



WELCOME



FUTURE NORTHFIELDS

INTRODUCTION

On 3 April 2017, St George acquired the Northfields site from SEGRO. Since then St George has developed proposals for a mixed-use development, incorporating new homes, workspace, retail, restaurants and a community centre that are set within generous new public realm and open space to create a unique sense of place.

On 24 January 2018, St George submitted a planning application to the London Borough of Brent for the Northfields development following extensive public consultation since April 2017. This exhibition shares the submitted proposals, highlighting where they have been informed by discussions with the community and key local stakeholders. The exhibition also sets out the next steps for the development.

The project team are on hand at the exhibition to answer any questions you might have about the Northfields proposals.

THE PROJECT TEAM

Owner and developer

St George is a member of the Berkeley Group, London's leading mixed-use developer and a FTSE 100 company. St George regenerate brownfield land to create thriving new communities in attractive landscaped environments.



Architects | Masterplanners | Planners

Terence O'Rourke are planning and design consultants who are leading the masterplanning, architecture and planning process.



Consultation

Soundings are community engagement experts who are leading the public consultation process.





THE VISION FOR NORTHFIELDS



Artist's impression of the Canal-side

Our vision for Northfields is to open up the site, reconnecting the area with the Grand Union Canal and River Brent and providing new homes, local amenities and workspace within high quality and generous public realm. Defined by these characteristics, Northfields will complement the rest of Alperton, providing future residents and the local community with a new place to live, work and enjoy.

A PLACE TO ENJOY

11 acres of public realm and open space, over half the area of the site, will be delivered, including a canal-side piazza, central gardens and riverside meadows.

Local amenities and facilities, including shops, cafés and restaurants and a 5,000 sq ft community centre, will provide spaces in which to congregate and socialise, bringing new life to the banks of the Grand Union Canal and River Brent.

A PLACE TO LIVE

New high quality, sustainable and attractive homes will meet the needs of the local and wider community. There will be a significant number of affordable homes, including rented and shared ownership, for local people wishing to take their first step onto the housing ladder.

A PLACE TO WORK

Northfields will deliver employment and training opportunities from day one. This commitment will continue throughout the life of the development, providing 195,000 sq ft of permanent employment space and creating over 650 jobs to deliver a truly mixed-use development where homes and employment can successfully co-locate.

A dedicated work-place coordinator will work to secure employment and training opportunities for the local community, including apprenticeships, work experience placements and careers workshops, as well as full-time jobs.

LOCAL INVESTMENT

St George will make significant financial contributions to the local area, including through the Community Infrastructure Levy (circa £60 million) which will be invested in local infrastructure such as schools, hospitals and roads by the London Borough of Brent. There will also be new homes bonus (£16 million), new business rates and other Section 106 contributions.

