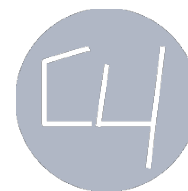


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This is an A3 report of the planning application for a mix use scheme at 23-27 Victoria Road, Romford. It establishes the development potential of the site, and helps the client set up a professional team up to obtaining approval.

PLANNING PERMIT APPLICATION DOCUMENT

23-27 Victoria Road, Romford



CY PLANNING CONSULTANCY

Introduction

CY Planning Consultancy is a consultancy firm specialising in advising on our clients' business cases, providing strategies on project development, and helping our clients obtain planning permissions. We have been working closely with architectural and engineering practices and have formed effective relationships with planning authorities. With an expertise in understanding and applying the politics of planning – obligations, charges, officers, committees, and appeals, we provide our clients with the best service in this increasingly complicated and rapidly changing industry. We also adopt a highly collaborative approach engage to clients, local communities, and design teams together, which has enabled our specialist team to successfully obtain permissions for 5 infrastructure projects, 10 commercial projects and 8 residential projects in the past 5 years. With a great track record since our firm is founded, we are confident that we are reliable and trust-worthy, and it is worthwhile to have us on board in our clients' projects.

This is a planning document drafted by CY Planning Consultancy to advise our clients on the development of a mix-use scheme at 23-27 Victoria Road, Romford. We will help our clients to maximise the value of the site and increase the chance of obtaining planning permissions. The structure of this document is as follows:

- Establishment of development potential of the site
- Timescale of the application process
- Recommendation on the appointed professional team
- A fee proposal for appointing the professional team

Development potential

This section collects site information and analyses the business case for this scheme. The values and potentials of the development are then established. It then sets out to summarize the planning and design requirements, which will inform the brief and scheme of the development.

Site appraisal & opportunities

Romford is a large town in east London and the administrative centre of the London Borough of Havering (shown in Image 1). It is one of the major metropolitan centres identified in the London Plan (https://en.wikipedia.org/wiki/London_Plan). Romford is historically a market town in the county of Essex, and it went under great development after the opening of the railway station in 1839 which enables the town good links to central London. Romford's economy shifted from agriculture to light industry and then to retail and commerce. Under the development and expansion in the 20th century, Romford became a municipal borough in 1937, and became a part of Greater London in 1965. It is today one of the largest commercial, retail, entertainment, and leisure districts in London, with a population of around 261,700 in 2021.

23-27 Victoria Road is just five minutes' walk from Romford station (shown in Image 2). The location provides fast and convenient link to central London and other cities. Most adjacent buildings have commercial functions on the ground floor and residential units above (shown in Image 3). The demand for retaining commercial activities and increasing residential units in this area has been emphasized in the Romford Development Framework, which implies a great development potential for this site.

