

# WESTERN LANDS

## MASTERPLAN FRAMEWORK

Allies and Morrison

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# INTRODUCTION

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## 1.1 INTRODUCTION

This document has been prepared by Allies and Morrison on behalf of the London Borough of Barnet (LBB) to provide a masterplan framework for part of the Brent Cross West (Staples Corner) growth area referred to as the Western Lands.

The framework sets out strategies and principles for the area as a whole so that when individual sites come forward for development, it will be in the context of a wider placemaking vision.

The framework reviews the current policy and physical context of the area and proposes a strategy for public routes and spaces, uses, active frontages, and massing, which can help inform planning applications for development of the different sites. It should not be understood to encourage or promote any particular type of development, but instead provides an illustrative scheme which demonstrates one way in which this area could come forward.





## 1.2 POLICY CONTEXT

Brent Cross Cricklewood is Barnet's largest and most significant area of regeneration. It is identified as an Opportunity Area in the London Plan with an indicative capacity of 9,500 new homes and 26,000 new jobs. The Opportunity Area is now represented as three individual Growth Areas that have been designated in Barnet's Draft Local Plan: Brent Cross, Brent Cross West (Staples Corner) and Cricklewood Town Centre.

Comprehensive redevelopment of the Brent Cross Growth Area is being brought forward under outline planning permission to provide thousands of new homes and jobs and transform supporting infrastructure including the construction of a new train station, Brent Cross West, on the Midland Mainline with Thameslink services into central London in less than 15 minutes.

The new Brent Cross West station will transform connectivity to both Central London and Luton for existing residents and businesses and open up the local area to new opportunities for growth. The planned West London Orbital (WLO) route that will pass through this location with a station stop proposed at Brent Cross West, will further increase connectivity and PTAL values to support additional growth.

The location of the Brent Cross West (Staples Corner) Growth Area adjacent to the new Brent Cross West station is an opportunity for renewal to provide intensification and an improved mix of uses, including residential.

Draft Policies GSS02 Brent Cross Growth Area and GSS03 Brent Cross West (Staples Corner) Growth Area of Barnet's Draft Local Plan, set out the requirements for development in these areas. Draft Policy GSS03 states that Barnet Council will seek to prepare a more detailed planning framework for the Brent Cross West (Staples Corner) Growth Area.

Further growth is planned at the Staples Corner Growth Area on the west side of Edgware Road in the London Borough of Brent, which is identified for industrial intensification and potential housing delivery. LB Brent have prepared a Design Code for the area which will sit alongside an emerging Staples Corner Masterplan. The proposals in this Masterplan Framework have been prepared in dialogue with LB Brent to ensure sensible planning of the area and ensure coordination of key connections and routes.

This masterplan framework reviews the opportunities and constraints for long term development and growth, and provides a framework to inform and shape proposals as land and sites come forward.

The masterplan framework seeks to set out:

- Key routes and spaces which will increase permeability for pedestrians and cyclists to the station and Brent Cross Town beyond;
- Indicative development plots which are flexible enough in size and form to adapt to detailed briefs when sites come forward; and
- Appropriate land uses and scale which respond to the immediate site constraints as well as the emerging context.



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## 1.2.1 Barnet Draft Local Plan (Main Modifications) 2021 to 2036

### **POLICY GSS03 Brent Cross West (Staples Corner) Growth Area**

To deliver growth and regeneration at Brent Cross West (Staples Corner), the Council will support proposals which optimise the use of land and site capacity through a design-led approach (London Plan Policy D3) density, that provides infrastructure and jobs, while improving the amenity of the area.

Residential development should be directed towards the area around the new Brent Cross West station and away from the major road infrastructure, particularly the North Circular Road. Light industrial and commercial developments can be used as a buffer against noise pollution from major road infrastructure.

The Council will seek to prepare a more detailed planning framework for this area, such as through a Supplementary Planning Document, potentially through joint working with LB Brent.

#### **A. Level of Development**

The Council will seek the following level of development:

- a) Approximately 1,800 new homes, with provision for uplift through the design-led approach with the potential to increase further and associated development opportunities dependent upon delivery of the West London Orbital (WLO);
- b) Retain existing levels of employment and pursue opportunities for new jobs including innovative typologies that deliver light industrial uses and employment floorspace alongside appropriate new residential uses that meets the requirements of London Plan Policy E7;
- c) Appropriate location-based provision levels of floorspace for community, retail and commercial other main town centre uses including offices that are proportionate to supporting proposed housing growth and subject to impact assessment of applications for retail and leisure development (where required by Policy TOW01) to ensure no unacceptable impact upon the vitality and viability of nearby town centres.

The Council will support development proposals that facilitate access to and delivery of the West London Orbital.

#### **B. Waste Management Facility**

Brent Cross West (Staples Corner) Growth Area is the location for a new waste management facility to replace the existing Hendon Waste Transfer Station operated on behalf of the North London Waste Authority

#### **C. Development Proposals and Infrastructure Requirements**

Development proposals (in accordance with NPPF and CIL Regulations and/or any equivalent relevant legislation or regulations) will be required through detailed design, planning conditions and/or contributions secured through planning obligations / legal agreements to deliver or contribute to will need to bring forward the following infrastructure through detailed design, planning conditions and/or contributions secured through Section 106 agreements:

- a) A comprehensive scheme for the improvement of the junction between the A5/Edgware Road and A406/North Circular supported by Transport for London in relation to the TLRN Transport for London Road Network (TLRN);
- b) New and improved pedestrian and cycle routes to the new Brent Cross West Station including from the Edgware Road and along Geron Way;
- c) Facilities for public transport interchange outside the new Brent Cross West Station on Geron Way with associated improvements to the local bus infrastructure; and
- d) New public square at Brent Cross West Station and improved public realm along the A5 Edgware Road.




The Council will support development proposals that facilitate access to and delivery of the WLO. Contributions may be sought from developments in the Growth Area towards delivery of the WLO.

#### **D. New Planning Framework**

The Council will seek to prepare a more detailed planning framework for this area, such as through a Supplementary Planning Document, potentially through joint working with LB Brent. This planning framework will help to provide more detailed guidance for the Brent Cross (Staples Corner) Growth Area and the development sites within.



**Brent Cross West (Staples Corner) Growth Area**

-  Growth Area
-  Western Lands
-  London Borough of barnet Boundary

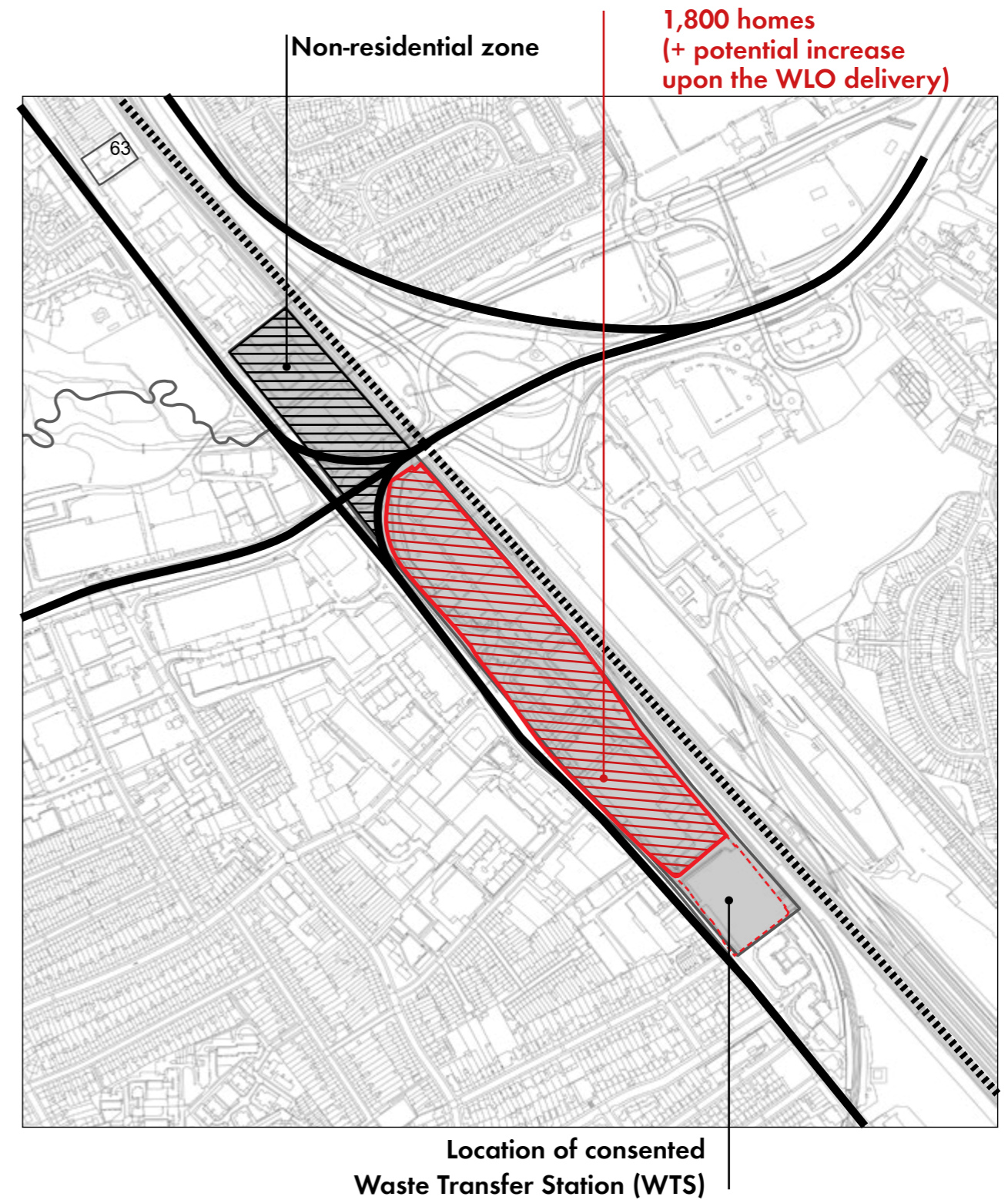


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## 1.2.2 Brent Cross West (Staples Corner) Growth Area

Barnet's Draft Local Plan specifies targets for new homes at Brent Cross West (Staples Corner) Growth Area and sets a high level brief for the area as follows:

- 1,800 homes (Policy GSS03) with the potential to increase further upon delivery of the West London Orbital (950 homes around stations at Cricklewood, Hendon and Brent Cross West)
- Regeneration, intensification and improved mix of uses (opportunities for new light industrial uses, employment floorspace (as a buffer against noise pollution) alongside appropriate new residential uses (directed towards new station, away from major road infrastructure)
- Appropriate levels of floorspace for community, retail and commercial uses
- New public open space around new Brent Cross West station
- Geron Way update to accommodate bus services



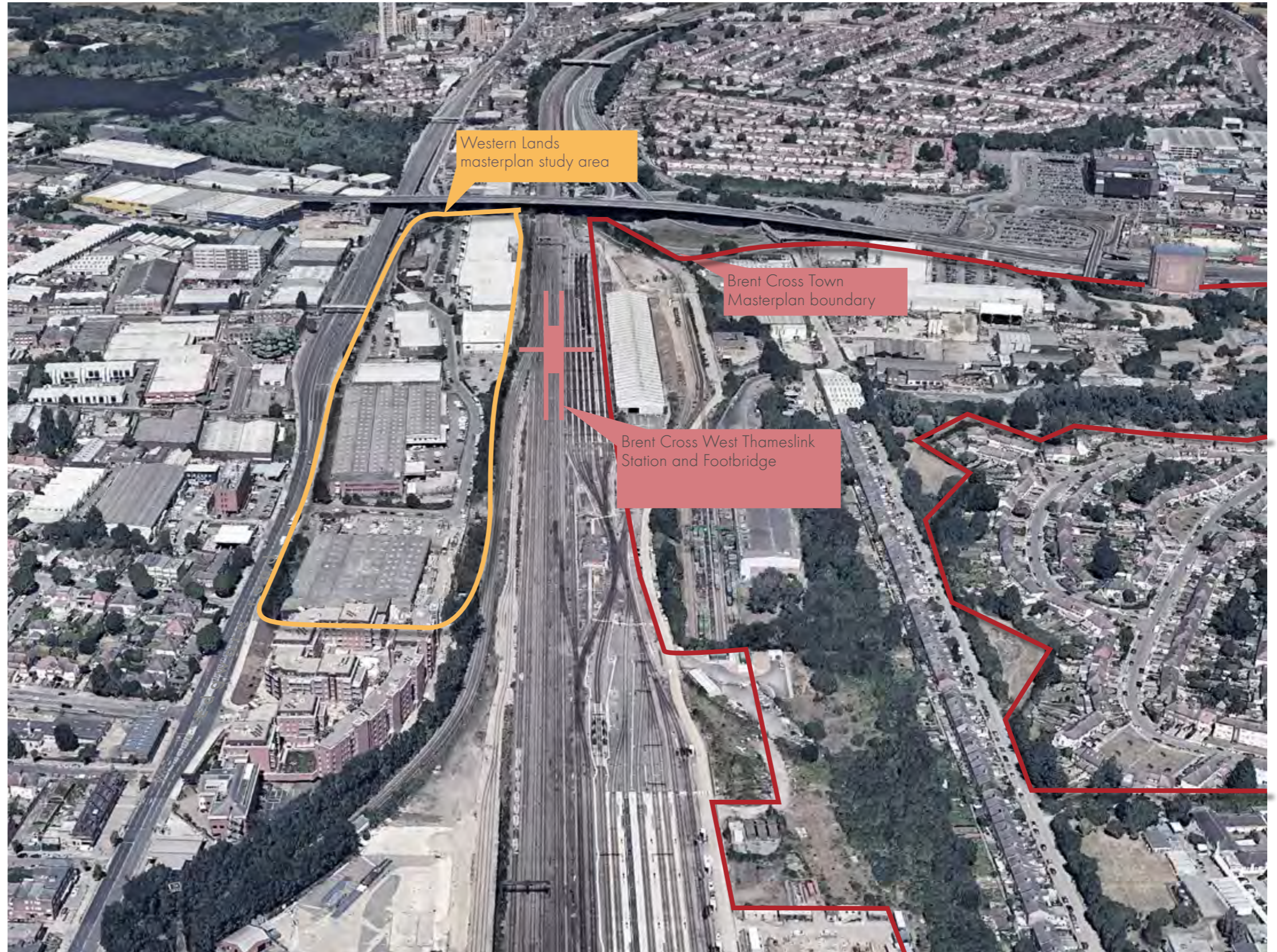


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## 1.3 SITE CONTEXT

This masterplan framework focuses on the area around the western entrance to Brent Cross West station within the Brent Cross West (Staples Corner) Growth Area. This includes the sites and land between the railway lines and Edgware Road, extending from Staples Corner junction in the north to Wilkinson Close in the south.

The new Brent Cross West station includes a footbridge which serves as a pedestrian and cycle connection between the Edgware Road (A5) and the emerging Brent Cross Town development to the east. This connection allows for the existing communities of Dollis Hill and Neasden to benefit not only from the station connectivity, but also the new town centre, public parks, and employment opportunities coming forward within Brent Cross Town.







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## 2.1 SITE LOCATION

The Site is well located in the Northwest of London, bounded by the North Circular (North Circular) to the north, Edgware Road (A5) to the west and the Midland Mainland railway to the east. Services from Brent Cross West station offer journey times to London St Pancras within 15 minutes and 31 minutes to Luton Airport Parkway.

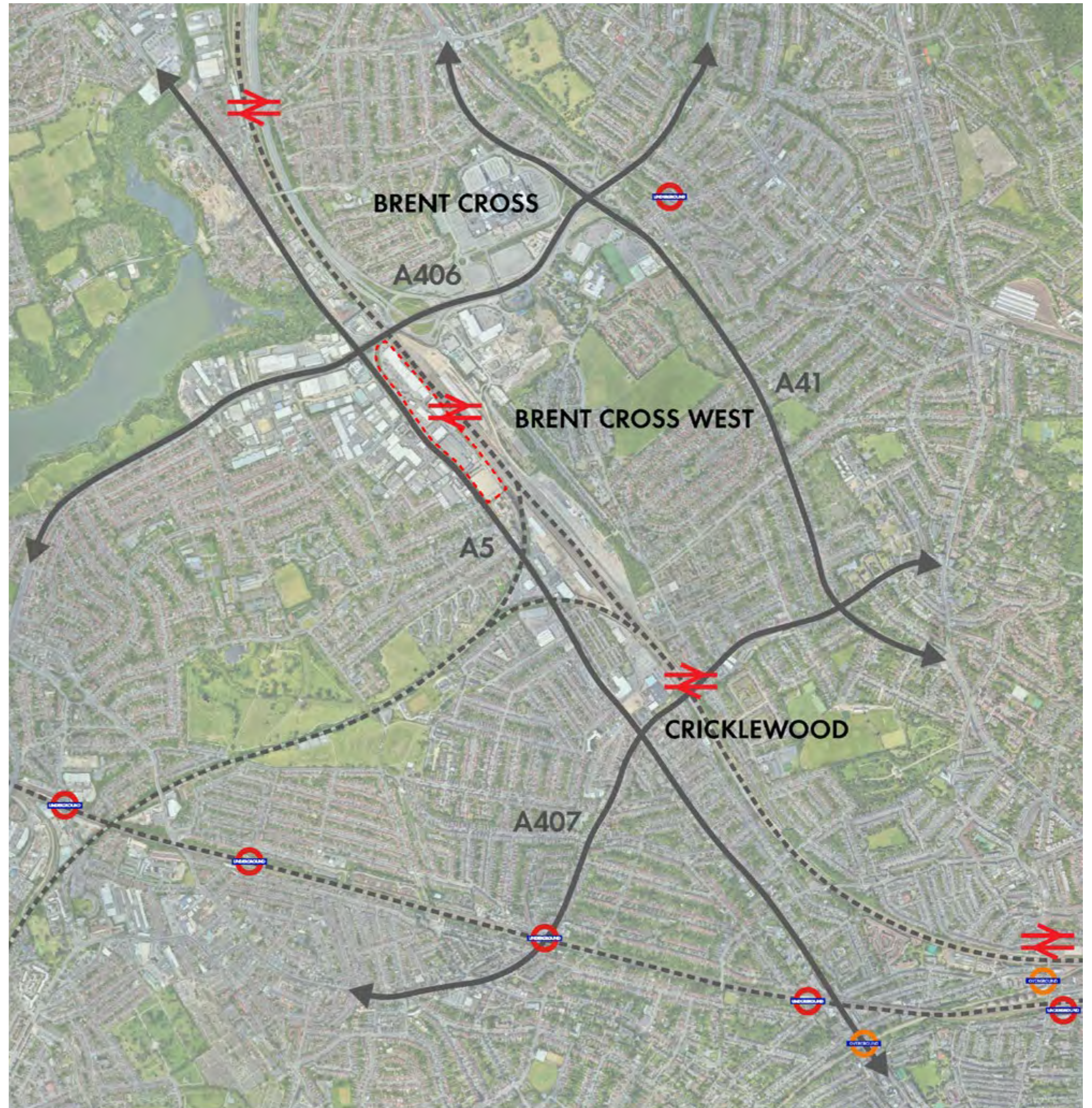




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## 2.2 TRANSPORT CONNECTIONS

The Site is well served by road connections including the North Circular (North Circular), M1, and the Edgware Road (A5). Newly opened Brent Cross West station provides a much needed rail connection in the area.

