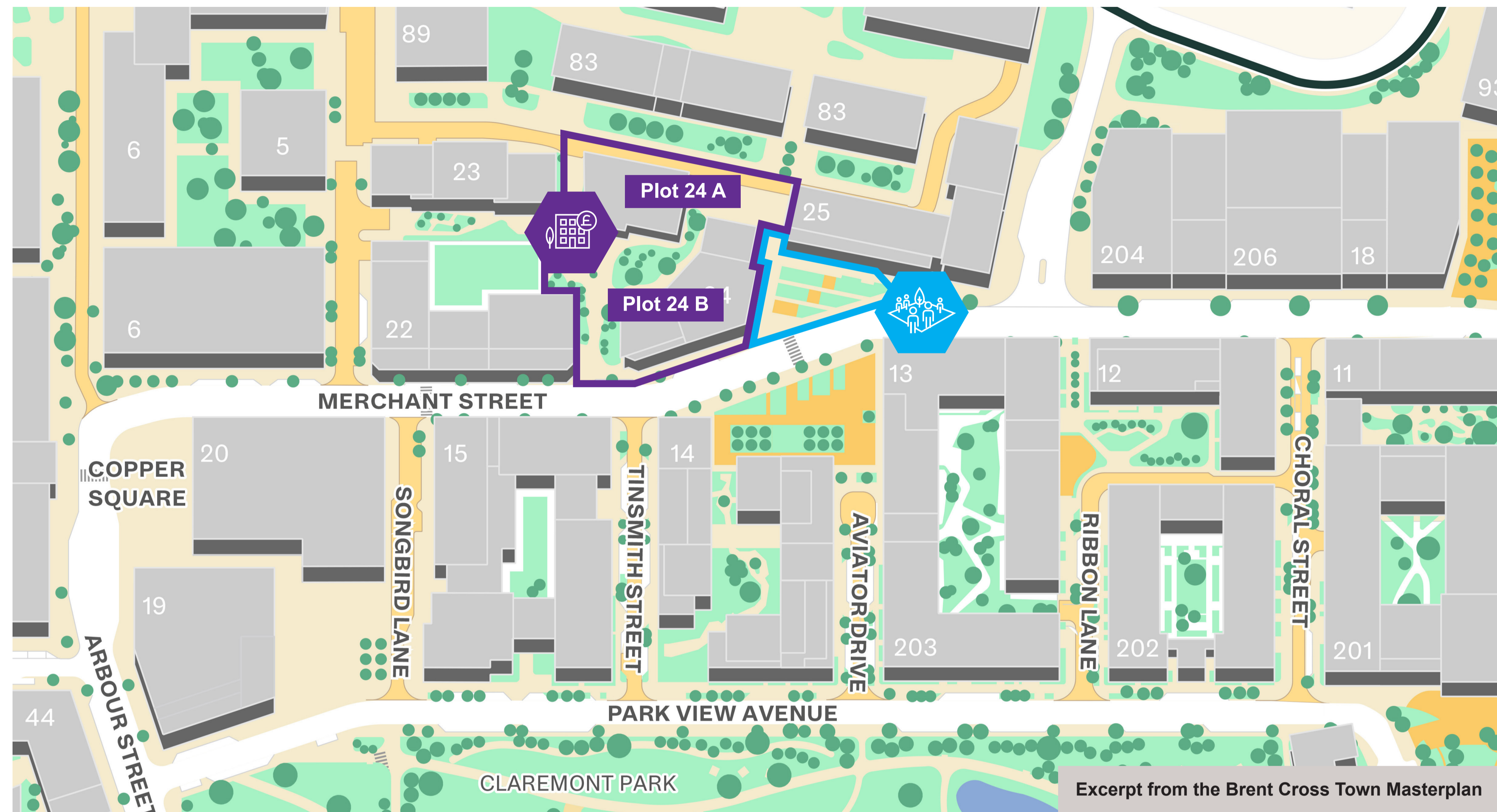


Barnet Council and Related Argent are delighted to welcome you to our public consultation to provide an update on the Brent Cross Town Masterplan and the next stage of exciting proposals to make Brent Cross Town a great place to live, visit and work.

Please take a look at our exhibition boards and speak to the team so that we can explain how our Masterplan is progressing towards realising our vision for a town where all can flourish.

There is an outline planning permission in place for the Brent Cross Town area. The boards displayed today show the next stage of development plans we are working on in order to make two Reserved Matters Applications to Barnet Council's planning team this summer. These applications will apply for detailed consent and provide more information on layouts, scale, appearance, access and landscaping.



Excerpt from the Brent Cross Town Masterplan

The proposals presented today include:



**Plot 24A**  
Providing affordable homes



**Plot 22-24 Courtyard**  
The public space between Plots 22, 23, 24A and 24B



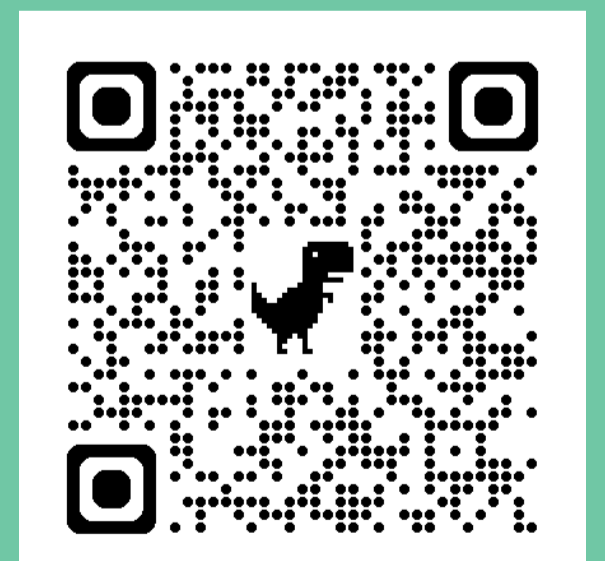
**Plot 24B**  
Providing market sale homes



**Neighbourhood Square North**  
The public square between Plots 24, 25 and Merchant Street

We hope you find our exhibition boards useful in explaining our proposals and we'd love to hear your feedback!

