

Welcome

Welcome to our online exhibition displaying the proposals for Plot 1.

This is the first office-led development being delivered in Brent Cross Town – part of the Brent Cross Cricklewood regeneration area.

Plot 1 already has what's known as outline planning permission. This means the principles behind the development have already been agreed, including the building's uses.

We now want to share our proposals with you and seek your feedback on the detailed designs.

Please take your time to have a good read about what we're proposing and, [if you would like to share your feedback, please click here](#).

We will try to take your comments on board, wherever possible, before we submit our planning application in spring of this year.

The website will be accepting feedback until 12:00am on Monday 14th March.

You can also send comments or ask further questions by emailing consultation@brentcrosstown.co.uk.

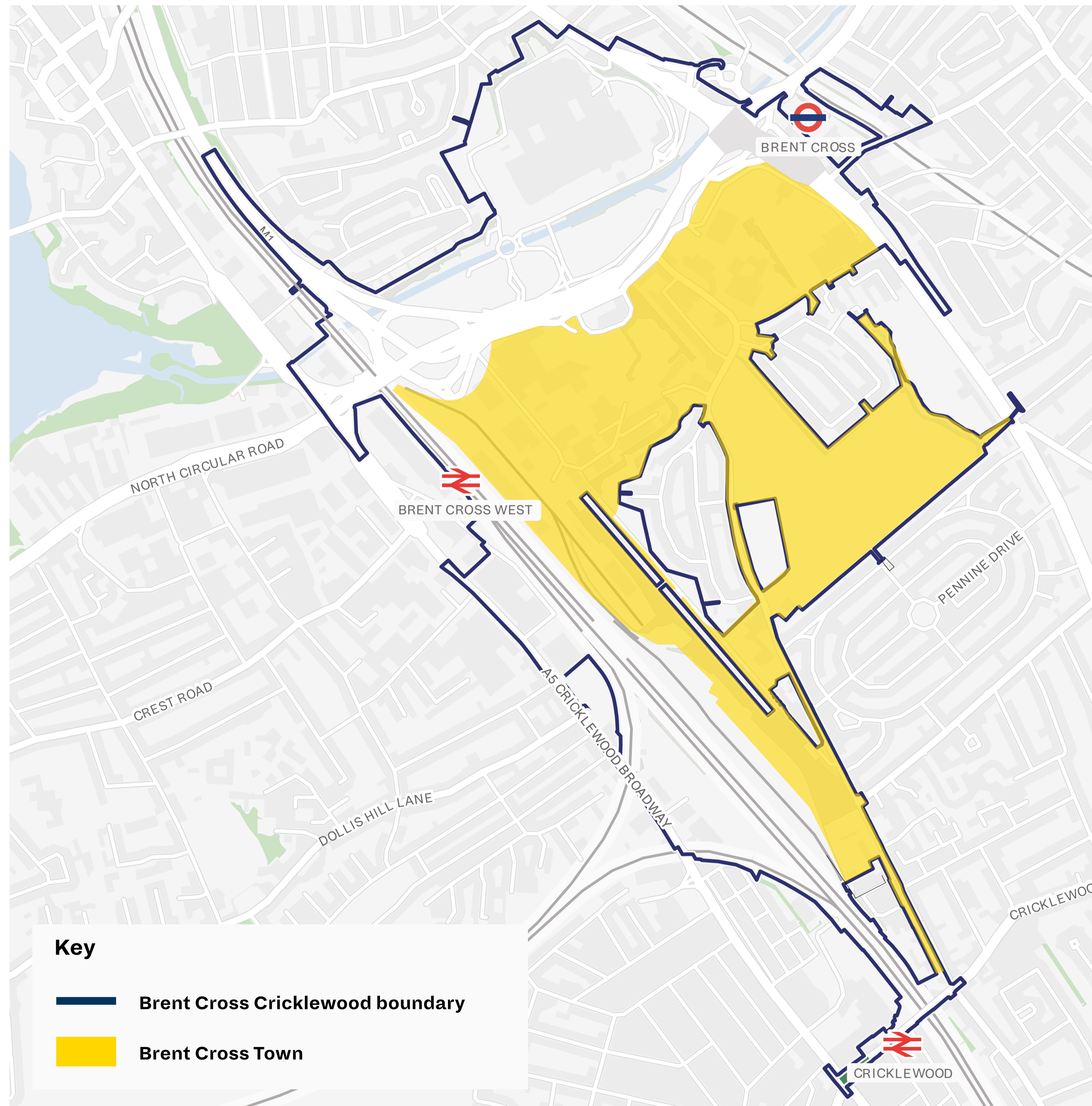
We look forward to reading your comments.

