

WELCOME

The Project Team

Passion Property Group and Caerus Developments are pleased to welcome you to their public exhibition that illustrates the emerging proposals for the residential redevelopment of the Coral Car Park on the junction of London Road and Spring Gardens.

Passion Property Group & Caerus Developments

Passion Property Group and its partner Caerus Developments are independently owned property companies specialising in the delivery of residential developments. They benefit from over 50 years combined experience of developing sites across London and the South East.

The site is an important location near Romford town centre. The proposed scheme will deliver:

- Much needed new, high quality, residential properties for the area
- Efficient use of a town centre brown field site
- Improved streetscape

This exhibition allows us to share our proposals and gives you the chance to provide us with your feedback. Members of the project team are available to answer any of your questions. Feedback forms are also available for you to provide us with your comments, which can either be left with us today or sent back to us using the freepost envelopes provided.

PELHAM HOUSE, HORNCHURCH



Pelham House, Hornchurch High Street
Completed 2018, fully let.

STATION LANE, HORNCHURCH



Station Lane, Hornchurch
Public consultation held 22/11/18

SIDMOUTH STREET, BLOOMSBURY



Sidmouth Street, Bloomsbury
Completed, fully sold.

VICTORIA ROAD, ROMFORD



29 - 33 Victoria Road, Romford
Planning Consent obtained January 2019.
Works to commence early 2020.

BUJ Architects

BUJ love Architecture. We solve problems; research solutions and design through collaboration. We find answers that are elegant, efficient, and responsive. We strive to go beyond the most complex and detailed of briefs.

We aim to deliver architecture that has a clear identity, which acknowledges its context, where appropriate, as well as its commitment to an inclusive, user-friendly and sustainable environment. The practice is not wedded to any particular style or philosophy, but has evolved over its lifetime to reflect current critical thinking in the world of architecture, construction and the arts.

CLIENTS:



UPTON PARK, EAST HAM

Previous BUJ project

This high profile redevelopment of a prominent site in East London is to provide 838 high quality residential dwellings, several commercial and community spaces, and extensive landscaping and public realm improvements which highlight and celebrate the rich history and legacy of the site.



