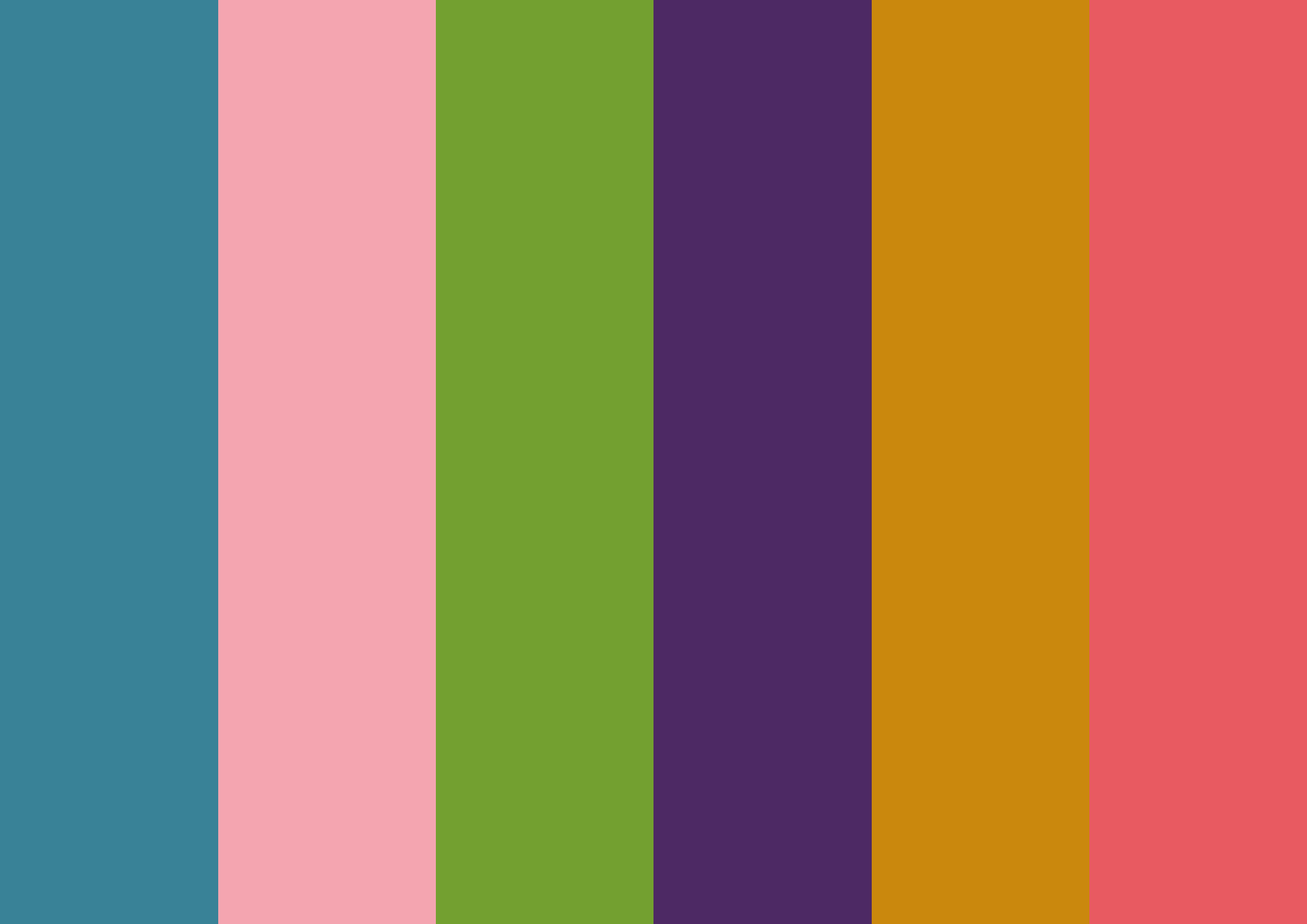


# SCAPOLERS



# Consultation Statement

This draft Design Code will be subject to an 8-week period of consultation. This will take place between 24th August and 19th October 2023. Consultation will be consistent with the Town and Country Planning (Local Planning) (England) Regulations 2012 and the council's Statement of Community Involvement (SCI).

The document will be made available on the council's website, as well as in Brent Council libraries. The council will promote it through general awareness raising undertaken through media releases, its social media pages and on its website. In addition, the council will notify all relevant people and organisations on its planning policy consultation database.

Representations on the document can be made to:

[planningstrategy@brent.gov.uk](mailto:planningstrategy@brent.gov.uk).

Alternatively, you can write to:

John Stiles, Principal Urban Design Officer  
Brent Council  
Civic Centre  
Engineers Way  
Wembley HA9 0FJ

Representations should be received by the council by midnight 19th October 2023. Please reference the appropriate section and paragraph of the document for each individual comment that you make. Please note that the council will not register anonymous responses. You should provide your name and if relevant, the organisation that you are working for, and that which you might be representing.

When reporting the consultation responses, organisation names will be referenced by the council. However, no individual's name or personal details of respondents will be made publicly available. Please can you indicate with your response whether you wish to be informed by the council of whether this document is adopted.

Please also indicate if you would like to be informed of other planning policy consultations by having your details put on our planning policy consultation database. This information will only be used in relation to consultations on the council's planning and associated documents. Unless you indicate that you want to be put on this database, your personal details will only be kept until the council makes a decision on whether to proceed with the adoption of the Design Code or not and has subsequently issued the appropriate notifications. Please see our [privacy policy](#) for more details.

Planning Policy Team  
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Brent Council [www.brent.gov.uk](http://www.brent.gov.uk)

## **Acknowledgements**

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The Staples Corner Design Code has been shaped by the input of many people including the Office for Place and the Design Council and we would like to thank all contributors for their advice, support and feedback.

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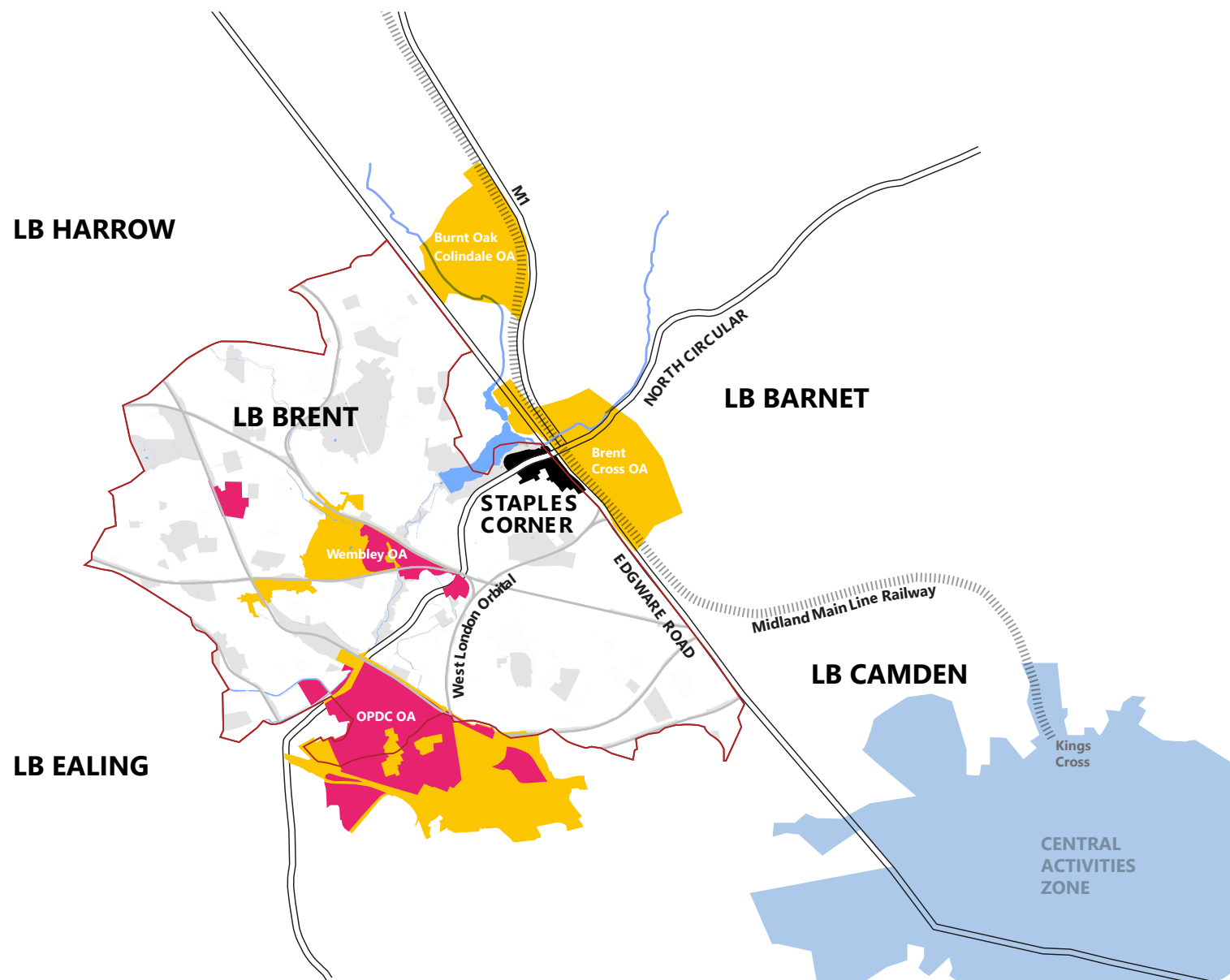
# 1 INTRODUCTION

## 1.1 Where is Staples Corner?

- 1.1.1 Staples Corner is a large industrial area in North West London, located in the London Borough of Brent and adjacent to the boundary with the London Borough of Barnet.
- 1.1.2 Staples Corner is a Strategic Industrial Location (SIL) that plays an important part in meeting London's industrial needs and is a highly visible and key gateway to both Brent and wider London.
- 1.1.3 It is a well-connected place, situated at the junction of the North Circular Road (A406) and the A5 (Edgware Road), and adjacent to the M1.

### Key

- Staples Corner Growth Area and SIL
- Other SIL
- Opportunity areas
- Green spaces



**Map 1: Staples Corner within the context of Brent and wider London**

## 1.2 Why is Staples Corner important?

### An Industrial Legacy

- 1.2.1 Staples Corner has a long and rich industrial legacy. The area derives its name from the junction of the North Circular Road and Edgware Road where the Staples Mattress factory stood, on the southeast corner, from 1926 to 1986. Throughout the twentieth century, the area became known for its thriving manufacturing and distribution industries, fuelling London's economic growth and providing employment opportunities for the local population.
- 1.2.2 Much of Staples Corner's current role in supporting logistics, distribution and other uses originates from its historic role as a railhead, with the former Brent Sidings serving as an important marshalling yard and freight facility on the Midland Railway, located to the east of the Edgware Road.
- 1.2.3 At present, Staples Corner provides predominately large format employment space, with specialisms including food storage, building supplies and manufacturing. It has a varied mix of building types and activity, although along with the Wembley SIL, it has a higher percentage of General Industrial uses in comparison to other SIL sites located along the North Circular Road, where there is a general trend towards warehousing uses.

### An Industrial-Led Mixed-Use Future

- 1.2.4 Policy BEGA2A of the Brent Local Plan designates Staples Corner as a Growth Area and sets out that it will be subject to a comprehensive masterplan approach, which will be led by the council.
- 1.2.5 In early 2023, 5th Studio, supported by RCKa, ABA, PRD and XC02, were appointed to prepare the Masterplan for the mixed-use regeneration of the Staples Corner Growth Area, providing a framework for its transformation over the next 20+ years.
- 1.2.6 The framework will identify how industrial intensification and co-location can be achieved with improved public realm and infrastructure, taking advantage of the new Brent Cross West station. It will also define how approximately 2,200 new homes will be delivered.
- 1.2.7 As such, this Design Code has been developed alongside the emerging Masterplan and takes cues from key decisions made so far as part of the masterplanning process. Equally, aspects of the Design Code have influenced the emerging Masterplan as part of the design coding process.

## 1.3 What is a Design Code?

- 1.3.1 Recent changes to the National Planning Policy Framework (NPPF) have sought to give design coding a greater role in the planning system. Published in 2021, the National Model Design Code provides detailed guidance on the production of design codes, guides and policies to promote successful design.
- 1.3.2 A design code is a set of concise, measurable and illustrated design requirements for new developments coming forward in an area. They are important because they can provide greater certainty for communities about the design of the development and bring conversations about design to the start of the planning process rather than the end.
- 1.3.3 A design code will underpin decision-making for Council Officers and, through the use of clear language such as 'must', 'should' and 'could', will give developers, occupants, and adjacent communities greater certainty about what may be acceptable when seeking planning permission.

## 1.4 Who is this Design Code for?

- 1.4.1 This Design Code will primarily be used by the following groups to shape development proposals emerging within the Staples Corner Growth Area and associated Design Code area boundary:
  - Landowners;
  - Developers;
  - Design Teams;
  - Council Officers; and
  - Members
- 1.4.2 This Design Code is to be utilised as early as possible in the design and planning process and will form a material consideration in the determination of relevant planning applications.



## 1.5 Where does this Design Code apply?

1.5.1 Where the Staples Corner Design Code applies has been defined to guide development proposals in two key areas:

- The Staples Corner Growth Area, as defined in the Brent Local Plan; and
- Transitional areas along the Growth Area boundary.



### Key

-  Staples Corner Growth Area and Strategic Industrial Location (SIL)
-  Transitional Areas that form part of the Design Code area

**Figure 1: Design code area comprising the Staples Corner Growth Area and transitional areas**

## Staples Corner Growth Area

- 1.5.2 The Growth Area boundary follows the boundary of the SIL designation. As set out in **Section 1.2**, this area will be subject to a comprehensive masterplan approach, which is currently in development.
- 1.5.3 Whilst the Growth Area is the core focus of the transformation envisioned within Policy BEGA2A of the Brent Local Plan, it is clear that such transformation will create opportunities for the surrounding areas immediately adjacent.
- 1.5.4 These edges or 'transitional areas' straddle the Growth Area boundary and are principally focussed on where the industrial uses of Staples Corner directly interface with neighbouring residential uses.
- 1.5.5 Collectively, the Growth Area and transitional areas are referred to as the Design Code Area throughout this document.

## Transitional Areas

- 1.5.6 These transitional areas have been defined based on the following criteria:
- Areas that could support additional intensification based on forecast uplift in PTAL, scale of existing development, street widths, plot sizes and/or relationship to adjacent sites within the Growth Area; and
  - Areas of strategic importance that could support the delivery of key infrastructure.
- 1.5.7 Policies BH2 and BH4 of the Brent Local Plan set out the priority areas for additional homes in the borough. The transitional areas identified are outside the Growth Area boundary. However, with the opening of Brent Cross West station in late 2023, and potentially the delivery of the West London Orbital, they are likely to see an increase to PTAL 3.
- 1.5.8 An increase to PTAL 3 will increase their priority for housing intensification, and it is hoped that this Design Code will help identify their potential and provide greater clarity on how development proposals should come forward.
- 1.5.9 **Transitional Area A** includes the properties at 912-922 (Evens) North Circular Road and 1A Brook Road, and the pedestrian footbridge and land adjacent connecting Brook Road to Neasden Recreation Ground - this is considered an area of strategic importance that could deliver better connectivity between the Growth Area and the surrounding green assets.

1.5.10 **Transitional Area B** includes Shepherds Walk and Field Close - these are considered areas that could support additional intensification and deliver better connectivity between the Growth Area and the wider area.

1.5.11 **Transitional Area C** includes a range of residential areas that are directly adjacent to the Growth Area boundary:

- Aneurin Bevan Court;
- Coles Green Court;
- 57-99 (Odds) and 111-147 (Odds) Coles Green Road;
- 1-23 (Odds) Crest Road;
- Delta Court;
- Dignam Close;
- Eyhurst Close;
- 1A-1D Humber Road;
- 1-35 (Odds) Humber Road
- Kelceda Close;
- Lukes Close;
- Ox & Gate Public House;
- Oxgate Court and Oxgate Court Parade;
- Oxgate Farm;
- 1-7 (Odds) Oxgate Lane; and
- 1-35 (Odds) Waterloo Road.

1.5.12 Again, these are considered areas that could support additional intensification and deliver better connectivity between the Growth Area and the wider area.



Transitional Area A



Transitional Area B



Transitional Area C

## 1.6 Structure of this Design Code

1.6.1 There are seven sections in this Design Code:

- **Section 1** provides an introduction setting out what a design code is, who this design code is for, where it applies, and how it is structured and to be used.
- **Section 2** describes the existing context of Staples Corner.
- **Section 3** sets out the vision for Staples Corner as developed collaboratively between the council and a group of local stakeholders.
- **Section 4** describes the coding plan and how the design code relates to the emerging masterplan.
- **Sections 5, 6 and 7** form the three parts of the design code addressing each of the following:
  - a) **Area-wide design codes** that act as general principles and apply to the entirety of the Growth Area and the transitional areas at its edges.
  - b) **Street-focussed design codes** that set out specific principles for key streets and roads within and around the Growth Area.
  - c) **Place-focussed design codes** that set out specific principles for key places within the Growth Area.



## 1.7 Using this Design Code

1.7.1 Design codes differ to design guides by enabling binary decision-making as to whether they have been followed or not. They do this through careful use of language, relying on three key words to establish the hierarchy of importance for the requirements set out:

- A **'must'** is a **mandatory** code that represents an essential requirement to be met;
- A **'should'** is an **advisory** code that represents a requirement it is strongly encouraged to be met; and
- A **'could'** is an **indicatory** code that represents an opportunity for additional value to be added above and beyond the mandatory and advisory requirements.

An effective design code will use this language to ensure it is **practical, legible** and **enforceable**.

1.7.2 This Design Code has been designed for ease of use to allow its content to be understood by a range of different people. Throughout the document, each design code theme utilises the colour palette defined in the National Model Design Code (see **Table 1**) with varying tints to highlight whether it is a 'must', a 'should', or a 'could'.

1.7.3 Each code requirement has also been assigned a unique reference number composed of the following:

- A letter indicating its corresponding design code theme;
- A number indicating its place in the sequence of code requirements; and
- A letter indicating whether it relates to Part A, B or C.

An example reference number is illustrated below:

M.01.C	<b>MUST</b>
M.02.C	<b>SHOULD</b>
M.03.C	<b>COULD</b>

**M** . **02** . **C**

Refers to the design code theme of Movement

Is the second code requirement in the sequence

Refers to Part C of the Design Code

# Where is my site in Staples Corner and what design codes apply?



**Section 5 Design Code A: Area**

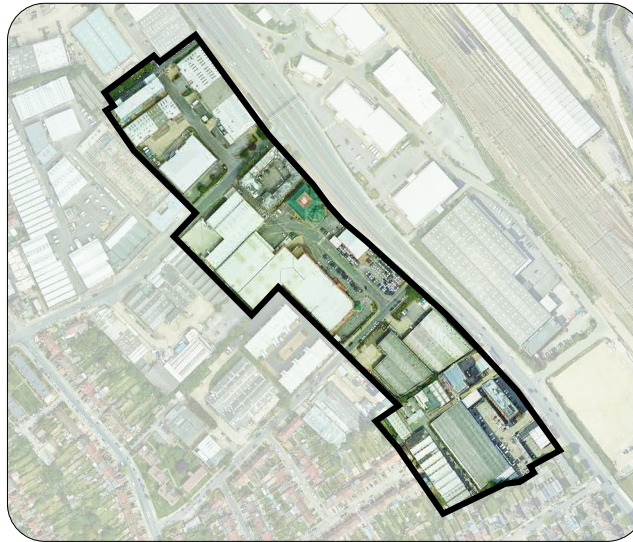
**Section 6 Design Code B: Street**

6.1 North Circular Road

6.2 Edgware Road

**Section 7 Design Code C: Place**

7.1 Staples Cross



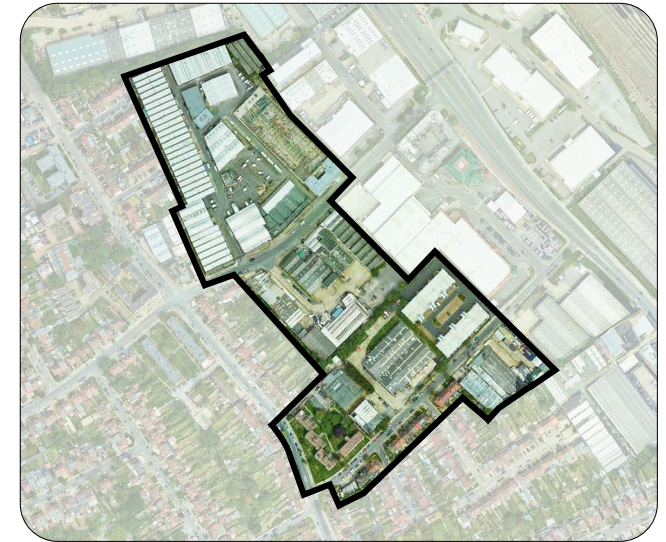
**Section 5 Design Code A: Area**

**Section 6 Design Code B: Street**

6.2 Edgware Road

**Section 7 Design Code C: Place**

7.2 The Broadway



**Section 5 Design Code A: Area**

**Section 6 Design Code B: Street**

6.3 Oxgate Lane\*

**Section 7 Design Code C: Place**

7.3 Oxgate Lane\*

\*not applicable to sites along Humber Road

# Where is my site in Staples Corner and what design codes apply?



**Section 5 Design Code A: Area**

**Section 6 Design Code B: Street**

6.4 Coles Green Road (North)

6.5 Coles Green Road (South)

**Section 7 Design Code C: Place**

7.4 Oxgate Circus



**Section 5 Design Code A: Area**

**Section 6 Design Code B: Street**

6.1 North Circular Road

6.4 Coles Green Road (North)

6.6 Brook Road



**Section 5 Design Code A: Area**

**Section 6 Design Code B: Street**

6.1 North Circular Road








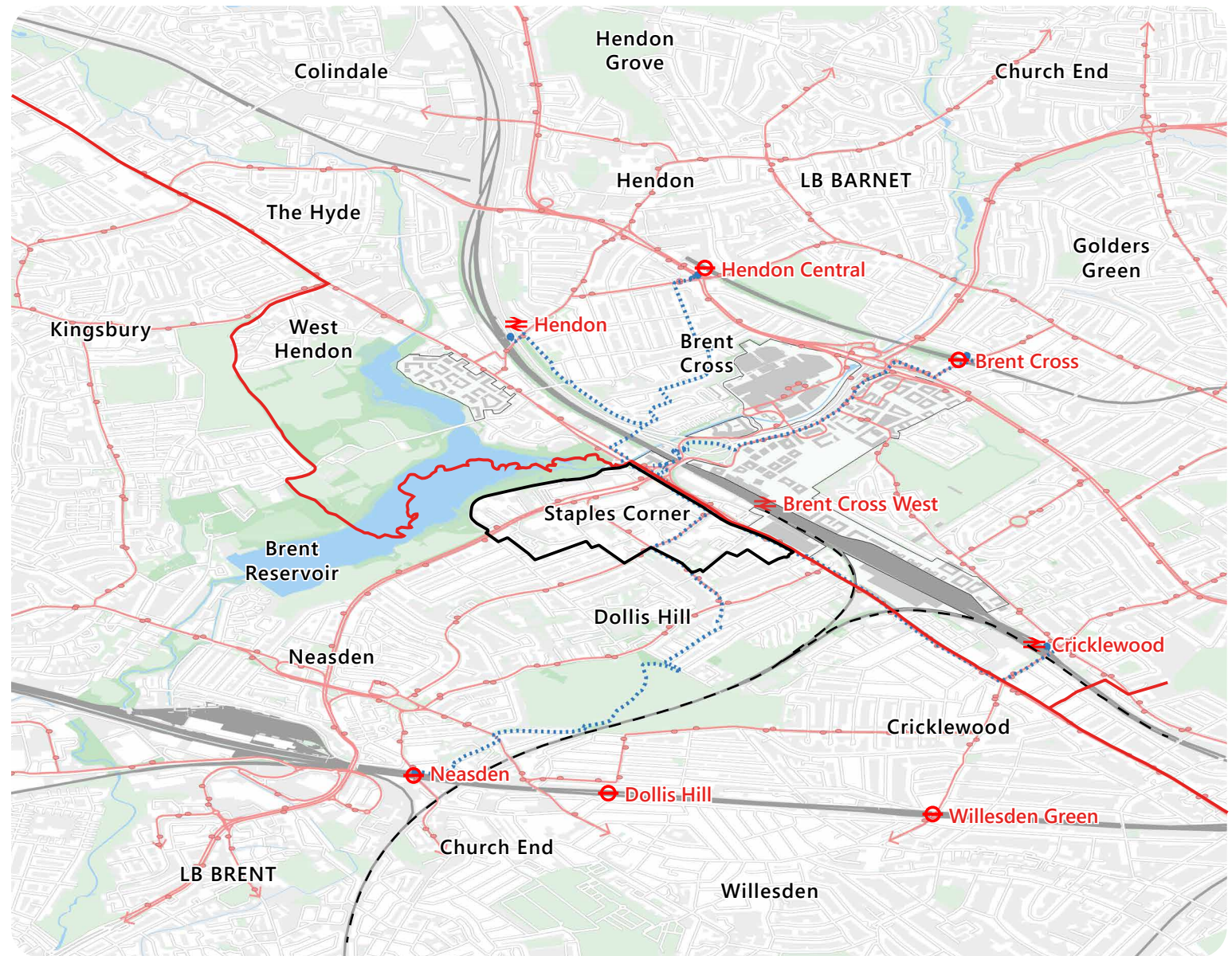


## 2.1 Public Transport

- 2.1.1 Staples Corner is well-served by 10 bus routes providing connections north-south and east-west to the wider area.
- 2.1.2 The arrival of Brent Cross West station will provide connections to Bedford and Brighton, and place the area within 12 minutes of Central London.
- 2.1.3 The proposed West London Orbital is also planned to serve Brent Cross West and, if delivered, will connect Staples Corner to Old Oak Common, providing direct access to the Elizabeth line and HS2.

### Key

-  TfL bus network
-  Bus stops
-  Walking routes from Staples Corner to local transport stations
-  Borough boundary
-  Design Code Area



**Map 3: Existing public transport infrastructure**

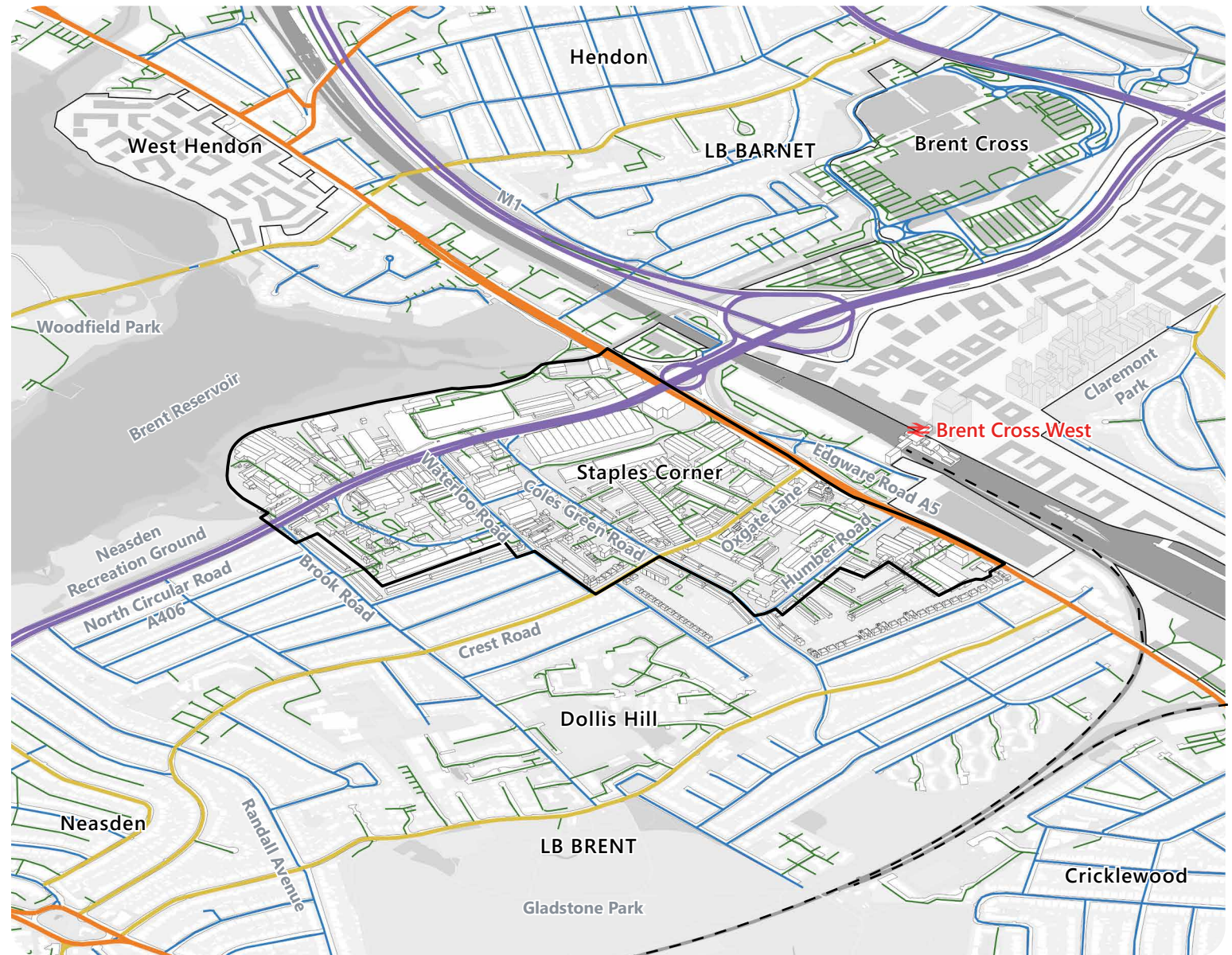
0 0.2 0.5 1km

## 2.2 Street Network

- 2.2.1 The street network defines much of the existing character of Staples Corner, where its proximity to major roads is considered a positive attribute in terms of supporting industrial and commercial uses.
- 2.2.2 However, this is also considered a negative attribute in terms of how it impacts pedestrian and cycle movement, whilst creating vehicle congestion on secondary and tertiary roads, as well as significant air quality issues.

### Key

- Motorways and trunk roads
- A roads
- Primary roads
- Secondary roads
- Tertiary roads
- Borough boundary
- Design Code Area



**Map 4: Existing street network**

0 0.1 0.25 0.5km

## 2.3 Walking and Cycling

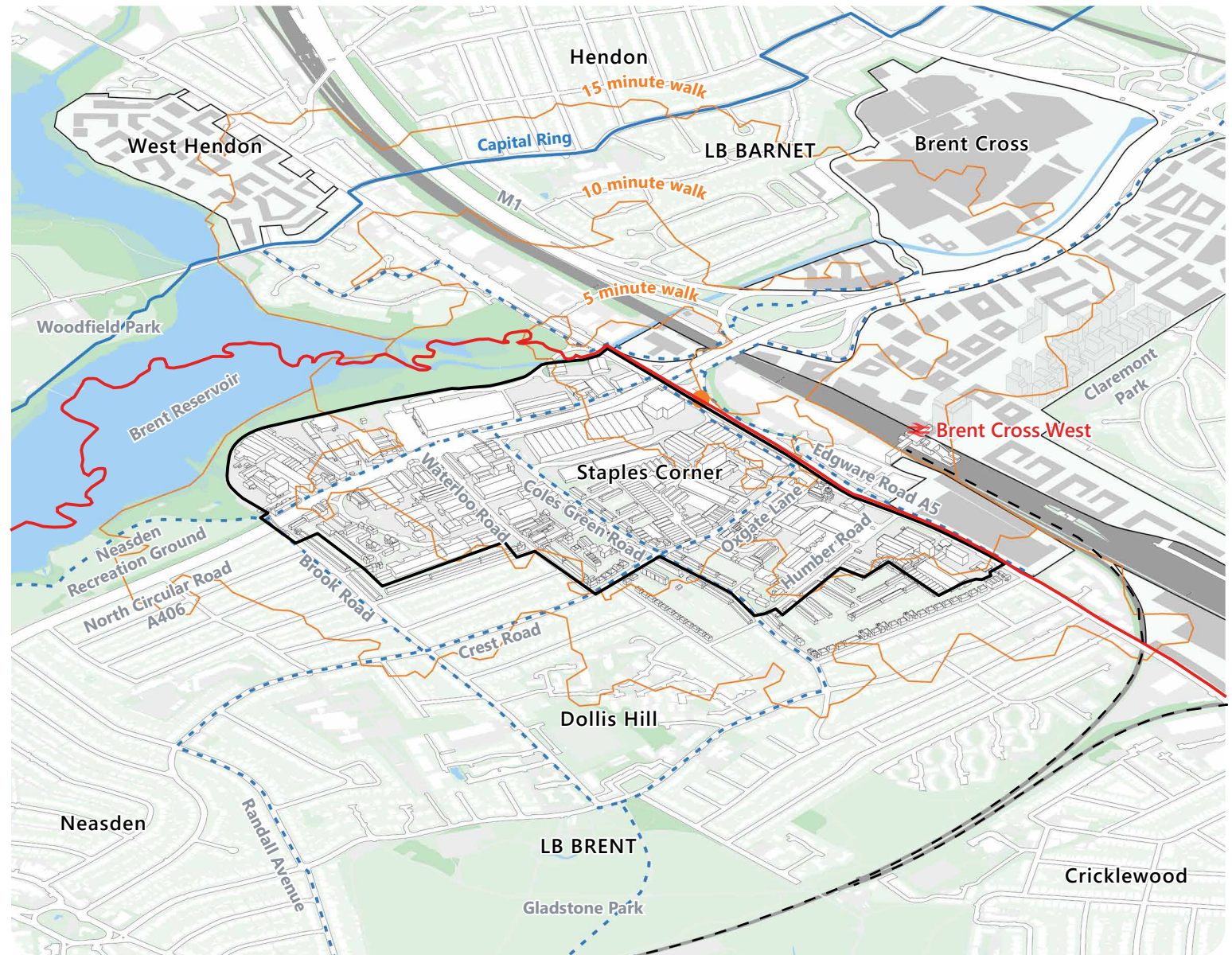
### Walking Routes

2.3.1 Walking connectivity through and around Staples Corner is limited and large pedestrian bridges make routes convoluted and difficult to navigate. Walking times to local destinations are typically doubled due to a lack of at grade pedestrian crossings.

2.3.2 Footbridges and footways are not always step-free, of a comfortable width or well maintained, causing accessibility issues.

