



HOME STYLE

Beautiful homes that transform everyday life. Brent Cross Town's first Parkside residences.



CAFÉ SOCIETY

Visit the Spruce & Larch café at the new Brent Cross Town Visitor Pavilion.



GAME CHANGING

Sport for all in 50 acres.



**Brent
Cross
Town**



A new way to live

A **BRIGHT FUTURE** awaits in a whole new town designed to **INSPIRE, INVIGORATE, RELAX, ENTERTAIN** and **NOURISH** you. A place to enjoy life in a parkside residence adjacent to **50 ACRES** of **LANDSCAPED GREENERY** and **PLAYING FIELDS**, all just **12 MINUTES** from **CENTRAL LONDON**.



BRENT CROSS TOWN will set a new benchmark for **QUALITY of PLACE** and **NEW HOMES** in London.

55



50

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SPORT & PLAY

Whether you are serious about **SPORT** or just want **MORE SPACE** to **PLAY** with friends or family, you'll find it all here in **50 ACRES** of **PARKS** and **PLAYING FIELDS**.

2

FLOURISHING COMMUNITY

We're designing this town and community from the ground up, to be a place where **ALL CAN FLOURISH** and make the most of themselves. To ensure that we're achieving this, we'll even measure it.



Our vision

Your new town is built on **FOUR PLEDGES**

3

NET ZERO CARBON

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



STRENGTHENING CONNECTIONS

We're dedicated to **IMPROVING TRANSPORT CONNECTIONS** that will in turn improve your quality of life. Making it easier to reach where you work and the centre of the city, or simply visit family and friends.

4



Spend less time travelling and more time **ENJOYING LIFE**. Welcome to the town where everything is **WITHIN 15 MINUTES**.



At the heart of your new town is a vibrant, bustling high street and square. Brought to life with a blend of brands you know and love, alongside independent new shops, cafés, bars and restaurants; making, baking and roasting right on your doorstep. From healthcare to childcare, gigs to groceries, you'll find it all here.



Brent Cross
West station,
Thameslink
(Completion December 2022)

M1
Motorway

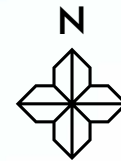
North Circular
A406 Road

Central
Neighbourhood
Square

Brent Cross
Shopping Centre

THE
DELAMARRE

Brent Cross
Tube station
(10 mins walk)



