A Framework for Sustainable, Mixed Use Development
4.0 A Framework for Sustainable, Mixed-Use Development

4.1 Celebrating the street

Urban design principles for the High Road

Our ambition is to strengthen the nature of the link by focussing on the High Road as the principal public space. This will be achieved by creating a strong, consistent building line, establishing new active frontages and a co-ordinated and innovative public realm strategy.

The council is not seeking to achieve a monotonous line of buildings of the same height but a comprehensive boulevard feel with wide pavements and generous planting. A number of locations for taller buildings have been identified, to mark the beginning and end of the Wembley Link area.

Consideration should be given to the following issues:

- the architectural treatment at the Triangle junction corner of the site should be considered carefully in relation to creating a public space, and greater visibility between the White Horse Bridge and the High Road;
- strong visual and physical connections from the High Road to a range and diversity of open spaces;
- public realm improvements;
- High Road enhancements would be welcomed to reinforce the “Road to Wembley”;
- the commitment to public art;
- potential to reinforce tree planting to create a boulevard between Park Lane and the Triangle and the Café Quarter design guide 2003 which encourages active café / restaurant uses to spill out onto streets.
4.2 A place to live, work and shop

Our aspiration for this area is to provide a range of uses (a new school, shops, cafes, houses and offices) that will encourage different communities and user groups to live, work and socialise in a unique and diverse urban area.

As a way of complementing the existing local retail offer along the High Road, this SPD identifies a suitable location for a medium sized food store. The rationale behind the provision of a new supermarket will be to provide local residents with greater diversity of shopping opportunities within the town centre without adversely impacting on existing retail development. The external treatment of any new supermarket will be critical to the creation of an attractive streetscape. The council will seek active uses fronting all streets and long, blank elevations will be firmly resisted.

One of the core aspirations of this document is to promote this part of Wembley as a place to live as well as a vibrant and active retail destination. There is currently a significant proportion of already consented 1-2 bed accommodation on the nearby Wembley City developments. The council will be seeking now to rebalance that lack of family provision at Wembley City in order to generate a more mixed and balanced community. Although this is a town centre area where the provision of non-family housing may be the more obvious choice, careful design should not preclude the delivery of family housing. There are significant opportunities to create larger units with suitable amenity space in the form of ground floor units with gardens, and large apartments with generous balconies and terraces.

The purpose of the SPD is to encourage the redevelopment of the Wembley Link to:
- improve retail and other town centre uses (cafes, pubs, restaurants, offices, leisure and community facilities) in order to strengthen the link between the existing town centre and the new stadium retail developments and create a strong and continuous ground floor frontage;
- secure office floor space as part of mixed developments to meet the council’s employment objectives and add to the vitality of the town centre;
- bring forward the development of a new and expanded Copland School;
- allow residential development over commercial development that wherever suitable enables the provision of family accommodation and
- to encourage and promote local employment.
4.3 A Comprehensive approach

Having established a series of firm principles based on legibility, connection and movement throughout the area, a physical interpretation of the vision has been created that represents a clear manifestation of character and place. Due to the variety of ownerships across the site, this document will put forward two options for development on the north side of the High Road. One option is based on a scenario where the land owned by Network Rail does not come forward for development. This depicts a limited amount of development along the High Road frontage (see Development Area Two). The image below represents an indicative layout for the council’s preferred development scenario: A comprehensive, mixed-use development across the site.
4.4 Scale and massing

The council will expect development to conform generally to its usual design standards set out in Supplementary Planning Guidance (SPG) 17. However, the Wembley Link SPD does allow an opportunity to respond positively to something interesting and distinctive with character and identity that will realise increased values from inherent quality. This will need to be demonstrated in the quality of design, build, material and surface including both buildings and the public realm and set out in such detail as to ensure delivery on the ground. Proposals should provide variation in the height of buildings, both within and between sites for visual interest and to allow sunlight through the space between buildings.
4.5 Environmental sustainability

New development will need to mitigate climate change and be adapted to its impacts. The council will seek sustainable redevelopment of the Wembley Link area which addresses transport, energy, water, waste, pollution and biodiversity issues.

