



**BRENT CROSS TOWN**  
Your essential guide



An aerial photograph of a modern urban development. On the left, there are several tall, modern apartment buildings with green-tinted facades. A wide, paved pedestrian walkway runs alongside them, lined with young trees. In the center, a large green park area is filled with mature trees, a winding path, and a small blue pond. People are seen walking and sitting on the grass. To the right, there is a residential area with traditional brick houses. The background shows a hazy cityscape under a bright sky.

# A PARK TOWN for FUTURE LONDON

A FLOURISHING NEIGHBOURHOOD  
and lively TOWN CENTRE offering  
NEW WAYS TO LIVE AND WORK,  
set around 50 ACRES of green parks  
and playing fields. Just 12 MINUTES  
by train, to CENTRAL LONDON.



WHAT PART  
will you PLAY?

## CONTENTS

Issue one

1

MASTERPLAN  
04 — 09

2

OUR VISION  
10 — 13

SPORT & PLAY  
14 — 17

A FLOURISHING  
COMMUNITY  
18 — 19

NET ZERO  
CARBON TOWN  
20 — 21

STRENGTHENING  
CONNECTIONS  
22 — 23

3

TOWN CENTRE  
24 — 27

4

OUTDOOR SPACE  
28 — 31

5

WORKSPACE  
32 — 33

6

HOME & LIFESTYLE  
34 — 35

7

THE TEAM  
36 — 37

8

CONTACT US  
40





Brent Cross West Station  
🚉

Claremont Park

Brent Cross Shopping Centre

Brent Cross Town Visitor Pavilion

Brent Cross Tube Station  
🚇

Clitterhouse Playing Fields



Welcome to BRENT CROSS TOWN, a place that INSPIRES us into FUTURE WAYS of LIVING and WORKING. Argent Related, in partnership with Barnet Council is on-site, delivering a new 10m+ sq ft north London neighbourhood spanning 180 acres, with 50 acres of green parks and playing fields.



MI

Brent Cross Shopping Centre

North Circular

Northern Line

Brent Cross

ThamesLink

Brent Cross West

Claremont Park (opens Q2 2022)  
The Pavilion

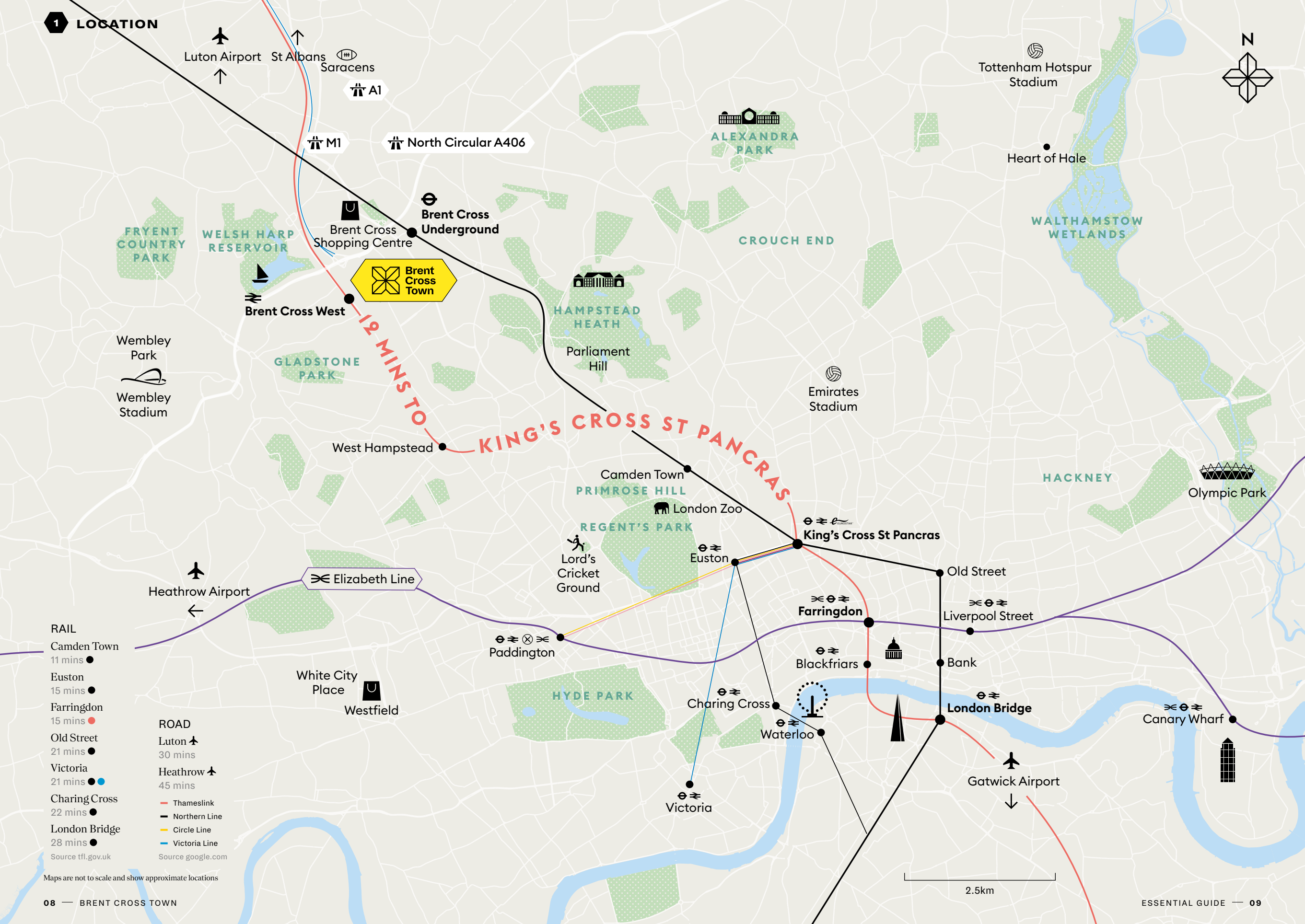
Clitterhouse Playing Fields

- Homes
- Student Living
- Offices
- Leisure
- Hotels
- Schools
- First phases delivered by 2028

