

Reference No	Name	Summary of representation	Policy heading	Councils response	How the SPD has been altered
A001.0	P Premasiri	Thank you very much for your letter and I give full support	Supportive comment	Supportive comment noted	No change proposed
A002.0	Mahesh	I am strongly opposed to building more housing in alperton. It is already very over-crowded and any bit of land remaining is now taken up by housing. We are not attracting the right type of persons to the neighbourhood and this is shown by the new buildings on the old Alpine Horn pubsite and also new buildings nest to Clay Oven behind the old Dadoos supermarket.	Housing/ density	Response: The decision to support growth in Alperton was already set out in the Core Strategy as one of the Boroughs Growth Areas. The Core Strategy (CP2) sets out the borough's plan for a sustainable population growth of 28,000 people by 2017 and the provision of at least 22,000 additional homes between 2007 and 2026. Over 85% of these new homes will be delivered in five growth areas, one of which is Alperton, where mixed use regeneration is identified as having the capacity to delivery a minimum of 1,600 new homes. The masterplan has tested the acceptability of this target, which is also informed by the LDF Site Specific Allocations. No changes are proposed to the masterplan.	
A002.1	Mahesh	Any opportunity now I feel is being used to for social housing the council does very little to attract young professionals to Alperton and it is degrading the borough.	Housing/ density	The Masterplan is in line with London Plan and LDF policy in setting a strategic target that 50% of new homes on development sites with the capacity to deliver 10 or more homes should be affordable. Affordable housing includes both affordable rented homes for people on the housing waiting list as well as intermediate homes below market prices and rents for more economically active people. The Alperton Masterplan provides guidance that supports development and growth across three distinct character areas that will deliver housing that will be able to meet a diverse range of housing needs, including a strong element of family housing for which there is a pressing need in the borough.	No change proposed
A002.2	Mahesh	The streets around the Sams Chicken shop are filthy full of litter. And young local polish men use the top of Sunleigh Road as an area to drink alcohol openly which for many young children, elderly people and women can be unerving especially on dark winter nights. I have seen no signs of improving this anti-socail behaviour and here we have a plan to add 1600 new homes I would be interested to see what type of clients have been targeted for this housing I assume it to be people waiting on the social housing list. Because living in the borough since 1986 I have never seen it in such a bad shape.	ASB	Response: While the masterplan cannot deal with every individual or particular problems related to ASB, it does provide support to ensure that in planning dwellings and neighbourhoods attention is given to planning out crime by adopting important design principles such as ensuring overlooking of spaces, providing good lines of sight and so-on. An amendment is proposed in section 4.0 to underline this important issue. It is recognised that the council will need to work closely with other teams including SNT, parks and streetcare as the area is developed to tackle such issuesand section 11.1 has been updated to show this.	4.0 Achieving the vision 11.1 Working with partners
A002.3	Mahesh	The council seems to want to cram in more and more people into the brough without improving the infrastructure I can only make comments on what I see around me the housing development on the Alpine Horn site, the site next to Clay Oven, the site of the old Chequers pub on Ealing Road, the site of the Sainsbury supermarket the list is endless. It seems to me the borough is intent on this ugly high rise tower blocks.	Physical and social infrastructure	Response: The council recognises that in order for the transformation of Alperton to be a success new developments must have regard for the needs of the new and existing communities and the need for infrastructure, both social and physical, to be delivered alongside the new homes. This approach is set out in Section 4.0 and 7.3 and section 7.3 has been amended to make this intention clearer.	4.0 Achieving the vision 7.3 Destinations and places
A002.4	Mahesh	I strongly oppose any further building of housing we now need to stop and look at building some facilites for existing residents there are very few entertainment areas in the borough and a very depressing place to live.	as above	as above	4.0 Achieving the vision 7.3 Destinations and places

A003.1	tracey phipps	After seeing the draft master plan and listening to the presentation that Beth Kay gave at our neighbourhood watch scheme meeting i am very concerned in regard to the following: parking especially in relation to the proposed development of homes on the Beresford Ave site, currently we do not have or wish to have controlled parking in this area and with the amount of dwellings planned to be built i fore see a definate parking problem which will impact on the streets around Beresford Ave.	Transport	Response: The proposals in the masterplan have been designed so that, using the average parking ratios set out in Section 7.4, all new cars introduced to the area can be accommodated within the growth area boundary using a combination of on and off street parking. Car clubs and car sharing will also be encouraged in new development to reduce car use. If new development has an affect on parking availability on existing streets then the introducion of controlled parking should be considered if it is in the interest of existing residents. Some residents have suggested that a multi storey car park should be built or developments should consider underground car parking, neither of these solutions have been proposed in the masterplan as they are considered to be unviable and contrary to sustainable development and the design principles of the masterplan Section 7.4 has been updated to reinforce this approach.	7.4 Reducing car use
A003.2	tracey phipps	I also see a problem with congestion around these sites especially during rush hour times , with heavy plant coming and going and materials being delivered to the sites. This area is already very busy and local residents and businesses will be very inconvenienced from site traffic.	Transport	Response: Minimising disturbance and inconvenience to the existing community caused by the construction site will be dealt with by condition with each project that gets planning permission. Site delivery times can be restricted if necessary and contractors are required to be considerate at all times through the considerate contractor scheme.	No change proposed
A003.3	tracey phipps	The heather park open space is very popular during the summer with young football and cricket enthusiast, currently residents endure problems as a result of their fencing getting damaged and broken by footballs. Even more children using this small area will further impact on the current problems.  Further open space/park areas will need to be made with better play facilities for children and teenagers .	Physical and social infrastructure	Response: Section 7.3 – describes the councils approach to meeting open space requirements in Alperton, which includes improving existing open space and proposing locations of new open spaces which can be delivered through development. It has been noted that this section should provide more detail on how open spaces can be improved with a clear reference back to CP8 –Protection and enhancement of Open Space and the requirements of the Infrastructure Investment Framework.	7.3 Destinations and places
A003.4	tracey phipps	i feel consideration also needs to be given to local amenities such as doctors surgeries, schools and hospitals, more will need to be built.	Amenities	Response: The council recognises that in order for the transformation of Alperton to be a success new developments must have regard for the needs of the new and existing communities and the need for infrastructure, both social and physical, to be delivered alongside the new homes. This approach is set out in Section 4.0 and 7.3 and section 7.3 has been amended to make this intention clearer.	4.0 Achieving the vision 7.3 Destinations and places
A003.5	tracey phipps	Around the heather park open space area the housing is currently low level , the Beresford Ave proposed development would need to be the same , no high rise structures.	Housing/ density	Response: The council has carried out a significant amount of testing of the layouts that are illustrated in the masterplan. Proposals within the central character area aim to show how the compact and tight-knit character described in the vision can be achieved whilst being sympathetic with the surrounding building heights and maintaining the spirit of existing planning requirements. The masterplan is intended to be clear about the scale of development that the council and local community expect whilst at the same time being flexible. In response to these comments Section 4.0 and Section 9.0 has been updated to reflect some of the comments received from developer/ landowners for example it has been made clear that maps and diagrams are for illustrative purposes only and that future applications will not be held up against them to get an exact match.	4.0 Achieving the vision 9.0 Waterside neighbourhood
A003.6	tracey phipps	I hope also hope areas will be set aside for nature, for dog walkers and ramblers to enjoy.	Environmental Sustainability	Response: Section 7.5 has been updated to include more guidance on sustainable development including relevant biodiversity and canal-side protection and enhancement measures which will be sought from development proposals and an additional section 7.6 has been added on Environmental Protection.	7.3 Destinations and places
A004.0	Sainsbury's Supermarkets Ltd	"Sainsbury's Supermarkets Ltd; is generally supportive of the draft Alperton Masterplan. We endorse the Masterplan's identification of the Sainsbury's store as a 'retail destination' and we support all proposals to improve pedestrian access to the site.	Supportive comment	Supportive comment noted	No change proposed

A004.1	Sainsbury's Supermarkets Ltd	We would like the Masterplan to go one step further and identify the Sainsbury's store as a suitable site for the intensification of employment generating uses as set out in PPS4."	CA1	The Sainsbury's store has not been identified for growth within the LDF Core Strategy DPD or the impending Site Specific Allocations DPD and it is not possible to allocate sites for within this SPD if not in conformaty with the DPDs. Furthermore, in the absense of detail, it could be premature to allocate the site without proper regard for the tests within PPS4 at this stage. The LPA is available for discussion regarding proposals should these materialise.	No amendment proposed
A005.0	Natural England	<p>Linkage to Core Strategy Policies and Objectives</p> <p>With regards to green space provision, biodiversity enhancement and climate change mitigation and adaptation, we are of the opinion that the Masterplan does not go far enough in delivering the following Core Strategy Policies and Objectives:</p> <ul style="list-style-type: none"> <li>• Core Policy 18 – Protection and Enhancement of Open Space, Sports and Biodiversity.</li> <li>• Core Policy 8 - Alperton Growth Area.</li> <li>• Core Policy 19 - Climate Change Mitigation and Adaptation Measures.</li> <li>• Core Strategy Objective 9 - To protect and enhance Brent's environment.</li> <li>• Core Strategy Objective 10 - To achieve sustainable development, mitigate &amp; adapt to climate change.</li> </ul>	Physical and social infrastructure	It is recognised that the masterplan needs to detail what open space improvements are proposed and the strategy to respond to CP8 open space infrastructure requirements, this will be covered in section 7.3. All proposals in Alperton will be expected to comply with existing SPG19 Sustainable Design and Construction, and it is recognised that the masterplan could be improved to include reference to measures specific to Alperton and climate change adaptation measures which are not as fully covered in SPG19.	7.3 Destinations and places 7.5 Environmental sustainability
A005.1	Natural England	The Masterplan states that regeneration will deliver an attractive high quality environment, however, there is little reference to the natural environment. Although reference is made to plans for improving access to nature conservation sites (e.g. Royal Park and the Royal Union Canal), the document does not mention proposals for greenspace creation and enhancement. Greenspace protection, creation and enhancement should be addressed within this document. The Masterplan also states that the Grand Union Canal is to be opened up. This document should detail how the Canal will be protected and enhanced.	Environmental Sustainability	Response: Section 7.5 has been updated to include more guidance on sustainable development including relevant biodiversity and canal-side protection and enhancement measures which will be sought from development proposals and an additional section 7.6 has been added on Environmental Protection.	7.5 Environmental Sustainability 7.6 Environmental Protection
A005.2	Natural England	<p>Biodiversity and Landscape Enhancement</p> <p>The following resources can assist the council with developing landscape enhancement proposals:</p> <ol style="list-style-type: none"> <li>1. London BAP Habitat Suitability maps, produced by Greenspace Information for Greater London (GiGL). These maps provide detailed information and guidance with regards to the suitability of creating habitats across Greater London: <a href="http://www.gigl.org.uk/Resources/Habitats/tabid/107/Default.aspx">http://www.gigl.org.uk/Resources/Habitats/tabid/107/Default.aspx</a>. This application can assist the council with delivering high quality Biodiversity Action Plan (BAP) habitat in line with Brent's BAP targets.</li> <li>2. The London Regional Landscape Framework, can assist the council with ensuring that the built and natural environments are connected and that the natural landscape of the area is considered within regeneration masterplan: <a href="http://www.naturalengland.org.uk/regions/london/ourwork/wildlondon/naturalsignatures/default.aspx">http://www.naturalengland.org.uk/regions/london/ourwork/wildlondon/naturalsignatures/default.aspx</a></li> </ol>	as above	as above	7.5 Environmental Sustainability 7.6 Environmental Protection
A005.3	Natural England	The regeneration principles outlined in the Masterplan need to be aligned closer to Core Strategy Policies (e.g. CP 8 – Alperton Growth Area and CP 18 - Protection and Enhancement of Open Space, Sports and Biodiversity). CP 8 states that 'the environment and the heritage of the canal will be the heart of the new community, providing amenity and connectivity'. However, the Masterplan does not reference and detail how the natural environment will be connected. In addition, aligning the Core Strategy proposals with the Alperton Masterplan is especially important with regards to Core Strategy Policy 19 (Climate Change Mitigation and Adaptation Measures) as there appears to be no mention of climate change, or consideration of mitigation and/or adaptation measures, proposed within the regeneration plan. We recommend that the Masterplan expands to address biodiversity/ landscape enhancement and climate change under individual sections. This can enable clear proposals to be established with regards to landscape enhancement and climate change mitigation/adaptation. ☒	Environmental Sustainability	The council accepts the recommendation that that Masterplan is expanded to included detail on biodiversity and climate change. This will be included in section 7.5.	7.3 Destinations and places 7.5 Environmental sustainability
A005.4	Natural England	We also recommend that Green Infrastructure (GI) be referenced within the Masterplan. GI refers to a network of greenspaces, places and features that thread through and surround urban areas. This includes public and private spaces, such as parks, gardens, allotments, cemeteries, trees, green roofs and natural habitats such as woodlands, grasslands and wetlands. GI can provide a range of benefits to the landscape, including enhancing greenspace and increasing wildlife connectivity, mitigating and adapting landscapes to climate change, improving a sense of place and providing areas for natural play.	as above	as above	7.5 Environmental Sustainability 7.6 Environmental Protection

A006.0	Queen Victoria Ave RA	LONDON BOROUGH OF BRENT – ALPERTON MASTERPLAN SUPPLEMENTARY PLANNING DOCUMENT DRAFT CONSULTATION A 5 JANUARY 2011 – 25 FEBRUARY 2011 The following is an appraisal of comments\concerns made by the residents of above neighbourhood areas in relation to the above Draft Masterplan. It is the intention of the residents to contribute to the process by highlighting the existing situation and circumstances and to propose necessary solutions to be incorporated in the adopted Supplementary Planning Document in May 2011. This document is supported by the residents by way of signed petition which is attached to this document. INTRODUCTION The draft document and Councils Plans are acknowledged and received as positive way forward for the area in general, however, the Masterplan is poorly prepared and lacks many important aspects that will ensure its proper implementation and maintenance without deteriorating it into future degeneration as history has proved in the BOROUGH (Stonebridge Park, Wembley Park and other similar estates built during the sixties\seventies)	Supportive comment	Supportive comment noted	No change proposed
A006.1	Queen Victoria Ave RA	ALPERTON MASTERPLAN DRAFT A The draft document which was allegedly presented to the all local residents and neighbourhood areas had apparently failed to promote it in the streets in question which surround the Tree Hill Park (HR, QVA, NR, ER, BR, BA, and SJC & BWR) Tree Hill Park is proposed in the document as one of the three main public open spaces for the 1600 new dwellings which are to be created. The document does not sufficiently demonstrate if the proposals have made any allowances for the creation of a further more local green open space\s for the new dwellings and therefore it is felt that the proposals will inevitably put further pressure on the three existing open spaces. The comments in this document are specifically related to the Tree Hill Park to the west of the proposed designated area of regeneration. It is indicated that the Masterplan proposes to create further pedestrian links to the THP; however, the document fails to provide specific information as to how this is to be achieved?	Physical and social infrastructure	Response: Section 7.3 – describes the councils approach to meeting open space requirements in Alperton, which includes improving existing open space and proposing locations of new open spaces which can be delivered through development. It has been noted that this section should provide more detail on how open spaces can be improved with a clear reference back to CP8 –Protection and enhancement of Open Space and the requirements of the Infrastructure Investment Framework.	7.3 Destinations and places
A006.10	Queen Victoria Ave RA	INTRODUCTION OF SECTION 106 IN THE TERMS OF APPROVAL TO THE DEVELOPER TO PROVIDE THE FOLLWOING MEASURES FOR IMPROVEMENT 1. FUNDNIG FOR PARK PETROL DURING NIGHTTIME HOURS 11PM TO EARLY HOURS 2. SECURING THE PARK AT ALL ACCESS POINTS BY PROVIDNG LOCKABLE GATES EVERY NIGHT AT ALL TIMES (365 DAYS) 3. FINANCIAL CONTRIBUTIONS TOWARDS SAFETY, MAINTENANCE AND PARK WARDENS TO ENABLE SAFE AND TROUBLE FREE OPEN SPACE 4. PROVISION OF ALLOTMENTS TO CREATE A SEPARATION BETWEEN THE RESIDENTIAL PROPERTIES AND THE PARK TO ENSURE ADEQUATE BUFFER ZONE TO DISTANCE ANTI-SOCIAL ELEMENTS	Public Realm	Response: Brent Councils Placemaking Guide sets out the importance of having an adequately funded and coordinated street management and maintenance regime, all Council departments and other agencies whose actions have an impact on the public realm must adopt a philosophy of care and better design in the first instance can reduce maintenance costs in the long term. Section 7.3 has been updated to give stronger links back to the Brent Placemaking Guide and with more emphasis on management and maintenance.	7.3 Destinations and places
A006.2	Queen Victoria Ave RA	It is our view that this document is very poor in its content and has elements that are not properly researched and others omitted completely whether intentionally or otherwise. Whilst it is accepted that council has rightly identified the areas for future growth and generation of employment, it is generally felt that the high density high rise elements of social mix will generate more anti-social elements and will require better design, planning, safety security and allowance for future maintenance of the open spaces. There is no evidence of any of these elements in the draft document and therefore difficult to accept it as a serious attempt to create safe and better built environment for the future generations. Second main concern is the creation of 1600 new dwelling units that are suggested in the Masterplan can only be achieved by way of very high rise blocks, which are regrettable and will undoubtedly prove to be a disaster in years to come. Blocks of high rise flats if not properly managed, and maintained cause a serious decay over the years and attract elements of society and ultimately results in its demolition. History has proved this time and again and yet this route has been chosen without any care or due diligence. It is not too late and we make an urgent plea to stop this before it progresses further. Such a decision does not justify the long term interests of the area needs to be seriously reconsidered and improved before it is implemented.	Housing/ density	Response: The masterplan actually restricts taller, higher density housing to one area at the junction of Ealing Road and the canal near to Alperton Station. This area is considered suitable for higher density housing as it has good public transport links and is well served by a range of local services and amenities. Further, this area is characterised by taller buildings, such as Middlesex House, the recently completed development on Atlip Road, and the permitted proposal for the B&Q site, and therefore this form of development is considered to be in keeping with the existing built environment. No changes to the masterplan are proposed.	No change proposed

