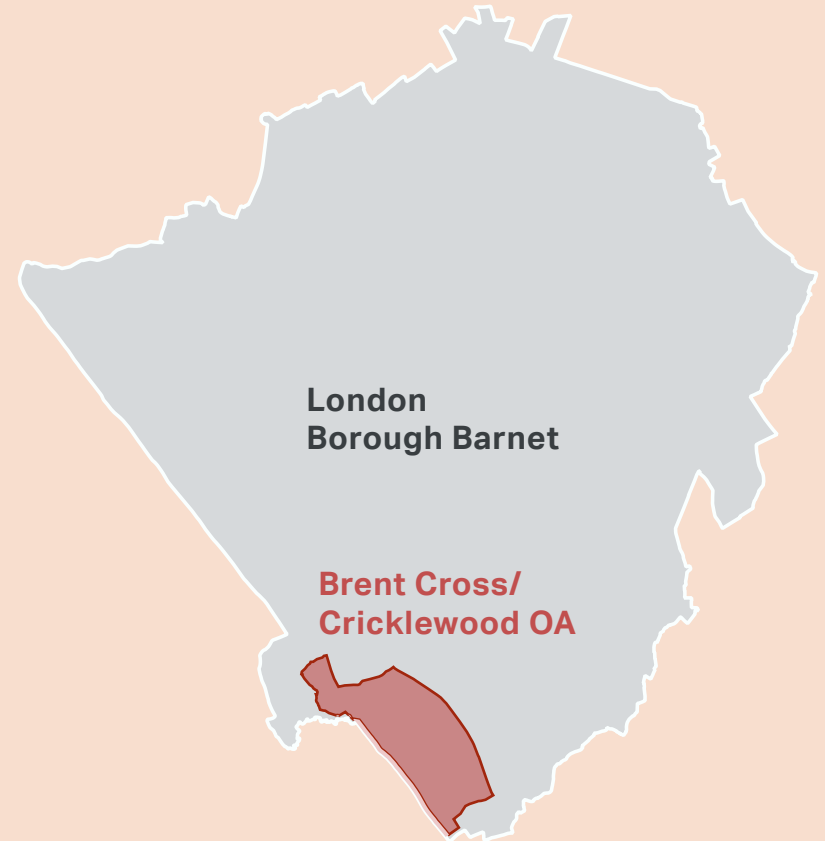


Opportunity Area Portrait

Brent Cross

Cricklewood



Introduction

List of acronyms and abbreviations

- OA: Opportunity Area
- LP: London Plan
- GLA: Greater London Authority
- TfL: Transport for London
- OAPF: Opportunity Area Planning Framework
- CAZ: Central Activities Zone
- LESD: London Employment Sites Database
- SHLAA: Strategic Housing Land Availability Assessment
- LB: London Borough
- RB: Royal Borough
- AAP: Area Action Plan
- SPD: Supplementary Planning Document
- SIL: Strategic Industrial Land
- LSIS: Locally Significant Industrial Sites
- BID: Business Improvement District
- CEZ: Creative Enterprise Zone

Introduction

Purpose of this document and clarifications



What is a pen portrait:

- A strategic analysis/ summary of an OA.
- We collected a series of data on delivery of homes, jobs, town centres and high streets, transport, land use and industrial land to assess local change at a strategic level, to better understand places in the OAs, and evaluate how they are performing against the expectations in the London Plan 2021.



How will this information be used?

- This evidence base supports the OA propositions in the Towards a New London Plan document.
- The OA propositions include:
 - change in the status of the OA to reflect the housing and/or infrastructure delivery since 2019
 - highlight opportunities to review the OA boundary and/ or OA designation.



Data sources and clarifications

Homes

- The London Plan 2021 identifies indicative homes capacities (10 year, 22 year).
- The indicative homes capacities are based on the SHLAA 2017.
- The monitoring year for the London Plan 2021 starts in 2019.
- This document includes an overview on the progress against the SHLAA 2017 to understand what has happened in the OA.
- Acknowledging that a lot has changed since 2017, including the adoption of new development plans, the current document provides an overview of site allocations based on the latest publicly accessible information.
- All spatial data is available in the London Datastore, unless stated otherwise.
- All data relating to development progress is available via the Planning Data Hub, unless stated otherwise.

Introduction

Purpose of this document and clarifications

Data sources and clarifications

Jobs



- The LESD is a database that records recently completed employment developments and those in the pipeline in London to produce an estimate of London’s additional employment capacity.
- Since the adoption of the London Plan 2021, a new London Employment Sites Database was produced in 2021. This provides up to date estimates by OA.
- A jobs dashboard has been produced to monitor the jobs’ performance in the OAs.

Local Plan status



- Local Plan status information is based on publicly available data, or information received by the boroughs.

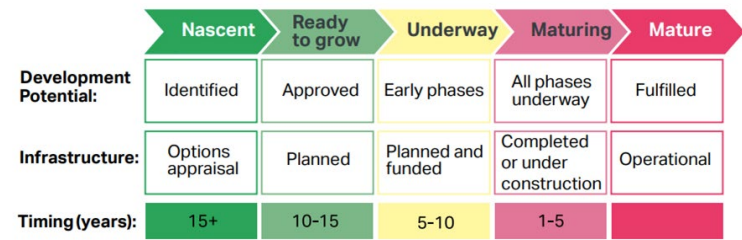
OA boundaries

- The London Plan designates OAs, whilst the boundary can be adopted through development plans. See more on [OA boundaries](#).

OA status - London Plan 2021

- The OA categorisation in the Key info refers to the London Plan 2021 Figure 2.2 - OAPF process diagram, also shown below:

Figure 2.2 - OAPF process diagram



Additional resources

- Growth Corridors: [Engagement summaries from Planning for London events \(November/December 2024\)](#)
- Opportunity Area monitoring GLA [webpage](#).

Introduction

Contents

Context

Key info

Transport
and
connectivity

Delivery of
homes

SHLAA 2017

Site
allocations

Development
activity 2021
and 2024

Jobs

Town Centre
and High
Streets

Industrial
Land

Place
strategies*

Moving
forward

* This section refers to existing/ emerging strategies for the OA.

Brent Cross Cricklewood

Context

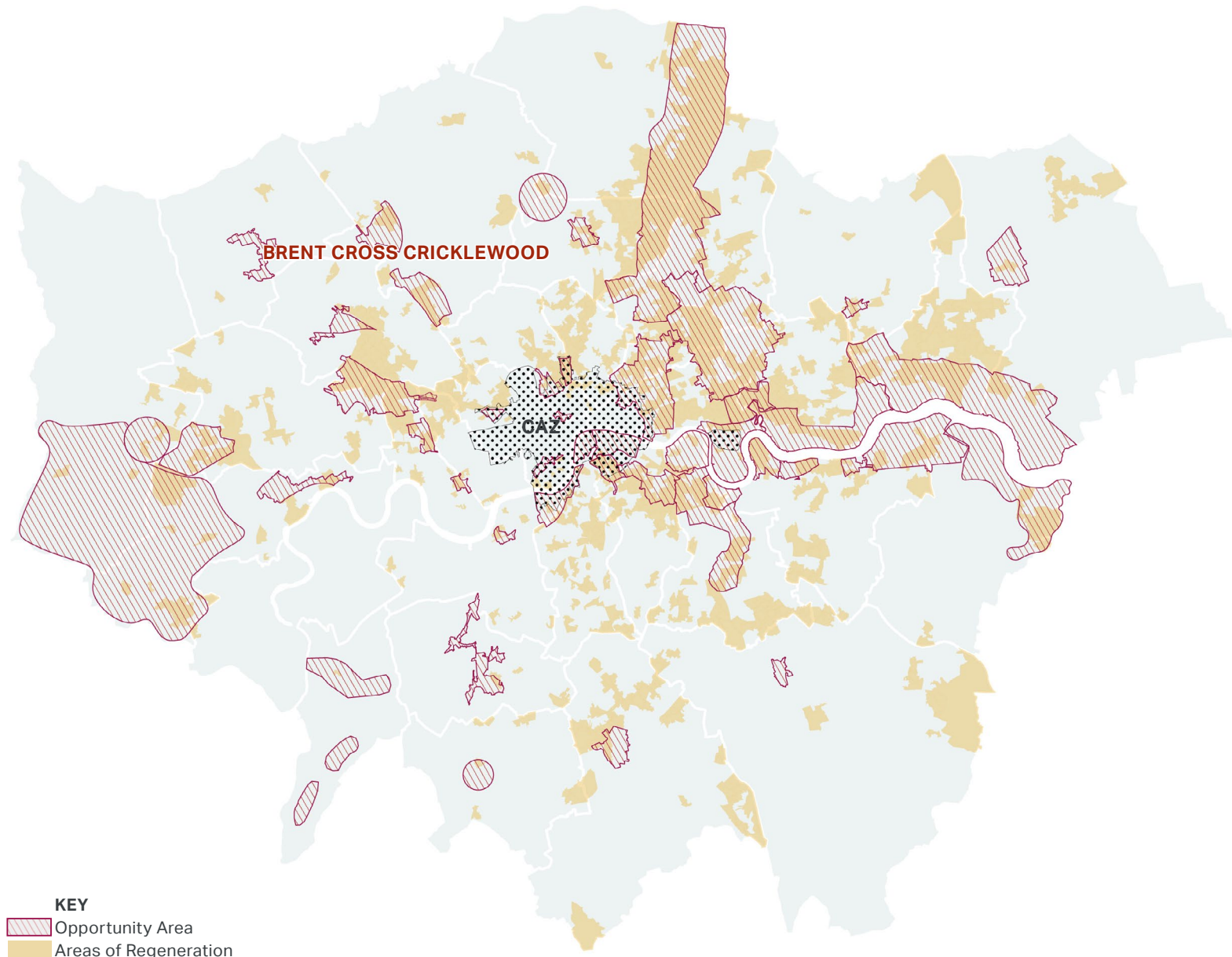
OAs in the CAZ

- King's Cross (Maturing)
- Tottenham Court Road (Maturing)
- Victoria (Maturing)
- Waterloo (Maturing)
- London Bridge/ Bankside (Maturing)
- Euston (Ready to Grow)
- VNEB (Underway)
- Elephant & Castle (Underway)
- Part of City Fringe/ Tech City (Underway)
- Paddinton (Underway)

Brent Cross Cricklewood is not within the CAZ.

