

WELCOME

Thank you for coming to the public exhibition to see the redevelopment plans for Conquest House, Elmfield Road, Bromley on behalf of Kitewood.

As you may be aware, there have been two previous proposals for this site by developers other than Kitewood which have been refused. Kitewood now have an opportunity to bring forward a new proposal for this site, addressing the concerns of the previous applications.

At todays exhibition you can review the draft proposals which proposes a mixed use development of commerical floorspace and residential apartments.

We would welcome your feedback by filling in a comment form or speaking to a member of the project team. This information will help the project team finalise the proposals before a planning application is submitted to the Council for consideration in Spring 2020.

AERIAL VIEW



SITE FROM ELMFIELD ROAD



SITE PLAN



ABOUT KITEWOOD

Founded in 1993, Kitewood is a privately held property development and investment Company, specialising in residential mixed use schemes. Focusing their development within Greater London and the South East, Kitewood have schemes completed or on site in Creekside, Peckham, Greenwich, New Cross and Sydenham as well as developments in Sussex and Kent locations.

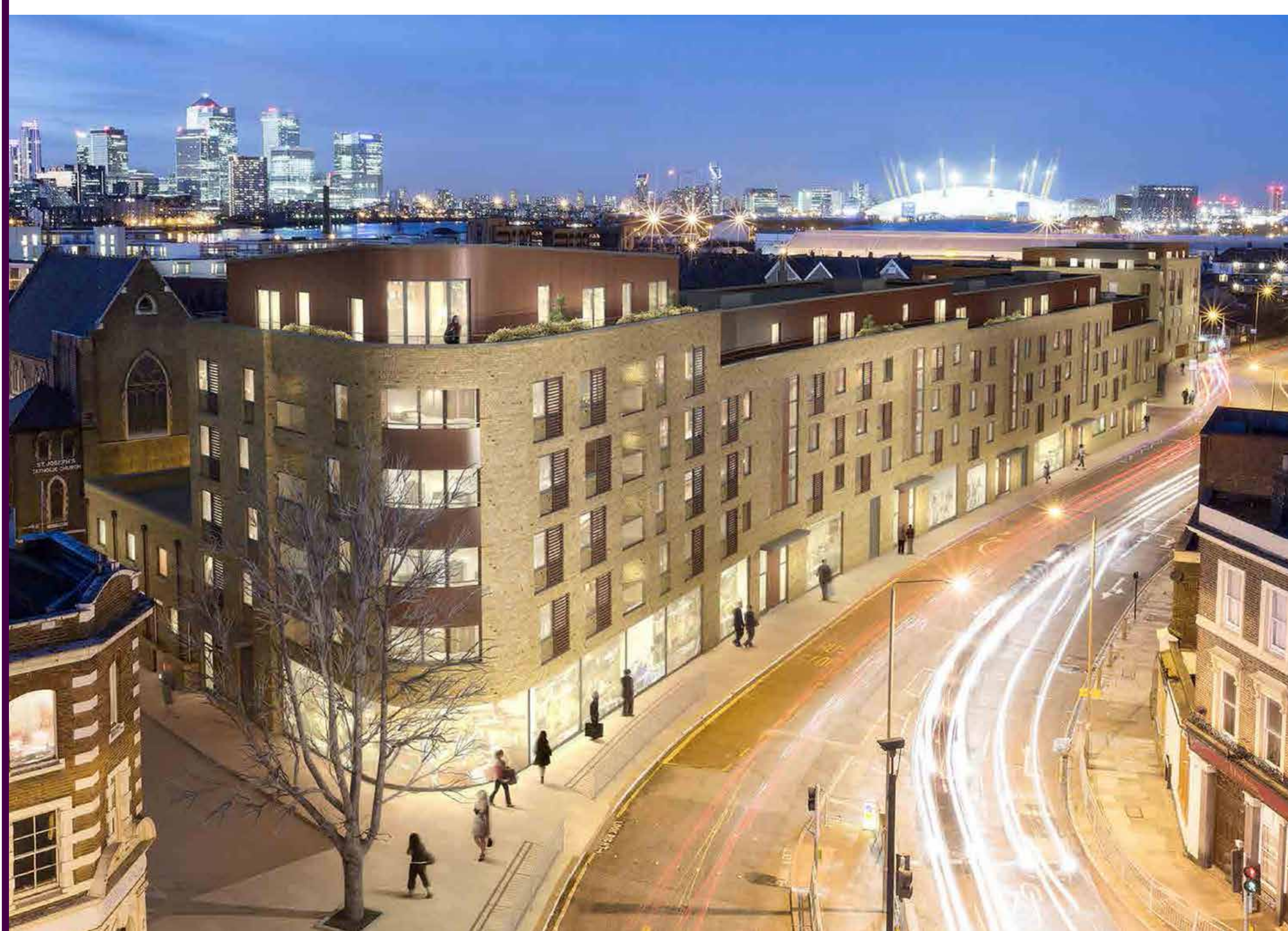
CREEKSIDE



TAVISTOCK GARDENS, WEST DRAYTON



THE PELTONS, BLACKWALL LANE



ASTLEY HOUSE, LEWES



LAWRIE PARK PLACE, SYDENHAM



HISTORY OF THE SITE

Conquest House has fallen into disrepair and is now a blight on the townscape. More recently it has attracted anti- social behaviour and squatting.

