

B&Q Broadway Retail Park, Cricklewood Lane

APP/1/A

Document Name: **Proof of Evidence of James Everitt**

Prepared by: **EPR Architects Limited**

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C R I C K L E W O O D



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Team

Local Authority	London Borough of Barnet (LBB)
Applicant	Montreaux Cricklewood Developments Ltd
Principal Designer	EPR Architects
Architect	EPR Architects
Planning	Quod
Affordable Housing and Viability	Montagu Evans
Landscape Architect	Exterior Architecture Ltd
Transport	Entran
Built Heritage & Townscape Viability Impact	Montagu Evans
Public Engagement	CT Group / Icen
Wind	RWDI
Fire	Elementa Consulting
Daylight Sunlight, Overshadowing	GIA
MEP & Utilities	Meinhardt Group
Energy & Sustainability	Meinhardt Group
Structural	Meinhardt Group
EIA Management	AECOM
Waste	AECOM
Ecology	AECOM
Civils	AECOM
Water Resources, Flood Risk & Drainage	AECOM
Archaeology	AECOM
Socio Economics	AECOM
Air Quality	AECOM
Climate Change	AECOM
Ground Conditions & Contamination	AECOM
Noise and Vibration	AECOM
Rapid Health	AECOM
Arboriculture	AECOM
Visuals - Verified Views	Cityscape
Cost Consultancy	WWA
Construction	Stace

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	Initial Review	07.12.2022	JE	
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1 Structure of Evidence



Figure 1.1 Sketch view of the Illustrative Masterplan and new town square / civic space

1 Structure of Evidence

Structure of Evidence

1.1. I appear at this inquiry as an Architect and expert witness to provide evidence regarding the proposed development of the B&Q site by Montreaux for a mixed use development.

1.2. The evidence which I have prepared, and will present to the inspector, has been prepared in accordance with the guidance of my professional institution, the RIBA. I can confirm that the opinions expressed here are true and complete professional opinions. The structure of my proof of evidence is as follows:

1.3. Following the Introduction (Section 1.0), I will present my professional qualifications, summarise some of my relevant experience and outline my role as a Partner of an architectural practice and how we work as a team at EPR Architects (Section 2.0). I will then set out the Structure of Evidence (Section 3.0) and then the Applicant's vision and aspirations for the Scheme (Section 4.0)

1.4. I will then explain the complex developmental context of this site in the London Borough of Barnet (Section 5.0). As an architect, I am responding primarily to the immediate physical context rather than the policy context, which will be addressed by John Rhodes OBE [APP/4/A], or the heritage context, which will be described by Dr Chris Miele [APP/2/A].

1.5. In the major part of my evidence (Section 6.0), I will explain how the brief for the development evolved. I will then summarise the constraints and opportunities of the scheme and also explain how the detailed design evolved in response to detailed dialogue and consultation with London Borough of Barnet's officers, GLA officers and advice from the wider consultant team working on behalf of Montreaux.

1.6. In the third part of my evidence (Section 7.0) I will explain how the Scheme balances the competing pressures of this complex site and describe the comprehensive public benefits of the design as submitted for detailed planning in 31st July 2020 and then amended as described in the Addendum Documents of November 2022, using the ten design criteria set out within the National Design Guide as a basis of my analysis.

1.7. Regarding heritage matters I will defer entirely to evidence produced by Dr Chris Miele.



Figure 1.2 High quality architecture and public realm sit side by side to create a positive new place at the heart of Cricklewood, enhancing the setting of both Kara Way playground and the adjacent Railway Terraces Conservation Area.





Figure 2.1 Sketch view of the Illustrative Masterplan and new town square / civic space



2 Introduction

Introduction

2.1. This proof of evidence has been prepared by James Everitt, a Main Board Director of EPR Architects Limited in respect of the Section 77 Inquiry as a result of the 'call in' by the Secretary of State on the 30th August 2022 and relates to the 'call in' of the submitted planning application to the London Borough of Barnet (the 'Council') on 31st July 2020, reference number 20/3564/OUT (the 'Application')

2.2. The site is the B&Q Broadway Retail Park, Cricklewood Lane, Barnet NW2 1ES (the 'Application Site').

2.3. The Application seeks outline planning permission (including means of access with all other matters reserved) for the demolition of existing buildings and the comprehensive phased redevelopment of the site for a mix of uses including up to 1049 residential units (Use Class C3), and up to 1200m² of flexible commercial and community floorspace (Use Classes A3/B1/D1 and D2) in buildings ranging from 3 to 18 storeys, along with car and cycle parking landscaping and associated works (the 'Development').

2.4. EPR Architects are the architects, urban designers and lead designers for the Scheme that is the focus of the inquiry.

2.5. James Everitt, as the Director, along with his team of Architects led the strategic decision making and the detailed design of the Scheme, along with the Planning Consultants and the client team at Montreaux.

2.6. The purpose of my evidence, as an Architect, is to demonstrate that the urban, architectural and operational qualities of the proposed Scheme represent a highly sustainable proposal of the highest architectural quality, and are a particularly appropriate and innovative response to this complex site. The masterplan and Design Code [CDA.03] [APP/1/B] were generated through a detailed consideration of the physical, statutory and environmental constraints and opportunities in what is a very urban context.

2.7. The Development is proposed by Montreaux, a mixed use and residential development company which creates residential and mixed use property across London and Southern England.

2.8. Montreaux was chosen by B&Q Plc, the previous owners of the Application Site, to bring forward the site for redevelopment. B&Q plc had resolved to dispose of the site as it was surplus to their retail and operational requirements.

2.9. As an extension of creating good places to live, the Scheme provides private external amenity space for every home and gardens at podium level, that are shared between all the residents (including all tenancy groups) but set apart from the public realm.

2.10. Within our proposals significant areas of the site have been given over to a public square, new access roads and extensive areas of open landscape are provided to enhance the vitality of the town centre, which mediate between the surrounding urban context and the living spaces. These also give "breathing space" to the surrounding sites in a way that improves the 'permeability' of the whole neighbourhood. This vastly improved public realm is enlivened by residential entrances and a mix of other uses that provide a safe, accessible and attractive environment for all four sides of the site.

2.11. As the first step in my evidence I will set out my personal qualifications and the relevant experience of my practice, EPR Architects, who has spent over 70 years at the forefront of British Architecture. This includes illustrations of some of our work as architects and urban designers and shows how we are creating highly regarded schemes around London of a similar scale and nature to the proposals for the B&Q site.

2.12. This experience of working with a wide range of residential developers, housing associations, local authority clients and house builders has enabled me to design and deliver high quality architecture that at the same time takes its inspiration from day-to-day human activities; bringing together a range of activities to create vibrant, diverse and popular communities.

2.13. Design activity of this scale and complexity is very much a team effort both within EPR Architects and the full design team engaged by Montreaux. This includes the experts giving evidence, Dr Chris Miele (Townscape and heritage) and John Rhodes OBE (Planning), and the wider consultant team such as Exterior Architecture, as landscape architects.

2.14. The approach to architectural design of EPR Architects reflects our passion for placemaking and sustainability. These fundamentals are embedded into our work at every stage to ensure much loved schemes that contribute positively to the communities in which they are in. I believe that this Scheme would fulfil that objective.

2.15. The development objectives are clear. Central to the proposals is the scale, form and massing and its relationship to the local heritage assets within the town centre which, I believe, reconcile the demands for high quality accommodation, regeneration and urban 'place-making'. The potential of the site is unlocked when a sites disparate needs are balanced in a thoughtful and high quality architectural proposal. I believe the scale, form and massing of this scheme are an appropriate response to the context and I will set this out within my evidence.



3 Qualification and Experience



Figure 3.1 Sketch view of the Illustrative Masterplan and new town square / civic space

3 Qualification and Experience

Practice Statement and Awards

3.1. Established in 1948, EPR Architects is an award-winning practice with over 70 years' experience, working with the country's leading clients. We have a well-established reputation for designing and delivering quality architecture, masterplanning and interior design services with extensive experience delivering an array of building typologies across residential, workplace, lifestyle and leisure sectors. We have won the Architects Journal Clients Choice Award 3 years running and have won a number of national and International architectural awards.

3.2. From our central London, Manchester and Wrocław studios, our experienced team of over 300 talented people collaborate to produce vibrant and inventive architecture in response to our client's unique requirements. This approach, understanding and experience has ensured our continuous association with many of the country's leading clients.

3.3. We pride ourselves on delivering sustainable, stimulating environments.

3.4. We believe that society relies on great architecture to inspire us as much as to house us. We are proud to work on projects that not only offer high quality accommodation but actively improve neighbourhoods, rejuvenate local areas and strengthen our communities.

3.5. Opposite are a list of our recent industry awards:

2021

AJ100: 11th largest UK architecture practice
 The OWO: The Asian Business Awards (Restoration of the Year)
 NoMad London: AHEAD Global Ultimate Accolade — Hotel of the Year
 NoMad London: AHEAD Global Awards (Event Spaces)
 NoMad London: AHEAD Global Awards (Hotel Conversion)
 NoMad London: AHEAD Europe Awards (Hotel of the Year)
 NoMad London: AHEAD Europe Awards (Hotel Conversion)
 NoMad London: AHEAD Europe Awards (Event Spaces)
 NoMad London: AHEAD Europe Awards (Lobby and Public Spaces)
 NoMad London: AHEAD Europe Awards (Restaurant)
 NoMad London: NLA Awards (Conserving)
 NoMad London: NLA Awards (Welcoming — Short-listed)
 60 London Wall: NLA Awards (Environmental Prize — Joint Winner)
 60 London Wall: NLA Awards (Working — Short-listed)
 60 London Wall: BALI National Landscape Award (Roof Garden over £500k)
 60 London Wall: AJ Architecture Awards (Workplace over 10,000m² — Short-listed)
 60 London Wall: WAN Awards (Commercial — Short-listed)
 Ram Quarter: British Home Awards (Mixed-Use Development of the Year)
 Ram Quarter: WhatHouse? Gold Award (Best Development)
 Ram Quarter: WhatHouse? Silver Award (Best Mixed-Use Development)
 Ram Quarter: WhatHouse? Silver Award (Best Renovation)
 Ram Quarter: WhatHouse? Bronze Award (Best Apartment Scheme)
 Ram Quarter: WhatHouse? Bronze Award (Best Regeneration Scheme)
 Ram Quarter: The Pineapples (Place of the Year — Short-listed)
 Ram Quarter: Civic Trust Awards (Short-listed)

2020

AJ100 Clients' Choice Award Winner
 AJ100 Community Impact Award — Look the Other Way Installation (Short-listed)
 Quayside Quarter: Planning Awards (Award for Design Excellence — Finalist)
 The Forbury: Evening Standard Awards (Best Small Development)
 The Forbury: British Home Awards (Development of the Year over £10m)
 The Forbury: WhatHouse? Silver Award
 Great Scotland Yard: NLA Awards (Welcoming — Short-listed)
 Great Scotland Yard: AHEAD Awards (Hotel Conversion — Short-listed)
 Great Scotland Yard: AHEAD Awards (Bar, Club or Lounge — Short-listed)
 Great Scotland Yard: International Hotel and Property Awards

2019

Merano Residences (in collaboration with RSHP): RIBA National Award + RIBA London Award
 Merano Residences (in collaboration with RSHP): SFE Project of the Year (Short-listed)
 The Ned: RIBA London Award
 Kimpton Fitzroy: NLA Awards (Hotels + Hospitality)
 The LaLit London: BoHo Award (Best UK City 51+ Rooms)
 Ram Quarter: Chartered Association of Building Engineers, Preservation and Conservation Award
 Ram Quarter: Brick Awards Urban Regeneration (Short-listed)

2018

AJ100 Clients' Choice Award Winner
 AJ100 Practice of the Year (Short-listed)
 Riverlight: RIBA National Award
 Riverlight: RIBA London Award
 Abell and Cleland House: RIBA London Award
 The Ned: City Heritage Award
 The Ned: AJ Architectural Awards (Leisure Project of the Year — Short-listed)
 The Ned: Dezeen Awards (Hospitality Building, Rebirth — Short-listed)
 The Ned: AHEAD Global Awards (Short-listed)
 The LaLit London: BoHo Awards (Best Boutique Hotel)
 TFL's Old Street Iconic Gateway Competition (Joint Winners)
 Ram Quarter: Premier Guarantee Awards (Conversion/Refurbishment Project of the Year)

2017

AJ100 Clients' Choice Award Winner
 The Ned: AHEAD Awards (Best Hotel in Europe)
 The Ned: AHEAD Awards (Best Event Spaces)
 The Ned: AHEAD Awards (Best Restaurant)
 The Ned: AHEAD Awards (Best Spa)
 The Gainsborough Bath Spa: AA Hotel of the Year (England)
 The LaLit London: European Hospitality Awards (Best International Boutique Hotel)
 London Road: British Homes Awards (Short-listed)
 RSBC Playhouse: AJ House of Colour Competition (Short-listed)



Figure 3.2 Practice awards

3 Qualification and Experience

James Everitt Experience and Approach

3.6. I am a Chartered Architect with over 27 years' experience of design in the built environment and have been a member of both the Architects Registration Board (ARB) and the Royal Institute of British Architects (RIBA) since 2001. I have worked at EPR Architects Limited continuously since joining the practice in 1995, but became a board Director in 2006.

3.7. I have acted or am acting for many leading private development companies including: Taylor Woodrow (on the Greenwich Millenium Village), Lodha, C109, SpenHill Developments, Delancy, O&H Properties, in addition to a host of house builder clients working on large scale urban regeneration projects for Berkeley Homes, St James, St William, Mount Anvil, Barratt London, Redrow, Meyer Homes and Fairview.

My Role

3.8. In my role at EPR I oversee many of the practice's residential led projects. Working specifically within the residential sector for the last twenty five years I have extensive experience in designing residential and mixed-use developments; successfully steering these proposals through various Design Review Panels and other design consultees to gain their support and approval.

3.9. Beyond the design concept and planning process, the practice has continuously maintained a strong reputation within the industry for the detailed design delivery of complex projects through the construction process, giving our designs further credibility in respect of its deliverability.

3.10. I provide design advice to our clients, engaging directly with my colleagues and the wider design team to take a lead in the design direction of projects.

3.11. I have been involved with the design development of the B&Q site since Montreaux's acquisition of the site in 2018.

3.12. I present evidence in relation to matters of design at this inquiry on behalf of Montreaux and confirm the evidence which I submit is true and has been prepared in accordance with the guidance of my professional institution. I confirm that the opinions expressed are my true and professional opinions.

My Design Philosophy

3.13. I want to create great architecture and work with people who share that vision. I am committed to design excellence and quality in the buildt environment. I aim to design buildings and spaces that are appropriate, inspirational, beautiful and exciting. I believe in the practice of architecture and in the act of building, consequently process is an important part of my philosophy. The following pages of this section elaborate on the key aspects.

Approach

3.14. The design process is both intuitive and analytical, bringing together the following in an iterative manner.

Questioning

3.15. The discipline of questioning continues throughout the design process. I believe an architect should always be questioning; What does the site and the context require?; What is the aspiration for the site? Is the brief appropriate?

3.16. An architect needs to challenge what might traditionally be accepted and requires lateral thought. The questioning does not stop once an approach is determined. It should continue during the development of a project when the architectural solution is constantly reviewed for its appropriateness as it is tested in detail.

Understanding

3.17. It is essential that an architect understands: the site and its context; the briefing process which the architect should engage with and contribute to and the client's unique aspirations and business activities. and should extend to the composition of materials and the assembly of components to know how things are made and put together.



Figure 3.2 EPR Architects, Ram Quarter, Wandsworth



Figure 3.3 EPR Architects, The Garden Quarter, Fulham



Figure 3.4 EPR Architects, The Ram Quarter, Wandsworth



Figure 3.5 EPR Architects, Quayside Quarter, Southall

3 Qualification and Experience

Ram Quarter, Wandsworth

3.18. EPR secured planning consent for a residential-led mixed-use masterplan which has transformed the Young's Brewery site into a new urban quarter that celebrates the strong heritage of the Ram Brewery buildings whilst creating a vibrant new heart to Wandsworth town centre.

3.19. Beer had been produced on the site since 1581, making it the oldest continuously operating brewery in Britain. Despite Young's closing in 2006, a small-scale brewery was maintained on site during construction to ensure the development retained this legacy. Set within the Grade II* listed brewery complex is a new craft brewery, heritage centre and accommodation for independent retailers, restaurants and exclusive loft-style apartments.

3.20. The listed buildings have been carefully integrated into the Ram Quarter masterplan which was conceived as a series of interlinked public urban spaces with the previously inaccessible river-front of the Wandle featuring enhanced biodiversity, planted terraces, footpaths and three new pedestrian bridges.

Client

Minerva PLC
Delancey

Services

Masterplanning
Architecture

Size

713 apartments
10,271m² retail space
552m² heritage centre and micro-brewery

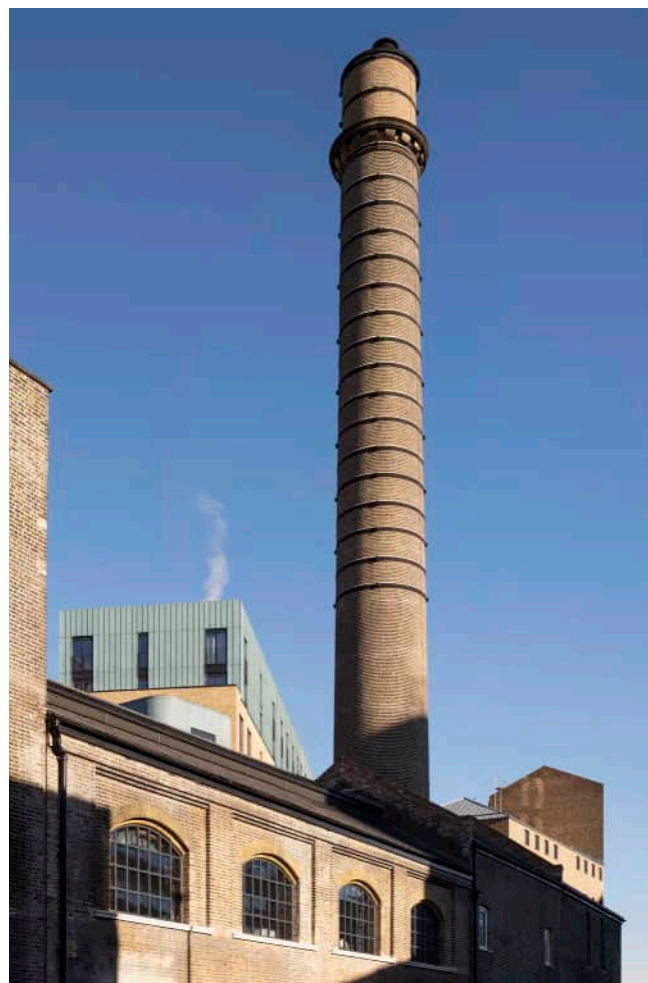


Figure 3.6 EPR Architects, Ram Quarter, Wandsworth



Figure 3.7 EPR Architects, Ram Quarter, Wandsworth

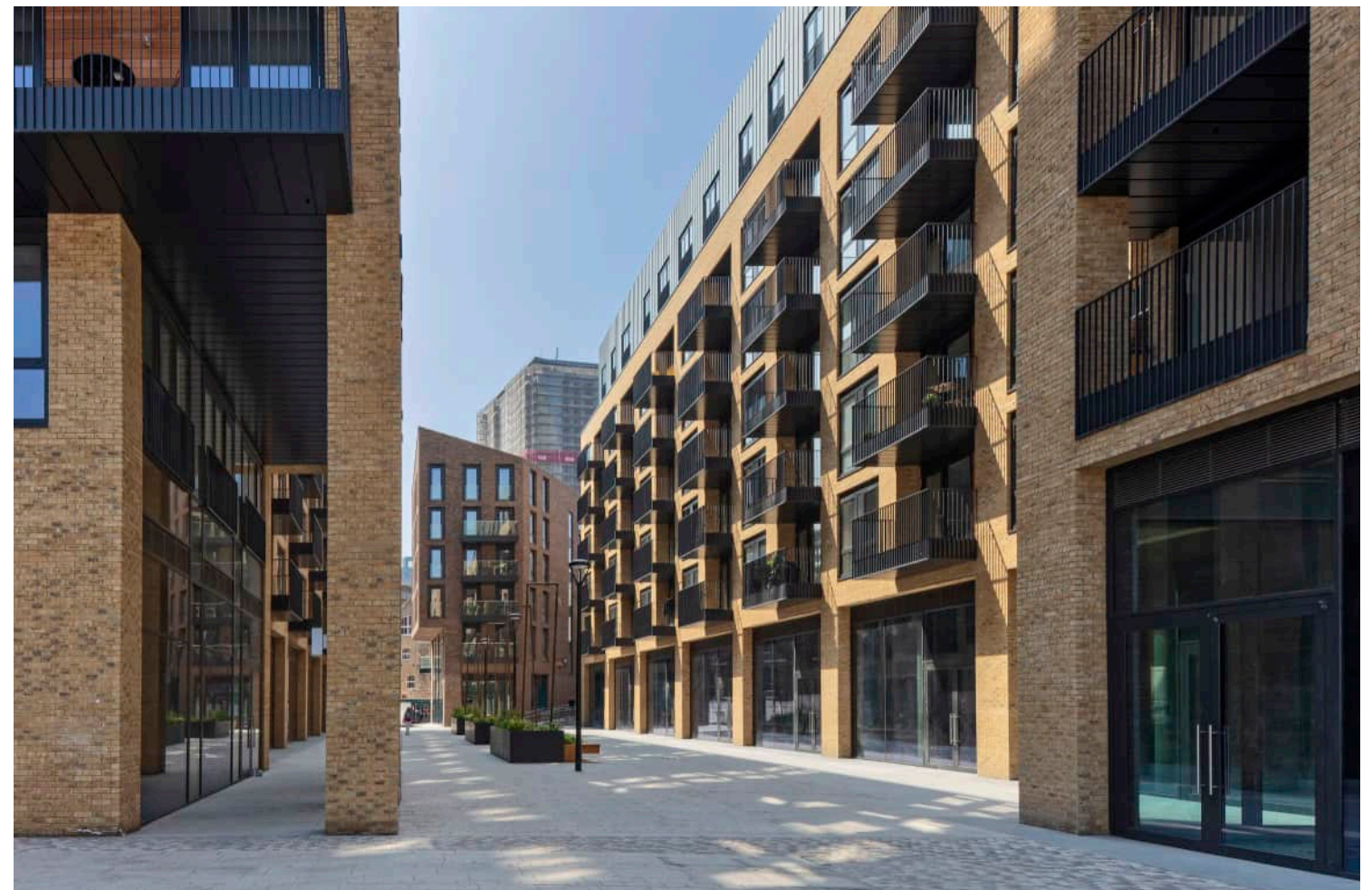


Figure 3.8 EPR Architects, Ram Quarter, Wandsworth

3 Qualification and Experience

Ram Quarter, Wandsworth

3.21. Ten lower-level buildings adopt and reinterpret the materials, forms and scale of the existing industrial structures to define the urban edges of the public realm. At ground level, the elevations are enlivened with retail units to create a vibrant and active environment, whilst above, the high-quality residential accommodation benefits from the more tranquil setting of private elevated gardens.



Figure 3.9 EPR Architects, Ram Quarter, Wandsworth



Figure 3.10 EPR Architects, Ram Quarter, Wandsworth



Figure 3.11 EPR Architects, Ram Quarter, Wandsworth

3 Qualification and Experience

Kings Road Park, Fulham

3.22. King's Road Park is a 17.35-acre regeneration scheme in Fulham comprising 24 building plots. The scheme will provide 1,800 private and affordable homes set within 2.7ha of new public realm, including a public park that houses the oldest gas holder in the world.

3.23. EPR has been appointed to design and deliver Phase 1, which comprises 345 apartments across three buildings, including a private landscaped podium garden, wet and dry residents' facilities, ground-floor commercial space and a sitewide basement. Located in the Garden Quarter, Phase 1 connects the King's Road to the new park with an architectural language of brickwork and glazed open elevations.

3.24. The development enhances permeability across a previously industrial site and improves connectivity between the King's Road and Imperial Wharf.

Client
St William Homes

Services
Architecture
Interior Design

Size
345 apartments
2,000m² residents' facilities



Figure 3.12 EPR Architects, Kings Road Park, Fulham



Figure 3.13 EPR Architects, Kings Road Park, Fulham

3 Qualification and Experience

Kings Road Park, Fulham



Figure 3.14 EPR Architects, Kings Road Park, Fulham

3 Qualification and Experience

Quayside Quarter, Ealing

3.25. EPR was commissioned to develop a masterplan for the former Honey Monster cereal factory site in Southall, which will provide in excess of 28,000m² of industrial-focused creative employment space and 1,997 new homes. Within this role I led and coordinated a multidisciplinary design team including three additional architecture practices.

3.26. The former industrial site, which forms part of the Southall OAPF, provides a significant and unique opportunity to deliver an 'exemplar-in-design', mixed-use neighbourhood. The consented scheme combines new homes with a significant employment intensification including a creative filming hub and well-connected public realm which celebrates the presence of the historic canal.

Client
Galliard Homes

Services
Masterplanning
Architecture

Size
1,997 homes
22,300m² creative hub/film studios
5,300m² creative industrial workshop space
2,230m² retail and flexible workspace
864m² community space



Figure 3.16 EPR Architects, Quayside Quarter, Ealing



Figure 3.15 EPR Architects, Quayside Quarter, Ealing



Figure 3.17 EPR Architects, Quayside Quarter, Ealing

3 Qualification and Experience

Quayside Quarter, Ealing

3.27. The site's proximity to Southall's new Crossrail station, combined with the opportunity to improve local bus services and cycle ways, ensures that people living and working in Quayside Quarter will be remarkably well-connected to the employment and business opportunities in west London, central London and beyond.

3.28. Quayside Quarter obtained resolution to grant planning permission in September 2019.

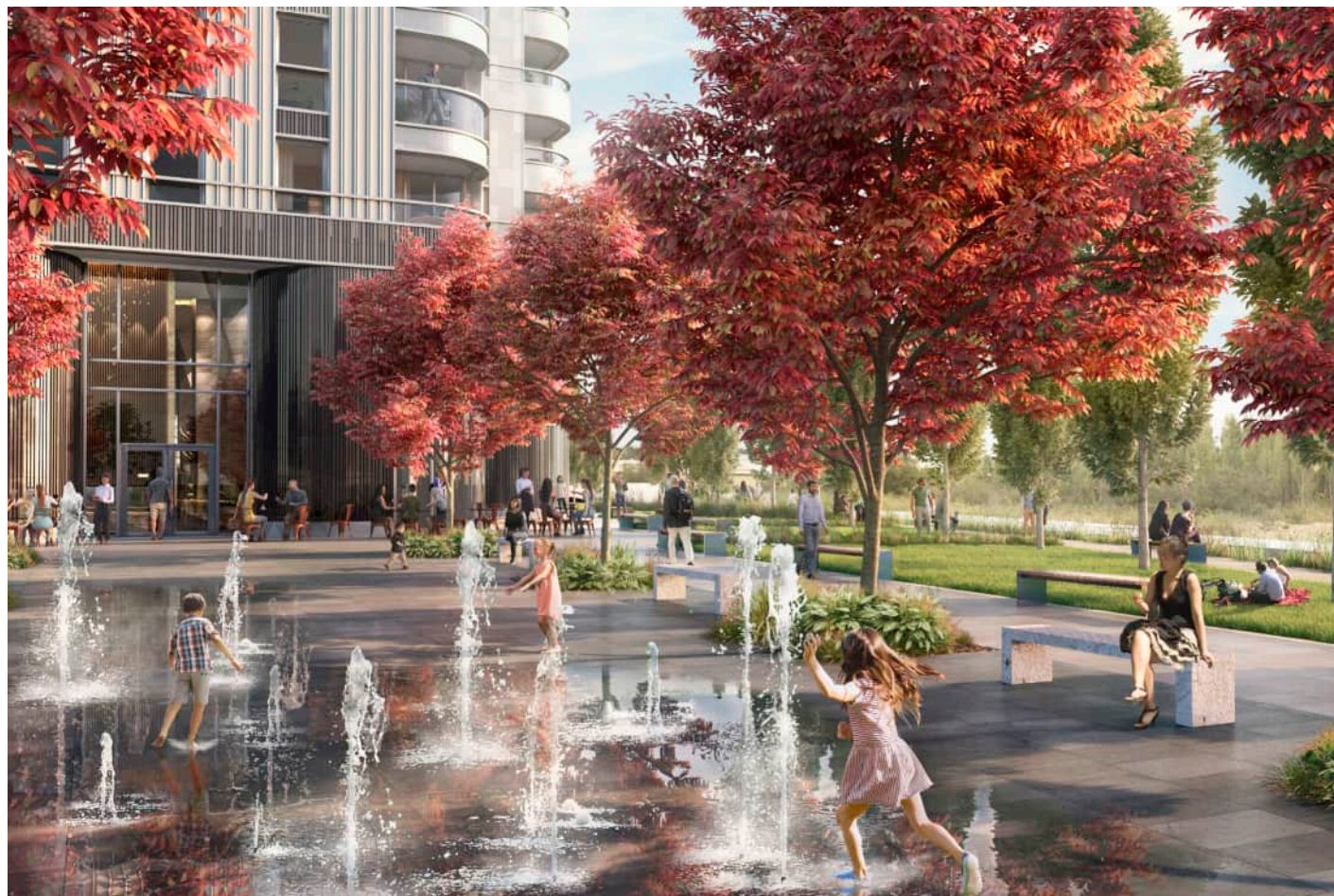


Figure 3.18 EPR Architects, Quayside Quarter, Ealing



Figure 3.19 EPR Architects, Quayside Quarter, Ealing

3 Qualification and Experience

Scheme Overview

3.29. I am the Architect responsible for the design of the development at the B&Q site, Cricklewood. I am confident it will contribute to the regeneration of the wider area; it will change the perception of its locality and promote further investment and economic success. It is a high-quality and sustainable design that enhances its surroundings and is a worthy addition to the area. In particular, new landscaped public spaces aligned with the scale, form and massing of the built form are appropriate to its site and derived from an understanding and appreciation of its context and planning policy as well as dramatically improving the sites biodiversity,

3.30. Its recognition of the local character, its mix of uses and integration with existing infrastructure ensures its sustainability as a high-quality residential scheme

Objectives

3.31. The development is a physical reconciliation of many diverse needs and requirements, which include matters of policy, commerce and aesthetic aspiration. The design response is greater than the sum of these disparate demands and seeks to be judged as an example of high quality architecture which contributes to the regeneration of Cricklewood town centre. These themes are examined and explained in my evidence

Architecture

3.32. Whilst the consent only seeks to approve the 'Maximum' parameters of an outline scheme, our evidence should be read in conjunction with the Design Code [APP/1/B], which has formed the structure and guidance for the development of an illustrative scheme to demonstrate the potential for a high quality architectural design response. This illustrative scheme is based on a clear understanding and appreciation of the site and a process of rigorous analysis and questioning of proposals. The site sits at a confluence of varying contexts and character areas and my evidence sets out how these factors combine to produce a development of the highest design quality that will enhance Cricklewood town centre's architectural and urban character

Mixed Uses

3.33. The scheme has the aspiration and potential to create a highly sustainable and vibrant development by including a mix of uses to support the predominantly residential content of the scheme. The residential component provides a choice of high quality dwellings offering a range of apartments that complement the housing supply elsewhere in the Borough of Barnet.