Office
District

Claremont
Park

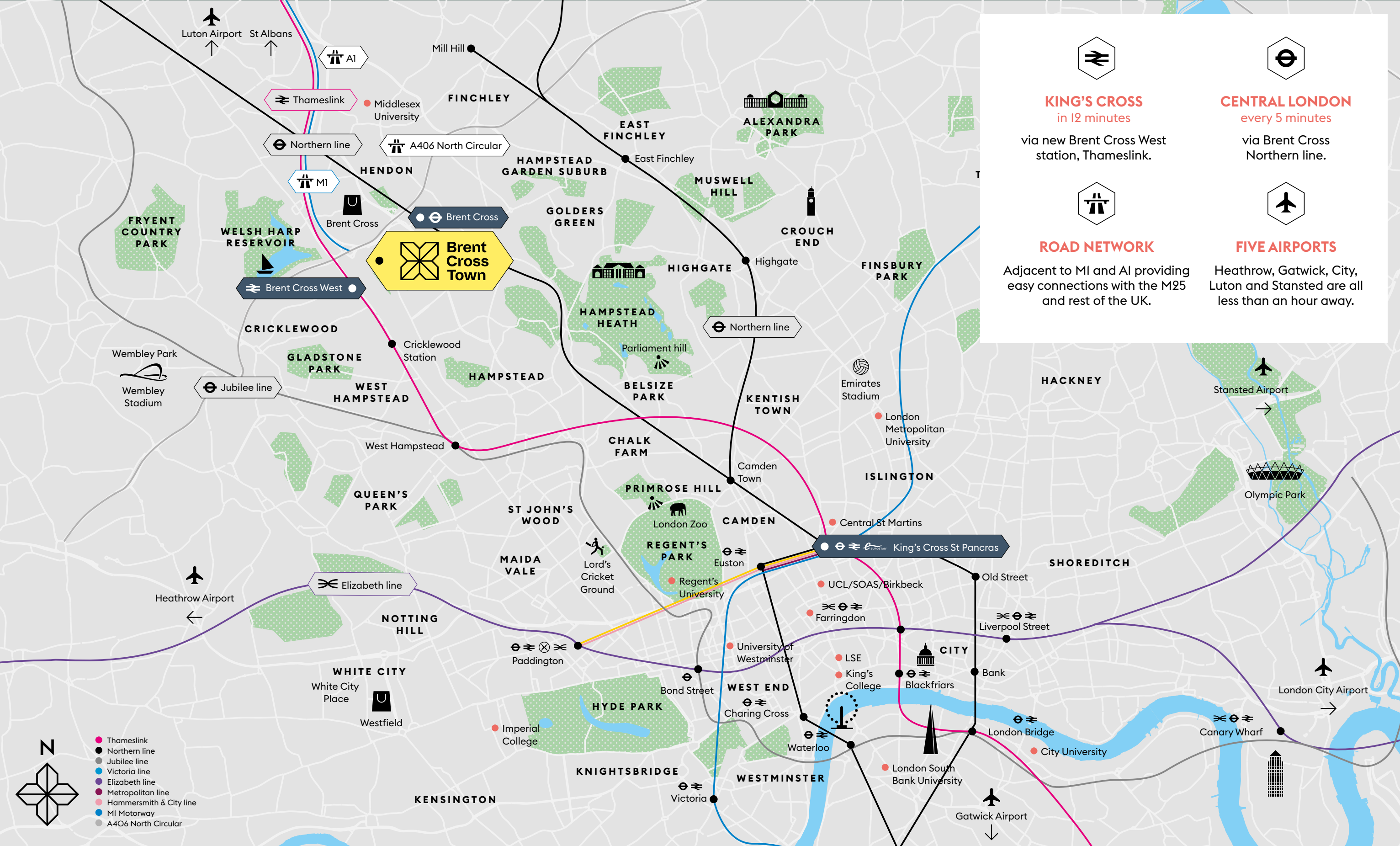
The
High
Street

The Ashbee

Brent Cross Town
Visitor Pavilion

Clitterhouse
Playing Fields

Live at **THE ASHBEE** and **THE DELAMARRE**, and you will be the first to enjoy life at **BRENT CROSS TOWN**. The new homes are perfectly located adjacent to the new **CLAREMONT PARK**, with its winding paths, rich planting and central pond.



Sport for ALL

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

At Brent Cross Town, with 50 acres of parks and playing fields, plus future plans to develop world-class indoor multi-sport facilities and a new park pavilion, we're creating a place dedicated to activity unlike any other. Putting fitness and wellbeing within easy reach of everyone who lives here and at the very heart of everyday life.

For anyone into the more traditional competitive sports, there will be exceptional facilities for playing everything from football to tennis, basketball to hockey. Alongside facilities dedicated to a host of leading-edge challenger sports such as skateboarding, BMX and parkour. There is even a state-of-the-art outdoor gym.

All of these facilities will span age and cultural barriers as well as ensuring that women and girls feel included through our partnership with WOMEN IN SPORT.



An **INCLUSIVE** and **INSPIRING NATURAL ENVIRONMENT** incorporating **PLAYING FIELDS, PARKS**, the latest **INDOOR SPORTS FACILITIES**, public **ART, SQUARES** and an **ECOLOGY-RICH LANDSCAPE**.

ACRES.



All to PLAY for

The wealth of open spaces are also perfect for enjoying more relaxed social sports like table tennis, pickleball, teqball and boules, in addition to other organised activities such as weekly park runs and yoga classes.

And for those wanting a sense of fun or the more unusual, they can tackle a mini-golf course, or dive inside a huge inflatable sphere for a game of zorb football.

Or you can simply enjoy playing your own way, whether that be walking the dog, a football kick about with the kids, or a game of catch with a Frisbee. It's your space to enjoy however you like.



When it comes to feeling good we know the score

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



Dr Julia Jones
AKA Dr Rock

BXT. Why is it important somewhere sounds great?
JJ. Sound and music have the ability to bring joy and according to the World Health Organisation can reduce stress, improve mood and help us learn new things.
BXT. How do you create a town's sound?
JJ. We create a holistic Sound and Music Strategy, which puts the town's sounds alongside how it looks, creating a positive space that people want to be in.
BXT. Is this a new idea?
JJ. Brent Cross Town will be the first town in the UK specifically designed to embrace the positive effects of sound.
BXT. What will Brent Cross Town sound like?
JJ. There will be spaces for music performances, instruments in the playgrounds and 'safe sounds', which we may only be aware of subconsciously, such as white noise, birdsong and sweeping soundscapes.
BXT. How is this possible?
JJ. We now have the technology to be much more sophisticated about the use of sound and music and can zone sounds to complement and enhance surroundings.

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

Dr Julia Jones, AKA Dr Rock
Partner – JLP Consultancy



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

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

Brent Cross Town is the first to develop and use a Flourishing Index which measures community and individual wellbeing from the outset of the development through to completion and beyond.

