

delta x cassidy

20-22 Watkin Road



Welcome to our consultation for 20 to 22 Watkin Road.

We are preparing proposals for a high-quality Purpose-Built Shared Living development, with new and improved industrial floorspace at ground and lower levels.

The site sits within the Wembley Growth Area, where Brent Council's Local Plan supports new homes, employment space, better public realm and improved connections. The proposals respond to these objectives by making more effective use of the site, helping to meet local housing needs, providing modern industrial space and contributing to the wider transformation of this part of Wembley.

The scheme is still at an early stage and we would welcome your feedback before a planning application is submitted to Brent Council.

Meet the Team

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Delta/Cassidy Group

Delta/Cassidy Group is a joint property development venture specialising in delivering large-scale schemes across major cities in the UK. Having successfully delivered affordable and student accommodation throughout the UK since the 1990s, Cassidy Group maintains a significant development pipeline and a track record of successful projects. Together, the company has extensive experience in delivering residential properties such as Purpose-Built Student Accommodation, Private Rented Sector Apartments, affordable housing and eco homes.

PRP

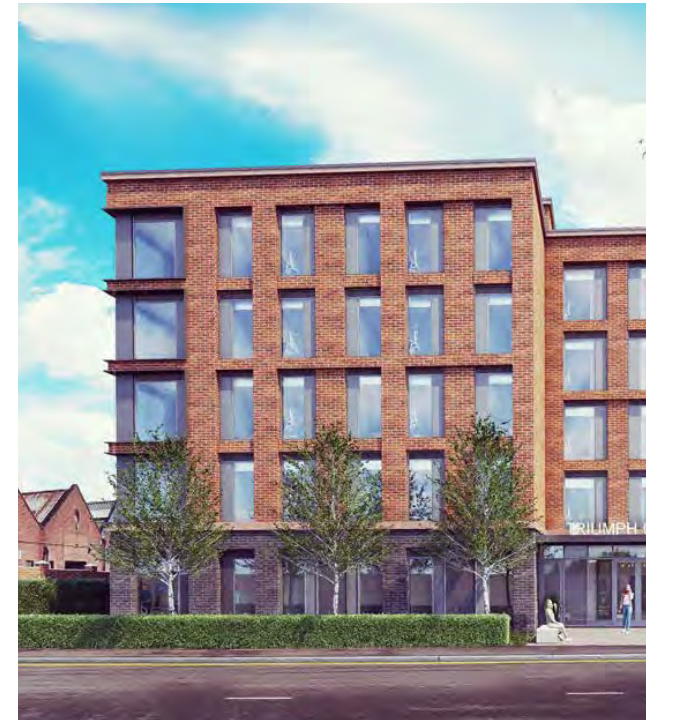
PRP is a residential design specialist and market leader in UK housing. Since 1963, they have been designing high-quality buildings that enrich the lives of users and their communities. PRP bring their values of professionalism and integrity to every project, be that estate regeneration, town centre renewal, high-density high-rise or later living. PRP have a sustained commitment towards delivering projects with sensitivity and a deep appreciation for the issues most relevant to those involved in large scale projects, particularly homeowners and tenants.



YORK HOUSE, NOTTINGHAM



TRIUMPH COURT, NOTTINGHAM



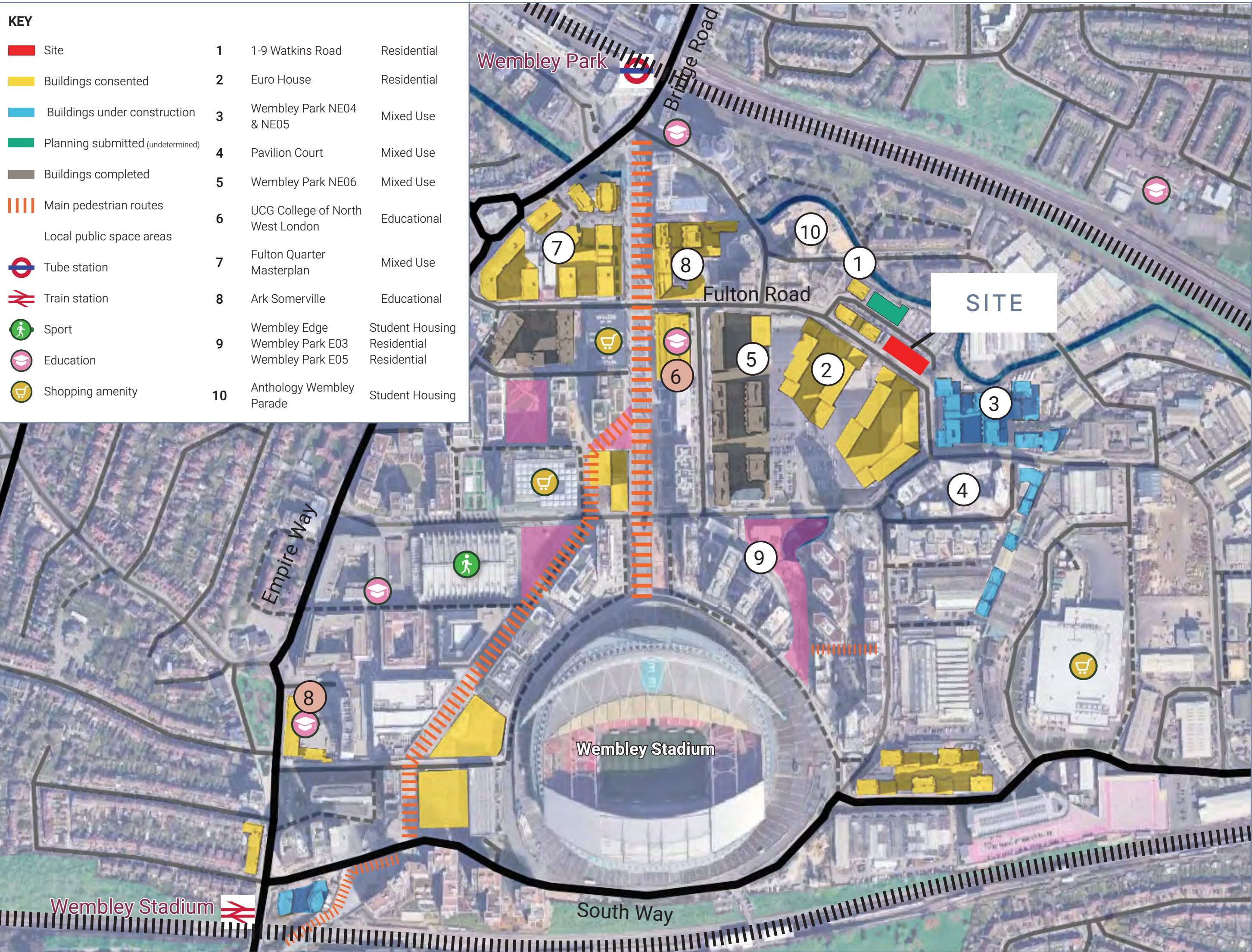
THE MADISON, WEMBLEY



CANADA GARDENS, WEMBLEY

The site at 20 to 22 Watkin Road is located within Wembley Park, within Brent’s Wembley Growth Area. It is a highly accessible location, close to Wembley Park Station, Wembley Stadium and the wider town centre.

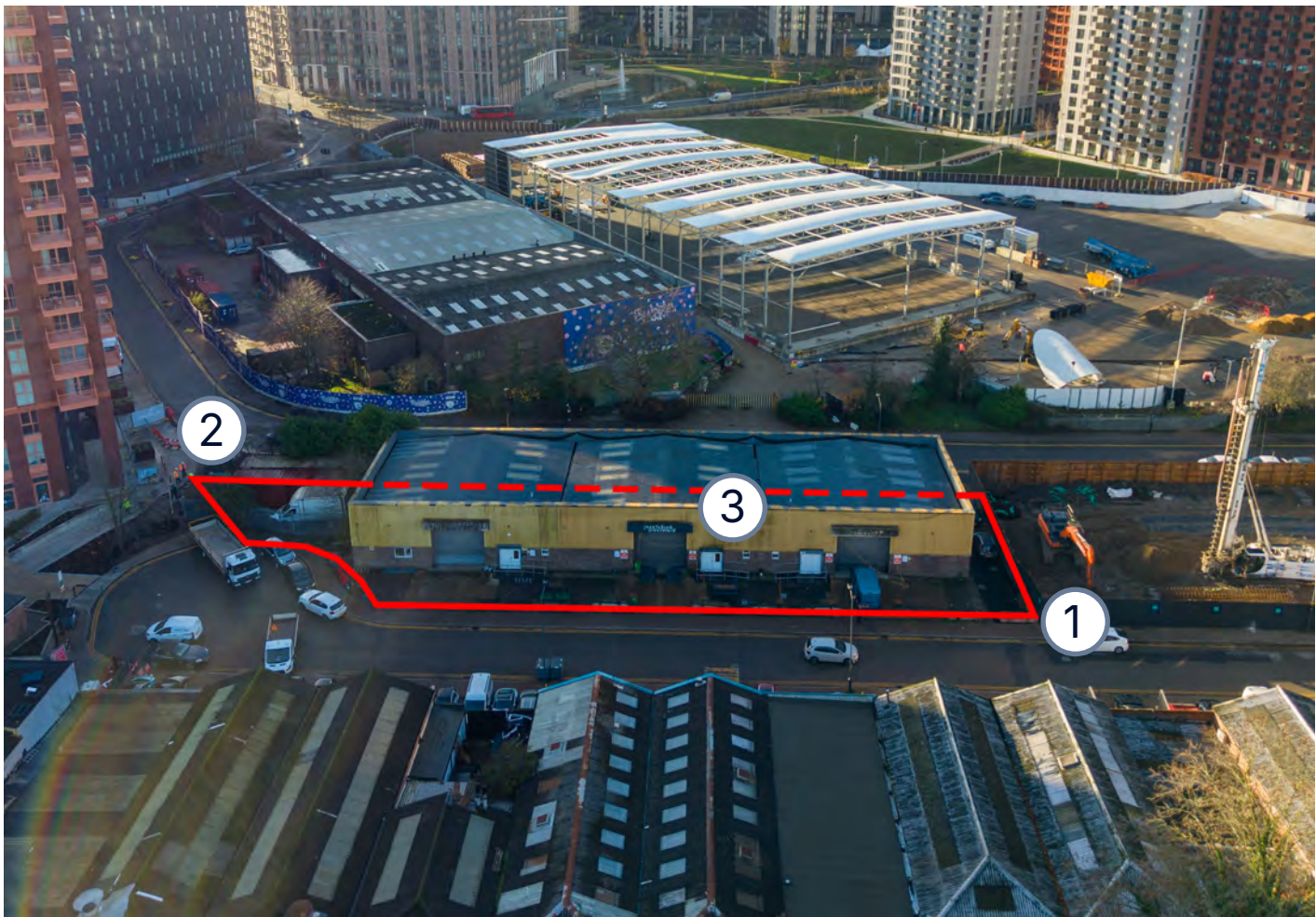
The site currently contains a light industrial building, part of which is occupied by Punchdrunk Enrichment under a temporary meanwhile permission until 1 March 2028. Brent’s Local Plan identifies the wider Watkin Road area for mixed-use, residential-led redevelopment, including new homes and re-provided modern industrial floorspace. The site contains no designated heritage assets and sits within an area that is already changing, with a mix of industrial, residential and mixed-use development nearby.