#### Key

- Capital Ring walking route
- - Key walking routes
- Walking distance
- Walking distance origin: Staples Corner bus stop
- - Proposed West London Orbital line
- Borough boundary
- Design Code Area



**Map 5: Existing walking routes and distances**








0 0.1 0.25 0.5km

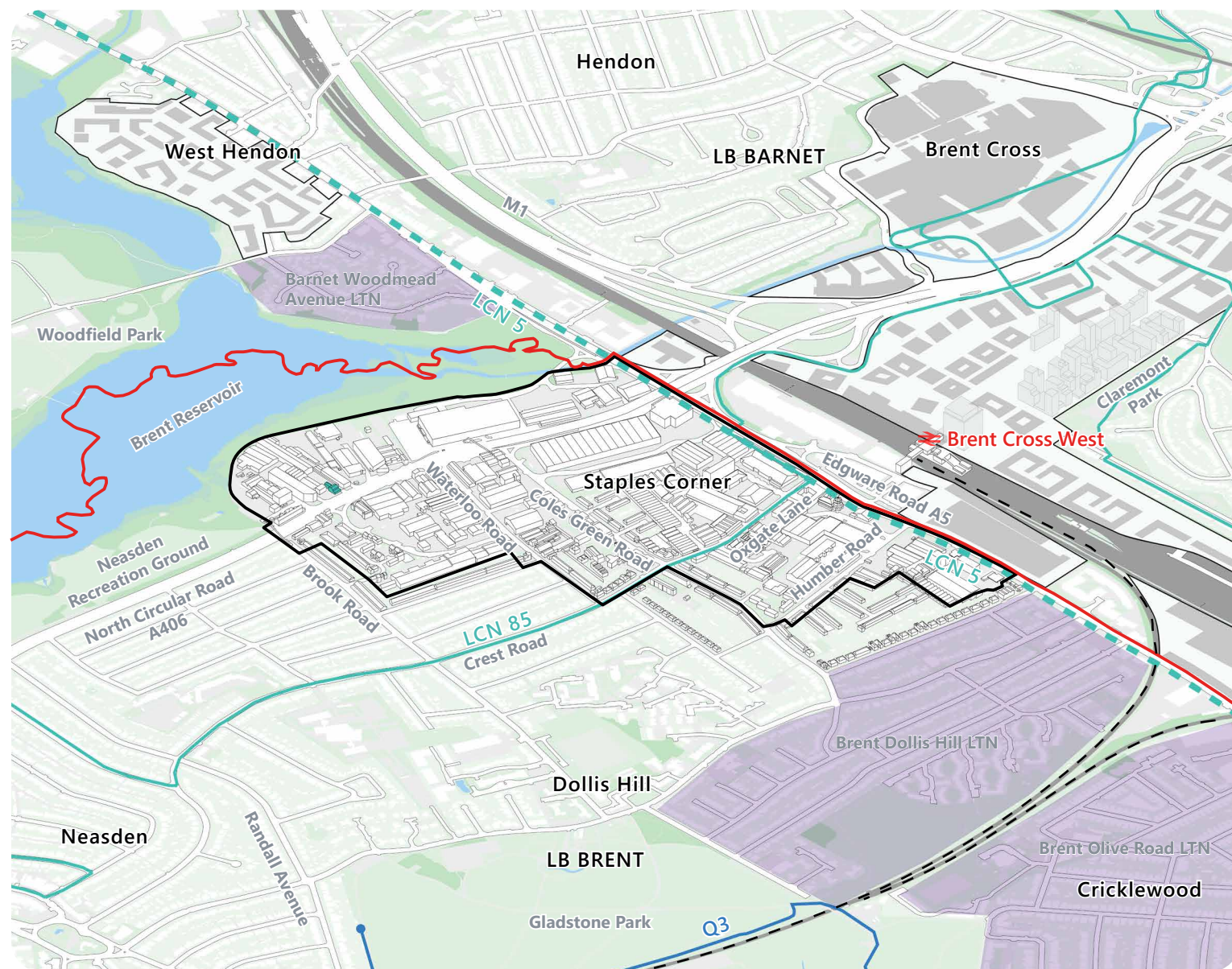
## Cycling Routes

2.3.3 In general, cycle connectivity through and around Staples Corner is limited. Whilst two strategic cycle routes pass through Staples Corner; LCN routes 5 and 85, the quality of the infrastructure is poor and the safety of cyclists is compromised.

2.3.4 There are also gaps in the infrastructure, such as that between TfL Quietway 3 and LCN route 85 through Gladstone Park.

### Key

-  London Cycle Network route
-  Proposed cycle route
-  TfL Quietway to Regent's Park
-  Cycle shop
-  Low Traffic Neighbourhoods
-  Borough boundary
-  Design Code Area



**Map 6: Existing cycling routes**






0 0.1 0.25 0.5km

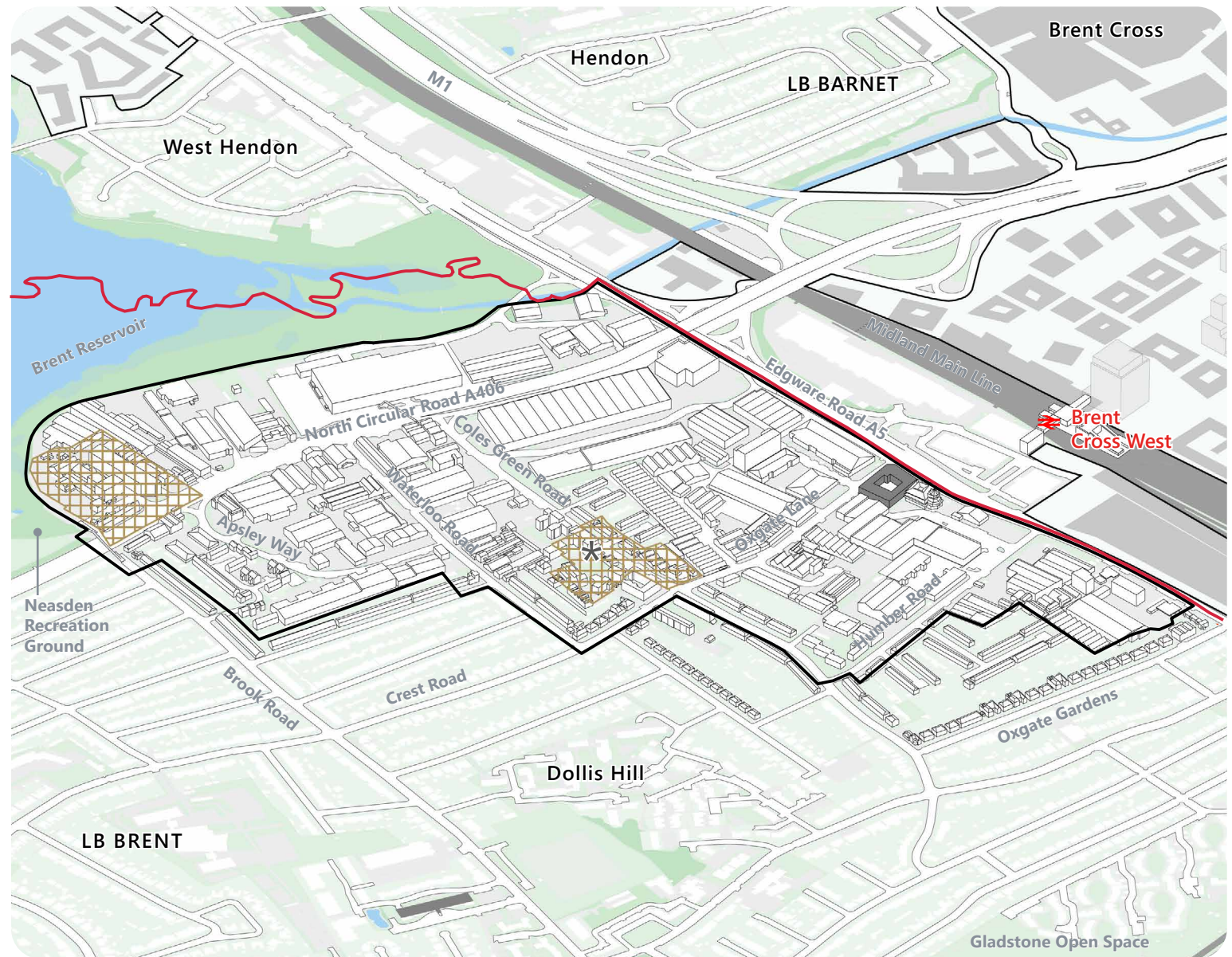
## 2.4 Notable Local Assets

### Heritage Assets

- 2.4.1 Within Staples Corner, there are two listed buildings; the Grade II\* listed Oxgate Farm located on Coles Green Road and a locally listed WW2 bunker is located beneath 403-405 Edgware Road.
- 2.4.2 There are also two designated Sites of Archaeological Importance; one to the north-west and one bordering the Growth Area to the east.

#### Key

-  Site of Archaeological Interest
-  Listed building
-  Locally listed building
-  Borough boundary
-  Design Code Area



**Map 7: Existing heritage-related designations**

0 50 100 250m

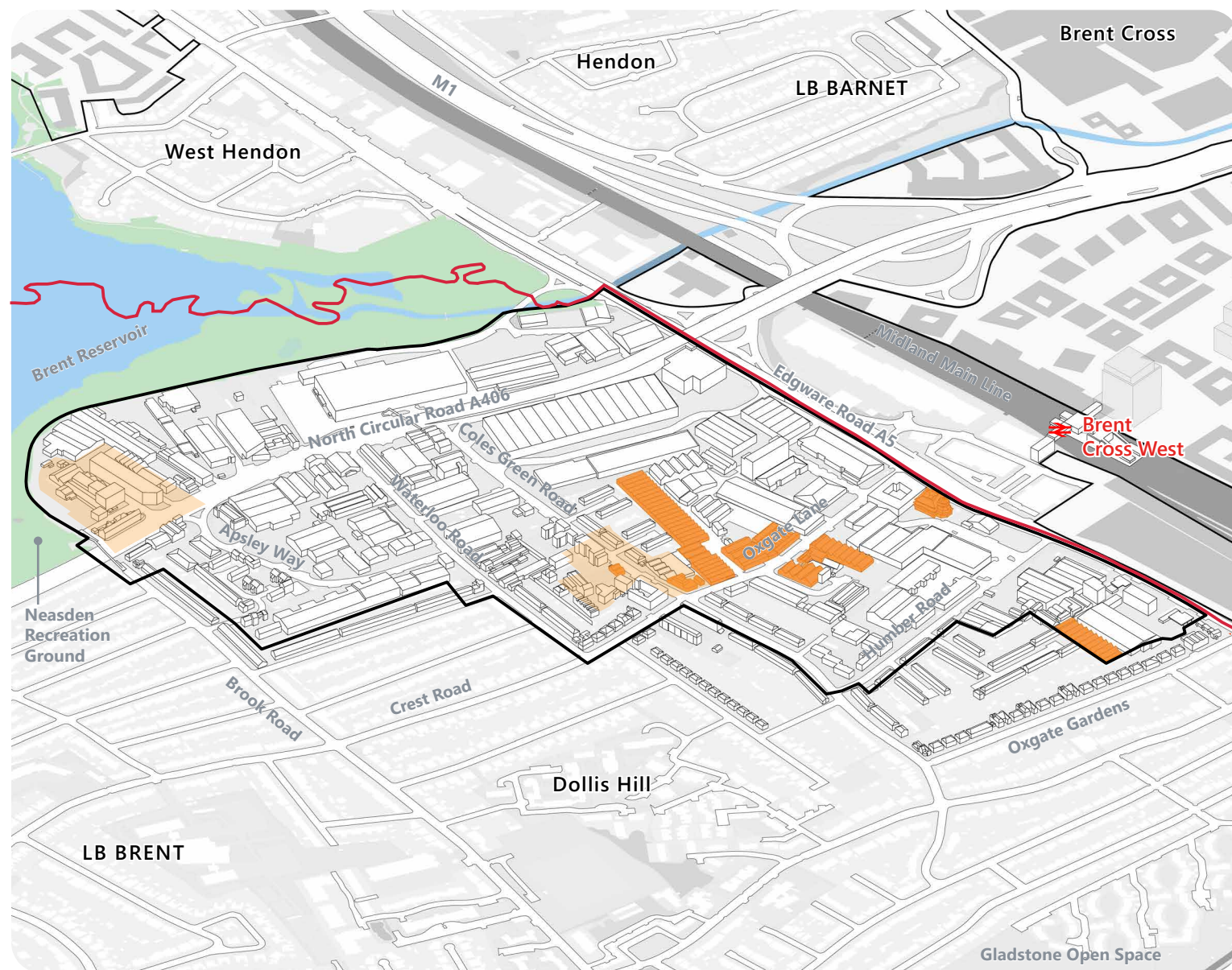
## Landmark Buildings

2.4.3 In addition to the designated heritage assets, there are several other buildings that could be considered as landmarks, such as the Ox & Gate public house and the buildings within the Atlas Business Centre. The latter appears to originate from the early formation of Staples Corner as an industrial area.

2.4.4 China House, which is part of the Wing Yip site also has a distinct and recognisable character for those travelling along Edgware Road.

### Key

- Notable building
- Borough boundary
- Design Code Area



**Map 8: Existing landmarks and buildings of notable architectural character**

0 50 100 250m

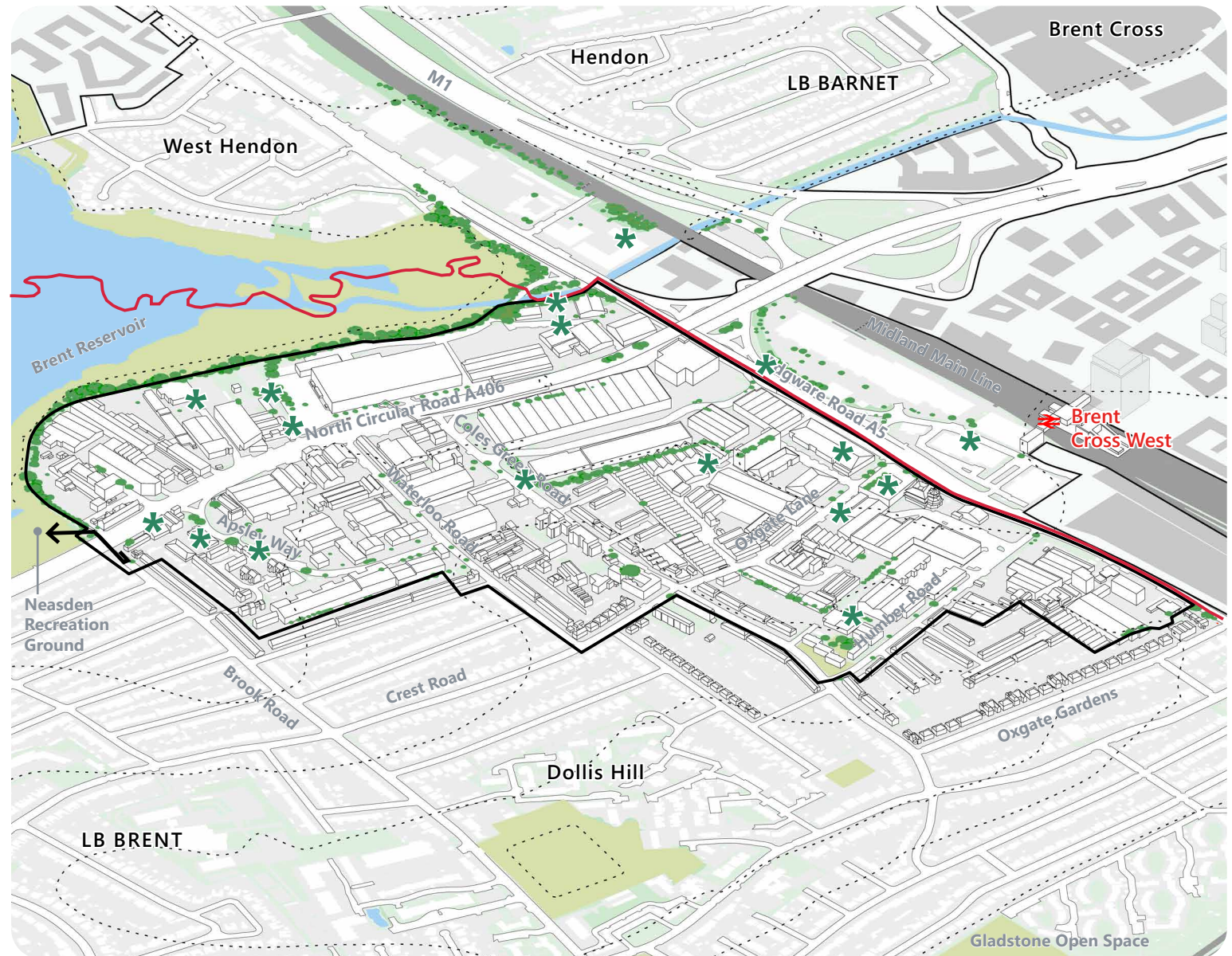
## 2.5 Green and Blue Infrastructure

### Natural Features

- 2.5.1 Staples Corner generally has low ecological value. There are some pockets of denser greenery, but these are generally inaccessible and serve only as visual amenity.
- 2.5.2 Brent Reservoir provides good biodiversity, as well as numerous opportunities for leisure.
- 2.5.3 Much of the River Brent has been culverted and runs in a concrete channel, which removes its natural meander and character.

#### Key

- Open space
- Trees and woodland
- Landscape area
- Water
- Established planting
- Entry point to green space
- Borough boundary
- Design Code Area



**Map 9: Existing green infrastructure and natural features**






0 50 100 250m

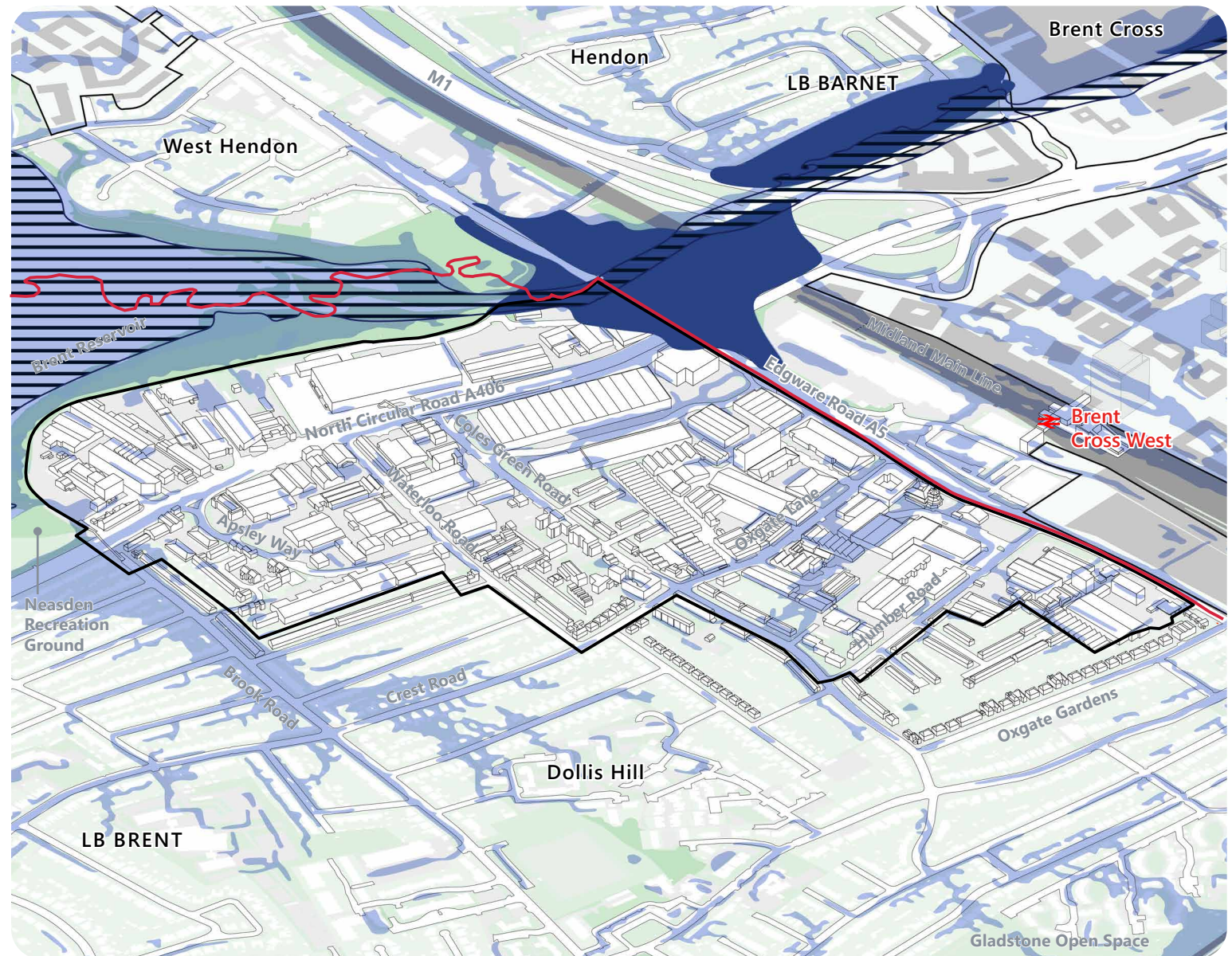
## Flood Risk

2.5.4 The principal fluvial flood risk runs along the course of the River Brent and around the Brent Reservoir, which falls within the 1 in 100 year fluvial flood zone. Wider parts of the area such as Staples Corner roundabout and Edgware Road have a lower probability of flooding, but do have some risk.

2.5.5 Surface water flooding mainly appears on the north-east and north-west of the area and where significant road level changes appear on Oxgate Lane and Coles Green Road.

### Key

-  Flood zone 3
-  Flood zone 2
-  Surface water flood area
-  Borough boundary
-  Design Code Area



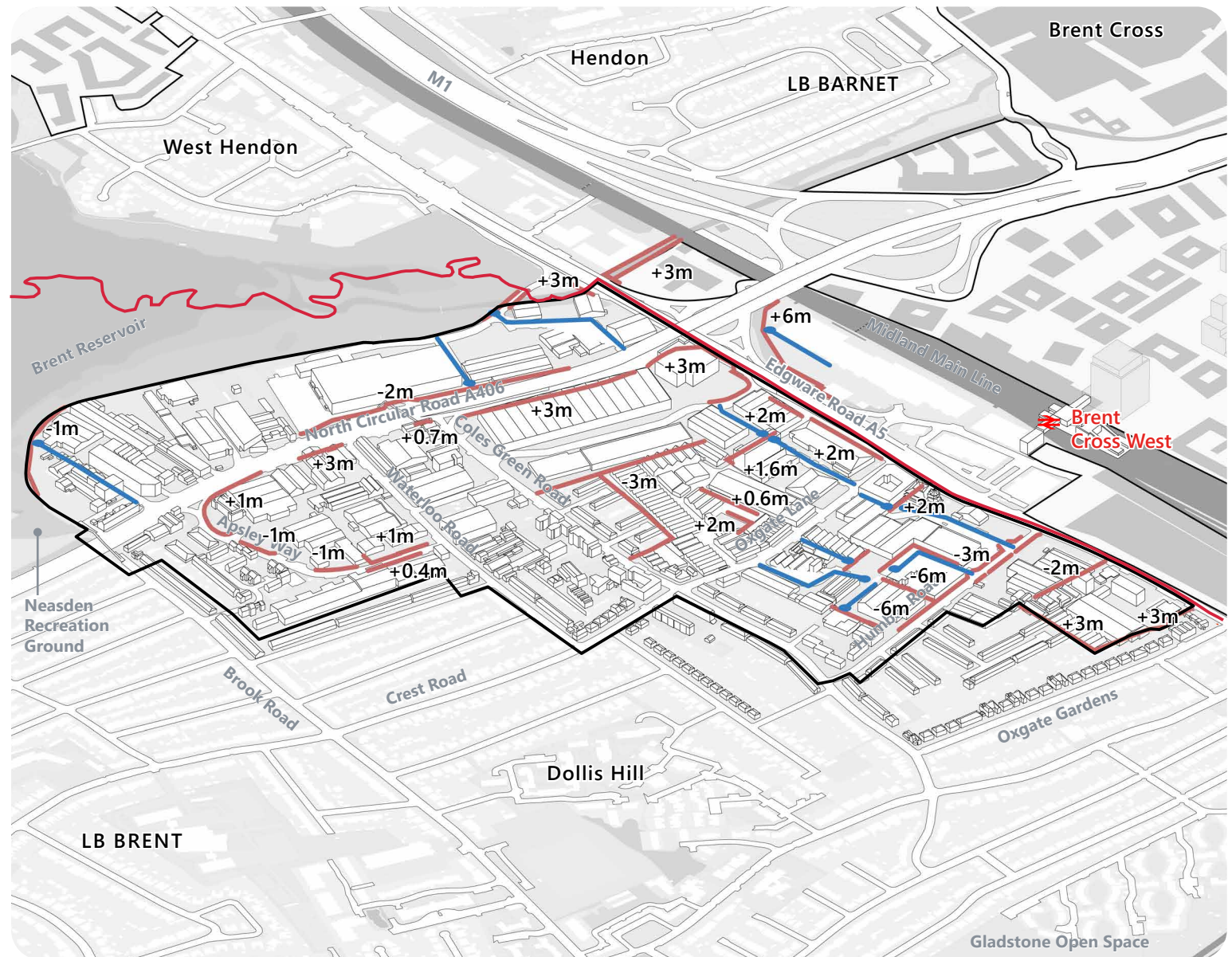
**Map 10: Flood zones in the Staples Corner area**

0 50 100 250m

## 2.6 Landscape and Townscape

### Level Changes

- 2.6.1 Many industrial sites across Staples Corner defy the natural topography of Dollis Hill and are either level, or run opposite to it. This creates many large level changes along ownership boundaries.
- 2.6.2 Often marked by retaining walls, level changes make the area impermeable at many locations and could limit short term walking and cycling connections across Staples Corner.



**Map 11: Level changes in the Staples Corner area**

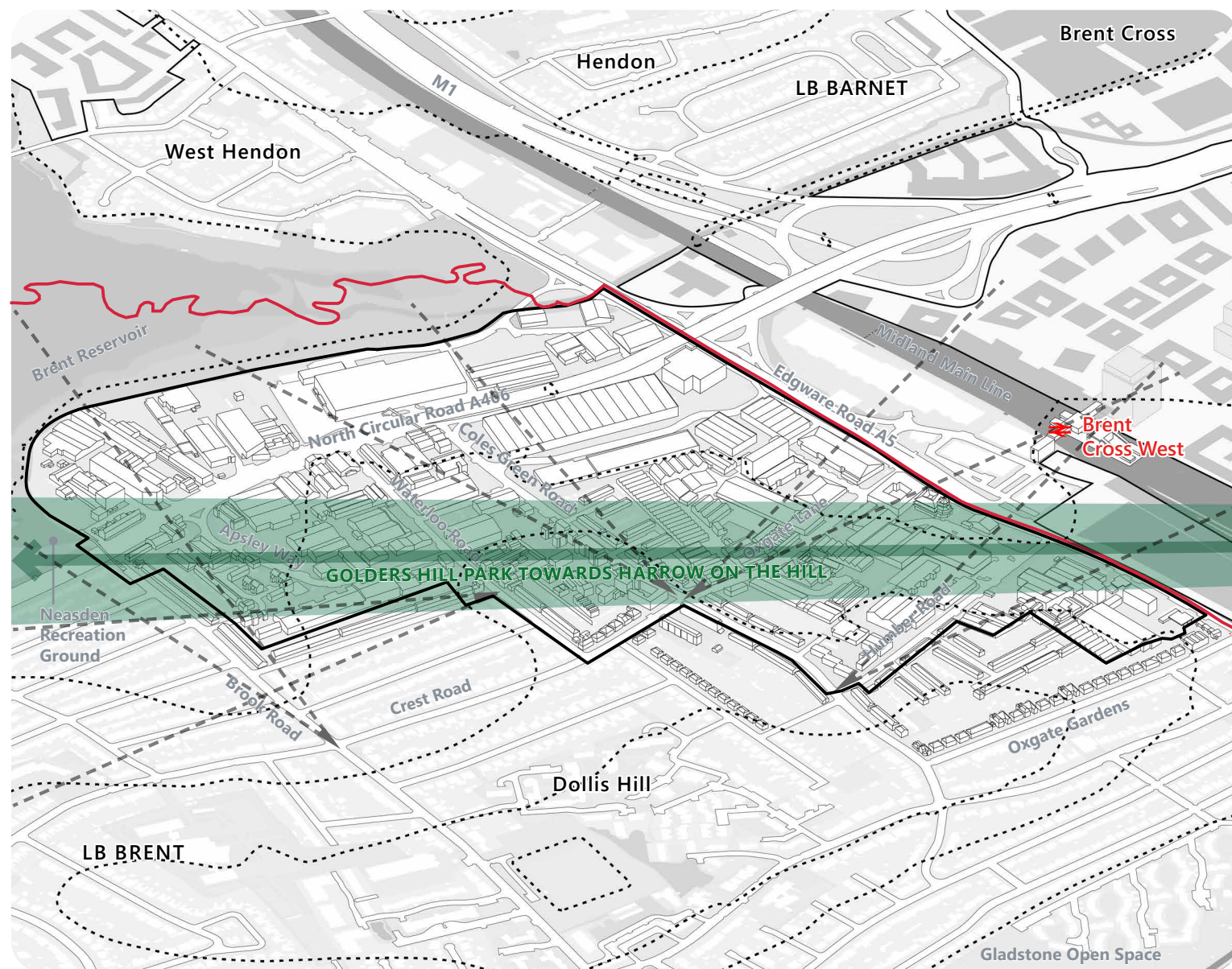
0 50 100 250m

## Views and Vistas

- 2.6.3 There is one protected view across Staples Corner from Golders Hill in the east to Harrow-on-the-Hill in the west.
- 2.6.4 There are a number of expansive views from Staples Corner due to the natural topography of the area, where the land rises up towards the south-west.

### Key

- Protected view
- Significant view from Growth Area
- Contours
- Borough boundary
- Design Code Area



**Map 12: Designated and undesignated views of importance**

0 50 100 250m

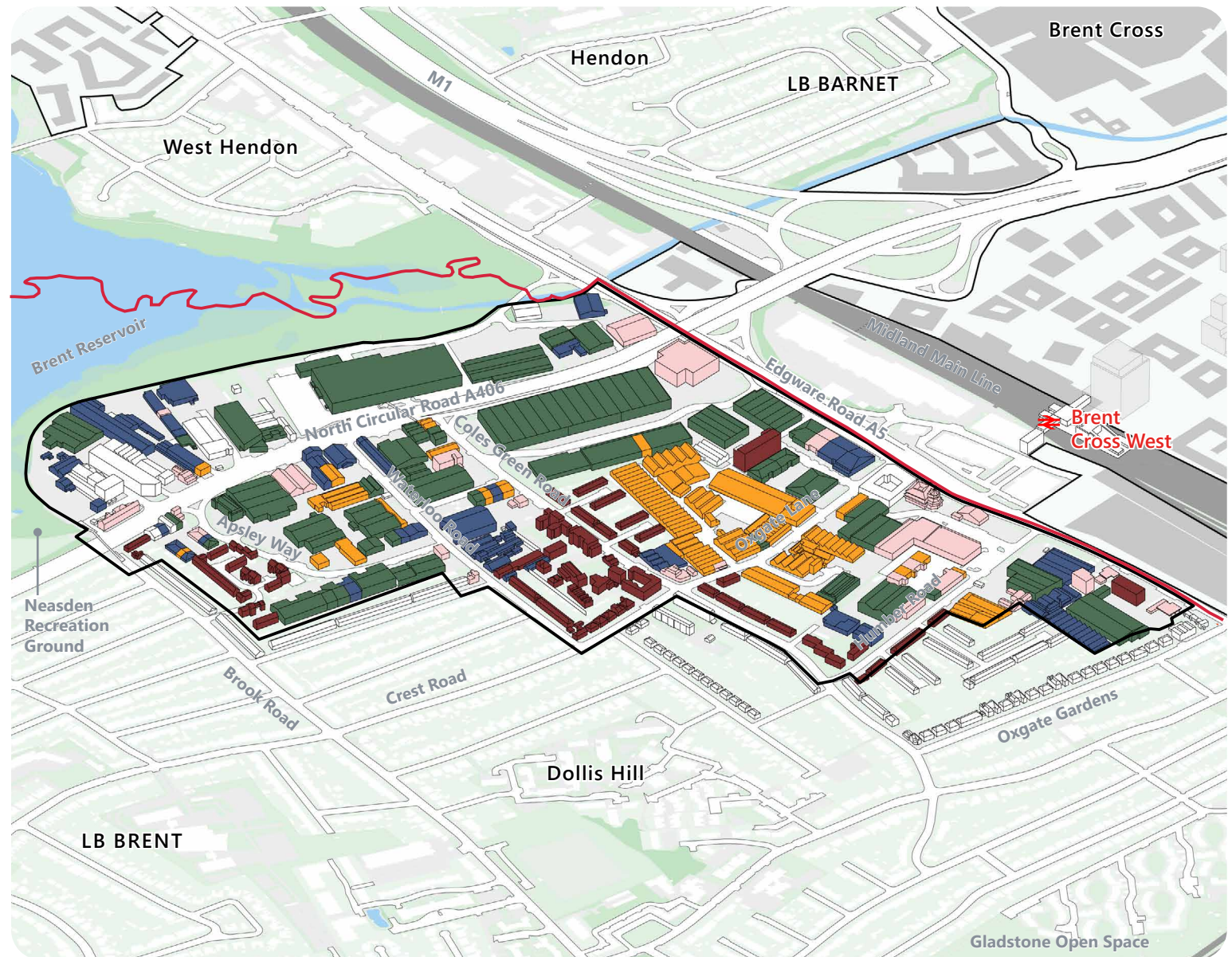
## 2.7 Buildings

### Building Use

- 2.7.1 Most buildings across Staples Corner are currently being used for SIL compliant activities. This includes yard space for businesses that operate largely outdoors, but excludes long-term vacant/derelict buildings.
- 2.7.2 The total amount of floorspace in active industrial use is 208,500sqm.

#### Key

- General industrial
- Warehouse
- Light industrial
- Residential uses
- Non-industrial uses
- Vacant/derelict unit
- Borough boundary
- Design Code Area



**Map 13: Existing building uses**

0 50 100 250m

## Building Typology

2.7.3 There are broadly six prevailing industrial building typologies across the Staples Corner area. Defining these typologies gives a clearer picture of the existing building stock and further analysis of these could inform the design principles of future development across Staples Corner.

2.7.4 **Standalone big box industrial:** this typology is suited for easy vehicular access and located adjacent to the North Circular Road and Edgware Road.

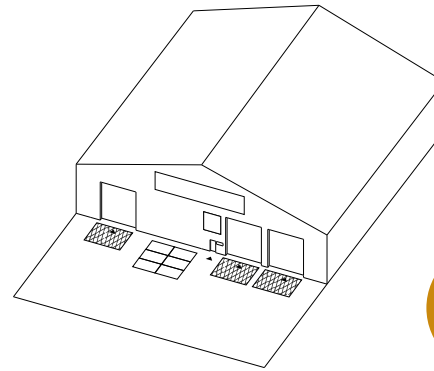
- Typically large-scale logistics access required for industrial activities.
- Typically gross external area (GEA) is over 1,000sqm.

2.7.5 **Industrial estate:** this typology has surrounding context which is unfriendly and illegible for pedestrians. Most often designed with cul-de-sac road layout.

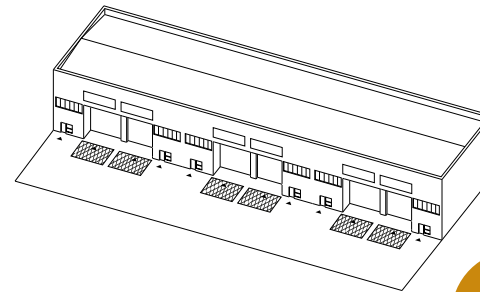
- Typically units share main large scale logistics point of access to the estate.
- Typically multiple units within one or several buildings that accommodate a range of industrial businesses.

2.7.6 **Business centre:** this typology has high employment density due to typically small unit sizes and shared or otherwise unassociated industrial building units at the back.

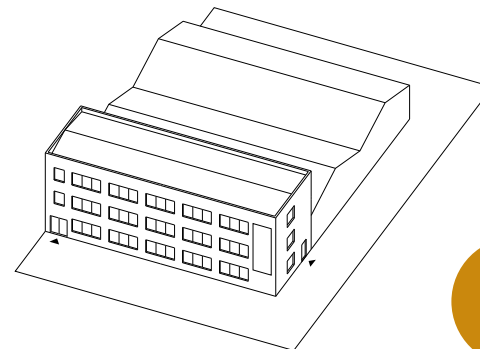
- Typically facade design allow adequate amount of natural daylight in the units.
- General floor-to-ceiling heights.



13%



13%



9%



55 Waterloo Road



The Apsley Centre



Magic House

## Building Typology (continued)

2.7.7 **Traditional style industrial:** this typology comprises industrial buildings built between the 1920s and 1940s, mainly located on residential edges.

- Typically 1 storey.
- Typically vehicular access and logistics designed for deliveries by smaller vehicles.

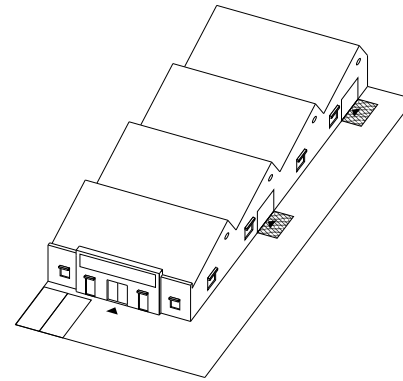
2.7.8 **Industrial with ancillary office space:** this building typology has a mix of office and industrial uses where offices are generally linked to the main production/operation/storage spaces.