3.34. Community use, retail and amenity spaces similarly serve all. Such facilities will be an attraction and focal point for residents of Cricklewood and so serve to help integrate the scheme and draw more people to the town centre.

Public realm

3.35. The scheme provides a series of generous publicly accessible spaces located to facilitate or improve circulation routes through and around the site for both pedestrians and cyclists, to create a new piece of Cricklewood. Visitors and inhabitants create the activity at ground level that enlivens these spaces, making them welcoming and providing a setting to generate new uses and interest.

Regeneration

3.36. Regeneration is often fuelled by a change of perception and the ambition of new-build work has to be sufficient to create this new identity.

The bringing back into optimal use of the area will be accompanied by wider new employment opportunities such that, as a place to live, relax and work, the site will be re-integrated in the Borough

Quality

3.37. The new development represents my interpretation of the ambition to create a thriving new residential led mixed use neighbourhood set within a beautiful landscape. The design of the buildings and external areas have a generosity and quality which achieve high standards and should endure and age gracefully throughout its lifetime.



Figure 3.20 At the heart of the town regeneration our proposals provide a vibrant, new town square, providing a focal point to the local community



4 Context Appraisal



Figure 4.1 Sketch view of the illustrative masterplan and enhancements to Cricklewood Green



4 Context Appraisal

The Site

4.1. This chapter on context analyses key aspects of the Site and its surrounding areas, leading to a comprehensive appreciation of the opportunities for successful development.

4.2. The Site is located to the north of Cricklewood Lane and to the west of Cricklewood Railway Station, within an established dense urban area comprising a mixture of uses including residential, retail and commercial. The existing scale and character of buildings varies in the immediate surrounding context resulting in a diverse character in the built environment.

4.3. Strategically located between Cricklewood Railway Station and within Cricklewood town centre, the Site benefits from significant passing footfall and good transport connectivity, making it a sustainable location for redevelopment and intensification.

4.4. Cricklewood Green, deemed an Asset of Community Value in 2017, lies to the south of the Site and both addresses the change in level beside the Site and Cricklewood Lane and connects Cricklewood Lane to the Site. Retention and enhancement of this locally cherished green space is key to the success of future development.



Figure 4.3 Pavement in front of Cricklewood Green and B&Q used for market stalls.



Figure 4.4 Pavement in front of Cricklewood Green and B&Q used for market stalls.



Figure 4.5 Existing pedestrian access to B&Q via Cricklewood Green.



Figure 4.6 Existing vehicle entry/exit to B&Q from Depot Approach.

4 Context Appraisal

Planning Context

Key policy considerations

4.5. It is located at a prominent position along the Edgware Road (A5), “key corridor of change” and within the Brent Cross and Cricklewood Opportunity Area (‘OA’) [CDF.06] – designated as an area for major housing and employment growth within both LBB’s Local Plan [CDF.03] and the London Plan [CDE.02].

4.6. The emerging Local Plan for LBB [CDF.01] also recognises the importance of redeveloping and intensifying the use of underutilised land between the Broadway and Cricklewood Station, identifying the site within the Cricklewood Growth Area [CDF.06] and allocating the site for a residential-led mixed use development.

4.7. Taking account of the adopted and emerging policy position, the Site represents a pivotal brownfield opportunity located directly adjacent to Cricklewood Train Station and District Town Centre with a PTAL of 4-6. In such locations, housing as part of mixed-use proposals should be optimised – recognising the scarcity of brownfield land in London. Indeed, this is specifically recognised within the Emerging Barnet Local Plan (2021) [CDF.01] with Modifications (2022) and evidenced in LBB’s requirement to find additional land for housing by way of the emerging Local Plan [CDF.01]. The proposals will help to alleviate pressures on LBB, through enhancing a heavily underutilised site, whilst significantly improving the Site’s outlook, permeability and public realm, to the benefit of the local area. The scheme will provide a mix of housing (including affordable and family units) and supporting commercial space in ensuring the continued vitality of Cricklewood, in tandem with creating an important gateway and sense of arrival into this important part of the Borough. This is in line with national, regional and local policy objectives which should be considered favourably in planning terms.



Figure 4.7 Aerial view of the B&Q site within wider context.

4 Context Appraisal

Planning Context

Planning history and emerging site context

4.8. The immediate Site area has been subject to significant change in recent years – including within the wider Opportunity Area [CDF.02] and at neighbouring sites. This includes 1-13 and 194-196 Cricklewood Lane whereby, higher-density, residential-led proposals have recently been considered favourably by LBB. The Masterplan proposals have carefully considered this emerging context, in seeking to complement the changing character and regeneration of the area as whole. This is illustrated within our Masterplan Design and Access Statement [CDA.03], with further planning justification provided within the Planning Statement [CDA.02] as prepared by Quod.

Planning policy

4.9. With regards to the adopted policy position - the Site is designated within the Cricklewood Regeneration and Opportunity Area (as per the London Plan [CDE.02]) – designated to deliver significant housing growth of mixed type and tenure, alongside leisure space, retail and community facilities. The wider opportunity area is currently subject to significant growth, for higher-density, residential-led proposals. The Site also lies adjacent to the Cricklewood Town Centre Boundary and train station and has a PTAL rating of 4-6.

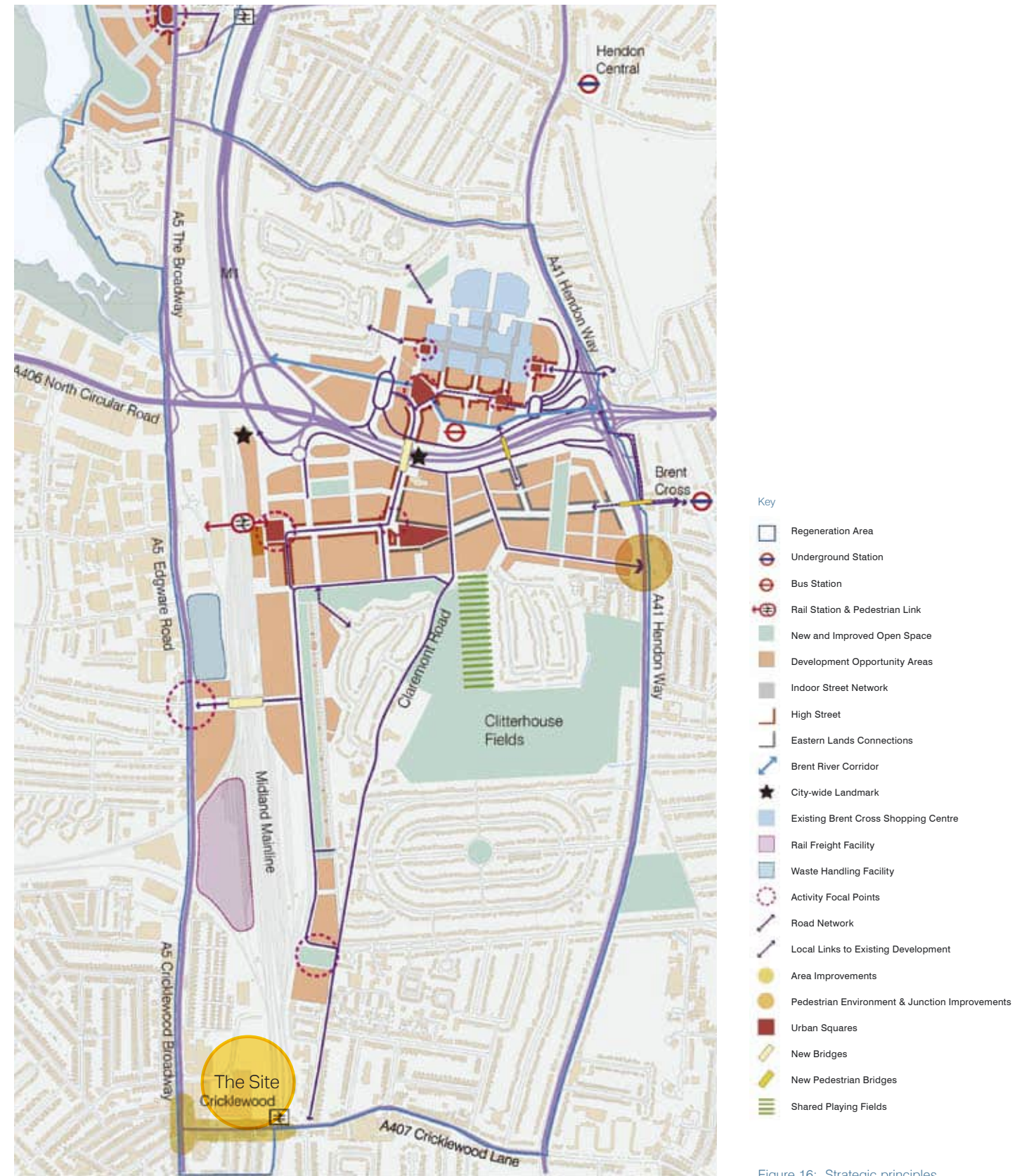


Figure 4.8 Brent Cross Cricklewood Development Framework - Strategic Principles.

Figure 16: Strategic principles

4 Context Appraisal Planning History

4.10. On review of LBB's online planning register, there is no evidence of any recent applications submitted or approved for the comprehensive redevelopment of the Site.

4.11. There are records of applications submitted and/ or approved for the residential-led development within the immediate proximity of the Site and more recently at the existing Co-op site, 1-13 Cricklewood Lane – whereby planning permission (17/0233/FUL) was granted on the 24th January 2018. The permission was subsequently amended by 19/5339/NMA.

4.12. A planning application was submitted on the 23rd October 2018, for erection of 3 residential buildings comprising 187 residential units and 2,115sqm of flexible commercial space (Use Classes A1-A4 and D1) at ground floor level fronting Cricklewood Lane. Notably, planning application 18/6353/FUL proposes a 15-storey building in the north east corner of the Site, stepping down to six storeys onto Cricklewood Lane. The proposals also include a mix of studios, one, two-and three-bedroom flats; in addition to 80 car parking spaces at ground and basement level, equating to a ratio of 0.41 spaces per unit, this site has a PTAL rating of 6a and 5 (northern section).

4.13. The above signifies the degree of change currently being undertaken within the immediate Site Area, exemplifying the opportunity that the Site provides in terms of delivering complementary development which will go towards ensuring the continued vitality of this area of Cricklewood into the future – which we are aware is key aspiration for LBB; particularly in creating a 'gateway' into this area, adjacent to the train station.



Figure 4.9 Aerial view of B&Q site with emerging context demarcated.



Figure 4.10 1-13 Cricklewood Lane (Planning Ref 17/0233/FUL).



Figure 4.11 194-196 Cricklewood Broadway.

4 Context Appraisal

Site within Barnet

4.14. The Site is located within Childs Hill Ward in the London Borough of Barnet (LBB) and lies between Willesden Green and Dollis Hill to the south west, West Hampstead and Childs Hill to the east and Brent Cross to the north.

4.15. The town centre of Cricklewood currently does not benefit from its own designated public space, town hall nor library. The public realm, green space and possible community facilities associated with the Proposed Development would benefit the local communities in not just one borough but three.

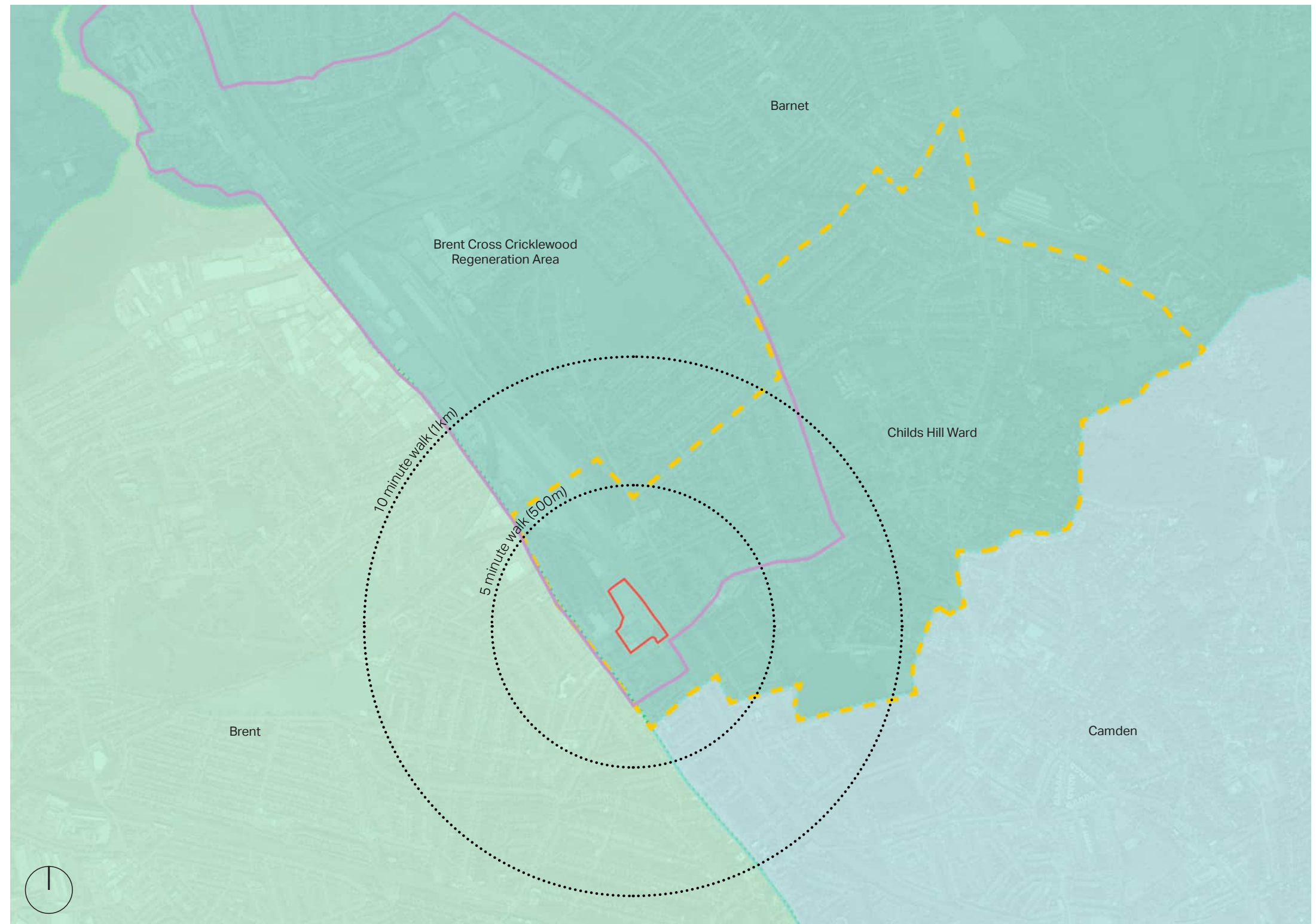


Figure 4.12 Map illustrating Ward and Borough boundaries.

4 Context Appraisal

Transport Connectivity

Rail and Tube

4.16. Cricklewood Station (in Zone 3), immediately adjacent to the Site, is the nearest main-line station with Thameslink services to King's Cross St Pancras in 14 minutes, Farringdon station in 18 minutes and Luton Airport in 35 minutes.

4.17. Willesden Green and Kilburn stations, which are on the Jubilee line in Zone 2, lie within 15 minutes walk from Cricklewood Broadway. Journeys to Baker Street take 11 minutes and Westminster, 17 minutes.

Road

4.18. Cricklewood Broadway (A5) is the main north-south road through the area. It forms part of the Edgware Road leading directly to Marble Arch, between Oxford Street and Hyde Park .

4.19. Cricklewood is also well served by buses, with routes 16, 32, 189, 226, 245, 260, 266, 316, 332, 460, C1, N16 all stopping nearby.

4.20. It has a bus garage which was completely rebuilt in 2010 and there are frequent bus services to Victoria, Hammersmith, Oxford Street, Brent Cross and Golders Green.

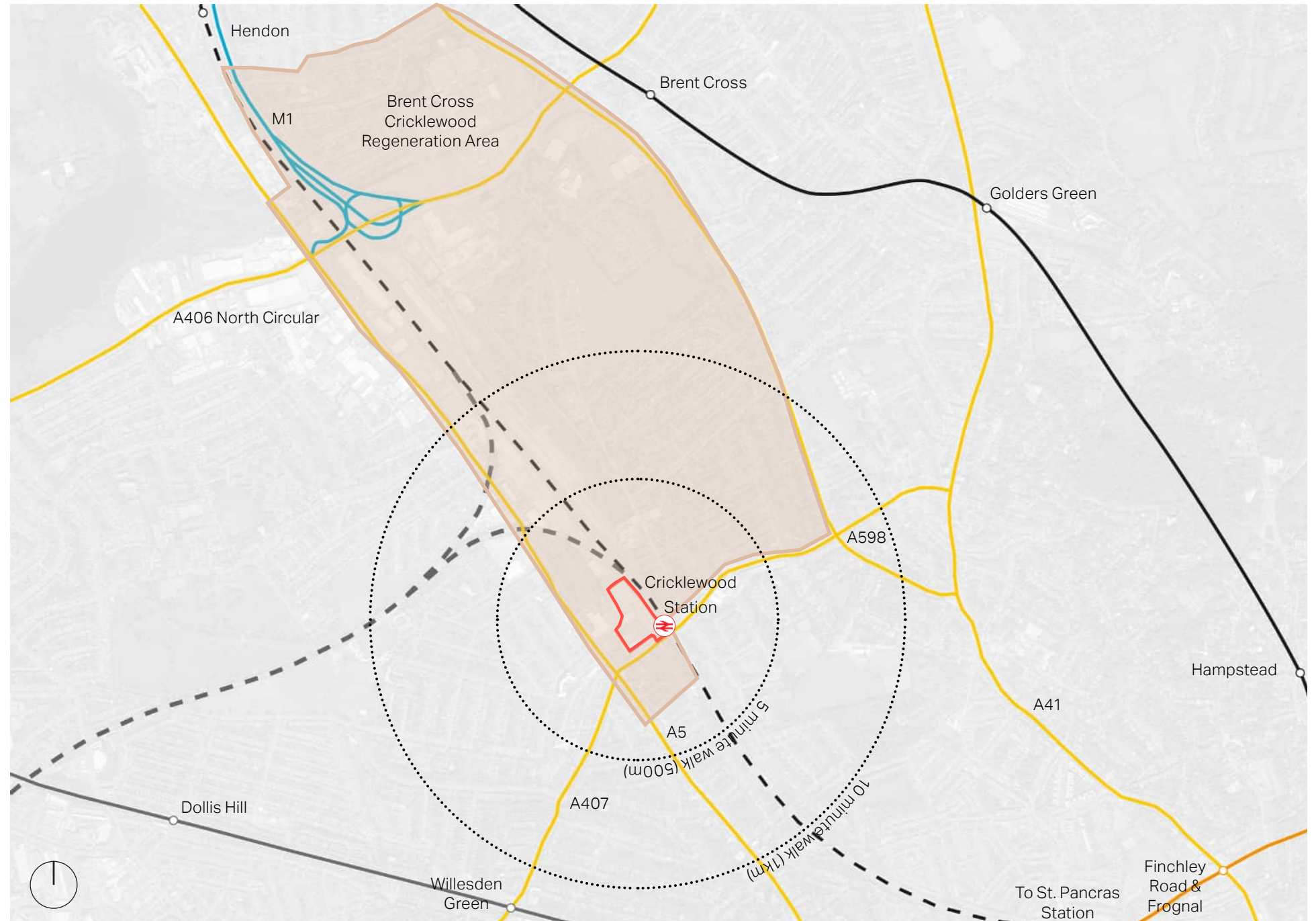


Figure 4.14 Map illustrating surrounding existing transport networks.

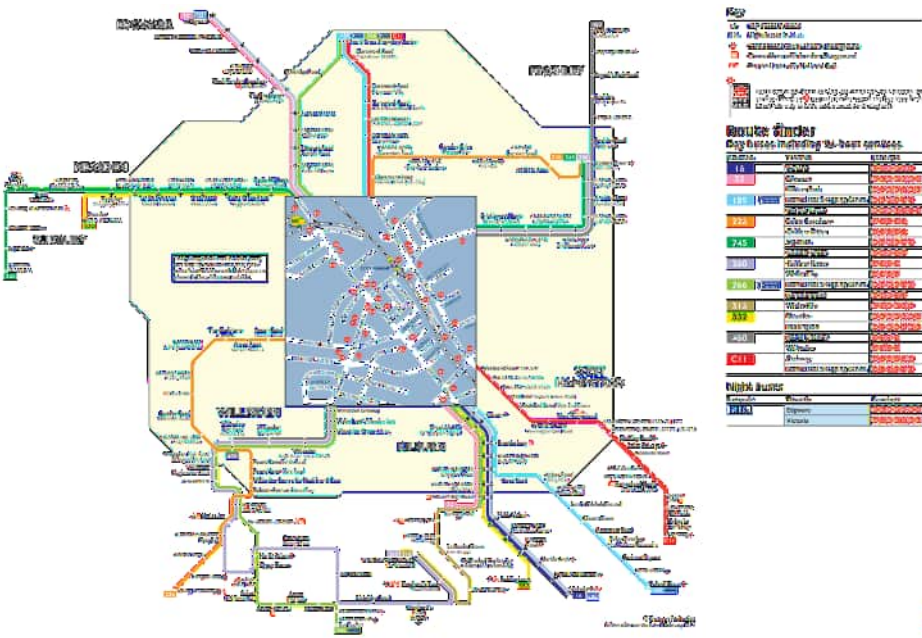


Figure 4.13 Extract from TFL Map illustrating surrounding bus routes in and around Cricklewood and their wider networks.

- Site ■
- Motorway ■
- A-Road ■
- Railway —
- Northern Line —
- Jubilee Line —
- London Overground —

4 Context Appraisal

Green Infrastructure

4.21. With 28% of the London Borough of Barnet designated as Green Belt and 8% as Metropolitan Open Land, Barnet is one of the greenest boroughs in London.

4.22. The London Borough of Barnet has over 200 parks and open spaces, 67 sites of nature conservation importance, and a site of special scientific interest at Welsh Harp Reservoir. There are 1192 hectares of public open space including those parts of Green Belt and MOL, all of which are accessible to the public.

4.23. The Site however, does not significantly benefit from these existing open green spaces as most are more than 1km from the Site leaving Cricklewood town centre without meaningful open green space within walking distance apart from Cricklewood Green to the south of the Site.

Dollis Valley Greenwalk

4.24. The Dollis Valley Green Walk is a 17 km long strategic walking route connecting Brent Park, Hendon, Windsor Open Space Finchley, Riverside Walk / Gardens, North Finchley, and Brook Farm / Wyatts Farm, Whetstone, providing an important green corridor for wildlife and recreational use through the heart of Barnet and improving the quality and safety of London's parks.

4.25. A future extension of the Dollis Valley Greenwalk which connects Cricklewood Town Centre, Gladstone Park, and Neasden Recreation Ground to Section 10 of the Capital Ring at Welsh Harp Open Space and Brent Reservoir is possible through the Site.

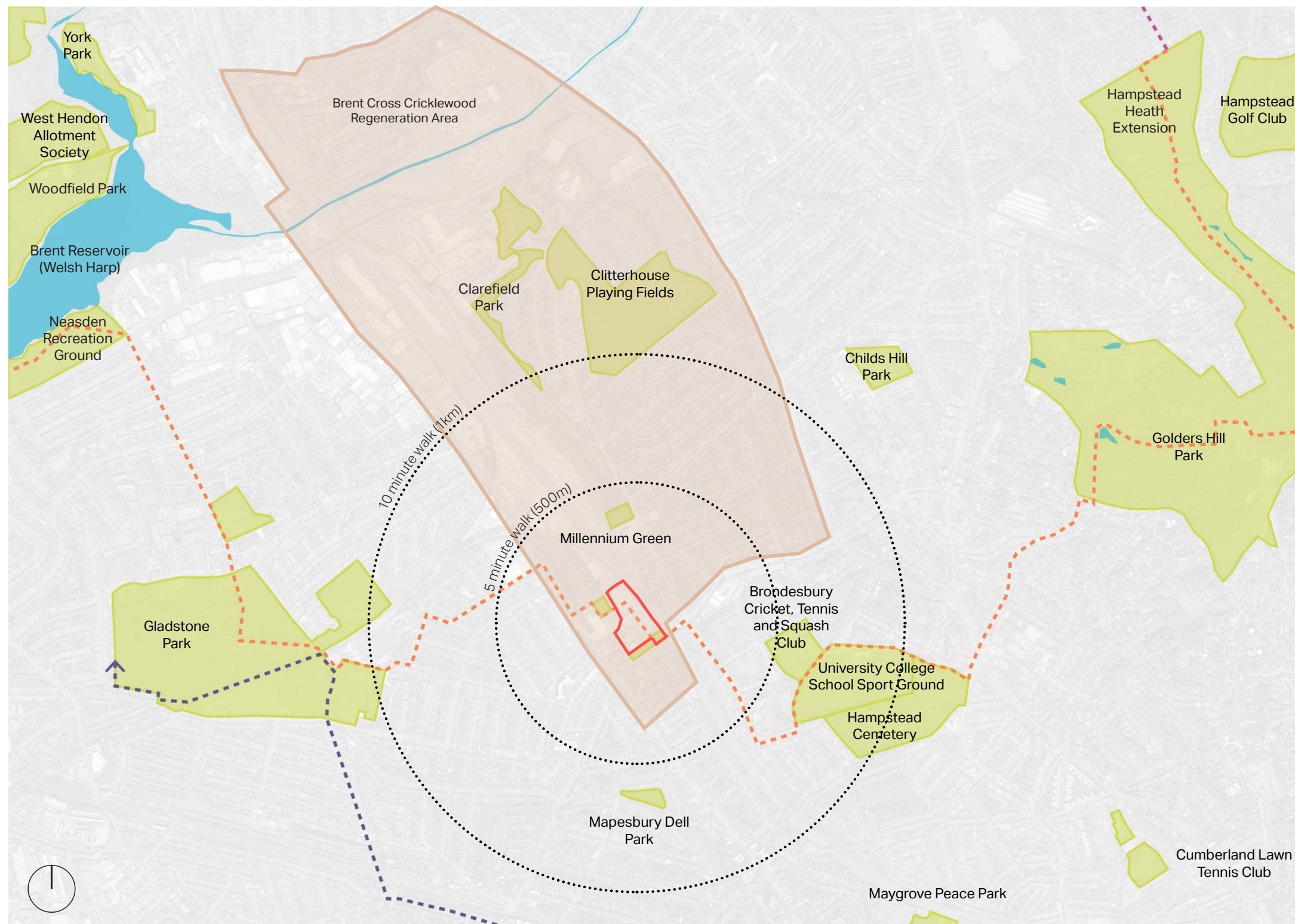


Figure 4.15 Map illustrating existing green infrastructure within the wider site context.

