

Opportunity Area Portrait

Wembley



Introduction

List of acronyms and abbreviations

- OA: Opportunity Area
- LP: London Plan
- GLA: Greater London Authority
- TfL: Transport for London
- OAPF: Opportunity Area Planning Framework
- CAZ: Central Activities Zone
- LESD: London Employment Sites Database
- SHLAA: Strategic Housing Land Availability Assessment
- LB: London Borough
- RB: Royal Borough
- AAP: Area Action Plan
- SPD: Supplementary Planning Document
- SIL: Strategic Industrial Land
- LSIS: Locally Significant Industrial Sites
- BID: Business Improvement District
- CEZ: Creative Enterprise Zone

Introduction

Purpose of this document and clarifications



What is a pen portrait:



- A strategic analysis/ summary of an OA.
- We collected a series of data on delivery of homes, jobs, town centres and high streets, transport, land use and industrial land to assess local change at a strategic level, to better understand places in the OAs, and evaluate how they are performing against the expectations in the London Plan 2021.

How will this information be used?



- This evidence base supports the OA propositions in the Towards a new London Plan document.
- The OA propositions include:
 - change in the status of the OA to reflect the housing and/or infrastructure delivery since 2019
 - highlight opportunities to review the OA boundary and/ or OA designation.

Data sources and clarifications

Homes

- The London Plan 2021 identifies indicative homes capacities (10 year, 22 year).
- The indicative homes capacities are based on the SHLAA 2017.
- The monitoring year for the London Plan 2021 starts in 2019.
- This document includes an overview on the progress against the SHLAA 2017 to understand what has happened in the OA.
- Acknowledging that a lot has changed since 2017, including the adoption of new development plans, the current document provides an overview of site allocations based on the latest publicly accessible information.
- All spatial data is available in the London Datastore, unless stated otherwise.
- All data relating to development progress is available via the Planning Data Hub, unless stated otherwise.

Introduction

Purpose of this document and clarifications

Data sources and clarifications

Jobs



- The LESD is a database that records recently completed employment developments and those in the pipeline in London to produce an estimate of London’s additional employment capacity.
- Since the adoption of the London Plan 2021, a new London Employment Sites Database was produced in 2021. This provides up to date estimates by OA.
- A jobs dashboard has been produced to monitor the jobs’ performance in the OAs.

Local Plan status



- Local Plan status information is based on publicly available data, or information received by the boroughs.

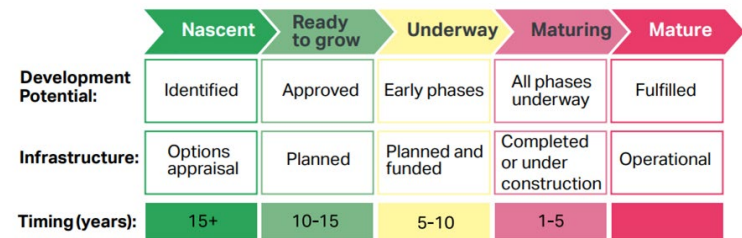
OA boundaries

- The London Plan designates OAs, whilst the boundary can be adopted through development plans. See more on [OA boundaries](#).

OA status - London Plan 2021

- The OA categorisation in the Key info refers to the London Plan 2021 Figure 2.2 - OAPF process diagram, also shown below:

Figure 2.2 - OAPF process diagram

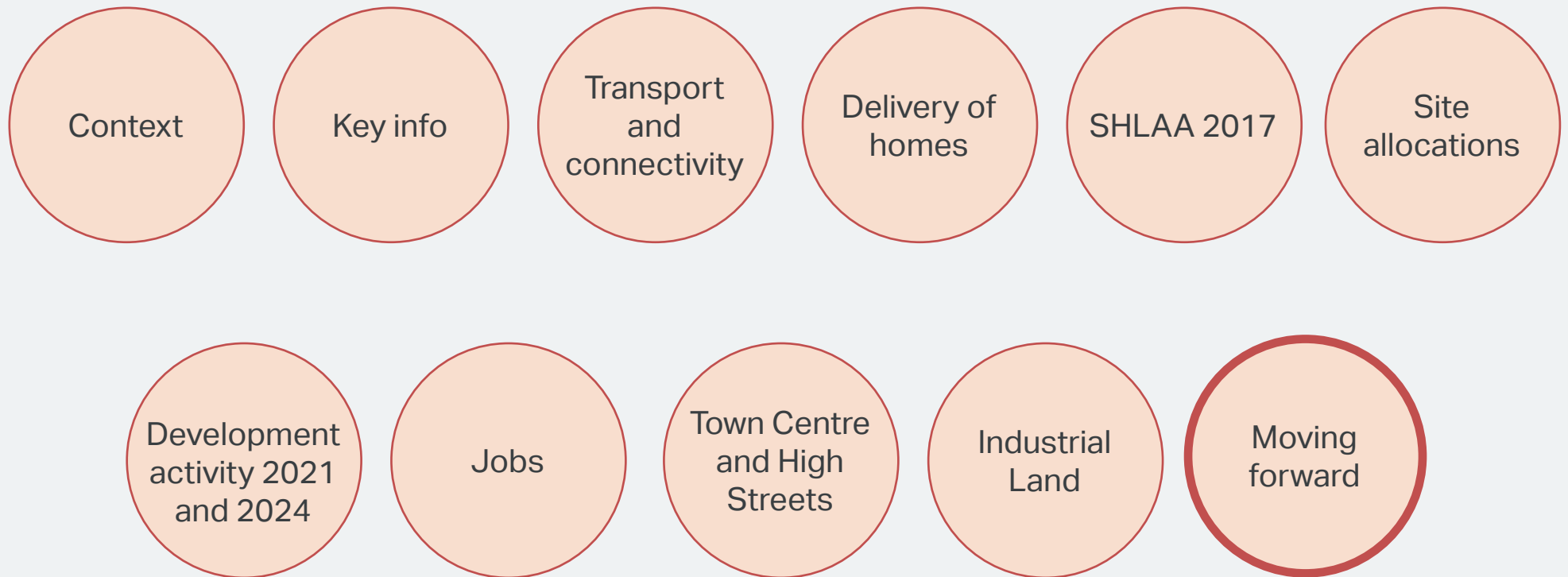


Additional resources

- Growth Corridors: [Engagement summaries from Planning for London events \(November/December 2024\)](#)
- Opportunity Area monitoring GLA [webpage](#).

Introduction

Contents



* This section refers to existing/ emerging strategies for the OA.

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Context

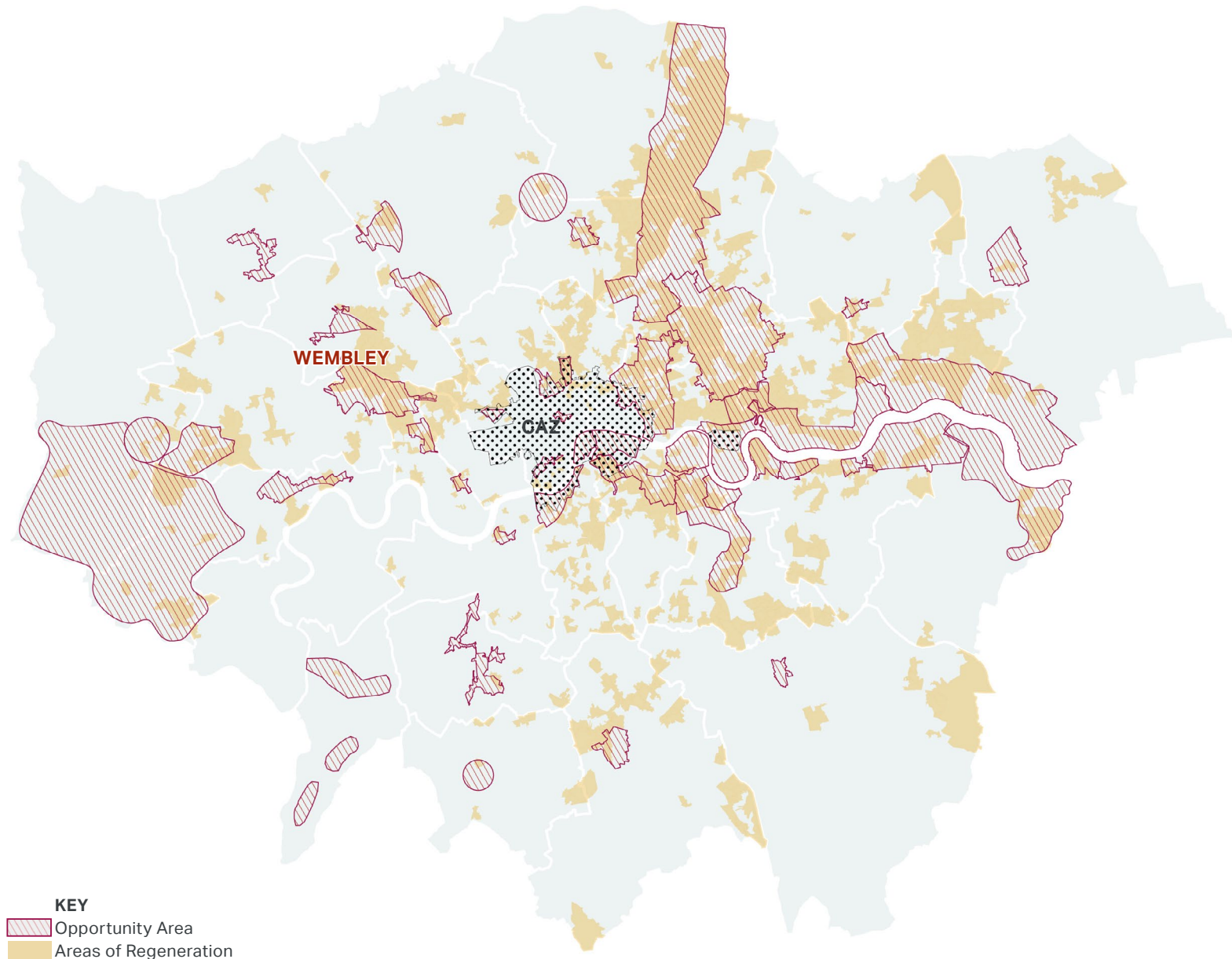
OAs in the CAZ

- King's Cross (Maturing)
- Tottenham Court Road (Maturing)
- Victoria (Maturing)
- Waterloo (Maturing)
- London Bridge/ Bankside (Maturing)
- Euston (Ready to Grow)
- VNEB (Underway)
- Elephant & Castle (Underway)
- Part of City Fringe/ Tech City (Underway)
- Paddington (Underway)

The OA is not within the CAZ.

