



# Plot NW04 Hotel Proposals

November 2025

FLANAGAN LAWRENCE

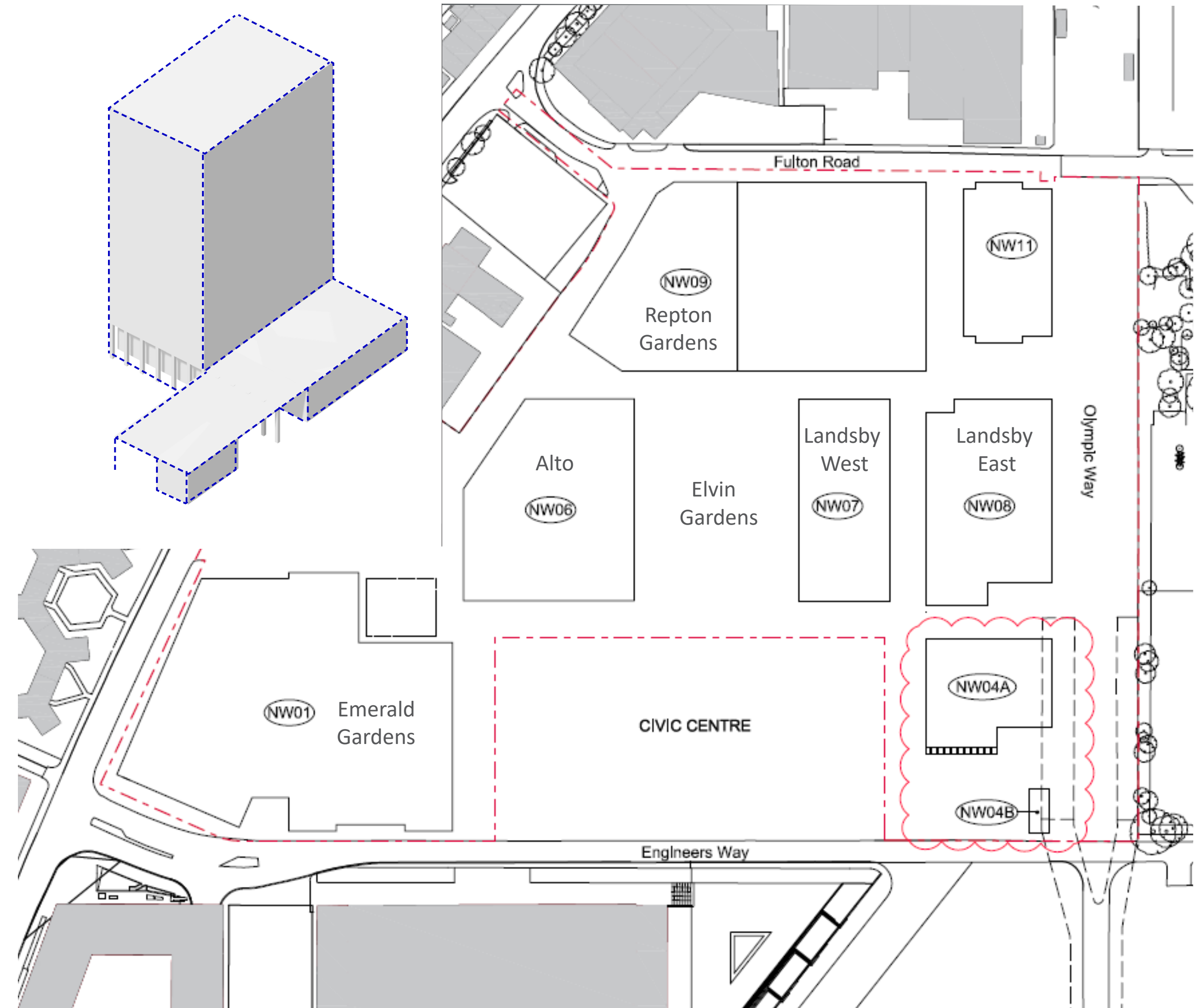
  
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# Summary

- Plot NW04 has outline planning permission for a hotel or office, approved under the North West Land Masterplan planning permission in 2011
- The planning permission sets many of the building's development parameters including maximum height and massing (shape, form and size) building use and area of public realm.
- This presentation explains what details we will be submitting to Brent Council for detailed final approval.
- The application (which must be in accordance with the outline planning permission) will be submitted to Brent in February/March 2026. Subject to being approved, construction will not commence until end of 2026 at the earliest and would take 2-3 years to complete.
- We had to wait until the old stadium ramps were removed and replaced by the Olympic Steps before we could bring forward these proposals.

