

GRAND UNION

PUBLIC EXHIBITION NOVEMBER/DECEMBER 2018

WELCOME



GRAND UNION INTRODUCTION

On 3 April 2017, St George acquired the Northfields site from SEGRO. Following extensive consultation with the local community, hybrid planning permission was granted in September 2018 for a mixed-use development, including new homes, workspace, a community centre, shops, restaurants and a health centre set within 11 acres of new public realm.

The hybrid planning permission for Grand Union, previously named Future Northfields, includes detailed consent for the first, canal-side phase of the development, and outline consent for the rest of the development including for multi-level industrial floorspace – the Generator.

In January 2019, we will be submitting a reserved matters application to agree the detailed design of the Generator – an innovative and bespoke workspace hub, located on the southern section of the site next to the North Circular Road.

This exhibition shares our proposals for the Generator and 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 proposals.



Previous logo of the Future Northfields consultation

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

Michael Sparks Associates are Chartered Architects and leading industrial architects. The practice is committed to producing buildings of quality and to maintaining the highest professional standards.



Transport Consultant

WSP is an international multi discipline consultancy providing support services for the built environment.



Consultation

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



MASTERPLAN



GRAND UNION MASTERPLAN

Grand Union will deliver 2,900 homes, workspace, shops and restaurants, a health centre and a community centre, all set within 11 acres of public realm.

TYPES OF PLANNING APPLICATION

An application for outline planning permission allows for a decision on the principles of how a site can be developed.

In September 2018 the London Borough of Brent granted St George hybrid planning permission to redevelop the Northfields site, which will be called Grand Union. This included the full planning permission for Phase 1 Buildings A, B, C and D, and the outline planning permission for the rest of the site.

The application for the Generator will be a reserved matters application. It will provide further details of the design that were not included in the outline planning application, therefore 'reserved' for later determination. These details include access, appearance, landscaping, building layout and height.

GRAND UNION MASTERPLAN AT A GLANCE

- 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, a nursery, shops and home to the new community centre. Situated on the bend of the canal, this new public space will become 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 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 approximately 180,000 sq ft light industrial workspace.
- G 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.
- H 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.
- I TOWNHOUSES**
Three-storey townhouses are introduced along Beresford Avenue to create a variety of building typologies.
- J MEWS STREETS**
Mews streets link Beresford Avenue with the canal.

CONCEPT



DELIVERING HOMES AND JOBS

Our vision for Grand Union is to deliver an exemplary sustainable mixed-use development, providing new homes and jobs from day one and throughout the life of the development. St George is keenly aware of the Mayor's proposed agenda to intensify industrial development in order to optimise the delivery of employment and housing, and the Generator is at the heart of our strategy to address these aspirations.

Market research carried out as part of our employment strategy by St George in partnership with JLL, CBRE and Savills identified a decline in industrial floorspace within neighbouring Park Royal but demand for smaller, flexible B1c and B8 accommodation. The Generator proposals seek to meet this demand and create hundreds of jobs for the local area, while providing a building that complements the surrounding environment.



MEETING THE NEEDS OF MODERN OCCUPIERS

St George has worked closely with industrial architects Michael Sparks Associates to design an innovative and bespoke workspace hub which meets the needs of modern light industrial occupiers. Located on the southern section of the Grand Union development next to the North Circular Road, the Generator will provide circa 180,000 sq ft of flexible workspace to attract a range of operators from start-ups to established businesses. The hub will offer an attractive and flexible working environment, and will include communal facilities such as a café and meeting rooms to facilitate interaction and collaboration between like-minded operators.

