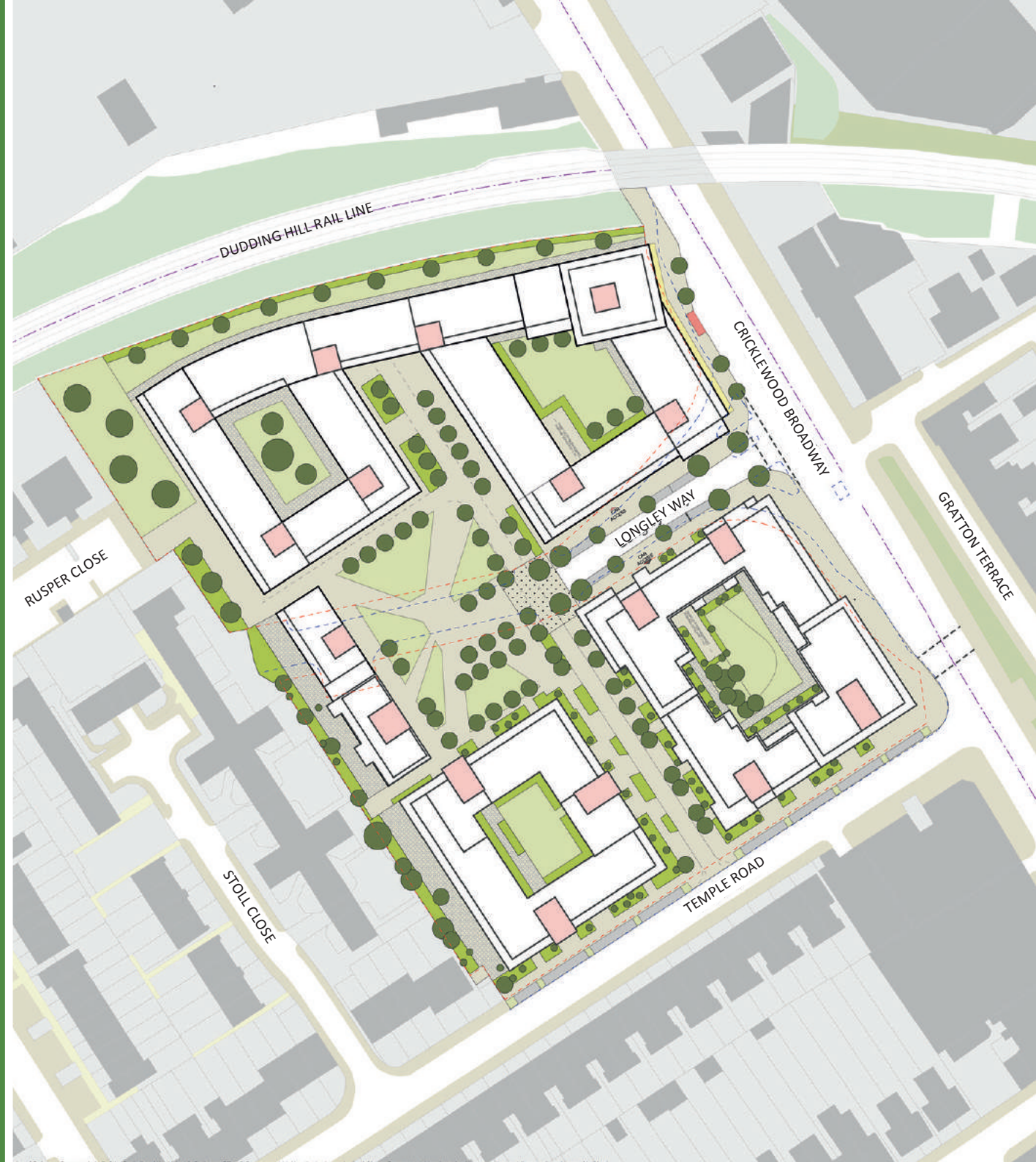


# STOLL SQUARE, 317, CRICKLEWOOD BROADWAY

## OUTLINE MASTERPLAN

URBAN  
INITIATIVES  
STUDIO

FINAL REPORT  
NOVEMBER 2019  
PREPARED FOR: ZISER LONDON



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The Matalan site viewed from across Cricklewood Broadway



# 1 INTRODUCTION

## 1.1 OVERVIEW

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This masterplan has been prepared in support of a planning application for 238 residential apartments, together with ground floor commercial space, within three blocks, at Stoll Square on Cricklewood Broadway on the northern edge of Cricklewood Town Centre.

The application site is currently occupied by a large footprint Matalan store and its associated surface car parking and service yard. The Matalan store is accessed off Longley Way and this road forms the northern boundary of the application site. To the north of Longley Way is another large footprint store in separate ownership and occupied by Wickes.

The two sites are identified collectively as the Cricklewood Broadway Retail Park, a site allocation (reference BSESA17) within the emerging Brent Local Plan 2018 (Preferred Options Stage).

The masterplan provides a coherent plan across the two sites, indicating how development can transform and enhance the northern end of Cricklewood Broadway and establishing a layout and built form that responds to the local context and allows for phased delivery.

## 1.2 MASTERPLAN PROCESS

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The masterplan has been prepared through a collaborative process with input from Design Council Cabi, the Greater London Authority (GLA), Transport for London (TfL) and London Borough of Brent officers. This included positive and helpful design workshops and reviews with Cabi on 11 July 2018 and 13 August 2019 and with the GLA on 16 January 2019 and 17 October 2019.

A public consultation event was held on 30 October 2019 at the Clayton Crown hotel in Cricklewood Town Centre.

These meetings have helped to guide and inform the preparation of the masterplan.



Public consultation in the Clayton Crown hotel





- 1 Masterplan site
- 2 Cricklewood Broadway
- 3 Temple Road
- 4 Stoll Close
- 5 Cricklewood Pumping Station
- 6 Gladstone Park
- 7 Staples Corner
- 8 North Circular
- 9 Staples Corner Retail Park
- 10 Dudding Hill rail line
- 11 Cricklewood Bus Garage
- 12 Midland Mainline rail lines
- 13 Cricklewood Rail Terraces CA
- 14 Cricklewood station
- 15 Cricklewood Lane
- 16 Hendon Way
- 17 Golders Green Estate
- 18 Clitterhouse Playing Fields

Figure 2.1: Site location and context



## 2 SITE CONTEXT AND UNDERSTANDING

### 2.1 SITE LOCATION + CONTEXT

The masterplan site is located at the northern end of Cricklewood Town Centre and is defined by Cricklewood Broadway to the east, an elevated railway line to the north, Temple Road to the south and the backs of residential properties to the west.

Immediately to the west of the site is an attractive residential neighbourhood of principally Victorian terraces laid out on a connected network of street blocks. Beyond these is, Gladstone Park, Brent's most heavily used park. To the east of the site, on slightly elevated ground, rows of former rail workers cottages are arranged on a similarly organised grid of streets. This area is designated as the Cricklewood Rail Terraces Conservation Area.

Cricklewood Broadway (A5) forms part of the Watling Road, the Roman Road that leads from Dover through London to St Albans and onwards to the Welsh borders. It is still an important route and extends northwards to the North Circular at Staples Corner and southwards to Kilburn, Paddington and Hyde Park as Edgware Road. The Broadway is a major bus route through the area and bus stops are located adjacent to the site. It also forms the boundary between the London Borough of Brent (to the west) and the London Borough of Barnet (to the east).



