

Alperton Masterplan SPD
Version 4
ISSUED FOR PLANNING COMMITTEE
20/10/10

Supplementary Planning Document

Foreword (text from vision to be updated)

I am delighted to introduce this document which aims to describe our ideas for how Alperton could be transformed over the next 10 years.

The Council has identified the land adjoining the canal in Alperton as a growth area suitable for the construction of new homes to meet the UK wide demands of population growth and the shortage of housing.

As well as providing new homes, we believe that there is an opportunity to substantially renew and improve existing business and employment opportunities. Brent Council wants to see Alperton transformed into a place where people choose to live, work and invest.

Councillor Ann John OBE—Leader of the Council

Our vision describes a journey through Alperton in ten years time. A journey designed to evoke the senses, and which will be travelled by many local residents going about their daily lives.

We want to work closely with residents, businesses, land owners and all our partners to ensure that the transformation of Alperton is a success.

This is a starting point. Delivering our vision will take many years. We are keen to share our initial ideas with you, and I would invite you to get in touch with my team with your own ideas and comments.

Councillor George Crane—Lead Member for Regeneration and Economic Development

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Executive Summary

Brent Council has identified the land adjoining the canal in Alperton as a growth area suitable for the construction of new homes to meet the UK wide demands of population growth and the shortage of housing.

As well as providing new homes, we believe that there is an opportunity to substantially renew and improve existing business and employment opportunities. Brent Council wants to see Alperton transformed into a place where people choose to live, work and invest.

The Alperton growth area is a strip of brownfield land along the Grand Union Canal from Middlesex House in the west to Northfield Industrial Estate in the east. Brent Council has identified this land for approximately 1,600 new homes with supporting physical and social infrastructure.

This masterplan is a Supplementary Planning Document (SPD) to the Brent Local Development Framework and directly derives its status from the Brent Core Strategy 2010. The purpose of the Masterplan SPD is to set out in detail how the council will bring about the transformation of this poor quality industrial area into a new, mostly residential, neighbourhood. It will provide clear guidance for developers, landowners and residents about the significant scale of change proposed.

The strategic objectives of the document are to:

- Demonstrate how Alperton can be transformed through growth to deliver homes, business space and jobs, services and infrastructure
- Deliver a definable and legible place where people will want to live, work and visit through a robust urban structure and a quality environment
- Develop a distinct urban character of buildings, streets and spaces building upon the huge potential of the canal and Ealing Road

As a “growth area” Alperton’s transformation sits within the council’s overall approach to growth: the delivery of physical, social and economic regeneration by enabling new development in a defined location. This transformation is considered within the context of the diverse population of Alperton and how it can support existing arts and cultural activities and the Diwali festival.

The “Vision for Alperton” developed with council partners, residents, businesses, and landowners, forms the basis for this Masterplan SPD. The vision describes a transformed Alperton as having three distinct character areas by virtue of use, scale and appearance, linked together by a lively stretch of the Grand Union Canal. Each character area is described in terms of its overall feel and character, land use, building height, street hierarchy, public realm and open space improvements and housing density, types and tenure.

“Alperton’s core: a cultural centre” is the area stretching from Alperton House and Middlesex House to Atlip Road. It also includes Alperton Station and Alperton Community School. It will be a lively centre for cultural activities, community facilities and local shopping. Development will be mixed use with a supply of modern business space for economic growth.

The “Waterside residential neighbourhood” begins at Atlip Road and stretches further east towards the beginning of the Northfields Industrial Estate. It includes the poor quality industrial land within the Abbey Estate. This will predominantly be a place to live for families within a compact environment defined by a network of connected streets and public spaces. Access to the canal for existing and new residents will be introduced on the off-side.

The “Industrial transition zone” comprises of the Northfields Industrial Estate. It will be a “new working suburbia” combining new homes with modern business space for large and small operations. Taking advantage of the topographical changes at Northfields Industrial Estate, the

uses will have a clearly defined separation. A road bridge link across the River Brent will connect the estate with the North Circular Road and onwards to Park Royal.

A new urban structure is established which suggests new streets and connections, improving connectivity between the new and existing communities, and access to and across the canal. Destinations, spaces and places are identified as a series of new public realm and open space improvements.

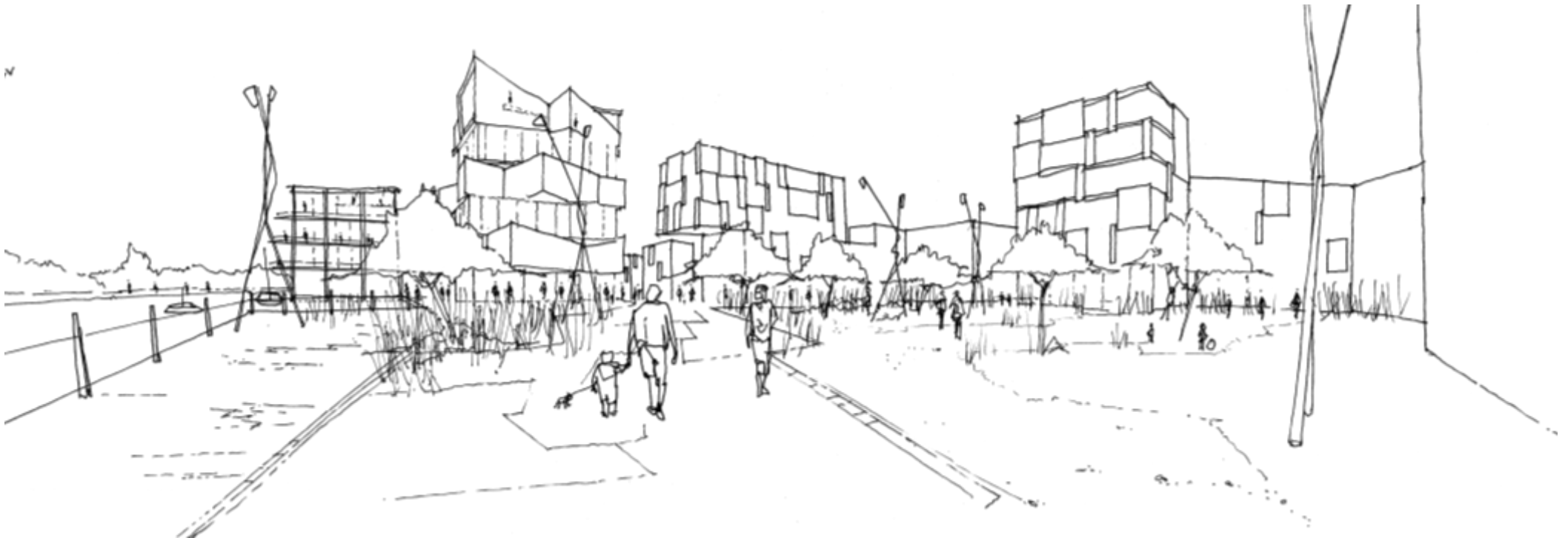
A sustainable approach to transport is set out which proposes fewer cars and improved connections to public transport; energy efficient design and renewable energy is encouraged.

Viability studies have been carried out to test that the housing types and density suggested are feasible and deliverable considering cur-

rent and emerging market conditions.

Whilst much of the industrial land in Alperton is of poor quality there are businesses which are doing well and employing local people. The council intends to encourage proposals where affected businesses have been offered an acceptable solution which might include being relocated elsewhere in Alperton and Park Royal where rents are currently low, the option to move back into new premises created as part of the mixed development created or to move into newly subsidised premises.

Although property interests in the area are very limited, the council's role in delivery is to facilitate development and prioritise the physical and social infrastructure needed to support new homes and adapt to changing economic circumstances.



A Vision for Alperton

Alperton Today

There are some great things happening in Alperton today. Ealing Road is one of London's best Asian shopping areas and the stunning new Shri Sanatan Hindu Temple is nearing completion, once open it will be an important visitor destination.

