



## WELCOME



## FUTURE NORTHFIELDS

### NORTHFIELDS

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

This exhibition shares the latest proposals for Northfields, reflecting feedback, conversations and findings from the previous public exhibition and a series of community design workshops held over the summer.

The project team are on hand at the exhibition to answer any questions and hear your thoughts on 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 250 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

### VISION

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, over half the area of the site, will be delivered as part of the masterplan, including 2 acres of central gardens and a 3 acre riverside meadow park.

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

St George is committed to making Northfields a place of employment as well as a place to live and visit. 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.

Northfields will support over 430 jobs a year throughout construction, in trades ranging from engineering to carpentry and plumbing.

In addition, the new shops, restaurants and businesses that will be based at Northfields are expected to create over 540 jobs.

### LOCAL INVESTMENT

St George will make significant financial contributions to the local area, including through the community infrastructure levy (circa £40 million), new homes bonus (£25 million), new business rates and other Section 106 contributions, which will be invested in local infrastructure such as schools, hospitals and roads by the London Borough of Brent.

We are also working together with the council on plans to improve the route to Stonebridge Park station and we anticipate that some Section 106 contributions will be used towards these improvements.

Once Northfields is complete, it is estimated that the development will generate an additional £30 million spend per year in the local economy.





## COMMUNITY FEEDBACK AND MASTERPLAN

### JULY TO AUGUST 2017 - FEEDBACK ON THE EMERGING MASTERPLAN

In July 2017, we held our second public exhibition in which we presented the masterplan based on design principles established with the local community during engagement events in May and June 2017.

The masterplan has since been refined to reflect the feedback we received at the second public exhibition and series of community design workshops held in August on key elements of the masterplan: the community centre; route to Stonebridge Park Station; and public open spaces. Further information on the workshops can be viewed on boards A, B and C.

### CREATING THE MASTERPLAN APRIL - JULY 2017



### REFINING THE MASTERPLAN JULY-SEPTEMBER 2017



The previous masterplan proposal presented at second public exhibition July 2017



Community design workshops held August 2017







## THE MASTERPLAN

### DELIVERING THE MASTERPLAN

Northfields will provide a total of 2,750 new homes, which will be delivered through a series of distinct phases.

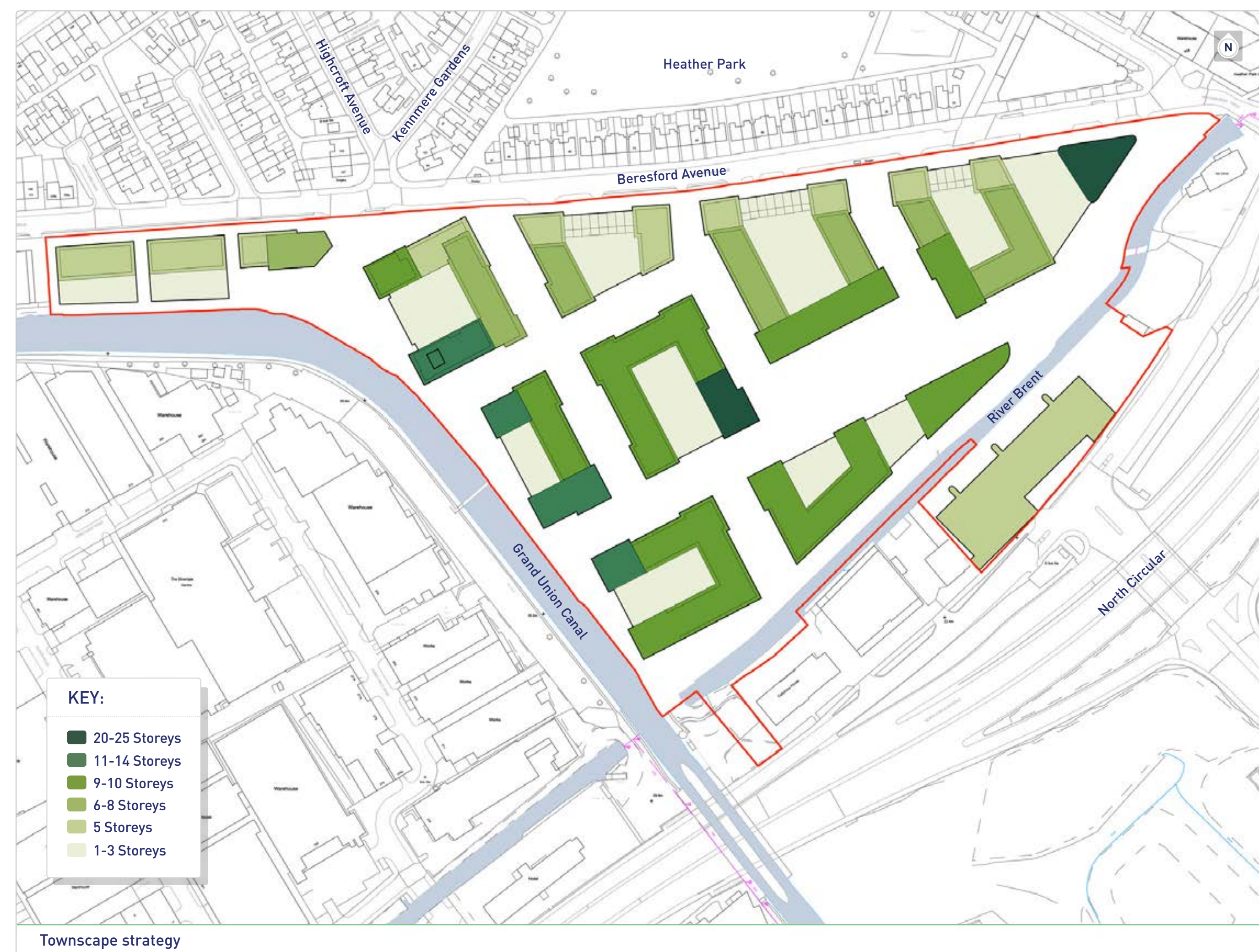
The canal-side public piazza and four residential buildings (A, B, C and D) will constitute the first phase of development. This will allow us to prioritise the new community centre, located in Building C, and create a place by the water where people will enjoy spending time with friends and family.

The remaining homes and commercial space, along with the central gardens, riverside meadow park and workspace, will be delivered in later phases of the development.

### TOWNSCAPE

Beresford Avenue will be complemented by new homes that will be set back from the street with a considerable 30 metre gap between new buildings and existing houses. Taller elements have been located at the centre of the masterplan, around the central gardens and framing the canal and the river.

We have created greater variety along Beresford Avenue since the last public exhibition to address feedback from the local community. The current masterplan introduces a series of 3 storey town houses, representing a height reduction of 2 storeys, and Building C has been reduced from 10 to 7 storeys as part of the realignment with Beresford Avenue and opening up the canal-side area.



### MASTERPLAN



### PHASING AND A 'HYBRID' PLANNING APPLICATION

We propose to submit a 'hybrid' planning application by the end of 2017, consisting of an outline planning application for the overall site and a detailed planning application for the first, canal-side phase of development.

