

Design and Access Statement - November 2022 Addendum

B&Q Cricklewood, Cricklewood Lane

Montreaux Cricklewood Developments Ltd
November 2022



MONTREAUX



EPR Architects

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03	Issue for comment	2022.11.10	SCH	SN
02	Issue for comment	2022.11.04	SCH	SN
01	Draft for comment	2022.11.02	SCH	JE

2 The Application Scheme

1.1 The Original Scheme - July 2020

This Design and Access Addendum provides a design narrative outlining the changes undertaken to outline planning application reference 20/3564/OUT during its determination. The outline application, originally submitted on 31st July 2020 (known as the 'Original Scheme') was amended by the applicant Montreaux Cricklewood Developments Limited during its determination. The application was heard at Barnet Council's planning committee on 9th September 2021, and the Mayor of London on 28th March 2022 (known as the 'Application Scheme') at which both determining authorities resolved to approve planning permission.

This Addendum should be read in conjunction with the Original Scheme Design and Access Statement (July 2020) which sets out the genesis and development of the proposal as well as the evolution of the design, massing and scale strategy undertaken at pre-application stage through detailed consultation with the Local Authority, Stakeholders and the GLA. It should also be read alongside the updated Design Code (November 2022) and parameter plans. These documents will inform the submission of reserved matters applications at the detail design stage.

The purpose of this Addendum is to explain the design, scale and mass changes and rationale that took place in July and August 2021 following submission of the Original Scheme, but prior to determination by Barnet Council and the Mayor of London.

1.2 The Application Scheme - November 2022

Given the Site's edge of town centre location and proximity to Cricklewood Rail Station, our collective ambition has always been to design a scheme that optimises residential development in response to the extensive adopted and emerging development plan policy that promotes high density development, and tall buildings, at accessible locations well served by public transport whilst ensuring that the proposal responds meaningfully to the voices and opinion of the local community. We also aspire to deliver true public benefits through the transformation of an under-used parcel of land comprising a retail warehouse and car park into a new well-designed place, with high quality and sustainable buildings and public realm, forming an integral part of the Cricklewood town centre.



Above Application Scheme - Public realm improvement

The Original Scheme drew on the potential for significant improvement to public realm, permeability and legibility of the wider area. This included the extension of Cricklewood Green and the creation of a new public square as well as introducing new areas of public open space in response to its' emerging urban context. Additionally, the provision affordable housing, reduced car movements and enhanced pedestrian and cycle routes through the Site, further contribute to the local benefits of the Scheme.



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



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



Above Building Plot Heights Diagram of Application Scheme

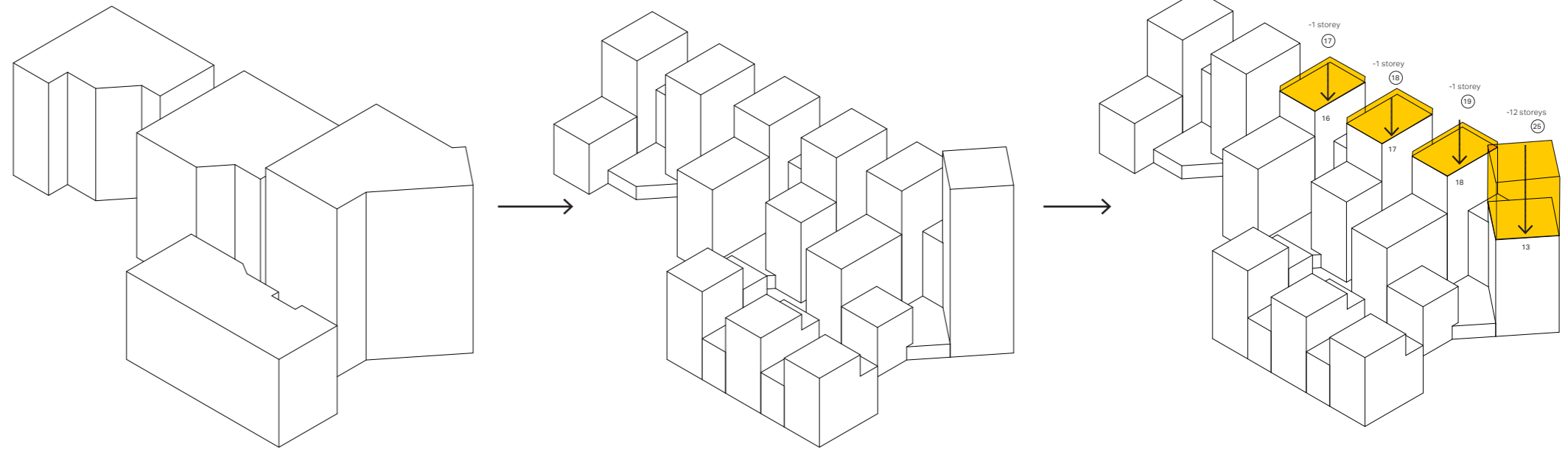
2 The Application Scheme

2.1 Overview

Following submission of the Original Scheme and further consultation by the Applicant, comments were expressed again, principally 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.

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.