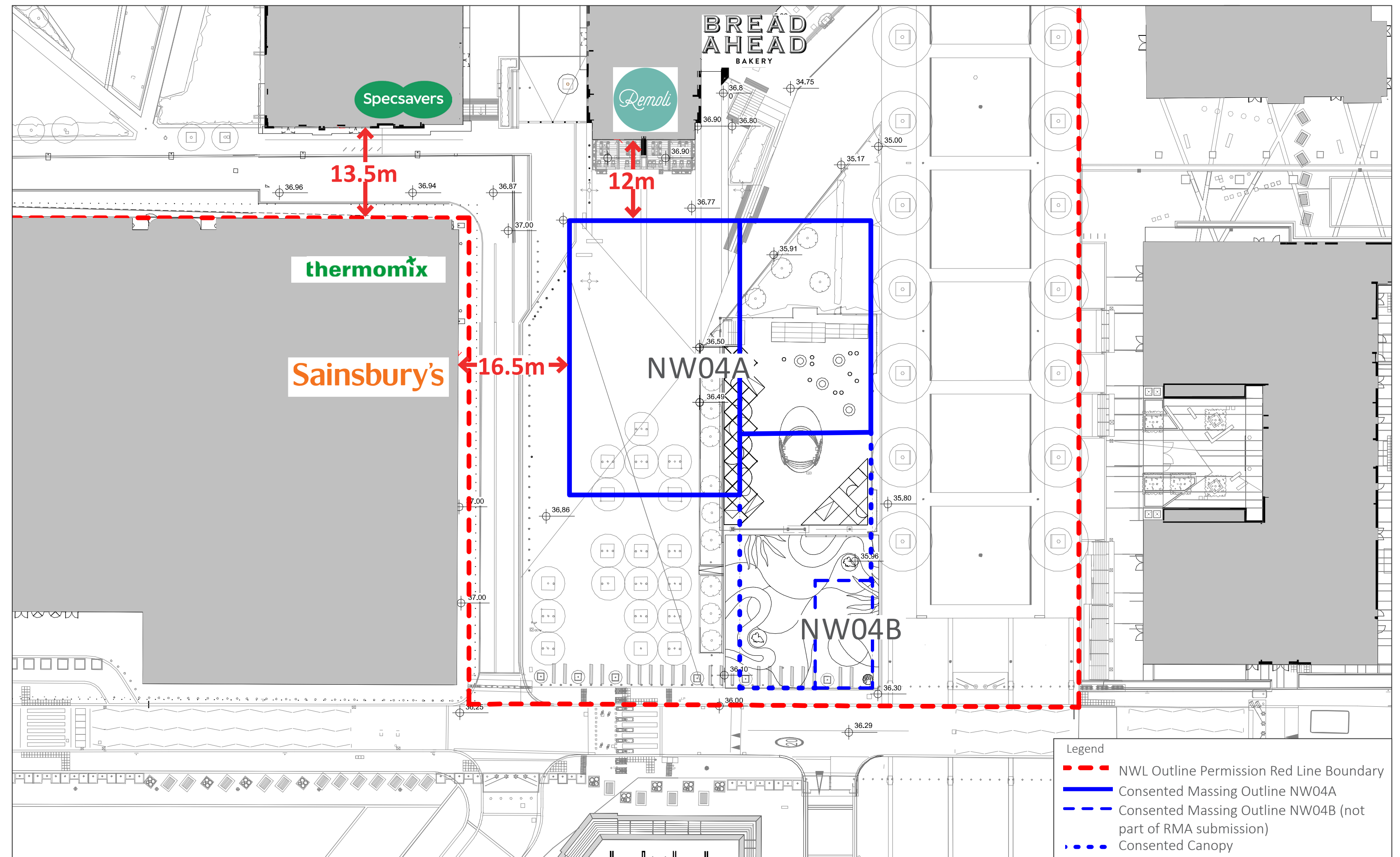


Plot NW04 within North West Lands Masterplan



# NW04 Approved Planning Parameters

- Plot NW04 is located on the temporary 'meanwhile' spaces of Market Square and Samovar Space.
- As part of the NW04 development, these spaces will be combined into a single usable space located on the south side of NW04 and renamed 'Samovar Square'.
- The permission also allows a smaller pavilion building (NW04B) and canopy to be built next to Engineers Way, however we have chosen not to build this part of the permission (shown dotted on the plan opposite) in order to deliver a larger public square.
- It has also been decided not to build the full height and massing of Plot NW04 and this is shown in the following slides.