The outline planning application will determine the location of buildings, their height and mass, the type and location of routes, and the design requirements for the new homes, streets and public spaces. The detailed planning application for the first phase will include more specific information such as the materials to be used in construction, the appearance of the buildings and the design of landscaping.







## CREATING NEW CONNECTIONS

### ROUTES THROUGH NORTHFIELDS

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 pedestrians and cyclists.

The masterplan has been designed to prioritise pedestrians and cyclists by creating pedestrian and cycle only routes, including along the Grand Union Canal, River Brent and the main green avenue running through the heart of the development towards Stonebridge Park station.

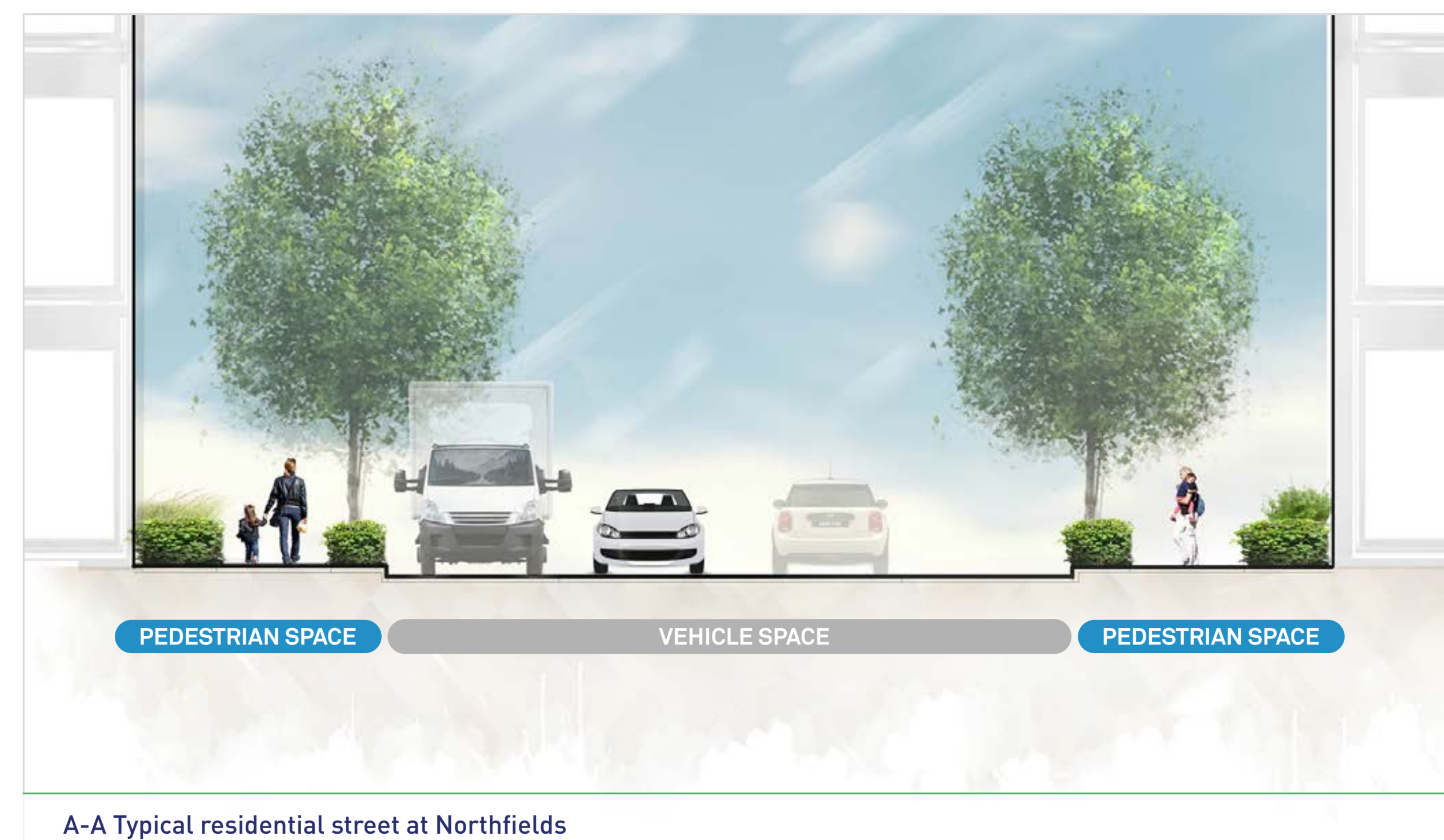
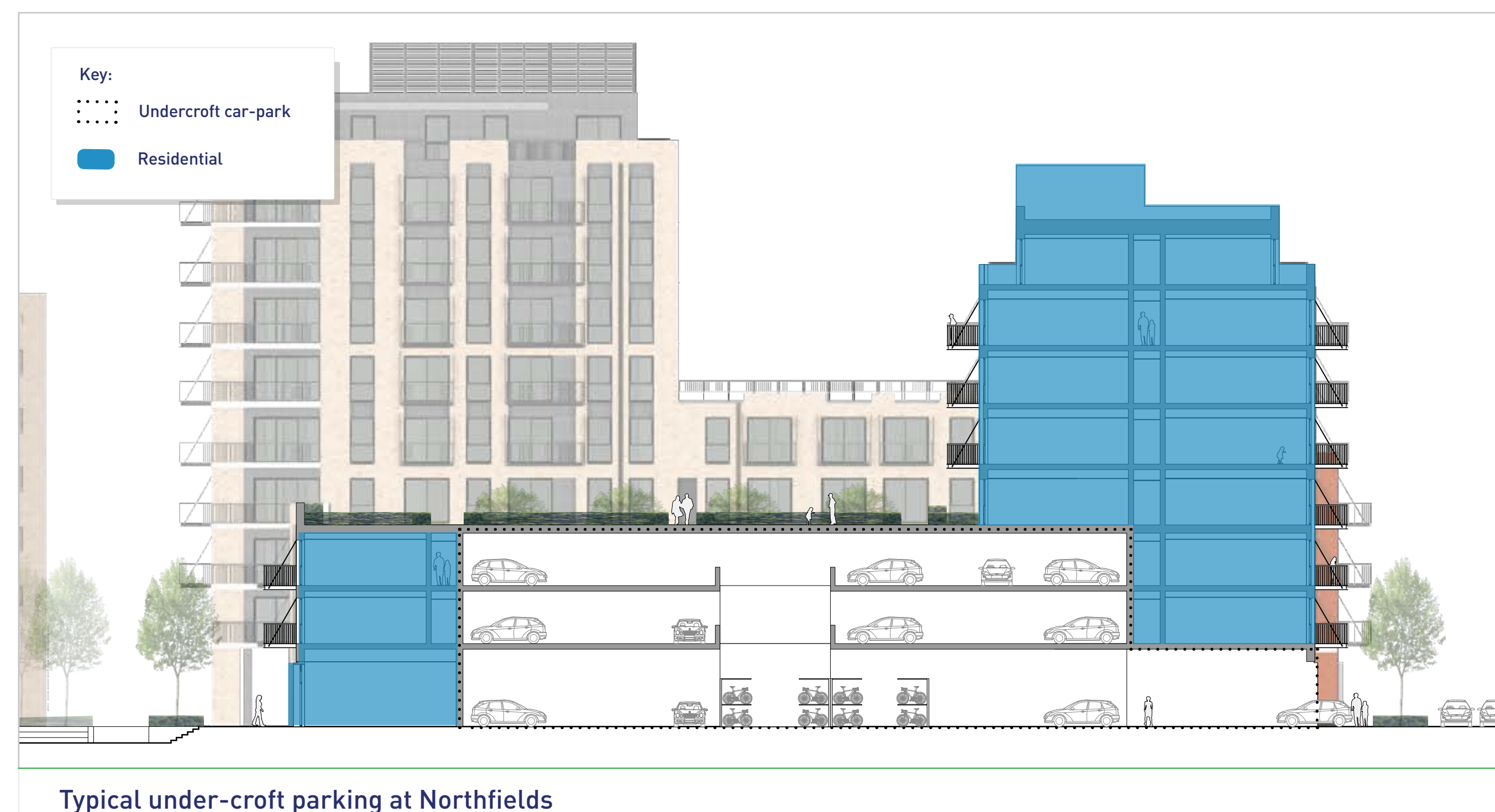
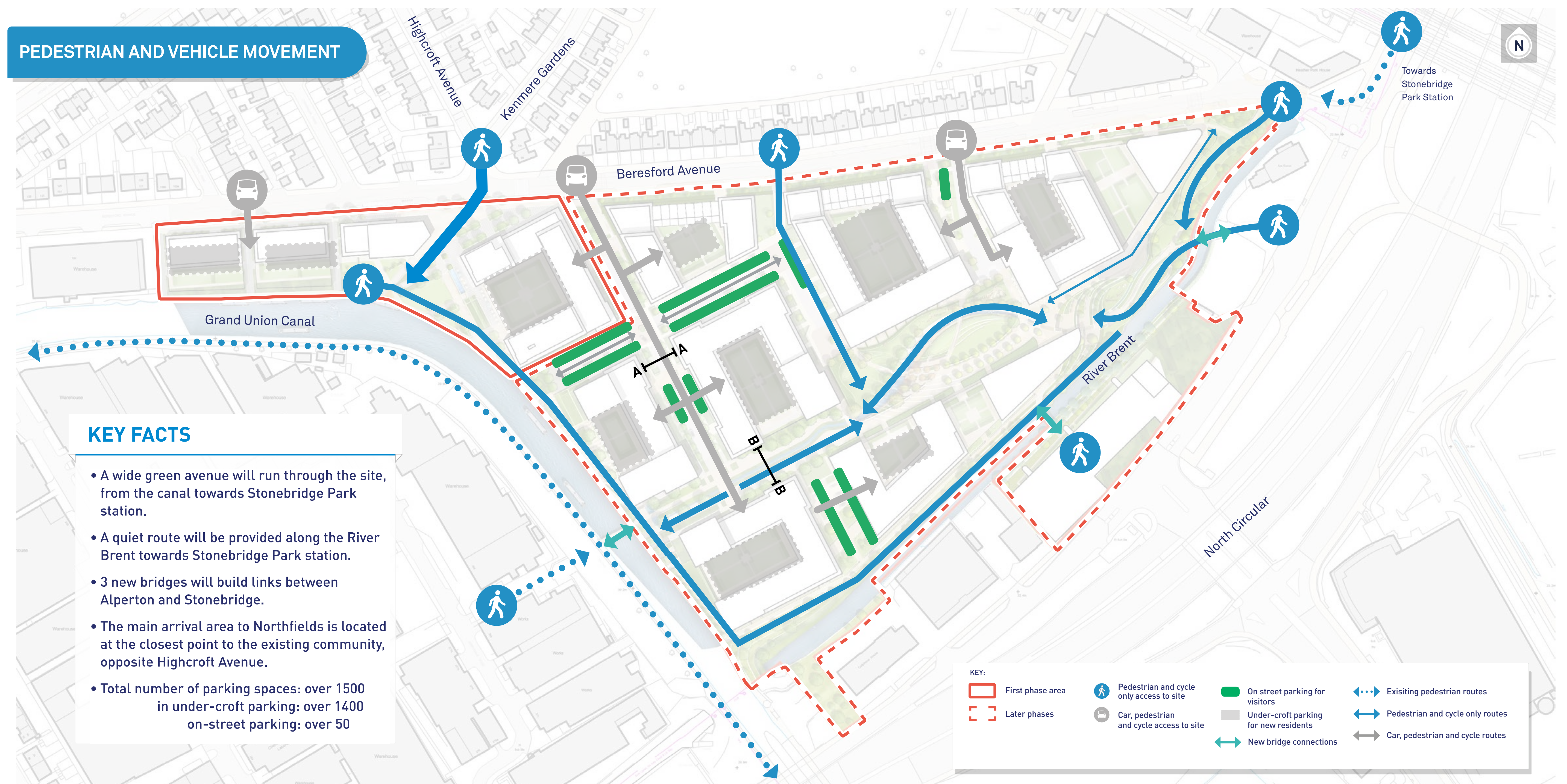
Streets for vehicles will be twice the width of a typical Alperton residential street, providing ample space for pedestrians. We are also proposing to improve Beresford Avenue, widening the road to create a 30-metre distance between the existing houses and new homes.