Areas of Regeneration

Parts of the OA identified as areas of regeneration.



Source: Areas of Regeneration as per London Plan 2021

Brent Cross Cricklewood Context

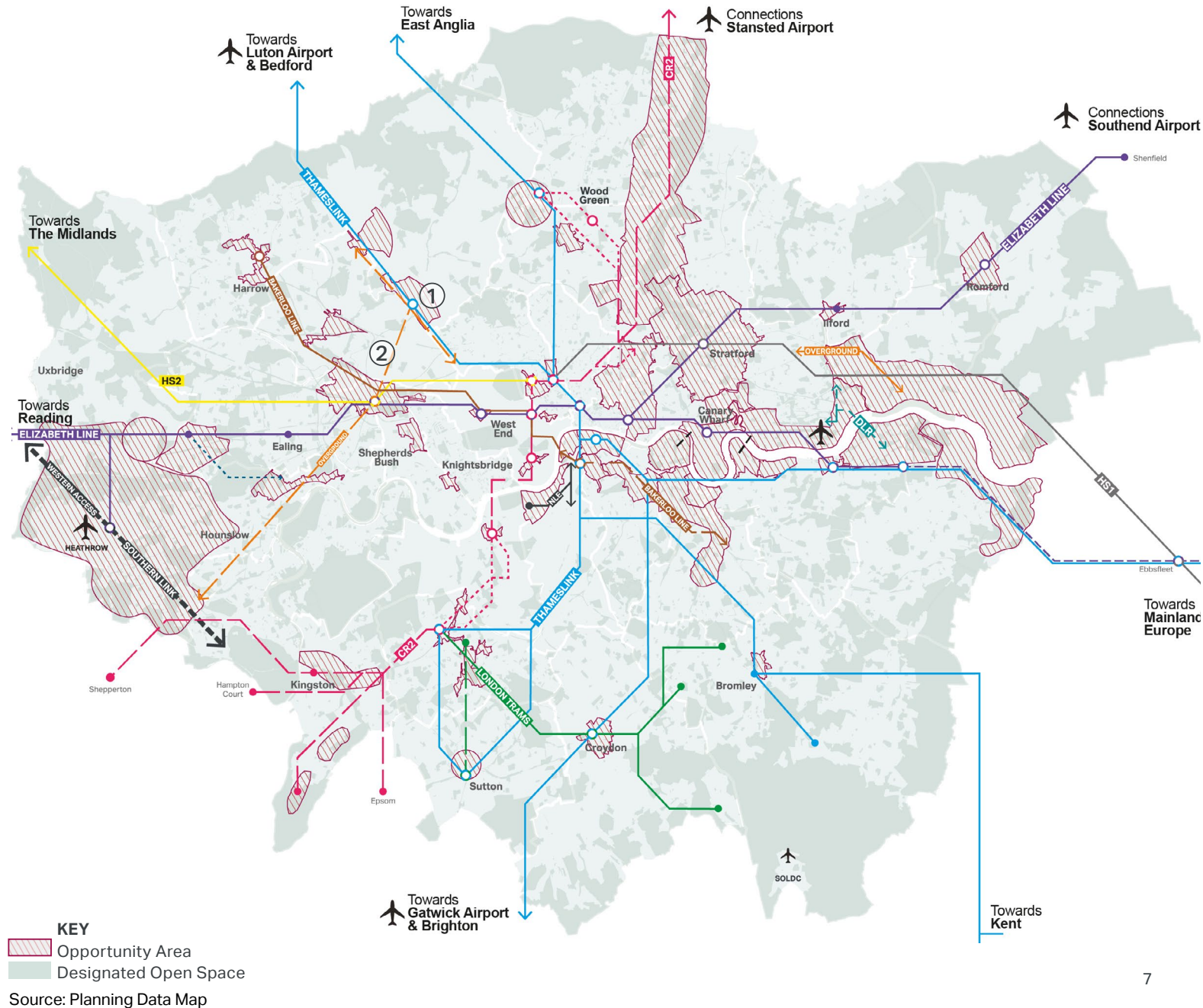
Transport and Growth Corridors

① Brent Cross West Station

- London's first new mainline train station in over 10 years, opened by Mayor of London Sadiq Khan in December 2023.
- Up to 8 Thameslink trains per hour - 12 minutes to St Pancras International.
- Dramatically improved how people get around the area providing a public access bridge across the railway and improved bus connections.
- Is the gateway to Brent Cross Town and unlocked future opportunities across the development.

② West London Orbital

- [West London Orbital](#) could improve public transport services to and between major trip destinations in west and northwest London.
- Brent Cross West has passive provision for this new rail line.



Brent Cross Cricklewood

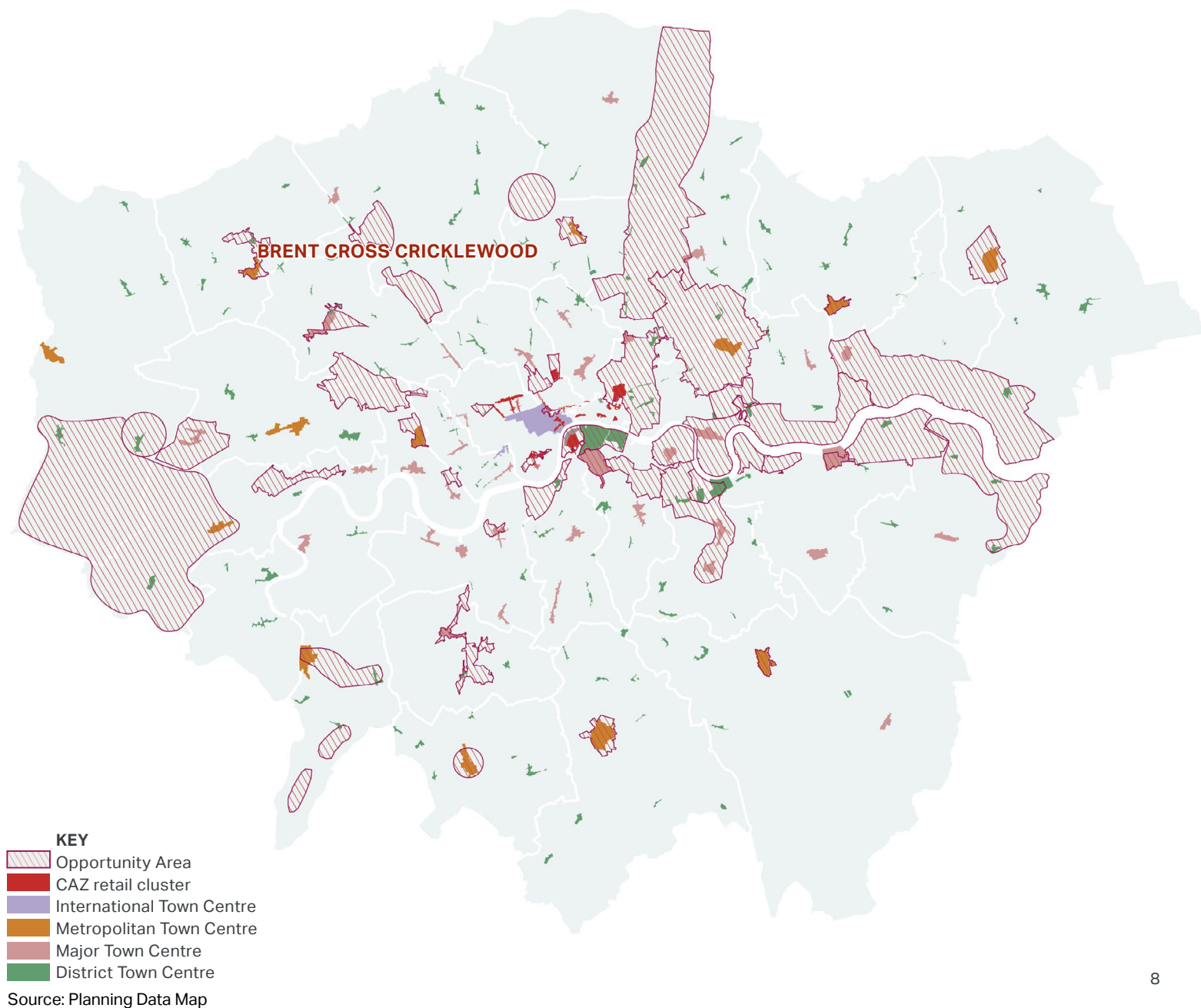
Context

OAs and Metropolitan Town Centres

- Olympic Legacy (Maturing)
- Harrow & Wealdstone (Underway)
- White City (Underway)
- Croydon (Ready to grow)
- Romford (Ready to grow)
- Ilford (Ready to grow)
- Wood Green (Nascent)
- Kingston (Nascent)
- Bromley (Nascent)
- Sutton (Nascent)

Brent Cross is not in the Town Centre network. Brent Cross Town is a new park town for London.

