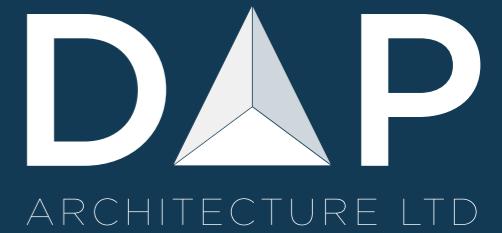


# MIRRAVALE TRADING ESTATE

## CHADWELL HEATH . DAGENHAM

MASTER PLAN VISION DOCUMENT  
FEBRUARY 2020



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*Our vision to reinvent Parcels 1-4 as part of Mirravale Trading Estate's regeneration development to create an employment led, mixed-use neighbourhood at Chadwell Heath, Dagenham.*



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# 01 ABOUT US

## DAP ARCHITECTURE

DAP Architecture is a chartered architectural and interior design practice whose reputation for design excellence and innovation has grown steadily since our formation in early 2011. During this time, we have completed many design-led projects across the UK. These range from housing, commercial, education and mixed-use developments to urban regeneration and master planning.

### The Team

Working from offices in London, Chelmsford and Birmingham, our dedicated and enthusiastic team thrive on new creative challenges. The driving force behind our success is our architectural insight and innovative approach, which is always appreciated by clients. A 'can-do' attitude permeates the entire practice. Inquiring and adventurous mind-set are the hallmarks behind every DAPA project.

### Architectural Design

The team at DAP Architecture bring passion to every project. A special blend of experience and originality enables us to transform innovative ideas into inspired designs. This inspiration derives in turn from architectural insight. Set in the context of a scheme's immediate environment, our aim is to combine aesthetic and practical elements to provide every client with an optimal, holistic solution.

### Our Approach

Designing buildings and environments that inspire and respect the integrity of future communities demands a detailed approach in pursuit of the ultimate vision. We believe one of the key principles behind a successful project is to develop an intensive understanding of its cultural, social and environmental contexts through the professional application of urban design analysis.



## GL HEARN



GL Hearn is a market-leading UK real estate consultancy, providing successful planning, development and occupier advisory outcomes for both public and private sector clients. GL Hearn provide commercially driven advice through all stages of the asset life cycle, specialising in a variety of sectors including retail, residential, mixed-use development, commercial office space, healthcare and infrastructure.

Working with a wide range of public and private sector clients, GL Hearn enhance land and property holdings, working on some of the most complex real estate projects in the UK, making difficult development happen and reducing property occupation costs.

GL Hearn offer a wide range of specialist professional services from environmental, infrastructure and town and country planning, business rates advice, valuation and lease advisory, through to development including compulsory purchase and land assembly, private sector development management, agency and consultancy expertise.

Our head office in London, and network of regional offices, including Manchester, Glasgow and Southampton, are home to over 250 specialist consultants and client advisors.

**GL Hearn is part of Capita plc**



## 02 PLACE + CONTEXT

### LOCAL AMENITIES + ACCESSIBILITY

#### Sustainable Location

- Chadwell Heath's High Street provides a wide range of local facilities
- Local market provides a wide selection of organic healthy food and groceries
- Additional residents will boost vitality within the local community, strengthen existing businesses and sustain local leisure amenities

#### Public Transport + Accessibility

- Bus stops located along Whalebones Lane play an important role of promoting public transport to residents by providing direct bus links throughout Chadwell Heath and surrounding towns
- Chadwell Heath Railway Station is only a 12-minute walk from the site and offers direct journeys to London's main employment centres in Canary Wharf and West End
- The Elizabeth Line (formerly known as Cross-rail) will soon offer faster, more direct services throughout London via a future station located a short 800m walk

#### Education Facilities

- Chadwell Heath has a number of sought-after and award-winning academic institutions
- Mayfield School is located within an easy 19-minute walk from the site
- Beacon Pre-School is located within a 14-minute walk
- Robert Clack Upper School is located within a 8-minute cycle ride

#### Green Recreation Space

- Valence Park is only an easy 7-minute cycle from the site





# 03 OPPORTUNITY SITE

## EXISTING USES

### Existing Uses

- Parcels 1+3: Bj Brown and Associates (Mr Ali Ahmad) B8, B1(c)
- Parcel 2: Essex County Laundry Ltd. (Mr Christopher Westcott) B1(c)
- Parcel 4: Premium Quality Foods Ltd. Sui-generis (car repair and shop), D1 (church)

### Parcel 1 + 3:

Parcel 1 + 3 has 10 sheds:

- Unit 1 Upper Floor - Has been empty for over 2 years. Unable to let due to lack of demand for office use
- Unit 1 Ground Floor - Used as builders storage space and has 2 employees Units 2 - Used for storage and distribution of household goods and has 3 employees
- Unit 3, 4 & 5 - Used for storage and food distribution and has 6 employees
- Unit 6 - Used as a car paint distributor and currently has 4 employees
- Unit 7 & 8 - Shutter workshop and has 8 employees | Unit 9 - Only for storage of candles and has 0 employees
- Unit 10 - Only for off licence storage and 0 employees. (23 employees in total on site).

