

BARC0162: Professional Practice and Management  
*PLANNING TASK*

*MEng Engineering and Architectural Design*  
*2022-23*

Candidate Code : WRGD1  
Student Number : 20074993

## RECOMMENDED PROFESSIONAL TEAM

To obtain planning permission for a mixed-use scheme at 23-27 Victoria Road, Romford, the client will require a team of professionals to assist with various aspects of the planning application process. The following are recommendations on the professional team that the client should consider appointing:

- **Architect:** An architect will be essential in developing the design of the mixed-use scheme, ensuring that it is both aesthetically pleasing and functional.
- **Planning Consultant:** A planning consultant will provide expert advice on the planning process, liaising with the local planning authority, and preparing and submitting the planning application on the clients behalf.
- **Structural Engineer:** A structural engineer will provide the necessary advice and input to ensure that the building design is structurally viable.
- **Quantity Surveyor:** A quantity surveyor will provide detailed cost estimates for the proposed development and ensure that it remains within budget.
- **Environmental Consultant:** An environmental consultant will advise on any potential environmental impact of the development and ensure that it complies with relevant legislation and regulations.
- **MEP Team:** A MEP (Mechanical, Electrical, Plumbing) Team will provide a comprehensive consultancy regarding the building services needed for the execution of the project.

## FEE PROPOSAL

The cost of performing the aforementioned work will vary depending on a number of variables, such as the size and complexity of the proposed development, the range of services needed, and the qualified team that the client choses to work with.

1. **Architect:** Depending on the scope of the work and the level of experience of the architect, the charge for an architect can range from 7 to 15% of the total building costs. We can calculate that the price for this project will be 10% of the building cost, or between £300,000 and £400,000.
2. **Structural Engineer:** Depending on the intricacy of the design and the engineer's level of experience, the fee for a structural engineer can range from 2-5% of the overall building cost. We can expect a fee of 3% of the construction cost for this project, or between £90,000 and £120,000.
3. **Environmental Consultant:** Depending on the nature of the work and the consultant's level of experience, the charge for an environmental consultant can range from £2,000 to £10,000. We can expect a price of £5,000 for this project.
4. **Planning Consultant:** The fee for a planning consultant can range from £1,500 - £10,000 depending on the scope of work and the level of experience of the consultant. For this project, we can assume a fee of £5,000.
5. **Quantity Surveyor:** Depending on the extent of the work and the surveyor's level of experience, the fee for a quantity surveyor might range from 1-3% of the overall building cost. We can expect a fee of 2% of the construction cost for this project, or between £60,000 and £80,000.

According to these projections, the professional team's overall charge would range between £460,000 and £610,000. It is crucial to keep in mind that these are only rough estimates, and the final costs may change in response to the project's unique requirements and the terms discussed with the expert team.

**Our firm** would charge a standard advanced payment of the fee of £1,000. The total sum of our final fee would be charged by the amount of hours worked on the project and is loosely estimated to cost you a sum of **£5,000**.

Based on these assumptions, the total fee for the professional team would be approximately £460,000 - £610,000. However, it is important to note that these are rough estimates and the actual fees may vary depending on the specific requirements of the project and the negotiations with the professional team.

## PROBABLE TIMESCALE

The timescale to obtain planning approval for a mixed-use development can vary significantly depending on a range of factors, including the complexity of the proposed development, the local planning authority's workload, and any issues or objections raised during the planning process. Hence, it is difficult to provide a precise timescale. However, a typical planning application for a development of this scale and complexity could take anywhere from 6 months to 2 years to obtain planning approval, including any necessary negotiations with the local planning authority and potential appeals.

According to the RIBA Plan of Work, which is a 8 stage process, the following can be estimated.

Stage	0+1	2	3	4	5
Task	Strategic Preparation + Brief	Concept Design	Spatial Co-ordination	Technical Design	Manufacture + Construction
Timescale	2-8 weeks	8-12 weeks	12-16 weeks	16-20 weeks	30-52+ weeks