About Brent Cross Town

To read more about our proposals for Brent Cross Town, please [click here](#).



Above: CGI of proposals from Station Square



To understand more about the outline planning permission, please view our final two exhibition boards, which provide information about the Brent Cross Cricklewood regeneration area, and the Brent Cross Town Vision.

This means that permission has been granted for the building, its size and massing, and for its use as offices.

Since this approval was granted, we have had interest from a higher education provider who would like to take almost half of the space in the building.

This means we want to amend the use of the building to include educational facilities as well as offices. You can read about how this has informed our thinking on Board 4, which details the design evolution.

Whilst we already have outline approval for Plot 1, we now need to seek feedback on the detailed designs before we submit what is known as a Reserved Matters Application – or RMA – to Barnet Council.

The aim of this consultation is to get your feedback on these 'Reserved Matters', which includes the development's:

- layout
- scale
- appearance
- access
- landscaping

After this consultation closes, we will have more meetings with Barnet Council's planning department. We will also attend a Consultative Access Forum (CAF) accessibility meeting, which is composed of a group of local individuals with diverse accessibility needs who provide formal input into the planning process.

The proposals for Plot 1 are for a development comprising space for office, flexible office or educational use, flexible retail space, as well as cycle parking and storage, and refuse storage space.

Full details of what we are proposing are shown below:

- Ground floor flexible retail provision
- Approx. 159,000 sqft Gross External Area (GEA) of office space
- Approx. 136,000 sqft GEA of education space
- Floors 1-6 for higher education use (48% of space)
- Floors 7-13 for office use (52% of space)
- Outdoor rooftop space on level 12 for office workers and students
- Over 200 long stay cycle parking places
- Over 200 lockers and 22 showers
- Two dedicated reception spaces
- Blue badge parking located at the rear of the building facing the railway
- Services and plant



How our plans have evolved

Our designs for Plot 1 have evolved following discussions with Barnet Council.

They have also been shaped by the building's proximity to the railway and the need to provide separate entrances for different users of the building.

Architectural character

The architecture of the building takes its inspiration from the industrial history of the site. This is also reflected through the addition of bay windows facing Station Square and the railway, as well as the sawtooth profile of the building roof, creating a marker of the arrival to Brent Cross Town and the station entrance.

Our designs also draw inspiration from the masterplan ethos of sustainability and wellbeing. Hybrid concrete and timber frames will be used for the internal structure. This will give the inside of the building a warm tone. It is also a far more sustainable building technique than concrete alone.

To further help to promote the idea of healthy lifestyles, the cycle parking facilities on the ground floor will be visible from the street.

Views of Plot 1 from Brent Cross West Station, showing the bay windows and sawtooth profile of the building roof



How people will use the building

The building is designed to accommodate modern office workspace standards, with the flexibility to provide educational uses within the building.

The central core of the building enables up to four office occupiers per floor.

There will be a roof terrace on level 12 which the office workers and students occupying this building will be able to use.

Office users

The office users' entrance will be located next to the eastern entrance of the station, to the north corner of the building facing towards Station Square (as shown in the image above), and will have direct access to the lifts. The lift strategy proposes the lifts are split according to the users and only stop at certain floors.