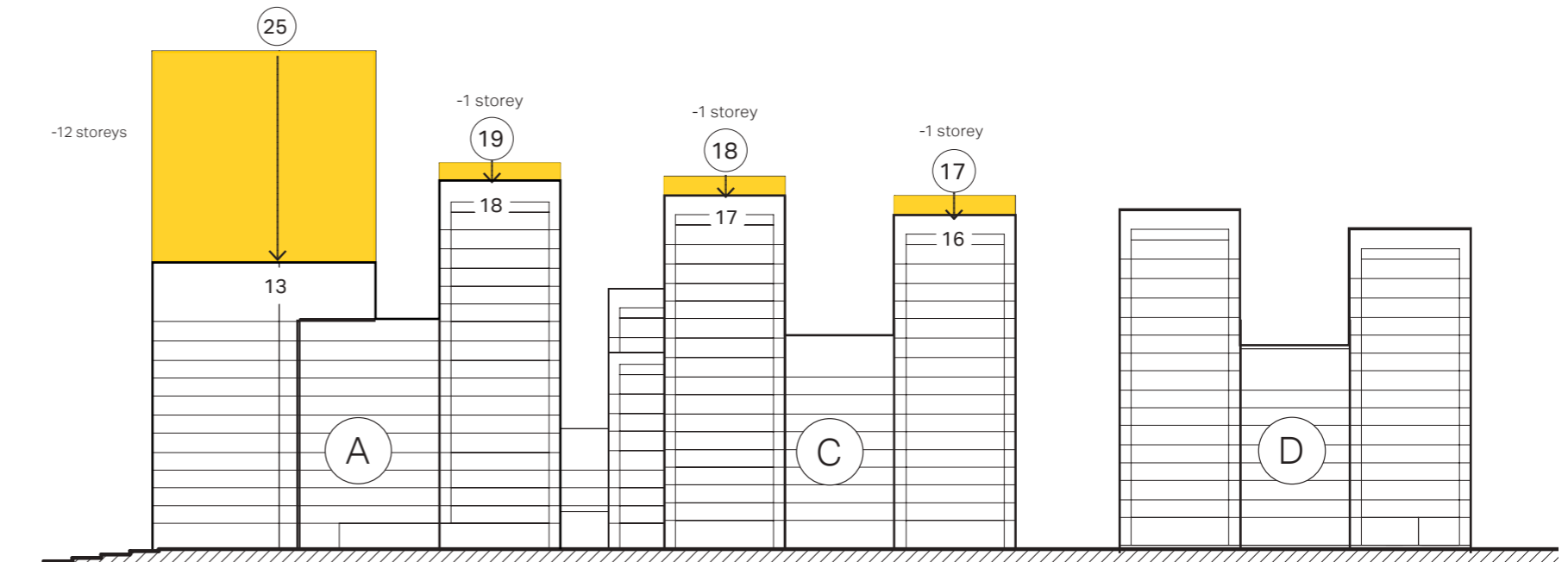
As the appointed architects, we were given the opportunity to undertake revisions which we believe could respond to the concerns raised, whilst still maintaining the fundamental principles of the masterplan (building footprint; access; permeability etc) that had evolved since 2019. We were also able to consider whether the pinnacle of height should be set back away from Cricklewood Lane, further into the Site, away from the new public square and Cricklewood Green, whilst still creating an architectural feature which identifies the important transport hub and town centre location that the Site sits within.



Above Extruded footprints of Development Parcels to maximum AOD heights. Original Scheme (July 2020)

Above Maximum parameters of Original Scheme (July 2020)

Above Reduction in storey height between the Original Scheme (July 2020) and the Application Scheme (November 2022)



Above Reduction in storey height between the Original Scheme (July 2020) and the Application Scheme (November 2022)

2 The Application Scheme

2.2 Character Area Response

The architectural response of the Application Scheme reflects a series of architectural character areas, each responding directly to their immediate context. In consideration of Policy D3 (Quality and Character) of the London Plan- these architectural responses are set out within the Design Code to ensure future RMAs responds to the existing character by identifying an architectural approach derived from 'the special and valued features and characteristics that are unique to the locality and respect, enhance and utilise the heritage assets and architectural features that contribute towards the *'local character'* and to ensure the use of attractive, robust materials that weather and mature well.

As such;

Plots A and B – reflect a grand, more detailed architectural response derived from the ornate Victorian retail architecture seen along Cricklewood Broadway.

Plot C – is 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.

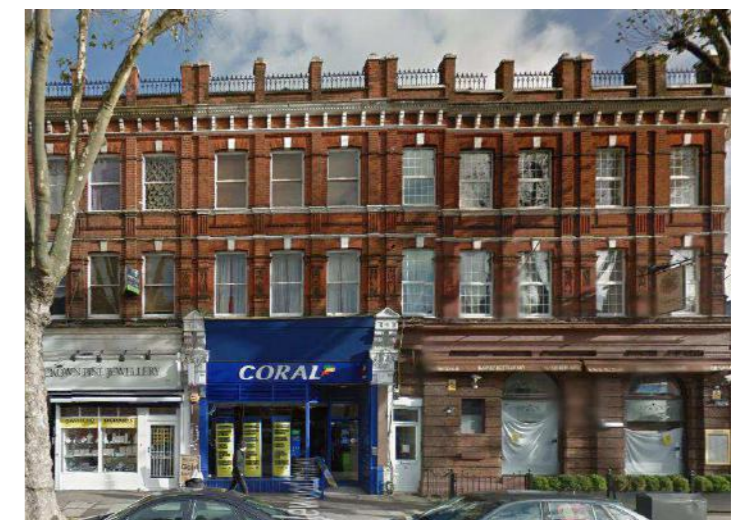
Plot D – is more restrained whilst maintaining high architectural and material quality. This allows the building to remain deferential to the adjacent architecture of the Railway Terraces, which themselves feature a restrained and limited architectural detailing.