# A plan for the FUTURE

Brent Cross Town is the centrepiece of a wider regeneration programme and is one of Europe's largest town centre developments. This pioneering mixed-use neighbourhood brings together 6,700 new homes, over 50 locations for retail, food and drink, office space for over 25,000 workers, three improved schools, new sports and wellness amenities and expansive green spaces for all.

**1 LOCATION**



- RAIL**
- Camden Town 11 mins ●
  - Euston 15 mins ●
  - Farringdon 15 mins ●
  - Old Street 21 mins ●
  - Victoria 21 mins ●●
  - Charing Cross 22 mins ●
  - London Bridge 28 mins ●
- Source tfl.gov.uk

- ROAD**
- Luton ✈ 30 mins
  - Heathrow ✈ 45 mins
  - Thameslink
  - Northern Line
  - Circle Line
  - Victoria Line
- Source google.com

Maps are not to scale and show approximate locations



# Setting a NEW STANDARD

Brent Cross Town is a **VISIONARY DEVELOPMENT** built on core values of **SOCIAL CONNECTIVITY, ENVIRONMENTAL SUSTAINABILITY** and **HEALTH & WELLNESS**. We are committed to creating a town **WHERE ALL CAN FLOURISH**.



## ENVIRONMENTAL

Brent Cross Town will address the urgent challenge of the global climate crisis, achieving net zero carbon and delivering a sustainable north London town.

- Net zero carbon by 2030
- 100% renewable electricity for supplies controlled by Brent Cross Town
- 40% reduction in embodied carbon compared with standard current practice
- Improvement in biodiversity net gain across the site



## SOCIAL

Brent Cross Town is dedicated to aligning commercial value with opportunities for positive social impact. It will support a flourishing community of residents, employees and visitors.

- Targeting 20% local employment and 6% of workforce to be apprentices or trainees
- Targeting 100% of direct workforce paid London Living Wage and 100% of supply chain workforce paid Living Wage
- Inclusive mobility and play strategies, with 100% inclusive outdoor play areas
- Highest standards of inclusive design in buildings and public realm



## GOVERNANCE

Brent Cross Town aligns with industry-leading codes and tools to set targets and track progress towards environmental and social goals.

- Sustainability Framework requires suppliers to meet sustainability targets and report on a quarterly basis
- All office buildings are designed to the highest standards and measured against WELL, BREEAM, NABERS
- Alignment with UKGBC net zero carbon buildings framework





1

**SPORT & PLAY**

We will create THE PLACE in LONDON to participate in SPORT and PLAY with 50 ACRES of PARKS and PLAYING FIELDS to UNITE people and TRANSFORM lives



2

**FLOURISHING COMMUNITY**

We will make a NORTH LONDON TOWN where all can FLOURISH



We're making **OUR VISION** for this NORTH LONDON NEIGHBOURHOOD.

FOUR PLEDGES to deliver on



3

**NET ZERO CARBON TOWN**

We will build a NET ZERO CARBON town — addressing the GLOBAL CHALLENGE of the climate crisis



**STRENGTHENING CONNECTIONS**

We will strengthen CONNECTIONS with GREAT TRANSPORT into and out of CENTRAL LONDON. Connecting businesses, customers, friends and family

4



# All to PLAY for

PLEDGE 1: Sport and play.  
We will create THE PLACE in LONDON to participate in SPORT and PLAY. 50 ACRES of PARKS and PLAYING FIELDS to UNITE people and TRANSFORM lives.

Set over 50 acres of parks and playing fields and with up to 150,000 sq ft of indoor facilities, our unrivalled multi-sport and play destination puts health, fitness and well-being at the very heart of the town.

Our sports and play facilities will span age and cultural barriers, as well as ensuring women and girls feel included through our partnership with WOMEN IN SPORT and the implementation of their guidance and best practice.

People will enjoy Traditional Sports like football, hockey and netball; Challenger Sports such as skateboarding, BMX and parkour; and Social Sports that include pickleball, teqball, table tennis and boule. There will also be outdoor gyms, weekly park runs and lots of open spaces to relax and just play.

[bxt.uk/sportandplay](http://bxt.uk/sportandplay)



“No one should be excluded from the joy, fulfilment and lifelong benefits of sport and exercise. But currently too many women and girls miss out, due to gender stereo types and cultural norms. Brent Cross Town is a rare example of new thinking that has the power to break that pattern.”  
Stephanie Hillbourne  
CEO Women in Sport





An aerial photograph of a modern residential development. The buildings are multi-story, with a mix of brick and light-colored facades, and many balconies. In the foreground and middle ground, there is a large, lush green park area with a winding path, a pond, and various trees. A large, stylized yellow outline of a figure, possibly a person or a creature, is overlaid on the scene. The word "ACRES" is written in large, yellow, outlined letters in the lower right quadrant of the image.

# ACRES

An inclusive and inspiring natural landscape incorporating playing fields, parks, state of the art indoor facilities, public art and squares, and an ecology-rich wilderness.