A006.3	Queen Victoria Ave RA	TREE HILL PARK – EXISTING PUBLIC OPEN SPACE CURRENT CONCERNS (AS THEY EXIST PRIOR TO THE IMPLEMENTATION OF THE MASTERPLAN) We as residents have a lot of concerns regarding the proposals. Following are some of the major problems we are currently faced with around Tree Hill Park; <ul style="list-style-type: none"> <li>• Issues around anti-social elements blight lives of people who live on the periphery of the public open spaces and is constantly under threat of violent behaviour of thugs and drug dealers</li> <li>• Young children using the playground facilities are not allowed by teenage gangs who hog the play equipment</li> <li>• Basket ball hard court is used for cricket and football causing all year round havoc</li> <li>• Cricket and football is played adjacent to fences and damaging private properties</li> <li>• Anti-social behaviour after dark causes damage to equipment, lighting, and furniture creating graffiti in the dark on a regular basis</li> <li>• drug taking and noise with violent behaviour is a constant problem during weekends, starting from Friday nights after 10pm through the mid-night until early morning hours</li> </ul>	ASB	Response: While the masterplan cannot deal with every individual or particular problems related to ASB, it does provide support to ensure that in planning dwellings and neighbourhoods attention is given to planning out crime by adopting important design principles such as ensuring overlooking of spaces, providing good lines of sight and so-on. An amendment is proposed in section 4.0 to underline this important issue. It is recognised that the council will need to work closely with other teams including SNT, parks and streetcare as the area is developed to tackle such issues and section 11.1 has been updated to show this.	4.0 Achieving the vision 11.1 Working with partners
A006.4	Queen Victoria Ave RA	<ul style="list-style-type: none"> <li>• With the recent implementation of new open access gates from QVA has resulted in motorcycles racing taking place in the park at night and cyclists are also riding at high speeds from the public footpath which is a hazard and is a potential for a serious accident to happen?</li> <li>• Persistent underage alcohol abuse takes place at Tree Hill park resulting in urinating and defecating of the footpaths in the park which is now a major concern</li> <li>• There is zero surveillance by police or neighbourhood teams during weekends and night time when most of the trouble is taking place</li> <li>• Evenings are a nightmare where gangs park cars and consume alcohol and leave bottles and debris on the roads at access points to the park thus creating lot of nuisance to the residents</li> <li>• Lately lot of dog owners are using the park and not following the law by collecting dog faeces is causing a major nuisance to the users of the park and young children are at risk</li> <li>• Visits by owners of dangerous dogs are fast becoming a major hazard – dogs are brought in vans and vehicles which is a becoming a threat to all users</li> <li>• Cars are parked on double yellow lines and private drives are blocked without any traffic supervision</li> <li>• During October \November months 2010 there is large amount of heavy duty fireworks being set late at nights by gangs – main threat being posed to private property as the fireworks are set off very close and in the direction of the surrounding properties during hours of midnight and early hours</li> </ul>	Public Realm	Response: Brent Councils Placemaking Guide sets out the importance of having an adequately funded and coordinated street management and maintenance regime, all Council departments and other agencies whose actions have an impact on the public realm must adopt a philosophy of care and better design in the first instance can reduce maintenance costs in the long term. Section 7.3 has been updated to give stronger links back to the Brent Placemaking Guide and with more emphasis on management and maintenance.	7.3 Destinations and places
A006.5	Queen Victoria Ave RA	RESIDENTS MAJOR CONCERNS RELATING TO THE PROPOSED MASTER PLAN <ul style="list-style-type: none"> <li>• The principles of the proposal are acceptable and there are no objections to the regeneration plans</li> <li>• The density and height of the development is of grave concern to the residents</li> <li>• Mixed use of the proposed parcels of the land are not acceptable to the residents</li> <li>• Mixed use developments in conjunction with high density social housing is doomed to failure based on past examples and therefore not supported. E.g. GEC Estate development by Balfour Beatty on East Lane is a disaster and a failure and additionally the traffic density has tripled on East Lane.</li> <li>• The proposal for 1600 new dwellings will impact the Tree Hill Public Open space and enormously increase the existing anti-social problems faced and the residents are opposed to this increase without addressing the issues as highlighted above</li> </ul>	Housing/ density	The adopted Core Strategy of the Brent Local Development Framework identifies the Alperton Growth Area for approximately 1600 new homes alongside supporting community infrastructure and local needs retail, over a period expected up to 2026. The residential is proposed to be mixed tenure (ie market housing and affordable housing) and a mix of densities to help secure a sizable proportion of family housing. The highest density housing is proposed to be located close to public transport, as suggested by national and regional planning policy. Most of the non residential development is likely to be accommodated within the Alperton Core character area, while smaller more localised non residential uses could be located alongside the new small open spaces. All new development will be expected to contribute to the improvements to facilities or access to existing open spaces.	No changes proposed
A006.5	Queen Victoria Ave RA	<ul style="list-style-type: none"> <li>• The increased access to the park without controls in the Masterplan is not acceptable and opposed by the residents</li> <li>• Master plans has not addressed any issues relating to safer neighbourhood policy and neglected a major concern of all residents</li> </ul> <p>High rise developments do not blend well with the existing surrounding streetscape and the residents are totally opposed to this in the Masterplan.</p> <ul style="list-style-type: none"> <li>• The residents are concerned that Tree Hill Park is the largest open space in the area however by its definition as a 'Public Open Space' it does not receive any resources to tackle the anti-social problems faced and as such this activity will be further intensified.</li> <li>• Issues raised in the first part of the Masterplan are not adequately addressed and it has been decided to carry this plan forward for approval by the Executive Committee and it should be subject to legal public hearing</li> </ul>	as above	as above	7.3 Destinations and places

A006.7	Queen Victoria Ave RA	RESIDENTS WISHES AND PROPOSED SOLUTIONS TO BE INCORPORATED IN THE DRAFT MASTERPLAN Following are some of the measures that the residents wish to be incorporated in the Masterplan to make it more acceptable and sustainable in terms of its viability; ☑ SAFETY & SECURITY (LIGHTING, CAMERAS, ETC) ☑ MAKE ALLOWANCE TO TACKLE ANTI-SOCIAL ELEMENTS ☑ CONSIDER CHANGING THE STATUS FROM 'PUBLIC OPEN SPACE' TO A 'PUBLIC PARK' WHICH WILL ATTRACT MORE RESOURCES ☑ ADULT BALL SPORTS – SHOULD BE DISCOURAGED AND ENFORCED TO STOP	as above	as above	4.0 Achieving the vision 11.1 Working with partners
A006.8	Queen Victoria Ave RA	☑ DOGS – DEAL WITH THIS MAJOR PROBLEM ☑ WASTE COLLECTION MONITOR AND IMPLEMENT A CLEAN PARK POLICY ☑ STREET LIGHTING IN THE FOOTPATHS NEED TO BE MAINTAINED ☑ MONITORING & ENFORCEMENT OF PARK ☑ CONSIDER A PARK WARDEN AND NIGHT TIME CLOSURE OF PARK BY SECURING THE ACCESS POINTS AS IN OTHER PARTS OF LONDON ☑ PROVIDE NEIGHBOURHOOD WATCH DURING OUT OF HOURS TIMES WHEN THE PROBLEMS ARE GREATEST ☑ CATCH AND PUNISH GRAFFITI CREATORS HARSHLY ☑ HOLD FUTURE CONSULTATIONS\MEETINGS	as above	as above	4.0 Achieving the vision 11.1 Working with partners
A006.9	Queen Victoria Ave RA	☑ SEEK CONTRIBUTIONS FROM RESIDENTS TOWARDS CCTV CAMERA INSTALLATIONS ☑ CHARGE DRUG DEALERS AND GANGS WHO OPERATE IN THE AREA AS IT IS CONSIDERED A SOFT SPOT ☑ TRAFFIC MANAGEMENT ISSUES DURING SUMMER MONTHS ON ALL STREETS SURROUNDING THE PARKS\OPEN SPACES ☑ ADOPT CRIME PREVENTION POLICY BEFORE DURING AND AFTER IMPLEMENTATION OF THE MASTERPLAN ☑ ENSURE THE FINAL SCHEME INCLUDES SPECIAL CARE AND ATTENTION TO THE ABOVE TO JUSTIFY A MIXED USE HIGH DENSITY SOCIAL POLICY ☑ LEARN FROM EARLIER FAILED MASTER PLANS AND ADOPT NEW METHODS TO PROVIDE SECURE FACE AND WORTH WHILE ENVIRONMENT FOR THE LOCAL RESIDENTS ☑ ENHANCE AREAS AND AVOID CREATION OF GHETTOS FOR SOCIAL UNREST AND VIOLENT BEHAVIOUR BY SMALL MINORITY	as above	as above	4.0 Achieving the vision 11.1 Working with partners
A007.0	ABBEY ESTATES LLP	1. Introduction  We act on behalf of Abbey Estates LLP which is the owner of parcels of land within the central part of the Masterplan area (Sunleigh Road A5 and Woodside Avenue A6) and are pleased for the opportunity to take part in this consultation process. Our client has been pursuing the redevelopment of the land for a number of years and has taken part in the development of planning policy via the Core Strategy and the Site Specific Allocations Document. In addition, a number of meetings have been held with the Council's Planning Department.  Our Client remains keen to take forward redevelopment in the near future and welcomes the Council's Masterplan approach as a facilitator.	Supportive comment	Supportive comment noted	No change proposed
A007.01	ABBEY ESTATES LLP	2. 7.0 Alperton Tomorrow (Pages 20-23)  The Masterplan contains development layouts and 3-D images which we trust are only illustrative of one approach to development and not prescriptive. Whilst we appreciate that the Council has invested a good deal of time and expertise in drawing up the Masterplan, we assume that it does not wish to stifle innovation in design and will allow other forms of layout and building forms subject to these meeting the Council's aspirations for the redevelopment of the area.	Housing/ density	Response: The council has carried out a significant amount of testing of the layouts that are illustrated in the masterplan. Proposals within the central character area aim to show how the compact and tight-knit character described in the vision can be achieved whilst being sympathetic with the surrounding building heights and maintaining the spirit of existing planning requirements. The masterplan is intended to be clear about the scale of development that the council and local community expect whilst at the same time being flexible. In response to these comments Section 4.0 and Section 9.0 has been updated to reflect some of the comments received from developer/ landowners for example it has been made clear that maps and diagrams are for illustrative purposes only and that future applications will not be held up against them to get an exact match.	4.0 Achieving the vision 9.0 Waterside neighbourhood

A007.02	ABBEY ESTATES LLP	Assuming this to be the case, it would be helpful if the Masterplan could make clear that the layout and building form content of the document are only included for illustration and that other forms of development (subject to meeting the Council's other policy requirements) would not be found non-compliant.  These general comments also apply to the other layouts and 3-D images within the document, including at pages 41, 43 and 45.	as above	as above	4.0 Achieving the vision 9.0 Waterside neighbourhood
A007.04	ABBEY ESTATES LLP	In parallel, the illustrative drawings show inlets from the Canal which appear to be used for mooring. The creation of such water spaces can be an expensive and complicated process and may not prove possible for viability or physical reasons. It would be helpful, therefore, if the Masterplan could make clear that such inlets are acceptable but not essential in any forthcoming development.	Waterside development	Response: The masterplan promotes the installation of a range of types of additional mooring points along the canal in appropriate locations and these have been proved to be deliverable by developments on the ground. To introduce canalside character alongside new developments, the masterplan does also suggest that it may be possible to introduce inlets at appropriate locations, which may be full depth or shallow constructions. The deliverability of specific proposals (technical and financial) would need to be properly investigated through the planning process.	7.1 A canal runs through it 10.0 Northfields
A007.05	ABBEY ESTATES LLP	3. 9.0 Waterside Neighbourhood  Again, it is assumed that the suggested layout and form of development on pages 41 and 45 are not prescriptive and we request that this be made clear in the Masterplan text. Acceptable development could, clearly, be brought forward in other forms and we question why certain parts are only proposed for single storey development given the ongoing emphasis on the optimum use of Brownfield Sites.	as above	Comments as above, in addition the Council advises that single storey development has not been proposed.	as above
A007.06	ABBEY ESTATES LLP	Our client appreciates the Council's flexible approach to the application of planning policy standards in order to make the most of this regeneration site and achieve an attractive and sensitive layout which creates its own character. However, we do not believe that it is essential for development to be restricted to 3 storeys despite the presence of existing residential properties on neighbouring sites. Certainly, there appears to be no obvious need to apply a 3 storey height limit for properties on the canal edge where residential properties are remote.	as above	as above	4.0 Achieving the vision 9.0 Waterside neighbourhood
A007.07	ABBEY ESTATES LLP	In line with previous comments, our client does not feel that the Masterplan needs to be specific on building heights but, rather, set objectives for the creation of a form of development which respects the existing context and the privacy of existing and proposed residents of the area. This might simply be achieved by annotation to note that the North-South section through the Waterside Neighbourhood is illustrative only and the removal of the second bullet-point on page 42.	Housing/ density	Response: As suggested within the document, the proposed masterplan is one interpretation of how development could come forward in Alperton, around suggested principles of streets and connections, adjacencies, use, character and housing mix. Suggested building heights are included to further explain the suggested interpretation and show consideration of the impact on adjacent and existing dwellings. Section 4.0 has been updated to make this intention clearer.	4.0 Achieving the vision
A007.08	ABBEY ESTATES LLP	Our client is also somewhat concerned that the Masterplan is predetermining the mix of unit types -the third bullet-point stating that the new homes will largely consist of maisonettes and town houses with doors on the street. Redevelopment must, to a large degree, respond to market demand albeit that this need not compromise the Council's objectives for the design character and quality of the area. However, there is nothing within the Masterplan which suggests that maisonettes and town house are the only way of achieving this character or the street level activity which seem to be the aspiration. Developments with doors at street level and active frontages with natural surveillance can be achieved in a variety of residential forms and this should be recognised in the Masterplan. Consequently, we request that the third bullet-point be reworded to phrasing along or similar to the following lines;	as above	as above	4.0 Achieving the vision
A007.09	ABBEY ESTATES LLP	"Residential development which creates street activity and natural surveillance."  The fifth bullet point on page 42 makes reference to commercial activity within studios, workspaces and local shops. The Site Allocation is rather more extensive and refers to Use Classes B1, D1 and A. It would be more consistent if the Masterplan continued the type of Uses already recognised as acceptable in the Site Allocations Document.	SSA	Accepted. Propose changes to this section of the document to be more in line with types of uses suggested within the Site Specific Allocations Document.	9.1 Regeneration principles

A007.10	ABBEY ESTATES LLP	<p>4. 9.3 Housing Types</p> <p>The Table on page 46 suggests a total of 300 residential units across a range of unit sizes and tenures. However, the Site Allocations Document identifies Sites A5 and A6 for a total of 400 units –with this figure not set as a ceiling. For conformity, the Masterplan should reflect the 400 units included within the higher tier policy document.</p>	SSA	as above	as above
A007.11	ABBEY ESTATES LLP	<p>Our client is also surprised to note that the affordable rented and intermediate housing amounts to 77% of the total number of units, whereas the Core Strategy has a target of 50%. There seems to be no obvious basis for the particularly high expectation of affordable housing in this part of the Alperton area.</p>	Viability/ delivery	<p>Response: On the basis of availability of information, the council has a broad understanding of costs and values in the masterplan area and these are not perceived to be prohibitive. The 2009 Affordable Housing Viability Study concludes that although circumstances vary from site to site, it is appropriate for the council to maintain the 50% borough wide target and this is included within the Adopted LDF Core Strategy (2011). Development proposals that come forward will be tested for viability through the planning process having regard for a number of factors, including the deliver of affordable housing. In any case, it is not possible for the masterplan to introduce a policy that differs from the Core Strategy.</p>	11.0 Delivery
A007.12	ABBEY ESTATES LLP	<p>The provision of affordable housing is, obviously, a material financial consideration in the achievement of a commercial and deliverable regeneration scheme. The Masterplan itself notes that the assembly of land in the Waterside area may lead to additional costs arising from the variety of ownerships. In addition, the Council's Affordable Housing Viability Study recognises the limitations of certain sites to deliver high levels of affordable housing. This latter document notes the additional financial costs of the remediation of former industrial sites to be used for residential and concludes that;</p> <p>"We do not consider there to be sufficient evidence that sites in industrial use could necessarily provide more affordable housing than sites with other existing uses in the Borough."</p>	Viability	<p>Response: On the basis of availability of information, the council has a broad understanding of costs and values in the masterplan area and these are not perceived to be prohibitive. The 2009 Affordable Housing Viability Study concludes that although circumstances vary from site to site, it is appropriate for the council to maintain the 50% borough wide target and this is included within the Adopted LDF Core Strategy (2011). Development proposals that come forward will be tested for viability through the planning process having regard for a number of factors, including the deliver of affordable housing. In any case, it is not possible for the masterplan to introduce a policy that differs from the Core Strategy.</p>	
A007.13	ABBEY ESTATES LLP	<p>The same Study also investigated the question of whether a higher than a 50% affordable housing target should be adopted on sites of more than ten units. It concluded that the Council should adopt a 50% affordable housing target on Section 106 sites "which should be applied sensitively, taking full account of individual site circumstances, including financial viability."</p> <p>The Study found that 50% affordable housing was unlikely to be viable in all market conditions over the Plan period and in all areas across the Borough. It reported;</p> <p>"The results suggest that the delivery of 50% affordable housing on every single site coming forward for development in the Borough is currently (and is likely to continue to be) an ambitious target that some of the sites coming forward will be unable to achieve."</p> <p>There appears to be no evidence within the Council's background studies or within the Masterplan itself to suggest that the Waterside Neighbourhood could deliver 77% affordable housing but, rather, to indicate that the costs of site assembly and remediation may make it difficult to achieve the Council's overall target of 50%. For these reasons we request that the Table on page 46 be amended to make clear that no more than 50% of the indicative 400 total units need be within the affordable category.</p>	Housing/ density	as above	
A007.14	ABBEY ESTATES LLP	<p>5. 11.2 Deliverability</p> <p>Whilst we appreciate that the Council has adopted a thorough approach in the production of the draft Masterplan we are unable to find anything within the supporting documents which supports the claims on page 57 that there has been a financial assessment of deliverability and feasibility and that this has been applied in developing the Masterplan proposals. It would be helpful if those involved in the consultation process could also review and comment upon the development appraisal which appears to underpin the Council's understanding of development costs and sales values within the Masterplan proposals.</p> <p>However, our client can confirm that, within the Waterside Neighbourhood, the assembly of land will be expensive and, in addition, so will the remediation and preparation of this contaminated industrial land to make it suitable for residential. ☒</p>	Viability	as above	



A007.15	ABBEY ESTATES LLP	<p>6. 11.4 Site Development Dependencies and 11.5 Infrastructure Projects</p> <p>Both sections of the Masterplan refer to "canal offside edge improvements and corresponding towpath canal side improvements" with particular reference to Sunleigh Road and Woodside Avenue. Section 11.5 suggests that development on the offside will pay into a canal fund for works on the towpath side. Our client objects to the assumption that development on the north side of the Canal should not only physically improve and provide access to the waterside but should also fund improvements to the towpath on the opposite side of the Canal. The towpath is the responsibility of British Waterways and it should not be expected that developers providing much needed housing via essential regeneration with associated public realm improvements should also fund the works which are essentially part of British Waterways' responsibility. For these reasons, we request that the Masterplan delete any reference to development also funding towpath improvements on the opposite side of the Canal. Once again, we appreciate the opportunity to take part in the evolution of the Masterplan and would be happy to discuss further the above comments if you feel this would be of help.</p>	Waterside development	Response: Although British Waterways will be principally responsible for the maintenance and upkeep of the tow path, new development in this area is likely to significantly increase the numbers of those using such spaces. The council will work together with developer partners and statutory undertakers in order to ensure that the canal is a successful public space and reasonable contributions to public realm improvements will be sought and negotiated upon as development comes forward. No change to the masterplan is proposed.	No change proposed
A008.0	Thames Water Utilities Ltd	<p>Dear Sir or Madam:</p> <p>Thank you for the opportunity to comment on the draft Alperton Masterplan SPD. Thames Water Utilities Ltd (Thames Water) is the statutory sewerage undertaker for the London Borough of Brent and the water supplier for part of the Borough although not the area covered by the proposed SPD.</p> <p>Having reviewed the document and the adopted Core Strategy we have some concerns regarding the potential impact of development on water and wastewater infrastructure. While the SPD is not the place for specific policies in relation to water and wastewater infrastructure it is considered that the SPD should make reference to the issues. We would also like to take this consultation as an opportunity to highlight the issue and promote a suitable supportive policy to be provided in the forthcoming Development Policies DPD.</p>	Environmental Sustainability	Reference to potential impact of development on water and waste water infrastructure and need to demonstrate adequate capacity will be added to section 7.5.	7.5 Environmental Sustainability
A008.1	Thames Water Utilities Ltd	<p>General Comments</p> <p>Thames Water have previously made comments on the Core Strategy and Site Specific Allocations DPDs in relation to the need to provide supportive policies for water and wastewater infrastructure.</p> <p>Within section 4.84 of the adopted Core Strategy for Brent it is identified that it is vitally important that the necessary supporting infrastructure is adequate if sustainable growth is to be supported. Such infrastructure includes water supply and drainage and sewerage. Section 4.99 of the Core Strategy relates to utilities infrastructure and states that it will have to be demonstrated that adequate capacity exists or can be provided ahead of the occupation of development. However, the requirements of Section 4.99 are not included within a policy in the Core Strategy and Policy CP15 of the Core Strategy focus on major development and infrastructure that can be provided through Section 106 agreements of the CL.</p>	as above	as above	7.5 Environmental Sustainability
A008.2	Thames Water Utilities Ltd	It is not only major development that can impact on the water and sewerage infrastructure. Minor developments could also result in adverse impacts such as low/no water pressure or sewer flooding if there is insufficient capacity either on or off site to support the development. Consequently it is essential to ensure that any necessary infrastructure upgrades are provided ahead of the occupation of development.	as above	as above	as above
A008.3	Thames Water Utilities Ltd	<p>The draft SPD states major proposals should have regard to the need for physical infrastructure and that this approach is embedded in Policy CP5 of the Core Strategy. However, Policy CP5 only relates to major proposals in growth areas and regeneration areas.</p> <p>While the supporting text in the Core Strategy highlights the need to demonstrate that utilities infrastructure capacity exists this is not secured through a Policy. Section 106 agreements cannot be used to secure water or wastewater infrastructure upgrades and as such it is necessary for developers to demonstrate that capacity exists or that it can be provided ahead of the occupation of development.</p>	as above	as above	as above

