

wembley masterplan

Supplementary Planning Document

Version Two

The Planning Service

Brent Council

December 2008

THIS DOCUMENT REPRESENTS A SECOND DRAFT OF THE MASTERPLAN AND DOES NOT DEPICT THE FINALISED GRAPHIC STYLE FOR PUBLICATION PURPOSES. THE FINAL DOCUMENT WILL CONTAIN A RANGE OF FURTHER ILLUSTRATIVE AND PHOTOGRAPHIC IMAGES THAT WILL PROVIDE A PROFESSIONAL LEVEL OF DESIGN.

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Introduction by Paul Lorber

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The Vision

“Imagine a new Wembley! A new place, a new home and a new destination – modern, urban and exciting. At its core will be a comprehensive range of leisure and commercial facilities, exploiting excellent public transport connections to the rest of London and the United Kingdom, all in a contemporary, lively and distinctive setting.”

Wembley – from vision to reality (2007)

1.1 The New Masterplan

By 2030, Wembley will be a national and international destination, a key contributor to the London economy and the beating heart of the London Borough of Brent. It will be a world class destination, a beacon of sporting and architectural excellence and will boast a comprehensive range of high quality hotels, leisure, commercial, residential and retail activities all in a contemporary, lively and distinctive setting.

The impetus provided by the successful opening of the Stadium and implementation of the Quintain Estates Stage 1 proposals has now provided a shift in perceptions of Wembley into global brand worthy of substantial investment. Given the shift in market conditions and rising development pressures, the time is now right to revisit the Wembley Masterplan develop and strengthen its remit to include lands to the east and north of the new Stadium, maximising the regeneration potential of this area in line with the Councils Vision.

There are a number of reasons why an updated and extended masterplan is required:

- Wembley will be Brent's core growth area for the next 20 or more years.
- Increased residential growth needs greater social & physical infrastructure planning.
This will include a range of measures such as:
 - new schools, health, sports and other community facilities;
 - new parks and open spaces;
 - new access roads into the area;
 - improved parking and bus services
- There is a growing body of evidence to suggest an increased amount of new retail demand.
- The London Plan has been altered, with policy on sustainability measures significantly strengthened.

- A brand new Civic Centre is now planned within the North West District of the masterplan area.

1.2 Achieving the Vision

The overarching aim is to continue to build upon Wembley's gravity as a world renowned destination, which in turn will encourage regenerative investment and maximise employment opportunities. The regenerative process will provide jobs for local people living in deprived local neighbourhoods who may currently be unemployed or under-employed. To achieve this ambitious goal we will need to provide a balanced and sustainable mix of facilities in a world class urban setting.

Since 2002 the Council has sent out a clear and consistent message about Brent's expectations and ambitions for Wembley. In 2007 the Council produced a document '*Wembley – from vision to reality*' which sets out eight principles to guide the transformation of the area based on creating an exciting destination for visitors and businesses from which the local community can benefit. It will exude quality; harnessing its sport, music and industrial assets to form a sustainable, vibrant and diverse community.

1.3 Core Objectives

A range of core objectives underpin this masterplan and will ensure the future success of the Wembley area:

- The creation of 10,000 extra full time jobs (not only in the retail sector).
- Training for local people to compete for locally created jobs
- To transform Wembley into a distinctive and exemplar urban showcase of low-carbon communities in the 21st century – Brent's own 'EcoCity'.
- New large scale visitor attractions, hotels and conferencing will be encouraged.
- A new shopping street that develops the existing High Road offer.

- New parks, open spaces and squares will provide vital amenity for all.
- Building a civic focus to meet community, cultural and sporting needs.
- Providing affordable, creative spaces for creative people.
- A pedestrian focussed, permeable network of living streets that give precedence to sustainable modes of travel.
- To create high quality, affordable homes within a defined and unique place.
- Enable the stadium to co-exist harmoniously with it's new neighbours.

1.4 Purpose of the Masterplan

This Document has been prepared as a guide to the Local Planning Authority's expectations and requirements for redevelopment within Wembley Masterplan Area. The purpose of the masterplan is:

- To provide a flexible framework that is able to respond to change over time;
- To promote the redevelopment of the Wembley Masterplan Area whilst ensuring innovative, high quality and sustainable design, construction and operation;
- To offer guidance on appropriate land uses and scale of development;
- To set out a strategy for the provision of open space;
- To develop principles for the creation of a high quality streets & spaces;
- To produce a strategy for the future transportation infrastructure of the area and encourage sustainable modes of travel including public transport, walking and cycling;

- To establish the impact of potential future development and set out future community infrastructure requirements;
- To assist the Local Planning Authority in the consideration and determination of future planning applications in the area, through the provision of a clear and usable guidance document;

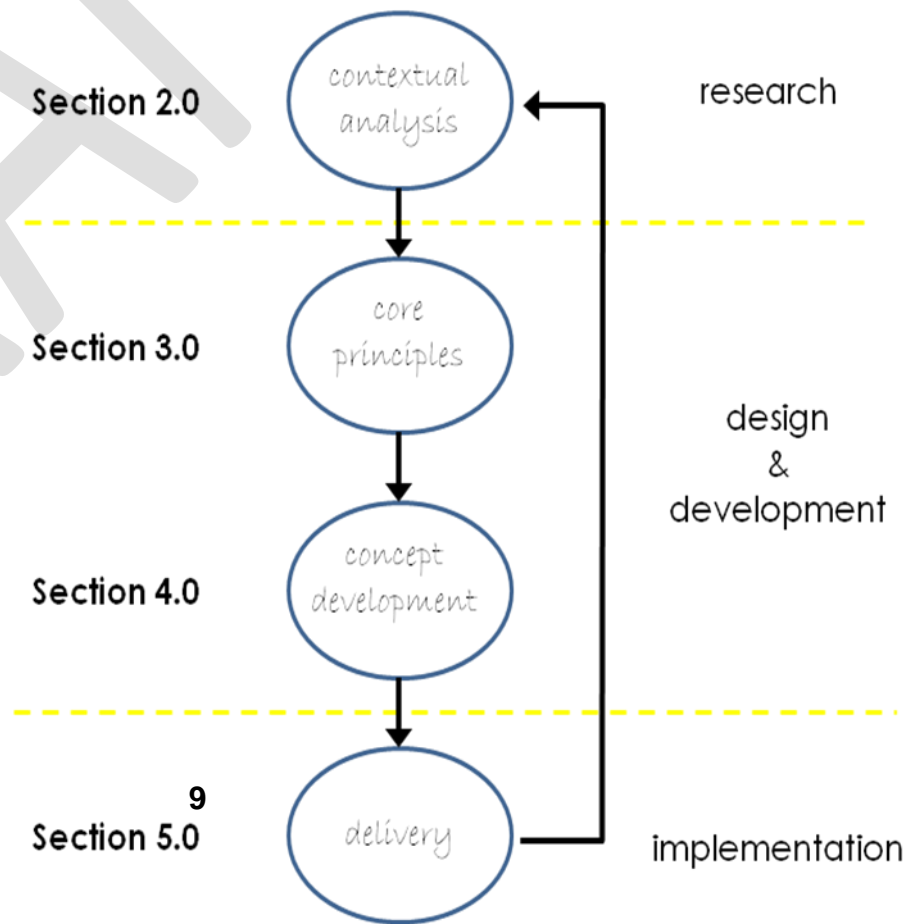
The purpose of this document is to build on the principles and issues set out in the 2004 masterplan and co-ordinate the wider regeneration of the area to ensure a comprehensive approach to development. It is understood that development will occur over many years and decades; therefore the masterplan is designed to be flexible and responsive to changing circumstances over the life of the regeneration of Wembley.

This document sets out the Council’s and community’s requirements for the redevelopment of Wembley and will be a material consideration in determining planning applications for this area. It does not bind the Council to grant consent for any particular development on the site.

1.5 Masterplan Process & Structure

The Masterplan has been developed in consultation with key landowners and stakeholders in the area. The plan will nurture and develop ongoing mutually beneficial partnerships.

A Sustainability Appraisal (SA) has been undertaken to inform the development of this masterplan through the assessment of a range of social, environmental and economic impacts of development options and objectives.



The structure of this document has been designed to chronologically reflect the design and development process by which all potential developers/landowners should approach redevelopment within the area.

Section 2.0 sets out the historical development of the area and presents the strategic issues and goals affecting the regional (London) and local (Brent) context. This establishes the wider aspirations for the area and sets out the planning policy framework which must be considered at the outset of any development.

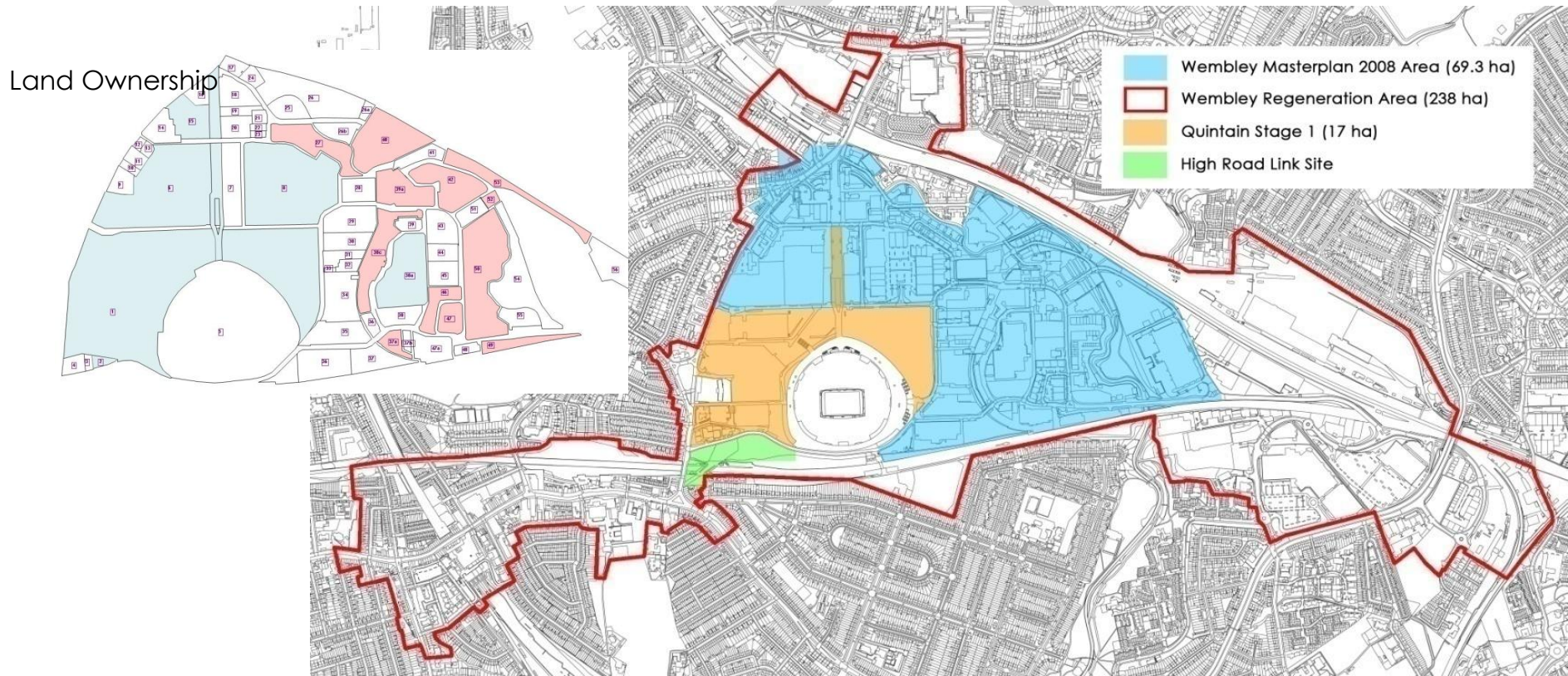
Section 3.0 contains the core principles that apply to the entire masterplan area including: movement & parking, open space, land uses, scale & massing, public realm, sustainability, flood risk, architectural quality and safety & security. Any development within the masterplan area should have consideration to the principles set out in this section.

Section 4.0 provides more detailed considerations in the form of design briefs for smaller localities where groups of sites have common design constraints and opportunities. Development proposals within such areas should demonstrate how they are designed to address the particular requirements of each brief.

Section 5.0 focuses on implementation and delivery, to ensure that the aspirations of the plan are met. It contains an assessment of the social, commercial and economic realities that are likely to drive change and puts forward strategies and processes to ensure successful delivery of regeneration objectives.

2.1 Area & Surroundings

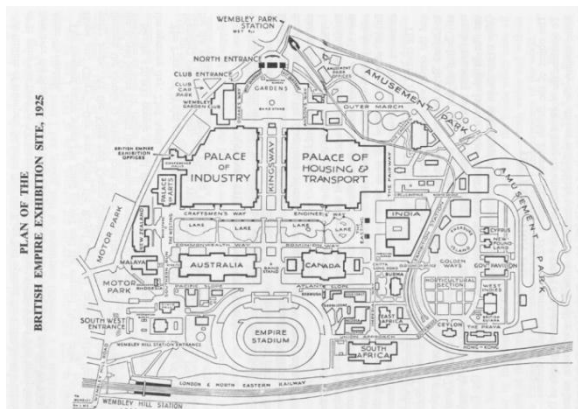
The Masterplan covers an area of approximately 69.3 hectares. It lies to the north and east of the land owned by Quintain Estates and Development plc that has been granted outline planning permission and is broadly defined by Empire Way to the west and the two rail lines that converge from the north and south and Hannah Close in the east.



The land within the Masterplan area is in multiple ownerships. There are, however, fewer landowners in the western area, with Quintain Estates and Development plc being the majority owner.

2.2 Past, Present & Future

An in depth understanding of the historical context of a place is essential in order to establish how and why the physical structure and identity of a place has evolved over time. Knowledge of past successes and failures will enable a responsive and progressive approach to the masterplanning of the Wembley area.



Wembley has a tradition of masterplanning and design. Wembley Park evolved as a golf course and housing estate until the site was chosen for the 1924-25 British Empire Exhibition. The Football Association built a new, all-purpose stadium on the site of Watkins' tower (once intended to be a rival to the Eiffel Tower) in time to host the 1923 FA cup final.

The 1924 Empire Exhibition layout introduced a strong formal character to the area. A broad avenue was established on a north-south axis from the new Wembley Park Railway Station to the Empire Stadium. This was later to become Olympic Way (Often known to football fans as Wembley Way).

Cutting across this route was a large rectangular lake and garden/park running in an east-west axis. The lake was used for boating and provided a strong landscape setting to the buildings.



PHOTO: CAMPBELL-GRAY.

BRITISH EMPIRE EXHIBITION, WEMBLEY.
CANADIAN PAVILION FROM THE LAKE.

1926. V. BEAGLES POSTCARD.

The Exhibition produced a number of pavilions celebrating national achievement within the old British Empire, including and incorporating state of the art technology and production. The Exhibition Buildings addressed the park and created an inward looking campus arrangement. They were predominantly built to follow an east-west geometric grid pattern creating a formal arrangement of buildings with a clear hierarchy of routes and spaces. The only elements of the layout which departed from this formal composition were the Never Stop Railway and Wealdstone Brook. The exhibition has left a permanent mark on the landscape of Wembley and will continue to impact on its future



The Empire Exhibition closed in 1925 and subsequent development has slowly moved away from the Exhibition layout. The historic east-west grain is still in evidence, particularly along Engineers Way and Fulton Road but the park has been lost and the formal ceremonial route to the Stadium – Olympic Way – has no sense of enclosure.

The construction of the concrete 'Pedway' to the Stadium in the mid-1970's, provided a successful method of separating pedestrians from the traffic in a safe and secure manner, but further eroded the appearance of Olympic Way and the view from Wembley Park Station. Such a functional separation of traffic and pedestrians may allow higher levels of movement on event days, however it runs contrary to one of the fundamental principles of urban design – creating animated and useable spaces at street level.



Employment and Economic Background

The Mayor of London recognises that Brent has experienced a significant reduction in quality long term employment whilst at the same time the population is increasing.

- Brent features in the lowest quartile for employment change losing about 4000 jobs between 1986 and 2006 while at the same time featuring in the second highest quartile for population growth with an increase of 25,000 people
- At 4.3%, unemployment in Brent is above the London average of 3.3%
- Household incomes are only 2/3rds of the London average.
- The borough is ranked 58th out of 354 within the local authority national deprivation index
- There are some wards in Brent that are in the 10% most deprived in the UK

New Development

A refurbishment of Wembley Arena has been completed which has restored this Grade II listed building and re-orientated it to face onto the new Arena Square.

The new Wembley Stadium, designed by Foster and Partners architects, was completed in 2007. It is one of the best football arenas in the world and has been designed specifically to provide an unparalleled visitor experience.



New Transport Infrastructure

Brent Council has pursued a three station strategy to ensure visitors are able to arrive and depart from each of Wembley's three stations quickly and comfortably,



whilst minimising potential negative impacts on local residents and businesses. Improvements include:

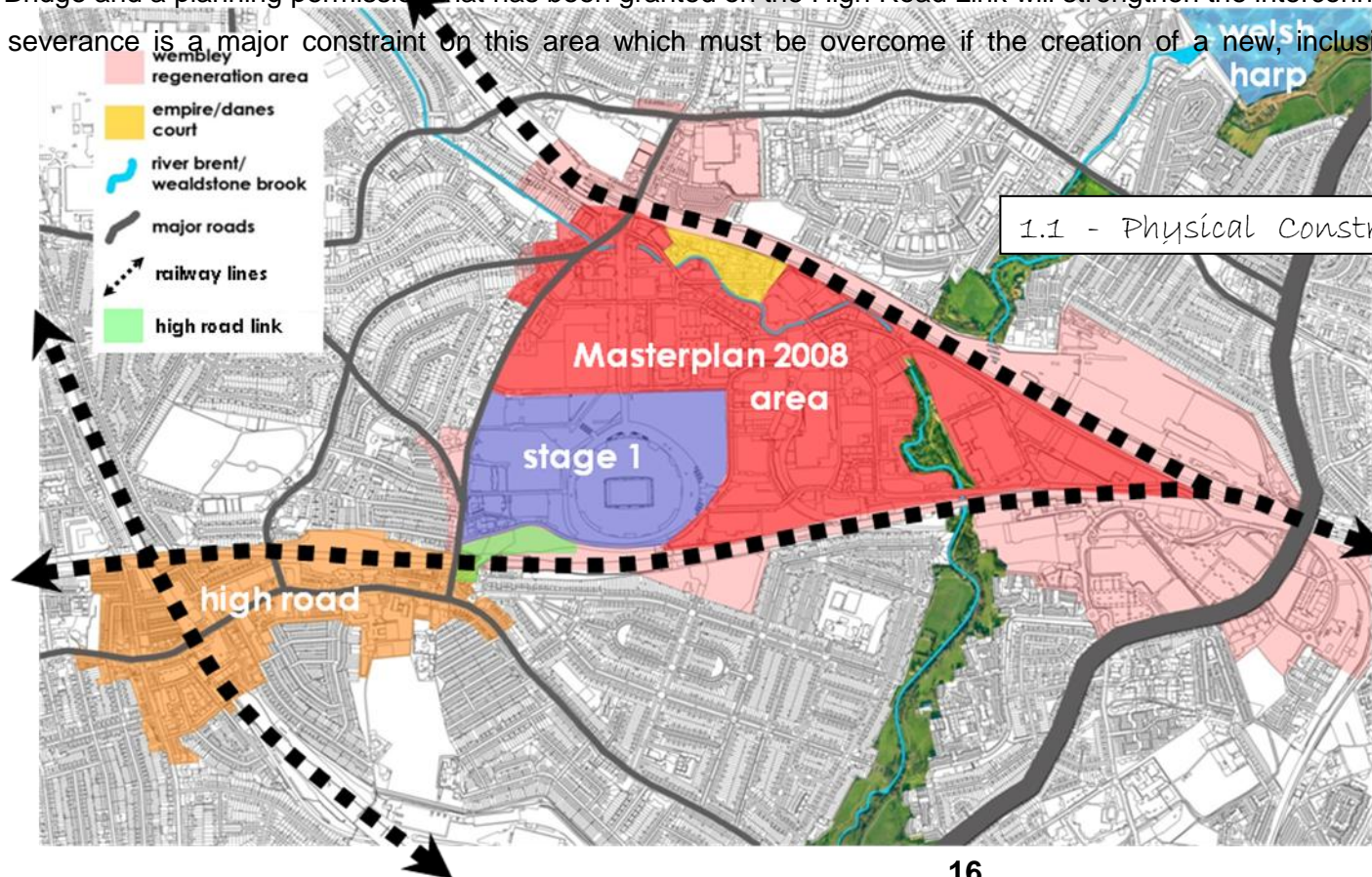
- A major refurbishment and extension of Wembley Park Station, increasing its capacity to 37,000 passengers per hour.
- The iconic White Horse Bridge and a new public square at Wembley Stadium Station, designed to link the stadium and its surrounding regeneration area with the existing town centre.
- Modernisation of Wembley Central Station as part of a large mixed use development that will see the creation of a new town square and lively heart to the town centre.



A new two-way tidal carriageway linking the stadium with the North Circular Road has been created to ease traffic flows on event days. A new road has also been completed around the Wembley industrial estate to reduce the conflict between event day traffic and business traffic. Easier access via the North Circular Road means local businesses can remain fully functional on event days.



Although there have been many significant improvements in the Wembley area over recent years, the general pattern of development over the last 80 years has removed any clear sense of urban form across the area. The Masterplan area is currently functionally disconnected from the High Road and surrounding residential development by two railway lines at the north and south that converge in the east. The creation of the White Horse Bridge and a planning permission that has been granted on the High Road Link will strengthen the interconnection of the areas but the physical severance is a major constraint on this area which must be overcome if the creation of a new, inclusive Wembley is to be achieved.



1.1 - Physical Constraints of Masterplan

The Wembley Industrial area, located to the east of the new national stadium, consists of three industrial estates of differing ages and form. The dominance of heavy industrial uses and the presence of 'bad neighbour' activities means that the area has never been well integrated with the residential, retail and leisure uses that surround it. The area has a poor quality environment with many underused sites and premises that turn their back on the National Stadium Development Area. The adjoining communities of St Raphael's, Chalkhill, Oakington and Wembley Hill are among the most economically disadvantaged parts of the borough and enabling these communities to benefit from new development and employment opportunities will be essential.

To the west of the area buildings generally address Empire Way and turn their back to the Stadium and Olympic Way. As a result, the principle route to the new national stadium is dominated by barriers, blank facades, car parking and service bays. There is a difference in use and building typology on Empire Way that creates a street which is imbalanced and undefined. The residential blocks on one side present one distinct identity whilst larger scale office and hotel uses, set back from the street edge present another.

The River Brent corridor provides the only green amenity space in an otherwise industrial area and is viewed as a valuable natural asset that must be capitalised on. The River Brent Restoration Project has already made some major improvements, removing sections of the concrete channel and replacing it with a meandering river. The London Borough of Brent recognises the potential of the River Brent and the Wealdstone Brook to encourage biodiversity; provide opportunities for recreation and education; reduce the risk of flooding and improve safety and accessibility in the locality.



Wembley will play a role in the 2012 London Olympics, hosting the quarter, semi and final stages of the football tournaments. It will also be the centrepiece of future UK bids to host the football World Cup and European Championships. The stadium will provide a major boost to the London and local economy. On event days up to 5,000 people work directly at the stadium and the banqueting and hospitality facilities ensure year round employment opportunities.



Quintain Estates Stage 1 Planning Application

In 2004 the London Borough of Brent granted outline planning permission to Quintain Estates and Development plc for a major mixed-use regeneration scheme covering 42 acres surrounding the new Wembley Stadium. Masterplanned by the Richard Rogers Partnership, the scheme is focussed on three substantial new public spaces for London, linked by a new boulevard the length and width of Regent Street. The £3.5 billion development will feature:

- 3727 new homes
- 28,500 m² of leisure and entertainment facilities
- 47,000 m² of new retail, restaurants and bars
- 63,000 m² of office and commercial uses
- 25,400 m² of hotel uses
- 6120 new jobs accessible to local people.

Potential Changes to the Stage 1 application



Much of the approved scheme on Stage 1 is still to be delivered, including the planning obligations attached to the phased delivery of the development. It is important that the delivery of some elements of the Stage 1 scheme such as the retail boulevard and High Road link are secured prior to the provision of any new retail development. In order to fulfil the aspiration of creating a single unified Wembley, retail development in the masterplan will need to be subject to the creation of improved physical linkages to the High Road. This link will only be achieved through the redevelopment of sites at the southern end of the Boulevard on South Way, across the Chiltern Line Cutting around Wembley Stadium Station and the Wembley Triangle 'link' sites around Ecclestone Place.



There are areas where the council will consider amendments to the Stage 1 scheme, but only where the provision of different land uses may relate more appropriately and integrate more successfully with the wider Masterplan area. The Council would support the re-location of some of the office floor space currently proposed in the eastern section to the more accessible North West District of the Masterplan area, although it is recognised that Quintain Estates and Development plc are fully entitled to build out their consented scheme. The Council would also encourage the development of the eastern part of the Stage 1 site for large scale visitor attractions, subject to the provision of adequate and accessible Stadium event coach parking that may be displaced by such a use and the undertaking of comprehensive traffic assessments in consultation with the Council and Stadium operator.

Wembley High Road

A core element of the wider regeneration of this area is the existing High Road, an area that provides a lynch-pin and logical next stage for improvement to changing the face of Wembley. The High Road will continue to function as a major centre for residents and visitors alike. The existing centre has declined over the last 20 years with a gradual loss of major retailers, the opportunity to develop the high roads special character will be promoted and supported, The High Road is already benefiting from recent improvements to the public realm and major new mixed-use developments, including Central Square which will become the focus of regeneration in this locality.



2.3 Policy Context

All proposals within the Masterplan area must demonstrate an understanding of all relevant national, regional and local planning guidance. The Policy Checklist in **Appendix B** provides a tool to enable quick reference to some of the most relevant policy for this area. It is not an exhaustive list and it is recognised that there may be other site specific policies to consider.

