Lansdowne Road, Croydon

CLIENT

Guildhouse Rosepride Ltd.

LOCAL AUTHORITY

London Borough Croydon

SCHEME DESCRIPTION

Mixed use scheme providing 794 apartments, 35,000m² of office floorspace along with retail, restaurants and public viewing gallery

SERVICES

Direct Access of Counsel
Planning Appeals and Inquiries
Planning Applications
s106 Negotiation

CASE STUDIES

Residential

Delivering a part 41, part 68 storey, iconic scheme on a very restricted site

Working with architects, CZWG, consent was delivered for this iconic scheme on a very small, 0.48ha site. Initially securing a 55 storey development a revised proposal was submitted to further optimise the potential of the site securing a part 41, part 68 storey scheme within two towers containing nearly 800 apartments, 35,000m² of office accommodation along with retail and restaurant units, swimming pool and gym and public viewing gallery.

The site was promoted, in urban design and policy terms, as a strategic marker, between Croydon's two main rail stations and opposite the town's Whitgift Shopping Centre. This provided part of the rationale for allowing the scheme's scale and height.

Successful negotiations achieved an innovatively structured approach to the provision of affordable housing (review mechanism and off-site provision).

A strategy was employed utilising an appeal and parallel application to provide effective negotiations with the Council to achieve this iconic scheme.

