

WELCOME

WELCOME TO OUR PUBLIC EXHIBITION FOR THE TILEWORKS, GLACIER WAY.

We are pleased to welcome you to the second stage of consultation on proposals for the Sainsbury's car park, located to the north of Glacier Way. Sainsbury's has partnered with Barratt London to bring forward plans to transform this underused surface car park to deliver much-needed new homes.

Since our first consultation events in March 2026, the proposals have been positively refined in response to feedback from the local community, alongside ongoing design development. We are now pleased to share this next stage of the emerging proposals and invite further feedback to help shape the plans.

The current proposals are expected to deliver approximately 691 new homes, including affordable housing, alongside new public open spaces, improved landscaping, and environmental enhancements. These elements aim to make better use of the site and improve its relationship with the surrounding area.

This exhibition provides an opportunity to view the updated proposals in detail, understand how the design has evolved since the first consultation, and speak directly with members of the project team.



691 NEW HOMES



NEW GREEN AND PUBLIC SPACES



SAINSBURY'S STORE RETAINED



209 CUSTOMER PARKING SPACES



1,100M² COMMERCIAL AND WORKSPACES

YOUR FEEDBACK, OUR RESPONSE

Keep the Sainsbury's store open during construction

The existing Sainsbury's store will remain open throughout the process, ensuring minimal disruption to a valued local amenity.

Maintain access to parking during construction

We will continue to provide some customer parking for the existing Sainsbury's store throughout construction. A phased approach to delivery will ensure parking remains available, while helping to minimise disruption for customers wherever possible.

Improve access into the site

Access to the site will be improved through a new junction arrangement at Northwick Road and Clacier Way. The proposals will simplify vehicle movements, provide direct access to the retained Sainsbury's store and its customer parking, and create a clearer and more intuitive route into and through the site.

Support local businesses and enterprise

Affordable maker spaces and flexible commercial units will support local creatives, entrepreneurs and small businesses.

Create welcoming and safe public spaces

New streets and public spaces have been designed with active frontages, clear routes, high-quality lighting and natural surveillance.

Create a greener and more sustainable neighbourhood

New trees, biodiversity enhancements, Passivhaus-targeted homes and low-carbon technologies are embedded throughout the proposals.



SITE CONTEXT



PLANNING CONTEXT



The site is allocated for mixed-use redevelopment within Brent’s Local Plan, and is within:

- The Alpertown Growth Area
- Alpertown Tall Building Zone
- The Ealing Road and Alpertown Creative Enterprise Zone
- Alpertown Housing Zone

EXISTING SITE AND PROPOSED CHANGES

The site comprises the open-air surface level car park and associated facilities that serve the Sainsbury’s store. As part of these proposals, **the supermarket building and its operation will remain unchanged**, ensuring customers can continue to shop as normal. Our proposals have sought to explore how the existing car park to the east of the store, currently an inefficient open-aided surface-level space, could be redesigned to make better use of the site.

Importantly, the proposals will retain **209 parking spaces** for Sainsbury’s customers while creating the opportunity to deliver new homes, community spaces and wider benefits for Alpertown. The proposals also include the removal of the existing petrol filling station, which is required to accommodate the new development and enable the delivery of the homes, public realm improvements and community benefits proposed for the site.

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.

SAINSBURY'S & PARKING

SAINSBURY'S HERE TO STAY

- Sainsbury's store remains open and fully operational throughout the works
- 209 customer parking spaces are retained for Sainsbury's customers
- Existing surface car park is being reconfigured and upgraded to improve layout, safety and usability
- Continued provision of 2 hours free customer parking
- Improved layout enhances circulation, safety and ease of use
- Dedicated Click & Collect facility introduced to improve customer convenience



ACCESS & CONVENIENCE

209

customer parking spaces retained

12

accessible parking spaces

12

EV charging points

ACCESS AND MOVEMENT

Noting existing constraints in and around the site, the proposals seek to improve and simplify access arrangements by:

- Relocating the existing Northwick Road junction with Glacier Way
- Consolidating all Sainsbury's vehicle access via Northwick Road
- Providing both entry and exit movements via the realigned Northwick Road to the retained Sainsbury's car park
- Replacing the existing one-way access arrangement to improve clarity, legibility and ease of use

IMPROVED PARKING LAYOUT

The reconfigured car park is designed to ensure parking is:

- Clearly organised and easy to navigate
- Directly connected to store access routes
- Safer and more efficient for all users

Access is prioritised for **supermarket customers** and **Blue Badge / accessible users** (dedicated provision retained within the scheme). The new layout enables more efficient use of space.