National Policy

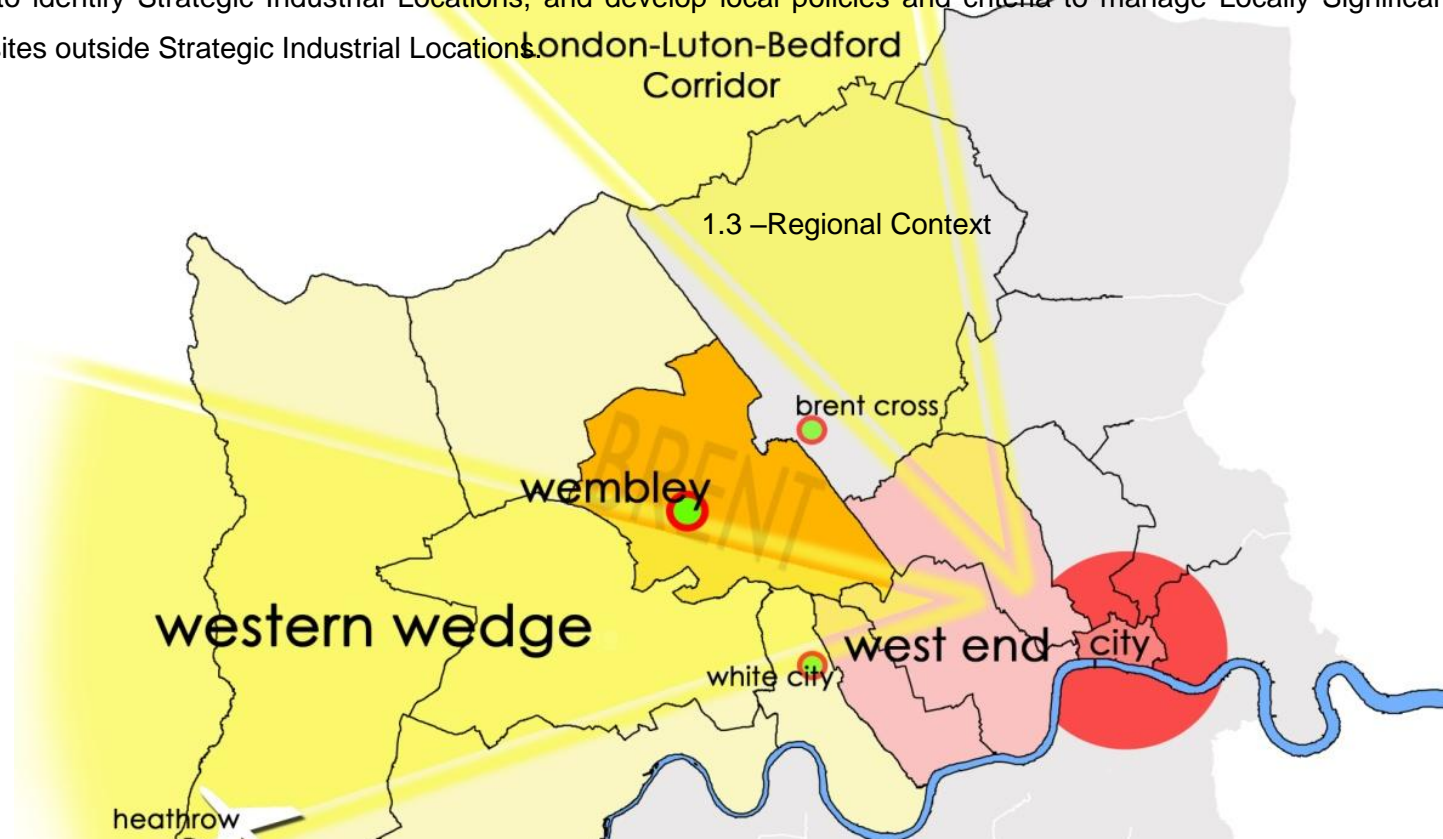
The key policies that are most relevant in the context of this document are PPS1, PPS1 Climate Change Supplement, PPS3, PPS6 and PPG13, although reference to other relevant national policy is provided in Appendix B.

The London Plan (2008)

The London Plan (February 2008) provides strategic level guidance and is part of the development plan for Brent. The Wembley Masterplan is designed to conform to the requirements of the London Plan and any developer should be fully aware of London Plan policies, particularly in respect of energy requirements and accessible housing provision.

The West London sub-region has the capacity to accommodate 40,000 additional homes by 2016, delivering approximately 140,000 extra jobs by 2026. Policy 5.154 states that much of the employment growth in west London should be located within the 'Western Wedge' which extends from Paddington, through Wembley and Park Royal to Heathrow. As well as being part of the Western Wedge, Wembley lies in close proximity to the London-Luton-Bedford corridor and will have a strategic role to play due to its significant growth potential and strong physical linkages out of London.

Part of Wembley is identified as a Preferred Industrial Location within Table 2A.1 of the consolidated London Plan. The London Plan requires boroughs to identify Strategic Industrial Locations, and develop local policies and criteria to manage Locally Significant and other, smaller industrial sites outside Strategic Industrial Locations.



The London Plan has identified Wembley as an Opportunity Area for a range of development including residential, leisure and employment related development. The plan considers that Wembley, as a strategic priority for West London, must realise its potential as a national and internationally significant sports, leisure and business location, coordinated with town centre regeneration and new housing (policy 5F.1). The London Plan supports the provision of a wide range of tourist accommodation and new tourist attractions in town centres and Opportunity Areas, especially for regeneration and town centre renewal (Policy 3D.7). The London Plan seeks to promote mixed use developments, with a special focus on Opportunity Areas that are well served by public transport (Policy 2A.2).

There is recognition within London Plan of the fundamental role of excellence in the design of buildings and spaces. Provision of high quality design is imperative in order to achieve all of the objectives of the plan. The Plan states that high quality design can enable higher densities to function as the basis of a sustainable environment, particularly in areas of high public transport accessibility.

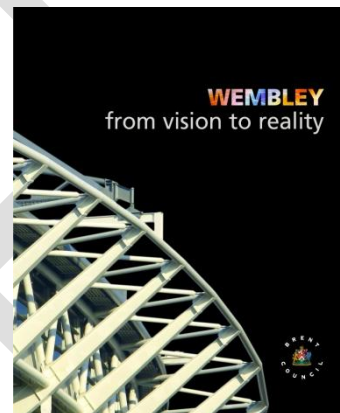
Local Policy

The Brent Unitary Development Plan (UDP) was adopted in January 2004 and will remain the statutory plan until new development plan documents within the Local Development Framework are adopted. Chapter 14 of the UDP is dedicated solely to the Wembley Regeneration area and detailed consideration should be paid to all of the policies contained within this section. Some of the key policies are listed in Appendix B.



A suite of documents have been produced by the London Borough of Brent since 2002 that set out the aspirations and requirements of the Council in relation to the regeneration of the Wembley area. A Framework for Development 'Destination Wembley' was produced and adopted as Supplementary Planning Guidance in September 2003 and Wembley Masterplan was produced in March 2004. These documents provide clear planning guidance to those responsible for redeveloping the area surrounding the Stadium and have shaped the formation of this masterplan. The Wembley Masterplan 2008 will consolidate and supersede these documents; providing concise and useable guidance for development across the area.

More recently an updated vision document 'Wembley – from vision to reality' 2007 sets out some of the Council's underlying regeneration principles shaping the Wembley project now that development is gathering pace on the ground.



Masterplan was produced in responsible for redeveloping masterplan. The Wembley concise and useable guidance

sets out some of the Council's development is gathering

The LDF Core Strategy DPD

The Council is bringing forward a Core Strategy Development Plan Document (DPD) that will be at submission stage as this Masterplan is adopted. Due to the significant development pressures within the area, the Council has considered it necessary to produce this Masterplan prior to the adoption of the Core Strategy. Although there are already documents in place that provide some guidance for the area, the greater knowledge of new infrastructure requirements and the need to drive forward housing provision has necessitated the production of this Masterplan. The Masterplan will remain supplementary to the Unitary Development Plan until the adoption of the Core Strategy.

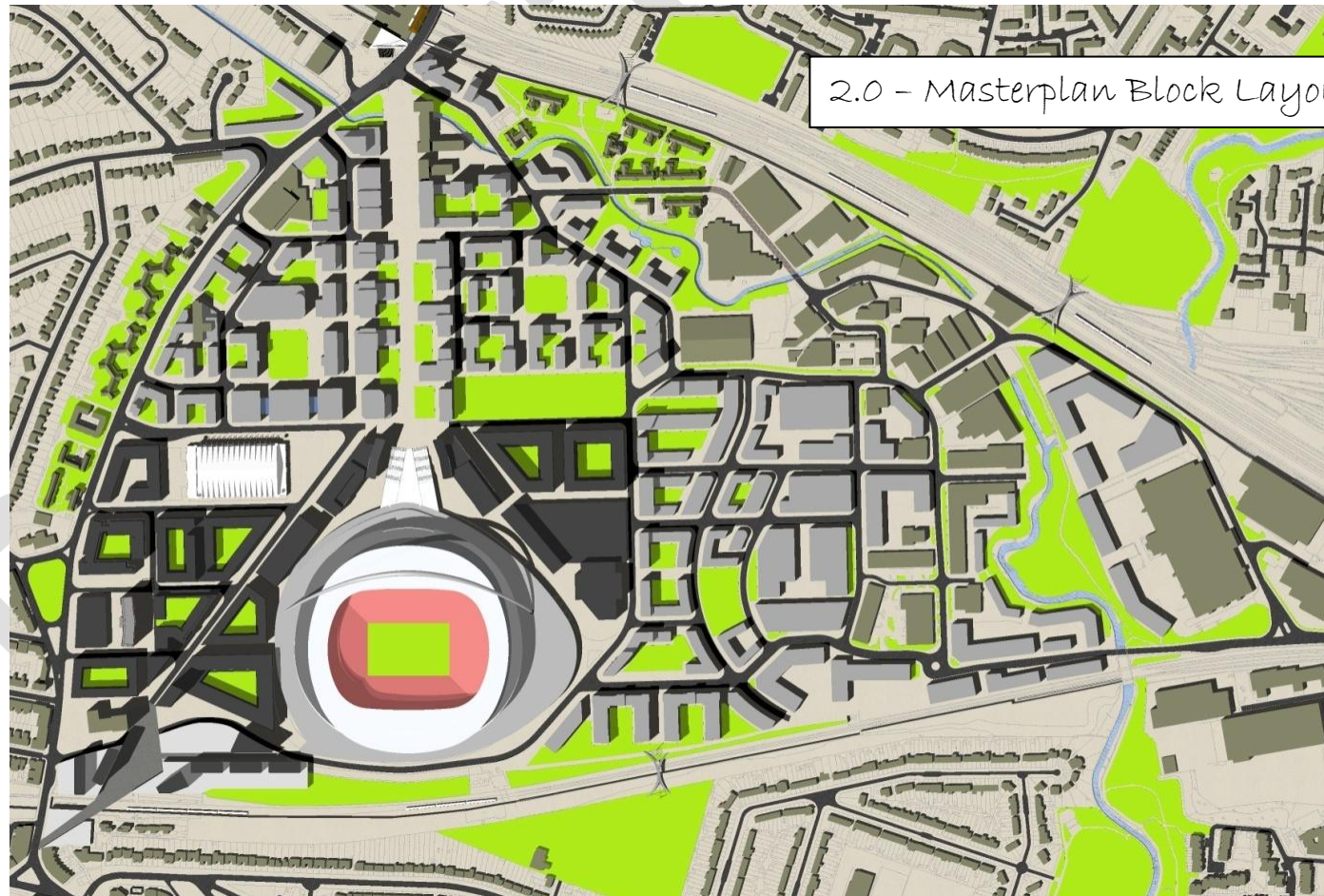
The Core Strategy plans for five growth areas for which Wembley is the most significant and also the one that will provide growth beyond the LDF plan period. This Masterplan has been developed to provide greater detail on the sense of place and character that will be created and

builds upon the key objectives set out in the Core Strategy. For example, the Core Strategy sets out the plan for an enlarged town centre covering the Quintain Estates Stage 1 Boulevard, from which the Masterplan retail proposals flow. This document will be reviewed following the Examination and adoption of the Core Strategy.

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3.0 The Masterplan

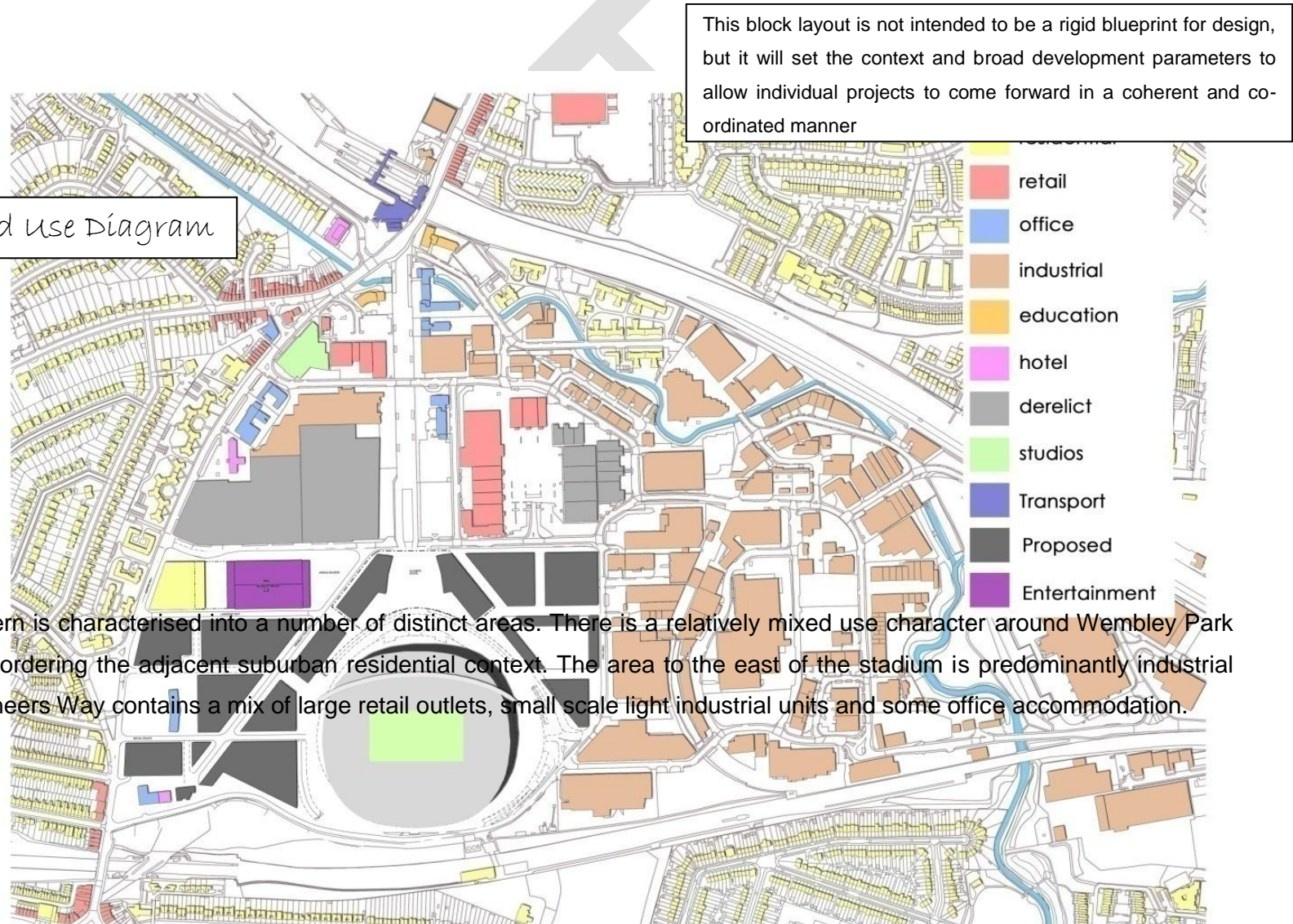
The physical form of the Masterplan represents an arrangement of buildings, routes and spaces that will enable the core objectives of this document to be realised. The physical structure of streets and spaces is broadly based on a formal grid pattern. This will enable the maximum amount of permeability throughout the site whilst giving a clear and legible hierarchy of places. The strong north-south directional focus from Wembley Park Station to Engineers Way allows the Stadium to remain the principal identifying element of the area - glimpses of the arch will frame the backdrops to most of the smaller streets as well as Olympic Way. To counterbalance the north-south orientation of Olympic Way and the northern districts a newly created park will draw the focus eastwards and effectively knit this area into the core of the Masterplan. The eastern districts have been developed with a stronger east-west urban grain in order to strengthen connections out to the river Brent and back towards the Stadium and the



heart of the development. The Strong curvature of the road to the east of First Way follows the old route of the Never Stop Railway – part of the Empire Exhibition. This is an interesting historic landscape feature that will add a strong physical character to this locality.

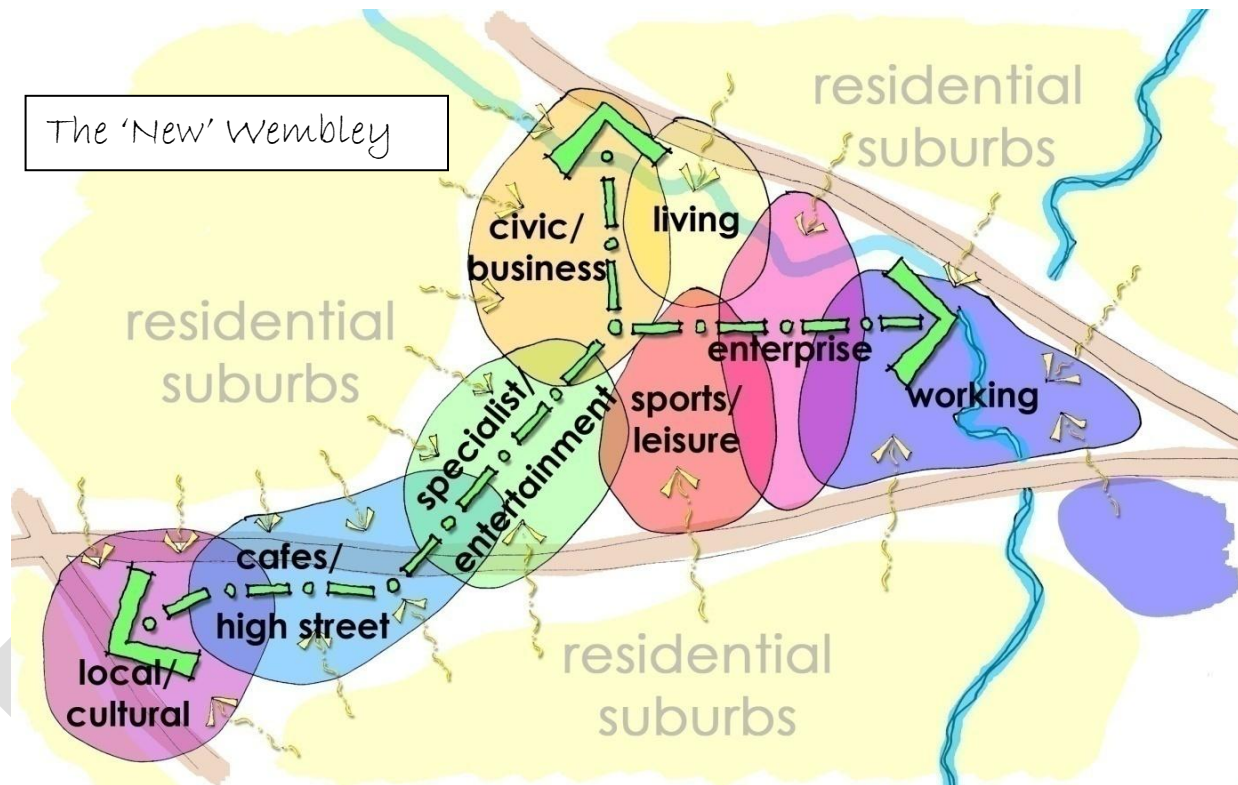
3.1 Land Use

2.1 Existing Land Use Diagram



The existing land use pattern is characterised into a number of distinct areas. There is a relatively mixed use character around Wembley Park Station and Empire Way bordering the adjacent suburban residential context. The area to the east of the stadium is predominantly industrial and the area north of Engineers Way contains a mix of large retail outlets, small scale light industrial units and some office accommodation.

The creation of a new Wembley is not restricted to the Stadium area. If Wembley is to genuinely compete with other major centres in the region then it is necessary to consider the Masterplan Area as one element of a single entity that is 'Wembley' whilst building on the unique identity of different locations. The balance of new land uses will be critical to shaping the place that will be New Wembley. If the right balance is struck, Wembley will be an exciting and lively place to live, work and visit during the day, in the evenings and at weekends.



The principal land use objectives are:

- Bring forward development that will prioritise employment uses and deliver 10,000 new jobs.
- Encourage additional high volume visitor attractions to the east of Olympic Way.
- Provide an extension to the Stage 1 retail scheme that creates a continuous shopping destination whilst establishing a different scale and character to the approved development.
- Establish a civic focus based on the Councils new Civic Centre proposals.
- Develop Olympic Way as a major destination for hotels, conferencing and grade A office space.

- A range and quality of open space that meets the needs of the local community and the increased number of visitors coming to the area
- A land use mix that sympathetically integrates residential and employment uses on the fringes of the area.

2.2 Land Use Concept



The above image is a conceptual representation of the desired land use mix. The fluid interconnectivity between uses will enable a seamless transition between different localities and the range of uses will be much more diverse in this location in order to create an active, attractive urban quarter. All of the land uses depicted in this diagram represent predominant uses within mixed use development.

Land Use Principles

The land use concept focuses on 8 core areas, setting out a clear strategy for how they can be successfully integrated with one another to establish a sustainable, genuinely unique piece of urban London.

The regeneration of Wembley must create new jobs across a range of economic sectors including employment in offices, shops, hotels and industrial units. The London Plan designates Wembley as being an *Opportunity Area*, meaning that it is capable of accommodating at least 5,500 new jobs and at least 5000 new homes by 2026. The Masterplan aims to provide sufficient employment floor space across the whole area to bring this total to in excess of 10,000 jobs. There will be an emphasis on provision of local jobs through training and job placement. Although there will be a large amount of residential development, it is the focus on employment provision that is pivotal to the success of the Masterplan and it is this focus that will underpin all elements of the land use strategy.

The following section provides an explanation of the rationale behind each land use objective, along with the policy and other justifications.

Visitor Destination

The National Stadium and Wembley Arena already provide 'big ticket' visitor attractors. However the pattern for visitors to these attractions are highly time specific, generating major surges of crowds that are channelled into and out of the area very quickly. The proposed new cinema, outlet centre and sports retailing in Quintain Stage 1 will begin to broaden this offer, providing destinations for more frequent trips from people within North and West London.

A major aspiration of the London Borough of Brent is for a diverse range of attractors that could stimulate activity at all times. The provision of additional high volume leisure attractors – possibly snow or water based – is likely to attract visitors from throughout the region. They are most appropriately located to the east of Olympic Way, ensuring that primary vehicular access is from the east and minimising potential conflicts with stadium event crowds and traffic. The Council will support changes of use on land to the east of Olympic Way for major visitor attractors, providing that it is not on designated Strategic Industrial Locations. Full feasibility and impact studies will be necessary to establish the transport implications of such development.

Hotels and Conferencing

Wembley is a long established destination for conferencing. In combination with the National Stadium there is an opportunity to provide a more coherent conference and hotel offer, which will re-establish Wembley as a major conference and business tourism venue. Although a single, large scale, dedicated conferencing facility may not be deliverable, the Masterplan supports the creation of a new conferencing district on Olympic Way which will in turn drive demand for restaurants, bars, cultural and leisure activities.

The scale and nature of Olympic Way means that it is less suitable for standard retail uses, however the provision of smaller landscaped pockets of space away from the main promenade is ideal for hotel, office and conference uses, enabling impressive entrance lobbies and ancillary uses such as cafes, bars and restaurants to exist at ground floor.

Development on and around Olympic Way should be part of a co-ordinated approach to the provision of a range of different sizes and types of facilities, likely to be part of hotel and office buildings. Each development must demonstrate how this provision has been met and how it relates to other provision. The provision of flexible spaces will be ideal in order to attract a complete range of specialist events.

Wembley is an important growth area for hotel space. The area currently has four major hotels (two others approved) but given the highly accessible links into Central London and the high overall demand, there is capacity to accommodate significantly more. The Council will support a range of visitor accommodation in appropriate locations in line with London Plan policy.

Leisure/Entertainment/Culture

As well as large scale attractors, predominantly designed for visitors to the area, there is a need to ensure a variety of other facilities more specifically tailored to local residents and workers within the area.

The area is currently lacking a strong evening economy, and the incorporation of restaurants, bars, cultural facilities and performance spaces will be supported, particularly at ground floor fronting Olympic Way and other public spaces. The concept of uses spilling out onto the street is

something that could ensure the success of Olympic Way as it is currently a large open space that suffers from a lack of animation for most of the year. This will need to take full account of the effective and safe crowd management of Stadium events.

Wembley Live! is a concept developed over a number of years, designed to provide intimate indoor and outdoor performance spaces, workshop/studio spaces and exhibition space in order to showcase the very best of Brent's performance and cultural talent. Designed to complement the established 'big ticket' performance offers, it will draw audiences from the local community and the wider sub-regional area.

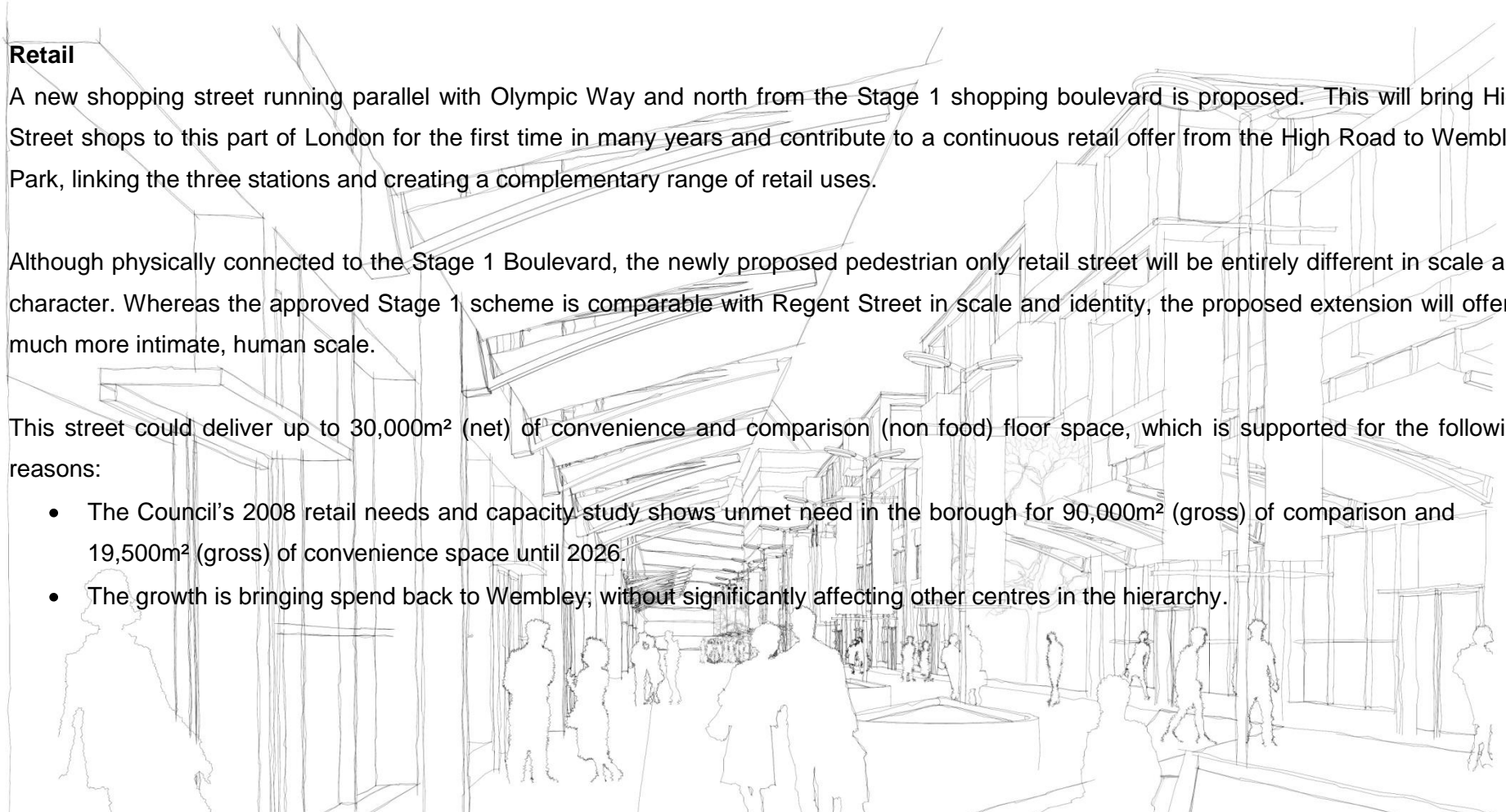
Retail

A new shopping street running parallel with Olympic Way and north from the Stage 1 shopping boulevard is proposed. This will bring High Street shops to this part of London for the first time in many years and contribute to a continuous retail offer from the High Road to Wembley Park, linking the three stations and creating a complementary range of retail uses.

