all roads lead to NORTH CHEAM

Each book has been specially made for the 'HOME from HOME' exhibition held in Brixton, London between 18/06/15 and 21/06/15 as part of the London Festival of Architecture Open Studios.
Victoria House was constructed in the 1960’s and occupies a key junction on the North Cheam crossroads. The building has been derelict since 2006 to the detriment of the local area. The proposed project works to deliver the regeneration of the site by providing 93 new homes, approx 350sqm of the new retail space, and an improved public realm.

London Road follows the line of a Roman Road - Stane Street - that connects London and Chichester.

1910 Lower Cheam Farm on Cheam Common Road; grew mostly lavender giving Lavender Corner its name.

1935 Replaced by larger Queen Victoria Pub often used as a Jazz club.

1920 Queen Victoria Pub

1965 Modernist concrete building; combining a shopping centre, office block and car park.
Understanding the existing site and neighbourhood

Identity and Connectivity
- Twin towers form distinctive landmark
- Towers allow multiple aspect
- Towers step down, linking residential and commercial neighbourhoods
- Shaped connection continues the street frontage

Connecting Commercial Frontage
- Landmark mall
- Light material becomes the signature for all retail
- Multi-functional sunny and vibrant urban area, leads directly to the site which werd seen from festival

Enhancing Sunlight and Public Realm
- The sunny communal rear garden is accessed by alighting a sense of belonging
- Towersihiltop overlooks the garden and left light through
Corner Balcony Section

Developing Concept
View looking North along London Road

Community Consultation and
Cheam Fields Primary School Workshop