You can provide feedback by filling in our paper consultation forms held at the Brent Cross Town Visitor Pavilion today, or by scanning the QR Code to submit your feedback online via our interactive survey.



## Brent Cross Town:

180-acre new neighbourhood

50 acres of green parks and playing fields

Eight public squares and a thriving high street

Approx. 6,700 homes

Three redeveloped schools

Approx. 25,000 workers

New health, leisure and community facilities



The Delamarre and Claremont Park Pond



Construction progress at Brent Cross Town



Conductor House and Pocket Park

- Outline planning permission has already been granted for Brent Cross Town as part of the wider Brent Cross Cricklewood regeneration area. This grants consent for the principle of the development, and the types and uses of buildings and public spaces it will have.
- Brent Cross Town is being delivered by Brent Cross South Limited Partnership (BXS LP), a joint venture between Related Argent and Barnet Council. Brent Cross Town is the 180-acre park town at the heart of the Brent Cross Cricklewood regeneration scheme.
- With a focus on community wellbeing, enabling physical activity through play and sports and delivering a net-zero carbon future, Brent Cross Town is the most significant, ambitious and sustainable redevelopment and growth programme that has ever been undertaken in the London Borough of Barnet.
- The community will be supported by improved public transport infrastructure, a new and improved network of walking and cycling routes, and a series of new parks, community amenities and sports facilities.
- The BXS LP joint venture has already delivered the Brent Cross Town Visitor Pavilion, The Exploratory temporary play space, Claremont Park and a revamped parade of shops on Claremont Way, which has increased the choice and convenience of the area's leisure, food and drink options in the short term, prior to permanent retail options being in place.
- The first two residential buildings, Conductor House and The Delamarre, have recently completed, providing 120 affordable homes and 170 market sale homes. Brent Cross Town's first residents moved in earlier this year. A further four buildings are under construction and residents will move in later this year.
- With the new Brent Cross West station now open, connecting Brent Cross Town to St Pancras International within 12 minutes, local residents are now better connected than ever to Central London and beyond.
- Plot 1, the first office building at Brent Cross Town, is under construction and will complete in late 2026. Half of this building will be occupied by Sheffield Hallam University.



Plots 22, 23 and 24 are located on the north side of Merchant Street, to the northwest of the first phase of residential buildings being delivered along Claremont Park.

Following the previous consultations for Plots 22 and 23, we are now consulting on the proposals for Plot 24.

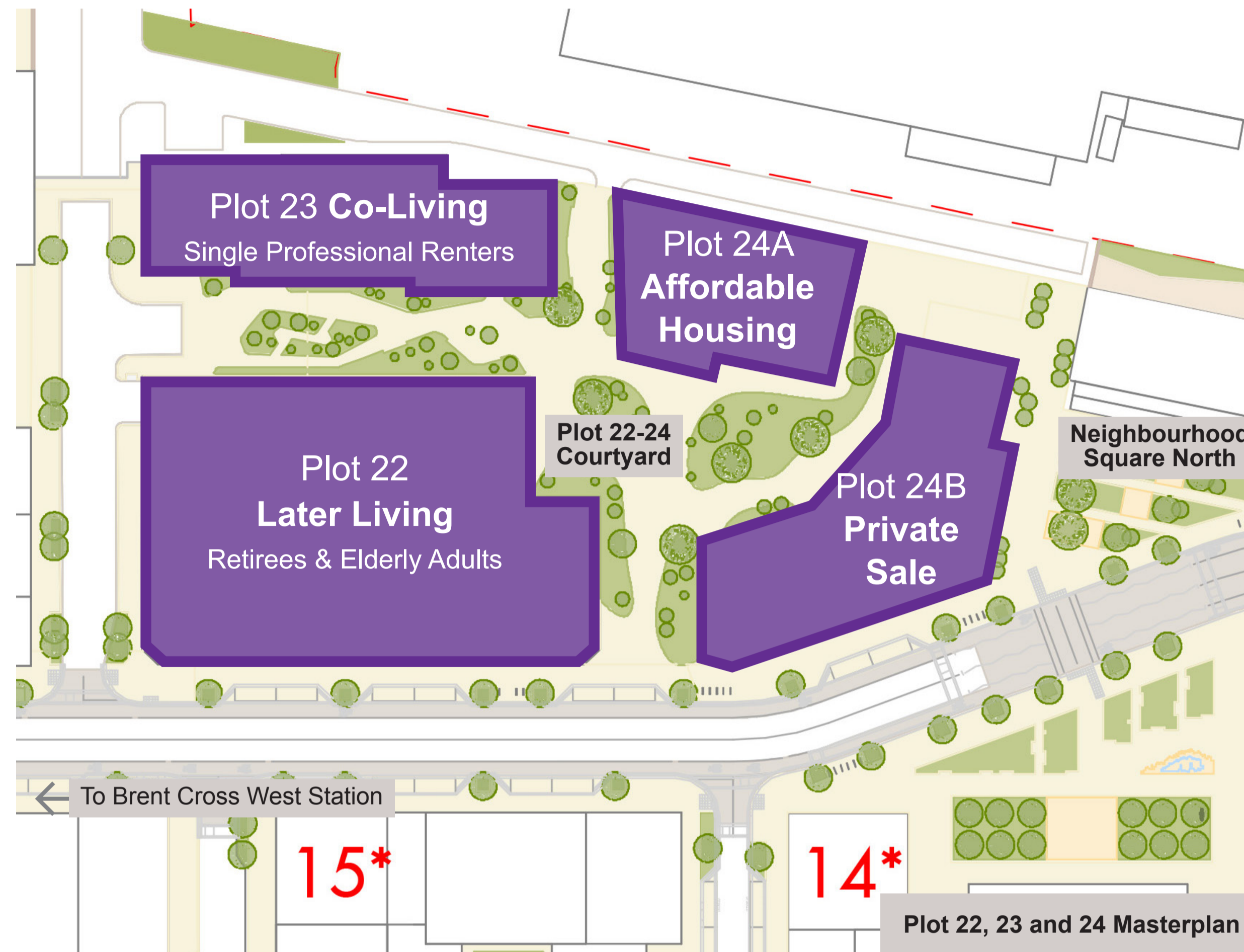
**There are four buildings – Plot 22, Plot 23, Plot 24A and Plot 24B** – all located around a public courtyard. **Plot 22** will be Later Living homes for sale. **Plot 23** will (subject to planning permission) provide Co-Living studios to rent, **Plot 24A** would provide affordable homes and **Plot 24B** would provide homes to buy (both subject to planning permission).