Brent Cross is identified in the London Plan 2021 (in Table A1.1) as having the future potential to change to a town centre network of Metropolitan classification.



Brent Cross Cricklewood

Key info

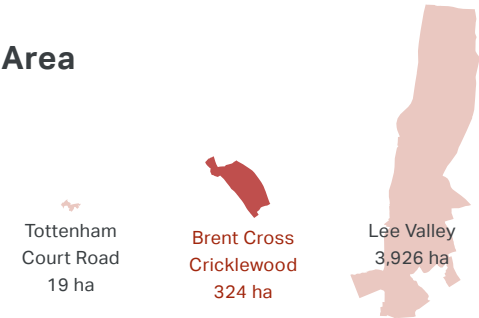
London Plan Designation Year



Borough

London Borough Barnet

Area



OA specific plans

Cricklewood, Brent Cross and West Hendon Regeneration Area Development Framework (2005)

Local Plan status

Adopted in 2025

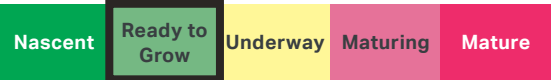
Growth Corridor

Highspeed 2/Thameslink, potentially WLO

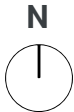
Housing Delivery Test 2023

None

OA status (London Plan 2021)



London Plan 2021 capacities by 2041



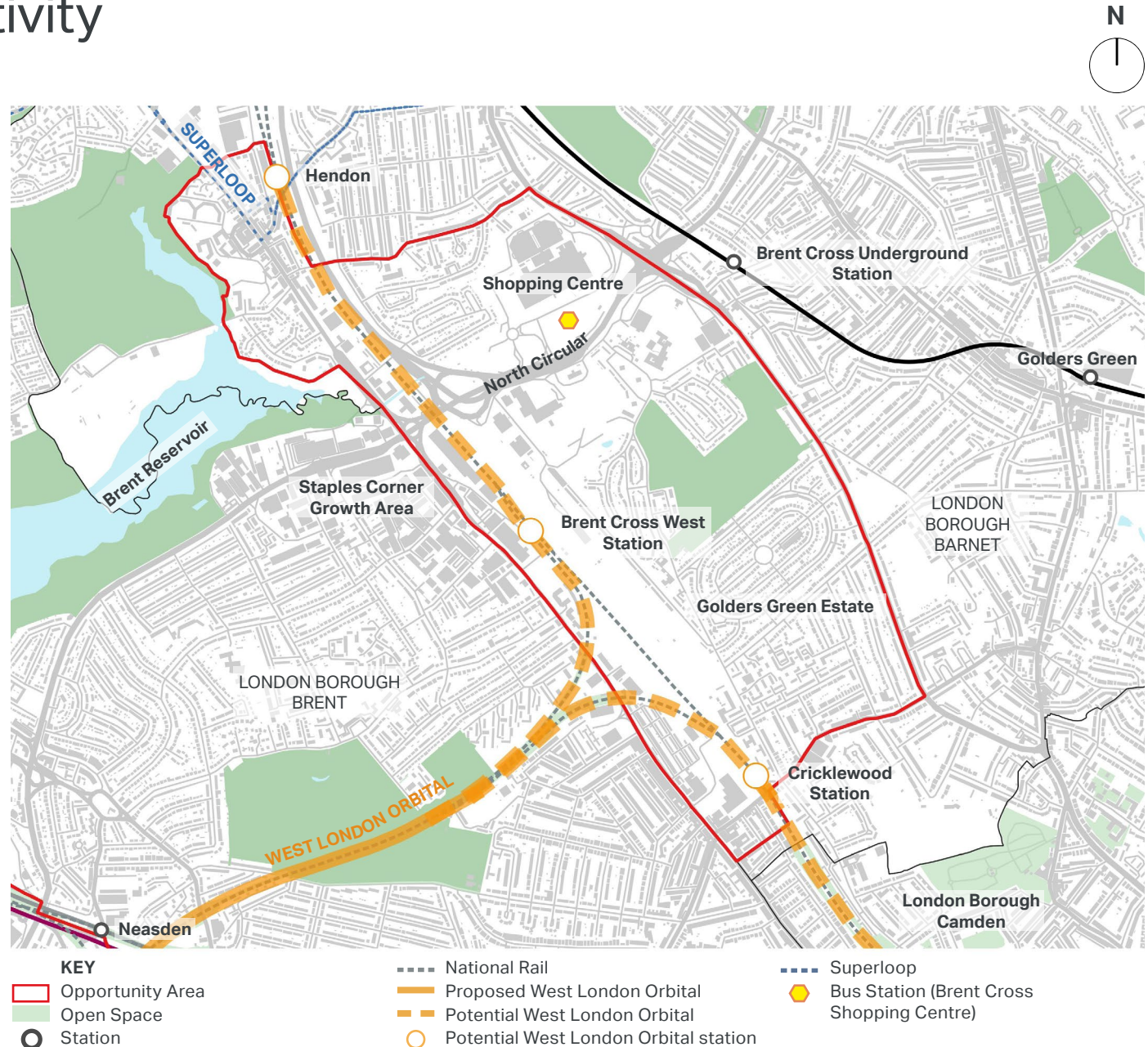
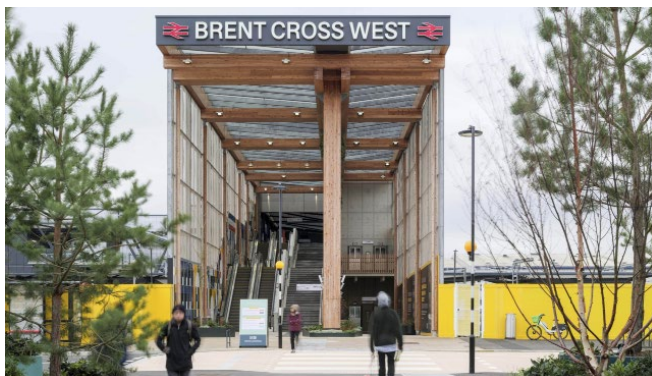
Source: Google Earth



Brent Cross Cricklewood

Transport and connectivity

- TfL identifies the OA, as one where transport is not holding back development.
- Brent Cross West station opened in December 2023 and provides services to St Pancras International in under 15 minutes.
- New public overbridge provides pedestrian access across the railway line, linking communities either side of the station for the first time since it was built.
- Potential West London Orbital route extending to Hendon (North, and West Hampstead (South).
- Superloop introduced in the north part of the OA; SL10: Harrow to North Finchley.

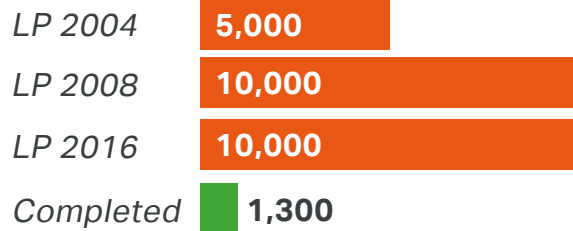


Brent Cross Cricklewood

Delivery of homes

Delivery pre-2019

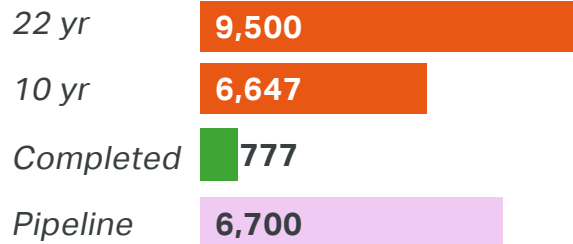
Completions since designation against capacity