CONSULTATION TO DATE

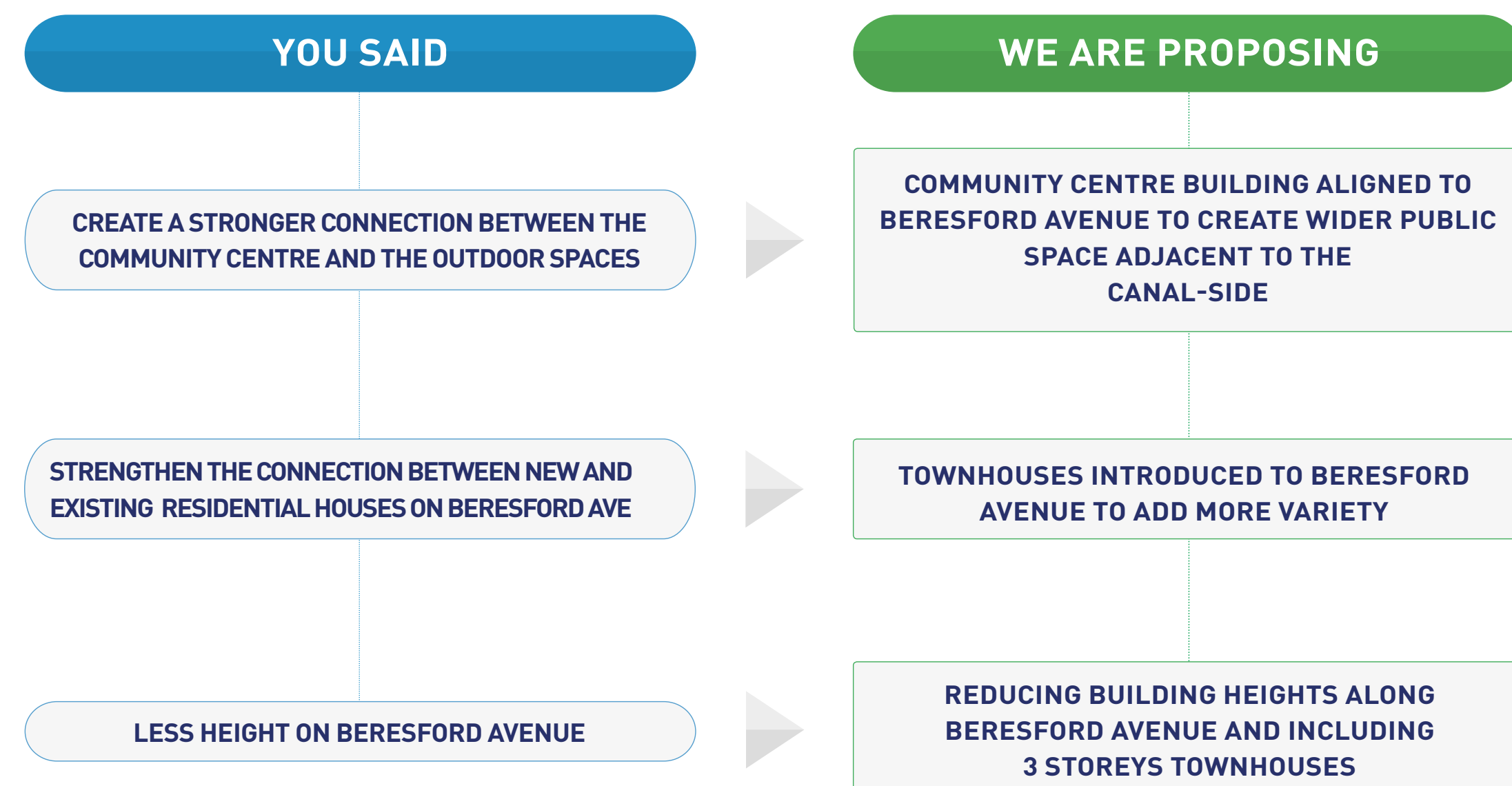
KEY FACTS



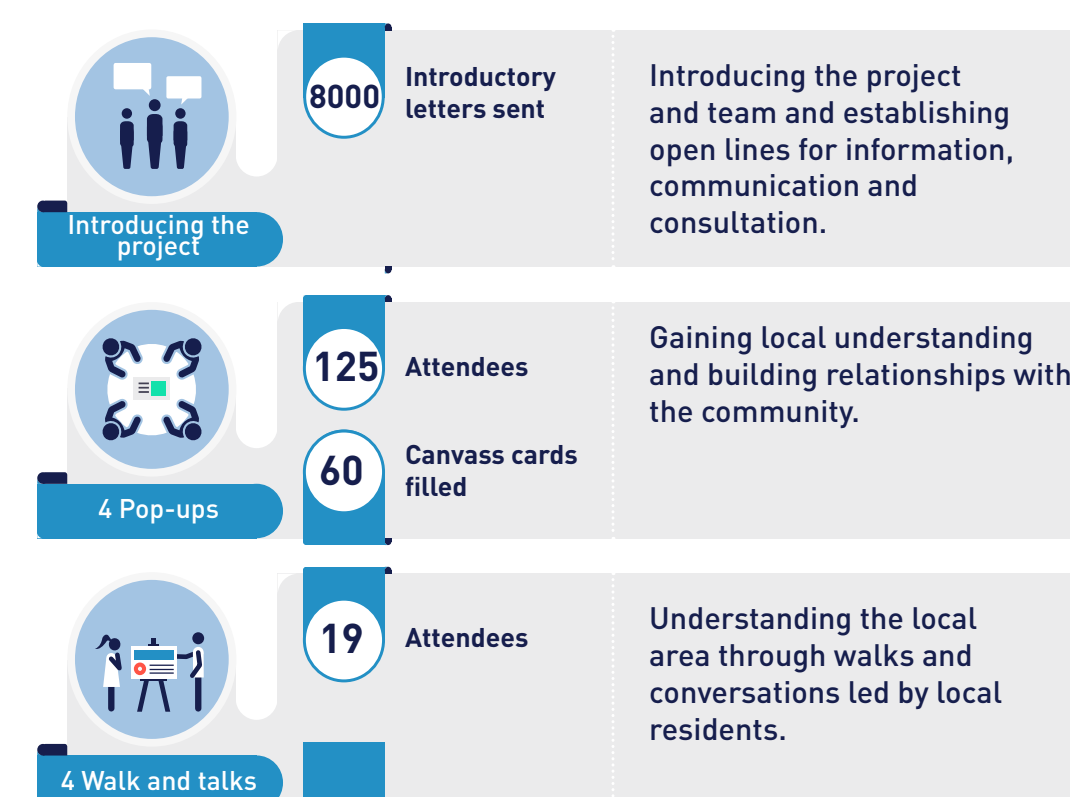
CREATING THE MASTERPLAN



REFINING THE MASTERPLAN



MASTERPLAN PRINCIPLES AND DESIGN APPROACH



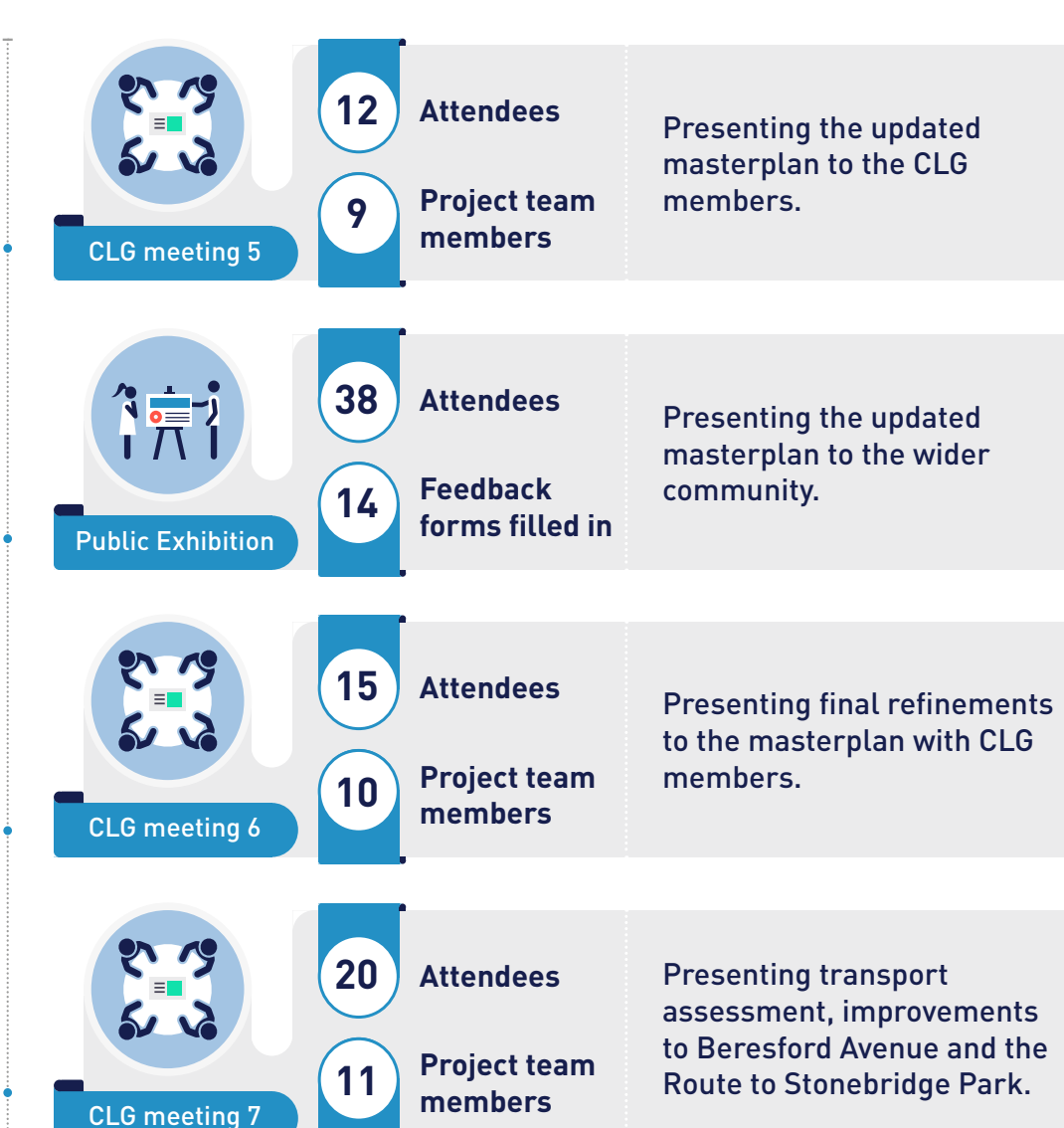
DRAFT MASTERPLAN



REFINED MASTERPLAN



FINAL MASTERPLAN



3 APRIL 2017

SUMMER 2017

AUTUMN 2017

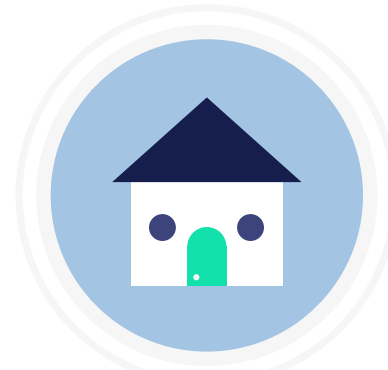
26 JANUARY 2018



NORTHFIELDS: AT A GLANCE



2,900
NEW HOMES



OVER **1,000**
AFFORDABLE HOMES



5,000 SQ FT
COMMUNITY CENTRE



11 ACRES
HALF THE SITE, AS GREEN
OPEN SPACE



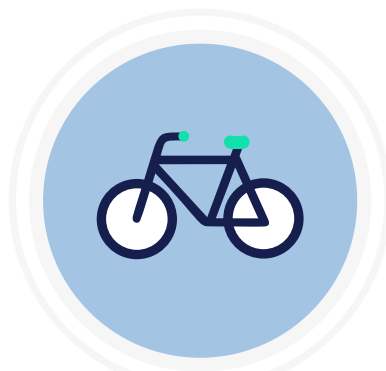
195,000 SQ FT
OF WORKSPACE



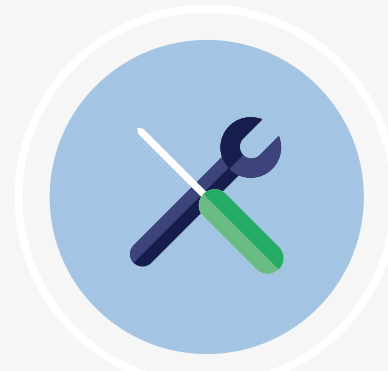
OVER **40,000** SQ FT
OF SHOPS, RESTAURANTS
AND LEISURE



