

Brief summary of scheme and Hugo Nowell's involvement (please refer also to the Outline Masterplan, November 2019 prepared by Urban Initiatives Studio)

## The Site and its context

The Matalan site is located on the northern edge of Cricklewood Town Centre and fronts onto Cricklewood Broadway (A5) .

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. To the east of the site, on slightly elevated ground, and set back from the Broadway on Gratton Terrace, 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. The site has an urban context.

The site is currently occupied by a large footprint Matalan store and its associated surface car parking and service yard. Immediately to the north is another large footprint store occupied by Wickes. An elevated railway line forms the northern edge of the Wickes site.

The two sites are identified collectively as the Cricklewood Broadway Retail Park, a site allocation within the emerging Brent Local Plan. Collectively the site covers approx 2.1 Ha.

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. Building heights on the Broadway are typically three to four storeys although there are a number of buildings of greater height.

There are a number of other significant schemes being promoted nearby including the redevelopment of the B & Q site in Cricklewood town centre as a mixed use 'Cricklewood Quarter' and the Brent Cross redevelopment which promotes 6,700 homes on land to the north east of the site. The six storey Fellows Square residential development has recently been completed on the Broadway to the north of the site

Urban Initiatives Studio (UIS) were appointed to prepare a masterplan for both the Matalan and Wickes sites.

A design team led by BB Partnership architects, and with landscape architects, transport, planning and heritage consultants also formed part of the design team.

Hugo Nowell was project Director for the commission and led the work on this masterplan. He also took a lead role at presentations to Design Council Cabi, the GLA and at the early pre-app meetings. As the scheme moved into the more detailed stages the architects took the lead and our role was supportive only.

Planning Application

A planning application was submitted in January 2020 for 238 residential apartments together with ground floor commercial space for the Matalan Site only.