



INTRODUCTION

INTRODUCING FUTURE NORTHFIELDS

NORTHFIELDS

On 3 April 2017 St George acquired the Northfields Industrial Estate from SEGRO. Since then St George has held many meetings with the local community to discuss the area's strengths and weaknesses, and general desires for the future.

This exhibition shares the first proposals for Northfields reflecting feedback and conversations we have had with the local community.

The project team will be in attendance at this exhibition to hear your thoughts on the emerging Northfields proposals.

WHAT IS FUTURE NORTHFIELDS?

St George and engagement specialists Soundings have been learning about the local area through meetings with the local community. We have been keen to hear about what local people currently value, and what they feel the regeneration could bring to the area, socially, environmentally and economically.

Thank you for attending the exhibition today. Please fill out a feedback form and tell us what you think of the initial proposals and the consultation to date.

ABOUT NORTHFIELDS

- 21 acre former industrial site
- Within ten minutes' walk of Alperton station and five minutes' walk from Stonebridge Park station
- Framed by the River Brent and the Grand Union Canal





THE TEAM

ST GEORGE

OWNER AND DEVELOPER

St George is a member of the Berkeley Group, London's leading mixed-use developer and a FTSE 250 company. St George regenerate brownfield land to create thriving new communities in attractive landscaped environments.

Current developments include Beaufort Park in Colindale, Barnet. Beaufort Park is similar in size and scale to Northfields. In little over a decade, the 25-acre former RAF aerodrome has been transformed into a vibrant new neighbourhood, with new homes, a park and children's play areas, and a thriving high street and commercial centre. Beaufort Park is a successful and established new neighbourhood, fully integrated into the existing local community.



Beaufort Park - Colindale

TERENCE O'ROURKE



Example of Terence O'Rourke's work

ARCHITECTS | MASTERPLANNERS | PLANNERS

Terence O'Rourke are planning and design consultants who are leading the masterplanning, architecture and planning process. The practice has worked on the regeneration of nearby Stonebridge Park for over a decade and more recently on Acton Gardens.



SOUNDINGS



Soundings consultation event

CONSULTATION

Soundings are community engagement experts who are leading the public consultation process. The company has worked on some of the most challenging projects in the built environment, including Kings Cross Central, London Olympics masterplan and Chelsea Barracks. Soundings have worked with St George at London Dock in Wapping and in Kingston.





SUMMARY OF FEEDBACK TO DATE

CONSULTATION TO DATE

INTRODUCTION LETTERS TO

- 8,000 households and 800 businesses
- 21 personal letters to councillors, ward councillors, MPs and the GLA member
- 49 personal letters to local community groups and businesses

4 POP-UP STREET INTERVIEW

We have met with local people through pop up street interviews and had 125 conversations, with 60 canvas cards collected at four different locations:

- Stonebridge area 20/04/17
- Heather Park area 21/04/17
- Alpertown area 22/04/17
- Abbey Estate 16/05/17

3 WALK AND TALKS

'Walk and Talks' have been held around the site and local area with 19 participants attending on three different sessions:

- Walk and talk 1 (13 attendees) 25/04/17
- Walk and talk 2 (4 attendees) 27/04/17
- Walk and talk 3 (2 attendees) 06/05/17

PUBLIC EXHIBITION

1 Public exhibition has been staged over three days attended by 72 people:

- Exhibition day 1 13/05/17
- Exhibition day 2 16/05/17
- Exhibition day 3 17/05/17

IN ADDITION THERE HAVE BEEN:

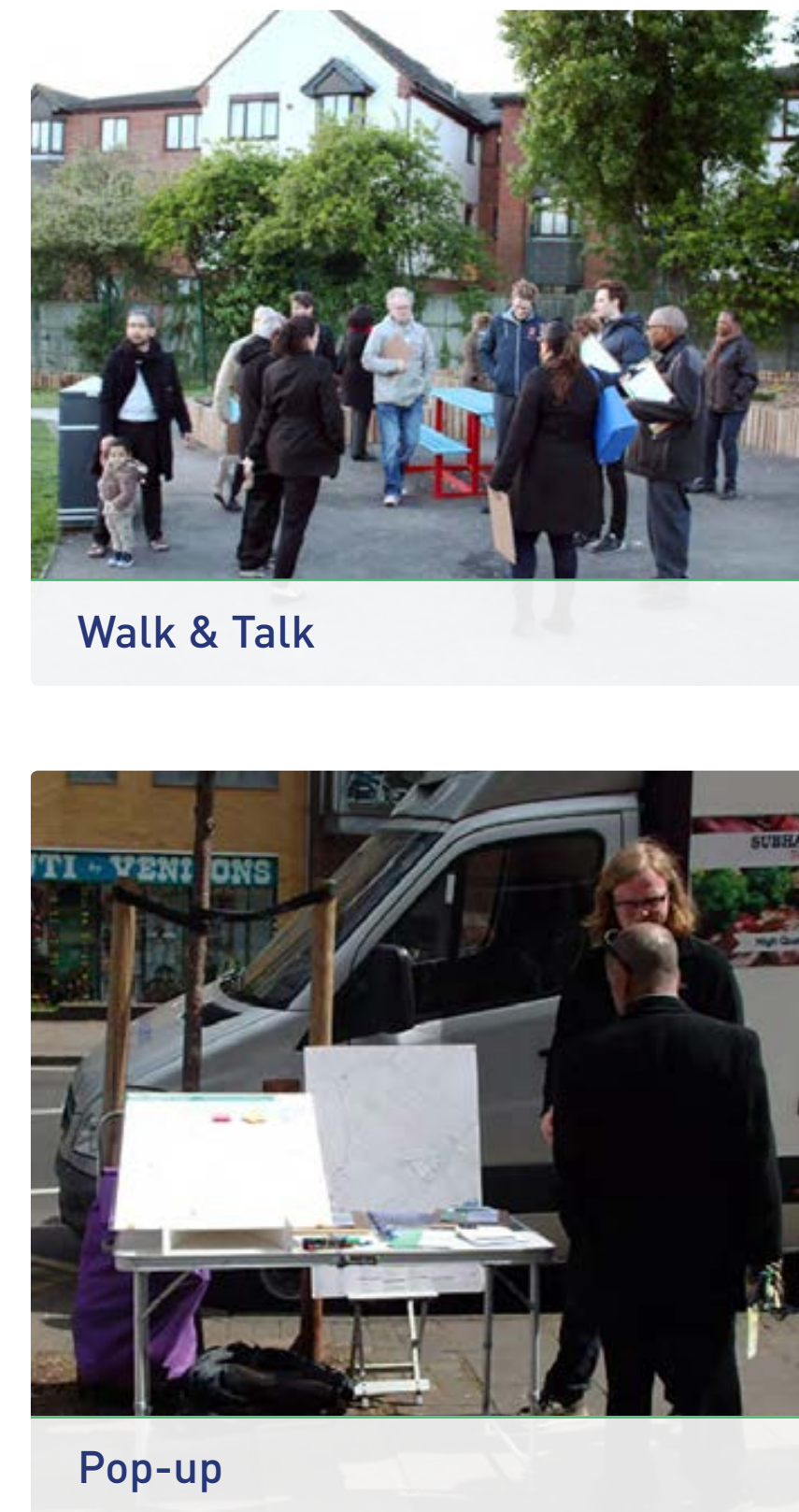
- 14 meetings with local groups
- 3 meetings with local councillors

NEWSLETTER

Newsletter (May) summarising the first exhibition

- 8,000 households and 800 businesses

This board provides a snapshot of the feedback received from the last exhibition. The diagrams illustrate responses to some of the key questions posed and some of the main areas of discussion generated by the initial consultation. Please see the report for the full findings.



KEY FEEDBACK

A place to visit/socialise – local people want to see a development that will provide new places to socialise locally such as restaurants, cafés, community/leisure facilities.

Additional retail/better variety – local residents would welcome more shops and an improved retail offer.

Local infrastructure – there is a general concern about the impact of new residents on local infrastructure such as health facilities, schools or transport.

Natural open space – an aspiration for more natural open spaces was expressed in order to meet a local deficiency of such spaces and provide playful and educational environments for local children.

Community facilities – community facilities are needed in the area to cater for a variety of groups and needs.

Informal public spaces – there is a desire for a variety of public spaces and less formally arranged areas to allow for play, dog walking and other activities.

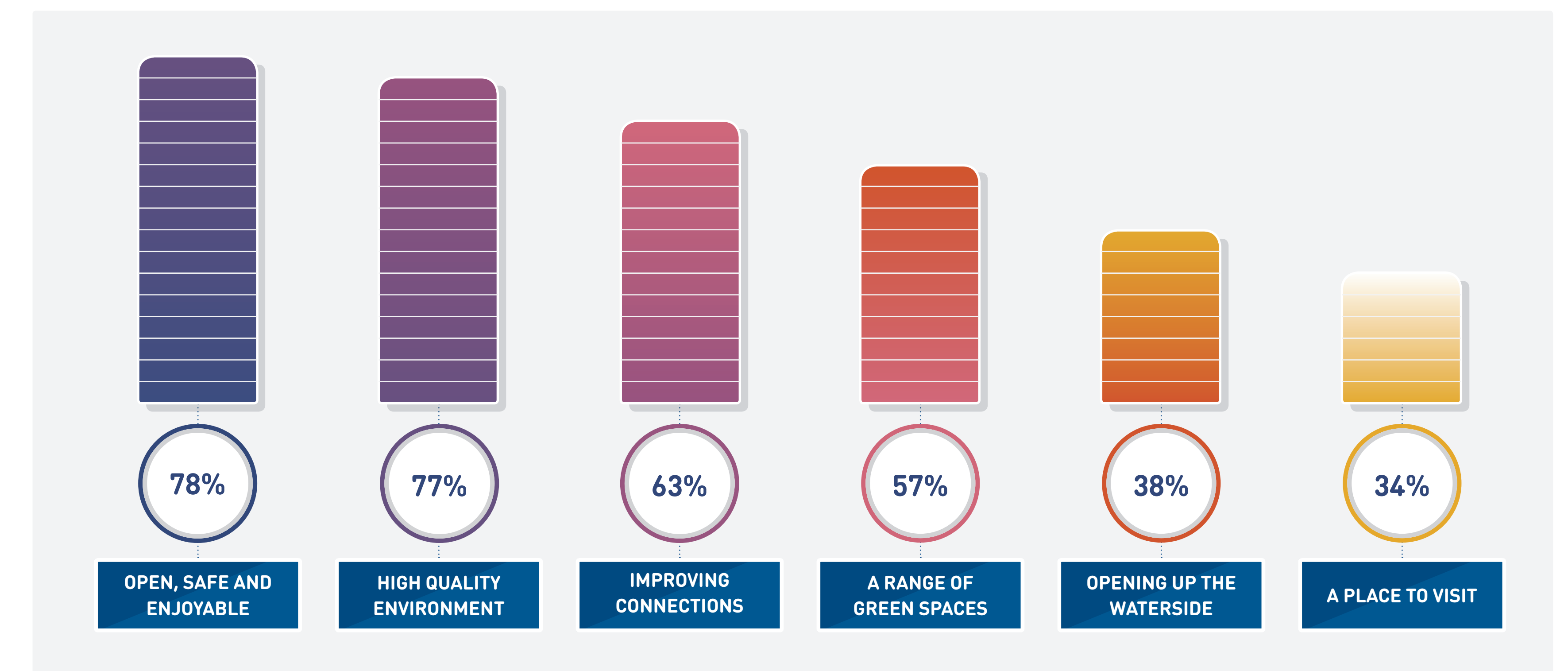
Variety of architecture – Northfields should have a range of characters areas avoiding repetition and generality.

Height – height on Beresford Avenue was highlighted as a concern.

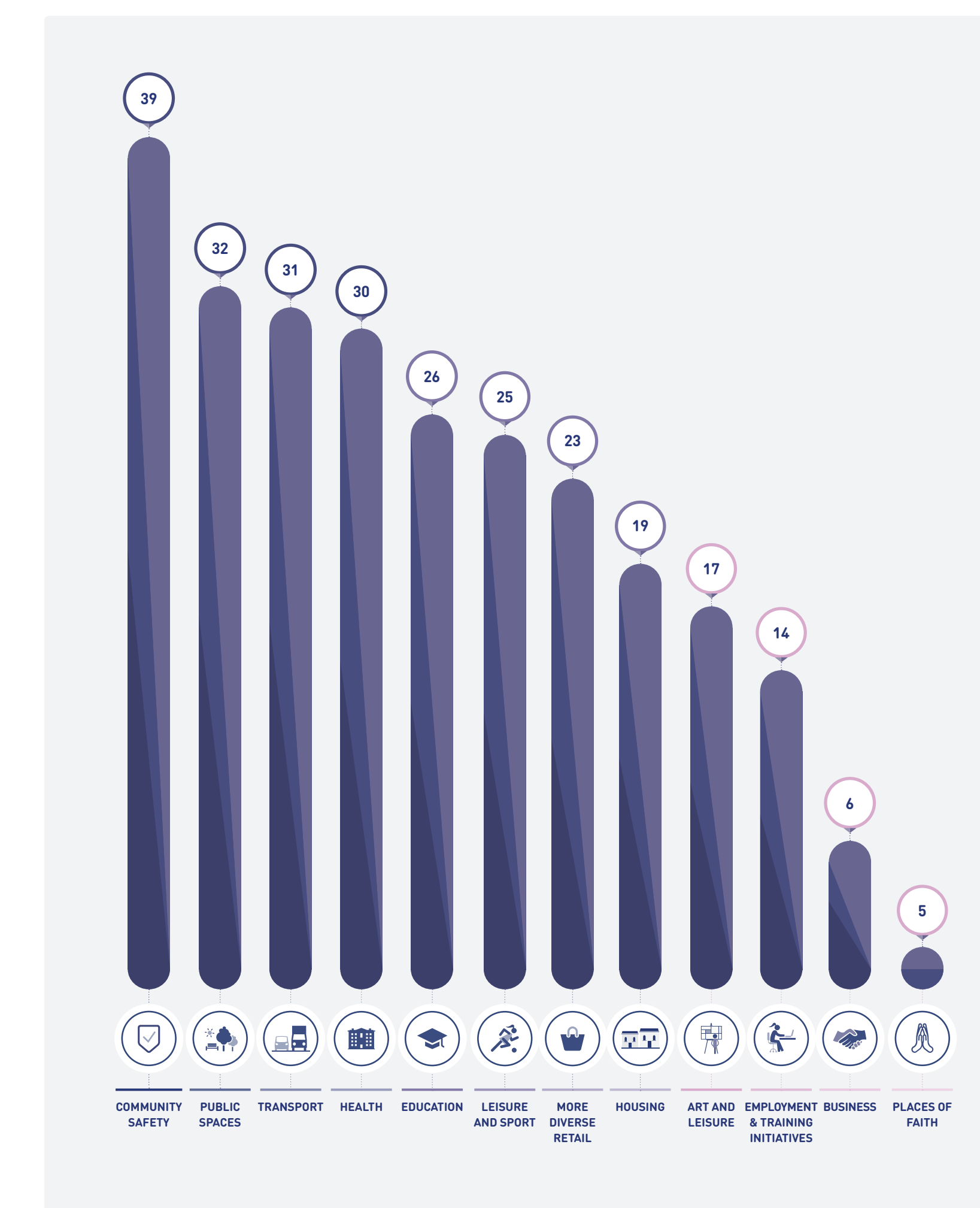
Parking – parking is a significant concern for the local community with unrestricted parking affecting the local environment and streets, especially in the Heather Park area.

