



GLACIER WAY

Welcome

Sainsbury's has partnered with Barratt London to bring forward emerging proposals for the Sainsbury's car park, located to the north of Glacier Way.

The car park is currently a large open-air surface level space serving the store. The proposals explore how this land could be used more effectively by providing much needed new homes along with real community benefits.

Today's event is your chance to learn more, ask questions, and share your thoughts. Your feedback really matters to us and will play an important role in shaping how the proposals develop.

Our emerging proposals look at how we could:

- Provide new homes for local people
- Retain the current Sainsbury's store
- Create a new, convenient covered customer car park
- Introduce new planting and welcoming green spaces
- Deliver new retail and business space for local enterprises

Thank you for visiting today

Sainsbury's

BARRATT
— LONDON —

Meet the Team

Sainsbury's is the second largest grocer in the UK, with 600 supermarkets and more than 850 convenience stores and over 140,000 colleagues. We are proud to be part of our communities up and down the country. Alongside our food business, we are one of the biggest general merchandise and clothing retailers through our family of brands. We have built market-leading retail media capabilities through our Nectar360 business, powered by our world leading Nectar loyalty platform and coalition of partner brands.

With over 40 years' experience in the capital, Barratt London is one of the city's leading homebuilders, delivering around 2,000 new homes every year. We're proud to be the only major national housebuilder to achieve the Home Builders Federation's top 5-Star rating every year since 2010 - with more than 95% of customers recommending us. We work closely with local authorities and major landowners to deliver high-quality, affordable and energy-efficient homes across London. We also continue to innovate, including our industry-leading Lo-E homes, built to Passivhaus

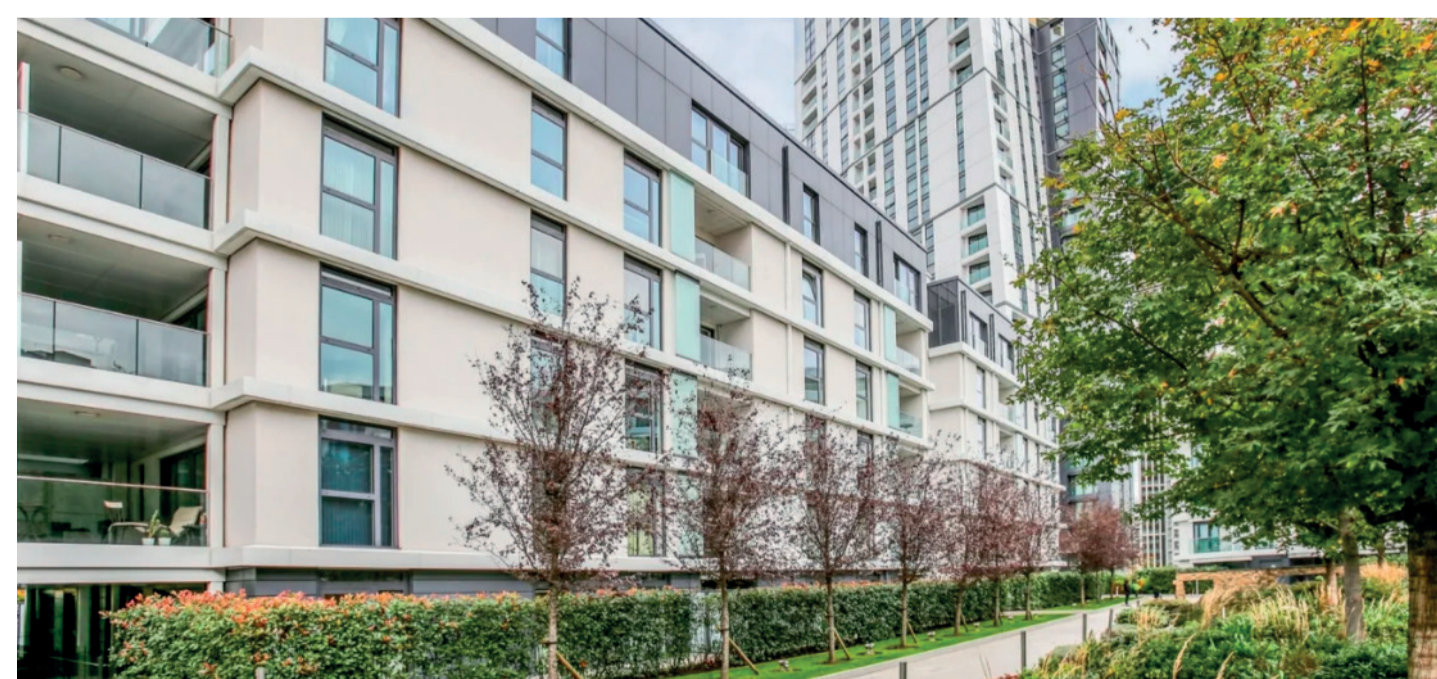
standards to cut heating bills by around 60% and reduce carbon emissions by up to 90%. Our purpose is simple: to make sustainable living a reality and create strong, resilient communities across the capital.