COMPLEMENTING THE SURROUNDING AREA

The Generator will have two distinctive facades, designed to fit in with the surrounding environment. The imposing southern facade facing onto the North Circular will be industrial in character, reflecting the site's heritage and the Generator's status as an innovative workspace hub. By contrast, at the northern facade, the use of bricks will create a unique sense of place to reflect the residential part of the Grand Union development.



c. **100**

CONSTRUCTION JOBS AT THE GENERATOR PER YEAR



c. **365**

JOBS UPON THE COMPLETION OF THE GENERATOR

c. **180,000**
sq ft

WORKSPACE AT THE GENERATOR

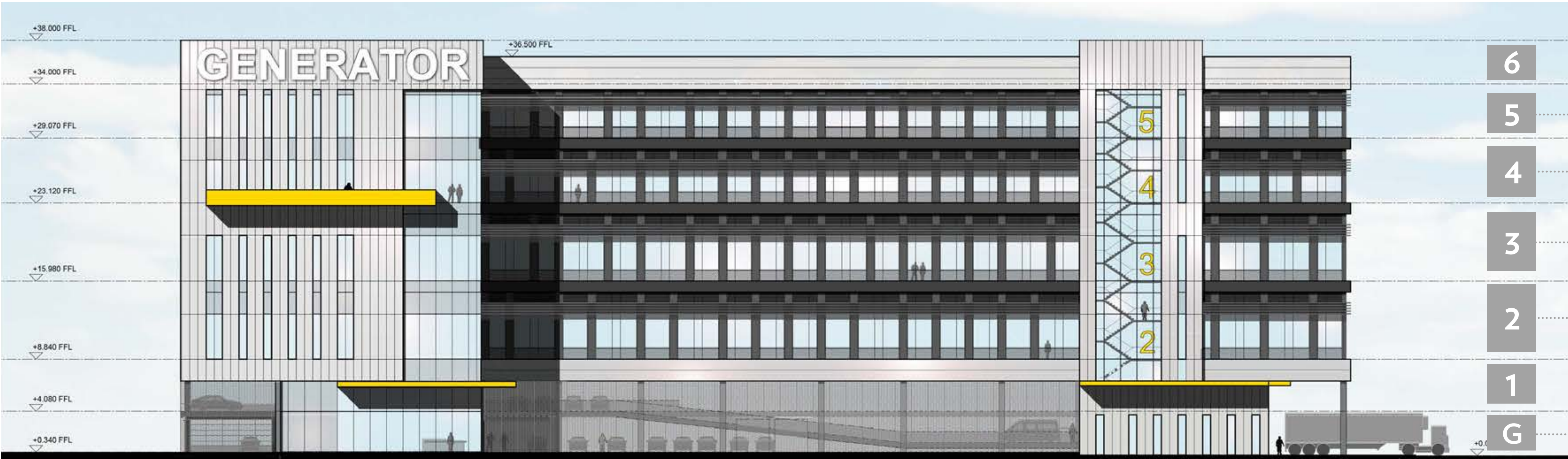


c. **500**

CONSTRUCTION JOBS AT GRAND UNION PER YEAR



DESIGN AND ACCESS



Elevation of the Generator

LAYOUT

The Generator has been designed to meet the local demand for smaller flexible workspace, with six levels based on an optimised structural grid, offering maximum flexibility of space. The workspace provision will be located on the upper levels, with units ranging from 630 sq ft to c. 30,000 sq ft to accommodate light industrial users ranging from start-ups through to more established businesses. The ground and first floors will accommodate car parking and cycle storage, as well as a reception, management suite and service yard.

The Generator will be serviced by two large and three medium sized service lifts to ensure easy movement of goods and equipment from the loading area to each unit, with oversight from the management suite. A further two passenger lifts will be provided for employees and visitors in the reception area.