PHASING AND OPERATION

Works will be carefully managed and sequenced to:

- Maintain safe customer access at all times
- Minimise disruption to deliveries and servicing
- Ensure the store continues trading throughout the works



EV Spaces

Accessible spaces

Parent & child spaces

THE TILEWORKS VISION

1900



THE SITE WAS
ORIGINALLY HOME TO A
TILE WORKS



CANAL-LED INDUSTRIAL GROWTH

The Grand Junction Canal, built in the early 19th century, established Alperton as a centre for trade. It supported the growth of industrial activity, including construction materials and manufacturing, with the site originally home to tile works.

1950

DEVELOPMENT IS
CHARACTERISED
BY FACING
INDUSTRIAL AND
RETAIL USES



20TH CENTURY INDUSTRY AND RETAIL

The railway and later the North Circular Road reinforced Alperton's role as an industrial area. Between 1921 and 1951, the population grew from 2,468 to 14,451, alongside the expansion of factories, light industrial estates and supporting infrastructure. This period shaped the area's urban form, characterised by locally focused industrial and retail uses.

CELEBRATING ALPERTON'S TILE WORKS HERITAGE

Tileworks marks a new chapter for Alperton, a dynamic, industry-led neighbourhood where creativity, enterprise, and cultural identity can flourish. As Alperton enters a new phase in its development and growth, the area's focus will shift from large-format industrial uses to a more diverse ecosystem of small-scale production, creative industries, and local businesses.

Rooted in Alperton's rich heritage of making and industry, and anchored by Sainsbury's, new homes, and green spaces, Tileworks will champion visible production and everyday creativity. Supporting the ambitions of the Creative Enterprise Zone, it will provide affordable workspace for artists, makers, and creative entrepreneurs, fostering a sustainable and inclusive local economy.

1970



CULTURAL AND COMMERCIAL IDENTITY

From the 1970s onwards, inward migration, particularly from South Asia, reshaped the local economy. Ealing Road emerged as a key high street, with a concentration of independent retail serving local residents. This has established a strong, culturally distinctive commercial offer rooted in small, family-run businesses.

TODAY



LOOKING AT THE CURRENT SITE TODAY

Alperton is in a designated Creative Enterprise Zone and the site sits within a highly active corridor of retail, industry and new residential development. There is no defined centre south of the canal, and while the canal is a major asset, it is currently poorly integrated into everyday use. This presents an opportunity to create a new urban environment anchored by Sainsbury's, forming a place to live, work, shop and play.

