

The Brent Cross Cricklewood Development Partners  
Monday 12 March 2007. 4 Pages. Contact Matthew Neylan  
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## **FIRST IMAGES AND DETAILS OF LONDON'S NEWEST MAJOR REGENERATION PROJECT RELEASED – BRENT CROSS CRICKLEWOOD**

- **Development of 14 million sq ft (1.3m sq m) in North West London**
- **27,000 jobs, 7,500 homes, 3 schools, 2 health centres, exceptional open spaces**
- **Delivers hundreds of millions of pounds into transport and community facilities**
- **Pioneering environmental standards – the first in the UK to link underground waste collection to a new waste treatment facility, producing fuel for CHP plant on-site**
- **Planning application to be submitted in Summer 2007**
- **Delivered by Multiplex, Hammerson and Standard Life Investments**

London's newest major regeneration scheme moves a step closer to the submission of a planning application this week with details of the project's cutting edge environmental standards and the release of the first CGI images ahead of the MIPIM property exhibition 13 - 16 March and the launch of the second phase of community consultation 24 March - 21 April.

The Brent Cross Cricklewood regeneration covers 250 acres in North West London. Over the next 20 years a new town centre will be developed, creating 27,000 jobs, 7,500 new homes, a transformed Brent Cross Shopping Centre, a substantial new commercial district, a new high street and exceptional parks and open spaces.

It will also deliver the largest investment in transport infrastructure and community facilities in the area's history, including modern new buildings for three schools, two new health facilities, a new leisure centre, a new train station on the Midland Mainline, a new bus station and significant improvements to road junctions, pedestrian links and cycle routes.

The Brent Cross Cricklewood Development Partners have also announced pioneering standards of environmental sustainability. The scheme will be the first in the UK to combine automated waste collection through a network of underground pipes, linking directly to a new waste handling and recycling facility, which will produce fuel which will be used in a combined heat and power plant on site.

With a planning policy already adopted by Barnet Council, with the forward written by the Mayor of London, the Brent Cross Cricklewood Partners are preparing to submit the planning application to Barnet Council in Summer 2007. If granted consent, work could start in 2009/10.

Speaking about the release of scheme details, **Jonathan Joseph**, Development Director, said:

*"This is hugely exciting. It's a unique opportunity to deliver the long recognised potential for regeneration in Brent Cross Cricklewood and create a thriving new town centre that will put this part of North West London firmly on the map.*

*"Our plans will bring new homes, jobs, shops, schools, parks and leisure facilities and the largest investment in transport and community infrastructure in the area's history. It's rare for London to get a new mainline station – and we will deliver one here.*

*"Climate change is a vitally important global issue and we will use the latest technologies to increase recycling, maximise the use of renewable fuel and reduce the scheme's carbon footprint.*

*“The planning policy is already adopted by Barnet Council with the backing of the Mayor of London and we firmly believe this is a scheme that will hugely benefit Barnet and London.”*

Cllr **Mike Freer**, Leader of Barnet Council, said:

*“This is a major development that will deliver a new residential area of the highest quality, and which will also hit the highest possible eco standards.*

*“It will enable us to deliver our policy to Protect, Enhance and Grow by providing a huge boost to employment while at the same time safeguarding the environment.*

*“It proves once again that Barnet is very much part of London’s economic engine.*

*“Coupled with the very large investment in reconfiguring the Middlesex University campus, it is a huge vote of confidence in our belief that Barnet is a prime place in which to live, work and study.”*

The creation of a new town centre is based on six key themes.

#### 1. Great Parks and Green Open Spaces

- The area will be characterised by generous open green spaces. Existing areas of open spaces will be improved and new parks and nature parks will be created with a range of different habitats.
- Clitterhouse Playing Fields will be substantially improved to create a Destination Park for North West London, with new sports, play and changing facilities.

#### 2. A High Street of Character

- All successful town centres operate around a thriving High Street, and Brent Cross Cricklewood will be no exception.
- Lined with trees, shops and cafés, the High Street will connect the mainline train station and commercial district in the West to Brent Cross Shopping Centre and the bus station in the North, passing through a series of public squares and over a new bridge across the North Circular Road (A406).