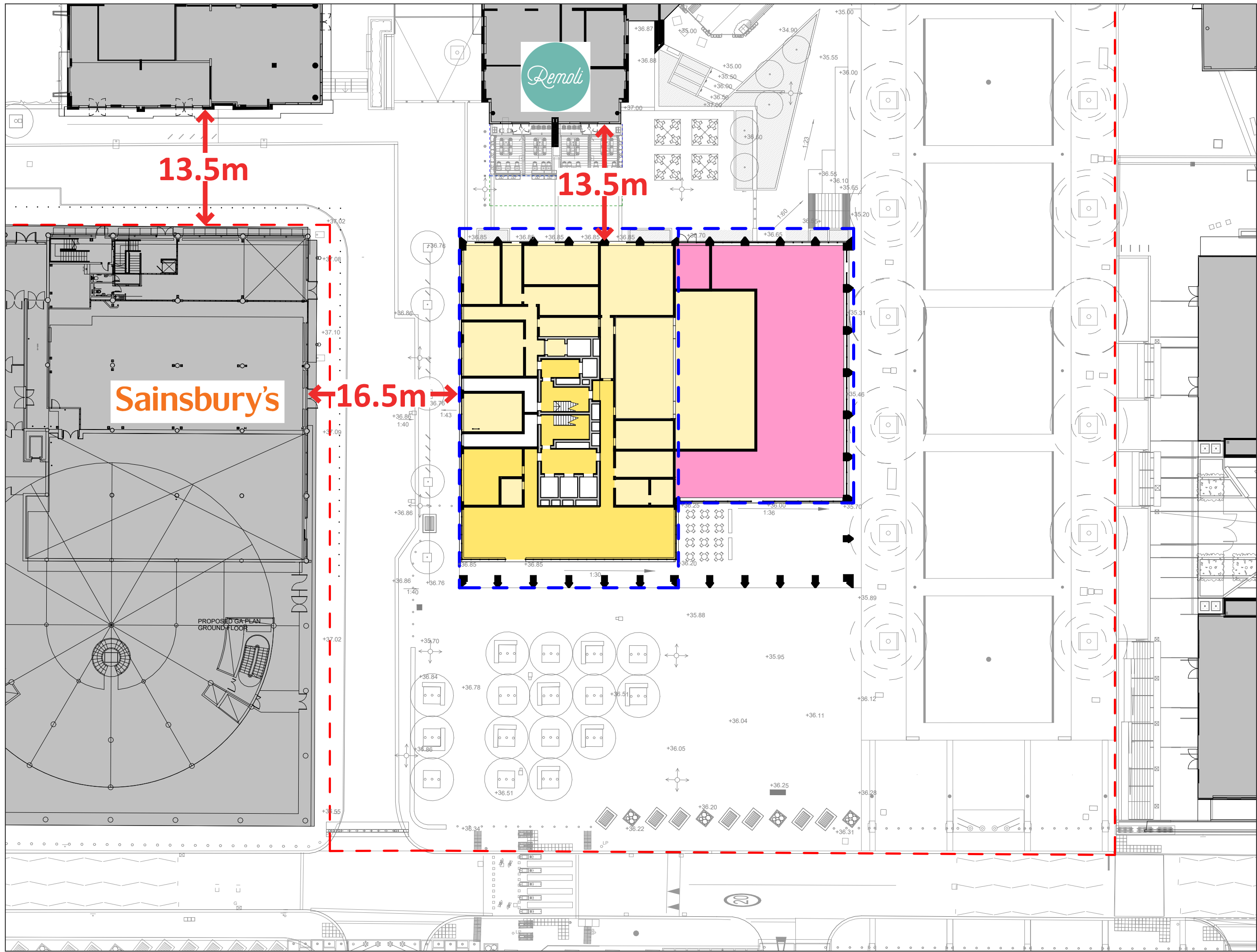


NW04 Approved Parameters





# Proposed Hotel Ground Floor

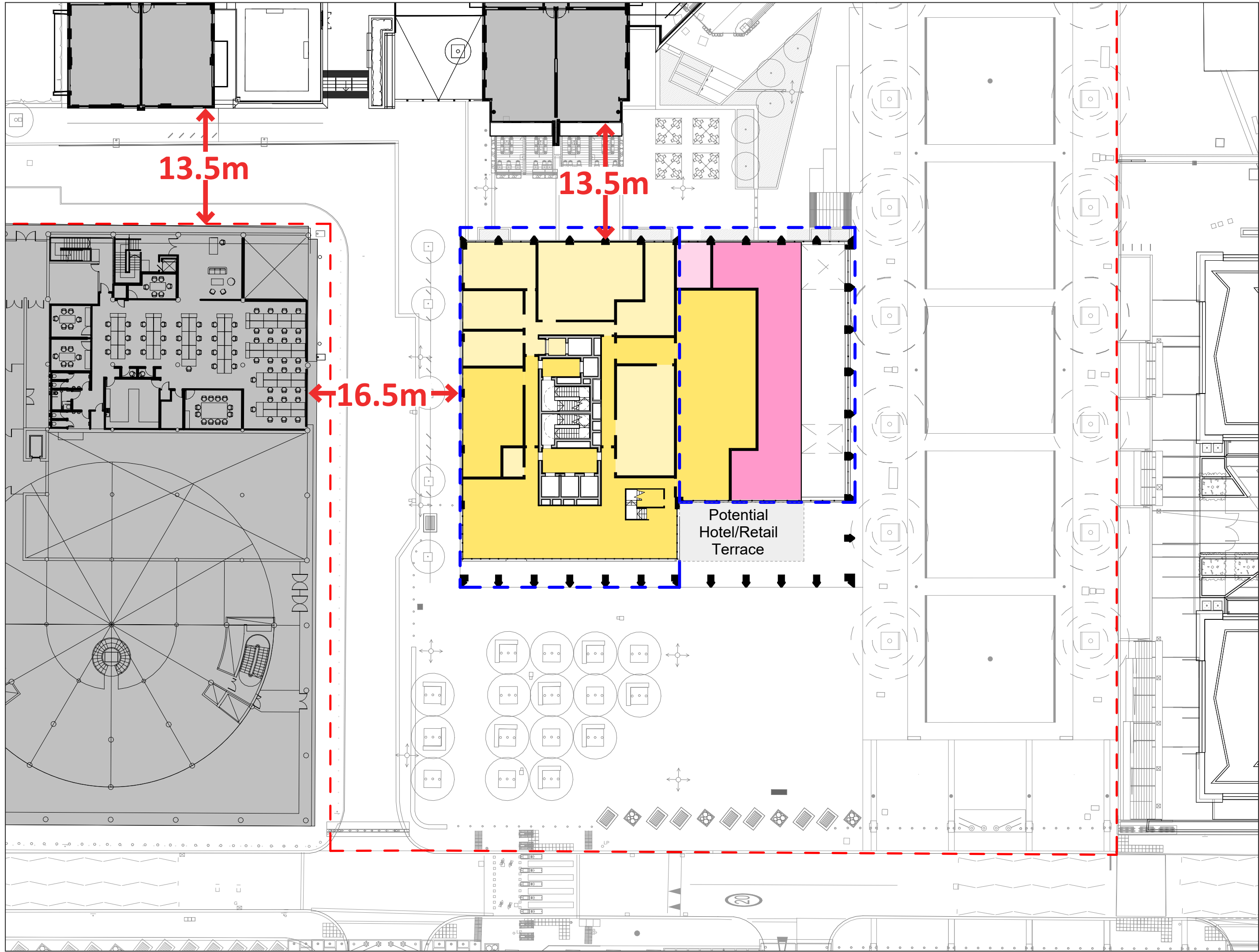


- Legend:
- Retail/Restaurant (public)
  - Hotel (non public)
  - Hotel (public)