### Parcel 2:

Currently a Laundry service provider for small boutique hotels. Since installing automated equipment, this place has seen a significant number of staff reduction and currently employs a team of c.20 people.

### Parcel 4:

Currently has a few sub-leases but the one freeholder (a family of 4 brothers). They are letting the premises to a tyre repair store with 3 employees; a centre for religious groups/beliefs, which has 2 employees; a Christian community church/classes which has 2 employees and the last one is another car parts shop with 2 employees. This parcel also has a number of vacant sheds due to a lack of demand. The land owner wants to develop residential and office space but cannot finance it himself and would like us to assemble it with our site.



Existing building frontage.



Existing public footpath.

## DESIGN CONSIDERATIONS

### Design Considerations

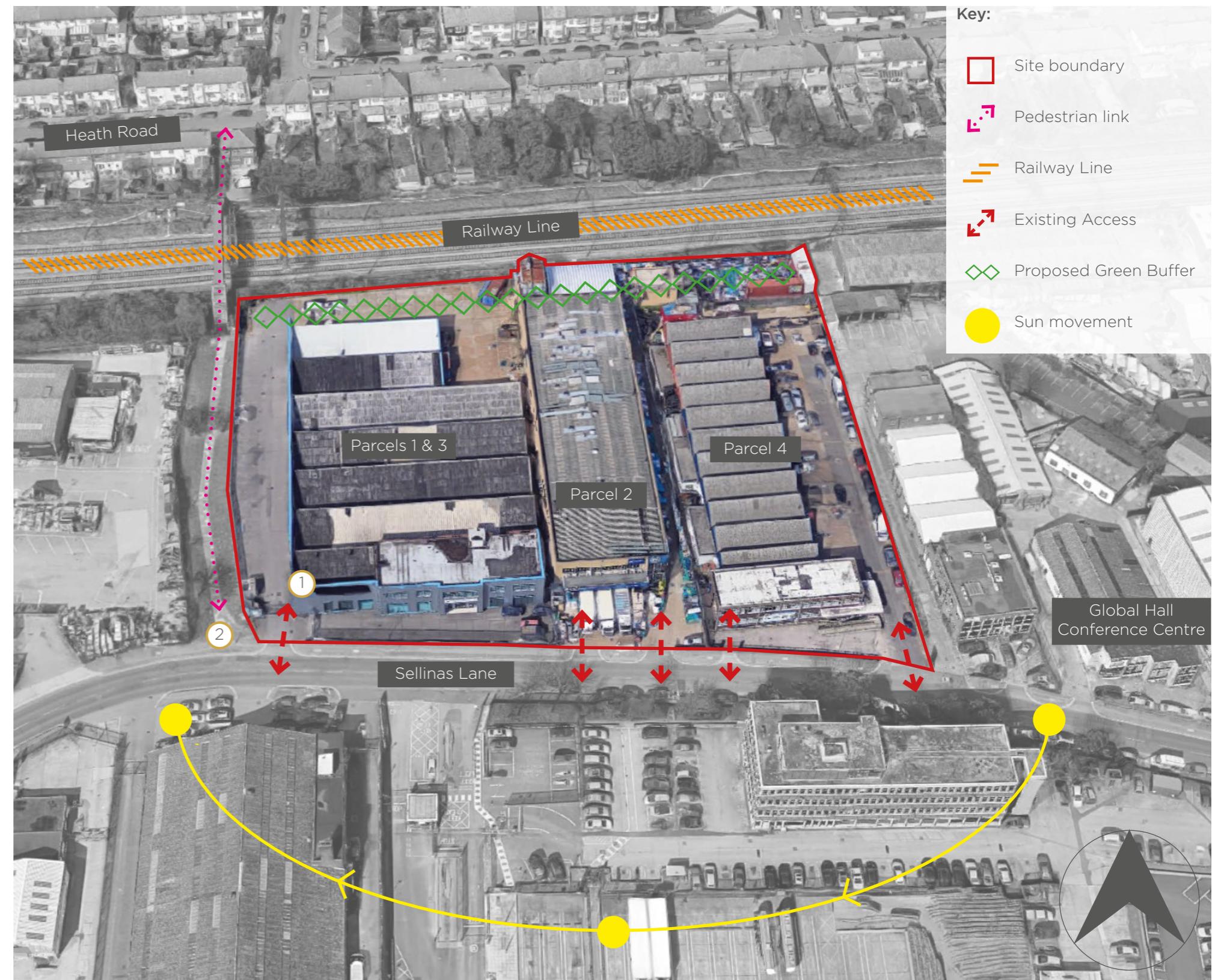
This section seeks to set out what opportunities and constraints exist and how they will help to inform the emerging design. The site's opportunities and constraints have been identified as:

#### Opportunities:

- Opportunity to revitalise the employment opportunities on the site
- Opportunity to provide a significant number of new homes
- Previously developed land (PDL)
- Regeneration of a site which is visually unattractive
- Creation of sustainable new development within Chadwell Heath
- Creation of a new community located close to social activities
- Sustainable site close to public transport links
- Potential to maximise views over historic townscape
- Improve existing drainage
- Improved passive overlooking to public cycle/ footpath links

#### Constraints:

- TFL/ Network Rail requirement to provide adequate set-back to any new buildings from adjacent railway line
- Mindful adjacent industrial sites may take longer to come forward for redevelopment



# 04 OUR SHARED VISION

## MASERPLAN PROCESS

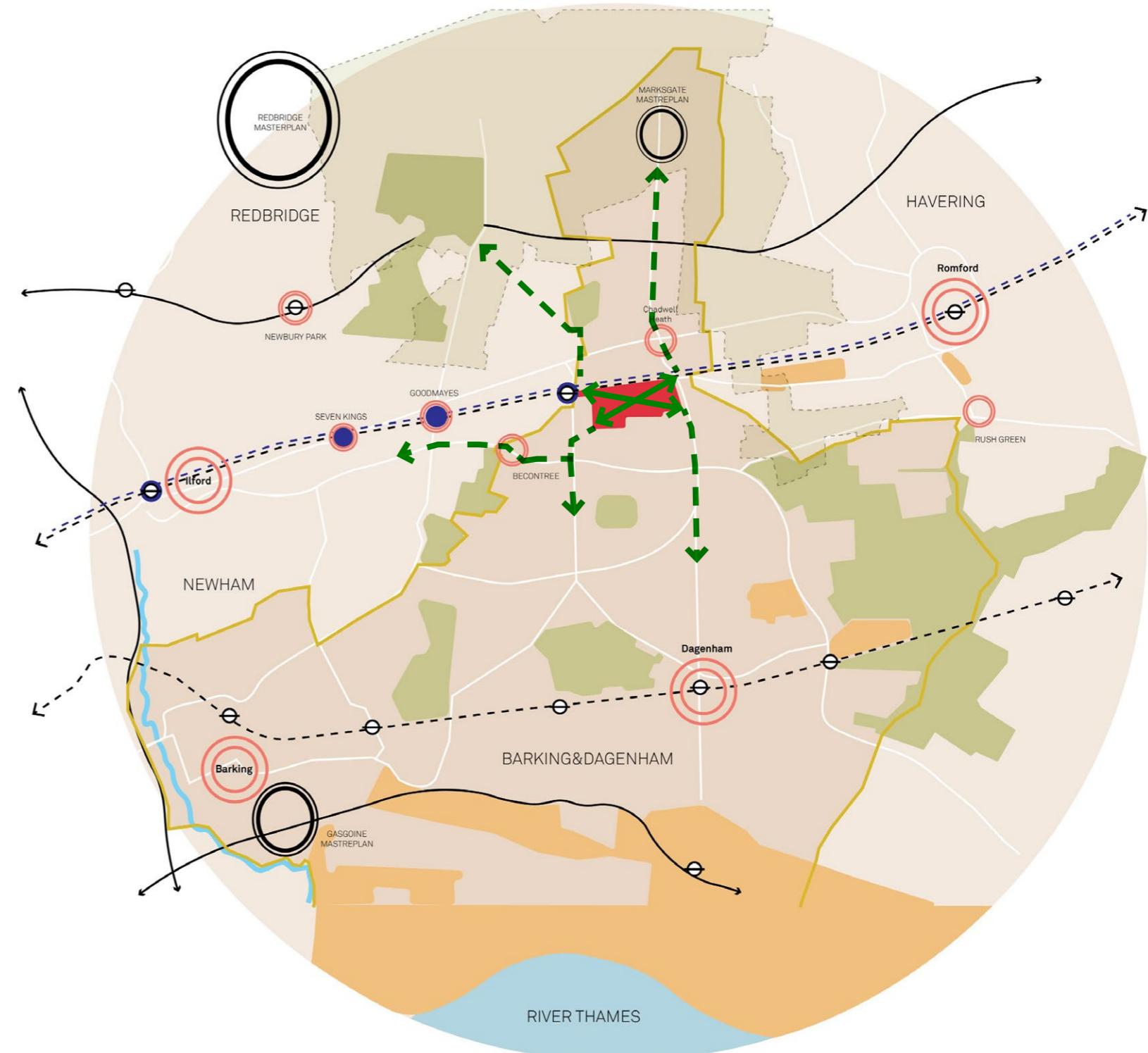
### Chadwell Heath Industrial Area Masterplan