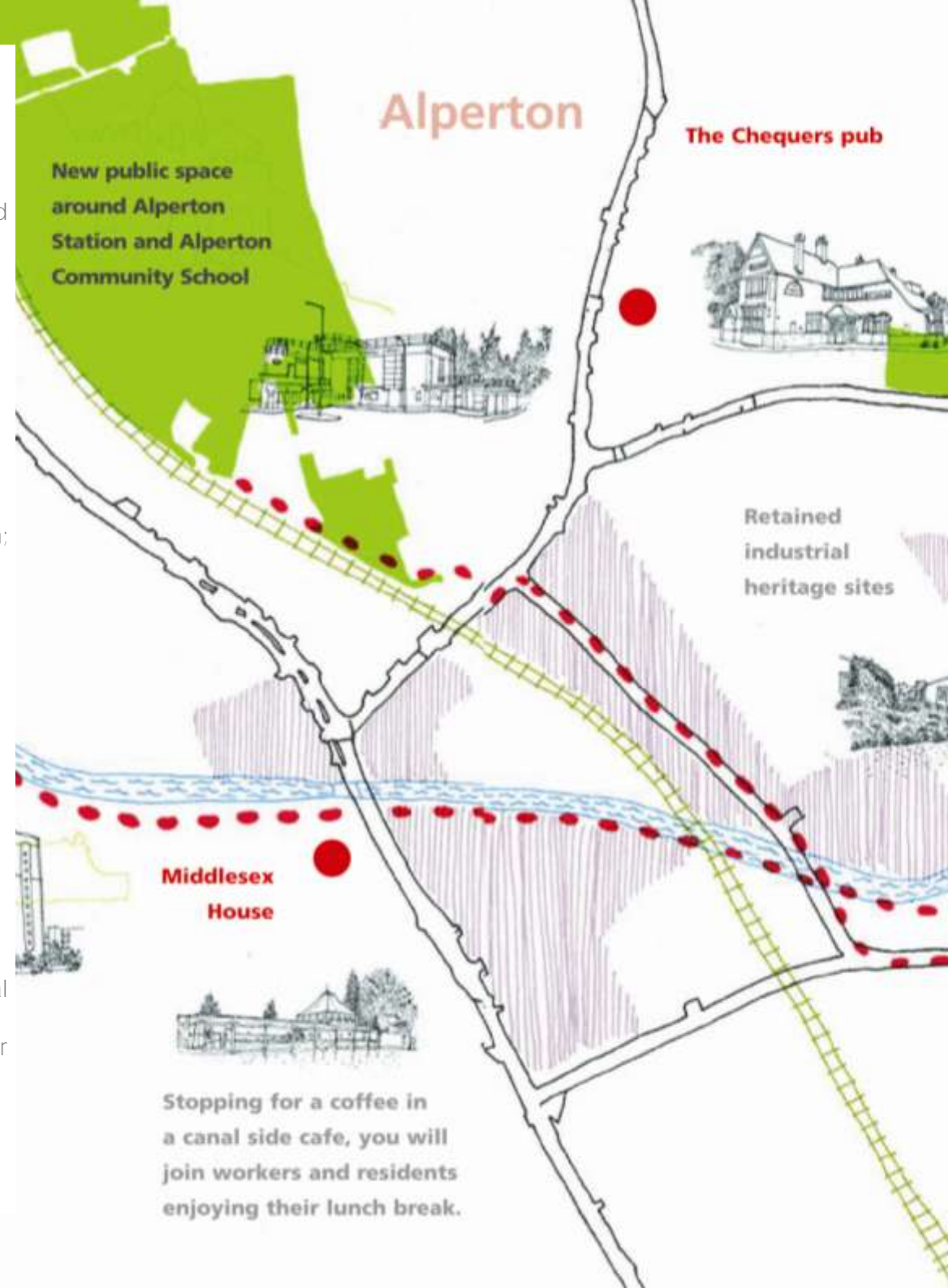
Hidden behind the housing and industrial estates is Alperton's great surprise – one of the most under-appreciated stretches of the Grand Union Canal. Running along the canal is a network of small industrial estates, supporting a wide variety of businesses.

But these great attractions do not add up to an identifiable community. Ealing Road loses its unique character as it nears Alperton Station; the streets are visibly run down and disadvantaged by conflicts between the industry and residential neighbourhoods; the canal itself is under-used.

Our vision for Alperton is to transform this disjointed and rundown part of London into a coherent and attractive place to live and work.

Strategic objectives

- Open up the canal and develop it as an asset for local people – as a place to travel to and from home, work and school, as an open space for them to enjoy and as a place for recreation, respite and peace
- To find ways of connecting the attractions of Ealing Road to the tube station in order to better link the new communities with local facilities
- Provide new homes for families, couples and individuals, together with new facilities and open spaces
- Exploit Alperton's proximity to Park Royal Industrial Estate to generate more local jobs



Improved public transport



Existing footbridge



Commercial uses for the canal



Ace Café

You will observe residents relaxing, socialising and playing alongside, and on, the canal.



Park Royal



A choice of routes lead you into Wembley, Ealing or Central London.

Achieving the Vision

Purpose of this document

The masterplan is a Supplementary Planning Document (SPD) to the Brent Local Development Framework and directly derives its status from the Brent Core Strategy 2010 and the emerging Site Specific Allocations. It is a material consideration for the determination of planning applications for land in the masterplan area.

Alperton has been identified as being suitable for at least 1600 new homes (Core Policy CP2 and CP8) but the council owns very little of the land identified so cannot physically deliver the change on its own.

The masterplan SPD has been developed to inform and influence developers in the types of development the council would consider appropriate in Alperton. This masterplan can be used by developers to understand the key principles of the regeneration and to guide proposals, and the council to encourage regeneration and assess planning applications.

New investment will generate funds to pay for new services and community infrastructure; modern business space and improvements to public transport. This approach is embedded within the Core Strategy (Core Strategy policy CP5), the Site Specific Allocations and supported by qualitative and quantitative research.

This agenda informs wider spatial implications, the headlines being:

- All development proposals must deliver and contribute to forms of physical and social infrastructure, either directly through development or through secured planning obligations, including open space, play space, towpath improvements and forms of health and education.
- The Brent Infrastructure and Investment Framework identifies supporting facilities that are required to service the needs of a new population in Alperton.

- Development will include affordable housing with a target of 50% affordable housing in line with Core Strategy policy CP2, with a mix of unit sizes according to the particular character area, 2009 BNP Paribas study demonstrated that 50% affordable housing was achievable under certain circumstances;
- Residential development must achieve Code for Sustainable Homes Level 4 and where possible we aspire to carbon neutral development for Alperton up to Code Level 5. Commercial and community floor space must achieve BREAM excellent. This is outlined within Core Strategy policy CP19 Developments must be able to plug into a decentralised CCHP system, and investigate energy differentials between day and evening use;
- Proposals must accord with the Site Specific Allocations in terms of a mix of uses. This will entail the provision of affordable floor space for business and/or possible relocation;
- Proposals must contribute to a sustainable transport strategy, including improved public transport, car sharing clubs, rollout and subsidy of local controlled parking zones and parking restraint;
- These facilities will require space secured from new development in space that meets their needs, and at rents that they can afford;
- Proposals must deliver the design and build quality required to create the character described throughout the masterplan

Change of use: enabling growth

Alperton growth area includes Northfields Industrial Estate, Abbey Industrial Estate, Sunleigh Road and sites at the crossing of Ealing Road and Grand Union Canal.

Alperton is an attractive place for property developers to deliver change: it has good public transport with opportunities to deliver further improvements; the canal is a tremendous asset for waterside living and Ealing Road offers genuine cultural value. Critically however, there is an availability of land in Alperton that is ripe for development – including poor quality industrial land and vacant and derelict land and buildings.

Although the Council is not a major landowner in Alperton, its prerogative to review land use policy can facilitate regeneration in Alperton. Much of the land that is being promoted for development had long been protected for industrial use by planning policies. With the adoption of the Core Strategy this has changed and now the land is promoted for higher value, mixed use development.

Industrial land use surveys show that there is approximately 100 hectares of vacant industrial land in the borough – over 20 years supply. While acknowledging the importance of local employment areas, there would seem little sense in continuing to protect the very poorest quality land and accommodation in the borough that so negatively impacts upon neighbouring homes while there is so much vacancy in the borough. Most of the industrial land in Alperton sits immediately adjacent to existing residential areas, generating noise, visual, dust and odour impacts, as well as significant transport problems.

This planned release has been considered and justified on the basis of the demand, supply and quality of land and premises in the borough. Additionally, the 'release' requires new business space that can be properly integrated with existing and new homes, and be properly serviced and operated to modern standards and high densities, with a

proportion at affordable rents.

As well as enabling development through land use policy change and shaping development through planning policy the council will continue to take an active role to help facilitate delivery through:

- Working with developers to achieve the best and most sustainable solution for each site
- Helping to deliver specific forms of infrastructure to support development, a framework of infrastructure projects (e.g. streets, bridges, school places) that must be delivered with growth has been identified in this document.
- Supporting businesses who are affected
- Strong partnerships with Housing Associations

Northfields Industrial Estate remains protected for industrial use by the Mayor of London. The London Plan designates the land as a Strategic Industrial Location and the Core Strategy does not include the site as within the Alperton Growth Area. This document does not introduce a revised policy position for the land.

