

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

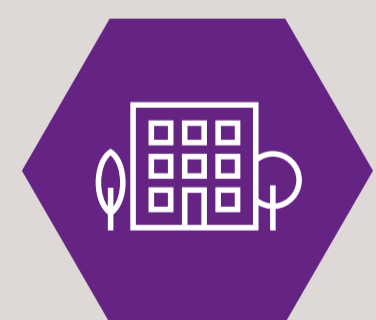
We have a lot to update you on, so please take a look at our exhibition boards and speak to the team so that we can explain how our Masterplan is progressing towards realising our vision for a town where all can flourish.

There is 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 up in order to make Reserved Matters applications to Barnet Council's planning team this spring and summer. These applications apply for detailed consent and provide more detail on layout, scale, appearance, access and landscaping.



Excerpt from the Brent Cross Town Masterplan

The proposals presented today include:



**An update on Plots 22, 23 and 24** – a collection of three plots that will provide intergenerational living connected by a public courtyard. New plans are presented for:

- **Plot 23** – a co-living building that provides high quality rented accommodation for single person households of all ages, especially young single professional renters.
- **Plot 22-24 Courtyard** – the public space between plots 22, 23, 24.

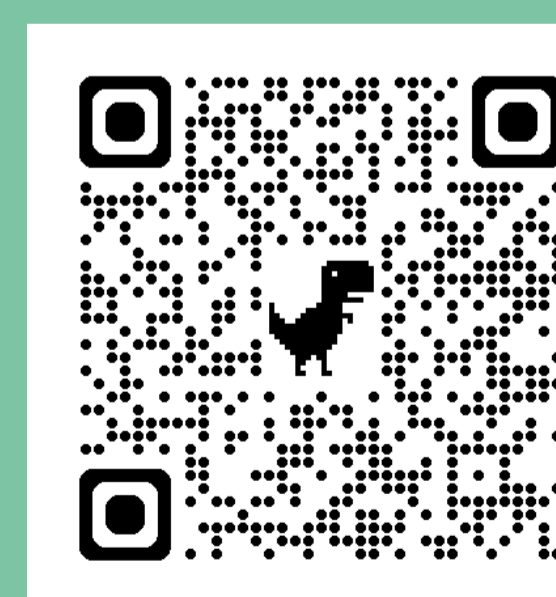


**Claremont Way/Park Place** – Claremont Way is to be retained in its current position to provide an enlarged green space between Claremont Park and Clitterhouse Playing Fields.

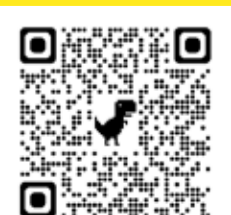


**Clitterhouse Playing Fields** – an update on how proposals have progressed for the Clitterhouse Playing Fields.

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



You can feedback by filling in our paper consultation forms today, or by scanning the QR Code here to submit your feedback online via our interactive survey.





CGI of Brent Cross Town office space



Aerial image of Brent Cross Town



Claremont Park

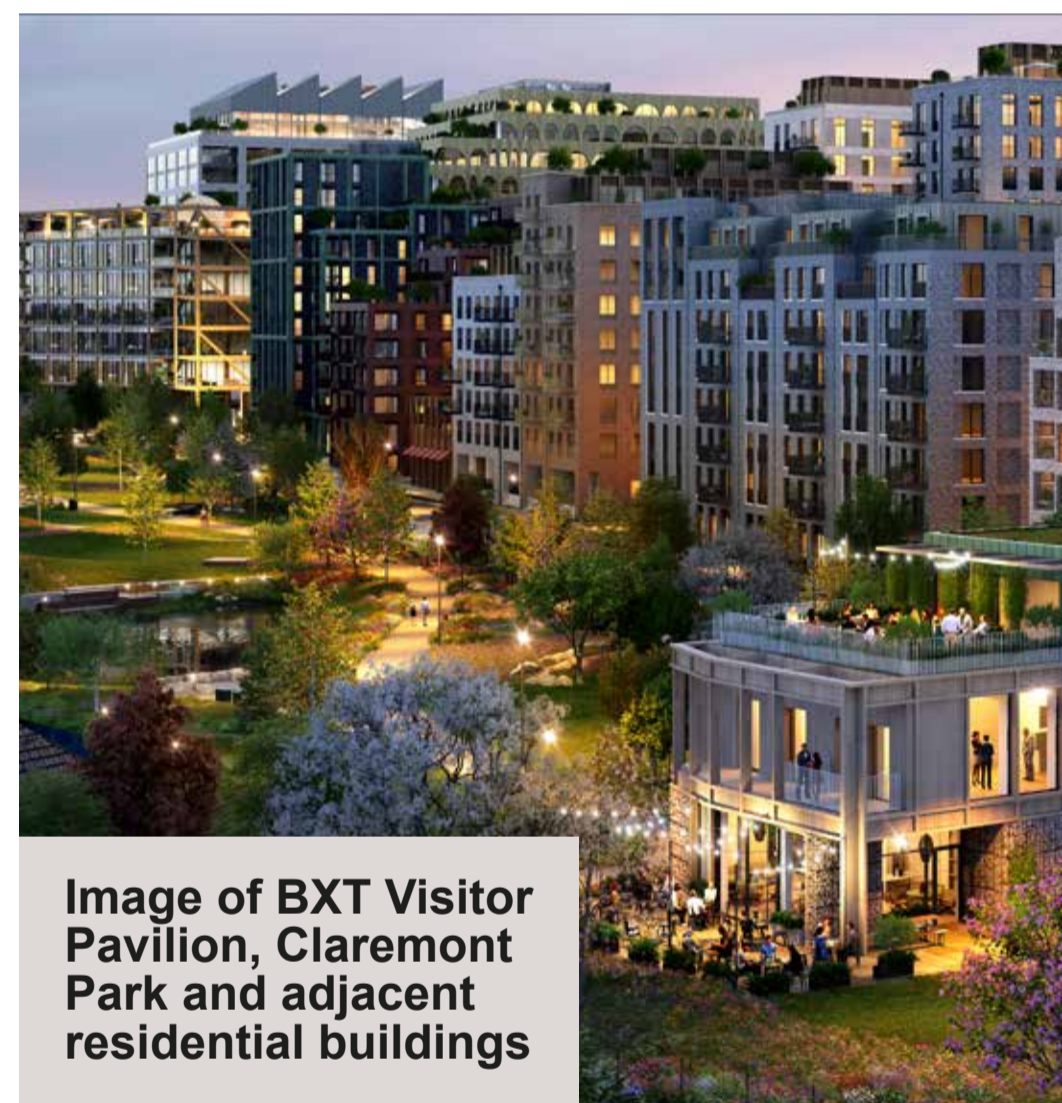


Image of BXT Visitor Pavilion, Claremont Park and adjacent residential buildings



Image of entrance to Brent Cross West Station

## 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

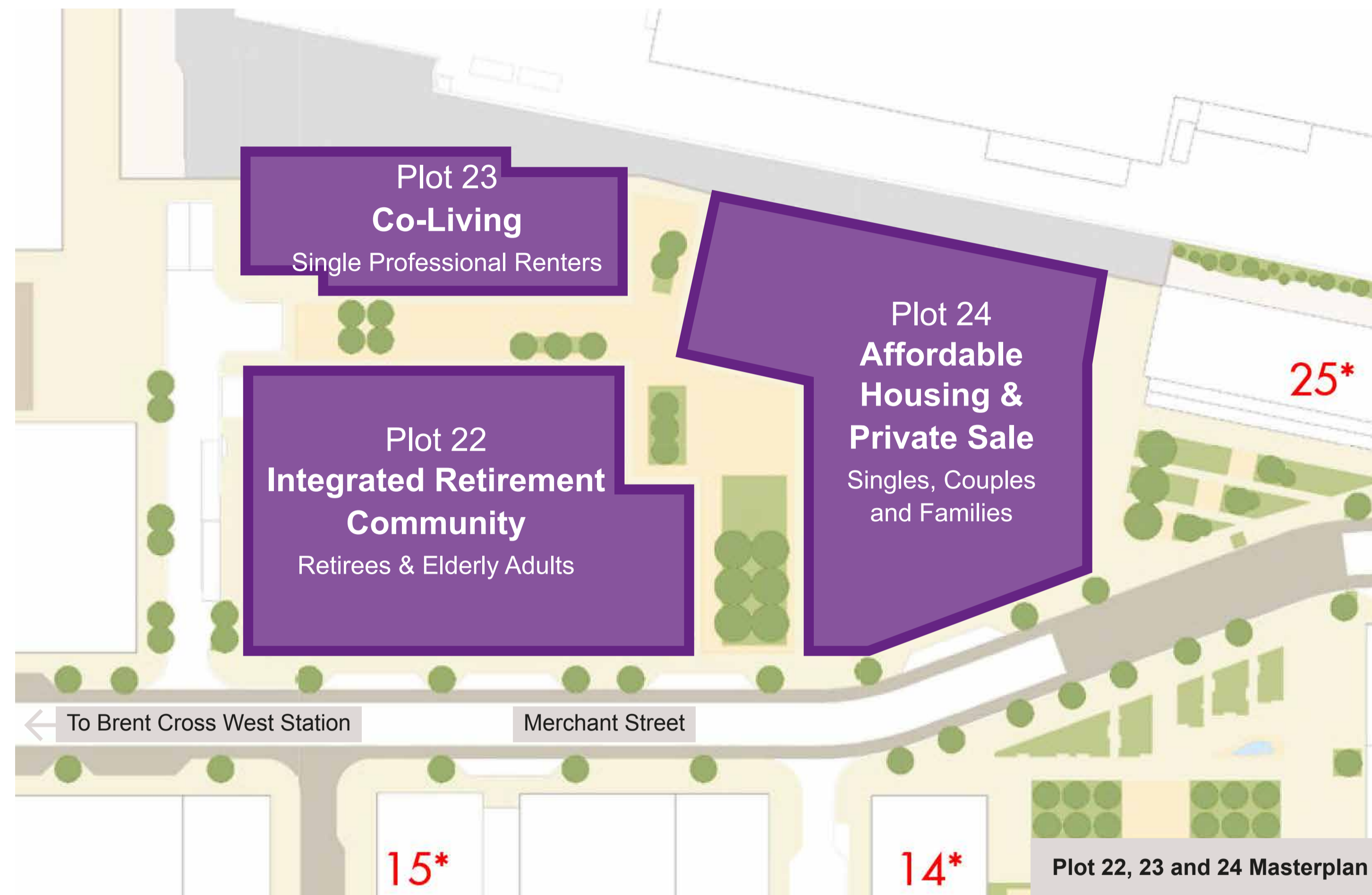
Approx. **25,000** workers

New **health, leisure and community facilities**

- ➔ 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 sports and play 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, Exploratory Park (a temporary open space with play facilities), Claremont Park and a revamped parade of shops on Claremont Way.
- ➔ With the new Brent Cross West station now open, connecting Brent Cross Town with St Pancras International in as little as 12 minutes, Barnet residents are now better connected than ever to Central London and beyond.
- ➔ The first two residential buildings at Brent Cross Town have recently completed providing affordable and private sale homes.