WHAT WAS CONSIDERED MOST IMPORTANT FOR NORTHFIELDS:

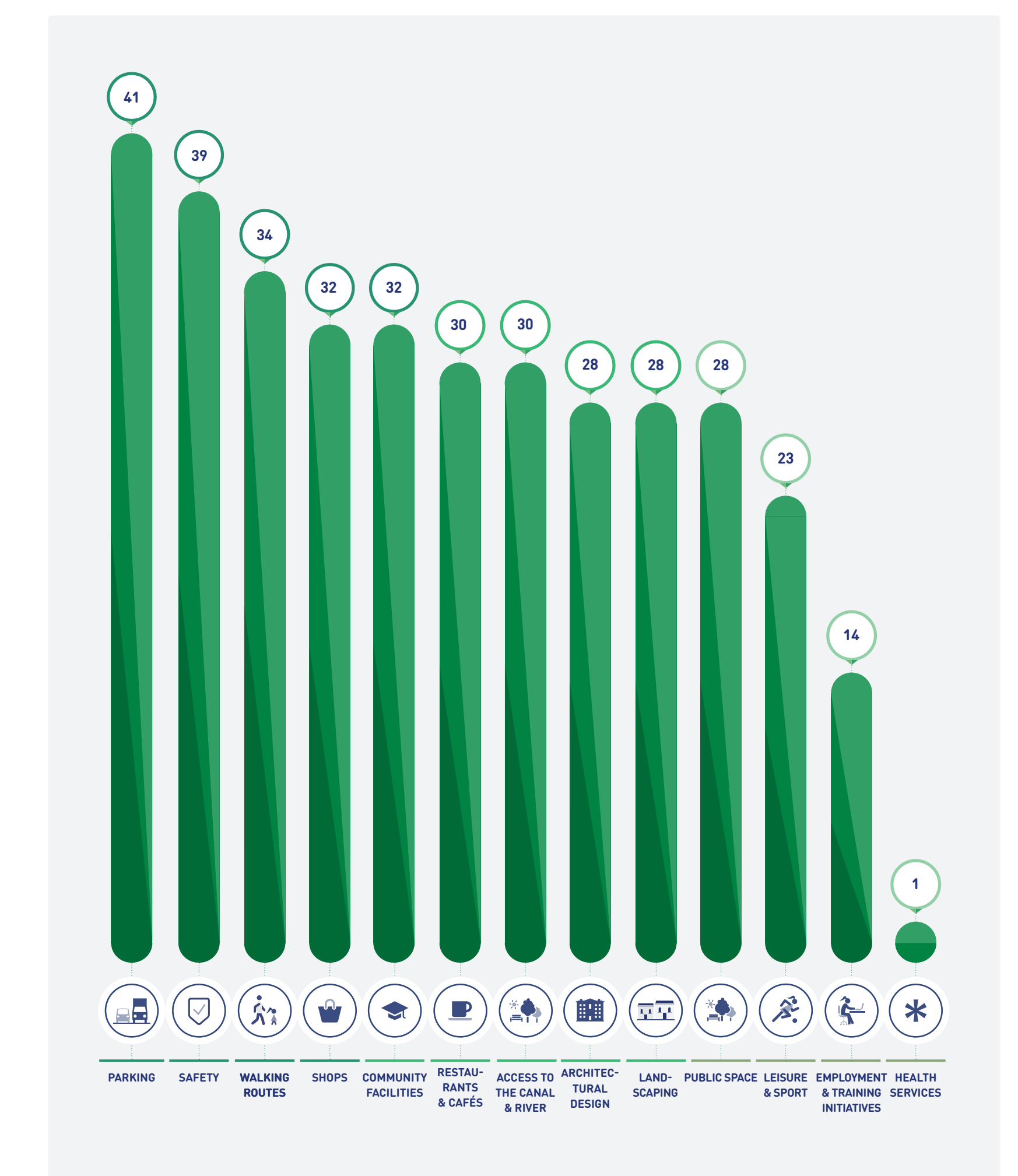
Attendees rated the suggested principles for Northfields and the below graph indicates the level of support for each principle.



MOST IMPORTANT ISSUES FOR THE LOCAL AREA:



KEY PRIORITIES FOR NORTHFIELDS:





SUMMARY OF FEEDBACK TO DATE



NORTHFIELDS MASTERPLAN

YOU SAID

A PLACE TO MEET

FACILITIES FOR YOUTH

A PLACE TO CELEBRATE

OPEN SPACE FOR PLAY AND RELAXING

NATURAL LEARNING ENVIRONMENT

ACCESS TO THE CANAL

RETAIL TO SERVE LOCAL COMMUNITY

A PLACE TO SOCIALISE

WE ARE PROPOSING

5,000 FT² COMMUNITY CENTRE

11 ACRES OF OPEN SPACE

SHOPS AND RESTAURANTS

IMPROVEMENTS TO THE LOCAL AREA

YOU SAID

IMPROVE WALKING ENVIRONMENT

IMPROVE SAFETY

IMPROVE CYCLING ENVIRONMENT

IMPROVE CHARACTER OF BERESFORD AVENUE

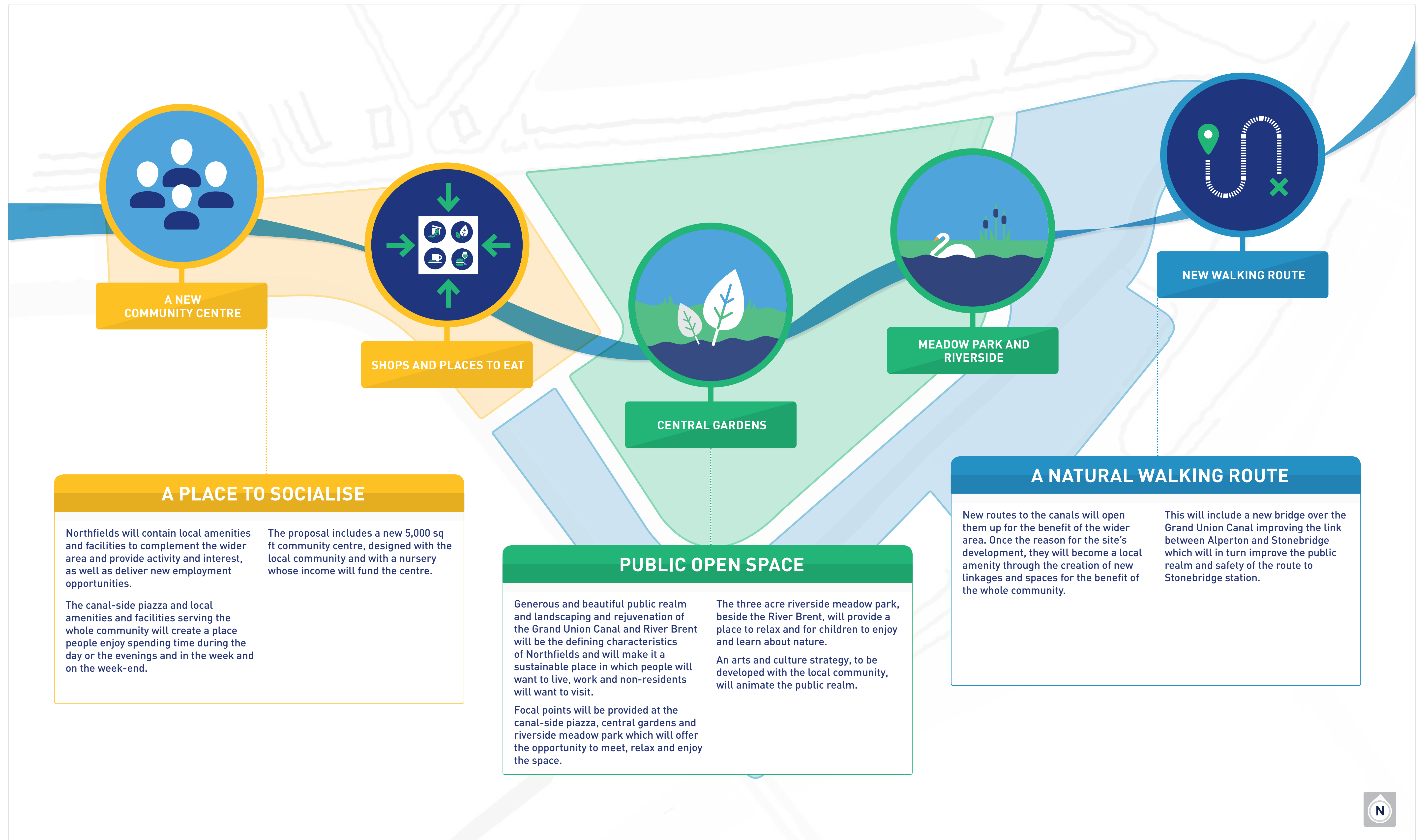
WE ARE LOOKING AT

IMPROVING THE ROUTE TO
STONEBRIDGE PARK STATION

PEDESTRIAN BRIDGES OVER
GRAND UNION CANAL AND RIVER BRENT

ENHANCED MEANS OF MOVING
AROUND

SCALING THE PROPOSALS TO
SPECIFIC PLACES





DELIVERING LOCAL BENEFITS

01 A PLACE TO ENJOY

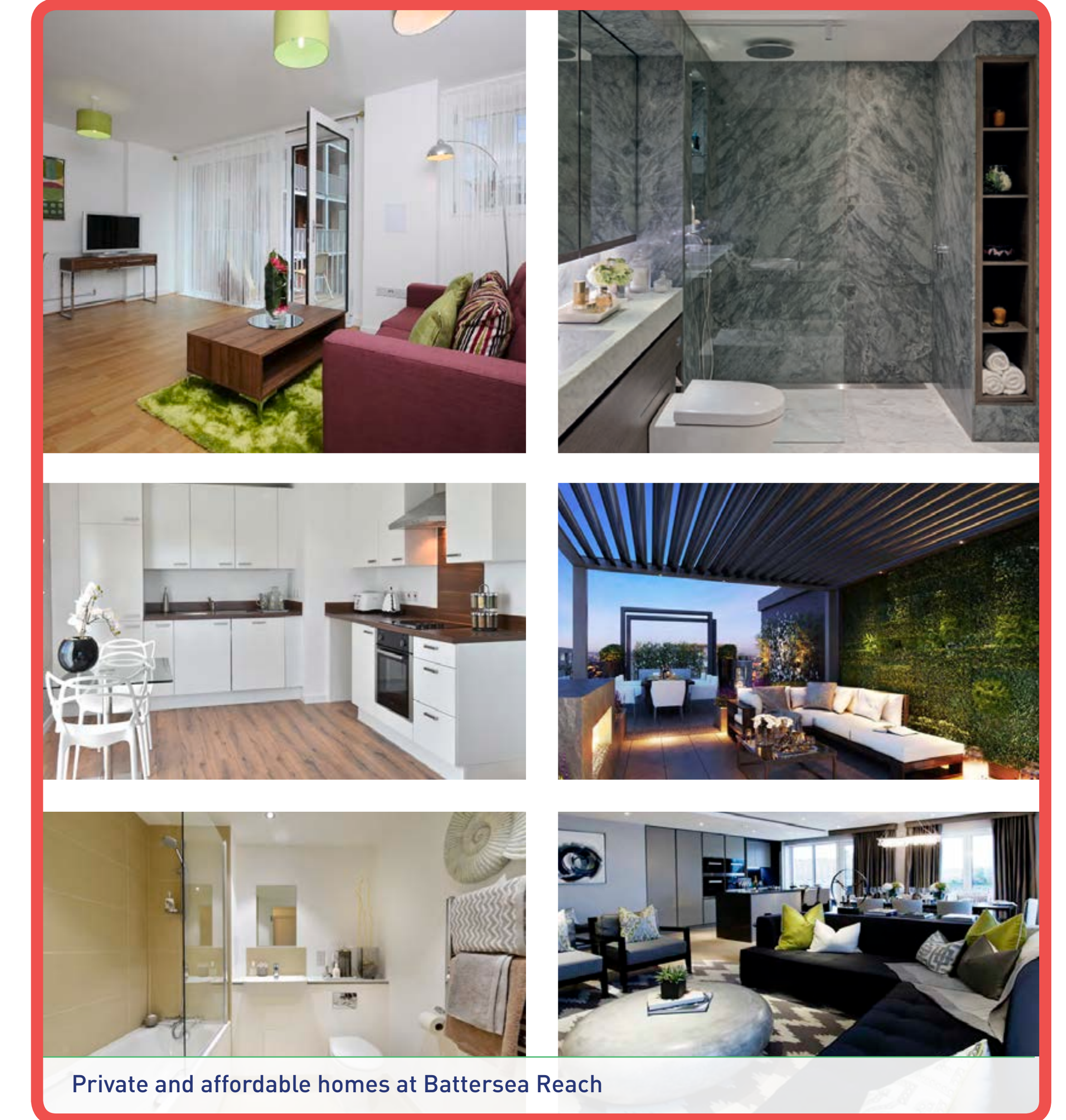
- Eleven acres of high quality public realm, over half the area of the site, will be delivered in early phases of the masterplan, transforming the neighbourhood and including a two acre central gardens, and three acre riverside 'meadow park' while creating access to the Grand Union Canal and River Brent.
- Hosting activities such as the Northfields summer festival.

02 LOCAL AMENITIES AND FACILITIES

- New commercial space including high quality employment space for high tech and light industrial businesses.
- New local facilities and amenities such as shops, cafes and restaurants.
- New bridges over the Grand Union Canal and Brent River improving accessibility and links to Stonebridge Park Station.