Wembley Growth Area

The site is part of the Wembley Growth Area, one of London’s designated Opportunity Areas identified in the London Plan. Wembley has been identified as Brent’s principal growth area and is expected to deliver at least 15,000 new homes, alongside new jobs, improved transport connections, enhanced public spaces and upgraded community facilities.

As part of this transformation, 20–22 Watkin Road presents an opportunity to deliver new homes while providing modern industrial space that supports local businesses and employment. The proposals will make better use of this well-connected site and contribute to the ongoing regeneration of Wembley.



Purpose-Built Shared Living (PBSL)

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What is PBSL?

Also referred to as co-living, PBSL schemes are an increasingly popular form of residential development in the UK.

PBSL schemes develop purpose-built and managed developments for rent.

They are non-self-contained housing, consisting of private individual rooms, communal spaces and facilities.

Who is PBSL for?

PBSL provides an alternative to self-contained homes or HMOs for single-person households, often for young professionals.

PBSL schemes deliver high-quality, modern developments that are specifically designed for shared living, unlike student accommodations or HMOs, which are often old and repurposed properties.

How is it managed?

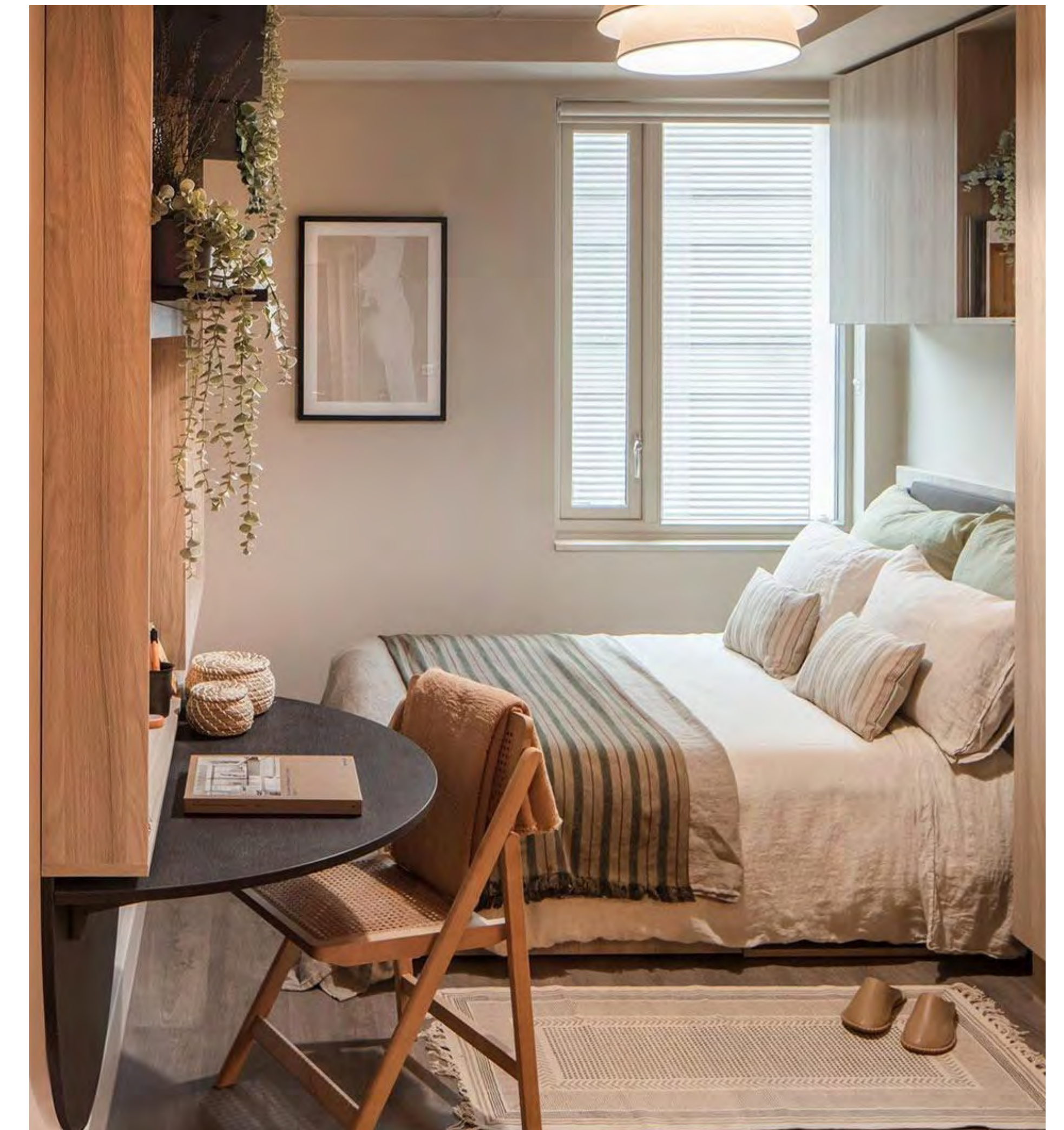
Plans are in development for the management of this scheme. Delta/Cassidy are experienced developer-operators and are in discussions with management platforms on how this scheme will be managed.



FOLK LIVING, BATTERSEA



FOLK LIVING, HARROW



FOLK LIVING, BATTERSEA

Site Constraints and Opportunities

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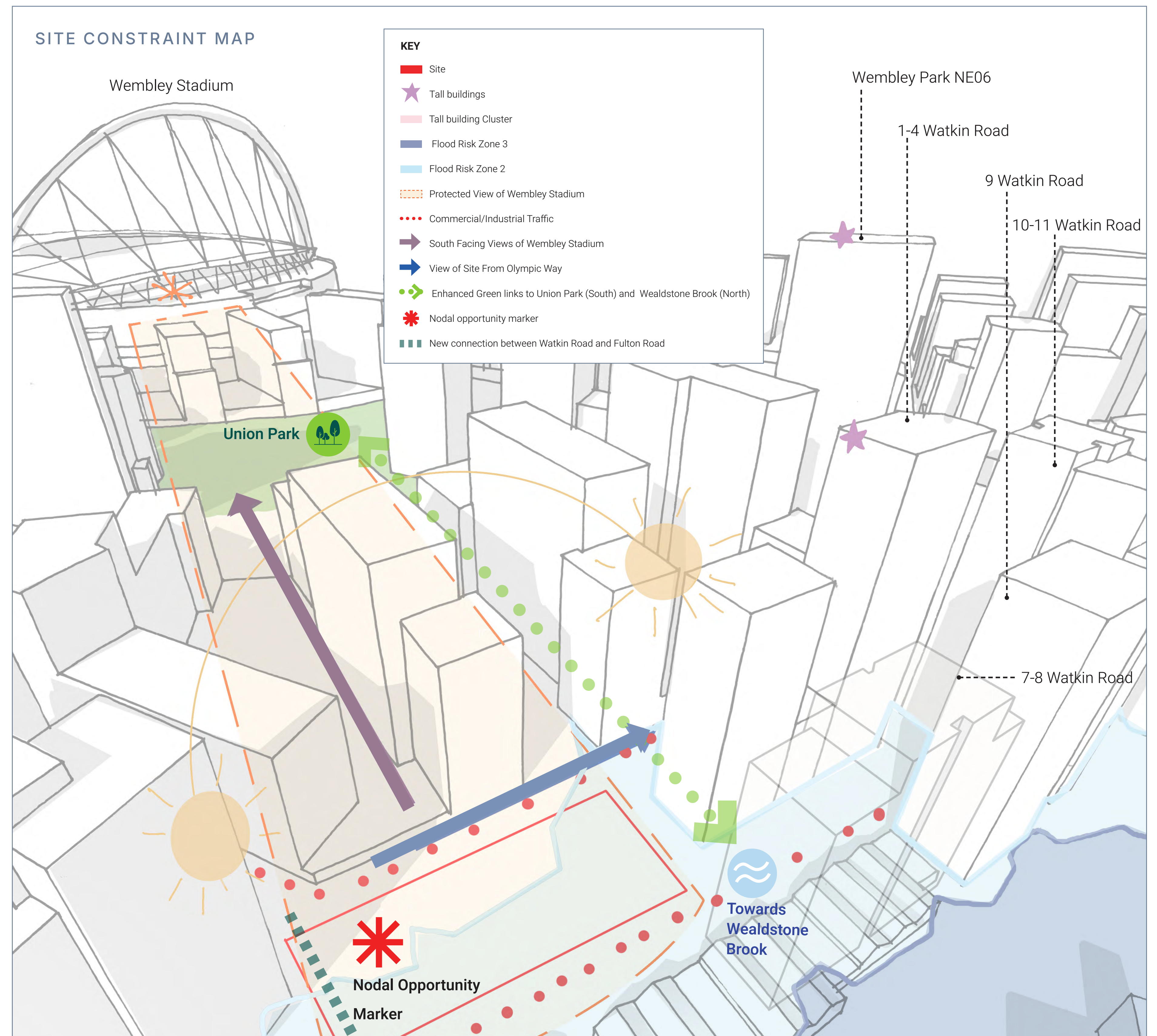
The site's location and context present several specific constraints that must be addressed by any development proposal. Addressing these constraints presents several opportunities to develop a context-sensitive Purpose-Built Shared Living (PBSL) scheme.