Higher education students

The higher education entrance will be situated at the south-eastern corner of the building, facing onto Claremont Park, which will be opening in May. This entrance encourages people to visit the park and creates a welcoming experience for the education facilities and other visitors to the area.

Higher education students will enter the building through their dedicated entrance on the ground floor and access their bank of lifts on the first floor where they can access their dedicated six floors.

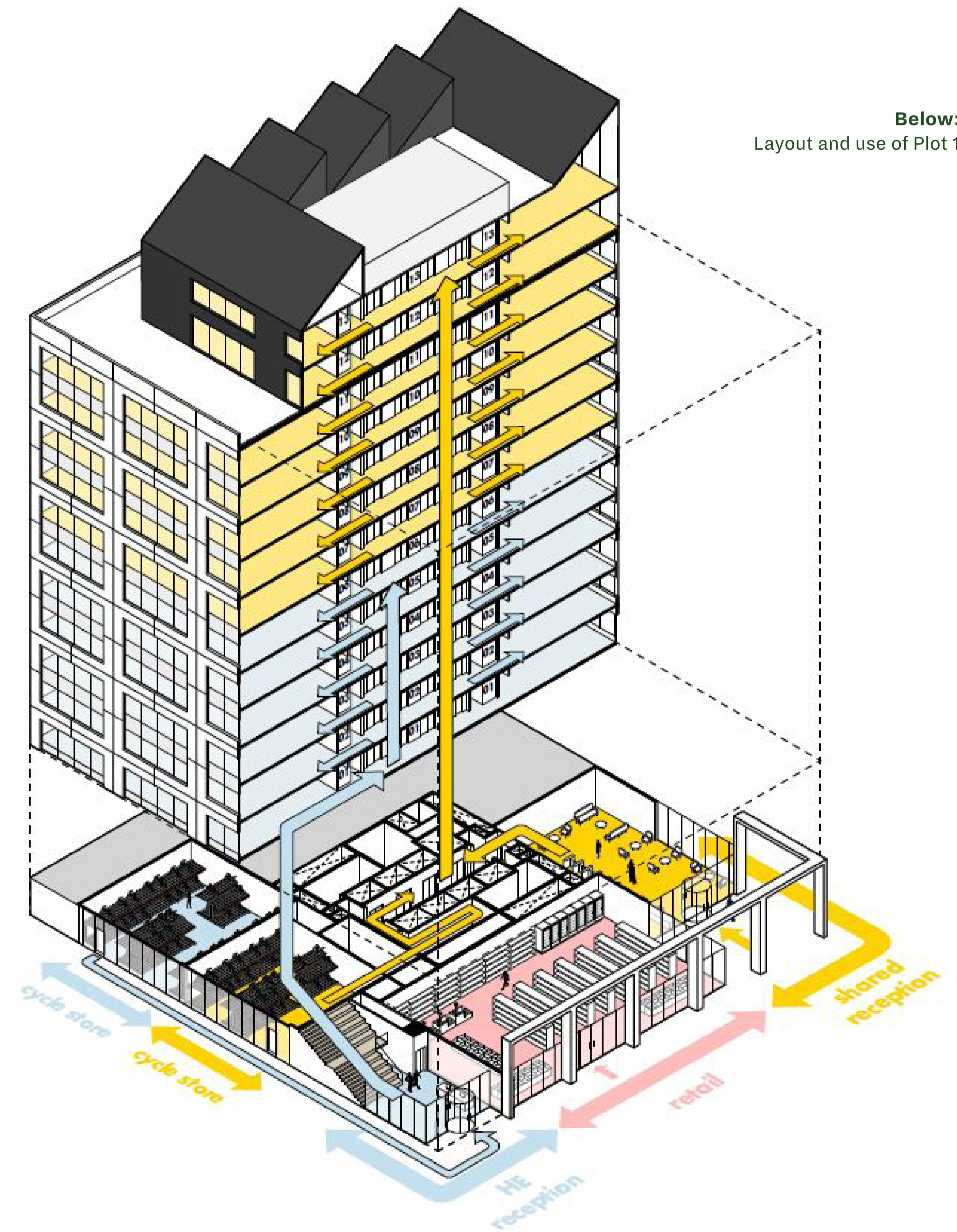
Cycle facilities

The cycle facilities are also split between the student and office users. The students using the cycle facilities will access their floors only through their dedicated reception area. Direct access from the cycle facilities to the main core is reserved for office users.

The ground floor

On the ground floor, our approach is to encourage interest and drive activity. The design aims to achieve this by creating an inviting area to complement the public spaces surrounding the building.

