

01 Welcome

Welcome to the Watkin Jones Group's public engagement event presenting our visions for land at 4-10 Forest Road, Walthamstow.

Introduction and Proposed Development

Thank you for visiting our exhibition for the redevelopment of 4-10 Forest Road, Walthamstow, E17

The proposals are presented by the Watkin Jones Group who plan to deliver a mixed use scheme comprising purpose built managed student accommodation providing approximately 400 bedspaces and 378sqm of flexible commercial/retail units.

The proposals will regenerate a previously developed, under utilised site, which acts as a gateway to the London Borough of Waltham Forest and the Black Horse lane growth area. The Group intends to deliver new high quality buildings ranging from 9-17 storeys and intend to complete the scheme August 2019.

The Group is has been responsible delivering a significant amount of purpose-built student accommodation in the UK, its sister company Fresh Student Living is a highly experienced operator and manager of student accommodation. The Group has constructed approaching 35,000 bedspaces of managed student accommodation across the UK; including within Bath, Belfast, Birmingham, Bristol, Central London, Chester, Edinburgh, Leeds, Manchester Oxford and St Andrews.

The Team

Client: Watkin Jones Group

Operator: Fresh Student Living

Architects: Carey Jones Chapman Tolcher

Planning Consultant: Montagu Evans

Transport and Highways: Curtins

Sustainability/ BREEAM/ Energy: Ensphere Group

Structural Engineer: Westlake Engineering

The Need for Purpose Built Managed Student Accommodation in Waltham Forest

The site presents an ideal opportunity for the delivery of purpose built student accommodation for the following reasons:

1. There is a significant demand for student accommodation with 184,000 bedspaces needed in London by 2020.
2. There is a significant under supply of student accommodation across London with a shortfall of approximately 140,000 bedspaces to 2020.
3. The London Plan supports a dispersal of student accommodation across London, in highly accessible locations with good transport links to central London universities.
4. The site is ideally located for purpose built student accommodation being within a 40 minute journey time of 25 of 38 of London's higher education institutions.
5. There are only 529 managed student bedspaces in Waltham Forest and, even with this developed, the number of bed spaces will be less than 1000. The London plan encourages the delivery of up to 2300 managed student bedspaces within each London Borough.
6. Providing 400 bedspaces could free up 110 family dwellings within the borough currently occupied as houses in multiple occupation. This would make a real contribution to the Borough's housing objectives.
7. The site is highly constrained by underground tunnels coupled with air quality and noise issues. Student accommodation is the optimum use.
8. Student accommodation would bring significant socio-economic benefits to the area. 400 students would yield an the annual net spend of £1.8m which could be spent in the local community.



HAVE YOUR SAY

The Watkin Jones Group and their project team would like to hear your thoughts on these emerging proposals. Feedback from key stakeholders and the local community will be carefully considered by the project team as they work towards a more detailed scheme which will be submitted for planning to London Borough of Waltham Forest later this year.

Please provide your feedback on the comment form provided. This can be completed on the day and posted in the box provided or returned to Avril Baker Consultancy, consultation co-ordinators, at the address provided on the form. Feedback should be submitted no later than Wednesday 5 April 2017. A summary of feedback will be included in a statement of Community Involvement which will be included as part of the planning application.

02 Watkin Jones Group

Established in 1791, Watkin Jones Group has a proven track record in developing commercial and residential properties, and developing and managing high quality purpose built student accommodation. They are experienced developers of student housing and have developed accommodation for approaching 35,000 students at universities across the UK since 1999.

The Group are experienced and responsible managers of student housing through their partner organisation Fresh Student Living. They currently manage 45 student accommodation schemes housing approximately, 15,000 students. Further information on Fresh Student Living is provided on board 3.

The Watkin Jones Group is very experienced in developing and constructing student accommodation. This can be demonstrated by the following examples of schemes in London which have been completed or commenced within the past three years. These are listed in terms of their proximity to Waltham Forest.



Blackhorse Lane, Waltham Forest

- 484 dwellings, 527 student bed spaces and a mix of commercial and community spaces
- Designed by PTE Architects
- The scheme is being constructed in partnership with Taylor Wimpey
- Watkin Jones Group led student accommodation element due for completion in August 2017-



Stockwell Green, Lambeth

- 328 student bedspaces and commercial floorspace
- Designed by TP Bennett
- Approved May 2011
- Completed August 2013



Britannia Street, Camden

- 228 student bed spaces and performance/ gallery space
- Designed by CJCT
- Approved September 2012
- Completed in August 2014



Finsbury Park, Islington

- 475 student bed spaces, 15 residential dwellings, light industrial floorspace and retail floorspace
- Designed by DGA Architects
- Approved on June 2012
- Completed August 2015



Hampton Street, Southwark

- 221 student bed spaces, commercial space and a café.
- Designed by Alumnope
- Approved March 2012
- Completed August 2015