Although physically connected to the Stage 1 Boulevard, the newly proposed pedestrian only retail street will be entirely different in scale and character. Whereas the approved Stage 1 scheme is comparable with Regent Street in scale and identity, the proposed extension will offer a much more intimate, human scale.

This street could deliver up to 30,000m² (net) of convenience and comparison (non food) floor space, which is supported for the following reasons:

- The Council's 2008 retail needs and capacity study shows unmet need in the borough for 90,000m² (gross) of comparison and 19,500m² (gross) of convenience space until 2026.
- The growth is bringing spend back to Wembley; without significantly affecting other centres in the hierarchy.



- Such retail needs are likely to grow, as the predicted population growth is now likely to be higher than when the retail needs study was undertaken.
- The forthcoming LDF Core Strategy directs most of this floor space to Wembley.
- The newly proposed retail street sits partly within a current town centre - Wembley Park
- There are few opportunities within the existing town centre to achieve retail growth on larger format stores.
- The site is at the edge of the expanded town centre as set out in Brent's draft LDF Core Strategy
- The site is well served by public transport and this will improve still further to give it a very high PTAL rating
- Such development would create a further 1500 jobs (min. approx.)

Such retail development should be considered in the following context:

- Further retail development should be subject to a full retail assessment and be in accordance with the sequential test
- New retail should only come forward when the Stage 1 retail development on the Boulevard is completed and proposals for retail development are assured on the sites near Wembley Stadium Station.
- New retail development should be contingent on the development of proposals that create better retail linkages between the existing High Road and the new boulevard.

Office Accommodation

The facilities outlined above will drive significant new employment opportunities in the service sectors. However, across the Masterplan area there is also scope for a range of other employment generating uses.

There is currently no grade A office floor space in Wembley. However, there is no doubt that the Masterplan area is very well served by public transport and is strategically well located. The improvements to local public transport and the new retail, restaurants and bars proposed as part of Quintain's Stage 1 scheme provide a



unique opportunity to drive a new office market in this part of London. Attracting new office development into the Masterplan area will diversify the range of activities taking place; breathing life into the area throughout the day and supporting the retail and allied businesses. New Grade A offices are most appropriately located along Olympic Way and close to public transport nodes, in particular Wembley Park Station.

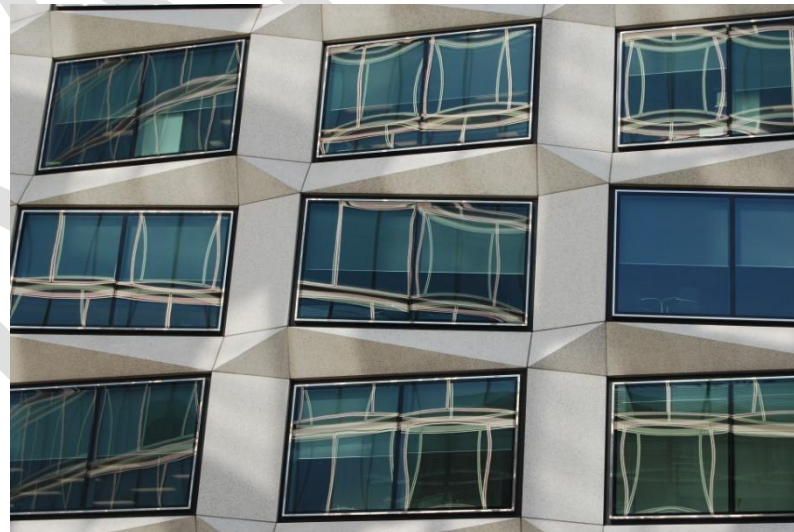


Currently there are a number of office blocks in Wembley that provide a supply of existing affordable accommodation (referred to as the second hand office stock), occupied by a range of public and business services. There is a considerable amount of B1 office floor space consented on the eastern side of the Stage 1 application, none of which is yet under construction, or indeed under active consideration at this time. The lack of markets for suburban office locations has been well document by the GLA, although Wembley is considered as a location that could buck this general trend as it

is clear that the local office stock is relatively well occupied.

It is the Council's view that:

- It is important to attract new modern A class office the longer term and to provide for local office needs
- Offices are an important town centre function and form part of the employment mix.
- While the Stage 1 area has consent for office floor the council would accept the growth of that space on appropriate locations, notably, those sites flanking Olympic Way.
- Mixing office uses with other complementary development is encouraged



space in
should
space,
more
Olympic

- If office uses do not come forward as development of the area evolves, the council will require the provision of office space as an integral part of all new buildings.
- The Council will limit the loss of local office space. Development proposals must demonstrate that such uses are being adequately replaced, or that the provision of other commercial uses that bring employment benefits to the wider area are to be incorporated.
- Office uses are more suitably located close to public transport and town centre links in order to reduce car-based journeys.

Creative and Industrial Floor Space

Creative Workspace

A small but important element in the Masterplan is the creation of floor space for the creative industries (the arts, media, music, publishing etc). Nurturing creativity and enabling creative people to live and work in this area will assist in the diversification of jobs and create an energetic and vibrant identity from the outset. Time and again creative people have provided the impetus for the regeneration of run down city quarters. It is an aspiration to accommodate these people from the beginning and ensure that they are able to remain in the area as land values rise.

There is an identified local demand for small scale employment floor space suitable for occupation by creative industries. Some of this floor space will require effective subsidies coming from larger developments. While some space may be sold speculatively to the market, the council will expect other not-for-profit organisations to secure and manage such space in the long term and organisations that can offer flexible space on easy-in, easy-out terms.

Creative Workspaces function most effectively when developed in clusters. This helps to maximise the synergies between the businesses and will create distinctive and vibrant localities within the Masterplan area. Suitable locations could be close to Fountain Studios, *Wembley Live!* or to the east in areas adjacent to the Strategic Employment Land and the Wealdstone Brook.

The minimum quantities of floor space for each district are set out later within each development brief. The Council recognise that the provision of subsidised workspace may affect the supply of other subsidised space such as affordable housing. The importance of diversifying the employment base in this way will be given significant weight in the determination of viable schemes within the Masterplan area.

Strategic Industrial Locations (SIL)

Strategic Industrial Locations are vital to the functioning of London's economy and the eastern area of the Masterplan. This area is suitable for large scale industrial units for manufacturing and distribution operations and existing local employment uses will be protected. The First Way District will provide a transition from mixed use development to more traditional industrial uses on the Strategic Industrial Locations to the east. This transitional development will be able to provide modern business, warehousing and light industrial uses with ancillary office space sensitively interspersed with a range of other uses including residential.

Strategic Industrial Locations to the east will continue to be protected in line with UDP and London Plan policy. There are a number of important considerations in respect of this land:

- Sites for new light industrial/warehousing units will be created with direct access to and from the North Circular Road.
- Vehicular movement and accessibility will be significantly improved, providing new east-west linkages as development comes forward.
- Movement of waste and recycling facilities locally will be considered where they contribute to the objectives of the masterplan and where they are funded by development
- Coach Parking on SIL land will be considered only where it does not lead to a net loss of industrial/warehousing or business jobs.

- District wide CCHP facilities would be appropriate in industrial areas
- The creation of a consolidated centre for service vehicles for deliveries into the heart of the Masterplan area and on into Central London

Civic & Community Uses

Civic Uses

Brent Civic Centre and central library – bringing together the services of Brent Council under one roof, and incorporating a state-of-the-art modern library and a range of civic and community spaces. The new Civic Centre will be located on Engineers Way, adjacent to Arena Square and Wembley Arena and will be an important destination for local people. It will provide the impetus and opportunity for further public services to the local population and could help to stimulate an office market.

Indoor Sports facilities

The need for more publicly accessible swimming pools in the north of the borough has been identified in the Council's Sports Facilities Strategy and this location is considered to be a priority for such provision. Existing demand for swimming pools is far greater than supply and the increase in population will create much greater demand for a new pool.

In addition the council has estimated that a new sports hall and two new gymnasiums will be required to sufficiently provide for the population increase envisaged over the life of the Masterplan. The council will therefore seek a swimming pool and associated sports/fitness uses that are open to the public at rates enjoyed for similar council facilities.

Healthcare

For a fully supported and healthy community the masterplan expects that there will be provision for a minimum of 1 doctor per 1500 and 1 dentist per 2000 new residents. The fundamental provision will be supported by a range of other alternative and complementary healthcare facilities.

Other community facilities

Brent is already home to Europe's most ethnically diverse community. As a consequence of regeneration, Wembley will be home to large new populations, and it is important that a range of new community facilities are provided to meet the needs of these new and diverse communities. Quintain's Stage 1 scheme will provide a number of new facilities that will serve Masterplan area as a whole (eg. health centre and employment portal) but there are other types of community facilities where the Borough is already deficient, including policing facilities, and this will be need to be addressed.

A fully sustainable community needs a full range of buildings for young people, cultural, community and religious use. The Council can only provide a limited amount of space directly that can help fulfil some of these needs. The Masterplan will set out what is reasonable in this regard and promote mechanisms by which community and other groups can deliver these needs.

Education

The College of North West London is located to the north of the Masterplan area opposite Wembley Park Station. The college is currently reviewing its accommodation requirements and the Masterplan offers the potential to accommodate replacement facilities in exciting and stimulating new buildings. Residential accommodation for students will be suitable in areas of high public transport accessibility, where it meets the needs of local schools and colleges.

Given the predicted amount of development for the area, a demand will arise for the provision of one or two primary schools equating to four forms of entry. This provision should be located in either the North West District or North East Districts, on sites that are easily accessible to all residents and in close proximity to open space. The provision of two smaller schools would present a more flexible solution as the staged

implementation of building could be co-ordinated to meet demand from new housing development as set out in Section 5.0. A minimum area of 0.5 hectares will be required for a 2 Forms of Entry primary school. The school could form part of a composite mixed use building, provided that potential conflicts between uses can be eradicated through exemplary design standards. It may be advantageous for the schools to be co-located with additional early-years or childcare provision. It is accepted that secondary school provision will be provided outside of the Masterplan area and contributions for such will be sought (See Section 5.0).

Residential Uses

Finally, the new Wembley will be a home. Already some 4,000 residential units have been granted planning consent within the masterplan area, and there is scope to at least double this number. Critical to the success of Wembley as a home will be the need to ensure a suitable balance of unit size and tenure. Whereas the sites immediately adjacent to the Stadium within Quintain's Stage 1 development were not considered particularly appropriate for family accommodation, this is clearly not the case for subsequent phases of the masterplan. Accordingly there is scope for higher child densities encouraged through greater provision of family homes.

Housing Need

The Council's Housing Needs Survey shows a requirement for affordable homes that outstrips the boroughs total housing supply. The high demand for affordable housing is unlikely to change over the lifetime of the Masterplan. The Masterplan is a document for the long term and although it takes account of the recent serious difficulties in the housing market, the document is not driven by short term market fluctuations.

Density

The council will pay due regard to the London Plan Density Matrix that sets out residential density guidelines based on a site or areas Public Transport Accessibility Level (PTAL): the highest densities being appropriate where public transport is best and where there are good facilities (e.g. town centre). However this is not to say that the Masterplan area will be built out at maximum theoretical densities as density also has to be responsive to the existing urban fabric, level of amenity space, need for family sized accommodation, protection of stadium views and providing appropriate living conditions (daylight, sunlight, privacy, overlooking etc.).

The consideration of higher density development will be assessed based on the following principles:

- Proximity to existing and the developing new town centre and public transport interchanges;
- Appropriate provision of community facilities, services and open space;
- Variety of and increase in size of residential units;
- The provision of more energy efficient, sustainable living and working spaces;
- Character and quality of housing;
- Amenity and needs of potential residents (existing and future);
- Proximity to existing residential areas and sensitive public spaces and uses;
- Provision of necessary infrastructure, including consideration of mixed use proposals and the provision of locally accessible facilities;
- Capacity and level of road access and car parking to individual sites (existing and proposed) where access to public transport is restricted;
- Existing density levels in close proximity.

Housing Mix

In order to meet current national and regional housing targets the Council expects that a significant amount of residential provision will be met within the Masterplan area. The majority of residential buildings within the Masterplan area are likely to contain a mix of uses, with commercial and retail uses at ground floor and residential above. This will create areas that are animated throughout the day and allow for sustainable environments where people can live and work in the same building, reducing the need to travel. Introducing residential uses at lower levels may

be appropriate in selected buildings, as a means of establishing a variety of character on certain streets, particularly in the North East District where more family dwellings are sought.

The Masterplan identifies the North East District as being appropriate for a higher proportion of family housing. The table set out below gives indicative proportions for the different areas. Typically (based on 60% market: 40% affordable) the North West and First Way districts would deliver around 19% family housing and the North East District around 30% family housing. The Council recognises that a mixed and balanced community should contain a range of dwellings for groups that are often socially disadvantaged and considers that there will be locations where market provided sheltered housing will be suitable. One of the Council’s current priorities is the provision of extra care housing for the elderly.

It is not always easy to accommodate families in higher density housing and it will be essential to make sure that where possible ground floor units are provided, containing sufficient amenity space. At higher levels, generous balconies, terraces and roof spaces will be required for amenity provision.

Table 1 Household sizes sought in new development by tenure

Bedrooms	Percentage of units Social Rent		Percentage of units Intermediate		Percentage of units For Sale/Market		W London affordable Housing requirements- social rent
	NW/First way	Wem Park	NW/First way	Wem Park	NW/First way	Wem Park	
1	15	10	45	40	30	30	15

2	35	40	45	40	55	45	35
3	45	40	10	20	15	25	25
4+	5	10					25

Percentages refer to units

The Council supports the current Mayor of London's desire for more affordable family sized homes. There is a need to provide for family housing to encourage people to stay and contribute to the establishment of a long term mixed and sustainable community. It is not the intention of the council to build a large transitional location for single people and childless couples that may be forced to move on because there is no choice of family homes to move into. The proportion of larger social rent units follows the proportions set out in the West London Affordable Housing Requirement 2006/08 document, but recognises the practical difficulty of providing such a high proportion of social rented 4 bed+ units in the Masterplan area. Instead, a split with a higher proportion of 3 bed units is proposed.

Proportion of Affordable Housing

The Council will seek the maximum amount of affordable housing in line with London Plan policy subject to viability and the achievement of other planning objectives. In testing viability, the Council will use the GLA's Affordable Housing Toolkit, although it is likely, in a complex development such as this, that full financial appraisals will need to be made available to the Council on larger sites within the Masterplan area and a full assessment carried out on it.

The London Plan also requires the provision of all units to be built to Lifetime Homes standards and 10% to be Wheelchair Accessible/Adaptable Housing.

The Council will work closely with its partners, joint commissioning Registered Social Landlords (RSL), who are key stakeholders in Wembley and across the Borough. Partners are selected on the basis of their wide range of community development services and their experience of supporting regeneration initiatives to create sustainable communities. They will build affordable homes to high design and quality standards,

promote resident involvement in their activities and support initiatives to promote training, employment, community development and quality of life in the new Wembley.

In summary the council will

- Require affordable housing following a full financial appraisal, but expected to be 40% (of the affordable units, 60% is social rent:40% shared ownership)
- Nominate social landlords who can build to appropriate design and quality standards
- Concentrate family housing in the North East District of the Masterplan along the lines set out in the table above
- Ensure that, subject to appraisals, approximately 60% of all affordable housing should be for social rent, over half of which should be in the form of family sized units.
- Give priority to other models of provision that provide long term affordable family housing

The Council will expect that all new residential and commercial developments have full access to information communication technology (ICT) infrastructure such as broadband or wireless internet connections in line with London Plan Policy 3B.6.

The Council recognises the need to work with the grain of the market in order to deliver the right package of land uses within Wembley and will be pragmatic in terms of its dialogue with prospective developers to ensure that wherever possible the land use mix is delivered in a commercially sensitive manner. Nevertheless, the Council is also very clear that achieving the right land use mix is critical to the creation of successful places, in particular at Wembley where the vision is to create a high density, high quality, urban environment.

Open Space

Public Open Space & Children's Play

The High density of development that will come forward as a necessary part of creating viable and sustainable communities must be balanced by a significant increase in the variety and quality of green spaces. There are some sizeable areas of public open space in the area, including the new Arena Square, Olympic Way, Olympic Square and Stadium Square. Although there may be some soft landscaping, these are largely hard environments and large parts of the Masterplan area are still viewed as deficient in both local and district levels of open space (UDP 2004), or will become so with the amount of new residential development that is likely to come forward. To meet the level of local open space deficiency that would otherwise be created by the new housing development a park of at least 2 hectares should be provided (so that all homes are within 400m of an open space of more than 2 ha). The Council recognises the practical difficulties of providing such a space; therefore the open space strategy will be based on three core principles:

- A single large park of at least 1.2 ha in size;
- A minimum of 10m² per child (5-17 years) of 'Neighbourhood playable space'. With the expected density level, this can be partly accommodated within 3 district open spaces of at least 0.4 hectares;
- A minimum of 10m² per child (0-5 years) of 'Doorstep playable space'. This will be provided as an integral part of each development parcel

Although there is an identified need for a substantial amount of open space, the Council is taking a pragmatic approach where the emphasis will be to secure high quality, functional spaces in every aspect of the built environment and utilise and enhance the existing landscape assets.

Open Space Concept



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The basis of the open space strategy is to provide a mosaic of green spaces offering distinctive places with a diversity of use, identity, scale and settings. At the heart of the development will be a number of larger scale open spaces interlinked by pedestrian only and shared surface treatments that will create the perception of a single critical mass of space. This will be complemented by strong, safe and legible links to greatly improved existing natural landscapes at the Wealdstone Brook and Brent River and new physical linkages to existing open spaces at Sherrins Farm and Chalkhill.

The following principles represent the core elements of the open space strategy:

- **Olympic Way** will be a grand scale public space unlike any other and will become an attraction in itself. The necessity for a 20 metre spine down the centre of the route for Stadium event crowds is seen as an opportunity for the creative use of such space at all other times of the year. This is seen as an ideal location for markets, festivals or outdoor sporting events and activities. The creation of smaller 'pockets' or external 'rooms' will create a series of unique spaces with a more intimate, human scale containing a range of soft landscaping, water and lighting as well as dedicated spaces for performance, public art and seating that will encourage people to meet, dwell and socialise.
- **A spectacular new park**, no less than 2 hectares in size will be created that will serve the local population and create a strong physical connection between the eastern and northern districts. This sizeable space will be green, organic and natural in character, providing for a range of sporting activities in a contemporary landscape setting. Direct physical connection to Olympic Way and the other major spaces via green links will create a size and diversity of open space that is unparalleled in such a high density, urban environment.
- **The creation of 2 new green 'London Squares'** in the more densely populated North West and North East districts will establish and develop separate identities for each neighbourhood. The squares in both districts will be centred around green spaces with significant tree planting and grassed areas at the heart, they will both have a degree of vehicular access on shared surfaces, but that is where the similarities will end. Given the more active character and uses within the North West District, the new square will be more public, open and civic in character. The space will become the core of this district allowing for a range of users at peak times whilst providing valuable amenity for local residents. The North East square will have a much more domestic character with a local and community focussed landscape setting. It will develop as a space with a calm and intimate identity more specifically tailored for local residents.

- **A range of smaller pocket parks** and semi-public open spaces offering a diversity of uses and landscape settings will be provided across the site.
- **Opening up the Wealdstone Brook for public access**, creating a natural landscape setting that will offer something different to the more formal development of spaces in the northern section of the Masterplan area. Although complete naturalisation is unlikely due to site constraints, measures will be sought to enhance the biodiversity and reduce the risk of flooding (See Section 3.8).
- **To vastly enhance the presence and influence of the River Brent** as a safe and enjoyable natural landscape by developing connections and improving legibility and activity.
- **The creation of safe, green, legible routes** and connectivity of spaces throughout Wembley will enable the necessary quantum of open space to be provided. Bridging the railways to the north and south will make a significant contribution to the provision of neighbourhood playable space within the area. Tree planting, and street lighting on key strategic routes, particularly in the eastern area will aid the creation of high quality walking and cycling greenways.

Underpinning all of these objectives is the necessity to create high quality spaces that are well used and encourage a sense of ownership by the existing and future residents and businesses within the area.

The wide range of scale and character of spaces proposed within this area will facilitate all of the activities necessary for people to enjoy an active and healthy life whilst encouraging creative use of space to enable social interactions on a number of levels. The linear, organic landscapes of the Wealdstone Brook and the River Brent will provide for biodiversity, whilst enabling a range of uses such as walking, cycling and jogging, whilst Olympic Way will provide a more formal setting with a series of smaller spaces dedicated to performance, dwelling and socialising.

The creation of spaces that have a clear definition of use such as play space, sports or performance spaces will be vital to enable a range of different activities to take place, however such distinctions must not be made as a means of segregating users from one another. The growing of plants, fruit and vegetables is a pastime enjoyed by many people and one that provides a useful resource and sustainable source of food. It is possible, through innovative design solutions, to secure such spaces on roofs and through vertical planting in high density residential locations.

Outdoor Sports Facilities

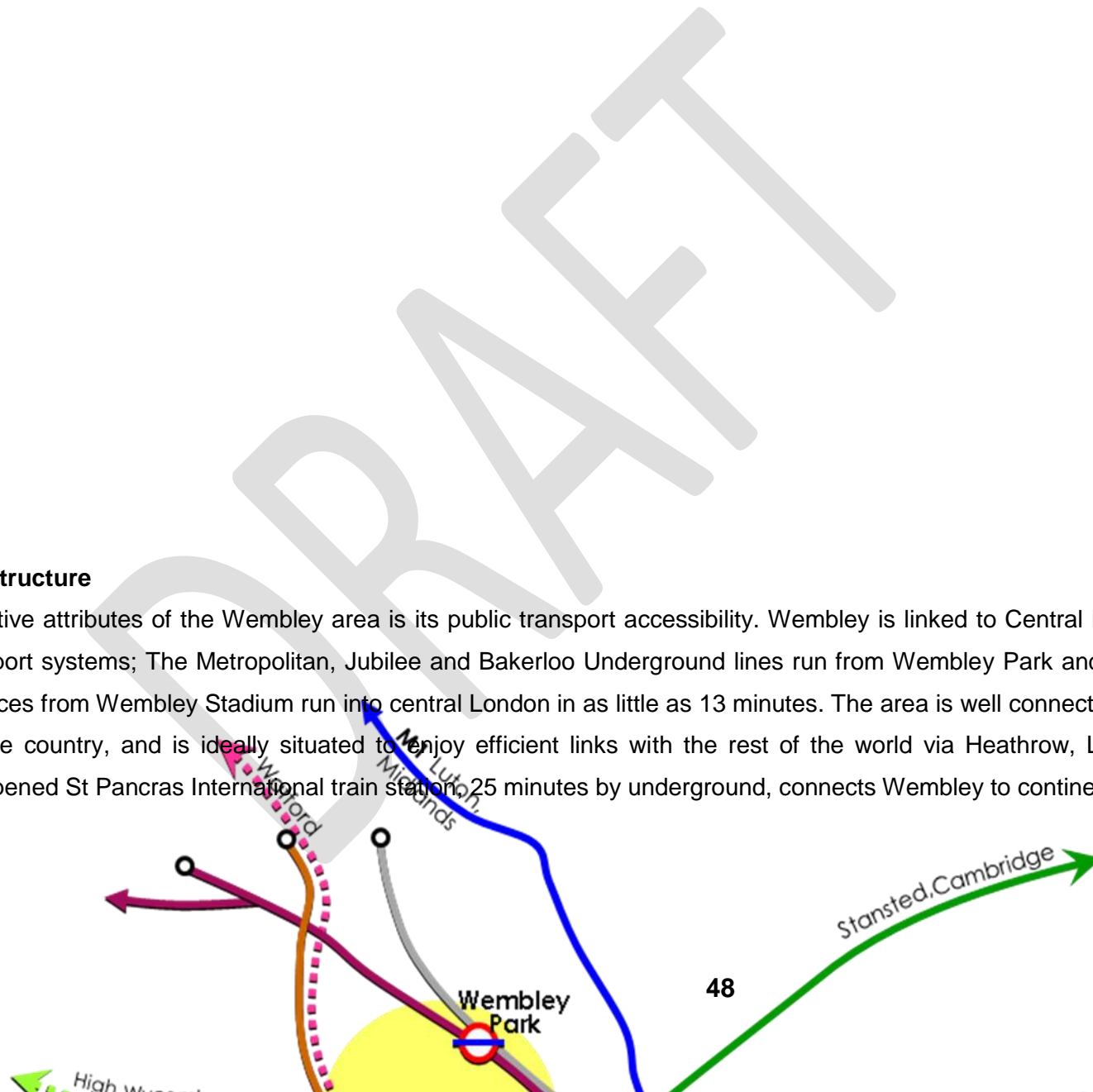
The dramatic growth in resident population in the Wembley Masterplan area will give rise to corresponding growth in demand for local outdoor sports facilities. Outdoor sports facilities to service the sporting needs of an additional population would necessitate new tennis courts, full size football pitches, and cricket pitches. To provide all of these facilities within the masterplan area alone is recognised as unrealistic. Whilst some sporting provision should form part of the open space function within the Masterplan area, opportunities also exist for new and improved sporting facilities within close proximity to the Masterplan area. Improving links and ensuring community access to new or improved sports facilities at Wembley Park Academy School, Sherrins Farm Open Space, Chalkhill Open Space and Brent River Park will form part of the strategy to improve overall sports provision. Multi-functional sporting facilities and synthetic surfaces such as synthetic turf pitches which allow for more intensive use will be encouraged.