There will also be a retail offer on the ground floor which has been designed to be flexible and enable multiple uses.



Plot 1 is sited in a highly accessible location.

It is adjacent to Brent Cross West Station, which is expected to be completed by December 2022 and will provide a connection to central London in 12 minutes.

At peak times, there will be up to eight Thameslink passenger trains per hour linking to Kings Cross St Pancras.

Plot 1 will also be well served by local bus routes, with bus stops provided nearby on each side of the High Street.

Long stay cycle parking will be provided within the building, as will shower and changing facilities. This will encourage building users to travel by bike.

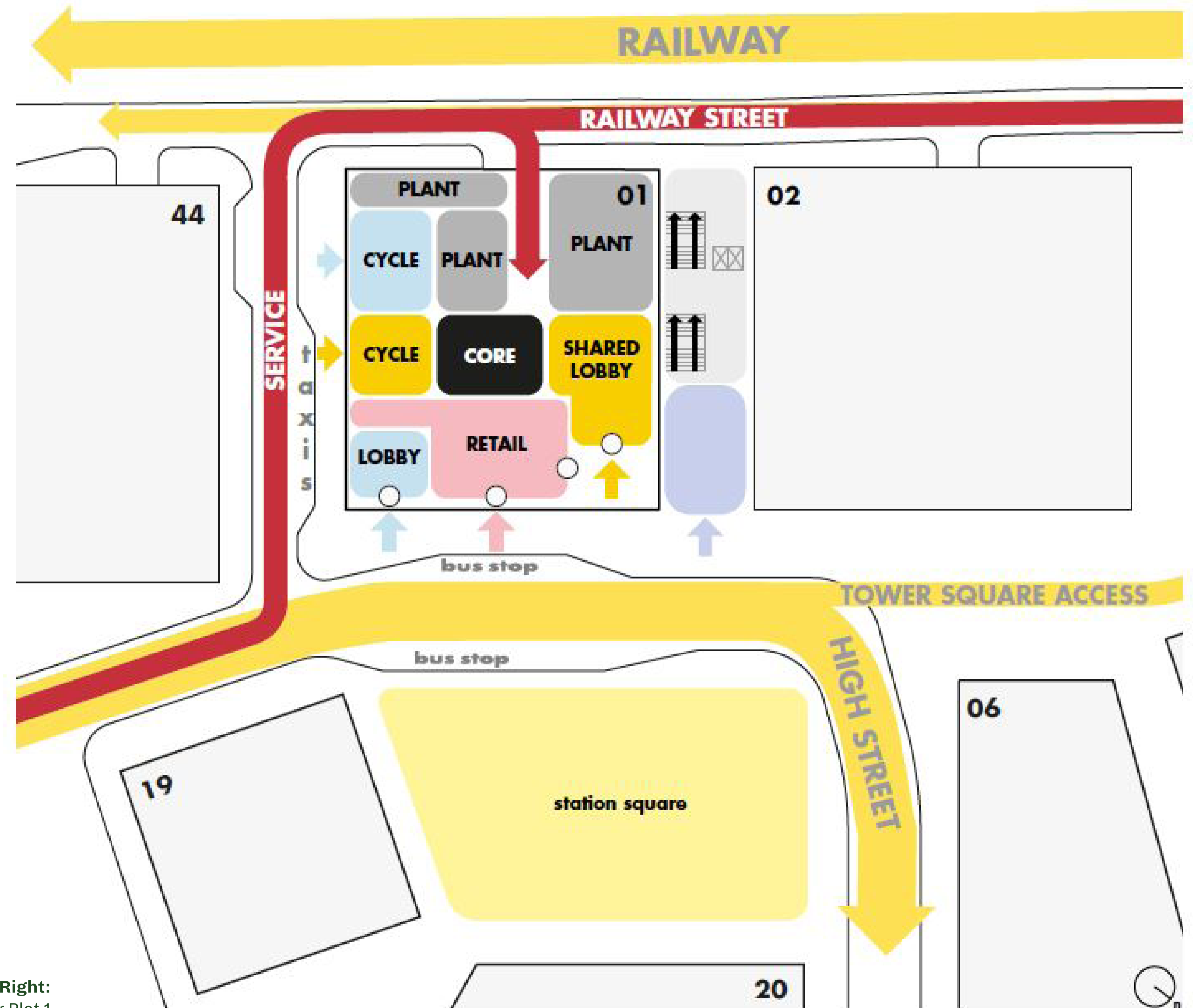
All of these measures aim to encourage people to travel to and from Plot 1 using sustainable transport as well as active travel modes such as cycling and walking.