Transport is one of largest contributors to carbon emissions as well impacting upon local air quality (the site is within an Air Quality Management Area, where levels of pollutants exceed EU standards). The SPD area has very good links to public transport and proposals should encourage people to use public transport by providing a safe and attractive walking and cycling environment for visitors, workers, students and residents.

New developments should be built to substantially reduce energy and water use. Building designs should follow the London Plan principles of Be Lean, Be Clean, Be Green. Core Strategy policy CP19 requires new housing to be built to Code for Sustainable Homes level 4 and commercial or community development to BREEAM Excellent.

The mix and density of uses within the masterplan provides a good opportunity for Combined Heat and Power (CHP) technology with opportunities to establish a district wide system. Core Policy 19 requires development in Wembley to connect to, provide or contribute towards CHP. The use of photovoltaic panels, solar water heaters and green roofs would also be encouraged.

A sustainable urban drainage scheme should be proposed, and reference should be made to the Environment Agency’s (EA) “Practical Guide to SuDS”. Developers should incorporate SuDS early in the site evaluation and planning processes and include provision for maintenance.

The EA will require Flood Risk Assessments with specific regard to surface water for developments within the SPD area that are over 1ha. All new development must fully consider water and wastewater infrastructure capacity both on and off the site in order to avoid any potential problems for existing or new users. Developers will be required to demonstrate that adequate capacity exists and in some circumstances it may be necessary for developers to fund studies early on in the design process to ascertain whether the proposed development
will lead to overloading of existing water and sewerage infrastructure. Where there is a capacity problem and no improvements are programmed by the statutory undertaker, then the developer needs to contact the undertaker to agree what improvements are required, how they will be funded and when they will be provided. Any upgrades required will need to be delivered prior to any occupation of the development.

Brent Council would support the inclusion of green infrastructure such as parks, gardens, allotments, trees, green roofs and natural habitats into the proposed development to improve site resilience to climate change and the urban heat island effect.

a safe and attractive walking and cycling environment for visitors, workers, students and residents
4.6 The development areas

Due to the physical constraints and the range of land owners in the area, the site has been broken down into three development areas. The purpose of this is to allow for the vision to be brought forward either comprehensively or on a plot by plot basis.

THE 3 DEVELOPMENT AREAS:

1 Development Area One: High Road South

The Brent House/Copland School site will be considered as one combined site, to maximise their potential and to stimulate redevelopment on the rest of the High Road (they could, however, come forward separately). The preferred proposal is a mixed use development, incorporating a new food store on the current Brent House location. This will act as an anchor for the area and will help support a certain amount of adjacent retail.

A redeveloped Copland School has the potential to become a local hub, providing extended services to the wider community.

2 Development Area Two: High Road North

To facilitate redevelopment, this stretch of the High Road can be broken down into three distinct zones. Our vision will facilitate each zone to be advanced separately, while following the master plan design strategy. Two development scenarios are provided for this area to enable a flexible approach to the delivery of development. Option 1 uses the existing plots without including any of the Network Rail owned land, whilst Option 2 suggests proposals that make use of the whole area up to the railway, including the land currently owned by Network Rail.

3 Optional development Area Three: Mostyn Avenue

This area would support only a very limited amount of new development. The scale of any new development should relate to, and respect the adjacent existing neighbourhoods to the north of this development area. The council will seek to maintain and enhance the nature conservation value of this site.
A FRAMEWORK FOR SUSTAINABLE MIXED USE DEVELOPMENT
4.7 Development Area One: High Road south

Development Area One is the combined Brent House and Copland School site.

Brent House is a ten storey office building built in the 1960s but subsequently refurbished. It is currently occupied by Brent council staff but will become empty in 2013 on completion of the new civic centre and the relocation of the Brent council staff. Copland School is a community school also built in the 1960s, but in a very bad state of repair. Behind the school are large playing fields which are also referred to in this SPD.