Masterplan site viewing across Cricklewood Broadway

The character of Edgware Road / Cricklewood Broadway varies along its length, but, with exception of the applicant site, is lined by frontage that defines the street from the point where it passes beneath the elevated rail line (immediately to the north of the site) all the way southwards to Central London. In this context the current use and built form on the applicant site is incongruous with the character of the area and reduces the attractiveness of the street and wider neighbourhood.



## 2.2 THE SITE

The masterplan site is occupied by two, large floorplate, retail stores and their associated car parking and is bisected by Longley Way which gives access to these stores. The northern plot is occupied by a Wickes store and the southern by a Matalan store.

The masterplan site should not be confused with the 'application site', the southern part of the masterplan site; the portion currently occupied by the Matalan store.

Both stores are set back from Cricklewood Broadway, and in their form and interface with the Broadway, contrast markedly with the more defined street frontage provided by the buildings that line the Broadway further to the south.

The Longley Way access road provides a wide junction and slip-roads to facilitate the movement of large articulated vehicles into the masterplan site. This allows cars to negotiate the junction at speed and presents a hostile environment for pedestrians.

The site is set lower than the surrounding context (by between 0.5 and 1.0m) and is dominated by hard surfaces, with the only vegetation a fringe of immature trees and shrubs on the interface of the car parks with Cricklewood Broadway.

The site measures 2.13 hectares and is in two principal ownerships to either side of Longley Way, which is public highway. The leases on both the Matalan and Wickes sites are nearing their end and this presents an opportunity to reconsider the uses on the site and to deliver development that is more appropriate to the site's location and context.



Figure 2.2: The masterplan site



Matalan car park viewed from Temple Road



Longley Road with three storey properties on Stoll Close backing onto the site



Corner of Temple Road and Cricklewood Broadway



Victorian houses on Temple Road



The Matalan store presents no frontage to Temple Road



Dudding Hill rail line bridge over Cricklewood Broadway



## 2.3 HISTORIC DEVELOPMENT

Early historic plans indicate farm buildings on the site at a time when the Watling Street / Edgware Road passed through open countryside (Figure 2.3).

In the 19th Century, the arrival of the railway, and growth of the city northwards, changed the sites context. By 1912 the site formed the northern edge of the urban area with the 'Cricklewood Curve' railway line defining its northern edge and rows of Victorian terraces to the south.

At this time, the masterplan site, and land immediately to the west, was in industrial use. The Smiths Clock Factory, where clocks, and other instruments, were made for cars and aeroplanes, occupied the site. This was conveniently located for the nearby Handley Page aircraft factory and Cricklewood aerodrome (now Golders Green Estate). In 1920 a large studio building was constructed on part of the site. This was the Stoll Studios, also known as Cricklewood Studios, which was the largest film studio in the country at the time.

The studios closed in 1938 with the aviation company Hawker Siddeley acquiring the site. The studio buildings, however, remained until the 1960s.

The western part of the studios was redeveloped for housing at Stoll Close and Oswald Terrace (named after Sir Oswald Stoll) whilst the eastern part, the masterplan site, became a trading park.



Figure 2.3: Historic plan dating from 1761



Figure 2.4: Historic plan dating from 1864



Figure 2.5: Historic plan dating from 1912



Figure 2.6: Historic plan dating from 1957





Historic aerial image over the rail line and masterplan site



Stoll Studio buildings on Temple Road



Smiths Clocks advertised on the rail bridge



Historic frontage of Smiths clock factory on Cricklewood Broadway

## 2.4 LAND USES

The site is located immediately to the north of Cricklewood Town Centre and shops and cafes line the Broadway extending southwards from Mora Road to Walm Road. Retail uses also extend eastwards along Cricklewood Lane to the railway station.

There are also a number of leisure uses, including Beacon Bingo, in the centre and several hotels. This mix of uses brings activity to the centre and creates a vibrant high street.

To the rear of the Broadway the area is largely residential. To the south of the masterplan site the majority of properties are Victorian, laid out on a connected network of streets. To the north, properties are predominantly inter-war but with significant areas of 1970 / 1980s infill development. Similarly a mix of houses and apartments have been built on Stoll Close, adjacent to the masterplan site.

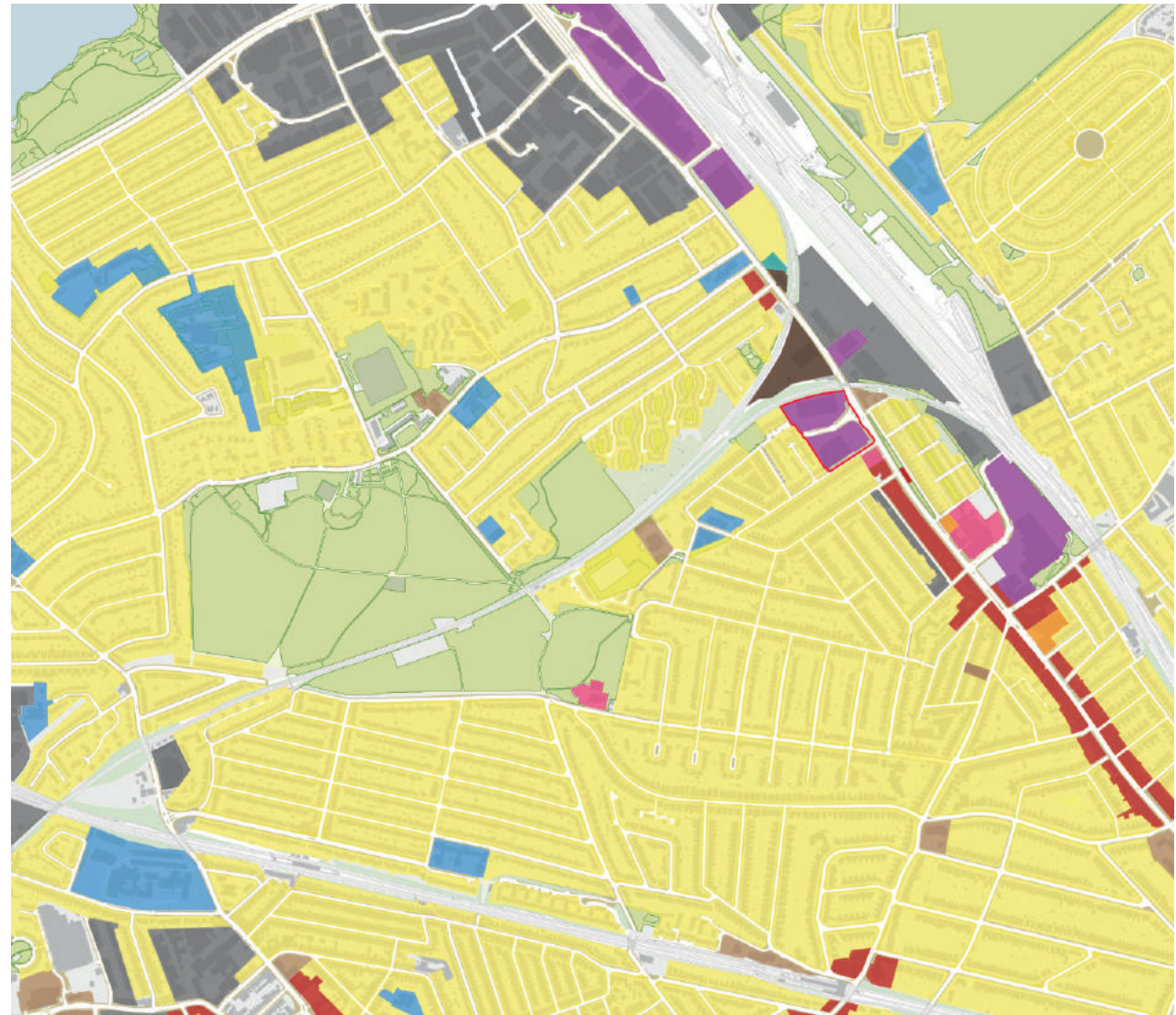


Figure 2.7: Land use plan



As Cricklewood Broadway extends northwards towards Staples Corner its character changes. The road widens on the approach to the North Circular and large footprint retail sheds and light industrial uses line the route. Immediately to the north of the site, on land between the railtracks, is the Cricklewood Bus Garage.

