

all roads lead to NORTH CHEAM



COLLECTIVE ARCHITECTURE

This book is part of a series documenting a work in progress by Collective Architecture in June 2015.

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, North Cheam, London Borough of Sutton



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.

photographs from SUTTON LOCAL STUDIES & ARCHIVES



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.



1920
Queen Victoria Pub



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



1965
Modernist concrete building; combining a shopping centre, office block and car park.



1. North corner



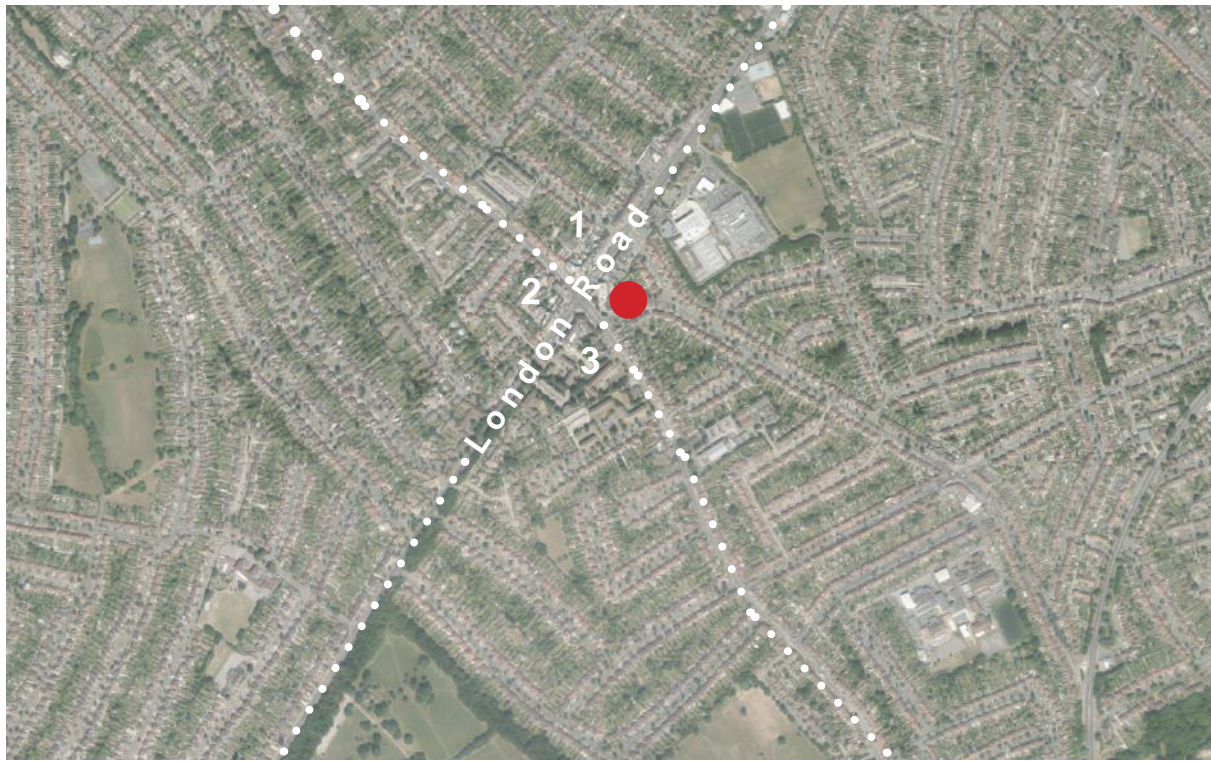
2. West corner



3. South corner

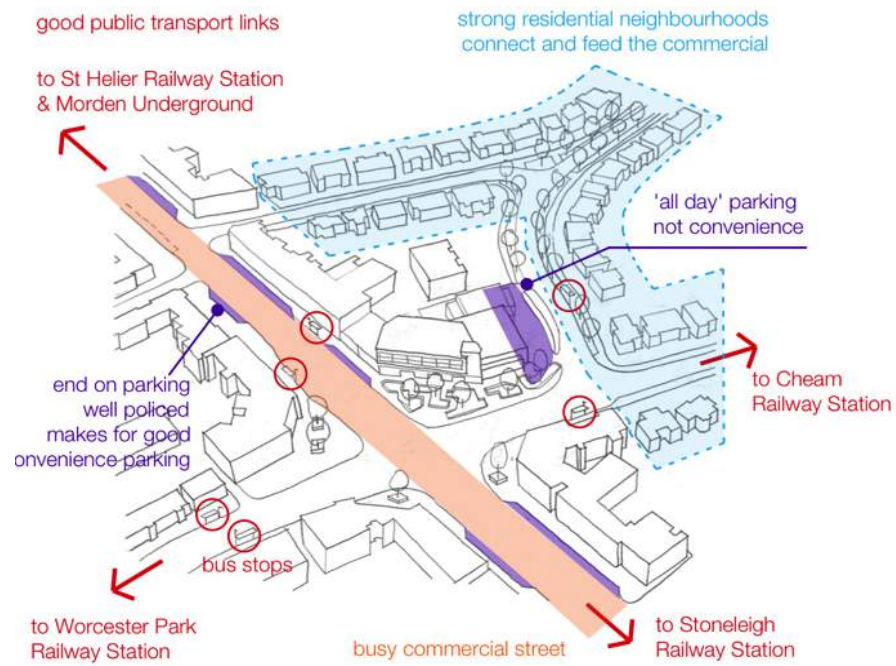


Site as viewed from London Road

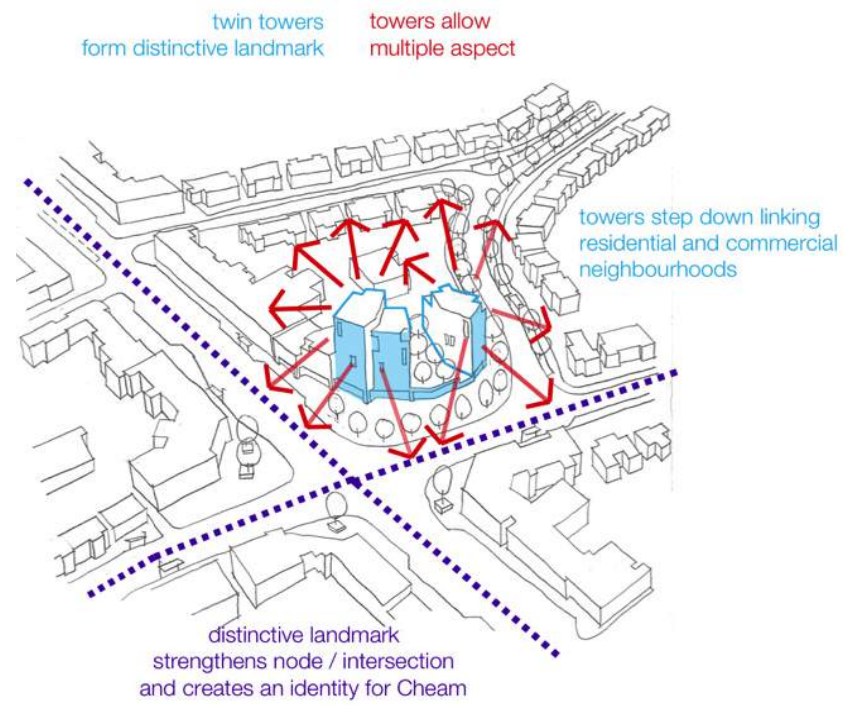


Site as viewed from corner of Malden Road