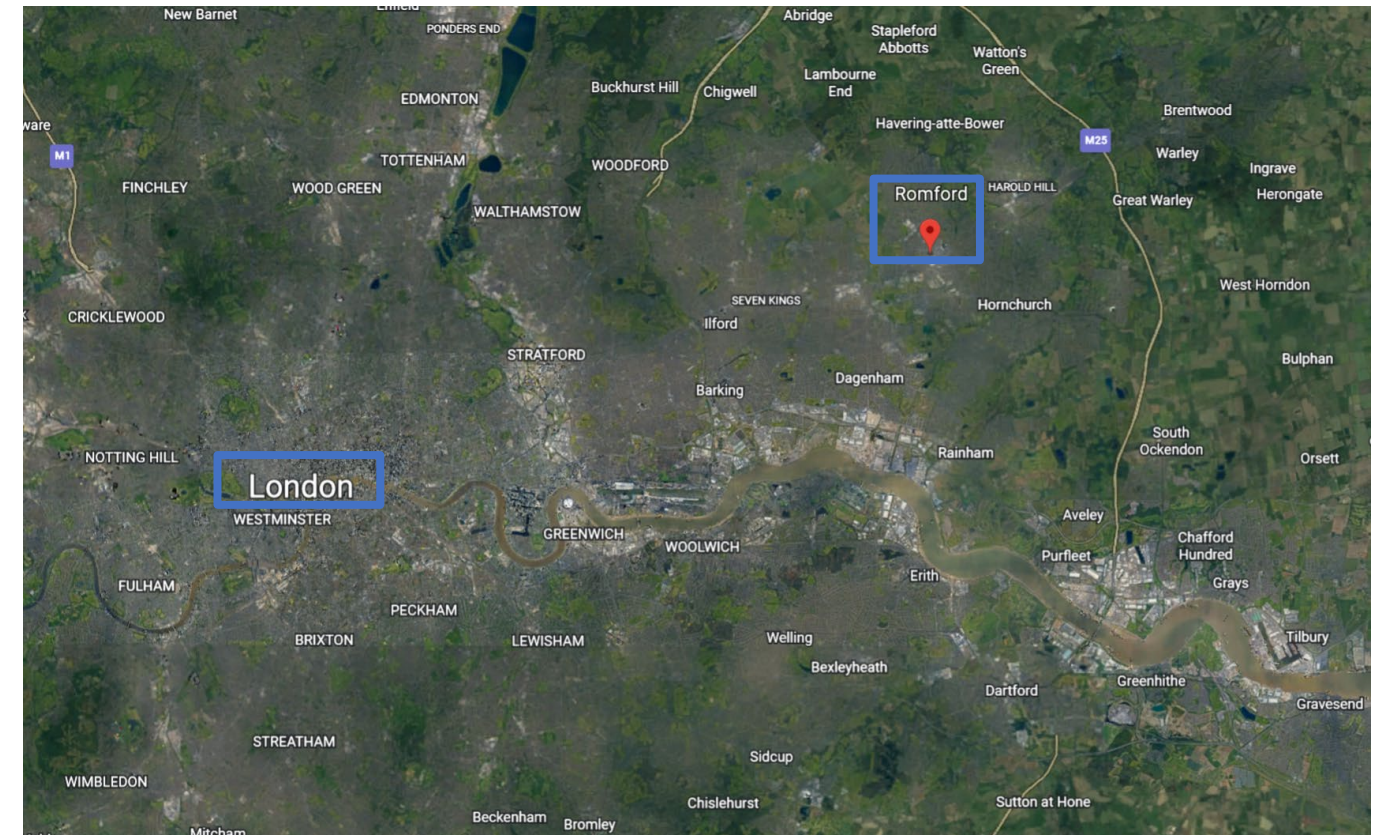


Image 1. Map of central London and Romford.



Image 2. Map of the site.

The site is located within Eastern Fringe Area of the Romford Development Framework, (https://www.havering.gov.uk/downloads/file/3298/lbhlp53_romford_development_framework_2015, shown in Image 4), which has laid out the following recommendations which have been highly summarised:

- Retain and consolidate commercial activity on Victoria Road
- Residential uses above commercial
- Increase residential densities
- Street to be lined by consistent medium density development
- Continuous frontage for streets



Image 3. Surrounding building types of the site.

Victoria Road is a wide, busy thoroughfare which has received some public realm investment. The past decade covers a reasonable period of economic stability and rising values, and the current lack of commercial activities leaves a vacuum for this scheme to occupy. Other than Mercury Court, there is little evidence of recent development, and the general condition and appearance of the built environment is largely moribund and lacking cohesion. The site currently hosts a two-storey tired-looking residential building and a one storey warehouse sitting at the North end. The plots of land on the north side of Victoria Road are generally quite deep extending back to the railway line. These plots are developed in a variety of ways such that there is no uniform pattern of development other than a reasonably strong building line to the Victoria Road frontage.

Taking all these factors into consideration, an intensified residential-led redevelopment on this site would be justified. It will deliver new homes in a borough where there has been a persistent under delivery of new homes, appreciably less than a five-year supply of deliverable housing land and where the examination into the emerging HLP is unlikely to resolve the housing land supply situation underwater

- Buildings to be in line with prevailing building heights, while assisting in densifications

Victoria Road is characterised by a variety of commercial premises, many of which have residential above ground floor, and residential buildings. There is considerable variation in the scale and appearance of buildings ranging from domestic scale two storey buildings up to occasional four storey buildings. Elsewhere from within Victoria Road, taller buildings within the town centre to the north can be occasionally glimpsed above the elevated railway line.

Both extant and emerging development plan documents envisage and support redevelopment and intensification on this part of Victoria Road to provide additional homes. This includes the RAAP at Policy ROM14 and MLP Policy 3.3. However, very little has happened responding to this supportive policy framework for residential-led redevelopment of this area. While the LPA's vision for a comprehensive redevelopment that could maximise the potential of this area is cogent and reasonable, very little has materialised.



Image 4. Romford Development Framework (red line) and Eastern Fringe Area (orange) and the site of this project (red square)



Image 5 & 6. View from North-East of the site and from South-West of the site.