Constraints

- Close to proposed high-density residential developments (over 20 storeys) to the south and west
- Low-density housing north of the Wealdstone Brook
- Existing commercial/industrial uses along Watkin Road
- Partially located within Flood Zones 2 and 3, associated with the Wealdstone Brook
- A protected view of Wembley Stadium from Chalkhill Park

Opportunities

- Making effective use of the site by responding to the existing and emerging context of tall buildings
- Increase the site permeability and enhance pedestrian links
- Nearby low-height developments enabling south-facing views towards Wembley Stadium
- Improvements to the area's industrial use

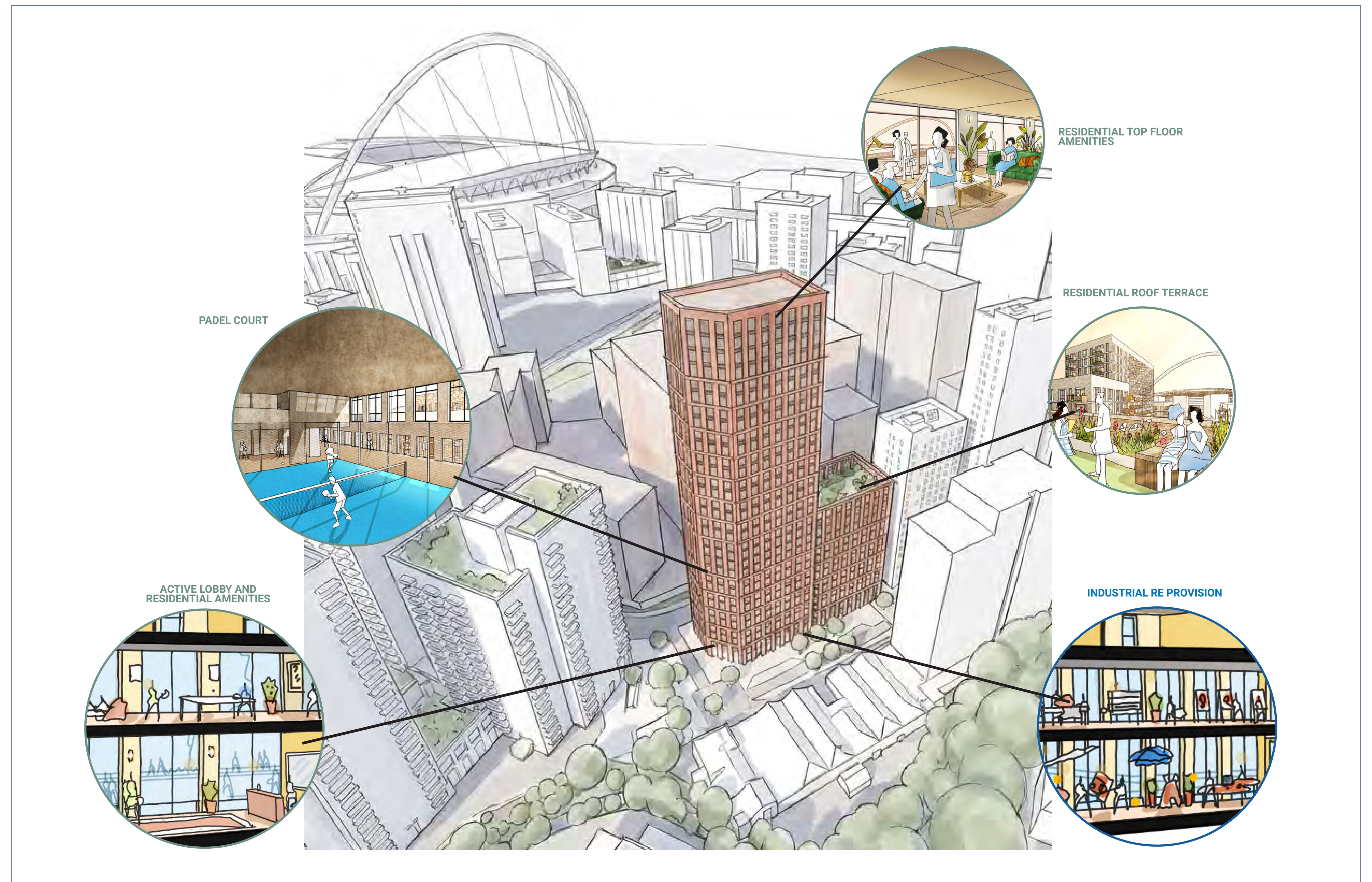


Our Vision and Proposals

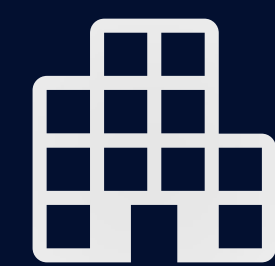
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The scheme aims to deliver:

- Up to 400 high-quality Purpose Build Shared Living Units
- Making an affordable housing contribution to support Brent's housing delivery
- Re-providing high-quality industrial and maker-spaces that support local businesses, creative industries and modern employment uses
- Revitalising the ground floor and public realm
- Creating a new pedestrian connection between Watkin Road and Fulton Road
- Residents' Amenities: 1800m² internal and 387m² external



UP TO 400
PBSL UNITS



INDUSTRIAL
REPROVISION



RESIDENTS AMENITIES
Internal: 1800m²
External: 387m²



AFFORDABLE HOUSING
CONTRIBUTION



JOB
OPPORTUNITIES

This project aspires towards a Net Zero development that responds to environmental considerations, enhances occupant comfort, and remains cost-effective, and is considering a number of strategies towards attaining this goal:



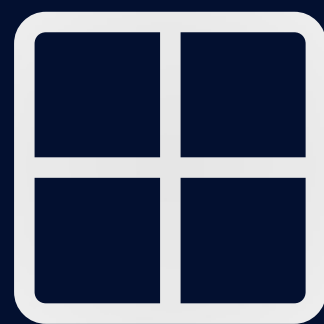
ENERGY EFFICIENCY
High-efficiency air source heat pumps



FABRIC-FIRST APPROACH
High-performance building envelope



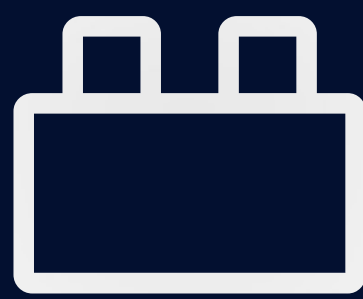
MAXIMISING LIGHT
Lighter exteriors, high reflectance interior finish
and window design



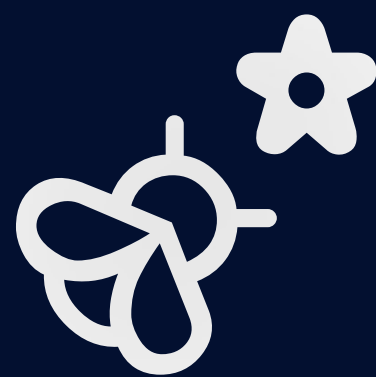
VENTILATION STRATEGY
Ventilation grilles at window soffit
Openable windows



OFFSITE CONSTRUCTION
Higher quality production, reducing waste



BUILDING MATERIALS
Maximise low carbon and locally sourced materials
Durable and long-lasting materials



BIODIVERSITY
Significant biodiversity net gain through biodiverse
roofs and planting at level 12 terrace



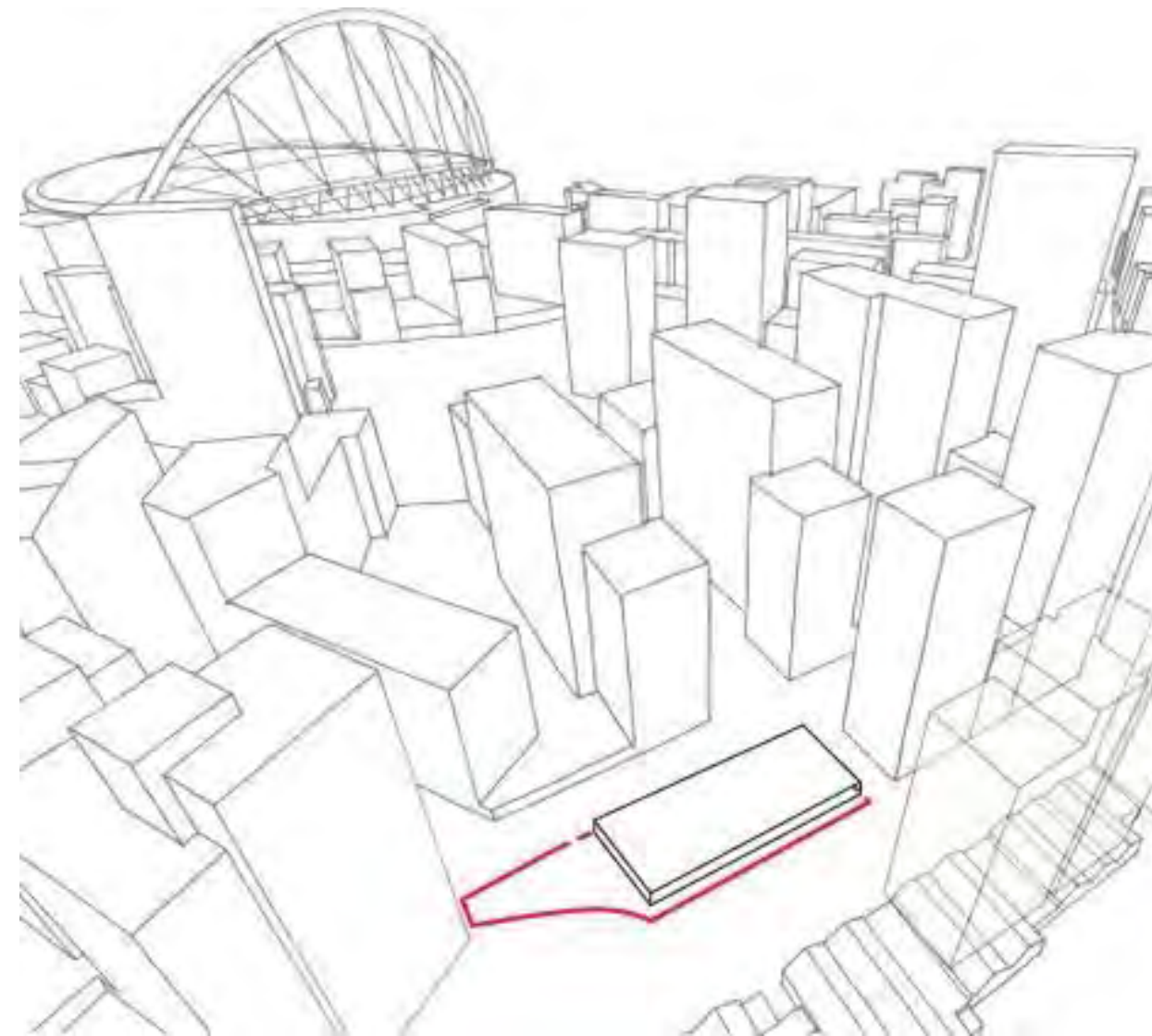
RENEWABLE
On-site energy generation from bio-solar roof