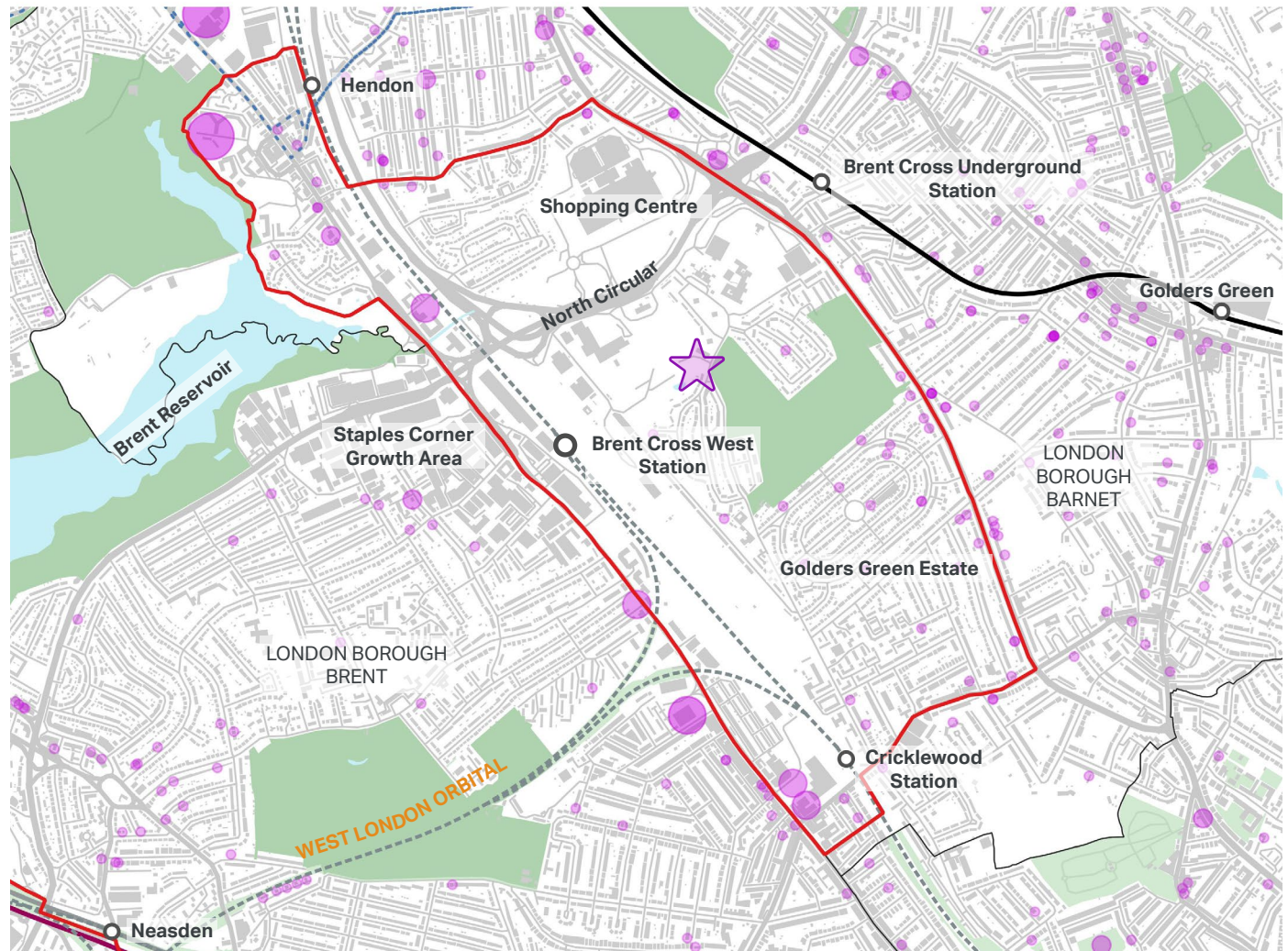
The OA delivered 30% of its original capacity at designation.

Delivery post - 2019 (London Plan 2021)

Progress against 22yr, 10 yr capacity



Relatively lower delivery rates between 2019 and 2023 are attributed to the strategic land assembly and infrastructure enabling works that were undertaken to unlock the development pipeline. Delivery rates have increased in the last couple of years, with Brent Cross station opening in 2023, and the first homes to be occupied by beginning of 2025.



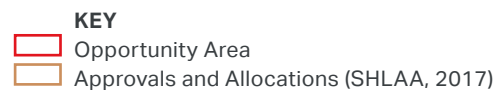
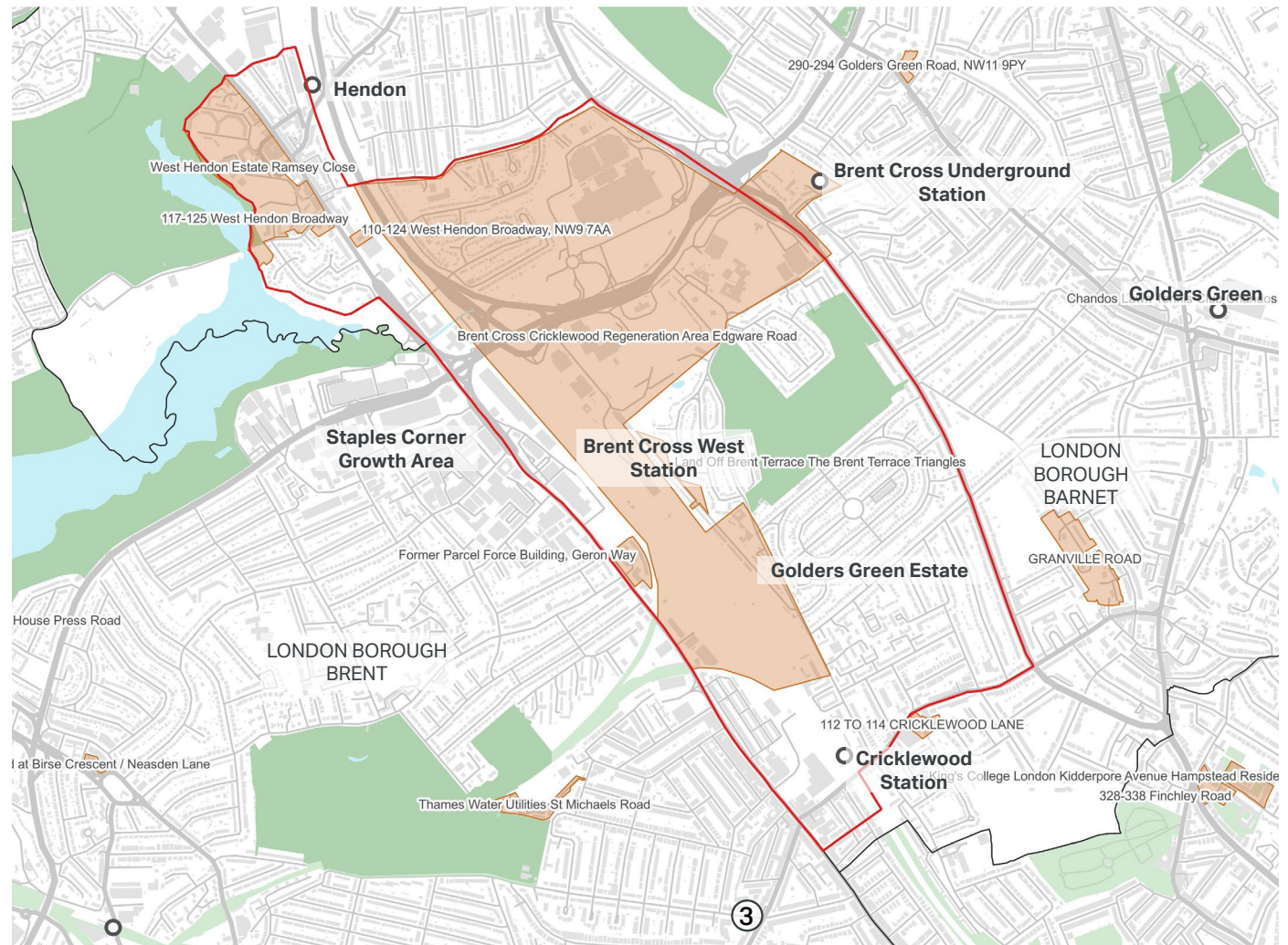
KEY
 Opportunity Area
 Pipeline (Planning Datahub, May 2023). Size of circle is proportionate to the number of homes.

*Pipeline Internal Project includes the RMA for Brent Cross Town masterplan, which is 6,700 new homes.

Brent Cross Cricklewood

SHLAA 2017: Approvals and allocations

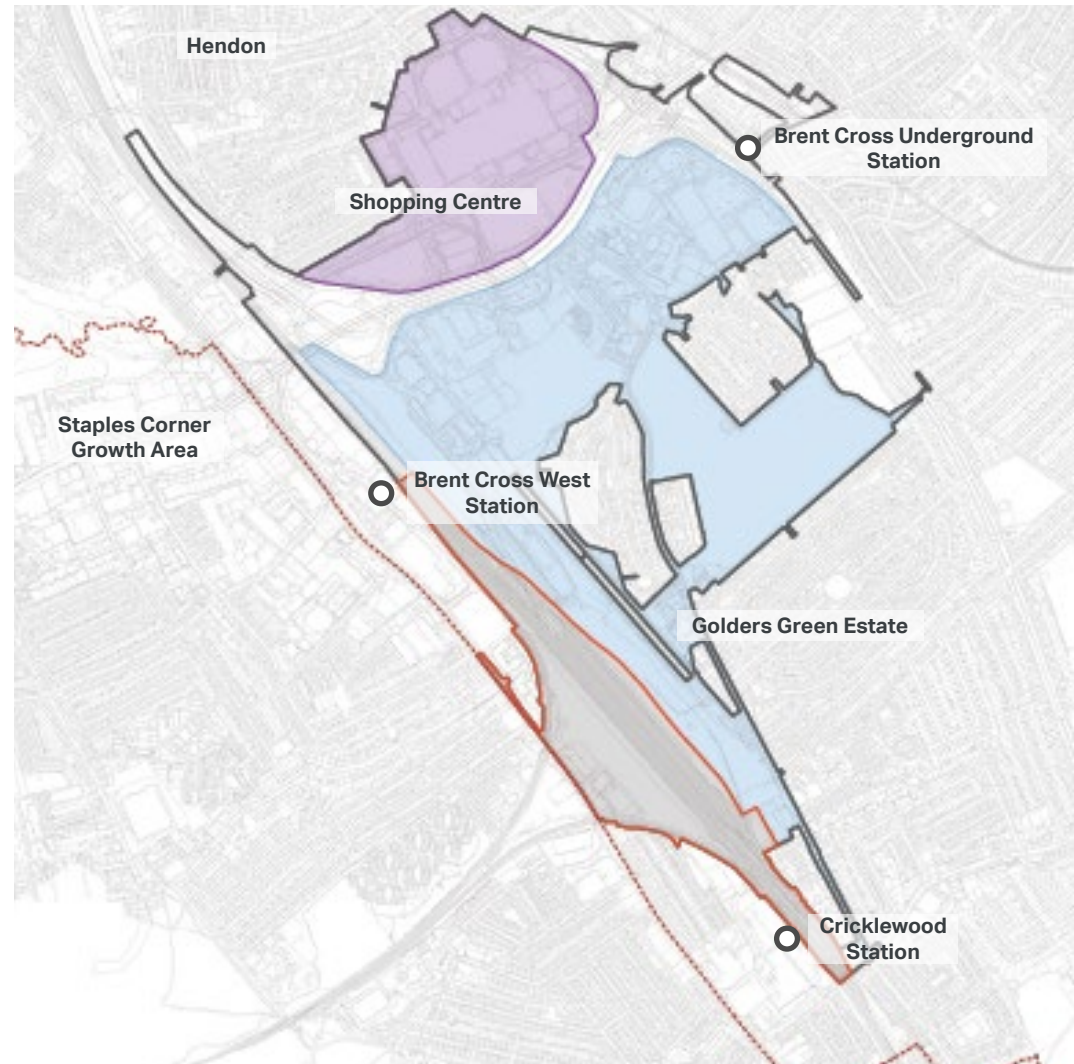
- Site allocations in 2017 identified primarily two strategic sites in the OA; West Hendon and Brent Cross Cricklewood Regeneration Area (which incorporates Brent Cross Town Masterplan).



