

Welcome to the exhibition for Elstree Gardens:

the proposed redevelopment of the Imperial Place office complex in Borehamwood.

Glenbrook and partners are preparing a planning application to create a new residential-led community called Elstree Gardens, regenerating the Imperial Place office complex in Borehamwood, delivering high-quality new homes in a sustainable, town-centre location that supports the long-term growth of the area.

Elstree Gardens will provide circa 555 homes, new publicly accessible open space, and improved pedestrian and cycle access to Maxwell Park.

We want to hear your views about our proposals, to help guide the work of the project team.

After reviewing all the feedback from the public, we will work further on the plans before submitting a planning application to Hertsmere Borough Council.

Please read the boards around this room, and chat with the project team. You can pick up a feedback form from a member of the project team.



About Glenbrook

Glenbrook is a real estate regeneration company passionate about creating great places for future communities leaving a positive, lasting legacy.

Since inception, Glenbrook have always had a very clear vision of who they are, where they're heading, and how they prefer to do business.

Glenbrook have a strong reputation for integrity and sustainability and are committed to delivering on their promises – and put community and environmental benefit at the heart of all their plans. This is shown in their £700m worth of investments across the UK; predominantly in Build-to-Rent, mixed-use and tenure schemes, Market Sale, Shared Ownership, and Affordable Rent.

Howells

Architecture

Howells Architects has been an enduring presence in British architecture since its inception in 1990. The practice has grown into a design studio with national and international reach. Underpinning their work is an approach rooted in the constant exploration of how the built environment can improve the lives of individuals and communities.

PLANIT

Landscape

Planit is an urban and rural design practice, working to benefit people, places, and the world at large. They practice Landscape Architecture, Urban Design, and Visual Storytelling, and undertake Creative Engagement and Impact Assessment across projects of all sizes for all sectors.



Tura, Leeds



Kirkstall, Leeds

Imperial Place



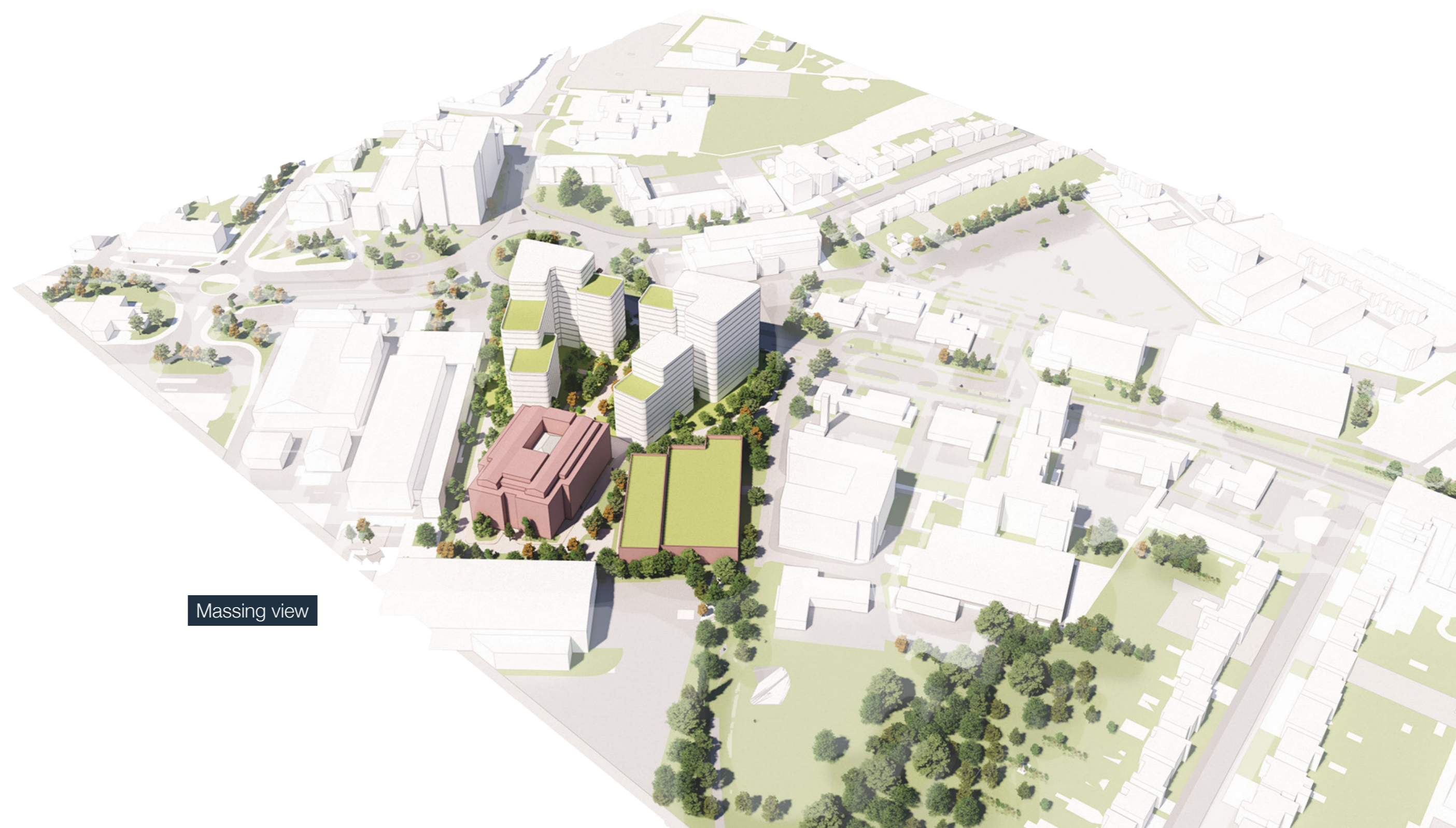
Imperial Place is an important gateway site. It is located in the town centre, near Elstree Studios and local shops, has access to regular bus services, and is only a short walk or bike ride from Elstree and Borehamwood railway station.