Project brief developed and refined

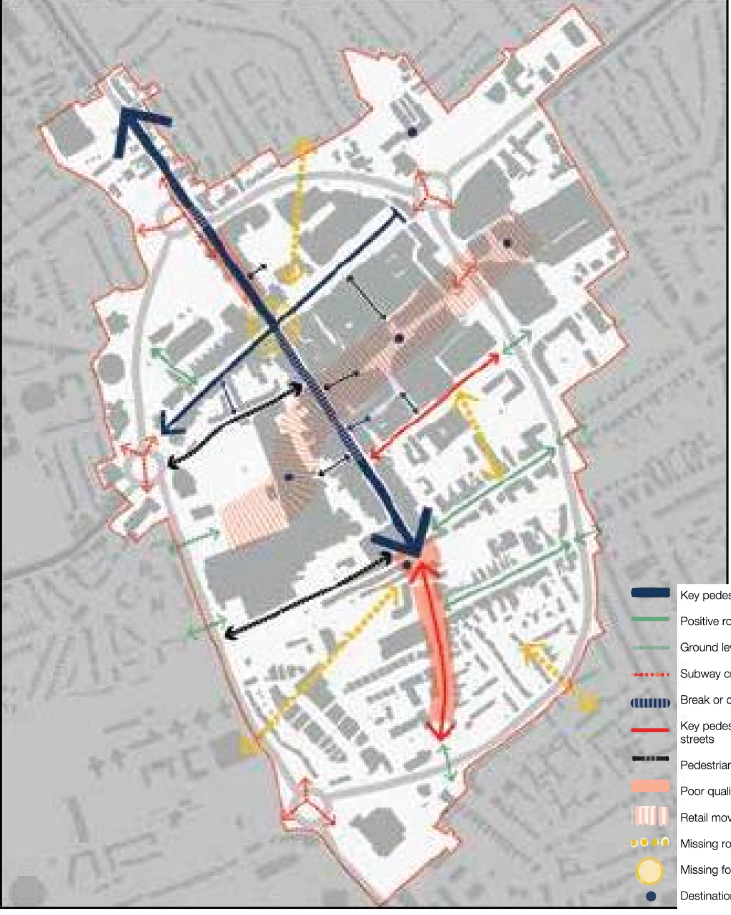
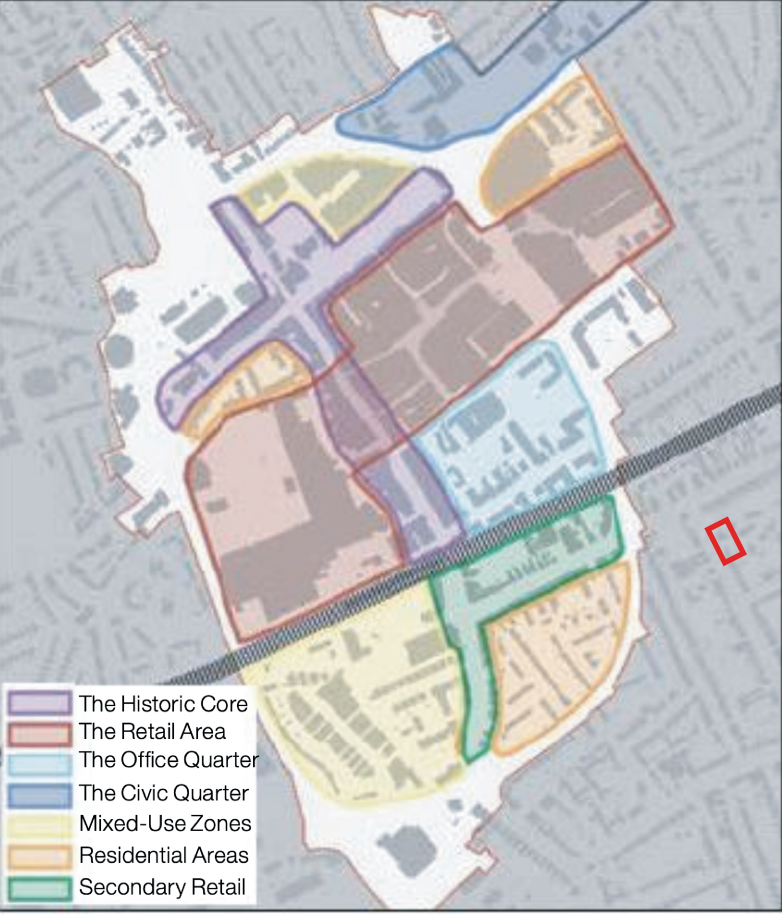
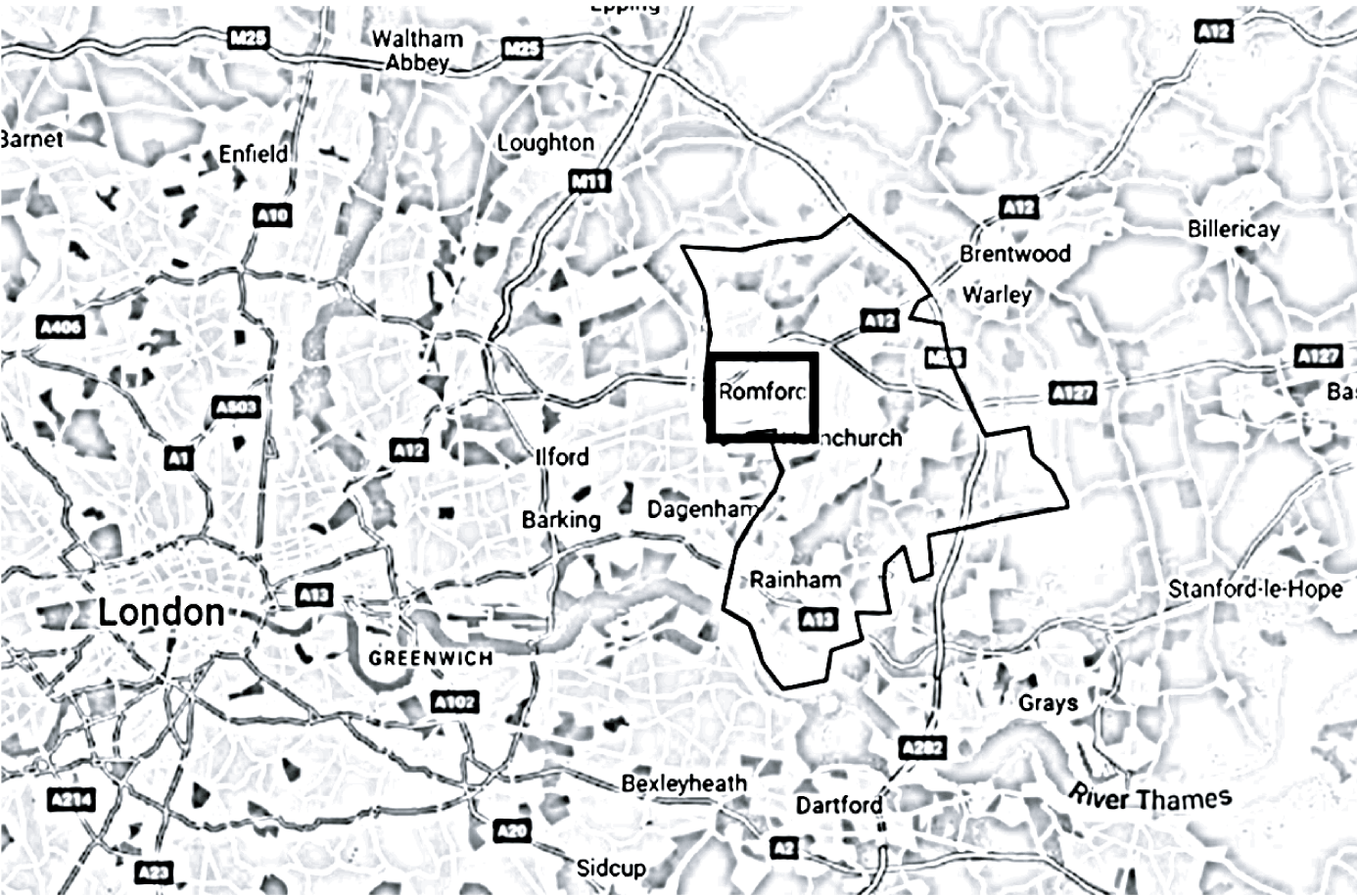
Planning application prepared

