

## Welcome

Welcome to the community exhibition for the proposals for Plot 25 and the associated temporary loading bay. These exhibition boards provide information on the proposals and plans for the new building on Plot 25, which will accommodate new student housing, as well as a commercial unit on the ground floor.

Please take your time to read through this information and if you would like to share any feedback please click [here](#). Alternatively you can send comments or ask further questions by getting in touch with the project team by emailing [consultation@brentcrosstown.co.uk](mailto:consultation@brentcrosstown.co.uk)

## About Plot 25

Plot 25 is being designed by Glenn Howells Architects and will be one of the first buildings built in Brent Cross Town. The building will sit north of the new High Street South, situated across from the new Neighbourhood Square.





Upon completion, the building will provide circa 600 private rooms for students with a communal study and recreation areas at ground floor level. Plot 25 will also feature a commercial unit at ground floor, with the flexibility for this space to be occupied as either an office or retail unit. The proposals include a pedestrian walkway from Brent South Shopping Park to the new Brent Cross Town High Street South.

The image adjacent shows the location of Plot 25 and other areas of the Masterplan that have previously been consulted on with the community. The following proposals are being brought forward:

- Plot 25 - Reserved Matters Application (RMA); and
- Temporary loading bay - Temporary planning application.



### Key

-  Plot 25 including a pedestrian walkway
-  Temporary loading bay
-  Plots and public realm with detailed planning consent
-  The Exploratory - temporary open space

### Plots and public realm previously consulted on\*:

- |                                     |                                   |                                  |
|-------------------------------------|-----------------------------------|----------------------------------|
| 1. Railway Street                   | 5. High Street South (East Works) | 9. Plot 12                       |
| 2. Station Eastern Entrance         | 6. Plot 15                        | 10. Plot 11                      |
| 3. Interim Transport Interchange T1 | 7. Plot 14                        | 11. Claremont Park Road (Part 2) |
| 4. High Street South                | 8. Plot 13                        | 12. Claremont Park Road (Part 1) |

\*Indicative boundaries only

## Heights and massing

The Plot 25 building will be made up of three connected blocks - a north shoulder, a west shoulder and a taller central block. Each block will have their own identity and will range from nine to 23 storeys. The massing of the north block and the west block has been carefully considered to ensure that they respond to the surrounding townscape scale, whilst the taller central block seeks to mark the key junction between High Street South and the Tempelhof Link Approach.

## Material palette

Each block's façade has been designed to have a colour and texture that is visually appealing and unique. The building elevations have different material treatments to create variety and respond to this central location. The design of each block alternates between emphasising horizontal and vertical components to complement one another and recognise their individual size and proportion.

The materials and proportions of all aspects of the building are being carefully considered to ensure that the new buildings create an interesting northern boundary to Neighbourhood Square.

The use of bricks are being carefully considered on the north and west block, and reconstituted stone or other composites on the central block (see images opposite). The façade patterns will differ between blocks. This approach will give each block a strong architectural identity whilst complementing forthcoming neighbouring buildings such as Plot 13, ensuring each building contributes to an interesting public realm and Brent Cross Town as a distinct place.

