

Future redevelopment of the former Homebase site, Davidson Way

Welcome to our public consultation event where we are sharing proposals for the redevelopment of the former Homebase site on Davidson Way.

The closure of the Homebase store this year represents a real opportunity to provide important homes for the area, alongside community benefits including land for a new school and green space.

Background

The Homebase store on the corner of Rom Valley Way and Oldchurch Road closed in January 2025 and has been vacant since. Havering Council has identified this site and the wider Rom Valley Retail Park for redevelopment in its **Romford Town Centre Masterplan**. This plan was created after a number of consultations with the community and was approved in March 2025.

Site context

In November 2024, Homebase entered administration putting over 100 stores at risk across the UK.

In January 2025, Homebase announced that the Romford store would close its doors for good. The brownfield land therefore lays unused and in need of development to be brought back into use to provide much needed housing and public open space.

Our team

These proposals for the site are being brought forward by Barratt London, a leading residential property developer and part of the UK's largest housebuilder, Barratt Developments Plc, known for building quality homes across London since 1982.

Barratt are being supported on this project by an experienced team working together to deliver the scheme, including:

BARRATT
— LONDON —



RM_A

CASCADE



Photograph of the site today



Aerial image of the site, with indicative planning redline boundary

Scan QR code to view Romford Town Centre Masterplan



Surrounding area

Emerging context analysis

There are various emerging proposals close-by to the site which all contribute to the development of the Romford Town Centre Masterplan.



North east aerial view



Neighbouring development context



Bridge Close site
Resolution to grant Planning
Permission for approx. 1000 flats



Seedbed site
Site with hybrid planning approval



Ice Rink site
Site with planning approval



Vision for the site

Our proposals seek to bring forward a transformational development for Romford, consisting of new homes in a variety of sizes to create a multi-generational community, alongside green space and sustainability focused design aspects.

The proposals:

- Deliver up to 600 much needed new homes, which includes on-site affordable housing
- Utilise vacant brownfield land in a highly sustainable location
- Provide land for the future delivery of a primary school
- Bring about enhancements to the River Rom boundary
- Improve east-west and north-south connectivity across the site, supporting sustainable transport choices
- Provide publicly accessible space including new play areas
- Include “Lo-E Homes” that reflect Passivhaus design principles
- Deliver net biodiversity gains and urban greening
- Bring about economic benefits comprising:
 - Up to 500 construction and operation jobs, employment and trainings opportunities
 - 400sqm of commercial floorspace
 - Direct and indirect spend in the local economy
 - New homes bonus
 - Council tax receipts - significant CIL and S106 contributions



View from riverside looking south west



Scale and massing

The plans have been designed with a height profile that rises from south to north. The buildings stand at their tallest point at the northwest corner facing over Oldchurch Road.

The scheme drops as it shifts towards the park space. This design will allow for high levels of sunlight for the central shared green space, significant protection from road noise and reduced levels of wind.

Design and materials



Design precedents



Site plan



Transport

Transport for the site will be provided in accordance with the London Plan, with a focus on sustainable modes of transport.

Given the context of the site, nearby to strong transport links to get around Romford and get into the centre of London, the scheme is car-free. This means there will be no car parking spaces for residents of the site, other than a very small provision for blue-badge holders.

There will be formal controls in place to prevent overspill or kerb parking, including an on-site team and bollards in place.

Sustainable travel options will be championed across the site, with a high level of long-stay cycle parking in all buildings, as well as Sheffield stands throughout the site to provide ample space for visitors.

Vehicle access

The main vehicle access will be taken via Davidsons Way. Alternations and improvements to the existing junction are proposed as part of the application at the Seedbed Centre to the south (planning application P2072.22).

The development will be served from the proposed junction, with a separate emergency access along the northern boundary.



