

We are pleased to welcome you to the Public Exhibition for Plot 22, located in the centre of Brent Cross Town. We are presenting our proposals for a new Integrated Retirement Community, delivered as a Mayfield retirement village, in partnership with leading retirement community providers, Audley Group.

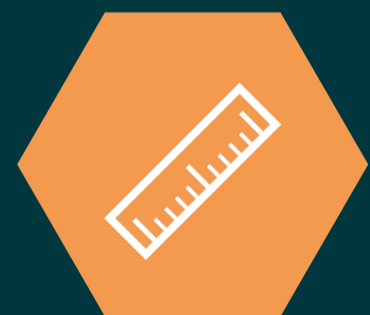
These exhibition boards provide key information about our proposals so you can share your feedback via our online feedback portal.

We hope that the information we present here is useful, and we would be grateful if you would take the time to fill in our feedback form.

The aim of this consultation is to get your feedback on the design details on Plot 22 and the Plot 22 road, which includes:



Layout



Scale



Appearance



Access

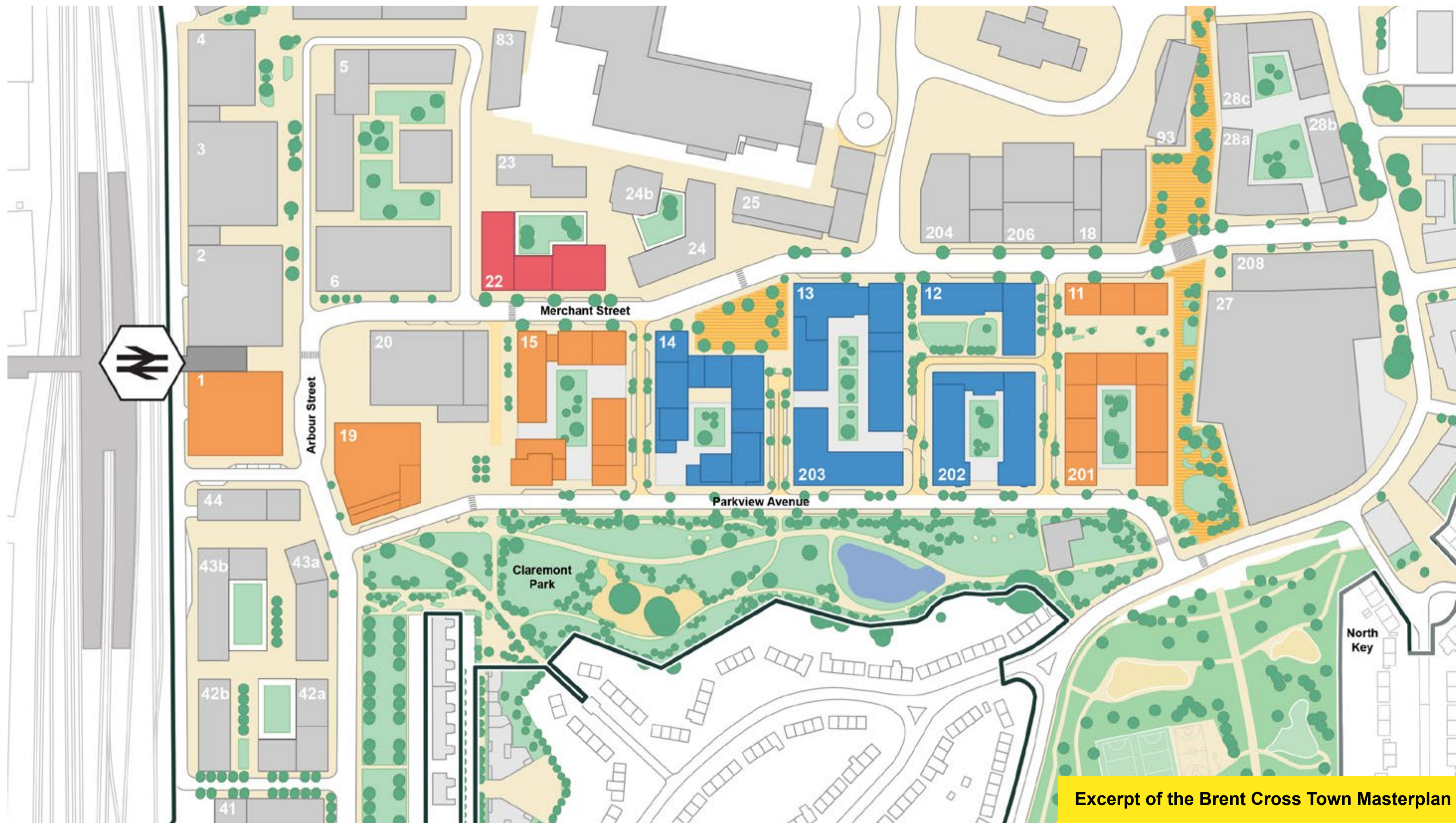


Landscaping



Plot 22 from Merchant Street





Excerpt of the Brent Cross Town Masterplan

BRENT CROSS TOWN includes:

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** – including GP provision

Various roads and areas of public space have also received detailed consent.

- Plot 22
- Plots under construction
- Plots with detailed planning consent
- Boundary of Brent Cross Town Masterplan

- Brent Cross Town is being brought forward by Brent Cross South Limited Partnership (BXS LP), a joint venture between Related Argent and Barnet Council. Brent Cross Town will be the 180-acre park town at the heart of the Brent Cross Cricklewood regeneration area.
- With a focus on local 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, Exploratory Park, 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.
- With the new Brent Cross West station opening in December last year, and connecting Brent Cross with St Pancras International in as little as 12 minutes, Barnet residents are now better connected than ever to central London and beyond.
- Plot 22 will form part of the evolving residential quarter already under construction. The building will sit along Merchant Street, a new neighbourhood high street running through the heart of Brent Cross Town and will contain a number of shops and a café at ground floor level will be open to the public.



About PLOT 22

Designed by specialist later living architects Life3a, Plot 22 will be located in the centre of Brent Cross Town along the new high street, Merchant Street. The retirement community will provide up to 160 retirement homes designed specifically for those aged 60 and over, a range of communal facilities, and a parade of retail units at ground floor.