Sainsbury's and Barratt London have a strong, successful track record of working together to deliver high-quality mixed-use developments. The Alperton scheme marks the third collaboration between our organisations, building on previous partnerships that have created over 1,000 new homes across the capital - including landmark regeneration projects such as Nine Elms. Together, we continue to transform sites into thriving, sustainable communities.

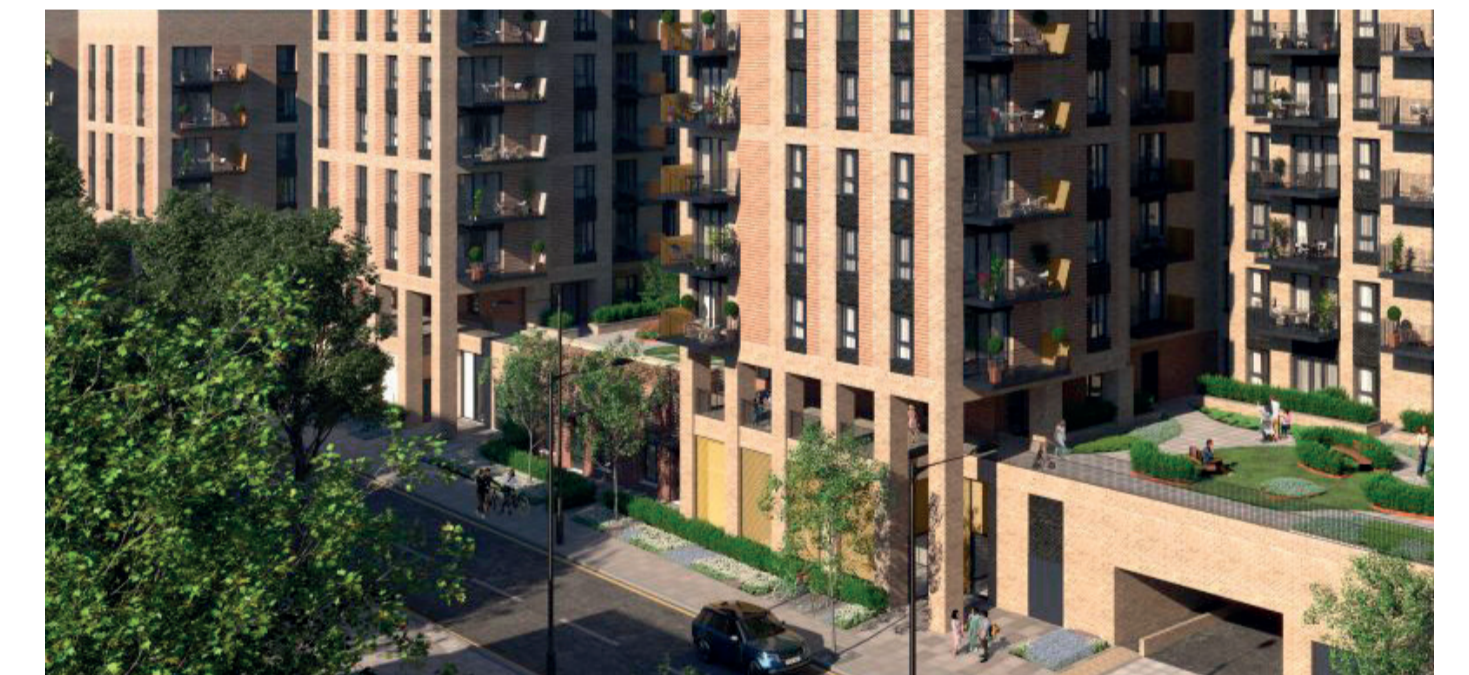
Sainsbury's

**BARRATT
— LONDON —**

Sainsbury's & Barratt London Partnership | Nine Elms



Barratt London in Brent | Wembley Park Gardens



The Site & Context

Site Location

The site currently comprises the Sainsbury's store, open-air surface-level parking and associated facilities. As part of these proposals, the supermarket building and its operation will remain unchanged, ensuring customers can continue to shop as normal.

At this early stage, we are exploring how the existing car park to the east of the store, currently an inefficient open-aired surface-level space, could be redesigned to make better use of the site. Importantly, any future plans would continue to provide convenient covered customer parking, while also creating the opportunity to introduce new homes, community spaces and wider benefits for Alperton.