Precedent application

The adjacent site, 29-33 Victoria Road, was granted planning approval in 2019. This case sets a very helpful reference for this project, which informs what is required and expected for a similar application. Key design feature of 29-33 Victoria Road are listed in the table below. The scheme was initially refused, but was later accepted for the positives of the scheme which outweigh the negatives.

in 2022. The proposal should be of a good standard of design, responding appropriately to its local context and making efficient use of very sustainable located previously developed site in an area of Romford which has long been established for regeneration and intensification. It would do so in a way which would not harmfully prejudice future ambitions for the area and may well serve as a stimulus for the future investment.

	Precedent application: 29-33 Victoria Road
Scale & mass	See Image 8&9. The scale of the scheme is larger than most of its surrounding buildings. However, it is essential to increase residential units and densify the area. The material use helps reduce its prominence.
Height	See Image 10. Most surrounding buildings have a height of 3-4 storeys, while this scheme has 4 storeys for block A and 6 storeys for block B (see Image 11). The blocks are designed into different height so that the front view from the street is less overwhelming. The recessed roof also helps visually reduce the height.
Housing mix	See image 11. The current scheme has 15*1-bed, 17*2-bed and 3*3-bed. This gives 1 bed 43%; 2 bed 48%, 3 bed 9%. Proportions shall be negotiated through planning process.
Appearance	See Image 10. The material and colour enable the scheme to blend in with its surroundings and ensures the quality of design. The light grey brick treatment of block A relates to the row of active frontages along Victoria Road, and the darker grey finish of block B relates to the industrial quality of the railway.
Transport	See Image 13. Forecourt parking for 7 cars is provided/
sustainability	Information of energy use and sustainability strategies has not been provided. Various approaches can be taken to reduce embodied carbon and make use of on-site energy.
Right to light	The neighbouring buildings of the site are mostly of commercial use (Image 3). Therefore, the buildings do not have significant impact on the right to light for its surroundings.
Other	The proximity of the scheme to its neighbours can potentially cause disputes about boundaries or party walls, or obstruction of driveways or accesses. These are all potential problems that should be taken into considerations.

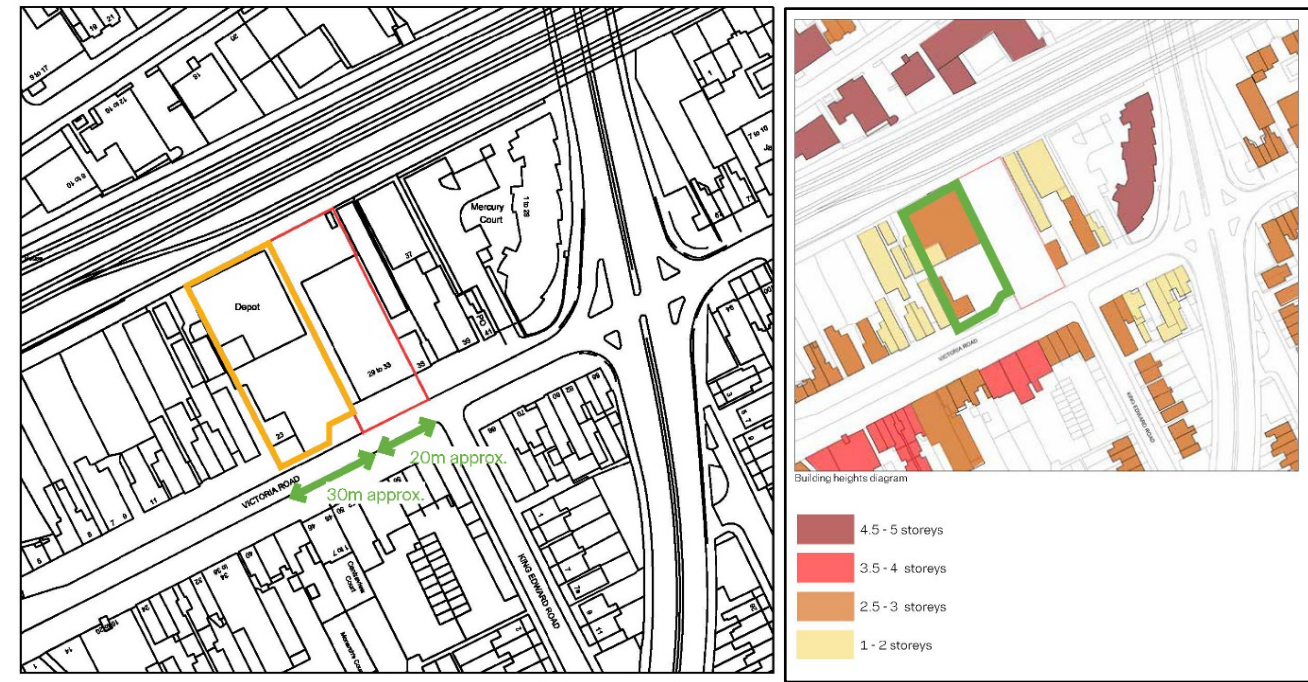


Image 7. President scheme 29-33 Victoria Road (red line) and the site for this scheme (orange line)