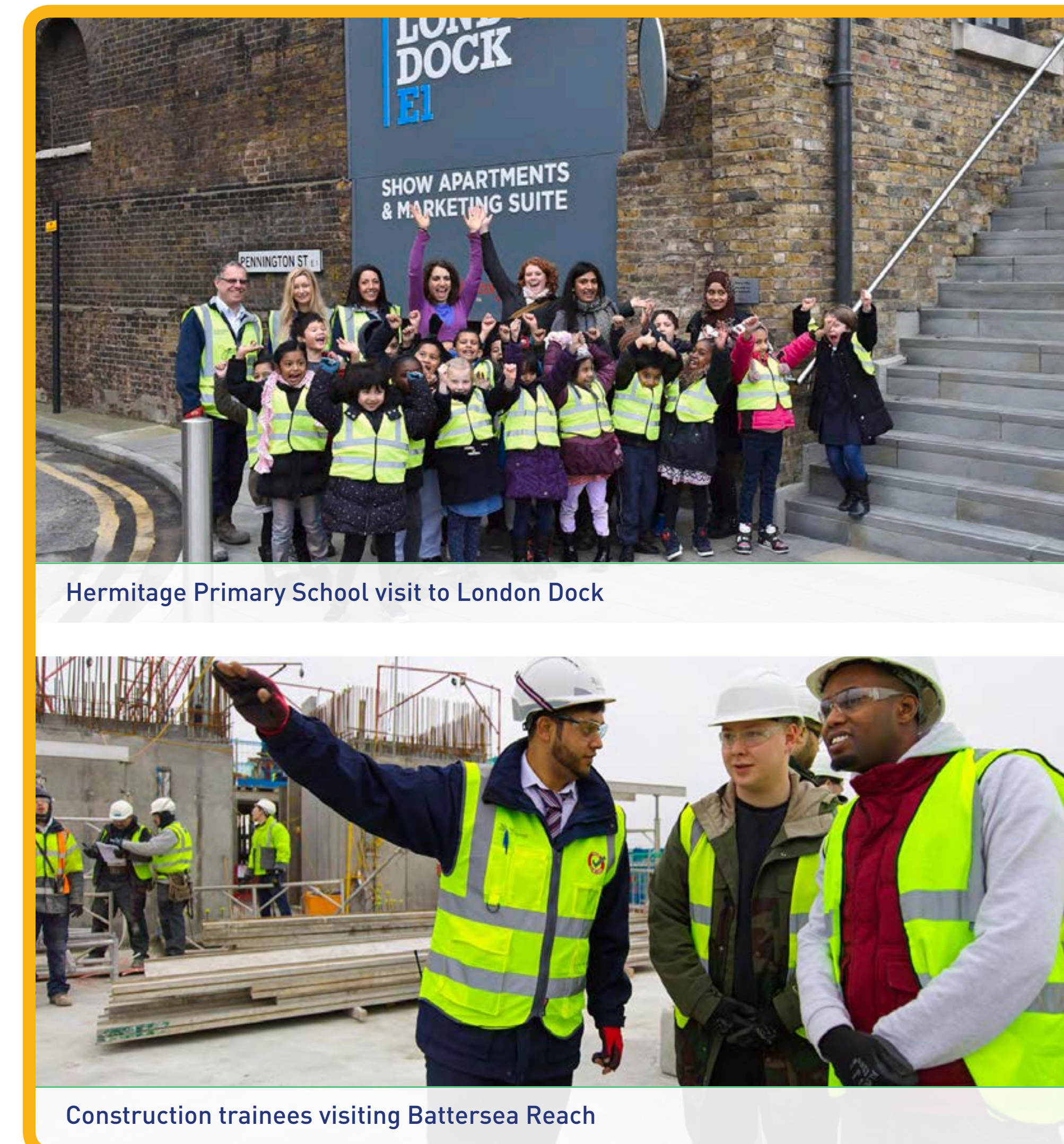
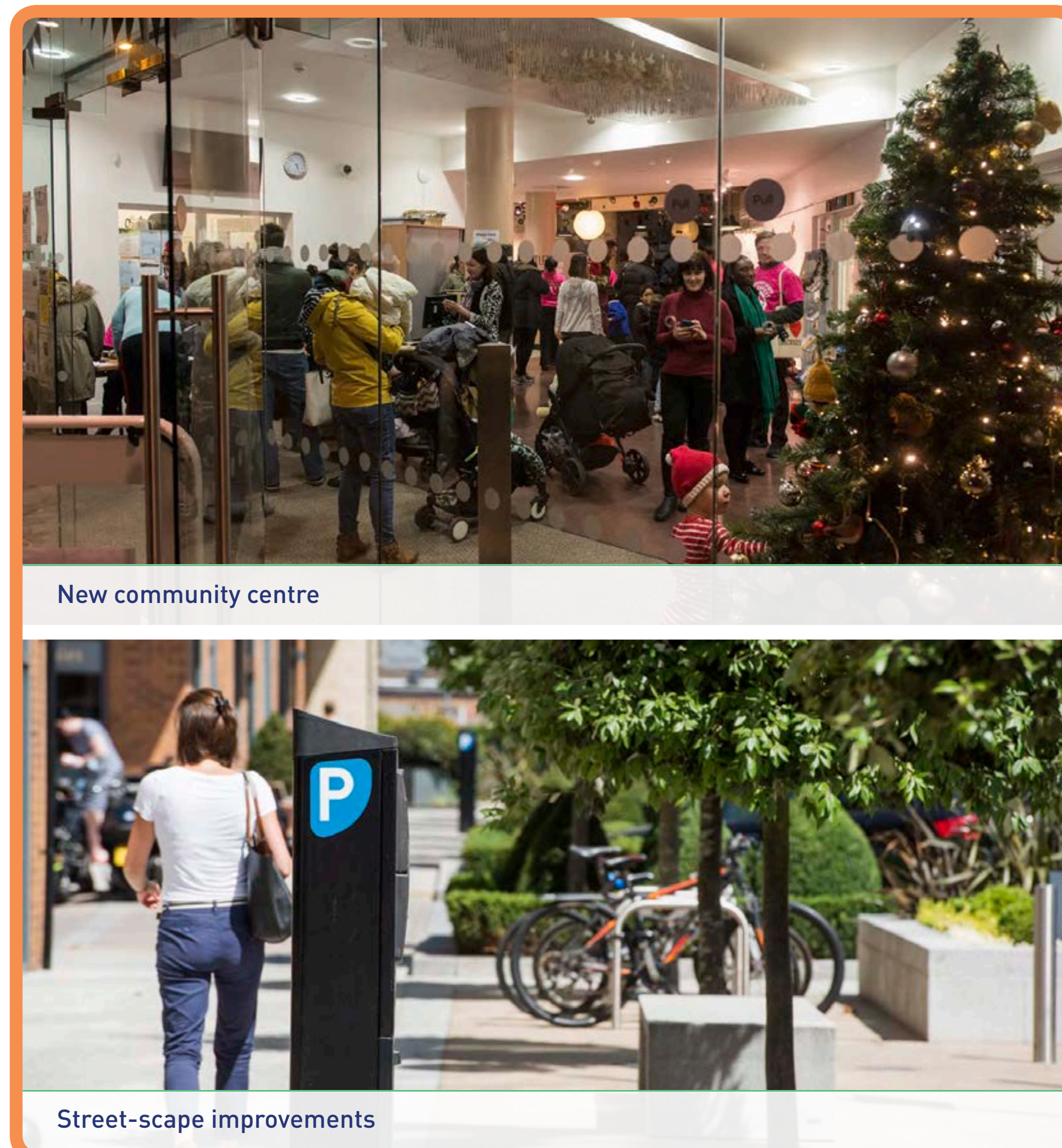
03 HIGH QUALITY AND AFFORDABLE HOMES

- New homes including a significant number of affordable homes.



04 LOCAL INVESTMENT

- A 5,000 sq ft community centre, to be designed with the local community.
- Ensuring the delivery of substantial health and education benefits through contributions to the Community Infrastructure Levy known as the 'CIL' (circa £40 million), the separate Mayoral CIL (£7 million), new business rates, the New Homes Bonus (£25 million) and other Section 106 benefits for local infrastructure.
- Delivering the Housing Zone objective of improving the link between Alperton and Stonebridge including improving the public realm and safety of the route to Stonebridge station.
- £30 million additional spend per year in local economy.



05 LOCAL EMPLOYMENT AND TRAINING

- Increased local employment in modern industries (more than double the level that had been on site) supported by local employment and training initiatives. A dedicated work-place coordinator will secure employment and training opportunities for the local community.
- Providing local employment and training opportunities, including c.430 construction jobs a year.



NORTHFIELDS MASTERPLAN: RESPONDING TO THE LOCAL CONTEXT

NEW LINKS

The Northfields development will open up the site and create new linkages to the local area including:

- Carefully located access points
- A new, pleasant route to Stonebridge Park station
- Opening up the canal and riverside with new walking routes

The new development will also create environmental, social and economic links with the wider area through:

- Providing local amenities and facilities including shops and a new public spaces for the area

ALPERTON HOUSING ZONE AND SPD

ALPERTON HOUSING ZONE

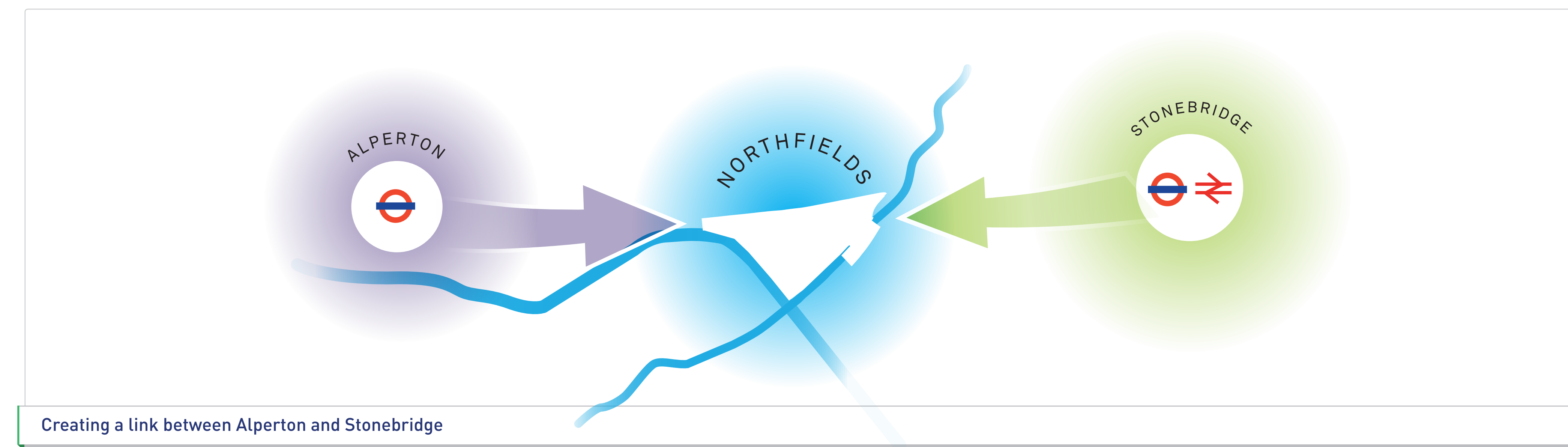
In 2015 Brent Council and the Mayor of London designated Alperton as a Housing Zone. Housing Zones are a new initiative to support delivery of new homes and invest in local infrastructure improvements.

The Mayor will provide grant funding to enable delivery of new homes and an improved environment in Alperton.

ALPERTON SUPPLEMENTARY PLANNING DOCUMENT (SPD)

In 2011 Alperton was identified as a growth area suitable for the delivery of new homes to meet the needs of population growth and address the shortage of housing.

The Supplementary Planning Document (SPD) is part of the Brent Local Development Framework and is supplementary to the Brent Core Strategy of 2010, which lays out the strategic ambitions and requirements for the borough.





THE EMERGING VISION

THE VISION

The vision for Northfields is to complement the local area through the provision of generous public realm, high quality landscaping and new places to stop and congregate, celebrating the tranquillity and attractions of the Grand Union Canal and River Brent.

Generous and beautiful public realm and landscaping improvements to the Grand Union canal and River Brent, including the 'meadow park' (area F on the plan to the right) which will include diverse natural habitats and species, will be the defining characteristics of Northfields and will help to make it a sustainable place which people will want to live, work and visit.

Key features of the emerging masterplan include:

- Street improvements to Beresford Avenue
- A key canal-side public piazza
- A new community centre
- A new canal-side walkway and green space
- Central public garden
- A new riverside 'meadow park'
- A riverside path
- Bridges across the canal and river

NEW HOMES

The Northfields masterplan will provide 2,750 new homes including a significant number of affordable homes.

The masterplan will include a range of homes to meet the needs of the local and wider community, complementing the stock of semi-detached houses and maisonettes that are prevalent in the area with highly sustainable and attractive apartments with residents' facilities to provide convenience and bring people together.

A significant number of affordable homes will include rented and shared ownership homes to help local people to get on the housing ladder.



BERESFORD AVENUE
STREET IMPROVEMENTS



CANAL-SIDE PIAZZA



CANAL-SIDE WALK



NEW COMMUNITY
CENTRE



CENTRAL GARDEN



MEADOW PARK



RIVERSIDE WALK



A PLACE TO SPEND TIME

RESIDENTIAL, COMMERCIAL AND EMPLOYMENT SPACE

The emerging masterplan proposes a mixed use development incorporating retail, restaurants, businesses and residential development that are set around generous new public landscapes to create a unique sense of place.

Northfields will include local amenities and facilities to complement the wider area and provide activity and interest, as well as new employment opportunities. The amenities including shops, restaurants, community assets, facilities, public spaces and new landscapes are arranged to offer access to local people whether residents, school children or other visitors.