This area of the masterplan will encourage residents to come together and create a vibrant community by providing exemplary housing for people of different ages and life-stages. We have previously consulted on the proposals for Plots 22 and 23.

The buildings along Merchant Street already have shops, restaurants and high street facilities on the ground floor, providing an active and attractive streetscape for everyone to enjoy.

We would like to thank you for your feedback from our previous consultations. To the right are project updates on the other elements of this area of the masterplan.

The focus of this consultation is the new and exciting plans for Plot 24, the Plot 22-24 Courtyard and Neighbourhood Square North. More information is provided on these plans on the boards presented here today.



## Plot 23

Plot 23 is a co-living development providing 352 studios apartments available to rent, two roof terraces and a range of shared resident facilities, including a gym, games room, lounges and workspace hub. Plot 23 was submitted for planning in March 2025 and construction works will, subject to planning permission, start on site later next year.



## Plot 22

Plot 22 is a later living building and will provide 148 apartments for older residents, alongside five retail units, a cafe/bistro, communal gardens, lounge areas, a health and wellness club and a village hall. Plot 22 received planning permission in April 2025 and construction will start late next year.





## About Plot 24

Designed by Cowen and Partners, Plots 24A and 24B will be Brent Cross Town's newest residential buildings in London's newest park town, surrounded by a courtyard with doorstep play areas for children and spaces for social interaction between residents, workers and visitors alike.

The buildings will have high-quality architecture and views over the residential courtyard and Neighbourhood Square.

**Plot 24A** will provide approximately 80 new affordable homes for local people, across a range of 1, 2 and 3 bedrooms. 10% of the homes will be built as wheelchair accessible and up to 20% of the homes will have parking spaces, which are located in an undercroft basement

area and accessed from the lower level to the north of the plots (this is to promote pedestrian and cycle routes along Merchant Street).

**Plot 24B** will provide approximately 170 homes for sale, across a range of 1, 2 and 3 bedroom properties. There will also be shops and a café on the ground floor, spilling out onto Neighbourhood Square North. 10% of the homes will be built as wheelchair adaptable and up to 20% of the homes will have parking spaces.

All the new homes will provide high quality living spaces, with well designed kitchens and bathrooms, good daylight and sunlight provision, functional storage space, outdoor amenities including balconies to apartments and secure cycle storage facilities easily accessible on the ground floor, and lower ground floor.





The buildings are being designed in accordance with the Brent Cross Town sustainability framework which looks to minimise environmental impacts.

More specifically, the design team is reducing embodied carbon, operation energy use, construction and operation waste and water consumption, while promoting biodiversity and sustainable means of transport.

The buildings will connect to Brent Cross Town's fully electric district heating network, which will provide low carbon heating and hot water to the buildings, and will benefit from enhanced fabric efficiency

to reduce heating demand. The design has been refined to address the findings of daylight, sunlight and overheating assessments to ensure comfortable environmental conditions within the new homes.

The public realm and buildings have been designed to be accessible for users with all different needs, including integrating seating at regular intervals in the public realm, integrating a play area for young children on the doorstep of the buildings and designing some of the new homes specifically for wheelchair users.

Cycle spaces will be provided for residents on the ground floor and lower ground floors of the buildings to promote car-free active travel options.