Brent Cross Cricklewood

Site allocations: Barnet Local Plan

- The Brent Cross Cricklewood OA is now represented as three individual Growth Areas that have been designated in the Local Plan: Brent Cross, Brent Cross West (Staples Corner) and Cricklewood.
- Brent Cross West (Staples Corner) Growth Area is identified as having capacity for approximately 1,800 new homes.



KEY

- LB Barnet Boundary
- Brent Cross Growth Area
- Brent Cross North
- Brent Cross Town
- Brent Cross West Thameslink

Source: LB Barnet Local Plan (2025)

Brent Cross Cricklewood

Development activity 2021

- ① Consented Brent Cross Town Masterplan.
- ② Rosefinch Apartments under construction.



- ③ West Hendon Waterside Development (K2 Tower)



Source: vu.city

KEY

- Consented
- Under construction
- Completed

Brent Cross Cricklewood

Development activity 2024

- ① Brent Cross Masterplan blocks under construction, including office district next to the station.
- ② Completion of Brent Cross West station.



Source: vu.city



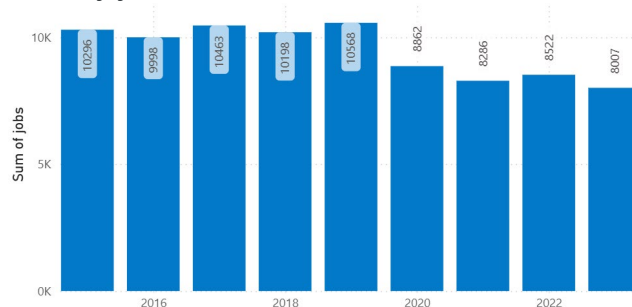
KEY
Consented
Under construction
Completed

Brent Cross Cricklewood Jobs

- Relatively low density.
- Significant drop in jobs in the OA since 2019.
- In 2023, Barnet had 136,000 jobs, and 8,000 (6 per cent) were in Brent Cross OA.
- First office building under construction next to Brent Cross West.
- Sheffield Hallam University is to open a satellite London student campus for up to 5000 students.



Jobs by year in the OA



KEY
jobs in sqkm

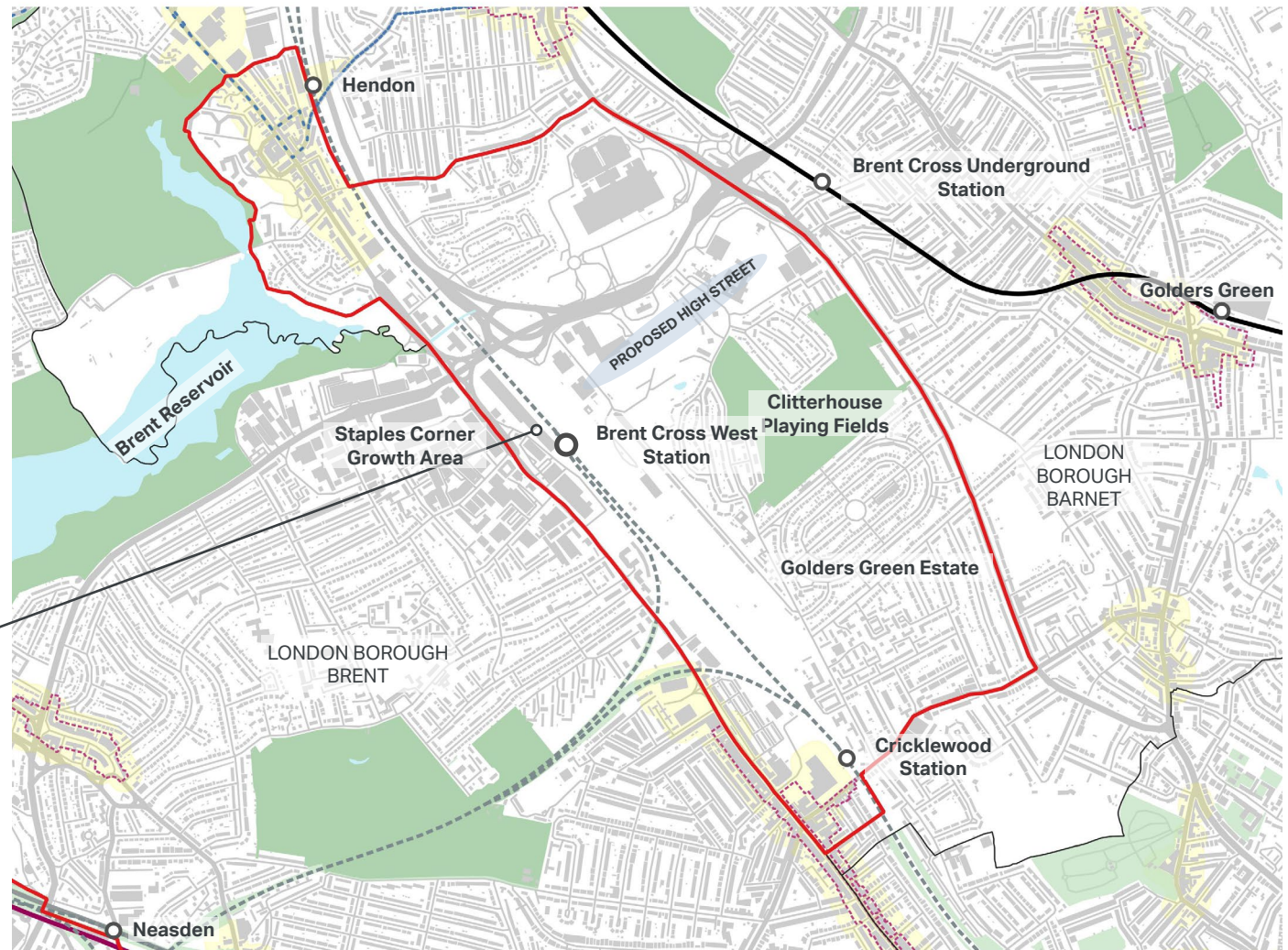
- 0 - 1,900
- 1,900 - 4,000
- 4,000 - 13,000
- 13,000 - 60,000
- above 60,000

Find more information on jobs in OAs, including types of industries, in the [GLA OA webpage](#).

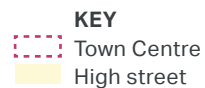
Brent Cross Cricklewood

Town Centres and High Streets

- New Metropolitan Town Centre proposed in the Local Plan including new high street.
- A new business and innovation district that will extend to 3m sq ft and create workspace for 25,000 people.



