

Global Mutual, The Windmill, Croydon

Pre-Application Meeting 01

July 2020





HUTCHINSON & PARTNERS



Client	Architect / Landscape Design	Planning Consultant
Global Mutual 43-45 Dorset St Marylebone London W1U 7NA	Hutchinson & Partners Limited 3.14 The Record Hall 16-16A Baldwin's Gardens London EC1N 7RJ	Head Office 33 Margaret Street London W1G 0JD

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Introduction

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01.01 Overview



This document has been prepared by Hutchinson & Partners to provide a basis for an initial planning pre-application discussion with the London Borough of Croydon regarding the potential for improvements on a site, owned by the Client, Global Mutual, at 224 St James's Rd, Croydon CR0 2BW, and the potential opportunities for its redevelopment.

This document provides an overview of the site, and an assessment of its historic character. Then, based on this analysis, the document demonstrates a proposal that seeks to enhance and improve upon the current condition. An indicative massing is suggested at the end of the document to aid the discussion, with the intended purpose

of the pre-application meeting being to establish whether the principle of development would be supported by Croydon Council. If the principle of massing, height and residential mix are agreed, the intention would then be to develop the architectural proposal to ensure that it is of an appropriately high quality to be befitting of such an important location. The

document outlines the initial research that has been carried out, and this is then used to inform distinct steps for ensuring that the proposals are appropriate for the location, and that they positively enhance the setting in a way that can only be considered an improvement to the existing condition that is presented by site.

01.02 Hutchinson & Partners Experience



Whitechapel Square, Brady Square and Albion Walk



Mill Hill, Residential Pavilions



Colindale Gardens, Residential Buildings



Canterbury Crescent, Residential Entrance



Whitechapel Square, Public Square within Albion Walk



Canterbury Crescent, Residential Entrance



Balham High Road, Residential Terraces



Chapel Square, Public Realm & Landmark Building

Hutchinson & Partners seek to create places and architecture of enduring quality. Our body of work is characterised by a placemaking led approach to the design of cities, spaces and buildings. We have an extensive specialism in the design of complex, mixed-use regeneration projects, having successfully developed a number of high profile food-retail led

mixed-use developments, a number of which are illustrated above. Our body of work is characterised by rigorous analysis, a studied application of sustainable urbanism, and the design of deeply contextual and timeless architecture that employs simplicity of form and elegance of proportion combined with a highly considered composition of materiality and detail. We

believe passionately in the importance of creating successful places within which to live, work, and play and enjoy the opportunity of stepping beyond the confines of built form to enhance the setting of the existing and to create the context of the new. Our approach is based on a knowledge and an understanding of the places with which we are familiar

and where we enjoy to 'be'. This is combined with finding the opportunities in the unique qualities of a site's historical and contemporary context. An appreciation of the influence of differences in scale, proportion, intimacy, enclosure, openness, aspect, light, discovery, and connectivity on the character and ambience of places is key.

01.03 Vision and Aspirations



Affordable Homes

- Affordable Homes
- High Quality Homes
- Active Residential Frontage

Local Employment

- Maximising the Potential of the Location
- Employment Opportunities
- Improved Amenities
- Active Shop Front

Design Quality

- Placemaking
- Architecture
- Landscape
- Materiality

Quality Amenity Space

- Lifting the Spirits
- Green Spaces
- Exercise
- External Amenity

Sustainability and Ecology

- Fostering Local Flora and Fauna
- Creating Habits for Local Species
- Urban Greening
- Fabric First Approach

02.00

Setting

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02.01 Strategic Context



Location of Croydon within London

The site sits 9.4 miles south of Charing Cross in the London Borough of Croydon. It is one of the largest commercial districts outside of London. Historically, this area has been a market town and a centre for charcoal and brick production, leather tanning and brewing. In the 1960s, it experienced some rapid post-war redevelopment with the

introduction of Wellesley Road, numerous office towers and the Whitgift Shopping Centre. In recent times, Croydon has been undergoing a transformation with major public realm works shifting the focus from cars to people and cycles. A number of mixed use developments are under way clustered in the Croydon Metropolitan Town Centre, introducing arts,

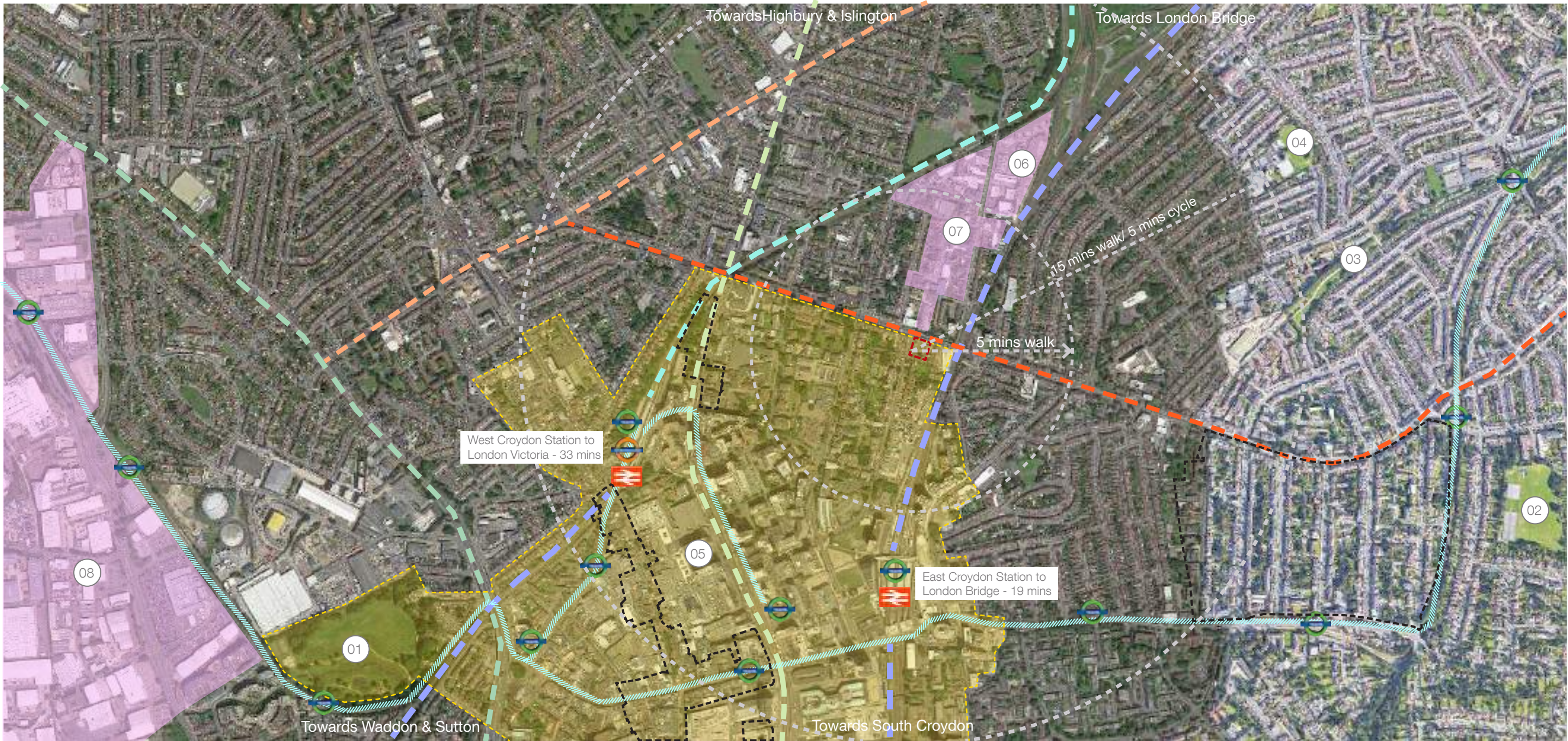


Wards of Croydon, with the ward of Fairfield high lighted

shopping and leisure facilities, as well as new homes. The current population of the borough is approximately 385,000. Croydon is unique in London for its Tramlink service and has good train connections to Central London, Brighton and the South Coast.

- Site
- London Borough of Croydon
- Fairfield Ward

02.02 Wider Context



Existing Aerial Photo

The site sits along St James' Road (A222) close to West and East Croydon Stations. It is also part of the Croydon Opportunity Area and is on the 'edge' of the Croydon Metropolitan Centre, an area with strong links to Central London designated for high-density development. The character of the wider area around the site is mainly built up of medium/low density

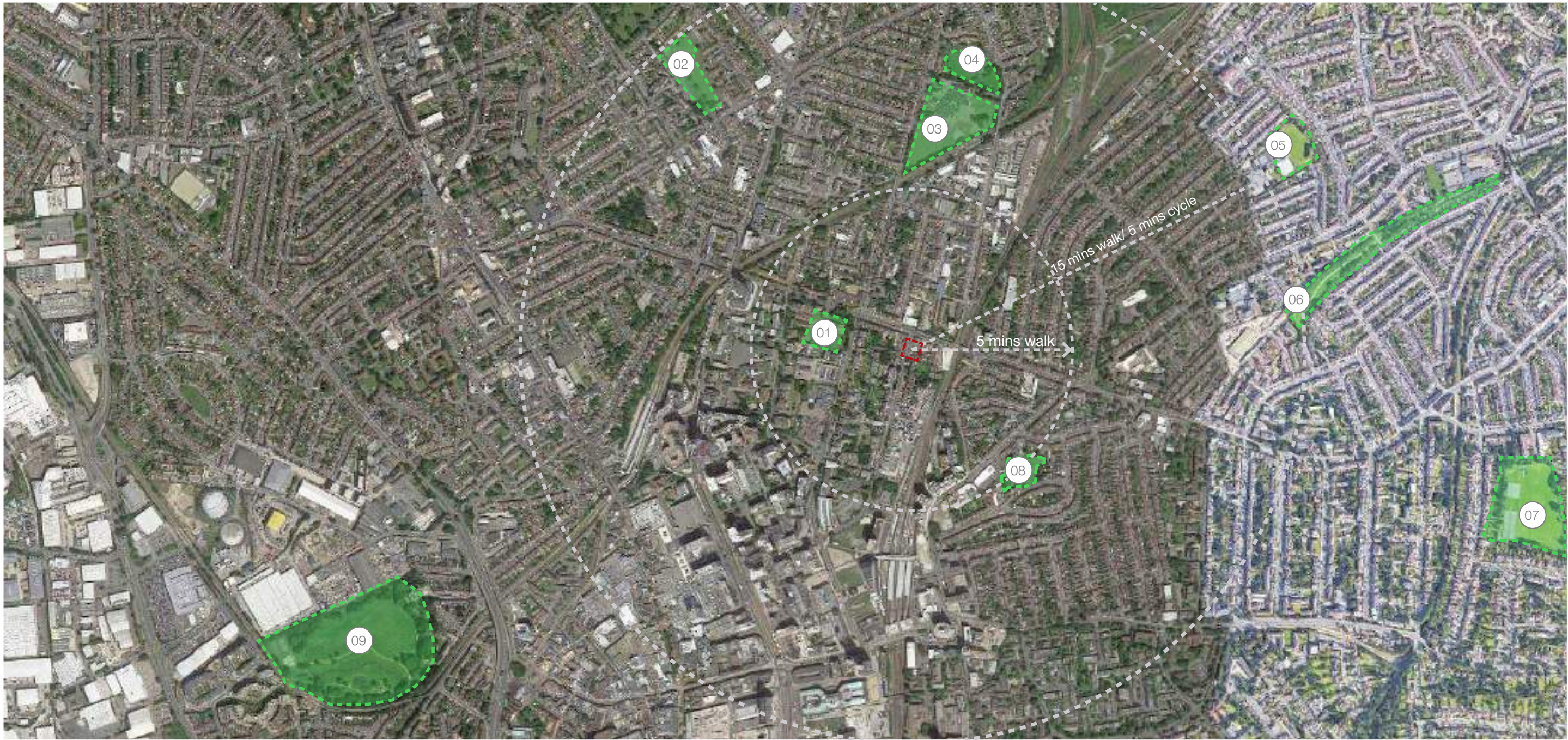
residential buildings, some tall buildings and commercial/leisure premises. Local amenities and attractions include the Whitgift Shopping Centre, restaurants and pubs. The site is located within 10 mins walking distance from East Croydon Station which has frequent services to Central London and the South Coast.

- Site Boundary
- St James's Road (A222)
- Park Lane (A212)
- Roman Way (A236)
- Windmill Rd (A213)
- Tram Route

- Overground Line
- National Rail Line
- Croydon Town Centre
- Conservation Areas
- 01. Wandle Park
- 02. Addiscombe Recreation Ground

- 03. Addiscombe Railway Park
- 04. Brickfields Meadow
- 05. Whitgift Shopping Centre
- 06. Gloucester Rd East Industrial Area
- 07. Gloucester Rd West Industrial Area
- 08. Purley Way Industrial Area

02.03 Play Space and Public Green Amenity



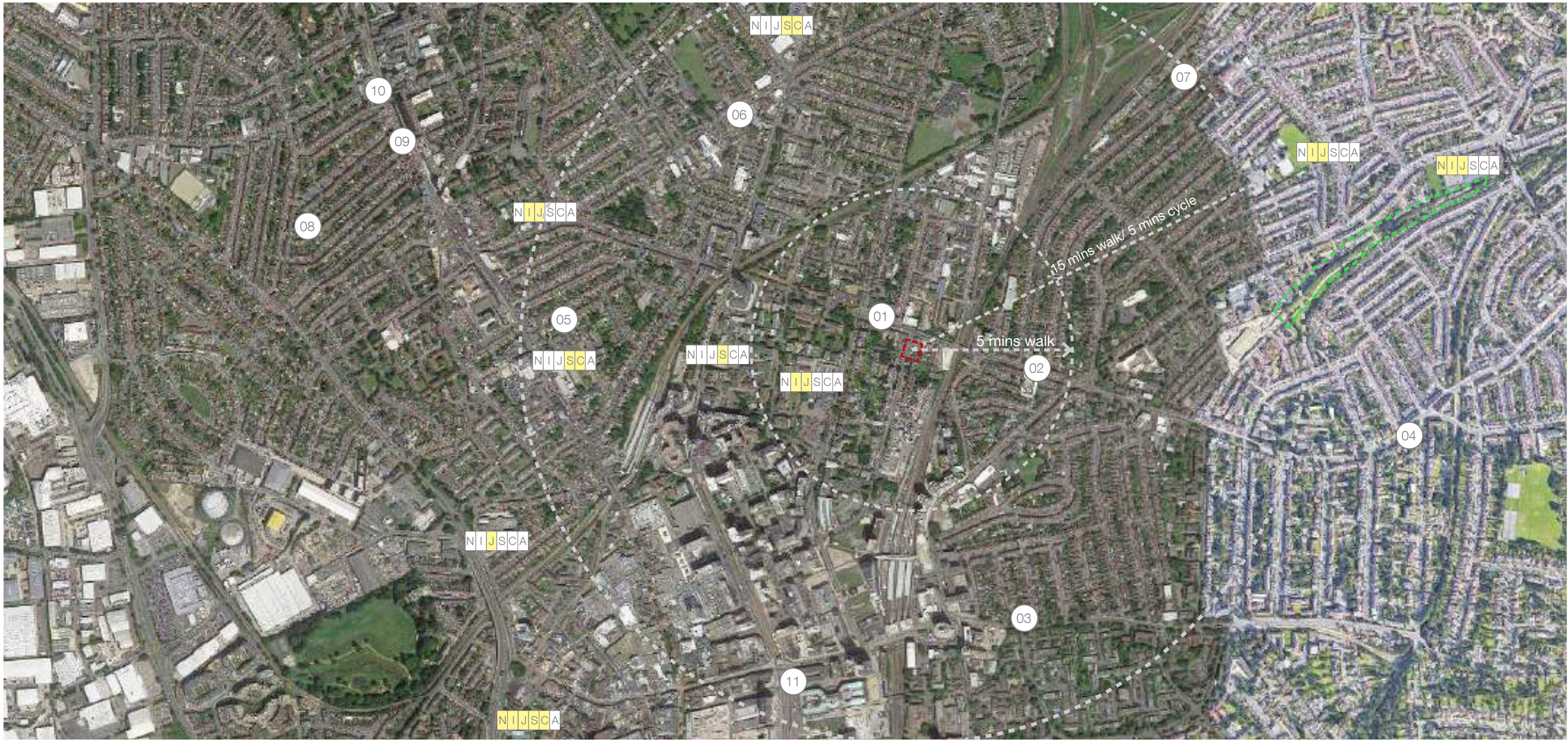
Aerial View Showing Local Play Space and Green Amenity Space

More locally, the site is within walking distance to several open green spaces. They vary in size and accessibility, but provide a range of opportunities for young families looking for playspace. Both Wandle Park and Addiscombe Recreation Ground are within 20mins walking/ 7mins cycling distance from the site to the south providing larger open green space.

Broadmead Park and Wilford Recreation Ground are small/ medium sized parks situated to the north of the site within a 10 mins walk. There are also two primary schools within a 5 mins walk from the site which will also be attractive to young families.

- Site Boundary
- - - Play Space or Public Amenity
- 01. St James' Church Rest Gardens
- 02. Willford Road Recreation Ground
- 03. Broadmead Primary School
- 04. Broadmead Park
- 05. Ashburton Park
- 06. Addiscombe Railway Park
- 07. Addiscombe Recreation Ground
- 08. Ark Oval Primary Academy
- 09. Wandle Park

02.04 Healthcare and Education



Aerial View Showing Local Play Space and Green Amenity Space

The site is located within extremely close proximity to both a primary and secondary school, as well as a local doctor's surgery. A few additional surgeries and schools are within a 15 mins walk from the site, meaning it is well served for residential medical needs and education facilities for families with children.

- Site Boundary
01.

St James' Medical Centre
02.

Morland Road Surgery
03.

East Croydon Medical Centre
04.

Stovell House Surgery
05.

Lennard Road Surgery
06.

Whitehorse Medical Practice
07.

Northway Road Surgery
08.

Greenside Medical Practice
09.

Eversley Medical Centre
10.

Linden Lodge Medical Practice
11.

Friends Road Medical Practice
- N

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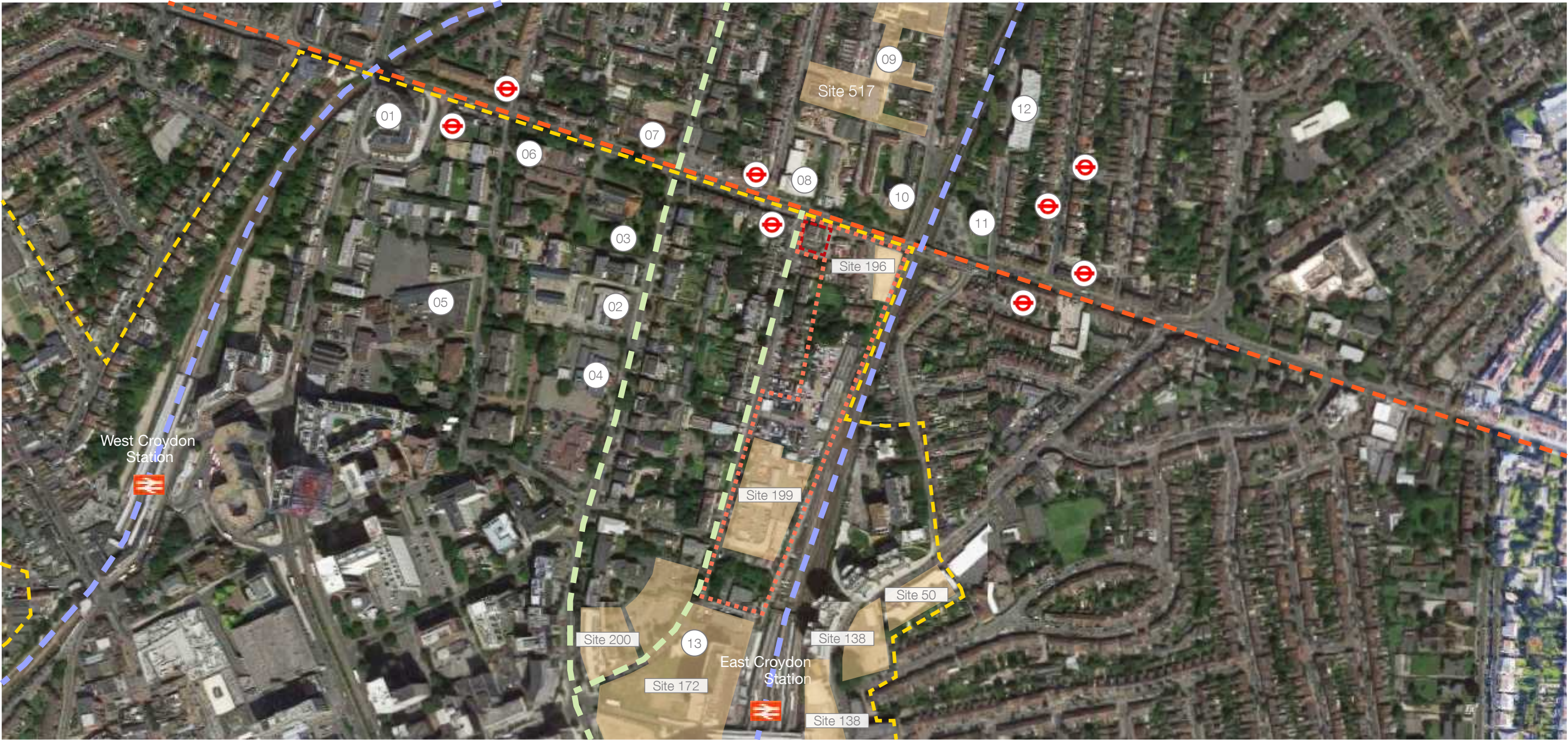
S

C

A

Nursery
Infants (R - yr 2)
Juniors (yr 3 - 6)
Secondary (yr 7- 11)
Sixth Form / College (yr 12 - 13)
Adult Education

02.05 Local Context



Satellite View Local Context



The site is located north of East Croydon Station, and north-east of the central shopping and business district of Croydon. There are a number of development opportunities/plots to the south of the site located directly next to the railway, indicating the future potential of the urban block. Other key context includes the listed buildings of St James' Church and its

Rest Gardens, the Army Centre, and Davidson Lodge. The immediate context is a mix of residential and commercial buildings which lacks of distinctive character. Bridge Place, Windmill Bridge House and Lloyd House are all located along St James' Road in immediate proximity to the site.

- Site Boundary
- St James's Road (A222)
- Park Lane/Lansdowne Road
- National Rail Line
- Croydon Opportunity Area
- Designated Development Site
- Railway Development Opportunity

- Bus Stop
- 01. Island Tower
- 02. Army Centre
- 03. St James Church Rest Gardens
- 04. St Mary's Catholic Junior School
- 05. St Mary's Catholic High School
- 06. Lloyd House

- 07. Cherry Hub Centre for Disabilities
- 08. Albany Lodge Nursing Home
- 09. Milton Road Resi Development
- 10. Bridge Place
- 11. Windmill Bridge House
- 12. Davidson Lodge
- 13. Ruskin Square

02.06 Site Context



Aerial Birds Eye View Looking North

The site is positioned on the corner of St James's Road and Lansdowne Road, surrounded by residential properties and local shops. Opposite the site is a 5 storey elderly nursing home, as well as an industrial yard. The site is currently occupied by a restaurant which serves food and features a large car park and a terrace for outdoor dining.



Aerial Birds Eye View Looking South

- Site Boundary

01.

Local Shopping Parade

02.

Albany Lodge Nursing Home

03.

Industrial Works Site

04.

Terraced Housing

05.

Apartment Building
06.

Larger Semi-Detached Houses
07.

Small Commercial Premises
08.

Bridge Place
09.

National Rail Line
10.

Volkswagen Van Centre

02.07 St James' Road



01



02



03



04



05



06



07



Location Key



Street views have been taken along St James' Road, which is a key east/west artery in the borough. At the far-most west end of the road, it links to larger roads towards South-West London, Brixton and Clapham. At the very east, it leads towards Beckenham and Bromley. Whilst St James' Road is a key route across the top edge of town, the road is just

two lanes, and relatively quiet adhering to a low central town speed limit of 20 mph. This maintains a neighbourhood atmosphere and encourages pedestrian traffic. The road's character changes across its length, and in many places has a weak street presence. It hosts a number of broken Victorian terraces which are in different states of upkeep, many

appearing to be in decline. A section of St James' Road to the east of Windmill Bridge functions as a 'high street' with local amenities like a pub, green grocer, and a chemist.

02.08 Lansdowne Road



01



02



03



04



05



06



07



Location Key



Key street views have been taken along Lansdowne Road which is a smaller connecting route from St James' Road, south towards East Croydon Train Station. The road has had a sense of 'edge condition' in relation to the railway ever since its introduction, and as a result, it has little street presence. It is lined with broken Victorian terraces which are set significantly

back from the road with large areas of tarmac driveway. The roofing yard that sits centrally on the road is lined by a tall metal fence, which detracts from the street's potential to be a centrally located but quiet residential street. The road benefits from mature trees, which are clustered around the bend to the south, and towards the site location at the north.

02.09 Existing Post-War Context



01 Bridge Place



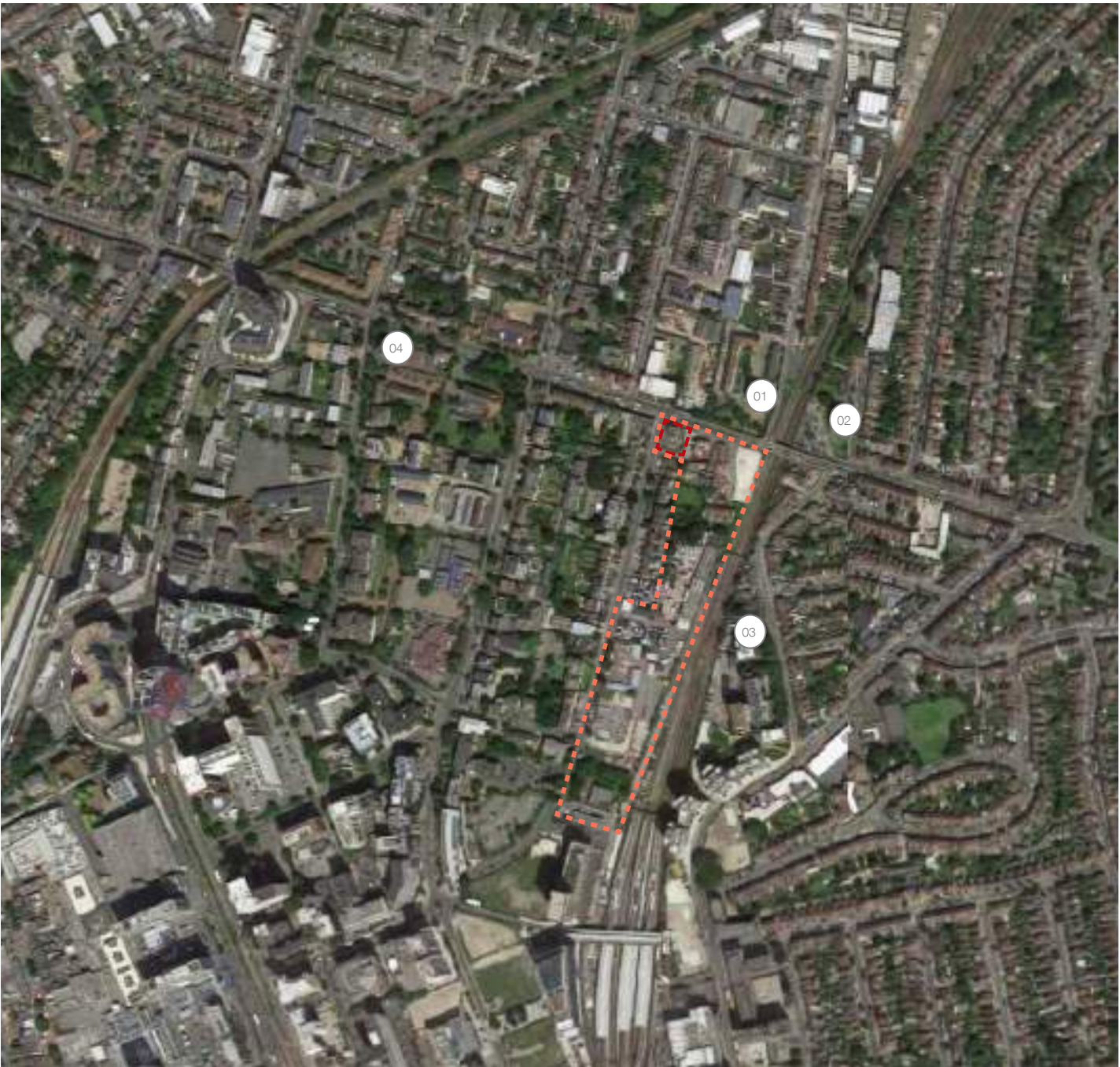
02 Windmill Bridge House, Freemasons Road



03 Cumberland Court, 21 Cross Road



03 Lloyd House, 20 Tavistock Road



Location Key

Croydon New Town was developed as an area of tall buildings, with a clear vernacular that is evident along Dingwall and Wellesley Road in the town centre. The larger buildings deploy Modernist forms that articulate simple vertical structural rhythm with repetition of floor plates for horizontal emphasis.

A number of post-war point blocks with strong presence are located in close proximity to the site and form part of the predominantly low/medium-rise urban fabric.

- Site Boundary
- Development Opportunity Area

02.10 Listed Buildings



St James' Parish Church, Grade II Listed



Baptist Church of West Croydon, Grade II Listed



237-239 Sydenham Road, Grade II Listed



226-228 Sydenham Road, Grade II Listed



Davidson Lodge, Grade II Listed



Leslie Arms Pub House, Grade II Listed



Location Key



Croydon lies on the line of the Roman Road from London to Portslade, and evidence suggests the past presence of Roman settlements in the area. During the Medieval Period, the town developed strong religious links, with Croydon Palace becoming the residence of the Archbishop of Canterbury from the 15th until the 19th century. During the

WWII, large parts of Croydon were devastated by bombings. The significant plots of vacant land, coupled with government incentives for office relocation out of Central London, led to a business boom in the 1960s. This fast paced development resulted in a rise in Modernist architecture in the area, but much of the more locally listed buildings date from earlier

periods, and specifically the late 19th century. These include The Baptist Church of West Croydon, which is located at the end of St James' Road, St James' Parish Church, just a few minutes from the site, and Davidson Lodge, originally built as an 'asylum' for retired Freemasons.

- 01. St James' Church
- 02. Baptist Church of West Croydon
- 03. 237-239 Sydenham Road
- 04. 226-228 Sydenham Road
- 05. Davidson Lodge
- 06. Leslie Arms Public House

02.11 Character Appraisal of The Windmill



01



02



03



04



05



06



Location Key



The building in its current form is likely to be a late Victorian, or early 20th Century building. Whilst we can discern that there has been a building on the site for longer, the features of the current building suggest a pastiche of architectural styles. There is an uncomfortable contrast between the proportion of the windows at ground and first floors, which

suggests that the ground floor has had alternations made. Several of the second floor windows have also been filled in, adding to the perception that the pub is not an asset of great aesthetic value. The building has little architectural merit and a dilapidated appearance. During the past decade, it has changed ownership several times, suggesting that

business has not been strong and steady and that there has been a lacking customer base. Whilst The Windmill was a conventional pub, in recent times, it has started serving Indian food, both within the premises and as a takeaway service.

02.12 Historic Development



Croydon, 1868



Croydon, 1885



Croydon, 1888-1913



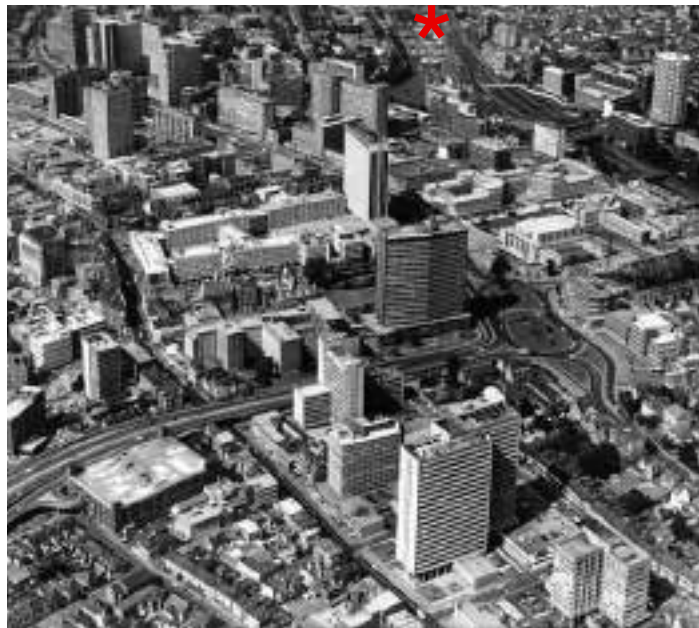
Croydon, 1892-1914



Croydon, 1944-67



Aerial View of East Croydon Train Station, 1952



Aerial View of Central Croydon, 1970s



Shirley Windmill, Grade II Listed

The Windmill, as a public house was established in approximately the 1850's, and has continued to have a presence on St James' Road ever since. We can see from the historic maps above that its form has changed over the years, but that it has always been the location for a public establishment. However, it is not listed, and therefore has not

been considered of special historic interest. For this reason, the site could be considered appropriate for redevelopment. The Windmill pub gets its name from the Shirley Windmill, a Grade II Listed structure, west of the site in the Shirley area. The Shirley Windmill was built in 1854, replacing a former post mill destroyed by fire. The original post mill is said to have

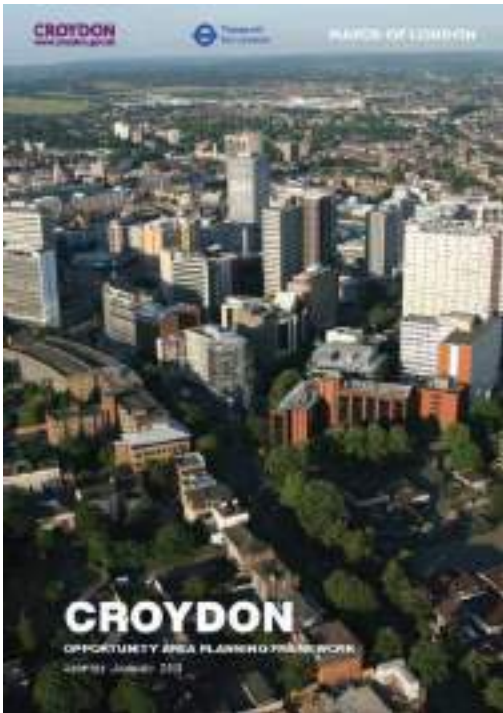
been built in 1809 by Richard Alwen, and passed to his son upon his death. The mill was restored in 1927 following two separate strikes from lightening and subsequent damage.