# When it comes to FEELING GOOD we're keeping score

**PLEDGE 2: A Flourishing Community.**  
We're putting, **CONVENIENCE,**  
**NEIGHBOURLINESS, INCLUSIVITY,**  
and **GOOD HEALTH** at the heart of our  
**FLOURISHING COMMUNITY.**

People enjoy a better quality of life and greater sense of community when all everyday necessities are easily accessible on foot or by bicycle.

Our '15-minute town' will provide residents and workers with easy access to shops, restaurants, schools, childcare, healthcare and work. This is not only convenient, but also creates a familiarity with other people in the community, a stronger sense of togetherness and pride in where they live.

Brent Cross Town is the first to

develop and use a Flourishing Index which measures community and individual wellbeing from the outset of the development through to completion.

In partnership with Buro Happold and University of Manchester we'll measure a range of criteria so that we can understand how our communities are developing and be able to adapt our future plans accordingly.

[bxt.uk/flourishing](http://bxt.uk/flourishing)



“Sound helps us feel safe and calm, but that part of the picture is rarely being told.”

Dr Julia Jones, AKA Dr Rock  
Partner – JLP Consultancy



**Dr Julia Jones**  
AKA Dr Rock

**BXT.** Why is it important somewhere sounds great?

**JJ.** Sound and music have the ability to bring joy and according to the World Health Organisation can reduce stress, improve mood and help us learn new things.

**BXT.** How do you create a town's sound?

**JJ.** We create a holistic Sound and Music Strategy, which puts the town's sounds alongside how it looks, creating a positive space that people want to be in.

**BXT.** Is this a new idea?

**JJ.** Brent Cross Town will be the first town in the UK specifically designed to embrace the positive effects of sound.

**BXT.** What will Brent Cross Town sound like?

**JJ.** There will be spaces for music performances, instruments in the playgrounds and 'safe sounds', which we may only be aware of subconsciously, such as white noise, birdsong and sweeping soundscapes.

**BXT.** How is this possible?

**JJ.** We now have the technology to be much more sophisticated about the use of sound and music and can zone sounds to complement and enhance surroundings.



We will make a  
**NORTH LONDON**  
town where all  
can **FLOURISH.**



# BRENT CROSS<sub>2</sub> TOWN

**PLEDGE 3: We will be a NET ZERO CARBON TOWN BY 2030 — addressing the GLOBAL CHALLENGE of the climate crisis.**

We have committed to a net zero carbon town by 2030, at the latest.

- Neighbourhood-wide district energy network created with Vattenfall, the leader in city-scale green energy infrastructure, provides zero carbon heating to all buildings.
- 100% renewable energy for all energy supplies controlled by Brent Cross Town.
- Thoughtful design of energy efficient buildings to reduce operational energy demand.
- 40% reduction in embodied carbon compared with standard current practice.
- 6,600 cycle spaces, 2.75 km of new cycling routes, and a pedestrian and cyclist friendly network of new streets which will be low-speed.

We are making every effort to minimise our carbon emissions during construction and will offset where unavoidable.

[bxt.uk/netzero](http://bxt.uk/netzero)



## VATTENFALL

We are proud to work with Vattenfall, the largest operator of heat networks in Western Europe, and already supplying more than two million customers. Vattenfall will operate the neighbourhood's energy services company and our partnership will drive our ambition towards net zero carbon at Brent Cross Town.

**“Vattenfall is committed to fossil free living within a generation - we’re collaborating with Argent Related to provide reliable and affordable zero carbon heating to homes, shops and businesses at Brent Cross Town.”**

Mike Reynolds  
MD, Vattenfall Heat UK



### LOW CARBON

Using INNOVATIVE low carbon timber construction where possible.



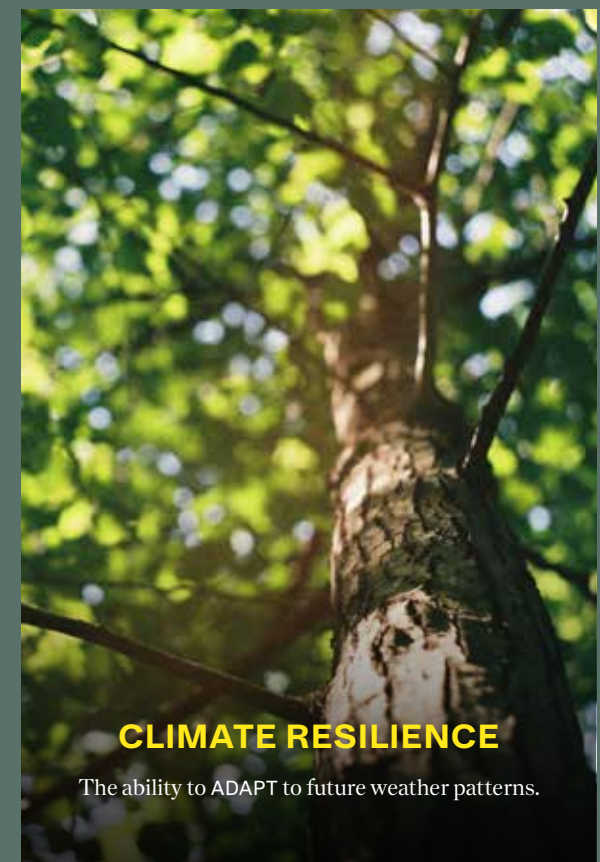
### NEW GENERATION

ADVANCED ENERGY MODELLING and SMART BUILDING strategies to deliver further energy-efficiency.



### RECYCLE

A LOW CARBON lifestyle encouraging cycling and walking.



### CLIMATE RESILIENCE

The ability to ADAPT to future weather patterns.