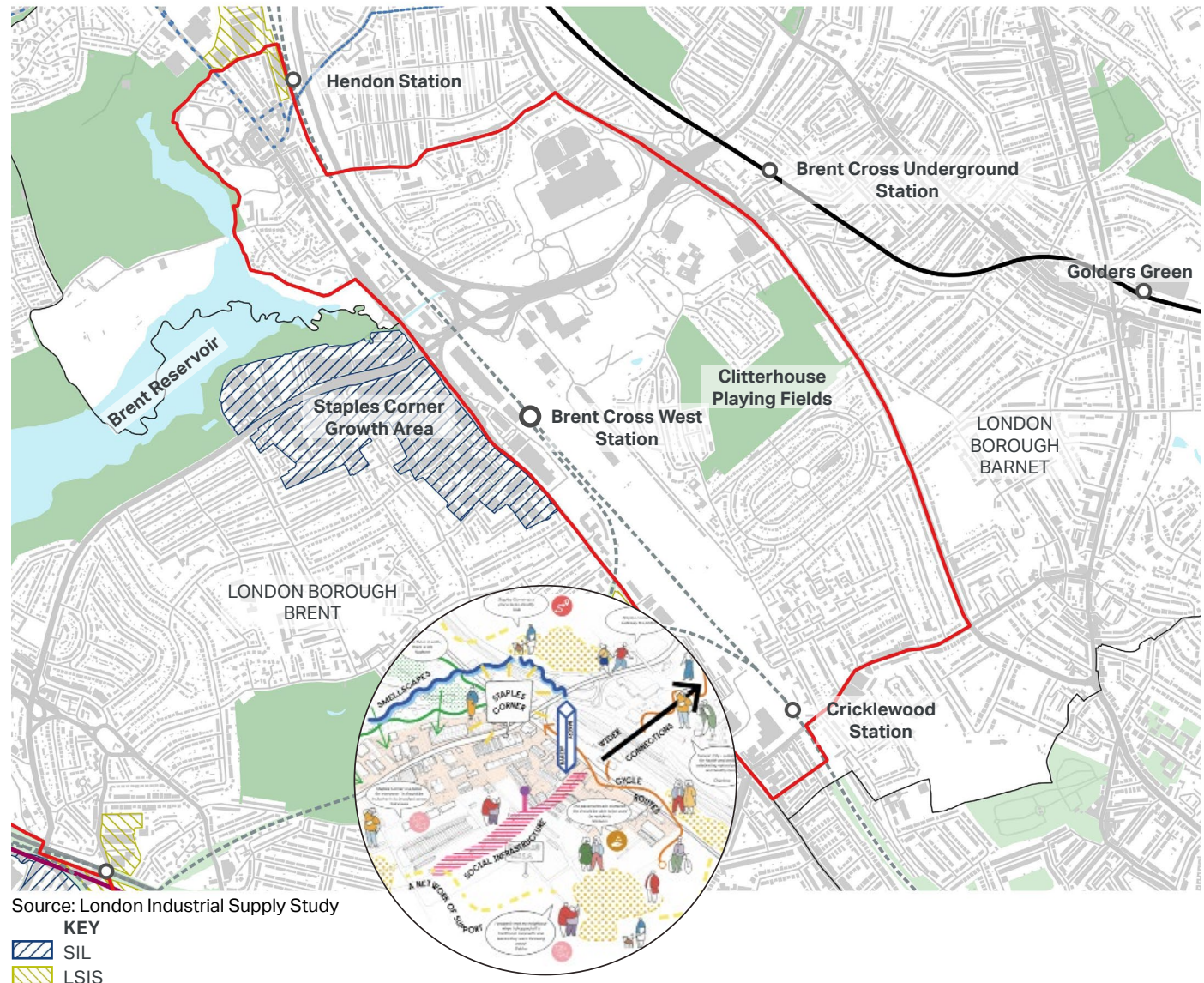
Extract from Brent Cross Town masterplan



Brent Cross Cricklewood

Industrial land: Designations

- Part of the OA includes Garrick Industrial Centre (in the north, close to Hendon station) - a Locally Significant Industrial Site (LSIS).
- The OA sits right next to the Staples Corner Growth Area, which is identified as Strategic Industrial Land.
- Brent has developed a [Staples Corner Growth Area Masterplan and Design Code SPD\(SCGA SPD\)](#) to create a thriving mixed-use community with 2,200 new homes, industrial intensification and commercial opportunities.
- Opportunity for OA boundary to be reviewed to extend to Staples corner as the relationship between Brent Cross Town and Staples Corner growth area is key to ensuring sustainable communities across borough boundaries.

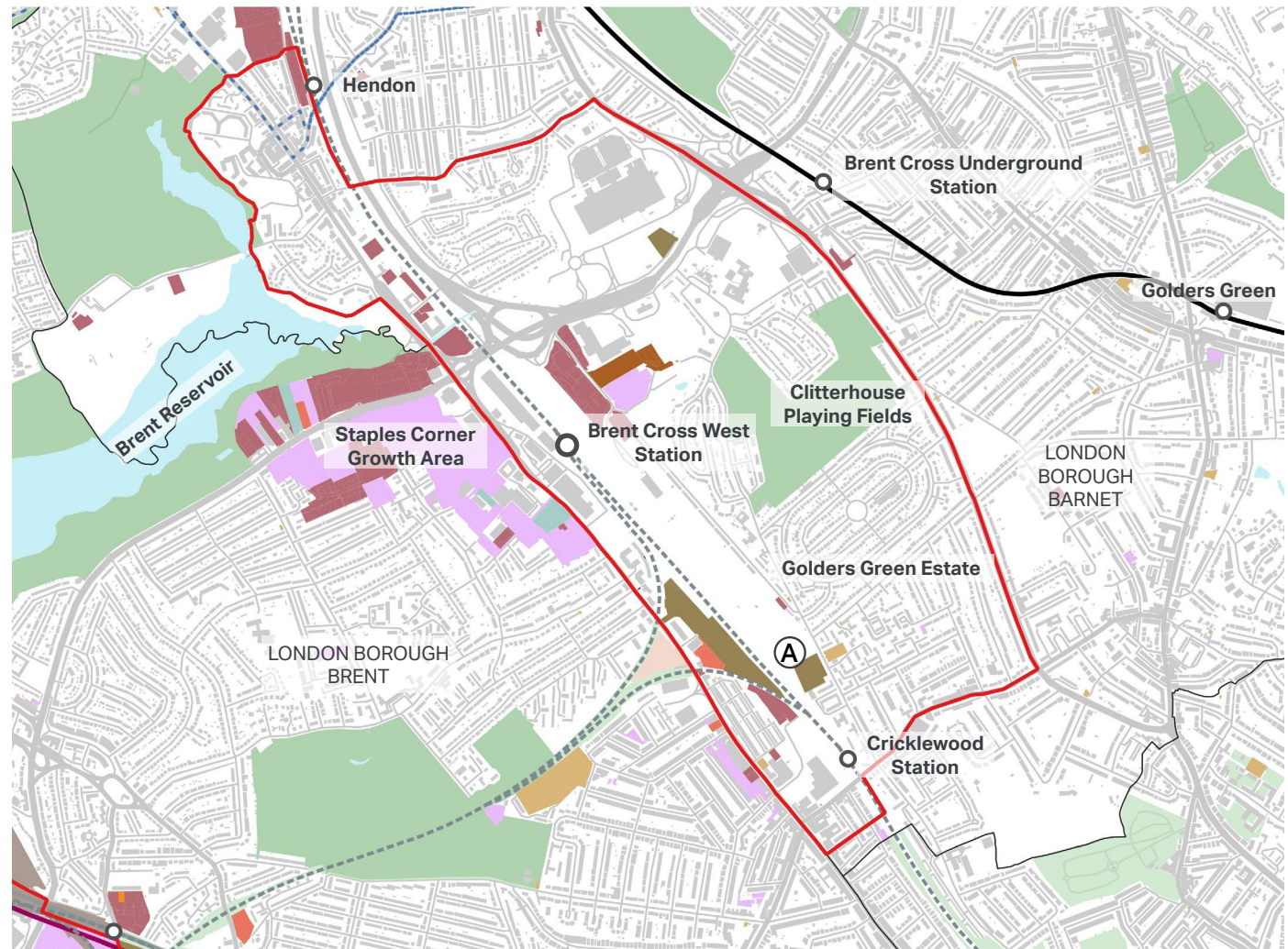


Extract from RCKA Staples Corner design codes

Brent Cross Cricklewood

Industrial land: Types of industry

- The majority of the industrial land at Brent Cross Town has now been redeveloped.
- Ⓐ Chase New Homes bought this site in 2024 - residential-led mixed use redevelopment consented.



