

GRAND UNION



Welcome to our public exhibition about the future of Grand Union and an update on the next phase of the Masterplan.

We are keen to hear your thoughts on the emerging proposals for Phase 4c before we submit the plans to Brent Council.

Members of the project team are available to answer questions and discuss the proposals with you today.

We would be very grateful if you could complete our short feedback survey about the proposals for this phase. Your feedback will help to shape the plans for the site.



Scan to share your feedback

The Team



St George
Developer



Murdoch Wickham
Landscape Consultants

**SHEPPARD
ROBSON**

Sheppard Robson
Architects



Kanda Consulting
Public Engagement

Grand Union Vision

Grand Union will be truly transformational, creating a pioneering new canalside neighbourhood, providing beautiful homes set in stunning landscaped spaces and a co-working hub where 'maker' businesses will thrive.

Once completed, Grand Union is set to deliver:

 3,350 New homes	 13 acres of open space	 5,000 sq ft community centre	 48,000 sq ft of shops, restaurants and leisure
 35% affordable homes	 c£95 million combined CIL and S106 contributions	 3,500 sq ft affordable workspace	 Improvements to Beresford Avenue and route to Stonebridge
 140,000 sq ft of workspace	 c650 jobs in the completed development	 200+ apprenticeships	 c500 jobs a year during construction
 600+ active and passive charging spaces	 c5,680+ cycle spaces	 540 new trees planted	

Illustrative Phasing Plan



-  Property Ownership Boundary / Entire Masterplan Boundary
-  Phase 3-7 Consented Application Boundary
-  Phase 1 - Consented
-  Phase 2 - Consented
-  Phase 3a - Consented
-  Phase 3b - Consented
-  Phase 4a - Consented
-  Phase 4b
-  Phase 4c
-  Phase 5
-  Phase 6
-  Phase 7

The Masterplan

History

In September 2018, St George obtained a hybrid planning consent for the Grand Union masterplan, to redevelop the former Northfields Industrial Estate. St George received planning permission for an updated masterplan in 2021, to secure the delivery of 3,350 new homes, 210,000sqft of employment floorspace, and a range of community, retail and leisure uses.

Phase 1 & Phase 2

Phase 1:

We are proud to have completed Phase 1 of the Grand Union Masterplan.

This phase has delivered 400 new homes, including 92 affordable and 23 shared ownership homes. Phase 1 also provides key community infrastructure including a new Community Hub, nursery, gym, cafe and shops.

Phase 2:

Phase 2 will deliver 519 new homes, including 115 homes as London Affordable Rent. This canalside phase will also see the deliver of public open space and amenity for residents and the community.

We are delighted that residents have begun to move into the homes in Phase 2, and to have handed over the London Affordable Rent homes to Brent Council in May 2025.



Phase 1



Phase 2

Phase 3

Phase 3 will deliver 467 new homes, with a mixture of affordable and private homes. It includes three residential buildings, blocks G, H & J and welcomes the heart of the central gardens which will run the whole length of the development. Detailed consent was secured for this phase in June 2021.



Phase 4b

In October 2025, we submitted a Reserved Matters Application for Phase 4b. The proposals include 168 Social Rent homes, new Affordable Workspace and thoughtfully designed buildings, which respond sensitively to the character of Beresford Avenue.



Timeline

- April 2017** ● St George acquires site
- Jan 2018** ● Submission of hybrid application
- Sep 2018** ● Planning permission granted
- Jan 2019** ● Work started
- Jun 2021** ● Masterplan review approved
- Dec 2021** ● First affordable homes handed over to LB Brent
- May 2022** ● Community hub opened
- Sep 2022** ● Public art unveiled
- Aug 2023** ● Completion of Phase 1
- April 2024** ● SEGRO V-Park Grand Union opening
- Feb 2025** ● Block E1 completion
- June 2025** ● Block F1 handover to LB Brent
- October 2025** ● Plans for Phase 4b RMA submitted

Latest News: Across Phase 3 and Phase 4b we are delivering 269 Social Rented homes in partnership with Sovereign Network Group.



Phase 4c — Overview of Proposals

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We are excited to share our plans for the next phase at Grand Union which will deliver:



505 new high quality homes, including a mix of private and shared ownership homes, ranging in unit sizes.



Enhanced public realm including podium gardens and roof terraces, alongside new amenity facilities.



Three buildings ranging between 10-29 storeys in height.



New public spaces including the completion of the north-south green route linking Beresford Avenue and the central gardens.



Phase 4c – Design Principles

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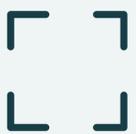
Phase 4c has been designed in line with the approved masterplan parameter heights and responds sensitively to the surrounding context and character of Beresford Avenue and the earlier phases.

The tallest building in Phase 4c is 29 storeys, acting as a key landmark when viewed from across the site and from nearby streets.

The other buildings are designed to be respectful of their context and step down in height. The variations in height have been shaped by a series of important design drivers:



Optimising daylight and sunlight into the Central Gardens, Terraced Gardens and new public spaces.



Framing key views from the Linear Park, the Terraced Gardens, and longer range viewpoints identified in earlier phases.



Establishing a coherent skyline, where the tower's gentle curved crown offers a distinctive silhouette and enhances local identity.



Building variations such as distinct building shapes are proposed to help improve views and sunlight into the homes and amenity, whilst keeping the look of the blocks consistent with the wider Grand Union masterplan.



View from the Terraced Garden



View of the park

Phase 4c – New Homes

The next phase will deliver new private and affordable homes. These homes will vary in size, including up to 3-bedroom units, creating a mix of housing options for a wide range of prospective tenants, including young professionals, couples, and larger families.

This will contribute to the vibrant and mixed community at Grand Union which is already established as we welcome our first residents in Phases 1 and 2.



Phase 4c Ground Floor Plan

Phase 4c – A Landscape–Led Masterplan



Landscape is at the heart of the Grand Union Masterplan, creating high quality open spaces for both future residents and the wider community to enjoy.

The Central Gardens will serve as a key green hub – a welcoming and accessible space that connects people to the surrounding landscape. Designed as a focal point within the development, it will provide opportunities for relaxation, recreation, and community activity.

Phase 4c will strengthen these connections by linking directly into the Central Gardens and the Linear Park. This will unlock and enhance the wider network of green spaces across Grand Union, creating a vibrant, well-connected, and accessible landscape for everyone to enjoy.

This phase will bring forward additional landscaped amenity spaces including:



Active Park Edge: Residents’ amenities open onto the park, with new seating, softer building edges, and a welcoming curve provides a natural shelter and opportunities for seating.



Public Routes: New pedestrian paths connecting Beresford Avenue to the park, a public plaza, steps, terraces, and a lift for inclusive access.



Viewpoints: Elevated spots for views and relaxation within landscaped terraces for Grand Union residents.



Ecology: Native planting, landscape buffers, sustainable drainage, and informal play areas.

Sustainability will be integrated within the Phase through the adoption of a green and biodiverse planting strategy.



Phase 4c Landscape Plan

Thank you for taking the time to find out more about Phase 4c of the Grand Union Masterplan.

We are keen to hear the views of our neighbours and the local community about our vision for the site, before we submit a planning application to Brent Council.

Please scan the QR code to share your views on the proposals.



Scan to share your feedback

Should you have any questions please do speak to a member of the project team.

 www.grandunioncommunity.uk

If you have any further questions or comments, please speak to a member of the team today or contact us at:

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