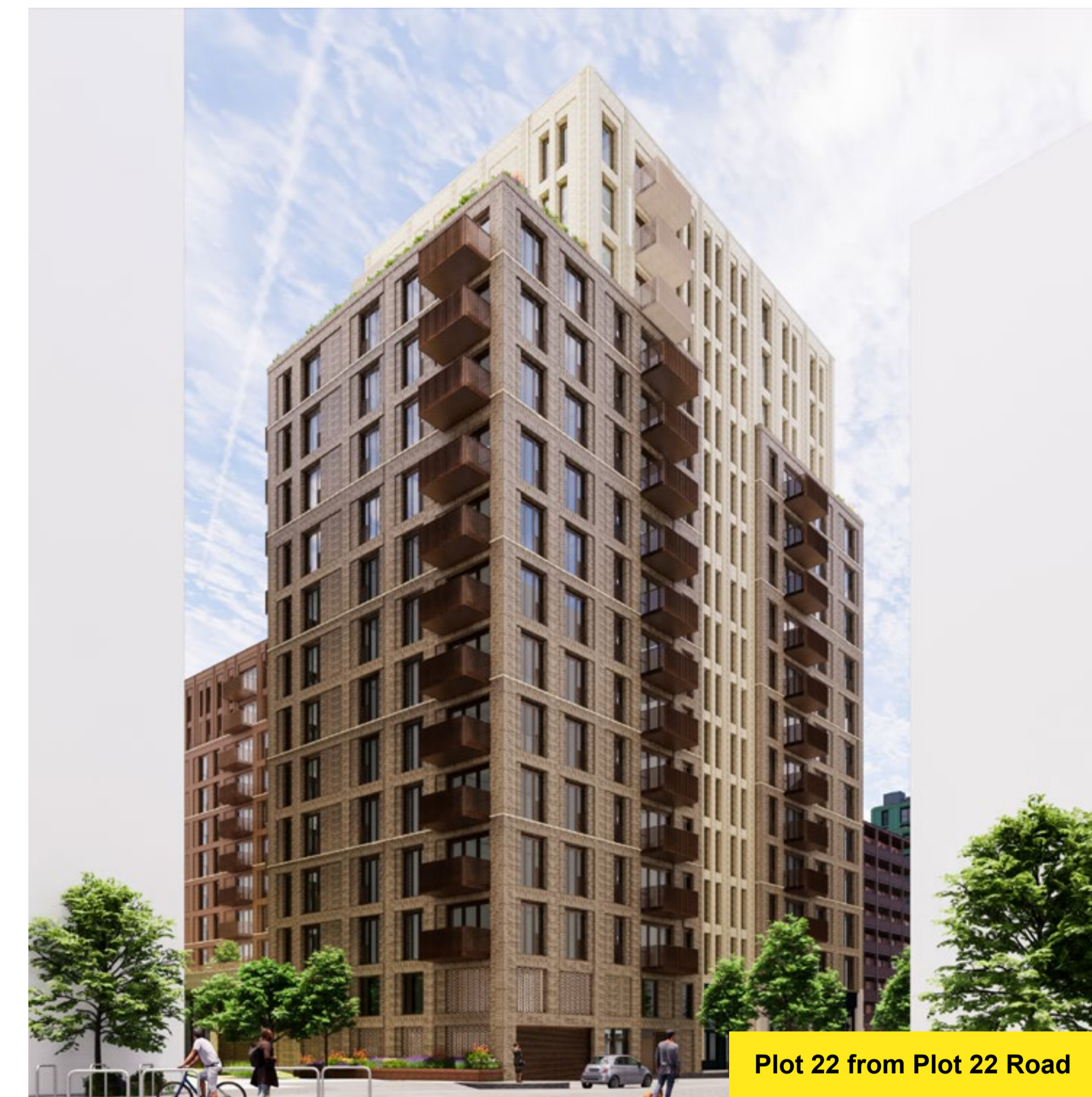
Residents will have their own apartments and use of a wide range of communal facilities operated by Mayfield Villages, who will also organise a range of events and activities and provide care and support services to people within the comfort of their own home. The village will be run on the ethos of ensuring residents keep living independently as part of a vibrant community and have care and support on hand when needed.

The proposals for PLOT 22 include:

- **An exemplar development** of c.150-160 homes for older people – providing a mix of 1 bedroom and 2 bedroom apartments.
- **A range of high quality amenities** to include external gardens, terraces and balconies for residents, and health and wellness facilities for residents and a managed external membership for those aged 55 and over.
- **A village hall** open to public bookings, and a cafe bistro open to the public.
- **A traditional high street parade of retail units**, occupied by retailers offering a range of goods and services.



Plot 22 looking east along Merchant Street



Plot 22 from Plot 22 Road

PLOT 22 Road

Plot 22 will be served by a new road, temporarily referred to as Plot 22 Road, proposals for which will be submitted as part of a separate planning application for this part of Brent Cross Town.

The Plot 22 Road will connect to Merchant Street, providing access and servicing for Plot 22 and other future plots, and allowing the space between Plots 22 and future Plots 23 and 24 to be dedicated to pedestrian use and kept vehicle free.



Why provide housing for older people at BRENT CROSS TOWN?

The Outline Planning Permission for Brent Cross Town was granted in 2014, which includes the provision of residential uses, of which a proportion can be delivered as later living housing.

Providing housing for different age groups and life stages is an important aspect of ensuring Brent Cross Town is a town where all can flourish. Alongside the benefits that age-appropriate housing will bring to residents, bringing later living to Brent Cross Town will increase the diversity of people living and spending time here, animate the neighbourhood at different times of day and support jobs and local businesses.

The provision of a Mayfield Integrated Retirement Community delivers specialist housing for older people, enabling residents to live independently with access to care and support services as required, allowing their lifestyles to transition as their needs change.

Residents of integrated retirement communities are shown to enjoy a reduced risk of health challenges and lead more sociable and active lives, compared with those living alone. The Mayfield Village at Brent Cross Town will support and reduce pressure on local NHS services through provision of on site care and support services which are available to residents 24/7.