A008.4	Thames Water Utilities Ltd	It would not be appropriate to have a policy to secure these requirements within the proposed SPD. However, reference should be made in the document to the need to ensure that any necessary water and wastewater infrastructure upgrades are required ahead of the occupation of development. In the absence of a suitable policy supporting water and wastewater infrastructure requirements within the Core Strategy we would highlight the need for such a policy within the forthcoming Development Policies DPD.	as above	as above	7.5 Environmental Sustainability
A008.5	Thames Water Utilities Ltd	It is suggested that the following wording is included within the Alperton Masterplan SPD:  "All new development must fully consider water and wastewater infrastructure capacity both on and off site in order to avoid any potential problems for existing or new users. Developers will be required to demonstrate that adequate capacity exists and in some circumstances it may be necessary for developers to fund studies to ascertain whether the proposed development will lead to overloading of existing water and sewerage infrastructure. Where there is a capacity problem and no improvements are programmed by the statutory undertaker, then the developer needs to contact the statutory undertaker to agree what improvements are required, how they will be funded and when they will be provided. Any upgrades required will need to be delivered prior to the occupation of development."	Environmental Sustainability	Proposed wording is considered to be overly detailed for the purposes of the SPD and is more suitable for Development Management policies DPD. Reference to potential impact of development on water and waste water infrastructure will be added to section 7.5 Environmental Sustainability.	No update required
A008.6	Thames Water Utilities Ltd	In addition it is proposed that a policy in relation to water and wastewater infrastructure should be provided in the forthcoming Development Policies DPD following the suggested wording below:  "PROPOSED POLICY - WATER AND SEWERAGE INFRASTRUCTURE CAPACITY:  Planning permission will only be granted for developments which increase the demand for off-site service infrastructure where: 1. sufficient capacity already exists or 2. extra capacity can be provided in time to serve the development which will ensure that the environment and the amenities of local residents are not adversely affected.  When there is a capacity problem and improvements in off-site infrastructure are not programmed, planning permission will only be granted where the developer funds appropriate improvements which will be completed prior to occupation of the development."	Environmental Sustainability	Recommendations will be considered when Development Management Policies DPD is progressed.	No update required
A009.0	Ms S Di Genova	I'm really not happy about the proposed new plans for Alperton and, quite sincerely, the idea of having to live with 10 years of upheaval puts me into a deep depression.  No! to the proposals on the following grounds: <ul style="list-style-type: none"> <li>• No to urbanization</li> <li>• No to the increased congestion, both human and vehicular</li> <li>• No to the long term major building work and disruption to local residents</li> <li>• No on the grounds of loss of privacy</li> <li>• No to the detrimental effects on the welfare of local residents</li> <li>• No to the detrimental effects on the welfare of local wildlife</li> </ul>	Unsupportive comment	Unsupportive comment noted	No change proposed
A009.01	Ms S Di Genova	I have lived in Alperton nearly all my life. It used to be an idyllic place to live. All the houses had hedges; all the houses along Carlyon Road had luscious tall trees behind them (no doubt they became difficult to manage for people and so have been slowly removed over the years); there were very few cars on our streets; and the playing field at the bottom of the road was a 'field' and not what has practically now become a wooded area – thanks to the well meaning but totally inappropriate decision to plant even more trees there by 'Trees for Cities', Brent Council and the Mayor of London.	Public Realm	Response: Public realm improvements are a central part of the proposals for Alperton, in order to create a legible and identifiable place which is pleasant and safe to walk around. The masterplan is to be read in conjunction with The Brent Placemaking Guide which sets out public realm policy and design guidelines. Contributions to the management and maintenance of open spaces will be required as part of any development proposal. Section 7.2 has been updated to reinforce the requirement to refer back to the Placemaking Guide and Section 11.1 has been update to show a commitment to working with partners and the community to improve public realm design and management and maintenance.	7.2 - Destinations and Places 11.1 - Working with partners

A009.02	Ms S Di Genova	The proposal's that are being made are hideous. The Council want to drag current residents even further into an urban landscape when what we actually want is more open spaces. There are far too many of us in a very small area already! The congestion is no joke.	Housing/ density	Response: The decision to support growth in Alperton was already set out in the Core Strategy as one of the Boroughs Growth Areas. The Core Strategy (CP2) sets out the borough's plan for a sustainable population growth of 28,000 people by 2017 and the provision of at least 22,000 additional homes between 2007 and 2026. Over 85% of these new homes will be delivered in five growth areas, one of which is Alperton, where mixed use regeneration is identified as having the capacity to delivery a minimum of 1,600 new homes. The masterplan has tested the acceptability of this target, which is also informed by the LDF Site Specific Allocations. No changes are proposed to the masterplan.	No change proposed
A009.03	Ms S Di Genova	Previous Indiscretions When I think of the development that has gone on so far it beggars belief that the local planning office agreed to the building of such tall blocks (very recently) that now, already, have taken away my privacy and obstruct my view, and which are totally random and uncoordinated in style. Is this a taste of what we are to see in further new development? The buildings are monstrosities which never should have been allowed to be built, let alone to such a height. Did the Council think we would not realise this has been done in order to set a precedent, which would then allow future buildings of this height to be built?	Housing/ density	Response: The masterplan actually restricts taller, higher density housing to one area at the junction of Ealing Road and the canal near to Alperton Station. This area is considered suitable for higher density housing as it has good public transport links and is well served by a range of local services and amenities. Further, this area is characterised by taller buildings, such as Middlesex House, the recently completed development on Atlip Road, and the permitted proposal for the B&Q site, and therefore this form of development is considered to be in keeping with the existing built environment. No changes to the masterplan are proposed.	No changes proposed
A009.04	Ms S Di Genova	I have seen evidence of the Council's lack of indiscretion before. Did a buildings inspector ever visit the site of the now Bluebell nursery on Carlyon Road? Again, although no doubt much needed, the building is out of character and too tall in comparison to neighbouring houses. It was built by a team of amateurs, and if not amateurs, then a team of builders that flouted every health and safety regulation there is. I personally witnessed outright dangerous behaviour on site during building work. Now the building looks somewhat ramshackle.	as above	as above	
A009.05	Ms S Di Genova	Who agreed to the placing of railings along the front of the row of shops in Carlyon Road. Not only is the path obstructed and individuals have to weave their way around them, they are unsightly and also dangerous. The railings were never secured properly. They have been loose and bent since they were installed. I saw one lifted out of the ground, it was so loose, and placed by the wall of the nursery – is this the best the Council could do to stop cars parking up on the pavement? We already had a few concrete posts, which at very least are more aesthetically pleasing, if absolutely necessary could not a few more of these have been used instead? We have four different types of post/ railing in front of these shops.	Public Realm	Response: Public realm improvements are a central part of the proposals for Alperton, in order to create a legible and identifiable place which is pleasant and safe to walk around. The masterplan is to be read in conjunction with The Brent Placemaking Guide which sets out public realm policy and design guidelines. Contributions to the management and maintenance of open spaces will be required as part of any development proposal. Section 7.2 has been updated to reinforce the requirement to refer back to the Placemaking Guide and Section 11.1 has been update to show a commitment to working with partners and the community to improve public realm design and management and maintenance.	7.2 - Destinations and Places 11.1 - Working with partners
A009.06	Ms S Di Genova	How has a mattress recycling plant been allowed to operate right next to people's homes on Carlyon Road? The unsavoury smell alone should mean that it should not be within a certain distance of a residential area.		Masterplan document suggests that development should result in better adjacences between residential and commercial uses, including existing dwellings.	No changes proposed.
A009.07	Ms S Di Genova	Objection I would disagree with anybody who says the canal side area is under appreciated, and I think that the heavy, long term development that is being proposed will be detrimental to the welfare of those who already live and work in the area. It will also be detrimental to the wildlife which is only just returning. I very much doubt the Council has its resident's best interest at heart.	Waterside development	The council fully understands that there are many existing residents that use and appreciate the canal. However, we believe that the potential of this valuable asset is not fully realised. The document proposes significant improvements to the social and physical infrastructure including new open spaces and community facilities that should provide significant benefits to those already live and work in the area. In relation to the impact of development on local wildlife, there will be a significant number of new trees as well as new open spaces and developments with green and brown roofs, therefore the council considers that there will be major benefits to wildlife and biodiversity in the long term.	No changes proposed.

A009.08	Ms S Di Genova	If anything, I wonder if this is being considered as a money making venture. It's interesting to hear that the Council has 'changed planning policy so that residential developments can now be built on this land'. It also appears that the Council will be paying off those who already are situated in these areas (in one way or another) and allowing those who will generate more money for the Council in.		The council is required to plan for housing growth in the medium to long term by regional planning policy. Its strategy for identifying growth areas is contained within the adopted Local Development Framework Core Strategy. The justification for identifying growth areas, including Alperton is set out within the document. Areas that have good public transport, a supply of land and could benefit from improvements to the townscape or are showing signs of physical decay. Equally, the planned concentration of housing growth (through tools such as a masterplan) can fully understand the requirements of social and physical infrastructure and ensure that a critical mass arises for their delivery at the right time in the right place. The Council does not own land in Alperton and will not stand to profit from development.	No change proposed
A009.09	Ms S Di Genova	Recommendation - Preferable Future By all means improve the quality of the infrastructure, it has been long overdue. Low level housing would be in keeping with the principle character of the area. Improve existing areas, don't just build new homes and let the old ones go to rot. (For example, Wembley high street is still a disgrace following redevelopment in that area.) Be mindful that people like me do not want to live in urban areas, that is why we live on the outskirts of London.	Housing/ density	Response: The masterplan sets out the vision of how regeneration can transform Alperton into three distinct character areas and describes each of these areas in terms of overall feel and character, land use, building height, street hierarchy, public realm, open space improvements and housing density, types and tenure. Moreover, building upon the LDF position on the need for development to be sustainable and supported by adequate social and physical infrastructure, the masterplan details a series of interventions and projects that will support the growth in the number of people living and working in Alperton.	No change proposed
A009.10	Ms S Di Genova	Lastly, for goodness sake and at very least, if the Council send representatives to local areas to discuss the proposals then please send those who know the local area! The Council should also be much more open and do a better job of advertising such events.  The Council is proposing a nightmare for local residents. I am not happy with the Council's proposals.		No response required	
A010.0	Iver Consulting/ Aprirose	I write to you acting on behalf of Aprirose, managing agents for the landlord of the above property, Aprirose (Didsbury) LLP.  From appraising the above document my clients are concerned that such a key site has not been allocated within the master plan for residential led redevelopment. This view we outlined at a meeting with officers from your Planning department on the 17th November 2010.  This site, which comprises of circa 1.65 acres, is located adjacent to the basin of the canal and is currently leased to the builder's merchants, Jewson's. We feel it should be allocated for development for the following reasons;  <ul style="list-style-type: none"> <li>• Its current use does not fully maximise the sites development potential.</li> <li>• Sites exist within the nearby area which would enable Jewson's to be relocated within the Borough</li> <li>• It is located in a highly sustainable location, being close to public transport links, schools and shops. • It offers a logical edge to the proposed area for re-development, offering clear defensible boundaries provided by road and canal, rather than the one currently proposed which uses an arbitrary line defined by land ownership rather than physical features.</li> </ul>	CA1	This site is not within growth area as set out in core strategy therefore cannot be fully included in this but an indicative development option can be shown. Additionally, the council could, in partnership with the landowner prepare a planning brief for the site. Section 8.0 has been updated with a general description to include this option/ future development	8.0 Alpertons Core

A010.1	Iver Consulting/ Aprirose	<p>It would also provide the opportunity, whilst capable of being developed separately, to form part of a larger scale development with adjoining commercial sites should they become available.</p> <p>Should the site be allocated for development my clients would be keen to work with the Council to bring forward a scheme which would provide the following;</p> <ul style="list-style-type: none"> <li>• Flatted units located adjacent to the Canal taking advantage of the water aspect</li> <li>• Houses being proposed adjacent to Manor Farm Road, thereby respecting the surrounding area</li> <li>• The provision of an element of affordable housing, at a level and tenure mix which would still make the scheme financially viable to be brought forward for development</li> <li>• Providing an area of public open space adjacent to the canal side, thereby enhancing public access</li> <li>• If required an element of managed work space could be provided to off-set any concerns over the loss of employment land</li> </ul> <p>We trust the Council will take on board the above and allocate the site for housing development, thereby enabling it to contribute towards the overall objective of the Alperton master plan of making Alperton into a place where people want to live, work and invest.</p> <p>Should you wish to discuss the above myself and Aprirose would welcome the opportunity of further meetings with the Council to bring forward our re-development plans, working in partnership with the Council.</p>	as above	as above	
A011.0	Abbey Waterside Development Ltd	In general terms, AWDL welcomes the Masterplan approach and supports the overall aim of providing a catalyst for investment and regeneration through residential led comprehensive redevelopment in the area.	Supportive comment	Supportive comment noted	No change proposed
A011.01	Abbey Waterside Development Ltd	<p>2.2 AWDL has a number of objections to elements of the Masterplan. These can be summarised as;</p> <ul style="list-style-type: none"> <li>• Unrealistic 50% Affordable Housing Target</li> </ul>	Viability/ delivery	Response: On the basis of availability of information, the council has a broad understanding of costs and values in the masterplan area and these are not perceived to be prohibitive. The 2009 Affordable Housing Viability Study concludes that although circumstances vary from site to site, it is appropriate for the council to maintain the 50% borough wide target and this is included within the Adopted LDF Core Strategy (2011). Development proposals that come forward will be tested for viability through the planning process having regard for a number of factors, including the deliver of affordable housing. In any case, it is not possible for the masterplan to introduce a policy that differs from the Core Strategy.	11.0 Delivery
A011.10	Abbey Waterside Development Ltd	<ul style="list-style-type: none"> <li>• Questioning the sense of creating several new small parks when the existing local parks suffer from neglect –</li> </ul>	Physical and social infrastructure	Response: Section 7.3 – describes the councils approach to meeting open space requirements in Alperton, which includes improving existing open space and proposing locations of new open spaces which can be delivered through development. It has been noted that this section should provide more detail on how open spaces can be improved with a clear reference back to CP8 –Protection and enhancement of Open Space and the requirements of the Infrastructure Investment Framework.	7.3 Destinations and places
A011.06	Abbey Waterside Development Ltd	<ul style="list-style-type: none"> <li>• Over-reliance on a generic and out of date viability study – need for detailed site-specific viability appraisals.</li> <li>• Over-emphasis on family housing, although we welcome this as part of a balanced mix –there must be more openness towards flatted residential units</li> <li>• We object to the limiting statements on the height and type of buildings proposed for the Waterside Neighbourhood (page 42):</li> <li>• Building heights mainly three stories to respect existing context.</li> <li>• Homes largely consisting of maisonettes and town houses with doors on the street</li> </ul>	Housing/ density	Response: As suggested within the document, the proposed masterplan is one interpretation of how development could come forward in Alperton, around suggested principles of streets and connections, adjacencies, use, character and housing mix. Suggested building heights are included to further explain the suggested interpretation and show consideration of the impact on adjacent and existing dwellings. Section 4.0 has been updated to make this intention clearer.	11.0 Delivery

A011.07	Abbey Waterside Development Ltd	The effect of limiting height to 'mainly three storeys' in this area, will be that the vision of a transformed Alperton will not be realised. We note that the images illustrate taller buildings, but the SPD cannot adopt such self limiting objectives in respect of height within its text. It will be immensely damaging to future delivery of the overall vision.	Housing/ density	Response: The council has carried out a significant amount of testing of the layouts that are illustrated in the masterplan. Proposals within the central character area aim to show how the compact and tight-knit character described in the vision can be achieved whilst being sympathetic with the surrounding building heights and maintaining the spirit of existing planning requirements. The masterplan is intended to be clear about the scale of development that the council and local community expect whilst at the same time being flexible. In response to these comments Section 4.0 and Section 9.0 has been updated to reflect some of the comments received from developer/ landowners for example it has been made clear that maps and diagrams are for illustrative purposes only and that future applications will not be held up against them to get an exact match.	4.0 Achieving the vision 9.0 Waterside neighbourhood
A011.08	Abbey Waterside Development Ltd	There is no justification or architectural rationale for considering that buildings should be of "mainly three stories" when large areas of this zone are fully capable of sustaining buildings of greater height.	as above	as above	
A011.09	Abbey Waterside Development Ltd	• Objection to opening up a continuous route along the northern canal bank: conflicts with the historic pattern of canal development and risks diluting activity on the two path and perpetuating the sense of insecurity using it today.	Waterside development	Although there are a number of locations where public access will be possible, a continuous route along the northern side of the canal has not been proposed within this document.	No change necessary
A012.0	Octavia Housing	Octavia Housing have worked alongside Brent Council on the masterplanning of Alperton and welcome development proposals. We are very supportive of the regeneration proposed to Alperton.  We are particular pleased to see the much needed face lift, canal side living will generate social activity and create a desirable place to live and work.	Supportive comment	Supportive comment noted	No change proposed
A012.1	Octavia Housing	We would comment specifically as follows; Alperton's Core – The need for residential with high quality commercial space is particularly welcome, if successfully implemented this will help to stimulate economic growth and provide opportunities for both business and the local community whilst making Alperton a desirable place to live and work.	as above	Accepted. Section 8.0 updated	8.0 Alperton's Core
A012.2	Octavia Housing	Waterside residential neighbourhood - The proposals for medium to low rise development are welcome and will compliment the existing community. As a landlord we are always keen to see an integration between existing communities and new communities entering a community. The avoidance of high rise homes will minimise the impact on existing residential streets.	as above	as above	No change proposed
A012.3	Octavia Housing	Industrial transitional zone – We would like to see some flexibility here with the possible introduction of residential as this is a large area which needs to be able to accommodate changes in the economy and meet increasing demand for housing.	Housing/ density	Response: The council believes that the site presents a major opportunity not only to provide additional homes but also contribute to the delivery of the essential social and physical infrastructure that Alperton needs including potentially a new open space and is disappointed that the GLA are not flexible enough to consider some enabling development to see this site come forward. Due to the specific concerns raised by the GLA however the council accepts reluctantly that any review of the site allocation will need to be completed through a Development Plan Document and so has withdrawn any reference to any alternative development option for this area. Section 10.3 has been withdrawn.	10.3 - Opportunity to introduce residential development