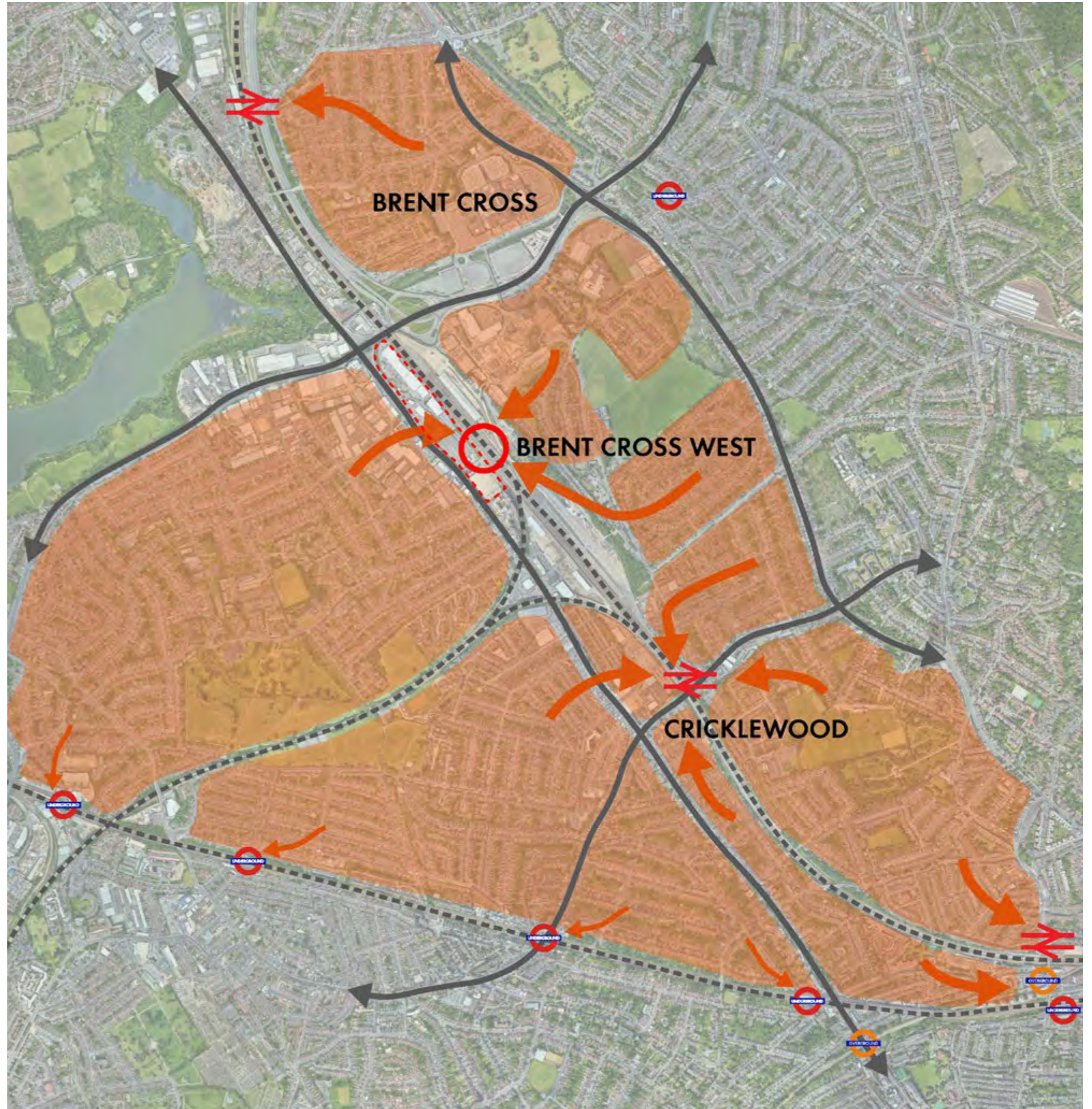




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## 2.3 CATCHMENT AREAS

The catchment area of Brent Cross West station is primarily Dollis Hill and Neasden to the west, encompassing approximately 2.25 square km; and Brent Cross Town to the east. The east-west railway lines severing Dollis Hill from Cricklewood provide a natural boundary to the respective catchment areas.





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## 2.4 VEHICLE ROUTES

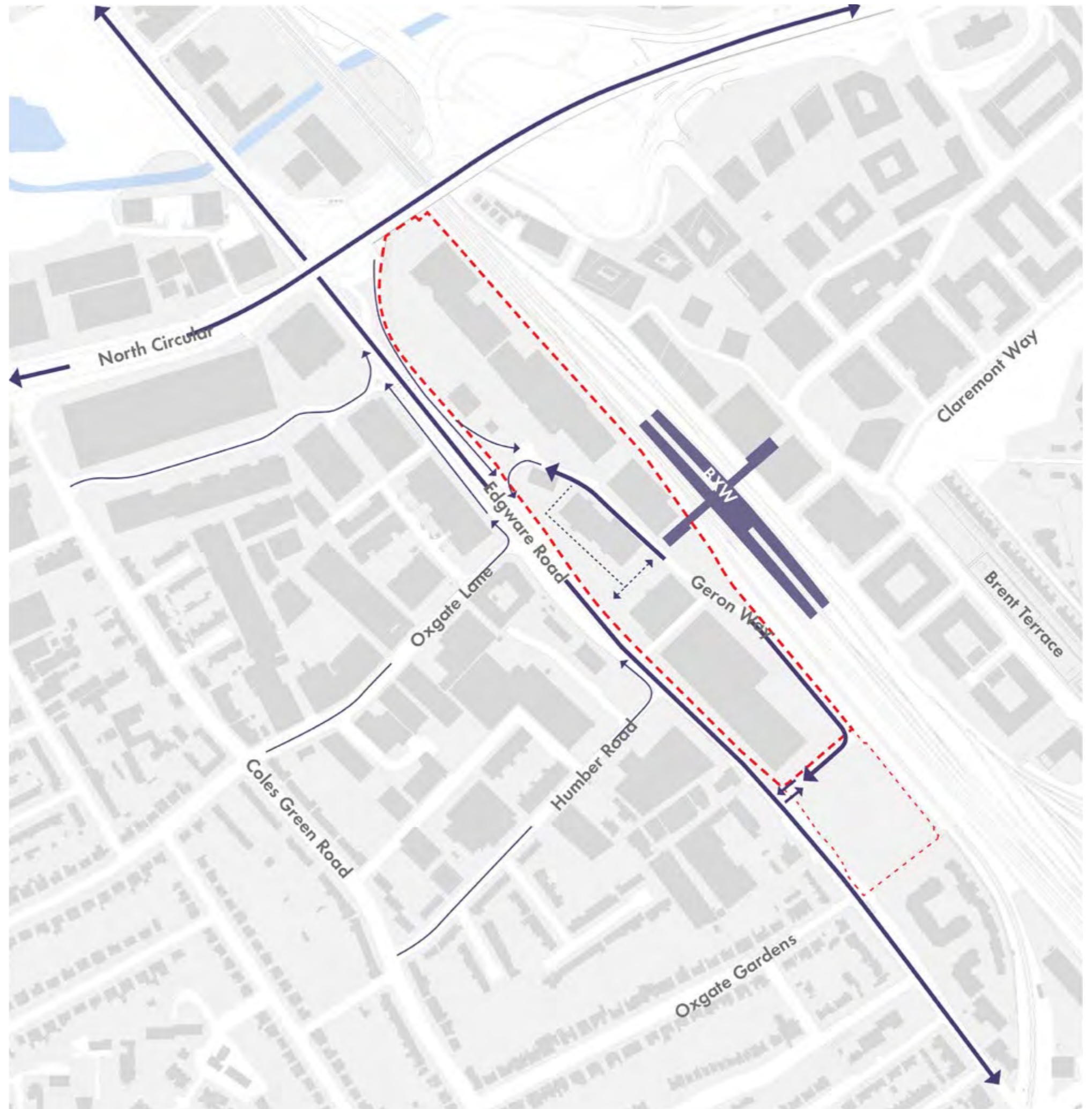
The site is bounded by large roads, but access to plots within the site is constrained by the Staples Corner road infrastructure. Edgware Road is a dual carriageway which becomes a divided highway with an elevated section north of Humber Road, limiting access to the site for northbound traffic.

Geron Way is a two-way route with all manoeuvres allowed at its southern junction with Edgware Road. This junction has planned upgrades associated with the delivery of the Waste Transfer Station.

At the north of the site, southbound vehicles travelling through Staples Corner junction can turn left into Geron Way, however vehicles travelling along the Edgware Road overpass must continue south to the southern junction of Geron Way and Edgware Road if they wish to access the site.

Northbound vehicles along Geron Way can access the retail uses to the north or turn south onto Edgware Road.

-  Study area site boundary
-  Vehicle routes





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## 2.5 BUS ROUTES

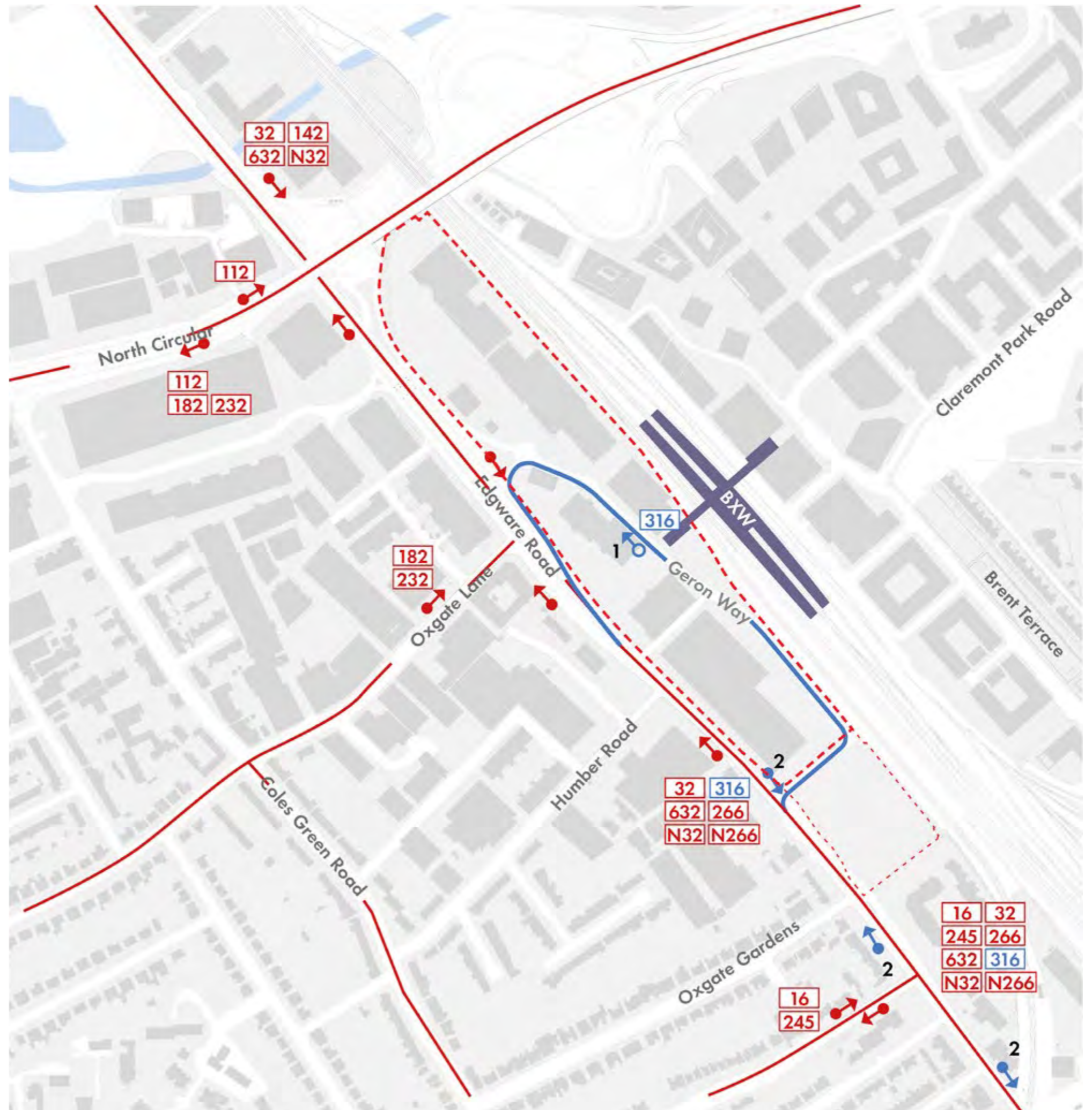
Buses 32, 266 and 632 travel north and south along Edgware Road, stopping between Geron Way (south) and Humber Road. The N32 and N266 also use Edgware Road, though only during night hours.

182 and 232 stops along Oxgate Lane before heading north along Edgware Rd and west on North Circular.

The 16 and 245 meet the Edgware Road south of the site along Dollis Hill Lane before continuing south and east.

TfL's aim is to adapt and develop a bus network ready to serve the new Brent Cross West rail station. Following public consultation, TfL proposed a number of adjustments including extension of the 316 route from its current terminus at the garage to a new terminus at Geron Way, for Brent Cross West rail station.

- Study area site boundary
- Existing bus routes
- New 316 route
- Existing bus stop
- Existing bus stop that will be served by route 316
- New bus stop proposed location





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## 2.6 CYCLE ROUTES

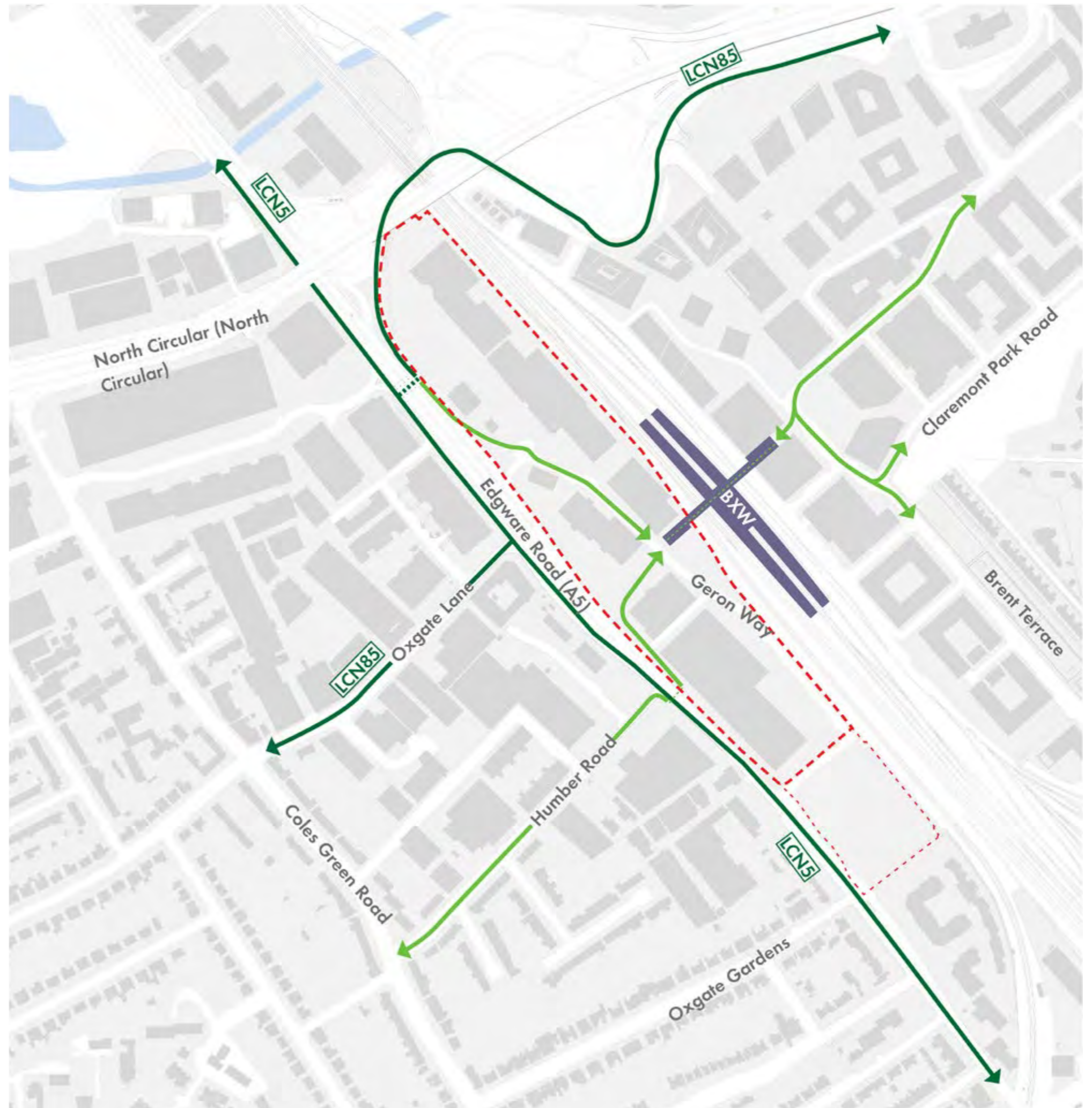
Cycling routes are provided on existing streets to the west of the Site, but due to the amount and scale of infrastructure surrounding the Site, connections across Edgware Road are limited and routes through Staples Corner are challenging. London Cycle Route 85 comes from the west along Oxgate Lane to meet the Site in the north via an underpass beneath the elevated A5 flyover. Edgware Road is also identified as London Cycle Route 5, though no designated cycle lane is delineated.