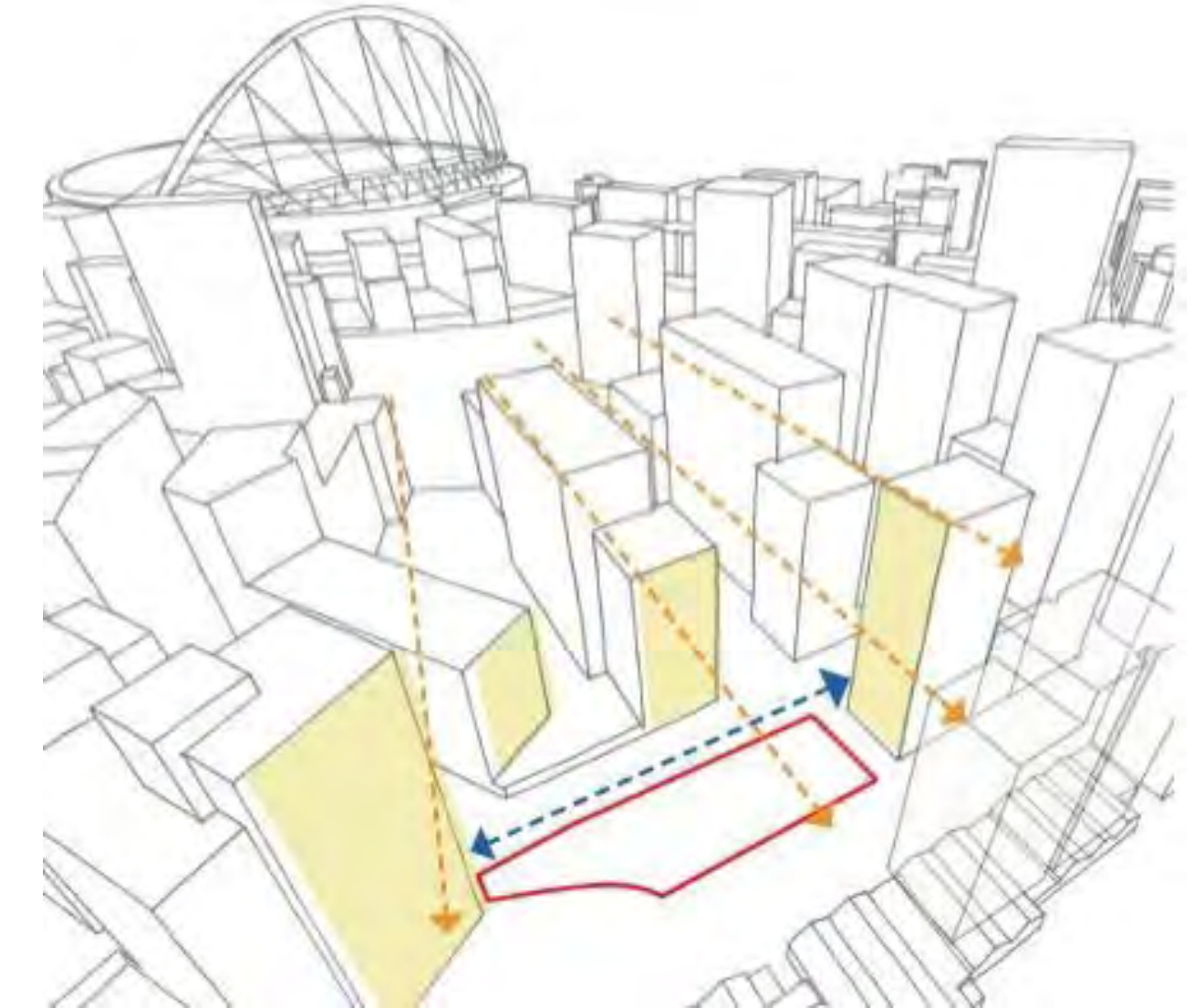
EV CHARGING
EV Charging bays and passive routing for
charging cables

Massing

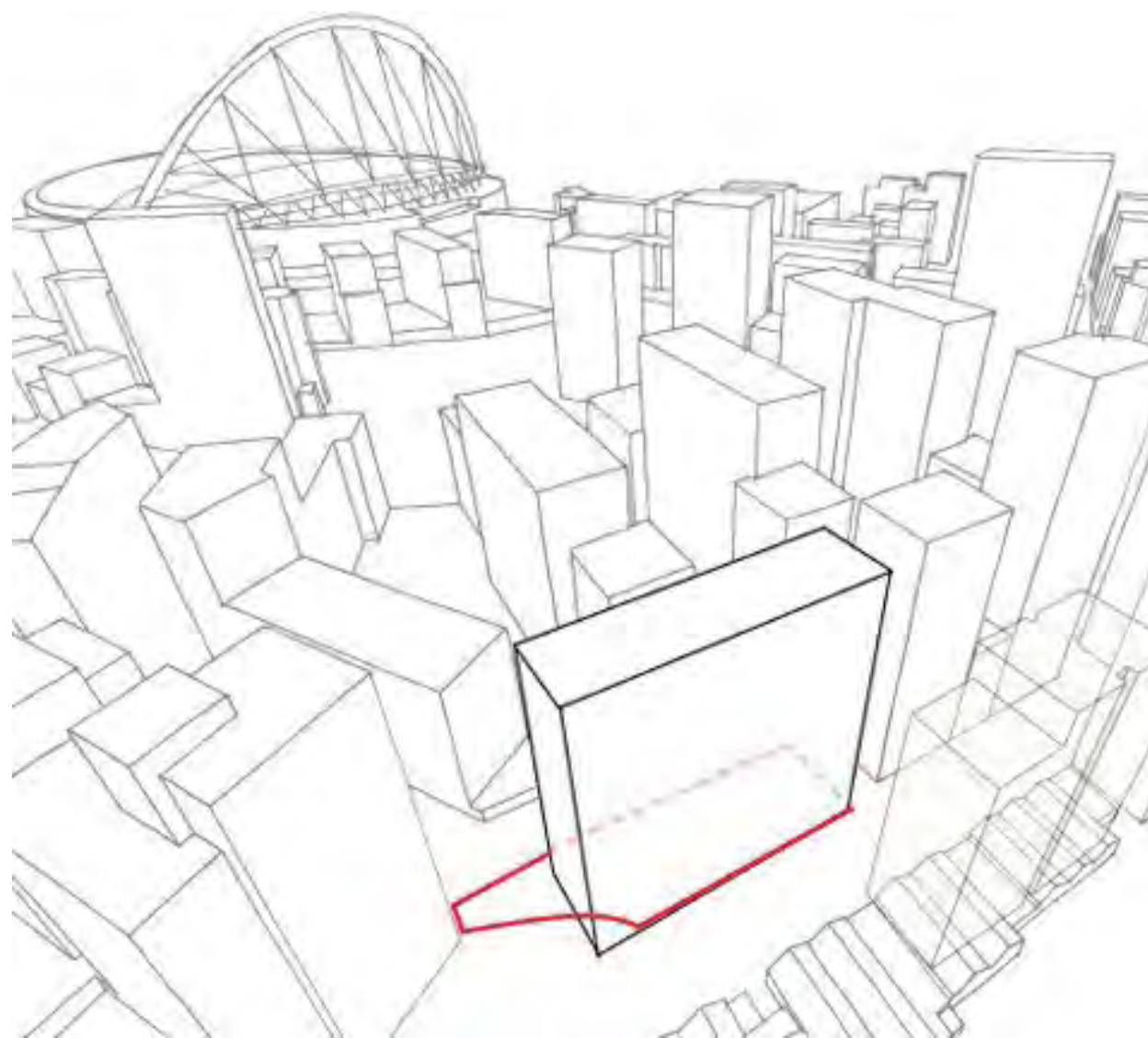
The site's massing has been refined, carefully considering the site's unique constraints and opportunities.