Plots 22, 23 and 24 sit on the north side of Merchant Street to the north of the first phase of residential buildings currently being delivered along Claremont Park. The three buildings complete a block with a public courtyard between them.



**Benefits include:**

**Reduced Loneliness:** It is shown that the elderly and young professionals have the highest amount of loneliness in age groups. By promoting integration between the buildings and courtyard, we're hoping to reduce loneliness.

**Sharper Minds:** Older adults stay cognitively sharp through engagement with younger people, reducing dementia risks.

**Improved Physical Health:** Social cohesion encourages active lifestyles, reducing chronic health risks like heart disease and promoting overall well-being in all age groups.

**This phase of the Masterplan will have:**

- An **Integrated Retirement Community** (Plot 22) for over-60s that will promote social activities and events, health and wellness and independence into later life, all whilst providing care as and when needed.
- A **Co-living** (Plot 23) building attracting single professional renters at different life stages that want a sense of community and a flexible, professional rental option.
- **New affordable housing and private sale housing** (Plot 24) that will appeal to a range of residents including families and couples on a range of income levels.



By providing housing for people of different ages and life-stages, this area of the masterplan has a fantastic opportunity to promote social cohesion and a mixed and balanced community:

- We want the design of the courtyard between the plots to encourage social interaction between different age groups by creating meeting places and areas for exercise and play.
