

B&Q Broadway Retail Park, Cricklewood Lane

EPR Architects, 14 February 2023



Experience

Experience James Everitt

QUALIFICATION

- **Chartered Architect** with **30 years** of specialist expertise in residential design and urban regeneration
- Architects Registration Board (**ARB**) and the Royal Institute of Architects (**RIBA**) since 2001

ROLE

- Joined EPR Architects in 1995
- One of four main board directors since 2009
- Responsible for managing and directing a 300+ strong architectural practice

EXPERTISE

- Responsible for an impressive portfolio of many award-winning projects across London and the South East
- Overseeing and/or leading residential-led projects
- Detailed design and delivery of these projects

- Responsible for early phases of one of Europe's largest sustainable regeneration developments, Greenwich Millennium Village where commitment to sustainability is intrinsic to design approach.
- Industry commitments
 - Judge for the WAN Awards (Residential)
 - Speaker at a number of industry conferences and events

DESIGN PHILOSOPHY

- **Sustainable** and **high-quality** architecture that successfully **integrates into its context**
- **Place-making** in the creation of resilient and successful communities
- Process starts with a detailed **understanding of a site** and the needs of its community
- No pre-determined architectural style
- Iterative process



EPR Architects, Greenwich Millennium Village



EPR Architects, Ram Quarter, Wandsworth



EPR Architects, The Ram Quarter, Wandsworth

EPR Architects, Quayside Quarter, Southall

Experience James Everitt





300+
STAFF ACROSS
3 STUDIOS



**RANKED 11TH
IN THE AJ 100**



**70+ YEARS
EXPERIENCE**



**MULTI AWARD
WINNING PRACTICE**



AWARD WINNING PROJECTS

2022

RSBC Life Without Limits Centre, Dezeen Award;
Quayside Quarter, The Pineapples Award;
Ram Quarter, RIBA London Award;
NoMad London, RIBA London Award;
60 London Wall, BCO Awards, London
Commercial Workplace 2022 (Shortlisted);
60 London Wall, NLA Award Environmental Prize;
60 London Wall, BALI National Landscape Award

2021

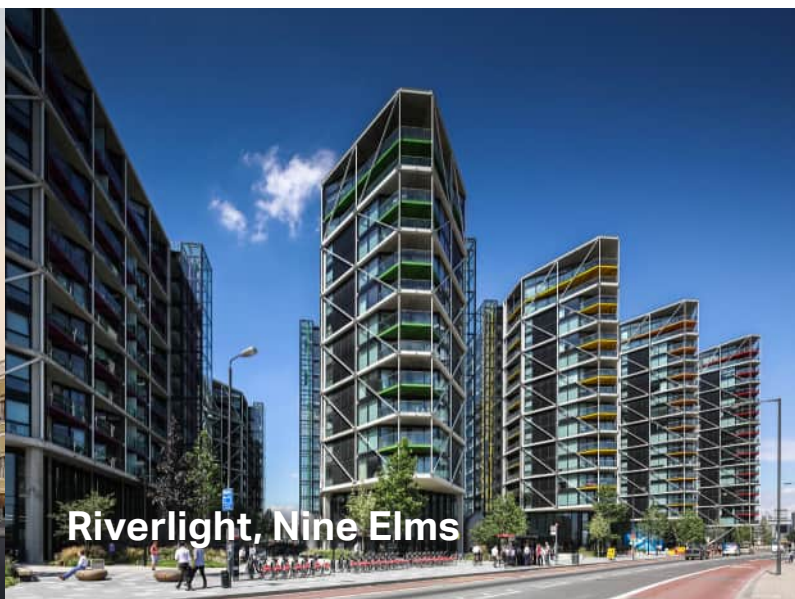
Ram Quarter, WhatHouse? Awards, Gold
Ram Quarter, British Home Awards,
Mixed-use Development of the Year 2021;
NoMad London, AHEAD Global Awards,
Best Event Space, Best Hotel Conversion;
NoMad London, AHEAD Global Ultimate Accolade, Hotel of the Year;
NoMad London, AHEAD Europe Awards, Best Event Space,
Best Hotel Conversion, Best Lobby and Public Spaces,
Best Restaurant, Hotel of the Year;
NoMad London, NLA Award, Conserving;
NoMad London, NLA Awards, Welcoming (Shortlisted)

2020

AJ Clients' Choice Award Winner
AJ100 Community Impact Award (Shortlisted)
The Forbury, Blackheath: Evening Standard Awards;
British Home Awards, Development of the Year over £10m
Hyatt Hotel at Great Scotland Yard: AHEAD Awards,
Hotel Conversion; Bar, Club & Lounge categories (shortlisted);
NLA Awards 2020, Welcoming category (shortlisted)



Experience EPR Architects (Sector Experience)



RESIDENTIAL
EXPERIENCE



Experience EPR Architects (Sector Experience)



Quayside Quarter, Southall



Conington Road, Lewisham



Ram Quarter, Wandsworth

MASTERPLANNING EXPERIENCE



Manor Road, Canning Town



Ram Quarter, Wandsworth

Experience EPR Architects (Sector Experience)



The Lewis Building, Birmingham



Osmo, Nine Elms Park



60 London Wall, City of London



100 Cheapside, City of London

OFFICE
EXPERIENCE



King's House, Manchester



24 Savile Row, Mayfair



Imagination Technologies, Kings Langley

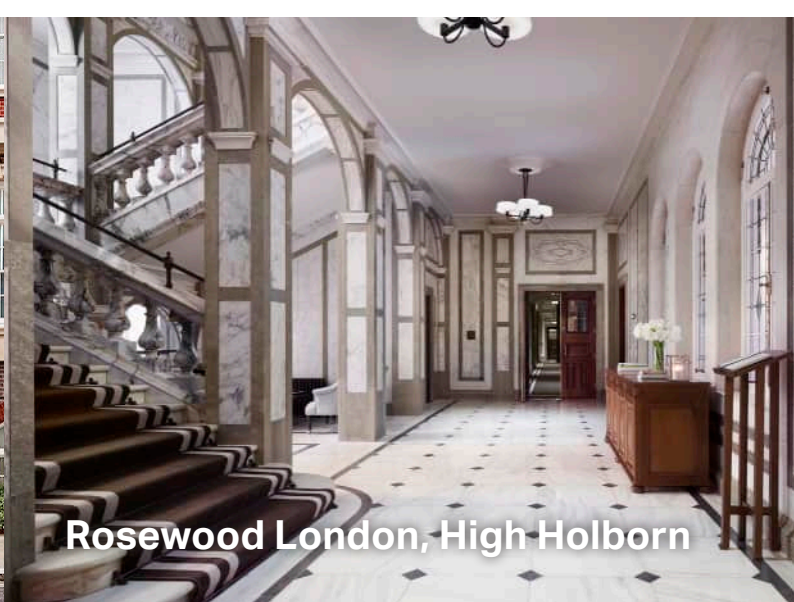
Experience EPR Architects (Sector Experience)



The Ned, City of London



Great Scotland Yard Hotel, Whitehall



Rosewood London, High Holborn

HOTEL
EXPERIENCE



Kimpton Fitzroy, Russell Square

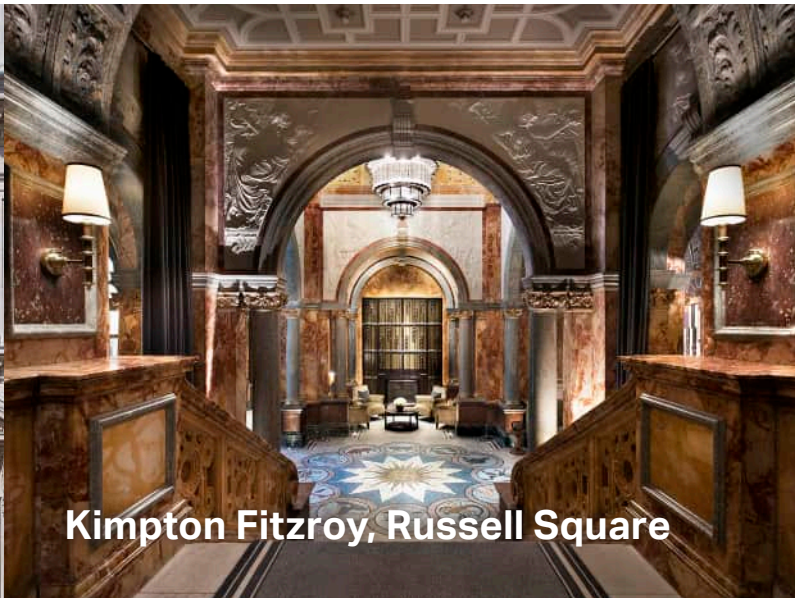


NoMad London, Covent Garden

Experience EPR Architects (Sector Experience)



NoMad London, Covent Garden



Kimpton Fitzroy, Russell Square

HERITAGE EXPERIENCE



The OWO, Whitehall



No. 1 Grosvenor Square, Mayfair



St James House, St James



Ram Quarter, Wandsworth



Coworth Park, Berkshire

RAM QUARTER WANDSWORTH

- Public realm
- Opening up of routes and permeability
- Setting of heritage assets
- Regeneration brownfield site

A 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.

Client: Minerva PLC + Delancey
Services: Architecture + Masterplanning
Size: 713 apartments
10,271m² retail space
552m² heritage centre and micro-brewery
BREEAM 2008: Very Good



Experience EPR Architects (Relevant Projects)



Experience EPR Architects (Relevant Projects)





KING'S ROAD PARK FULHAM

- Optimisation of brownfield site
- High density housing
- Landscape led masterplan
- Biodiverse public realm
- Adjacent to conservation area (Imperial Square)
- Grade II* Listed Heritage Asset
- Masterplan establishes its own identity

King's Road Park is a 17.35-acre regeneration scheme in Fulham comprising 24 building plots. The scheme provides 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.

EPR is also the interior designer for the scheme's 2,000m² residents' facilities. This includes a lounge, courtyard garden, spa, naturally lit swimming pool, gym, private dining, games room and golf simulator.

Client: St William Homes
Size: 345 apartments
2,000m² residents' facilities
Services: Architecture + Interior Design



- High density housing facilitates extensive landscaped public realm
- Building form

Experience EPR Architects (Relevant Projects)





QUAYSIDE QUARTER SOUTHALL, EALING

- Optimisation of a brownfield site
- Provision of extensive green landscape enhances biodiversity

EPR was commissioned to develop a masterplan for the former Honey Monster cereal factory site in Southall, providing in excess of 28,000m² of industrial-focused creative employment space and 1,997 new homes. Within this role EPR led and coordinated a multidisciplinary design team including Levitt Bernstein, AHR and PRS.

Client: Galliard Homes
Size: 1,997 apartments
28,000m² employment space
Services: Architecture + Masterplanning

Experience EPR Architects (Relevant Projects)



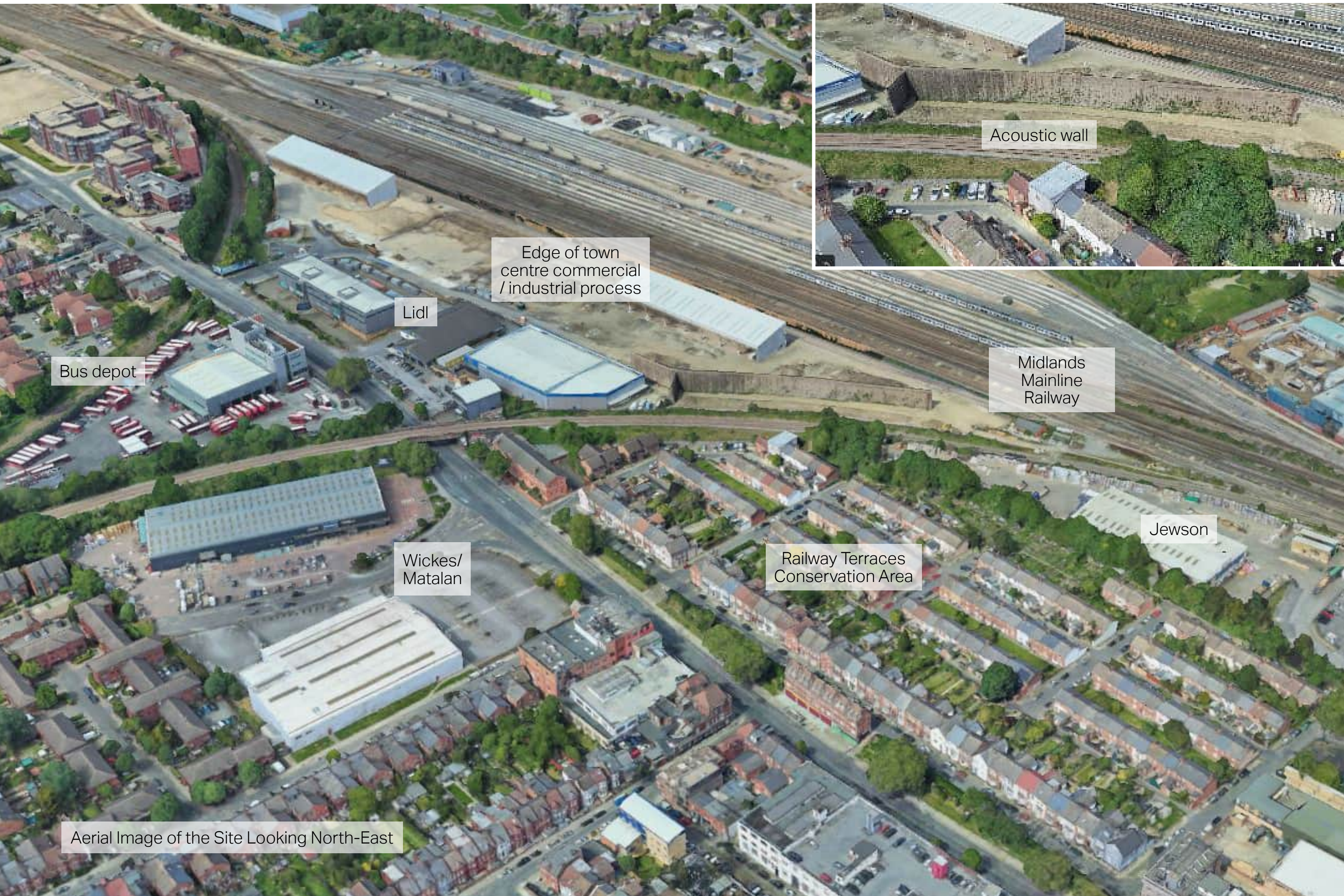
- Opening up of new pedestrian/cycle routes
- Coordinated variety of architectural aesthetic with shared DNA
- Building organisation and hierarchy

The Site



- Underutilised Brownfield site - a surplus retail and carpark adjacent to station
- A gateway from the station
- Poor quality public realm with limited natural surveillance
- Site represents most important opportunity for regeneration

The Site Mixed architectural setting (Town centre commercial)



Edge of town centre commercial / industrial process

Lidl

Bus depot

Acoustic wall

Midlands Mainline Railway

Wickes/ Matalan

Railway Terraces Conservation Area

Jewson

Aerial Image of the Site Looking North-East

The Site Existing character



Cricklewood Lane B&Q and Cricklewood Green



Cricklewood Lane B&Q Car Park Entrance/Exit

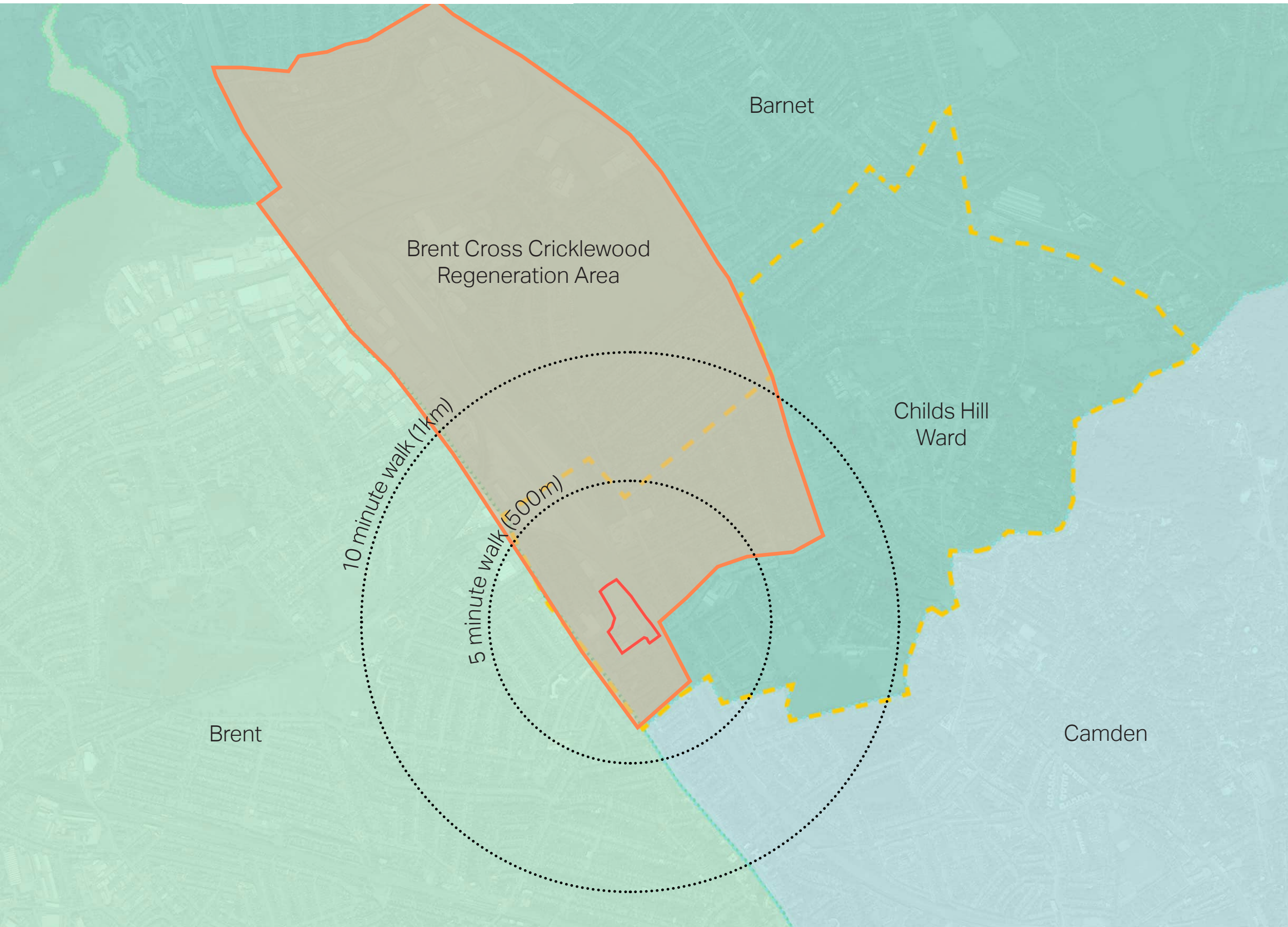


Cricklewood Lane B&Q and Cricklewood Green



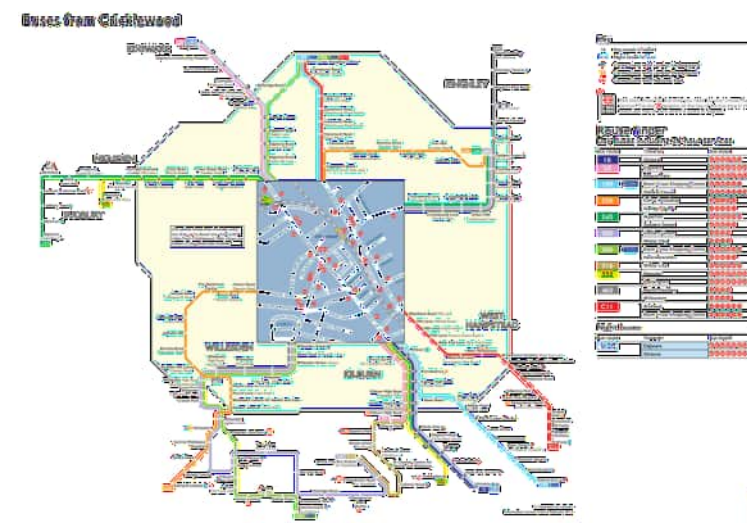
Depot Approach B&Q Car Park

- Retail shopping development from the late 80s
- Poor quality public realm with limited natural surveillance - antisocial behaviour
- Makes no contribution to the local townscape or the setting of the Conservation Area (character/quality)



- Cricklewood designated District Centre in the London Plan
- Identified for high residential growth within the London Plan
- Sits within the Brent Cross / Cricklewood Opportunity and Regeneration Area
- EBLP Site allocation No.8 - Broadway Retail Park (c.1007 homes)

The Site Transport connectivity



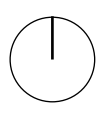
Bus routes servicing the area

16, 32, 189, 226, 245, 260, 266, 316, 332, 460, C1, N16

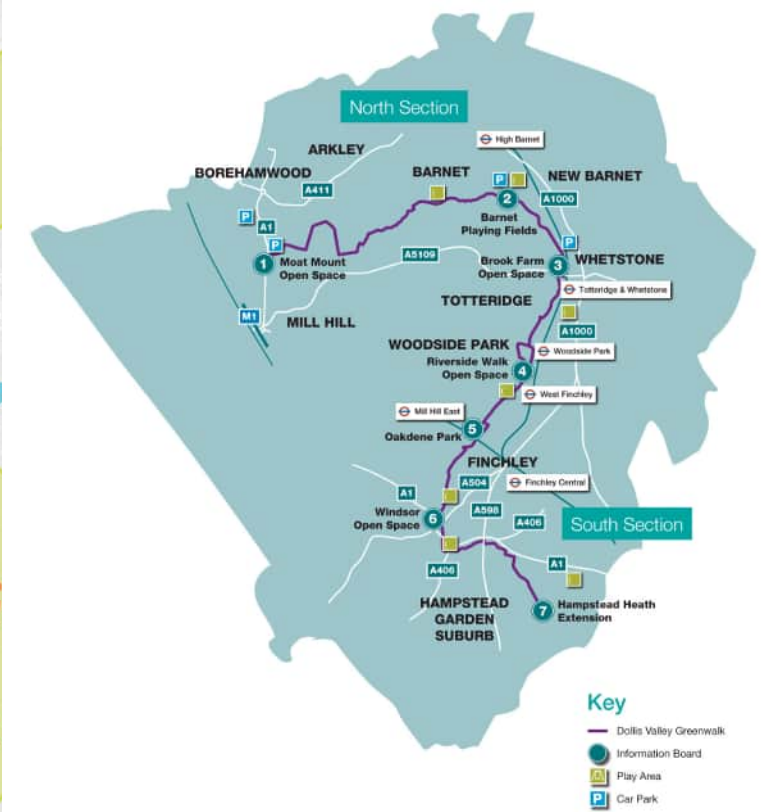
- Site
- Motorway
- A-Road
- Thameslink Railway
- Northern Line
- Jubilee Line
- London Overground
- Proposed West London Orbital

