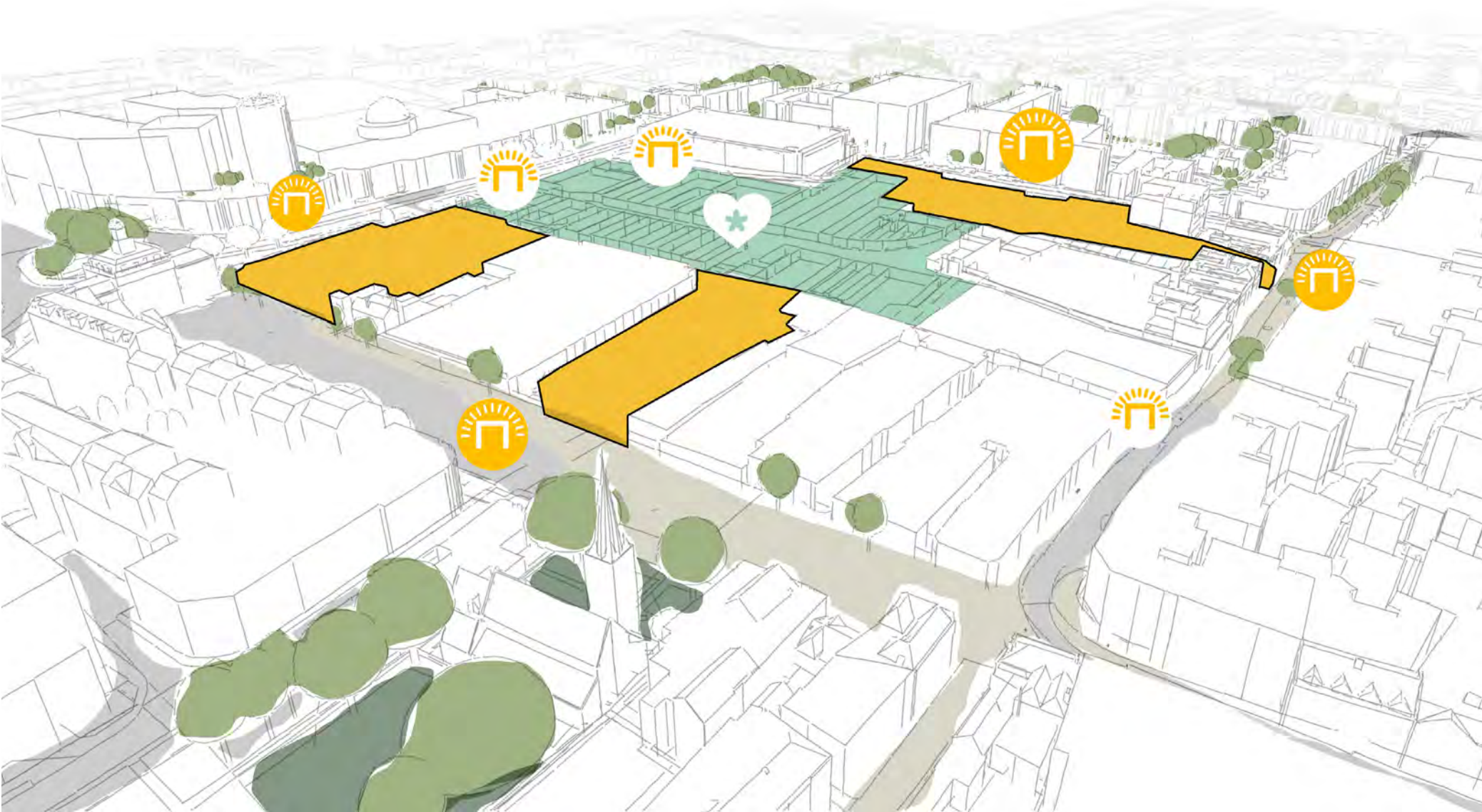
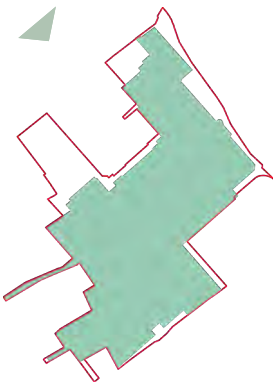


Key strategic moves

Integrating into Romford

Analysis of Havering’s Romford Masterplan SPD has been undertaken to realise the importance of the regeneration of the historic Market Place and the enhancement of important connections from North to South and East to West. As such key gateways have been identified as opportunity areas to integrate development to the Liberty Shopping Centre with Romford Town Centre.



- key**
- retained shopping centre core
 - emerging development within scope
 - emerging developments outside of scope