- The retirement and co-living buildings will have long-term operators managing a series of events and activities that could bring different groups together.
- Plot 22 features an all-day Café/Bistro open to all to allow people to come together to allow people to come together to meet and eat in an informal setting.



## What is Co-living?

Co-living is an alternative to rented house shares or Houses of Multiple Occupation (HMOs). Evidence suggests it typically appeals to single person households looking for high-quality rented accommodation with a host of building amenities. Co-living works best in urban locations and promotes an ethos of community and shared living.

There can be limited options for single person households in the private rental sector. These options are often of poor quality and residents are faced with having to accept unreliable landlord arrangements, insecure tenancies and often poorly designed or suited properties.

Co-living creates vibrant and animated communities which embrace local neighbourhood relationships. Co-living offers high-quality purpose-built accommodation with secure and flexible tenancies so residents can focus on what's important in life.

### Key Features include:

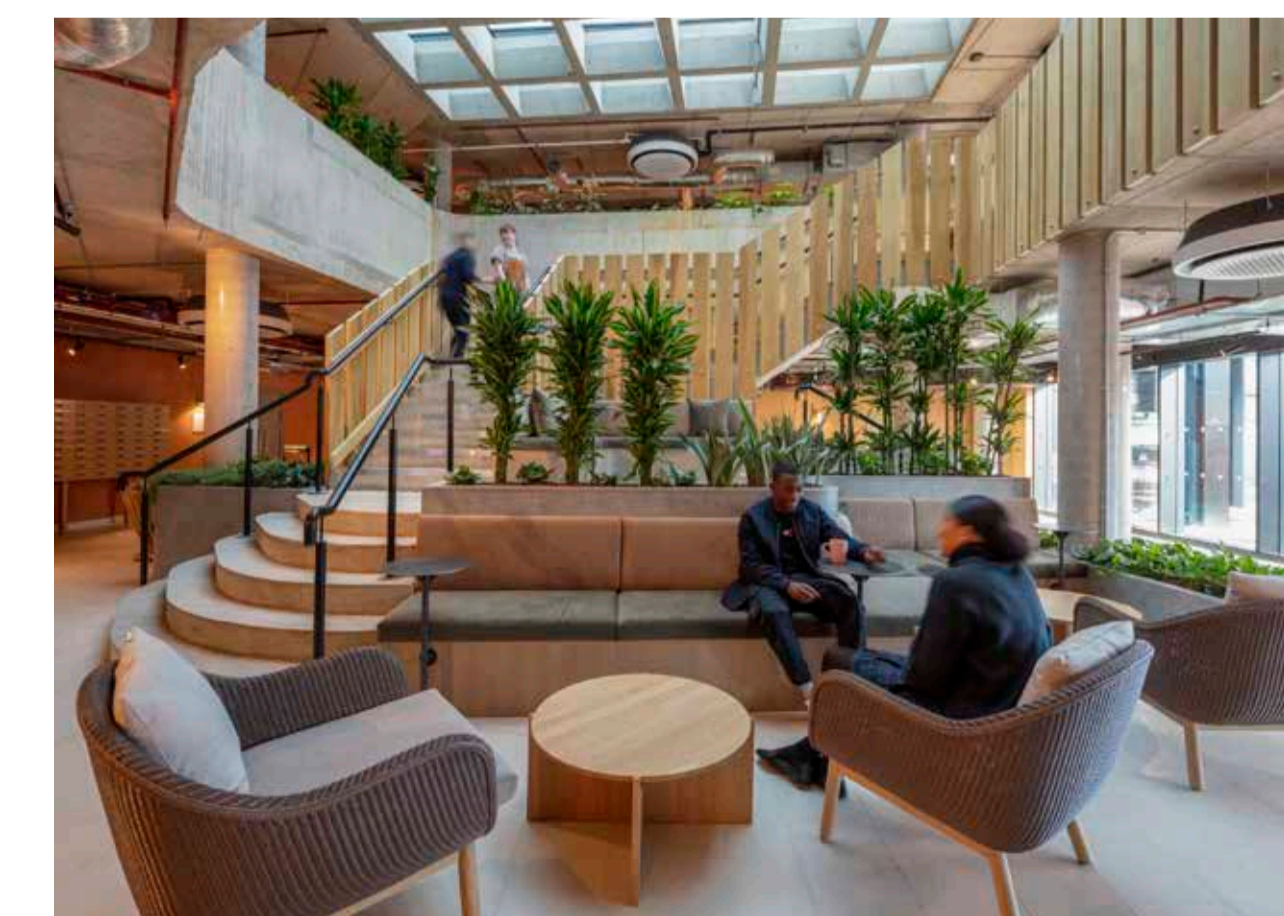
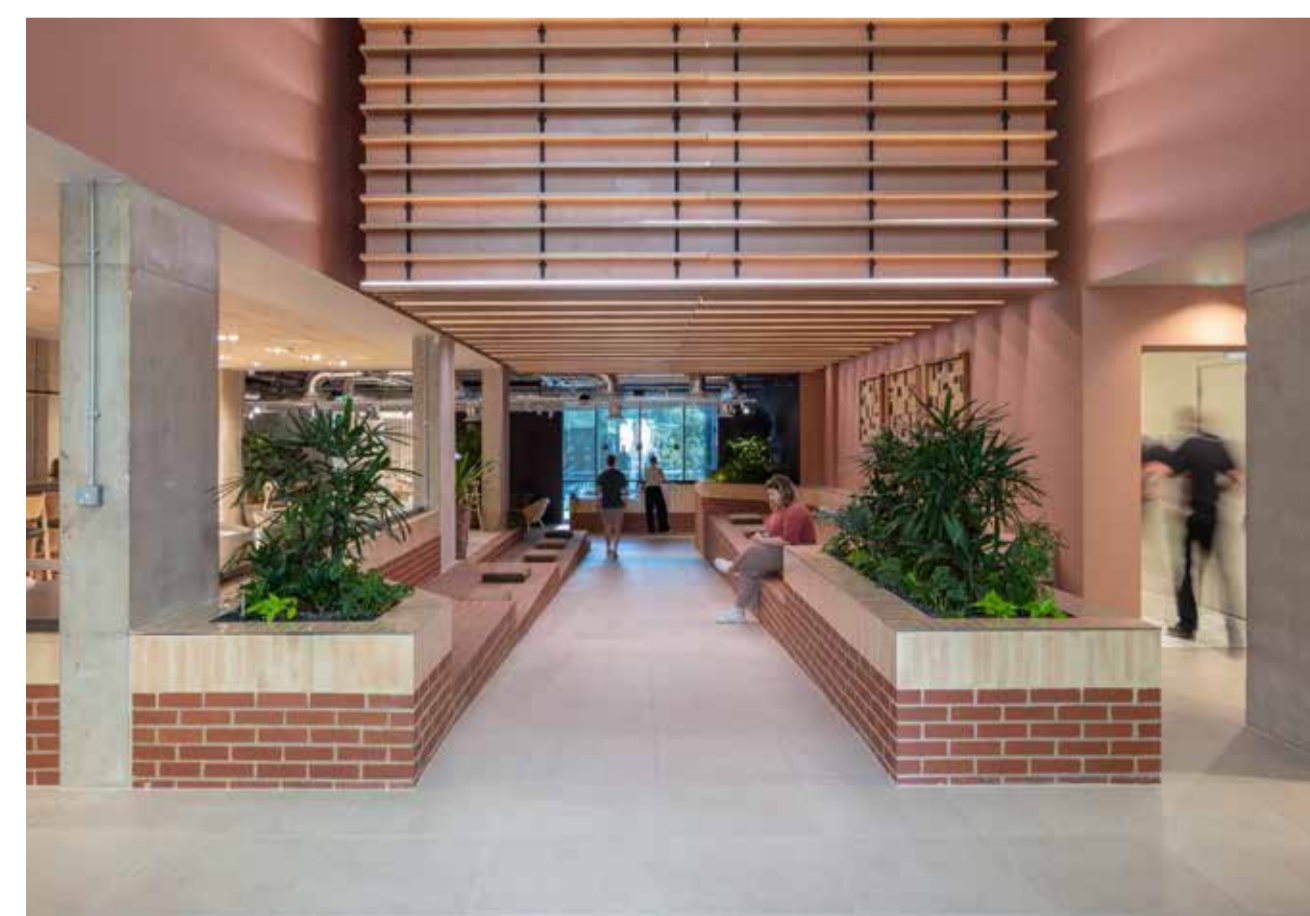
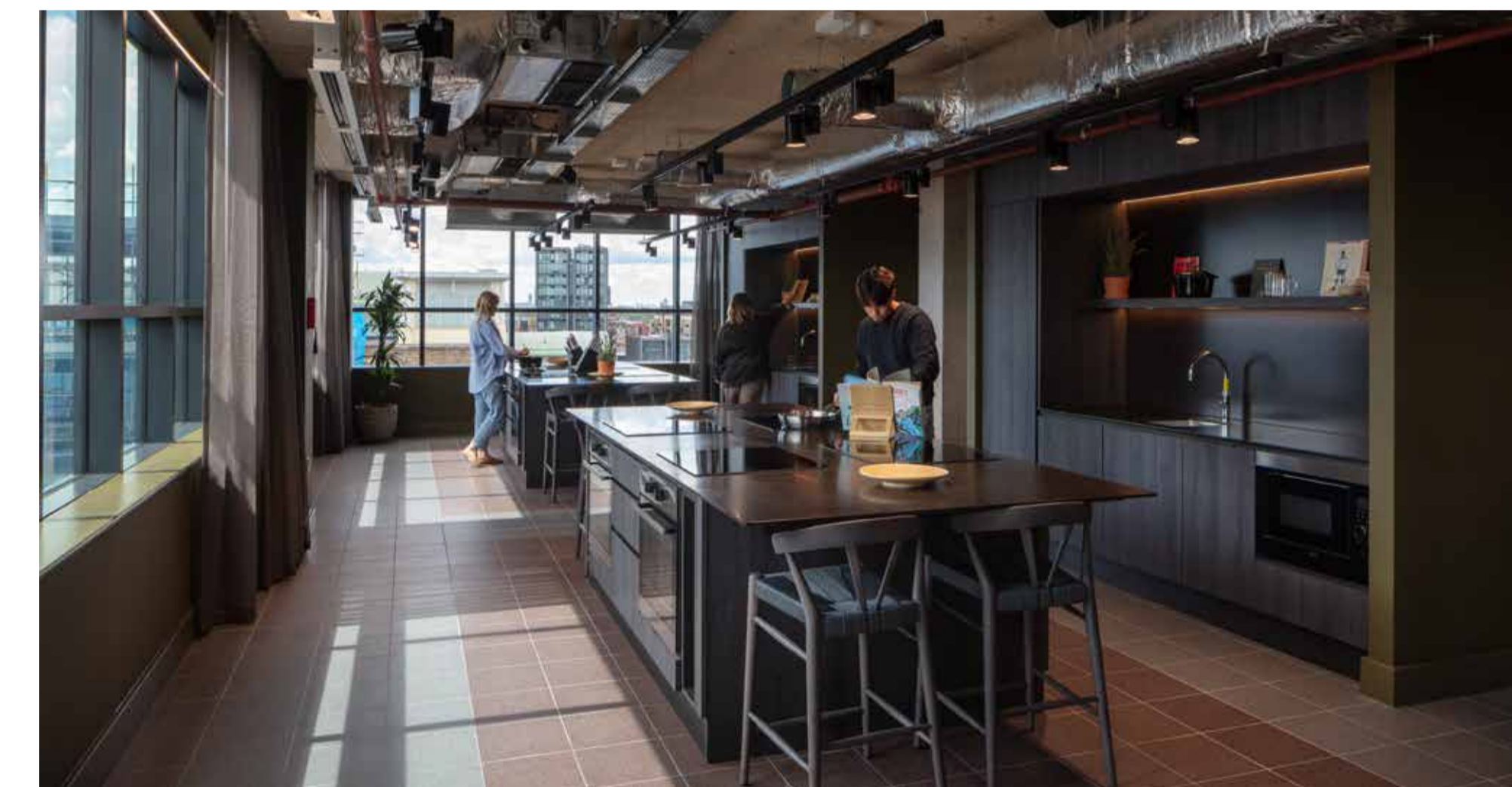
- **Private studios** with kitchenette and ensuite bathroom facilities.
- **Shared spaces** including communal kitchens, roof terraces, laundry room, lounges, cinema room, games room and gym.
- **Communal lobby and lounge areas** providing a range of **resident events** alongside workspace hubs.
- **Professional on-site maintenance & management.**
- **Flexible and secure** tenure lengths.
- **No hidden charges** – residents pay a single all-inclusive rent covering all services and bills.