OVER **1** ACRE
OF SPECIES RICH GRASSLAND
AND NATIVE TREES



OVER **4,850**
CYCLE SPACES



C **500**
JOBS A YEAR DURING
CONSTRUCTION



C **200**
APPRENTICESHIPS



24,600 M²
OF BROWN ROOF



£16 MILLION
NEW HOMES BONUS



650
JOBS IN THE COMPLETED
DEVELOPMENT



£60 MILLION
SIGNIFICANT CIL
CONTRIBUTIONS



OVER **600**
ACTIVE AND PASSIVE
CHARGING SPACES



CHANGES TO THE MASTERPLAN SINCE SEPTEMBER

HOMES

The number of homes has increased from 2,750 to 2,900, in part due to the creation of a 450,000 sq ft basement below buildings D, E, G, H, K and L and the removal of podium parking.

PARKING

The podium parking has been removed with the exception of Buildings A and B, enabling the creation of ground-floor courtyards that engage directly with the public landscaped areas.

The parking spaces that were accommodated in the podiums are now accommodated in the basement, which is accessed via ramps between Buildings A and B and between Buildings K and L.

BUILDINGS A, B, C & D

The architectural style of all four buildings has been refined to reflect the residential character of Beresford Avenue.

The arrangement of the landscaping has been improved, with the amount of green space slightly increasing.

Buildings A and B no longer have a setback, resulting in a more elegant façade.

Building C is now 8 storeys (previously 7). Its design has evolved to create a sense of arrival and to complement Building D.

BUILDING L

54,000 sq ft of flexible workspace has been introduced within a double height ground floor, along with a new entrance from Beresford Avenue.



THE MASTERPLAN

THE PLANNING APPLICATION

The planning submission is a hybrid application comprising an outline application for a mixed-use development, with detailed planning permission sought for Phase 1 Buildings A, B, C and D

KEY FEATURES OF THE MASTERPLAN

- A CANAL-SIDE**
The interface between the new development and the existing community adjacent to Beresford Avenue – a vibrant space with south-west facing bars, restaurant and cafés and home to the new community centre. Situated on the bend of the canal, this new public space becomes a focus along the towpath from both the Alperton and central London directions.
- B COMMUNITY CENTRE**
A new circa 5,000 sq ft multi-functional facility, designed by the community, positioned to provide a focus to the Canal-side space and connect with the existing community. A new flexible main community hall that can be divided into three separate areas is supplemented by additional meeting spaces, nursery and a community kitchen.
- C GREEN AVENUE**
The main new east-west green pedestrian and cycle spine that opens up connectivity towards Stonebridge Park station, the canal and Alperton itself. Punctuated by the Central Gardens and Riverside Meadows, the route becomes a safe and varied artery that opens up the site to the surrounding community.
- D CENTRAL GARDENS**
The central focus area at the heart of the site – a new 21st century London garden space with a meandering water feature that links the canal and river. The curving form recalls the former bends of the River Brent.
- E RIVERSIDE MEADOWS**
A natural parkland edge that reinstates a soft and green character to this stretch of the River Brent. Trim trails, places to relax and educational information are incorporated in this distinctive and relaxed landscape.
- F THE GENERATOR**
Designed by leading industrial architects Michael Sparks Associates, The Generator will be an innovative bespoke multi-storey industrial building, the first of its kind in the UK. It will provide a hub of 141,000 sq ft light industrial workspace providing space for a variety of B1c and B8 uses.
- G EMPLOYMENT SPACE**
Provision of high-quality affordable workspace comprising 54,000 sq ft of ground floor units, with residential above. These units will be flexible in size, from 'seedbed' units to larger units for more established businesses.
- H ENTRANCE MARKER BUILDING**
An entrance marker building creates a gateway to the site and Alperton from the North Circular Road. The structure, and the existing 21-storey Wembley Point building, sit either side of the imposing railway arches acting as 'bookends' marking Stonebridge Park station.
- I CENTRAL GARDENS MARKER BUILDING**
A marker building articulates the western corner of Central Gardens creating a clear focal point leading visitors towards the canal along the green avenue.
- J TOWNHOUSES**
Three-storey townhouses are introduced along Beresford Avenue to create a variety of building typologies.
- K MEWS STREETS**
Mews streets link Beresford Avenue with the canal.





PHASE 1

OVERVIEW OF THE PHASE 1

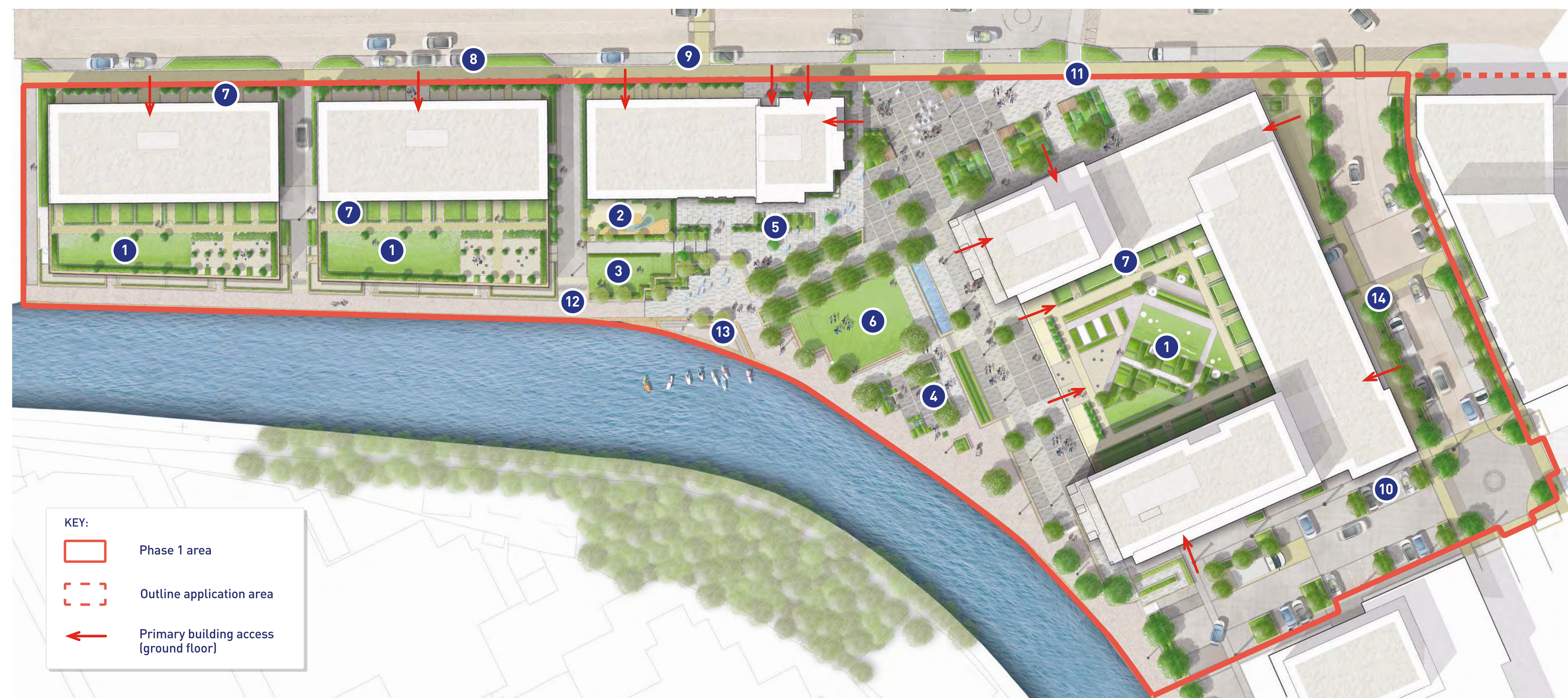
Phase 1 of the development will comprise four new buildings (A, B, C, and D) containing 402 new homes, a community centre, a nursery and a retail hub, formed around the Canal-side piazza with extensive high quality public realm and open spaces.