- Site ■
- Green space ■
- Cycle route Quietway 3 - Regent's Park to Gladstone Park ■
- Dollis Valley Greenwalk - - -
- Potential Extension to Dollis Valley Greenwalk - - -

4 Context Appraisal

Tall Buildings

4.26. Clause 10.6.6 of LBB's Core Strategy (September 2012) [CDF.03] recognises that the majority of the approved schemes within this area will involve tall buildings.

4.27. As the Site is within the Brent Cross Cricklewood Regeneration Area [CDF.06], proposed tall buildings on the Site should comply with the urban design principles established in the Brent Cross Cricklewood Development Framework; including:

- *Taller residential buildings will be sensitively located;*
- *Taller buildings within the higher density residential areas will not form the dominant residential typology; and*
- *Residential buildings above 15 storeys should be located along the line of the mainline railway.*

4.28. The Brent Cross Cricklewood masterplan maximises the use of the Site in accordance with the London Plan [CDE.02] and will result in a change in the urban form that is appropriate in a residential-led mixed use regeneration scheme.

4.29. Existing tall buildings are strategically located around public transport nodes and key employment and retail destinations.

4.30. The strategy for the location of height on the Site has been informed by the policy position, site characteristics such as local heritage assets as well as the Site's designation as a District Centre, all supporting the placement of the tallest elements of the Proposed Development closest to the railway and taking into account local viewing corridors.

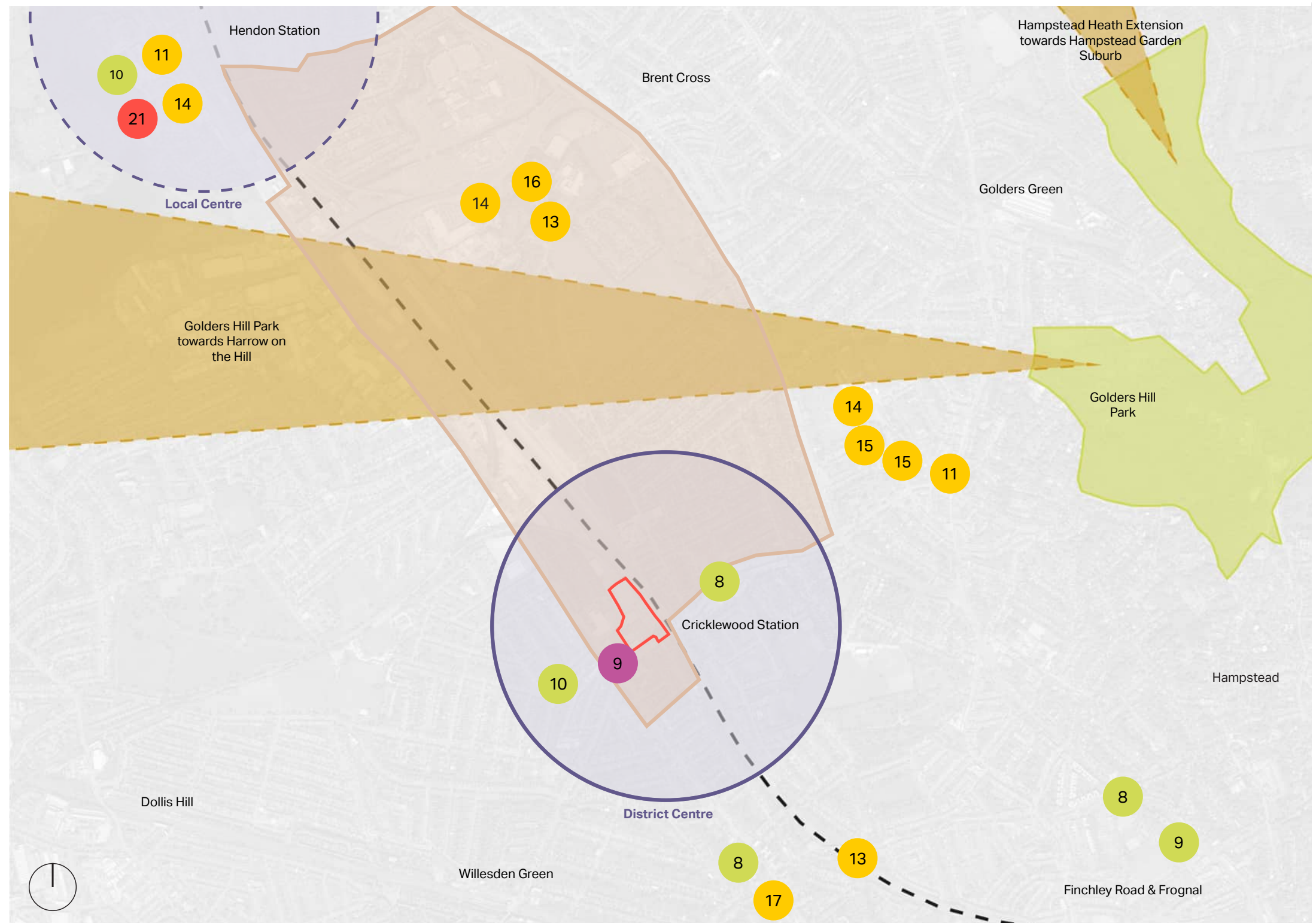


Figure 4.16 Map illustrating existing and proposed tall buildings within the wider site context.

4 Context Appraisal

Cricklewood Town Centre

4.31. Cricklewood town centre is defined by the linear retail frontages along Cricklewood Broadway and its branch along Cricklewood Lane towards Cricklewood Station.

4.32. Cricklewood is a busy urban neighbourhood with both inner and outer London characteristics.

4.33. The period buildings in the town centre are characterised by ornamented brick buildings built in the early 20th century. In contrast, the newer developments are less ornate in appearance and architectural fenestration.

4.34. The street pattern of the residential neighbourhood is coherent and regular in the town centre area. However, the railway establishes a strong east-west divide and Cricklewood Lane is one of the key pedestrian links across the railway.



Figure 4.17 Map illustrating the extents of Cricklewood town centre and high street in relation to the Site.



Figure 4.18 Existing architecture along the high street, Cricklewood Broadway, characterised by Victorian, Edwardian and modern developments (ranging in height from three to five storeys), and ground floor retail units.

4 Context Appraisal

Movement and Access

Pedestrian and cycle access

4.35. There are existing uninterrupted walking and cycling routes stretching from the top of Hyde Park to the Site via Cricklewood Broadway and beyond. However, there are currently no provisions for segregated cycle routes in the surrounding streets.

4.36. The proposed masterplan therefore has the potential to provide a safer and more enjoyable pedestrian/cycling experience through the Site, in accordance with the GLA's Healthy Streets principles and Policy D3 of the London Plan [CDE.02]. Pedestrian access to the main entrance of the B&Q store is from Cricklewood Lane via an existing flight of stairs and ramp on Cricklewood Green. The existing ramp, however, does not meet standards with regards to universal access and would need to be reconfigured in order to do so.

Vehicular access

4.37. The existing B&Q car park has two vehicle accesses. The first is at the south-east corner on Cricklewood Lane, in the form of a limited-movements priority junction (no right-turn out); the second is towards the north off Depot Approach. There is also a service access to the B&Q yard off Depot Approach to the west of the Site. Since the existing route through the B&Q car park is currently used as a 'rat-run' by drivers seeking to avoid the Cricklewood Lane / Cricklewood Broadway junction. This rat-run of vehicles through the Site however only exasperates congestions at Cricklewood Lane closer to the train station. The Proposed Development provides an opportunity to actively discourage, or remove altogether, this type of vehicular traffic through the Site. The removal of the existing Cricklewood Lane access/egress would improve highway safety and provide an improved environment for pedestrian and cycle movement.

- Site ■
- Primary routes ■
- Secondary routes ■
- Railway line — — —
- Disused branch of railway line — — —
- Existing route through carpark ■
- Existing entrance to site ▲

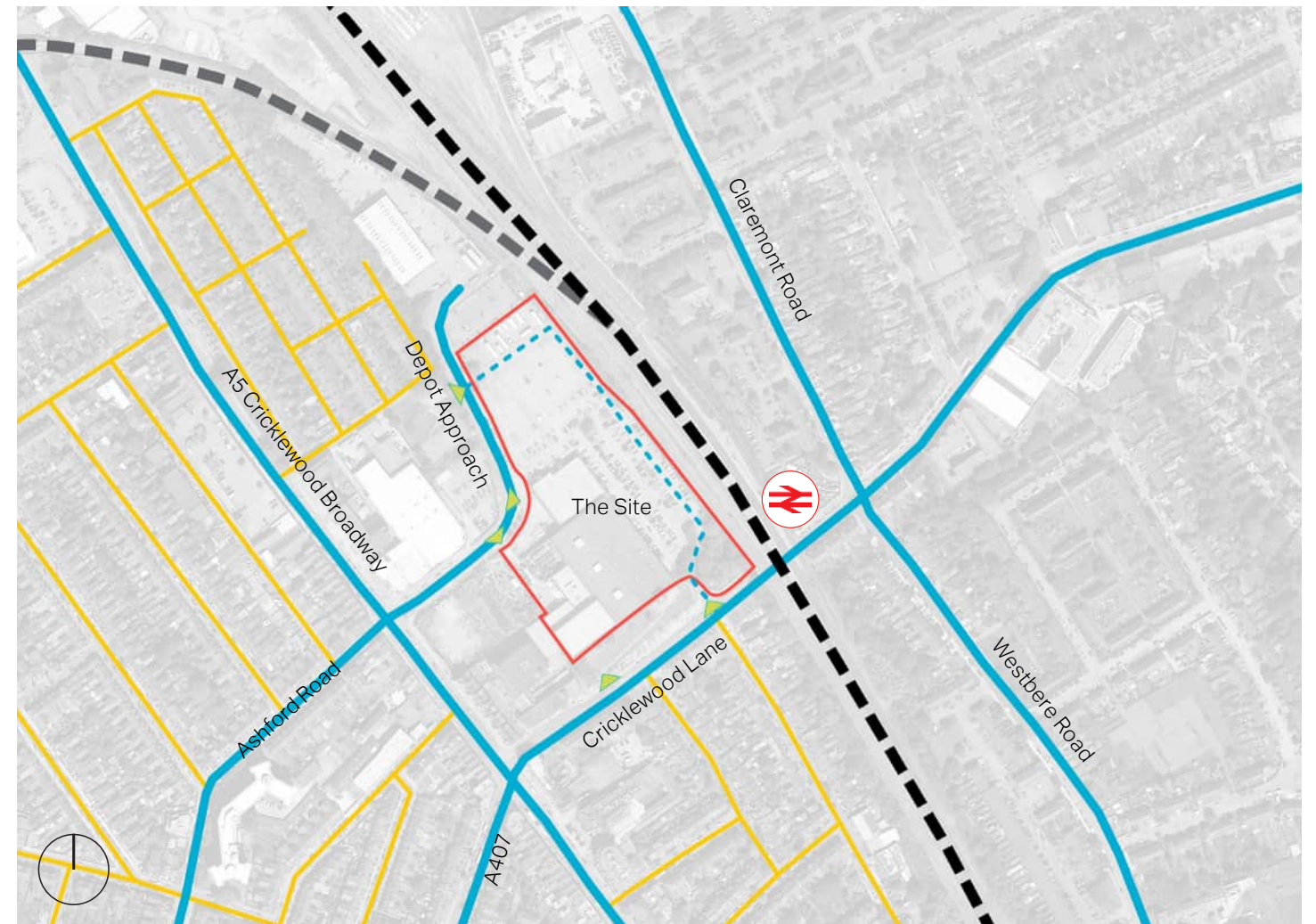


Figure 4.19 Map illustrating movement and access routes in and around the Site.



Figure 4.20 Pedestrian access from Cricklewood Lane.



Figure 4.21 Existing vehicle access from Cricklewood Lane.



Figure 4.22 Existing service vehicle access from Depot Approach



Figure 4.23 Existing vehicle access from Depot Approach to B&Q.

4 Context Appraisal Cricklewood Heritage

Site history

4.38. In early 14th century, Cricklewood began as a small rural settlement along Edgware Road, originally a Roman road which was later called Watling Street.

4.39. With the arrival of the surface and underground railways in nearby Willesden Green, urbanisation began around the 1870s. Cricklewood Station, previously Childs Hill and Cricklewood Station, was opened in 1868.

4.40. By the 1890s, houses and shops had been built along Cricklewood Lane and Cricklewood Broadway where the town centre of Cricklewood started to emerge by 1900.

Listed buildings

4.41. No properties on the Site are statutorily or locally listed.

The Crown Public House

4.42. Located to the south of the Site on Cricklewood Broadway, the Grade II Listed and "Jacobean" public house, dated 1900, is the most prominent historic building within the Site's surrounding context.

Conservation areas

4.43. There are two Conservation Areas in Cricklewood, the Mapesbury Estate and the Cricklewood Railway Terraces.

4.44. Following the Midland Railway's relocation of its locomotive works from Kentish Town to the Brent Sidings, the Cricklewood Railway Terraces were built in 1881.

4.45. Given the proximity to the Cricklewood Railway Terraces Conservation Area and the scale and character of the Proposed Development, the approach to height has been carefully considered with views from the conservation area tested and discussed as part of the consultation process with LBB.

4.46. A more detailed analysis of local heritage assets is provided by Dr Chris Miele's evidence.

- Site ———
- Cricklewood Railway Terraces Conservation Area —■
- Grade II listed —■
- Locally listed —■



Figure 4.24 Map illustrating the conservation areas and listed buildings within close proximity to the Site.



Figure 4.25 The Crown, 1900s (Pictures of England).



Figure 4.26 Cricklewood Lane, Queen's Hall Cinema, 1920 (Pictures of England).



Figure 4.27 Cricklewood Broadway 1912 (Pictures of England).

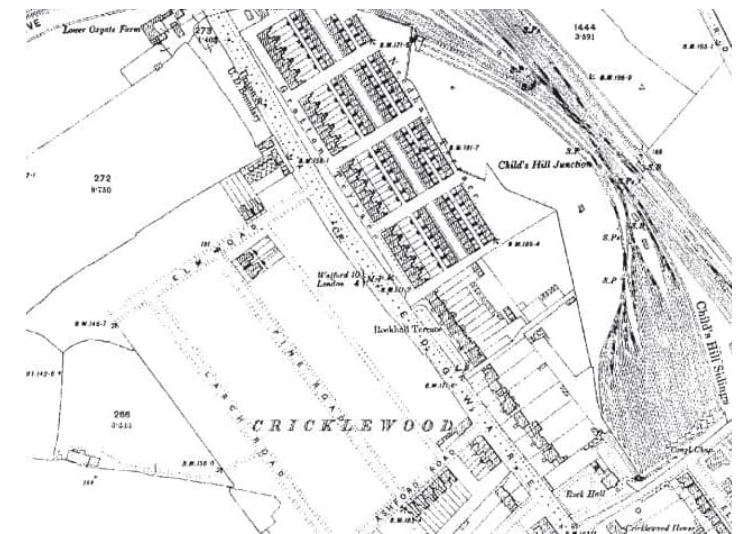


Figure 4.28 OS Map, 1894.

4 Context Appraisal

Cricklewood Today

Residential Cricklewood

4.47. The residential areas around Cricklewood consist of Victorian and Edwardian terraced properties, including the purpose-built workers cottages in the Cricklewood Railway Terraces Conservation Area to the north-west of the Site.

Cricklewood Town Centre and its community

4.48. Cricklewood has a strong and active community that is passionately engaged in shaping their town centre for the better. Groups such as Cricklewood Town Team and NorthwestTWO Residents' Association have been heavily involved in driving forward placemaking and public art initiatives like the artwork on and around the Cricklewood Station.

4.49. Cricklewood Town Team also play a large role in bringing residents, businesses and community groups together. The group regularly coordinate a wide range of events, from the Mobile Town Square festival to community made murals, music events, Maypole dancing, street greening and cleaning. Celebrating the local area, its history and communities is at the heart of what makes Cricklewood, Cricklewood.

4.50. In recognising the good work done to date by the existing community groups and teams, we believe our proposals will complement and build on the community's aspirations to enhance their local environment through the provision of high quality public realm and architecture, providing a focal point for the community to utilise and benefit from.



Figure 4.29 Photographs of various art installations, events and community projects in and around Cricklewood (Photographs: Cricklewood Town Team, Thomas Ball, Mapesbury Residents Association, Andrew Moss, Alistair Lambert).

4 Context Appraisal Cricklewood Today

4.51. A key issue for these community events is the lack of quality public realm in the town centre.

Cricklewood High Street, 2012 - 2014, Gort Scott

4.52. In 2012, the LBB was awarded a grant from the Greater London Authority (GLA) through the Outer London Fund, to support Cricklewood to become a more accessible and thriving local town centre for all. Gort Scott, alongside the appointed team delivered shop fronts and building improvements, shop forecourts, shop window displays, site activation, new festive lighting, graphic identity and community website.

Cricklewood Mobile Town Square, 2013, Spacemakers

4.53. In response the site-activation brief as part of the wider grant-related project, 'Cricklewood Town Square' a mobile public space, which could roam across the area, reclaiming forgotten patches of land, and transforming them with a programme of events into civic space for everyone to use was explored.

4.54. One of the locations this mobile town hall occupied was Cricklewood Green. The project demonstrated and highlighted to a community the desire for a much-needed public space, how useful public space can be, and how vital it is in framing/ fostering a community.



Figure 4.30 Photographs of the various art installations, markets, window displays that can be seen around Cricklewood (Photographs: Gort Scott, Spacemakers).

4 Context Appraisal

Context Summary

4.55. In summary of Section 4, it is my observation and opinion that this sites core characteristics and opportunities represent an ideal case study for the redevelopment of a town centre brownfield site; that in line with the NPPF para 120 currently epitomises land that is under-utilised, within a highly accessible location and it is in my experience rare to find a site of this scale so well suited for residential or mixed use focused regeneration for the following reasons:

4.56. On first impressions the current use and its specific 'Warehouse'/ 'Out of Town' retail architecture and associated parking (which is now some 35/40 years old) reflects an architecture and planning policy out of touch with current thinking,

4.57. Whilst sitting in proximity to some local heritage assets; when considering the site holistically, its layout and architecture offers no qualitative benefits to the town centre or the setting of these conservation areas in respect of character and amenity,

4.58. The lack of active frontages appears to promote antisocial behaviour across the site, making the site unattractive to use for pedestrians.

4.59. It is an area that is devoid of either green open amenity space (with little or no biodiversity to enhance wellbeing) or a commercial or community focal point to assist in the economic success of the local area

4.60. Kara Way Playground is one notable exception in respect of the sites amenity provision, however its current setting on Depot approach is not conducive to the safety and welfare of the children that use the facility.

4.61. Sitting adjacent to Cricklewood Station, it is an exceptionally accessible site, serviced by multiple nearby stations and numerous bus routes.

4.62. The site is the cause of many traffic movements within the town centre and acts as a 'rat run' or short cut adjacent to the underpass on Cricklewood Lane resulting in frequent congestion round the site.

4.63. It is a site whose redevelopment is supported by both National, regional and local planning policy which identifies and promotes the optimisation of the site.

4.64. It is clear through our analysis and understanding of the site that despite its many failings in its current form, the site represents an opportunity to provide a high-quality architectural scheme that will improve;

- The permeability and vitality of the town,
- Improve the residents health and well-being,
- Whilst significantly enhancing the sites biodiversity and sustainable urban drainage,
- Through provision of high quality architecture and landscape design, dramatically improve the setting of the nearby heritage assets,
- Whilst delivering much needed private and social housing.



Figure 4.31 Photograph of the existing use on the Site (EPR Architects).



Figure 4.32 Photograph of the adjacent informal access to Kara Way Playground and Cricklewood Railways Terraces off Depot Approach (EPR Architects).



5.0 Vision for the Site



Figure 5.1 Sketch view of the illustrative masterplan and enhancements to Cricklewood Green

5 Vision for the Site

Our Vision

5.1. Our collective vision for a design led approach to the redevelopment of the site has been consistently underpinned by core the values of high quality design, sustainability and driven by the following key objectives:

5.2. To provide much needed housing of an underutilised retail warehouse and car park site in an urban area, at an ideal location adjacent to a railway station.

5.3. To provide a very high-quality scheme in an optimum location which will provide and stimulate important regeneration to that area.

5.4. Whilst developing proposals that considers its impact from both longer and near views on adjoining sites, heritage assets and Railway Terraces Conservation Area.

5.5. In line with the London Plan, we sought to make optimal use of the Site's urban characteristics in line with LP Policy SD1 [CDE.02] for Opportunity Areas, whilst responding to its context – Cricklewood Broadway, Depot Approach and via the Cricklewood Railway Terrace Conservation Area;

5.6. To maximise the use of a brownfield site with good connections to public transport to solve some of the car use problems with the existing site that make it a poor neighbour.

5.7. Creating a legible and well-connected development, giving priority to pedestrians and cyclists by providing access routes that link into the town centre, train station and surrounding amenity spaces

5.8. Provide a safe and permeable environment, facilitating new public pedestrian and cycle routes that will be integrated with the wider area, providing extensive areas of high quality open landscaped , play spaces and a much needed new town square, providing a focal point at the heart of the community.

5.9. Support a locally loved Asset of Community Value (Cricklewood Green), by enhancing public amenity space on the Site

5.10. To create a development which enriches the experience of the local community and integrates with the local surrounding successful through the implementation of placemaking principles.

5.11. To provide high quality homes that address the various needs of affordable renters, shared equity holders, and open market purchasers of homes.

5.12. To provide a mix of uses that will be useful to the residential community, provide an active frontage around the site and do not compete with local businesses on Cricklewood Broadway and Cricklewood Lane.

5.13. To choose materials that are appropriate to a residential development in their context, echoing those in the surrounding residential streets and require little maintenance and age well. To use these materials in a way that echoes local character and creates a sense of identity, distinctiveness, and legibility for the residents.

5.14. To provide a scheme that not only protects and enhances the value of Cricklewood Green (an Asset of Community Value ACV), but provides new 'green' publicly accessible landscaped breathing space within the town centre.

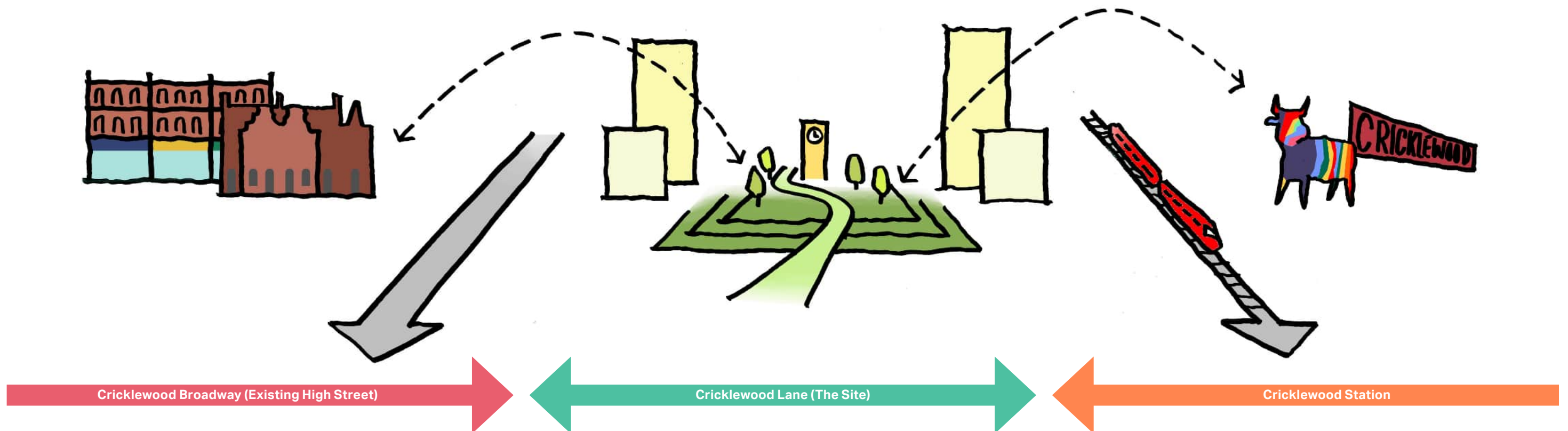


Figure 5.2 Diagram illustrating the vision for the Site.

5 Vision for the Site

Opportunities and Constraints

Opportunities

5.15. Having undertaken a rigorous analysis of the site we started the process of design by setting out our understanding of the site opportunities and constraints. These issues formed a framework for the scheme.

5.16. As previously identified this brownfield site sits adjacent to the train station, representing pivotal opportunity to optimise housing development as well as:

5.17. Enhancing Cricklewood Green and support its role as a focal point within Cricklewood town centre;

5.18. Extend the primary retail frontages from Cricklewood Lane onto the Site;

5.19. Improve way-finding along Cricklewood Lane and improve the connection towards Cricklewood Station from the Broadway;

5.20. Improve the pedestrian environment, connectivity and access to Kara Way Playground, which is much used and over subscribed local facility;

5.21. Maximise south-facing aspects of the Site with consideration of the location of public and private amenity to enjoyed by the community;

5.22. Maximise views towards Hampstead Heath;

5.23. Create a collection of buildings that improve the legibility to Cricklewood Green, the Station; and

5.24. Improve passive surveillance, pedestrian safety and accessibility.

Constraints

5.25. Considering the impact of views out of the Cricklewood Railway Terraces Conservation Area

5.26. Noise due to proximity to the railway;

5.27. Limited flexibility on Depot Approach as it is the only access road to the Jewson site.

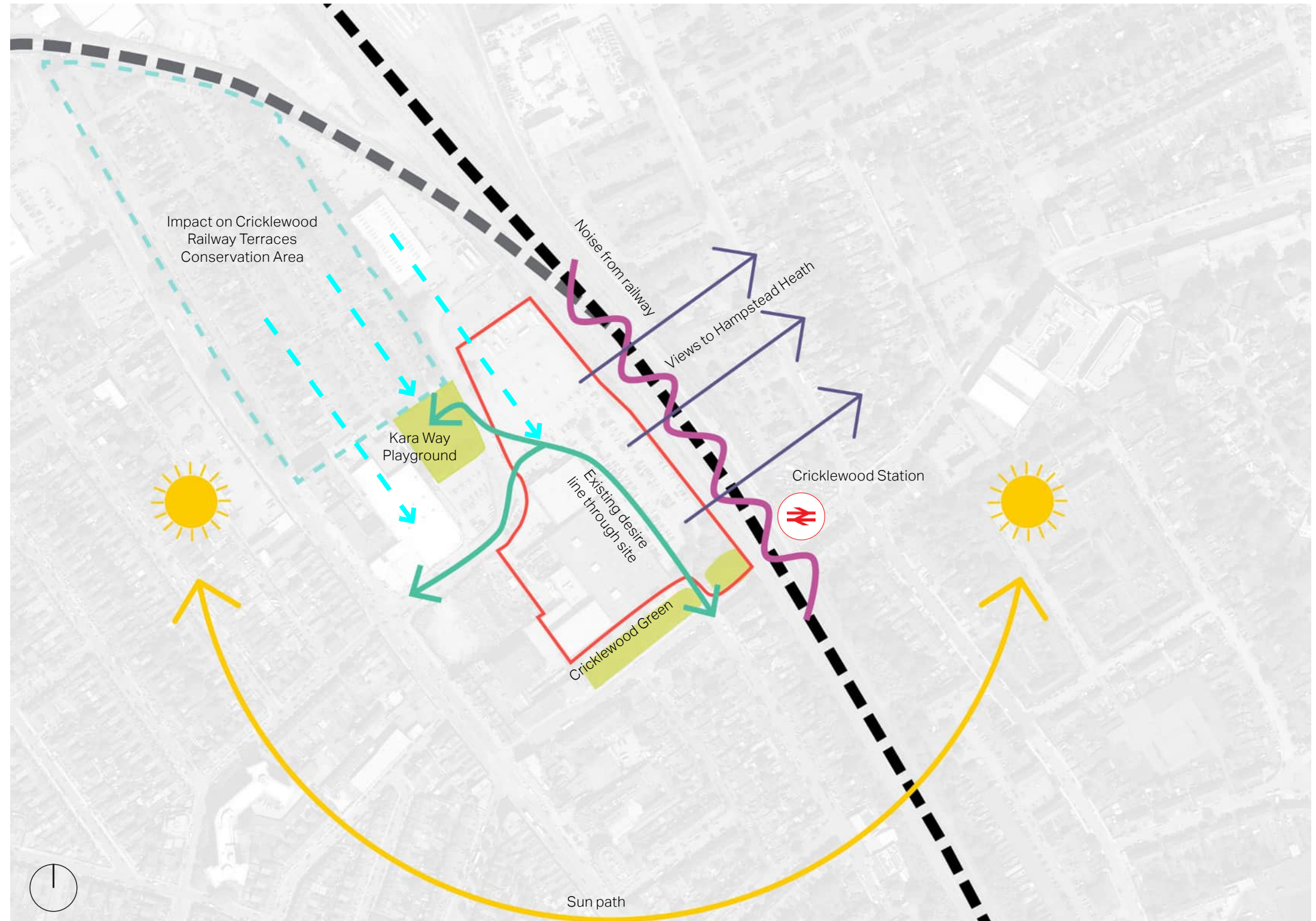


Figure 5.3 Diagram illustrating the opportunities and constraints of the Site.

