



Redevelopment of an industrial site for residential

Portland Place, South Norwood, Croydon

South Norwood Properties

ICENI PROJECTS – CASE STUDY

Iceni were instructed in 2017 to advise on opportunities for the redevelopment of the print works site, which was no longer a viable business, situated within South Norwood District Centre and also Conservation Area.

In unlocking the potential of the site it was key to undertake extensive negotiations with London Borough of Croydon in order to demonstrate the potential of the site and the positive contribution it could make to the local area. This resulted in a contemporary approach to development of the site which was sensitively designed to respond to the character of the Conservation Area.

The Iceni planning team acted as the project lead on the scheme with Iceni transport, heritage and sustainability all inputting to the planning application submission.

In Spring 2018, planning permission was secured on the site for a four storey building comprising office floorspace designed for start-up businesses and 19 residential units.

5 interesting facts about the project

1: CONSERVATION AREA

The Jolly Sailor Public House situated immediately adjacent to the subject site was built in the early 1800's and remains a Public House to this day.

2: SUSTAINABLE DEVELOPMENT

In view of the excellent public transport network serving the site, Iceni demonstrated that that the development should be car free to maximise the efficiency of this site.

3: VIABLE EMPLOYMENT

The approved small scale office floorspace for start-up businesses has the capacity to accommodate up to 15 employees.

4: NEW AFFORDABLE HOMES

The redevelopment of this highly sustainable brownfield site delivers much needed housing including nine affordable homes onsite.

5: INDUSTRY TO HOUSING

In order to secure the change of use of the site from the long established print works to housing, comprehensive marketing evidence was key.

Glasgow: 177 West George Street, Glasgow, G2 2LB

London: Da Vinci House, 44 Saffron Hill, London, EC1N 8FH

Manchester: This Is The Space, 68 Quay Street, Manchester, M3 3EJ

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