- Highly Accessible site - Current PTAL 4-5
- Thameslink - Farringdon in 16 minutes
- Luton Airport in 35 minutes

- Willesden Green (Jubilee line) 12-15 minutes walk
 - Baker Street in 11 minutes
 - Westminster in 17 minutes



The Site Green infrastructure



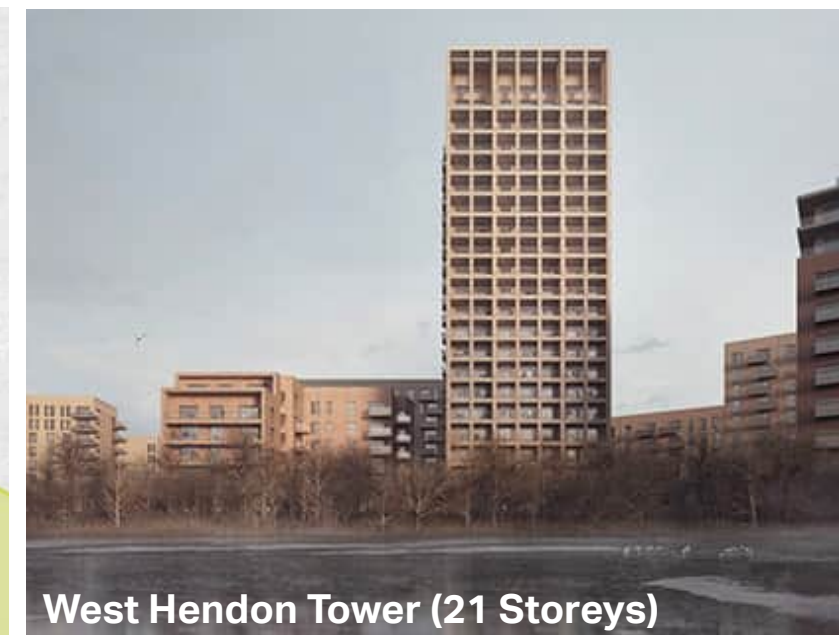
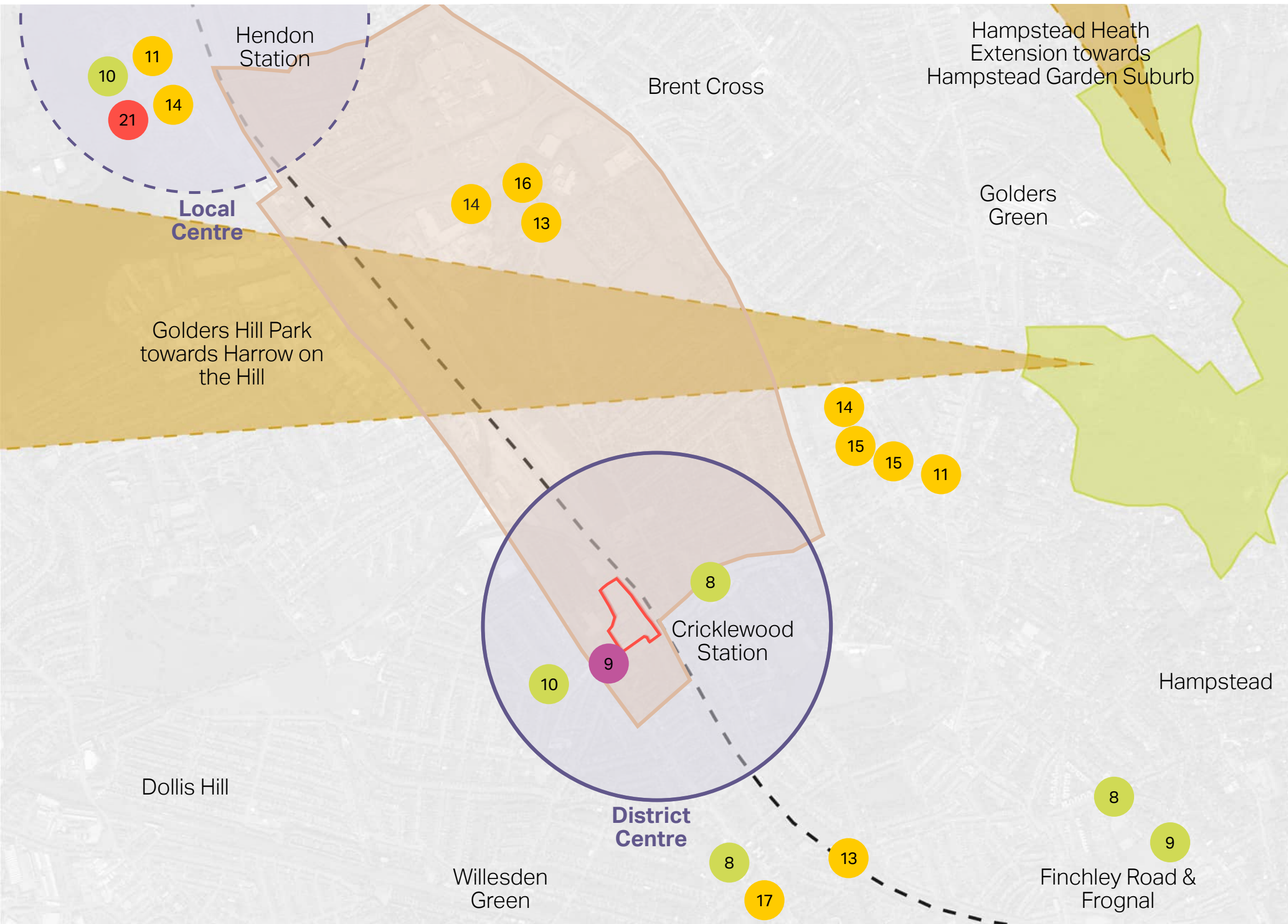
Map of Existing Dollis Valley Green Walk

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

- Current lack of open space in Cricklewood identified
- Site to play a stronger role in connecting green infrastructure



The Site Tall buildings

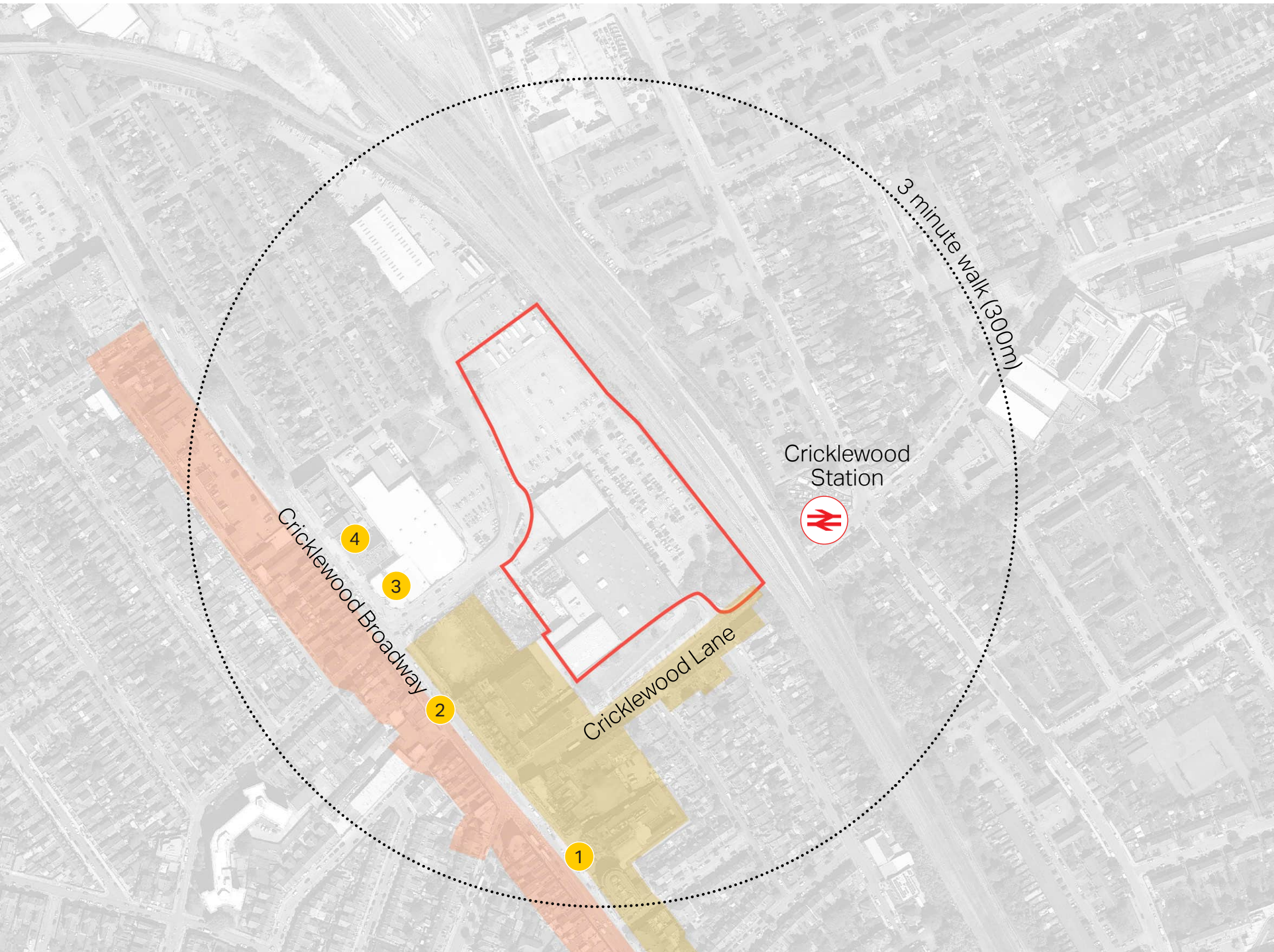


- Site
- Locally Important Views
- Emerging Context Storey Height
- Existing Context Storey Height
- Thameslink Railway
- Brent Cross - Cricklewood Regeneration Area

- EBLP identifies Cricklewood Growth Area (CD054)
- Status as an Opportunity and Growth Area means that very tall buildings are acceptable, subject to design
- Does not compromise locally important views nor sit within London View Management Framework strategic view



The Site Cricklewood town centre



- Site
- Barnet - Cricklewood town centre
- Brent - Cricklewood town centre

- Site is edge of town centre
- Varied architectural character
- Opportunity to reinforce the link between the Station and Broadway

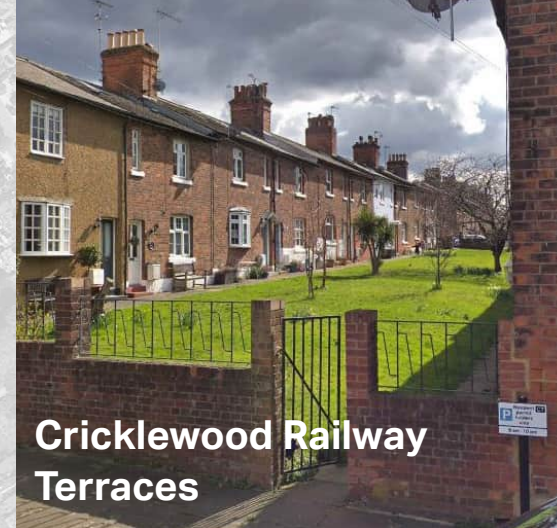
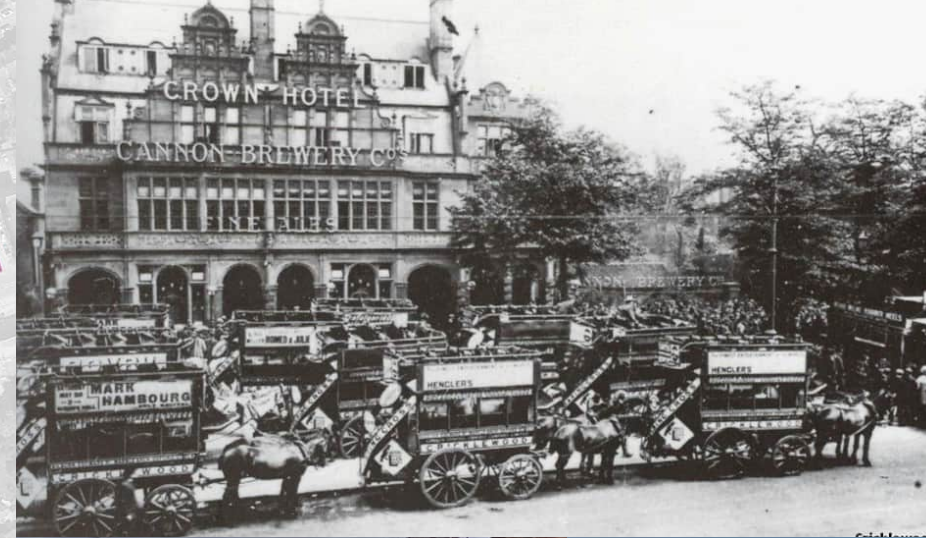
- Repair the frontage to Cricklewood Lane
- Natural extension of the Cricklewood town centre
- Intuitive location for a meaningful piece of public realm



The Site Heritage



3 Lamp standards and Crown Public House



- Local heritage assets form a key consideration in the design development
- Not located within a conservation area
- No listed buildings or structures
- Sits north of the Mapesbury Conservation Area



The Site Movement and access



- Bus Stop
- Site
- Primary routes
- Secondary routes
- - Thameslink railway
- - Proposed West London Orbital Rail
- - Existing route through carpark
- ▶ Existing entrances to site

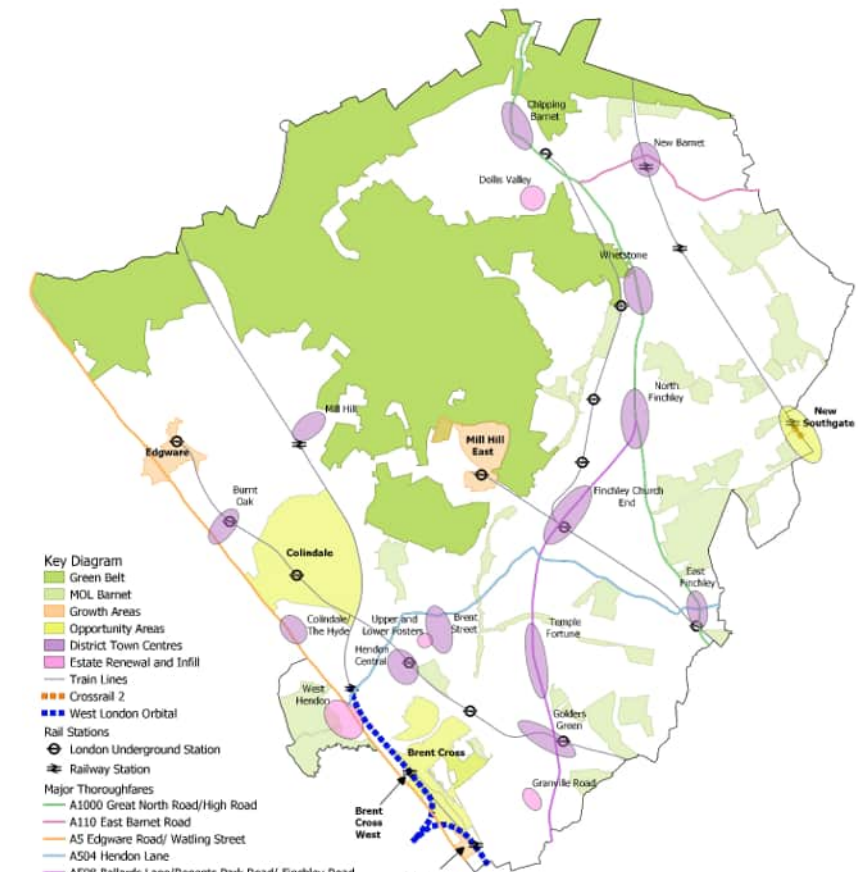
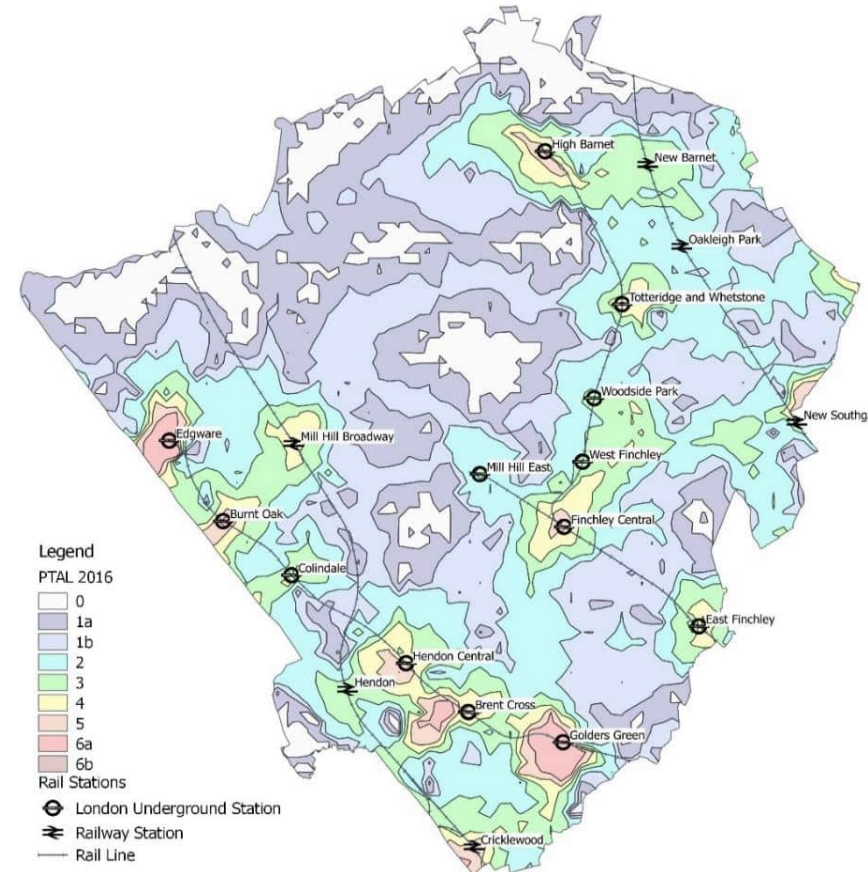
- Island site
- Current retail uses generate approx. 4600 trips per day
- Rat run has negative impact on Cricklewood Lane congestion
- Opportunity to improve pedestrian and cycle permeability through the site



The Site Summary

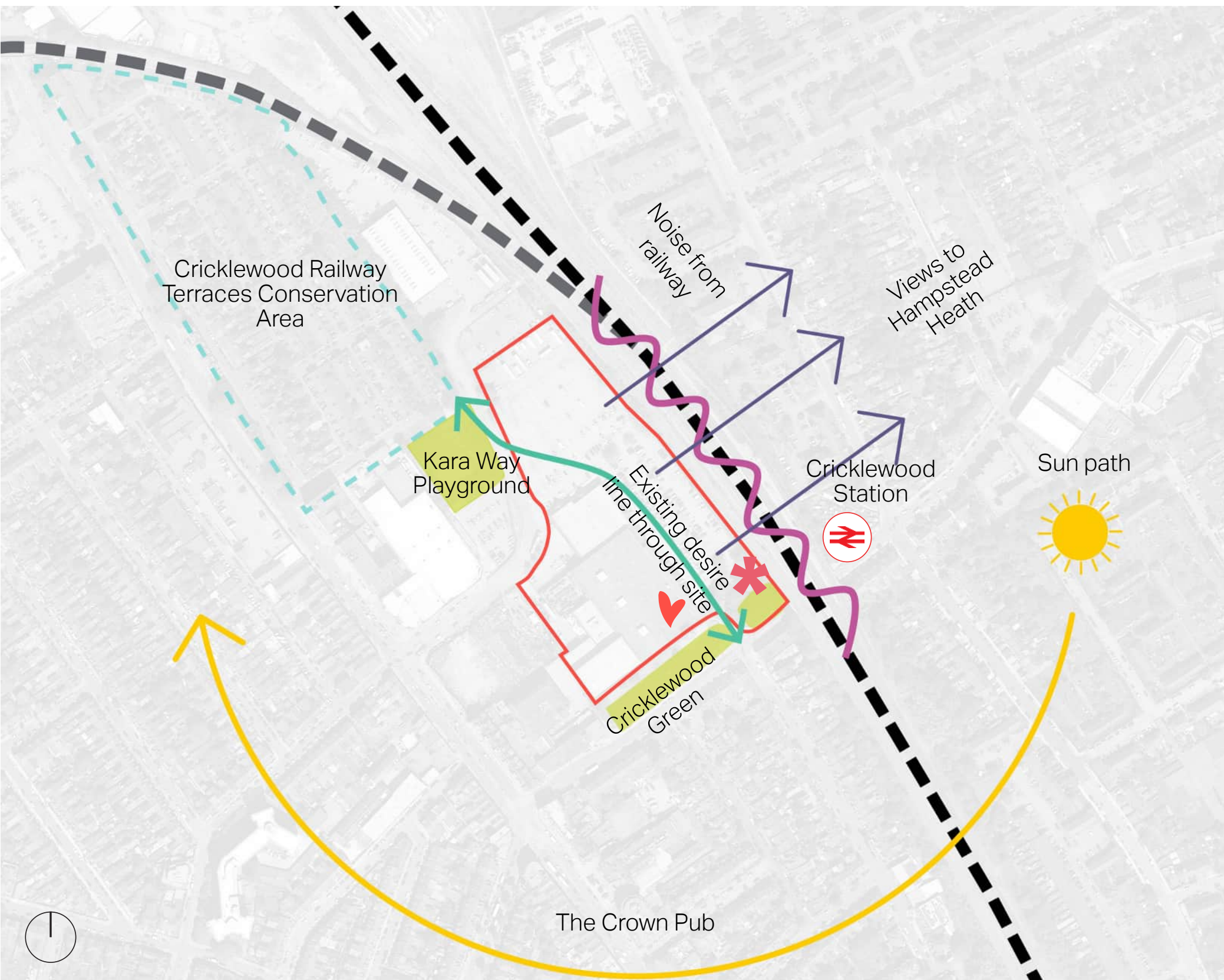
To illustrate the exceptional nature of the B&Q site for plan led intensification within the Borough, extracts from Barnet's strategic diagrams and maps are shown below which form part of the Development Plan