Planning application submitted

Project is tendered + Construction documents prepared

# DEMOGRAPHIC ANALYSIS

Romford is a large town in the London Borough of Havering, located in the northeast of Greater London. Romford is one of the largest and most densely populated areas of the borough.



## HOUSING

According to the 2021 Census, the population of the London Borough of Havering, which includes Romford, was approximately 262,000 people. The borough has a **relatively low density of housing** compared to other London boroughs, with a mix of low-rise and high-rise developments. However, there is a shortage of affordable housing in the area, with high levels of demand for social housing and a relatively low supply.

## EMPLOYMENT

Romford has a diverse local economy, with a mix of retail, service, manufacturing, and construction jobs. According to the Havering Economic Assessment Report (2017), the top industries in the borough are wholesale and retail, health and social work, and construction. The report also notes that there is a **relatively high level of self-employment** in the area, with many small businesses and entrepreneurs operating in the local economy.

## HEALTH

According to the Havering Health Profile (2019), the borough has a relatively high level of health inequality compared to other areas of London, with higher rates of chronic diseases such as diabetes and heart disease. The report notes that there is a need for **better access to health services** and preventative measures to improve the health of the local population.

## COMMUNITY

Romford has a relatively diverse population, with a mix of different ethnicities and age groups. There is also a **significant student population** in the area, with several colleges and universities located nearby. The local community is served by a range of community facilities and amenities, including parks, libraries, and community centers.

**BUILDING PROGRAM : MIXED-USE SPACE [ APARTMENTS + COMMERCIAL CO- WORKING SPACE ]**

# SITE POTENTIAL ANALYSIS



 SHOPS + RECREATION

 RESTAURANTS + CAFES

 UNDERGROUND

 NATIONAL RAIL

 TRAIN TRACK


 VICTORIA ROAD

## OPPORTUNITIES

- The site is located in a prominent position along Victoria Road, which is a busy thoroughfare in Romford, providing excellent exposure to potential customers and tenants.
- The site is located close to public transport links, including Romford railway station, which will make it easily accessible to potential customers and tenants.

## CONSTRAINTS

- The site is relatively small, which may limit the potential scale of the development.
- The surrounding area is predominantly residential, and as such, there may be concerns from local residents about the impact of the development on the local community.
- The site is located on a busy road, which may create issues with noise and pollution.