The proposed junction upgrades at Geron Way (south) will allow for cyclists to cross the Edgware Road. Cyclists can also utilise the signalised pedestrian crossing at Humber Road, however it is not designated for cyclists.

Informal cycle access routes to the new station may include Humber Road (utilising the pedestrian crossing), across the retail park car park and Geron Way (north) meeting L85.

The new overbridge which has been delivered as part of Brent Cross West Station allows dismantled cyclists to cross the rail lines and offers an alternative route to Staples Corner between Brent Cross Town and the neighbourhoods to the west

-  Study area site boundary
-  Existing signposted cycle routes
-  Informal cycle routes



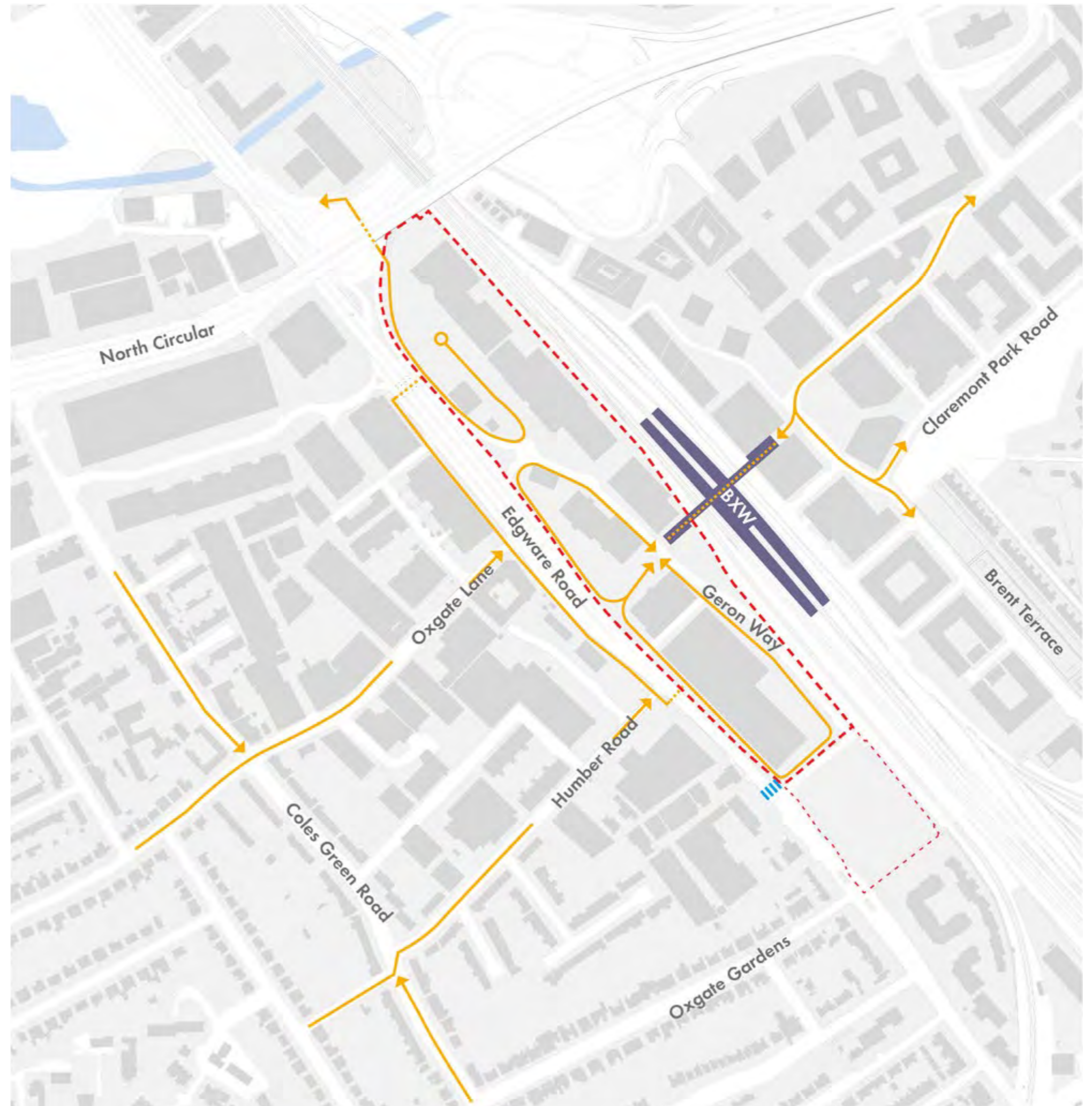


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## 2.7 PEDESTRIAN ROUTES

Pedestrian access routes to the station are primarily along Geron Way, and the Edgware Road, with crossing points into the neighbourhoods to the west via Humber Road and the underpass at Staples Corner. Pedestrians arriving to Edgware Road along Oxgate Lane will need to travel north or south to a crossing. A new pedestrian crossing at Geron Way (south) is planned as part of junction upgrades associated with the Waste Transfer Station.

The new station provides a 24 hour pedestrian access route to and from Brent Cross Town.



- Study area site boundary
- ← Existing pedestrian routes
- ▬▬▬ New crossing planned as part of consented WTS junction upgrades















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## 2.8 EXISTING USES

The parcels of land surrounding the western entrance of Brent Cross West station are largely low rise, big-box, out-of-town retail and wholesale uses. To the west bordering the North Circular and Edgware Road is an industrial estate with light industrial and wholesale uses, which are likely to remain and even intensify. They are currently low-level large format buildings. Beyond the industrial and wholesale units to the west are low-rise residential neighbourhoods of typically two storey houses. A newer mid-rise residential development sits on the eastern side of Edgware Road between Oxgate Gardens and the railway lines.

The emerging context of Brent Cross Town includes large scale commercial buildings along the railway with potential heights up to 100m toward the North Circular and Staples Corner. Behind this emerging town centre are mid-rise residential blocks, bringing a new typology and density to the area.

	Retail		Education
	Food and drink		Leisure
	Warehouse		Hotel
	Workspace		Infrastructure
	Residential		Religious





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## 2.9 LAND OWNERSHIP

The masterplan study area falls into several ownerships. The station arrival site and plot to the south are owned by LB Barnet. To the north, the Flip-out trampoline centre is in single ownership and beyond that is the Staples Corner Retail Park, thought to be within a single ownership. Bestway has recently acquired the Staple Corner Shopping Park meaning all of the land between Geron Way and Edgware Road is in single ownership. To the south is the site of the consented Waste Transfer Centre.

Staples Corner Retail Park (single ownership)



Flip Out Trampoline (single ownership)



Land adjacent to Brent Cross West Station entrance (single ownership)



Location of approved Waste Transfer Station



Bestway Cash and Carry and adjacent retail units (single ownership)





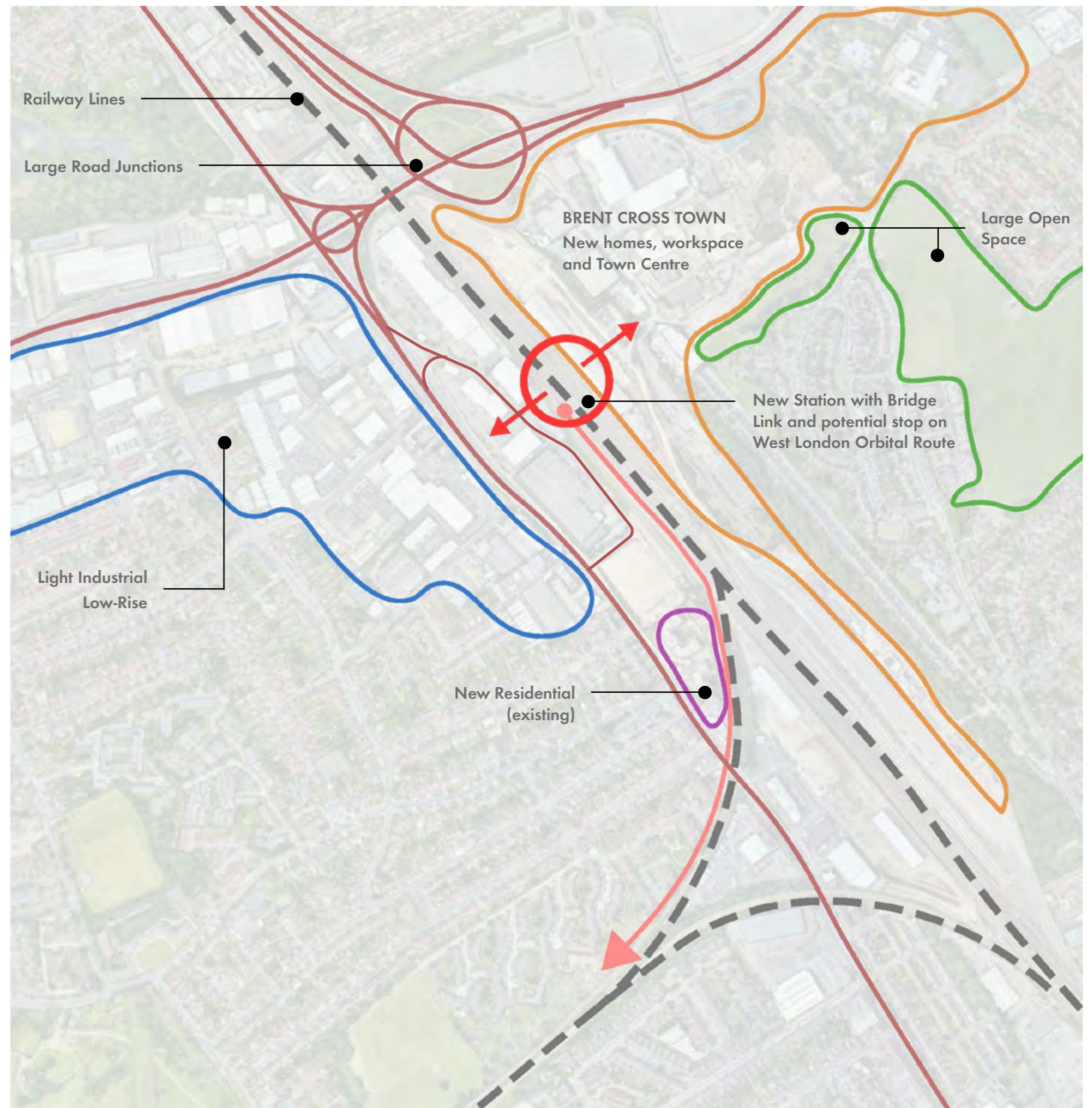
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## 2.10 CONSTRAINTS AND OPPORTUNITIES

The site is surrounded by large scale infrastructure: the North Circular (North Circular), Staples Corner junction leading to the M1, the Edgware Road (A5) and the Midland Mainland Railway. Whilst the opportunity of this network is wider connectivity, it poses some constraints on the type of development that may come forward here. Noise and air pollution are the largest factors, both of these increasing to the north of the site. More sensitive uses, such as residential would need to be carefully designed along the railway and Edgware Road to reduce the impact of noise and poor air quality on indoor and outdoor amenity spaces. This may include, but is not limited to, the introduction of fully mechanically vented homes (in the event the air quality is too poor on any given day for natural ventilation); additional sound proofing in façade and glazing build-ups; and the provision of winter gardens instead of balconies.

The existing road network within the site (Geron Way), establishes ownership boundaries and provides a utility corridor. It would be challenging to modify the alignment significantly.

Opportunities for the site include being well connected via road and rail networks to London and the wider region, and connectivity via the new station to the emerging Brent Cross Town and large open spaces of Clitterhouse Playing Fields and Claremont Park. A new mid-rise residential development is also located at the southern end of the masterplan study area, helping to bridge the site into the established neighbourhoods.





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### 3.1 MASTERPLAN PRINCIPLES

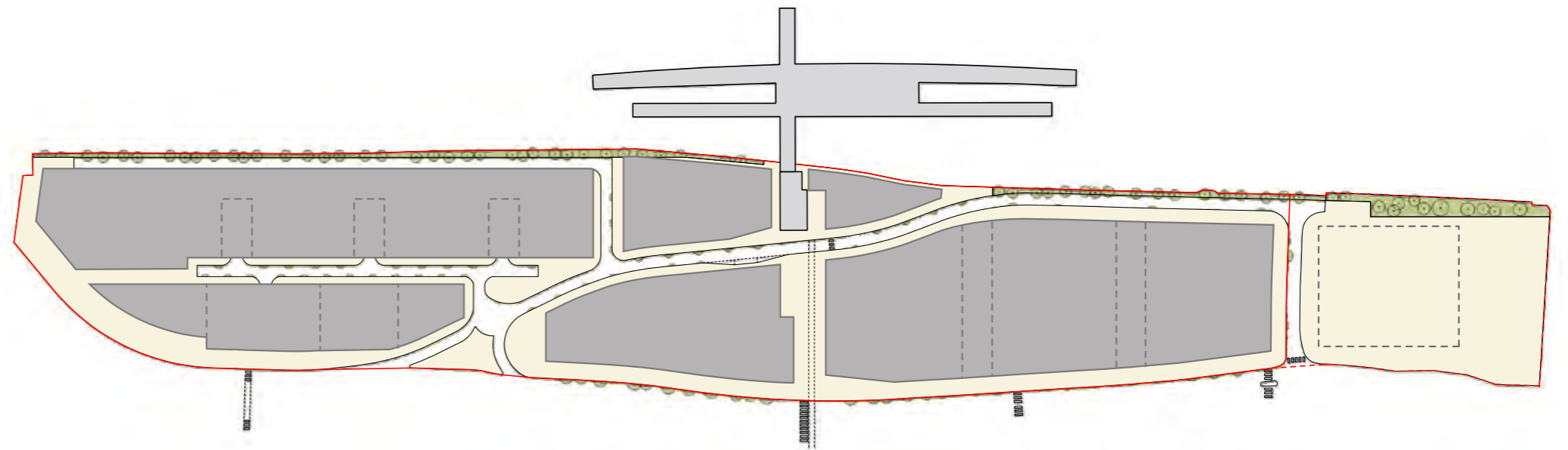
This section of the masterplan framework provides a series of masterplan principles and objectives to be achieved through the development of the different sites that make up the Western Lands.

The key masterplan principles described in this section aim to create a legible and viable piece of city surrounding the western entrance to Brent Cross West station.

Pedestrian and cycle routes to and through the site will be improved, creating better accessibility from existing neighbourhoods to the station and Brent Cross Town, and a more pedestrian friendly development within the Western Lands.

The vision for the Western Lands includes urban greening and new public spaces including a new urban square in front of the western entrance to Brent Cross West station

As well as acting as a threshold space for the station, the urban square also allows visibility to the station from key locations around the Western Lands, Edgware Road and Staples Corner.