Duncan House, Stratford

- 44 residential apartments, 510 student bed spaces and a mix of academic space.
- Designed by Hodder and Partners
- Approved August 2016
- Completion August 2019

03 Fresh Student Living



Fresh Student Living is a partner organisation of the Watkin Jones Group, responsible for managing purpose built student accommodation both retained by the Group and on behalf of others. Fresh currently manages approximately 15,000 bedspaces within the following locations: Aberdeen, Bangor; Birmingham; Bournemouth; Chester; Derby; Edinburgh; Glasgow; Ipswich; Kingston; Liverpool; London; Loughborough; Paisley; Reading; Sheffield; Swansea; Wolverhampton and York. The portfolio is varied, ranging from 60 rooms to 1000 rooms, with a mix of new build schemes and refurbishment/ adaptation of existing buildings.

Fresh is a highly experienced specialist manager of student accommodation. Its philosophy is: "to provide good quality management service for students; Fresh will provide a safe, secure and socially dynamic environment for students to experience life to the full".

Accredited to the National Code of Standards for Student Accommodation Management – Accreditation Network UK (ANUK) ensuring 'assured' high standards of housing management, minimising misunderstanding and disputes, and ensuring prompt resolution of any issues. ANUK status is used to accredit both private purpose built accommodation and university halls of residents.

ANUK is supported by the National Union of Students (NUS), the Department of Communities and Local Government, the Association for Student Residential Accommodation, the Chartered Institute of Environmental Health Officers and Universities UK.

Fresh delivers the full range of student accommodation services across its portfolio including marketing, letting, rent collection, tenancy matters, security, cleaning, health and safety, repairs and maintenance.

Fresh also provides softer services including first line pastoral care, organisation of social activities on site, liaison with the local community to ensure integration with the community, and dialogue and joint working with key stakeholders including student unions, colleges and universities.

A key principle of all schemes operated by Fresh is the establishment of relationships with the educational institutions that students at its schemes attend. It seeks to build positive relationships with such institutions and with other stakeholders (e.g. local authorities, local amenity groups) at the earliest possible opportunity.



