317 Cricklewood Broadway

London, NW2 6PH

STRATEGICALLY LOCATED, GREATER LONDON
DEVELOPMENT OR RE-PURPOSING OPPORTUNITY



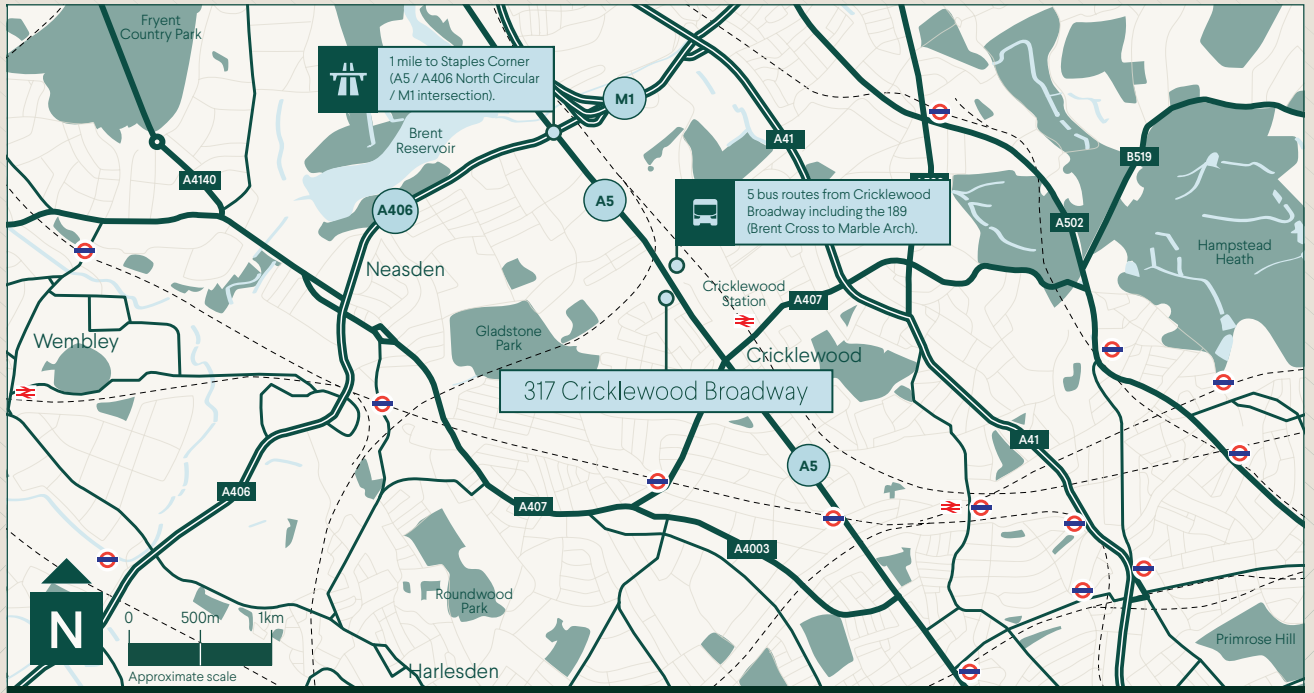
MONTAGU EVANS

Investment Considerations

- A unique site in C**ricklewood**, Greater London, with excellent visibility and prominence to the A5 (Edgware Road / Cricklewood Broadway).
- Positioned in **TfL Zone 3** with a direct rail service from Cricklewood Rail Station to **St Pancras in just 13 minutes**.
- The Property is also located just one mile south-east of Staples Corner, connecting to the **A406 North Circular** and **M1 Motorway**.
- **3.02-acre freehold site** (2.25 acres developable / usable).
- The existing accommodation comprises a retail warehouse extending to **34,211 sq ft GIA**, with **134 surface car parking spaces**.
- The site benefits from full planning permission to develop either a **239-unit BTR residential scheme**, or an **826-bed PBSA scheme**.
- Scope to consider a range of uses, including but not limited to **residential, retail, drive thru, industrial or self-storage**.




M1 (JUNCTION 1)
2.1 miles / 8 mins
A406
1.2 miles / 5 mins
317 Cricklewood Broadway
LONDON HEATHROW
16.6 miles / 40 mins
CENTRAL LONDON
5.0 miles / 25 mins
ST PANCRAS STATION
5.0 miles / 20 mins
CRICKLEWOOD BUS STATION
David Lloyd CLUBS
JEWSON
Wickes
CRICKLEWOOD
B&Q
CITY OF LONDON
Waitrose
WEST END
CLAREMONT SQUARE RESIDENTIAL DEVELOPMENT (CHASE NEW HOMES)
CRICKLEWOOD LANE
A5
CRICKLEWOOD BROADWAY



Location

Cricklewood is a suburban town in North West London, located within the London Boroughs of Brent and Barnet. The town is positioned along the A5 (Edgware Road / Cricklewood Broadway), approximately 5 miles from Central London.

