



Welcome and thank you for attending the exhibition. We would like to hear your thoughts on our proposals for the future of the site.

The Site

The site is currently operated for ice cream production by Valente Brothers, throughout a series of low-rise warehouse buildings and structures. The Capocci Family have operated at the site since the 1970’s, with previous industrial uses having taken place at the site prior to their business.

The site is not situated within a conservation area, nor are any of the existing buildings statutorily or locally listed. St Paul’s Church is the nearest listed building (Grade II), situated some 60m to the west of the site.



Marketing for Commercial Uses

The existing site has been actively marketed for continuation as a commercial use.

The site has been advertised on Rightmove, Zoopla and Belcor’s website, and remains listed.

Interest in the site has been very limited, with no parties having progressed beyond initial viewings of the premises.



Reasons given for a lack of interest include:

- The condition of the existing buildings
- The requirement for extensive refurbishment
- The residential nature of the surrounding area.



Site History

According to the historical maps available, the site appears to have been within farmland from at least the mid-18th century and continued to be rural farmland until late 19th Century.

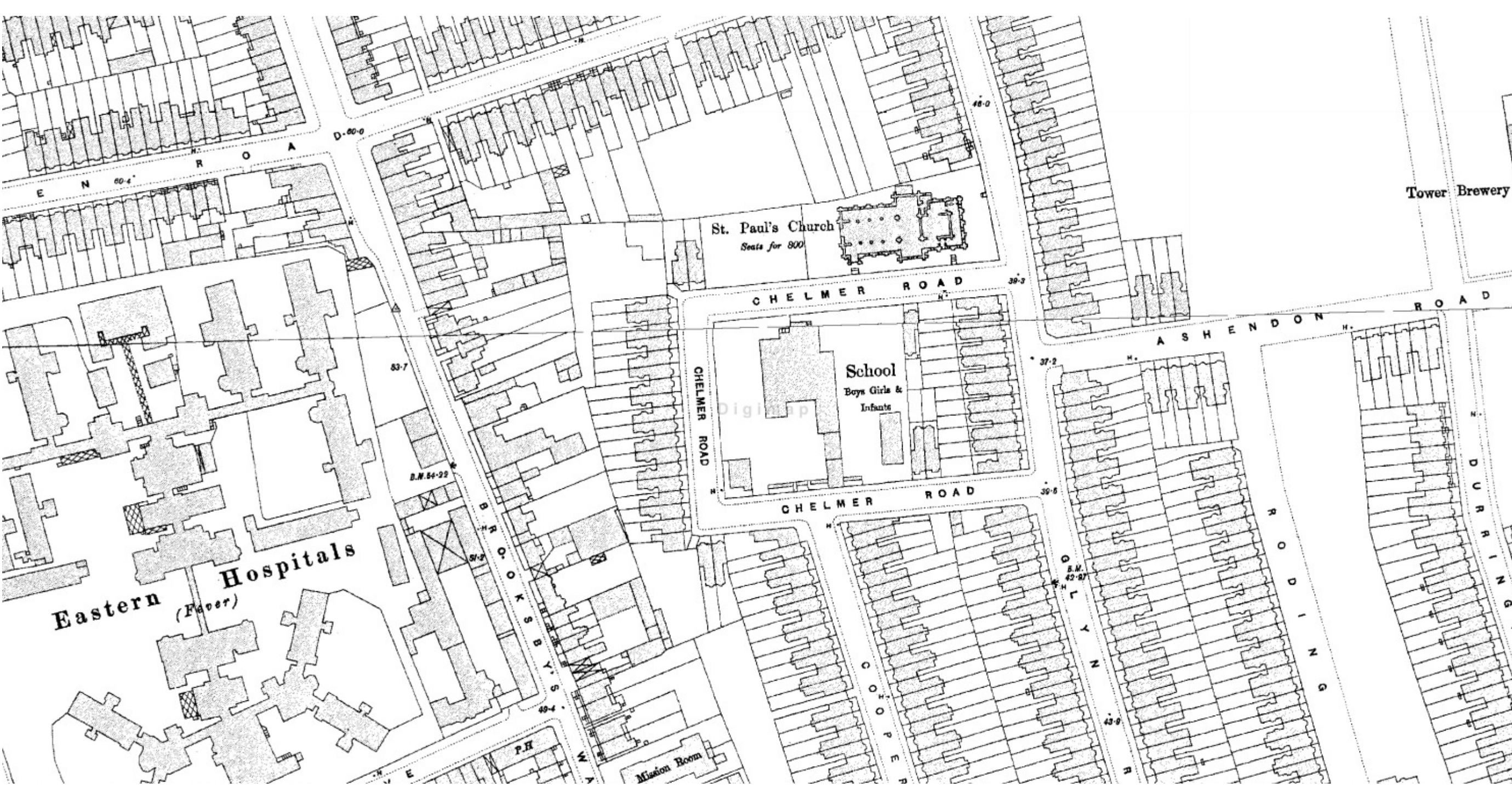
The oldest map from 1870s shows the row of houses only on both side of Brooksby’s Road and south side of Homerton Grove. The arrival of Eastern hospital and railways has led to a regeneration of the area with a block of Victorian houses. The urban blocks around the site and as exists today seems to have been established as early as 1890s.