A sustainable mix of uses

This SPD proposes a ground floor commercial retail frontage including a medium sized food store (approximately 6000m²) with undercroft parking predominantly using the natural fall of the site to avoid the costs associated with providing basement parking.

The council is trying to achieve a large proportion of family housing. Housing types should be a mix of units, with a substantial proportion being larger family units (three beds or more). The council will be seeking to maximise family units, as there is a local need for affordable family housing and the form of proposals should follow this provision. In the event of the school not coming forward as part of a joint scheme, proposals may be brought forward for the Brent House site as a standalone development.
Scale of development

The heights of the proposed scheme have been assessed as likely to be viable at a maximum of six storeys over a double height ground floor for the retail units. The council will be flexible on considering proposals but there will be a preference for lower height schemes. The scale of new development near to Cecil Avenue should respect the adjacent suburban surroundings.

Access and servicing

Car parking on the food store site should have shared use for town centre parking. The council’s normal parking standards for retail parking will be applied (one space per 50m² gross floor area) with the proviso that, subject to available space considerations, the council may accept a suitable enhancement to ensure that the car park is available for town centre users as a whole.

In this respect, a suitable charging regime will be applied, recognising that a proportion of time may be considered as free, time-limited parking associated with the site specific retail element. There will be a requirement to achieve an active retail frontage with servicing off Wembley High Road. Access from Cecil Avenue should be limited to residential access only.

<table>
<thead>
<tr>
<th>Site Area</th>
<th>30955m²</th>
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<tbody>
<tr>
<td>Development Potential</td>
<td>Food Store: 6250m²</td>
</tr>
<tr>
<td>(Estimated)</td>
<td>Local Retail: 1400m²</td>
</tr>
<tr>
<td></td>
<td>Residential: 325 flats &amp; 45 houses</td>
</tr>
<tr>
<td>Parking (Estimated)</td>
<td>435 spaces</td>
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</tbody>
</table>
The area divides into three sites which are formed by existing access roads:

**SITE 1**

The site area is defined by Ecclestone Place to the west, the Chiltern Railway line to the north, Wembley Hill Road to the east and Wembley High Road to the south. The boundary includes part of the railway embankment which currently is designated as wildlife corridor in the UDP. Network Rail requires an 8m buffer from the railway line. Nevertheless a 16m buffer is required if additional tracks are planned. There is a variety of different building uses, ages and conditions, with multiple commercial ownerships.

Ecclestone Place is one way from 1 – 25 Ecclestone Place and is currently used as a rat run by drivers moving to Wembley Hill Road from the High Road. The properties are mainly two storey, two-bedroom houses. They lack front gardens, privacy and off street parking. The SPD options show proposals which include retaining the existing housing on Ecclestone Place.

There are two options for redeveloping the land in Site 1:

1. Concentrate the development on the land to the south of Ecclestone Place.
2. Take in the railway embankment and include Ecclestone Place in a more comprehensive development.

**A sustainable mix of uses**

Both options consist of a mixed-use development with a strong retail frontage onto the high road and Wembley Hill Road. There is the potential to include office uses above the retail as well as a range of...
residential accommodation. Option 2 allows for the creation of further residential development to the rear which could take the form of larger family housing. This option creates a solution whereby parking and servicing is undertaken from within the development (under a podium). This reduces the current problems of conflicting land uses between the residential properties and the rear servicing of the commercial uses.

**Scale of development**
The open nature of the Triangle junction and its role as a gateway to the area mean that it is considered appropriate for a taller building on this corner. The relationship with existing buildings at Ecclestone Place means that the frontage development in Option 1 should be no higher than 4-6 storeys. Option 2 allows for significantly more development across the site, but heights should remain relatively low at 4-6 storeys on the frontage and three storeys above a podium at the rear.