Above Images illustrate typical architecture of Cricklewood Railway Terraces Conservation Area.



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



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

2 The Application Scheme

2.3 Tall buildings - London Plan Policy D9

CS Policy Map 5 Brent Cross-Cricklewood Regeneration Area designates the Site within the growth area. Policy CS5 'Protecting and enhancing Barnet's character to create high quality places' states that tall buildings (8 storeys (or 26 metres) or more) may be appropriate in strategic locations including the Brent Cross – Cricklewood Regeneration Area. CS para. 10.6.6 recognises the Edgware Road as a corridor suitable for tall buildings in principle, partly because it lies within a valley floor where tall buildings are less likely to have a significant impact on key views. In particular, Brent Cross Cricklewood is identified as a suitable location.

In response to the age of the adopted local development plan, and the obligation on the Council to plan for significantly increased housing delivery, the Council has undertaken a review of its Local Plan. The emerging local plan designates the site within the Cricklewood Growth Area and the Brent Cross / Cricklewood Opportunity Area. Policy CDH04 Tall Buildings states that tall buildings (8 to 14 storeys)

(26 to 46 metres above the ground level) may be appropriate in nine strategic locations. It includes Cricklewood Growth Area (Policy GSS04) as one of the nine locations. 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 and the Cricklewood Growth Area, and therefore exceptional circumstances exist. The site is also designated as Site Allocation No.8 which recognises the principle for tall buildings on the site.

London Plan Policy D9 states that tall buildings should only be developed in locations that are identified as suitable in Development Plans. It is considered that the Application Site is an appropriate location for tall buildings in accordance with adopted Policy CS5, and emerging Policy CDH04 and Site Allocation No.8.



Above Aerial view of B&Q Site within wider context Brent Cross and Cricklewood Regeneration Area.



Above The image illustrates how using the Design Code can enable a scheme of high architectural quality to come forward through RMA

2 The Application Scheme

2.4 Massing Overview

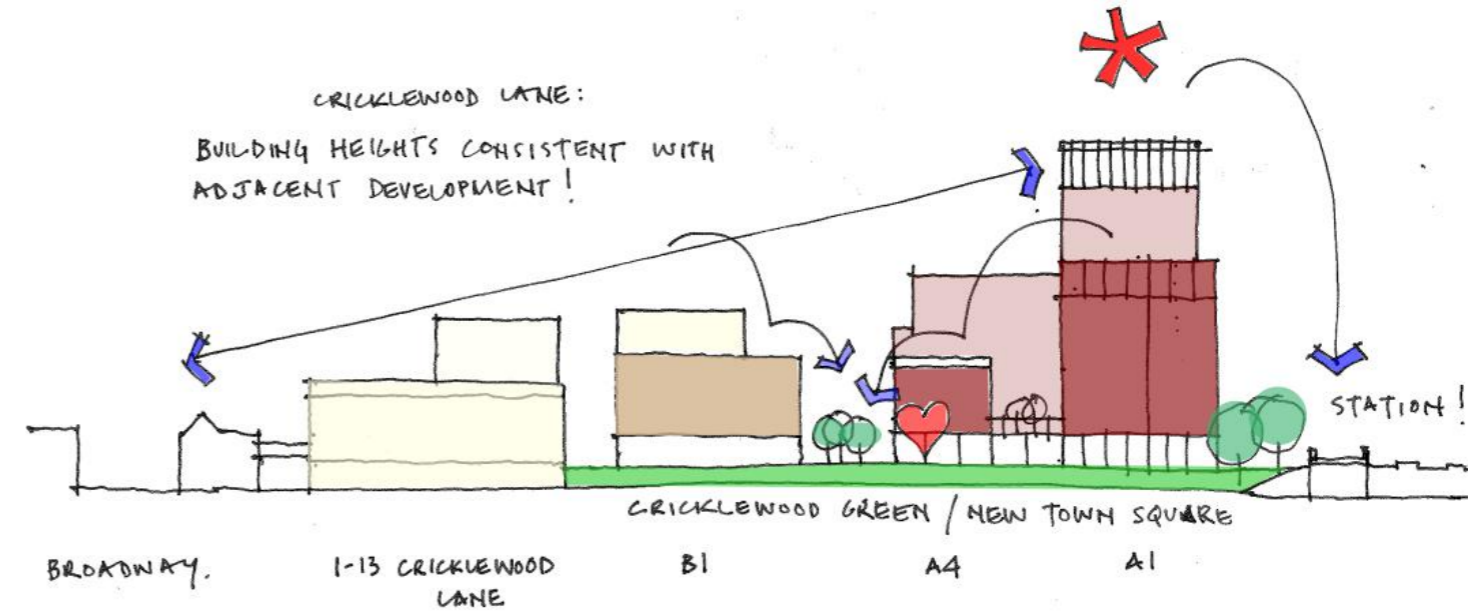
Our decision to reduce height substantially from 25 to 13 storeys at Building A1, which is located at the new Town/Civic square and facing onto Cricklewood Green and Cricklewood Lane, echoed an earlier massing proposal that we tested in pre-application discussions with the LBB, known as Massing Option 3 (page 39 DAS - July 2020).