WHAT THE TILEWORKS WILL DELIVER

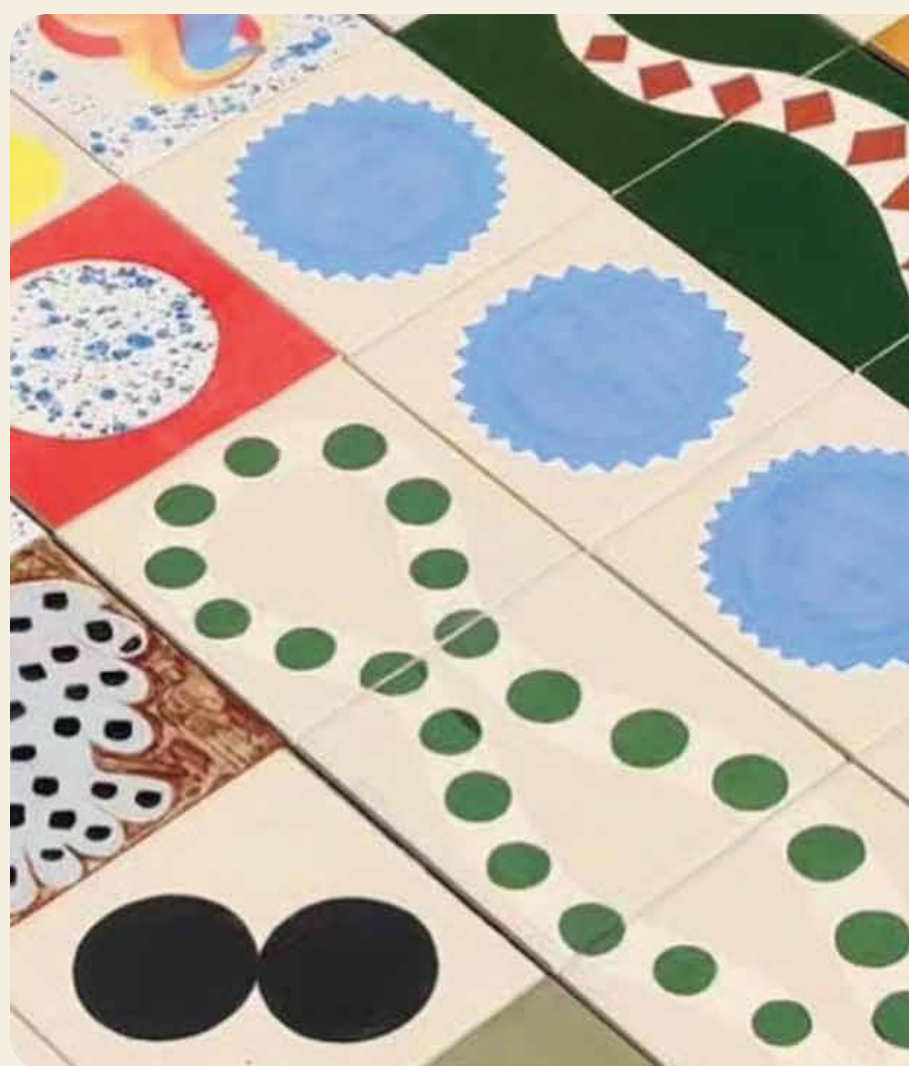


The proposals will deliver a vibrant new neighbourhood for Alperton, creating much-needed homes, supporting local enterprise, enhancing public spaces, and delivering long-term environmental benefits for existing and future residents.



A VIBRANT NEIGHBOURHOOD

- New neighbourhood centre anchored by Sainsbury's store, with customer parking
- New streets, squares and public spaces



A THRIVING LOCAL ECONOMY

- New jobs supported
- New commercial space for shops, services and local businesses
- New affordable maker spaces for creatives and SMEs, supporting Alperton's Creative Enterprise Zone (CEZ)

NEW HOMES

691
new homes

20%
affordable homes

65%
of social rented homes
delivered as family-sized
housing

GREENER, HEALTHIER PLACES

180+
new trees planted

1,500m²+ of new public realm

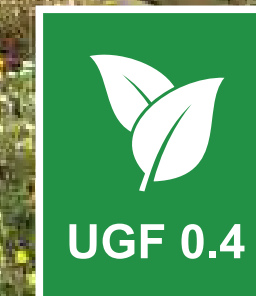
Improved lighting throughout, with links to the Grand Union Canal

SAINSBURY'S ACCESS & IMPROVEMENTS

209
customer parking
spaces retained

12
accessible parking
spaces

12
new EV charging
points



SUSTAINABLE, HIGH-QUALITY DESIGN

- Passivhaus-led approach to reduce energy use and lower bills
- Incorporation of low-carbon technologies
- High-quality homes designed for comfort and long-term sustainability

NEW HOMES



RESIDENTIAL PODIUM GARDENS

691
new homes across a diverse mixed-tenure community

114
affordable homes

17%
three-bedroom homes

TENURE-BLIND DESIGN
ensuring all homes share the same high standards of architecture, landscape and amenity

