



*j* GROUP



Whytecliffe Road, North Purley



Banstead Road, Purley



Cross Lane, Hornsey



High Beech Road, Loughton



Rotherhithe New Road, Southwark



East Bay Mill, Colchester

With our open, high-energy approach, J-Group assimilates every step of property development quickly from land acquisition, planning, design and delivery.

With a strong network of partners throughout the UK we have access to all the necessary resources to enable success.

At J-Group, we are proud to be involved in the creation of exciting projects that respect surrounding areas but also push the boundaries of design.

We are experienced in planning and developing across a wide range of sectors

- Residential, private, affordable housing, care, student space and regeneration projects.
- Commercial, retail, office, industrial, hotel and leisure.
- Mixed use schemes combining suitable sectors.
- Green field sites with potential for promotional agreements.

We do this through a combination of comprehensive research, effective management, and the careful control of risk.

We are interested in previously developed sites with re-development potential, and green field sites for promotional or subject to planning agreements.



# BROOK AVENUE

📍 Wembley

Brook Avenue lies in close proximity to Wembley Stadium and the recent high-quality developments surrounding the Stadium, with great nearby connectivity including Wembley Park underground station.

**750+**  
→ CO-LIVING UNITS



J-Group acquired the interest for this site and, following internal reviews of its' potential, identified the optimum value as co-living, with market demand in this area due to the site's great local transport connections.

Following a successful and positive pre-application advice request, a development proposal for 787 co-living units contained within four linked tower blocks and one detached tower block is progressing. The high-quality co-living units would provide open aspects for all, with shared kitchen and dining amenity spaces, lounge spaces, lobby areas and a gym. The development will give back to the area by providing public access space to the Brook and providing high quality public landscaped areas along Brook Avenue.

The pre-application stage of the development will continue, with a planning application expected to be submitted in Q2 2023



# WHYTECLIFFE & ROAD SOUTH PURLEY STATION CAR PARK

📍 Croydon

Working in partnership with V Fund a detailed planning application has been submitted to Croydon Council for a residential development and a more efficient and secure public car park to serve Purley train station.

The proposed scheme will deliver a total of 246 residential units in four six-storey mansion blocks. Over 30% of the units will be affordable housing.

The redevelopment of an underutilised site into a new modern development will spark the wider regeneration of the surrounding area. The site layout is designed to encourage interaction between neighbours in attractive, communal spaces with highest quality landscaping.

Working with Formation Architects and Q-Square, great care has been taken to ensure the site enhances the local area, setting a high standard for any future developments.

**246**  
→ RESIDENTIAL  
UNITS





224

RESIDENTIAL BUILD  
TO RENT UNITS  
& COMMERCIAL  
SPACE



# THE FORUM

 Stevenage

A former retail site, The Forum was acquired unconditionally for residential development, providing 224 high quality apartments contributing to the regeneration of Stevenage town centre.

Stevenage, being a growth area with direct links to London Kings Cross in 24 minutes, and having been awarded a recent grant of £37.5m through the Towns Fund, was identified as an area of significant development potential.

The Forum, sited in close proximity to Stevenage Rail Station, contains a single storey commercial building. The site was purchased unconditionally on a delayed completion to allow for the resolution of a planning application to re-develop the site.

With the assistance of PRP Architects and Q-Square planning consultants, planning permission has been resolved to be granted, subject to entering a S106 agreement, and the site will be brought forward for the Build to Rent market. The 224 apartments will benefit from communal areas both inside and outside – enabling residents to relax, play and work.





**82**

**RESIDENTIAL  
UNITS IN TOTAL**

# IBERIA HOUSE & HATCHAM WORKS

**London SE15**

Making up part of Southwark Council's Old Kent Road area action plan, this will be a mixed-use development scheme.

Working with Regent Land, we identified two adjoining sites with redevelopment potential, Iberia House and Hatcham Works. Iberia House will provide 33 flats, of which 35% will be affordable, and 900sqm of commercial floorspace, in a 9-storey, high quality building.

A planning application has been submitted for Hatcham Works, which adjoins Iberia House, for a scheme providing 49 residential units and approximately 1,500sqm commercial space.

Both proposals will help to establish a new residential and mixed-use neighbourhood benefitting from additional public open space and transport links.

We are working towards delivering the sites with a housing association as an affordable housing scheme.



**73**  
**RESIDENTIAL DWELLINGS & COMMERCIAL SPACE**

Following successful permission and packaging of a development at Cross Lane in close proximity, we identified Clarendon Road as a similar opportunity in a familiar area

# CLARENDON RD

 Wood Green

Following in-depth research into the site opportunity J-Group has acquired the interest for Clarendon Road with a view to developing the site for mixed use.

The site currently lies within a highly sustainable area designated for growth and mixed-use redevelopment. Our knowledge and experience has led to a proposal for 73 dwellings above 1,097sqm of commercial space. The building will be up-to 11 storeys with a high-quality appearance.

The building has been laid out by Stephen Davy Peter Smith Architects with a design mindful of a registered provider of housings requirements as the intended end user. Leading the regeneration of the site's immediate surroundings, we are presenting the site as part of a holistic masterplan, promoting the redevelopment of surrounding plots.

A pre-application advice request has been processed, with the Council expressing support for the principle and design of the development. The proposal will be optimised in terms of the commercial layout and intended end user, providing for a mixed community with a high-quality range of dwellings.





**28** Build to Rent units and commercial space retained within the group

# MELROSE PLACE

**Sea Road, Felixstowe**

An unused seafront hotel was identified for its redevelopment potential. The hotel was replaced with a new build development providing 28 apartments with some commercial space on the ground floor.

The one and two bedroomed apartments benefit from open plan lounge/kitchen/dining space, and many have the added benefit of a sea view.



The adjacent building was also converted into a further four flats. The development provides homes for the private rent sector and is managed by very experienced local agents.

Following construction, an opportunity was identified to create additional value through the conversion of the commercial ground floor to 4 additional apartments. Planning has been granted for the 4 additional flats, with construction works to commence Q4 2022.



**22 units** packaged for a housing association & **48 Built to Rent** within the group

# MANSTON ROAD

**Ramsgate**

This development in Ramsgate is a mixture of houses and flats with a total of 64 dwellings. Purchased with planning, this site was identified for its existing value, with a view to providing a package deal to a registered provider of housing and retain a private market rental portfolio.

Laying to the north of Manston Road, on an important gateway from the west into Ramsgate, this site, with the benefit of planning permission, was identified for a package deal.

22 of the 64 dwellings were delivered for a registered provider of housing (Town and Country Housing) for affordable housing in the area. The remaining 42 units have been held for rental in the private sector.



At J Group, we understand that one size doesn't fit all. Each individual project is different, and we tailor our approach to ensure that we deliver what is required in each, and every, circumstance. We believe it's important to build long-term relationships with stakeholders and partners. Our reputation is built on the delivery of consistently high-quality solutions.



3a York Hill, Loughton, Essex IG10 1RL



[info@j-group.co.uk](mailto:info@j-group.co.uk)



0208 508 5570

 **GROUP**