Designated as Green Belt	✗
Designated as Metropolitan Open Land	✗
Designated within the Brent Cross/Cricklewood Opportunity Area (1 of 2 OAs in Barnet)	✓
Designated within the Cricklewood Growth Area	✓
Located adjacent to the Brent Cross and Brent Cross West Growth Areas – 'Growth Cluster'	✓
Previously development/brownfield land	✓
A highly sustainable edge of Town Centre (District Centre) location	✓
PTAL 4/5 location	✓
Located less than 800m from national rail station (Cricklewood Station– c.150m)	✓
Identified within the West London Orbital area	✓
A5 Edgware Road/Watling Street Growth Corridor (Barnet and London Plan)	✓
Allocated for residential-led development (Site No.8) within the emerging Barnet Local Plan	✓



Brief

Brief Opportunities and Constraints



- Highly sustainable brownfield site located adjacent to Cricklewood Railway station
- Represents an opportunity to comprehensively regenerate a tired and underutilised site in line with Government objectives boosting the supply of homes

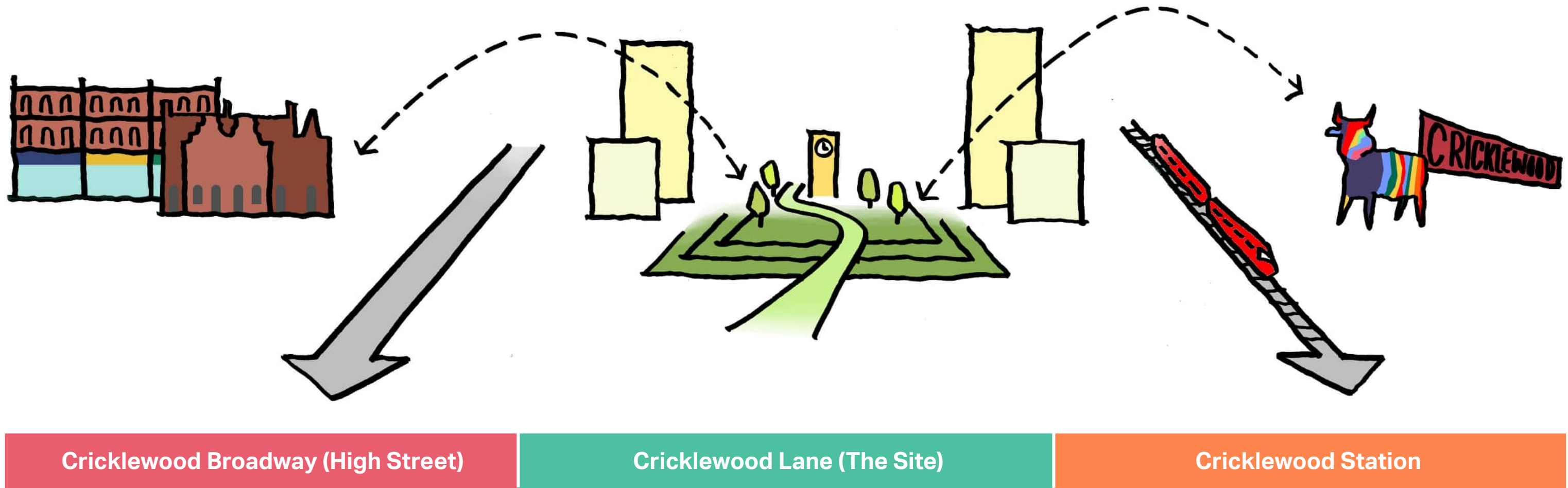
Opportunities

- Extend and enhance Cricklewood Green (Asset of Community Value)
- Provide community focal point
- Support and complement local economy
- Health and welfare benefits linked to improved public realm and biodiversity
- Positive social interaction
- Improve pedestrian/cycle connectivity
- Enhance setting of the Conservation Area
- Improving the safety of local residents
- High quality buildings and landscape

Constraints

- Proximity to the railway
- Site access relying on Depot Approach
- Visual impact on setting of Cricklewood Railway Terraces Conservation Area and the Crown Pub

Brief Our key objectives



Our brief was to design a high quality residential led mixed-use scheme that optimises the site's opportunities

Create a sustainable, coherent and well-connected development that will;

- Provide 35% affordable homes to attract young families and working professionals;
- Provide a new town square to improve the vibrancy of town centre;
- Repairing Cricklewood Lane frontage;
- Act as catalyst for wider regeneration of Cricklewood; and
- Provide new 'green' public space as well as improving the locally loved Cricklewood Green;

Brief Placemaking vision



Alistair Lambert
Cricklewood Cow



Alistair Lambert / Rural
Cricklewood



2012 Spacemakers/Mobile
Town Hall

Active town centre Team



Cricklewood Green
Market Stalls



2012 Gort Scott
Spacemakers



Kevin Vincenzo Keating
Swan Hill



Kevin Vincenzo Keating
Cricklewood Local Artist

- Reinforce the existing sense of Cricklewood community
- Deliver an aspirational neighbourhood that will benefit new and existing communities

- Provide a focal point around which the community can gather and continue to celebrate civic pride

Brief Placemaking vision



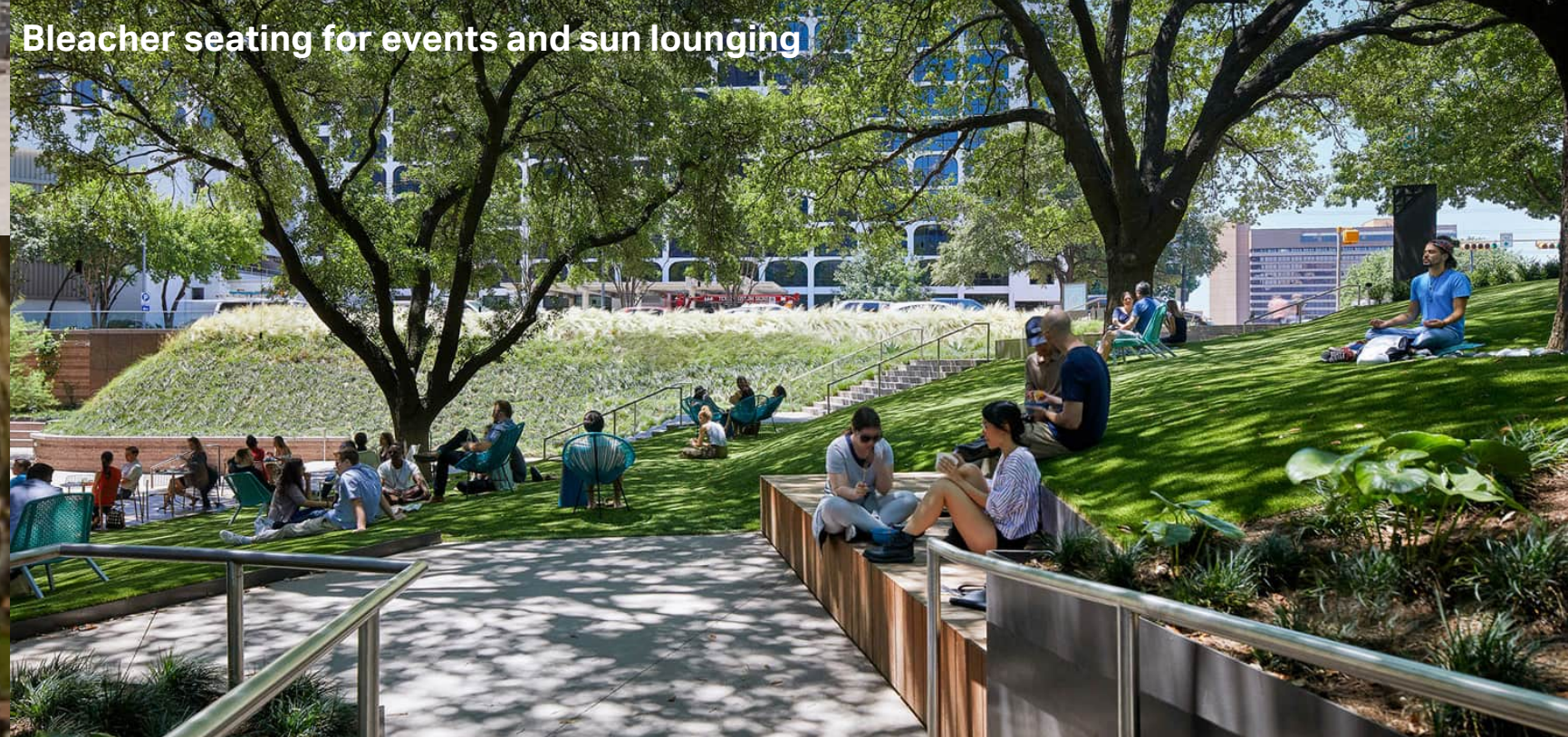
Arboretum of specimen trees



Levelled terraces



Flexible space for community events



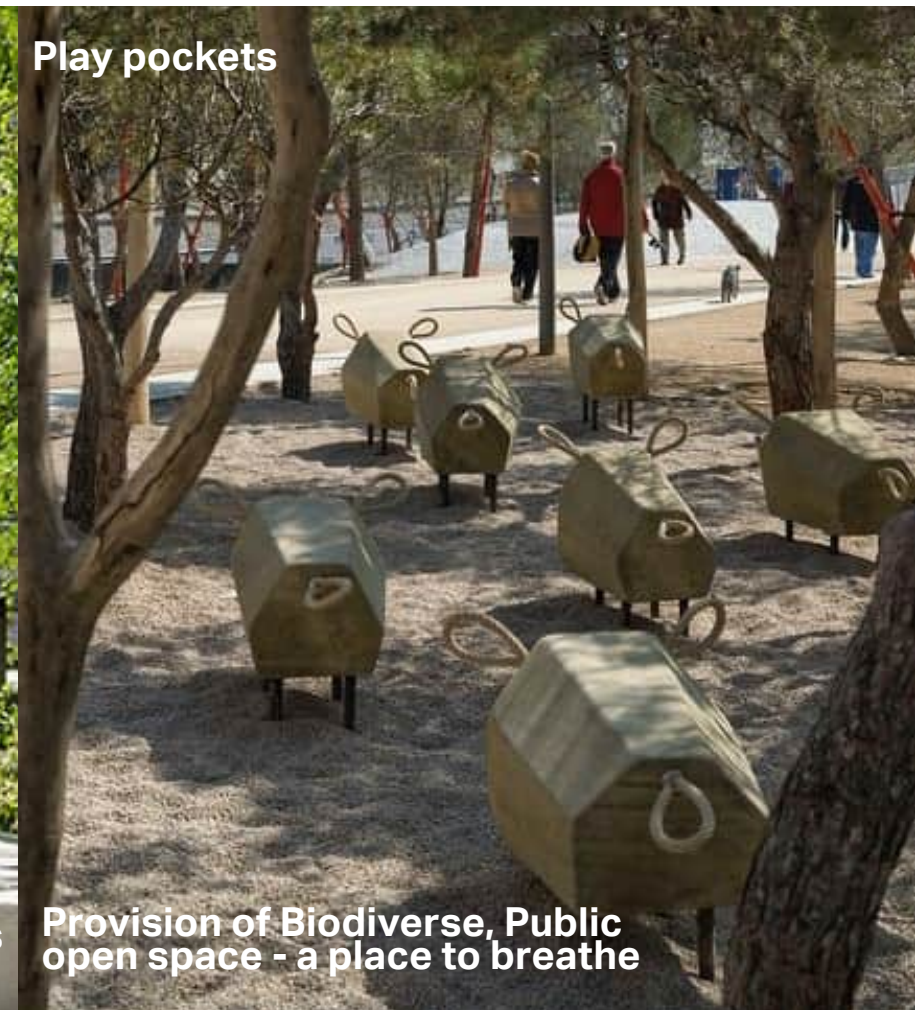
Bleacher seating for events and sun lounging



Multi-functional lawn

- Uses and spaces that reflect the needs of the community and promote social and cultural wellbeing
- Incorporate a central public space that supports various community uses

Brief Placemaking vision



- Extensive public open green space promoting biodiversity, health and well-being of the community
- Enhance play space
- Creation of distinctive and varied green spaces

- Provide spaces for people to sit, rest and socialise
- An asset that can be enjoyed by residents, neighbours and visitors
- Promote sustainable urban drainage strategy

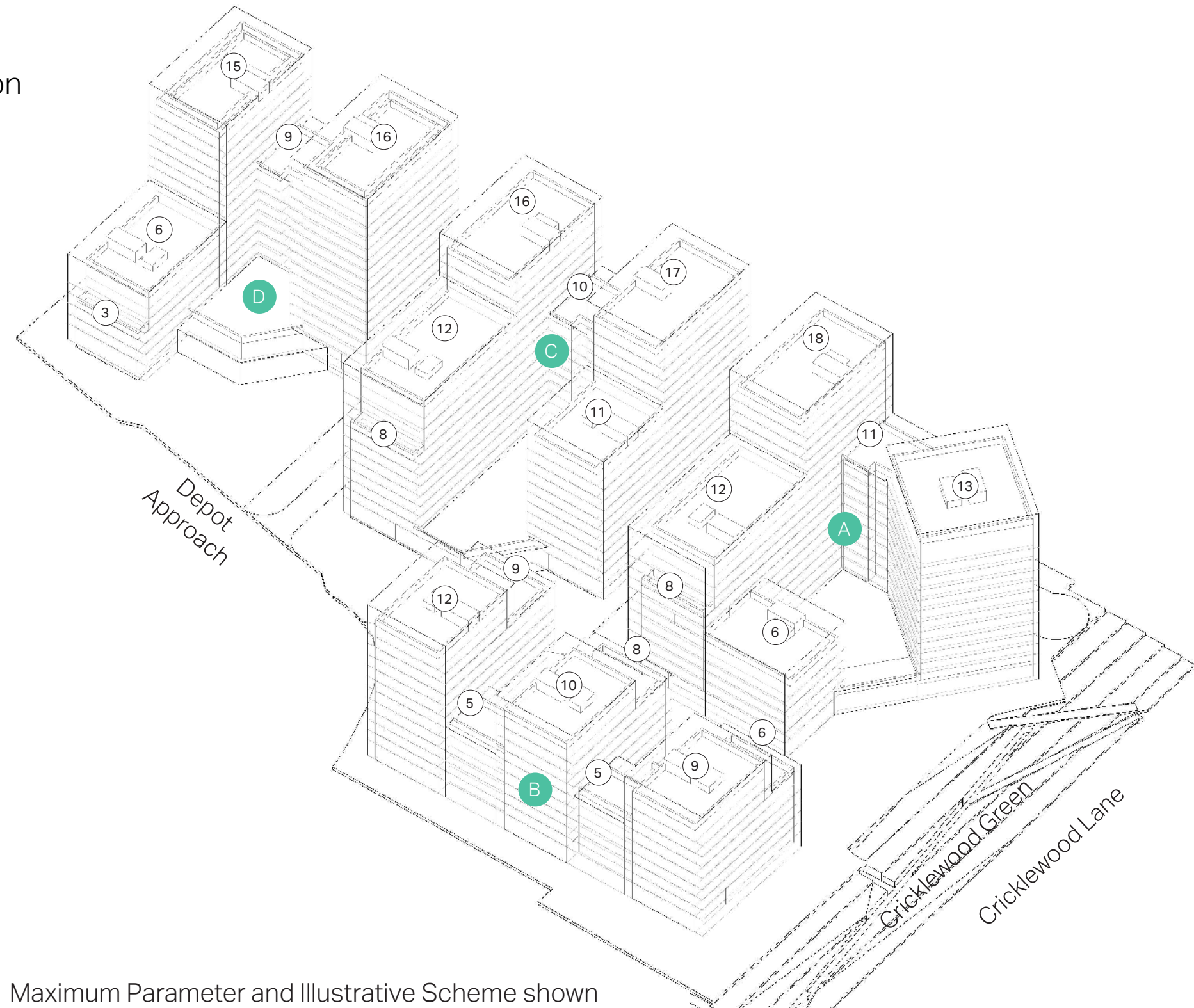
Application Scheme

The Application Scheme

- Seeking approval for the parameter plans in conjunction with the Design Code, delivering a maximum of 1,049 new homes

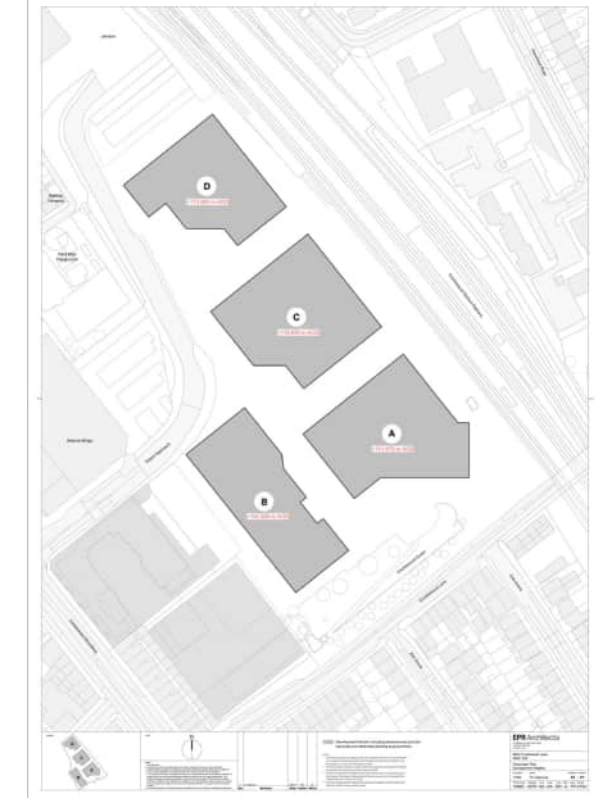
Future Reserved Matters Applications

- The illustrative scheme provides an example of the possible future detail design of the buildings that will come forward on the site
- This application does not seek consent for the illustrative scheme - the detail design of each of the buildings will be developed as part of future Reserved Matters Applications
- RMAs will need to demonstrate compliance with the Design Code and under go consultation by a Design Review Panel prior to approval



Maximum Parameter and Illustrative Scheme shown

Application Scheme Submitted information for approval



- Location Plan
- Parameter Plan - Demolition
- Parameter Plan - Development Parcels
- Parameter Plan – Key Points of Access and Circulation
- Parameter Plan – Development Heights

- Parameter Plan – Phasing Plan
- Parameter Plan - Cricklewood Green
- Parameter Plan - Ground Floor Use
- Revised Building Plot Heights Diagram
- Design Code



- Using the parameter plans and design code we have notional developed an illustrative scheme to reflect one example of how future RMAs might come forward on the site

Original Scheme - Consultation and design evolution

(April 2019 - July 2020)

Original Scheme - Consultation and design evolution Pre-application process

Design development undertaken in dialogue with extended members of Barnets Planning and Development team

Public Engagement

Communication

- A project website (www.bandqcricklewood.co.uk).
- dedicated consultation email address and phone number
- One-to-one meetings were held with local resident and community groups:
- 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

Site ward councillors were regularly engaged with via email and one-to-one meetings.

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.

Project update newsletter including a summary of feedback from the drop-in public consultation was emailed to ward councillors, key community groups and residents.

