

# welcome to our public event



## we want your views, suggestions and ideas

We are committed to working with the community to help evolve our masterplan vision for Rochester Way.

The three sites along Rochester Way - Halsbrook Road, Bournbrook Road and Ridgebrook Road - will form the heart of an exciting new area which looks to bring new, high quality, social housing to the area along with enhancements to the public open spaces for the benefit of the wider community.

A masterplan approach to the three sites along Rochester Way aims to break new ground in defining the 21st century suburb working towards a cohesive proposal that is bringing together new ideas on **housing, landscape, sustainability and how we live today.**

We want to provide you with an exemplar scheme that the area can be proud of!

Sited within an existing residential neighbourhood, we understand that it is vitally important that the proposals are of a high design aspiration and quality and that this is maintained all the way through. From design to delivery and beyond. We recognise the enormous potential that the three sites present for new housing but equally important is how any development in the area impacts the local people, community groups and businesses. We believe the regeneration of this area can act as a catalyst, bringing benefits to all.

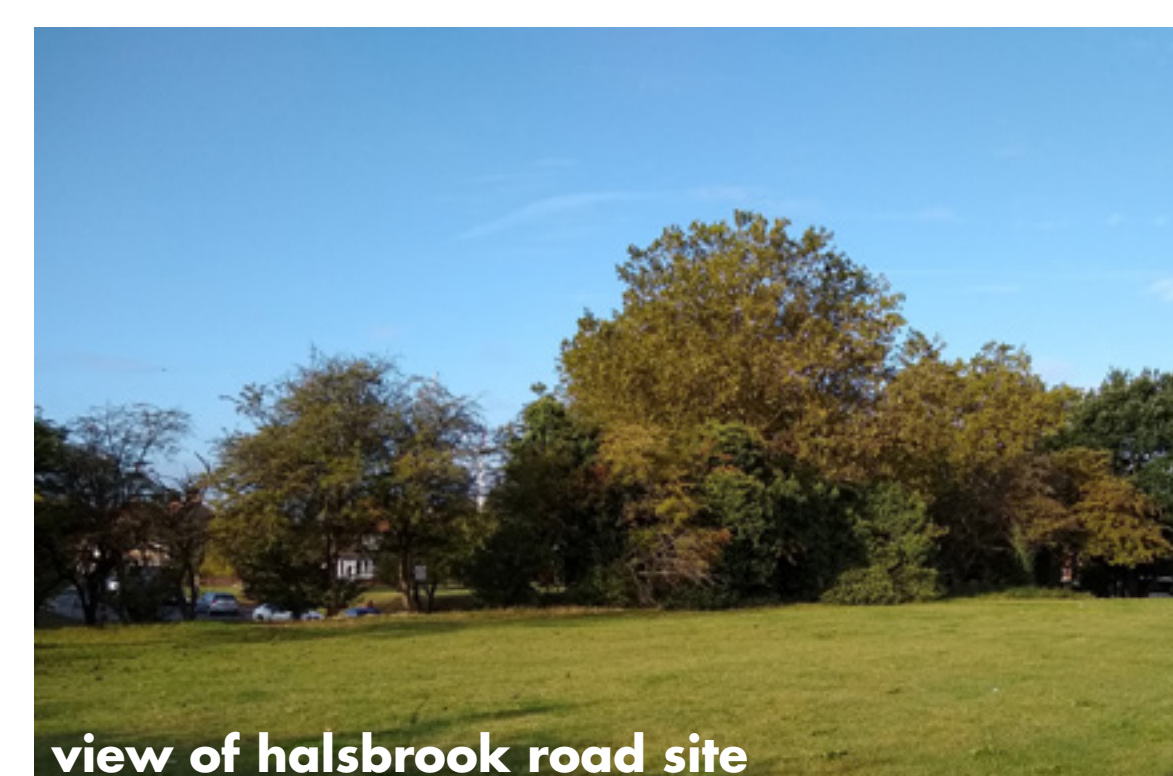
**We want new housing and communal areas at Rochester Way to be an exemplar of sustainable residential development.**

We hope you find the exhibition exciting, interesting and informative.

We want to know what you think about our current proposals, to help us shape how we move forward together.



aerial view of rochester way



view of halsbrook road site



view of ridgebrook road site



view of bournbrook road site

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# delivery team



We have been a family run main contractor since 1963. We work predominantly in the Social Housing sector and over 60% of our workforce and supply chain are local to South East London.

