

Key Findings & Influence on Design

3.1 KEY THEMES

The key feedback themes can be divided into four overarching topics, as illustrated below. These topics broadly represents the conversations had with local residents and stakeholders during the consultation period.

The majority of attendees expressed concern around these four topics to a lesser or greater extent. Not all feedback expressed concern, but all feedback can be rooted in these four topic areas.

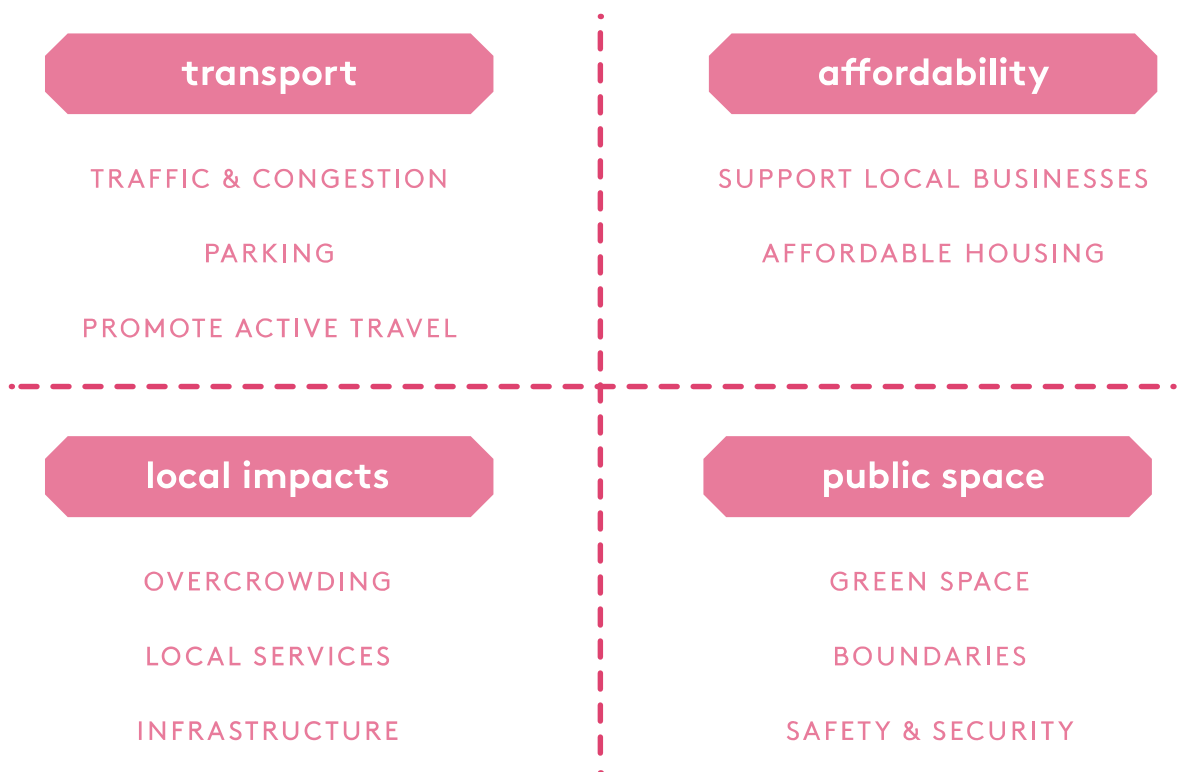
Local stakeholders and residents spoke passionately about the

changing nature of Wembley High Road - including rising costs of rents for both residents and business owners alongside availability of more amenities. There was a genuine wish to support and promote local businesses to avoid losing the areas 'Wembley-ness'.

There was also a concern about the impact of the rapidly increasing density on local infrastructure and services. Coupled with strained Council budgets it is an understandable concern that the Council is taking seriously.

Increasing density and bringing forward projects bring opportunities for public realm improvements and more investments into local services. Consultation with relevant Council departments have taken place throughout the design development to mitigate against negative impacts.

