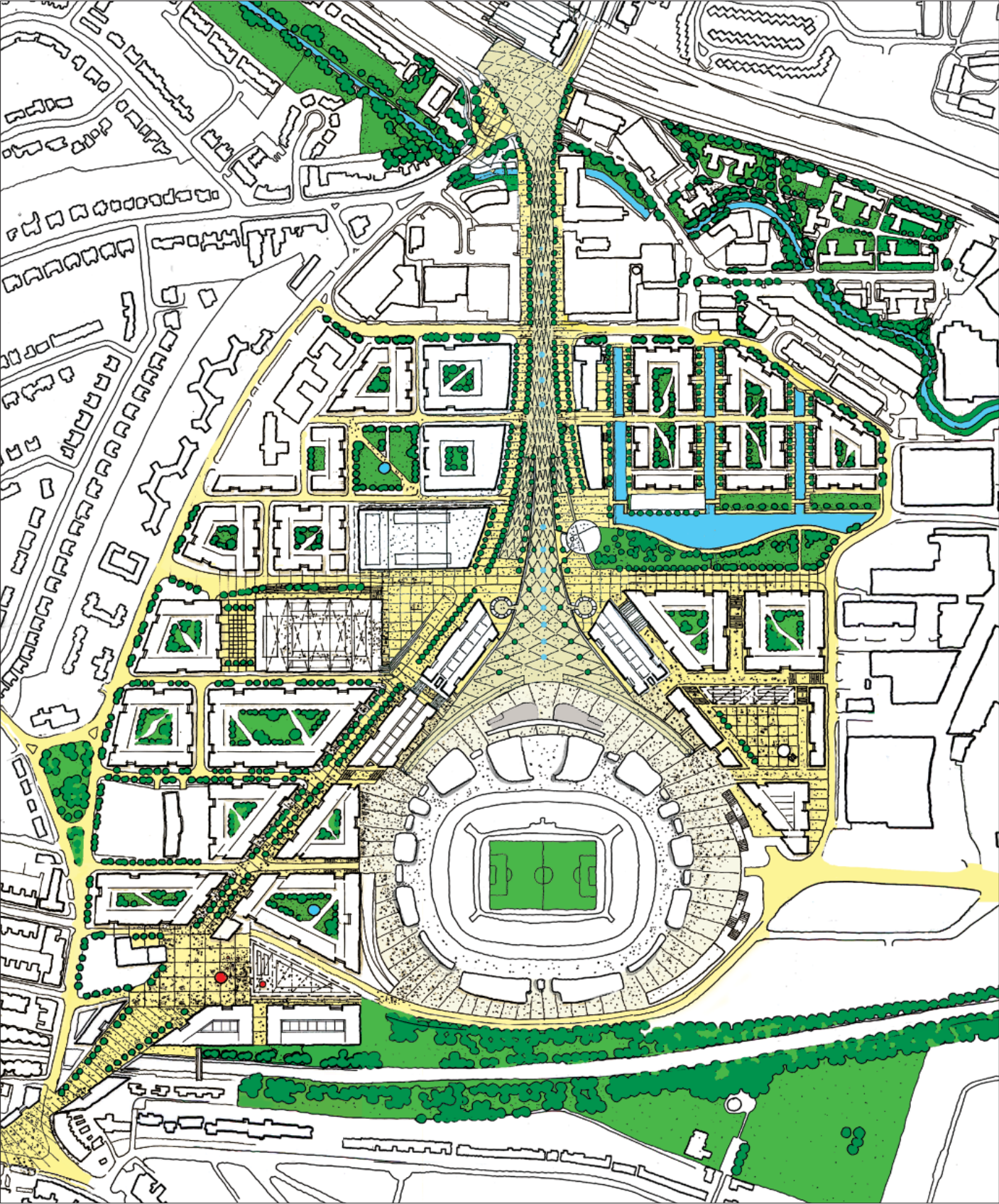


Wembley Masterplan



Place/Date
London, England 2003 - 2006

Client
Quintain Estates & Development plc

Site Area
17 hectares

Development Area
493,000m²

Architect
Richard Rogers Partnership

Services Engineer
Buro Happold

Structural Engineer
Buro Happold

Quantity Surveyor
EC Harris

Planning Consultant
Gerald Eve/RPS

Transport Engineer
Buro Happold

Landscape Architect
Randle Siddeley

Civil Engineer
Buro Happold

Project Manager
RPS Consultants



Wembley has always had a unique place in the UK's history, hosting national events such as the British Empire Exhibition in 1924–25, the Olympics in 1948 and the World Cup Final in 1966. With the construction of the new stadium in 2007, the need for a wider masterplan has become critical.

The practice's New Wembley Masterplan regenerates 44 acres of land identified by the Mayor of London as an opportunity area in the London Plan – a modern, urban people's place with the National Stadium as its centre-piece. New Wembley will offer high quality, state of the art, leisure, business and retail facilities, as well a centre for work with a wide range of job opportunities.

The scheme also includes a mix of quality housing transforming the area into a world class destination.

Key to the scheme is the creation of a major public route from Wembley Central Station to the stadium and then beyond to Wembley Park Station. An important new destination on this route will be Arena Square, bounded

to the southeast by a five star hotel and the Palace of Industry. Arena Square is designed to provide a dramatic setting for seasonal and cultural events – a space that is intended to be in continuous use, a cosmopolitan place enlivened by public art, street performances and carnivals.

The masterplan will create 7,000 jobs, homes for 8,500 people including 40 percent affordable housing, and a new boulevard on the scale of London's Regent Street, complete with restaurants, bars, leisure facilities, hotels and retail amenities. Some eight million people a year will visit Wembley.

Our scheme creates a sequence of high quality civic spaces providing a new setting for the national stadium.