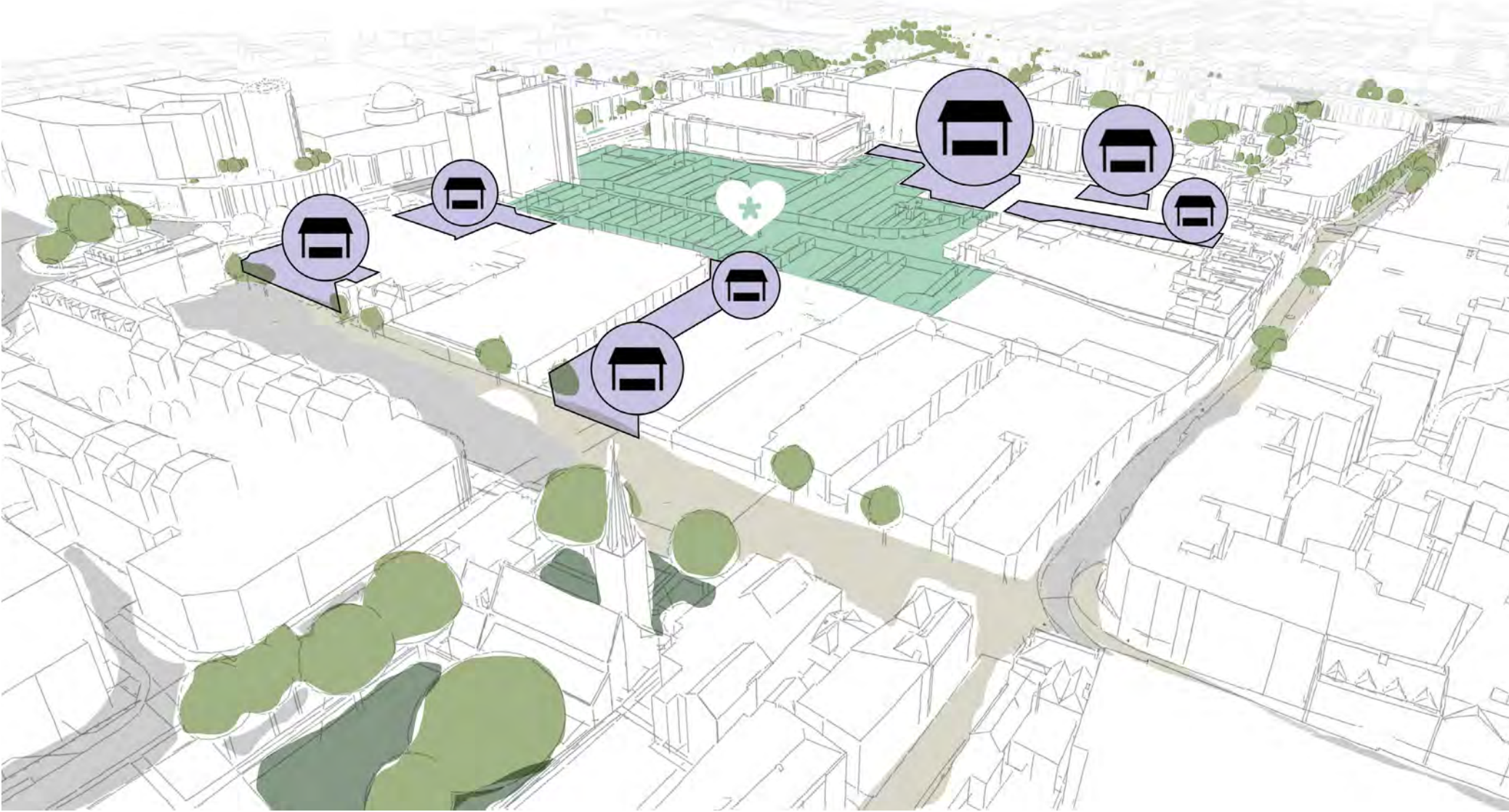
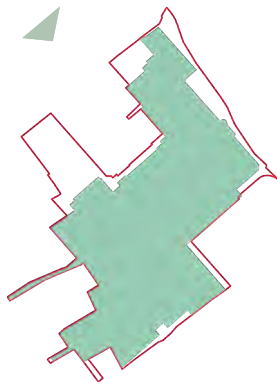
Figure 40 Masterplan overview - Key gateway locations

Key strategic moves

Curated retail opportunities

This scheme presents a curated mix of new retail opportunities, including flagship stores, food and beverage outlets, local traders, and amenities. In line with the vision of a modern shopping centre, these offerings will help create distinctive, neighbourhood-scale character.

Working with Havering Secure by Design requirements, new leaseholders will be carefully selected to align with the proposed opening hours and to support the overall masterplan vision as a cohesive, integrated development.



- key**
- retained shopping centre core
 - emerging retail offering

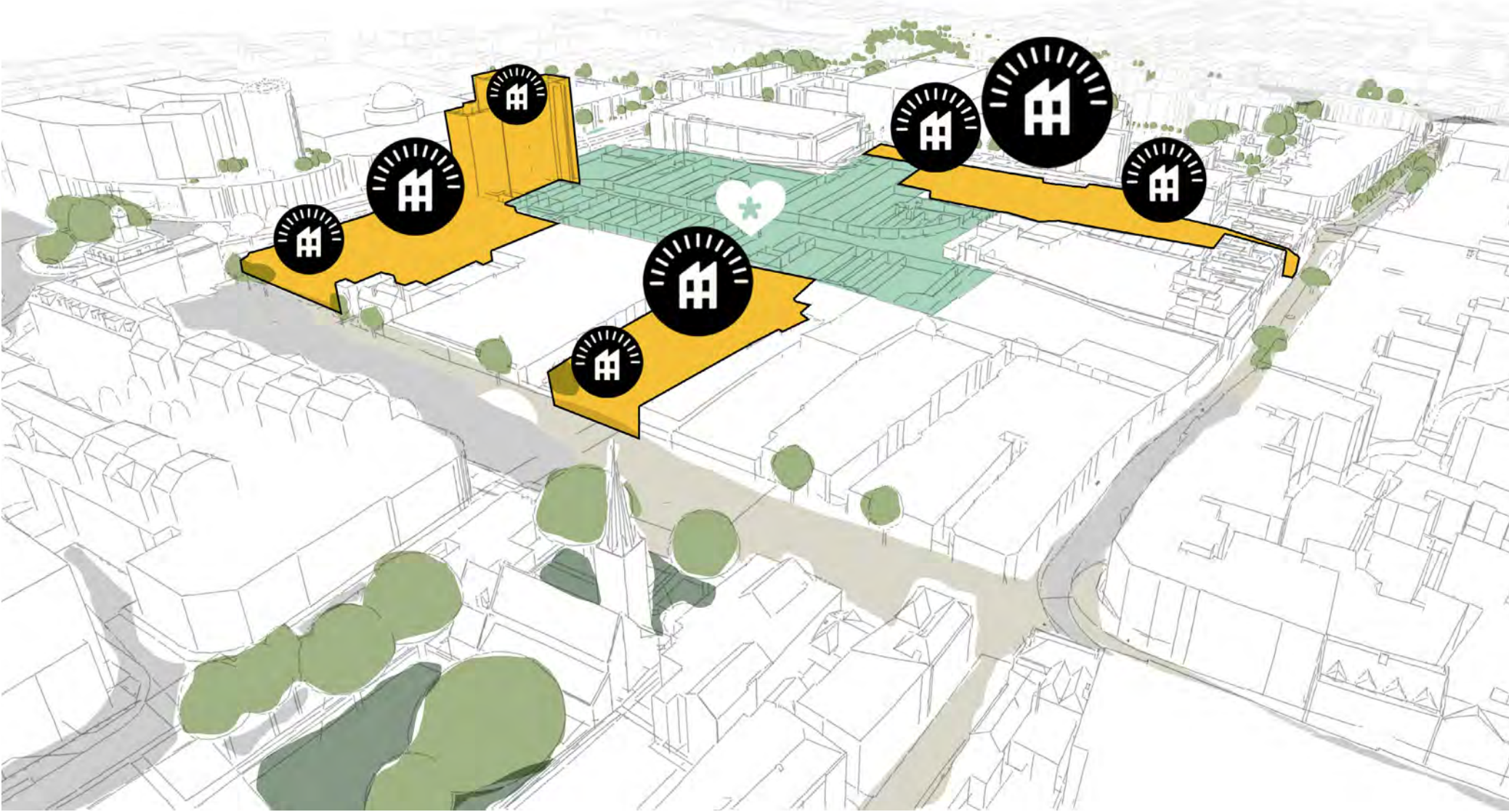
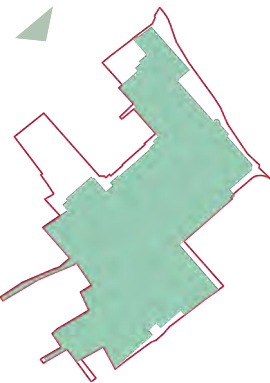
Figure 41 Masterplan overview - Key retail locations