The Sainsbury's store will continue to serve as a key anchor for the area, supported by a more efficient and welcoming environment for customers and the local community.

The site is within:

- The Alperton Growth Area
- A Tall Building Zone
- A short walk from Alperton Underground Station
- The Ealing Road & Alperton Creative Enterprise Zone

Planning Context

Planning policy supports:

- ✓ New homes within designated growth areas
- ✓ Development of available brownfield land in accessible locations
- ✓ Active commercial and enterprise uses
- ✓ Improvements to public realm and biodiversity

Existing Site Photos



Site Location



Entrance



Car Park

Our Vision & Proposal

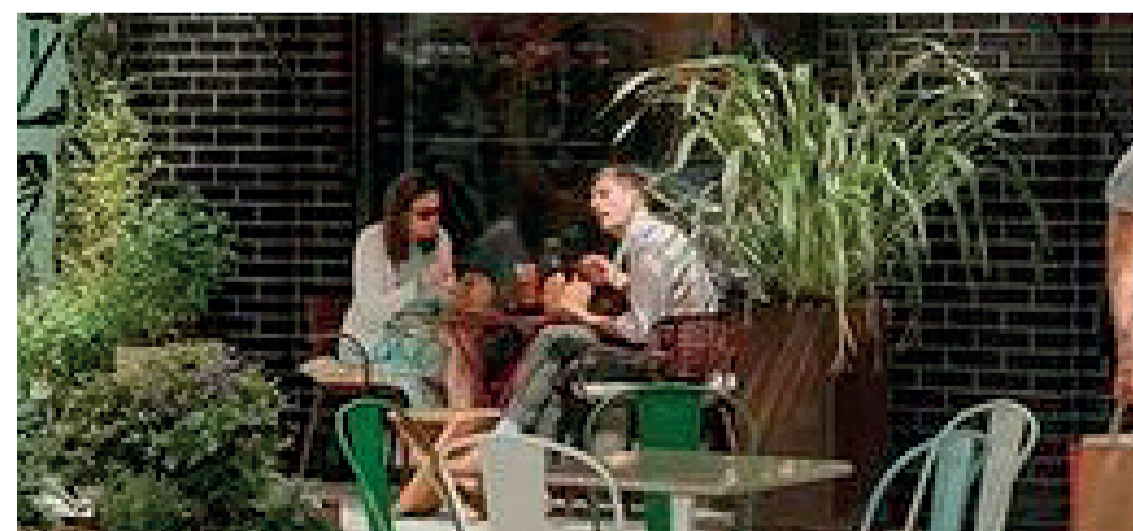
Our vision is to create a place that feels open, welcoming and enjoyable for everyone, whether you're living, working, shopping or simply passing through. The emerging plans aim to transform the site into a vibrant neighbourhood with high-quality new homes, attractive public spaces and safer, easier routes for pedestrians.