A masterplan is being prepared for Chadwell Heath Industrial Area to set out guidelines for its comprehensive redevelopment as a coherent, liveable and affordable neighbourhood. This masterplan will become a Supplementary Planning Document (SPD) to the Local Plan. It is envisaged that regeneration will:

- Deliver a range of employment uses including innovative development typologies that facilitate intensification and the co-location of commercial (including industrial) and residential uses
- Deliver more and better jobs, and housing for local people and working Londoners
- Retain Freshwater / Selinas Lane as a key through route
- Appropriately stitch any redevelopment into the surrounding existing residential neighbourhoods, while adding vitally needed new services and social infrastructure alongside local transport improvements
- Establish strong interconnections with the neighbouring high street / district centre
- Consider scope for additional access points to the new Crossrail Station

### KEY

— Site boundary	— Crossrail Line
— Primary Road	● Crossrail Stations
- - - Railway	○ Centres
■ Residential	○ New developments
■ Industrial	■ Green Belt of London
■ Green open spaces	→ Key Movement



MASTERPLAN PRINCIPLES



**Principle 1:**  
Intensification and delivery  
of ambitious mix of  
industrial uses



**Principle 2:**  
Develop a growing, diverse  
and circular economy



**Principle 3:**  
Deliver new homes



**Principle 4:**  
Create open space and  
amenity



**Principle 5:**  
Connect local neighbour-  
hoods by addressing  
severances



**Principle 6:**  
Improve transport and keep  
the site working



**Principle 7:**  
Create a legible identity  
for Chadwell Heath with a  
sense of place



**Principle 8:**  
Create an exemplary vision  
for Barking & Dagenham

# 05 DESIGN DEVELOPMENT

## DESIGN BRIEF



### Strategic Brief

- To create a new vibrant mixed-use development at the heart of Chadwell Heath's industrial regeneration area, that brings together flexible workspace and residents
- To create and promote local businesses and light industrial workspace
- To develop an innovative "Beds on Sheds" building typology with independently accessed light-industrial uses at ground level with urban residential housing above
- To successfully deliver 250 new mixed tenure homes with policy compliant affordable housing
- Careful separation and functional zoning for different activities to work successfully
- Development of outstanding architectural merit with sustainable modern methods of construction to replace the poorly designed existing warehouse sheds

### Employment User Requirements

- Modernisation of existing industrial units to provide contemporary B1(c) workspaces fit for the 21st century creative and knowledge economy
- Conversion of existing sui-generis car workshop to a contemporary B1(c) workspace to complement the introduction of high quality residential apartments above
- New modern workspace must be flexible to allow for changing occupier needs
- Parking layout to be clear and legible
- Service yard for vans to safely enter and exit in forward gear, within within secure under-croft to minimise noise disturbance
- Independent service strategy from the residential uses above



### Residential User Requirements

- New Homes to foster a sustainable live/work environment whilst connecting other residents to London's main employment centres in Canary Wharf, the City and West End via Crossrail (future station located a short 800 metre walk)
- To meet or exceed LHDG and National Housing SPG minimum standards
- To provide well ventilated, open-plan layouts with private balconies to provide a good living environment
- To provide policy compliant affordable housing
- To provide an inclusive development that gives access to all users no matter their capability
- To provide private and communal amenity for residents and visitors to enjoy safely and securely