**Plot 24A**

**Circa 80 affordable homes**

- 60% affordable rent
- 40% intermediate

**53% dual aspect**

**45% family sized homes**

**10% wheelchair adapted units**

**10% blue badge electric vehicle parking spaces**

**Sustainable & high quality design**

**Plot 24B**

**Circa 170 new homes**

- 43% 1 bed homes
- 41% 2 bed homes
- 16% 3 bed homes

**Compliant to accessibility standards**

**500m2 inclusive play space**

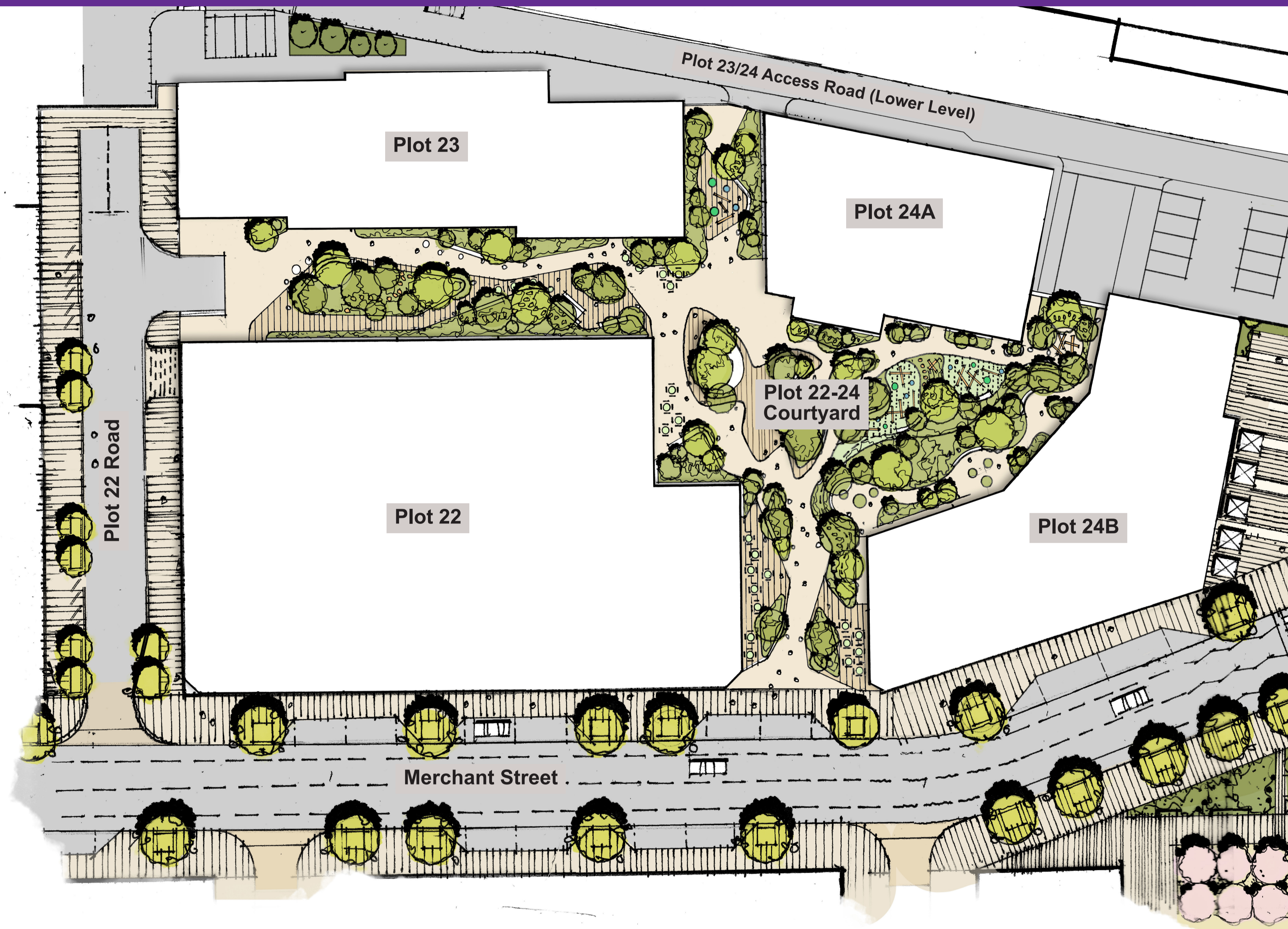
**20% blue badge parking spaces**

**High quality green spaces**

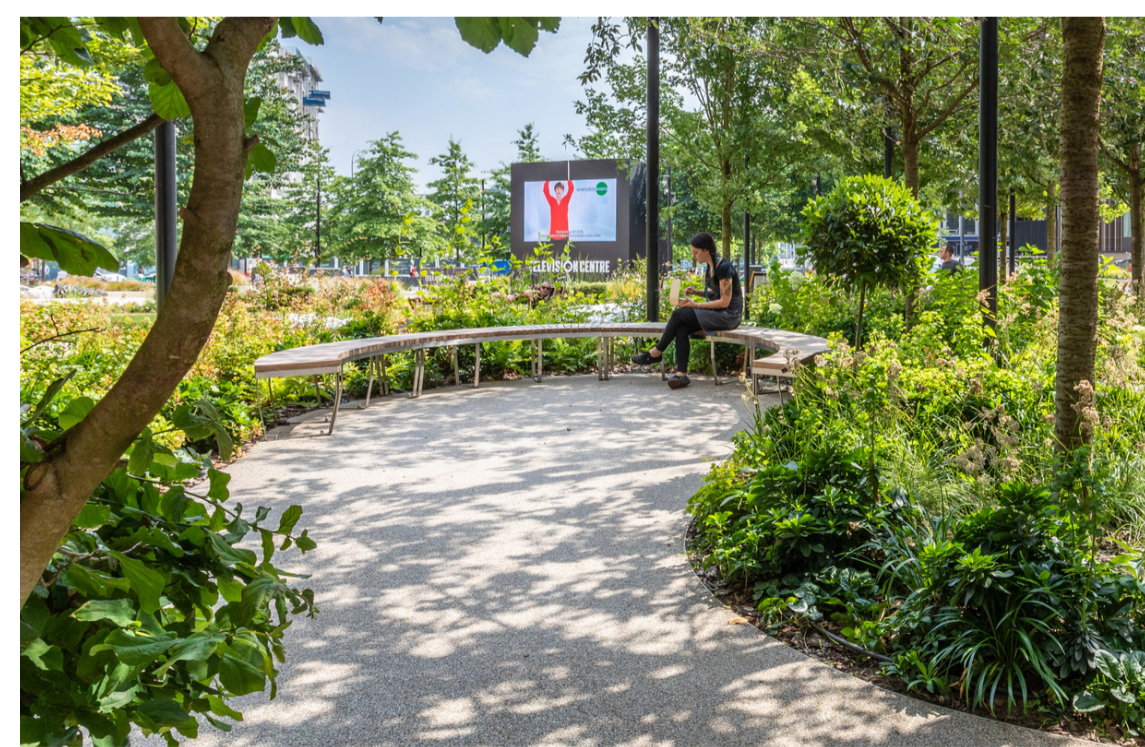


The Plot 22–24 Courtyard connects Plot 22 (Later Living), Plot 23 (Co-Living), and Plot 24 (a mix of homes for sale and affordable housing). Overlooked by the surrounding buildings, it will provide opportunities for relaxation, socialising and play in a safe setting, set back from hustle and bustle of Merchant Street.