Servicing

Servicing and refuse collection will be undertaken to the west of the building from a loading bay provided along Railway Street, as shown.

Car parking

An accessible car parking space will be provided as part of the development, accessed from Railway Street due west of the building. Further access to off-site car parking will also be provided within the wider Brent Cross Town area.



Right:
Proposed transport, access and servicing map for Plot 1

We believe that new developments such as Plot 1 should benefit the people who live and work in the area. We also believe that we have a responsibility to minimise our impact on the environment, wherever possible. Consideration of environmental performance is undertaken as a matter of course thanks to regulations and industry benchmarks such as BREEAM. We are pleased to say that Plot 1 will aim for a BREEAM rating of excellent.

Sustainable design

The design of the building has been informed by the concept of sustainability. For example, we will use pre-cast concrete with Cross Laminated Timber (CLT) slabs on the majority of the building, to reduce embodied carbon. The façade of the building will also be designed to make the best use of daylight, reducing the amount of energy the building will require. The building will also be connected to a low carbon district heating and cooling network which, again, helps to reduce the carbon impact of this development.

In addition, we will include a highly efficient Heating, Ventilation and Air Conditioning (HVAC) system with displacement ventilation and passive chilled beams, supplemented with fan coil units along the perimeter. Twin thermal wheels will allow for maximised heat recovery. These measures will greatly reduce the energy demand of the building.

Landscaping

Trees and shrubs will be planted on the rooftop. Seating will also be provided for the people who use the building, along with a central spill-out area which could be used for functions or outdoor fitness classes. The planting on the west of the rooftop would be denser to buffer it from views of the railway line that it overlooks.

On the ground floor, and within the planning application area, the landscaping provided will be designed to compliment the proposals for Station Square and the Transport Interchange which sits adjacent to Plot 1 and will be brought forward at a future date.



