

Wembley Regeneration Summary

Introduction

Following the final approval for constructing the new Wembley National Stadium the Council launched its **Vision for a New Wembley** in November 2002 to help outline how it saw this development helping to kick-start the wider regeneration of the Wembley area.



This has then been translated into supplementary planning guidance, entitled '**Destination Wembley**' to set out in more detail the development framework for how the Council, other agencies and developers can achieve this Vision. This has been supported and underpinned by a range of more detailed issue based documents such as the **Wembley Public Arts Strategy**.

The physical changes to the area, including proposed land uses and scales of development are then contained within the **Wembley Masterplan**. This document has been produced with reference to the Development Framework Document 'Destination Wembley', in order to establish a context for major planning applications within the Wembley regeneration area. 'Delivering the Vision', published in February 2005, provides an update on the major redevelopment programme underway in Wembley, including the new Stadium. Brent Council reinforced its commitment to the Wembley regeneration project at the 'Wembley - Vision to Reality' event, held at new Wembley Stadium on Thursday 7 June 2007. The event provided an update on the major redevelopment programme underway in Wembley, and celebrated the progress made to date with the launch of Brent Council's '**Vision to Reality**' document. The document sets out how Brent Council will continue to lead the regeneration agenda. Given the shift in market conditions and development pressures, an updated and extended masterplan - "Wembley Masterplan" is being considered by Council Committee after public consultation.

The **Regeneration Strategy 2001-2021** sets the direction of the Council's regeneration work over the next 20 years to make sure problems of deprivation are tackled effectively and to stop areas falling into decline while a **Regeneration Action Plan** sets out what the council intends to focus and to do over the next two years for regeneration in the Borough.

Redevelopment

Obviously the most well-publicised construction project is the new 90,000 capacity **Wembley National Stadium** (Planning application number 99/2400). Demolition began in September 2002 and it opened its doors to the local community at the Wembley Stadium Community Day on Saturday 17 March 2007. The new Stadium will host the **Olympic** football finals in 2012 and the 2011 **UEFA Champions League**. As part of the final financial agreement for the Stadium a charitable body, the **Wembley National Stadium Trust**, will receive a percentage of future turnover to support young, disabled and/or disadvantaged people through the provision of football, sporting and recreational facilities.

Of equal importance in delivering the Council's Vision, a major planning application (03/3200) was submitted by **Quintain Estates** in October 2003 for part of their 80 acre landholding

surrounding the Stadium. This mixed-use development covers 42 acres and includes the refurbishment of the Arena, construction of a new Boulevard to help link the site with the High Road and provision of a coach/car park as part of Quintain's obligations to the Stadium. A Section 106 legal agreement was signed on 29th September 2004 securing £21.6m worth of local benefits. Quintain is bringing forward separate detailed Reserved Matters applications for each development plot in the **Stage 1 Scheme**. Construction works for the first residential block (**Forum House**) were complete in September 2008.

Quintain received Listed Building Consent (04/0426) and planning consent (04/0427) for the refurbishment and re-orientation of **Wembley Arena** and the construction of new service yard area. The £36m proposal involved the internal reorientation of the building, presenting the main entrance at its east end opening onto a large new public space to be known as **Arena Square** with an interactive fountain. The concert venue, operated by Live Nation, opened its doors for the first time on 31 March 2006 to welcome Brent's multi-cultural community. In the Arena Square, there are 10 plaques showing the hands of iconic entertainers.

Wembley Retail Park, which is located to the north of the Stadium, has been refurbished and acquired by Quintain. An outline application (05/0626) submitted by ZED Homes for a 17-storey energy efficient building at **Karma House**, 575 North End Road to provide a 120-bed hotel, 108 timeshare or apartment hotel lets, a public viewing gallery and restaurant was given planning consent in April 2008. A new hotel development, which will replace both **Fulton House and Malcolm House** at the Junction of Fulton Road and Empire Way, was granted planning consent (08/2633) on 19 December 2008.

To reinforce Brent's commitment to Wembley's continuing regeneration; a new **Civic Centre** will be built opposite Wembley Arena and Arena Square by the middle of 2013. Building a new Civic Centre is an important part of Brent's new Improvement and Efficiency Programme. The new Civic Centre will become the council's headquarters, house many of the council's services in one location and provide a range of public facilities including a new flagship central library and learning centre, community meeting and performance spaces, Registrar's services, a large capacity assembly hall and retail and exhibition space.