# BRENT CROSS WEST

## PLEDGE 4: We will strengthen connections with GREAT TRANSPORT into and out of CENTRAL LONDON.

Brent Cross West will provide excellent transport links into Central London and the Knowledge Quarter around King's Cross, as well as out to the academic heartlands of the Oxford-Cambridge Arc.

We will also be enhancing connections throughout the wider local area via a network of new and improved cycle and walking routes.

[bxt.uk/transport](http://bxt.uk/transport)

**WALK**

150 shops, cafés, restaurants, cinema, leisure venue and 50 acres of natural landscape all within 15 minutes walk.



**CYCLE**

Welsh Harp Open Space – 10 mins  
Hampstead – 22 mins  
Oxford Street – 30 mins



**KING'S CROSS ST PANCRAS**  
in 12 minutes  
via new Brent Cross West station.



**CENTRAL LONDON**  
every 5 minutes  
via Brent Cross Northern Line.



**ROAD NETWORK**

Adjacent to M1, North Circular A406 and A1 providing easy connections with the M25 and the rest of the UK.

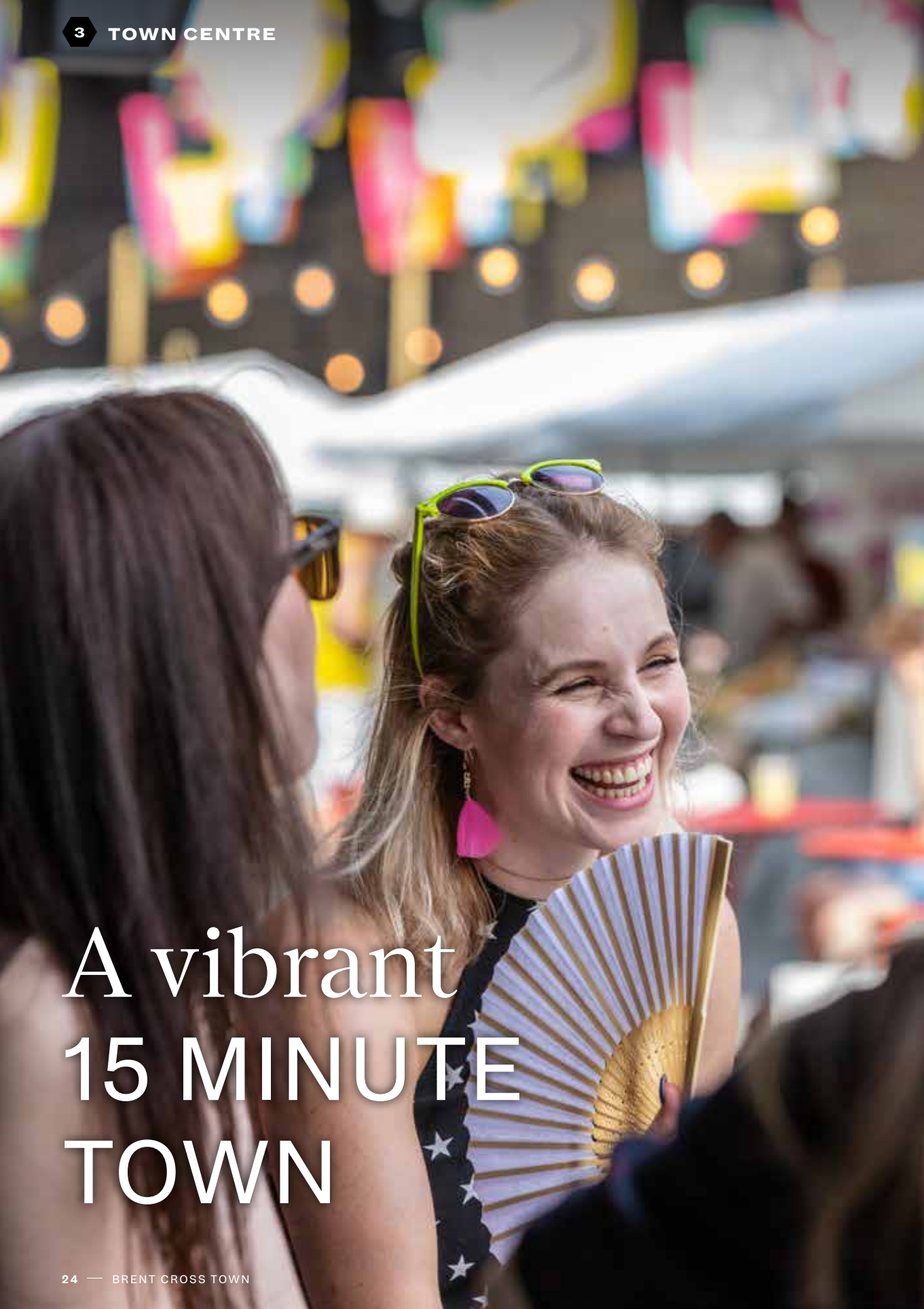


**FIVE AIRPORTS**

Heathrow, Gatwick, City, Luton and Stansted are all less than an hour away.