Source: London Industrial Supply Study

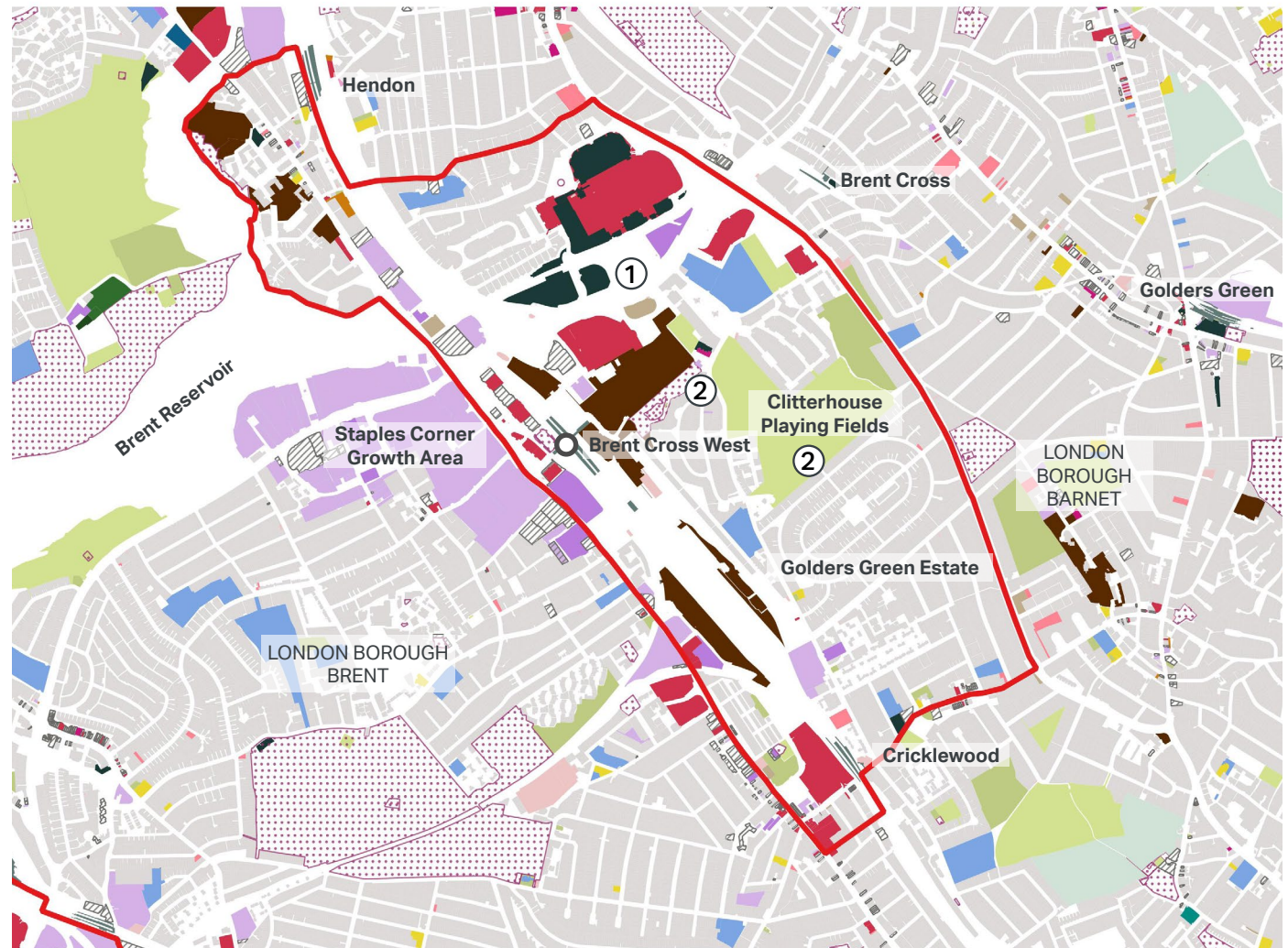
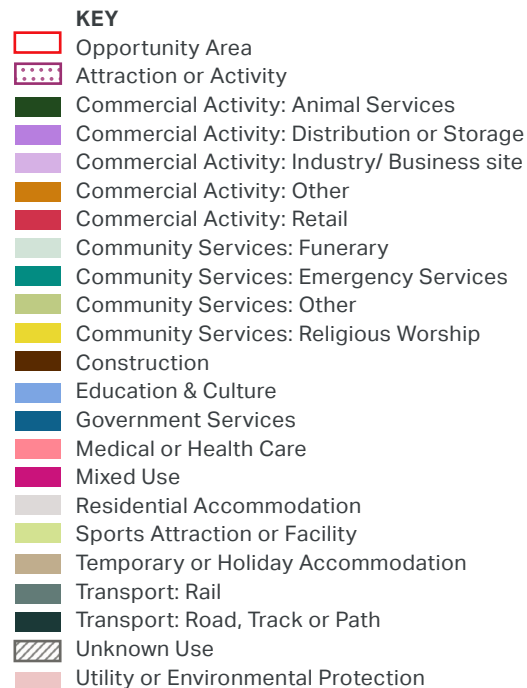
KEY

- General Industry
- Community Services
- Land for buses
- Land for rail
- Land with vacant buildings
- Light Industry
- Open storage
- Self storage
- Utilities
- Vacant industrial land
- Warehouse
- Waste management and recycling

Brent Cross Cricklewood

Land uses

- ① The land uses diagram shows the nature of the OA; retail and vacant/ construction sites, wrapped around a finer grain of residential uses.
- ② Existing large open spaces, and new attractions like Claremont Park.



Source: OSNGB, City Intelligence Unit (GLA)



Brent Cross Cricklewood

Place strategies: Brent Cross Growth Area

- The original Development Framework from 2005 and planning permissions from 2010 and 2014 for the regeneration area assumed that the expansion of **Brent Cross Shopping Centre would be delivered first** along with significant changes to the highway infrastructure in the area. Development of housing and the commercial district to the south would then follow.
- However, several changes, including covid-19 impact to retail, changed the sequence of development, and therefore the masterplan, with the new **Brent Cross West station** now coming forward ahead of development around Brent Cross Shopping Centre in Brent Cross North.
- The existing outline planning permission, originally approved in 2010, is now nearly a decade old and whilst it has flexibility to allow the phasing and delivery sequence of the development to be adjusted, it is expected that it will **need to be supplemented through further planning applications to update areas of the masterplan** as it is evolved and as the development responds to updated market and policy shifts.
- LB Barnet intend to **review the 2005 Cricklewood, Brent Cross and West Hendon Development Framework** and introduce a new Development Framework for the area to reflect the updated masterplan and respond to changing circumstances around the Brent Cross Shopping Centre.

Claremont Park delivered in 2022 (south part of the masterplan)



Brent Cross West station opened in 2023



Brent Cross Cricklewood

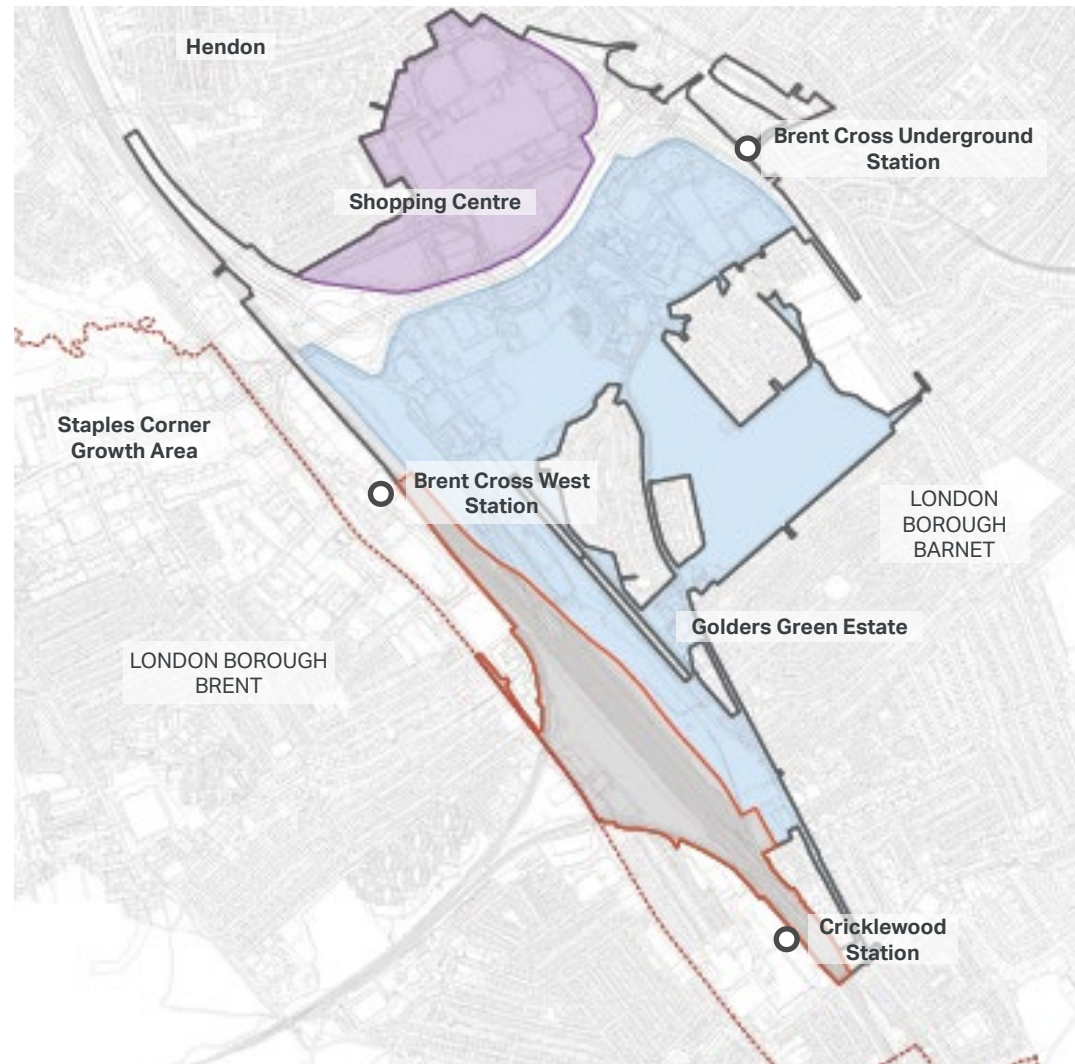
Place strategies: Brent Cross masterplan

Brent Cross North (800 homes)

- The northern part of the Brent Cross Growth Area is being delivered by Hammerson and Aberdeen Standard Investments.
- Based around Brent Cross Shopping Centre and has planning consent for a retail led mixed use development around the Shopping Centre with new retail stores and leisure facilities, a hotel, a significant food and dining offer and 800 new homes.

Brent Cross Town (6,700 homes)

- The area south of the North Circular Road is being developed through a Joint Venture Partnership between Barnet Council and Argent Related (BXS LP).
- Outline consent is also in place for 395,297 m2 of office space to create a new commercial quarter around the new Thameslink Station at Brent Cross West.
- Detailed planning consent is in place for the first five development plots, construction commenced in 2020 and occupation commences in early 2025.