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## 3.2 EXISTING LAND OWNERSHIP



Zone A - Staples Corner Retail Park  
(single ownership)

Zone C - Flip Out Trampolining  
(single ownership)

Zone E - Location of approved Waste Transfer Station

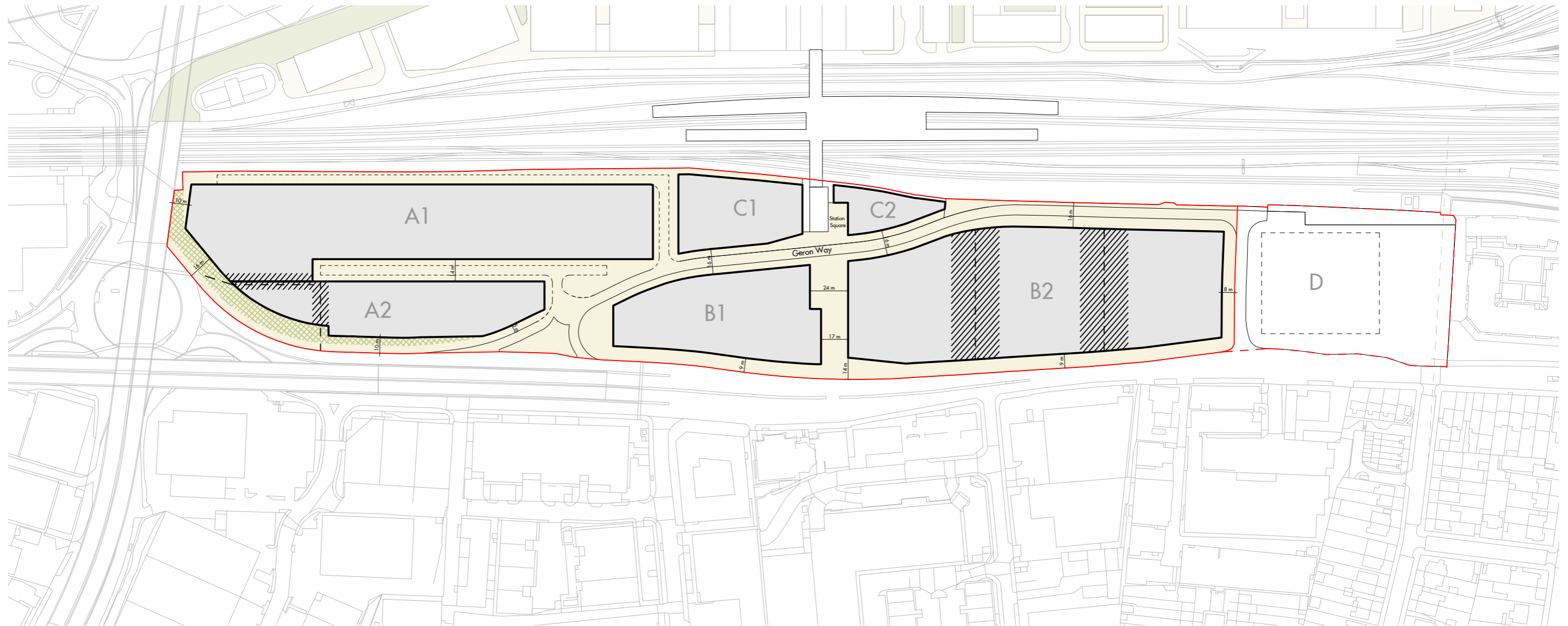
Zone B - Bestway Cash and Carry and adjacent retail  
units (single ownership)

Zone D - Land adjacent to Brent Cross West Station  
entrance (single ownership)



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### 3.3 DEVELOPMENT ZONES



Development zones have been defined to clearly establish distinct character areas, each with site-specific objectives and requirements. Development zones also define the minimum extent of public realm between

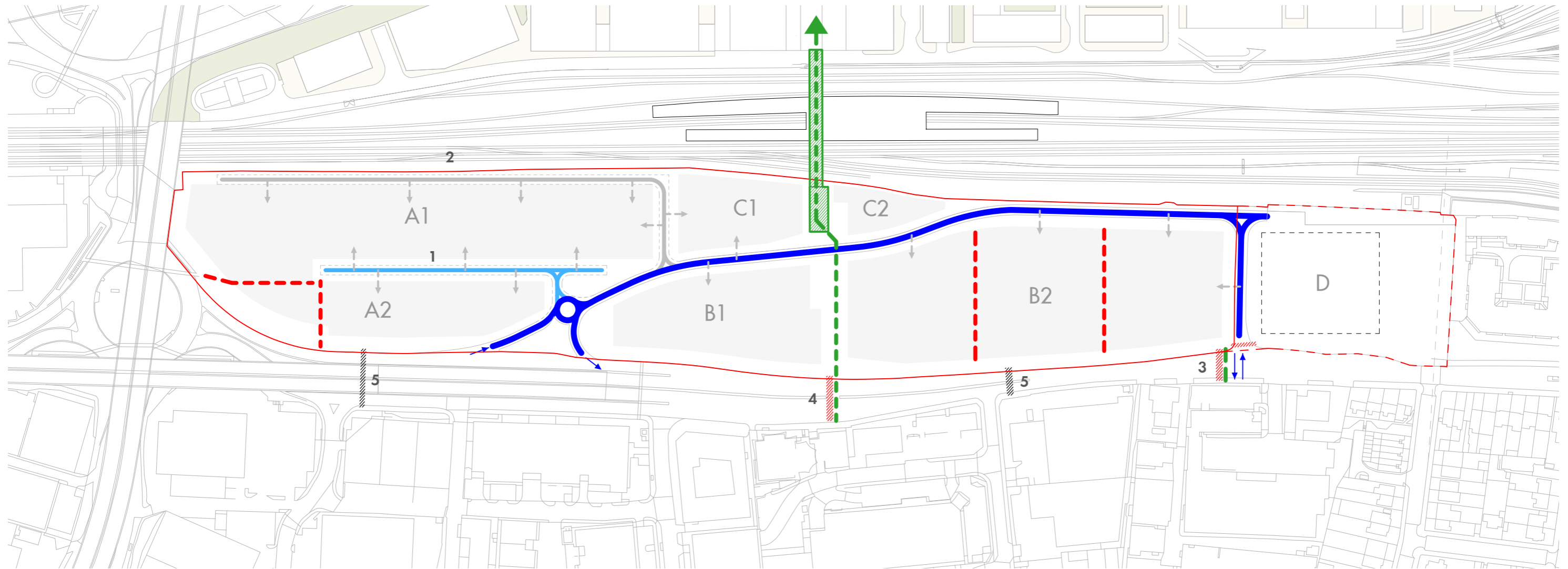
plots. This safeguards primary routes yet allows flexibility for development within the plots.

In addition to defining character areas, the development zones broadly relate to existing land ownership and retained highways.



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## 3.4 ROUTES



- 1. Development plots to maintain central route
- 2. Service routes facing the railways
- 3. New toucan crossing as part of approved Geron Way junction improvements

- 4. Suggested new connection to Staples Corner Masterplan and existing neighbourhoods to the south west'
- 5. Existing Edgware Road crossing

- Boundary
- Primary Routes
- Secondary Routes
- Service Routes
- Vehicular Access Point
- Primary pedestrian route
- Indicative location of tertiary route
- Brent Cross West Station and pedestrian/cycle bridge
- Existing pedestrian crossing
- New pedestrian and cycle crossing





## 3.5 PRINCIPLE USES



The Draft Barnet Local Plan identifies a target for 1,800 new homes to be provided within the Brent Cross West (Staples Corner) Growth Area. Within the Western Lands, Zone B is best suited to residential as a primary use, though it can also be successful in zones A, C, and D.

Workspace, light industrial, or large format retail would be best located in Zone A.

It may also be beneficial to explore models of co-location in Zone A in order to provide density of homes without losing employment and retail uses.

Zone B1, C, and D can provide a substantial number of homes, but may also be an appropriate location for commercial workspace.

— Boundary

Primary uses

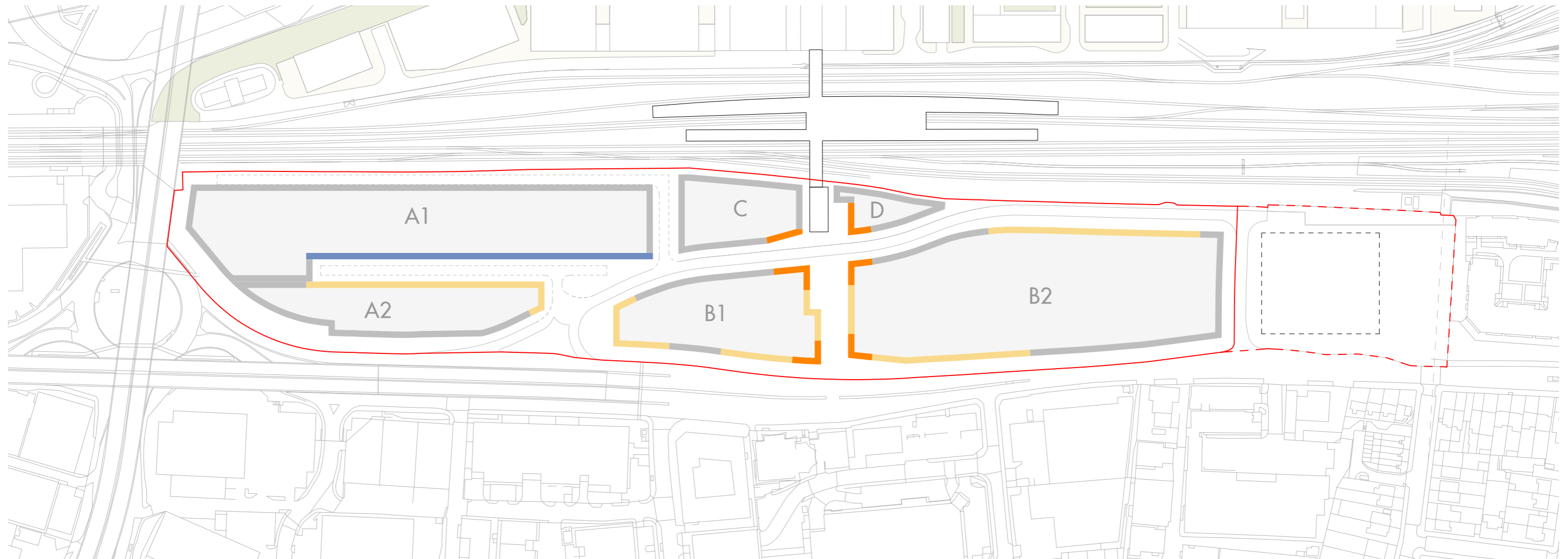
 Residential

 Residential, Workspace or Mixed-use



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## 3.6 KEY GROUND FLOOR FRONTAGE USES



Active ground floor uses contribute greatly to the success of the public realm. It is envisaged that these active uses will be concentrated along the primary east-west route from Edgware Road and the space surrounding the station entrance.

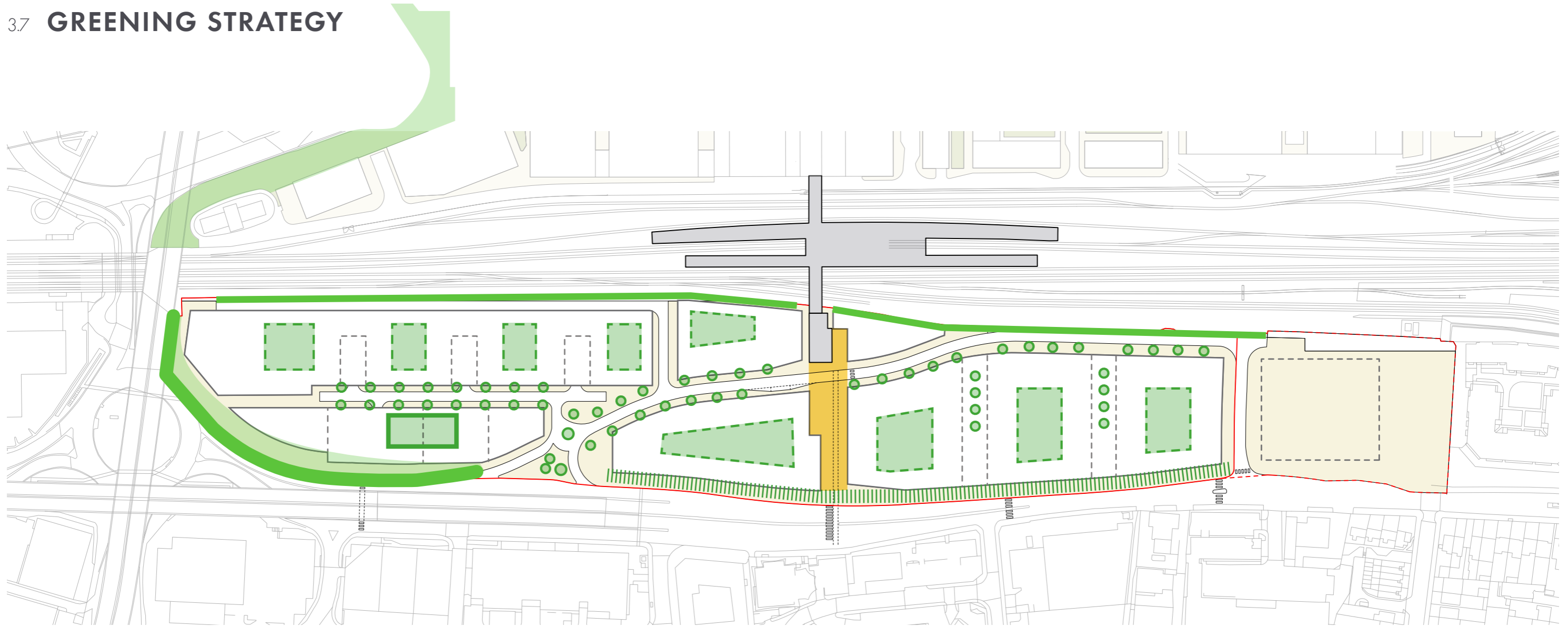
Zone A could activate the central internal route, depending on the uses that come forward. Other frontages along Geron Way and Edgware road would be appropriate for active uses, though key corners annotated in orange should be prioritised.

- Boundary
- A1 Development Zone Reference
- Critical location for active frontage
- Appropriate location for active frontage
- Appropriate location for co-location of residential with large retail, light industrial, or commercial uses
- Any permitted uses



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## 3.7 GREENING STRATEGY



Urban greening is critical to transforming the Western Lands into a viable place for living and working. Edges should be enhanced with green to better protect the interior of the site from infrastructure noise and pollution.

Frontage along the Edgware Road should set back far enough to make a meaningful green environment with tree planting and SUDSs.








Geron Way should be augmented with a consistent approach to street trees.

Secondary routes can take a less formal approach to greening, but should provide visual and physical amenity.

Special attention should be paid to the quality and design of the primary space connecting to the station.

There is an opportunity to provide additional green amenity in Zone A, of a more

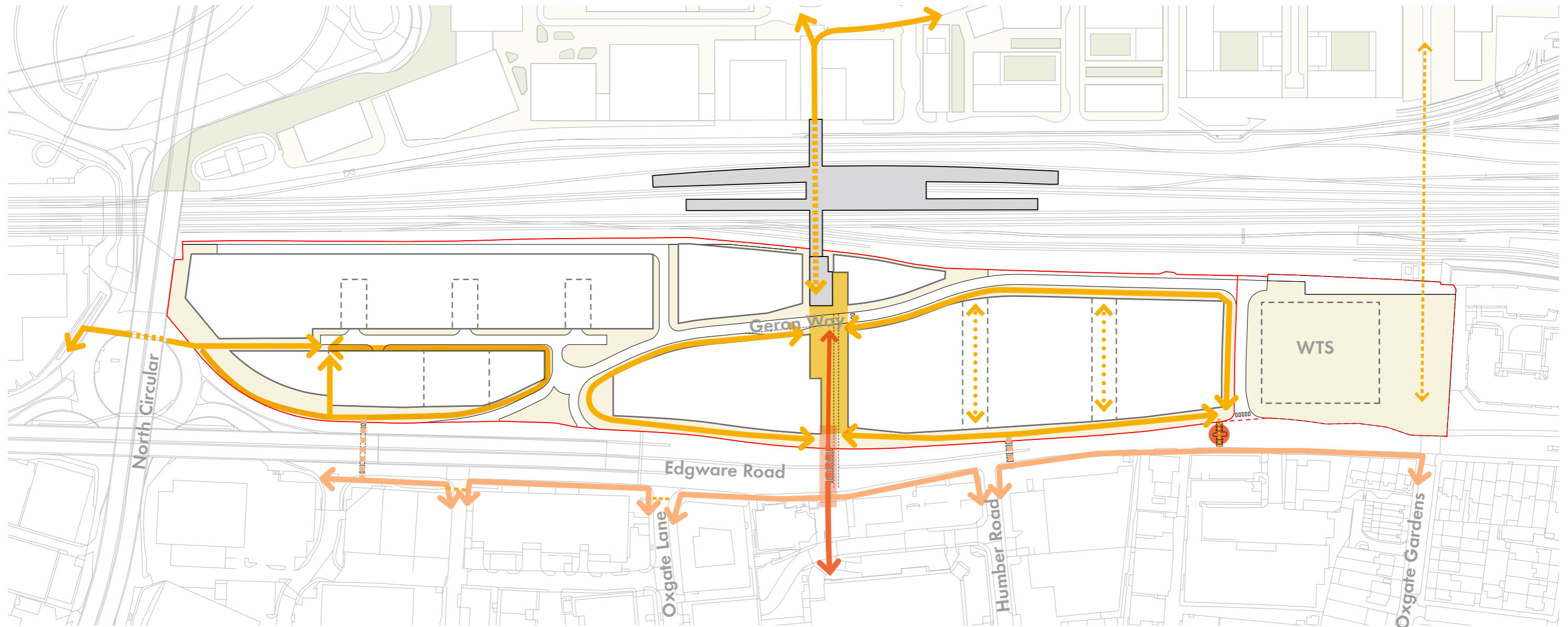
woodland character, and residential blocks should provide courtyard amenity for residents.

-  Existing green embankment enhanced and enlarged with new planting
-  Linear green edge along rail lines
-  Communal gardens within courtyard blocks
-  Street trees
-  Green open space with a woodland character (indicative location)
-  Meaningful setback to form a buffer along the Edgware Road to allow for substantial landscaping and street trees
-  Primary public square



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## 3.8 PEDESTRIAN ROUTES



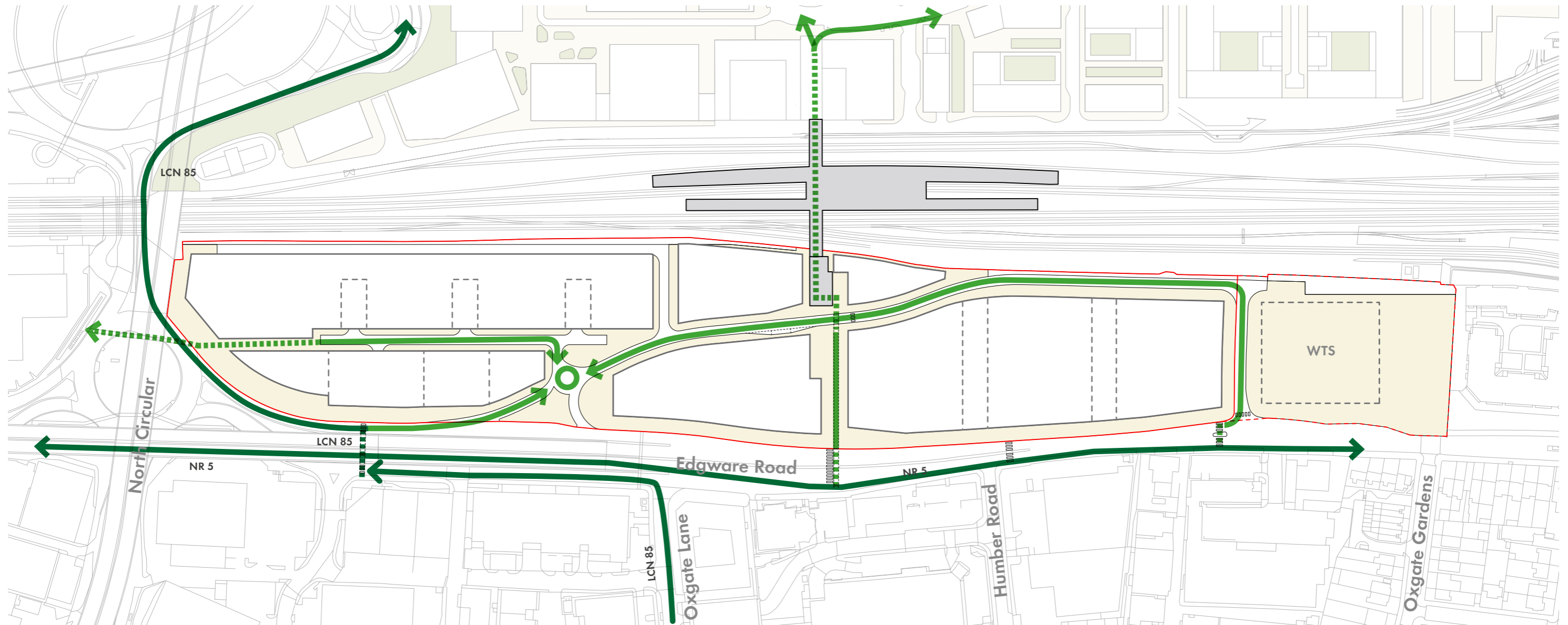
Improved pedestrian connections should be incorporated into the development plots as they come forward. Footpaths should allow ample width for comfort and safety and connections to the wider area prioritised.