**Access and servicing**
Both options should propose improving the servicing arrangements without encouraging a through route. Proposed transport improvements to the Triangle junction involve the removal of the triangle and an increased pavement width on the corner. This creates an opportunity for public realm improvements and a landmark public space opposite the White Horse Bridge, marking the beginning of the High Road. Any proposals for this corner should continue this aspiration.
SITE 2

The site area is defined by the High Road to the south, Chiltern Railway line to the north, Ecclestone Place to the east and the existing access road to the west. The site is made up of four principal blocks fronting onto the High Road and a residential property to the rear. There are a range of uses including some ground floor retail, but principally the existing buildings are in use as offices. All of the existing buildings are somewhat dated and provide a significant opportunity for redevelopment or refurbishment.

There are two options for the development of Site 2, depending on whether Network Rail embankment land is added to the rear of the development sites.

The first option without the embankment secures a strong frontage with some buildings running to the rear boundary and depends on a rear service road to meet servicing requirements and provide limited parking.

The second option includes the embankment and depicts a series of streets and squares, creating a distinctive character from the High Road, providing a mixture of private and semi-private space with a more intimate scale and character. Buildings, and the spaces between them, will need careful design to ensure good daylight and sunlight. Frontage buildings in this option will be lower in height overall than in Option 1.
A sustainable mix of uses

The council will support the following form of development:

- a commercial ground floor that supports retail and other town centre uses and provide sufficient depth (up to 20m) to provide deeper plots not available in the primary frontage and
- upper floors that may contain residential but should also contain an element of office accommodation (needing similar floor heights to commercial).

Scale of development

Over the whole of Site 2, frontage development should sit within a 4-8 storey envelope. This building footprint is estimated to provide a viable development quantum of floor space. It is however important to ensure that sites are deliverable.

Access and servicing

Development on Option 1 is serviced via an access road and parking spaces to the rear of the development, whilst in Option 2, the buildings are serviced from within the plots (under a podium). The access roads on both options are based on the existing access into the site.
SITE 3

The site area is defined by the High Road to the south, Chiltern Railway line to the north, Park Lane to the west and the existing access road to the east. Wembley Court Parade is a three storey, brickwork, mock Tudor block with shops on ground floor and residential above.

Apart from multi-ownership of the area, the state of the back land is also very challenging. The back land area is not only used as a business car park, but is also used by a car repair business. Access to the back land via the passage under 428 High Road is regularly blocked with vehicles attempting to manoeuvre. All the flats above shops at Wembley Court Parade are accessed from the stairs at the back. Some of the duplex maisonettes have been subdivided into smaller flats.

Chesterfield House

Chesterfield House is located within the primary shopping frontage of Wembley Town Centre at the corner of Park Lane and Wembley High Road. The existing building is a seven storey 1960s building on a 2.67ha site comprising office and retail accommodation. Vehicular access to the site is off Park Lane.

A sustainable mix of uses

The council will support the following form of development:

- the provision of active ground floor uses with a mix of uses on the upper floors that could include office, hotel and/or residential uses (where suitable amenity space can be provided) and

- where hotel or residential uses are provided, the council may also seek a limited element of office use.
Scale of development
Although an opportunity for a taller building has been identified on the Chesterfield House site, heights should be limited to reflect those established by the newly approved and built schemes (Central Square and Elm Road).

New development on the Chesterfield House site should provide a set back of any building on the corner and the provision of an expanded public realm. The scale of any larger development on the corner site needs to represent a considered relationship to adjacent buildings through the use of set backs from the boundary and other architectural devices that may help to reduce the massing. Option 2 allows for significantly more development across the site, but heights should remain relatively low at 4-6 storeys on the frontage and 3-4 storeys above a podium at the rear.

Access and servicing
Option 1 allows for the provision of a new access road into the east of the site to improve servicing arrangements, whilst in Option 2 the access and servicing will principally be undertaken within the envelope of each building.
4.9 Optional Development Area Three: Mostyn Avenue

The area north of the railway comprises Network Rail owned land bounded by the Chiltern Railway to the south and existing residential areas of predominantly two storey housing to the north.