Artists impression of Plot 25 looking north

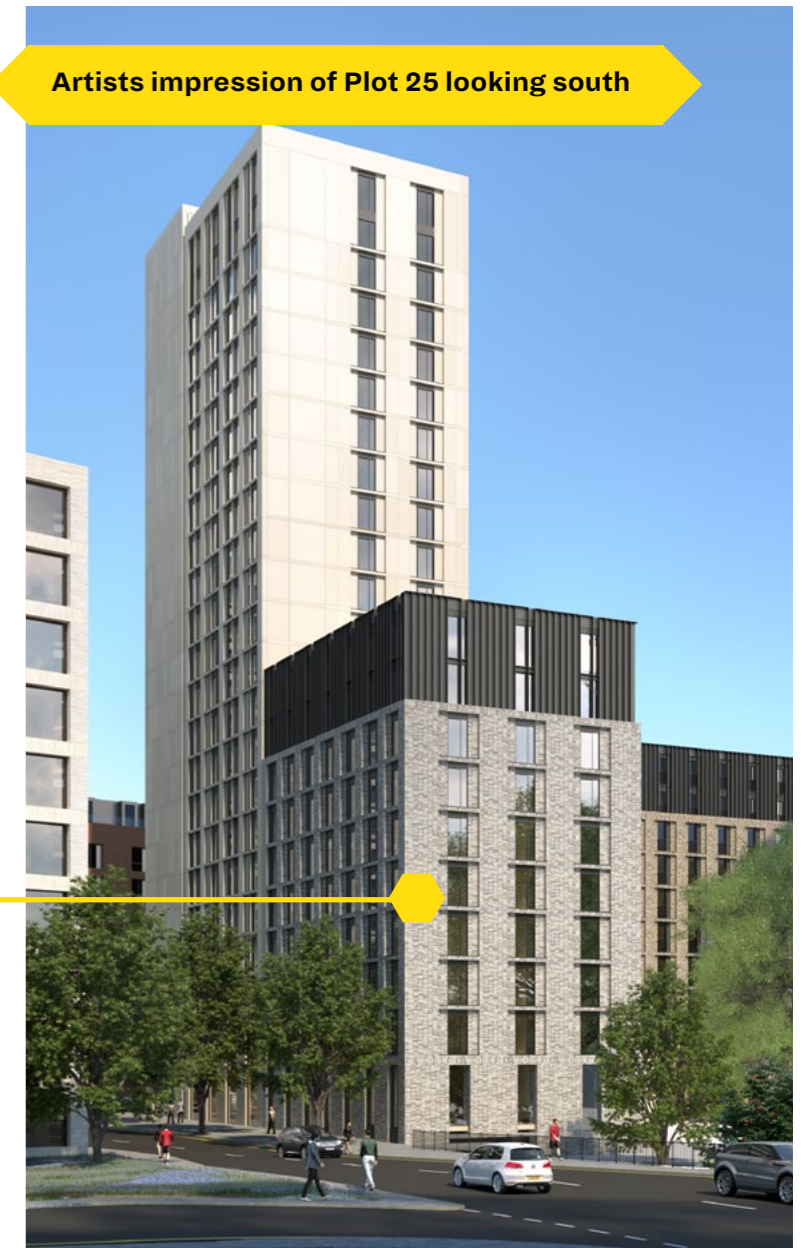


1  
Brown brick

2  
Reconstituted stone

3  
Grey brick

Artists impression of Plot 25 looking south



Please tell us your thoughts on the suggested design and materials by filling out a feedback form [here](#).