THE SITE

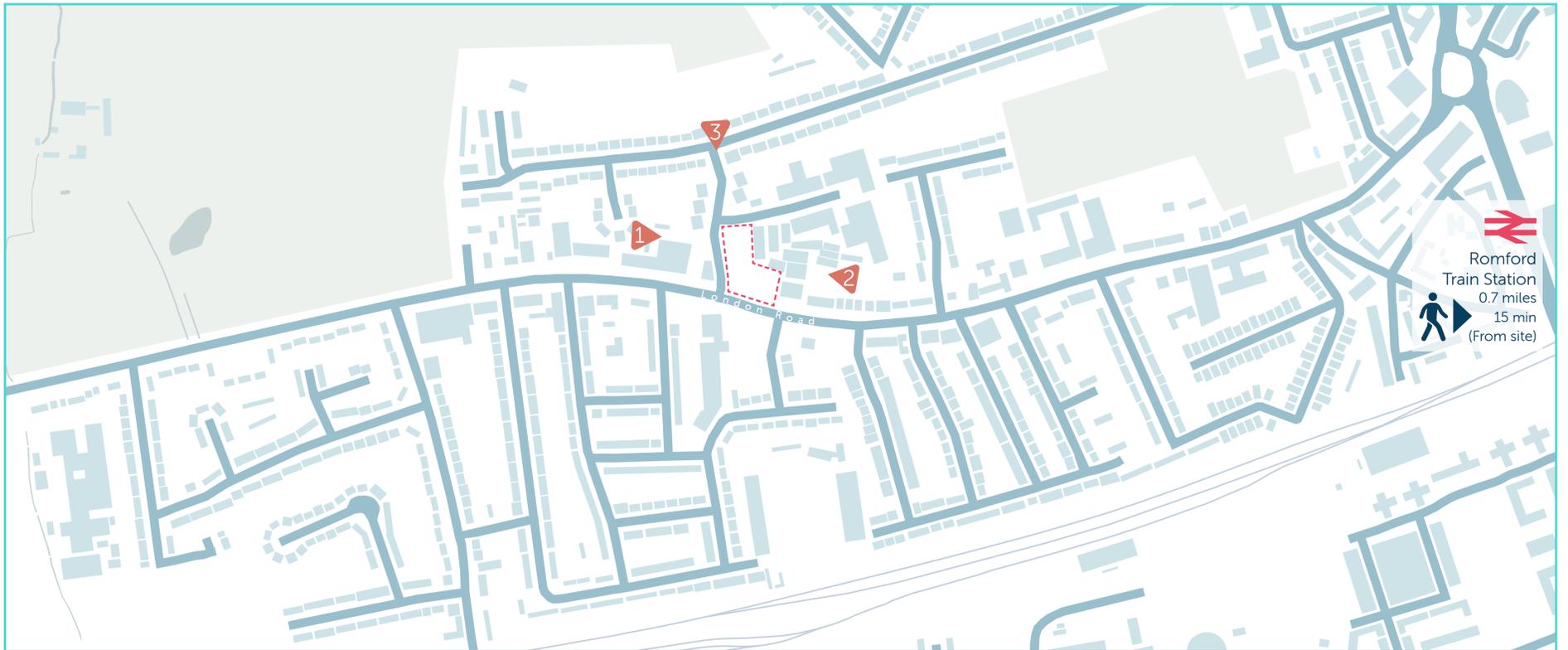
London Road /

Coral Car Park

The site at the junction of London Road and Spring Gardens has historically been owned by Coral as a car park for the Greyhound Stadium. With the new stadium providing 130 new car parking bays plus wheelchair spaces on-site, the old car park was deemed surplus to requirements and subsequently sold to Passion Property Group and Caerus Development for redevelopment of new homes.

The proceeds from the sale of the car park are part of the reinvestment back into the stadium providing new facilities for Romford.

The area surrounding the site is of mixed use with commercial activity on London Road, a primary school opposite and residential homes in the surrounding roads. Adjacent to the site is the former Crown Public House that has already received planning permission for 24 apartments.



Map of the immediate area



Looking east towards the site along London Road



Looking west towards the site along London Road



Looking south towards the site along Spring Gardens

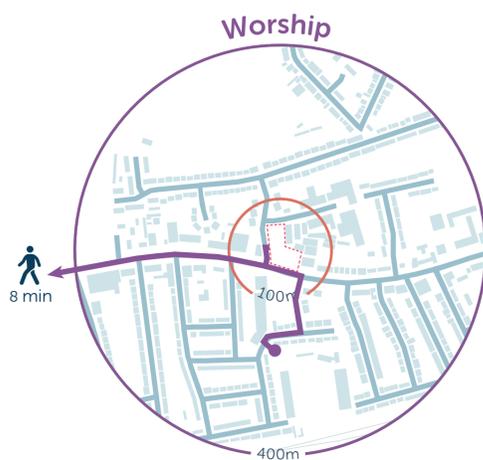
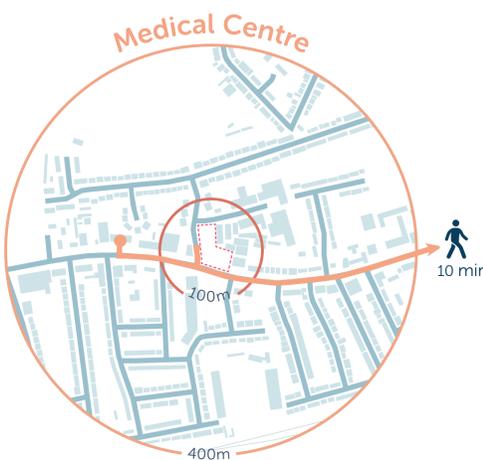
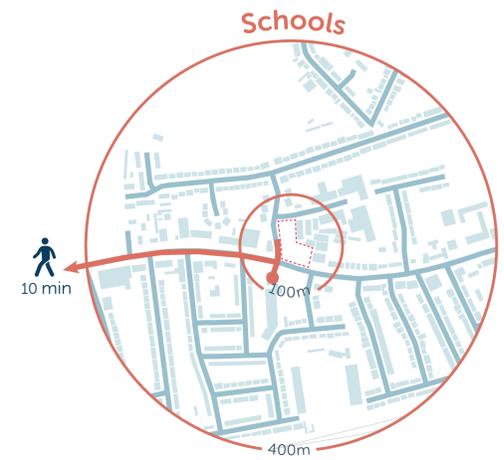
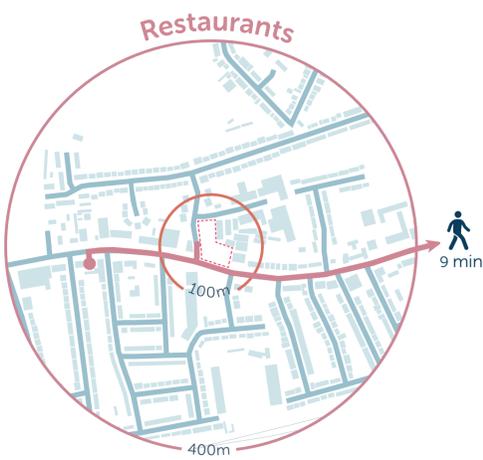