Our drivers are excellence, quality, fairness and value in all the works that we carry out. We have an ethos of giving back to the communities we work within from apprenticeships to Fun Days, Sponsorships to Pro Bono works on Community Projects.

We have chosen our partners in Shedkm, Ideal Modular & BCA Landscape to provide a sustainable and high-quality build for the Royal Borough of Greenwich. The homes provided will have a Zero Carbon footprint.

We are Considerate Contractors. We will listen, assist and respond to all issues and concerns raised by the communities where we will be building.

## shedkm

shedkm is an award winning and innovative design practice with studios established in both Liverpool and London. They have designed and created projects with a strong identity and contextual presence.

shedkm's masterplanning starts with a 'ground up' process of discovery and understanding in order to create places that have authentic look, feel and atmosphere. Places re-established with a story to tell.

The practice researches places to understand the existing grain whilst not being afraid of change. They listen to developers and urban planners but challenge values through the creation of masterplans that grow from and embed themselves within a place.

The practice work on larger vision pieces to create frameworks for the strategic regeneration of vast areas of existing urban grain. They strategise to ensure future development which holistically delivers balanced communities through design coding and planning control.



"We deliver beautiful, eco friendly homes in a cost efficient way while significantly improving the quality of new build homes."

Ideal have developed the UK's most advanced modular home manufacturing facilities. Using our volumetric construction method, we're able to deliver homes with unrivalled quality and desirability in a matter of days, while making homes more cost efficiently than conventional construction methods.



We love what we do.

Our mission is to create inspiring, engaging human habitats and we believe passionately in the power of excellent, robust design to regenerate places, connecting and sustaining people and increasing mental and physiological well-being.

BCA Landscape have successfully transformed over £200 million of public realm and 35,000 homes from concept to handover across the United Kingdom via our offices in Liverpool and London.





# why rochester way?

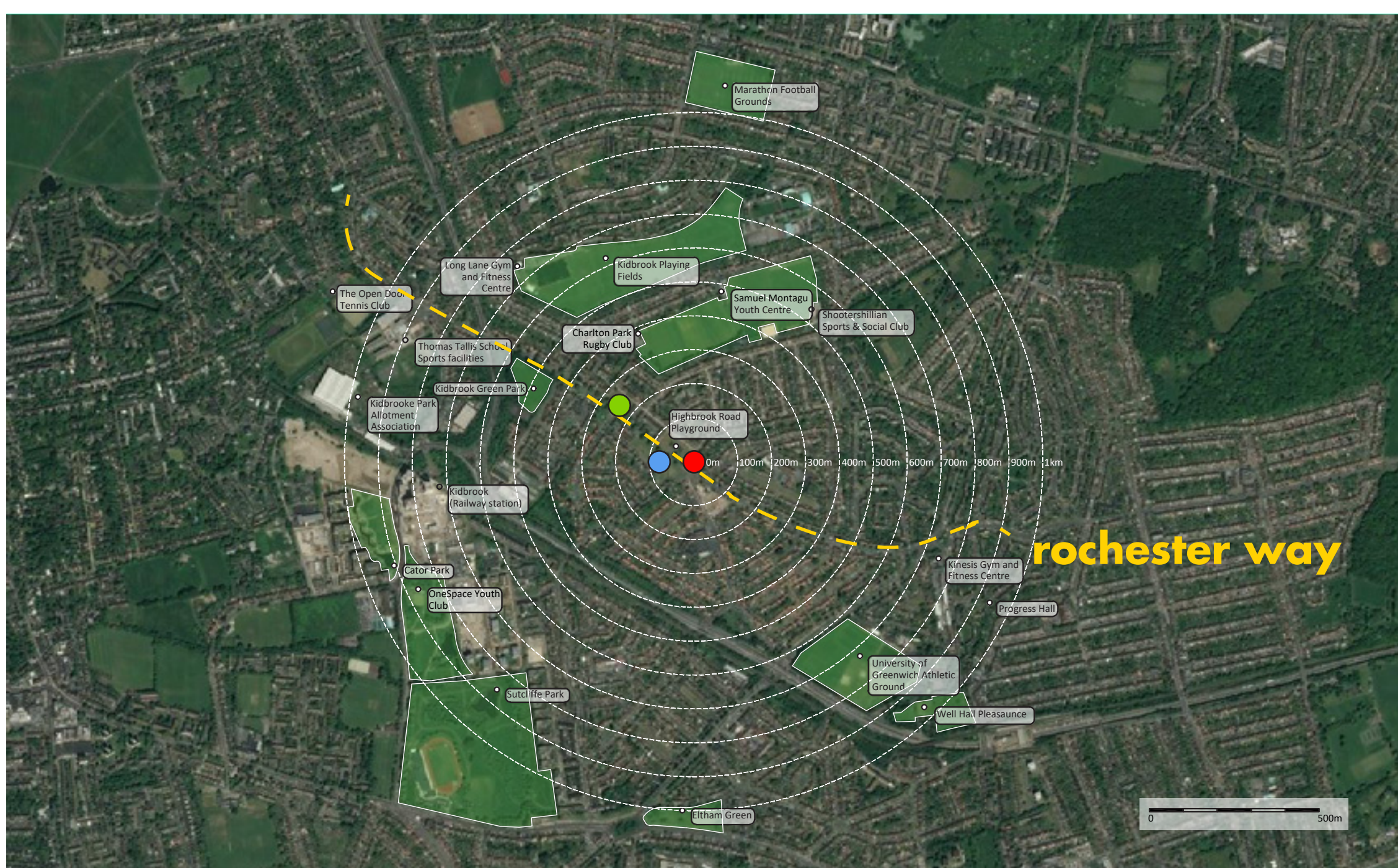
## a vital need for more housing in greenwich


