



6-14 High Street, Romford

SPC Developer Presentation

Response to SPC Members and SPC Ward Members Questions



Daylight & Sunlight

GIA have been instructed to advise on daylight and sunlight matters relating to the proposed development, which has helped inform the design development to date.

As part of the pre-application process GIA have carried out an interim assessment on the current scheme presented to SPC Members and Ward Members.

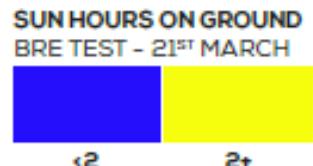
As per the comments received from the Council during a pre-application meeting the interim assessment provided an assessment of the following:

- A detailed assessment of the ZOG scheme;
- An assessment of neighbouring properties;
- Over shadowing impacts; and
- Overshadowing within the proposed scheme.

Golden Lion Pub Garden

Councillor Holt states, “*the development would have an adverse effect on the light to the rear of The Golden Lion*”. GIA have carried out an overshadowing impact assessment on all neighbouring open spaces including the outdoor area of the Golden Lion as shown in **figure 1 and 2**.

Figure 2 demonstrates that all surrounding open spaces will remain well lit and that the Golden Lion (area 2 on Figure 2) benefits from a 29% sunlight gain.



Assessment of Neighbouring Buildings

Occupied neighbouring residential buildings have been assessed and tested for Vertical Sky Component (VSC), which is a measure of daylight availability, as recommended by BRE Guidelines. The neighbouring buildings that have been assessed are those located along North Street and within the yellow box as illustrated by **figure 3**.

Figure 4 shows that the assessment of the VSC with and without the proposed development. The assessment demonstrates that the neighbouring residential buildings along North Street will receive similar levels of daylight. The BRE Guidelines advise that VSC reductions below 20% are unlikely to be noticeable and therefore considered negligible. The VSC reduction illustrated within **figure 5** demonstrates that BRE recommendation for daylight is compliant.

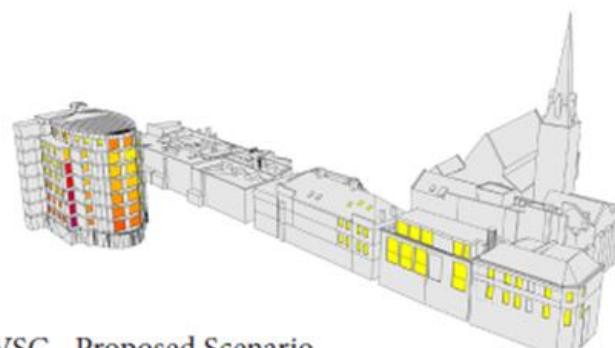
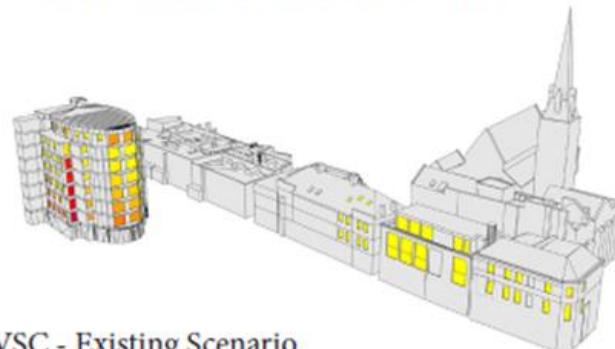
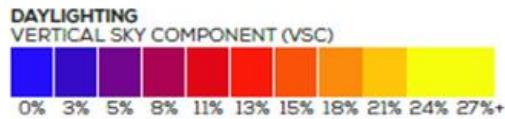