03.00

Planning Context

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03.01 Overview



The Emerging London Plan (2019)

Croydon Local Plan (2018)

Croydon Opportunity Area Planning Framework (2013)

East and West Croydon Masterplan Documents (2010)

The Centre of Croydon has been designated as 1 of 33 Opportunity Areas within London in the London Plan (2018). The Croydon Opportunity Area comprises the Croydon Metropolitan Centre and its fringes. These are specifically the areas around East and West Croydon Train Stations - the two most important transport interchanges in Croydon.

The Croydon Local Plan (2018) provides a comprehensive breakdown of the different areas within the borough, identifying development potential and specific sites, the regeneration of which will be strongly supported. The Croydon Opportunity Area Framework outlines the parameters for development within the central more high-density area of the borough,

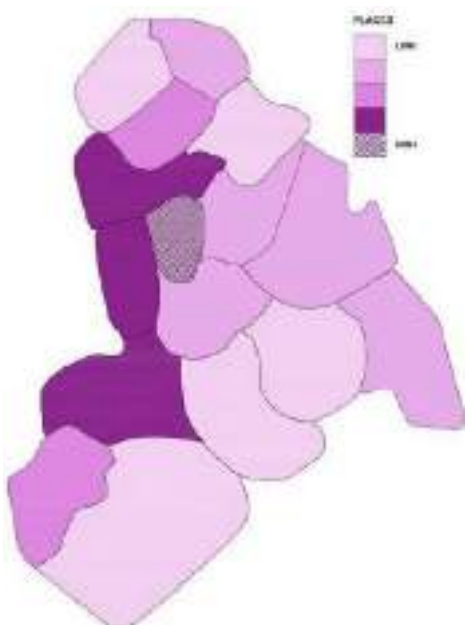
which is described as having a high potential for new homes. There are two masterplans that the Council has adopted, which frame the development of the areas around the East and West Croydon Stations. However, the site does not fall within their boundaries. It is located in the fringes of the Opportunity Area, in an area where the PTAL ratings are fairly high (4 to 6a),

but lower density development is expected, unless otherwise justified. To the north of the site, there are two designated industrial areas, where development is encouraged as long as light/medium industrial uses are preserved.

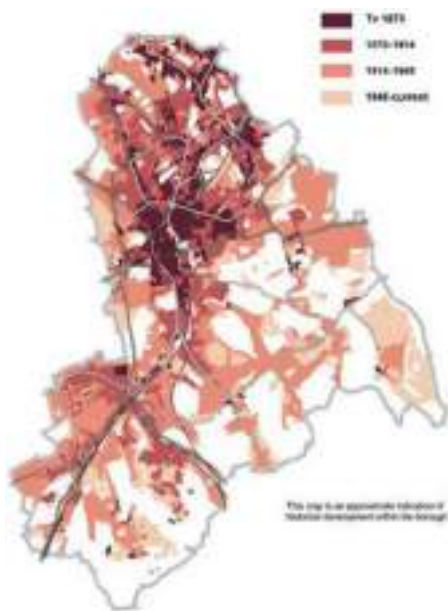
03.02 Croydon Local Plan



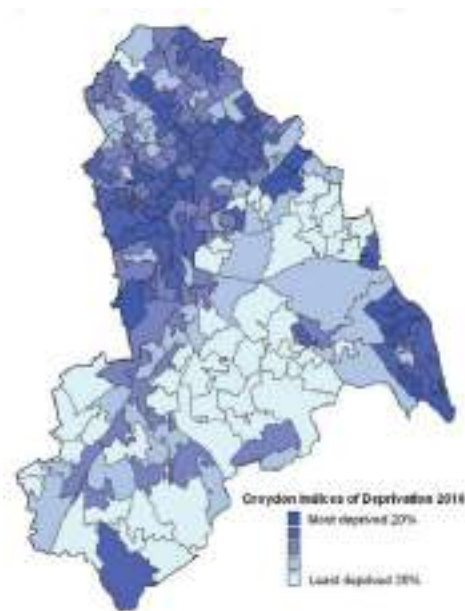
Croydon: Map of 16 Places



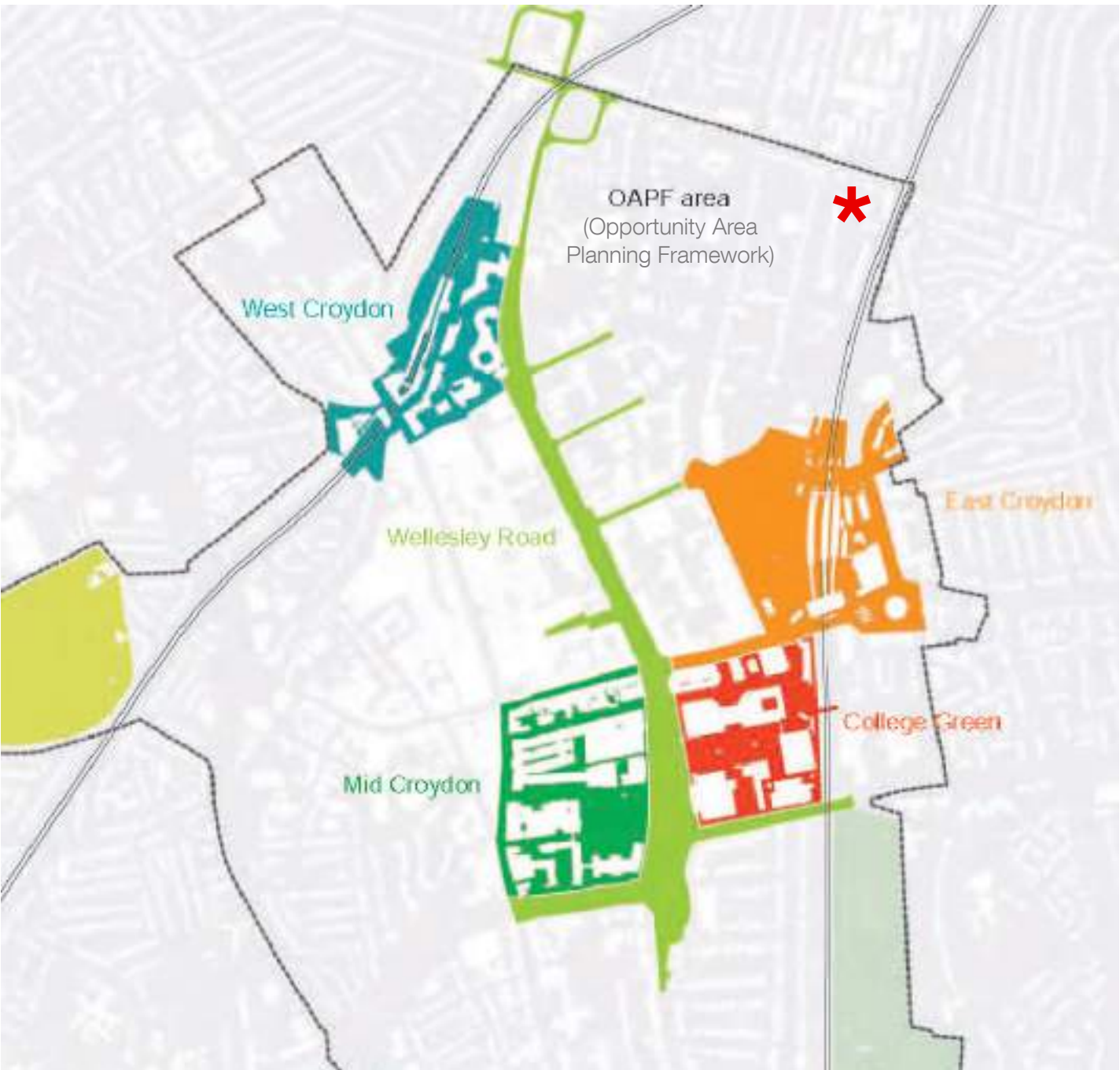
Croydon: Growth in Homes 2016-2036



Croydon: Historical Development Map



Croydon: Deprivation Map



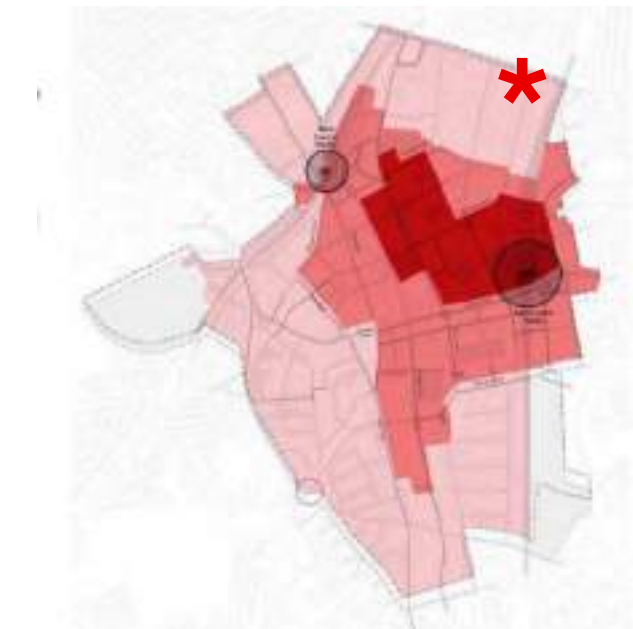
Croydon Masterplans Diagram

In the Draft London Plan (2019), Croydon is set out as a growth borough with a Town Centre Opportunity Area and Strategic Office Location. The Croydon Local Plan (2018) divides the Borough into 16 places or character areas, each with aspirations to deliver new homes and employment opportunities through sustainable development. The site

sits within the Croydon Opportunity Area, which during the past 10 years, has experienced a revival, and its urban landscape has rapidly changed. The Croydon town centre redevelopment is set to deliver 1/3 of the new homes in the Borough, new office space and high-quality communal facilities and infrastructure, turning the Croydon Metropolitan

Centre (CMC) into a Smart City. The development of the CMC is underpinned by 5 masterplans, which aim to create a better public environment, give priority to pedestrians, introduce new mixed use developments and structure the development around the two major transport interchanges.

03.03 Croydon Opportunity Area



Extents of Croydon Opportunity Area



Croydon Opportunity Area Key Elements



East Croydon Masterplan



West Croydon Masterplan

The site sits within the outer fringe of the Croydon Metropolitan Centre, identified as the Northern Area. The area has an eclectic character and a disintegrating street pattern. Residential buildings of detached form with spacing between them, set backs and forecourts and key features of the area The Northern Area is well located, close to both East

and West Croydon Train Stations, it borders the commercial centre to the South and the mixed residential and industrial area of Selhurst to the North. The Opportunity Area Planning Framework, identifies the Northern Area as most suitable for residential-led development with some opportunity for small-scale high street uses. A high level of family homes is expected

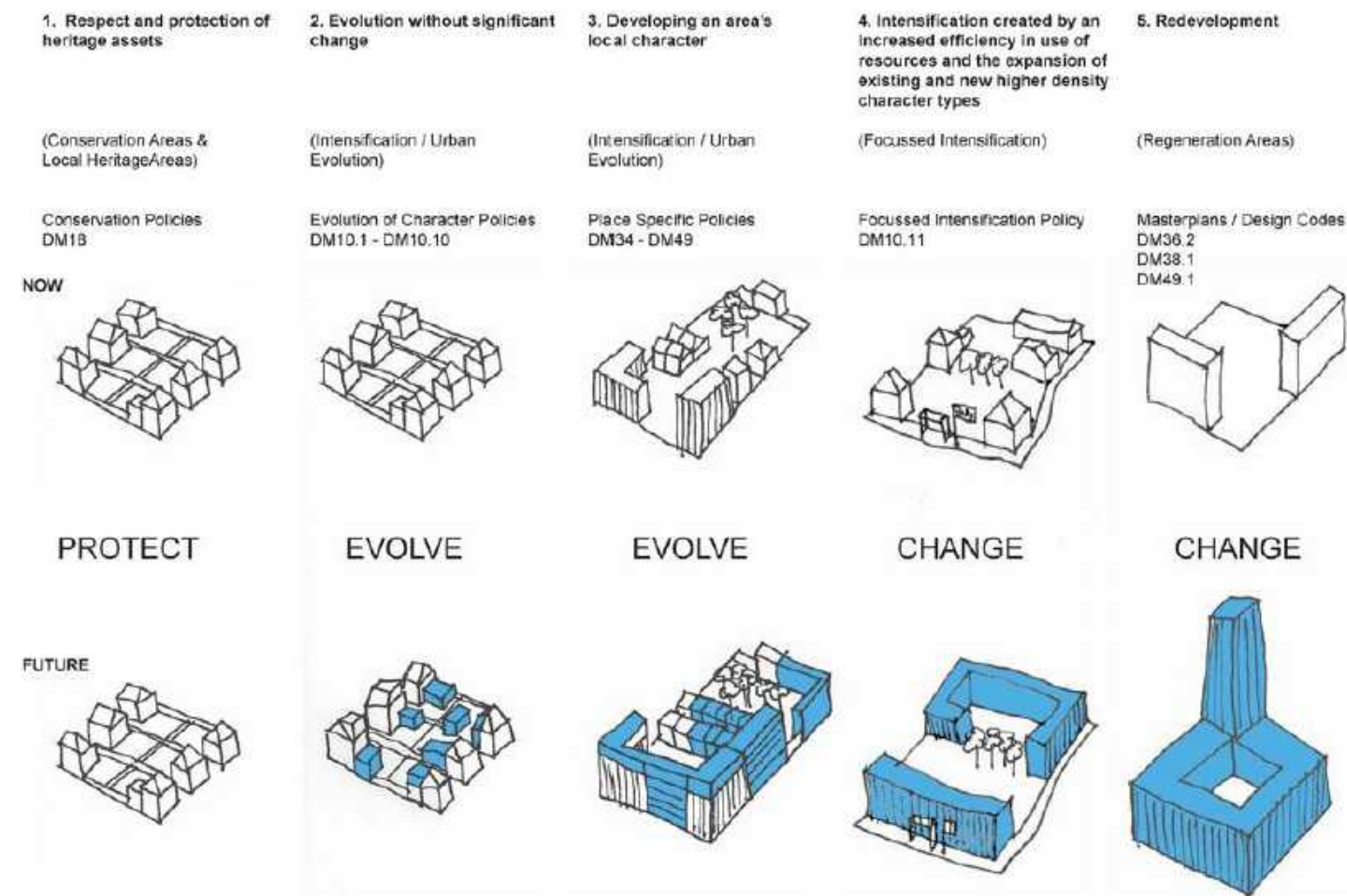


Croydon Opportunity Area: Character Areas

(circa 45%). The site also sits in the context of two important framework masterplans - The West Croydon Masterplan and the East Croydon Masterplan, which are anticipated to bring major improvements to the area and turn the Croydon Metropolitan Centre into the South London strategic hub.

- 01. Retail Core
- 02. New Town and East Croydon
- 03. West Croydon
- 04. Mid Croydon and Fairfield
- 05. Northern Area
- 06. Southern and Old Town

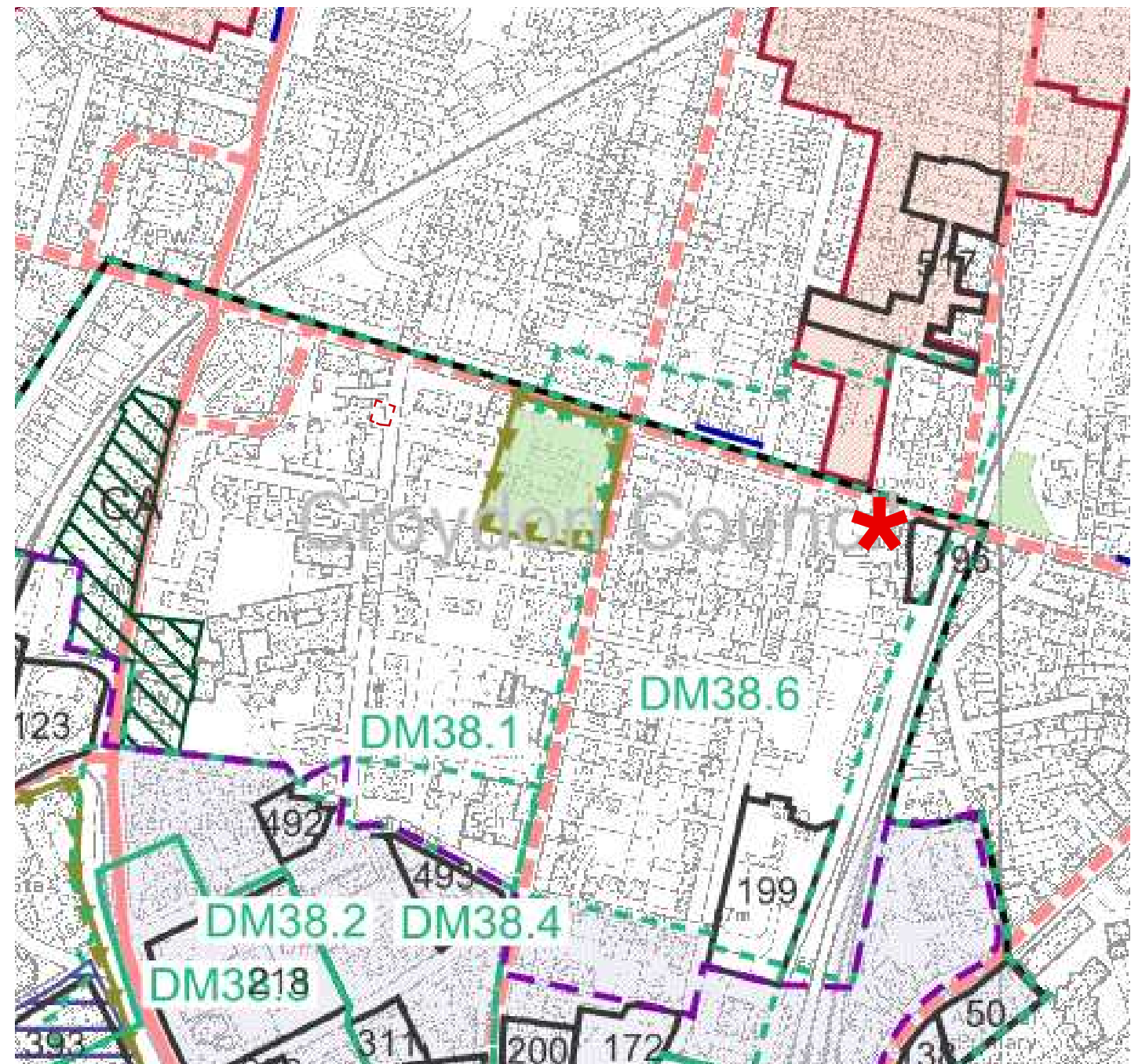
03.04 Local Character Areas and Framework Masterplans



Six Croydon Opportunity Area Planning Framework Five Character Management Options

The North Character Area directly borders the commercial core of Croydon Town Centre. It has an eclectic character and a disintegrating street pattern. Residential buildings of a detached form with spacing between them, set backs and forecourts are key features in the area. 'DM38.6'- In the area along Sydenham and Lansdowne Road, to facilitate

growth and enhance the sense of place, developments should retain and create glimpses and separation distances between buildings in order to improve openness within the edge of the town centre. A series of sites have been identified for redevelopment in the Croydon Local Plan. These are as follows and as shown on the map above:

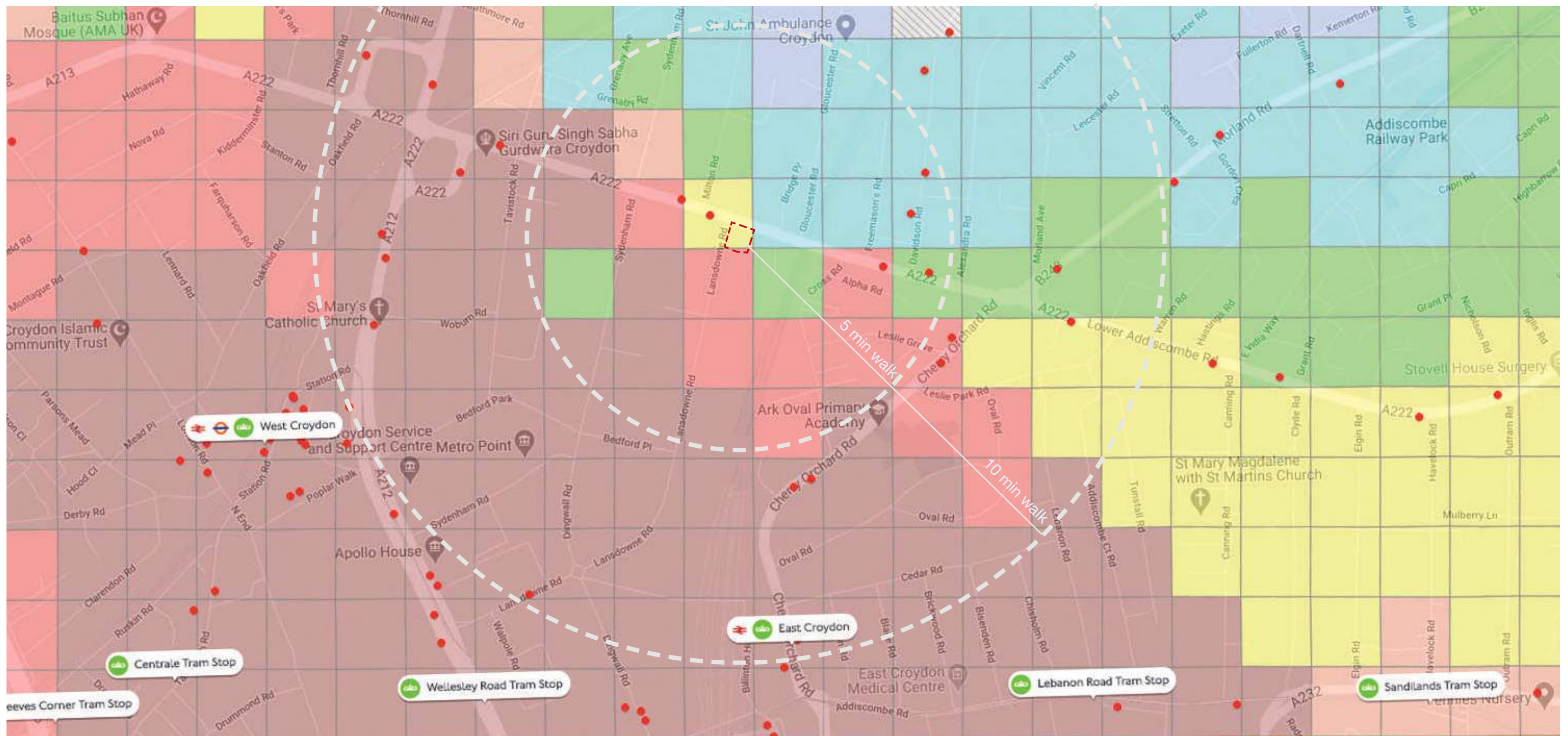


Site Context, Croydon Local Plan Map

Plot 517, Milton House: residential and employment uses; the construction of a 2-4 storey development already complete. Plot 196, Stonewest House: residential development; vacant site with no planning applications. Plot 199, 20 Lansdowne Road: residential with workshops and studios; National Rail Depot, no planning applications.

- Archeological Priority Site
- Proposal Sites
- Conservation Area
- Integrated / Separated Industrial Site
- Local Green Space

03.05 Transport Connectivity



PTAL Rating Map of Site

The site resides partially within a PTAL rating of 6a and partially within 4. This is considered to be a good/excellent level of transport connectivity due to the site's proximity to East Croydon Train Station, which is approximately a 5-10 minute walk to the south. The journey time from East Croydon to Waterloo is approximately 32 mins.

- Site Boundary
- Walking Distance from Site
- 1a PTAL Rating
- 1b PTAL Rating
- 2 PTAL Rating
- 3 PTAL Rating
- 4 PTAL Rating
- 5 PTAL Rating
- 6a PTAL Rating
- 6b PTAL Rating

03.06 Croydon Town Centre Today



Vu.City Model Showing Tall Buildings Under Construction or with Planning Consent

The above image depicts the Croydon Town Centre, as it is today. There is a clear trend towards taller buildings focused in the area between East and West Croydon Train Stations. However, the higher density development also reaches out to the north all the way to St James' Road, where the site is located. The two existing post-war tower blocks adjacent to

the site and the fairly recent scheme of Island House (to the far right of this image) are a good example. Shown in yellow are schemes that have been obtained a planning permission, and in blue are schemes which are currently under construction.

- Site
- Development Opportunity Area
- Under Construction
- Consented

03.07 Croydon Town Centre Future Development



Vu.City Model Showing Tall Buildings Under Construction or with Planning Consent

In addition to the previous page, the above image includes applications for developments which have been granted a planning consent and will become part of the future context of the site. These developments show increased height and density around the town centre, and some further development adjacent to the site.

- Site
- Development Opportunity Area
- Under Construction
- Consented

03.08 Emerging Context: Consented Applications



Aerial View of Croydon Town Centre, with the Site Marked to the North

Much of the wider redevelopment of Croydon is focused around East Croydon Train Station, the proposed new Westfield Shopping Centre, and many of the small sites in-between. There are several developments proposed for Cherry Orchard Street which leads north towards the site, as well as on Dingwall Road which leads to Lansdowne Road.



01 Addiscombe Grove, Consented February 2018



02 Dingwall Road, Consented April 2017



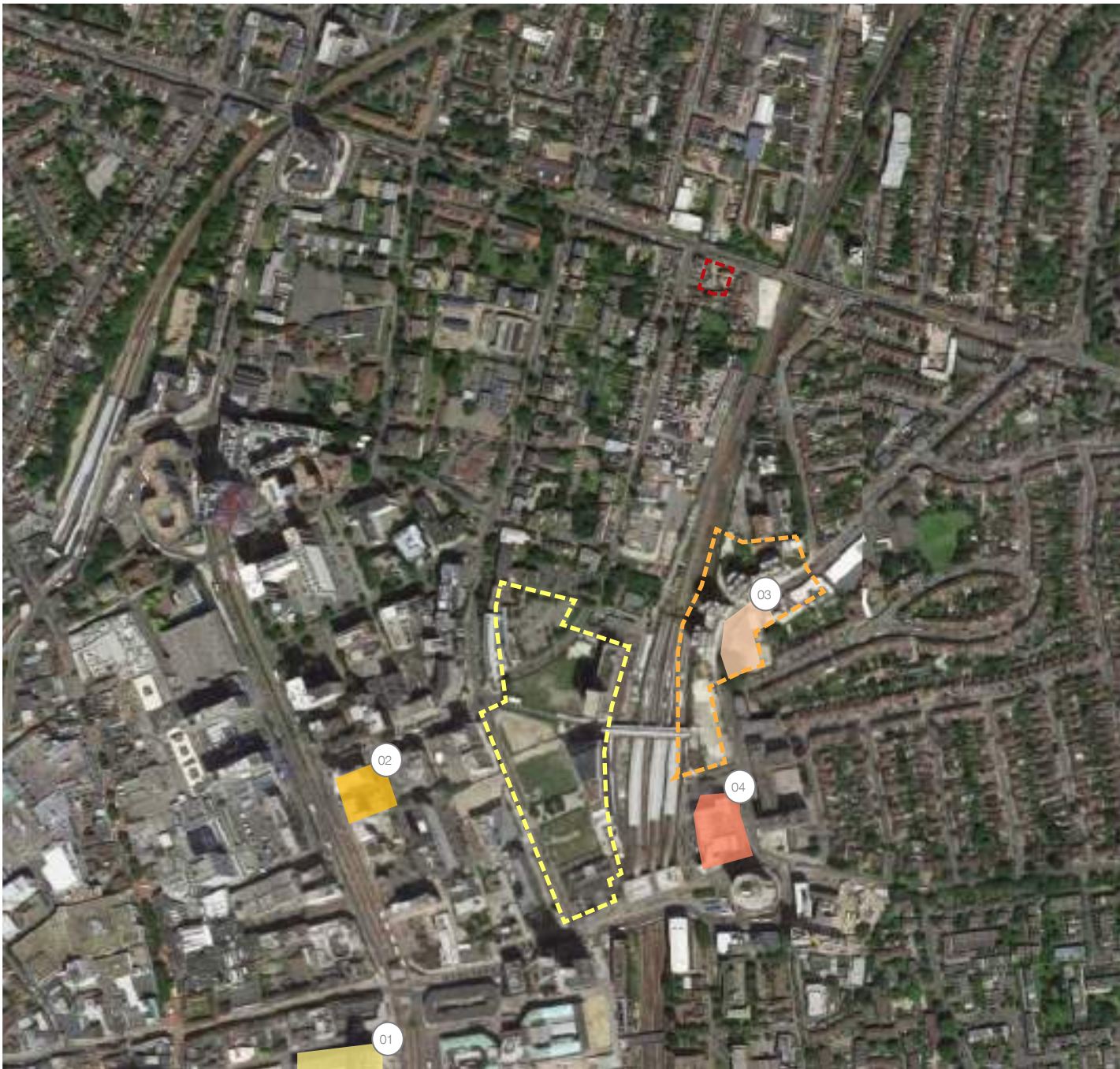
03 Westfield Shopping Centre, Consented April 2018



04 Cherry Orchard Road, Consented May 2019

- 45 Lansdowne Road
- Dingwall Road
- Westfield Shopping Centre
- Cherry Orchard Road, Menta
- Ruskin Square Masterplan
- Cherry Orchard Masterplan

03.09 Emerging Context: Consented Applications



Aerial View of Croydon Town Centre, with the Site Marked to the North

Some of the consented development work included refurbishment of Croydon's post-war Modernist architecture, which includes Nestle Tower, which was offices until 2012. One Lansdowne, which was consented in late 2017, is due to become London's second tallest building after The Shard.



01 Nestle Tower, Consented Apr 2017



02 One Lansdowne, Consented Nov 2017



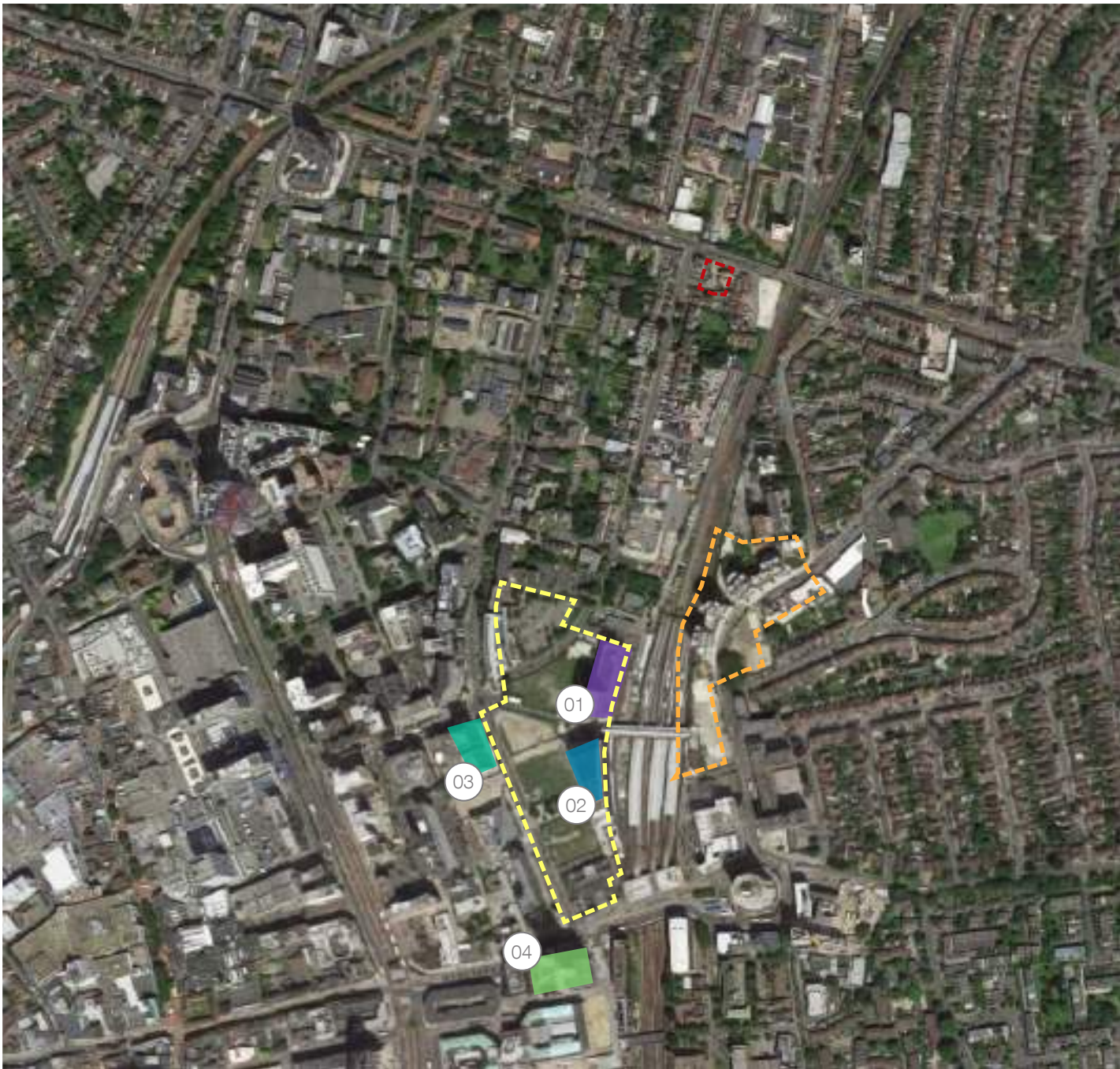
03 Cherry Orchard Road, Consented Nov 2019



04 Royal Mail Delivery Office Redevelopment, Consented Feb 2014

- Nestle Tower
- One Lansdowne
- Cherry Orchard Road
- Royal Mail Redevelopment
- Ruskin Square Masterplan
- Cherry Orchard Masterplan

03.10 Emerging Context: Recently Completed or Under Construction



Aerial View of Croydon Town Centre, with the Site Marked to the North

Much of the development that is either completed or under construction, is centred around East Croydon Station and the Ruskin Square Redevelopment Masterplan.



