

Alperton today

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

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

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

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

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

A canal runs through it

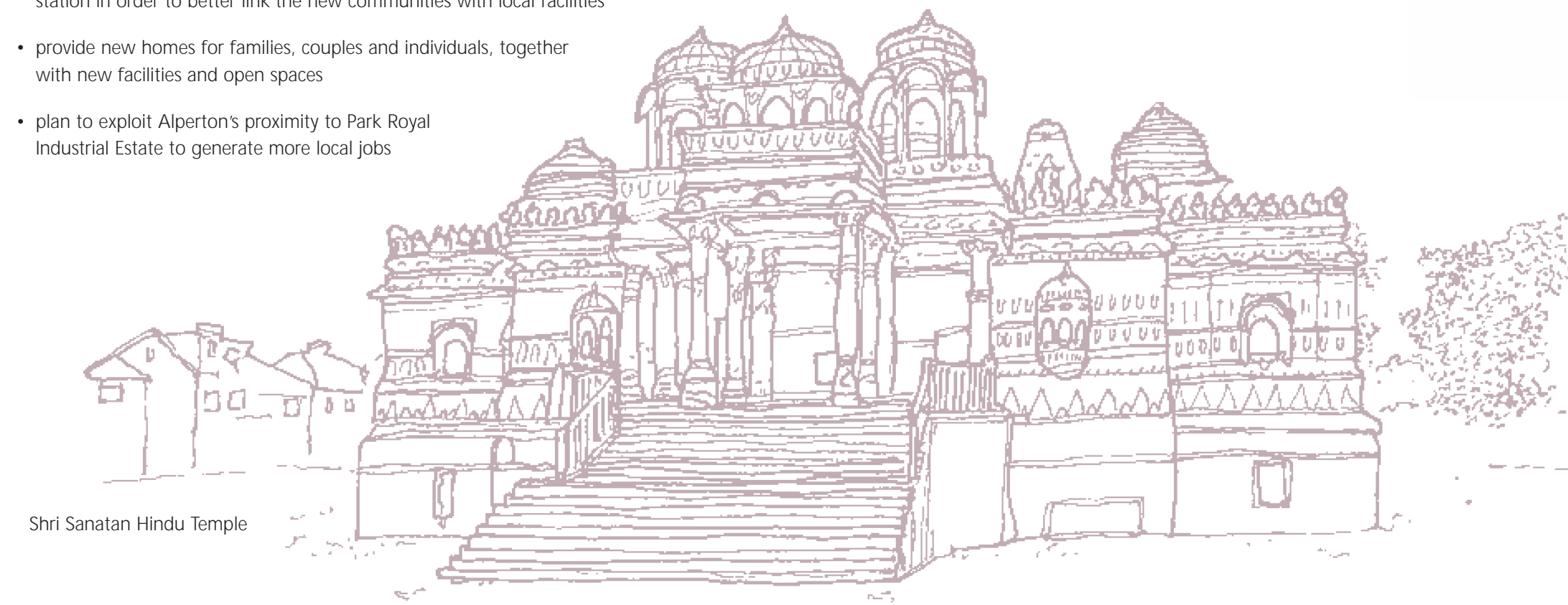
Our ambition is to establish three distinctive new neighbourhoods linked by a high quality and lively stretch of canal.

As you approach the canal from Alperton Station you will encounter a series of green spaces, each with a different character, some active centres for play and gathering and others tranquil spots for quiet relaxation.

