



The massing and the appearance of the development are considered to strike the right balance in terms of height, massing, scale as well as the proposed materials and detailing.

58-70 York Road
Wandsworth Borough Council

ICENI PROJECTS – CASE STUDY

A mixed-use scheme that will deliver 800 m sq workspace and 83 residential units will introduce major improvements to the local public realm and the wider permeability of this area in Wandsworth.

Iceni Heritage worked with GRID architects on achieving planning permission for this 14-storey mixed-use redevelopment scheme on York Road, Wandsworth including the demolition of the existing concrete and red brick early 1970s public house.

Providing Townscape, Heritage and Visual Impact advice and analysis, Iceni contributed to the design development working closely with the design team. By identifying wayfinding routes and understanding the legibility of the site, Iceni identified the opportunity for the building to become an effective marker within the wider townscape providing a landmark and enhancing pedestrian routes to local transport hubs. A townscape and character assessment and the study of identified character areas revealed opportunities to improve the public realm, including the introduction of green spaces and hard and soft landscaping.

Whilst there were no heritage assets on the site, potential impacts were assessed to surrounding designated heritage assets, including three Conservation Areas and a number of Grade II* and Grade II listed buildings. Iceni supported the development of accurate visual representations of the proposed site to contextualise the development within the townscape and historic environment, enabling a strong understanding of the benefits the scheme will deliver.

5 interesting facts about the project

- 1: SOCIALLY CONSCIOUS**
35% of the housing will be delivered on site as social housing.
- 2: HELIPORT**
The pub which previously stood on the Site was named 'The Chopper', after the nearby heliport.
- 3: POINT OF VIEW**
The proposed development did not impact upon any views identified within the LVMF, however through the use of Zone of Visual Influence the locally important views were identified in relation to the Site.
- 4: FOCAL POINT**
The site was identified by the Council as a focal point within the local SPD due to its location along York Road and the opportunity for legibility enhancement was highly desirable.
- 5: RICH HISTORY**
The Grade-II* listed Cremorne Bridge, to the north of the site is one of the earliest railway bridges to cross the River Thames, and amongst the earliest surviving examples.