- London property has become unaffordable for many people, with average property prices now nearly thirteen times higher than the median average London wage.
- Councils used to be able to relieve housing demand by building homes which could be let at reduced rents to those on low incomes. Since 2012 however there's been a limit on how much money councils are able to borrow, leaving them without enough funds to build the homes needed.
- In Royal Greenwich we now have over 19,000 households on our housing waiting list with many households in temporary accommodation, because there simply aren't enough properties available to house them permanently.

## how Greenwich Builds will help

- Recently the Mayor of London announced the Building Council Homes for London scheme which made £1bn available to councils to start building homes again. Royal Greenwich received some of this money, and with the limit on borrowing lifted we've now raised £200 million to start constructing the homes that are so badly needed.
- We aim to have 750 homes either built or under construction by 2022, allowing us to house many of the families and individuals most in need of housing in our borough. They will rent these homes from us at what are known as 'social rents', far below the private market rate, allowing them to continue living and working in our borough and contributing to our community.
- Greenwich Builds homes will appear all over the borough, making sure that there is provision in all areas for those residents on our housing waiting list.

## located between high quality open spaces




● halsbrook    ● ridgebrook    ● bournbrook





# new homes for greenwich

modern methods = precision + less disruption for you



factory built, high quality homes



sustainable construction for sustainable living



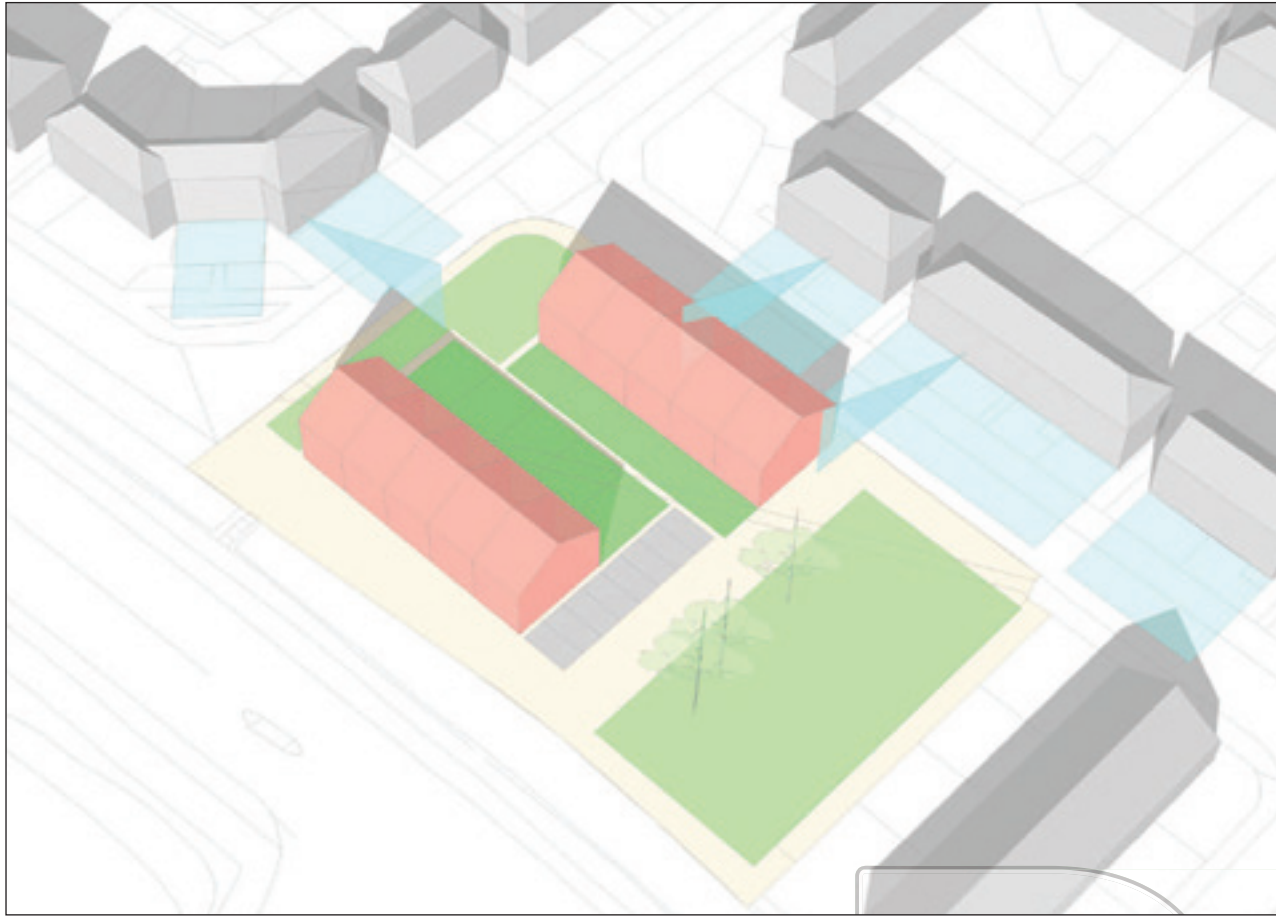
- low energy consumption and high efficiencies as a strategy aiming for a **zero carbon** development
- all appliances to be A+ rated for energy efficiency
- LED lighting fixtures throughout
- integral controls with smart capability and energy metering to monitor performance
- inair source heat pumps for heating and domestic hot water with up to 400% efficiencies
- mechanical ventilation with heat recovery will offer an additional 2% carbon reduction compared to other ventilation systems