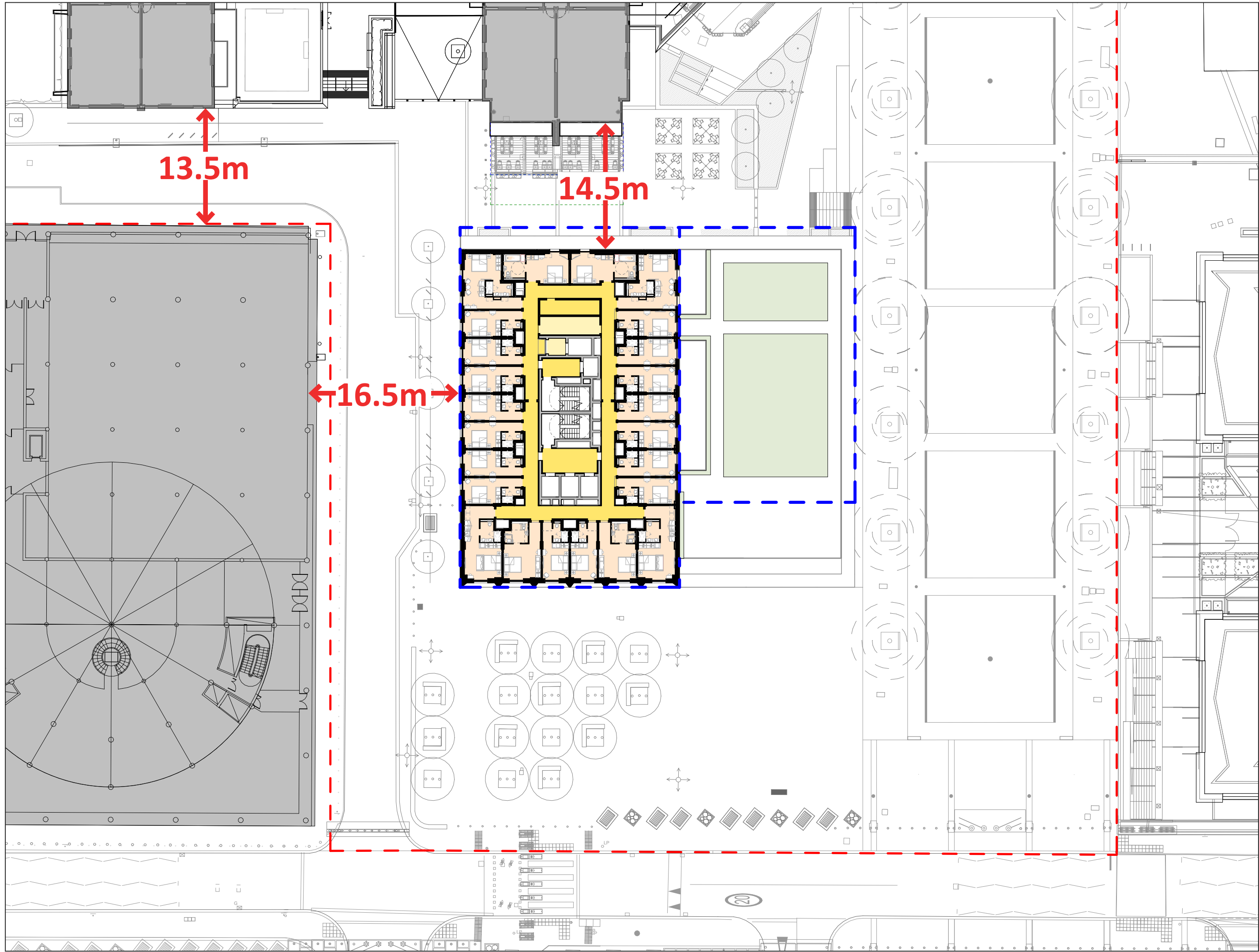


# Proposed Hotel Mezzanine



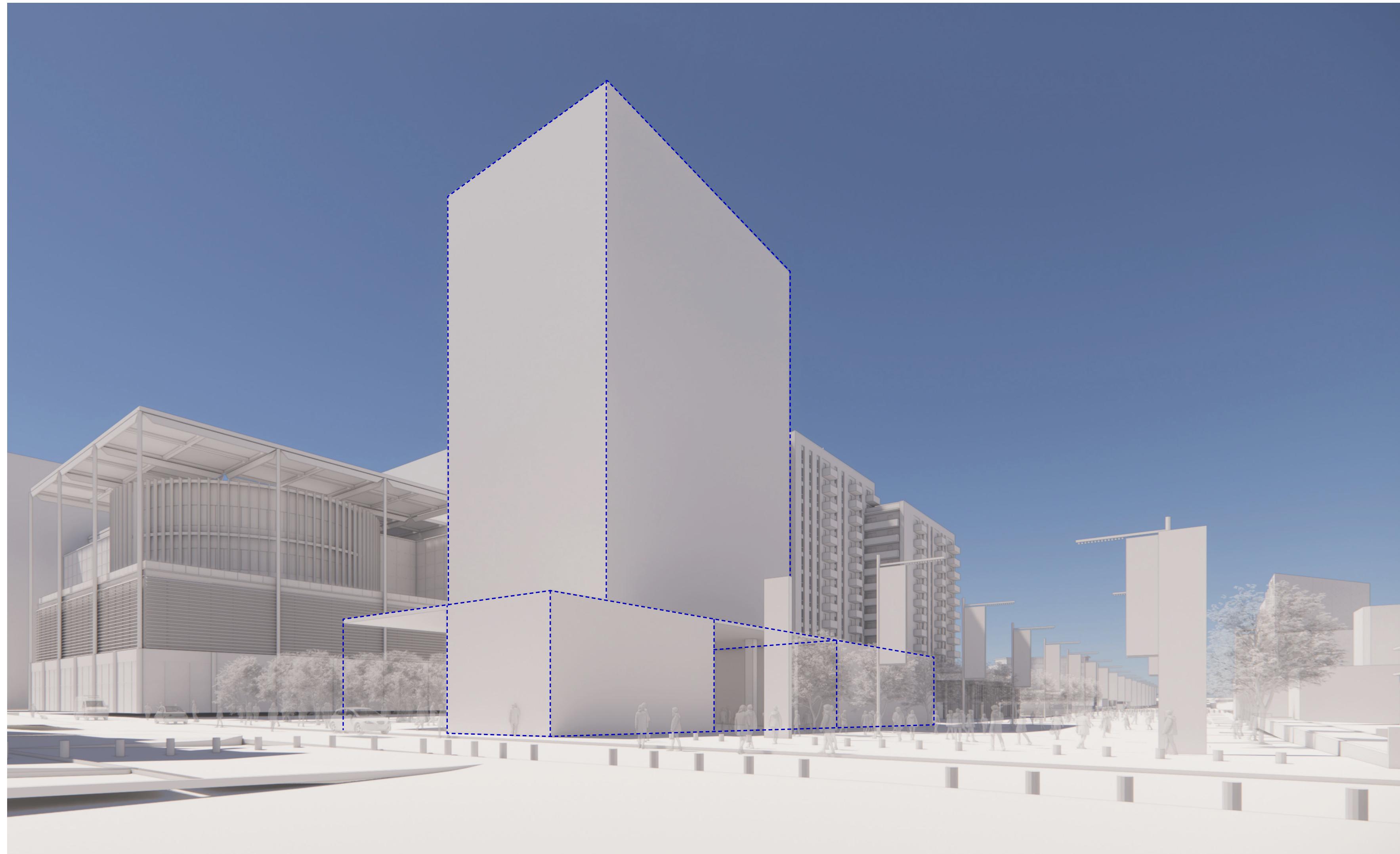


# Proposed Hotel Bedroom Levels





# NW04 Approved Height and Massing - view from South East

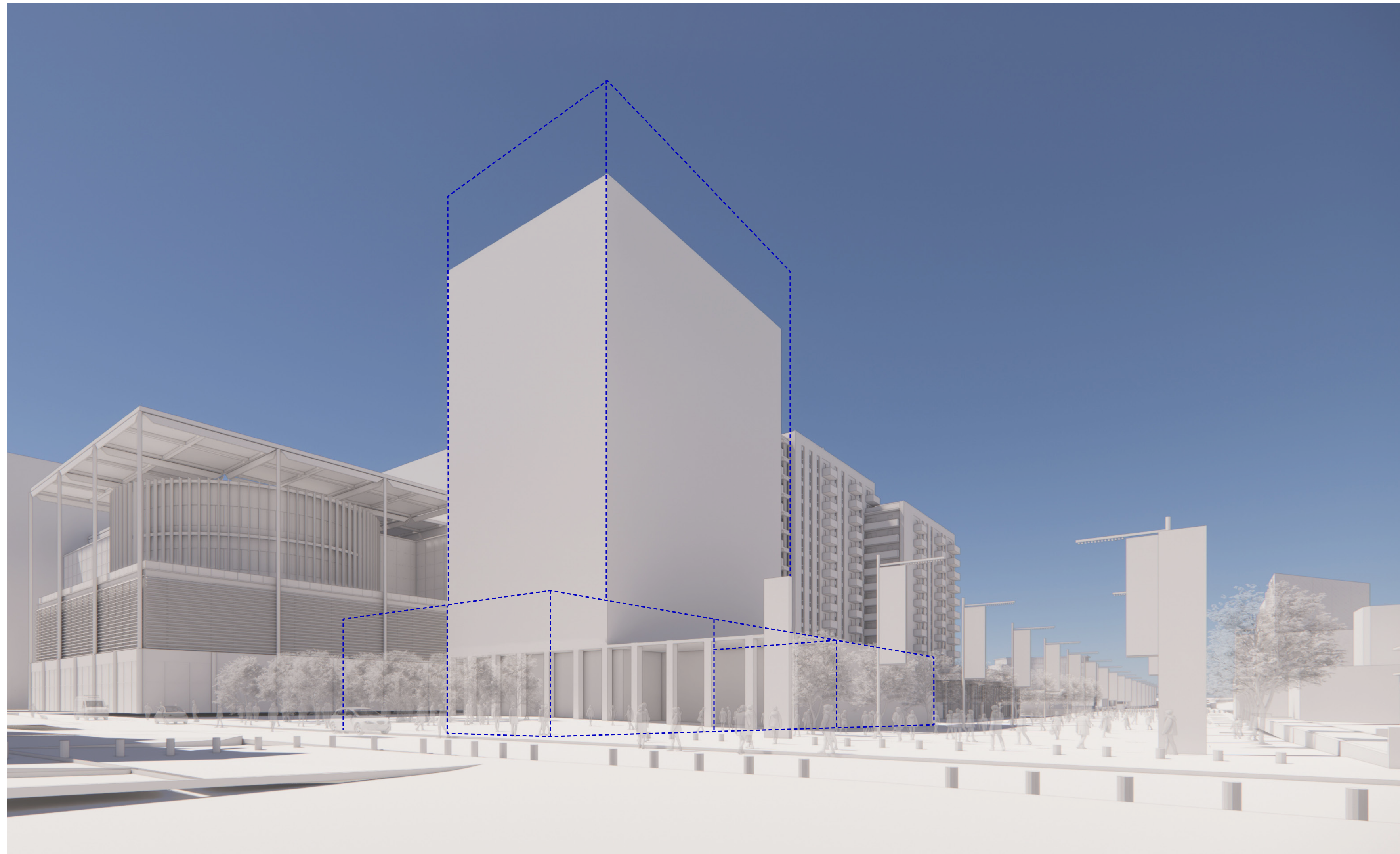


----- Consented Massing





# Proposed Hotel Height and Massing - view from South East



----- Consented Massing





# NW04 Approved Height and Massing – view from North East



----- Consented Massing





# Proposed Hotel Height and Massing – view from North East



----- Consented Massing





# Emerging Hotel Design – View from Wembley Park Boulevard

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# Emerging Hotel Design – View from the Olympic Steps