Our revised massing strategy still 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, providing a logical hierarchy to the composition of the Application Scheme. We consider that Building A2, rather than Building A1 should comprise the tallest element to achieve this legibility, whilst not presenting the tallest element directly onto Cricklewood Lane and the new public square. Building A1 has been reduced substantially down to 13 storeys to ensure that there is a subordination of massing at this important boundary, recognising the need to reduce the scale of development in this location.

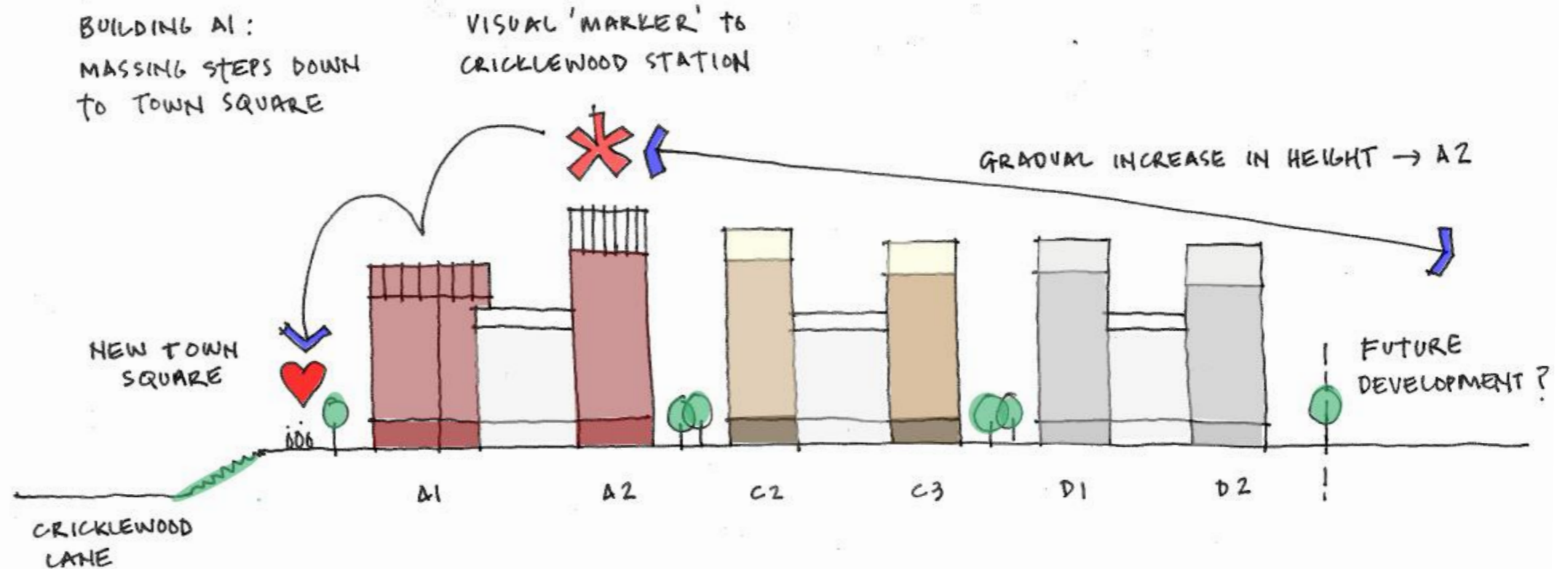
This organisation, composition and distribution of height is beneficial in providing a clarity and legibility with respect to wayfinding – recognising the destination of Cricklewood Station and the new town square at the heart of this regeneration project. Building A1 (13 storeys) and Building A2 (18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

Set back from Cricklewood Lane, we consider that Building A2, rather than Building A1 should present as the tallest element within the composition to achieve the legibility in the longer townscape views, with a conscious stepping down in massing to A1.

Critically Reducing building A1’s massing down to 13 storeys in this location, ensures there is a subordination of massing at this important boundary with the new civic space, Cricklewood Green, Cricklewood Lane, the streets immediately opposite as well as providing a building arrangement that respects the development along Cricklewood Lane.



Above 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.



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

2 The Application Scheme



Cricklewood Lane ← Building A →

← Building C →

← Building D →

Above Illustrative elevation (East) of the Application Scheme from the Railway

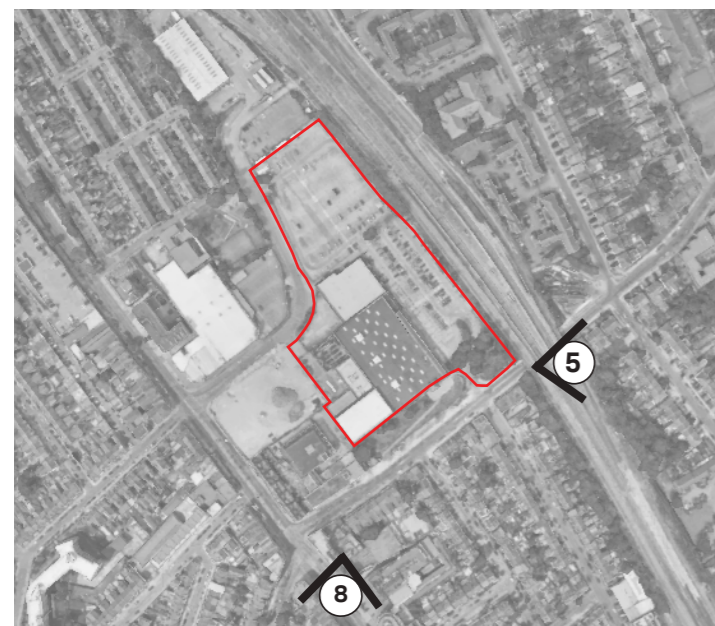
2 The Application Scheme

2.5 Comparison of Key Townscape Views

Whilst maintaining legibility and a successful relationship to the new open spaces, the Application Scheme results in improved visual, townscape and heritage effects. The significant reduction in height of Building A1 reduces its zone of visual influence and its visibility from many of the townscape views tested by Montagu Evans.

