

COMO STREET CAR PARK

Public Consultation
March 2025



RM_A

MERCURY
LAND HOLDINGS

savills

outerspace

ARDENT
CONSULTING ENGINEERS

KaNect

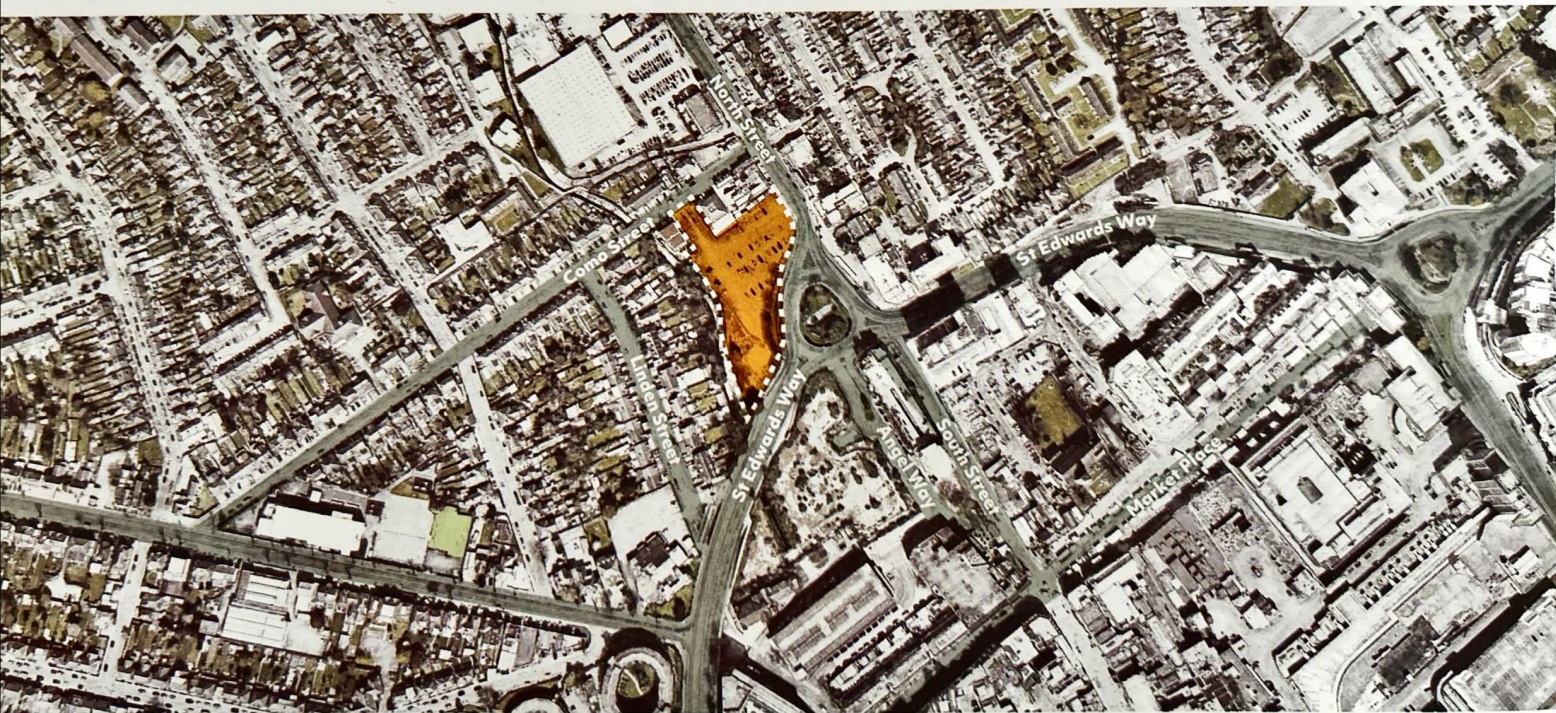
ed7

2

Introduction

The site is currently an underutilised car park of approximately 0.62 ha.

Key site in Romford Town Centre Development Framework.



