



LRA

DESIGN + ACCESS
36 BEULAH ROAD

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36 BEULAH ROAD

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"POPULATION GROWTH MEANS THAT AN ADDITIONAL 27,000 NEW HOMES WOULD BE NEEDED IN CROYDON BY 2031 TO MEET THE NEED FOR NEW HOMES. THERE IS LIMITED DEVELOPABLE LAND AVAILABLE FOR RESIDENTIAL DEVELOPMENT WITHIN THE BUILT UP AREA MEANING THAT IT IS ONLY POSSIBLE TO PLAN FOR 20,200 NEW HOMES IN THE PLAN PERIOD."

Croydon Local Plan: Strategic Policies

Croydon is set to become London's biggest growth centre. More than £5.25bn worth of investment in the next five years is set to take place.

Its £1bn new Westfield/Hammerson scheme, approved by the planning committee in November 2013, will transform the city centre into one of the most exciting retail and leisure districts in the country. In addition, Croydon's outstanding transport connections provide fast and frequent service into London Victoria and London Bridge, and internationally via Gatwick.

Improving the image of Croydon is important in attracting new investment and encouraging people to want to live and work in the borough.

The site at the Rear of 36 Beulah Road, has undeniable potential, which the area has already sought to maximise; these 'opportunity' sites, hidden from the passing streets, sit in between the surrounding residential amenity spaces, and provide a unique challenge for designers. Currently it lies in a state of disarray, a brownfield site with dilapidated industrial buildings, fast becoming an eyesore to the surrounding sites. Yet the expansive garden surroundings could provide an almost rural feel to any new dwelling here.

A suitable regeneration will optimise the site's potential, reflecting the local area's economical growth. Not only does the site have an ideal location, it is developable land in the heart of Croydon, with the potential to provide 11 new dwellings towards the council's Local Development Framework.

In this document, Liam Russell Architects aim to provide outline proposals for a development that is sensitive yet contemporary, transformative yet greatly required.

INTRODUCTION 36 BEULAH ROAD



01

View from Beulah Road.
Existing access road to site located adjacent to 36A Beulah Road.

02

View from site looking east.
Dilapidated buildings on brownfield site.

03

View in relation to Atlanta Court.
Adjacent facade at 9m tall, with no overlooking windows.

04

View from street level.
Location for Unit 10, a detached house that will sit within the vegetation.

USE
36 BEULAH ROAD



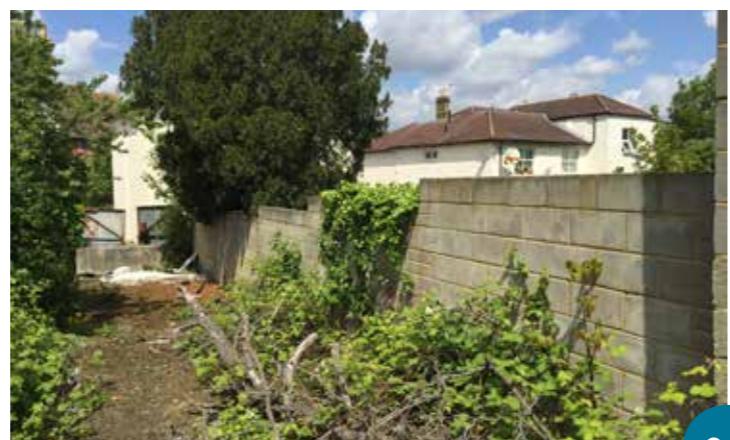
01



02



03



04

The site is located within the block of land surrounded by Beulah, Parchmore & Fernham Road. Currently, the bulk of the brownfield site is occupied by dilapidated former industrial buildings.

LRA has sought to follow the precedent set within the local area, to use the 'opportunity' sites as additional residential units. There are a number of developments that have already maximised their potential for dwellings, such as the Rear of 20 Beulah Road.