The masterplan proposes reconnection with the Grand Union Canal and River Brent, providing Northfields and the wider community public access to the site for the first time in its history. The proposals will create a new identity for the waterfront, and a new hub of community and commercial uses.

Improvement works on Beresford Avenue and the route to Stonebridge Park Station are expected to commence in the first phase of the development.

KEY FEATURES

- 1 Semi-private podium gardens/roof terraces (first floor access)
- 2 Nursery play area
- 3 Equipped public play area (Under 5)
- 4 Sensory garden/imaginative play area (5-11)
- 5 Kitchen/community garden
- 6 Public informal open space
- 7 Private front/rear gardens
- 8 Loading bay
- 9 Loading/nursery drop off and disabled parking
- 10 On street parking for shops, restaurant and community facilities
- 11 Shared footpath/cycleway
- 12 Towpath
- 13 Stepped access to canal
- 14 Basement car park access



Artist's impression of the canal-side



Artist's impression of the canal-side



PHASE 1: COMMUNITY CENTRE

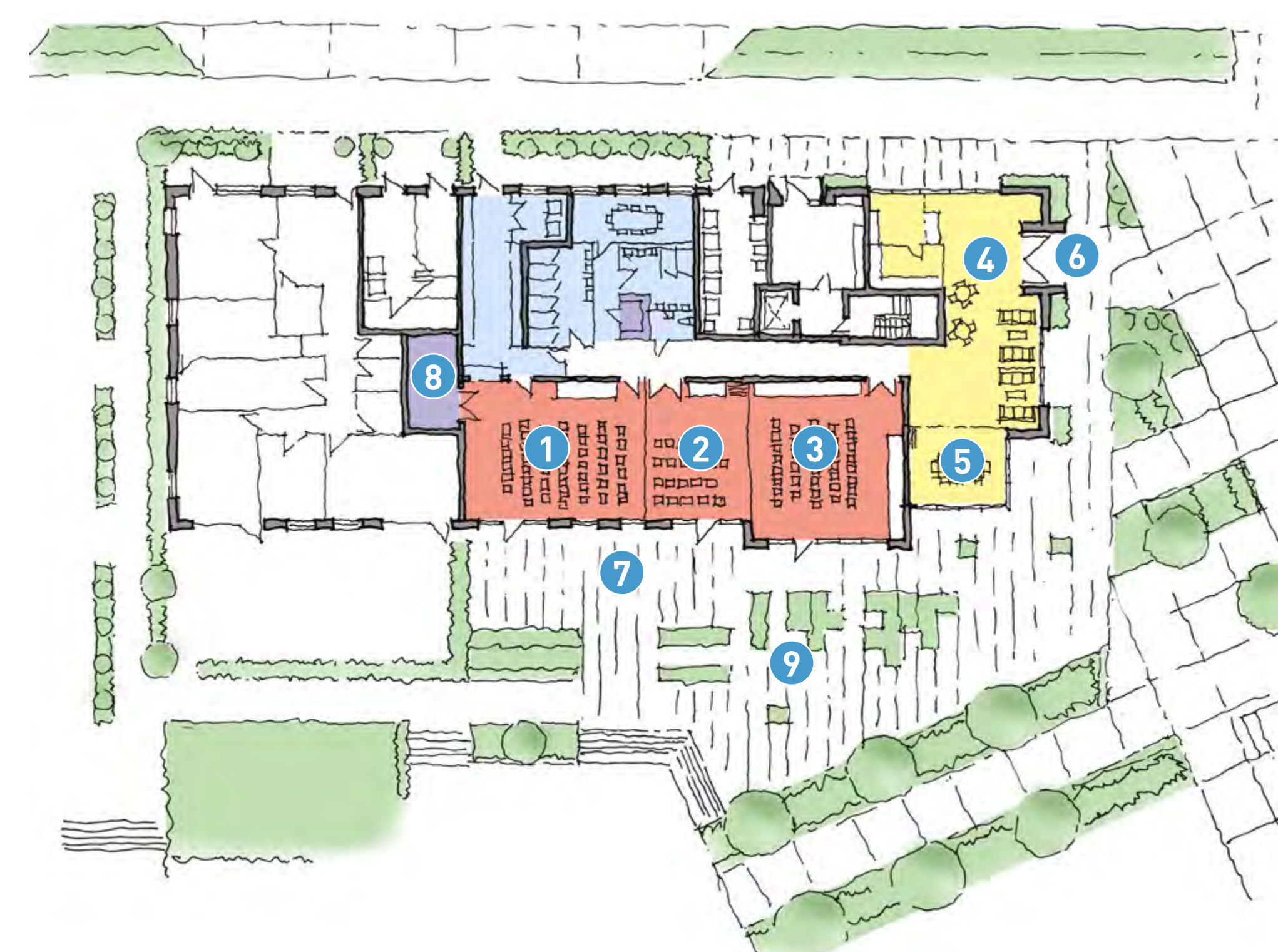
A PLACE FOR THE LOCAL COMMUNITY

A 5,000 sq ft community centre will be part of Phase 1 of the Northfields development, open to both the existing and new community. Located on the ground floor of Building C, it will be accessible from both Beresford Avenue and the Canal-side. The facade has been straightened to increase the prominence of the community centre entrance.

The design of the proposed community centre has been shaped and refined by the input of the local community from previous consultation and two dedicated design workshops. St George has appointed independent specialist consultants to conduct research on the operation of the community centre to ensure it will deliver sustainable benefits to the community.

HOW WILL THE CENTRE BE USED

Open to local groups and individuals, the community centre will provide flexible indoor and outdoor spaces that can host a range of different activities, including classes, workshops, events and performances.



INDICATIVE FLOORPLAN OF THE PROPOSED COMMUNITY CENTRE

KEY:

- | | | | |
|---|--|--|--|
| Activity Area | Storage | Facilities | Reception |
|---|--|--|--|
-
- | | | | |
|----------------|------------|---------------------|---|
| 1 Small Hall | 2 Studio | 3 Studio 2 | 4 Reception Area/Temporary Exhibition/Community Library |
| 5 Meeting Room | 6 Entrance | 7 Outdoor Area | 8 Internal Storage |
| | | 9 Community Gardens | |



Artist's impression of the community centre entrance from Beresford Avenue



OPEN SPACES

A PLACE TO ENJOY

11 acres of high-quality public realm and open space, over half the area of the site, will be delivered in the early phases of the masterplan, transforming the neighbourhood and including the Central Gardens and Riverside Meadows (including Riverside Walk). Celebrations such as the Alperton summer festival will be held in the new Central Gardens involving the wider community and bringing people together.