Key strategic moves

High quality homes

Locations for new high quality homes have been identified due to proximity to Romford Station and the Elizabeth line providing connections to wider Havering and Central London as well as proximity to the Market Place and Romford high street where there are scope for opportunities for employment.

Neighbourhoods will be characterised to reflect their unique contexts, featuring mid-rise heritage toned facades to the Market Place and a new marker announcing Romford as a metropolitan hub for Havering towards Romford Station at the South of the site.



key

retained shopping centre core

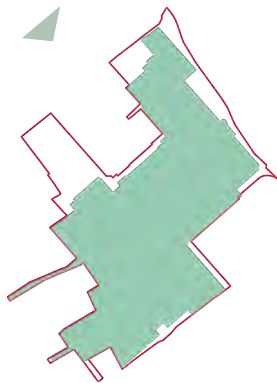
emerging residential offering

Figure 42 Masterplan overview - Key residential locations

Key strategic moves

Engaging spaces & improved permeability

The scheme enhances connections through the site by delivering engaging public realm, including both internal and external spaces for congregation and contemplation. These areas foster permeability across the development, supported by active frontages with streets and yards behind to sustain vibrancy and use.



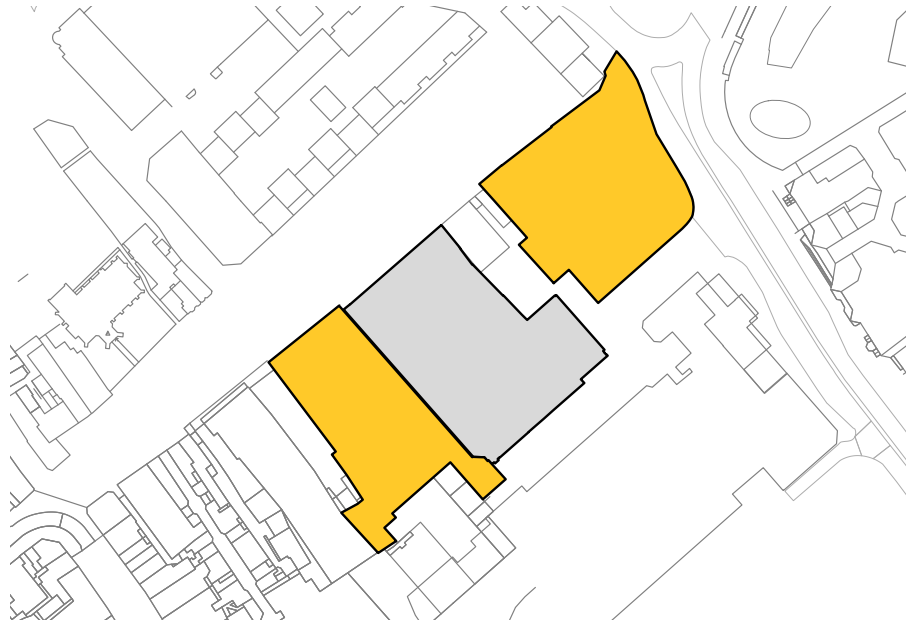
- key**
- retained shopping centre core
 - new gateway
 - managed public access