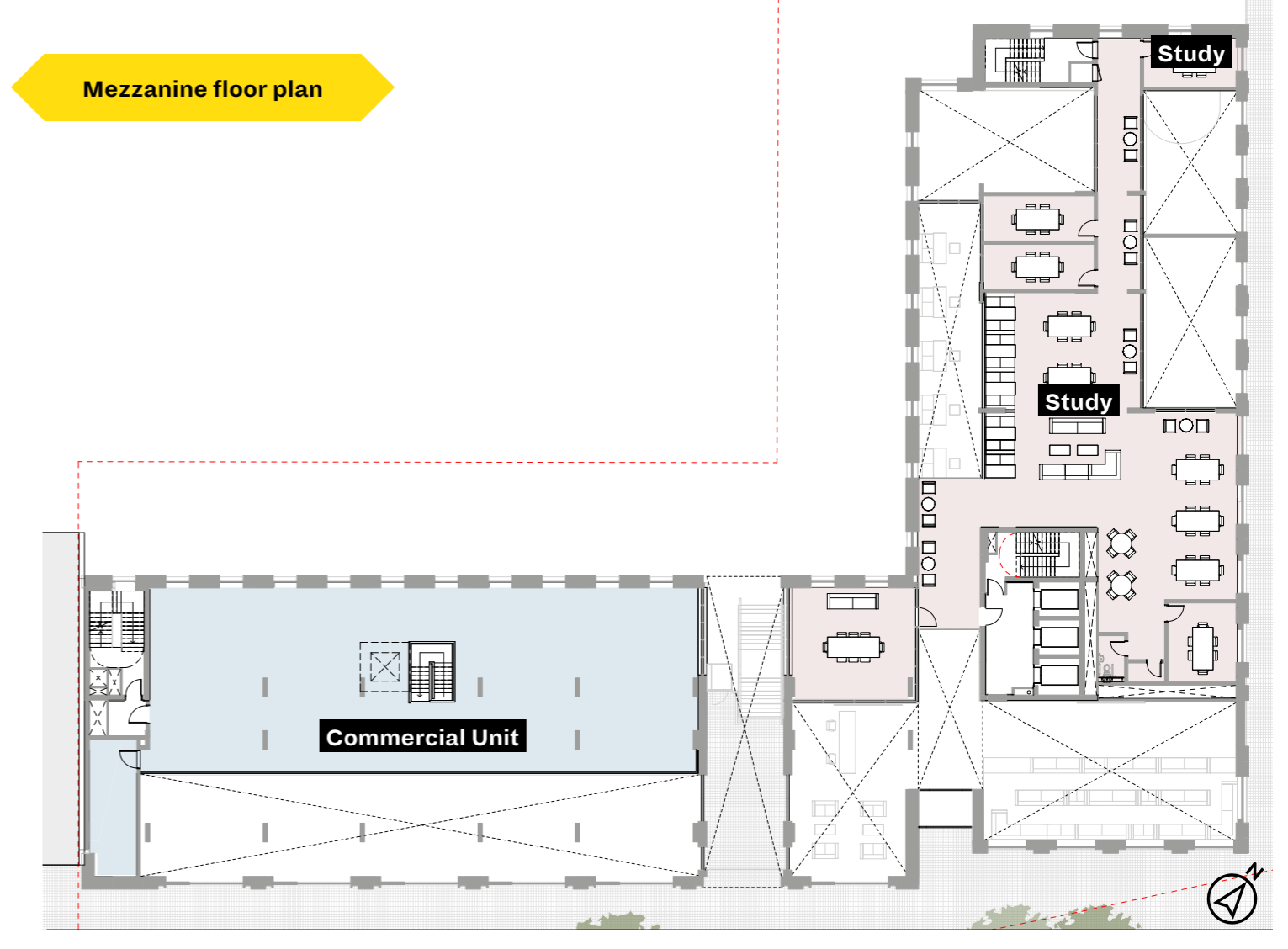