~65%
of social rented homes are family-sized three-bedroom homes

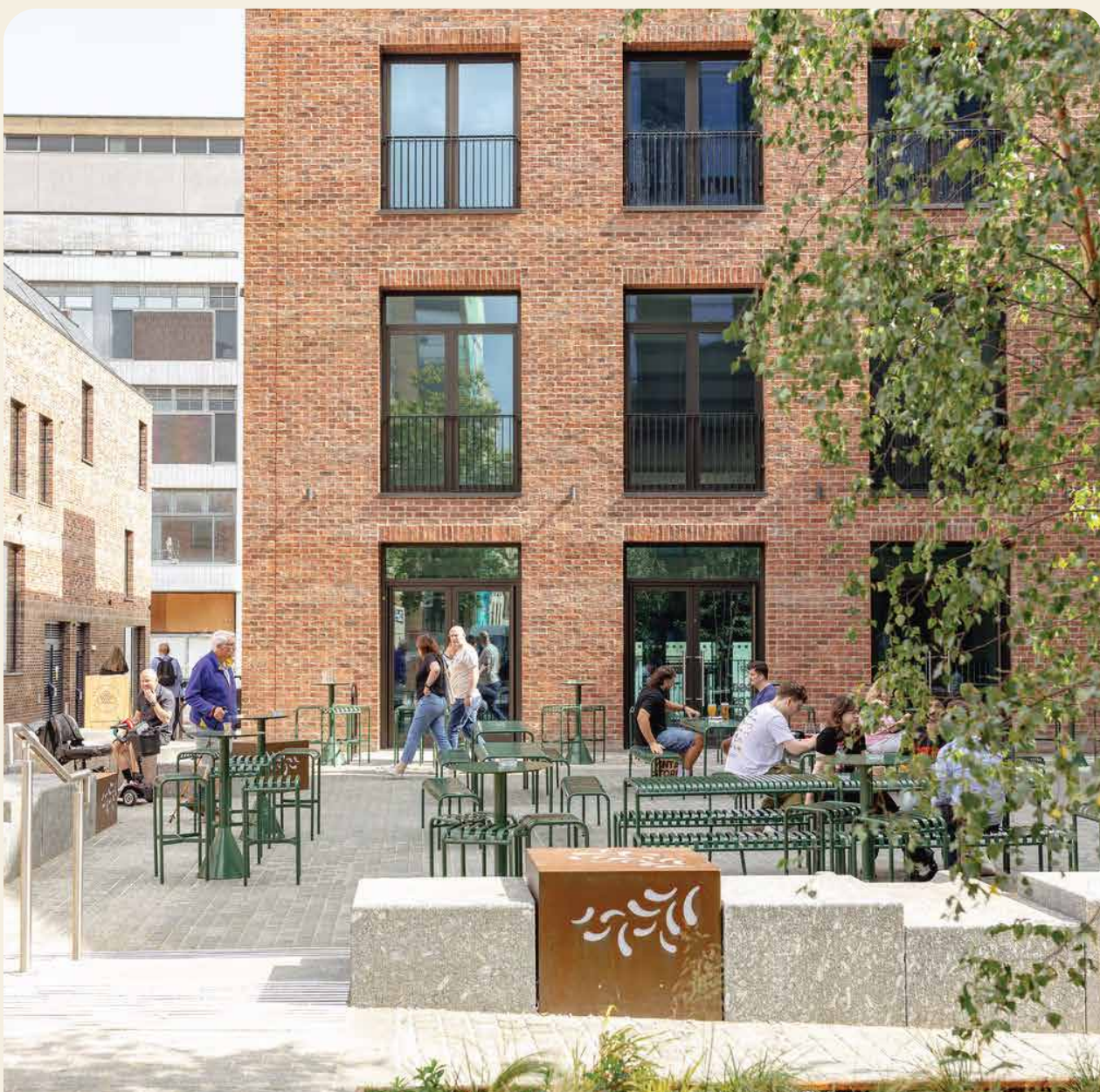


RESIDENT BENEFITS

- ✓ A residential podium garden
- ✓ Over 1700m² of resident's play space
- ✓ Over 1250m² of resident play space for ages 0-4
- ✓ Over 1500m² of new public realm
- ✓ Private balconies, terraces and communal gardens
- ✓ Extensive urban greening, tree planting and biodiversity enhancements
- ✓ 21 accessible parking spaces
- ✓ Secure cycle parking and sustainable travel facilities
- ✓ High-quality, energy-efficient homes designed for modern living

A NEW URBAN QUARTER FOR ALPERTON

A VIBRANT NEW DESTINATION THAT DELIVERS LASTING BENEFITS FOR EXISTING AND FUTURE RESIDENTS.



