

# Welcome - What's on today

## Summary of Engagement

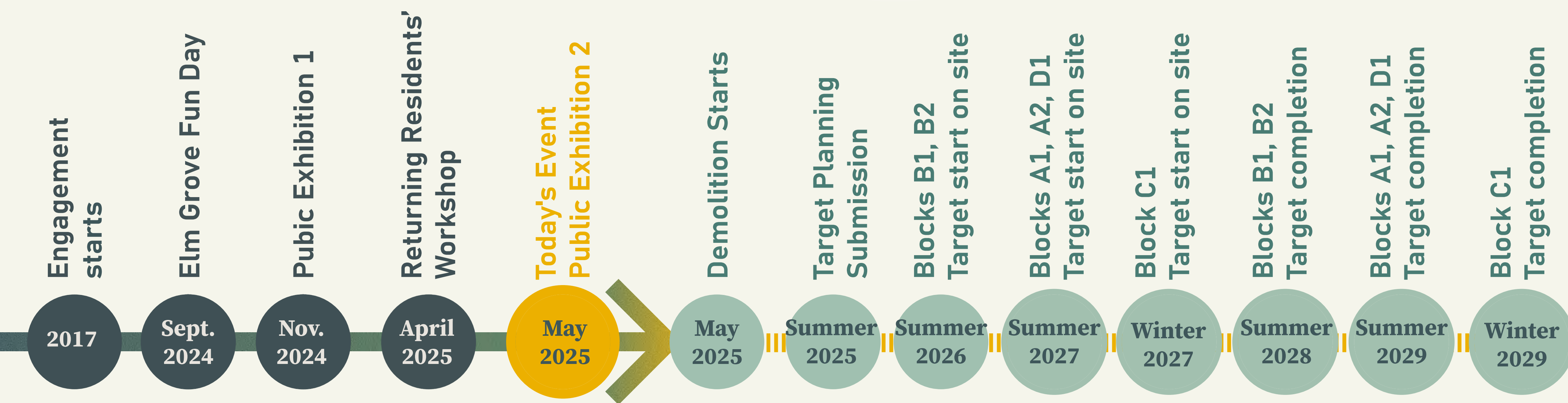
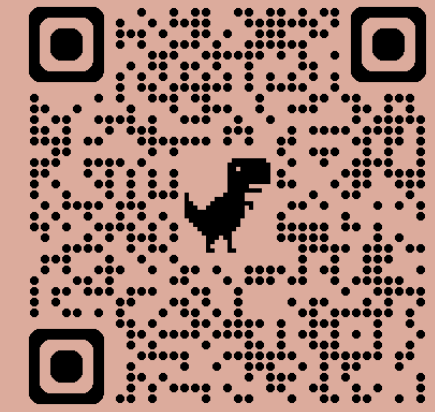
Since becoming the Council's Development Partner last year (2024), Lovell has been working closely with the Council, current and returning residents of Elm Grove and the wider local community to further develop the proposals for the site's regeneration.

## Our Progress so Far

Ongoing conversations, workshops, and feedback have been key to shaping the design and priorities of the redevelopment. Community insights have helped ensure the proposals reflect local needs and aspirations.

Please leave feedback through forms and the website:

[elmgrovesm1.co.uk](http://elmgrovesm1.co.uk)



## Proposed Scheme - Looking at the central square - Illustrative view





# Proposed Masterplan

This board shows the changes made and your feedback that has been addressed since November 2024, highlighted in yellow.

85 new proposed trees

Increased ground floor activation to enhance safety and security. Entrance lobbies on corners for Blocks A2 and B2 improve visibility

**Market House**  
Designs accommodate the future needs of the Sound Lounge, which is retained, with additional storage space and second means of escape provided within the new building

Diverse range of play spaces that are safe.