Figure 43 Masterplan overview - New spaces and improved routes

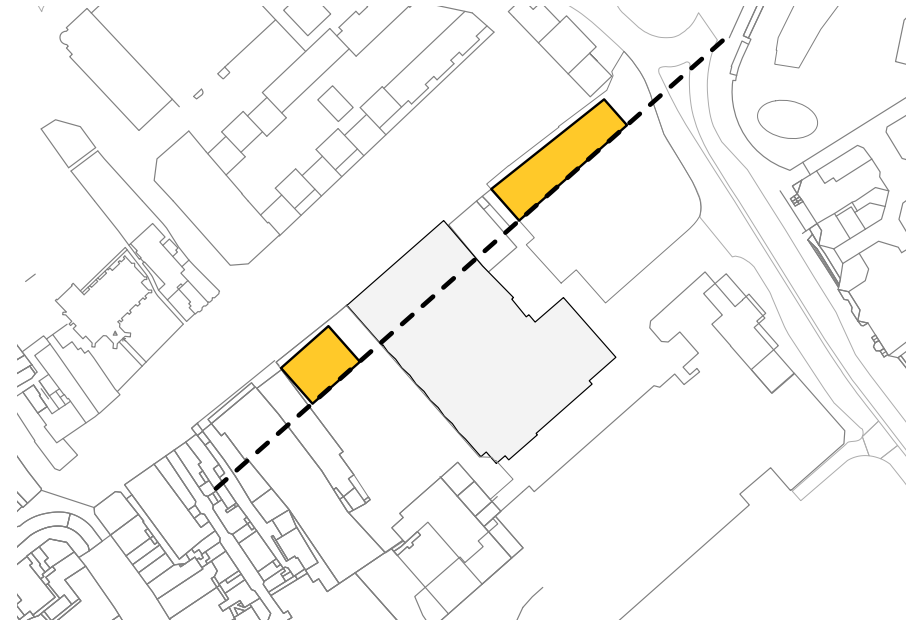
Key strategic moves

Establishing parameters

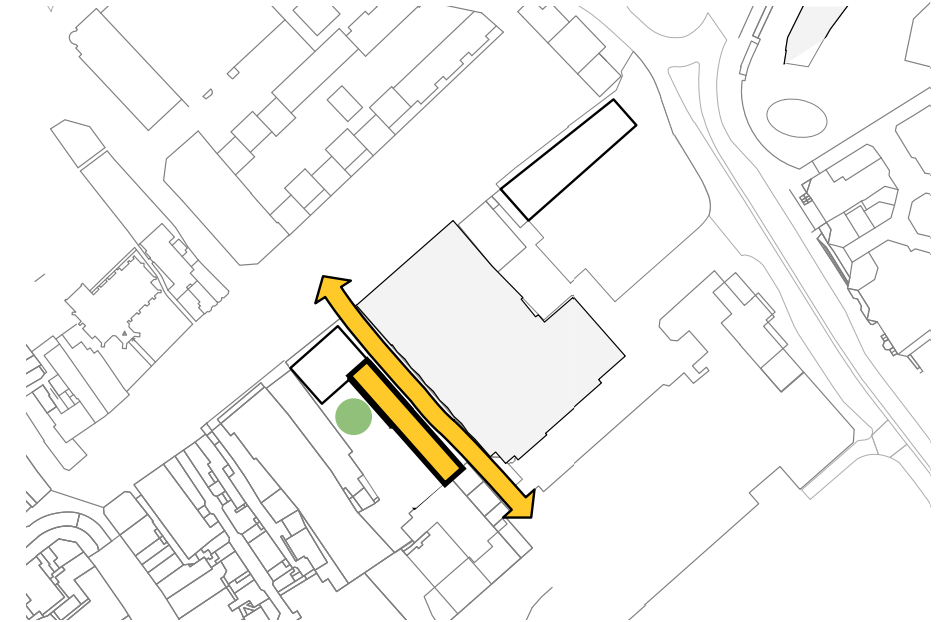
existing debenhams



Two sites - sat either side of existing Debenhams store.

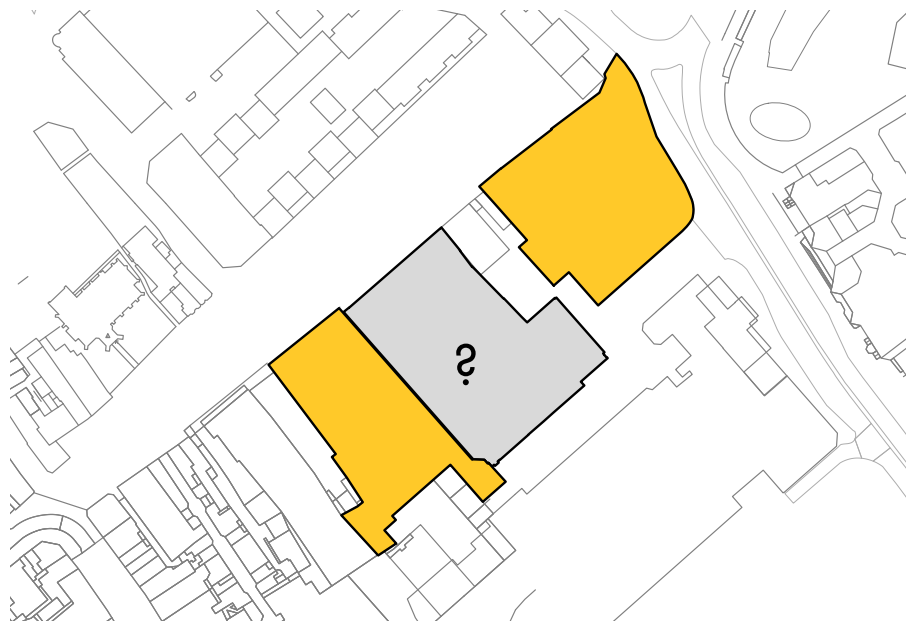


Addressing the market - building mass to extend length of Market Place to suitable enclose.