Figure 4: Vertical Sky Component



Figure 3: Residential Buildings Assessed

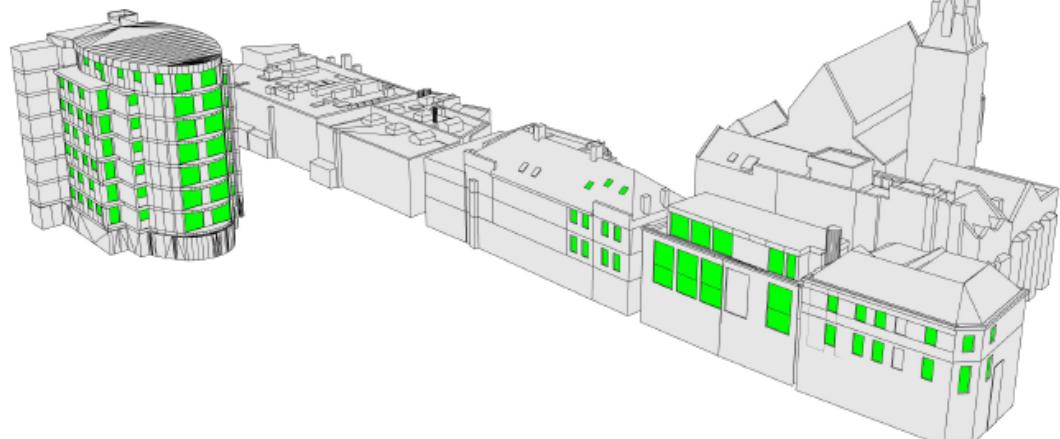


Figure 5: Vertical Sky Component

Conservation Area

To respond to Romford's rich variety of building styles and the Conservation Area, the proposed development provides two distinct areas which have slightly different architectural languages (1) the southern block facing onto the High Street and (2) the northern block facing on to Angels Way. The two buildings would be linked by a common set of design and functional parameters to create a coherent addition to the local townscape.

The proposed development should be seen in the context of the future development permitted in the surrounding area, particularly to the north and north west where substantial buildings are proposed, as illustrated by **figure 6**. Whilst we acknowledge that these schemes have not yet been constructed the planning permission demonstrates that the Council and Members have previously accepted a greater quantum of development in this location.

The emerging development context is further reiterated by the emerging town centre masterplan which seeks to guide and facilitate Romford's future growth appropriately and sustainably, building on its unique characteristics to deliver a high quality, cohesive and vibrant town centre for Havering. The proposed development is in line with the vision of the masterplan.

Zog Scheme: 19 storey development comprising 350 dwellings, hotel and commercial spaces.



Regency Homes: 16 storey development comprising of 100 dwellings.

22 to 44 North Street: 6-4 storey development comprising of 46 residential units with flexible commercial space.

Figure 6: Future Development Context

Conservation Area

Councillor William states, “I agree with concerns previously raised by QRP”, and, “There needs to be greater consideration of the conservation area and local historic buildings. It is important to point out that the scheme has been revised twice since the QRP comments were issued in order in address the QRPs concerns and further comments from the Council.

Montagu Evans Heritage have been instructed to advise on heritage and visual impact matters relating to the proposed development, which has helped inform the design development to date. The proposed development considers the CA and LB as follows:

- The footprint of north building has been significantly reduced in the south-east corner to setback from the public house courtyard which has significantly increased the residential amenity space within the Site, whilst maximising sunlight penetration, as demonstrated within **figure 7**. This further reduced the amount of development that was perceptible in longer views from South Street and the western end of Market Place.
- The north and south buildings are physically separated to further reduce the bulk when seen from the public house courtyard. The separation further improved the new vista of the Grade II* listed St Edward's Church from Angel Way.
- The variation in the height of massing elements within the south building reflects the character and appearance of Conservation Area. It is noticeable that South Street, Market Place and High Street comprise buildings ranging between two and five storeys plus roof storey. The varied massing elements reflect the existing character of the Conservation Area and the finer grain burgage plots that would have historically been associated with the Site.

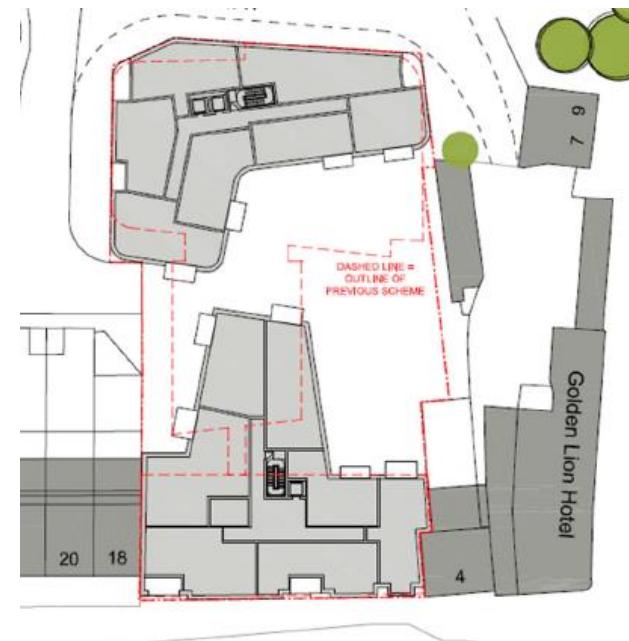


Figure 7: Dashed line indicates outline of previous scheme



Figure 8: Proposed section through site showing adjoining constructed and consented development