1. SITE FROM KENTISH WAY



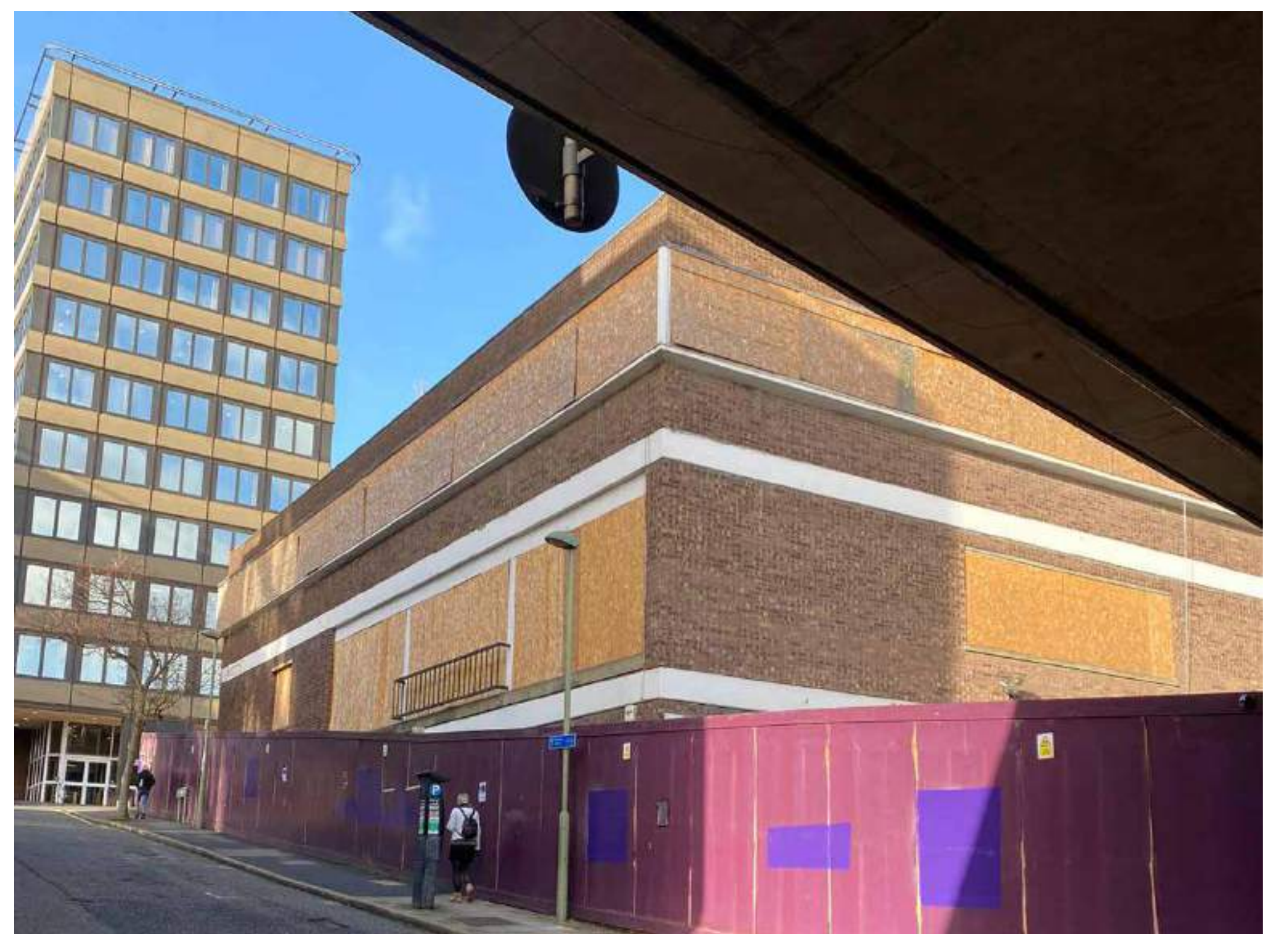
2. PALACE VIEW UNDERPASS



3. VIEW OF SITE FROM PALACE VIEW



4. SITE FROM PALACE VIEW

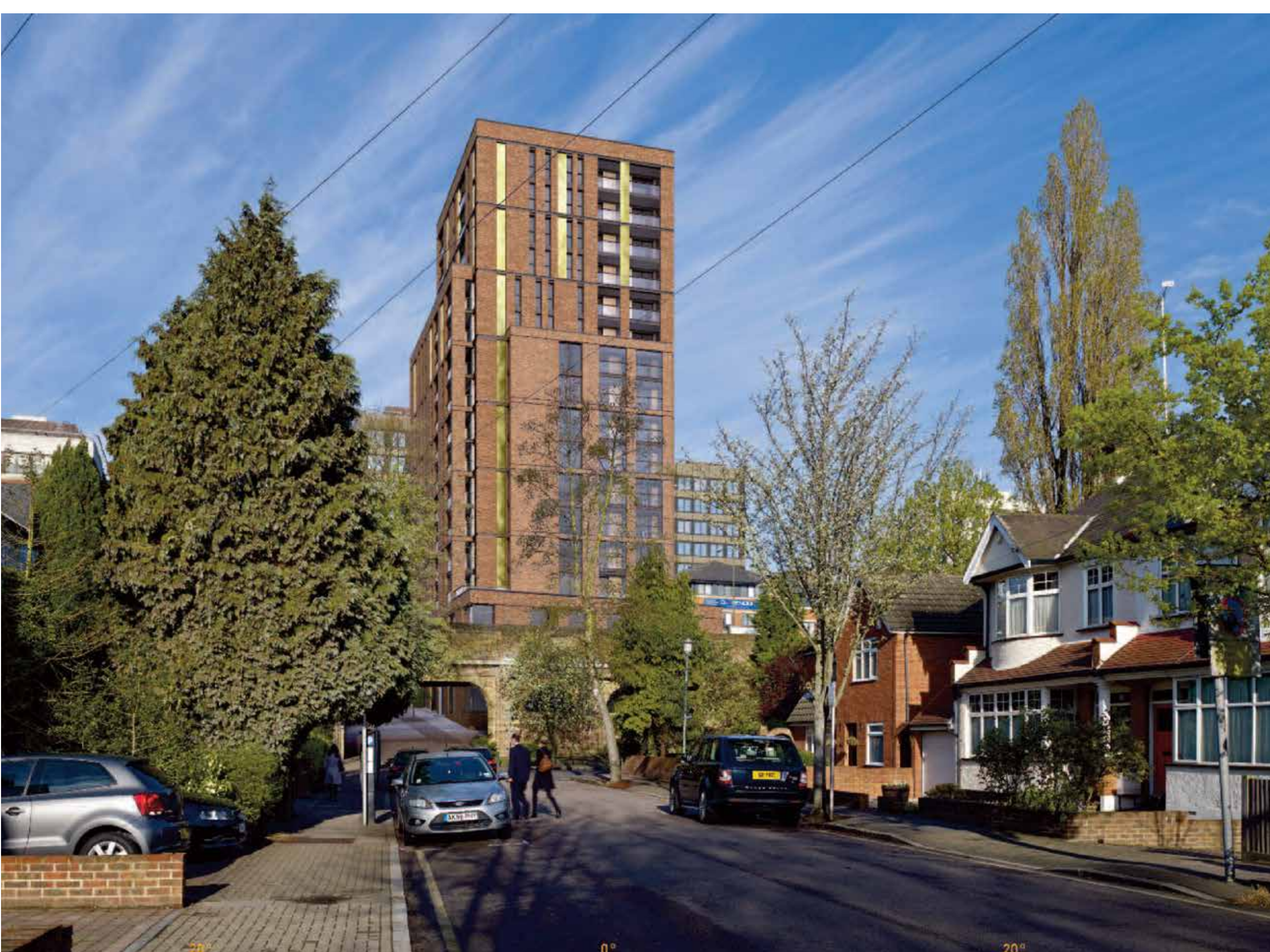


The existing building was formerly the Conservative Club. The building was constructed in the late 1960s.