A012.4	Octavia Housing	General – the Local Authority, developers and housing providers need to be mindful of security and access to amenities particular for existing residents on roads that run off the Ealing Road, leading to or forming part of the Abbey Estate. The canal links have raised concern amongst residents who fear these could be used as escape routes for criminal activities and there is a perception existing communities may not be able to easily access new amenities arising out of proposals.	ASB	Response: While the masterplan cannot deal with every individual or particular problems related to ASB, it does provide support to ensure that in planning dwellings and neighbourhoods attention is given to planning out crime by adopting important design principles such as ensuring overlooking of spaces, providing good lines of sight and so-on. An amendment is proposed in section 4.0 to underline this important issue. It is recognised that the council will need to work closely with other teams including SNT, parks and streetcare as the area is developed to tackle such issues and section 11.1 has been updated to show this.	4.0 Achieving the vision 11.1 Working with partners
A012.5		The proposals will general a high volume of housing and the mix of housing tenure will need to be carefully considered to ensure a balanced community and the encouragement of economic growth.	Housing/ density	Response: The masterplan sets out the vision of how regeneration can transform Alperton into three distinct character areas and describes each of these areas in terms of overall feel and character, land use, building height, street hierarchy, public realm, open space improvements and housing density, types and tenure. Moreover, building upon the LDF position on the need for development to be sustainable and supported by adequate social and physical infrastructure, the masterplan details a series of interventions and projects that will support the growth in the number of people living and working in Alperton.	No change proposed
A012.6	Octavia Housing	Once again we would reiterate our support of the regeneration of Alperton.	as above	as above	
A013.0	Network Housing	ALPERTON MASTERPLAN – SUPPLEMENTARY PLANNING DOCUMENT NETWORK HOUSING REPRESENTATIONS  Thank you for the opportunity to comment upon the draft masterplan. As you know Network have been involved in this exercise and also have a large stock presence in the area. Network Housing Group is pleased to provide comments on the document and welcome the Council's initiative to prepare a framework for encouraging the regeneration of Alperton.  This letter provides a short response on the main policy change and the three sub-areas of the masterplan.		No response required	
A013.1	Network Housing	Release of Industrial Land for Other Uses  The master plan makes note of the amount of vacant and derelict industrial premises in Alperton. Network Housing Group agrees that this land is "ripe for development", and the removal of employment designations in key locations is therefore strongly supported.  The rationalisation of employment space would bring vacant and under-utilised land back into active use. The removal of restrictive policies will help encourage development now that higher value land uses (such as residential) will be permitted.	Supportive comment	Supportive comment noted	No change proposed
A013.2	Network Housing	Alperton's Core  The proposal for a new public space at Alperton station is welcomed we feel this will enhance the area. This will create a sense of arrival for public transport users, and improve the current cluttered street scene. Similarly the open space shown in front of the Council's development on Ealing Road is also supported. This will improve the setting of the taller buildings around this junction.	as above	as above	No change proposed
A013.3	Network Housing	Reference to a new lighting scheme on Ealing Road Bridge is supported. This will improve legibility and safety at night for residents at Middlesex House and Grand Union Heights, as well as potential residents at the former B&Q site opposite.	as above	as above	No change proposed
A013.4	Network Housing	The suggested housing mix for this area is correctly balanced towards smaller households given the Council's aspiration of creating a high density busy urban area. However, the statement in section 8.1 that "Development in Alperton's core will be more conventional in terms of current planning policy" is rather ambiguous, given the higher densities and smaller household sizes sought.	CA1	Accepted, this section has been rewritten and this comment deleted	8.1 Regeneration Principles

A013.5	Network Housing	<p>Waterside Community</p> <p>The transition between the high density developments of Alpertons Core and the low rise warehouses of the Northfields Industrial estate present a number of land use challenges. Network Housing Group is supportive of Brents ambitions to "open up" the canal side to new residential development, this would enhance the area and make any sales housing more marketable. The document states that new development should be mainly 3 stories in height. Such a building height would be in keeping with the scale of housing south of the river (Carlyon Road), but it is good to note that in cases of high quality design other standards (such as physical separation distances) may be relaxed to deliver appropriate development and ensure viability.</p>	Housing/ density	<p>Response: The council has carried out a significant amount of testing of the layouts that are illustrated in the masterplan. Proposals within the central character area aim to show how the compact and tight-knit character described in the vision can be achieved whilst being sympathetic with the surrounding building heights and maintaining the spirit of existing planning requirements. The masterplan is intended to be clear about the scale of development that the council and local community expect whilst at the same time being flexible. In response to these comments Section 4.0 and Section 9.0 has been updated to reflect some of the comments received from developer/ landowners for example it has been made clear that maps and diagrams are for illustrative purposes only and that future applications will not be held up against them to get an exact match.</p>	4.0 Achieving the vision 9.0 Waterside neighbourhood
A013.6	Network Housing	<p>Northfields Working Suburb</p> <p>As mentioned earlier in the letter, the Council plans to remove restrictive employment designations from significant areas around Alpertons. Network Housing Group believe that Brent have struck the correct balance between releasing land and consolidating employment uses at Northfields Industrial Estate as a strategic industrial location. This ensures that if businesses do relocate as a result of the changes, there is a recognised area for such activities. Demand will therefore be concentrated into the correct places; meanwhile less appropriate areas can now come forward for development. This will help consolidate industrial uses whilst at the same relieving other residential areas from the impact of "bad neighbour" activities.</p>	Housing/ density	<p>Response: The council believes that the site presents a major opportunity not only to provide additional homes but also contribute to the delivery of the essential social and physical infrastructure that Alpertons needs including potentially a new open space and is disappointed that the GLA are not flexible enough to consider some enabling development to see this site come forward. Due to the specific concerns raised by the GLA however the council accepts reluctantly that any review of the site allocation will need to be completed through a Development Plan Document and so has withdrawn any reference to any alternative development option for this area. Section 10.3 has been withdrawn.</p>	10.3 - Opportunity to introduce residential development
A013.7	Network Housing	<p>Notwithstanding this, the flexible approach to canal-side activities at Northfields is positive and will allow the authority to positively respond to developments which would enhance the industrial estate; even if the uses do not necessarily fall within the B1, B2 or B8 classifications for employment.</p>	as above	as above	No change proposed
A013.8	Network Housing	<p>General Comments – Housing Mix</p> <p>The housing types and tenures stated for each of the three development areas provide helpful guidance. Smaller households are correctly directed towards the Core, whilst the Waterside Community is considered a more appropriate location for family housing. Nonetheless, for reasons of viability, it is important that these stated mixes are flexibly applied, and not too prescriptive. The reference to "suggested" mix is welcomed, and should remain to allow developers the ability to deviate from the tables specified in the document.</p>	as above	as above	No change proposed
A013.9	Network Housing	<p>Summary</p> <p>The release of under-utilised industrial sites to alternative uses will stimulate development. Furthermore, the package of supporting measures such as new public spaces and improved lighting will enhance the public realm. The masterplan is clear and considered, and Network Housing Group strongly the draft master plan</p> <p>I am happy to discuss further with you or your team.</p>	Public Realm	<p>Response: Public realm improvements are a central part of the proposals for Alpertons, in order to create a legible and identifiable place which is pleasant and safe to walk around. The masterplan is to be read in conjunction with The Brent Placemaking Guide which sets out public realm policy and design guidelines. Contributions to the management and maintenance of open spaces will be required as part of any development proposal. Section 7.2 has been updated to reinforce the requirement to refer back to the Placemaking Guide and Section 11.1 has been update to show a commitment to working with partners and the community to improve public realm design and management and maintenance.</p>	7.2 - Destinations and Places 11.1 - Working with partners



A014.0	English Heritage	<p>Thank you for consulting English Heritage on the London Borough of Brent's proposed Alperton Masterplan Supplementary Planning Document (SPD).</p> <p>In 2010, the Government published Planning Policy Statement 5: Planning for the Historic Environment which sets out national planning policies on the conservation of the historic environment. The development plan making policies in this PPS (see HE2, HE3, HE4 and HE5) must be taken into account by local planning authorities in the preparation of local development documents. Local planning authorities should ensure, 1) plans are supported by a robust evidence base, 2) there is a 'positive, proactive strategy for the conservation and enjoyment of the historic environment' and 3) the impact of policies on heritage assets are monitored.</p>		No response required	
A014.1	English Heritage	<p>As the Government's statutory advisor on the historic environment we have reviewed your consultation in light of PPS5, alongside other key national and regional planning policy, and wish to make two points concerning the SPD as follows:</p> <ul style="list-style-type: none"> <li>• That it include the need for development to consider the setting of the London Borough of Ealing's Canalside Conservation Area which is adjacent to the proposed Masterplan area; and</li> <li>• That it give some consideration as to whether there any existing elements in the masterplan area that might warrant local designation as heritage assets.</li> </ul>	Conservation	Response: The Council will expect the usual detailed analysis of the impact of development on adjacent registered heritage assets, as part of any definite development proposal. The impact on views in and out of the Conservation Area will require testing and Brent Council will require the test as a part of any Design and Access statement.	No change proposed
A014.2	English Heritage	English Heritage would strongly advise that the local authority's conservation staff are involved throughout the preparation and implementation of the SPD as they are often best placed to advise on; local historic environment issues and priorities; sources of data; and, consideration of options relating to the historic environment.	Conservation	The Council's Urban Designer contributed to the development of the SPD and has experience of heritage analysis and protection - he will continue to be closely involved in the delivery of the Masterplan	No update required
A014.3	English Heritage	Finally, it must be noted that this advice is based on the information provided by you and for the avoidance of doubt does not affect our obligation to advise you on, and potentially object to any specific development proposal which may subsequently arise from this or later versions of the SPD, and which may have adverse effects on the historic environment.		No response required	
A015.0	Environment Agency	<p>Restoration of the River Brent</p> <p>The Thames Catchment Flood Management Plan (CFMP) Brent Policy Unit has identified that there are massive opportunities to reduce flood risk through redevelopment for the Brent catchment. Long term adaptation actions have been recommended and include the re-creation of river corridors so that there is space for the river to flow more naturally and space for the floodplain where water can be attenuated.</p> <p>Policy 4A.13 'Flood Risk Management' of the Mayor's London Plan also encourages the setting back of permanent built development and taking opportunities to identify and utilise areas for flood risk management, including the creation of new floodplain or the restoration of all or part of the natural floodplain to its original function, as well as using open space in the flood plain for the attenuation of flood water.</p> <p>CP18 of the borough's Core Strategy has also stated that open space (including waterways) of local value will be protected from inappropriate development and will be preserved and Objective 9 to 'protect and enhance Brent's environment by enhancing the boroughs green and blue infrastructure by returning rivers to their more natural courses' and 'creating new and enhanced open spaces'.</p>	Waterside development	Response: Section 7.3 states that a series of new green spaces will be created as well as proposing improvements to existing open spaces which are detailed in the character area chapters. It is recognised that the masterplan could usefully provide more guidance on how the canal should be protected and enhanced. Relevant biodiversity and canal-side protection and enhancement measures that will be sought from development proposals will be added to section 7.5.	7.5 Environmental Sustainability
A015.0	Environment Agency	<p>Alperton Masterplan Supplementary Planning Document – Public Consultation.</p> <p>Thank you for your consultation on the Alperton Masterplan Supplementary Planning Document. We hope you will find the following comments helpful.</p> <p>We can see the benefits the proposed transformation will bring to the Alperton area over the next ten years, however, were concerned that some major considerations have not been addressed in this document. These are addresses under the headings below.</p>		No response required	
A015.01	Environment Agency	In addition to the above, we require an 8 metre buffer zone along the River Brent to be maintained, free from permanent structures. This is to maintain access to the watercourse for routine and emergency maintenance works and to ensure the structural integrity of the river bank is not adversely affected. In addition the buffer zone has biodiversity and increased water quality benefits.	Waterside development	The requirement for an 8m buffer along the Brent river is noted	Section 10 - Northfields

A015.10	Environment Agency	We were pleased to see that Residential Development must achieve Code for Sustainable Homes Level 4 on page 10 and Page 29. Achieving a water efficiency standard of 105l/h/d within new homes can be accomplished at very little extra cost (under £125 extra per home) and typically only involves low/dual flush toilets, low flow/aerated taps and showerheads and efficient appliances (dishwasher and washing machines) and does not require more expensive rain or greywater technologies.	Supportive comment	Supportive comment noted	No change proposed
A015.11	Environment Agency	Contaminated Land & Waste Section 5.0 Change of use: supporting growth states that some locations have been subject to industrial usage and land which is ripe for development. We feel it is important here to make reference to Planning Policy Statement 23 Planning and Pollution Control as investigative reports into the nature of possible contamination and then remediation plans if contamination is identified will need to be made before these areas are developed. Reference should be made to the fact that a waste management strategy in terms of waste reuse and treatment for site which have been displaced and pollution prevention measures must be made available.	Environmental Sustainability	Reference to potential impact of development on water and waste water infrastructure and need to demonstrate adequate capacity will be added to section 7.5.	7.5 Environmental Sustainability
A015.12	Environment Agency	This document should recognise the importance of providing the timely provision of services and infrastructure to meet development aspirations, in particular investigation should be carried out to ensure there are appropriate levels of capacity in the foul sewer network in the area to cope with the additional burden caused by this redevelopment. We would not want to see an application for a large sewage discharge into the canal as this would compromise the current ecological status.	as above	as above	7.5 Environmental Sustainability
A015.13	Environment Agency	We recommend the following aims be added to the Alperton Masterplan: <ul style="list-style-type: none"> <li>• We will work with the water and sewerage providers to ensure that appropriate capacity is available to serve new development.</li> <li>• We will phase development in line with the available infrastructure capacity and work with these providers where new infrastructure is required.</li> </ul> We hope you take our comments on board, I will be happy to meet up with you again to discuss anything further. Yours sincerely	as above	as above	7.5 Environmental Sustainability
A015.02	Environment Agency	This Masterplan should bring all of these policies and recommendations forward and make a commitment to: <ul style="list-style-type: none"> <li>• set all new development back a minimum of 8 metres from the River Brent</li> <li>• a commitment to naturalising, enhancing and restoring the river Brent corridor or parts of the Brent river corridor.</li> <li>• a commitment to restoring natural floodplain and the provision of fluvial flood attenuation either in a designated flood alleviation scheme of attenuation of flood waters on new open space</li> </ul>	Waterside development	as above	Section 10 - Northfields
A015.03	Environment Agency	As Tokynton Park where 1 km of the River was restored is upstream of the Northfields area it would be a good opportunity to do some similar restoration works. We are aware that a second phase of restoration involving another 1km is planned when funding can be found. The River Brent is at its most heavily modified state in the Alperton part of Brent, as it is a concrete bed and banks, with surface run off quick due to the heavily urbanised environment. Currently there is no in-channel or marginal vegetation to speak of and the sediments and gravel and rubbish in channel are shunted downstream with each pulse of high flow. The area is also heavily contaminated with Japanese Knotweed (which has the potential to cause some structural damage to the concrete flood defences and other structures) and some Himalayan Balsam and Giant Hogweed.	Waterside development	The aspiration to naturalise this element of the Brent river is fully acknowledged and supported by the council, however any restoration work would be contingent upon securing the necessary funding.	No change proposed
A015.04	Environment Agency	There is mention of s106 money and a canal fund on pages 36 and 61. We propose a project for a river restoration fund could also be included and section 106 money could go towards: <ul style="list-style-type: none"> <li>• Treatment of Japanese Knotweed along the Alperton/Brent section of the River Brent Corridor</li> <li>• Implementation of Phase 2 of the Tokynton Park River Restoration project. ☒</li> </ul>	Waterside development	The idea of a canal fund has been put forward due to the strategic importance of the canal in relation to the regeneration of Alperton. Although the restoration of the river Brent is supported, it is not a strategic priority. The council wishes to focus the limited funds available on achieving this strategic priority and will relate improvements to the river directly to development within close proximity.	No change proposed

A015.05	Environment Agency	<p>These would break the Brent out of its concrete and help adaptation to climate change and would help meet the Water Framework Directive agenda.</p> <p>The boroughs Level 1 Strategic Flood Risk Assessment (SFRA) has put forward a Development Control Recommendation for 'a minimum 8 metre buffer zone to be provided to 'top of bank' within sites immediately adjoining a main river corridor (River Brent) and a 5 metre minimum buffer zone to be provided adjacent to ordinary watercourses (Grand Union Canal). We recommend the Alperton Masterplan should also show commitment to setting back development.</p> <p>Set back from the Grand Union Canal We can see the benefits of developing alongside the canal area in order to make it more accessible to residents and this waterside location has great potential. We were concerned with one of the Regeneration Principles in Section 8.1 Page 33 that 'Canal side buildings will exploit the proximity to the water benefiting from the increased sales vale of buildings next to open water.'</p>	as above	as above	
A015.055		<p>We would request a 5 metre minimum buffer zone to be provided adjacent to ordinary watercourses such as the Grand Union Canal. The canal does offer an important wildlife corridor through London and the upkeep of natural habitat is important. Where the 5 metre set back is not possible, we would look for compensation in terms of the installation of floating reed beds and artificial spawning mats for fish as that artificial light is kept to minimum lux levels and focused away from the water together with no shading of the watercourse through close proximity and height of new buildings particularly to the south side.</p>	Waterside development	The Grand Union Canal is a man made watercourse accommodating canal based traffic. The provision of set backs and reedbeds does not sit well with its character nor its functional requirements. However the SPD encourages the enhancement of nature features that improve or enhance the biodiversity.	No change proposed
A015.06	Environment Agency	<p>We recommend the following regeneration principle be added: Canal side buildings will be built with consideration of the canal as an important wildlife corridor, seeking a 5 metre set back and where not possible providing ecological enhancements along the canal.</p> <p>Currently the Grand Union Canal has been reviewed under the Water Framework Directive as having a Good Ecological Potential. This is the best status it can be as a Heavily Modified Waterbody. Therefore we would be reluctant to allow any physical or structural changes if it is thought that they could go against the No Deterioration policy. All new housing in the area should ensure that the drainage is connected correctly to prevent any deterioration to surface water quality. Industrial sites should also be connected to drainage correctly.</p>	Environmental Sustainability	Response: Section 7.5 has been updated to include more guidance on sustainable development including relevant biodiversity and canal-side protection and enhancement measures which will be sought from development proposals and an additional section 7.6 has been added on Environmental Protection.	7.5 Environmental Sustainability 7.6 Environmental Protection
A015.07	Environment Agency	<p>Development with regard to Flood Risk</p> <p>As this document had been developed to inform and influence developers and guide proposals (as stated on Page 9 Chapter 4.0) we think that the findings and Development Control Recommendations within the borough's SFRA should be integrated into the site requirements. As the document is intended to guide proposals then reference should be made that developments should reduce surface water run-off rates to green field run off rates. The reduction of site runoff rates to Greenfield run off rates is also supported by Policy 4A.14 Sustainable Drainage of the Mayor's London Plan.</p> <p>We are concerned that the Alperton Materplan has not demonstrated how surface water flooding will be managed and reduced. The majority of the Alperton area lies within Flood Zone 1 but the boroughs SFRA has identified this area as relatively susceptible to 'flash flooding' due to the intense urban development and natural clay geology. It has also highlighted that surface water flooding should be expected during intense rainfall and with a changing climate, it is expected that intense storms of this nature will become increasingly common. The SFRA recognises that the application of Sustainable Drainage Systems (SuDS) as part of all future development will assist in reducing the risk of flooding to the borough and the following recommendation should be added to Section 4.0 Achieving the Vision Section on Page 9-10:</p>	as above	as above	