 **SITE** THE SITE IS CURRENTLY A VEHICLE HIRE SHOP

# SITE STUDY



 ROMFORD DEVELOPMENT FRAMEWORK, EASTERN FRINGE AREA

## THE EASTERN FRINGE AREA HAS THE FOLLOWING RECOMMENDATIONS:

- RETAIN AND CONSOLIDATE COMMERCIAL ACTIVITY ON VICTORIA ROAD
- RESIDENTIAL USES ABOVE COMMERCIAL
- INCREASE RESIDENTIAL DENSITIES
- STREET TO BE LINED BY CONSISTENT MEDIUM DENSITY DEVELOPMENT
- CONTINUOUS FRONTAGE OF STREETS
- BUILDINGS TO BE IN LINE WITH THE PREVAILING BUILDING HEIGHTS WHILE ASSISTING IN DENSIFICATIONS



## SURROUNDING BUILDINGS



- Residential
- Residential with a commercial ground floor
- Commercial



- 4.5-5 storeys
- 3.5-4 storeys
- 2.5-3 storeys
- 1-2 storeys

## HAVERING LOCAL PLAN POLICIES PROMOTED

### **POLICY 1: ROMFORD STRATEGIC DEVELOPMENT AREA**

THE BUILDING PLAN PROMOTES MIXED-USE DEVELOPMENTS BY INTEGRATING A RESIDENTIAL APARTMENT WITH A COMMERCIAL CO-WORKING SPACE

### **POLICY 3: HOUSING SUPPLY + POLICY 4: AFFORDABLE HOUSING + POLICY 5: HOUSING MIX**

THE BUILDING AIMS TO CONTRIBUTE TOWARDS PROVIDING AN INCREASED HOUSING SUPPLY TOWARDS THE COMMUNITY WHILE ALSO MAKING IT AFFORDABLE HOUSING. THE HOUSING CONSISTS OF VARIED APARTMENT SIZES INCLUDING FAMILY SIZE APARTMENTS, CONTRIBUTING TO HOUSING MIX.

### **POLICY 19: BUSINESS GROWTH + POLICY 21: AFFORDABLE WORKSPACES**

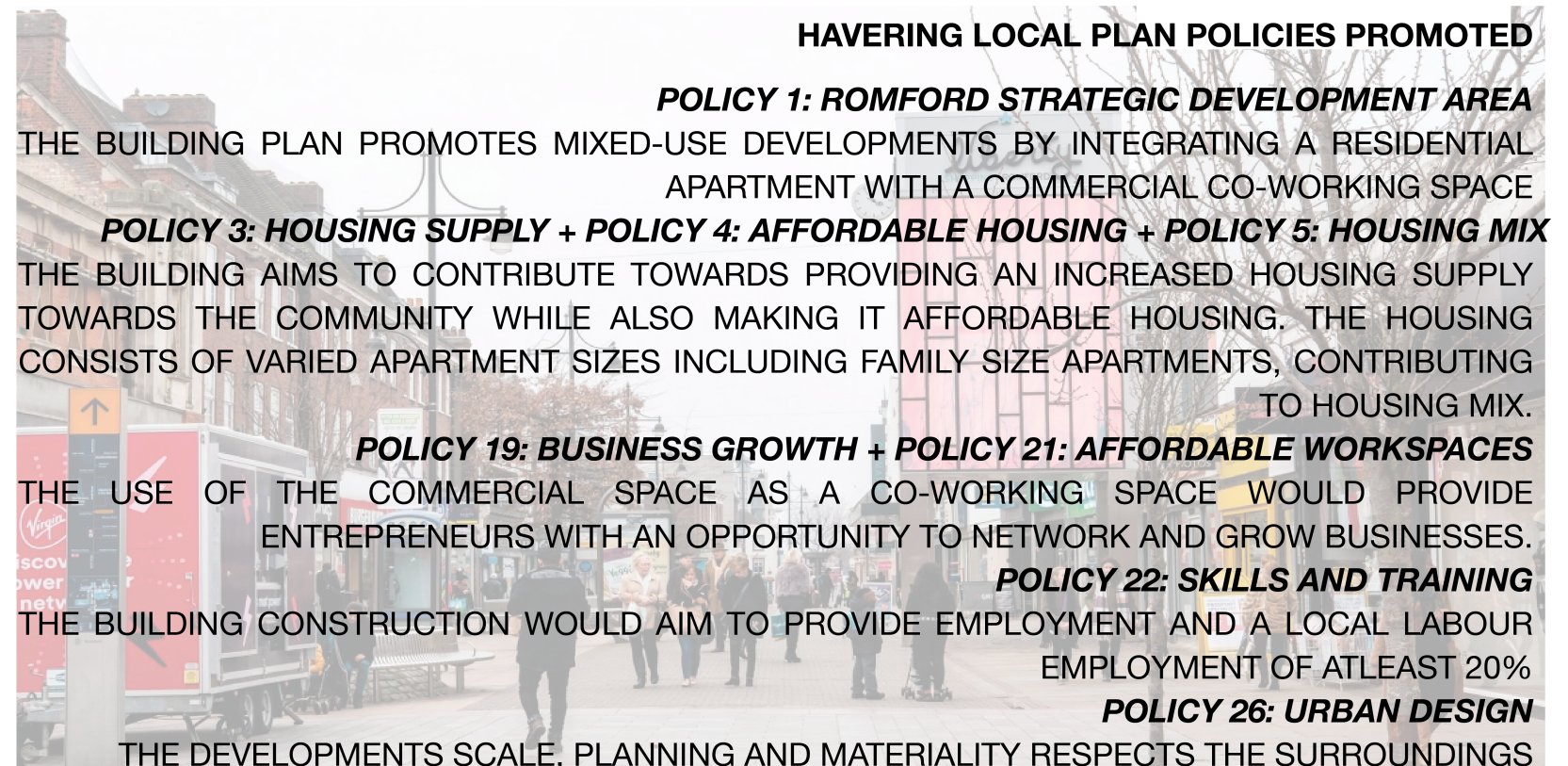
THE USE OF THE COMMERCIAL SPACE AS A CO-WORKING SPACE WOULD PROVIDE ENTREPRENEURS WITH AN OPPORTUNITY TO NETWORK AND GROW BUSINESSES.