The courtyard has been carefully designed to create a green and intimate space that welcomes residents from all of the buildings. Woodland style planting is located in various green spots, with robust timber benches providing quiet areas for people to relax. Exploratory and playful landscape features invite children and adults to play and interact, with feature play elements creating an engaging and sensory space for children to discover.



Tell us your ideas for how we can bring people together and create community in the Plot 22-24 Courtyard



Intimate seating pockets



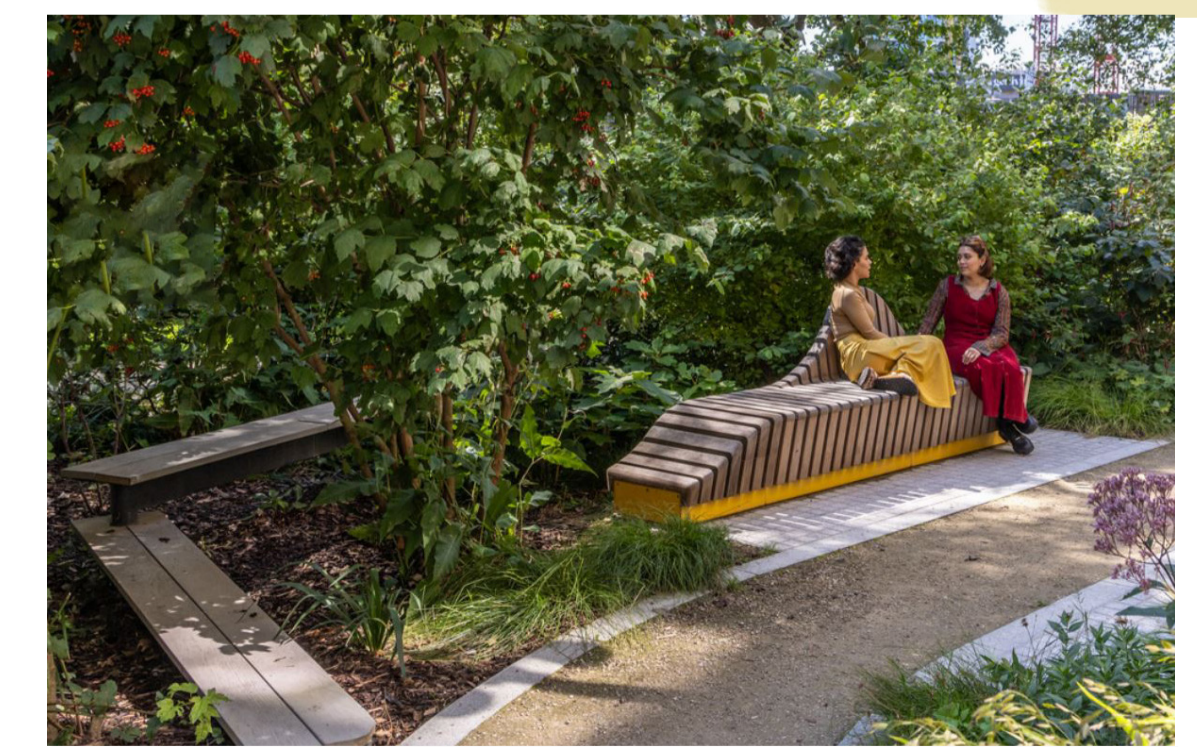
Sequence of playful moments leading through the landscape