Overhead aerial of the site showing the site boundary

SITE CONTEXT

Local Area

The site is well placed close to Romford town centre and the restaurants and retail facilities located there. Also close by are schools, local shops, a GP surgery and green spaces. In addition, London Road is served by two bus routes and is within one mile of the train station, which is due to get Crossrail in the near future.



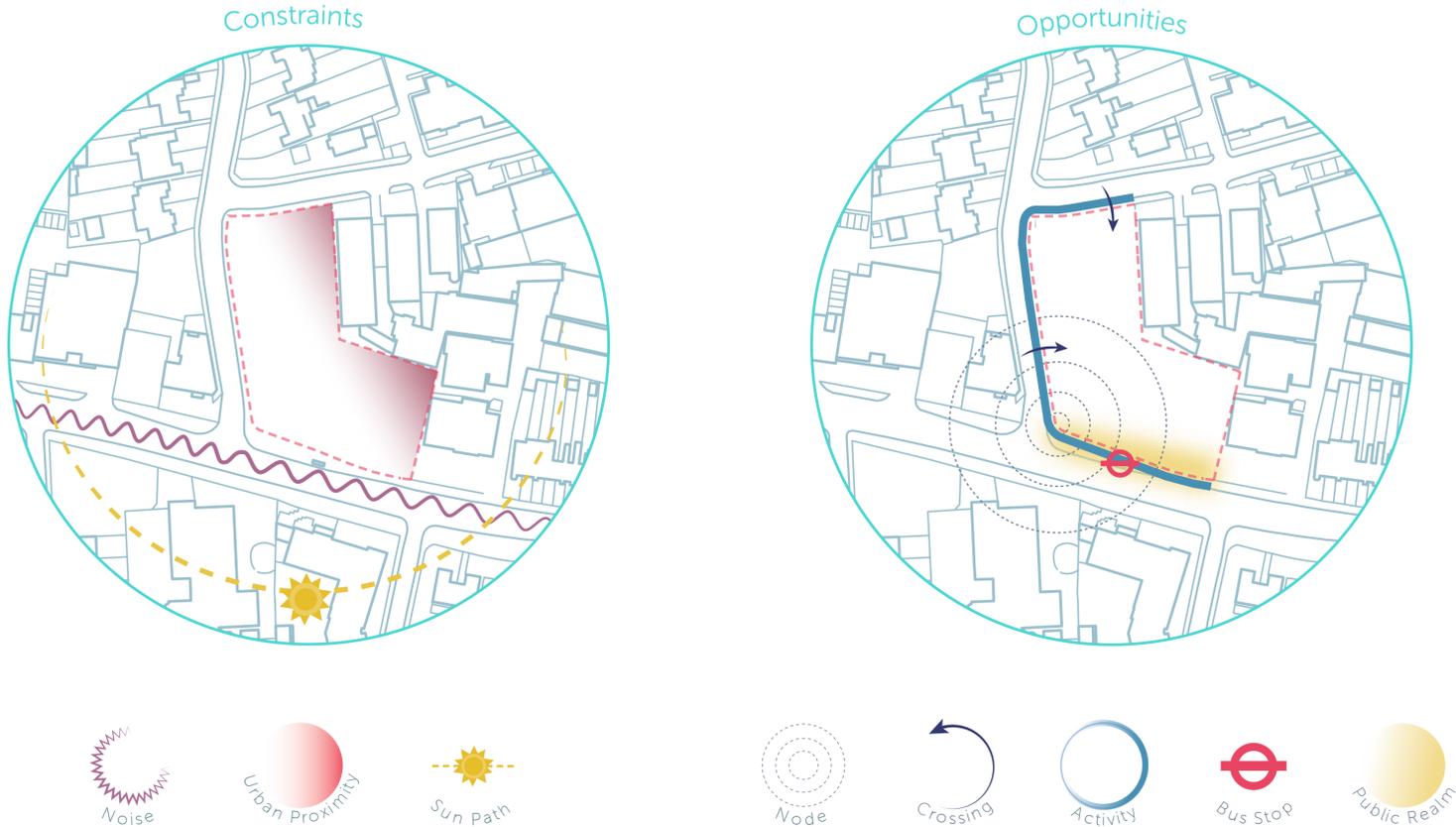
SITE ANALYSIS

Development Considerations

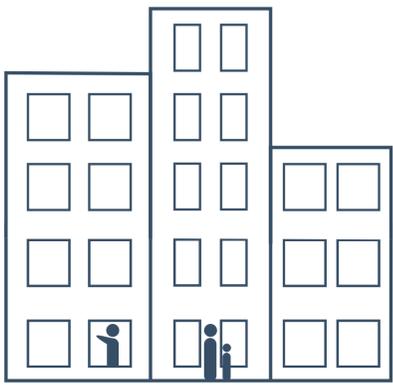
Having a growing population and in order to sustainably support this, the borough require the provision of new homes to be built every year. Havering's current Local Plan prescribes 1,170 additional homes are needed each year, with this number increasing to 1,875 under the forthcoming London Plan assessment. Unfortunately during the period 2015-2016 there were only 963 homes built and in 2016-17 this number dropped to 585. These consecutive years of under delivery have placed further pressure for new homes to be built and emphasises the need for the borough to meet its current and future housing targets.