Any proposals on the site should focus on providing high quality residential units that contribute to the local vernacular through sensitive regeneration.

The proposals outlined in this document aim to achieve just that, by bridging the gap between the local apartment buildings, such as Atlanta Court, and the surrounding houses.

01 Site Map

02 Site Boundary Map





SCHEDULE OF ACCOMMODATION

	1 BED	2 BED	TOTAL
+ 00	2	1	3
+ 01	2	1	6
+ 02	2	1	3
TOTALS	6	3	12

THE PROPOSALS.

The proposals are for 09 new flats of varying sizes located within the block of residencies bordered by Beulah, Parchmore & Fernham Road.

01

Additionally the proposals provide 01 detached 3 bedroom townhouse adjacent the brick garage wall that service Atlanta Court

The proposals satisfy the growing need for residential units in the Croydon Area whilst remaining sensitive to the scale of the surrounding buildings and local vernacular.

LIFETIME HOMES.

02

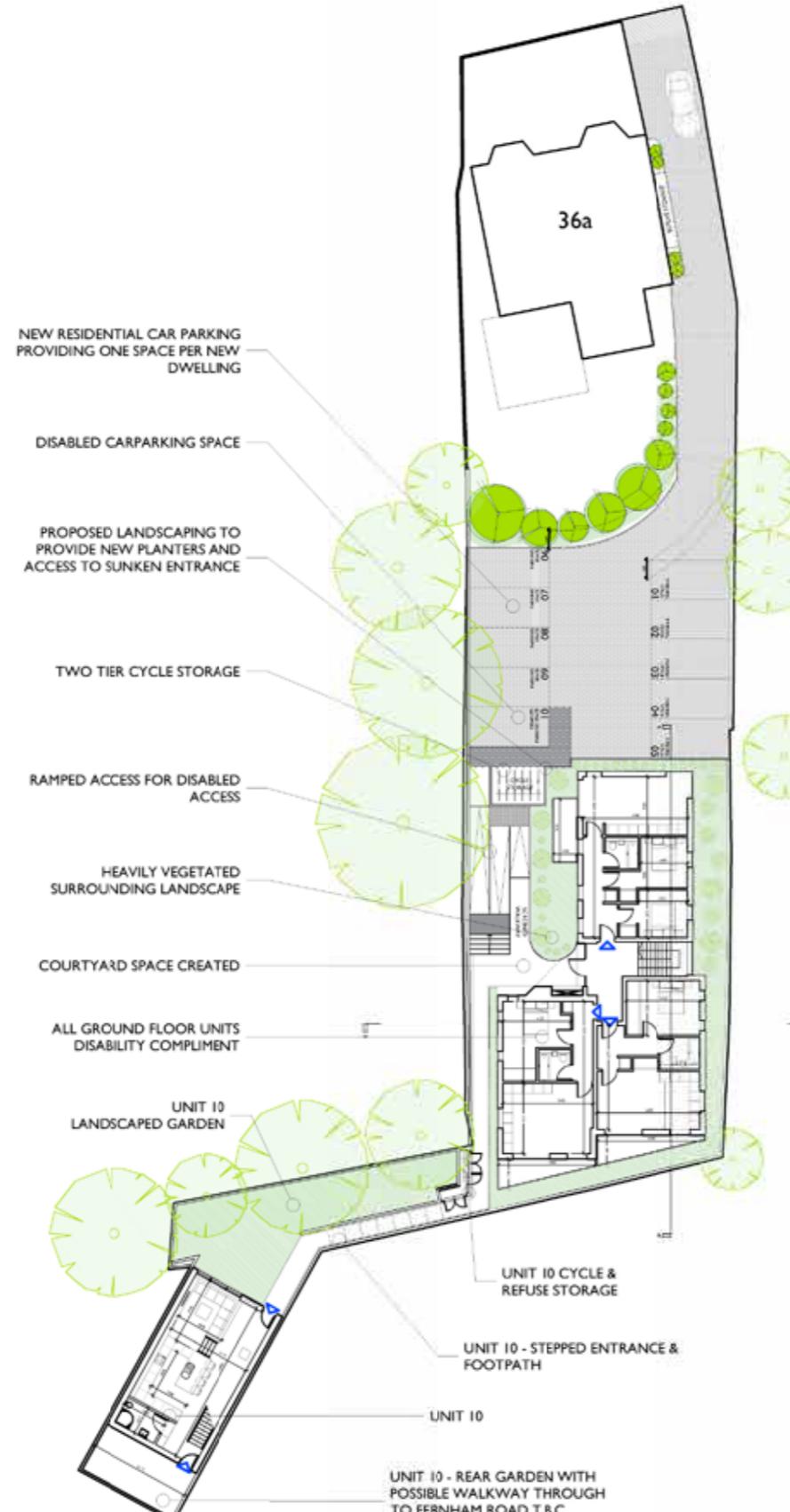
The houses have been designed to meet Lifetime Homes Standards where possible.

