

6-14 HIGH STREET ROMFORD

PLANNING COMMITTEE PRESENTATION

September 2020



1. The site: location, conservation area & context



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The Site



London Borough of Havering Council's Romford Conservation Area

Extract from the Council's Conservation Area Appraisal & Management Plan

1. The site: location, conservation area & context



2. Design development:



Concept No 1
June 2018
17 storeys
Retail + 82 residential units
Simpler tall building form requested



Concept No 2
April 2019
17 storeys
Retail + 71 residential units
Massing bulky and amenity quality queried



Concept No 3
January 2020
9 storeys
Retail + 94 residential units
Massing bulky and amenity quality queried



Concept No 4
June 2019
9 storeys
Retail + 83 residential units
Detailed design to be refined & respond to heritage

Concept No 5

(Now)

9 storeys

Retail + 73 residential units

- Amended front block massing and façade design in response to heritage cues
- Updated unit sizes & mix ratio
- Enhanced site permeability with additional pedestrian entrance to rear block
- Updated car parking layout

3. Project summary:

Proposed development

- Demolition of the existing building onsite and the erection of a residential-led development
- Two distinct areas, with town centre uses provided within the ground floor of both areas and residential uses provided on the upper floors
- The two areas have slightly different architectural languages but would be linked by a common set of design and functional parameters to create a coherent addition to the local townscape.
- The proposed buildings have a composite massing with heights ranging between five and nine storeys, and the taller building located in the northern part of the site.
- Following consultation with the Council and the Quality Review Panel, the height of the main residential block on the northern part of the site has been reduced from seventeen storeys to nine storeys and the quantum of development has been reduced.
- The development proposal includes a total of 73 new residential units, totalling approximately 5,034 sqm Gross Internal Area (GIA).
- The residential units are arranged from the first floor to the eighth floor of the new buildings.
- The proposed layout of the site and orientation of the buildings have been designed to provide a range of accommodation appropriate to the site context.
- Daylight and sunlight impact assessments completed and confirm proposals are acceptable in respect of internal daylight/sunlight penetration and impact on surrounding properties (with some improved such as the rear garden space of The Golden Lion public house).
- The energy strategy for the scheme will follow the London Plan' energy hierarchy and will consider and propose extensive passive and energy efficient measures and renewable energy technologies as part of the developments design and service strategy.

Housing Mix and Affordable Housing

- The Financial Viability Assessment (FVA) demonstrates that it would not be financially viable to provide affordable housing units onsite - however the applicant is willing to provide a proportion of affordable units subject to the Financial Viability Assessment which is currently being undertaken
- The proposed mix of residential units is provided in the table below:

Type of residential accommodation (whole site)	Number	Percentage (%)
1 Bedroom, 2 Person flat (1B2P)	18	24.7%
2 Bedroom, 3 Person flat (2B3P)	16	21.9%
2 Bedroom, 4 Person flat (2B4P)	29	39.7%
3 Bedroom, 4 Person flat (3B4P)	4	5.5%
3 Bedroom, 5 Person flat (3B5P)	6	8.2%
Total	73 units	100%

Private Amenity Space

- A total of 767 m² of private amenity space for the residential units is proposed
- The amenity space will comprise private balconies, terraces, two communal rooftop terraces and a communal courtyard on the ground floor.

Access, Parking, Circulation and Servicing

- A car-free development is proposed with the exception of 6 disabled car parking spaces
- The accessible car parking spaces will be located in the western part of the site
- A total of 115 cycle parking spaces for the residential units is proposed and located in storage rooms at ground floor level of both blocks
- Cycle racks are proposed for the commercial units and visitors and these will be located in the courtyard
- Servicing to the proposed development will make use of the existing servicing arrangements via Angels Way.