A015.08	Environment Agency	Implement SuDS to ensure that runoff from the site (post redevelopment) does not exceed Greenfield runoff rates. By reducing the rates and volumes of surface water leaving sites in the Alperton Masterplan area this will be supporting Core Policy 19 by contributing towards achieving sustainable development including climate change mitigation and adaptation. The above recommendation could also fit in section 7.5 Environmental Sustainability of the Alperton Masterplan under a separate Flood Risk Section. Under this same section we would recommend that reference be made to maximising the use of SuDS including green roofs using the SuDS hierarchy (our "Practical Guide to SuDS" including the hierarchy is attached). Green roofs are the most sustainable option at the top of the hierarchy but a full range of SuDS can be used to manage surface water and achieve greenfield run off rates. Policy 4A.11 Living Roofs of the Mayor's London Plan encourages the use of green roofs. By maximising the use of SuDS using the hierarchy, and committing to the use of green roofs the Alperton Masterplan will be supporting a number of core policies. - CP5 by incorporating green infrastructure at different levels - CP8 by improving the quality of open spaces - CP18 as this will guide developers to improve open space and the built environment for biodiversity and nature conservation	Environmental Sustainability	Section 7.5 has been updated to incorporate these recommendations	7.5 Environmental Protection
A015.09	Environment Agency	We recommend that the Alperton Masterplan is updated to commit to and include the following: • Green roofs will be maximised wherever practical and feasible within the Alperton area in line with Policy 4A.11 of the London Plan. • All new paved areas will be permeable paving. • Surface water will be restricted to Greenfield run-off rates (post development) through the use of SuDS. This would meet the boroughs objective on Page 11 of 'Working with developers to achieve the best and most sustainable solution for each site'.	as above	as above	
A016.0	Ajay Nehra	With respect to your proposed plans for Site Specific Allocations (DPD) with respect to the 1.6 hectares Off Mount Pleasant Road, Alperton, HA0; we would like to withdraw our property, known as Continental House, 497 Sunleigh Road, Alperton, Middlesex, HA0 4LY (or HA0 4ZZ) from your proposed changes area.  We are a successful business centre running for over 10 years with a foot fall of over 100 people per day. We would not be seeking to relocate or close-down within at least the next 20 years.	CA2	BK has had a meeting with this land owner and explained the purpose of the masterplan and the Councils desire to support successful businesses through and changes.	No change proposed
A017.0	Mr Suresh Patel	Improvements to Ealing Road, improve roads and routes, need better buses and accessibility for elderly people	Transport	Response: As a council we have an aspiration to secure a new bus route through the Borough which will go through Alperton, linking Sainsbury in the west with Beresford Avenue and Stonebridge Park Station. The council wil continue to work closely with Transport for London to negotiate improved frequency of the 224 bus route and the potentially new bus route as the new homes are delivered and demand increases. Section 7.4 has been updated with more information on the proposed new bus route.	7.4 Reducing car use
A018.0	Alice Francszczuk	Doesn't see the point in consultation as Brent Council did not listen to concerns about Chequers Pub demolition. Parking too expensive for small businesses on Ealing Road. Low quality housing being built. Generally dissatisfied.	Transport	Unsupportive comment noted	No change proposed
A019.0	No name left	Images on website not clear enough, wants to see plans, will come to event		No answer required	No change proposed
A020.0	Madeleine Shea	General clarification of masterplan area. Requested email copy of masterplan. Subsequent email raised questions regarding the delivery and whether her property would be demolished.		Responded 12/01/2011	No change proposed

A021.0	P S Dissanayaki	Paan spitting is still a real issue, spreads TB and is massively unhygienic, posters are not translated so people do not understand. Shops should not be allowed to sell the stuff. Lived here for 26 years, this has got very bad recently.	ASB	Response: While the masterplan cannot deal with every individual or particular problems related to ASB, it does provide support to ensure that in planning dwellings and neighbourhoods attention is given to planning out crime by adopting important design principles such as ensuring overlooking of spaces, providing good lines of sight and so-on. An amendment is proposed in section 4.0 to underline this important issue. It is recognised that the council will need to work closely with other teams including SNT, parks and streetcare as the area is developed to tackle such issues and section 11.1 has been updated to show this.	4.0 Achieving the vision 11.1 Working with partners
A022.0	Dhiresb Bhagat/ Malik	Support growth in Alperton, want to see their own land developed but is currently shown as open space in CA2, would rather a 14 storey tower	CA2	BK has had a meeting with this land owner and explained the purpose of the masterplan and the Councils desire to support local landowners.	No change proposed
A023.0	GLA	Thank you for your letter on 6 January 2011 consulting the Mayor of London on this draft of the Alperton Masterplan Supplementary Planning Document (SPD). The Mayor has afforded me delegated authority to make comments on his behalf on emerging SPDs. The GLA welcomes the opportunity to consider the document at this draft stage. These comments are officer –level only and do not preclude any further comment the Mayor may make on future consultation phases of the Council’s Local Development Framework. The SPD appears comprehensive and should prove to be a useful tool for both planners and prospective developers. However, the SPD does raise a number of issues that would benefit from being considered in greater detail, which are set out in more detail below.	Supportive comment noted	No change proposed	
A023.01	GLA	Designation of Alperton Brent Council’s Core Strategy (2010) identifies Alperton as a Growth Area with the capacity to accommodate 1,600 residential units. The approach of preparing an SPD to provide further detail to guide development in this area is acceptable. However, the SPD may benefit from more clearly setting out the relationship between the Alperton SPD, the Core Strategy DPD and the London Plan at the beginning of the document. The London Plan or adopted Core Strategy do not specifically identify Alperton as a ‘local centre’. However, section 8.0 of the SPD refers to Alperton as a ‘local centre’. These differences in definition could cause some confusion and should be addressed. The Alperton Growth Area boundary appears different in the Core Strategy and Site Specific Alterations DPD’s to the boundary shown in the SPD. The exact boundary of the area should be clarified. There are also differences in the boundary shown in the diagram on page 11 and the map on page 9 of the SPD.		Further explanation of relationship between Core Strategy, London Plan and SPD proposed. Reference to Alperton as a local centre changed to avoid confusion. Map boundaries clarified	8.0 - Alperton's Core
A023.10	GLA	Blue ribbon network The SPD promotes access the better management of the canal and the canal edge, which is strongly supported and is in line with London Plan policies 4C.10, 4C.11 and 4C.12. Any proposals to build new bridges over the canal will need to carefully consider their impact on navigation, hydrology and biodiversity as set out in London Plan policy 4C.14. The movement of people and freight on the water should be encouraged and therefore potential use of the canal to move freight needs to be acknowledged and ideally promoted within the SPD, in line with the London Freight Plan and taking account of the findings of the West London Canal Study available from TfL’s website: <a href="http://www.tfl.gov.uk/microsites/freight/water_freight.aspx">http://www.tfl.gov.uk/microsites/freight/water_freight.aspx</a> Reference is made to the possible release of land adjacent to the canal for mixed use development as there is potential to create a new working suburbia. The use of the river for freight and possible degradation of the residential amenity may undermine this approach. The Council should provide further evidence showing how these concerns would be addressed.	Waterside development	Consider affect on surrounding residential amenity, support for using canal to transport freight	10.0 - Northfields

A023.11	GLA	<p>Transport</p> <p>The public transport use of Alperton Bus Garage should be expected to be retained in any redevelopment of the area. Specific protection for this site should be highlighted. The site should be protected from a change of use unless agreed with the GLA and TfL, either by relocation or no longer required. This is particularly important if the redevelopment plans are changing the character of the area such that there may be pressure to release the land for a different use.</p> <p>The principle of improving the interchange is supported but care should be taken that proposals don't delay buses or add unnecessary mileage. However, the document could be more explicit in stating that transport improvements in the area will need to be funded externally. The following wording is suggested... "Contributions will be sought for transport infrastructure and service improvements to ensure that efficiency and capacity on the transport network is maintained and that the impact of the development on the transport network is mitigated. In circumstances where the combined impact of a number of developments creates the need for the provision of additional transport infrastructure and or services, it will be appropriate to pool the contributions from these developments having regard to the limitations on pooling arrangements imposed by the Community Infrastructure Regulations 2010. The level of contribution, whether pooled from a number of developments or not, may be based on a formula or standard charge which reflects the actual impact of the development." A further discussion on this would be welcomed.</p>	Transport	<p>Response: As a council we have an aspiration to secure a new bus route through the Borough which will go through Alperton, linking Sainsbury in the west with Beresford Avenue and Stonebridge Park Station. The council will continue to work closely with Transport for London to negotiate improved frequency of the 224 bus route and the potentially new bus route as the new homes are delivered and demand increases. Section 7.4 has been updated with more information on the proposed new bus route.</p>	7.4 Reducing car use
A023.12	GLA	<p>A clear distinction should be made between a Community Infrastructure Levy (CIL), and legally binding planning obligations to avoid limiting the scope for funds; this is particularly important for Bus Network contributions which at present are not considered as infrastructure under the CIL.</p>	Viability/ delivery	<p>The council proposes a clarification on this point. The main infrastructure requirements required as a result of new housing and other development is set out in the councils Core Strategy (CP8). The SPD sets out in more detail where requirements such as open space may be located. In due course it is the councils intention to replace s106 planning obligations largely by implementation of the Community Infrastructure Levy (CIL) although the local infrastructure requirements such as bus contributions would still be sought in s106 planning obligations.</p>	11.2 Deliverability
A023.125	GLA	<p>A road bridge link across the River Brent to connect to the North Circular Road is referenced. TfL understands that this may involve works within or close to our highway boundary and may have traffic implications for the connections to the A406 but is unlikely to have an impact on the A406 itself, which is grade separated at this point. However, further detailed work on this new connection is required.</p> <p>The impact on the A406, Transport for London Road Network is likely to be manageable. However, the operation of the grade separated junction at Abbey Road and A404 Harrow Road onto the A406 should be reviewed.</p>	CA3	<p>The representation is notes and text in section 10.2 changed to note that any new bridge and junction would be the subject of a detailed study to ensure that its elements are workable.</p>	10.2 - Northfields
A023.13	GLA	<p>The preparation of a strategic transport assessment should be promoted for each development site. This would simplify what is required and set a basis for transport contributions for buses and other modes.</p> <p>Reference to reducing car use is supported. However, collaboration is required to improve public transport accessibility and integrate bus stops and bus facilities into the development area. In the same context access by road (for goods and people) does need to be maintained/catered for appropriately and considered both in relation to the Masterplan and in relation to individual development proposal.</p>	Transport	<p>Response: The council has referred concerns raised about existing safety on Beresford Avenue to the Highways Department who are investigating this item. Opportunities for road and junction improvements and traffic calming if necessary will be investigated as part of the transport assessment for each individual development site.</p>	No change proposed

A023.14	GLA	<p>Walking can often be quicker than public transport, yet inconsistent signage and confusion about distances between areas put many people off walking. Legible London tackles these issues by presenting information in a range of ways, including on maps and signs, to help people find their way on foot. The application of Legible London within the SPD area would be supported and further information is available from TfL's website:<a href="http://www.tfl.gov.uk/microsites/legible-london/52.aspx">http://www.tfl.gov.uk/microsites/legible-london/52.aspx</a></p> <p>TfL will need to be consulted regarding any works at Alperton and Stonebridge Park stations, particularly with regards to bus stop layout.</p>	Public Realm	<p>Response: Public realm improvements are a central part of the proposals for Alperton, in order to create a legible and identifiable place which is pleasant and safe to walk around. The masterplan is to be read in conjunction with The Brent Placemaking Guide which sets out public realm policy and design guidelines. Contributions to the management and maintenance of open spaces will be required as part of any development proposal. Section 7.2 has been updated to reinforce the requirement to refer back to the Placemaking Guide and Section 11.1 has been update to show a commitment to working with partners and the community to improve public realm design and management and maintenance.</p>	7.2 - Destinations and Places 11.1 - Working with partners
A023.15	GLA	<p>Energy</p> <p>Section 7.5 recognises the potential role of decentralised energy system in this area. This is supported, however, the SPD presents an opportunity to carry out further work on the feasibility and delivery of such a system and it is recommended that further work be undertaken to help realise this potential.</p>	Environmental sustainability	<p>Feasibility and delivery of such a system would be contingent on the scale of development coming forward.</p>	No change proposed
A023.02	GLA	<p>Infrastructure</p> <p>The growth area is separated into three distinct character areas. Each area includes a series of 'projects or interventions' with associated delivery partners, which is supported. However, it may be beneficial to set out how these projects compare to the list of 'anticipated infrastructure' requirements set out in CP8 of the Core Strategy.</p>	Physical and social infrastructure	<p>Response: The council recognises that in order for the transformation of Alperton to be a success new developments must have regard for the needs of the new and existing communities and the need for infrastructure, both social and physical, to be delivered alongside the new homes. This approach is set out in Section 4.0 and 7.3 and section 7.3 has been amended to make this intention clearer.</p>	4.0 Achieving the vision 7.3 Destinations and places
A023.03	GLA	<p>Employment land</p> <p>Core Strategy policy CP2 identifies Alperton as a mixed use regeneration area along the Grand Union canal. The area will become an enterprise hub, with a new supply of modern light industrial units, studios and managed workspaces for creative industries, local business and artists to reinvigorate the local economy. This does not include the Northfields Industrial Estate, which is identified as Strategic Industrial Land.</p> <p>The SPD separates the Alperton growth area into three areas, each with a different land use focus. The Alperton core area would be mixed use; the waterside community would be residential; and the Northfields estate has two options – option 1) industrial uses compatible with Strategic Industrial Land designation or option 2) residential led development with a mix of uses.</p> <p>The proposed mix of uses for the Alperton core area and the waterside community are acceptable. However, the proposal for the Northfields estate raises a strategic planning policy concern. Option 1) 'a working suburb' promotes industrial uses only, which is acceptable; however, option 2) promotes an 'opportunity to introduce residential development along the canal', which is unacceptable. This approach is contrary to London Plan policy 2A.10, policy 3B4 and policy 2.17 of the draft replacement London Plan (2009), the adopted Park Royal OAPF (2011), and Brent Council's adopted Core Strategy and Site Specific Allocations DPD. Any site specific amendment to this SIL boundary would need to be set out in a DPD and would need to be based on a detailed land and site review and agreed with the Greater London Authority.</p> <p>Whilst the SPD does recognise the existing Strategic Industrial Land designation, the inclusion of option 2) in this SPD and the potential for residential development would cause confusion about the role of this area, and as such is not supported.</p>	Housing/ density	<p>Response: The council believes that the site presents a major opportunity not only to provide additional homes but also contribute to the delivery of the essential social and physical infrastructure that Alperton needs including potentially a new open space and is disappointed that the GLA are not flexible enough to consider some enabling development to see this site come forward. Due to the specific concerns raised by the GLA however the council accepts reluctantly that any review of the site allocation will need to be completed through a Development Plan Document and so has withdrawn any reference to any alternative development option for this area. Section 10.3 has been withdrawn.</p>	10.3 - Opportunity to introduce residential development
A023.04	GLA	<p>Affordable housing and tenure</p> <p>The SPD promotes the development of 1600 new homes within the Alperton Growth Area with supporting social and physical infrastructure. This level of housing is supported by the adopted Core Strategy, and does not raise a strategic planning policy concern. The Council should confirm that this level of housing is not dependent on delivery of housing as part of the Northfields Estate.</p> <p>The SPD states that new residential development would have a target of 50% affordable housing, which is the same affordable housing target figure in the Core Strategy, which is acceptable. This figure is based on an affordable housing review undertaken by BNP Paribas.</p> <p>A further discussion with the Council is required to explore the impacts that current changes to the affordable housing model and tenure split would have on affordable housing delivery in this area.</p>	Housing/ density	<p>The 1600 homes is not dependant on Northfields Industrial Estate so this figure does not need to change with its deletion as a housing site. In terms of 50% housing target, the council has prefaced the target with considerations of viability, notably because with the new grant regime, and the need to fulfil other planning objectives, such targets are appealing to be increasingly unobtainable.</p>	Note consequentially chnages on the housing targets

A023.05	GLA	<p>Housing mix</p> <p>The Mayor's housing strategy seeks 42% of social rented to be provided as 3 bed + units. However, this is a London wide housing need, and it may be appropriate to adopt local variations. This SPD proposes a mix of unit types (by tenure) for each character area. This approach is broadly acceptable, however, these variations should be based on local evidence (taking account of need and viability) and this evidence should be provided to support the proposed housing mixes.</p> <p>The three character areas have different housing mixes, including: flatted, higher density with a greater number of one and two beds in the Alperton Core Area; and lower rise, lower density family units in the waterside community area. The proposed approach of providing a different housing mix in each area is acceptable. ☒</p>	Housing/ density	noted	
A023.06	GLA	<p>Residential design standards</p> <p>The proposal that all residential units meet the Mayor's Housing Design Guide is welcomed. However, the Council should recognise that not all of the standards in the Housing Design Guide are mandatory, and the SPD may benefit from highlighting those aspects of the guide that new residential development in this area would be expected to follow and setting out why. ☒</p>	Housing/ density	A discussion on whether the standards apply is too detailed for this document. It is proposed to make reference to the Housing Design Guide space standards in particular to provide emphasis and note that general consideration will be given to meeting other aspects. Each character area has been updated in line with this comment.	8.4 - Alperton's core: a place to live 9.4 - Waterside neighbourhood: a place to live
A023.07	GLA	<p>Building heights</p> <p>The Alperton SPD states that taller buildings would be appropriate in the Alperton core area where there are some existing tall buildings, up to 17-storeys in height. The principle of providing taller buildings in this accessible location, where there are other existing and permitted tall buildings is broadly acceptable.</p> <p>However, further work on the location of these tall buildings within the core area could be included. It would be appropriate for the SPD to highlight those locations within the core area where taller buildings should be located. These decisions should be based on sound urban design principles, and an understanding of the impacts of a tall building on the surrounding area. This information is not clearly set out in the SPD and further detail should be provided.</p> <p>The proposed waterside community has building heights of 'mainly' three stories. The approach is acceptable; however, the term 'mainly' could have a broader interpretation at the detailed planning application stage. To avoid confusion the SPD could benefit from setting out those circumstances where a building taller than 3-storeys may be appropriate. ☒</p>	Housing/ density	Response: The masterplan actually restricts taller, higher density housing to one area at the junction of Ealing Road and the canal near to Alperton Station. This area is considered suitable for higher density housing as it has good public transport links and is well served by a range of local services and amenities. Further, this area is characterised by taller buildings, such as Middlesex House, the recently completed development on Atlip Road, and the permitted proposal for the B&Q site, and therefore this form of development is considered to be in keeping with the existing built environment. No changes to the masterplan are proposed.	No change proposed
A023.08	GLA	<p>Design</p> <p>The SPD proposes the development of three distinct areas, determined by design, land use, building form and typology, which is acceptable. The three areas are:</p> <ul style="list-style-type: none"> <li>• Alperton's core</li> <li>• The waterside residential neighbourhood</li> <li>• Industrial transition zone – including Northfields</li> </ul> <p>The SPD seeks to create a legible, permeable place, with improved connections with the wider area and promotes the development of an area that moves away from the current 'cul-de-sac' character of the area, which is supported.</p>	Housing/ density	Supportive comment noted	No change proposed
A023.09	GLA	<p>The level of design detail included for each area is welcomed. It provides a clear understanding of layouts and building form. However, the SPD could be clearer about how prescriptive the proposed images are, and if there is scope within individual planning applications to vary development proposals from those included in the SPD. If this is the case there may be benefit in highlighting the 'key principles' required for each area.</p>	Housing/ density	Response: The council has carried out a significant amount of testing of the layouts that are illustrated in the masterplan. Proposals within the central character area aim to show how the compact and tight-knit character described in the vision can be achieved whilst being sympathetic with the surrounding building heights and maintaining the spirit of existing planning requirements. The masterplan is intended to be clear about the scale of development that the council and local community expect whilst at the same time being flexible. In response to these comments Section 4.0 and Section 9.0 has been updated to reflect some of the comments received from developer/ landowners for example it has been made clear that maps and diagrams are for illustrative purposes only and that future applications will not be held up against them to get an exact match.	4.0 Achieving the vision 9.0 Waterside neighbourhood