## 'BEDS ON SHEDS' TYPOLOGY

### Vision

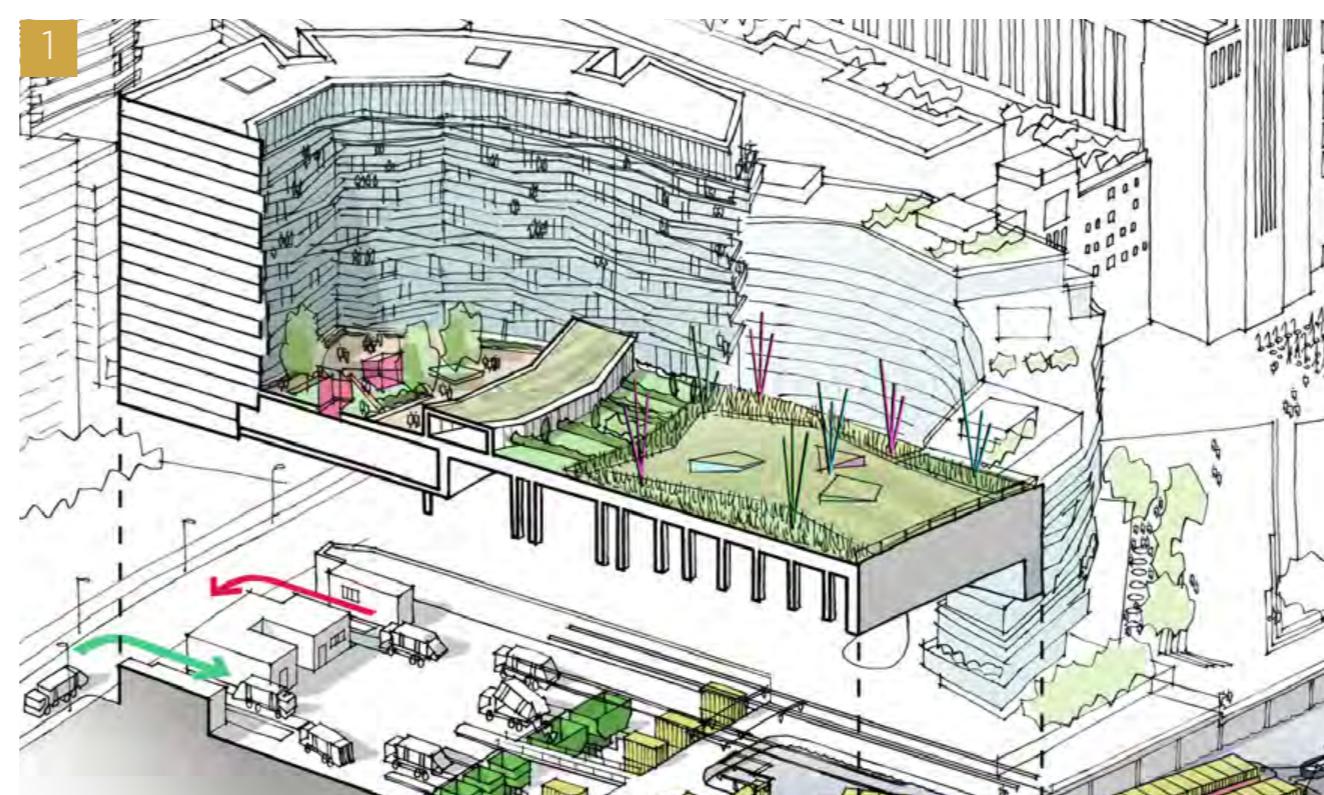
The concept for this development is simple but highly innovative. The proposal is to locate fully accessible and viable mixed tenure housing on top of independently accessed light industrial space. "Beds on Sheds" as it is known is a relatively new building typology and it requires careful separation and functional zoning of two very different activities to work. It does however, offer the opportunity to create new working communities and employment augmented by affordable residential accommodation on certain key sites where both uses could naturally complement each other and add value to the local area.

### Post Post-Industrial Living

Whilst there are not exact built precedents for the principle of "Beds on Sheds" in this area, there are some interesting variants of similar ideas that give a good indication of the opportunities of the approach. It is an urban typology and it does if handled carefully offer a vibrant and interesting activation of the building frontages and uses. Providing due and proper consideration is given to the environmental separation of the functions we believe the resulting building character can be a very attractive living quarter with interesting points of reference to the whole tradition of inner city loft living and the recolonisation of old redundant industrial premises that was a key moment in the housing and urban living narrative of London from the 1970s onwards.