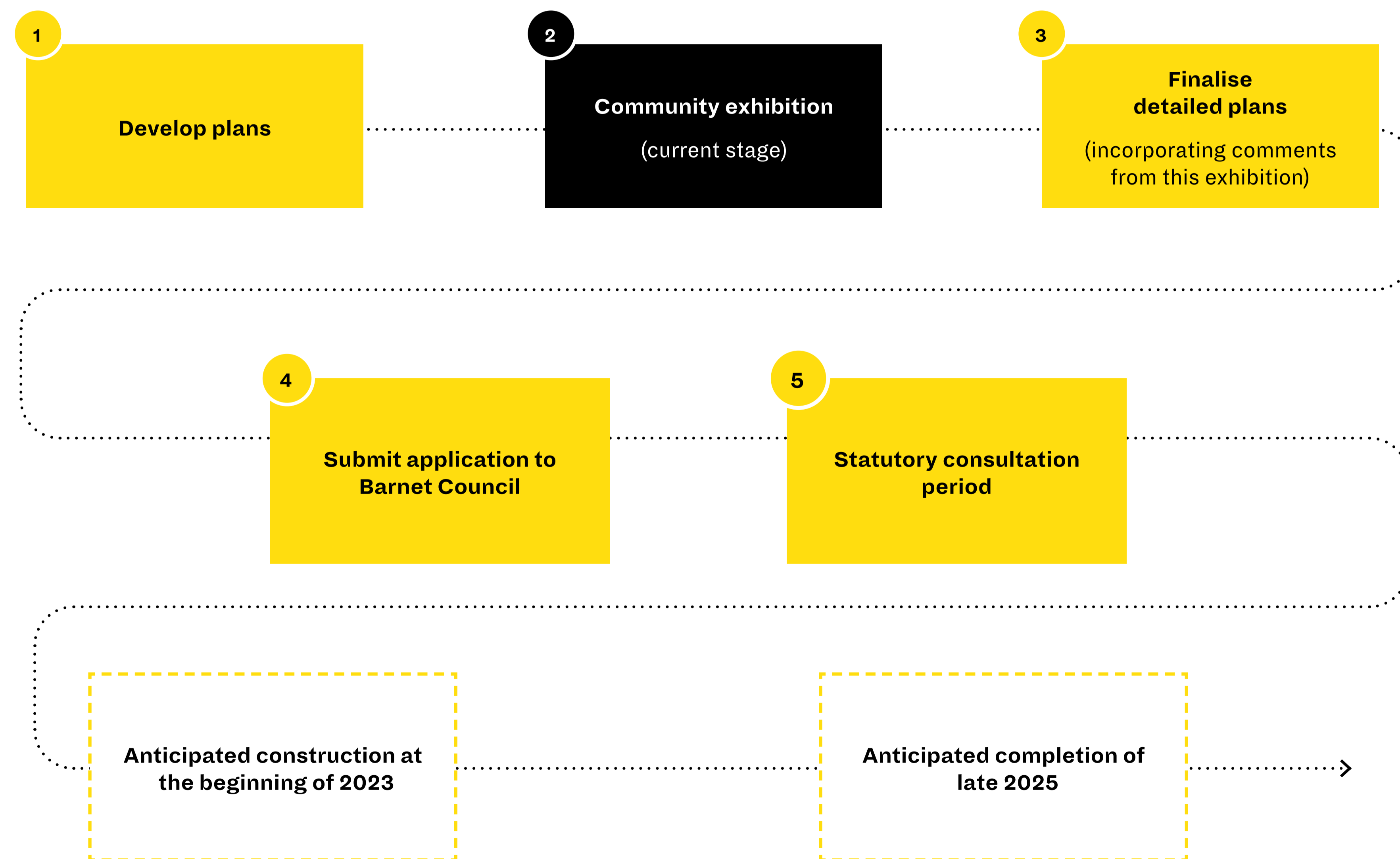
Concept images of proposed roof terrace landscaping

Construction timings

Following this online exhibition, we will take some time to consider your comments and will act upon these, wherever possible.

Once we have reviewed your feedback, we will begin preparing a Reserved Matters Application (RMA). This RMA will be submitted in spring of this year. Once the RMA has been submitted, Barnet Council will then conduct 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:



Share your views

We would love to hear your thoughts on the proposals for Plot 1 so please do fill out one of our feedback forms by [clicking on the link here](#)

If you would like to receive a printed copy of these exhibition materials and a hard copy feedback form, or to share your feedback over the phone, please call 020 3617 6359 to speak to Charlie or Jasmine at EQ who are supporting us with this consultation.