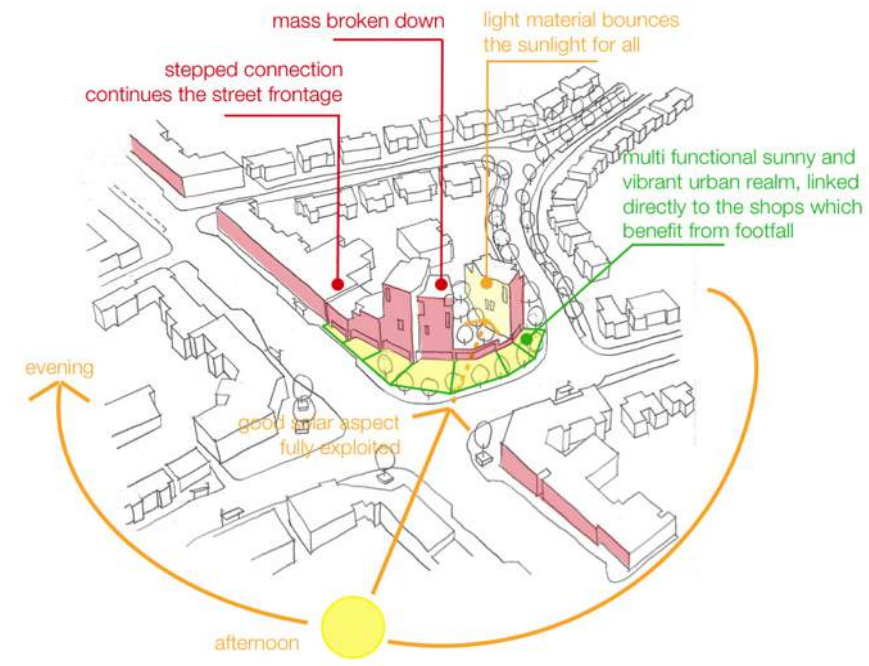




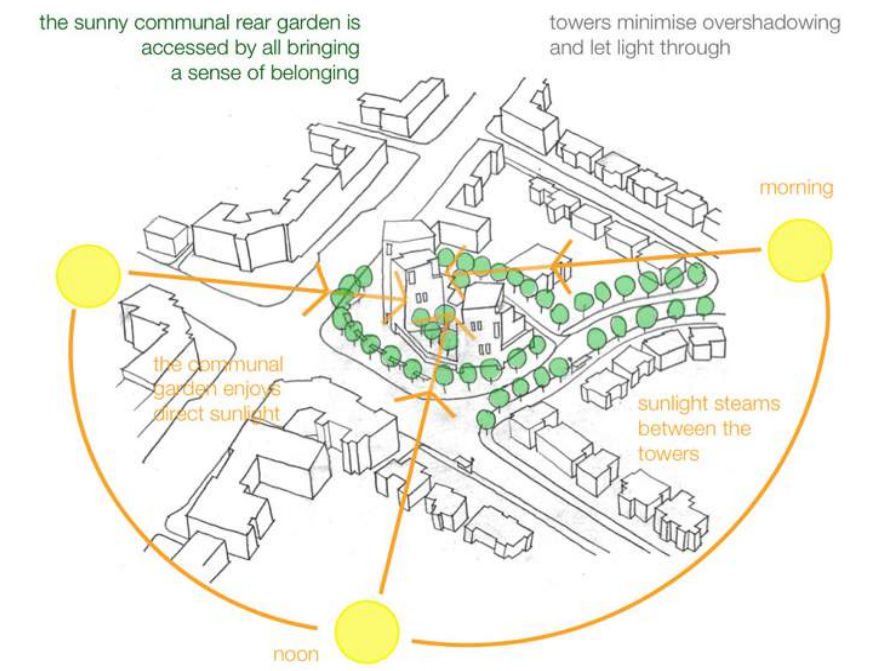
Understanding the existing site and neighbourhood



Identity and Connectivity



Connecting Commercial Frontage



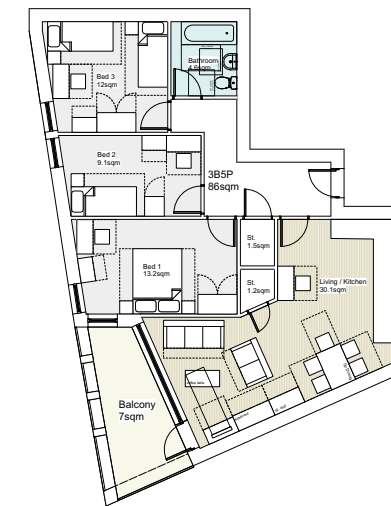
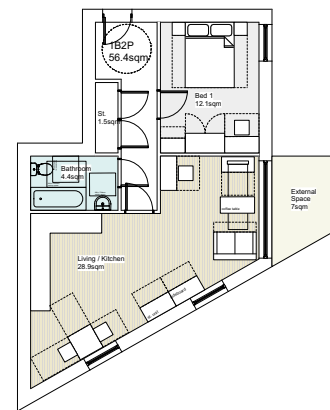
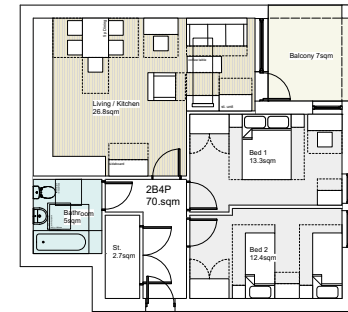
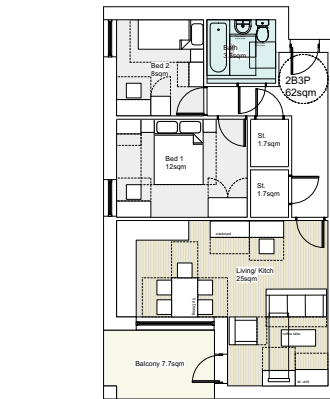
Enhancing Sunlight and Public Realm