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# Emerging Hotel Design – View from Olympic Way

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# Proposed Hotel in Context

- Hotel Entrance and Lobby on to Samovar Square
- Retail or Restaurants on Olympic Way with new colonnaded area fronting onto Samovar Square
- New Samovar Square combined into a single useable space for public use and events whilst also enhancing the pedestrian link to Wembley Park Boulevard
- The Terraces will provide a quieter space between NW04 and Landsby potentially with outdoor seating for Pasta Remoli and Bread Ahead
- Vehicular servicing is provided from Exhibition Way.





# Public Realm Character Areas and Activity Areas


Olympic Way


Samovar Square


The Terraces


Exhibition Way


Engineers Way


 Seating Areas

 Seating Steps

 Cycle Parking

 Market Stalls/Events

 Planted Areas

 Existing /  
Proposed Trees



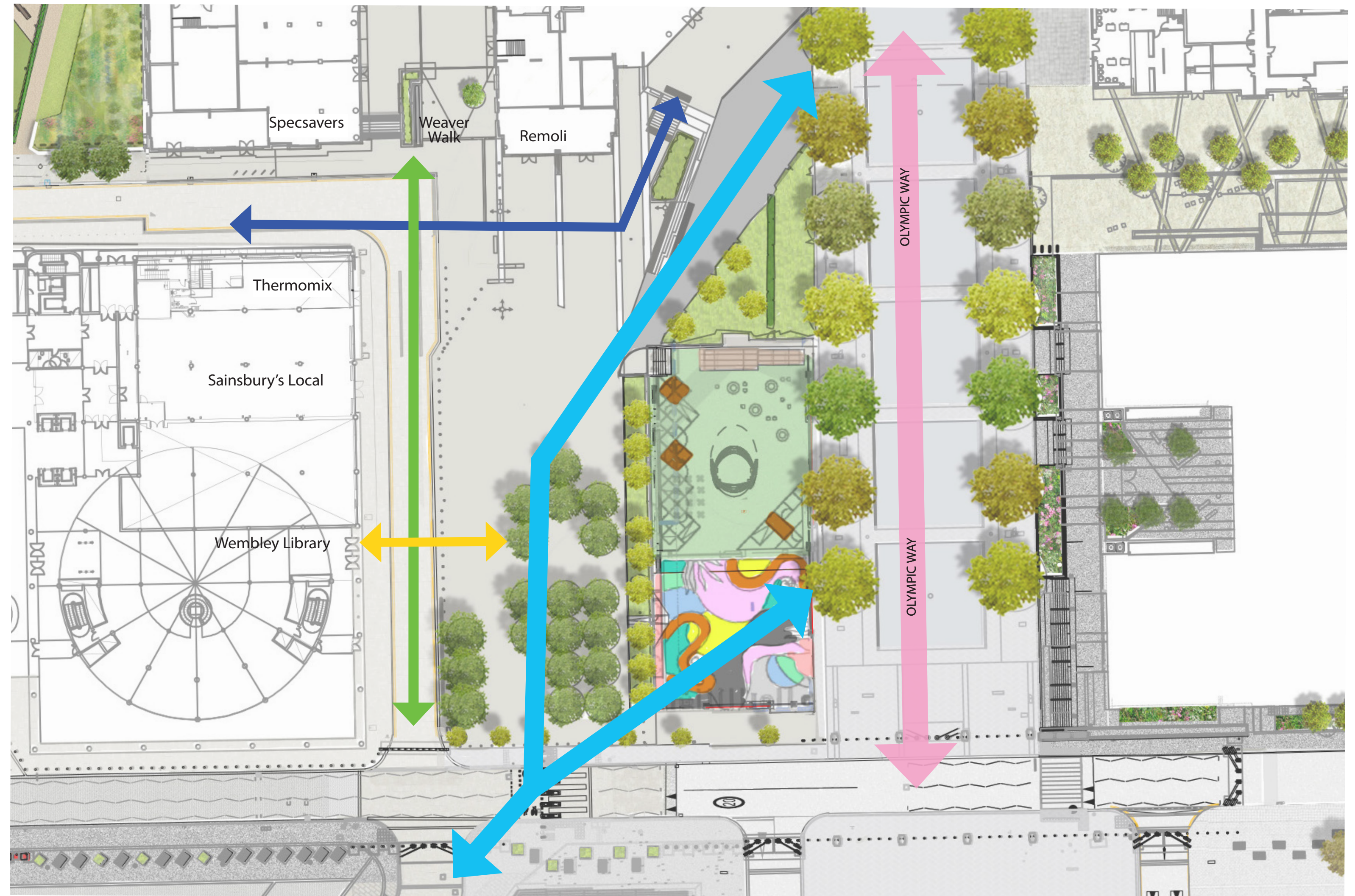


# Existing Pedestrian Routes and Connections

- The area currently contains a number of route connections that will be enhanced as part of the NW04 Project.
- The principal everyday route through Wembley Splay / Samovar Space to and from Wembley Park Boulevard.
- The secondary local routes from Weaver Walk and Exhibition Way.
- The entrance to the Civic Centre / Library.
- Ensuring the event day route along Olympic Way isn't compromised.

