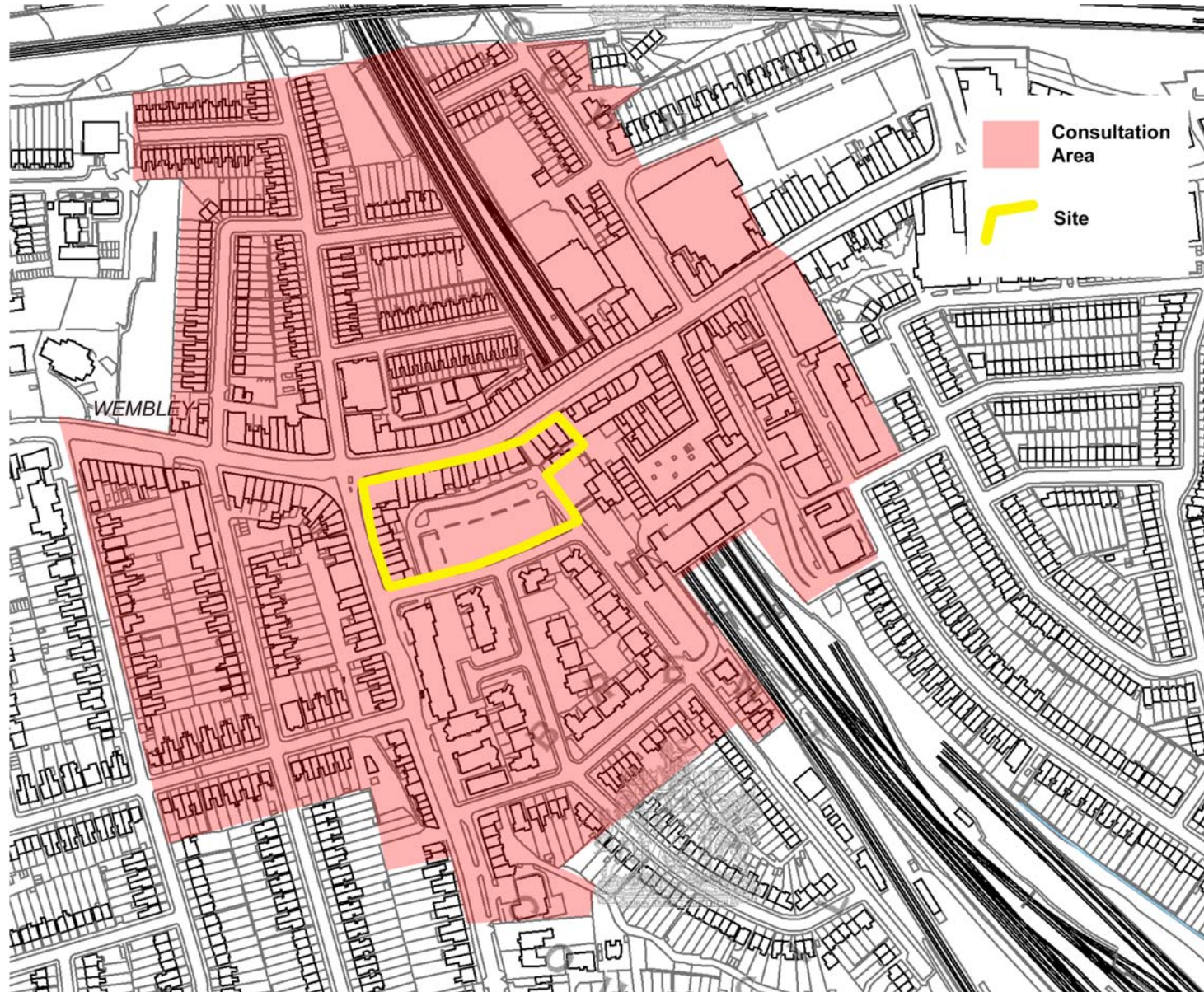
Official SA Consultation Bodies

- English Heritage
- Environment Agency
- Countryside agency
- English Nature

Consultation letters/summary leaflets & web link to document (incorporating abstract information) will be sent to:

- residents in adjacent LBB area
- all owners, occupiers of private properties/sites

Consultation Letters



The area selected to send out letters was based upon those properties in the immediate vicinity that may be more directly affected by the proposals within the SPD. The size of the area selected was also influenced by sustainability issues (using excessive amounts of paper) and the use of a variety of other methods aimed at informing people in the wider area.