KEY

- LB Barnet Boundary
- Brent Cross Growth Area
- Brent Cross North
- Brent Cross Town
- Brent Cross West Thameslink

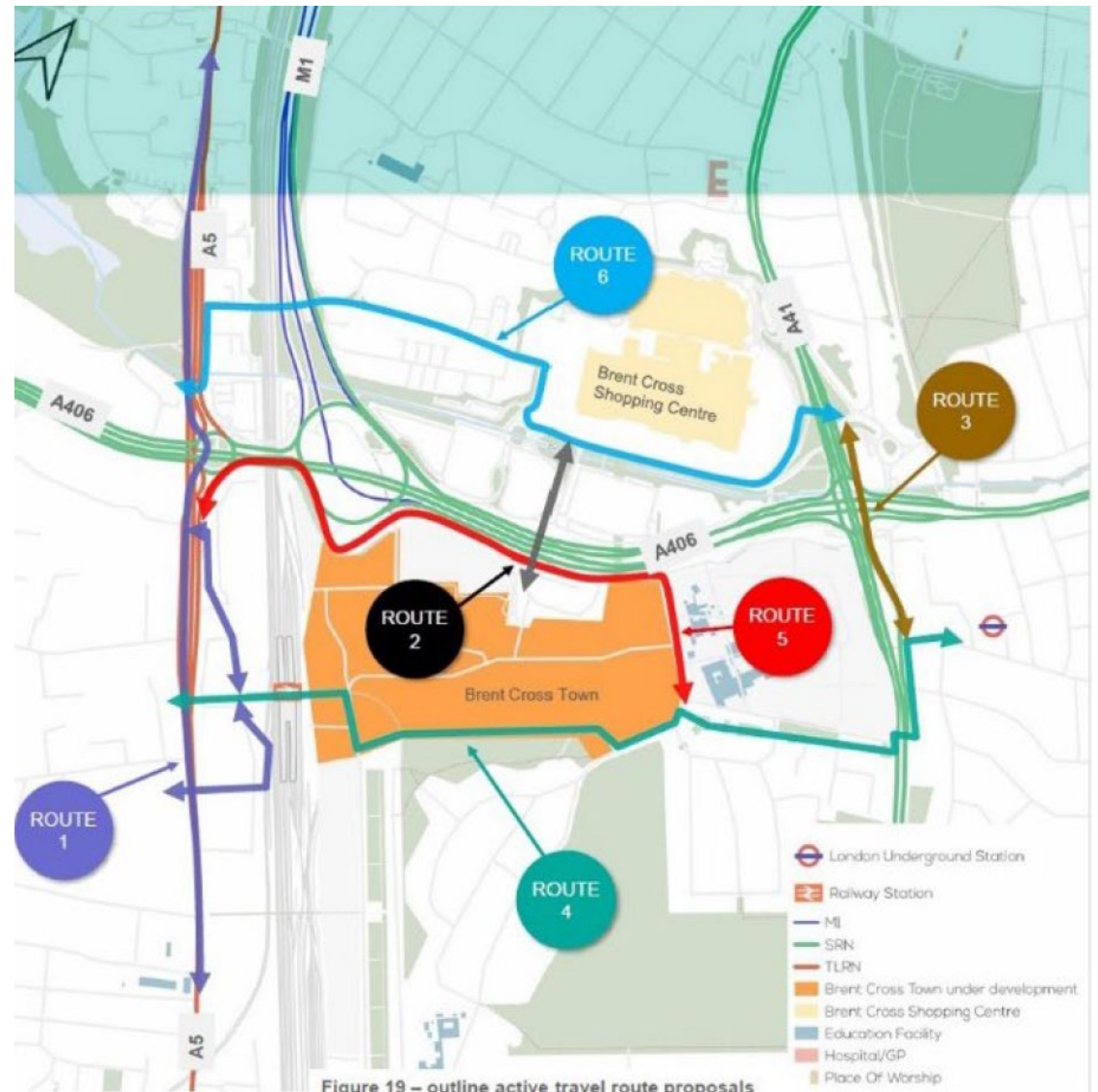
Source: LB Barnet Local Plan (2025)



Brent Cross Cricklewood

Place strategies: Brent Cross Fringes (Civic Partnership Project)

- LB Barnet: Brent Cross Fringes in one of the 12 places the Civic Partnership Programme (CPP) is currently supporting.
- LB Barnet was not successful in securing further funding to progress on a CPP exemplar project. However, the strategy provides some insights to public realm connectivity improvements that can:
 - improve health amongst the most vulnerable residents,
 - improve access to transport links and green spaces,
 - reduce vehicle emissions and noise,
 - increase walking, cycling and public transport use,
 - improve street safety,
 - reduce crime and
 - connect Brent Cross to the surrounding communities, employment opportunities, educational, social, health and environmental infrastructure.
- The CPP strategy acknowledges that Brent Cross is an area of significant growth and of major opportunity, but currently suffers from a poor quality public realm and is blighted by poor pedestrian routes, little or no cycle routes and facilities, and severed local communities.



Active Travel strategy - CPP project

Brent Cross Cricklewood

Moving forward

- Home delivery rates have increased in the last couple of years, with Brent Cross West station opening in 2023.
- **Planning consent since 2010 for over 6,000 homes (Brent Cross Town masterplan)**, and Barnet is looking to update the OA framework (approved in 2005) to respond to market and policy shifts, reflect the updated masterplan and respond to change around Brent Cross Shopping Centre.
- The OA aspires to be a key office destination, with over 25,000 jobs. To date, there has been a loss of jobs since 2019, but the trend of **non-residential floorspace approved is positive**.
- **Transformation takes time:** Housing delivery rates can be justified by the nature of the OA (mix of brownfield and retail destination), and the unprecedented changes that impacted retail as a result of covid-19. The delivery of infrastructure and the construction of the first office blocks are positive steps towards the delivery of Brent Cross Town.
- **Delivering green infrastructure and connectivity first:**
 - The station and railway bridge opened in 2023, prior to new homes and jobs.
 - In 2022, Claremont Park, a new neighbourhood park opened. Prior to the opening, in 2020, Brent Cross Exploratory, a temporary park, was introduced, providing an enhanced amenity for the local area, and a first step in the evolution of Brent Cross South's open spaces.
 - Brent Cross West has unlocked new strategic connections, as well as local connections between Barnet and Brent.



Source: LB Barnet (February 2025) - Brent Town Cross

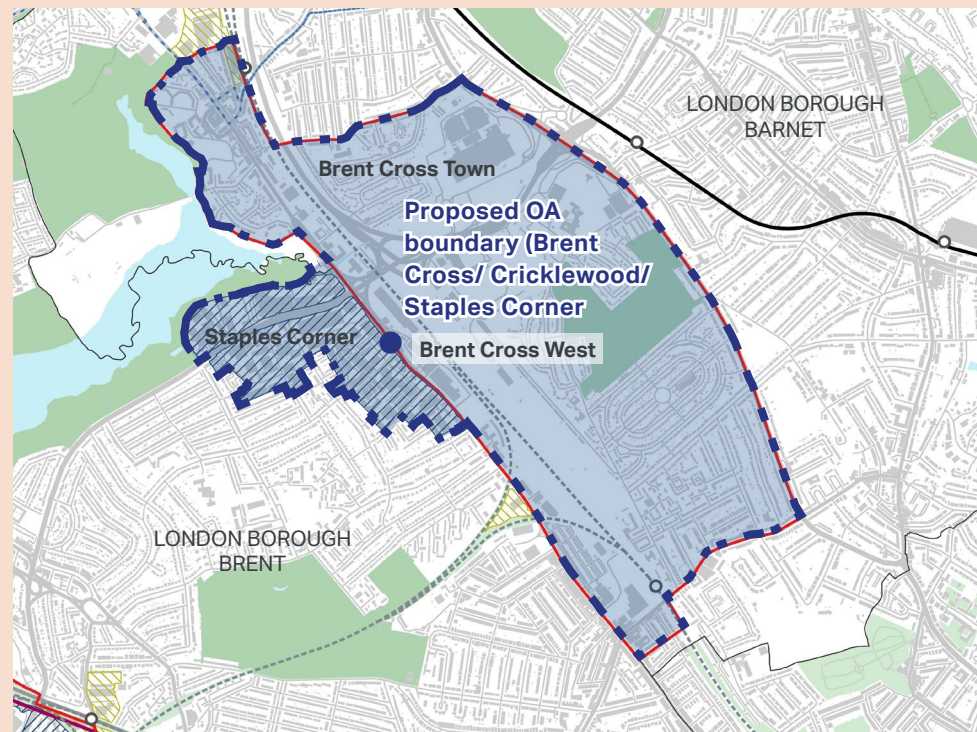


Source: LB Brent - Staples Corner

Brent Cross Cricklewood

Moving forward

- **Communities, health and well-being are at the heart of the OA's development.** Brent Cross Town has been working on a '[Flourishing Index](#)', which looks at neighbourhood social flourishing, in the form of safety, trust and participation.
- **Review the OA boundary by extending it to include Staples Corner masterplan in Brent.** The cross - borough OA boundary reflects the collaborative borough engagement today between Barnet and Brent and promote integrated development and place shaping.
- In 2024, Barnet and Brent Council made a **joint submission to the New Towns Taskforce for a new town** that includes the Barnet's Brent Cross Cricklewood regeneration scheme, Brent Cross West Growth Area and Brent Council's Staples Corner Masterplan.



Proposed cross borough OA boundary

Proposition

- Status to be changed from 'Ready to grow' to 'Underway' given the delivery of infrastructure and the population moving to the OA.
- Major severance caused by major road and rail network severing neighbourhoods and communities. Opportunities to connect to communities north of A406.
- OA boundary review to extend and include with Staples Corner Growth Area in Brent. A cross-borough OA signals
 - an integrated place-shaping; a place to work, live and play.
 - the role of Brent Cross/ Cricklewood/ Staples Corner as a major growth cluster for London – opportunity for 10k+ new homes, as well as a range of economic drivers including office, retail and employment clusters.