Older people at Brent Cross Town will have all the benefits of living in a totally accessible and well-connected neighbourhood with all the day to day shops, cafés and amenities close by alongside access to 50 acres of green spaces.

What is an INTEGRATED RETIREMENT COMMUNITY?

An Integrated Retirement Community (IRC) is a residential community designed specifically for seniors who are looking to live an active, independent lifestyle while receiving the support and care they need as they age. Mayfield Villages is designed with ageing in mind with the ethos of enabling residents to stay in their own home and bringing the care to them.

IRC's provide a form of specialist accommodation sitting in between conventional forms of retirement housing (like sheltered housing) at one end of the scale and care and nursing homes at the other end.

About INTEGRATED RETIREMENT COMMUNITIES



Individual apartments to promote and extend independent living.



Extensive communal facilities, activities and events.



Aim to keep residents living active lives, create a vibrant community, and combat loneliness.



Restaurant / café available for meals.



Centrally and professionally managed.



24/7 care and support available, which can increase as needs change.



About AUDLEY / MAYFIELD

Audley Group is an award-winning operator of Integrated Retirement Communities, with 19 operational villages and a further three in development.

Mayfield Villages was founded in 2016 by Audley Group to provide a larger scale, urban, modern offer. They have developed the traditional care home concept into something much more forward thinking and relevant to our times.

Mayfield Villages provide a unique integrated retirement community that allows residents to enrich their lives and continue to live an independent lifestyle, with extra care and support available if required.

Care is provided by Mayfield Care, Mayfield's own in-house Care Quality Commission (CQC) regulated domiciliary care function, providing care and support services to the residents within their villages.

Mayfield, in partnership with Brent Cross Town, is proposing a high-quality mixed-use development at Plot 22, providing later living homes alongside a variety of ancillary communal, health and wellness facilities.



MAYFIELD Watford

The first Mayfield retirement village was opened in Watford in 2022. It is located in a new residential neighbourhood adjacent to a beautiful riverside park.

The community consists of:

- 255 contemporary one and two-bedroom retirement apartments;
- Communal gardens;
- Swimming pool, sauna and steam room;
- Gym with a range of classes;
- Beauty treatment rooms;
- 24/7 access to Audley Care;
- Café-bistro; and
- Small convenience store.

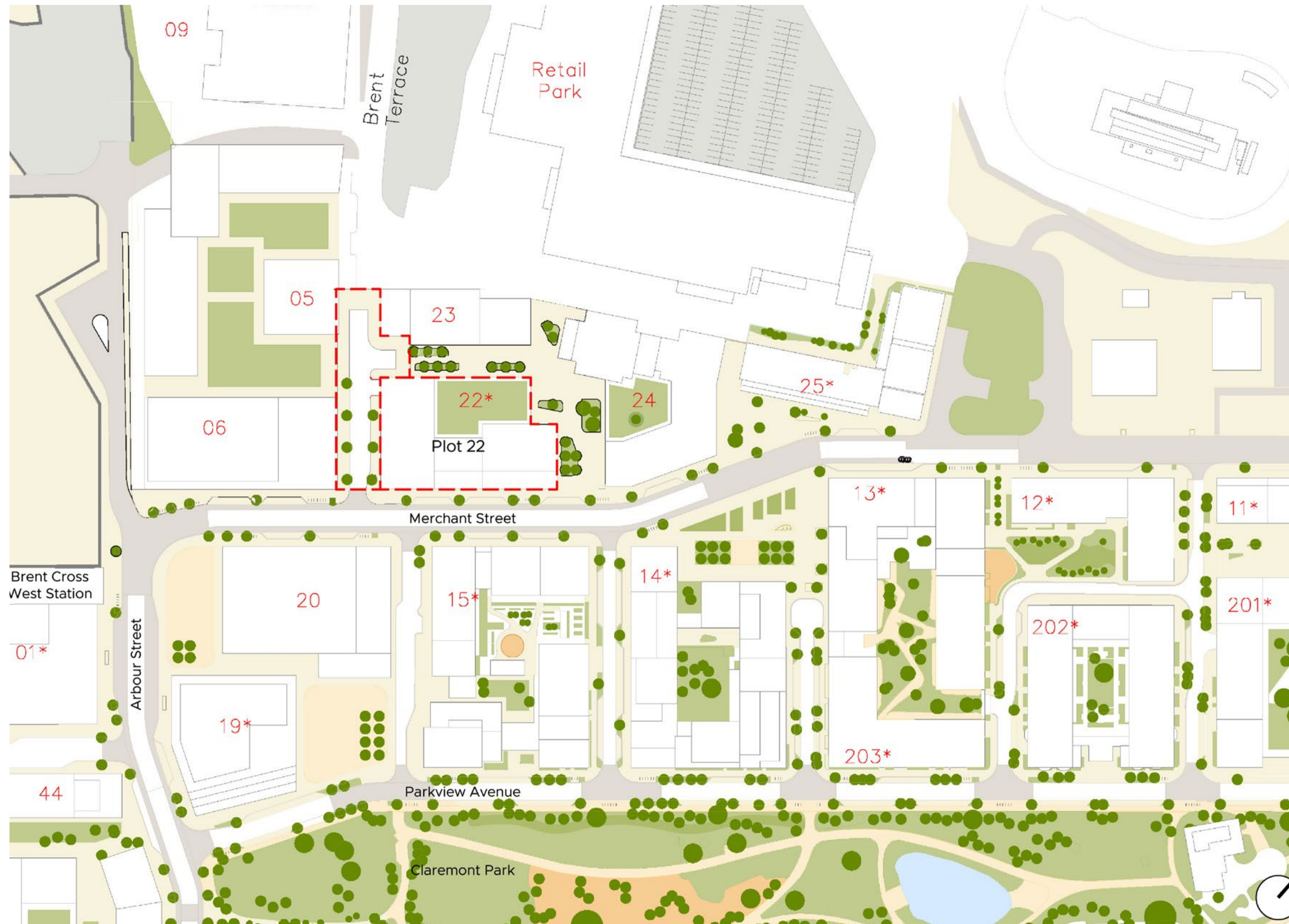
The vision for the new Integrated Retirement Community at Brent Cross Town is to create another buzzing village, similar in style to the facility shown at Mayfield Watford.