Despite this, the masterplan includes a development possibility for Northfields as the Council feels that the site presents a major opportunity and will work with the Mayor to investigate a policy vehicle for releasing the potential of the site in the medium to long term.

Alperton Today

Alperton is situated in the south west of Brent, set within the wider environs of Park Royal. Physically Alperton consists of 1930s suburban residential streets, culs-de-sacs and industrial estates sitting uneasily side by side. Alperton has a number of assets: a 1.6km stretch of the Grand Union Canal, Ealing Road and the Shri Sanathan Hindu Temple, access to good public transport and it's proximity to Park Royal. Alperton is host to the largest Diwali festival outside India. Wembley is the closest and most accessible large town centre.

Alperton's greatest assets and attractions are clearly under used and do not enable an identifiable community to flourish. Ealing Road is congested and the successful end of the high street does not extend down to Alperton Station. The canal is cut-off from many residents in existing communities, with one long standing footbridge from Mount Pleasant only now being supported by a new crossing connecting Atlip Road and Hazel Grove.

Open spaces in and around the area are either of poor quality (Heather Park Drive, Alperton Recreation Ground) or inaccessible (One Tree Hill) and as a result they are not well used and have become hotspots for anti social behaviour.





WR8

WR9

WR4

ITZ1

ITZ4

ITZ5

ITZ8

ITZ6

ITZ7

ITZ2

ITZ3

ALP1

DEMOLISHED

DEMOLISHED

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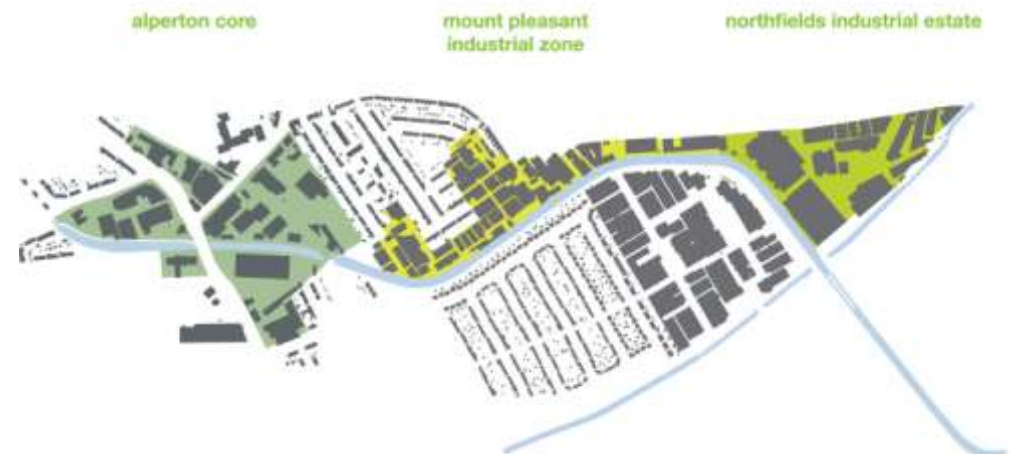
Urban Grain/Character

Alperton is an area of contrasts. Open suburban residential streets about close grained, densely developed industrial estates with building typologies ranging from large scale industrial sheds to mixed use flatted development, late twentieth century office blocks and traditional suburban terraces. The existing built form in the growth area is more easily understood by looking at the three distinct areas that each have their own characteristics and common features.

Alperton's core: The area at the western end of the masterplan is characterised by relatively large building footprints arranged in a fairly ad-hoc manner. The principal organising structures are all linear in nature (Ealing Road, the canal and the railway arches), none of which are particularly well defined by the buildings that surround them.

Mount Pleasant Industrial Zone: The central character area probably has the most distinctive urban form. It is fine grain, densely developed and intimate in scale. The streets are narrow and difficult to navigate, which adds as well as detracts from the experience. The buildings generally turn their backs on the canal, thus missing out on the potential of this attractive waterside location.

Northfields Industrial Estate: The eastern character area, Northfields Industrial Estate, is currently designated as a Strategic Industrial Location by the GLA in the London Plan. The majority of the site is vacant but historically has been characterised by large low rise industrial buildings.



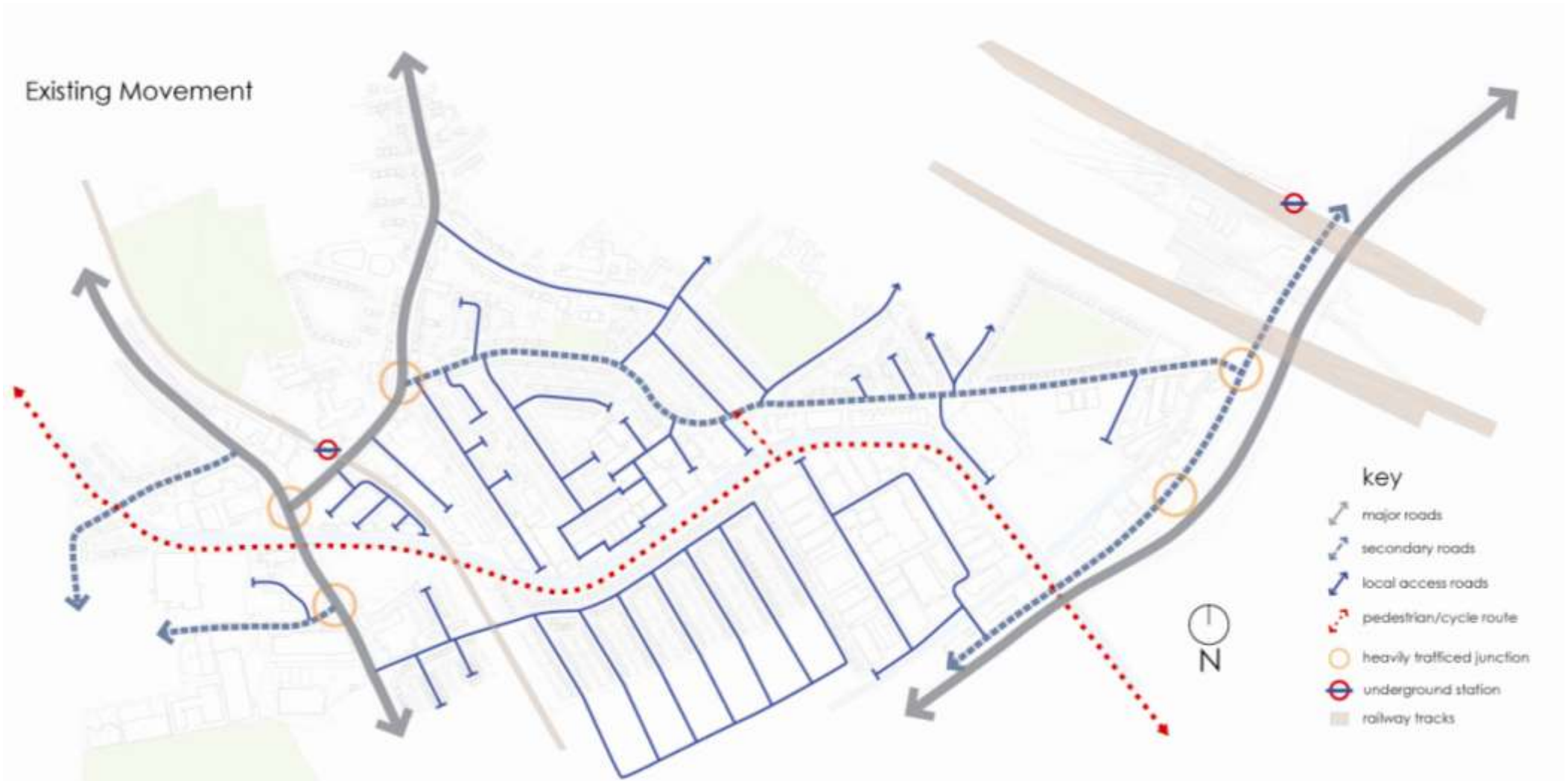
Movement

Permeability through the masterplan area is relatively poor at present, partly because of the severance created by the canal, rail line and the busy Ealing Road. In addition, much of the area is made up of derelict or semi derelict plots, most of which are only accessible directly from the nearest main road. Residential side roads provide access to some of the existing commercial uses; these roads are narrow and have become congested with on street parking.

Alperton growth area lies between Alperton Station (Piccadilly Line) and Stonebridge Park Station (Bakerloo Line & London Overground). These mainline stations provide frequent and direct services to central London.

The western end of the growth area, close to Alperton tube, benefits from good accessibility to bus services, while most of the remaining sites are only served by the currently infrequent number 224 which connects to Alperton Station but does not serve Stonebridge Park Station. The PTAL in the central character area therefore is currently low.





