

Victoria Road, Romford

Resident Drop-In Event
February 2017

Passion
PROPERTY GROUP

CAERUS
DEVELOPMENTS



FORMATION
ARCHITECTS

Introduction

This Document

This document has been prepared by Formation Architects on behalf of Passion Property Group Ltd and Caerus Developments to illustrate a development proposal for 35 units on Victoria Road, Romford.

Passion Property Group is an independently owned company specialising in the delivery of boutique private sale developments and benefits from over 30 years experience of redeveloping sites like this across London and the South East.

The Site

The site is located on Victoria Road, Romford. It is located immediately south of the main railway line between London and the East of England, and within a 5-minute walk from Romford train station.

The site is located within the ring road A1251 that encircles Romford Town Centre. The neighbouring buildings along Victoria Road include a mixture of residential, commercial and light-industrial buildings and warehouses.

Existing Building

The existing building is currently used as a probation centre.

The floor area of the existing building is approximately 1000sqm (GIA).



Aerial view of the site

The Site Today



1. View looking west along Victoria Road



2. View looking north on King Edward Road



3. View of the site from Victoria Road



4. Alternative view of the site from Victoria Road

Design Development

A first pre-app meeting was held at the London Borough of Havering offices in May 2016.

The proposals at that time consisted of a 36 unit residential scheme, details of this scheme are shown on this page.

The principle of redeveloping this site was welcomed and residential use was considered to be appropriate. The proposed number of new homes and overall approach to design and appearance were seen as acceptable, subject to some specific comments.

A list of the main comments made by the officers is shown on the following pages.

Previously Proposed Amounts:

Mix of Residential units

1 bedroom flats	15	42%
2 bedroom flats	16	44%
3 bedroom flats	5	14%

Unit sizes

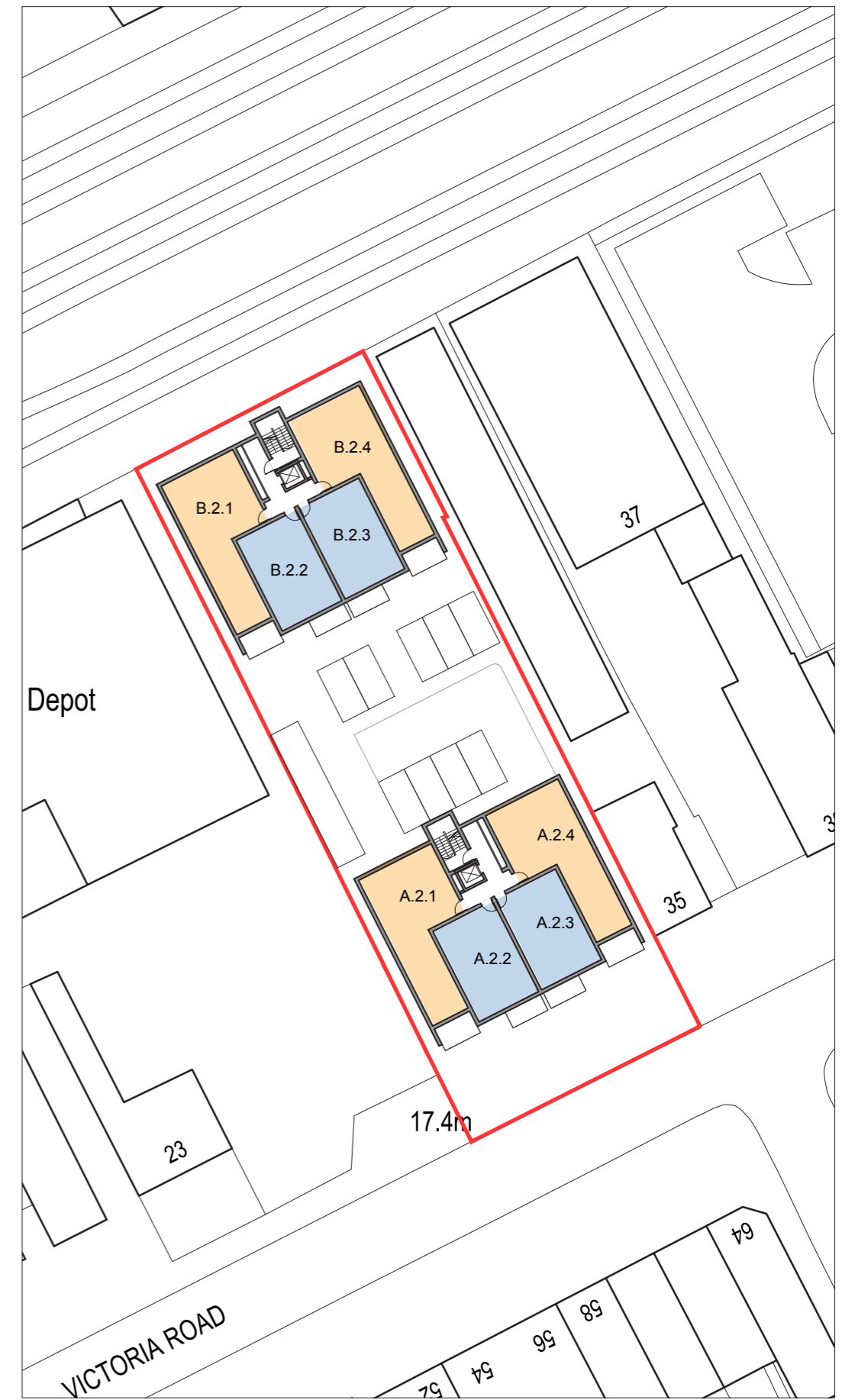
1 bedroom flats	51sqm
2 bedroom flats	65-73sqm
3 bedroom flats	90sqm