## Key

- Private Sale Homes
- Affordable Homes
- ▲ Building Entrances

## Inclusive Design

Wheelchair homes and mix have been updated and the homes are located in buildings with two lifts

Building A1 footprint has increased to enlarge the maisonettes and flats above

More greening and planting facing Throwley Way

Building B1 footprint has increased to enlarge the maisonettes and flats above

Enclosed courtyard gardens offering a peaceful retreat from the bustle of the High Street.

3424m<sup>2</sup>  
36856f<sup>2</sup>  
Ground level amenity space

277  
New Homes

100%  
Dual/Triple aspect homes

LOVELL



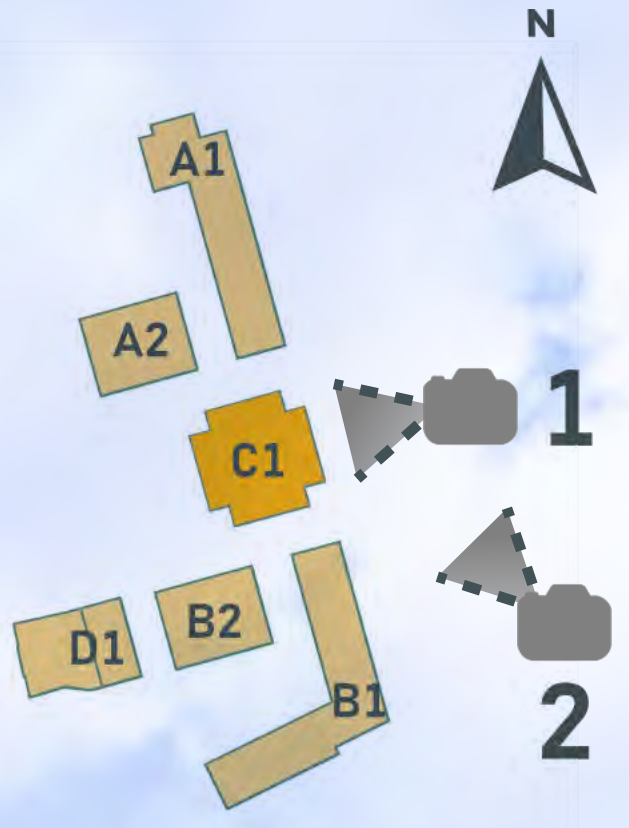
# Friendly Neighbourhood Streets



1 Entrance to Marker Building from Throwley Way



2 Mid-rise buildings with front doors lining the street



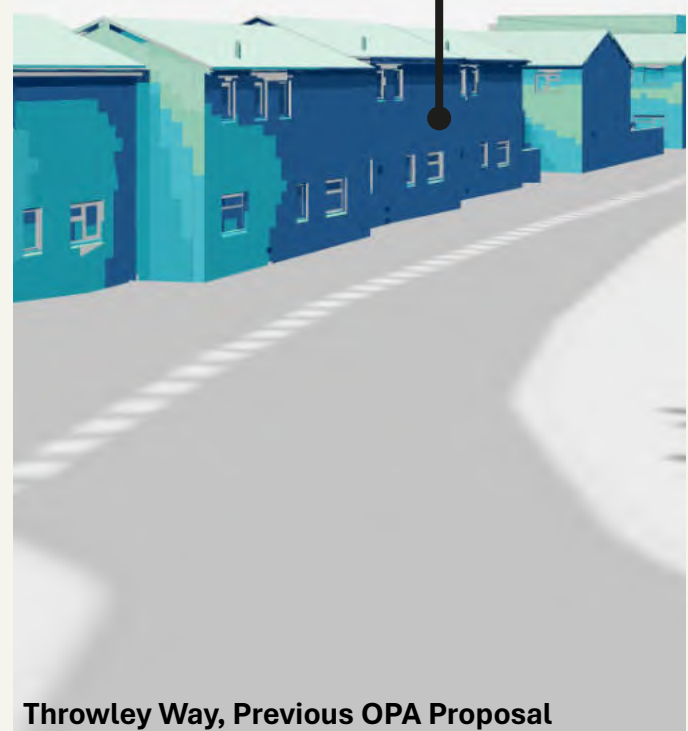


# Sustainability, Energy and Daylight / Sunlight

Daylight, Sunlight and overshadowing Impact on Surroundings

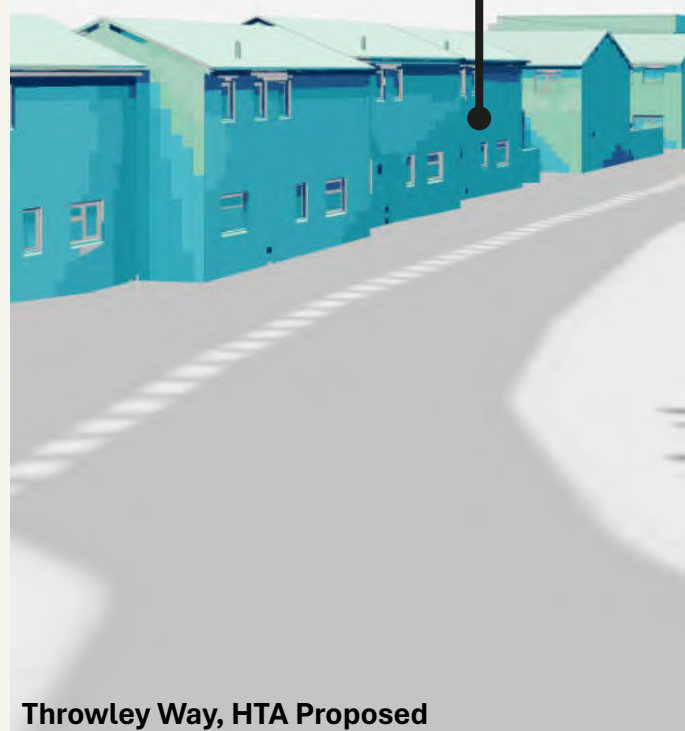
An improvement to daylight access is observed to homes on Throwley Way and Marshall Court in comparison to the previous outline proposal.

VSC (Vertical Sky Component) 12%



Throwley Way, Previous OPA Proposal

VSC (Vertical Sky Component) 18%



Throwley Way, HTA Proposed

37% VSC

Meets BRE criteria for suburban areas

27%

20-27% deemed acceptable for urban areas

15%

Further testing of internal layouts required to determine the daylight distribution in rooms

5% VSC

VSC (Vertical Sky Component) 8%



Marshall Court, Previous OPA Proposal

VSC (Vertical Sky Component) 13%



Marshall Court, HTA Proposed



Wind and Micro climate Impact of Mitigation through Tree Planting

Comfortable levels

100%

of the masterplan amenity areas suitable for intended uses

With landscaping mitigation measures as currently proposed



Uncomfortable  
> 8.0 m/s

Walking  
< 8.0 m/s

Strolling  
< 6.0 m/s

Standing  
< 4.0 m/s

Sitting  
< 2.5 m/s

Wind speeds on site - with mitigation measures

Reducing CO2 Emissions by using Exhaust-Air Heat Pumps (EAHP) rather than Communal ASHP