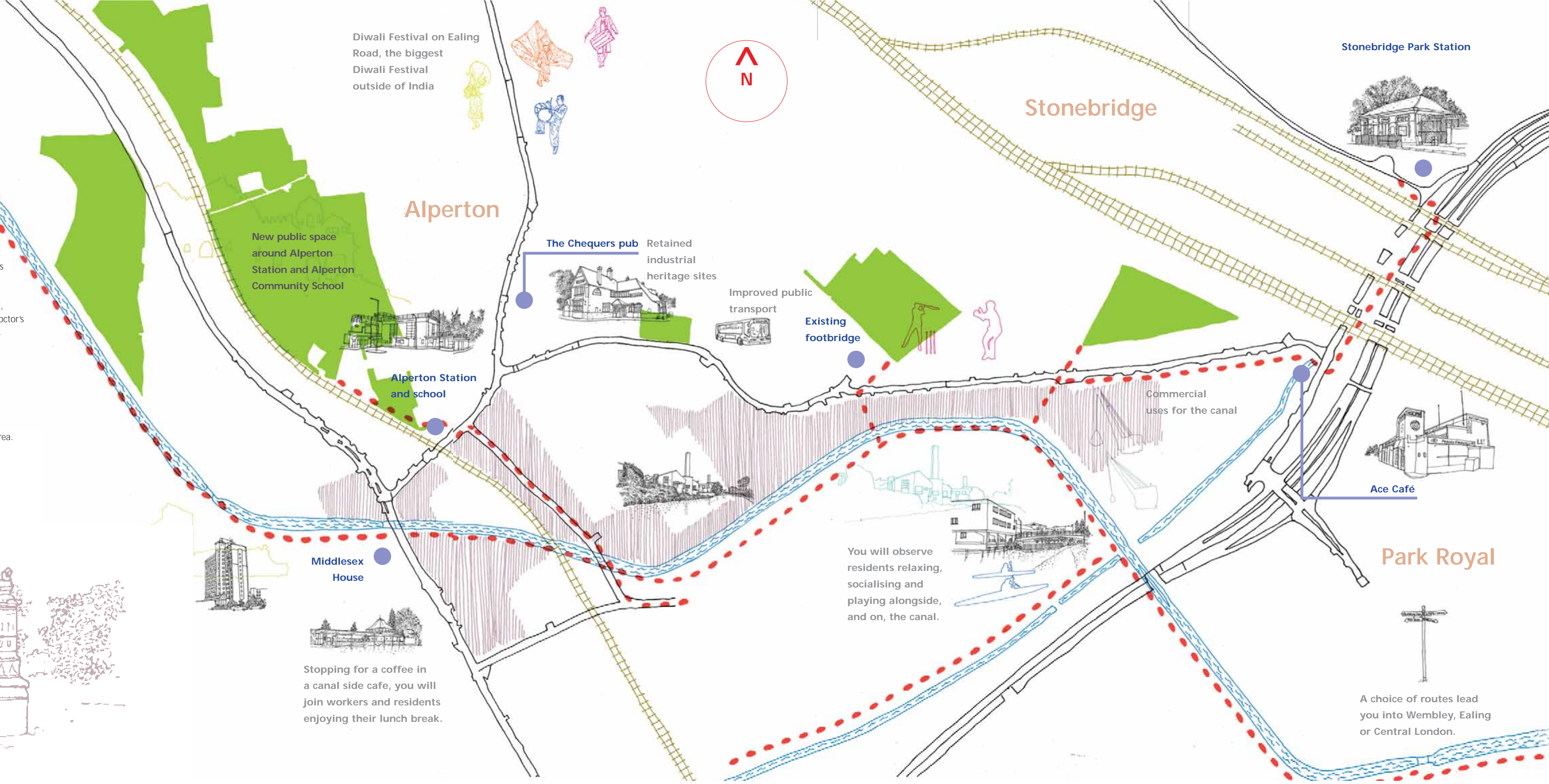
Conveniently located bridges will allow you to easily cross the canal, connecting communities either side with local facilities, such as a doctor's surgery, library, learning centre, café, local jobs, and transport hubs.

New water features will be introduced within developments – such as marinas, pools and moorings – and provide more opportunities for people to access the water along both sides of the canal.

The canal will form part of a wider pedestrian and cycle network, through a new green corridor along the North Circular Road and Brent River Park, providing a pleasant and safe route through the area.



Shri Sanatan Hindu Temple



Foreword

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

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

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

**Cllr Paul Lorber –
Leader of the Council**



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

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

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

**Cllr John Detre –
Lead Member for Regeneration
and Economic Development**



**Alperton's core:
a cultural centre**

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



Emerging out of Alperton Station a new public space will be the start of a busy and energetic high street, linking in a selection of shops, restaurants and public transport facilities. Alperton School, transformed as part of the Building Schools for the Future programme will be a local hub, providing extended services to the wider community.

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



**Waterside residential
neighbourhood**

Alperton's local centre will be a lively, cosmopolitan destination catering for its culturally diverse population. The Shri Sanathan Hindu Temple will re-enforce the cultural significance of the centre.

Alperton is a popular shopping destination specialising in Asian food, fashion and music. The entrepreneurial spirit which exists will be nurtured and encouraged; existing businesses will have room to expand in appropriate accommodation. New and improved business premises will help to further raise the aspirations of the existing business community and attract new investment.

The new development at this centre will be high density and mixed use. Well designed tall buildings at the crossing of Ealing Road and the canal will mark the entrance to this destination.



Moving east along the canal a different neighbourhood emerges, quieter and more residential, a new type of community which provides family homes in a compact modern environment.

New housing will activate the canal, taking advantage of the views and atmosphere. The industrial heritage of the canal is celebrated by retaining important buildings.

**A new type of
community which
provides family
homes in a compact
modern environment.**

The scale of the new development will relate to the adjacent existing neighbourhoods to the north and south, with taller buildings as you move east into the Northfield Estate. The homes will set high standards of environmentally sensitive design.