01 Ruskin Square, VITA



02 Ruskin Square, Plot B1



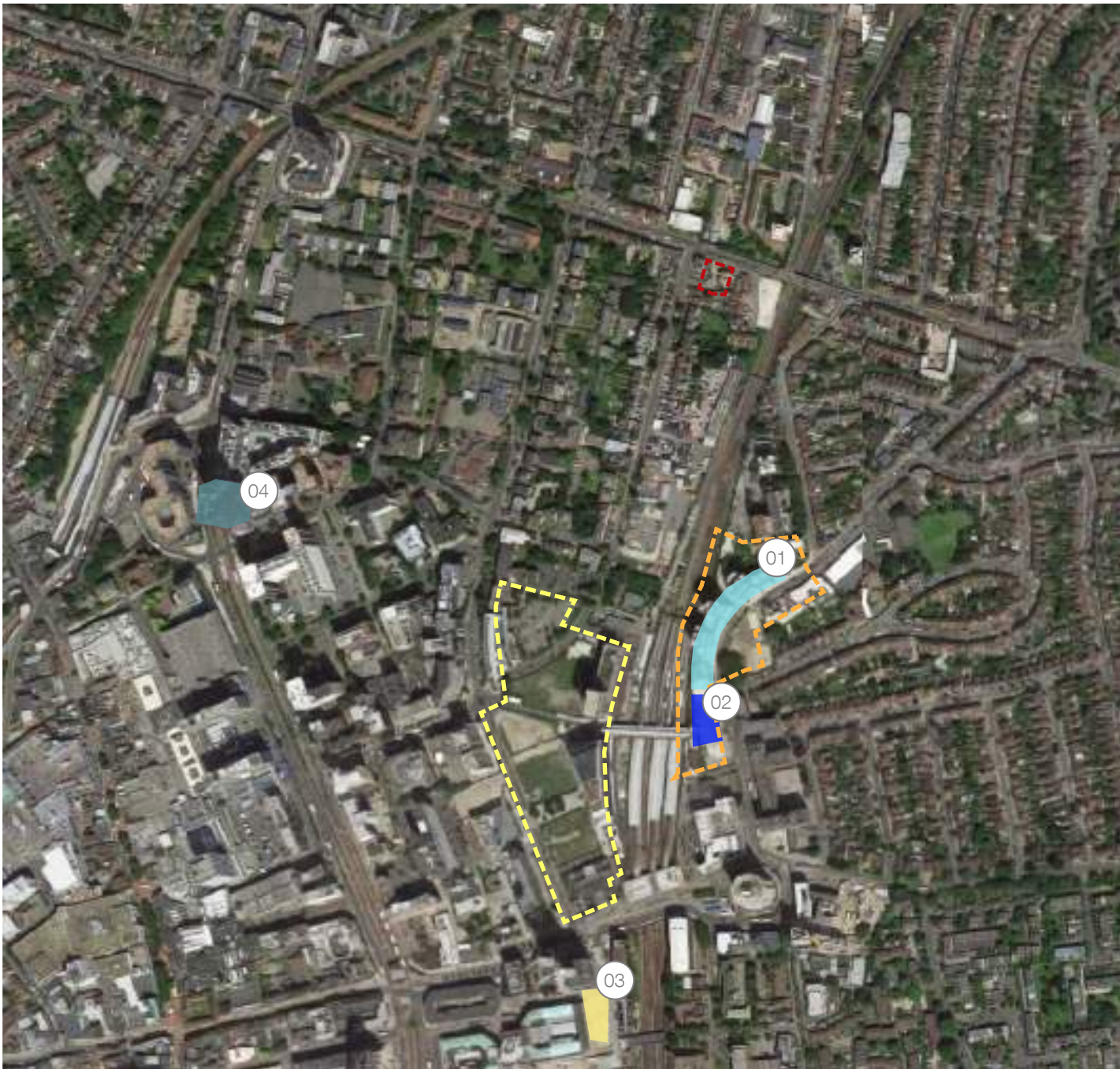
03 Carolyn House



04 Saffron Square

- VITA, Ruskin Square
- B1, Ruskin Square
- Carolyn House
- 101 George Street
- Ruskin Square Masterplan
- Cherry Orchard Masterplan

03.11 Emerging Context: Recently Completed or Under Construction



Aerial View of Croydon Town Centre, with the Site Marked to the North

Saffron Square, developed by Berkeley Homes was one of Croydon's first new developments in the wake of the mid-2000's London Plan which encouraged the development of tall buildings near key transport hubs. This project has sparked and triggered much of the more recent development in the town centre.



01 Project Morello, Phase 01, Rainier Apartments



02 Project Morello Phase 01, Rainier Apartments



03 College Road



04 Saffron Square

- Project Morello, Ph 1 (Completed)
- Project Morello, Ph 2
- Saffron Square
- Addiscombe Grove
- Ruskin Square Masterplan
- Cherry Orchard Masterplan

03.12 Emerging Context: Recently Completed or Under Construction



Aerial View of Croydon Town Centre, with the Site Marked to the North

Much more locally to the site are the developments shown above which include Island Tower and Albany Lodge Nursing Home. The buildings here are of a notably smaller scale, other than Island Tower which shares the site's prominence in terms of location at the corner of two connecting roads does have more height.



01 Milton Road, Croydon



01 Milton Road



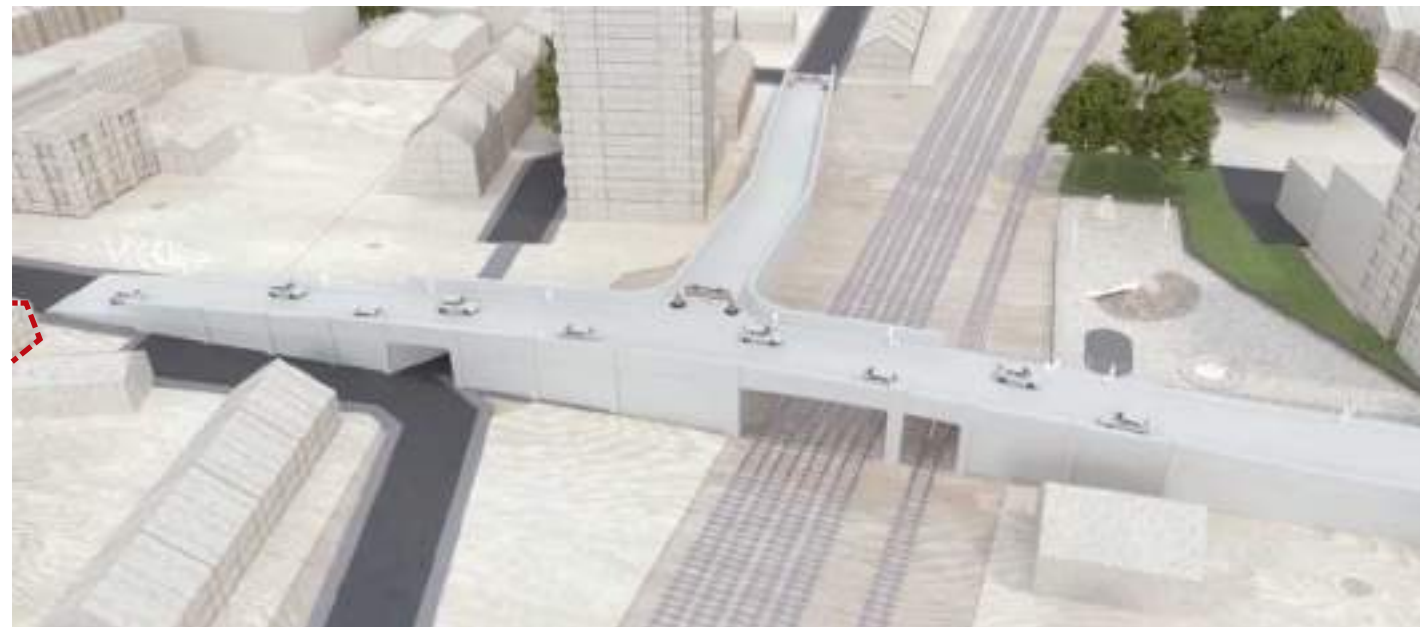
02 Albany Lodge Nursing Home



03 Island Tower

- Milton Road
- Albany Nursing Home
- Island Tower

03.13 Emerging Context: Windmill Bridge Reconstruction



01 Existing Windmill Bridge



02 Demolition and Establishing Site Compounds



03 Bridge Construction Process



04 Finished Bridge In Use

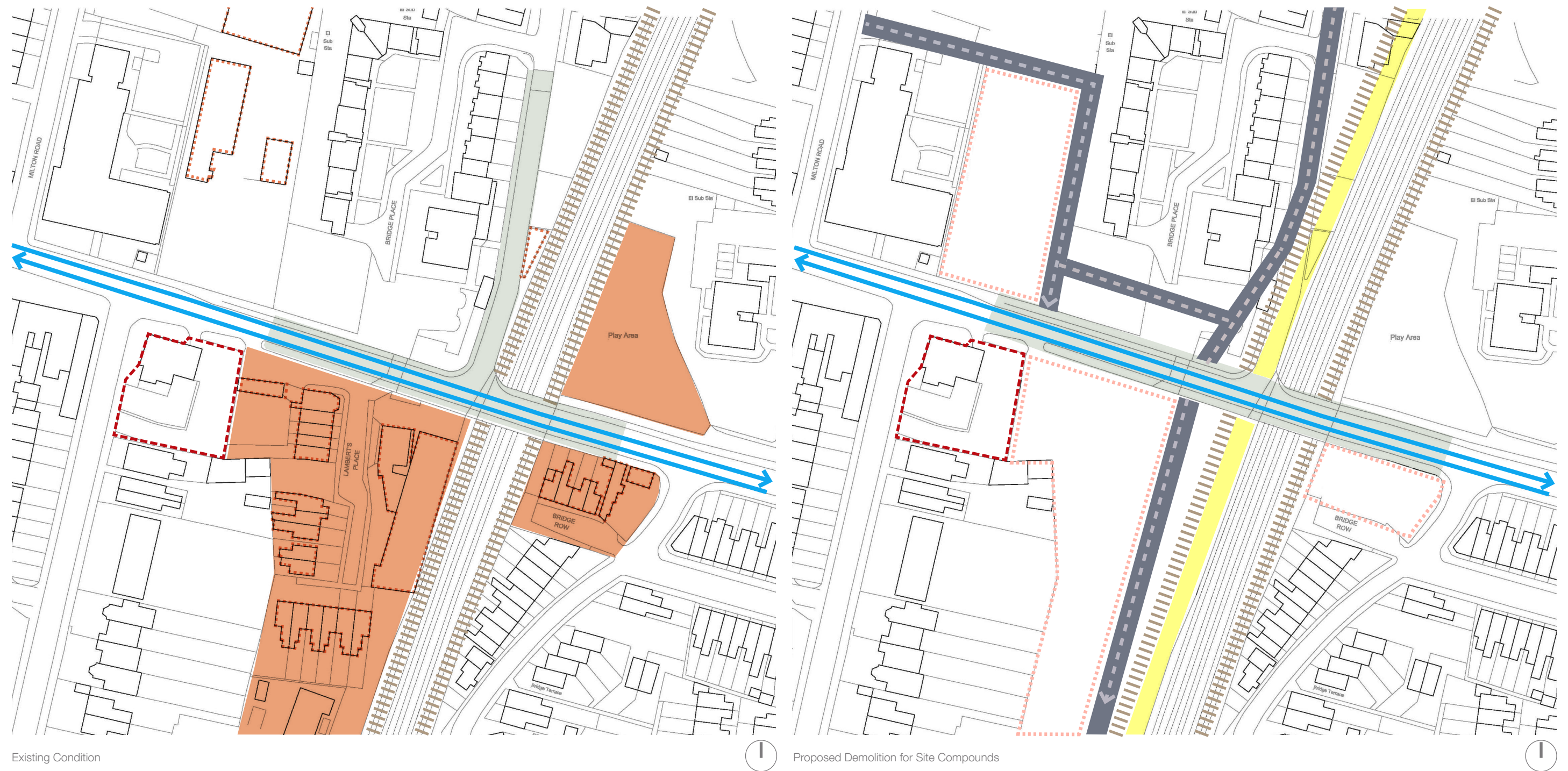
The images above were taken from a short video ‘Unbottling the Croydon Bottleneck’ produced by National Rail outlining the future changes to the railway infrastructure in the Croydon area. The Windmill Bridge, adjacent to the site on the east, is one of the key pieces of infrastructure which will undergo transformation to allow for faster and better train services.

“The Croydon area is the busiest, most congested and most complex part of the country’s rail network. The lack of capacity at East Croydon station and the complex series of junctions north of Croydon, delay trains across the Brighton Main Line and the wider network every time an incident occurs. One of the key areas of improvement is the Lower Addiscombe Road/

Windmill Bridge reconstruction. To provide more platforms at East Croydon station and allow the Selhurst triangle junctions to be remodelled, National Rail needs to expand the railway north of East Croydon from five to eight tracks. This can be achieved by rebuilding the bridge over the railway, increasing its span to provide space for three additional tracks.”

- Site Boundary
- Construction Site Compounds

03.14 Emerging Context: Windmill Bridge Reconstruction Impact



In order for the bridge remodelling to take place without disturbing the existing traffic, the new bridge will be built next to the existing one and would slide into place, once completed. This plan would require the establishment of significant site compounds, marked above in red. As evident, the areas to the south-west of the bridge will have to undergo

clearance and the existing one and two-storey residential and commercial buildings situated between the Windmill pub and the train tracks will be demolished. These future works give a new significance to the Site and the low-rise context to the east is no longer a major consideration.

- Site Boundary
- Windmill Bridge Extents
- St James's Road
- Proposed Site Compounds
- ... Proposed Demolition
- ||| Railway Lines
- Railway Line Extension Zone
- Proposed New Roads
- ... Vacant Plot

04.00

Strategic Context Analysis

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04.05 Increased Potential for Height	41

04.01 Development Potential along Railway Corridor



Aerial Diagram Showing Site Constraints

The site sits in direct proximity to the railway corridor connecting East Croydon Station to Central London. It forms part of a larger urban block spanning from the train station to St James' Road which is centrally located within Croydon and has a significant redevelopment potential. The Ruskin Square mixed-use development borders the urban block

to the south whilst Stonewest House (Site 196, 9-31 units) and site mark the corners to the north-east and north-west, respectively. The SMG Volkswagen Van Centre site, the SIG Roofing site (Site 199 109-313 units) and the National Rail Depot site provide further development opportunity within the urban block.

- 01. Network Rail Depot
 - 02. SIG Roofing Materials Yard
 - 03. SMG Van Centre
 - 04. Stonewest House, Lamberts Place
 - 05. Vacant Site, Gloucester Road
- Site
 - Development Opportunity Area
 - Development Opportunity Site
 - Railway Corridor

04.02 Development Potential along St James' Road



Aerial Diagram Showing Site Constraints

To the north of the site lies the Whelan & Grant Parking and Storage Yard, identified in the Croydon Local Plan 2018 for redevelopment as and 'Integrated Industrial Area'. The site currently provides a mix of housing accommodation and spaces for a range of light industrial uses. A number of vacant/under-used sites are located on the opposite side

of St James' Road in close proximity to the site (highlighted above). The future redevelopment of this area will significantly improve the character of St James' Road, fill the voids in the urban fabric, and create more active and pleasant street frontages.

- 01. Jewson Materials Yard
- 02. Stonewest House, Lamberts Place
- 03. Vacant Site, Gloucester Road
- 04. Whelan and Grant Parking and Storage Yard
- 05. Kwik Fit Site

- Site
- Key Road
- Development Opportunity Area
- Development Opportunity Site
- Railway Corridor

04.03 New Activity Introduced to Lansdowne Road



Aerial Diagram Showing Site Constraints

The redevelopment of the large urban block along the railway line will bring new activation to Lansdowne Road, becoming the main access point for the new developments. This will also reinforce the status of Lansdowne Road as the main route from St James' Road and the industrial areas to the north to East Croydon Train Station.

01. Network Rail Depot

02. SIG Roofing Materials Yard

03. SMG Van Centre

04. Stonewest House, Lamberts Place

05. Vacant Site, Gloucester Road
- Site

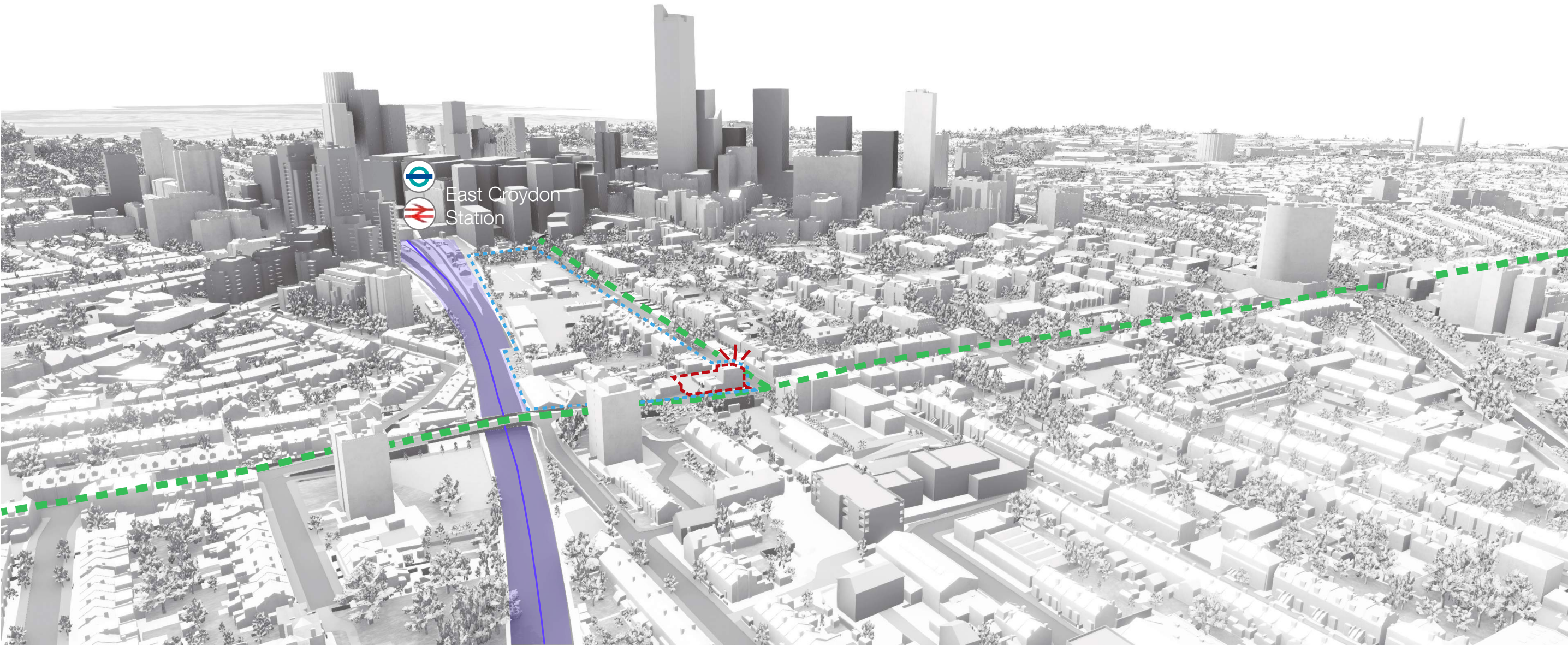
Key Road

Development Opportunity Area

Development Opportunity Site

Railway Corridor

04.04 Significant Junction Location



Aerial Diagram Showing Site Constraints

Given the extent of potential redevelopment in the area and the site's location on the junction of two key roads, a new building on the site has a role to play as a navigational marker. The site acts as a gateway to the north and sits on the corner of the identified urban block suggesting a taller element in the townscape could be appropriate.

- Site
- Key Road
- Development Opportunity Area
- Railway Corridor

04.05 Increased Potential for Height



Aerial Diagram Showing Site Constraints

The urban block next to the railway corridor has the potential to introduce higher density buildings without impacting the existing surroundings. The future redevelopment of those plots would allow for a height balance to be achieved on the two sides of the railway and would also fill the gap in scales between the town centre and the areas to the north.

St James' Road already has a number of existing taller buildings along its length. At its western end is the 20 storey residential Island Tower and the 11 storey Fitzroy Court office building. To the east are Bridge Place and Windmill Bridge House residential post-war buildings, both at 11 storeys. A taller element along St James' Road would therefore not be

out of place in either the existing or emerging context and could help to bring legibility as a navigational marker at what is a significant junction on the road.

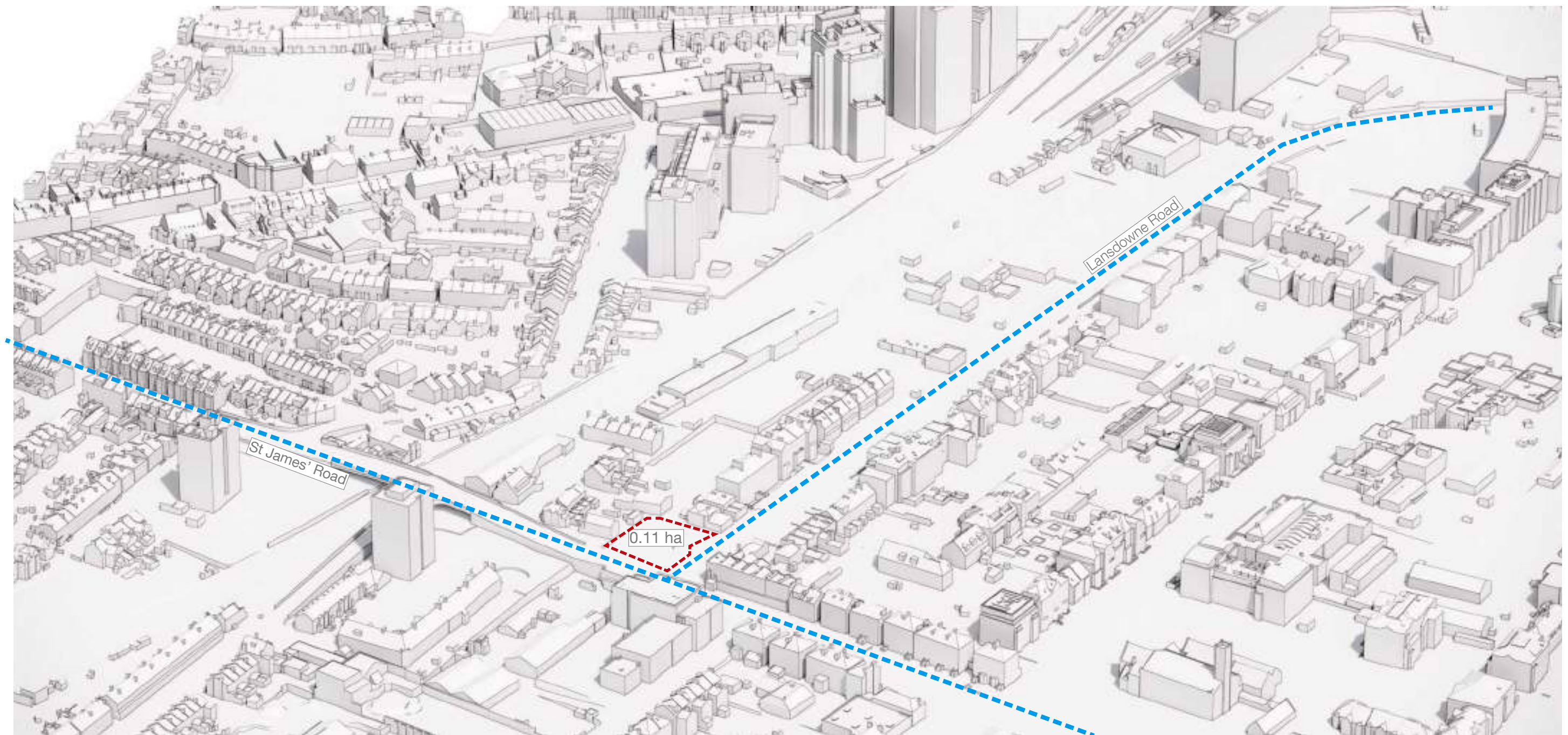
- Site
- Development Opportunity Area
- Nearby Tall Buildings
- Railway Corridor

05.00

Design Concept

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05.01 The Site

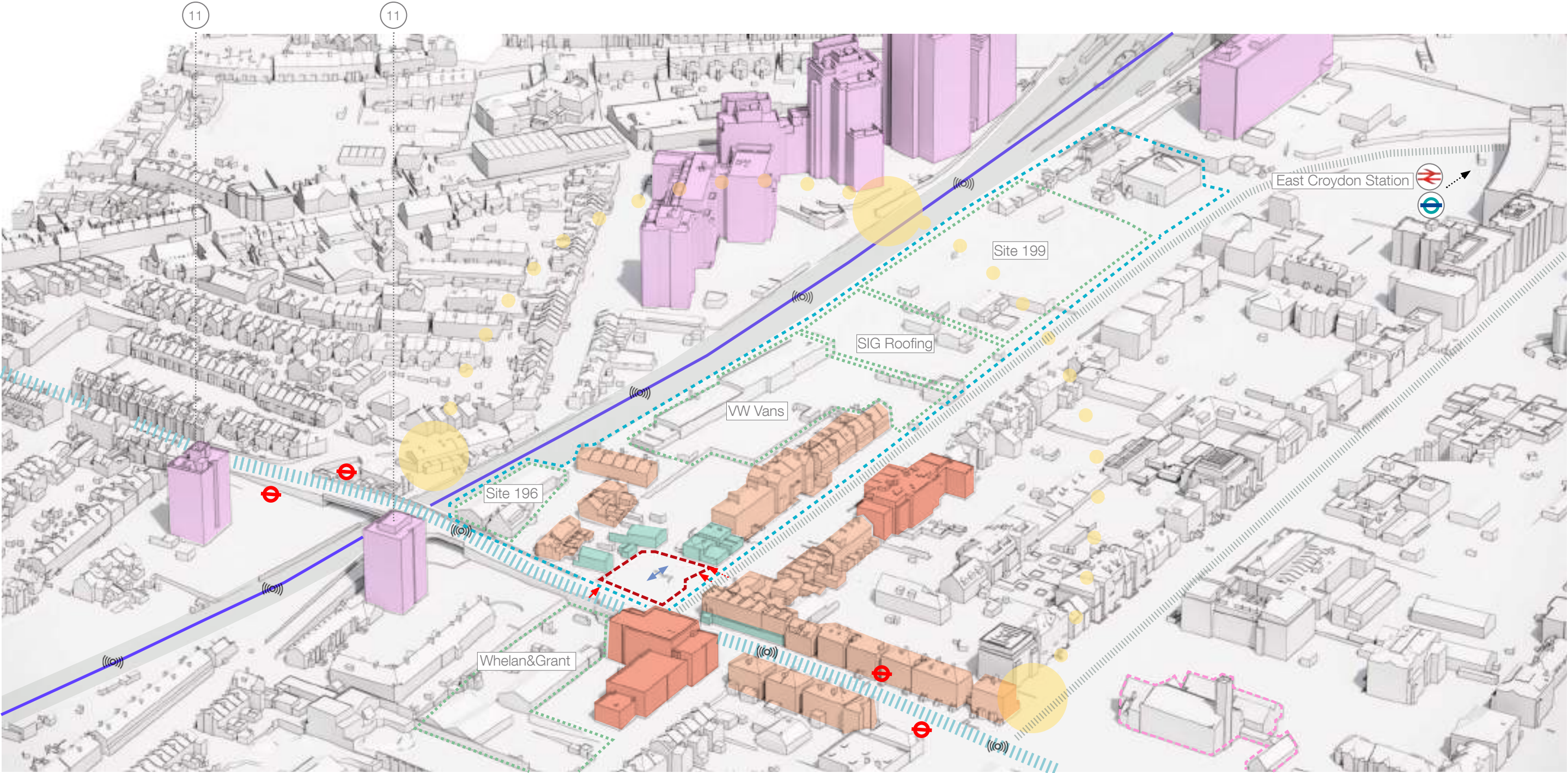


Aerial Diagram Showing Existing Location on a Key Road Junction and Site Area

The existing site, shown above, has an area of 0.11ha and comprises of a three-storey building previously used as a pub and now operating as a restaurant, an outdoor dining terrace and an extensive car park which can be accessed both off St James' Road and Lansdowne Road.

--- Site Boundary

05.02 Site Opportunities and Constraints



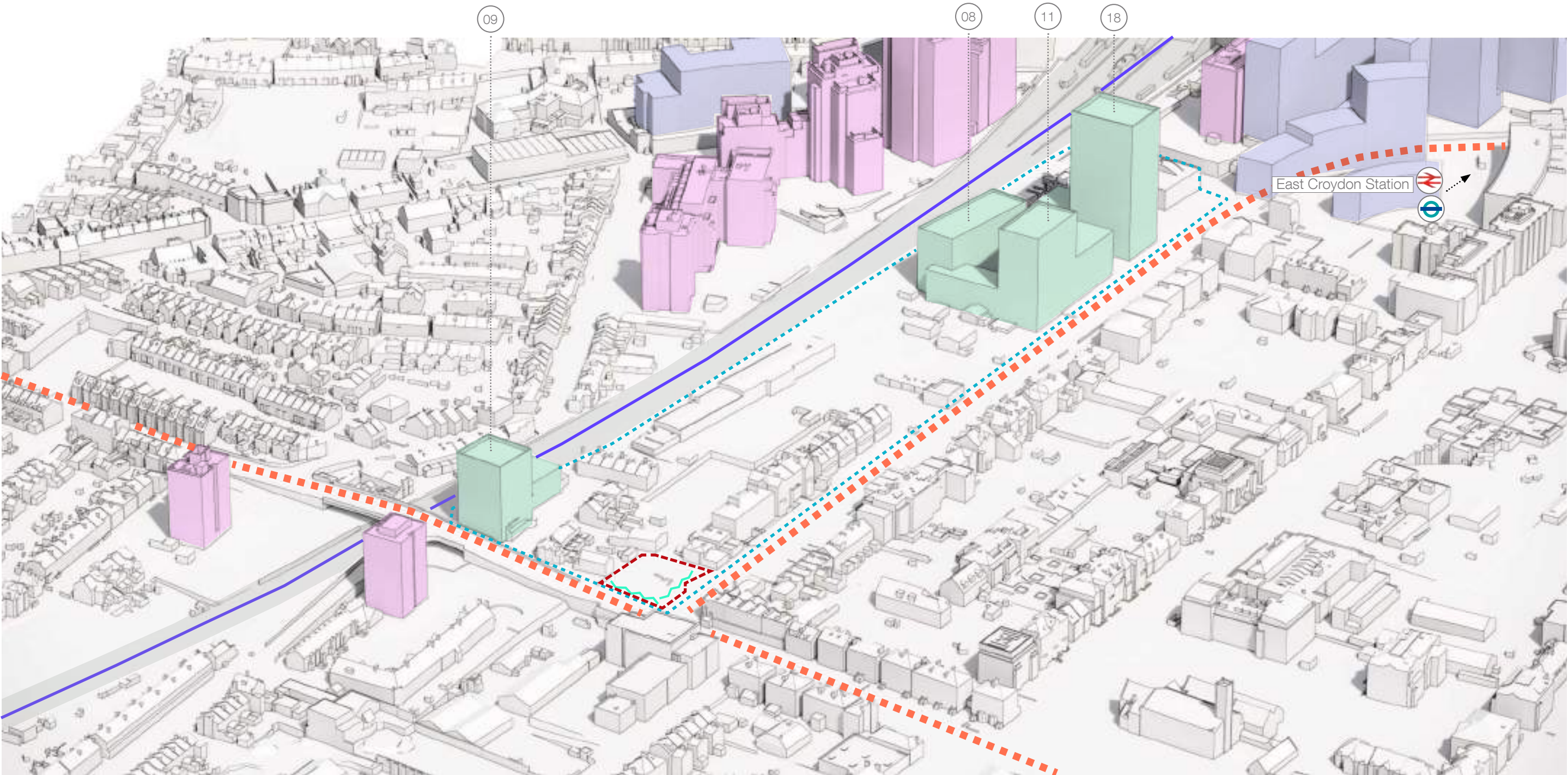
Aerial Diagram Showing Site Constraints

The site's immediate neighbours to the south and east are a combination of two-storey residential and office buildings. Lansdowne Road to the south is composed largely of 3 storey terraces at its northern end with 5 and 4 storey buildings on its western side and the extensive void of streetscape on its eastern side. St James' Road to the north is a busy

and heavily used route linking East and West Croydon. Its buildings are more disparate in scale, with a mix of 3 storey terraces as well as 5 storey care home diagonally opposite the site, with the taller post-war buildings to the east.