EAHP vs. Communal ASHP CO2 emissions savings for flats

Average savings over Part L 2021 'Notional' Baseline

75% EAHP

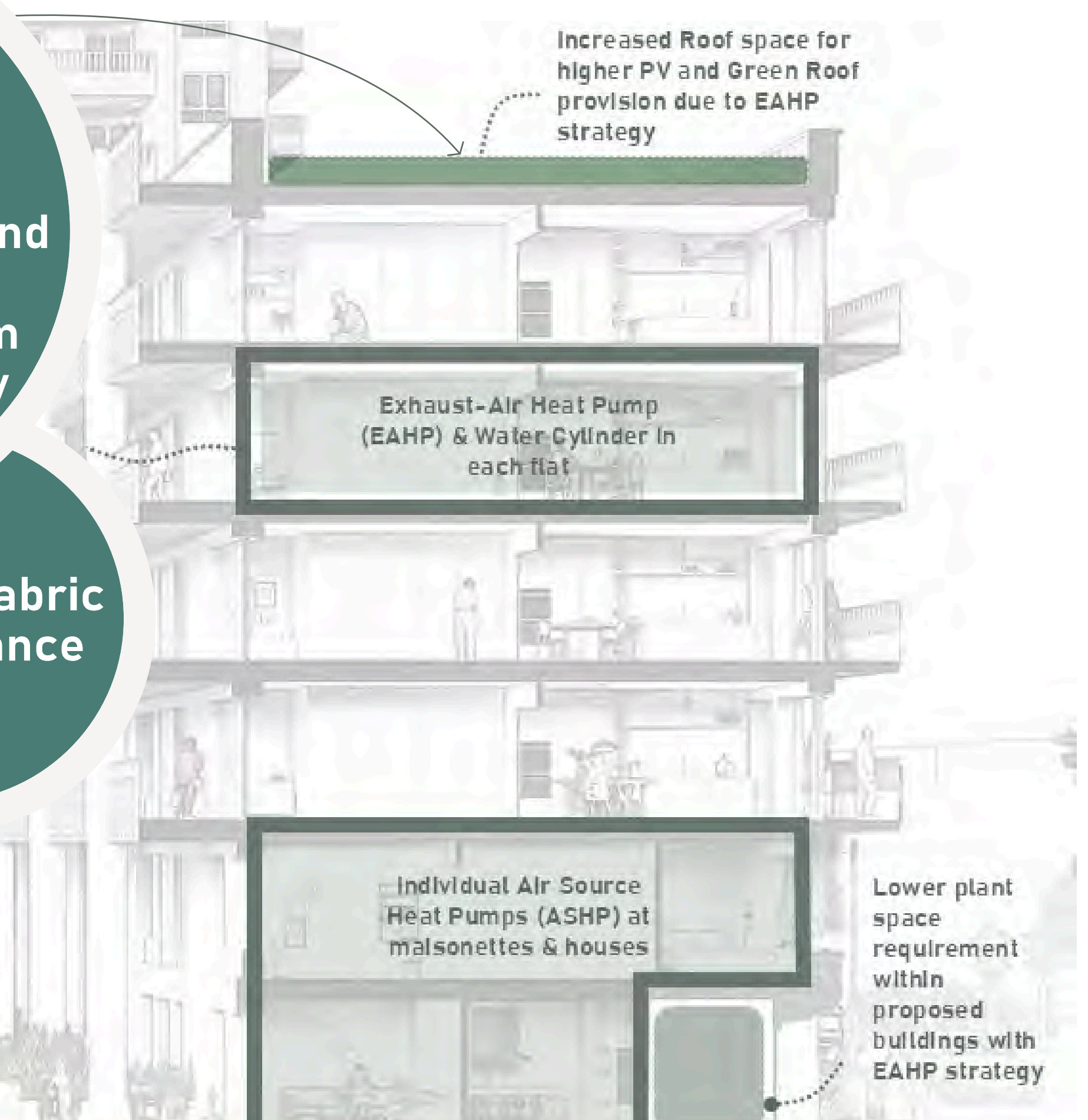
68% Communal ASHP

Space-saving energy systems free up roofs and ground level for biodiverse planting and lively, welcoming entrances along Elm Grove and Throwley Way.

Efficient fabric performance

Which sustainable features matter most to you — lower bills, daylight, green roofs, or something else?

How can sustainability be more visible and felt in daily life — from water-saving to green spaces?