Travel times from [tfl.gov.uk](http://tfl.gov.uk), [google.com](http://google.com)





# A vibrant 15 MINUTE TOWN

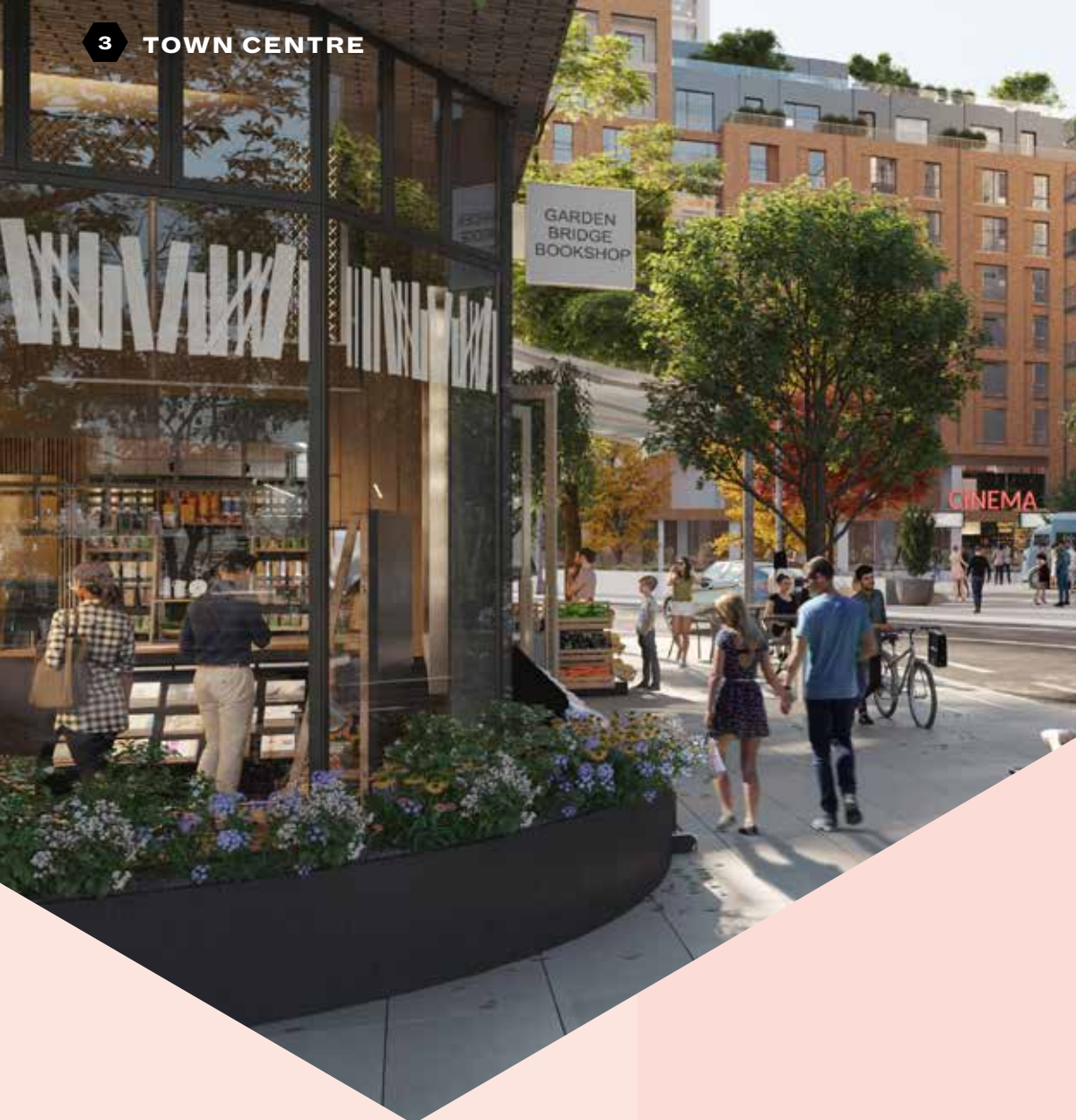


A new TOWN CENTRE combining popular national brands with independent SHOPS, CAFÉS and RESTAURANTS.

The high street and central neighbourhood square will be the backbone of the thriving new community. Fresh concepts in beauty and wellness, and a variety of everyday essentials will complement popular brands, independent retailers and artisan shops selling homemade and homegrown produce. The town centre will be further enhanced by its live culture scene with a neighbourhood cinema, a leisure venue, and much more.



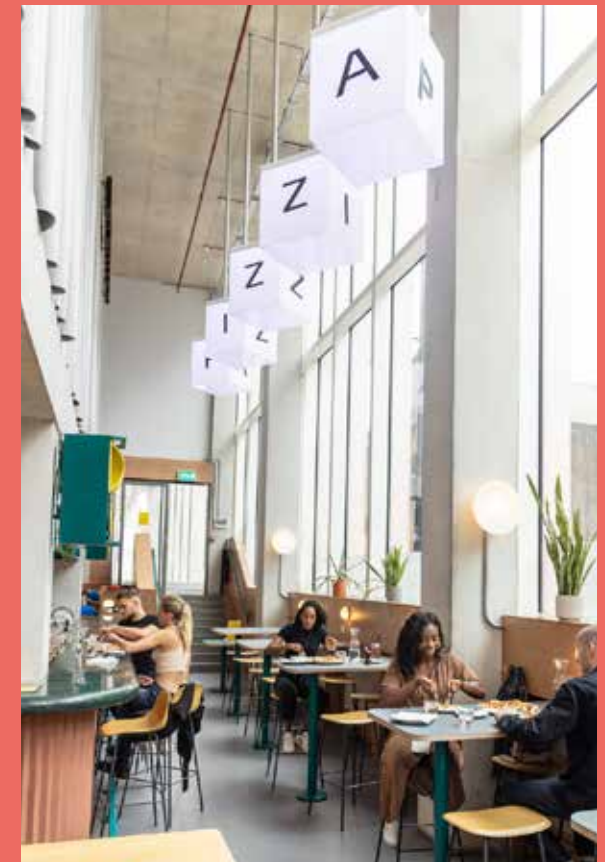




With more than 50 NEW SHOPS and VENUES to EAT AND DRINK there will always be plenty of choice and something for EVERYONE TO ENJOY.

