

## Rembrandt House, Watford

### Urban Regeneration

**Location:**  
Watford

**Existing Use:**  
Mixed commercial,  
industrial and warehouse

**Site Area:** 1.37ha

**Residential Density:**

107 dwellings per hectare

**Proposals:** A residential-led development in south-west Watford, the scheme includes the retention and refurbishment of a four-storey locally listed building for commercial use and the creation of a new residential quarter to the rear comprising 73 flats and maisonettes and 34 houses.

**Location:**

The site is rectangular with an area of 1.37 hectares and located within a predominantly residential area.



Harper Planning Consultants were initially instructed to provide a planning appraisal of the site's development potential prior to acquisition. We provided an effective and time efficient planning strategy in order to secure the client's aim of using the majority of the site for housing.

Our role included submission of an application for full planning permission and coordination of the supporting evidence on heritage, flood risk, highways, trees and marketing as well as providing urban design and land use planning statements. Our supporting evidence justifying the loss of employment land was critical in realising the client's commercial objectives for the site.

Our combination of urban design and heritage expertise helped to ensure that the scheme responds positively to the prevailing townscape character and locally listed building as well as provided a new sense of place.

Following extensive pre-application negotiations, the local planning authority resolved to grant planning permission for the mixed-use scheme within six months of submission.