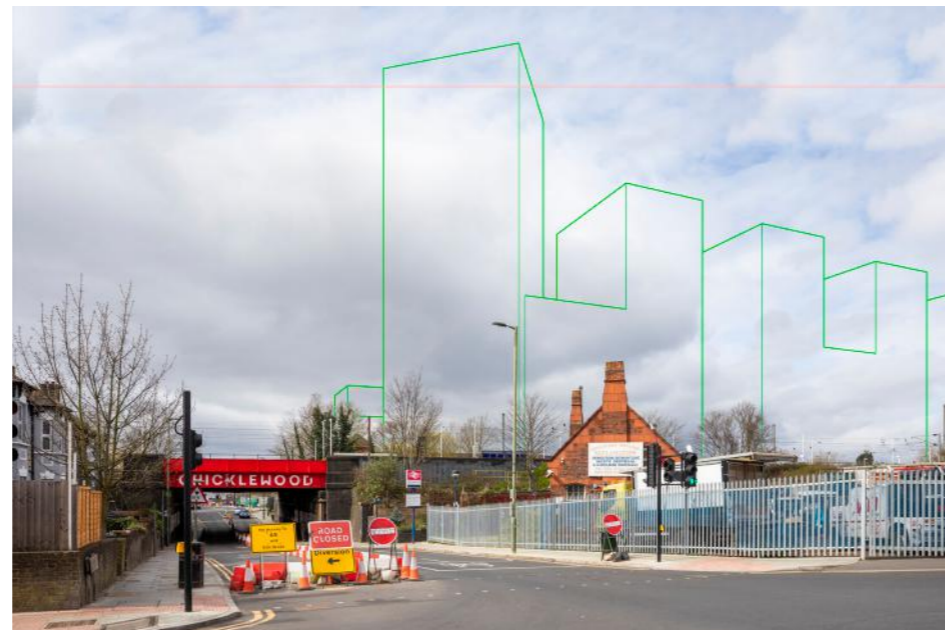
For example, Building A1 will not be visible in the view of the listed Crown Pub from Cricklewood Broadway (View 8).

For the full sequence of scheme wirelines please refer to Appendix 1 of this document

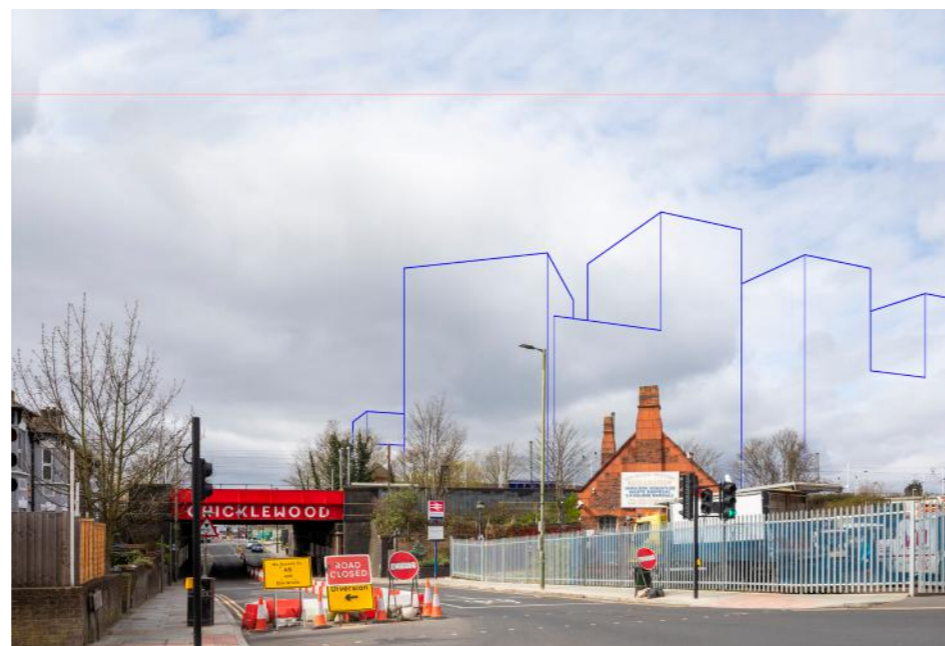


Above Location plan for Townscape Views

View 5 - Cricklewood Station looking South-West



Above Wireline view of the Original Scheme



Above Wireline view of the Application Scheme

View 8 - The Crown Pub



Above Wireline view of the Original Scheme



Above Wireline view of the Application Scheme

2 The Application Scheme

Building A1 disappears altogether from Neadham Terrace (View 13) and Johnson Terrace (View 15) within the Cricklewood Railway Terraces Conservation Area, nullifying any perceived impact of the Application Scheme.

View 13 - Neadham Terrace



Above Wireline view of the Original Scheme

View 15 - Johnson Terrace



Above Wireline view of the Original Scheme

For the full sequence of scheme wirelines please refer to Appendix 1 of this document



Above Location plan for Townscape Views



Above Wireline view of the Application Scheme



Above Wireline view of the Application Scheme

2 The Application Scheme

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).