- Site Boundary
- Noise
- Sun Path
- Principal Building Orientation
- Existing Pedestrian Access
- Existing Vehicular Access
- Listed Buildings
- St James' Road
- Routes to Train Station
- Development Sites
- Wider Urban Block
- Railway Corridor
- Bus Stop
- Commercial/Office Uses
- Low-rise Residential
- Mid-rise Residential
- Tall Residential

05.03 Marking the Corner & Completing the Urban Block



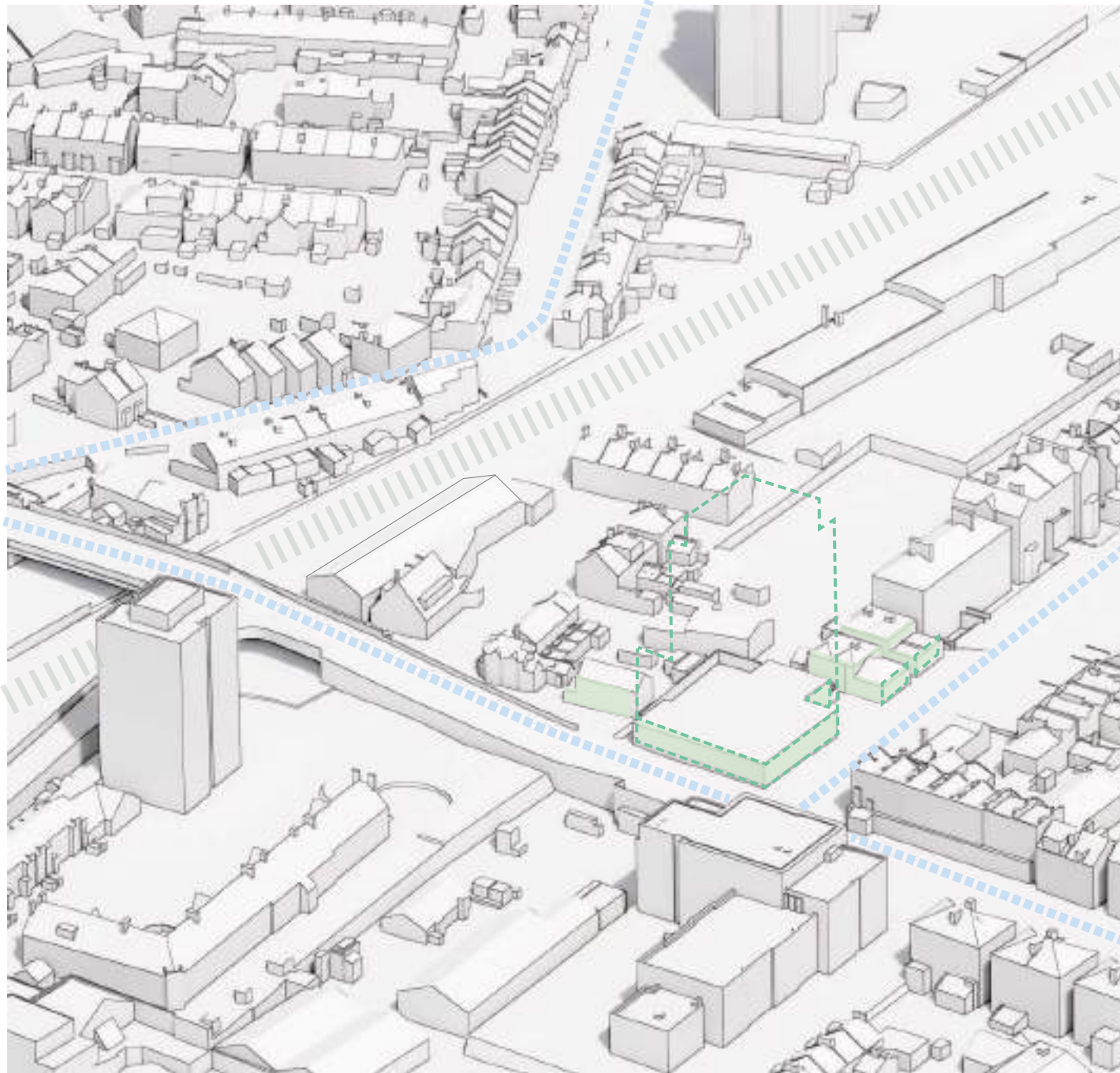
Aerial View Looking South East

The site is located on the junction of St James' Road, running roughly east/west, and Lansdowne Road, a main route to the East Croydon Train Station, thus, it has the potential to be a local landmark for the area. The image above highlights the existing tall buildings in the area, as well as the consented upcoming phases of the Ruskin Square and Cherry Orchard

developments. We have also shown in green our interpretation of the massing for Site 199 (National Rail Depot) at 313 units and Site 196 (Stonewest House) at 31 units, in line with the Croydon Local Plan 2018 designations. This emerging context highlights the appropriateness and potential of the site to become a cornerstone to the urban block.

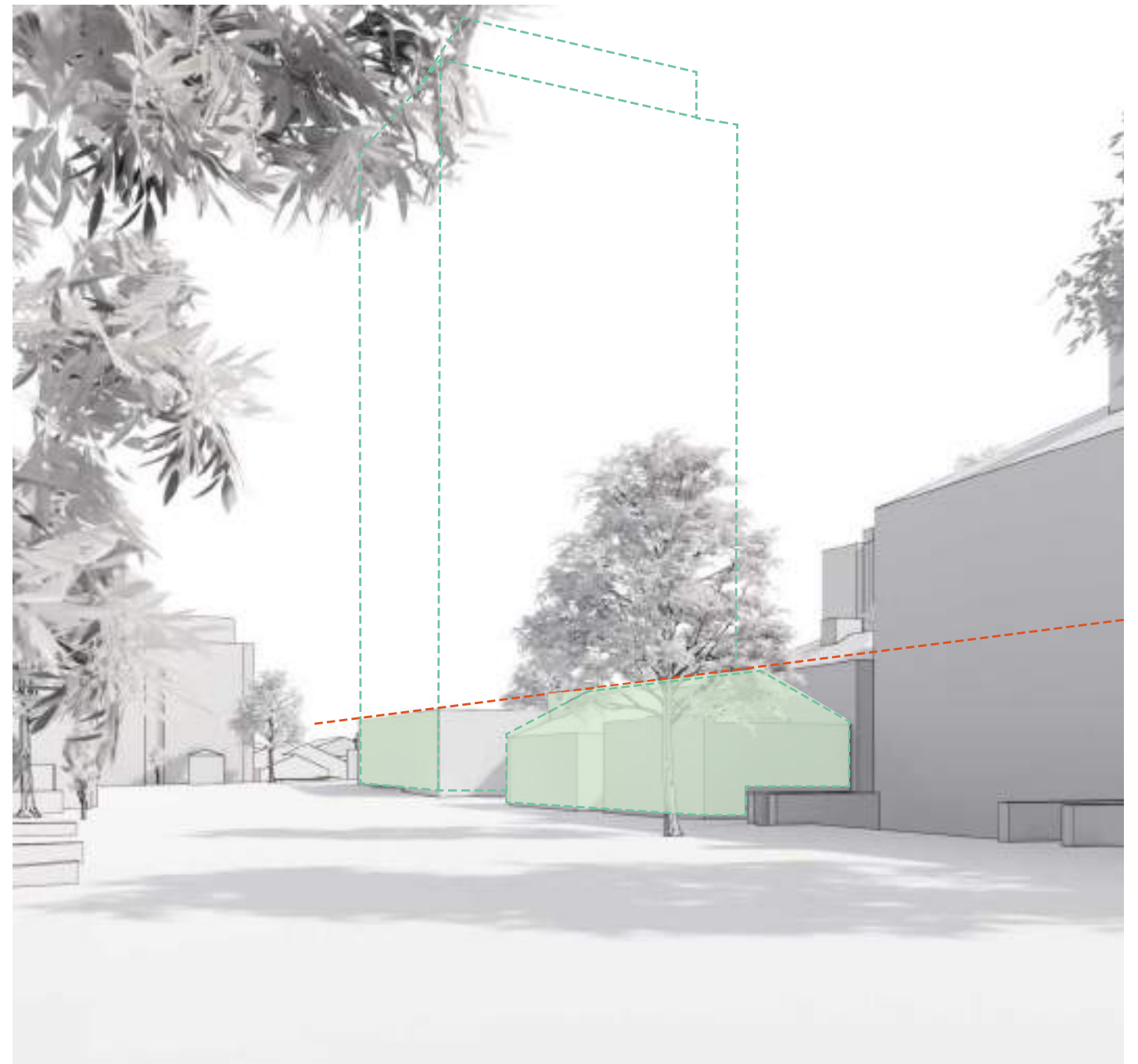
- Site Boundary
- Key Roads
- Active Frontage
- Existing Tall Buildings
- Consented Tall Buildings
- Sites 196 and Site 199 Illustrative Massing

05.04 Stepping Down to Lansdowne Road



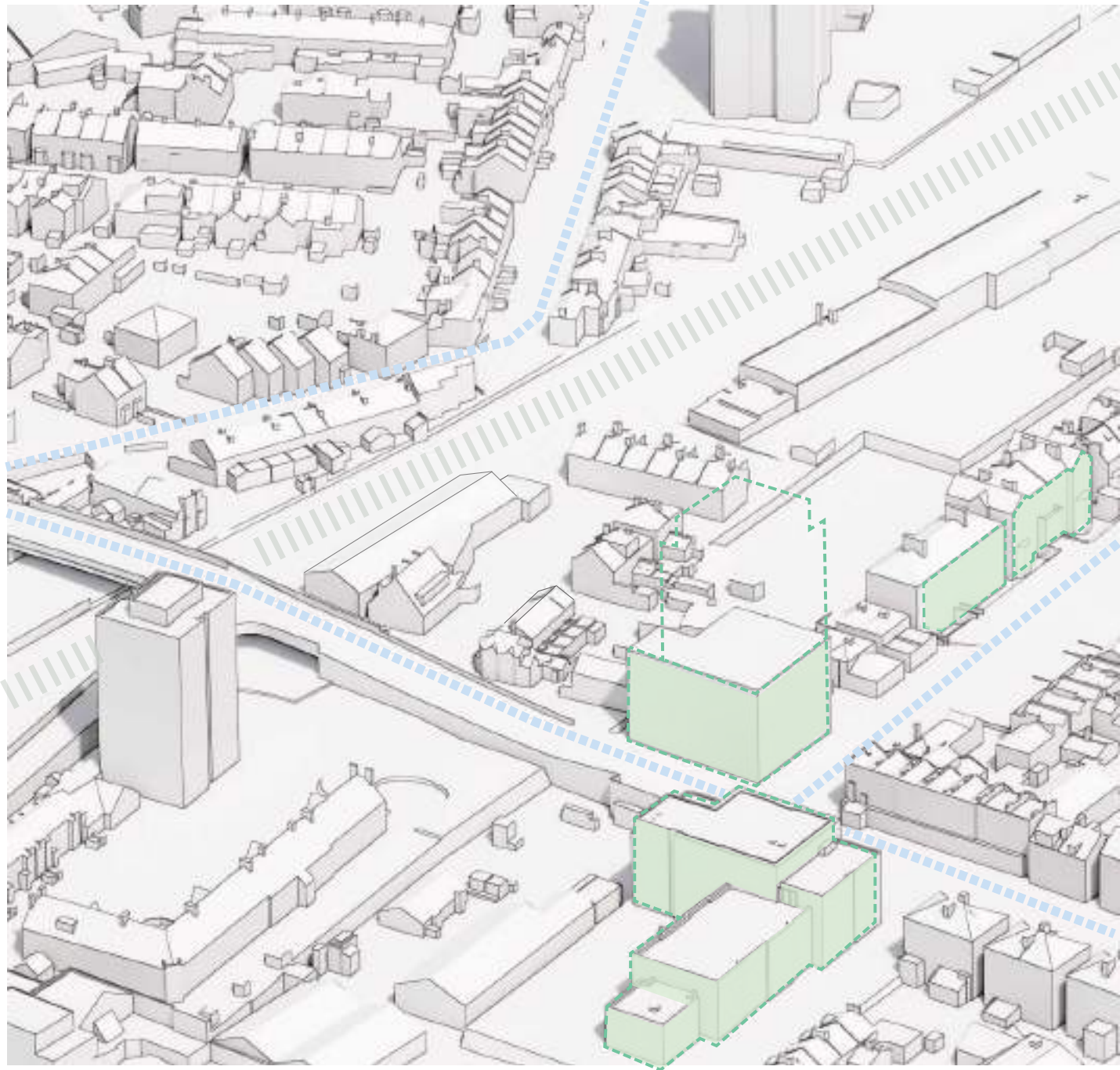
Aerial View Looking South East

In addition to its strategic townscape role, the massing also seeks to respond to its neighbouring context. Whilst the height is placed on the junction of Lansdowne Road and St James' Road, the mass is proposed to set down and set back to respond to its next-door neighbours, with the intent to register the same alignment at ground level.



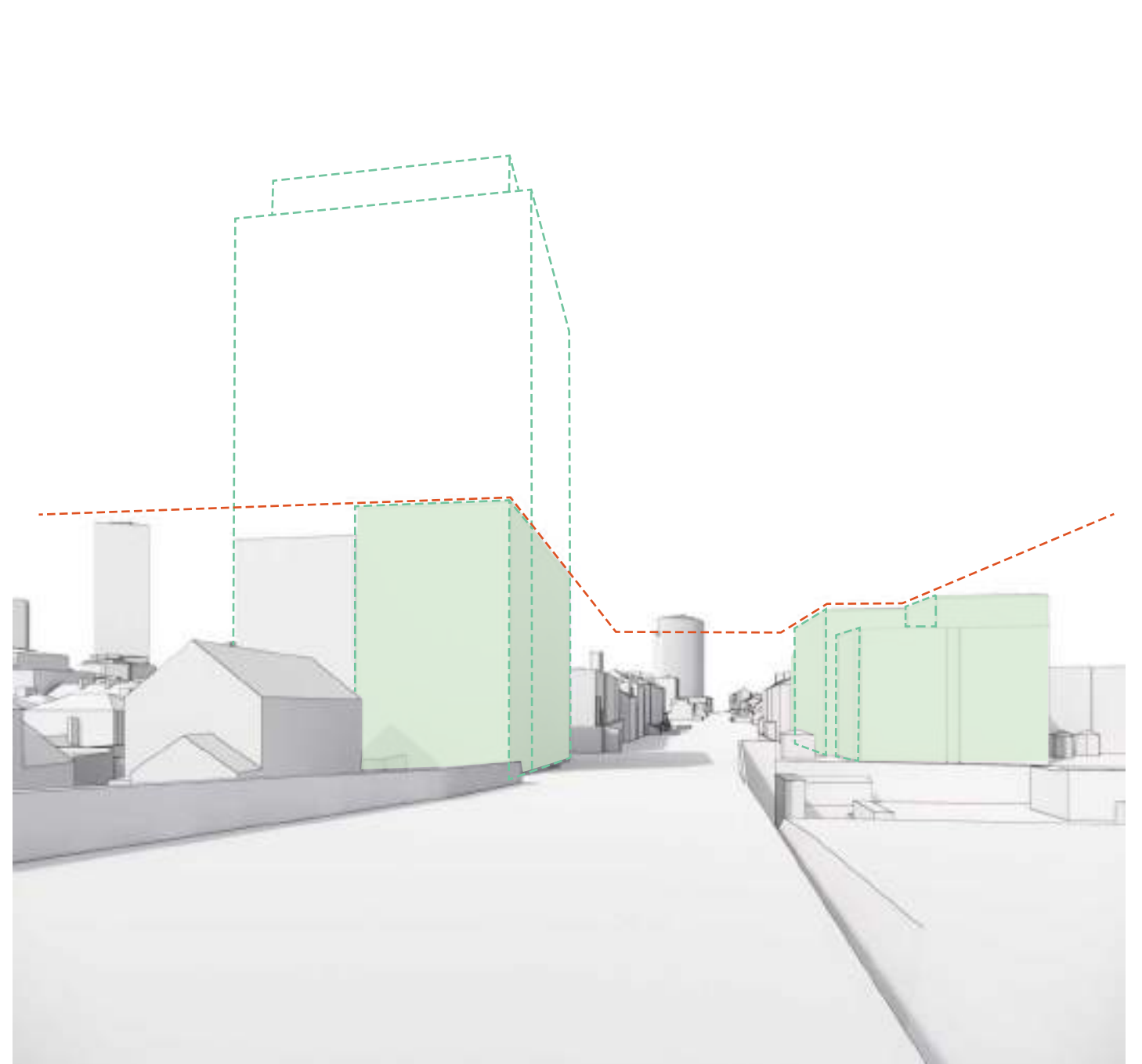
View Looking North on Lansdowne Road

05.05 Relating to St James' Road Scale



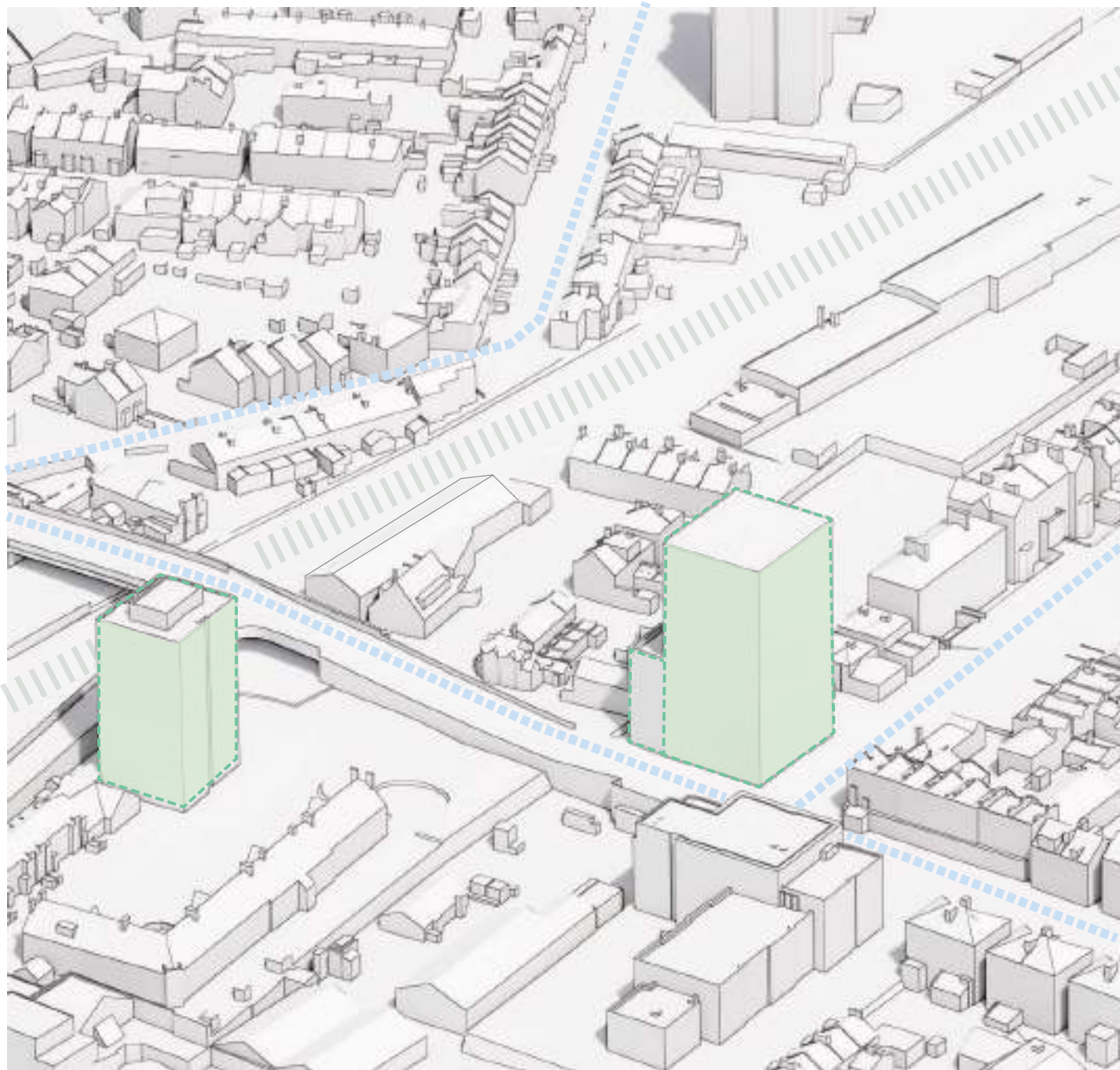
Aerial View Looking South East

A further stepping in the mass of the building is introduced to the west along St James' Road. The 5 storey element relates to the mid-rise buildings of the surrounding context, like the nursing home situated across the road and the Georgian terraced townhouses located further south on Lansdowne Road.

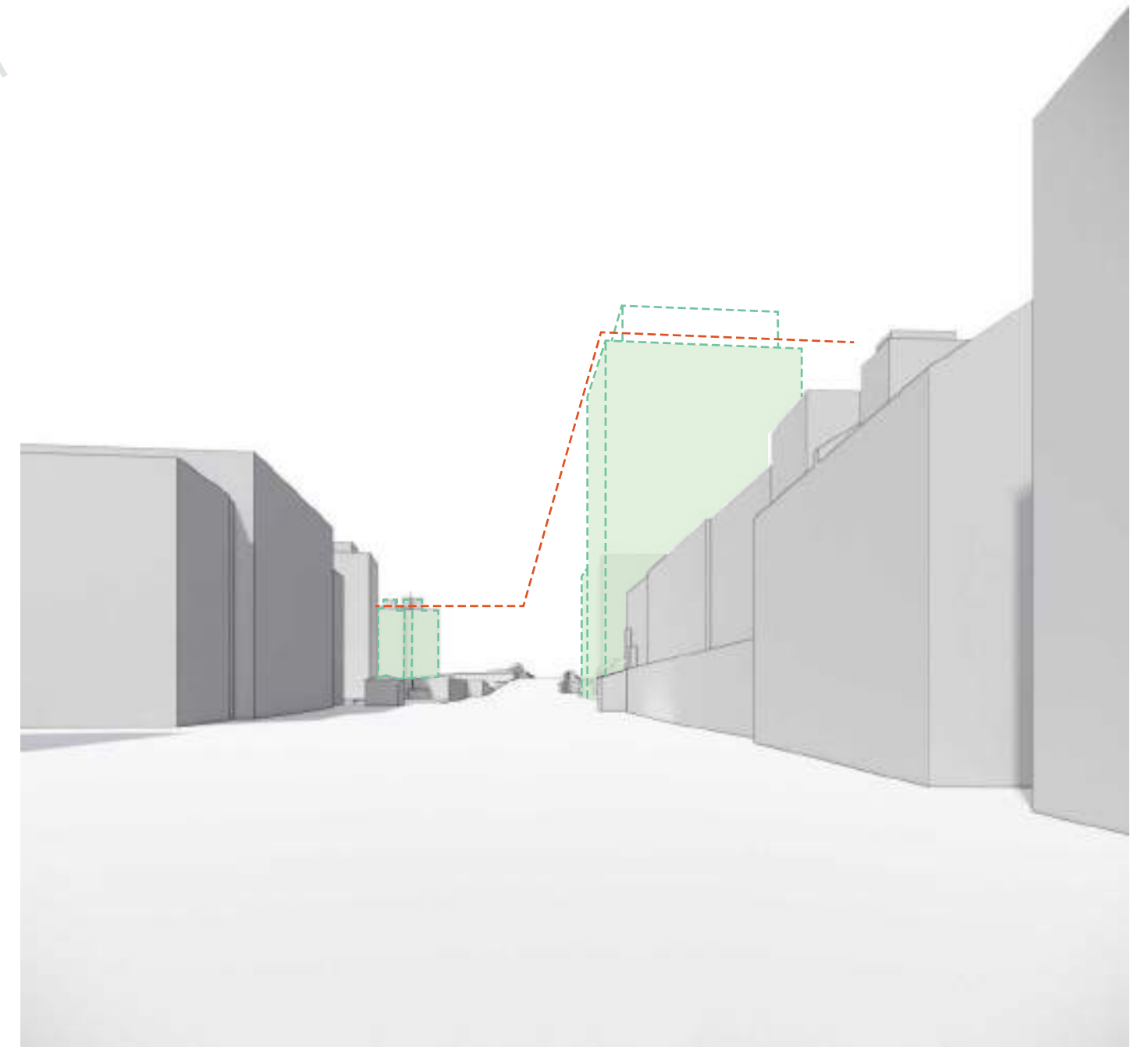


View Looking West on St James' Road

05.06 Forming a Navigational Marker & Responding to Taller Context



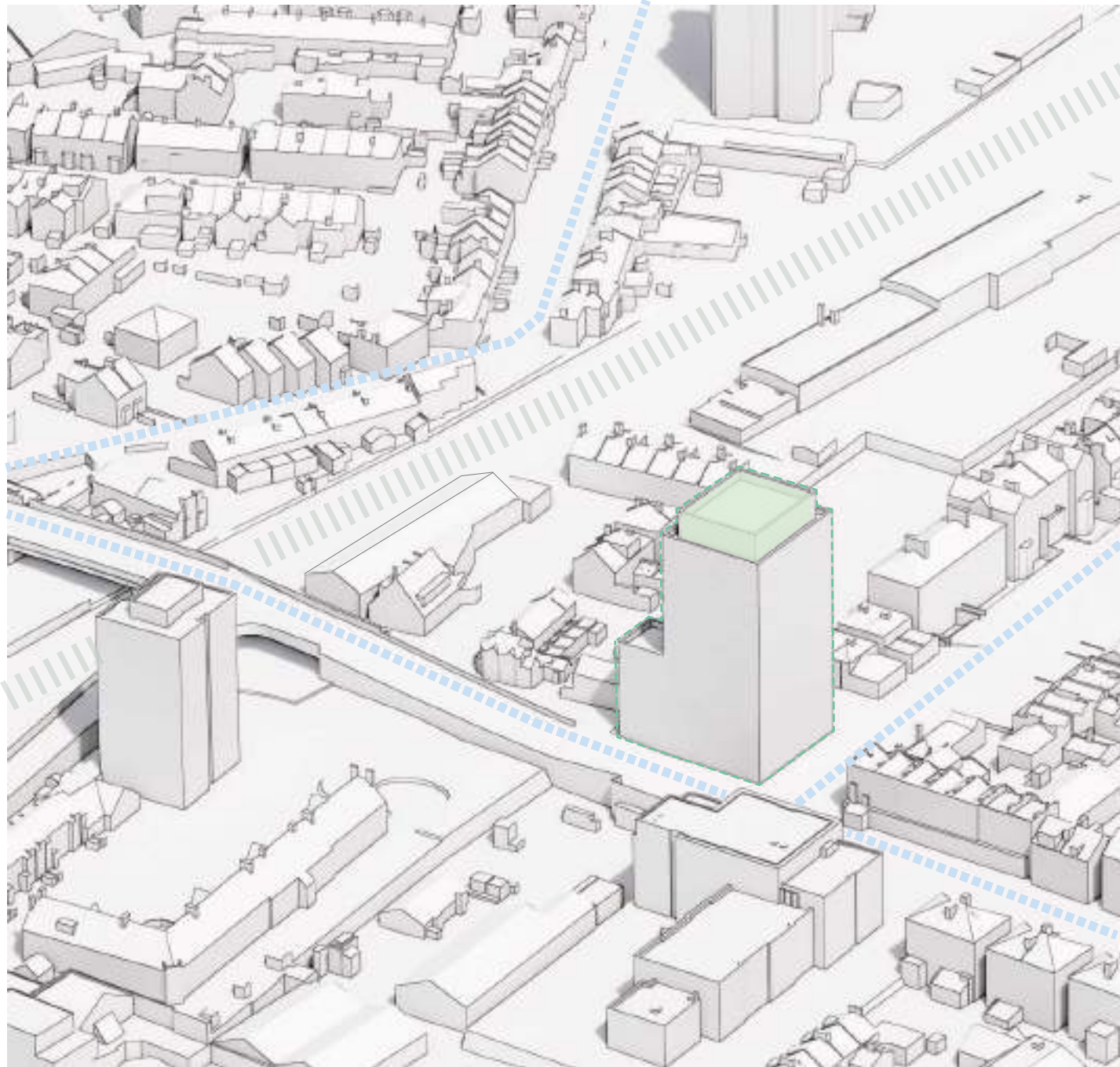
Aerial View Looking South East



View Looking West on St James' Road

The main volume of the taller element references the scale of Bridge Place and the other taller buildings in the surrounding local context, trying to create a prominent street presence without being overbearing or out of scale.

05.07 Forming a Crown



Aerial View Looking South East

The top floor of the building is set-back to subtly crown the building and to articulate the skyline. The view shows the potential for the proposed massing to act as a navigational marker along St James' Road to register the junction with Lansdowne Road and the route to the train station.



View Looking West on St James' Road

06.00

Design Proposal

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06.01 Aerial View from North West



Aerial View of Proposed Scheme (14+1 Storeys) Looking South East

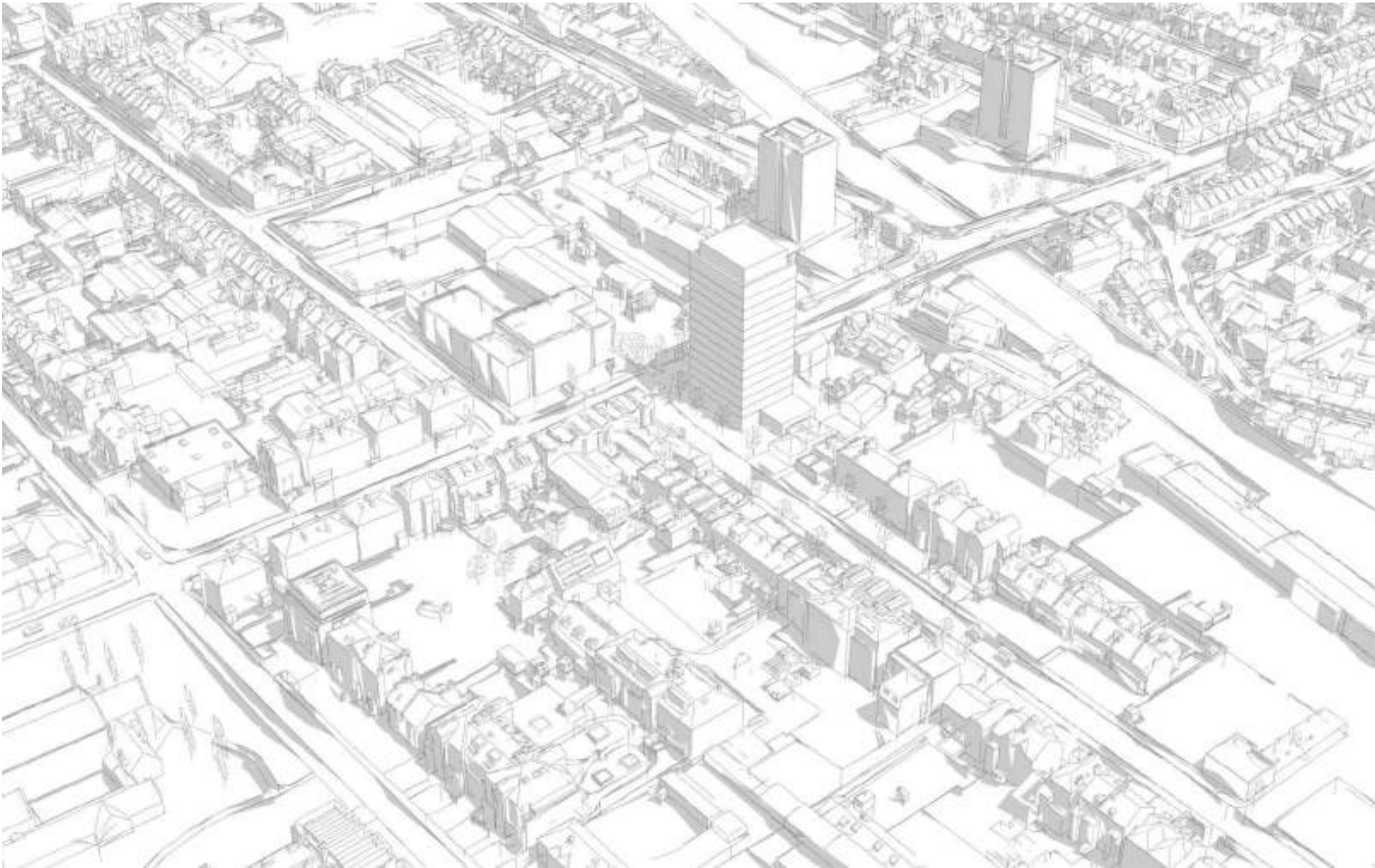
The aerial view from north west shows the proposal acting as a navigational marker. Its massing and scale relate to the neighbouring mid-rise context, as well as the taller post-war buildings immediately to the east.



Key Plan

--- Site Boundary

06.02 Aerial View from South West



Aerial View of Proposed Scheme (14+1 Storeys) Looking North East

Whilst the height of the proposal is located on the junction of Lansdowne Road and St James’ Road, the mass sets down and sets back responding to the scale of the two-storeys neighbouring buildings directly to the south and aligning its frontage to the existing facades on of Lansdowne Road.



Key Plan

--- Site Boundary

06.03 Aerial View from South East



Aerial View of Proposed Scheme (14+1) Looking North West

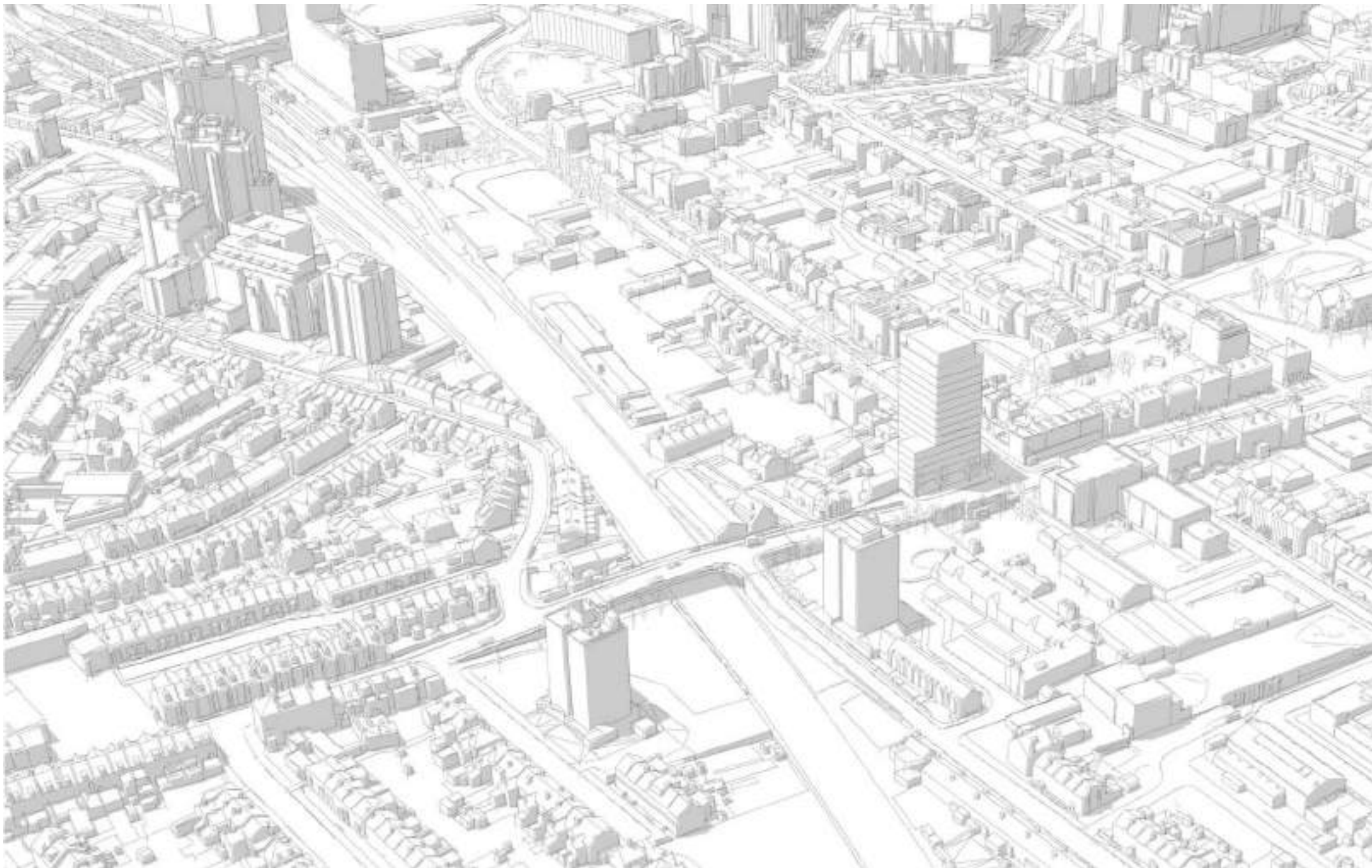
The proposal has the potential of being a local gateway to the East Croydon Train Station, also marking the Windmill Bridge and the northern edge of the town centre. The 5 storey element within the proposal relates to the mid-rise buildings of the surrounding context, like the nursing home across the road and the Georgian terraced townhouses further south.