## Who lives in a Co-living building?

- **Local Single Renters** – who cannot afford to buy locally but aren't eligible for social rent and who have limited options elsewhere. Co-living appeals to people of all ages and situations.
- **Local Key Workers** – who increasingly struggle to find a good quality home near to where they work.

Co-living also helps families by providing dedicated housing for single occupancy reducing the need to convert good quality family homes into house shares or Houses of Multiple Occupation (HMOs).

Co-living scheme images

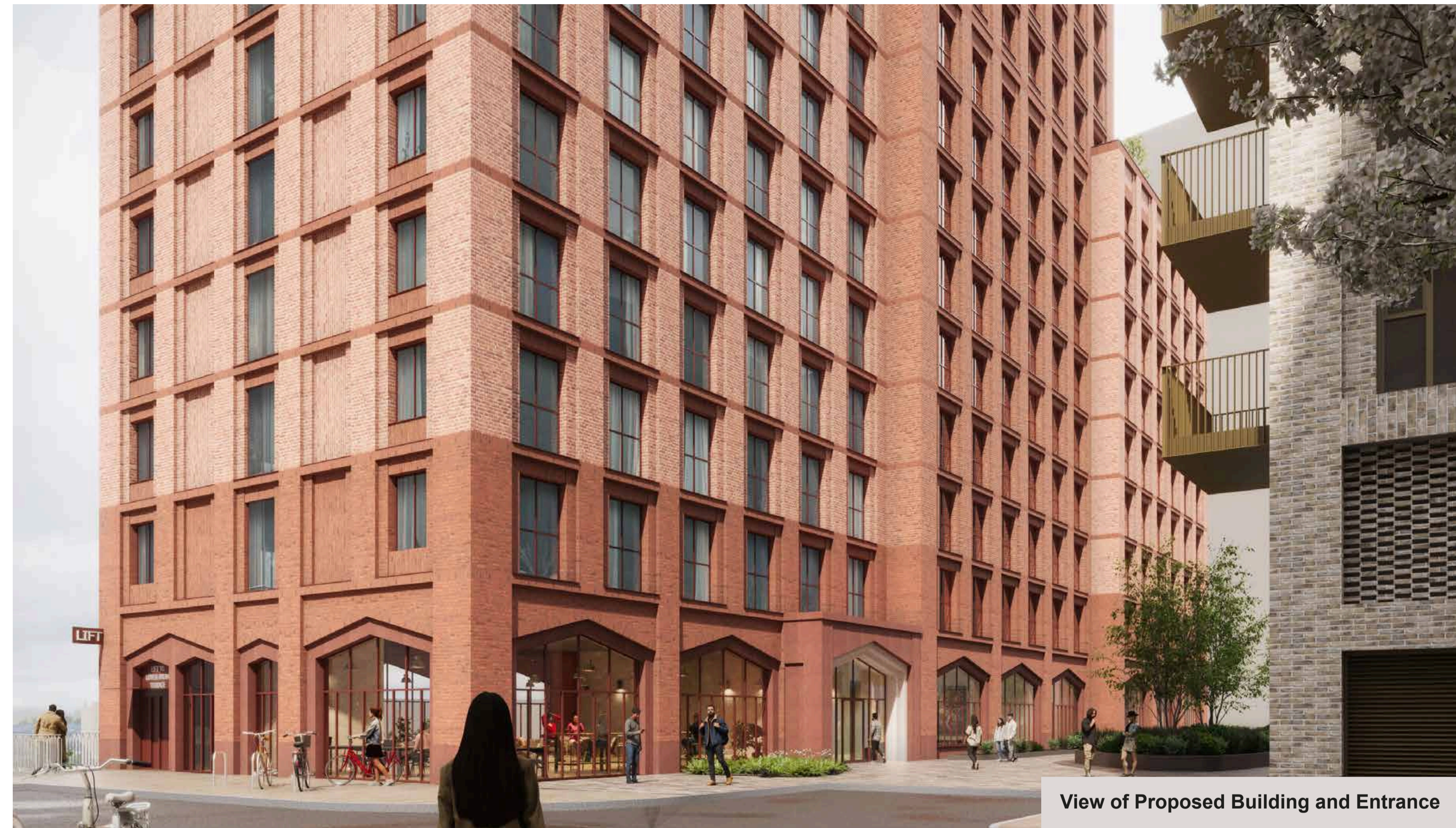


## About Plot 23

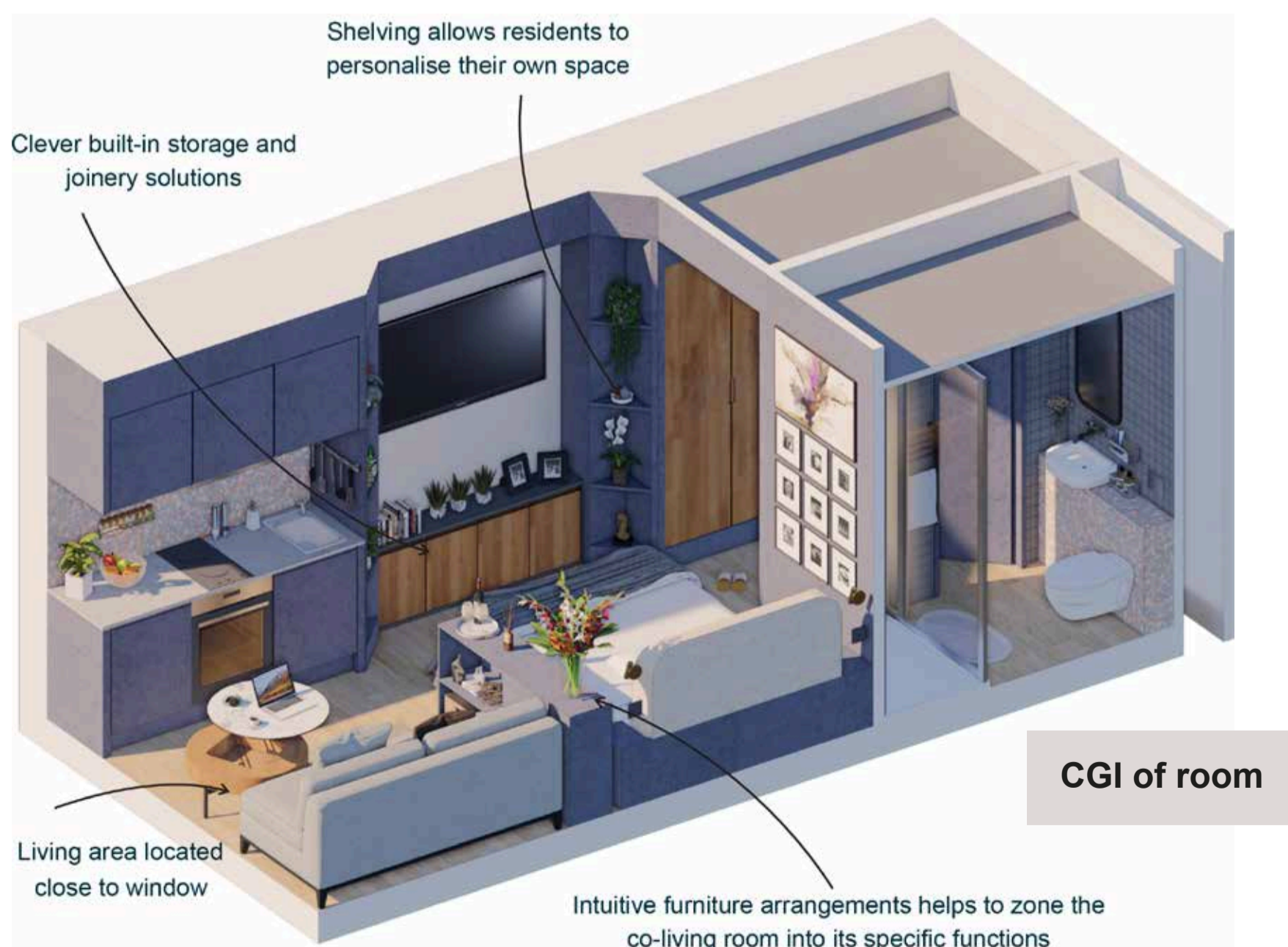
Designed by Assael Architecture, Plot 23 will be Brent Cross Town’s first co-living development – widening the range of residential options available in London’s newest park town. It will provide around 350 co-living studios, two roof terraces and a range of shared resident facilities including a gym, games room, lounges and workspace hub.

All communal areas will be highly accessible and 10% of studios will be designed to be suitable for wheelchair users. Two blue badge parking spaces will be provided next to the building and 176 cycle spaces, including 25 bike spaces for bikes owned and managed by the building will be provided as part of the proposals to promote car-free active travel options. A lift will allow for access between the upper and lower ground levels.

The building is being designed to the highest sustainability targets with a highly efficient design and carefully selected materials to keep the carbon required for construction and operations at a minimum. The building will connect to the wider low-carbon district heat network and have a green roof, alongside solar panels to benefit from renewable energy.



View of Proposed Building and Entrance



## Introducing Halcyon Development Partners

The co-living building proposed on Plot 23 will be delivered by Halcyon Development Partners and operated by Folk.

Halcyon is a London based developer committed to delivering best-in-class and sustainable developments with a focus on the co-living sector. Halcyon have developed three operational and highly successful co-living buildings for Folk in Earlsfield, Battersea and Harrow. The experience from these schemes and feedback from existing residents is informing the design proposals for Plot 23.

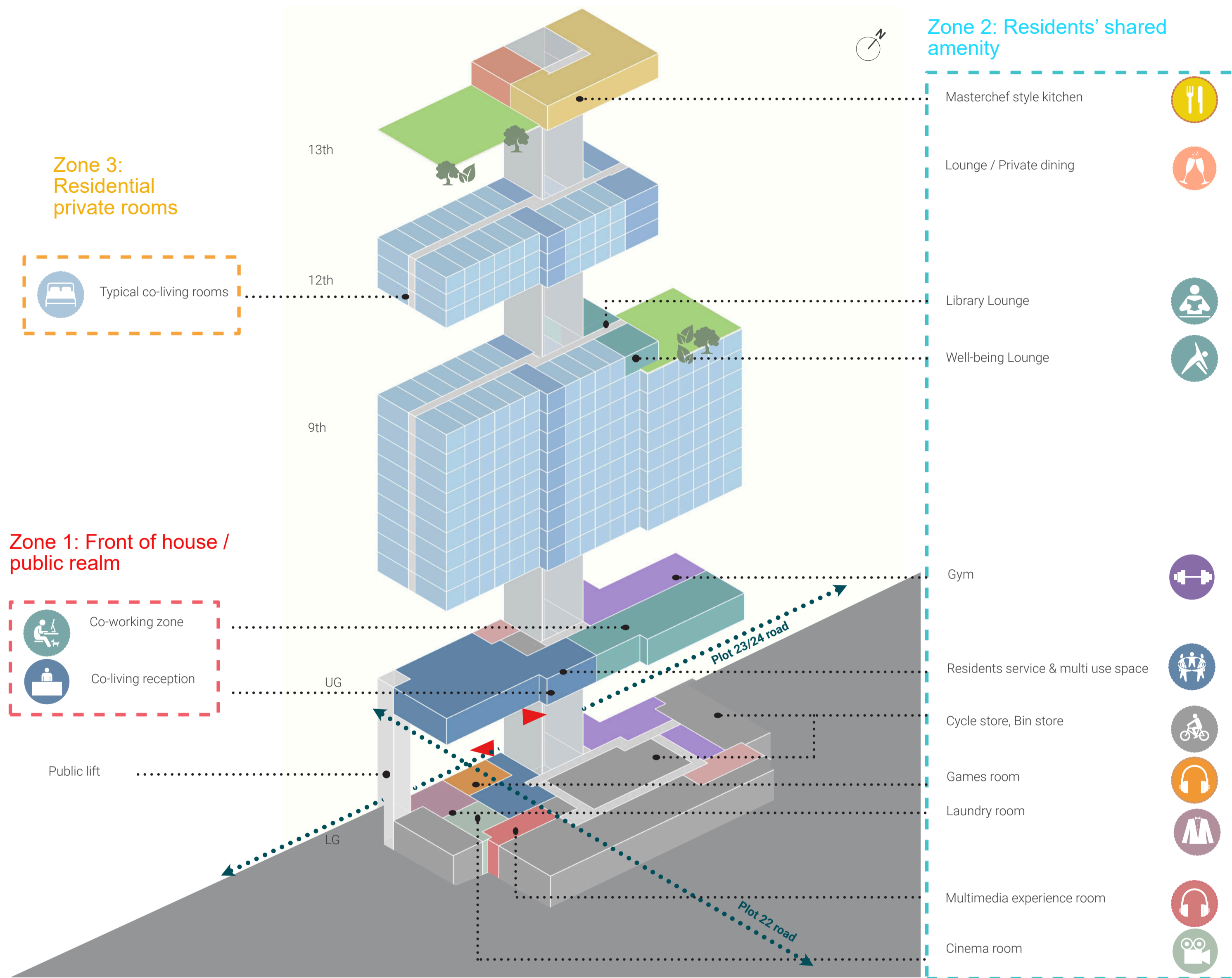
## Support for care-leavers

Working alongside Barnet Council it is proposed that Plot 23 will include some units made available exclusively to support local care-leavers at a more affordable rent level.