Outline planning permission has already been granted for Brent Cross Town as part of the wider Brent Cross Cricklewood regeneration area, including the provision of specialist housing for older people.

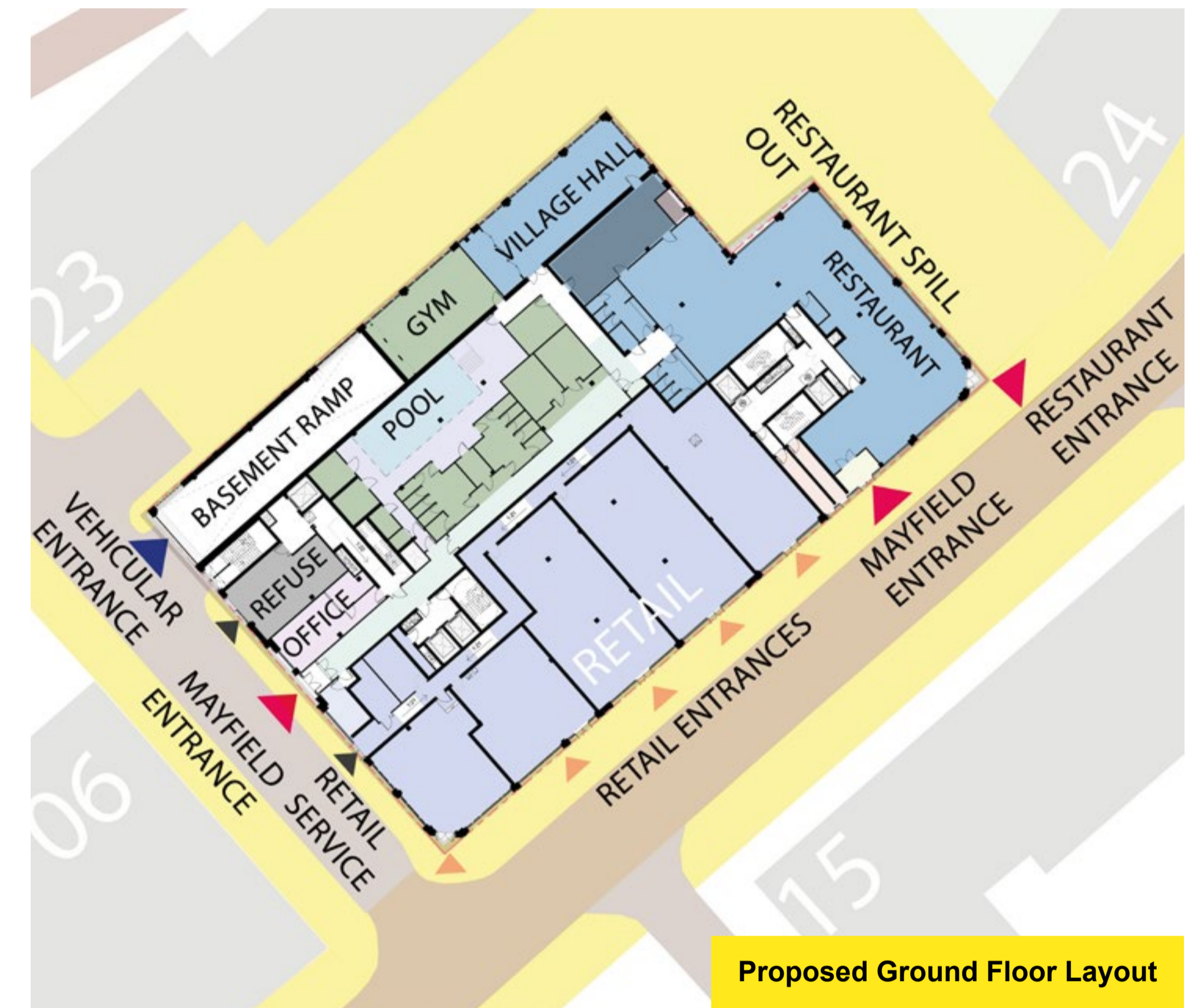
We are now seeking feedback on the detailed proposals for Plot 22, and for the new road adjacent to it. We are then aiming to submit two Reserved Matters Applications (RMAs) to Barnet Council for these two proposals in the spring of this year.

Plot 22 is located in a new phase of building plots north of Merchant Street, the new high street, which will form a cohesive collection of buildings with an attractive new vehicle-free public space in between. Detailed proposals for the neighbouring Plots 23 and 24, and the adjacent public areas, will follow in the future and will include residential uses, including affordable housing.





Plot 22 along Merchant Street



Proposed Ground Floor Layout

Building DESIGN

Plot 22 has been carefully designed to sit in the centre of Brent Cross Town. The building is designed into three distinctive parts with different heights, materials and details aiming to provide variety from different viewpoints along Merchant Street.

The two main blocks are set at 14 and 10 storeys, which then reduce to 11 and 8 storeys along Merchant Street, in keeping with the heights of the other buildings being built at Brent Cross

Town along this street. The taller part of the building is purposefully located on the corner facing the Plot 22 road, to signify the beginning of the residential zone in Brent Cross Town. As you walk from Brent Cross West station, you see a celebrated corner facing the street.

The building is laid out in an L shape with communal gardens sitting upon a podium at first floor level. Communal Terraces are also provided on levels

1 and 8. At the top levels, blocks are given subtly different architecture to add visual interest and detail.

The Reserved Matters Application for Plot 22 will be accompanied by a wind assessment to show that the building's scale and layout does not have harmful impacts on pedestrians. The building design looks to minimise its impact on surrounding plots and there is a variety of external areas available for residents to use.