Image 8. Prevailing housing heights of the site



Image 9 & 10. Aerial view and massing of the scheme & Street view of the scheme



Image 11. Elevation view and material use of the scheme

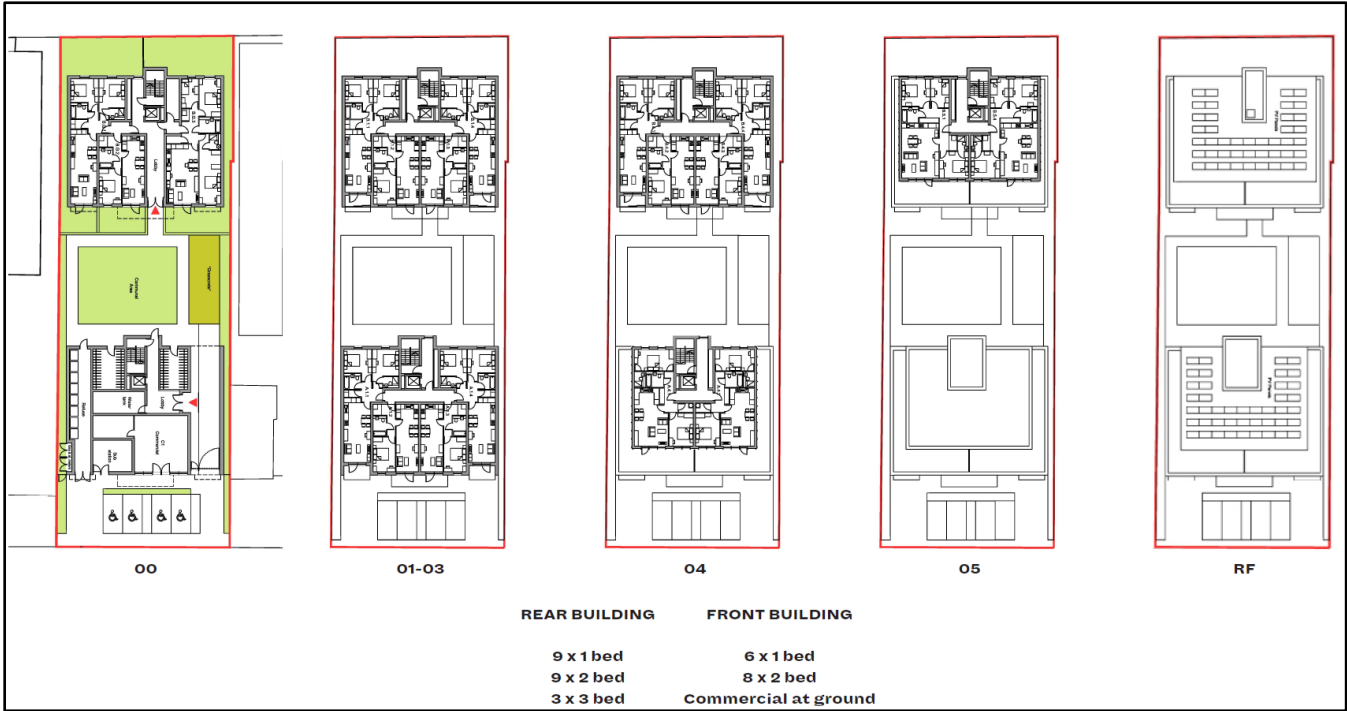


Image 12. Floor plan and housing mix of the scheme

Reference	Location	Proposal	Status
Q0084.20	29-33 Victoria Road Romford RM1 2JT	Discharge of conditions from PINS appeal ref. APP/B5480/18/3198021, LPA ref. P0716.17 Conditions(s) Conditions 7 and 11	ALL DECISIONS ISSUED
P0716.17	29-33 Victoria Road ROMFORD RM1 2JT	Demolition of existing building & erection of 2 replacement front & rear blocks comprising a total of 35 residential units & at ground floor commercial unit with flexible use as A1 retail/A2 financial & professional services/A3 restaurant & cafes/B1 office/D1 non-residential/D2 assembly & leisure.	Appealed
J0015.16	29-33 Victoria Road Romford RM1 2JT	Prior approval for the change of use of offices (Class B1a) to residential use to form 1no. studio unit, 5no. one-bedroom units, 3no. two-bedroom units and 2no. three-bedroom units.	Prior App COU Given
P0723.13	29-33 Victoria Road Romford	Changes to window and door openings on side and rear elevations	Apprv with cons
P0421.08	29-33 Victoria Road Romford	Proposed portacabin unit on the existing flat roof to the rear of the office.	Appealed
P1093.01	29-33 Victoria Road Romford	Forecourt parking for 7 cars (1 disabled parking bay) and crossover to public footpath	Apprv with cons
P1161.96	of use to community services unit 29-33 Victoria Road	Variation of condition 3 - re additional forecourt vehicle crossing of planning permission P0406.96 for change of use to community services unit	Apprv with cons
P0406.96	29-33 Victoria Road Romford	Change of use to Community Service Unit for the North East London Probation Service	Apprv with cons
P0973.92	29-33 Victoria Road Romford	Change of use of ground floor from retail to B1 offices and erection of first floor and tw o storey rear extensions (revised description)	Apprv with cons
P0234.92	29-33 Victoria Road Romford	Change of use from ground floo r retail & first floor offices to A2	Apprv with cons
P1392.91	29-33 Victoria Road Romford	Change of use of ground floor from retail to B1 offices and erection of first and second f loor extensions to form additional B1 offices	Apprv with cons
P1394.91	29-33 Victoria Road Romford	Change of use of ground floor from retail to B1 office use	Apprv with cons

Image 13. Planning proposals of 29-33 Victoria Road. (Published source: <https://development.having.gov.uk/OcellaWeb/planningSearch>)

Planning requirements and constraints