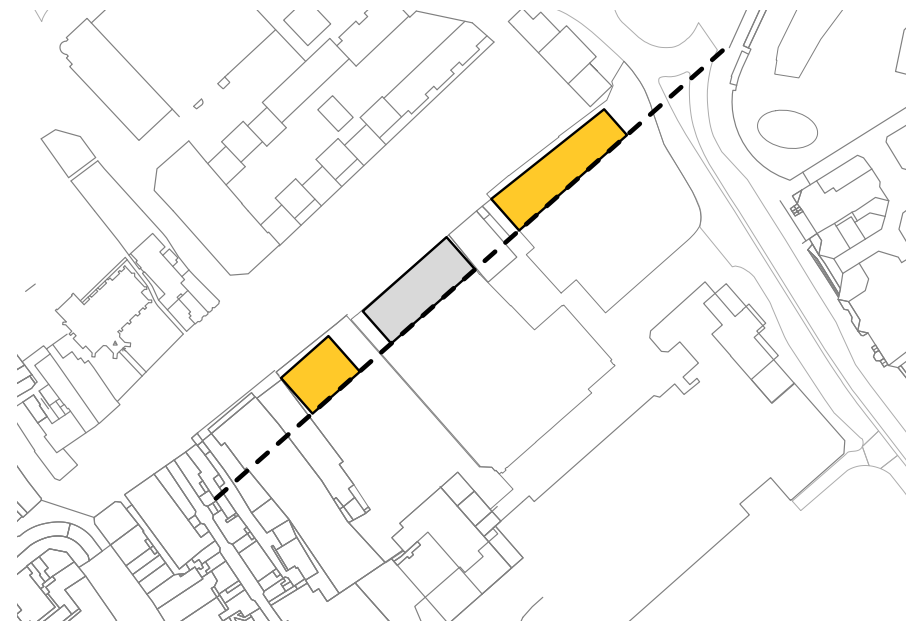


Addressing the street - building mass wraps corner to front Swan Walk

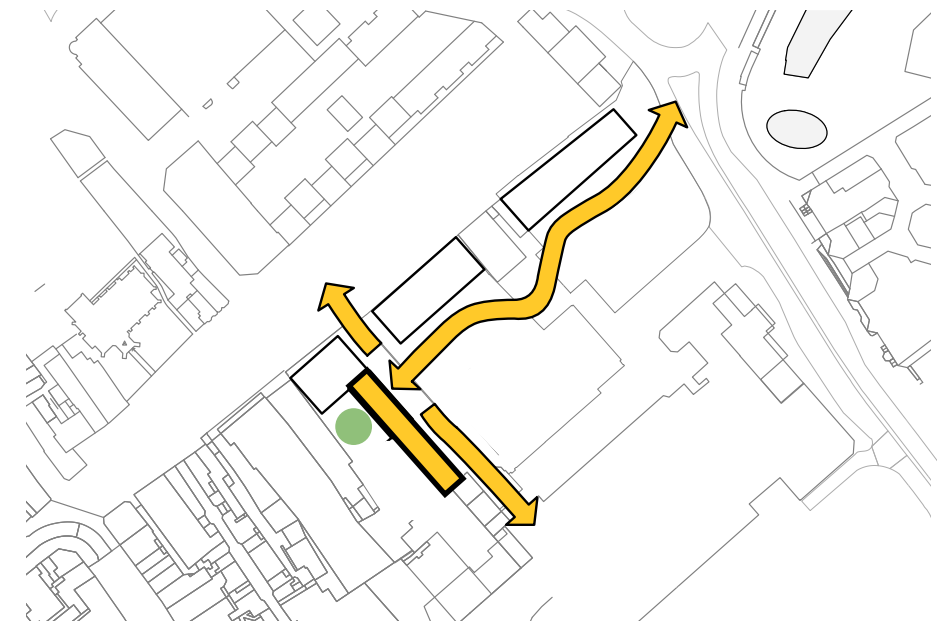
emerging debenhams



'One' site - the redevelopment of the Debenhams site marks a huge opportunity for a cohesive Market Place masterplan.



Addressing the market - Debenhams proposal follows the same principles



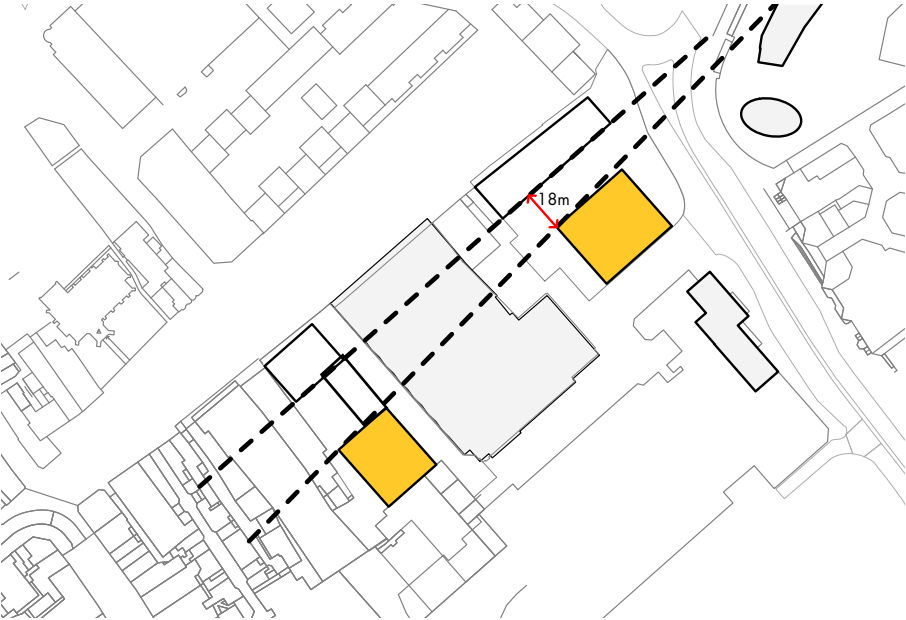
Addressing the street - building mass creates a 'book end'

shedkm

Key strategic moves

Establishing parameters

existing debenhams



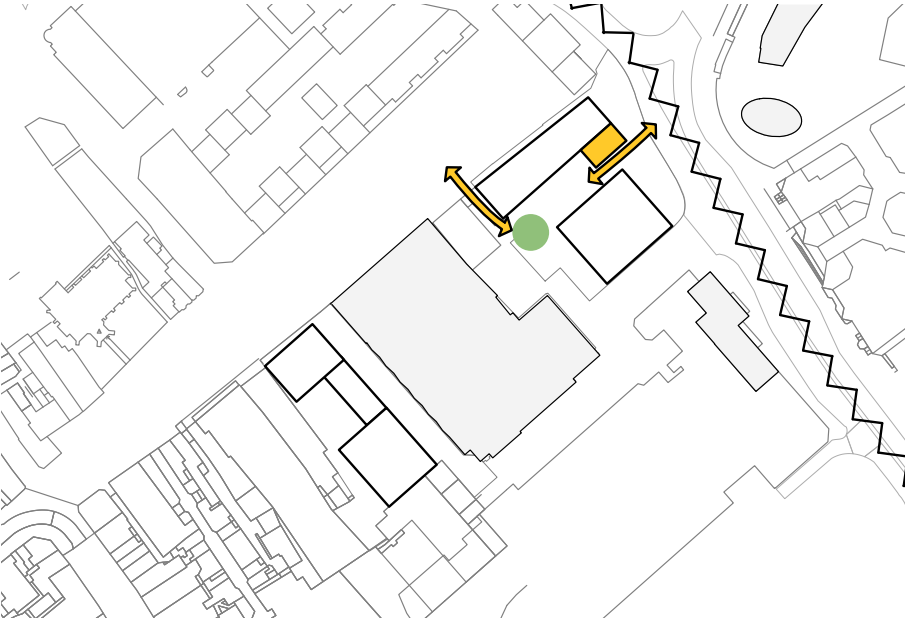
Addressing the townscape - building massings set back from Market Place. Established townscape datums set by Exon Apartments + Mercury House extended Westward to plots 02 + 03.