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



A vibrant 15-MINUTE TOWN

At its heart, a **NEW TOWN CENTRE** offering everything you need for a **HEALTHY, HAPPY** and more **FULFILLING LIFESTYLE**.





Our 15 minute town will provide facilities and amenities to meet the daily needs of our community. Whether it's work, school, childcare, the dentist, meeting friends at a fantastic new restaurant, browsing well-known retail brands and specialist independent shops, watching the latest movie or enjoying some live music, it's all on the doorstep to discover and explore.

The new high street and central neighbourhood square will be the social hub for residents and visitors, buzzing with activity day and night.

Featuring an eclectic mix of up to 50 independent shops and signature restaurant brands. A place to find everything from day-to-day essentials to gifts and treats - all just a stone's throw from your front door.





Phil Peters, Managing Director Happy Face Pizza

BXT. Tell us about yourselves
PP. We are Happy Face Pizza, Neapolitan pizza experts, and we're delighted to be bringing our signature pizzas and delicious, refined and authentic Italian menu to northwest London. Following the success of our flagship in King's Cross and recent opening in Victoria, we are excited to be the first restaurant opening within the new development and regeneration project, Brent Cross Town. We are a friendly team that are passionate about good food and seriously good pizza.

BXT. What can people expect when they visit you?
PP. Guests can expect a lively and buzzing atmosphere with a concise menu of antipasti, Italian sharers and desserts and, most importantly, authentic Neapolitan pizzas - all made with our signature, hand-made dough and baked fresh in our wood fired pizza oven - alongside a fully stocked bar and some impressive cocktails including three punchy variations on the Negroni. With group executive chef Mario Mastrangelo at the helm, the menu showcases Italian simplicity at its finest, paired with pop-art retro design, stylish décor and rotating curated music playlists.

BXT. Why did you choose to open at Brent Cross Town?

PP. We believe that there's a place for Happy Face Pizza in every neighbourhood in the country, and the new Brent Cross Town felt like a great place to test out this hypothesis.

BXT. What does community mean to you?

PP. Community, to me, means unity, inclusivity and supporting each other. Togetherness is an important value we encourage amongst our own Happy Face family.

BXT. What's your secret ingredient?

PP. Now that would be telling but what I can say is that what makes our signature pizzas unique and even more delicious is our hand-made 72-hour fermented dough which results in the perfect light and fluffy crust.

BXT. What can you find at Happy Face Pizza, that you can't find anywhere else?

PP. We're a fresh and modern take on a classic offering, and the menu remains completely authentic - a real love letter to Italian food. But we're about more than just the pizza and our outstanding sound system and regularly updated music policy creates a vibrant atmosphere and is a reflection of the founders' passions.

BXT. What inspired you to start your business?

PP. We love pizza and are passionate about growing our restaurant business with a fresh take on a classic offer.

New foodie destination

Discover the new culinary heart of north London, a foodie destination for every palate, pocket and occasion. Featuring a uniquely curated blend of restaurants, cafés, bars and pop-ups offering exciting cuisines and flavours from every corner of the world, all on your doorstep.



BRENT CROSS₂ TOWN

PLEDGE 3: NET ZERO CARBON.

We will be a net zero carbon town by 2030 addressing the **GLOBAL CHALLENGE** of the climate crisis.

We will build a net zero carbon town. A place dedicated to affording a vibrant, enjoyable lifestyle like no other, whilst protecting all of our futures.

- Neighbourhood-wide district energy heat network created with Vattenfall, the leader in city-scale green energy infrastructure, provides zero carbon heating to all buildings
- 100% renewable energy for all energy supplies controlled by Brent Cross Town
- Thoughtful design of energy efficient buildings to reduce operational energy demand
- 40% reduction in embodied carbon compared with standard current practice
- c6,600 cycle spaces, 2.75 km of new cycling routes, and a pedestrian and cyclist friendly network of new streets which will be low-speed

We are making every effort to minimise our carbon emissions during construction. For those carbon emissions during construction which cannot be reduced or avoided, we will offset our emission.