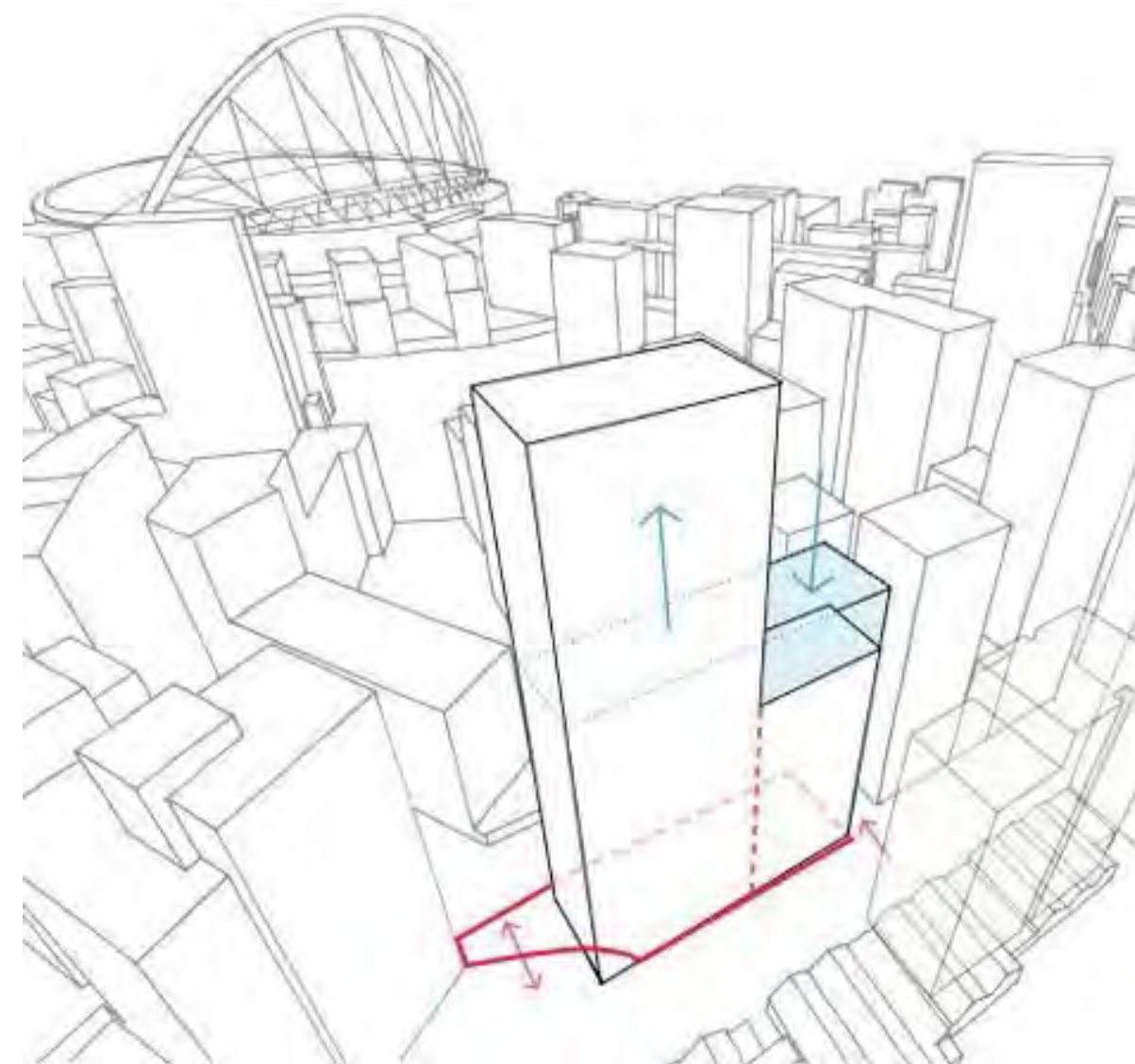
EXISTING BUILDING



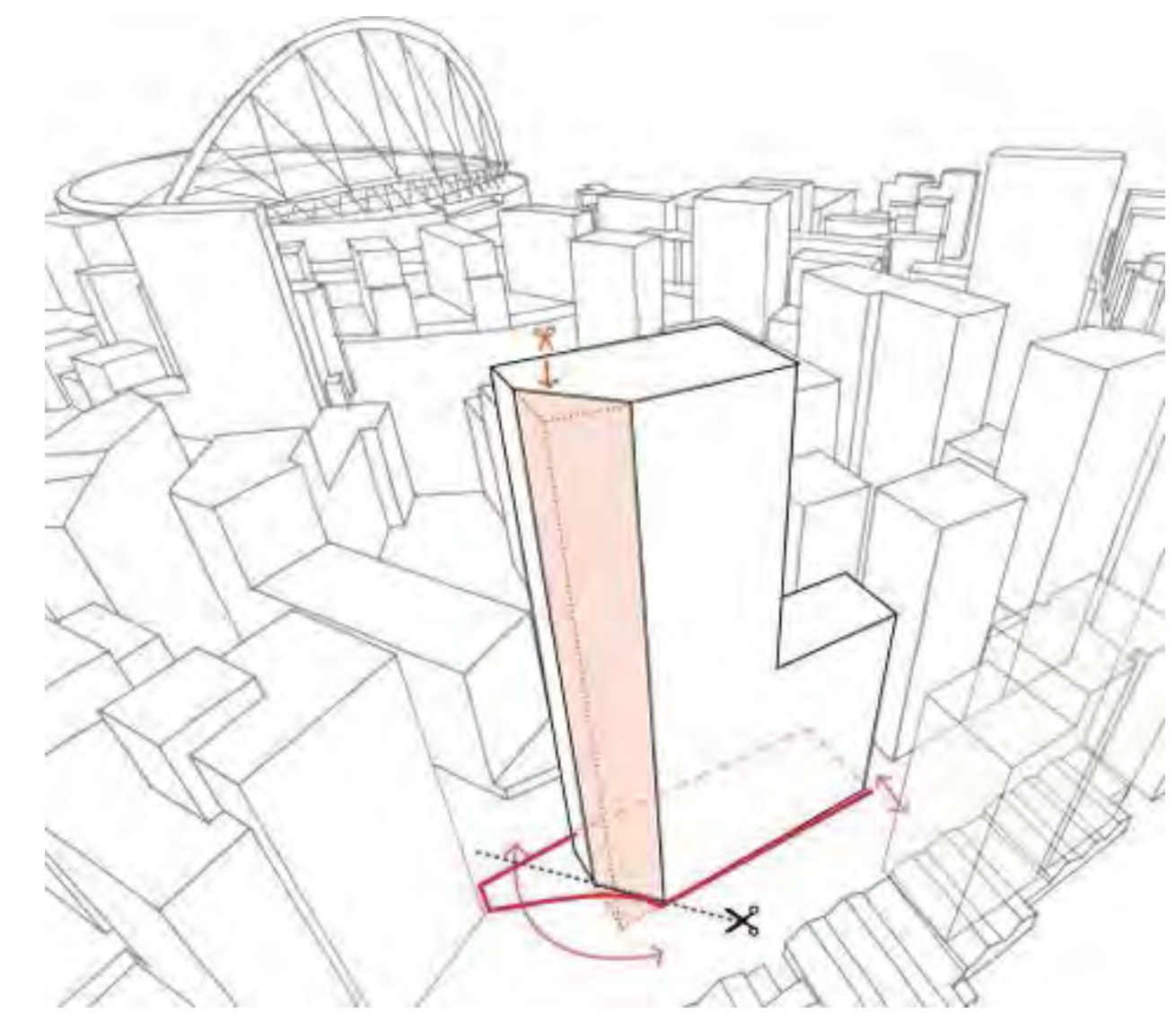
CONSIDERATION OF HEIGHT AND THE VIEW
TO WEMBLEY STADIUM



REPROVISION OF INDUSTRIAL SPACE AND UP TO
400 PURPOSE-BUILT SHARED LIVING UNITS



REMOVING THE IMPACT ON PROTECTED
VIEWS OF WEMBLEY STADIUM



CUTTING THE BUILDING'S CORNER
TO ENHANCE VISUAL AND
PEDESTRIAN CONNECTIONS

Industrial Enhancements

This proposal updates the site’s industrial space, creating better quality, more flexible and active industrial spaces.

These modern, adaptable facilities support the local economy by providing industrial environments suitable for 21st century needs.