## KEY

- |   |  |
|---|--|
|  Step Free Desire Line Every Day Route From Olympic Way To Wembley Park Boulevard |  Weaver Walk/Exhibition Way |
|  Event Day Primary Route  |  Exhibition Way             |
|   |  Civic Centre               |









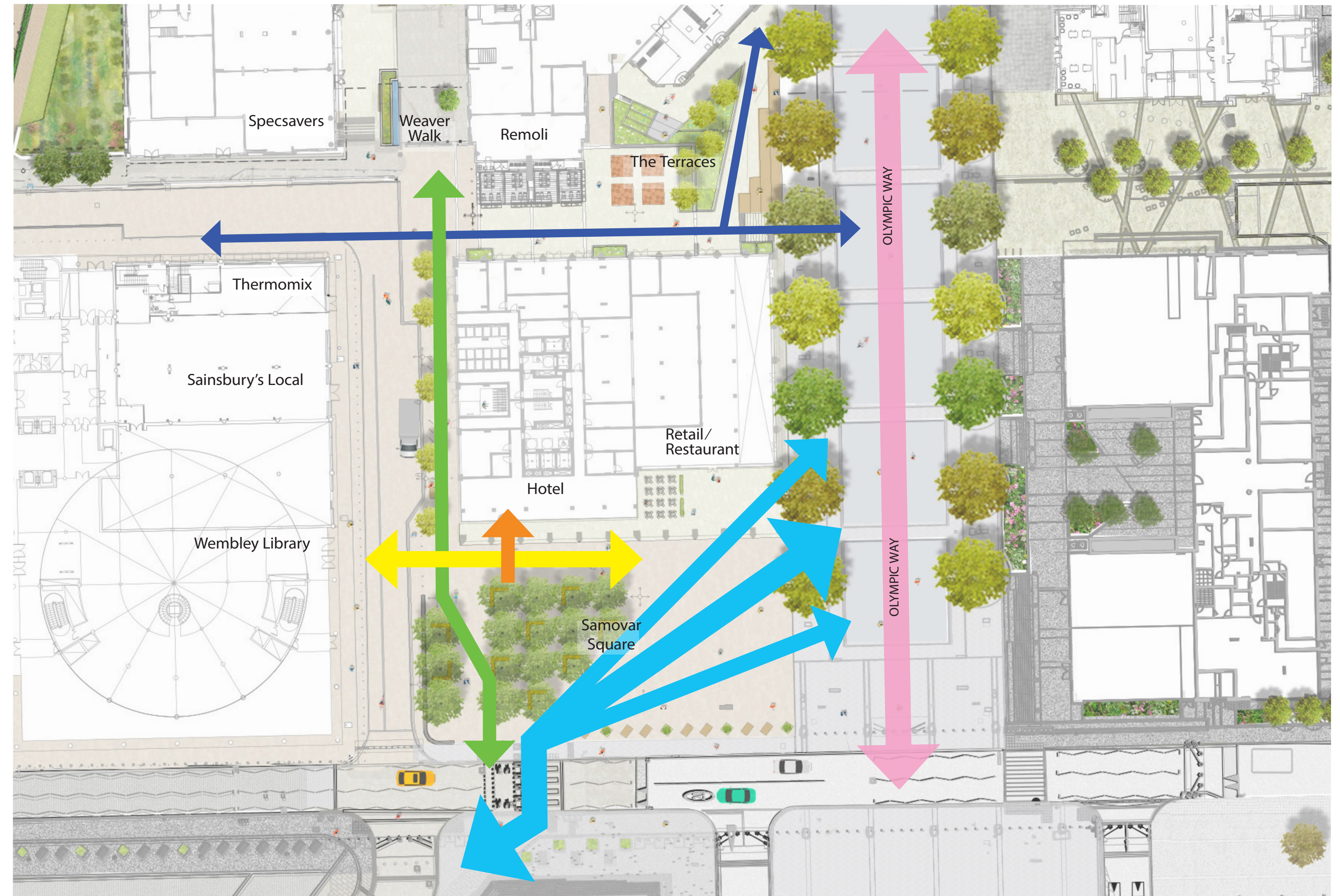


# Proposed Pedestrian Routes and Connections

- The principal pedestrian route passes through Samovar Square, linking to zebra crossing and on to Wembley Park Boulevard
- The Terraces provide a local step free route between Exhibition Way and Olympic Way.
- Landscape and surface treatments seek to encourage pedestrians off of Exhibition Way and to use the zebra crossing.
- Line of site across Samovar Square to Civic Centre/Library entrance will be strengthened.
- Hotel Lobby accessed directly from Samovar Square.
- Temporary vehicle barriers replaced with permanent planters, seats and bollards.

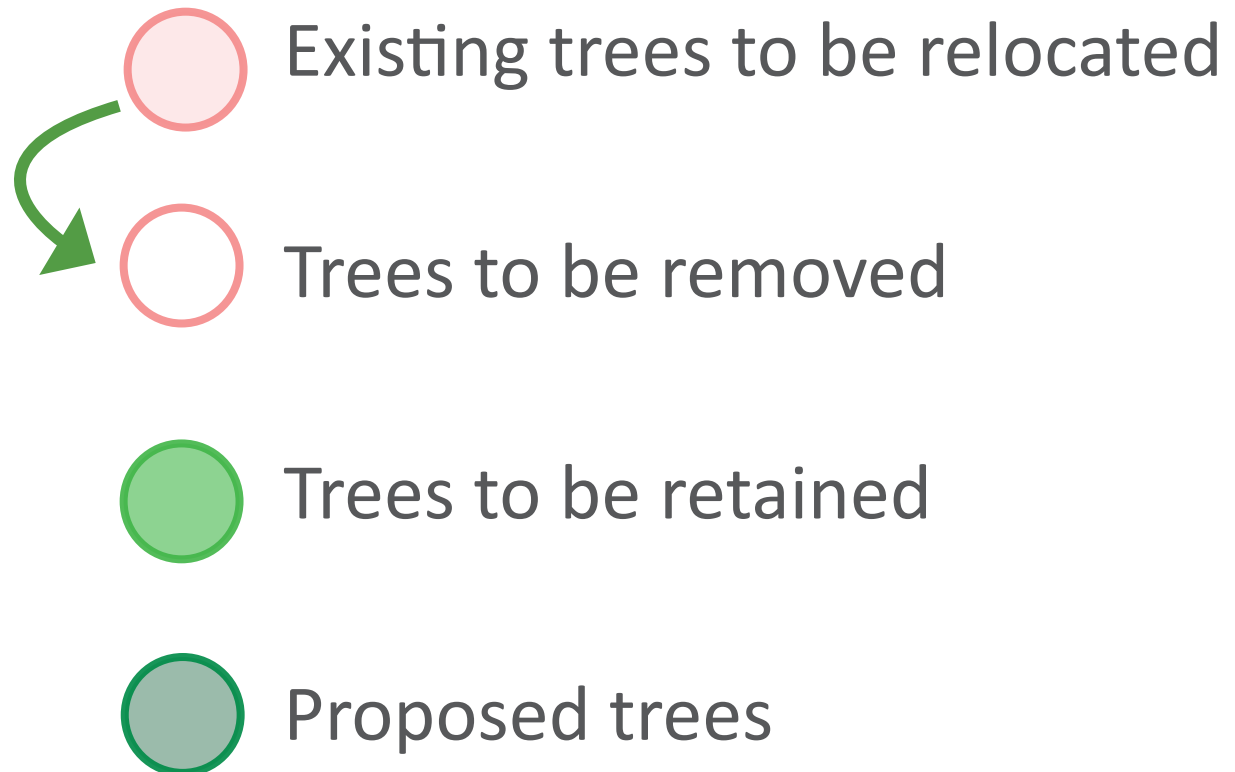
## KEY

- |   |   |   |
|---|---|---|
|  Step free desire line Every Day route from Olympic Way to Wembley Park Boulevard |  Event Day primary route |  Hotel arrival |
|  Weaver Walk / Exhibition Way  |  Exhibition Way          |   |
|  Improved connection to Civic Centre  |   |   |