Areas of Regeneration

Areas of regeneration in the OA and extending north and south (St Raphael's estate) in the east.

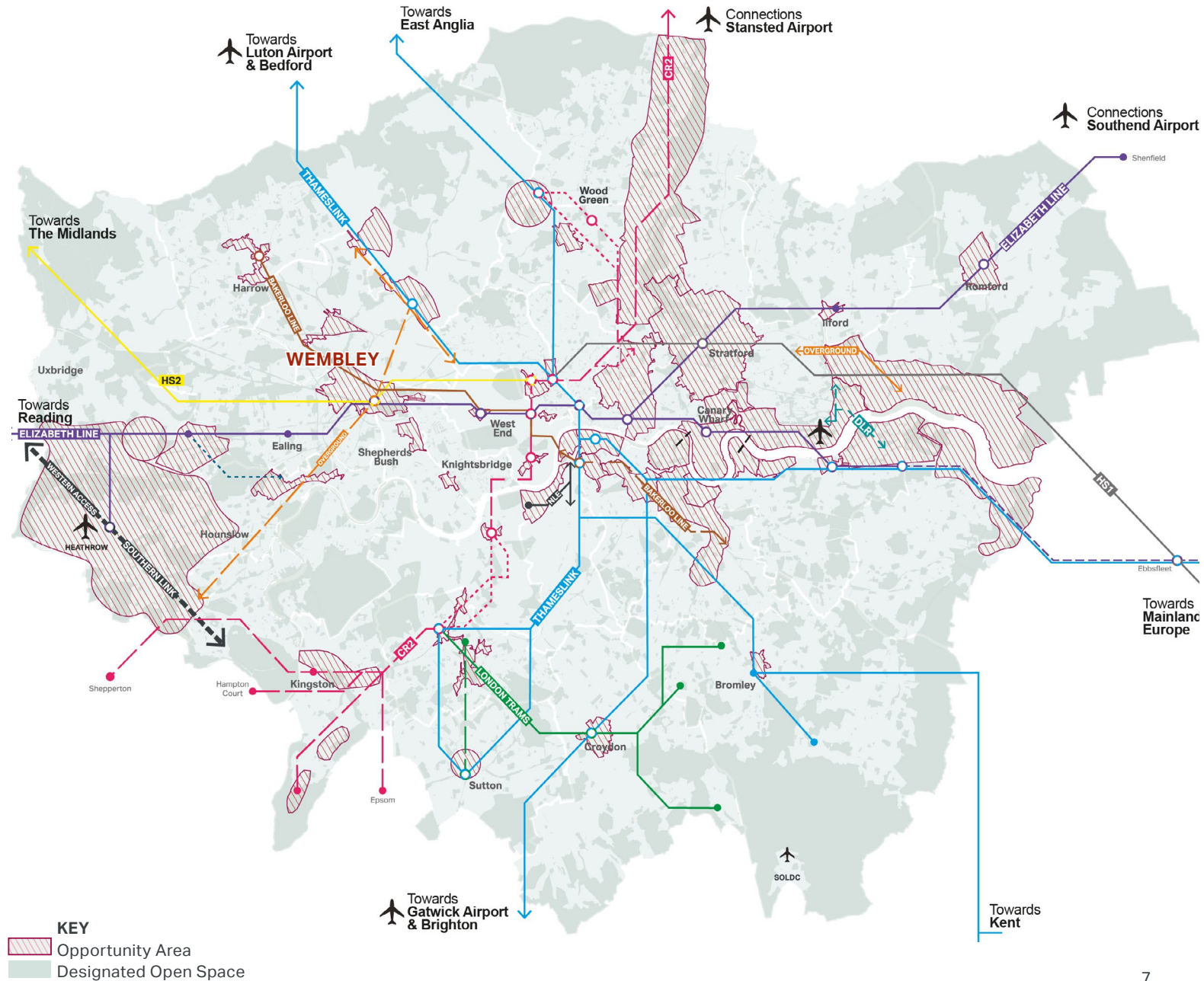


Source: Areas of Regeneration as per London Plan 2021

Wembley Context

Transport and Growth Corridors

- Wembley OA sits within the **High Speed 2/ Thameslink** corridor and benefits from the Bakerloo Line and National Rail.



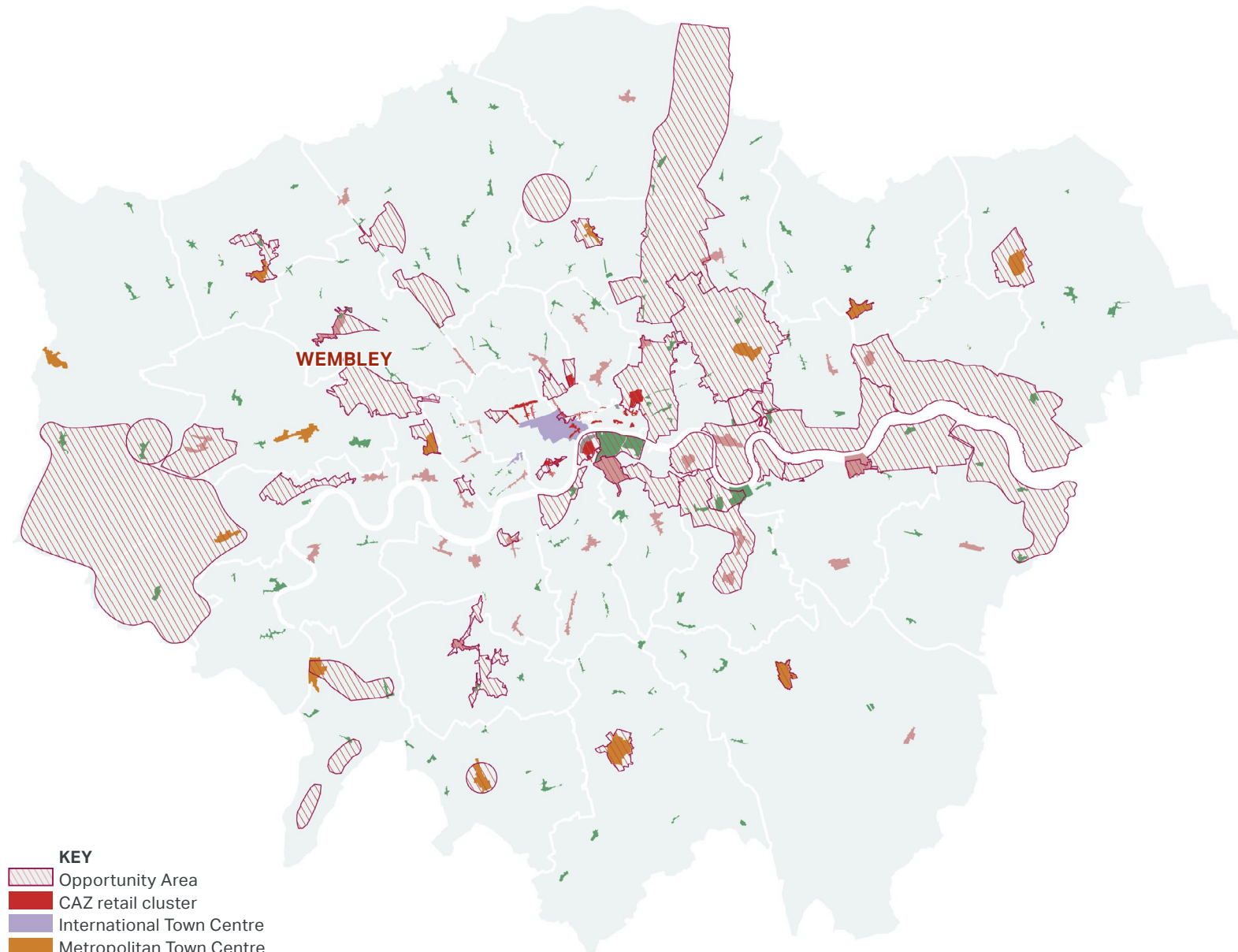
Wembley

Context

OAs and Metropolitan Town Centres

- Olympic Legacy (Maturing)
- Harrow & Wealdstone (Underway)
- White City (Underway)
- Croydon (Ready to grow)
- Romford (Ready to grow)
- Ilford (Ready to grow)
- Wood Green (Nascent)
- Kingston (Nascent)
- Bromley (Nascent)
- Sutton (Nascent)

The OA is home to Wembley Park District Town Centre and Wembley Major Town Centre.