MAKERS' SPACES



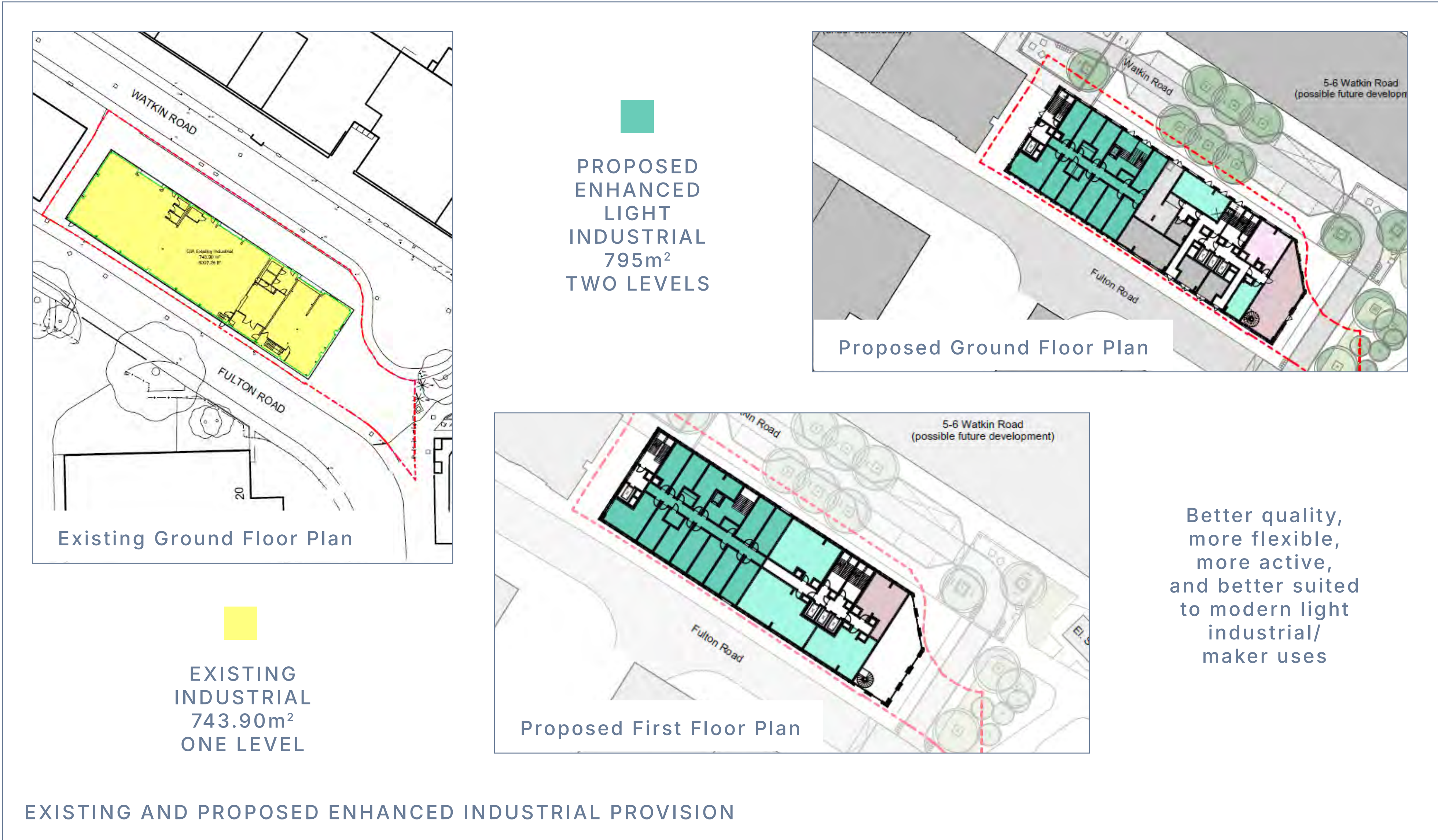
ART STUDIOS



3D PRINTING LABS



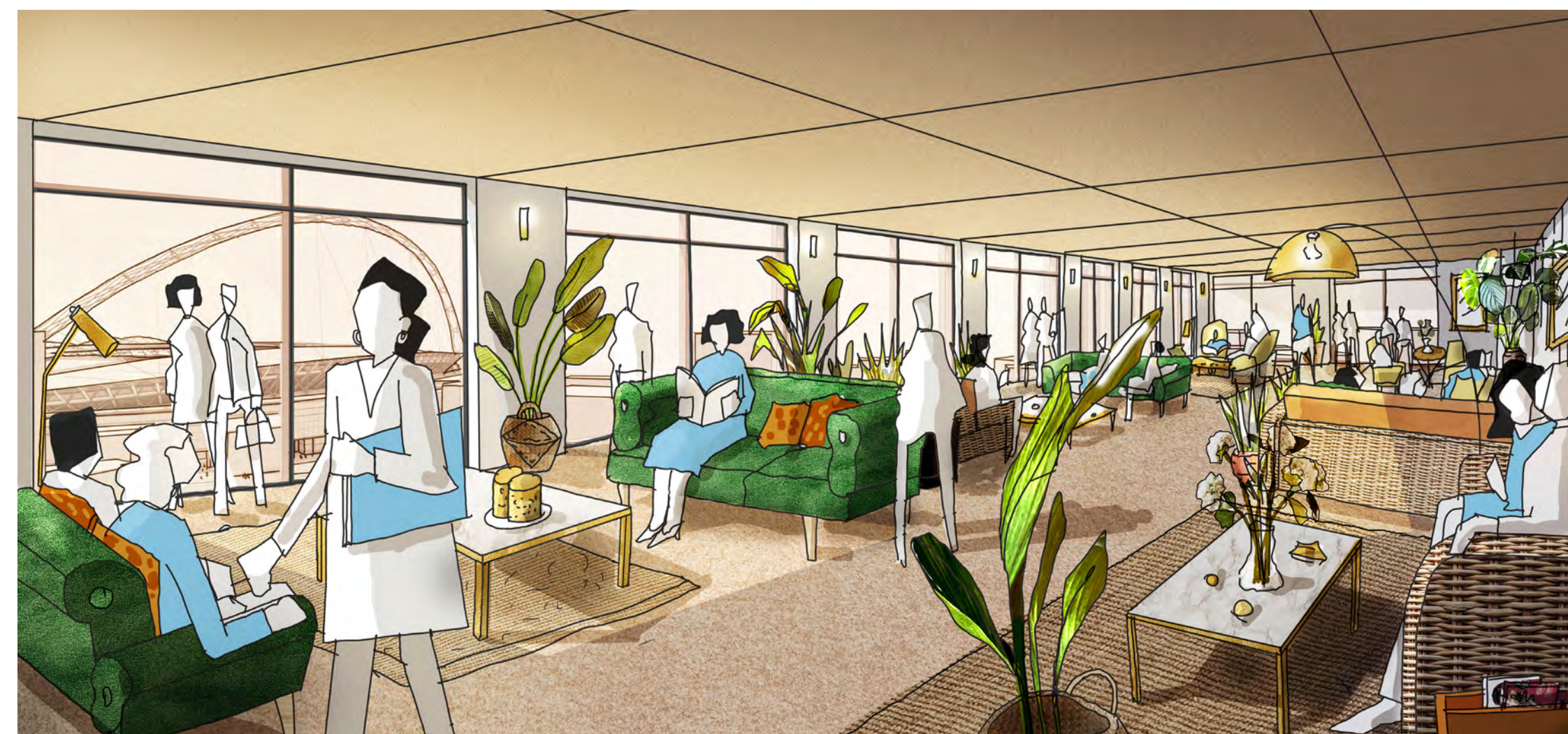
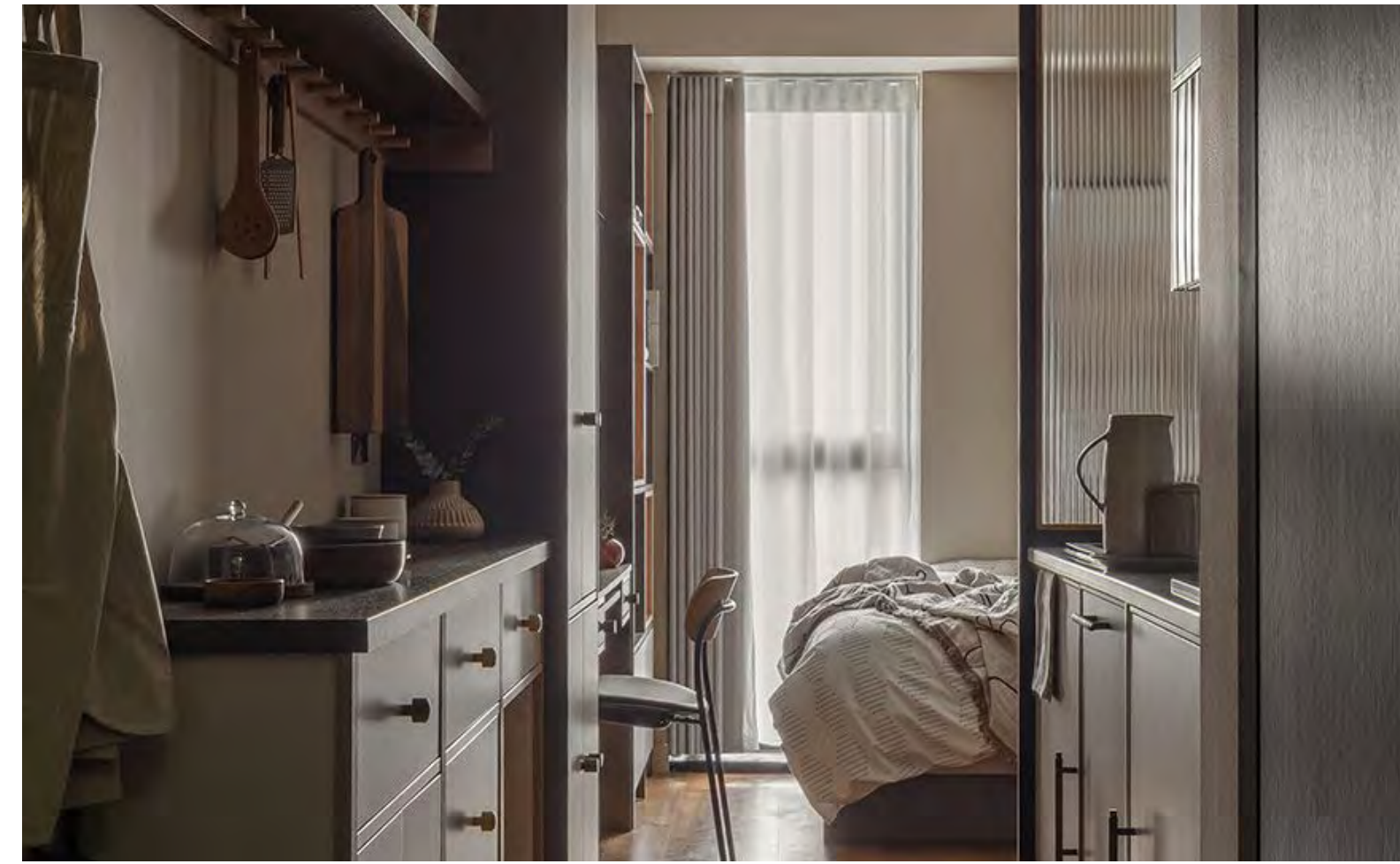
WORKSHOPS



Emerging Design – Residential Experience

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The proposal consists of an approximately 30-storey building, delivering up to 400 high-quality purpose-built shared living units alongside an affordable housing contribution to meet Brent's housing needs.



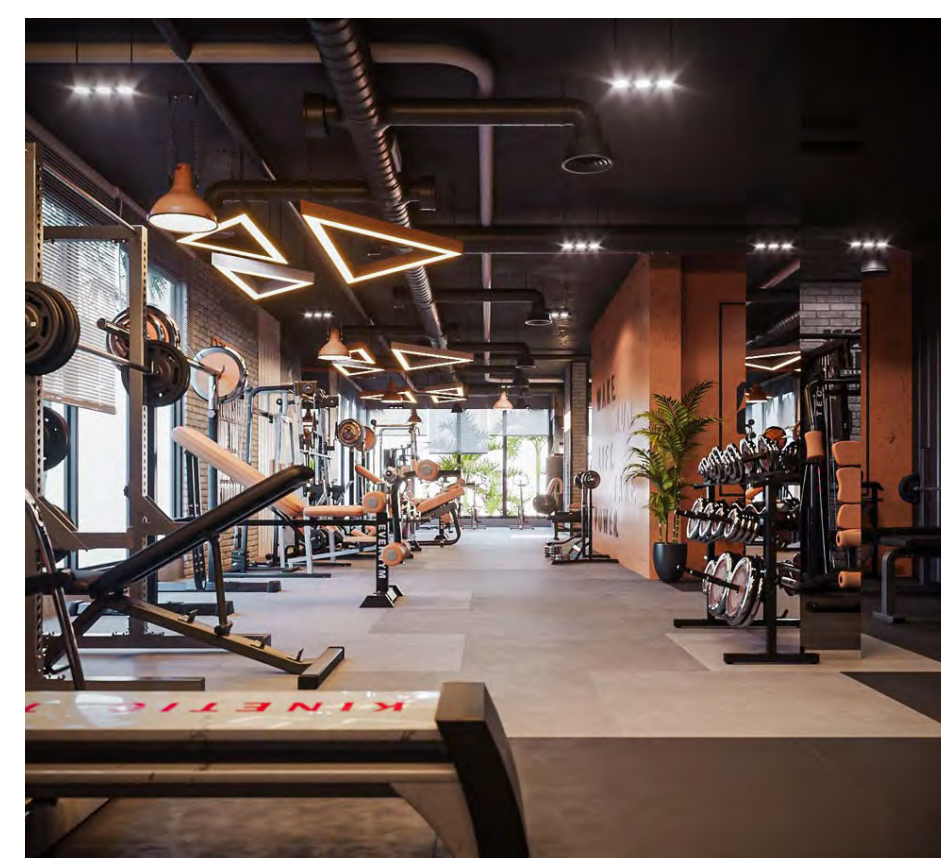
ROOFTOP BAR



ROOF TERRACE

An exciting element of the proposals is the 12th floor roof terrace, providing residents with a green outdoor space for activities, meeting and socialising.

The proposals also deliver 1800m² of internal amenities, providing residents with market-leading access to spaces for exercise, dining, entertainment, co-working and socialising.