3

The Existing Site

1



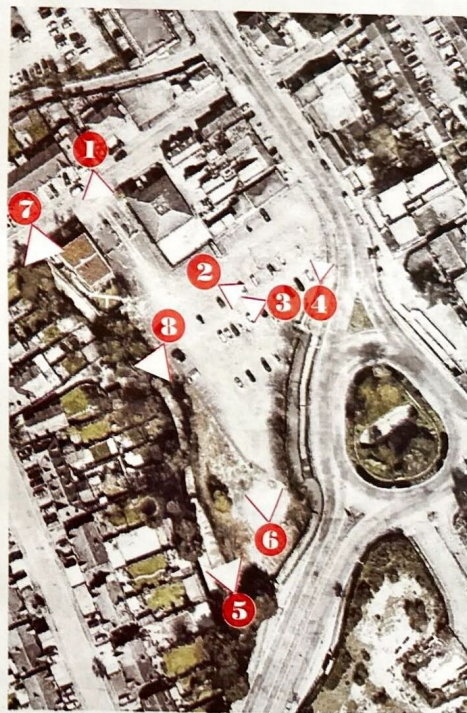
2



3



4



4

The Existing Site

5



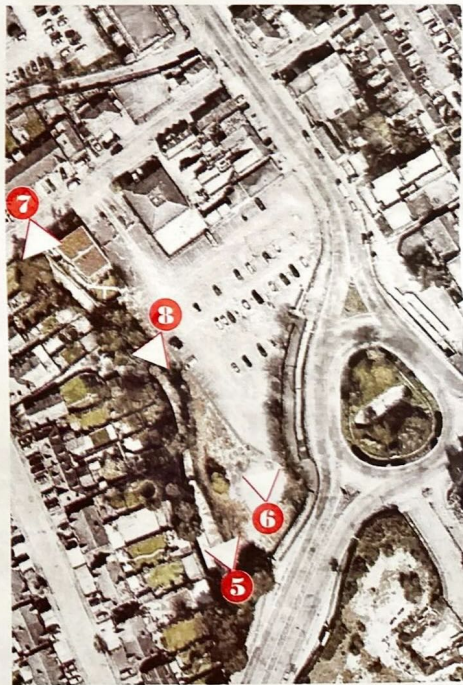
6



7



8



Challenges of the Site



Busy ring road

Site

ST EDWARDS WAY

LINDEN STREET

Concerns over safety as site is underused

The site has had issues with crime, anti-social behaviour, and a lack of passive surveillance

6

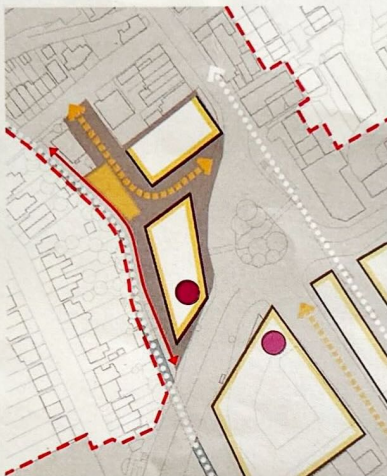
Planning Context & Local Plan Aspirations



Current



Proposed Livable Neighbourhood Design



The site has been allocated since 2008 within the Romford Area Action Plan for 102 - 170 dwellings (165-275 dwellings per hectare).

Extract from the LB Havering
Development Framework
(2015): Key Area Como
Street Car Park

- Romford AAP Boundary
- Key Link through the site
- Key pedestrian / cycle links
- Key frontages
- Open space
- Landmark Location



Constraints & Opportunities

1. Busy Road with noise and air pollution
2. Required 8m no build area from the river
3. Existing access from Como Street
4. Angel Way 16 storey high new development
5. Sensitive Linden Street properties
6. Existing mature tree screen
7. New public open space as per local plan
8. Potential new public route
9. Potential for taller building in the widest part of the site
10. Potential new Street Edge





Engagement
so far

1st Pre-App
Oct 2022



170 homes
3 to 14 storeys
12% Parking

4 Blocks
92% Dual aspect

No overshadowing on
neighbouring properties

2nd Pre-App
Sep 2023



177 homes
3 to 14 storeys
3% Parking

4 Blocks
92% Dual aspect

No overshadowing on
neighbouring properties

1st Public Consultation
Dec 2023

3rd Pre-App & QRP
Jan 2024



170 homes
3 to 12 storeys
3% Parking

4 Blocks
80% Dual aspect

No overshadowing on
neighbouring properties

4th Pre-App
July 2024

QRP Chair Review
Aug 2024



133 homes
3 to 9 storeys
3% Parking

4 Blocks
80% Dual aspect

No overshadowing on
neighbouring properties

5th Pre-App
Dec 2024

SPC Presentation
Jan 2025



137 homes
3 to 9 storeys
3% Parking

3 Blocks
50% Dual aspect

No overshadowing on
neighbouring properties

9

First Public Consultation Dec 2023



Kerrie Gilbert, Thorncliffe



Laura McLaughlin, RM_A



Elisha Robjant, Savills



Chris Hobbs, Mercury Land Holdings

The Scheme you Saw:

170 Homes
3 to 12 Storeys
3% Parking

Your Concerns:

- Height
- Parking
- Infrastructure
- Retail





Overlooking and Privacy:

You Said:

Concerns about impact on existing homes on Linden Street.

We Did:

Buildings have been significantly lowered, now generally 8 and 6 storeys, with a 9-storey element set back at the widest part of the site.



Daylight, Sunlight, & Overshadowing:

You Said:

Will the proposals affect the sunlight and daylight within my home and garden?

We Did:

The revised height and distances ensure no overshadowing impact on surrounding properties, maintaining current levels of daylight and sunlight.



Vehicular Access & Parking Spaces:

You Said:

Concerns about increased parking pressure in nearby streets.

We Did:

The development is entirely car-free, with no parking permits available to new residents, aligning with sustainable transport policies and reducing congestion.



Retail Units:

You Said:

Concern that retail spaces would remain empty, type of use and anti-social behaviour.

We Did:

Specialist retail consultants are appointed to identify viable end users and ensure the retail spaces are well-managed, minimising vacancy and anti-social behaviour.