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

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



**Industrial transition zone:
a new working suburbia**

Development on the Northfield Estate will provide new employment space where local industry can be relocated and consolidated.



New development in this area will provide a mix of modern light industrial units, studios, managed workspaces and new homes.

**The Ace Café will continue to be a significant
landmark and social hub for the area.**



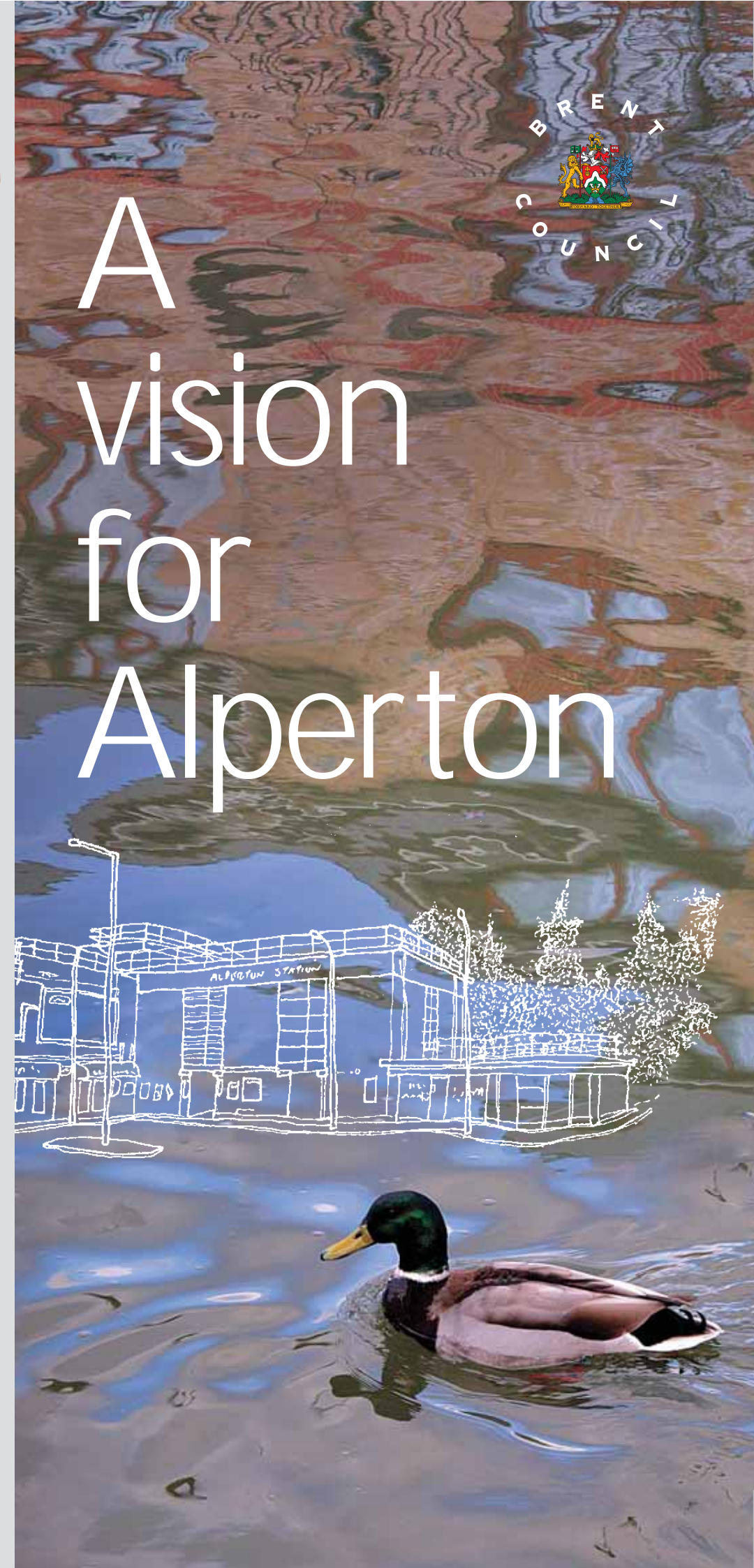
Moving forward

The next step is to take this vision and the research already carried out and develop a masterplan for Alperton. This masterplan will be adopted as a Supplementary Planning Document and so will be used by the Council to ensure that new development supports the ambitions set out in this document.

Our overarching ambitions are to:

- create a new template for 21st century suburban living in Alperton
- develop new homes, whilst improving local business premises.
- improve accessibility across the site
- refurbish and improve existing open spaces
- create a range of local jobs and support local people to gain the necessary skills to access these jobs
- support local residents, businesses and landowners through this period of change

For more information please contact:
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A vision for Alperton



We want to establish Alperton as a place that makes the most of its fantastic assets

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