Wildlife and Nature Conservation

The west of the Masterplan area is deficient in access to wildlife sites that provide a significant experience of the natural environment. This is unsurprising due to the predominantly industrial history of the area. The comprehensive redevelopment of the Masterplan area offers a number of opportunities to vastly increase wildlife and biodiversity in the area. Biodiversity will be enhanced through the opening up and partial naturalisation of the Wealdstone Brook; improved links and re-interpretation of the Brent River Park; new natural open spaces; tree planting and creation of new habitats for wildlife on green roofs, living walls and balcony planting.

3.2 Movement Infrastructure

One of the most positive attributes of the Wembley area is its public transport accessibility. Wembley is linked to Central London via a broad range of public transport systems; The Metropolitan, Jubilee and Bakerloo Underground lines run from Wembley Park and Wembley Central, and national rail services from Wembley Stadium run into central London in as little as 13 minutes. The area is well connected to the rest of the region and indeed the country, and is ideally situated to enjoy efficient links with the rest of the world via Heathrow, Luton and Stansted airports. The newly opened St Pancras International train station, 25 minutes by underground, connects Wembley to continental Europe.



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The 2004 Masterplan developed a programme of transport improvements for the area, a significant number of which have already been completed. The implementation of the Three Stations Strategy has increased capacity and significantly enhanced the quality of the stations and surrounding public realm. Wembley is fast establishing itself as a destination that promotes arrival by public transport, with up to 80% of event crowds choosing to travel by Underground or train.

The broader street and road system have also been improved through the implementation of the Stadium Access Corridor (SAC) and Estate Access Corridor (EAC). Section 1 of the SAC has been completed, providing a new two-way tidal highway between Fourth Way and the North Circular Road. However security considerations have superseded the requirement for a direct route to the stadium and the Council is considering alternative proposals that ease traffic movement and provide a more uplifting route to the Stadium.

The EAC has been completed, providing much improved access to the north-east of the Wembley Park Industrial Estate during normal non-events days and reducing the conflict between event day and business traffic. It provides continuous access to the estate on major event days and enables local businesses to remain fully functional at all times.

Although the area is now well serviced at a strategic level, there are still a number of challenges which must be addressed at a local level. This Masterplan will strive to establish sustainable travel patterns and enable accessibility for some of the most disadvantaged communities within the Borough. The aim of this Masterplan is to ensure that new development does not exacerbate existing problems of congestion and will seek to enhance accessibility and connectivity for existing residents and provide a framework that will enable future residents and businesses to co-exist in a safe and sustainable environment.


The Council has undertaken a detailed assessment of the likely transport impacts of the proposed level of development. If the Council was to undertake a 'do-minimum' approach it is predicted that some 63% of all trips generated by the development would be non-car based (walking, cycling, bus, rail, Underground). At this level of non-car trips the junctions around the Masterplan area would be under severe strain and heavily congested, even after the substantial improvements in junction capacity proposed later in this section. The Council will bring forward further measures that seek to increase the non-car share of journeys (known as modal split) by 10-15% from the 63% baseline figure. This will include more detailed analysis of bus routes to ensure a high level of bus coverage, details on street design to assist walking and cycling and a range of other demand management measures that can be used to affect modal shift.

A Strategy for Movement and Connection

An essential part of the production of this document has been to develop a sound understanding of how the proposed types and arrangement of land uses may interact, particularly during peak travel demand periods where stadium uses may overlap with other retail and entertainment uses. The proposed layout and arrangement of streets and spaces in the North West District represent an open grain of development where views across the area are designed to encourage lateral movement rather than simply channelling people into and out of the area as quickly as possible. This permeation of people throughout the district will encourage use of the new facilities such as cafes and restaurants and enable people to dwell in the area, thus reducing the peak pressure on the public transport facilities. Conversely, the layout of the North East District represents a more enclosed form of development that naturally reduces the flow of pedestrians into the predominantly residential locality.

At the heart of the transport strategy for the new Wembley will be the creation of streets as places rather than just functional routes for channelling vehicles. These new urban streetscapes will help reduce the conflicting desires of pedestrians, cyclists and vehicular traffic. The new streets will demonstrate a diversity of character that will communicate to and influence the behaviour of vehicles and pedestrians alike. In order to put people at the centre of this strategy all development within the masterplan area will be assessed according to the criteria set out by the DFT & DCLG (2007) in the table below. This does not require that pedestrians always get priority, but simply that impacts on pedestrians are the primary consideration.

Table 2: delivering a pedestrian focussed Wembley

<p>Consider First</p>  <p>Consider Last</p>	pedestrians
	cyclists
	emergency services & waste vehicles
	other motor traffic

The Transportation Strategy will focus on 4 key policy areas:

- Walking & Cycling
- Vehicular Movement
- Public Transport
- Parking & Servicing

Walking & Cycling

Walking and cycling will be promoted as genuine, viable and preferred alternatives to all other forms of transport. The benefits are irrefutable and make broader contributions to the quality of the community through reduced Carbon emissions, improved health and a reduction of social exclusion for the 37% of Brent residents who do not have a car (2001 census, ONS).



To ensure that Wembley becomes a pedestrian focussed environment, the streets at the heart of this new urban quarter and around the major public spaces will be developed as shared surfaces. In these streets all users will share the public realm on level ground. This approach has been proven to lead to much more considerate use by motor vehicles as the perception is that they are intruding on pedestrian space and will reduce speeds accordingly. The development of the core of the Masterplan area as a series of interlinking shared surface streets will create a unique pedestrian environment that will positively encourage walking and cycling as the preferred modes of travel throughout the area. In the creation of such environments it is essential to ensure that the public realm is fully accessible to all. Differentiation of appropriate materials will enable pedestrians, cyclists and motor vehicles to understand where the priority lies, thus ensuring safety for all users.

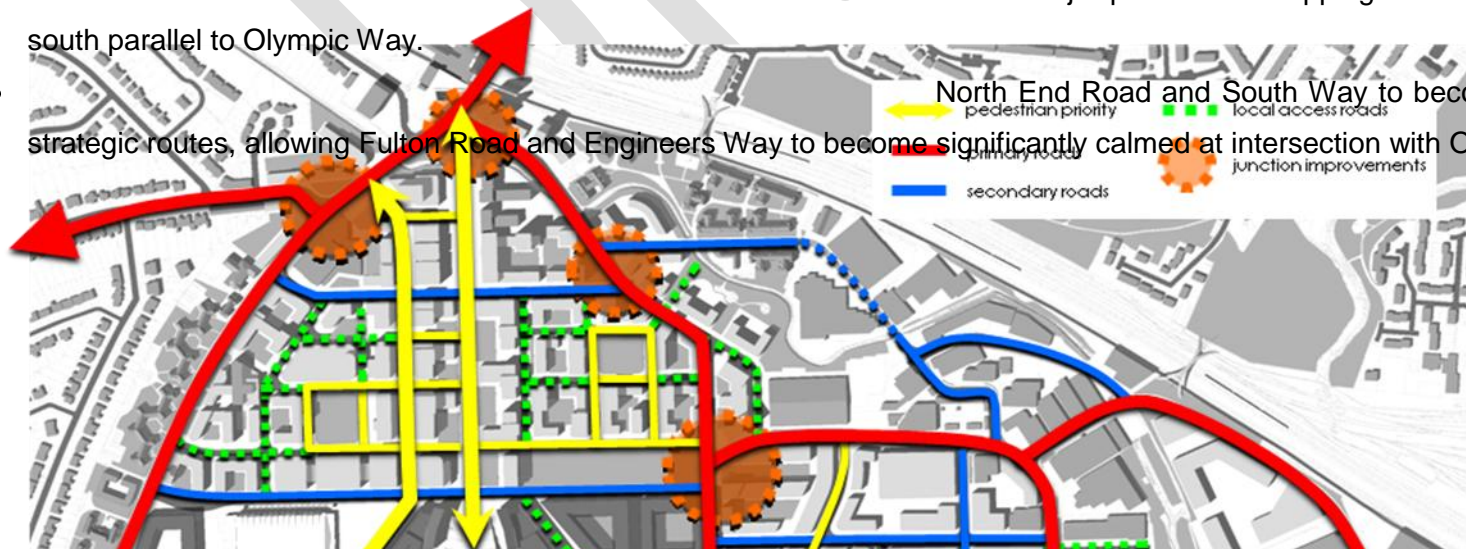
The Masterplan area will benefit from the delivery of the following improvements to walking and cycling provision:

- The creation of shared surface environments that contain all of the facilities associated with a 21st Century city and are simply designed and uncluttered.
- Removal of unnecessary barriers to pedestrian and cycle movements.
- Creation of new pedestrian and cycle linkages across the railways that will enable ease of access into neighbouring areas and the wider cycle network.
- New routes and linkages that reflect existing and future desire lines.
- Simple and secure cycle parking mechanisms will be required throughout the area.
- A dedicated cycle station to facilitate rail and cycle interchange.
- Routes along the Wealdstone Brook and the River Brent will be significantly enhanced and developed to provide safe and pleasant walking and cycling routes.
- Tree planting, widening of footways, legible signage and improved lighting will enable safe and pleasant navigation within the eastern area of the Masterplan and along the two watercourses.
- Buildings fronting onto key routes and waterways should be designed to provide natural surveillance and generate high levels of activity – leading to safe, attractive and useable routes and spaces.
- The number of bus stops and frequency of services will be an essential ingredient in encouraging people to walk. Frequent local bus services will promote the pattern of; a short walk, followed by a short bus trip, followed by a short walk, which should be cheaper and more efficient than a car journey and the subsequent parking costs and problems.

Vehicular Movement

Although the future of Wembley must move towards a much greater reliance on sustainable modes of travel, the Council recognises the need to accommodate vehicular movement to enable successful operation and day-to-day functioning of businesses and residents. The future street system, with the increased pressure that new development will generate, will need a number of fundamental changes. These changes will rationalise and integrate vehicular circulation, allowing fluid and safe movement and successful servicing of homes and businesses. The fundamental requirements are:

- Removal of the “Pedway” and replacement with a grand urban stairway and lifts releasing the spaces under the ramp to contribute to Olympic Way
- The re-connection of North End Road to Bridge Road and through to Fulton Road and First Way will allow improved circulation in and out of the area, and provide an operational east-west route on event days
- Removal of the current ‘dog leg’ at junction of First Way/ Fulton Road to create a rationalised north-south route.
- Rationalisation of First Way/Fulton Road/Albion Way
- The re-introduction of two-way traffic into the First Way/Fifth Way/Fourth Way gyratory system and improvements to the circulation routes through the First Way area.
- A new major pedestrian shopping route running north-south parallel to Olympic Way.
- North End Road and South Way to become the main strategic routes, allowing Fulton Road and Engineers Way to become significantly calmed at intersection with Olympic Way



2.5 – Transport Concept

Junction Improvements

On stadium event days, high pedestrian flows and security issues require the closure of South Way, the closure of Fulton Road and the partial closure of Engineers Way, representing a significant constraint to east – west vehicular movement. As Stadium events are largely held on

weekends or midweek evenings when levels of traffic generated by industrial estate are low, the impact of these road closures is currently relatively limited.

Over the next 10-15 years, areas to the north and east of the stadium will be the subject of extensive redevelopment with a shift towards residential and employment based land uses. The traffic generated by this wholesale redevelopment will significantly alter volumes, mix and profile of traffic on the local road network and also linkages to strategic routes such as the North Circular. While it may be possible to restrain levels of vehicular traffic via interventions such as Travel Plans or Tenancy/Car Ownership Agreements, the character of the new land uses (e.g. residential, leisure, hotels, retail, and offices) will necessitate unimpeded vehicular access.

It is envisaged that a substantial amount of fundamental engineering work will be required to facilitate the proportional increase of traffic as the Masterplan is built out. The Quintain Stage One scheme is developing at a pace and other land owners are hoping to deliver further buildings and accommodation in parallel. This means that the loading on the existing roads will increase relatively quickly, requiring the improvements to be carried out expediently as Stage One is completed. The areas of particular concern that will require varying degrees of intervention will be:

- The junction of Wembley Park Drive and Empire Way
- The Junction of Wembley Hill road and South Way
- The Junction of Wembley High Street and Wembley Hill Road

As the population increases the intervention at the following road junctions will be required:

- Empire Way and Engineers Way
- Bridge Road and Forty Lane
- North End Road and Bridge Road

- North End Road and Albion Way
- Albion Way and Fulton Road

Given the nature and scale of new development and the potential increase in the number of Stadium events, the Council believes it will be essential to provide an additional access to the Masterplan area that is unconstrained by Stadium events. Following a number of studies the Council believes that the extension of North End Road to intersect with Bridge Road is highly complicated but vital to the future success of the area. The intervention will bring the following benefits to the area and the Masterplan:

- Allowing east-west connection on event days, thus enabling existing and future residents and businesses to gain access to areas that are currently blocked for significant amounts of time;
- Enabling routes intersecting with Olympic Way to become less traffic dominated;
- Creating an actual and perceptual link into an area that currently suffers from problems of severance and poor quality public realm;
- Creating much improved pedestrian and cycle access onto Olympic Way.

The reconnection will require careful design treatment to ensure effective integration with adjoining development and provide a high quality setting for Olympic Way and the Stadium. The sensitivity of this location as the arrival point to Wembley will necessitate exemplary standards of design and should be considered as an opportunity to genuinely enhance the public realm.

Other Recommended Junction Improvements:

- Improved circulation at the junction of Wembley Hill Road and Empire Way.
- The junction of Fulton Road and Empire Way, including improvements to facilitate bus circulation and penetration.

- A new junction connecting the pedestrian shopping route to Empire Way. This will not become a major element of street network but will provide for the servicing of the new street.
- Improved junction at Drury Way and the North Circular Road to enable enhanced strategic access to the wider area.

Street Hierarchy

The Masterplan area will be served through a strategic hierarchy of routes. Circulation will be provided and maintained during stadium events via primary routes along Empire Way, North End Road through to First Way, and when possible South Way. Secondary level circulation will be provided on Fulton Road and Engineers Way with tertiary, localised access provided via the new street network on which the Masterplan is based.

Car Parking

Whilst the Council recognises the need to accommodate cars, the emphasis of this document will be to encourage a modal shift by making sustainable transport options much more attractive. Travel Plans for all new developments will be necessary to ensure this change in behavioural patterns. Car Free development in areas of high transport accessibility and the creation of Car Clubs will assist the reduction in car usage.

A target of **0.5 parking spaces per residential unit** will be applied throughout the Masterplan area. This is designed as an average across the area, where residential units with high public transport could be designed as car free developments and higher levels of parking may be permitted further away from transport nodes. The provision of basement parking will always be preferred as a means of enabling high quality environments at ground level. Where it may be demonstrated that such an arrangement is not a viable option, multi level parking within building plots must be designed to enable active uses to address the street.

Stadium events play a significant part in Wembley's "Destination" role and bring much needed inward investment to the area. Such events create special pressures on vehicular circulation and parking. In order for the stadium to be properly serviced and disturbance to local people minimised, Event Day Parking restrictions will apply to the area as it is developed, along with designation as a Controlled Parking Zone (CPZ). Restrictions will be applied to new public car parks on event days in order to discourage use of the car parks by event crowds and maintain the high level of people travelling to events on public transport.

The Council supports a three car park strategy, providing multi level car parks at W10 and E04/E05 within the Stage 1 area and another located in the proximity of the new retail street, close to Empire Way. This will of course be subject to a rigorous Transport Assessment and can only be facilitated following necessary improvements to the junction of Wembley Hill Road and Empire Way. All multi level car parks must be designed so that active uses face out onto any public frontages, in order to remove the presence of cars and blank elevations and create active and animated streetscapes.

Servicing

Although the purpose of the Masterplan is not to set out a rigid strategy for servicing there will be a number of core principles that must be considered as an integral part of development:

- Regular servicing of the core mixed use areas of the development by articulated vehicles will not be considered acceptable, particularly around the north eastern residential area, around Olympic Way and other major public spaces.
- The provision of a consolidated distribution centre for deliveries on the Eastern Lands District would be supported. This would allow larger vehicles to decant goods into smaller vans, having much less of an impact on sensitive uses. Given the strategic location close to the North Circular Road such a centre could also provide for deliveries into Central London.
- Provision of local collection facilities for domestic deliveries and concierge services would reduce the necessity for return journeys.
- Seeking to minimise peak time congestion by maximising the opportunities for off peak delivery and servicing activity

- Minimising night disturbance by noise attenuation measures, if necessary by imposing conditions to ensure noise attenuation rather than conditions on the timing of activity.
- Promoting Freight Quality Partnerships (borough level, sub regional, London wide) to improve understanding between planning authorities and the industry
- Encouraging developers to minimise the number of trips and maximise the sustainability of freight activity during construction and operation of new developments by requiring developments to incorporate both a Construction Logistics Plan during construction & Delivery and Servicing Plans for occupation
- Encouraging all types of development to employ a sustainable waste collection strategy that addresses the transport element”

3.3 Public Transport

Rail

In addition to the newly created rail infrastructure (see section 2.2 for details) the Council requires further improvements to platforms and ticketing areas at Wembley Central and a new ticket hall at Wembley Stadium Station. The accessibility of the rail system is a potential that all developers should maximise as part of their design and construction.

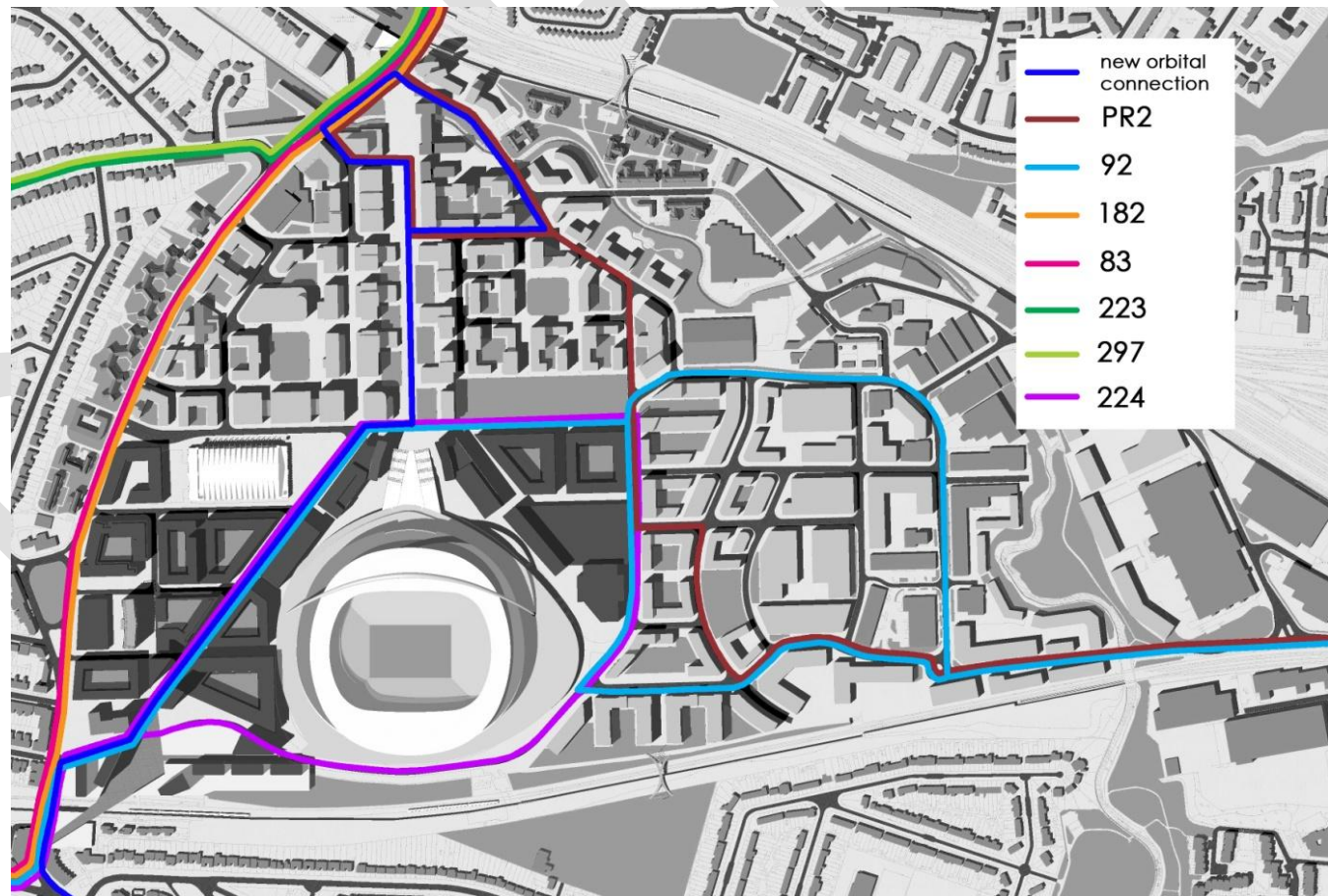
Buses

Bus use in Wembley is well established and well used by local people. Although buses are on average 80% occupied at peak times there are sections of the routes which are severely congested. Whilst Wembley has also enjoyed considerable investment from the London Bus Priority Network and London Bus Initiative there is the need to ensure that all new developments have regard to future capacity.

The Council is exploring the potential for a improving orbital transport links between Wembley Park, Park Royal and Acton to achieve the linkages of up to eight Underground stations. The route between Wembley Stadium Station and Wembley Park Station would ideally be one of those intended to run up Olympic Way. If adopted, contributions to this service will be sought from development within the area.

The Council believes that the requirements for bus turning and re-direction could be coordinated within the new street network. Other measures that will ensure the increased and sustained use of buses will include the provision of or contribution to Bus Priority and infrastructure schemes and developing increased capacity on existing routes.

There will be a diversion of bus routes 92 and 224 up a newly created boulevard into the core of the Masterplan area as part of the Quintain Estates Stage 1 application. In order to ensure that Olympic Way is an active, accessible route and destination, the Council believes that the routing enhanced bus services up the Boulevard and then Olympic Way could create an additional dimension to the activity. Olympic Way will remain a pedestrian oriented public open space where buses would run on shared surfaces



with minimal road markings and street paraphernalia.

2.6 Indicative Spread of Bus Routes

The proposed movement structure for buses will provide a general spread and penetration of bus services into and throughout the Masterplan area. Further detailed work is underway to ensure a network that maximises and encourages public transport and non-car use.

3.4 Public Realm, Streetscape, and Public Art

If the Masterplan is to help deliver a successful, sustainable community an exceptional public realm is essential; not only in providing amenity and quality of life for residents but in helping to create the setting for a world class destination. The Council will require that public space is ultimately useable and stimulating; the public realm must be appropriately interpreted to integrate and complement the buildings that provide the definition between public and private space. For the public realm to make a positive contribution to the overall quality of the built environment it must aspire to match the standard of design quality that will be encapsulated in buildings and landscape architecture. The public realm must enable people to circulate efficiently but also encourage them to pause, linger and socialise outside.

Public realm is not just defined by the designation of public and private open space - the Masterplan requires that private forecourts that front onto public spaces will be carefully composed and designed to coordinate with and complement the street and public space network.

Strategic

- It is envisaged that the design philosophy for the public realm will reflect local character and the land uses of a specific area of the Masterplan; rather than an area wide corporate signature.
- Street paraphernalia will be kept to a minimum and where possible grouped and or rationalised to minimise its cumulative impact on the public realm.
- Landscape and architecture should be designed to harmonise and coordinate. It is important that landscape features help with the legibility of building use and hierarchy.
- The relationship between pedestrian and vehicular circulation will have to be carefully designed to enable pedestrian predominance. Shared surfaces and dual use surfaces such as and similar to Home Zones will be encouraged, particularly in residential locations.
- The Council will require the provision of neighbourhood green spaces that are not formally “open spaces” but contribute to the amenity of the street. Such spaces offer an opportunity for people to linger, rest or informally socialise.
- Landscape design and access to infrastructure should allow for natural increase in capacity, ease of maintenance and high quality reinstatement.
- Public Toilets and services should be designed as an integral part of the public realm and landscape design of a locality. Bespoke designs that create interesting interventions into the landscape will be preferred to off-the-shelf, low quality alternatives. Individual design solutions can enable toilets to be grouped with other uses such as tourist information or kiosks.

Design Principles

The following components of the public realm must be carefully considered and selected:

Signs

A hierarchy of signage has been established for the Stage 1 area but the nature and character of the developing Wembley will require a variety of signage systems that reflect different localities.

Street Furniture

Seats, bins, finger posts, cycle stands and services must be part of a broader design solution for a space or street. The form, design, material, scale and colour should reflect the overall design of the locality.

The incorporation of street furniture and public art will be explored later in this section.

Public Lighting

The Masterplan will expect that the design consideration expended upon buildings and landscape should be reflected in the design of lighting for the entire area. Well designed lighting schemes can significantly add to the quality of the public realm, they have the potential to transform the character of a locality after dark.

Placing street lighting on buildings reduces clutter and will be supported in suitable locations where residents will not be impacted upon by light pollution.

Highways Paraphernalia

The Wembley Masterplan area is a real opportunity to stretch the potential of highways design to reduce the need for physical barriers and let the quality and character of spaces control circulation speed and direction. Safety through consideration rather than regulation will be the guiding principle.

Vehicular speeds will be significantly reduced through passive measures rather than relying upon barriers, high kerbs and excessive signage. All existing barriers to pedestrian movement will be removed.

Hard Surfaces

All hard surfaces should reflect the status and hierarchy of the streets and spaces they inhabit. The Masterplan will require that designers have considered the problems of detail that may be encountered on site and have properly detailed the design at the drawing stage. The detailing and jointing of materials is critical to ensure high quality. The design foundations and footings should be of a sufficient specification to ensure longevity and flexible performance under load, particularly where vehicular routes intersect with Olympic Way. The use of natural materials will be supported, provided the sustainability of the supply chain can be fully demonstrated.

The Natural Environment and Street Trees

Protecting existing natural assets such as trees and developing a local character for the natural environment in the newly created Districts is a fundamental part of this Masterplan. In order to achieve this goal the Council has set out a number of principles that must be incorporated into new development:

- The Council will require 1 tree to be planted within Wembley for every 4 new car parking spaces in the Masterplan area (to meet the target of planting 1000 trees in the Wembley set out in the Core Strategy).