# Public Realm – Tree Planting and Retention Plan



## Summary

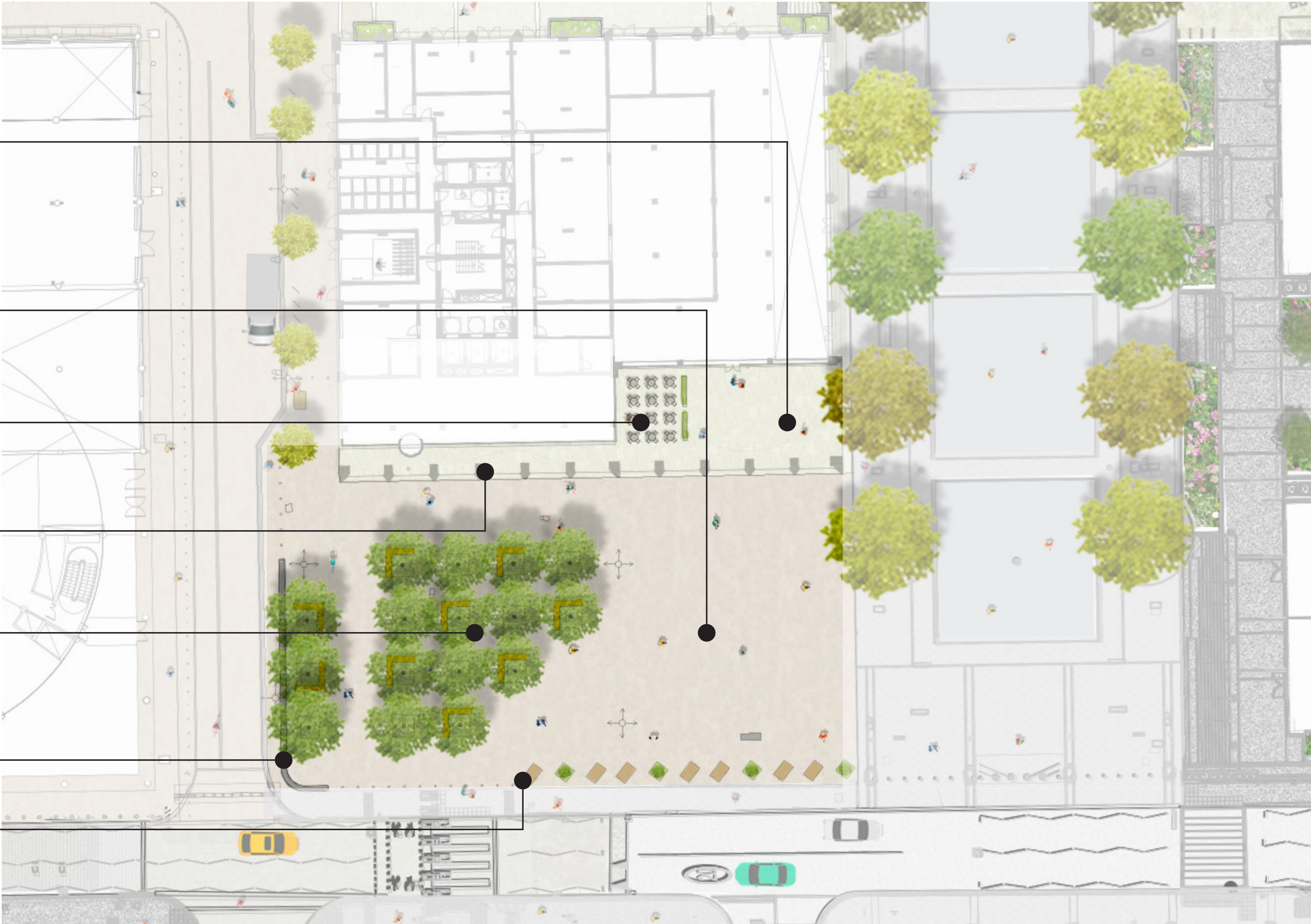
- 12 *Prunus avium* (Cherry Trees) retained in their current position
- 4 *Prunus avium* (Cherry Trees) relocated to enhance the bosque
- 3 *Prunus avium* (Cherry Trees) removed to enhance pedestrian desire lines
- 12 *Pyrus chanticleer* (ornamental pear) removed
- 5 *Liquidambar styraciflua* (Sweetgum Tree) – replaced the Ornamental Pear on Exhibition Way following PreApp02 comment (image attached if needed) planted
- 2 *Ginkgo biloba* (Maidenhair Tree) planted
- 3 *Betula utilis* var. *Jacquemontii* (Himalayan Birch) planted





# Public Realm – Samovar Square

- Silver grey paving to colonnade
- Samovar Square - Event Area
- Covered seating area
- Colonnade
- Existing / Proposed trees with seating retained
- L-shape curved seating wall
- HVM permanent scheme