- Typically 2-4 storey office.
- Typically secure vehicular entrance at the side or back of the industrial building.

2.7.9 **Fine grain industrial:** this typology is mainly located in the mix of big box industrial to the north of the North Circular Road and on residential edges to the south-west of Staples Corner.

- Typically 1-2 storey.
- Generally internal heights determined by the HGV size.
- Typically separate pedestrian access.

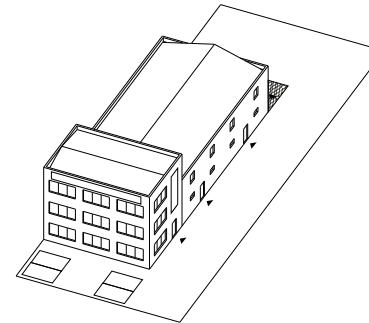
2.7.10 The percentage labels shown against each typology indicate the approximate coverage of that typology across the Staples Corner area.



20%



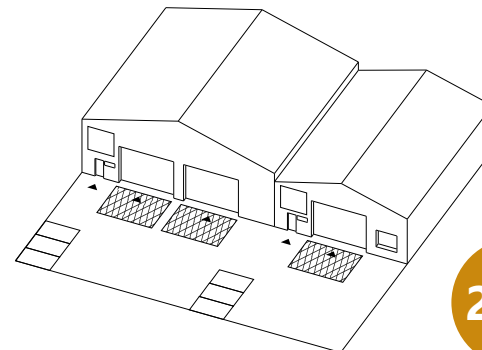
Victoria Works



25%



713A North Circular Road



20%



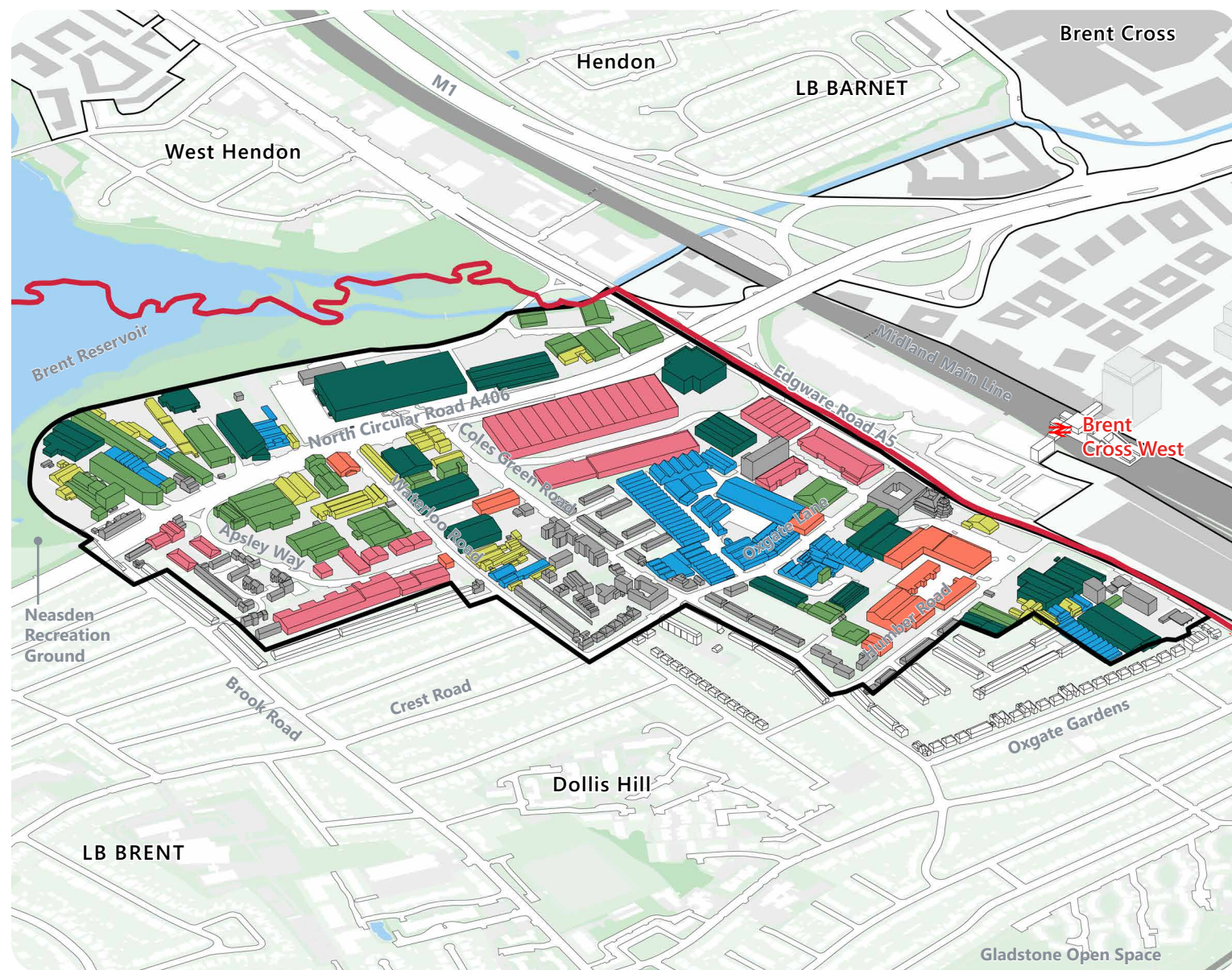
Hunter, North Circular Road

## Building Typology (continued)

- 2.7.11 The six prevailing building typologies identified are relatively evenly distributed across Staples Corner.
- 2.7.12 Much of the larger typologies, however, are often located adjacent to the strategic road network.

### Key

- Standalone big box industrial
- Industrial estate
- Business centre
- Traditional style industrial
- Industrial with ancillary office space
- Fine grain industrial
- Other
- Borough boundary
- Design Code Area



**Map 14: Existing industrial building typologies**

0 50 100 250m





## 3.1 Developing a Vision

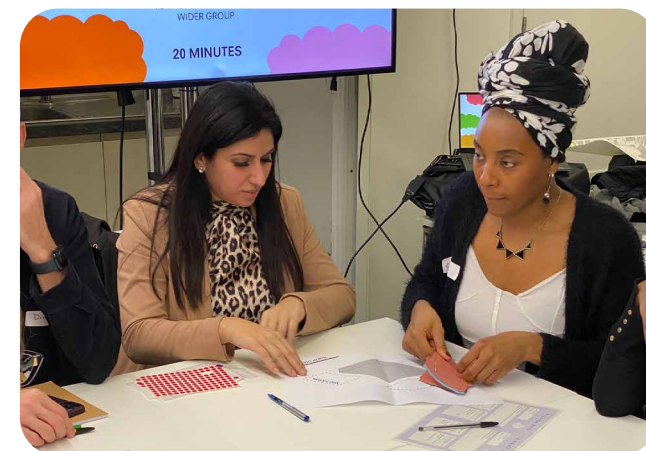
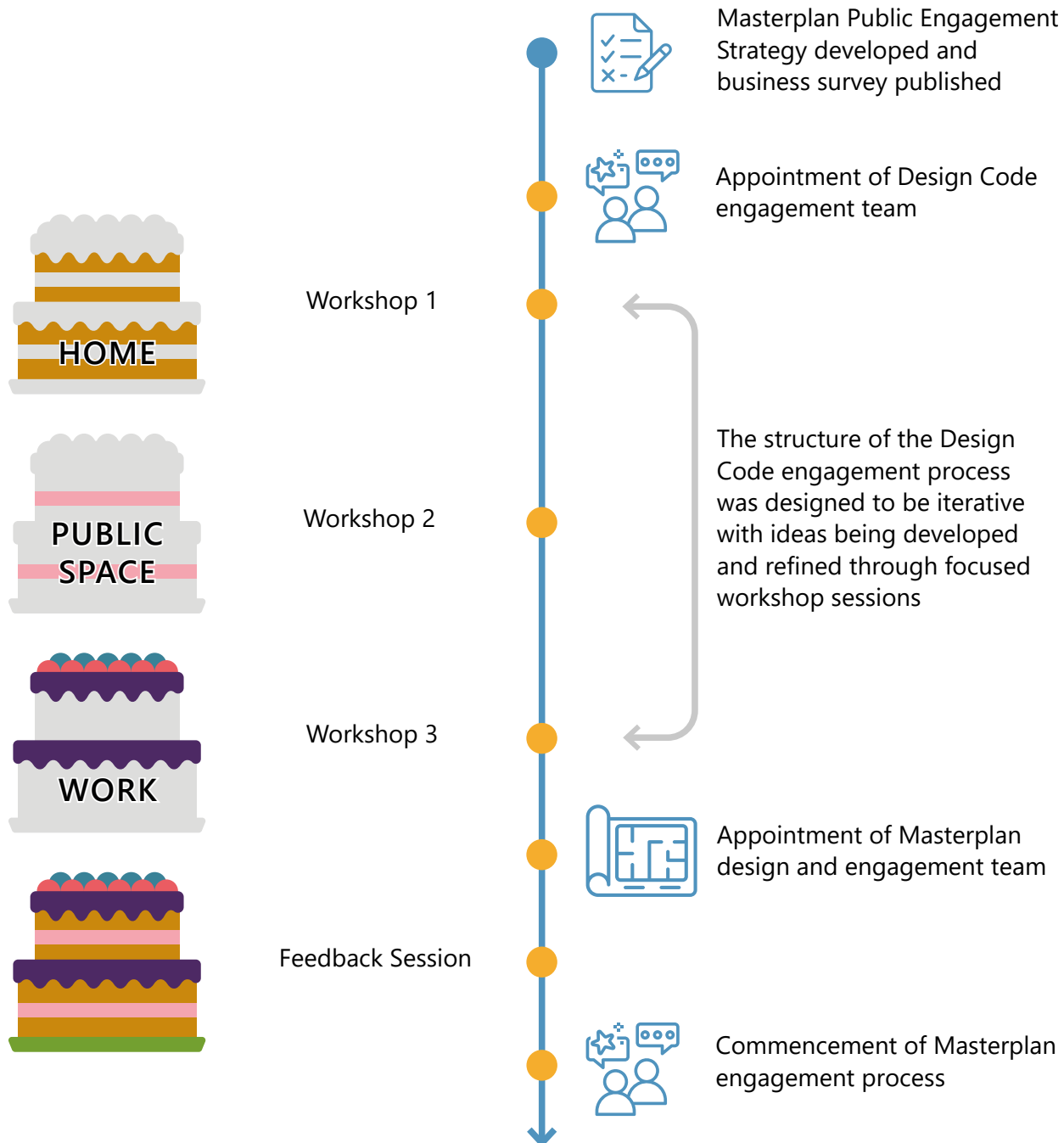
### Approach to Engagement

- 3.1.1 In seeking to develop a vision for Staples Corner as part of this Design Code, the council appointed RCKa to design and implement an engagement strategy underpinned by meaningful and wide-reaching interaction with the local community.
- 3.1.2 As part of the engagement strategy, RCKa worked closely with the council and The Sortition Foundation to recruit a democratically-selected group of people known as the 'Staples Corner Community Champions' to participate in a series of engagement workshops that took place from December 2022 to February 2023.
- 3.1.3 The Sortition Foundation, on behalf of the council, sent 4,000 letters to residents and businesses within and around the Staples Corner Growth Area, inviting them to become Community Champions. The recruitment area was defined based on proximity to the Growth Area and included all of Dollis Hill ward east of Dudden Hill Lane, part of Welsh Harp ward, and parts of LB Barnet to the east of the A5 Edgware Road.
- 3.1.4 The Sortition Foundation selected 25 people to participate as Community Champions using their established methodology for defining focus groups that are truly representative of a particular area. This methodology utilised data from sources including the ONS, NOMIS and Brent Equality Profile and set corresponding proportional targets across a range of demographics such as, gender, age, ethnicity, disability, and educational level.

### Engagement Outcomes

- 3.1.5 The engagement work undertaken during this process has been focused on establishing a series of Guiding Principles, informed by local knowledge, that can be used to support the development of the Design Code.
- 3.1.6 The guiding principles are reflective of a structured, ongoing engagement process with the democratically-selected group of Community Champions. This process will help to ensure that local needs and ambitions are reflected in emerging development proposals.
- 3.1.7 It was important to ensure that the Community Champions were aware of the council's ambition to ensure the engagement process was the start of an ongoing legacy for the group. The council was committed to instilling a sense of ownership and opportunity for growth and impact within the group to ensure the engagement process allowed for wider involvement.
- 3.1.8 The engagement process now underpins not only the Design Code, but also the emerging Masterplan (see **Section 1.2**) helping to build on the experience, skills and trust of the Staples Corner community which includes but is not limited to:
- Staples Corner Community Champions;
  - Workers and employees;
  - Young people;
  - Religious communities;
  - Landowners and businesses; and
  - Professional stakeholders.

DESIGN CODE ENGAGEMENT TIMELINE



## 3.2 The 'Guiding Principles'

- 3.2.1 The guiding principles are thematic mission statements derived through a series of engagement workshops with the Staples Corner Community Champions.
- 3.2.2 Each guiding principle relates to the suggested design code themes set out in the National Model Design Code (see **Table 1**) and based on the ten characteristics of well-designed places set out in the National Design Guide.
- Applicants **must** demonstrate an understanding of these guiding principles within any future applications.
  - Applicants **should** refer to **Chapter 7** which provides examples for how these design principles can be applied and manifested into design proposals.

Context	Public Space
Movement	Use
Nature	Homes and Buildings
Built Form	Resources
Identity	Lifespan

**Table 1: The ten characteristics of well-designed places**

### Destination Corner



Celebrate the opportunity the area and ambitious project brief provide in defining Staples Corner as a place. Proposals should consider its location as a 'Gateway to London' and begin exploring a new identity for the area.

Movement

Identity

### Harmony and Balance



To encourage and foster essential relationships and adjacencies that embed systems of support, balancing challenging constraints with ambitious opportunities. Proposals should be mindful of tensions and facilitate solutions that consider and support all stakeholders.

Public Space

Use

## New Connections



There is an opportunity to stitch new proposals into the historic site context through opening and facilitating new and exciting connections. This is not limited to solely physical vehicular and pedestrian routes and extends to encouraging new connections beyond the boundary to nearby assets.

Nature

Movement

## Celebrate the Existing



Consider the area's established industrial legacy and its role as a vibrant and diverse industrial ecosystem. Respond to the existing communities, built fabric and assets of the area. Celebrate their role in shaping and informing the character of Staples Corner.

Built Form

Use

Resources

## Love and Care



Strategies should cultivate a sense of ownership and encourage users to look after and care for the site, and one another, exploring ideas around safety and that support a sense of community. The area should nurture, encouraging a range of involvement and facilitate new and exciting bonds.

Public Space

Resources

Lifespan

## Unlock Value



Proposals should unlock and increase value (across the area, including environmental, social and economic). It should become a place for opportunity, celebrating its potential to support and enrich the lives of existing and new communities.

Built Form

Use

Lifespan

**A thriving industrial place with a rich mix of uses and efficient servicing.**

**A socially orientated, wellbeing focused place that enables businesses and communities to thrive.**

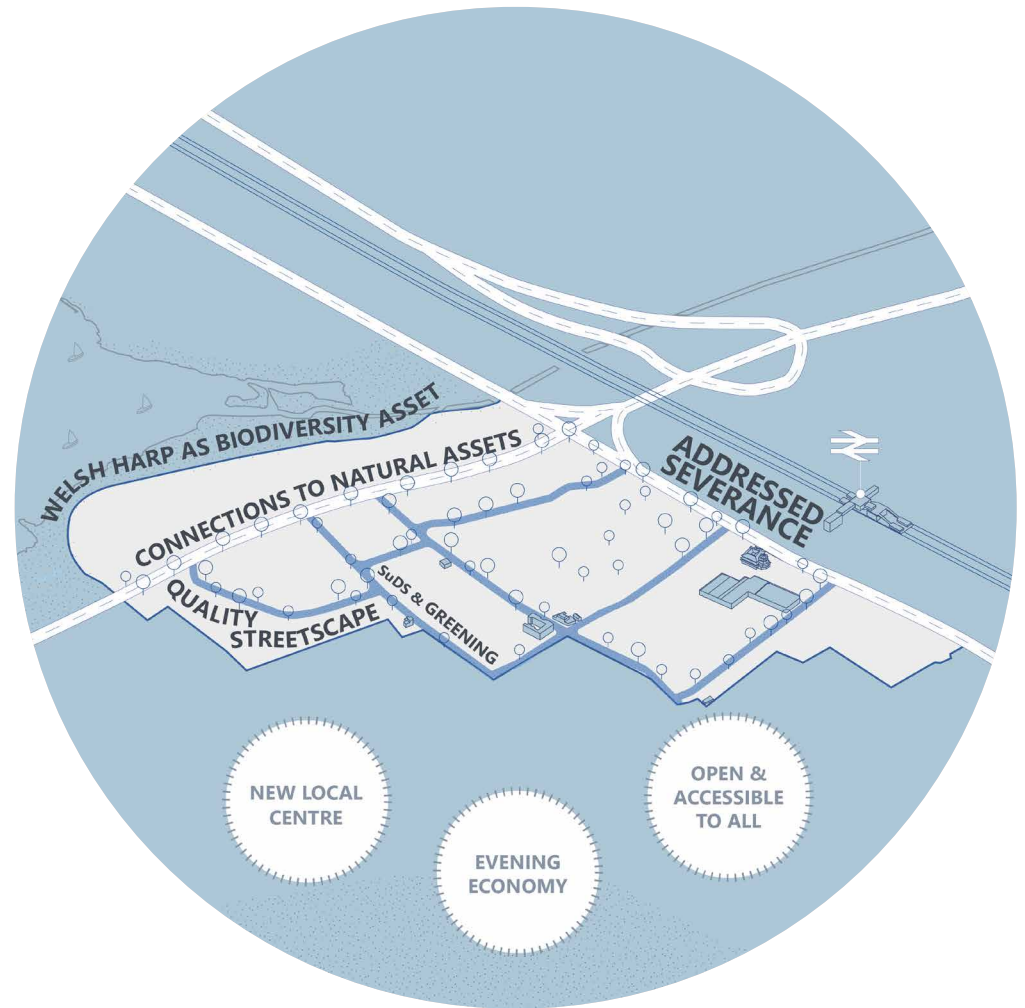
**A place with its own distinct industrial identity and character that offers balanced density for housing and employment needs.**

**A functional and permeable place with improved environment for active travel, health, biodiversity and ecology.**

**A well-designed place that is safe, inclusive and promotes community cohesion and resilience.**

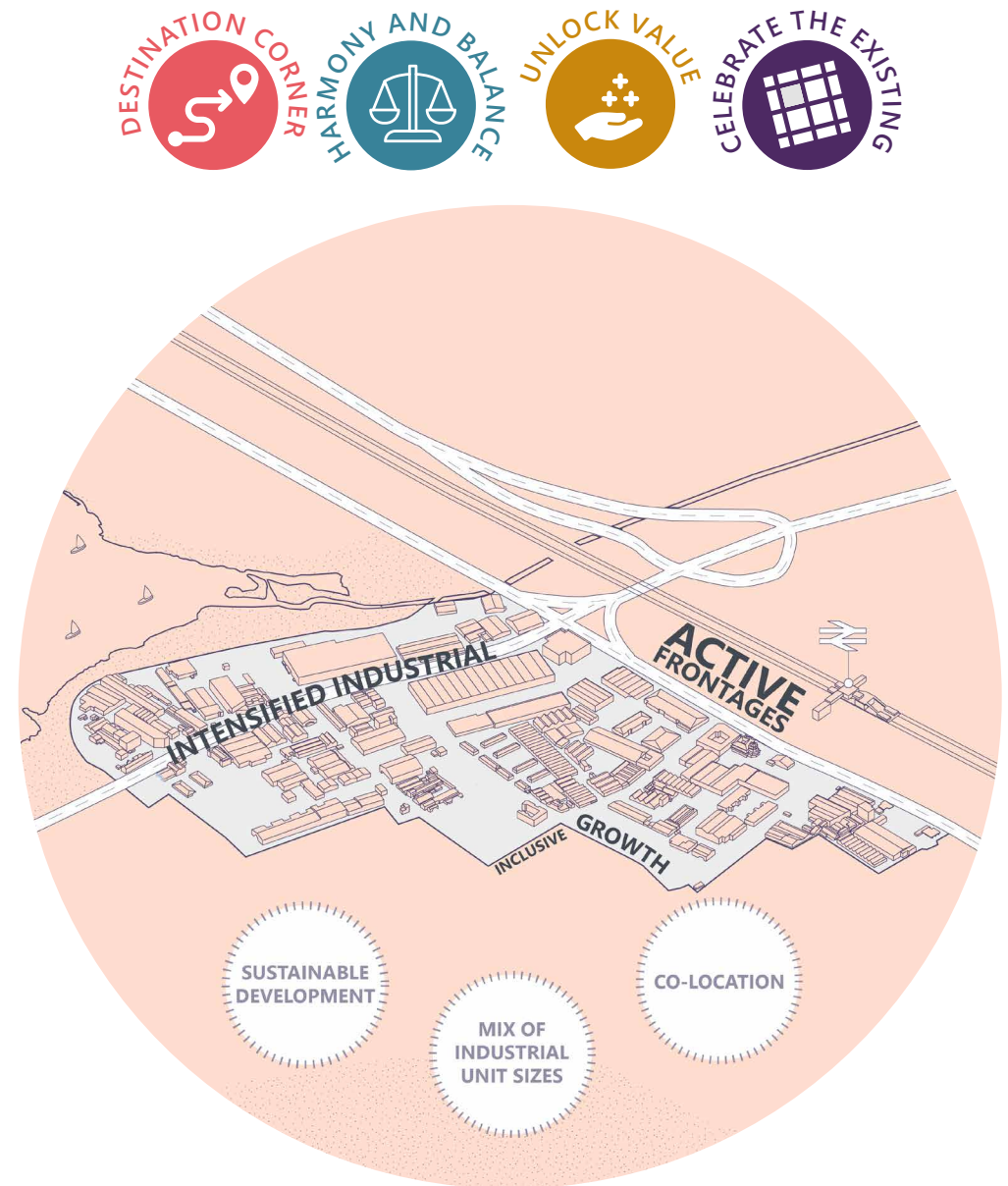
## 3.4 Vision Priority: Placeshaping

- 1) Support the ongoing success of Staples Corner as an industrial area serving a variety of needs.
- 2) Deliver an enhanced movement network that carefully balances efficient industrial servicing with pedestrian and cyclist safety and mobility.
- 3) Improve connections to Brent Cross West Station and address wider issues of severance and legibility.
- 4) Improve connectivity to natural assets and open spaces.
- 5) Recognise the importance of Brent Reservoir/Welsh Harp as a biodiversity asset through restoration or enhancement of natural habitats.
- 6) Enhance the existing local centre and identify opportunities for others that can create a sense of vibrancy and cohesion.
- 7) Introduce an evening economy with a mix of uses and activities that complement the day to day industrial uses.
- 8) Deliver physical and social infrastructure and amenities that support residential and employment populations.
- 9) Embed social value outcomes into development proposals.
- 10) Provide quality streetscape conditions and improve the area's appearance.
- 11) Reveal and enhance the significance of all local heritage assets and consider this when defining the character of the area.



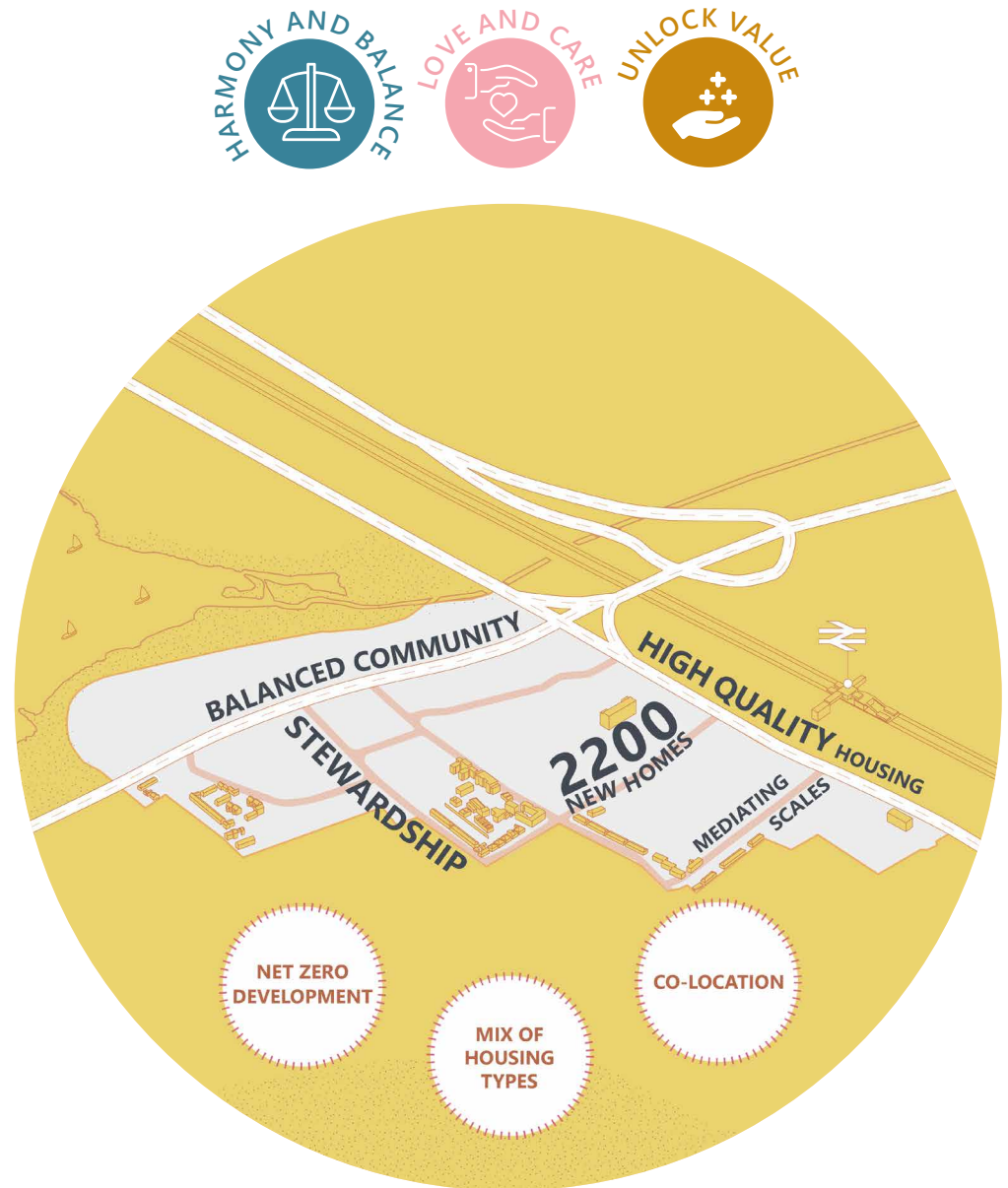
### 3.5 Vision Priority: Intensify Industrial

- 1) Improve connections to the A406 North Circular Road and strategic road network (A5, M1, A41) through provision of new service road loops that better support industrial uses.
- 2) Provide suitable HGV servicing facilities with road junctions designed to be safe and convenient for pedestrians and cyclists.
- 3) Deliver traffic calming on service road loops and at all junctions with local streets.
- 4) Deliver ambitious industrial intensification and new jobs by creating incentives for landowners to intensify their sites.
- 5) Co-locate industrial and residential uses, where suitable.
- 6) Encourage inclusive growth, that benefits both existing and incoming communities.
- 7) Ensure deliverable, sustainable and energy efficient development proposals.
- 8) Create a distinct brand and industrial identity for the Staples Corner area.
- 9) Embed active frontages and change industrial building character from inward to outward facing.



### 3.6 Vision Priority: Deliver Homes

- 1) Deliver net zero carbon design to achieve the highest standards of sustainability and energy efficiency.
- 2) Support a thriving, connected and balanced new residential community.
- 3) Co-locate industrial with residential uses, where suitable, and deliver at least 2,200 homes.
- 4) Reduce the dominance of vehicle traffic on residential streets.
- 5) Encourage stewardship and community wealth building.
- 6) Repair rough edges between industrial and residential uses by better mediating scales of development.
- 7) Optimise efficient use of land and deliver high quality housing stock.
- 8) Provide a mix of housing types, sizes and tenures to meet current and future needs.



## 3.7 Vision Priority: Health & Wellbeing

### Integrating Health, Wellbeing and Socially-Conscious Outcomes

- 3.7.1 The strategic ambition for this Design Code is to create “a socially orientated, wellbeing focused place that allows businesses and communities to thrive.”
- 3.7.2 In order to demonstrate and strengthen the strategic ambition identified through the exemplary community engagement process, evidence-informed wellbeing-led principles can be developed for addressing health, loneliness and maximising the benefits of green infrastructure.

### Identifying Outcomes for Wellbeing

- 3.7.3 The new Place Quality Framework, set out in Brent’s Residential Amenity Space & Place Quality SPD, can be applied as a tool to help identify and integrate health and sociability considerations into this Design Code. This would assist with emphasising the design outcomes for people’s quality of life.
- 3.7.4 The framework considers three dimensions of impact: health and wellbeing; community and belonging; and vibrant and inclusive places. Each of these includes three criteria that act as “building blocks” for people-focused place:
- **Health and wellbeing:** Comfortable, active, and relaxing places; attractive, restorative, and natural places; usable, cared for, and empowering places.
  - **Community and belonging:** Distinctive places; sociable places; places that build community; and
  - **Vibrant and inclusive places:** Safe, legible, and welcoming places; lively, integrated, and equitable places; places for different user needs.



“Achieving well-designed places through design codes sits within a wider planning policy framework to create places that are safe, inclusive and accessible and which promote health and well-being, quality of life, community cohesion and enhance resilience”

Office for Health Improvement and Disparities (OHID) emerging guidance on integrating health into design codes (draft due to be published late 2023 and title TBC)

### **Locally-Specific to Engagement Outcomes**

3.7.5 The framework is outcomes-based and can generate a set of locally-focused principles that integrate with the Design Code. Based on the engagement, this would explicitly set out how outcomes for quality of life are prioritised through the Design Code. This can include topics such as:

- Creating safe places that address anti-social behaviour;
- Meeting specific user needs, young people and a sense of belonging;
- Achieving good air quality and a good noise environment;
- Accessibility of green infrastructure;
- Good quality and quantity of amenity for both business and resident communities; and
- Establishing a sense of belonging and identity.



# 4 CODING PLAN

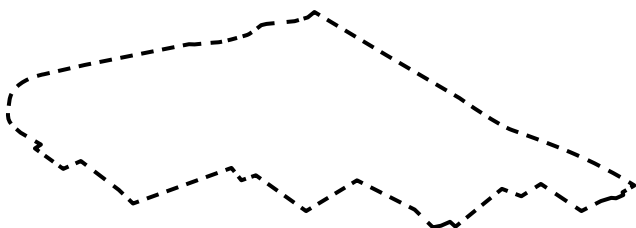
### Emerging Masterplan

- 4.1.1 As set out in **Section 1.2**, this Design Code has been developed alongside an emerging Masterplan and takes cues from key decisions made so far as part of the masterplanning process. Equally, aspects of the Design Code have influenced the emerging Masterplan as part of the design coding process.
- 4.1.2 With the masterplanning process still ongoing, the scope of this Design Code is limited to address matters that do not prejudice key decisions yet to be made, particularly around land use. As such, it is not possible to develop a code based on an area type approach as the extent of transformation at Staples Corner is not wholly quantifiable at this stage.
- 4.1.3 However, the council intends for this Design Code to become an important part of the future Staples Corner Masterplan SPD. Therefore, the Design Code will remain at 'draft' status after its consultation period has closed and until such a time that the Masterplan SPD is adopted.

### Effective Design Coding

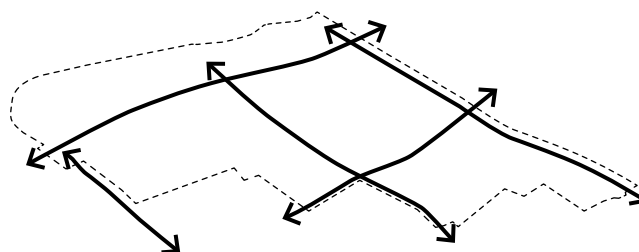
- 4.1.4 To ensure this Design Code is effective in the short to medium term, it has been carefully structured to provide a hierarchy of design codes. In lieu of the Masterplan, this hierarchy ensures that a baseline level of design codes apply to all of the Design Code Area.
- 4.1.5 Where it has been necessary, or indeed possible, to provide a more detailed level of design codes, these have been introduced and apply to certain parts of the Design Code Area. Generally, these are either sites anticipated as those more likely to come forward for development or areas of strategic importance for infrastructure delivery.
- 4.1.6 The Design Code 'navigator' set out on **Page 12** is intended to help applicants easily identify where their site is located within the Design Code Area and what design codes apply to it. In not following an area type approach, the Design Code Area is split into six initial character areas (see **Section 4.3**).

## 4.2 Hierarchy of Design Codes



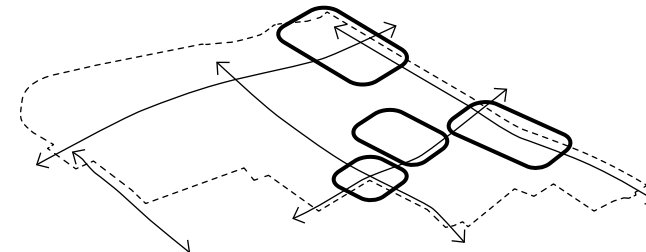
### Area-Wide Design Codes

- 4.2.1 Character Areas 1-6 are covered by area-wide design codes related to themes that do not prejudice the emerging Masterplan. These are set out in **Section 5**.
- 4.2.2 These design codes relate primarily to the importance of improving the movement network and public realm, providing more and better access to green infrastructure, enhancing the character of the area and improving architectural quality, and tackling climate change.
- 4.2.3 If an applicant requires further information on matters not covered, such as land use or building heights etc. then they should refer to the Brent Local Plan.



### Street-Focused Design Codes

- 4.2.4 Key roads within Character Areas 1-6 have been defined as 'Streets' to illustrate specific street-focussed design codes. These five 'Streets' are set out in **Section 6**.
- 4.2.5 These design codes relate primarily to the importance of delivering active travel infrastructure, providing street greening and sustainable drainage, defining how buildings interface with public realm, and creating a safe, legible and inclusive streetscape for all.
- 4.2.6 If an applicant's site is not related to one of these five 'Streets', then they must reference the design codes set out in **Section 5**.



### Place-Focused Design Codes

- 4.2.7 Key sites within each of Character Areas 1-4 have been defined as 'Places' to illustrate specific place-focussed design codes. These four 'Places' are set out in **Section 7**.
- 4.2.8 These design codes relate primarily to how individual parts of Staples Corner might be transformed over time to become characterful and distinct clusters.
- 4.2.9 If an applicant's site is not located within one of these four 'Places', then they must reference the design codes set out in **Section 5**, and possibly **Section 6** if applicable to their site(s).

## 4.3 Character Areas

4.3.1 Six initial character areas have been identified for the purposes of this Design Code. These are set out below and illustrated opposite:

- 1) Staples Cross
- 2) The Broadway
- 3) Oxgate & Humber
- 4) Oxgate Circus
- 5) Waterloo & Apsley
- 6) Brentwater

4.3.2 As an initial grouping of sites these acknowledge, but do not follow, land ownership boundaries and will likely change as the emerging masterplan comes forward.

4.3.3 The descriptors across the following pages summarise the existing condition and a brief future ambition for each of the initial character areas. These have been informed by the contextual assessment and vision set out in **Section 2** and **Section 3**.



**Figure 2: Proposed initial character area boundaries**

1

## Staples Cross

### A place as it is:

- 1) Key transport infrastructure, oversized junction and vehicle dominance.
- 2) Strong historic links to placemaking.
- 3) Mix of industrial with ancillary office space and mono-use car rental and sales uses. Average quality building stock.
- 4) Mix of storage and distribution, and wholesale and retail uses with logistics building typology.
- 5) Accessible and desirable location for businesses requiring access to the North Circular Road.

### A place as it might be:

- 1) An exemplar
- 2) Signature gateway architecture and identity.
- 3) Uses supporting gateway location.
- 4) Opportunity for high-density development.
- 5) Safe and legible public realm that prioritises pedestrians and cyclists.
- 6) Enhanced green buffer zones and set back from the North Circular Road.