The most significant open space in the area is Gladstone Park located approximately 600m to the west of the masterplan site. This space is bisected by the Dudding Hill rail line and covers 35Ha. The space was formerly part of the Dollis Hill House estate and was purchased by the District Council in 1900 to provide a new public park. The space includes avenues of mature trees, sports pitches, tennis courts and a bowling green.

A small park, with children's play area, is located immediately to the west of the masterplan site on Rusper Close.



Temple Road with the masterplan site on the left



Victorian shopping parade on Cricklewood Broadway



Gladstone Park



Cricklewood Bus Garage



## 2.5 TOWNSCAPE + CHARACTER

Cricklewood Broadway is defined by a number of shopping parades with its centre the junction of the Broadway with Cricklewood Lane and Chichele Road. The parades front onto, and enclose, the street and their organised and repetitive, fine grain, façade pattern, dating primarily from the Victorian period, provides character to the centre. These parades provide a consistent building line and the active ground floor uses create a lively streetscape.

A number of buildings stand out from the regular pattern on the Broadway either marking important corners in the centre or highlighting particular uses. These include The Crown / Clayton Hotel, that steps back from the street close to the centre, the Beacon Bingo building on the junction of the Broadway with Depot Approach and The Mosque and Islamic Centre of Brent on Chichele Road.

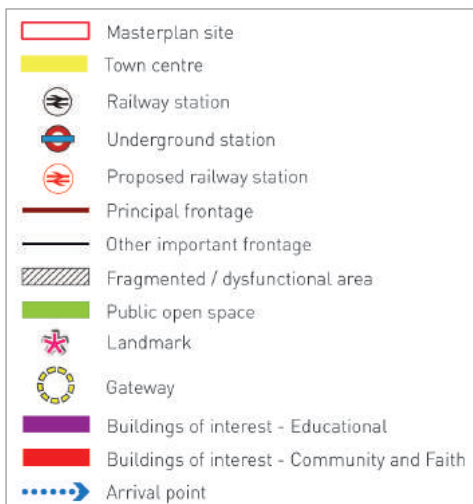


Figure 2.8: Townscape Plan



Closer to the masterplan site the former chimney of Cricklewood Pumping Station on St Michaels' Road (adjacent to Gladstone Park) is prominent in views and acts as a marker for the park.

The wider townscape presents a fairly consistent pattern of connected streets fronted by properties arranged primarily as terraces. The large floor plate retail sheds, set within large surface car parks, on the masterplan site, are incongruous with this pattern. They offer no frontage or definition to the surrounding streets and this diminishes the pedestrian experience.

The elevated rail lines in the centre are important in delineating the boundaries between Cricklewood Town Centre and adjacent areas. In that sense they can be described as gateways into Cricklewood. One of these gateways is on Cricklewood Lane next to Cricklewood station the other is immediately to the north of the masterplan site where visitors transition from the Staples Corner area to the north into Cricklewood Broadway. At the current time the Wickes / Matalan stores present a disappointing arrival experience.

The height of buildings along the Broadway is typically three to four storeys although there are a number of taller elements of greater height. Moving away from the Broadway residential streets are typically composed of terraces of two storey properties.



**Cricklewood Broadway is the main street through the area**



**Beacon Bingo on Cricklewood Broadway**



**Passing under the Dudding Hill railway line marks the arrival into Cricklewood**



**Cricklewood Pumping Station**



## 2.6 MOVEMENT NETWORK

### VEHICULAR

The A5, Cricklewood Broadway / Edgware Road forms the eastern boundary of the masterplan site. It is an important strategic route through London and extends from Marble Arch in a north-westerly direction following the alignment of the Roman Road (known by the Anglo Saxon name, Watling Street).

It is a broad route providing two vehicular lanes in the southward direction and one in the northern direction as it passes the site. Further to the north the route widens to two lanes in each direction and broadens further still to provide slip roads to either side on the approach to Staples Corner.

Cricklewood Broadway provides part of a connected network of streets through area. Railway lines however serve to compartmentalise the area and with few crossing points they provide significant barriers to movement notably in an east – west direction but also north – south.