### **POLICY 22: SKILLS AND TRAINING**

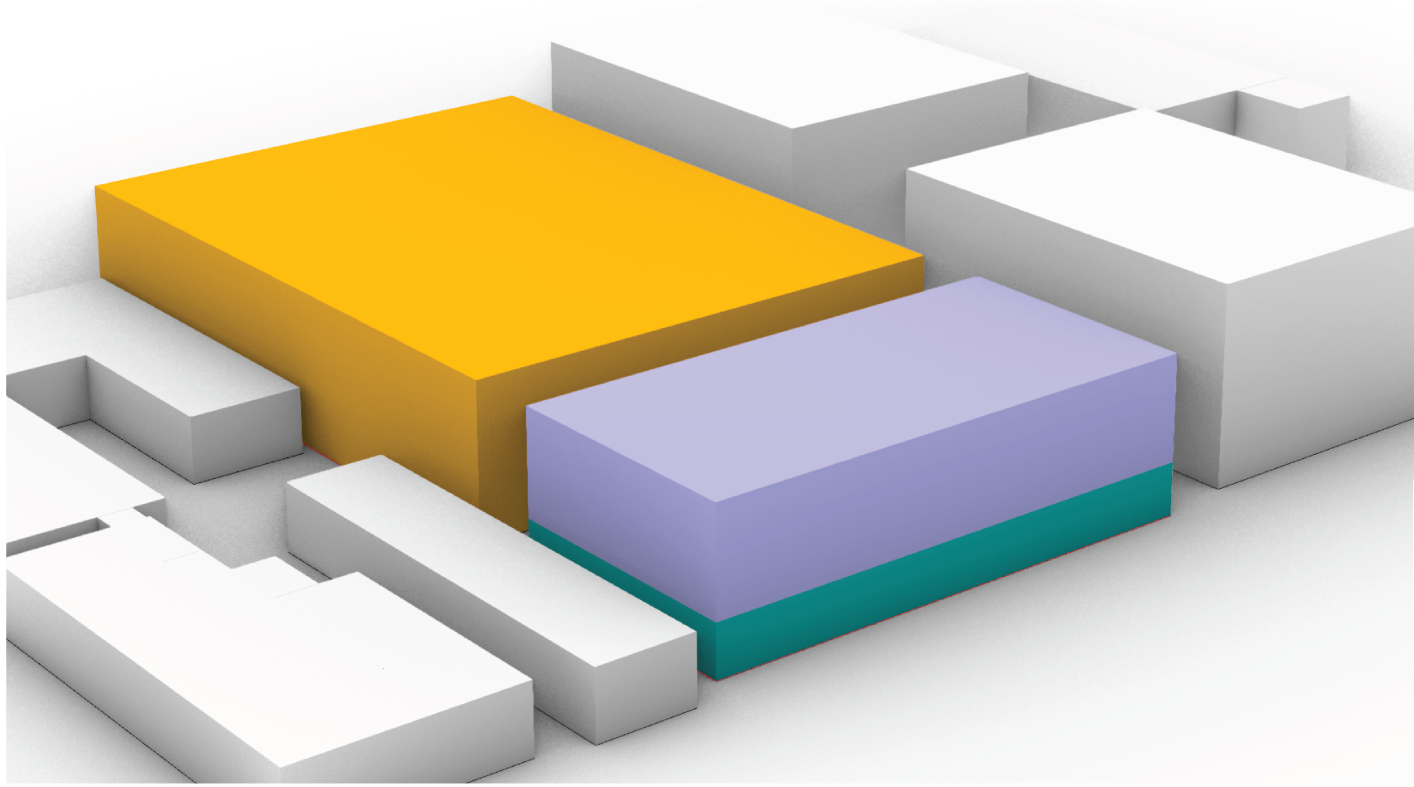
THE BUILDING CONSTRUCTION WOULD AIM TO PROVIDE EMPLOYMENT AND A LOCAL LABOUR EMPLOYMENT OF AT LEAST 20%