Cricklewood comprises a densely populated urban and suburban area, situated between Willesden Green and Dollis Hill to the west, Brondesbury and Kilburn to the south, West Hampstead and Childs Hill to the south-east and east, and Brent Cross to the north. The town is also surrounded by further affluent sub-districts such as Queen's Park, St John's Wood and Maida Vale.

The area is uniquely positioned to benefit from both excellent rail and road transport links. Cricklewood Station (TfL Zone 3) is served by Thameslink Rail, with a direct service to St Pancras Station in 13 minutes, as well as additional direct services to Central London (Farringdon / City Thameslink / Blackfriars), South London (Wimbledon / Sutton) or St Albans to the north.

By road, just one mile to the north of the Property, the A5 (Cricklewood Broadway / Edgware Road) connects to the Staples Corner junction, serving as the intersection of three major London arterial roads (A5, A406 North Circular and the M1).

Thameslink Rail

Luton Airport Parkway
21 mins

Cricklewood
Starting Station

West Hampstead
2 mins

St Pancras International
13 mins

Farringdon
17 mins

City Thameslink
19 mins

Blackfriars
22 mins

Elephant & Castle
26 mins

Wimbledon
55 mins

Sutton
1 hr 3 mins

Catchment & Demographics



Within a 10-minute drive of the property:

27.7% of people are classified in the highest (AB) social group, 22% ahead of the GB average

£51,101 pa average household income, 19% above the GB average

Household spending is significantly above average:

£8,127 pa average household spend on comparison goods (24% ahead of GB average)

£4,337 pa average household spend on convenience goods (15% ahead of GB average)

StorepointGeo

Situation

The Property benefits from approximately 70 metres of highly prominent frontage to the A5, at the northern edge of Cricklewood town centre and the primary retail areas of Cricklewood Lane and Cricklewood Broadway. The area provides a wide variety of national and independent retailers including McDonald's, Costa Coffee, Tesco, and David Lloyd. Cricklewood Rail Station is accessed along Cricklewood Lane, just 0.5 miles from the Property.

The Property is positioned in a small retail warehouse cluster at the northern edge of the town centre, including Wickes, Lidl and two self-storage operators. There is further significant out of town retail provision approximately 1 mile to the north west, including Staples Corner Retail Park, Brent South Shopping Park, as well as Brent Cross Shopping Centre, which alone attracts over 10 million visitors per annum.

Gladstone Park marks the north-western edge of the town which covers approximately 86 acres (35 ha), whilst there are numerous children's nurseries, schools and places of worship situated within the town.

Densely populated catchment with over 550,000 people living within a 15-minute drive of the Property.

Drive Time	Population
5 mins	17,400
10 mins	172,100
15 mins	555,500

The population of the London Borough of Brent is projected to grow from 353,000 people in 2024 to 447,600 in 2041, an increase of 94,600 people, or equivalent to 5,600 extra residents per year over this period.

Description

The Property comprises a purpose-built retail warehouse, extending to 34,211 sq ft GIA (3,178.27 sq m) (ground floor). It benefits from good prominence along the western side of Cricklewood Broadway (A5), with approximately 70 metres of frontage.

The Property is accessed via Longley Way, with a customer car park laid out to the front of the site and the unit at the rear. The Property includes 134 car parking spaces.

At the western corner of the Property is a separate service entrance (also accessed via Longley Way), leading into a large, secure service yard and two roller shutter doors.

Internally, there is a c. 13,000 sq ft (1,207.72 sq m) mezzanine at the rear of the unit, remaining from the previous tenant's occupation. The Property benefits from an eaves height of approximately 6 metres.