2

## The Broadway

### A place as it is:

- 1) Key transport infrastructure.
- 2) Vehicular dominance with poor pedestrian and cycle connections.
- 3) Mix of light industrial, retail and residential uses. Mixed quality building stock.
- 4) Landmark building.

### A place as it might be:

- 1) Connections to Brent Cross West train station and Brent Cross Town.
- 2) Opportunity for high-density development.
- 3) Improved public realm that creates safe and legible routes for pedestrians and cyclists.
- 4) Improved servicing access for industrial uses.
- 5) Enhanced connectivity that addresses issues of severance.
- 6) Mixed use and social infrastructure uses.
- 7) Signature gateway architecture and identity for Staples Corner and Brent.

3

## Oxgate & Humber

### A place as it is:

- 1) Transition from the busy Edgware Road environment to industrial and residential area.
- 2) Character dominated with traditional style industrial building typology.
- 3) Mix of light industrial, retail and residential uses. Good quality building stock.
- 4) Varying level changes in topography.

### A place as it might be:

- 1) Connections to Brent Cross West train station and Brent Cross Town.
- 2) Improved public realm that prioritises pedestrians and cyclists and enhances the existing LCN 85 cycle route.
- 3) Community assets and place to celebrate industrial heritage.
- 4) Opportunity for high-density development.
- 5) Reduced scale in transitional areas that interface with adjoining residential areas.

4

## Oxgate Circus

### A place as it is:

- 1) Gateway site/entrance to Staples Corner.
- 2) Mixed-use, predominantly retail and housing.
- 3) Oversized junction barrier for pedestrians and cyclists.

### A place as it might be:

- 1) Improved connectivity and identity for Staples Corner.
- 2) Public realm and connectivity improvements required.
- 3) Improved residential edges and site permeability.
- 4) Opportunity for a landmark building.
- 5) Reduced scale in transitional areas that interface with adjoining residential areas.

5

## Waterloo & Apsley

### A place as it is:

- 1) Dominated by a mix of fine grain industrial, industrial with ancillary office space and industrial estate typologies with wholesale uses.
- 2) Threshold between residential and industrial.
- 3) Key transport infrastructure.
- 4) Vehicle dominance.
- 5) Buildings highly visible on the North Circular Road.
- 6) Falls within protected view corridor.
- 7) Varying level changes in topography.

### A place as it might be:

- 1) Enhanced green buffer zones and set back from the North Circular Road.
- 2) Public realm and connectivity improvements required.
- 3) Improved public realm that prioritises pedestrians and cyclists.
- 4) Reduced scale in transitional areas that interface with adjoining residential areas.

6

## Brentwater

### A place as it is:

- 1) Characterised by generally deep, narrow sites and land ownership.
- 2) Data centre hub with storage and distribution uses. Large box building typology with good quality building stock.
- 3) Industrial with ancillary office space and fine grain industrial building typology. Medium-poor quality building stock.
- 4) No access to the Brent Reservoir/Welsh Harp.
- 5) Sensitive to flooding and wildlife.

### A place as it might be:

- 6) Safe and legible public realm that prioritises pedestrians and cyclists.
- 7) Connecting to the Brent Reservoir/Welsh Harp blue and green assets.
- 8) Enhanced green buffer zones and set back from North Circular.





## 5.1 Movement

5.1.1 Based on the 'Guiding Principles', the vision for Staples Corner and analysis of the context, our aspirations in terms of movement are to:

- Make Brent Reservoir and other natural assets more accessible;
- Consistently promote sustainable modes of transport and active travel;
- Deliver exemplary healthy streets;
- Create restful routes;
- Support better air quality;
- Meet industrial/employment infrastructure needs; and
- Consolidate movement, delivery and waste logistics on A5 by creating a movement hierarchy and coordination.

5.1.2 These aspirations form the basis of the design codes set out in **Table 2** and are illustrated in **Figure 3**.

5.1.3 The classification of streets has been informed by the TfL Streetscape Typologies.

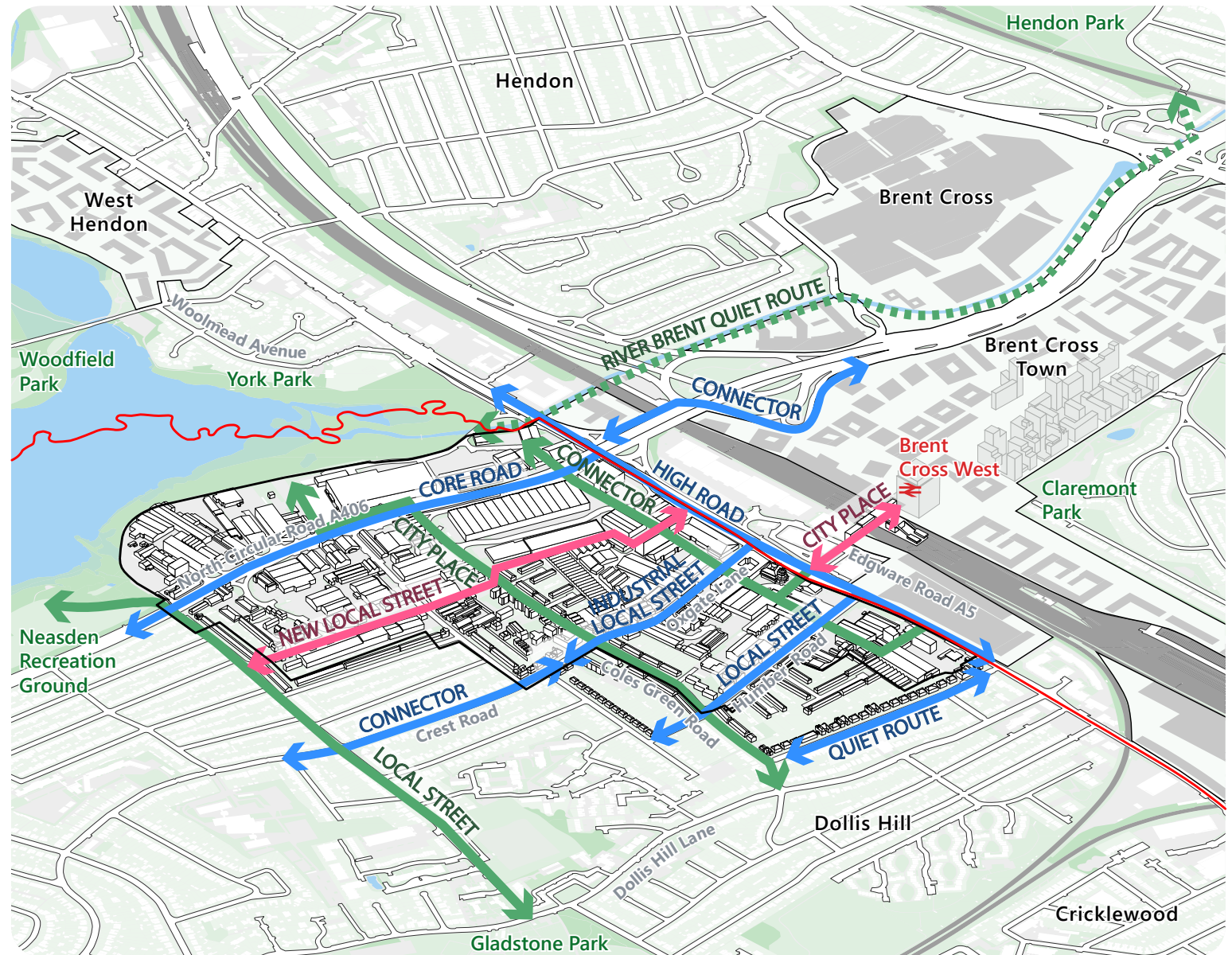
M.01.A	Neasden Recreation Ground, Brent Reservoir and other natural assets <b>must</b> be more accessible to the surrounding area.
M.02.A	Priority <b>must</b> be given to the provision of active travel and public transport infrastructure.
M.03.A	New streets and connections <b>must</b> be delivered through comprehensive and area-wide approach to movement and permeability.
M.04.A	Healthy Streets principles <b>must</b> be applied to all parts of the movement network.
M.05.A	New pedestrian crossings <b>must</b> be safe, accessible and legible.
M.06.A	Two-way servicing and emergency access routes <b>must</b> have a minimum carriageway width of 7.3 metres.
M.07.A	Corner radii <b>must</b> be an appropriate dimension to allow for servicing vehicles and <b>must</b> be designed to lower vehicle speeds.
M.08.A	A minimum footway clear width of 2 metres <b>must</b> be provided, with no less than 1.5 metres clear width provided where this is not possible.
M.09.A	A comprehensive and area-wide approach <b>should</b> be taken to servicing and vehicle movements.
M.10.A	Residential streets that are also servicing routes <b>should</b> incorporate front gardens/defensible space at a minimum depth of 3 metres.
M.11.A	Development proposals <b>should</b> provide permeable paving to car parking and loading bays, where suitable.
M.12.A	Development proposals <b>could</b> support provision of new connections to the Brent Reservoir and Neasden Recreation Ground through financial contributions

**Table 2: Area-wide movement design codes**



#### Key

- Green links prioritising pedestrian movement and facilities
- Connecting routes with pedestrian and cycle facilities
- Missing links prioritising pedestrian movement and facilities
- River Brent restoration route prioritising pedestrian movement and facilities
- Borough boundary
- Design Code area



**Figure 3: Movement network principles**

## 5.2 Nature

5.2.1 Based on the 'Guiding Principles', the vision for Staples Corner and analysis of the context, our aspirations in terms of nature are to:

- Meet and exceed, where possible, biodiversity net gain and Urban Greening Factor;
- Support wildlife nesting and consider concerns over connections and access to the Brent Reservoir;
- Create green and blue visual amenity;
- Tie green assets into a connected green space network; and
- Tackle flooding and extend blue networks to support biodiversity.

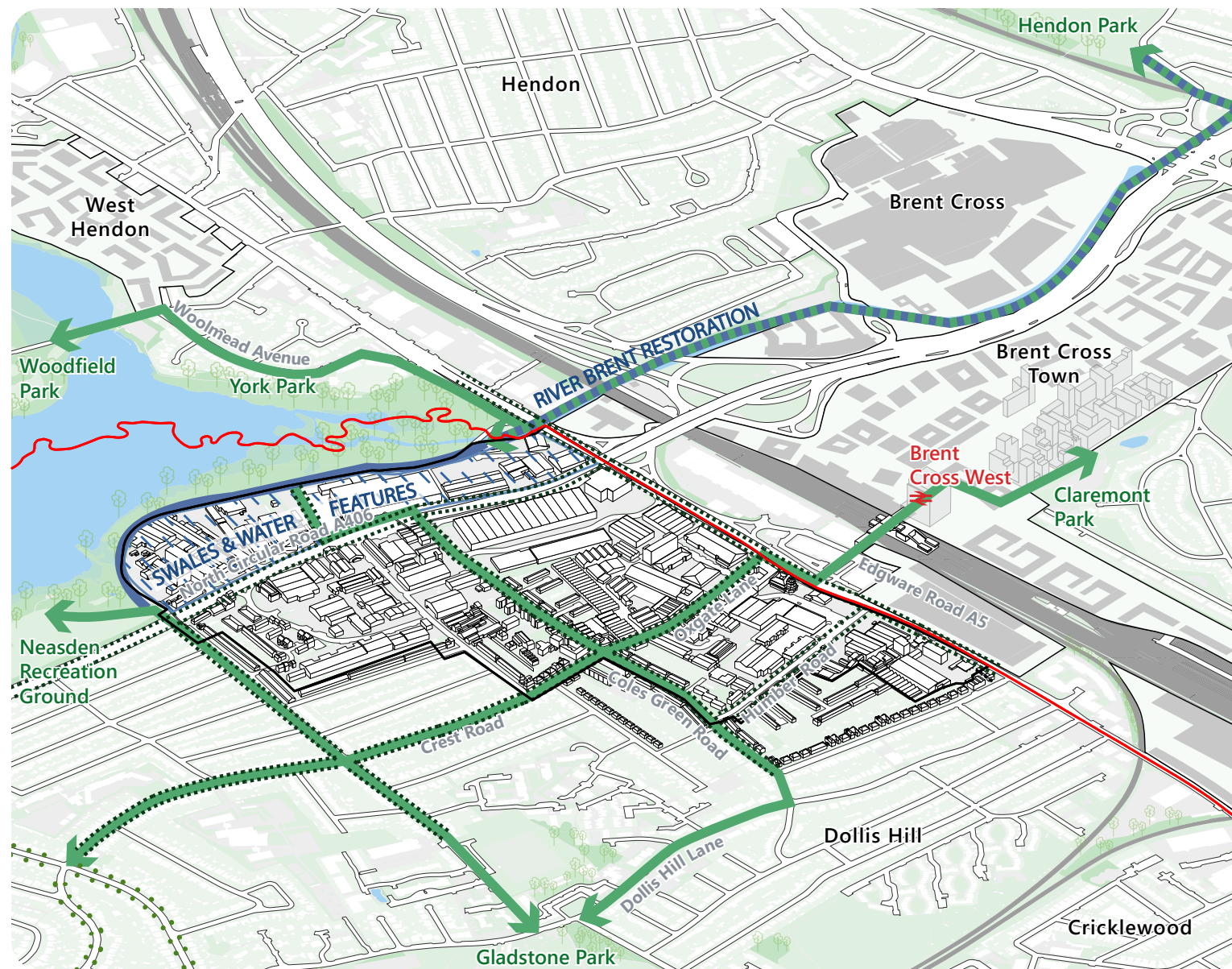
5.2.2 These aspirations form the basis of the design codes set out in **Table 3** and are illustrated in **Figure 4**.

N.01.A	Existing green and blue assets, and wildlife habitats, <b>must</b> be protected and enhanced.
N.02.A	Any loss of green space that contributes to the character, biodiversity and/or amenity of the area <b>must</b> be mitigated through re-provision.
N.03.A	A comprehensive and area-wide approach <b>must</b> be taken to street tree planting and the provision of other green infrastructure.
N.04.A	All new and existing streets <b>must</b> be tree-lined.
N.05.A	A comprehensive and area-wide approach <b>must</b> be taken to SuDs and the mitigation of surface water and fluvial flooding.
N.06.A	Development proposals <b>must</b> integrate water management, and enhance biodiversity and habitats, particularly within proximity of Brent Reservoir.
N.07.A	Artificial grass, planting and other soft landscaping <b>must not</b> be provided within any development proposals.
N.08.A	New or enhanced green spaces <b>should</b> retain existing mature trees and established vegetation.
N.09.A	Development proposals <b>should</b> establish a clear distinction between private, communal and public spaces through well-designed boundary treatments, such as hedge planting, or similar.
N.10.A	Tree pits <b>should</b> be a minimum width of either 1.5x1.5 metres or 1.5 metres diameter, a minimum depth of 0.85 metres, and have a minimum aperture of 0.6 metres to ensure trees establish well, thrive and reach maturity.
N.11.A	SuDS with trees <b>should</b> be a minimum width of 1.5 metres.
N.12.A	SuDS on steep slopes <b>should</b> be terraced or provide check dams for storm water control.
N.13.A	Re-naturalisation of the River Brent <b>could</b> be delivered as part of a wider ambition to restore the river as a whole.

**Table 3: Area-wide nature design codes**



- Key
- Green links with street planting
  - Visual amenity corridor preserving wild life nesting
  - River Brent restoration route
  - Swales and water features location
  - Indicative SuDS locations with tree planting
  - Potential for tree-lined streets
  - Borough boundary
  - Design Code area



**Figure 4: Green and blue infrastructure principles**

## 5.3 Built Form

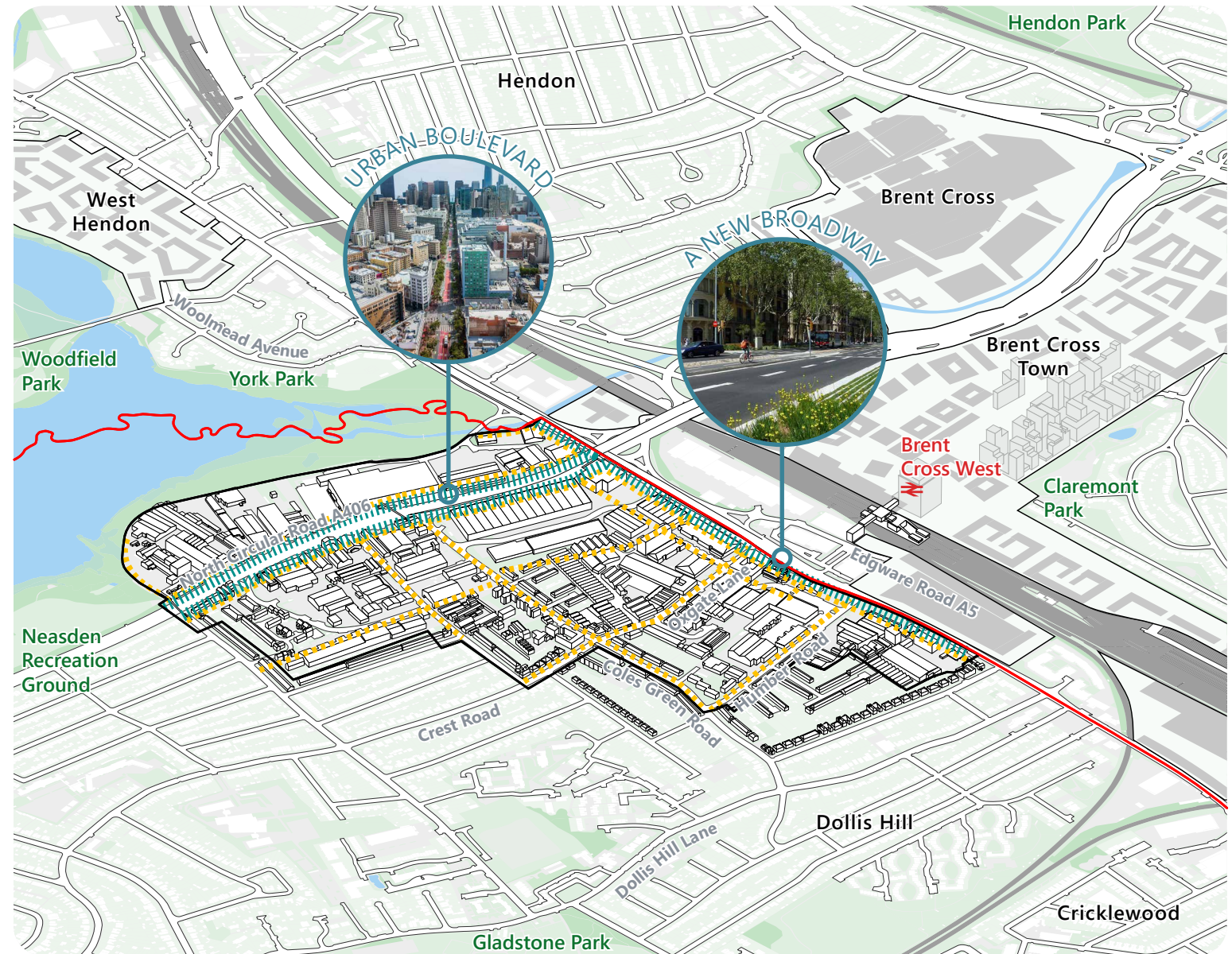
5.3.1 Based on the 'Guiding Principles', the vision for Staples Corner and analysis of the context, our aspirations in terms of built form are to:





- Create ground floors with active uses;
- Encourage increased density above ground floor;
- Allow for spill-out activity from ground floor uses;
- Activate building frontages to maximise natural surveillance and invigorate the public realm;
- Create façades where windows and doors directly front the streets; and
- Provide visual connectivity between the streets and building frontages by promoting low and welcoming boundary treatments.

5.3.2 These aspirations form the basis of the design codes set out in **Table 4** and are illustrated in **Figure 5**.

B.01.A	The quality of built form <b>must</b> be enhanced to provide robust and sustainable buildings that respond to the industrial heritage and character of the Staples Corner area.
B.02.A	Building lines <b>must</b> be set back from the North Circular Road and Edgware Road to allow for street trees and green buffers (see <b>Section 6.1</b> and <b>Section 6.2</b> )
B.03.A	Active frontages <b>must</b> be prioritised at ground floor on street-facing elevations, especially on key routes and public spaces.
B.04.A	The scale and massing of development proposals <b>must not</b> create a canyon effect to prevent extreme wind conditions at ground level.
B.05.A	Primary building entrances for all uses <b>must</b> be located on street facing elevations, legible within the wider streetscape and overlooked by neighbouring buildings.
B.06.A	Podium car parking <b>must not</b> directly address the street other than for access.
B.07.A	Building uses <b>should</b> be expressed through distinct yet complimentary architectural languages.
B.08.A	On streets parallel to the prevailing wind direction, development proposals <b>should</b> incorporate set-backs and projecting elements to prevent extreme downdraughts and improve human comfort at ground level.
B.09.A	Street facing building lines <b>should</b> align to those of neighbouring buildings where appropriate and site conditions allow.

**Table 4: Area-wide built form design codes**



- Key
-  Building setbacks to allow for green buffers and tree planting
  -  Indicative active frontage locations
  -  Borough boundary
  -  Design Code area

**Figure 5: Built form principles**

## 5.4 Identity

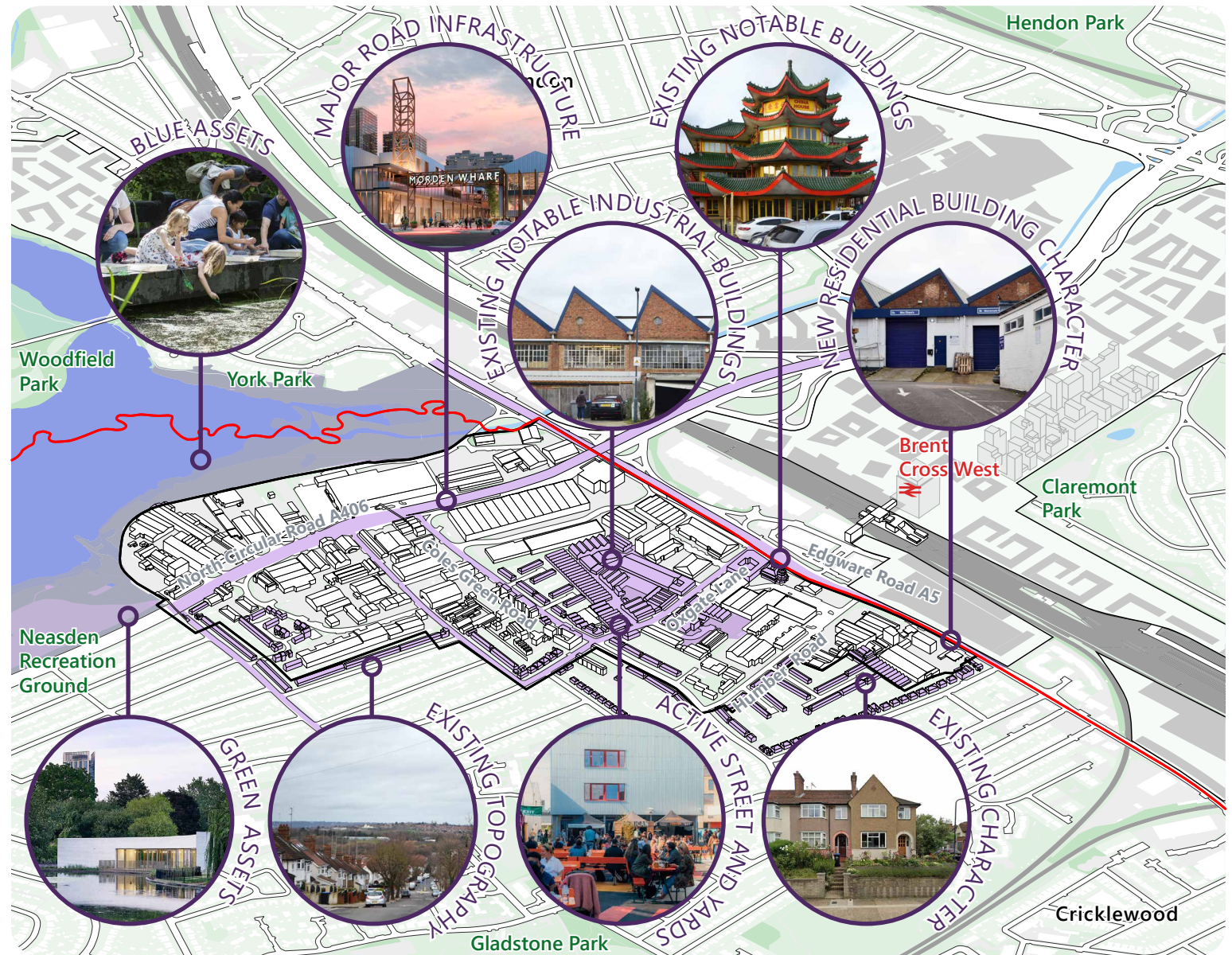
5.4.1 Based on the 'Guiding Principles', the vision for Staples Corner and analysis of the context, our aspirations in terms of identity are to:

- Create an attractive place to live and work that meets housing and employment needs and contributes to effective placeshaping;
- Strengthen industrial character;
- Support natural assets becoming a key part of the area character;
- Celebrate existing industrial building character;
- Respond to the topography and utilise level changes to create a distinctive area with celebrated views; and
- Respect existing residential neighbourhoods and their character to the south and west.

5.4.2 These aspirations form the basis of the design codes set out in **Table 5** and are illustrated in **Figure 6**.

I.01.A	A place-based approach <b>must</b> be taken to the Staples Corner area that restitches it into its surroundings.
I.02.A	Existing blue and green assets <b>must</b> become a recognisable part of the area's identity.
I.03.A	The buildings and public realm at Staples Corner <b>must</b> have a cohesive industrial character and materiality that give the area a clear and recognisable identity.
I.04.A	Development proposals incorporating social infrastructure and public services <b>must</b> provide high-quality public realm and distinct building design to foster a strong sense of community and civic identity.
I.05.A	New or improved connections to Neasden Recreation Ground and Brent Reservoir <b>must</b> be designed to allow sufficient space for tree planting and generous soft landscaping to create a suitably green and natural character.
I.06.A	Boundary treatments and inactive frontages <b>should</b> be designed to reduce any negative 'deadening' effects on the wider streetscape.
I.07.A	Existing buildings of notable architectural character <b>should</b> be retained and adapted, where appropriate and possible.
I.08.A	Streets and public realm <b>should</b> be designed to create visual focal points and moments of interest, utilising existing level changes and expansive views.
I.09.A	A comprehensive and area-wide approach <b>could</b> be taken to signage and wayfinding based on the industrial heritage and character, and culture of creativity and making, of the Staples Corner area.

**Table 5: Area-wide identity design codes**



#### Key

- Areas and elements that contribute to Staples Corner's local identity
- Borough boundary
- Design Code area

**Figure 6: Identity principles**

## 5.5 Public Space

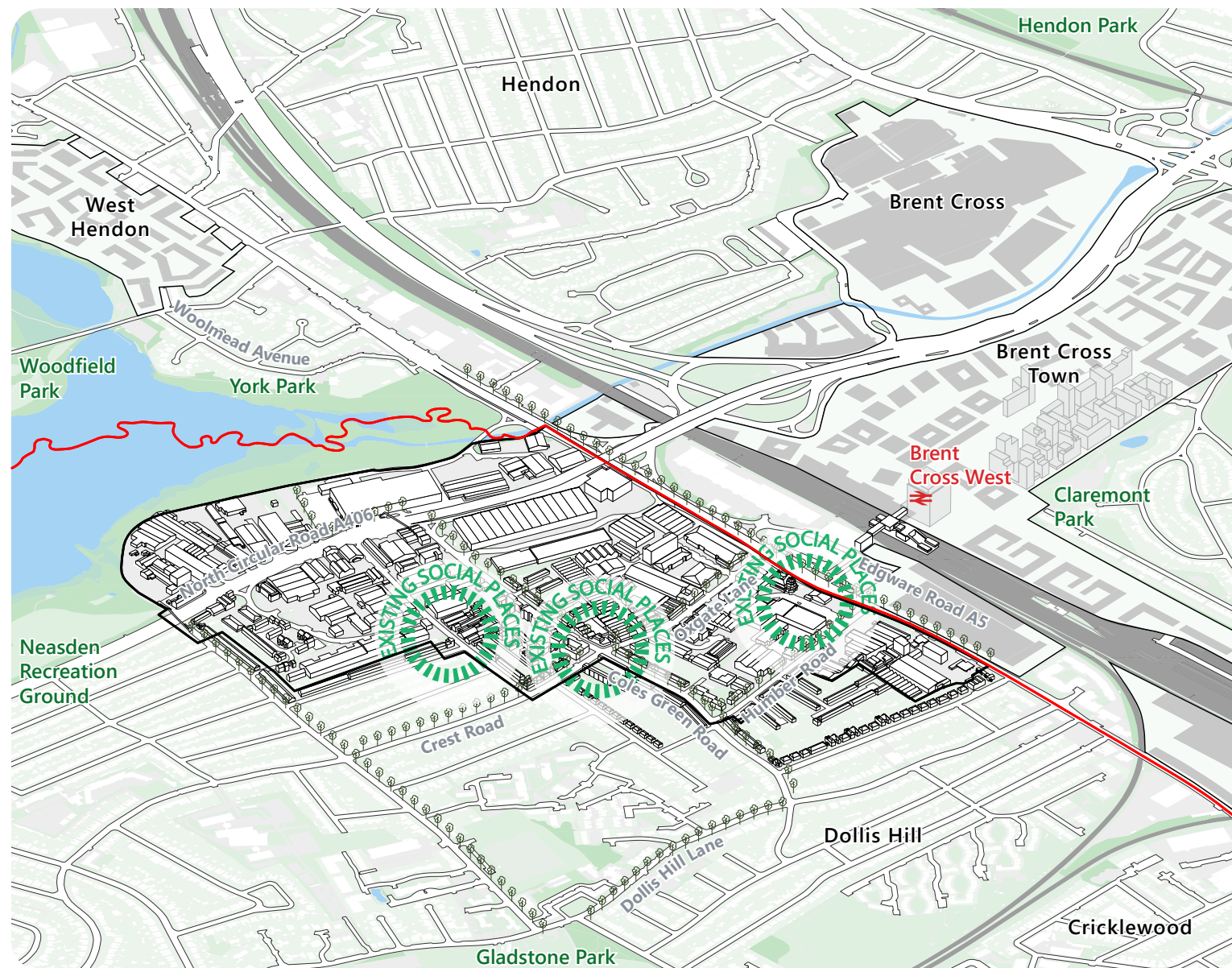
5.5.1 Based on the 'Guiding Principles', the vision for Staples Corner and analysis of the context, our aspirations in terms of public space are to:

- Develop the area as a place for sociability, safety and health for all;
- Create ancillary social spaces fronting onto streets and public realm to complement social infrastructure;
- Deliver a minimum of three public pocket parks;
- Seek financial contributions towards improving the quality and/or accessibility of existing open spaces, where public open space provision is not to be delivered on-site;
- Create linear parks with trees, seating and play that connect to existing green and blue assets nearby; and
- Develop productive and bio-diverse roofscapes.





5.5.2 These aspirations form the basis of the design codes set out in **Table 6** and are illustrated in **Figure 7**.

P.01.A	The public realm <b>must</b> feel safe, accessible and inclusive for all.
P.02.A	The public realm <b>must</b> be well-lit and well-overlooked and designed to address the needs of vulnerable and marginalised groups.
P.03.A	An uninterrupted public realm <b>must</b> be provided along all streets that directly lead to the new Brent Cross West station, such as Oxgate Lane and Humber Road.
P.04.A	Signage and wayfinding <b>must</b> be provided within proximity of the new Brent Cross West station to ensure proper orientation from the station to Staples Corner and other onward destinations.
P.05.A	Signage and wayfinding for sustainable modes <b>must</b> be provided at area-wide key decision-making locations
P.06.A	The public realm <b>must</b> be designed to prioritise inclusivity for all including firm, well-drained, non-slip and construction joint free street surfaces and tactile paving at crossings.
P.07.A	Any loss of green space that contributes to the character, biodiversity and/or amenity of the area <b>must</b> be mitigated through re-provision.
P.08.A	Oxgate Lane <b>should</b> serve as the heart of the Staples Corner community, facilitating the movement of workers, residents, visitors and passers-by through the provision of high-quality and active public space.
P.09.A	All key routes in the movement network <b>should</b> provide a rest space no more than every 50 metres, where site conditions allow.
P.10.A	The biodiversity value of existing blue and green assets <b>should</b> be protected by utilising complementary uses, such as nature play and green walking routes, as buffers.
P.11.A	Informal play features inspired by nature <b>could</b> be provided in suitable locations, such as Brook Road to help link Gladstone Park to Neasden Recreation Ground.

**Table 6: Area-wide public space design codes**



#### Key

-  Indicative locations of existing social places
-  Tree-lined streets
-  Borough boundary
-  Design Code area

**Figure 7: Public space principles**

## 5.6 Resources

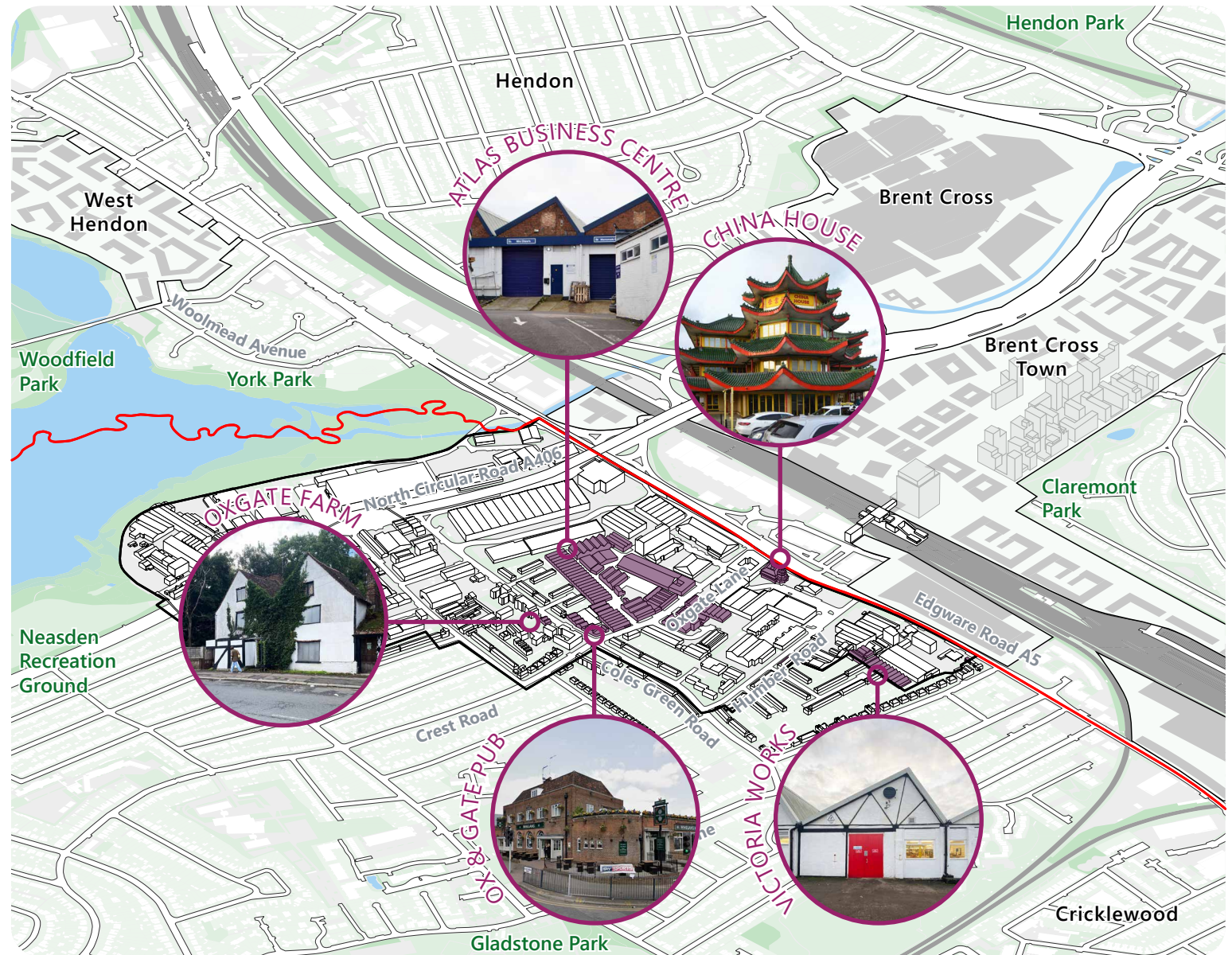
5.6.1 Based on the 'Guiding Principles', the vision for Staples Corner and analysis of the context, our aspirations in terms of resources are to:

- Promote retention and adaptation of existing buildings of character and encourage retrofit and building material re-use;
- Signpost Brent's Sustainable Environment & Development Supplementary Planning Document (SPD) for further guidance on delivering environmentally sustainable developments; and
- Promote all development sites as one project in order to share resources and best practice.