2019

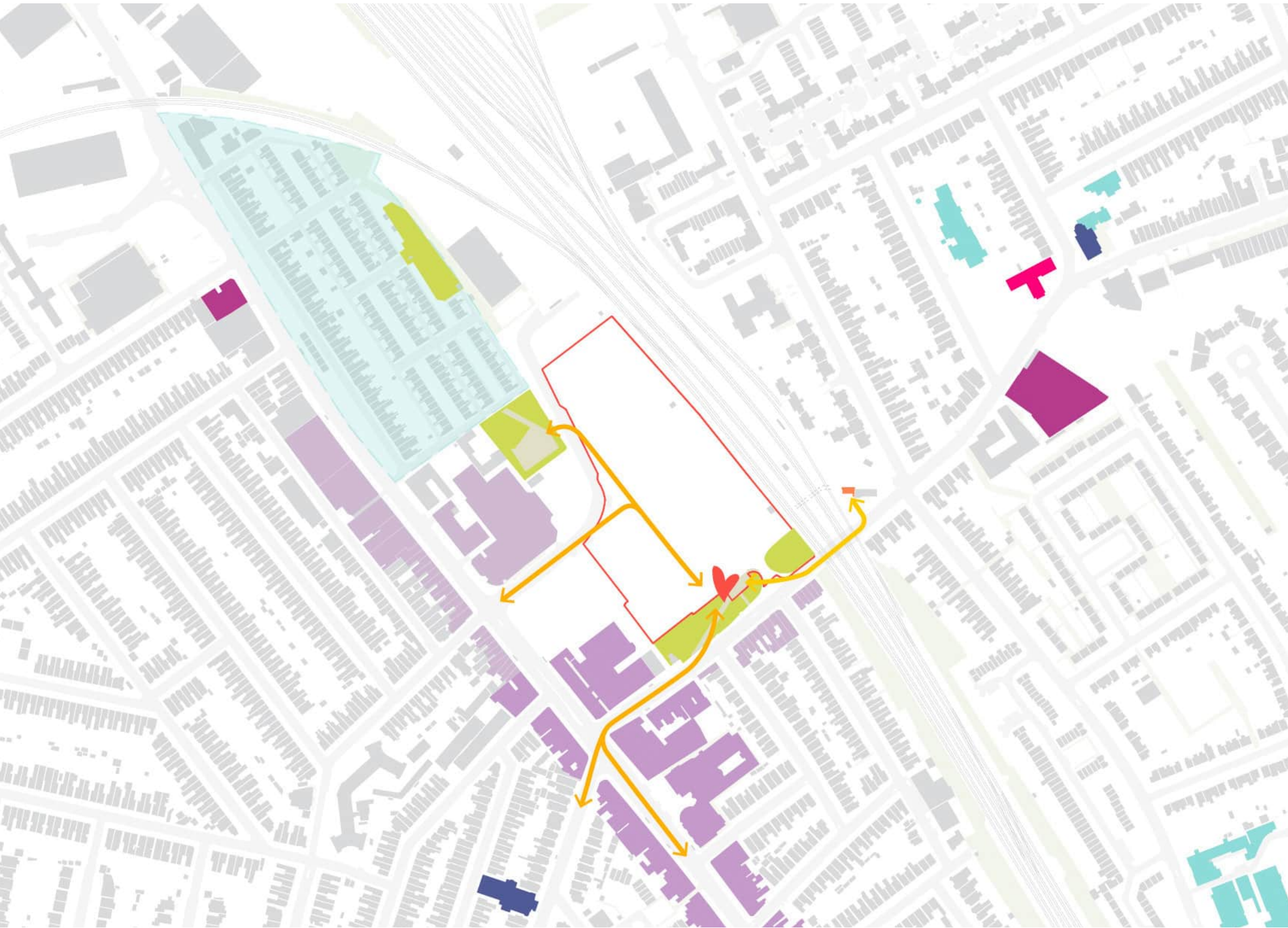
- 24 May 2019 Pre-application Workshop 01
- 25 June 2019 Pre-application Workshop 02
- 16 August 2019 Pre-application Workshop 03
- 18 September 2019 Members' Briefing
- 27 September 2019 Pre-application Workshop 04
- 3 October 2019 Meeting with The Railway Terraces Residents' Community Association
- 11 November 2019 Meeting with Cricklewood Business Association
- 14 November 2019 GLA Presentation

2020

- 12 December 2019 PPA Meeting
- 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, Cllr Anne Clarke, Cllr Lia Colacicco and Cllr Arjun Mittra on behalf of the GLA, Assembly Member for Camden and Barnet.
- 31 July 2020 Outline Planning Application Submission



Original Scheme - Consultation and design evolution Masterplan Strategies

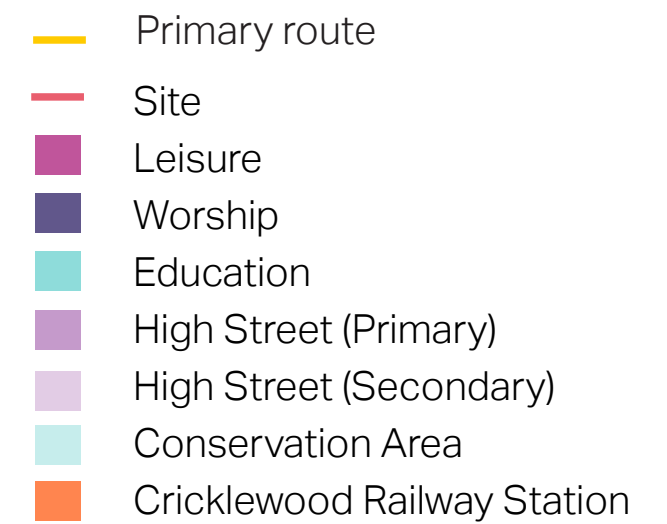


- Site
- Leisure
- Worship
- Education
- High Street (Primary)
- High Street (Secondary)
- Conservation Area
- Cricklewood Railway Station

- Provision of a civic space linked to Cricklewood Green amplifying its benefit
- Improving pedestrian and cycle connectivity
- Bringing the station 'closer' to the town centre



Original Scheme - Consultation and design evolution Masterplan Strategies



- Identifying development plots around key routes
- Ensuring that any scheme brought forward does not impair wider development of the town centre



Original Scheme - Consultation and design evolution Masterplan Strategies



- Primary route
- Secondary Route
- Site
- Leisure
- Worship
- Education
- High Street (Primary)
- High Street (Secondary)
- Conservation Area

- Further refinement of permeability of plots and routes



Original Scheme - Consultation and design evolution Masterplan Strategies



- Primary route
- Site
- Future Routes
- Leisure
- Worship
- Education
- High Street (Primary)
- High Street (Secondary)
- Conservation Area
- Cricklewood Railway Station
- Private Green Amenity
- Height on the Railway Boundary

- Interaction of green corridors and podiums, private and public spaces
- Allocation of height along railway



Original Scheme - Consultation and design evolution Pre-application process

Pre-application Workshop 01

24 May 2019

Workshop agenda

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

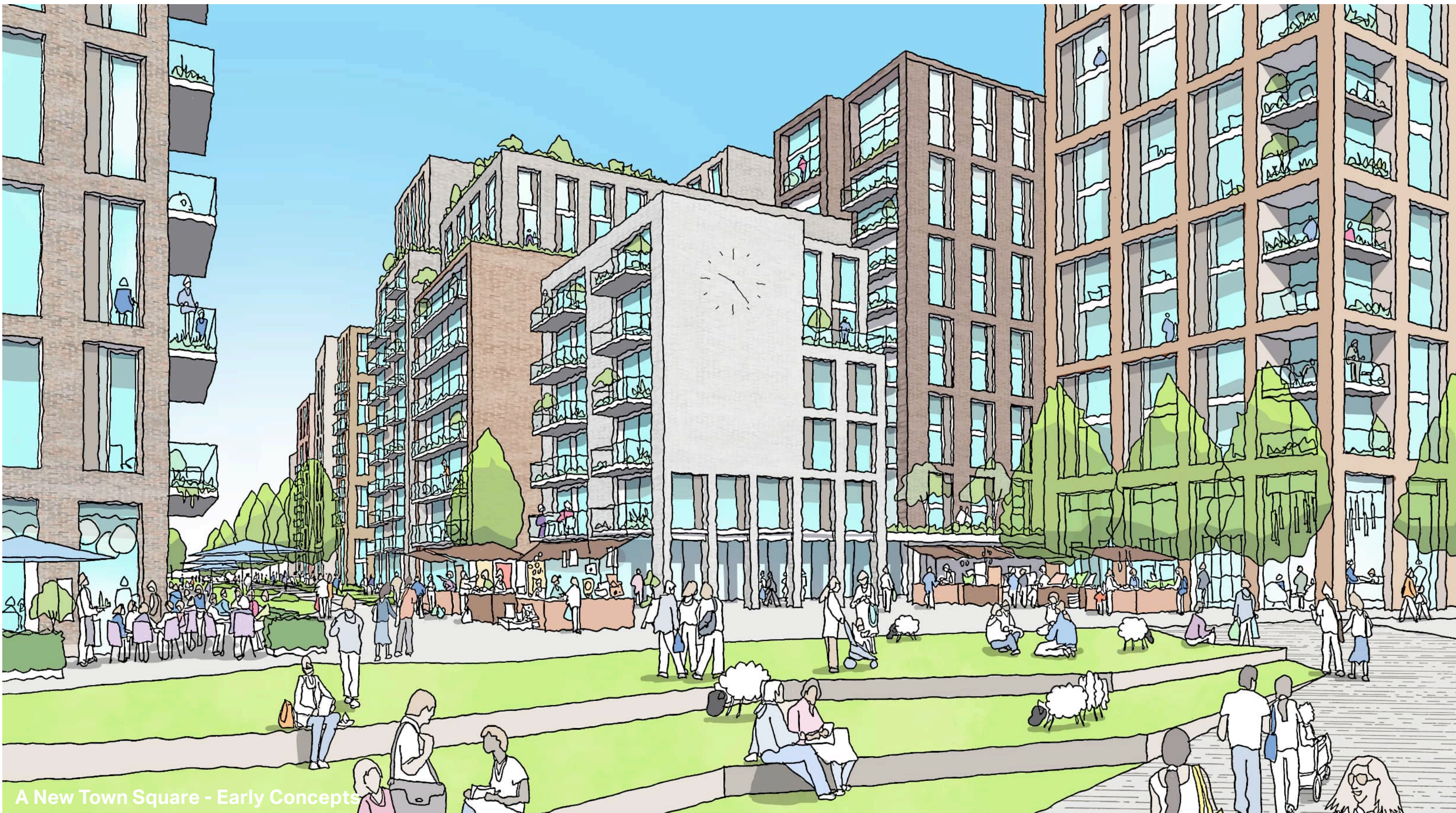
Key outcomes

- Creating a sense of arrival is key to the pedestrian experience to and from the train station
- Stepping down of height welcomed
- Explore alternative locations for height
- Demonstration of appropriate scale of public open green spaces and town square to gain a better understanding of scale

LBB Attendees

LBB Principal Planner & Project Manager; LBB Head of Strategic Planning; LBB Principal Urban Design Officer; LBB Principal Transport and Highways Officer; LBB Principal Planning Policy Officer





A New Town Square - Early Concepts

- Unique opportunity to provide a new centrally located public space
- A vibrant focal point for the community
- Height and clustering of buildings signifying the site's location adjacent to the station



A Green Route and Amenity Space

- Landscape led scheme - provide a green lung in the town centre
- Improve the setting and approach to the Conservation Area
- Passive surveillance / mitigate anti-social behaviour and improved safety for pedestrians etc.

Original Scheme - Consultation and design evolution Pre-application process

Pre-application Workshop 02

24 June 2019

Following a site visit with LBB on the 18th of June 2019 to assess key views

Workshop agenda

- Height strategies
- Landscape vision and concept

Key outcomes

- LBB expressed aspirations for a green space on the Site adjacent to and supporting Kara Way playground;
- LBB feedback regarding landscape vision and concept was very positive, LBB feel that it will provide a high-quality space; and
- Landscape led approach to the masterplan is a strong basis for moving forward

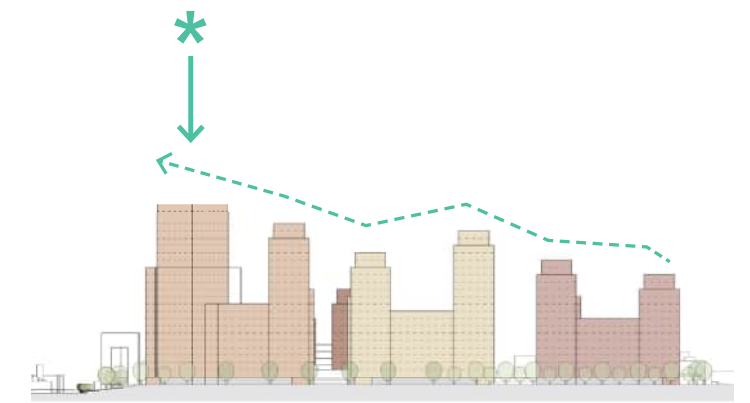
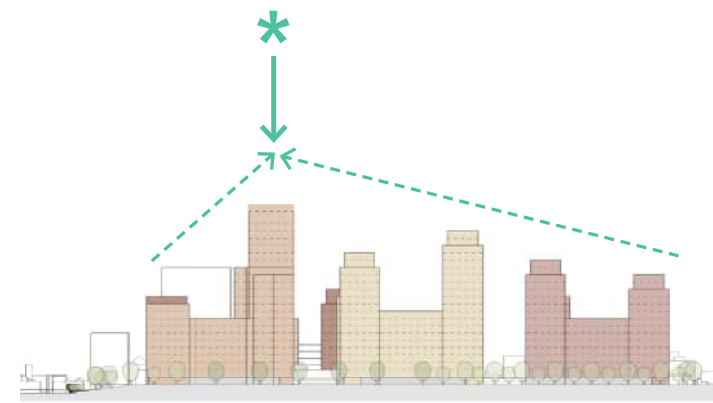
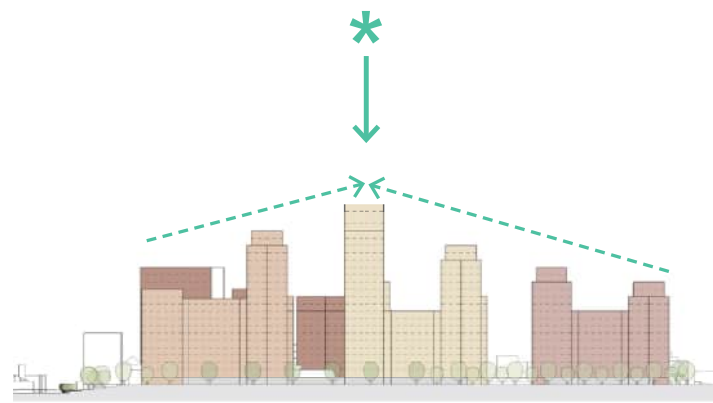
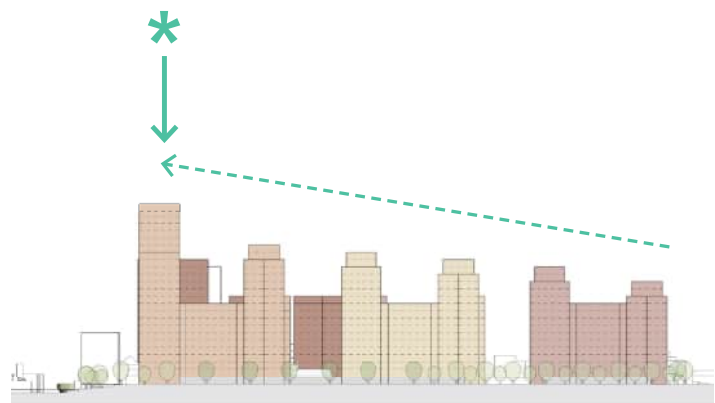
LBB Attendees

LBB Principal Planner & Project Manager



Original Scheme - Consultation and design evolution Pre-application process

Height Strategy



Massing 1 Height along Cricklewood Lane

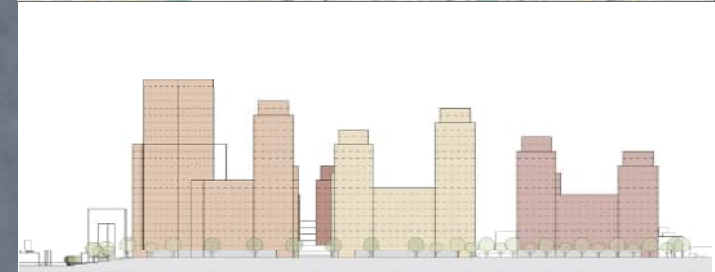
Massing 2 Central height along railway

Massing 3 Central height inset from Cricklewood Lane

Massing 4 Marker building - variation in height across site

Original Scheme - Consultation and design evolution Pre-application process

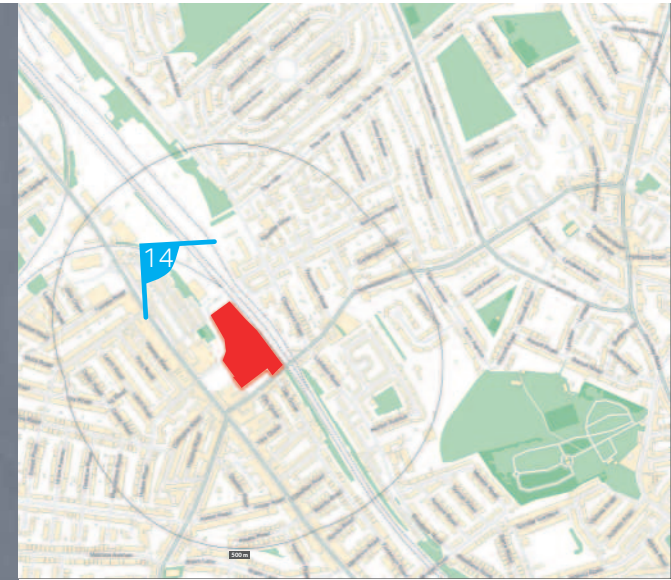
Height Strategy - View 8 Elm Grove Vu-City studies



- Use of accurate townscape study tool Vu-City to assess massing options and height placement from agreed views in collaboration with Townscape Consultants Montagu Evans
- Physical models used in parallel to aid discussion and understanding

Original Scheme - Consultation and design evolution Pre-application process

Height Strategy - View 14 Railway Terraces Vu-City studies



Original Scheme - Consultation and design evolution Pre-application process



Central playable lawn with loungers on sunny areas

Wayfinding trees

Playable routes

Private terraces

Arboretum of specimen trees with sculptural play element and movable seating

Bleacher seating for events and sun lounging

Tree screen with mosaic of understorey habitats

Car parking/services/refuse access (Flush kerbs with consistent paving across)

Multi-species tree groves

Seating and play pods

Flexible space for community events

Existing trees retained where possible

Stepped access on main path

Step-free path

Existing footpath retained



Original Scheme - Consultation and design evolution Pre-application process

Pre-application Workshop 03

16 August 2019

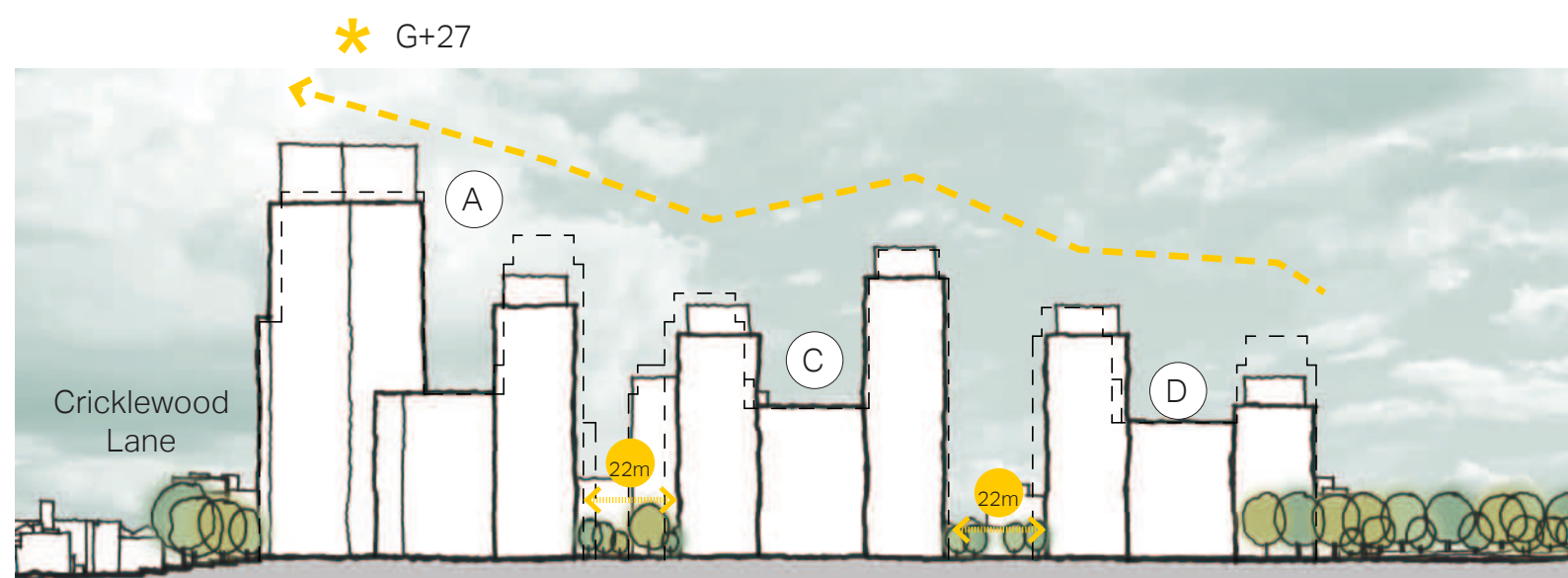
- Building D footprint reduced to increase public realm
- Building footprints reduced to ensure minimum separation distances of 21m improving levels of daylight/sunlight
- Heights reduced across the Site, particularly towards the north
- Slight increase in height explored at Building A1 as suggested by LBB
- Massing tested in Vu-City

Key outcomes

- Re-orientation of Building A1 supported
- LBB Agreed 25 storeys was the appropriate balance of height
- LBB recommended a consolidated area of green space be explored adjacent to Kara Way Playground
- LBB raised issues with anti-social behaviour near to Kara Way play area - a key concern for residents in the Railway Terraces

LBB Attendees

LBB Principal Planner & Project Manager; LBB Head of Strategic Planning; LBB Principal Urban Design Officer



Original Scheme - Consultation and design evolution Pre-application process

Pre-application Workshop 04

27th September 2019

The Proposed Development presented incorporated:

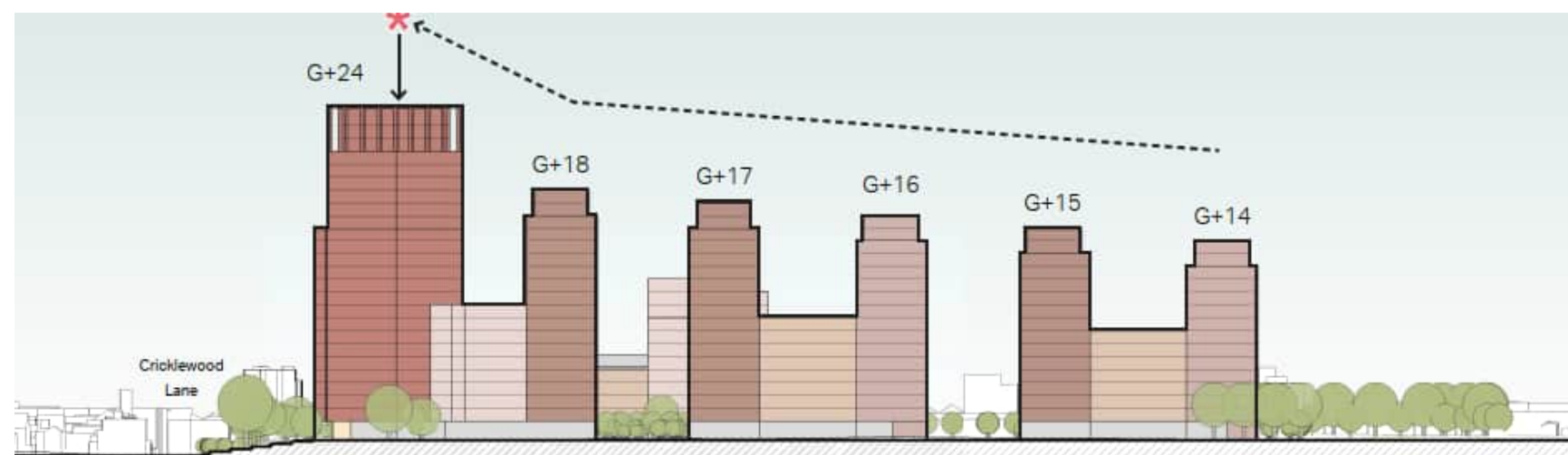
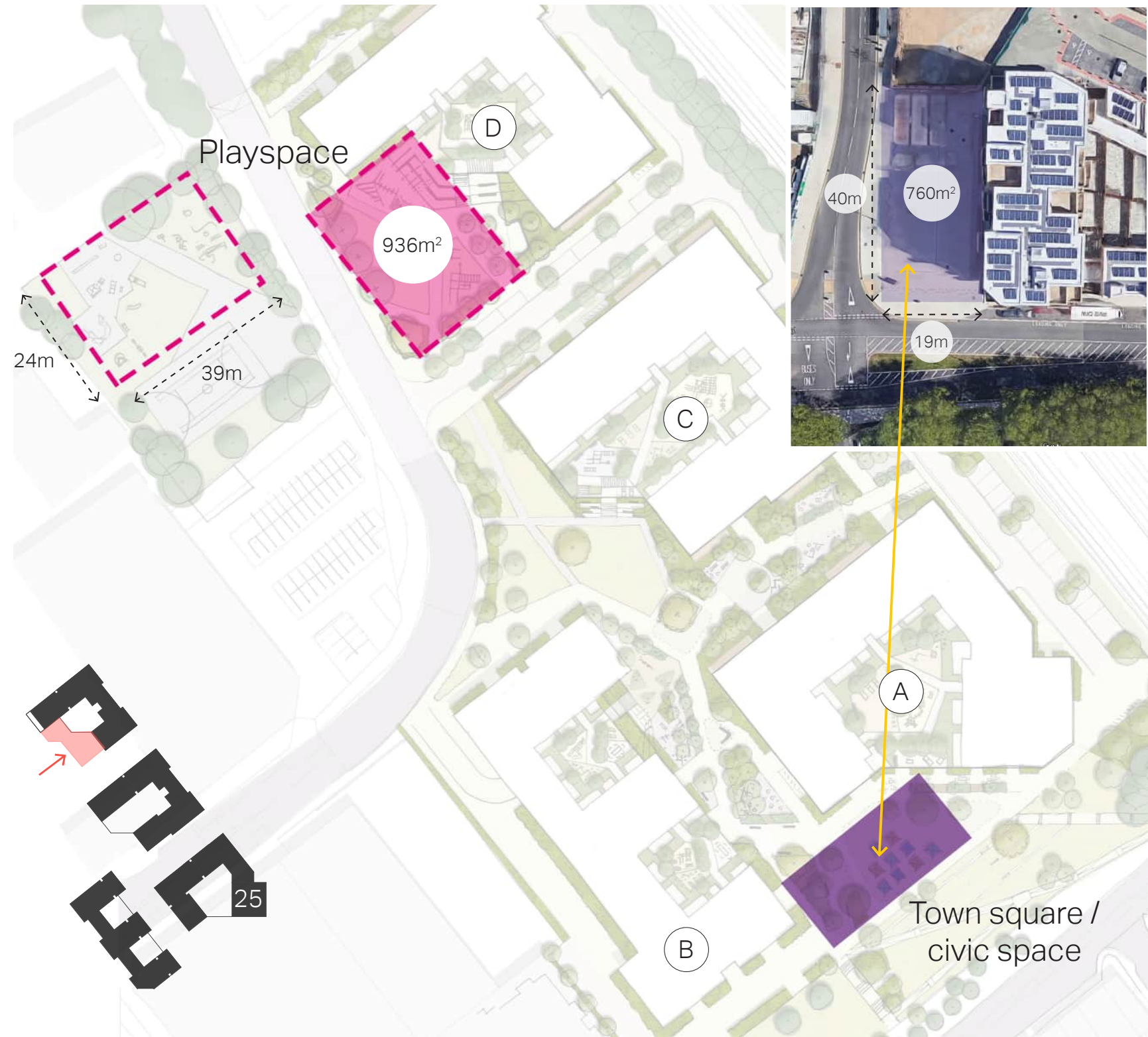
- Reduction in height of tallest building: 28 to 25 storeys
- Tapering down of height towards the north rather than the initially suggested variation in height along the railway
- Comparative representation of key public open spaces
- Increased size of playspace and public realm adjacent to Kara Way playground
- Reduction in number of anticipated homes: 1250 to 1100
- Safeguard route to the Jewson site identified

Key outcomes

- LBB confirmed they are comfortable testing current heights as shown within GLA presentation (up to 25 storey maximum)
- Principle of comprehensive residential-led redevelopment of the Site is in place – supported by Cricklewood Opportunity Area
- LBB commented that play space needed to be fully integrated into the landscaping
- LBB agreed proposed residential car parking ratio of 10%

LBB Attendees

LBB Principal Planner & Project Manager; LBB Head of Strategic Planning; LBB Urban Design; LBB Senior Conservation Officer; LBB Principal Planning Policy Officer



Original Scheme - Consultation and design evolution Pre-application process



Original Scheme - Consultation and design evolution Pre-application process

Landscape Opportunities






- A succession of spaces and experiences
- One visible and generous civic space
- A green pedestrian and cycle route
- Varied views and elements of surprise
- Visual connection with podium gardens
- Increased sunlight by south facing podium openings



Original Scheme - Consultation and design evolution Pre-application process

 **1x Tennis Court**
10.97m x 12.77m → **28 Tennis Courts**



-  Application Boundary Line
-  Primary Public Open Space
-  Secondary Public Open Space
-  Private Open Space
-  Existing Cricklewood Green

Original Scheme - Consultation and design evolution Pre-application process/GLA

GLA Presentation

13th November 2019

Key outcomes

Principles of the development was supported, acknowledging that the Site is an ideal location to promote housing growth

Design

- 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)

Highways

- TfL confirmed happy with 10% car parking provision;

LBB Attendees

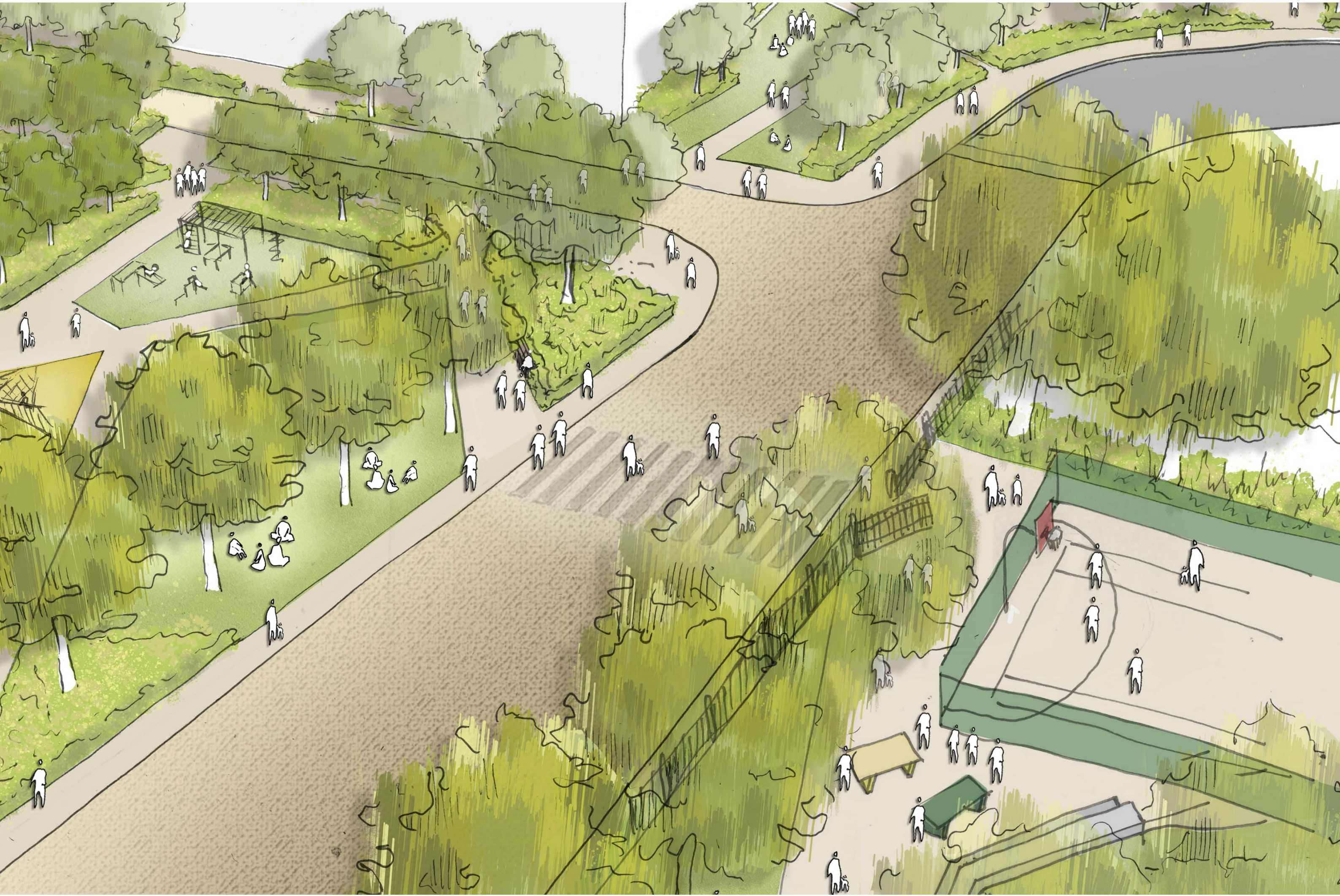
LBB Head of Strategic Planning



Original Scheme - Consultation and design evolution Pre-application process/GLA



Original Scheme - Consultation and design evolution Pre-application process/GLA



Original Scheme - Consultation and design evolution Pre-application process

PPA Meeting

12th December 2019

- Consolidation of the work presented at previous pre-application meetings and consultation with local councillors
- Consolidation of more detailed aspects of the strategies relating to principle of development, proposed phasing strategy, illustrative masterplan, indicative unit mix, affordable housing strategy, residential amenity space and play space and car parking, access and servicing

Key outcomes

- Productive meeting held with GLA and LBB Head of Strategic Planning
- Minutes reflect general 'buy in' by LBB
- LBB encouraged focus on feedback from GLA and testing current height as shown at GLA presentation
- LBB confirmed principle of comprehensive residential-led redevelopment of the site is in place – supported by Cricklewood Opportunity Area

LBB Attendees

LBB Principal Planner & Project Manager



Original Scheme - Consultation and design evolution Early design intent



Original Scheme - Consultation and design evolution Early design intent



Original Scheme - Consultation and design evolution Early design intent



Original Scheme - Consultation and design evolution Early design intent



Original Scheme - Consultation and design evolution Early design intent



Original Scheme - Consultation and design evolution Early design intent



Original Scheme - Consultation and design evolution Early design intent



Original Scheme - Consultation and design evolution Early design intent





- A vibrant focal point for the new and existing communities of Cricklewood
- Architecture that echoes local character

Original Scheme - Consultation and design evolution Illustrative scheme (July 2020 submission)



Original Scheme - Consultation and design evolution Illustrative scheme (July 2020 submission)





Original Scheme - Consultation and design evolution July 2020 submission (Illustrative scheme)

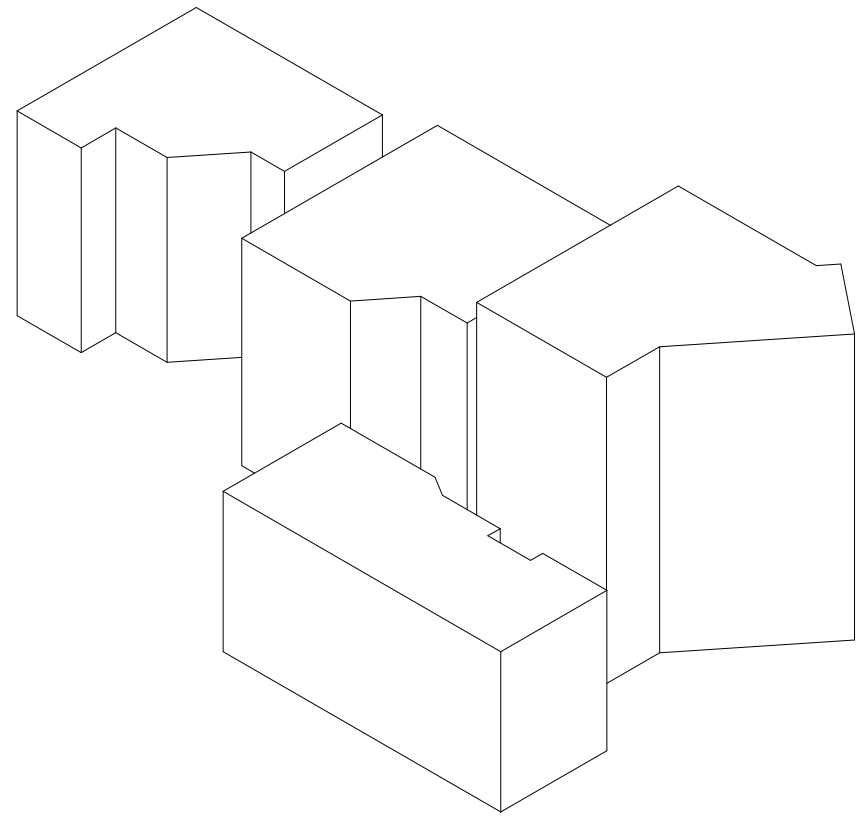
		% of Landscaped Space	% of Landscaped Space
Publicly Accessible	Landscaped Public Open Space	46%	74%
	Privately Accessible	Residents' Shared Podiums	
Residents' Shared Roof Space		10%	
Biodiverse	Biodiverse Roof Area	9%	
	Infrastructure	26%	



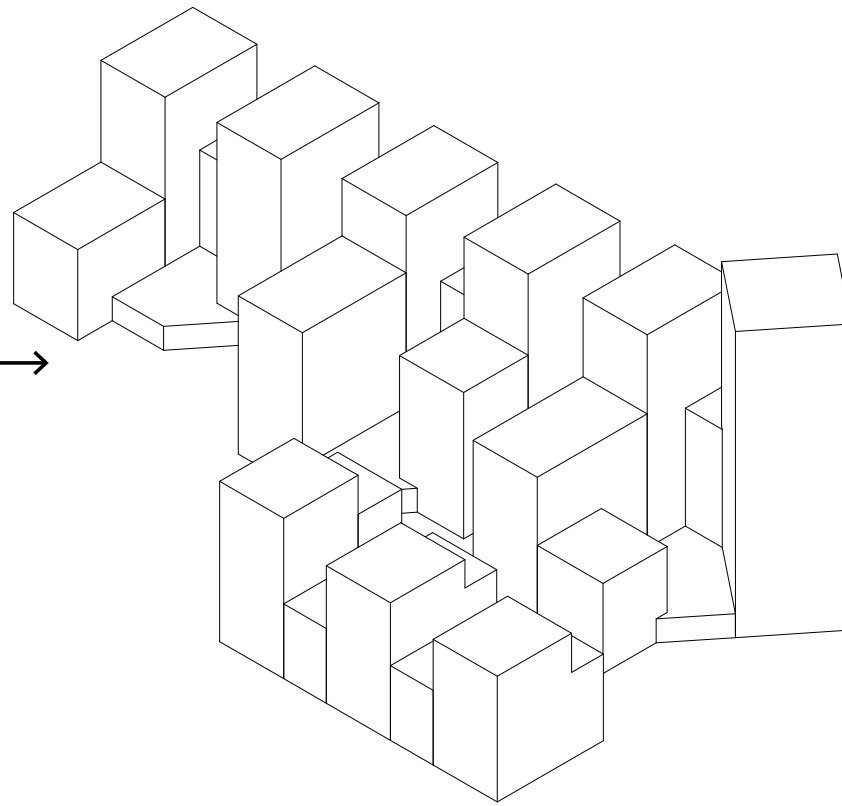
// Break //

Application Scheme

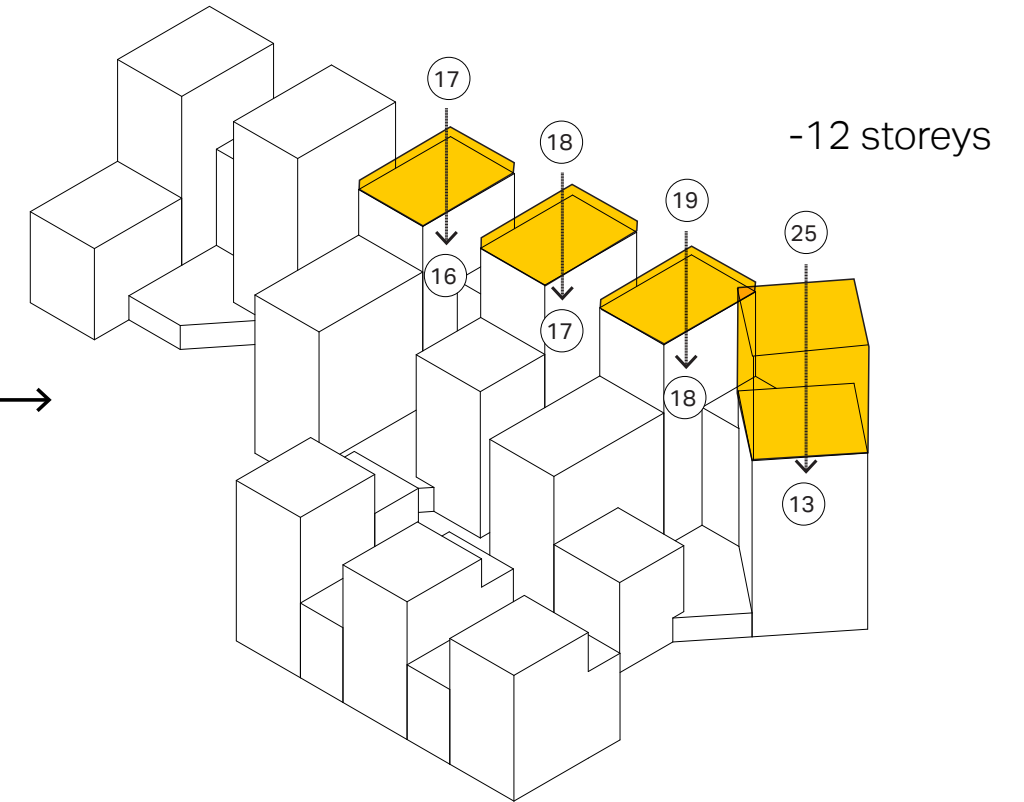
Application Scheme Placement of height



Original Scheme July 2020
Extruded footprints of development parcels
to maximum AOD heights



Original Scheme July 2020
Maximum Parameter Massing
'Jelly Mould'