5 Vision for the Site

Key Objectives

5.28. Having discussed our vision for the site, it was necessary for us to set out a series of objectives that the scheme should meet to in order to fulfil the site's potential. The desire to create a new civic heart for Cricklewood became a core objective. This space should act as a destination and gathering place for local festivals and events, ensuring long term enjoyment by the local community;

5.29. In addition, it was important that when providing a new civic space we also provide provision for new community facilities as well, reflecting and building on Cricklewood local residents' civic aspirations and pride;

5.30. When considering the masterplan, to consider how our scheme would act as a catalyst for wider regeneration at Cricklewood, unlocking the potential of adjacent sites;

5.31. Utilising a landscape/design led approach to the masterplan to enhance and connect to the much-loved existing Kara Way play space and Cricklewood Green, improving both quantity and quality of public open space in Cricklewood town centre;

5.32. Create new pedestrian links through the Site, improving site permeability to local amenities and ensuring the maximum amount of available space is given over to pedestrians and cyclists and removing the influence of the car within the masterplan;

5.33. Improve the frontage along Cricklewood Lane, enriching the pedestrian experience towards the station and new town square;

5.34. Contribute positively to the local townscape, adding legibility to the district centre and Cricklewood station;

5.35. Improve the setting of the Cricklewood Railway Terrace conservation area by significant upliftment to the surrounding public realm;

5.36. Provide much needed affordable homes for people of Cricklewood;

5.37. Create a coherent and well-connected development that will ease traffic and congestion by enabling locals to take advantage of the close public transport links and cycling and walking routes

5.38. Meet the needs of the existing and emerging communities and to act as a catalyst to unlock potential for future regeneration of Cricklewood;

5.39. Guarantee the redevelopment of a pivotal brownfield site that lies within the Brent Cross and Cricklewood Opportunity Area by maximising higher-density development (further supported by national policy objectives) therefore relieving development pressure on green field sites and;

5.40. Finally to deliver a vibrant, sustainable and aspirational neighbourhood that will benefit new and existing communities into the future.

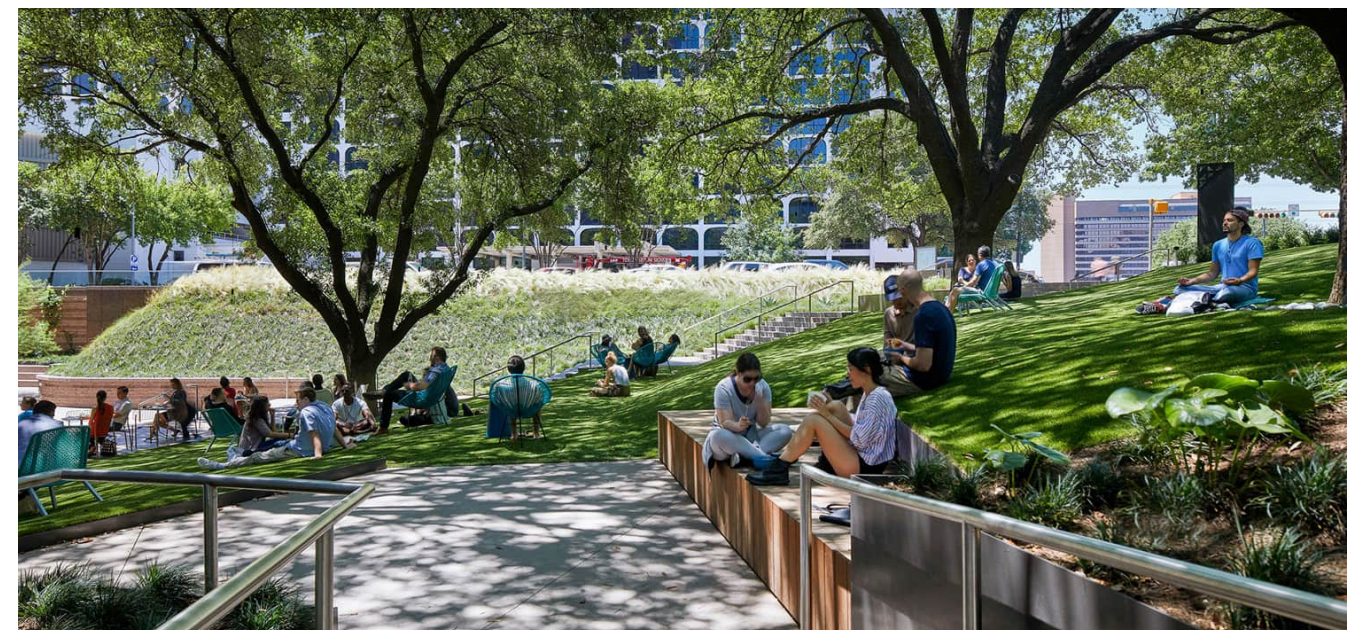


Figure 5.4 Precedent imagery capturing elements of the aspirational look and feel relating to the key objectives for the Site.

5 Vision for the Site

Key Objectives

Community



Establish a civic heart to the town centre with a community focus

Public Realm



Create green, pedestrian focussed links and connections through the site

Commercial



Repair existing Cricklewood Lane commercial frontage

Housing



Deliver quality affordable housing



Create an aspirational place for new and existing residents of Cricklewood to make use of



Provide generous publicly accessible green space



Support and complement local economy, providing civic spaces that support community initiatives



Provide a mix of dwellings including family sized homes



6.0 Evolution of the Scheme



Figure 6.1 Sketch view of Cricklewood Green and the Illustrative Masterplan from Cricklewood Lane.

6 Evolution of the Scheme

Initial Thoughts

6.1. Our initial thoughts on the key concepts and guiding masterplan principles became evident following the appraisal of the Site and surrounding context as well our research into the needs of the existing community. Two key principles emerged which remained at the centre of the development of the masterplan throughout the design process:

The creation of civic space

6.2. There is limited usable public open space within Cricklewood town centre and no definitive centre or 'heart' of the town. The Site offers a unique opportunity to create a new centrally located public space serving the wider Cricklewood community, utilising active frontages along the perimeter of this space would further activate the public space.

6.3. Initially I believed it was appropriate, that when seen from a distance, the new town square and the Station should be marked by a taller residential building or cluster sitting on or near this location; contributing to the emerging identity and civic pride of Cricklewood within the wider area of North London.



Figure 6.2 Early concept sketch and illustrative sketch of the possible realisation of a new civic space provide with the Proposed Development.

6 Evolution of the Scheme

Initial Thoughts

The provision of public open green space

6.4. It was clear to me that a landscape led scheme which provided a 'green lung' at the heart of the town centre was to be fundamental to my thinking. Initial concept sketches considered the incorporation of a series of public open green spaces within the Proposed Development.

6.5. I believe this would give the impression of extending and connecting Cricklewood Green into the Site but also providing a green link connecting directly to and improving the environs of the existing Kara Way Playground, itself an important existing amenity space, which has a challenging setting.

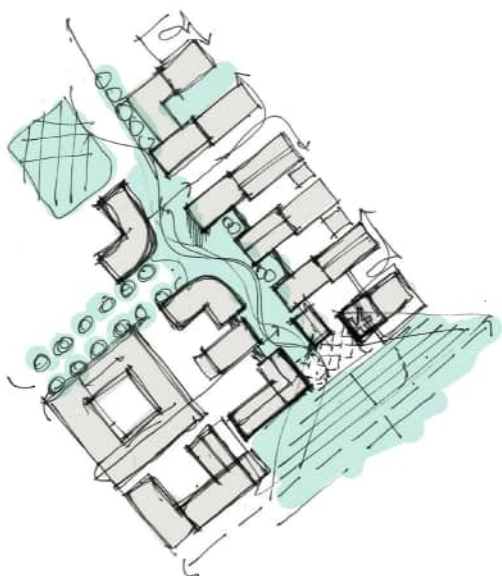
6.6. I strongly believe a series of public open spaces such as these have the potential to form a significant piece of public realm and respond directly to current shortfall in amenity within Cricklewood town centre.

6.7. High quality landscaping provides attractive views to the ground floor homes as well as safe and enjoyable spaces for both residents of the Proposed Development and the wider Cricklewood community to make use of.

6.8. Passive surveillance of these space from the homes above will increase security and mitigate anti-social behaviour.



Figure 6.3 Early illustrative sketch of the possible realisation of a series of public open green spaces within the Proposed Development.



6 Evolution of the Scheme

Consultation and Design Evolution

6.9. EPR Architects are well known for our approach and desire to collaborate meaningfully with all stakeholders and members of the design team to ensure high quality design is achieved which meets both the needs of our clients but also of the communities within which they will evolve.

6.10. The design development of this project was no exception and was developed in close dialogue with extended members of Barnet's planning and development team.

LBB Consultation

6.11. A Planning Performance Agreement (PPA) was agreed between Montreaux and LBB setting out the agreed planning programme, series of meetings, workshops and planning application documents for submission. You will see later in the document how the design development was refined through these discussions and dialogue.

Design evolution

6.12. Alternative massing and layout options were tested to explore how best to achieve the requirements of the Site's allocation in the Brent Cross – Cricklewood Opportunity Area Framework [CDF.06] and in the Cricklewood, Brent Cross and West Hendon Regeneration Area [CDF.02] within the constraints of the existing context.

6.13. Throughout the design process we maintained regular consultation with the LBB, Greater London Authority (GLA) and other statutory stakeholders. In addition, a community engagement programme was undertaken to inform the design process, as discussed in the Statement of Community Involvement (SCI) prepared by AECOM and submitted in support of the Outline Planning Application for the Proposed Development.

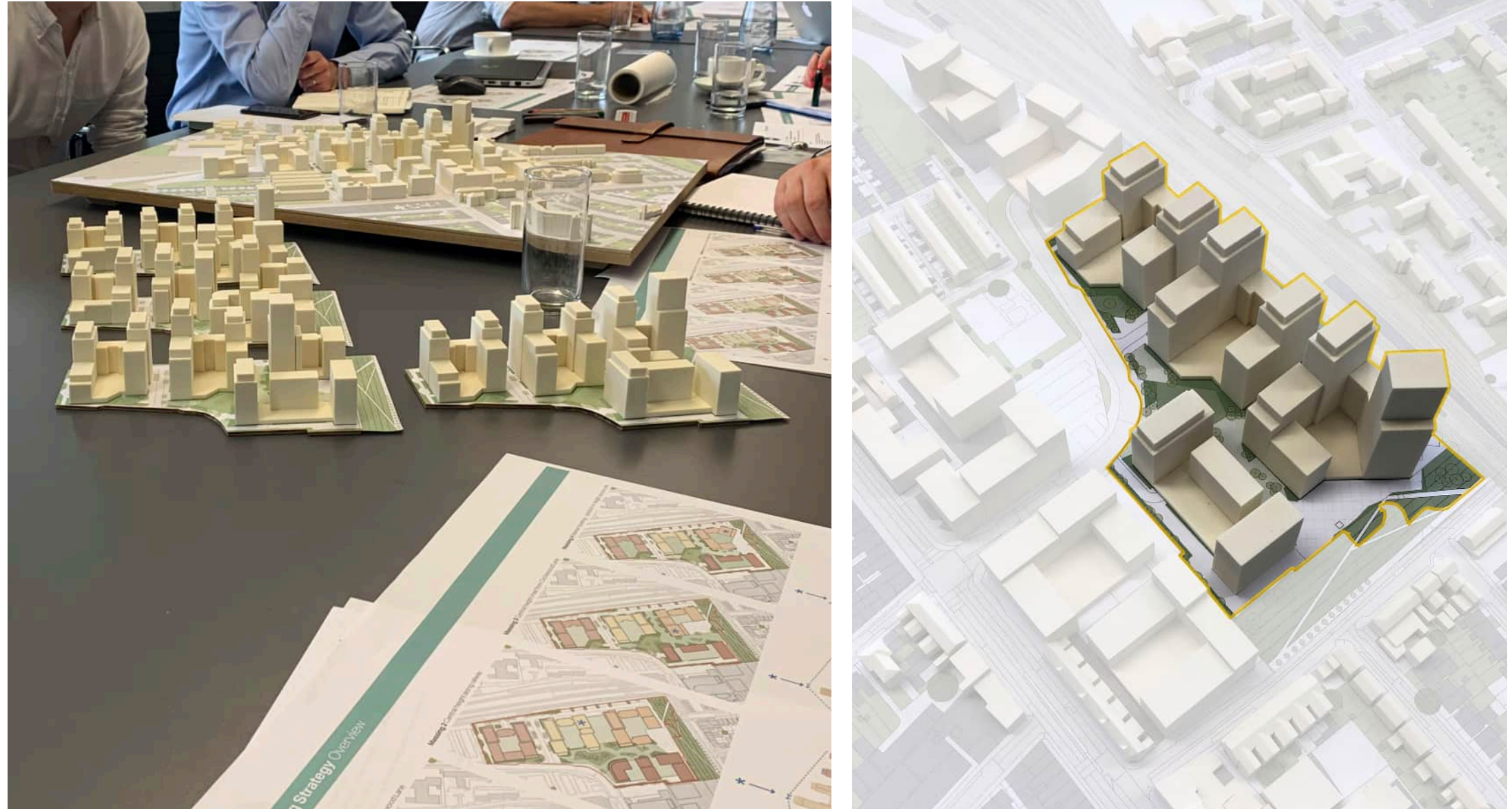


Figure 6.4 Design evolution and testing of various height strategies took the form of physical models, drawings, digital testing of scenarios in VuCity, discussed and developed at regular workshops with LBB and the design team

6 Evolution of the Scheme

Consultation and Design Evolution

Public Engagement

6.14. A project website was developed to share information and updates on the proposals (www.bandqcricklewood.co.uk).

6.15. A dedicated consultation email address and phone number was established in addition to one-to-one meetings which were held with local resident and community groups to understand their aspirations for the Site including:

- The Railway Terraces Residents' Community Association;
- Cricklewood Business Association;
- Cricklewood Town Team;
- Cricklewood Community Forum;
- NorthwestTWO Residents' Association;
- Cricklewood Groves Residents' Association; and
- Fordwych Residents' Association

6.16. I have regularly presented to Site ward councillors and our team in conjunction with the planning consultants and communications consultant have participated in wider consultation events and presentations

6.17. A two-day drop-in public consultation was held on Sunday 2nd and Monday 3rd February 2020 at Ashford Place which was well attended by 143 local people.

6.18. In May 2020 a project update newsletter including a summary of feedback from the drop-in public consultation was emailed to ward councillors, key community groups and residents who attended the drop-in event in February. The project website was also updated in line with this information.

2019	24 May 2019	Pre-application Workshop 01	
	25 June 2019	Pre-application Workshop 02	
	16 August 2019	Pre-application Workshop 03	
	18 September 2019	Members' Briefing	
	3 October 2019	Meeting with The Railway Terraces Residents' Community Association	
	11 November 2019	Meeting with Cricklewood Business Association	
	14 November 2019	GLA Presentation	
	12 December 2019	Pre-application Workshop 04	
	2020	8 January 2020	Meeting with Cricklewood Town Team
		8 January 2020	Meeting with Cricklewood Community Forum
10 January 2020		Meeting with NorthwestTWO Residents' Association	
21 January 2020		Meeting with Cricklewood Groves Residents' Association	
23 January 2020		Meeting with Fordwych Residents' Association	
29 January 2020		Meeting with The Railway Terraces Residents' Community Association	
2 – 3 February 2020		Public Consultation	
22 June 2020		Meeting with LBB	
13 July 2020		Meeting with Councillor Peter Zinkin, Councillor Shimon Ryde, Service Director of Planning and Building Control at LBB and Planning Manager at LBB	
17 July 2020		Meeting with NorthwestTWO Residents' Association, Councillor Anne Clarke, Councillor Lia Colacicco and Councillor Arjun Mitra on behalf of the GLA Assembly Member for Camden and Barnet.	
31 July 2020	Outline Planning Application Submission		

6 Evolution of the Scheme

Consultation and Design Evolution

Pre-application Workshop 01

24th May 2019

6.19. The first of four formal pre-application meetings were held with the LBB between May 2019 and December 2019 was held in May 2019 - as agreed under a Planning Performance Agreement (PPA) between the Applicant and the LBB.

6.20. This initial meeting provided the opportunity for design team introductions and discussions around initial thoughts on the following:

- Aspirations and Key Objectives;
- Site Context;
- Opportunities and Constraints;
- Placemaking – Vision and wider masterplan; and
- Initial Masterplan Proposal.

6.21. Key outcomes

- Recognition that this is a transition site and creating a sense of arrival is key with regards to the pedestrian experience to and from the train station;
- Improvements to the train station likely required – potential lighting scheme under tunnel (secure by way of S.106);
- Technical practicalities to be mindful of include adjacency of the railway and A5;
- High level exercise in testing a wider masterplan to be carried out with LBB to ensure that the Proposed Development doesn't preclude future development on adjacent sites;
- Engagement and messaging around Cricklewood Green is key, acknowledging that this is an

important space for local residents;

- LBB encourage early engagement with the Railway Terrace Conservation Area action group;
- Step down in height towards the north broadly welcomed, however alternative locations of height (tallest building height within a cluster) to be developed further and informed by testing of key townscape views (agreed with LBB);
- Demonstration of appropriate scale of public open green spaces and town square to be reviewed to assist LBB gain a better understanding of scale;
- Commercial uses should support the existing commercial offerings of the town centre and not compete or detract from them;
- Survey of the existing B&Q car park is key to better understand existing use and trips;
- LBB highlighted a closed underpass connecting the Site to the train station. Suggested that a portion of land safeguarded for any future access requirements; and
- Travel Plan to account for new TfL guidance and requirements regarding healthy streets.



Figure 6.5 Early illustrative sketches of emerging proposals and aspirations for public realm.

6 Evolution of the Scheme

Consultation and Design Evolution

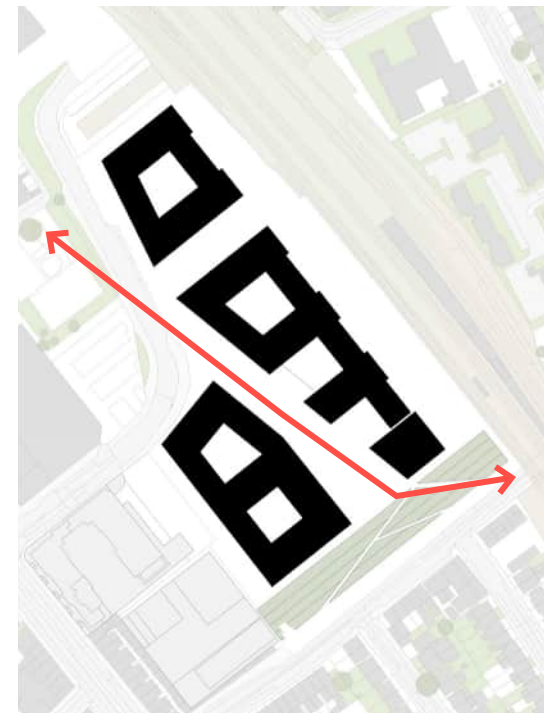
Pre-application Workshop 02

24th June 2019

6.22. The second pre-application meeting with LBB acted as a workshop to review and compare alternative height strategies via a physical model as well as comparative townscape keys (as agreed with LBB following a site visit on the 18th of June 2019).

6.23. Key outcomes - Landscape vision and concept

- LBB expressed aspirations for a green space on the Site adjacent to and supporting Kara Way playground (aspirations for shared surface and traffic calming measures to be introduced at this point on Depot Approach);
- LBB feedback regarding landscape vision and concept was very positive, LBB feel that it will provide a high-quality space; and
- LBB agreed with the design approach of the ground floor public realm to guiding the Masterplan as the narrative surrounding the creation of open public space provides a very strong basis for moving forward.



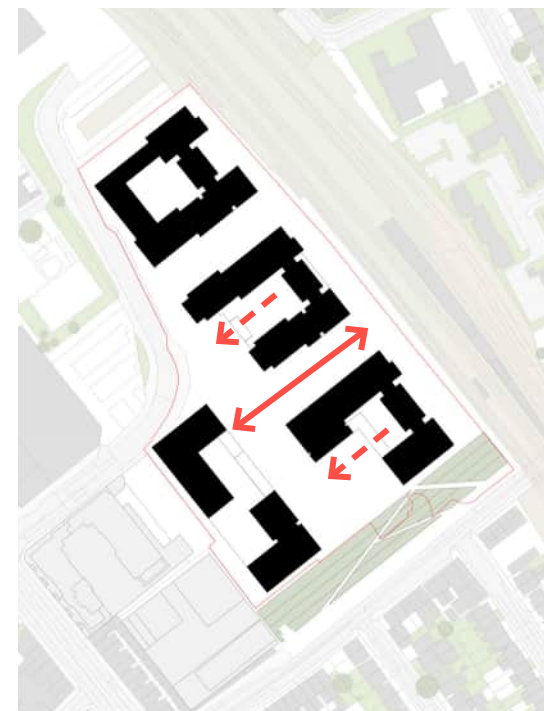
- Build footprints responding to existing and possible future context;
- Strong connection to and from the train station.



- Establish town square space;
- Linear route through site;
- E-shaped building to respond to sun path.



- Increased variation along edge of public realm;
- Possible community facilities spilling out onto town square.



- Increase public green space by splitting development parcels;
- Open up residents' podiums to the south increasing sunlight/daylight.



- Express marker building at town square;
- Further opening up of podium amenity spaces.



- Rotate key building to open up views from station approach (a result of VuCity test views).

Figure 6.6 Early diagrams showing evolution of the parcel footprints.

6 Evolution of the Scheme

Consultation and Design Evolution

Height strategy

6.24. LBB suggestion to explore a slight increase in height to the tallest element of Building A to enhance the legibility of the Proposed Development and accentuating the step in height from the surrounding buildings;

6.25. Possible reduction in height of Building D closest to the Railway Terraces to be further explored; and

6.26. Building B massing to be further developed to reduce the 'wide' read of the Cricklewood Lane elevation and when viewed from the station bridge underpass.

Massing option 1



Massing option 2

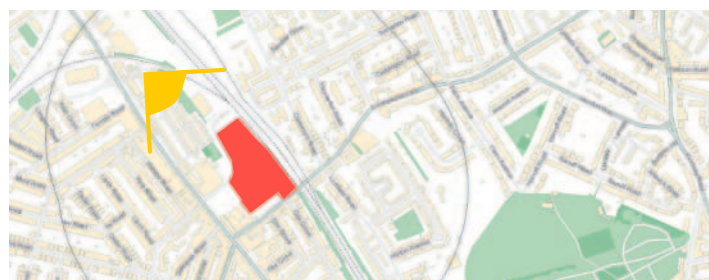
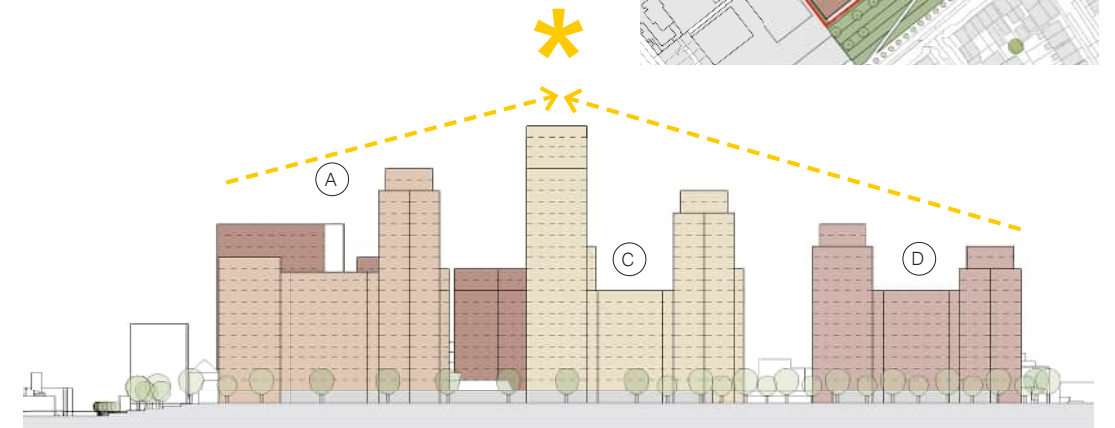
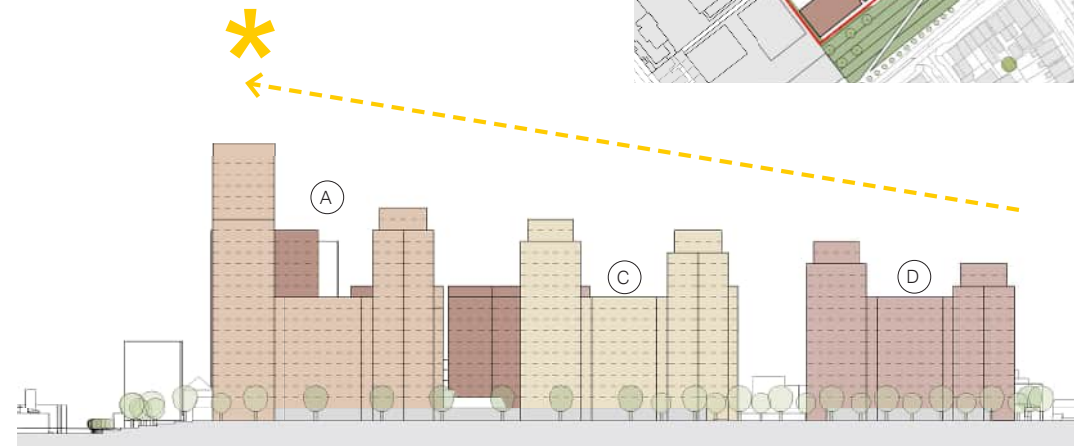


Figure 6.7 View from Cricklewood Railway Terraces - Massing Option 1 (VuCity)

Figure 6.8 View from Cricklewood Railway Terraces - Massing Option 2 (VuCity)

6 Evolution of the Scheme

Consultation and Design Evolution

Townscape views and massing options

6.27. Generally positive feedback, progress of design development welcomed by LBB. LBB expressed preference for Massing Option 4 (allows for future-proofing of potential subway link), comfortable with height along the railway, felt tallest building could potentially take slightly more height if beneficial to clarity/legibility of the Proposed Development in accentuating the step in height;

6.28. Design team to continue to develop Massing Option 4, with variations looking at accentuating the step in height to the tallest building to be tested;

6.29. Massing of buildings around the square which present 'wide' in views from station bridge underpass and Elm Road and form focal point to these views to be developed and impact of step massing to be explored;

6.30. Justification of height strategy of Building D nearest to the Railway Terraces to be further explored through townscape views and wider masterplan consideration;

6.31. Quality of pedestrian experience and landscaped public realm to remain a focus of design development; and

6.32. 1 - 13 Cricklewood Lane revised scheme of 9 storeys to be represented in draft townscape views and on physical model.

