

Chobham Manor

Housing mix, footprint efficiency and units

Client Taylor Wimpey
Location Stratford
Sector Urban development

SERVICES

PEER REVIEW

DESIGN OPTIMISATION



“Tim came into the project at a critical point, with the final phase of our residential development stalled due to a housing mix that no longer reflected market demand. We needed fresh thinking and a range of viable options quickly to move things forward. Tim immediately understood the challenge and delivered a well thought out suite of design options, each carefully considered from both a planning and commercial perspective. His ability to work at pace while still ensuring quality and strategic thinking meant we were able to run financial appraisals and make informed decisions within tight timeframes.”

PETER GORE

Former Managing Director, Taylor Wimpey

CONTEXT

As part of the final phases of the former Olympic Village, this site benefitted from an existing, though dated, planning permission. The consented scheme included a housing mix that was not fully aligned with current market demand, limiting its ability to offset rising construction costs and secure viable delivery.

APPROACH

We were engaged to conduct an architectural peer review to evaluate whether the design was truly maximising the site's development potential. Our role was to identify opportunities for optimisation and propose practical and compliant improvements.

OUTCOME

We quickly developed four strategic design options to test alternative scenarios, including variations in housing mix, footprint efficiency, and the overall number of units. These options provided the client with a clear basis to appraise and select the most advantageous route forward before committing to further planning and investment, and from the basis of a brief to reappoint the full consultant team.

Transformation in numbers

163

TOTAL HOMES

23

ADDED HOMES

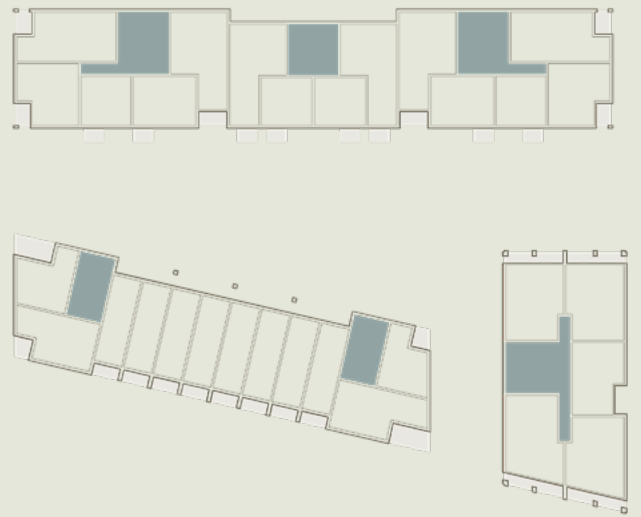
Ground floor

BEFORE



First floor

BEFORE



AFTER



AFTER