Transport strategy plan



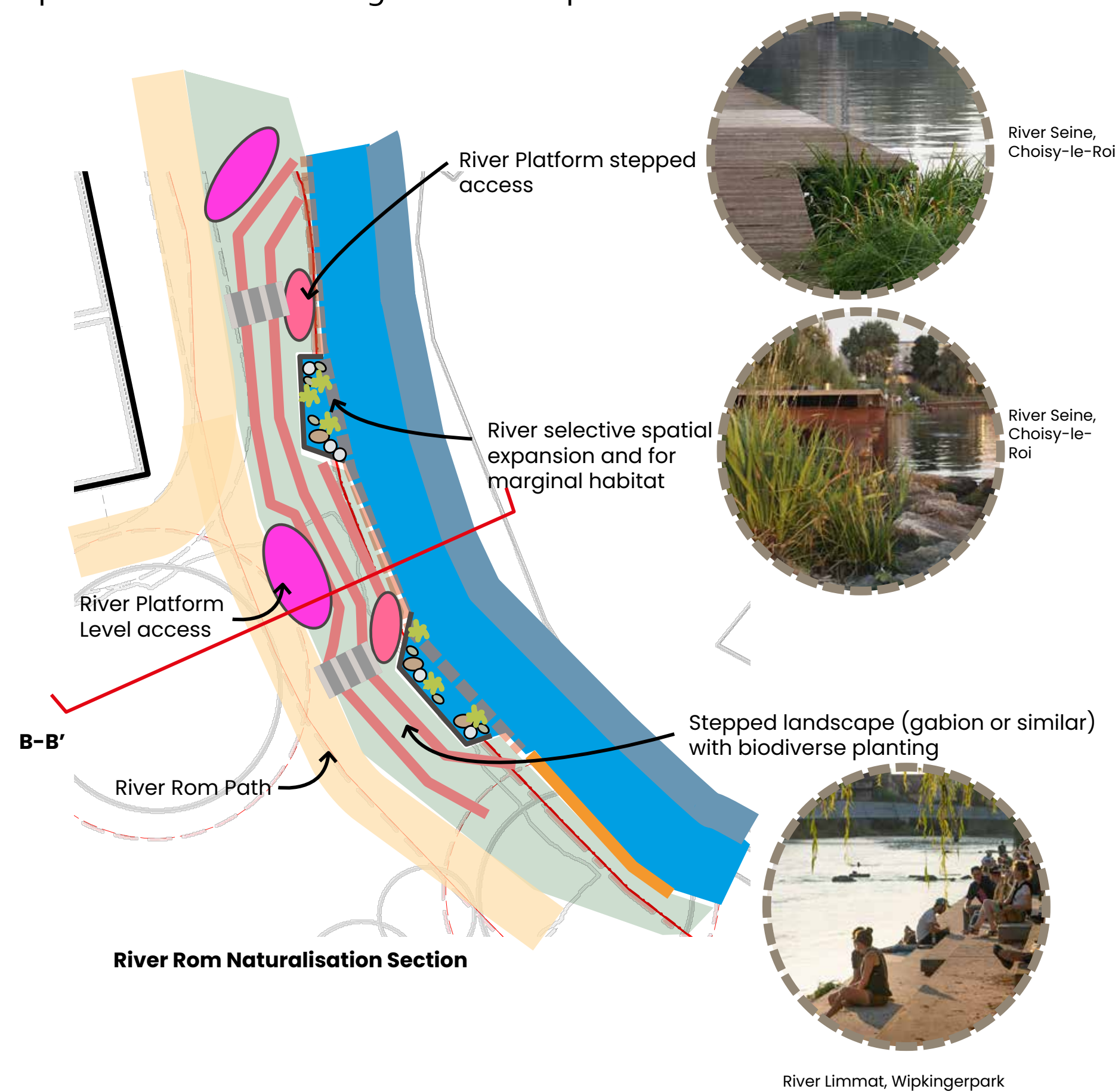
Landscaping and public realm

The development has been put together with a focus on regenerating the site, from its history as an industrial estate to a nature led community.

Re-wilding of the River Rom

The current proposal demonstrates the shared aspiration to re-naturalise the River Rom, carving out a new riverside park within the proposal.

The park is served by a sustainable, urban neighbourhood with a streets first approach. Courtyard block typologies have been developed in line with the Romford Town Centre Masterplan to enclose amenity space and provide active frontages onto the public realm.