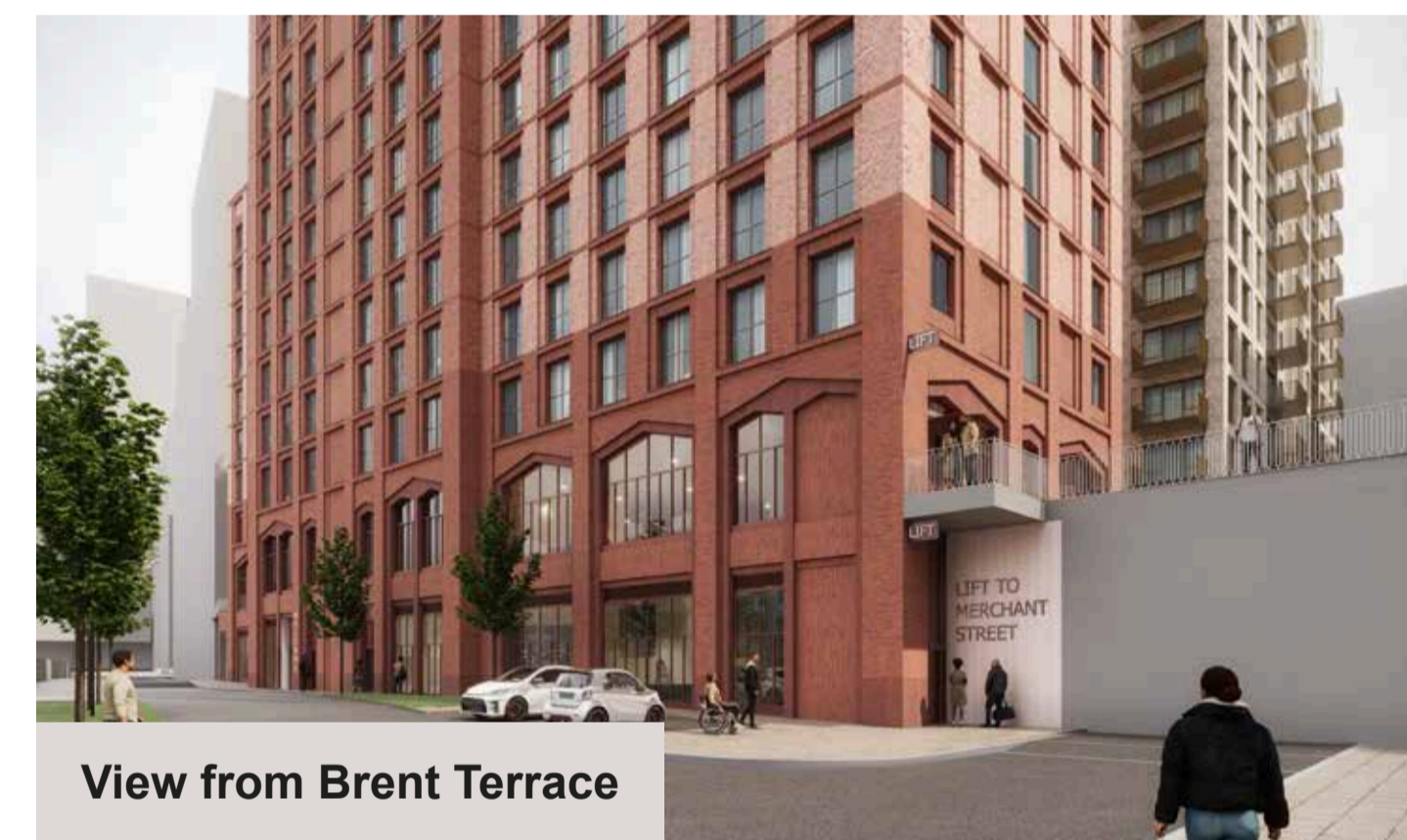
Co-living is a great option for young adults leaving care by providing them with a high-quality home and the associated independence while benefiting from the wide amenities, events, community and support the co-living model provides.



Image showing the proposed layout of Plot 23



CGI image of terrace on Plot 23



View from Brent Terrace



View from between Plot 22 and 24



Plot 23 Building top and terrace design

An important part of the co-living model is to provide residents with a range of on-site facilities which are included within the rent. These provide opportunities for social interaction between residents and spaces to relax.

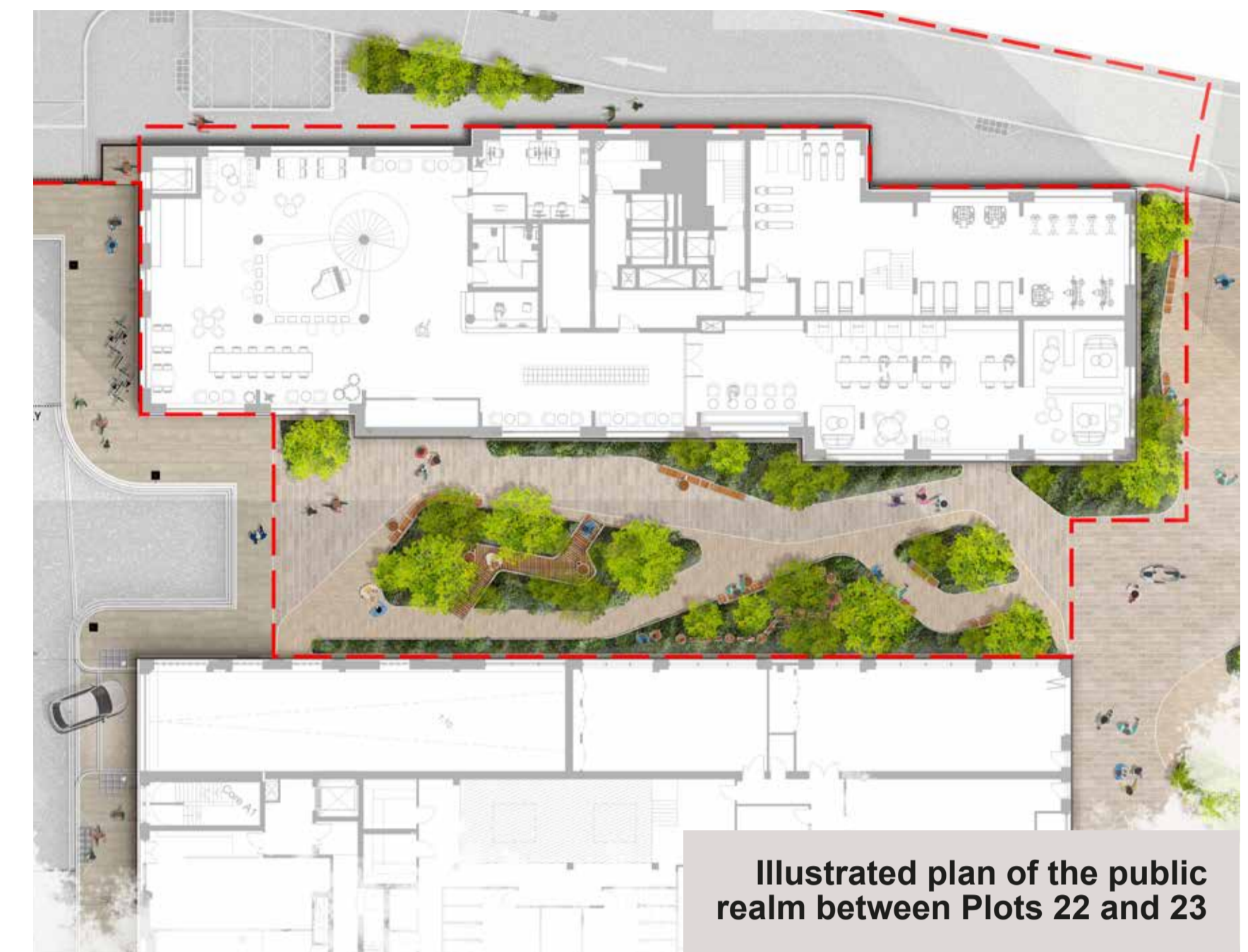
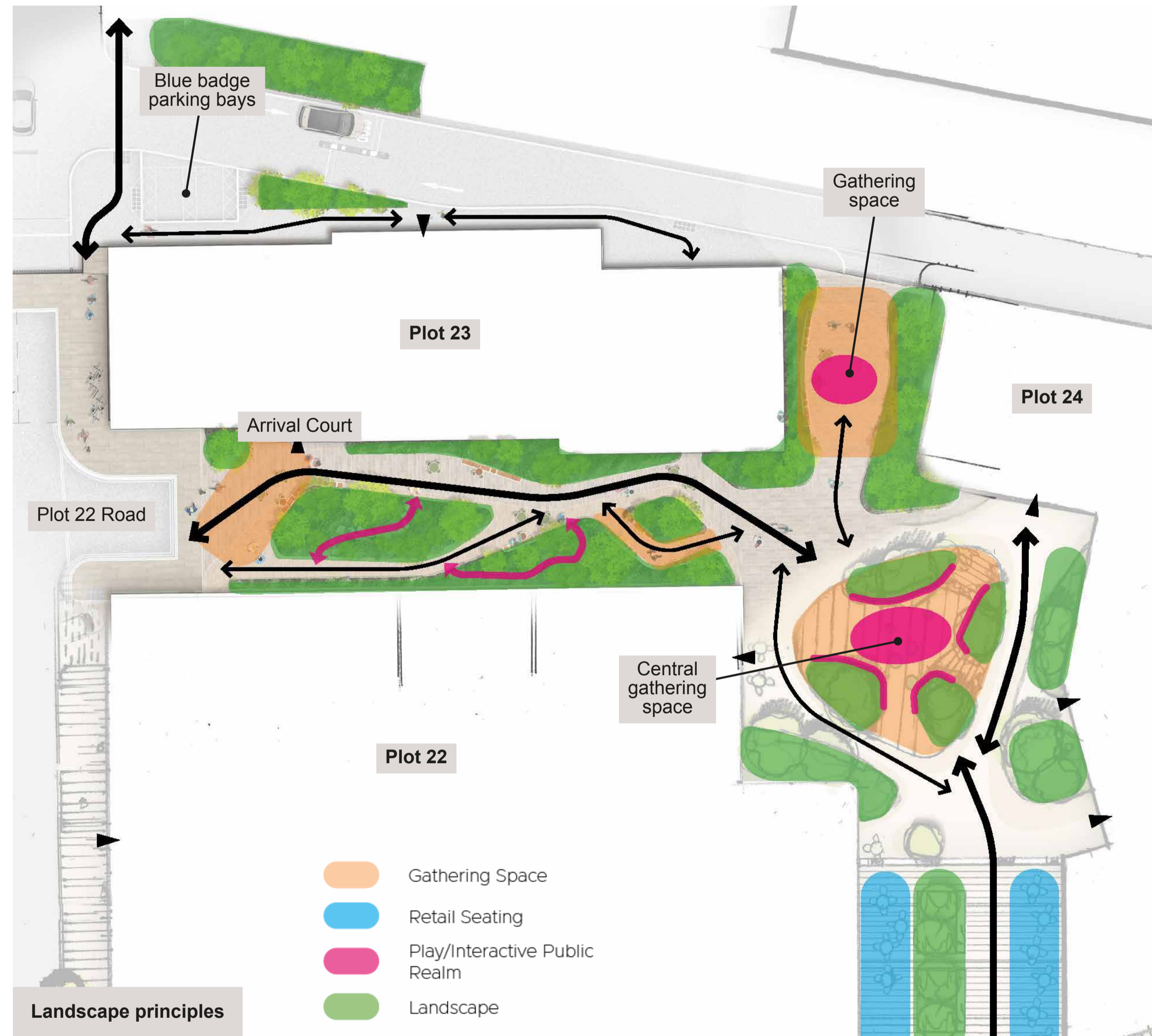
Within Plot 23, the intention is to provide these facilities throughout the building which will activate the building in its surroundings, as well as centrally within the building to the top.