Alperton Tomorrow





FINAL PLAN TO
SHOW INDUSTRIAL
USES ONLY

- Public/Private Amenity Space
- Public Realm (Vehicular Re-design)
- Public Realm (Pedestrian Priority)
- Vehicular Route (No Re-design)
- Bridge
- Canal and or River
- Building Outline
- Home Zone Pedestrian Priority



A canal runs through it

Our ambition is to establish three distinctive new neighbourhoods linked by a high quality and lively stretch of canal, these are:

- **Alperton's Core: a cultural centre**
- **Waterside Residential Neighbourhood**
- **Northfields Industrial Estate**

As you walk towards the canal from the cultural core of Alperton you will encounter a series of green spaces, each with a different charac-

ter, some active centres for play and gathering and others more tranquil spots for quiet relaxation.

Along the canal a new waterside residential neighbourhood will emerge with conveniently located bridges across the canal, connecting communities either side with local facilities, such as a doctor's surgery, library, learning centre, café, local jobs, and transport hubs.

The industrial transition zone adjacent to Park Royal links the canal with a wider pedestrian and cycle network, through a new green corridor along the North Circular Road and Brent River Park, providing a pleasant and safe route through the area.



FINAL PLAN TO
SHOW INDUSTRIAL
USES ONLY

A new legible urban structure

When we transform Alperton, pedestrians and cyclists will be able to move freely and easily through the area: across Ealing Road; across the canal; and into attractive and safe places and spaces.

Alperton will be tied together by a network of new streets, public spaces and footbridges. Both new and incoming residents will be able to access the waterside and use straight forward connections to local amenities, shops and public transport nodes. The onus will be on ease of movement through an attractive and safe public place.

Principal interventions of note include:

- A connection from One Tree Hill open space to Mount Pleasant, using Atlip Road and Woodside End, linking with a continuous east-west route through the masterplan area
- New footbridge at Atlip Road, already planned, nearly complete
- New footbridge at Northfields
- An improved route to Stonebridge Park station through Northfields
- A new road linking Atlip Road and Mount Pleasant improving access to the underground and existing bus routes
- Landscape improvements to the tow path and new footbridges will link into the new development on the off side of the canal,
- New public spaces that will bring existing and new residents close to the water.



- key**
- strategic connection
 - public realm works
 - new routes (pedestrian)
 - new routes (vehicular)
 - bridges
 - existing roads
 - underground station
 - destination - open space
 - destination—retail or cultural

Destinations, spaces and places

As part of a legible network of connections, the masterplan proposes a series of new public realm and open space interventions.

A series of new small spaces will be created as part of development proposals to provide public amenity and activity exploiting the unique setting of the canal. Active commercial and community uses will be sited alongside public spaces to provide activity and natural surveillance.

The five existing principal open spaces will be improved in terms of quality of landscape, facilities and accessibility, including play facilities and consistent and robust furniture and lighting.

Show important places on a separate diagram:

- Schools
- Open spaces
- Shopping areas
- Potential locations for facilities like doctors surgeries

ANNOTATION,
CREDITS AND
REFERENCES
TO BE ADDED



Reducing car use

Legibility and connection is fundamental to the success of the masterplan SPD which has specific proposals for new connections, improved linkages to Alperton and Stonebridge Park stations, local shops and services and an improved bus service. Together, these measures will encourage people to use walk, bicycle and use public transport.

With increased demand from passengers living in the new homes, bus route 224 will be improved in terms of frequency and capacity, providing a regular connection to Wembley and Park Royal, and connecting with both Alperton and Stonebridge Park Stations. Additional bus stops are to be provided, particularly along Mount Pleasant and Beresford Avenue.

Parking restraint measures are proposed across the masterplan area, with fewer spaces provided for cars in locations more accessible by public transport. To compliment this, the roll out of car sharing clubs will provide residents with access to cars at affordable rates as and when they need them, but reducing the overall number of cars on the roads.

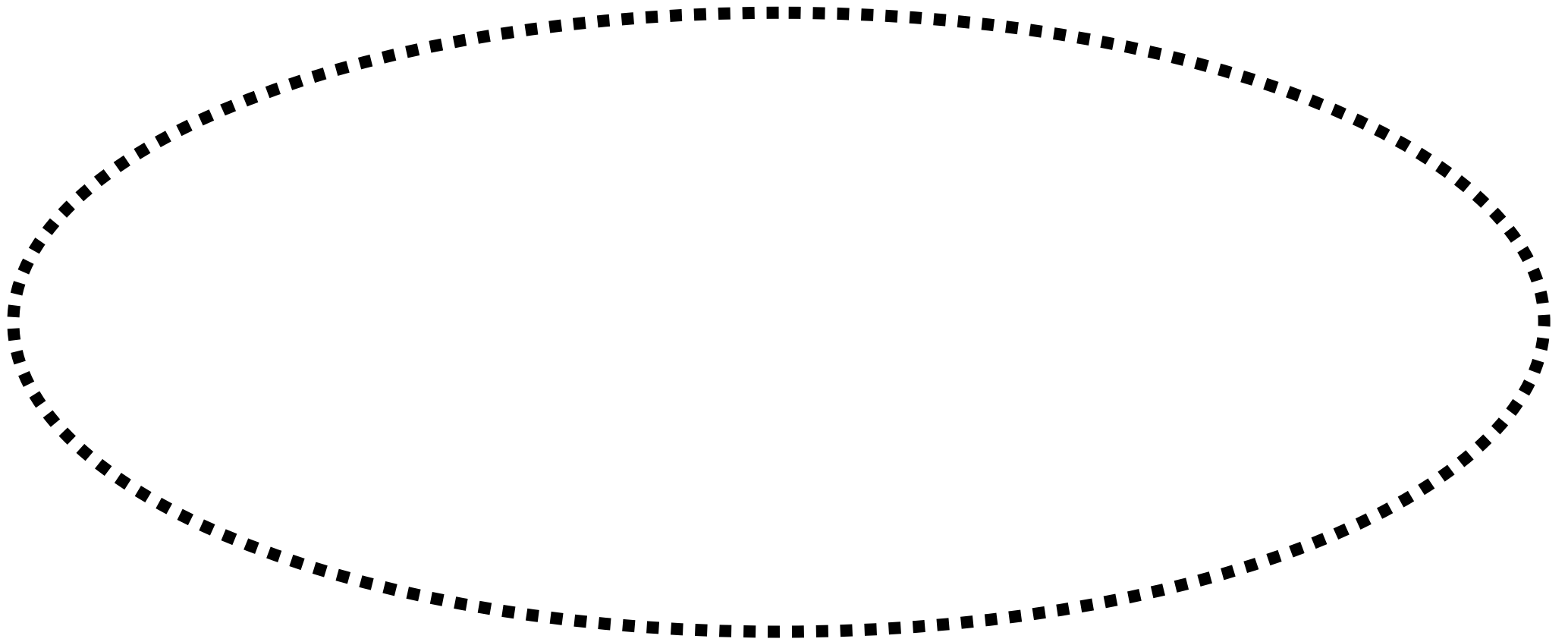
The masterplan proposes that controlled parking zones will be introduced across surrounding streets in the vicinity of the masterplan to stop “over-spill” parking in neighbouring streets by residents of new developments.

Existing residents of surrounding streets can apply for parking permits (paid in full for the first 5 years by development proposals). Residents of new developments will not be allowed to apply for these permits, and will therefore not be allowed to park on those streets.

Average parking ratios for the respective character areas are as follows

Alperton's Core	0.4 spaces per unit
The Waterside Residential Neighbourhood	0.6 spaces per unit
The Industrial Transition Zone	0.65 spaces per unit

Charging points for electric cars will be provided for new development.



CPZ plan

Energy Efficient Design

The Brent Core Strategy requires that new housing development in Alperton is built to Code for Sustainable Homes Level 4, and commercial or community development to BREAM excellent. The extensive southern aspect of development sites offers potential for passive solar design, while a tight urban grain, particularly within the Waterside Residential Neighbourhood will provide opportunities for shading from the orientation of buildings.

Renewable Energy

The proximity of the development sites and the mix of uses within the masterplan facilitate the introduction of a decentralised network of Combined Cooling, Heat and Power systems, with the potential to connect with adjacent sites as development proceeds. The presence of both commercial and residential floor space allows for heating and cooling to occur within respective buildings and neighbouring uses at different times of the day, maximising the potential of heat recovery.

PRECEDENTS
TO BE ADDED

Alpertons Core: a cultural centre

“Alpertons local centre will be a lively, cosmopolitan destination catering for its culturally diverse population”

The canal acts as a spine connecting a network of open spaces that extend from the cultural core of Alpertons at Ealing Road through a waterside residential neighbourhood and into an industrial transition zone next to the North Circular Road.

