Redevelopment of an employment site within close proximity of a Crossrail station.

Chadwell Heath, London Borough of Barking and Dagenham

ICENI PROJECTS – CASE STUDY

Iceni were instructed to produce a promotional masterplan for an underused industrial site in Chadwell Heath.

The design team worked to produce a high density masterplan which balanced the site's industrial neighbours with the opportunities associated with a new Crossrail station within 5 minutes' walk.

The masterplan provided a robust design for 300 flats across seven buildings, centred around a landscaped amenity space. The promotional document included inputs from Iceni's planning and engagement teams, who provided background and strategies for taking the site forward in light of the planning and political context of the GLA and London Borough of Barking and Dagenham.

5 interesting facts about the project

1: CROSSRAIL
Nearby Chadwell Heath station will be served by Crossrail trains from 2019, providing fast links to central london.

2: MIXTURE OF USES
The masterplan produced carefully considers and provides a design solution to the surrounding uses including industrial, residential and places of worship.

3: DWELLING MIX
The proposed dwelling mix takes in to account the projected requirement for London Borough of Barking and Dagenham.

4: BUILDING HEIGHT
The proposed building heights on site relate to the Spectrum Building, a former office building of six storeys recently converted to residential use.

5: SUSTAINABLE TRANSPORT
The masterplan included London Plan policy compliant cycle parking provision both for residents and for visitors.

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