A024.0	Dr Bhatool	Interested in setting up and managing an elderly care home in Brent and that considers a location in Alperton to be suitable due to its residential nature, proximity to local shops and services, the Middlesex Hospital and your existing GP surgery at the Hillside Primary Care Centre.  Idea for the care home is that it is: - A modern up to date care homes for the elderly - Compliant with the latest EU regulations (which you are familiar with as you have experience in this field) - A facility which has a multicultural use and caters to different cultures - A facility that could be combined with a GP surgery, mobility shop and pharmacy - 25 – 50 bed facility - 1 in 4 residents would require a parking space - The facility must be a new build as it is not cost effective to refurbish existing properties to meet current regulations	Amenities	Response: Supported housing need in the borough accommodates a wide range of client groups, which include the some of the most vulnerable people in the borough, including frail elderly people and individuals and households with multiple, complex needs. The provision of new care and support accommodation, as well as the remodelling of existing facilities, to enable people to live more independently is a strategic priority for the borough (CP21). The extent, number and location of such housing should come out of a borough wide assessment of needs and analysis of available resources and this will inform the next version of the IIF for the Borough. No changes to the masterplan are proposed.	No change proposed
A025.0	Rev John Root	I have sent on my own comments about the plan, which particularly relate to the need for more provision for community activities. Our Church Centre in Stanley Avenue is in constant use with a full time nursery and often with other events such as parents and toddlers or after-school classes happening at the same time, as well as church services. We are very booked with our own services all through Sunday, and often turn down requests from independent congregations who are looking for a place to meet. I am sure if there was a facility like that in the canal area of the community it would get good use.	Physical and social infrastructure	Response: The council recognises that in order for the transformation of Alperton to be a success new developments must have regard for the needs of the new and existing communities and the need for infrastructure, both social and physical, to be delivered alongside the new homes. This approach is set out in Section 4.0 and 7.3 and section 7.3 has been amended to make this intention clearer.	4.0 Achieving the vision 7.3 Destinations and places
A025.1	Rev John Root	Looking through the document the number of new homes seems to be about nine hundred, although I have heard higher figures quoted, such as sixteen hundred. Is it possible for you to confirm how many homes you expect to be built as part of the development, and some idea of the population increase?	Housing/ density	Response: The decision to support growth in Alperton was already set out in the Core Strategy as one of the Boroughs Growth Areas. The Core Strategy (CP2) sets out the borough's plan for a sustainable population growth of 28,000 people by 2017 and the provision of at least 22,000 additional homes between 2007 and 2026. Over 85% of these new homes will be delivered in five growth areas, one of which is Alperton, where mixed use regeneration is identified as having the capacity to delivery a minimum of 1,600 new homes. The masterplan has tested the acceptability of this target, which is also informed by the LDF Site Specific Allocations. No changes are proposed to the masterplan.	No change proposed
A026.0	Mr Narendra Morar	Please ensure public has access to all canal side, with disabled parking near the canal.	Waterside development	The proposals should ensure significantly enhanced access to the canal on the north side with new spaces for moorings. The south side will remain fully publicly accessible.	No change proposed
A026.1	Mr Narendra Morar	Please also ensure there are lots of mooring points for canal boats and also shops and leisure facilities to make the area a destination poin for shopping and leisure.	Waterside development	Response: The masterplan promotes the installation of a range of types of additional mooring points along the canal in appropriate locations and these have been proved to be deliverable by developments on the ground. To introduce canalside character alongside new developments, the masterplan does also suggest that it may be possible to introduce inlets at appropriate locations, which may be full depth or shallow constructions. The deliverability of specific proposals (technical and financial) would need to be properly investigated through the planning process.	7.1 A canal runs through it 10.0 Northfields
A026.2	Mr Narendra Morar	I understand you design plan is to encourage a greener environment, but I think there shoud be some multistory parking facilities for shoppers and tourists.	Transport	Response: The proposals in the masterplan have been designed so that, using the average parking ratios set out in Section 7.4, all new cars introduced to the area can be accommodated within the growth area boundary using a combination of on and off street parking. Car clubs and car sharing will also be encouraged in new development to reduce car use. If new development has an affect on parking availability on existing streets then the introduciton of controlled parking should be considered if it is in the interest of existing residents. Some residents have suggested that a multi storey car park should be built or developments should consider underground car parking, neither of these solutions have been proposed in the masterplan as they are considered to be unviable and contrary to sustainable development and the design principles of the masterplan Section 7.4 has been updated to reinforce this approach.	7.4 Reducing car use

A027.0	Anon 01	There is a lack of community facilities in Alperton, doctors, post offices banks parks etc.	Physical and social infrastructure	Response: The council recognises that in order for the transformation of Alperton to be a success new developments must have regard for the needs of the new and existing communities and the need for infrastructure, both social and physical, to be delivered alongside the new homes. This approach is set out in Section 4.0 and 7.3 and section 7.3 has been amended to make this intention clearer.	4.0 Achieving the vision 7.3 Destinations and places
A027.1	Anon 01	I don't know about the new housing but there must be more services and facilities for new residents	as above	as above	4.0 Achieving the vision 7.3 Destinations and places
A028.0	Anon 02	More accesses in ACS (i.e. more forms of entry for Alperton Community School)	Physical and social infrastructure	Response: The council recognises that in order for the transformation of Alperton to be a success new developments must have regard for the needs of the new and existing communities and the need for infrastructure, both social and physical, to be delivered alongside the new homes. This approach is set out in Section 4.0 and 7.3 and section 7.3 has been amended to make this intention clearer.	4.0 Achieving the vision 7.3 Destinations and places
A028.1	Anon 02	Cleaning up the canal area and redevelop the area	Waterside development	Response: Section 7.3 states that a series of new green spaces will be created as well as proposing improvements to existing open spaces which are detailed in the character area chapters. It is recognised that the masterplan could usefully provide more guidance on how the canal should be protected and enhanced. Relevant biodiversity and canal-side protection and enhancement measures that will be sought from development proposals will be added to section 7.5.	No change proposed
A029.0	Anon 03	Carlyon Avenue width restriction beginning of road before bridge better signage to stop trucks passing through area. Should be access to NCR from Carlyon Road.	Transport	Response: Public realm improvements are a central part of the proposals for Alperton, in order to create a legible and identifiable place which is pleasant and safe to walk around. The masterplan is to be read in conjunction with The Brent Placemaking Guide which sets out public realm policy and design guidelines. Contributions to the management and maintenance of open spaces will be required as part of any development proposal. Section 7.2 has been updated to reinforce the requirement to refer back to the Placemaking Guide and Section 11.1 has been update to show a commitment to working with partners and the community to improve public realm design and management and maintenance.	7.2 - Destinations and Places 11.1 - Working with partners
A029.1	Anon 03	Should be underground parking.	Transport	Response: The proposals in the masterplan have been designed so that, using the average parking ratios set out in Section 7.4, all new cars introduced to the area can be accommodated within the growth area boundary using a combination of on and off street parking. Car clubs and car sharing will also be encouraged in new development to reduce car use. If new development has an affect on parking availability on existing streets then the introduction of controlled parking should be considered if it is in the interest of existing residents. Some residents have suggested that a multi storey car park should be built or developments should consider underground car parking, neither of these solutions have been proposed in the masterplan as they are considered to be unviable and contrary to sustainable development and the design principles of the masterplan Section 7.4 has been updated to reinforce this approach.	7.4 Reducing car use
A029.2	Anon 03	Woodside end should not be a thoroughfare for traffic at Northfields. Should be access to NCR but only allowing access for residents.	Transport	Response: Traffic calming and good street design including the introduction of home zones will ensure that this route does not become a rat run. No changes to the masterplan proposed.	No change proposed

A030.0	Anon 04	Traffic calming on Beresford Avenue.	Transport	Response: The council has referred concerns raised about existing safety on Beresford Avenue to the Highways Department who are investigating this item. Opportunities for road and junction improvements and traffic calming if necessary will be investigated as part of the transport assessment for each individual development site.	No change proposed
A030.1	Anon 04	Use canal to transport rubble	Waterside development	Consider affect on surrounding residential amenity, support for using canal to transport freight	10.0 - Northfields
A031.0	Anon 05	Post offices	Physical and social infrastructure	The provision of post offices is outside of the councils control, the national policy currently is to reduce the number of post offices.	No change proposed
A031.1		... and GP's	Physical and social infrastructure	Response: The council recognises that in order for the transformation of Alperton to be a success new developments must have regard for the needs of the new and existing communities and the need for infrastructure, both social and physical, to be delivered alongside the new homes. This approach is set out in Section 4.0 and 7.3 and section 7.3 has been amended to make this intention clearer.	4.0 Achieving the vision 7.3 Destinations and places
A032.0	Anon 06	More school places more GPs	Physical and social infrastructure	Response: The council recognises that in order for the transformation of Alperton to be a success new developments must have regard for the needs of the new and existing communities and the need for infrastructure, both social and physical, to be delivered alongside the new homes. This approach is set out in Section 4.0 and 7.3 and section 7.3 has been amended to make this intention clearer.	4.0 Achieving the vision 7.3 Destinations and places
A032.1	Anon 06	Do not bring extra cars	Transport	Response: The proposals in the masterplan have been designed so that, using the average parking ratios set out in Section 7.4, all new cars introduced to the area can be accommodated within the growth area boundary using a combination of on and off street parking. Car clubs and car sharing will also be encouraged in new development to reduce car use. If new development has an affect on parking availability on existing streets then the introduction of controlled parking should be considered if it is in the interest of existing residents. Some residents have suggested that a multi storey car park should be built or developments should consider underground car parking, neither of these solutions have been proposed in the masterplan as they are considered to be unviable and contrary to sustainable development and the design principles of the masterplan Section 7.4 has been updated to reinforce this approach.	No change proposed
A033.0	Anon 07	Post offices,	Physical and social infrastructure	The provision of post offices is outside of the councils control, the national policy currently is to reduce the number of post offices.	No change proposed
A033.1	Anon 07	GP s and schools	Physical and social infrastructure	Response: The council recognises that in order for the transformation of Alperton to be a success new developments must have regard for the needs of the new and existing communities and the need for infrastructure, both social and physical, to be delivered alongside the new homes. This approach is set out in Section 4.0 and 7.3 and section 7.3 has been amended to make this intention clearer.	4.0 Achieving the vision 7.3 Destinations and places

A033.2	Anon 07	tidy up Carylton Road,	Public Realm	Response: Public realm improvements are a central part of the proposals for Alperton, in order to create a legible and identifiable place which is pleasant and safe to walk around. The masterplan is to be read in conjunction with The Brent Placemaking Guide which sets out public realm policy and design guidelines. Contributions to the management and maintenance of open spaces will be required as part of any development proposal. Section 7.2 has been updated to reinforce the requirement to refer back to the Placemaking Guide and Section 11.1 has been update to show a commitment to working with partners and the community to improve public realm design and management and maintenance.	7.2 - Destinations and Places 11.1 - Working with partners
A033.3	Anon 07	concerns about car parking	Transport	Response: The proposals in the masterplan have been designed so that, using the average parking ratios set out in Section 7.4, all new cars introduced to the area can be accommodated within the growth area boundary using a combination of on and off street parking. Car clubs and car sharing will also be encouraged in new development to reduce car use. If new development has an affect on parking availability on existing streets then the introducton of controlled parking should be considered if it is in the interest of existing residents. Some residents have suggested that a multi storey car park should be built or developments should consider underground car parking, neither of these solutions have been proposed in the masterplan as they are considered to be unviable and contrary to sustainable development and the design principles of the masterplan Section 7.4 has been updated to reinforce this approach.	No change proposed
A033.4	Anon 07	Water gas supply on Carylton Road pressure		It is the duty of the Statutory Undertaker to supply water and gas effectively, this is not in the councils control.	No change proposed
A034.0	Anon 08	Don't want shops spilling onto pavements more post offices	Public Realm	Response: Public realm improvements are a central part of the proposals for Alperton, in order to create a legible and identifiable place which is pleasant and safe to walk around. The masterplan is to be read in conjunction with The Brent Placemaking Guide which sets out public realm policy and design guidelines. Contributions to the management and maintenance of open spaces will be required as part of any development proposal. Section 7.2 has been updated to reinforce the requirement to refer back to the Placemaking Guide and Section 11.1 has been update to show a commitment to working with partners and the community to improve public realm design and management and maintenance.	7.2 - Destinations and Places 11.1 - Working with partners
A034.1	Anon 08	More post offices	Physical and social infrastructure	The provision of post offices is outside of the councils control, the national policy currently is to reduce the number of post offices.	No change proposed
A035.0	Ernest Griffith	Will it ever get delivered	Viability/ delivery	Response: The masterplan sets out a broad interpretation of the vision for Alperton, including building massing that is able to deliver approximately 1600 homes, as identified within the Core Strategy. On the basis of estimations of land values, construction costs and sales values, the council is comfortable that the proposals are deliverable across medium to long term development cycles. The viability of specific proposals will be tested through the planning process having consideration for the need to deliver mixed and sustainable development, including infrastructure to support development and affordable housing.	11.0 Delivery
A035.1	Ernest Griffith	Public toilets on High Street	Physical and social infrastructure	The council will look to take forward opportunities for more public toilets within the tight financial constraints taken upon it.	No change proposed

A035.2	Ernest Griffith	Play grounds	Physical and social infrastructure	Response: The council recognises that in order for the transformation of Alperton to be a success new developments must have regard for the needs of the new and existing communities and the need for infrastructure, both social and physical, to be delivered alongside the new homes. This approach is set out in Section 4.0 and 7.3 and section 7.3 has been amended to make this intention clearer.	7.3 Destinations and places
A036.0	Bari Hadi	It is a ruined area	Unsupportive comment	Unsupportive comment noted	No change proposed
A036.1	Bari Hadi	If you try it can happen although it will take time.	Viability/ delivery	Response: The masterplan sets out a broad interpretation of the vision for Alperton, including building massing that is able to deliver approximately 1600 homes, as identified within the Core Strategy. On the basis of estimations of land values, construction costs and sales values, the council is comfortable that the proposals are deliverable across medium to long term development cycles. The viability of specific proposals will be tested through the planning process having consideration for the need to deliver mixed and sustainable development, including infrastructure to support development and affordable housing.	
A036.2		But stil it will developed and attractive	Supportive comment	Supportive comment noted	No change proposed
A037.0	Monica/ Afsana/ Hafsa/ Lia	We agree that the pictures and information being shown are exactly what Alperton is about	Supportive comment	Comment in line with intentions of masterplan	No change proposed
A037.1	Monica/ Afsana/ Hafsa/ Lia	We think its great that Alperton is going to change for the better and we are happy to think about the variety and differences Alperton is going to change to	as above	Supportive comment noted	No change proposed
A038.2	Monica/ Afsana/ Hafsa/ Lia	We believe if there was more hands on approach then there would be more supporters.	as above	as above	No change proposed
A039.3	Monica/ Afsana/ Hafsa/ Lia	Open spacing from Alperton School to one Tree Hill	Physical and social infrastructure	Response: The council recognises that in order for the transformation of Alperton to be a success new developments must have regard for the needs of the new and existing communities and the need for infrastructure, both social and physical, to be delivered alongside the new homes. This approach is set out in Section 4.0 and 7.3 and section 7.3 has been amended to make this intention clearer.	4.0 Achieving the vision 7.3 Destinations and places
A040.0	Dr Aadil Ali Khan	Development is essential due to wastage of land in industrial area as it is a prime location	Supportive comment	Supportive comment noted	No change proposed
A040.1	Dr Aadil Ali Khan	Alperton needs residentail/commercial complexes for young and old not industrial areas	as above	as above	No change proposed
A040.2	Dr Aadil Ali Khan	The total outlook will change with new developme of schools, shops, elderly care and health facilities, home, gyms etc	as above	as above	No change proposed
A040.3	Dr Aadil Ali Khan	Elderly care and health related activities. Doctors, surgeries, dentists, pharmacy, health care and gyms etc	Physical and social infrastructure	Response: The council recognises that in order for the transformation of Alperton to be a success new developments must have regard for the needs of the new and existing communities and the need for infrastructure, both social and physical, to be delivered alongside the new homes. This approach is set out in Section 4.0 and 7.3 and section 7.3 has been amended to make this intention clearer.	4.0 Achieving the vision 7.3 Destinations and places

A040.4	Dr Aadil Ali Khan	Residential care homes, nursing homes mobility shops.	Physical and social infrastructure	Response: Supported housing need in the borough accommodates a wide range of client groups, which include the some of the most vulnerable people in the borough, including frail elderly people and individuals and households with multiple, complex needs. The provision of new care and support accommodation, as well as the remodelling of existing facilities, to enable people to live more independently is a strategic priority for the borough (CP21). The extent, number and location of such housing should come out of a borough wide assessment of needs and analysis of available resources and this will inform the next version of the IIF for the Borough. No changes to the masterplan are proposed.	No change proposed
A040.5	Dr Aadil Ali Khan	Need for children and elderly. Elderly Care Homes, Part III Warden controlled accommodations	as above	as above	No change proposed
A041.0	Karisma/ Vivek/ Soniya	Sports Club	Physical and social infrastructure	Response: The council recognises that in order for the transformation of Alperton to be a success new developments must have regard for the needs of the new and existing communities and the need for infrastructure, both social and physical, to be delivered alongside the new homes. This approach is set out in Section 4.0 and 7.3 and section 7.3 has been amended to make this intention clearer.	4.0 Achieving the vision 7.3 Destinations and places
A042.0	Brian Gannon	Beresford Avenue not suitable for commercial vehicles - rat run which causes problems for businesses	Transport	Comment in line with intentions of masterplan	No change proposed
A043.0	Dolores O'Connor	This development is long overdue it will enhance the usage of the undeveloped land and solve the housing needs	Supportive comment	Supportive comment noted	No change proposed
A043.1	Dolores O'Connor	There is a widespread industrial area in Park Royal already which could be further developed. Alperton should look at mainly residential development	Housing/ density	Response: As suggested within the document, the proposed masterplan is one interpretation of how development could come forward in Alperton, around suggested principles of streets and connections, adjacencies, use, character and housing mix. Suggested building heights are included to further explain the suggested interpretation and show consideration of the impact on adjacent and existing dwellings. Section 4.0 has been updated to make this intention clearer.	No change proposed
A043.2	Dolores O'Connor	The development should have enough open area school and residential care homes for the local elderly also a doctors surgery and a dentist	Physical and social infrastructure	Response: The council recognises that in order for the transformation of Alperton to be a success new developments must have regard for the needs of the new and existing communities and the need for infrastructure, both social and physical, to be delivered alongside the new homes. This approach is set out in Section 4.0 and 7.3 and section 7.3 has been amended to make this intention clearer.	4.0 Achieving the vision 7.3 Destinations and places
A043.3	Dolores O'Connor	residential care homes	Physical and social infrastructure	Response: Supported housing need in the borough accommodates a wide range of client groups, which include the some of the most vulnerable people in the borough, including frail elderly people and individuals and households with multiple, complex needs. The provision of new care and support accommodation, as well as the remodelling of existing facilities, to enable people to live more independently is a strategic priority for the borough (CP21). The extent, number and location of such housing should come out of a borough wide assessment of needs and analysis of available resources and this will inform the next version of the IIF for the Borough. No changes to the masterplan are proposed.	No change proposed
A043.4	Dolores O'Connor	Residential care homes and nursing care, doctors surgery and dentist	as above	as above	as above
A044.0	V Paranthaman	<a href="#">This development is long overdue</a>	Supportive comment	Supportive comment noted	No change proposed

