

Wembley Area Action Plan

Proposed Main Modifications

The proposed main modifications (PMM) below are expressed either in the conventional form of ~~strikethrough~~ for deletions and underlining for additions of text, or by specifying the modification in words in *italics*.

The page numbers and paragraph numbering below refer to the Proposed Submission DPD dated March 2013.

Ref	Page	Policy/ Paragraph/ Map	Proposed Main Modification
PMM1	13	Para 2.8	Amend text as shown: <u>Most new</u> retail floorspace will be located in an extended Wembley town centre which will <u>adjoin</u> connect the existing centres of Wembley and Wembley Park <u>town centre</u> . The new designer outlet centre, next to the Hilton hotel, includes around 85 shops, restaurants and cafés, and a nine screen cinema. A new pedestrian and cycle priority boulevard will create a link through the heart of the growth area to a new shopping street north of Engineer's Way.
PMM2	40	Map 4.4	The area covered by Site Proposal W18 is to be shown as a Site Appropriate for Tall Buildings rather than a Site Sensitive to Tall Buildings.
PMM3	58	Para 6.25	Insert the following text after the final sentence of the paragraph: <u>There may be exceptional circumstances where it can be demonstrated, for example for reasons of maintaining town centre vitality and viability, that there is a need for parking provision above that normally allowed by the maximum standards, subject to the usual transport assessment.</u>
PMM4	59	Policy WEM15	Amend the policy as shown: The council will <u>apply</u> car parking standards in Wembley as set out in the tables above <u>unless, in exceptional circumstances, it can be demonstrated that there is an overriding need for a higher level of provision.</u>
PMM5	67	Map 6.3	Amend the legend of Map 6.3 where it shows 'Corridor improvements to support non-car modes and local vehicular access' by adding: <u>and local vehicular access including for stadium events.</u>

PMM6	70	Policy WEM 18	<p>Amend the policy as shown:</p> <p>The housing mix guidance provided in table 7.1 will be applied in the relevant parts of Wembley to the Districts as defined by the map on page 132 of the Wembley Masterplan. Additionally, new Affordable Rent that meets <u>addresses</u> the needs of households eligible for social housing, with eligibility determined with regard to local incomes and local house prices, will be accepted <u>encouraged</u> as part of the tenure mix.</p> <p>The council will encourage intermediate affordable housing tenures, such as discounted market sale products, where the council or other registered providers can secure future equity payments that can be recycled into new affordable housing.</p> <p><u>The maximum amount of affordable housing, subject to viability and the achievement of other planning objectives, will be sought.</u></p>
PMM7	76	Para 8.5	<p>Amend text as shown:</p> <p>There are no <u>few</u> development opportunities identified within the centre itself - currently approved applications lie outside the town centre boundaries. <u>A small extension (shown on Map 8.1) is proposed for the town centre which will include Site W23 which is designated for ground floor retail uses.</u> South of the centre, construction has started on a new Wembley designer outlet centre and cinema and food and drink complex alongside the new Wembley pedestrian boulevard. Also, in 2011 planning consent was granted for a new retail street which will link the Boulevard with Wembley Park centre. This will be a further extension of Wembley town centre as the new boulevard will extend from close to Wembley Stadium station eastwards to Engineers Way.</p>
PMM8	76	Para 8.6	<p>Insert additional text at the end of the paragraph:</p> <p><u>New development which will expand the centre includes the Wembley designer outlet centre, cinema and food and drink complex alongside the new Wembley pedestrian boulevard. In 2011 planning consent was granted for a new retail street outside the existing town centres which will link the Boulevard with Wembley Park centre. The Wembley Area Action Plan will therefore extend Wembley town centre boundary northwards to reflect these permissions for new town centre development (shown on Map 8.1).</u></p>

PMM9	76-77	Para 8.7	<p>Insert additional text at the end of the paragraph:</p> <p><u>The two centres of Wembley (Major centre) and Wembley Park (District centre) will continue to be considered as two separate centres, although the boundaries will be contiguous. The extension to Wembley town centre will strengthen its role as a Major Centre. The town centre hierarchy will remain in place until such time that any change in the role of the centres can be reflected in future alterations to the London Plan town centre network.</u></p>
PMM10	78	Para 8.15	<p>Amend paragraph heading:</p> <p>Expansion of Town Centres</p> <p>Delete across the new part of the centre extending from the final sentence.</p>
PMM11	78	Para 8.16	<p>Delete the word: the and insert: <u>Wembley</u> between 'expand' and 'town centre' in the first sentence.</p>
PMM12	78	Para 8.17	<p>Amend as shown:</p> <p>The boundary of Wembley town centre defined in the Core Strategy takes account of, and includes, land where consents have been granted for retail expansion. This includes land at South Way close to Wembley Stadium station as well as the proposed outlet centre, cinema, etc., currently under construction to the west of the Stadium. However, since the Core Strategy was adopted in 2010, consent has been granted for a further 30,000 sq m of new floor space on the NW Lands to provide a new shopping street between the two centres. When all schemes are implemented, there will be largely continuous active frontage from Ealing Road to Bridge Road. It is logical to define the town centre from Wembley Park to Ealing Road as shown on Map 8.1. The scale of proposed new development is in keeping with a major town centre and it is therefore logical to extend Wembley town centre to include this area (shown on Map 8.1). This includes the office buildings and hotel on the east side of Olympic Way. Within this, The long-standing designated Primary and Secondary frontages will remain largely as currently defined for the present, although the council is committed to reviewing these once the new retail and leisure developments (Quintain stage 1 and North West Lands) are built out and open.</p>