VATTENFALL

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

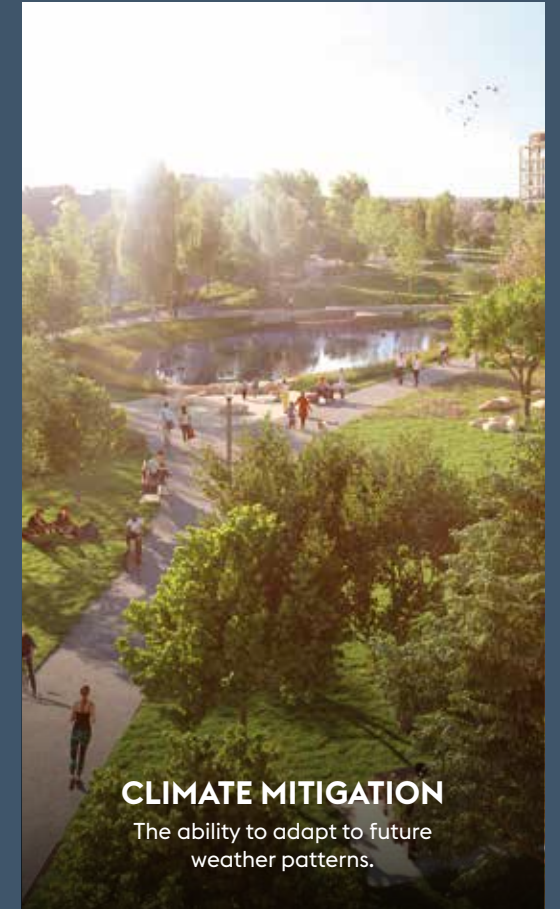
"Vattenfall is committed to fossil free living within a generation - we're collaborating with Argent Related to provide reliable and affordable zero carbon heating to homes, shops and businesses at Brent Cross Town."

Mike Reynolds
MD, Vattenfall Heat UK



LOW CARBON

Using INNOVATIVE low carbon timber construction where possible.



CLIMATE MITIGATION

The ability to adapt to future weather patterns.



SUSTAINABLE TRAVEL

Targeting 80% OF ALL JOURNEYS by foot, cycle or public transport



REGENERATION

Advanced energy modelling, and smart building strategies to deliver further energy-efficiency.

A warm welcome to a more sustainable future

Your home will be heated by a district network installed and operated by Vattenfall. The largest operator of heat networks in Western Europe, and a company that shares our vision for net zero carbon living. Here's a brief summary of how it works.

What is a heat network?
Heat Networks share heat between properties instead of each having to generate its own. It's a more efficient and greener way to provide heat and hot water to homes and businesses, especially when the heat comes from renewable and low carbon sources.

Where does the heat come from?
The heat in the network is collected from various low carbon sources in an energy centre, located close by. Energy sources can include the air, rivers, canals and ground systems. Or waste heat can be harvested from industries that would otherwise release it into the atmosphere. The heat is then piped as hot water using a network of underground pipes to your home.

Three major benefits of a heat network?



O1
It's an all-inclusive service, with Vattenfall taking care of the entire delivery system to your home.



O2
You are guaranteed the highest level of service, and compensated if the quality ever falls below this.



O3
You don't need to worry about the cost and hassle of maintaining your own boiler, and the whole system is future-proofed to comply with any future carbon emission targets set by the government.



Case study: Visitor Pavilion

Constructed entirely from **SUSTAINABLY-CERTIFIED TIMBER**, the Visitor Pavilion has sequestered **250 TONNES** of CO₂.

The carbon emissions from the foundations were reduced by using recycled cement replacements in over 50% of the concrete. Recycled and reusable materials have been chosen throughout, such as internal acoustic panels, the decking on the second floor terrace and even upholstery.



Case study: Biodiversity

Our partnership with **LONDON WILDLIFE TRUST** has established a sitewide baseline for **ECOLOGICAL RICHNESS**.

Open spaces will deliver five distinct habitats: woodland, grassland, wetland, 'open mosaic' and food-growing areas. We will create new community gardens for local people and we are exploring opportunities for urban agriculture. The design and planting of green roofs will strengthen ecological connectivity and provide breeding areas for wildlife, as well as absorbing rainwater and delivering other benefits. The new and improved open spaces will be home to species supporting features such as dead wood habitat, bird nesting boxes, bee posts and insect hotels.



 BRENT CROSS WEST

On the right tracks

Brent Cross West station completes in December 2022

**Pledge 4: We will
STRENGTHEN
CONNECTIONS with
GREAT TRANSPORT
into and out of
CENTRAL LONDON.**

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

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

bxt.uk/transport



Walk

Up to 50 shops, cafés, restaurants, a cinema, leisure venue and 50 acres of parks and playing fields all within 15 minutes walk.



Central London every 5 minutes

via Brent Cross Northern line.



Cycle

Welsh Harp Open Space
10 mins

Primrose Hill
24 mins

Hampstead Heath
25 mins



Road network

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



King's Cross St Pancras in 12 minutes

via new Brent Cross West station, Thameslink.