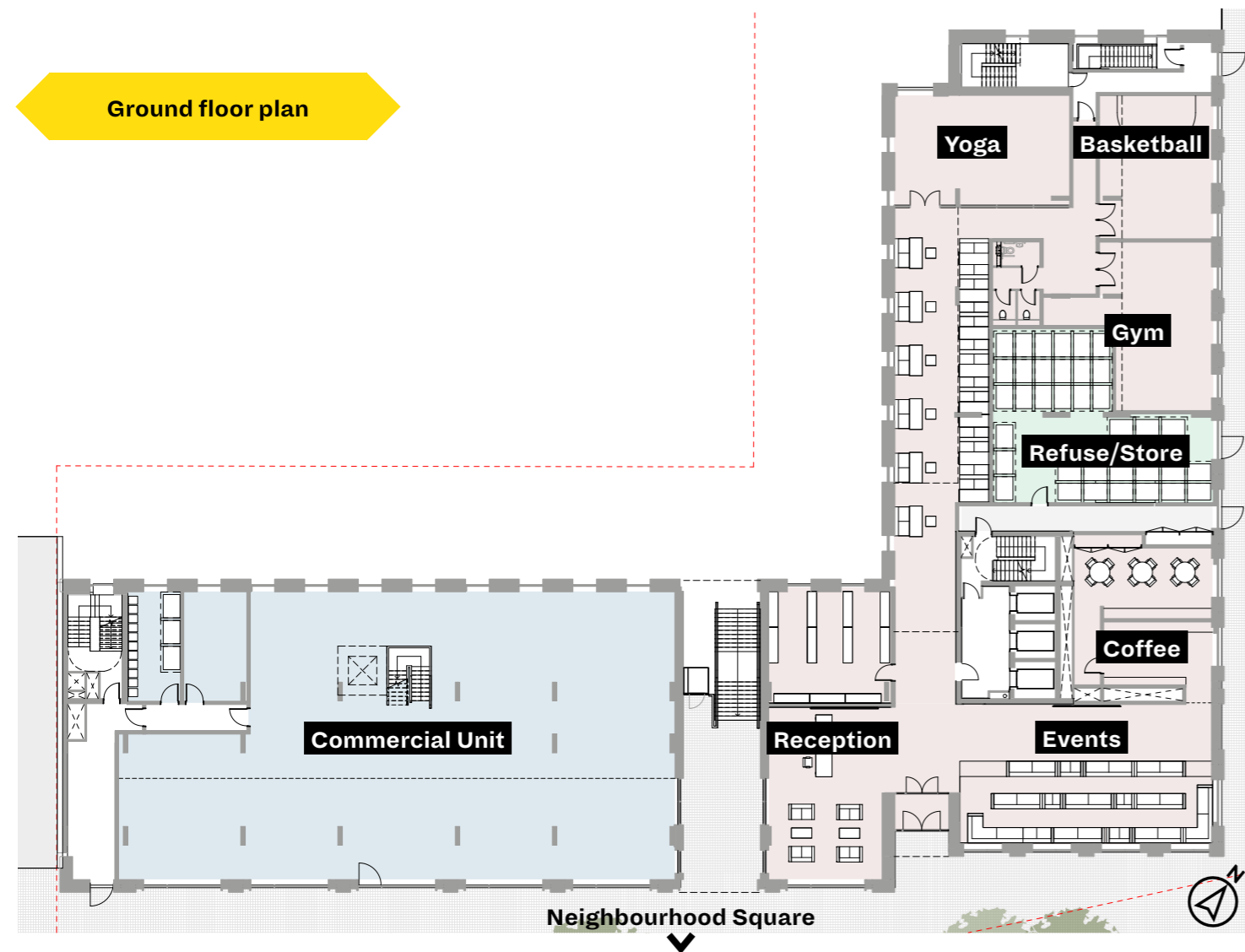
## About the building