The values and potentials for the development of the site have been established. A series of constraints that should be considered to up until obtaining permissions, which have been listed below along with suggested designs responding to them.

- Scale and mass

Romford Development Framework for the Eastern Fringe Area has specified that buildings should form continuous frontage for streets and densify the area. The scheme of 29-33 Victoria Road can serve as a successful precedent where 27-29 Victoria Road can reference. The current brief proposes a six-storey mixed-use scheme. Like 29-33 Victoria Road, the scheme should be divided into two masses with a lower and more modest-looking block facing the street. It is suggested that the design of the blocks should be generously set-back so that they will appear from street levels as a five-storey building. Off-road parking should be positioned in front of the scheme and facing the street, so that the substantial width of Victoria Road means the blocks can be appropriately set-back.

- Height

Romford Development Framework for the Eastern Fringe Area Buildings in line with prevailing building heights, while assisting in densifying the area. Due to the height of each floor it should appear as a tall five-storey building with little synergy with the heights and floor levels of surrounding buildings.

- Housing mix

According to Emergency Housing Draft 5, the developed scheme should include 5% of one-bedroom apartment, 25% two-bedroom apartment, 64% 3-bedroom apartment and 16% 4-bedroom apartment. The LPAs requirement is that qualifying residential developments should provide 35% affordable housing on site in accordance with MLP Policy 3.11 and emerging HLP Policy 4. A number of key inputs are agreed between the parties, including in this case the benchmark land value for the site reflecting the existing use value plus a reasonable 20% premium.

In contrast to Emergency Housing Draft 5, the development at 29-33 Victoria Road has 43% 1-bedroom flats, 48% 2-bedroom flats and 9% 3-bedroom flats. Its permission was granted on the grounds that it contains a number of 1-bedroom flats and as such applies a reasonably scaled revised figure of 5,057£ per unit for both primary and secondary education provision. Considering the capacity issue in education provision in Romford, two provisions are made under S106 for, firstly, a financial contribution of a fixed minimum of 119,000£ pounds for affordable housing with an early review mechanism, and secondly a financial contribution of 177,000£ for education. This scheme should adjust its housing mix according to these financial subsidies and housing affordability.

