



Redevelopment of the land at 16-48 Cambridge Road to provide 291 new homes in Barking Town Centre

Cambridge Road, Barking

Swan New Homes

ICENI PROJECTS – CASE STUDY

Highest density development permitted in Barking and Dagenham to date

Acting on behalf of Swan New Homes, Iceni secured approval for the construction of four interlinked residential towers at the Cambridge Road site, which was partially within the ownership of the London Borough of Barking and Dagenham.

In January 2017, the scheme was also successfully altered to allow an additional 17 new homes within the approved building envelope, enabling the progression of the scheme through enhanced viability.

The four towers (up to 27 storeys in height) will now contain 291 one and two bedroom homes – 96 of which will be shared ownership homes with priority for residents of the London Borough of Barking and Dagenham.

The development, which has been supported by a loan from the Barking Housing Zone via the Mayor of London’s office, will also offer ground floor space for creative industries once completed. Retail, leisure and a play area have also been included in the plans.

The site, which has been vacant since 2004, has previously seen three failed applications over the last 10 years. The plans by Iceni were supported by nine to one at the committee on 07 December with added support from the Greater London Authority (GLA).

5 interesting facts about the project

1: BEST SCHEME IN PLANNING

The Cambridge Road development was awarded the “Best Planning Scheme” at the National Housing Awards 2016.

2: HOUSING ZONE

In recognition of the site’s London Housing Zone designation, highly sustainable location, and exemplar design the development opportunity was maximised to allow a density of circa. 1,000 units per hectare.

3: SPEEDY SERVICE

From the date of instruction, planning permission was received within 9 months, an exceptionally quick timeframe for such a large-scale development on a constrained site.

4: CAR-FREE

In recognition of the sites sustainable location, with an excellent PTAL rating of 6a, the development was secured with only 11 no. disabled car parking spaces, meaning the constrained ground floor area could be utilised for creative industry floorspace.

5: RAILWAY CONSTRAINTS

Due to the site’s location, adjoining the railway infrastructure at Barking Station, extensive consultation was undertaken with Network Rail, TfL and High Speed 1 throughout the design stage to enable the safe construction of the development.

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