Stakeholder Meetings

Meetings with key stakeholders/organisations (as in pre-production stage)

- General public consultation – Evening meeting at Ealing Road Methodist Church Hall (Thursday September 7th)
- Daytime event using property on High Road

Publications

Articles in the following publications:

- Wembley Town Centre Management Newsletter “Town News” next issue Aug/Sept.
- Wembley Observer
- Wembley Way
- The Brent Magazine
- Ward Newsletters - Depending on production schedules, prepare news item in relevant wards newsletters

Other approaches

Leaflet drop - Town Centre Wardens? (Translation required for leaflet)

Day time event - Set up stand/ presentation boards within 485 High Road 30th/31st August?

Posters in shop fronts along High Road, community facilities and around the site

Responses to comments on the draft SPD and Sustainability Appraisal

The following tables summarise responses that were received during public consultation and shows how these main issues have been addressed in the final SPD and Sustainability Appraisal.

Representation	Summary of Representation	Council Response	How SPD has been altered
Doreen Brownell	<ul style="list-style-type: none"> •All of the toilets in Wembley have been closed – should include toilets in the proposals. •Why is the Council proposing more high-rise development, when many high rise blocks have recently been demolished? •Currently not sufficient car parking – where will the influx of visitors etc. park? 	<ul style="list-style-type: none"> •The development that is proposed is different in terms of tenure and quality to the high-rise developments that have been demolished. The council seeks the provision of a mix of tenure to include a significant amount of private housing. The council does not envisage the issues of poor management and quality of buildings as affecting the proposed type of development. •Due to the significant change in levels the document suggests the retention and possible increase of existing levels of parking 	<ul style="list-style-type: none"> •Section 19 now states: <i>The Councils preference is for on site provision of toilets, however if other sites in Wembley town centre are considered to be more appropriate then a contribution towards toilets will be required</i> •Section 17 now states: <i>However, in terms of the residential element this may be an ideal location for the provision of car-free housing if additional funds and transport infrastructure can be delivered. If improvements cannot be delivered viably, then residential parking to current standards will be required.</i>
Miss D.Staples	There should be an access path for shoppers, wheelchair users and mothers with prams to leave the High Road through the square into Station Grove.	<ul style="list-style-type: none"> •There is a statement within section 16 of the document that requires access between Station Grove and the High Road to be in line with the Disability Discrimination Act. 	No amendment to the SPD required
R Smith	<ul style="list-style-type: none"> •The Council has already resolved that this development will take place, and that this is the only way which this area can progress. 	<ul style="list-style-type: none"> •During the Sustainability Appraisal process a number of options for development were explored. The purpose of this 	

Representation	Summary of Representation	Council Response	How SPD has been altered
	<ul style="list-style-type: none"> ●The document should stress that the use of Compulsory Purchase Orders would be a last resort following unreasonable behaviour by either residents or businesses. ●The brief should stress that any developer should demonstrate a willingness to work in partnership with existing businesses. ●There must be a clear timetable for the Council to identify potential developers ●There must be guarantees that any money invested in capital structures from now on will be repaid in full, plus interest charges by future developers. ● The Council should undertake minor landscaping at 499-509 High Road because the site may constitute a health hazard. ●Some landscaping could be done in Curtis Lane to improve the backs of the premises ● The High Road should be repaved with placement of new street furniture ●Proper public toilets should be installed ● The Council must commit to improving the area regardless of the brief 	<p>document is to state the Councils preferred form of development. The Council has not resolved that this development will take place. The purpose of this consultation exercise is to gauge the public response and alter the development requirements accordingly.</p> <ul style="list-style-type: none"> ● The final bullet point in the Executive Summary clearly states that Compulsory Purchase will only be used as a last resort. ●The Council agrees that there is a necessity for developers to work together with existing businesses – see addition to the final paragraph in Section 9. ●It is difficult to have a clear timetable at this stage because it is not possible for the Council to dictate to the market that any developer will come forward. ● The Council are unable to make any guarantees regarding money invested in properties. ●The Council is currently investigating the feasibility of improving the existing environment in the short term through landscaping at the vacant plots on the High Rd and on Curtis Lane. 	<ul style="list-style-type: none"> ● Section 9 now states: <i>Any developer would be expected to demonstrate a willingness to work in partnership with local businesses</i> ●Section 12 (building line) now states: <i>Removal or replacement of barriers, coupled with new and enhanced pedestrian crossings and high quality paving could create a more pedestrian friendly environment for residents and visitors within the town centre</i>