Tenure

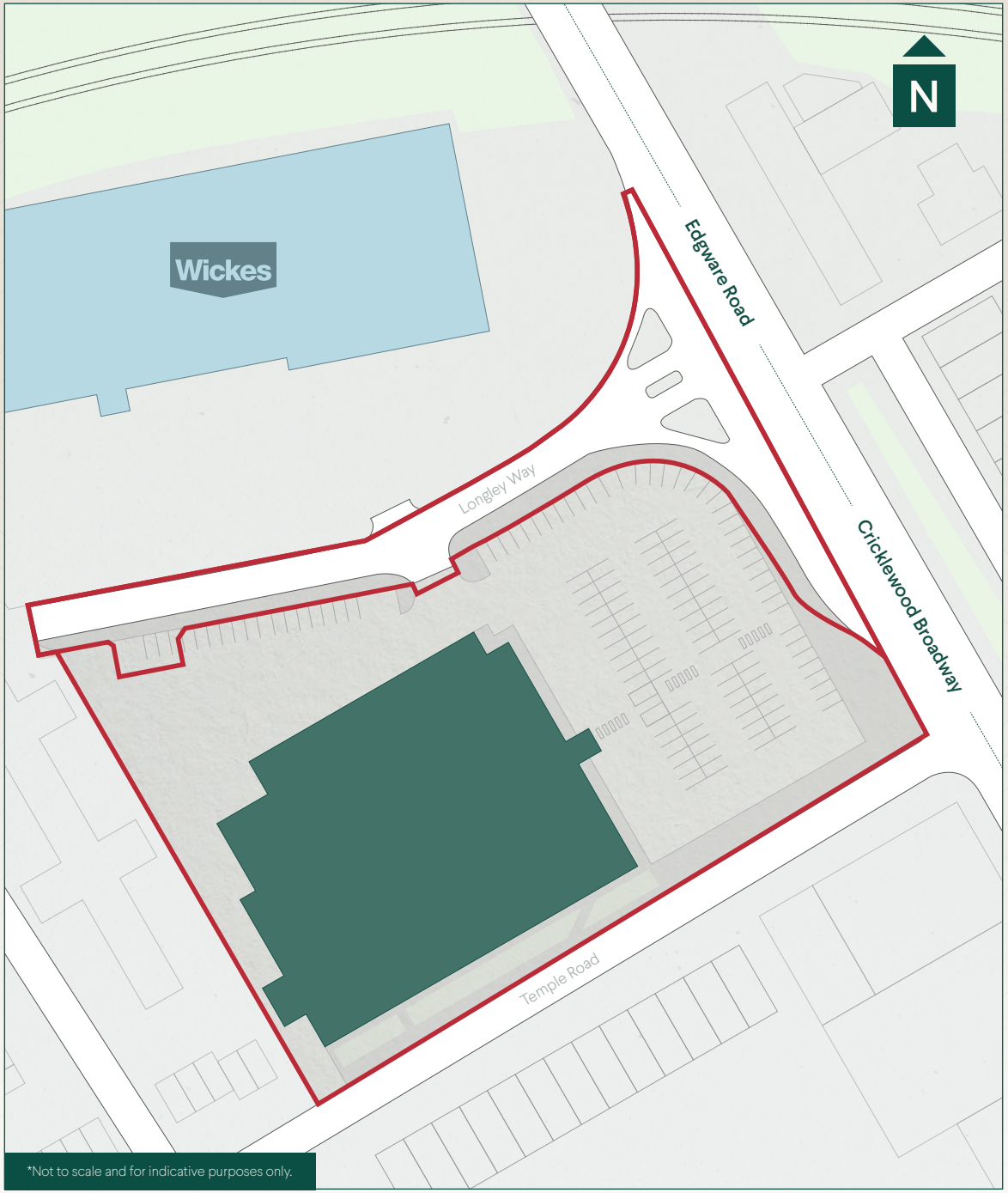
The Property is held under Title Numbers NGL546550 and AGL602060.

NGL546550 comprises the main property parcel and extends to 2.25 acres. AGL602060 extends to 0.77 acres and comprises the access road (Longley Way). Longley Way is an adopted highway. In addition to providing access to the site, it provides access to the neighbouring Wickes unit.

A red line plan of the freehold interests being sold is included opposite.

Storage Licence

A charity currently holds a licence at the Property for storage of goods on a temporary basis. The licensee will vacate at the end of January 2027. There are no rights for the license to be renewed and vacant possession can be obtained at this point.













Images: BB Partnership

Brent Cross / Cricklewood Regeneration

Brent Cross, Cricklewood and the surrounds are currently in the process of undergoing significant regeneration, in what is a key growth project for the Mayor of London. An early masterplan document suggested an overall regeneration area of approximately 370 acres.

Whilst Brent Cross Town is at the heart of the project, development is expected to transform the surrounding area with impacts of the programme providing an excellent environment to live, work and socialise.

Headline objectives are as follows;

- 6,700 new homes to be delivered
- Significant commercial employment space
- A new high street
- Shops, restaurants and cafés
- School upgrades
- Community facilities
- Extensive public realm
- 7 new and improved parks

Planning Permission

Residential Consent (20/0115) – Granted December 2023

Having obtained detailed planning consent in December 2023, the site benefits from a live consent for a residential-led scheme of 239 units. In line with the signed s106 agreement, dated 07.09.23, the consented scheme relates to a development of 239 units over 3 blocks, and has an affordable provision of 50 London living rent units. We understand that the permission has not been implemented and is due to expire 6th December 2026.