Brent Cross Town will also be the gourmet heart of North London from destination restaurants to breakfast on-the-go and family favourites, to new cuisines and concepts serving exciting flavour combinations. The first names to join our new high street include Cricklewood Coffee Roasters, Happy Face Pizza and Karma Bread.

The new high street is complemented by 150 shops, cafés, restaurants and takeaways at nearby Brent Cross Shopping Centre.





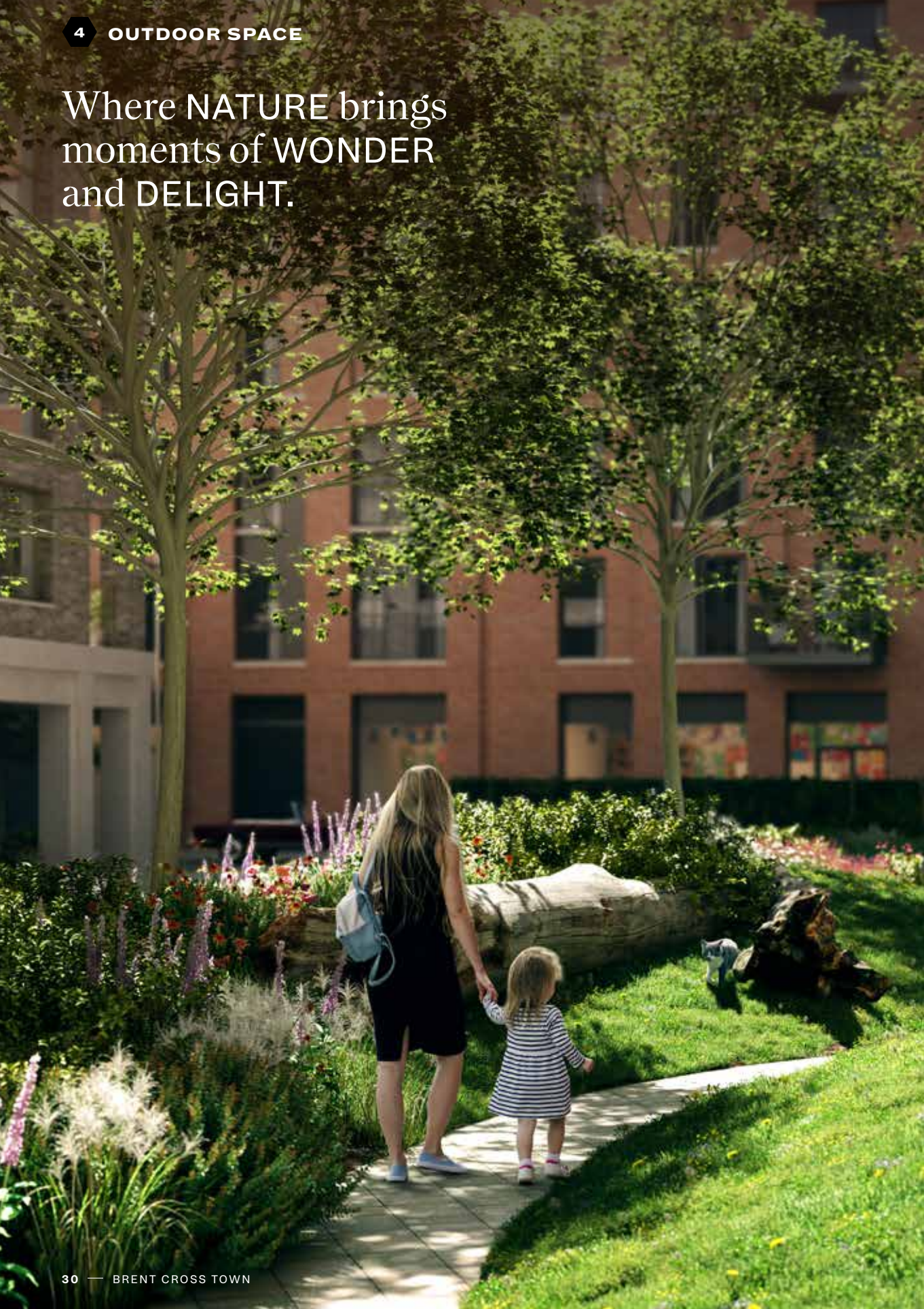


# Second NATURE

An inclusive and INSPIRING  
NATURAL SPACE to exercise,  
unwind and be at one with nature.



# Where NATURE brings moments of WONDER and DELIGHT.



With 50 acres of accessible parks and playing fields, residents, workers and visitors can enjoy all the physical and emotional benefits of an outdoor lifestyle.

Open spaces will deliver five distinct habitats: woodland, grassland, wetland, 'open mosaic' and food growing areas. As well as urban nature trails, strategic tree planting and year-round sensory planting.

The planting of native trees and shrubs will connect animals, birds and insects with the surrounding habitats like the Welsh Harp and Hampstead Heath.

A network of new streets, paths and routes provide the ideal way to enjoy the calming outdoor and natural spaces whether cycling, running or just taking a stroll.







# A whole NEW WAY of WORKING

A business community where **QUALITY OF LIFE** is central to the future of work.

Our pioneering office space with the flexibility to change to evolving ways of working, will establish a thriving new business community for 25,000 workers.

A network of innovative and established employers, companies, academic organisations, start-ups and scale-ups are drawn together by a shared determination to improve the quality of life for their employees and customers. Workers will have access to incredible green space and amenities, enabling businesses to attract and retain the very best talent.