River Rom re-wilding approach



Landscaping and public realm

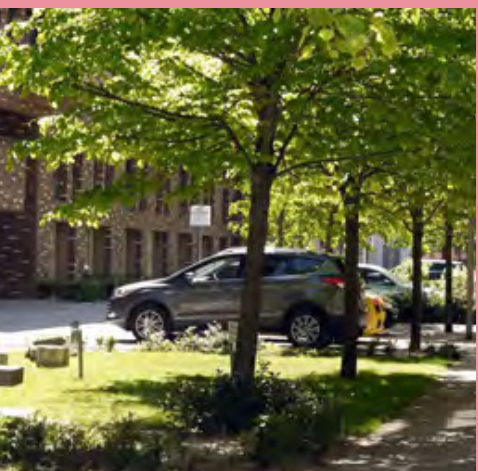
OPPORTUNITY

1. Continue rhythm of open spaces from surrounding context of movement, parks, courtyards, and frontages
2. Continue core movement spine for north-south and east-west connections
3. Continue theme of River Rom pocket parks and shared pathways
4. Create courtyards that are dedicated private
5. Frontages that allow for future highways works and healthy streets
6. Synergy with school to provide play and educational opportunities

Central Spine
Key space for connection and movement to/from proposed developments and internal circulation

Front doors onto street

Green streets



Riverside Park
Key space for external community space, gathering, play, and rest

Play

Rest

Flexible spaces for programming



Frontages
Allow space for level changes, future Rom Valley Way works, healthy street works, and to buffer development

Healthy streets

Planting

Movement

Private defensible spaces



Courtyard
Private amenity space that is well defined from public open space

Play

Residential amenities

Places to celebrate

Socialise



River Rom Path and Re-wilding
Key river re-wilding and shared path to connect with River Rom and river ecology

Play

River walkway

Rewilding

Biodiverse planting



School Synergy
Play areas ideal for after school fun.

Rewilding

Education

Play



Central Plaza
Key area for central activation, social gathering & community engagement

Socialise

Movement

Retail

Flexible space



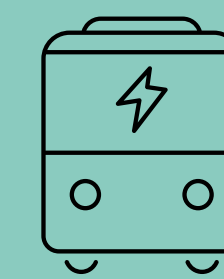
Character areas illustrative diagram



New homes for Romford



Targeting up to 20% affordable housing subject to viability



Promoting sustainable modes of transport



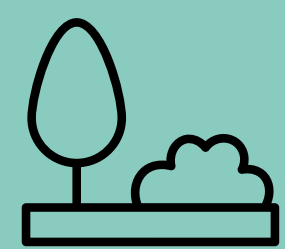
44% 1-bed homes, 42% 2-bed homes and 14% 3-bed homes



Embedded approach to sustainability from the design outset



Up to 400spm for commercial units



New publicly accessible open space



Rewilding of the River Rom



View from outside school looking north west



Urban design steps



Defining Buildable Area

Careful consideration of easements and boundaries:

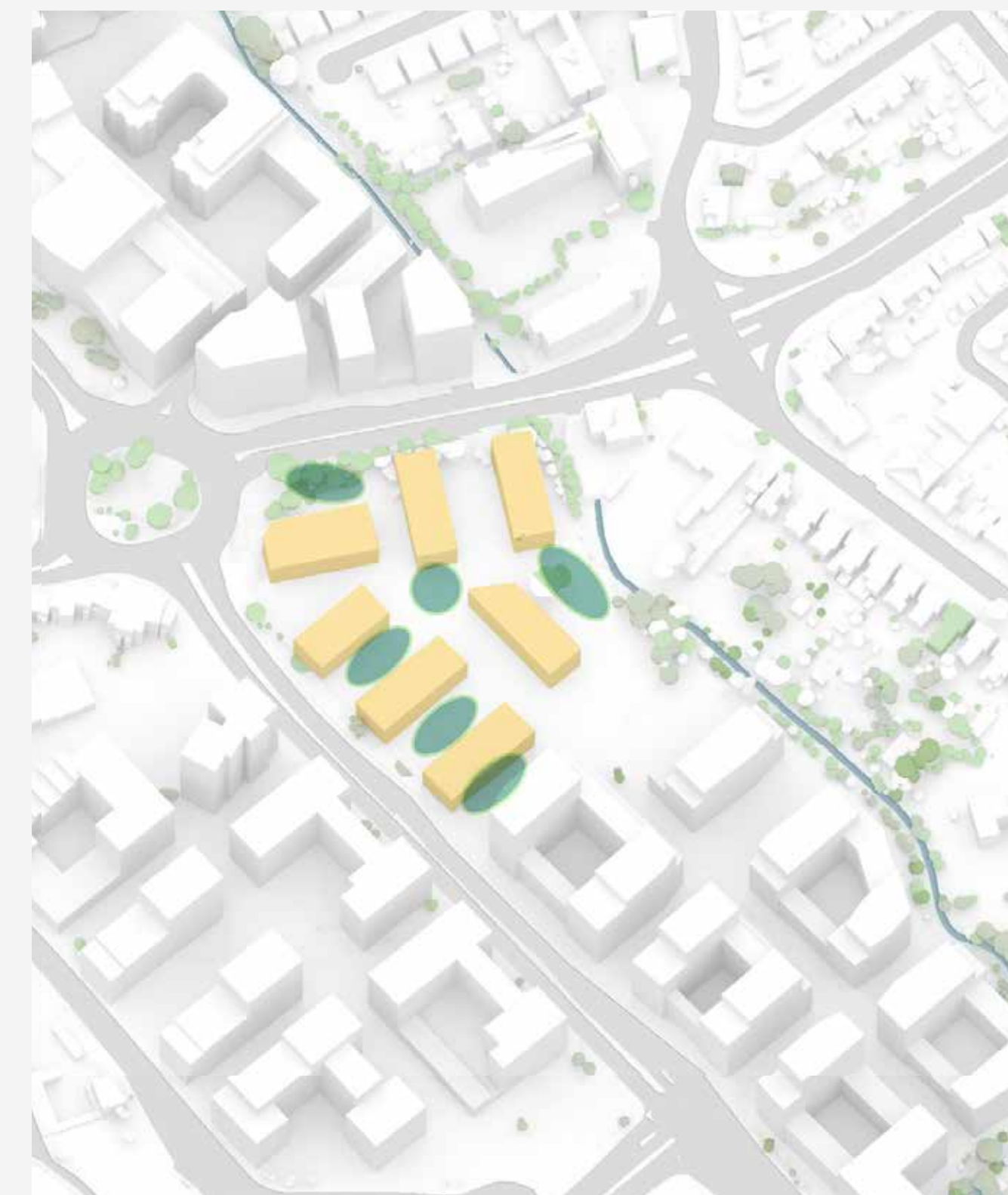
- The EA easement for the River Rom to the East
- Existing TPO's trees and their RPA's
- Allowance for the school and its access road
- Retention of buffer space on Rom Valley Way for future works to the carriageways



Links within existing wider landscape

Strategic connections are proposed in the Romford Masterplan and influence of coherent connectivity with adjacent sites:

- NS and EW links to adjacent sites
- Connections to crossings
- Connections to sustainable transport opportunities



Defining the built form and amenity spaces

- Amenity spaces at street level add breathing room
- Enhance sense of place and provide play areas
- Spaces vary from public to quiet, shared areas
- Ground-level open spaces improve connectivity
- Avoid raised podium gardens to maintain flow



Activating Frontages and Markers

- New buildings should activate and animate the street
- Use commercial spaces, entrances, and active frontages
- Front doors help create engaging residential streets
- Buildings act as clear markers and signposts
- Design, scale, and character add local distinctiveness
- Highlight key north-south and east-west routes for wayfinding



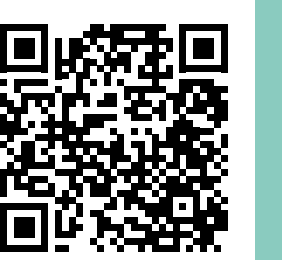
Visuals



View from centre of site looking north towards Oldchurch Road



View from north west of site looking towards Davidson Way



Timeline and next steps

Thank you for attending today's drop-in event.

Your views are important to us, so we would appreciate if you could share your views on the proposals. The easiest way of doing this is by scanning the QR code with your smartphone and filling out our short feedback form.

If you would prefer to fill out a paper copy, please ask a member of the project team.

The public consultation will be open until **Friday 10th October**. After this we will consider all feedback received ahead of submitting a planning application to Havering Council before the end of the year.



South west aerial view

Project timeline:



September/October 2025
Pre-application consultation



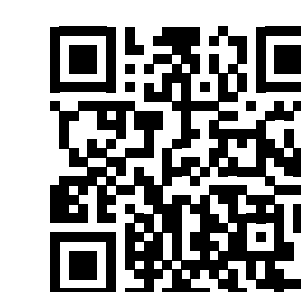
Early November 2025
Second round of consultation to showcase proposals



November/December 2025
Submission



Summer 2026
Application determination



Get in touch

Scan the QR code to find out more