### Architectural Precedents

1. Cringle Dock and Battersea Power Station
2. Royal Gateway & Caxton Works, Canning Town
3. St Pancras Way, UNITE Student Housing



# 06 CONCEPT PROPOSAL

## SCHEME DESIGN

### Amount

- 3,500 sq.m B1C use light industrial employment space
- 250 dwellings
- 3-10 storey heights
- 1:1 secure resident basement parking
- 14 staff parking + 2 visitor spaces

### Layout

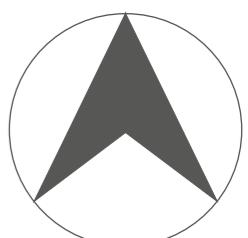
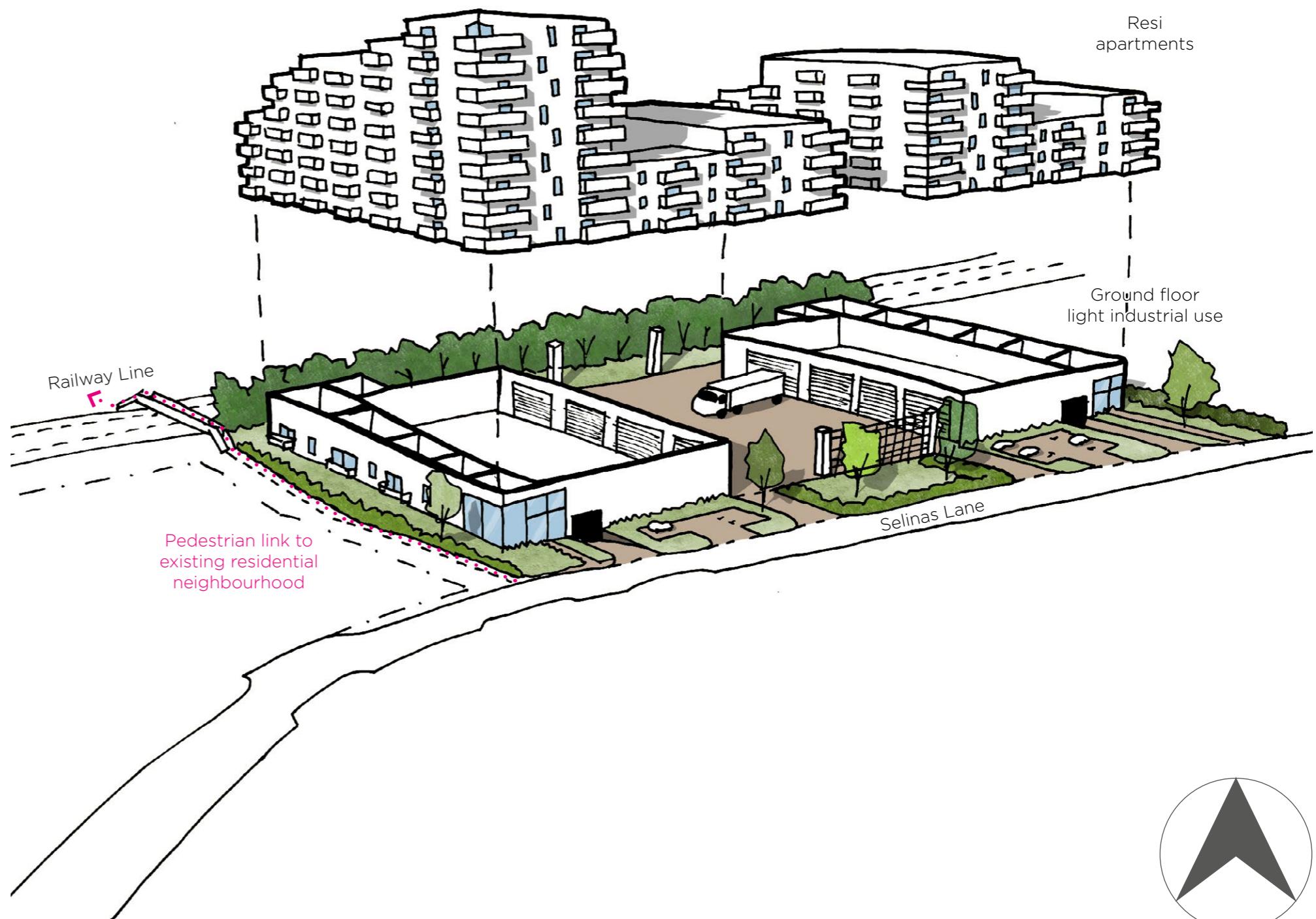
- Establishes clear, legible and permeable layout
- Arrangement enhances the character of the site and sits well within overall masterplan
- High-quality employment space, easily accessible for staff + visitors
- Orientation of blocks ensures adequate levels of daylight + privacy, with minimum 18m separation distance
- Dual-aspect outlook where possible, with no north-facing dwellings
- Overlooking to public footpaths, as recommended by 'Secured by Design' requirements