PREVIOUS APPEAL SCHEMES

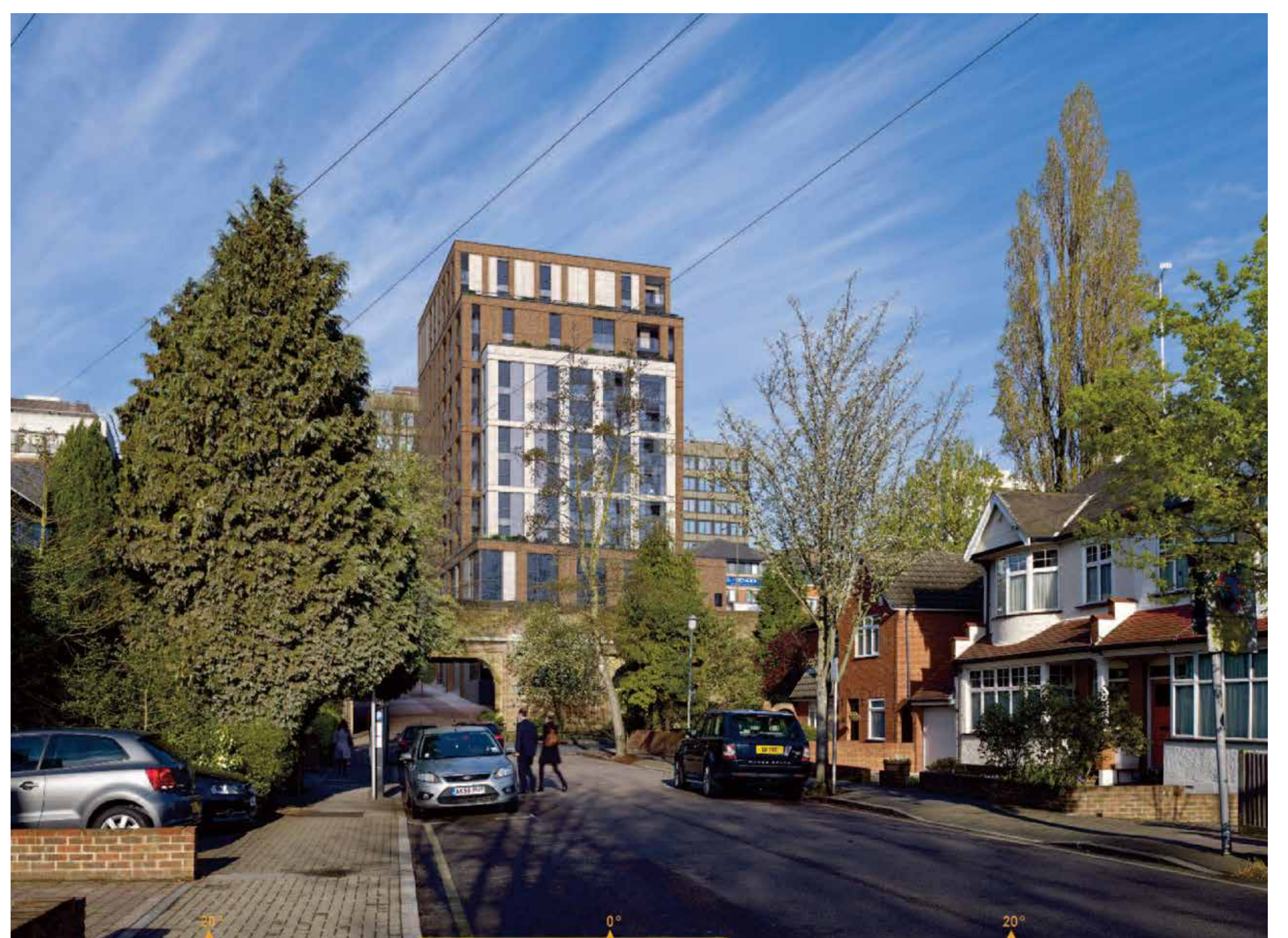
The site has been subject to two dismissed appeal schemes in recent years.

25 ELMFIELD ROAD - 2013 APPLICATION



The Inspector determining the first appeal in 2013 considered that the proposed height of 16 storeys was excessive and would have an unduly overbearing effect on the living conditions of nearby residents.

25 ELMFIELD ROAD - 2015 APPLICATION



The 2015 scheme responded to this by reducing the height to 12/13 storeys, however the Inspector dismissed as they considered the proposal would be 'too stocky to be acceptable as a stand-alone tower' and for its overall design aesthetic.

The Inspectors previous decisions have been thoroughly reviewed by our project team which has informed the fresh approach which is being presented to you today.

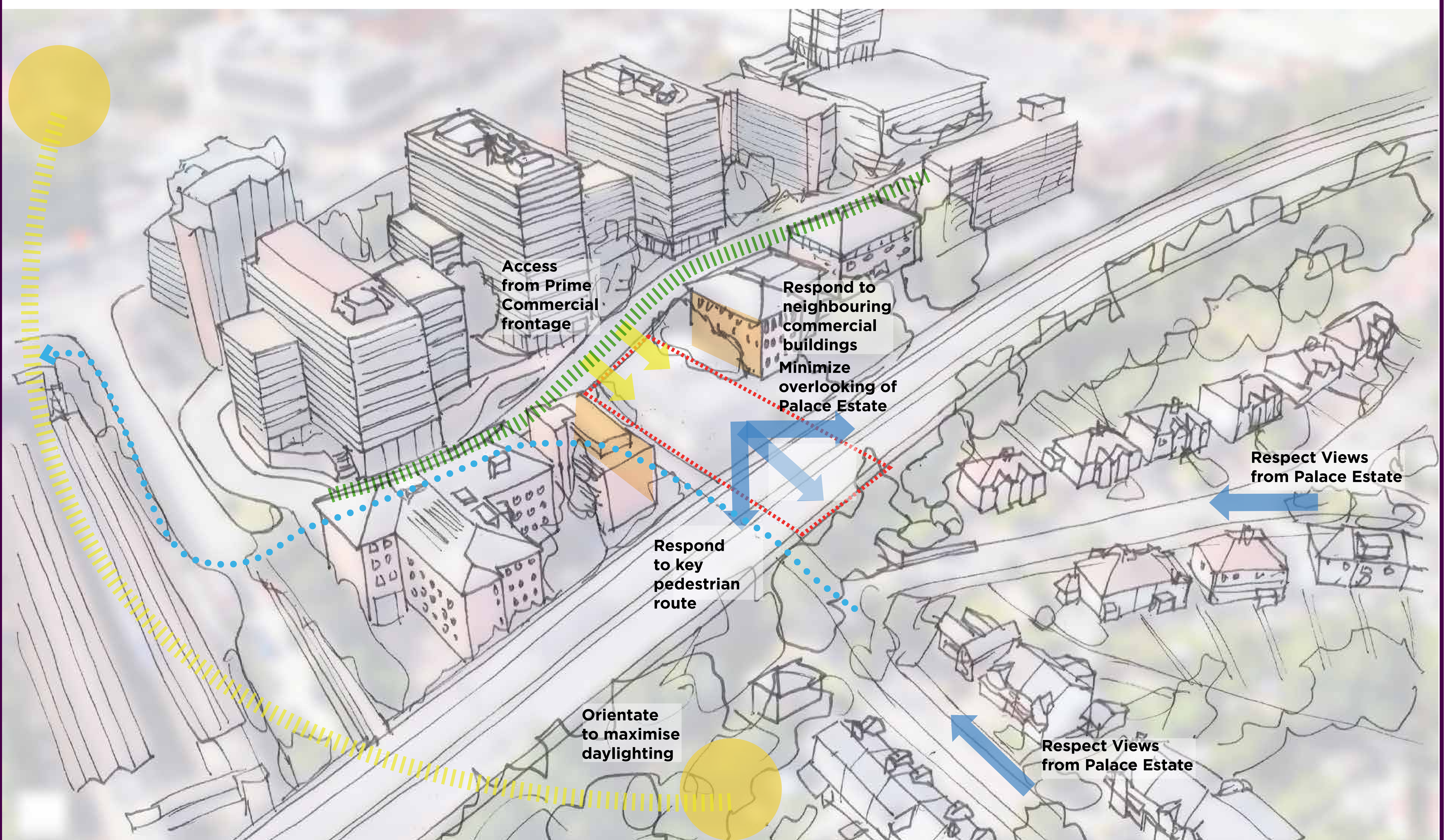
Kitewood have been undertaking pre-application discussions with the Council to bring forward a scheme for the site that is both commercially viable, can mitigate the concerns of the previous proposals and enable this problem site to be redeveloped as soon as possible.