The courtyard between Plots 22, 23, and 24 ties together the different housing types to provide a multi-generational and publicly accessible space for residents and visitors to walk through and spend time in.

While connected to the busier high street feel of Merchant Street, the courtyard will be a quieter space and benefit from being car-free.

This multi-generational space will provide opportunities for relaxation, socialisation and play in a safe setting overlooked by surrounding residential plots.



We want to design the courtyard to allow different groups of people to mix and have fun, with different ways for people to spend time together.

Tell us your ideas for activities and play that could happen in the courtyard for young and old to enjoy.



## Plot 22

We held a public consultation in February 2024 to present the proposals for Plot 22, an Integrated Retirement Community that will be delivered and operated as one of Audley Group's Mayfield Villages alongside a parade of high street shops.

Proposals were well received and after some final design updates a detailed planning application was made (ref: 24/2913/RMA) to the local planning authority in Summer 2024. The final design hosts 148 retirement apartments alongside five retail units, a café/bistro,

communal gardens, lounge areas, a health and wellness club and village hall. The café/bistro will be open to the public and some public events will run in the Village Hall. There will be some non-resident memberships available to the health and wellness club for over-55s.

Audley are now completing detailed design stages with an aim of starting construction work in 2026, should planning permission be granted.



CGI of Plot 22



Indicative CGI of Plot 24



CGI of Plot 22

## Plot 24

Plot 24 will be split into two buildings to provide both affordable and private market homes. A variety of housing types will be provided to suit residents of different income levels. Plot 24 will provide housing to a range of young professionals, couples and families at different life stages.

The buildings will provide retail spaces on the northern side of Merchant Street, a mix of different apartment types alongside

gardens and terraces and communal lobbies. The buildings will have high quality architecture with views over the courtyard and the northern side of Merchant Street.

Plot 24 is at an early stage of design and we have appointed Jo Cowan Architects to develop a detailed building design. We will be back to share the emerging proposals in due course.

An early visual is provided below.



We are proposing some updates to the masterplan in the area surrounding Claremont Way.

### What was proposed previously?

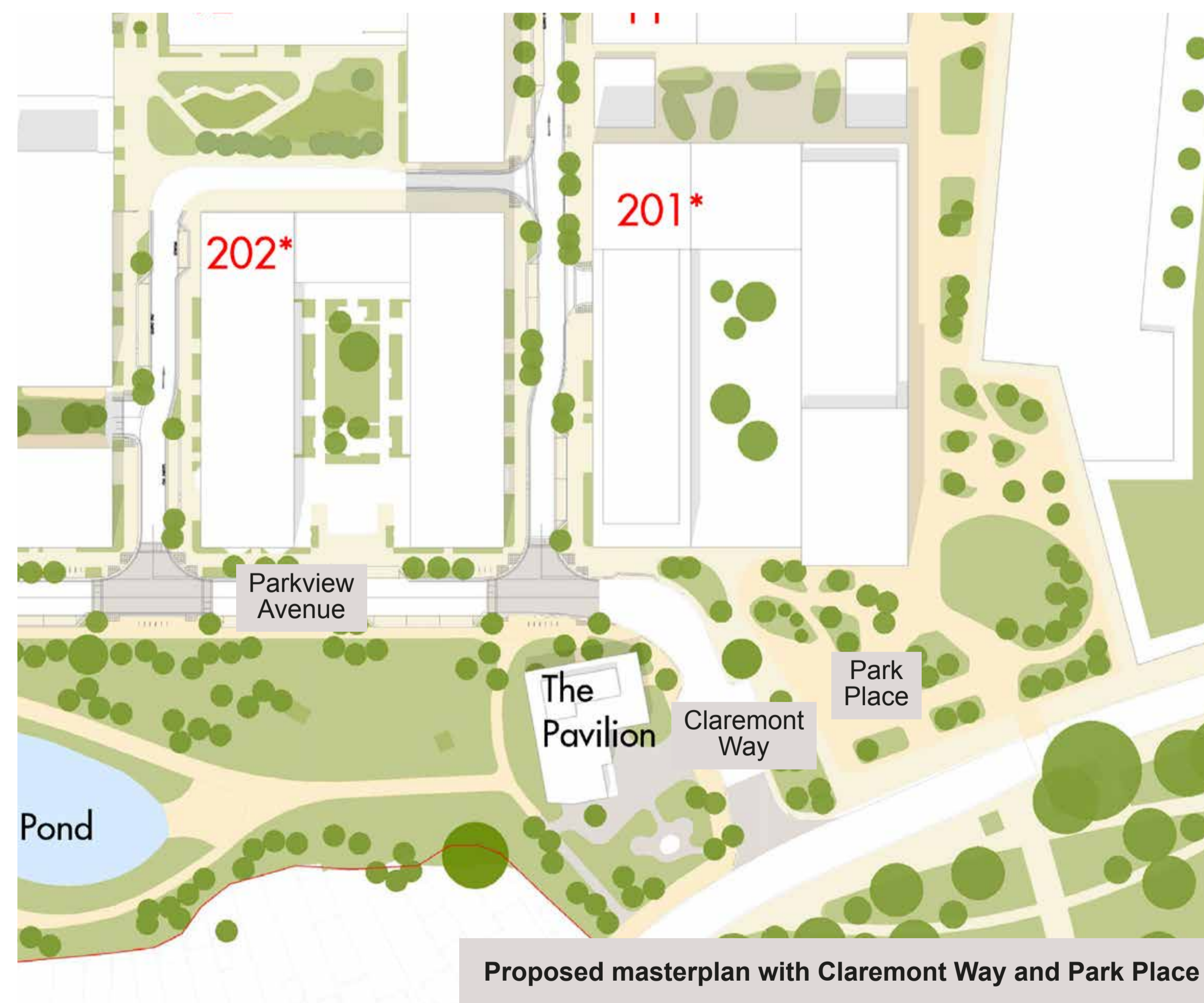
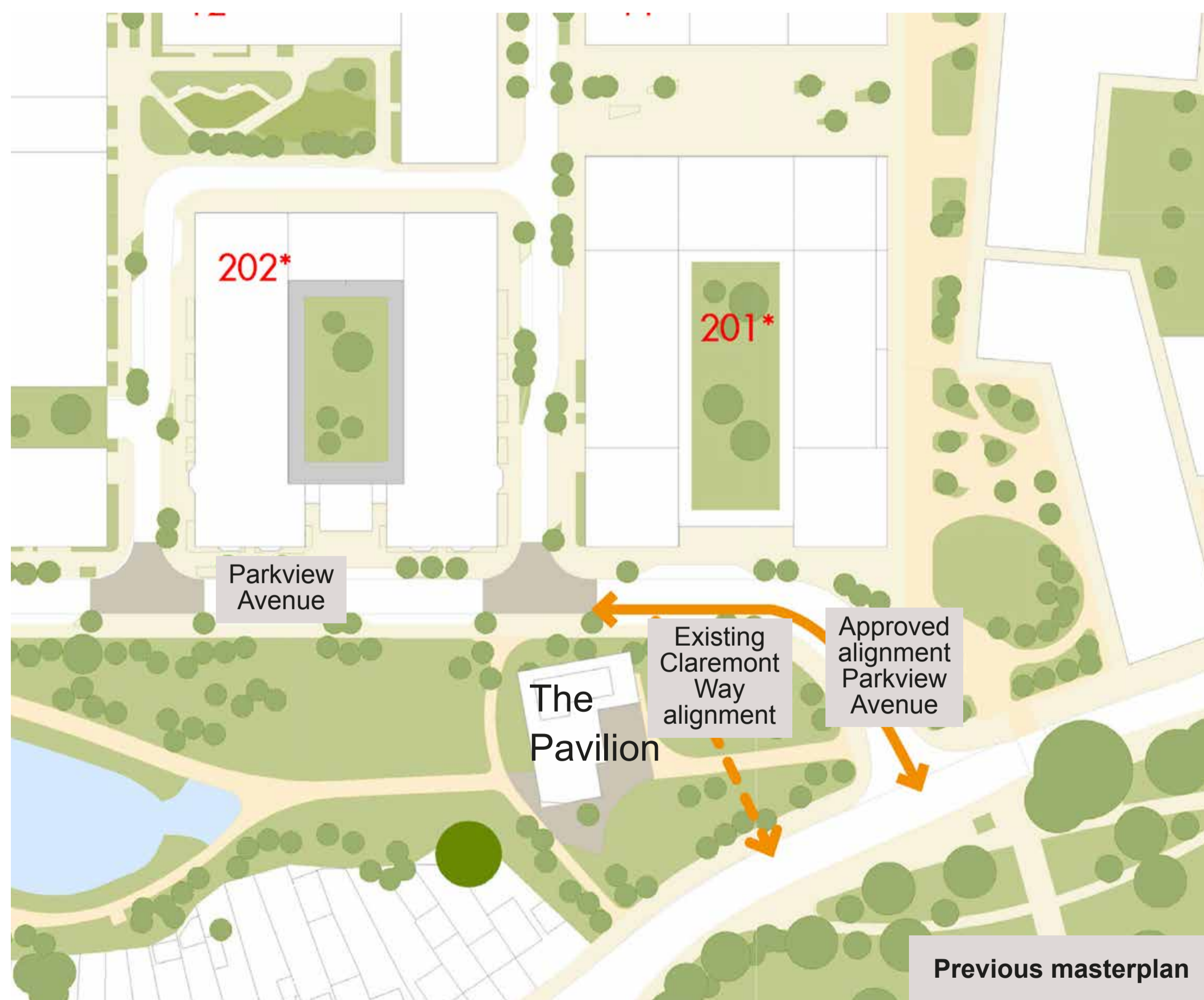
The approved design for Parkview Avenue was further east than the existing Claremont Way is located. It is now proposed to retain the existing Claremont Way road alignment, creating a larger area of open space called 'Park Place.'