Five airports

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



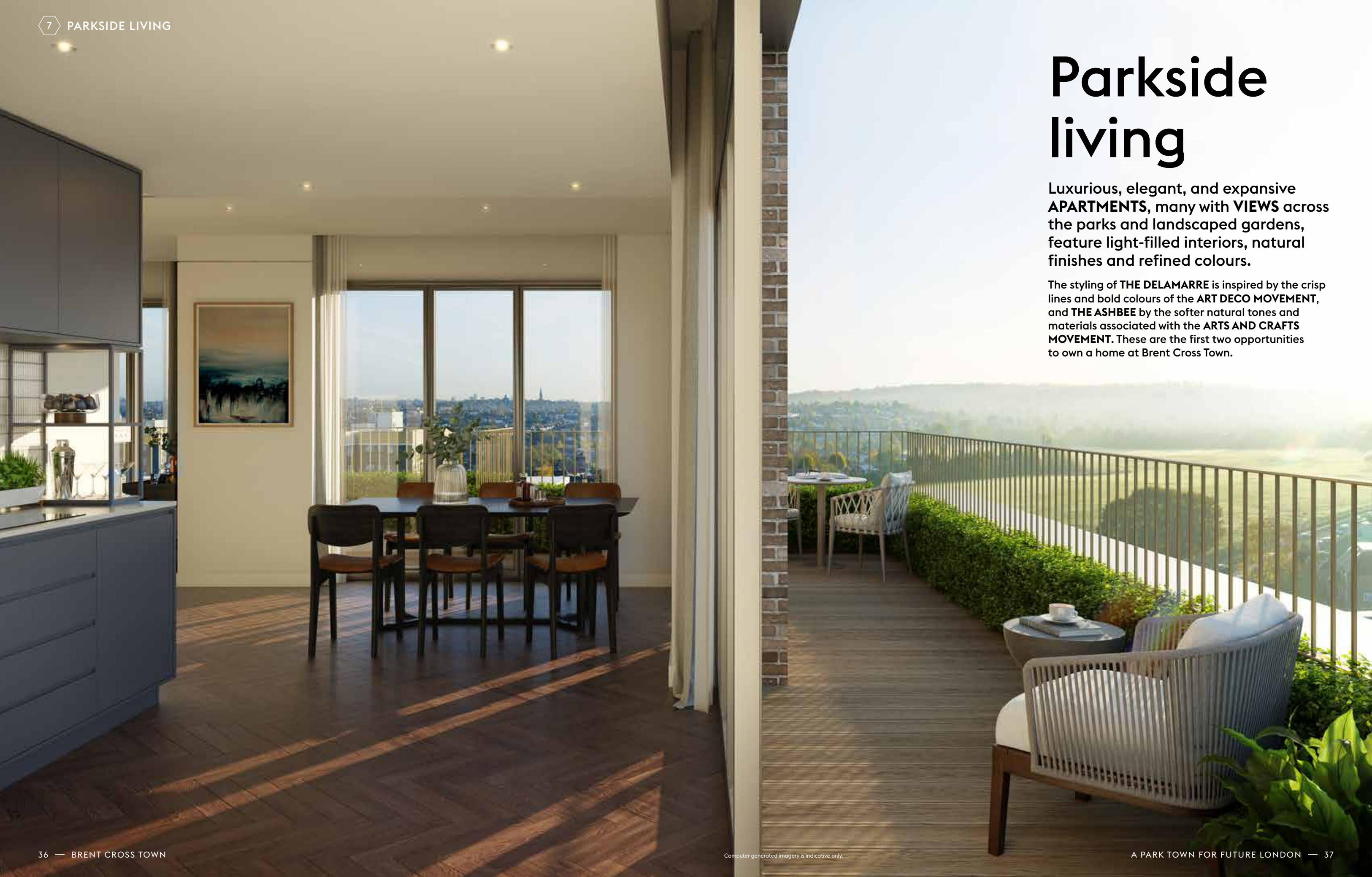
Live parkside

CLAREMONT PARK is the rich landscape and natural centre of Brent Cross Town. A place **ALIVE WITH NATURE** but quietly **TRANQUIL**, and perfect for enjoying everything from a relaxing stroll to a summer picnic with friends beside the central pond.

Parkside living

Luxurious, elegant, and expansive **APARTMENTS**, many with **VIEWS** across the parks and landscaped gardens, feature light-filled interiors, natural finishes and refined colours.

The styling of **THE DELAMARRE** is inspired by the crisp lines and bold colours of the **ART DECO MOVEMENT**, and **THE ASHBEE** by the softer natural tones and materials associated with the **ARTS AND CRAFTS MOVEMENT**. These are the first two opportunities to own a home at Brent Cross Town.



All apartments feature future-proofed **TECHNOLOGY** and services, including instant boiling water taps and **UNDERFLOOR HEATING**. Floor-to-ceiling glazing embraces park views and **NATURAL LIGHT** and work from home spaces have been designed to maximise flexibility.