### **POLICY 26: URBAN DESIGN**

THE DEVELOPMENTS SCALE, PLANNING AND MATERIALITY RESPECTS THE SURROUNDINGS



# MASSING



- APARTMENT 1      3 STOREYS
- APARTMENT 2      2 STOREYS
- COMMERCIAL SPACE      1 STOREY

## APARTMENT 1

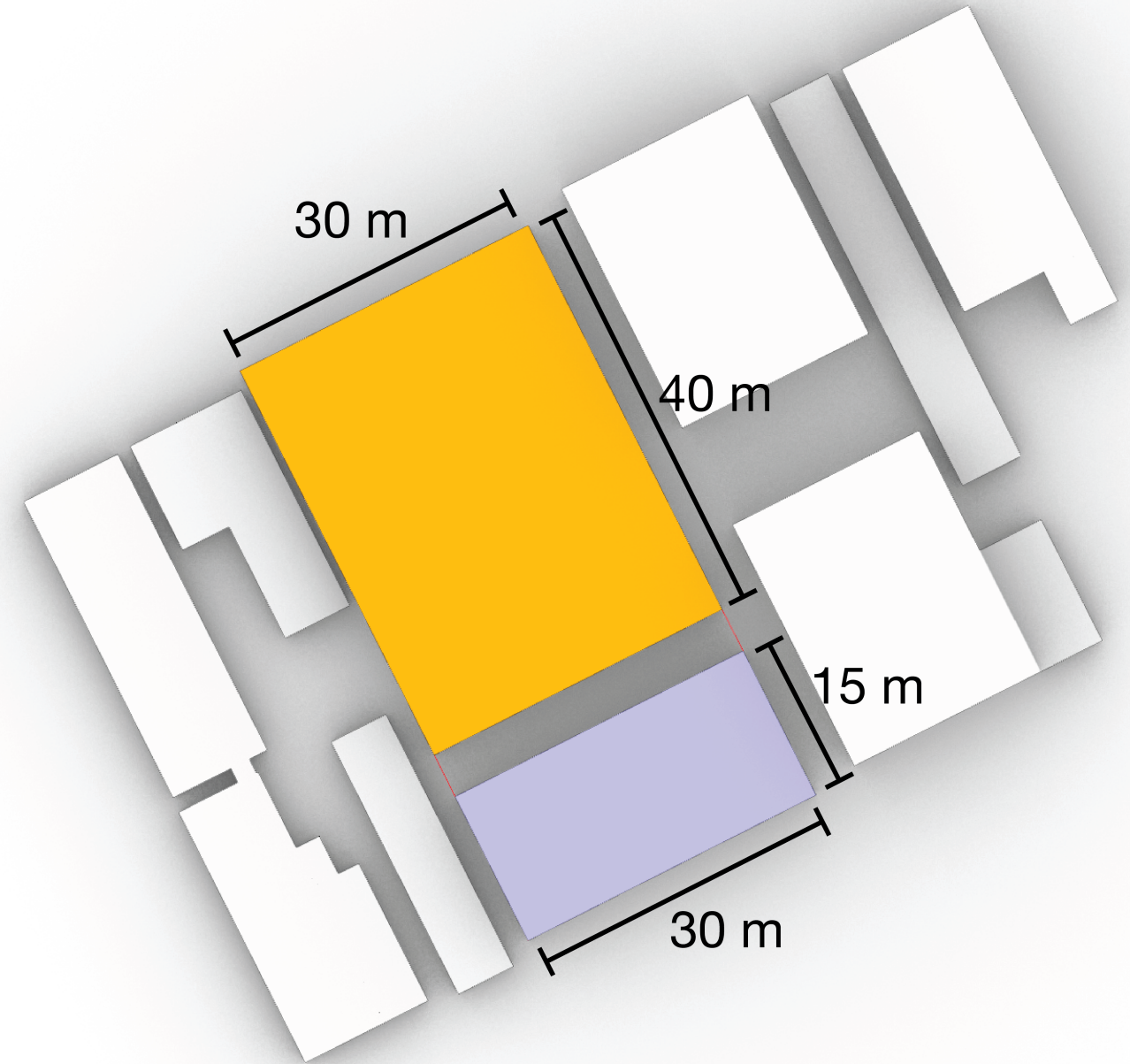
ROOM/SPACE TYPE	QUANTITY	FLOOR AREA PER FLAT (m <sup>2</sup> )	TOTAL FLOOR AREA (m <sup>2</sup> )
1 BED ROOM	2	40	80
2 BED ROOM	3	74	222
3 BED ROOM	25	110	2750
		<b>TOTAL AREA</b>	<b>3052</b>

## APARTMENT 2

ROOM/SPACE TYPE	QUANTITY	FLOOR AREA PER FLAT (m <sup>2</sup> )	TOTAL FLOOR AREA (m <sup>2</sup> )
2 BED ROOM	3	74	222
4 BED ROOM	6	120	720
		<b>TOTAL AREA</b>	<b>942</b>