Sign up for project updates

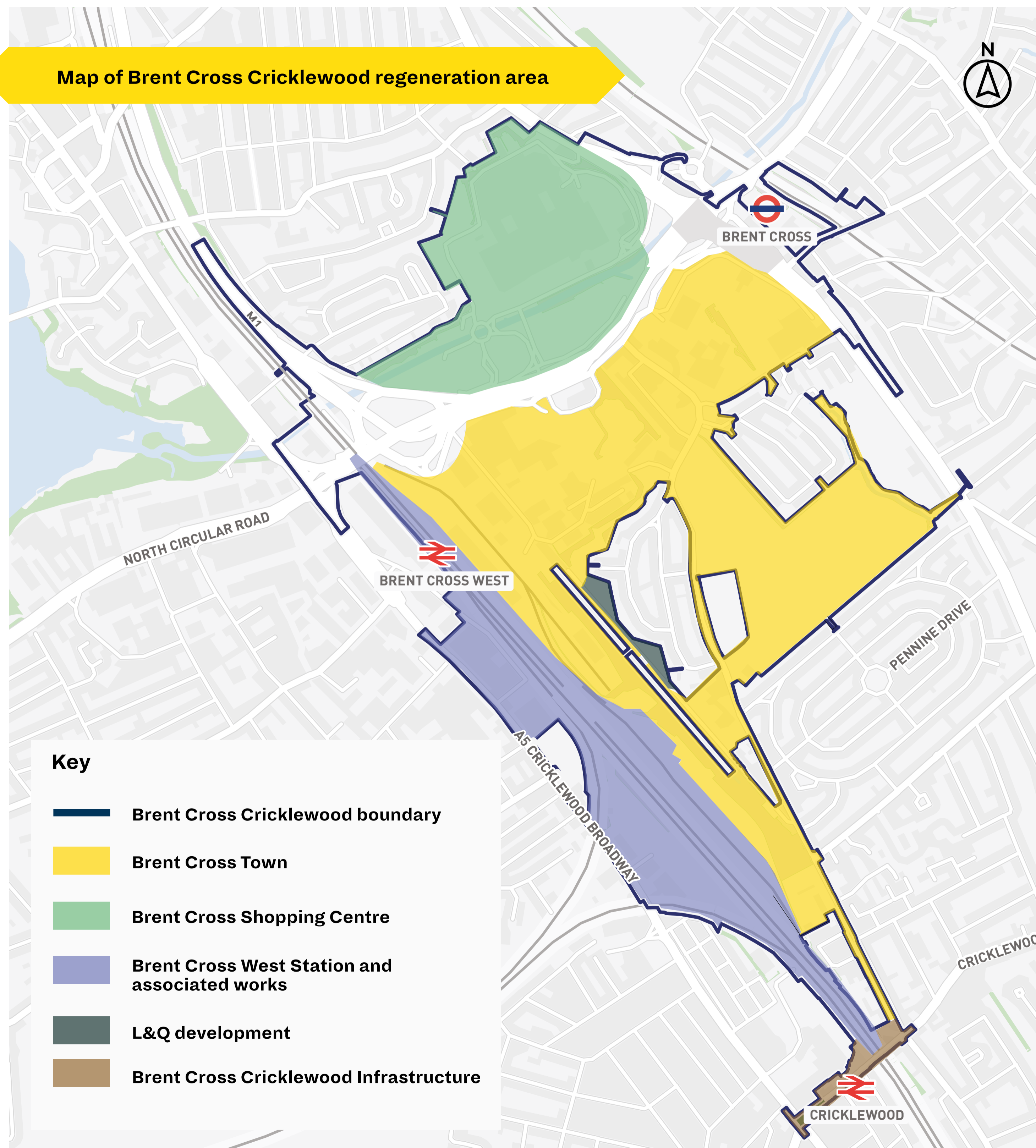
If you are interested in finding out more, you can subscribe to our project mailing list to receive information about future upcoming consultation events and activities.