This scheme proposes to deliver 102 new homes towards these targets and does so on an underutilised brownfield site. By optimising such sites for the delivery of new homes it helps protect green and open space from further and maybe unnecessary development. However, when considering the development of brownfield sites, key constraints as well as opportunities have to be considered, notably the needs and outlook of neighbouring residents and businesses.

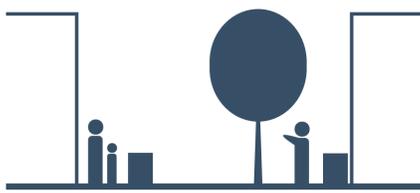
The images below show some of these site constraints including the arc of the sun, proximity to neighbours and road noise, all in the consideration with the opportunity to deliver new homes and enlivening the local street scene.



Strategy



RESIDENTIAL
GROUND FLOOR



PUBLIC FOOTPATH
IMPROVEMENTS



TOWNSCAPE
OPTIMISATION



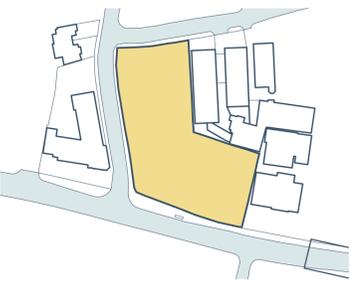
PROPOSAL OVERVIEW

Making the most of the site



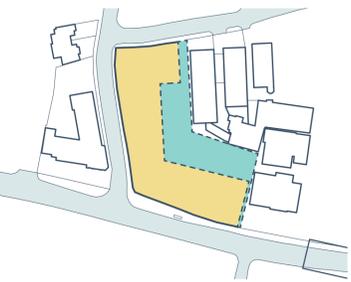
INFILL

A first step in developing the potential massing was to identify the site as a perimeter, or infill block, as opposed to a stand alone point block on the townscape.



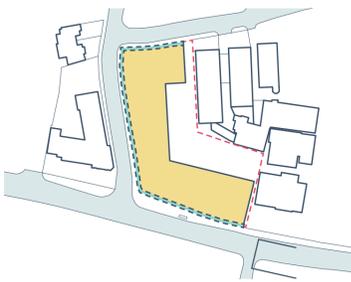
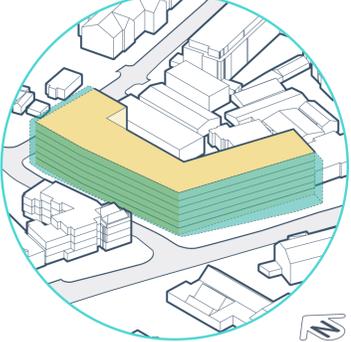

TRIMMING

To overcome overlooking the volume sets back, away from neighbouring buildings to the north and east.