The role of each space has been carefully considered and informed by feedback from existing local residents to ensure that a variety of different users are catered for.

KEY FEATURES

- 1 The Gateway** – A vibrant, bustling and flexible civic space designed to open up access to the canal and encourage the integration of new and existing communities.
- 2 The Canal-side** – Including restoration of the canal corridor, the Canal-side will be a bustling, pedestrianised piazza connecting a series of retail, community centre, nursery and food and drink hubs.
- 3 The Avenue** – The pedestrianised green spine of the new neighbourhood, providing a rich and multi-functional green corridor between the Canal-side, Abbey Estate to the west and Beresford Avenue.
- 4 The Central Gardens** – The new green lung of Northfields, a multi-functional and highly active parkland with an informal play area at the heart of the development.
- 5 The Riverside Meadows** – Rich swathes of meadow grasses, native planting, parkland trees and meandering paths create a relaxed counterpoint to the busy urban spaces.
- 6 The Riverside Walk** – An extension of the Riverside Meadows, seeking to stabilise and semi-naturalise the banks of the River Brent.
- 7 Tree-lined avenues** – The primary vehicular movement network, characterised by a strong linearity and rhythm, lined by imposing trees to create leafy urban streets.
- 8 Green streets** – Pedestrian-orientated streets comprising shared surfaces, diverse planting and a green setting to the new homes.
- 9 Beresford Avenue** – Enhancement of Beresford Avenue through the replacement and introduction of new street trees, generous front gardens and a safer environment for both pedestrians and cyclists.
- 10 Mews streets** – Intimate, pedestrian-friendly mews streets.



4 Artist's impression of the Central Gardens



5 Artist's impression of the Riverside Meadows



NEW WORKSPACE AND AMENITIES

A PLACE TO WORK

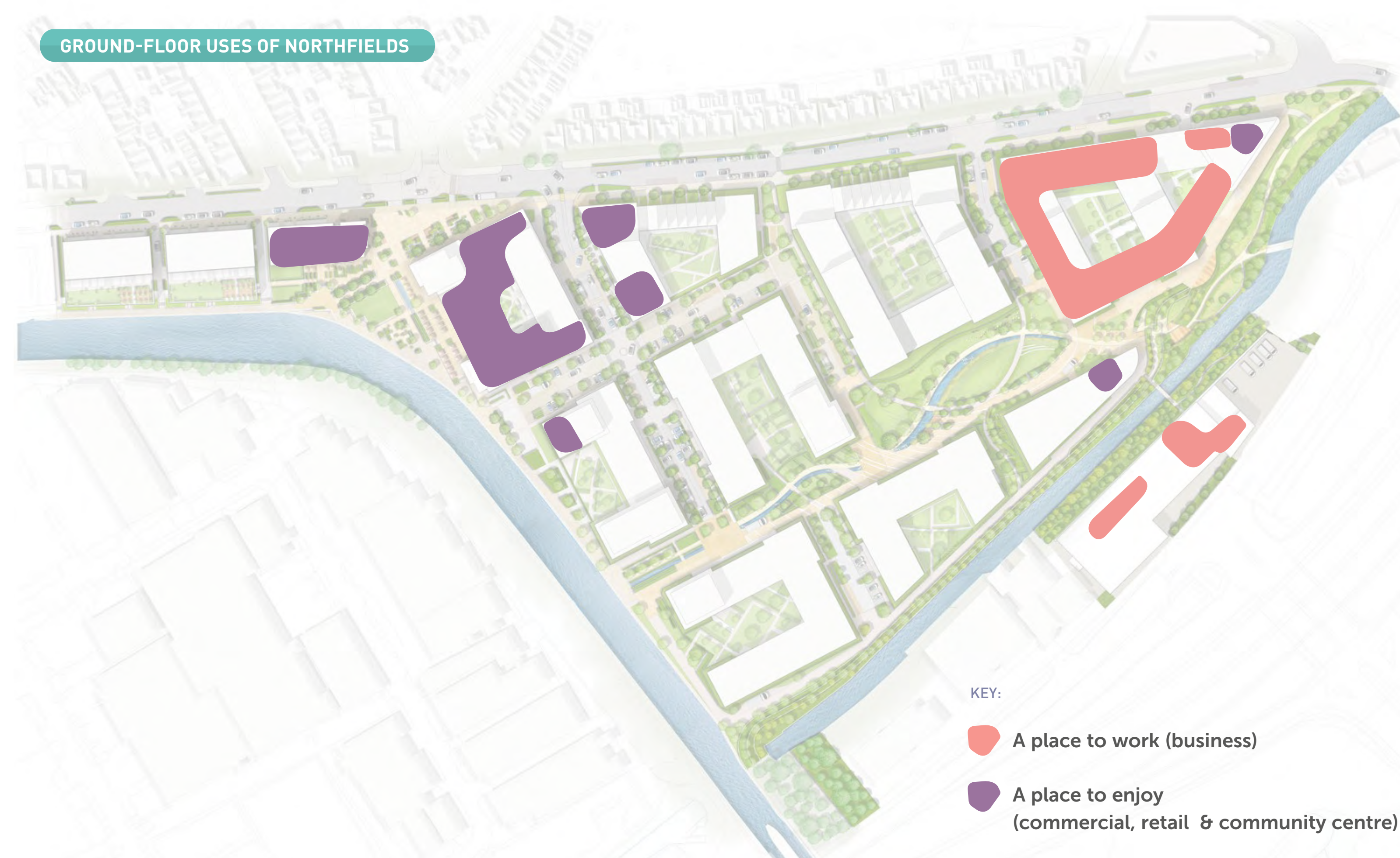
The redevelopment of Northfields will create a vibrant mixed-use development, with significant socio-economic benefits. Northfields will provide homes and deliver employment opportunities from day one. This commitment will continue throughout the life of the development, creating over 650 jobs and delivering a truly mixed-use development where homes and employment can successfully co-locate alongside one another. The employment floorspace across the site will be 195,000 sq ft.

EMPLOYMENT STRATEGY

Our employment strategy for Northfields has evolved through working closely with the Greater London Authority and London Borough of Brent to understand the Mayor's ambition of making the best use of land to deliver both employment and housing, in the context of a highly constrained land supply.

COMMERCIAL SPACE

The Northfields proposals will deliver 25,000 sq ft of commercial floorspace. This will comprise units of a range of types and sizes, capable of serving of functions including shops, financial and professional services, restaurants and cafés, drinking establishments and hot food takeaways.



THE GENERATOR

A key part of the masterplan is the delivery of a bespoke light industrial workspace hub to respond to local demand for workspace. The proposed hub, named 'The Generator' will provide c. 141,000 sq ft of light industrial accommodation. Occupiers are expected to be businesses such as:

- Light assembly
- R&D/prototyping
- Film companies including camera/lighting equipment hire
- Media/publishing
- Digital printing companies
- Textiles
- High-end food companies e.g. artisan bakers
- Arts and crafts



Examples of leisure and retail spaces from one of St George's developments



Examples of workspaces



CREATING NEW CONNECTIONS

ROUTES THROUGH NORTHFIELDS

A key objective of the Northfields masterplan is to create new linkages and connections with the local area, particularly routes through the new development for pedestrians and cyclists. Central to our ethos is the creation of a network of connections that encourages sustainable modes of transport and is a safe and pleasurable space to move around.

PEDESTRIAN AND CYCLE ROUTES

Northfields has been designed to prioritise pedestrians and cyclists by creating pedestrian and cycle only routes along the Grand Union Canal, River Brent and the green avenue, which runs through the heart of the development.