# early consultation • sep + nov '19

## initial council commissioned sketch schemes

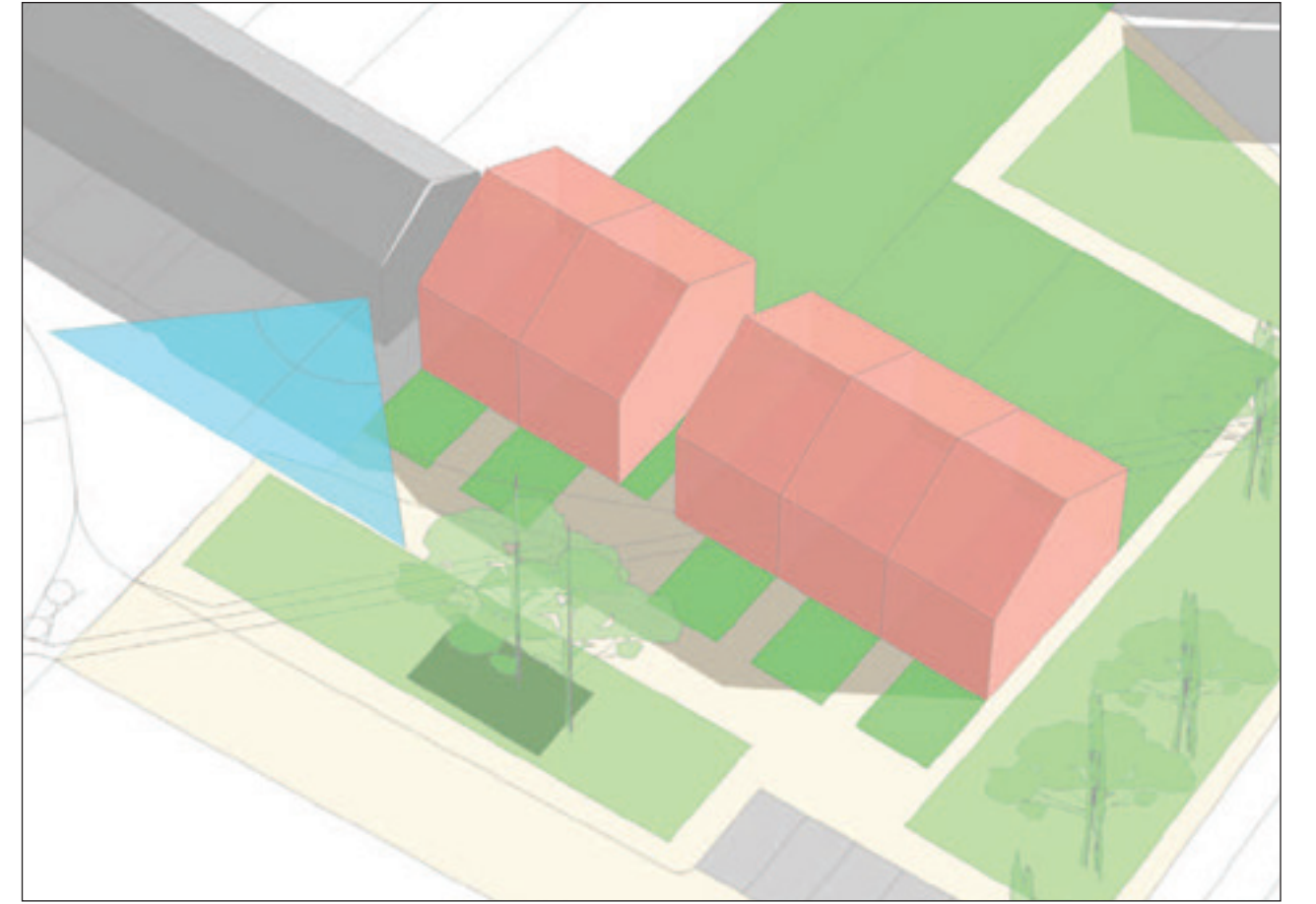
halsbrook road • 10 houses



ridgebrook road • 17 houses



bournbrook road • 5 houses



## early public consultation schemes

halsbrook road • sept '19



ridgebrook road • nov'19



bournbrook road • nov'19



25 homes



27 houses



8 houses

## early public consultation • raised feedback + concerns

### halsbrook road

- ✚ Loss of open space / amenity
- ✚ Loss of privacy for existing residents
- ✚ Parking provision
- ✚ Concern regarding high density
- ✚ Environmental concerns
- ✚ Subsidence was raised as an issue at Annsmere Gardens

### ridgebrook road

- ✚ Loss of open space / amenity
- ✚ Loss of privacy for existing residents
- ✚ Parking provision
- ✚ Concerns around the construction period
- ✚ Concern with density increases
- ✚ Concerns were raised regarding stress on local infrastructure and services

### bournbrook road

- ✚ Loss of open space / amenity
- ✚ Parking provision
- ✚ Concerns regarding the existing trees along Rochester Way
- ✚ Concern with path relocation + pedestrian bus stop access