The Delamarre



The Ashbee



The Delamarre



The lobby at The Delamarre, entrance to The Claremont Park Club

A club to call home

Live at either **THE ASHBEE** or **THE DELAMARRE** and you will automatically enjoy exclusive membership of the **CLAREMONT PARK CLUB**. With its unique array of lifestyle amenities, it occupies ground floor spaces in both buildings, many enjoying impressive views across the park from which the club takes its name.

WORKING and dining at home has never been more **STYLISH**, in the **ADJOINING** space with its **REFECTORY** style seating and adjacent **PRIVATE DINING ROOM** and **KITCHEN**.





The **SUNLIT PARKSIDE LOUNGE** of the **CLAREMONT PARK CLUB** is a place that welcomes the **OUTSIDE IN**. Through the application of rich natural tones and the **FLOWING LINES** of its furnishings.



RAISE YOUR PULSE whilst enjoying the view from THE DELAMARRE, in the 1,790 SQ FT parkside gym, that defines the very latest in personal fitness.





THE ASHBEE offers a **PRIVATE MEETING** and **SCREENING ROOM** with bar, which are accessed via this stylish **PARKSIDE LOBBY**.





Host a **MOVIE NIGHT** or party for friends in the sumptuous private **SCREENING ROOM** and **BAR**.



SECOND Nature

Enjoy life in a home adjacent to an **INSPIRING
NATURAL LANDSCAPE**, to meet friends,
exercise, unwind and be at one with nature.

9 SECOND NATURE

The parkland and open spaces at Brent Cross Town will feature five distinct natural habitats; woodland, grassland, wetland and 'open mosaic' along with areas dedicated to growing food.

The landscape will abound with urban nature trails through a lush environment of native trees and plants, alive with animals, birds and insects. Creating a strong natural connection with neighbouring habitats like the Welsh Harp and Hampstead Heath.

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



Where **NATURE**
brings moments
of **WONDER** and
DELIGHT.

Surround yourself with inspiration

Many of LONDON'S most INSPIRING, ENJOYABLE and RELAXING places will be within easy reach of your HOME.

- O1 Kenwood House lakeside concert
- O2 Hampstead village
- O3 Camden Lock
- O4 Sailing on the Welsh Harp Reservoir
- O5 Coal Drops Yard, King's Cross
- O6 Open Air Theatre, Regent's Park
- O7 Brent Cross Shopping Centre



O1



O2



O3



O4



O5



O6



O7



O1



O2



O3



O4

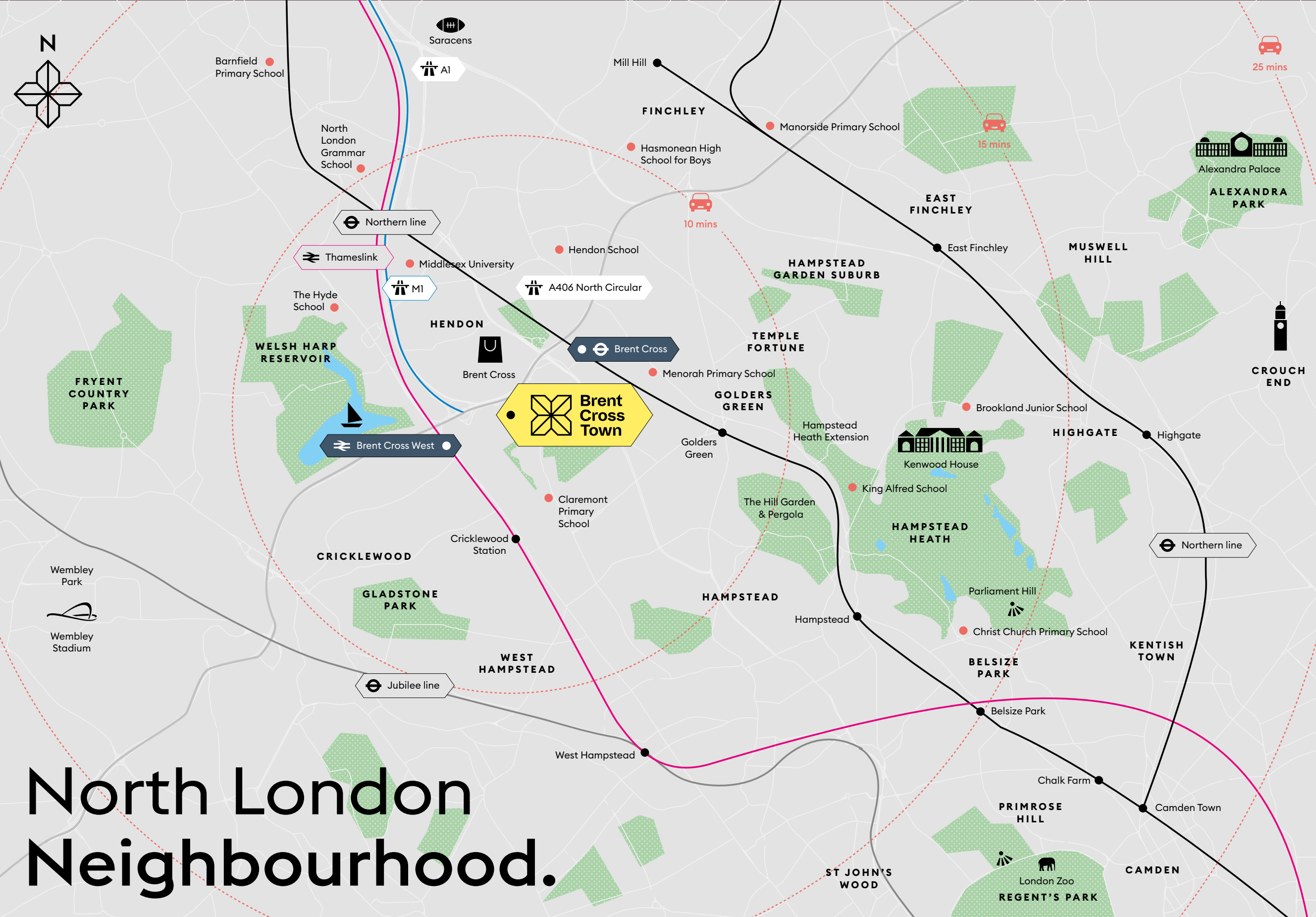
- O1 Primrose Hill
- O2 The Roundhouse
- O3 South End Green, high street
- O4 Kenwood House café
- O5 Primrose Hill cafés & shops