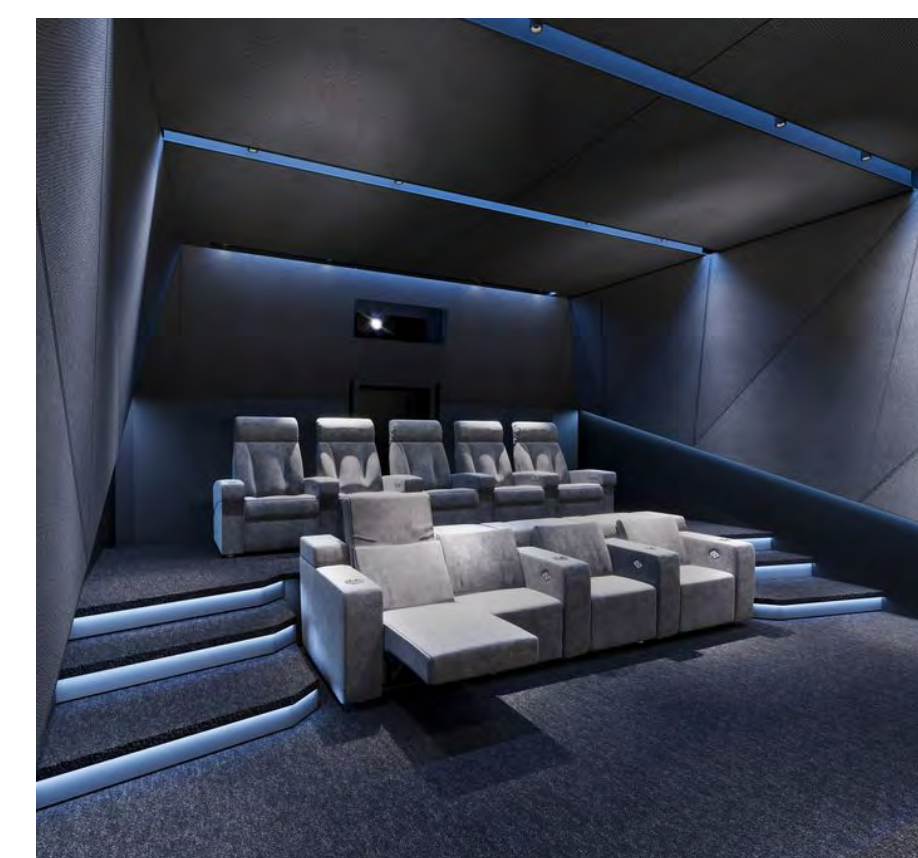
GYMNASIUM



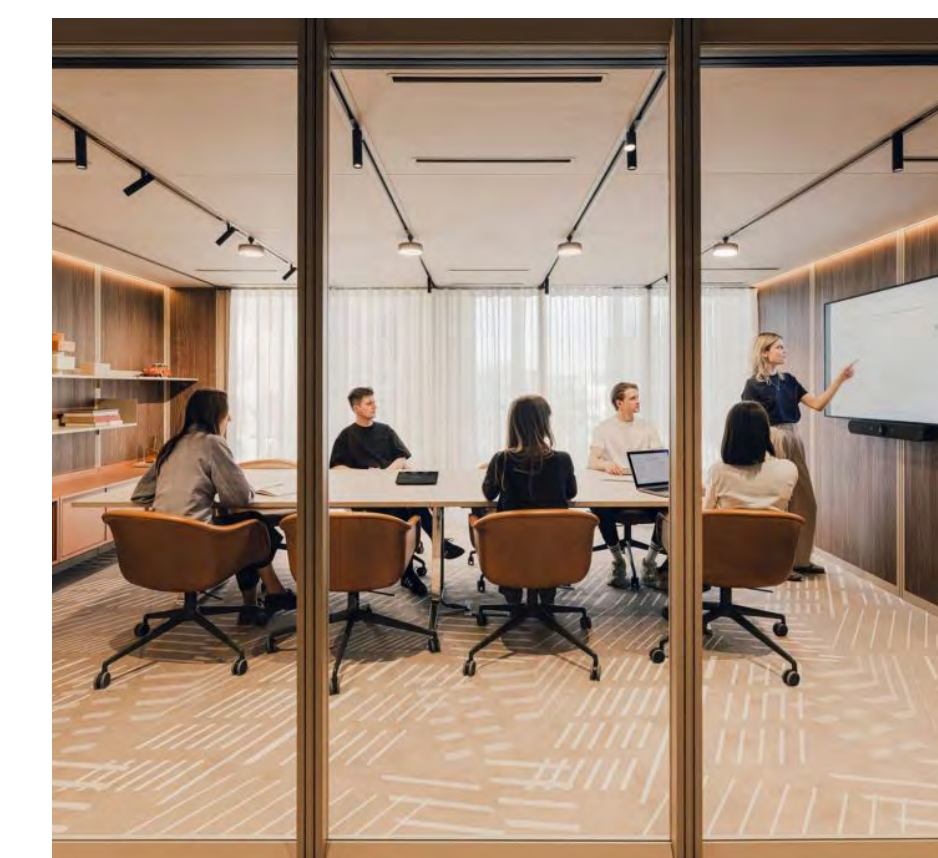
GAMES ROOM



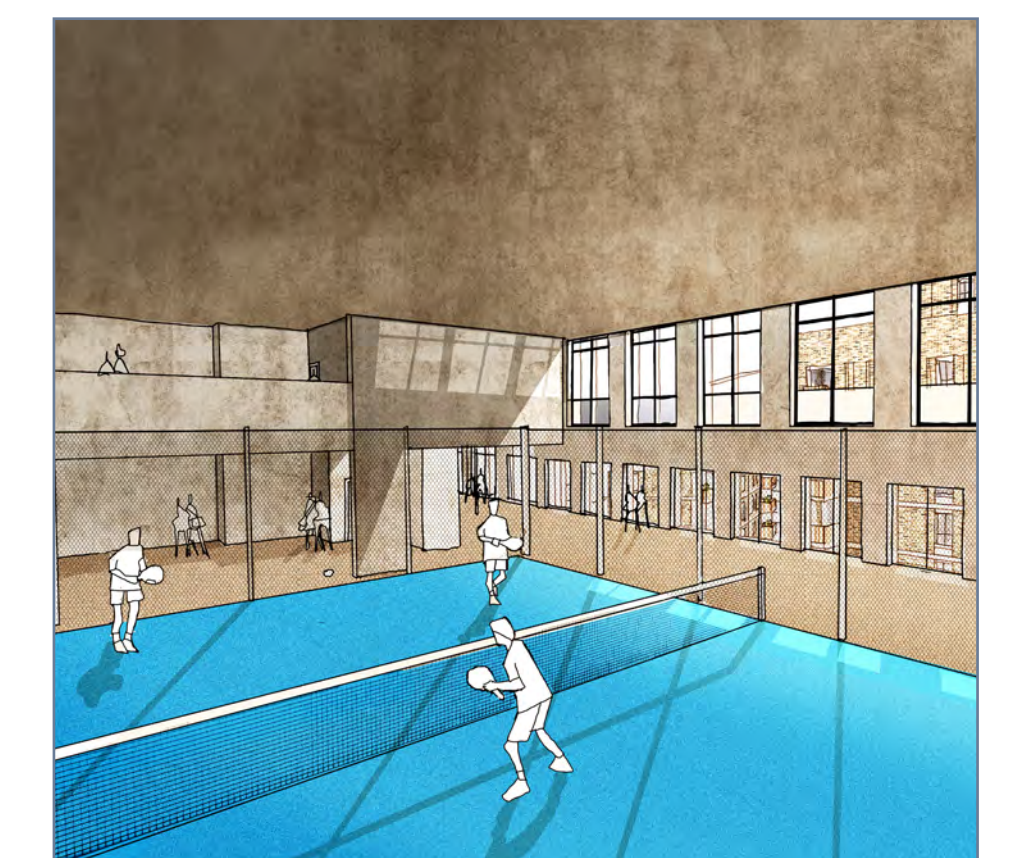
ROBOT-OPERATED BAR



CINEMA ROOM



MEETING ROOM



DOUBLES PADEL COURT

A key benefit of the proposals is the delivery of a new pedestrian connection between Watkin Road and Fulton Road, improving local permeability and supporting the wider public realm aspirations for this part of Wembley.

Spaces

Creating an inviting space for people to pass through, with open and appealing ground floors and pockets for seating.

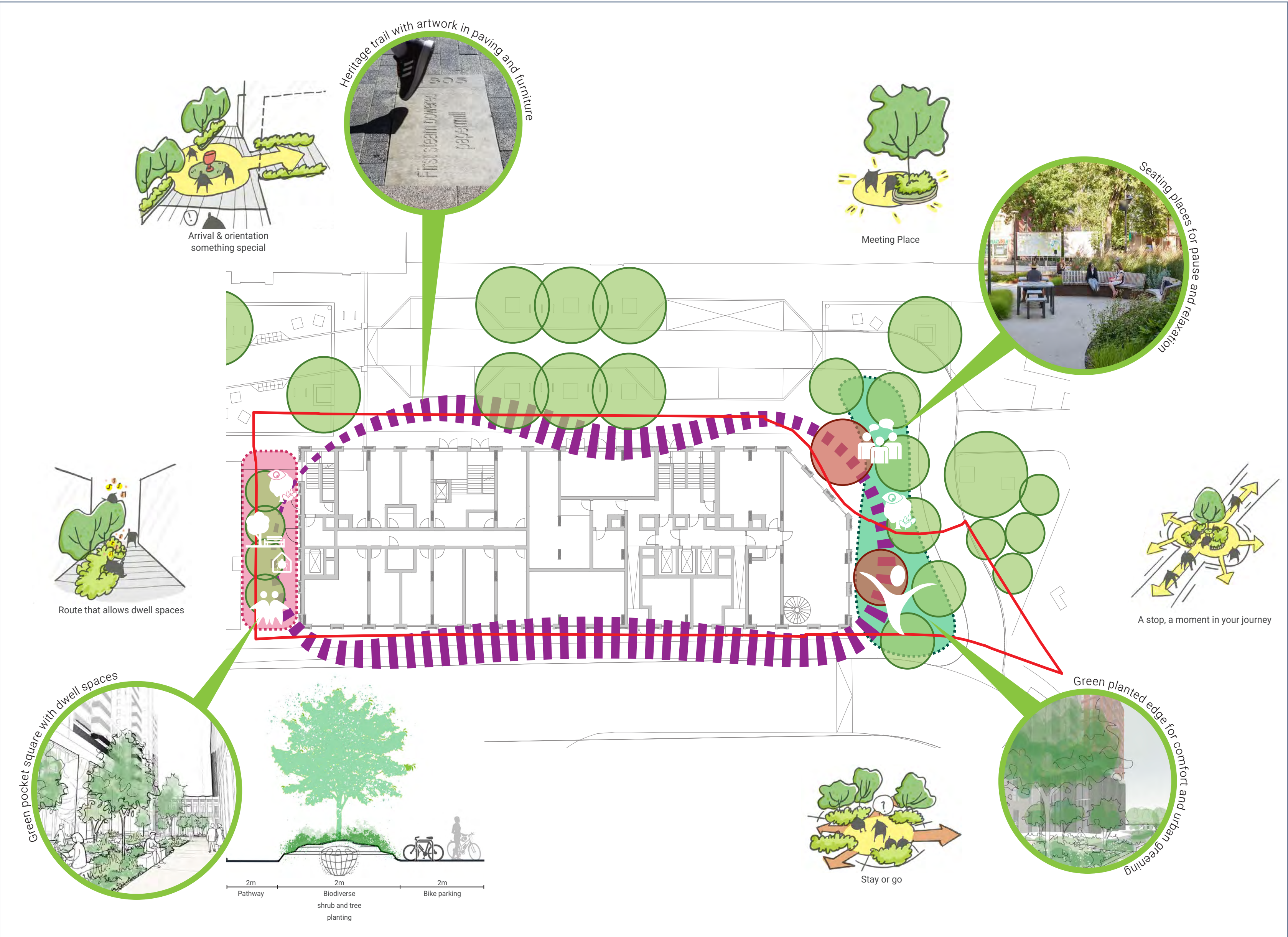
Movement

Encouraging movement through the site by linking Watkin Road and Fulton Road with circular routes for strolling, and sheltered pockets to sit and relax.