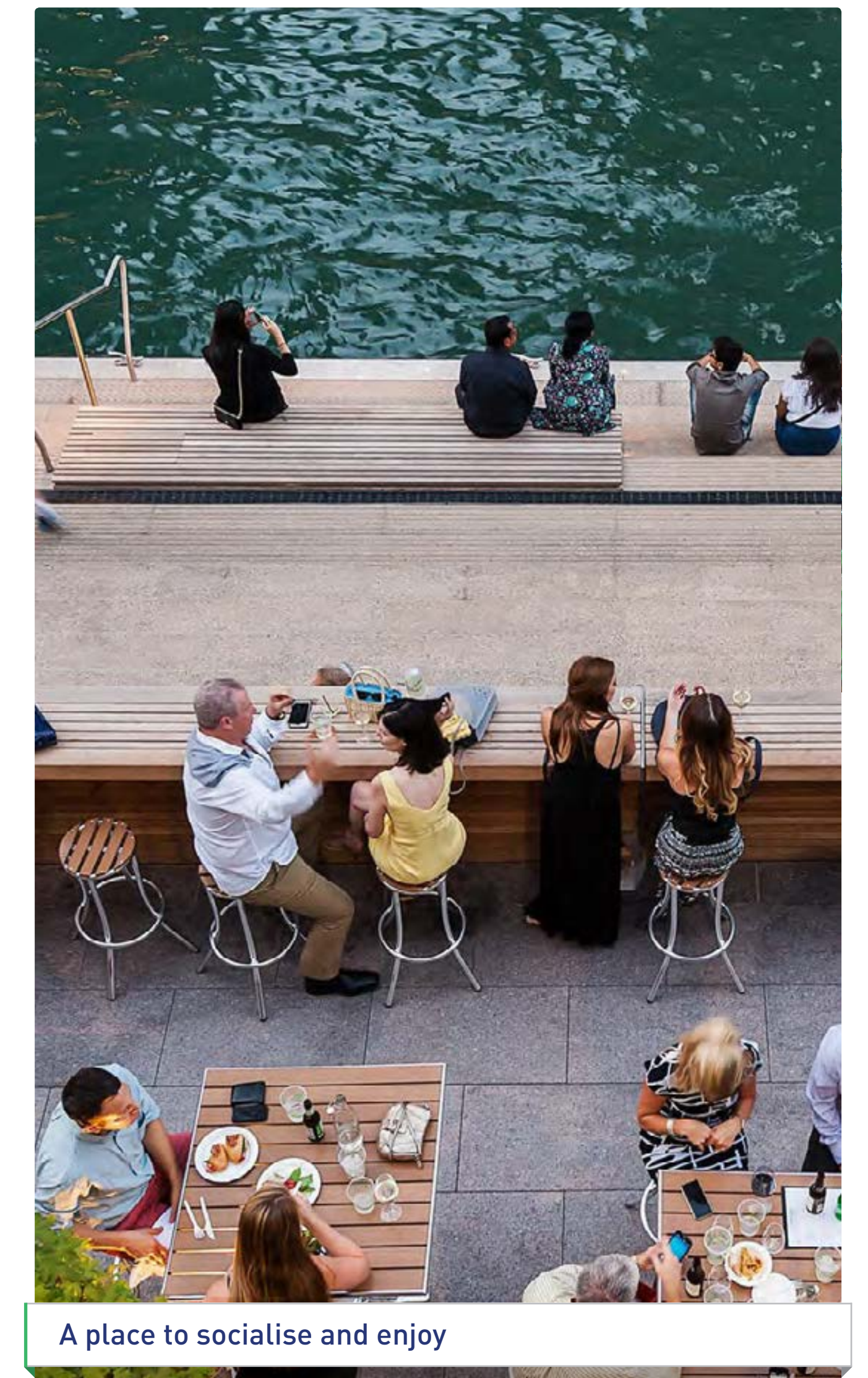
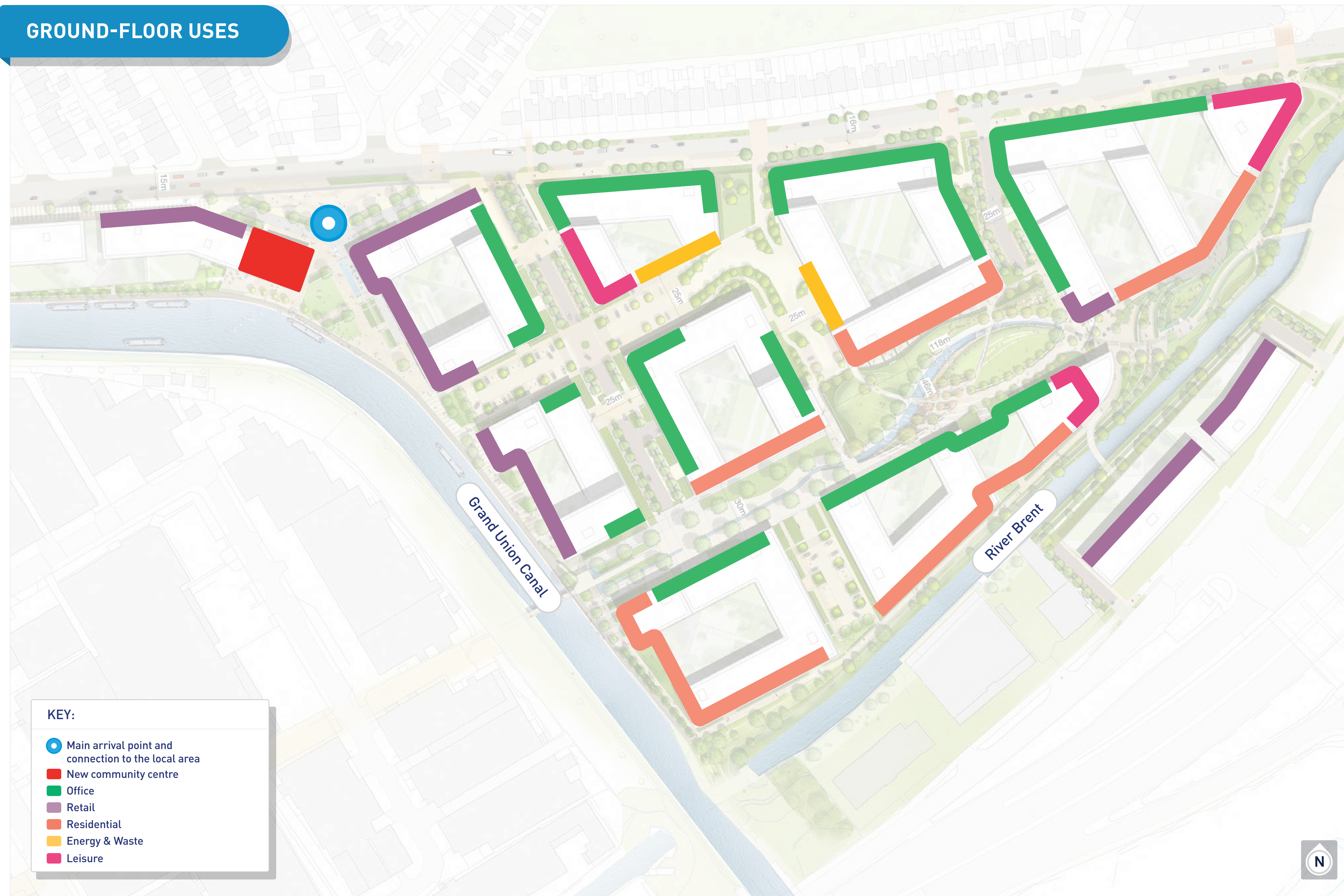
The masterplan incorporates a new community centre for the local area which has been positioned in a prominent location with close links to the existing community.

A NEW COMMUNITY CENTRE FOR THE AREA

The new 5,000 sq ft community centre will provide a broad facility, whose key provisions will be worked up directly with the local community.

A series of summer workshops have been scheduled for the local community to understand local aspirations and requirements for the community centre.

GROUND-FLOOR USES



A place to socialise and enjoy



New restaurants



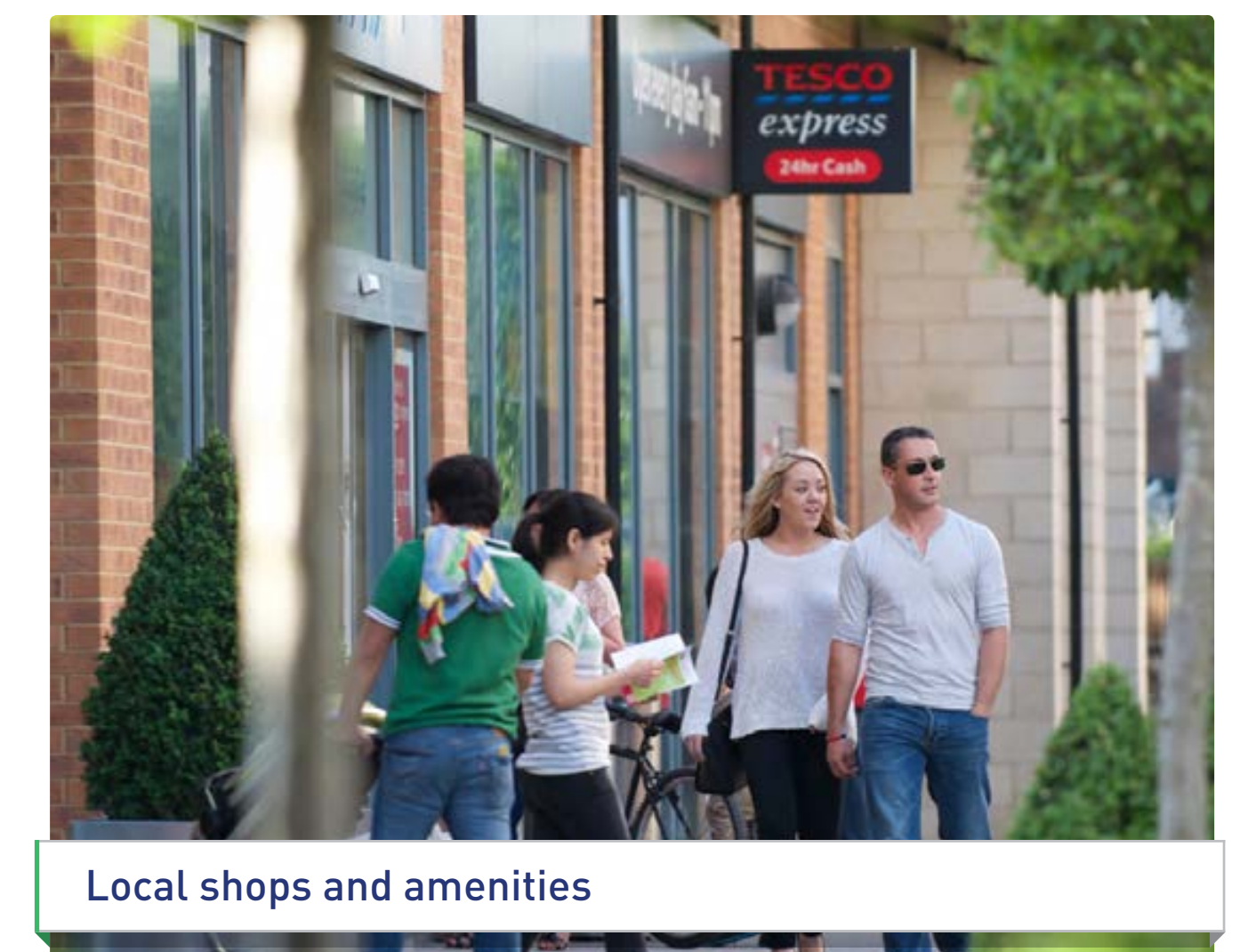
Example of community centre interior



New community centre



Sketch of the new community centre



Local shops and amenities



CONNECTIONS AND WALKING ROUTES

NEW CONNECTIONS TO THE RIVER AND CANAL

A key objective of the Northfields masterplan is to create new linkages and connections with the local area, and routes through the new development for cyclists and pedestrians.

The development will reflect the Mayor's 'healthy streets' objectives, creating a pleasant environment that encourages travel by foot or bicycle. The pedestrian and cyclist will be prioritised supported by ample cycle parking.

The opportunity will be taken to improve the environment and function of Beresford Avenue, reflecting these principles, introducing landscaping measures and public realm enhancements to create an improved environment with managed traffic flow.

The main arrival area to Northfields is located at the closest point to the existing community, opposite Highcroft Avenue. This is also the nearest point to the Grand Union Canal. In connection with this the proposed community centre will have its entrance on Beresford Avenue with further connections to the canal, on the other side of the building.

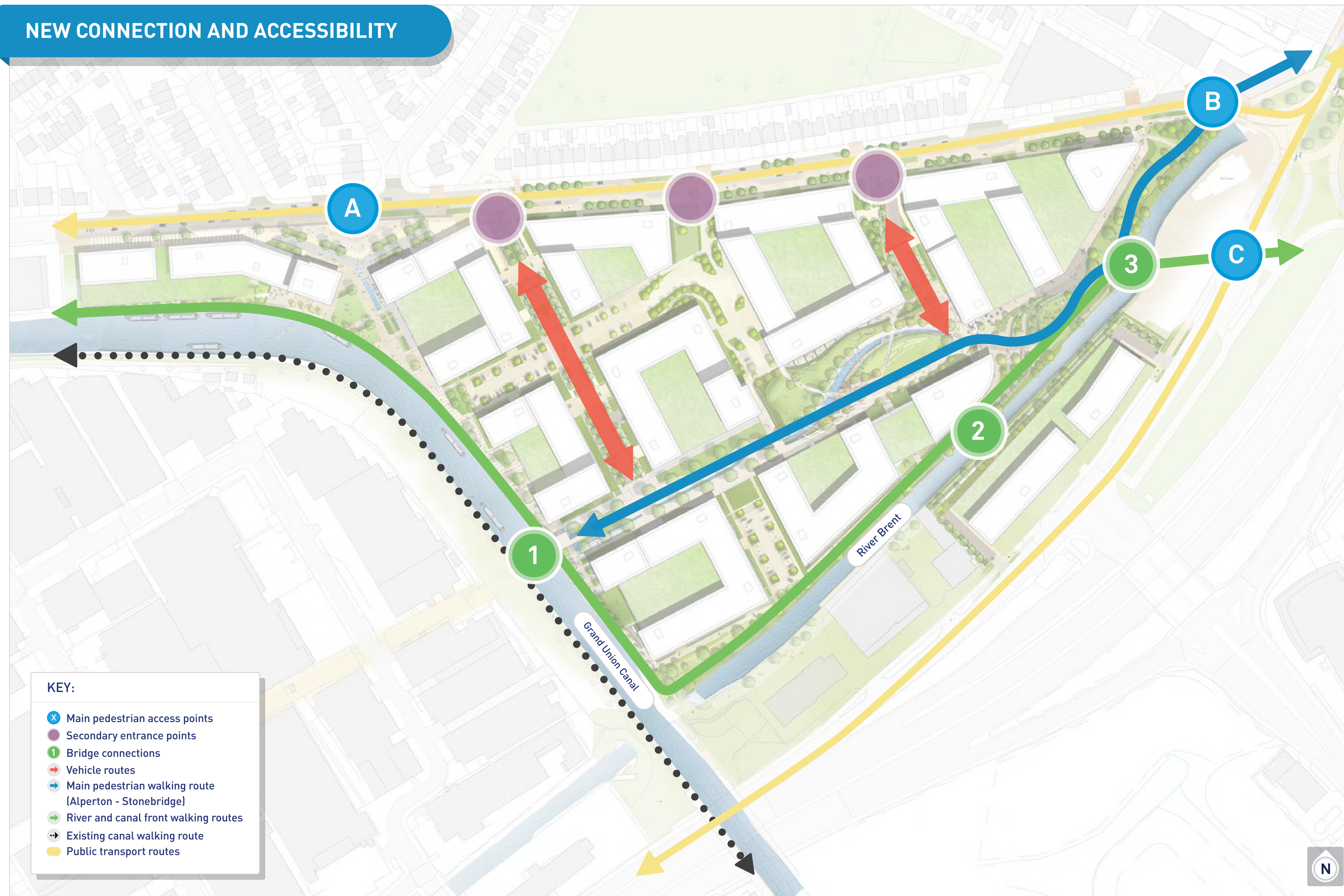
A new route will be created through the site, via a green avenue, through the new 'Central Gardens' to Stonebridge Park Station.