Emerging out of Alpertons Station a new public space will be the start of a busy and energetic high street, linking in a selection of shops, restaurants and public transport facilities. Alpertons School will be a local hub, providing extended services to the wider community.

This new flexible space will be capable of being closed to traffic for festivals such as Diwali; it will also provide a navigable and safe connection between the Grand Union Canal and One Tree Hill.

Alpertons local centre will be a lively, cosmopolitan destination catering for its culturally diverse population. The Shri Sanathan Hindu Temple will re-enforce the cultural significance of the centre. Alpertons is a popular shopping destination specialising in Asian food, fashion and music. The entrepreneurial spirit which exists will be nurtured and encouraged; existing businesses will have room to expand in appropriate accommodation.

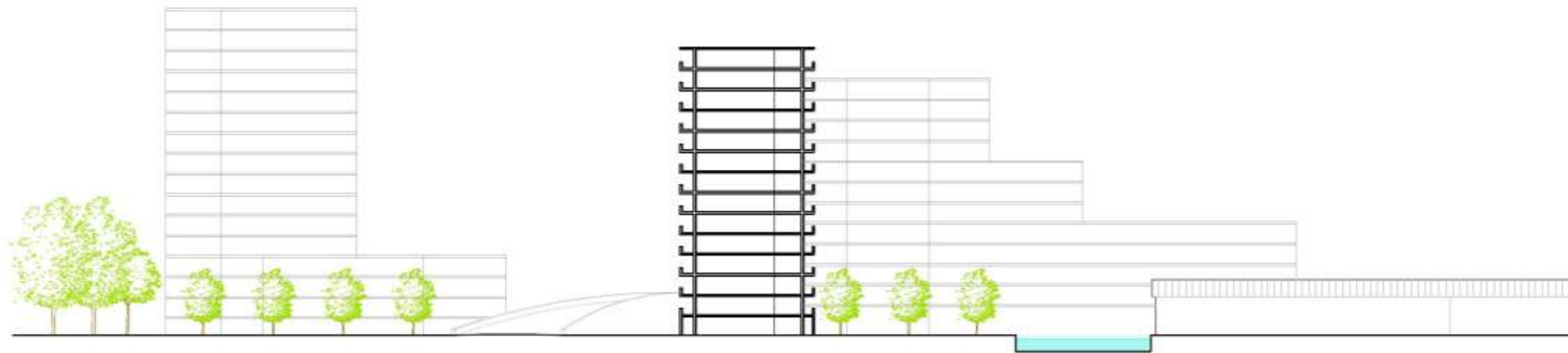
New and improved business premises will help to further raise the aspirations of the existing business community and attract new investment. The new development at this centre will be high density and mixed use. Well designed tall buildings at the crossing of Ealing Road and the canal will mark the entrance to this destination.

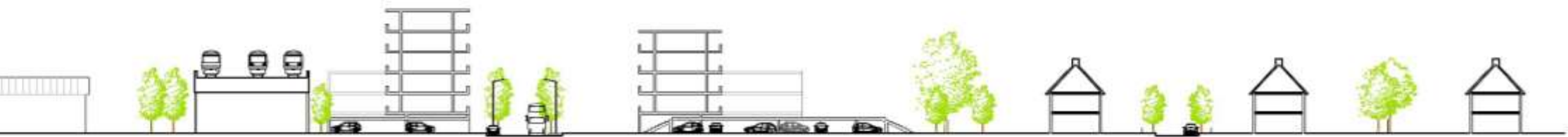
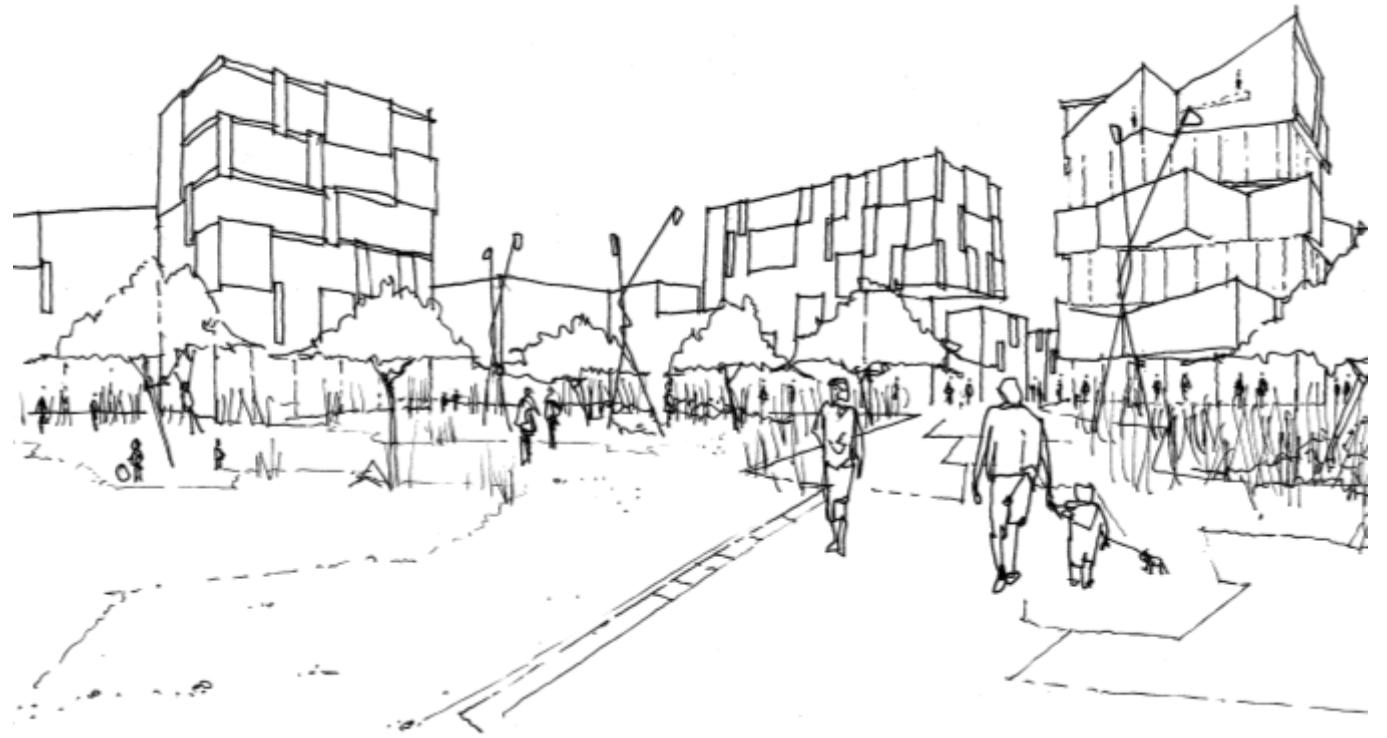


Alpertons Core: a cultural centre

Regeneration principles

- A busy urban area with commercial uses at an active street level
- A more pedestrian friendly place with better, simpler and more useable connections across streets
- Legible area defined by distinctive buildings up to 17 storeys in height in specific locations, including a refurbished Middlesex House
- A coherent and less cluttered public realm with robust and attractive street furniture, including a major new public space around Alpertons Station
- Canal side buildings will exploit the proximity to the water benefiting from the increased sales value of buildings next to open water.
- Public access to the canal will be provided with activity in new public spaces
- Development in Alpertons core will be more conventional in





Interventions and projects

1. Alperton Community School

2. Ealing Road Square

3. Improvements to One Tree Hill Open Space including quality, facilities and accessibility

4. Public space at the former B&Q site

5. Public space at Alperton House

6. Junction improvements to Ealing Road at Bridgewater Road and Mount Pleasant

7. Lighting scheme at Manor Farm and Ealing Road canal bridges

8. Facilitation of connection of Atlip Road to Woodside End in the adjacent character area

9. Greater legibility of access to the superstore, including from the canal and a new crossing at Ealing Road

ANNOTATION AND REFERENCES
TO BE ADDED TO PLAN





Alperton's Core: a cultural centre

A place to live: housing types

Alperton's core will be a busy urban area with high density development, and new housing is promoted for smaller households, with a predominance of 1 and 2 bedroom homes. However at least 40% of social rented accommodation should preferably be 3 bedrooms and above in size.

New dwellings must meet the standards Mayor's Housing Design Guide.