Source: Planning Data Map

Wembley

Key info

London Plan Designation Year

2004 2008 2011 2016 2021

Borough

LB Brent

Area

Tottenham
Court Road
19 ha

Wembley
235 ha

Lee Valley
3,926 ha

OA specific plans

Wembley Action Plan (2015); superseded by the Local Plan

Local Plan status

Adopted in 2022

Growth Corridor

Highspeed 2/Thameslink

Housing Delivery Test 2023

None

OA status (London Plan 2021)

Nascent Ready to Grow Underway Maturing Mature



London Plan 2021 capacities by 2041



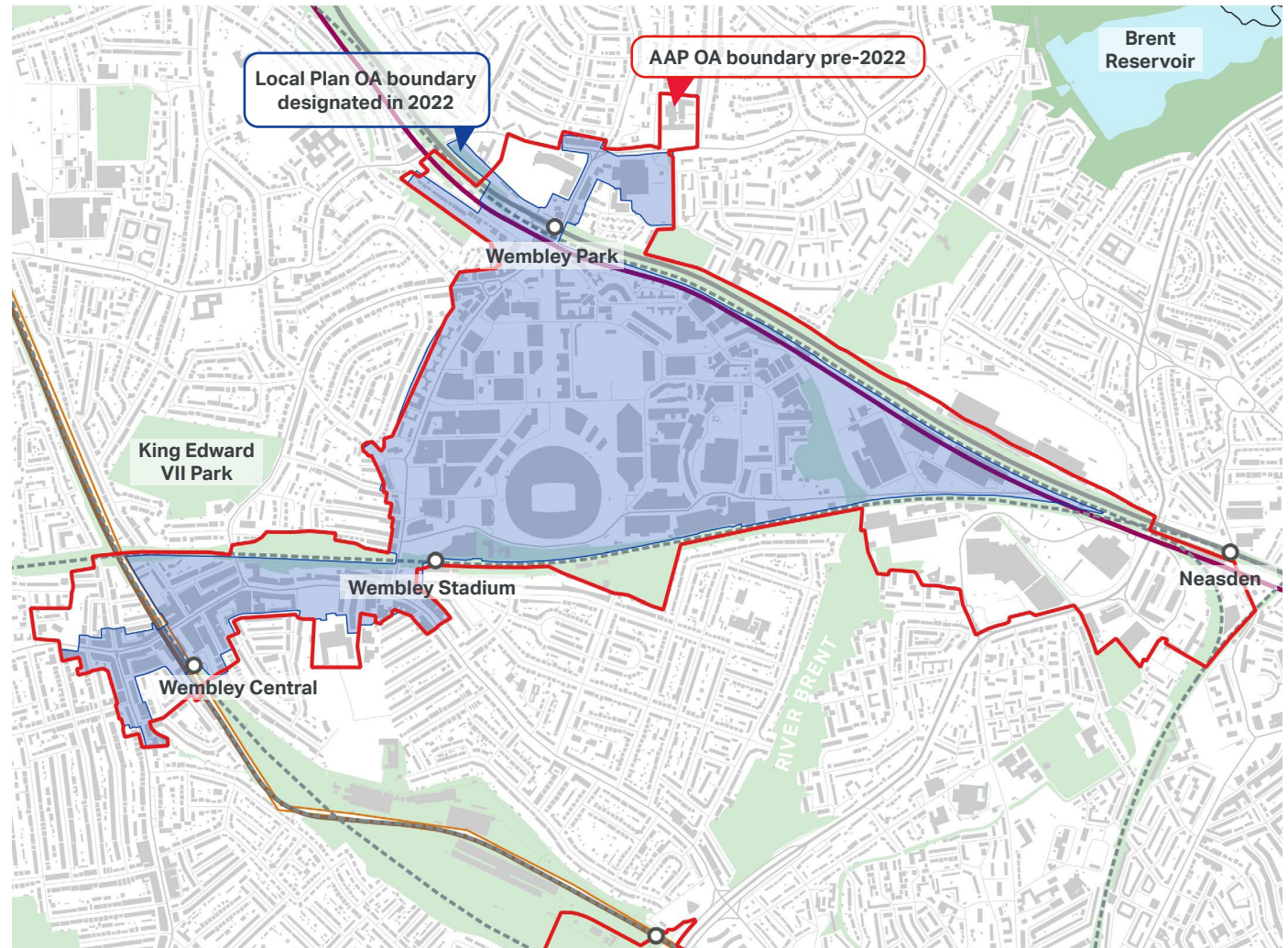
Source: Google Earth

KEY
Opportunity Area

*Note that the LESD (2021) decreased the capacity to 13,100 new jobs

Wembley

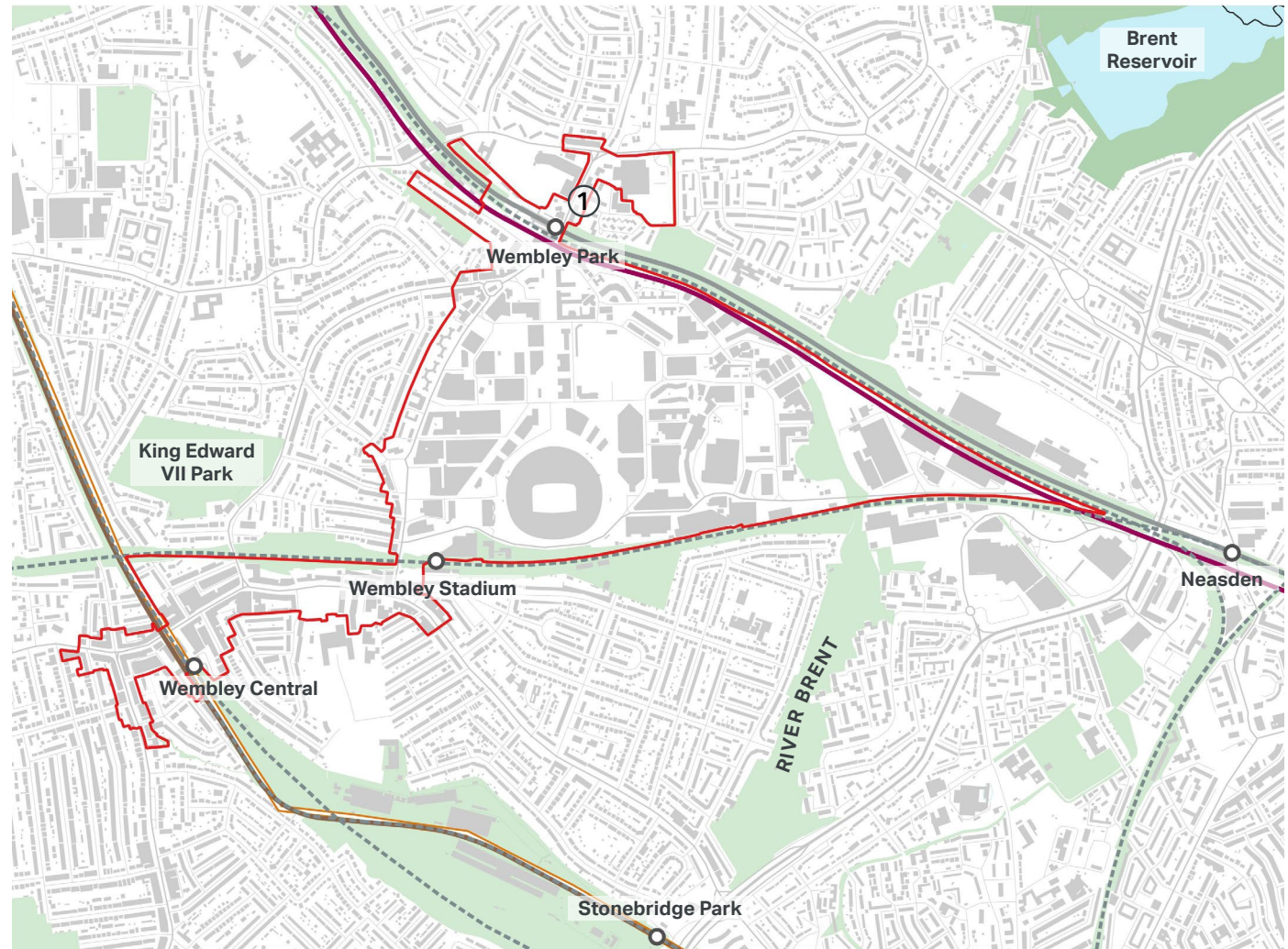
Key info: Boundary change











Wembley

Transport and connectivity

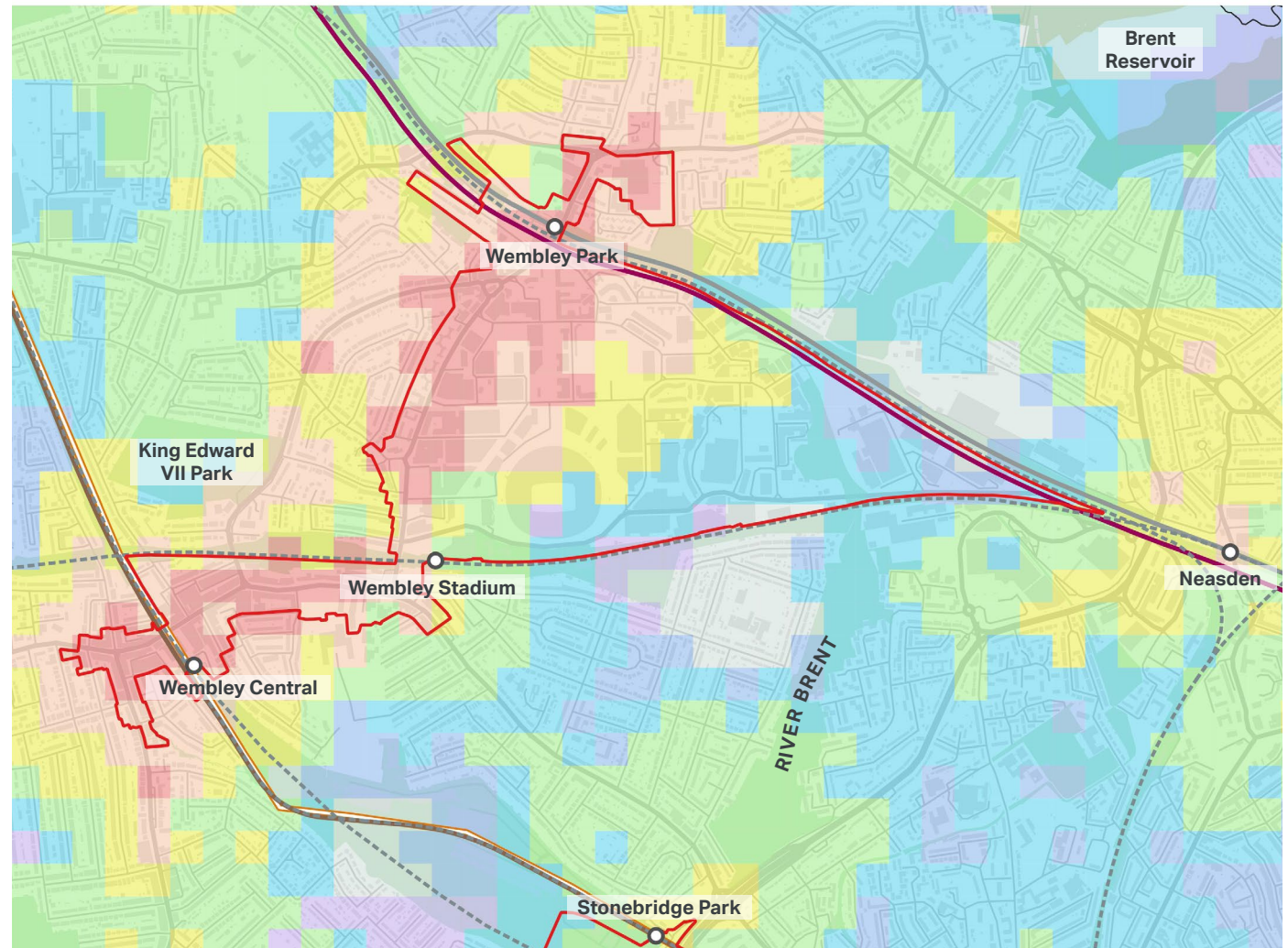