FOUNDRY YARD

Opportunity for a food and beverage destination and flexible micro-incubator retail spaces.



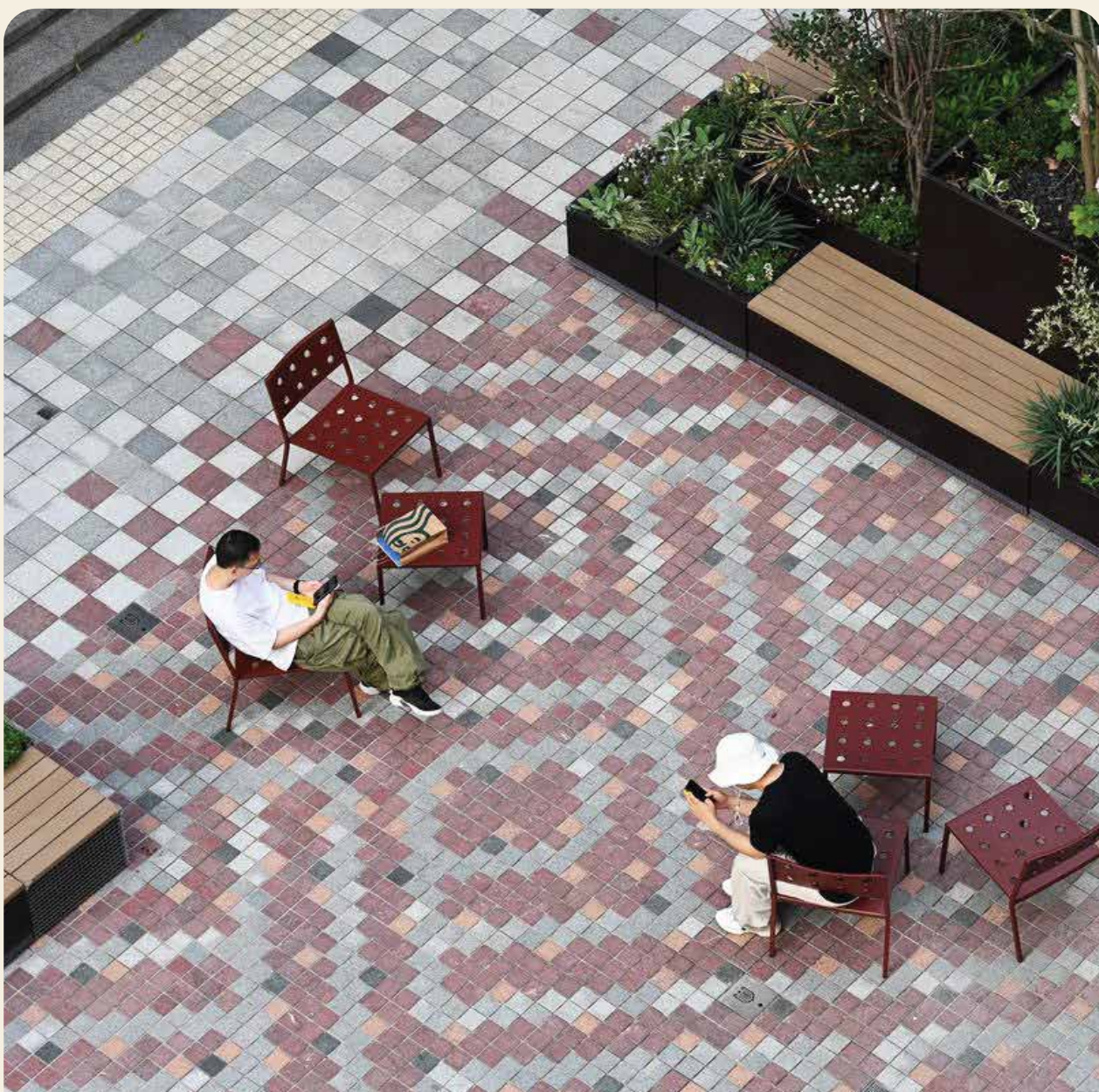
UNION SQUARE

Additional food and beverage unit opportunity activating the corner of Tilers Walk and Union Square opposite Sainsbury's.