Key

- 1 Bed Flat
- 2 Bed Flat
- 3 Bed Flat
- Entrance to block

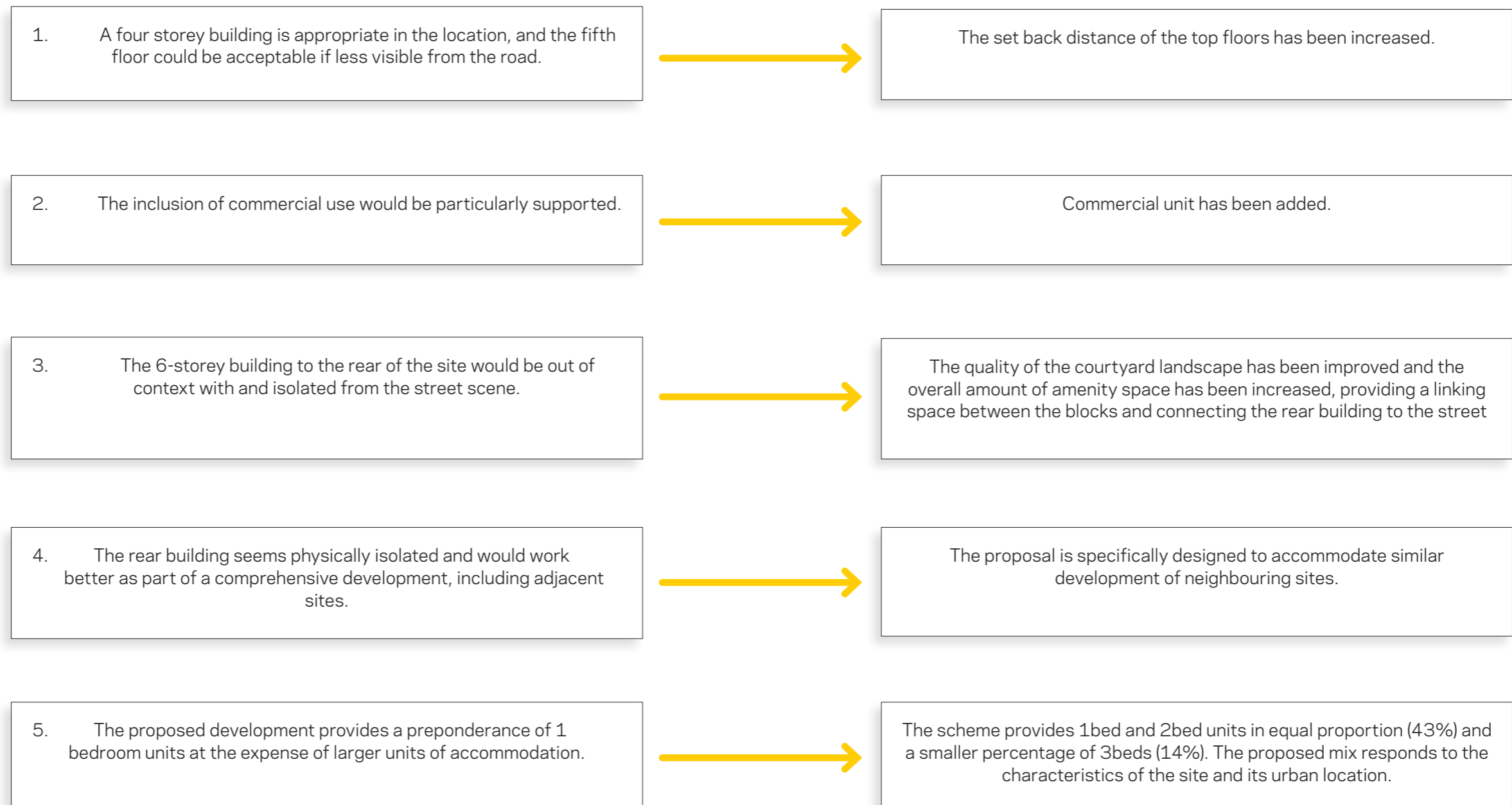


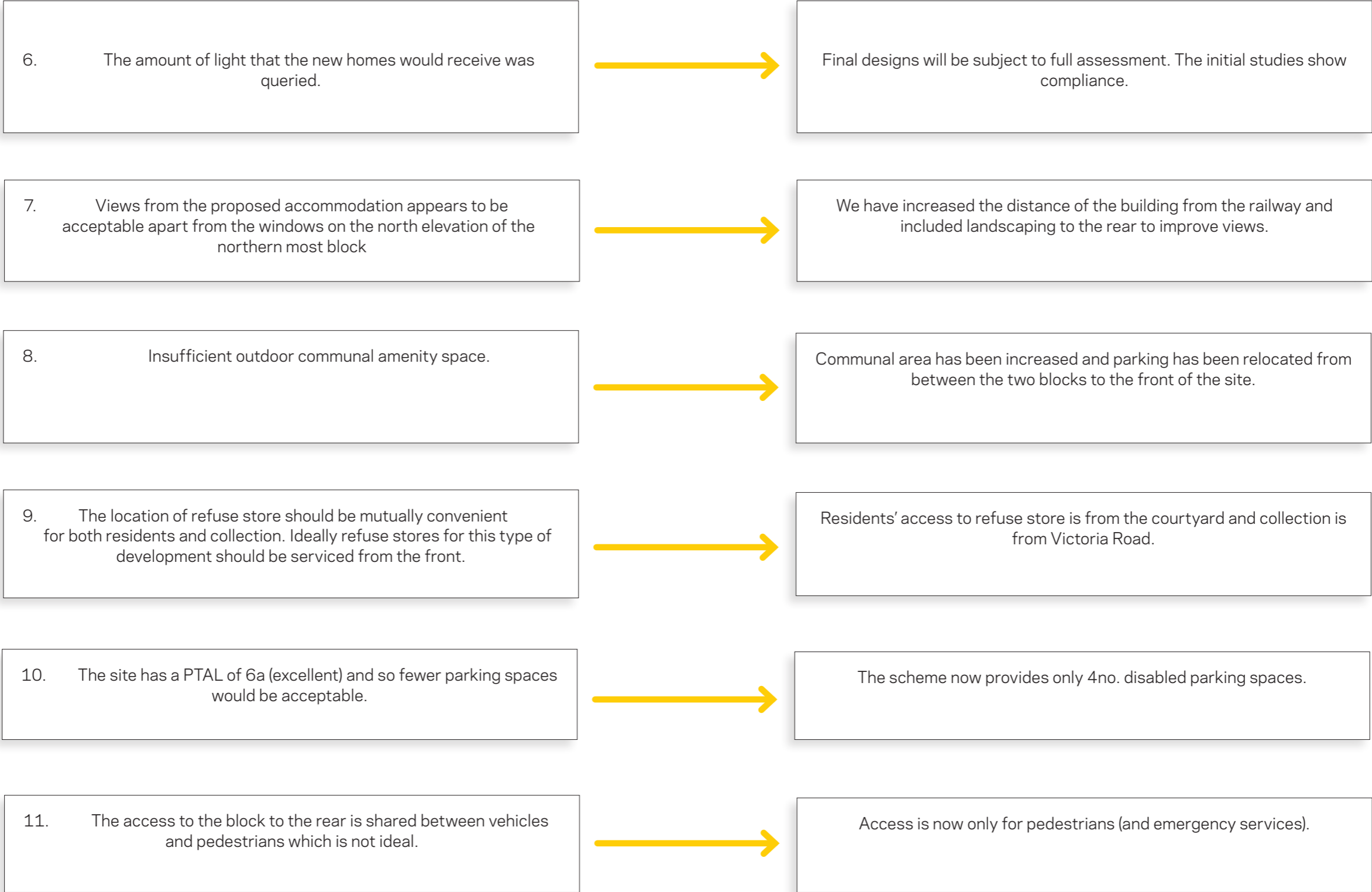
Previous ground floor plan



Previous typical floor plan for all above ground floor

Response to Officer Feedback





Changes Made

Set back top floors

In response to the officers' comments the setback has been increased from 1.5 meters to 2.9 meters on both blocks.

Commercial unit

The proposal now includes a new commercial unit at ground floor level, facing onto Victoria Road. This would provide a generous and attractive frontage, improving the streetscape.

Improved landscape

In response to the comments the rear building has been pulled back from the railway, increasing the buffer zone between the railway lines and the development.

A communal amenity space, free from vehicles has been introduced in the central space in between the two buildings.

The pedestrian access through Block A is 3.8m wide and 4m high, making it more generous and light than previously proposed. The pedestrian access can also be used by emergency vehicles.

Potential for a new residential street

These proposals have been designed with the potential future redevelopment of other nearby sites in mind. The sides of the blocks are free of windows so that the neighbouring plots can be developed following a similar pattern. The flank walls receive a brick texture to improve the appearance of the wall.



Revised Design Approach

Introduction

The revised scheme consists of 35 residential units comprising of 1, 2 and 3 bed homes and one commercial unit on the ground floor along Victoria Road.