Below is a suggested mix across tenures

Area1	1	2	2	4
Social	15	45	40	0
Intermedi-	45	45	10	0
Private	45	45	10	0

MORE
PRECEDENTS
TO BE ADDED

ANNOTATION,
CREDITS AND
REFERENCES
TO BE ADDED

MORE
PRECEDENTS
TO BE ADDED



Waterside Neighbourhood: a new community

“A new type of community which provides family homes in a compact modern environment”

Moving east along the canal a different neighbourhood emerges, quieter and more residential; a new type of community which provides family homes in a compact modern environment. New housing will activate the canal, taking advantage of the views and special character that is generated.

The scale of the new development will relate to the adjacent existing neighbourhoods to the north and south, with taller buildings making the transition into a different scale in the Northfield Estate. The homes will set high standards of environmentally sensitive design.

A series of public and private open spaces emerge with the new developments. Open spaces along the canal will be the location for new community facilities. Existing open spaces will be improved to provide new recreation and sports facilities.

The new residential neighbourhood will be made accessible by improvements to public transport. Initiatives could include a more frequent local bus route joining Alperton and Stonebridge Tube Stations and a 'fast bus' link to Wembley. Car clubs will be introduced to provide residents with an alternative to private car use.



Waterside Neighbourhood: a new community

Regeneration principles

The existing built form and physical location of this district offers the greatest opportunities to apply innovative design to create a neighbourhood with a very special and clearly distinguishable character. It is envisaged that mews and courtyard type of development will be introduced, and other similar forms that entail relatively small front to front distances.

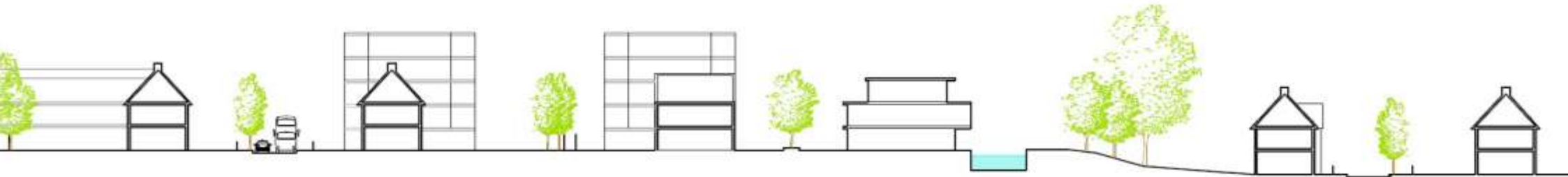
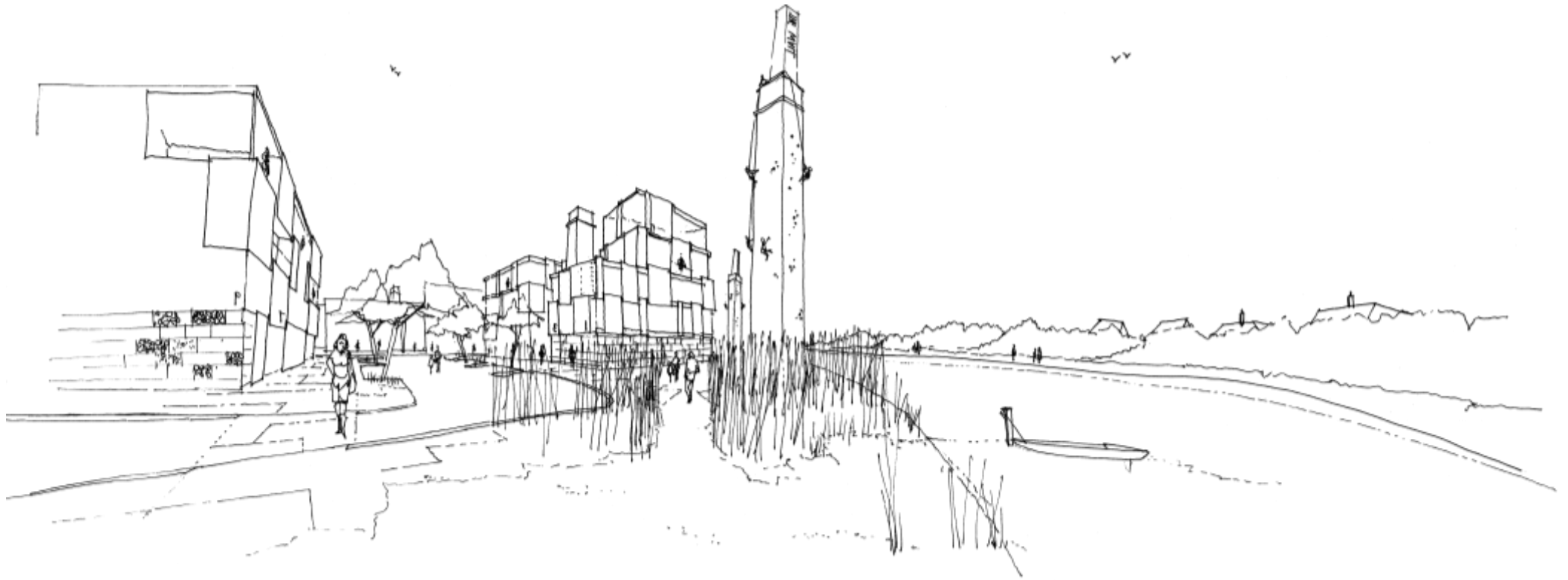
The concept for this area is to create a new canal side community, whilst retaining and reinforcing that which currently makes up the character of Alperton today. The proposed development seeks to achieve a unique identity for this new residential neighbourhood where streets and spaces are compact, urban and enclosed allowing housing targets to be achieved whilst maintaining a massing appropriate to the existing context.

Standards in existing planning policy such as physical separation have been challenged and it is suggested that good quality residential amenity can still be achieved through the careful design, placement and orientation of windows to prevent overlooking.

Where new development interfaces with existing residential areas great care will be taken to protect the privacy outlook and amenity of the existing residents of Alperton.

- A permeable network of streets and spaces designed primarily for people
- Building heights between three and six storeys with maisonettes and town houses with doors on the street
- Proposals more closely respecting SPG17 separation standards where it interfaces with existing properties
- Commercial activity within studios, workspaces and local shops
- A new primary vehicular connection between Atlip Road and Mount Pleasant
- On street car parking provided as part of an integrated shared surface and off street parking provided within developments as appropriate.
- Access to the canal for existing and new residents will be introduced on the off-side.





Waterside Neighbourhood: a new community

Projects and interventions

1.	Completing of connection from Atlip Road to Mount Pleasant
2.	Public space at landing of footbridge
3.	Public spaces adjacent to the canal
4.	Reconfiguration of Mount Pleasant/Beresford Avenue junction
5.	Mount Pleasant play area
6.	Variety of access to the canal

ANNOTATION AND REFERENCES
TO BE ADDED TO PLAN





Waterside Neighbourhood: a new community

A place to live: Housing types

The Waterside Residential Neighbourhood is promoted as suitable for families, and as such housing types should be focussed more towards larger units, including townhouses and maisonettes. At least 60% of social rented accommodation should be 3 bedrooms and above in size.

New dwellings must meet the standards Mayor's Housing Design Guide.

Below is a suggested mix across tenures

Area2	1	2	3	4
Social	5	35	30	30
Intermedi-Private	40	40	20	0

ANNOTATION,
CREDITS AND
REFERENCES
TO BE ADDED



ANNOTATION,
CREDITS AND
REFERENCES
TO BE ADDED



ANNOTATION,
CREDITS AND
REFERENCES
TO BE ADDED



Northfields: a new working suburb

Development on the Northfield Estate will provide new employment space where local industry can be relocated and consolidated. New development in this area will provide a mix of modern light industrial units, studios and managed workspaces.

Open spaces and cafes will provide places where residents and businesses can feel connected. The Ace Café will continue to be a significant landmark and social hub for the area.

A new access road to the North Circular will reduce existing conflicts between residential and employment land and improve established business links to Park Royal. There is a long-term ambition for Stonebridge Park Station to become a transport interchange.

The “Industrial transition zone” comprises of the Northfields Industrial Estate. This land is protected in the London Plan as a Strategic Industrial Location and this document does not propose a deviation from this. However, an option is proposed where land adjacent to the canal is released for mixed use development as there is potential to create a new working suburbia which will combine new homes with modern business space for large and small operations.

The Council is committed to securing the long term commercial and industrial role of the site and will seek to explore a policy and delivery vehicles to achieve this with partners, including the GLA.

Interventions and projects

1.	Vehicular Crossing to North Circular Road
2.	Footbridge at Beresford Avenue
3.	Heather Park Drive open space
4.	Route to Stonebridge Park Station
5.	New pedestrian crossings across Brent River
6.	Public realm improvements to Queensbury Road SIL including signage, planting, lighting and landscaping.