GLACIER PLACE

Two flexible commercial units on each corner, with leisure or retail uses.



TILERS WALK

Maker spaces and retail incubator spaces designed for use by small and start-up local businesses.

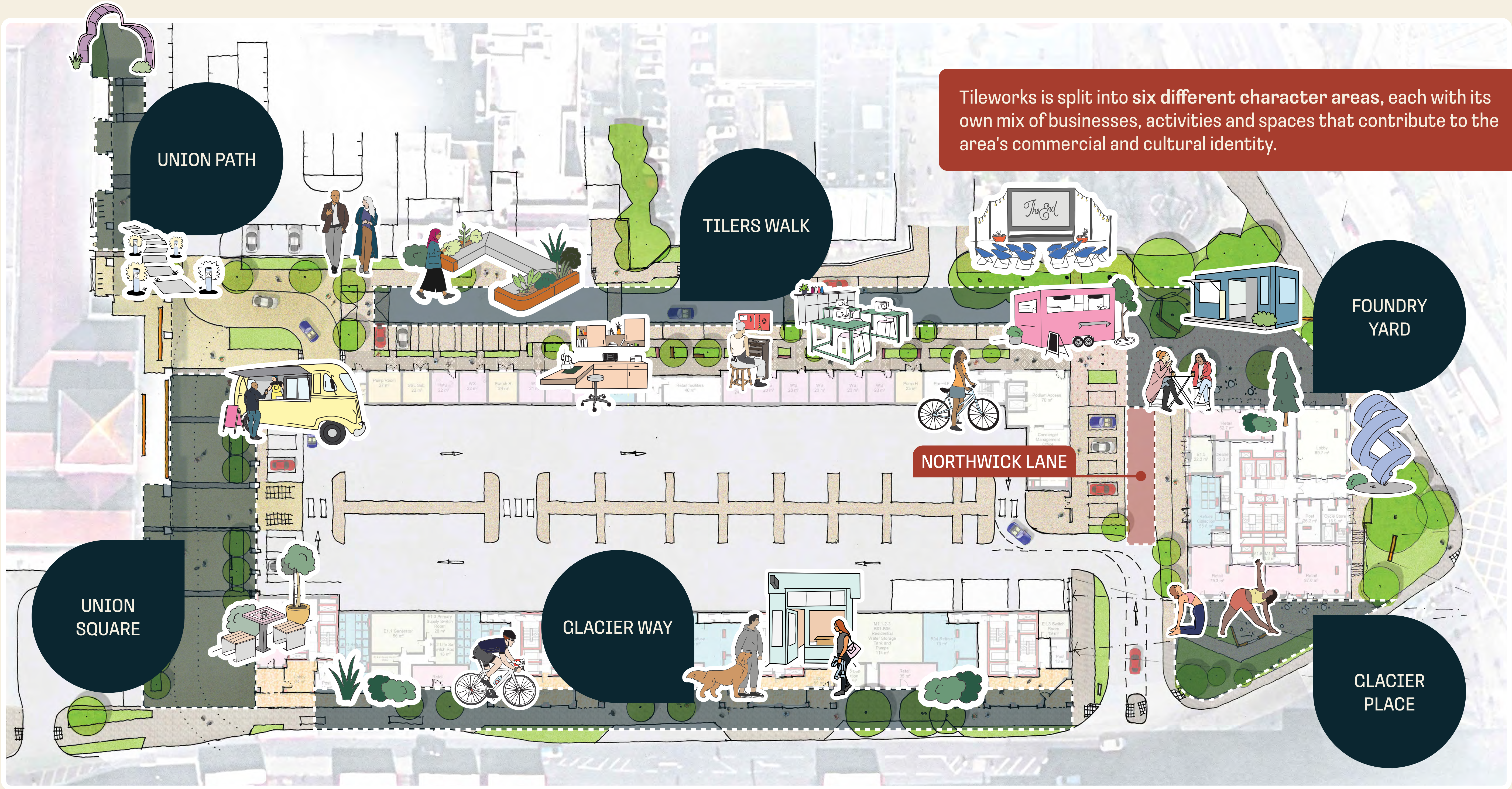
CREATING

- ✓ A network of new public spaces including Union Square, Foundry Yard, Glacier Place and Tilers Walk
- ✓ New pedestrian routes and connections through the site
- ✓ Active ground-floor uses that bring life and activity to the streets
- ✓ Commercial and enterprise space supporting local businesses and jobs
- ✓ A greener, more attractive and welcoming neighbourhood