**Ecology considerations and development opportunities**

The Chiltern Railway embankments are designated Grade I for Nature Conservation Importance. The area is also protected as wildlife corridor and provides a continuous wildlife link between Barham Park and the River Brent. There is roughly 1 ha of vegetated area south of the railway line and 2 ha north of the railway line. Taken together this provides one of the largest areas of woodland in Brent. Development on the site of nature conservation importance will only be accepted where it provides substantial benefits to the town centre and meets the objectives of this SPD. Mitigation and compensation measures will need to be provided to ensure there is no overall net loss to biodiversity value and a continuous wildlife link is provided through the site.

Planning policy guidance for this area is set out in the council’s draft Site Specific Allocations 2010 (SSA W10). The UDP envisages potentially a more significant development linking both sides of the embankment with a range of town centre uses. The draft SSA in 2010 seeks a mixed use development on the south side of the Chiltern Railway and limited residential development on the north that is respectful of the nature conservation value of the northern embankment in particular.

Both the UDP and the SSA refer to the need for a more detailed masterplan that sets out key development considerations and this SPD is intended to fulfil this role. The adjacent plan illustrates one possible solution, which restricts residential development to the northern part of the embankment. This option uses the existing built form along Mostyn Avenue and enables a continuous street frontage to be created, thus reconnecting and successfully enclosing the street.
It is expected that any development close to Mostyn Avenue will be of a similar height to the existing properties and that development can then use the slope to increase storeys without increasing heights.

A possible alternative is to create a ribbon development between Mostyn Avenue and Park Court at the southern end of Lea Gardens, again restricting low scale residential development to the northern edge of the embankment and limiting the impact on the nature conservation value of the site.

Any redevelopment of this area should be accompanied by an assessment of the nature conservation value and contributions towards improvement of the nature conservation area with the potential to secure public access to this space.
Delivering Change
5.0 Delivering Change

5.1 Working together

The two largest pieces of land in the area are owned by Network Rail (site A) and Copland School (site P). Brent House (site Q) is owned by Brent Council.

Brent Council will work together with delivery partners to bring forward development in accordance with this guidance and the council’s Core Strategy and Site Specific Allocations (SSA) Development Plan Documents (see Section 6.0). The SSA document includes targets for the delivery of housing and the phasing of development.

If it becomes apparent that targets are unlikely to be met, the council will review its approach to delivery. Of particular importance is the council’s role in delivering or facilitating infrastructure provision necessary to enable development.

Brent Council has a key facilitation role to play in terms of:

- negotiating development proposals through the planning system,
- securing planning obligations/Community Infrastructure Levy,
- forming partnerships between delivery agencies and
- implementing public realm infrastructure projects.

Flagship projects will exist in which the council will have a direct role in delivery. For many other projects, delivery will rely on development coming forward, and the council will need to secure these projects through the planning process. The council does have compulsory purchase powers and will be minded to use them to remove blockages to the transformation of Wembley Link in order to deliver the stated objectives.
5.2 Development phasing

The delivery of regeneration across the Wembley Link area is likely to take more than a decade, so careful consideration has been made of the various options for the phased development of the area.

This notional sequence of development represents an indicative timeline for the implementation of projects on the ground. It is designed to illustrate a logical phasing of buildings that could enable distinctive places to be created with the right level of infrastructure to address the needs of new development.

Although there are many combinations of possible proposals and design schemes, the council is of the opinion that in the light of advanced negotiations, the south side of the High Road, encompassing Brent House and Copland School will come forward for development first. However, phasing in the Wembley Link area is not sequentially constrained or inter-reliant upon other phases or site proposals. The sequence of development is not designed to be overly prescriptive, as the council will assist in the development of all suitable sites, providing the necessary infrastructure can be delivered. A number of projects could be delivered at an early stage of development, such as Elizabeth House, Brent House and Chesterfield House. These all have the potential to build investor and community confidence and set the benchmark for design quality in the area. It is likely that the phasing of the Wembley Link will be dictated by land owner partnerships and cooperation. There is much to be gained from comprehensive development and the council encourages partnership working with fellow land owners, developers and Registered Providers.