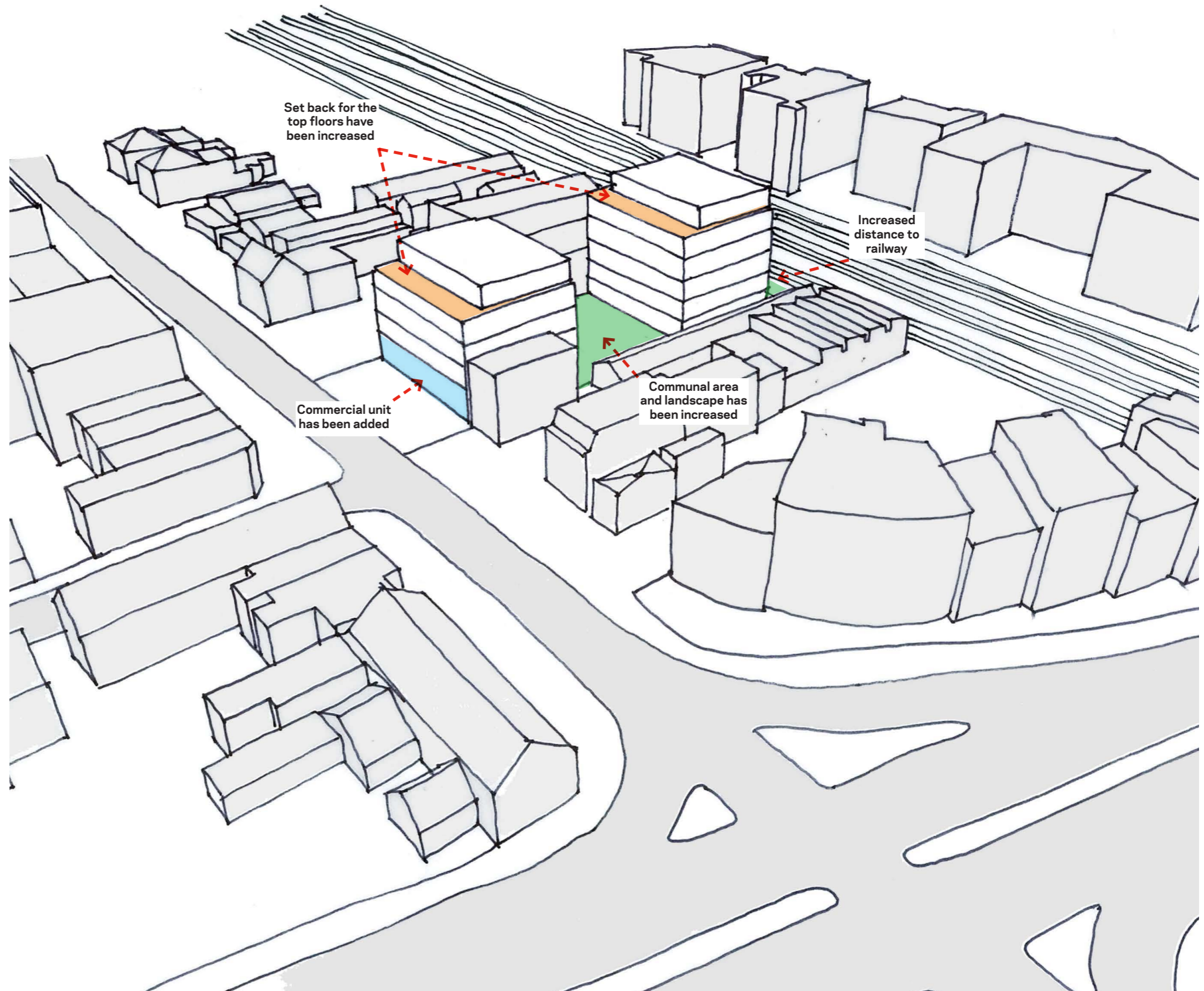
The proposal responds to the town centre character of the site while providing much-needed new housing for the borough on a centrally and sustainably located brownfield (already developed) site.

A landscaped communal space creates a secure and quiet area for recreation between the two blocks, accessed through gates at the front of the site.

Scale and Massing

The block at the front has 4 storeys plus one recessed top floor which fits in with the existing scale of the street. The rear block has five floors plus a recessed top floor.

The distance between the blocks allows for an attractive central courtyard while following the guideline distances of the London Housing Design Guide to avoid overlooking.



Massing sketch.

Proposals

The proposed scheme delivers 35no. residential units, providing a mix of 1, 2 and 3 bed homes.

There are 4 wheelchair adaptable units (2b3p) on the first and second floor of Block A.

There are 4 car parking spaces allocated to the adaptable flats located in front of the commercial unit along Victoria Road. There are 56 cycle parking spaces on the ground floor of Block A.

Refuse would be accessed from doors next to the commercial unit.

Private amenity space will be provided in accordance with the requirements of the London Plan Housing SPG.

A commercial unit (89sqm) is provided at ground floor level along Victoria Road. A range of possible uses are being considered, including (but not limited to): shops, office, restaurant and leisure.