River Rom & Flooding:

You Said:

Concerns about flood risk, and structural work on the existing concrete river channel.

We Did:

Comprehensive assessments have been undertaken by structural, ground work and flood specialists, with the outcome being not to naturalise this part of the River Rom.



Housing Need:

You Said:

Do we really need all of these new homes?

We Did:

The scheme responds to Romford's pressing housing demand, delivering new homes on a strategic town centre site, maximizing the efficient use of land.

11

The Evolved Design



Aerial View looking East Over the Roundabout connecting North Street and St Edwards Way



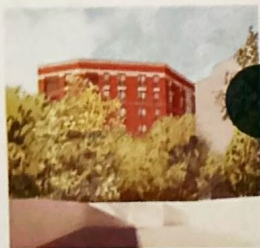
Aerial View looking West Looking over the River Rom and adjacent properties on Como Street and Linden Street



1. Reinststate a legible street edge.
2. Improve connections to the Town Centre.
3. Enhancement to the public realm along the river Rom.

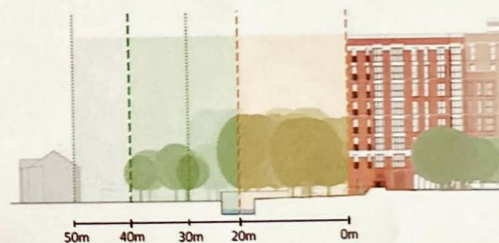
12

Overlooking & Privacy



The revised proposal sets the 8-storey buildings more than 45 meters away from the rear of existing houses, significantly exceeding regulatory minimum distances and ensuring a comfortable scale transition.

The 9 storey building is 60m away from the property at 44 Linden Street.

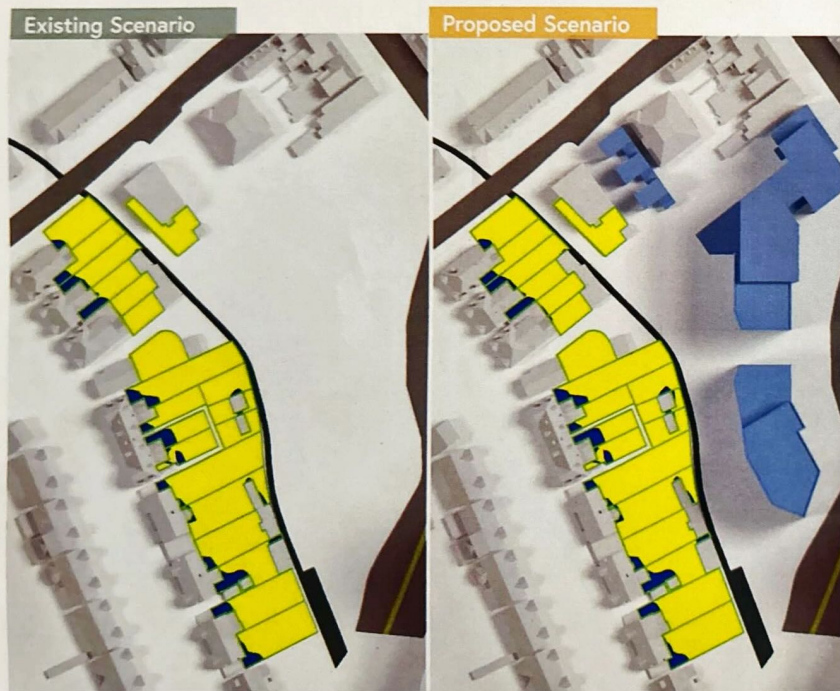


Section View

13

Daylight, Sunlight, & Overshadowing

Technical sunlight assessments confirmed that the proposed development will not cast shadows on the Linden Street gardens in any season or time of year.



14

Creating a Connected, Safe & Vibrant Public Realm

- Safer and more welcoming area
- A car free and residential permit free development
- Landscaped walking route connecting Como Street to the town centre
- New public green spaces with seating, play spaces and green areas to relax
- Better pedestrian experience on the walkway of North Street
- New community and retail spaces activate the new route and North Street

- Commercial/
community space
- Apartment
building entrance



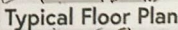
15

Landscape Design & Public Amenity



Typical Floor Plan

- 137 new homes
- 31% x1 beds, 46% x2 beds and 23% x3 beds
- 50% Double aspect homes
- No single-aspect north-facing homes
- Generous amenity spaces and winter gardens
- Very good levels of internal daylight
- All balconies are inset and apartment layouts arranged to avoid overlooking



17

View from Como
Street looking into
Development



18

Creating a New
Public Realm



19

New Frontage
for North Street



20 Approach from St. Edwards Way





22

Scheme Benefits

- Up to 137 homes (1 2 and 3 bedrooms)
- Set across 2 blocks ranging in height from 4 – 9 storeys
- 3 new three storey town houses
- Safer and more welcoming area
- A car free and residential permit free development
- Landscaped walking route connecting Como Street to the town centre
- New public green spaces with seating, place spaces and green areas to relax
- Better pedestrian experience on the walkway of North Street
- New community and retail spaces