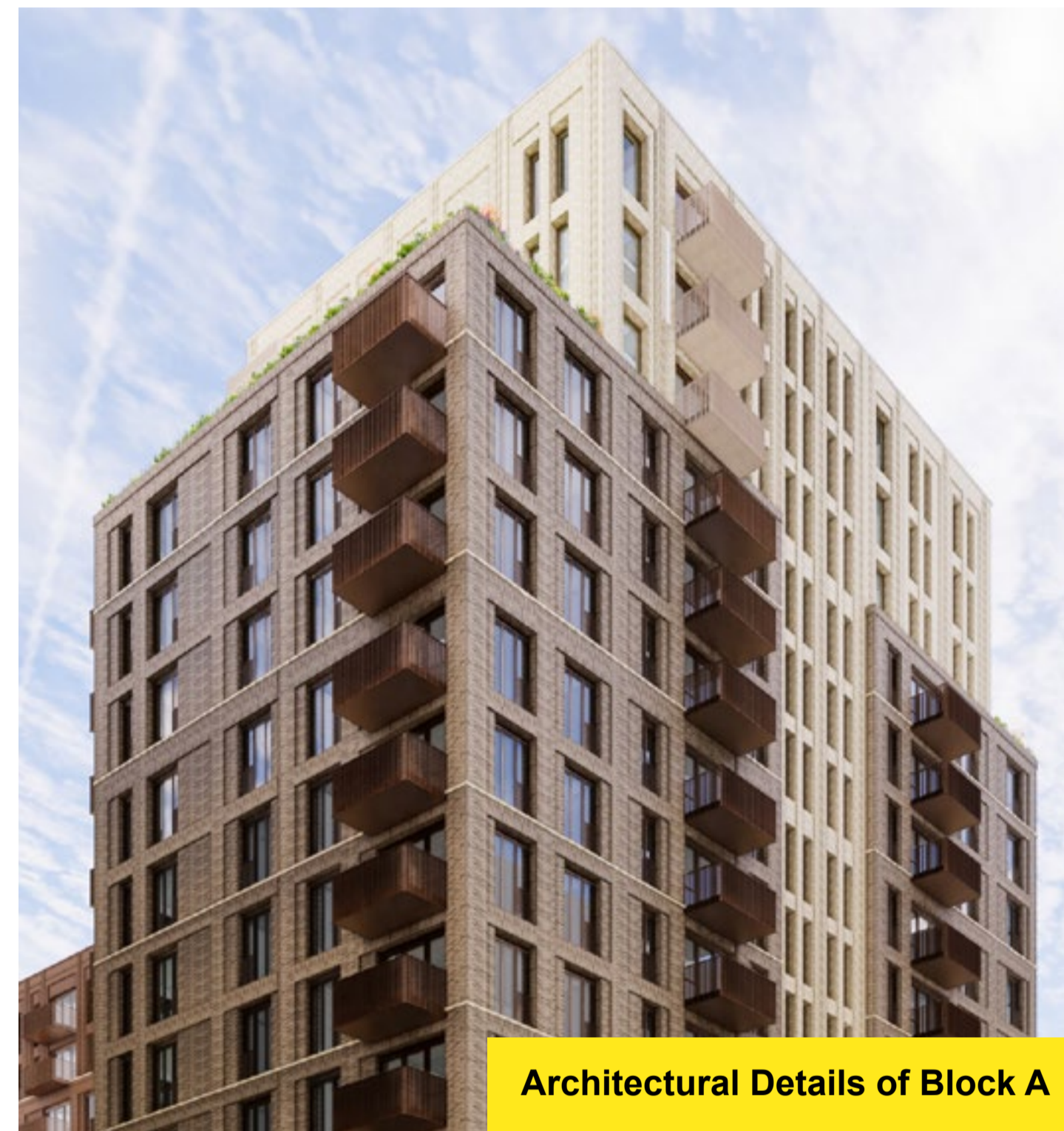


Proposed First Floor Layout





Village Hall corner



Architectural Details of Block A



Café Corner Entrance at Block B



Illustrative Aerial View of Plot 22



Plot 22 Indicative Material Tones



PLOT 22 Colour Palette
 We are exploring the material palette and have proposed alternative colours and textures. We welcome your feedback.





Plot 22 Retail Parade on Merchant Street



Example - Leyton



Proposed Plot 22 Retail Unit

As a key section of the new Merchant Street, Plot 22 will feature a parade of new retail units. The design has been heavily influenced by traditional London Victorian High Streets.

We want the new retail parade to provide space for a range of local shops and services often found on local high streets and will focus on smaller scale convenience and amenity uses.



Proposed retail unit locations along Merchant Street



Example - Brewer Street



Proposed Plot 22 - Cafe-Bistro Entrance

RETAIL Options

While the occupiers for these shops are still to be determined, we're committed to finding the perfect fit for the community.

We are keen to hear your views on what sort of shops and services you'd like to see in this new neighbourhood whether that be somewhere to pick up groceries, buy a gift for a loved one, have a haircut or pick up a prescription. All your ideas are welcome!



The Plot 22 Road provides residential and servicing access to Plot 22, as well as servicing access to future plots. Though its primary use is functional, it is designed to be attractive and accessible with a warm material palette and lush planting selection.