- Existing pedestrian pavement
- Existing pedestrian route to be improved
- Suggested new route to station from existing neighbourhoods to the south west
- Extended plaza forms central nexus between linkages
- New toucan crossing as part of approved Geron Way junction improvements
- Tertiary route between blocks
- Existing pedestrian crossing, suggested cycle crossing
- Brent Cross West Thameslink Station and pedestrian/cycle bridge
- Earmarked MML bridge crossing



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## 3.9 CYCLE ROUTES



Existing local and national cycle routes are signposted near to the site. The masterplan should connect to these and provide improved connections between the neighbourhoods of Brent to the west, the

Welsh Harp to the north, Brent Cross West station, and Brent Cross Town to the east.

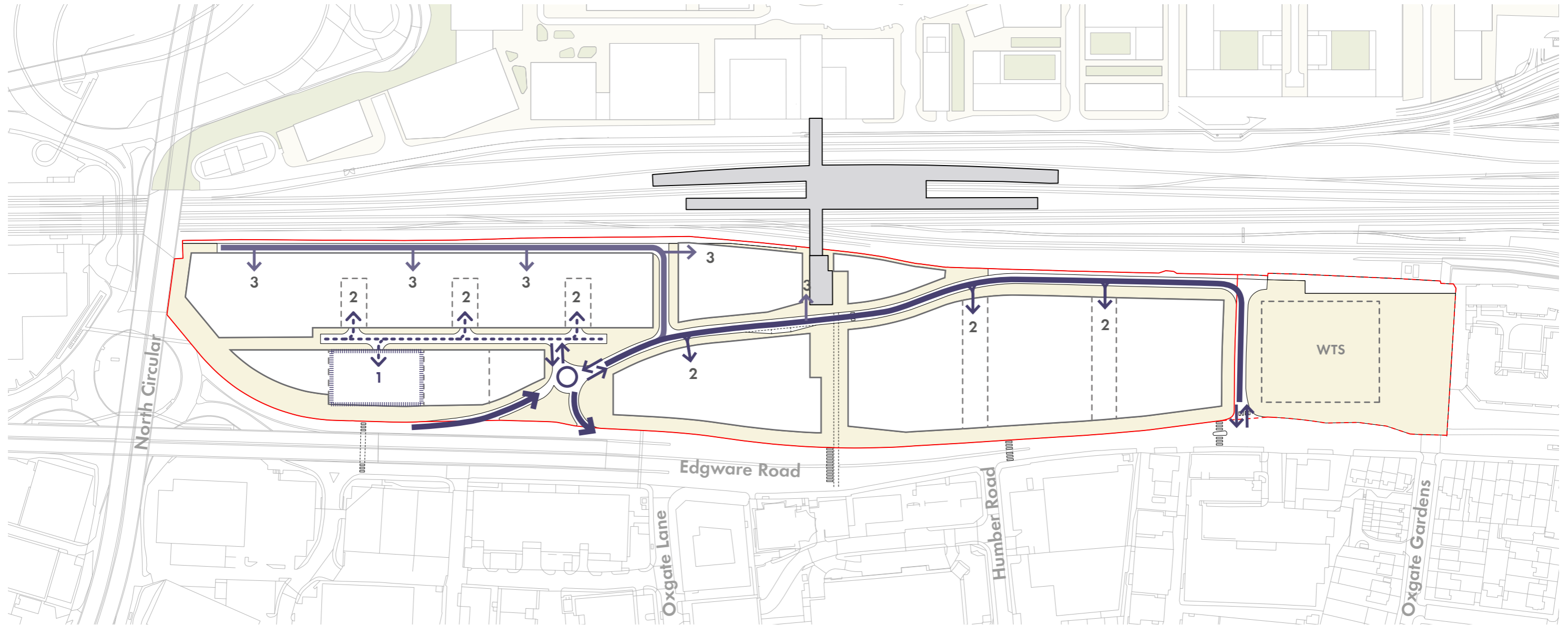
It is not envisaged the routes within the site will be segregated, but rather demarcated within the carriageway.

- Existing cycle routes signposted (London Cycle Network or National Route)
- Proposed cycle route connecting to existing. To be provided in-lane or signposted route in the public realm.



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### 3.10 VEHICULAR ACCESS



The existing vehicle-dominated site can be greatly improved for pedestrians by focusing traffic on Geron Way and the provision of a service access along the railway lines. Parking can be accommodated in building basements or podiums, with access points located to ensure prime building frontages

maintain a positive relationship with the public realm.

A central route in Zone A should be tertiary for vehicles, used only when limited access is required.

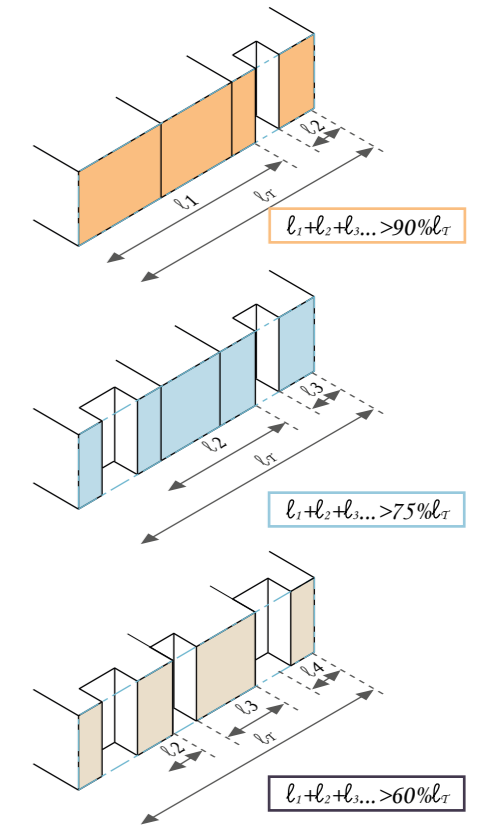
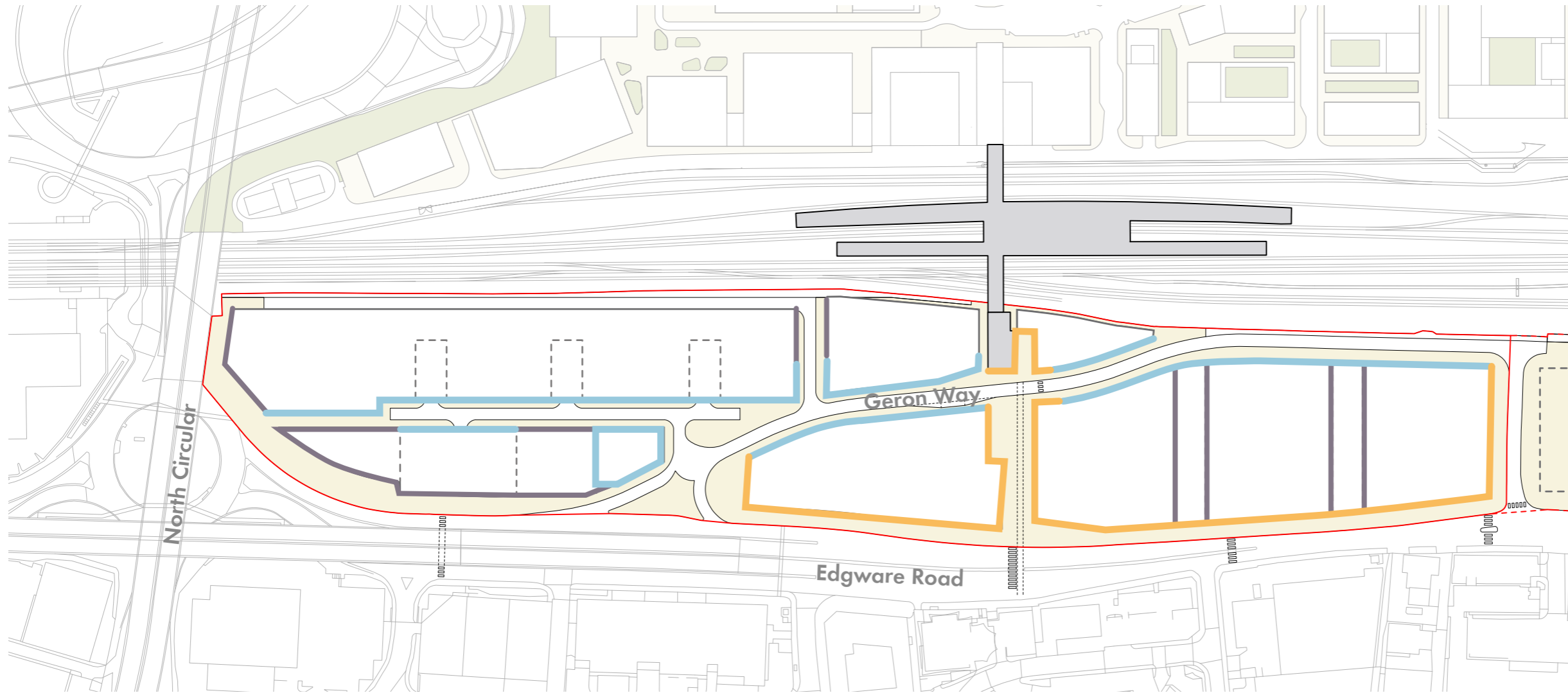
- Primary vehicle route
- Tertiary vehicle route
- Servicing route

- 1 Appropriate location for Multi-Storey Car Park to support commercial uses
- 2 Podium access
- 3 Servicing access



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### 3.11 PRINCIPAL FRONTAGES



To ensure the urban grain appropriately contributes to legibility and placemaking, street enclosure and activation at certain locations are critical.

The buildings that face the Edgware Road and the public route to the station have an important role to play in enclosing the

street and providing opportunity for active engagement at ground level. The buildings in these locations should provide a continuous frontage line at the back of pavement. Along Geron Way, enclosure is also important, but less critical to the formation of the street environment. Here, the majority of buildings

should maintain a continuous frontage line, but more divergence is acceptable as it is a less formal streetscape.

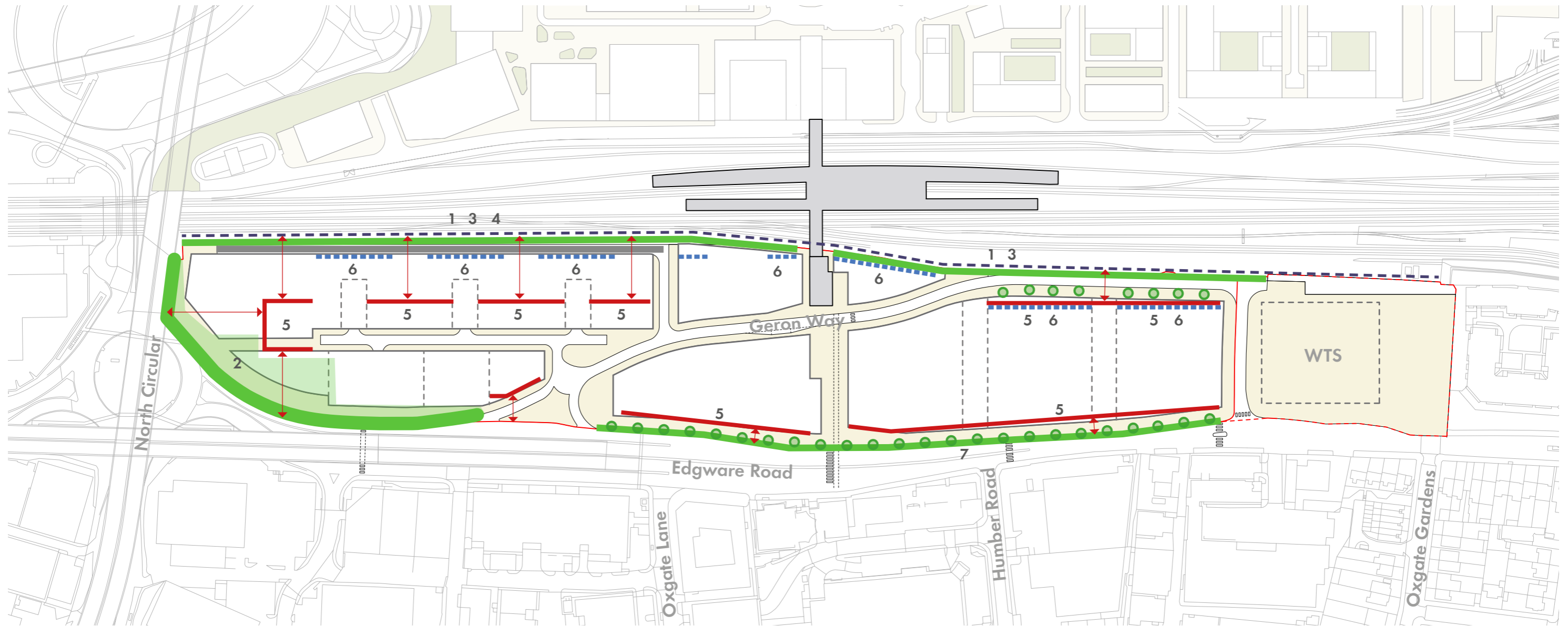
In the tertiary routes, blocks can be broken more than along the primary and secondary routes.

- Minimum 90% frontage maintained
- Minimum 75% frontage maintained
- Minimum 60% frontage maintained










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## 3.12 NOISE AND POLLUTION



Due to the proximity of major roads and infrastructure, noise and air pollution will need to be mitigated both within the public realm and the design of buildings.

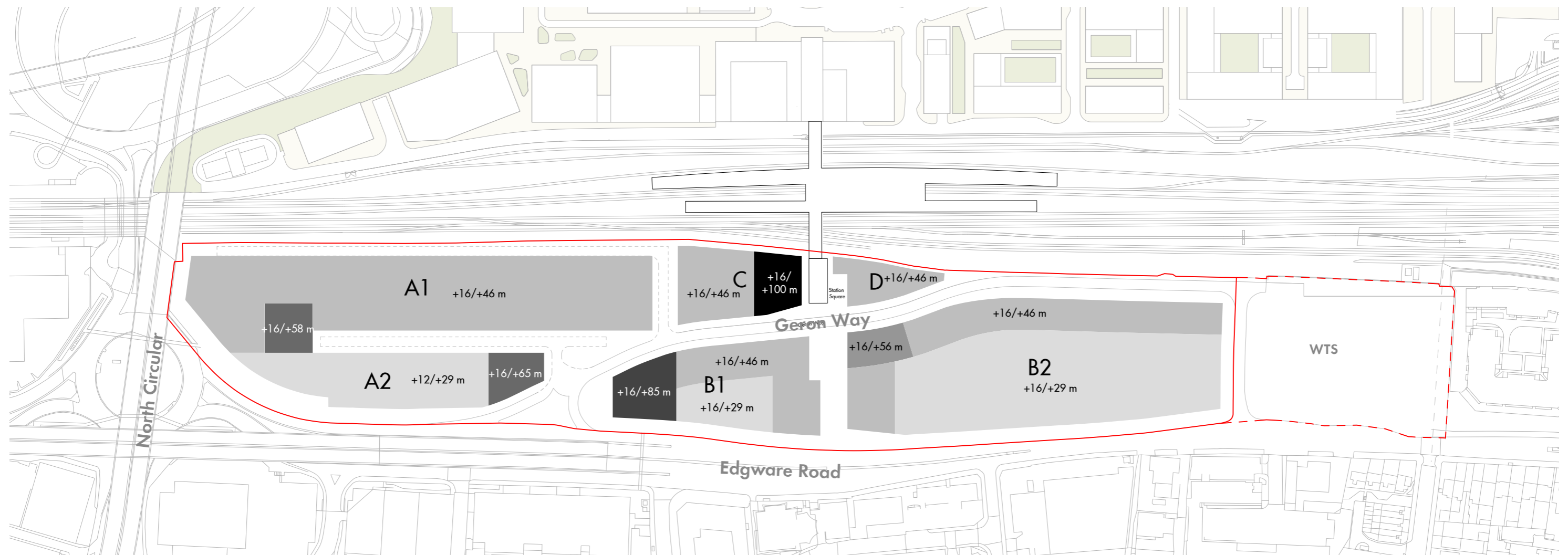
-  New linear green edge created to railway
-  Offsetting the buildings from noise and pollution sources
-  Green buffer facing the Edgware Road and North Circular improved
-  Facade design to mitigate the impact of noise and pollution
-  Railway fence as an acoustic screen
-  Meaningful setback to form a buffer along the Edgware Road to allow for substantial landscaping and street trees
-  Service Road as a buffer





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### 3.13 BUILDING HEIGHTS STRATEGY



The strategy for height looks to create a considered block structure that positively shapes key routes and spaces, identifies points of strategic importance, and provides a strategy for density that facilitates healthy homes.

Heights are indicative and meant as a guide. Minimum heights encourage an appropriate amount of enclosure to the principle public realm whilst maximum heights allow variation in a considered way.

The principle blocks are of mid-rise height with taller elements building to the north and east. This creates a datum of consistent enclosure along the Edgware Road and minimises overshadowing to courtyard amenity spaces.