# design review panel • nov '19

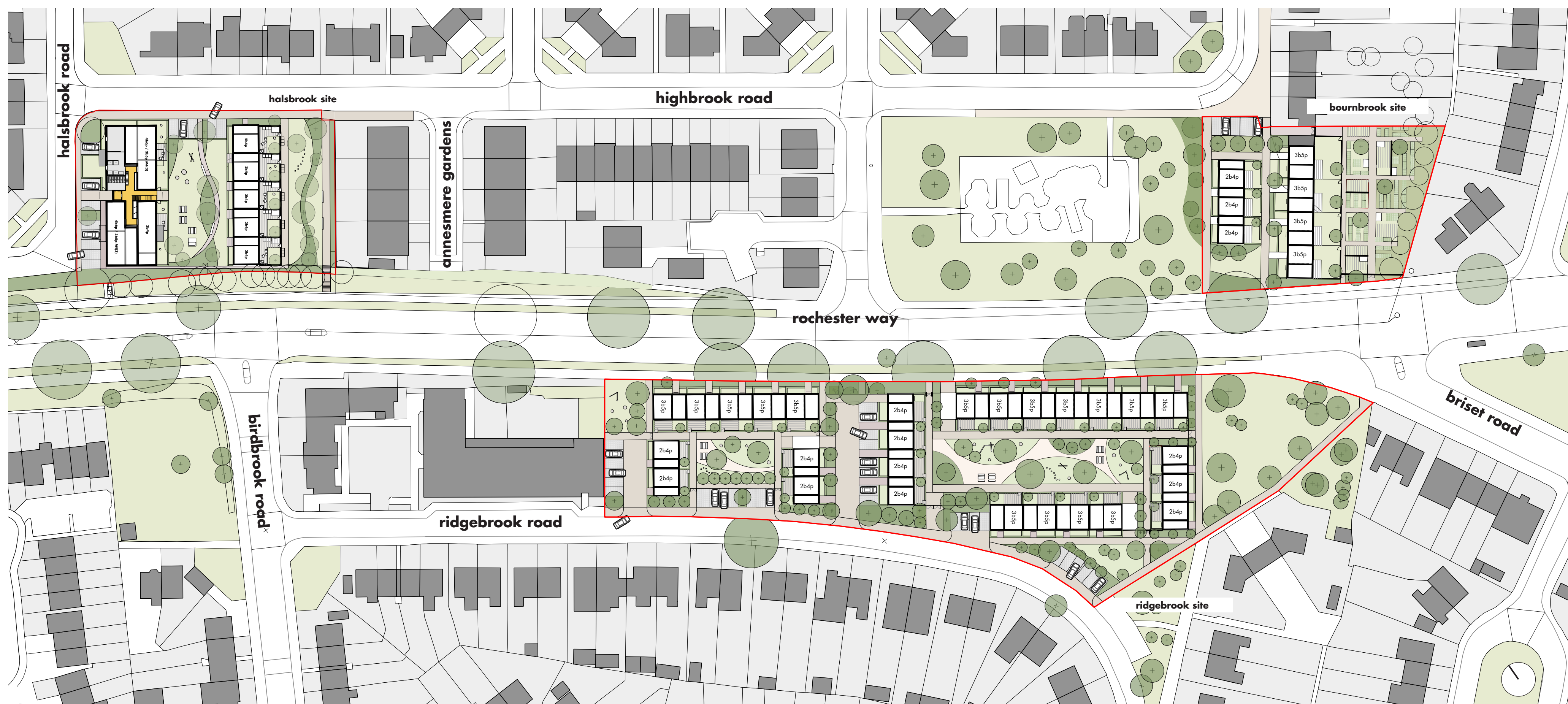
## what is a design review panel?

- + Design Review is an independent and impartial process for evaluating the quality of significant developments across England.
- + It is a tried and tested method of ensuring the highest possible quality of development, and is specifically referenced in the government's National Planning Policy Framework (NPPF).
- + The strength of a design review panel's advice lies in its independence, objectivity and ability to analyse a scheme within the context of wider good practice.
- + A design review panel consists of design experts who bring experience from a range of different disciplines providing objective feedback to help ensure exemplar schemes are delivered.

## why Greenwich Builds went to a design review panel

- + Bringing the developing proposals to a Design Review Panel was to provide the design team with constructive feedback. This would then help ensure that a high quality scheme was developed for Rochester Way.
- + Greenwich Builds wanted to seek advice from the independent panel on the viability of developing on the three sites. They also wanted to gain a commentary on the appropriateness of density, massing and strategic moves that the design team were developing.

