Our design is focused on meeting the goals of our clients. We have over 30 years’ experience of successfully navigating the planning system, securing exceptional site values and creating places where people want to live.

Our award-winning residential projects demonstrate that it’s possible to deliver exceptional design quality within modest budgets, satisfy the increasing demands of residents and provide our clients with higher value assets.

We are committed to low carbon design in all our projects. We are engaged in innovative research projects such as The Technology Strategy Board’s Retrofit for the Future where we have investigated and implemented 80% carbon emissions reduction to a 1990s terraced house.

We create homes and neighbourhoods that enable residents and communities to thrive; places that can grow over time. We are committed to the creation of sustainable places; from careful consideration of the site layout, to ground-breaking home designs, to individual room arrangements.

We have particular expertise in optimising the development potential of sites and have an exceptionally high rate of planning success.

We have designed homes for a range of tenures and lifestyles including specialist homes for religious communities. We have extensive experience of designing homes for people with special needs, including sheltered and extra care housing for the elderly, people with dementia and other mental or physical disabilities.

Penoyre & Prasad provide a range of services including Architecture, Feasibility Studies, Interior Design, Masterplanning & Urban Regeneration.
Realising site value

Through good design and skilful negotiation of the planning system, we significantly improve site value for our clients.

When Riverside Works won planning permission, this mixed-use development at Wick Lane, (below & right) on Fish Island in Tower Hamlets, added considerable value to its derelict former industrial site by the River Lea, directly facing the new Olympic Stadium on the opposite bank.

The design includes 104 live/work units, 1,000m² of B1 business space, a retail unit and underground parking. The business space is located on the ground floor, with six storeys of live/work accommodation above including penthouse units with generous terraces.

The scheme has a Z-shaped plan, which maximises site capacity and views of the river whilst reinforcing the existing street pattern. This plan also creates two courtyard spaces – an attractive planted residents’ garden and a hard working business delivery area.

‘Penoyre & Prasad got the maximum out of the site. They really did maximise the space to create good quality accommodation that’s working well. Ten out of ten.’

Ita Symons OBE
Chief Executive, Agudas Israel Housing Association

The Gardens (left and right) is a redevelopment of a tight backland site in Stamford Hill to provide large family homes for the Orthodox Jewish community. The development is particularly unusual for the high proportion of three, four and five bedroom flats, maisonettes and houses, with up to 10 bed spaces, to cater for the large families typical of the Orthodox Jewish community.

The large, extended families and close ties of the community mean that safe places to meet and congregate together outside are much valued.

The courtyard spaces have been designed with this in mind and are equally suitable for adults, children or families to gather together safely.

The Gardens received a commendation at the British Homes Awards.
Optimising the development potential of sites. Exceptionally high rate of planning success.

Maximised density, with high quality urban realm

Our ‘Colourmen’ Mixed-Use Development (left and below) in Wealdstone will provide approximately 200 homes along with some workplace provision in a refurbished building, previously the Winsor and Newton paint factory.

The proposals aim to be socially sustainable, providing a range of dwelling types from starter homes to large family homes.

The creation of high quality public realm and the civic spaces contributes to the creation of a sustainable place and neighbourhood.

QE Housing, (below) a scheme for 199 units, 27% affordable rented and shared ownership. Dual aspect and innovatively designed to avoid overlooking.

The three towers range from 8 to thirteen storeys and have been designed to maximise views over the park whilst at the same maintain a slender profile to ensure good visual permeability through and from the site.
We have particular expertise in residential mixed-use developments, combining our extensive experience in health, education and workplace designs with our excellent knowledge of residential design.

Cranston House at White City (left & above) provides 170 one, two and three bedroom market sale apartments above basement car-parking, retail units and 3,400m² of primary healthcare and social services facilities.

The building provides a grand civic gateway to Wormholt Park; the park in turn provides vistas from the generous centralised waiting areas within the health centre. Rigorous modularity of the building plan and the standardisation of the glazed cladding system allowed the swift erection of the building and sale of the private units which cross-funded the development of the public services.

Our scheme for Middle Row (above and cover image) in the Royal Borough of Kensington and Chelsea consists of 42 market sale apartments and two commercial units (shown in orange), and a new Primary School, Nursery and specialist Speech and Language Centre (shown in brown).

All of the development is contained within the restricted site of an existing Victorian primary school yet increases the external play space of the school while delivering residential capital receipts to part fund the new buildings.