- Well-connected OA; TfL identifies Wembley as an area that transport is not holding back development.
- According to the adopted Brent Local Plan the area is well served by public transport and could benefit from additional cycle routes.



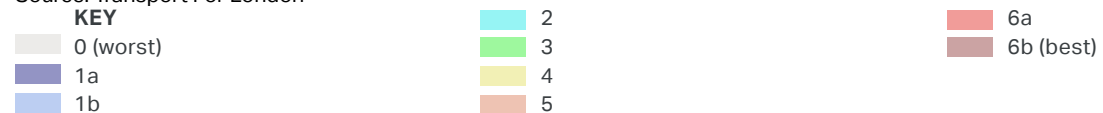
KEY			Station		Overground
	Opportunity Area		National Rail		Metropolitan line
	Metropolitan Open Space		Jubilee line		
	Other Open Space				

Wembley

Transport and connectivity: PTAL 2031



Source: Transport For London

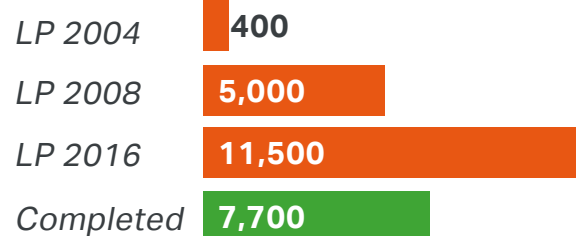


Wembley

Delivery of homes

Delivery pre-2019

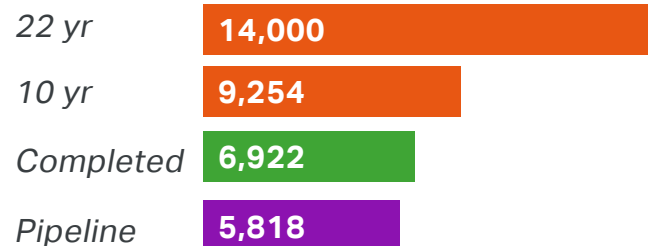
Completions since designation against capacity



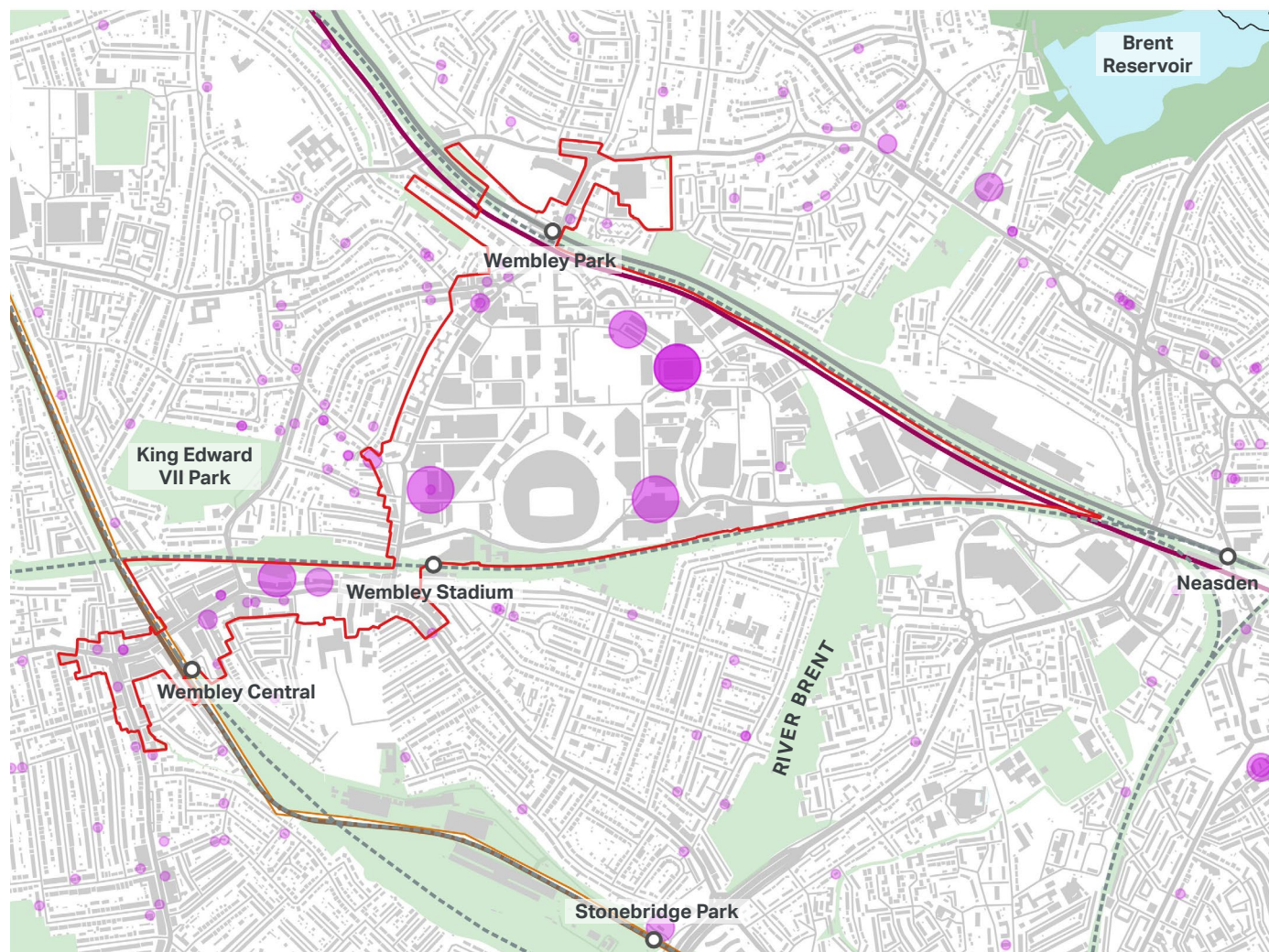
The OA exceeded its capacity at designation, and between 2004 and 2019 delivered 70 per cent of the LP 2016 indicative homes capacity set for 2031.

