



Highways Committee
16 July 2013

**Report from the Head of
Transportation**

For Action

Wards Affected:
Tokyngton, Wembley Central,
Preston, Barnhill, Stonebridge,
Welsh Harp, Dudden Hill, Dollis Hill.

**Improvement of vehicular and pedestrian signage in the
Wembley Area**

1.0 Summary

- 1.1 This report informs the Committee of proposals from Quintain Estates and Developments (Quintain) to fund the renewal and replacement of directional signage on the approach routes to the new London Designer Outlet, opening in October 2013.
- 1.2 It provides information on the new London Designer Outlet, a sign audit that has been carried out, and proposals to improve both vehicular and directional signage on the strategic routes to and also in the Wembley Regeneration area.
- 1.3 It also informs of Quintain's proposals and application to Transport for London (TfL) for renewing signage on the A406 North Circular Road, which forms part of their Transport for London Road Network (TLRN).

2.0 Recommendations

- 2.1 That the Committee notes the contents of this report and agrees to:
 - 1. The replacement and renewal of fixed directional road signing in the Wembley regeneration area to include the new destination of the London Designer Outlet, subject to compliance with Department for Transport (DfT) standards and requirements of The Traffic Signs Regulations and General Directions.
 - 2. The introduction of Variable Message Signs to inform drivers of parking locations and availability, subject to reaching a satisfactory legal agreement for their ownership, management, maintenance and replacement.

- 2.2 That the Committee delegates authority to the Head of Transportation to approve and implement the proposals.

3.0 Background

- 3.1 Planning consent was granted in 2004 for the comprehensive redevelopment of the Quintain Stage 1 area, comprising the land around Wembley Stadium south of Engineers Way. This consent allowed approximately 500,000 square metres of mixed used development, including the “London Designer Outlet” shopping centre. Access to the development was considered within that application and a specific number and location of car parking spaces were approved together with measures to promote non-car access through a comprehensive Travel Plan. Whilst it is envisaged that the vast majority of visitors to the development and Stadium will travel via public transport, some people will still choose travel by car. Appendix 1 identifies the boundaries of the stage 1 development area and car parks that will be available for shopping centre visitors.
- 3.2 The London Designer Outlet will open in October 2013 and will be the first designer outlet centre within the M25. This important new visitor destination for Wembley, anchored by Marks & Spencer, will comprise 85 shops, 15 restaurants and an 1800 seat Cineworld cinema. It is anticipated to provide 1500 new jobs and attract around 12 million visitors per annum. It will be the closest outlet centre for 5.8 million people and; 10.4 million live within 60 minutes travel time.
- 3.3 Quintain are undertaking a number of local improvements to support the opening of the London Designer Outlet (LDO), including creating a link between Wembley Park and Wembley Stadium Stations for pedestrians and cyclists, which will significantly improve access between the regeneration area and the High Road. It is also delivering a new car park to replace the outdated multi-storey car park on South Way.
- 3.4 To support the regeneration of the Wembley area, and the LDO, Quintain and Council officers from Transportation and Planning have met regularly to discuss proposed improvements, including customer access to these new facilities and signage on approaches.

4.0 Detail

- 4.1 Proposals for improving signage and access were considered as a part of the planning consent. A section 106 obligation to develop a signage strategy was imposed on Quintain; this was submitted in 2006 and subsequently approved by the Council. 17,066 person trips per weekday were anticipated in the Transport Assessment to the retail elements of the Stage 1 development, with the majority coming by public transport.