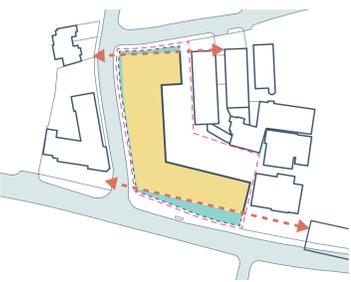
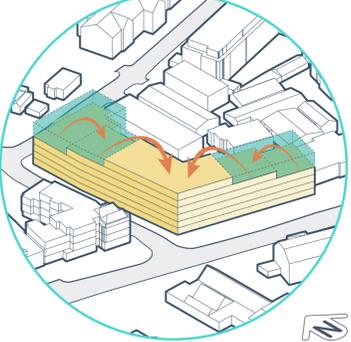

OFFSET

Setting back from the boundary line gives opportunity for defensible space to protect the outlook and privacy of ground floor dwellings.

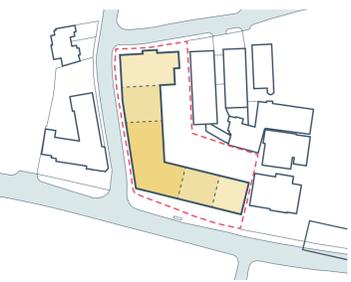
ALIGNMENT

Using surrounding townscape, including the existing residences along London Road, as markers for enforcing streets as well as defining appropriate distances away from roads.

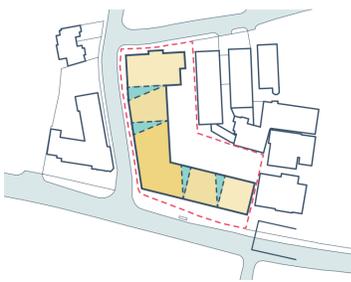
TERRACING

By stepping down from the corner nodal point we achieve 3 positive architectural principals; an articulated skyline; opportunity for facade articulation & relate the volume to the surrounding buildings.




SUN EXPOSURE

Trimming these terraces with consideration to the path of the sun will allow more sunlight to reach the amenity areas and context north of our proposal.



When developing these plans we wanted to take account of the site and its setting within the local area on London Road and Spring Gardens. As you can see from the diagrams above, we looked at a number of factors;

- The overall potential of the site taking account of overlooking to the rear;
- The setting on the street frontage and providing space for ground floor residents;
- Terracing of the building to have more height fronting onto London Road at the furthest point from neighbours to the rear, and lower height at each end;
- The effect of the Sun's arc and getting direct sunlight through to the rear;
- Local architecture and building design in order to develop a building that compliments the local area.



NEW HOMES

Floor Plans



Ground Floor



1st Floor



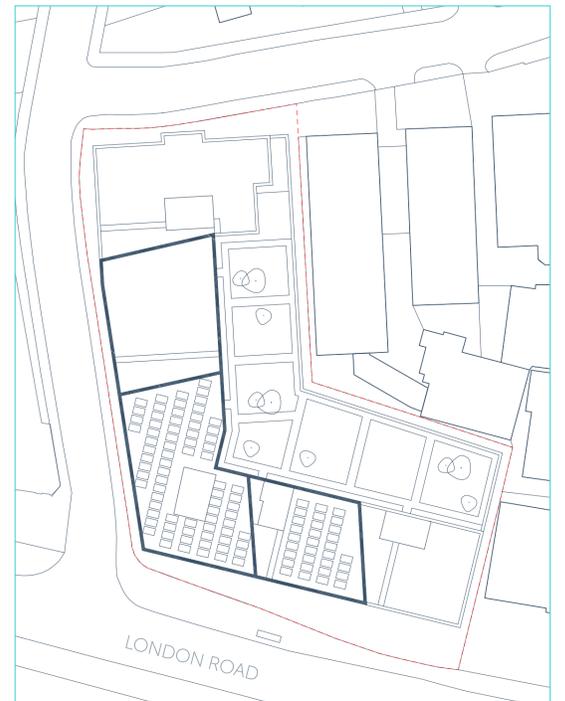
2nd - 3rd Floor



4th Floor



5th Floor

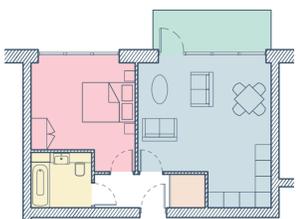


Roof

Apartment sizes

The images below show the typical layout of the apartments within the building. As you can see, we are proposing a range of size of homes, from one bedroom to three bedroom apartments that will be of high quality design and suitable for a wide range of local residents. Overall, we are proposing 102 new homes.