ANNOTATION AND REFERENCES
TO BE ADDED TO PLAN

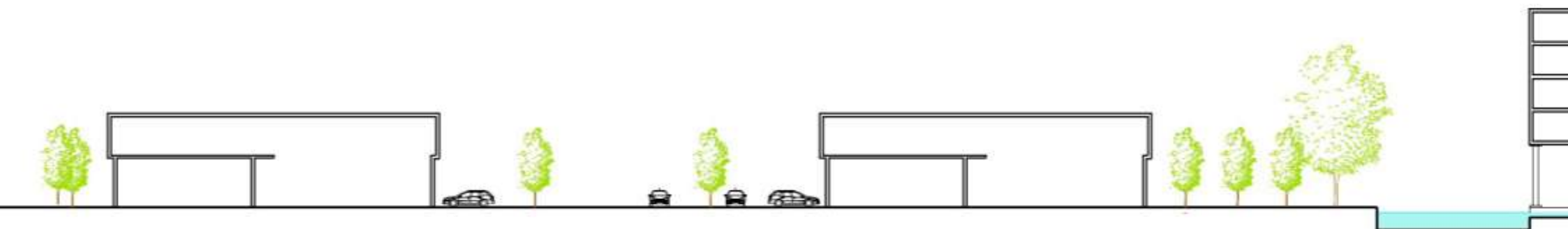


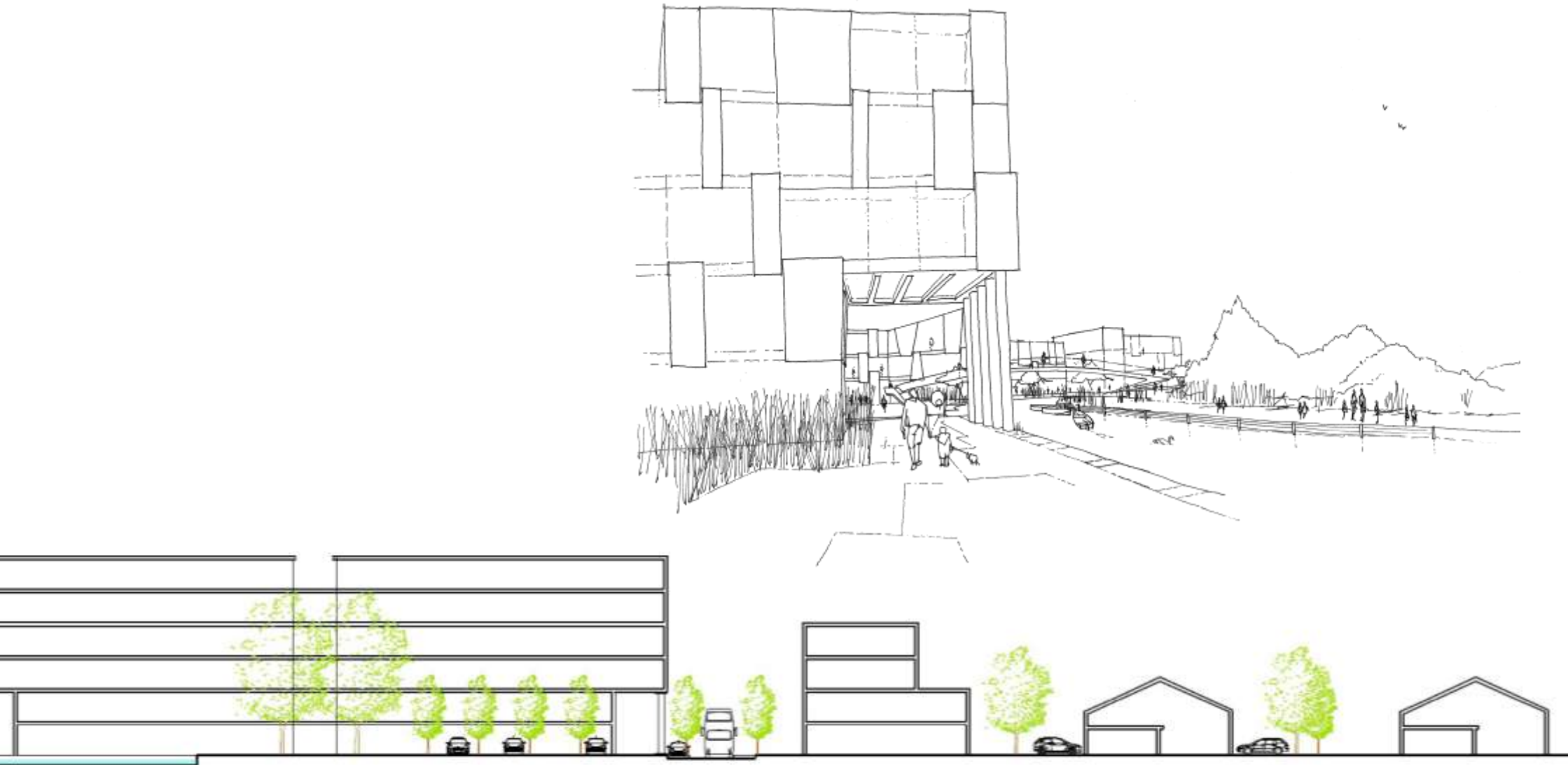


Northfields: a new working suburb

Regeneration principles

- An industrial character in the designs for new workspace
- Major pedestrian route connecting the waterside with the Ace Cafe and Stonebridge Park Station beyond
- A new street moving south from Beresford Avenue providing effective separation from new workspaces and active frontages for commercial and community uses
- Business relocation space
- New public space at the 'knuckle' of the canal, with a crossing across the water
- Improved physical links to Park Royal with a road bridge across the River Brent to the North Circular Road
- Development will be industrial in scale with large building footprints and wide spaces between blocks.





Northfields: a new working suburb

Opportunity to introduce residential development along the canal

An option is proposed where land adjacent to the canal is released for mixed use development as there is potential to create a new working suburbia which will combine new homes with modern business space for large and small operations.

New home-work units will provide a buffer zone between the light-industrial and residential area. Taking advantage of the topographical changes at Northfields Industrial Estate, the uses will have a clearly defined separation.

Housing tenure/ social mix

The Industrial Transition Zone is considered suitable for a wide range of unit sizes across tenures, with large building footprints and wide open spaces between them. At least 50% of social rented accommodation should be 3 bedrooms and above in size.

New dwellings must meet the standards Mayor's Housing Design Guide.

Below is a suggested mix across tenures

Area3	1	2	3	4
Social	10	40	40	10
Intermedi-Private	45	45	10	0
	40	40	20	0





Implementation

Working with partners

Much of the land in Alperton is within private ownership, either by existing businesses, property developers and investors or housing associations, who will deliver new homes, commercial and community space. Discussions with landowners and developers have been held in relation to all of the land within the masterplan area. Indeed, some sites now benefit from planning permissions and developments on the ground.

As stated in section (#) the council owns very little land within Alperton and therefore its role is one of *leading, enabling and facilitating change*.

The council is leading and enabling change in Alperton through clear statements of change. The LDF Core Strategy has released planning protection upon land in Alperton, setting the basis for allowing mixed use development to come forward. The preparation of the Vision for Alperton and this masterplan document set a direction for how this change should occur – what can Alperton become?

To facilitate change in Alperton, the council negotiates development proposals through the planning system and secures affordable housing community facilities and public realm interventions through planning obligations. It also develops partnerships between delivery agencies to ensure local and regional players can collectively use their influence and obligations to shape the place of Alperton.

The council does have compulsory purchase powers and will consider using them to remove blockages to the transformation of Alperton to deliver the masterplan.

Deliverability

An understanding of the deliverability of the masterplan has informed and tested the formation of the design and commentary text. This has been an iterative process of testing and refining.

To understand the viability of future developments, a comprehensive analysis of ownership and exchange has been completed across the masterplan area to form an appreciation of existing use values, exchange of land and prices paid and any premiums to assemble land from fractured demises.

The highest value existing commercial uses in Alperton are found within Alperton House and the Atlip Centre, with a combination of office and quasi-retail uses. However, as the land is not fragmented and can be delivered as development sites. Further east along the canal at sites at the foot of Sunleigh Road and Woodside End and along Mount Pleasant and Beresford Avenue, existing use values are very low. Some of this land requires assembly.

With assistance from the development market, the council has an understanding of likely construction costs of the types of homes and commercial and community space that are proposed in the masterplan. Additionally, an appreciation of sales values has been sought. High density flatted developments cost significantly more to build than houses and maisonettes. Because they are denser, they often require physically more car parking spaces, often in basements. They also take longer to build and therefore longer to sell.