Historically the site has been occupied by warehouses and workshops, initially constructed as a neighbouring land to St Pauls Church. The site has been under the occupation of the current owner for the ice cream business since the 1970s.

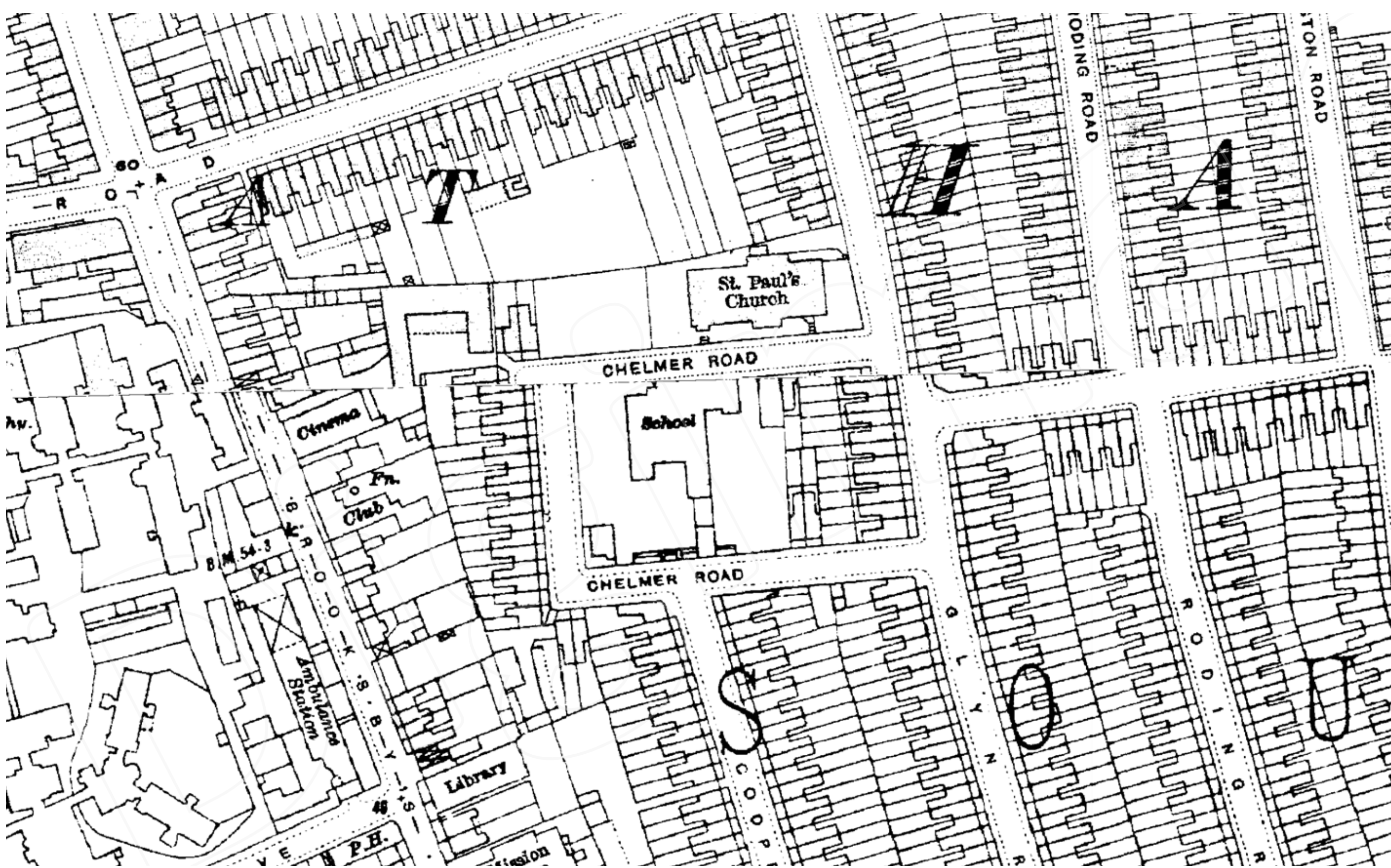
Site plan 1870s



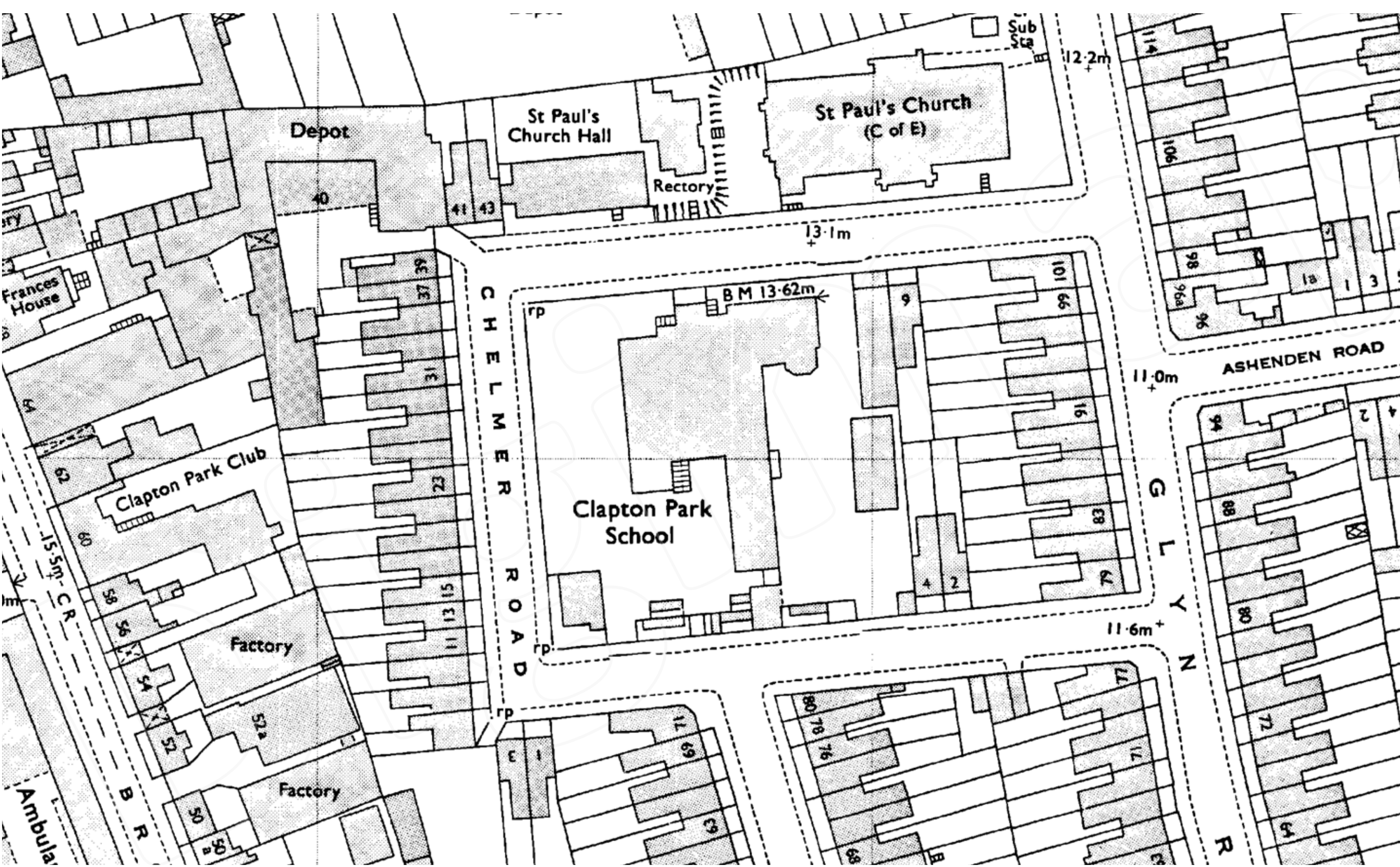
Site plan 1890s



Site plan 1910



Site plan 1950





Our Proposals – New Homes

We are proposing to demolish the existing buildings on site, most of which are in a poor state of repair and replace with 29 new residential dwellings (including 24 apartments and 5 mews houses) with new landscaping and communal open space for residents.