Mix of residential units

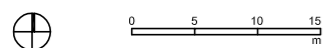
1 bedroom flats	15	43%
2 bedroom flats	17	49%
3 bedroom flats	3	8%

Unit sizes

1 bedroom flats	50sqm
2 bedroom flats	70-76 sqm
3 bedroom flats	90sqm

Key

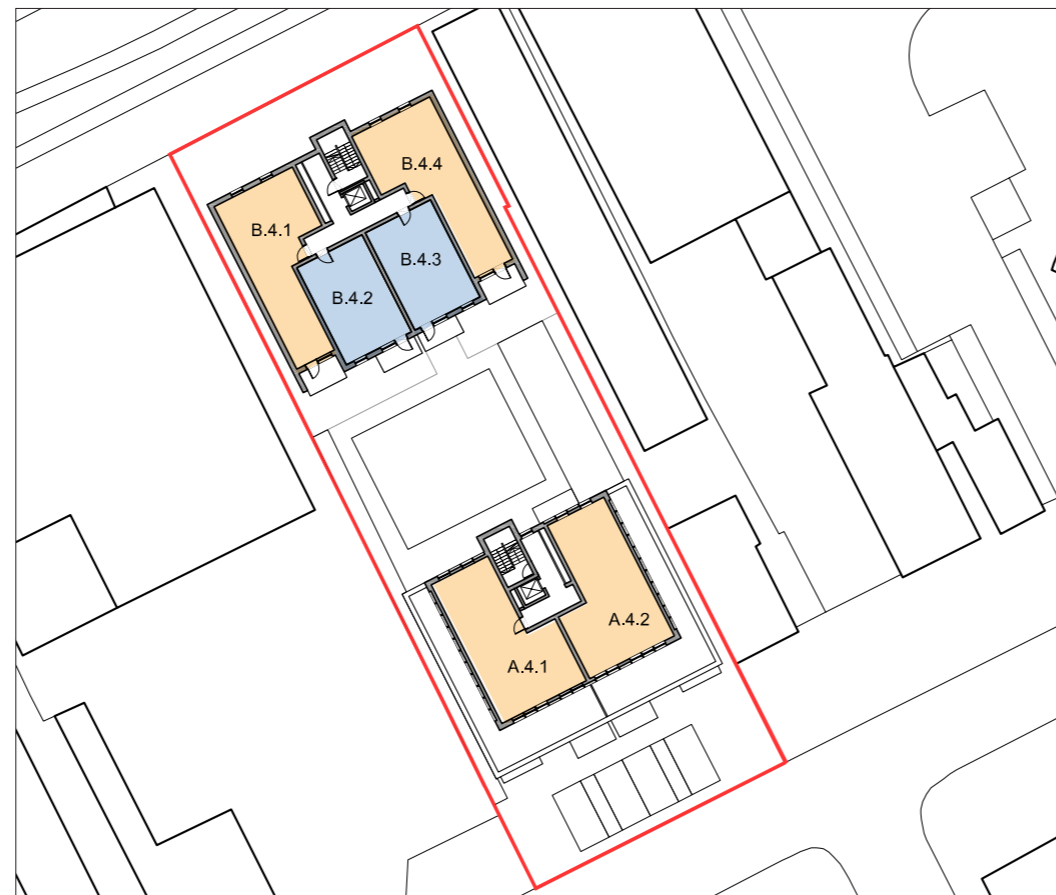
- 1 Bed Flat
- 2 Bed Flat
- 3 Bed Flat
- Entrance to block



