



# Case Study



Brent Cross Town  
(Brent Cross Plot 12)



# Brent Cross Town (Brent Cross Plot 12)

**Client:** Argent Group Plc (Related Argent)

**Contractor:** Midgard Limited

**Architect:** Maccreanor Lavington,  
Whittam Cox

**Location:** Brent Cross, London

**Balconies:** 108 balcony lifts



## History

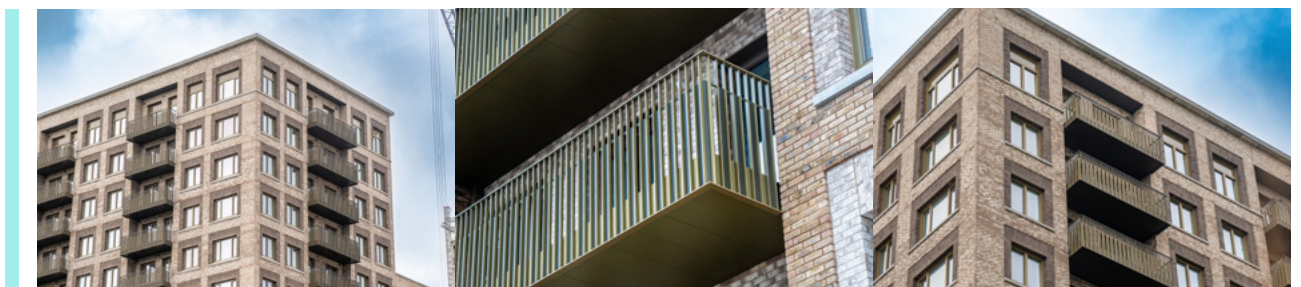
Just 12 minutes from St. Pancras International and the heart of London, Brent Cross Town is the vibrant new redevelopment of Brent Cross Cricklewood. Best known as part of a commercial district with one of the UK's largest shopping destinations, Brent Cross has been given a refresh in the 2020s as part of Argent Group's Brent Cross Town redevelopment scheme, bringing 6,700 new homes to the area and a vision for the development to be carbon net zero by 2030.



## Streamlined by Design, Delivered by Sapphire

Sapphire played a key role in supporting Maccreanor Lavington, Whittam Cox and Argent Group's aspiration for a clean, safe and aesthetically unique development at Brent Cross Town (formerly known as Brent Cross Plot 12). This aspiration was part of the core constraint of the development – water management.

Water management was core to the design – both Sapphire and architects Maccreanor Lavington & Whittam Cox needed proof that waterlogging would not be risked at the ground level. Sapphire supplies a unique rainwater management plan alongside our



innovative controlled edge drainage method, meaning no rear water pipes would be needed throughout any balcony elevations on the plot. Furthermore, drainage channels were incorporated into the hard landscaping below the balconies, meaning the controlled drainage option could be used.

Sapphire worked alongside the architects, client and contractors to standardise the original design plan. Rationalisation here meant bringing a cantilevered Cassette® balcony to more sections of the project and making the project more cost-effective for our customers.

Brent Cross Town called for a visual flair, so Sapphire worked to add a bespoke laser-cut aluminium panel to some elevations, giving the project its now distinctive aesthetic appeal.



# NBS Specification

## Brent Cross, Plot 12 & 202

**Manufacturer** Sapphire Balconies Ltd 11 Arkwright, Road Reading, RG2 0LU  
0344 88 00 553  
[support@balconies.global](mailto:support@balconies.global)  
[www.balconies.global](http://www.balconies.global)

**Reference** Glide-On™ aluminium Cassette® balconies with vertical bar balustrades and aluminium sheets fixed to frame.

**Balcony anchor** Cast-in anchors incorporating thermal breaks.

**Arms** Splice plate, fillet welded to beam.

**Cassette® structure** Standard 400mm modular Glide-On™ Cassette® balconies.

**Soffits** Polyester powder-coated aluminium-controlled draining soffits.

**Deck finish** Vista® A2 aluminium decking fixed with hidden clips.

**Toprail** 60 x 15 aluminium extrusion, polyester powder-coated.

**Guarding** 40 x 12 aluminium flat vertical bars. Some variations include a solid aluminium sheet or laser-cut aluminium sheet fixed to the outside face of the vertical bar balustrade.

**Base fixing** Mechanically fixed to Cassette®

**Fascias** Behind vertical bars with toe-out detail, polyester powder-coated.



Sapphire reserves the right to alter specifications and designs without prior notice. Most designs are owned / registered by Sapphire most of which are protected by registered designs, trademarks and patents. All details are given as guidance only and may vary according to project application.

© All rights reserved, no part of this publication may be reproduced in any material form (including photocopying or storing it in any medium by electronic means and whether or not transiently, or incidentally to some other use of this publication) without the written permission of the copyright owner. Application for the copyright owner's permission to reproduce any part of this publication should be addressed to Sapphire.

All information has been carefully collated and efforts were made to ensure accuracy at the time of publication. Sapphire takes no responsibility for inaccuracies after the date of publication. MD3010245JE

 0344 8800 553  
 [www.balconies.global](http://www.balconies.global)  
 [support@balconies.global](mailto:support@balconies.global)

Sapphire Balconies Ltd  
11 Arkwright Road, Reading, RG2 0LU

 **SAPPHIRE**<sup>®</sup>