5.6.2 These aspirations form the basis of the design codes set out in **Table 7** and are illustrated in **Figure 8**.

R.01.A	Development proposals <b>must</b> meet net zero carbon targets.
R.02.A	Provision of single aspect north or south facing homes <b>must</b> be avoided.
R.03.A	Provision of dual aspect homes <b>must</b> be prioritised and maximised.
R.04.A	Management and maintenance plans <b>must</b> promote sustainability utilising eco-friendly systems throughout the whole lifespan of completed development proposals.
R.05.A	Plant species selected as part of development proposals and public realm improvements <b>must</b> be able to endure prolonged severe weather conditions, such as drought and heavy rainfall.
R.06.A	Tree species selected as part of development proposals and public realm improvements <b>must</b> be well-suited to SuDS, such as Poplar, Willow, Sweetgum and Swamp Cypress.
R.07.A	Reuse, adaptation and retrofitting <b>should</b> be prioritised as a first approach to any and all development proposals.
R.08.A	Trees and soft landscaping <b>should</b> be in-ground planted, avoiding the use of planters or containers, where site conditions allow.
R.09.A	Where the use of planters or containers is necessary, these <b>should</b> be made from high performance natural materials that have low environmental impact.
R.10.A	Development proposals <b>should</b> give priority to sustainable practices and circular economy principles in the selection of durable and resilient materials.
R.11.A	Existing unique or distinct industrial features <b>should</b> be preserved and enhanced to highlight their importance and value in defining the character of the area.
R.12.A	Development proposals <b>could</b> exceed net zero carbon targets.
R.13.A	Where existing unique or distinct industrial features cannot be preserved and enhanced, alternative options <b>could</b> be explored, such as re-purposing features in different locations, potentially as part of a wider cultural or public art strategy.

**Table 7: Area-wide resources design codes**



#### Key

- Buildings of notable architectural language and character
- Borough boundary
- Design Code area

**Figure 8: Resources principles**

## 5.7 Lifespan

5.7.1 Based on the 'Guiding Principles', the vision for Staples Corner and analysis of the context, our aspirations in terms of lifespan are to:

- Work with individual business owners to conclude deliveries by smaller vehicles;
- Work with existing and future residents to develop safer and less polluted streets for walking, cycling and play in the area; and
- Undertake proactive engagement with existing businesses to seek to retain them on site where possible.

5.7.2 These aspirations form the basis of the design codes set out in **Table 8** and are illustrated in **Figure 9**.

L.01.A	All aspects of development proposals <b>must</b> be in accordance with inclusive design principles.
L.02.A	All aspects of development proposals <b>must</b> therefore be accessible to all regardless of any and all protected characteristics.
L.03.A	Development proposals <b>must</b> establish and maintain the designated routes and open spaces intended to be publicly accessible, retaining ownership and control of them.
L.04.A	The design and delivery of public realm and open spaces <b>should</b> involve the local community to foster a sense of ownership, encourage pride in place and promote self-regulation.
L.05.A	The design of play space <b>should</b> be responsive to the diverse needs of all users, such as children, young people, parents and carers, and the elderly.
L.06.A	The design of play space <b>should</b> therefore incorporate multi-generational engagement processes and be based on careful urban design analysis of sites within the context of the wider area.
L.07.A	Development proposals <b>should</b> create and promote initiatives that encourage or incentivise existing residents to plant trees and shrubs in front gardens as part of community building and skill sharing exercises.

**Table 8: Area-wide lifespan design codes**

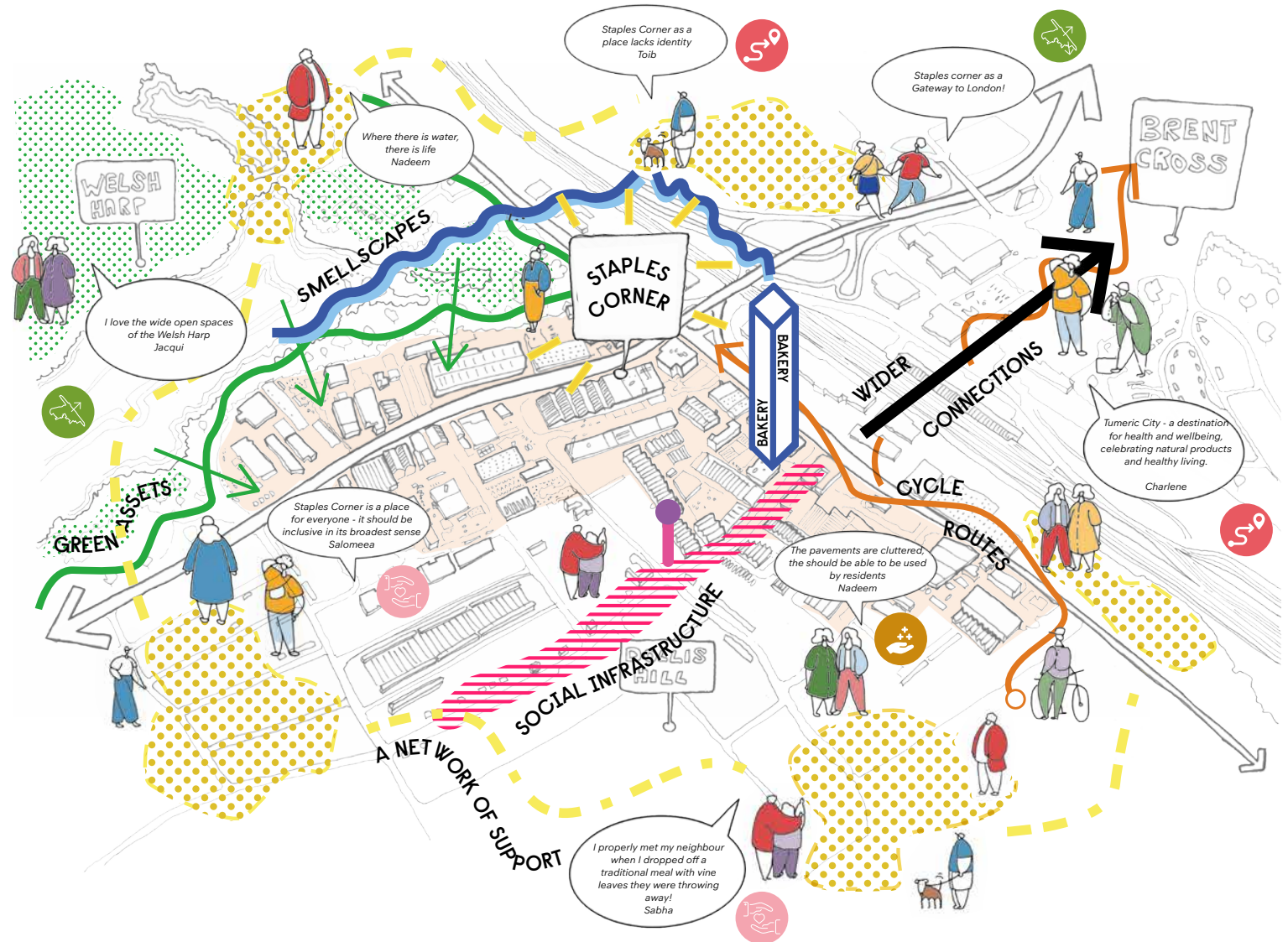
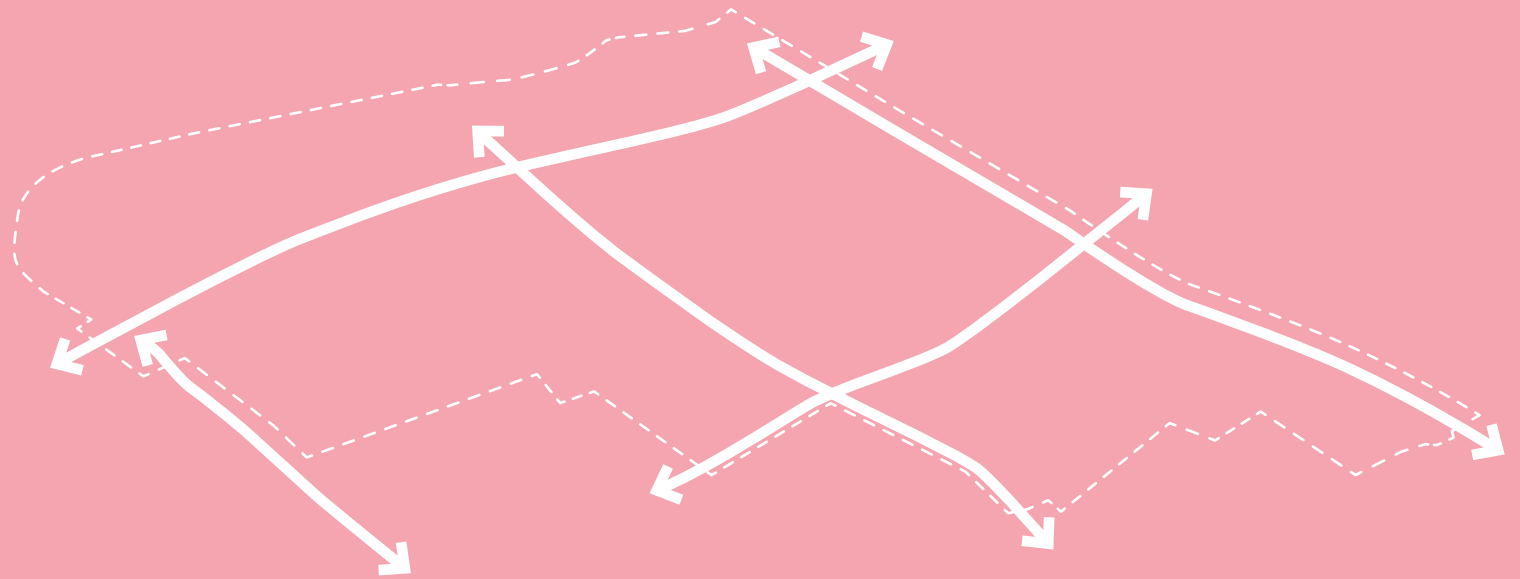


Figure 9: Lifespan principles





6 DESIGN CODE B:  
STREET

## 6.1 North Circular Road

### Movement

M.01.B Improved provision for pedestrians and cyclists **must** be delivered along the North Circular Road.

M.02.B A minimum width of 4 metres **should** be provided within buffer zones (see B.01.B) to allow for a shared space for pedestrians and cyclists.

M.03.B Carriageway widths **could** be reduced or reconfigured in key locations along the North Circular Road.

### Nature

N.01.B Semi-mature trees of climate resilient species **must** be planted and spaced appropriately along the North Circular Road, where site conditions and visibility splays allow.

N.02.B A minimum width of 3.5 metres **should** be provided within buffer zones (see B.01.B) to allow for trees, soft landscaping and SuDS, where required and site conditions allow.

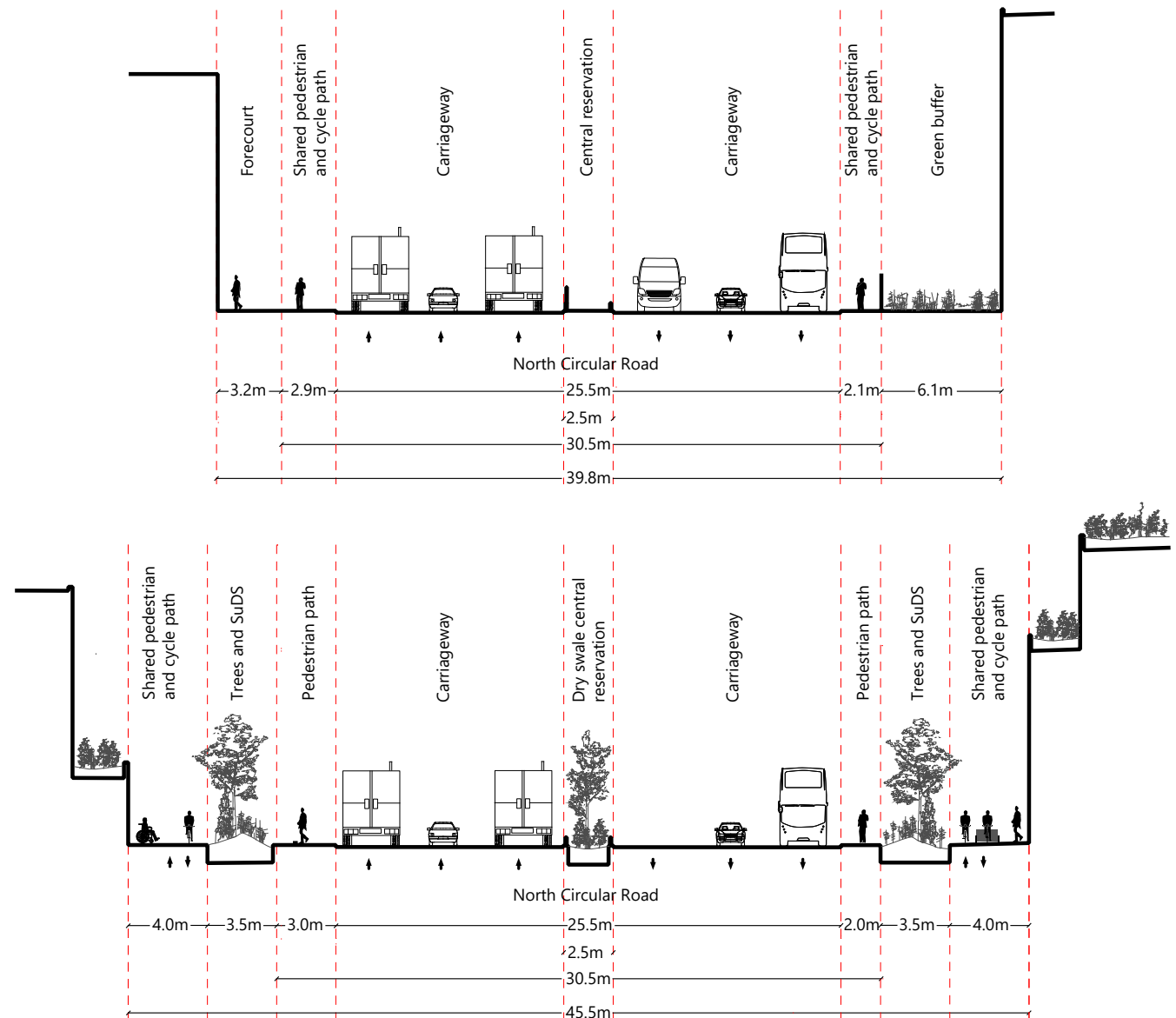


Figure 10: Existing and aspirational sections through the North Circular Road

## Nature (continued)

N.03.B Central reservations **could** be reconfigured to allow for SuDS, where required and site conditions allow.

## Built Form

B.01.B Street facing building lines **must** be set back a minimum of 7.5 metres from the footway to both sides of the North Circular Road to create a buffer zone.

## Public Space

P.01.B Forecourts along the North Circular Road **must** become an integrated and accessible part of the public realm.

P.02.B Car parking **must not** be provided at the front of sites along the North Circular Road.

P.03.B Rest spaces **should** be provided along the North Circular Road at intervals of no more than 50 metres.

P.04.B Rest spaces **should** be oriented away from the North Circular Road, facing towards public realm.

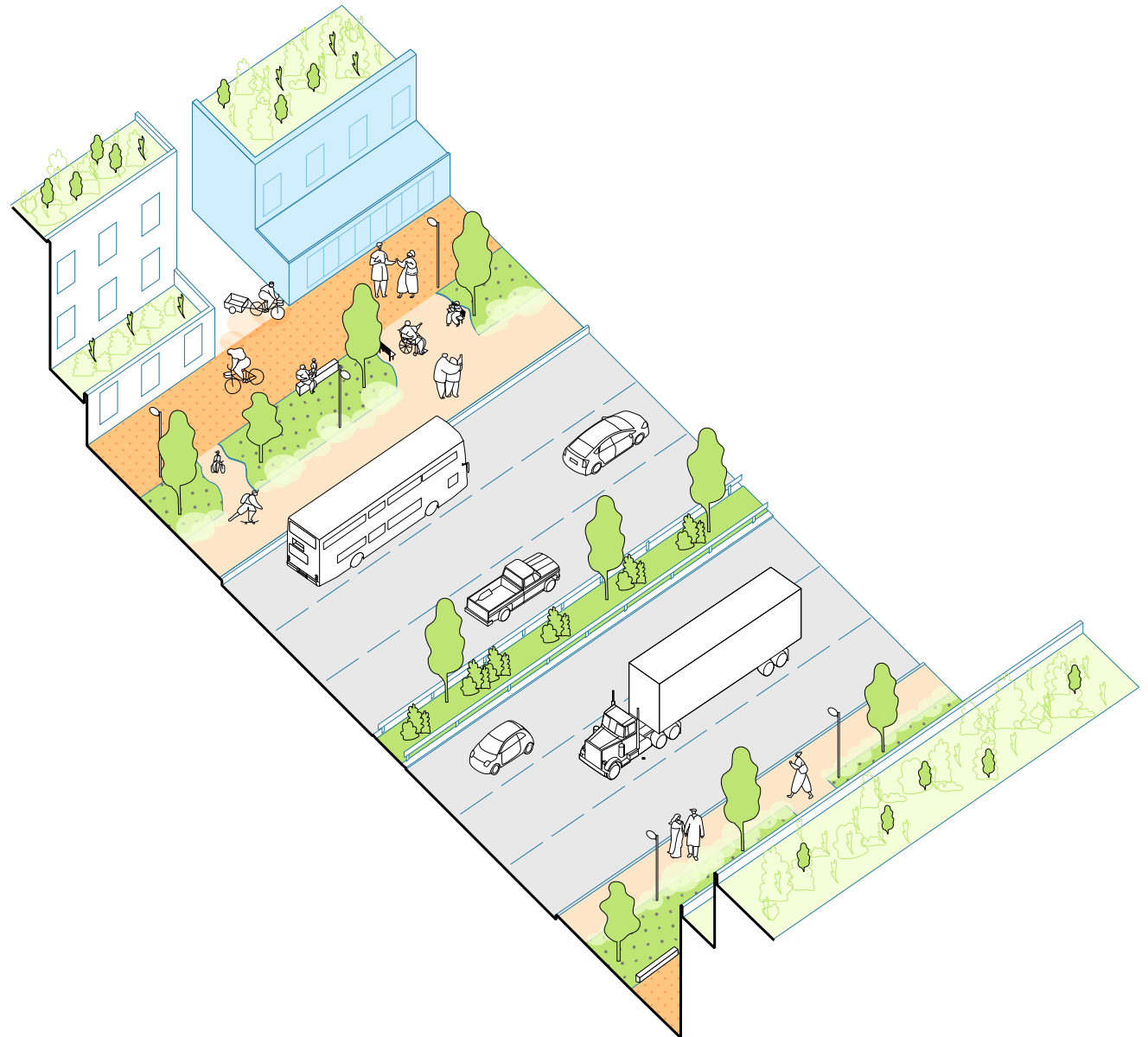


Figure 11: North Circular Road as it might be...

## 6.2 Edgware Road

### Movement

- M.04.B Improved provision for pedestrians and cyclists **must** be delivered along Edgware Road.
- M.05.B Provision **should** be made for a two-way cycle route at a minimum width of 4 metres along Edgware Road.
- M.06.B Carriageway widths **could** be reduced or reconfigured in key locations along Edgware Road.

### Nature

- N.04.B A minimum width of 2 metres **must** be provided within buffer zones (see B.02.B) to allow for trees, soft landscaping and SuDS, where required and site conditions allow.
- N.05.B Semi-mature trees of climate resilient species **must** be planted and spaced appropriately along Edgware Road, where site conditions and visibility splays allow.
- N.06.B Provision **should** be made for a green buffer at a minimum width of 2.5 metres between the cycle route and Edgware Road.

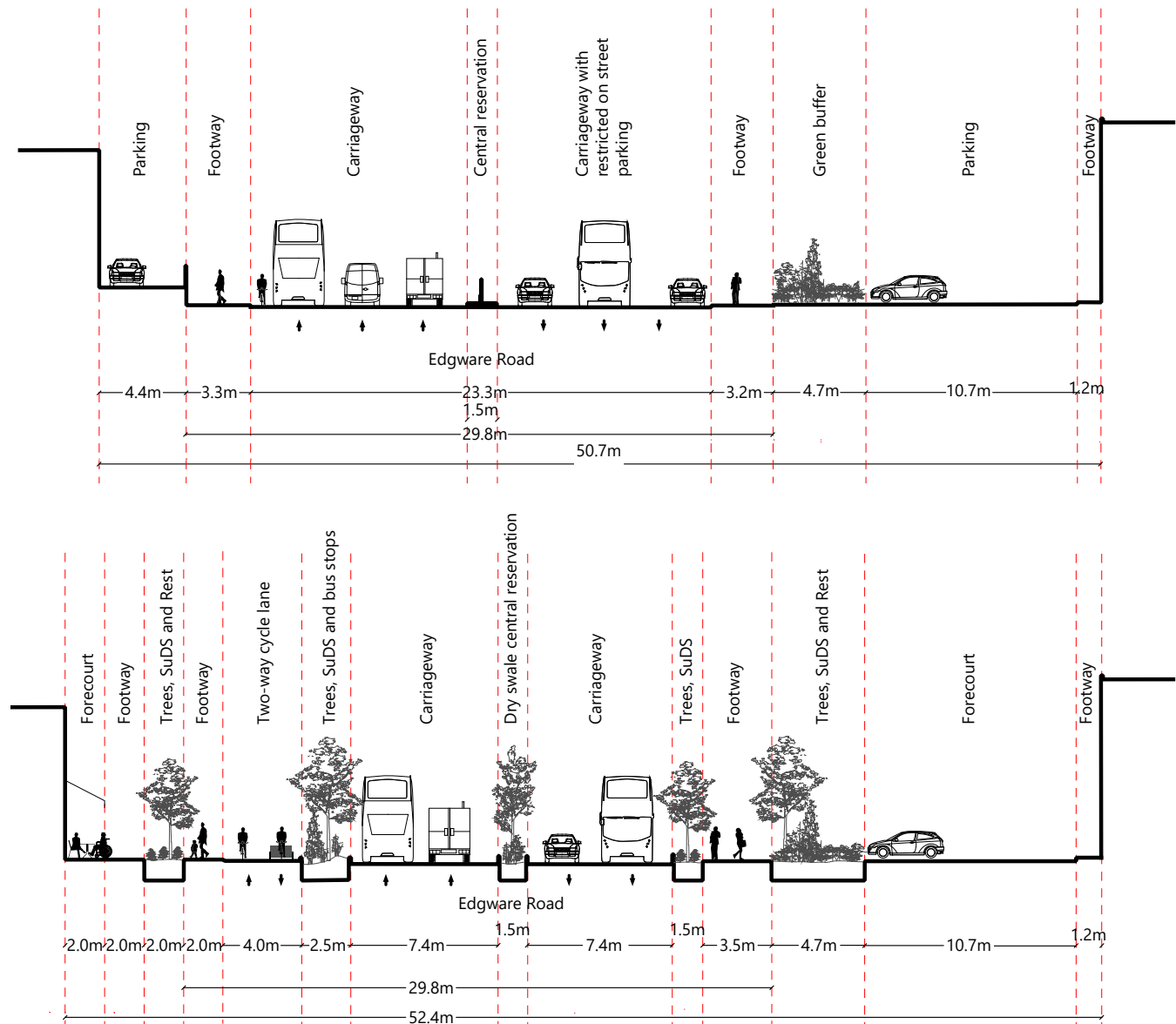


Figure 12: Existing and aspirational sections through Edgware Road

## Nature (continued)

N.07.B Central reservations **could** be reconfigured to allow for SuDS, where required and site conditions allow.

## Built Form

B.02.B Street facing building lines **must** be set back a minimum of 6 metres from the footway to Edgware Road to create a buffer zone.

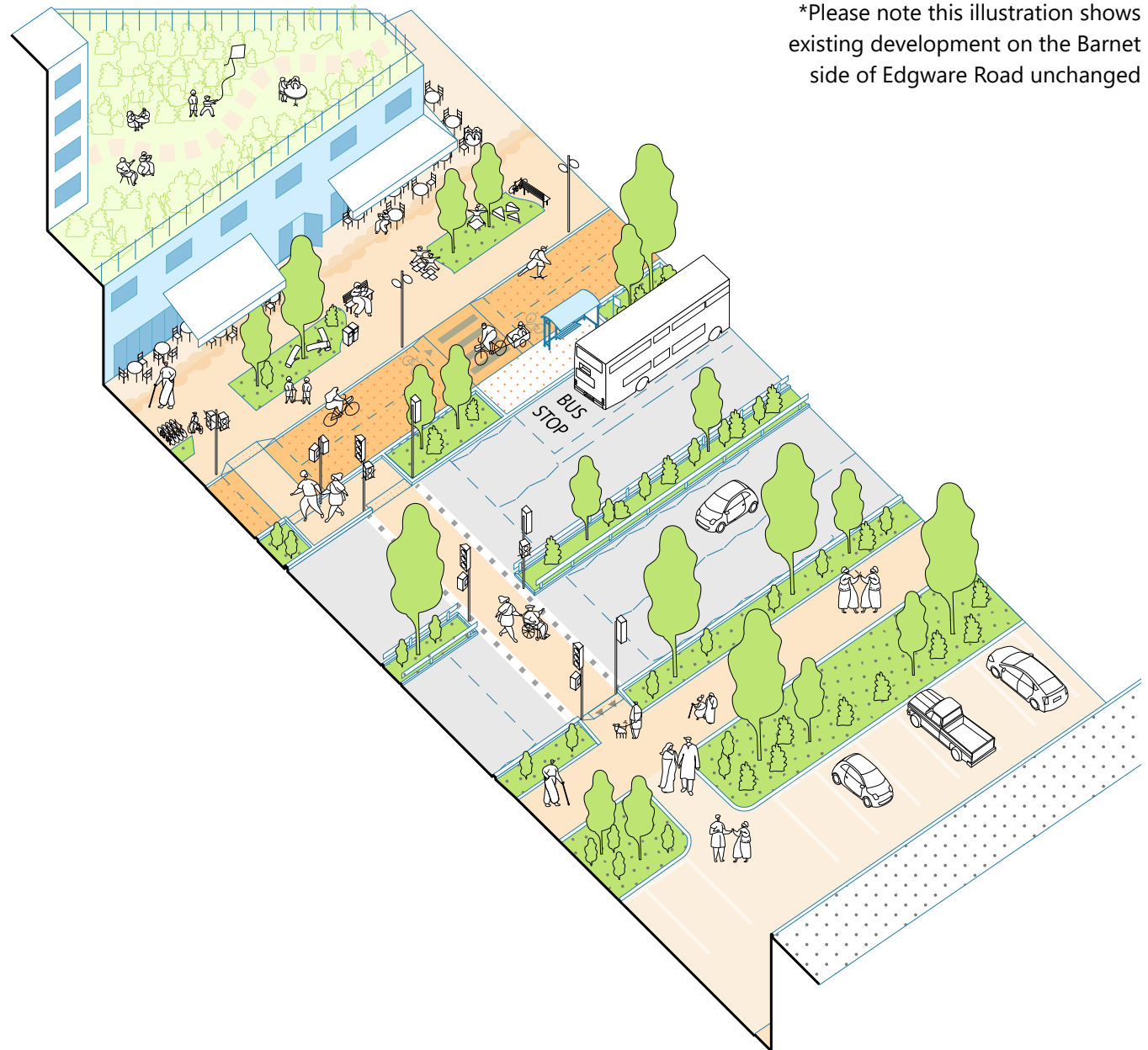
## Public Space

P.05.B Forecourts along Edgware Road **must** become an integrated and accessible part of the public realm.

P.06.B Rest spaces **should** be provided along Edgware Road at intervals of no more than 50 metres.

P.07.B Ground floor uses **could** spill out into buffer zones to create active forecourts, incorporating elements such as awnings, street furniture and signage.

P.08.B Incidental play space **could** be provided within buffer zones in suitable locations.



\*Please note this illustration shows existing development on the Barnet side of Edgware Road unchanged

Figure 13: Edgware Road\* as it might be...

## 6.3 Oxgate Lane

### Movement

M.07.B Improved provision for pedestrians and cyclists **must** be delivered along Oxgate Lane to enhance east-west connectivity to the new Brent Cross West station and beyond.

M.08.B Provision **should** be made for a two-way cycle route at a minimum width of 3 metres along Oxgate Lane.

### Nature

N.08.B A minimum width of 2 metres **must** be provided within buffer zones (see B.03.B) to allow for trees, soft landscaping and SuDS, where required and site conditions allow.

N.09.B Semi-mature trees of climate resilient species **must** be planted and spaced appropriately along Oxgate Lane, where site conditions and visibility splays allow.

N.10.B Provision **should** be made for a green buffer at a minimum width of 1 metre between the cycle route and Oxgate Lane.

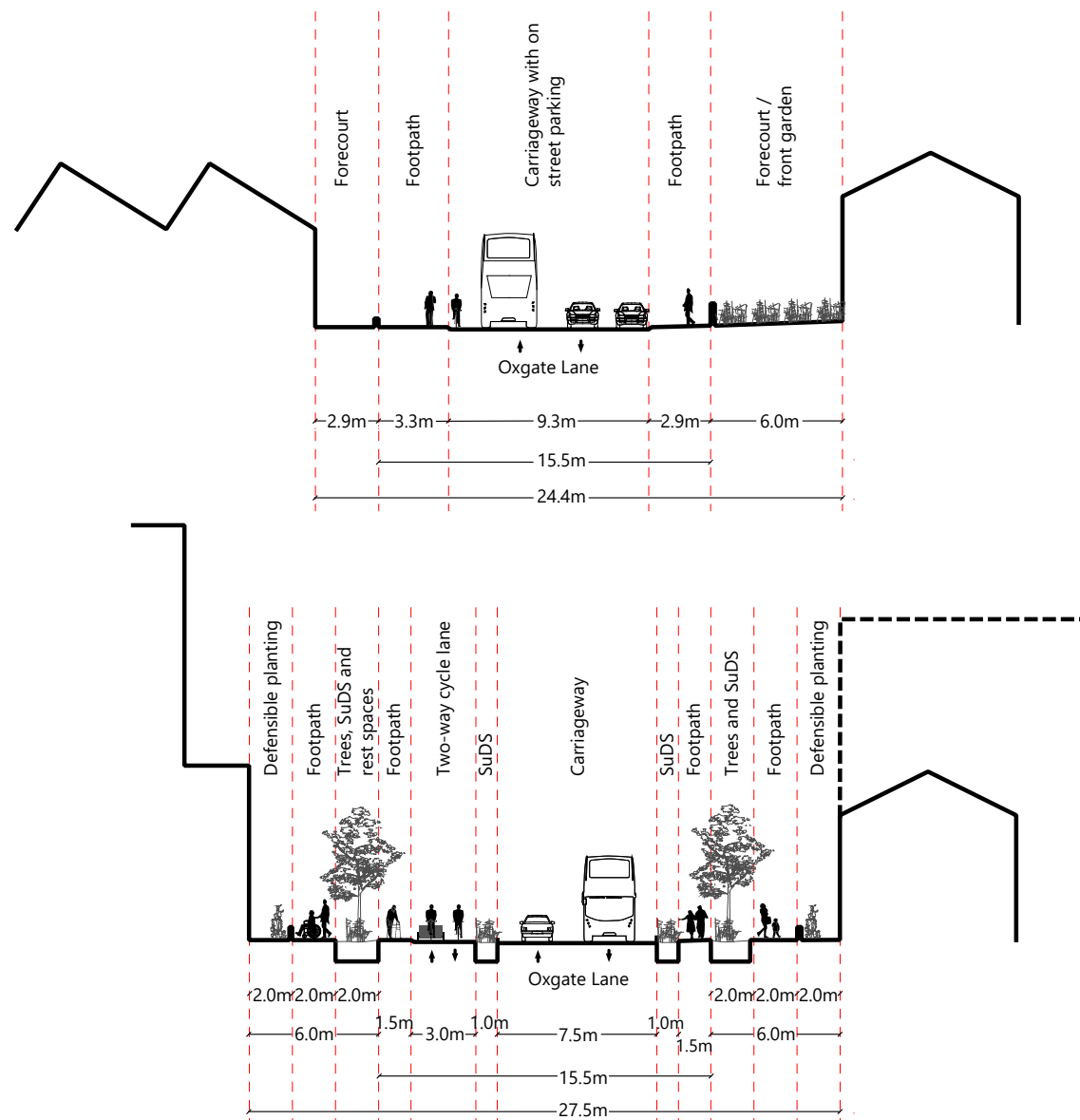


Figure 14: Existing and aspirational sections through Oxgate Lane

## Built Form

B.03.B Street facing building lines **must** be set back a minimum of 6 metres from the footway to both sides of Oxgate Lane to create a buffer zone.

B.04.B Sites in residential use **could** be comprehensively intensified along Oxgate Lane to create a transitional scale between Staples Corner and the wider area.

## Public Space

P.09.B Forecourts along Oxgate Lane **must** become an integrated and accessible part of the public realm.

P.10.B Rest spaces **should** be provided along Oxgate Lane at intervals of no more than 50 metres.

P.11.B Some ground floor uses **could** spill out onto forecourts, using elements such as awnings, street furniture and signage.

P.12.B Incidental play space **could** be provided within buffer zones in suitable locations along Oxgate Lane.

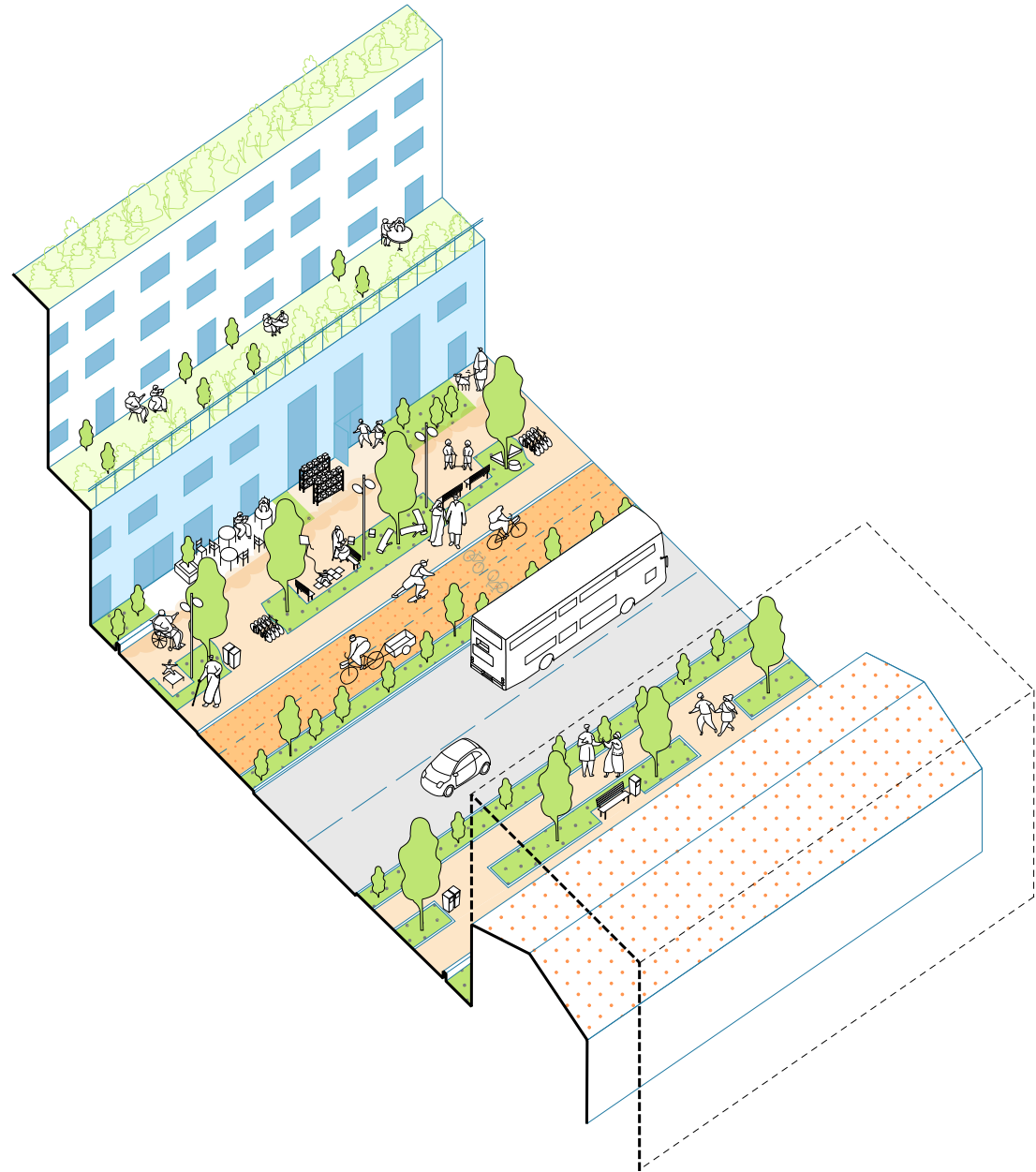


Figure 15: Oxgate Lane as it might be...