LONDON HOUSING DESIGN GUIDE.

03

In line with the Croydon Local Plan, all units have been designed to meet and exceed the standards set out in the London Housing Design Guide.

AMOUNT
36 BEULAH ROAD



00

PROPOSED GROUND FLOOR PLAN



01

PROPOSED FIRST FLOOR PLAN

LRA

In terms of layout the main design challenge has been to maximise space in the long passageway of the existing site. This has been achieved by providing a shared access route, mirroring the neighbours car parking.

This leads up to a main entrance of the new apartment building.

Significant width has been maintained to provide access to the rear of the site, which has potential for further development.

On all floors of the apartment building, residential units surround a central core, that provides ample natural light and spatial efficiency.

The first , second & third floors consist of a uniform arrangement of two 1-bed units and one 2-bed.

In terms of flat layout, the proposed residential units are as repeated as possible to continue layout stacking further. They have been designed to maximise space as well as natural light. Typically the residential units consist of a central open plan kitchen, dining and living area to provide flexibility in layout for the occupier.



02 PROPOSED SECOND FLOOR PLAN

03 PROPOSED ROOF PLAN

01

EXISTING BUILDINGS.
All of the proposals sit within the height of the existing roof-line at 36A. Whilst the neighbouring Atlanta Court is significantly taller.

02

SUNKEN FOOTPRINT.
The proposals include significant plans for new landscaping, lowering the mass of the new buildings into the ground.

03

FORM.
The form looks to reduce its impact on the surroundings by creating a mass that is organised and compact.

04

VEGETATION.
The large expanse of existing trees in the surrounding gardens combined with proposed planting, will provide natural screening for the proposals.

05

PRIVACY.
Through constructed directional views, natural screening and tiered design, the proposals aim to reduce overlooking and maximise residents and neighbours privacy.



SCALE
36 BEULAH ROAD

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01

FORM.
The challenge of bridging the gap between the surrounding apartment buildings and more traditional houses has resulted in very literal transition in terms of form. Function and efficiency have been the key factors behind the floor plans, as with most apartment buildings, yet in three dimensions, a more sensitive aesthetic has been achieved using the proportions and ridge lines of the neighbouring houses.

02

SCREENED BALCONIES.
The private amenity space for each unit is provided through extruded balconies with a mix of clear glass screens and timber cladding. This allows an abundance of natural light into the units whilst introducing some diversity into the compact.

03

MASS REDUCTION.
In addition to sinking the building into the site, other features have been considered to reduce the visual impact of the building. The glass link core adds a vertical break to the mass, change in materiality of the three blocks separates the mass, step back parapets stops a visual cap to the building and matured landscape design blends the building in to the surrounding site.

