

Thank you for taking the time to learn more about the next stage of proposals at Brent Cross Town, focused on the area south of Brent Cross West Station.

Brent Cross Town is being delivered in partnership by Barnet Council and Related Argent, creating a vibrant neighbourhood where everyone is welcome. With thousands of homes, green parks and public spaces, enhanced walking and cycling routes, new shops, workplaces and community facilities, this park town is designed to enrich daily life for all residents and visitors.

The consultation events on 17th and 21st May provide an opportunity to learn more about the emerging proposals for the 'South of the Station' area, and to share your feedback with the project team before the next stage of design work and planning submissions.

## Brent Cross Town Masterplan

Brent Cross Town is a regeneration project shaped by an approved masterplan. This plan outlines how new homes, streets, parks, and public spaces will be developed to create a connected and welcoming neighbourhood.

Brent Cross West Station is a central part of this vision and has already improved public transport connections to the area.

The South of the Station area marks the next phase of development, with new residential buildings supporting affordable housing and the ongoing addition of public parks, squares, and community facilities as part of the wider masterplan.



### What is being presented in this consultation?

This consultation focuses on the emerging design for the 'South of the Station' area, including proposals for:



**Plot 44**  
Around 200 rental homes



**Plot 43a**  
Around 100 homes for sale



**Plot 42a**  
Over 50 affordable homes



**Garden areas** including public play space

Please note that we are not yet consulting on the proposals for Plot 42b or Brent Cross Linear Park. These will come forward at a later date.



## Delivering Brent Cross Town

Brent Cross Town is being developed in phases, comprising a mix of new buildings, streets, parks, and public spaces.

This phased approach ensures that Brent Cross Town is created as a vibrant, fully integrated neighborhood rather than just a collection of individual buildings.

It also guarantees high-quality spaces and facilities for residents, visitors, and the wider community.

The South of the Station area, which is presented here today, represents a future residential phase that will support the overall development by providing additional public spaces, streets, and affordable housing.

## What's being delivered at Brent Cross Town?

### Places to live

Over 1,400 people now live at Brent Cross Town! Delivery of new homes will continue to be a cornerstone with a range of housing options being delivered across the masterplan.

### What's been delivered so far?

- 120 Affordable homes
- 535 Rental homes
- 277 Market sale homes
- 662 Student homes

### Places to work, shop and eat

Across Brent Cross Town, new employment space and opportunities are being delivered, including 245,000 sq ft of commercial office space, supporting a thriving local economy and creating a place where people can live and work.

### Public spaces

Public parks, squares and spaces are planned across the new neighbourhood. To date this includes:

- Claremont Park
- The Exploratory
- Neighbourhood Square
- The Pavilion

### Infrastructure and facilities

New and improved infrastructure includes:

- The new Brent Cross West Station and improved public transport connectivity
- New streets, bus stops, walking and cycling routes
- New utilities infrastructure, such as the Energy Centre.

### Event and community programmes

Brent Cross Town is supporting a range of events and community initiatives:

- £280k funding for 63 community projects
- 95 events and activities delivered in 2025
- Over 275 community events in Claremont Park alone!
- Support for students from over 15 Barnet Schools
- 81 apprentices employed
- New community space opening 2026
- New jobs and recruitment hub opening 2026
- New construction skills training centre opening 2026/27



## Shops and businesses at Brent Cross Town

- Karma Bakery
- AFG news and food
- Gussy's ice cream
- Happy Face pizza
- Co-op
- Troubadour film studios
- Arthur's Coffee House
- The 108
- Sheffield Hallam University – opening 2026
- More retail and hospitality – arriving 2026





Brent Cross Town in 2026



CGI of Plot 43b

## How is Brent Cross Town being planned?

Brent Cross Town is being delivered in line with the planning permission which was granted in 2014. This permission and associated masterplan sets out the overall vision for the development and establishes key principles for how different parts of the town should be designed and brought forward.

## The South of the Station Area

This area forms part of the approved permission. It is an important part that helps complete the network of new streets and public spaces around Brent Cross West Station and the eastern end of Claremont Park, strengthening connections between homes, the park and public transport.