Vehicular access points of the Generator

DELIVERY AND SERVICING

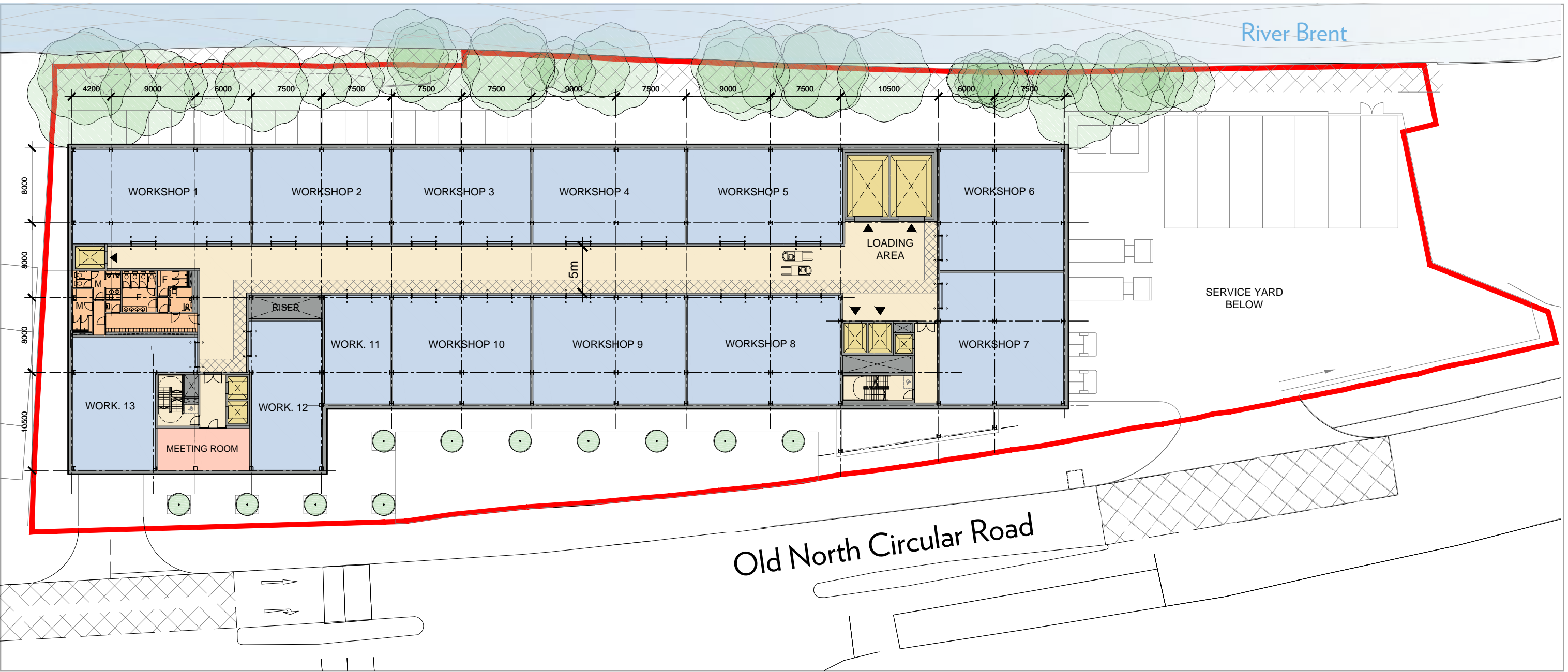
The Generator’s ability to accommodate goods vehicles on site when loading and unloading is vital to ensure that the operational servicing needed can be carried out safely and efficiently wholly on site, without creating any negative impacts upon the local highway network.

Vehicular access to the site will be via two distinct entrances off the Old North Circular – an eastern access leading to a self-contained service yard, and a western access for the ground and first floor parking. The service yard will include 4 loading bays and parking for 7 Other Goods Vehicles (OGV) enabling easy access to the service lifts in the marshalling area. Due to the nature of the building, it is envisaged that occupiers could require parking for Light Goods Vehicles (LGV) such as Transit-type vans. As such, 8 parking bays within the marshalling level car park are allocated for LGV parking.