## 6.4 Coles Green Road (North)

### Movement

M.08.B Improved provision for pedestrians and cyclists **must** be delivered along Coles Green Road to enhance north-south connectivity.

M.09.B Provision **should** be made for a two-way cycle route at a minimum width of 3 metres along Coles Green Road (north).

### Nature

N.11.B A minimum width of 2 metres **must** be provided within buffer zones (see B.05.B) to allow for trees, soft landscaping and SuDS, where required and site conditions allow.

N.12.B Semi-mature trees of climate resilient species **must** be planted and spaced appropriately along Coles Green Road, where site conditions and visibility splays allow.

N.13.B Provision **should** be made for a green buffer at a minimum width of 1.5 metres between the cycle route and Coles Green Road (north).

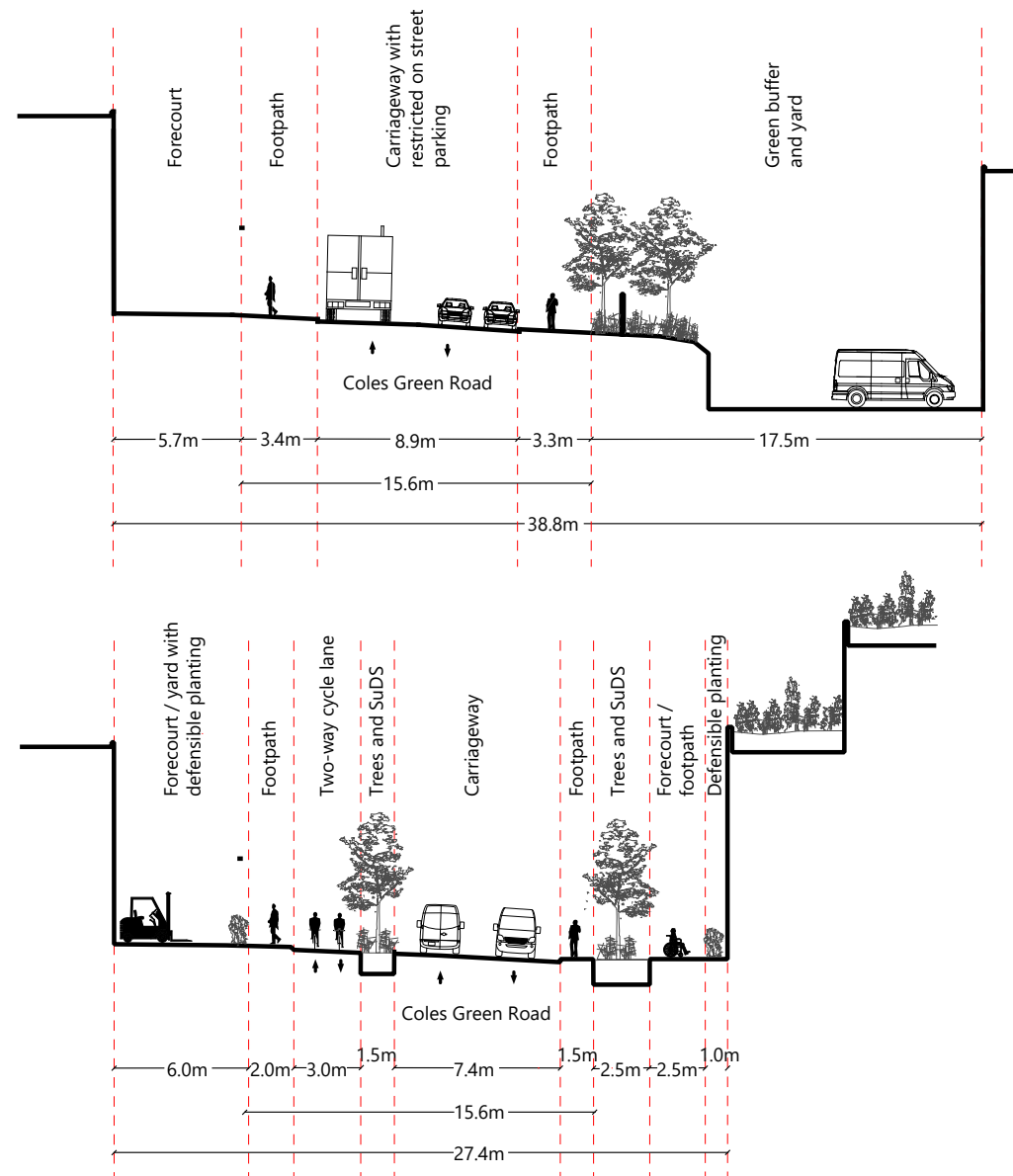


Figure 16: Existing and aspirational sections through Coles Green Road (north)

## Nature (continued)

N.14.B Defensible planting **should** be provided to create separation between forecourts associated with industrial/commercial uses along Coles Green Road (north).

## Built Form

B.05.B Street facing building lines **must** be set back a minimum of 6 metres from the footway to both sides of Coles Green Road (north) to create a buffer zone.

B.06.B Sites in residential use **could** be comprehensively intensified along Coles Green Road (north) to create a transitional scale between Staples Corner and the wider area.

## Public Space

P.13.B Rest spaces **should** be provided along Coles Green Road at intervals of no more than 50 metres.

P.14.B Some ground floor uses **could** spill out onto forecourts, using elements such as awnings, street furniture and signage.

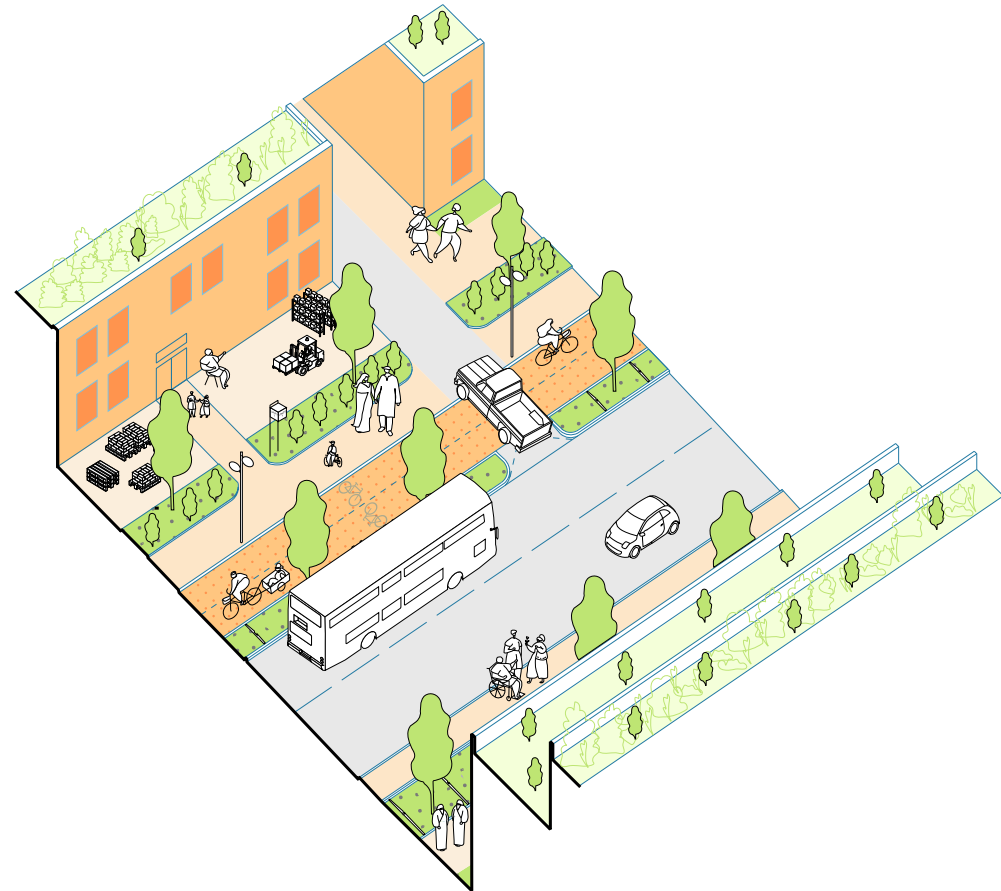


Figure 17: Coles Green Road (north) as it might be...

## 6.5 Coles Green Road (South)

### Movement

M.10.B Provision **should** be made for a two-way cycle route at a minimum width of 3 metres along Coles Green Road (south).

M.11.B Carriageway widths **could** be reduced or reconfigured in key locations along Coles Green Road (south).

### Nature

N.15.B A minimum width of 2 metres **must** be provided within buffer zones (see B.07.B) to allow for trees, soft landscaping and SuDS, where required and site conditions allow.

N.16.B Semi-mature trees of climate resilient species **must** be planted and spaced appropriately along Coles Green Road, where site conditions and visibility splays allow.

N.17.B Provision **should** be made for a green buffer at a minimum width of 2 metres between the cycle route and Coles Green Road (south).

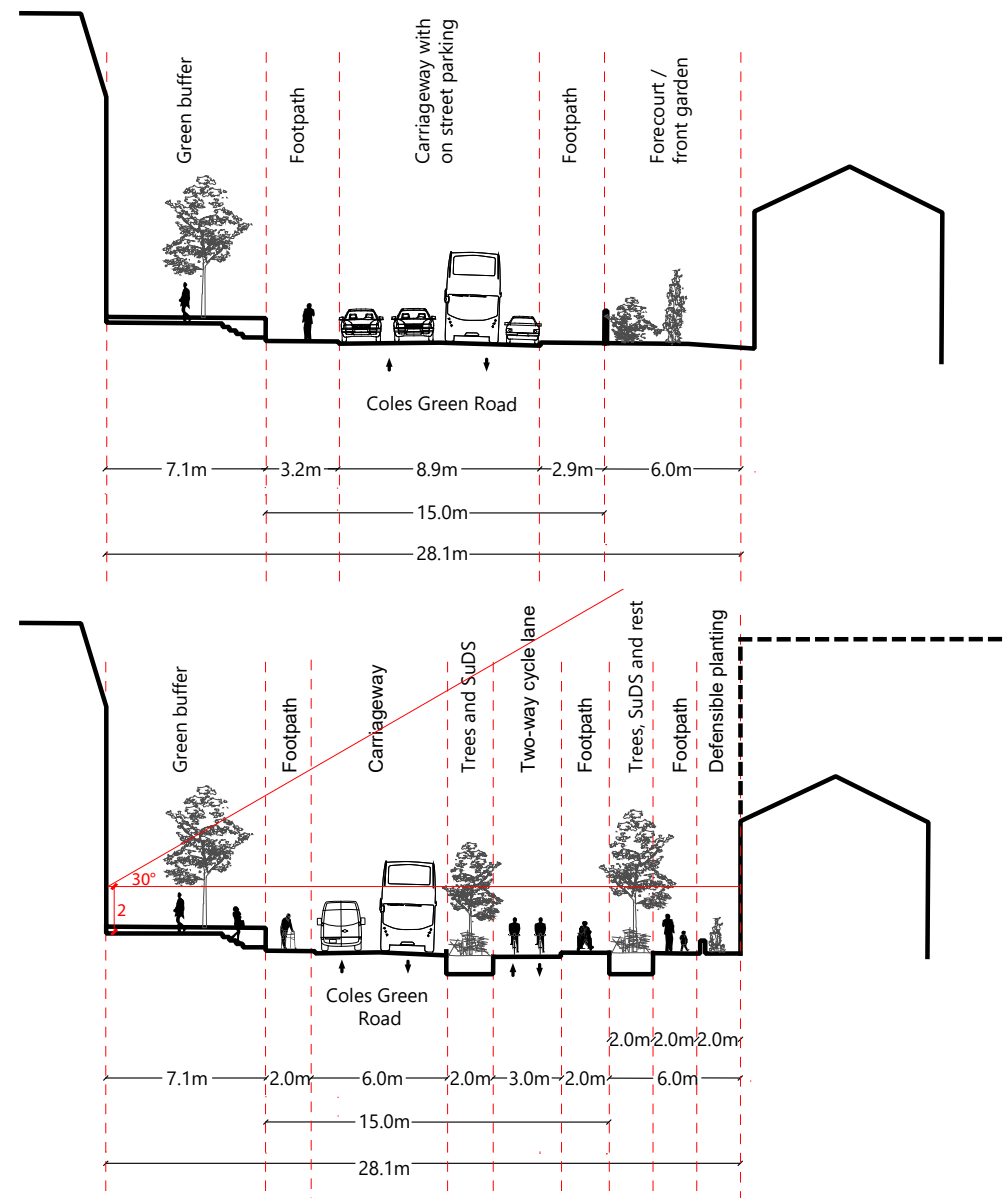


Figure 18: Existing and aspirational sections through Coles Green Road (south)

## Nature (continued)

N.18.B Defensible planting **should** be provided to create separation between forecourts associated with residential uses along Coles Green Road (south).

## Built Form

B.07.B Street facing building lines **must** be set back a minimum of 6 metres from the footway to the east side of Coles Green Road (south) to create a buffer zone.

B.08.B A street width to building height ratio of 2:1 **should** be established where sites in residential use come forward for comprehensive intensification.

B.09.B A street width to building height ratio **should not** apply to individual homes.

B.10.B Sites in residential use **could** be intensified along Coles Green Road (north) to create a transitional scale between Staples Corner and the wider area.

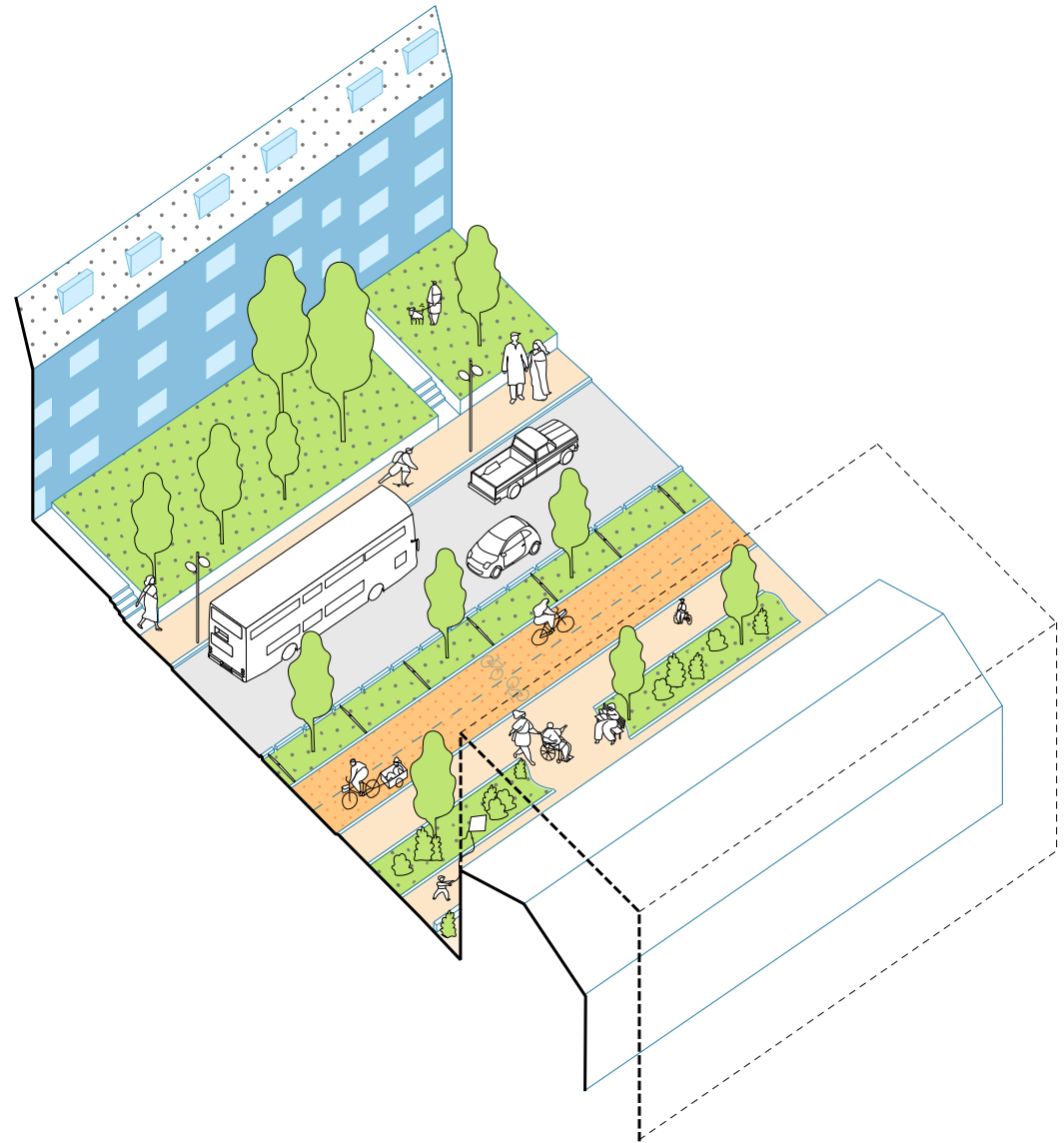


Figure 19: Coles Green Road (south) as it might be...

## 6.6 Brook Road

### Movement

M.12.B Improved provision for pedestrians and cyclists **must** be delivered along Brook Road to enhance north-south connectivity between Gladstone Park and Neasden Recreation Ground.

M.13.B Provision **should** be made for a two-way cycle route at a minimum width of 3 metres along Brook Road.

M.14.B Carriageway widths **could** be reduced or reconfigured in key locations along Brook Road.

### Nature

N.18.B Semi-mature trees of climate resilient species **must** be planted and spaced appropriately along Brook Road, where site conditions and visibility splays allow.

N.19.B Provision **should** be made for a green buffer at a minimum width of 2.5 metres between the cycle route and footway along Brook Road.

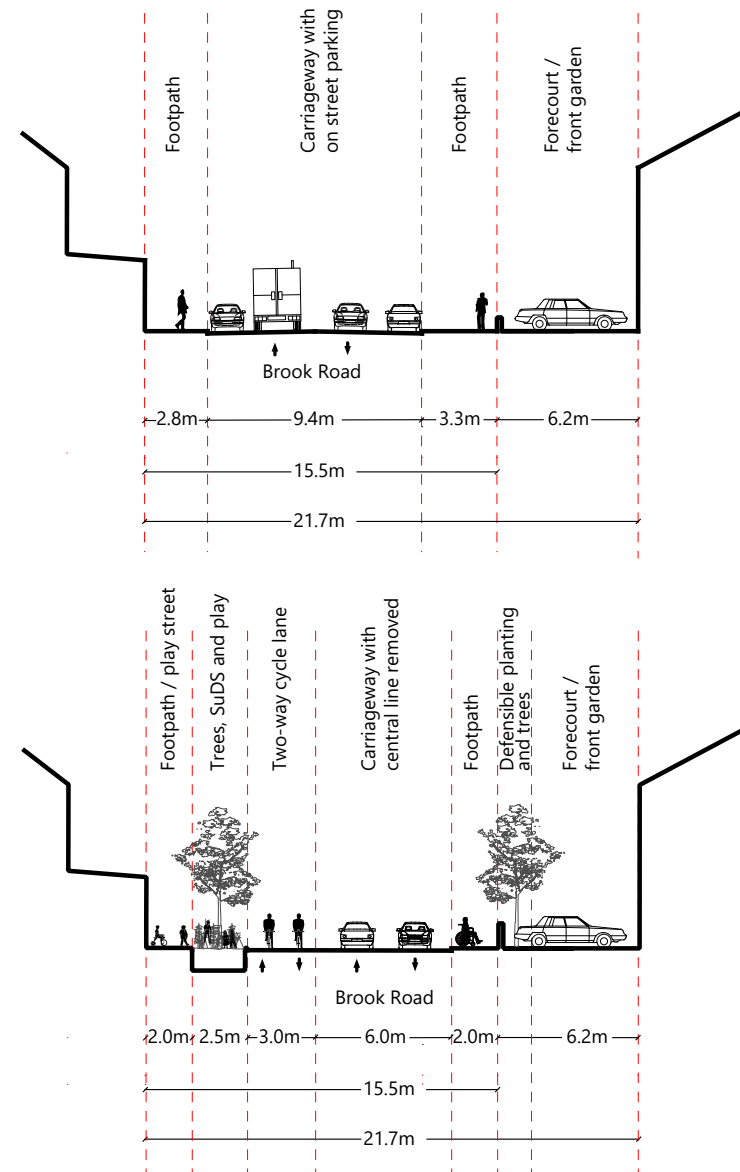
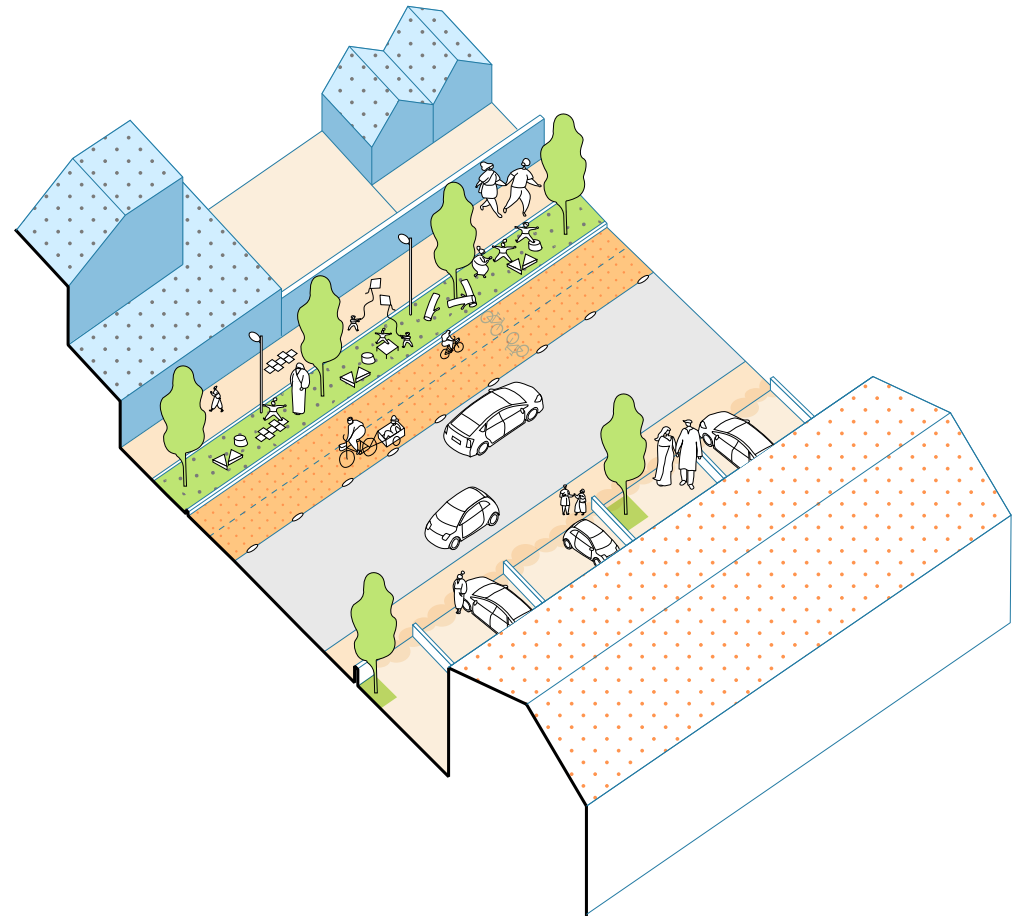


Figure 20: Existing and aspirational sections through Brook Road

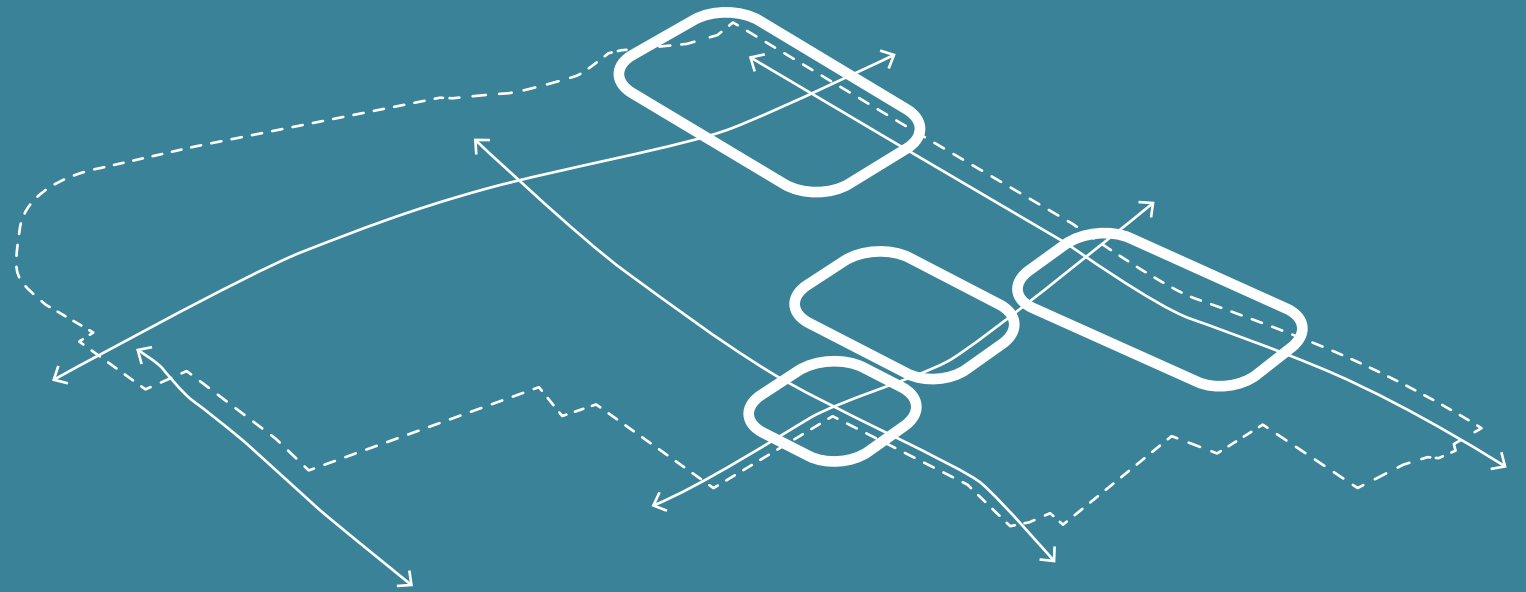
## Public Space

- P.13.B Rest spaces **should** be provided along Brook Road at intervals of no more than 50 metres.
- P.14.B Incidental play space **could** be provided within buffer zones in suitable locations.
- P.15.B A new pedestrian and cyclist bridge **could** be provided via financial contributions to connect Brook Road to Neasden Recreation Ground.



**Figure 21: Brook Road as it might be...**





# 7 DESIGN CODE C: PLACE

## 7.1 Staples Cross

### Vision Statement

- 7.1.1 Staples Cross is envisioned as a city-wide landmark that celebrates the heritage and industrial character of the wider area.
- 7.1.2 It is a marker for transient North Circular Road users, a gateway site welcoming visitors to Brent, a destination offering connections to Brent Reservoir and the Welsh Harp, and a beacon signifying economic opportunities.

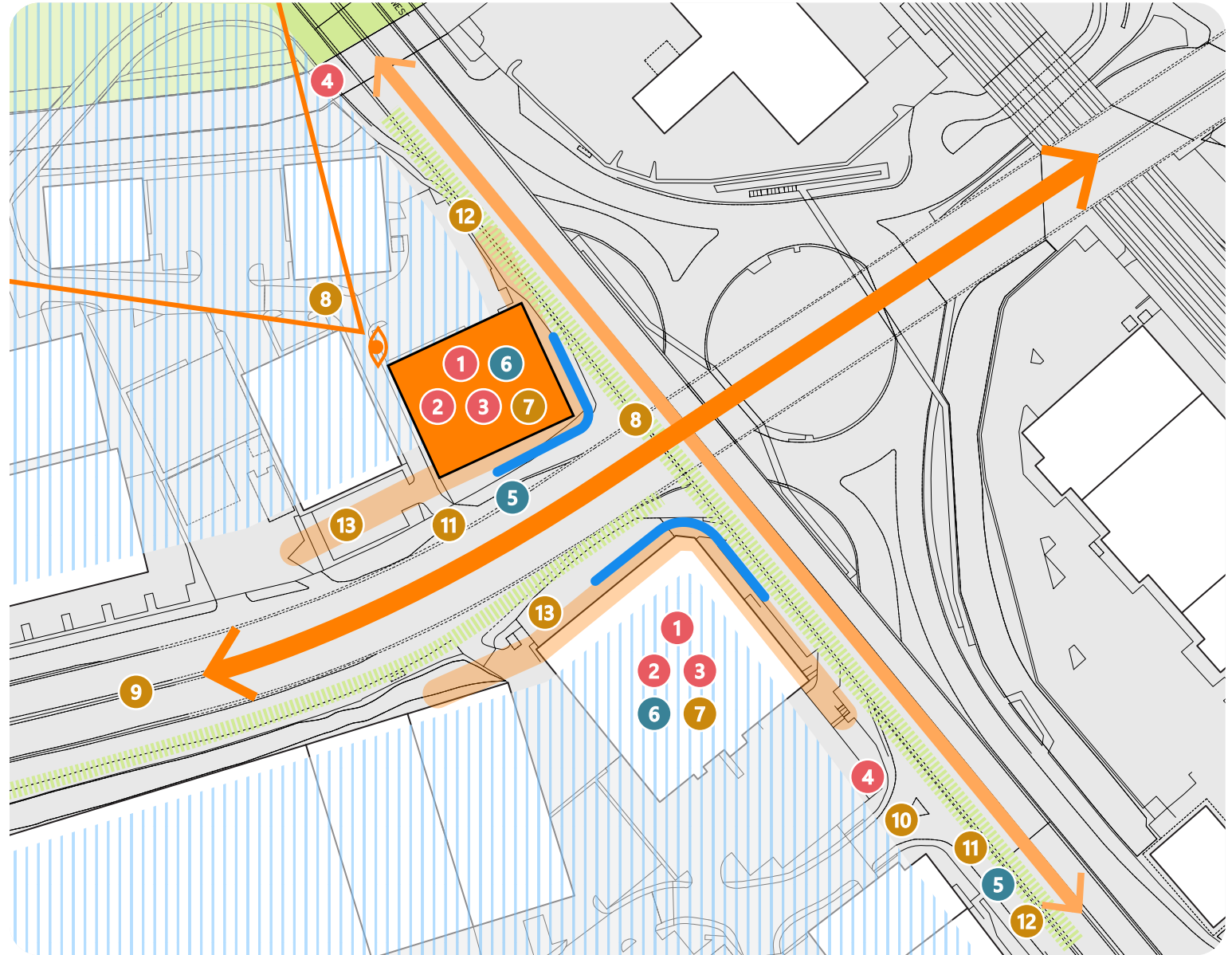


Figure 22: Opportunities plan for Staples Corner

## Opportunities



### DESTINATION CORNER

- 1 City landmark and identity for Brent and the Staples Corner area
- 2 Gateway site
- 3 Signature buildings and structures
- 4 Public art and sculpture



### HARMONY AND BALANCE

- 5 Legible arrival sequence for pedestrians from bus stops and connectivity across major roads
- 6 Activity on three levels addressing street level, the Edgware Road flyover and the North Circular Road flyover



### UNLOCK VALUE

- 7 Opportunity for tall buildings
- 8 Opportunity for vistas across Brent Reservoir
- 9 Advertisement and signage for local businesses
- 10 Great accessibility to Edgware Road and the North Circular
- 11 Connection to Brent Cross Town and potential River Brent improvements
- 12 New cycleway on Edgware Road
- 13 Green buffers to major roads

X.00.C

X.00.C

X.00.C

X.00.C

## 7.1 Staples Cross

### Movement

5 11 12 13

M.01.C	Priority <b>must</b> be given to pedestrians and cyclists.
M.02.C	Servicing <b>must</b> be undertaken either on plot or along roads adjoining Edgware Road or the North Circular Road.
M.03.C	Coherent wayfinding <b>must</b> be provided to signpost key local destinations and public transport infrastructure.
M.04.C	Development proposals <b>must</b> integrate with proposed public realm improvements along the River Brent as part of the Brent Cross Town masterplan.
M.05.C	Development proposals <b>must</b> support improvements to the accessibility, safety and quality of the existing footbridges, if these are to be retained.
M.06.C	A segregated cycle route <b>should</b> be provided along Edgware Road and meet relevant standards.
M.07.C	A minimum footway width of 2 metres <b>should</b> be provided and extended to 3 metres where site conditions allow.
M.08.C	Development proposals <b>should</b> support the provision of an at grade pedestrian and cyclist crossing as part of wider highway improvements.
M.09.C	Development proposals <b>should</b> seek to improve pedestrian and cyclist safety along Priestly Way.
M.10.C	Pedestrian and cyclist links to the Brent Reservoir <b>could</b> be provided from Priestly Way, where site conditions allow and subject to an Ecological Impact Assessment.

### Nature

9 14

N.01.C	Street trees <b>must</b> be suitable for planting in areas of hard landscaping.
N.02.C	Planting <b>must</b> be incorporated at ground level as a buffer to Edgware Road and the North Circular Road.
N.03.C	All development proposals <b>must</b> deliver biodiversity net gain to meet or exceed relevant standards.
N.04.C	Development proposals <b>must</b> support the clean-up and enhancement of the quality of the River Brent adjacent to Priestly Way.
N.05.C	Site specific SuDS <b>must</b> be provided in suitable locations, and where site conditions allow, in response to area-wide flooding analysis.
N.06.C	Hard landscaping <b>must</b> be permeable, where suitable.
N.07.C	Thresholds and edges to the Brent Reservoir area <b>must</b> be protected by additional planting.
N.08.C	Additional planting <b>should</b> be provided in suitable locations to improve biodiversity and air quality.
N.09.C	Development proposals <b>could</b> reference the historic meadowland character of the area in the landscape strategy.
N.10.C	Bus stops <b>could</b> incorporate green roofs.

## Built Form

1 3 6 8

B.01.C	Gateway buildings <b>must</b> be located on corner sites that directly address the Staples Corner junction.
B.02.C	Gateway buildings more than 30 metres tall <b>must</b> respond carefully to long views from the wider area.
B.03.C	Development proposals incorporating tall buildings <b>must</b> utilise the built form to mitigate against the effects of wind.
B.04.C	Building heights and forms <b>must</b> respond to bird flight paths and be designed accordingly.
B.05.C	Building lines <b>must</b> be set back from the footway to maximise public realm and allow for buffer planting, where site conditions allow.
B.06.C	Building entrances <b>must</b> be located on street facing elevations and be legible within the wider streetscape.
B.07.C	Street facing elevations <b>should</b> animate ground level, and the Edgware Road and North Circular Road flyover levels above.
B.08.C	Gateway buildings <b>could</b> be designed to be visible from long views from the wider area, where site conditions allow.
B.09.C	Street facing elevations <b>could</b> reveal internal uses, where possible.
B.10.C	Street facing elevations <b>could</b> incorporate advertisement opportunities integrated into the façade design.