Massing option 3

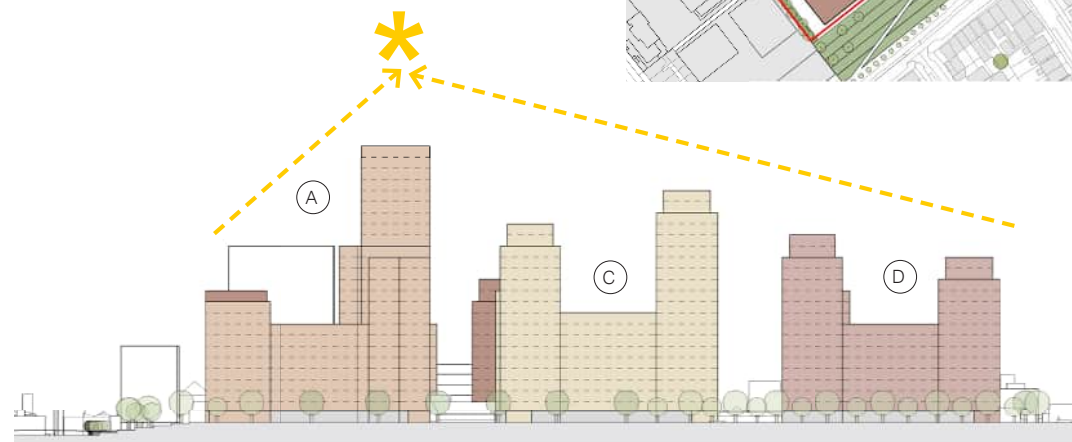


Figure 6.9 View from Cricklewood Railway Terraces - Massing Option 3 (VuCity)

Massing option 4

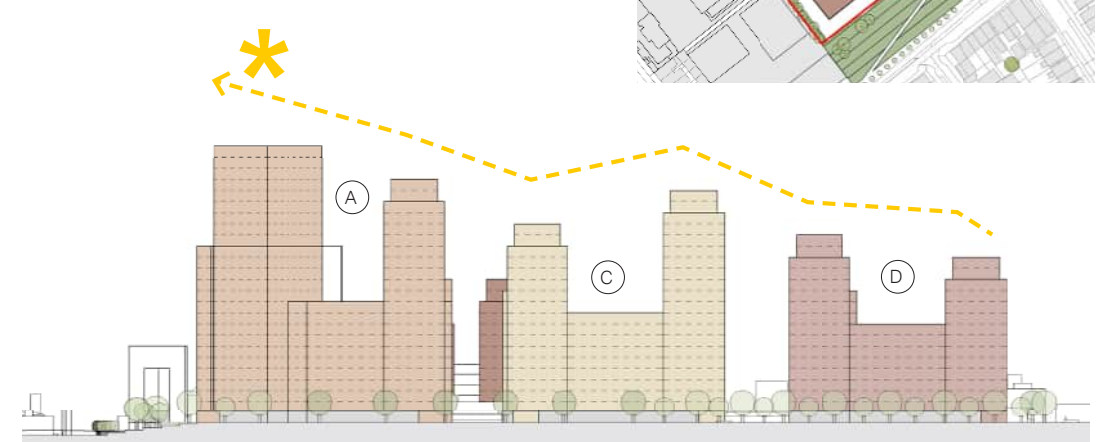


Figure 6.10 View from Cricklewood Railway Terraces - Massing Option 4 (VuCity)

6 Evolution of the Scheme

Consultation and Design Evolution

Pre-application Workshop 03

16th August 2019

6.33. The Proposed Development presented and discussed at Pre-application Workshop 03 responded to key headlines and outcomes from previous discussions with LBB namely:

- Building D footprint revised to increase area of public realm adjacent to Kara Way Playground;
- Massing adjusted to increase the distance between Buildings A and C, and Buildings C and D, improving levels of daylight/sunlight.
- Heights reduced across the Site, particularly towards the north; and
- Slight increase in height explored at Building A.

6.34. Key outcomes

- Re-orientation of development Building B next to Cricklewood Lane welcomed, enhancing arrival to the town centre upon exiting the underpass;
- LBB voiced that 28 storeys is likely to be a key consideration with Members recommending that this is reviewed again, emphasising that the wider planning benefits of the Proposed Development are key to building the planning balance and justifying scale and massing;
- LBB noted that views from the Cricklewood Railway Terraces' allotments and Crown Pub should be included in future townscape views;
- LBB recommended a consolidated area of green space be explored adjacent to the Railway Terraces and Kara Way Play area (which is currently overused) increasing play provision;

- LBB raised issues with anti-social behaviour near to Kara Way play area - a key concern for residents in the Railway Terraces;
- LBB noted that the B&Q site redevelopment should facilitate LBB's future aspiration to redirect Depot Road. An aspirational diagram/plan was recommended to show how this could work in practice.



Figure 6.12 Visual connection to podium landscape

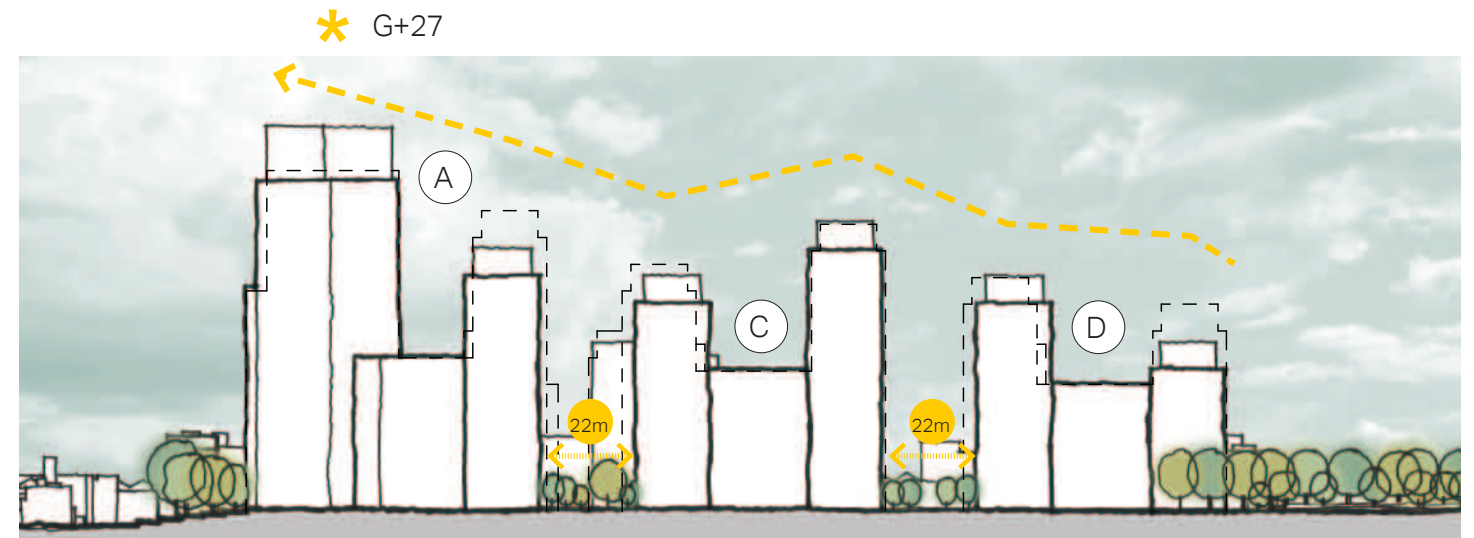


Figure Massing 6.11- Sketch elevation from Cricklewood rail platform showing variation in height along the rail-side edge of the Site



Figure Massing 6.13 - Sketch aerial view showing design development and height adjustments made following Pre-application Workshop 03

6 Evolution of the Scheme

Consultation and Design Evolution

GLA Presentation

13th November 2019

6.35. Productive meeting was held with the GLA and LBB.

6.36. Key outcomes

- Principle of the Proposed Development
- Supported, acknowledging that Site is exact place where GLA would seek to push housing (including affordable);

Design

- Acknowledge transitional site with quantum of development and general layout and massing supported. Recommended that the proposed commercial uses are supported by local needs assessment, but no concerns with applying for current flexible range of uses (B1, D1, D2);

Open space strategy

- Suggested that this is reviewed to make simpler and ensure corresponds with phasing, as well as overall masterplan;

Highways

- TfL confirmed happy with 10% car parking provision;

Townscape

- Detailed townscape analysis to be carried out in conjunction with a review of daylight, sunlight and overshadowing.



Figure 6.14 ExA sketch view of potential green public realm on the site

6 Evolution of the Scheme

Consultation and Design Evolution

Pre-application Workshop 04

12th December 2019

6.37. The Proposed Development presented incorporated:

- Reduction in height of the tallest building element from 28 to back to 25 storeys;
- The 'calmer' tapering down of height towards the north rather than the initially suggested variation in height along the railway;
- Increase in size of playspace and public realm adjacent to Kara Way playground; and

- The above amendments resulting in a reduction in the number of anticipated homes from 1250 to 1100 - subject to mix.

6.38. Key outcomes

- LBB confirmed they are comfortable testing the current heights as shown within the GLA presentation (up to a 25 storey maximum);
- The principle of comprehensive residential-led redevelopment of the Site is in place – supported by Cricklewood Opportunity Area;

- The draft Development Phasing Plan was presented to the team – which showed the Site coming forward in 3 Development Phases. Buildings A & B coming forward in Development Phase 1, Building C in Phase 2 and Building D to the north in Phase 3. LBB signed off the proposed approach;
- Illustrative Masterplan - Flexibility was sought regarding the commercial space strategy;
- LBB commented that play space needed to be fully integrated into the landscaping proposed and not detract from the linked route through the Site;

- Need to safeguard route to the Jewson site, future-proofing the Site as part of the wider masterplan; and
- LBB agree with the proposed residential car parking ratio of 10%.

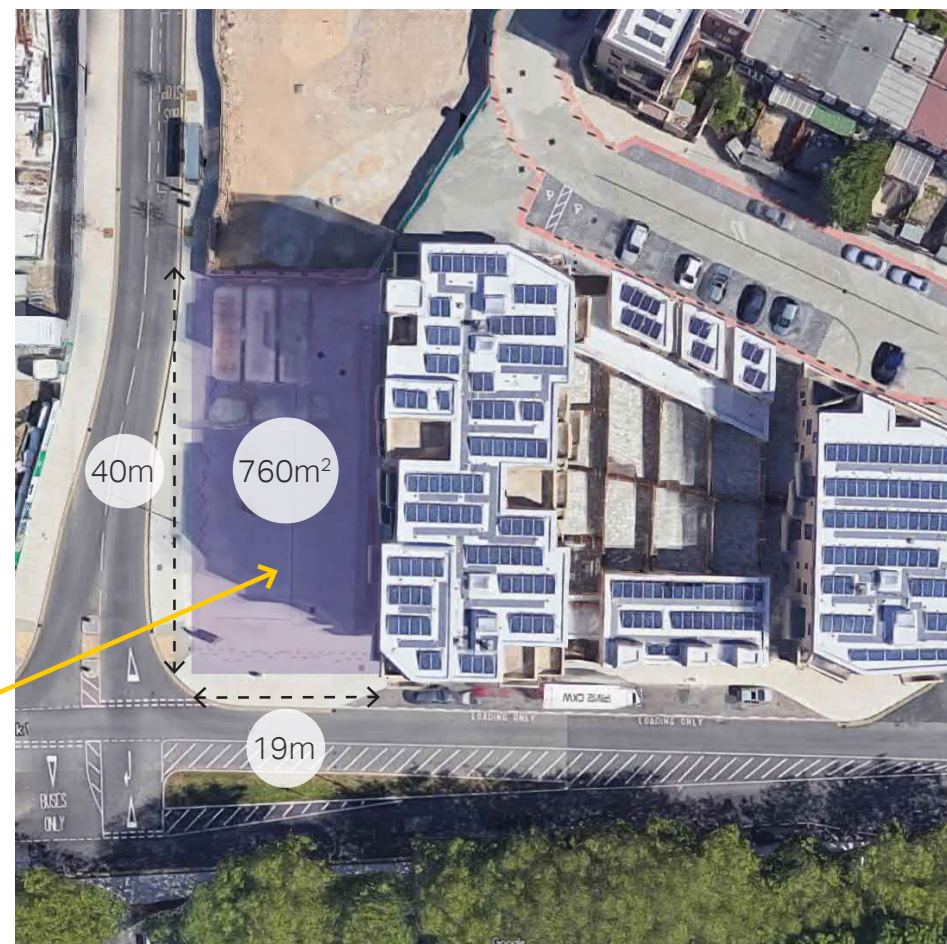
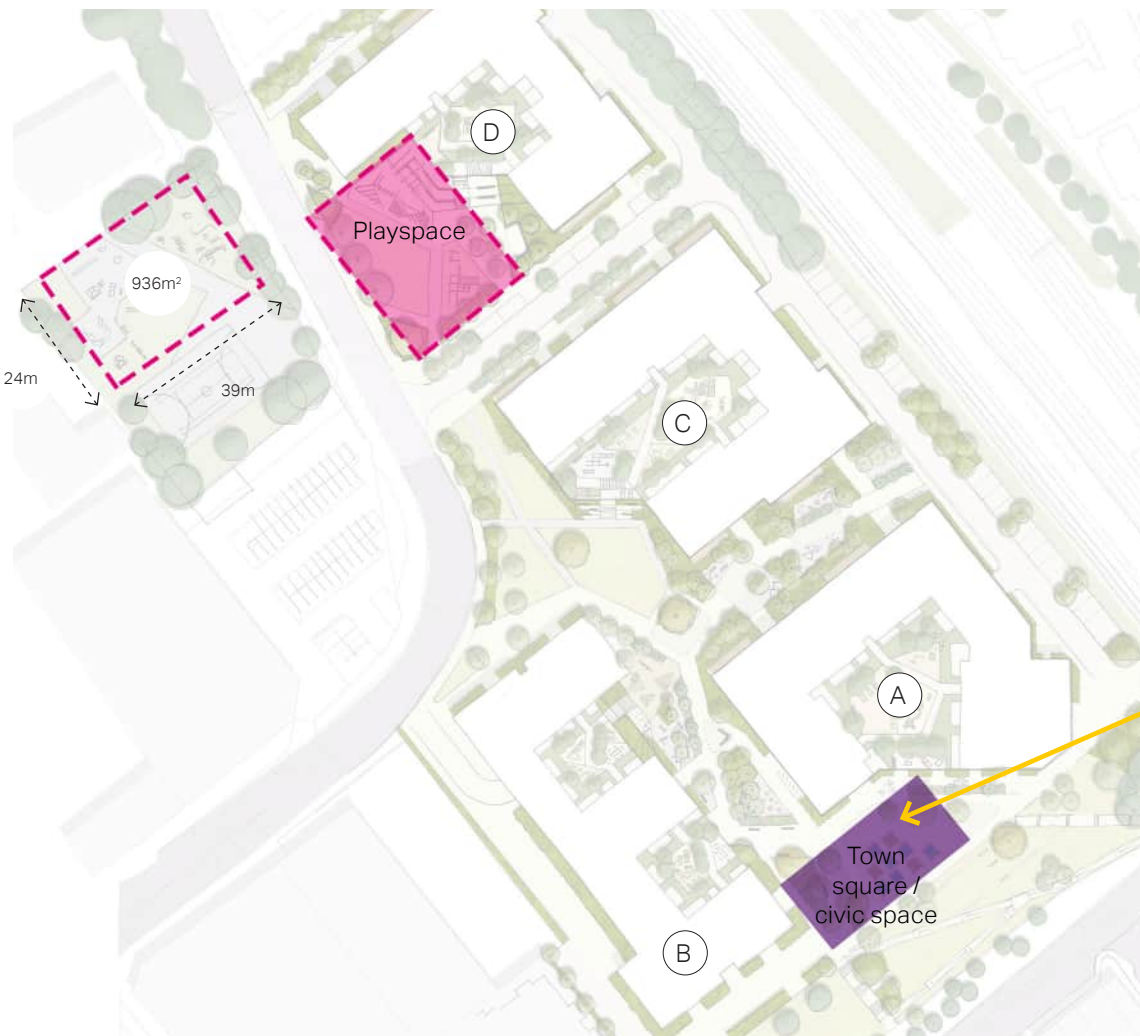
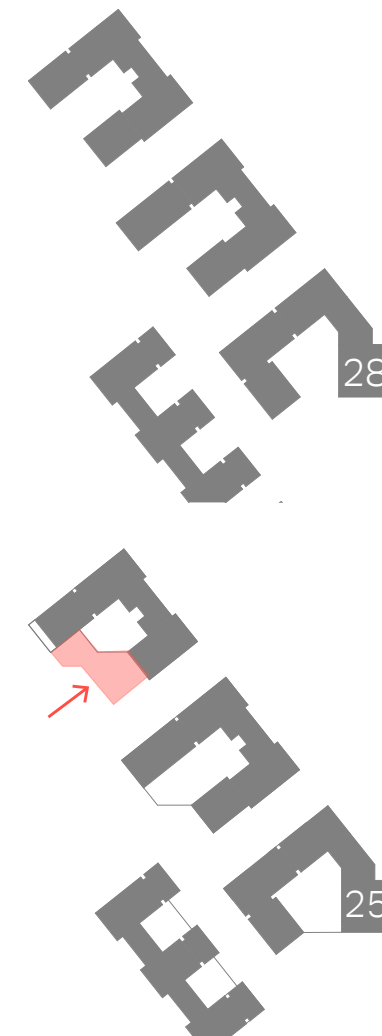


Figure 6.15 Comparative representation of key public open spaces. The public space outside LBB new offices is used as reference for the proposed town square space.



Pre Application Workshop 03

Tallest building 28 storeys;
Units No. 1250

Pre Application Workshop 04

Tallest building 25 storeys;
Playspace increased to support Kara Way playground.
Units No. 1100

6 Evolution of the Scheme

Consultation and Design Evolution

Public Consultation

2nd and 3rd February 2020

6.39. A drop-in public exhibition was held on Sunday 2 February 2020 11am - 3pm and Monday 3 February 2020 3.30pm - 7.30pm at Ashford Place, a community centre close to the Site.

6.40. A total of 143 people attended – 91 on the Sunday and 52 on the Monday.

6.41. The event was advertised with 5,298 A6 flyers delivered door-to-door to addresses in Barnet, Brent and Camden. The flyers were also left at key community venues, and a digital version was emailed directly to key community/resident stakeholder groups who then circulated it to their networks and posted it on community websites and their social media accounts.

6.42. A feedback form was provided for people to complete at the event or take away and email or post (free of charge) back to Iceni Engagement. Team members at the exhibition also made notes of the conversations they had with attendees.

6.43. Feedback on the Proposed Development was generally constructive. Attendees understood and welcomed the community benefits including the public space, landscaped areas and enhancements to Cricklewood Green.

6.44. However, there was a lot of concern regarding the height of the Proposed Buildings, particularly the 25-storey element of Building A. Other frequently raised concerns included the impact of the proposals on existing local congestion problems. A considerable number of those who attended were also concerned about the impact that the increase in population would have on the local social infrastructure.

6.45. The following is a list of common themes and impressions from the feedback form responses and conversations at the event:

- Concerns about the height of the proposed buildings, particularly the 25-storey building, however;
- Positive feedback on the proposed public space and landscaped areas was received as well as;
- Support for enhancements to Cricklewood Green;
- Positive feedback on the potential community uses for the new town square;
- The lack of existing green spaces locally was acknowledged with ;
- Support for the new play facilities in the MP;
- Support for keeping and increasing the 'Cricklewood Sheep' public artwork;
- Consideration of the infrastructure and flexibility of the proposed public space;
- Whilst most were pleased with the proposed 'car free' development, others felt more parking spaces should be provided;
- The closure of B&Q which was considered a useful shop for residents;
- The impact of construction on congestion;
- The impact of new residents on local social infrastructure;
- Maintaining the character of Cricklewood;

- The need for coordination between developments to ensure consistent character of the built environment;
- Those who talked about building materials expressed a preference towards brick and references to the local built character;
- The wider context of development locally and the perception that it is over-development;
- A need for public toilets near to the new playground and public space suggested;
- Security and anti-social behaviour;
- The construction time-line;
- Construction impacts on immediate neighbours;
- The protection of pedestrians during construction;
- A need to consider Cricklewood's homeless and traveller communities which use the site;
- The opportunity to retain sufficient land for a second entrance to Cricklewood station should this become a priority for Network Rail;
- Encouraging wildlife and biodiversity;
- Sustainability of the proposed development; and
- Improvements to the local transport network.



Figure 6.16 Images from the consultation event and copies of the presentation boards from the event

6 Evolution of the Scheme

Amendments to Original Scheme

The Application Scheme

6.46. The massing strategy of the Original Scheme evolved as a consequence of a deep understanding of the both the physical and planning context for the site, and was developed through dialogue and consultation with both the Council and the GLA. It remains a proposal that I strongly believe in; however following submission of the Original Scheme and the subsequent consultation by the Applicant it was recognised that there would be some townscape impacts on the surrounding heritage assets; namely the Grade II listed Crown pub and the Cricklewood Railway Terraces Conservation Area, which were principally as a result of the proposed height of the tallest building (Development Parcel A1- at a maximum of 25 storeys).

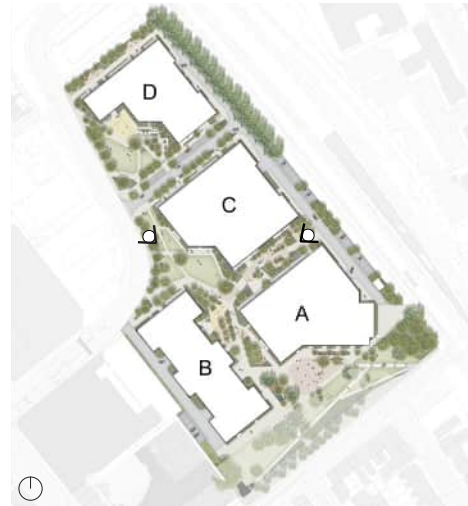


Figure 6.17 Illustrative view of the proposed landscaped public realm, looking from Building C towards the new town square adjacent to Cricklewood Green



Figure 6.18 Illustrative view of the landscapes and pedestrian route between Building A and Building C, looking towards B3.



KEY	
16	Illustrative Storey Height
AOD	Ordnance Datum Above
C4	Building name

6 Evolution of the Scheme

Amendments to Original Scheme

The Application Scheme - Cont.

6.47. It remains my professional opinion that the massing of the Original scheme aligns with good urban design principles in respect of its organisation of height to respond to its prevailing context, maximising the site's capacity, and reinforcing the spatial hierarchy of the area in terms of wayfinding to provide a marker for the station and wider regeneration of the town centre.

6.48. Notwithstanding, I recognise that in taking all contextual judgements into consideration, the consistent feedback received during the consultation period represented a material consideration that should be considered and taken account of in trying to reach a consensus on the proposals between my client, the council, and other stakeholders; to deliver a scheme that has listened and pro actively responded to received feedback, whilst ensuring the proposals continued to provide the wider benefits and positive attributes of the original scheme and remain a commercially viable and sustainable development.

6.49. Having worked as an Architect in private practice for over 25 years; experience has taught me to appreciate and understand that the subjective nature of architecture and design means there is always more than one solution appropriate for any site and it is in this context that the subsequent revisions to the scheme were considered.

6.50. Taking account of the feedback, we were given the opportunity to review and revise the proposed scheme in a manner that we believed would address and respond to the issues raised, whilst still retaining the scheme's positive fundamental principles which underpinned the masterplan (building footprint; access; permeability, placemaking etc) to deliver a sustainable redevelopment of the underutilised site.

6.51. Whilst our initial massing strategy was reached through dialogue and consultation with both the Council and the GLA; the opportunity was taken to amend the Original Scheme's maximum height parameters and the distribution of height across the Site in response to the feedback received. Early exercises explored more conservative reductions in height, however it became immediately apparent that this did not sufficiently address concerns raised by the public and that a more significant change of massing was required.

6.52. In the course of this process, we were able to consider whether the pinnacle of height should be set back away from Cricklewood Lane, further into the Site and away from the new public square and Cricklewood Green. In doing so the scheme continues to provide a marker/way finder to identify the important transport hub and town centre location that the Site sits adjacent to, whilst reducing the buildings presence immediately onto Cricklewood Lane and the residential streets to the South. This design response was considered to successfully reduce the schemes impact upon nearby heritage assets such as the Grade II listed Crown pub and the Railways Terraces Conservation Area.

6.53. It is my opinion that the reduced height and re organisation of the massing cluster; rising progressively to the compositions pinnacle in Building A2, works in much the same way as the original scheme with the massing directing the eye towards the location of the platform and the location of an aspirational second entrance to Cricklewood station. The significant drop in height to A1 combined with the noticeable rotation in the building's organisation relative to the wider pattern of development, draws your eye downwards on approach, subliminally directing the location of the new public space located at the adjacent to Block A2.

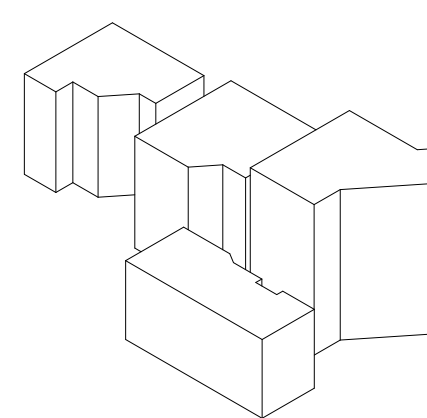


Figure 6.19 Extruded footprints of development parcels to MaxAOD heights - Original scheme July 2020

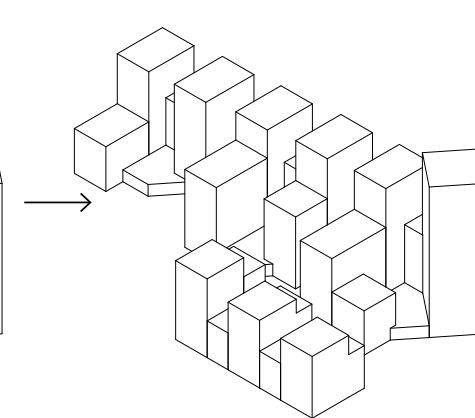


Figure 6.20 Maximum parameters- Original scheme July 2020

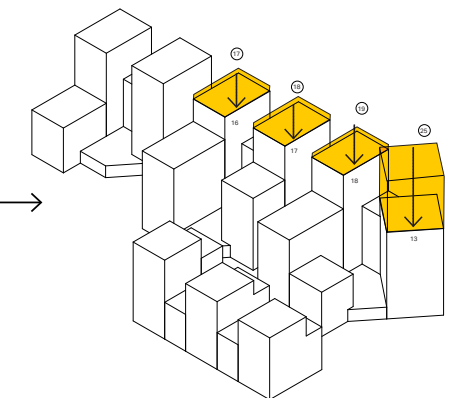


Figure 6.21 Reduced storey heights- Application scheme - November 2021

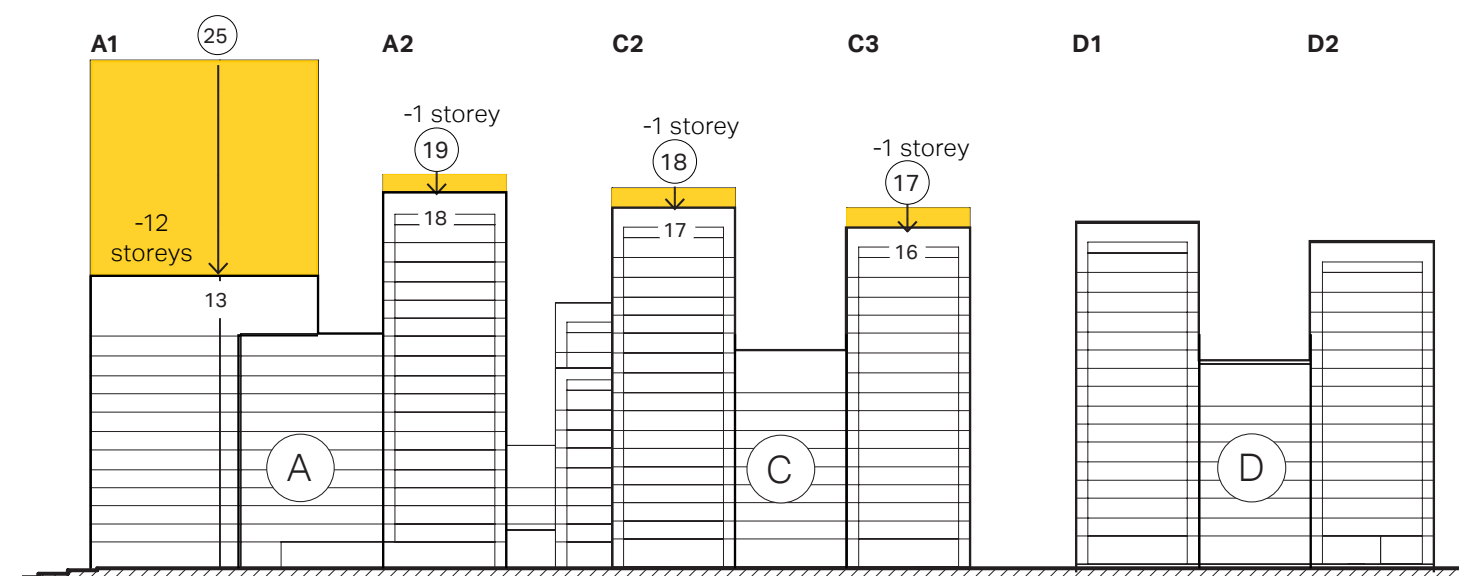


Figure 6.22 Reduction in storey height between the Original Scheme (July 2020) and the Application Scheme (November 2021)

6 Evolution of the Scheme

Amendments to Original Scheme

6.54. Our decision to reduce height substantially from 25 to 13 storeys at Building A1, which is located at the intersection of the new Town square, Cricklewood Green and Cricklewood Lane, echoed an earlier massing proposal that we tested in pre-application discussions with the LBB, known as Massing Option 3 (Section 6.2 -page 55).

6.55. I believe our revised massing strategy retains a legible composition, with building heights steadily increasing from Plot D (15 and 16 storeys), to Plot C (16 to 17 storeys) up to Plot A2 towards Cricklewood Station, presenting a logical hierarchy as well as a calm and well measured composition to the Application Scheme when viewed from the south west or north east.

6.56. This organisation, composition and distribution of height is beneficial in providing a clarity and legibility with respect to wayfinding – recognising the destination of Cricklewood Station and its potential second entrance as well as the new town square at the heart of this regeneration project. Building A1 (13 storeys) and Building A2 (18 storeys) are able to perform both roles, successfully, and in combination.