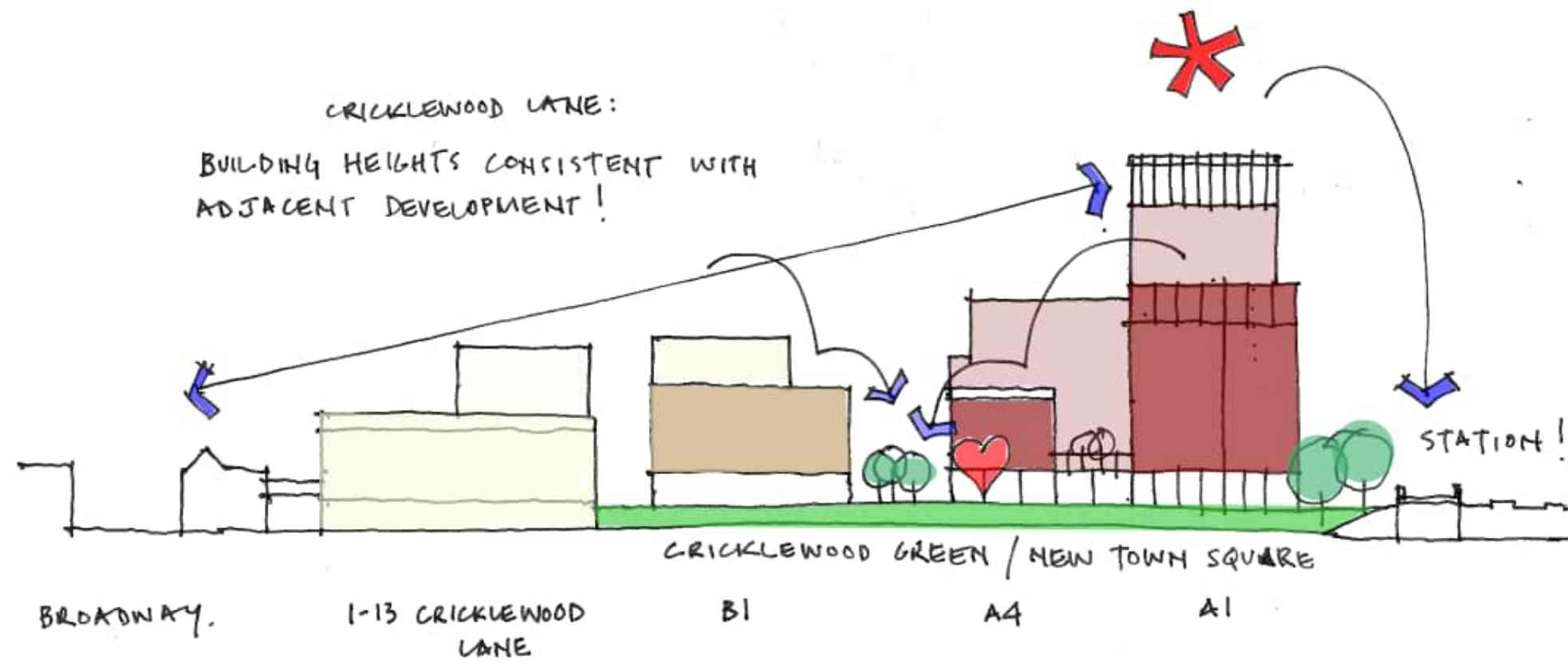
Application Scheme
Maximum Parameter Massing
'Jelly Mould'
Reduction height and quantum of homes

Original scheme reflects good urban design principles. However;

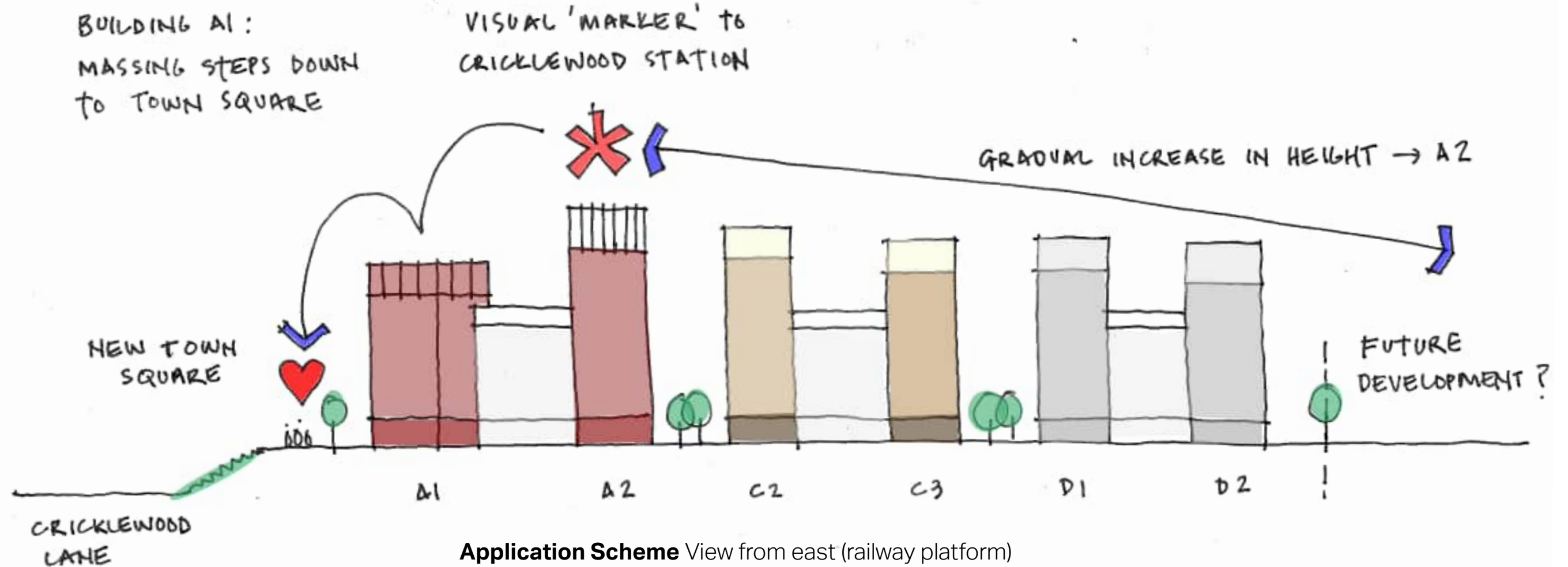
- Opportunity to review and revise July 2020 application scheme in response to consultation feedback
- Iterative design changes July and August 2021 ahead of planning committee
- Scheme still retains positive fundamental principles, supported by LBA/GLA
- Reduction from 1100 to 1049 homes
- 110 car parking spaces reduced to 105

Application Scheme Placement of height

- Subordination of A1 massing recognises key concerns
- Comfortable transition of massing on Cricklewood Lane
- Reduced height of A2 and progressive composition of massing provides legibility to town centre
- Application Scheme changes maintain the Original Scheme's integrity



Application Scheme View from Cricklewood Lane



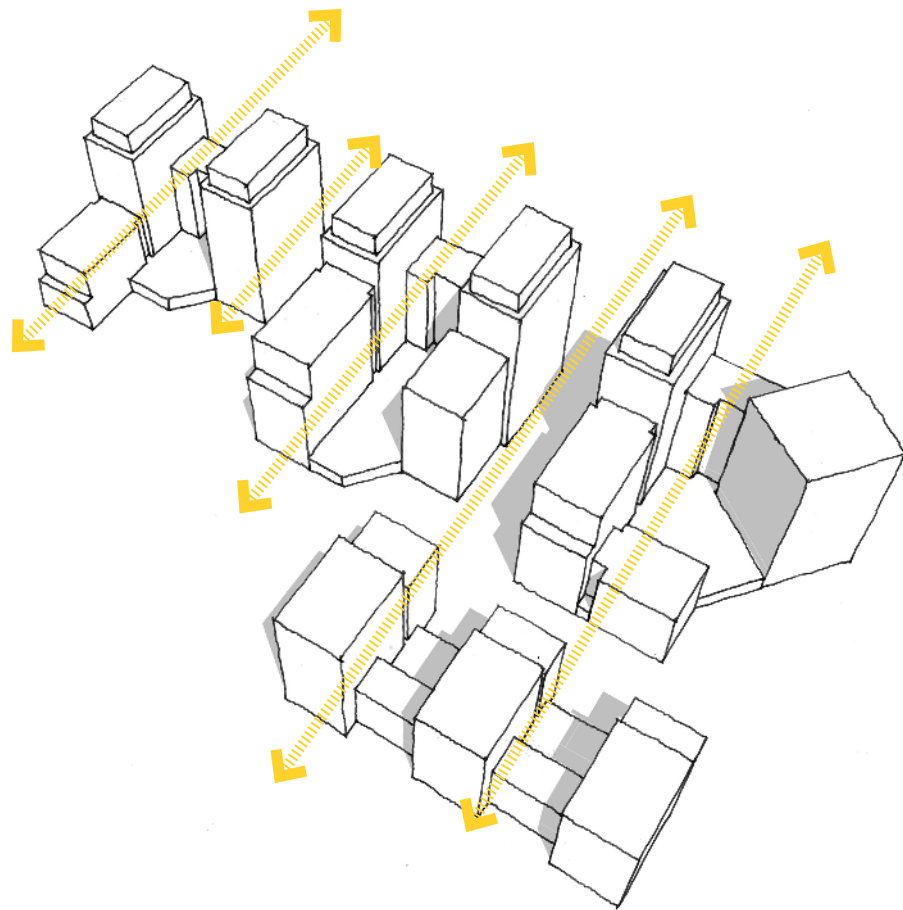
Application Scheme View from east (railway platform)

Application Scheme Placement of height

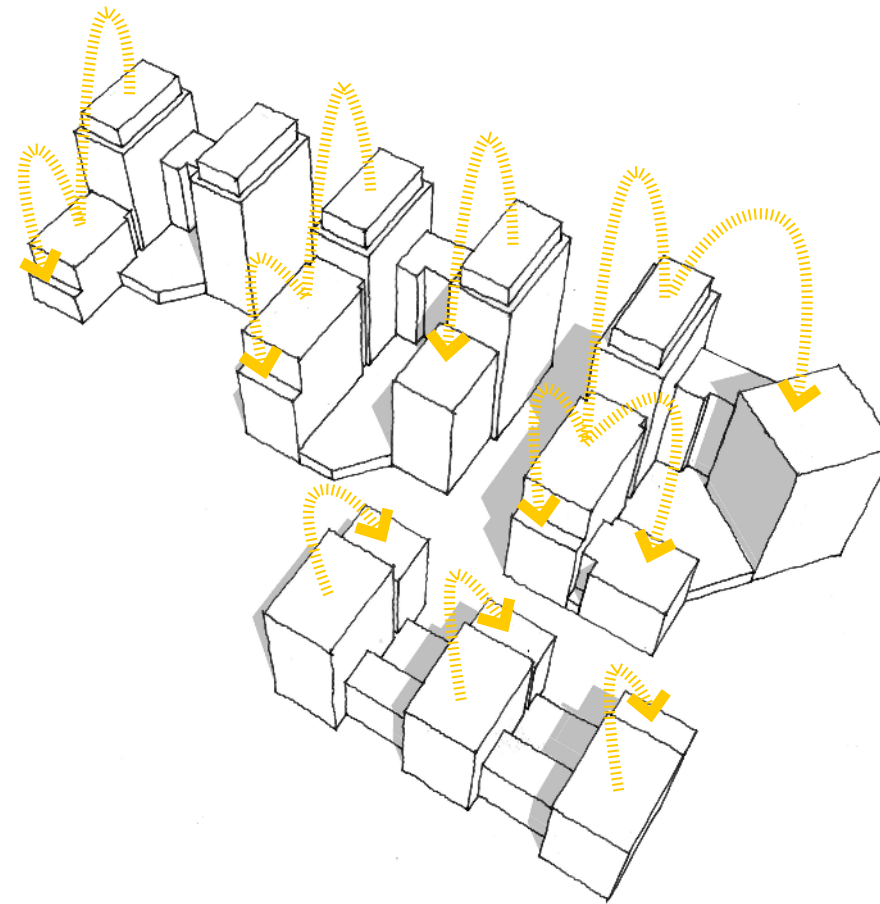
- In line with policy - height along North-eastern/railway elevation
- Rhythmic composition present narrow and elegant profiles
- Stepped massing suggests location, key routes through masterplan
- Coherent massing composition provides legibility to town centre
- Signifying location of station, new town square and public realm
- Building B steps down to 6 and then 3 storeys
- Massing extensively tested in respect to heritage assets



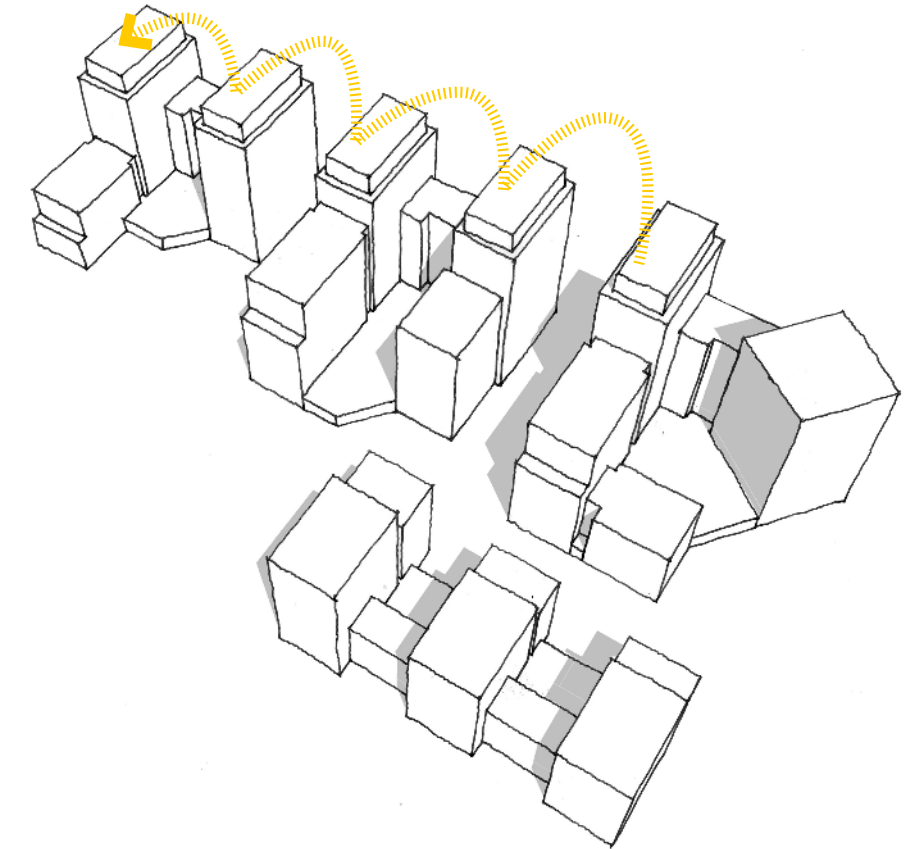
View from Cricklewood Lane (east)



Breaks in massing present elegant forms in North/South View



Heights decrease towards central green route and public realm



Heights decrease towards Railway Cottages route

Application Scheme Placement of height

View from east (from Railway Platform)



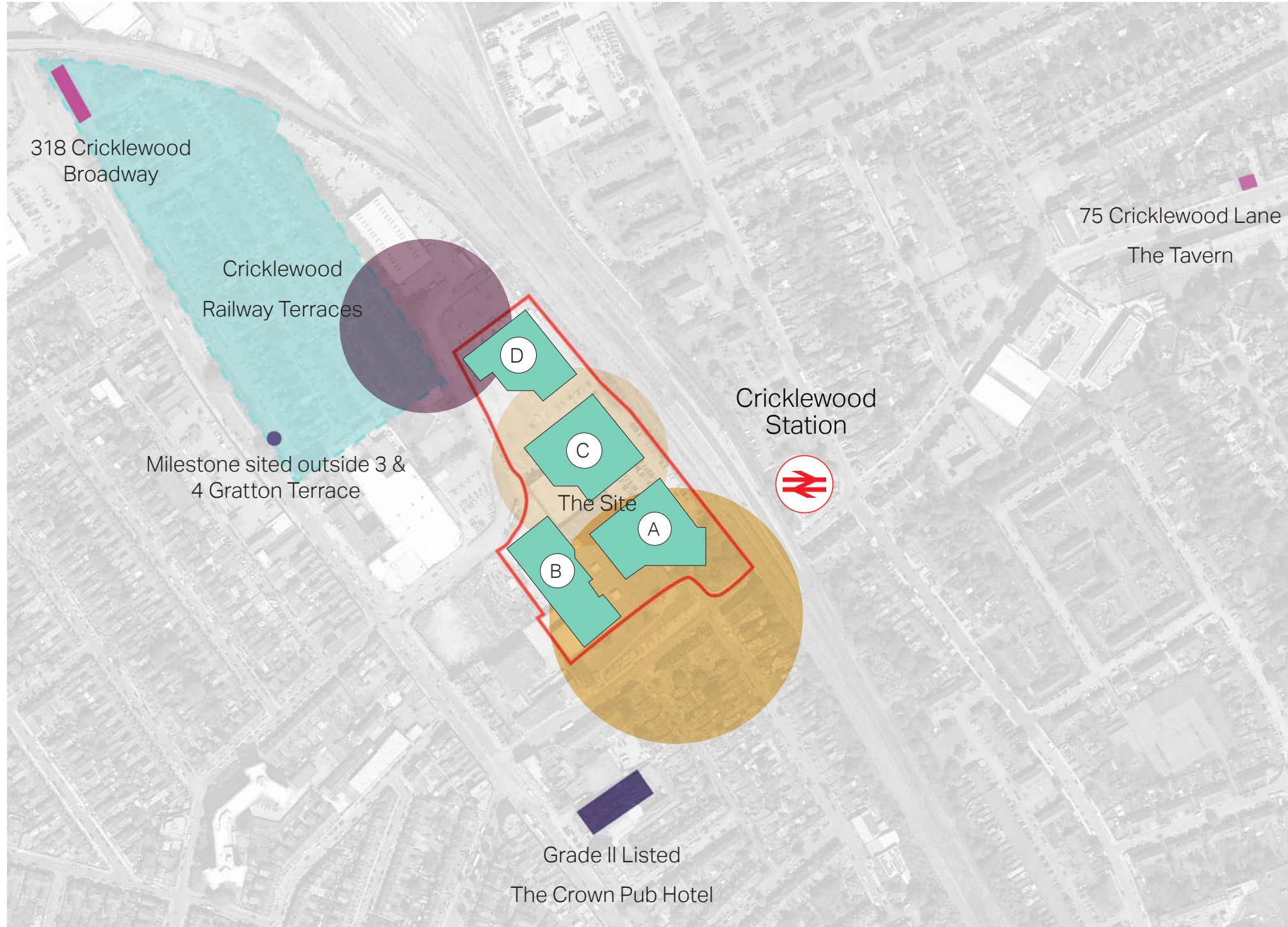
Cricklewood Green

← Building A →

← Building C →

← Building D →

Application Scheme Character and Identity



- The Design Code has formalised our previous approach to character areas, providing control at RMA stage
- Design Code requires RMA schemes to respond to Local Character / Design and material quality
- Consideration of Architectural Character and Identity - how it responds to context etc. is 'baked in'

- Scale and unique nature of site enables it to establish its own character but reference the local DNA
- Design Codes requires that DRP is undertaken at RMA stage to monitor and control quality

Application Scheme View B - Cricklewood Broadway looking east / Original



A1 G+24
A2 G+19
C2 G+18
C3 G+17

B

Application Scheme View B - Cricklewood Broadway looking east / Application



A1 G+13
A2 G+18
C2 G+17
C3 G+16

B

Application Scheme View 4 - Cricklewood Lane - The Tavern Pub / Original



A1 G+24
A2 G+19
C2 G+18
C3 G+17



A1 G+13
A2 G+18
C2 G+17
C3 G+16



CRICKLEWOOD

STATION HOUSE
RECLAMATION
DEMOLITION/DISMANTLING
WASTE DISPOSAL
& BUILDING MATERIALS
BY THE OLD BRICKWORK
FABRICATION

No Access To
A5
and
Elm Grove

ROAD
CLOSED
Diversion
←

A1 G+24
A2 G+19
C2 G+18
C3 G+17

5



CRICKLEWOOD

STATION HOUSE
RECLAMATION
DEMOLITION/DISMANTLING
WASTE DISPOSAL
S/N BUILDING MATERIALS
TEL: 020 8450 1440
FAX: 020 8450 1440

No Access To
A5
and
Elm Grove

ROAD
CLOSED
Diversion
←

A1 G+13
A2 G+18
C2 G+17
C3 G+16

5



OAK GROVE NW2

Zone ENDS

Zone ENDS

A1 G+24
A2 G+19
C2 G+18
C3 G+17





OAK GROVE NW2

Zone ENDS

Zone ENDS

A1 G+13
A2 G+18
C2 G+17
C3 G+16

6



A1 G+24
A2 G+19
C2 G+18
C3 G+17



A1 G+13
A2 G+18
C2 G+17
C3 G+16



A1 G+24
A2 G+19
C2 G+18
C3 G+17



A1 G+13
A2 G+18
C2 G+17
C3 G+16



A1 G+24
A2 G+19
C2 G+18
C3 G+17



A1 G+13
A2 G+18
C2 G+17
C3 G+16



A1 G+24
A2 G+19
C2 G+18
C3 G+17





A1 G+13
A2 G+18
C2 G+17
C3 G+16





A1 G+24
A2 G+19
C2 G+18
C3 G+17

Application Scheme View 14 - Railway Terrace Allotments / Proposed

Heights decrease towards the Railway Cottage Conservation Area

A calm progression of massing

Lighter tops and detail derived from the Design Code

Changes in materiality diminish the impact of the scheme

The character of Plot D relates to the Conservation Area



A1 G+13
A2 G+18
C2 G+17
C3 G+16



A1 G+24
A2 G+19
C2 G+18
C3 G+17



A1 G+13
A2 G+18
C2 G+17
C3 G+16



A1 G+13
A2 G+18
C2 G+17
C3 G+16



A1 G+24
A2 G+19
C2 G+18
C3 G+17

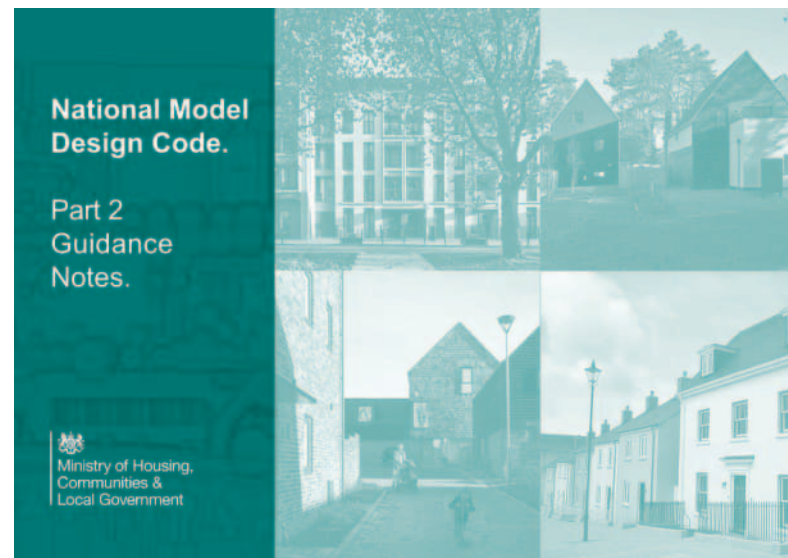


A1 G+13
A2 G+18
C2 G+17
C3 G+16





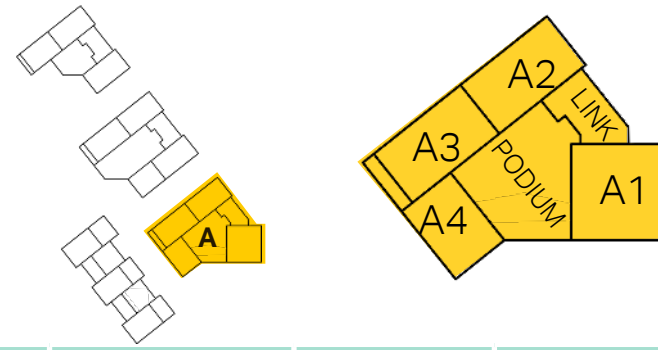
Characteristics of well-designed places



- The Design Guidelines that accompanied the Original Scheme July 2020 have been expanded on to include further detail as a Design Code reflecting the key principles of the illustrative scheme.
- Any future RMAs will be informed by a comprehensive Design Code. The expanded Design code provides controls through a simple set of concise, illustrated design requirements.

