

07 Conclusion

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- Comprehensive redevelopment of the site to create a new high quality landmark building and gateway into Brent Cross Town.
- A visually inspiring building designed to respond to the complex existing context whilst ensuring a thoughtful response to the aspirations of the emerging context.
- A new self-storage facility with associated flexi-office creating flexible accommodation to support local residents and businesses, particularly start-ups and SMEs.
- 2,590m² GIA of permanent self-storage floor space with potential to increase to 17,816m² GIA with the introduction of demountable mezzanine.
- 378m² of flexi-office units to wider the range of accommodation for start-ups and SMEs.
- Better relationship with Edgware Road and Staples Corner West roundabout with increased active frontages and direct access points.
- A better pedestrian environment with a comprehensive soft landscaping scheme greatly improving visual amenity and well-being.
- Improved biodiversity on-site with additional soft landscaping creating a green corridor along the River Brent incorporating native species.
- Improvements on sustainability credentials for the site, with passive design features and sustainable energy sources incorporated into the scheme, as well as energy efficient MEP systems.
- Fully accessible building with access arrangements and facilities for staff, services and customers arriving by public transport, cycle, foot or private motor vehicles.

Conclusion

The proposed redevelopment of the site introduces a landmark building that completely transforms the site itself as well as making a strong contribution to the visual interest and amenity of its immediate context as well as the many journeys passing along the site.

From a built environment point of view and from an economic and environmental perspective, the design team have worked to ensure that this is a sustainable development:

- The new Big Yellow Self Storage facility will contribute to the local and regional economy.
- The building design will improve the street scene along Edgware Road and Staples Corner West roundabout, which will contribute to a more welcoming environment.
- The passive design and sustainable measures integrated in the scheme will improve the environmental footprint of the site.
- The landscaping scheme will greatly enhance the local environment and biodiversity.



Illustrative view of the scheme as seen from the Edgware Road site access

Mountford Pigott LLP

50 Kingston Road,
New Malden,
Surrey KT3 3LZ

T: +44 (0)20 8942 8942

admin@mountfordpigott.com
www.mountfordpigott.com

MountfordPigott

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