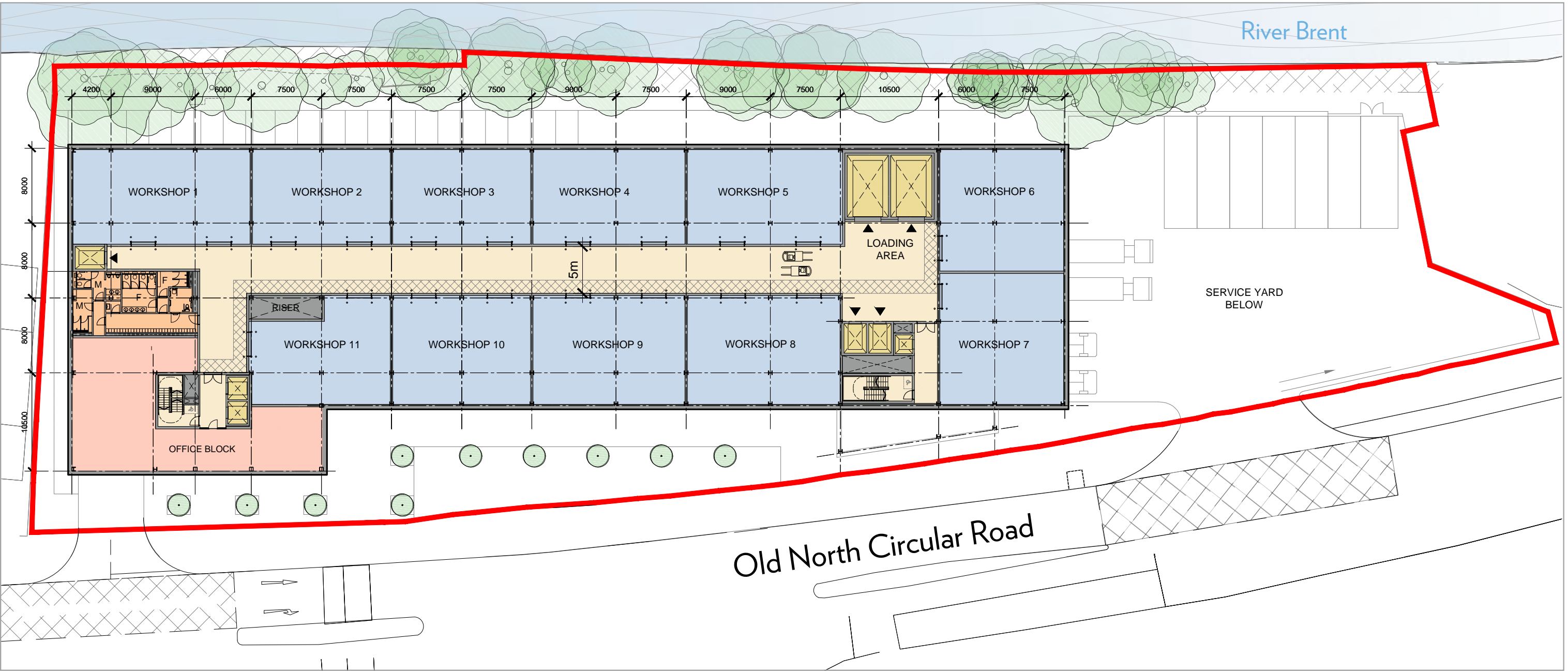
Delivery and servicing will be carefully monitored and managed 24 hours, liaising with occupiers and utilising tools such as a vehicle booking system to ensure minimum impact on the local area.