Key Plan

--- Site Boundary

06.04 Aerial View from North East



Aerial View of Proposed Scheme (14+1) Looking South West

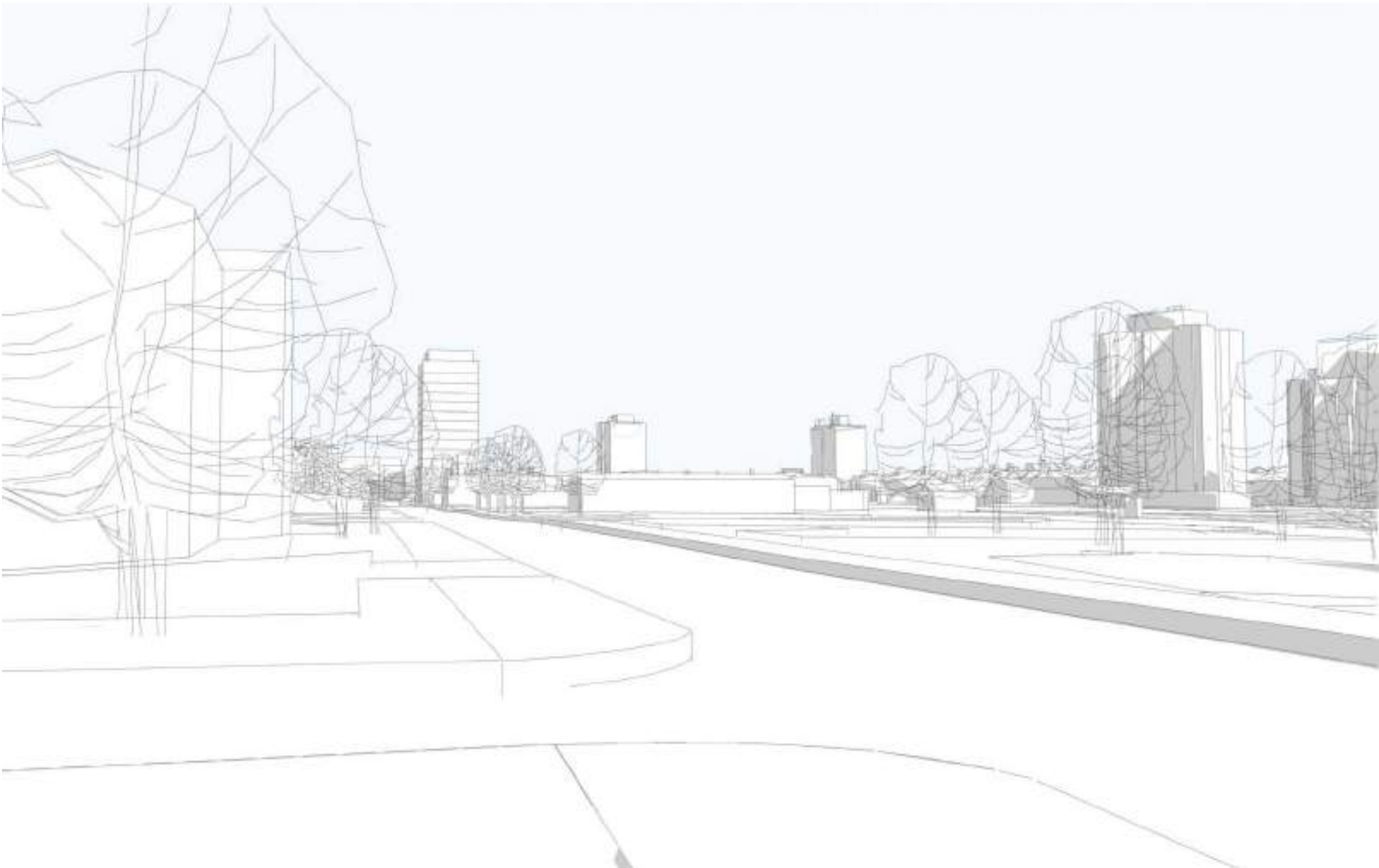
The image above shows the proposal in the context of the existing urban block spanning between St James’ Road and the Ruskin Square development. It highlights the potential of the under-used plots and the significance that the site could play, as part of this substantial redevelopment.



Key Plan

--- Site Boundary

06.05 Street View Looking North on Lansdowne Road



Street View Looking North on Lansdowne Road

The above view looking north on Lansdowne Road emphasises the existing tall buildings located in the close proximity to the site and the opportunity for a significant massing to respond in a complementary way to its surroundings. Lansdowne Road acts as an access route to a number of diverse uses like warehouses, large-scale retailers, and family homes; as shown

in the image above, in the current state, Lansdowne Road lacks a strong identity, therefore, any potential development of this area should address it, increasing street presence and active frontages, creating a more vibrant environment.



Key Plan

--- Site Boundary

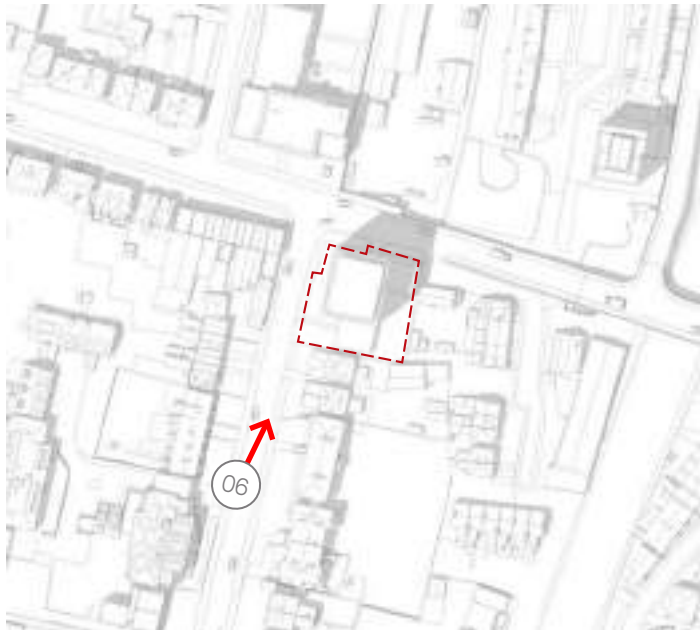
06.06 Street View Looking North on Lansdowne Road



Street View Looking North on Lansdowne Road

Approaching the junction of Lansdowne Road and St James' Road, the street character is prevalently residential with terraced houses fronting onto both sides of the road. The proposal seeks to respond both to its strategic townscape role and to its neighbouring context. As shown in the image above, the height is clearly placed in the junction between

the main roads, but the proposed mass also sets down and sets back to respond to the scale and line of its next-door neighbours.



Key Plan

--- Site Boundary

06.07 Street View Looking West on St James' Road



Street View Looking West on St James' Road

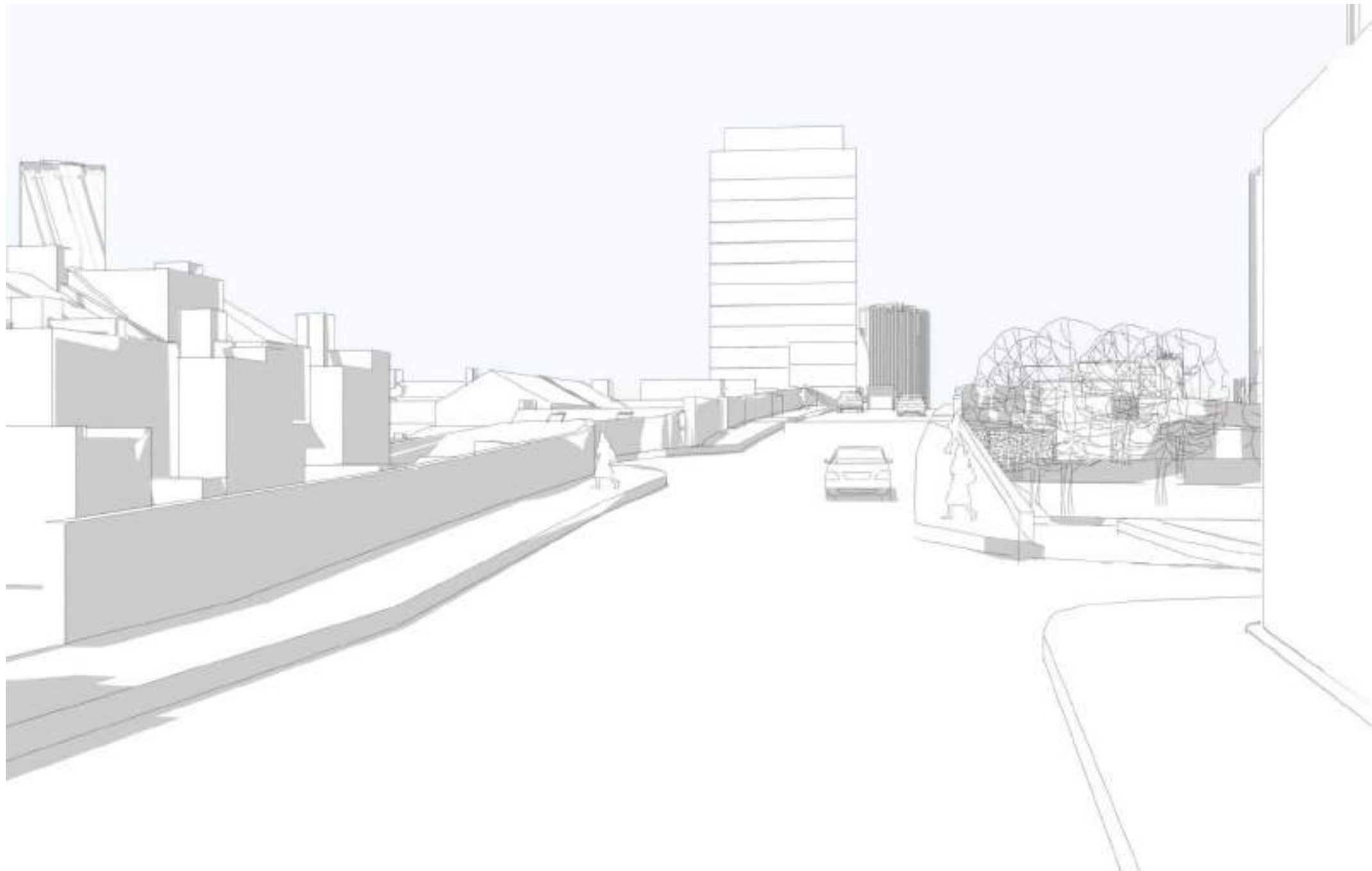
Moving further east, the proposal maintains its prominence marking the location of the railway corridor. Island Tower is also visible in the background with the two buildings complementing each other in terms of scale and visual composition.



Key Plan

--- Site Boundary

06.08 Street View Looking West on St James' Road



Street View Looking West on St James' Road

Looking west on St James' Road from the other side of the Windmill Bridge, the proposal is balanced by the post-war blocks to the north, Island Tower further west, and Saffron Square to the south, creating an interesting composition of tall buildings along St. James' Road.



Key Plan

--- Site Boundary

06.09 Street View Looking East on St James' Road



Street View Looking North on Lansdowne Road

This street view shows the proposal in relation with Island Tower located further west on St James' Road. The proposed massing establishes a dialogue with Island Tower creating an interesting sequence of tall buildings along St James' Road.



Key Plan

--- Site Boundary

06.10 Street View Looking East on St James' Road



Street View Looking East on St James' Road

Moving further east, the proposal acts as a navigational marker and a gateway between the suburban industrial areas to the north of St James' Road and the Croydon Metropolitan Town Centre to the south. In this particular view, the building starts to have a clear identity along St. James' Road.



Key Plan

--- Site Boundary

06.11 Street View Looking East on St James' Road



Street View Looking East on St James' Road

Moving closer to the site, the proposal becomes fully visible and its prominence as a navigational marker to the urban block is evident. The top floor of the building is set-back to subtly crown the building and to articulate the skyline.



Key Plan

--- Site Boundary

06.12 Detailed View Looking East on St James' Road



Detailed View Looking East on St James' Road

The image above shows an indicative facade for the proposed massing including a rigorous grid of openings and recessed balconies within a simple brick facade. Those are just some of the architectural features which can be used to create an elegant, slender, and attractive corner building. Although taller than its immediate context, the proposal complements

its surroundings and its scale is not foreign to St James' Road. The building forms a gateway to the East Croydon Train Station and marks the bridge over the railway.



Key Plan

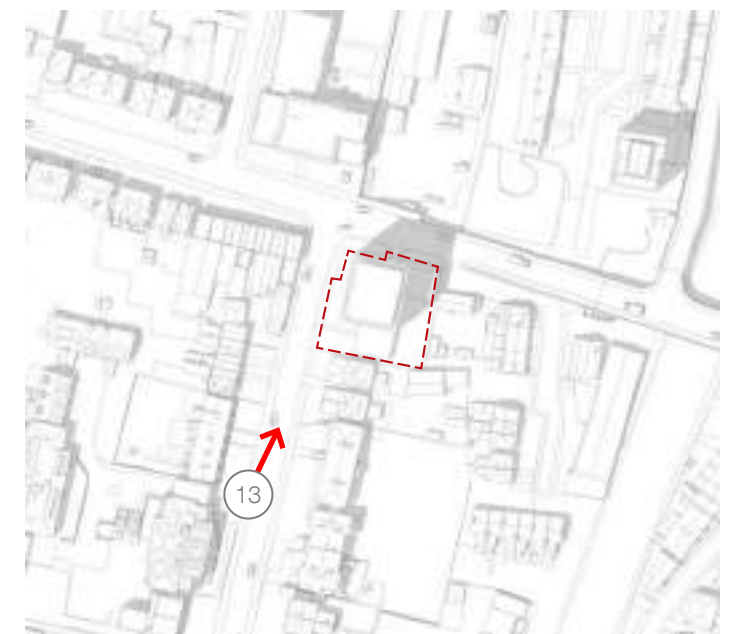
--- Site Boundary

06.13 Detailed View Looking North on Lansdowne Road



Detailed View Looking North on Lansdowne Road

Again, this image shows an indicative facade for the proposed massing. Although taller than its immediate context, the proposal complements its surroundings and its scale is not foreign to St James' or Lansdowne Road. The building forms a gateway to East Croydon Train Station at the south end of the Road and marks the bridge over the railway to the north.



Key Plan

--- Site Boundary

06.14 Architectural Palette & Intent



The building will use the simple but powerful language of a well-proportioned grid. Variety in the facade will be achieved through layering, the introduction of recesses and a play of light and shadow. A special consideration will be given to the ground floor entrances and the top floor 'crown' which will both be special moments within the regular grid.

06.15 Public Realm



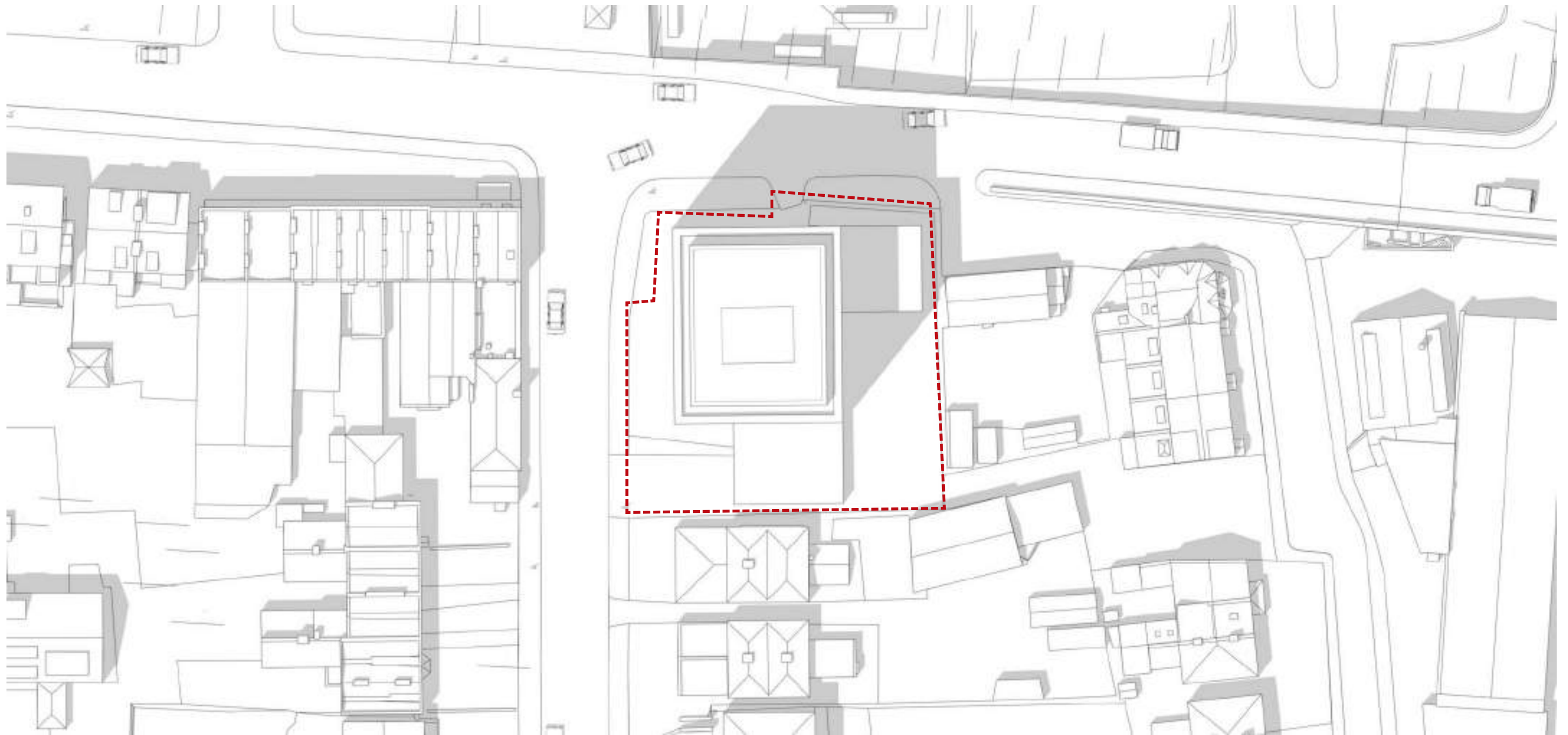
The proposal will aim to deliver high quality public realm both along St James' Road and Lansdowne Road. Maintaining a sufficiently wide pavements will allow the planting of new trees and low plants, as well as the introduction of some street furniture and external feature lighting.

07.00

Layout and Amount

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07.01 Proposed Site Plan



Proposed Plan at 1:500 at A3

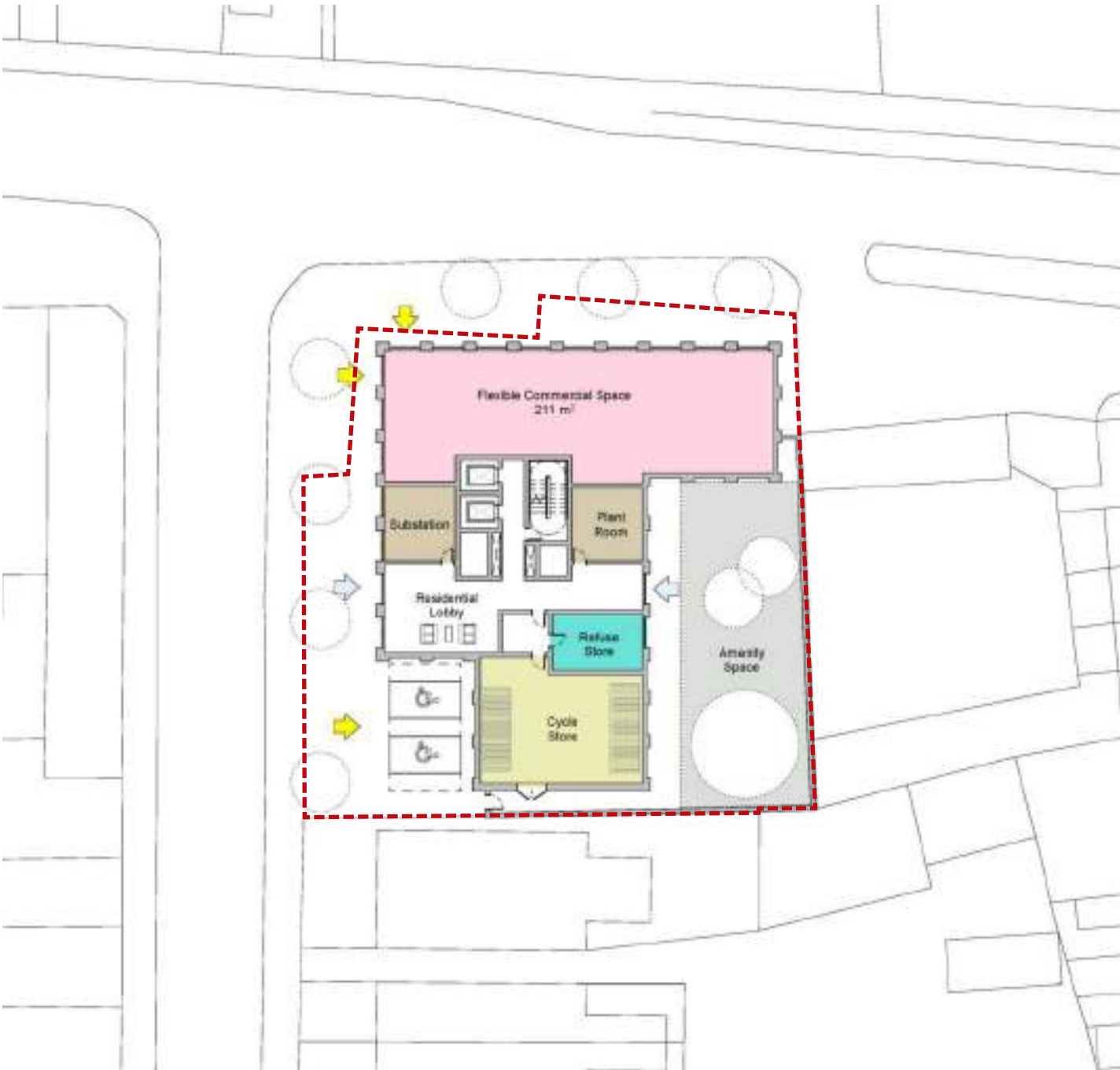
0 20m



--- Site Boundary

The site plan above shows the relationship of the proposal to its immediate neighbours. The L-shaped building creates continuous and active frontage both along St James' Road and Lansdowne Road and allows for a sheltered and secure courtyard at the back of the site to be used as external residential amenity space.

07.02 Proposed Ground Floor Plan & Typical Lower Level Plan



Proposed Ground Floor Plan at 1:400 at A3

A flexible commercial unit occupies and activates the main street frontage onto St James’ Road and creates an attractive street corner. The residential entrance and the associated ancillary spaces are located to the west and accessed from Lansdowne Road, respecting and maintaining its quieter residential character. From the main residential lobby there

is further access to the cycle and refuse stores. As indicated above, the larger homes are located on the lower levels of the building which are occupied by two 2B4P flats, one 3B5P flat and one 1B2P flat. Each apartment features a recessed and sheltered corner balcony.

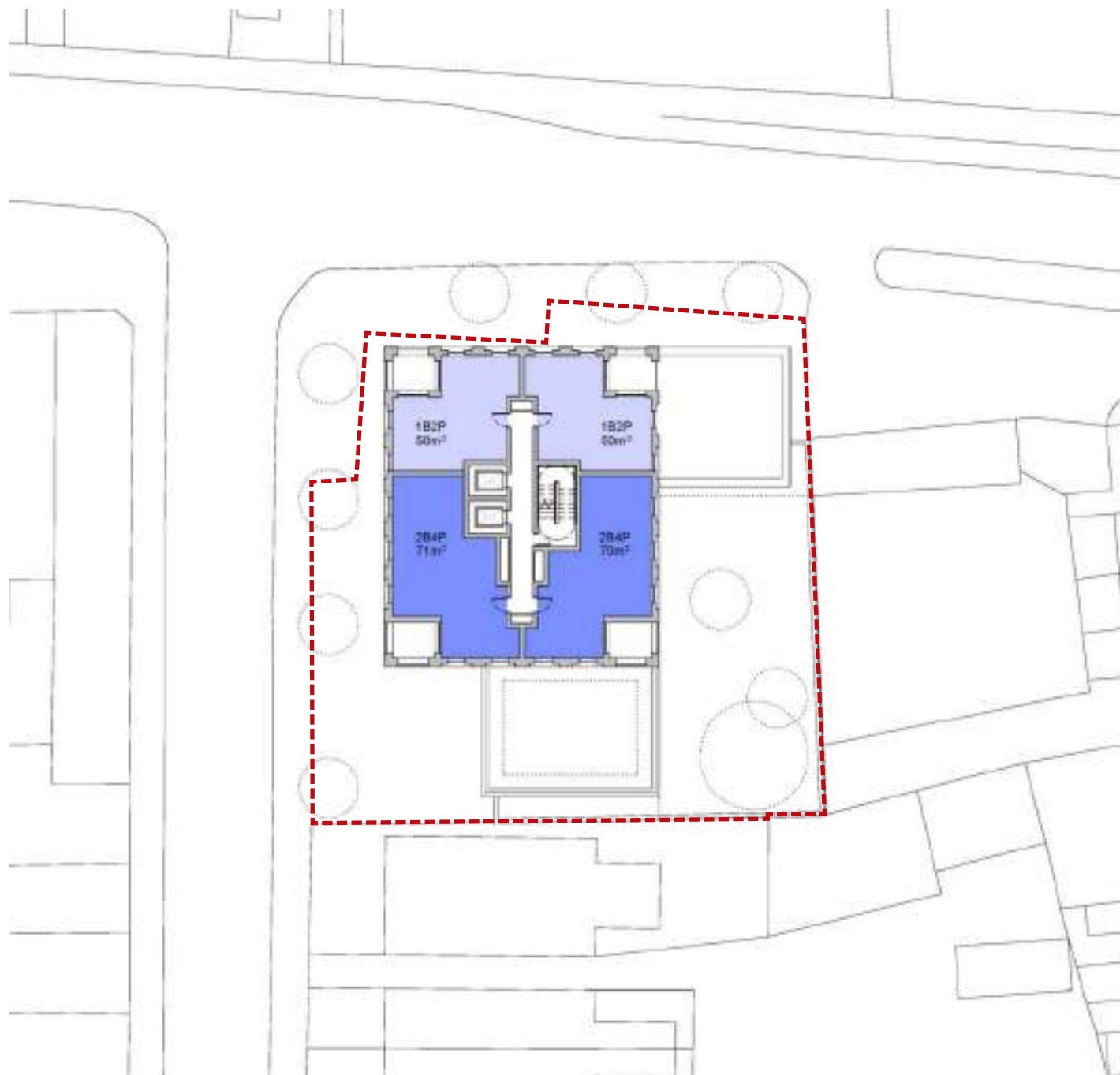


Proposed Typical Lower Floor Plan at 1:400 at A3

- Site Boundary
 Cycle Store
 Refuse Store
 Flexible Commercial Space
 Plant

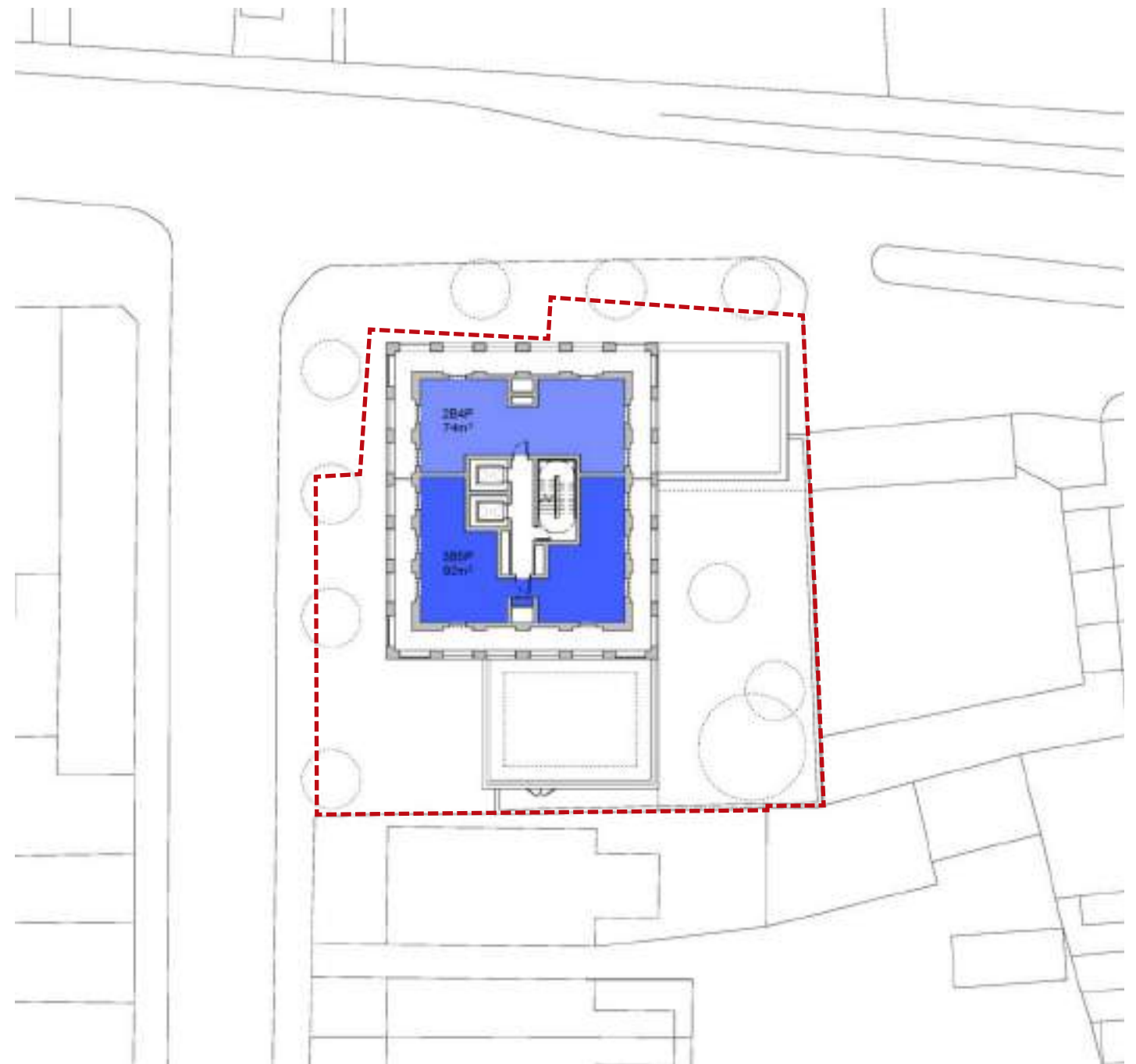
1B2P Flat
 2B4P Flat
 3B5P Flat

07.03 Proposed Typical Upper Floor Plan & Top Floor Plan



Proposed Typical Upper Floor Plan at 1:400 at A3

The typical upper floor plan of the building is divided into two equally sized 2B4P flats and two equally sized 1B2P flats, all with corner recessed balconies. The top floor plan comprises of two larger apartments, each benefiting from a proportionate share of the roof terrace, formed as a result of the building setting back to articulate a 'crown'.