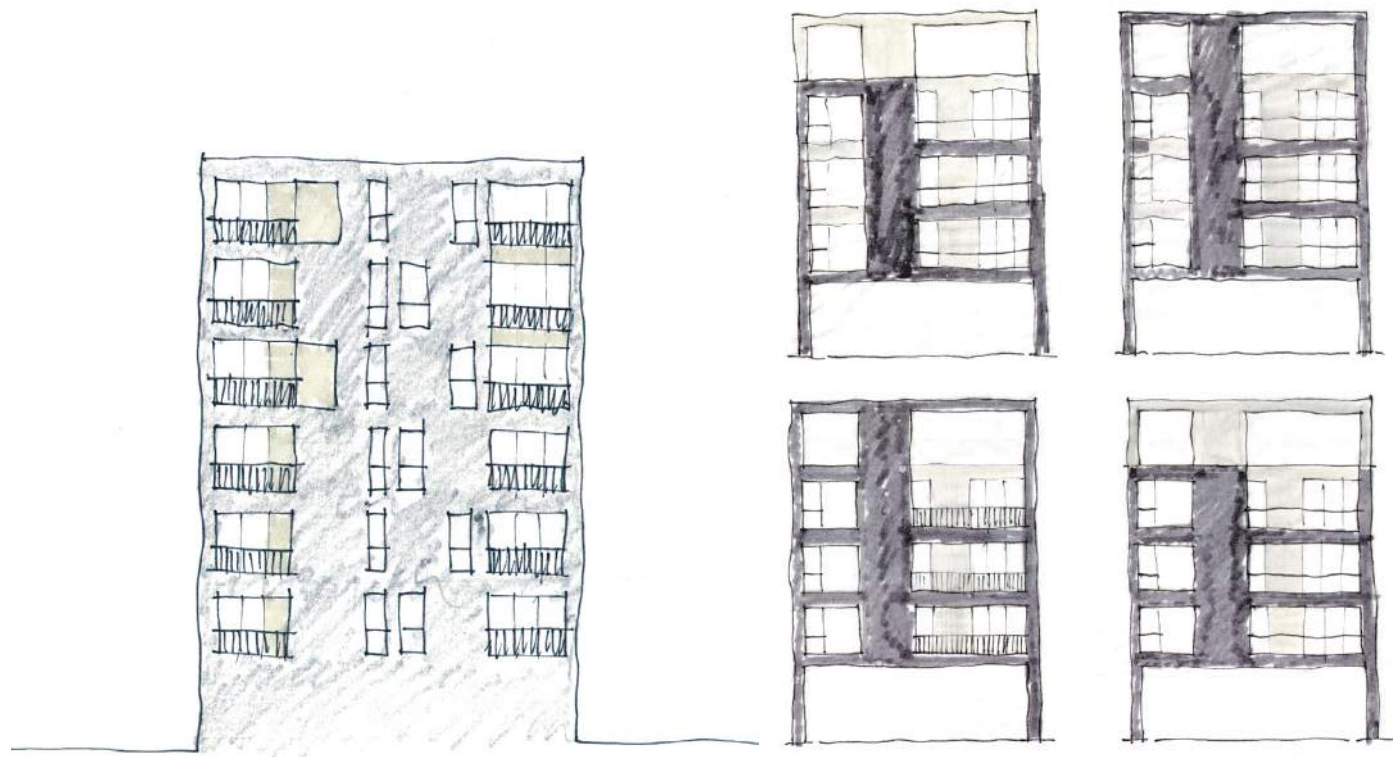
Developing Concept



Corner Balcony Section



Typical Flat Plans



Elevation studies



Elevation studies



Elevation studies



View from corner of Cheam Common Road



View looking North along London Road



Community Consultation and
Cheam Fields Primary School Workshop