The challenges of the site and potentially conflicting interests of school and residential needs were overcome with a perimeter development strategy to repair the urban fabric and provide street frontages to all of the dual aspect homes.

A bespoke bay window design mitigates overlooking to the school playgrounds and provides generous natural light to the apartments.

The planning committee praised the ‘excellent design’, citing it as ‘purposeful, practical and sitting well on the site’. The development won the ‘Projects Award’ category of the Housing Design Awards 2013.
Low energy retrofit

This prototype research project for the Technology Strategy Board’s R&D initiative ‘Retrofit for the Future’ used innovative technologies and fresh thinking to radically reduce the carbon emissions of a 1990s terraced house whilst improving the quality of living space for the residents.

A house with an east-west orientation was chosen as it posed a harder challenge to capture solar energy than a south-north orientation.

Consultation with the residents elicited in detail how they used their home and what improvements could be made in addition to energy savings.

The creation of a solar ventilating lightwell and mezzanine above the existing stairs has provided several benefits. It brings natural light into the centre of the house, provides a clothes drying space and additional work and storage space. The house feels bigger, loftier and more usable.

A number of energy reducing and energy generating tactics were used as detailed here. The predicted CO₂ emissions after retrofit were 16kg/m²/yr – a reduction of 79% from the 1990 baseline for average UK social housing, with the performance in use now being monitored and energy use down by an estimated 69%.

The scheme was exhibited at Carbon 13, Marfa, Texas and won the ‘Small Housing’ category in the Three Rs Award.

Our ‘Retrofit for Living’ project was designed to achieve an 80% cut in emissions while improving the quality of the home and its value.
Urban regeneration

Our masterplan for the Peel Redevelopment (right) provides the civic and symbolic centre to the 15-year South Kilburn Regeneration programme. Cleverly layering predominantly private residential apartments with a combination of retail, healthcare and affordable housing to maximise sales areas for the developer, and resources for the local community.

As such this scheme successfully engages with the contemporary challenges of the future densification of London. We proposed a new 16-storey tower and gradually through intensive engagement with community, planning authority and GLA built consensus on this initially controversial approach.

This high density strategy unlocks groundspace to reinstate the historic urban grain, stitching together pre-existing residential streets.

Hammond House, Tower Hamlets (right) replaces an outdated mansion block with a striking new building providing a high proportion of family accommodation in an inner city environment. The dynamic façade featuring set back and protruding terraces provides every dwelling with generous private amenity space.

Our competition winning proposal provides 56 light, well planned flats and was developed in response to consultation with the residents of the existing building, who told us their flats were damp, too small, had poor communal areas and were unsuitable for families.

 Hammond House provides a mix of flat sizes, types and tenures, four and five bedroom maisonettes are accessed via their own front doors at street level. Above are three bedroom flats with terraces and on the top levels duplex maisonettes with roof gardens. Access and security are prime concerns for residents, so corridors and access decks are avoided and access to upper units is by individual cores with secure entry at street level.

Typically only six or eight homes share a stair and communal garden, making it easier for people to get to know their neighbours.

The centrepiece being the pedestrianised market-place linking community and civic buildings on either side of the busy Carlton Vale.

We are convinced that this place will become the recognisable neighbourhood heart that South Kilburn has lacked for more than 40 years.

Our designs unlock the potential of complex urban sites contributing to the regeneration of whole neighbourhoods.

Claringbull Court, Islington (above) provides 11 one to four bedroom flats and maisonettes as rented social housing in a converted former Edwardian school building.

Apartments benefit from sunny outdoor spaces with small ground floor gardens and balconies on the upper floors.
This design-led masterplan is part of a wider programme of urban regeneration that aims to repopulate and revitalise the central area of historic Gravesend.

Gravesend masterplan (left and right) marked the start of an ambitious programme of town centre regeneration and the recovery of a large slice of urban land previously lost to surface car parking.

A new neighbourhood of mixed tenure and mixed use is created, being close to the town centre. A quarter of the residential units are for affordable rent and shared ownership, with the rest for private sale.

The first step (left) sees the development of three sites which includes 130 apartments, 18 family houses, and commercial space. On the northern site, the former multi storey car park is replaced with a development of commercial units at ground floor level with 106 one and two bedroom apartments arranged around a sheltered courtyard with secure parking.

On the southern sites, two and three storey terraced houses and a four storey apartment block are set around a new public square. A terrace of town houses extends the existing Victorian street pattern punctuated with a six storey apartment building.