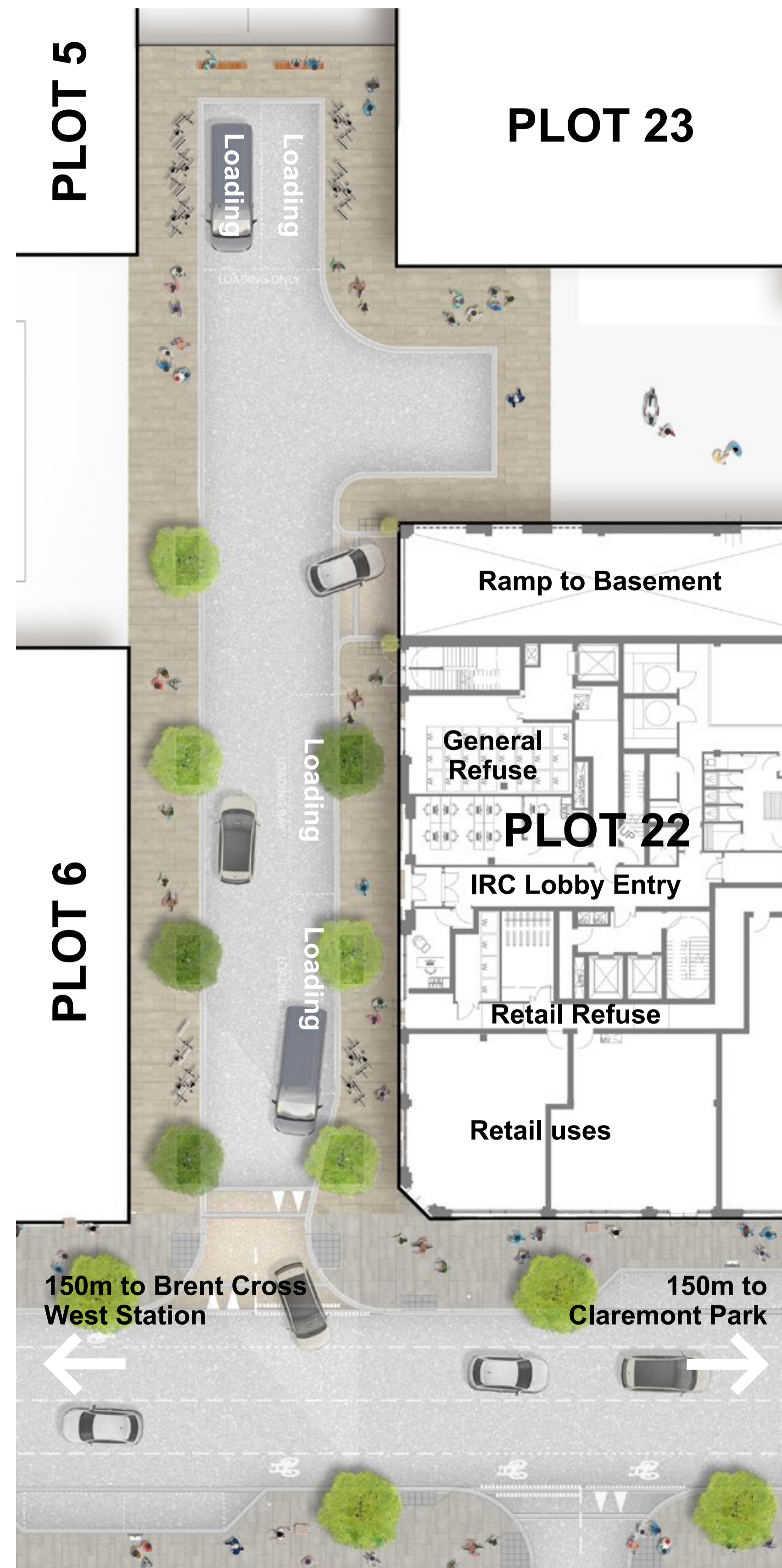
ACCESS

In keeping with the Brent Cross Town values, users and visitors to this building will be encouraged to walk, cycle, or use public transport to get to and from Plot 22. Cycle spaces will be placed along the road, as well as long stay spaces in the building for staff and residents to store bicycles.

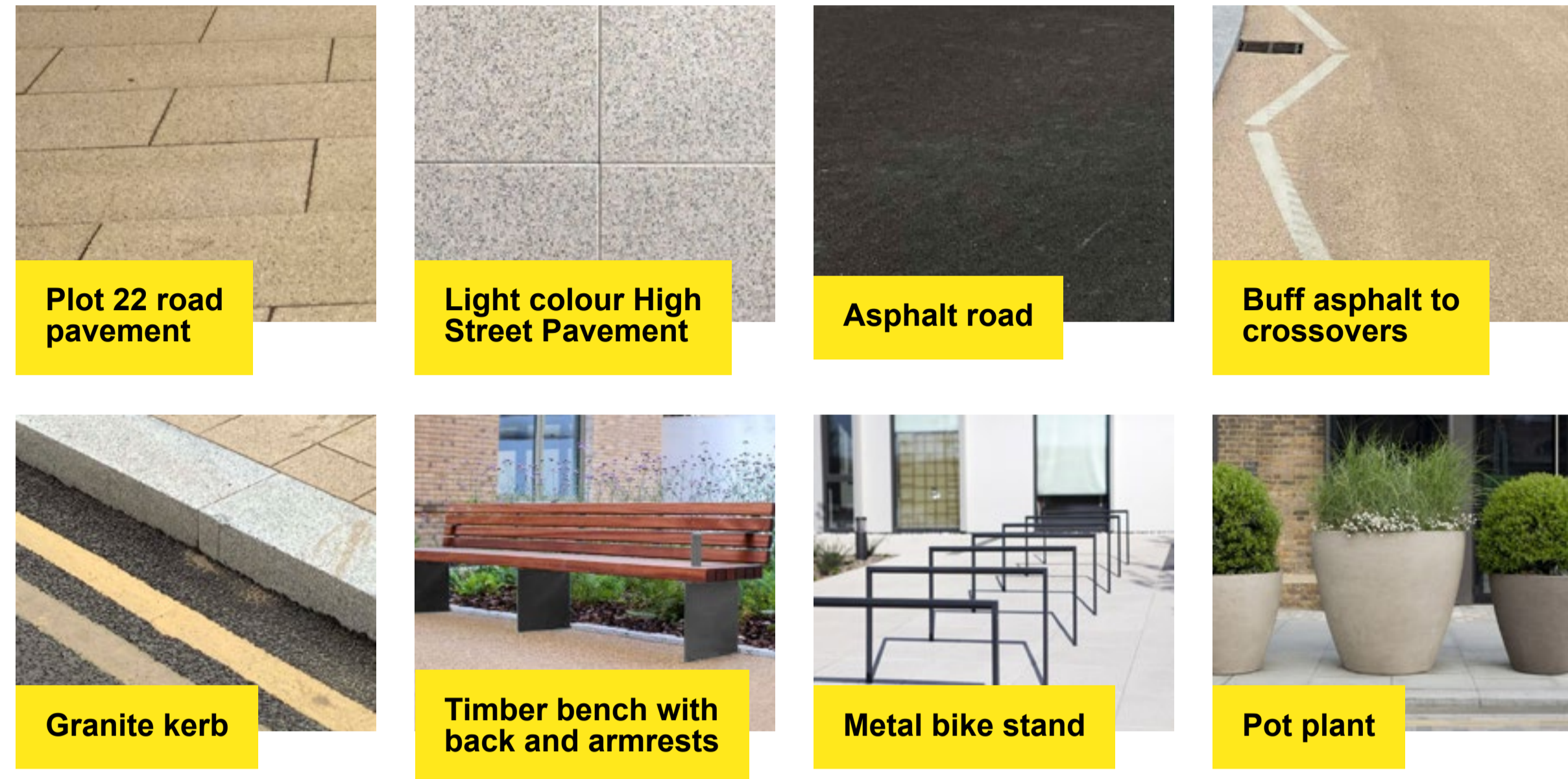
The Plot 22 road provides access to a basement carpark under Plot 22 for residents, as well as for a Mayfield village minibus.