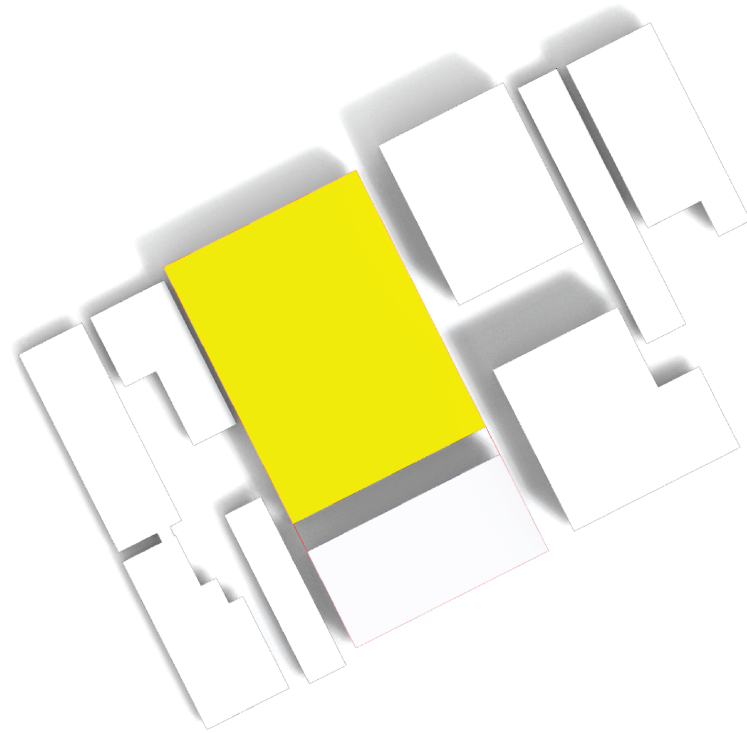
## COMMERCIAL SPACE

ROOM/SPACE TYPE	QUANTITY	FLOOR AREA PER FLAT (m <sup>2</sup> )	TOTAL FLOOR AREA (m <sup>2</sup> )
CO-WORKING SPACE	1	450	450
		<b>TOTAL AREA</b>	<b>450</b>