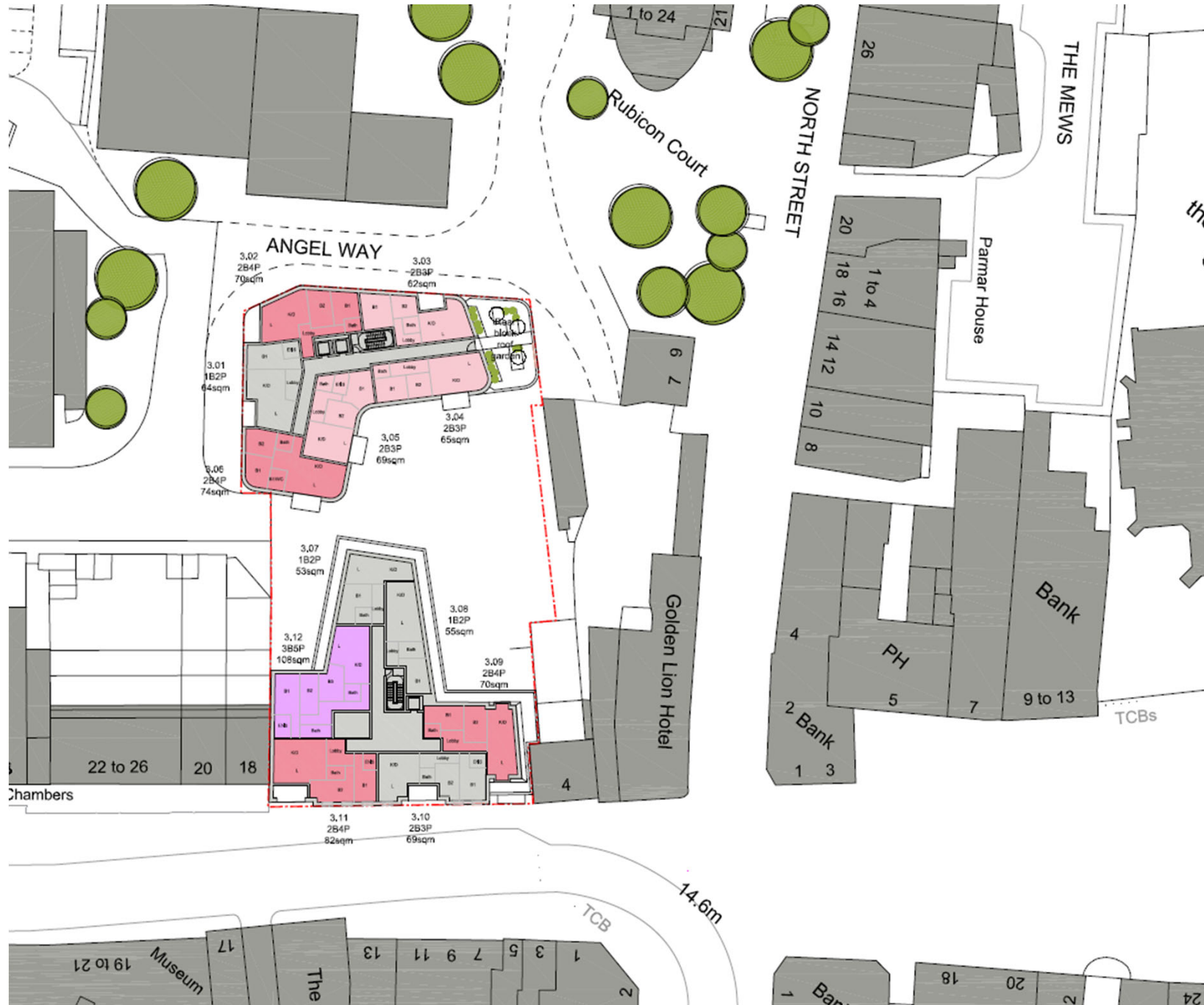
4. Concept plan, ground floor plan & selected upper floor plans:



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5. Scale & massing:

East Context Section (thro central courtyard space) / Elevation (looking towards pub garden):



PREVIOUS DESIGN:



REVISED DESIGN:

Further set back to upper floors reduces impact to street scene



6. External elevations / appearance – Front block:

South (High Street) Context Elevation / Section:

PREVIOUS DESIGN:



REVISED DESIGN:

Architectural refinement to reflect richness and variation in Conservation Area

Reduced height and mass to elevation and step down elevation at interface with neighbour and public house to east



New entrance archway to communal landscaped courtyard beyond

6. External elevations / appearance – Front block:



Brickwork feature panels and stringer courses to elevations

Elevations broken up into bays with new elevations inspired by design features in conservation area

Set back tile clad mansarded top floor with dormer window projections



Set back promenade to retail unit with larger glazed windows

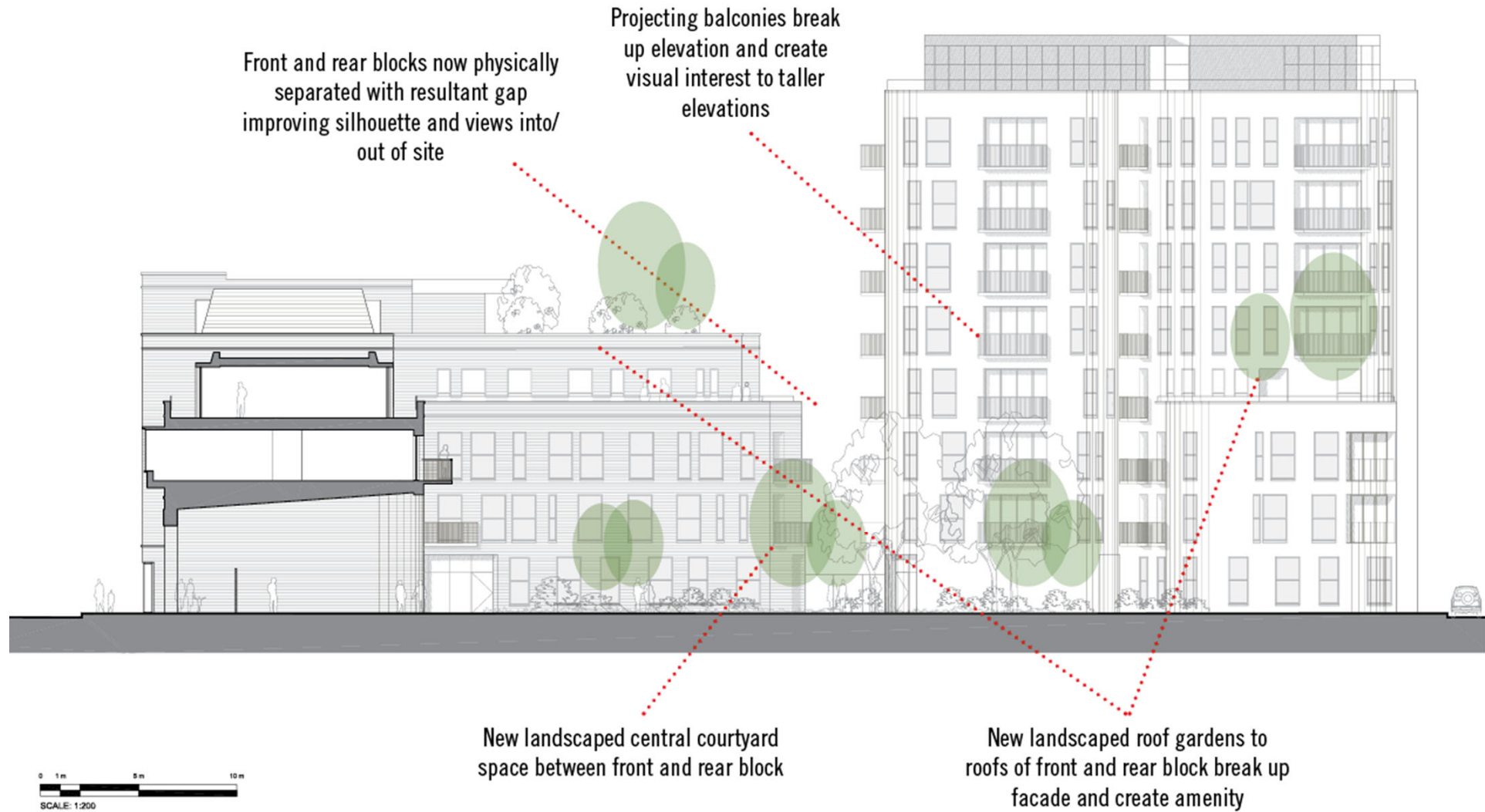
Set back residential balconies to secondary bays with metal screen balustrades to aid privacy