COMMUNITY BENEFITS

- ✓ New places to meet, relax and spend time
- ✓ Safer and more active streets throughout the day and evening
- ✓ Improved walking and cycling connections
- ✓ Increased access to green infrastructure and public realm
- ✓ New employment and business opportunities
- ✓ A distinctive new neighbourhood that strengthens Alperton's identity

PUBLIC REALM & CHARACTER AREAS



A JOURNEY THROUGH TILEWORKS



Foundry Yard

- Primary arrival point
- Potential for markets and small-scale community events
- Encouraging dwell, socialisation and relaxation



Union Path

- Canal connection
- Gateway opportunity



Union Square

- Anchored by the Sainsbury's store
- Opportunity for additional restaurant or café space at the corner



Glacier Place

- Southeastern arrival
- A quieter green enclave
- Opportunity for commercial units



Tilers Walk

- Maker space and retail incubator spaces, designed for small and start-up local businesses
- Capitalising the Creative Enterprise Zone (CEZ)
- Creative and cultural community



Glacier Way

- A high street alternative
- Retail spaces for local people
- Southern corridor



MAKERSPACE & COMMERCIAL OFFERING



A vibrant mix of shops, cafés, workspaces and makerspaces will create a lively destination at the heart of Tileworks.

Flexible commercial spaces will support local businesses, independent operators and creative enterprises, while new makerspaces and studios provide opportunities for artists, designers and start-up businesses to grow and thrive.

CREATING A PLACE TO WORK, CREATE & CONNECT

A diverse mix of commercial and makerspace uses will support local enterprise, bring activity to the neighbourhood and help establish Tileworks as a distinctive destination.



INTENDED OCCUPIERS

Retail, Food and Beverage
Independent operators, cafés, restaurants and local businesses.

Maker and Studio Space
Artists, designers, fabricators, crafts people and creative SMEs.

Flexible Workspace
Start-ups, incubator businesses and growing companies.

THE EMERGING ARCHITECTURE



The architecture for Tileworks takes inspiration from Alpertons industrial heritage, creating a distinctive new identity that reflects both the area's history and its future.

The scheme will be defined by a family of buildings ranging from 11 to 29 storeys, brought together through a consistent architectural approach and high-quality material palette. Carefully considered forms, proportions and detailing will create a distinctive character while helping to define attractive streets and public spaces.

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.



MEET THE TEAM



Sainsbury's and Barratt London partnership, Nine Elms

Sainsbury's

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.



Barratt London in Brent, Wembley Park Gardens

BARRATT — LONDON —

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 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 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.



OUR TEAM

A wider consultant team is supporting the emerging proposals for Tileworks, Glacier Way, bringing together a range of expertise in architecture, landscape, planning, engineering and placemaking design.

**HUTCHINSON
& PARTNERS**

Hutchinson & Partners
Architects



Quod
Planning Consultants



Markides Associates
Transport Planners

Levitt Bernstein

Levitt Bernstein
Public realm & Landscape



AND London
Placemaking & Commercial



Montagu Evans
Townscape



Simpson Engineering TWS
Structural & Civil Engineers



Trium
Environmental Consultant

Sainsbury's

**BARRATT
— LONDON —**



THANK YOU



THANK YOU FOR TAKING THE TIME TO VISIT TODAY. WE ENCOURAGE YOU TO SHARE ANY COMMENTS OR QUESTIONS.

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.

www.glacierway.co.uk

Phone: 0800 2740 026 | Email: feedback@glacierway.co.uk | Freepost mail: FREEPOST RESIDENT CONSULTATION

TIMELINE & NEXT STEPS

- **MARCH 2026**
First round consultation events
- **JUNE 2026**
Second round consultation events
- **SUMMER/AUTUMN 2026**
Targeted submission
- **FEBRUARY 2029**
Target start on site



Sainsbury's

BARRATT
— LONDON —