Application Scheme - Commentary and response Design Code

Building A

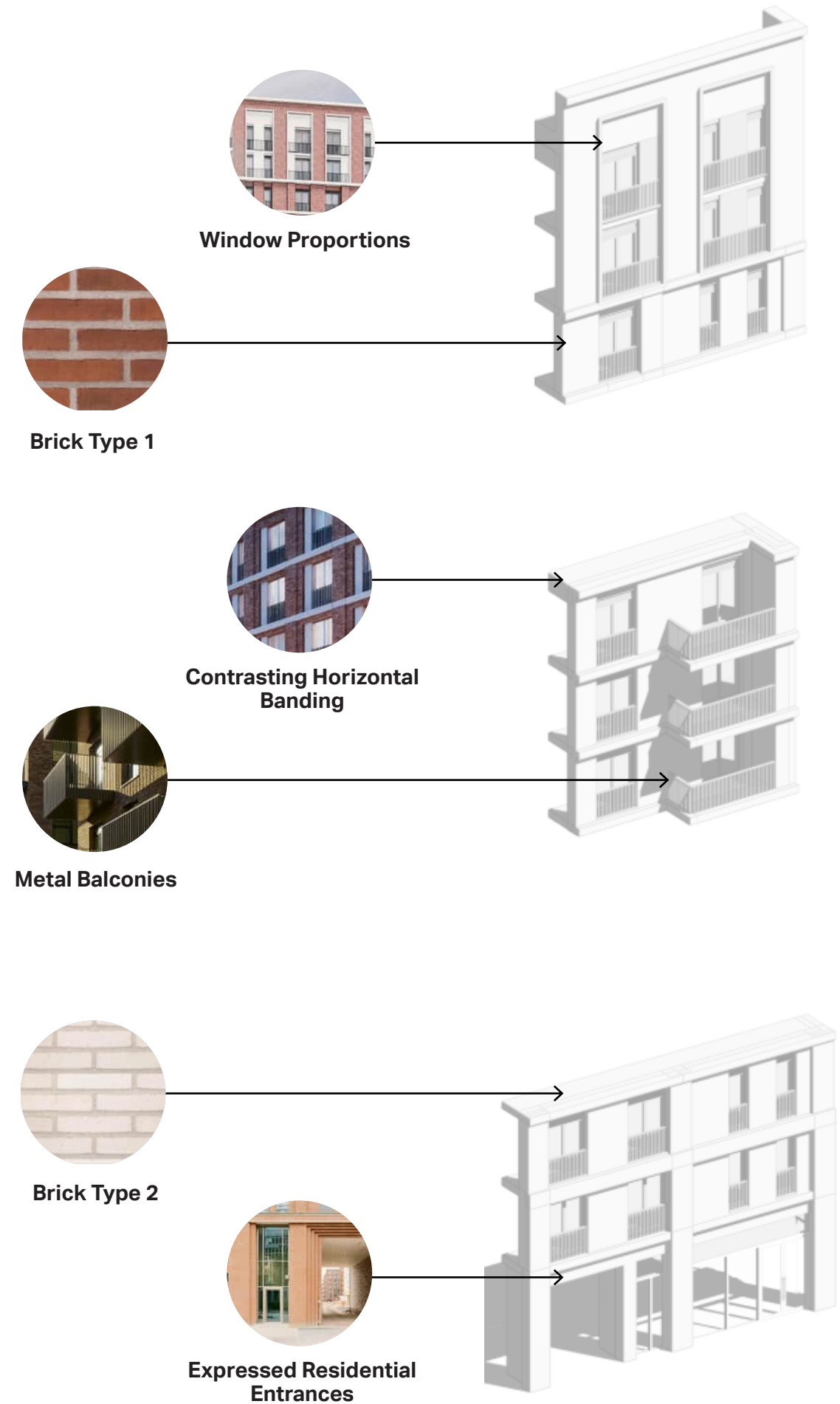


A	Base	Middle	Top	Balconies	Windows/Other
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Plot A – Architecture should reflect a grander, more detailed architecture derived from the Victorian retail architecture on Cricklewood Broadway

A1 A2	<p>Architectural read</p> <ul style="list-style-type: none"> - 2No: storey base integrating commercial frontages/ shopfronts and integrated retractable canopies. - Expressed through lighter tone and textured brickwork (Type 2) <p>Active frontage</p> <ul style="list-style-type: none"> - Precast or similar finish to commercial zone / fully glazed shop front design, with integrated louvre panels / signage behind glazing. - Shopfront design code to be agreed with the LPA controlling: glazing, signage, canopies. <p>Entrances</p> <ul style="list-style-type: none"> - To be clearly marked and easily identifiable 	<p>Materials</p> <ul style="list-style-type: none"> - Red brick tones (Type 1) <p>Detail</p> <ul style="list-style-type: none"> - Expression of horizontal feature banding in contrasting cream / white colour 	<p>Proportions</p> <ul style="list-style-type: none"> - Windows to benefit from extended recessive panel of detail to emphasize proportion and termination of parapet 	<p>All balconies to integrate and complement the precast effect of the feature detailing in respect of perimeter and soffit treatments</p> <p>Railings</p> <ul style="list-style-type: none"> - Balustrade detail to be a vertical metal bar at 90mm spacing 	<p>Windows</p> <ul style="list-style-type: none"> - White expressed frame (GRC or similar) all round. All windows to benefit from a minimum of 215mm reveal depths <p>Metalwork</p> <ul style="list-style-type: none"> - All feature metal work to be a dark contrasting colour. <p>Other</p> <ul style="list-style-type: none"> - Scheme should consider referencing stucco finished parapets with opportunity for integrated branding / place name
	<p>Link</p> <p>As A1/A2</p>	<p>Materials</p> <ul style="list-style-type: none"> - Lighter infill brick (Type 2) 			
A3 A4	<p>Architectural read</p> <ul style="list-style-type: none"> - 2No: storey base expressed in light toned (contrasting) brickwork to complement the commercial frontage. Base enhanced with additional texture/detail. 	<p>Materials</p> <ul style="list-style-type: none"> - Red brick tones (Type 1) <p>Detail</p> <ul style="list-style-type: none"> - Expression of horizontal feature banding in contrasting cream / white 	<p>Proportions</p> <ul style="list-style-type: none"> - Windows to benefit from extended recessive panel of detail to emphasize proportion and termination of parapet - White glazed brick or metal cladding to recessed / secondary elevational treatment 		
Podium	Continuation of 2No: storey base with an expressed frame to enclose the private amenity space within				

Building A1



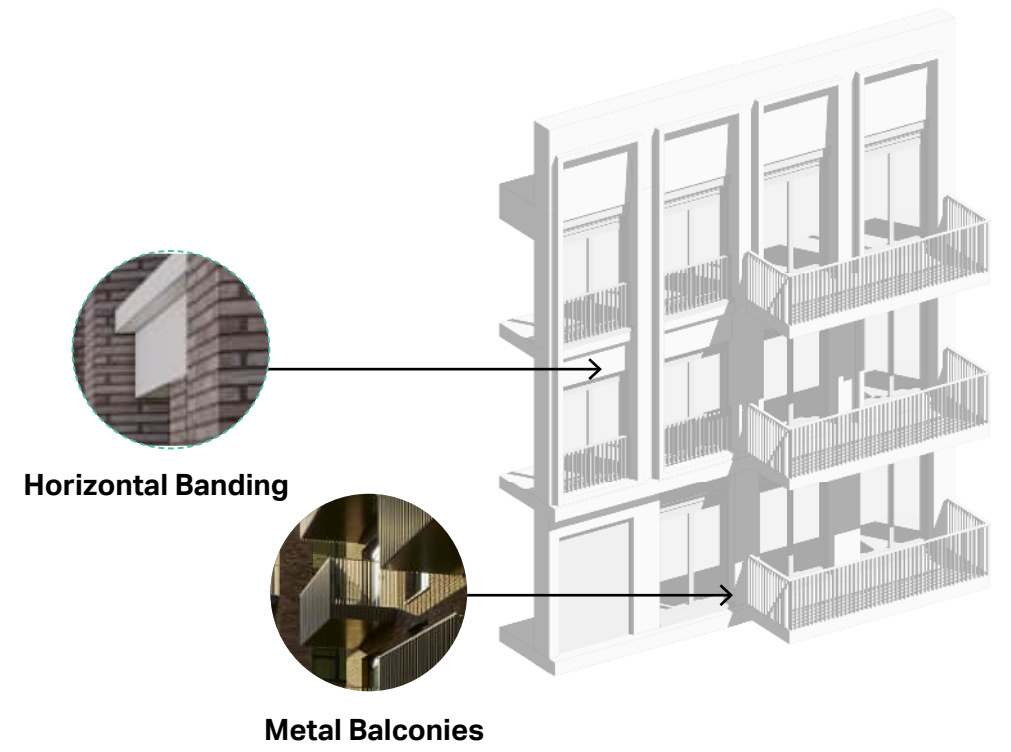
Top

Middle

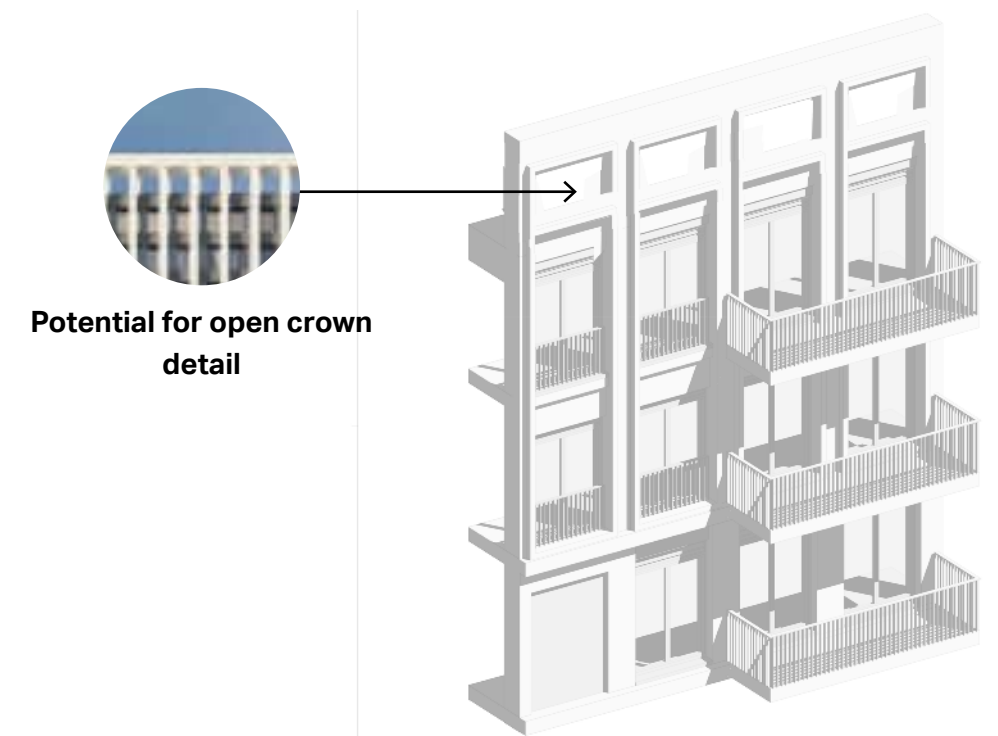
Base



Building A2 - Top

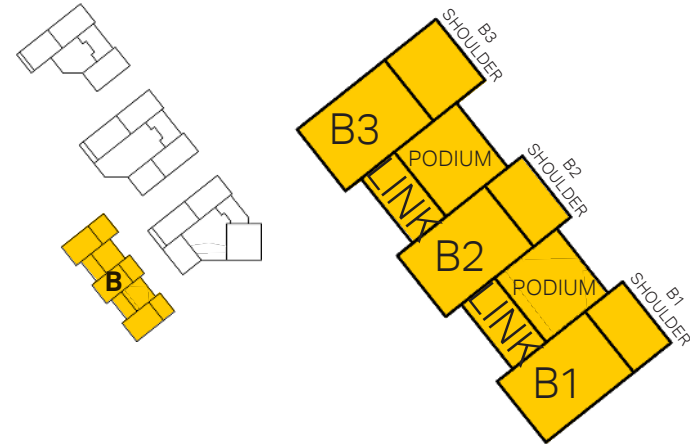


Top Option 1



Top Option 2

Application Scheme - Commentary and response Design Code



B	Base	Middle	Top	Balcony	Other
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Plot B - Relates to High Street Character area but transitions material from the lighter brick tones of the Co-op site consent. Whilst echoing the more detailed architecture derived from the Victorian retail architecture on Cricklewood Broadway.

	Architectural Read	Materials	Windows	Balconies	Windows -
	<p>- 1No: storey Base design to integrate commercial frontages/ shop fronts and integrated retractable canopies.</p> <p>Active frontage</p> <p>- Precast or similar finish to commercial zone / fully glazed shop front design, with integrated louvre panels / signage behind glazing.</p>	<p>Intermediate Brick tones (Type 3) – to complement lighter tones of the consented scheme adjacent – and read sympathetically in long distance views from with the Cricklewood Railway Terraces Conservation Area and Cricklewood Broadway</p>	<p>- Windows to highest floor level to benefit from extended recessive panel of detail to emphasize proportion and termination of parapet.</p>	<p>- All balconies to integrate and complement the precast effect of the feature detailing in respect of perimeter and soffit treatments.</p>	<p>Dark grey finish to frames. All windows to benefit from a minimum of 215mm reveal depths</p>
B1	<p>- Shopfront design code to be agreed with the LPA controlling: glazing, signage, canopies to each unit.</p>	<p>Windows</p> <p>Window reveals to benefit from feature white precast or similar head and sill detail to express floor levels. Infill detail to benefit from a pronounced profile detail to provide shadow / relief.</p>	<p>Detail</p> <p>- Parapet to reference stucco finished parapets or provide texture/pattern to provide hierarchy to elevational composition.</p>	<p>Railings</p> <p>- Balustrade detail to be a vertical metal bar at 90mm spacing</p>	<p>Metalwork-</p> <p>- All feature metal work to be a dark contrasting colour - Bronze</p>
B2		<p>Detail</p> <p>Building to express a stronger vertical emphasis with expressed brick piers no less than 100m depth.</p>			<p>Other</p> <p>- Scheme should consider referencing stucco finished parapets with opportunity for integrated branding / place name.</p>
B3	<p>Entrances</p> <p>- To be clearly marked and easily identifiable</p>				
Links	<p>Base expressed through lighter textured brickwork (Type 2) with enhanced detail /texture etc.</p>	<p>Lighter infill brick Type (Type 2)</p>			
Podium	<p>Continuation of 2No: storey base expressed as frame to enclose private amenity.</p>				

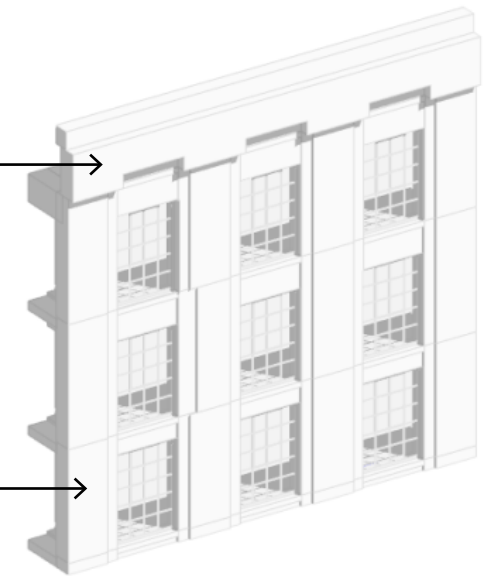
Building B



Stone Coping



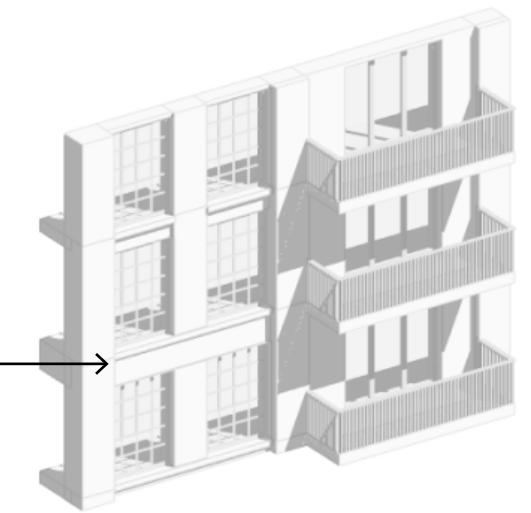
Brick Type 3



Top



Horizontal Banding



Middle



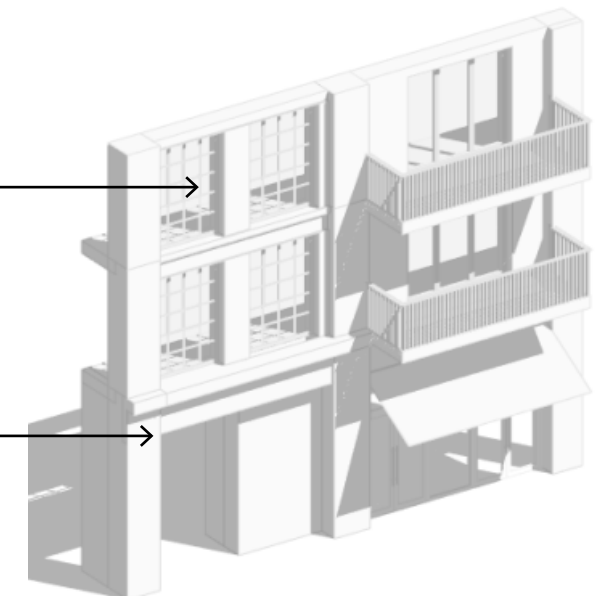
Variety to Window detail



Brick Type 2



Expressed Residential Entrances

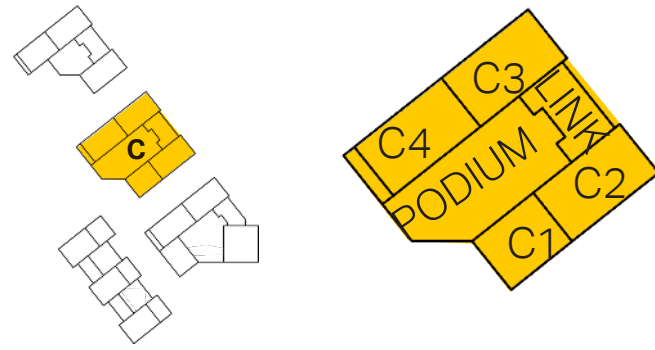


Base



Application Scheme - Commentary and response Design Code

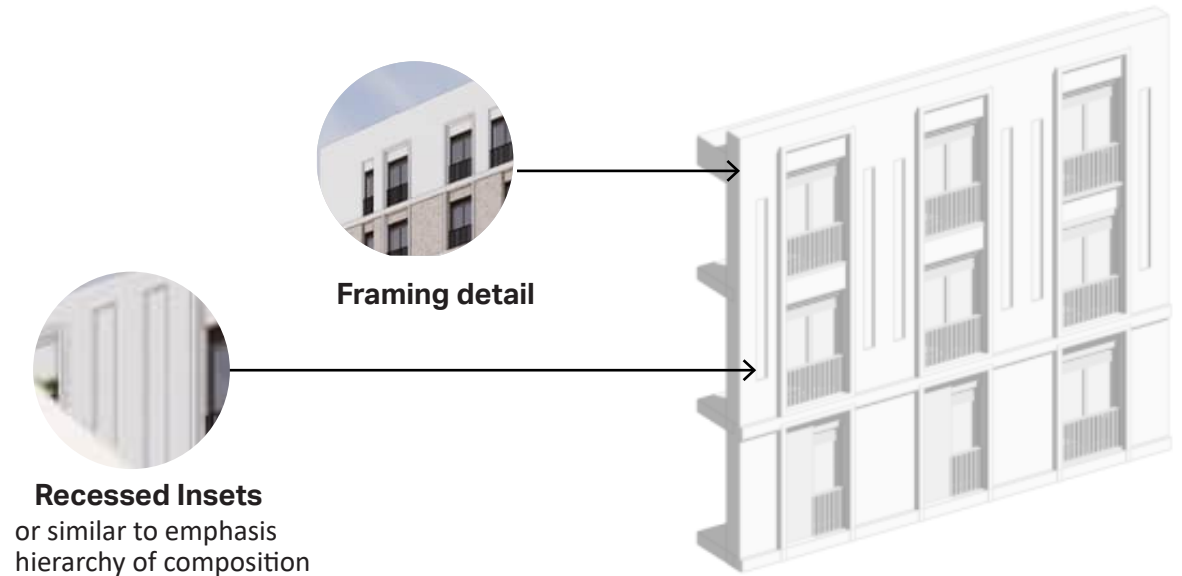
Building C



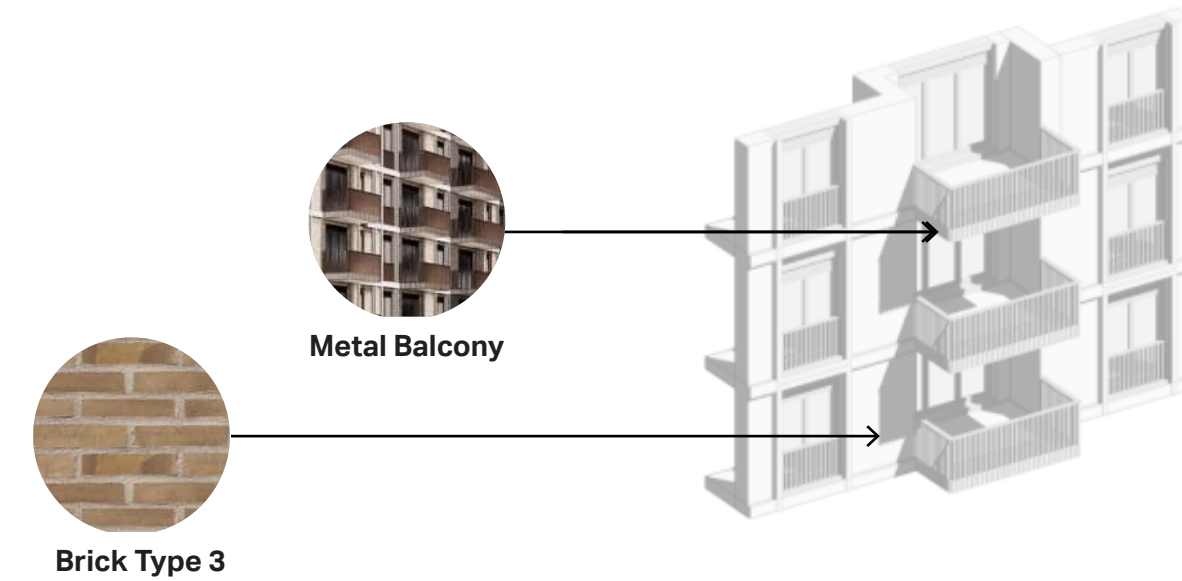
C	Base	Middle	Top	Balcony	Other
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Plot C – 'Park fronting' block, considered a transitional site sitting between the 'Civic' nature of Cricklewood Lane and the conservation area to the north-west of the Site.