New pedestrian entrance to central courtyard space takes design precedent from former Romford Brewery Company archway and entrance opposite site on south side of High Street

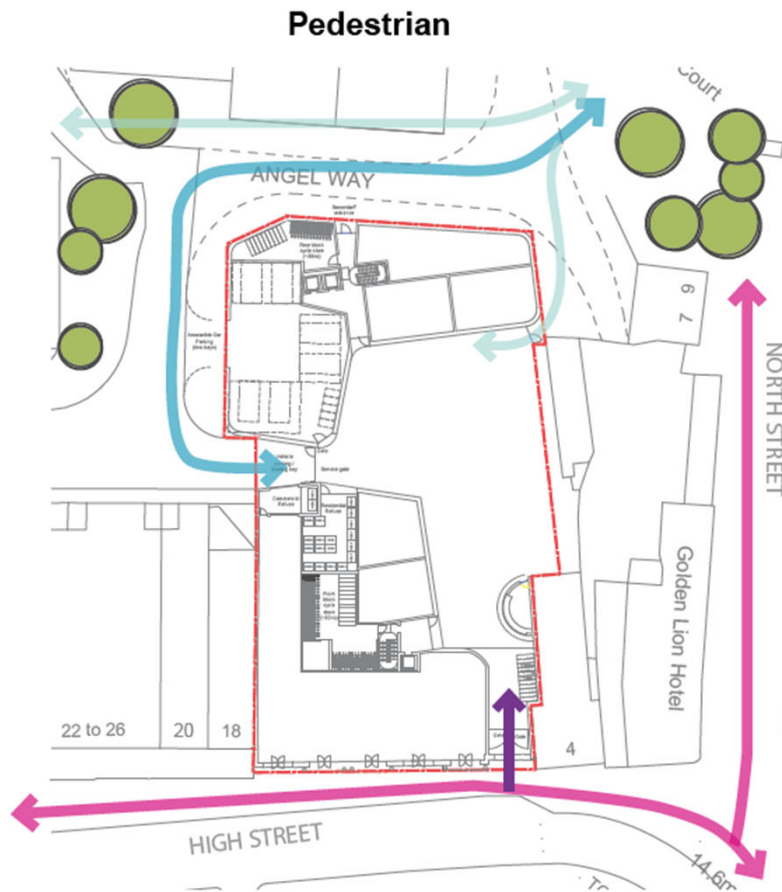
View looking east along High Street of front block

7. External elevations / appearance – Rear block:

REVISED DESIGN ENLARGED ELEVATION / SECTION:

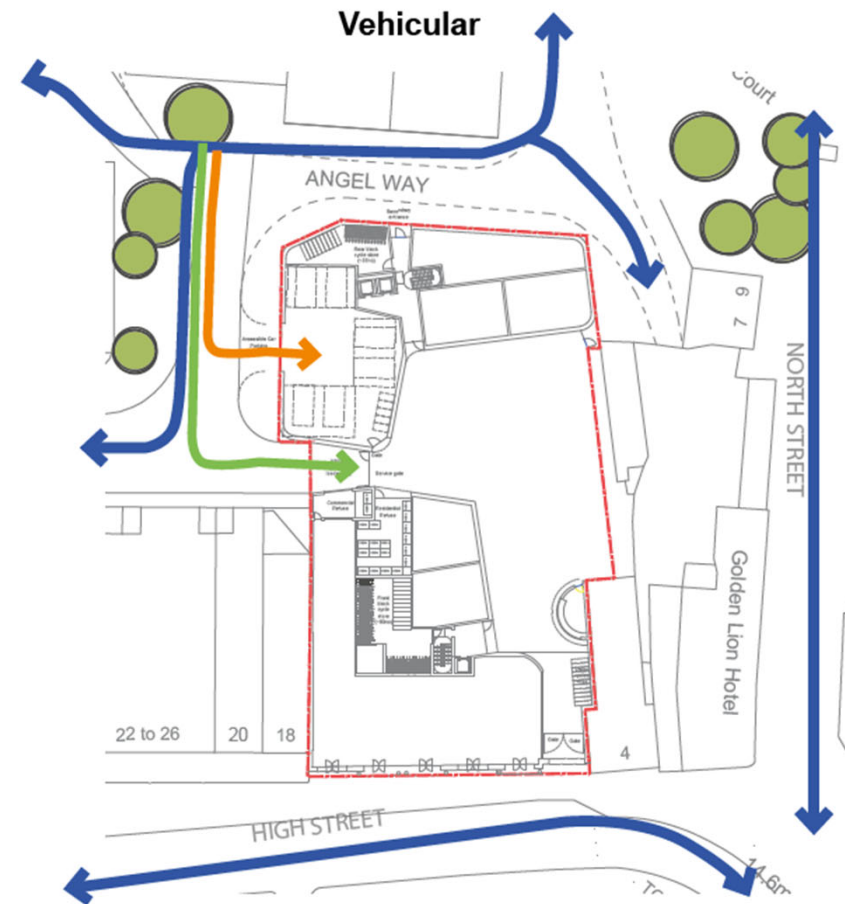


8. Landscape design - Concept:



LEGEND

- SITE BOUNDARY
- EXISTING PRIMARY ACCESS ROUTES (PEDESTRIAN)
- PROPOSED PRIMARY ACCESS ROUTES (PEDESTRIAN + CYCLISTS)
- EXISTING SECONDARY ACCESS ROUTES (PEDESTRIAN)
- PROPOSED SECONDARY ACCESS ROUTES (PEDESTRIAN + CYCLISTS)



LEGEND

- SITE BOUNDARY
- EXISTING VEHICULAR ROUTE
- PROPOSED VEHICULAR ROUTE PRIMARY (CAR PARKING)
- PROPOSED VEHICULAR ROUTE SECONDARY (DELIVERY)

8. Landscape design - Concept:

3D modelling of the proposed building has been used to demonstrate the sun pattern and areas of shade at different times and dates throughout the year.

The study has informed the initial sketch designs, highlighting sunny areas within the space that are best assigned as social and play spaces.

The diagram shows the typical sun and shade on a summers day at 14:00 in July.