- 4.2 In the last several months Council officers and the Quintain development team have collaboratively undertaken a comprehensive audit of fixed highway and pedestrian signage. It was agreed that on the approaches to and within the regeneration area, there is a need for new and amended signage to improve wayfinding for vehicles, pedestrians and cyclists. As a result of the audit, alterations to existing signage are recommended, including the use of the words, 'London Designer Outlet' for reasons of legibility and ease of wayfinding. Appendix 2 identifies the existing Wembley Estate and local Highways signage.
- 4.3 Fixed signs will be designed to meet the Department for Transport standards for signage and the Traffic Signs Regulations and General Directions. The hierarchy for name places on the signs will follow the principle of the closest destination marked first and the furthest away marked last. Appendix 3 identifies the proposed Wembley estate and local network signage. The final location and designs are subject to agreement by the Council. Appendix 4 provides an example of the proposed new local signage.
- 4.4 Quintain has carried out an audit of the Council's current pedestrian wayfinding installations and they propose that they be consolidated and updated to show the Civic Centre and the LDO (alongside other minor amendments). Details and costs for this work are being finalised.
- 4.5 There is no specific requirement within the planning consent to deliver a Variable Message Signage system. Nevertheless, Quintain has put forward plans to install a suite of Variable Message Signs (VMS) to improve messaging to drivers regarding availability of parking spaces and locations of the various parking facilities. The provision of the system is considered to be of significant benefit to the operation of the road network as it will reduce circulation in the area by guiding drivers directly to available parking spaces by the shortest possible routes.
- 4.6 Quintain are proposing that nine VMS in total are installed to the east and west of Wembley Stadium. Appendix 5 identifies the proposed locations of the VMS. These will be linked wirelessly to car parking technology being installed by Quintain in the red, yellow and green car parks and provide parking space information. The signs will be managed by Quintain on non-event days to direct drivers to available car parking; this will ease the movement of traffic in the area. Management on Event Days can be switched simply to the Council's control room as required through wireless technology and a protocol will be developed.
- 4.7 Quintain will procure a maintenance contract for the VMS signs from the manufacturer as part of the initial acquisition cost. This service includes full annual checks, faulty equipment repairs and servicing. The VMS solution has been developed by Swarco who have had responsibility for major VMS installations across the UK, including those at Westfield at White City in London and the Trafford Centre in Manchester. Appendix 6 is an example of the proposed VMS.

- 4.8 Together, the new fixed highway signs and VMS will ease vehicle access to the LDO and its car parks, support pedestrian wayfinding, reduce street clutter and reduce congestion in the area.
- 4.9 The signage proposals have been developed in consultation with Wembley National Stadium Limited (WNSL) and take full account of traffic routing on Stadium Event Days. The routing strategy promotes access from the east via Great Central Way although local access from the west is also supported. Further consultation will be carried out with WNSL, the Police and local residents and businesses in the close proximity of the new signage.
- 4.10 Quintain are proposing to meet the costs of updating and improving the signage in the area, managing and maintaining the VMS signage, and agreeing arrangements for replacing it at the end of its design life. The cost of upgrading existing signage and installing VMS signage is estimated to be in the region of £560,000. Approval for the installation of new signage and the management, maintenance and replacement of the VMS will be subject to a satisfactory legal agreement between the Council and Quintain.
- 4.11 Quintain have developed proposals and applied for renewing signage on the A406 North Circular Road (with the Council's support), which is managed by TfL. Quintain are in on-going discussions with TfL and will meet the costs estimated at circa £120,000.
- 4.12 The works on the public highway would be carried out by the Council's contractor, Conway AECOM and supply and installation of the VMS (by Swarco to Quintain's requirements), to the Council's order. The signage on the public highway will be owned by the Council following installation and subject to a legal agreement for management, maintenance and replacement arrangements for the VMS. Installations on the A406 North Circular Road would be installed by TfL on agreement.
- 4.13 Opportunities have, and will continue to be sought, to rationalise and minimise street clutter by combining signs into new assemblies as part of the replacement / renewal programme.

6.0 Financial Implications

- 6.1 The cost of installing all the signage proposed by Quintain will be met by them in full.
- 6.2 The cost of the fixed signs on the local public highway is estimated in the region of £184,000, the VMS circa £255,000 (c£155,000 for the signs, c£100,000 for engineering and enabling work).
- 6.3 The cost of installing the signage proposed on the A406 North Circular Road (subject to their approval) is estimated at £122,000

- 6.4 Quintain estimates that supporting the car park technology on their land will cost an additional £1.1 million.
- 6.5 There are no financial implications on the Councils capital and revenue budgets. Staff costs relating to consultation, approvals and managing installation of the signs will be met from existing budgets.
- 6.6 Quintain will cover all costs of preparing for Council approval, and executing the legal agreement and also all relevant accompanying scheme management schedules.