Features defining the courtyard space as separate from Merchant Street



Playground for younger children



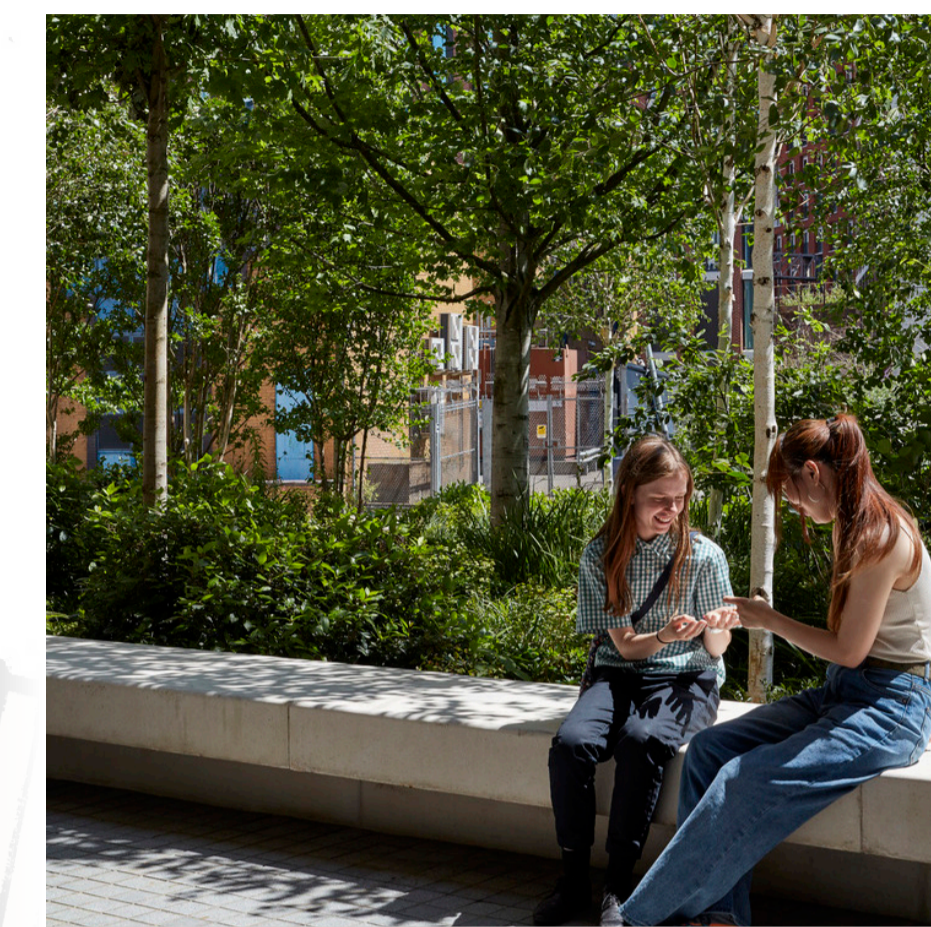
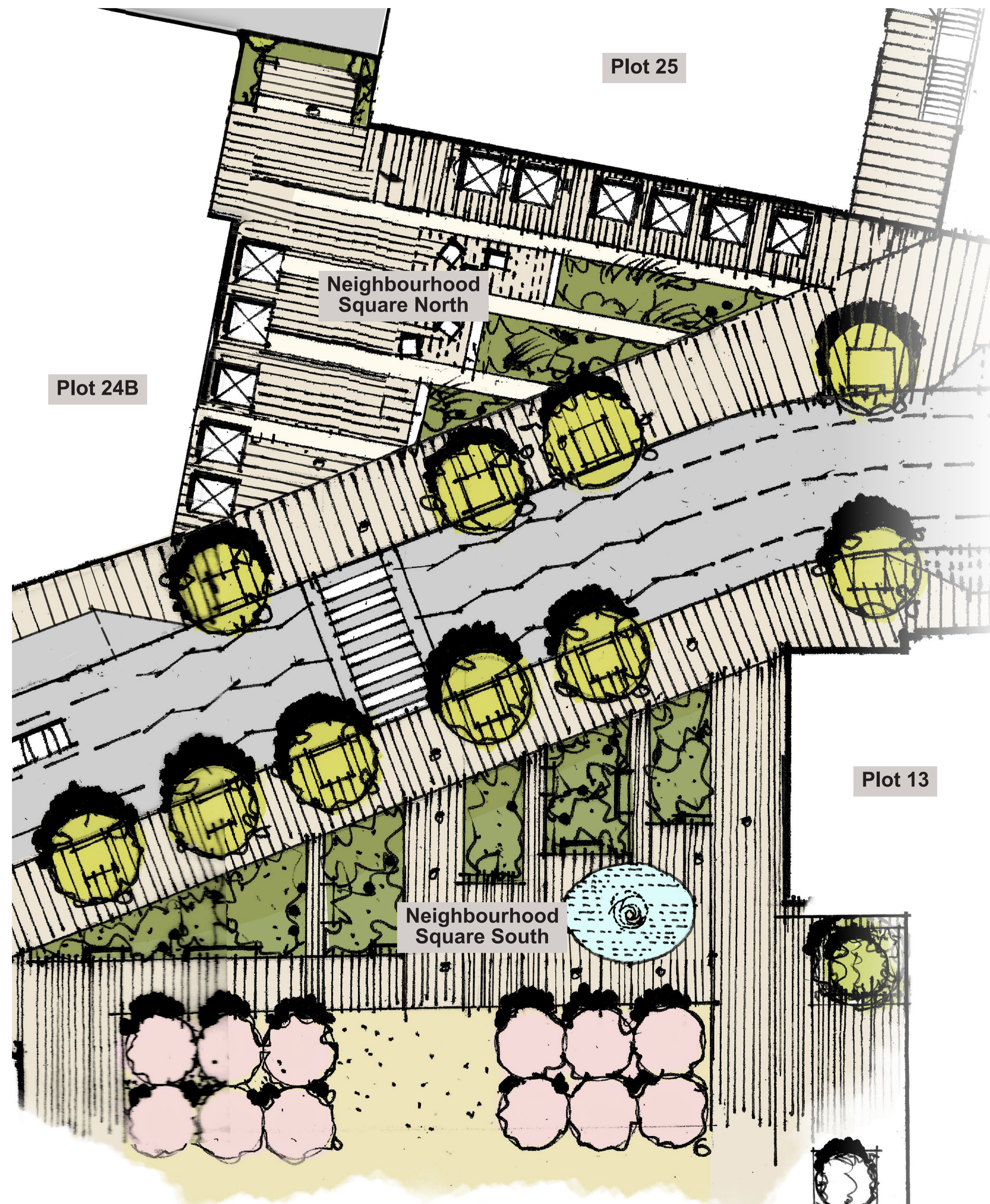
Playful and exploratory landscape



The proposal for Neighbourhood Square North aims to create an exciting town square which complements Neighbourhood Square South (the new square located across Merchant Street which is due to open over the next few months).

Neighbourhood Square North looks to incorporate active retail edges and seasonal planting to create a colourful edge to Merchant Street.

