

Rickmansworth

Review of new apartments in a suburban village

Client Private
Location Croxley Green, Rickmansworth
Sector Small development

SERVICES

DESIGN OPTIMISATION

PEER REVIEW



We were appointed to review a recently consented scheme for new apartments in the suburban village of Rickmansworth.

CONTEXT

Through a detailed scheme audit, we identified several critical issues that risked making the scheme undeliverable, including non-compliance with technical regulations. Further inefficiencies, such as missing service risers and oversized homes, meant the full development value had yet to be realised.

APPROACH

In response, we developed a series of design options to support the developer in selecting the best way forward. These proposals addressed technical compliance and rationalised inefficient layouts to create a deliverable and commercially viable scheme.

Key optimisation strategies included:

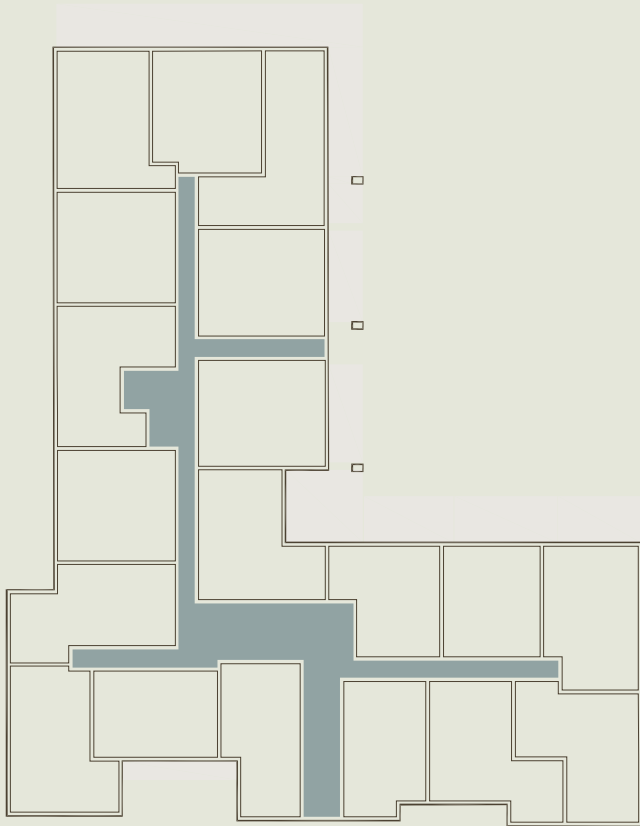
- Adjusting the housing mix to better align with market demand
- Enhancing unit layouts to maximise value, for example converting 2-bed 3-person units into 2-bed 4-person homes — a modest increase in area delivering a notable uplift in sales value
- Introducing service risers and other technical improvements to achieve compliance and reduce construction risk

RESULTS

This targeted review and redesign helped unlock latent value in the consented scheme while ensuring it could be delivered efficiently and meet current regulations.

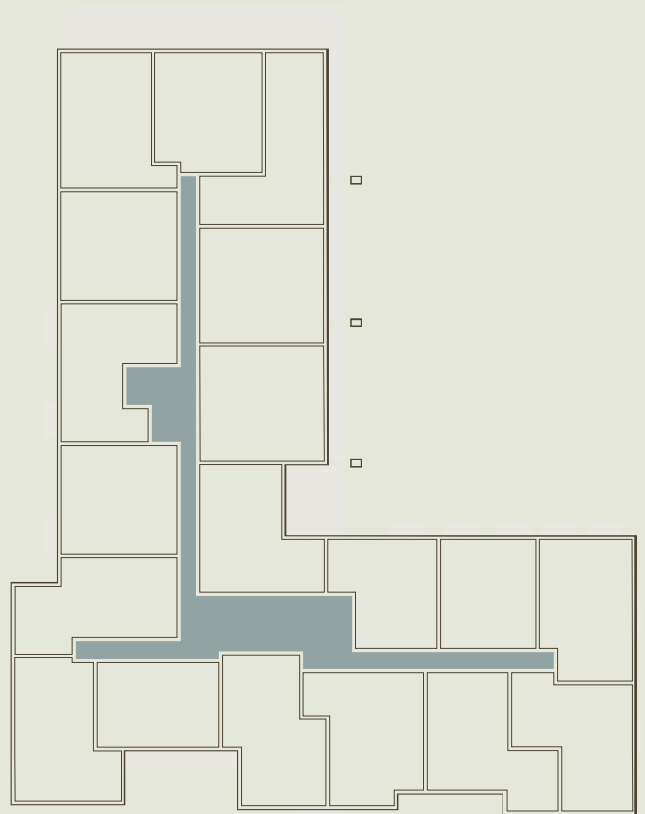
Ground floor

BEFORE

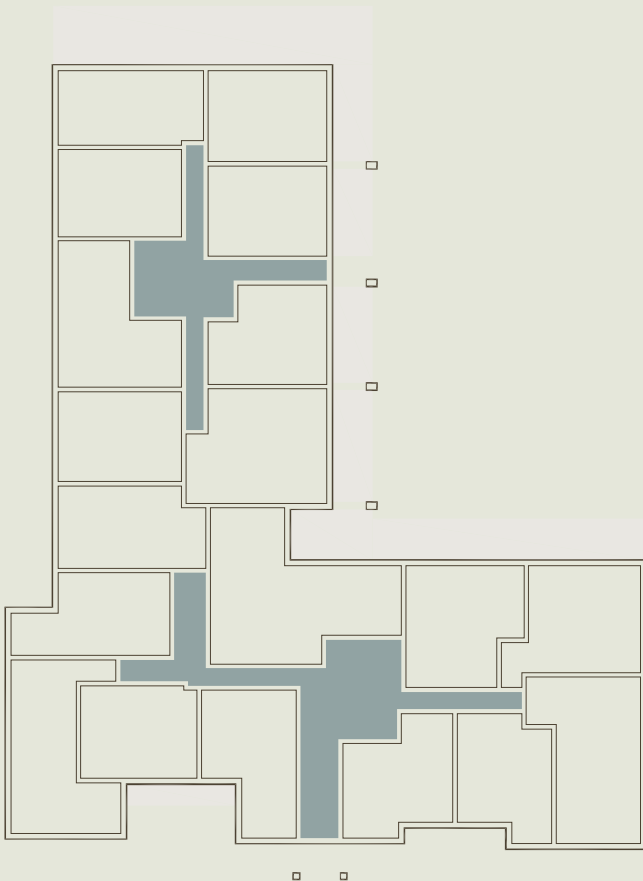


First floor

BEFORE



AFTER



AFTER