Buildings have been designed with low-embodied carbon and to be highly energy efficient to reduce the operational energy demand. The use of flexible timber construction, where possible, means that spaces can be reconfigured to accommodate expanding companies.

[bxt.uk/offices](https://bxt.uk/offices)







# A NEW WAY of living

Our neighbourhood will provide 6,700 new homes to buy or rent. Inspired by quintessential London apartment blocks, the distinctive buildings and materials have been chosen to form a cohesive landscape.

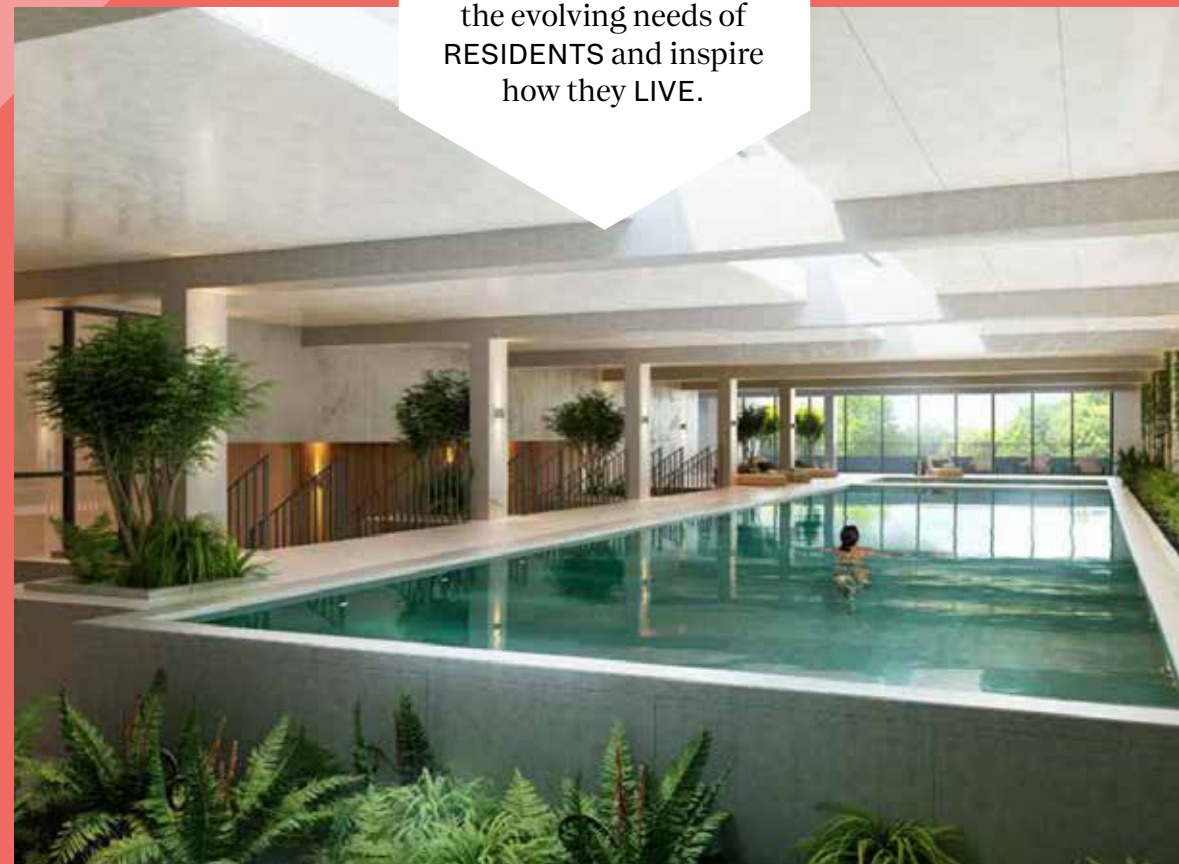
Surrounded by a wealth of green space and leisure facilities, the new homes will inspire healthy, sustainable lifestyles tailored to the needs of couples, families and everyone in between.

Residents can enjoy their own Screening Room, Private Dining Room, gym, swimming pool and fitness studio. There will also be workspace areas enabling residents' to keep their home and office lives separate.

[bxt.uk/homes](http://bxt.uk/homes)



Thoughtfully designed HOMES and SUPERIOR SERVICES that cater for the evolving needs of RESIDENTS and inspire how they LIVE.