Pedestrians will benefit from the improved canal towpath and footpaths leading through the public realm and open spaces which connect with the wider community. To encourage cycling, secure, convenient and accessible cycle parking facilities will be provided for both residents of and visitors to Northfields. Enhanced pedestrian and cycle routes along Beresford Avenue and the route to Stonebridge Park station will also encourage people to walk and cycle local journeys.

NEW BRIDGE

The development will provide an opportunity to deliver a new bridge across the River Brent linking the north of the site to The Generator to the south.



A — AA

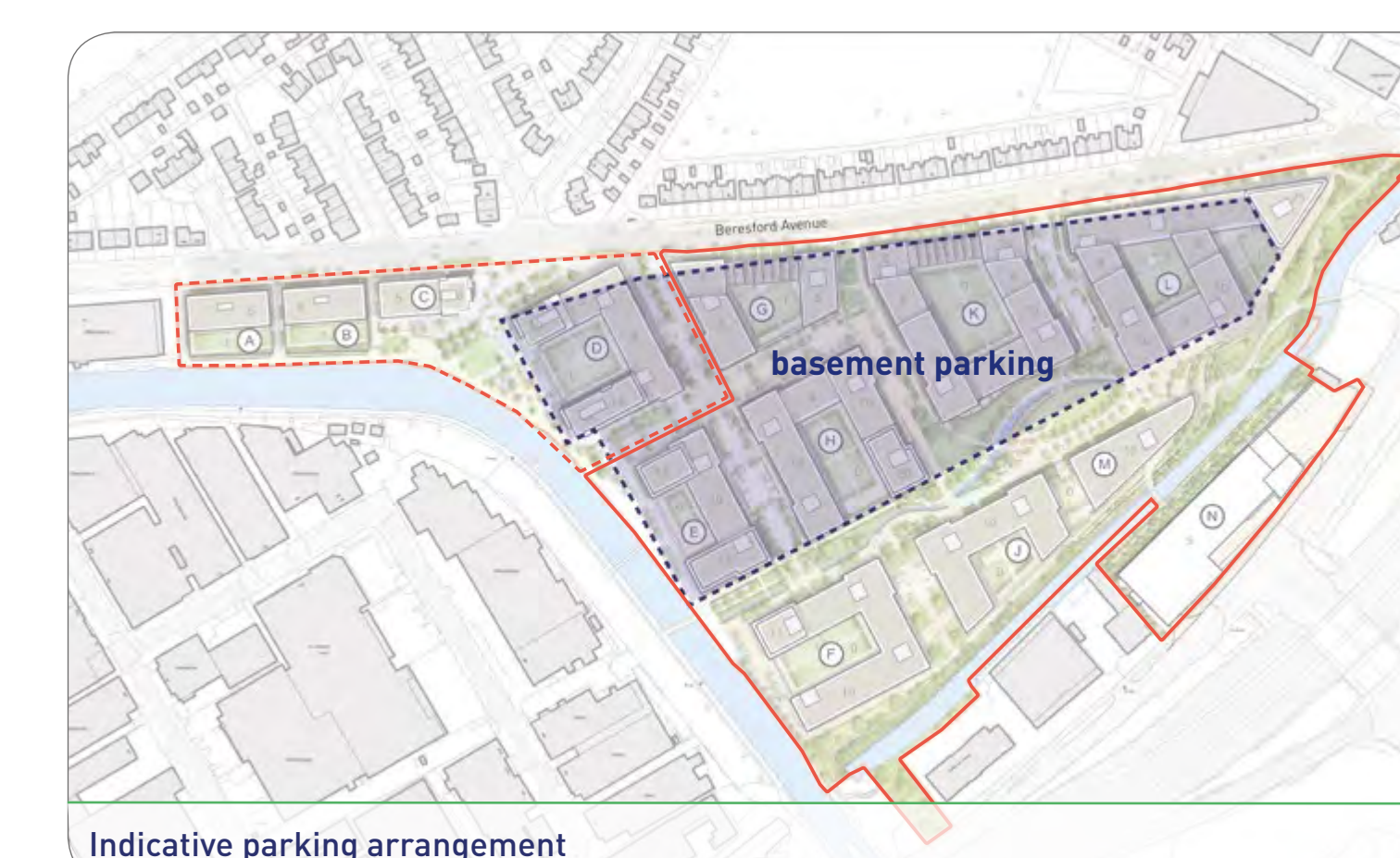


Typical residential street at Northfields

B — BB

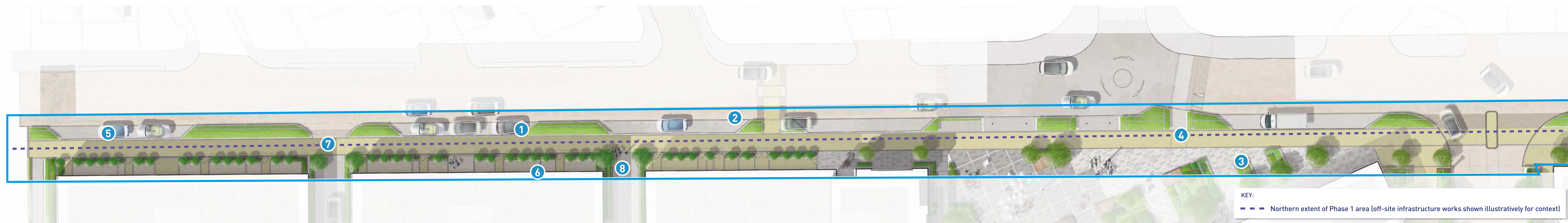


Section through the main pedestrian street at Northfields



Indicative parking arrangement

IMPROVEMENTS TO BERESFORD AVENUE



PROPOSALS

On the northern edge of the site, Beresford Avenue is a key route for both pedestrian and vehicular movement. Active uses on the ground floor will help to animate this important artery to Alperton.

The site-wide proposals for Beresford Avenue include:

- Additional traffic calming measures, new bus route, on-street parking and road resurfacing
- A comprehensive tree strategy to replace existing poplars with more appropriate tree species, creating a strong tree lined avenue
- A new integrated footpath and cycleway
- Generous front gardens which reflect the existing suburban character and incorporate a consistent boundary treatment including clipped hedges and railings
- Active streets with townhouses at ground floor, directly accessed from the street
- Clear sight lines to the central park, gateway space including the canal and clear waymarking to primary open spaces and facilities.