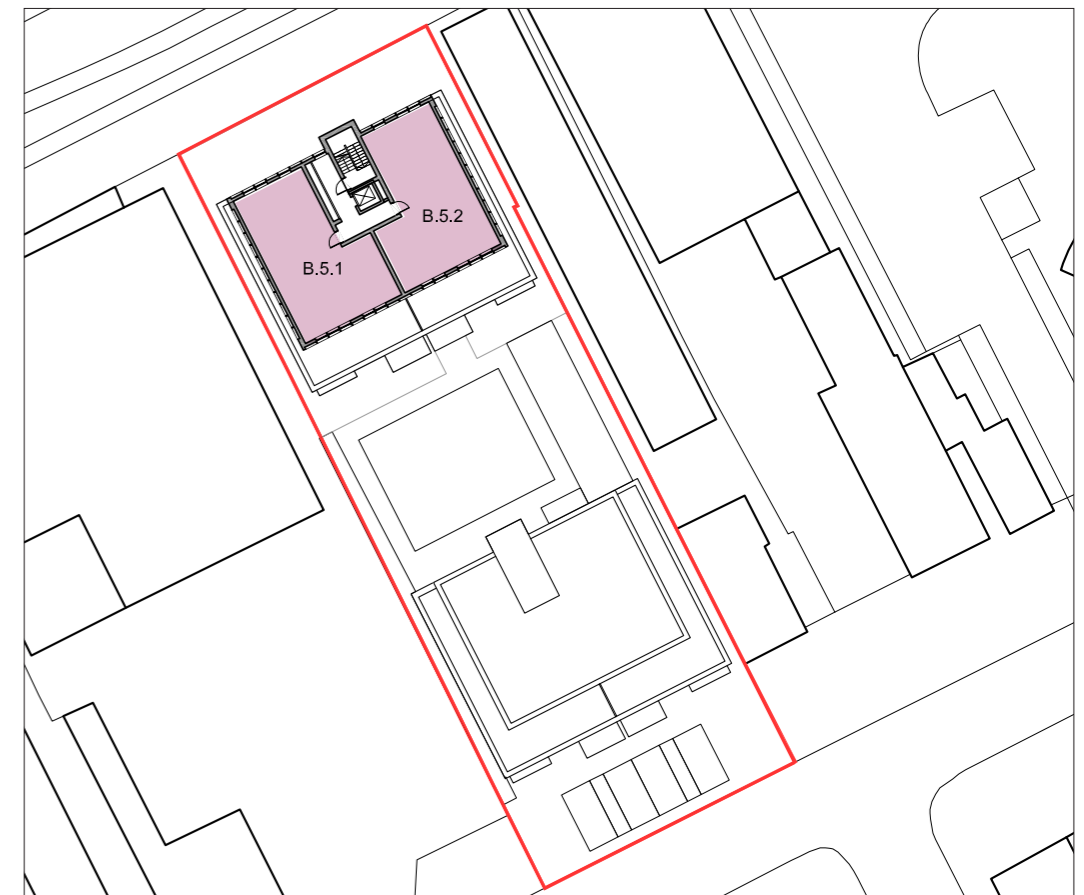
Revised ground floor layout



Revised first to third floor layout



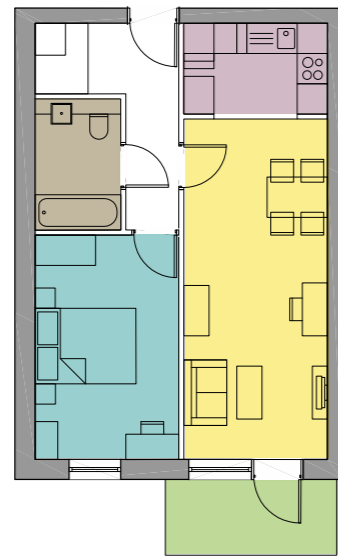
Revised fourth floor layout



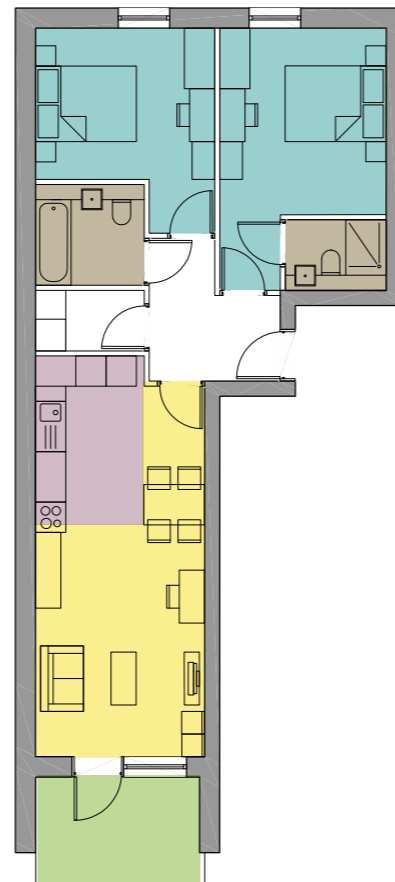
Revised fifth floor layout

Unit Layouts

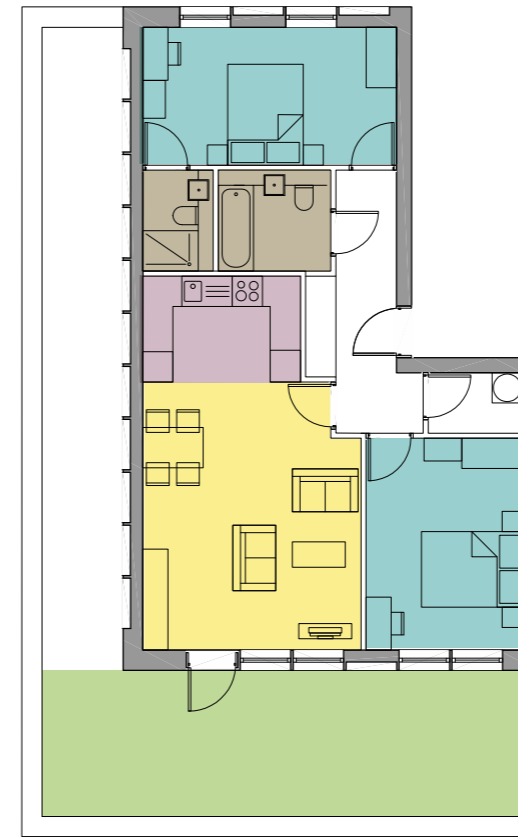
All units have been designed to comply with the London Housing SPG and building regulations.