### NEW BRIDGES

It is proposed that the development will have three new bridges – one across the Grand Union Canal and two across the River Brent – to improve links between Alperton and Stonebridge and make the cafés, shops, restaurants and leisure facilities offered at Northfields easily accessible to residents from the surrounding area.

### PARKING

Parking will be provided for residents in under-croft car parks, with on-street parking available to visitors. A total of c. 1500 parking spaces, or c. 0.6 parking spaces per home is proposed at Northfields.







## NEW AMENITIES AND WORKSPACE

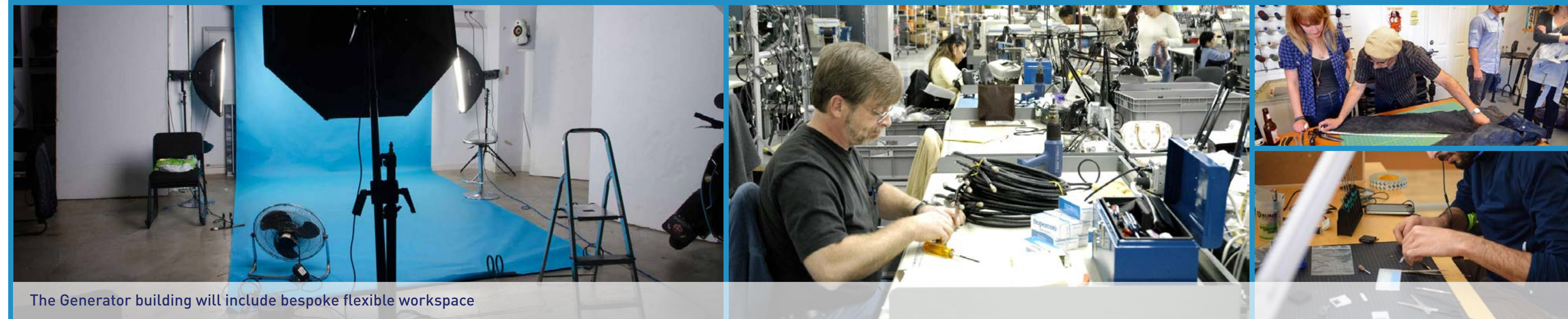
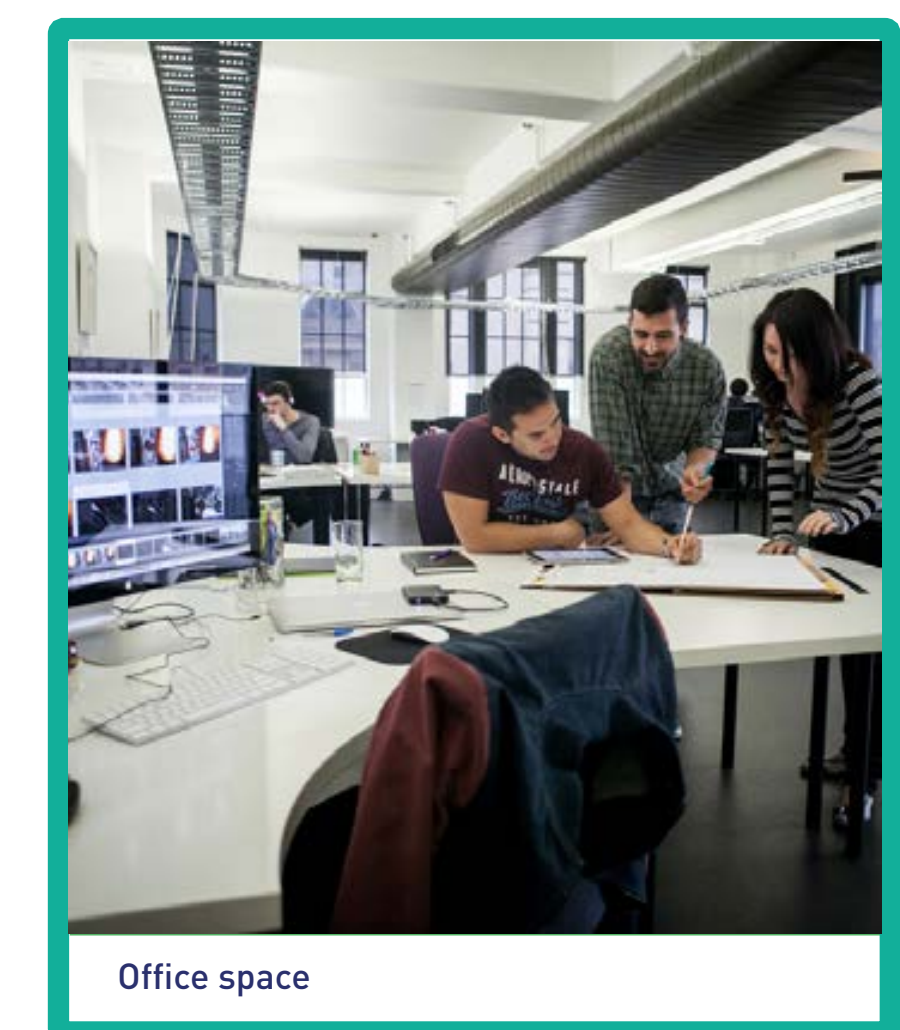
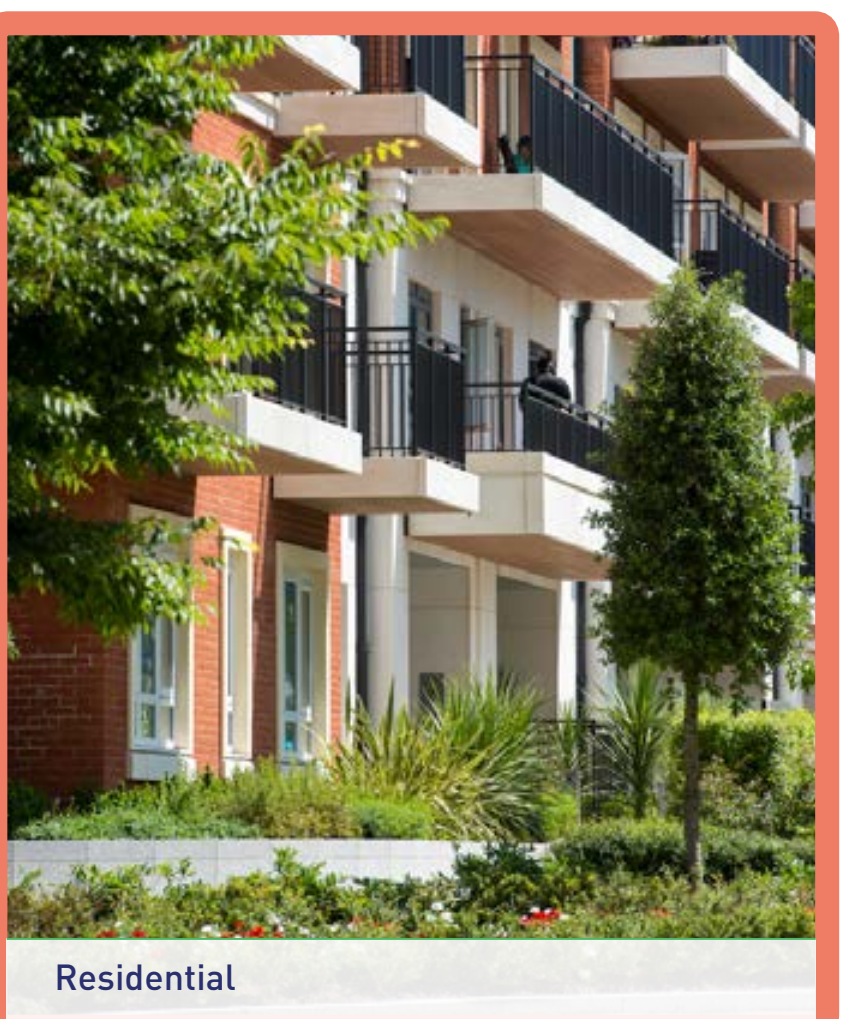
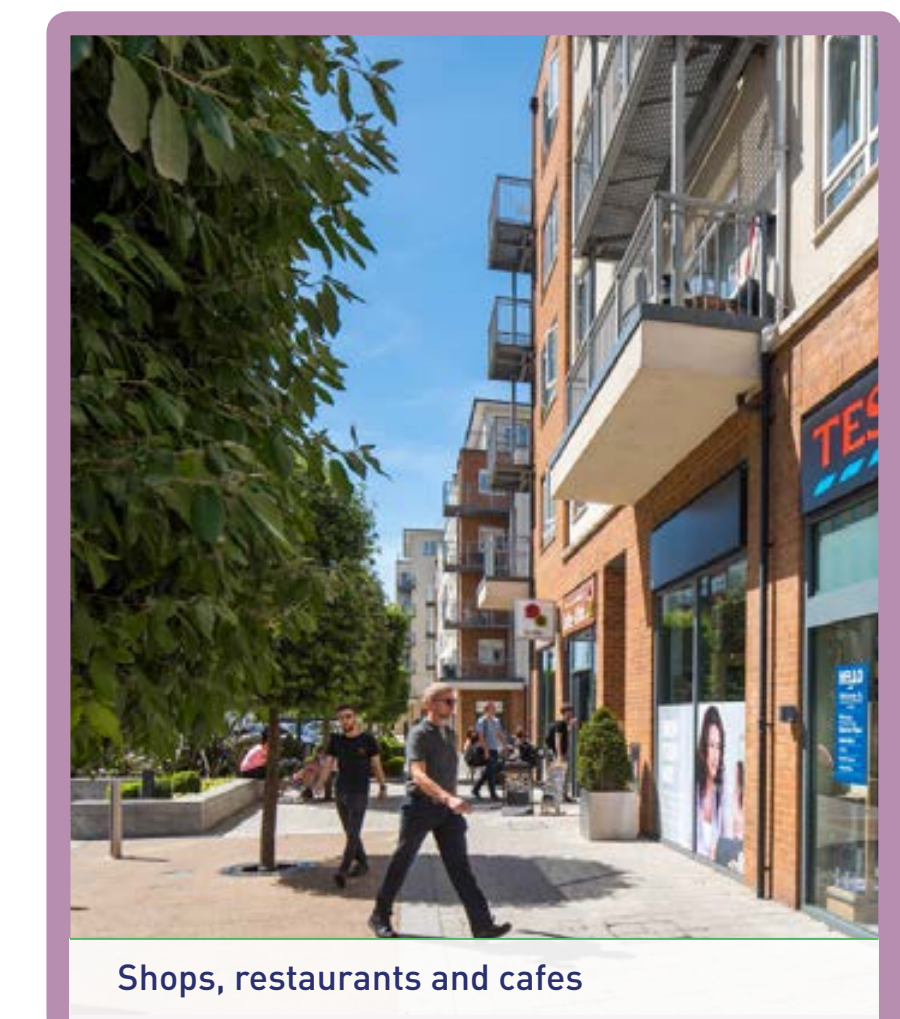
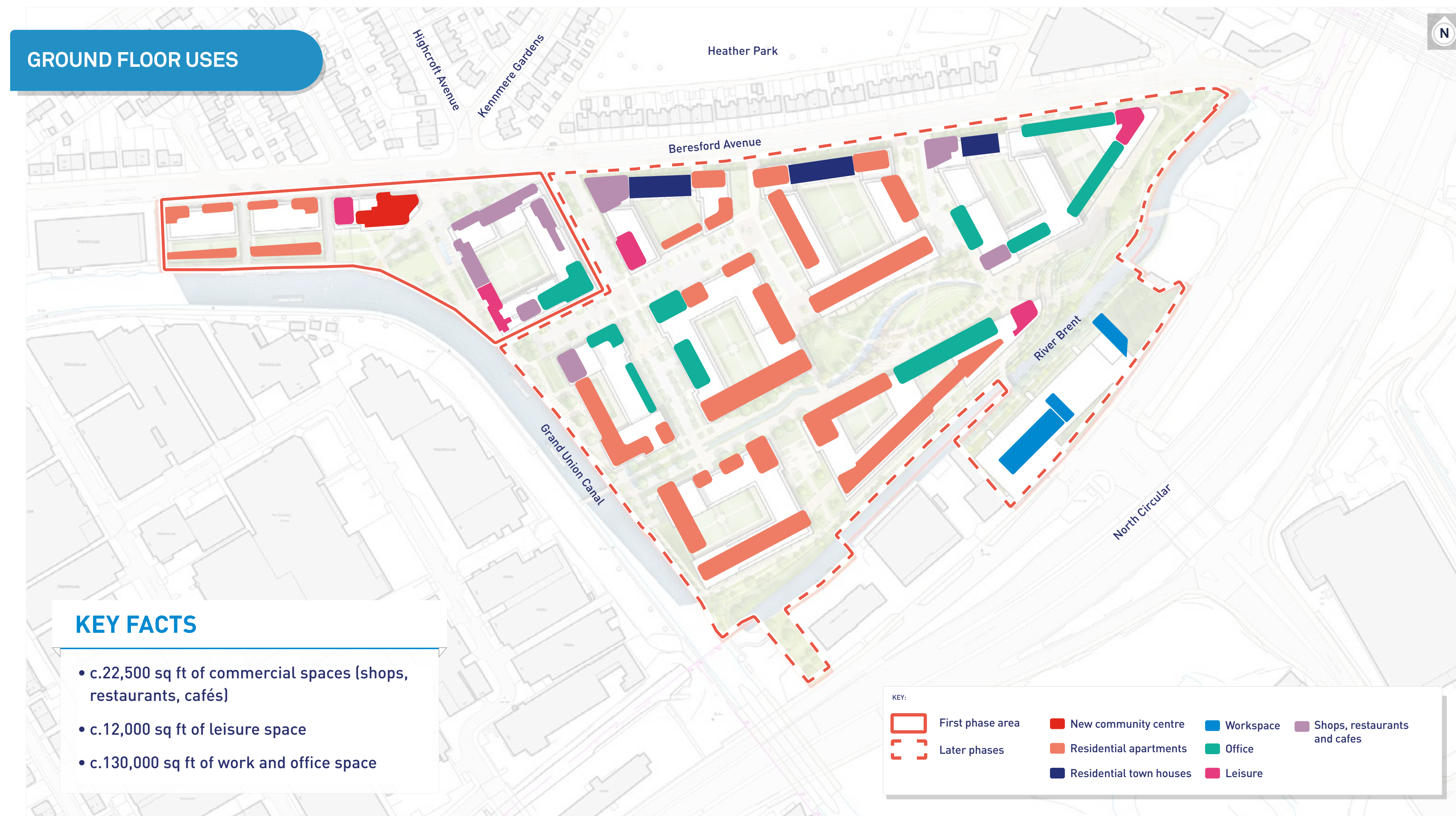
### A PLACE TO ENJOY