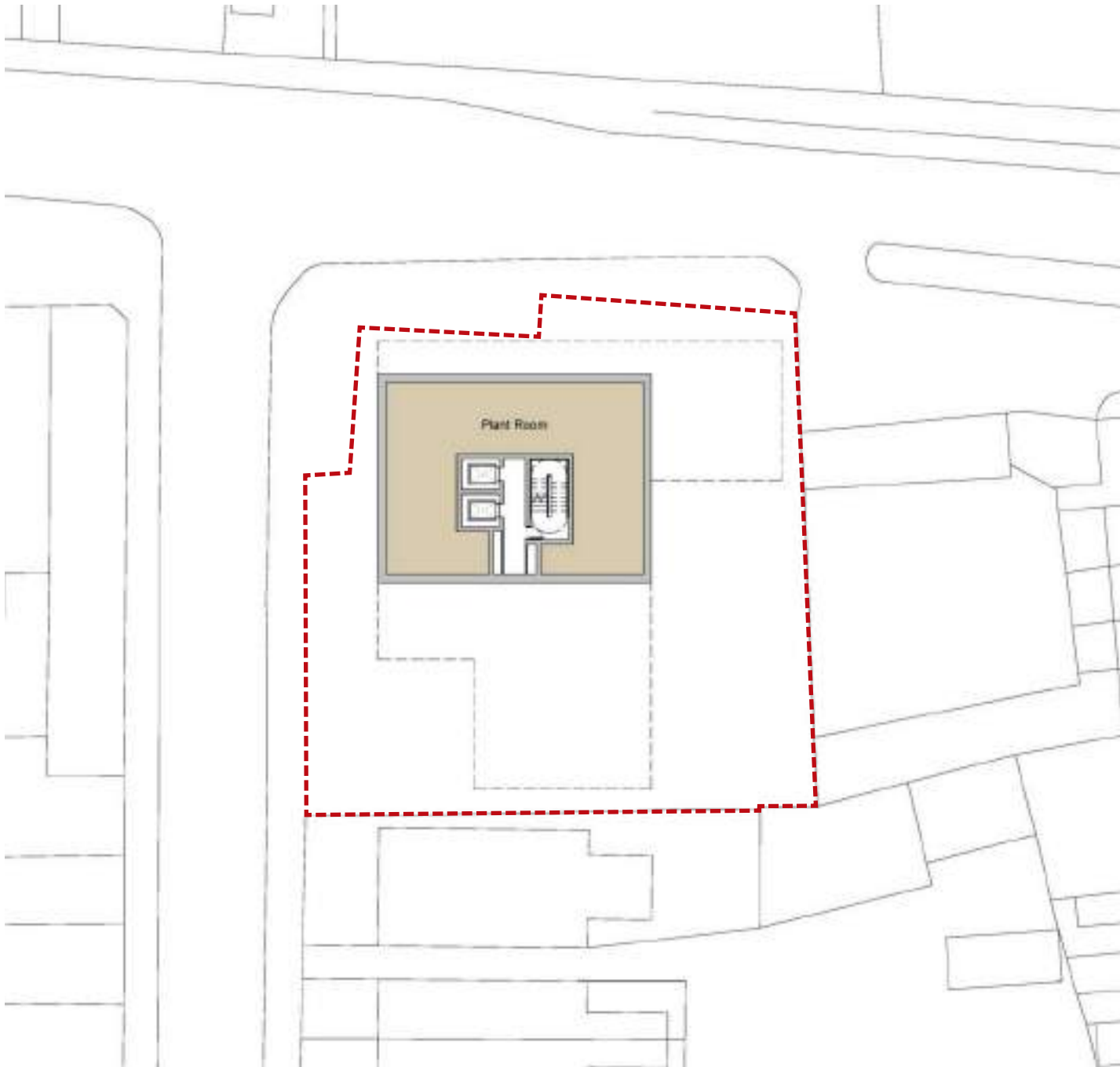


Proposed Top Floor Plan at 1:400 at A3



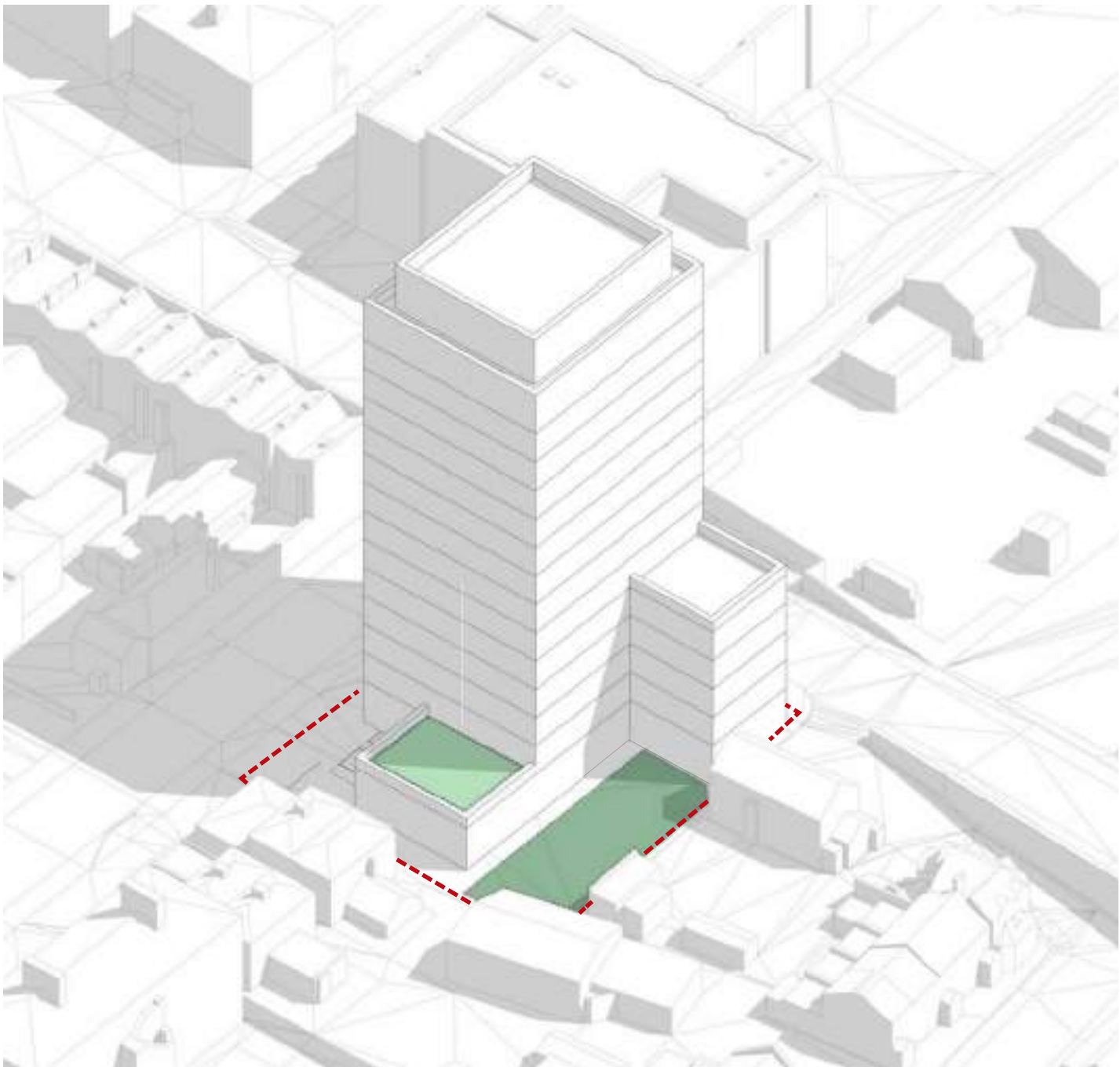
- Site Boundary
- Cycle Store
- Refuse Store
- Flexible Commercial Space
- Plant
- 1B2P Flat
- 2B4P Flat
- 3B5P Flat

07.04 Basement Plan & Amenity Space



Proposed Basement Floor Plan at 1:400 at A3

A basement area is proposed to accommodate the building’s main plant room. External amenity and playspace is proposed on the ground level in the south-east corner of the site and is accessible directly from the residential lobby. A further landscaped roof terrace is located on first floor level to the south, as shown in the diagram above.



Amenity Space Diagram

- Site Boundary

Cycle Store

Refuse Store

Flexible Commercial Space

Plant
- 1B2P Flat

2B4P Flat

3B5P Flat

Ground Floor Amenity Space

First Floor Amenity Spaca

07.05 Scheme Overview



Street View Looking North on Lansdowne Road



Key Plan



Residential Accommodation

54 apartments in a range of 1bed (41%), 2bed (50%), and 3bed (9%) flats.

Site Area	0.11 ha
Number of Hab Rooms	145 hr
Density	1318 hr/ha

Tenure Split (on habitable room basis)

35% Affordable Rent and Intermediate, 65% Private
70% Affordable Rent, 30% Intermediate Rent

Amenity Provision

The scheme will meet policy requirements for private and communal amenity space as well as child playspace.

Commercial Accommodation

1 flexible commercial unit with an area of c. 210m² is proposed along St James' Road.

Parking

Residential Parking Provision	2 spaces (3.7%)
Cycle Parking	97 spaces

--- Site Boundary

07.06 Detailed View South Along Lansdowne Road



Key Plan

--- Site Boundary

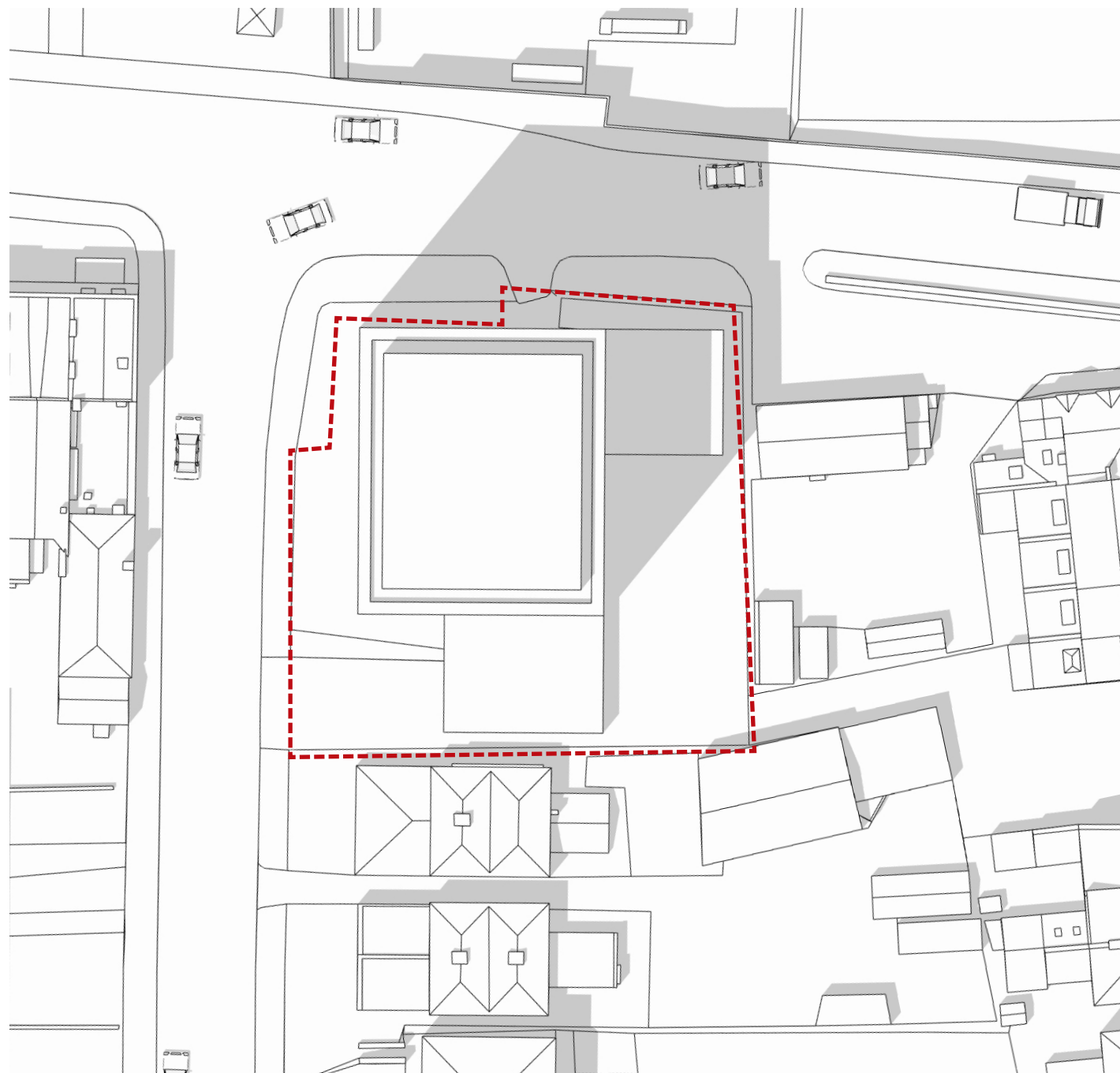


08.00

Design Development

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08.11 View Looking East on St James' Road	104