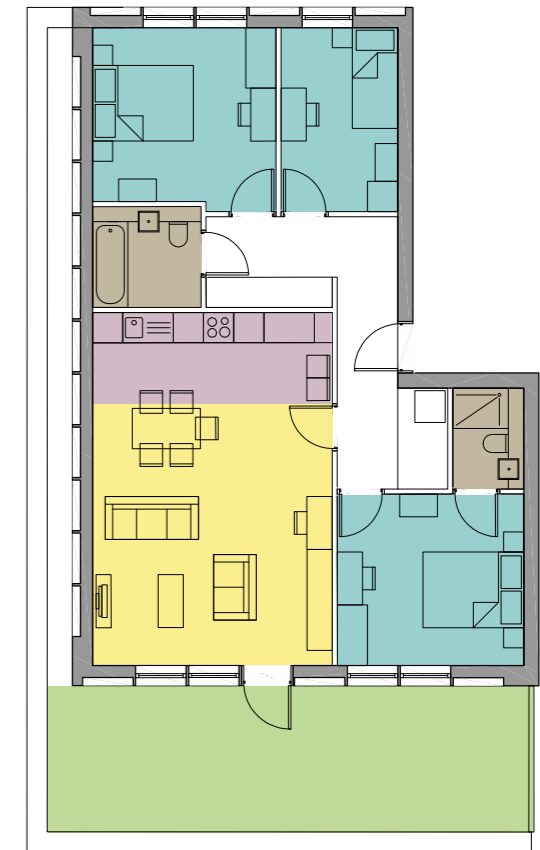
1 bed unit, 50sqm



2 bed unit, 70sqm



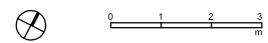
2 bed top floor unit, 76sqm



3 bed top floor unit, 90sqm

Key

- Kitchen
- Living room
- Bedroom
- WC
- Private amenity



Architectural Treatment

The primary material proposed for the scheme is brick in different tones of grey. This material choice is informed by the character of Victoria Road and other streets of central Romford, which are made up of a variety of buildings in different scales with varied treatments of brick and render.

The images on this page display a range of architectural approaches which have a similar style of design to what we are proposing.



Materials

The two blocks have been treated slightly differently relating to their positioning on the site.

Block A has four floors plus a recessed fifth floor. It has a light grey brick treatment while the ground floor features a slightly different brick texture highlighting it as a commercial unit.

Block B towards the back of the site is one storey taller at five floors and a recessed sixth floor. It has a darker grey finish.

The images on this page illustrate the main features of the facade.

1. Light grey brick
2. Dark grey brick
3. Winter garden (a fully glazed balcony) on lower levels
4. Metal balustrade to private balconies
5. Soldier course (vertically laid bricks over window)
6. Alternate brick pattern