7.0 Legal Implications

- 7.1 Any changes identified and approved by the Council for implementation will meet the requirements of the Road Traffic Regulation Act 1984 and the Department for Transport produced Traffic Signs Regulations and General Directions 2002.
- 7.2 Section 65 of the Road Traffic Regulation Act 1984 enables Brent to cause or permit traffic signs to be placed on or near a road, subject to and in conformity with such general directions as may be given by the Ministers acting jointly or such other directions as may be given by the Secretary of State.
- 7.3 Advertisement consent is not required for any traffic signs as defined by Section 64(1) of the Road Traffic Regulation Act 1984 as these signs are excluded from direct control with the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

8.0 Diversity Implications

There are no equalities implications arising from this report. An equalities assessment will be carried out following local informal consultation after agreeing the final design.

Appendices

Appendix 1 - London Designer Outlet and Wembley Parking
Appendix 2 - Existing Wembley Estate and Local Highway Signage
Appendix 3 - Proposed Wembley Estate and Local Highway Signage
Appendix 4 - Example of Local Highway Signage
Appendix 5 - Proposed VMS Location Plan
Appendix 6 - Example of VMS Signage

Background Papers

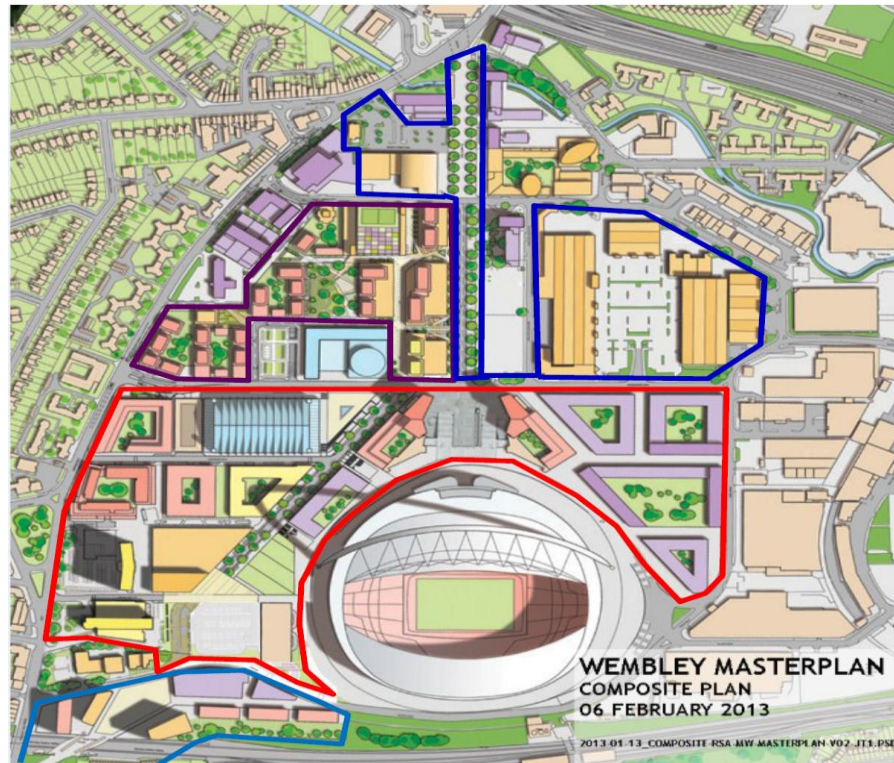
Wembley Master Plan 2013
Circulation drawings for principal routes
Circulation drawings for stadium event days
Wembley area sign audit