Alongside new ground-floor retail and commercial space that can support local businesses and services, the proposals also include a reconfigured covered Sainsbury's car park. This will ensure convenient customer parking is retained while making much more effective use of the land to benefit the wider community.

Business as usual at Sainsbury's Alperton

The existing Sainsbury's store will remain open throughout the construction period, ensuring the community can continue to shop as normal. Customers will still have convenient access to the store while the proposals are delivered.

We are committed to keeping customers, neighbours and the wider community fully updated as the plans progress. This includes sharing information at key stages and offering opportunities—such as this consultation—for people to help shape the future of the space. Your views are an important part of the process, and we will continue to listen, engage and refine the proposals based on feedback.



What This Could Bring

New mixed tenure homes

Affordable housing including in Social Rent tenure

New enterprise & retail space

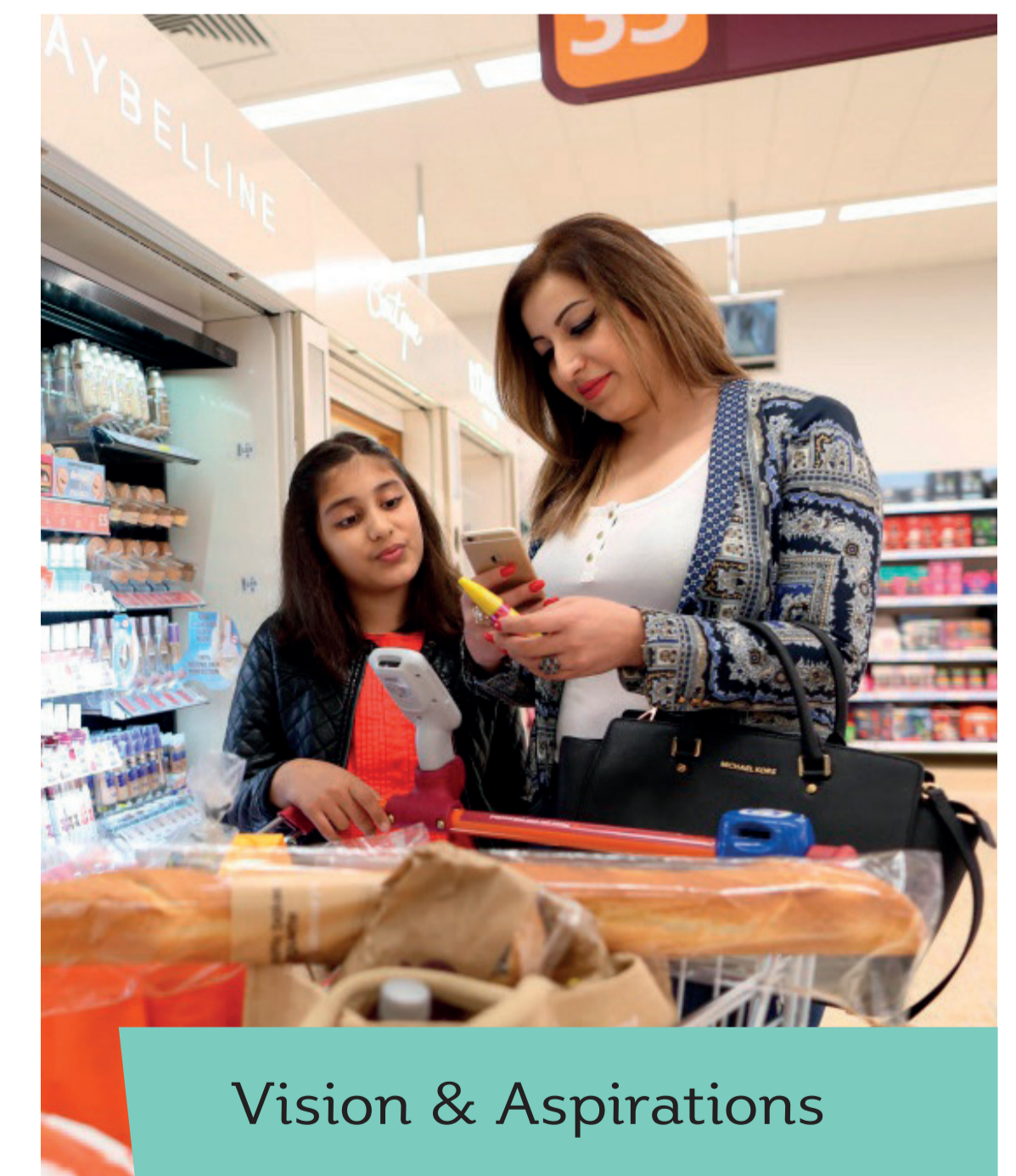
Retained store with replacement grade parking