A044.1	V Paranthaman	Further development could improve the park royal area	Supportive comment	Response: On the basis of availability of information, the council has a broad understanding of costs and values in the masterplan area and these are not perceived to be prohibitive. The 2009 Affordable Housing Viability Study concludes that although circumstances vary from site to site, it is appropriate for the council to maintain the 50% borough wide target and this is included within the Adopted LDF Core Strategy (2011). Development proposals that come forward will be tested for viability through the planning process having regard for a number of factors, including the deliver of affordable housing. In any case, it is not possible for the masterplan to introduce a policy that differs from the Core Strategy.	10.3 - Opportunity to introduce residential development
A044.2	V Paranthaman	Development should have schools and police station	Physical and social infrastructure	Response: The council recognises that in order for the transformation of Alperton to be a success new developments must have regard for the needs of the new and existing communities and the need for infrastructure, both social and physical, to be delivered alongside the new homes. This approach is set out in Section 4.0 and 7.3 and section 7.3 has been amended to make this intention clearer.	4.0 Achieving the vision 7.3 Destinations and places
A044.3	V Paranthaman	Residential care homes and nursing care, doctors surgery, dentist and pharmacy	Physical and social infrastructure	Response: Supported housing need in the borough accommodates a wide range of client groups, which include the some of the most vulnerable people in the borough, including frail elderly people and individuals and households with multiple, complex needs. The provision of new care and support accommodation, as well as the remodelling of existing facilities, to enable people to live more independently is a strategic priority for the borough (CP21). The extent, number and location of such housing should come out of a borough wide assessment of needs and analysis of available resources and this will inform the next version of the IIF for the Borough. No changes to the masterplan are proposed.	No change proposed
A045.0	Mr M A A Khan	This development is long overdue. It will enhance the usage of the underdevelopment land and solve the housing needs	Supportive comment	Response: On the basis of availability of information, the council has a broad understanding of costs and values in the masterplan area and these are not perceived to be prohibitive. The 2009 Affordable Housing Viability Study concludes that although circumstances vary from site to site, it is appropriate for the council to maintain the 50% borough wide target and this is included within the Adopted LDF Core Strategy (2011). Development proposals that come forward will be tested for viability through the planning process having regard for a number of factors, including the deliver of affordable housing. In any case, it is not possible for the masterplan to introduce a policy that differs from the Core Strategy.	No change proposed
A045.1	Mr M A A Khan	There is a widespread industrial area in Park Royal already which could be further developed. Alperton should look at mainly residential development. Improved communications and infrastructure will help	Housing/ density	Comment in line with intentions of masterplan	No change proposed
A045.2	Mr M A A Khan	The development and regeneration shold have enough open areas, school and residential care homes for the local elderly. Also a doctor's surgery and dentist	Physical and social infrastructure	Response: The council recognises that in order for the transformation of Alperton to be a success new developments must have regard for the needs of the new and existing communities and the need for infrastructure, both social and physical, to be delivered alongside the new homes. This approach is set out in Section 4.0 and 7.3 and section 7.3 has been amended to make this intention clearer.	4.0 Achieving the vision 7.3 Destinations and places

A045.3	Mr M A A Khan	Residential care homes and nursing care, doctor's surgery, dentist	Physical and social infrastructure	Response: Supported housing need in the borough accommodates a wide range of client groups, which include the some of the most vulnerable people in the borough, including frail elderly people and individuals and households with multiple, complex needs. The provision of new care and support accommodation, as well as the remodelling of existing facilities, to enable people to live more independently is a strategic priority for the borough (CP21). The extent, number and location of such housing should come out of a borough wide assessment of needs and analysis of available resources and this will inform the next version of the IIF for the Borough. No changes to the masterplan are proposed.	No change proposed
A046.0	Abida Khan/ Ahmed Khan	Development within the social community is essential at this point in time. Creating the appropriate infrastructure will help greatly to enhance the community spirit with the generally neglected elderly	Physical and social infrastructure	Response: The council recognises that in order for the transformation of Alperton to be a success new developments must have regard for the needs of the new and existing communities and the need for infrastructure, both social and physical, to be delivered alongside the new homes. This approach is set out in Section 4.0 and 7.3 and section 7.3 has been amended to make this intention clearer.	4.0 Achieving the vision 7.3 Destinations and places
A047.1	Abida Khan/ Ahmed Khan	There is a vast amount of industrial buildings that could be developed to support the elderly community. In addition to regeneration of buildings, transport requirements should also be considered	Transport	Response: The council has referred concerns raised about existing safety on Beresford Avenue to the Highways Department who are investigating this item. Opportunities for road and junction improvements and traffic calming if necessary will be investigated as part of the transport assessment for each individual development site.	No change proposed
A047.2	Abida Khan/ Ahmed Khan	The development needs to provide appropriate social and community services which should at the very best include school, residential housing and medical services for the elderly	Physical and social infrastructure	Response: Supported housing need in the borough accommodates a wide range of client groups, which include the some of the most vulnerable people in the borough, including frail elderly people and individuals and households with multiple, complex needs. The provision of new care and support accommodation, as well as the remodelling of existing facilities, to enable people to live more independently is a strategic priority for the borough (CP21). The extent, number and location of such housing should come out of a borough wide assessment of needs and analysis of available resources and this will inform the next version of the IIF for the Borough. No changes to the masterplan are proposed.	No change proposed
A048.3	Abida Khan/ Ahmed Khan	Care homes, doctors, dentist, pharmacy, entertainment centre	as above	as above	as above
A049.0	Anon 19	The riverside banks underdeveloped and neglected	Waterside development	Response: Section 7.3 states that a series of new green spaces will be created as well as proposing improvements to existing open spaces which are detailed in the character area chapters. It is recognised that the masterplan could usefully provide more guidance on how the canal should be protected and enhanced. Relevant biodiversity and canal-side protection and enhancement measures that will be sought from development proposals will be added to section 7.5.	No change proposed
A049.1	Anon 19	Needs a lot of capital to develop as planned. Private sector involvement is essential.	Housing/ density	Response: The masterplan sets out the vision of how regeneration can transform Alperton into three distinct character areas and describes each of these areas in terms of overall feel and character, land use, building height, street hierarchy, public realm, open space improvements and housing density, types and tenure. Moreover, building upon the LDF position on the need for development to be sustainable and supported by adequate social and physical infrastructure, the masterplan details a series of interventions and projects that will support the growth in the number of people living and working in Alperton.	No change proposed



A049.12		Energy efficient development.	Environmental Sustainability	Response: Section 7.5 has been updated to include more guidance on sustainable development including relevant biodiversity and canal-side protection and enhancement measures which will be sought from development proposals and an additional section 7.6 has been added on Environmental Protection.	
A049.13		May lose the old architecture and replaced by modern building without character	Housing/ density	Response: The masterplan sets out the vision of how regeneration can transform Alperton into three distinct character areas and describes each of these areas in terms of overall feel and character, land use, building height, street hierarchy, public realm, open space improvements and housing density, types and tenure. Moreover, building upon the LDF position on the need for development to be sustainable and supported by adequate social and physical infrastructure, the masterplan details a series of interventions and projects that will support the growth in the number of people living and working in Alperton.	No change proposed
A049.2	Anon 19	Not well publicised for all people to know about the development, currety I see there is lot of redundant land and underdeveloped. I can see from the master plan this is addressed to some degree	Housing/ density	Response: The council believes that the site presents a major opportunity not only to provide additional homes but also contribute to the delivery of the essential social and physical infrastructure that Alperton needs including potentially a new open space and is disappointed that the GLA are not flexible enough to consider some enabling development to see this site come forward. Due to the specific concerns raised by the GLA however the council accepts reluctantly that any review of the site allocation will need to be completed through a Development Plan Document and so has withdrawn any reference to any alternative development option for this area. Section 10.3 has been withdrawn.	10.3 - Opportunity to introduce residential development
A049.3	Anon 19	In view of the ongoing population there should be provision for residential and nursng homes in this new development.	Physical and social infrastructure	Response: Supported housing need in the borough accommodates a wide range of client groups, which include the some of the most vulnerable people in the borough, including frail elderly people and individuals and households with multiple, complex needs. The provision of new care and support accommodation, as well as the remodelling of existing facilities, to enable people to live more independently is a strategic priority for the borough (CP21). The extent, number and location of such housing should come out of a borough wide assessment of needs and analysis of available resources and this will inform the next version of the IIF for the Borough. No changes to the masterplan are proposed.	No change proposed
A049.4	Anon 19	None. Already too much space occupied by warehouses and industrial units	as above	as above	No change proposed
A049.5	Anon 24	Lack of car parking is a major issue	Transport	Response: The proposals in the masterplan have been designed so that, using the average parking ratios set out in Section 7.4, all new cars introduced to the area can be accommodated within the growth area boundary using a combination of on and off street parking. Car clubs and car sharing will also be encouraged in new development to reduce car use. If new development has an affect on parking availability on existing streets then the introducton of controlled parking should be considered if it is in the interest of existing residents. Some residents have suggested that a multi storey car park should be built or developments should consider underground car parking, neither of these solutions have been proposed in the masterplan as they are considered to be unviable and contrary to sustainable development and the design principles of the masterplan Section 7.4 has been updated to reinforce this approach.	7.4 Reducing car use
A049.6	Anon 24	More car parking required in the new development	as above	as above	as above

A050.0	Brian Wilson	GP provision, Parking,	Physical and social infrastructure	Response: The council recognises that in order for the transformation of Alperton to be a success new developments must have regard for the needs of the new and existing communities and the need for infrastructure, both social and physical, to be delivered alongside the new homes. This approach is set out in Section 4.0 and 7.3 and section 7.3 has been amended to make this intention clearer.	4.0 Achieving the vision 7.3 Destinations and places
A050.1	Brian Wilson	Green and open spaces	Physical and social infrastructure	Response: Section 7.3 – describes the councils approach to meeting open space requirements in Alperton, which includes improving existing open space and proposing locations of new open spaces which can be delivered through development. It has been noted that this section should provide more detail on how open spaces can be improved with a clear reference back to CP8 –Protection and enhancement of Open Space and the requirements of the Infrastructure Investment Framework.	7.3 Destinations and places
A050.2	Brian Wilson	Too many cars, parking lots, car ratios are not realistic	Transport	Response: The proposals in the masterplan have been designed so that, using the average parking ratios set out in Section 7.4, all new cars introduced to the area can be accommodated within the growth area boundary using a combination of on and off street parking. Car clubs and car sharing will also be encouraged in new development to reduce car use. If new development has an affect on parking availability on existing streets then the introduciton of controlled parking should be considered if it is in the interest of existing residents. Some residents have suggested that a multi storey car park should be built or developments should consider underground car parking, neither of these solutions have been proposed in the masterplan as they are considered to be unviable and contrary to sustainable development and the design principles of the masterplan Section 7.4 has been updated to reinforce this approach.	7.4 Reducing car use
A050.3	Brian Wilson	Traffic calming on Beresford Avenue: Lights, sleeping policemen, cars parked on both sides	Transport	Response: The council has refered concerns raised about existing safety on Beresford Aveue to the Highways Department who are investigating this item. Opportunities for road and junction improvements and traffic calming if necessary will be investigated as part of the transport assessment for each individual development site.	No change proposed
A051.0	C George	Better transport system forthe elderly. Quite difficult for them to travel with shopping from Sainsbury without trabnsport	Transport	Response: As a council we have an aspiration to secure a new bus route through the Borough which will go through Alperton, linking Sainsbury in the west with Beresford Avenue and Stonebridge Park Station. The council wil continue to work closely with Transport for London to negotiate improved frequency of the 224 bus route and the potentially new bus route as the new homes are delivered and demand increases. Section 7.4 has been updated with more information on the proposed new bus route.	7.4 Reducing car use
A051.1	C George	Create a new link from Atlip Road to Woodside End Improve access to Sainsburys	Public Realm	Comment in line with intentions of masterplan	No change proposed
A051.2	C George	New road linking Woodside End and Mount Pleasant	as above	as above	No change proposed

A051.3	C George	Improvements to Queensbury Road industrial estate. Speed bumps on Carylton Road and some of the avenues. Some motorists seen these road as a motorway. Make Avenue in Abbey Estate either one way up or one way down.	Transport	Response: The council has referred concerns raised about existing safety on Beresford Avenue to the Highways Department who are investigating this item. Opportunities for road and junction improvements and traffic calming if necessary will be investigated as part of the transport assessment for each individual development site.	No change proposed
A052.0	Ms Rachel Victor-Sampson	Ealing Road from Alperton Station to High Rd Wembley is the main area for congestion. Extending controlled parking and parking provision needs to be carefully considered. Residents around Mount Pleasant previously rejected a council proposal for this as parking is not an issue in certain areas.	Transport	Response: The proposals in the masterplan have been designed so that, using the average parking ratios set out in Section 7.4, all new cars introduced to the area can be accommodated within the growth area boundary using a combination of on and off street parking. Car clubs and car sharing will also be encouraged in new development to reduce car use. If new development has an affect on parking availability on existing streets then the introduction of controlled parking should be considered if it is in the interest of existing residents. Some residents have suggested that a multi storey car park should be built or developments should consider underground car parking, neither of these solutions have been proposed in the masterplan as they are considered to be unviable and contrary to sustainable development and the design principles of the masterplan. Section 7.4 has been updated to reinforce this approach.	7.4 Reducing car use
A052.1	Ms Rachel Victor-Sampson	This is an opportunity to enhance community identity which will change with new communities coming into the area. It is important to allow some scope for those communities to shape Alperton also. The Hindu temple is a beautiful building but not in character with its surroundings. Keen to see how you will use these assets to development a distinctive character. Some sensitivity needed here as people of different faiths and heritage reside in the borough.	Housing/ density	Response: The masterplan sets out the vision of how regeneration can transform Alperton into three distinct character areas and describes each of these areas in terms of overall feel and character, land use, building height, street hierarchy, public realm, open space improvements and housing density, types and tenure. Moreover, building upon the LDF position on the need for development to be sustainable and supported by adequate social and physical infrastructure, the masterplan details a series of interventions and projects that will support the growth in the number of people living and working in Alperton.	No change proposed
A052.2	Ms Rachel Victor-Sampson	Should the big vision involve the creating of vibrant waterside space. Aside from housing could this area not be used to generate visitors, build the economy - look at areas like Paddington basin, Camden Lock.	Waterside development	Comment in line with intentions of masterplan	No change proposed
A052.3	Ms Rachel Victor-Sampson	At present space in front of Alperton Station allows passengers to be dropped off. This is a good thing as it does not create congestions. I would not like to see this change. Also bus stops congested.	Transport	Response: The council has referred concerns raised about existing safety on Beresford Avenue to the Highways Department who are investigating this item. Opportunities for road and junction improvements and traffic calming if necessary will be investigated as part of the transport assessment for each individual development site.	No change proposed
A052.4	Ms Rachel Victor-Sampson	Youth provision is very poor in this area. Open spaces are unattractive. Scope to generate some community spirit - warden schemes. Etc Heather Park Open space terribly underused. Scope to generate some community competition again around ideas, etc.. Need to raise the ambition here and create some lovely low maintenance spaces.	Physical and social infrastructure	Response: Section 7.3 – describes the council's approach to meeting open space requirements in Alperton, which includes improving existing open space and proposing locations of new open spaces which can be delivered through development. It has been noted that this section should provide more detail on how open spaces can be improved with a clear reference back to CP8 – Protection and enhancement of Open Space and the requirements of the Infrastructure Investment Framework.	7.3 Destinations and places
A052.5	Ms Rachel Victor-Sampson	Comments re: Heather Park Open space on previous.	as above	as above	as above
A053.0	M H Noor Khan	Thanks for asking Housing Needs and Public toilets have been your priorities for ages. I am sure still it is on your priority list	Physical and social infrastructure	The council will look to take forward opportunities for more public toilets within the tight financial constraints taken upon it.	No change proposed

A053.1	M H Noor Khan	Industrial area has been developed but residential area still needs attention	Public Realm	Response: Public realm improvements are a central part of the proposals for Alperton, in order to create a legible and identifiable place which is pleasant and safe to walk around. The masterplan is to be read in conjunction with The Brent Placemaking Guide which sets out public realm policy and design guidelines. Contributions to the management and maintenance of open spaces will be required as part of any development proposal. Section 7.2 has been updated to reinforce the requirement to refer back to the Placemaking Guide and Section 11.1 has been update to show a commitment to working with partners and the community to improve public realm design and management and maintenance.	7.2 - Destinations and Places 11.1 - Working with partners
A053.2	M H Noor Khan	Schools and residential care homes for the local elderly. Doctors surgery, dentist, chiropodist and keep fit facility for elderly required	Physical and social infrastructure	Response: The council recognises that in order for the transformation of Alperton to be a success new developments must have regard for the needs of the new and existing communities and the need for infrastructure, both social and physical, to be delivered alongside the new homes. This approach is set out in Section 4.0 and 7.3 and section 7.3 has been amended to make this intention clearer.	4.0 Achieving the vision 7.3 Destinations and places
A053.3	M H Noor Khan	Residential care houses and nursing care, Doctors surgery, dentist, pharmacy, chiropodist, keep fit for elderly,	Physical and social infrastructure	Response: Supported housing need in the borough accommodates a wide range of client groups, which include some of the most vulnerable people in the borough, including frail elderly people and individuals and households with multiple, complex needs. The provision of new care and support accommodation, as well as the remodelling of existing facilities, to enable people to live more independently is a strategic priority for the borough (CP21). The extent, number and location of such housing should come out of a borough wide assessment of needs and analysis of available resources and this will inform the next version of the IIF for the Borough. No changes to the masterplan are proposed.	No change proposed
A053.4		... public toilets are required.	Physical and social infrastructure	The council will look to take forward opportunities for more public toilets within the tight financial constraints taken upon it.	No change proposed
A054.0	P Pandya	Footbridge between Queensbury Rd & Nth Circular no lighting in poor repair.	Public Realm	Response: Brent Councils Placemaking Guide sets out the importance of having an adequately funded and coordinated street management and maintenance regime, all Council departments and other agencies whose actions have an impact on the public realm must adopt a philosophy of care and better design in the first instance can reduce maintenance costs in the long term. Section 7.3 has been updated to give stronger links back to the Brent Placemaking Guide and with more emphasis on management and maintenance.	7.3 Destinations and places
A054.1		Bus needed into the Abbey Estate.	Transport	Response: As a council we have an aspiration to secure a new bus route through the Borough which will go through Alperton, linking Sainsbury in the west with Beresford Avenue and Stonebridge Park Station. The council will continue to work closely with Transport for London to negotiate improved frequency of the 224 bus route and the potentially new bus route as the new homes are delivered and demand increases. Section 7.4 has been updated with more information on the proposed new bus route.	7.4 Reducing car use
A054.2		Overgrown. No HGVs past Brent Vale Ave, Carlyon Rd. The tear up the road and break the pavements Where is the neighbourhood watch scheme.does it exist? Pavements and roads in Abbey Rd estate broken	as above	as above	7.3 Destinations and places

A054.3	P Pandya	No to the tower blocks especially the 12 storey ones.	Housing/ density	Response: The masterplan actually restricts taller, higher density housing to one area at the junction of Ealing Road and the canal near to Alperton Station. This area is considered suitable for higher density housing as it has good public transport links and is well served by a range of local services and amenities. Further, this area is characterised by taller buildings, such as Middlesex House, the recently completed development on Atlip Road, and the permitted proposal for the B&Q site, and therefore this form of development is considered to be in keeping with the existing built environment. No changes to the masterplan are proposed.	No change proposed
A054.4		Why is the Abbey Estate being left out. While theresto fo Alperton gets a makeover?No flats at Carlyon Road entrance	Housing/ density	The growth area includes only land which is currently industrial in use, existing residential communities which surround the growth area are still included in the transformation agenda. During the development of the SPD Abbey Estate has been has consistently engaged and included and will continue to be.	No change proposed
A054.5	P Pandya	Help improve Abbey Estate.Roads are torn up by HGV's pavements broken, a bus link is needed into the estate	Transport	Response: As a council we have an aspiration to secure a new bus route through the Borough which will go through Alperton, linking Sainsbury in the west with Beresford Avenue and Stonebridge Park Station. The council wil continue to work closely with Transport for London to negotiate improved frequency of the 224 bus route and the potentially new bus route as the new homes are delivered and demand increases. Section 7.4 has been updated with more information on the proposed new bus route.	7.4 Reducing car use
A054.6	P Pandya	Why do you need to consolidate all the industries around the estate?	CA3	The SPD suggests that any displaced businesses could be relocated to Northfields Industrial Estate, the council would support the development of new affordable workspaces for local businesses.	No change proposed
A055.0	R P Spearpoint	Prefer low rise buildings especially for housing, tall buildings also create strong winds between them.	Housing/ density	Comment in line with intentions of masterplan	No change proposed
A055.1	R P Spearpoint	Industry - how to create new employment.		The SPD aims to protect and enhance the viability and vitality of Ealing Road as a District Centre and also to exploit Alpertons proximity to Park Royal Industrial Estate to create more jobs. The SPD also encourages the provision of affordable workspace and modern business space for economic growth.	No change proposed
A055.2	R P Spearpoint	Need to consider medical services/dentists/school places.	Physical and social infrastructure	Response: The council recognises that in order for the transformation of Alperton to be a success new developments must have regard for the needs of the new and existing communities and the need for infrastructure, both social and physical, to be delivered alongside the new homes. This approach is set out in Section 4.0 and 7.3 and section 7.3 has been amended to make this intention clearer.	4.0 Achieving the vision 7.3 Destinations and places
A055.3	R P Spearpoint	Utilising - drainage/infrastructure/water supply/heat etc		It is the duty of the Statutory Undertaker to supply water and gas effectively, this is not in the councils control.	No change proposed
A055.4	R P Spearpoint	Local residents should decide	Viability/ delivery	Response: Section 11.1 has been update to show a commitment to working with partners and the community during delivery stage.	11.1 Working with partners
A056.0	Rev John Root	There is a great need for more commounity spaces and community centre. St James Church Centre is in full use through the wreck usually with 2 or 3 events concurrently. In particular we have request for after school education and for church services of other denominations. What thought has been given to the need for extra school spaces	Physical and social infrastructure	Response: The council recognises that in order for the transformation of Alperton to be a success new developments must have regard for the needs of the new and existing communities and the need for infrastructure, both social and physical, to be delivered alongside the new homes. This approach is set out in Section 4.0 and 7.3 and section 7.3 has been amended to make this intention clearer.	4.0 Achieving the vision 7.3 Destinations and places