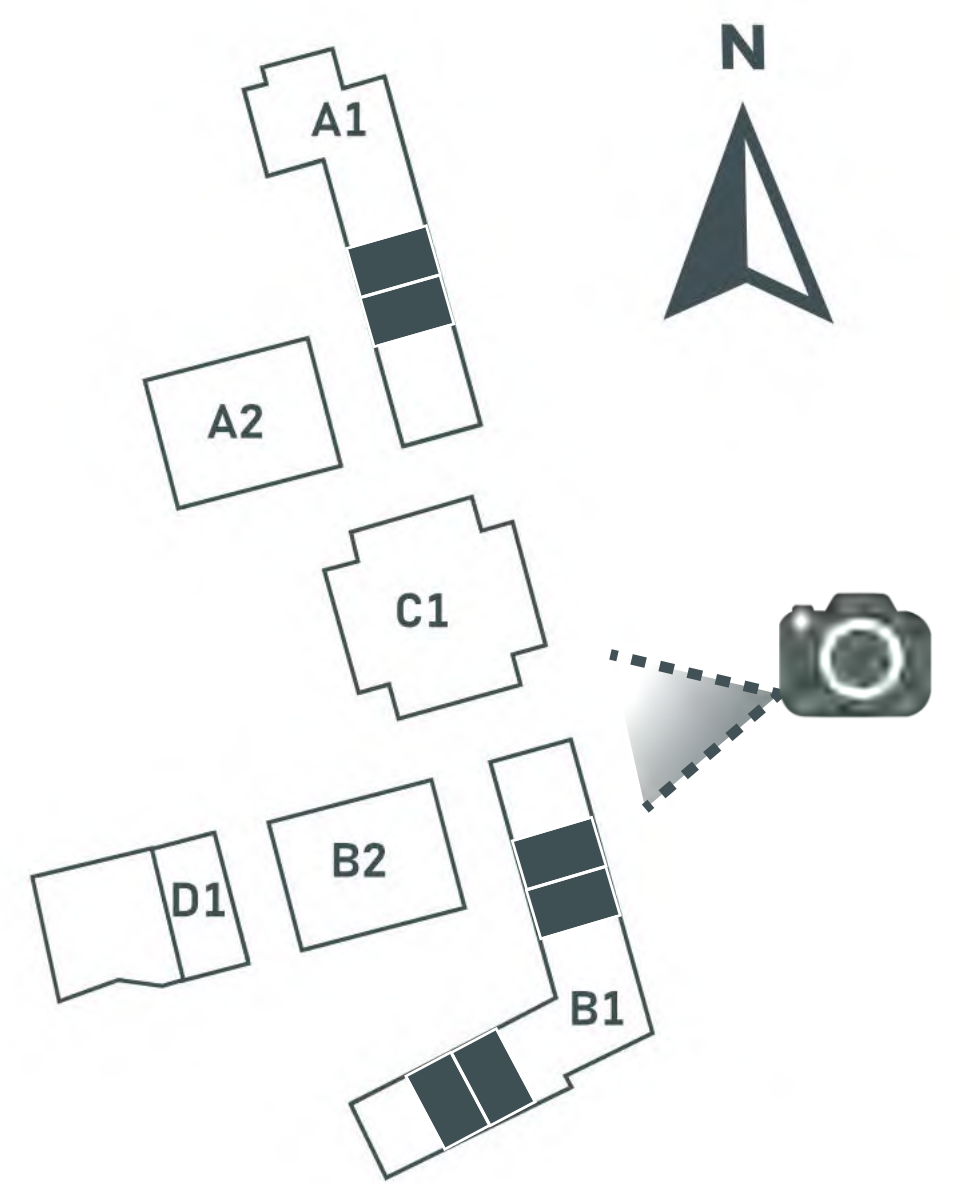