6.57. Reducing Building A1's massing down to 13 storeys, ensures there is a subordination of massing at this important boundary with Cricklewood Lane, recognising the concerns raised regarding this building and the desire to reduce the scale of development in this location. The schemes massing and building arrangement reflects the heights of the approved development along Cricklewood Lane, building in height from 1-13 Cricklewood Lane (9 storeys), building in height towards the station, whilst improving on the the schemes relationship with Cricklewood Green and the new 'Town Square'.

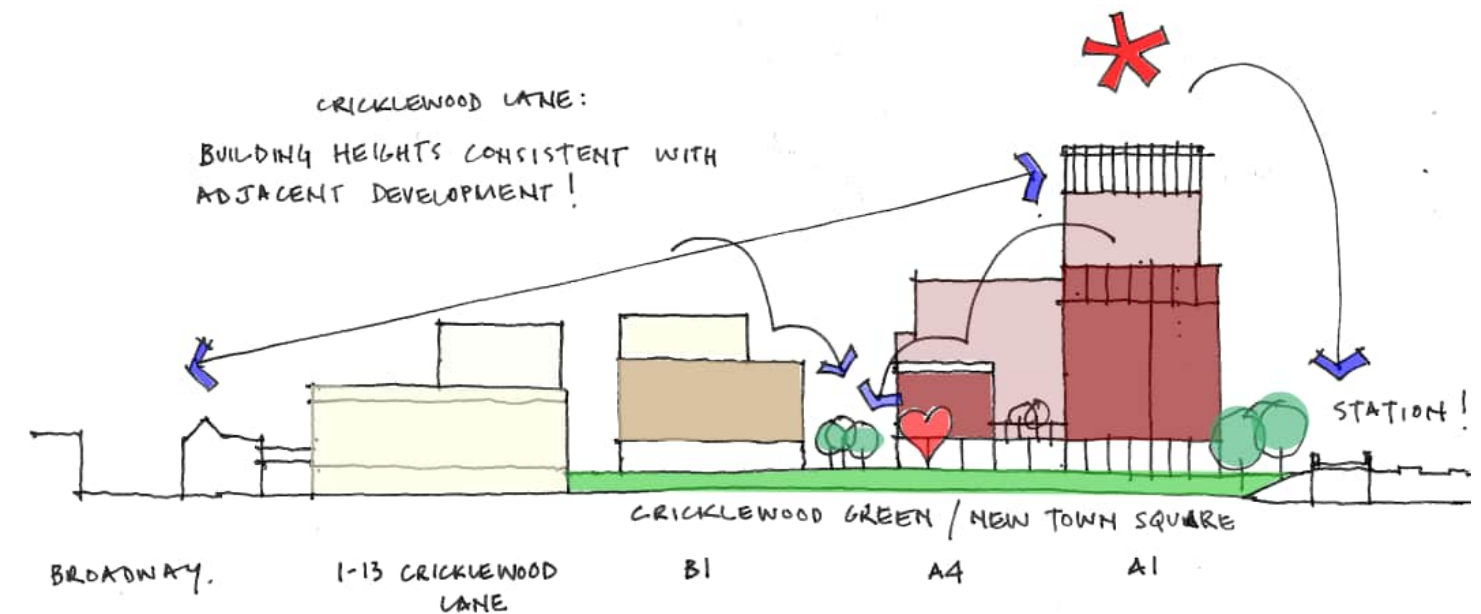


Figure 6.23 Diagrammatic elevation along Cricklewood Lane showing the Building B to be of a comparable scale 1-13 Cricklewood Lane with height to A1 and A2 providing appropriate markers to both the new town square and station respectively.

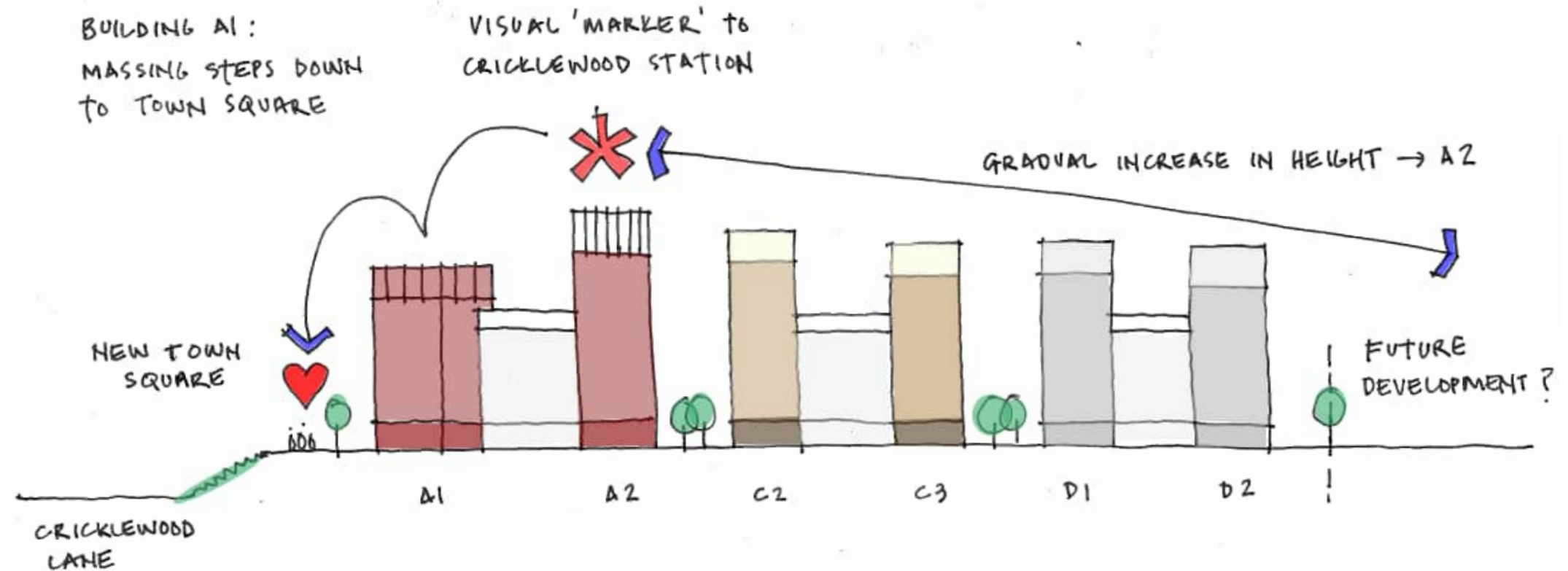


Figure 6.24 Diagrammatic elevation along the railway showing the revised massing strategy and elevational strategy of the Application Scheme.

6 Evolution of the Scheme

Amendments to Original Scheme



Figure 6.25 View 5 -Illustrative scheme towards Cricklewood Station looking south west - also showing the cumulative massing of 1-13 Cricklewood Lane, demonstrates that the Illustrative Application scheme is an elegant and legible addition to the town centre

6 Evolution of the Scheme Amendments to Original Scheme

Figure Above



Figure 6.26 Earlier Illustrative elevation (East) of the Scheme from the Railway prior to design amendments to Application scheme below



Cricklewood Lane

← Building A →

← Building C →

← Building D →

Figure 6.27 Derived from the Design Code [APP/1/B], the Illustrative elevation (East) of the Application Scheme from the Railway also shows the extent of massing reduction between the Original and Application schemes

6 Evolution of the Scheme

Amendments to Original Scheme

6.58. Whilst maintaining legibility and a successful relationship to the new open spaces, I believe the changes made to the Application Scheme result in a proposal which is increasingly considerate of its visual influence on the surrounding area. The Application Scheme provides crafted views and glimpses across many of the townscape views tested by Montagu Evans.

For example, Building A1 will no longer be visible in the view of the listed Crown Pub from Cricklewood Broadway (View 8).

For the full sequence of scheme wirelines please refer to APP/2/B.



Figure 6.28 Location plan for townscape views.

View 5 - Cricklewood Station looking South-West

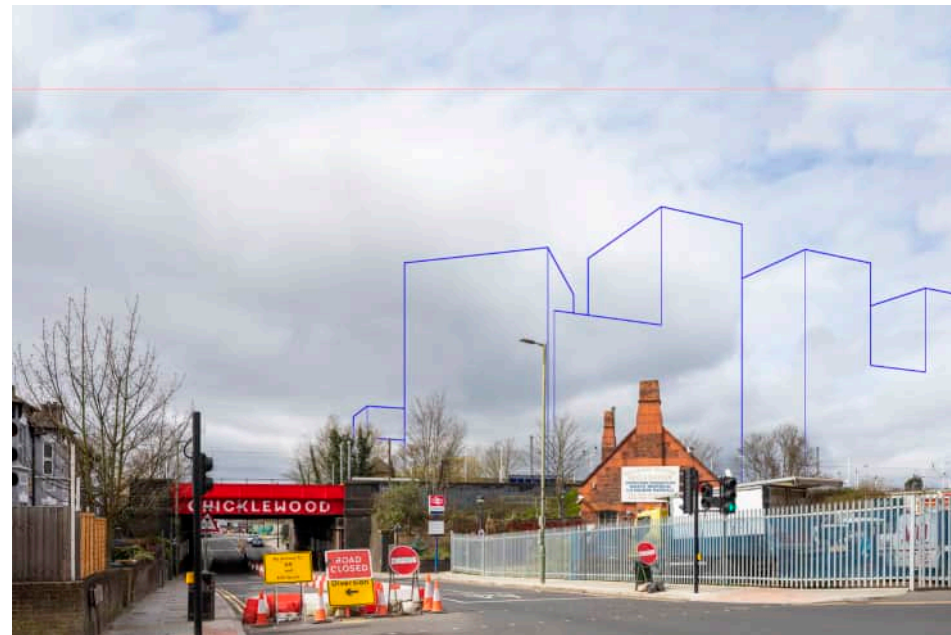


Figure 6.29 View 5 - Cricklewood Station looking South-West. Wireline view of the Application Scheme.

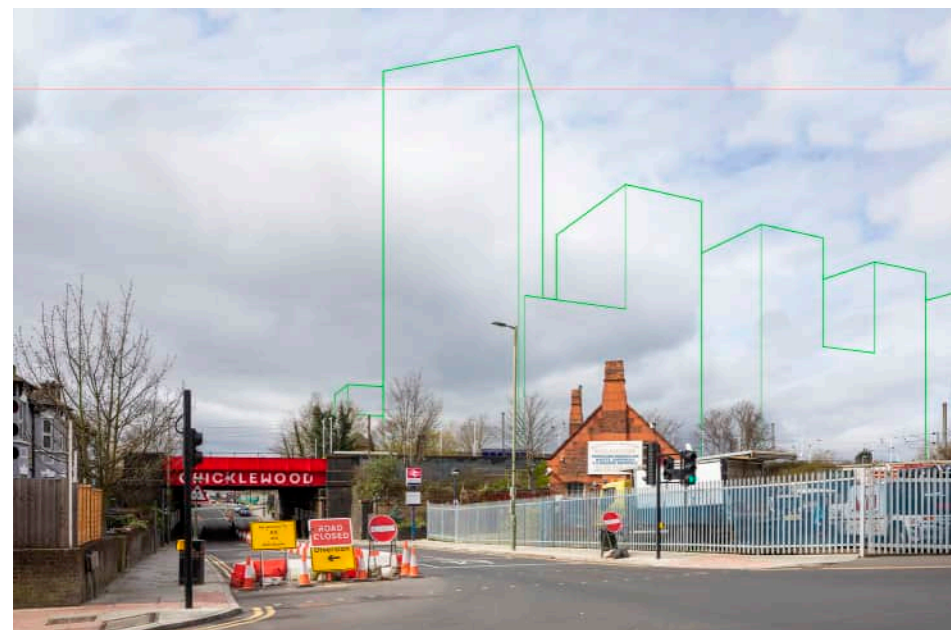


Figure 6.30 View 5 - Cricklewood Station looking South-West. Wireline view of the Original Scheme.

View 8 - The Crown Pub



Figure 6.31 View 8 - The Crown Pub. Wireline view of the Application Scheme.



Figure 6.32 View 8 - The Crown Pub. Wireline view of the Original Scheme.

6 Evolution of the Scheme

Amendments to Original Scheme

6.59. The reduction in height, stepping down at the new public square, results in a beneficial effect from viewpoints in adjacent residential streets of Oak Grove (View 6) and Elm Grove (View 7).

6.60. The cascading forms of the development, which fall towards the centre of the site, suggest the location of new public open space and provides legibility to a key route and desire line through the town centre opened up by the proposal.

For the full sequence of scheme wirelines please refer to Appendix 1 of Montagu Evans Proof of Evidence document



Figure 6.33 Location plan for Townscape Views

View 6 - Oak Grove



Figure 6.34 Wireline view of the Application Scheme

View 7 - Elm Grove



Figure 6.36 Wireline view of the Application Scheme



Figure 6.35 Wireline view of the Original Scheme



Figure 6.37 Wireline view of the Original Scheme

6 Evolution of the Scheme

Amendments to Original Scheme



Figure 6.38 View 6-Illustrative scheme from Oak Grove looking north east -the architecture of the Illustrative scheme echoing the character of the town centre.



Figure 6.39: View 7 -Illustrative scheme from Elm Grove looking north west - the massing suggesting the location of a key route and provision of green publicly accessible open space when approached from the south.

6.61. Building A1 disappears altogether from Neadham Terrace (View 13) and Johnson Terrace (View 15) within the Cricklewood Railway Terraces Conservation Area, maintaining the horizontality of the roof lines and the rhythm of the chimneys.

6.62. Building B remains unchanged, forming a visual termination (adjacent to approved proposals for 1-13 Cricklewood Lane) to the perspective created by the narrow arrangement of streets and suggests the location of the town centre in the far distance.

View 13 - Neadham Terrace



Figure 6.41 Wireline view of the Original Scheme

View 15 - Johnson Terrace



Figure 6.43 Wireline view of the Original Scheme

For the full sequence of scheme wirelines please refer to Appendix 1 of Montagu Evans Proof of Evidence document



Figure 6.40 Location plan for Townscape Views



Figure 6.42 Wireline view of the Application Scheme



Figure 6.44 Wireline view of the Application Scheme

6 Evolution of the Scheme

Amendments to Original Scheme

6.63. The lowering of heights of A1 and A2 results in a progressive complimentary massing relationship with Building B, and in particular the massing of Buildings B1 and A4/A1(see section 6.3 - Cricklewood Lane elevation),

6.64. Whilst maintaining the emphasis of building heights along the North-eastern boundary overlooking the railway, height reductions have been made to this aspect of the massing composition, reducing the maximum heights of the tallest blocks of Buildings C2, C3 by 1No: floor respectively.

6.65. This height reduction recognises the significance of the Cricklewood Railway Terraces Conservation Area, reducing visibility of the proposed buildings specifically when viewed from within the Cricklewood Railway Terraces' Allotments (View 14-opposite).

6.3.18 Overall, I believe the amendments undertaken to the Original Scheme, responding to public consultation, result in a well-balanced and considered composition that respects the local character and heritage assets of the immediate context.



Figure 6.45 Location plan for Townscape Views

View B - from Cricklewood Broadway

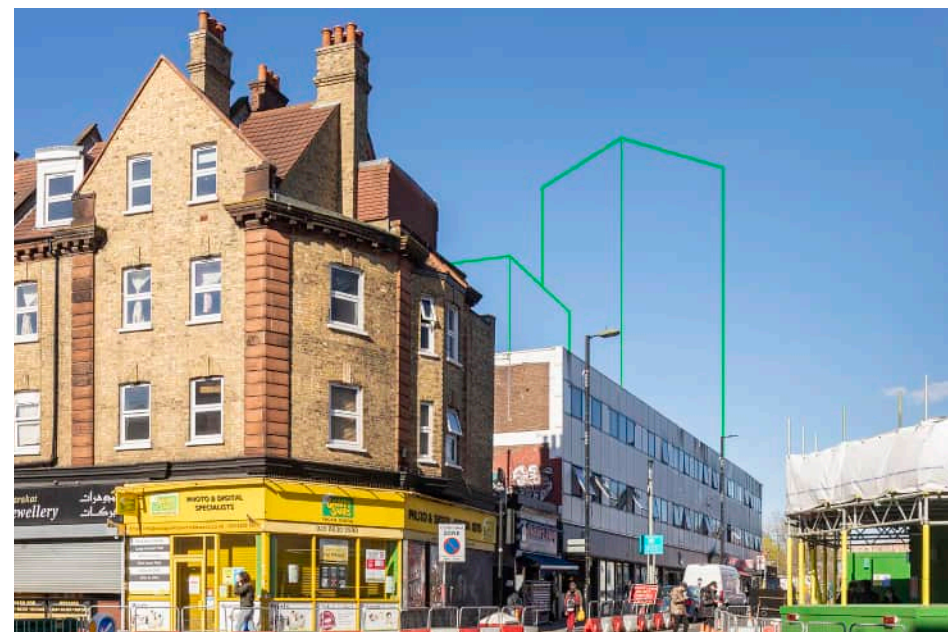


Figure 6.46 Wireline view of the Original Scheme



Figure 6.47 Wireline view of the Application Scheme

For the full sequence of scheme wirelines please refer to Appendix 1 of Montagu Evans Proof of Evidence document

View 14 - Railway Terraces Allotments



Figure 6.48 Wireline view of the Original Scheme



Figure 6.49 Wireline view of the Application Scheme

6 Evolution of the Scheme

Amendments to Original Scheme

6.66. The Illustrative scheme to View 14 shown opposite demonstrates how the calmer massing strategy, which closely tracks the perspective of the view and the allotment boundary tree line.

6.67. This massing change combined with a high quality architectural response in respect of its detail and materiality (the lighter brick or GRC detailed tops of the buildings), derived from the requirements of the Design Code [APP/1/B], diminish any impact the development may have, providing a transition at the convergence between the tree line and the sky and would not in my opinion intrude upon the 'internal' nature of both the Allotments and the wider CA, given its town centre location.



Figure 6.50 View 14 -Illustrative scheme from Railway Terraces Allotments looking south east



7.0 Appraisal of the Scheme



Figure 7.1 Sketch view of Wood Way, the central green route through the Illustrative Masterplan

7 Appraisal of the Scheme

General

7.1. In this section, I set out below the important design and architectural benefits of the scheme. Planning benefits are more widely addressed in the proof of evidence of John Rhodes OBE and heritage and townscape issues will also be addressed by Dr Miele.

7.2. I believe we demonstrate that good architecture is achieved through a design-led approach to optimises the capacity of any site. This holistic approach is, in my view, embodied in this Scheme.

7.3. As the previous sections have demonstrated my Scheme for the B&Q site has not been designed in a vacuum, with the design development of proposals regularly and thoroughly scrutinized by borough planning and urban design officers throughout the process ensuring the proposals brought forward were supported from an urban design perspective.

7.4. Based on careful research and analysis of the site followed by a rigorous testing of different masterplanning strategies and layouts against a wide range of factors, from urban design issues to fairly pragmatic consideration of servicing or security. I have continuously assessed the scheme against the requirements of Policy DM01 of the Development Management Policies Document [CDF.04] [which seeks to protect Barnet's character and amenity and Paragraph 130 of The National Planning Policy Framework (NPPF) [CDE.015] in respect of the schemes sustainability, functionality, architecture, Character and use.

7.5. The National Design Guide and the National Model Codes [CDE.01] have formed the basis the design concept and Design Code [CDA.03] [APP/1/B]. The ten criteria will therefore form the basis of my appraisal of the schemes quality, however I shall also respond specifically to the issues of Height, Scale and Massing to demonstrate my assessment against DM05 [CDF.04] as well as Heritage in respect of Policy CS5 of the Core Strategy [CDF.03]

7.6. This has produced a proposal for a new piece of Barnet that I believe will become a popular new neighbourhood, a successful commercial venture and exemplary piece of placemaking which will be well used by the wider community.

Design quality

7.7. To ensure my vision for quality is maintained, design quality is informed by a Design Code [APP/1/B] (in compliance with the requirements of Part B of Policy D3 of the London Plan [CDE.02] Optimising site capacity through a design led approach) to provide control. This control will inform the reserved matters applications that will follow.

Design Code [APP/1/B]

The Design Code [APP/1/B] and parameter plans comprise the framework for which any reserved matters application will be submitted in respect of appearance, landscaping, layout, and scale. They provide a clear direction for a well-designed place with the creation of high, beautiful and sustainable buildings, whose DNA will be inspired / directed through an understand of local character (DM01/CS5) to create buildings of a high quality design. In essence they contain the design direction i believe is required to bring forward a high quality scheme.

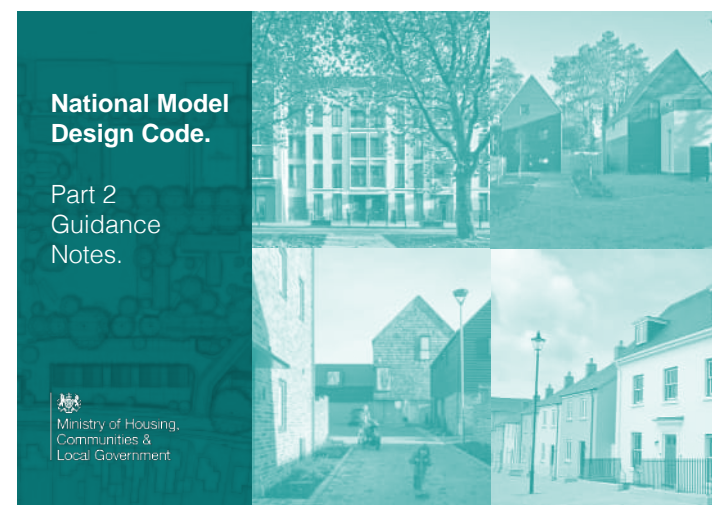


Figure 7.01 National Model Design Code document

My Appraisal

7.8. My appraisal over the following pages is based on the a combination of my illustrative design developed for the site which is born out of the maximum parameter plans, Design Code [CDA.72-84] [APP/1/B] and Design and Access Statement [CDA.03]

7.9. I believe our illustrative scheme demonstrates one example of how a high quality design could come forward at reserved matters stage using these documents to provide a coherent development, with elegantly proportioned buildings that respond to the character of the local area.

7.10. I believe we will demonstrate our compliance with;

- DM01/Development Management Policy[CDF.04]
- Para graph 130 of the NPPF 9 [CDE.015], and
- Section I1/I2/I3 and B2 of the National Design Guide.[CDE.01]



Figure 7.02 Project Design Code

7.11. Whilst i anticipate that much attention at the inquiry will be focused on the heights of the proposed buildings. I will set out why I consider them to be contextually appropriate, and how the, orientation, articulation and materiality makes them satisfying at closer quarters and equally elegant when seen from further away.

7.12. However, I would also like to emphasise in my analysis the real benefits of the Scheme closer in. High quality architecture, sits alongside a new public square, significant amounts of public open space,

7.13. As my appraisal will testify; the Development will be visually attractive as a result of good architecture based on an understanding of the local character and provide layouts that promote safe and attractive environments and appropriate and effective landscaping required by the parameter plans and Design Code [APP/1/B].



Figure 7.03 National Model Design Code principles

7 Appraisal of the Scheme

Wider context

7.14. The emerging local plan designates the site within the Cricklewood Growth Area [CDE.02] and the Brent Cross / Cricklewood Opportunity Area [CDF.06]. Policy CDH04 of the Emerging Local Plan [CDF.01] states that tall buildings (8 to 14 storeys or 26 to 46 metres above the ground level) may be appropriate in nine strategic locations. It includes Cricklewood Growth Area (Policy GSS04) [CDF.01] as one of the nine locations .

7.15. The policy confirms that tall buildings of 15 storeys or more ('Very Tall') will not be permitted unless exceptional circumstances can be demonstrated. Two examples are given. Appropriate siting within an Opportunity Area or a Growth Area. The Application Site is designated within both the Brent Cross / Cricklewood Opportunity Area [CDF.06] and the Cricklewood Growth Area [CDE.02], and therefore exceptional circumstances exist. The site is also designed as Site Allocation No.8 which recognises the principle for tall buildings on the site.

7.16. As the Site is within the Brent Cross Cricklewood Regeneration Area [CDF.02], proposed tall buildings on the Site should comply with the urban design principles established in the Brent Cross Cricklewood Development Framework [CDF.06]; including:

- Taller residential buildings will be sensitively located;
- Taller buildings within the higher density residential areas will not form the dominant residential typology; and
- Residential buildings above 15 storeys should be located along the line of the mainline railway.

7.17. The Brent Cross and Cricklewood masterplan maximises the use of the Site in accordance with the London Plan [CDE.02] and will result in an urban form and density that is acknowledged to differ from the surrounding areas of Barnet.

7.18. In line with good practise, existing tall buildings are strategically located around public transport nodes and key employment and retail destinations.

Overview

7.19. The strategy for the location of tall buildings on the B&Q Site has been informed by the policy position and site characteristics, placing the tallest elements of the Proposed Development closest to the railway lines and taking full consideration of local viewing corridors.

7.20. As highlighted in Section 6.0, (The evolution of the Scheme) throughout the design process, we reviewed multiple options addressing the location and composition of tall buildings within the Proposed Development, all of which were tested and reviewed with officers using VuCity and more accurate AVR's as part of the pre-application process.

7.21. The initial conclusion of this initial exercise resulted in locating the tallest building on the corner of the Site to the south. As stated earlier in my evidence I believed this approach aligned with accepted best practise of urban design principles and resulted in a successful composition which we still believe in. This when tested from areas of significant open space and within the setting of designated heritage assets to the north and west of the Site and was supported by Barnet's Urban Design and Planning officers.[CDB.01]/[CDD.01]

7.22. Following submission of the Original Scheme and the subsequent consultation by the Applicant, further comments were expressed, principally in respect of the height of the tallest building (Development Parcel A1- at a maximum of 25 storeys) in addition to the Original Scheme's townscape effect on the surrounding heritage assets - both The Crown pub and the Cricklewood Railway Terraces Conservation Area

7.23. Whilst our initial massing and scale strategy was reached through dialogue and consultation with both the Council and the GLA; the opportunity was taken to significantly amend the Original Scheme's maximum height parameters and the distribution of height across the Site in response to the feedback received.

7.24. As the appointed architects, we were given the opportunity to consider the feedback received and consider a series of revisions which we believed would respond to the concerns raised this stage, whilst still maintaining the fundamental principles of the masterplan (building footprint; access; permeability etc) that had evolved since 2019 and were supported by the council.

7.25. I believe the subsequent Application Scheme maintains its integrity in respect of the architectural hierarchy of composition to identify the important transport hub of Cricklewood Station and signify the town centre regeneration that the Site sits within. I believe our design complies with the London Plan [CDE.02] policy D3, D4 and D9 as well as Barnet's policy DM01 and DM05 [CDF.04] and will set our justification of this in this evidence.



Figure 7.04 Photos from a typical design workshop with Barnets officers to review massing options and strategy for the site

7 Appraisal of the Scheme

Height, Scale and Massing

Height Composition

7.26. Given the scale and orientation of the site alongside our desire to provide a significant amount of public open space, it was obvious that the taller building elements should be located along the North Eastern/ Rail side elevation. Our initial modelling and testing of long, medium and immediate views demonstrated that height in this location had the least impact on the open spaces created and on its existing context.

7.27. This rhythmic composition of taller buildings present a narrow and elegant profile running parallel to the railway and are connected by lower building elements to provide a castellated silhouette to the development

7.28. This rhythmic break in the massing enables us to articulate the development plots and provides an elegant profile and visual relief in height to the overall massing when viewed from either the southwest or when experienced from areas to the north, such as the train platform.

7.29. The scheme will create a coherent built form with slender and elegant buildings rising north to south across the Application Site to define and landmark a regenerated and enhanced site linked to Cricklewood Station and Cricklewood Town Centre.

7.30. Height decreases towards Cricklewood Railway Terraces while maximum height is located nearer to Cricklewood train station platforms (the location of a proposed second entrance to the station) and the new 'town square'. Heights along the Rail side gradually increase towards Building A.

7.31. At 13 and 18 storeys in height, Building A1/ A2 function as a marker to Cricklewood train station and the new town square. The height of the Building A has been capped by consideration of key townscape views from surrounding areas and were rigorously tested as part of the pre-application process.

7.32. Building D, nearest to the Cricklewood Railway Terraces, steps down to 6 and then 3 storeys - this is the lowest element within the Proposed Development.

7.33. Careful consideration has been given to the heights of Building D given its proximity to the Cricklewood Railway Terraces which has included the testing of impact on key views from this area. It was agreed with LBB that the heights proposed for Building D should also take heed not to blight meaningful future development of the adjacent Jewson site.

7.34. The distribution of height throughout the masterplan was tested by EPR and assessed by Montagu Evans as combination of different compositions using visual impact analysis tools such as VuCity (an accurate three dimensional context model used by the industry to assess scheme designs during the design process), as well as physical models of each and every option and subsequently with visualisation consultants at Cityscape.