A quieter route will also be provided along the River Brent.

New bridges will offer crossings over the canal and river, improving links between Alperton and Stonebridge.

It is envisaged that most visitors to the new shops and facilities will be local people arriving on foot.

NEW CONNECTION AND ACCESSIBILITY



- KEY:
- ✕ Main pedestrian access points
 - Secondary entrance points
 - ① Bridge connections
 - Vehicle routes
 - Main pedestrian walking route (Alperton - Stonebridge)
 - River and canal front walking routes
 - Existing canal walking route
 - Public transport routes

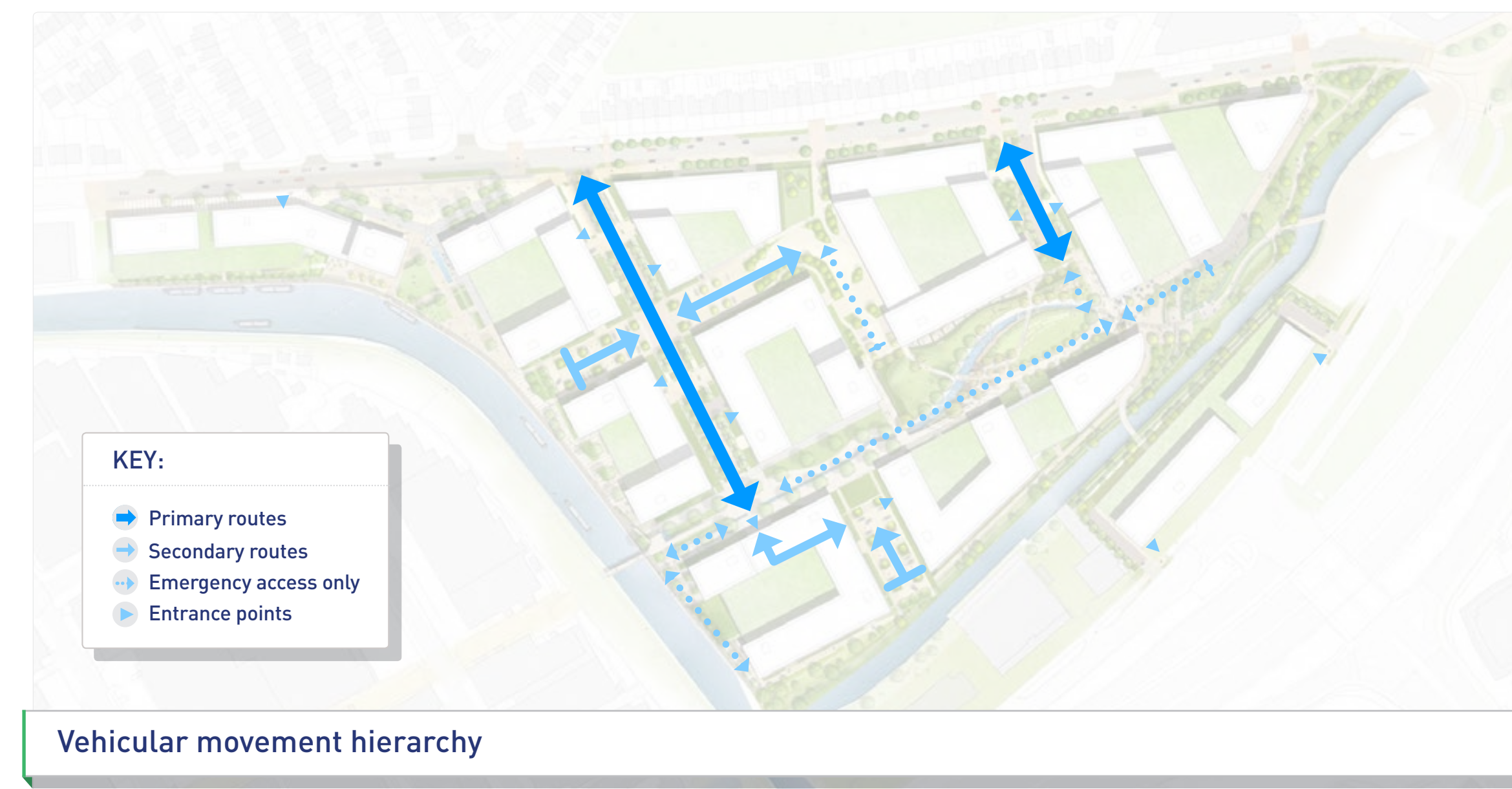
VEHICLE ACCESS AND PARKING

Two main access points will provide vehicular access for residents and servicing. Residents' parking will be provided in the undercrofts of the new buildings. On-street parking will be provided for disabled people and visitors.



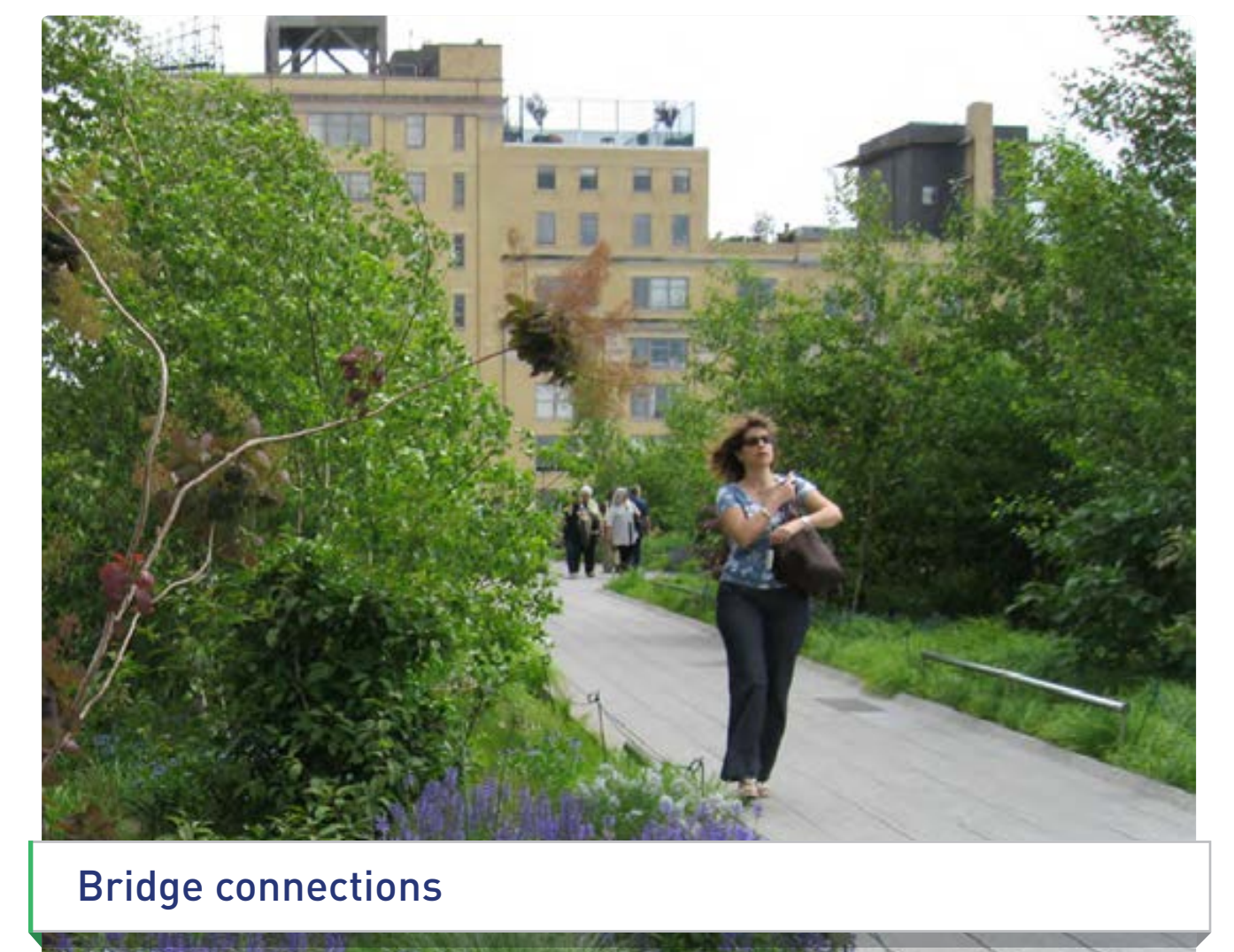
- KEY:
- Primary pedestrian routes
 - Secondary pedestrian routes
 - Entrance to residents cores
 - Possible future connections by others

Pedestrian movement hierarchy

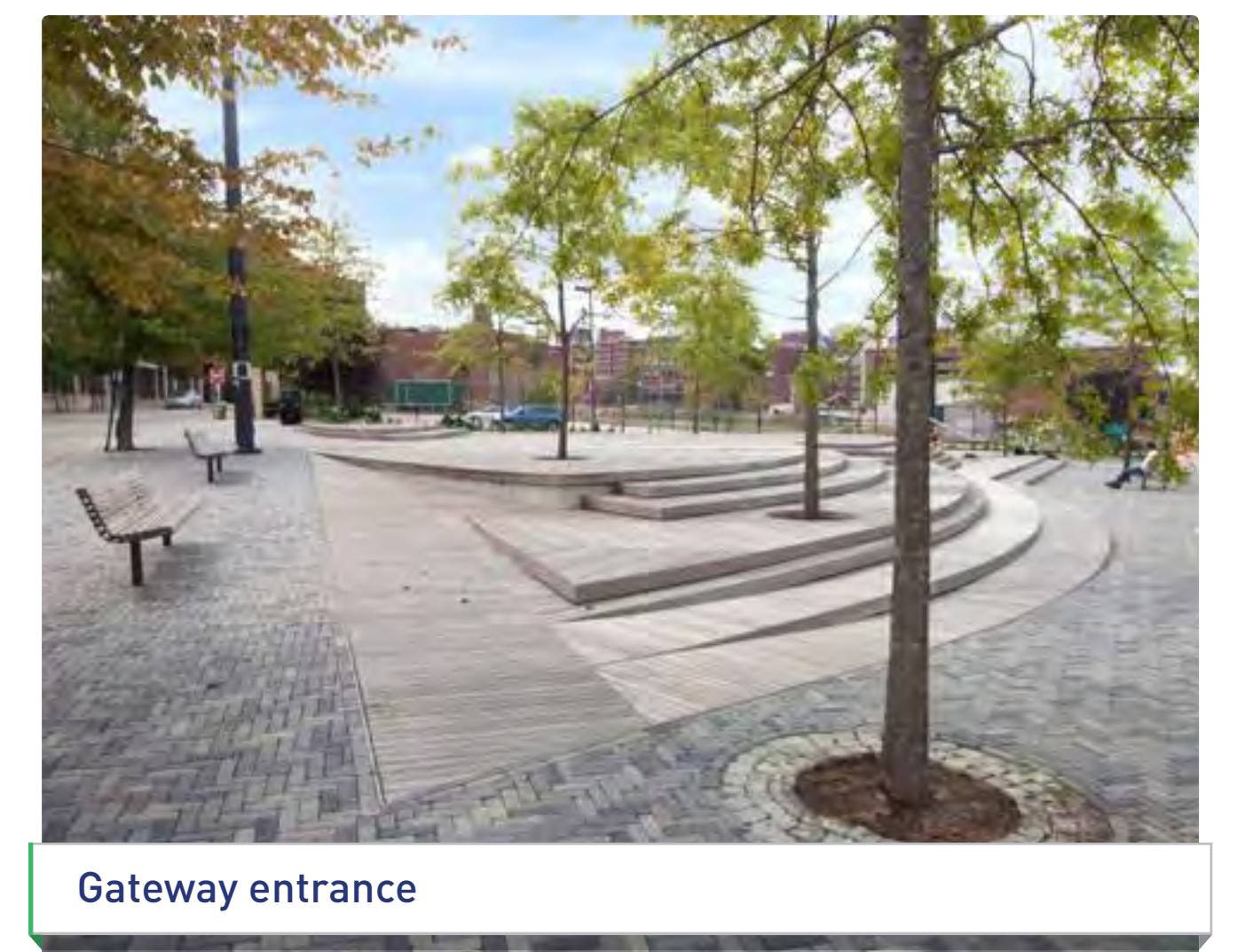


- KEY:
- Primary routes
 - Secondary routes
 - Emergency access only
 - Entrance points