Delivery post - 2019 (London Plan 2021)

Progress against 22yr, 10 yr capacity



The OA delivers approximately 1,400 homes by year, against an indicative capacity of 925 per year.



KEY
 [Red outline] Opportunity Area
 [Purple circle] Pipeline (Planning Datahub, May 2023). Size of circle is proportionate to the number of homes.

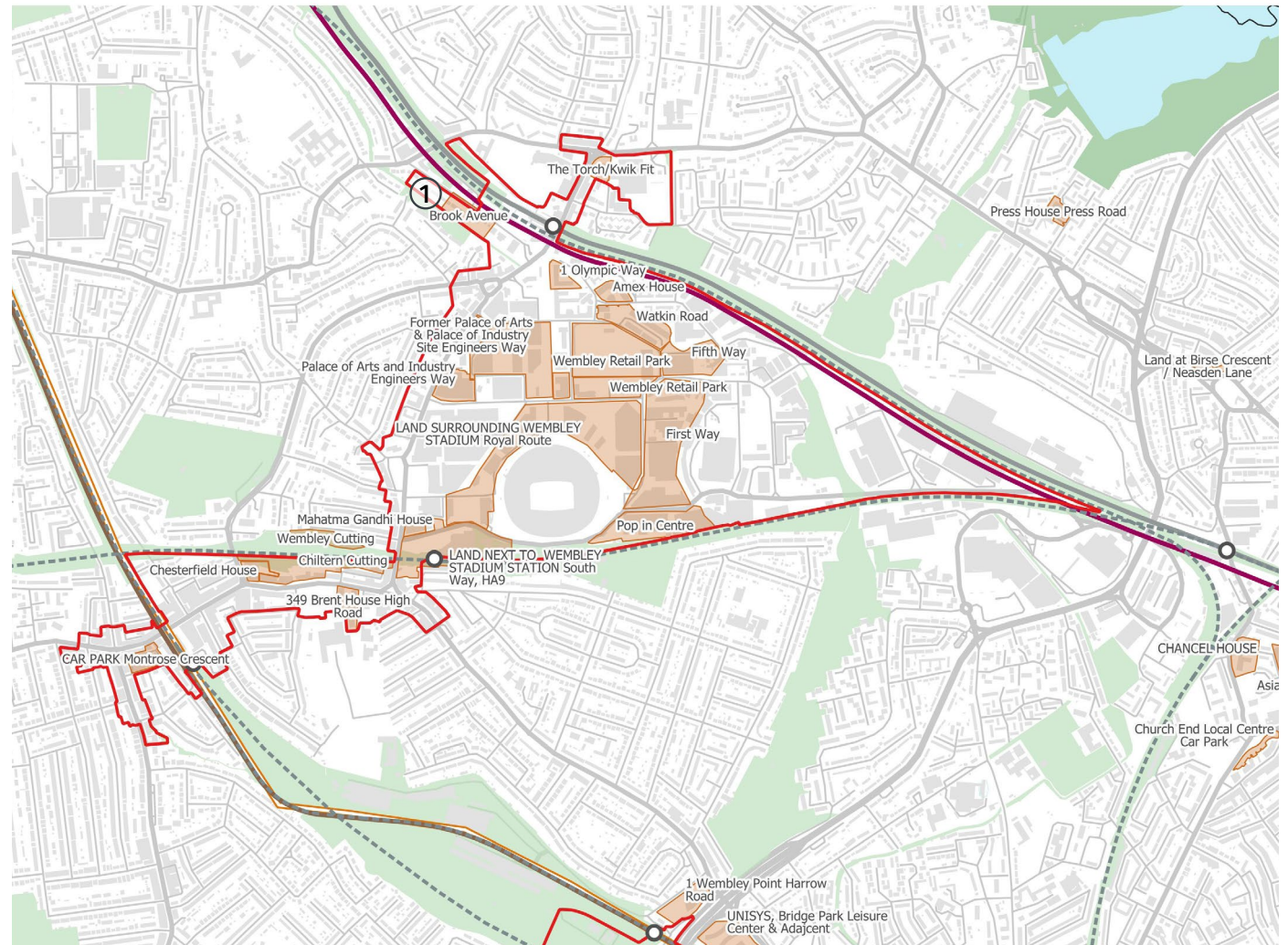
*[Completions](#) account for all types of supply between 2019/2020 to 2023/2024.

** [Residential Pipeline in 2023/2024](#)

Wembley

SHLAA 2017: Approvals and allocations

- Most of the sites were approvals and allocations with progress of exceeding or meeting the SHLAA.



KEY

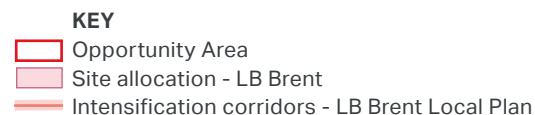
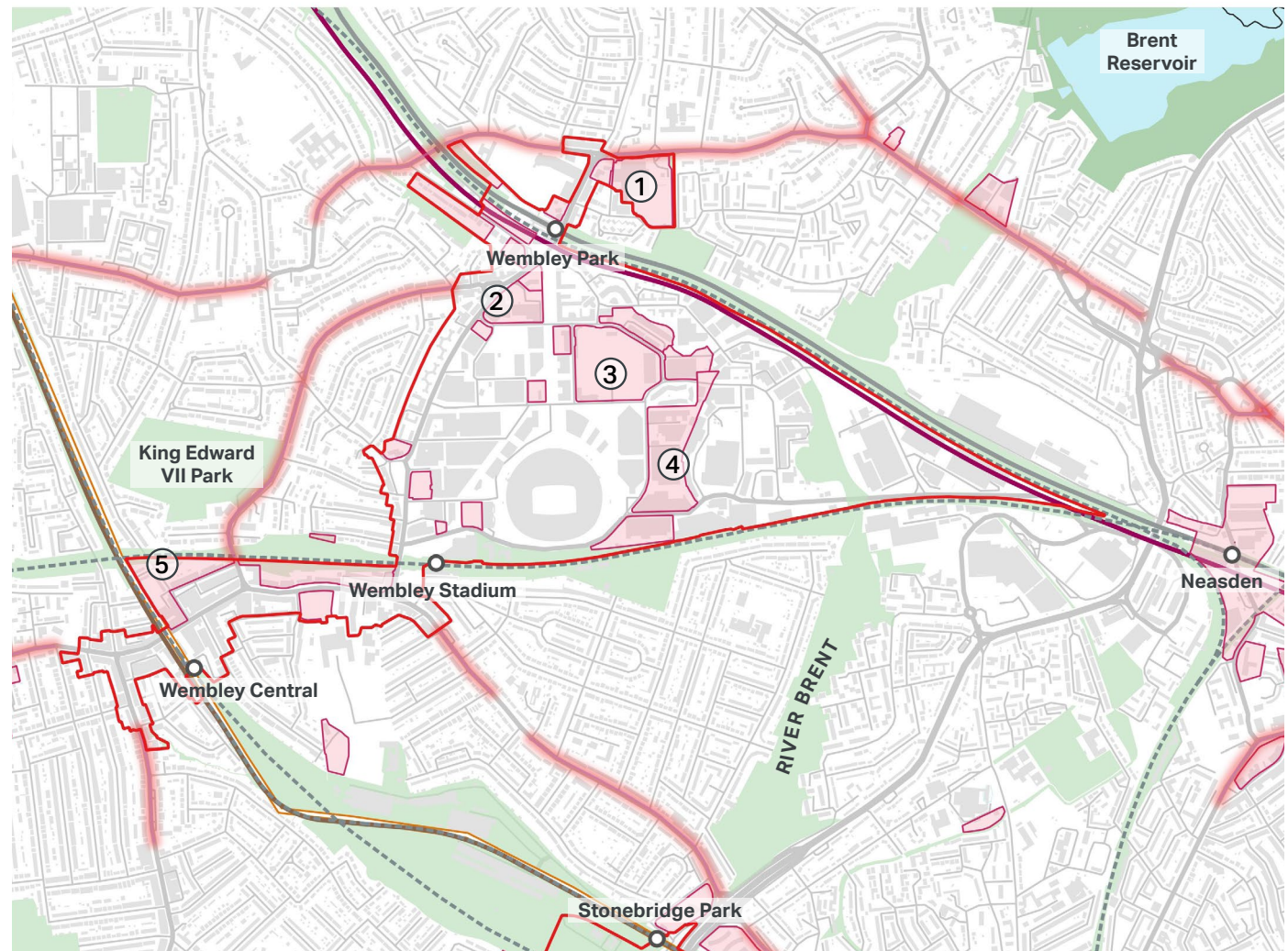
Opportunity Area

Approvals and Allocations (SHLAA, 2017)