Local residents also had valid and sensible concerns around security of the public courtyard and the project team has responded to these queries by looking at access, overlooking and boundaries.



3.2 INFLUENCE ON DESIGN

PUBLIC REALM

Local residents and stakeholders had strong opinions about public realm on the High Road and within the courtyard. The design team has responded in the following way:

1. More Trees
we have added more trees on the High Road and in the courtyard
2. Access to Green Space
feedback strongly suggested local people felt there was a lack of access to green space. This influenced the decision to open the courtyard up to the public. We have worked hard to strike a balance between the sense of publicness of the space and the privacy needs of future residents
3. Greener Space
feedback suggested local residents wanted to see less hard surfacing and more green space. We have worked on finding the right balance between soft landscaping and maintenance
4. Safety & Security
we have worked with relevant Brent and Police officers to ensure the design proposals meets Secured By Design principles

PLAY

Alongside public realm and landscaping, the play spaces have been particularly influenced by local residents, children and parents by understanding what types of spaces they are missing in their local area.

When designing the proposals the landscape architects and project team took influence from:

1. Mixing Prescriptive & Imaginative
catering for both traditional play equipment and imaginative play situations, with a bias towards the imaginative
2. Separating Ages
providing safe place for toddlers and more adventurous and scattered play for older kids
3. Natural Play
we were surprised by the importance of trees and nature in their drawings, and have incorporated natural play elements and added additional soft landscaping
4. Space for Parents
comfortable places to sit in sun and shade

TRANSPORT

Concerns about impacts on traffic, congestion and parking were clearly heard by the project team.

We have been working with the Brent Council Highways team and Transport for London to model traffic scenarios and mitigate against potential negative impacts. Brent Council have proposals for transforming the High Road and triangle junction to the east of our site. We have been working with closely with the Council teams to tie into and work within the evolving design proposals.

In particular, we have been focusing on promoting active travel modes, making it easier for residents to choose other means of travel than the car. The scheme is near car-free with blue badge spaces and some family parking in the basement. There is ample cycle storage for both residents, visitors and work space users to minimise the need for vehicles.

The workspace and community spaces have a dedicated drop-off area in the basement to avoid deliveries on the High Road.

AFFORDABILITY

Questions about the amount of affordable housing and the level of affordability were commonly raised. There were concerns expressed about rising rents for residents and businesses.

The project team has worked hard to maximise affordable housing provision, with a focus on providing family-sized units. We are providing at a minimum 35% affordable housing. These units will be split of 70% for social rent and 30% for intermediate rent or shared ownership. This is in line with policy requirement.

On top of this we are also providing at least one community space, with flexibility to provide a second community space if the demand arises, and a new public courtyard for local people.

The proposals meet policy requirements, and depending on the level of grant available from the GLA, we might be able to exceed the 35% target.

COMMUNITY SPACES

The proposal includes provision of at least one community space, with flexibility to provide a second community space if the demand arises.

The space(s) have been open for influence by the community, and engagement is ongoing to inform the final offer available.

The three most significant changes made to the spaces based on feedback received are:

1. Flexibility
Flexible and adaptable spaces to cater for different uses and groups
2. Relationship to the Courtyard
A mezzanine level was added to improve the relationship between the spaces and the courtyard. This would allow a community cafe to operate with potential seating in the courtyard and improve passive overlooking
3. Storage
To be able to be truly adaptable and flexible to a number of uses and users, storage space is required. The design was rationalised to incorporate a generous amount of storage

FEEDBACK NOT ADDRESSED

We have acknowledged and considered all feedback received during consultation events but we have not been able to address all points or comments made for various reasons.

Parking and traffic considerations are largely outside of the project scope, and much is dictated by borough, London-wide and national policy. There has been consultation with Transport for London, the Greater London Authority and Brent Council Highways department to mitigate against any potential negative impacts.

Public realm improvements to the High Road aims to make the street environment more pleasant and safe for cyclists and pedestrians to encourage active travel modes and reduce car reliance.

In terms of impacts on local services, the concerns have been fed back to relevant Council Teams to consider.