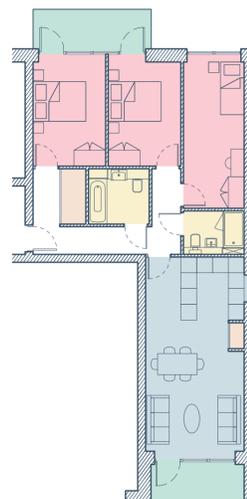
1 Bed



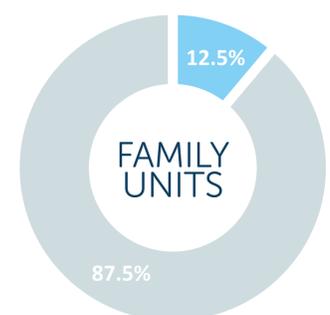
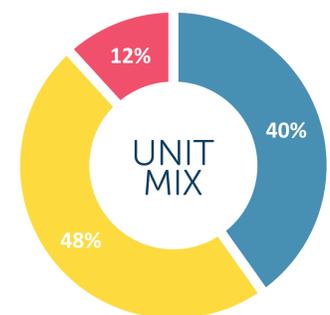
2 Bed



3 Bed



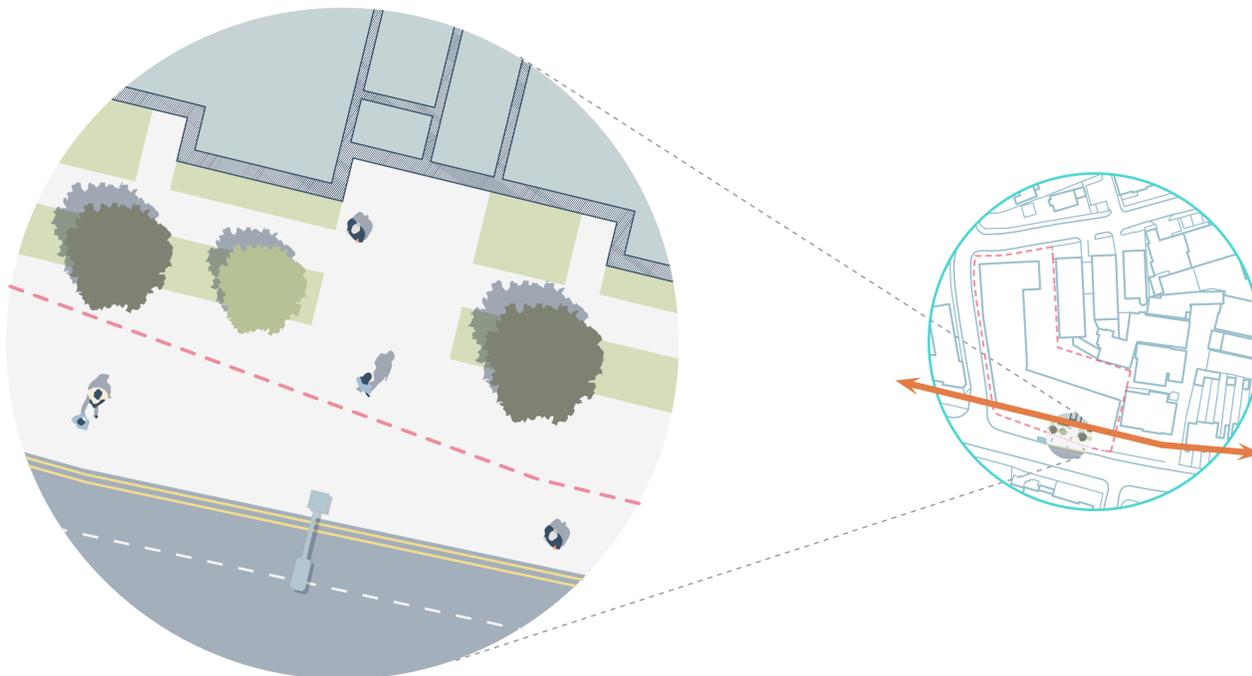
- Bathroom
- Storage
- Balcony
- Bedroom
- Kitchen/lounge



A PLACE TO LIVE



First Floor Podium Amenity Deck



London Road is a busy highway with constant traffic. We have sought to develop a scheme that improves the street-scene with a line of trees separating the main pavement area from a secondary pavement and then more planting in front of the building. This will increase privacy for the residents and significantly improve the pedestrian area.