The phasing and gradual step-by-step redevelopment will ultimately see much of the car parking replaced by mixed uses around a new major public space.

In Sergiev Posad (below), seat of the Russian Orthodox Church, we assisted our Moscow-based Client with an ambitious yet sensitive urban extension masterplan encompassing residential, retail and social institutions.

Our approach, based upon harnessing and extending the existing green infrastructure together with respecting the existing architecture of the town, was enthusiastically received by the previously hostile local municipality.

Our masterplan for Poplar Riverside (above) transforms the area with a 90,000m² mixed use development including office, light industrial and high density residential accommodation.

The masterplan involves a new at-grade crossing of the Blackwall Tunnel Approach Road and two new footbridges over the River Lea linking the boroughs of Tower Hamlets and Newham, making it properly accessible for the first time and significantly increasing land value.
The architects have challenged the norms in the model of extra care sheltered housing.

HAPPI report case study
Homes & Communities Agency

Extra Care

With its friendly village layout, Colliers Gardens (left) sets a new standard for Extra Care sheltered housing. This is an innovative project, rethinking how older people can live together. The development of 50 one and two bedroom flats is supported by a range of shared facilities including a lounge, dining room and hairdressing salon.

Colliers Gardens received the Best Affordable Housing Award at the Housing Design Awards.

Planning permission was achieved by Penoyre & Prasad for this 98 sheltered and Extra Care flats within 11 weeks of client instruction. Dreywood Gardens (left) is the redevelopment of an outdated 1960s sheltered housing site in Havering.

Approval required negotiations with the Environment Agency as the site includes the ecologically sensitive Ravensbourne River. A landscaped court between two new four-storey buildings forms an attractive place of arrival and provides a social meeting place for the residents of both the sheltered flats and the Extra Care flats.

The Ravensbourne was sensitively re-landscaped including making part of the bank shallower, to enable wildlife to access the water course more easily.

This scheme won the Sunday Times British Homes Concept Design Award for ‘Age Restricted Development’.

Our ‘Plug & Play’ approach to the design for the ‘Re-imagining Ageing’ competition for McCarthy & Stone provided a new way of thinking about residential development for the elderly, integrated in its community and incorporating shared communal facilities for both residents and visitors.

Oak Park Health & Wellbeing Campus, (above), is an innovative elderly residential scheme that combines a range of integrated residential and care facilities for various levels of independence and need.

Its shared community hub serves both residents and visitors and is an active ‘heart’ at the scheme’s centre.

The 80 bed nursing home has been designed around a secure and sheltered courtyard with accommodation in a series of 10-bed clusters, each with their own lounge, dining and support spaces.

The 51 unit Extra Care scheme and the 54 units of Supported Living flats all have access to private outdoor space and shared community gardens.
Sensitive & integrated proposals for suburban development

The national demand for housing increasingly means good quality development in suburban and semi-rural as well as in established urban locations.

Designing in such lower density contexts requires a delicate balance, optimising site capacity while being understanding of the sensitivities of place and the surrounding community. Often these locations are controversial in planning terms and skilful negotiation with the authorities from the start are essential.

Our masterplanning proposal for Ruskin Fields, (above & left) sets out to demonstrate how through study of the place and careful design it is possible to introduce new dwellings on previously undeveloped land on the edge of a village, itself a conservation area, on the outskirts of Oxford.

New access and small scale roadways link a loosely structured grouping of dwellings arranged to follow existing field boundaries and topography.

The grain and density responds to that of the existing historic village on one side and the more linear nature of the adjoining main road on the other.

The architectural language draws from the local vernacular of stone brick and timber to make highly sustainable modern houses.

Our Himley Village scheme in Oxfordshire (left & right) forms part of the 6,000 home NW Bicester Eco-Town, one of four Government announced Garden Cities.

Himley Village will have outstanding environmental credentials in line with the project’s vision for a sustainable and smart future.

All homes will meet Level 5 of the Code for Sustainable Homes and all commercial space will be constructed to achieve BREEAM ‘Excellent’.

The guiding design principles create a close relationship between the natural and the built world, facilitated by 40% of the 90-hectare scheme being given over to high quality landscape, harnessing the life enhancing qualities of the land. It uses the natural features to guide the flow of people, vehicle, energy and waste and its movement strategy strongly promotes walking, cycling and public transport connections with old Bicester.
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Penoyre & Prasad is a multi-sectoral architectural practice.
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