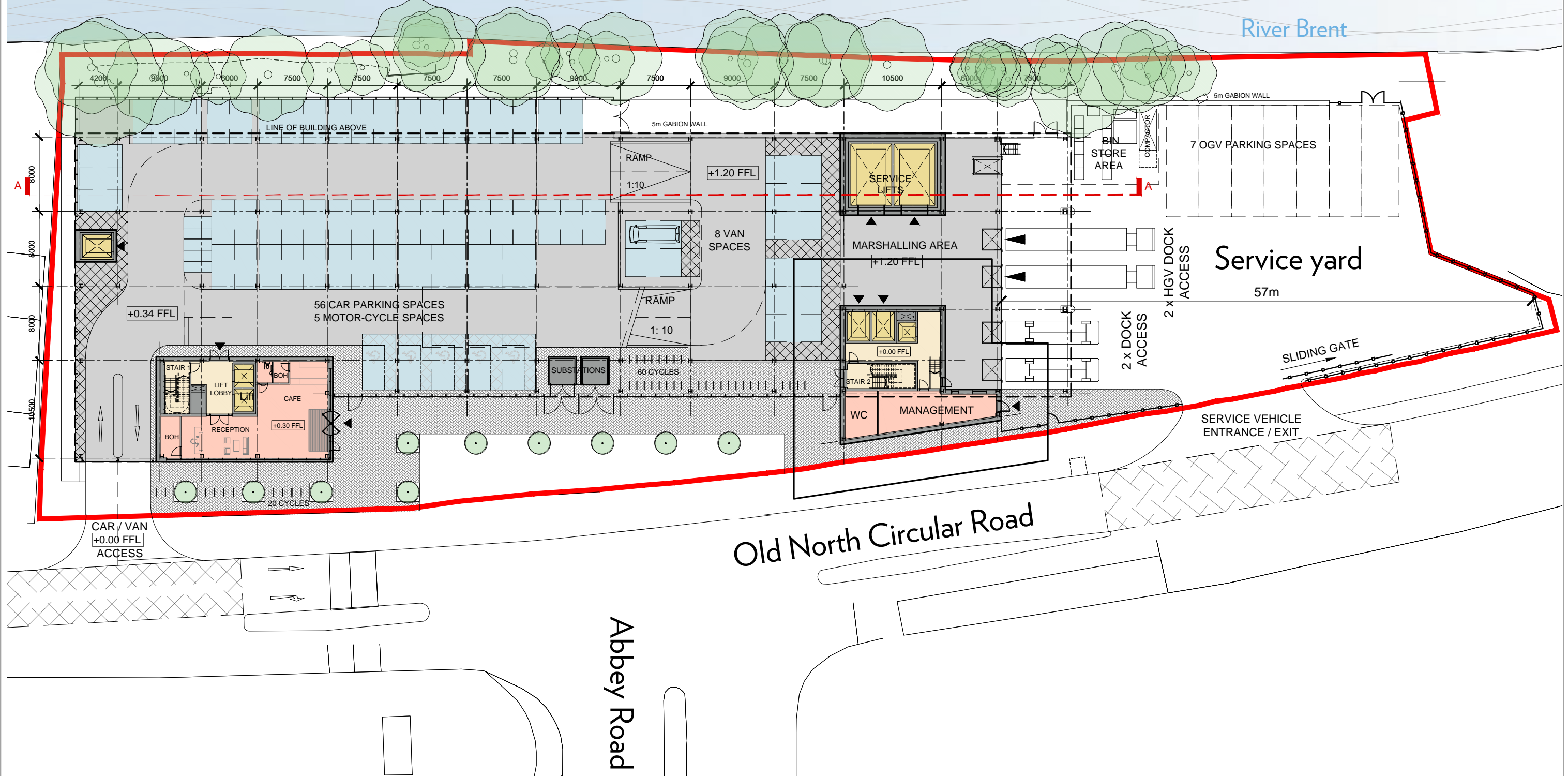
Service yard



Indicative 4th & 5th floor plan (workspace and office units)



Indicative 2nd & 3rd floor plan (workspace and office units)



Indicative site layout (ground floor)

OCCUPIERS



USE CLASSES

The Generator will provide approximately 180,000 sq ft of mainly B1a, B1c and B8 workspace to attract a range of operators from start-ups to established businesses.