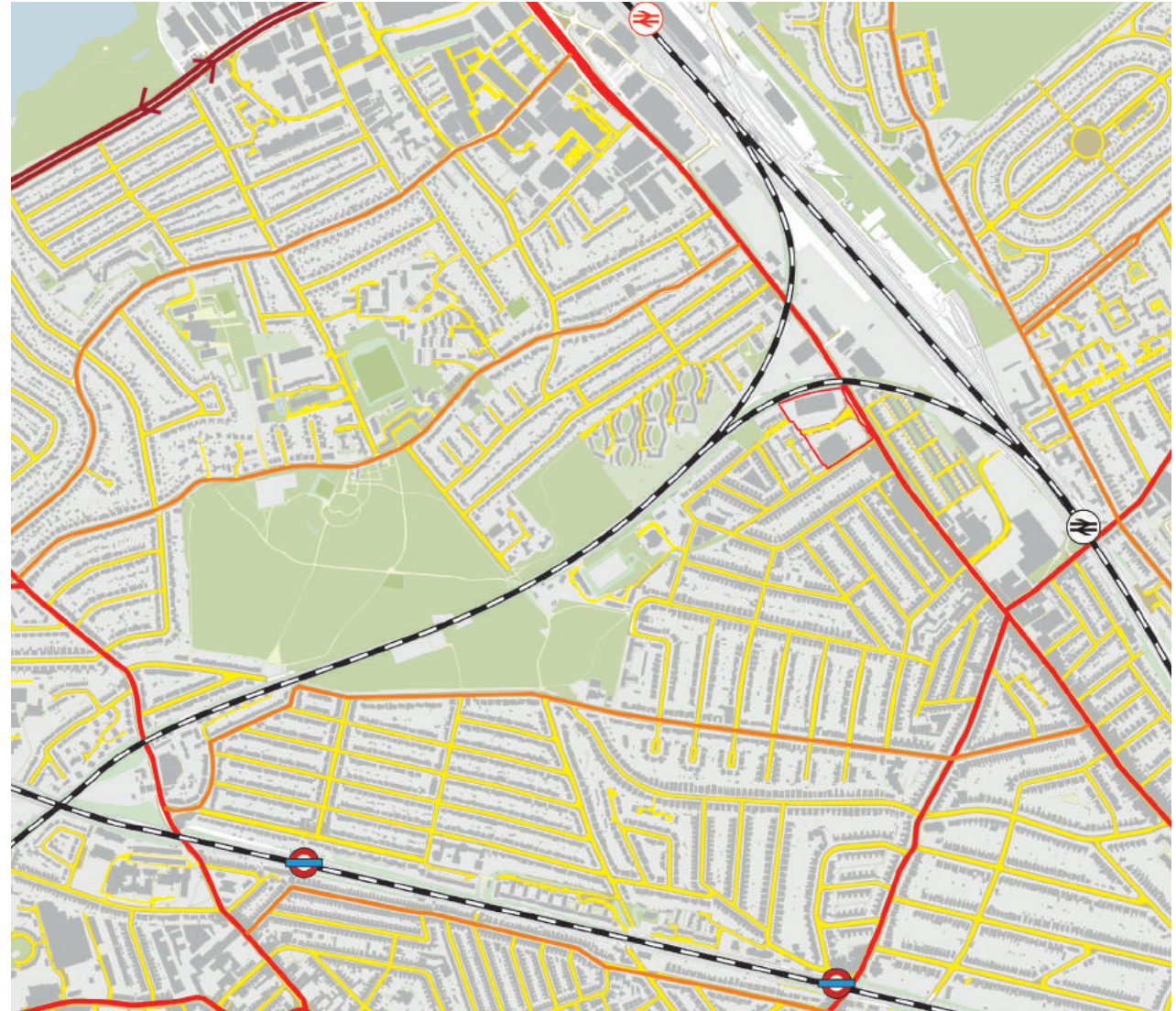


Figure 2.9: Road hierarchy



## PUBLIC TRANSPORT

### Rail

The area is relatively well served by trains. The closest station to the masterplan site is Cricklewood (approx 800m to the south-east) which is on the Midland mainline and served by Thameslink trains (four per hour in each direction). A new Thameslink station is proposed to the north of the masterplan site at Brent Cross West.

The Jubilee Line runs east–west approximately 1500m south of the site with Dollis Hill and Willesdon Green the closest stations. The Dudding Hill rail line runs along the northern edge of the masterplan site but this elevated line currently only provides freight services. However, there are proposals to open up the Dudding Hill line for passenger services as an extension of the London Overground network known as the ‘West London Orbital’. This envisages services from Hendon via Brent Cross West to West Hampstead and beyond to Hounslow via Old Oak Common.

### Buses

Cricklewood Broadway is an important bus route through the area and accommodates numerous services. A bus lane extends through Cricklewood Town Centre in the southerly direction and bus stops are located immediately adjacent to the site.

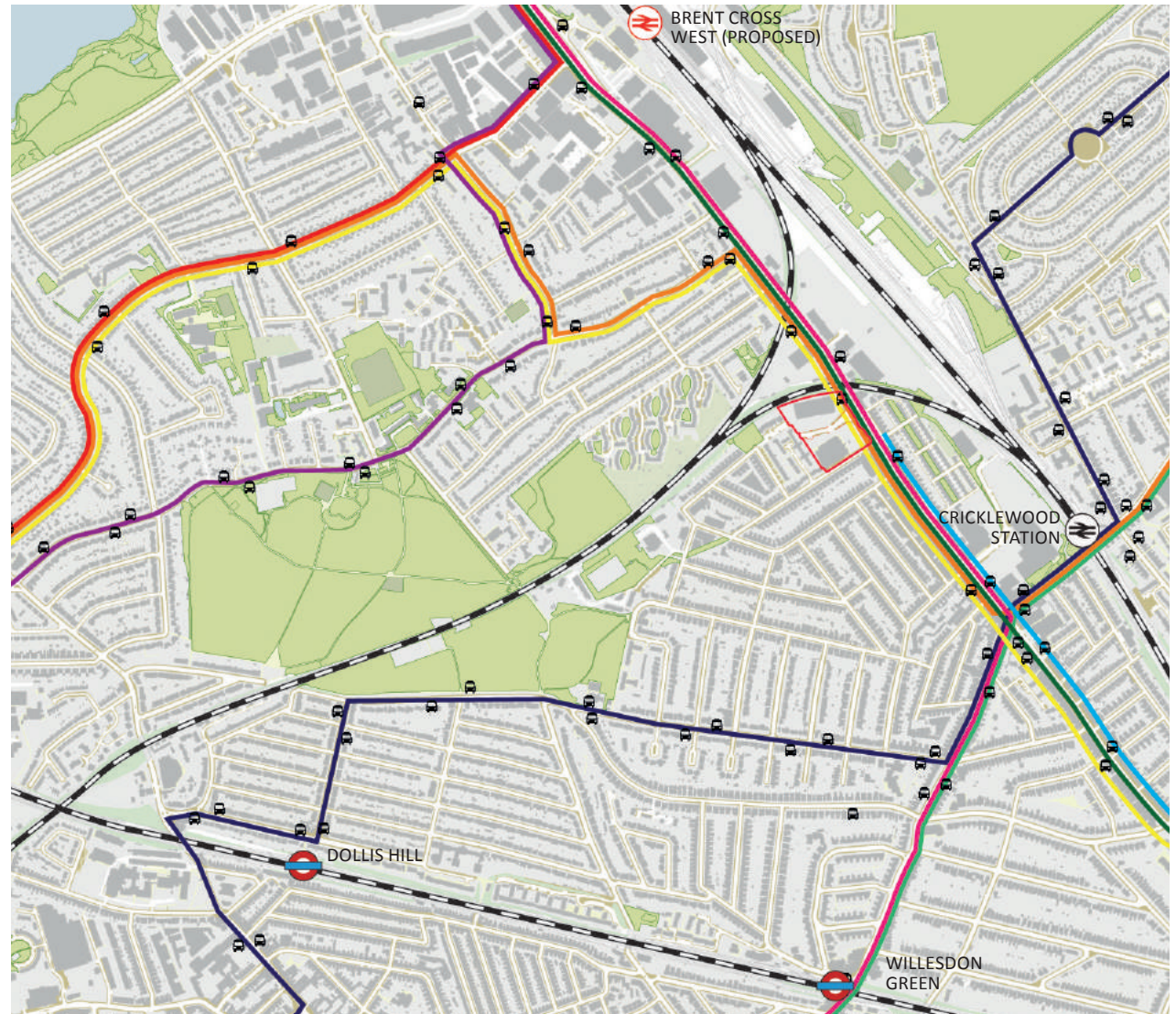
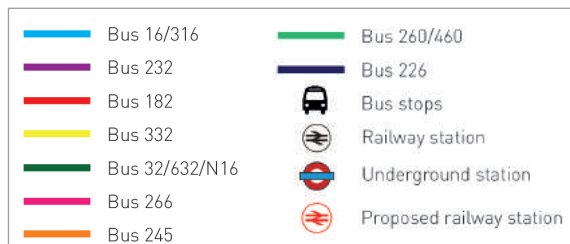


Figure 2.10: Public transport



**Public transport accessibility**

The eastern part of the site has a Public Transport Accessibility Level (PTAL) of 4 with the remainder of the site level 3.



Figure 2.11: Public transport accessibility level



## WALKING AND CYCLING

The connected network of streets in the wider area creates a permeable network of routes for walking and cycling. However the Midland Mainline railway lines reduce west to east movement with few locations where this route can be crossed. Similarly the Dudding Hill rail line restricts north-south movement to a limited number of crossing points.

This means that Cricklewood Broadway plays a more important role as a north - south connector as there are few alternatives for pedestrians and cyclists.

To the south of the masterplan site the footways on the Broadway are wide and benefit from active frontages to provide animation and interest. However the broad bell-mouth junction at Longley Way and the lack of frontage in this section of the road create a poor environment for both pedestrians and cyclists.

Whilst the Victorian streets generally provide a more attractive walking environment, parked vehicles on the eastern end of Temple Road straddle the pavement reducing space for pedestrians. This is an issue that can be addressed through the masterplan.