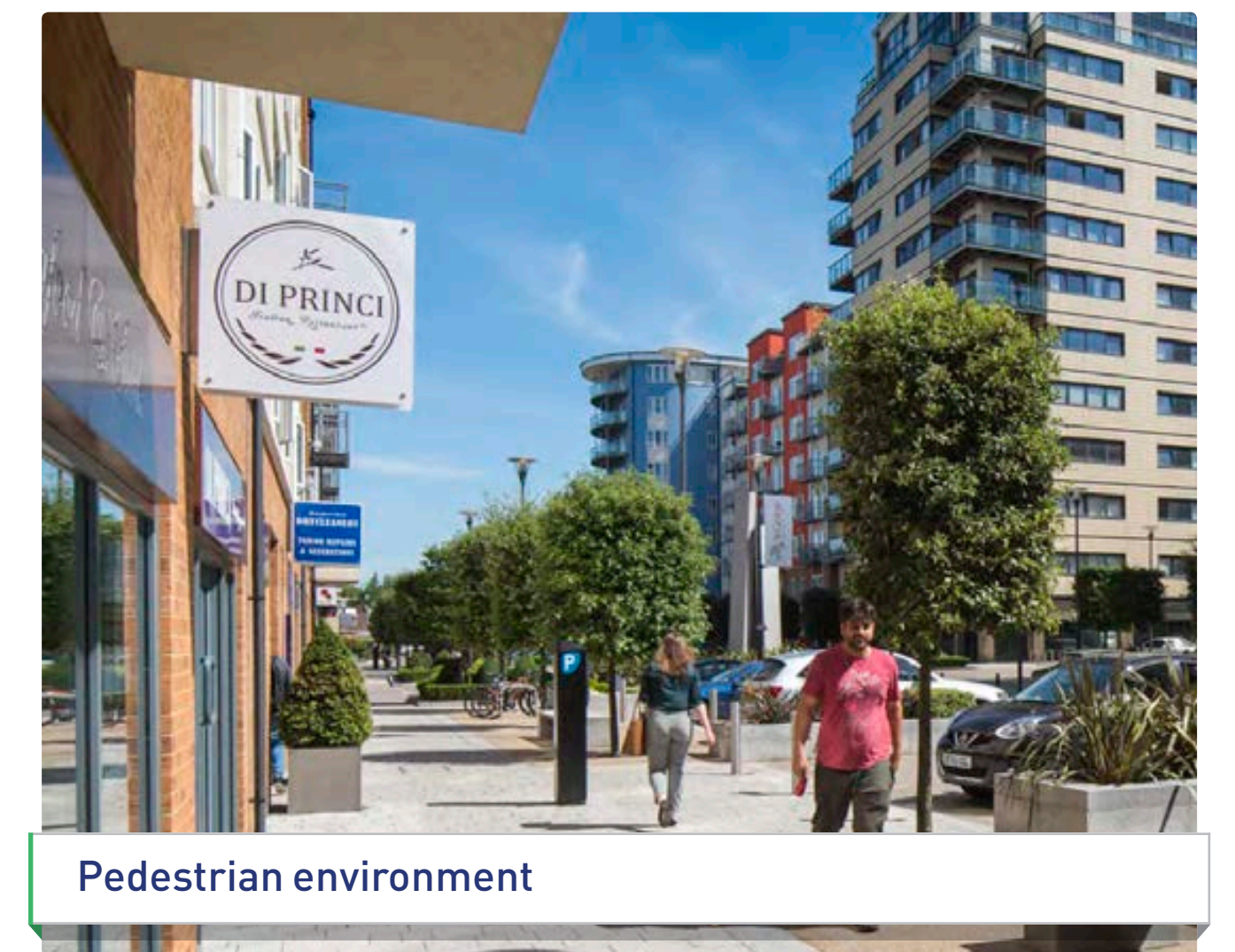
Vehicular movement hierarchy



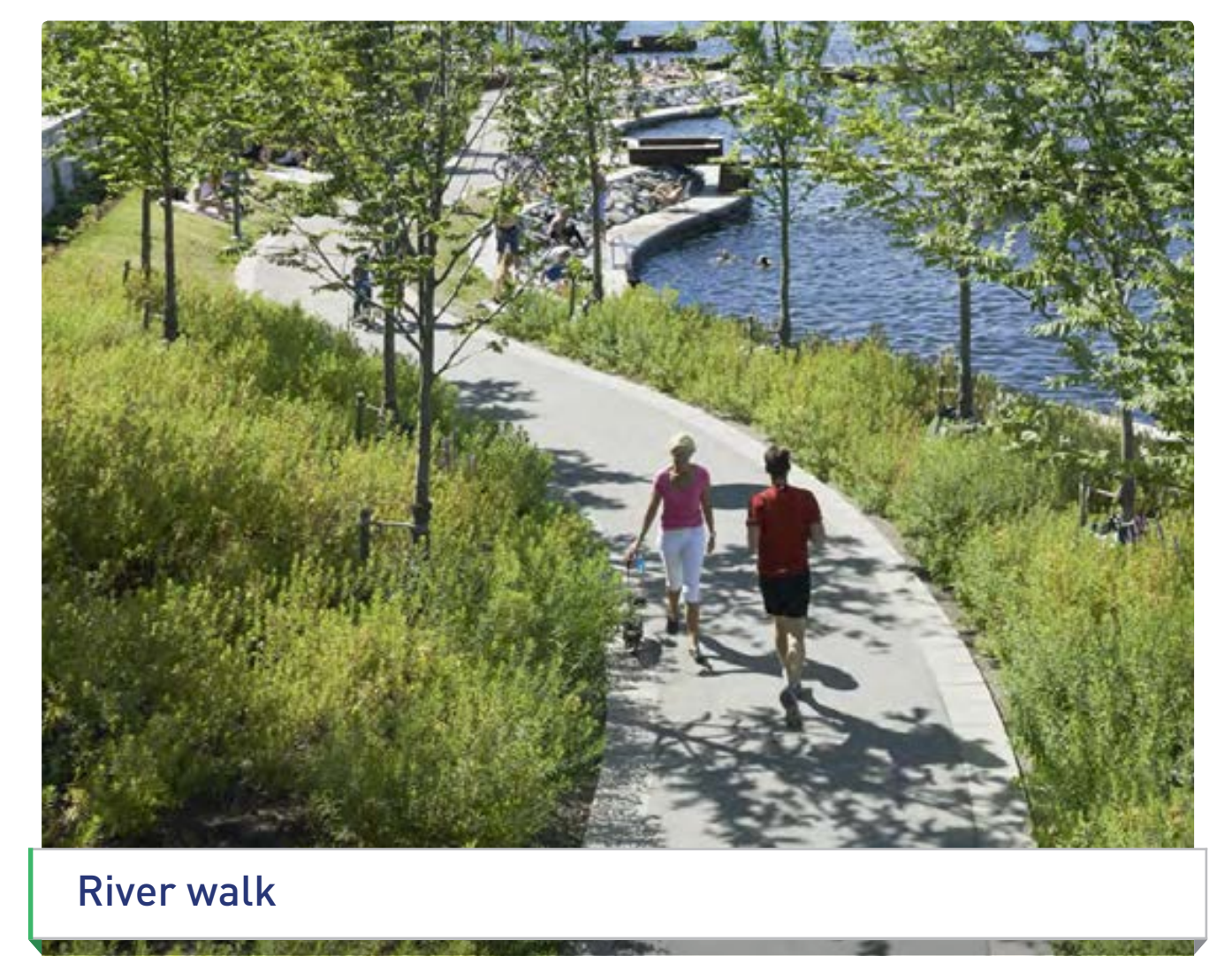
Bridge connections



Gateway entrance



Pedestrian environment

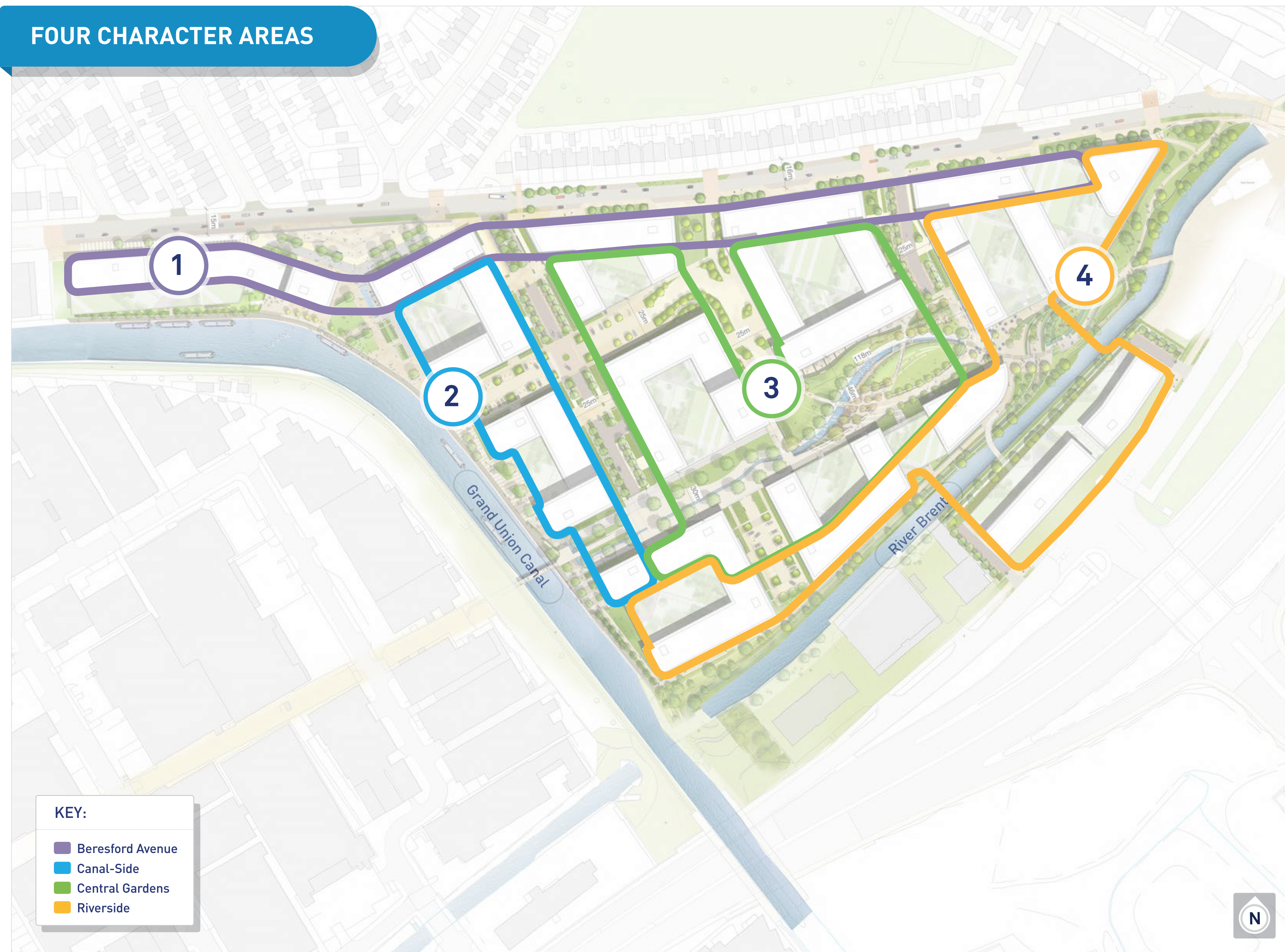


River walk



ARCHITECTURE

FOUR CHARACTER AREAS



TOWNSCAPE

Beresford Avenue will be complemented by new terraces that will be set back from the street with a considerable 30 metre gap between existing homes and any new buildings.

Taller elements have been located at the centre of the masterplan, around the new gardens and framing the canal and the river.



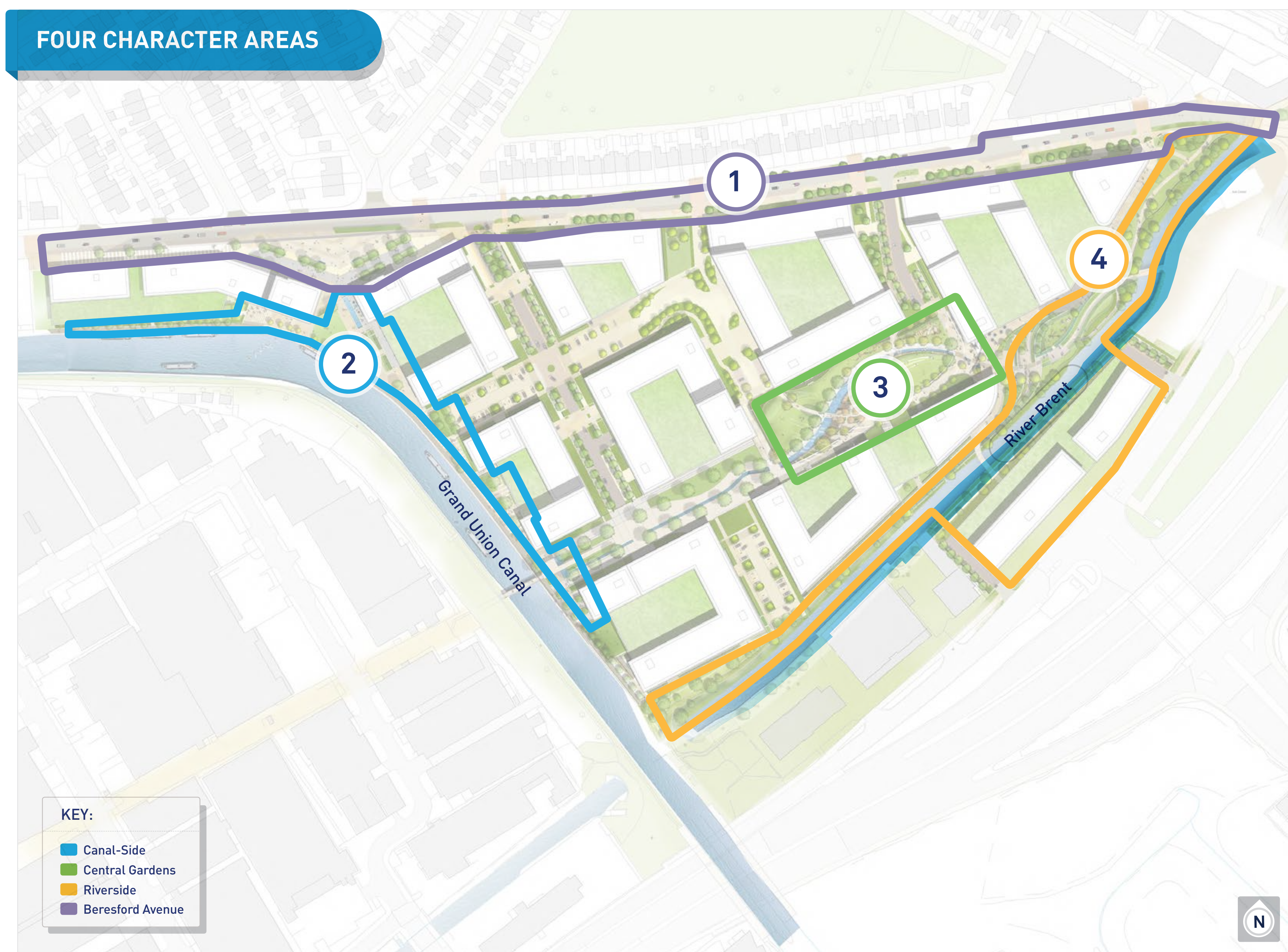
A VARIETY OF ARCHITECTURE

The masterplan includes a varied architecture that distinguishes the character of different areas as relating closely to the sense of place created by the surrounding landscaping. Four character areas will provide variety and interest:

1 BERESFORD AVENUE			<p>Finer scale architecture, mindful of the surrounding context.</p>
2 CANAL-SIDE			<p>Buildings with wharf-style architecture set in more formal landscapes.</p>
3 CENTRAL GARDENS			<p>Elegant apartment buildings will frame the gardens.</p>
4 RIVERSIDE			<p>More irregularly arranged buildings will reflect the informal landscaping and environment.</p>



NEW PUBLIC OPEN SPACES



A NEW PLACE WITH DISTINCT CHARACTER

The masterplan composes four different new public environments for residents and the local community to enjoy, each of which will provide a unique sense of place, individual character and uses.