Please email the team at consultation@brentcrosstown.co.uk

Find out more

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

Map of Brent Cross Cricklewood regeneration area



The overall Brent Cross Cricklewood regeneration, covering around 370 acres, is the biggest redevelopment and growth programme Barnet Council has ever undertaken, it is named a key growth project by the Mayor of London and amongst one of the most ambitious across Europe.

Brent Cross Town

Brent Cross Town is a new mixed-use town centre which will include up to 6,700 homes, office space for approximately 20,000 new jobs, the rebuilding of three existing schools, as well as community and health facilities, improved existing local parks and around 21 acres of new or improved public realm. Previously known as Brent Cross South (BXS), the development will be delivered by the BXS Limited Partnership between Barnet Council and Argent Related.

www.brentcrosstown.co.uk

Brent Cross Shopping Centre

The redevelopment of Brent Cross Shopping Centre by Hammerson and Aberdeen Standard Investments will renew and revitalise Brent Cross shopping centre. An iconic part of the local community for over four decades, Brent Cross holds a special place in the hearts of London shoppers. Ensuring the scheme remains relevant to changing retail and consumer demands, the development is currently being reviewed to ensure the regeneration delivers an exceptional destination and neighbourhood for the future.

Brent Cross West Station

Barnet Council with Network Rail are building the brand new Brent Cross West station to serve the regeneration area and existing communities. This includes moving the existing sidings, rebuilding the drivers' accommodation and replacing a strategic rail freight facility and outdated waste transfer station.

London and Quadrant (L&Q)

London and Quadrant (L&Q) has been appointed to build 47 new homes for residents of the current Whitefield Estate, who are being re-homed as part of the work happening in the area. The new homes are being built between Brent Terrace and Clitterhouse Crescent, and are sometimes referred to as plots 53 and 54.

Brent Cross Cricklewood Infrastructure

Highway and transport improvements for vehicles travelling through the junctions at Cricklewood Lane / Claremont Road and Cricklewood Lane / A5 Edgware Road. This is being delivered by Barnet Council.

www.transformingBX.co.uk

Brent Cross Town

Brent Cross Town will be a new town centre and a new hub of activity for North and West London.

Argent Related in partnership with Barnet Council is in the process of designing and developing a 10 million sq ft mixed-use neighbourhood at Brent Cross Town, formerly known as Brent Cross South.

Outline planning permission for Brent Cross Town grants consent for regeneration of the area (as summarised opposite). Pursuant to the outline permission, detailed planning permission (Reserved Matters Applications) has been granted for the first c. 1,000 homes and enabling works have commenced.

Brent Cross Town will respond to the local context which is rich and diverse. The vision is to create a place with sport, play, health and well-being at its heart, with good public transport infrastructure and a new and improved network of walking and cycle routes connecting it with the surrounding communities.



Proposed High Street South - Brent Cross Town



Proposed new homes - Brent Cross Town



Brent Cross Town will deliver:

- Up to 6,700 new homes which will be a mix of affordable homes, rentals and homes for sale;
- A new town centre in the heart of the neighbourhood. High Street South will have a mix of shops, cafés and restaurants;
- New office space (up to 3+ million square feet), generating around 25,000 jobs;
- Improved connections with the new Brent Cross West station connecting to Central London and Brent Cross Shopping Centre;
- Three schools will be rehoused in brand new buildings, including a replacement Claremont Primary School;
- Improved walking and cycle routes;
- New and improved parks, and new squares. This will feature inspiring places and amenities for people of all ages to enjoy, including spaces for children to play; and
- New and improved community facilities.