Helping to shape a new part of Alperton

500+ construction jobs

Improved environment for neighbours

New public spaces



Vision & Aspirations

Our Vision & Proposal

Proposed Buildings & Public Space

At this early stage, the emerging masterplan includes a total of five residential buildings; four arranged around a landscaped podium garden with a single building positioned on the corner of Glacier Way and Ealing Road.

The buildings help define a series of new streets and public spaces across the site.

We are considering how these spaces could:

- Create clearer walking routes
- Provide new places to sit and spend time
- Improve connections to surrounding streets
- Support ground floor shops and businesses

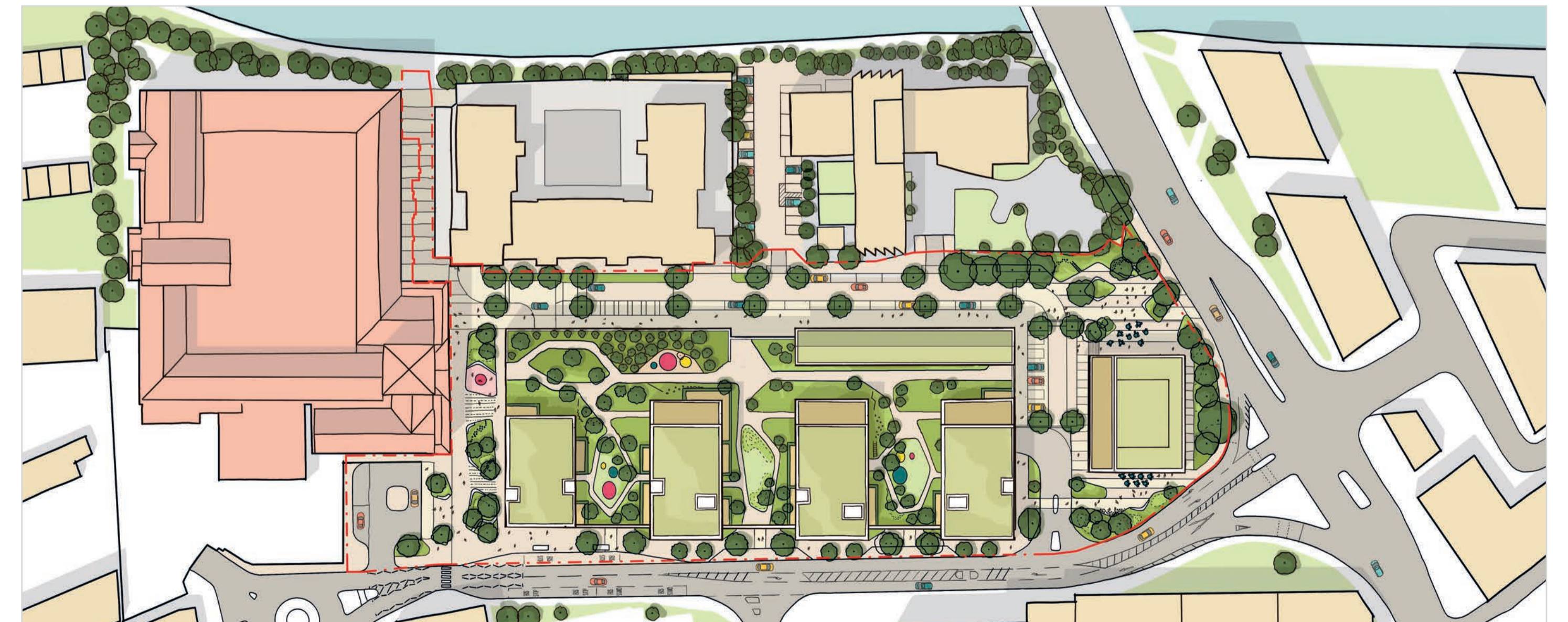
Illustrative views showing how new streets and public spaces could look