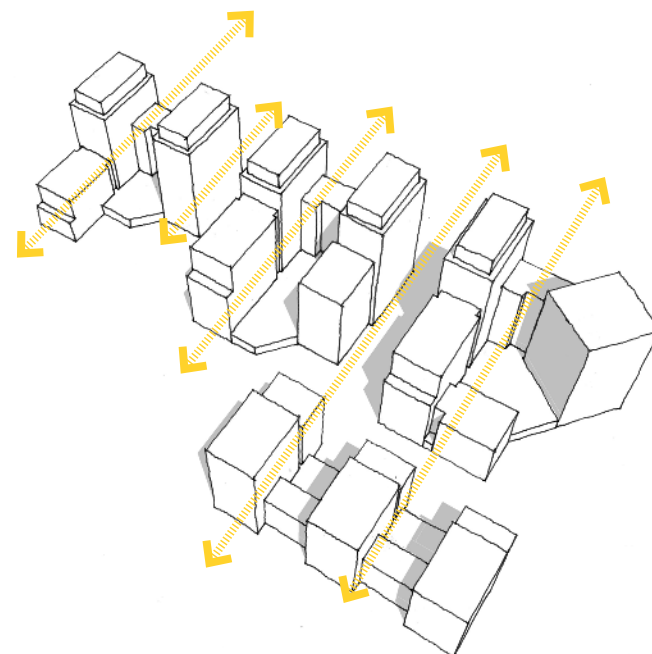


Figure 7.06 Breaks in massing present elegant forms in North/ South View



Figure 7.05 View from Cricklewood Lane approaching the town centre/station looking west, the illustrative scheme visually permeable and elegant composition, gradually rising to its tallest point(A2), adjacent to the station. The significant lowering of height to Block A1 aligned with its subtle rotation signifies the activity and significance of the new town square at its base.

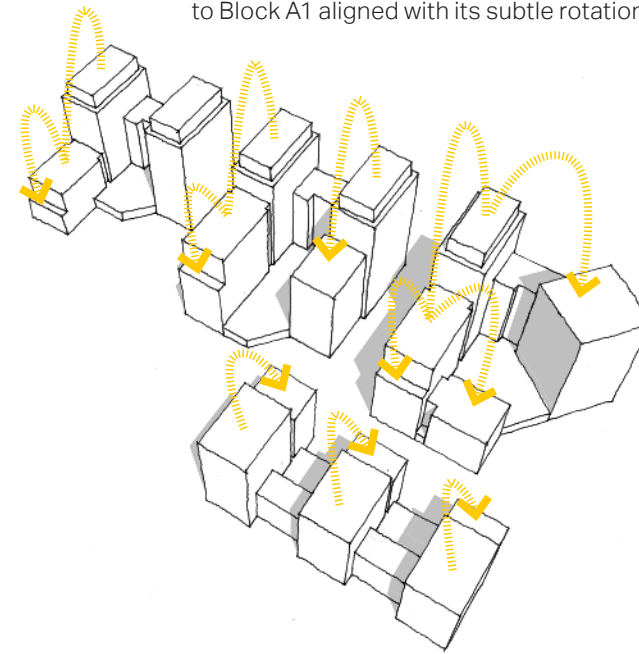


Figure 7.07 Heights decrease towards central green route and public realm

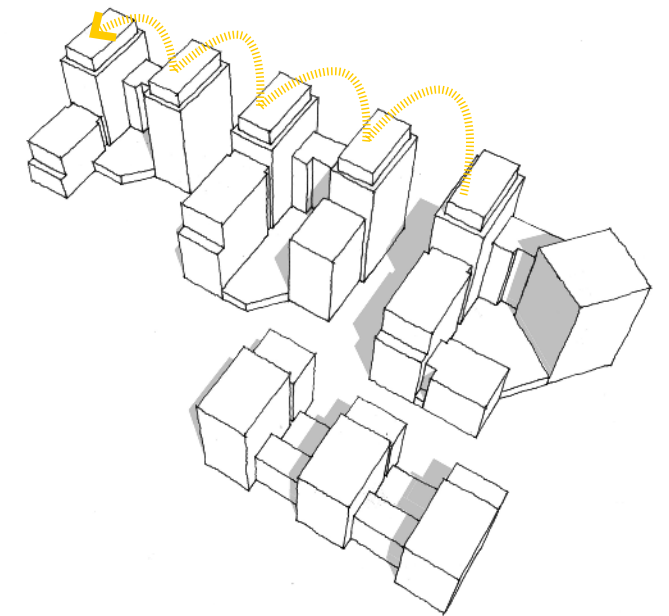


Figure 7.08 Heights decrease towards Railway Cottages

7 Appraisal of the Scheme Height, Scale and Massing

Organisation of spaces and placemaking

7.35. The evolution of the masterplan from its concept through to the development of our illustrative scheme - establishes the structure of the layout and organisation of public and private spaces within it and in part goes some way to establishing the character and identity of a place.

7.36. As such the hierarchy of spaces and the inherent placemaking intuitively informs the narrative around height in varying ways.

7.37. I believe a focal point of height within a cluster of development should be used as a way finder to announce the location of new key public spaces such as the new town square and Cricklewood station.

7.38. Height on Cricklewood Lane is comparable with the adjoining future developments at 1-13 Cricklewood rising progressively to 13 storeys (A1) adjacent to the station. I believe this composition to be comfortable within the local townscape and an appropriate transition of height along Cricklewood Lane

7.39. Intuitively I have always felt that height within the scheme should be located along the north-eastern edge of site, adjacent to the railway line. Not only is this consistent with ambitions of the Brent Cross and Cricklewood masterplan, but it also represents the best location within the masterplan to accommodate height whilst having the least impact on adjoining neighbours in respect of over shadowing etc.

7.40. Once height on the railway edge was accepted, my concept was to provide a series of stepped masses, which tapered down from the northern edge towards the linear park. In longer views towards the town centre from Elm Grove when approaching the site from the south, this massing arrangement feels composed and comfortable and appears to draw your eye through the scheme, suggesting the presence of the new pedestrian route and linear landscape connecting new routes through the town centre.

7.41. Within the masterplan, buildings heights were considered in respect of their relationship to open space and amenity, ensuring adequate sunlight and daylight is enabled within this new public open space. In particular the height of Building C4 recognises the expanse of open space adjacent to it within the masterplan, helping to frame and enclose the space.



Figure 7.09 Early concept sketches signalled the importance of a new town square and a heavily landscaped spine to the scheme

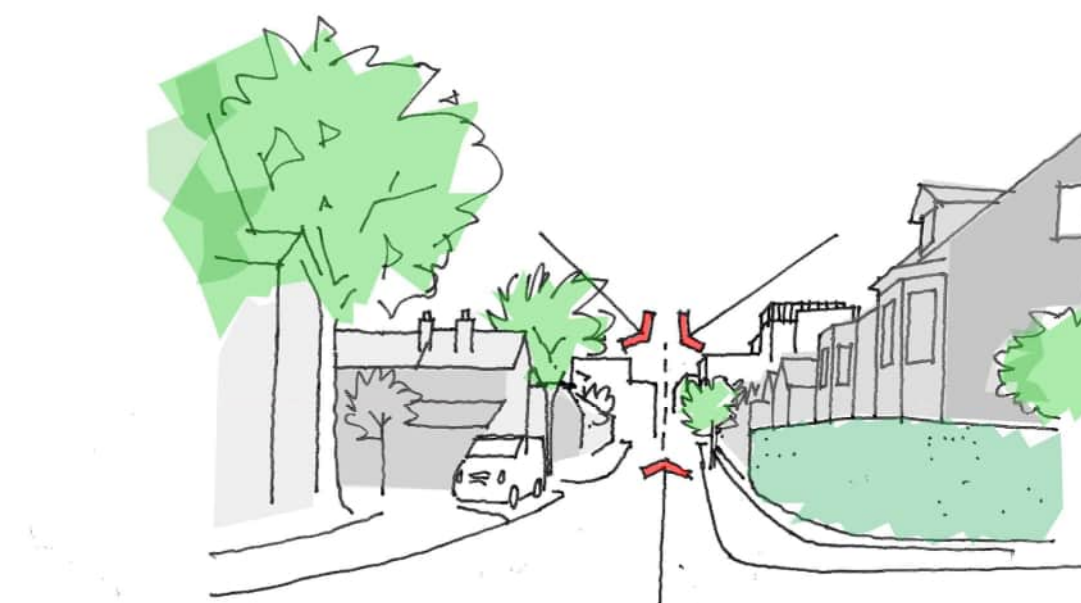


Figure 7.10 Organisation of massing suggests location of key route through masterplan

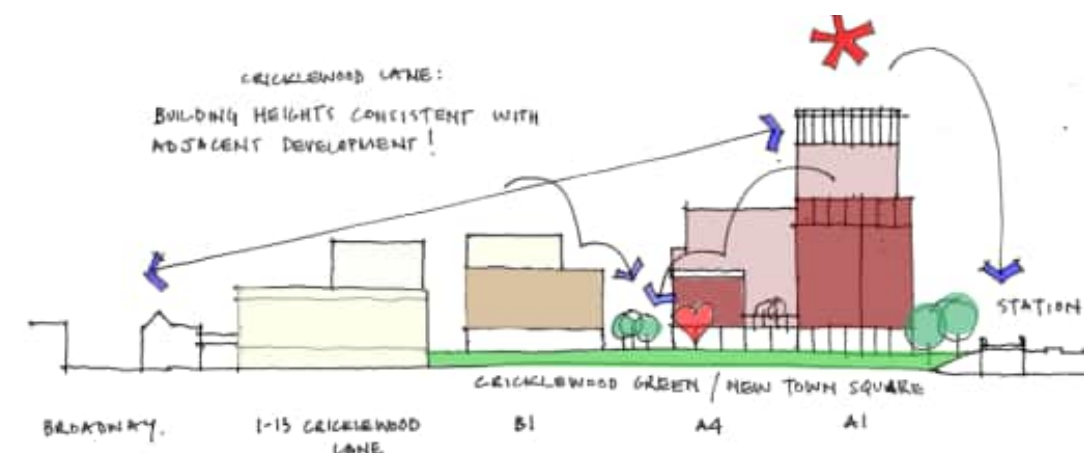


Figure 7.11 Massing on Cricklewood Lane compliments adjacent development and signifies location of station and town square

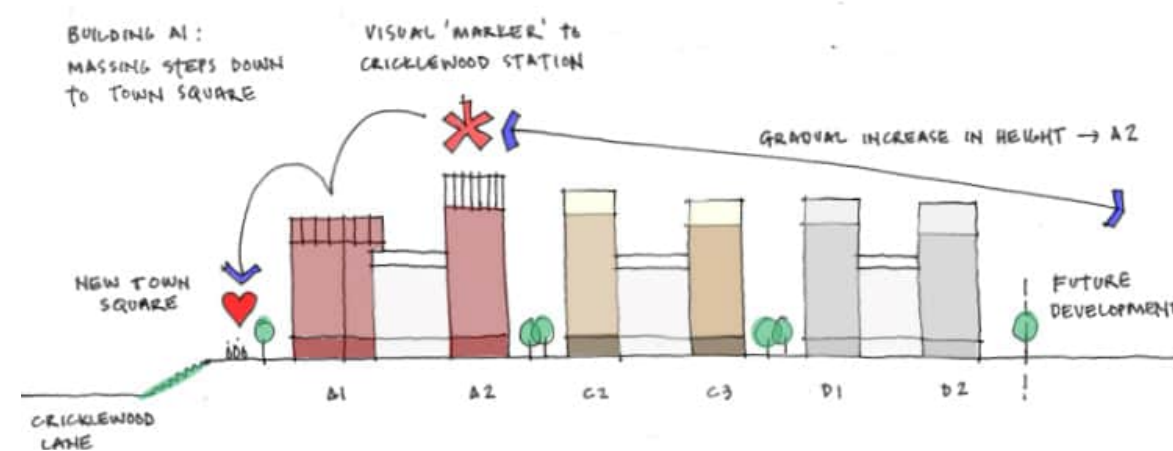


Figure 7.12 Massing rises progressively to a focal point adjacent to the station platform, before stepping down to present a sympathetic massing on Cricklewood Lane.

7 Appraisal of the Scheme

Height, Scale and Massing

Heritage

7.42. Any development of this site with a London Plan compliant scheme [CDE.02] is necessarily going to intensify the contrast in scale that already exists here given the nature of the existing uses, and which is the inevitable result in any event of the Plan's operation. as such opportunity areas within metropolitan centres and other areas of intensification in London generally do abut or come near to areas of traditional townscape which do not reflect the principles of land-use optimisation. However mindful of this issue I have aspired to develop proposals which consider the setting and impact on the CA.

The Crown Pub

7.43. Barnet Policy DM06 - Heritage and Conservation [CDF.04], demands that our design process take due regard to local historic context and this consideration has been one of the schemes primary objectives.

7.44. Consideration was given to the significance of local heritage assets throughout our design process; primarily the impact of our proposal on the Conservation Area and Crown pub respectively. Proposals were initially developed as an intuitive exercise but quickly tested through a series of Townscape assessments to refine and inform the extent of height and massing in key areas of the design. As a consequence of this consideration, the height of Building A1 was capped at 13 storeys to ensure that key townscape views from surrounding areas, specifically View 8 - Cricklewood Broadway (The Crown Pub) Looking North within the HTVIA [CDA.62] which demonstrates our proposal has no impact upon the setting of the heritage asset.

7.45. Furthermore the Design Code [APP/1/B] direct the colour tones of Building Plot B present a lighter tone so as not to compete with the terracotta tones of the The Crown.



Figure 7.13 View 8 shows the view of the scheme viewed from the Broadway looking north over The Crown Pub

7 Appraisal of the Scheme Height, Scale and Massing

The Railway Cottages Conservation Area

7.46. Height along the northeastern boundary steps down progressively towards Block D2 before stepping down significantly to 6 and 3 storeys to Block D3 (the block in closest proximity to the CA) to provide a transition in scale adjacent to the CA and to ensure its presence is not overbearing or impactful in key internal views from within the CA allotments - Please refer to Mr Miele for more detailed heritage and townscape assessment.

7.47. Given the nature of this town centre location, height along the railway elevation is partially visible through the tree line abutting Campion Terrace, however, would not appear intrusive upon the 'internal looking' setting of the Conservation Area, rather the glimpsed views connect this domestic communal enclave with the more civic scale of the town centre and recognises the CA's setting in more general terms.

7.48. I believe the high quality architecture, amenity and landscape of the proposals have the potential to provide considerable benefits to town centre, replacing B&Q and its associated surrounding environment (a building and setting of poor townscape quality which encourages anti-social behaviour in close proximity to the CA) with a comprehensive and well-considered scheme, providing:

- Well-considered buildings that address each of the surrounding streets, including new spaces and routes within the Site to promote vitality;
- More active frontages and consequently greater safety within the town centre;
- New and extensive high quality public realm to aid health and well-being;
- Strengthened connections across the site, linking parts of the town centre;
- Distinguished and high quality design, required to aid legibility and wayfinding.

7.49. It is my belief therefore that these factors taken together – the design and the setting – mean that the height of proposals will not overbear on the experience of people in the Conservation Area, rather it should improve its setting and its relationship to the town.

Below: Figure 7.14 Illustrative landscaping design, which will make a transformational change to the environment around Depot Approach, Kara Way playground and the approach to the CA.



Above: Figure 7.15 An existing image of Depot Approach adjacent to the Railway cottages and the environment around Kara Way playground.



Right: Figure 7.16 images of our illustrative scheme, which visualises the improvements of the public realm and setting of the CA. Red line indicates the extent of 3-6No: storey accommodation adjacent to the Conservation Area.

7 Appraisal of the Scheme

Height, Scale and Massing

The Railway Cottages Conservation Area

View 14

7.50. With the full render, the illustrative scheme appears considerably slimmer and more elegant than the maximum parameter scheme suggests.

7.51. The massing composition to the tops of development plots B, and C intentionally recede gradually and calmly into the distance towards Building A2, with its discernible top signifying the location of the station and the new town square.

7.52. Derived from the Design Code [APP/1/B] [APP/1/B], the building forms are of a high quality, simple and modest in their expression, yet elegantly detailed so as not to be overt or overbearing in the composition.

7.53. Rather the top floors, which appear marginally above the dense tree line abutting the boundary of the allotments and the CA are articulated separately to the main body of the composition. As determined by the Design Code [APP/1/B], the top two floors are detailed to enhance their appearance and to provide a hierarchy to the buildings composition. Most importantly the change in tone, transforming into a white or pale tone, recedes into back drop of the sky, further reducing their presence in this view.

7.54. From this view, the detailing of these buildings demonstrates a glimpse of the qualitative elements some distance away, not intruding, but connecting this domestic communal enclave with the more civic scale of the town centre of which it sits adjacent to. Given the conservation areas location relative to the town centre, we believe this townscape conjunction is respectful of the character of the conservation area and in my view does little to intrude upon the tranquillity of the space.

7.55. In consideration of the many benefits our proposal provides, in respect of affordable housing and high quality open landscape and architecture to enhance the conservation areas setting, I would argue that the minor intrusion of our scheme has less



Figure 7.18 The view towards the town centre from the allotments.

7.56. Impact than the creep of issues already prevalent within the conservation area such as the provision of Satellite dishes, the use of unsympathetic materials on both roofs and elevations, the use of solar panels, inappropriate extensions, the loss of boundary and garden walls and infill development that is already inappropriate.

7 Appraisal of the Scheme

Height, Scale and Massing

The Railway Cottages Conservation Area

View A

7.57. The principal views for motorists and pedestrians travelling north or south along Cricklewood Broadway are of the landscaped bank, lined with mature London Plane trees, which separates the residential area from the main road. With views of the Gratton Terrace houses, and of roofs with tall chimney stacks.

7.58. Given that this is one of the few views of the Conservation area from Cricklewood Broadway, the substantial reduction to Building B2 has ensured that there is little visual impact on this view.



Figure 7.19 View A - Edgware Road, Bus stop, north of Longley Way.

7 Appraisal of the Scheme

National Design Code [APP/1/B]

Context

7.59. As set out within Section 4.0 (Context Appraisal) the basis of our design process has been underpinned by a deep understanding of the site, the local community and its wider physical context, to ensure that our proposal enhances the positive qualities of the site and improves the negative aspects, ensuring that the proposal integrates into its community and surroundings.

7.60. Responding to the requirements of Barnet's Policy DM01(Quality and Character) , the landscape and architectural character suggested within the Design Code [APP/1/B] is intended to provide a site specific design response to its location, protecting Barnet's character and amenity by demonstrating a good understanding of the local characteristics of an area and demanding a high quality scheme is brought forward, that is sustainable and environmentally aware in respect of its urban greening and biodiversity.

7.61. The Design Code [APP/1/B] sets out the requirements of the scheme to respond to specific Character areas within the masterplan and will continue to develop through the RMA process - see 7.2.5.

7.62. The architectural response of the Illustrative Scheme reflects a series of architectural character areas, each responding directly to their immediate context. In consideration of Policy DM01 [CDF.04] and Policy D3 (Quality and Character) of the London Plan [CDE.02]- these architectural responses are set out within the Design Code [APP/1/B] [APP/1/B] to ensure future RMA's respond to and protect the existing character by identifying an architectural approach derived from 'the special and valued features and characteristics that are unique to the locality (such as brick tones, feature banding and parapet treatments of the 'Broadway' or an industrial aesthetic that echoes the social memory of the site as a railway siding)and respect, enhance and utilise the heritage

Summary of Character Areas as set out within Design Code [APP/1/B][APP/1/B]:	
Plot A and B	Reflect a grand, more detailed architectural response derived from the ornate Victorian retail architecture seen along Cricklewood Broadway.
Plot C	Considered a transitional plot sitting between the 'Civic' nature of Cricklewood Lane and the residential Cricklewood Railway Terraces Conservation Area to the north-west of the Site.
Plot D	The more restrained Plot whilst maintaining high architectural and material quality. This allows the building to remain deferential to the adjacent architecture of the Railway Terraces, which themselves feature a restrained and limited architectural detailing.

assets and architectural features that contribute towards the 'local character' and to ensure the use of attractive, robust materials that weather and mature well.

7.63. Design concept has been based on sound understanding of the features of the site and its surrounding context, to ensure the proposals integrate into their context, and ensure that the environment and new neighbourhood influence their context in a positive manner, whilst responding to the site's local heritage.



Figure 7.20 View towards new Town Square from Cricklewood Lane. The illustrative scheme above demonstrates how Plots A and B can respond to the local character and provide a positive contribution to the area

7.64. The layouts facilitate new routes, dramatically improving pedestrian permeability, whilst providing large areas of public open space for the public to enjoy.

7.65. A broader masterplan was considered to ensure our proposals compliment a wider regeneration of the town centre as well as having a regard for improving the setting and use of existing amenity space such as the Kara Way playground for the wider community.

7 Appraisal of the Scheme

National Design Code [APP/1/B]



Figure 7.21 View towards new Town Square from Cricklewood Lane. The illustrative scheme above demonstrates how Plots A and B can respond to the local character and provide a positive contribution to the area

7 Appraisal of the Scheme

National Design Code [APP/1/B]

Identity

I1 Respond to existing local Character

7.66. The built form and the spaces created are set out within the approved drawings and Design Code [APP/1/B], are inherently legible and have been carefully considered to complement and enhance the existing community by transforming this under-used parcel of land into a new, thriving community forming an integral part of the town centre, encouraging walking and cycling through the site.

7.67. A key issue for the community is the lack of quality public realm and open space in the town centre, around which the community can come together, for public events can be held or simply to 'breathe' – our proposal provides an abundance of high quality open landscape space and a new town square activated with commercial frontages (see drawing 10965-EPR-XX-GF-DR-A-TP-0200_Parameter Plan) [CDA.88] and uses that will complement the local high street.

7.68. I believe the scheme creates a new positive character at the heart of the town centre, responding to the requirements of modern lifestyles in respect of access to high quality public open space and private amenity and will provide significant amenity benefits to the wider community which the town clearly lacks.

7.69. These socially important spaces, will promote commercial, community and leisure activity within the heart of a community.

7.70. Using the Design Code [APP/1/B] to inform the design of our illustrative scheme, we have illustrated how a scheme of high architecture and material integrity can be developed to complement the immediate and wider context; proposals that are derived from the character of Cricklewood's High Street and heritage assets and provide a landscape design that will be site specific and provide an identity unique to Cricklewood's town centre.

7.71. The 'illustrative' architecture and, materiality of Building Plot A, shown opposite, derived from the Design Code [APP/1/B] demonstrates complimentary brick tones which are sympathetic to the 'Broadway' combined with contrasting 'white' windows, window sills, decorative banding and parapets intended to echo the character, materiality and detail of Cricklewood Broadway.

I2 Well-designed, high Quality and attractive places and buildings

7.72. The site is unique in its scale and positioning within the neighbourhood, suggesting that it is able to determine and establish its own distinct character; however we believe that the incorporation of subtle architectural references establish an underlying DNA, dialogue and familiarity with their context.

7.73. This design quality is controlled through the criteria set out within the Design Code [APP/1/B]. Within this document we set out our ambition in respect of Character areas within the masterplan and how they respond to their surrounding context (see 7.0 Character), the elevational typology, materiality, how the tops of buildings should be expressed and the extent active frontages at ground floor.

7.74. The materiality of the scheme is predominately brick, which is attractive, consist with the surrounding context, but also practical, durable and robust.

I3 Create Character and Identity

7.75. As previously discussed, the pattern or layout of the scheme and the spaces created have been born out of an understanding of the sites context.

7.76. The site is currently home to a large retail shed surrounded by an expanse of associated car-parking; and was a railway sidings prior to this. The site is unattractive, and appears to promote antisocial behaviour. It is my observation that the current site has limited positive qualities. Our design has therefore developed to create a place with a positive new character and whilst the existing character and the scale and density of the scheme is different to its surroundings, the layout and identity of the application scheme, looks to supplement and enhance its surrounding context rather than trying to replicate it.

7.77. The building forms and their relationship to the landscape are expressly unique to the story and history of Cricklewood as a place. This narrative of a 'Crickle' wood is set out within our Design and Access Statement, but reinforced within the parameter plans and Design Code [APP/1/B] to ensure a place specific character evolves to create a memorable sense of place.

7.78. The narrative for the scheme expressed in the Design and Access Statement, reinforced in the parameter plans and the Design Code [APP/1/B], contributes to this unique position between the architecture and the landscape. These elements in conjunction form an exciting and beautiful proposal for Cricklewood.



Figure Above 7.22 Illustrative view of new Town Square approached from Cricklewood Station - This new public space can be used to host a series of community events throughout the year. This space will help define the identity and Character of the scheme within the community.

Figure Above Middle 7.23: Illustrative Plan of new Town Square.
Figure Bottom 7.24: Concept sketch indicating how Cricklewood Green can be re landscaped and integrated into the proposals for the new Town Square .

7 Appraisal of the Scheme

National Design Code [APP/1/B]

7.79. Architectural Character

7.80. The Design Code [APP/1/B] sets out our aspirations in respect of architectural character and quality and our illustrative scheme provides a visual interpretation of how these requirements could be implemented.

7.81. Drawing from the requirements of the Design Code [APP/1/B], the architecture of our illustrative scheme demonstrates an understanding of the fundamental character and materiality of the local area, primarily brickwork based.

7.82. The architecture set out within the Design Code [APP/1/B] is appropriate and tuned to the surroundings. The Scheme combines the best of the area, showing both the ornate nature of the Broadway whilst allowing the Railway Terraces to sit side by side against the intentionally modest, crafted and calm elements of Plot D. Detail and surface texture provide a rich coordinated variety across the scheme offering tenure blind housing that will age gracefully over time and provide a high quality extension of this town centre neighbourhood.

7.83. Our architectural approach set out within the Design Code [APP/1/B] will insist on the RMA schemes demonstrating an understanding of the local context and materiality in the surrounding neighbourhood, drawing on common themes of brick detailing and stucco pattern abstracted from the Victorian/Edwardian terraced and semi-detached houses in the surrounding streets and High Street which integrate into our proposals to provide a contemporary architectural language that shares a common DNA with their context.

7.84. The grander scale of the taller buildings also utilise brick in conjunction with contrasting banding to establish a hierarchy to elevations and establish a defined 'Base/Middle and Top' to their composition. A mix of balcony details will add increased levels of decoration and variety to the overall composition..

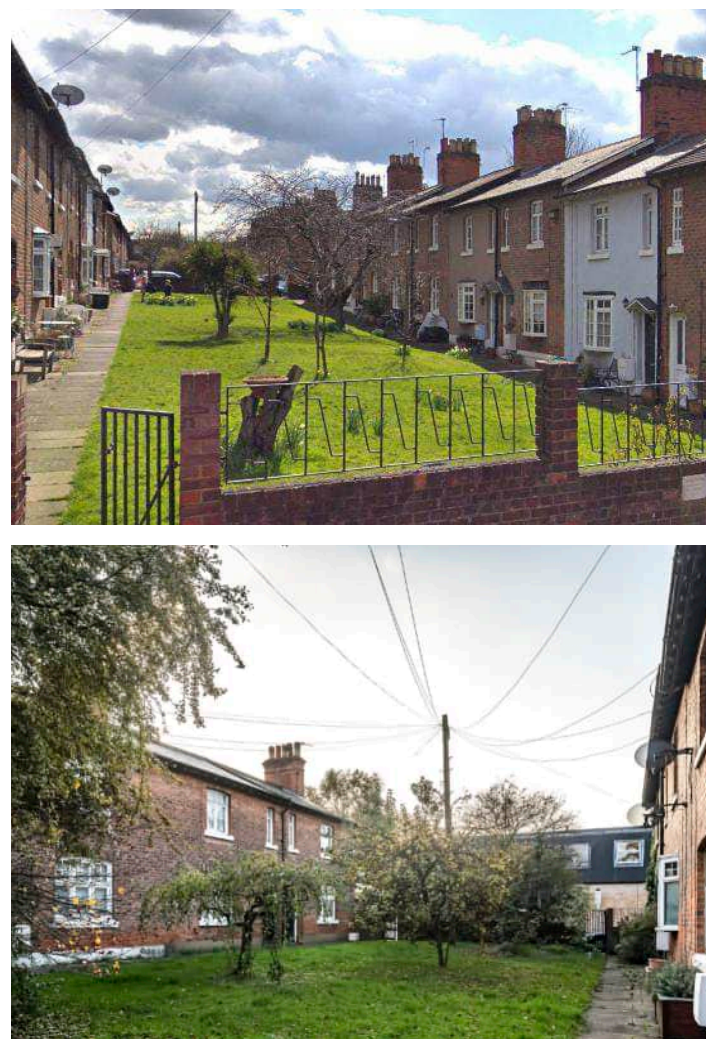


Figure 7.25 Images illustrate typical architecture of Cricklewood Railway Terraces Conservation Area.