THE VISION

The vision for the site is to create a high quality mixed-use scheme that is sympathetic and complementary to the town centre and the residential community across the Palace Estate and improves the pedestrian environment around the site.

Very careful consideration has been afforded to :

- Views from the street level and individual houses within the Palace Estate
- Minimise perceived overlooking to and from the site
- Activate the ground floor frontage
- Provide quality new residential accommodation
- Secure public realm improvements to Palace View which will benefit local residents, commuters and businesses through a safer and more attractive environment



1) VISUAL BARRIERS.



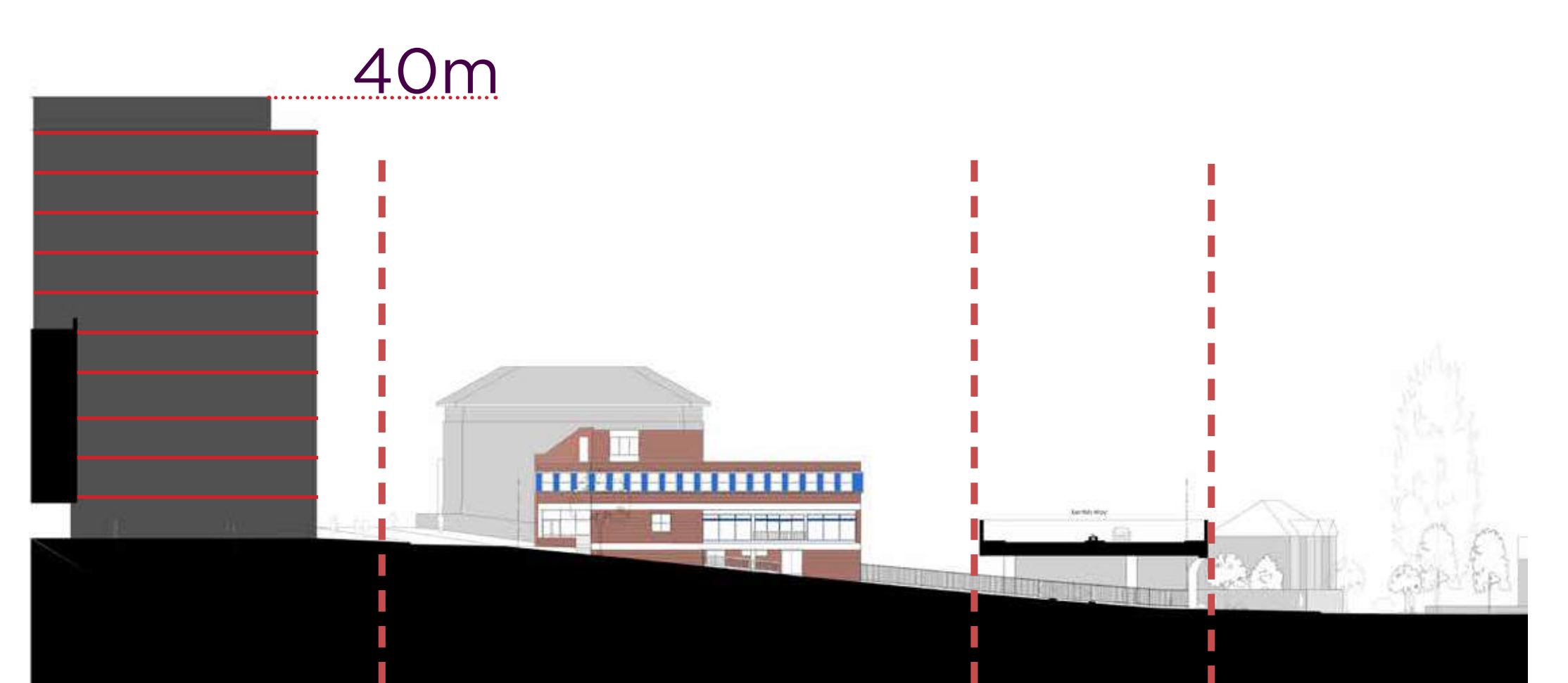
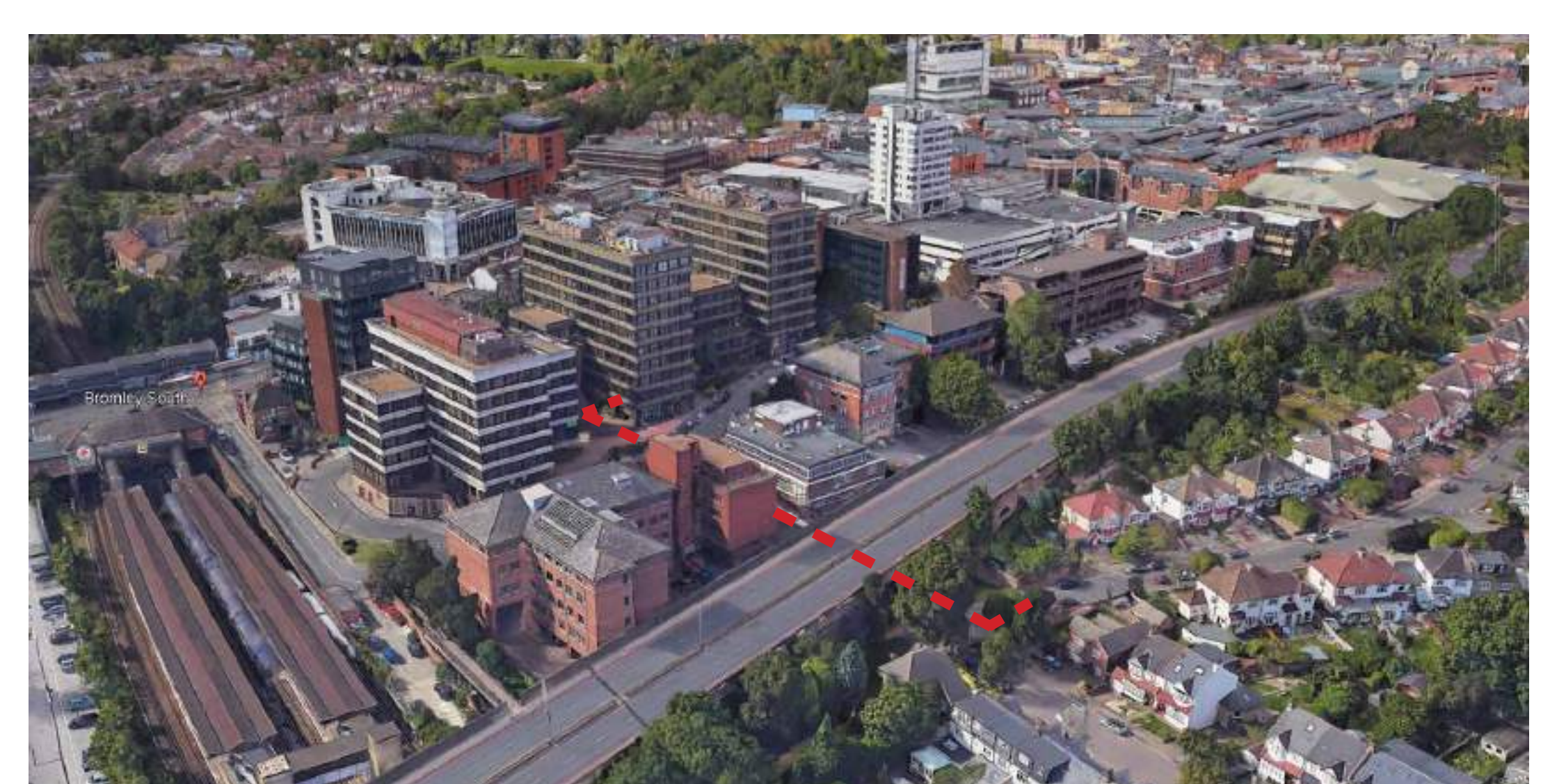
2) NEGLECTED PUBLIC SPACE.