Representation	Summary of Representation	Council Response	How SPD has been altered
		<ul style="list-style-type: none"> ●The Council strongly agrees with the statement that the High Road should be repaved and section 10 states that developers should consider including new lighting, planting, street furniture and public art. ●See above amendment on provision of toilets ●A commitment to improving the area regardless of this brief goes beyond the remit of the brief itself. 	
George & James Irvin	<ul style="list-style-type: none"> ●It appears that the Council has already resolved that development will have to take place for the improvements to progress. ●It is unlikely that a developer will develop the whole site because it would not be financially viable. If the whole site was developed then it is likely to attract high end shops, which local people would not be able to afford. Also housing would only be viable if these were luxury apartments. ●It is likely that the housing proposed would take up all of the parking as non-car residencies are a myth. ●What we really need on the car park is a multi storey car park with possibly a bus interchange underneath. ●More than half of the properties have had considerable amounts of money spent on them in new roofs and internal work, I am sure people would keep on 	<ul style="list-style-type: none"> ● During the Sustainability Appraisal process a number of options for development were explored. The purpose of this document is to state the Councils preferred form of development. The Council has not resolved that this development will take place. The purpose of this consultation exercise is to gauge the public response and alter the development requirements accordingly. ●The Council believes that in order to make a development in this area financially viable then the site should be comprehensively developed. There is a requirement for an appropriate percentage of affordable and low income 	<ul style="list-style-type: none"> ●Related amendments stated above, no further amendments required.

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	<p>investing in them without the sword of CPOs hanging over their heads.</p> <ul style="list-style-type: none"> ● Even if the area does get redeveloped, then it is likely to be at least five years away. Surely the Council can do something about the state of deprivation allowed to develop on the three derelict plots in the High Road adjacent to the steps. ● Surely the Council has the power to landscape these two derelict plots, both sides of the steps? 	<p>housing.</p> <ul style="list-style-type: none"> ● See above amendment made to Section 17. ● With regards to a multi-storey car park, the document recommends multiple storeys of parking to maximise the opportunity created by the change in levels. It is unlikely that a bus interchange is a financially viable option for this site. ● The decision to invest in individual premises is a matter for each of the landowners. The purpose of this document is to provide a clear direction that redevelopment is regarded as the best option for the area as a whole. ● The Council is currently investigating the feasibility of improving the existing environment in the short term through landscaping at the vacant plots on the High Rd and on Curtis Lane. 	
Robert Barker	<ul style="list-style-type: none"> ● A small covered bus station should be placed on the site of some of the shops on the High Road. ● As peoples shopping habits have changed, Wembley people shop for food at Sainsburys in Kenton and Alperton, or Tesco at Neasden, with major purchases 	<ul style="list-style-type: none"> ● Although the document requires improved facilities for buses to ease the flow of pedestrian and vehicular traffic, it is not viewed that there is enough capacity on the High Road to accommodate a bus 	<ul style="list-style-type: none"> ● No amendment to the SPD required.

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	<p>made at Brent Cross or Harrow. If the amount of shops increases, there may again be more shops than tenants.</p> <ul style="list-style-type: none"> ●Reducing the amount of shops between Station Grove steps and the top of Ealing Road may well actually contribute to the regeneration of the area. 	<p>station.</p> <ul style="list-style-type: none"> ●It is important part of national and regional policy to direct retail towards town centre sites such as this in order to reduce the need to travel by car to out of town shopping centres. It is also vital to give Wembley residents the opportunity to have improved shopping facilities on their doorstep as many may not have the means to go further to shop. The document suggests appropriate levels of retail but also allows for a range of other uses, the amount of retail is flexible. ●Reducing the amount of shops is a matter for the detailed design stage, however it is stated that for a town centre such as this, it is important to have a strong and active retail frontage to stimulate a vibrant town centre. 	
Cllr Valerie Brown	<ul style="list-style-type: none"> ●Local residents have suggested that the area would be improved by encouraging small specialist shops and industrial businesses of a cottage industry nature, producing and selling craftwork etc ●Any development must include Public Toilets on the site. It is not enough to set aside s106 money for this. ●There was a suggestion of buses 	<ul style="list-style-type: none"> ●Amendment to Section 11. ●Amendment to Section 19 (see above). It is believed that a degree of flexibility should be maintained regarding toilet provision as a preferred site may be identified. ●The transport improvements mentioned are beyond the scope of the SPD and could not 	<ul style="list-style-type: none"> ●Section 11 now states: <i>Public consultation has revealed some demand for the incorporation of small craft-based workshops within any new development.</i> ●Section 13 now states: <i>Any higher element must be subservient to Lodge Court</i>