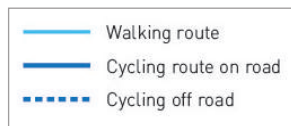


Figure 2.12: Walking and cycling routes



## 2.7 PLANNING AND DEVELOPMENT CONTEXT

The masterplan site is located within the London Borough of Brent however it is on the eastern edge of the borough and abuts land in the London Borough of Barnet.

The site has no land use designation but is a site allocation identified as Cricklewood Broadway Retail Park (reference BESA17), within the emerging Brent Local Plan 2018 (Preferred Options Stage). This envisages residential development on the site varying in scale from three to five storeys.



Figure 2.13: Planning policy designations





**Properties on Gratton Terrace part of the Cricklewood Railway Terraces Conservation Area**

The following planning designations are relevant to the masterplan site:

- The site is outside of the Cricklewood Town Centre which extends to Mora Road to the south of the site;
- The Dudding Hill railway and trackside is designated as a wildlife corridor and a Grade 1 Site of Importance for Nature Conservation (SINC); and
- Land to the east (within LB Barnet) is designated as the Cricklewood Railway Terraces Conservation Area.



**Fellows Square development on Cricklewood Broadway**

**Other relevant development**

A further site allocation (BESA2) is identified on land between the rail tracks to the north of the masterplan area at Cricklewood Bus Depot. The allocation envisages residential apartments over bus depot uses with buildings up to six storeys with the upper storey set back.

245-289 Cricklewood Broadway is also an allocation in the draft Brent Local Plan 2018 (reference BSESA18).

Within the London Borough of Barnet a residential scheme was recently completed on Cricklewood Broadway at Fellows Square (to the north) and proposals have been promoted to create a mixed use 'Cricklewood Quarter' on the B & Q and adjacent sites in Cricklewood Town Centre within LB Barnet.



**Brent Cross masterplan, in relation to the masterplan site**

The most significant proposals are however to the north at Brent Cross where outline planning consent has been granted in 2010 for 6,700 new homes together with four million square feet of new offices providing over 25,000 jobs. This proposal would also deliver a new Thameslink station at Brent Cross west approximately 1km from the masterplan site. This station is set to open in 2022.

## 2.8 SITE CONSTRAINTS

The following site constraints are important in considering the sites development:

- The scale of development in the surrounding area to which the development must respond;
- Land to the east (within LB Barnet) is designated as the Cricklewood Railway Terraces Conservation Area;
- Noise from both Cricklewood Broadway and freight trains on the elevated rail lines may impact on the form and arrangement of development;
- The site is located within an Air Quality Management Area (AQMA);
- Areas of the car parking and parts of Longley Way are within Flood Zone 3a due to surface water flooding. This is associated with the large areas of impermeable paving and lack of vegetation;
- The site has a history of industrial use and will therefore require testing for contamination; and
- The Dudding Hill railway and trackside is designated as a wildlife corridor.





# 3 DEVELOPING A MASTERPLAN CONCEPT

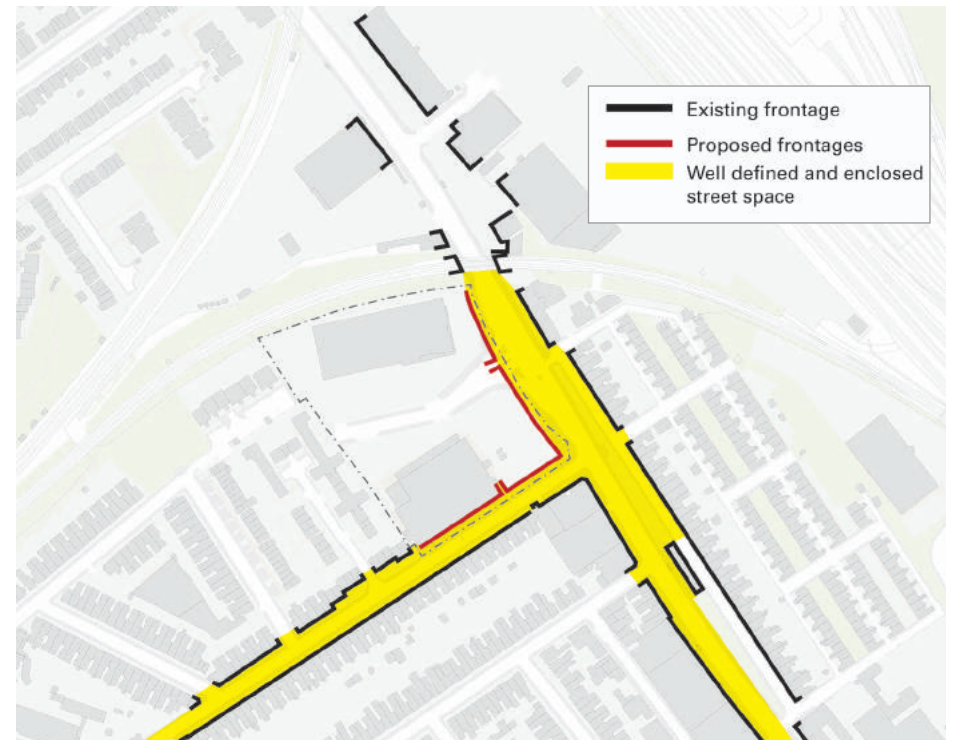
## 3.1 DESIGN PRINCIPLES

Having appraised the constraints and considered the opportunities the following design principles have been established to guide the preparation of the masterplan.



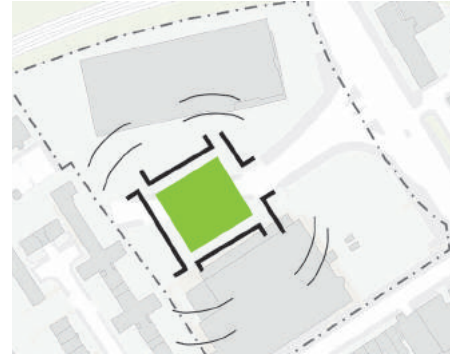
### Principle One *Strengthen the residential character*

The masterplan aims to extend the residential character prevalent in the surrounding area to the masterplan site. Non-residential active uses are considered more appropriate on the frontage to the main street, Cricklewood Broadway although it is recognised that the site is outside of the Cricklewood Town Centre and therefore it is anticipated that these uses would be predominantly employment rather than retail related.



### Principle Two *Provide good street enclosure*

The masterplan aims to establish a consistent street frontage that continues the existing building line on Cricklewood Broadway and Temple Road. This will provide enclosure and animation to the street space with buildings entrances directly addressing footways and accommodation at the upper floors overlooking and providing natural surveillance of the street space.