### What are the new proposals?

- Retain the existing road alignment of Claremont Way.
- Creation of a new piece of public realm - currently known as 'Park Place' - connecting Claremont Park to the west, Clitterhouse Playing Fields to the south, and Merchant Street to the north and future development to the east.

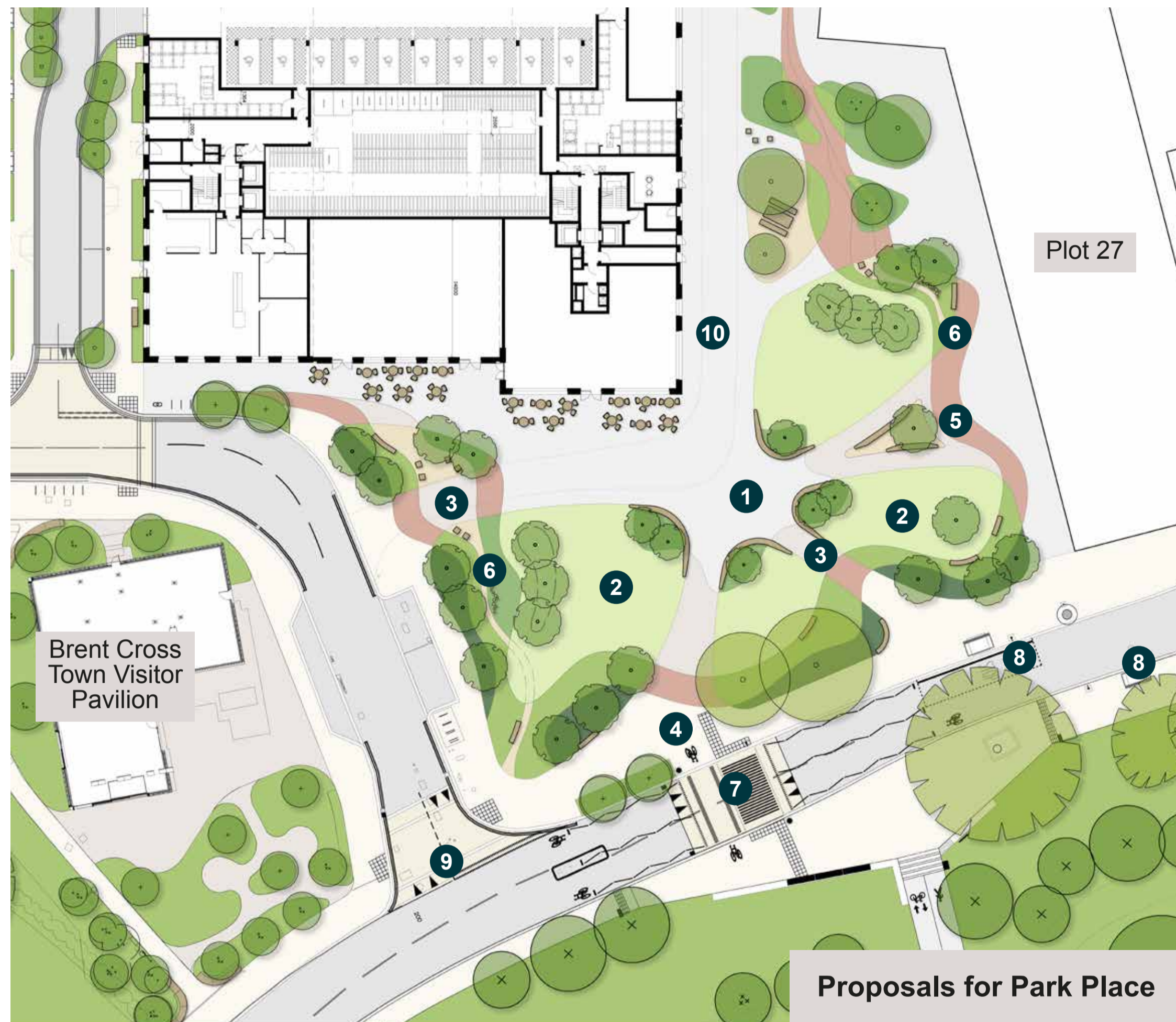
### What are the benefits?

- Increased diversity of public realm spaces.
- Improved public realm offer by maximising sunny areas.
- Reduced embodied carbon by retaining a built road.
- Easy access to the BXT Brent Cross Town Visitor Pavilion is retained.
- Opportunity for a dynamic food and drink offering in Plot 201, taking advantage of a larger, south facing area.
- Improved outlook for Plot 201 residents.



Flowing into Claremont Park, Park Place will provide a new type of open space that Brent Cross Town has to offer.





- 1 Central Plaza with raised seating edges
- 2 Connected lawns with raised edges
- 3 Feature paving ribbon - Two colour bands
- 4 Combined primary route to Claremont Park /Clitterhouse Playing Fields
- 5 Connection to Plot 27 with secondary seating space
- 6 Secondary routes through planting with pocket spaces & play
- 7 Pedestrian (zebra) and cycle crossing on raised table
- 8 Bus stop
- 9 Raised table crossing
- 10 Fire and refuse vehicle route

## Proposed Highway Amendments

Claremont Way/Road are proposed to be adjusted with improved pedestrian access as follows:

- One new pedestrian (zebra) and cycle crossing across Claremont Road to connect Park Place to Clitterhouse Playing Fields.
- Raised crossing entry treatment provided at Claremont Way/Road to improve pedestrian connectivity.
- Fire and refuse vehicles access to exit onto the retained Claremont Way.
- Both northbound and southbound bus stops relocated to maintain visibility; the existing offset distance between bus stops is to be retained.

## Landscape Proposals

Park Place is made up of a series of islands, radiating around a central plaza. The islands will contain lawns where users can gather, socialise and relax, benefitting from the site's open, southern aspect.

Bright, colourful planting mixes wrap around the lawns, while playful trails and pocket spaces invite exploration. Pathways connect the central plaza to Claremont Park, Clitterhouse Playing

Fields and Merchant Street to the north. Seating on the edges of the islands provide spaces for people to dwell.

Park Place's' location allows it to offer something different to the other squares and spaces across Brent Cross Town. Positioned between two parks, the space will have a softer, park-like character, defined by lawns, lush planting and vibrant social spaces.



Indicative image of Park Place



As is a usual part of the design process, we have refined our plans for Clitterhouse Playing Fields since they were approved by Barnet Council in November 2023.

On these boards you'll find information about the improvements we've made to our designs, including the ways we are enhancing biodiversity and making it even more sustainable.

A non-material amendment to the approved design outlining the proposed changes will be submitted to the council this spring.

## What is proposed?

The proposed changes are to simplify the path networks, adapt the planting proposals, and refine the layout of the northern entrance and the area around the proposed pavilion. We have also further developed the layout and design of the play areas including re-use of more of the equipment from the temporary Exploratory Park.

The mix of facilities in the updated design and their overall distribution across the playing fields is consistent with the approved scheme.

These proposed improvements to Clitterhouse Playing Fields will continue to create an inclusive, high-quality parkland offering a variety of outdoor facilities for sports, play and informal recreation.

Opportunities for activity, enjoyment and relaxation will be available for everyone to enjoy, regardless of age, gender or ability.

Consented Proposal



Updated Scheme Overview



Updated Northern Entrance



Updated Central Plaza Area



- |                                     |                              |                       |                                     |                                   |
|-------------------------------------|------------------------------|-----------------------|-------------------------------------|-----------------------------------|
| 1 Parkour / Bouldering Zone *       | 5 Multi Use Games Area       | 10 Blue Badge Parking | 15 Reconfigured footpaths*          | 19 Incidental Play                |
| 2 All Wheel Park                    | 6 New sustainable drainage * | 11 Mini-golf          | 16 Clitterhouse Stream Improvements | 20 Maintenance Store              |
| 3 Children's Playground *           | 7 Coach and minibus drop off | 12 Grass Amphitheatre | 17 All weather football pitches     | 21 Clitterhouse Farm & Farm Plaza |
| 4 Basketball Court & Table Tennis * | 8 Swings & Outdoor Gym *     | 13 Pavilion           | 18 All weather hockey pitches       | 22 Surface Water Drainage Stream  |
|                                     | 9 Open Lawn                  | 14 Boules Court       |                                     |                                   |

\* Facility has been developed or reconfigured as part of the design development



## What has been updated?

Refined footpath network to reduce hard surfaces, while keeping all paths connected.

Planting proposals reviewed to select species better suited to local clay soils, reducing the need for imported soil.

Development of the drainage design to create a more sustainable proposal.

Revised layout of the central plaza area.

## What are the benefits?

Simplified paths and paving reduce the carbon impact of the proposals and create more space for planting for people and wildlife.

Enhanced biodiversity through a greater provision of planted areas when compared with the consented scheme. On-going maintenance will also reduce, improving the sustainability of the scheme.

More above-ground stormwater storage lowers carbon impact while creating a more engaging, educational, and biodiverse environment.

Refined layout will reduce potential conflicts between pedestrians and cyclists and better integrate the facilities around it.