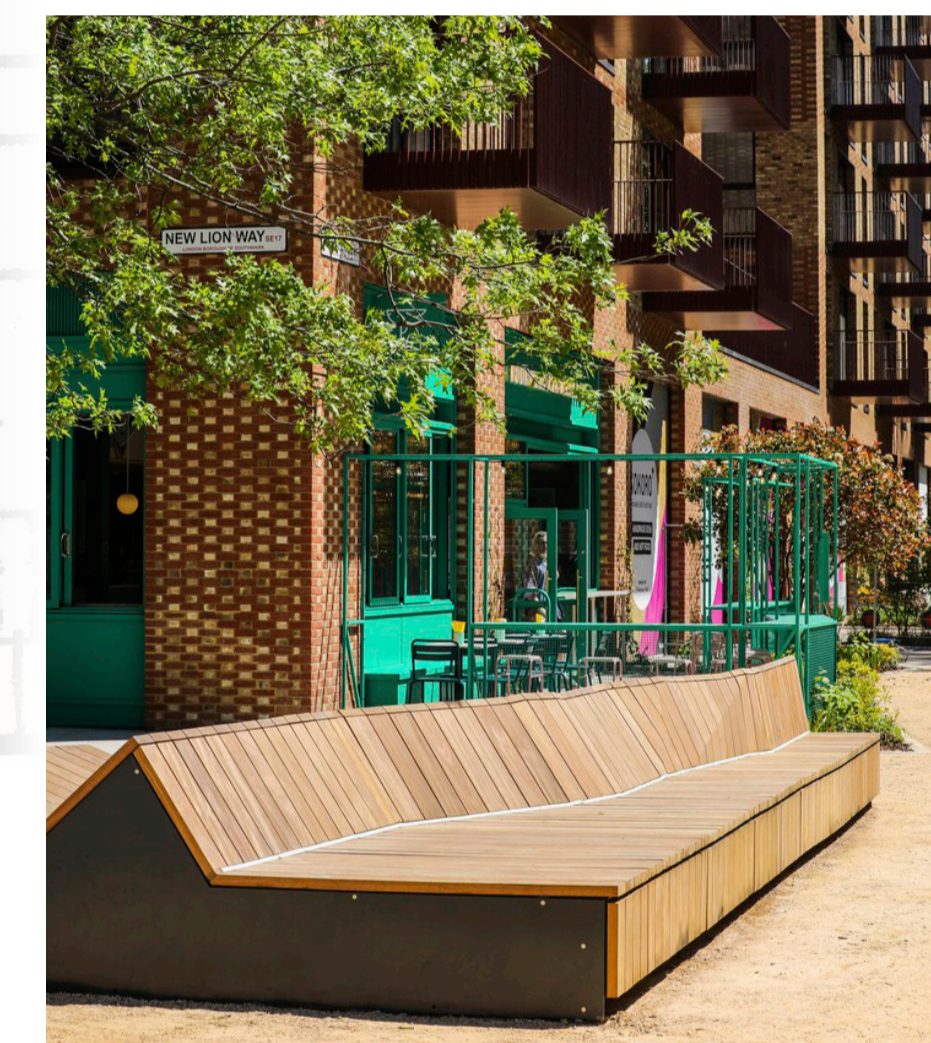
Tell us your ideas for how we can bring people together and create community in Neighbourhood Square North



