



The Hamptons, Worcester Park, London, UK

A New Neighbourhood:
In a Parkland Setting



The Hamptons, a 24 ha community of New England-style homes is a beauty among the beasts of endless interwar terraces



David Spittles, London Evening Standard

The Hamptons is a former sewage treatment works located in the suburb of Worcester Park in south-west London. The surrounding area is dominated by monotonous inter-war semi-detached and terraced housing.

Despite its name, the surrounding area had an acute lack of green open space. A significant proportion of the site is protected as Metropolitan Open Space.

The planning brief identified two development areas to the east and west of a centrally located park, which allowed limited parkland frontage.

Project Delivery

- A phased development of 645 mixed-tenure homes designed around a 12 ha park to create a new neighbourhood where all buildings have views onto green spaces, the park or internal spaces.
- Reconfiguration of the parkland to secure an additional 5 ha of development land more than the Development Brief.
- Creation of a long, tree-lined avenue approach that opens up to a town square with a landmark community building containing meeting rooms, a gymnasium, a business suite, as well as estate offices and concierge.
- Five character areas taking cues from New England, UK and Scandinavian timber boarded architecture for a veranda living culture.
- A nature reserve, ecological wetland habitats, recreational paths and spaces including a sculpture trail with art by Lorna Green.
- Creation of rural character within 20 minutes of central London to attract people to a previously bleak area.
- 14% higher sales values than surrounding areas.

Client

St James Homes

Awards

Evening Standard New Homes Awards 2011
Best New Large Development

What House? Awards 2010
Best Development - Bronze

What House? Awards 2010
Best Exterior Design - Silver