The building will contain c. 600 high-quality student studio rooms of different sizes. The ground floor will be double height and include a mezzanine. These areas will feature an extensive and vibrant mix of communal spaces such as a study, breakout spaces, a gym and games area, all of which will encourage residents to spend time together as well as seeking to activate the ground floor frontage. Students will also have access to a central laundry area, cycle parking and refuse areas.

The building will have management staff on-site all day (24/7). Staff will manage the day-to-day running of the building and, in addition, provide services and support to students.

The ground floor will also include a commercial unit which could be let to an office or retail occupier providing an active frontage to the street.

We welcome ideas from the local community on what uses could be provided in the commercial unit. Please tell us your thoughts on the feedback form [here](#).



## Who will live here?

Plot 25 has been designed to house students, and will be owned and managed by a professional student accommodation provider. Rooms in the building will be available to let to any student enrolled in a UK academic institution. These students are likely to attend a range of universities across North and Central London.

Student accommodation at Brent Cross Town will contribute to a diverse community from day one. Students are likely to visit local shops and businesses and have a different daily timetable to other residents, ensuring day-long activity around the neighbourhood.

Artist's impression of a typical studio unit interior



Artist's impression of street level



View of Plot 25 from Neighbourhood Square, looking North



## Transport, pedestrian and cycle access

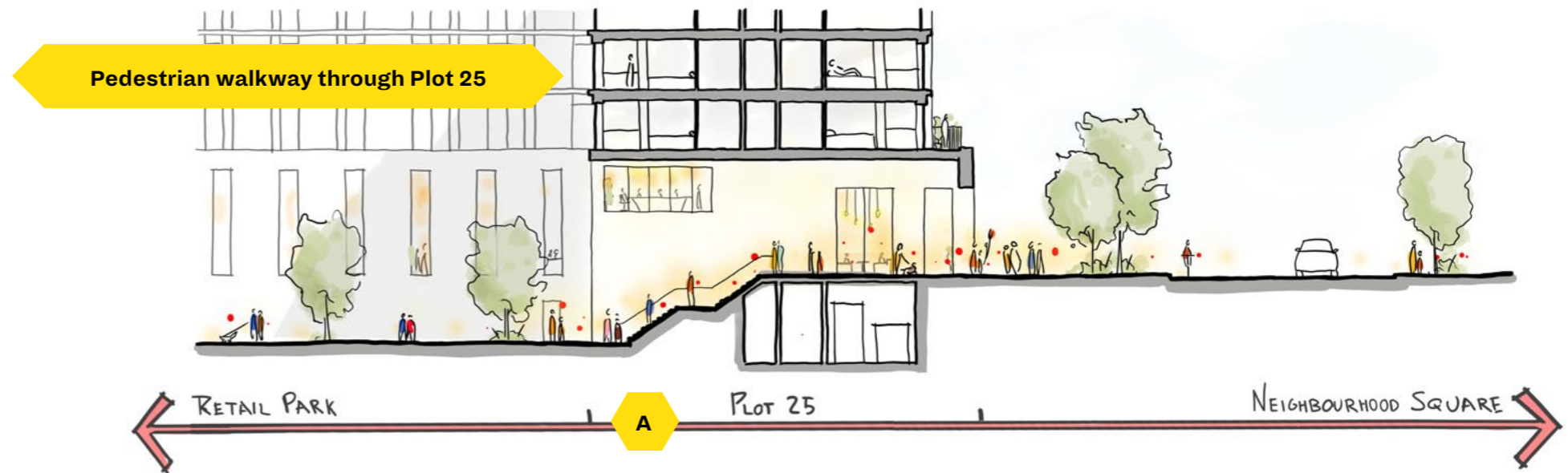
Plot 25 has been designed to ensure that this student accommodation-led plot is accessible and well connected. Plot 25 will also be located in close proximity to the new Brent Cross West Station.

As part of the forthcoming Plot 25 building design, a new pedestrian route will be incorporated to allow for pedestrians to travel between the new High Street South and the existing retail park.

A passage through the Plot 25 building will contain a flight of stairs and a lift to allow people to navigate the change in level between the two sides of Plot 25. The landscaped route will then extend along the side of the Plot 25 building towards the existing Costa Coffee in the retail park. This route will be actively managed and maintained to ensure it is a pleasant, safe and useful route.

## Servicing and refuse

In addition to the Reserved Matters Application (RMA) for Plot 25, we will also be bringing forward an additional temporary planning application for a loading bay on the already approved High Street South. This loading bay will temporarily service Plot 25 until the final Tempelhof Link Approach to connect High Street South and Tempelhof Bridge can be constructed. This link road will be designed with a loading bay that will serve Plot 25.