Wembley

Site allocations: LB Brent Local Plan

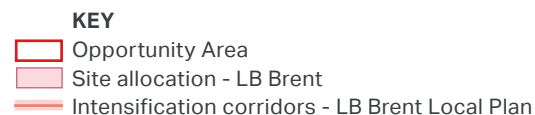
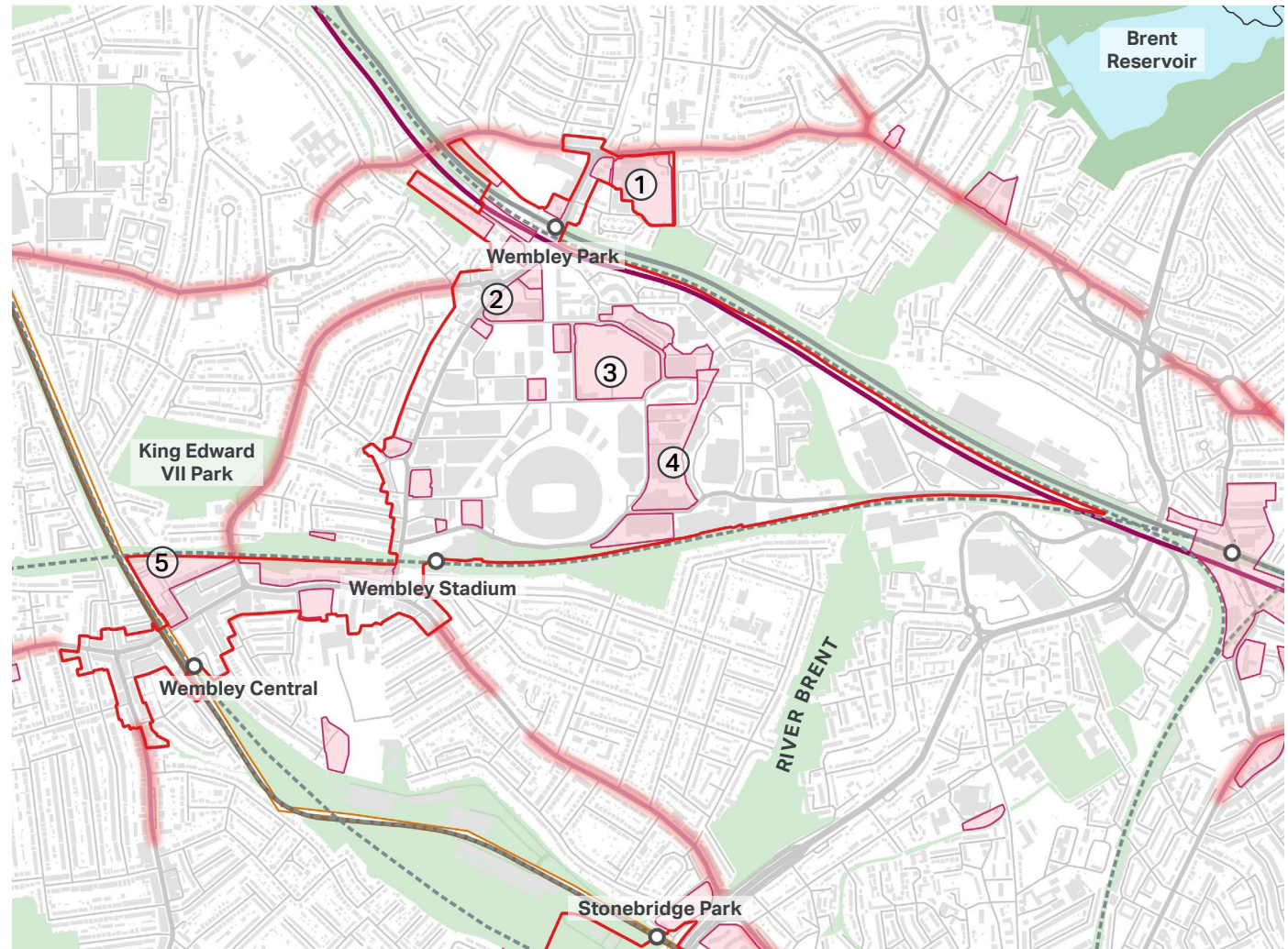
- ① **Asda:** site is in pre-planning. LP Brent identifies the potential for 485 new homes.
- ② **Fulton Quarter:** 995 new homes. Application permitted before 2023 and not implemented.
- ③ **Wembley Retail Park:** 2,260 new homes. under construction. Granted application in 202, but not implemented.
- ④ **First Way:** 1,323 new homes. Approved planning application 17/3797 for the demolition of the existing buildings and erection of a part 7/9/10/11 storeys building, comprising educational use (Use Class D1), office use (Use Class B1(a) and student accommodation (Use Class Sui Generis), with ancillary external landscaping.



Wembley

Site allocations: LB Brent Local Plan

- ⑤ **Elm Road:** LP Brent identifies potential for 400 dwellings. Permission granted to 1-7, 9, 11 and 11A Elm Road in 2018 for demolition of existing hotel buildings and erection of 5 storey 226 bed aparthotel plus 5-storey basement (18/4063).
- ⑥ LB Brent identifies intensification corridors shown on the map.



Wembley

Development activity 2021



Source: vu.city

KEY

- Consented
- Under construction
- Completed

Wembley

Development activity 2024

- Consented schemes to the north - east of the stadium.



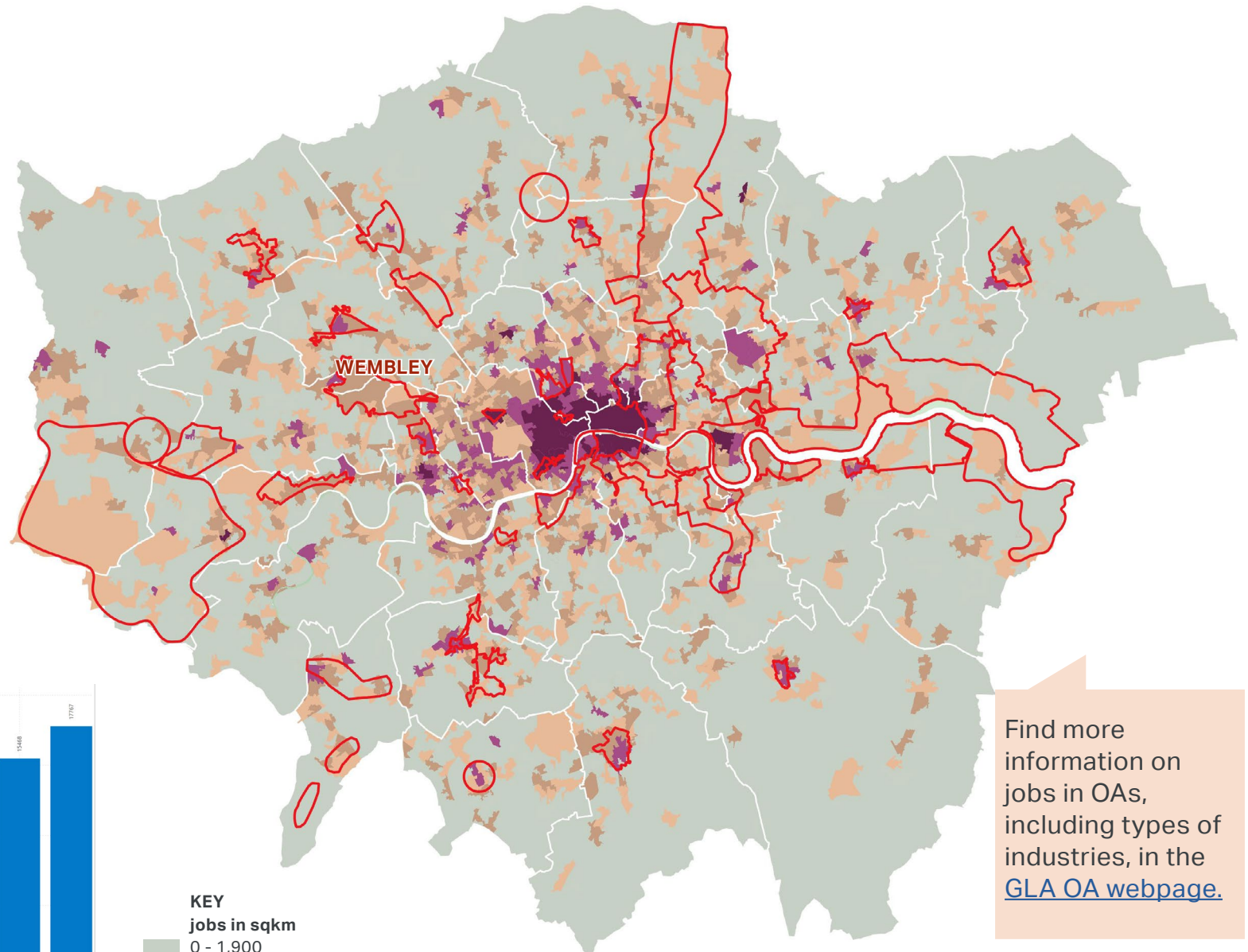
Source: vu.city

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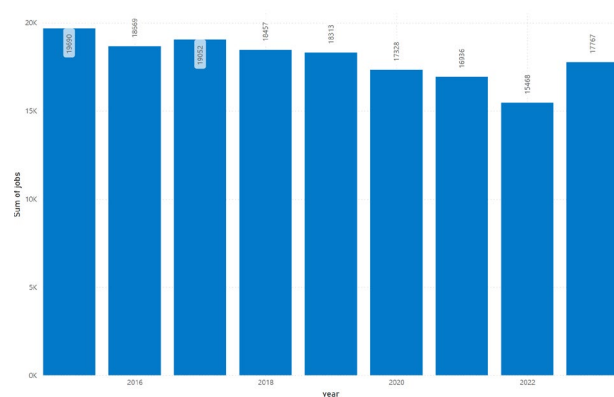
- Consented
- Under construction
- Completed

Wembley Jobs

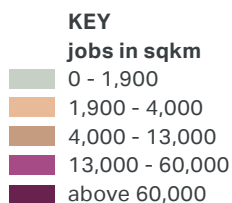
- High density in Wembley Park - hotspot outside of Central London.
- Overall, decreasing jobs since 2019 but figures picking back up since 2023.
- In 2023, the OA has 17,767 jobs which accounts for 15 per cent of total jobs in the borough.