### Amenity

- Secure resident podium gardens
- Mature tree screening along railway line
- Overlooked amenity as per 'Secured by Design' requirements
- Each dwelling provided with adequate private amenity balcony

### Scale

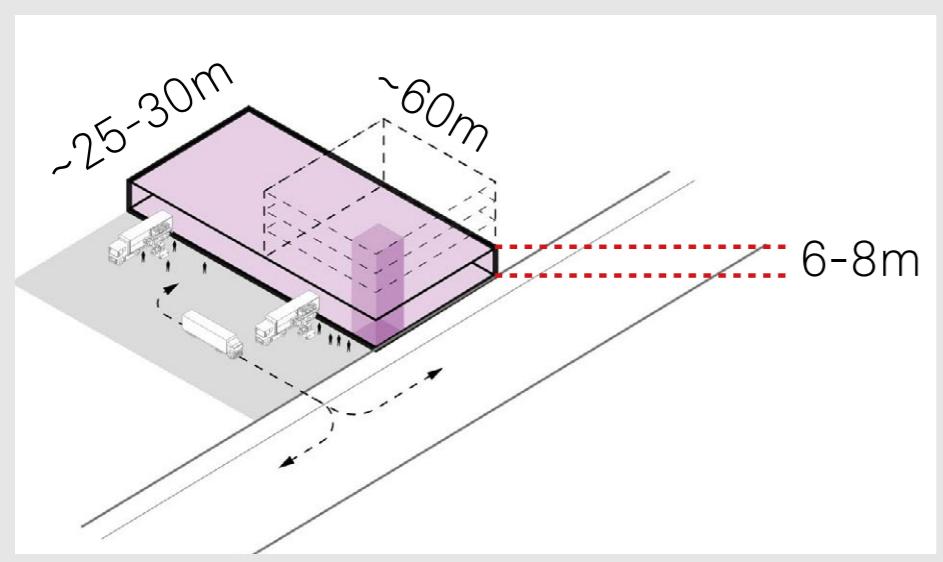
- Built form sensitively steps from 3 to 7 storeys from northern boundary
- Increased density to south-west boundary (up to 10 storeys) to provide landmark feature overlooking future 'urban/ cultural zone' within overall masterplan



## EMPLOYMENT PROVISION

### Ground Floor Employment Use

- B1C Light industrial workspace 3,500 sq.m
- Well-designed efficient employment floorspace
- Opportunity to regenerate a long-term employment site
- Integrate positively with the surrounding masterplan
- Under-croft service yard to minimise noise pollution
- Adequate staff parking out of site from public view
- Clear and legible access strategy
- Residential uses where required to provide active frontages



# 07 SUSTAINABLE URBAN LIVING

## RESIDENTIAL UPPER FLOORS

### Upper Floor Uses

	Parcels 1 & 3	Parcels 2 & 4
• C3	250 new homes	
• Site Area:	0.55H	0.68H
• Density:	273 DPH	147DPH
• Total:	150no. flats	100no. flats
• 65% Private sale	100no. flats	65no. flats
• 35% Affordable:	50no. flats	35no. flats

### Residential Upper Floors

- New housing aimed make efficient use of sustainable brownfield site in Town Centre location
- Pedestrian footfall to facilitate central 'urban/ cultural zone'
- Orientation of blocks ensures adequate levels of daylight + privacy
- Encourage collective of natural daylight and solar thermal energy
- Increased public realm for social interaction between uses
- High-quality and inclusive design
- Picturesque views over surrounding townscape

### Amenity

- Balconies to provide private amenity
- Semi-private podium garden for social interaction between residents
- Overlooked amenity as per 'Secured by Design' requirements



## BASEMENT PARKING

### Site Access

- Existing site access to be retained as primary entrance point
- Service vehicles to be restricted to exit from existing access only
- Adequate turning areas for refuse/emergency/ serving vehicles