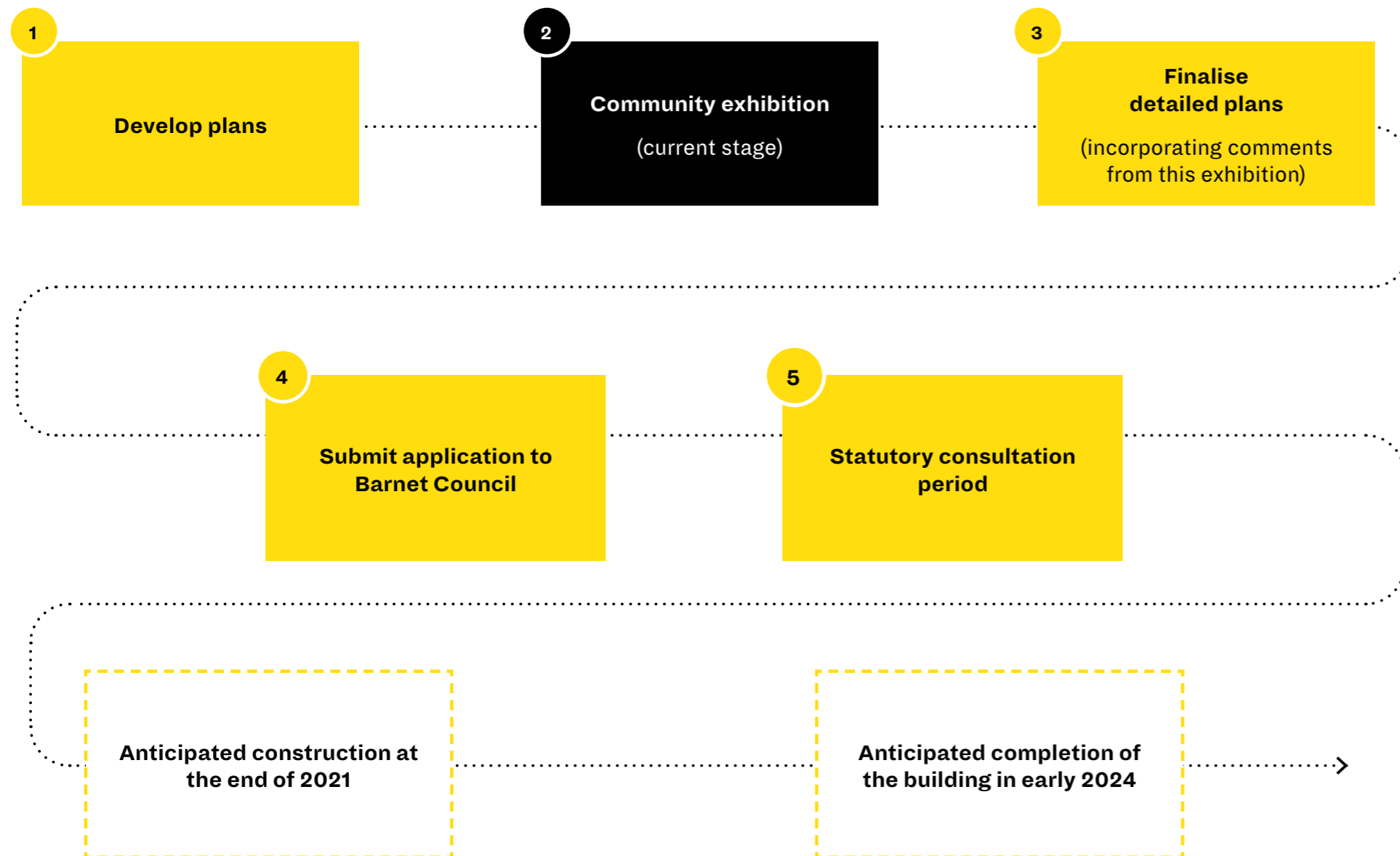
Proposed permanent access arrangement for Plot 25

## What happens next?

Following this community exhibition, the project team will consider community feedback and begin preparing a Reserved Matters Application (RMA) for Plot 25 and a temporary planning application for the associated temporary loading bay which will be submitted to Barnet Council in early-mid 2021.

Once the RMA and the temporary planning application have 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 below as follows:



## How to get involved



### Share your views

We would love to hear your thoughts on the proposals for a student accommodation-led building and the associated temporary loading bay. If you would like to share your feedback on either of these proposals, please click [here](#) to complete an online feedback form.

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 7729 1705** to speak to Gabrielle or Danai.



### Sign up for project updates

If you are interested in finding out more, you can subscribe to our project emailing list to receive information about future upcoming consultation events and activities. Please email the team and let us know your details at [consultation@brentcrosstown.co.uk](mailto:consultation@brentcrosstown.co.uk)



### Find out more

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