LEGEND

SHADED AREAS



AREAS RECEIVING FREQUENT SUNLIGHT



SUN PATTERN



PREVAILING WIND



PRIMARY VIEWS OUT



PRIMARY VIEWS IN



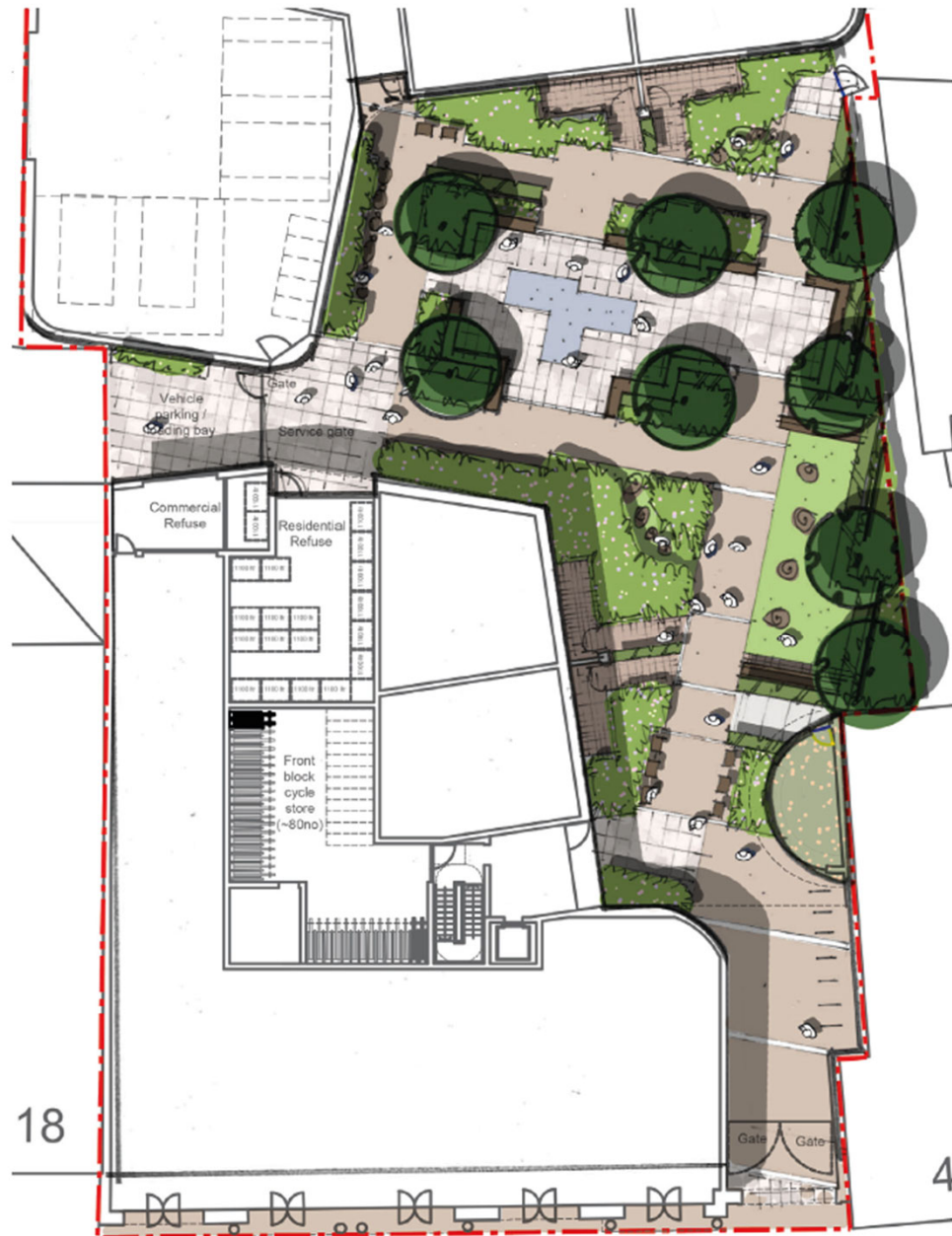
TRAFFIC AND PEDESTRIAN NOISE



PUB GARDEN NOISE



9. Landscape design – Proposed layout & key points:

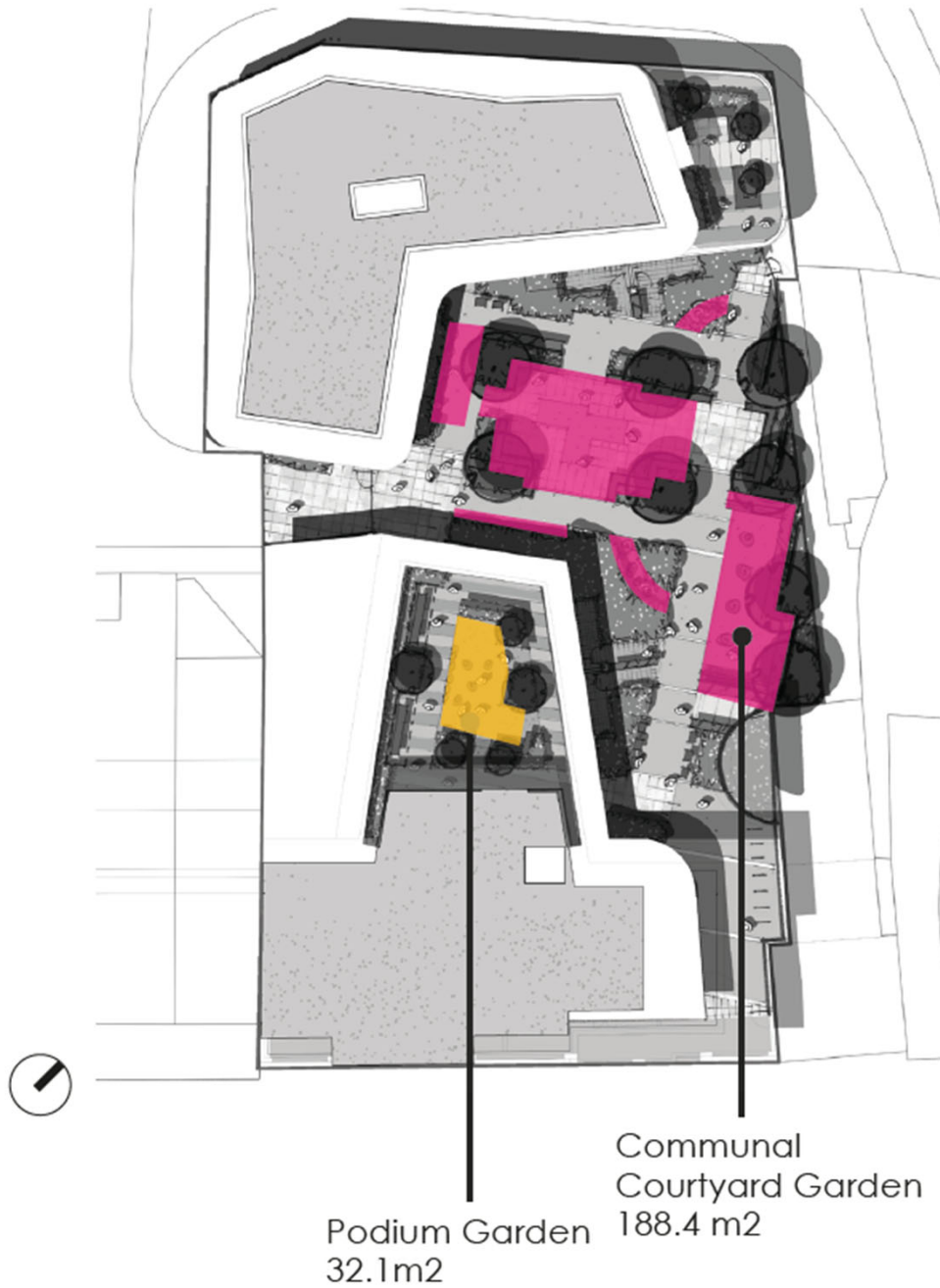


COMMUNAL GARDEN + COURTYARD

- Main communal area with play and seating provision
- Sheltered, enclosed character
- Views through pub garden
- Change in levels
- Focal Point



10. Landscape design – Children’s play space:



11. Conservation area and heritage:

Existing front elevation: Neutral contribution to Conservation Area?



11. Conservation area and heritage:

Existing flank elevation: Negative contribution to Conservation Area & Golden Lion PH?



A potential opportunity for improvement whilst delivering improved retail site and homes?

12. Heritage impact – Before & after photomontages:



Location:
High Street, Romford

Date:
March 2019

Scale:
1:2500 @ A3

Figure:

▲ North

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12. Heritage impact – Before & after photomontages:



12. Heritage impact – Before & after photomontages:



View 1: Market Place (east) - proposed

12. Heritage impact – Before & after photomontages:



View 2: Market Place (centre) - existing

12. Heritage impact – Before & after photomontages:



12. Heritage impact – Before & after photomontages:



12. Heritage impact – Before & after photomontages:



13. Key street scene views from around the site:



View looking west from rear pub garden of rear block (part of front block to left) with improved outlook

Existing view from pub garden

13. Key street scene views from around the site:



Existing view from Angel Way



View looking south towards Angel Way of rear block and rear of pub garden

13. Key street scene views from around the site:



View looking east along Angel Way

Existing view from Angel Way

Thank you

Any questions?