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	<p>circulating between the three stations - Wembley Park, Wembley Stadium/Complex and Wembley Central. This should be extended to a fourth station - Sudbury Town, so tying the Piccadilly line in to the Transport Network.</p> <ul style="list-style-type: none"> ●Although the height of the block replacing "The Village Inn" has been reduced since the previous draft, it is clear from the illustrations on display that it still overpowers the Ealing Road junction. Lodge Court is not a desirable benchmark for the other proposed block. As you will have gathered from the comments, many people would be happy to see it demolished. Another block of equal size would not be welcome. ●Marks & Specer's site remains unoccupied. What prospects are there for the take-up of other new shops? 	<p>be viably funded through development on this site.</p> <ul style="list-style-type: none"> ●Regarding the scale of development permissible at the Ealing Road junction Section 13 has been reduced from an initial proposal for 11 storeys to 9 Storeys. It is believed that a building of this scale can function well, providing that it is designed sensitively and the massing can be broken down so that it does not overpower the junction. ●Section 13 amended. We would expect the element to be lower than Lodge Court but still believe that there is an opportunity for higher development to occur at this location. ●Overall vacancies are low within the town centre and a good take-up of shops with larger floor areas and better service is expected. 	
Sohesh Patel	<ul style="list-style-type: none"> ●The redevelopment of the High Street is a must, but only with the right design. I strongly object to have high rise buildings anywhere. ●The council must stop the busses using Montrose Crescent, Station Grove, Union Road etc. This is not right for a residential area and buses often get stuck which means we can't get into our 	<ul style="list-style-type: none"> ●The document does put a limit on the scale of development that will be acceptable, however in order for a scheme to be financially viable, it is likely that development may need to be higher at appropriate locations within the site. ●The movement of buses that 	●No amendment to the SPD required

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	<p>area to get home.</p> <ul style="list-style-type: none"> ●I also think that the high-rise front to the new design would block light to the High Street. ●Council need to create a higher standard in the area to create a high street that people would like to shop in. At the moment all of the good shops are moving out of the area and all of the cheap shops in. How is this going to develop the area? ●In order to increase interest in the area, the Council need to clean up the area in terms of environment, people, roads. ● I strongly object to developing more high rise building on Station Grove. 	<p>are currently using Station Grove is outside the scope of this document, however general improvements to public transport are required.</p> <ul style="list-style-type: none"> ●A daylight/sunlight analysis will be required at the detail design stage. ●The Council agrees with the statement to create a high street that people would like to shop in. One of the main purposes of this document is to improve the retail and other facilities available within the town centre and therefore make it a much more attractive place for people to shop. ●As part of any new development there will be significant improvements to the environment and roads. ●objection to high-rise dealt with above. 	
Ken Meadows	<ul style="list-style-type: none"> ●With a tower block at Copland school and two blocks at the other end it is going to make the middle look silly and antiquated. What is needed is a Wembley High Road 'Strategy' ●The level of traffic will be intolerable in the car park area, particularly on Muslim's holy nights. The buses N17 and 223 have a hard time getting through Montrose Crescent even now. 	<ul style="list-style-type: none"> ●The Council is currently initiating a comprehensive strategy for the town centre. ●Traffic levels must be considered at the detailed design stage, particularly in relation to deliveries, public transport and impact from people visiting places of worship. 	●No amendment to the SPD required
Susan Williams	●firstly I would like to say that I welcome	●support noted	●No amendment to the SPD required