There will be a mix of homes, to cater for a wide variety of housing needs including families. We are currently proposing the following:

- 🍦 9 no. 1-bedroom, 2-person dwellings
- 🍦 16 no. 2-bedroom, 4-person dwellings
- 🍦 4 no. 3-bedroom, 6-person dwellings

The Scheme will also include affordable housing, the exact number will be agreed with the Council and based on the financial viability of the scheme.

Ground floor plan



First floor plan





Our Proposals – Architecture & Materials

Pensaer Architects have approached the building design, considering the context of both Georgian and Victorian architecture, as well as the industrial nature of the site. The Architects have sought to create a cohesive architecture language that can work across the site and relate well with its surroundings.

The proposed material palette has been designed to reference the local vernacular and surrounding residential building materials. The scheme is proposing to use tonal bricks that match the area, composite stone detailing, timber windows and metal balconies.

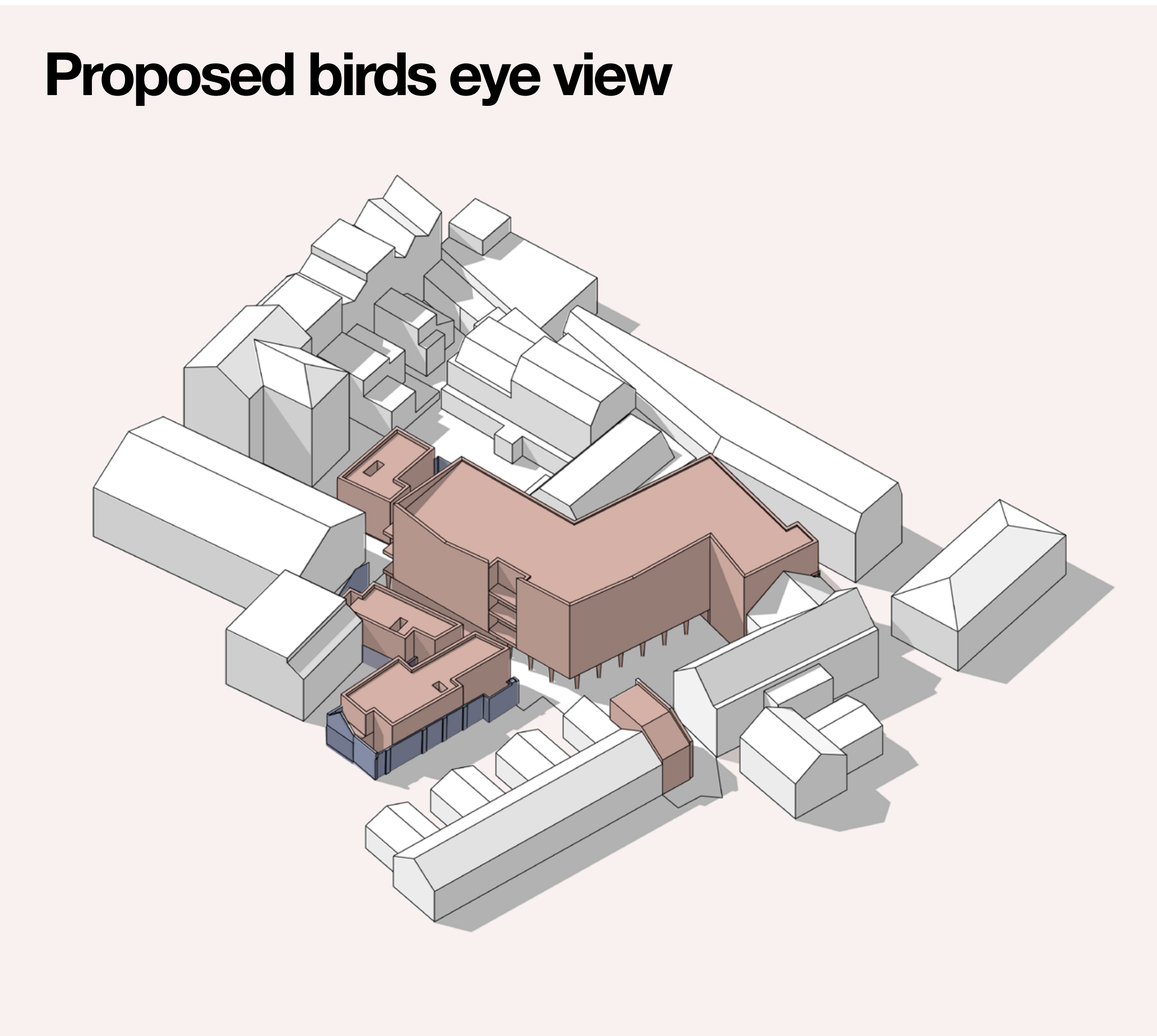
The location and size of each building has been carefully considered to ensure that each building comfortably relate with neighbouring properties. The proposal no higher than four storeys, focussed in the centre and northern part of the site, with two storey buildings towards the east, south and western edges.