Over 22,000 sq ft of new commercial floorspace will provide local amenities and facilities for the whole community. There will be a mix of shops including both small independent retailers and larger commercial outlets, as well as a range of cafes and restaurants and community facilities including a community centre.

### A PLACE TO WORK

Situated at the southern end of the Northfields development, 'The Generator' will serve as a hub for entrepreneurs, start-ups and small businesses, providing over 100,000 sq ft of workspace in which new talent can develop and grow under one roof. The building has been designed to meet the needs of modern business. Shared facilities such as a café, reception and meeting rooms will encourage co-working and innovation.

The Generator will be complemented by 30,000 sq ft of employment space offered in sizes to cater for a range of small and growing businesses. Tenants will benefit from being part of the wider Northfields development, including local amenities and public open spaces. This employment space, together with The Generator, will mean that Northfields supports over 400 jobs per year.







## OPEN SPACES



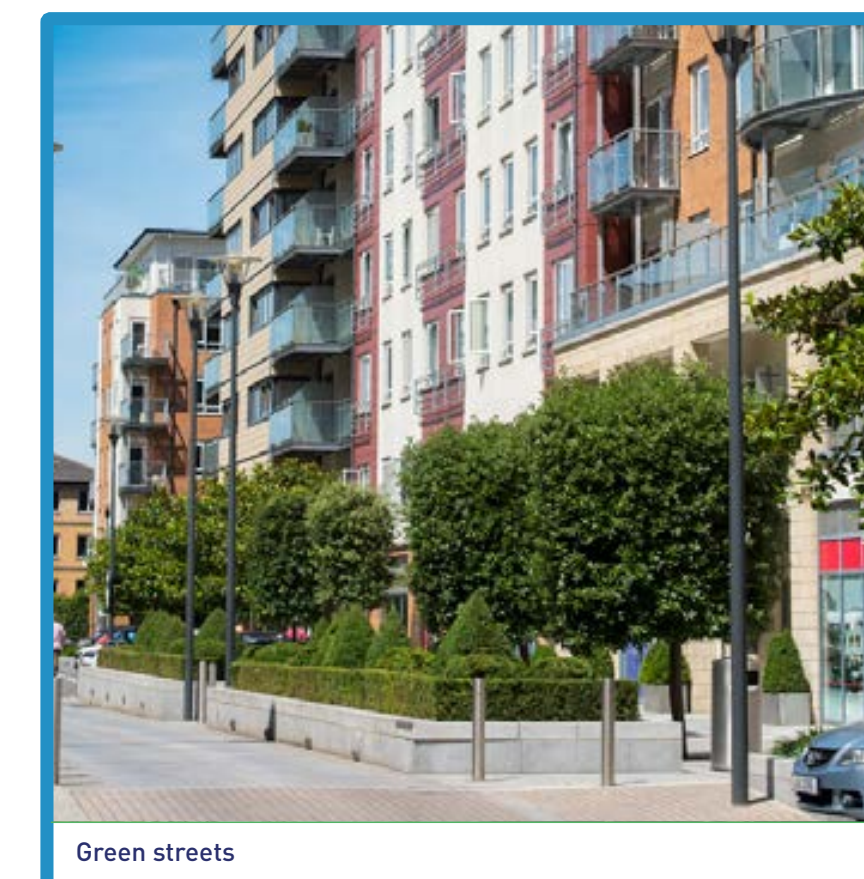
Artist's impression of the central gardens

### OPEN GREEN SPACES

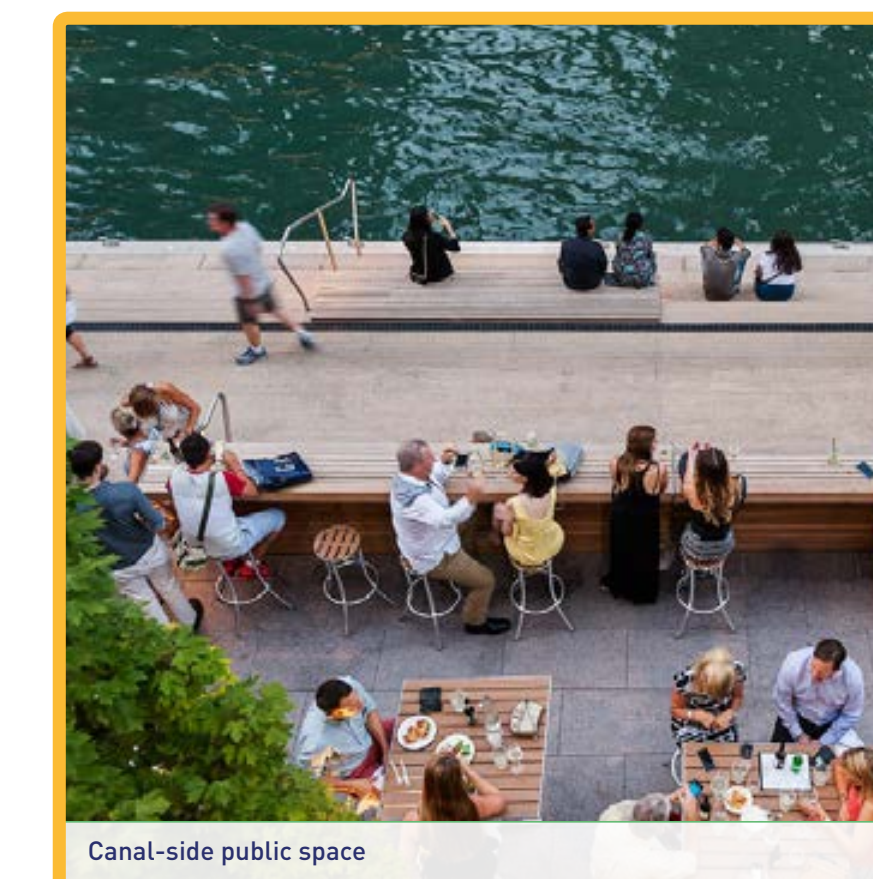


#### KEY FACTS

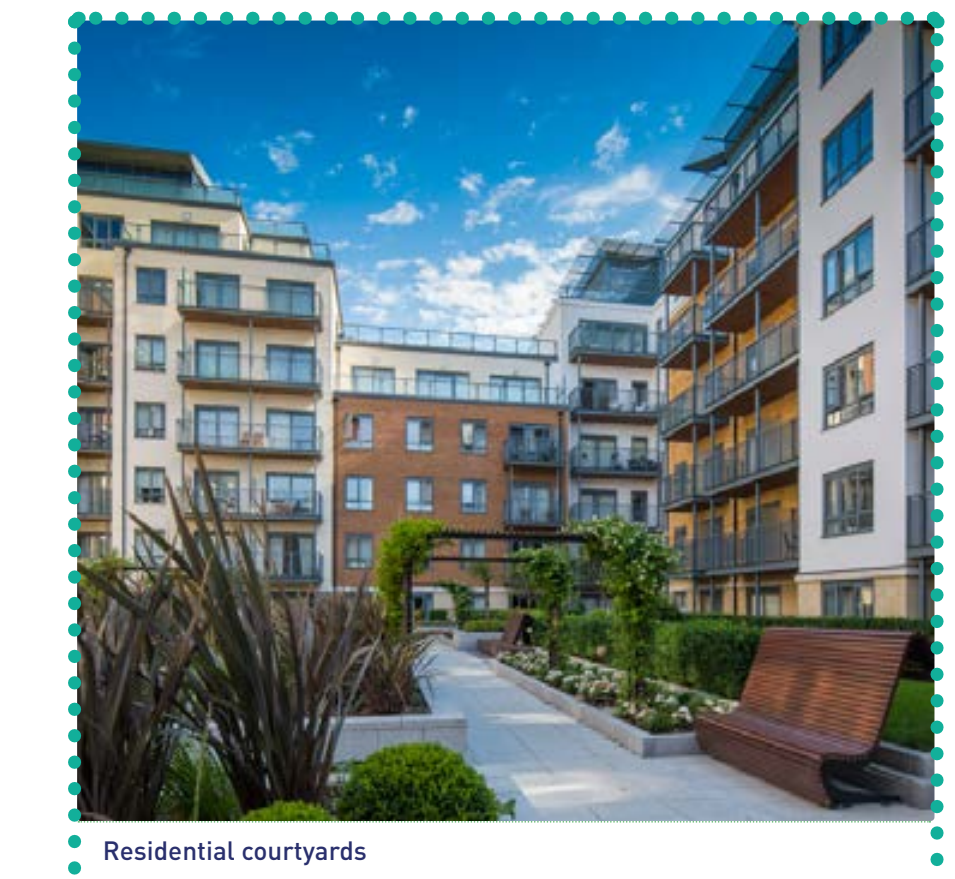
- 11 acres of public space
- c. 9,000 sq ft of children's play space
- c. 2.5 acres of canal-side open space
- 2 acres of central garden
- 3 acres of riverside meadow park