Moments to gather



Active retail edges



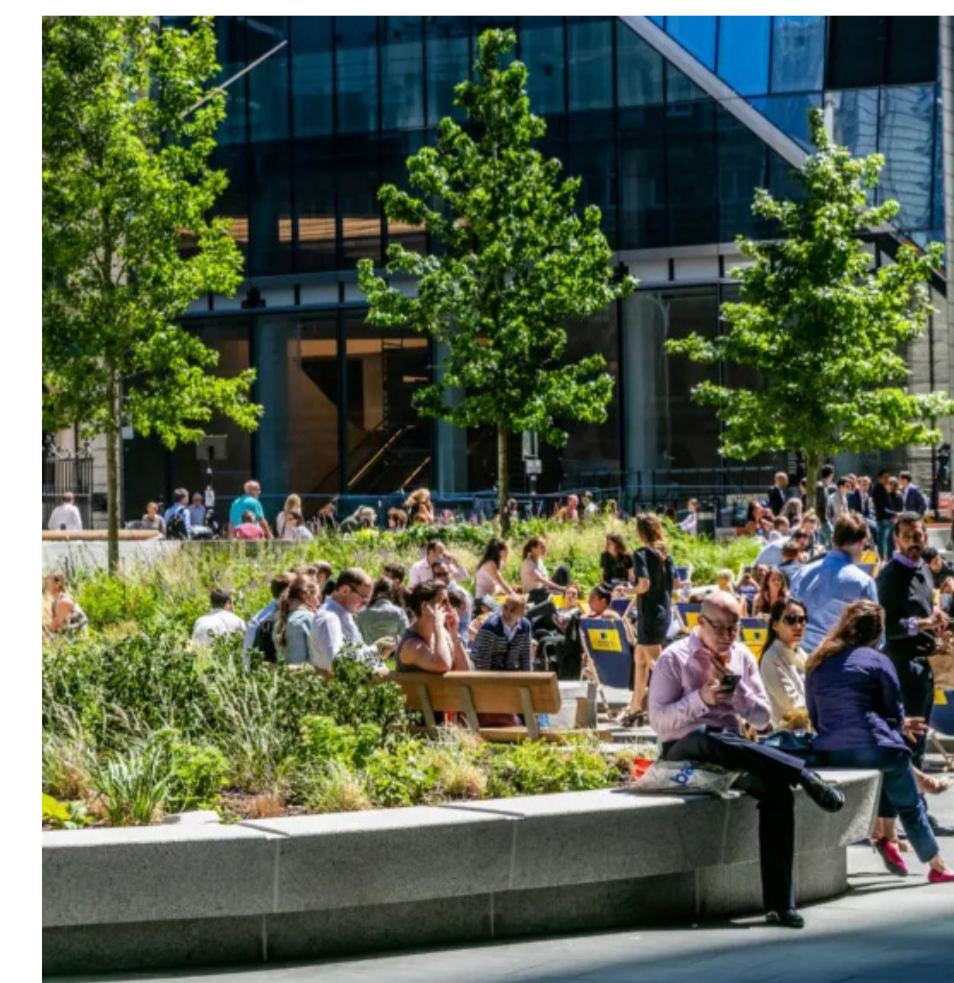
Playful timber platform



Feature lighting



Social communal tables



Flexible gathering space



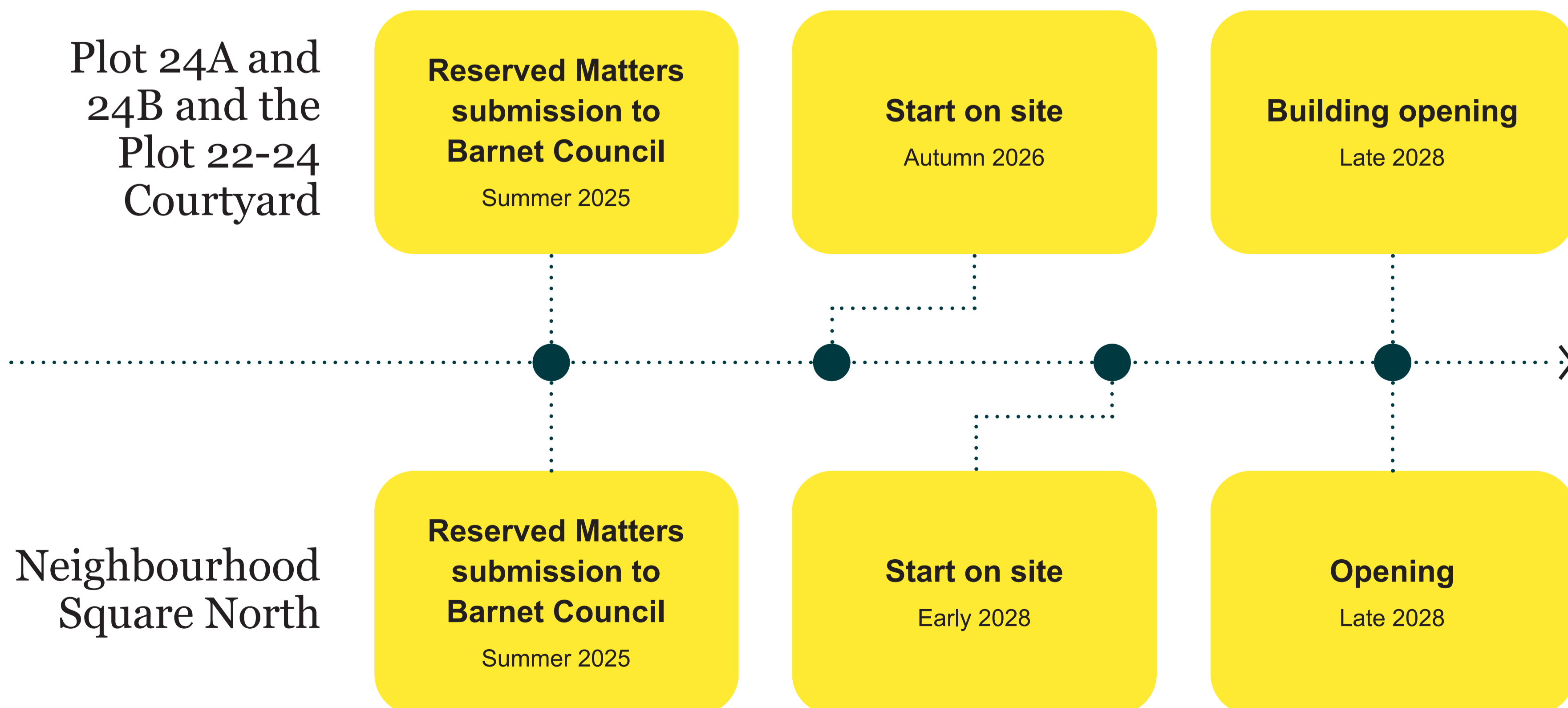
## What happens next?

Following this exhibition, we will use your feedback to inform our evolving planning applications for this next phase of the evolution 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 Plot 24, the Plot 22-24 Courtyard and Neighbourhood Square North.

We are aiming to submit these Planning Applications to Barnet Council's planning department in Summer 2025. 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

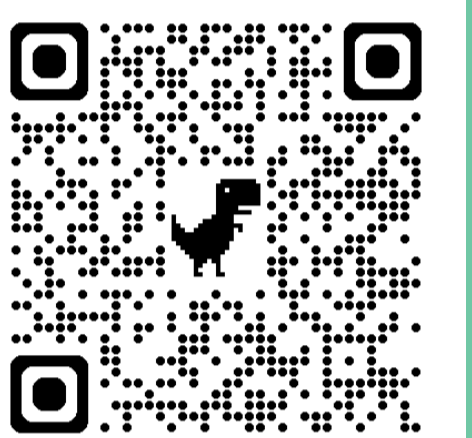
### Share your views

We would love to hear your thoughts, 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**

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**

### Find out more

For more information about Brent Cross Town, please visit **www.brentcrosstown.co.uk**

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

Email us at **bxt@devcomms.co.uk** to share your feedback or stay updated.