Demolition of existing building; erection of 3 buildings ranging from 3 to 7 storeys with basement, comprising self-contained residential units with commercial space at ground floor level to Block A; creation of new street, associated landscaping, car and cycle parking, private and communal amenity space subject to a Deed of Agreement under Section 106 of the Town and Country Planning Act 1990, as amended. (Brent Planning Reference - 20/0115).









PBSA Consent (25/0413) – Granted July 2026

More recently, the site has achieved a planning consent for the delivery of 826 Purpose Built Student Accommodation (PBSA) beds.

The scheme will contain a combination of self-contained studio apartments and cluster units, together with associated amenity space at ground floor level.

'Demolition of the existing building and erection of 2 buildings up to 9 storeys comprising student bed spaces and ancillary facilities with commercial floorspace on the ground floor, subject to Deed of Agreement dated 30th June 2026 under Section 106 of Town and Country Planning Act, 1990, as amended'

The scheme also encompasses the following areas / amenity at ground floor level:

- Student Amenity Space 1,553sqm (16,716sqft)
- Commercial Floor Space 713sqm (7,675sqft)
- Commercial Back of House 231sqm (2,486sqft)
- 620 bike parking spaces

Student Accommodation Schedule

Student accommodation	Block A				Block B			Total
	Regular	Studio	Accessible	Companion	Regular	Studio	Accessible	
Total beds by room type	406	40	46	8	256	30	40	**826**
NIA (sq ft)	55,672	7,703	12,317	1,568	35,017	6061	10,580	**128,918**
Total beds	**500 Beds**				**326 Beds**			
Total student GIA (sq ft)	**290,410**							

*Please note the above NIA figures are exclusive of circulation and kitchen space.



Development and Re-Purposing Potential

Residential

By virtue of the historic and current planning permissions, the site carries a clear precedent for residential development. In addition to the consented residential and purpose-built student accommodation schemes, the site offers scope to explore alternative options, including co-living or a lower-rise residential scheme, subject to the necessary planning approvals.

The consented PBSA layout, incorporating studios, cluster accommodation and shared amenity space, provides a starting point for investigating a co-living proposal. Any such scheme would require a separate assessment of design, communal facilities and operational requirements, together with planning policy compliance and evidence of occupier demand.

Alternatively, a lower-rise residential scheme could be explored through a revised approach to building heights, layout and accommodation mix. This would offer an opportunity to reconsider the scale and configuration of development, with any reduction in height assessed against its implications for capacity, amenity provision and viability.



Retail

The Property comprises a purpose-built retail warehouse and was fully let in this capacity until early 2026. The Property is well suited for retail warehouse use given its extensive and prominent frontage to the A5, large surface car park and generous servicing provision. There are a number of unfulfilled retailer property requirements in the area.

A retail strategy for the Property could also see intensification of use, including drive thru / pod development and EV charging.



Industrial

The Property's prominent position on Cricklewood Broadway (A5) provides an attractive opportunity for industrial, urban logistics or self-storage use. The rectangular, level site benefits from practical servicing and an existing building capable of refurbishment to provide a modern industrial or last-mile facility. There is also potential to enhance the existing site density through a more intensive industrial-led redevelopment scheme. Strong roadside visibility and proximity to Staples Corner provide excellent access to the A406 North Circular and M1, supporting convenient connectivity across Central and Greater London.

Situated within the established North West London industrial market, the area benefits from constrained supply and demand for well-connected urban industrial accommodation, with London industrial take-up reaching 2.2 million sq ft in H1 2026, representing a 13% increase year-on-year. The ongoing Brent Cross Cricklewood regeneration is further contributing to the scarcity of traditional industrial land through its transition to alternative uses. These market dynamics provide a supportive backdrop for industrial development/ repositioning with prime industrial rents in the immediate area achieving £25.00 per sq ft with numerous live occupier requirements.

These alternative proposals represent opportunities for further feasibility work rather than established planning outcomes. Prospective purchasers should undertake their own technical, planning and commercial assessments.

317 Cricklewood Broadway

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Further Information

AML

The successful purchaser will be required to comply with standard anti-money laundering requirements.

EPC

C72 (expires 3 July 2033). A copy of the certificate is available upon request.

VAT

The Property is elected for VAT. The sale will be offered with a clear route to vacant possession in early 2027.



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