emerging debenhams

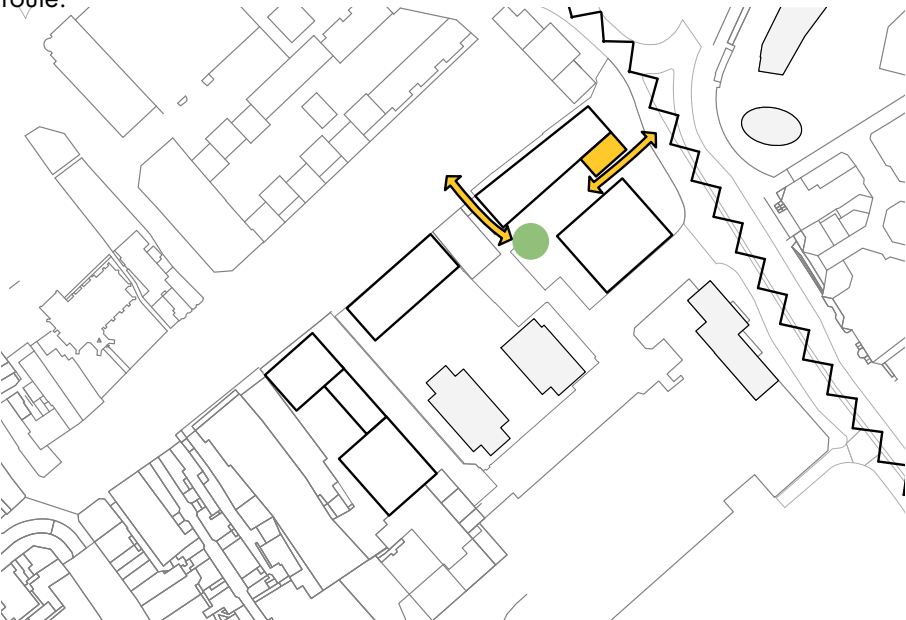


Addressing the townscape - Debenhams proposal sit within extended townscape datums.

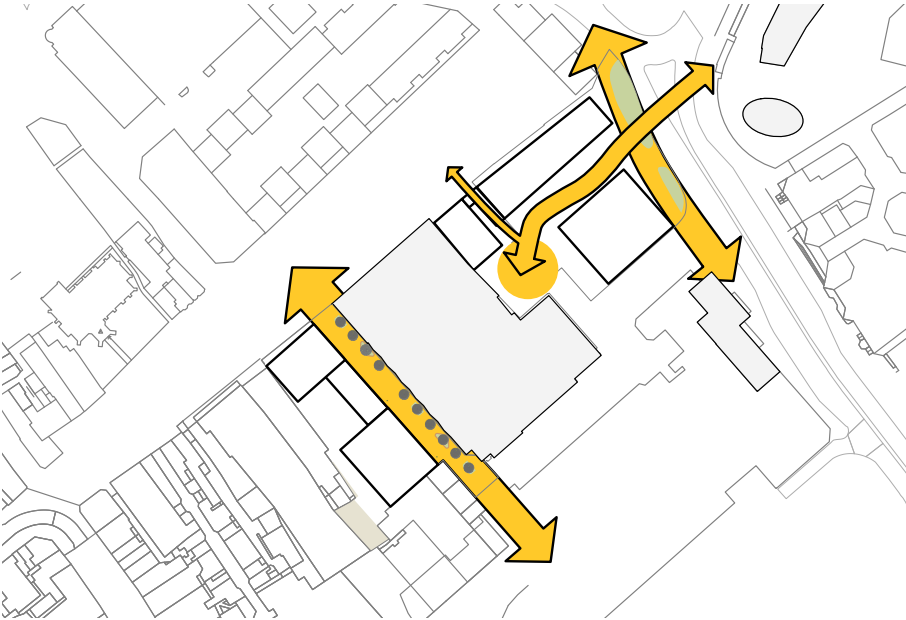
shedkm



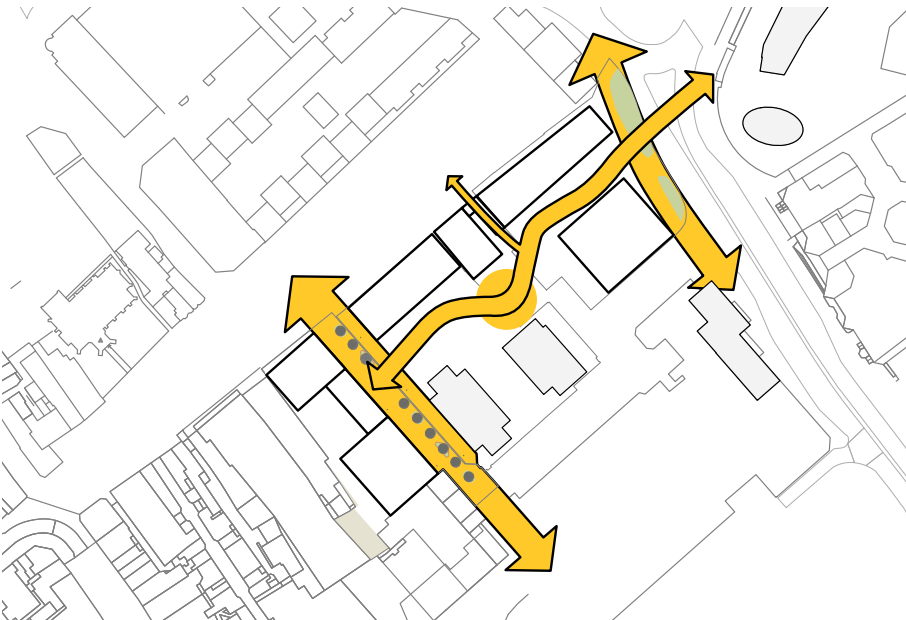
Addressing Mercury Gardens - building mass creates buffer to busy Mercury Gardens whilst creating access route that can plug in to historic route.