3) POOR LANDSCAPE AND LIGHTING.



SITE ANALYSIS



SECTION THROUGH SITE

THE PROPOSALS

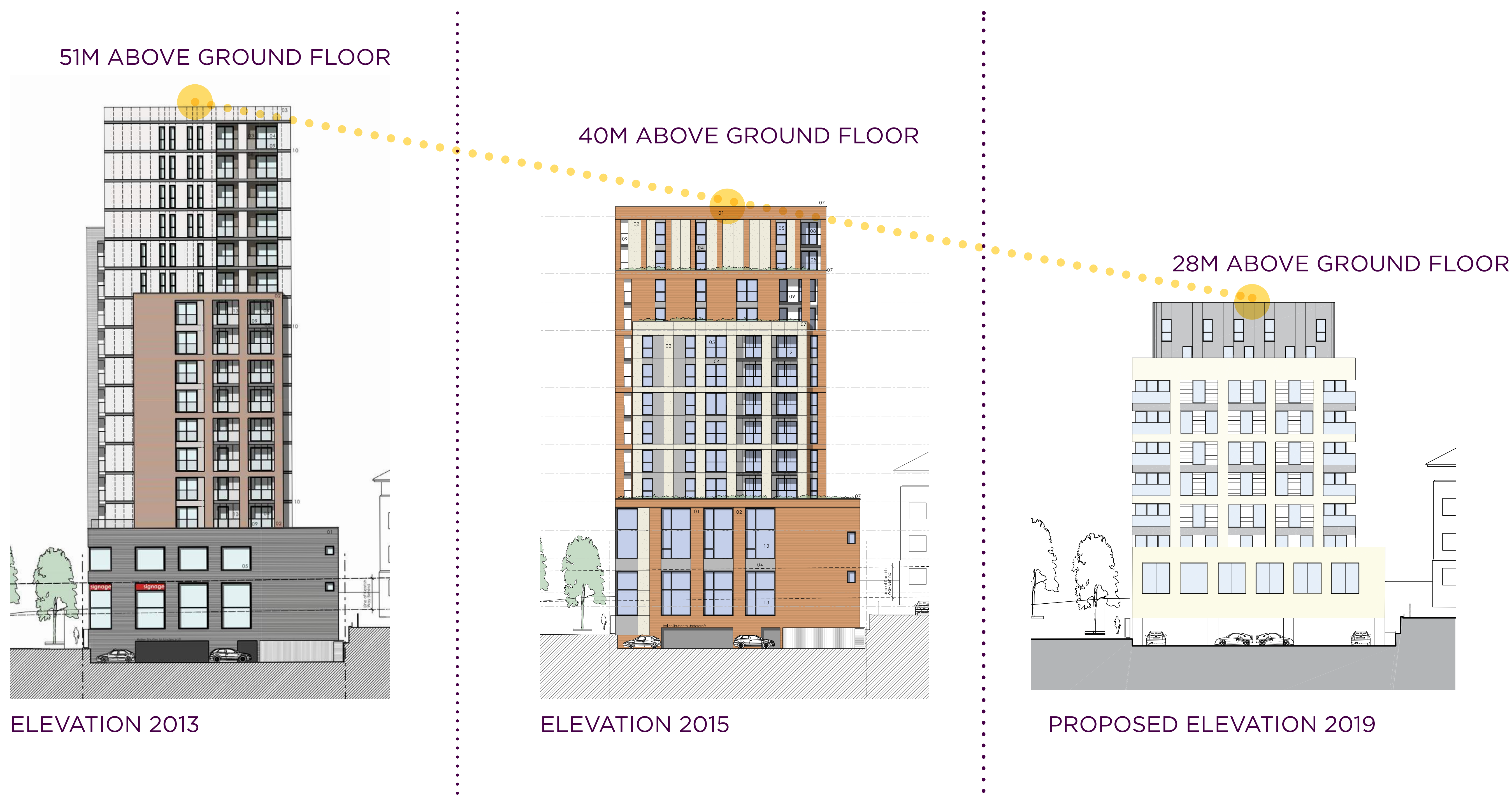
PROPOSAL: VIEW FROM PALACE VIEW



- The proposed building is ground plus 8 storeys
- The curvature of the building form substantially softens the massing of the building and is considered to greatly improve the relationship of this site in the longer views from the Palace Estate
- The set-backs in all elevations on the 7th and 8th floor elevations are more effective in breaking up the scheme's massing and limits the amount of windows and balconies on the southern elevation facing existing properties