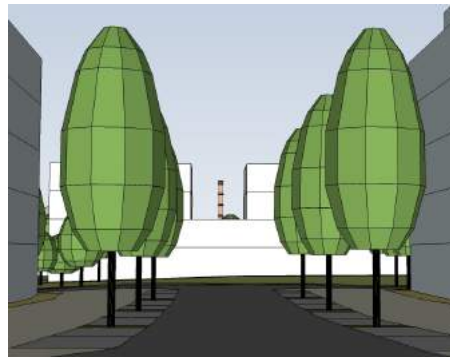
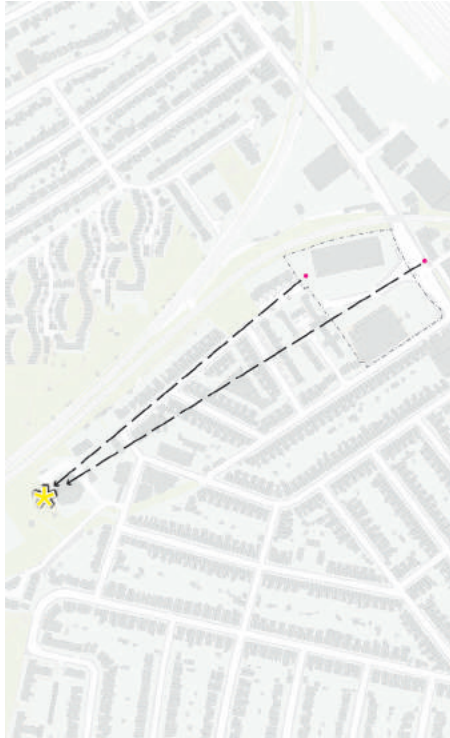
**Principle Three *Transform the public realm on the Broadway***

The masterplan promotes a continuation of the broad footways on Cricklewood Broadway across the site, tightening up the Longley Way junction and creating a more attractive environment for pedestrians. The footways will be animated by ground floor uses within new buildings and street trees will be planted wherever possible. In areas where underground services will not permit street trees, green infrastructure is promoted through ‘living walls’ or other planting

**Principle Four *Create a defined green heart ... as part of a wider landscape strategy***

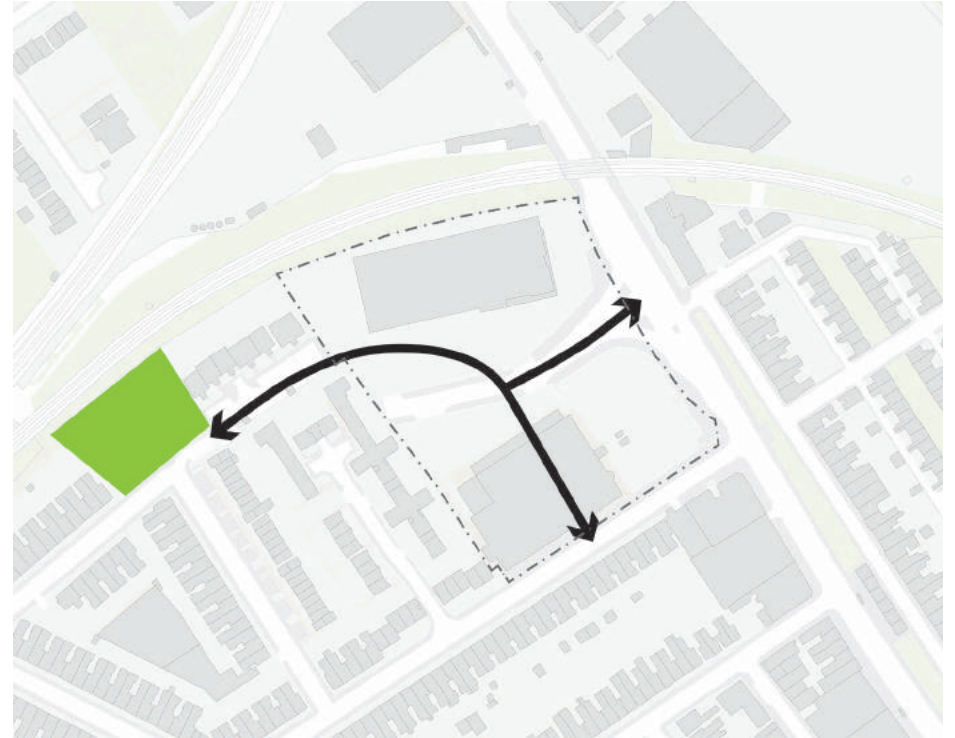
The masterplan is centred on a high quality public realm that provides a setting for the new buildings and an attractive resource for both existing and new residents. Vehicle access will be restricted to Longley Way and a central green space and new pedestrian street will provide a focus for play and relaxation. The plan will deliver an extension of the green spaces in the wider area, Gladstone Park, the Dudding Hill rail line and Rusper Close pocket park, with planting incorporated into both the public areas, building courtyards, on living walls and in roof gardens.





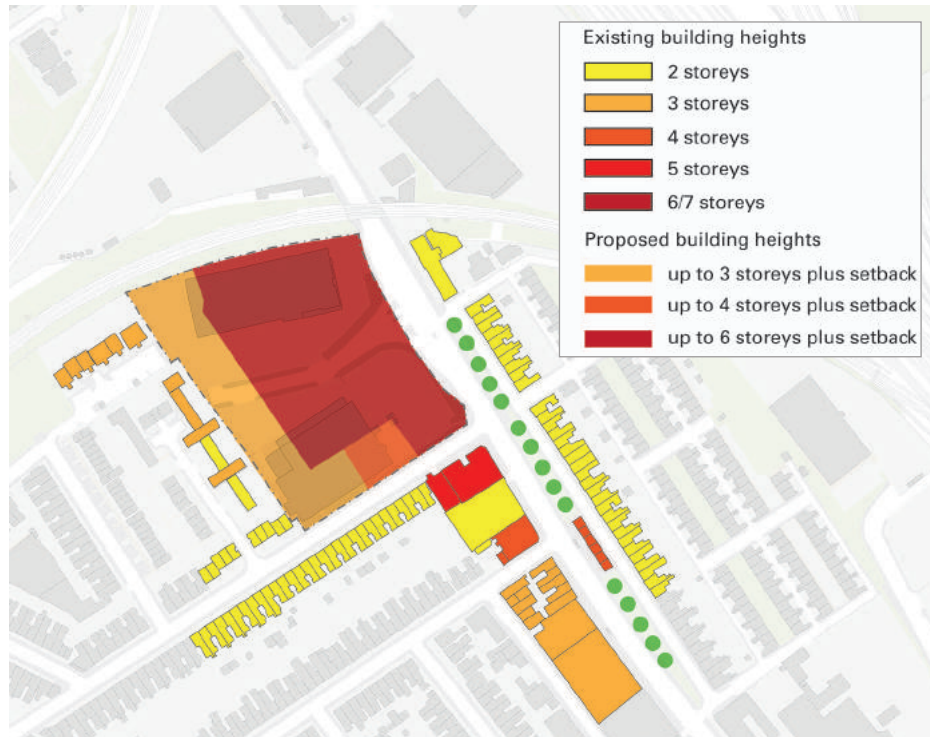
**Principle Five *Emphasise views to the pumping station chimney***

The Cricklewood Pumping Station chimney is prominent in local views and its location adjacent to the eastern entrance to Gladstone Park serves as a marker in the surrounding streetscape. The chimney is visible looking eastwards along Longley Way from Cricklewood Broadway and the massing of buildings can be arranged to retain and accentuate this view to this important historical landmark.