Addressing Mercury Gardens - building mass helps to enclose new public spaces behind Market Place.



Connectivity - improved pedestrian experience and connectivity and new public realm



Connectivity - Debenhams proposal further improves connectivity creating a route + public realm between plot 02 + plot 03

06.02 Key objectives

Our aim is to establish a benchmark building that signals the tone for future development within the Liberty Romford Masterplan and the town centre, with Zone 01 driving early change and vitality in Romford.

The design aligns with the broader vision for growth and community enhancement, seeking to generate positive social impact and support Romford's regeneration.



Retention of the core shopping centre



Continued large scale investment from Redical



Enhanced pedestrian experience



High quality homes



Increased footfall for existing retailers



Enhanced rooftop and creative space opportunity



New public realm



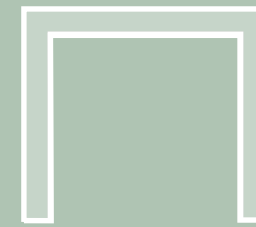
Night-time economy + increased safety



New flagship store



Green space within ring road



New markers to shopping centre



affordable housing



Engagement

07.01 Overview

This page outlines why we have engaged in engagement and how the process has fed into our planning approach. Our aim has been to listen attentively to the concerns and aspirations articulated by Havering Council, reflect the Greater London Authority’s objectives for the city, and incorporate these insights into the project’s evolving strategy through early-stage pre-application discussions.

Key rationale for engagement

- **Align with Havering Council’s local priorities and neighbourhood aspirations**
- **Respond to the Greater London Authority’s strategic ambitions for the city**
- **Establish an open, inclusive dialogue to inform design decisions early in the process**
- **Demonstrate proactive engagement as part of the planning submission and decision framework**
- **Prepare a robust, well-supported Pre-App narrative that will be continued on subsequent pages**

Public engagement and early stakeholder dialogue

We have conducted multiple engagement activities to capture feedback from residents, businesses, and community groups. The insights gathered from these sessions have shaped our design considerations, informed responses to local concerns, and guided the development of the Pre-App findings that follow.

Date	Stakeholder	Meeting
15 10 24 - 21 11 25	London Borough of Havering (LBH)	Pre-Application
16 07 25, 16 10 25	Public consultation	In person Public consultation
25 09 25, 02 10 25 , 22 10 25	Designing Out Crime	DOCO
04 25 - 11 25	Design Team to former Debenhams site	Work stream

07.03 Public Consultation 1

Public Consultation 160725

Our first public consultation events took the form of two days of exhibition in the centre of Liberty shopping centre on a Thursday and Saturday. This allowed a wide range out residents to catch a glimpse and have a say on our emerging proposals and aspirations for the site, with flyering to promote the event taking place over the 15th July.

2,421 surrounding properties were notified about the upcoming events via flyerdrop on 4th July. This lead to 1,120 visitors across both days and 520 in-person conversations at the exhibition events, leading to 76 completed surveys collected.

We handed out over 250 flyers with further information across both days and 120 free juices.

For those that couldn't attend the exhibition in person those day, our online presence generated 339,126 impressions with 62 click throughs.



Figure 45 some of the boards displayed at the public consultation

Figure 46 photos taken during the public consultation

07.04 Public Consultation 2

Public Consultation 161025

The second round of exhibitions also held in the central area of the Liberty across the 16th & 17th October (Thursday and Friday) were similarly successful, with 948 visitors across both days, translating into 473 conversations and 91 surveys completed.

Social media impressions have risen to 351,611 with 146 click throughs to the project website to date, which has a total 7,721 views. Of those, 149 have subscribed for updates

The most common themes of feedback received were:

Regeneration and town centre activation: There is broad support for revitalising Romford, with a desire for a rapid anchor element at The Liberty to attract people and prevent prolonged delays.

Landscaping, connectivity, and green space: Strong interest in more green space, seating, play areas for families, improved market entrances, better pedestrian links, and enhanced safety.

Local infrastructure impacts: Concerns about whether hospitals, transport, schools, and utilities can support new residents; calls to upgrade services before redevelopment.

Retail strategy and Debenhams site: Demand for higher-quality retailers to draw visitors; the Debenhams loss is seen as significant; ideas include restoring a department-store anchor, acquiring the site for regeneration, or using it for a food market hall, housing, or hotel uses.

Height, typology, and affordability: Mixed views on proposed heights; questions about home types and occupants, with a focus on prioritising affordable homes for Havering residents.