LANDSCAPING Areas

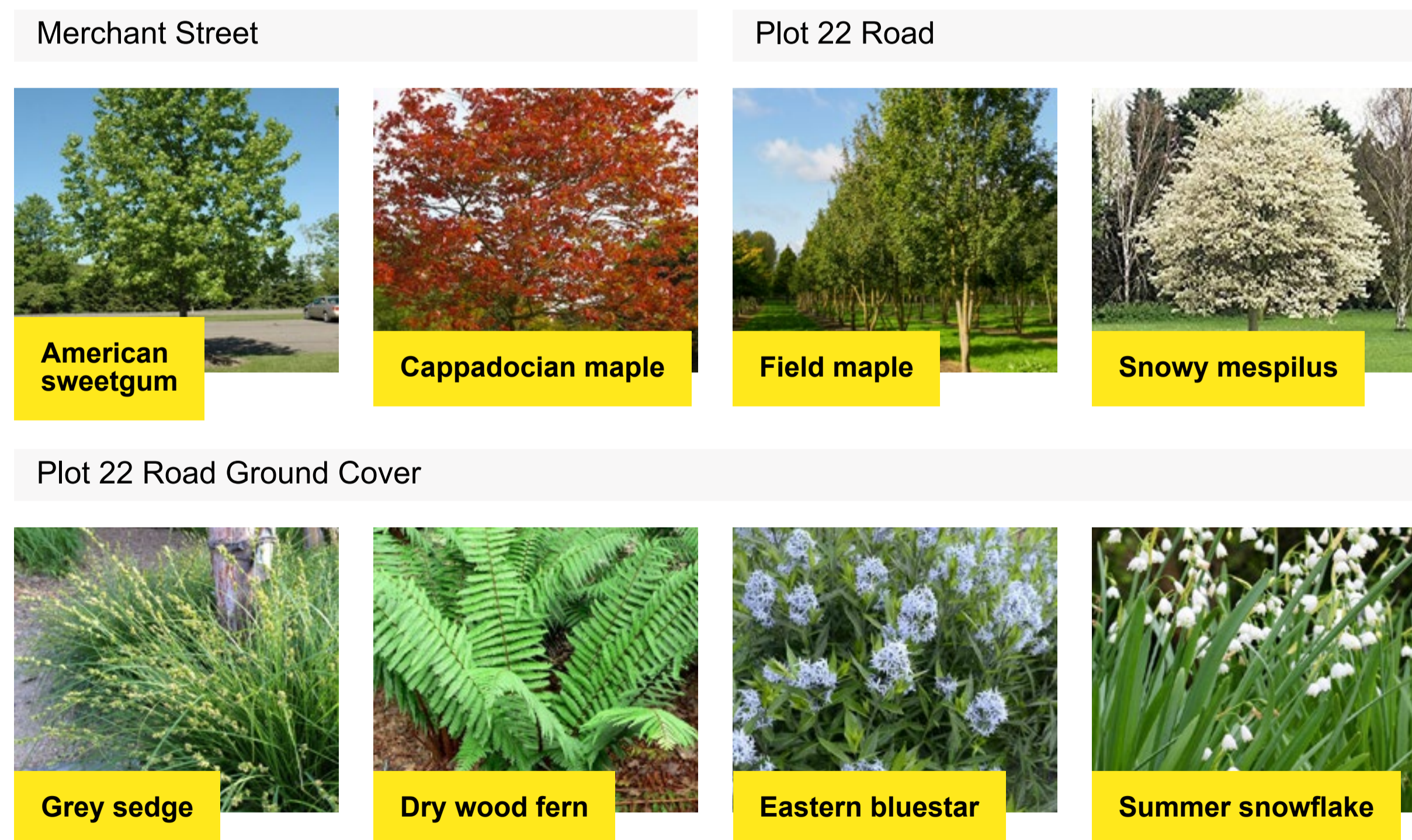
While predominantly functional, the Plot 22 road features a warm, natural material palette, and lush planting designed in consistency with other streets connecting to the high street in Brent Cross Town. At the end of the road sits an intimate space with timber benches.



Materials and Public Furniture




Planting Palette




We would welcome your views on our materials and planting!

The proposals at Plot 22 will provide a significant number of benefits to the local community and its residents.

New FACILITIES


 Provision of a health and wellness centre, including gym and swimming facilities which will be available to local residents aged 55+, through membership of the Mayfield Club.


 Mayfield's café-bistro - open to all.


 The majority of residents are anticipated to come from the local area thereby freeing up family homes.


 Village hall available for public bookings.

HEALTH and SOCIAL CARE

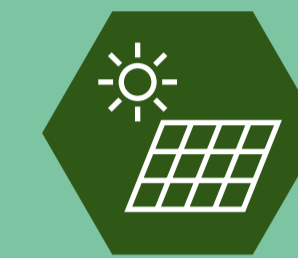
 Residents of later living communities are shown to enjoy a reduced risk of health challenges and lead more sociable and active lives, compared with those living alone.


 Mayfield at Brent Cross Town will support and reduce pressure on local NHS services through provision of additional on-site transitional care services for owners.


 Research shows age-appropriate housing with care can reduce GP visits by 50% and overall NHS spend by 40%.

 Integration of care facilities into the local community. Audley's Care service is available for use by members of the community in addition to residents of the Mayfield village.

Sustainability FEATURES


 **Solar Panels** included on upper roofs.

 100% of electricity to be sourced from **renewables**.

 Plot 22's heating supply will come from the **zero carbon** district energy network created by Vattenfall.

 Increased **biodiversity** across the plot including green roof.


 Water attenuation systems.


 Materials being selected to consider **carbon intensity**.

 Targeting UK Green Building Council 2030 best practice targets for Embodied Carbon.