These will be interlinked through a series of generous green avenues and new water-side walkways, ensuring that journeying through Northfields is an as enjoyable experience.

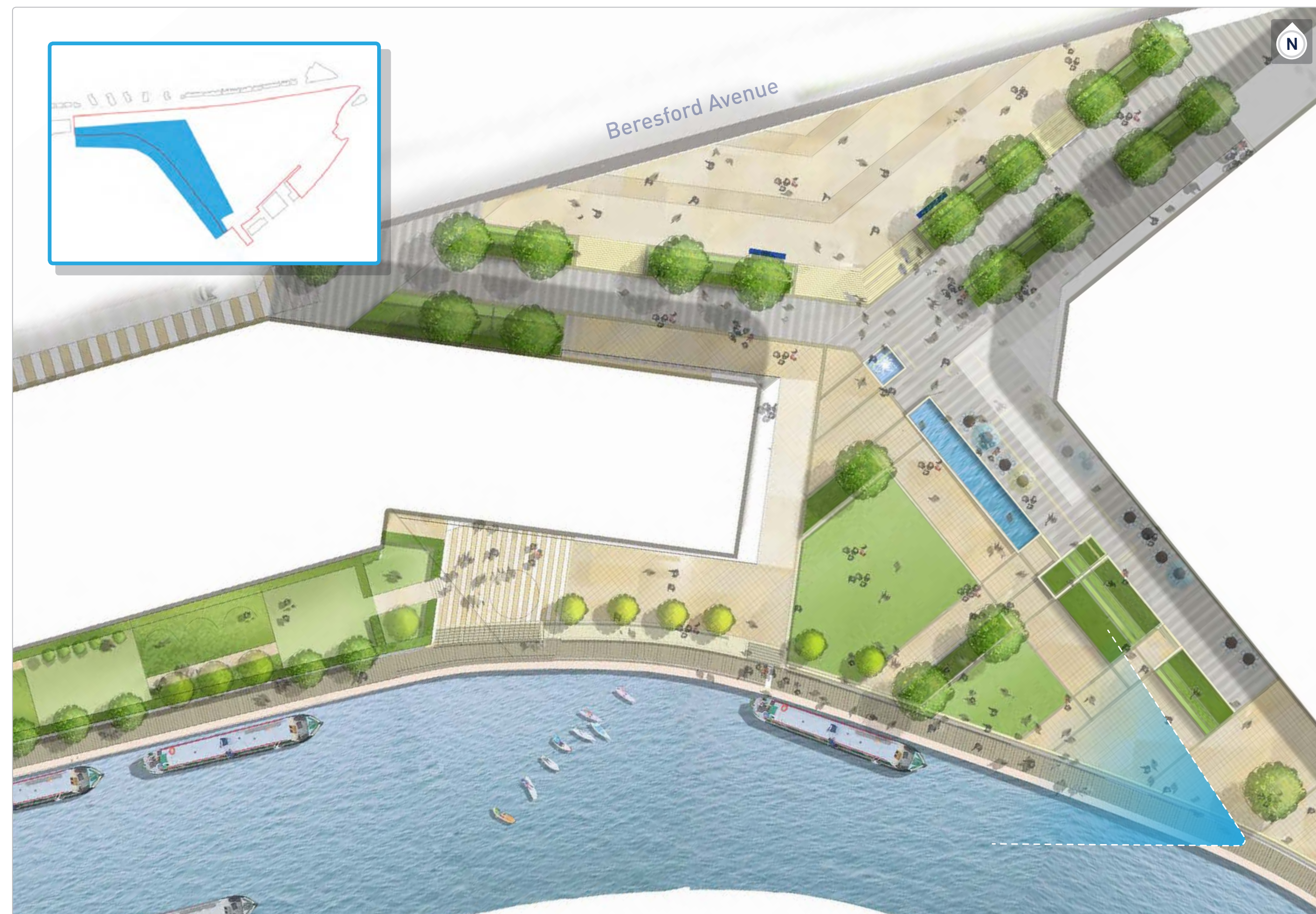
New public spaces and walkways will embrace the surrounding context, celebrating the fantastic assets in the form of the Gand Union Canal and the River Brent, whilst also uplifting and enhancing areas such as Beresford Avenue.

1 BERESFORD AVENUE		<p>Generous landscaping will create a pleasant environment, repairing the streetscape. A community centre will be located on Beresford Avenue, at the main arrival point arranged with activated public spaces overlooking the canal.</p>
2 CANAL-SIDE		<p>A 'place to socialise and congregate' with cafes, restaurants and shops. A green avenue providing a link from the canal to the riverside 'meadow park', creating a pleasant, green route to Stonebridge Park station.</p>
3 CENTRAL GARDENS		<p>The 2 acre central gardens will provide a 'place to relax' with beautifully landscaped gardens offering places to play and enjoy.</p>
4 RIVERSIDE		<p>The riverside walk and 3 acre meadow park will create 'a place to contemplate' with informal landscaping and a place to enjoy nature.</p>



PARKS AND OPEN SPACES

CANAL-SIDE



Aerial view of Canal-side



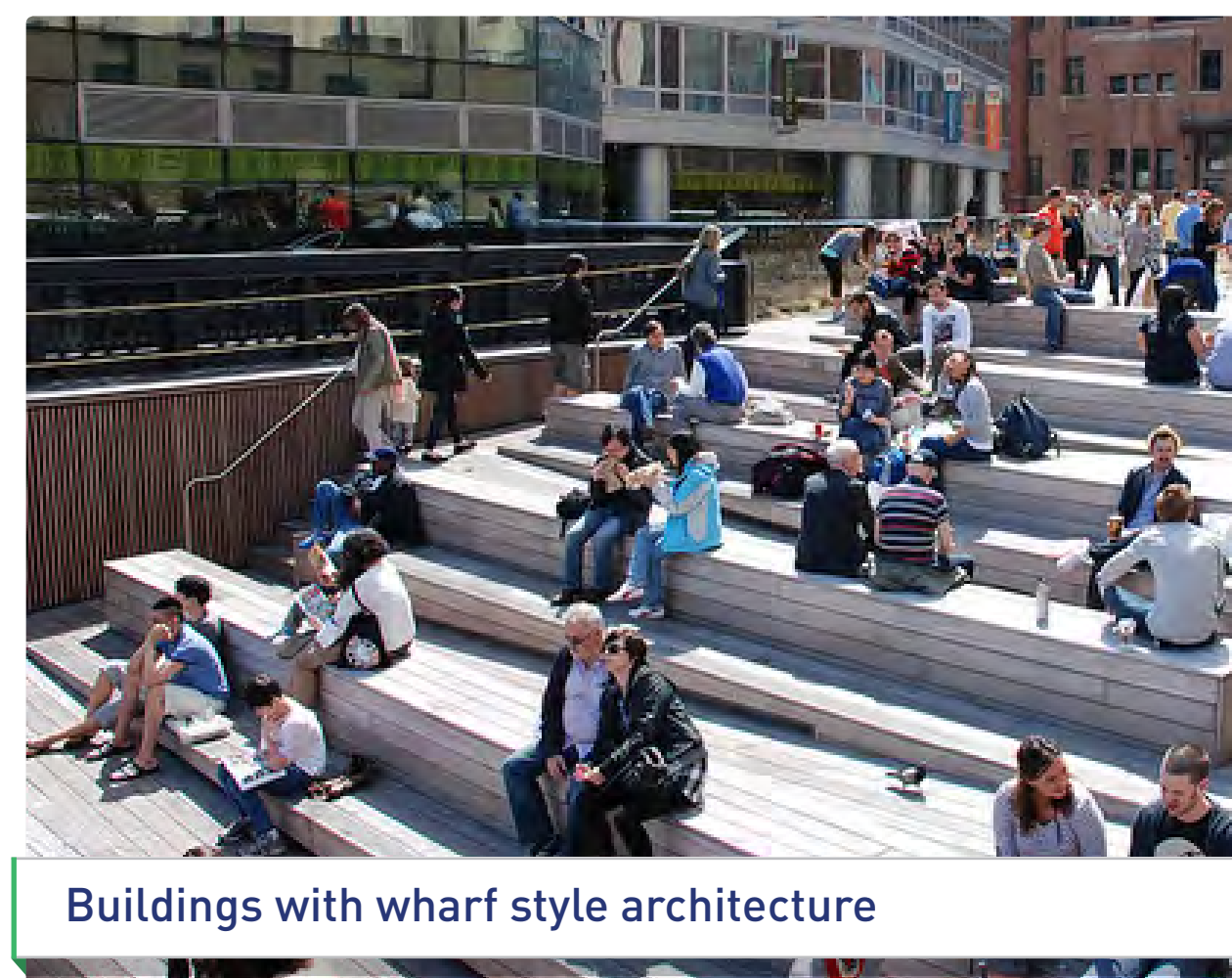
Facilities and amenities set in a landscaped environment