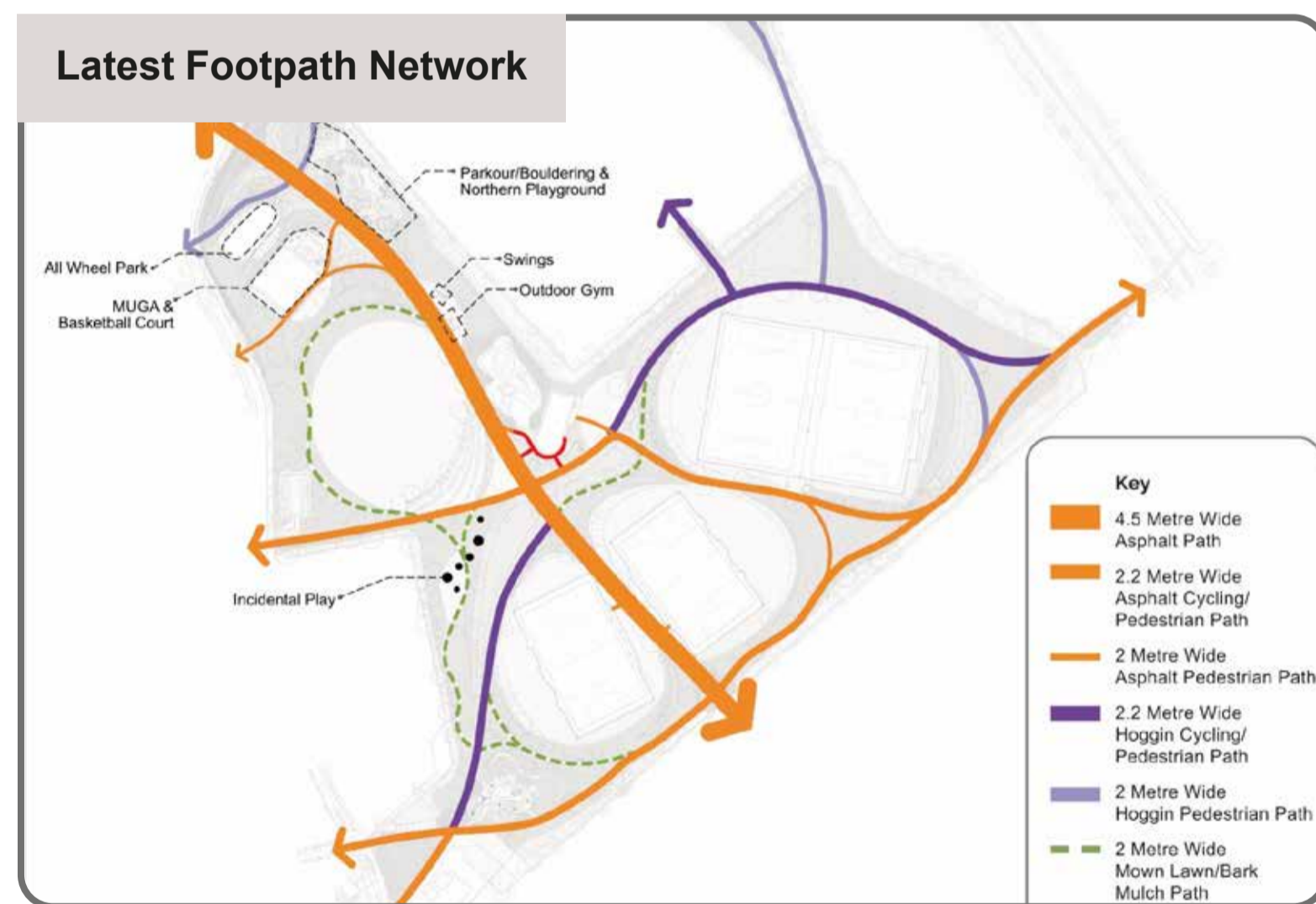
## What part will you play?

Clitterhouse Playing Fields will be delivered in three phases. Phase 1 is expected to start this July and take one year. The remaining phases will follow, ensuring only one phase is under construction at a time. We will also be inviting the community to get involved in the development of Clitterhouse Playing Fields:

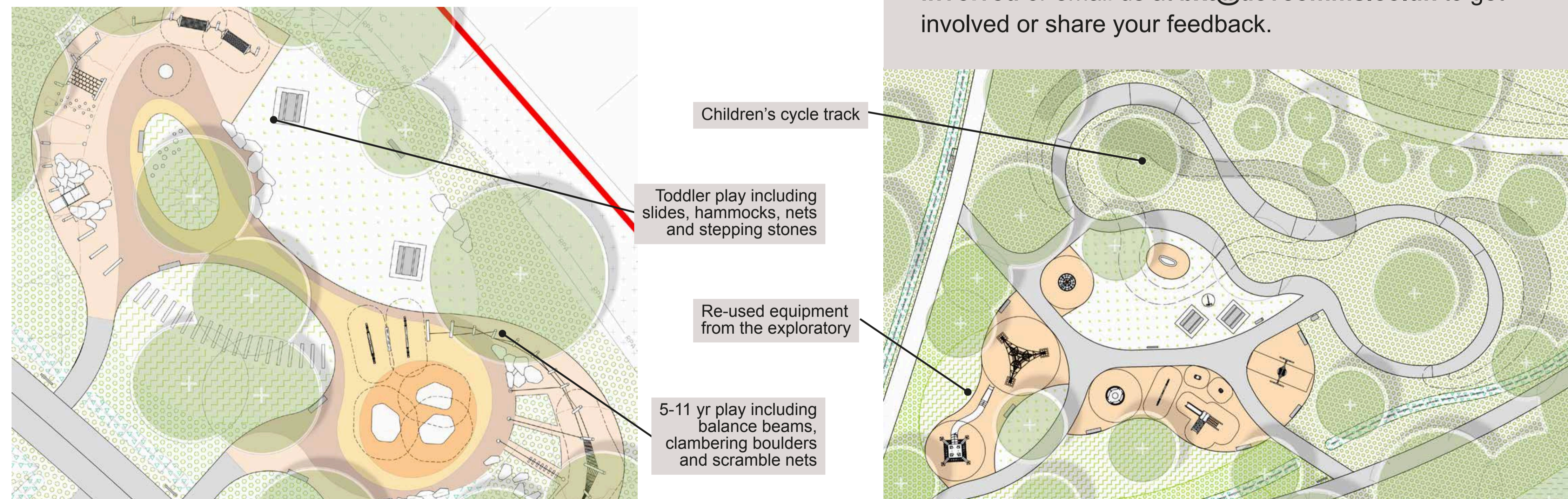
- **Tree Planting:** Help us plant 84 trees this spring, giving them extra time to mature.
- **All-Wheel Park:** Share your ideas with our specialist designer to ensure the park meets the needs of skaters and all-wheelers of all levels.

We will also be working with residents on the design of Purbeck Drive, starting in February. Join us and let us know what you think we should do with this part of the site.

Details of how you can get involved will be posted soon on the website <https://brentcrosstown.co.uk/get-involved> or email us at [bxt@devcomms.co.uk](mailto:bxt@devcomms.co.uk) to get involved or share your feedback.



We have also been developing the designs of the playgrounds so they better meet the needs of the community, including re-using more of the equipment from The Exploratory. These designs will be submitted to Barnet Council for approval under condition in due course.



Examples of proposed planting



We are excited to be proposing a number of benefits to the local community in this next phase of the masterplan.



### Plots 22-24

- Mix of housing options to increase social cohesion and helping towards creating a mixed community at Brent Cross Town.
- New open, car-free, public courtyard to encourage mixing between resident groups with places to relax and play.
- New Co-living building to provide alternative form of housing to single renters.
- Increased biodiversity through planting in courtyard and terraces.
- Five of Co-living rooms dedicated to care-leavers.



### Park Place / Claremont Way

- Additional south facing open space for the local community to enjoy.
- Enhanced connectivity throughout Brent Cross Town.
- Improving biodiversity and ecology.
- A large south-facing outside seating area at Plot 201, potentially for a food and beverage retail opportunity.



### Clitterhouse Playing Fields

- Enhanced biodiversity.
- More space for people and wildlife.
- Improved circulation.
- Reduced on-going maintenance.
- Reduced carbon impact.



## What happens next?

Following this exhibition, we will use your feedback to inform our evolving planning applications. The project team will take time to consider your feedback as we progress the final designs for the Reserved Matters applications for Plot 23 and Claremont Way / Park Place.

We are aiming to submit these Planning Applications to Barnet Council's planning department in Spring 2025. Once they have been submitted, Barnet Council will then conduct a statutory consultation, during which you will be able to submit additional comments on the application directly to the council for consideration in their determination of the applications.

The next steps are summarised in the diagram below:



**Plot 23**  
Reserved Matters submission to Barnet Council - **Spring 2025**

Start on site - **Spring 2026**

Building opening - **Late 2028**

**Park Place / Claremont Way**  
Planning application submission to Barnet Council - **Spring 2025**

Start on site - **Spring 2028**

Completion date - **January 2029**

**Plot 24** - We will be pleased to consult with you on the plans for Plot 24 later this year.

**Clitterhouse Playing Fields** - Clitterhouse Playing Fields will be delivered in three phases, starting this July.

We'd love to hear your thoughts or have you involved in these projects. Email us at [bxt@devcomms.co.uk](mailto:bxt@devcomms.co.uk) to share your feedback or stay updated.

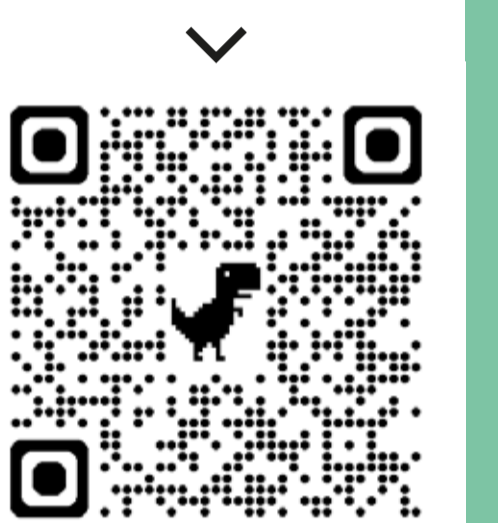
## How to get Involved

### Share your views

We would love to hear your thoughts on the proposals for these projects, so please do fill out a feedback form, which can be found on the paper forms provided, or via this QR code:

Scan the QR Code

to leave feedback



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).

### 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 [www.brentcrosstown.co.uk](http://www.brentcrosstown.co.uk).