04

INCLUSIVE DESIGN.
Unit 10 proves how an inclusive, accountable approach can achieve real joy in the 'forgotten spaces' of London. It also shows that 'different' can be so rewarding. Unit 10 will transform this spit of land adjacent to the garages of Atlanta Court, while complimenting the local foliage of the neighbouring back gardens with its seasonally changing green to red sedum roof.

APPEARANCE: DESIGN
36 BEULAH ROAD



01



02



03



04

01 Reclaimed long stock brick façades.



02 New windows with minimalist dark grey window frames.



03 Glazed protruding balconies



04 Zinc cladding with rolled joints



05 Sand and cement render painted white



06 Timber cladding - Western red cedar



01

02

03

04

05

06



PROPOSED RESIDENTIAL ENTRANCE.

The significant criterion in achieving a successful design on the site is a redevelopment of the landscape. Converting the brownfield site into a comfortable suburban development will be achieved through a combination of soft and hard landscaping. Ground works will be carried out to provide a newly-paved access path down to the car park.

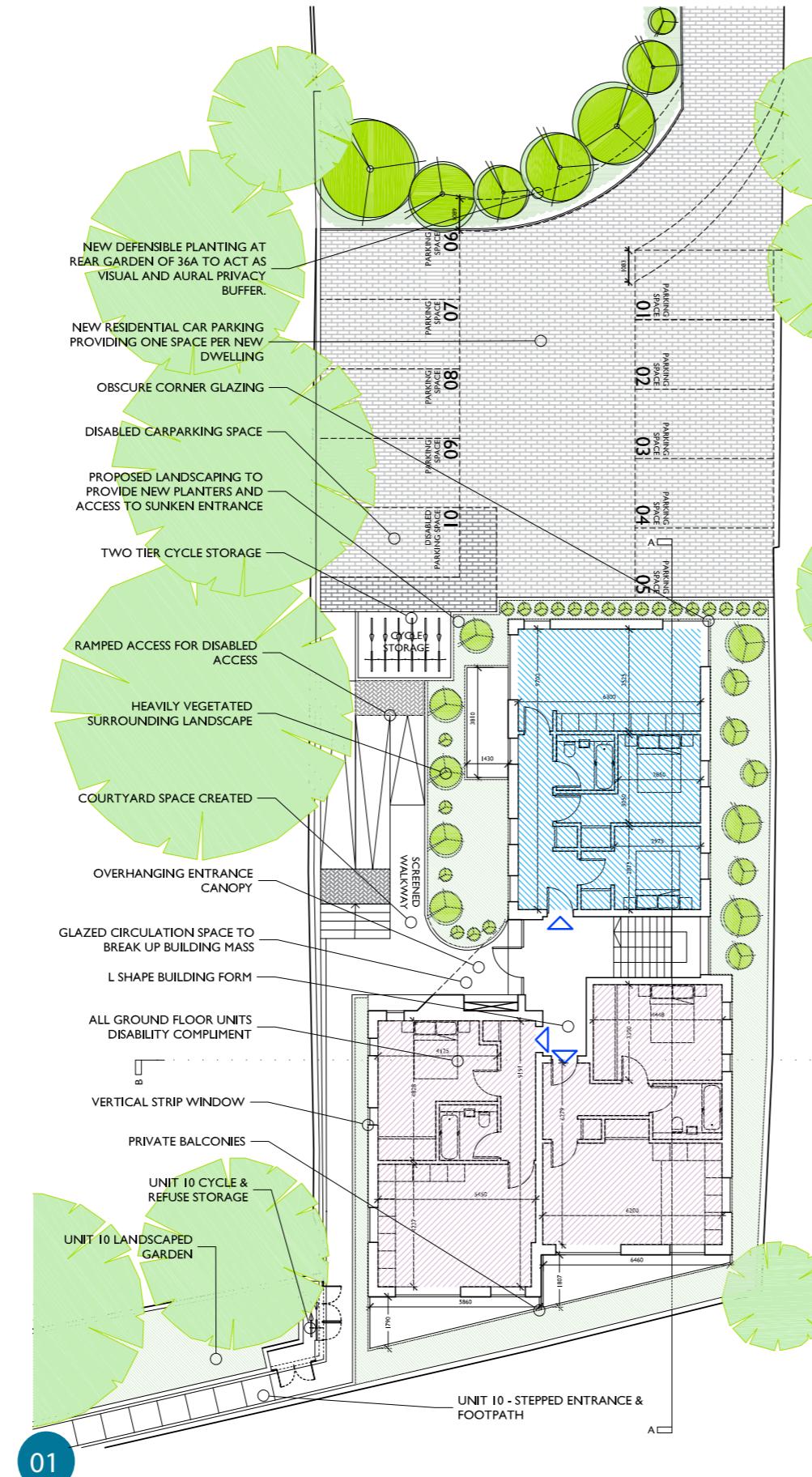
01

Raised planters, containing proposed shrubbery and other vegetation, are proposed around the perimeter of the residential entrance and the cycle store to the rear.

In addition, natural screening is also proposed to further shelter the development from neighbouring gardens.

PRIVATE AMENITY SPACE.

Each proposed residential unit has a minimum of 7.5 sqm of private amenity space, predominantly in the form of a terraced. Many of these spaces are accessed via fully glazed bi-folding doors, to maximise the connection between inside and out, as well as natural light levels within.





01 Reclaimed long stock brick façades.

01



02 Sand and cement render painted white

02

03 Zinc cladding with rolled joints around first floor windows

03

04 Green sedum roof with Bauder skylights

04

05 Timber cladding - Western red cedar

05

06 Solar Tube System for central heating System

06



01

PROPOSED UNIT 10 ENTRANCE.

The significant criterion in achieving a successful design on the site is a redevelopment of the landscape.

The stepped access up to Unit 10 with its street level garden, will deliver an unique experience for the user.

After they have journeyed along the site footpath adjacent to the main sunken residential buildings of the site, the user will reach Unit 10's cycle storage unit nestled under the end of the currently unseen garden of Unit 10. The user will be greeted with an intriguing corner that will entice them around to the gently stepped entrance pathway. Climbing the steps, the garden level will appear on their right as they rise and turning at the top of the stairs, the still hidden Unit 10 will suddenly present itself to them.