## Principles for this Area

The approved planning permission includes a set of principles that guide development in this location, including:

- A predominantly residential area, providing a mix of homes and housing options.
- High quality streets and public spaces.
- Well designed buildings that relate positively to the street and provide a well considered edge to the park.
- The height and layout of the proposed South of the Station plots has been informed by the intent of the planning permission for Brent Cross Town which takes Daylight and Sunlight matters into consideration.

## Plot 43b – student accommodation (under construction)

Detailed planning permission has already been granted for student accommodation at Plot 43b, alongside the plots presented in this consultation.

As the wider South of the Station proposals progress, the project team is exploring opportunities to improve the entrance to Plot 43b and its relationship with surrounding public spaces.



## A cohesive group of new buildings and spaces

The South of the Station proposals aim to create a cohesive group of buildings that frame the end of Claremont Park, create a new intergenerational residential quarter leading away from Copper Square and ensure each building has its own identity and character.

We are developing proposals to deliver:

- A strong residential neighbourhood, with a mix of housing options
- High-quality external areas including new play space that is publicly accessible, safe and welcoming
- Safe and accessible walking routes through the area
- Buildings that are designed with long-term quality and sustainability in mind
- Architectural design that adds to the rich and diverse range of buildings being brought forward to Brent Cross Town



## What's proposed

The emerging proposals include:

- Plot 44:** c.200 rental homes in an exciting transition building overlooking Claremont Park
- New public playspace for younger children up to 5 years old
- Plot 43a:** A block providing c. 108 homes for sale with private gardens
- All three buildings will sit along a new spine road that will eventually continue down towards Cricklewood. The proposals include the surrounding streets, parking zones and public realm around these plots.
- Plot 42a:** A corner building providing over 50 affordable homes of different tenures

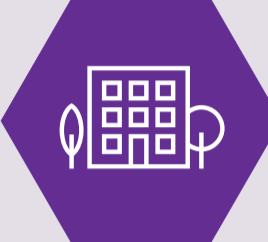



Shows main entrances

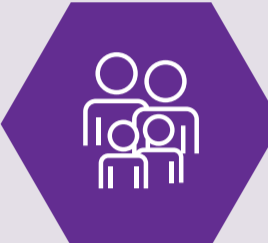



## What's proposed?


The emerging proposals include:


- 


c.200 new homes
- 


10% of homes wheelchair accessible
- 

55% family-sized homes
- 

Over 75% of homes with a private balcony
- 

19 car parking spaces (6 accessible and 13 standard)
- 

Communal residents terrace on level 14
- 

200 cycle parking spaces
- 

Resident amenity spaces – lounge, co-working and gym



The building is split into four sections of varying heights to create interest at the end of Claremont Park.



CGI View of Plot 44 from Claremont Green



CGI of Plot 44 Feature Corner Entrance



Plum brick with light brick accents around windows and corners. Window frames and balconies matched to brick selection.





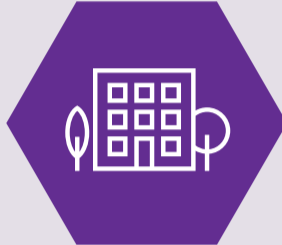





CGI of Plot 43a from Claremont Green



CGI of Plot 43a from garden areas

## What's proposed

The emerging proposals include:

-  108 homes
-  50% family-sized homes
-  11 parking spaces (4 accessible and 7 standard)
-  130 cycle parking spaces
-  10% of homes wheelchair accessible
-  99% of homes with a private balcony or terrace
-  Resident amenity - Co-working space, lounge and private gardens



Two Complementary light and grey bricks used throughout the building. Main frontage varies in height viewed across Claremont Park.



A wide entrance with metal canopy and detailing, clear signage and views through to the open space behind.



Plum metal windows and balconies and a splash of colour, with curved edges to balconies and alternating brick patterns next to windows.