JOBS and INVESTMENT

 Residents of the new Mayfield community will be key contributors to investment in the local area – through expenditure in local businesses.

 Approximately 30 new jobs will be created by the new Mayfield Village, including full time and part time roles. Further job opportunities will be created in the retail parade.

 The construction phase of the building will also generate job opportunities including apprenticeships, training and direct employment. Brent Cross Town's new dedicated employment service for local residents, BX Recruit, will also commence in 2024 and will work to ensure that residents can access opportunities at the development.

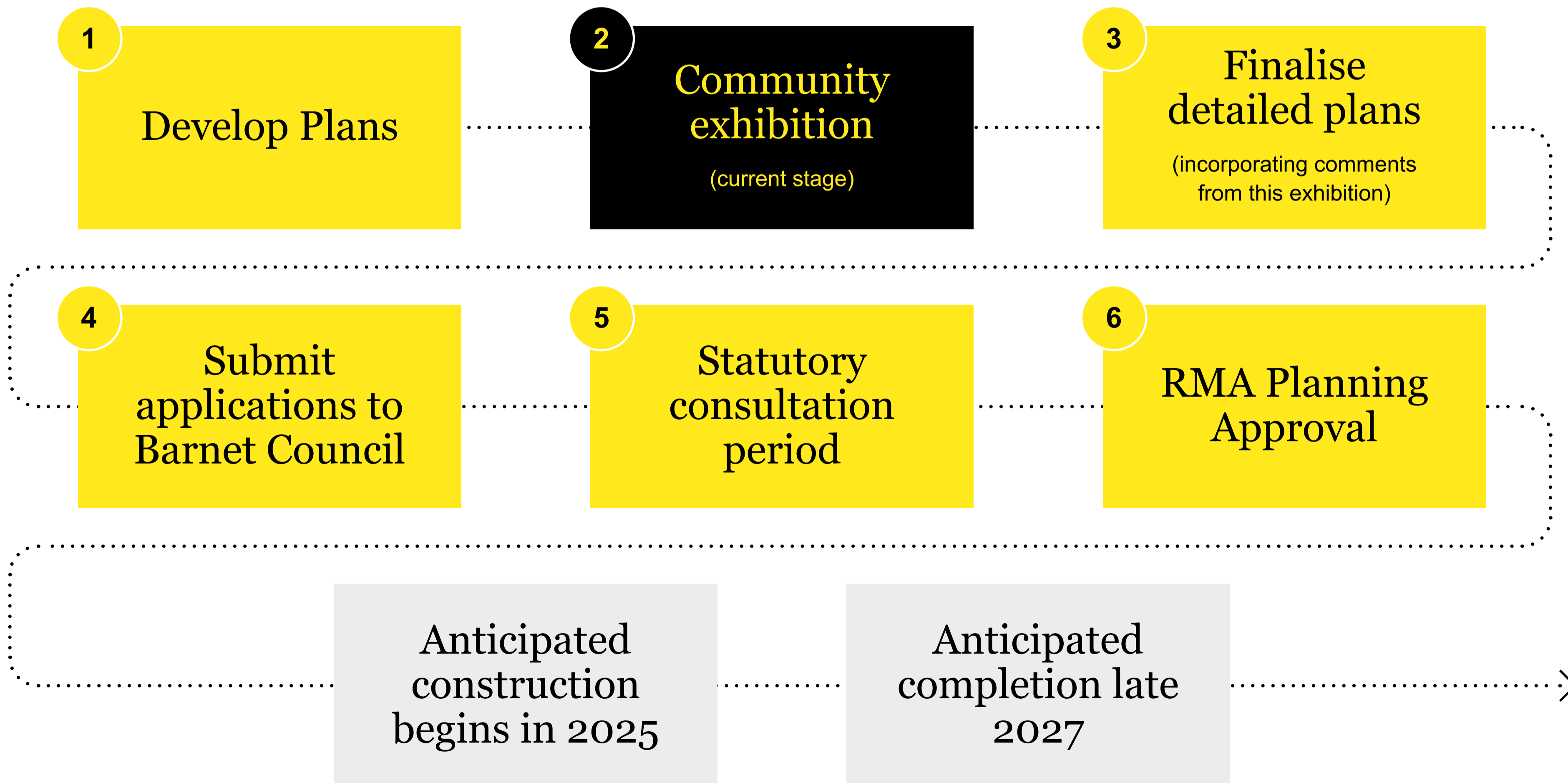


What happens NEXT?

Following this exhibition, the project team will take time to consider your feedback as we progress the final designs for Plot 22.

Once we have reviewed your feedback, we will begin preparing our Reserved Matters Applications (RMA), for Plot 22 and the Plot 22 Road. We are aiming to submit these RMAs to Barnet Council's planning department in spring of this year. Once the applications 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 application.

The next steps are summarised in the diagram below:



How to get INVOLVED



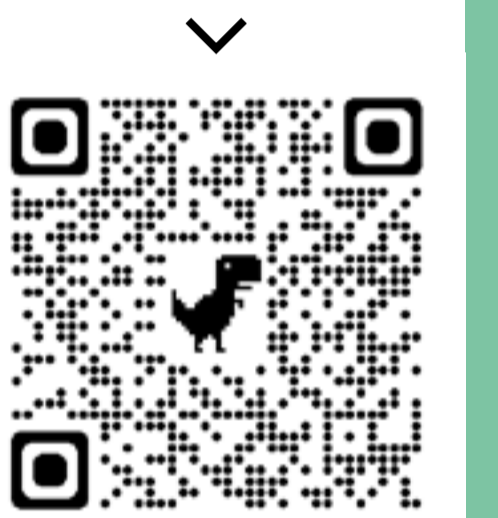
SHARE your views

We would love to hear your thoughts on the proposals for Plot 22, so please do fill out a feedback form, by [clicking here](#), 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 bxtplot22@devcomms.co.uk.

Scan the QR Code

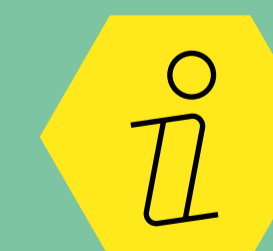
to leave feedback



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.

