



Brick type: Village Golden Thatch  
Location: Hertfordshire

Project Architect: Fairview New Homes  
Contractor: Fairview New Homes

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## Ovaltine Apartments

Ovaltine Apartments in Kings Langley is an outstanding example of brownfield regeneration.

The ambitious redevelopment of the former Ovaltine factory into two and three bedroom apartments gives home owners the opportunity to buy into a piece of local history.

The original building was completed between 1924 and 1929 and in 2002 was sold for housing development. An appraisal of the site formed part of an Environmental Impact Assessment prepared on behalf of Fairview New Homes Limited in support of its redevelopment plans. It highlighted the historic significance of the building and recommended that the listed art deco façade must be retained.

Although the factory has been gutted to create the apartments – for both private and social housing – the façade has been carefully and sympathetically restored, maintaining the building's position as a landmark on the west side of the West Coast main line railway line out of Euston.

Following advice from the historic environment unit at Hertfordshire County Council, Three Rivers District Council imposed a recording condition on the planning permission to ensure that a full report was made of the factory in advance of its residential development, highlighting its historical significance for the area.

Fairview New Homes wanted to use a brick that complemented the façade, as the development abuts on both sides. Forterra's Village Golden Thatch brick was chosen for the project as it met this requirement and also reflected the architecture in the area. In all, Forterra supplied over one million bricks to the development.

The result is a well thought out development, set in attractive landscaped grounds, that offers residents a comfortable living environment and stunning views overlooking the Grand Union canal.



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