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	<p>the decision to regenerate Wembley West End and support the decision to re-develop the whole site using Compulsory Purchase Orders if necessary</p> <ul style="list-style-type: none"> ●I attended the public consultation on 21st August and was disappointed by the negative reactions of some of the people present. Wembley has the potential to compete with Harrow. Why not give Wembley the opportunity to compete? ●I welcome the mixture of shops and housing. However the density is too high – rather than tower blocks, four storeys is more desirable. ●I support the balance of 25% affordable and shared ownership/ key worker housing and 25% social rented; rather than 35% social rented and 15% affordable shared ownership ●I support the idea of wider pavements and junction improvements ●Don't see necessity for buildings fronting Montrose Crescent – prefer to have landscaped area with majority of parking underground ●Support the use of sustainable materials and space for local artists/community centre welcomed. 	<ul style="list-style-type: none"> ●support noted ●with regards to the density, generally it is likely to be medium rise (4-5 storeys) however due to financial viability development may have to be higher at appropriate locations. ● The tenure mixture will depend on the overall viability of a proposed scheme. ●support noted ●The requirement for buildings fronting Montrose Crescent is really due to the nature of the site. As the site has a drastic change in level, this means that it is significantly easier and much more financially viable to have parking under a podium (SPD figure 15). This also allows for residential units fronting onto Montrose Crescent, creating active frontages and a much safer and pleasant streetscape. ●Support noted 	
Steve Robinson (Chinacorp)	<ul style="list-style-type: none"> ●object to the requirement of a uniform building set back of 5 metres because the 5 metre footway width is only likely to be essential in the immediate vicinity of the bus stops. The requirement is overly prescriptive and there are other methods 	<ul style="list-style-type: none"> ●The document does state that the 5 metre set back need not necessarily be uniform (Section 12 – Building line). ●There is no requirement to set the building line back on Ealing 	<ul style="list-style-type: none"> ●Amendments to Section 12 (Building Line)

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	<p>of resolving issues of congestion that should be discussed as and when a development comes forward.</p> <ul style="list-style-type: none"> ● also reject the requirement to set buildings back on Ealing Road as this would reduce the development potential of the site and make it difficult to achieve the specialist retail aspirations for Ealing Road. ●It is noted in the SPD that there are a wide range of uses appropriate for the site. We feel that it's unreasonable to expect all of the stated uses to be incorporated in the site. 	<p>Road.</p> <ul style="list-style-type: none"> ●The range of uses stated within the document are those which are welcomed by the Council, but they are not required. 	
Network Rail	<ul style="list-style-type: none"> ●Would like assurance that where any proposed development meets land owned by Network Rail, the developers would involve Network Rail from the outset. ●Should take into account any interface issues associated with the new St Modwen scheme. 	<ul style="list-style-type: none"> ●Council agrees with statement. ●Interface issues with adjacent development dealt with in Section 13 of the SPD. 	<ul style="list-style-type: none"> ● Section 18 now states: <i>Where any proposed development meets land owned by Network Rail and the adjoining development at Central Square it is vital that all parties are involved from the outset.</i>
Fairview New Homes	<ul style="list-style-type: none"> ●The requirement that 10% of the sites energy needs come from renewable sources should be removed because it would raise development costs and may make schemes unviable. Other issues may be more important to reduce, for example contamination clean ups and affordable housing. The viability of delivering schemes must be a priority. ●All residential development should conform to national guidance in that densities of 30 dwellings per hectare or more should be promoted. 	<ul style="list-style-type: none"> ●The first point in the Executive Summary is to support a “viable” mixed use scheme. All of the other considerations must be conducted within this context. ●Housing density requirement far exceeded in Section 11. ●It is viewed that the affordable housing requirement is in keeping with London Plan requirements. ●The Councils intention is to set the highest standard, but this 	<ul style="list-style-type: none"> ●Section 19 now states: <i>Appropriate legal agreement(s) that are in line with government guidance will be required to progress the development of the area.</i>