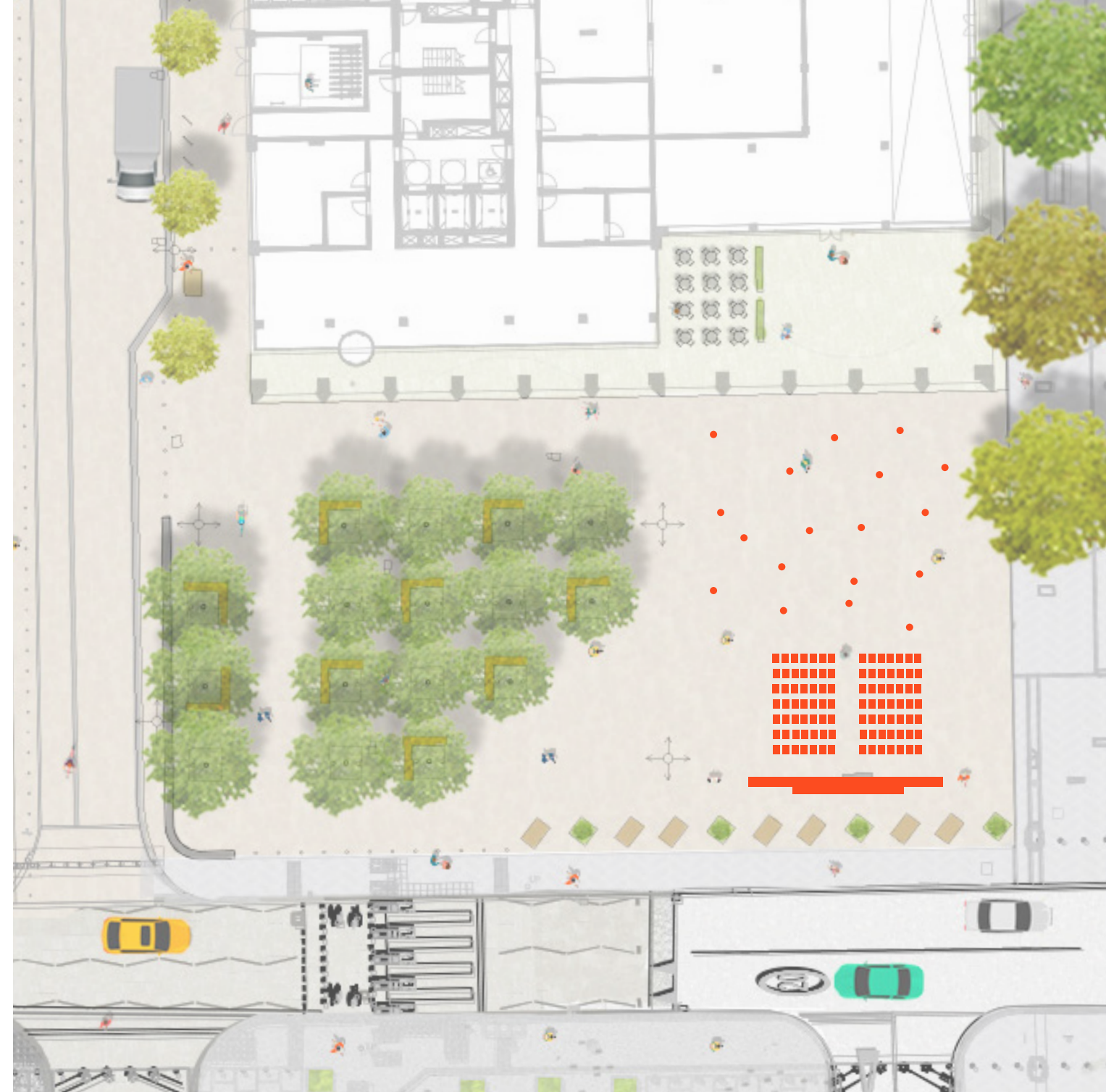




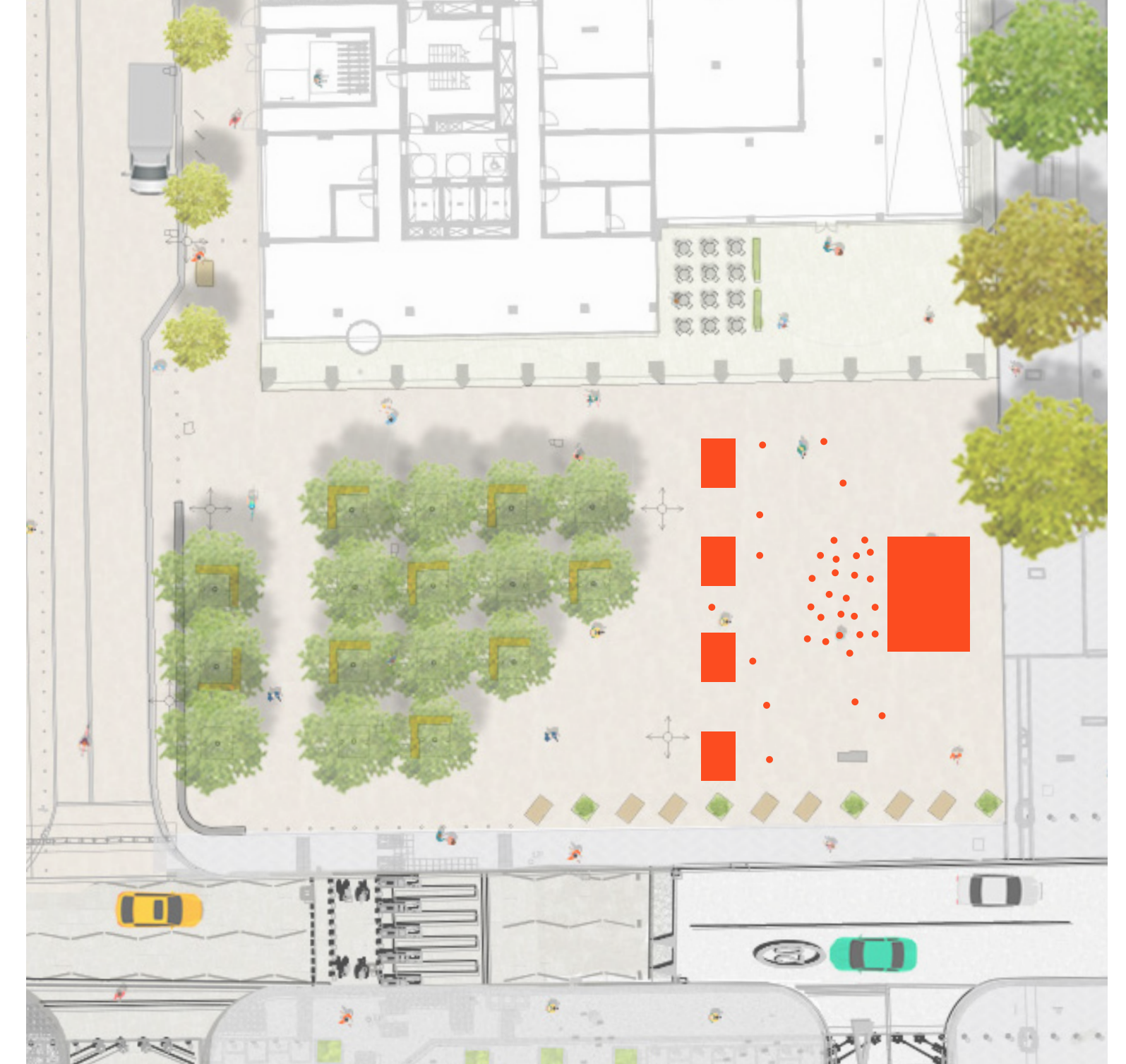
# Public Realm – Samovar Square Activities



Market Stalls 2x3m



Outdoor Cinema 10m



Festival Stage 5x7m / Market Stalls 2x3m





# Emerging Design – View from Olympic Way - Market





# Emerging Design – View from Olympic Way - Outdoor Cinema

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# Public Realm – The Terraces

- Seating terrace defining step free access to Olympic Way
- Seating and planted with additional trees
- Seating area
- Steps access to Olympic Way
- Kerbed planters to building frontage defining key east - west route





# Public Realm – Exhibition Way

x24 Cycle stands

Servicing layby

Proposed line of trees with tree root support system (18m3 per tree)

Paving bands at colonnade

Bollards

L-shaped seating wall + HVM configuration





# Emerging Design – Aerial View





# Next Steps

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- Date of planning submission February/March 2026.
- Planning determination will take around 3 - 4 months and if approved construction will not commence until end of 2026 at the earliest.
- Construction likely to take 2 - 3 years.
- If you wish to make any comments or have any questions on these proposals, please send them to :

[Development@wembleypark.com](mailto:Development@wembleypark.com)