The Town and Country Planning (Use Classes) Order 1987 (as amended) puts uses of land and buildings into various categories known as 'Use Classes'. The classes B1a, B1c and B8 are defined as the following;

B1a

Class B1a: as an office other than financial and professional services

B1c

Class B1c: Use for any industrial process (which can be carried out in any residential area without detriment to the amenity of that area by reason of noise, vibration, smell, fumes, smoke, soot, ash, dust or grit)

B8

Class B8: Storage or distribution: Use for storage or as a distribution centre

EXPECTED OCCUPIERS

The building will also benefit from state-of-the-art communal facilities including meeting rooms and a café to facilitate interaction and collaboration between like-minded operators. The innovative and bespoke multi-storey industrial building will be a first of its kind in the UK.

Expected occupiers within The Generator:

- Light assembly
- R&D/prototyping
- Prop hire
- Film companies including camera/lighting equipment hire
- Media/publishing
- Digital printing companies
- Textiles
- Food companies e.g. artisan bakeries
- Maker space e.g. artist studios, craft workshops
- Recording (soundproof studios)
- Photographic studios

LOCAL BENEFITS

Creating spaces for employment and collaboration



SPACE TO GROW AND INNOVATE

The Generator will provide an attractive and flexible working environment for a range of start-ups, entrepreneurs and established businesses, with first-class communal facilities to encourage co-working and innovation.

C. 365 JOB OPPORTUNITIES

The Generator will provide significant employment and training opportunities for the local community, creating approximately 365 jobs upon completion.

REVITALISING THE NEIGHBOURHOOD

The Generator is designed to be a first-class innovative hub and it will be an attractive addition to the local area. As part of the Generator proposals, the nearby bank of the River Brent will be re-landscaped.

A BOOST TO THE LOCAL ECONOMY

The occupiers and employees based in The Generator will make a significant contribution to the local economy as a result of increased spending in the local area.

A VIBRANT COMMUNITY

The Generator will help make Grand Union a vibrant mixed-use development with opportunities to live, work and play together as a community.

SUSTAINABLE DESIGN

Solar panels will be installed at the Generator to provide a sustainable source of energy. We will be installing a 'brown roof' to provide a natural habitat that will support a variety of plants and animals. The brown roof will also have acoustic and temperature insulation properties.

OUR COMMITMENTS



Night time view of the Generator building

CONSTRUCTION MANAGEMENT

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

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.
- A Travel Plan will be implemented to encourage sustainable transportation.
- 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 using recycled water.
- 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.

SUSTAINABILITY STANDARD (BREEAM)

BREEAM is a sustainability assessment and certification scheme for the built environment. It assesses, encourages and rewards environmental, social and economic sustainability throughout the built environment.

The Generator will be designed to achieve a BREEAM 'Excellent' rating. This includes the following sustainability measures which will have a positive impact on the building and the surrounding local environment: Responsible construction practices; Reduction of energy use and carbon emissions; Energy management and monitoring; Use of low and zero carbon technologies; Reduction of water consumption; Water monitoring; Responsible sourcing of materials; Sustainable transport measures; Construction waste management; Recycling of operational waste streams.

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 buildings we build is our number one priority. Every building is designed and built to comply with relevant standards. We are advised by expert fire consultants and the design at Grand Union, including the Generator, will be signed off by the appropriate authorities, in consultation with the London Fire Brigade.

NEXT STEPS

RESERVED MATTERS APPLICATION

The Generator will be an important part of Grand Union and it will create hundreds of jobs in the local area. The reserved matters application for the Generator will be submitted to the London Borough of Brent in January 2019. The Council will then review the reserved matters application through a statutory consultation process. We are looking at bringing the Generator forward and it could be delivered as early as 2022.

WORKING WITH THE LOCAL COMMUNITY AND KEEPING YOU INFORMED

We would like to take this opportunity to thank you for participating in the Future Northfields consultation events to date and helping inform the Grand Union masterplan. St George will continue to work with the community following the submission of the reserved matters application.



Community Centre Design Workshop, August 2017

We will keep you updated on all upcoming events and activities through the consultation website and with our newsletters. You can find out more about the development and consultation process on our website at:

www.futurenorthfields.com

Thank you for visiting the exhibition.

GRAND UNION TIMELINE