View 6 - Oak Grove



Above Wireline view of the Application Scheme

View 7 - Elm Grove



Above Wireline view of the Application Scheme

For the full sequence of scheme wirelines please refer to Appendix 1 of this document



Above Location plan for Townscape Views



Above Wireline view of the Original Scheme



Above Wireline view of the Original Scheme

2 The Application Scheme

The lowering of heights of A1 and A2 results in a positive relationship with Building B, and in particular the massing of Buildings B1 and B3 ,

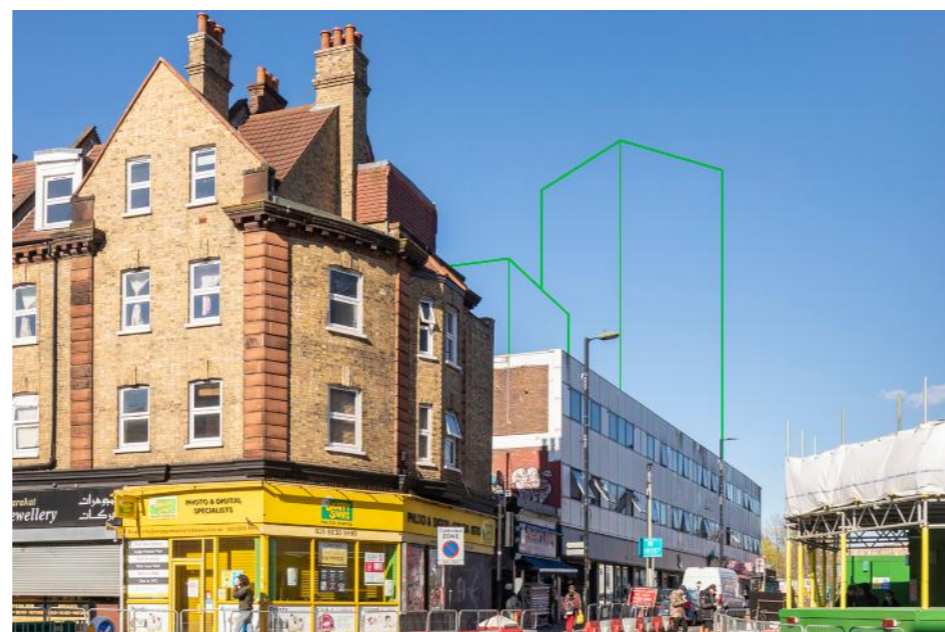
Whilst maintaining the emphasis of building heights along the North-eastern boundary overlooking the adjacent railway, height reductions have also been made to this aspect of the massing composition, reducing the maximum heights of the tallest blocks of Buildings C2, C3 by 1No: floor respectively.

This height reduction continues to respect 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).

Overall, the amendments undertaken to the Original Scheme as a direct response to public consultation, result in a well-balanced and considered composition of building mass and scale that respects the local character and heritage assets of the immediate context.

For the full sequence of scheme wirelines please refer to Appendix 1 of this document

View B - from Cricklewood Broadway

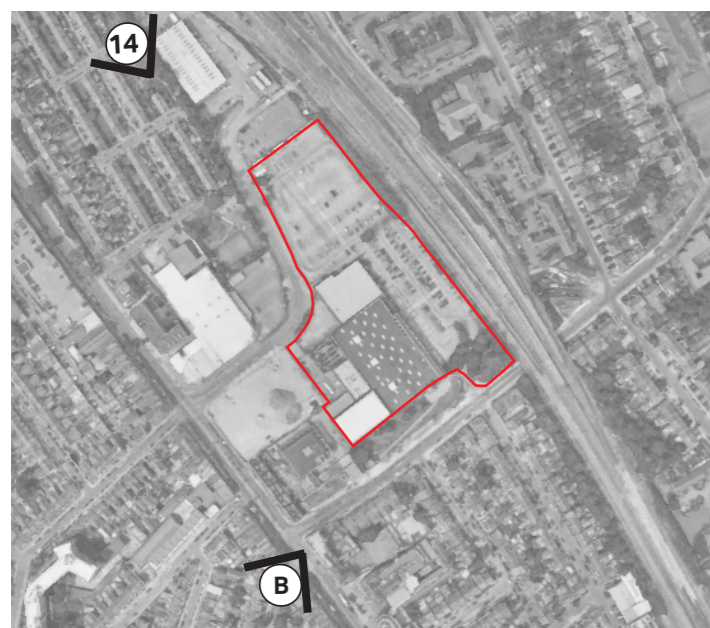


Above Wireline view of the Original Scheme

View 14 - Railway Terraces Allotments



Above Wireline view of the Original Scheme



Above Location plan for Townscape Views



Above Wireline view of the Application Scheme



Above Wireline view of the Application Scheme

2 The Application Scheme

2.6 Development Parcel A - Illustrative Application Scheme

EPR has prepared an illustrative scheme for the Application Scheme which represents one way that a reserved matter application may come forward informed by the outline planning permission, the design code and the parameter plans. We can demonstrate how a proposal of high architectural and material integrity can be brought forward to meet development plan policies for growth and high density housing delivery, whilst complimenting the character of the surrounding area including Cricklewood Town Centre.