The proposals also include reinstating the end of terrace property on Chelmer Road, that was previously demolished to increase the site entrance. The design for this is still being developed but intends to tie in with the existing terrace houses.

Proposed news view



Proposed birds eye view



Proposed courtyard view





Our Proposals – Access & Parking

The development will continue to be accessed via Chelmer Road and will be car-free, with no parking spaces provided on-site.

It is proposed to provide plenty of cycle storage, allowing for two spaces per dwelling within a secure, internal communal area.

Refuse collection will take place from Chelmer Road and will align with the arrangements for other surrounding properties.

The site possesses a good public transport accessibility level (PTAL), with Homerton rail station located approximately 600 metres (7-minute walk) to the south, with a number of bus stops on Chatsworth Road and Homerton Grove.

Existing Chelmer Road entrance



Proposed Chelmer Road entrance





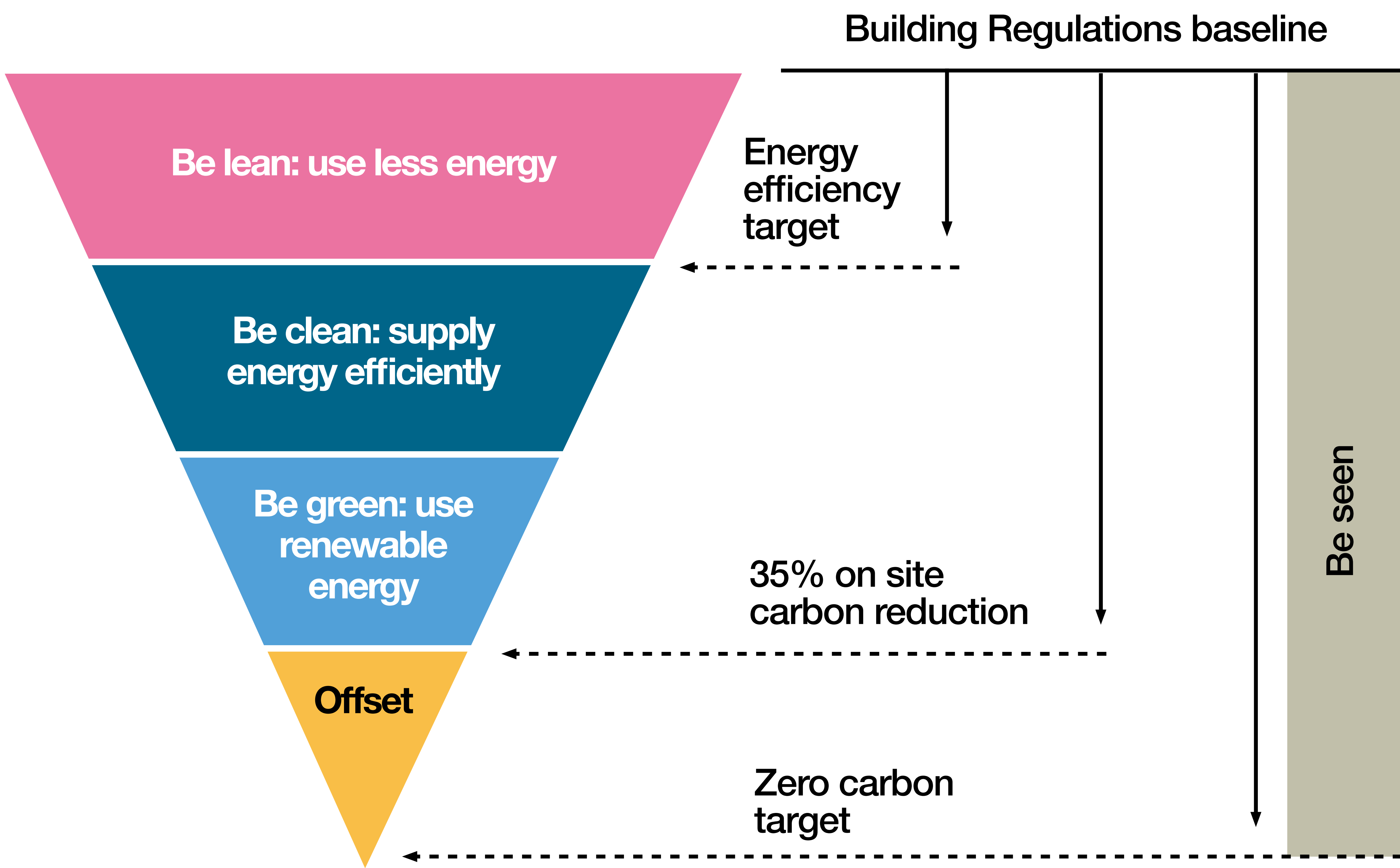
Our Proposals – Landscaping & Sustainability

The site is currently industrial and urban in character, with little to no greenery. As a such, we are proposing to include new landscaping throughout the site to ensure visual benefits, a high quality of life for residents and to introduce biodiversity to the site.

Sustainability has been a key consideration from an early stage, with the objective to minimise carbon emissions and embodied carbon. We aim to achieve this through the re-use of building material where possible and the introduction of renewable energy sources such as solar panels and air source heat pumps.

The proposed development will result in a substantial improvement in terms of vehicular emissions, with a reduction in traffic to and from the site which currently involves large ice cream vans. The provision of ample cycle storage and a safe and welcoming access will incentivise the use of sustainable modes of transport such as cycling, walking and public transport.

GLA Energy Hierarchy diagram










Examples of urban landscaping





Scheme Benefits

-  Provision of 29 much needed homes, including affordable housing
-  Provision of a mix of housing sizes, catering for a variety of needs
-  Introduction of high-quality landscaping
-  Urban design improvements
-  Reinstatement of a previously demolished property to ‘complete’ and re-establish the terrace
-  Sustainable, car-free development that will encourage walking, cycling and public transport use
-  Renewable energy technologies including solar panels and air source heat pumps

Courtyard view 2





Next Steps

Thank you for taking the time to look through our proposals for the future of 40 Chelmer Road. We hope you have found this information helpful.

Your feedback is important to us as we review and develop our emerging proposals.

Please feel free to get in touch via the details below, where you can share any feedback you have.

-  Email: ICQ@engagecf.co.uk
-  Phone: 07542 016586
-  Website: www.icq-homerton.co.uk

Indicative Timeline:

