

A Distinctive New Neighbourhood

Our approach for the architectural expression of the various new buildings is to:

- Feature brick as the primary façade material with its associations of robustness, solidity, and links with the character and style of the local buildings. This approach binds the collection of buildings and spaces together to create an all important new overall identity.
- Collectively create a cohesive environment without being monotonous.
- Offer local moments of surprise and delight in the architecture that bring a unique character to the place.
- Provide variety and interest in the streetscapes, emulating the character and history of the Civic Centre building.

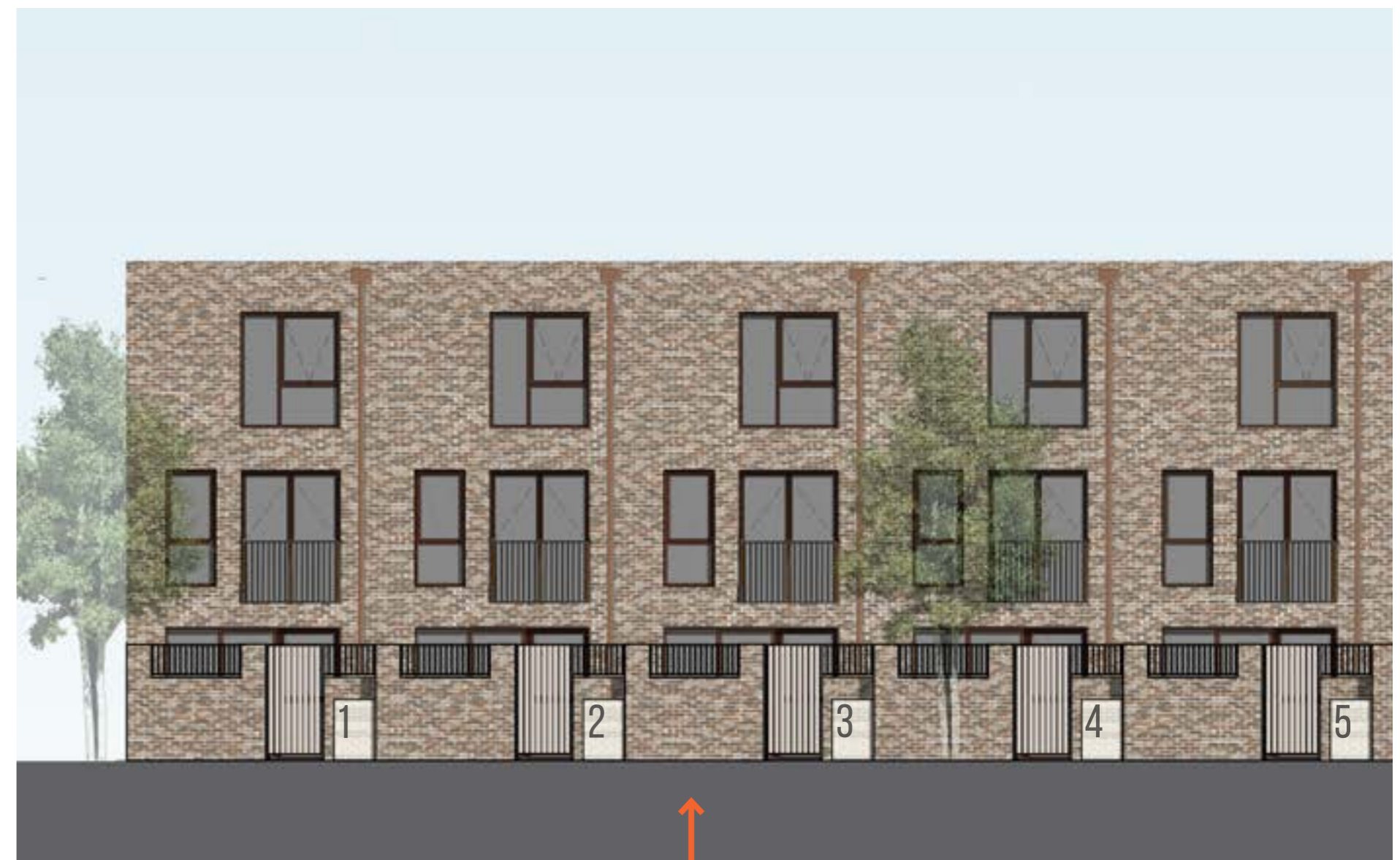


Bid Scheme design intent: terraced houses along Wood Lane by the Civic Centre roundabout

Civic Centre Inspiration



Front elevation of the town houses



Mews street elevation of the town houses

Civic Centre Landmark



Dagenham Civic Centre is a strong local landmark and a character cue for the architecture of the new residential development.



Example elevation of the apartment blocks