- It may not always be possible to plant trees on every site within the area; therefore the council will adopt a sequential approach to such planting whereby priority is given in the following order:
 1. On the site to be developed.
 2. In the locality of the site.
 3. Within the Masterplan area.
 4. Outside the Masterplan area but on routes to and from it.

- Existing natural assets, including trees, should be integrated into the new streetscape and their health and survival guaranteed through the development process.
- Should a proposal find it impossible to integrate an existing tree into its design, a rigorous design statement will be required. The statement must justify its removal and outline the community benefit from any replacement proposals.
- Proposals for street trees and planting should always use species appropriate to the specific conditions that will create a familiar character and promote and benefit developing local wildlife.
- Choice of appropriate tree species for street planting will be essential to avoid structural damage and over shading as the trees mature.
- Street trees offer an opportunity to create a local character by the careful selection of complementary species relative to their setting and location the eventual height and spread should be carefully selected to co-exist with the adjacent buildings and structures
- The Council will require the use of more mature specimens to accelerate the greening of this currently rather hard urban environment.

- Street trees must have a planting fringe adjacent to pavements of 1.5 metres and an appropriate separation from vehicular and pedestrian use of 0.75 metres.

Art in the Public Realm

Public art engenders legibility in the landscape and promotes local identity, instilling pride and encouraging inclusivity. The quality of public art proposed for Wembley will be of the highest standards, created by recognised and accomplished artists and where possible nurture emerging local talent. The art will reflect the ambition and aspiration of the community in Wembley and replicate the high design standards expected of the built environment.

Public art will connect both local people and visitors to Wembley as a destination and a “Place”; it will recognise and celebrate the diversity of Brent's population; it will enliven buildings, spaces and places - it will stimulate, surprise, delight and amuse. It will enrich the lives of those that live, work and visit Wembley.

Public art is not only considered to be permanent installations or artworks, but also music, dance, festivals and one-off occurrences. The design of public spaces should always consider how infrastructure such as stages and stalls for events could be provided where appropriate. This will influence the choice of materials as they will need to be robust enough to deal with heavy loads.

Public art will be secured and realised for the Wembley area through the following objectives:

- There will be one significant permanent art work or installation within each district. This could take the form of a single large piece, or alternatively a number of linked smaller scale interventions into the public realm.

- Provision must be made for the setting of Public Art as part of the design process - Areas considered suitable for installations should be identified early to enable supporting infrastructure to be provided.
- Building and Landscape designers should make provision for the display of art as part of their overall vision; this symbiosis will add quality to architecture, landscape and community.
- The opportunity and potential for Buildings and landscapes to be pieces of art in themselves should not be missed.
- The Planning gains Section 106 system will expect the provision of public art as a necessary component of improving the urban fabric.

Public art is a powerful mechanism for regeneration and as such will be an integral requirement of a successful public realm. The planning and layout of streets and spaces will allow for public art as permanent or temporary exhibits.

Art works will also take a variety of other forms, including the creation of bespoke street furniture such as benches, fencing and gates, or interactive installations, images or phrases in the surfaces of the built environment. Community engagement will play a vital role in the production of art in the public realm in order to foster a sense of ownership and encourage continued support and development of creative industries in the area.

3.5 Scale, Height & Massing

The scale, mass and density of the Masterplan area will provide a careful balance between the necessity for economically viable development and the creation of high quality, sustainable residential communities. The Wembley Masterplan area will become a high density urban settlement where buildings of a larger scale will be provided through careful design and planning, to produce stimulating, liveable spaces.

Strategic Views

There are a number of strategic long and short distance views of the stadium identified in the UDP (2004). Any major application within the Masterplan area must demonstrate how the potential of new development could impact on such an important architectural landmark. In addition

to the short distance views, all applicants (particularly those on Olympic Way) must demonstrate a clear understanding of the relationship between the proposed development and the presence and identity created by the stadium.

Building Heights

The Council recognises that high buildings help to enhance and punctuate the urban landscape, establishing a legible, interesting and stimulating environment. New high buildings are considered appropriate only in a few locations where they satisfy fundamental design principles and planning policy, around Wembley Park Station and around the intersection of Fulton Road and Olympic Way (See map below).

In all applications for tall buildings, the Council will require a full three dimensional analysis of the impact of the building on its site and neighbours. The modelling can be achieved through physical scale models or computer generated images. A sunlight and daylight assessment will be required to ensure that the location and height of proposed buildings will not create adverse effects on the amenity of existing and future residents and neighbours.

Scale and Massing

The density of development will dictate the overall scale of buildings. However, the form and massing of buildings can be expressed in many different ways, a range of architectural mechanisms should be adopted to mitigate and reduce the perceived and physical impacts of large scale development and create buildings with interesting physical forms and a sense of human scale.

The scale and Height of buildings must:

- Protect the amenity of existing and future occupiers;
- To allow sufficient sunlight and daylight for all uses within buildings and spaces;
- Respect existing and or retained development and spaces;
- Protect existing significant views into and across the Masterplan Area, in particular the processional view along Olympic Way;

- Protect or enhance the historic environment

The strategy for the massing of the Wembley area is to preserve the imposing presence of the new stadium whilst successfully integrating the new development area with adjacent residential uses; stitching the urban fabric together to create a seamless transition between residential suburbia and a new high density urban landscape.

In order to achieve this, smaller scale buildings with relatively narrow plot depths and a tighter urban grain will be located on the periphery of the Masterplan area, towards Empire Way at the west and Empire & Danes Court to the north east. At the Core of the area will be a series of larger scale developments with generously proportioned building footprints that reflect the commercial, hotel and civic uses and further east lower buildings with wide plots depict the predominance of industrial development.

In determining appropriate heights, the Council will assess planning applications against Policies BE9 (Architectural Quality), BE10 (High Buildings), BE11 (Intensive and Mixed-Use Developments) and BE34 (Views & Landmarks). In addition, the Mayor of London will be consulted on planning applications for buildings of 30 metres in height or more (Policy BE10 High Buildings). Consideration should also be given to the English Heritage/CABE 'Guidance on Tall Buildings', July 2007.

Roofscape

The potential to provide roof top amenity spaces must be realised where high densities of development are proposed. As well as valuable useable amenity space, this will provide for the development of the natural environment, biodiversity and visual amenity. The topography of the wider area and media coverage on event days mean Wembley is often viewed from a higher vantage point. Therefore there is a unique opportunity to create a skyline that has an instantly recognisable and green character.

3.6 Design Quality and Ambition

The area is designated in the 2004 UDP (and emerging LDF Core Strategy) as one of a number of *'Priority Areas for Townscape & Public Realm Enhancement'*. As a current *'Area of Low Townscape or Public Realm Quality'*, the Wembley Masterplan 2008 is an extraordinary opportunity for developers and designers to realise design that sets standards not only nationally but internationally. The Council sees the Wembley Masterplan area becoming an exemplar for high density living, demonstrating the central role of good design in creating a "Place" to live and a sustainable community. The die has been set and the National Stadium has thrown out a challenge to developers to deliver the fundamentals of good design throughout the Masterplan area, which include:

Longevity, Reliability and Stature

The Masterplan expects that designers will challenge the perceived economic limits of structural design; delivering challenging but viable buildings that both surprise and delight. It is expected that all buildings will be built to the highest construction standards enabling long lived, substantial accommodation that ages gracefully.

Sustainability, Flexibility and Comfort

The creation of a sustainable, compact city depends on all new buildings and spaces delivering the highest design standards in amenity, living and working spaces. Flexibility will also be a prime consideration - places must have the ability to adapt as the needs of communities change over time.

Innovation, Quality and Beauty

As an international destination and national icon Wembley has a responsibility to reflect the design aspirations of London and the country as a whole. Therefore, nothing less than the most challenging, innovative and beautiful buildings will be acceptable.

The Masterplan expects that these fundamental factors are implicit in the development of any design proposals for Wembley; from the myriad of buildings and open spaces through to the humblest piece of street furniture. In order to secure successful buildings and landscapes for Wembley, the Council will be encouraging of architects and designers who wish to innovate and challenge the norm. Indeed, by accepting that standards should be extraordinary the norm is not good enough and a change of approach will be necessary.

The Masterplan will secure high quality design through the planning system, based on thorough interpretation of national, regional and local policy and the fundamental principles and philosophy of architecture and urban design. However, most important is the need for Council to work in appropriate partnership with developers and their designers to ensure the compromise that enables and delivers high quality buildings.

Design and Urban Structure

The Council and future residents of the Masterplan area will require that an integrated and comprehensive approach be taken to the development of Wembley. All proposals must demonstrate how they contribute to and impact upon the wider community and physical landscape.

The basic considerations must include:

- A site layout that reinforces or creates (as appropriate) an attractive and distinctive identity suitable to its locality, contributing to the creation of Wembley as a place and destination.
- Respect for, and imaginative interpretation of the existing topography and natural landscape features, using the natural assets of a site where they offer an opportunity.
- The needs and contribution of existing buildings, particularly listed buildings and high quality natural spaces, which may contribute to the character of an area. Proposals should consider how the impact of new development will be mitigated.

- Public and private spaces will be clearly defined with appropriate enclosure to signal the distinction between private and public realm. Private space shall be defined through innovative use of boundaries and surface materials/textures and where context allows, without relying on high walls and selective access security gates.
- The opportunity to develop the potential of a buildings role in the termination of a view or innovation in the composition of urban form should always be explored.
- Buildings should define streets with active uses facing outwards, contributing to natural surveillance and promoting life at street level. Large areas of blank elevations at ground level will not be permitted.

Design and Urban Form

Although it is understood that one of the principle mechanisms for promoting the best use of available development space is the perimeter block, the Council expects that other forms and compositions are explored to provide variation and interest in the streetscape. Whilst perimeter blocks can be extremely successful on smaller scale development, fully enclosed four-sided perimeter blocks on large scale buildings raise some significant design concerns and will be approached with caution. This form of urban development must consider the implications of single aspect units, particularly those that are north facing and how they comply with Building Research Establishment bulletin 209 as a minimum.

Variations to the four-sided perimeter will be supported, particularly where it is necessary to provide public open space, or where other constraints apply such as existing buildings or sunlight and daylight requirements. The dimensions of the blocks must be determined with consideration to location orientation and character of localities, relationships to existing and future buildings and the amenities of future occupiers. The Council will require a full sunlight and daylight assessment of all high density housing to ensure that all residents enjoy an acceptable level of sun and daylight.

All buildings, irrespective of their particular form must consider the following architectural principles if they are to demonstrate quality, personality and character:

- i) A defined and or innovative architectural style that enables a building to become a landmark or introduce variety and interest into a streetscape. The simple extrusion of a plot perimeter is not creating the type of building that the Masterplan expects.
- ii) Articulation at ridge lines to provide interest and reduce the impact of scale and massing.
- iii) Articulation at parapet/eaves to introduce and or reinforce horizontal rhythm in the building and street.
- iv) Articulation in the façade in the vertical plane which introduces light and shade to the elevation reducing the impact of building mass and scale. This may be achieved through a range of measures such as porches, canopies, balconies and oriels.
- v) Buildings should have well defined and appropriately scaled entrances to enhance legibility and presence at street level to create “Addresses” and homes rather than “anywhere” developments.
- vi) High quality, useable amenity space that is fully integrated with the built form of development and designed holistically as the external expression of the building.

New Buildings in Wembley will contribute to a stimulating and challenging urban form through their personality, character and presence. Innovative and challenging buildings will provide landmarks and improve legibility and navigation through neighbourhoods. High quality and innovative design will engender pride and identity in the local community.

Detail & Architectural Quality

The Council will require that all buildings demonstrate an exceptional quality in overall composition, detail and the accommodation that they provide. High quality design should be an integral part of a scheme development and should be built into all budgetary projections.

Only building procurement routes that guarantee high quality building design should be adopted. Partnerships are encouraged to help deliver the quality that the Council and the residents of Wembley expect. The following detailed elements of building design should be considered thoroughly before any proposals are submitted to the Council.

Design Philosophy

Before any drawings are produced, a clear, rational design philosophy must be established which informs a language of detailing and materials from which a consistent design approach can be maintained. The design approach should derive from a recognisable theme and remain consistent throughout the development of the design and the realisation of the completed building.

Materials

A good building design is often a function of the materials specified for the construction. The choice of materials is second only to the way their connections and junctions are detailed. The choice should be a fundamental consideration of the development of a design scheme. The Council requires that designers will provide an indication and examples of the quality and type of materials proposed at the time of application and will not expect that the choice can be commuted to a later date. Some finishes and facade treatments may not be appropriate in sensitive locations.

Construction Detail

All buildings to a greater or lesser extent are a function of their construction detail and the Council considers design of details to be as important as overall composition. The Council expects that designers will provide an information on the quality of details as part of their planning submissions to illustrate and promote the overall design theme.

The design of residential and other developments proposed in close proximity to the Stadium or other noise generating sites should incorporate noise insulation measures with a view to limiting noise impact on residents and other users.

The role of this Masterplan is to encourage, nurture and enable the development of an exciting, high quality urban landscape that provides for a prosperous, healthy, and safe community. Wembley will be a twenty first century settlement that has learned the lessons of the past and incorporated all the advances and development in architecture and urban design to contribute to modern contemporary living. The Council expects that exceptional design at all levels will be central to the delivery of this exciting future.

3.7 Safety and Security

Wembley will become a place, with a strong sense of community engagement and involvement. In establishing a community where people interact there will implicitly need to be a fundamental level of safety from crime. The safety of residents and visitors to the Masterplan area is paramount and concern for crime reduction and developing a safe environment will permeate through all levels of the design process, right through to construction. The following issues will need careful resolution to support a safe and sustainable community.

Crime and Fear of Crime

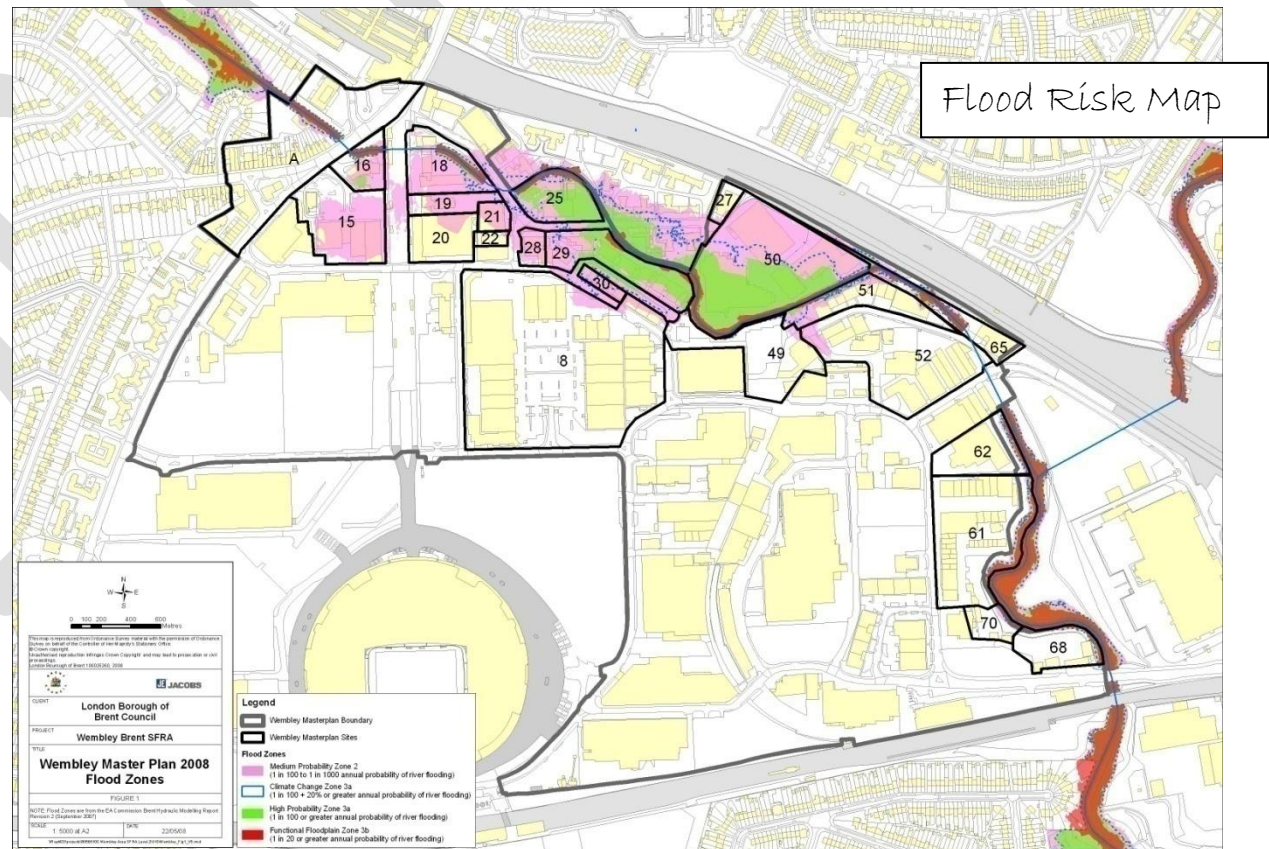
- Although security cameras can be a useful tool in reducing fear of crime, the use of passive design measures will always take precedence. Creating public spaces that are active and naturally overlooked will be paramount.
- A clear distinction between public and private space enables a deeper understanding of where people should and should not be, therefore instances of crime are more likely to get reported. This distinction should not be made through high, overly defensive barriers or blank walls.
- The Council will require that all Design Statements explain the techniques and measure that have been adopted to reduce the potential for crime.
- There is fundamental contradiction in the delivery of a safe but inclusive community. Buildings and spaces should be welcoming and accessible to all, but at the same time this could be perceived as creating a security risk, particularly in the provision of securing individual homes and the exposure of child play space. The Masterplan will require that designers should use ingenuity and innovation in enabling accessibility whilst still providing for safety and security.

Security

- The Wembley Masterplan area benefits significantly from the proximity of the stadium and other attractions which bring a variety of prestigious events and inward investment into the area. These attractions require traffic management and security measures as directed by the Metropolitan Police Authority and security services.
- The Council expects that designers will employ subtlety and ingenuity to deliver security measures in consultation with the police whilst maintaining a high quality human environment.

3.8 Flood Risk Strategy

The global issue of climate change and its impact are becoming more and more apparent at the local level. Flooding can result in costly damage to property and even pose a risk to life and livelihood. The London Borough of Brent produced a Strategic Flood Risk Assessment (SFRA) Level 1 in December 2007 which outlines all known sources of flooding and delineates areas that have a 'low', 'medium' and 'high' probability of flooding. A Strategic Flood Risk Assessment (SFRA) Level 2 was conducted by the Council in May 2008 for the Wembley Masterplan area. This has identified a number of sites, primarily those directly adjacent to the Wealdstone Brook that are most at risk of flooding. All developments within the flood risk zones identified below must have regard to the development control recommendations within this document.



The land adjacent to the Wealdstone brook will have an essential role in the overall regeneration of the Wembley area. People will live work and learn in this potential verdant and open area. However, development must be sensitive to the natural environment and its potential in a flood attenuation role. The design of any buildings and landscaping in this area should enhance the waterside location where appropriate and include suitable flood risk mitigation and sustainable urban drainage techniques.

The map below illustrates the flood risk identified in Brent's Strategic Flood Risk Assessment (SFRA). It clearly illustrates that the northern boundary of the Masterplan area is almost entirely within Flood risk zones 3a and 2. In order to satisfy the provisions of the PPS25, proposals for these flood zones are required to pass the sequential test, and where a site is affected by Flood Zone 3a the exception test must be applied. Proposals for sites affected by medium to high probability flood risk will need to demonstrate how risk is reduced by sequential layout of the site and form of development. All proposals for development in Flood Zones 2 and 3a&b will require a full Flood Risk Assessment (FRA). Proposals in Flood Zone 1 which are over 1Ha in size will also require a FRA.

Careful consideration must be given to issues of sewer flooding, both on and off site as a result of new development. Developers may be required to carry out studies to ascertain whether proposed development will lead to overloading of the existing infrastructure.

Wealdstone Brook

It is the aim of the Masterplan to open up Wealdstone Brook and make it into a focus and valuable asset to the area rather than a forgotten/hidden channel. The area just to the north of the Masterplan boundary on the other side of the river (Empire & Danes Court) contains attractive residential buildings, set in pleasant, natural vegetated landscape. The Masterplan seeks to reconnect this residential area into the Wembley Masterplan area, and all the facilities that will come as a result of the other regeneration schemes in the vicinity. The Wealdstone Brook offers the opportunity to provide an identity to an area that is currently characterless, and the Council will seek to utilise the waterside environment by improving public accessibility and encouraging recreational uses around it.

The Masterplan provides an important opportunity to bring this part of the Wealdstone Brook back to life. Introducing SUDs and landscaping into the area will assist in reducing flood risk and surface water run-off, thus greatly enhancing the overall quality of the brook.

SUDS

The geology of the area is predominantly London clay therefore soil permeability is likely to be low. Infiltration SUDs techniques are therefore unlikely to be suitable in the masterplan area. More suitable SUDS techniques include:

- Ponds (permanent water features capable of water storage in times of heavy rain fall)
- Green Roofs
- Detention basins – bioretention areas (collect and treat water before discharge to river)
- Swales (shallow vegetated channels to conduct and store rainwater)
- Permeable paving (designed to take into account the clay soil type)
- Vegetated landscape (wild flowers, grass and native trees can assist in retaining run-off)

The adoption of SUDS should follow the drainage hierarchy set out in London Plan Policy 4A.14 where the most sustainable forms of SUDS are preferred before looking at less sustainable options. The suggested techniques are not meant to be prescriptive and their implementation will depend upon more detailed flood risk assessment associated with planning applications and upon the approval of the Environment Agency.

3.9 Sustainability & Climate Change

Brent Council is a signatory to the Nottingham declaration on Climate Change, and is committed to the conservation of energy and reduction in carbon emissions. Corporately sustainability is considered to be a core requirement in all its operations, having produced its own Carbon Management Strategy and Implementation Plan (CMS&IP) in 2007. The CMS&IP commits the Council to a 20% emissions reduction by 2011 and the Climate Change Strategy will encourage, influence and if necessary police areas of activity in which the Council exerts control. The

Masterplan by definition will take on these fundamental standards and apply them to the development of Wembley. Any development in a relatively intense urban space must consider energy conservation if it is to serve and support an economically sustainable community.

Wembley Masterplan is a long term regeneration project that considers the next 25 – 30 years of development in the heart of the Borough. This long term strategy for the creation of a new community must morally take responsibility for the future and challenge contemporary expectations of energy use and consumption. Children will be born and grow into adulthood in the term of this strategic plan and we owe it to these future citizens to protect and nurture their environment with the foresight and vision that should be implicit within a Masterplan. The Council expects that all development will be at the leading edge of energy conservation technology right from the beginning and will be at the vanguard of sustainable development for the next quarter of a century. The Council expects that the buildings and spaces that will be catalysed by this Masterplan will innovate, challenge and re-challenge. Wembley will become the benchmark by which all other regional, national and international building and landscape design will be judged. This Masterplan insists upon a rigorous, comprehensive, strategic and inclusive approach to sustainability that addresses climate change imperatives using sustainable strategy design and construction.

All proposals for development however small, must strategically consider their role as an integral element of the broader regeneration initiative. Each proposal will have site specific constraints and opportunities, therefore all applications will be assessed on their individual merits. However, all interventions in the built environment must demonstrate comprehensive strategic thinking and should consider the following principles:

- Sustainability should be the principle consideration from conception through to completion - all decision making should be focused on the need to conserve energy and reduce carbon emissions.
- Development proposals should be considered not only as individual projects on individual sites but as part of the masterplan whole - Opportunities to take advantage of economies of scale and reduce duplication must be taken.
- Development teams must be integrated to provide a rationalised, coordinated approach to sustainability through the design specification, procurement and construction phases.

- The impact on infrastructure and its implication for carbon emissions must be assessed - All development must consider the coordinated role of energy conservation techniques including passive solar gain, energy and water conservation, renewable energy production, materials resource efficiency, sustainable landscape drainage, waste recycling and related operational lifestyle issues (e.g. food, transport, social networking infrastructure). These influence health and wellbeing as well as ensuring a low-carbon community. Such measures are expected to be 'designed-in' from the earliest conceptual stages, rather than just applying technology as an expensive afterthought.
- Reducing the need to travel by private modes of transport will be achieved by focussing the future population in areas with good to excellent public transport accessibility and providing the necessary range of facilities and amenities to allow people to work live and play in the local area.
- Sustainability in Wembley will also be a cultural issue - addressing the way we live, work and play in imaginative new ways and hopefully challenge cultural preconceptions of how communities should live. This Masterplan expects rigorous comprehensive research and analysis of best practice from UK and international exemplars; from which informed decisions can be drawn and sustainable design innovations enabled.
- Overall, if the New Wembley is to be genuinely sustainable in the long term, simply complying with minimum regulatory standards will not deliver a sustainable future.

Infrastructure and Strategy

The Masterplan not only expects managed persuasive cultural change it requires the highest standards of performance and specification. Ultimately, given the timescales involved, this Masterplan and the Mayor of London will expect "Zero" carbon emissions from much of the development by the time the final phases are likely to be completed. However, it is understood that with present technologies and configuration of expected development, this is a demanding target at present. Therefore, the Masterplan seeks to help anticipate the national objectives by bringing higher standards forward in a staged and achievable manner. The rationale for this approach (supported by national and London Plan policy) is fivefold:

1. The Wembley Regeneration area, with a minimum of 5000 dwellings proposed, is by far Brent's largest 'Housing Growth Area' identified in the Core Strategy – and the higher density of development presents opportunities through increased values and flexible standards (e.g. car-free) for a higher standard of sustainable development than elsewhere in the Borough;
2. A significant portion of the Comprehensive Development Area is designated as one of the GLA & London Energy Partnership's 4 Pilot 'Energy Action Areas' –The Core Strategy (Policy CP18) proposes to extend this designation (now renamed by GLA as 'Low-Carbon Zones') to cover the rest of the Masterplan area – maximising the economies of scale to make it a successful exemplar into the future;
3. In addition to housing, a substantial portion of the new major retail, commercial and leisure requirements of Brent will be met in the Masterplan area –this provides an additional sustainable mix of major development to make viable significant levels of decentralised and renewable/low carbon energy infrastructure;
4. The likely necessity to meet higher densities through tall buildings in this preferred location implies a need to offset their collectively higher carbon impacts through much better sustainability standards (See Core Strategy Policy CP15); and
5. As the new 'civic heart' of Wembley (and the Borough) with the concentration of council offices and library centre added to the above scale and mix of development, there is a further opportunity for Brent Council to facilitate carbon reductions through providing an anchorage load for sustainable energy infrastructure, as well as helping meet its own Carbon Management and Climate Change strategy objectives.

The Council has adopted and is in the process of implementing its corporate sustainability strategy which will, over a number of years contribute to changes in technological applications, working practices and the cultural mindset of the organisation. As part of its approach to a more sustainable future the Council will expect that developers will apply the very latest scientific thinking. Wembley therefore is an

extraordinary opportunity to pioneer the application of the latest technologies in the reduction of carbon dioxide emissions. The changes in approach and thinking will require imagination and flexibility from everyone involved in the future of Wembley as a community. Developers will be expected to plan ahead to enable provision of a sustainable infrastructure and the Council must stand ready to support and help deliver the radical changes that a community of this size will require.

The fundamental target is the reduction of carbon emissions and this can be achieved through careful design and specification of any intervention into the built environment. The overall savings in carbon emissions will be made through a combination of techniques but it is expected that most savings will be achieved through:

- Improvements in the design and specification of building fabric and systems, through higher standards of insulation and air tightness that exceed part L of the building regulations.
- Application and integration of renewable energy supply through techniques such as solar hot water, photovoltaics and where appropriate wind generation.
- Combined Cooling Heat and Power energy distribution systems.

The Council has commissioned a detailed study of the potential for a sustainable infrastructure in Wembley which has analysed energy usage through a “Heat Map” survey. This survey will help to inform decision making at all levels; guiding the application of new systems and techniques as part of an integrated sustainable infrastructure.

The study has assessed a number of techniques for the reduction of carbon dioxide considering their individual weaknesses and strengths. Overall, the most practical and energy saving approach will be the development of a Local Energy Network through a community based Combined Heat and Power (CCHP) system. The strategy for the application of CCHP will be guided by the zoned heat map which will identify areas and types of development where varying levels of connection to a communal system will be required. These development categories will indicate the Councils expectations throughout the Wembley area and will be an integral part of the consideration of any planning application.

The Mayor's energy hierarchy (cLP Policy 4A.6) requires early planning to allow successful application of CHP systems. The consolidated London Plan minimum of 20% onsite renewables will be expected to offset site carbon emissions (cLP Policy 4A.7) and this minimum (or higher as targets increase) should either be part of a networked system (as fuel type e.g. biomass/biogas) or should be a complementary addition to it.

The Council will expect that anyone considering development within the Wembley will commit to a strategy for the provision of a community based CCHP system. It is likely that the strategy will require the following commitments from any future development within the various heat zone categories:

- **Development Category 1** - This type of development will be in a location where connection to a CCHP network will be expected.
- **Development Category 2** - This type of development will be in a zone where provision for connections to a network in the future; including appropriately sized plant room and internal distribution systems, will be sought.
- **Development Category 3** - It is likely that within present specifications and technology it will not be economically or technically viable to install or be connected to a heat and power distribution system in this zone. The design and specification of the development must not prevent retrospective installation should circumstances change. However, if connection is not possible the Council will expect stringent mitigation measures to reduce carbon emissions such as:
 1. Higher standards of building energy efficiency - significantly better than the current CSH levels or equivalent for non residential buildings.
 2. Increased application of building based integrated energy generation.

3. Financial contribution to a Section 106 offsite development fund for the provision of CHP networks.
4. Financial contribution to a Section 106 offsite development fund for renewable energy provision.

The Council understands that the introduction of complex new technologies will be difficult and will have financial implications for future development. However, through the application of Section 106 funds and committed positive partnerships, the development of Local Energy Networks will be an integral part of the delivery of the 2008 Masterplan.

The development of sustainable infrastructure is essential in preparing for the innovation that the Masterplan expects of the new Wembley. Forward thinking will allow the provision of integrated sustainable drainage, the ability to trade energy with established power grids and enable renewable energies to be properly distributed.

All planned development must do its utmost to provide flexibility for change in the future whilst at the same time building in longevity and increased life cycle expectations for new buildings. This should include commitments to build at the highest Sustainable Homes code Level at the time of construction and to meet the latest policy prescription in terms of renewable energy sources expressed in the London Plan or in National guidance. Infrastructure must allow for changes in working patterns and lifestyle, enabling home working through advanced technologies and reducing travel frequency.

Sustainable Design, Construction and Development

Building designers should by definition lead in the application of innovative thinking; applying the best of current technology and daring to test and challenge architectural sciences. This will deliver innovative, challenging and award winning architecture that contributes to the special character of the place that will be new Wembley - It is expected that rigorous design thinking will consider:

- The microclimatic impact of buildings within the Masterplan site must consider the potential of solar gain as a means of energy conservation but also as a potential energy load where cooling may be required. The impact of large buildings on air movement must be understood and exploitation and mitigation must be an integral part of design.

- Building design must allow for best practice in water preservation and management, allowing buildings to harvest rainfall and provide living roofs/walls (i.e. green/brown roofs and significant vertical planting) for surface water attenuation and amenity. All buildings must provide for the most energy and water-efficient household and industrial appliances including the recycling and exploitation of grey and rain water.
- Construction activity will be carried out, as a minimum, to all relevant Codes of Practice and Building Control standards. Waste and pollution (air, noise) will be minimised. Work should be planned and managed to minimise site energy consumption and waste. Site-wide and derivative plot-specific Construction Management Strategies will be expected to demonstrate how best practice, including Considerate Contractor standards will be cascaded through the process. Recycling and re use of materials should always be explored.
- All Buildings whether refurbished or new build, will exceed the current Building Regulations both as individual elements and where advantageous as energy groups.
- Homes are expected to be built in the first instance, to the current minimum standard of Code 4 (in all Growth Areas) and as standards improve so must the performance of the new homes. However, given the proposed Energy Action Area/Low-Carbon Zone extension, Code Level 5 will be sought in Wembley Masterplan area from 2010 (See Core Strategy Policy CP 17). This also ensures a comparably high level of reduction in water use (i.e. down from Code 4's 105 litres per bedspace to 80 litres). For non-residential, BREEAM 'Excellent' is currently sought, with the equivalent on any Code for Sustainable Non-residential Buildings (when this becomes available in the next couple of years). Energy conservation and carbon emissions in residential areas must also challenge the way we live offering incentives to potential owners to change expectations of how a new home functions and how we exist within them.
- The administrative aspects of development must also take responsibility for sustainability, exploring innovative ways to procure and deliver buildings through partnership and alternative, modern methods of construction to minimise wastages as part of a Construction Site Waste Management Plan (SWMP). This will be expected to be part of the implementation of the ICE

Demolition Protocol (as updated). In addition to best practice demolition recovery targets, sourcing bulk materials e.g. structural concrete with 10-20% recycled content (by volume) will be expected, with an overall target for recycled content in other finished components of 20% minimum (by value), demonstrated using the WRAP RC toolkit.

- The importance of planting deciduous trees in the vicinity of south facing windows should not be underestimated. This has the dual benefit of providing natural shade and cooling in the summer and enabling solar gain to warm rooms naturally in the winter when leaves are lost.

Sustainable Community

Sustainable communities are created through the coordination of a number of key practices. Operational culture within these disciplines must include consideration of all of these elements:

Transport

- The Masterplan will promote the development of the public transport system as the primary mode of vehicular transport for the new residents. In the long term reduction in car ownership and journeys will reduce pollution and congestion.
- The benefits of walking and cycling are manifold and the Council will expect that designers allow for efficient circulation throughout the Masterplan area.
- The promotion of car clubs will be sought as a measure to encourage an increase in sustainable travel patterns.

Waste Management and Recycling

Wembley has an opportunity to be a national leader in the field of waste management based on reduction, re-use and recycling, taking the opportunity to integrate the most up to date technology and strategies into its infrastructure from the outset. Proposed waste management

within the Masterplan area should first promote waste reduction, followed by its re-use, recycling and composting and finally use waste as a source for energy recovery. Disposal of waste is the least sustainable method of waste management.

The Council will have a compulsory recycling policy by 2008 which will contribute to the development of recycling throughout the Borough. However, waste management begins in the home and influencing the way in which people behave will be an important part of community development. The Council already has ambitious recycling targets to meet and it is inevitable that these will become more rigorous in the future. If we are to minimise waste and deliver a community that is aware and committed to recycling the following principles will have to be applied:

- Apply the guidance of the DEFRA publication “A waste strategy for England 2007” and any updated current guidance.
- Develop a community culture of recycling through intervention in schools, places of work and promotion by the Council.
- Provide a waste management system that is integrated into the community as an integral part of the infrastructure, making it easy to use.
- Apply the most up to date current technologies to facilitate efficient management and recycling, including building and community vacuum systems.
- Whenever possible use waste to offset energy consumption through such facilities as anaerobic digestion.
- Where appropriate use legislation and strategy to compel recycling.

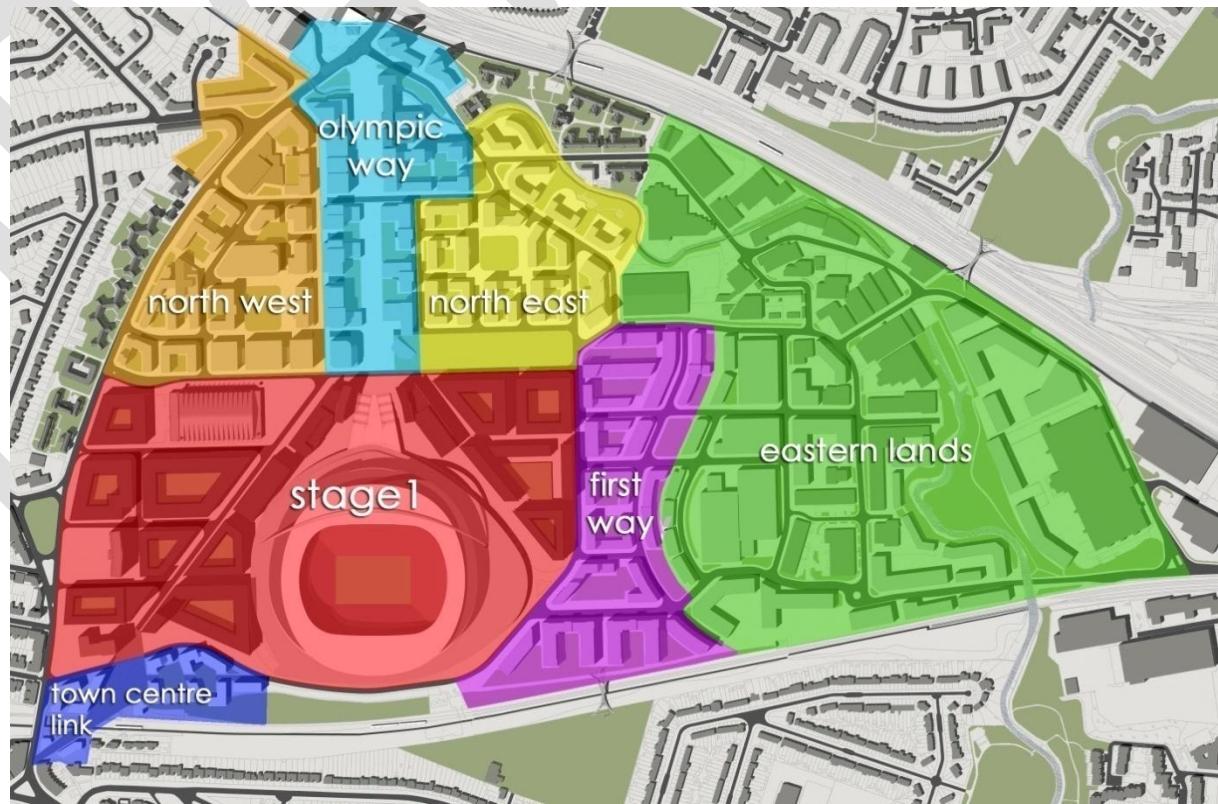
Green Space and Biodiversity

- The Masterplan requires that every opportunity to encourage biodiversity will be taken. Other than the large public open spaces, the opportunity to use roof top green and brown spaces will allow both flora and fauna to develop and thrive through an integrated network of natural space. The planting of trees within the public realm will also add to the quality and quantity of the natural environment and help to attenuate pollution.

4.0 District & Site Briefs

The Five Districts

The setting of the stadium currently comprises residential, retail commercial and industrial buildings that have through a common gravity grouped in to use based enclaves. The collective grouping of these uses has historically been relatively random in an expedient response to a need rather than as part of a long term plan to create a successful and coherent community.



The coherence of the new Wembley will be reinforced by the development of a recognisable and distinctive character for five individual districts. These areas already have a certain level of recognisable separation that with careful design and nurture can develop into recognisable places that are unmistakably part of Wembley but distinct in their own right.

The 5 districts considered are: the **'North West District'**, **'Olympic Way'**, **'North East District'**, **'First Way'** and **'Eastern Lands'**. These districts will be designed to become places within a place, enjoying a special character which will be defined by the nature and role of development, its setting and landscape and the role of public space in the development of a community. The district briefs will, through defining concept of place, set out a series of expectations that will guide developers in the characterisation of buildings, public and private open space and landscape. The guide will insist that developers underpin the fundamental concept for the district and contribute to the reinforcement of locality, personality and community. Each brief contains an indicative figure for development potential. This is not intended to cap the amount of floor space, but will provide a guide to what the Council considers to be workable. Detailed proposals for different levels of development will be considered on their individual merits.

4.1 District One: North West

The Concept

The North West District will become the new municipal heart of the Borough, focused around a new 21st Century Civic Centre that will demonstrate the Council's plans and ambition for the future through its challenging and innovative architecture. The Civic Centre will provide all the facilities that residents and visitors normally expect of progressive Local Authority and some that they will not. It will define the Borough as a community reinforced by thriving commerce and exceptional social infrastructure. The civic identity will underpin the concept for this district and drive the character and aspirations for the built form public space. The district will be focused on a landmark Civic Centre fronting on to a new public square. The civic identity will coordinate with the bustling new retail street creating and nurturing a town centre based on notions of *'Commerce'*, *'Governance'*, *'Entertainment'* that will underpin the concept for this district and drive the character and aspirations for the built form.

Development Potential

- **Site Area:** 9.67ha
- **Existing Floor Space:** approx 77,591m²
- **Existing Employment:** estimated 921 workers.
- **London Plan PTAL Rating:** 4 - 5
- **Estimated New Floor Space Potential:** 166,000 m²

Core Objectives

- A new signature Civic Centre that reflects in its challenging architecture the aspirations and ambition of the Council.
- A public square of sufficient size to reflect its public function and provide formal landscape setting appropriate to the scale and role of the new civic heart.
- A bustling new pedestrian shopping street with an intimate and enclosed character Improvements to the landscape quality on Empire Way and a gradual and comfortable change in building scale.

Open Space

The North West District will be centred on an exciting new public space (approximately 0.4 ha) where people come together and diversity is celebrated. It will establish a relatively formal feel for the locality that will be enhanced by, and will enhance the surrounding network of streets and spaces. Architecturally articulated individual blocks will allow open views through and between buildings, visually connecting this principal open space to the new shopping street and further east to Olympic Way. Continuous landscape treatments, using techniques of directional focus will help to draw people across the site and encourage different types of behaviour. Moving from the enclosed, active and purposeful

shopping route into an open, passive and relaxing public space will allow a transition in character and function that is a much valued element of successful town and city centres.

Individual buildings will have their own more intimate green private and semi private spaces creating a network of interconnecting natural and semi natural spaces. Where security allows, other green spaces will be open and accessible to the public creating quieter more intimate outside areas.

Accessibility, Circulation and Transport

Accessibility and circulation within the North West District will be delivered through the following principles:

- Engineers Way and Fulton Road will remain routes for east-west movement, but will be significantly calmed and will be closed on event days.
- Empire Way will remain a principal vehicular access route but the natural landscape setting will be significantly enhanced (see below).
- The nature of the pedestrian retail street will necessitate a carefully managed servicing strategy.
- Some restricted, publicly accessible on street parking will be provided. It must be suitably landscaped to avoid long rows of unbroken spaces and should be interspersed with planting.
- A new junction will be created on Empire Way/Bridge Road with the new shopping street, but only for limited access and servicing and bus connections.
- The reconfiguration of the traffic island at the junction of Wembley Park Drive and Empire Way will be considered to enable ease of traffic flows.
- There is potential for multi level car parking at the northern end of the new shopping street. This will be subject to necessary junction improvements and a rigorous Transport Assessment.

Empire Way

The treatment of Empire Way is critical. Although the focus of the Masterplan is to create a strong new route that internally connects Wembley Park and the High Road, the integration of the new development with the existing residential surroundings is vital to ensure a connection between the new and existing communities. Empire Way has the potential to play an equal role in the connection of Wembley as a whole, given that it will remain one of the most convenient routes between the Masterplan area and the High Road.

There is a difference in use and building typology on Empire Way that creates a street which is imbalanced and undefined. The residential mansion blocks on one side present a distinctive character, where the buildings have a relatively generous landscape setting, whilst the larger scale office and hotel uses on the other side are significantly set back from the street edge, with large areas of hard surfacing and parking. The width of Empire Way (building to building) from Fulton Road to Engineers Way ranges between 36-65 metres. The differences in built form and the lack of identity have affected the residential quality and the character along Empire Way. This emphasises the need to integrate new development sensitively into this predominantly suburban context.

There are currently three 'triangles' that create recognisable nodes along the route of Empire Way and although they are not presently useable public spaces, they do develop a legible narrative to the journey. The strategy for Empire Way will be to develop the first of these nodes (the junction of Wembley Hill Road and Empire Way) by rationalising the road layout and creating a much more pleasant and useable public space in front of the shopping parade.

For the development running south of Fulton Road, the concept is to create a much more consistent built frontage of 4-6 storeys whilst allowing for wide footpaths and a strong green landscape setting of a similar character to the residential uses on the other side of the street. Although the uses will still be different (hotels, office and some residential) they should be designed to create a strong presence at ground floor with

active uses creating an animated street scene. A range of high quality commercial and visitor accommodation will improve the viability and attractiveness of Empire Way.

Land Use

Local character and activity in this district will be generated by:

- The district will provide a range of new homes; the predominant character will be that of mixed use buildings with a sensitive vertical split of uses, where active uses occupy ground floor locations with residential properties above.
- The opportunity offered by the creative industries already established at Fountain Studios will be enhanced and broadened to encourage a focus for creative media based employment.
- There is a longstanding local need for a new, modern leisure and sports facility for existing and future residents. The character of this district would be suitable for such a facility and the added diversity of use would stimulate different movement patterns and behaviour, creating increased levels of activity and enhancing the public realm.
- To provide for the future of the area it is recognised that there may be a need for a two-form of entry primary school in this district.
- To complement the hospitality offer along Olympic Way, the existing hotel accommodation will be enhanced along Empire Way, subject to the protection of local office space.
- The district will benefit from a mixed employment offer including the provision of 3000m² of affordable work space.

Scale & Massing

To ensure that the character of the North West District is a balanced and hospitable place to live and work, the following principles will guide development:

- The general pattern of development across this district will reduce gradually in scale from east to west and from south to north. From the new Civic Centre on the corner of the Boulevard and Engineers Way at 10 storeys down to and along Empire way at 4-6 storeys.
- The scale of development directly fronting Empire Way will be designed to reflect the transition of scale, from urban to suburban.
- The opportunity to enhance important sites with higher elements of built form will be analysed.
- Development on the site of Dexion House could step up to 10-12 storeys at the rear of the plot.
- Buildings surrounding the new civic square may be up to 8 storeys depending upon the uses of their immediate neighbours.
- Any development of the shopping parades along Wembley Park Drive will be restricted to a maximum of 5 storeys with a declining scale down to three storeys on Elmside Road

Streetscape, Public Realm & Public Art

- Due to the predominant mixed use character of this district residential entrances must be legible and will have a recognisable point of address for future residents of these units which will allow them to feel a part of the burgeoning community.
- The new civic square will display the highest quality landscape design and public art, providing a civic focus not just for Wembley but for the whole Borough.
- The enhanced Wembley Park local retail centre on the junction of Empire Way and Wembley Park Drive will be set around a new public space with the potential for a piece of challenging high quality public art.

Local Architectural Quality

The North West District will be characterised by a varied mix of building types, which in turn offer the potential for a broad range of interpretations. The standard will be set by the new Civic Centre and appropriate to their use and scale, all buildings will be expected to underpin this standard.

The Council expects that the following sites should reflect the highest standards of building design and deliver exceptional buildings responding to the guidance expressed in section 3.6:

- i. The new Civic Centre
- ii. The building on the corner of The Boulevard and Olympic Way
- iii. A new leisure centre/swimming pool
- iv. The extension to the Quality Hotel
- v. Dexion House
- vi. Crescent House (College of North west London)

The Concept

Olympic Way is internationally recognised and is as much a part of the visitor experience of Wembley as the Stadium. It will provide an appropriately scaled setting for the stadium and gateway to the Masterplan area, adding to the anticipation and sense of occasion experienced by those attending the numerous events. However, it is the continued every day use of this street that is regarded as the highest priority. The creation of an exciting, active and animated Olympic Way at all times of the day and throughout the year is one of the most important aspirations of this Masterplan.

This district will build on the role of Wembley as a *'Destination'* with *'Culture'*, *'Design'* and *'Innovation'* as driving forces for development. Olympic Way will be the heart and soul of this area for decades and possibly centuries to come. The Council will expect nothing less than the highest standards in architecture and landscape design to ensure that Olympic Way becomes one of the most instantly recognisable and successful streets in Europe.

Development Potential

- **Site Area:** 8.15ha
- **Existing Floor Space:** approx 48,148 m²
- **Existing Employment Potential:** estimated 490 workers.
- **London Plan PTAL Rating:** 4 - 5
- **Estimated New Floor Space Potential:** 140,000 m²

The duality of use of Olympic Way presents a unique design challenge. The need to accommodate major surges of people on event days and provide a grand setting for the new national stadium is contrasted by the necessity to create a sense of place with a human scale and encourage every day use throughout the year.

Core Objectives

- The view of the Stadium arch from Wembley Park Station and down Olympic Way is a valuable piece of urban theatre and the Council will insist that the careful design and scaling of buildings flanking Olympic Way will help preserve the predominance of the arch.
- A series of intimate external 'rooms' flanking the processional route will create a more human scale whilst maintaining the perception of a space that is concurrent with the national and international significance of this destination.
- The standard of landscape design on Olympic Way will be exceptional, reflecting the standards set by the Stadium. Design innovation will be underpinned by the highest standards of detailing, materials and specimen quality.

Open Space

Olympic Way will not only be a north-south route defined by the progression to the stadium; it will also provide the centrepiece to the open space network, creating visual and perceptual connections throughout the masterplan area.

- The maintenance of a 20 metre wide axial processional route from Wembley Park Station right through to the newly created steps at the base of the podium will be essential.
- The existing axis of Olympic Way is approximately 4.5 m to the west of the central axis of the Stadium. In partnership with flanking ownerships and where curtilage allows, the axes may be realigned.
- Lateral movement of pedestrians will be encouraged through innovative landscape and building design. Although the principal linear directional focus will be the north-south processional route, interventions in the landscape through variation in materials

and planting will create a disturbance in the formal axis and extend the character of the pocket spaces out across the processional route.

- Olympic Way will connect with First Way via a stunning new urban park and this vital connection will continue along a series of green corridors running eastwards to the River Brent.
- The creation of a pavilion at the junction of Olympic Way and the end of the park may be desirable to maintain some control of event day crowds and could also provide the opportunity for a striking piece of architecture/public art. The 'rooms' will be flanked with active uses and each will have a landscape approach that presents a unique character and form in order to encourage a diversity of social interaction.
- Olympic Way will provide a flexible space that can facilitate a range of functions and events including markets, festivals and exhibitions.

Accessibility, Circulation and Transport

Olympic Way will be first and foremost a pedestrian and cycle route. From Wembley Park Station to the newly created steps at the base of the podium there will be a continuous surface treatment that will give pedestrians and cyclists priority over vehicles on all intersecting streets. To build on the activity within the area a number of bus routes may be re-routed along Olympic Way to service the hotels, bars, restaurants and offices.

The basic assumptions for circulation and transport will be:

- It is the Council's view that the replacement of the Pedway is essential subject to continued, satisfactory and safe stadium access. This will facilitate the development of the southern end of Olympic Way, remove the poor environment beneath and improve the relationship between Olympic Way and the Stadium.
- Vehicular control will be provided through shared surfaces where colours and textures will be used to delineate. Large, obtrusive signs and signals must be avoided.

- Olympic Way will form a core section of the Brent Cycle Network
- Engineers Way and Fulton Road will remain routes for east-west movement, but will be significantly calmed at the intersection with Olympic Way and will be closed on event days.
- Bus routes will be run along shared surfaces where pedestrian and cycle predominance is implicit.
- As discussed in section 3.2 there is an opportunity created by the reconnection of North End Road to dramatically enhance the pedestrian and cycle access from Bridge Road.
- Where access to the rear of buildings is difficult, limited servicing for hotels will be allowed on Olympic Way, but a strict management regime will apply.
- The buildings on Rutherford Way that principally address Olympic Way must be serviced off street and demonstrate how they will also sensitively address the more intimate setting of Rutherford Way.

Land Use

Olympic Way will become a highly desirable address for companies already located in, or looking to locate in London. The Council's aspiration for a busy, vibrant place means that Olympic Way is less suited to residential development, particularly at low levels.

Olympic Way provides a significant opportunity for the following uses:

- New, reinterpreted public space will be the perfect setting, creating forecourts for a number of hotels and offices offering accommodation at all levels.
- A range of hotel facilities will enable Olympic Way to become an international conferencing destination - particularly in combination with the facilities already available in the Stadium. Applications for this type of use should demonstrate how they complement the existing offer.

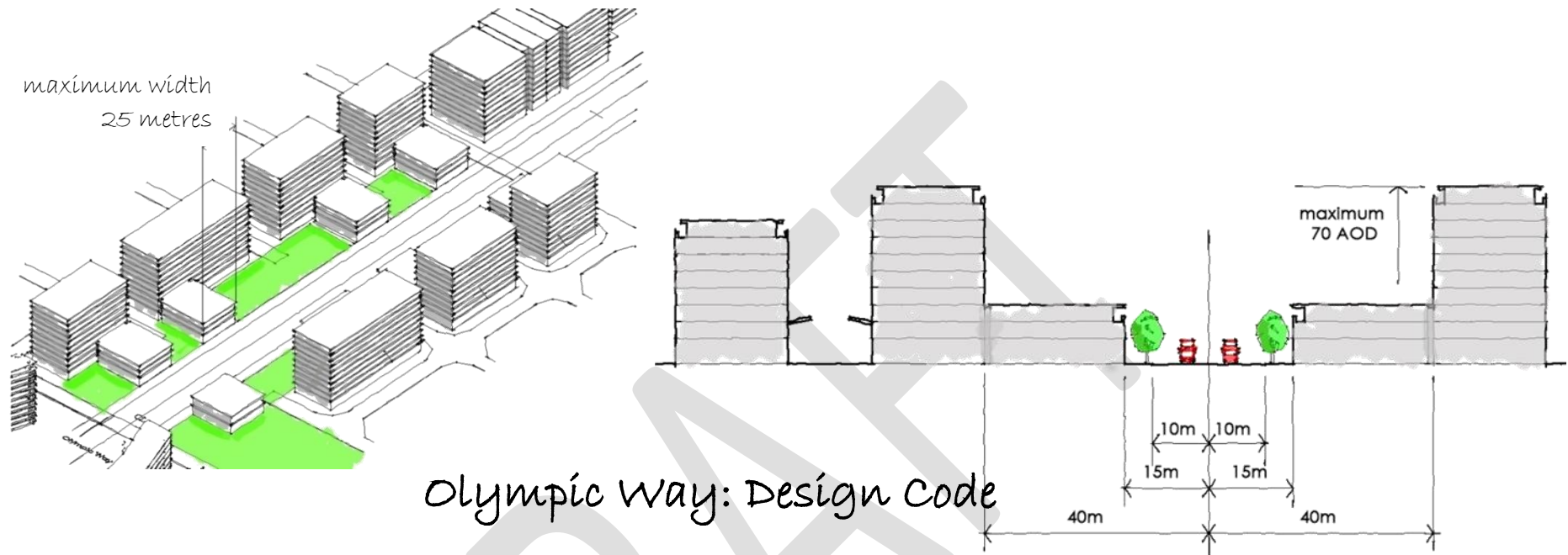
- The public space will naturally provide the opportunity for open air performance and to encourage this, the Council is keen to establish a community music and performance facility “*Wembley Live*” to act as a focus for and encourage local talent and enhance the creative industries that already inhabit the Borough.
- The College of North West London already has an established presence at the north end of Olympic Way and the Council hopes that this presence can be rationalised, developed and re-expressed through a new, challenging and innovative campus.
- The future success of Olympic Way will rely on the range of bars, restaurants, cafés and other active uses enabling residents and visitors to relax and socialise in a quality of space not normally found outside of continental Europe.
- Residential uses may be appropriate in this location at upper levels set back from Olympic Way but only where it forms a minor element of commercial or hotel development.

Scale & Massing

The Stadium and its arch provide the iconic centrepiece of the Masterplan and the major reason that Wembley remains a national and internationally recognised destination. Buildings on Olympic Way, as the principal route to this beacon of sporting and architectural excellence, must be developed to enhance the views and predominance of the stadium and its arch.

Protection of the strategic views of the stadium is essential; however it is the pedestrian experience that unravels on the journey from Wembley Park Station, down Olympic Way to the Stadium that will make this experience unique to Wembley. This journey is one that is grounded in history and the memories of many who visited the old Wembley Stadium. The newly created Olympic Way will enable future generations to capture that unique ‘Wembley’ experience afresh and provide a photo opportunity and the backdrop for memorable photographs for years to come.

The preservation of the presence of the arch on this journey is vital to the Wembley experience and the creation of a sense of place and identity for the local community. The Council has developed the following design code for buildings fronting Olympic Way between Fulton Road and Engineers Way to ensure that the setting of the stadium is protected:



Olympic Way: Design Code

On sites within this district where the design code does not apply, the Council considers that the following scale of development is appropriate:

- The buildings flanking the steps to the podium will be a particularly important element of the staging of the stadium and their heights must be appropriately designed to preserve the view from Olympic Way towards the Stadium. Such buildings should also incorporate sufficient safeguard/insulation in terms of noise from the Stadium.
- The creation of a pavilion of up to two storeys at the junction of Olympic Way and the end of the newly created park will enable control of event day crowds whilst maintaining a perceptual link between the two areas.

- There is also an opportunity for a cluster of taller elements set back from Olympic Way around Shubette House, Karma House and Apex House. The Council considers development of up to 20 storeys could be acceptable, subject to exceptional architecture and full contextual analysis that establishes the impacts on the strategic views (Section 3.5).
- On the sites at the northern end of Olympic Way there is potentially less impact on the short range views of the Stadium arch. These sites will provide an exceptional gateway and arrival point to the area and given the essential goal of sustainable development, taller buildings of up to 20 storeys may be acceptable, subject to exceptional architecture, full contextual analysis and assessment of views from Barn Hill.

Streetscape, Public Realm & Public Art

The character of Olympic Way will be civic and public in quality and scale; Olympic Way will become an internationally recognised landscape and will display the following characteristics:

- The public realm will be split into a number of external 'rooms' that will be defined and enclosed by three storey elements of the buildings flanking the processional route
- The new 'rooms' will contain the best of landscape architecture, taking different design approaches to add variety, character and personality.
- The duality of uses between event day movements and every day use should be dealt with using innovative design, rather than conventional fences or barriers.
- The quality of the hard landscaping will be matched by the quality of planting, using a diverse range of the most robust and substantial specimens.
- The new spaces will be enhanced by the use of water and water features.
- The new 'rooms' will be the perfect exhibition spaces for the very best in permanent and temporary public art. This will provide yet another reason for visiting the area, turning Olympic Way into a destination in its own right.

Local Architectural Quality

The Council aspires to the very best of architecture through the whole of the Masterplan area, but the unique character of Olympic Way more than any other district offers the opportunity for innovation. Architects will be encouraged to deliver buildings that are sculptural elements within the public realm.

The Council will expect that the following sites will deliver exceptional buildings reflecting the highest standards of Design:

- i. Arena House (College of North West London)
- ii. The building on the corner of the Boulevard and Olympic Way
- iii. Pavilion at intersection of Olympic Way and new park
- iv. Crescent House (College of North West London)
- v. All buildings enclosing the new 'rooms'
- vi. Shubette House
- vii. Former Northway Garages Site

The Council feels that there is an opportunity for the buildings on the corner of Olympic way and The Boulevard and at the north-west corner of the park to enhance the connectivity between the Boulevard and Olympic Way.

The Concept

The North East District will provide a contrasting character of development to the North West and Olympic Way districts. Whilst the North West area is primarily characterised by the civic and 'destination' functions, by contrast the North East District will be more local in character. This district provides the vital link between the bustling new mixed use districts in the North West and around Olympic Way, and the currently isolated residential properties at Danes and Empire Court.

The concept of '*Living & Breathing*' is a core principle of this district and the area will be characterised by its diversity and predominance of green space. A spectacular new 'Wembley Park' running east-west along Engineers Way from Olympic Way to First Way will provide the principal green space and will build upon the sense of openness whilst providing a green counterpoint to the more formal character of Olympic Way. It will provide for a range of uses essential for convivial and sustainable communities and create an essential link between northern and eastern districts.

Development Potential

- **Site Area:** 8.22ha
- **Existing Floor Space:** approx 30,395 m²
- **Existing Employment Potential:** estimated 580 workers.
- **London Plan PTAL Rating:** 3 - 4
- **Estimated New Floor Space Potential:** 105,000 m²

Core Objectives

- The creation of a new park of at least 1.2 hectares
- A new 'local' square with a more intimate character and setting.
- To enhance the Wealdstone Brook and create a publicly accessible natural environment
- A transition in scale, creating a measured and gradual change from more intense commercial and leisure developments around Olympic Way to an open and green character further east.
- The re-connection of North End Road as a strategic vehicular route is vital to the lasting success and continued accessibility of the district.

Open Space

The 'living & breathing' element of this district is developed around three principal open spaces, offering a variation in the character of the natural green spaces. This variation will enable the local community to live, work and play in a range of natural settings. Where security allows, other semi-private spaces will be open and accessible to the broader community, with some limited public access creating a series of local settings for a range of activities and social interaction.

Wembley Park

The principal open space will be the newly created 'Wembley Park'. As an integral part of the 2004 masterplan the park is still considered to be vital to the lasting success of the entire area. As an area that is currently significantly lacking in open space provision, this new park will provide the essential visual amenity and space for a range of recreation opportunities for all residents of the masterplan area and surrounding residential fringes. It will form the stunning landscape setting that once existed as part of the Empire Exhibition and create strong and much needed physical link to the eastern districts and on to the River Brent.

New development will front directly onto the park, providing activity and natural surveillance at all times. As explained in section 3.2 the current role of Engineers Way as a significant vehicular route will be reduced through considerable traffic calming measures, creating a much improved pedestrian environment. The street to the north of the park will be a shared surface access only route, effectively extending the pedestrian environment and connecting the buildings directly with the park. The distinction between park and vehicular circulation will be blurred; increasing the offer of useful open space available and reducing speed of circulation.

The orientation of the park on an east-west axis will enable a controlled connection with Olympic Way, effectively creating a single large space/park with the Stadium and newly created steps as the centrepiece. This will allow for a range of uses and diversity of character unparalleled by any major new regeneration project. The creation of a pavilion at the western end of the park may be desirable to maintain some control of event day crowds and could also provide the opportunity for a striking piece of architecture or public art.

The permeation of the green space northwards from the park into the residential areas of the district will develop a sense of the natural and built environment blending in harmony. There will be a clear but fluid transition between the open space designed to serve the whole masterplan area, and the intimate local open space designed to directly serve inhabitants of this district.

Local Square

A newly created local square is proposed in the heart of this district. This will form the core of activity and create the local identity and sense of community that will enable lasting social, economic and environmental cohesion. The character of this square should develop a balanced sense of enclosure, with active edges and useable green space. Some limited vehicular access and some surface level parking will be permitted where they form part of a shared surface environment with integrated soft landscaping.

The design of buildings and spaces within the district must contribute to the development of a sense of ownership and connection to the local community the North East District must become “Their neighbourhood”.

It is recommended that the central green space could become a semi-private space, allowing limited public access and visual amenity throughout the day, whilst serving primarily as a space for the adjacent residents and businesses. This must be dealt with sensitively in design terms, and large defensive railings and expanses of blank walls will not be permitted. The use of level change and planting could be used to communicate the semi private nature of the space beyond.

The Wealdstone Brook

The partial restoration of the Wealdstone Brook will establish an organic, linear space that will greatly enhance the biodiversity of this valuable natural corridor. The aspiration is to provide an attractive new green space that encourages recreational activities and movement along the route, whilst creating spaces where people can stop and enjoy the natural environment and all of the health and social benefits associated with access to natural water courses.

As well as the amenity value attached to such spaces, the improvements to the brook will enhance the visual amenity and value of adjacent residential properties, reduce the risk of flooding, enhance the wildlife and biodiversity of the area and create educational opportunities.

Accessibility, Circulation and Transportation

This area will be principally defined by its green and natural open spaces and local identity. The interconnectivity between these spaces will develop this character and provide a variety of well designed streets to aid circulation and encourage people to dwell and socialise.

The locally specific accessibility and circulation requirements within the North East District will be delivered through the following principles:

- The reconnection of North End Road to Bridge Road will improve accessibility for existing and new residents and businesses and enable circulation through and away from the area during Stadium events.

- The local distributor route through this district will be the newly created North End Road/Fulton Road/First Way. This will be generous in proportion and well landscaped.
- Engineers Way and Fulton Road will remain routes for east-west movement, but will be significantly calmed at the intersection with Olympic Way, which will be closed on event days.
- The rationalisation of the junction at Fulton Road/Albion Way will enable ease of vehicular movement through to the newly created North End Road junction
- Rutherford Way will be retained for vehicular access. The building line will be set back with new soft landscaping measures.
- The internal sections of the grid network will represent a more intimate, local character therefore enclosure and street widths should reflect this. Speed limits will be reduced and the formation of shared surfaces around the new square and on the northern side of the park will be supported.
- All routes will be passively monitored through careful building design, ensuring that people feel safe in public spaces and streets.

Parking & Servicing

- Limited surface car parking may be acceptable on the internal street network and fronting the larger open spaces, but only if it is sensitively designed and interspersed with soft landscaping and high quality street furniture.
- The buildings on Rutherford Way that principally address Olympic Way must be serviced off street and demonstrate how they will also sensitively address the more intimate setting of Rutherford Way and the residential neighbours on the East side.

Land Use

The level and type of activity expected in this district will reflect the higher level of residential properties and therefore is likely to be somewhat less than the busy North West and Olympic Way Districts.

Although the Council advocates the mixing of uses within buildings, the general land use principles for the district are:

- Given that the intention is to develop a more local character, a proportion of residential uses at ground floor would be expected, providing that street widths are adjusted accordingly to enable provision of soft landscaped defensible space to the front of the properties. Ground floor residential uses will support a higher proportion of family housing within the district.
- A two-form of entry junior school would significantly benefit from the green character and more local feel of this district.
- Other ground floor uses fronting the new local square could include market and affordable workspace, community uses, local small scale retail or office provision or some café or restaurant space.
- The brook side development area would be suitable for a range of workspace or work/live units at ground floor. If sensitively designed, they could incorporate residential units above which will integrate and connect the new district with the existing residential properties to the north of the brook.
- The area will benefit from a mixed employment offer including the provision of 3000m² of affordable work space.

Scale & Massing

- Given the desire to create a distinctive area with a more local, domestic character, the predominant building heights should be 4-6 storeys with taller elements of 8-12 at key intersections and fronting the larger open spaces.
- The brook side area should enable a sensitive transition from the masterplan area into the existing residential development, therefore an average height of 6 storeys and a reduction in scale is recommended.

Local Architectural Quality

- The Council will expect that the following sites will deliver exceptional buildings reflecting the highest international standards of Design:
 - i. The plot at the north eastern corner of the park
 - ii. Plots at the junction of North End Road/Fulton Road/Albion Way
 - iii. All plots fronting the park and local square

The Concept

The First Way District provides yet another opportunity to add to the diversity of character that will become the new Wembley. First Way will provide a careful transition from the broader offer of mixed use development in the west through to the Strategic Industrial Locations in the Eastern Lands District. The concept for this district will be developed around themes of *'Enterprise & Innovation'* to create a residential and workspace campus with a range of new homes and a spread of market and affordable workspace.

Development Potential

- **Site Area:** 9.48 ha
- **Existing Floor Space:** approx 70,405 m²
- **Existing Employment Potential:** estimated 295 workers.
- **London Plan PTAL Rating:** 1a – 3
- **Estimated New Floor Space Potential:** 123,000 m²

Core Objectives

- Increasing the employment potential of the area will be essential and should be achieved by broadening the range of employment opportunities.
- The establishment of a workspace “village” to supply floor space for creative industries, small and medium enterprises, social enterprise and artists that can redefine economic and creative activity, manage land use conflicts and facilitate further improvements.
- Development will establish a polite and tolerant relationship with neighbouring sites in the industrial Eastern Lands District.
- A rationalised street network based on existing ownerships will ensure that the potential to deliver development is maximised.

Open Space

First Way will have relatively open urban grain, with large semi-private areas providing setting and amenity for the new residents and visitors to the area. The basic requirements for an integrated, successful and high quality public realm will be:

- A network of large well designed semi private spaces providing amenity for residential and other buildings.
- A well defined street, following the line of the Never Stop Railway providing a green route through the heart of the area.
- The southern end of the Never Stop Railway offers an opportunity to provide a public open space (of approximately 0.4 ha) that will not only contribute to the need for amenity, it will help the transition from residential areas to lower level industry.
- Through careful landscape design the open space network will be developed to create a direct connection to the newly created park on Engineers Way. The transition from the newly created park across First Way and into this district will enable strong physical linkages into the heart of the Masterplan area.
- Strong green links eastwards to the River Brent and north to the Wealdstone Brook will enable safe and attractive routes leading to organic, natural landscapes.
- Sherrins Farm is a sizeable open space that lies directly to the south of the railway line adjacent to this district. The potential to create a safe, attractive link is proposed.

Accessibility, Circulation and Transport

- The Creation of a pedestrian focused environment that is tolerant of heavier vehicular traffic whilst still being safe and controlled.
- Interconnection with the pedestrian environment in the North East and Olympic Way districts to improve connections with public rail transport.
- Improved road circulation will enable improved penetration of bus services.

- The road system will be harmonised with the developing routes through the North East District. Accessibility to the north and east on event days will be provided through the re-connection of North End Road to Bridge Road.
- A broader east/west street will run through the middle of the area, enabling greater connectivity to the Eastern Lands District.
- The creation of a wide, safe link across the railway to Sherrins Farm would create an attractive pedestrian/cycle route to the High Road and allow existing residents to access the new civic amenities of the area.
- The potential relocation of the Stadium coach parking further eastwards would have to carefully consider access arrangements through this district and across First Way.

Parking & Servicing

The First Way District is a little more isolated from the rail system than other districts and as such will require the provision of adequate parking. Pedestrian connections to the public transport system will be enhanced but overall the following provisions for car servicing will be required:

- Where ground conditions allow the Council will expect in such a dense urban area that the majority of parking should be provided in basements, particularly adjacent to the railway where levels facilitate this.
- Some parking to service local activity and visitors will be provided within the street.
- All servicing should be done off road on the premises.
- The Council will require that any undercroft car parking is wrapped with an element of active built structure to prevent exposure to the street.

Land Use

- Residential development will be permitted across the district, providing that appropriate relationships are maintained between sensitive residential and less sensitive work space. Higher density residential development will be subject to the parameters set out in section 3.1 (Residential Uses)
- The establishment of a more commercial character along First Way to include offices, hotels, leisure and associated uses, providing a sensitive transition from the more intense uses immediately to the east of the Stadium.

- Given the character of this district, there may be an opportunity for further education facilities and associated accommodation.
- The area will be developed to improve employment opportunities for existing and future residents through provision of workspace, including at least 3000 m² of affordable workspace to encourage developing and new businesses in the area.
- The Council will encourage the development of creative workspace throughout this district, forming a focus for this type of employment in Wembley
- To complement the residential elements of the area the Council will expect a varied offer of local shops providing convenience for existing and future residents and those who may be working in the area.

Scale & Massing

The creation of an enterprise and workspace “campus” will rely heavily on appropriate scale and form. The architectural character and quality that will guide the design and height of these buildings will be:

- Buildings along First Way and adjacent to the railway will range from 6 up to 8 storeys with localised opportunities to have higher elements of 10-12 storeys on some buildings, particularly at the junction of First Way and South Way and on the north west corner of the Kelaty House site.
- The majority of residential buildings between First Way and the newly created road on the route of the Never Stop Railway will be between 3 and 5 storeys dependent upon their relative location to open space, their use and relationship to other buildings.
- The light industrial buildings on the boundary with the Eastern Lands District will be between 1 and 3 storeys.

Streetscape, Public Realm & Public Art

The feeling of locality at First Way will be developed through the following principles:

- New green open spaces will be the focus of the residential concentration in the south area of the district, providing a generous setting and amenity.
- Public art will be an integral part of the new open spaces, providing a distinct identity and legibility for residents.

Local Architectural Quality

First Way offers a real opportunity to provide sustainable, award winning residential and industrial architecture. The area will not develop successfully with mediocre expedient workspaces.

- The Council will expect that the following sites will deliver exceptional buildings reflecting the highest international standards of Design:
 - i. Kelaty House
 - ii. Access Storage
 - iii. Pop In Centre

The Concept

The Eastern Lands District has an important regional and local function, offering a strategic employment location for London and providing valuable jobs for the existing and future residents of Brent. It is the Eastern Gateway to the Masterplan area and the primary vehicular access to the Stadium. The concepts of '*Working*' and '*Industry*' will be central to this district as it develops as the engine room and key driver for the local and regional economy.

A large proportion of people coming to Wembley will access it directly through this district, so the first impressions are likely to be lasting. It is the Council's aspiration to create an active working environment that is complemented by an attractive, green and legible public realm. Fundamental to the future of the Eastern Lands is the preservation of existing jobs and to capitalise on the development potential within existing plots.

Development Potential

- **Site Area:** 33.78 ha
- **Existing Floor Space:** approx 162,092m²
- **Existing Employment Potential:** estimated 1559 workers
- **Estimated New Floor Space Potential:** 129,000 m²

Core Objectives

- To promote a high quality urban environment for a full range of commercial activities through the reconfiguration of development plots to achieve more efficient use of land.

- To reconfigure the street network, to allow improved accessibility to individual sites, increased capacity and employment potential and contribute to better circulation throughout the whole of the Masterplan area.
- To strengthen the presence and legibility of the Brent River Park by creating strong and direct links into the core of the masterplan area and out to the surrounding neighbourhoods.
- To enhance the quality of the Brent River Park as a valuable public amenity through the promotion of more sensitive, active employment uses on adjacent plots.
- To provide a strategy for significant enhancements to the public realm, including tree planting, street lighting and public art.
- The identification and development of potential relocation sites to release un-neighbourly uses adjacent to residential development in the North East and First Way districts

Open Space

Within this district lies one of the most important landscape features of the Masterplan area, the River Brent. The Council recognises the potential of this natural setting for recreation, education, connectivity and visual amenity. Although significant improvements have already been made to the pedestrian environment surrounding the river, the section that lies within the Eastern Lands District still suffers from poor legibility and perceptions of safety, un-neighbourly adjacent uses and poor links to the wider area.

Investment in this existing valuable asset could have a range of benefits including:

- encouraging higher value uses to locate in the area;
- connecting the surrounding communities into the masterplan area;
- providing a diversity of green space across the masterplan area;
- enabling constrained sites in other locations to make contributions to green links and enhancements, rather than on-site provision.

The intensification and diversification of employment uses on the sites adjacent to the river is a key aspiration for this district. Newly created, higher value commercial uses could capitalise on an attractive outlook over the river and its natural landscape setting whilst in turn creating a safer and actively surveyed space that would encourage increased use of the area.

The uses and typology of buildings proposed within this district are likely to result in large expanses of roof spaces. The widespread use of green and brown roofs will be supported to encourage biodiversity and naturally insulate buildings.

Increasing the legibility and overall presence of the Brent River Park is another aspiration for this district. Finding the entrance to this stretch of green space is currently difficult, particularly at the north. Opening up this entrance route would make the park more obvious to people passing through the area and provide visual amenity to an otherwise harsh environment.

The Council will not expect that public open space be provided at the expense of employment floor space but wherever possible pockets of open space and fringe lands should be well designed and planted to provide a respite for those working within the area. Where possible owners should thoroughly consider the location of parking and utilise well designed forecourts to reflect well on their companies.

Although no new open space is planned, the Council will expect that the design of new and existing roads and the spaces that they define will incorporate significant levels of high quality soft landscaping.

Accessibility, Circulation and Transport

Where it may become difficult to provide shared surfaces due to higher levels of traffic or traffic generating uses, new and existing streets will be significantly enhanced for pedestrians and cyclists. Improvements will include widening and enhancement of footways, street lighting and tree planting.

Roads will be designed to improve accessibility and capacity for businesses within this district. With greatly improved accessibility and a higher quality public realm, new investment in this area is sure to follow.

Large parts of this district are not viewed as being within acceptable walking distance to the stations at Wembley Park and Wembley Stadium Stations. The Council aims to encourage the use of more sustainable modes of transport, therefore increasing bus accessibility and improving provision for cyclists will be a priority.

The Council may support the relocation of Stadium coach parking facilities within this District but only if the appropriate pedestrian connections are created and employment capacity is re-provided in a suitable location.

The following issues are essential for the delivery of a district that is attractive and accessible:

- Pedestrian and cycle circulation through the district will be improved by the design of well landscaped, safe and overlooked routes.
- Bus routes 92 & PR2 will be rationalised and re-routed through the area to maximise convenience for existing and future workers (See diagram in section 3.3).
- Reconfiguration of the street network, to respect where possible existing ownerships, will improve capacity and employment potential.
- To improve the dislocated one way gyratory system by enabling two way circulation.
- Maximising opportunities to use rail for freight activities will be encouraged by protecting rail nodes and the necessary access and seeking new facilities for modal exchange.
- Ensuring adequate provision of logistics land to maintain the sustainability of supply chains for London will be essential.
- Logistics developments should provide a suitable balance between building and vehicle space to minimise impact on the surrounding road network.
- Sites allocated for industry, or uses that include high levels of freight must have adequate links to major transport routes.

Land Use

The district is an area of concentrated employment uses and will continue to be so. Where possible the profile and variation of the type of employment will be enhanced and increased.

Scale & Massing

The scale and massing of the buildings in the Eastern Lands District will be determined by the process and activity which they accommodate. The introduction of flexible, modern and higher density buildings with large and narrow floor plates to suit modern high value employment needs will retain and create growth opportunities for employment in the district. For the purposes of this document it is anticipated that, dependent upon use, an average scale of three storeys will be the most appropriate.

Streetscape, Public Realm & Public Art

The character of the Eastern Lands will be determined by:

- New and extensive planting of street trees that will line the rationalised new two way road system
- Well designed and integrated forecourts and fringe spaces that are well maintained and used by the people that work in the district.
- The role of the 1923 Exhibition in the establishment of the area could form a theme to art works, thus giving the area a grounding in history
- The introduction of a palette of street furniture using a common design theme will create an integrated sense of place and image in the public realm

Local Architectural Quality

Industrial buildings are not an excuse to ignore architectural quality. The Council will expect that within the constraints of the functional brief, designers will take the opportunity to enhance the inevitably large buildings that may result. The Council will encourage owners to celebrate the success of their companies through the expressive nature of their premises.

Safety & Security

- The careful arrangement of functions within large industrial buildings can provide a safer environment for pedestrians and cyclists. It is recommended that office spaces and administration functions are located at the front of buildings next to pedestrian and cycle routes.

5.0 Implementation & delivery

5.1 Implementation

Timetable and Staged Implementation

The timescale for the completion of the Wembley Vision is likely to be in excess of 20 years. Careful consideration has been made in order to assess the realistic phasing of development and establish how development of the area can be facilitated to enable parcels of land to deliver the necessary infrastructure at any given time.

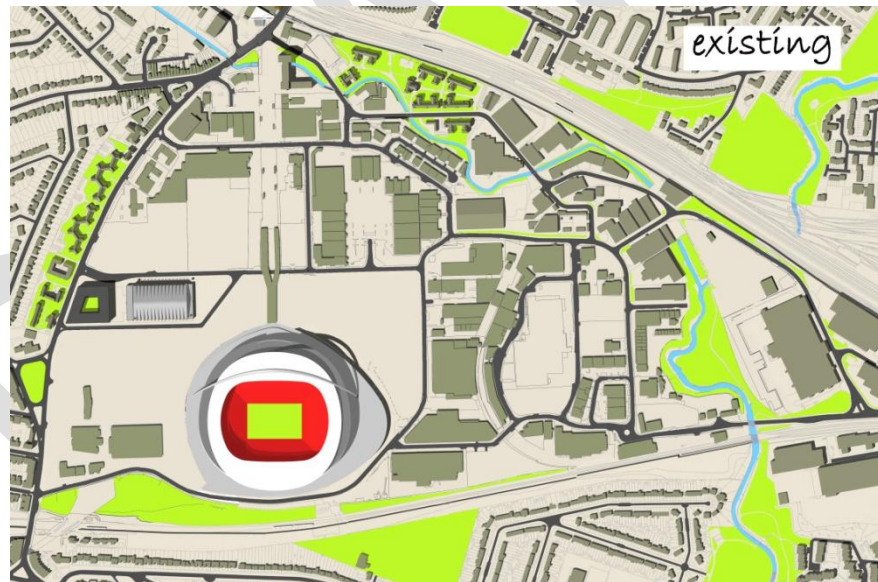
Given the projected timescales, it is recognised that a range of factors will influence the phasing of development. The Council has produced an Infrastructure and Investment Framework (IIF) that will be regularly updated in response to changing market conditions and other external factors. This is not included in the Masterplan, but will be designed to facilitate and build upon the core objectives set out in this document. It will establish key development triggers for a range of infrastructure requirements and will consider a number of scenarios in relation to the mixing of housing, other uses and infrastructure. It will take into account how the development of different parcels of land may be programmed so that infrastructure either leads, follows, or is delivered just-in-time to meet the needs arising from new housing, shopping or other development.

There are a number of projects that may be delivered at an early stage of development with the potential to build investor and community confidence and set the benchmark for design quality in the area. The notional sequence of development (set out below) represents a likely and

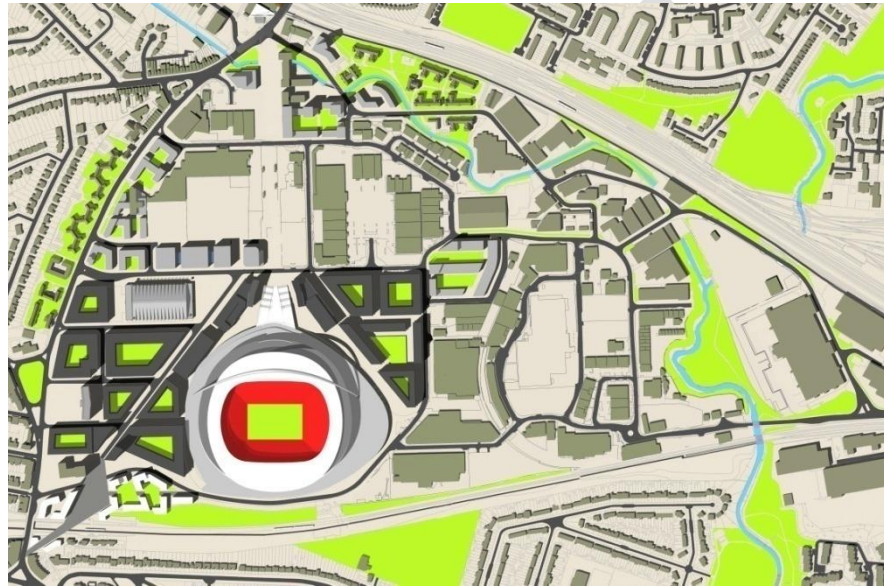
desirable timeline for the implementation of projects on the ground. It is designed to illustrate a logical phasing of buildings that will enable distinctive places to be created with the right level of infrastructure to address the needs of the new development.

There is a fine balance between securing infrastructure to cope with demand created by new development and the necessity to secure infrastructure early on to enable future development. There are clear cost implications associated with the two approaches because funding streams will need to be secured if infrastructure is to be provided prior to development.

EXISTING



PHASE 1 – QuintainStage 1, Olympic Way gateway & Empire Way fringe



The completion of the Quintain Stage 1 development and the town centre link sites will provide the driving force for the regeneration of the area. It is envisaged that the new retail and entertainment facilities that will be developed as part of the Quintain proposals will dramatically enhance the urban landscape and stimulate further investment on the High Road and throughout the Masterplan area. The new Civic Centre will complete the Boulevard and effectively enclose Arena Square, creating a hub of activity and a clear definition of the new urban quarter.

Phase 1 of the regeneration will contain the largest proportion of residential units and overall development floor space. Although the Quintain Stage 1 development already has permission, with associated infrastructure agreed, it would be wrong to assume that the impacts of such a major development are neutral.

The replacement of the Pedway with a grand staircase and lifts will lead to significant calming on Engineers Way, thus increasing vehicular traffic on other routes. Although the re-connection of North End Road would be desirable at this stage, the amount of new residential development to the east of Olympic Way may not lead to major capacity problems on event days. To cope with higher levels of movement, increased capacity on Fulton Road, particularly at the junction with Empire Way will be necessary. Should development come forward to the east of Olympic Way at an earlier stage than anticipated, there will be a necessity to review this as part of the Infrastructure and Investment Framework.

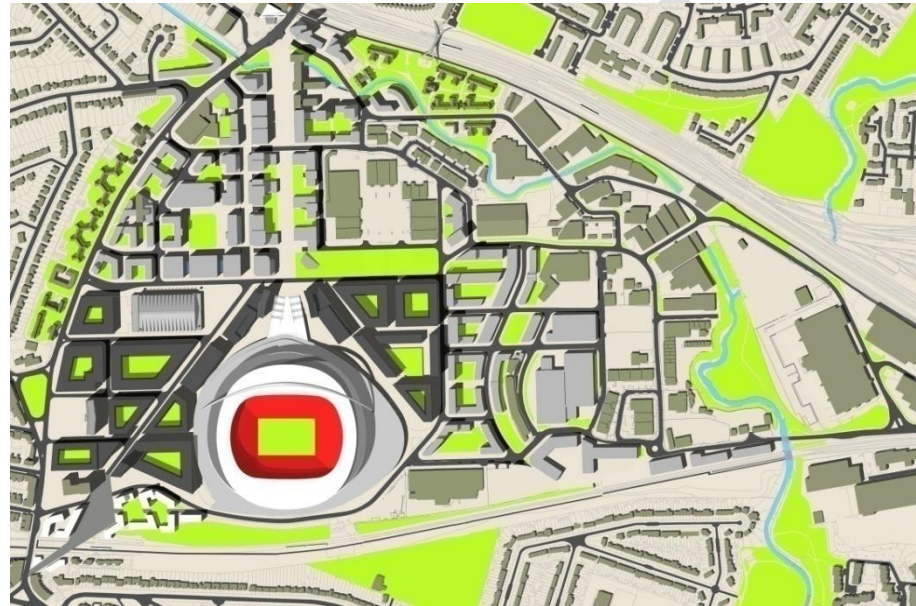
The development of the Empire Way fringe and gateway sites at the north end of Olympic Way will establish a sensitive interface between the new and existing buildings and establish a series of high quality entrance points into the area.

The first stages of development in the North East and First Way Districts are underway. The assumption that these sites may come forward first is based on their strategic locations in relation to other developments and their potential to stimulate interest and further investment.

At this phase it is vital to secure the highest possible quality of architecture and public realm design. The quality of the buildings in Phase 1 will send out a clear message to developers of the intentions of the Council and the aspirations for future development.

The major infrastructure requirements for this phase will take the form of significant enhancements to the public realm, particularly on Empire Way, Engineers Way and the north end of Olympic Way. Increasing capacity at the junction of Fulton Road and Empire Way will mitigate the impact of the removal of the Pedway in the short term.

PHASE 2 – North West District, Olympic Way & First Way



The next major element of the sequence includes the completion of the North West and Olympic Way Districts. This will build upon the extension of the town centre shopping area northwards and create vital north-south pedestrian links and significantly enhanced public realm.

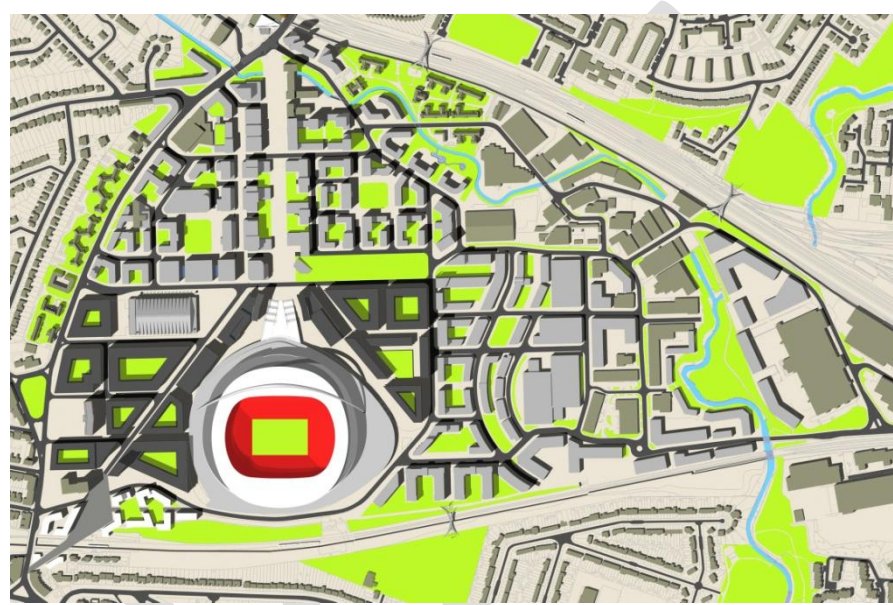
The development of the majority of the First Way District will begin to develop a transition in character between the higher value mix of uses directly to the east of the stadium and industrial uses in the Eastern Lands District. Some initial development within the Eastern Lands District would be ideal to relocate current employment uses around the First Way area. High Quality development along Great Central Way will raise the perceptions of the area for those approaching from the North Circular Road.

The development of North West and Olympic Way Districts will have a number of implications for the street network:

- The newly created shopping street and significantly enhanced Olympic Way will both intersect Fulton Road and will necessitate significant calming through shared surface treatments. This will have a major impact on east-west movement of traffic, particularly on event days. When combined with a significant amount of residential development in the First Way District, the necessity to re-connect North End Road to Bridge Road will become essential. To enable the smooth functioning of development over time, the re-connection must take place early on in this stage, prior to any further residential development east of Olympic Way or calming of Fulton Road.
- Due to the increased levels of vehicular traffic, particularly in the busy North West District, the rationalisation of the junction of Wembley Park Drive and Empire Way should be undertaken as part of essential junction improvements.
- A newly created street east of First Way will enable a degree of separation between residential and less sensitive uses.
- A newly created permeable network of streets that will reflect, where possible, existing ownership boundaries.

Due to the quantum and cumulative impact of development, much of the major infrastructure should be delivered by this point. The completion of the Olympic Way District will necessitate a significant amount of hard and soft landscaping and public art to deliver a bold, imaginative and innovative public space where buses, pedestrian and cyclists co-exist. The amount of new residential accommodation that will be provided is likely to trigger the requirement for the new park and open spaces, a two form of entry primary school, Play space, sports facilities (indoor and outdoor) and a new publicly accessible leisure pool that is at least 25 metres long and 6 lanes wide.

PHASE 3 –Completion of Development



The completion of the North East District will enable the active enclosure of the new park and integration of the Masterplan area with surrounding residential uses at Danes and Empire Court. The increasing pressure on the street network may necessitate the rationalisation of First Way/Fulton Road/Albion Way.

Development in the First Way District will be enhanced by significant improvements to the built form, public realm and street network within the Eastern Lands District. Employment uses currently located within the North East and First Way Districts could be relocated into higher quality accommodation in the Eastern Lands at this stage.

The cumulative impact of new residential development is likely to necessitate a second two forms of entry primary school. In order to meet the open space deficiency that would otherwise arise from the amount of new residents, enhancements of and high quality links to the Wealdstone Brook and River Brent corridors will be sought. New bridge links across the railways to existing open spaces will also be sought to allow greater accessibility to and from neighbouring areas.

5.2 Delivering the Infrastructure

Key Priorities

The Council has developed a number of fundamental infrastructure requirements that must be delivered in order to create a successful and sustainable community. These include:

- A publicly accessible leisure pool
- A public park
- Up to 4 forms of entry primary school(s)
- The re-connection of North End Road to Bridge Road
- Pedestrian & cycle rail bridges
- Area wide CCHP

The Council's key priorities will be confirmed in its **Infrastructure Investment Framework**, which will set out the broad level of infrastructure contributions needed to serve the development, the delivery agent(s) and the timescale for delivery. This will help to deliver the Masterplan objectives and set out the Council's expectations on developers, land owners and communities in the area.

The Infrastructure Investment Framework contains:

- A costed programme of infrastructure requirements
- The Council's priorities for delivering infrastructure

- The Delivery Agents or partners that will assist in delivering the infrastructure objectives
- The powers the council will use to assist delivery such as Compulsory Purchase Orders (CPO)

Funding Sources

Development will be on private land by private developers in the main. The council will have to achieve its wider economic, social, community and sustainability objectives mainly from that development and to use such funding creatively to attract other sources of funding.

Main sources of funding:

- S106 funding through Standard Charge or by direct developer provision
- Growth Area Funding or other government programmes
- Council's Capital Programme
- Greater London Authority including Transport for London
- Other Agencies: e.g. PCT, Lottery
- Direct government funding through education and other programmes

Section106 Strategy

There are a range of infrastructure requirements that will need to be delivered as part of a comprehensive redevelopment of the area these will include:

Social Infrastructure

- Public Parks
- Publicly accessible leisure pool & associated leisure facilities
- Provision of outdoor sports facilities (some off-site)

- Affordable Housing
- Affordable Workshop space
- Partial restoration and enhancement of the Wealdstone Brook
- Commitment to work with Brent in2 Work
- Play space / community space
- Up to 4 forms of entry primary school(s)
- Secondary School provision or contribution for off-site provision
- The need for continued effective policing should be addressed to mitigate the impact of large-scale development. Planning obligations should be sought where appropriate to provide relevant policing facilities, including a Safer Neighbourhood Team Base and Front Counter.

Sustainability

- Area Wide CCHP
- Demolition Protocol
- Minimum 20% site based renewables
- Ensure appropriate recycling facilities are in place
- Centralised Waste System
- Sustainable Urban Drainage
- Considerate Constructors scheme
- Local sustainable transport measures
- Floodplain protection and enhancement

Transportation

- Pedestrian & cycle rail bridges
- Site wide cycling and walking routes & links to wider networks
- Removal of the Pedway

- North End Road reconnection
- Parking Strategy and Travel Plans
- Re-organise junction at Wembley Park Drive
- Reconnection of private industrial estate
- New Road through First Way District
- Open up Third Way for public use
- Bus network enhancements
- Bus priority and infrastructure improvements
- Travel plans and smarter travel initiatives (separate from parking strategy)
- Traffic and public transport monitoring
- Car clubs
- Cycle clubs
- DDA access

Others

- Public Art
- Wembley Live
- Relocate waste facility

Utilities

All developers must fully consider the potential impacts on the existing infrastructure and where capacity problems may already exist and proposals for new developments are likely to exacerbate such problems agreements should be made between the developers and the infrastructure providers.

Compulsory Purchase Orders

Wider regeneration objectives may only be achieved through intervention or land assembly. The council will consider using Compulsory Purchase powers if this is necessary to secure a high quality and sustainable development that meets the objectives of the council as set out in the Adopted Unitary Development Plan and the Wembley Development Framework.

5.3 Delivering Design Quality

The council intends to continue to improve design quality in terms of the buildings and their settings, including the public realm. Set out below are a number of tools it will use at appropriate times to achieve improved design quality.

Design Advisory Panel

To broaden the Council's approach to assessment of design proposals, a review panel will be established. This will ensure that the Council is keeping up with broader standards and comparators throughout London. The panel will develop its role in inviting post completion assessment and critique from which lessons can be learnt

Submission of 3D Models

In order for the Council to fully assess the impacts of the scale and massing of a proposed development all major applications for development are required to submit basic 3D models in appropriate CAD format.

Design Codes

The design codes and principles set out in this document will be the primary consideration for any application within the Masterplan area and proposals will be expected to adhere to such principles.

Local Planning Policy

The Council has established a credible policy framework through the UDP 2004 but is improving the management of design within the Planning process through carefully composed and structured planning policies which will be included in the Local Development Framework. The Spatial Design Strategy in the LDF will ensure that where local distinctiveness and high quality context survive, proposed designs will demonstrate understanding, sensitivity and sympathy. The emerging Core Strategy (as revised) allows for the use of CABE's 'Towards Excellence' to assess the quality of proposals.

Supplementary Planning Guidance/Documents

The Council considers that the fundamental requirements described as part of its Supplementary Planning Guidance 17 are essential in ensuring that buildings are demonstrating the utmost consideration to their neighbours and people living, working and playing in their proximity. Indeed, the Council sees the guidance less as a control but more of a challenge to the ingenuity and creativity of designers.

Strategic Coordination

The Council will develop its strategic design aspirations within a broad framework, coordinating policy and ambition with regional and national agencies including CABE, GLA, EH, Design for London and other design focused organisations. Co-operation with and between these agencies will help to create a credible and realistic policy base enabling certainty from which high quality design can be encouraged, assessed and if absolutely necessary policed.

Design Champion

The Council has an elected member who promotes good design as a principle consideration throughout all of the Council's endeavours and activities. The design Champion will expect the highest quality of design in all interventions into the built environment and will retain a keen interest in developments throughout the area.

Competitive Interviews & Competitions

Where possible the Council will encourage the procurement of significant landmark or signature buildings through competition. This will ensure the highest standards of design and innovation whilst encouraging various approaches to the same site or area. The high quality architecture that is then delivered will set an example for others wishing to develop within the Borough. The Council considers that competitions will enable the community to become involved with the development of their area and there is an expectation that selection panels include members of the existing and emerging community.

Approved Architects List

A list of architects with experience and reputations for providing high quality design schemes will be developed encouraging designers to produce the sort of quality that the Masterplan requires. This may be done through competitive presentation or consulted, direct invitation. The list will provide a professional resource for those wishing to develop within the Borough. The list will also provide a database of practices from which invitees to competitions could be taken.

Pre application Advice

In order to enable the delivery of exemplar buildings the Council through its Planning Service will offer pre-application advice ensuring that development proposals can be expedited through the planning process.

Rigorous Design Statements

All good design comes from rigorous, well considered, fundamental principles that inform and guide the development of design proposals. The Council will require the submission of a thorough “Design and Access Statement” explaining the reasoning and philosophy behind a design. The Council will require all proposals to be considered comprehensively, including decisions about materials and details.

Consultation Procedures

Often it is the shock of change, rather than the nature of change that causes problems in the delivery of good design. The Council will encourage applicants to carry out more detailed and comprehensive independent consultation with local communities that may be impacted upon by proposals. The improved consultation will enable local residents to be involved in the process of design development. The Metropolitan Police Authority should be consulted on any proposed development consisting of over 100 residential units, 5000 m² of floorspace: and 100 car parking spaces.

Design for Living

High quality design is not just about aesthetics, it must consider the needs of people, the quality of their lives and the environment in which they live, work and play. The assessment of design must go further than the external appearance of the building; it must consider the quality of the internal and external spaces to ensure that they are adequate for the needs of all potential occupants.

5.4 Monitoring & Review

This document has been designed to achieve the aspirations of the Council whilst allowing for a flexibility of approach. The likely timescale of development in this area could be decades into the future, therefore this documents will be subject to rigorous monitoring and review in order to be responsive to changing conditions. This will largely be carried out through annual reviews of the Infrastructure and Investment Framework.

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Disclaimer

The information contained in this brief is, as far as the Council is aware, correct but developers should satisfy themselves about any information contained within it. The Council is not responsible for any loss arising from any error of information contained in the brief.

Potential purchasers and developers are advised to consult the relevant Council officers about their specific proposals before making any application for the redevelopment of this site. The brief does not bind the Council to grant consent for any particular development on this site.

Appendices

Appendix A – Accompanying Documents/Evidence Base

A range of documents and studies conducted by independent external consultancies have informed the creation of this document. They are not generally available to the public, however further details may be made available on request. These documents include:

Strategic Flood Risk Assessment (SFRA) Level 2: Wembley Masterplan Area (May 2008)
Masterplan Transport Impact Assessment – currently being undertaken
Retail Needs & Capacity Study

Appendix B – Policy Checklist

This appendix will set out some of the most important planning policies that must be considered as part of an application for development within the Masterplan area. This list is not exhaustive but it is intended to provide a starting point for developers and potential applicants. Because every site has a range of different conditions and constraints there may be further policy requirements not included in this list.

National Policy

National policy takes the form of Planning Policy Statements (PPS) and Planning Policy Guidance (PPG). This document has been produced in accordance with all relevant national policy. The key policies that are most relevant in the context of this document are:

- **PPS 1:** Delivering Sustainable Development
- Planning and Climate Change – Supplement to PPS 1
- **PPS 3:** Housing
- **PPS 6:** Planning for Town Centres

- **PPS 9:** Biodiversity and Geological Conservation
- **PPS10:** Planning for Sustainable Waste Management
- **PPS12:** Local Spatial Planning
- **PPS 22:** Renewable Energy
- **PPS25:** Development and Flood Risk
- **PPG4:** Industrial, commercial development and small firms
- **PPG13:** Transport
- **PPG 15:** Planning and the historic environment
- **PPG17:** Planning for Open Space, Sport and Recreation

Regional Policy

The **London Plan** (February 2008) provides strategic level guidance and is part of the development plan for Brent. The Wembley Masterplan is designed to conform to the requirements of the London Plan and has enough flexibility built in to respond to future shifts in policy direction. Any developer should be fully aware of London Plan policies, particularly in respect of energy requirements, design and accessible housing provision.

Local Policy

Key Wembley Regeneration Area UPD Policies

WEM1 Regeneration of Wembley

WEM2 Pedestrian route / promenade

WEM3 Location of large scale retail, leisure and entertainment uses

WEM4 Residential development within the Wembley regeneration area

WEM8 Access to development – the National Stadium policy area

WEM10 Comprehensive development – the National Stadium policy area

WEM11 Improved rail stations and pedestrian links
WEM17 Urban design quality – Wembley regeneration area
WEM18 The public realm – Wembley regeneration area
WEM19 Design of buildings along Olympic Way
WEM20 Views of the Stadium
WEM21 River Brent corridor/water courses in Wembley
WEM29 Opportunity sites at the junction of Olympic Way and Engineers Way
WEM32 Wembley Stadium station/South Way site

Other Key UPD Policies

Strategy

STR2 Prioritising locations and land uses to achieve sustainable development
STR5 Reducing the need to travel
STR11 Protecting and enhancing the environment
STR14 Protecting and enhancing the environment
STR15 Protecting and enhancing the environment
STR20 Meeting housing needs
STR27 Regenerating areas important to London as a whole
STR29 Supporting town and local centres
STR38 Meeting community needs
SH3A Major town centres and district centres

Built Environment

BE1 Urban Design Statement

BE2 Townscape: Local Context & Character
BE3 Urban Structure: Space & Movement
BE4 Access for Disabled People
BE5 Urban Clarity & Safety
BE6 Public Realm: Landscape Design
BE7 Public Realm: Streetscape
BE9 Architectural quality
BE11 Intensive & Mixed-use Developments
BE12 Environmental Design Principles
BE13: Areas of Low Townscape or Public Realm Quality
BE15: Transport Corridors and Gateways

Environmental Protection

EP2 Noise and Vibration

Housing

H2: Requirement for Affordable Housing
H3: Proportion of Affordable Housing Sought
H4: A Key Worker Housing
H9: Dwelling Mix
H12: Residential Quality – Layout Considerations
H13: Residential Density

Transport

TRN1 Transport Assessment

TRN2 Public Transport Integration

TRN3 Environmental Impact of Traffic

TRN4 Measures to make Transport Impact Acceptable

Appendix TRN2 Parking and Servicing Standards

TRN10: Walkable Environments

Employment

EMP15 Location of B1 Business Development

Town Centres and Shopping

SH1: Network of Town Centres

SH2: Major Town Centres

SH3: Major town centres and district centres

SH6: Non-Retail uses appropriate to Primary Shopping Frontages

SH7: Change of Use from Retail to Non-Retail

SH10: Food and Drink (A3) Uses

SH19: Rear Servicing

SH20: New Development in or adjoining town centres

SH21: Shopfront Design

SH22: Extension to Shops

SH24: Private Forecourts

SH25: Customer Facilities in Major Schemes

Tourism, Entertainment & the Arts

TEA4 Public Art

Community Facilities

CF5 Community Facilities in Large Scale Developments

CF6 School Places

Supplementary Planning Guidance/Documents (SPG/D)

SPG04: Design Statements

SPG17: Design Guide for New Development

SPG19: Sustainable Design, Construction and Pollution Control

New Planning Obligations (s106) SPD

Local Development Framework

The council is bringing forward a Core Strategy Development Plan Document (DPD) that will be at submission stage as this Masterplan is adopted.

The current Core Strategy policies that will be most relevant to this Masterplan are:

CP1 – Population and Housing Growth

CP2 – Commercial Regeneration

CP3 – North West London Co-ordination Corridor

CP4 – Placemaking

CP5 – Wembley

CP11 – North Circular Road Improvement Area

CP12 – Infrastructure to Support Development

- CP14** – Spatial Design Strategy
- CP15** – Sustainable Design & Construction – Mitigation & Adaptation
- CP16** – Brent Strategic Climate Mitigation and Adaptation Measures
- CP17** – Protection and Enhancement of Open Space and Biodiversity
- CP18** – Sustainable Waste Management
- CP19** – A Balanced Housing Stock
- CP20** – Strategic Employment Areas and Borough Employment Areas
- CP21** – Regeneration of Designated Employment Areas
- CP22** – Brent Retail Need Allocations
- CP23** – Town Centres and the Sequential Approach to Development
- CP24** – Promoting Culture, Sport and Tourism
- CP25** – Protection of Community Facilities

There are a number of Site Specific Allocations that lie within the Masterplan Area:

- SSA 37:** Durkin site, North End Road, Wembley
- SSA 101:** Shubette House/Karma House/Apex House, Olympic Way
- SSA 102:** Kelaty House/Wembley Stadium Industrial Estate

The emerging Development Policies DPD sets out a suite of policies for the assessment of planning applications and should be considered as part of a planning application.

Appendix C - References

BRE Digest 209: Site Layout Planning for Daylight and Sunlight

(Building Research Establishment)

Guidance on Tall Buildings

(English Heritage/CABE, 2007)

Manual for Streets

(DFT & DCLG, 2007)

West London Affordable Housing Requirement 2006/08

(West London Housing Partnership)

Appendix D – Documents that informed the Masterplan

Building For Life

(CABE, 2007)

By Design – Urban design in the planning system: towards better practice

(DETR & CABE, 2000)

Creating Successful Masterplans

(CABE, 2008)

Delivering Quality Places: Urban design Compendium 2

(English Partnerships, 2007)

Paved with gold - The real value of good street design

(CABE, 2007)

Paving the Way - How we achieve clean, safe and attractive streets
(ODPM & CABE, 2002)

Start with the park
(CABE Space, 2005)

Sustaining Success – Developing London’s Economy – Economic Development Strategy
(London Development Agency)

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