Each apartment will have its own private amenity space in the form of balconies, terraces and ground floor front gardens. There will also be landscaped gardens for the residents to use as a communal amenity area. This will soften the building from the rear and is a common style being adopted in urban developments in order to provide parking as well as garden space.

Precedents



Bermondsey Village, London - CJCT Architects



Royal Docks, London - BUJ Architects



Kings Cross Redevelopment, London

Landscape and Play Space



Landscaped Gardens



Biodiverse brown roof with Solar Panels



Children's Play Space

The brown roof will create a new wildlife habitat and promote the local ecology whilst also containing solar panels that capture the sun's energy to power the building. Examples can be seen above. By undertaking this measure it allows this site to have a good level of parking, sufficient homes to make good use of the site and substantial amenity space for the residents.

DESIGN APPROACH

The proposals employ three simple window arrangements, each of the same size and proportion, but with different materials and treatments. Brick is proposed as the principal facing material with variations of colour, pattern and detailing adding further visual interest.



Concept image showing how the facade may appear.



BRICK REVEAL

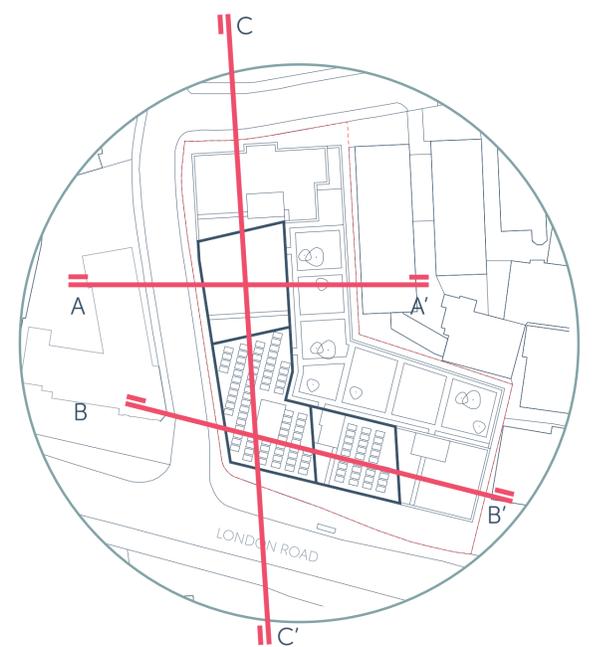
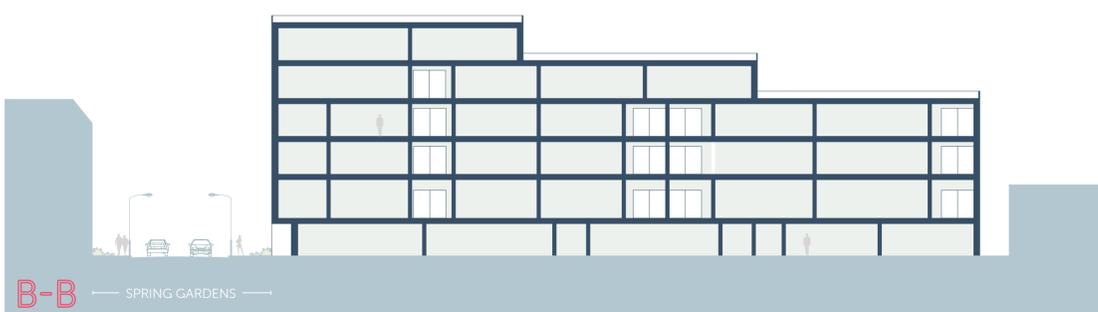


METAL BAY



FRAME

Cross Sections





Proposed Timetable

PLANNING APPLICATION

ANTICIPATED SUMMER 2019

CONSTRUCTION BEGINS

ANTICIPATED SUMMER 2020

COMPLETION DATE

ANTICIPATED SUMMER 2022

Have Your Say

Thank you for taking the time to attend today's exhibition. We are keen to hear your views on the proposals presented today. Your thoughts and feedback will help us to develop the scheme further, taking in local views. Please fill in the feedback form provided, or alternatively, take one away and post it back to us in the freepost envelope available at the entrance.

Get In Touch

If you have any further questions, please contact us using the information below:

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THANK YOU FOR VISITING