Formal landscaping with a mix of planting and trees



Artist's impression of the canal-side



Buildings with wharf style architecture



A place with cafes, restaurants and shops

BERESFORD AVENUE



Aerial view of Beresford Avenue



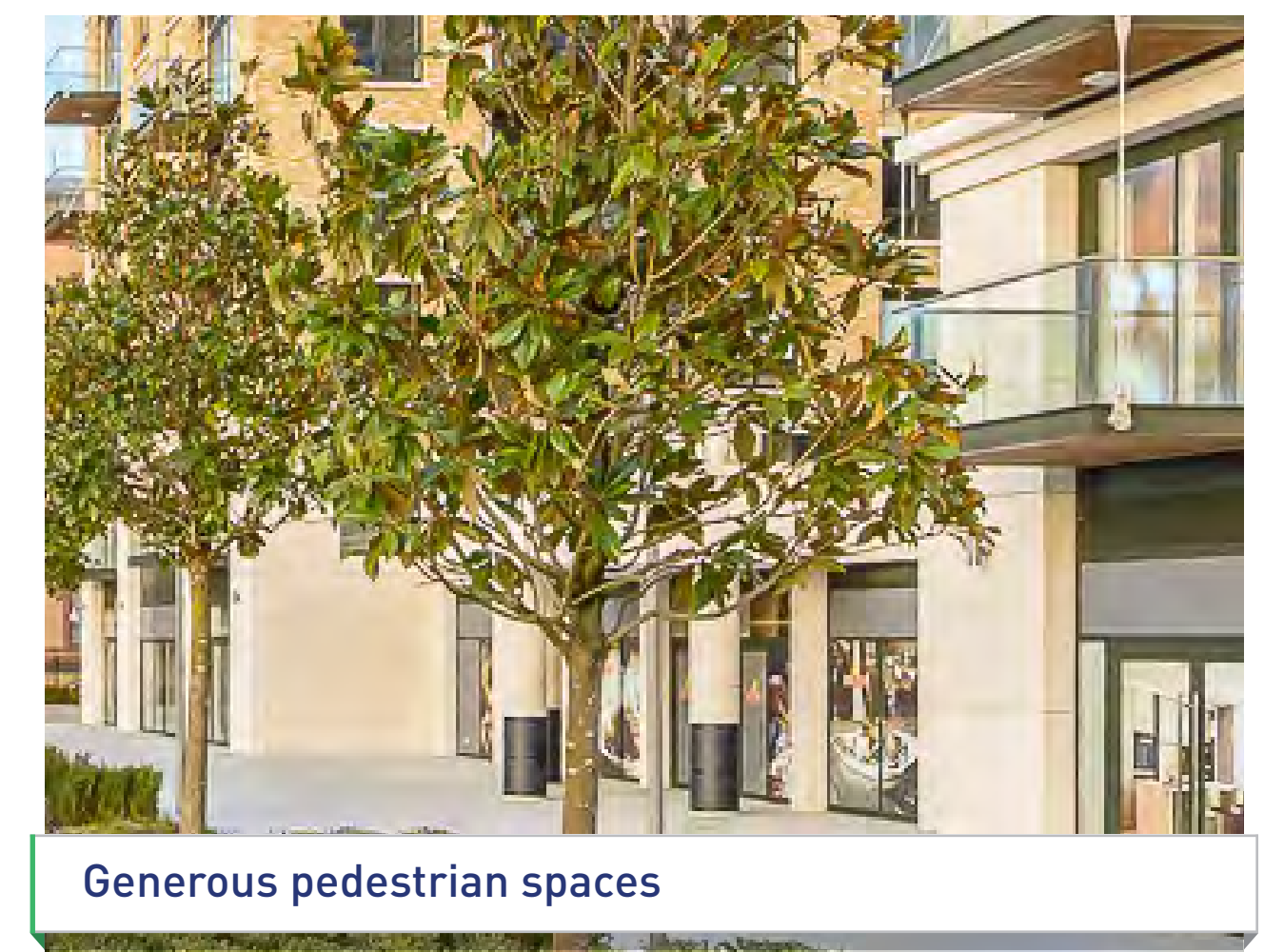
Street seating



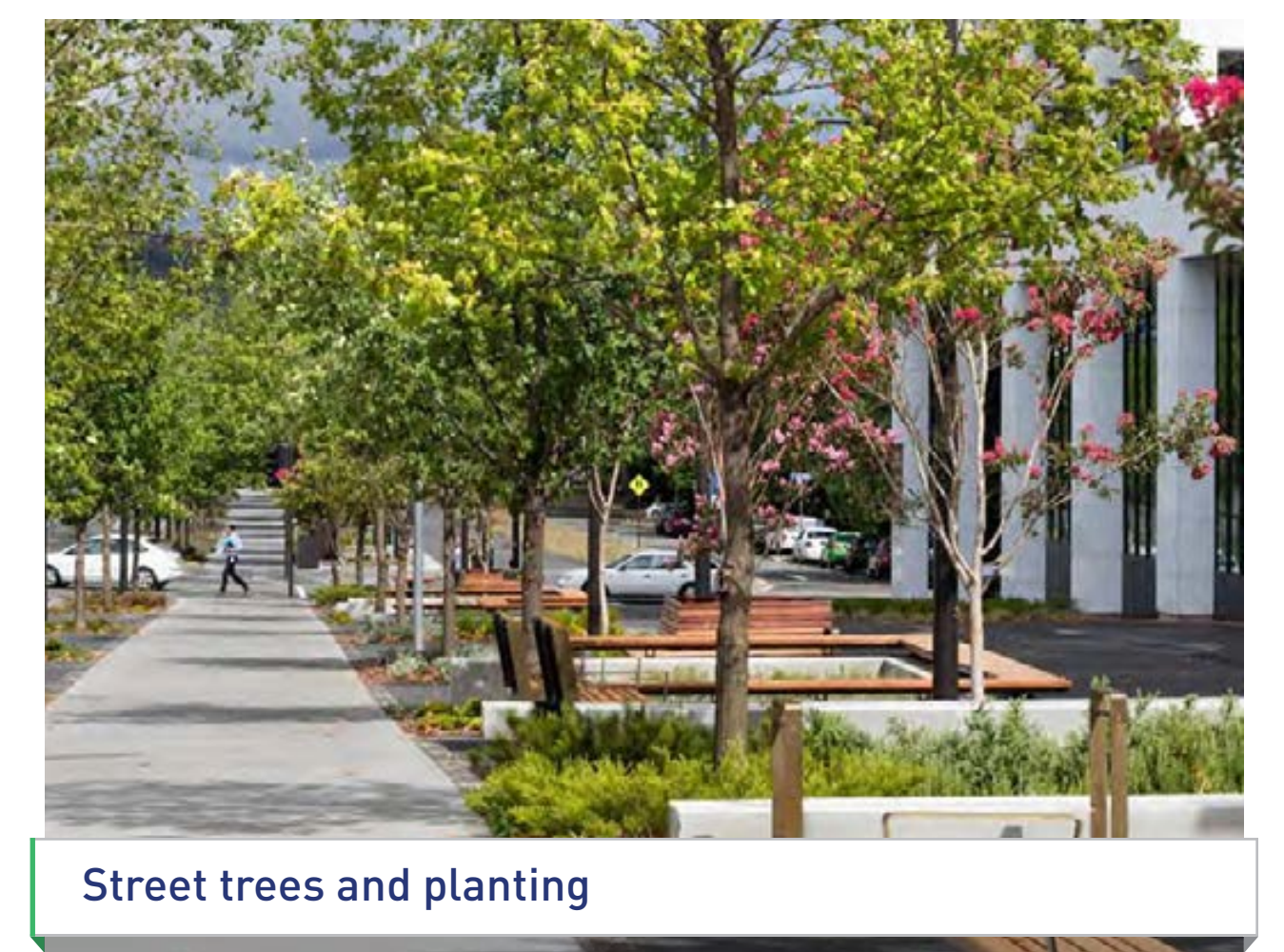
Tree lined streets



Artist's impression of Beresford Avenue



Generous pedestrian spaces



Street trees and planting



PARKS AND OPEN SPACES

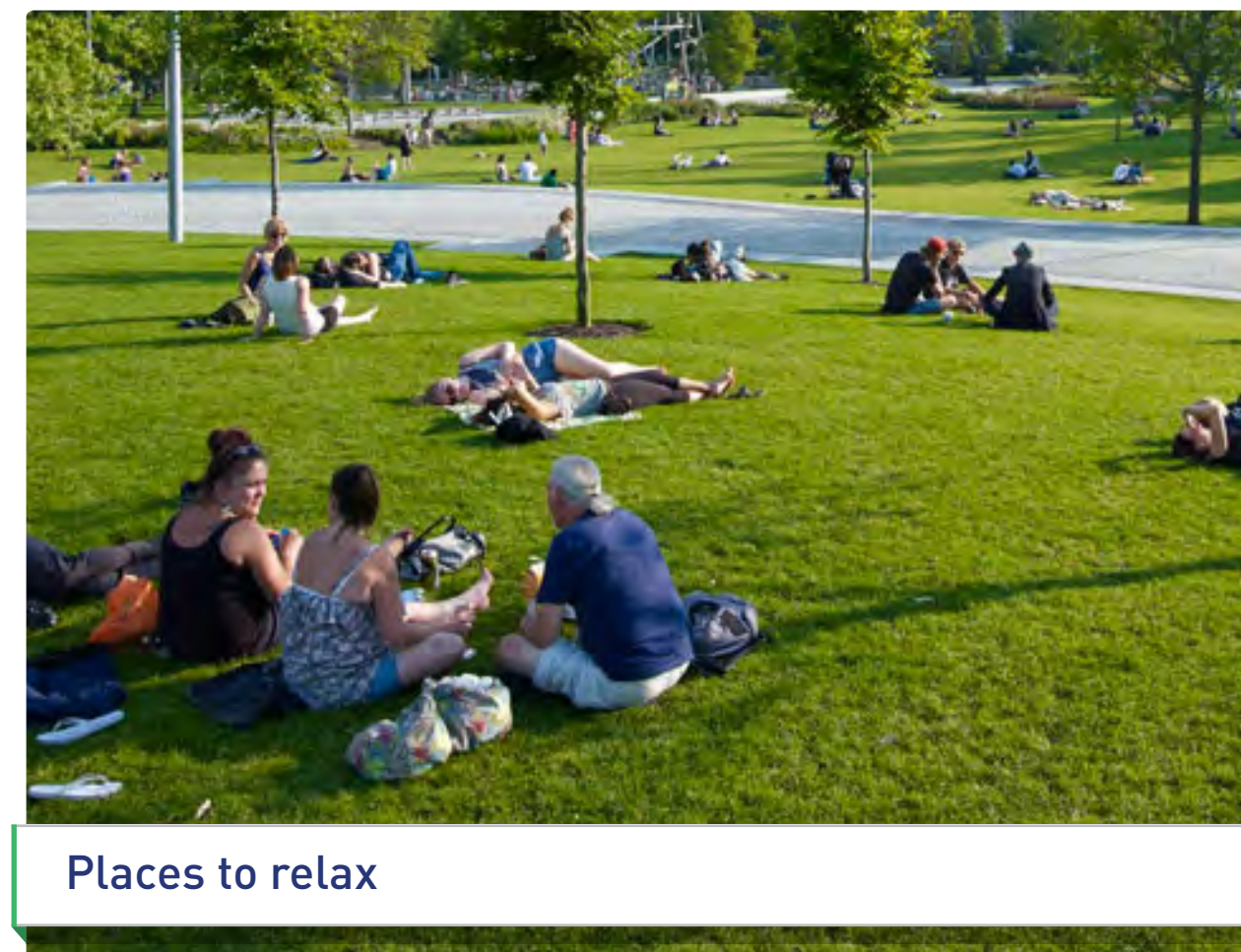
CENTRAL GARDENS



Aerial view of central gardens



Artist's impression of the central gardens



Places to relax



Play areas

RIVERSIDE WALK AND MEADOW PARK



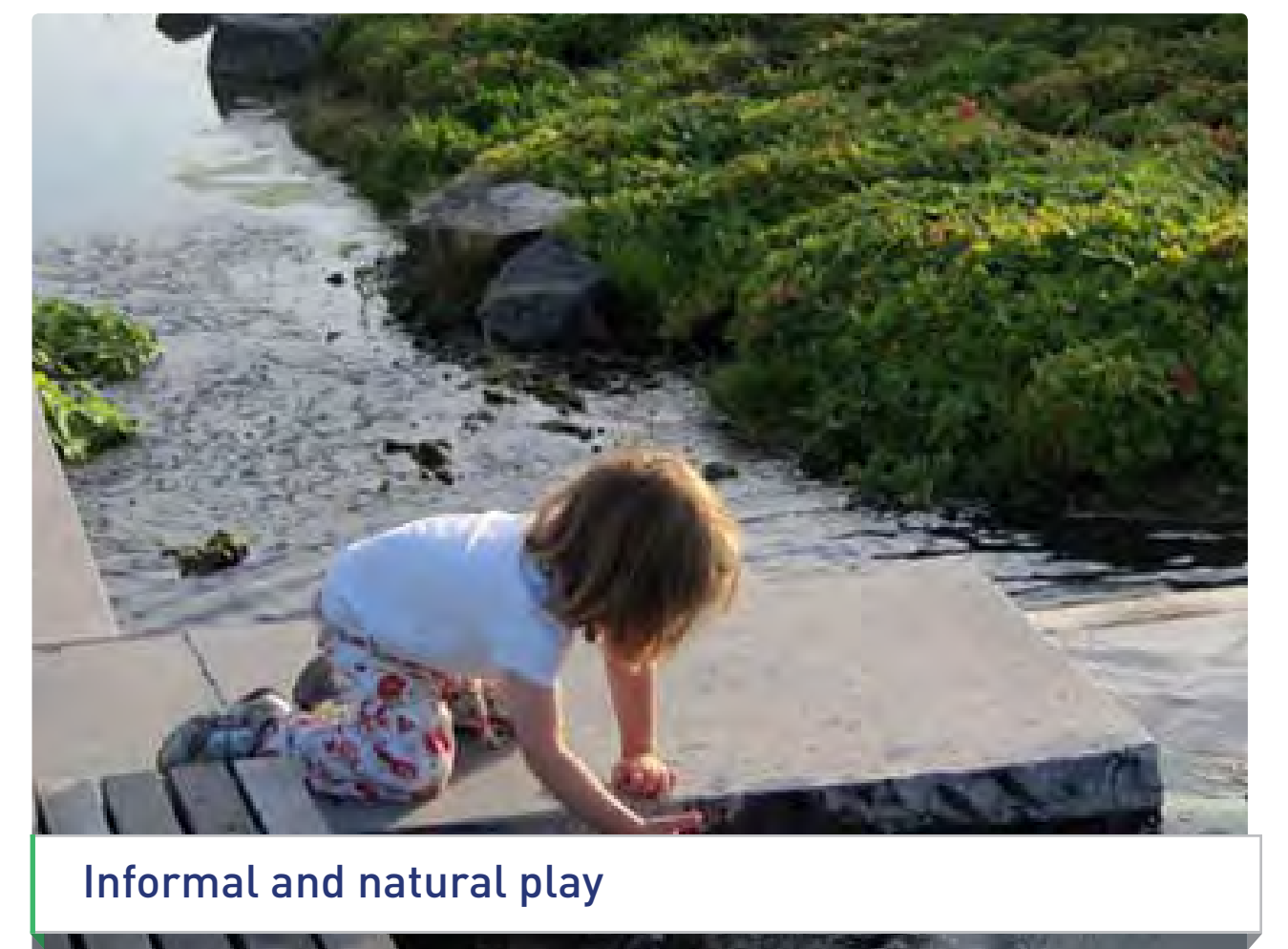
Aerial view of Riverside



Artist's impression of the riverside meadow park



Celebrating the natural environment



Informal and natural play



CONSTRUCTION MANAGEMENT



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

CONSULTATION TIMELINE

APRIL 2017

NORTHFIELDS SITE PURCHASED BY ST GEORGE

APRIL/MAY 2017

**THREE WALK
AND TALK
EVENTS**

**ONE-TO-ONE
MEETINGS**

**THREE POP-UP
STREET INTERVIEWS**

MAY 2017

**FIRST EXHIBITION: EARLY CONCEPTS,
LOCAL CONTEXT, DESIGN**

JULY 2017

SECOND EXHIBITION: DRAFT MASTERPLAN

SEPTEMBER 2017

THIRD EXHIBITION: FINAL MASTERPLAN

END 2017: PLANNING APPLICATION

TODAY

KEEPING YOU INFORMED

HOW WE WILL KEEP YOU UPDATED

By September, the final proposals for the masterplan will be ready to share with you via a second round of public exhibitions. We will again gather your thoughts which will contribute to the design process.



COMMUNITY LIAISON GROUP (CLG)

A Community Liaison Group has been set up to meet and discuss the development project, as well as to provide updates and an opportunity to ask questions.



EXHIBITIONS

We will hold public exhibitions with updates at key stages of the project so that everyone can be involved in the Future Northfields dialogue. Our third public exhibition will take place in September.



FUTURE NORTHFIELDS WEBSITE AND NEWSLETTER

The Future Northfields website will clearly set out and explain the different aspects of the project, as well as keeping you updated with ongoing discussions. To ensure everyone has access to information, we will also keep you updated with our Future Northfields newsletter which will provide general progress updates on the project as well as any upcoming events.

www.futurenorthfields.com

THANK YOU FOR VISITING THE EXHIBITION

NORTHFIELDS DESIGN WEEK

Following the second public exhibition we would like to invite the local community to take part in a series of workshops being held at the NORTHFIELDS INFORMATION CENTRE. The workshops will gather local design input on key aspects of the Northfields masterplan.

WORKSHOP 1

WEDNESDAY 2 AUGUST

AN IMPROVED ROUTE TO STONEBRIDGE PARK STATION

EVENING SESSION

TIME: 18.30 - 20.00 tbc

Our first round of consultation identified the route to Stonebridge Park station as in need of improvement and we are now inviting the local community discuss what changes they'd like to see. The workshop will include a Walk & Talk audit to help identify areas of concern, as well as positive features, and a round-table discussion to talk about potential improvements.

The need for a new community centre has been identified by the local community and the purpose of this workshop is to identify the kind of centre people would like to see. There will opportunities to discuss the centres design with particular reference to the types of activities the local community aspire to and how the community centre will link with the wider masterplan.

WORKSHOP 2

SATURDAY 5 AUGUST

THE NEW COMMUNITY CENTRE

1/2

MORNING SESSION

TIME: 11.00 - 12.30 tbc

The need for a new community centre has been identified by the local community and the purpose of this workshop is to identify the kind of centre people would like to see. There will opportunities to discuss the centres design with particular reference to the types of activities the local community aspire to and how the community centre will link with the wider masterplan.

OPEN SPACES AND GARDENS

AFTERNOON SESSION

TIME: 14.00 - 15.30 tbc

The Northfields masterplan will provide a range of open spaces and gardens and this workshop will gather community input on key connections and routes as well as ideas for the gardens and green spaces.

WORKSHOP 3

SATURDAY 12 AUGUST

COMMUNITY CENTRE

2/2

MORNING SESSION

TIME: 11.00 - 12.30 tbc

The need for a new community centre has been identified by the local community and the purpose of this workshop is to identify the kind of centre people would like to see. There will opportunities to discuss the centres design with particular reference to the types of activities the local community aspire to and how the community centre will link with the wider masterplan.

MY ALPERTON PHOTOGRAPHY COMPETITION

AFTERNOON SESSION

TIME: 14.00 - 15.30 tbc

This workshop will launch a new photography competition to capture what people value about the local area and will include introductory lessons on photography skills and thinking about place.

BOOK YOUR PLACE TODAY!

Places at the workshops are limited and are being allocated on a first come first serve basis. If you are interested in attending, please book your place today with a member of the Soundings team or contact us via the following details.

CONTACT US

To ask question or to let us know you would like to receive future updates, please contact Iain, Tom or Kinga at Soundings on: 020 7729 1705 - info@futurenorthfields.com