Jobs by year in the OA



Source: Census, Business Register



Find more information on jobs in OAs, including types of industries, in the [GLA OA webpage](#).

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Town Centres and High Streets

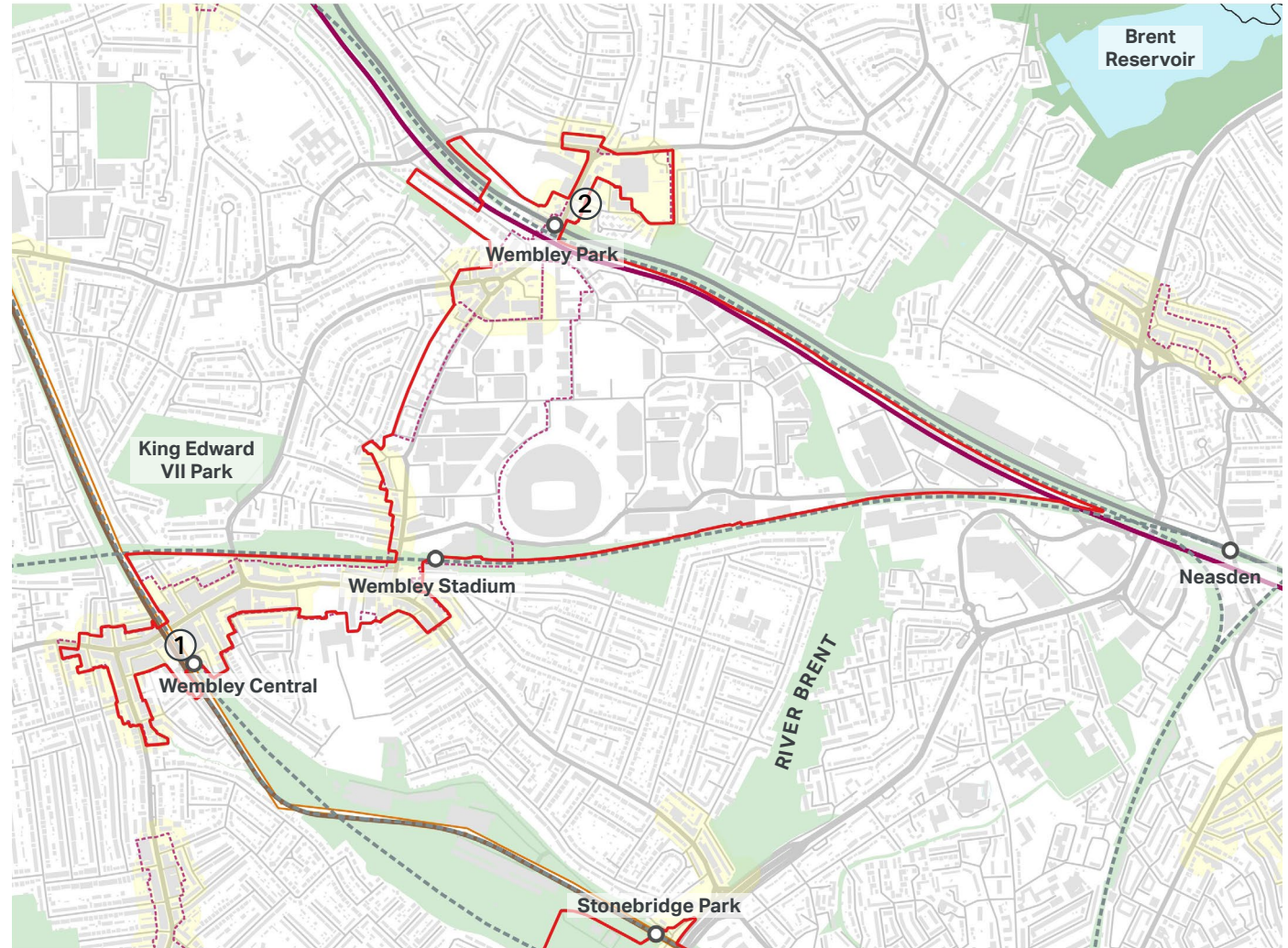
- The OA is home to Wembley Park District Town Centre and Wembley Major Town Centre.



Wembley Central



Wembley Park



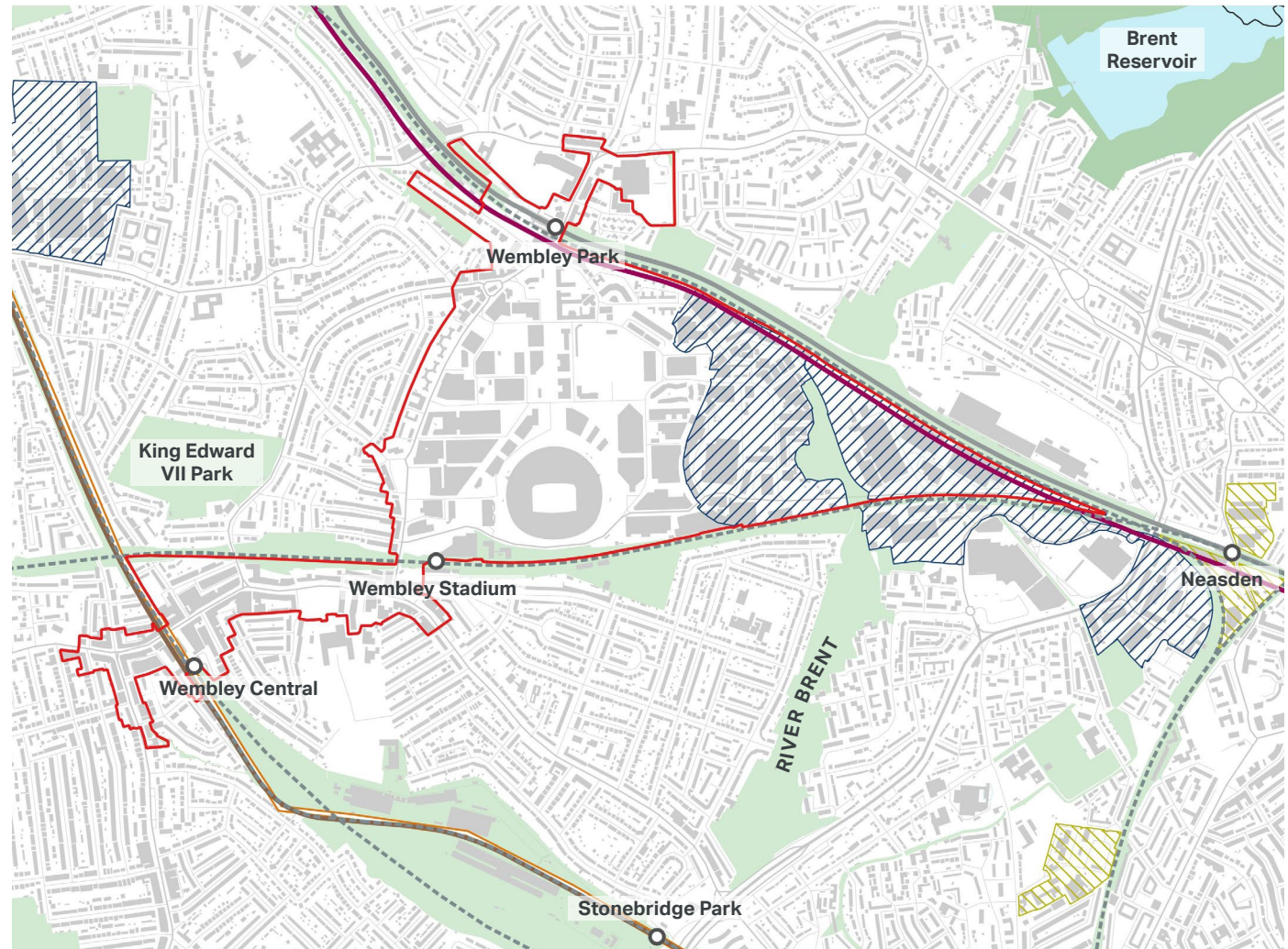
KEY
 - - - Town Centre
 High street



Wembley

Industrial land: Designations

- Strategic Industrial Land in the OA (Wembley Stadium Industrial Estate).
- Opportunities to optimise use of existing industrial land, improve buffer with mixed-use development and improve public realm and connectivity offer.