O5

From the verdant expanses of Hampstead Heath with its unsurpassed views across the capital, to the vibrant buzz of Camden Town, with its world-famous market and entertainment venues.

Closer to home, you will be just minutes from the hundreds of stores at Brent Cross shopping centre, or for those seeking a different kind of adventure, you could hone your sailing skills at the Welsh Harp Reservoir. But wherever your fancy takes you, at Brent Cross Town you'll be perfectly placed to enjoy it all.



North London Neighbourhood.

- CYCLE**
- Brent Cross Shopping Centre 6 mins
 - Welsh Harp Reservoir 10 mins
 - Kenwood House 23 mins
 - Primrose Hill Village 24 mins
 - Hampstead Heath 25 mins

- RAIL AND UNDERGROUND**
- Hampstead 8 mins
 - Chalk Farm 10 mins
 - Camden Town 11 mins
 - King's Cross 12 mins
 - Euston 15 mins
 - Farringdon 15 mins
 - Old Street 21 mins
 - Victoria 21 mins
 - Charing Cross 22 mins
 - London Bridge 28 mins
- Thameslink
Northern line
Victoria line

- ROAD**
- Luton 30 mins
 - Heathrow 45 mins



New places of learning

In a town dedicated to creating a **BETTER TOMORROW** for everyone who calls it home, we're planning to build replacement **STATE-OF-THE-ART** facilities for the three existing schools in the neighbourhood, creating additional primary, secondary and SEND places. We're placing education at the very heart of this new place and community.



Computer generated imagery is indicative only.

World-class education

London is a world-renowned centre of **EDUCATIONAL EXCELLENCE**. With an unsurpassed reputation for **LEADING EDGE TEACHING** and **RESEARCH**.



12 mins
Central Saint Martins

36 mins
University College London

37 mins
Royal Academy of Music

40 mins
Royal Academy of Arts

41 mins
City of Westminster College

47 mins
King's College London

50 mins
London School of Economics and Political Science

56 mins
Imperial College London

82 mins
Cambridge University

83 mins
Oxford University

Source: tfl.gov.uk, google.co.uk



KING'S CROSS, LONDON

King's Cross is one of the largest and most successful redevelopments in London. Over the past 20 years, what was an underused industrial site has been transformed and rejuvenated with new streets, squares and parks, homes, shops, offices, galleries, bars, restaurants, schools, and even a university.

It's a vibrant new neighbourhood with a brand new postcode – NIC – and is widely acclaimed as Europe's leading urban regeneration project of the past two decades.

www.kingscross.co.uk

The TEAM behind your town.

At ARGENT RELATED we're dedicated to creating some of the world's most exciting new places to live, work and play. With a track record that speaks for itself and a dedication to building strong partnerships, ensuring sustainability and creating legacy.