A057.0	Robert Hastings	You have proposed nothing it up to the private builder to propose and the council accept planning permission which will be high rise flats and all the problem with them.	Housing/ density	Response: The masterplan actually restricts taller, higher density housing to one area at the junction of Ealing Road and the canal near to Alperton Station. This area is considered suitable for higher density housing as it has good public transport links and is well served by a range of local services and amenities. Further, this area is characterised by taller buildings, such as Middlesex House, the recently completed development on Atlip Road, and the permitted proposal for the B&Q site, and therefore this form of development is considered to be in keeping with the existing built environment. No changes to the masterplan are proposed.	No change proposed
A057.1		What I have been informaed is that: a) The whole project will cost nothing to the cuoncil (which is good) b) Because the land is not owned by the council will delay the contract by at least a further 10 years c) Cost as the council have no idea what the build will be able to build far sale let ☒	Viability/ delivery	Response: The masterplan sets out a broad interpretation of the vision for Alperton, including building massing that is able to deliver approximately 1600 homes, as identified within the Core Strategy. On the basis of estimations of land values, construction costs and sales values, the council is comfortable that the proposals are deliverable across medium to long term development cycles. The viability of specific proposals will be tested through the planning process having consideration for the need to deliver mixed and sustainable development, including infrastructure to support development and affordable housing.	11.0 Delivery
A057.2		d) services provided such as extra school plaecs/ doctors e) when constructing large blocks the land around has to be kept open. I think you try far too much and show spread over longer period	Physical and social infrastructure	Response: The council recognises that in order for the transformation of Alperton to be a success new developments must have regard for the needs of the new and existing communities and the need for infrastructure, both social and physical, to be delivered alongside the new homes. This approach is set out in Section 4.0 and 7.3 and section 7.3 has been amended to make this intention clearer.	4.0 Achieving the vision 7.3 Destinations and places
A057.3	Robert Hastings	I think you should inspect what Ealing Road building along the canal. And contact them if any problem occur.Â The building contractor will only build if he can sell as at Wembley Park Â	as above	as above	11.0 Delivery
A058.0	Geoff Lumley	Need community hall space for workshop, meetings, gatherings all existing such buildings are on Ealing road (Stanley Avenue) not in the development site	Physical and social infrastructure	Response: The council recognises that in order for the transformation of Alperton to be a success new developments must have regard for the needs of the new and existing communities and the need for infrastructure, both social and physical, to be delivered alongside the new homes. This approach is set out in Section 4.0 and 7.3 and section 7.3 has been amended to make this intention clearer.	4.0 Achieving the vision 7.3 Destinations and places
A058.1	Geoff Lumley	As before - more community space indoors	as above	as above	as above
A059.0	M J Ranchhoddas	The area recent development is already congested.	Housing/ density	Response: The decision to support growth in Alperton was already set out in the Core Strategy as one of the Boroughs Growth Areas. The Core Strategy (CP2) sets out the borough's plan for a sustainable population growth of 28,000 people by 2017 and the provision of at least 22,000 additional homes between 2007 and 2026. Over 85% of these new homes will be delivered in five growth areas, one of which is Alperton, where mixed use regeneration is identified as having the capacity to delivery a minimum of 1,600 new homes. The masterplan has tested the acceptability of this target, which is also informed by the LDF Site Specific Allocations. No changes are proposed to the masterplan.	No change proposed
A059.1	M J Ranchhoddas	No improvements to the basics like propret tube station, proper bus stops,	Transport	Response: As a council we have an aspiration to secure a new bus route through the Borough which will go through Alperton, linking Sainsbury in the west with Beresford Avenue and Stonebridge Park Station. The council wil continue to work closely with Transport for London to negotiate improved frequency of the 224 bus route and the potentially new bus route as the new homes are delivered and demand increases. Section 7.4 has been updated with more information on the proposed new bus route.	7.4 Reducing car use

A059.2	M J Ranchhoddas	proper pavements, blocked drainage on roads pot holes on roads, railings not kept proper. Resurfacing work carried out on road from Alperton School to Bridgewater Road is substandard, water already seeping near Alperton School	Public Realm	Response: Public realm improvements are a central part of the proposals for Alperton, in order to create a legible and identifiable place which is pleasant and safe to walk around. The masterplan is to be read in conjunction with The Brent Placemaking Guide which sets out public realm policy and design guidelines. Contributions to the management and maintenance of open spaces will be required as part of any development proposal. Section 7.2 has been updated to reinforce the requirement to refer back to the Placemaking Guide and Section 11.1 has been update to show a commitment to working with partners and the community to improve public realm design and management and maintenance.	7.2 - Destinations and Places 11.1 - Working with partners
A059.3	M J Ranchhoddas	I would like the area proposed for development i,e behind Woodside Avenue needs specific plans and not just say we want to develop	Housing/ density	Comment in line with intentions of masterplan	No change proposed
A059.4	M J Ranchhoddas	The approach should be specific plans. Basic to put right for existing residents. Road linking Woodside End and Mount Pleasant which will create RAT RUN is not acceptable	Transport	Response: Traffic calming and good street design including the introduction of home zones will ensure that this route does not become a rat run. No changes to the masterplan proposed.	No change proposed
A059.5	M J Ranchhoddas	Open space at B&Q site.	Physical and social infrastructure	Response: The council recognises that in order for the transformation of Alperton to be a success new developments must have regard for the needs of the new and existing communities and the need for infrastructure, both social and physical, to be delivered alongside the new homes. This approach is set out in Section 4.0 and 7.3 and section 7.3 has been amended to make this intention clearer.	4.0 Achieving the vision 7.3 Destinations and places
A059.6		Road improvements at junction of Ealing Road and Mount Pleasant.	Transport	Response: The council has refered concerns raised about existing safety on Beresford Aveue to the Highways Department who are investigating this item. Opportunities for road and junction improvements and traffic calming if necessary will be investigated as part of the transport assessment for each individual development site.	No change proposed
A059.7		Do not agree with Create a new link for Atlip Road to Woodside End.	as above	as above	No change proposed
A059.8		Do not agree to improve access to Sainsburys.	Public Realm	Unsupportive comment noted	No change proposed
A059.9		It would be better to link Mt Pleasant to Ealing Rd over the CANAL for traffic not congestion to residential area existing at the moment at Woodside Aveetc, as your present proposal would only create problem to joining Mt Pleasant via Woodside Avenue	as above	as above	No change proposed
A060.0	M McCann	It does need updating and more facilities for families. But we do not want High rise ghetto style estates	Physical and social infrastructure	Response: The council recognises that in order for the transformation of Alperton to be a success new developments must have regard for the needs of the new and existing communities and the need for infrastructure, both social and physical, to be delivered alongside the new homes. This approach is set out in Section 4.0 and 7.3 and section 7.3 has been amended to make this intention clearer.	4.0 Achieving the vision 7.3 Destinations and places
A060.1	M McCann	Health, Doctros, Surgeries will need to be improved due to increase size of opoulation. also education needs will have to be improved. At present there is no bus service on the Abbey Estate itself - so travel when yu are a carer for someone who is a wheelchair user is very difficult to access	as above	as above	4.0 Achieving the vision 7.3 Destinations and places

A060.1	M McCann	Provided the housing is not to high and tenants respect their surroundings and neighbours.	Housing/ density	Response: The masterplan actually restricts taller, higher density housing to one area at the junction of Ealing Road and the canal near to Alperton Station. This area is considered suitable for higher density housing as it has good public transport links and is well served by a range of local services and amenities. Further, this area is characterised by taller buildings, such as Middlesex House, the recently completed development on Atlip Road, and the permitted proposal for the B&Q site, and therefore this form of development is considered to be in keeping with the existing built environment. No changes to the masterplan are proposed.	No change proposed
A061.0	Miss Selladurai Kalanee	Improve access to sainsbury			
A062.0	Mr & Mrs Danish	This development is necessary. It will boost the usage of underdeveloped places and solve the housing need	Supportive comment	Supportive comment noted	No change proposed
A062.1	Mr & Mrs Danish	Alperton already has got a sufficient industrial area which could be more developed. It needs more residential development, improved communication and infrastructure	Housing/ density	Response: The council believes that the site presents a major opportunity not only to provide additional homes but also contribute to the delivery of the essential social and physical infrastructure that Alperton needs including potentially a new open space and is disappointed that the GLA are not flexible enough to consider some enabling development to see this site come forward. Due to the specific concerns raised by the GLA however the council accepts reluctantly that any review of the site allocation will need to be completed through a Development Plan Document and so has withdrawn any reference to any alternative development option for this area. Section 10.3 has been withdrawn.	10.3 - Opportunity to introduce residential development
A062.2	Mr & Mrs Danish	There should be more places of enjoyment and sports for young children.	Physical and social infrastructure	Response: Section 7.3 – describes the councils approach to meeting open space requirements in Alperton, which includes improving existing open space and proposing locations of new open spaces which can be delivered through development. It has been noted that this section should provide more detail on how open spaces can be improved with a clear reference back to CP8 –Protection and enhancement of Open Space and the requirements of the Infrastructure Investment Framework.	7.3 Destinations and places
A062.3	Mr & Mrs Danish	Doctors surgery, Nursing Homes, Pharmacy	Physical and social infrastructure	Response: The council recognises that in order for the transformation of Alperton to be a success new developments must have regard for the needs of the new and existing communities and the need for infrastructure, both social and physical, to be delivered alongside the new homes. This approach is set out in Section 4.0 and 7.3 and section 7.3 has been amended to make this intention clearer.	4.0 Achieving the vision 7.3 Destinations and places
A062.4	Mr & Mrs Danish	More old age centres will help local elderly people	Physical and social infrastructure	Response: Supported housing need in the borough accommodates a wide range of client groups, which include the some of the most vulnerable people in the borough, including frail elderly people and individuals and households with multiple, complex needs. The provision of new care and support accommodation, as well as the remodelling of existing facilities, to enable people to live more independently is a strategic priority for the borough (CP21). The extent, number and location of such housing should come out of a borough wide assessment of needs and analysis of available resources and this will inform the next version of the IIF for the Borough. No changes to the masterplan are proposed.	No change proposed



A063.0	Mr Narendra Morar	Please ensure public has access to all canal side, with disabled parking near the canal.	Waterside development	Response: On the basis of availability of information, the council has a broad understanding of costs and values in the masterplan area and these are not perceived to be prohibitive. The 2009 Affordable Housing Viability Study concludes that although circumstances vary from site to site, it is appropriate for the council to maintain the 50% borough wide target and this is included within the Adopted LDF Core Strategy (2011). Development proposals that come forward will be tested for viability through the planning process having regard for a number of factors, including the deliver of affordable housing. In any case, it is not possible for the masterplan to introduce a policy that differs from the Core Strategy.	No change proposed
A063.1	Mr Narendra Morar	Please also ensure there are lots of mooring points for canal boats and also shops and leisure facilities to make the area a destination point for shopping and leisure.	Waterside development	Response: The masterplan promotes the installation of a range of types of additional mooring points along the canal in appropriate locations and these have been proved to be deliverable by developments on the ground. To introduce canalside character alongside new developments, the masterplan does also suggest that it may be possible to introduce inlets at appropriate locations, which may be full depth or shallow constructions. The deliverability of specific proposals (technical and financial) would need to be properly investigated through the planning process.	7.1 A canal runs through it 10.0 Northfields
A063.2	Mr Narendra Morar	I understand you design plan is to encourage a greener environment, but I think there should be some multistorey parking facilities for shoppers and tourists.	Transport	Response: The proposals in the masterplan have been designed so that, using the average parking ratios set out in Section 7.4, all new cars introduced to the area can be accommodated within the growth area boundary using a combination of on and off street parking. Car clubs and car sharing will also be encouraged in new development to reduce car use. If new development has an affect on parking availability on existing streets then the introduction of controlled parking should be considered if it is in the interest of existing residents. Some residents have suggested that a multi storey car park should be built or developments should consider underground car parking, neither of these solutions have been proposed in the masterplan as they are considered to be unviable and contrary to sustainable development and the design principles of the masterplan Section 7.4 has been updated to reinforce this approach.	7.4 Reducing car use
A064.0	QARA Group of Associations (Robert Dunwell)	Throughout this Alperton Master Plan there is either no or very little flow down of quantum, type or descriptive requirements from the respective parts of the Core Strategy that refer to the Alperton Growth area. This whole Masterplan lacks any of the aforementioned detail that is normally expected from such a document; specified in National statutory guidances and requirements.	Housing/ density	Large parts of the document have been rewritten to reinforce the relationship with the Core Strategy	Whole document
A064.1	QARA Group of Associations (Robert Dunwell)	As but one example of this is the way that the Core strategy requirements for open space are but mentioned in vague / most general terms such as " open space will be provided" and suchlike. No attempt has been made to quantify flowed down requirements of open space and its use for all the masterplan individual sites as is given in various parts of the Core Strategy.	Physical and social infrastructure	Response: Section 7.3 – describes the councils approach to meeting open space requirements in Alperton, which includes improving existing open space and proposing locations of new open spaces which can be delivered through development. It has been noted that this section should provide more detail on how open spaces can be improved with a clear reference back to CP8 –Protection and enhancement of Open Space and the requirements of the Infrastructure Investment Framework.	7.3 Destinations and places
A064.2		This near total lack of definition in the Masterplan gives no assurity whatsoever that the requirements of the Core Strategy will or can be met. The whole document needs rewriting with respective details as indicated above been taken from the Core Strategy, National and London statutory planning, architectural ( good practice guides)and building documentation.		As a result of the comments received many parts of the SPD have been rewritten to strengthen the references back to the Core Strategy and other local and national policy. However, it is not the intention of this document to repeat policy which already exists, rather this document acts a supplementary document to the Core Strategy in policies therein.	
A065.0	Solomon Rojohn	The ACE cafe poses problems quite often with bikers racing between the Ace Cafe and Stonebridge Park blocking the NCRoad. Planners need to take this into account	Transport		

A065.1	Solomon Rojohn	Concerns over increased number of sewers blocked near station causes floods in Ealing Road.	Environmental Sustainability	Reference to potential impact of development on water and waste water infrastructure and need to demonstrate adequate capacity will be added to section 7.5.	7.5 Environmental Sustainability
A065.2	Solomon Rojohn	Also how will the road system cope with increased traffic.	Transport	Response: The council has referred concerns raised about existing safety on Beresford Avenue to the Highways Department who are investigating this item. Opportunities for road and junction improvements and traffic calming if necessary will be investigated as part of the transport assessment for each individual development site.	No change proposed
A065.3	Solomon Rojohn	Need for more doctors surgery, dentists, schools.	Physical and social infrastructure	Response: The council recognises that in order for the transformation of Alperton to be a success new developments must have regard for the needs of the new and existing communities and the need for infrastructure, both social and physical, to be delivered alongside the new homes. This approach is set out in Section 4.0 and 7.3 and section 7.3 has been amended to make this intention clearer.	4.0 Achieving the vision 7.3 Destinations and places
A065.4	Solomon Rojohn	Better transport system needed. Too many heavy goods vehicles when buildigns strain n local needs of local residents. Atlip Road development shows increased traffic. Any compensation for residnets because of this?	Transport	Response: The council has referred concerns raised about existing safety on Beresford Avenue to the Highways Department who are investigating this item. Opportunities for road and junction improvements and traffic calming if necessary will be investigated as part of the transport assessment for each individual development site.	No change proposed
A066.0	Tracy Hall	The towpath along the canal is my biggest concern. There are no longer any benches to sit and rest. there are no bins and rubbish fills the grass and shrubbery alongside the path	Waterside development	Response: Section 7.3 states that a series of new green spaces will be created as well as proposing improvements to existing open spaces which are detailed in the character area chapters. It is recognised that the masterplan could usefully provide more guidance on how the canal should be protected and enhanced. Relevant biodiversity and canal-side protection and enhancement measures that will be sought from development proposals will be added to section 7.5.	7.3 - Destinations and places 7.5 - Environmental sustainability
A066.1	Tracy Hall	I think the shrubbery and mess can be removed from the canal path to widen it to allow room for cyclists and walkers to use it more safely. Also benches, rubbish bins and dog waste could be added to enhance the use of the path. I use thepath everyday and would like to see changes like this	Waterside development	Response: Although British Waterways will be principally responsible for the maintenance and upkeep of the tow path, new development in this area is likely to significantly increase the numbers of those using such spaces. The council will work together with developer partners and statutory undertakers in order to ensure that the canal is a successful public space and reasonable contributions to public realm improvements will be sought and negotiated upon as development comes forward. No change to the masterplan is proposed.	No change proposed
A066.2	Tracy Hall	It would be nice to see this actually happen and not just be talked about	Viability/ delivery	Response: The masterplan sets out a broad interpretation of the vision for Alperton, including building massing that is able to deliver approximately 1600 homes, as identified within the Core Strategy. On the basis of estimations of land values, construction costs and sales values, the council is comfortable that the proposals are deliverable across medium to long term development cycles. The viability of specific proposals will be tested through the planning process having consideration for the need to deliver mixed and sustainable development, including infrastructure to support development and affordable housing.	11.0 Delivery

A066.3	Tracy Hall	Widening of tow path and addig of benches and bins	Waterside development	Response: Section 7.3 states that a series of new green spaces will be created as well as proposing improvements to existing open spaces which are detailed in the character area chapters. It is recognised that the masterplan could usefully provide more guidance on how the canal should be protected and enhanced. Relevant biodiversity and canal-side protection and enhancement measures that will be sought from development proposals will be added to section 7.5.	7.5 Environmental Sustainability
A066.4	Tracy Hall	The lights on ealing road opposite Ford garage from Hanger Lae should make access easier to Carylon Road by addiing a filter right arrow. Lanes should be better designed for this. This would make safety better. Please could this go to next local implementation plan (brent transportation department)	Transport	Response: The council has refered concerns raised about existing safety on Beresford Aveue to the Highways Department who are investigating this item. Opportunities for road and junction improvements and traffic calming if necessary will be investigated as part of the transport assessment for each individual development site.	7.4 Reducing car use
A066.5	Tracy Hall	On Carylon Road is a small row of shop including a newsagent, hairdresser. In between are at least 3 unused shops that could be re-opened as Fish & Chip[s], Bakers, grocers etc	Retail		