Green streets



Canal-side public space



Residential courtyards



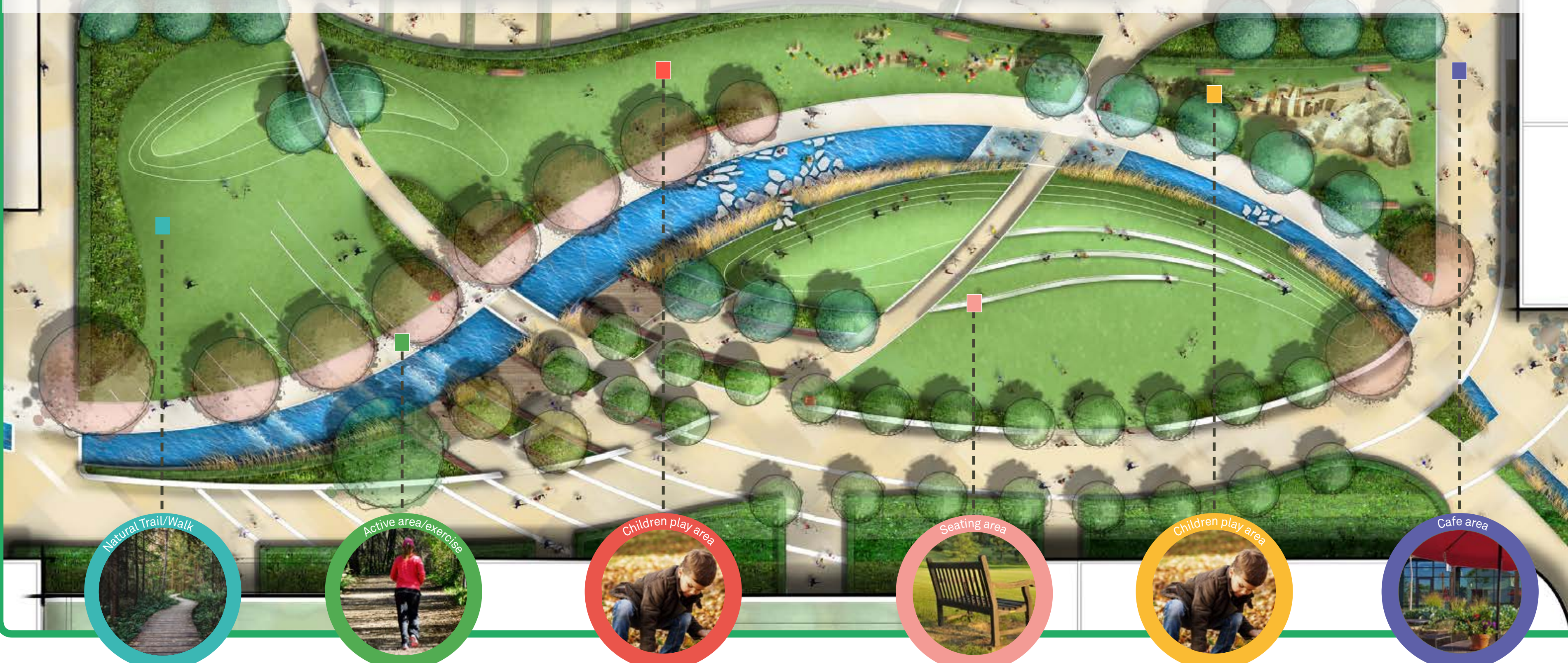
Play areas

### Community feedback

Over half of Northfields (11 of 21 acres) will be dedicated to public realm. Two new green spaces, the landscaped central gardens and the more informal meadow park, will provide for activities ranging from relaxing with a book to outdoor games for children.

Uses and activities for the central gardens and the riverside meadow park have been designed with the local community. Details of the workshops can be seen on boards C.

#### Plan of the central gardens



#### Plan of the riverside meadow park







## COMMUNITY CENTRE

### A PLACE FOR THE LOCAL COMMUNITY

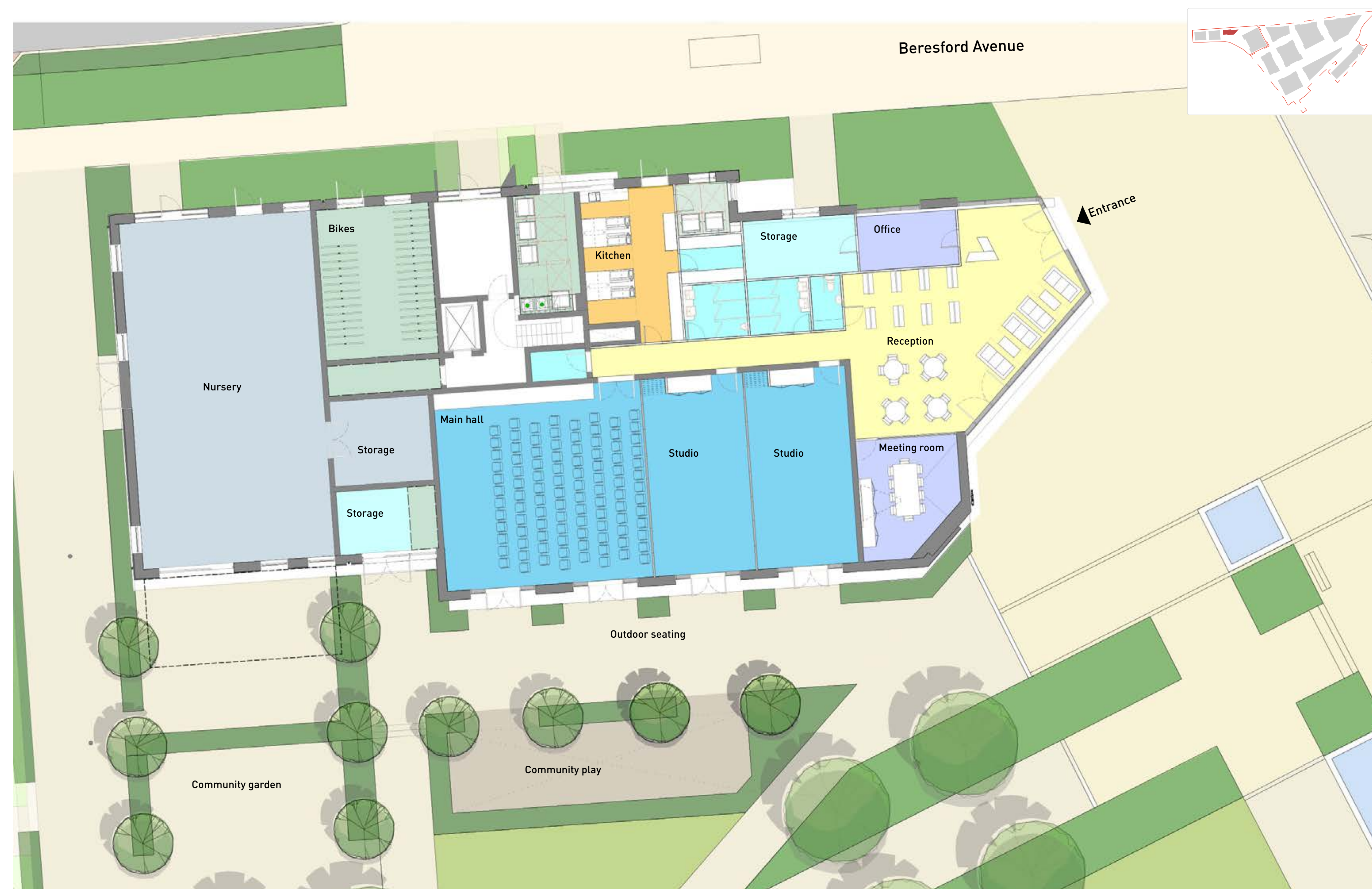
A 5,000 sq ft community centre will be part of the first phase of the Northfields development, open to both the existing and new community. The community centre, located at the ground floor of Building C, will be accessible from both Beresford Avenue and the Canal Side. A distinctive design will mark the entrance to the community centre.