PMM13 Also Also Also	79	Map 8.1 Map 2.1 Map 21.1 Map 21.2	Delete the single town centre boundary for Wembley and insert tangential boundaries of the extended Wembley Park Town Centre and the extended Wembley Major Town Centre. Apply diagonal hatching to the extension to the Wembley Park Town Centre and vertical hatching to the extension to the Wembley Major Town Centre. Make corresponding modifications to maps 2.1, 21.1 and 21.2.
PMM14	87	Policy WEM30	Amend the policy to delete energy centre and insert <u>heat network</u>
PMM15	88	Policy WEM32	Amend the policy as shown: Development proposals <u>should</u> must incorporate urban greening measures such as green roofs, green walls, trees and soft landscaping. Wherever possible, opportunities to connect new green spaces to existing green spaces should be maximised to help create green infrastructure. Where site constraints limit the level of urban greening that can be provided on site, a financial contribution will <u>may</u> be required. Local food growing facilities will be supported as stated in (see policy WEM 38 <u>36</u> in the Open Space chapter).
PMM16	89	Policy WEM33	Amend policy WEM 33 by inserting text as shown: All proposed development in Flood Zones 2 and 3, <u>and proposed developments over 1 ha in flood zone 1,</u> will require a detailed Flood Risk Assessment (FRA), in accordance with Section 6.7 of Brent's Strategic Flood Risk Assessment.

PMM17	102	Site	Delete the word indicative from the development capacity for each of these site proposals.
Also	103	Proposal	
Also	104	W1	
Also	105	W2,	
Also	106	W3,	
Also	109	W4,	
Also	110	W5,	
Also	111	W6,	
Also	112	W7,	
Also	113	W8,	
Also	114	W9,	
Also	115	W10,	
Also	116	W11,	
Also	117	W12,	
Also	118	W13,	
Also	121	W15,	
Also	121	W17,	
Also	121	W18,	
Also	122	W20,	
Also	122	W21,	
Also	122	W22,	
Also	123	W23,	
Also	125	W24,	
Also	126	W25,	
Also	127	W26,	
Also	128	W27,	
Also	128	W28.	
PMM18	102	Chapter 12	Insert new text at the beginning of the section on site proposals: <i>The residential development capacity figures for individual sites are subject to development proposals meeting design considerations, amenity standards and minimum space standards (as set out in London Plan policy 3.5) and optimising housing potential as required by London Plan policy 3.4.</i>
Also	108	Chapter 13	
Also	121	Chapter 14	
Also	125	Chapter 15	
PMM19	104	Site W3	Insert additional text at the end of the first paragraph of site Proposal W3, Chiltern Line Cutting North, as shown: <u>The council will support limited development of the north cutting where it connects from the south (Site Proposal W4) and supports commercial development which benefits the town centre.</u>

PMM20	104	Para 12.15	<p>Amend the supporting justification for Site Proposal W3 as shown:</p> <p>As the whole of the cutting on the north side is identified as an Area of Nature Conservation Importance as well as a Wildlife corridor, then <u>more</u> significant development would be appropriate only if there were substantial benefits in terms of the regeneration of the town centre as well as major compensatory provision for the loss of habitat. The existing residential areas to the north are predominantly two storey which limits also the scale of development that would be appropriate. Consequently, only a limited development can be accommodated.</p>
PMM21	104-105	Site W4	<p>Amend paragraph 2 of the Site Proposal, as shown:</p> <p>The council's objective is to transform the Wembley Link area into a sustainable mixed use community. This would be best delivered through developing the concept for cafés, restaurants and bars and appropriate retail, <u>including potentially a food store along the frontage.</u>, potentially with Office Residential development should form part of any mixed use scheme. above these, and residential above this, where appropriate. Offices, student accommodation or hotel would also be appropriate within this site. Development proposals should include active frontages.</p>
PMM22	105-106	Site W5	<p>Amend Site Proposal W5, as shown:</p> <p>The ground floor on the High Road frontage should be commercial retail development, potentially including a medium sized food store (approximately 6000m²) with associated car parking. Residential development either above or adjacent to the retail should include a high proportion of family housing.</p>
PMM23	108-109	Site W6	<p>Amend the Development Capacity for the site as shown: 264 <u>400</u></p>
PMM24	111	Site W9	<p>Amend the Development Capacity as shown: 60 <u>100</u> units</p>
PMM25	113	Site W12	<p>Amend the Development Capacity as shown: 815 <u>1300</u> units</p>
PMM26	113-114	Site W13	<p>Amend the Development Capacity as shown: 50 <u>100</u> units</p>
PMM27	117-118	Site W18	<p>Amend the Development Capacity as shown: 500 <u>700</u> units</p>
PMM28	118	Site W19	<p>Insert: <u>Development Capacity: 1500 units</u></p>

PMM29	125	Site W25	Insert at the end of the 3 rd paragraph of the site proposal: <u>The viability of development will be taken into account in assessing the appropriate width of the buffer strip and the level of contribution towards restoration work.</u>
PMM30	126	Site W26	Insert after: ‘... will be required to contribute towards the restoration work.’ <u>The viability of development will be taken into account in assessing the appropriate width of the buffer strip and the level of contribution towards restoration work.</u>
PMM31	127	Site W27	Insert at the end of paragraph 4: <u>The viability of development will be taken into account in assessing the appropriate width of the buffer strip and the level of contribution towards restoration work.</u>
PMM32	156	Para 21.1	Amend as shown: The following maps show the detailed changes to the Proposals <u>Policies</u> Map as a result of the Wembley Area Action Plan. These include the extensions to Wembley and Wembley Park town centre boundaries y extension which combines Wembley and Wembley Park into one town centre , release of two sites from the Strategic Industrial Land <u>Location</u> (SIL), and the SIL area proposed for change from Preferred Industrial Land to Industrial Business Park.