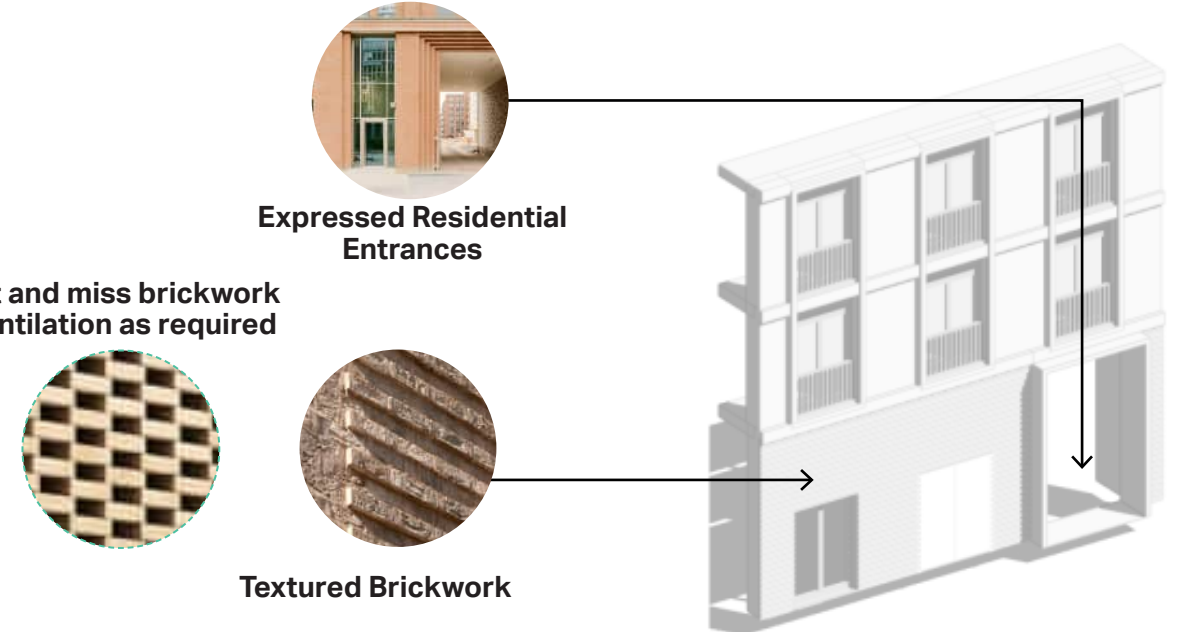
C1 C2 C3 C4	1No: storey brick base expressed with enhanced texture/detail. Podium enclosure contained within an expressed framed composition. Interface of landscape and podium to be addressed through stepped planting arrangement to enhance visual connection between park and podium gardens.	Materials Intermediate Brick tones (Type 4/5) – to complement lighter tones of the consented scheme adjacent. Floor levels Expressed through incorporation of a projecting horizontal feature banding - Projection to be no less than 50mm A simple framed composition could be implemented as an alternative.	Windows Windows to highest floor level to benefit from extended recessive panel of detail to emphasis proportion and termination of parapet. Architectural Read The dominant building forms (higher building forms) to benefit from defined/ expressed framing detail	All balcony to integrate and complement the precast effect of the feature detailing in respect of perimeter and soffit treatments. Balconies to be integrated into corners to enhance composition and reduce apparent massing Metal balconies Balustrade to run in front of structural deck to express texture an relief.	Windows Window reveals to be expressed through a brick projection detail to provide some vertical emphasis. All windows to benefit from a minimum of 215 mm reveal Metalwork All feature metal work to be a dark contrasting colour Other Scheme should consider referencing stucco finished parapets with opportunity for integrated branding / place name.
	Ventilation to podium carpark to be provided via hit and miss brick detail to integrate with architecture Ground floor residential units to benefit from 2m deep defensible space/ garden. A vertical metal railing or brick wall with Box hedge located within landscape zone.	Window reveals to bedrooms etc. be generally expressed as consistent brick structural opening. Variation in window sizes to be adapted through the incorporation of metal side panels to provide variety.	Top elements to adopt a recessed vertical decoration alongside the framing elements. Corners to top floor be cut back and expressed to reduce apparent massing.		
	A vertical metal railing or brick wall with Box hedge located within landscape zone.				
Links	Base expressed through lighter textured brickwork (Type 2) with enhanced detail / texture etc.	Lighter infill brick Type (Type 2)			
Podium	See comments above- Continuation of 2No: storey base expressed as brick frame to enclose private amenity	First floor accommodation within podium to be treated with higher level of texture/detail. Larger windows maybe required at this First floor podium to mitigate daylight performance.	Level difference between the podium and the ground floor to be mitigated through terraced planter to provide a cascade of planting within landscapes (ventilation requirements to podium accommodation to be integrated discretely).		



Top



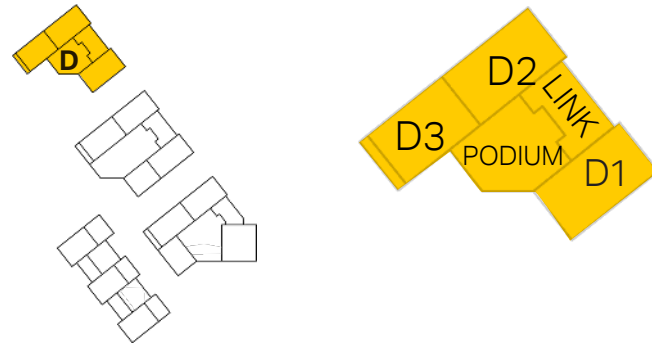
Middle



Base



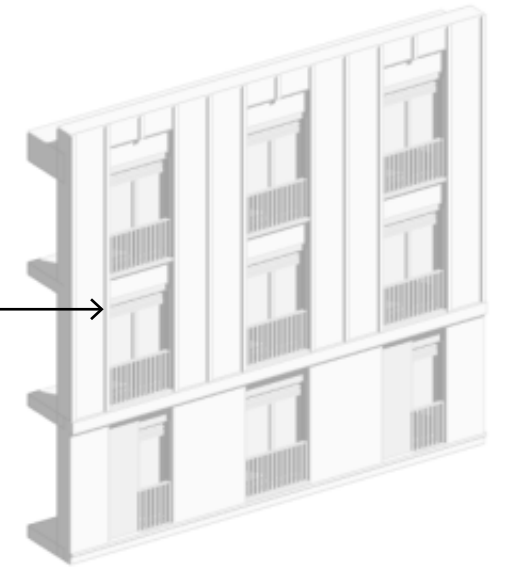
Application Scheme - Commentary and response Design Code



D	Base	Middle	Crown	Balcony	Windows/Other
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Plot D – Park fronting block intended to be a calmer and less ornate proposition, which maintains a high architectural and material quality whilst remaining deferential to the adjacent architecture of the Railway Cottages, which themselves feature a minimum of architectural detailing.

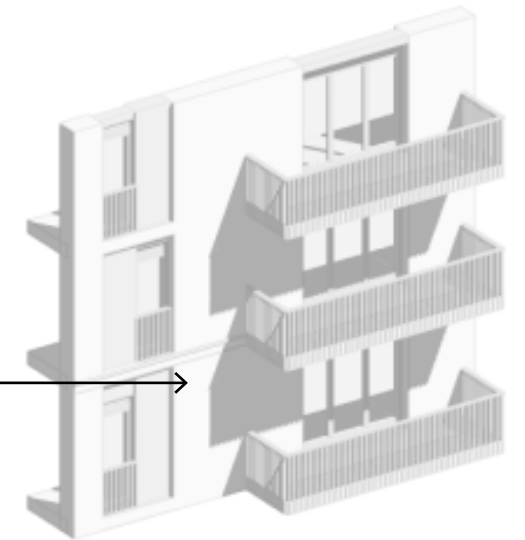
D1 D2 D3 Link	<p>1No: storey brick base expressed with enhanced texture/detail.</p> <p>Podium enclosure contained within an expressed framed composition.</p> <p>Interface of landscape and podium to be addressed through stepped planting arrangement to enhance visual connection between park and podium gardens.</p> <p>Ventilation to podium car park to be provided via hit and miss brick detail to integrate with architecture</p> <p>Ground floor residential units to benefit from 2m deep defensible space/garden.</p> <p>Treatment to be :</p> <p>A vertical metal railing or brick wall with Box hedge located within landscape zone.</p> <p>Ground floor units to have gate, path and access into apartment to provide active ground floor and defensible amenity space.</p>	<p>Lighter / subdued Brick tones (Type 6/7) – to complement the brick tones of the Conservation Area of the Railway Cottages</p> <p>Building to present as a calmer composition / back drop to the Cricklewood Railway Terraces Conservation Area.</p> <p>Windows Window reveals to bedrooms etc. generally expressed as consistent brick structural opening. Variation in window sizes to be adapted through the incorporation of recessed brick panels to provide variety.</p>	<p>Windows Windows to highest floor level to benefit from extended recessive panel of detail to emphasis proportion and termination of parapet.</p> <p>The dominant building forms (higher building forms) to benefit from defined/ expressed framing detail and projecting vertical ornamentation.</p> <p>Corners to top floor be cut back and expressed to reduce apparent massing.</p>	<p>All balcony to integrate and complement the precast effect of the feature detailing in respect of perimeter and soffit treatments.</p> <p>Balconies to be integrated into corners to enhance composition and reduce apparent massing</p> <p>Metal balconies Balustrade to run in front of structural deck to express texture an relief.</p>	<p>Windows White lining to window reveals could be investigated to provide an alternative treatment.</p> <p>All windows to benefit from a minimum of 215 mm reveal</p> <p>Metalwork All feature metal work to be a dark contrasting colour -</p> <p>Other- Entrances to be expressed as recesses.</p> <p>Colour , texture or framing devise is to explored to provide legible front doors</p>
	Podium	<p>See comments above-</p> <p>Continuation of 2No: storey base expressed as brick frame to enclose private amenity.</p> <p>Level difference between the podium and the ground floor to be mitigated through terraced planter to provide a cascade of planting between landscapes (ventilation requirements to podium accommodation to be integrated discretely.</p>			



Top



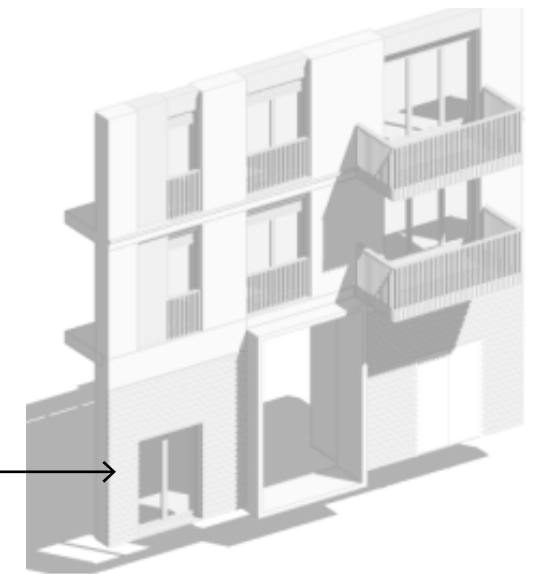
Brick Type 4/5



Middle



Textured Brick Detail



Base



Application Scheme - Commentary and response Design Code

2.5.4 New Town Square

Referred to as Arboretum Place in our illustrative proposals - it forms 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.

Key Principles

- It shall be a hard-standing flexible central area, suitable for gatherings and events such as food markets, outdoor cinemas and exhibitions overlooking Cricklewood Green.

This provides a key amenity to the residents and wider community.

- Use of species-rich shrub, grass and herbaceous planting in-ground planter beds.

Helping define the edges of the flexible central area and provide a green periphery.

- Use of Semi-mature clear stem deciduous and evergreen specimen trees in both hardscaping and softscape.

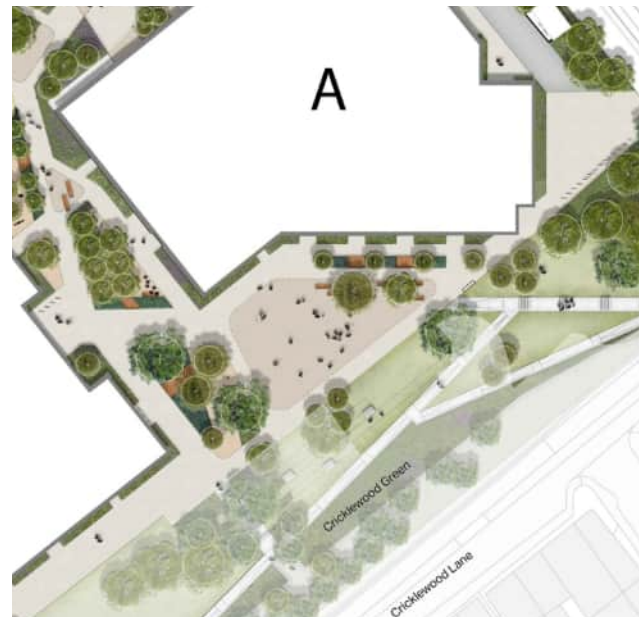
This should be used to complement the proposed spatial uses and frame the area of hardstanding surface.

- A minimum of 3m commercial spill-out and alfresco dining spaces shall be allowed for in front of the commercial spaces.

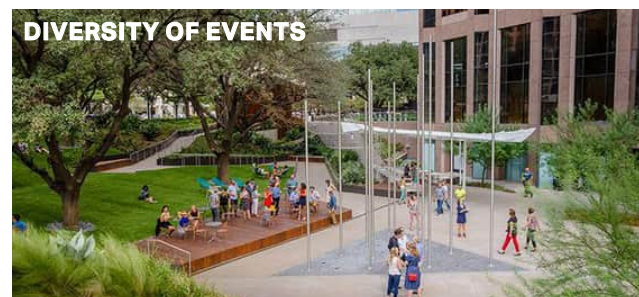
Bringing life to the frontages, creating inclusive streets and communities.

- Artistic and sculptural play elements within proposed seating and planted areas.
- High quality surface treatments should be used throughout.

Note: All material samples are to be agreed with the council in advance of the works



Above Illustrative Landscaping plan of the New Town Square, showing the intention and vision for the character of the Landscaping and public realm within the Scheme.



2.5.5 Wood Way

- The 'Wood Way' acts as the principal ecological heart of the development. Conceived as a retreat from the surrounding urban context, the environment should be designated for a relaxing, enjoyable and playable series of spaces that offer a variety of seating and play opportunities. Resident balconies will therefore benefit from a green outlook for residents and passive surveillance in the public realm.

Key Principles

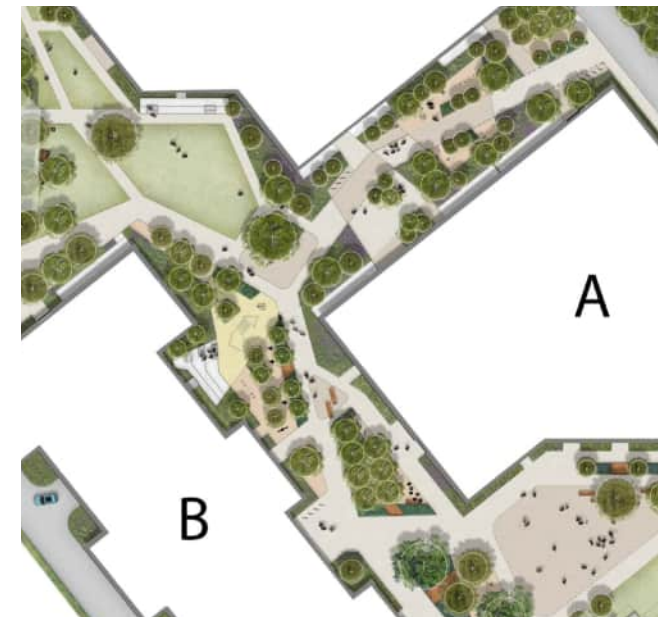
- Multi-species groves of trees and species-rich shrub, grass and herbaceous planting.
- Planting and tree groves to co-ordinate with ground floor dwellings and provide a buffer between the public realm and any residential interfaces;
- A variation of trees to be used as way-finding mechanisms and to assist with semiotics;

All elements contributing the high level of biodiversity executed on this site.

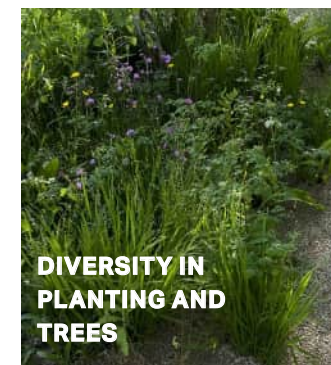
- 5m wide non-linear pedestrian to double as fire egress path in the event of an emergency;
- Additional paths (min 1.6m wide) between tree and planting grove and dissecting the lawn area;

Enhancing and encouraging the use of sustainable travel methods by ensuring measurements are comfortable.

- Incidental timber play trails and natural play pockets located adjacent main path and within planting, incorporating educational components;
- Nodes of seating and community tables catering for a variety of small group sizes, including those with children.



Above Illustrative Landscaping plan of the Wood Way showing the intention and vision for the character of the Landscaping and public realm within the Scheme.



Application Scheme - Commentary and response Design Code - Landscape

The Design Code sets out the how the look and feel of future RMAs should come forward considering:

Character areas:

- Arboretum Place
- Wood Way
- Podium Glades

Elements:

- Hardscape
- Street furniture
- Soft Landscape
- Trees
- Lighting
- Play Strategy
- Signage



Application Scheme - Commentary and response Design Code - Arboretum Place



- 1 Flexible open space
- 2 Grove of trees
- 3 Seating area under the trees
- 4 Sculptural play element
- 5 Spill-out space

Application Scheme - Commentary and response Design Code - Wood Way



- ① Multi-species tree groves
- ② Marker trees
- ③ Play pockets & trail
- ④ Seating nodes
- ⑤ Play area
- ⑥ Playable lawn
- ⑦ Planted terraces to podium level

Application Scheme - Commentary and response Design Code - Wood Way



- ① Play area adjacent internal community space
- ② Large playable lawn
- ③ Pedestrian crossing
- Kara Way playground footprint

Summary

Summary Benefits

SOCIAL



1049
new homes
to meet Barnet's
housing need

35% Affordable Homes
(382 units - 30% affordable
rent, 70% shared ownership)



New healthcare
provision

ECONOMIC



New
civic heart
for Cricklewood

Complementary
commercial uses
to high-street

Town Square
for community events

Improved safety
and security by promoting
positive activity and passive
surveillance

Stimulate wider
regeneration
of the town centre

ENVIRONMENT



Almost half of the
site delivered as
open space
and public realm



New
trees



Biodiversity
net gain



Making best use of
brownfield
land

Use of SuDs,
rainwater
harvesting and
blue roofs

Improved
health and
wellbeing



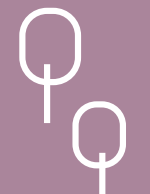
Enhance
Cricklewood
Green

CONNECTIONS

Highly accessible site
promoting sustainable means
of transport



Priority to
pedestrians and
cyclists
enhancing local
connectivity

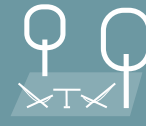


Connect to
Kara Way play area
and
Cricklewood Green

92% reduction
in traffic
movements



DESIGN



Communal
gardens
Variety of spaces for
rest and relaxation



BRE compliant
public realm sun-on-
ground performance



Private amenity
provision for all
residential units

Improved setting of
Cricklewood Railway
Terraces
by uplifting surrounding public
realm

High quality design responds to
character of local
context

RMA designs require
Design Review Panel
To ensure quality of design