### 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.

### DESIGN

The new community centre has been designed with the local community to ensure that the right mix of uses and spaces are provided. The results from these workshops can be seen on board B.



Plan of the community centre and outdoor spaces



Entrance of the community centre



Bright open reception area with exhibition space



Community kitchen



Large flexible hall space for performances and other activities



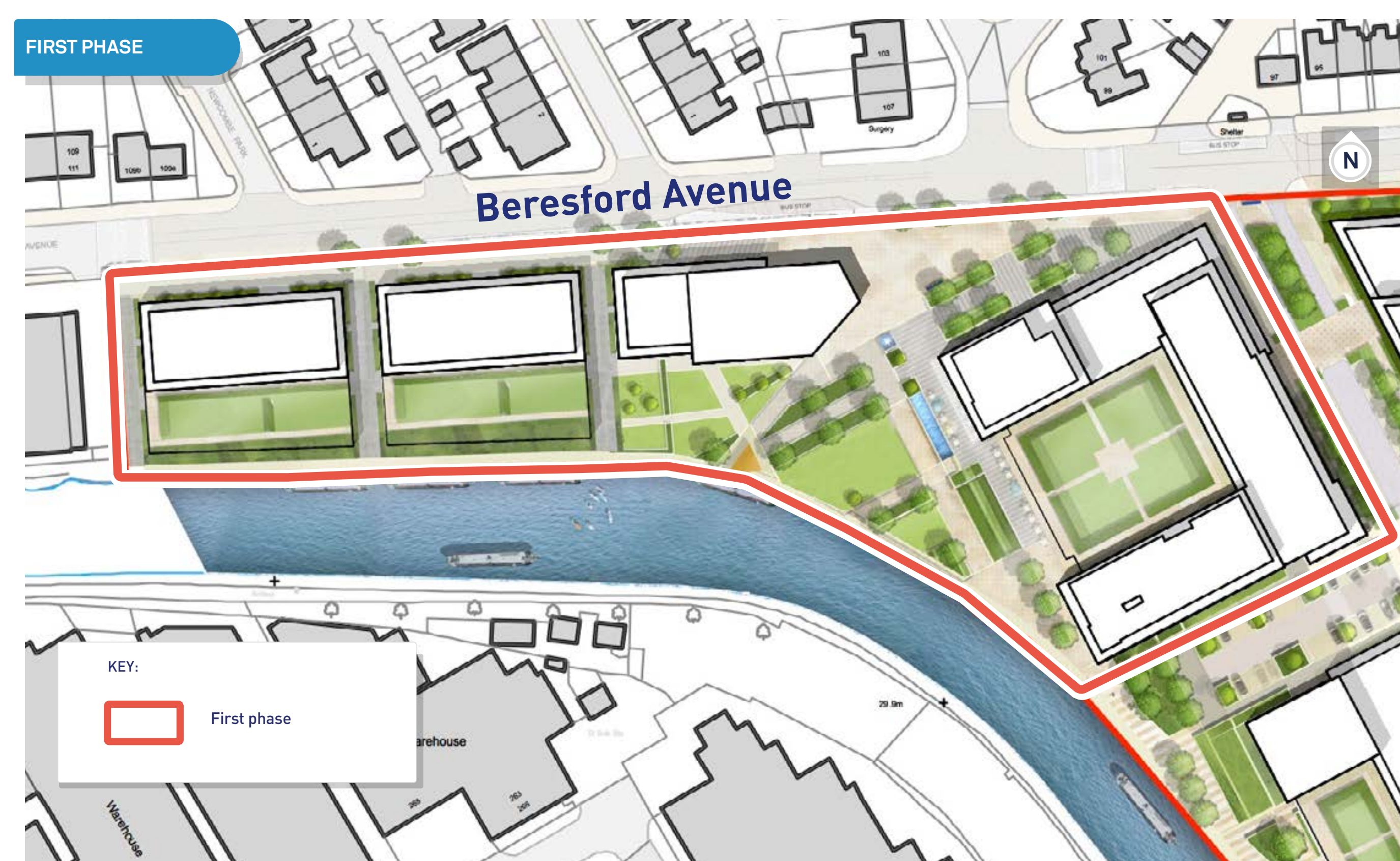


## THE FIRST PHASE: CANAL-SIDE

### OPENING UP THE CANAL-SIDE

The first phase of the development will comprise the canal-side public piazza and four new buildings (A, B, C, and D) containing homes, shops, restaurants and cafés, as well as the new community centre, which will be located on the ground floor of Building C.

A new route to the canal will open it up for the benefit of the wider area, making it a place to socialise with family and friends. We envisage that the lively canal-side piazza will be one of Northfields' defining characteristics.







## FIRST PHASE: BUILDINGS A, B AND C



Artist's impression of buildings A,B and C from Beresford Avenue





## PHASE 1 BUILDINGS: BUILDING D







## NEXT STEPS

### CONSTRUCTION MANAGEMENT

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.

### CONSULTATION TIMELINE



### HOW WE WILL KEEP YOU UPDATED

We are proposing to submit a planning application to LB Brent before the end of the year, after which the council will provide an opportunity for the local community to have a final say on the plans through a statutory consultation process. The Future Northfields team will also provide updates on the plans as the project progresses and local residents will be kept informed.

### 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](http://www.futurenorthfields.com)

**THANK YOU FOR VISITING THE EXHIBITION**



**ALPERTON SUMMER FESTIVAL**  
**HEATHER PARK**  
**SUNDAY 17 SEPTEMBER, 12-6PM**

**COME ALONG FOR AN AFTERNOON OF FUN, FOOD AND MUSIC AT THE FIRST EVER ALPERTON SUMMER FESTIVAL**

There will be fun and games for everyone, with attractions including:

- Local food
- Live music performances
- Magician
- Fairground game stalls
- Cricket simulator
- Face painting
- Donkeys, goats and more from Spitalfields City Farm...

The winners of the My Alperton Photography Competition will be announced at 3pm and all entries will be on display.

Everybody is welcome to join in this community celebration, please come along and bring your family and friends!