Urban marker buildings help to identify the Western Lands, and Brent Cross West station from further afield.

- Site Boundary
  - A1** Development Zone Reference
- The minimum and maximum heights are in metres above finished external ground level and are inclusive of rooftop plant and lift overruns.
- FEL will be determined by the level at which the pedestrian entrance points interface with the public realm.



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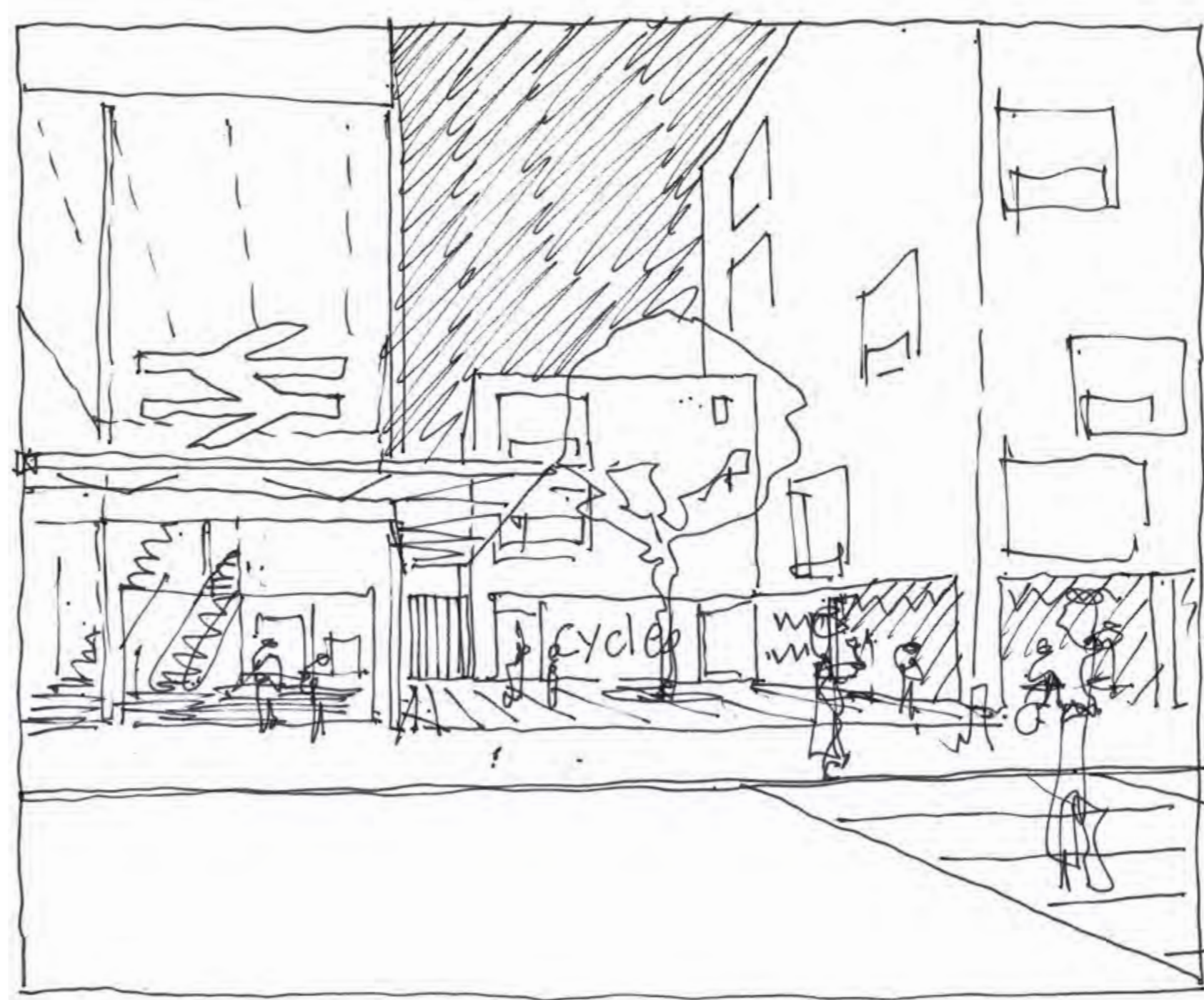
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## 4.1 ILLUSTRATIVE MASTERPLAN

The Illustrative Masterplan is a demonstration of one way in which the Western Lands could come forward based on the masterplan principles set out in Section 3 of this document.

The Indicative Massing illustrates the intent behind the massing strategy set out in Section 3. It identifies locations for appropriate height and demonstrates a block structure with a considered approach to massing and forming meaningful urban blocks. These diagrams do not constitute a specific proposal but rather provide an illustrated example of the masterplan framework.

This section of the document also describes the role of each zone in the Western Lands and considerations that should be weighed up at detailed design stage as development proposals are developed



Early concept sketch of arrival in the Western Lands



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## 4.2 ILLUSTRATIVE MASTERPLAN LAYOUT





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## 4.3 INDICATIVE MASSING

**Zone A:**  
Residential GEA (excl. GF):  
55,800 sqm  
531 homes

**Zone C:**  
Residential GEA (excl. GF):  
33,150 sqm  
316 homes

**Zone B:**  
Residential GEA (excl. GF):  
100,050 sqm  
953 homes

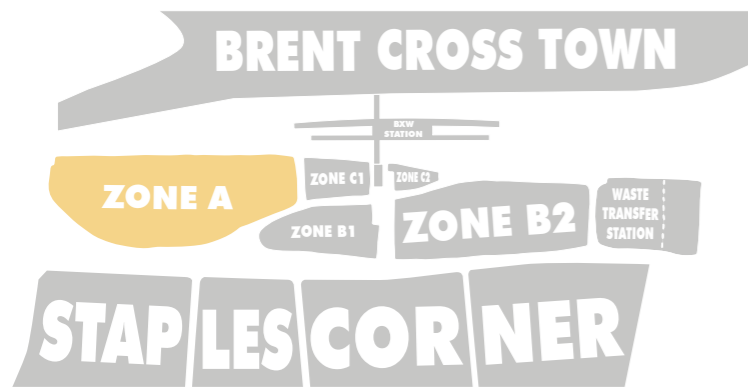


Illustrative masterplan for Staples Corner



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## 4.4 ZONE A



### Flexibility

Zone A is considered appropriate for co-location blocks which can include retail, work space or light industrial uses along with residential.



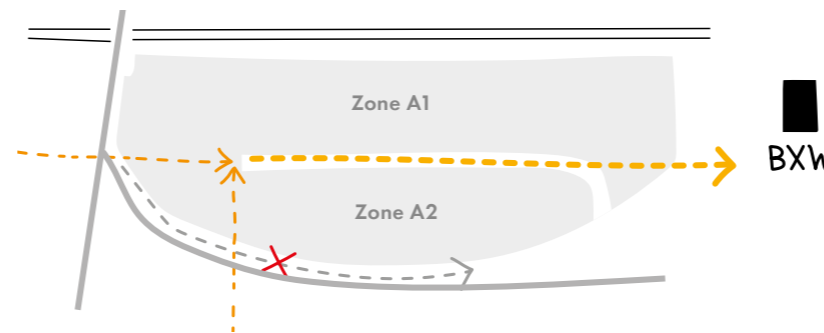
### Mixed use

Larger retail typologies are currently trading onsite and co-location offers an opportunity to densify without removing the current type of use. Podiums act as a buffer against the surrounding roads and railways, offering a versatile space that can either support non-residential uses.



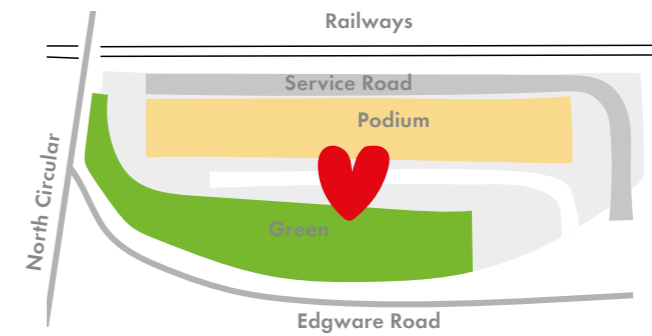
### Placemaking

Zone A, positioned in the northern part of the development, is bordered by Edgware Road and North Circular to the west and north, and railways to the east. This zone holds significant potential for introducing uses that activate the area, establishing it as a destination and becoming a welcoming, pedestrian-friendly neighbourhood. The focal point of Zone A is centred around the extension of Geron Way and opportunity for a new public space around which buildings and activity can be focussed.



### New connections

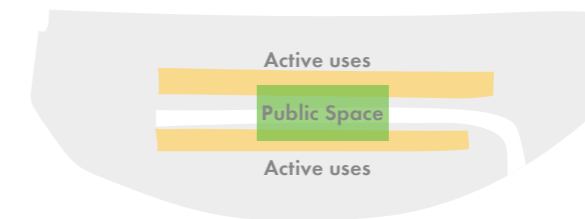
To activate the Northern Plots, pedestrian connections are redirected through the site. This provides an alternative route to Brent Cross West station and connects to routes through Staples Corner to Brent Cross Shopping Centre in the west.



### Constraints

To minimize and help mitigate the impact of the railway, a service road runs along the rear of the plots with non-residential uses are located on the ground floor.

A green buffer faces the noisy road to the north and west, acting as a shield for residential buildings. There is potential for MSCP location within this area, if needed.



### Active uses

Activating the area around Geron Way is crucial in creating an attractive neighbourhood. The area is well sheltered from external factors and presents an opportunity for introducing uses such as retail and communal amenities serving the neighbourhood and attracting people from the outside. Equally, a residential focus to the zone with entrances off Geron Way will create a positive destination.



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#### 4.4.1 Zone A Typology testing

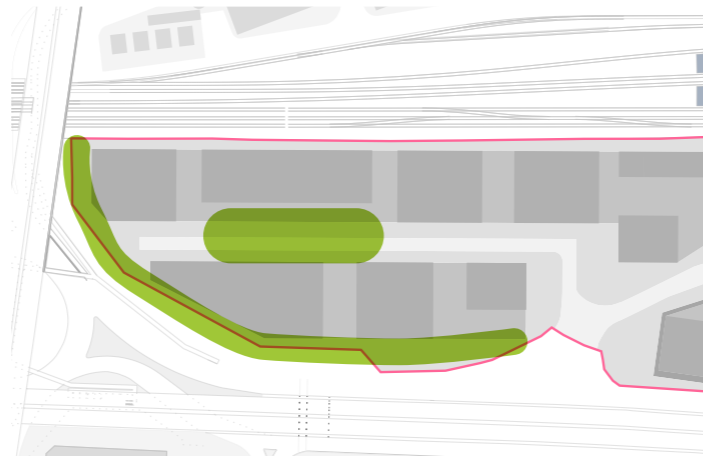
Flexibility is built into the layout in Zone A. The extension of Geron Way provides a central route for access to front doors, residential or otherwise. Additional green amenity should be provided in Zone A. This can be an augmentation of the green edge, or a more central space.

The western parcel (plot A2) could come forward with buildings holding the edge of the urban block, or a less formal layout that allows the green to infiltrate the plan.

The latter offer the opportunity to locate a multi-storey car park to serve any co-location or retail uses in the short or medium term. Long term, if the need for parking reduces, a stand alone structure can be dismantled and reused or re-purposed more easily than a basement or podium car park. A car park can be attractive and serve as a marker for Staples Corner and the Western Lands.

The proposed block sizes allow for residential to be delivered above big-box podium uses in a number of configurations. At detailed design stages, core positions and column grids will be carefully planned to minimise disruption on the large-span areas, but ensure the residential accommodation is not compromised.

Amenity gardens should also be provided above the ground floor podium.



Indicative location of green amenity



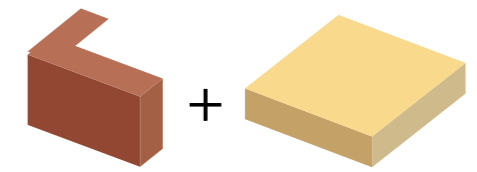
Above: Charles Street Car Park, Allies and Morrison



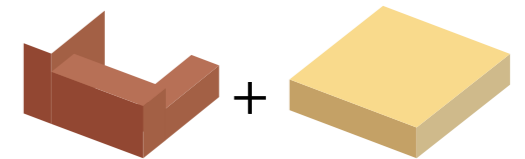
Residential + Industrial precedent, Allies and Morrison



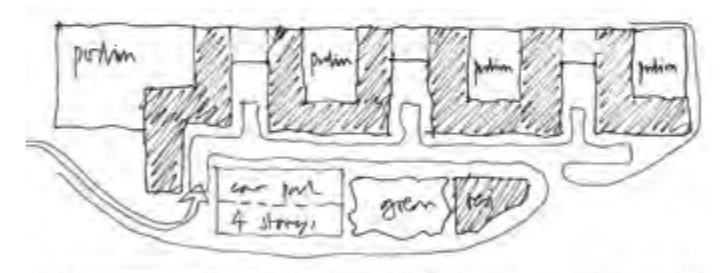
Residential + Industrial precedent, Allies and Morrison



Co-location sketch: Bar + Podium



Co-location sketch: U-shape + Podium



Sketch ideas for co-location typologies in Zone A



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## 4.5 GERON WAY JUNCTION



### Current junction

The existing layout encourages high-speed entry onto the site, with the entrance and exit points situated apart. This configuration results in an underutilized space at the site's entrance.



### Improved junction

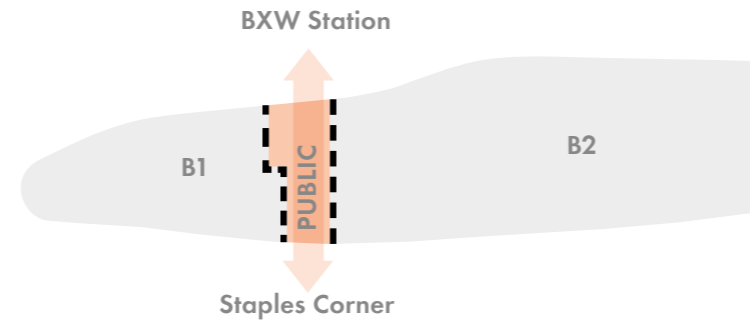
Improving the junction between Geron Way and Edgware Road aims to reduce traffic speed at the site entrance. A more compact layout enables an expansion of the development zones.





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## 4.6 ZONE B

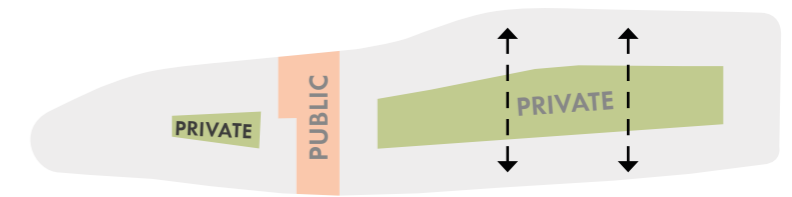


### Defining Role

Zone B has an important role in defining the block edges and architectural character of the masterplan, whilst also establishing the primary public route and space in the centre.

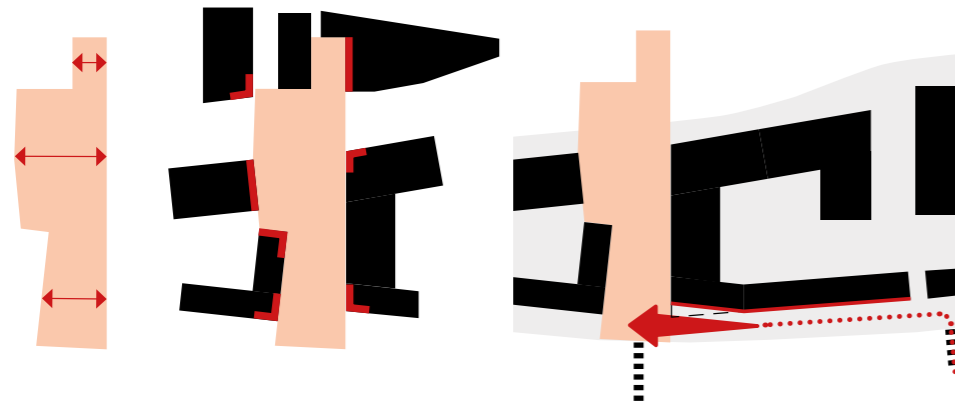
### Station Square

Zone B is divided into two sub-zones: B1 and B2, separated by the main public space connecting Staples Corner and Brent Cross West station. As well as an important connection and route, this public space is activated by uses at ground level and provides opportunities for dwell time.



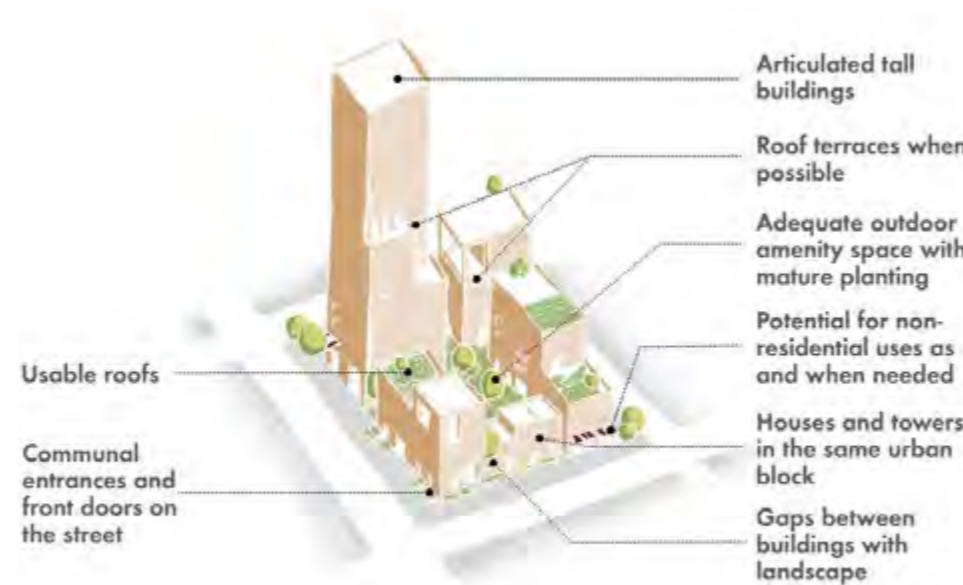
### Public and Private

The arrangement of residential buildings creates private space in the block interior that is shielded from roads and railways, designated for residential outdoor amenities. This can be provided on a podium to avoid basements.