## old scheme presented at design review panel • nov '19





# design review panel • nov '19

## sketches at the design review panel

halsbrook road



ridgebrook road



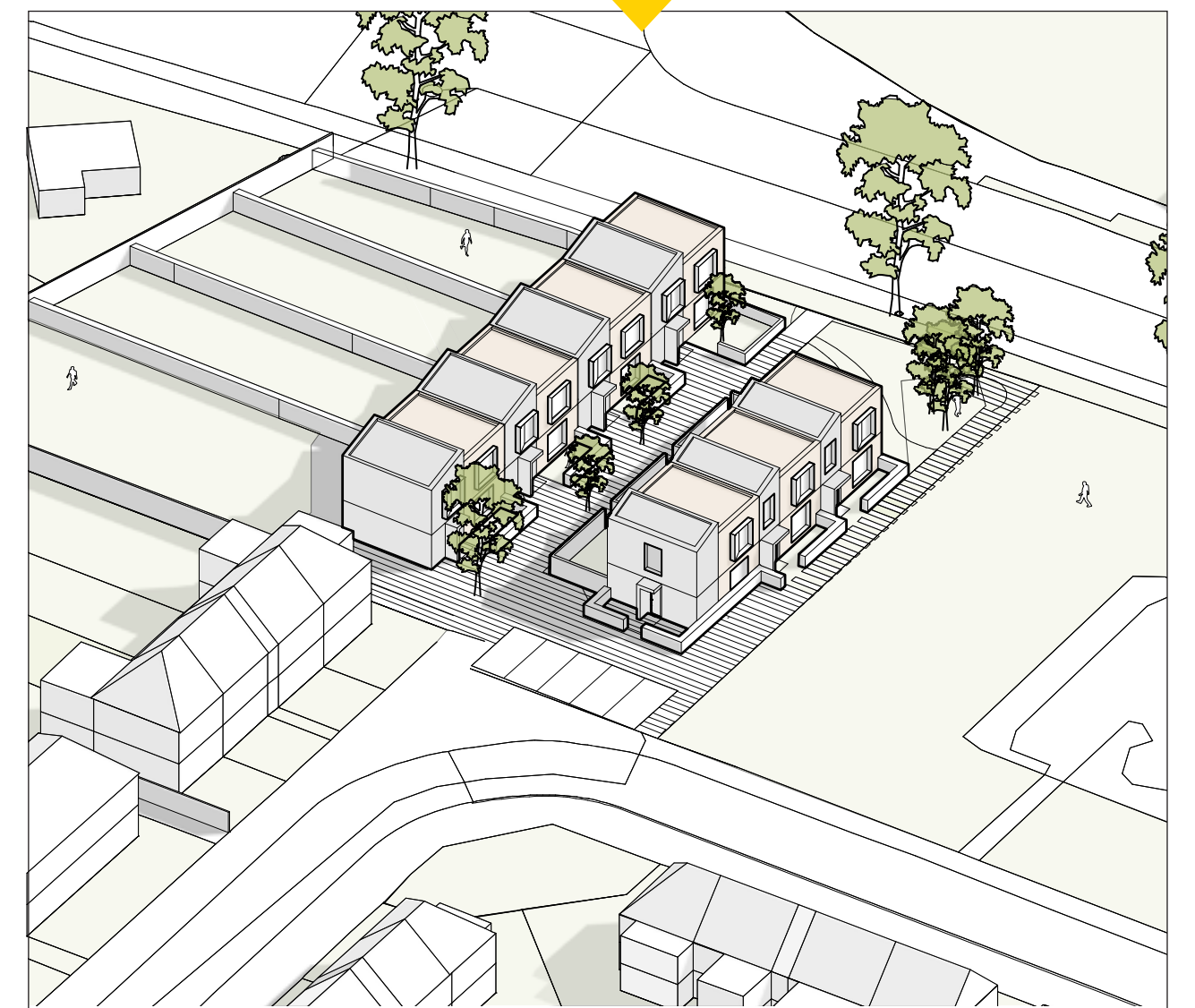
bournbrook road



16 homes



27 houses



7 houses

## key feedback points from the design review panel

halsbrook road

- + higher density encouraged on the site
- + remove the pedestrian link between the rear of the houses and the existing bungalows to dissuade anti-social behaviour
- + strongly address the street frontages with a block formation that places entrances off the street

ridgebrook road

- + higher density on the site encouraged
- + provide a clearer definition of public + private spaces
- + larger occupancy homes
- + opportunity for an apartment block to address the Rochester Way + Briset Road junction
- + a grander scale of houses addressing Rochester Way was encouraged

bournbrook road

- + higher density on the site encouraged
- + remove the row of houses closest to the play park providing clear fronts and backs to the new houses
- + address Rochester Way with added height possibly with an apartment block
- + there is an opportunity to turn the corner addressing both Rochester Way and the play park by creating an 'L - shaped' layout