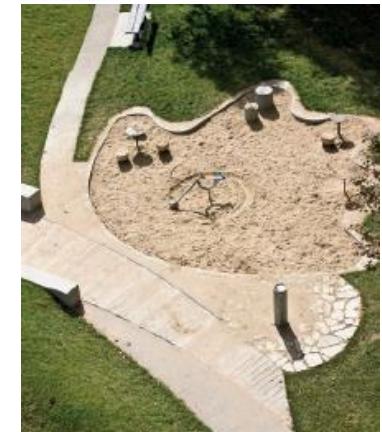
Amenity Space, Playspace and Car parking

Macfarlane and Associates have prepared a comprehensive and high quality play strategy for the proposed development which is secured by two gated access points. Playspace will be provided within the communal courtyard and the podium garden. The play strategy meets GLA policy and follows the Supplementary Planning Guidance in "Shaping Neighbourhoods: Play and Informal Recreation"

The key features of the play strategy are as follows:

- High quality play environment that focuses on use of natural, biophilic elements and materials to balance and soften the urban context of the site
- Play on site will include a variety of multifunctional components and spaces, that meet the needs of children of all ages and abilities
- This will range from doorstep play for very young children, to areas for older children and teenagers to congregate and socialise
- The scheme will also include areas for carers to sit and relax while observing children at play
- Incidental play opportunities will also be considered for those areas where more prescriptive play is not feasible
- Sensory play, accessibility and a variety of experiential micro-environments will be considered in the overall strategy.

Figure 9: Proposed Playspace



Housing Mix

The proposed housing mix is considered appropriate for a prominent town centre location.

The scheme is for a multi-storey flatted development, with 3-bed and larger 2-bed units available that would provide suitable family accommodation as well as smaller 1-bed and 2-bed units to provide a mixture of accommodation types for other user groups. All units have access to their own private amenity terrace areas, with 4no ground floor units also benefiting from private external garden areas and top floor units from larger terraces where the building is designed to set back. As well as this, all units will also have access to one of two shared roof garden areas that will provide further communal amenity space within their respective blocks as well as the larger ground floor central landscaped courtyard gardens that will be available to all

The Site is in a prominent location within the town centre with excellent links to public transport and is well related to the existing employment, shopping and community infrastructure, therefore the proposed housing mix is considered to be acceptable in this instance.

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%

Parking and Access

A car free development is proposed given the sites PTAL rating, with the exception of providing disabled parking spaces.

The Councils Highways Officer, Matthew Jeary, confirmed via email on 12th March 2020, that the proposed parking provision is acceptable. Within his email he stated the following, *"I have reviewed your parking provision document and am happy with your proposals. Please be advised that this is considered to a car free development and that no residents permits for Angel Way will be issued to residents of the new development and this should be relayed to the potential buyers of properties and/or their tenants".*

Separate access points have been provided for pedestrian and vehicles.

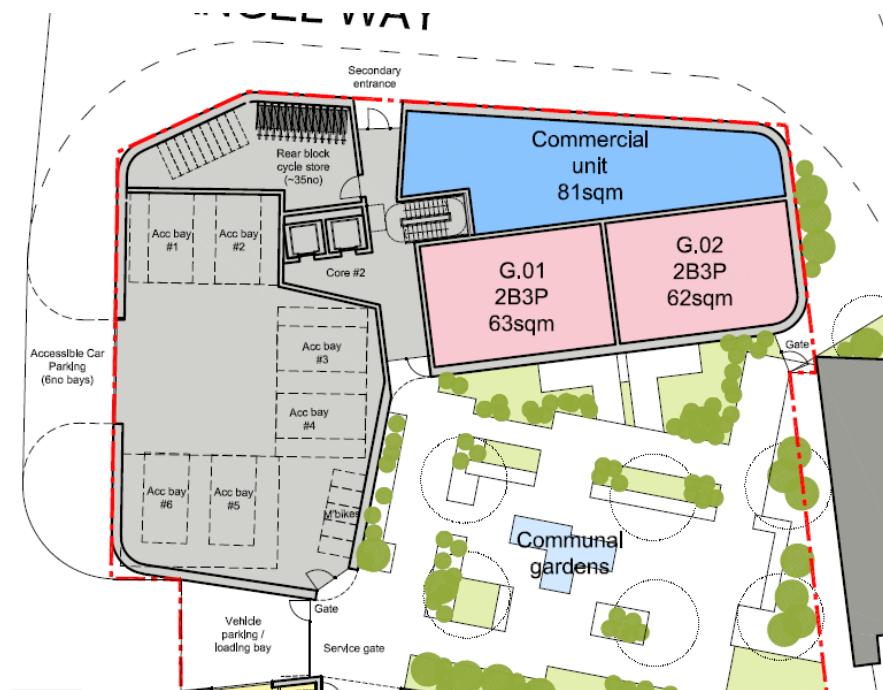


Figure 10: Proposed Car parking