### Accessibility

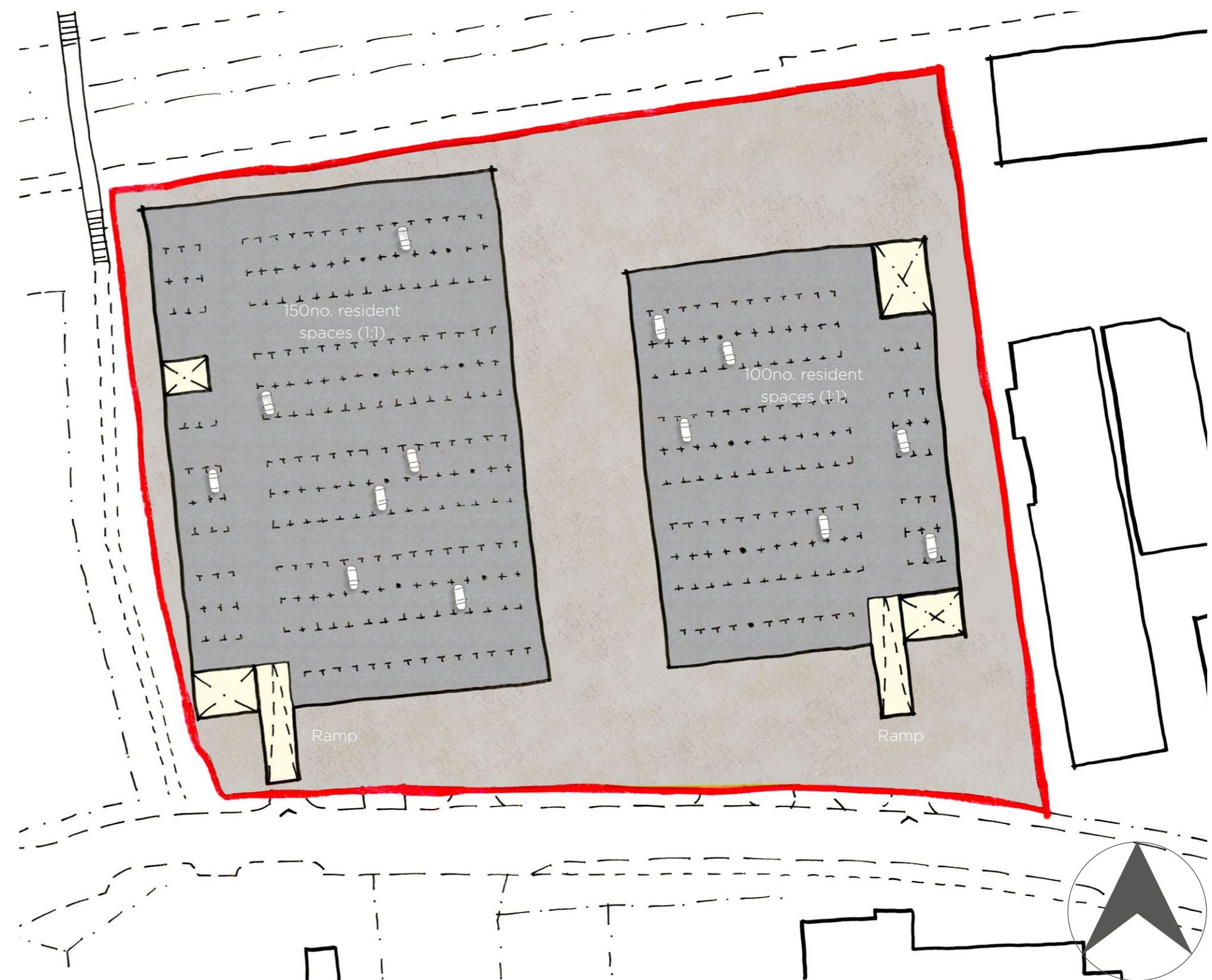
- Site's sustainable location close to public transport links
- Proposal encourages walking and cycling via existing public footpaths
- Servicing along Selinas Lane

### Parking Provision

- Cycle parking to promote healthy lifestyle + public transport
- Clear and legible ground level commercial staff parking
- Secure resident parking within basement
- Visitor parking is easily accessible/ visible from Selinas Lane
- New proposed junction provides safe visibility splays on exit
- Safe pedestrian route to connect with existing footpaths
- Overall improved highways safety

The scheme proposal provides:

• <b>Residential</b> parking (1 space per 1 apartment)	<b>250</b>
• <b>Visitor</b> parking	<b>15</b>
• <b>Commercial</b> parking (1 space per 250 sq.m)	<b>14</b>
• <b>Visitor</b> parking (1 space per 1000 sq.m)	<b>2</b>
<b>Total</b> parking	<b>281</b>





BLOOMINGDALE