Material Palette



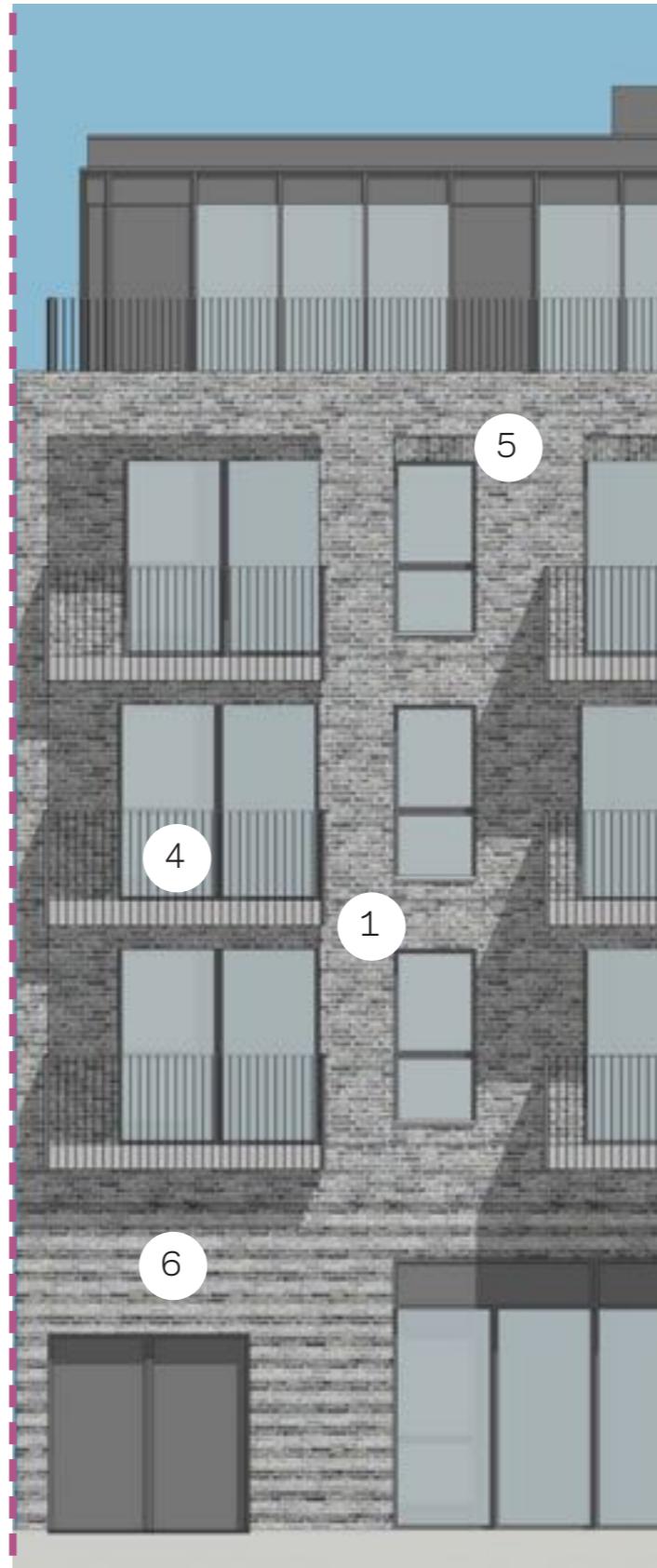
Light grey brick



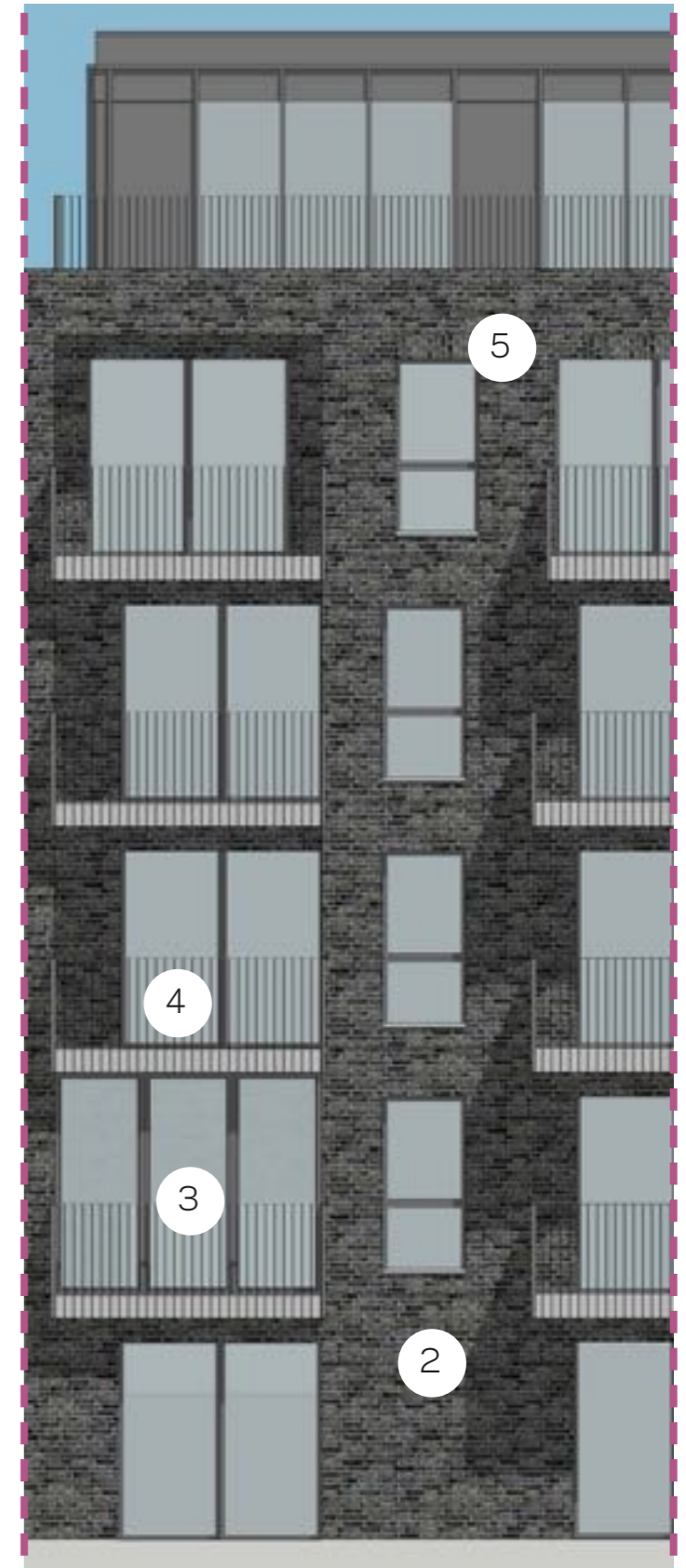
Dark grey brick



Potential for expressive balconies



Block 1 with light grey brick finish



Block 2 with dark grey brick finish

3D views



Bird's eye view from the South West





Street level view looking west along Victoria Road