- Appearance

Romford Development Framework for the Eastern Fringe Area has specified that the frontage needs to fit in the street. The commercial use at ground floor should conform to the mixed-use character of Victoria Road. Given the considerable variety in the appearance of buildings, the frontage of this scheme shall not have a harmfully overbearing or enclosing effect or appear incongruous or overly dominant in the context of the existing scale and pattern of development on Victoria Road. It is suggested that different textures of brickwork should be applied on the façade of blocks. To avoid the brickwork from being a harmfully dominant and full feature, the scale of brickwork could be broken up by the use of different materials such as metal panels or wood panels. Commercial and residential functions can also be differentiated by using flank walls treated with different panels and bricks of different patterns.

- Transport

The brief requires that parking and cycling should be provided. Victoria Road has on-street parking restrictions during weekdays and on Saturdays. It is thus suggested that the scheme should contain off-street parking with an area suitable for accommodating a servicing vehicle of smaller deliveries within the site. Considering the proximity of the site to local railway and bus stations, a very low provision for off-site disabled parking in accordance with CSDCPDPD Policy DC33 might be adopted as the transport mode. Given the site is adjacent to other residential houses, boundary or party wall disputes should be addressed via Citizens Advice Bureau. The development should not cause obstruction of driveways or private accesses, which would violate The Road Traffic Act (1988).

- Sustainability & wellbeing

The brief requires that on-site renewable energy is required to reduce CO2 emission by 20%. It should be achieved by using high-efficiency MEP equipment such as heat pumps. Potential contamination shall be identified, and mitigation measures shall be proposed. The wellbeing of occupants should be ensured by a provision of good levels of natural light, where more than 90% of habitable rooms should comply with Average Daylight Factor in terms of the BRE guidelines. The blocks should be generously spaced so that sunlight penetration can be ensured. It is suggested that the front elevation of the block on the North end and the rear elevation of the block near the street shall be across an intervening gap of about 18 meters of open communal spaces. This space would be moderately enclosed by commercial buildings to the east and west of the site but it would nonetheless be a reasonably light space that would sufficiently avoid any harmful degree of enclosure.

- Right to light

The impact of development upon a neighbour's light is always considered when determining planning applications. There are guidelines and rules that are used to judge the impact of proposals upon neighbouring properties. It should be noted that the residential spaces adjacent to the East side of the scheme is only two-storey high, which means the six-storey high scheme has the possibility of blocking the East light completely for them. This means the scheme should be carefully designed as to minimise its impact on the light provision for its neighbours. For example, the edges of the blocks can be set-back, or the second/third floor can contain a hollow space where sunlight can penetrate through.

- Noise

The proximity of the railway line and the current frequency of trains should be taken into consideration. It should be ensured that noise impacts are satisfactorily mitigated and the vibration from train movements would be below the threshold of perception for the general population in accordance with BS 6472:2008. The North-facing rooms in the North side of the block might suffer from intense noise and vibration issues. Insulation panels and other noise mitigation measures can be considered.

All the requirements and constraints should be actively identified and effectively communicated with the design team. During RIBA Design Stage 2, design proposals are developed and tested by CY Architectural Consultancy in terms of policy conformity and the likely chances of success. We would then advice on the requirements and constraints of the development and form a feedback loop with the other teams. It is suggested that pre-planning application should be submitted at the end of stage 2, and even should be submitted several times based on the complexity and change of design proposals. This is to test and

ascertain the ideas and preferences of the Local Authority, so that a more successful submission can be made at the end of Stage 3. CY Architectural Consultancy is responsible for the preparation and submission of planning documents, which are listed below.