5.3 Business relocation

The message of this SPD is clear. The run down Wembley Link area will be transformed into a sustainable mixed use community. As well as residential and retail accommodation, a supply of office space could be delivered that includes a range of units and sizes. Rents could be stair-cased or pump primed so that early years are more affordable, but could then increase as businesses grow. Units could be located around shared business administrative space (such as meeting space, reception and copying). This will require the management of space across premises.
5.4 Securing the infrastructure

Section 106 (S106) strategy
Contributions from Planning Obligations (S106 agreements) are determined and triggered by the quantum and nature of proposed development. The council has a Supplementary Planning Document that outlines its community benefits requirements and sets out a standard charge for most forms of development.

This SPD establishes a number of essential infrastructure priorities that would result from a comprehensive development of the Wembley Link area. The highest priority is to deliver a new, fit for purpose secondary school to replace Copland School. The second highest priority will be to seek contributions to junction and bridge improvements at the Triangle junction and the Chiltern Line railway bridge on Wembley Hill Road. The list below sets out potential mitigation to the public realm and open spaces in and around the High Road.

The total planning contributions will, of course, need to be tested against the viability of developments. The council is considering the conversion of the S106 standard charge into new Community Infrastructure Levy provisions and is likely to bring these forward later in 2011.

Social infrastructure
- Affordable housing
- Affordable work space/B1 office space
- Biodiversity measures including: maintenance, partial restoration and enhancement of the railway cuttings as a wildlife corridor
- Play space/community space
- Public conveniences
- Community access to school playing fields & facilities

Sustainability
- District wide or clustered Combined Cooling, Heat and Power
- Demolition Protocol
- Renewable energy (where energy savings are not met)
- Ensure appropriate recycling facilities are in place
- Sustainable Urban Drainage Systems (SUDS)
- Local sustainable transport measures
- Considerate Constructors scheme

Transportation
- Site wide cycling and walking routes and links to wider networks
- Parking strategy and travel plans
- Bus network enhancements

Others
- Bus priority and infrastructure improvements
- Smarter travel initiatives (separate from parking strategy)
- Traffic and public transport monitoring
- Car clubs
- Cycle clubs/cycle hire schemes
- Signage
- Car-free development

Social infrastructure

Social infrastructure

Social infrastructure

Social infrastructure

Social infrastructure

Social infrastructure

Social infrastructure
Policy Framework and Process
6.0 Policy Framework and Process

6.1 Status of the document

The Wembley Link SPD will be a Supplementary Planning Document to Brent’s Core Strategy (Policy CP7) which was adopted in July 2010 and also to SSA DPD Policies W7-W10.

The intention is to bring together and review policy for the Wembley area that is contained in the Wembley regeneration area chapter of the UDP and the SSA DPD together with the key guidance in various Wembley SPDs, to form a single Wembley Area Action Plan Development Plan Document (DPD). However, there is an urgent need to bring forward this SPD, particularly to assist in the provision of Copland School (since the collapse of the Building Schools for the Future programme), and also to set out the infrastructure improvements needed to Wembley Triangle and Wembley Hill Bridge. In the interim, this leaves a number of planning documents that need to be considered in the development of land in the Wembley Link.

Core Strategy, July 2010

Brent’s Local Development Framework (LDF) Core Strategy sets out the council’s ambitions for Wembley up to 2026 as the borough’s key growth area that will drive the economic regeneration of the borough. Policy CP7 seeks the provision of 10,000 new jobs and over 11,500 new homes in the Wembley area. It is intended that jobs will be provided in a range of sectors including retail, offices, hotels, sports, leisure, tourism, creative and cultural industries. New retail facilities are promoted with a growth of the town centre eastwards into the stadium area. As well as this substantial housing and jobs growth, social and physical infrastructure will be required to meet the needs of the new population living and working in the Wembley Area. http://www.brent.gov.uk/tps.nsf/Planning%20policy/LBB-26

London Plan, Consolidated with Alterations since 2004

The London Plan is also part of the council’s Development Plan and is used in determining planning applications in the borough. Wembley is an Opportunity Area in the London Plan.