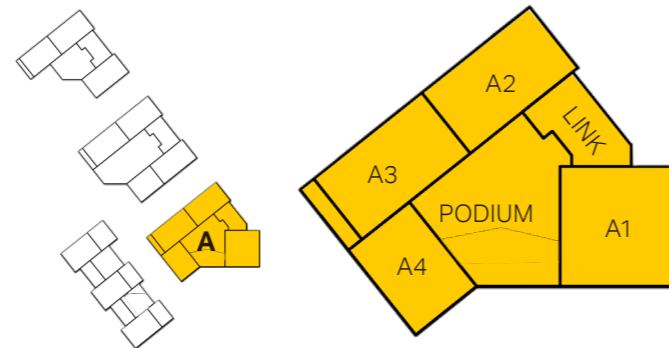
The architecture of the building plots within Development Parcel A shown opposite with its materiality, and contrasting white windows, window sills, banding and decorative parapets is intended to echo the well recognised and ornate Victorian character, materiality and detail of Cricklewood Broadway.

The building's form, stepped massing and orientation of the buildings recognises the new civic space at its base. A two storey plinth, frames and encloses the commercial and active frontages around the square that will complement the High Street, drawing your eye to the community activity and social heart of the scheme.

The expression of this plinth also frames and encloses the private podium gardens of the residential accommodation above.

The top two storeys of the tallest element (A2) are treated with a more decorative or detailed 'crown' to elevate the building within the overall masterplan's composition and denote the location of both Cricklewood Station and the new town square.

The top two floors of A1 are also expressed as a two-storey read to provide a top, middle and base to the composition, albeit a simpler and subservient execution of the detail on Building A2.



Below View of the Illustrative Scheme's Building A from Cricklewood Green

Right Existing Cricklewood Green



2 The Application Scheme

2.7 Development Parcel B - Illustrative Application Scheme

The architecture of Building B, relates to Cricklewood's High Street while transitioning material from the lighter brick tones of the consented 1 – 13 Cricklewood Lane Scheme adjacent. Building B echoes the more detailed architecture derived from the Victorian retail architecture on Cricklewood Broadway, however it is more restrained than Building A - keeping Building A the feature building at the new town square.

In a similar vein to Building A, Building B's form and massing steps down in height towards the new public open space and town square, keeping height towards the site boundary and away from Cricklewood Lane.

Building B's footprint has been arranged to give the new town square and civic space a sense of enclosure and containment to give it an appropriate scale and atmosphere for its intended uses.

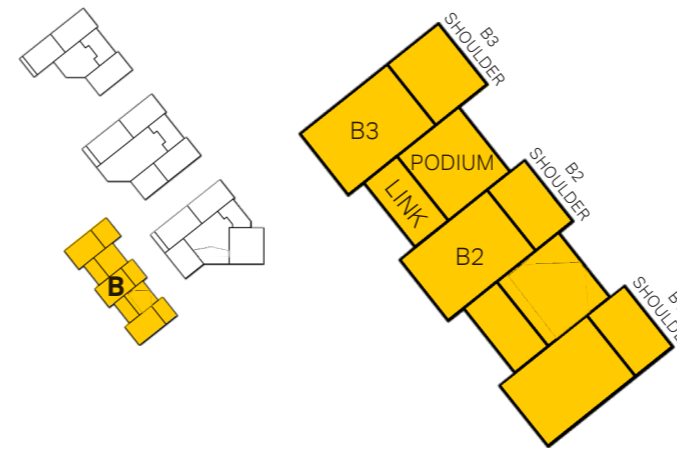
Base

The base of Building B is expressed as a single storey plinth housing commercial space and active frontage with integrated shopfront, signage and retractable canopies to continue the high street feel of Cricklewood Lane up onto the slightly elevation level of the site. Details at the base include should include precast concrete or similar finish to commercial zones with fully glazed shop front design and integrated louvre panels and/or signage behind glazing. The base should read as a continuation from the treatment of Building A base also fronting the town square, with lighter texture brick within an expressed frame in addition to the continuation of the two-storey read of an expressed frame at the podium to enclose the private amenity space within.

To ensure that the collection of buildings on the site appear slightly different from one another in their architectural approach while knitting together cohesively, Building B expresses a stronger vertical emphasis with expressed brick piers.

Windows to highest floor level to benefit from extended recessive panel of detail to emphasise

proportion and termination of parapet. The parapet to reference stucco finished parapets or provide texture/pattern to provide hierarchy to elevational composition.



Below The CGI shows the new town square and its relationship to building B



2 The Application Scheme

2.8 Development Parcel C - Illustrative Application Scheme

As set out within the Design Code, Development Parcel C, represents a transition in both tonal and architectural character, sitting between the more formal and 'civic' nature of the new town square a quieter architecture of the conservation area.

The buildings are articulated, with an expressed base, middle and top.

Base

The buildings are detailed with textured/ corbelled brickwork at its base, providing a sense of texture, and detail to be enjoyed at close proximity.

Similar to Building D, Building C enjoys a direct relationship with the open landscaped space. The building form/building line have been given careful consideration to ensure that open sight lines are opened up between the public and private landscape spaces to enhance the sense of open landscaped space at the heart of the town centre. The visual transition between these spaces is enhanced through the provision of terraced planters, intended provide a continuity or cascade of planting between the podium and ground floor landscape. This detail will need to be carefully integrated alongside the needs of ventilation to the carpark, which shall need to be integrated into the facade.

In a similar nature to Building A an expressed portal framework will provide a sense of physical enclosure to the podium landscape.