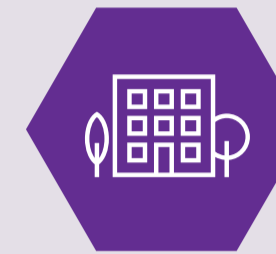




CGI of Plot 42a

## What's proposed

The emerging proposals include:



Over 50 affordable homes – a mix of social rent and below market value rent, and homes available to buy through initiatives like shared ownership



65% family sized homes



10% of homes wheelchair accessible



101 cycle parking spaces



100% of homes with a private balcony or terrace



9 parking spaces (6 standard and 3 accessible)



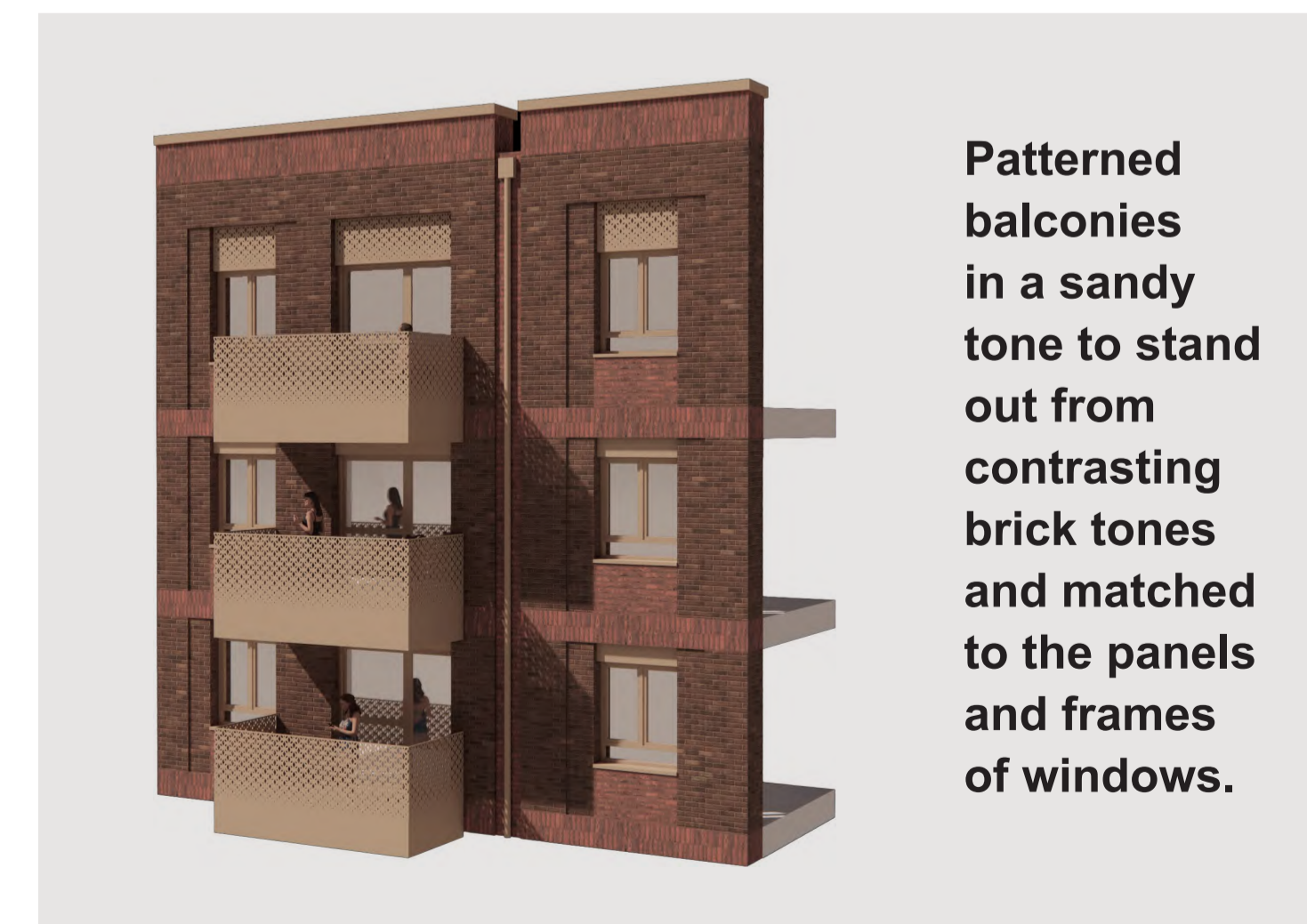
Ground floor homes along the street and garden areas with fenced and planted areas in front.