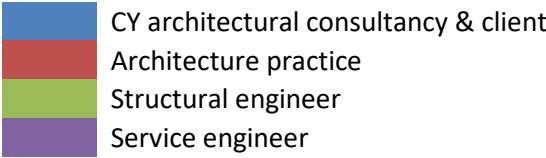
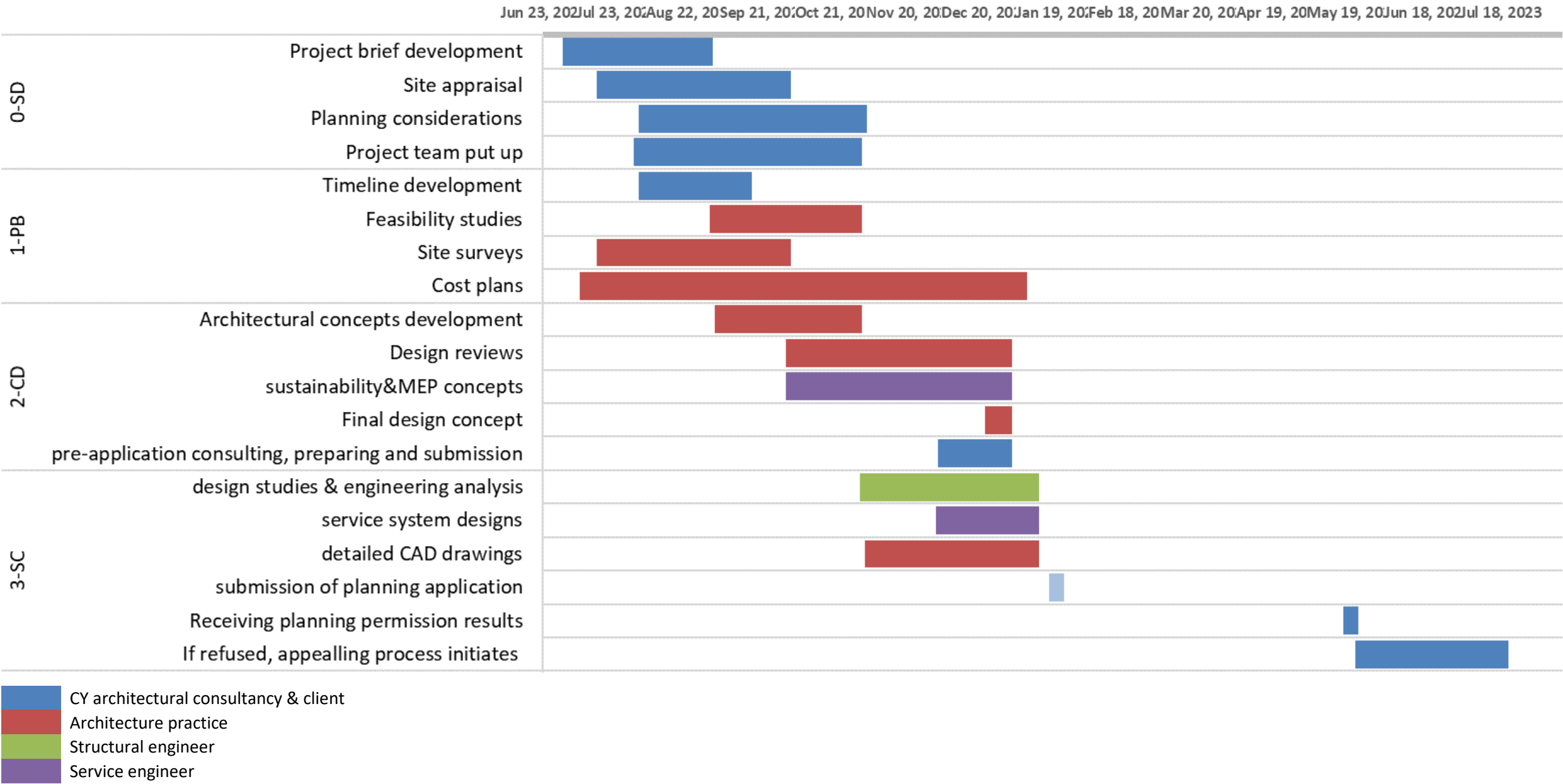
- Detailed drawing
- Supporting reports and document (environmental assessment, archaeology report, energy statement, tree survey reports, sunlight & daylight assessments, transport assessment)
- A design and access statement
- A planning statement
- Statement of community engagement
- Planning application fee



Image 14. Site plan of 27-29 Victoria Road

Timescale

The table shows the estimated timescale of the planning application of the scheme, from the formation of the brief up to the submission of the planning application.



Professional team

A highly skilled professional team lays the foundation of the success of a planning application. A typical project team comprises of architectural practice, landscape architect, planning consultant, structural engineer, services engineer, transport consultant, environmental consultant, heritage consultant, rights of light consultant and property PR consultant. The selection criteria and the teams to be appointed have been listed in the table on the right. The listed architectural and structural practices have had very successfully projects and some have cooperation experiences with CY Planning Consultancy. It is likely that they charge high for this residential project, which will affect the affordability of the development. It should be noted that the current team selection is only for reference where a fee estimation can be generated and compared against our clients’ budget. The team selection may undergo negotiation and adjustment along with the progress of the scheme.

CY Planning Consultancy is appointed by our clients as planning consultant and property PR consultant. The responsibilities of our planning consultants include: 1) identifying the values and development potentials of the site; 2) advising whether to purchase the site; 3) if so, inspecting the business case for our clients; 4); 3) investigating planning requirements and constraints which will inform and adjust the design. Our property PR specialists are experts gaining support for the development. They are responsible for: 1) arranging community engagement through exhibitions, media campaigns and political lobbying; 2) ensuring projects record statements of community engagement; 3) lobbying on behalf of projects to ensure support through the planning process; 4) liaising with interest groups and gaining committee approval at planning stage.