**Principle Six *Enhance local pedestrian permeability***

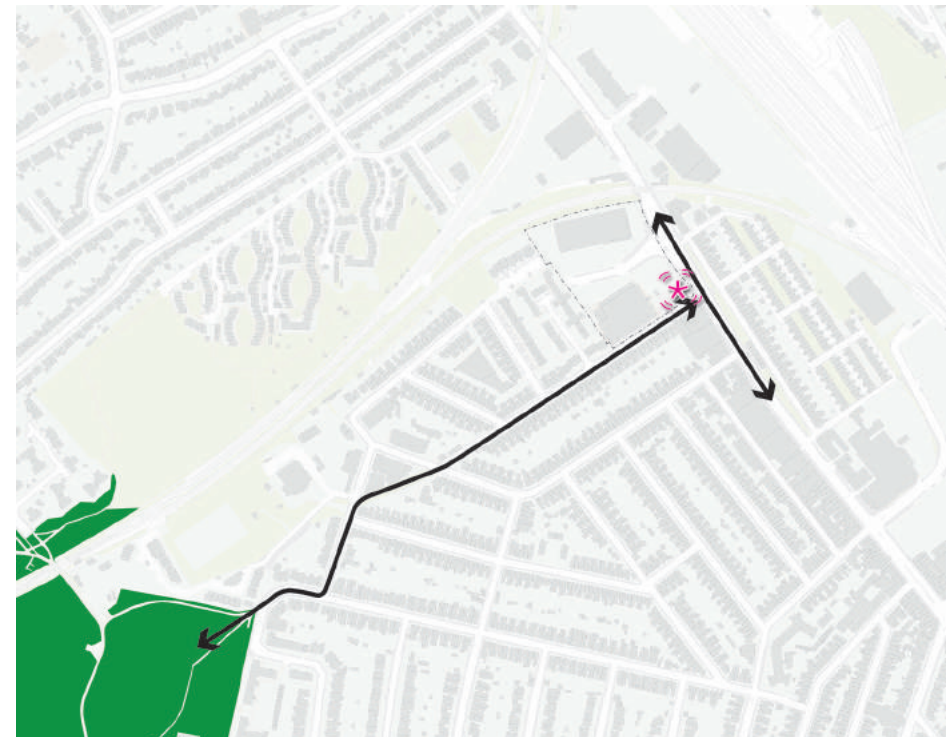
The masterplan layout will allow pedestrians to move through the site enhancing permeability within the area. The plan will also allow for a potential connection to be delivered through Rusper Close in the longer-term although it is appreciated that this is currently a private road.



**Principle Seven *Respond appropriately to adjacent buildings***

The scale, height and massing of development should respond to buildings in the existing area and the role and function of streets onto which they interface. Existing buildings to the south and west of the site are typically two and three storeys with greater height on Cricklewood Broadway including a five storey building on the junction of Temple Road with the Broadway.

Cricklewood Broadway is a strategic route and the height of buildings will step up towards this route. Whilst there are modest scaled buildings within the Railway Terraces Conservation Area to the east these are on elevated ground set well set back from the street on Gratton Terrace.



**Principle Eight *Emphasise the route to Gladstone Park***

Temple Road is an important route in the area being the connecting street that leads to Gladstone Park. In that context it is appropriate to emphasise the corner of Temple Road and Cricklewood Broadway so that it forms a memorable location within the streetscape. The quality of the environment on Temple Road should also be improved providing sufficient width to the carriageway to accommodate on-street car parking spaces and providing an appropriate width of footway.





**Principle Nine *Create a coherent new place whilst allowing for phased and independent delivery***

Whilst it is anticipated that development on the site will be delivered in phases, with the Matalan site (subject to the planning application) being delivered in advance of development on the Wickes site, a joined up approach to the two sites must be prepared that allows for independent delivery in the short-term and the creation of a unified place in the longer term.

**Principle Ten *Reference the site's history***

The site has an interesting history as the site of Smiths Clocks and Stoll Studios, however, apart from the street names (Stoll Close and Oswald Terrace) there is nothing that reflects this history in the immediate area. There is opportunity to inform and celebrate this history. This could be through the treatment of the Dudding Hill railway bridge which formerly had Smiths Clocks emblazoned across it. This would serve to herald the arrival into Cricklewood from the north, refurbish an undistinguished railway bridge and generate local pride in the areas history.

## 3.2 DESIGN DEVELOPMENT



Figure 3.1: Early concept masterplan options

The masterplan design has evolved through discussions and review with the Design Council Cabe, the GLA and TfL. A number of early concepts were presented to Cabe for design review on 11 July 2018.

The views and comments of the panel members are summarised below:

- Broad support for the principle of residential development on the site;
- Broad support for the height and massing proposed and also a view from some panel members that greater height was possible adjacent to the railway line but that there was a need to respond to the domestic building scale to the south and west of the site;



- It is important that proposals address both the Matalan and Wickes site and can be independently phased;
- Suggest reconsidering movement and circulation to de-prioritise car movements in order to improve the quantity and quality of amenity spaces. In particular prioritise pedestrian movement;
- Some concerns raised about the arrangement of the northern block and the configuration of amenity spaces in this part of the scheme (on the Wickes site);
- The panel was not convinced about the emphasis given to the proposed pedestrian connection to Rusper Close and felt that it compromised the layout of the northern part of the site and may not be deliverable;
- Support for the importance given to landscape and green infrastructure but that more work was needed to define the hierarchy and variety of spaces.





**Figure 3.2: Sketch of early concept masterplan presented to the Design Council Cabe**

Following this first Cabe review the following amendments were made to the masterplan proposals:

- A landscape architect, The Landscape Partnership, was brought into the design team and further consideration was given to how public realm and landscape could be designed to create the highest quality setting for the site and to minimise the impact of car parking;
- A decision was made to restrict car movements to Longley Way and to progress a car free scheme with the only car parking spaces being for disabled badge holders and with these to be located within basements accessed off Longley Way;
- The layout of the northern part of the site was amended to place less emphasis on its relationship with Rusper Close;
- Greater consideration was given to the phasing of the scheme ensuring that a first phase could be delivered on the Matalan site independently of the Wickes site and that the Longley Way junction with Cricklewood Broadway could be reduced in size as an interim measure; and
- Further consideration was given to the massing of buildings to ensure that they responded to the adjacent properties and that there would not be impacts on daylight / sunlight.

Following the Cabe review meetings were held with TfL to agree the approach to car parking and with the GLA. A number of meetings were then held with the London Borough of Brent to develop and refine the scheme. Whilst Cabe had encouraged greater height on the north - eastern corner of the masterplan site (within the Wickes part of the site), the Council planners were less supportive of this proposal and the height here was therefore reduced from twelve to nine storeys with upper storeys set back.

Following discussion with statutory authorities it became clear that delivering street trees on the Cricklewood Broadway frontage would be difficult and a 'Green screen' on the building frontage was considered and developed.

A second review was held with the Design Council Cabe on 13 August 2019. There was considerable support to the way the scheme had moved forward and a general consensus that the height and massing proposed was acceptable. Support was also given to the approach and thinking given to the public realm and transport strategy. Cabe did not however support the 'Green screen', which they felt could be difficult to maintain in the future. They were supportive of the central space in the heart of the masterplan but suggested that more work needed to be done to demonstrate how this would work in the short term (i.e when the first half is delivered as part of the Matalan site).

Following the second Cabe review a decision was taken to omit the 'Green screen' from the proposals and instead focus on living walls and landscape within the streetspace.

A more detailed explanation of the landscape and public realm proposals is provided in the landscape strategy that supports the planning application.