Balconies switch sides along the corner and sandy metal panels indicate the entrance.



Indicative brick colour



Patterned balconies in a sandy tone to stand out from contrasting brick tones and matched to the panels and frames of windows.



## Proposed Landscaping

Walking routes will meander between the buildings, providing access to resident garden areas, parking and a public play space designed for children aged 0 to 5 years.

Carefully chosen planting and paving will create a calm, welcoming and attractive setting throughout the area.

The design features accessible, well-lit walkways, enabling residents and visitors to easily reach different buildings and spaces, with areas to sit and relax and varied planting to promote biodiversity, encourage insects, birds and other wildlife, and create a pleasant environment for residents and passers-by alike.

## Parking Areas

This part of the masterplan is within a short distance of Brent Cross West station and will be easily accessible by a number of bus routes. A small number of street-level car parking is proposed for the residential plots. These will largely be provided alongside the railway side and integrated into the landscape design. Some further accessible parking spaces will be provided on-street.

## Play Space

A publicly accessible play area will support families living nearby, set within a well-designed garden for children and adults.

The play area will create an immersive, nature-based environment for 0-5 year-olds. The design focuses on experiential and sensory play to support development.

Features will reflect the five senses, touch, sight, sound, taste and smell, through elements such as stone play structures, slide, balancing beams, mounding, play trails, a grass maze, scented planting and tactile grasses.



CGI of Proposed Public Playspace



Proposed Design





## Sustainability

Sustainability is being embedded into the designs of the South of the Station buildings. The design carefully considers how to support a neighborhood that is energy and carbon efficient, comfortable to live in and designed to perform well over the long-term.



### Designing a well-connected neighbourhood

These plots are located close to Brent Cross West Station and the masterplan and building designs aim to reduce reliance on private cars:

- Short stay cycle parking around the building entrances
- Secure long-stay parking within buildings of approximately 1 space per home, including spaces for accessible bikes
- Attractive and easy walking and cycling routes
- Stronger connections to public transport and the wider local area
- Car club space



### Material Selection

The design process looks to ensure that the amount of carbon used in the construction material is kept to a minimum through:

- Looking at how materials are made and transported to site and selecting lower carbon options including new products
- Keeping the building structure simple to reduce the amount of concrete and steel needed
- Looking at ways to reduce construction waste through exploring different construction techniques



### Greener outdoor spaces & biodiversity

These areas will be integrated into the broader network of green spaces at Brent Cross Town. Planting zones will be maximised, with species carefully chosen to:

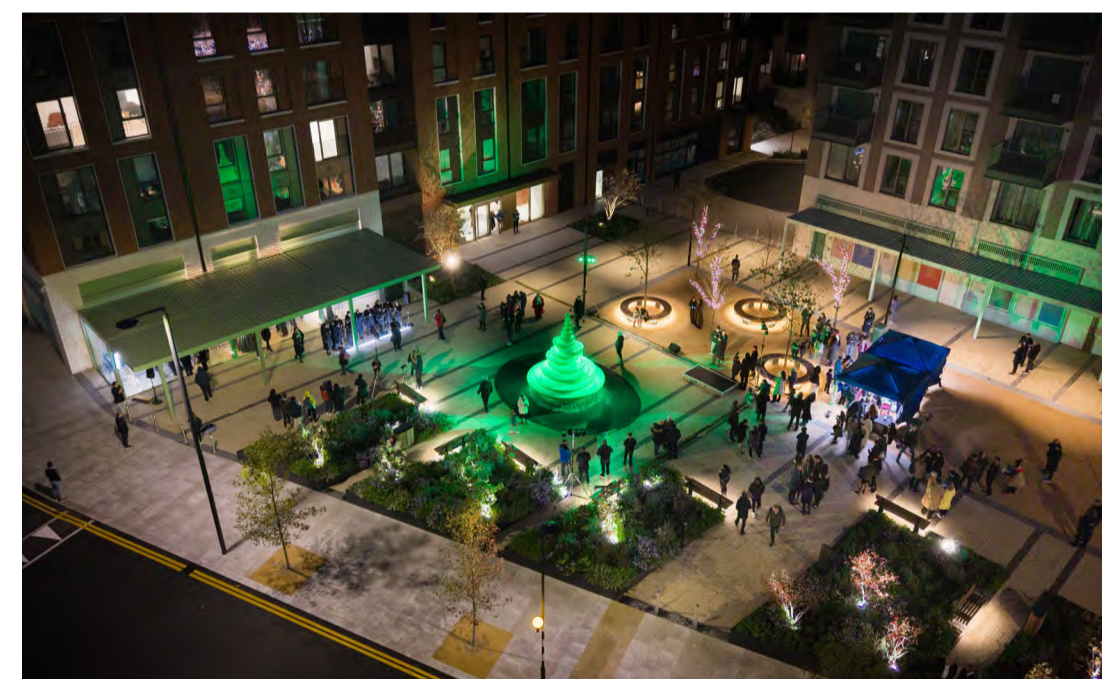
- Help manage rainfall and drainage
- Support nature and biodiversity
- Create a healthy and attractive environment for residents and visitors



### Energy efficiency and building performance

The buildings are being designed to achieve strong energy performance through a combination of measures, which are expected to include:

- Well insulated and sealed buildings to reduce heating demand
- Efficient heating and ventilation systems to reduce energy use
- High quality glazing to support resident comfort
- The building design carefully balances good levels of sunlight, reducing heat gain from the sun



## Construction

### What happens as proposals progress?

As the designs are finalised, the project team will continue to develop the delivery strategy including:

- Construction logistics planning
- Coordination with neighbouring plots and infrastructure works
- Phasing and sequencing to minimise disruption where possible
- Ongoing communication with local stakeholders

### Construction management

During construction, the project team will work to manage impacts and ensure the site is run safely and responsibly. This includes measures such as:

- Managing noise, dust, vibration and working hours
- Maintaining safe access routes for construction staff and the public
- Coordinating and consolidating deliveries to minimise vehicle movements
- Monitoring and responding to issues as they arise



## The South of the Station proposals are an important future addition to Brent Cross Town



Over 350 new homes including affordable homes and homes for rent and sale helping to meet local housing needs and support a diverse and inclusive community.



Buildings are designed to meet all current regulations and targeting industry leading energy efficiency and material use targets, and benefit from the low carbon air source heat pump district heat network.



This phase will provide a network of new routes and high-quality streets between the railway and Claremont Park to create a more cohesive and welcoming environment for residents and visitors.



A focus for the building design has been to create a smooth transition between the more commercial area around the station towards a quieter more residential setting along the spine road.



Between the buildings the landscape design seeks to maximise areas of planting and biodiversity, provide attractive access to the buildings and pleasant areas to relax - contributing to the wide network of green spaces at Brent Cross Town.



The play space area is specially designed to appeal to young children by encouraging sensory play, with features for children to touch, see and smell and various play elements to clamber on and explore.