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	<ul style="list-style-type: none"> ●object to the requirement to provide a contribution of 50% affordable housing. This is too rigid and should allow for greater flexibility in accordance with Circular 06/98 and PPG3 ●Setting the specific requirement that residential units should be built to a BREEAM rating of 'excellent' is too rigid and any policy should allow for flexibility and meaningful negotiation. ●Section 106 – We request sentence be added to state that contributions to 'wider' impacts will only be sought where it 'can be demonstrated' that this is reasonable, necessary and related to the scale of development. 	<p>must be in reference to viability explained in the Executive Summary.</p> <ul style="list-style-type: none"> ●Sentence in Section 19 of document amended 	
Transport for London	<ul style="list-style-type: none"> ●By ensuring reliable, accessible and frequent rail, bus and tube services, the town centre has the ability to grow further. ●The area is suited to high density developments in accordance with policies 3C.1 and 3C.2 of the London Plan. ●The possibility of the car parking being reduced in size should be explored. This could free up more land for development and possibly provide extra scope for more public transport facilities. ●Support enhancements to pedestrian environment, street widening should be in accordance with DDA standards 	<ul style="list-style-type: none"> ●agreed ●agreed ●The Council believes that there is a need to retain parking in the town centre as a means to regenerate this area as a shopping destination. The brief sets out the scope for public transport improvements contingent on the need to bring forward viable development. ●Support noted 	
Greater London	<ul style="list-style-type: none"> ●The draft SPD is comprehensive and 	<ul style="list-style-type: none"> ●Support Noted 	<ul style="list-style-type: none"> ● Section 5 now states: <i>This document is</i>

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Authority	<p>should prove helpful for prospective developers and should assist in the future regeneration of Wembley Town Centre</p> <ul style="list-style-type: none"> ●The Council's approach of requiring a single planning application to ensure comprehensive redevelopment of a site that has long been identified for regeneration by the Council is both welcomed and supported ●The SPD can be beneficially improved by making clear that the development plan in force for the area consists of both the adopted Brent Unitary Development Plan 2004 and the Mayors published London Plan 2004. ●Any redevelopment will be required to pay due regard to the policies within the London Plan whether it is referable or not to the Mayor under the Town & Country Planning (Mayor of London) Order 2000. ●The draft SPD could make clearer the need to integrate inclusive design matters within the overall redevelopment of the site and its area including the enhancement of the pedestrian access between High Road Wembley and Station Grove. ●A need for a pragmatic approach that balance the viable and sustainable regeneration of the area to ensure that local and strategic planning benefits and objectives can be delivered should be included. 	<ul style="list-style-type: none"> ●Support Noted ●Document amended to include London Plan reference ●Section 16 requires inclusive access between Station Grove and High Road ●Amendment to SPD section 8 ●Support Noted 	<p><i>designed to conform to the requirements London Plan (2004). Any developer should be fully aware of London Plan policies, particularly in respect of energy requirements and accessible housing provision.</i></p> <ul style="list-style-type: none"> ●Section 8 now states: <i>The Council has identified the need for a pragmatic approach that balances the viable and sustainable regeneration of the area to ensure that local and strategic planning benefits and objectives can be delivered.</i>

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	<ul style="list-style-type: none"> ●On the whole, the draft SPD is welcomed and I consider that the document is in general conformity with the London Plan. 		
Andrea Campbell	<ul style="list-style-type: none"> ●The development plans should ensure that the area lives up to its name – it should be lively and vibrant. ●New businesses should include: al fresco cafes, bars and alternative eateries and there should also be a theatre, cinema and other activities for the community and visitors. ●Area should be a magnet for visitors. ●There needs to be some open green space. ●Additional housing is not a good idea given existing congestion and parking problems. ●More lighting is needed to improve security and reassure existing residents ●Stairs leading up to the High Road need further improvement. 	<ul style="list-style-type: none"> ●agreed ●All of the uses stated are appropriate to a town centre location and would therefore be considered acceptable providing that other criteria have been met. ●The Council agrees that this site has the potential to attract people into the town centre ●The document proposes a significant amount of amenity space to be located on a podium style development. ●Any new development should be subject to a rigorous Transport Assessment. ●The issue of improved lighting is included Section 10, 12 & 16. ●See above comments regarding stairs 	<ul style="list-style-type: none"> ●No amendment to the SPD required
Robert Barker	<ul style="list-style-type: none"> ●I agree that a full scale bus terminal, as at Harrow would cause many problems, but I feel that a small one for bus routes to Alperton and Sudbury could easily be accommodated within the existing plan. 	<ul style="list-style-type: none"> ● Significant improvements to the current transport infrastructure will be required and a Transport Assessment should be conducted as part of an application. However, the size of even a small bus station is likely to make the inclusion of this unviable. 	<ul style="list-style-type: none"> ●No amendment to the SPD required
V Jennings-Trott	<ul style="list-style-type: none"> ●The proposal for 4 storey development 	<ul style="list-style-type: none"> ●The aim of this document is to 	<ul style="list-style-type: none"> ●No amendment to the SPD required