To cater for the increased Stadium capacity and to provide better crowd management arrangements, millions of pounds have been spent to improve the three stations that serve the Stadium. At **Wembley Park Station**, a new auxiliary concourse and ticketing area with a clear roof and supporting mast structure, a new staff office accommodation building, extended roofs (canopies) on platforms, widened stairs, a new glazed overbridge and lifts to platform have been built. Stairs from Olympic Way to the south bound side of Bridge Road, taxi pick up & also footway replacement on the south side of Bridge Road and the **Bridge Strengthening works** (on Bridge Road) have been completed. The station façade work involving the removal of the hipped roofs and the construction of a new canopy linking the Commuter Ticket Hall and the new bus stop was completed in October 2007.

Wembley Central Station has already seen security improvements during 2003 such as CCTV and lighting refurbishments. Works for the construction of a new overbridge and marshalling areas to the rear of the station have now been complete. A new remodeled ticket hall providing integrated platform access and lifts will be constructed as part of the Wembley Central Square redevelopment.

Closest to the Stadium somewhat disconnected, the **Wembley Stadium Station** area provided perhaps the most difficult challenge. Access improvements and a greater connectivity with both the Stadium and High Road were required. On 25th August 2004, Brent's Planning Committee approved the London Development Agency's application for the Wembley Link proposals. Phase 1, which includes a new pedestrian overbridge (**White Horse Bridge**) and a marshalling area to initiate the development opportunities in and around this area. The installation of lift and stair access to the platforms, new station services and the remaining works to the marshalling area have been completed.



White Horse Bridge linking Stadium and Wembley High Road

The new Stadium caters for a maximum of 2,900 car equivalent spaces including 250 disabled parking spaces, depending on the number of planned coaches for an event, and sells combined event and car parking tickets to help minimise local congestion. As the number of Stadium on-site parking has been reduced from 7,200 spaces to 2,900 spaces, a **Protective Parking Scheme for Event Days** at Wembley Stadium, which is funded by Stadium s106, is operational during major event days at Wembley Stadium. It is designed to minimise disruption and protect local residents and businesses within the one and a half mile radius of the Stadium from illegal parking by visitors to the new Wembley Stadium.

The primary means of access for road traffic for the new Stadium is via Great Central Way. Improvements to this road have been undertaken through two schemes, the **Stadium Access Corridor** (SAC) and the **Estate Access Corridor** (EAC). The EAC relieves the previous congestion problems faced by the estate business by opening up a new route through to Great Central Way via Hannah Close. This had been completed in December 2004. Phase 1 of the SAC is also complete with an overall objective of creating a more direct and wider road through to the Stadium car/coach park.

For pedestrians reaching the new Stadium, the historic Olympic Way will be the main thoroughfare from Wembley Park Station. The route will link to the new Boulevard in the western part of the Quintain development. The Boulevard will then join a new town square and the White Horse Bridge from which there is a connection to the existing town centre. **High Road street improvements** are also taking place including new street lighting, new signage, new footpath surfacing, new seating, litter bins, bus stop and service enhancements. These works and projects are coordinated and promoted to local businesses through the Wembley Town Centre Management. This partnership body also plays a part in furthering the economic vitality of the High Road through marketing, sponsorship and contributing to strategic planning.

Along the High Road in Wembley, planning discussions and decisions are at various stages of consideration and/or approval for redevelopments at **Chesterfield House**, **Copland School**, **Elm Road Car Park**, **Wembley West End**, and **Wembley Central Square**. Furthermore, in the wider Wembley area, improvements are also progressing in **Brent River Park Project**. Phase one of a restoration scheme for the section of the River Brent running through the park is complete and improvements to access and facilities in the park are providing greater opportunities for

recreation and linking this green space with the surrounding communities and employment areas.

Finally, east of the Stadium, the Wembley Industrial Estate has gradually developed over numerous decades. However, with the change that is expected over the next 10-20 years, future redevelopment proposals for this area are likely to come forward.

Training and Employment

The regeneration of the Wembley area will create significant employment and training opportunities for the local community within the construction phase as well as the final occupation. For instance, up to 5,000 people now work at the new stadium on a major event day. The stadium can accommodate conferences and banqueting. The banqueting and hospitality facilities will ensure year round employment opportunities. Brent Council, partner organisations and employers are involved in a number of innovative projects to utilise the opportunities to benefit Brent residents through: [Wembley Works](#), [Brent in2work](#) and BOSS ([Building One Stop Shop](#)).

Communications and Consultation

The development proposals, studies, plans and projects underway throughout Wembley are occurring at a rapid pace. The most up-to-date channel for information on what is happening can be found via the Council's Wembley web pages. Periodic newsletters and magazines, including [Wembley Way](#) and [The Brent Magazine](#), are also distributed to local residents and available in local libraries and One Stop Shops. Residents' views, support and concerns can be raised at quarterly meetings of the [Wembley Area Consultative Forum](#).



Photo courtesy of Quintain Estates and Development