The criteria of selecting the architecture practice, civil engineer practice, service engineer practice and landscape practice are listed in the table on the right. It should be noted that the selection of team at this stage is only for reference, so that an initial cost plan can be drafted and communicated with the clients. The list should be adjusted according to fee estimations and client budgets.

Professional team	Selection criteria	Team selection
Planning consultant	/	CY Planning consultancy
Property PR consultant	/	CY Planning consultancy
Architectural practice	Partner with multiple co-operation experiences	MAKE Architects
Structural engineer	Similar precedent projects	Buro Happold Similar project: https://www.burohappold.com/projects/kampus/
Services engineer	Specialist MEP team with cooperation experiences	Max Fordham Similar project: https://www.maxfordham.com/projects/burlington-house am
Transport consultant	Transport consultant in the structural engineer team	Buro Happold
Environmental consultant	Sustainability consultant in the services practice	Max Fordham
Heritage consultant	Heritage consultant in the structural engineer team	Buro Happold
Rights of light consultant	Professional right-of-light consultant	Right of Light Consulting (https://www.right-of-light.co.uk/about/)
Landscape architect	Local landscape practices	ACH Landscape https://achlandscapes.co.uk/

Fee estimation

The fees charged by all stakeholders in the project team are listed in this table.

Stakeholder	fee type	Details of charge		rate	source of information	Sum
The London Borough of Havering	non-application fee	photocopying of plans,		23£/sheet	https://www.havering.gov.uk/info/20034/planning	
		research, retrieval and copy of one document of domestic properties		46£		
		other planning request		83£ /hr, 20 hrs in total		
		other building control request		83£ /hr, 5 hrs in total		
		letter with site information inspections		131£/hr, 10 hrs in total		
		planning condition history search		42£		
		Request for written confirmation that Enforcement Notice complies with or of no effect		162£		
		Demolition notices		264£		
		Building control - dangerous structure		88£/hr		
		high hedge complaints		950£		
		Request to withdraw Enforcement Notice where no longer of effect		927£		
	pre-application advice- develop team service (larger proposals).	DTS service is a bespoke service for large schemes with a provision of 25 or more dwellings (this project provides 35 units). the DTS requires up-front fee payment arrangements	initiation meeting	5500£ plus VAT	https://www.havering.gov.uk/info/20034/planning/649/planning_pre-application_advice	
			2 pre-submission meetings, written response to proposal, 1 post-submission meeting, review of submission document	21850£ plus VAT		
		building control service	Identifying issues at an early stage, minimising the likelihood of changes to the project being required post planning decision, which can cause delays and extra cost.	1st hour free of charge. with extra time charged at £70 per hour (deductible from building control fee)		
	Building control	Charges for other works. Estimated cost of work: 140,000£ - 170,000£		2076£		
	S106 Monitoring fee	Key non-financial obligations		1000£		
		5% of the value of the total distributions, 1000-40,000		approx. 10000£		
		financial obligations		1000£		
		5% of the value of the total distributions, 1000-40,000		approx. 10000£		57845£

CY Architecture Consultancy	Planning consultancy	The scope of works and natural of project is relatively well-defined, and thus a percentage method is applied to this service. A typical building cost for flats/apartment with lifts (6+storey) is 1830 £/m2, and for commercial development is 1430 £/m2. We take 0.5% of the overall building cost.	67375£	https://costmodelling.com/building-costs
	Project PR consultancy	An hourly-rate method is applied to this service. Our hourly rate is 150£, and we estimate the working hour to be 100 hrs	15000£	
MAKE Architect	Architectural design	10% building cost	1078000£	
Buro Happold	structural engineer	8% building cost	1347500£	
	transport consultancy	150£ per hour, estimated 50 hours	7500£	
	heritage consultancy	200£ per hour, estimated 50 hours	10000£	
Max Fordham	services engineer	150£ per hour, estimated 200 hours	30000£	
	environmental & sustainability consultancy	200£ per hour, estimated 200 hours	40000£	
Right of Light Consulting	Right of light consultancy	planning report	1340£	
		rights of light - calculations, strategies, advice, insurance.	150£ per hour, estimated 100 hours	15000£
ACH Landscape	landscape design	150£ per hour, estimated 150 hours	22500£	2551840£
Total fee:				2692060£