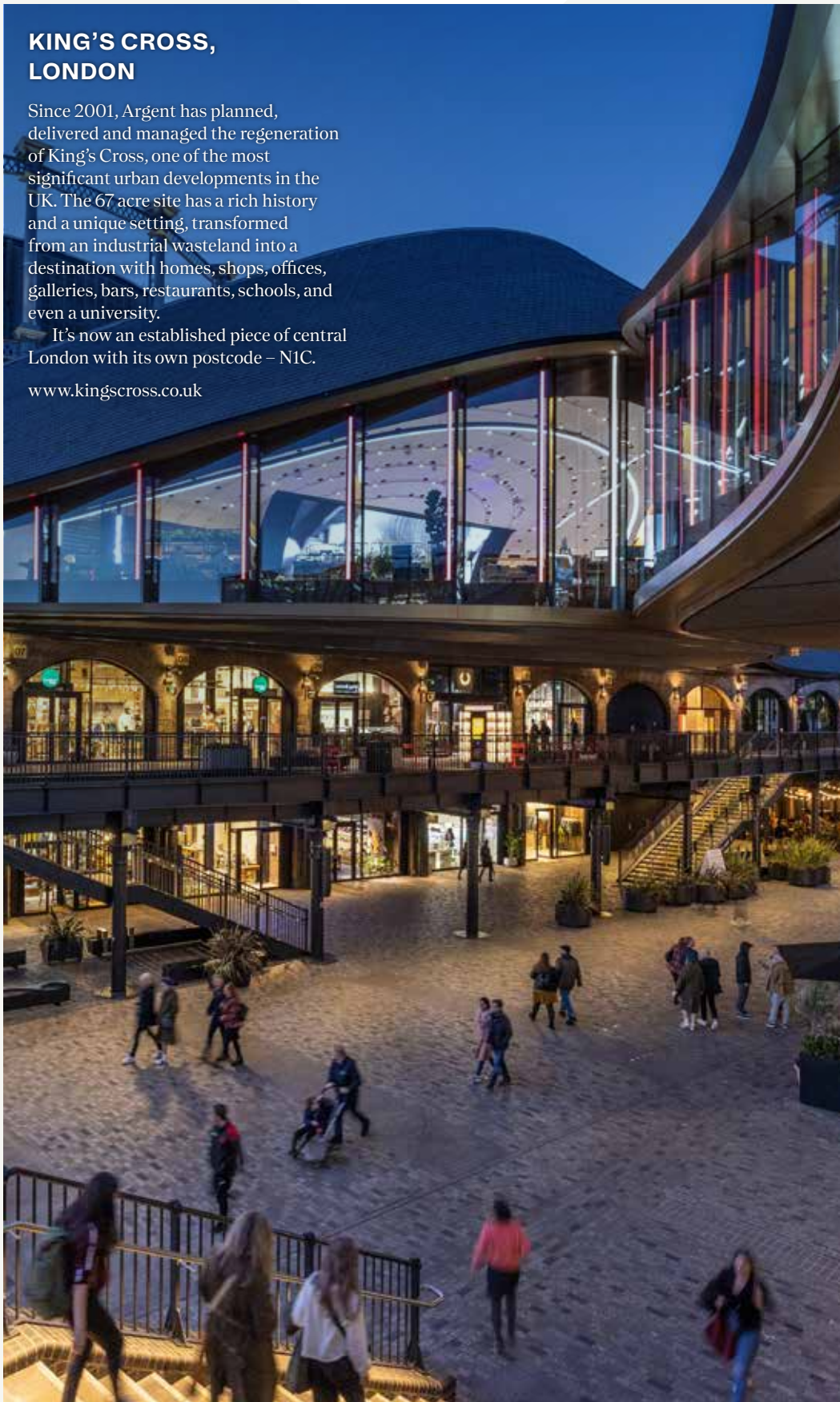


## KING'S CROSS, LONDON

Since 2001, Argent has planned, delivered and managed the regeneration of King's Cross, one of the most significant urban developments in the UK. The 67 acre site has a rich history and a unique setting, transformed from an industrial wasteland into a destination with homes, shops, offices, galleries, bars, restaurants, schools, and even a university.

It's now an established piece of central London with its own postcode – N1C.

[www.kingscross.co.uk](http://www.kingscross.co.uk)



## TEAM behind the town

Argent Related is a world-class developer with a proven track record as a long-term owner, developer, asset manager and development manager. Its core values are built around partnership, sustainability and legacy.

Argent Related was formed in 2015. It brought together Argent, the UK developer responsible for the regeneration of King's Cross, with Related Companies, the most prominent, privately-owned real estate firm in the US.

The current Argent Related £8 billion portfolio includes more than 7,900 homes, over 3 million sq ft of office space, 50+ acres of parks and playing fields, retail, leisure, student accommodation, health facilities and schools.

[www.argentrelated.co.uk](http://www.argentrelated.co.uk)

## HUDSON YARDS, NEW YORK

Hudson Yards, developed by Related, is the largest private real estate development in the history of the United States and is New York's newest neighbourhood. At 18 million sq ft over 28 acres, it is home to a diverse mix of more than 100 shops and culinary experiences, offices for leaders in industry, significant public art and dynamic cultural institutions, modern residences, 14 acres of public plazas, gardens and groves and the world's first Equinox Hotel.

[www.hudsonyards.com](http://www.hudsonyards.com)





Brent Cross Town is currently under construction, and we have already made meaningful progress on this major project.

Follow our progress here:  
[BXT.UK/WEBCAM](https://www.bxt.uk/webcam)





# COME AND VISIT US

Brent Cross Town  
Visitor Pavilion

145 Claremont Road  
Brent Cross  
London  
NW2 1FE

Visitor Pavilion reception:  
+44 (0)20 3319 0728

Residential Sales:  
+44 (0)20 3319 0729

Follow us at:  
@BRENTCROSSTOWN  
#PARKTOWN

Sign up for news and register  
your interest at:  
[BXT.UK/REGISTER](https://bxt.uk/register)



Disclaimer: Whilst reasonable effort has been made to ensure the accuracy of this document and the information contained within, this cannot be guaranteed, and no reliance whatsoever should be placed on its contents. This document makes no representation or warranty about its subject matter. Any liability under any cause of action relating to this document (howsoever arising), is excluded to the extent permitted by law. Computer generated images are only indicative of the quality and style of the development and are not intended to represent fully accurate depictions. All measurements of areas, distances or any other dimensions shown in any text or plan are indicative and for information purposes only, and may differ after construction. Any reference to use of the property does not mean that any necessary planning permission, building regulations approval or other form of consent has been obtained. Issue 1, February 2022.





**Brent  
Cross  
Town**

**@BRENTCROSSTOWN  
#PARKTOWN  
BRENTCROSSTOWN.CO.UK**