### Intentional geometry

The geometry of Station Square provides critical compression and release, opportunity for active corners, and sets up a deliberate inflection to facilitate pedestrian desire lines from the south.



### Architectural Character

Buildings are deliberately lower where they face Edgware Road with a consistent height datum of 7 storeys to allow natural light into the residential courtyards whilst clearly defining the street enclosure.

The massing builds along the eastern side of the block from south to north; allowing density and scale with a varied massing and consideration of sunlight and overshadowing to the amenity spaces.



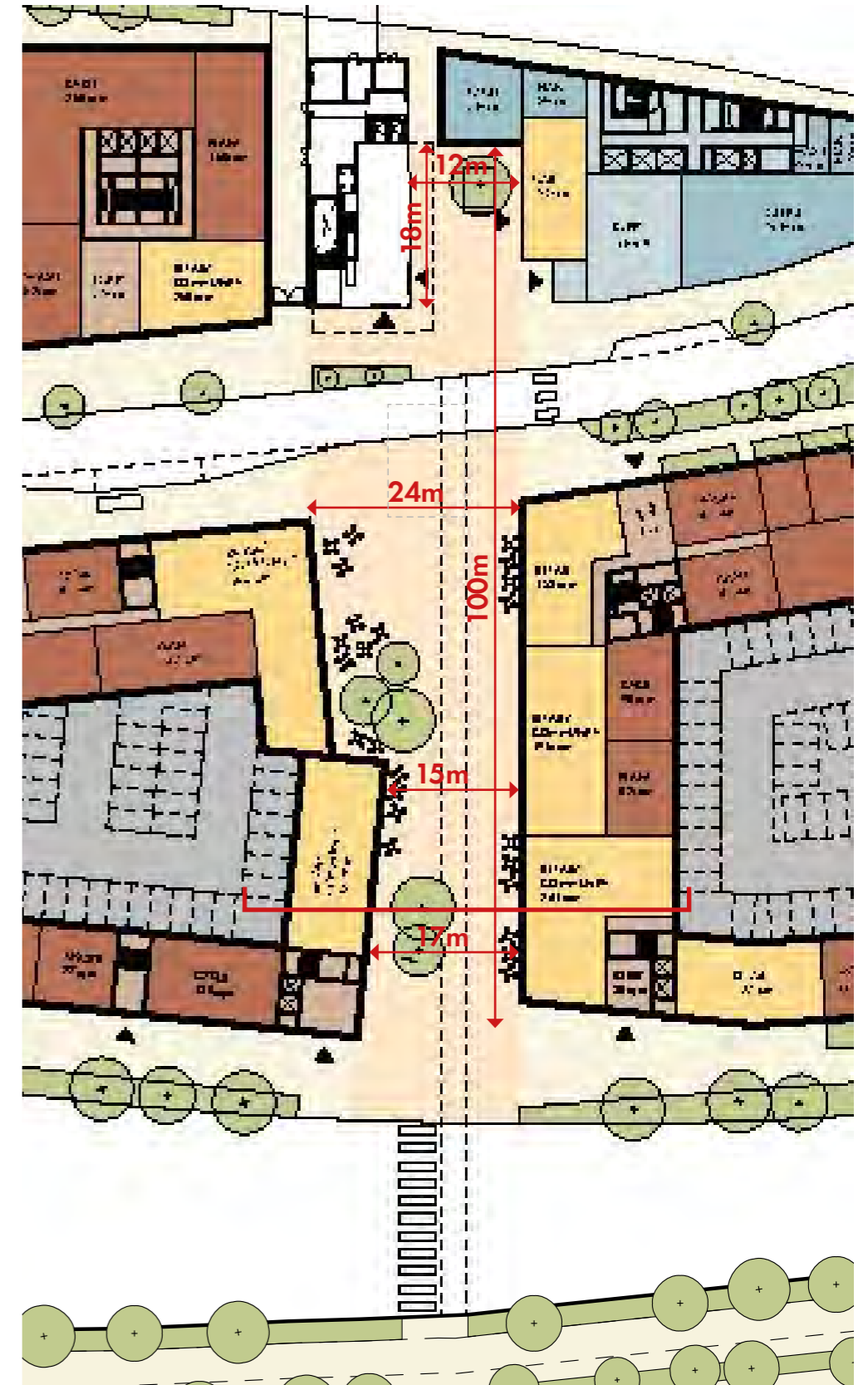
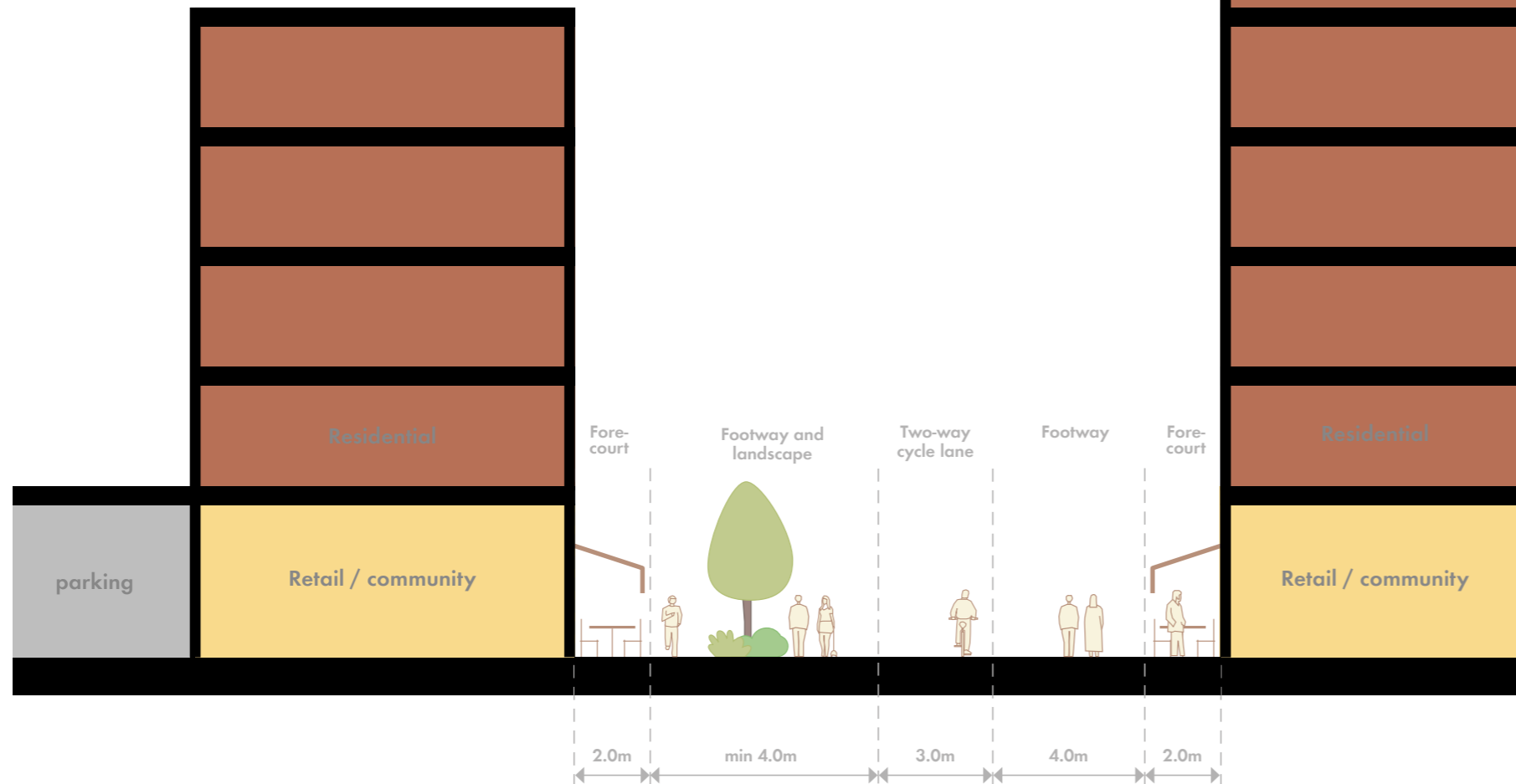
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## 4.5 STATION SQUARE

Station Square is the extension of the station arrival plaza, which opened with the Brent Cross West station in December 2023.

The location of the square provides a clear primary route to the station from the Edgware Road and neighbourhoods to the west. It allows visibility to the station and provides the opportunity for a critical mass of amenity and support uses at ground level.

The geometry of the plots deliberately narrows the route in the middle, ensuring the space has a good amount of enclosure whilst still allowing for visibility and connectivity.

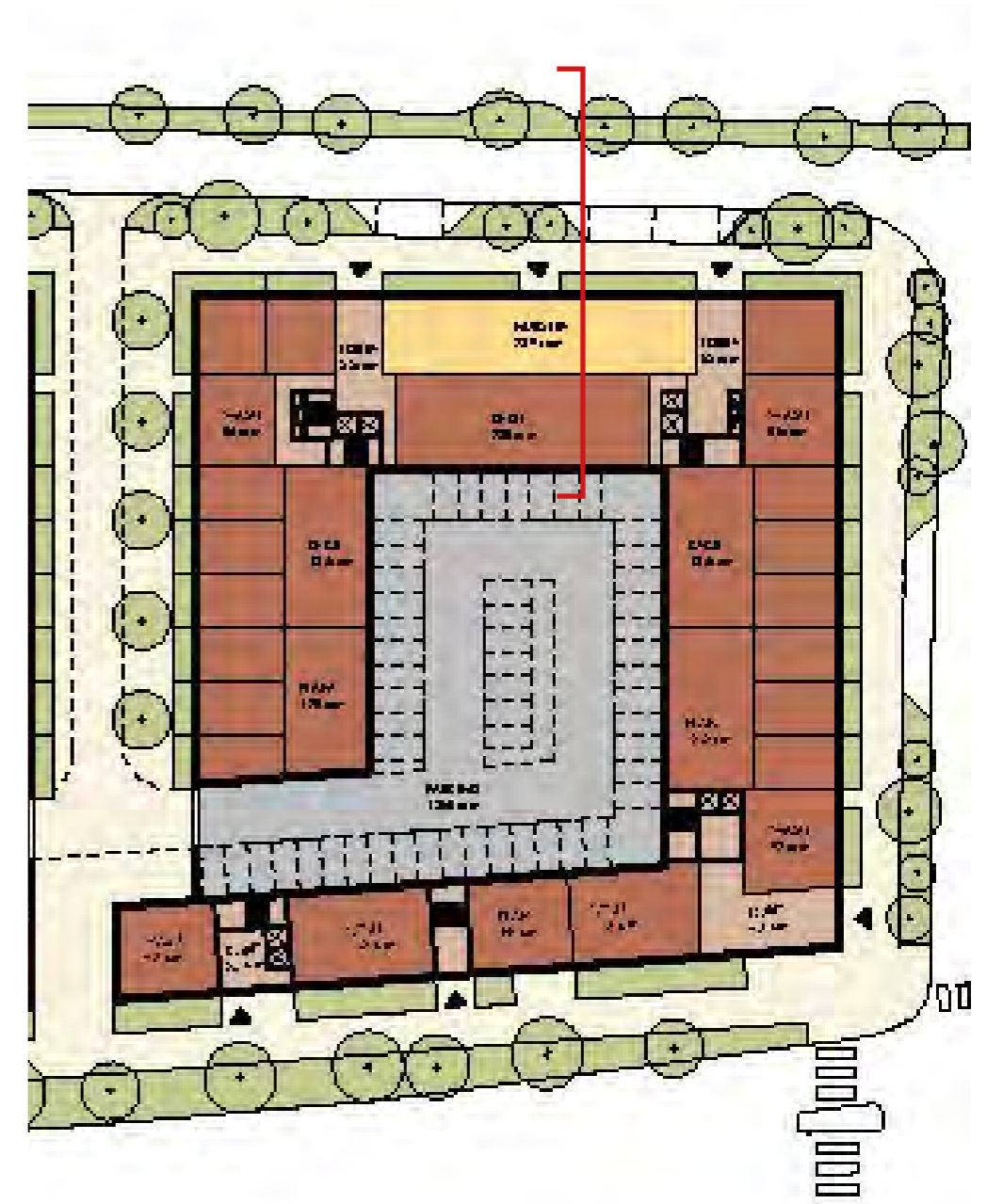
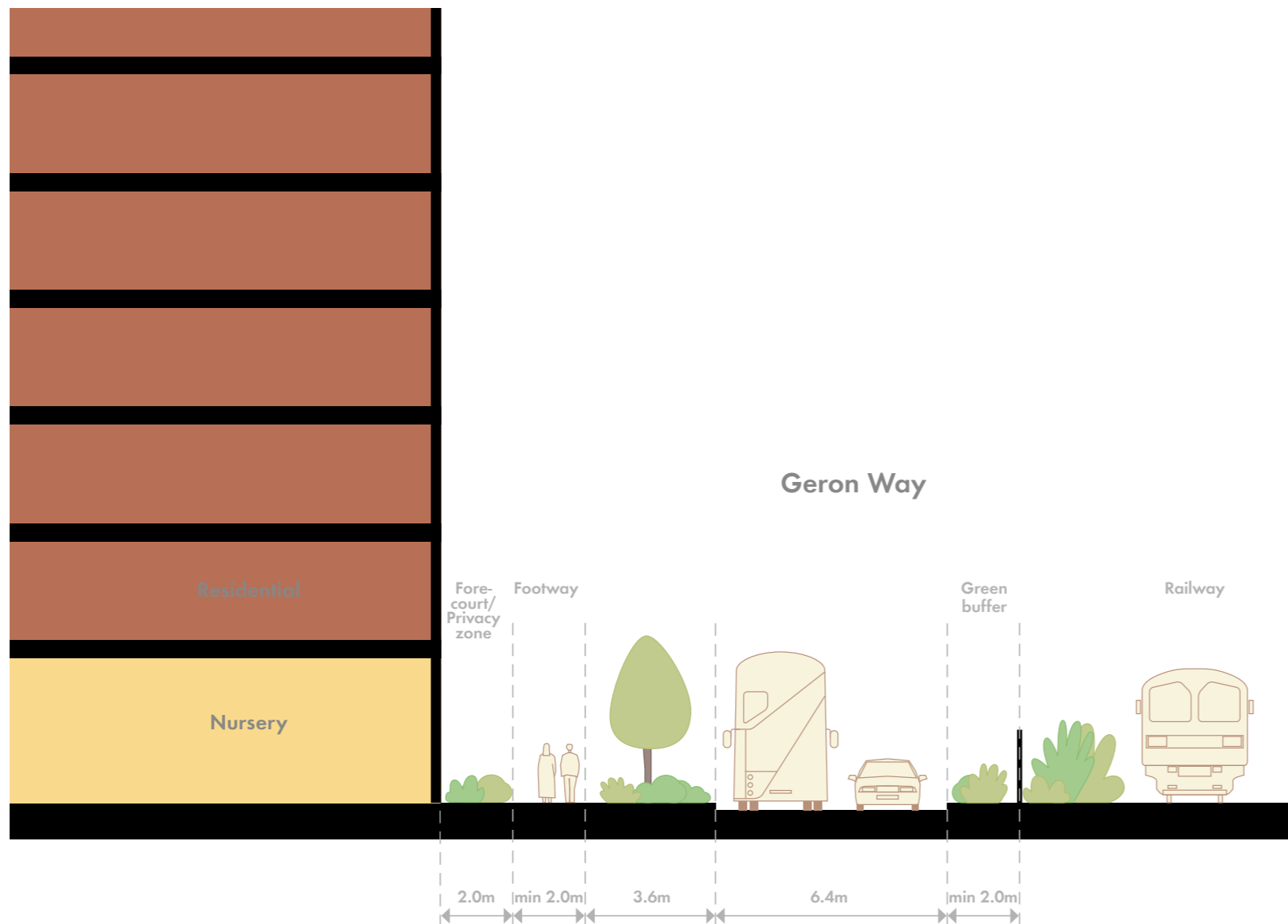




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## 4.6 GERON WAY (SOUTH)

Facing the railway, it is important for the blocks within Zone B2 to set back enough to improve Geron way with urban greening, a meaningful pavement and privacy zone.





