

**Supplementary Information
Planning Committee on 2 November,
2010**

Item No.
Case No.

11
10/2202

Location Land Surrounding Wembley Stadium, Royal Route, Wembley, HA9
Description Erection of a 7-storey building comprising 7,544m² of designer-outlet retail (Use Class A1), 306m² of sports retail (Use Class A1), 6,176m² of food & drink (Use Class A3, A4 or A5), 9,430m² of leisure (9-screen multiplex cinema, Use Class D2) and associated infrastructure, including partially covered pedestrian “retail walk”, relating to plot “W07” of the Quintain outline planning consent reference 03/3200.

This application is submitted as the Reserved Matters pursuant to condition 2 (i) (ii) (iii) (iv) (v) (siting, design, appearance, means of access and landscaping), and details pursuant to conditions 6 (iii) (iv) (v) (scheme parameters), 60 (disabled access), 63 (sunlight/daylight studies) and 64 (wind-tunnel testing) for Plot W07 only of outline planning permission reference 03/3200, dated 29 September 2004.

Planning consent reference 03/3200 was for:
Works for the re-orientation of Wembley Arena; Class A1 (Retail) comprising up to 14,200m² designer retail outlet, 11,800m² sports retailing; Class A1/A2 shops/financial and professional services up to 8,000m² (including up to 2,000m² supermarket); Class A1 (Retail) comprising up to 400 square metres of hotel boutique retail; Class A3 (Food and Drink), up to 12,700m²; Class B1 (a) (b) and (c) Business, up to 63,000m²; Class C1 (Hotel), up to 25,400m²; Class C1/Sui Generis (Hotel apartments), up to 26,700m²; Class C2 (Residential institutions) up to 5,000m²; Class C3 (dwellings) up to 277,000m², (up to 3,727 dwellings); Student accommodation (Sui Generis), up to 16,600m²; Class D1 (Non-residential institutions), up to 8,200m²; Class D2 (Assembly and Leisure), up to 28,500m² (including the existing Arena of 13,700m²); together with associated open space, public market area (Class A1), hard and soft landscaping, highway and engineering works, electricity substation, other utility requirements, other parking and servicing, and improvements to Olympic Way; AND; reserved matters relating to siting, design, external appearance and means of access for the 3-storey structure to provide car and coach parking).

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Clarification of issues raised by Members at the site visit.

The Boulevard

The applicants have specified that the “Boulevard” will be provided prior to the opening of the Designer Outlet Centre in 2013 for both commercial reasons (pedestrian access, aesthetics etc) and for emergency services access. The precise application submission date and final design have not yet been determined. However, they intend to submit the application within the next 12 months. The Boulevard will initially be provided in a temporary form until the alterations to Royal Route (lowering the road so that it crosses level with the Boulevard) come forward together with the detailed design for the buildings to the east of this new road (plots W03, W06 and W08).

Landscaping proposals

The Masterplan approved within the 2004 Outline Consent set out the strategy for public realm landscaping within Stage 1 application area. In relation to this site, a tree lined Boulevard was detailed to the east of the W07 building, with a number of large trees on either side of this new road. Other trees were envisaged within the external main road frontages (Engineers Way and Olympic Way) and within raised courtyards. However, many of the internal streets were proposed to be of a durable urban nature with a predominance of hard surfacing.

Of the open spaces to be provided within the Quintain Stage 1 area, Arena Square has already been delivered whilst the Stadium Piazza been granted Reserved Matters approval but not delivered, and First Square (to the East of the Stadium) has not been granted detailed approval yet. Other open spaces are envisaged within the Brent Council Wembley Masterplan 2009, including a 0.4 Ha park within the land to the north of Engineers Way and west of Olympic Way, and 1.2 Ha and 0.4 Ha parks within the land to the east of Olympic Way. No applications have been received for these sites yet. However, Quintain intend to submit an application for the area to the west of Olympic Way (their "North Western lands" shortly).

Implications for cafes/restaurants during Stadium Events

The applicants have specified that they intend that the cinema, shops, cafes and restaurants will continue to operate during event days. This is to increase the number of people who travel to Wembley for more than just the game or event by providing other activities in the local area. Quintain specify that the responsibility for crowd management lies with the Stadium and that they undertake this in conjunction with the Police.

Liveability issues

The buildings that Quintain have delivered to date (Forum House and Quadrant Court) together with W05 (currently on site) and W07 (this application) will result in approximately 510 flats, 660 student rooms and a 361 bed hotel. This adds activity to this area and can generate demand for local facilities, such as convenience shopping and Healthcare. A Tesco Metro was delivered within Quadrant Court and other local needs retail floorspace has been delivered within Forum House (currently vacant) and will be delivered within W05. With regard to larger supermarkets, Asda (Wembley Park) is relatively close to the site and Tesco (Brent Park) is a short bus ride away. The draft Wembley Link masterplan for which the consultation period commenced on 1 November also suggests that the Brent House site may be suitable for another large supermarket (approximately 6,000 sqm). Space for a PCT Clinic was also delivered within Quadrant Court. However, the PCT have decided not to take this floorspace at this point of time and a change of use application is currently being considered by the Council.

Recommendation: Remains approval