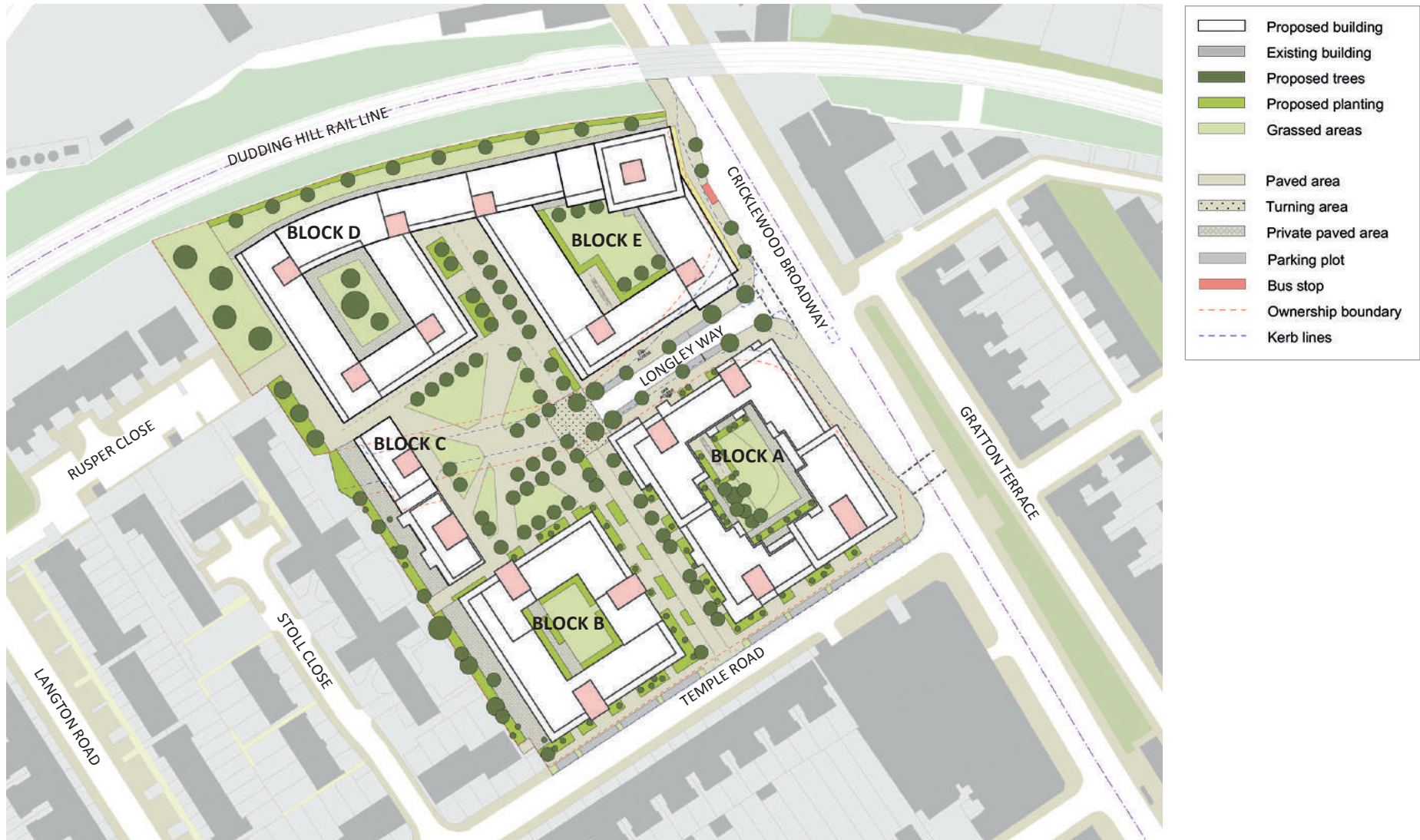


Figure 4.1: Outline masterplan



# 4 OUTLINE MASTERPLAN

## 4.1 LAYOUT PRINCIPLES

The masterplan layout has been developed in response to the masterplan principles set out in Section 3 of this report. The layout:

- Is composed of five development blocks structured around a high quality public realm. Four of these blocks (A, B, D and E) take a perimeter form providing internal courtyard spaces and facing outwards to provide positive frontage to streets and spaces. The fifth, block C, on the western side of the central space, backs onto the backs of properties on Stoll Close improving security to the rear of these properties;
- Places a hard development edge that backs against the Dudding Hill rail line and thereby using buildings in blocks D and E to screen any railway noise from the central space;
- Locates the eastern buildings in blocks A and E so that they provide a continuous frontage to Cricklewood Broadway and Temple Road extending the existing building line on these routes and providing enclosure to the street spaces;
- Places buildings in blocks A and E on Cricklewood Broadway to the rear of a generous six metre wide footway;
- Tightens up the Longley Way junction on Cricklewood Broadway to create a more

attractive pedestrian environment on the Broadway. It is anticipated that the footway will be continuous across the junction with pedestrians having priority over vehicles at the junction;

- Provides pedestrian permeability through the site with a north-south linear space leading off Temple Road towards a public space in the heart of the development;
- Allows for a longer-term pedestrian connection to be made to Rusper Close to the north-east of the site;
- Provides a high quality public realm with variety of spaces in which to meet, relax and play. Each of these spaces will incorporate a rich mix of planting including trees, hedging, climbers and herbaceous plants selected to respond to the particular micro-climatic conditions of their location and to enhance biodiversity;
- Restricts vehicle movement in the site to the access from Longley Way with emergency access provided via Temple Road; and
- Locates car parking at basement level within blocks A and E. Car parking to be minimal and only to provide for disabled badge holders.



**Brick should be the primary building material reflecting the wider character of the masterplan area**



**Facades should be well articulated to provide interest whilst animating the street with at ground floor level**

## 4.2 LAND USES

The masterplan promotes a residential led mixed-use scheme that:

- Locates non-residential uses on the ground floor along Cricklewood Broadway within blocks A and E. It is anticipated that these will be a mix of A3 / A4 and B1 uses with a café or similar use located on the corner of Temple Road / Cricklewood Broadway (Block A) and workspace provided elsewhere;
- Provides a development management office at ground floor level on the north-west corner of block A. This is central to the site, adjacent to the central space which could be used for events and will also allow for the management of deliveries arriving via Longley Way; and
- Provides a mix of one, two and three bedroom residential apartments, with the majority accessed via stair cores and with ground floor units having their own front door. This will serve to provide additional animation of the street.



Figure 4.2: Ground floor plan



### 4.3 SCALE, HEIGHT + MASSING

The scale height and massing promoted has been refined through the preparation of the masterplan and is informed by feedback from Design Council Cade, LB Brent planning officers and by investigations to test daylighting and sunlighting.

The proposed building heights respond to the existing context with lower-scale development at the interface with properties on Temple Road and Stoll Close (typically three or four storey plus a set back storey) and the building height stepping up towards Cricklewood Broadway (typically six or seven storey plus a set back storey). Upper floors are stepped back so that they will be less visible from the street. This is indicated in the massing model illustrations.



Figure 4.3: Massing model viewed from the south-east



Figure 4.4: Massing model viewed from the north-east

## 4.4 SITE CAPACITY

Across the two sites there is potential for approximately 482 residential units based on an average GIA of 108 m<sup>2</sup> [per unit].

This reflects the following mix of residential units 42% one bedroom, 26.5% two bedroom and 31.5% three bedroom.

There is also potential for approximately 1,300 m<sup>2</sup> GIA of non-residential uses.

The split across the Matalan and Wickes sites is indicated in the table below:

	Residential (units)	Residential GIA (m <sup>2</sup> )	Non residential GIA (m <sup>2</sup> )	Total GIA (m <sup>2</sup> )
<b>Matalan</b>	238	25,700	900	26,600
<b>Wickes</b>	244	26,300	400	26,700
<b>Total</b>	<b>482</b>	<b>52,000</b>	<b>1,300</b>	<b>52,300</b>



Figure 4.5: Massing model viewed from the north-west



Figure 4.6: Massing model viewed from the south-west



## 4.5 A PHASED PLAN

The masterplan has been configured to respond to the land ownership pattern so that it can be delivered in two discrete phases with the Matalan site developed in Phase One and Wickes site at a later date.

It is proposed to modify the existing junction of Longley Way with Cricklewood Broadway as part of the Phase One development. Further tightening of the junction is proposed as part of the Phase Two development.



Figure 4.7: Phase One ground floor plan on the Matalan site

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