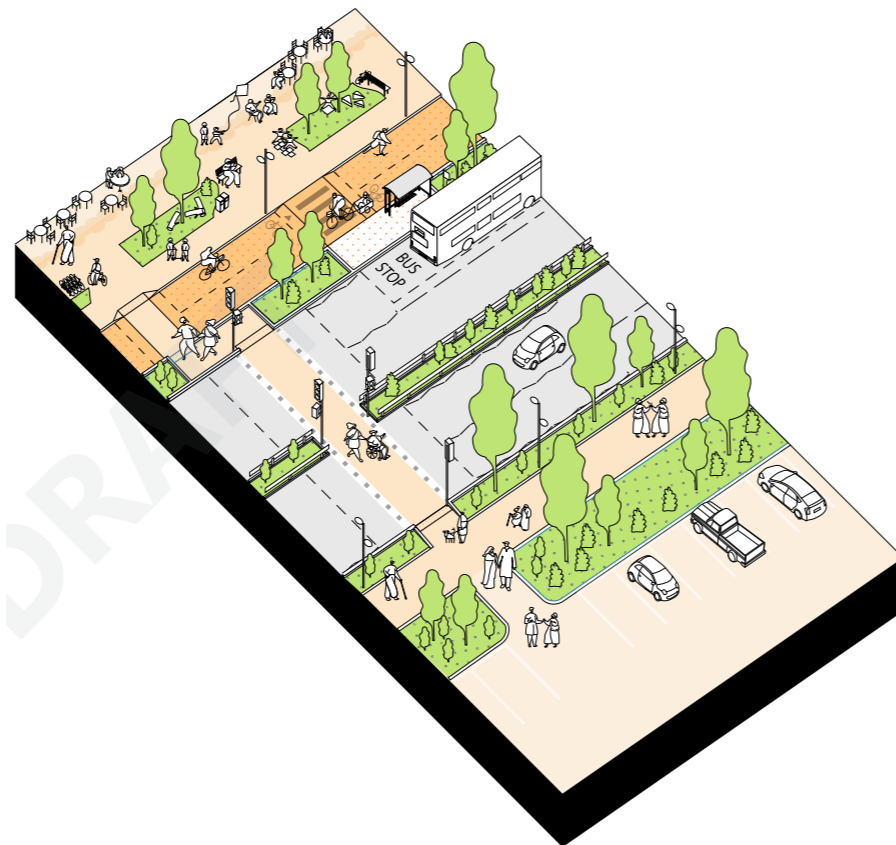
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## 4.7 EDGWARE ROAD CHARACTER

Taking a holistic approach, it's crucial to comprehensively review the relationship between the Western Lands masterplan framework and the emerging Staples Corner Masterplan. There is a considerable opportunity to greatly improve the character along the northern section of Edgware Road by working together toward a shared vision. LB Brent has recently published a Draft Staples Corner SPD, extracts of which are shared here. The proposals for Edgware Road include adding SUDS and cycle lanes, and narrowing the vehicle lanes. The Western Lands should contribute to this positive aspiration with the proposed setbacks, improved pavements and new urban greening as described in this document. Ensuring the buildings appropriately enclose the street corridor on both sides will improve the feeling of Edgware Road as a 'place.' A dialogue should continue between both boroughs to locate an additional pedestrian crossing and identify the best locations for active ground floor uses, ensuring these are clustered around key routes and spaces.



Illustrative view of Edgware Road (west) - Draft Staples Corner SPD



Illustrative section of Edgware Road - Draft Staples Corner SPD



Illustrative view of Edgware Road - Draft Staples Corner SPD

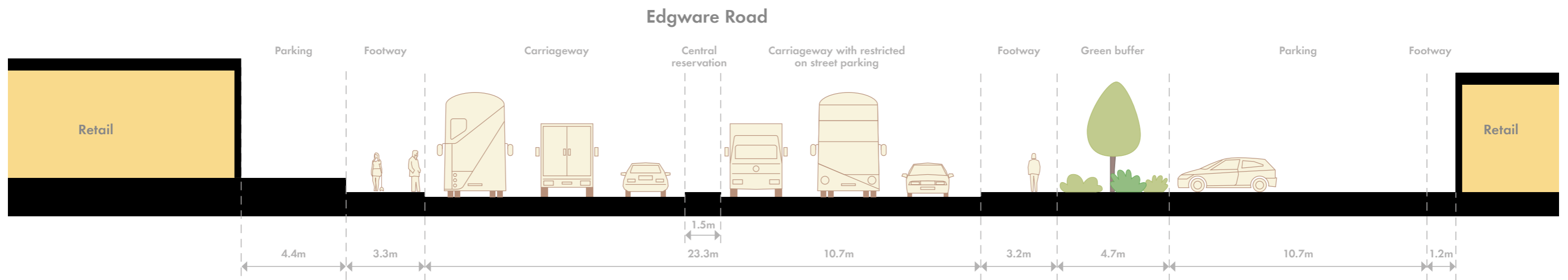


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## 4.7.1 Existing Edgware Road Section

The current condition of Edgware Road in the section from Oxgate Gardens to the North Circular becomes increasingly fragmented. It is peppered with low to mid-rise buildings, many set back from the road with car parking in front. The lack of enclosure and heavy road infrastructure, such as the central median and pedestrian guarding, produces a car-dominated environment which is unpleasant for pedestrians and cyclists.

The proposed section (overleaf) narrows the carriageway, adds SUDs and a segregated cycle route, widens pavements with room for street trees, and proposes building heights that better enclose the road.





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## 4.7.2 Proposed Edgware Road Section (With Staples Corner Design Code proposal implemented)



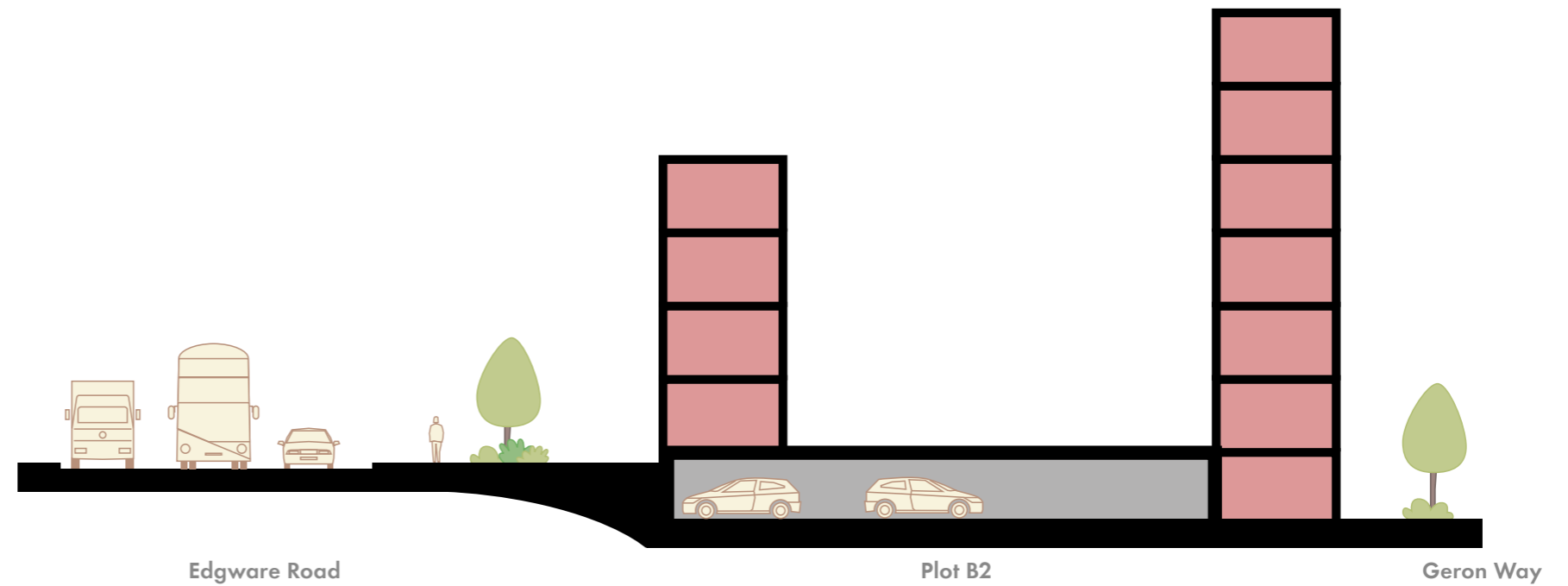


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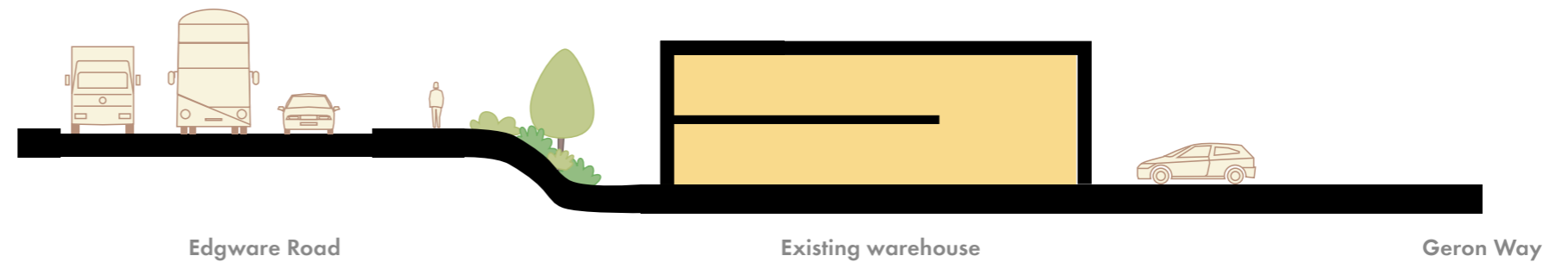
## 4.8 LEVEL CHANGES

At the southern end of plot B2, the ground level of the existing uses is lower than the public highway surrounding it, particularly along Edgware Road.

Further south, Fellows Square utilises this berm to act as a buffer to the road. However, the Western Lands masterplan seeks to improve the road environment by creating better enclosure and activation. The masterplan envisages the ground level of the plots is at or above the carriageway, not sunken below. This space can be utilised to provide podium parking or other ancillary uses.



Diagrammatic section through Edgware Road - proposed



Diagrammatic section through Edgware Road - existing



Proposed Plot B2 remains level with the carriageway



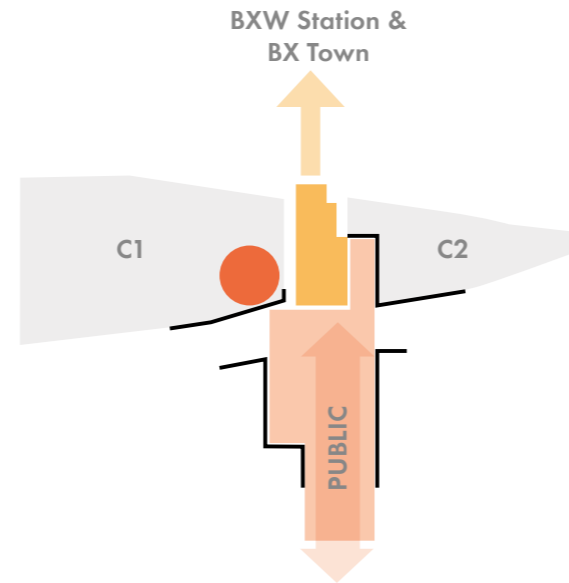
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## 4.9 ZONE C

### Gateway

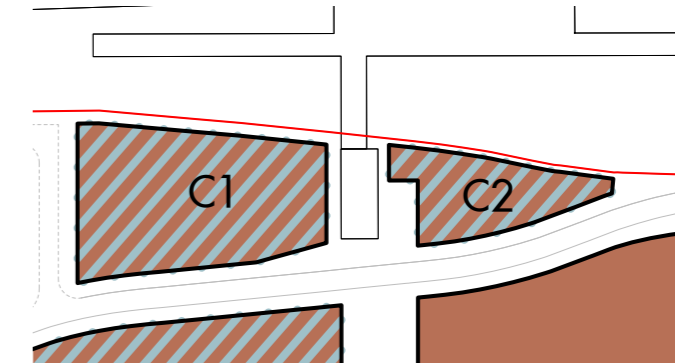
Zone C plays an important role as a gateway for both the Western Lands and Brent Cross Town. Zone C backs onto the rail lines and fronts Geron Way. It provides urban structure to the north and south of the station entrance.

The existing road alignment of Geron way produces a teardrop site for Plot C2, which should produce a viable building footprint for as long as possible along the railway lines. C2 also should wrap the eastern edge of the station square, protecting it from wind and noise and providing a backdrop to the view when arriving from the west.



### Urban marker

Plot C1, sited just north of the station is a strategic location for height, locating the station from medium and long-range views and capitalising on the increased PTAL rating for the provision of new homes.



### Mixed use

Both plots in Zone C could come forward as either residential or workspace. Given the plot shapes and sizes, C1 may be more viable for a residential block, including a taller point block. Located to the north, this will also limit overshadowing of the public realm. The size and shape of C2 may be more viable for workspace. Both plots must consider the railway edge and the activation of the station square.

### Active ground floor

Zone C plots play an important role in both enclosing the public realm around the station and activating key corners.





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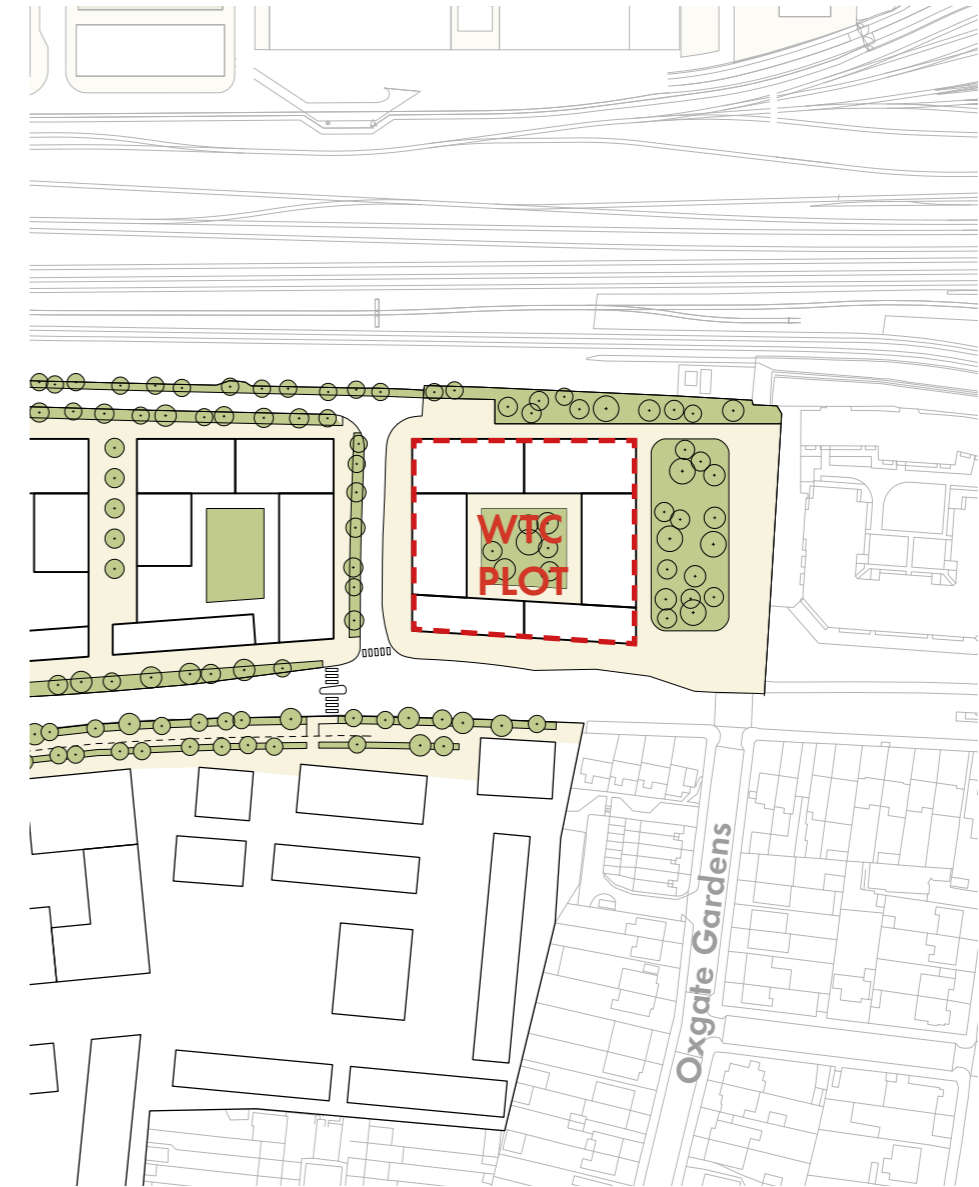
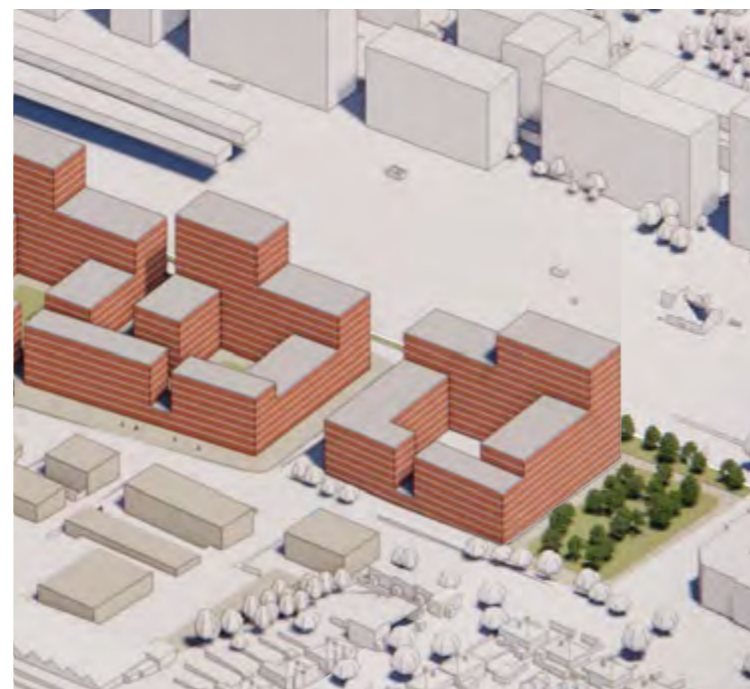
## 4.10 WASTE TRANSFER STATION PLOT

Planning approval exists for a Waste Transfer Centre at this location. In the event that the current project does not progress, there remains the potential to pursue residential development on this plot instead.

The proposal should relate to the massing and typology of blocks within zone B2 and serve as a link for residential uses between the existing Fellows Square development to the south and the Western Lands to the north.



Waste Transfer Station



Residential block (ca. 270 apartments\*)  
\* based on 105sqm GEA /unit average



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## 4.11 CONCLUSION

This masterplan framework has been prepared to show how development could be brought forward in the Western Lands and is designed to assist engagement between the Council and respective landowners and developers in preparing development proposals for key sites.

The framework does not set the criteria against which planning applications for development are to be determined. Any planning applications brought forward for these sites will be assessed against the relevant policies of the Development Plan and other relevant adopted planning guidance.

The Council will keep this document under review based on the progress of discussions with landowners and other stakeholders, as well as further engagement with the London Borough of Brent in relation to the Staples Corner Masterplan and may decide to progress this plan as a formal Supplementary Planning Document if considered appropriate.



Illustrative Masterplan layout