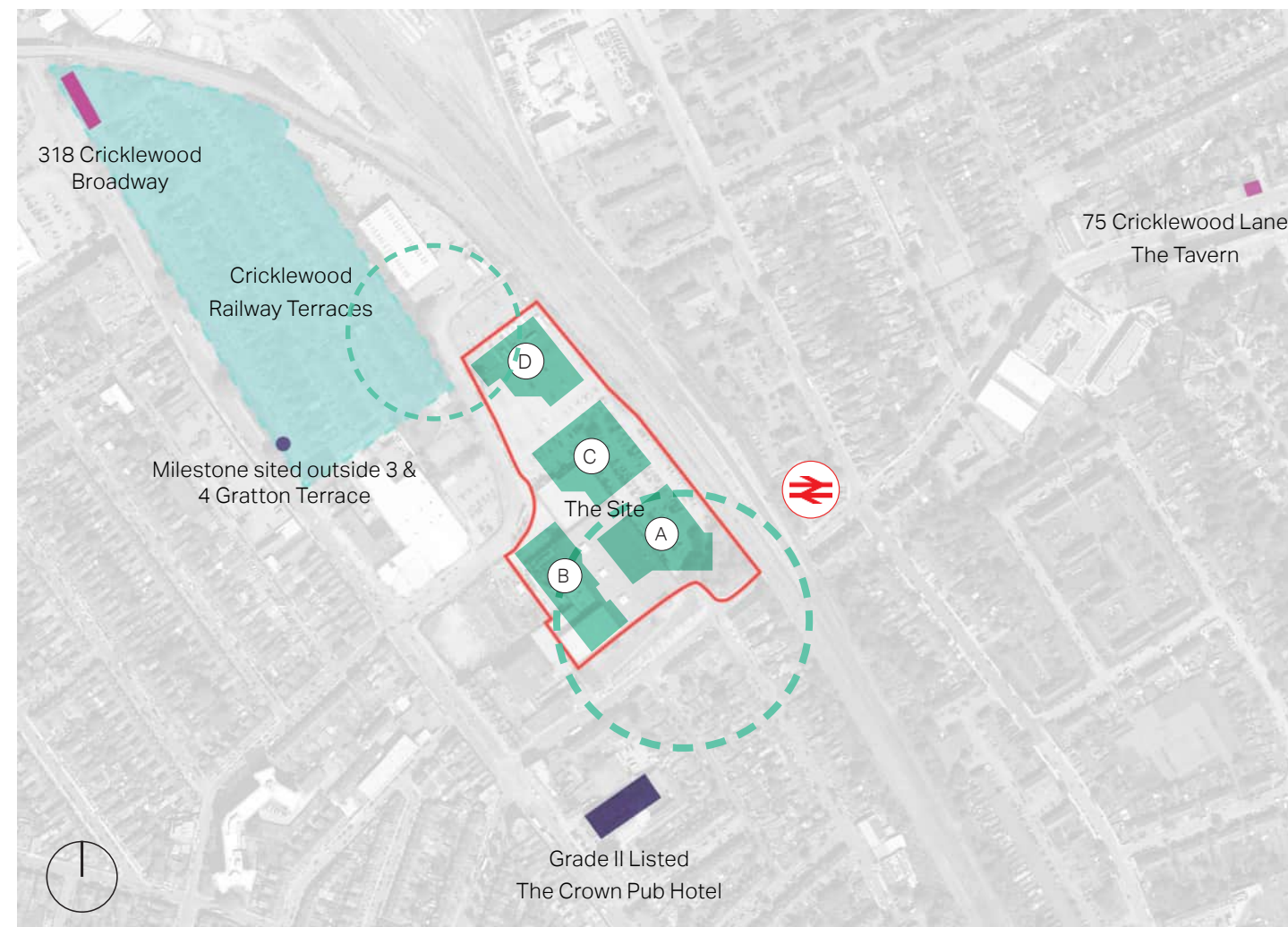


Figure 7.26 Map illustrating the Cricklewood Railway Terrace Conservation Area and listed buildings within close proximity to the Site and their relationship to scheme character.



Figure 7.27 Images above illustrate the grand and detailed Victorian architecture along Cricklewood Broadway

7 Appraisal of the Scheme

National Design Code [APP/1/B]

Built form

B2 Appropriate building types and forms

7.85. In accordance with London Plan Policy D9(Tall Buildings); the size of the site provides an exceptional opportunity for high-density housing delivery in a location identified as appropriate for tall buildings. Our illustrative scheme demonstrates that a high quality design can be achieved through a reserved matters application, with no harm to the significance of heritage assets.

7.86. The organisation of the proposed built form, has evolved to provide a legible and well connected scheme, that optimises its potential whilst delivering extensive high quality public open space and place-making to establish a positive new character and sense of place.

7.87. As discussed earlier in this section we believe that well designed tall buildings will play a positive urban design role, acting as a landmark or wayfinders, emphasising the station and new town square; signifying the wider regeneration of the site as well making a positive contribution to the skyline.

7.88. The richly landscaped and extensive public open space are framed by four podium structures from which nine residential blocks rise to a variety of heights ranging from 4 up to 18 storeys. Generally paired with interlinking wings between.

7.89. As indicated in our illustrative height drawing 10965-EPR-XX-DR-TP-106 and articulated in the Design Code [APP/1/B], taller buildings are located adjacent to the railway boundary; this ensures height is located away from the spine of the schemes open landscaped spaces, and reduces their impact on the surrounding context and specifically the Railway Cottages Conservation Area.



Figure 7.28: Illustrative landscape plan highlighting the extent of high quality public open space

7.90. The Design Code [APP/1/B] stipulates that the profile of the buildings and their podiums at ground floor are varied in plan and set 'back and forward' from each other to provide a visual interest that draws your eye through the scheme providing a variety of scaled spaces (and planting) as you progress through the scheme.

7.91. The proposals will provide residential accommodation in a highly accessible location, close to local facilities and local services reducing dependency on car use.

7.92. The buildings relationship between building fronts (open landscape spaces) and backs (over looking the railway at ground floor), with successful residential streets characterised by, entrances and



Figure 7.29 Illustrative images indicating the relationship of built form and landscape

residential accommodation facing inwards onto heavily landscape spaces between buildings, similar to the 'inward' organisation of the adjoining CA. This arrangement provides interest, passive surveillance through overlooking and active frontages at ground level – the illustrative images above suggest the varying character spaces.

7 Appraisal of the Scheme

National Design Code [APP/1/B]

Built form/continued:

7.93. As defined in the Design Code [APP/1/B], the vast majority of parking is to be accommodated within podiums, ensuring that the visual impact of the car is reduced and that walking and cycling is promoted within the town centre.

7.94. The scale of the proposed buildings is clearly greater than that of the surrounding context, but the visual experience from street level and from within the development will integrate through the sensitive use of materials and the human scale and rhythmic patterns represented by the fenestration.

7.95. I believe that the cluster of the built form proposed will play a positive urban design role as they will act as a landmark as well as making a positive contribution to views and the skyline.

7.96. The composition of buildings also announce the regeneration of the site and the local destinations of both the new public realm and the adjacent railway station as recognisable features. The legibility of these spaces will contribute to their success in strengthening the local character of Cricklewood.

7.97. Our Design Code [APP/1/B] provides guidance and a framework to ensure that the design of these buildings at the next stage (RMA) will be given special consideration in terms of how they terminate and meet the ground, as well as identifying the extent of active frontages and buildings entrances, front gardens etc.

7.98. The buildings open podium gardens face onto the Public realm, extending the depth of visual permeability of the scheme. The Design Code [APP/1/B] requires the level change of the public and private landscape to be mitigated/transitioned through terraces of planting to provide a continuity of landscape and enhancing a sense of openness.

7.99. The Design Code [APP/1/B] stipulates that there should be a minimum of 21m between adjacent buildings to secure a sense of separation between buildings and to provide an appropriate balance between landscape and built form.

7.100. This sense of openness is further promoted in the Design Code [APP/1/B] which stipulates that the podium gardens should be open sided to the public realm to enhance longer internal views and permeability within the scheme.

7.101. The Design Code [APP/1/B] and parameter plans drawing no:10965-EPR-XX-GF-A-TP-0200 [CDA.88] secures the location and extent of the new Town Square and public open spaces. Both these spaces will provide much needed destinations within the town centre (See Context Analysis-Section 4.0). The Town Square in particular will provide a space surrounded by active frontages to provide a vibrant space, were people can meet and share experiences together as a community and will strengthen the local character of Cricklewood.

7.102. We believe this scheme will represent an exemplar place-making scheme, which will be well used and loved by its community.



Figure 7.30 Above General: Illustrative images indicating the relationship of built form and landscape

7 Appraisal of the Scheme

National Design Code [APP/1/B]

Movement

7.103. Our design process reviewed the potential of a wider masterplan, considering the potential development plots and the associated potential connectivity and desire lines they promoted within the town centre to form the basis of the infrastructure of our masterplan to provide a legible and integrated extension of the town centre; recognising the vital role that these new public spaces and routes play in the social and economic life and development of our town centres and communities.

7.104. The proposals facilitate significant improvement to public realm, permeability and legibility to the wider area ensuring that the Proposed Development will respond positively to its emerging urban context by providing a number of local benefits including enhanced pedestrian and cycle routes through the Site and new public open spaces.

7.105. Our proposals also look to improve the accessibility of Cricklewood Green, to ensure the masterplan is accessible for all throughout.

7.106. All new routes will benefit from passive security provided by the overlooking of these routes and spaces to ensure they are safe and accessible for all.

7.107. The scale and nature of the development limits the impact of car use by prioritising and encouraging walking, cycling and public transport within the town centre to mitigate their impacts and improving air quality in the town centre. Electric car charging points will also be provided within the podium car-parks.

7.108. The nature of the public realm and the provision of a local destinations such as the town square and open public landscape will promote activity and social interaction, contributing to the health and well-being of the community. The Design Code [APP/1/B] suggests the extensive incorporation of new trees and planting within the masterplan to

provide significant new green infrastructure and significantly improve the sites biodiversity.

7.109. I believe our proposals protect Barnet's character and amenity through the provision of attractive, safe and vibrant new public realm and town square with predominantly active frontages at street level.

7.110. Development proposals should create safe and secure environments and reduce opportunities for crime and minimise the fear of crime.

7.111. At the same time, significantly enhances the setting and surrounding environment of the Kara Way Playground, providing a safer and more extensive area for children to play within the town centre.

7.112. The proposal integrates parking predominantly within podiums so as not to dominate the development or the street scene, or in within attractive, well landscaped areas our requirements for access and circulation, including issues as refuse vehicles and fire tenders which have been carefully considered as has a centralised location for internet deliveries, which will be consolidated in a central location with their own dedicated delivery bays.



Figure 7.31 Early concept sketches indicating the existing and potential pedestrian and cycle connectivity of a wider redevelopment of the town centre

7 Appraisal of the Scheme

National Design Code [APP/1/B]

Movement Cont.

7.113. As indicated by the diagram opposite, the Proposed Development would remove the existing entrance/exit point on Cricklewood Lane. The Proposed Development will be served by a single vehicular access point into the Site, via Depot Approach, appropriate for the forecast low levels of vehicle traffic associated with the Proposed Development. The removal of the existing Cricklewood Lane access will remove the 'rat run' used by vehicles during peak times through the Site, to the benefit of highway safety and pedestrian amenity.

Pedestrians

7.114. The proposed masterplan provides a central north-south connection through the Site, dedicated to the use of pedestrians (and cyclists) with the exception of the occasional operational or emergency vehicle movement as noted below. The route will be located within an area of high-quality public realm and therefore designed in line with the Healthy Streets principles. Pedestrians can make use of all ground floor public open space provided on the Site, with the anticipated dominant route being through the centre of the Site linking Kara Way Playground and Cricklewood Green.

Cycles

7.115. Cyclists will be able to pass through the Site in a north-south (and vice versa) direction, as indicated by the diagram opposite; it is anticipated that the provision of new cycle route through the Site will connect into and enhance the existing network of cycle routes in the surrounding context.

Emergency vehicles

7.116. Access for emergency vehicles is as indicated on the diagram opposite. All the strategic pedestrian and cycle routes through the Site will be designed to accommodate emergency vehicles in order that all areas of the Site, including the 'town square' space, are fully accessible to emergency vehicles.

Non-service vehicles

7.117. The proposed internal road running parallel to the railway provides an access route for residents' cars and service vehicles. All internal roads will be designed as low-speed environments using materials to achieve balanced streets. Once on-site, vehicle movements will be restricted with access points into below-podium car parking located along the rail-side, with the exception of Building B.

Service vehicles

7.118. Larger commercial vehicles servicing the flexible commercial spaces will use the rail-side road to the rear of the buildings; designed for the use of 10m rigid lorries (maximum) and refuse vehicles. Refuse Collection Vehicle (RCV) movements are to be limited to the streets and access points indicated on the diagram opposite. RCV movements for commercial waste collection will be limited to the same roads used by RCV's serving the residential collections. The service routes have been designed to ensure a maximum carry distance of 10m from any refuse store or presentation area.

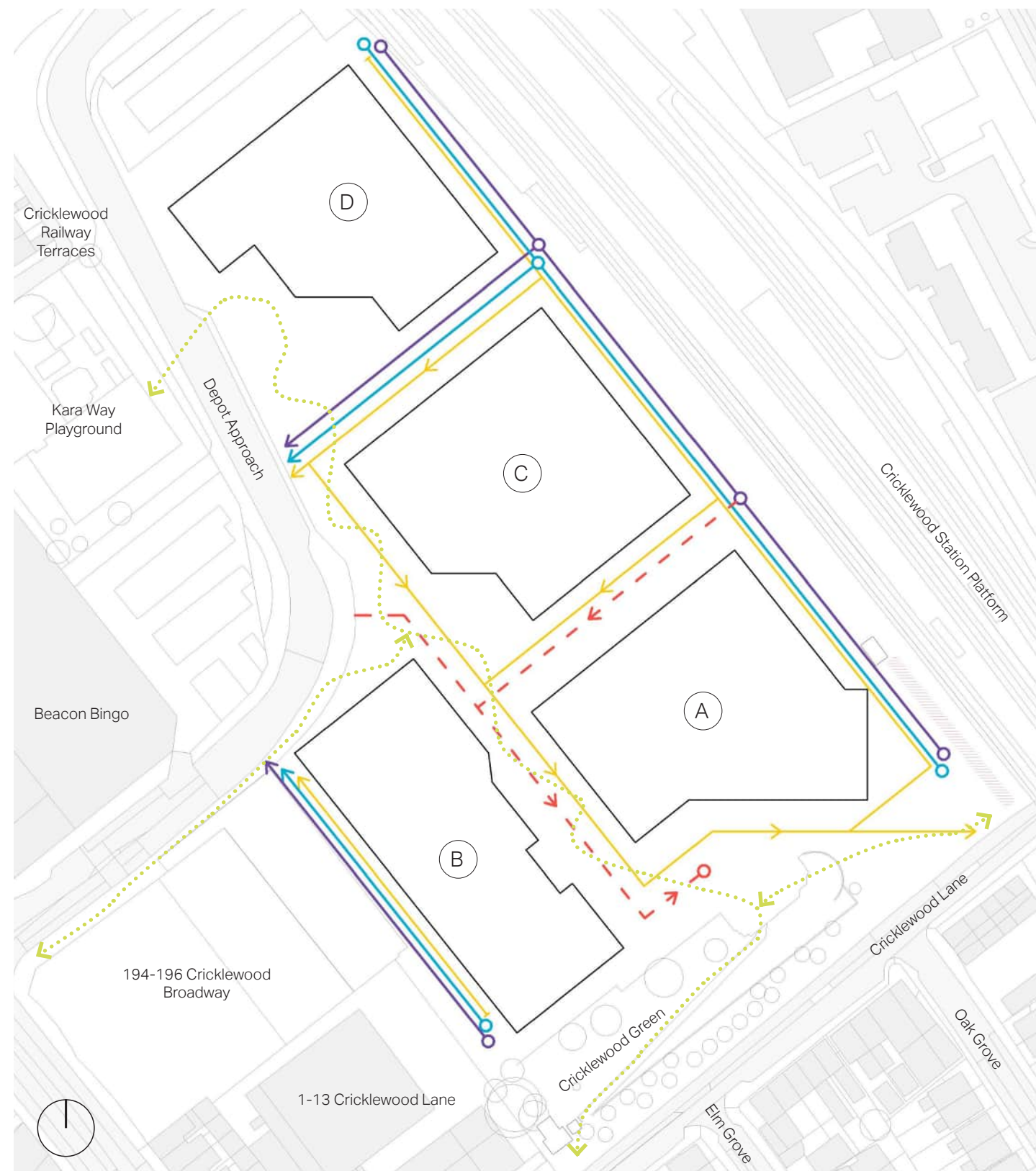
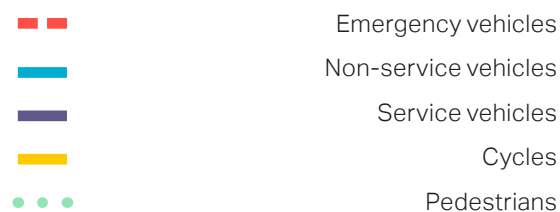


Figure 7.32: Proposed Development masterplan - key points of access and circulation

7 Appraisal of the Scheme

National Design Code

Nature

7.119. As well as providing new community, commercial and residential spaces, the Proposed Development will create new landscape and street typologies that provide places to sit, rest and socialise. Focussing on creating recognisable and distinct spaces, the landscape provides a community asset that can be enjoyed by residents, neighbours and visitors.

7.120. The implementation and design of the landscape is fundamental to the success of the masterplan and the placemaking we envisage. The design intent is set out within the Design Code [APP/1/B] and should be read in-conjunction with drawing no: 10965-EPR_XX_GF_DR_A_TP_0200 - Illustrative Masterplan Ground Floor [CDA.78] clearly articulates the design intent and extent of landscape, of both public and private amenity.

7.121. 'Wood Way' character area (sitting between Building plots A,B and C) is envisaged as the principal ecological heart of the development. Using an informal "crinkled" design language, the Proposed Development seeks to create a sequence of spaces with a variety of atmospheres: hard and soft, sunny and covered, open and intimate. Conceived as a retreat from the surrounding urban context, the environment created is a relaxing, enjoyable and playable series of spaces that offers a variety of seating and play opportunities and are ecologically and environmentally sustainable.

7.122. The Proposed Development enhances the overall green infrastructure network by creating a series of interconnected green spaces, which should include rain gardens, biodiverse amenity beds, green open spaces and both linear and clustered tree arrangements.

7.123. The proposal seeks a comprehensive landscaping strategy within the site and within the public realm, with tree planting, biodiverse roofs and soft landscaping and an illustrative urban greening factor (UGF) of 0.41. This is in stark contrast to the



Figure 7.33: Early concept sketch of Wood Way (see early concept sketch opposite) is envisaged as the principal ecological heart of the development.

existing carpark / site which has minimal landscape value in its current form. The proposal will provide attractive internal and external landscaping, resulting in a good level of urban greening compared to the existing situation. The Development conforms with LP Policy G5 [CDE.02] which recommends a target score of 0.4 for developments that are predominately residential

7.124. The proposed scheme will incorporate new street trees, amenity grassland, green roofs, shrubs, lowland meadows and hedgerow to contribute to the overall increase in biodiversity units. I understand the exact Biodiversity Net Gain will be calculated once the design is at a detailed stage secured by planning condition, however I believe in principle Policy DM16

of the DPD [CDF.04] and London Plan Policy G6 [CDE.02] are complied with.

7 Appraisal of the Scheme

National Design Code

Public Spaces

7.125. Our vision for the scheme has always been a landscape led approach to the masterplan – I believe the ground plane is the glue to urban life as well as the platform for economic success. As a practice we also recognise post pandemic, the value of open space and its value in respect of a community's emotional well-being.

7.126. I believe the social value of the public space provided within the scheme is wide ranging and lies in the contribution it makes to 'people's attachment to their community and opportunities for mixing with others, and in people's memory of places'.

7.127. Our scheme seeks to make improvements to Cricklewood Green, a recognised Asset of Community Value. These enhancements would increase its usability, accessibility, safety and biodiversity while retaining its character and current uses.

7.128. 'Arboretum Place' is the civic heart of the Proposed Development; it is a new public square for Cricklewood where community activities and gatherings of varying sizes can occur. Flanked by active frontages, and overlooking Cricklewood Green, Arboretum Place is the most 'urban' of the proposed character areas and could complement Cricklewood Green and create a flexible platform for greater possibilities of community activities across both spaces thus increasing the public space available to the residents of Cricklewood, that is both safe and inclusive.

7.129. Appropriate levels of sunlight and wind within the new public square are critical to its success. Given the placement and orientation of the new public square, GIA Daylight and Sunlight Report January 2023 [Appended to the Planning Statement of Common Ground] shows excellent sun at ground level in this space ensuring that it is BRE compliant and RWDI Wind Micro-Climate Technical Report 2020 [CDA.71] demonstrates siting and standing comfort levels at the windiest season. These can be addressed by further detailed testing at RMA stage, and Condition 13 requires details of wind mitigation.

7.130. I believe the placemaking inherent in the scheme will promote and provide opportunities for social interaction can facilitate the development of community ties, which is inherently positive.

7.131. The masterplan's organisation, opens up the ground floor plane in such a way as to provide a mix of character areas; each providing a variety of spaces and contrasting experiences to enrich their community, these include;

- A Town square that will provide a 'buzz' of activity
- And private and public open landscape that will provide the therapeutic value of green space as well as the social value of playspace / places to hangout.



Figure 7.34: Illustrative scheme highlighting the potential the scheme offers to provide an attractive, safe and vibrant environment for use by the community through the year

7 Appraisal of the Scheme

National Design Code

Uses

7.132. I believe our proposal brings forward an appropriate mix of uses. Predominantly residential focused but with an appropriate balance of commercial and community uses. This mix of uses have been considered to ensure they compliment local need to ensure they contribute to creating a balanced and mixed neighbourhood that is suitable and accessible for all and maximises the potential for social integration.

Homes and Buildings

7.133. The proposed residential homes shall be designed and will be built to a high-quality design in and minimum space standards in accordance with London Plan Policy D6 [CDE.01] including Table 3.1 and Barnet SPD [CDF.07] Sustainable Design and Construction (Section 2 Table 2.1 and Table 2.2) as set out in the Design Code [APP/1/B].

7.134. As an extension of creating good places to live, the Scheme provides private external amenity space for every home and gardens at podium level, that are shared between all the residents (including all tenancy groups) but set apart from the public realm.

7.135. All buildings achieve the separation distance of 21m between facing habitable windows across private/semi-private settings to ensure an appropriate sense of privacy in accordance with Barnet's SPD Residential Design Guide. [CDF.07]

7.136. We do not propose that there would be any dilution in quality across building tenures, and I believe the Design Code [APP/1/B] will support a consistently high level of design quality across the scheme to support social interaction and integration.



Figure 7.35 Early concept sketch of Wood Way and The Town Square - highlighting the balance of high quality commercial uses, public realm and private amenity.

7 Appraisal of the Scheme

National Design Code

Sustainable Development

- Achieving sustainable development is one of our practises key objectives on every project we undertake, and I believe that this project is an exemplar in this regard meeting many of the requirements of the National Housing Guide [CDE.02].
- 1.4. When considering development of our proposals, three key overarching objectives identified within the NPPF [CDE.015] where considered as a benchmark or objective to ensure that a high quality, sustainable proposal was achieved. These objectives are;
 - An environmental objective – Aside from the schemes statutory requirements to deliver efficient and sustainable new homes to mitigate and adapt to climate change, the scheme provides significant environmental benefits to the town centres biodiversity and sustainable urban drainage to protect and enhance our natural environment.
 - We are equally aware of the scheme’s relationship to its existing heritage assets, providing guidance within our Design Code [APP/1/B] to ensure that buildings brought forward through the RMA process consider the buildings character and quality in developing the detailed proposals; all whilst ensuring that we make the most effective use of an edge of town centre brown field site,
 - Underpinned by a masterplan that brings people together to live and work in our town centres, encouraging walking and cycling, whilst reducing vehicle use through an improved urban layout, adjacent to efficient public transport networks.
 - When you consider the scheme objectively, I strongly believe this project represents an exemplar case study in sustainable development, which should promote and encourage the philosophy of living within the city in a sustainable low carbon economy.
- An economic objective – This project has the opportunity to meaningfully stimulate the wider regeneration of the town centre. The inclusion of a new commercially focused town square will provide a focal point to the wider community that the Broadway is currently unable to achieve, whilst the provision of new housing located at the heart of the town centre should help build a strong and vibrant town centre. In addition the scheme shall also raise significant CIL and 106 payments which can be put towards important community infrastructure to compliment our proposals.
- a social objective – As a landscape and placemaking led scheme, I believe the masterplan has been organised to reflect the needs of an evolving post pandemic society to support strong, vibrant and healthy communities, by ensuring that a mix of homes and tenures are provided to meet the needs of present and future generations; underpinned by an accessible, well-designed, beautiful and high quality public realm, that provides services and open spaces that reflect current and future needs of ‘communities’ to promote health, social and cultural well-being.



Figure 7.36 Documentation and principles consulted during the design of the Scheme.

Figure 7.36 Sketch view of the Illustrative Masterplan and new town square / civic space and possible enhancements to Cricklewood Green, used for curated community events and gatherings









Adjacent Sketch view of the landscaped public realm between buildings C and D looking towards Building B



8 Summary

8.1. Located within the designated London Plan Brent Cross / Cricklewood Opportunity Area [CDE.02] and the Barnet Local Plan Brent Cross-Cricklewood Regeneration Area [CDF.06] I believe our evidence demonstrates our aims and objectives to deliver a high quality and sustainable regeneration of the Cricklewood B&Q site.

8.2. We noted the councils reason for refusal for the scheme, and their reasoning for doing so. As a design professional with over 25 years experience I refute their objections to the scheme and believe that our evidence provides a robust explanation and justification of the design led process we followed and how the resulting scheme responds to and balances local design policies and government guidance to deliver a sustainable scheme of architectural integrity.

8.3. I have explained in my evidence, how the design of both buildings and space, their scale, density and massing, are a considered response to this unique site, and how the scheme draws on the local character of the area to deliver a development that will enhance the quality of its location and its amenity and have positive benefits for the residents of Cricklewood.

8.4. Working closely with the local authority throughout the process, I believe this evidence clearly demonstrates that we adopted a design-led approach to the redevelopment, which has been thoroughly tested throughout and follows the guidance of The National Design Guides (2019) [CDE.01] planning practice; recognising the importance of this document in respect of design quality and specifically in relation to Cricklewood's local heritage assets and to deliver a scheme that responds to the character of the surrounding area,

8.5. More generally I believe our approach responded to the site-specific constraints and opportunities of the site to deliver a composition of development parcels which subject to the Maximum Development Parameters and Design Code [APP/1/B] will ensure a coherent and high quality development, that will enhance the overall character of the area and act as a marker or way finder for Cricklewood town centre and rail station

8.6. I believe the application scheme delivers the framework for the sustainable regeneration of this key brownfield site providing the delivery of highly sustainable and much needed new housing on what is indisputably an underutilised retail warehouse and car park site in an urban area, at an ideal location adjacent to a railway station.

8.7. As such the scheme has the opportunity to create up to 1,049 homes which assist in tackling the increasing strain on housing in Barnet. This is in addition to providing much needed high quality, public spaces, including a new town square and public green space at the heart of Cricklewood's town centre, which in combination will improve the vitality and viability of Cricklewood's town centre, encouraging a strong, resilient, inclusive hub with uses to compliment and stimulate the High Street.

8.8. The regeneration brought by this proposed development will create an aspirational place in Barnet for both young and older generations, families and working professionals to live in harmony. New residents will drive demand for better shops and facilities, providing a boost to the local economy that will benefit everyone in the area.

8.9. In summary we believe the proposals set out a framework to deliver a high quality development that aspires to:

8.10. Provide a new civic heart for Cricklewood, a destination and gathering place for local festivals and events, ensuring long term enjoyment by the local community, reflecting and building on Cricklewood local residents' civic aspirations and pride;

8.11. Enhance and connect to the much-loved existing Kara Way play space and Cricklewood Green, improving both quantity and quality of public open space in Cricklewood town centre;

8.12. Improve safety and security in and around the Site by promoting positive activity and passive surveillance;

8.13. Improve the setting of the Cricklewood Railway Terrace conservation area by significant uplifting to the surrounding public realm;

8.14. Establish a permeable and well-connected development, giving priority to pedestrians and cyclists by providing access routes that link into the town centre, train station and surrounding amenity spaces;

8.15. Act as a catalyst for further regeneration and unlock the potential of the surrounding area;

8.16. Improve the frontage along Cricklewood Lane, enriching the pedestrian experience towards the station and new town square;

8.17. Contribute positively to the local townscape, adding legibility to the district centre and Cricklewood station;

8.18. To ease traffic and congestion by enabling locals to take advantage of the close public transport links and cycling and walking routes; and

8.19. Guarantee the redevelopment of a pivotal brownfield site that lies within the Brent Cross and Cricklewood Opportunity Area by maximising higher-density development and relieving development pressure on green field sites.

8.20. Overall, I strongly believe that our Scheme reflects a high quality design which will deliver a strong sense of place and community for both existing and future residents of Cricklewood. It will function well and will add to the overall quality of the area. It responds to local character and improves the areas amenity, providing a safe and accessible and inclusive environment which support local facilities. Finally I believe the proposals will provide visually attractive, high quality architecture with exemplar landscaping, which will enhance the setting of its local heritage assets, whilst also responding to the identified needs for much needed affordable housing for local people.

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