Plans of proposed improvements on the A406 North Circular Road

Contact Officers

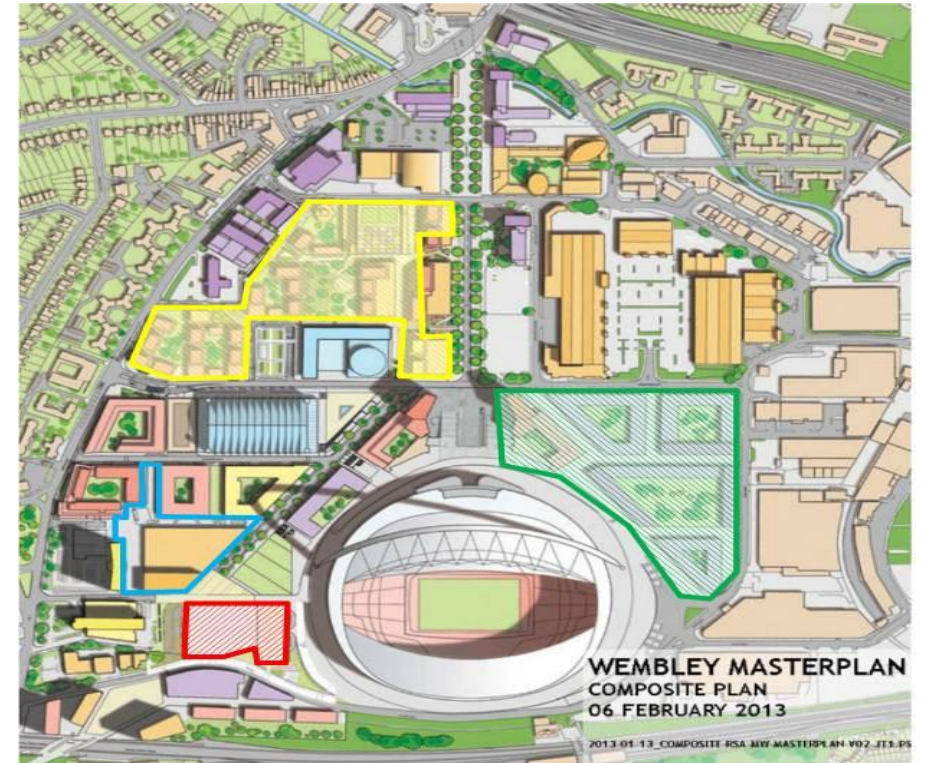
Sandor Fazekas, Project Development Manager, Highways and Traffic.
Transportation Service, 2nd Floor West, Brent House, 349-357 High Road,
Wembley, Middlesex, HA9 6BZ. Telephone: 020 8937 5113/88. Email:
transportation@brent.gov.uk

Appendix 1 - London Designer Outlet and Wembley Parking



Key:

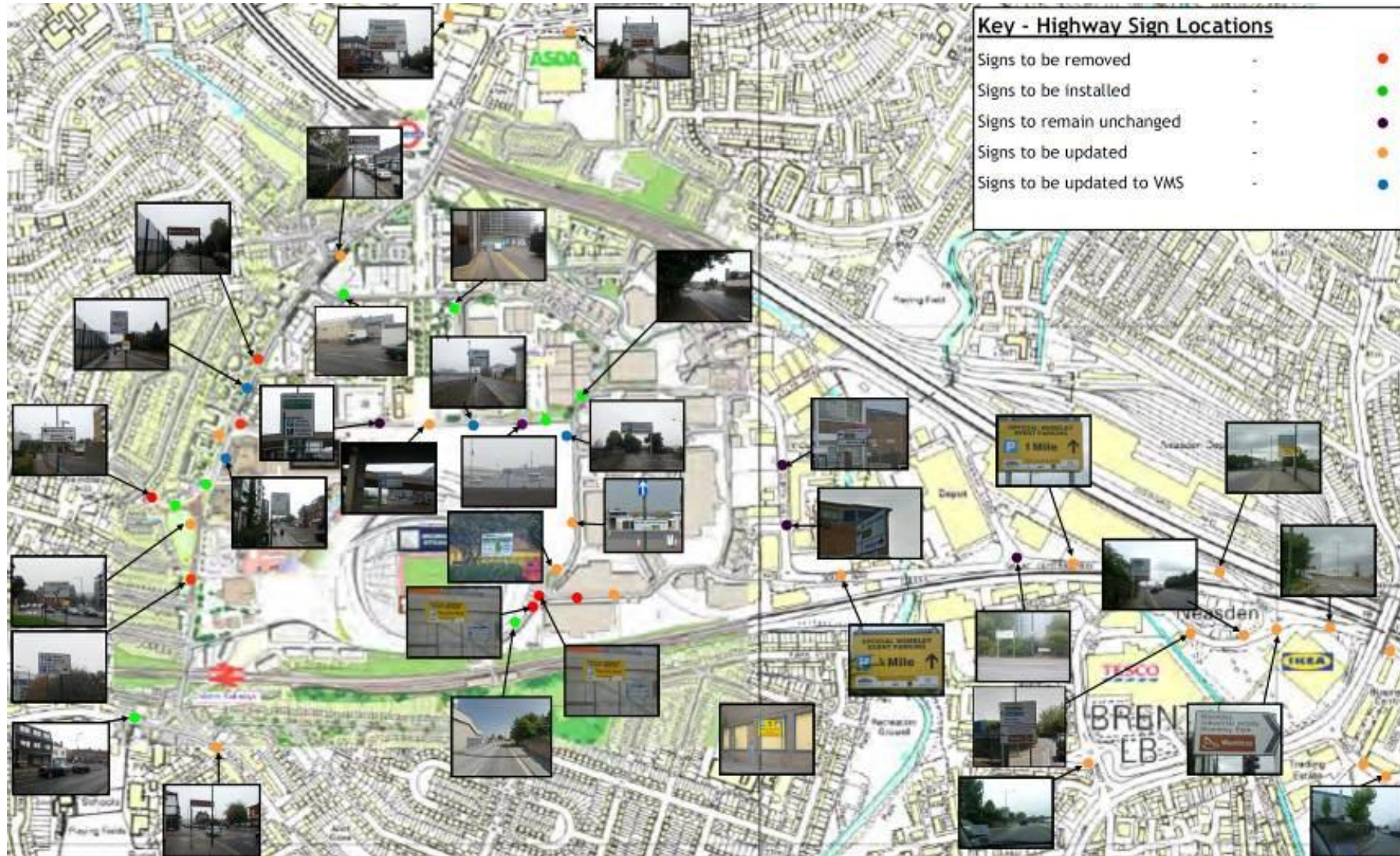
Stage 1 Lands	-	
Stage 2 Lands	-	
Joint Venture with GLA	-	
Remaining ownership boundary	-	



