

# Former Ford headquarters, Warley, Brentwood

RAPLEYS

Client: LAND CHARTER HOMES



## THE PROJECT

Rapleys Town Planning team were appointed by Land Charter Homes to help devise and implement a planning strategy for the iconic former Ford headquarters site at Warley, Brentwood. The focus of the strategy was to maximise the development potential of the residential conversion and the wider site, within sustainable parameters. The strategy successfully addressed issues of heritage, wider masterplanning requirements, vacant building credit and sequencing of work to allow an immediate start on site, and the continuation of work during the planning process.

Rapleys were tasked with navigating the aging and emerging local policy context, minor vs. major development issues, the building's non-designated heritage asset status, vacant building credit considerations, collaboration with adjoining owners, and close liaison with key consultees including the Council's Design and Conservation Officer; all against a backdrop of needing to ensure that work on site could continue unrestricted to meet an ambitious delivery programme.

## OUR SOLUTION

Rapleys led a multidisciplinary project team (which included the original architect of the building, tp bennett) to secure planning permission for:

- A two-storey 'statement' **rooftop extension** to the headquarters building to create **7 penthouse apartments**;
- A new **landscaped frontage** and **entrance** to the building;
- The **remodeling** of the building's **southern roofscape** to **extend 10** apartments already benefiting from permitted development under Class O; and
- The creation of **13 modern townhouses** and the **demolition** of an existing **canteen building** to provide new landscaped communal gardens for the 330 apartments within the headquarters building.

## Sector

Residential

## Services

Town Planning

## Lead Partner

Richard Sykes-Popham

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The four permissions have enabled the creation of a **landmark residential development** which will offer a host of lifestyle features and amenities.

Rapleys Town Planning team are **big enough to deal, small enough to care**, with a commercial focus.