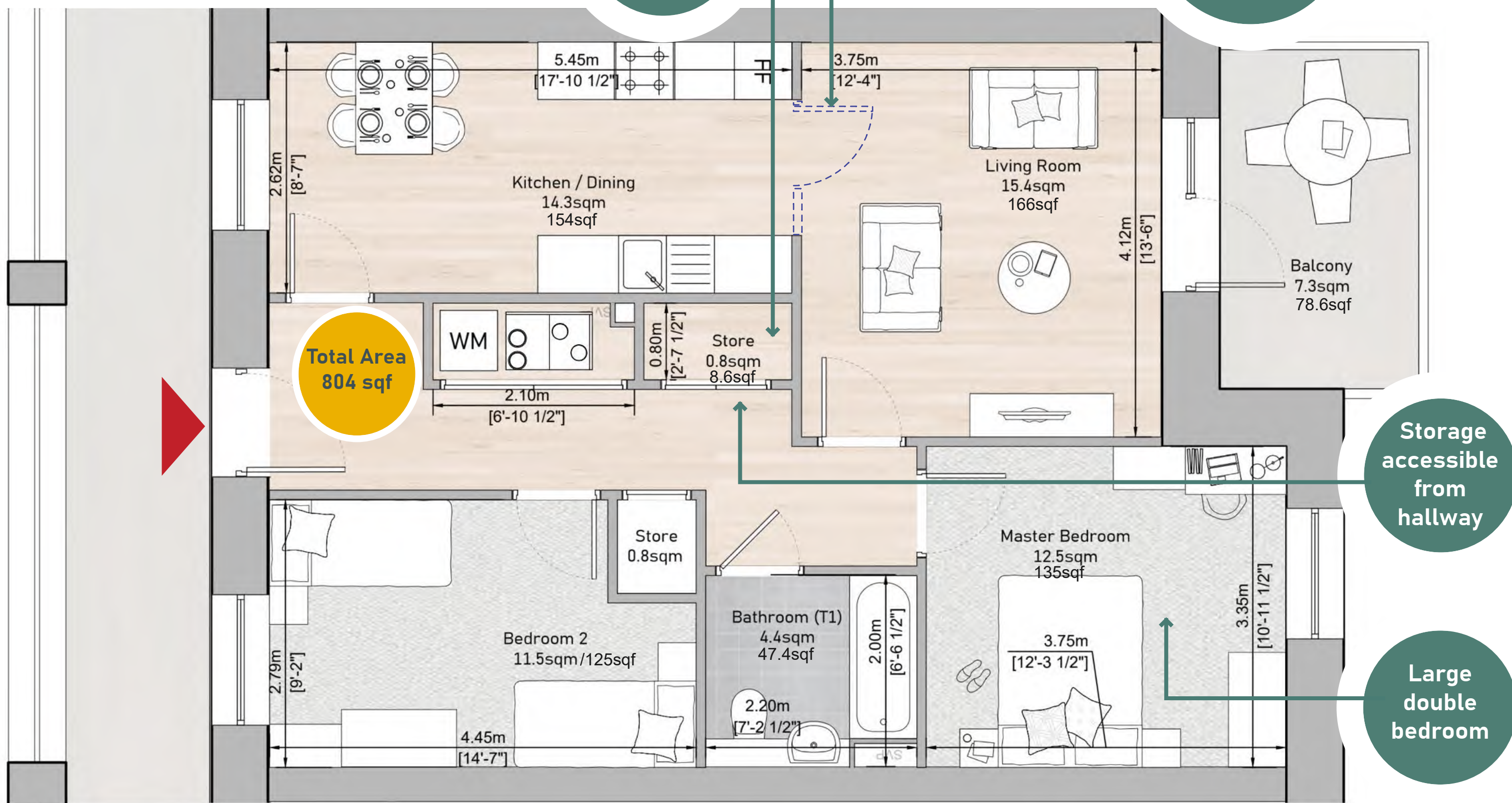
# Residential Design