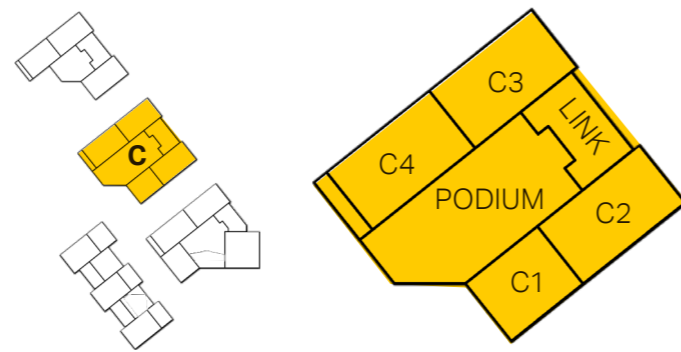
Middle

The architectural detail utilises horizontal banding in a similar nature to Plot A, however the detail is expressed in a projecting brick soldier course.

Windows are expressed using an elegant precast detail to articulate the elevation.

Top

The lighter tops to the buildings assist with the building's composition and enhance its setting within the townscape views.



Right Existing Depot Approach
Below View of the Illustrative Scheme's Building C from the balcony of the Illustrative Scheme's Building B
Far Right Plot C shown in the foreground of the CGI, clearly articulates the detail expressed within the facade and its transitional relationship to both Plots A and B





2 The Application Scheme

2.9 Development Parcel D - Illustrative Application Scheme

Building D, sits in the north east corner of the scheme and sits adjacent to a large expanse of open landscape, Kara Way playgrounds and the conservation area beyond. The quality and extent of landscaping which provides the 'foothills' of the scheme will play a key role in the setting of Building D. This, in conjunction with an elegant architectural response will provide a positive addition to the town and a significant improvement on the approach to and setting of the conservation area in comparison to the previous industrial sheds and open car parks.

Materiality

Within the masterplan there is a variety of brick colour -with a red tone for the higher elements at the town square (Building A), changing to brown (Building C) and then to grey (Building D) as the heights diminish and recognising Building D's spacial relationship to the conservation area – Intending to provide a subservient relationship to its context.

Elevations

Similar to the structure of all plots, Building D will be subject to similar compositional structure of an expressed base middle and top, but should be articulated separately, expressing a further devolution of detail.

Top

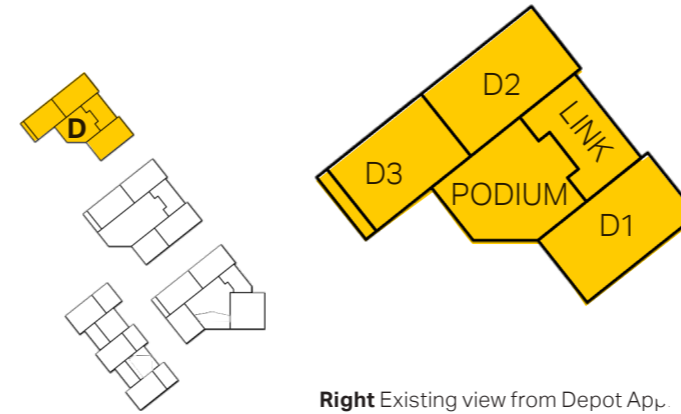
The tallest elements of Building D will benefit from a simple 75mm precast banding detail, supplemented by a subtle soldier course to express the rhythm of the floors and an expressed two storey read to the highest floors.

Middle

The lower storeys of D3 are the most adjacent built form to the CA. In order to establish contrast from the taller elements of D2 and D1, whilst it still benefits from the articulated plinth detailing, corner balconies to D3 are framed with corner brick piers and the main body of the façade has been intentionally stripped of the horizontal pre cast banding to achieve a further visual contrast. As elsewhere all windows will be subject to a minimum of 215mm reveals, however we have also looked to incorporate recessed panels

within the brickwork to reinforce the rhythm and pattern of windows.

The design of Building D when viewed from street level and from within the scheme will integrate with its context through the sensitive use of materials and the human scale and rhythmic patterns represented by the fenestration.



Right Existing view from Depot Approach
Below View of the Illustrative Scheme from Depot Approach
Far Right View back towards Kara way Playground indicating proposed landscape and a glimpse view of the Plot D illustrative scheme.





Community Centre

3 Executive Summary

The Application Scheme draws on the main ambitions and strengths of the Original Scheme to deliver up to 1049 homes - tackling the increasing strain on housing in Cricklewood. The Application Scheme also offers the same provisions of high quality green space and increased public realm as previously explored in the Original Submission.

This ambitious Application Scheme builds on the aspirations to:

- - Create 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;
- 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;
- Improve safety and security in and around the Site by promoting positive activity and passive surveillance;
- 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;
- Act as a catalyst for further regeneration and unlock the potential of the surrounding area;
- Improve the frontage along Cricklewood Lane, enriching the pedestrian experience towards the station and new town square;
- Contribute positively to the local townscape, adding legibility to the district centre and Cricklewood station;
- Improve the setting of and approach to of the Cricklewood Railway Terrace Conservation Area by significant upliftment to the adjacent public realm, whilst not adversely affecting the visual experience from within the conservation area as illustrated in the townscape assessment.;
- To ease traffic and congestion by enabling locals to take advantage of the close public transport links and cycling and walking routes; and
- 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.

We believe that this document alongside the Design Code will ensure that the provision of homes, commercial area and open public space will be an addition to the area, that benefits the wider community of Cricklewood.