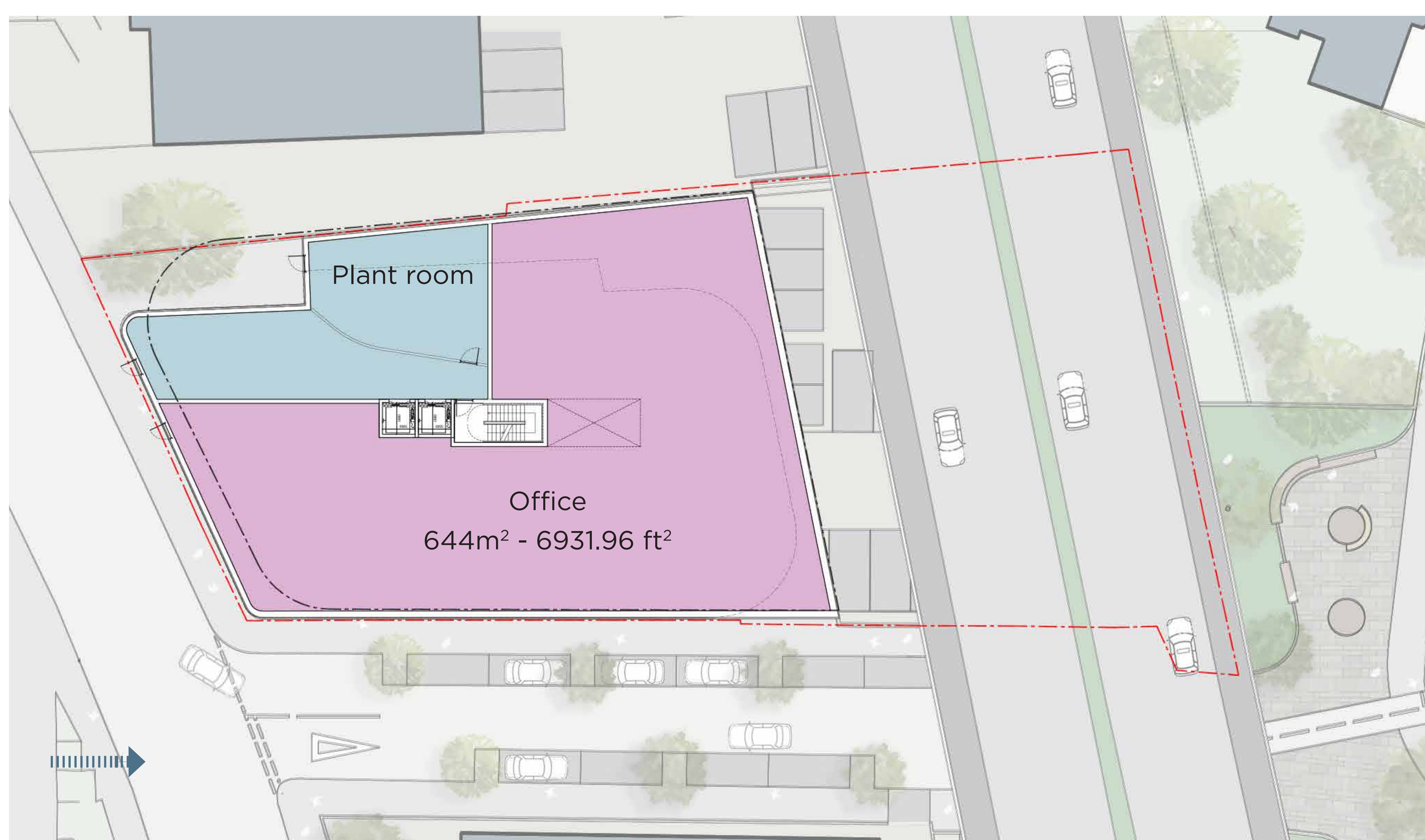


ELEVATION COMPARISON

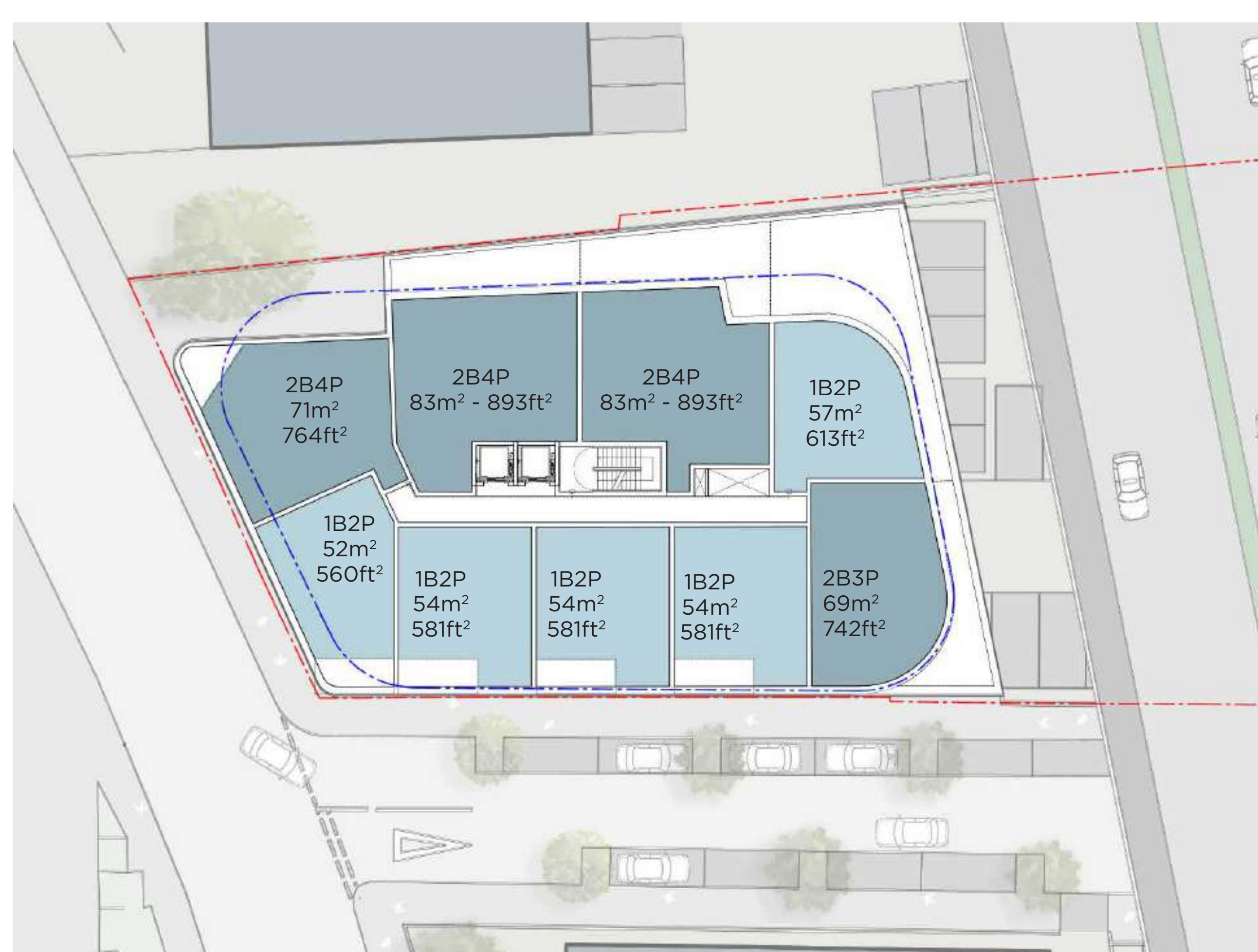


THE PROPOSALS

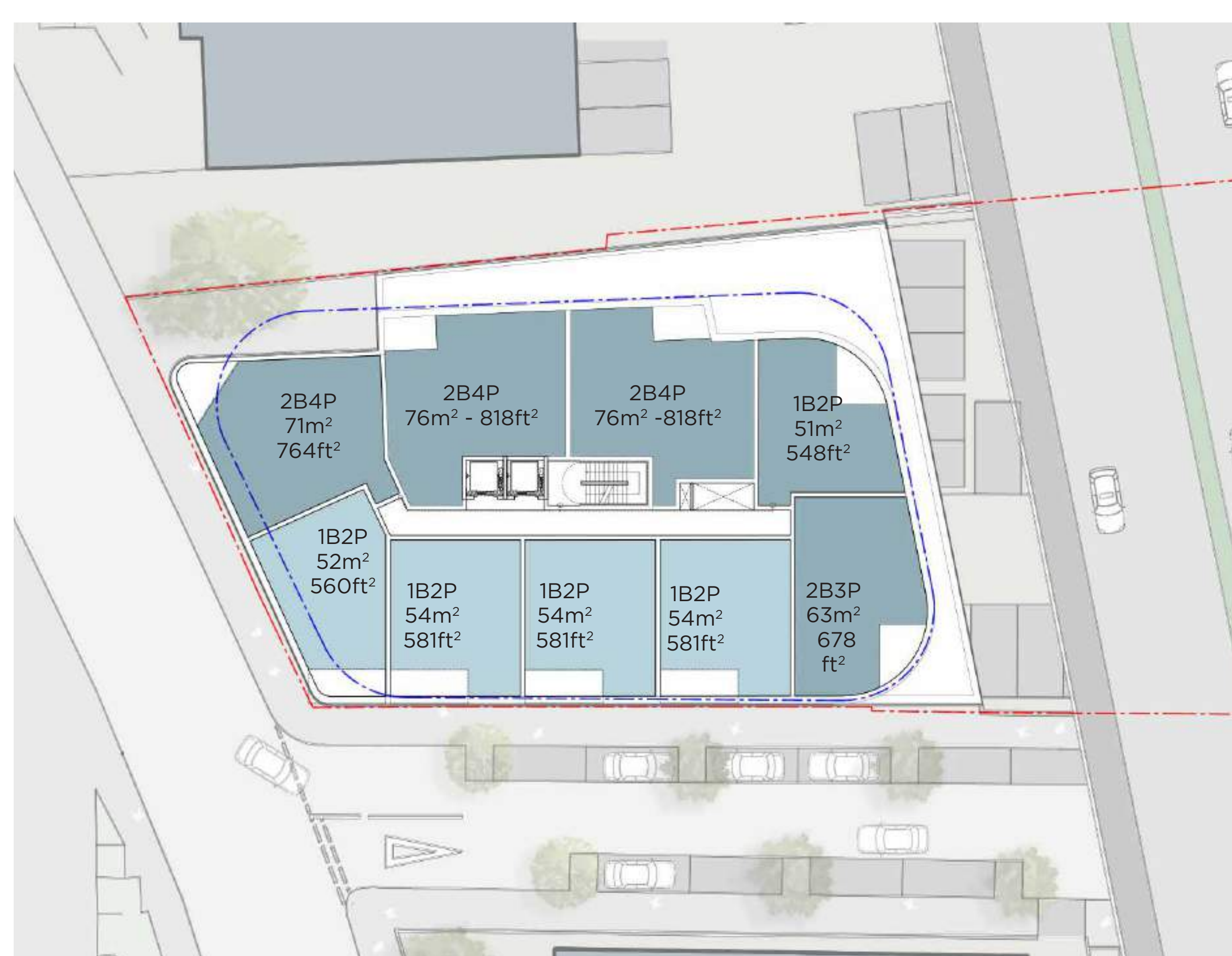
GROUND FLOOR PLAN



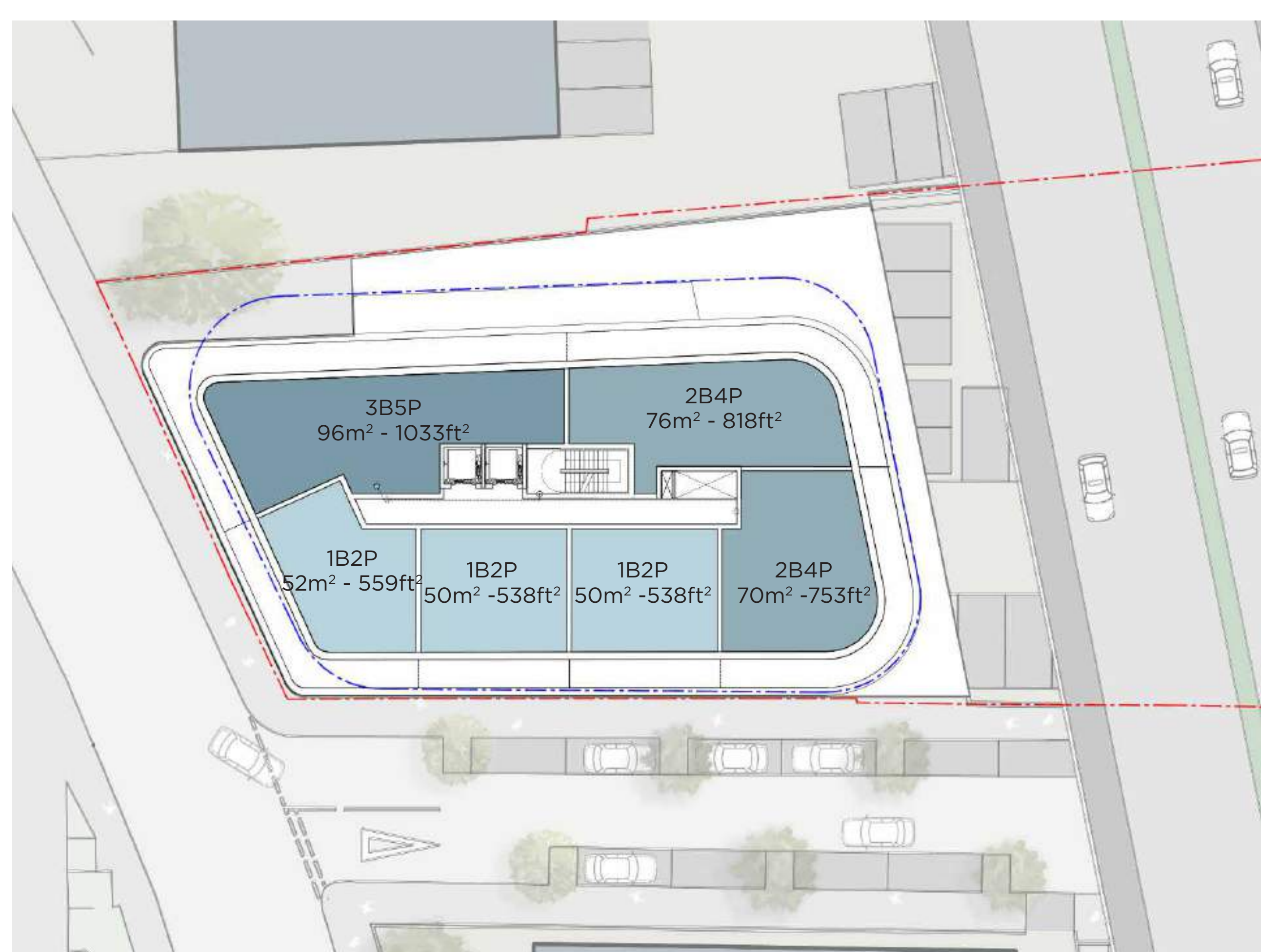
1ST FLOOR PLAN



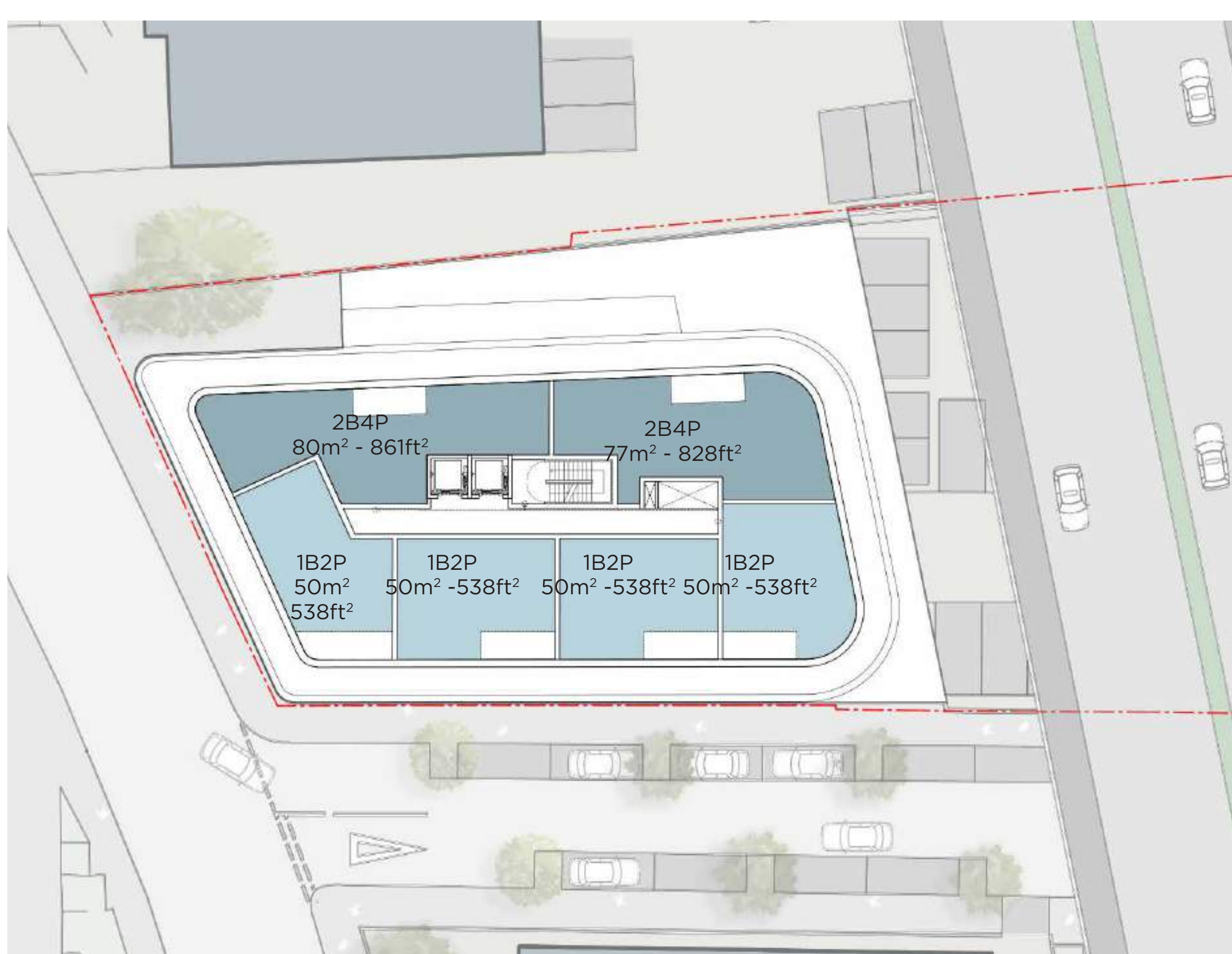
2ND-6TH FLOOR PLANS



7TH FLOOR PLAN



8TH FLOOR PLAN



Kitewood are seeking to work with the Council to make several improvements to the public realm along Palace View.

There would be substantial changes to the pavements and underpass so that the public realm would be significantly improved as part of the forthcoming scheme.



THE DEVELOPMENT WILL ...

Respond positively to the previous concerns including the further reduction in the proposed building height and architectural treatment to the outlook of the upper floors.

- Deliver much needed housing to the area comprising 66 residential apartments (37 x 1 bedroom flats, 28 x 2 bedroom flats and 1 x 3 bedroom flat)
- Include affordable housing
- Provide 644sqm of high-quality replacement office space across ground floor level
- Contribute towards much-needed Public Realm Improvements along Palace View
- Provide car and cycle parking for residents and workers

THANK YOU

Thank you very much for attending this exhibition. We hope that you will leave your comments with us on a feedback form. We will consider every comment made before finalising the planning application.

VIEW FROM RAFFORD WAY



Email: consultation@rolfe-judd.co.uk