## Identity

1 2 3 4 10

I.01.C	Staples Cross <b>must</b> have a strong visual identity and be recognised as a gateway to both Brent and London.
I.02.C	Development proposals <b>must</b> be of high design quality and celebrate the significance of the area as a place of industry and fabrication.
I.03.C	Entrances to any residential uses <b>must</b> be differentiated from entrances to any non-residential uses.
I.04.C	Development proposals <b>must</b> incorporate material palettes that are robust, can mitigate the effects of air pollution and reflect the proposed building uses.
I.05.C	The visual identity of Staples Cross <b>should</b> be distinctive and reflect the local character.
I.06.C	Staples Cross <b>should</b> have an identity and character that is distinct from that of Brent Cross Town.
I.07.C	Opportunities for the provision of public art <b>should</b> be identified.
I.08.C	Any public art <b>could</b> directly relate to the 'Here We Come' artwork adjacent to the Midland mainline viaduct.

## 7.1 Staples Cross

### Public Space

5

13

- P.01.C Car parking **must not** be provided at the front of sites along Edgware Road or the adjoining roads.
- P.02.C Street lighting **must not** harm the biodiversity of Staples Cross and the immediate area.
- P.03.C Staples Corner **must** be well-lit, safe and without spaces that **could** encourage crime or antisocial behaviour.
- P.04.C Development proposals **must** take a proactive rather than reactive approach to designing out crime.
- P.05.C Any public realm improvements **should** consider arrivals from and waiting at bus stops.
- P.06.C Development proposals adjacent to the River Brent **should** support connections to the proposed public realm improvements along the River Brent as part of the Brent Cross Town masterplan.

### Resources

- R.01.C Development proposals incorporating commercial uses **should** refer and respond to the LETI Climate Emergency Design Guide.

X.00.C

X.00.C

X.00.C

X.00.C

X.00.C

1) High-density development

2) Connections to Brent Reservoir

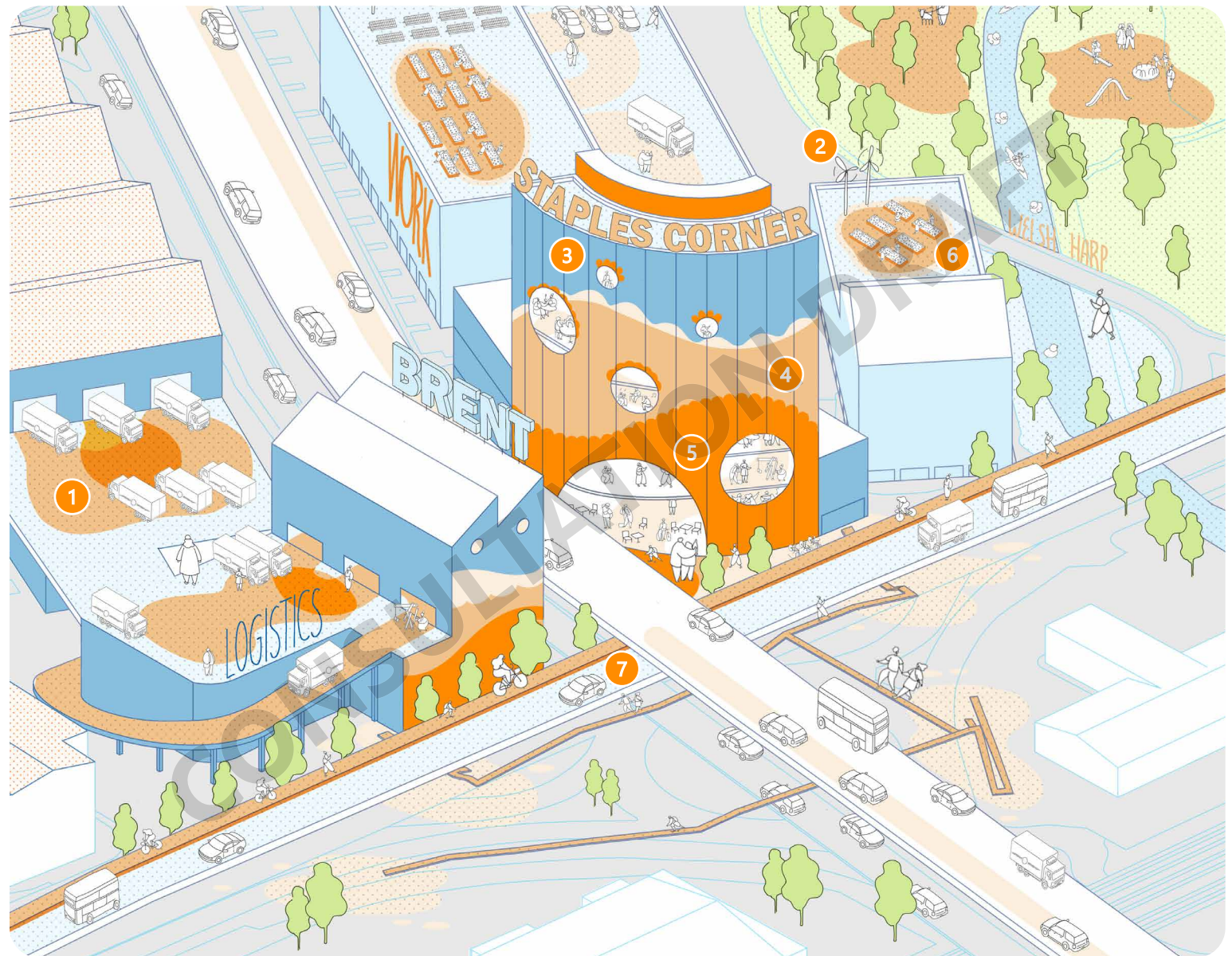
3) Gateway and distinctive buildings

4) Wayfinding, signage and public art

5) Active frontages and connected levels

6) Biodiversity, planting and food production

7) Cycle infrastructure on Edgware Road

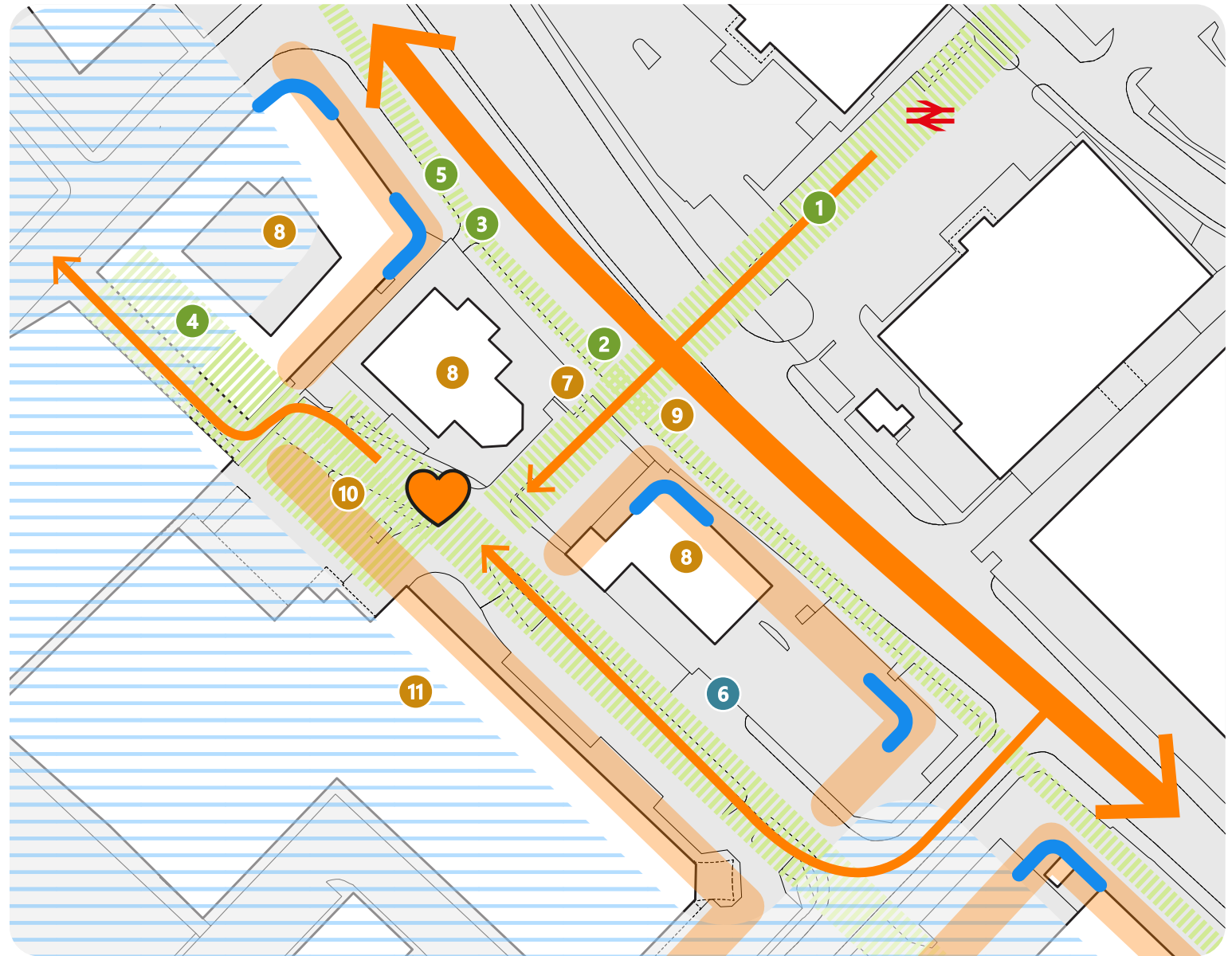


**Figure 23: Staples Cross as it might be...**

## 7.2 The Broadway

### Vision Statement

- 7.2.1 The Broadway is envisioned as a high-density, mixed-use, tree-lined boulevard stitching the boundary between Staples Corner and Brent Cross together, and linking West Hendon to the north and Cricklewood to the south.
- 7.2.2 An enhanced public realm creates safe and legible connections to the new Brent Cross West station.
- 7.2.3 Active frontages, enhanced public realm and some commercial, business and service uses create a bustling and vibrant street-scene with clear separation between pedestrians, cyclists and vehicle traffic.



**Figure 24: Opportunities plan for The Broadway**

## Opportunities



### NEW CONNECTIONS

- 1 Gateway connection stitching together Staples Corner and Brent Cross Town
- 2 Traffic calming and improved pedestrian crossings
- 3 Public realm improvements (shopfronts, bus stops, seating)
- 4 Activated and overlooked route from Oxgate Lane to the new station
- 5 Safer and more comfortable, coherent and attractive pedestrian and cyclist experience



### HARMONY AND BALANCE

- 6 Street trees and planting



### UNLOCK VALUE

- 7 Strong and recognisable visual identity when navigating from the new station
- 8 Opportunity for high density, mixed-use development
- 9 New segregated cycleway and cycle parking
- 10 New public space
- 11 Areas for social infrastructure

X.00.C

X.00.C

X.00.C

X.00.C

X.00.C

## 7.2 The Broadway

### Movement

1 2 5 9

M.11.C	Priority <b>must</b> be given to pedestrians and cyclists.
M.12.C	Development proposals <b>must</b> support the delivery of a new pedestrian crossing across Edgware Road to connect to the new Brent Cross West station.
M.13.C	Servicing <b>must</b> be undertaken either on plot or along roads adjoining Edgware Road.
M.14.C	Coherent wayfinding <b>must</b> be provided to signpost key local destinations and public transport infrastructure to meet Legible London standards.
M.15.C	A segregated cycle route <b>should</b> be provided along Edgware Road and meet relevant standards.
M.16.C	A minimum footway width of 2 metres <b>should</b> be provided and extended to 3 metres where site conditions allow.
M.17.C	Servicing bays <b>should not</b> be provided on Edgware Road.

### Nature

6

N.11.C	Street trees <b>must</b> be suitable for planting in areas of hard landscaping.
N.12.C	Street trees <b>must</b> be planted to withstand the effects of wind.
N.13.C	All development proposals <b>must</b> deliver biodiversity net gain to meet or exceed relevant standards.
N.14.C	Site specific SuDS <b>must</b> be provided in suitable locations, and where site conditions allow, in response to area-wide flooding analysis.
N.15.C	Hard landscaping <b>must</b> be permeable, where suitable.
N.16.C	All development proposals <b>should</b> provide green, biosolar, blue or brown roofs.
N.17.C	Additional planting <b>should</b> be provided in suitable locations to improve biodiversity and air quality.
N.18.C	Bus stops <b>could</b> incorporate green roofs.

## Built Form

4 8

B.11.C	Development proposals <b>must</b> create a rhythm of gaps between tall buildings along Edgware Road.
B.12.C	Gaps <b>must</b> be a minimum of 18 metres to allow for un-obscured facing windows, and daylight and sunlight penetration to lower floors and the public realm.
B.13.C	Development proposals incorporating tall buildings <b>must</b> utilise the built form to mitigate against the effects of wind.
B.14.C	Building entrances <b>must</b> be located on street facing elevations and be legible within the wider streetscape.
B.15.C	Building corners <b>should</b> have active frontages on both sides at ground floor.
B.16.C	Building massing <b>should</b> be broken down and elevations articulated to maintain long views to and from the wider area.
B.17.C	Building massing <b>should</b> clearly define corners and edges.
B.18.C	Building heights and forms <b>should</b> relate to the Brent Cross Town masterplan and protected views to create a well-composed townscape.

## Identity

4 7

I.09.C	The Broadway <b>must</b> have a strong visual identity and be recognisable when orientating oneself from the new Brent Cross West station.
I.10.C	Development proposals <b>must</b> demonstrate how the historic woodland character of the area has influenced the design.
I.11.C	Entrances to any residential uses <b>must</b> be differentiated from entrances to any non-residential uses.
I.12.C	Development proposals <b>must</b> incorporate material palettes that are robust, can mitigate the effects of air pollution and reflect the proposed building uses.
I.13.C	Street facing elevations <b>should</b> identify clear and articulated 'bases' with integrated signage for ground floor uses, where required.
I.14.C	The visual identity of The Broadway <b>should</b> be defined as an urban boulevard.

## 7.2 The Broadway

### Public Space

1 2 3 5 9 10

- P.07.C Development proposals **must** provide high-quality and active forecourts where site conditions allow.
- P.08.C Car parking **must not** be provided at the front of sites along Edgware Road or the adjoining roads.
- P.09.C The Broadway **must** be well-lit, safe and without spaces that could encourage crime or antisocial behaviour.
- P.10.C Development proposals **must** take a proactive rather than reactive approach to designing out crime.
- P.11.C Street lighting **must not** harm the biodiversity of The Broadway and the immediate area.
- P.12.C Any public realm improvements **should** consider arrivals from and waiting at bus stops.

### Resources

- R.02.C Development proposals incorporating residential or commercial uses **should** refer and respond to the LETI Climate Emergency Design Guide.
- R.03.C Development proposals on sites containing buildings of notable architectural character **should** identify opportunities for reuse, adaptation and retrofitting.
- R.04.C Development proposals incorporating rooftop communal amenity spaces **could** include areas for food cultivation and production.

X.00.C

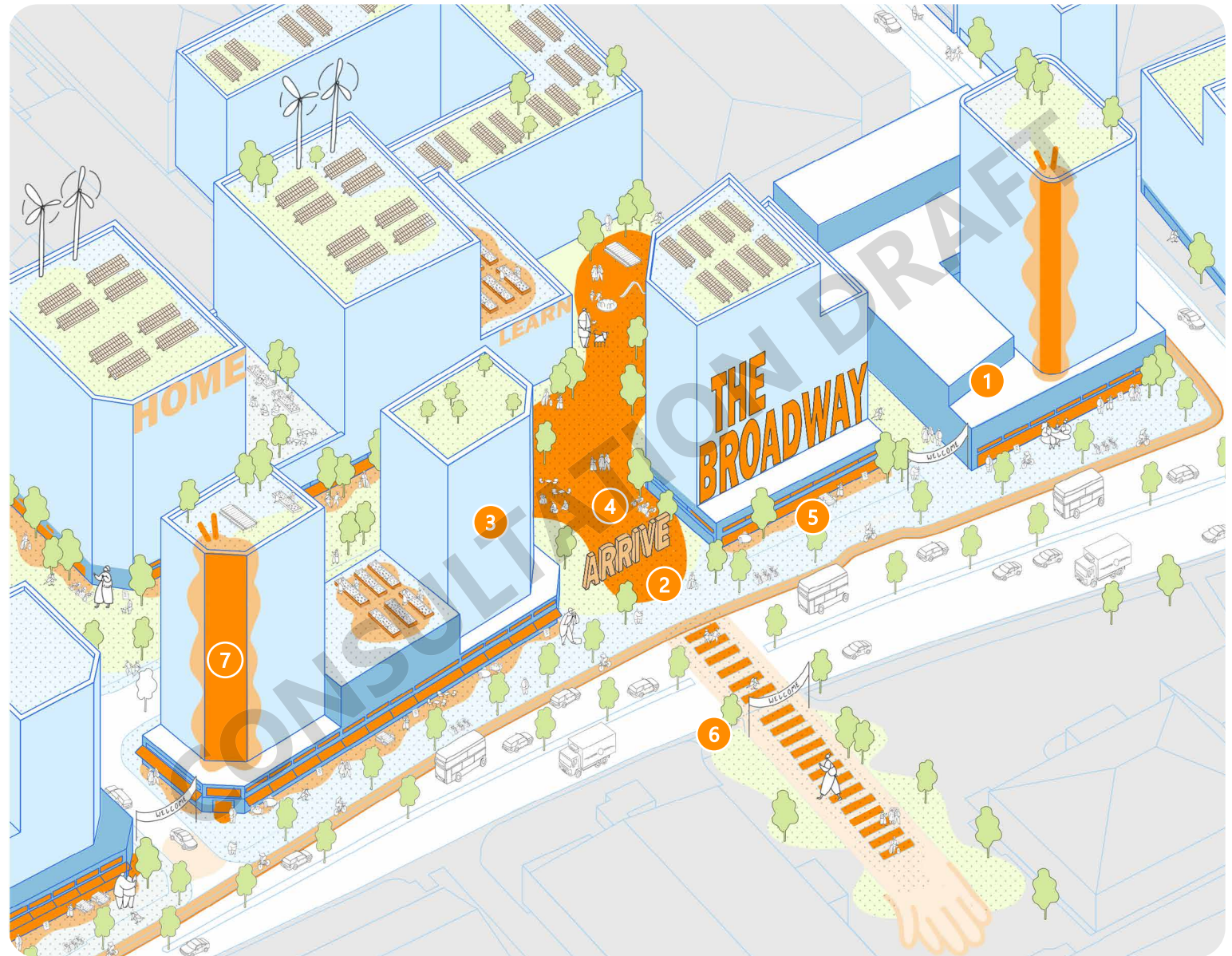
X.00.C

X.00.C

X.00.C

X.00.C

- 1) Mixed-use including social infrastructure
- 2) Generous public realm and crossings
- 3) Tall buildings and staggered massing
- 4) Wayfinding, signage and legible entrances
- 5) Active frontages and spill-out spaces
- 6) Biodiversity, planting and food production
- 7) Defined and active building corners

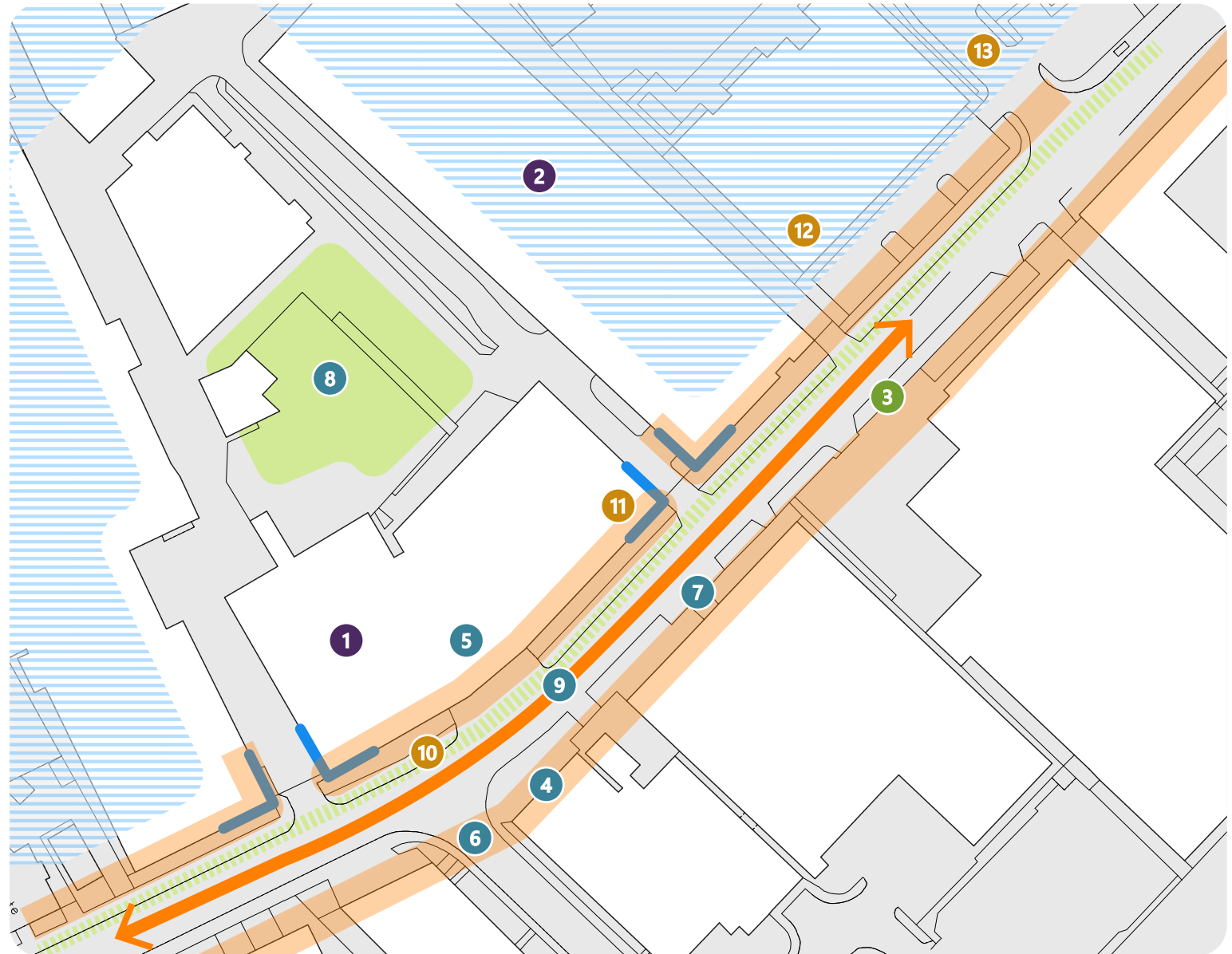


**Figure 25: The Broadway as it might be...**

## 7.3 Oxgate Lane

### Vision Statement

- 7.3.1 Oxgate Lane is envisioned as an industrial high-street. A shop-window into the industrial activity of the wider area.
- 7.3.2 Oxgate Lane is a hub of makers and residents with the opportunity for public outreach, learning and skill-exchange. Buildings along the street engage with both the industrial high-street and the yards to the rear, creating 'the industrial high-street workshop'.
- 7.3.3 Oxgate Lane is a key route connecting residents and workers directly to transport links and Central London.



**Figure 26: Opportunities plan for Oxgate Lane**

## Opportunities



### CELEBRATE THE EXISTING

- 1 Industrial intensification with opportunities for co-location
- 2 Preserving heritage character and distinctive roof forms



### NEW CONNECTIONS

- 3 Connecting route to Brent Cross West station and Brent Cross Town



### HARMONY AND BALANCE

- 4 Providing overlooking and passive surveillance
- 5 Mix of residential and industrial entrances

6

Reduced vehicular dominance

7

Continuation of building lines

8

Temporary uses and pop-up market/event spaces

9

Shared surface, urban greening, street trees



### UNLOCK VALUE

10

Active frontages spilling out to the public realm

11

Active corners

12

Height at corners

13

Density towards the east

X.00.C

X.00.C

X.00.C

X.00.C

## 7.3 Oxgate Lane

### Movement

3

6

M.18.C	Priority <b>must</b> be given to pedestrians and cyclists.
M.19.C	A segregated cycle route <b>must</b> be provided and meet relevant standards.
M.20.C	Development proposals <b>must</b> quantify the projected weekday and weekend vehicle movements and limit vehicular access on weekends.
M.21.C	Coherent wayfinding <b>must</b> be provided to signpost key local destinations and public transport infrastructure.
M.22.C	A minimum footway width of 2 metres <b>should</b> be provided and extended to 3 metres, where site conditions allow.
M.23.C	Servicing <b>should</b> be undertaken within courtyards where site conditions allow.
M.24.C	Servicing bays <b>should</b> only be provided on Oxgate Lane if no suitable alternative is possible.

### Nature

9

N.19.C	Street trees <b>must</b> be suitable for planting in areas of hard landscaping.
N.20.C	Street trees <b>must</b> be planted to withstand the effects of wind.
N.21.C	All development proposals <b>must</b> deliver biodiversity net gain to meet or exceed relevant standards.
N.22.C	Artificial grass, planting or other soft landscaping <b>must not</b> be provided within in any development proposals.
N.23.C	Site specific SuDS <b>must</b> be provided in suitable locations, and where site conditions allow, in response to area-wide flooding analysis.
N.24.C	Hard landscaping <b>must</b> be permeable, where suitable.
N.25.C	Parklets <b>should</b> be provided adjacent to active ground floor uses along Oxgate Lane.
N.26.C	Parklets <b>should</b> incorporate insect hotels, or similar.
N.27.C	Additional planting <b>should</b> be provided to improve biodiversity; in suitable locations, this <b>should</b> incorporate edible species of flowering and fruiting native plants important for habitat.
N.28.C	All development proposals <b>should</b> provide green, biosolar, blue or brown roofs.
N.29.C	Bus stops <b>could</b> incorporate green roofs.

## Built Form

2 4 10 11 12 13 14

B.19.C	Development proposals incorporating tall buildings <b>must</b> utilise the built form to mitigate against the effects of wind.
B.20.C	Primary building entrances <b>must</b> be located on street facing elevations and be legible within the wider streetscape.
B.21.C	Courtyards <b>must</b> positively transition from public to semi-public, to private spaces.
B.22.C	Roof forms <b>must</b> reference the industrial buildings of notable architectural character in the area.
B.23.C	Secondary or other building entrances <b>should</b> be located on any courtyard facing elevations and be legible.
B.24.C	Development proposals <b>should</b> utilise plot depths to provide courtyards within development sites.
B.25.C	Building corners <b>should</b> have active frontages on both sides at ground floor.
B.26.C	Courtyard facing elevations <b>should</b> provide active frontages at ground floor.
B.27.C	Balconies and other amenity spaces <b>should</b> be located on street and courtyard facing elevations to provide passive surveillance.
B.28.C	Changes in topography <b>could</b> be utilised to optimise building heights and forms along Oxgate Lane.

## Identity

2 8

I.15.C	Development proposals <b>must</b> demonstrate how the industrial buildings of notable architectural character in the area have influenced the design.
I.16.C	Entrances to any residential uses <b>must</b> be differentiated from entrances to any non-residential uses.
I.17.C	Development proposals <b>should</b> incorporate material palettes that reference the industrial buildings of notable architectural character in the area and reflect the proposed building uses.
I.18.C	Street facing elevations <b>should</b> identify clear and articulated 'bases' with integrated signage for ground floor uses, where required.
I.19.C	Street facing and courtyard facing elevations <b>should</b> have distinct and separate architectural characters.
I.20.C	Street facing elevations <b>could</b> incorporate the proportions of adjacent industrial buildings of notable architectural character.

## 7.3 Oxgate Lane

### Public Space

6 8 9 10

- P.13.C Development proposals **must** provide high-quality and active forecourts where site conditions allow.
- P.14.C Oxgate Lane **must** be well-lit, safe and without spaces that could encourage crime or antisocial behaviour.
- P.15.C Development proposals **must** take a proactive rather than reactive approach to designing out crime.
- P.16.C Street lighting **must not** harm the biodiversity of Oxgate Lane and the immediate area.
- P.17.C Car parking **must not** be provided at the front of sites along Oxgate Lane.
- P.18.C Development proposals **should** cumulatively reduce the number of vehicular entrances from Oxgate Lane to development sites.
- P.19.C Car parking **should** be provided within development sites, or on-street in small clusters to meet London Plan standards.

### Resources

- R.05.C Development proposals incorporating residential or commercial uses **should** refer and respond to the LETI Climate Emergency Design Guide.
- R.06.C Development proposals on sites containing buildings of notable architectural character **should** identify opportunities for reuse, adaptation and retrofitting.

X.00.C

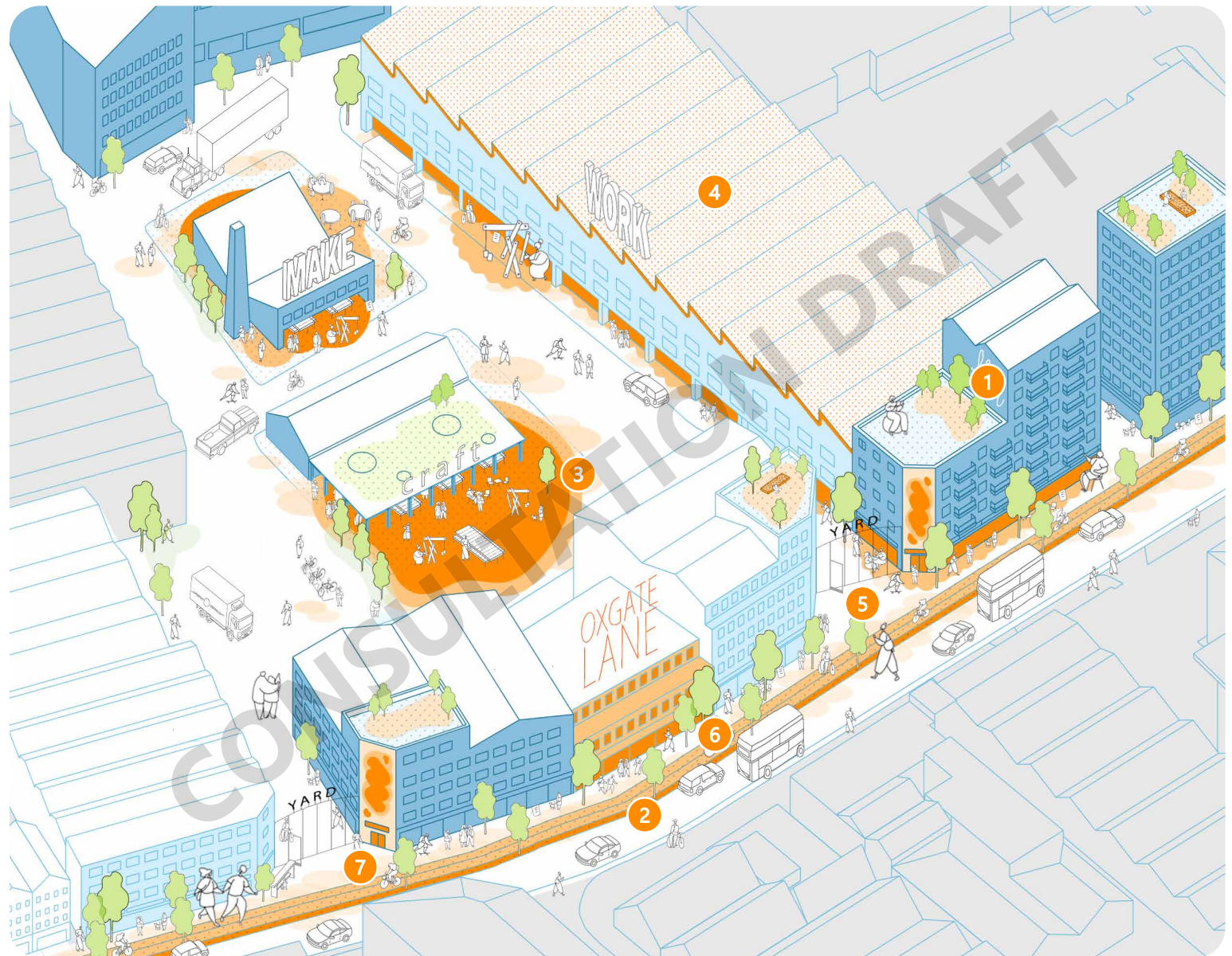
X.00.C

X.00.C

X.00.C

X.00.C

- 1) High-density development
- 2) Generous public realm including new cycleway
- 3) Shared courtyards and forecourts
- 4) Industrial character and identity
- 5) Active frontages and spill-out spaces
- 6) Enhanced biodiversity and planting
- 7) Defined and active building corners

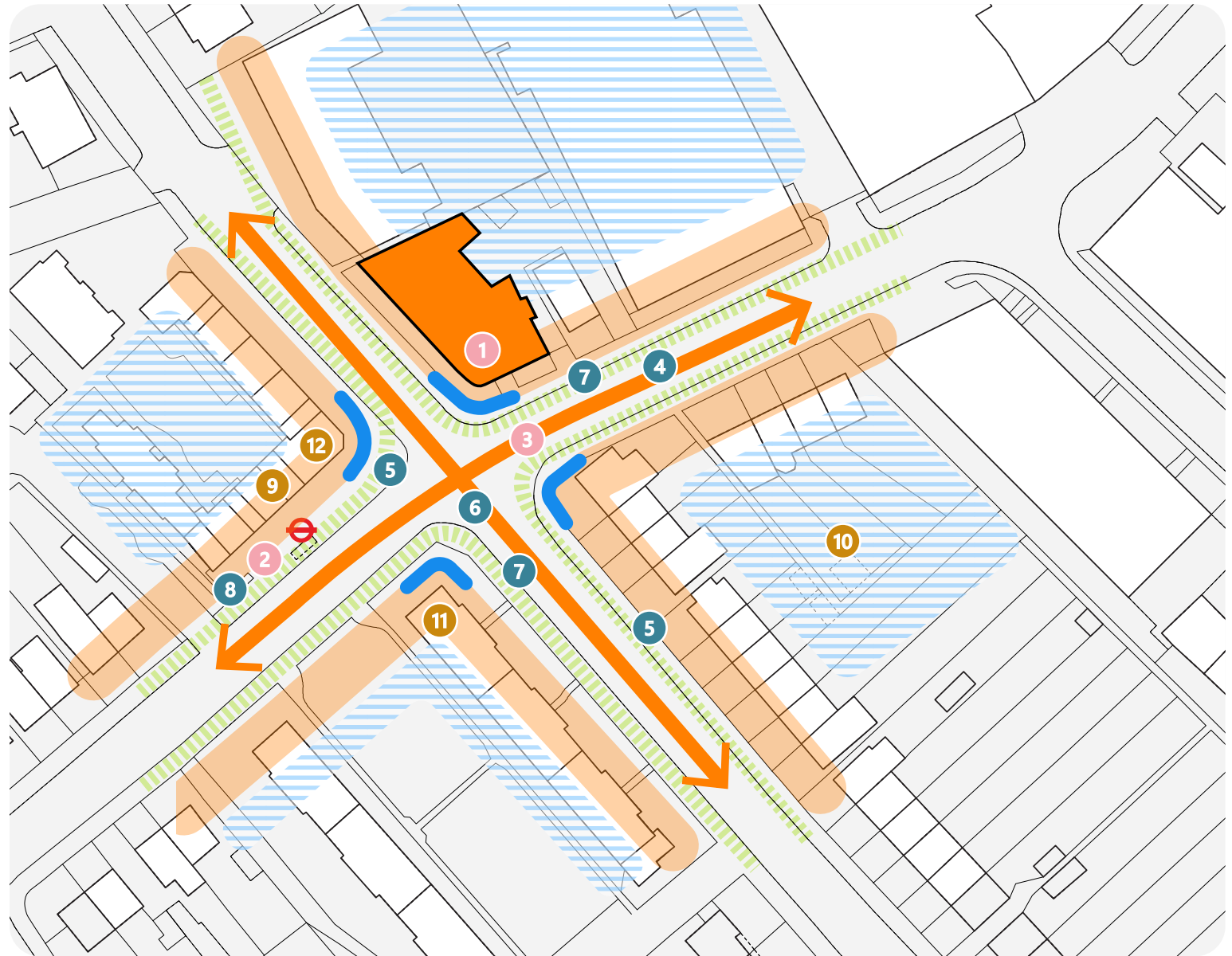


**Figure 27: Oxgate Lane as it might be...**

## 7.4 Oxgate Circus

### Vision Statement

- 7.4.1 Oxgate Circus is envisioned as the neighbourhood gateway into Staples Corner. It marks the transition between the domestic character of Dollis Hill and the industrial working community.
- 7.4.2 The pub is an important landmark and destination node bringing both neighbourhoods together. Activity spills out onto the forecourts with priority and generosity given to pedestrian and cycle movement.
- 7.4.3 From Oxgate Circus, the expansive view down Oxgate Lane and to the east is framed, welcoming all into Staples Corner.



