

Record-breaking Croydon tower gets the go-ahead

By [Paul Wellman](#) 04/12/2017 | [Residential](#) | [England](#)



Tide Construction has won planning consent from Croydon Council, for what will be the world's tallest modular development.

Situated on George Street on the former Essex House site close to East Croydon station, the 44-storey tower will provide 550 homes for rent.

[Greystar is set to forward-fund the scheme, with the US multi-family giant in advanced talks with Tide.](#) The part-38, part 44-storey tower will reach 442ft, be made from nearly 1,500 modules, and take just 24 months to build.

Construction is due to start on site before Christmas.

Tide's associate company Vision Modular Systems will build the scheme. VMS is one of the UK's largest providers of volumetric construction modules, manufactured at its factory in Bedford.

Tide and Vision recently completed [Apex House in Wembley](#), the tallest modular tower in Europe, for Scape. At 29 storeys this student development uses 679 modules for 580 student beds, and was built in less than 12 months.

Tide Construction chief executive Christy Hayes said: “This project is a huge milestone for both us as a company and for modular developments as an innovative, modern method of construction. This development emphasises the true potential of modular construction as a genuine solution to the UK’s housing crisis, where high-quality homes can be delivered at pace in sought-after urban areas.

“Both the government and industry are realising the benefits of modular construction, with 101 George Street being a pivotal moment for modular construction in the UK.”

Simon Bayliss, managing partner at HTA, said: “The technological advances made in modular construction mean that projects of this size are possible in London and throughout the rest of the UK. The towers at George Street show that choosing to go modular doesn’t mean you must sacrifice great design.