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	<p>is unacceptable – none of the nearby blocks are as high on the High Road</p> <ul style="list-style-type: none"> ●Concerned about these properties being allocated to families with children – does not allow play area for children and high rise creates crime and drugs. ●Balconies bring down the look of an area due to washing, bikes, storage and satellite dishes. 	<p>link new development with development at Central Square. If this site is to be developed at all, then there must be a significant amount of development to make it financially viable.</p> <ul style="list-style-type: none"> ●The document does allow for a significant amount of amenity space. ● Issues of crime and drugs are not inherently part of large scale development and the document requires any scheme to be exemplary in design terms and create a mix of type and tenure of dwellings. ●the issue of clutter on balconies is beyond the scope of this document. 	
<p>Wembley Town Centre RSL Partnership</p>	<ul style="list-style-type: none"> ●We very warmly welcome the draft SPD and would like to see a draft SPD for the north opportunity site at an early date ●The west end of Wembley Town Centre requires comprehensive redevelopment and anything less is unlikely to be economic or of sufficient quality to regenerate this area. ●We agree with the points made in Section 9 of the draft SPD and would add that comprehensive redevelopment will also allow the new development to be sustainable and energy efficient. ●The proposed requirement in respect of 	<ul style="list-style-type: none"> ●support noted ●support noted ●Section 9 amended ●The tenure split is a matter that will be considered at the detailed application stage of a proposal. ●Although there are no proposed changes with regards to releasing part equity units into the local housing market because this is viewed as a detailed matter, the Council wishes to be as flexible as possible to ensure what is 	

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	<p>affordable housing is acceptable with the proviso that the 15% Intermediate units, HomeBuy or Intermediate Rent, are proportioned between tenure and/or shared ownership designation in accordance with the market conditions applying closer to the time of practical completion.</p> <ul style="list-style-type: none"> ● There is likely to be a large number of sale and part equity sale units coming on to the market in Wembley at around the same time and we would prefer some flexibility in releasing part equity units into the local housing market in order not to overheat it. ● Although the RSL partnership intends to introduce a Wembley Car Club, it is our experience that larger households are more car-dependent and there may be households with particular circumstances that require them to use a private car. Therefore we would think that a reduced parking requirement would be more appropriate than a completely car-free requirement. ● It would not be appropriate to commence the redevelopment of WWE(S) without an SPD in place for Wembley West End (North). 	<p>provided meets the needs and responds to changes in the housing market.</p> <ul style="list-style-type: none"> ● Amendment made to Section 17 (see above) ● The Council believes that it is not necessary to have an SPD in place for the North side of the High Road prior to the adoption of this document, however it will become a priority as part of a wider town centre development strategy. 	
Thames Water	<ul style="list-style-type: none"> ● The provision of utility infrastructure, including pipes and cables has not been considered and we recommend that this issue is included in accordance with paragraphs B3-B8 in Planning Policy Statement 12. 	<ul style="list-style-type: none"> ● Amendment to Section 18 	<ul style="list-style-type: none"> ● Section 18 now states: <i>With regards to the water and wastewater infrastructure, it is essential that developers demonstrate that adequate capacity exists both on and off the site to serve the development and that it would not</i>

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	<ul style="list-style-type: none"> ●It is essential that developers demonstrate that adequate capacity exists both on and off site to serve the development and that it would not lead to problems for existing users. ●Where there is a capacity problem the local Council should require the developer to fund appropriate improvements. 		<p><i>lead to problems for existing users. In some circumstances this may make it necessary for developers to carry out appropriate studies to ascertain whether the proposed development will lead to overloading of existing water & sewerage infrastructure. Where there is a capacity problem and the service provider has no planned improvements, the Local Council will require the developer to fund appropriate improvements that must be completed prior to occupation of the development.</i></p>
Celia Stern – Lantern Close Residents	<ul style="list-style-type: none"> ●How do you expect comments to be submitted before September 29th when the letter arrived on September 28th? ●High rise area for housing should not front the High Road because there are 9 bus routes, heavy lorries and hundreds of cars causing fumes, noise and vibrations. ●Triple glazing is no use if windows need to be opened on warm days. ●Where will all of the new residents find doctors and school places for the children? ●Why can't the Council put a nursery, surgery or school? ●We would like to know what the £1/2 million is going towards from the Lancelot Road development. ● Would you be putting public toilets there with an attendant? ●We are also concerned about the extra 	<ul style="list-style-type: none"> ●The document has been made publicly available since 21st August with the opportunity to comment since that date. ●Any development may need to consider opportunities to mitigate any negative impacts of traffic. Residential units fronting the High Road should enhance the overall environment by creating activity and surveillance throughout the day. ● Other methods to mitigate impacts of traffic rather than triple glazing could include, setting units back, screening, planting. ●There is a requirement in Section 19 for Section 106 money to provide assistance to expand local schools. The 	

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	<p>traffic.</p> <ul style="list-style-type: none"> ●If housing families that are unused to this type of accommodation, will they be given lessons on how to care for their property, and then monitored? 	<p>Council is currently undertaking an exercise to establish appropriate locations for new primary and secondary schools within the borough in general and more specifically in the Wembley area.</p> <p>It is the view of the Primary Care Trust (PCT) that new surgery's are not required within this area, although there will be new provision in the Wembley Stadium development area. However, if the PCT states otherwise, then the draft Local Development Framework will require such facilities.</p> <ul style="list-style-type: none"> ●The Section106 money has just been received for the Lancelot Road development and no decision has yet been made on how it will be spent. ●The inclusion of toilets has been added to Section 19, however management of such toilets is beyond the scope of this document. ●See above for response to traffic concerns ●Management of individuals is beyond the scope of the brief. 	
<p>Babla's Jewellers Chennai Dosa George Irvin's Casino Vadgama Motors</p>	<ul style="list-style-type: none"> ●I believe that the Council is only suggesting that developers 'work' with local businesses but cannot enforce this. ●The developers are looking for 	<ul style="list-style-type: none"> ●See above amendment to Section 9. Developers must demonstrate that they have attempted to work with local 	

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Champion Foods Hirji Lakha & Bros Blue Star Barber Shop 2K Price Beaters Anglo Asian Cash & Carry Ltd Sagana Jewellers Travelpack Marketing Wembley Herbal Centre S.P. Pattni Wembley Pound Value Palm Beach Restaurant	<p>multiplies, they are not interested in providing retail space to independents.</p> <ul style="list-style-type: none"> ●The Council should include that developers ensure that local businesses are offered first priority for retail space at affordable prices. ●Can the Council ensure that if development goes ahead, I will be offered a shop in a location similar to my current shop? ●Can the Council ensure that it will be at an affordable price for local businesses to continue trading, or is it your aim to drive out local businesses and make Wembley another clone town? ●The majority of shops in this area are jewellers, who are known internationally for their offering and your plans to regenerate will only make this area like any other shopping area. 	<p>businesses, however it is not possible for the Council to force developers to relocate existing businesses within any new development.</p> <ul style="list-style-type: none"> ●The document recommends that any development should seek to build on the existing character of Ealing Road as a vibrant location for Asian jewellery shops and restaurants. 	
M. Shah	<ul style="list-style-type: none"> ●There is no need for such a tall building to be erected – it will block out the light and air and cast perpetual shadows. ●It will attract even larger amounts of traffic. There are too many problems already ●There is nowhere to walk other than in the roads as the pavements are used by traders and roads are not well maintained ●There is no need to open more jewellery shops and restaurants ●What we need is good quality shops, not everyone can go to Harrow or Brent. 	<ul style="list-style-type: none"> ●Any proposed scheme should include a full daylight/sunlight analysis in order to demonstrate that the surrounding area will not be adversely affected. ●See above comments on traffic ●Agreed – The document requires footway widening on the High Road. ●There is not a specific requirement to open more jewellery shops, but the Council does feel that the unique identity of Ealing Road is something that 	

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	<ul style="list-style-type: none"> ●Wembley needs wider roads and bigger pavements for pedestrians to walk on safely. There is too much congestion outside the bus stops on the High Road with people milling around waiting for the buses. ●While this is going on the local residents should not have their Council Tax levied because of the inconvenience. 	<p>should be built upon.</p> <ul style="list-style-type: none"> ●A key role of this document is to encourage high quality retail in order to improve the offer available for Wembley residents and visitors. ● The document recommends that the High Road is widened by 500mm and that the pavements are significantly widened, particularly where bus stops are located. 	

Representations on the Sustainability Appraisal

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The Planning Service October 2006