**Figure 28: Opportunities plan for Oxgate Circus**

## Opportunities



### LOVE AND CARE

- 1 Landmark community building (pub)
- 2 Forecourt improvements (bus stop, seating, planting)
- 3 Strong and recognisable visual identity for signage and opportunity for public art



### HARMONY AND BALANCE

- 4 Street trees
- 5 Urban greening
- 6 Shared surface
- 7 New junction layout with raised pedestrian crossings
- 8 New segregated cycleway and cycle parking



### UNLOCK VALUE

- 9 Improved and active frontages
- 10 Potential for infill development or site intensification
- 11 Potential building height increase around Oxgate Circus
- 12 Mixed-use buildings activating Oxgate Circus

X.00.C

X.00.C

X.00.C

X.00.C

X.00.C

## 7.4 Oxgate Circus

### Movement

6 7 8

M.25.C	Priority <b>must</b> be given to pedestrians and cyclists.
M.26.C	A segregated cycle route <b>must</b> be provided and meet relevant standards.
M.27.C	Servicing bays <b>must</b> be located a minimum of 10 metres from the junction and meet both existing and future need.
M.28.C	Coherent wayfinding <b>must</b> be provided to signpost key local destinations and public transport infrastructure.
M.29.C	A minimum footway width of 2 metres <b>should</b> be provided and extended to 3 metres where site conditions allow.
M.30.C	A diagonal crossing <b>could</b> be incorporated at the junction to improve pedestrian flow and follow desire lines.
M.31.C	A raised table and/or traffic calming measures <b>could</b> be incorporated at the junction to slow vehicle speeds and increase pedestrian and cyclist safety.

### Nature

4 5

N.30.C	Site specific SuDS <b>must</b> be provided in suitable locations, and where site conditions allow, in response to area-wide flooding analysis.
N.31.C	Artificial grass, planting or other soft landscaping <b>must not</b> be provided within in any development proposals.
N.32.C	Site specific SuDS <b>must</b> be provided in suitable locations, and where site conditions allow, in response to area-wide flooding analysis.
N.33.C	Parklets <b>should</b> be provided adjacent to active ground floor uses along Coles Green Road.
N.34.C	Parklets <b>should</b> incorporate insect hotels, or similar.
N.35.C	Additional planting <b>should</b> be provided to improve biodiversity; in suitable locations, this <b>should</b> incorporate edible species of flowering and fruiting native plants.
N.36.C	All development proposals <b>should</b> provide green, biosolar, blue or brown roofs.
N.37.C	Bus stops <b>could</b> incorporate green roofs.

## Built Form

1 9 10 11

B.29.C	A landmark community building <b>must</b> be retained at the corner of Coles Green Road and Oxgate Lane.
B.30.C	Building lines <b>must</b> be set back from the footway and align to existing to maximise public realm.
B.31.C	Building entrances <b>must</b> be located on street facing elevations and be legible within the wider streetscape.
B.32.C	Back-garden infill development proposals (see B.08.C) <b>must</b> demonstrate how issues of overlooking, privacy and access are addressed – refer to the Brent Design Guide SPD1.
B.33.C	Opportunities for rooftop development on existing buildings <b>should</b> be considered.
B.34.C	Any rooftop development proposals <b>should</b> include the upgrade and retrofitting of the existing buildings to meet relevant standards.
B.35.C	Corner sites that directly address Oxgate Circus <b>should</b> be intensified to building heights and forms that respond to the existing street widths and pattern of development.
B.36.C	Residential density <b>could</b> be increased along Coles Green Road through back-garden infill development, as preceded at Luke's Close and Dignam Close.

## Identity

1 3

I.21.C	Oxgate Circus <b>must</b> have a strong visual identity and be recognised as a gateway to Staples Corner.
I.22.C	The visual identity of Oxgate Circus <b>should</b> be distinctive, have a human-scale and feel welcoming.
I.23.C	Opportunities for the provision of public art <b>should</b> be identified.
I.24.C	Businesses and residents <b>could</b> be engaged to co-design public art or physical elements of the area's visual identity.
I.25.C	Use of existing materials or industrial offcuts <b>could</b> be integrated into public art or other physical elements.

## 7.4 Oxgate Circus

### Public Space

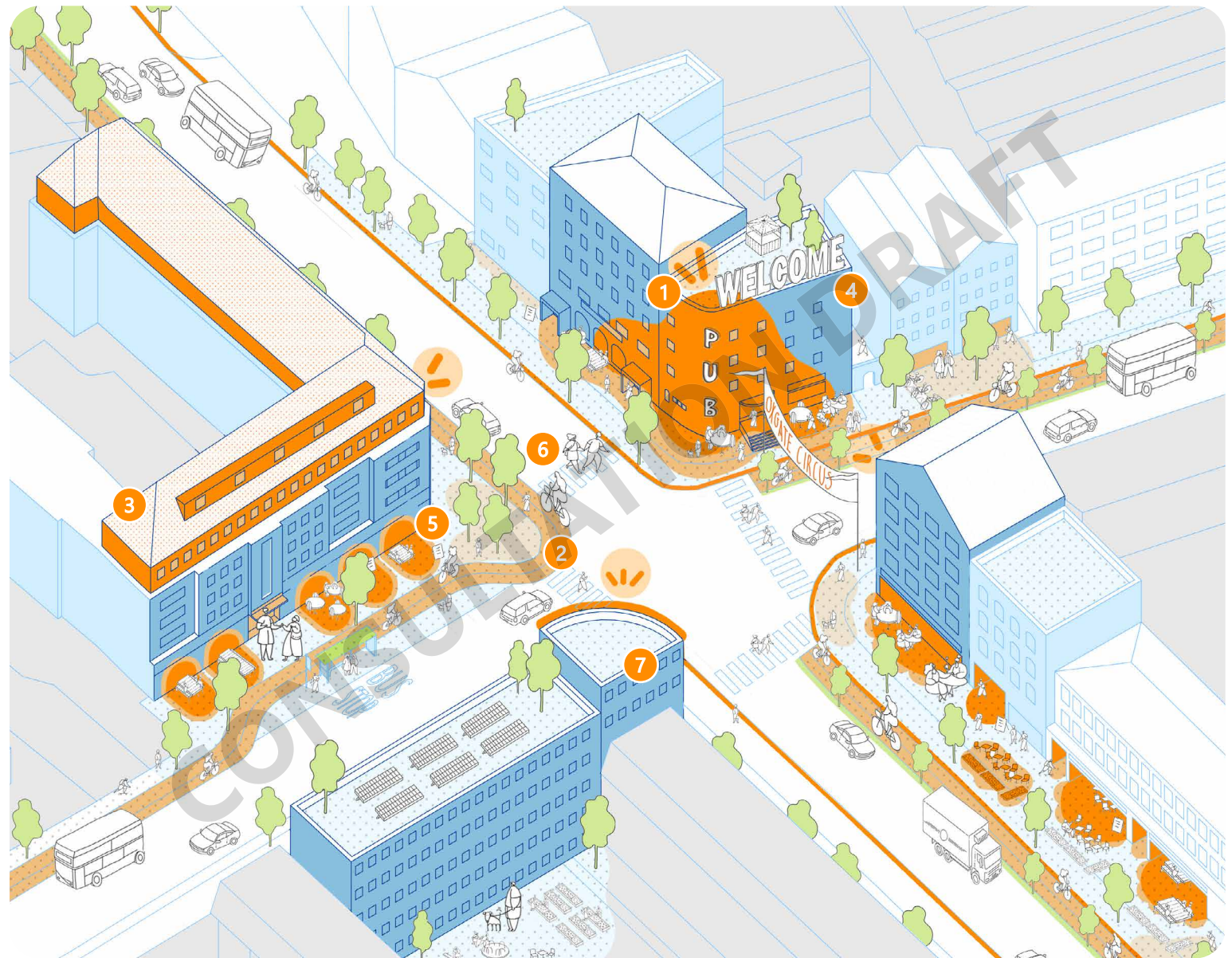
2 3 4 6 8

### Resources

- P.20.C Development proposals **must** provide high-quality and active forecourts where site conditions allow with a minimum depth of 2m.
- P.21.C Oxgate Circus **must** be well-lit, safe and without spaces that could encourage crime or antisocial behaviour.
- P.22.C Development proposals **must** take a proactive rather than reactive approach to designing out crime.
- P.23.C Street lighting **must not** harm the biodiversity of Oxgate Circus and the immediate area.
- P.24.C Any public realm improvements **should** consider arrivals from and waiting at bus stops.
- P.25.C Street furniture and planting **should** be provided in suitable locations to allow people to rest.
- P.26.C Ground floor uses **could** spill out onto active forecourts through use of elements such as awnings, street furniture, and signage.
- P.27.C Opportunities for utilising the topography to frame local views **could** be identified.
- P.28.C Incidental play space **could** be provided in suitable locations.

- R.07.C Development proposals incorporating residential or commercial uses **should** refer and respond to the LETI Climate Emergency Design Guide.
- R.08.C Development proposals on sites containing buildings of notable architectural character **should** identify opportunities for reuse, adaptation and retrofitting.
- R.09.C Landowners and homeowners **could** parcel back gardens together to release land and create opportunities for infill development.

- 1) Landmark community building
- 2) Generous public realm including new crossing
- 3) Rooftop development and upward extensions
- 4) Wayfinding, signage and public art
- 5) Active frontages and spill-out spaces
- 6) Enhanced biodiversity and planting
- 7) Defined and active building corners



**Figure 29: Oxgate Circus as it might be...**



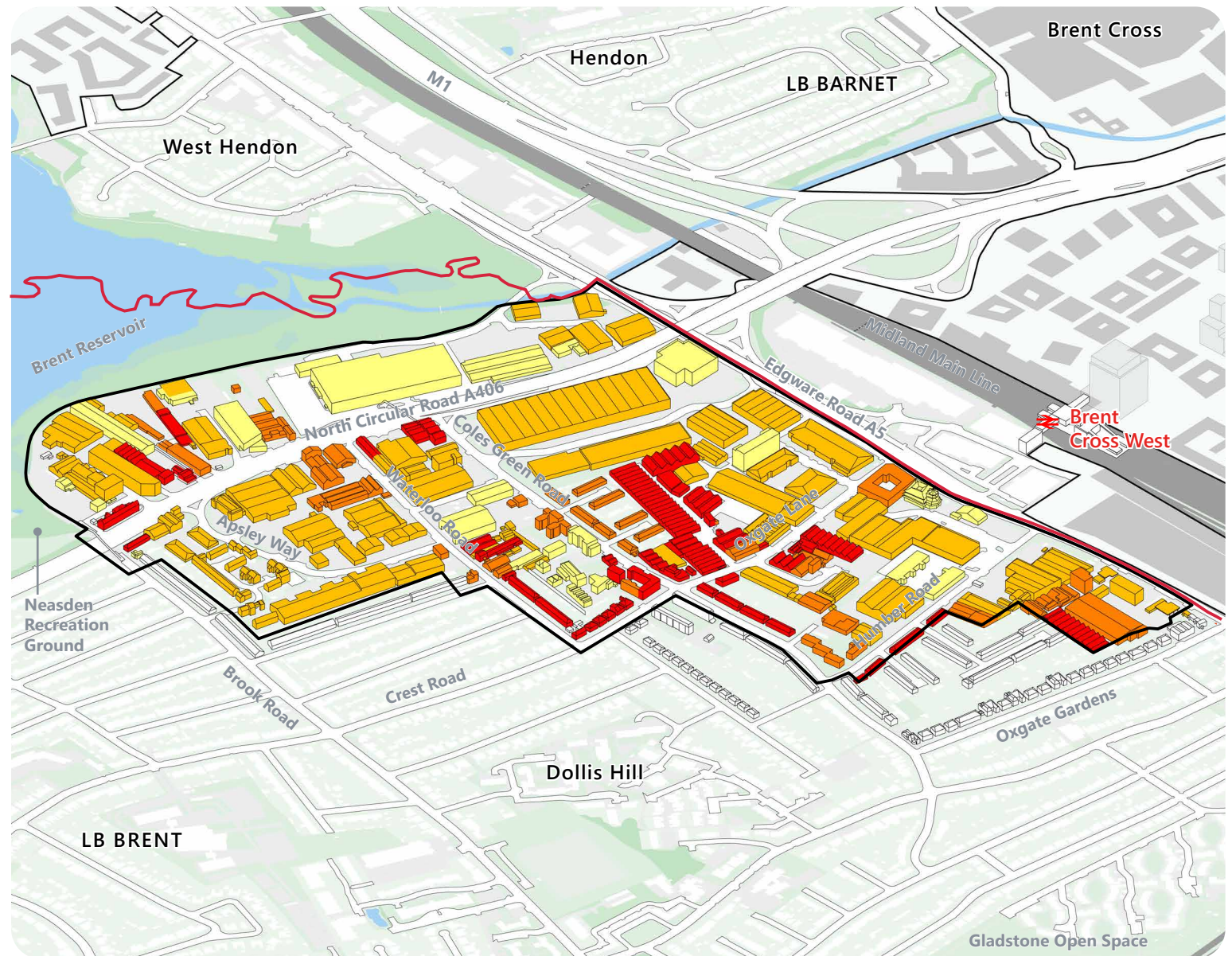
# 8 APPENDIX

## 8.1 Building Age

8.1.1 The building stock across Staples Corner varies widely in age, with the majority constructed 51 to 80 years ago. The average building age is 47 years.

### Key

- <20 years
- 21-40 years
- 51-80 years
- 81-100 years
- Borough boundary
- Design Code Area



Map 15: Existing building ages

## 8.2 Building Size

- 8.2.1 There are varying sizes of industrial buildings across Staples Corner ranging from workshops of 10-500sqm up to large units of over 5,000sqm.
- 8.2.2 The average building size is 575sqm, compared to 1,101sqm for the rest of London.

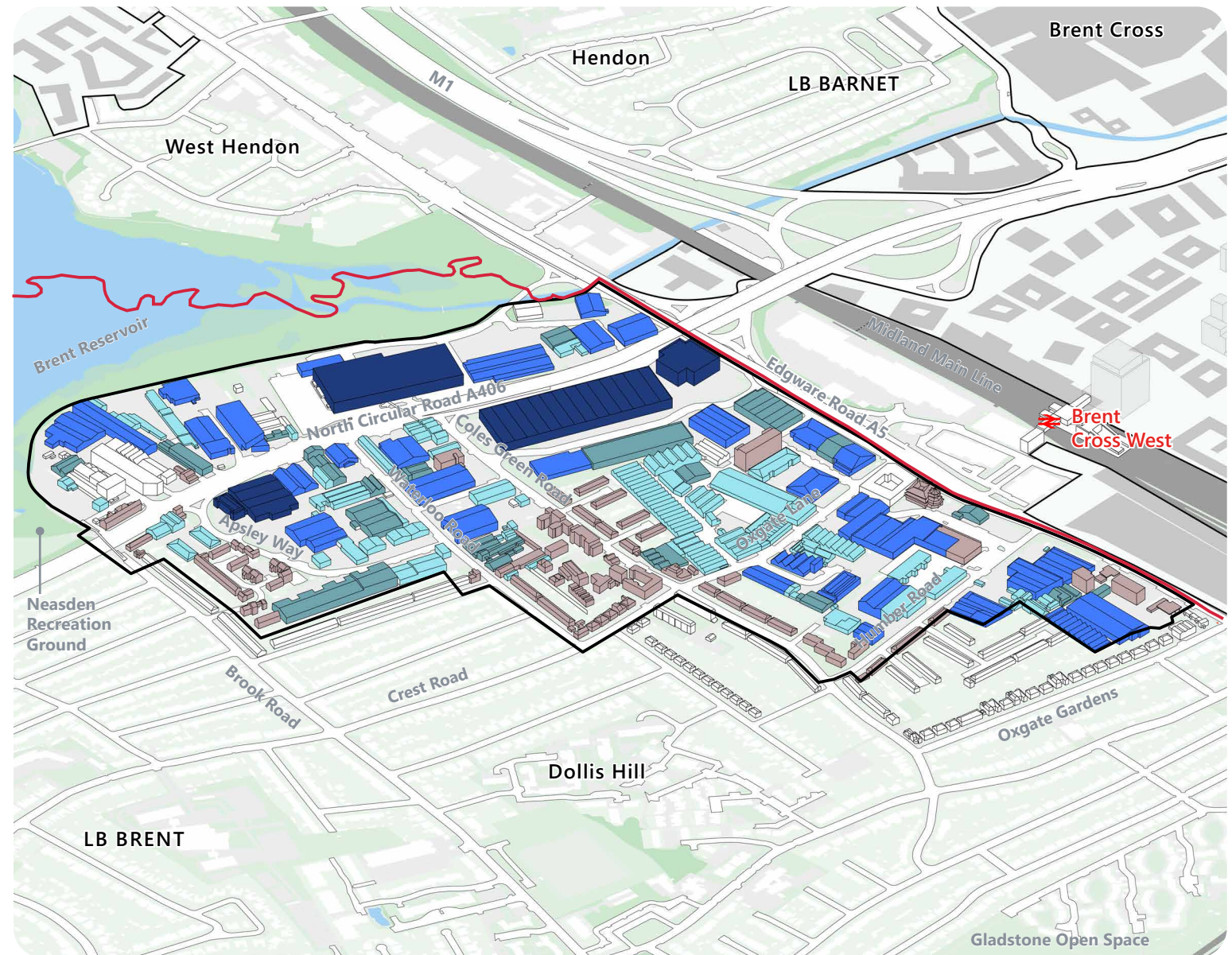
### Key

#### Industrial (all typologies)

- Large unit (<5,000sqm)
- Medium unit (1,000-5,000sqm)
- Small unit (500-1,000sqm)
- Workshop (10-500sqm)

#### Other

- Non-industrial uses
- Derelict building
- Borough boundary
- Design Code Area



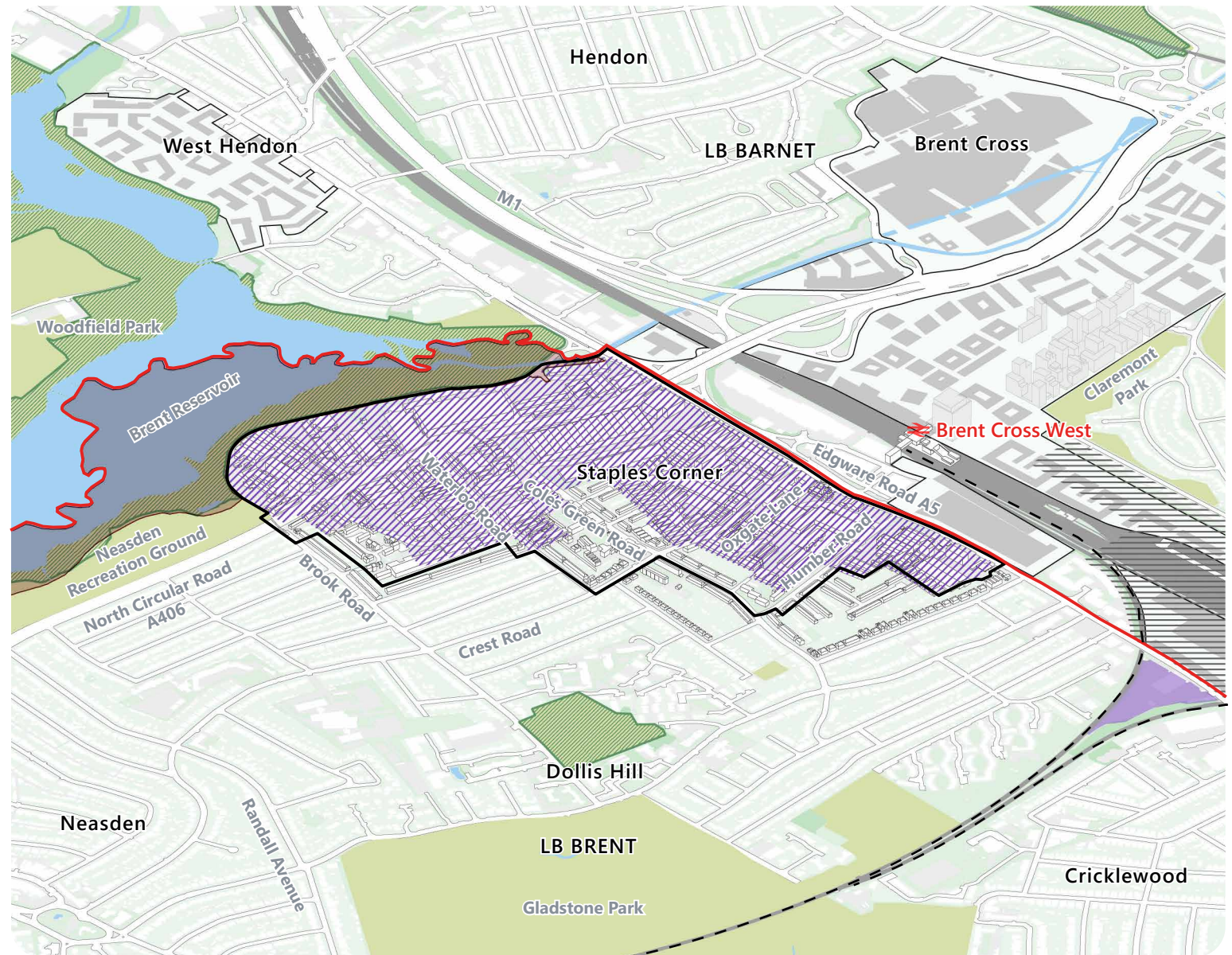
**Map 16: Existing industrial building sizes**

## 8.3 Other Designated Assets

8.3.1 Beyond heritage assets and landmark buildings, other types of asset are subject to several other designations and include Metropolitan Open Land, a Site of Special Scientific Interest (SSSI), a Site of Nature Conservation Grade I and a Local Nature Reserve.

8.3.2 Severance caused by major roads acts as a barrier between these assets and the Staples Corner area.

- Key
-  Strategic Industrial Land (SIL)
  -  Locally Significant Industrial Site (LSIS)
  -  Sites of Special Scientific Interest (SSSI)
  -  Railway employment land
  -  Site of Importance for Nature Conservation
  -  Metropolitan Open Land
  -  Borough boundary
  -  Design Code Area



**Map 17: Existing designations of strategic importance**

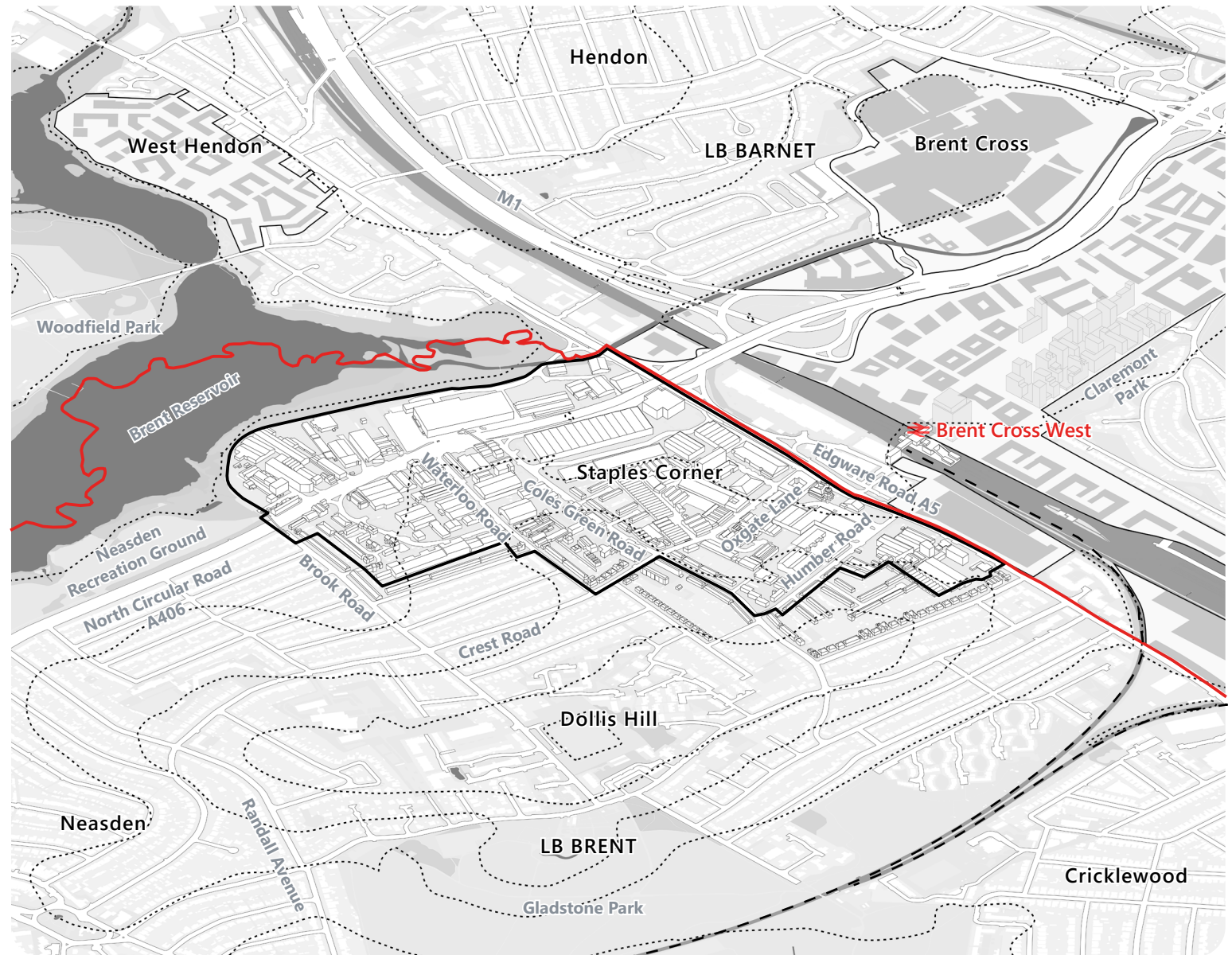
0 0.1 0.25 0.5km

## 8.4 Topography

- 8.4.1 Staples Corner sits predominantly at the base of a hill where the highest point runs along the south of Brook Road and the east of Oxgate Gardens. The north of the area sits at the lowest point shown by the water levels of Brent Reservoir and the River Brent.
- 8.4.2 High points across the site run at the intersections of Oxgate Lane and Coles Green Road, and Humber Road and Coles Green Road.

### Key

- Contours
- Green space
- Water
- Borough boundary
- Design Code Area



**Map 18: Topography in the Staples Corner area**

0 0.1 0.25 0.5km

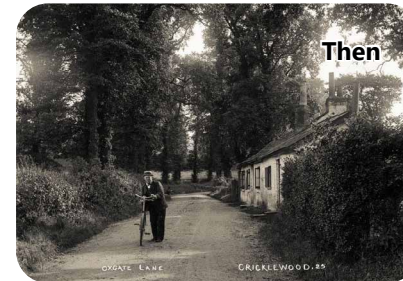
## 8.5 Historic Assessment

8.5.1 This timeline provides a summary of the historical context of the Staples Corner area and its surroundings.

8.5.2 The 'Then' and 'Now' images seek to highlight the shift in character from the early 20th century to the present day.

There has been a reduction in street character through loss of street trees, awnings, and the street clock on the Brent side of the A5 in Cricklewood Broadway.

This area forms part of the proposed extension to a conservation area which will help to enhance the street character if designated.

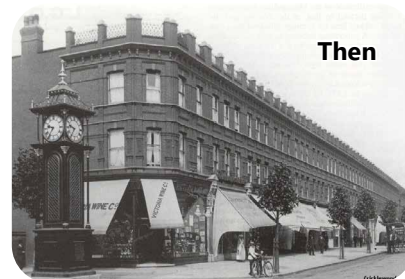


Historic junction of the A5 and A406 allowed for a much better pedestrian experience in comparison to the current overpowering combination of flyovers and pedestrian bridges.

Early 1910s

Late 1910s

Late 1920s



The rural character of Oxgate Lane is no longer present and area dominated by urban hardscape character.





North east of Staples Corner has retained its industrial character with increased road infrastructure



Historically, buildings had a better spatial relationship with the road infrastructure



Early 1930s

Mid 1930s

Late 1930s

Mid 1960s



The A406 used to be lined with green verges and buildings were set back from the road.

There is an evident loss of characterful industrial buildings



Oxgate Farm, which was built in the early 15th century, has been identified as 'Heritage at Risk' due to a successive lack of maintenance.

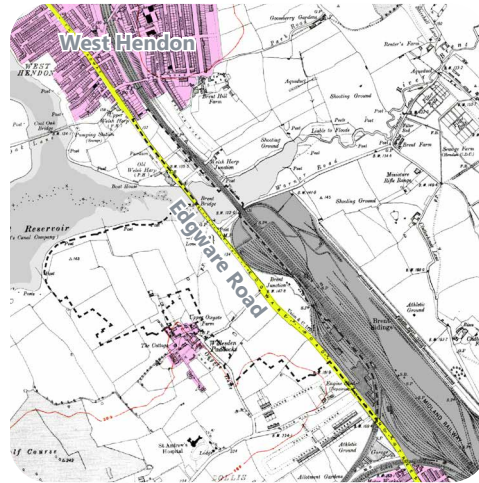


## 8.6 Historic Maps

Edgware Road is a Roman Road known as Watling Street and forms the first significant human-made feature in the area.

The River Brent's natural meandering course is also evident.

18th Century



The Midland Railway built the St Pancras to Bedford line in the 1860s and development of the railway during the 19th century has been a significant influence in the area.

An extensive depot and marshalling yard was built in Cricklewood to service the London end of the line.

20th Century



21st Century

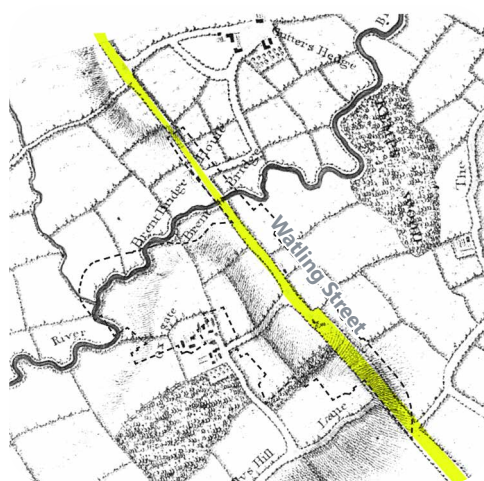
The physical landscape of the area is primarily dominated by extensive transport infrastructure.

It a major junction of the A406 North Circular Road, A5 Edgware Road and M1 motorway, with the Midland Mainline traversing this junction over the viaduct.

19th Century

Brent Reservoir was completed in 1835 to feed both the Regents and Grand Union canals.

The brick arched railway viaduct carrying the Midland Mainline is evident, stretching over a wider and pre-culverted section of the River Brent.

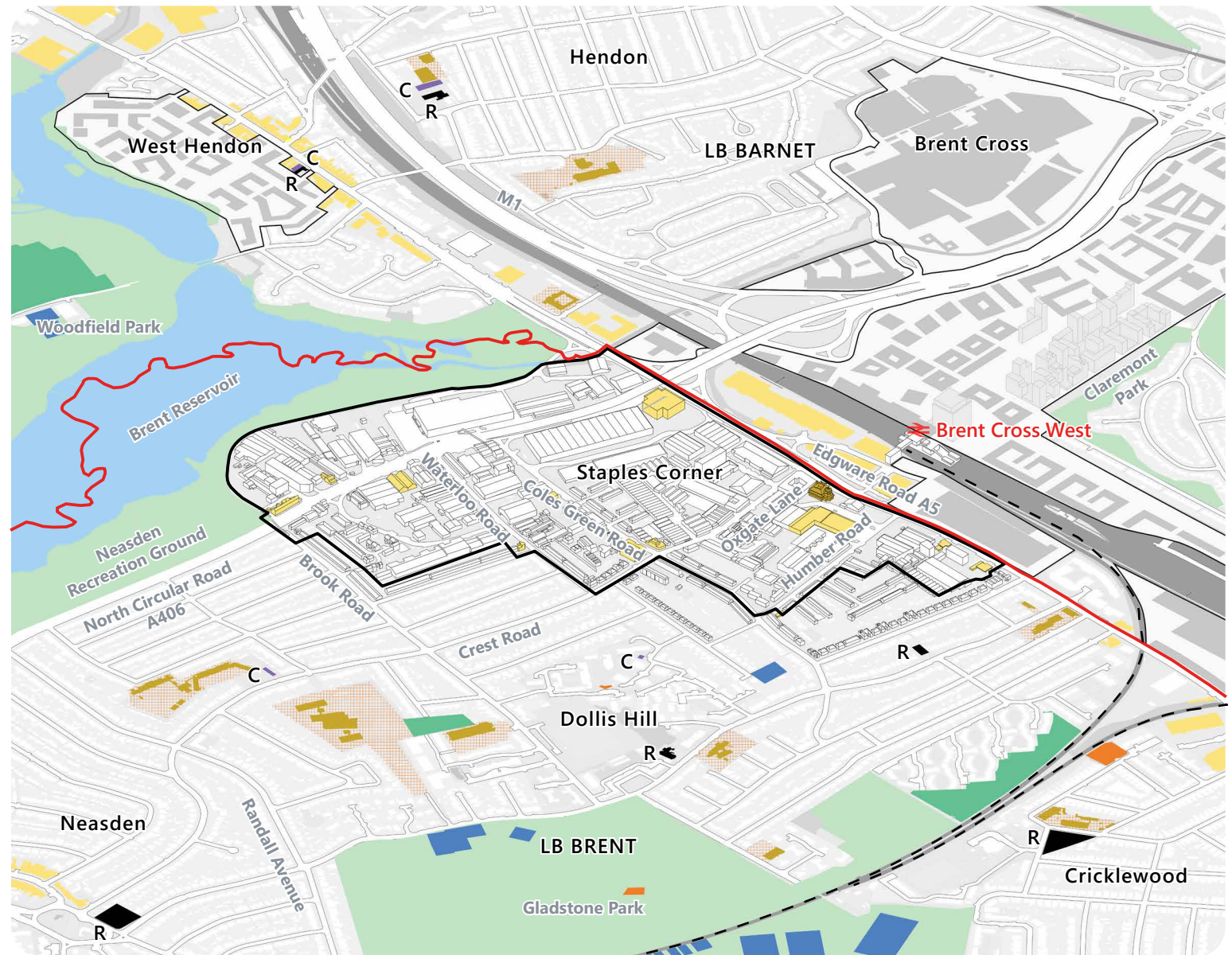


## 8.7 Local Amenities

8.7.1 The north-west of Staples Corner has positive recreational and ecological features while the south-west feels suburban in character with multiple schools and places of worship. The north-east is characterised by the River Brent and the internalised environment of Brent Cross Shopping Centre. There are also several community assets, such as the Wing Yip Chinese supermarket, the Ox & Gate public house and a number of cafés.

### Key

- Retail
- School
- Park
- Allotment
- Sports pitch
- Playground
- C Community centre
- R Religious institution
- Borough boundary
- Design Code Area



**Map 19: Existing local amenities**

0 0.1 0.25 0.5km

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Brent Council  
Civic Centre  
Engineers Way  
Wembley HA9 0FJ