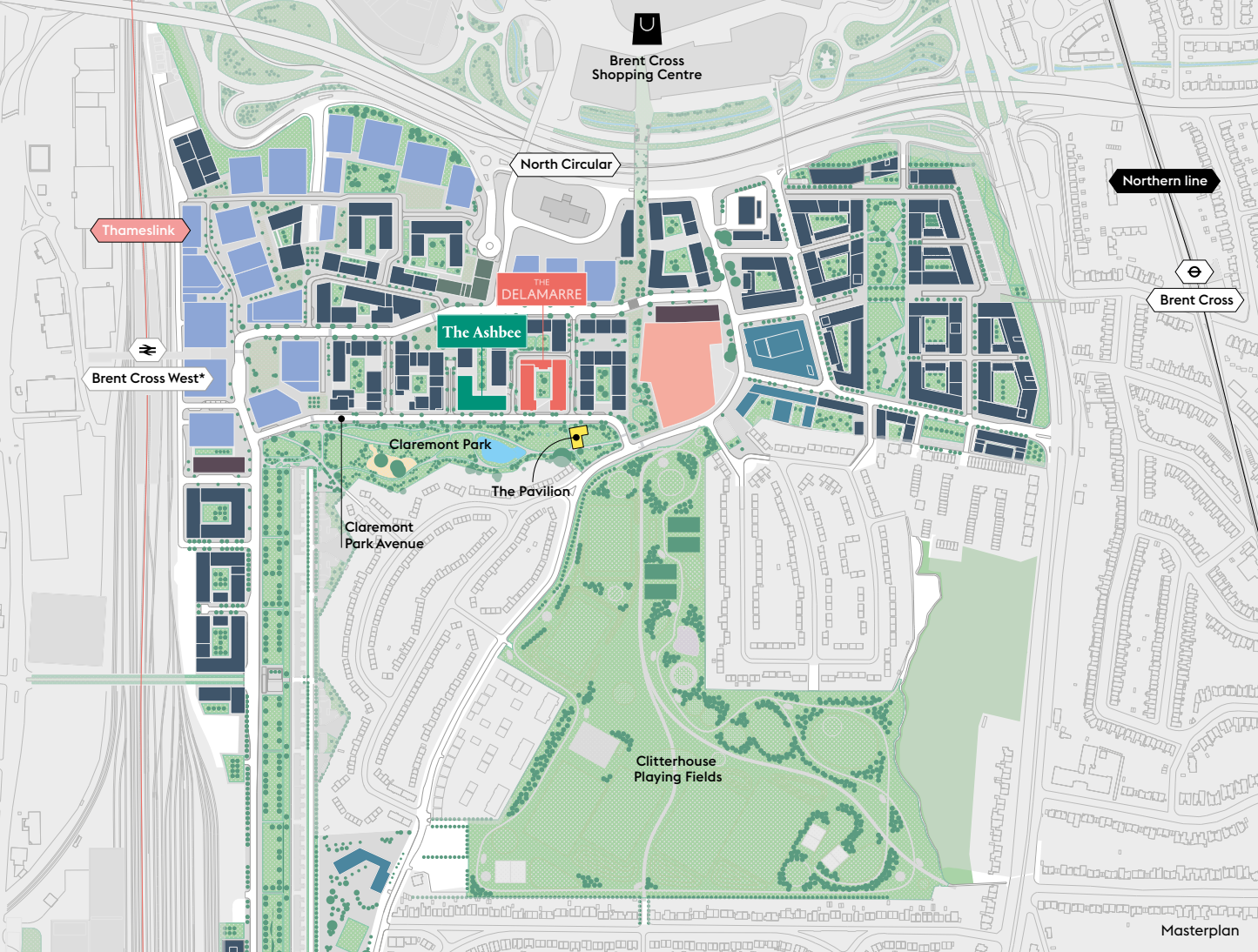
The company was created in 2015, in a perfect marriage between UK developer Argent, responsible for the regeneration of London's King's Cross district, with Related Companies, the most prominent, privately owned real estate company in the US. To create a business with a current portfolio of more than 7,900 homes, over 3 million sq ft of office space, 50+ acres of parks and playing fields, along with retail, leisure, student accommodation, health facilities and schools.



HUDSON YARDS, NEW YORK

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

www.hudsonyards.com



COME AND VISIT US

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Visitor Pavilion

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#PARKTOWN
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Sign up for news and register your interest at:
BXT.UK/REGISTER



Find out more about living at Brent Cross Town here:



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**Brent
Cross
Town**

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#PARKTOWN

BRENTCROSSTOWN.CO.UK