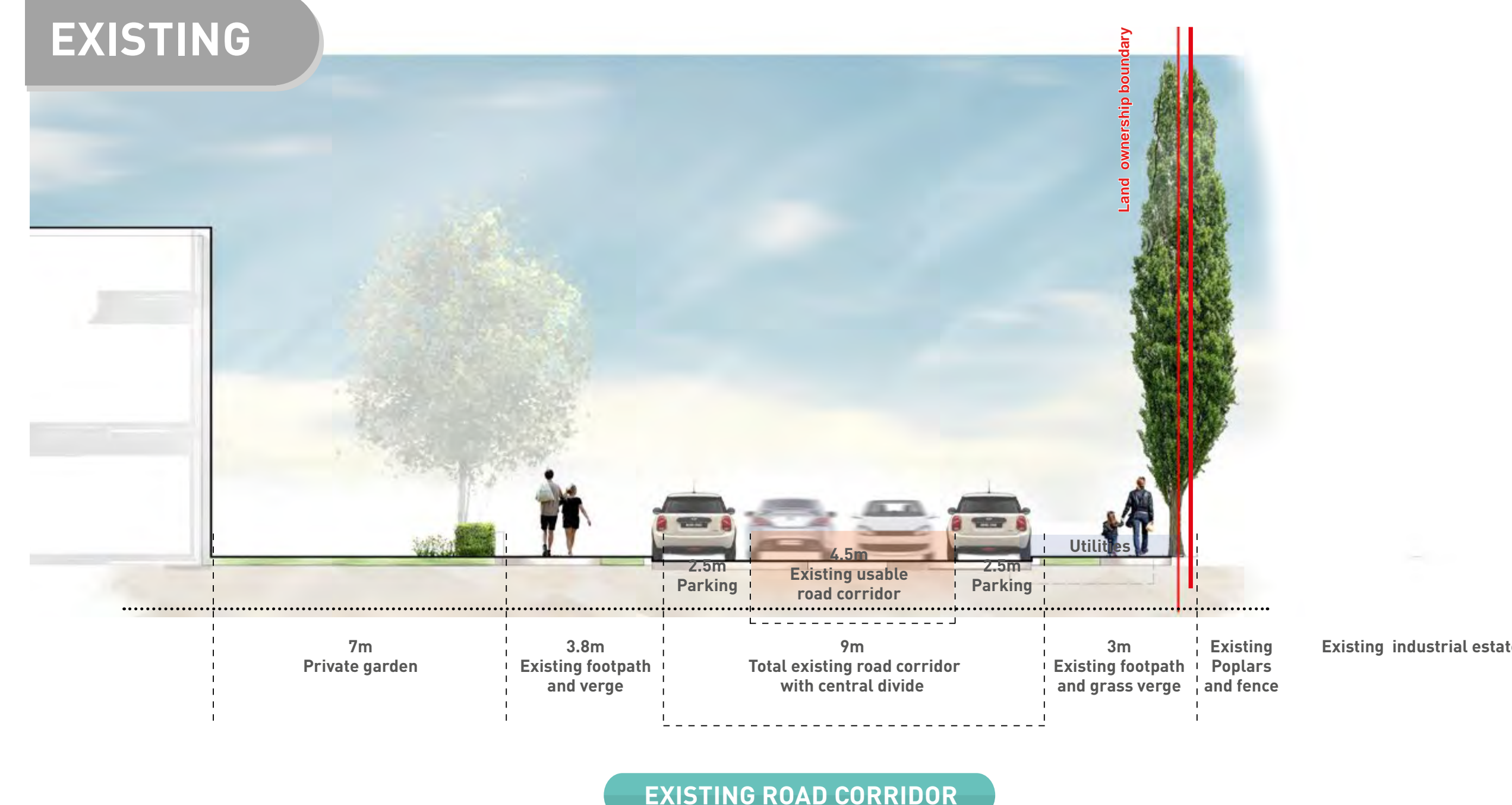
KEY FEATURES

- 1 Improved parking drop off for visitors to the nursery, community centre and retail units
- 2 Road corridor widened by approximately 1m to enable clear passage of buses along Beresford Avenue and improve the free flow of traffic
- 3 A high-quality palette of hard and soft materials to improve the wider Brent / Alperton streetscape
- 4 New 3m wide shared footpath/cycleway
- 5 Raised table to improve pedestrian circulation, particularly between community facilities within the Northfields development (Phase 1) and Heather Park
- 6 Minimum 3.5 metre deep front gardens comprising simple architectural planting forms to maximise defensible space and privacy for residents
- 7 Vehicular access to undercroft parking (Buildings A and B)
- 8 Pedestrian link to Canal-side.

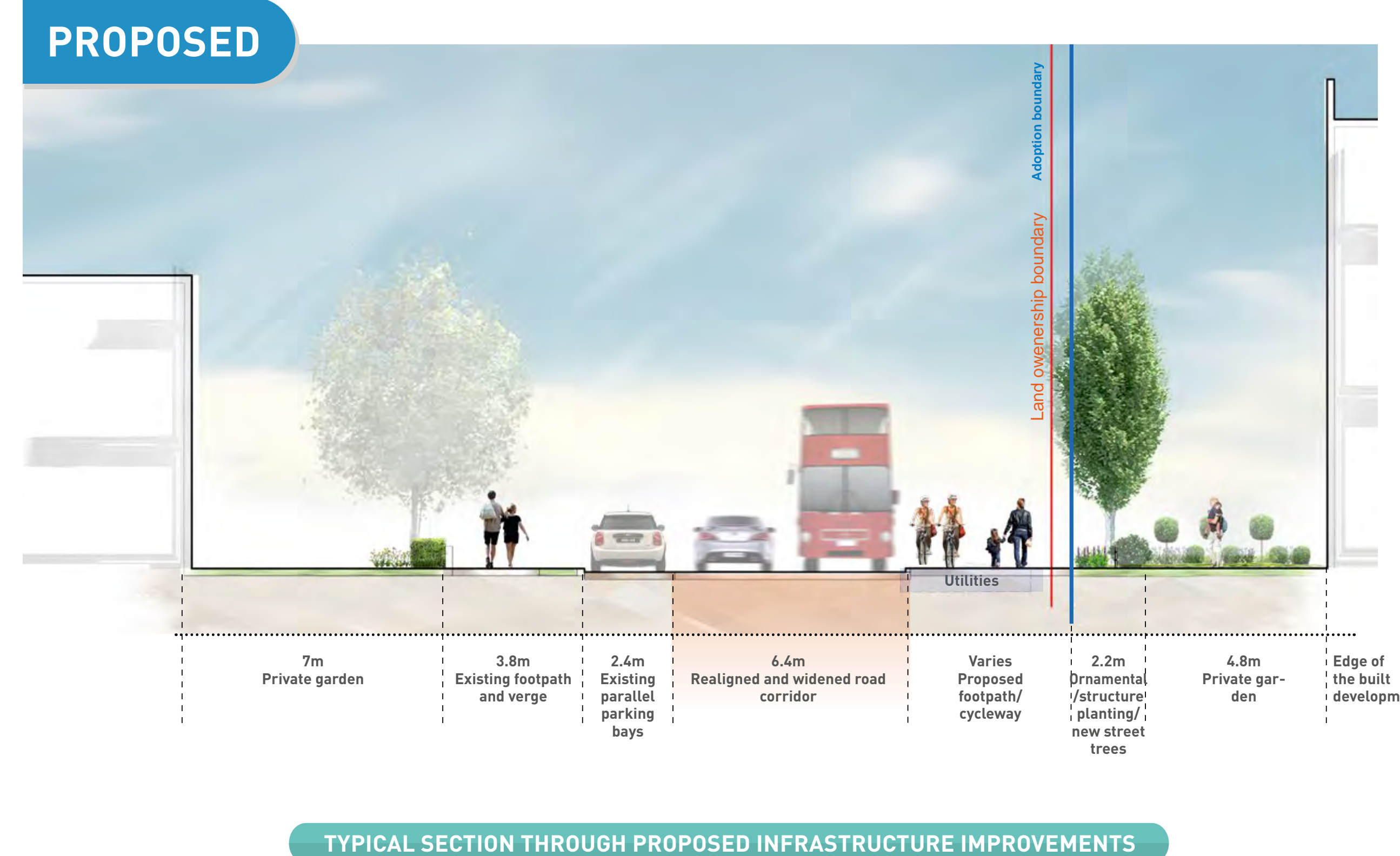
Phase 1 will deliver a number of infrastructure improvements to Beresford Avenue including off-site highway works. These improvements are characterised by a uniform and simple townscape. A bold planting palette, including a uniform row of low clipped evergreen trees and prominent specimen marker trees at entrance points and gateways, creates an enhanced avenue and significantly improves the existing degraded streetscape.