All homes are dual aspect, offering views towards both Throwley Way and the residential courtyards, enhancing natural light and outlook.

A key feature of the new dwelling types is their increased size and adaptability, allowing for flexibility to suit future needs and support multi-generational living.

Ample storage space

Flexible open or separate living areas



2 bedroom 4 person flat

Mid-rise buildings next to Marker Building

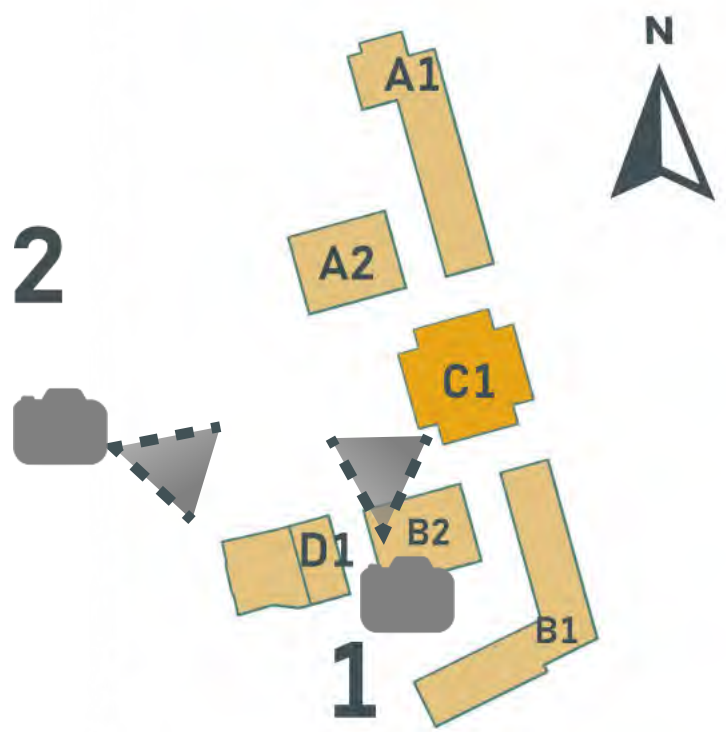




# A Day in the Life

## Outdoor Space

Enjoying the view over the central square, east to west routes, C1 and A2 blocks from the balcony, showing a quieter world away from the High Street in a new lovely public realm



## Improved Public Realm

Tree-lined pedestrian link from pedestrian route linking Throwley Way to the High Street via Elm Grove, with a central square where children play and residents gather, creating a safer, more vibrant neighbourhood.





# Landscaped Streets and Play areas

## TREE PLANTING

Any favourites?  
Use the sticky dots to mark the ones you like



Blue-Green Infrastructure Strategy  
Combined SuDS and Urban Tree soil to manage storm water

Ecology Strategy  
15.6% Biodiversity Net Gain (10% minimum)

0.46 UGF score  
(London Target 0.4)



## 'PLAY ON THE WAY'



A space-efficient, fun challenge that promotes balance, agility, and coordination for all ages.



Facilitates communication over distances, promoting social interaction without excess noise for all generations.



Promotes balance and agility for all ages while blending naturally into the garden's design.

## PLAY AREAS IN THE COURTYARD GARDENS



Offers physical challenges that improve coordination, strength, and balance, engaging all ages in outdoor play.



Encourage sensory exploration and creativity in a carefully located place.



Intellectually stimulating games that encourage collaboration and problem-solving for all ages.



# Architecture & Materials - Tell us your ideas

We want to hear from you!

Place a post-it note on our board in the section most relevant to your comment

Thank you for attending today's event. If you have any questions please contact:

elm-grove@devcomms.co.uk

0800 080 3261

Please leave feedback through forms and the website:

elmgrovesm1.co.uk



## What do you think about the design of the communal entrances?



- 1. The entrance is highlighted through the use of special brick in a contrasting colour
- 2. The first 2 storeys are have a 'banded' brickwork treatment to enrich the pedestrian experience.



- 3. The corner entrance allows views through
- 4. Perforated brickwork provides ventilation to refuse stores



- 5. The entrance is protected with a canopy
- 6. Attractive soft landscaping close to the entrance

## What types of trees would you like to have in the public realm?



An upright, elegant tree with vibrant autumn colour and excellent drought tolerance, perfect for creating a tall, dramatic focal point.



An evergreen beauty with large, fragrant white flowers, providing year-round structure, visual interest, and drought tolerance.



Known for its sculptural form, this tree offers stunning late-season flowers, followed by interesting winter bark and year-round biodiversity benefits.