08.01 Pre-App 01 Proposal 14+1 Storeys: Roof Plan



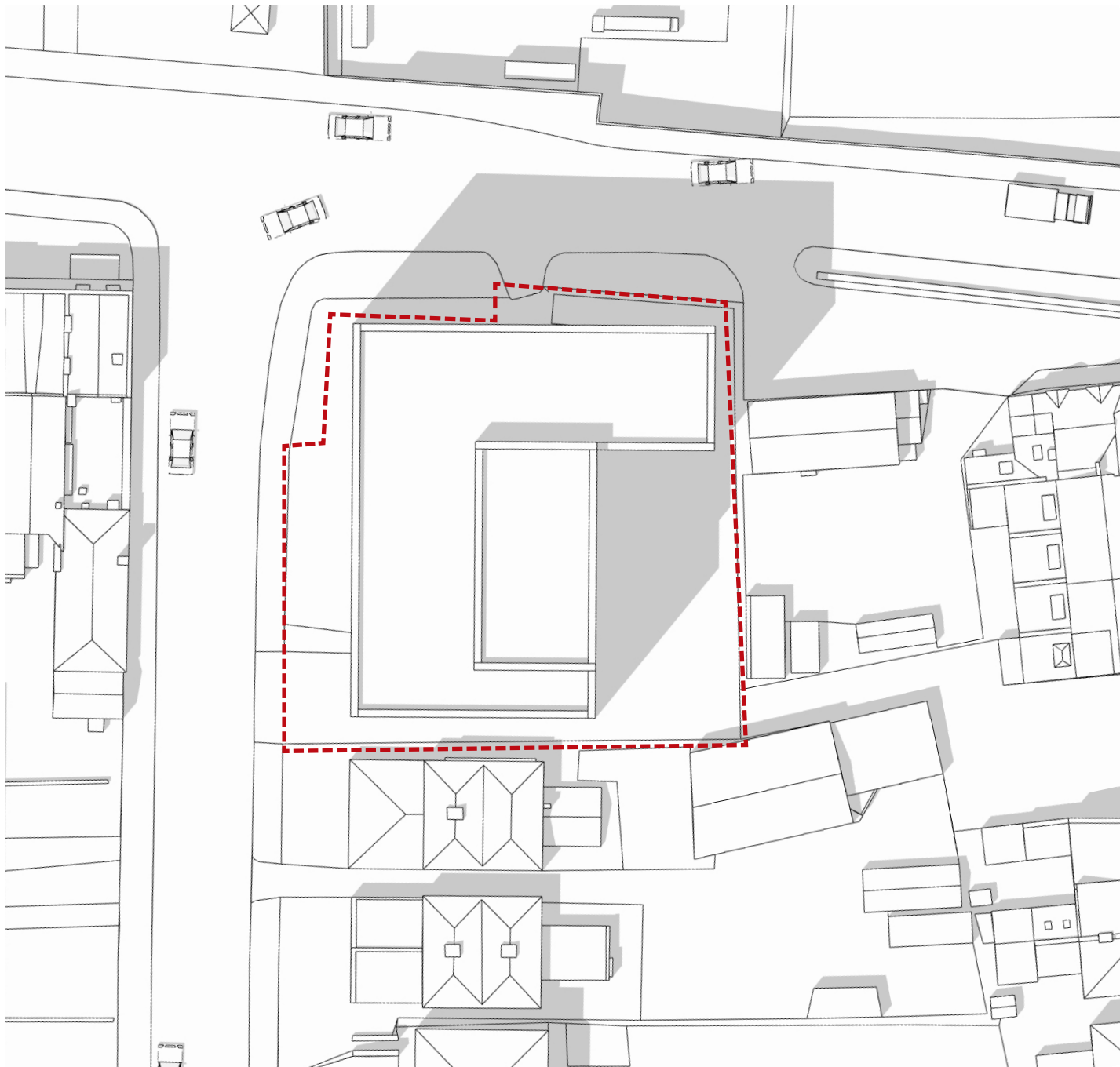
Proposed Roof Plan at 1:500 at A3

Number of Units: 54 flats
NIA: 3547m²

--- Site Boundary



Design Test Option A: Roof Plan



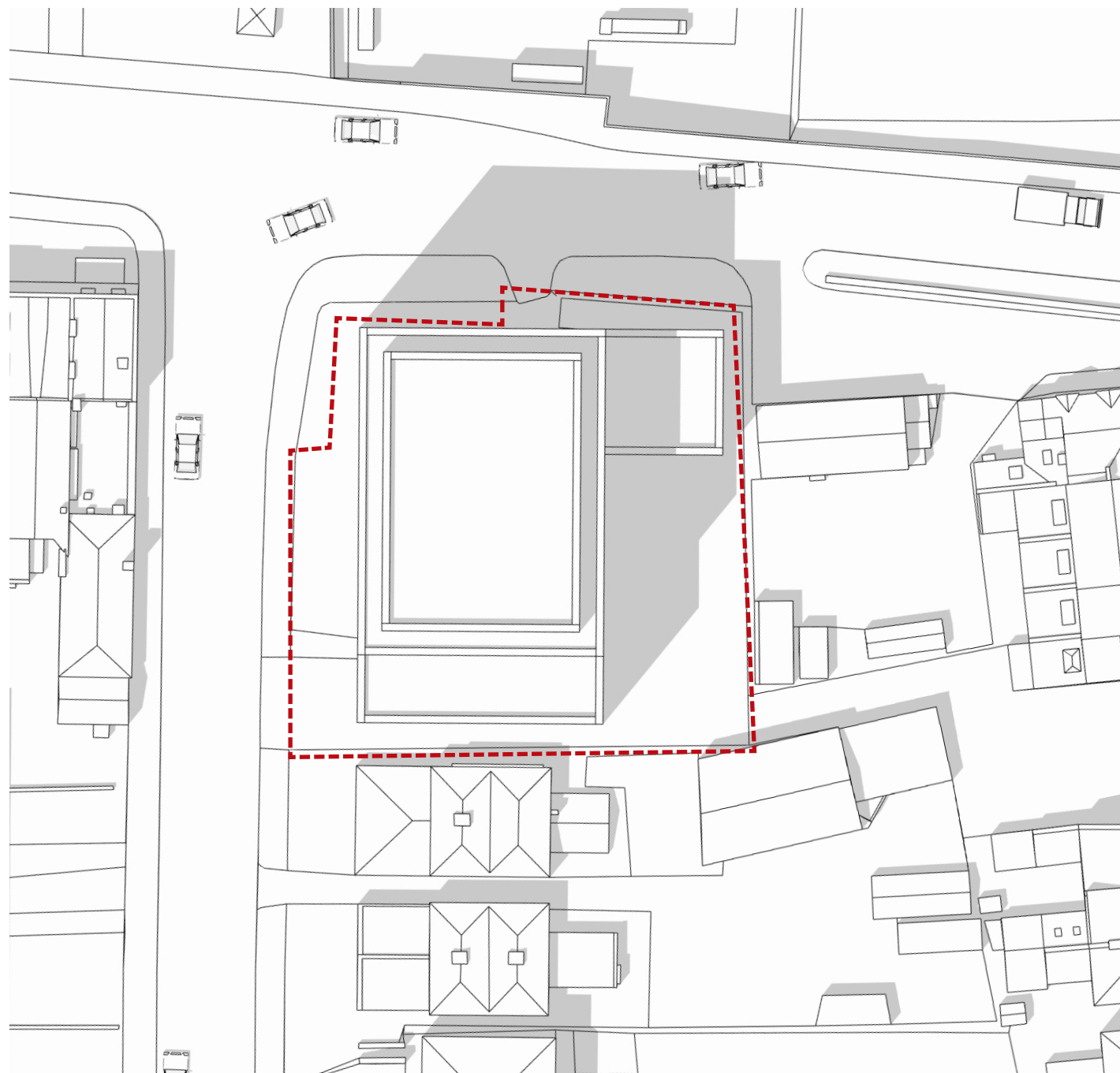
Proposed Roof Plan at 1:500 at A3

Number of Units: 54 flats
NIA: 3564m²



--- Site Boundary

Design Test Option B: Roof Plan



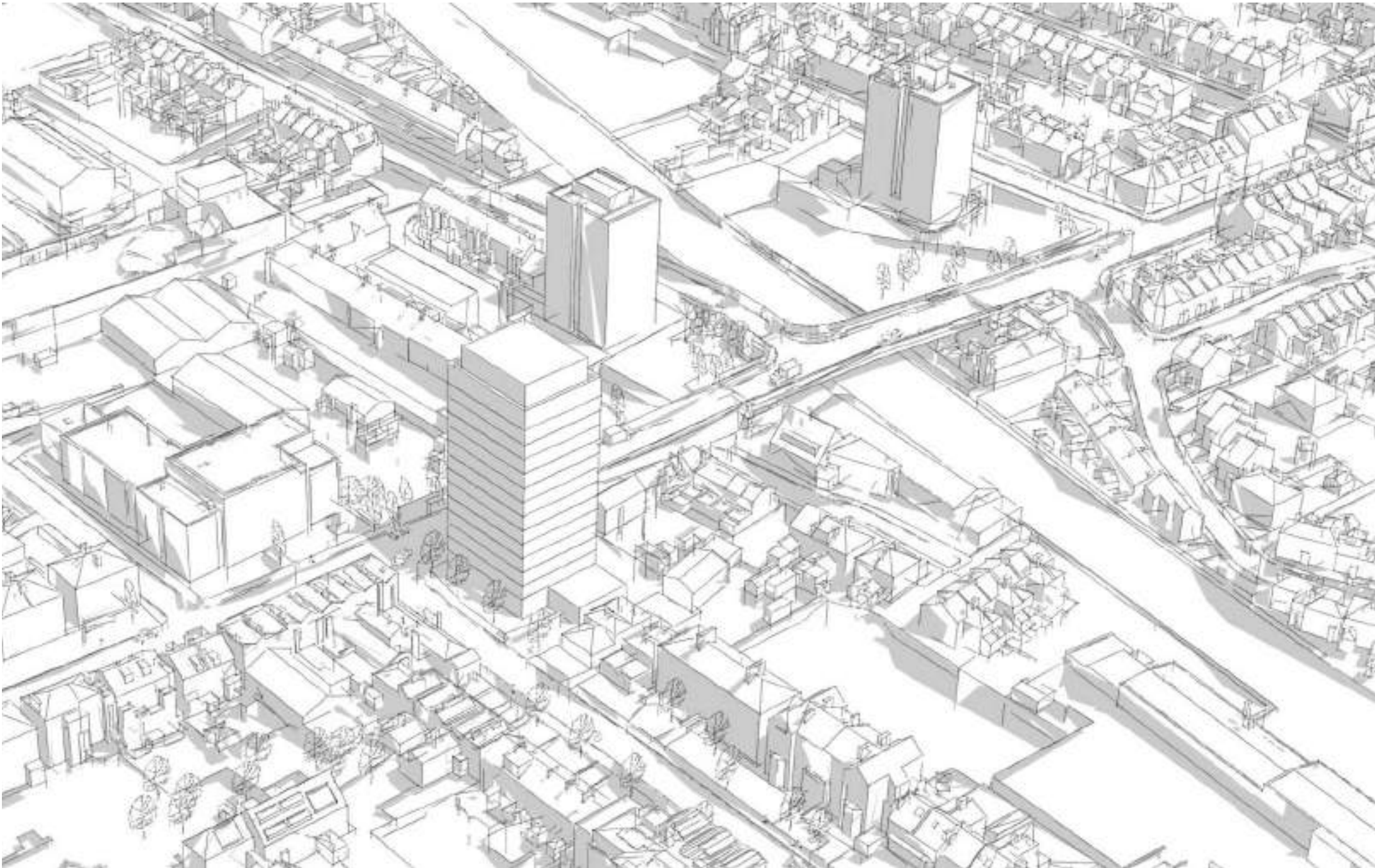
Proposed Roof Plan at 1:500 at A3

Number of Units: 53 flats
NIA: 3673m²

--- Site Boundary



08.02 Pre-App 01 Proposal 14+1 Storeys: Aerial View from SW



Aerial View) Looking North East

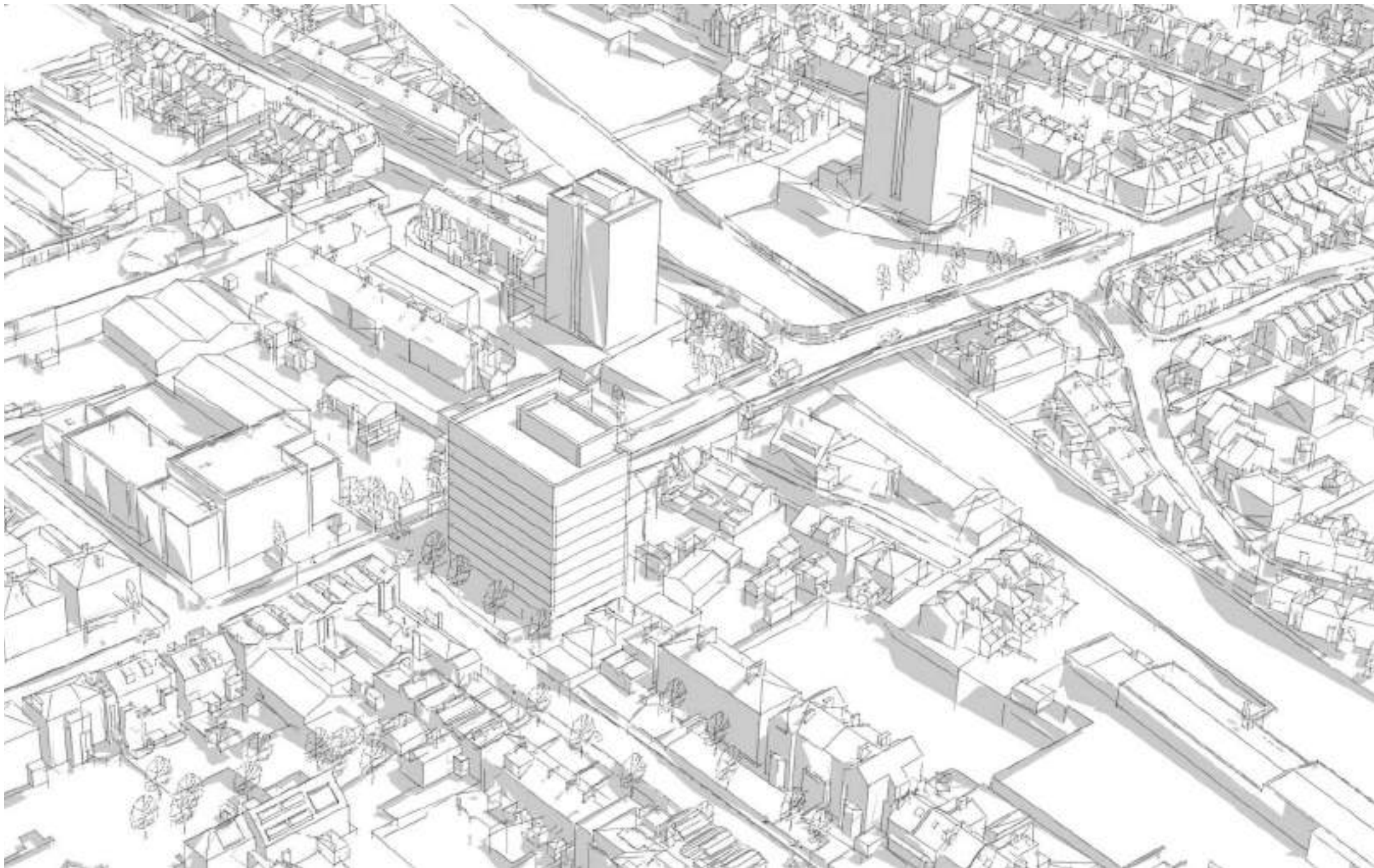
Number of Units: 54 flats
NIA: 3547m²



Key Plan

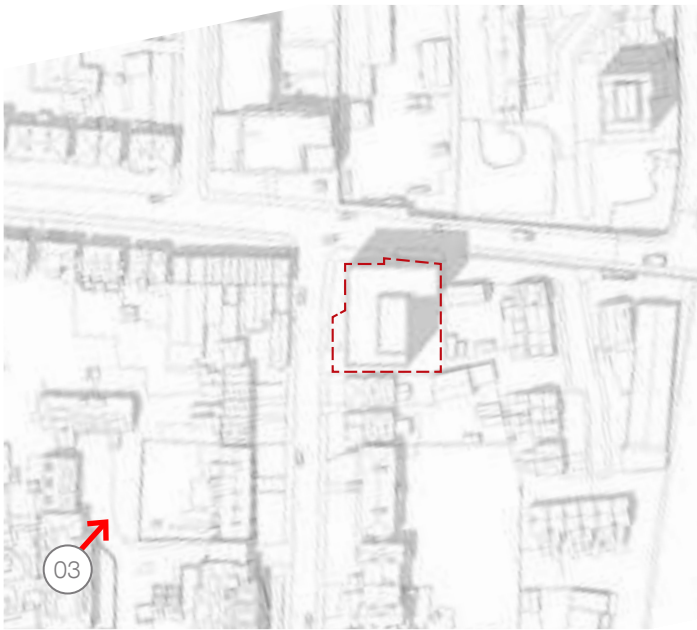
--- Site Boundary

Design Test Option A: Aerial View from SW



Aerial View Looking North East

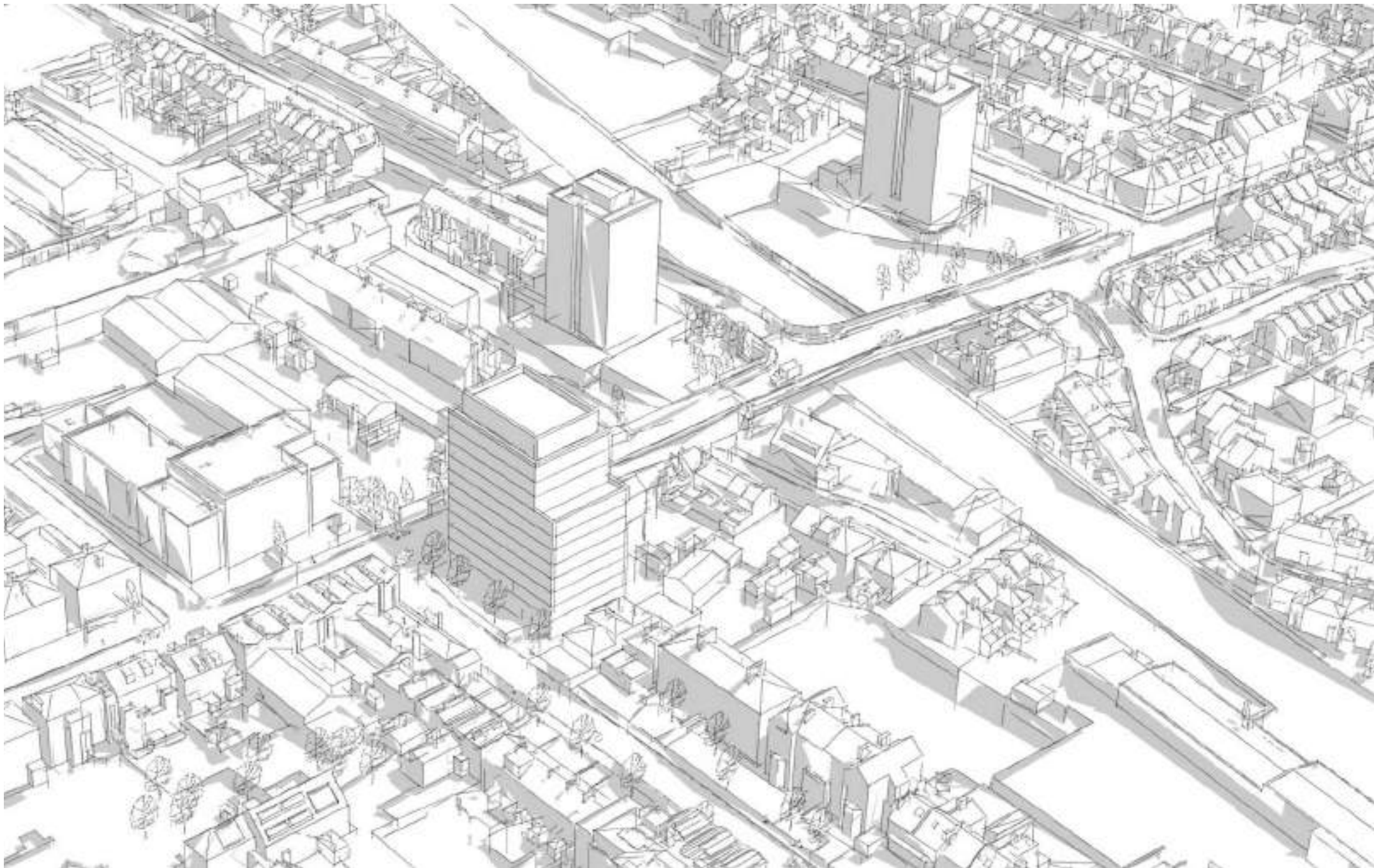
Number of Units: 54 flats
NIA: 3564m²



Key Plan

--- Site Boundary

Design Test Option B: Aerial View from SW



Aerial View Looking North East

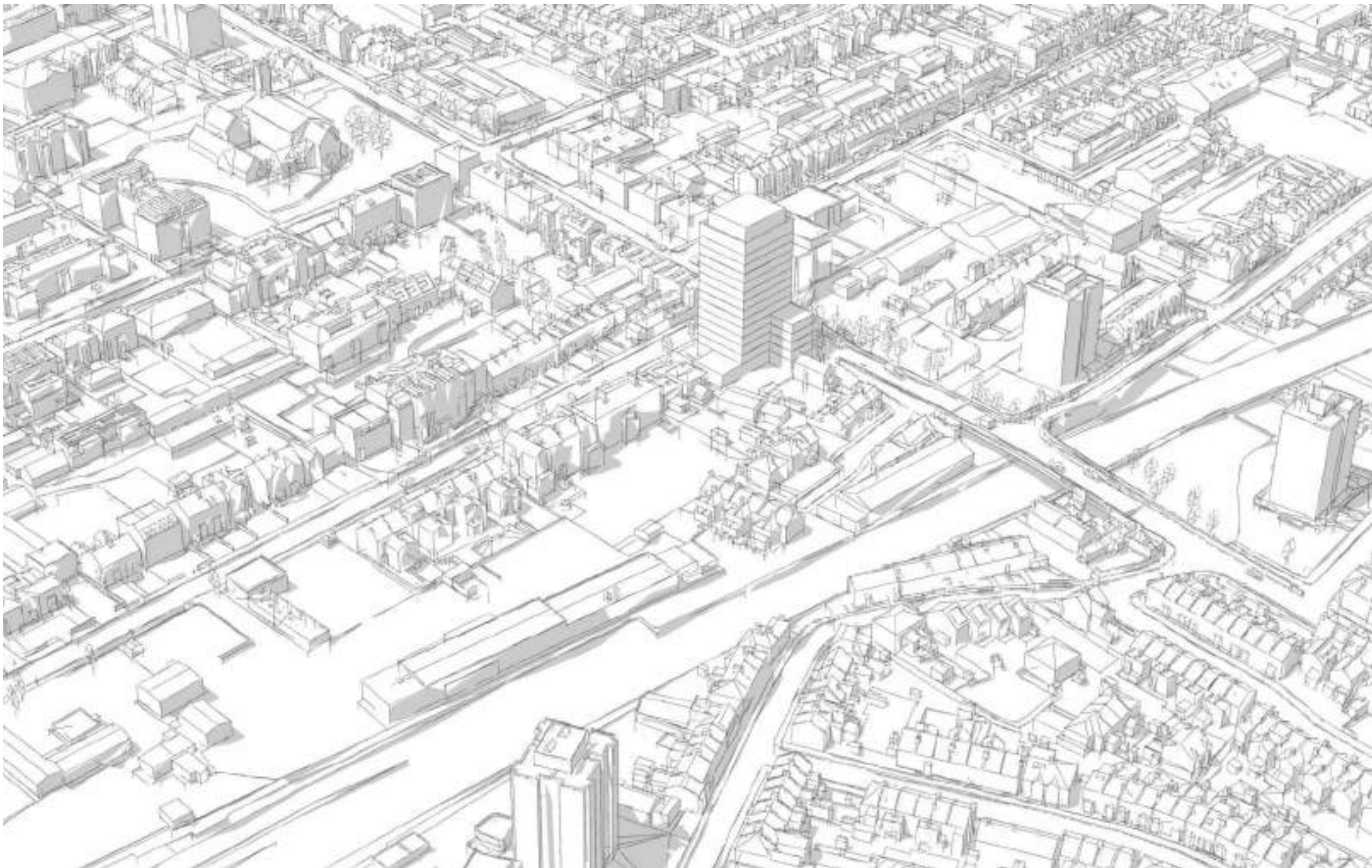
Number of Units: 53 flats
NIA: 3673m²



Key Plan

--- Site Boundary

08.03 Pre-App 01 Proposal 14+1 Storeys: Aerial View from SE



Aerial View Looking North West

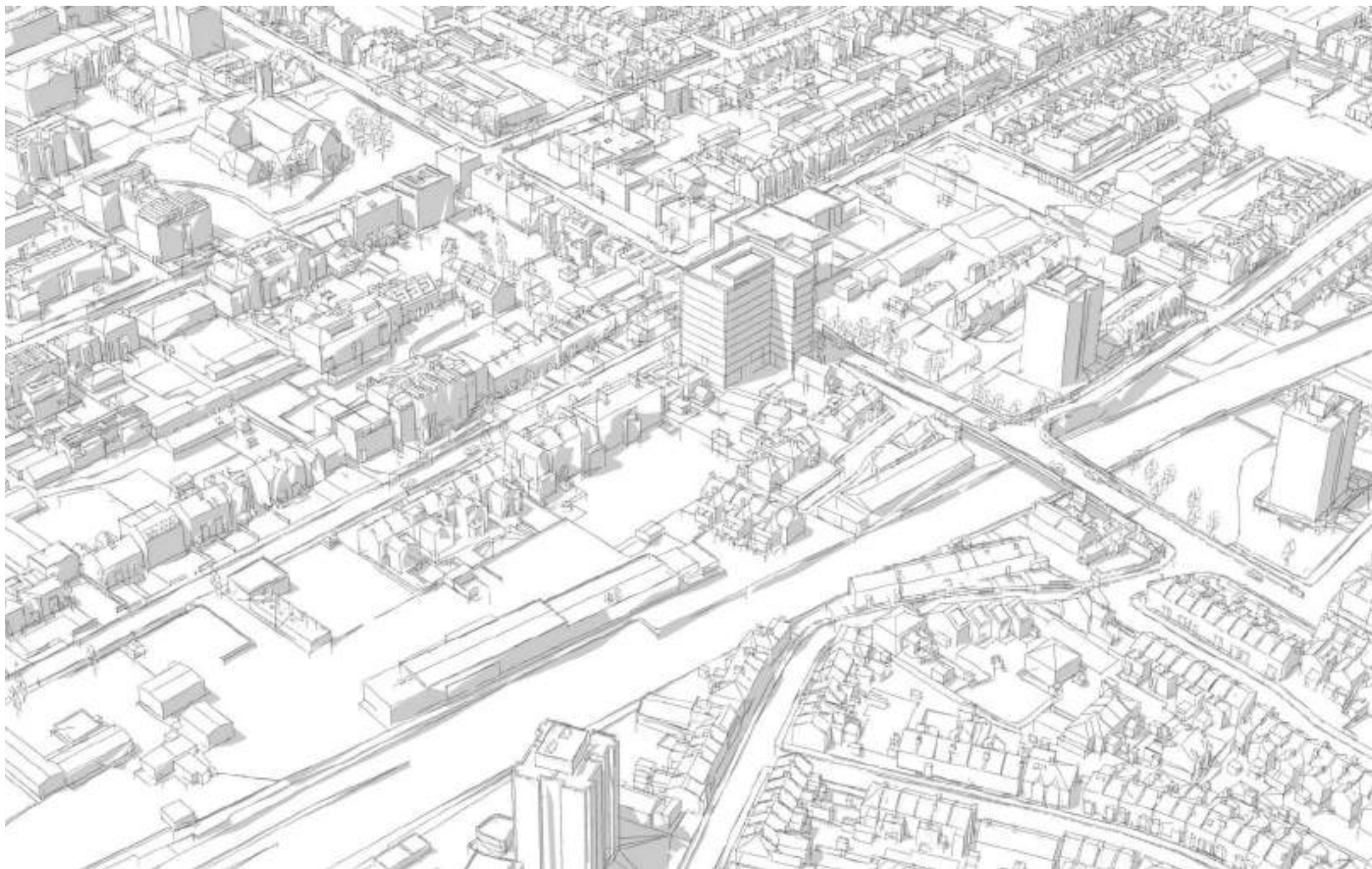
Number of Units: 54 flats
NIA: 3547m²



Key Plan

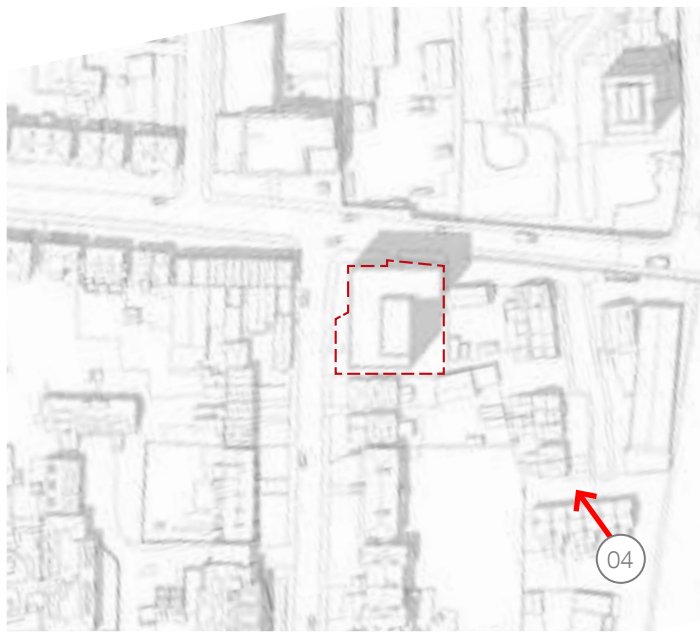
--- Site Boundary

Design Test Option A: Aerial View from SE



Aerial View Looking North West

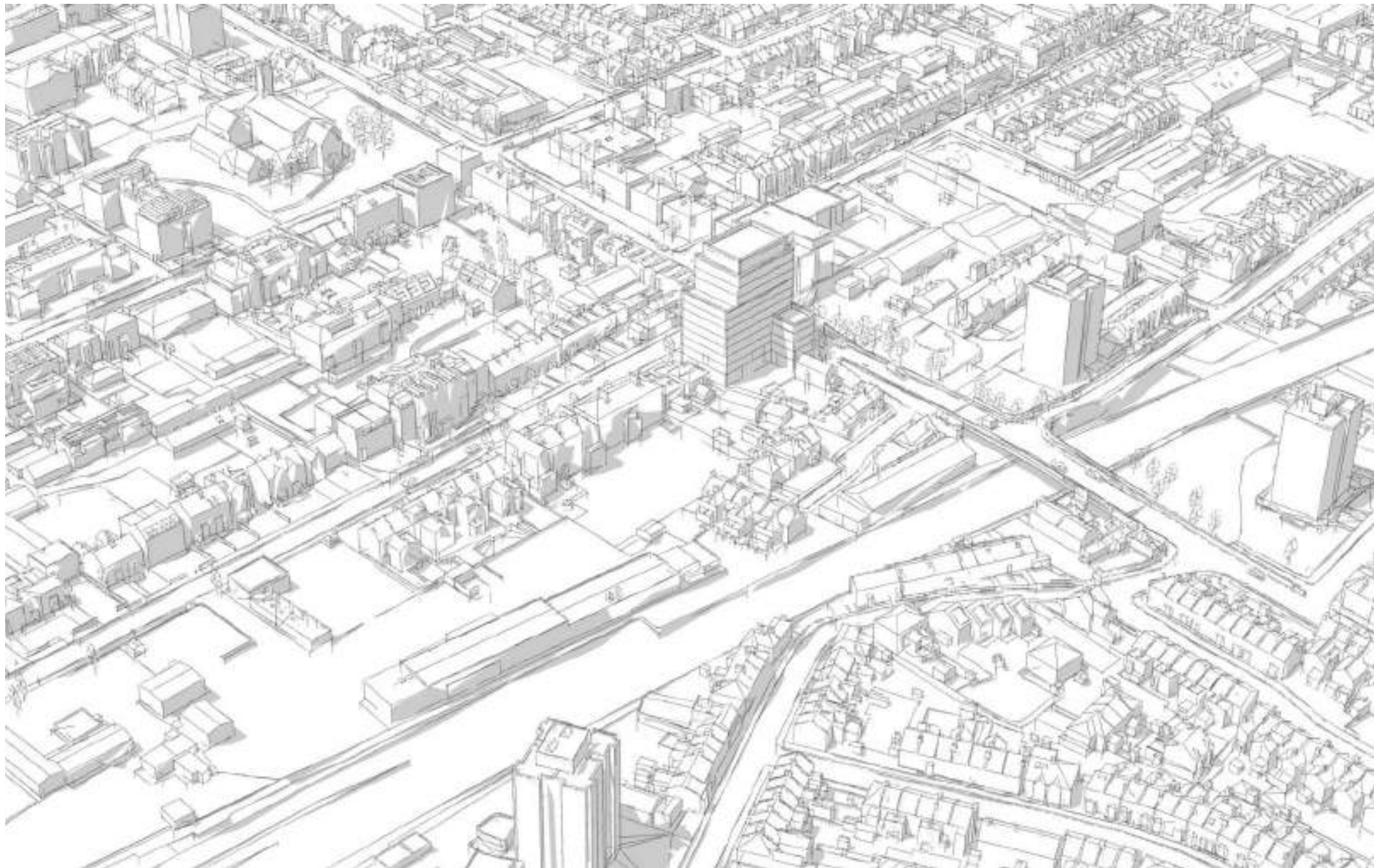
Number of Units: 54 flats
NIA: 3564m²



Key Plan

--- Site Boundary

Design Test Option B: Aerial View from SE



Aerial View Looking North West

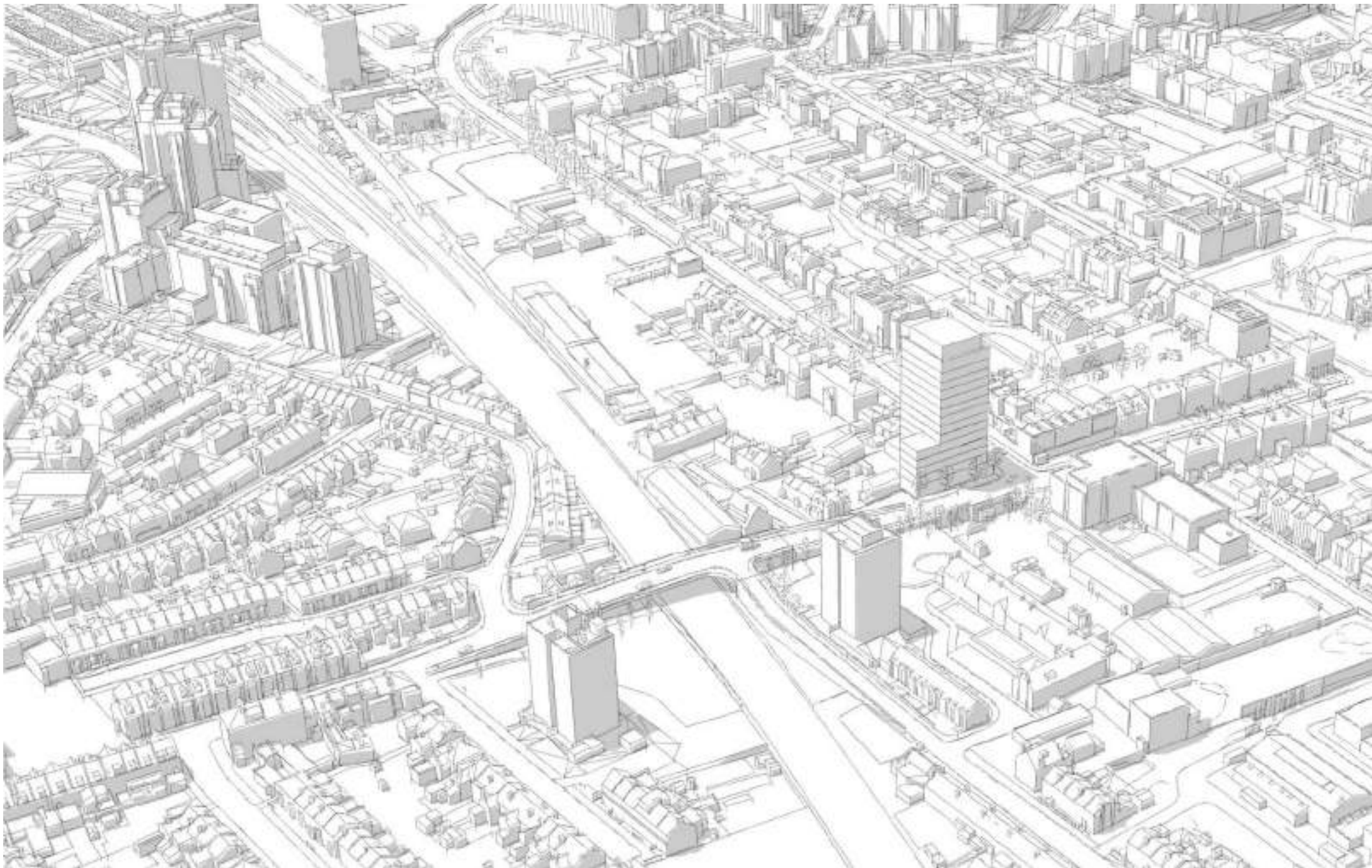
Number of Units: 53 flats
NIA: 3673m²



Key Plan

--- Site Boundary

08.04 Pre-App 01 Proposal 14+1 Storeys: Aerial View from NE



Aerial View Looking South West

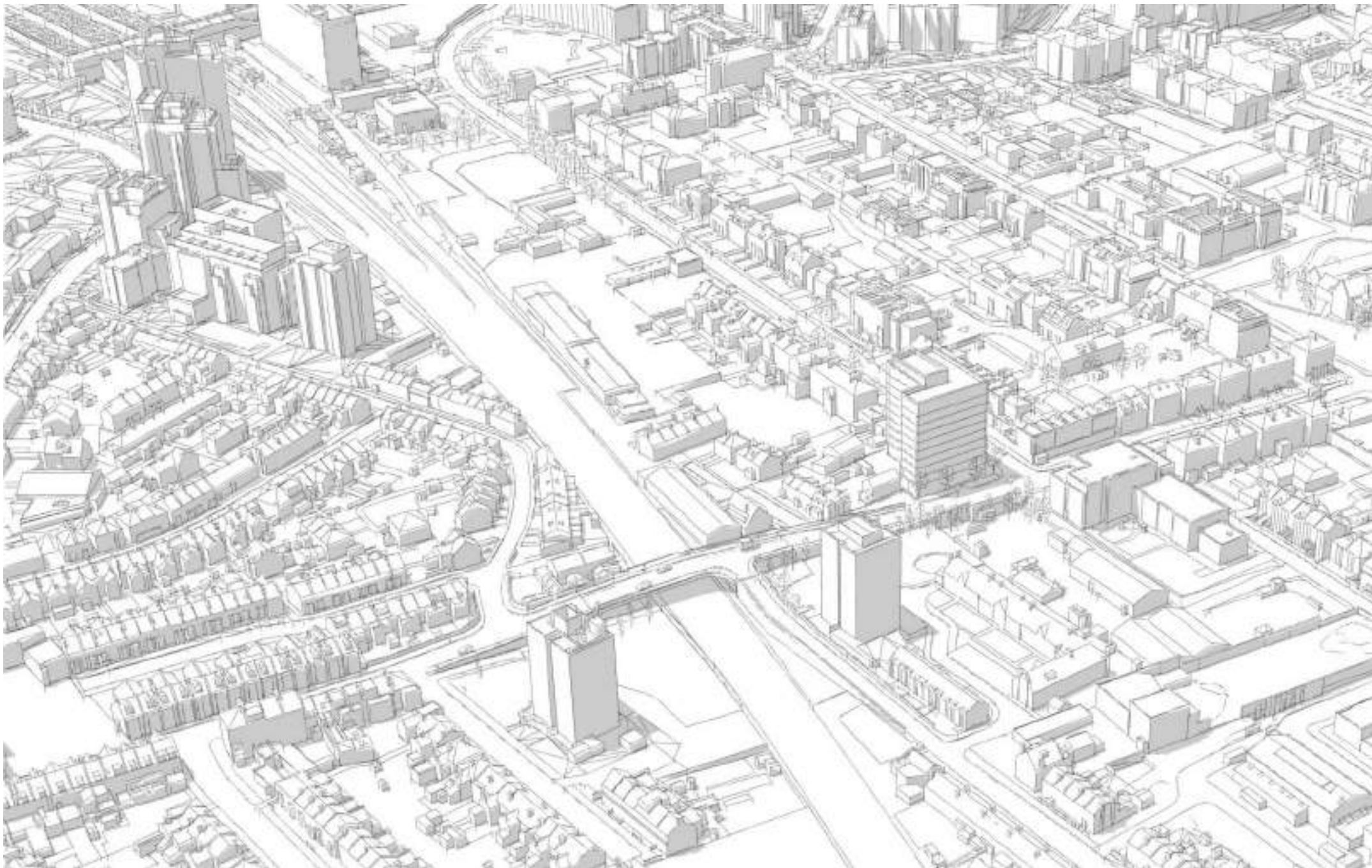
Number of Units: 54 flats
NIA: 3547m²



Key Plan

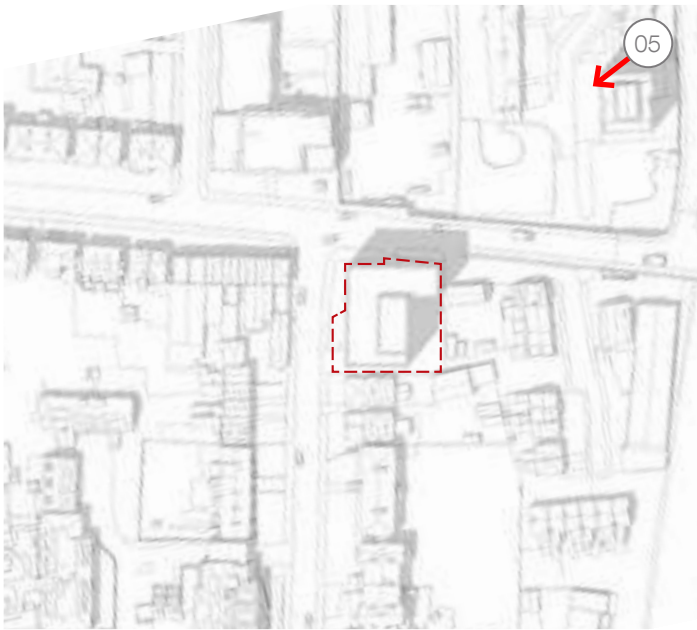
--- Site Boundary

Design Test Option A: Aerial View from NE



Aerial View Looking South West

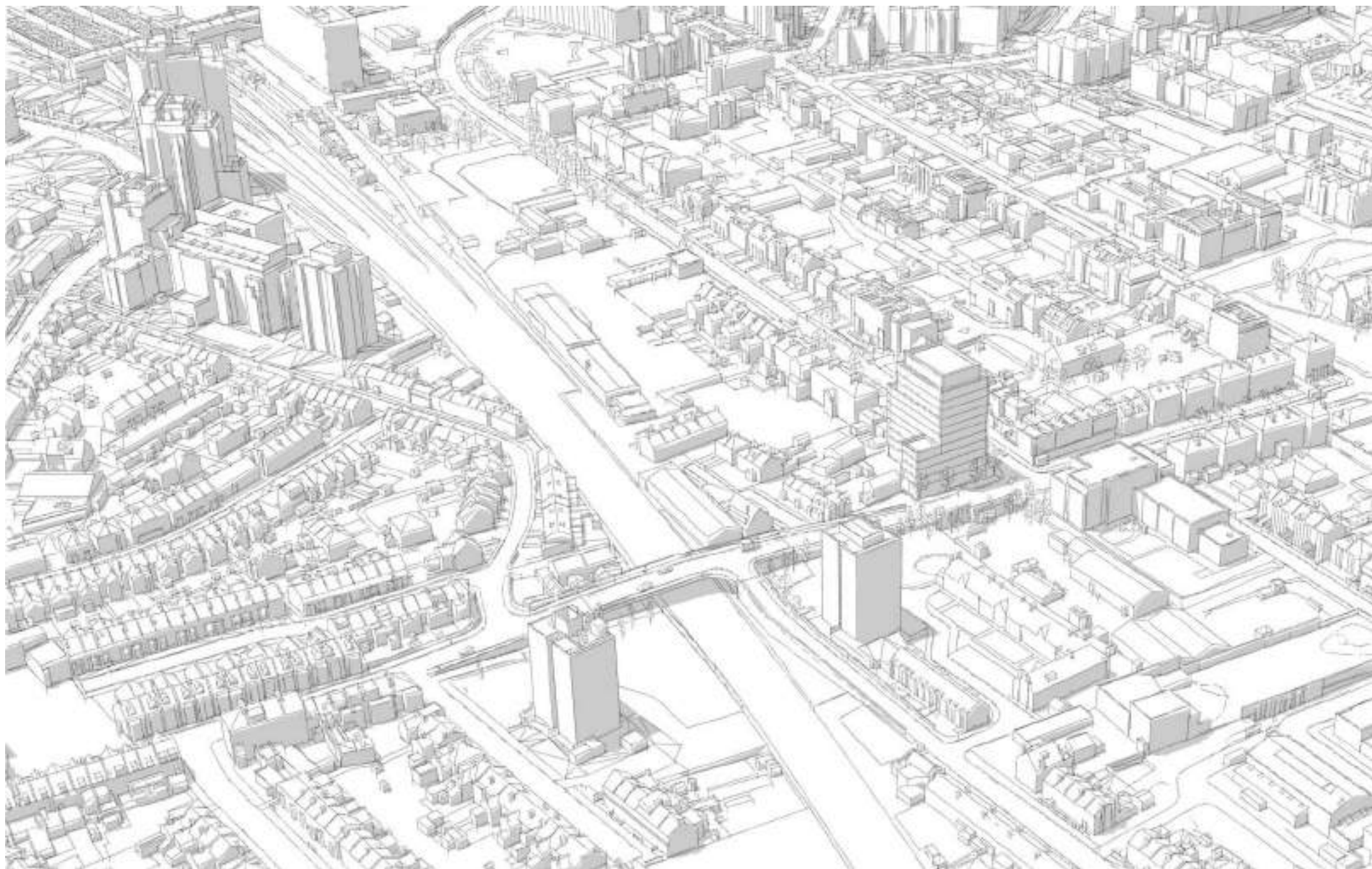
Number of Units: 54 flats
NIA: 3564m²



Key Plan

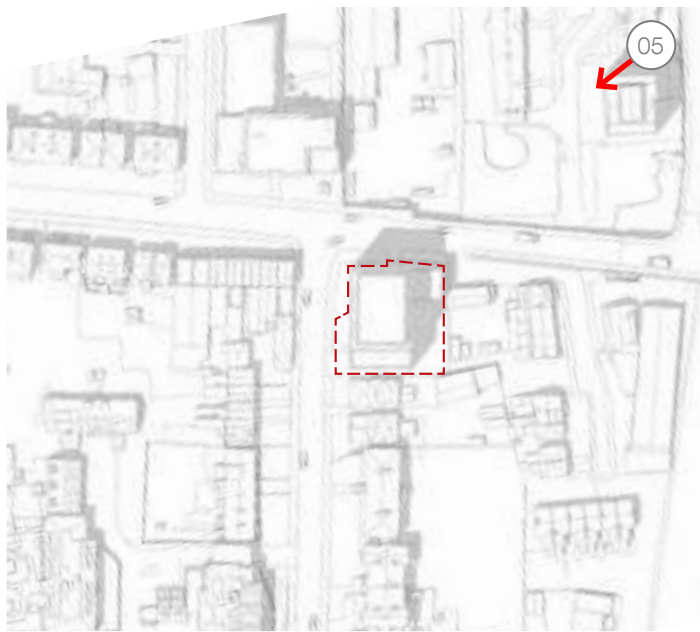
--- Site Boundary

Design Test Option B: Aerial View from NE



Aerial View Looking South West

Number of Units: 53 flats
NIA: 3673m²



Key Plan

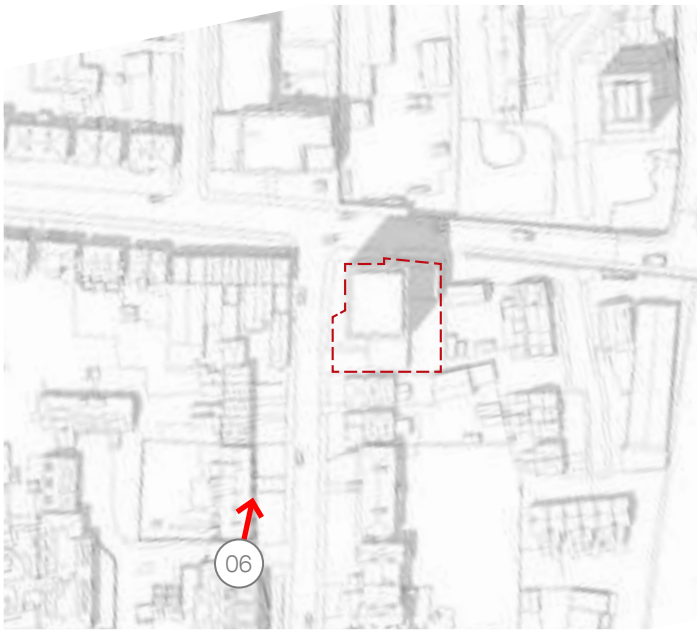
--- Site Boundary

08.05 Pre-App 01 Proposal 14+1 Storeys: View Looking North on Lansdowne Rd



Street View Looking North on Lansdowne Road

Number of Units: 54 flats
NIA: 3547m²



Key Plan

--- Site Boundary

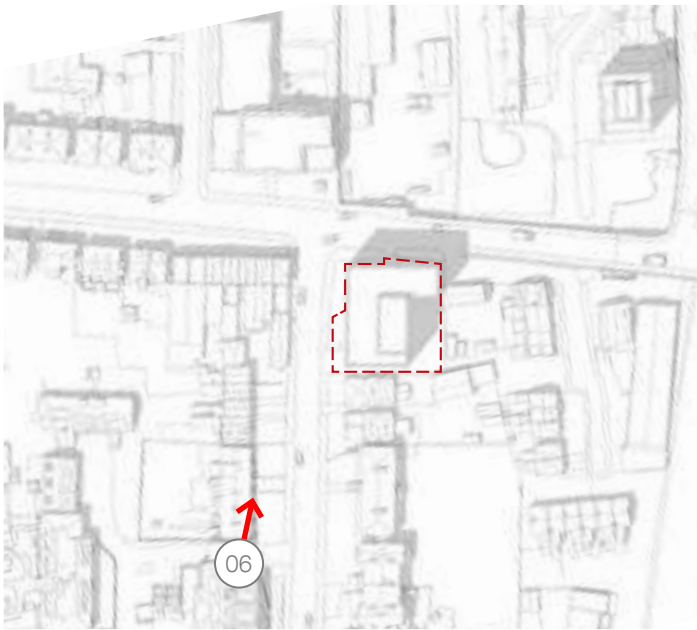


Design Test Option A: View Looking North on Lansdowne Rd



Street View Looking North on Lansdowne Road

Number of Units: 54 flats
NIA: 3564m²



Key Plan

--- Site Boundary

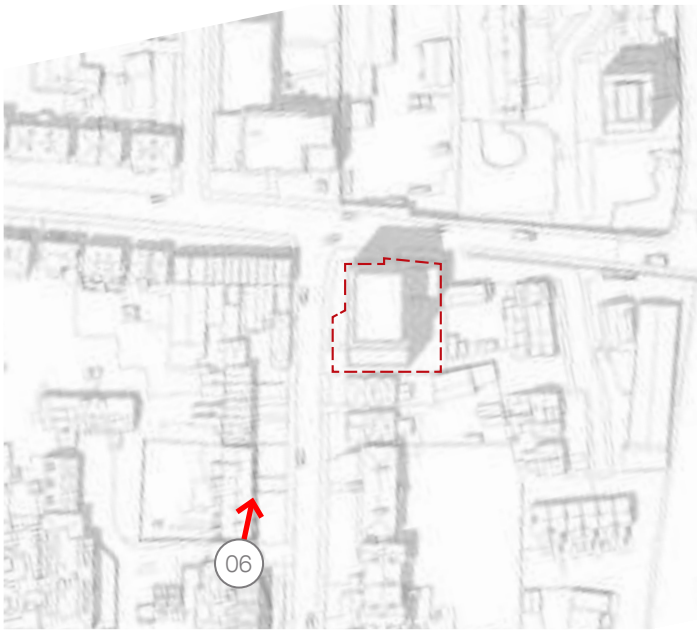


Design Test Option B: View Looking North on Landsdowne Rd



Street View Looking East on St James' Road

Number of Units: 53 flats
NIA: 3673m²

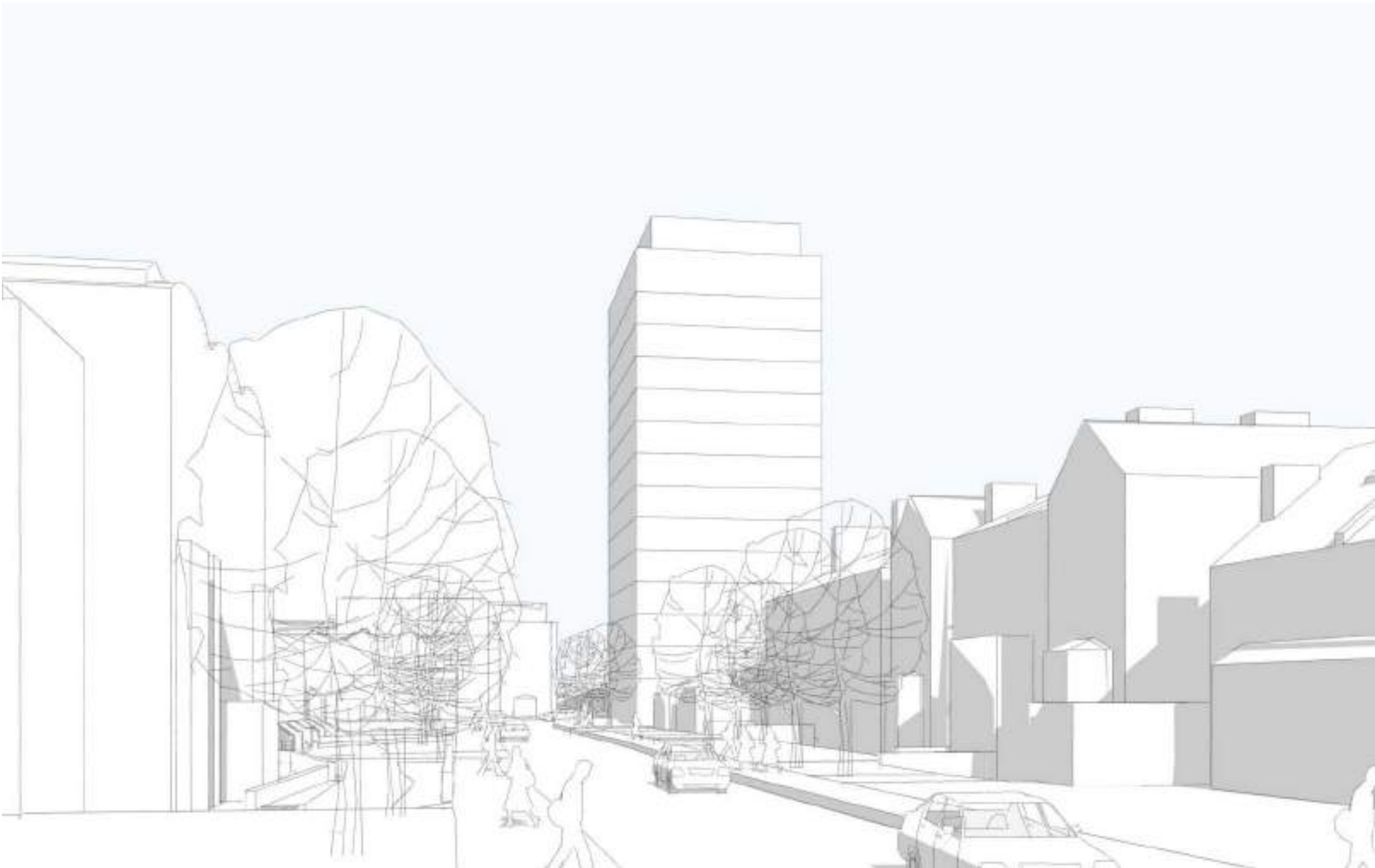


Key Plan

--- Site Boundary



08.06 Pre-App 01 Proposal 14+1 Storeys: View Looking North on Lansdowne Rd



Street View Looking North on Lansdowne Road

Number of Units: 54 flats
NIA: 3547m²



Key Plan

--- Site Boundary

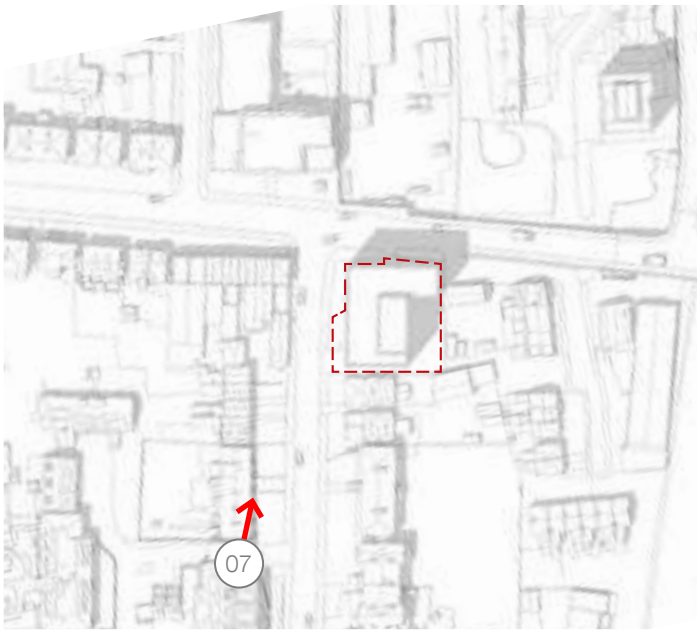


Design Test Option A: View Looking North on Lansdowne Rd



Street View Looking North on Lansdowne Road