Source: London Industrial Supply Study

KEY
SIL
LSIS

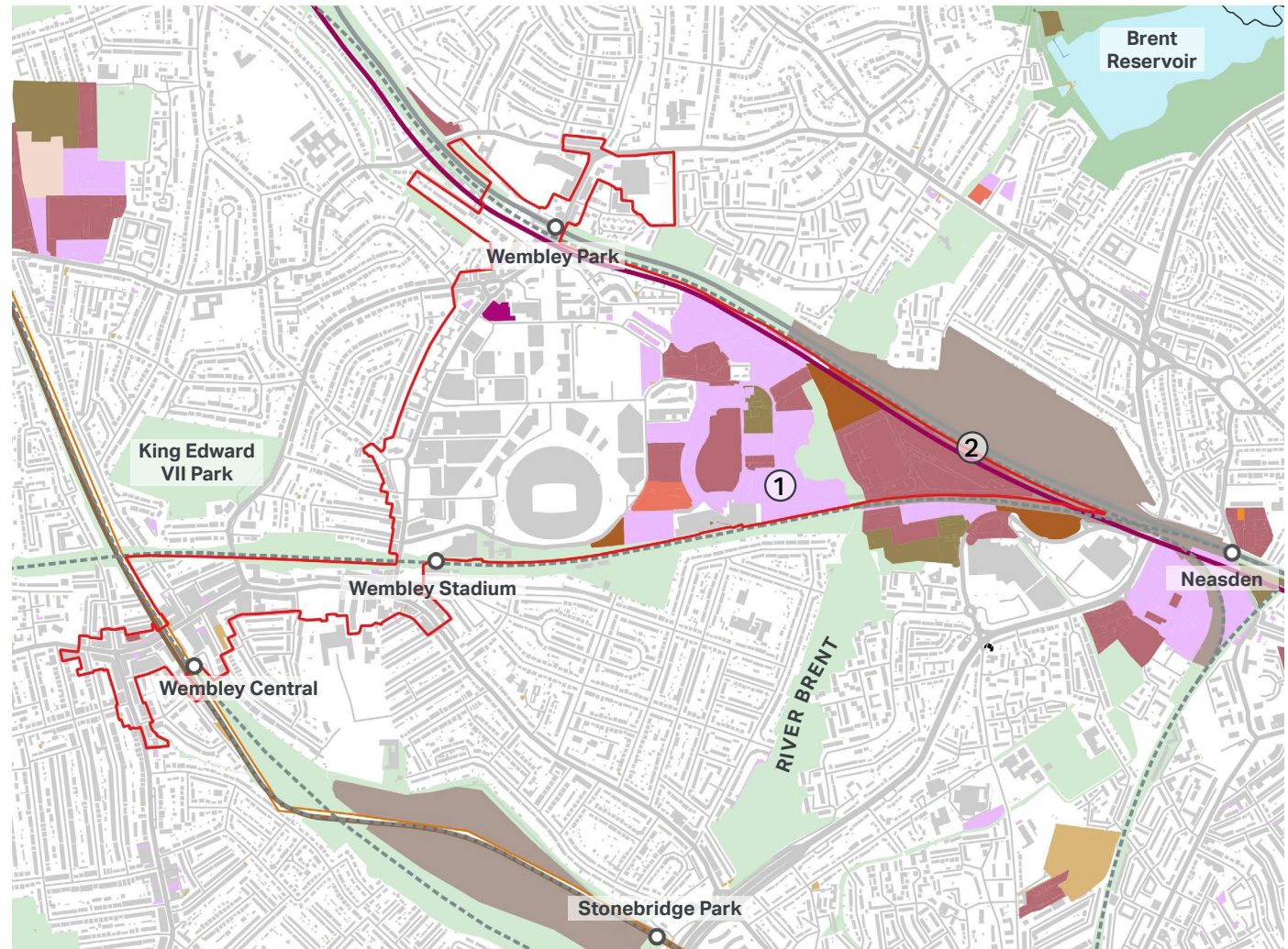
Wembley

Industrial land: Type of industry



KEY

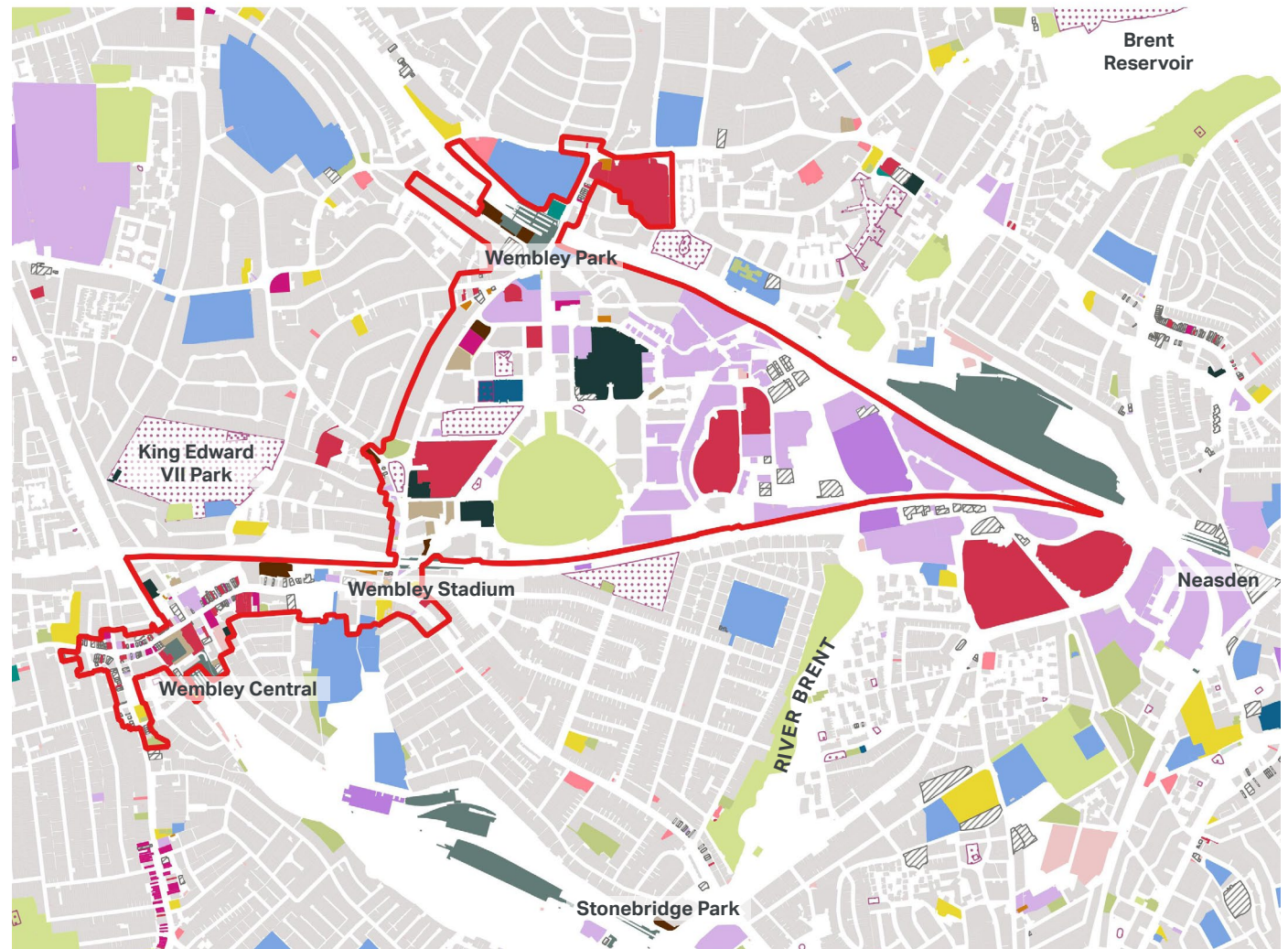
- General Industry
- Community Services
- Land for buses
- Land for rail
- Open storage
- Self storage
- Utilities
- Vacant industrial land
- Warehouse
- Waste management and recycling



Source: London Industrial Supply Study

Wembley

Land uses



Source: OSNGB, City Intelligence Unit (GLA)

- KEY**
- Opportunity Area
 - Attraction or Activity
 - Commercial Activity: Animal Services
 - Commercial Activity: Distribution or Storage
 - Commercial Activity: Industry/ Business site
 - Commercial Activity: Other
 - Commercial Activity: Retail
 - Community Services: Funerary
 - Community Services: Emergency Services
 - Community Services: Other
 - Community Services: Religious Worship
 - Construction
 - Education & Culture
 - Government Services
 - Medical or Health Care
 - Mixed Use
 - Residential Accommodation
 - Sports Attraction or Facility
 - Temporary or Holiday Accommodation
 - Transport: Rail
 - Unknown Use
 - Utility or Environmental Protection

Wembley

Moving forward

- The OA has delivered 90 per cent of its 10-year indicative homes capacity (considering only completions between 2019 to 2023). The delivery of homes/ year/ hectare is **one of the highest in London**, placing the OA in the top 5 across all London OAs. On top of that, the existing pipeline is significant, and will enable the OA to meet its homes capacity by 2041.
- Whilst there was a loss of jobs (2019 to 2023), **the approvals and completions of non-residential floorspace indicate a positive trend to meet the jobs anticipated by 2041**. Apart from retail, the OA delivers a high number of jobs in arts and culture, justifying its identity as a strategic culture quarter.
- Given the existing **Strategic Industrial Land** in the north - east part of the OA, transitions from residential to commercial and interface with the industrial spaces are crucial. To that direction, high quality open space, and connections between the stations are also important for the OA.
- There are **extensive areas of deprivation just outside the red line OA boundary**. Place-based strategies that look beyond the red line boundary and an integrated approach to bring together existing and new communities will be important.
- Overall, the OA will continue its transformational change to becoming a high quality, high density, highly connected and sustainable neighbourhood, providing new homes and jobs. **The analysis shows that this OA has been moving from 'underway' to 'maturing'.**

Proposition

- To be moved from 'Underway' to 'Maturing'.
- Sites to the east are SIL - future of this OA could be linked to future industrial policy.