Opportunity Areas are identified as areas with good public transport facilities, capable of accommodating substantial growth with appropriate social infrastructure. Wembley is also recognised as an important visitor attraction.

Brent’s Unitary Development Plan (UDP) 2004

Policy WEM28 deals with development sites in the Wembley Link area, WEM28 (e) sets out development proposals for Copland School and WEM28(f) for Chiltern Line cuttings.

Wembley Masterplan SPD 2009

This document sets out a clear strategy for the development of the area to the north and east of the stadium over the next 20 years. It has significant impacts for development in the Wembley Link area and any potential developer should fully consider this document in order to provide a response that is successfully coordinated with the wider Wembley area.
Site Specific Allocations (SSA) Development Plan Document (DPD), Submission version June 2010

These policies and proposals will be replaced by proposals within Brent’s draft Site Specific Allocation DPD, notably with the following sites:

W7 Chesterfield House  
W8 Brent House & Elizabeth House  
W9 Wembley High Road  
W10 Wembley Chiltern Embankments

The SSAs can be seen in full in the submission version at: http://www.brent.gov.uk/tps.nsf/Planning%20policy/LBB-27.

The Site Specific Allocations DPD is the subject of an Examination in Public (EIP) in November 2010 before an independent inspector who may recommend changes to the current draft. Once this process is complete the council will be able to adopt the Site Specific Allocations Document as a DPD in Summer 2011.

The Wembley Link SPD
The role of this SPD is to set out more detailed proposals than the strategic policies in the Core Strategy and the broad parameters for development set out in the Site Specific Allocations. The Wembley Link is the result of a considerable body of work to ensure that the proposals are realistic, viable and deliverable.

The proposals in this document are set out in some detail, but the council is clear that they will be interpreted flexibly to deal with changing circumstances. They are not intended as a rigid blueprint for future proposals but simply to provide the public, partner organisations, developers and landowners of the nature and quality of development that the council is seeking.
6.2 The masterplan process

There has been a considerable amount of work undertaken prior to the production of this masterplan. In order to bring forward regenerative proposals on this challenging site the council has looked carefully at ways of developing the Wembley Link area and considered the viability of a number of options.

The adjacent illustrations show some of the previous design ideas for the Wembley Link.

At an early stage of the process a comprehensive transport assessment of the area was undertaken. The study looked at the existing situation and a series of future development scenarios in order to gain a full understanding of the likely impacts of development over time.
6.3 Consultation process

This SPD has followed a rigorous programme of consultation with local residents, groups and organisations.

<table>
<thead>
<tr>
<th>KEY DATE</th>
<th>EVENT</th>
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<tbody>
<tr>
<td>20 October 2010</td>
<td>Planning Committee approves draft SPD</td>
</tr>
<tr>
<td>1 November 2010</td>
<td>Public consultation commences</td>
</tr>
<tr>
<td>10 November 2010</td>
<td>Exhibition (Copland School)</td>
</tr>
<tr>
<td>24 November 2010</td>
<td>Public consultation meeting (Patidar House)</td>
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<tr>
<td>17 December 2010</td>
<td>Consultation ends (seven weeks)</td>
</tr>
<tr>
<td>9 March 2011</td>
<td>Report to Planning Committee</td>
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<tr>
<td>14 March 2011</td>
<td>Executive Committee</td>
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</table>

6.4 Contacts and useful links

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**USEFUL LINKS:**
www.brent.gov.uk/wembley
www.brent.gov.uk/planning

**Disclaimer**
The information contained in this SPD is, as far as Brent 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 SPD.

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

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