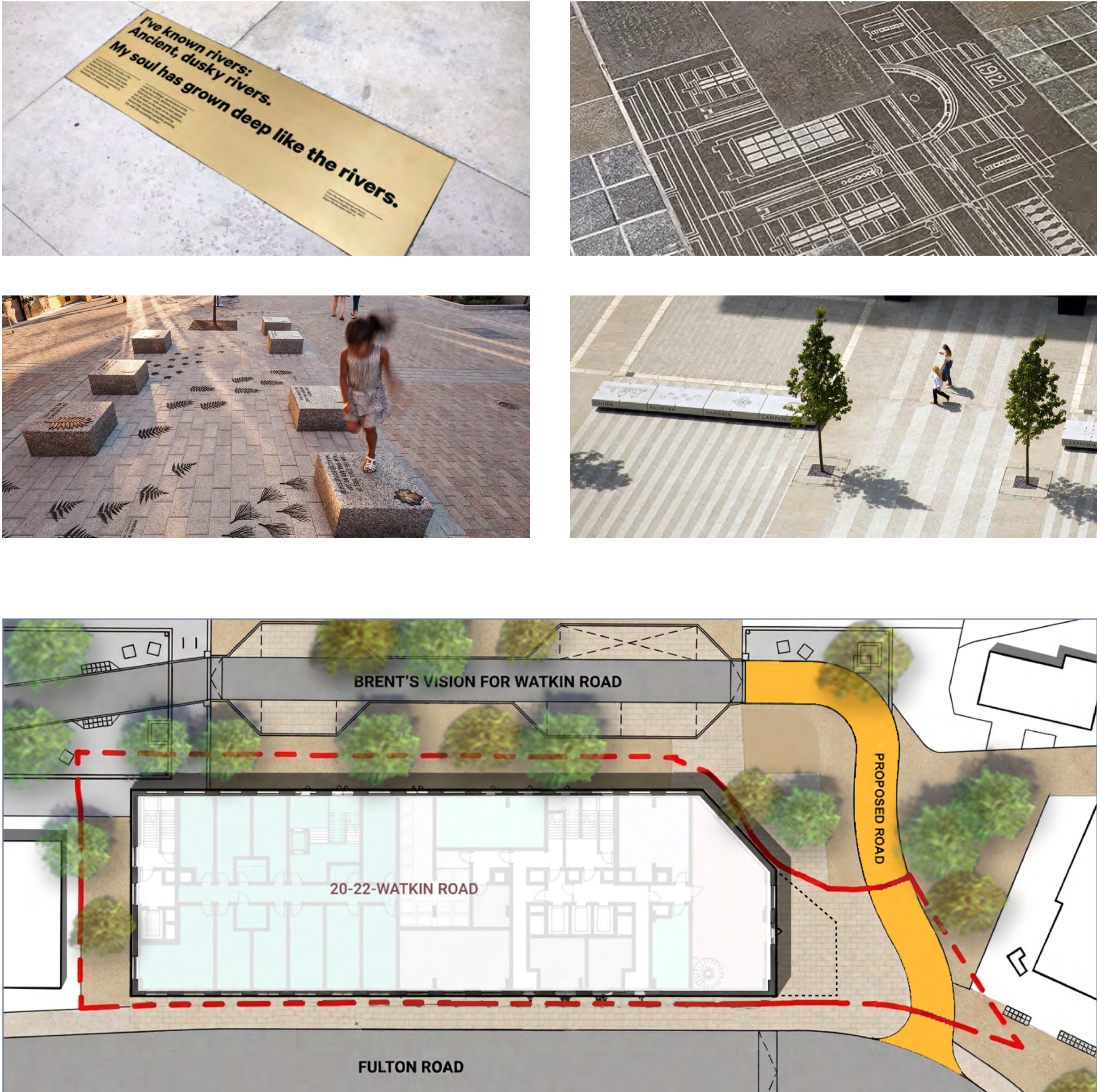
Greening

Species-rich planting to improve ecology and biodiversity. Perennial and evergreen plants to enjoy year-round. A green connection between the ground floor, the roof and the surrounding area.

Public Realm Look and Feel



WALKABILITY AND PUBLIC REALM IMPROVEMENTS



PROPOSED CONNECTION BETWEEN WATKIN ROAD AND FULTON ROAD

Our vision is to design and deliver a high-quality contribution to the Wembley Growth Area by creating a sustainable and inclusive mixed-use building that addresses local housing needs while enhancing the neighbourhood's distinct character.

At its heart, the project will deliver approximately 400 modern purpose-built shared living homes, combining private personal space with extensive shared facilities designed to foster a vibrant residential community. This residential focus is complemented by the re-instatement of modern, adaptable industrial workspace at the lower levels to support local economic vitality.

Architecturally, the scheme is designed to belong specifically to Wembley, ensuring iconic views of the Stadium arch are protected and prioritizing high-quality materials at the street base for a welcoming, human-scale presence and active frontage. The entire development commits to exemplary environmental performance by using passive design principles to naturally reduce energy consumption, alongside a strong emphasis on resident well-being through integrated recreational amenities, and adherence to rigorous wellness design standards.

Design CGIs



VIEW FROM WATKIN ROAD LOOKING WEST



VIEW FROM WATKIN ROAD LOOKING EAST

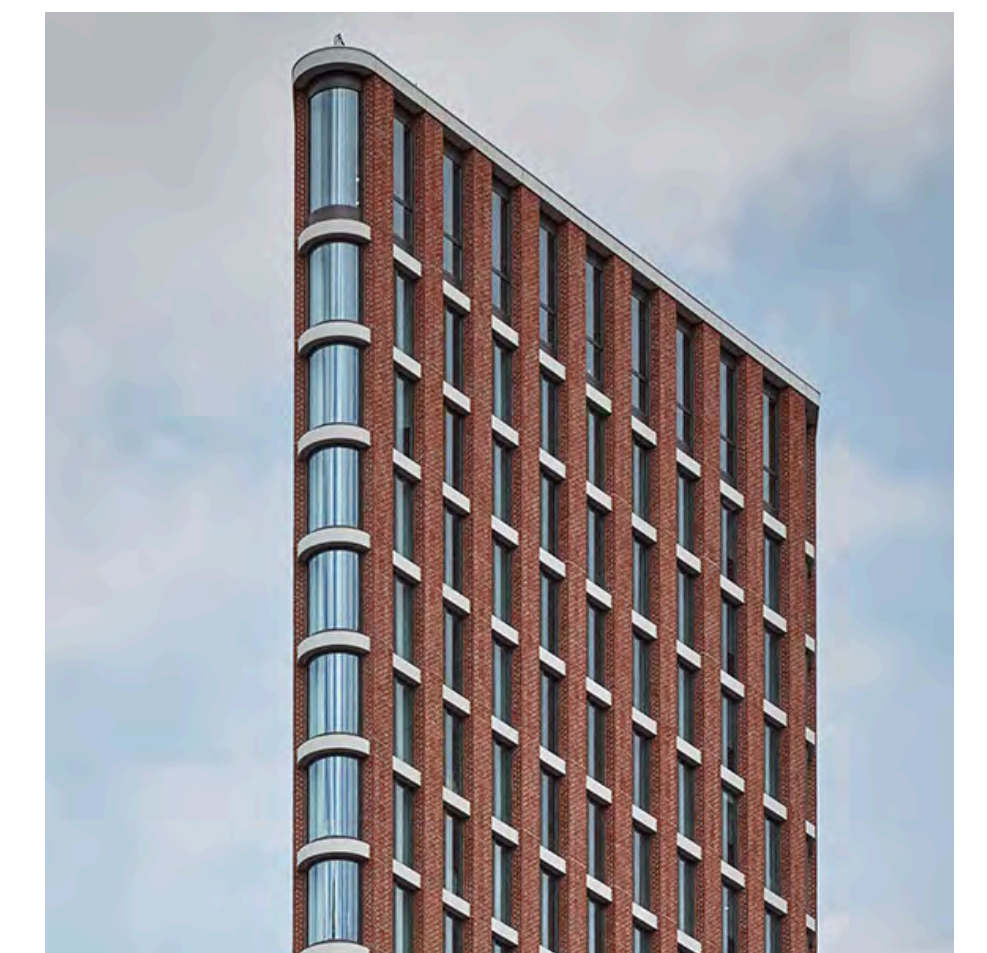
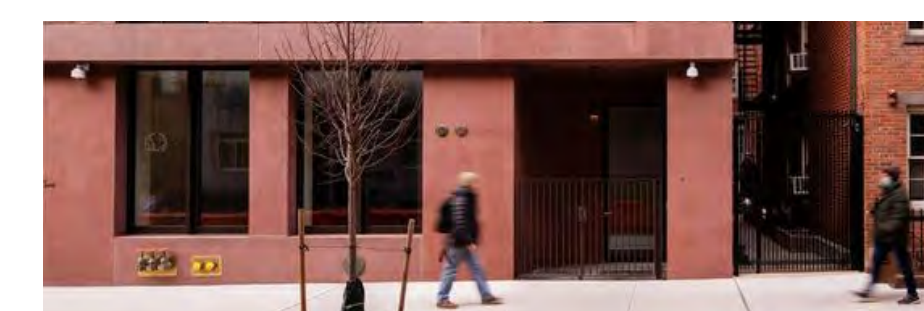


VIEW FROM WATKIN ROAD LOOKING SOUTH



VIEW FROM FULTON ROAD LOOKING EAST

Precedents



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Thank You



We hope you found the information about the proposals for 20–22 Watkin Road helpful. Your views are important to us, and your feedback will help us refine the proposals ahead of submitting the planning application to Brent Council in Autumn.

We welcome your thoughts and encourage you to share your feedback by completing a paper feedback form or visiting our Community Hub to submit an online response.

If you have any questions, please speak to a member of the project team or contact us using the details below.

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✉ FREEPOST RESIDENT CONSULTATION