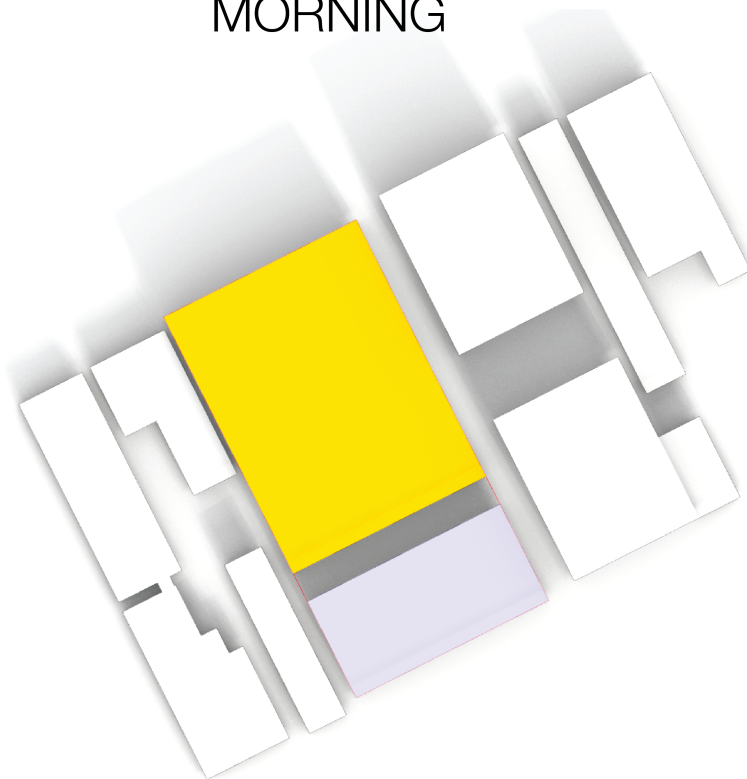


# SHADOW ANALYSIS

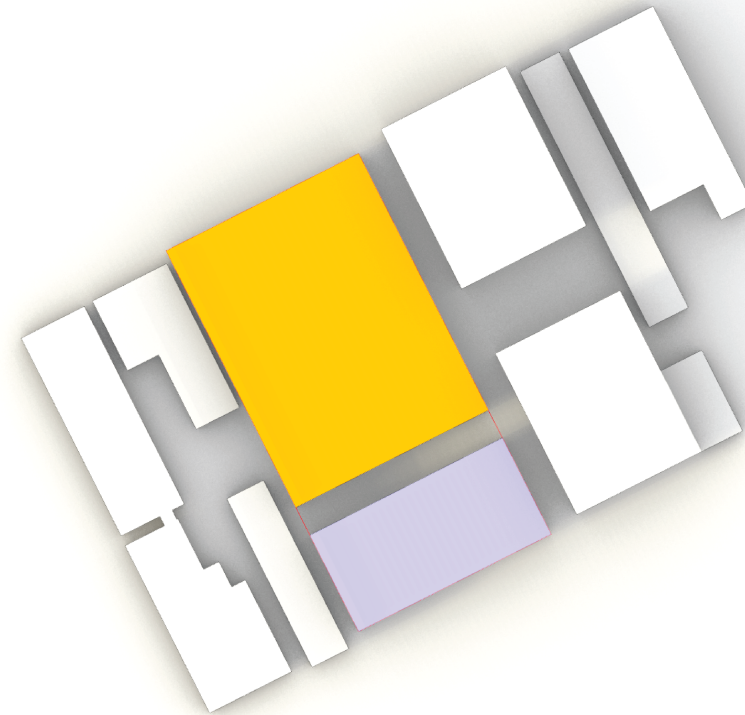
WINTER



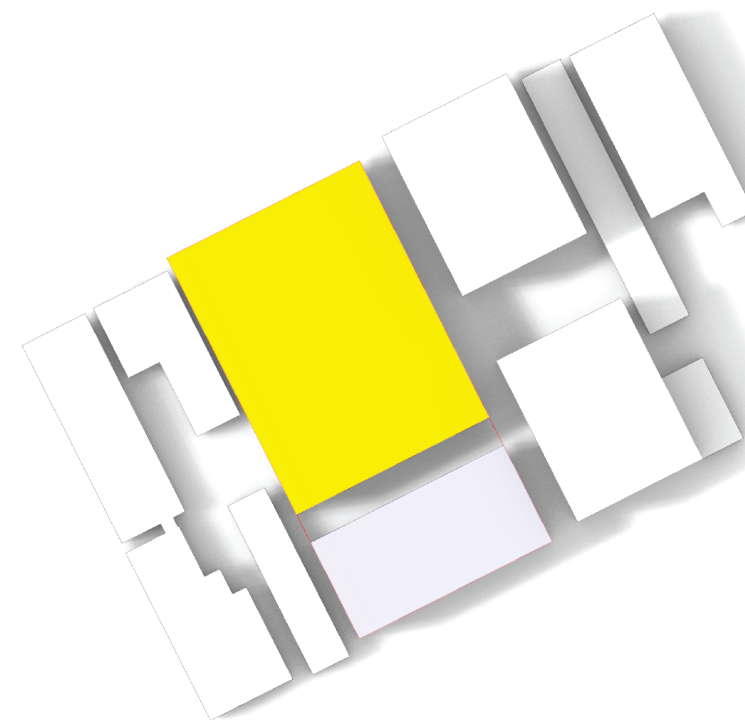
MORNING



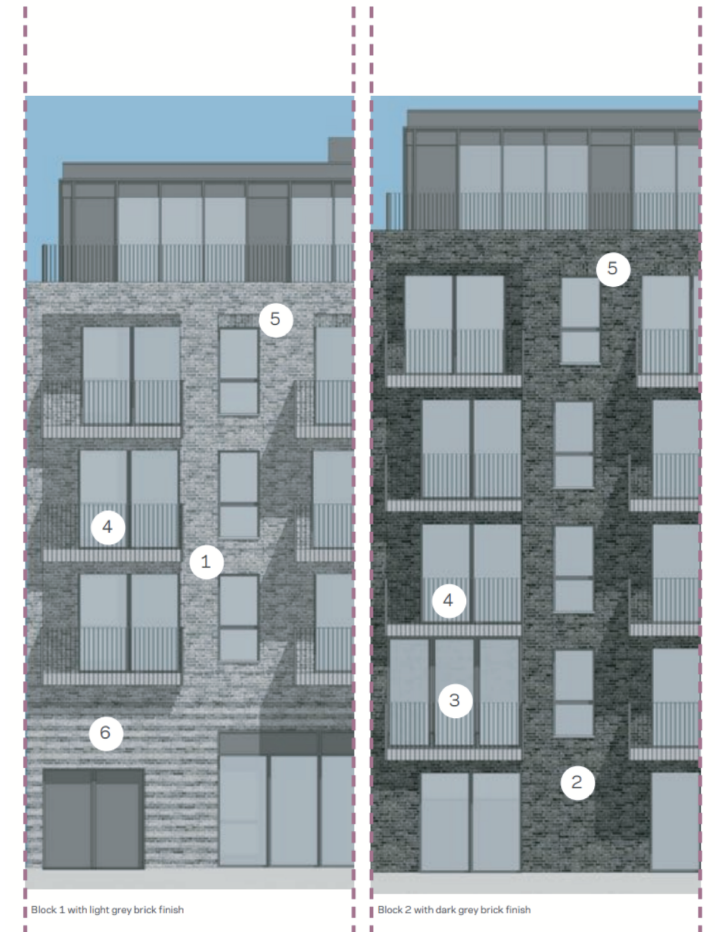
SUMMER



EVENING



# MATERIALITY



THE COMMERCIAL CO-WORKING SPACE OF THE DEVELOPMENT WILL HAVE A DARK GRAY BRICK FACADE AND THE TWO APARTMENT BLOCKS WILL HAVE A DISTINCTIVE LIGHT GRAY BRICK FACADE.

THIS IS TO INSURE THE SYNERGY OF THE DEVELOPMENT WITH THE REST OF THE SURROUNDING BUILDINGS, THE MATERIALITIES OF WHOSE FACADES ARE SHOWN IN THE IMAGES ABOVE.

HENCE THE PRIMARY MATERIALS WILL BE LIGHT AND DARK GRAY BRICKS WITH GLAZING



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