#### 3. Beautiful Residential Streets

- The vast majority of the 7,500 homes will be apartments, providing 1, 2, 3 and 4 bedroom homes including affordable housing and new children’s play facilities.
- Building heights range from 3 to 6 and 6 to 8 storeys where near to existing homes, rising to 12 or 15 storeys where next to main roads with some buildings of 18 to 20 storeys.

#### 4. New Schools, Jobs and Community Facilities

- New schools with modern facilities will be built to replace the current buildings for Whitefield School, Mapledown School and Claremont Primary School. All of these schools will have additional places to cater for the increased number of children who will be living in this area.
- A major new Health Centre will be built as well as a second GP surgery. A new sports and leisure centre will replace Hendon Sports Centre and a community centre, library and other facilities will also be provided.

- Thousands of permanent new jobs will be created, supported in the later stages by a new commercial district linked to the new train station.

#### 5. A Thriving Shopping Destination

- Brent Cross will become a key part of a new town centre for the area. Vehicles will be filtered off into basement level or multi-storey car parks with new shops opening out into a pedestrian-only High Street and public square.
- New cafes, restaurants and leisure facilities, including a multi-screen cinema, will overlook an improved River Brent and remain open into the evening.

#### 6. Easy to Get To and Easy To Get Around

- A new mainline railway station and rail linked freight handling facility on the Midland Main Line will be built to connect to King's Cross and beyond to the south and Bedford to the north.
- Brent Cross Bus Station will be replaced with a new, much larger bus station, facilitating new routes and more frequent services.
- New link roads and bridges off the A41 and A5 Edgware Road will create new routes to and from the area for both vehicles and pedestrians. Major junction improvements across the area will improve journey times.

The Brent Cross Cricklewood regeneration is also designed to meet high standards of environmental sustainability.

- A state-of-the-art new waste processing and recycling facility will reduce the amount of waste sent to landfill
- Un-recyclable waste will be used to generate renewable fuel - which will power the new homes and offices through a new Combined Heat and Power Plant
- Waste from the development will be delivered to the new handling facility using an automated waste collection system, consisting of a network of buried pipes - reducing waste transportation and making recycling easier
- Green roofs will be created on at least 10 per cent of new roof space
- At least 10 per cent of rainwater will be collected and used for irrigation
- Buildings will be designed and constructed to reduce their carbon footprint – assessed against the Government's Code for Sustainable Homes.
- Initially it is estimated that 40 per cent of household and 60 per cent of commercial waste will be recycled, rising to 70 per cent by 2020.

### **Notes for Editors**

1. The Brent Cross Cricklewood Development Partners comprise the owners of Brent Cross Shopping Centre – Hammerson and Standard Life Investments UK Shopping Centre Trust – and a separate joint venture between Hammerson and the development company Multiplex. All three principal partners are world-class companies with a formidable track record at home and abroad.

2. The regeneration area covers over 250 acres, bordered by Brent Cross Shopping Centre in the North, The A41 (Hendon Way) in the East, Cricklewood Lane in the South and the A5 (Edgware Road) in the West. The A406 (North Circular Road) also passes through the site East to West, as does the Midland Mainline rail infrastructure North to South.

3. The second phase of community consultation will visit the following locations from 10:00 – 18:00 on these dates:

Brent Cross Shopping Centre	Saturday 24 - Tuesday 27 March
B&Q Cricklewood	Thursday 29 March - Sunday 1 April
Whitefield Estate / Prayle Grove	<i>Special evening-only session</i> <i>Thursday 12 April (18:00 – 22:00)</i>
Whitefield Estate / Prayle Grove	Friday 13 April – Sunday 15 April
Tesco Brent Cross	Thursday 19 – Saturday 21 April

4. The Project Team

- Development Manager – Bellhouse Joseph
- Masterplanners – Allies & Morrison, working with BDP
- Planning Consultants & Project Management – RPS Planning
- Transport Consultants – Scott Wilson Kirkpatrick
- Landscape Designers – Macgregor Smith
- Environmental Consultants – ERM
- Social Infrastructure Consultants – Hunt Dobson Stringer
- Public Consultation and Communications – London Communications Agency

5. For More Information please contact London Communications Agency on 020 7612 8480 and ask for Penny Roberts, or call:

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