shedkm



Figure 47 some of the boards displayed at the public consultation

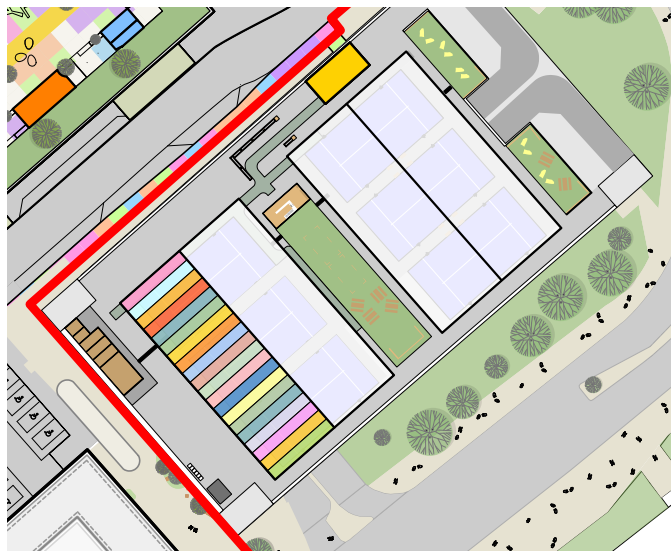


Figure 48 photos taken during the public consultation

07.05 Adjacent landowners & parties

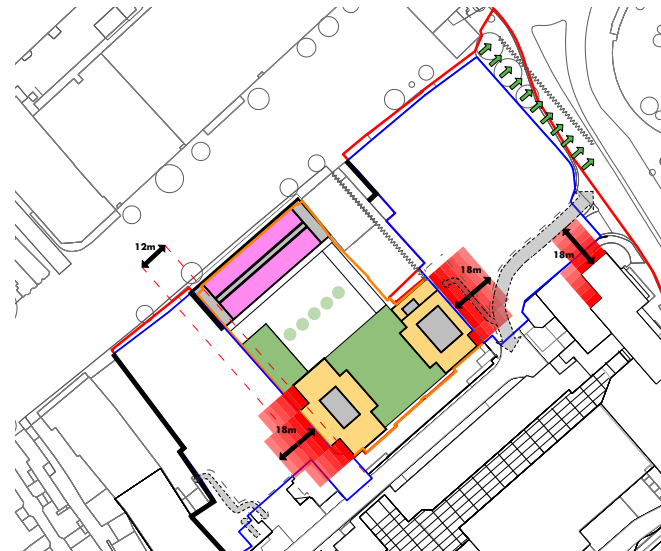
Padel courts to MSCP

A separate application has been put forward for some padel courts to the roof of the multi-storey carpark to the east of the plot 01 site. Collaboration has been undertaken with this party to ensure that the outcome of the occupants to plot 01 building C is not compromised. The applicant Team have advised that a roof of interesting amenity be implemented to the roof closest to plot 01.



Former Debenhams' site

Central to the site but outside of the applicant team's scope is the former debenhams site. Several workshops between the applying parties has taken place to ensure that they have developed in tandem with each other to create a cohesive narrative for the new Market Place experience.



Engagement with Zone 03 neighbour

Engagement with the owner of the former 'Five Pound Land' store to the west of Zone 03 has taken place to ensure that the applicant team would not submit any proposals that would constrain development to the neighbouring site.

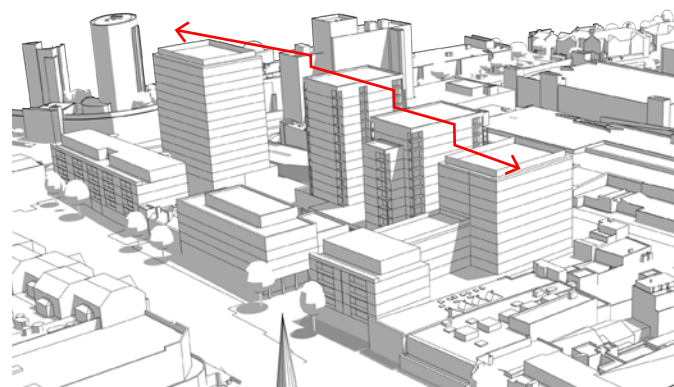
Secure by design

Numerous Design Out Crime workshops have been held between the applicant design team and the Design Out Crime Officer's for Havering. 25 09 25 - Online meeting with Havering Designing Out Crime Officers

- 01** 25 09 25 - Online meeting with Havering Designing Out Crime and Anti-terrorism Officers
- 02** 02 10 25 - Online meeting with Havering Designing Out Crime Officers
- 03** 22 10 25 - On site meeting and walk around with Havering Designing Out Crime Officers and local police force



shedkm





Evolution

08.01 Pre-application meetings

The current proposals have evolved through extensive pre-application meetings and discussions with both LBH and the Greater London Authority (GLA), in addition to other key local stakeholders such as the QRP and the wider community. The submitted proposals have been updated and revised to respond to comments arising from these discussions.

As noted above, a PPA has been entered into with both LBH and separately with the GLA, which included 16 pre-application meetings. This has facilitated comprehensive discussions with Officers at LBH as well as Officers at the GLA and Transport for London (TfL) on the more strategic aspects of the scheme. The scheme was also presented on two occasions to the Havering Quality Review Panel to review the design of the scheme as well as to the Strategic Planning Committee..

Havering pre-application 0 (Project introduction)	15.10.2024
Havering pre-application 01 (Second meeting)	26.11.2024
Havering pre-application 02 (Design update)	26.02.2025
Havering pre-application 03 (Design update + Highways)	25.03.2025
Quality Review Panel 01 (Project introduction)	01.04.2025
Greater London Authority pre-application 01 (Project introduction)	22.04.2025
Havering pre-application 04 (Post QRP + Zone 01 + Energy)	08.05.2025
TfL/ Havering Highways meeting (service road)	21.05.2025
Havering pre-application 05 (Service Road + Landscape update)	19.06.2025
Havering pre-application 06 (Plot 1 Design Update)	20.06.2025
EIA Scoping Briefing with Havering	01.07.2025
Greater London Authority pre-application 02 (Design update)	30.07.2025
Quality Review Panel 02 (Design update)	05.08.2025
Havering pre-application 07 (Technical - Ecology/Wind/Noise/Energy Strategy)	12.08.2025
Havering pre-application 08 (Post QRP discussion)	27.08.2025
Havering pre-application 09 (Heritage and Townscape)	27.08.2025
Havering pre-application 10 (Affordable Housing)	09.09.2025
Greater London Authority pre-application 03 (Affordable Housing)	10.09.2025
Havering's Strategic Planning Committee	10.09.2025
Havering Secure By Design Meeting	02.10.2025
Havering pre-app 11 (Design wrap up + reports)	10.09.2025

08.02 Establishing the scope

Initial plots for development

Design Description



key

- zones for development
- zones for development
- zones outside of ownership
- additional opportunities for enhancement

Pre-application meeting 01:

November 2024

Zones for development identified:

Detailed Zone 01

- Southern gateway to Western Road
- Appropriate initial Zone to come forwards to connect to Romford Station and the South

Zone 01a, 01b

- Roof to multi-storey carpark on Western Road and disused Boots carpark to central roof of shopping centre
- Not structurally sound for residential development but opportunity for green space, sports centre identified

Zone 02

- Northern gateway Market Place + Mercury Gardens

Zone 02a

- Retrofit of Mercury House

Zone 03

- Key to reactivating Swan Walk route to Market Place

Zone 03a

- Former Debenhams' site, key to connecting development and reactivating Market Place
- Outside of client ownership