EXISTING



PROPOSED





IMPROVEMENTS TO THE ROUTE TO STONEBRIDGE PARK STATION

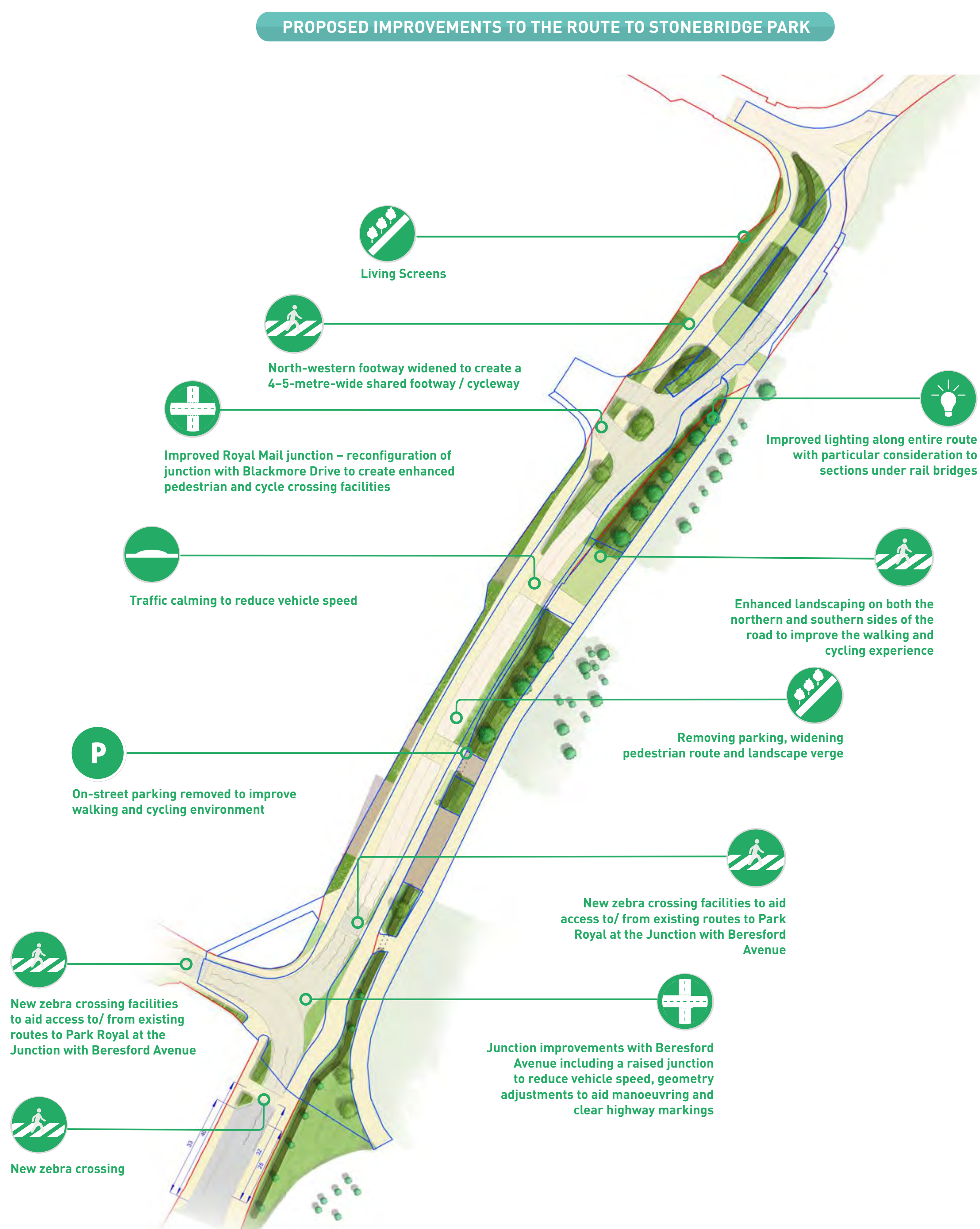
PROPOSALS

We are working together with the London Borough of Brent and other key stakeholders on proposals to enhance the route from Northfields to Stonebridge Park station. These proposals have been shaped by a design workshop held with the local community and are expected to be delivered alongside the first phase of the development.

Proposed improvements include enhancing street lighting and widening footpaths. The proposals also include the realignment and re-surfacing of the road corridor and the pedestrian-cycle path using high-quality paving materials.

New planting will further improve the area, reducing the dominance of the traffic and helping to define clear connections to the wider pedestrian and footpath network.

At the junction between Beresford Avenue and Old North Circular Road, the proposals currently include turning the junction into a raised 'table top' junction to reduce vehicle speeds and upgrade the existing refuge islands on each arm of the junction with a zebra crossing.





ST GEORGE COMMITMENT

St George makes every effort to mitigate the impact of construction on our neighbours. We are a member of Considerate Constructors.

We have extensive experience in managing, large complex construction projects and have strict processes and protocols in place.

- We appoint a Neighbourhood Liaison Officer on all our sites and provide their telephone number for residents to call if there are any issues. The number is on the hoarding and in resident newsletters.
- We set up regular meetings for local residents to get an update on the construction programme, planned activities and share with us any concerns.
- On site car parking is provided for construction workers.
- Newsletters are issued to the local residents with development updates and notification of key works.
- Wheel washers are located on every site to clean construction vehicles.
- A continuous road sweeper is in operation on the surrounding roads and pathways are hosed down.
- Dust suppression sprayers are used in high winds and dry weather to prevent dust spreading from the site.
- The hoarding is maintained to ensure good site presentation.
- Access routes are provided from main roads for delivery vehicles.

FIRE SAFETY

St George and The Berkeley Group take our health and safety obligations, and responsibility for the safety of all our workers, visitors and residents of our developments, extremely seriously.

The safety of the homes we build is our number one priority. Every building is designed and built to comply with fire and building regulations. We are advised by expert fire consultants and the design at Northfields will be signed off by LB Brent Building Control and the London Fire Brigade.



NEXT STEPS

STATUTORY CONSULTATION

The planning application was submitted to the London Borough of Brent on the 24 January. This means that the Council will be reviewing the planning application shortly, and you can have a final say on the plans through a statutory consultation process that will last until 26 February 2018. You can see the full planning application and submit your comments to the Council on their website: <https://pa.brent.gov.uk/online-applications/>, using the application reference: 18/0321.

We would like to take this opportunity to thank you for participating in the Future Northfields consultation events to date and helping inform the masterplan.

DEMOLITION AND PHASE 1 CONSTRUCTION

Subject to planning permission, construction works are expected to begin in early 2019. Phase One of the development will be expected to reach completion by 2023. We will ensure that local residents are updated throughout the process.

WORKING WITH THE COMMUNITY AND KEEPING YOU INFORMED

St George will continue to work with the community following the submission of the planning application. Some of the already planned next steps of engagement include:

- Organising and sponsoring the Alperton Summer Festival 2018, in consultation with the community
- Collaborating with local schools on developing collaborative ideas that offer benefits to the young residents of the area
- Working with community members throughout construction, establishing a dedicated Construction Liaison Group

We will keep you updated on all upcoming events and activities through the Future Northfields website and with our Future Northfields newsletter.

www.futurenorthfields.com

THANK YOU FOR VISITING THE EXHIBITION

NORTHFIELDS TIMELINE