The Core Strategy requires 50% affordable housing across the borough, supported by a 2009 Affordable Housing delivery study prepared by BNP Paribas. The appraisal of the masterplan has sensitivity tested proportions of affordable housing to understand the impact on scheme viability. Development sites within Alperton have a track record of producing a high proportion of affordable housing, although clearly there is a level of uncertainty regarding grant funding from the government.

Implementation

Business relocation

The message of this masterplan is clear. The run down dislocated industrial estates of Alperton will be transformed into a coherent sustainable mixed use community. Alperton has some of the worst industrial land in Brent, and there are almost 100 hectares of vacant land and buildings elsewhere, including approximately 60 hectares in Park Royal – this is over 20 years supply of vacant land.

Although there are a small number of successful and sustainable businesses, much of the units accommodate marginal car repair operations that are only sustained by very low rents. Bad neighbour uses, such as car repair, spaying and scrapping are better located away from established and growing residential areas. This situation requires a radical transformation and will not be possible to achieve the objectives of the masterplan while keeping some businesses in situ and redeveloping land around them.

Part of the offer to release industrial land is for new mixed use development to include business space at affordable rents – some space has already been secured at the former B&Q site and the Minavil House developments. Developers are encouraged to negotiate with occupiers to include businesses within new space that can sit comfortably and sensitively alongside residential development.

A similar concept, but on a grander scale is for businesses to be relocated east to the Northfields estate. The masterplan development possibility for the land includes enabling residential development to bring forward new business space, including affordable space for relocated business. Businesses are encouraged to consider moving to modern premises with proper servicing and delivery arrangements.

Alternatively, the council work with business to explore opportunities to relocate elsewhere in the wider Alperton or Park Royal area

A supply of space could be delivered that includes a number of units at a range of sizes. Rents could be “stair-cased” or “pump primed” so that early years were more affordable but could then increase as businesses grow. Units could be located around shared business administrative hubs (such as meeting venues, reception, copying).

Interviews with existing businesses in the area indicate that there is an appetite for businesses to come together to purchase land and build units at Northfields as part of the comprehensive redevelopment. It is likely that this will require subsidy as part of the development.

Implementation

Alperton's Core: a cultural centre

Project	Time-frame	Delivery partners	Comments
Alperton Community School	Ongoing	Brent Council Alperton Community School Development	The council will investigate delivery vehicles to bring forward a new school. New campus could include space for wider community facilities.
Ealing Road Square	Ongoing	Brent Council Development Alperton Community School Transport for London London Buses Mayor of London Design for London	A major new public space on Ealing Road redefining the setting and role of Alperton Station, Alperton Community School, Alperton Bus Garage and One Tree Hill.
One Tree Hill Open Space	Ongoing	Brent Council Development Alperton Community School	Access to open space will be integrated with Ealing Road Square. Improvements will include landscaping, furniture and play facilities.
Public space at the former B&Q site	By 2016	Brent Council Development	Secured by planning permission.
Public space at Alperton House	By 2016	Brent Council Development	Will be required from development.
Junction improvements to Ealing Road at Bridgewater Road and Mount Pleasant	By 2012	Brent Council Development Transport for London	Bridgewater Road/Ealing Road secured by Minavil House planning permission. Mount Pleasant/Ealing Road delivered as part of public space at Ealing Road.
Lighting scheme at Manor Farm and Ealing Road canal bridges	By 2012	Brent Council Development British Waterways	£106 monies could be pooled into a canal fund.

Waterside Neighbourhood: a new community

Project	Time-frame	Delivery partners	Comments
Atlip Road foot-bridge	By 2011	Brent Council Development	Secured by planning permission.
Public space at landing of foot-bridge	By 2018	Brent Council Development	This will be secured through development, and could entail the retention of historic structures for community uses.
Public spaces adjacent to the canal	By 2018	Brent Council Development	This will be secured through development.
Reconfiguration of Mount Pleasant/Beresford Avenue junction	By 2018	Brent Council Development	Redesign of junction will create public space on Mount Pleasant, secured through development.
Mount Pleasant play area	By 2018	Brent Council Development Playbuilder	Redesign of connection between Mount Pleasant and Stanley Avenue with improved boundary design. New play facilities.

Implementation

Northfields: a new working suburb

Project	Time-frame	Delivery partners	Comments
Vehicular Crossing to North Circular Road		Brent Council Development Transport for London	To relieve Heather Park Drive of industrial traffic. Will help to integrate Northfields with the fabric of Park Royal.
Footbridge at Beresford Avenue	By 2020	Brent Council Development British Waterways	Connecting towpath with Northfields. Will land at new public space and link with redefined connection to Heather Park open space.
Heather Park Drive open space	By 2020	Brent Council Development	Increased accessibility from Beresford Avenue, new furniture and play space.
Route to Stonebridge Park Station	By 2020	Brent Council Development Transport for London Network Rail	Use of water main through Northfields. Significant public realm and security improvements to space beneath the viaduct including lighting and de-cluttering.
New pedestrian crossings across Brent River	By 2020	Brent Council Development British Waterways Environment Agency	Will connect masterplan area to North Circular Road bus routes.
Public realm improvements to Queensbury Road SIL including signage, planting, lighting and landscaping.	By 2020	Brent Council Development	To support the continuing function of the industrial estate and improve the local environment.

Infrastructure projects

There are a number of projects that are not within character areas, or do not yet have identified locations. These include:

Project	Delivery mechanism	Comments
Nursery places for 0-2 year olds.	Private operation Development	This is not a statutory obligation of the council. Opportunities for space within new developments will be explored.
New Lyon Park primary school and nursery places for 3 year olds.	Brent Council Lyon Park primary school Development	The space could be provided within an expanded Lyon Park primary school.
Approximately 2 hectares of public open space	Brent Council Development	A series of small public spaces will be created within developments and character areas.
Improvements to Alperton Sports Ground and Mount Pleasant playground	Brent Council Development Playbuilder	Improvements will be to accessibility to spaces, landscaping works, sports and changing facilities, play facilities and furniture.
Canal towpath improvements to planting, furniture, surface and lighting	Brent Council Development British Waterways	Developments on offside will pay into a canal fund for works on the towpath side as part of a cohesive strategy.
New doorstep play areas for the youngest children	Development	These must be delivered on site in line with the London Plan.
New play areas, including MUGAs for older children in local open spaces	Brent Council Development Playbuilder	These must be delivered in line with the requirements of the London Plan.
Health and fitness centre	Private operation Development	Opportunities for space within developments will be explored.
New health centre for doctors and dentists	Brent Council Brent PCT Development	This could be provided as a community campus around Alperton Community School and Alperton Station.
Improved bus service along Mount Pleasant and Beresford Avenue	Brent Council Transport for London London Buses Development	Increased frequency and capacity and additional bus stops.

Getting Involved

Contact Us

Please submit written representations on the content of this document to:

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Brent Council
Brent Town Hall
Forty Lane
Wembley
HA9 9HD

Or email

alperton.masterplan@brent.gov.uk

Disclaimer

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Useful Information

Appendix 1

Masterplan process

Alperton was initially identified for growth in 2005 through the preparation of the Core Strategy which was formally adopted as planning policy by the Council in July 2010. Sustainability Appraisal of growth and development in Alperton has been provided by the appraisal of the Core Strategy and Site Specific Allocations Development Plan Documents.

Masterplan preparation began with a visioning exercise in the summer of 2009. The importance of a robust vision document was established at the outset to set an ambitious aspiration and harness support from stakeholders. The vision was drafted through informal but extensive consultation with local businesses, residents (through community leaders and interviews in the street), school children and shoppers as well as organisations such as British Waterways, the Greater London Authority and Transport for London. Consultants Fluid worked with L B Brent during this stage.

Since Autumn 2009 the document has been developed in house by Brent Council with the support of CABE, the GLA, British Waterways and consultants MVA Transport.

Adoption of the masterplan as a Supplementary Planning Document requires at least six weeks of public consultation prior to seeking approval and adoption at Executive.

Appendix 2

Policy References

Brent Local Development Framework: Core Strategy (adopted 2010).

Brent Local Development Framework: draft Site Specific Allocations (Examination in Public 2010).

Brent Supplementary Planning Document: Planning Obligations (2008).

Brent Supplementary Planning Guidance 17: Design guide for New Development (200#).

Mayor of London: London Plan (consolidated with alterations 2008).

Mayor of London Park Royal Opportunity Area Planning Framework (2010).

Brent Affordable Housing Viability Study 2009

Brent Employment Land Study 2009

The Brent Placemaking Guide – Final Draft 2010

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