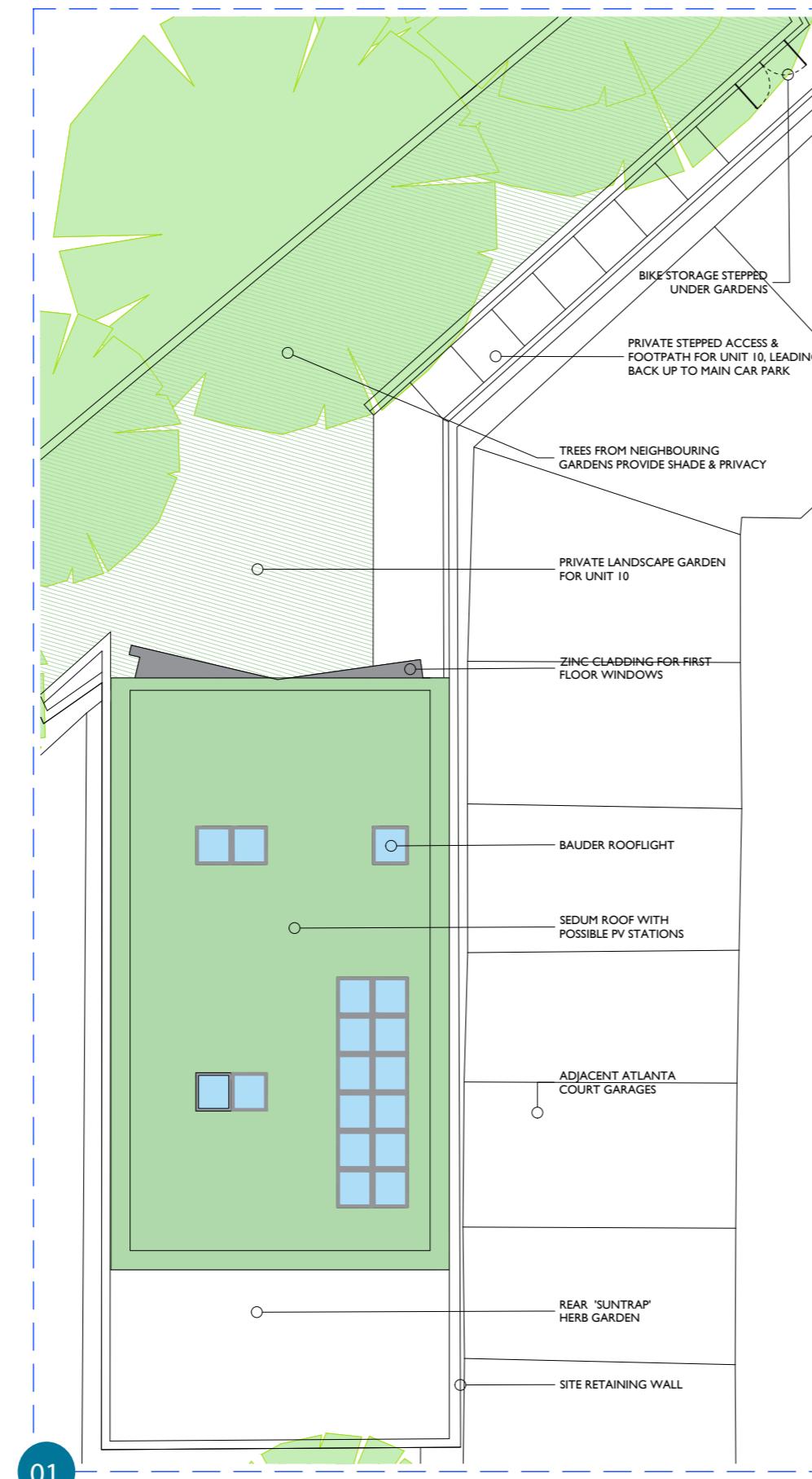
This enclave of tranquility is achieved through a combination of soft and hard landscaping.

UNIT 10 AMENITY SPACE.

Unit 10 has a private front garden of c.60 sqm and a c.20 sqm rear herb garden. Much of this spaces is protected by the brick site boundary wall and shaded with trees from the neighbouring gardens.

Unit 10 has maximised the use of this small strip of land, while still providing the user with high natural light levels and privacy from the surrounding buildings.

LANDSCAPING
UNIT 10
36 BEULAH ROAD



01

REFUSE + RECYCLING.

A bin store will be located at the Beulah Road entrance point, to maintain ease of access for collection. New landscaping will aim to reduce any visual impact of the refuse store, which will be located adjacent to the existing stores for 36A.

02

SHARED ACCESS PATH.

The existing access path, running adjacent to 36 Beulah road, shall be maintained. In accordance with the standards outlined in the metric handbook, a minimum width of 3m is maintained.

03

PARKING + RESIDENTIAL ENTRANCE.

The access path leads to the newly landscaped residential car park, providing one space per unit. Proposed vegetation and planters offer a distinct boundary as residents pass through, down to the main entrance.

04

CYCLE STORAGE.

Cycle storage will be provided in line with the council's local policy, a minimum of one space per dwelling. The exact specification of the storage is to be confirmed.

05

UNIT 10.

From the car park, access to the detached house is provided through a newly landscaped path. After passing the main block, the path then leads into a gated front garden, secluded by the surrounding trees.





PROPOSED DESIGN
36 BEULAH ROAD