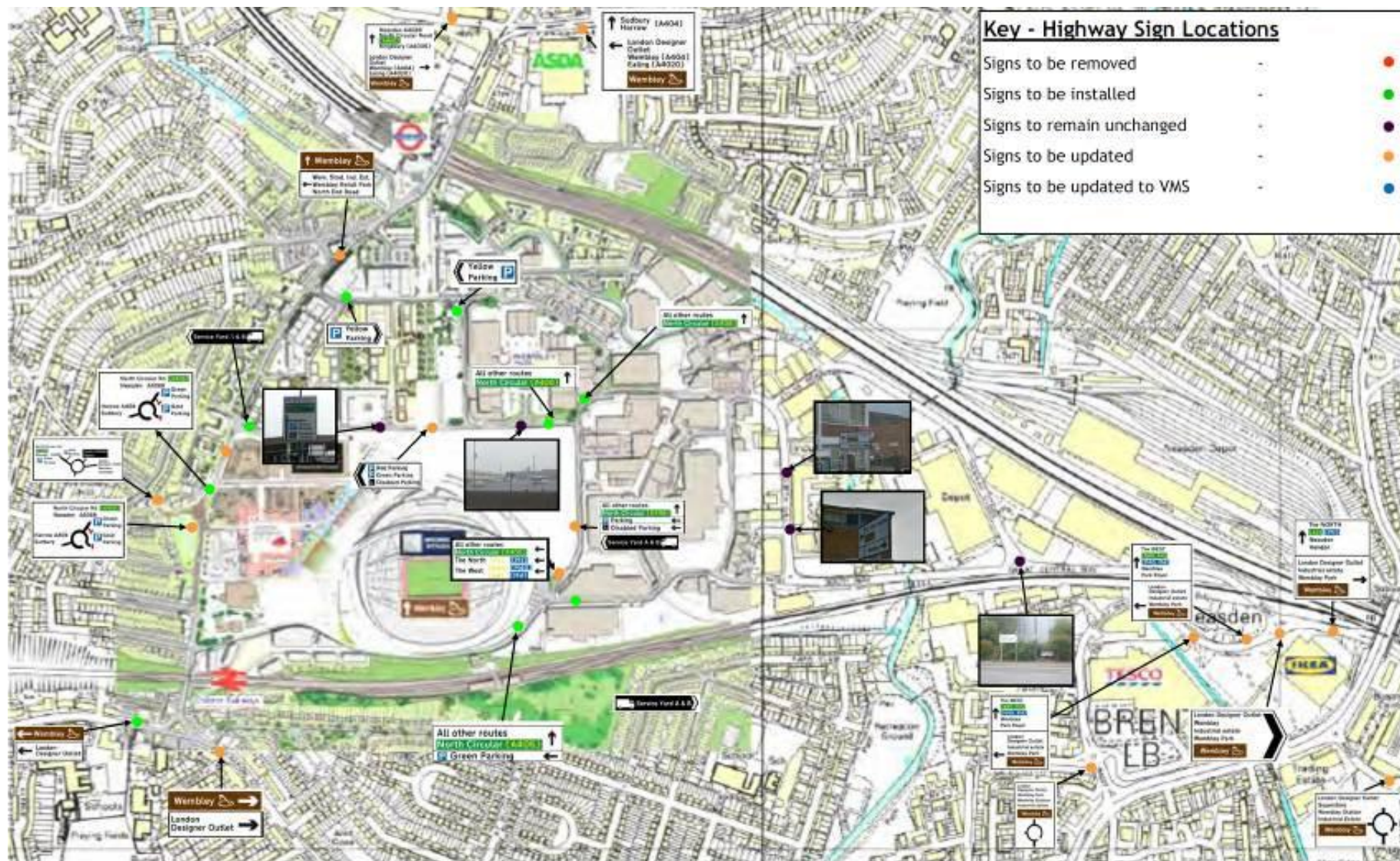
Key:

London Designer Outlet	-	
Red Parking	-	
Green Parking	-	
Yellow Parking	-	

Appendix 2 - Existing Wembley Estate and Local Highway Signage



Appendix 3 - Proposed Wembley Estate and Local Highway Signage

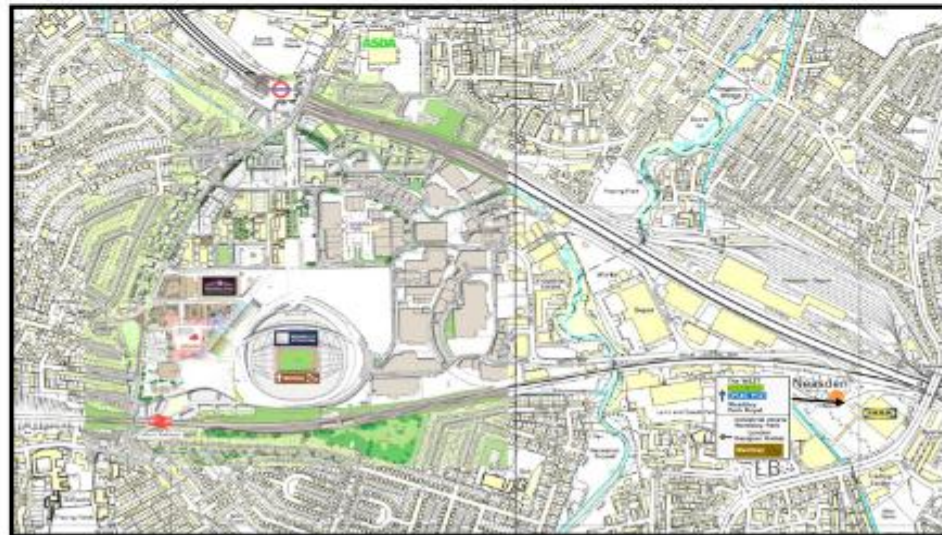


Appendix 4 - Example of Local Highway Signage



Scheme Ref.		
Sign Reference	LH007	'x'-height 100.0
Letter colour	BLACK	SIGN FACE
Background	WHITE	Width 2253mm
Border	BLACK	Height 2904mm
Material	Class RA2	Area 6.54sq.m

- UTM Compliant
- Highways Agency Type Approved
- NHSS 9aCompliant
- As per Guidance Document September 2012



Appendix 5 - Proposed VMS Location Plan



-