Masterplan | Ground Floor



Masterplan | Roof



These images are illustrative. The final design will be informed by ongoing survey work and consultation feedback.

Our Vision & Proposal

Strengthening Links to Ealing Road & the Alperton Creative Enterprise Zone

The site sits at the heart of the Ealing Road & Alperton Creative Enterprise Zone (CEZ), an area celebrated for its vibrant South Asian fashion and jewellery businesses, alongside a growing community of makers, artists and creative entrepreneurs. This unique character provides an exceptional foundation for future growth.

At this early stage, we are exploring how the proposals can build on these strengths and deliver even more opportunities for the community by:

- Creating flexible, affordable spaces for small and independent businesses
- Supporting local makers, designers and creative industries with modern, adaptable workspaces
- Designing active, welcoming streets with ground-floor shops and community-focused amenities
- Providing opportunities for local jobs, skills development and enterprise
- Offering workspace that supports creative careers, including fashion and jewellery skills
- Helping strengthen connections between local businesses and the wider CEZ network

Our aim is to complement and enhance the CEZ's unique identity, helping it continue to flourish as a hub of creativity, culture and local enterprise.



Thank You

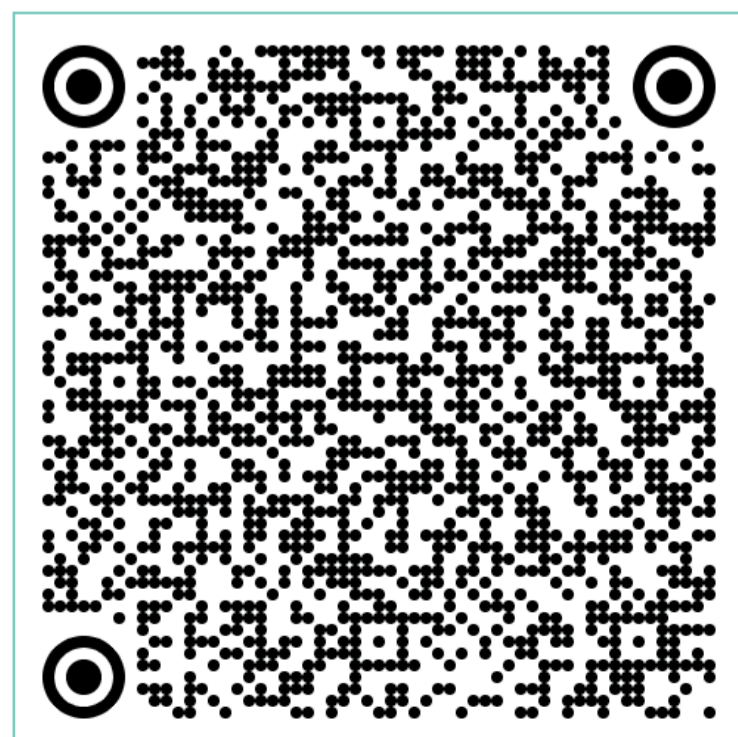
Keep in Touch

Thank you for taking the time to visit today. We are still at an early stage in shaping the proposals, and your views are invaluable in helping us move forward. We encourage you to share any comments or questions — your feedback will directly inform the next stage of the design.

We expect to return later this year with a further round of consultation, where we will present updated plans developed in response to what we hear from the community.

You can speak to a member of the project team today, fill in a feedback form, or scan the QR code to share your comments online.


If you would like a digital copy of the exhibition boards, please get in touch using the contact details provided.



Scan for online
comment form

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