However, the current office complex is outdated and has suffered with high vacancy rates for some time. It is no longer an effective use for such a prominent site.

A gateway to Borehamwood Town Centre

The location of Imperial Place creates a unique opportunity to mark the beginning of the town centre, acting as a gateway.

Our proposals will help catalyse the wider regeneration of the town centre – providing an injection of investment, bringing more families and young professionals into the town centre to support local businesses, and creating a new green link between the local parks.



Elstree Gardens: a new neighbourhood for Borehamwood



Access and parking

The site is accessed via Maxwell Road, off Elstree Way, which provides entry to the two multi storey car parks and roadside parking spaces.

The multi storey car parks provide over 800 car park spaces, currently split amongst the existing Imperial Place office complex and the residents of the nearby Foster House. Both of these car parks will be retained, with the car park nearest Imperial Place used solely for the new residents of Elstree Gardens.

- The three largely vacant, outdated buildings facing onto Elstree Way will be demolished to make space for three new residential buildings, stepping up to a maximum of 14 storeys towards Elstree Way
- The new buildings will feature modern commercial units at ground level for shops, leisure, restaurants and cafes, with circa 555 apartments on the upper floors – a mix of one, two and three-bedroom apartments across a range of tenures
- The remaining building, where this exhibition is being held, will be retained and refurbished to provide modern employment space and alternative uses
- Extensive, landscaped, publicly accessible open space will be provided within the development for residents and users of local businesses to enjoy



The green link



Imperial Place sits next to Maxwell Park and only a short walk from Meadow Park. Our proposals will create a new green link between the two parks along Maxwell Road.

Enhanced landscaping along Elstree Way and Maxwell Road will complement the existing mature trees and create a more inviting and attractive entrance to Maxwell Park.

Improved pedestrian and cycle access through the site will create a new green link between Maxwell Park and Meadow Park, a short 10-minute walk away. This green community link will bring both parks together, promoting sustainable active travel, a thriving natural ecosystem and a healthier lifestyle.



New homes and new connections

View from Maxwell Park



Hertsmere's housing supply falls far short of the required number to accommodate both current and future residents. The borough currently has less than one-year's worth of homes in the pipeline, far below the government's 5-year requirement.

Imperial Place can deliver circa 555 new high-quality one, two, and three-bedroom homes across a range of tenures, helping to ease the ongoing local housing crisis.

Providing these homes on a sustainable, brownfield site helps to reduce pressure to develop the green belt surrounding Borehamwood.

View from the High Street



View through to IP4



View from Elstree Way



Timeline and next steps

April-May 2026

Consultation with neighbours and town council

23 April 2026

Public consultation event

Summer 2026

Submission of planning application

Autumn 2026

Statutory public consultation on application

Winter 2026

Planning committee

Have your say



Please take this opportunity to fill in a feedback form and tell us your views.



You can view this information and submit feedback online at

www.ElstreeGardensConsultation.co.uk



If you would like to get in contact with the project team, please email

consultation@realestatecomms.com



Or call **07523 696293**

Wider corner view