CGI View from Claremont Park



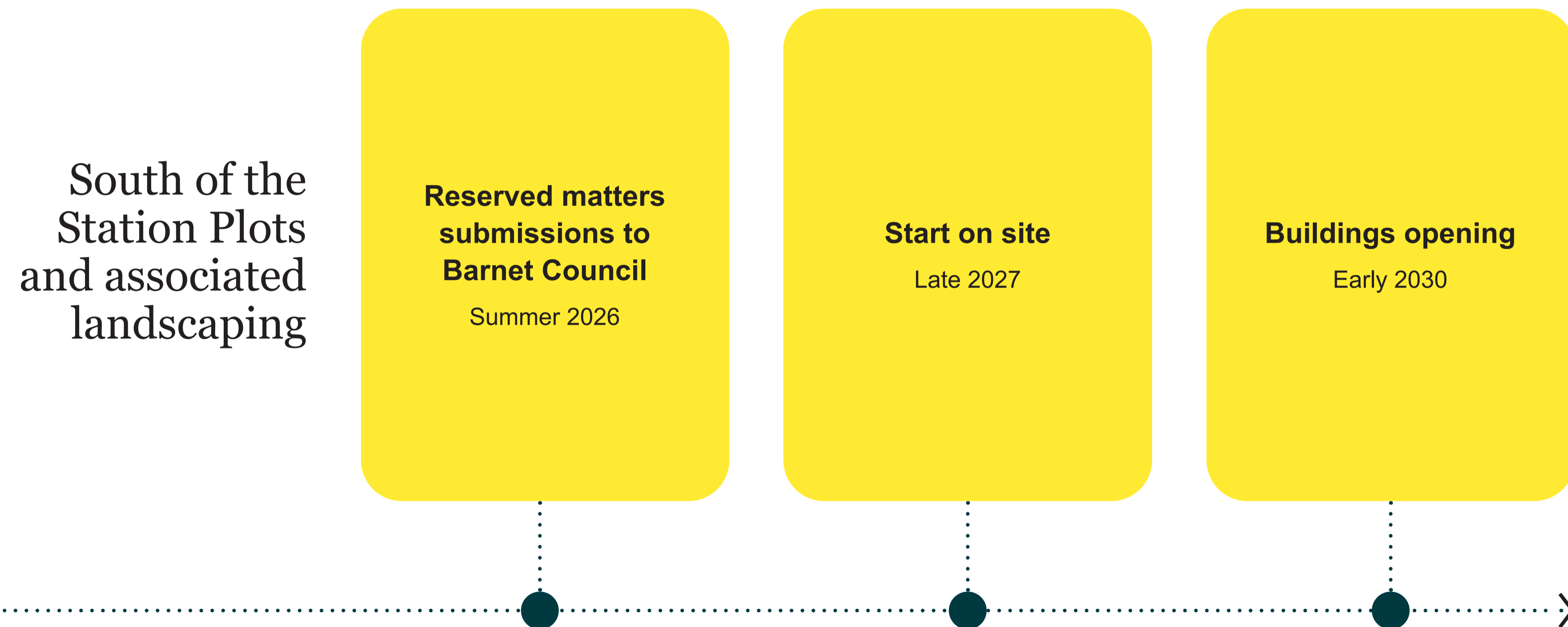
## What happens next?

Following this exhibition, we will use your feedback to inform our evolving planning applications for this next phase of Brent Cross Town.

The project team will take time to consider your feedback as we progress the final designs for the reserved matters applications for the South of the Station plots and associated landscaped areas.

We are aiming to submit these planning applications to Barnet Council's planning department in Summer 2026. Once they have been submitted, Barnet Council will then conduct a statutory consultation, during which you will be able to submit comments directly to the council for consideration in their determination of the applications.

The next steps are summarised in the diagram below:



## How to get involved

### Share your views

We would love to hear your thoughts on the proposals for these plots, so please do fill out a feedback form, which can be found at the Visitor Pavillion, or via this QR code:

If you would like to receive a printed copy of these exhibition materials and a hardcopy feedback form, or to share your feedback over the phone, please call **0800 080 3173**, or email us at [bxt@devcomms.co.uk](mailto:bxt@devcomms.co.uk)

Scan the QR Code

to leave feedback



### Sign up for project updates

If you are interested in finding out more, you can subscribe to our project mailing list to receive information about future, upcoming consultation events and activities.

Please email the team at: [community@brentcrosstown.co.uk](mailto:community@brentcrosstown.co.uk)

### Find out more

For more information about Brent Cross Town, please visit [brentcrosstown.co.uk](http://brentcrosstown.co.uk)

We'd love to hear your thoughts and have you involved in these projects!

Email us at [bxt@devcomms.co.uk](mailto:bxt@devcomms.co.uk) to share your feedback or to stay up to date on the plans.