Number of Units: 54 flats
NIA: 3564m²



Key Plan

--- Site Boundary

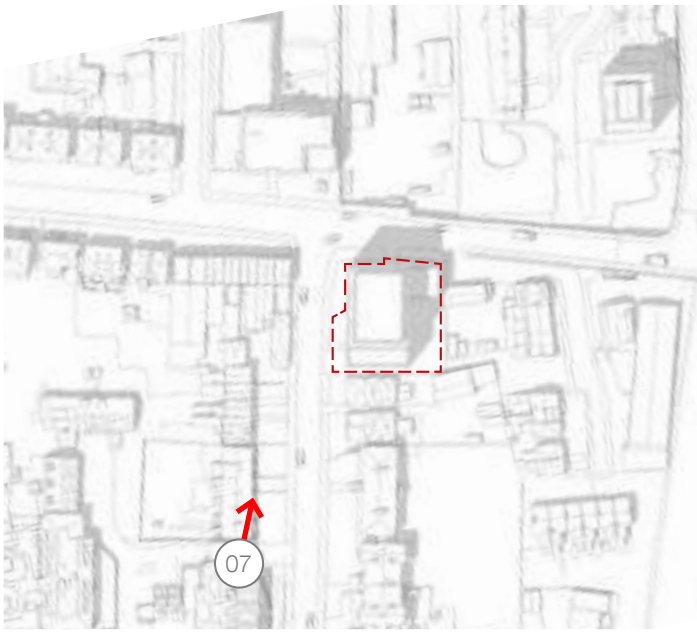


Design Test Option B: View Looking North on Lansdowne Rd



Street View Looking North on Lansdowne Road

Number of Units: 53 flats
NIA: 3673m²



Key Plan

--- Site Boundary



08.07 Pre-App 01 Proposal 14+1 Storeys: View Looking West on St James' Road



Street View Looking West on St James' Road

Number of Units: 54 flats
NIA: 3547m²



Key Plan

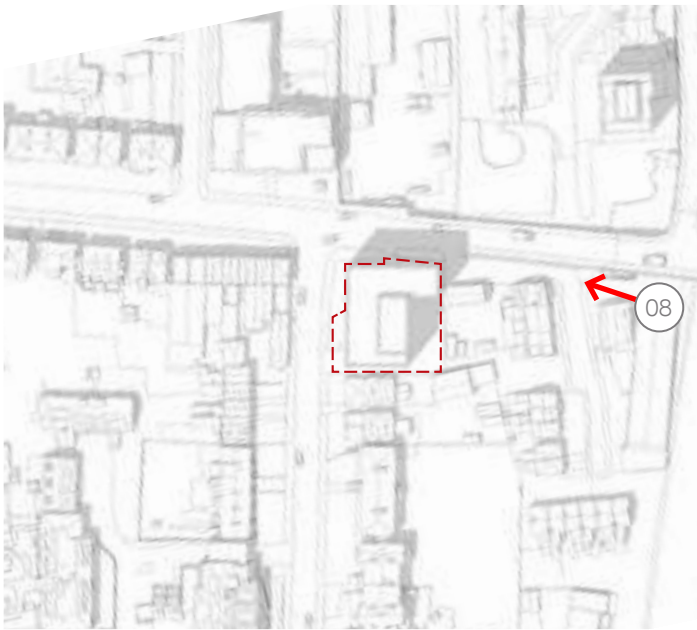
--- Site Boundary

Design Test Option A: View Looking West on St James' Road



Street View Looking West on St James' Road

Number of Units: 54 flats
NIA: 3564m²



Key Plan

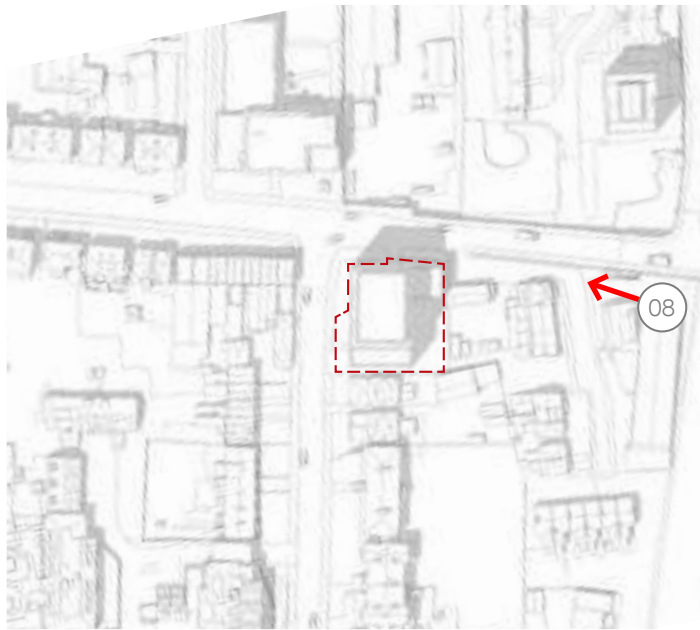
--- Site Boundary

Design Test Option B: View Looking West on St James' Road



Street View Looking West on St James' Road

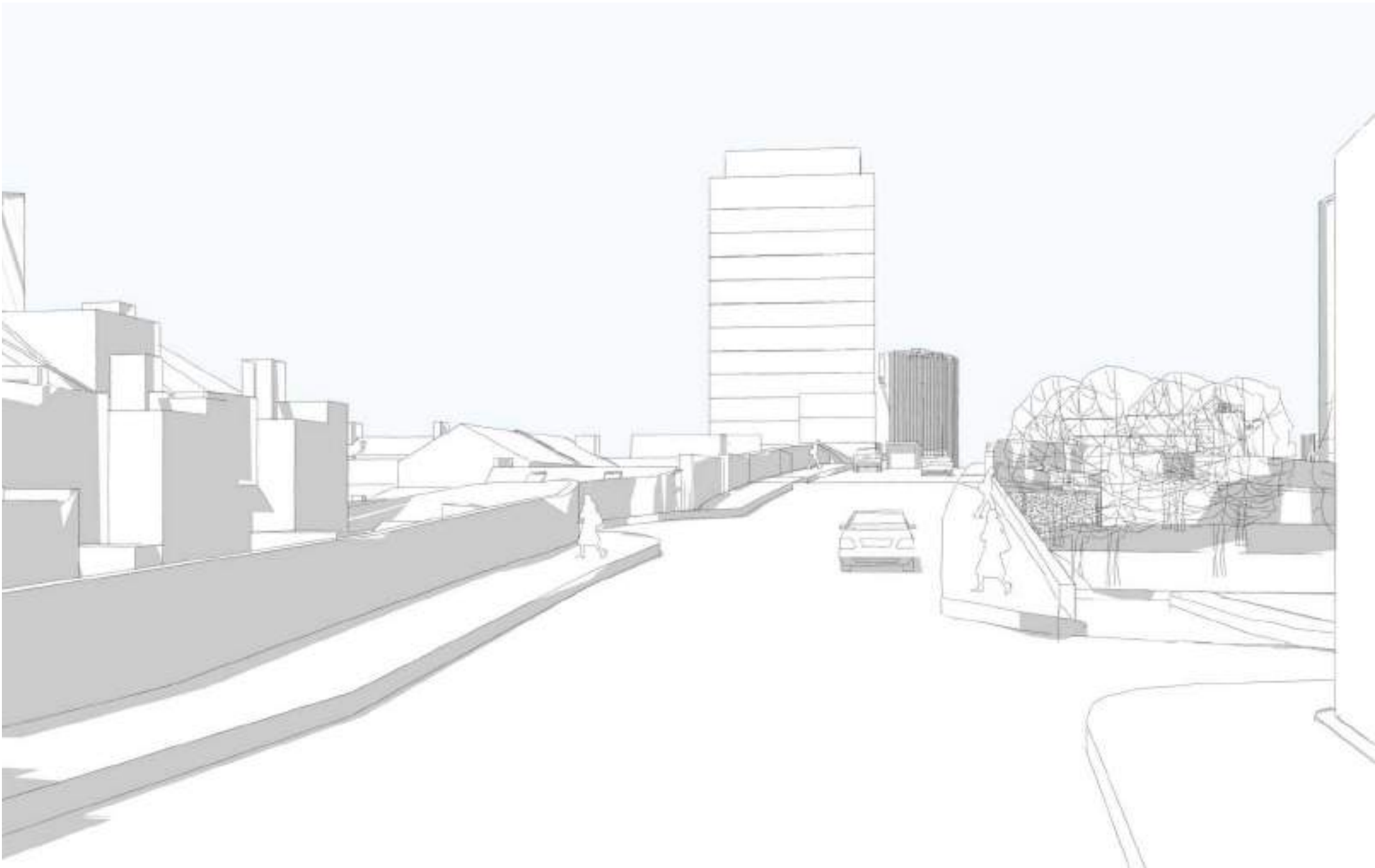
Number of Units: 53 flats
NIA: 3673m²



Key Plan

--- Site Boundary

08.08 Pre-App 01 Proposal 14+1 Storeys: View Looking West on St James' Road



Street View Looking West on St James' Road

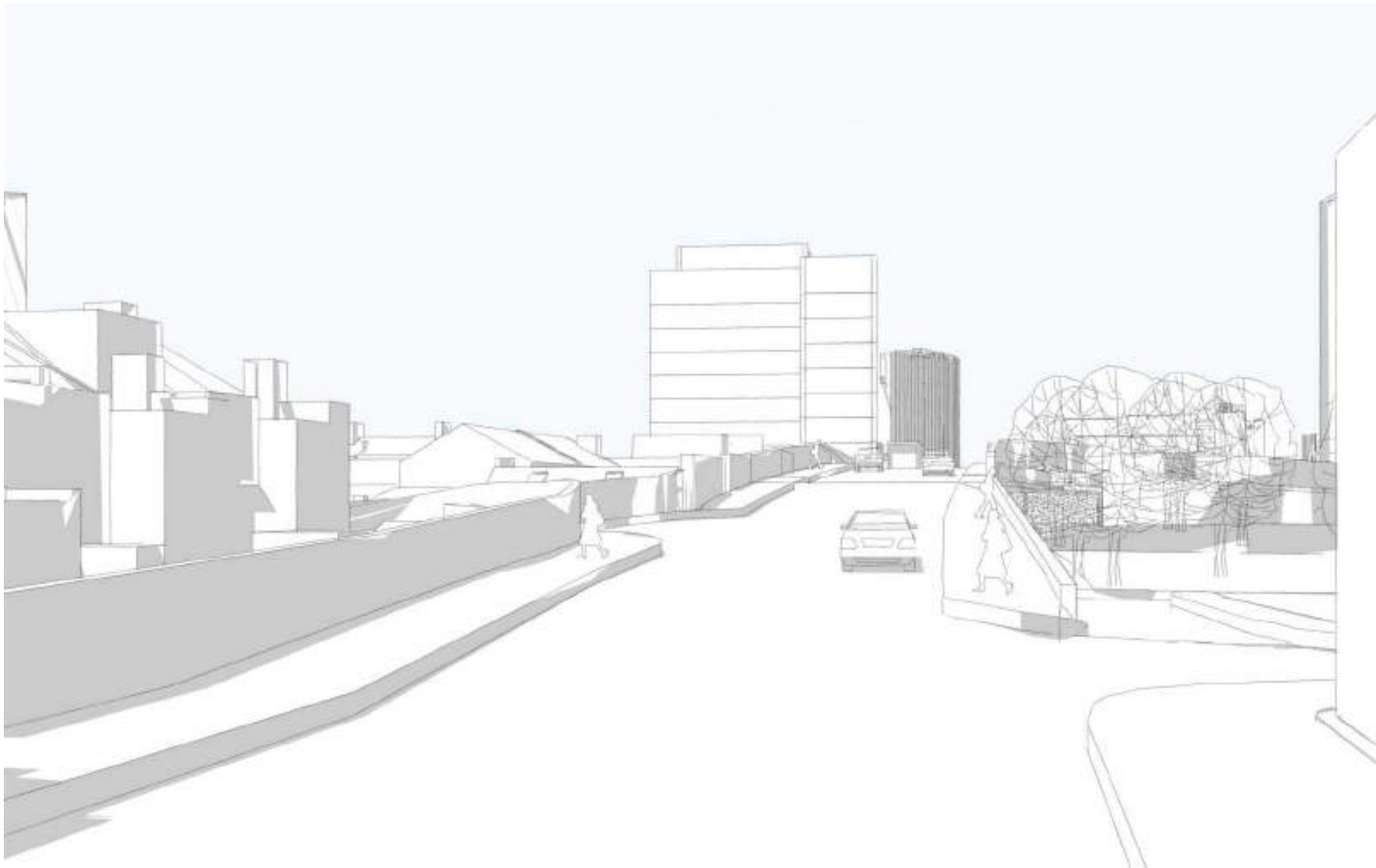
Number of Units: 54 flats
NIA: 3547m²



Key Plan

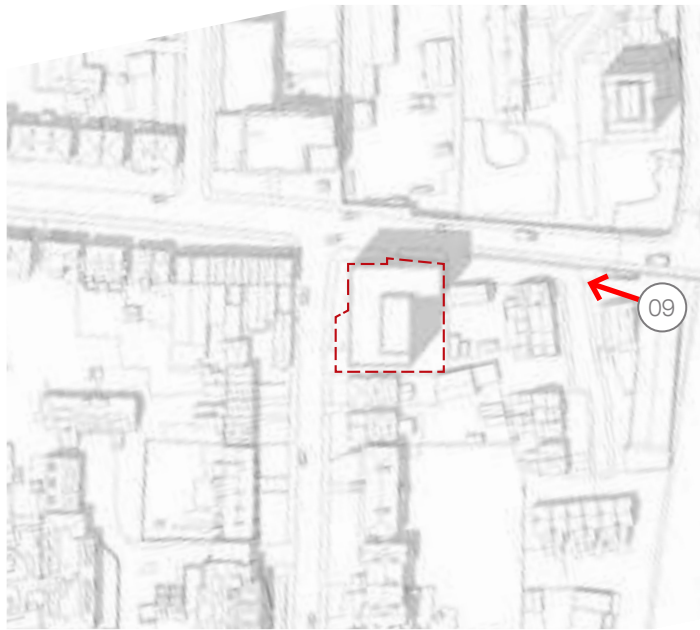
--- Site Boundary

Design Test Option A: View Looking West on St James' Road



Street View Looking West on St James' Road

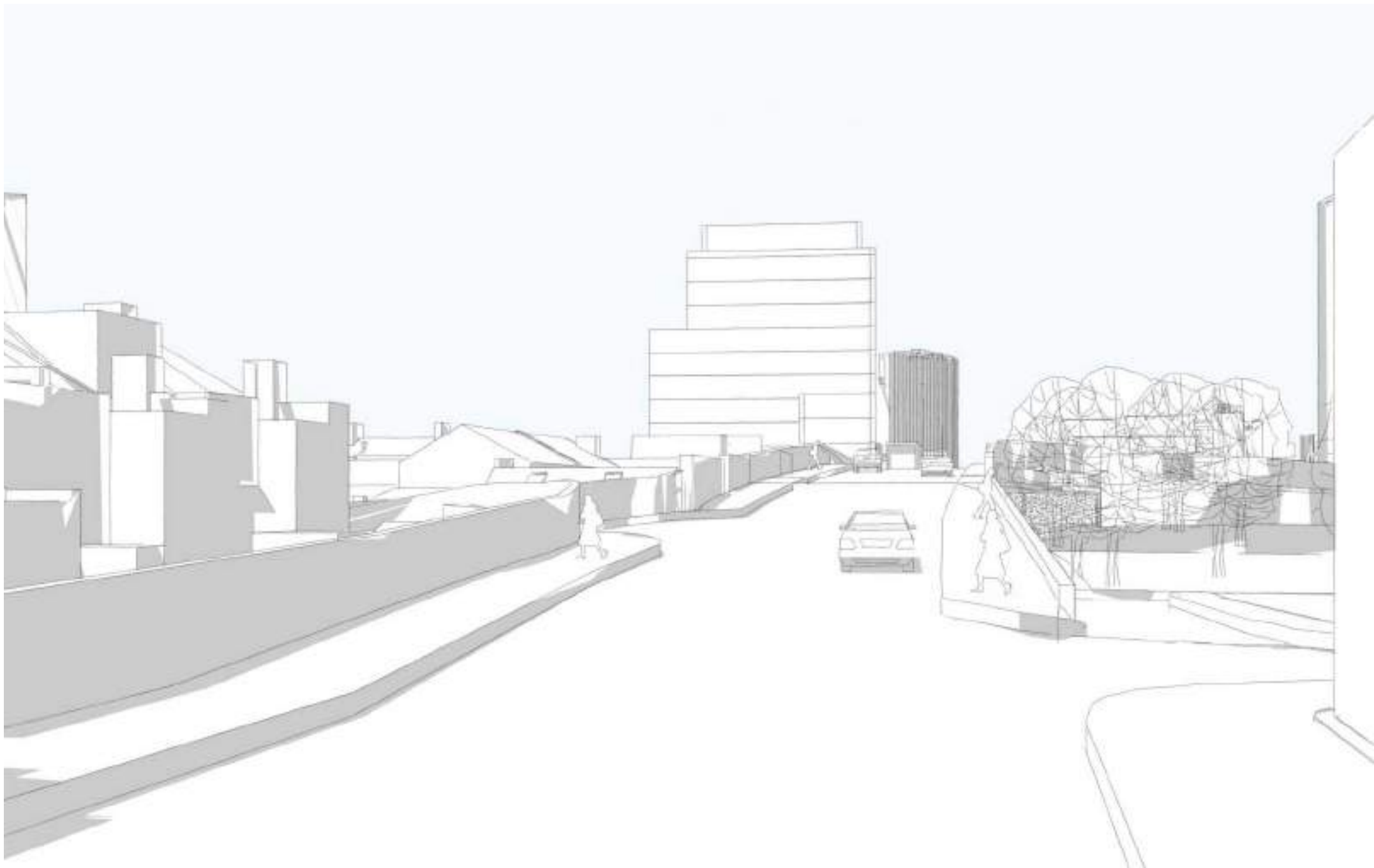
Number of Units: 54 flats
NIA: 3564m²



Key Plan

--- Site Boundary

Design Test Option B: View Looking West on St James' Road



Street View Looking West on St James' Road

Number of Units: 53 flats
NIA: 3673m²



Key Plan

--- Site Boundary

08.09 Pre-App 01 Proposal 14+1 Storeys: View Looking East on St James' Road



Street View Looking North on Lansdowne Road

Number of Units: 54 flats
NIA: 3547m²



Key Plan

--- Site Boundary

Design Test Option A: View Looking East on St James' Road



Street View Looking North on Lansdowne Road

Number of Units: 54 flats
NIA: 3564m²



Key Plan

--- Site Boundary



Design Test Option B: View Looking East on St James' Road



Street View Looking North on Lansdowne Road

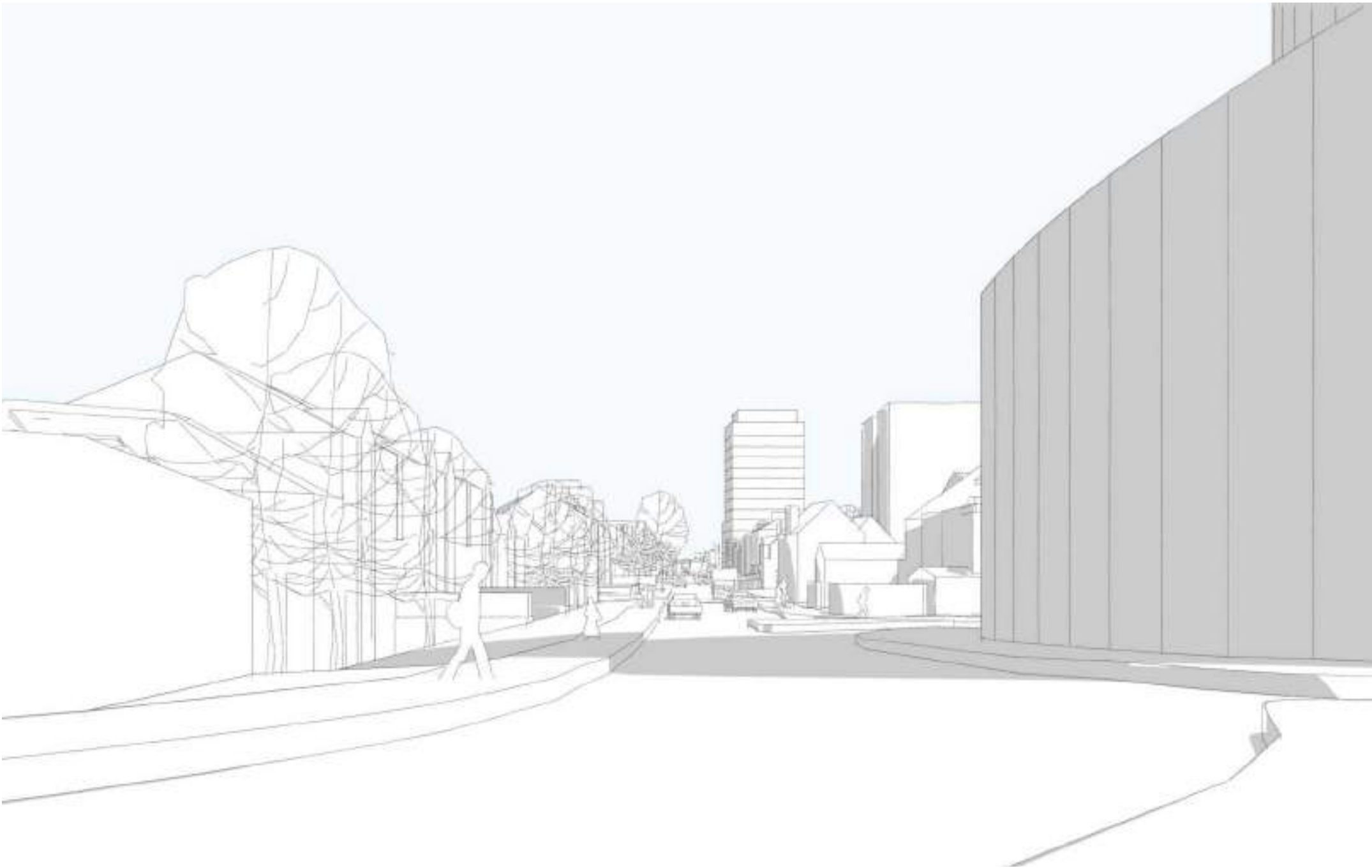
Number of Units: 53 flats
NIA: 3673m²



Key Plan

--- Site Boundary

08.10 Pre-App 01 Proposal 14+1 Storeys: View Looking East on St James' Road



Street View Looking East on St James' Road

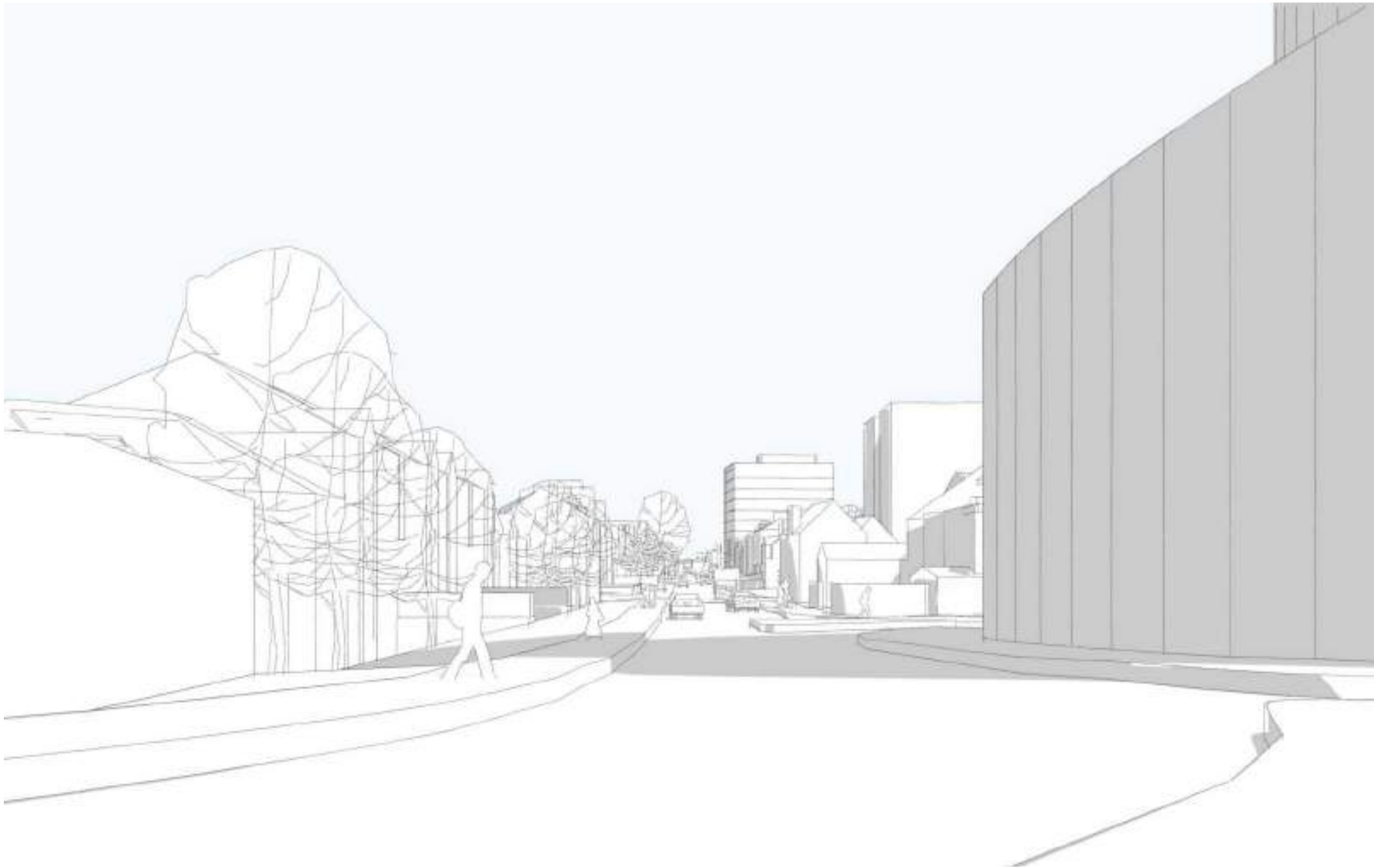
Number of Units: 54 flats
NIA: 3547m²



Key Plan

--- Site Boundary

Design Test Option A: View Looking East on St James' Road



Street View Looking East on St James' Road

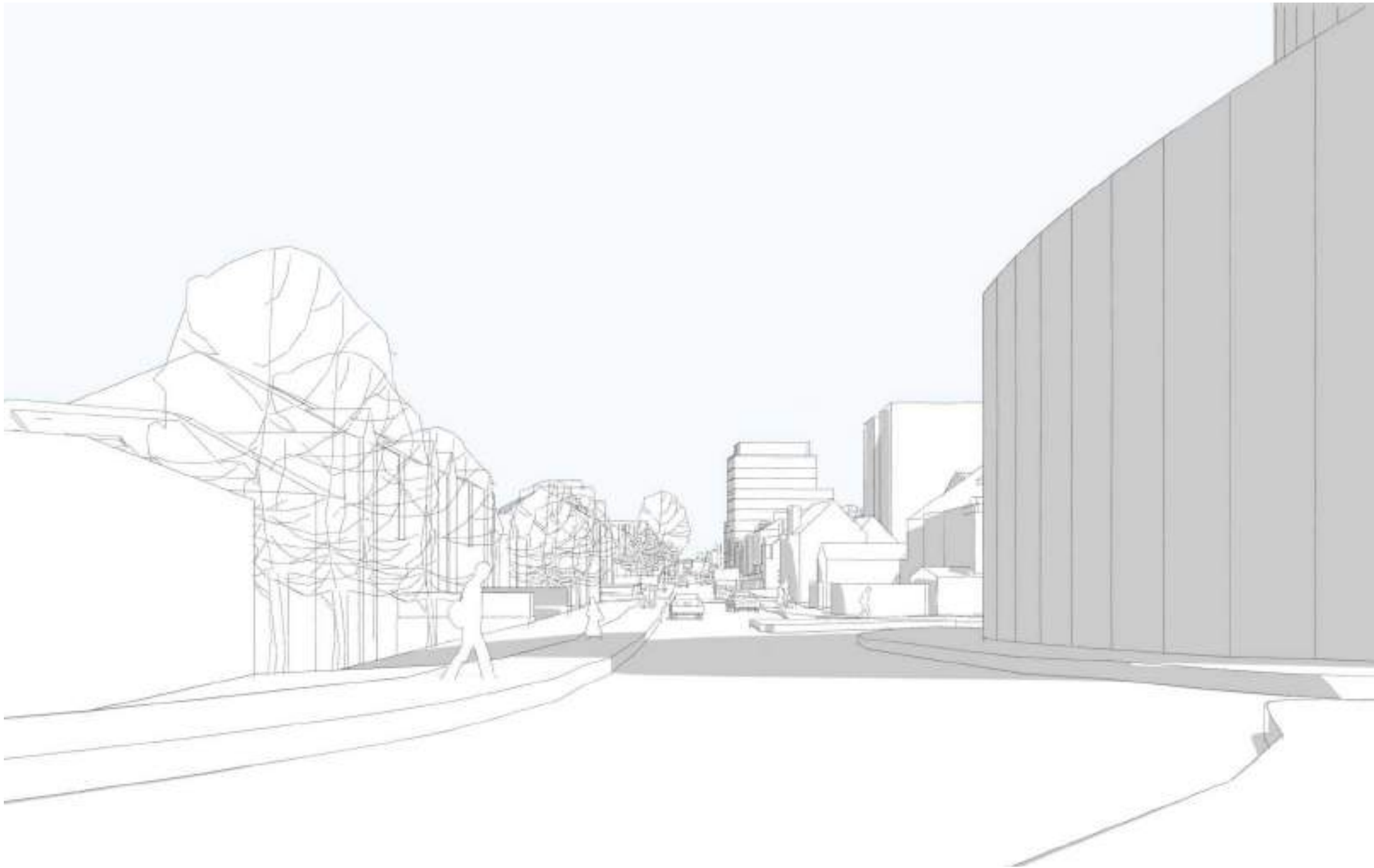
Number of Units: 54 flats
NIA: 3564m²



Key Plan

--- Site Boundary

Design Test Option B: View Looking East on St James' Road



Street View Looking East on St James' Road

Number of Units: 53 flats
NIA: 3673m²



Key Plan

--- Site Boundary

08.11 Pre-App 01 Proposal 14+1 Storeys: View Looking East on St James' Road



Street View Looking East on St James' Road

Number of Units: 54 flats
NIA: 3547m²



Key Plan

--- Site Boundary

Design Test Option A: View Looking East on St James' Road



Street View Looking North on Lansdowne Road

Number of Units: 54 flats
NIA: 3564m²



Key Plan

--- Site Boundary

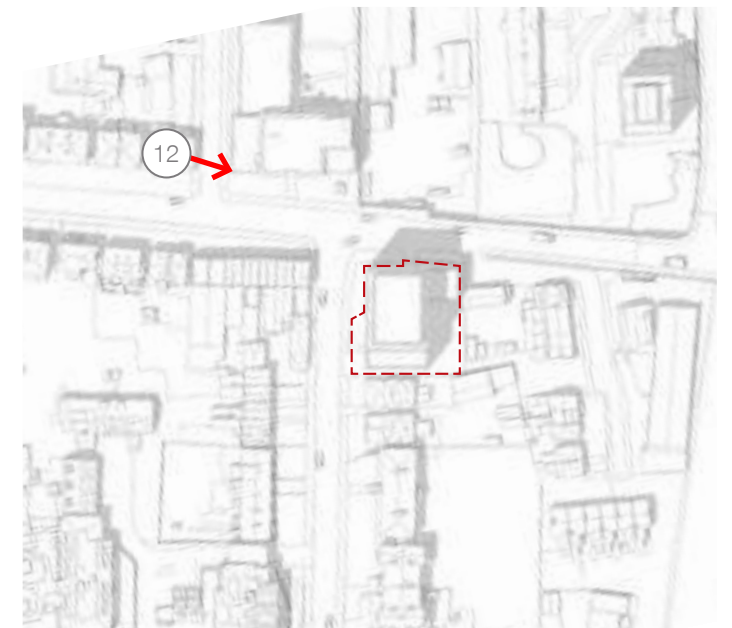


Design Test Option B: View Looking East on St James' Road



Street View Looking North on Lansdowne Road

Number of Units: 53 flats
NIA: 3673m²



Key Plan

--- Site Boundary