Common Room, New Bridewell, Bristol



Studio, Byron Point, Liverpool



Cluster Bedroom, Briggs House, Leeds



Cluster Kitchen, Dining Living Area, New Bridewell, Bristol



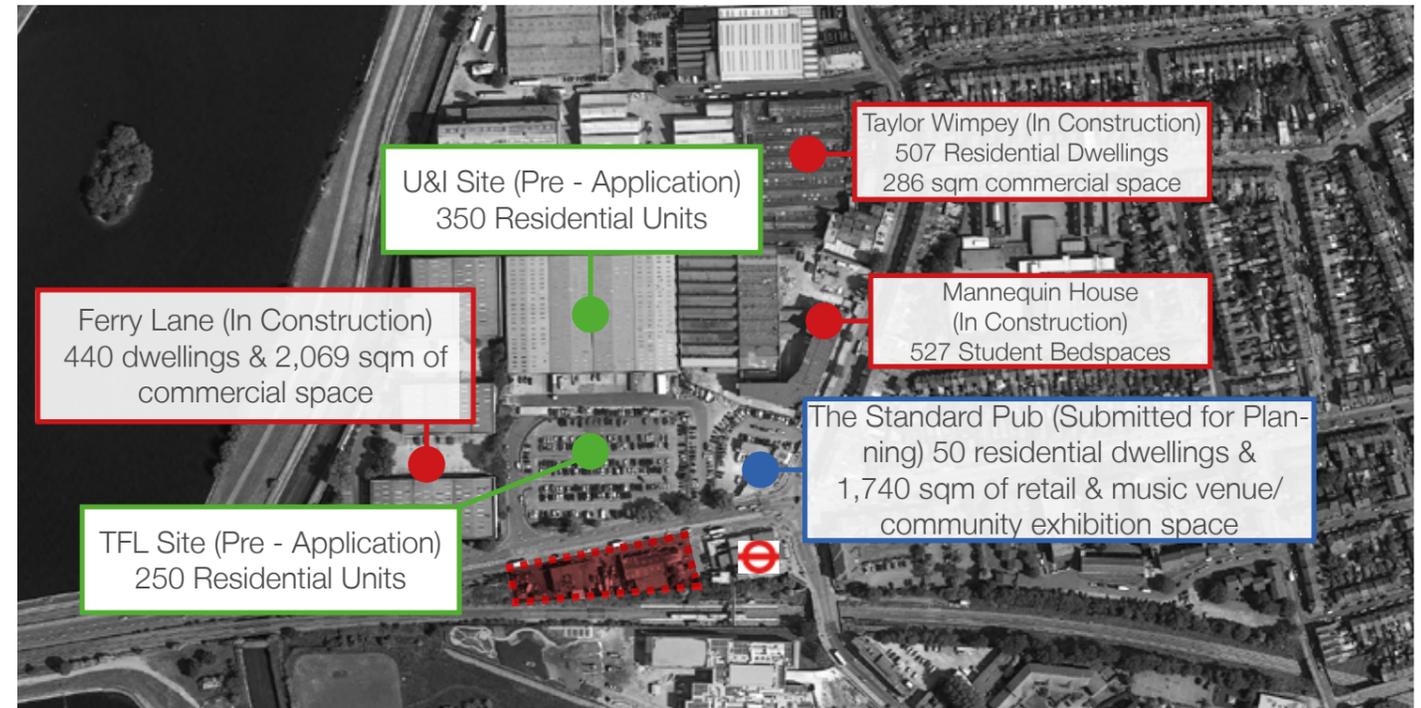
Common Room, Hampton Street, London



Cluster Kitchen, Dining Living Area, Hampton Street, London

04 Planning & Site Context

- The site is 0.20ha and contains the Renault garage and a former petrol station now operating as a car wash.
- The site is highly accessible (PTAL 4-5) being a 60m walk from Blackhorse Road Station and bus services along Forest Road and Blackhorse Road.
- The site is identified within the Borough's Core Strategy (2012) as falling within the Blackhorse Lane growth area.
- The Blackhorse Lane Area Action Plan (2015) allocates the site (BHL2 North) for a mixed use development comprising residential (50 Units) and Commercial (1500sqm). The site is also identified as a gateway location.
- The site is under utilised and in need of regeneration.



A current street view of the site facing south west



A current street view of the site facing south east



The Standard Pub Proposed Scheme (subject of planning policy)

Mannequin House Scheme (In Construction)

Ferry Lane Proposed Scheme (In Construction)

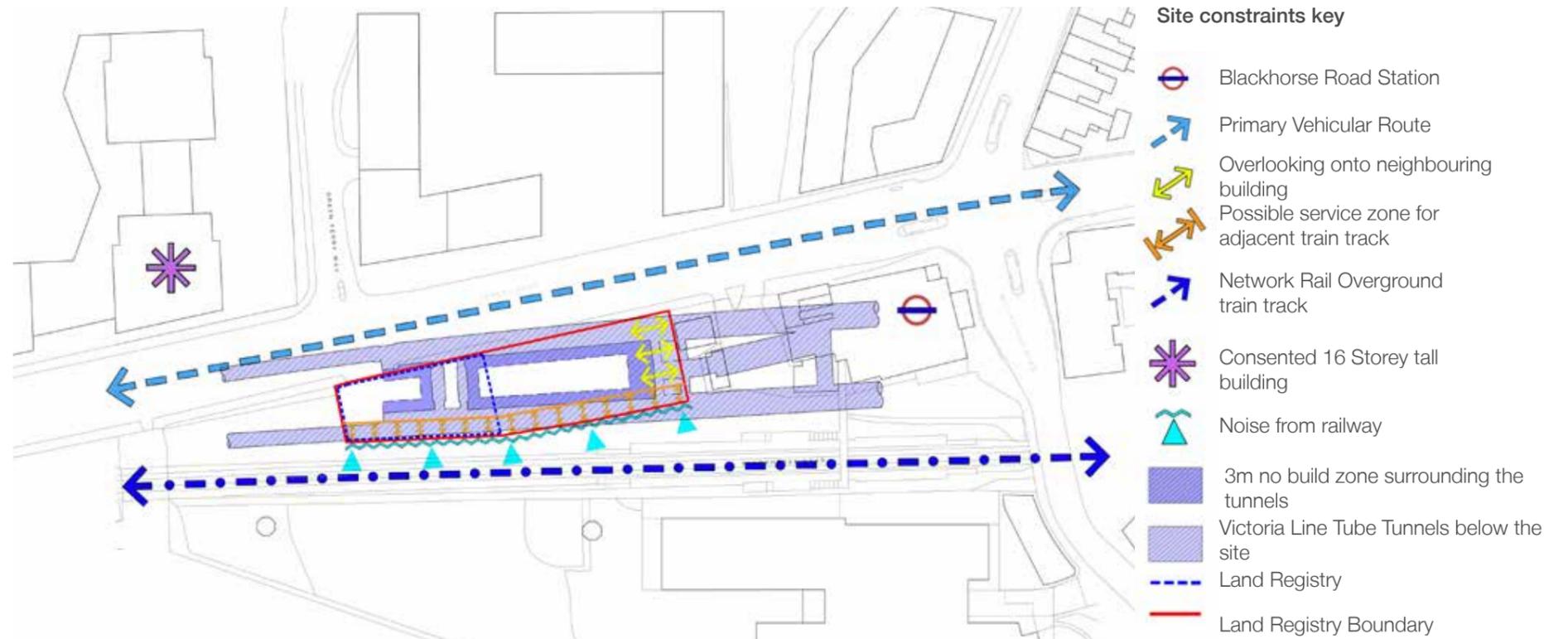
05 Site Analysis

The site is constrained by:

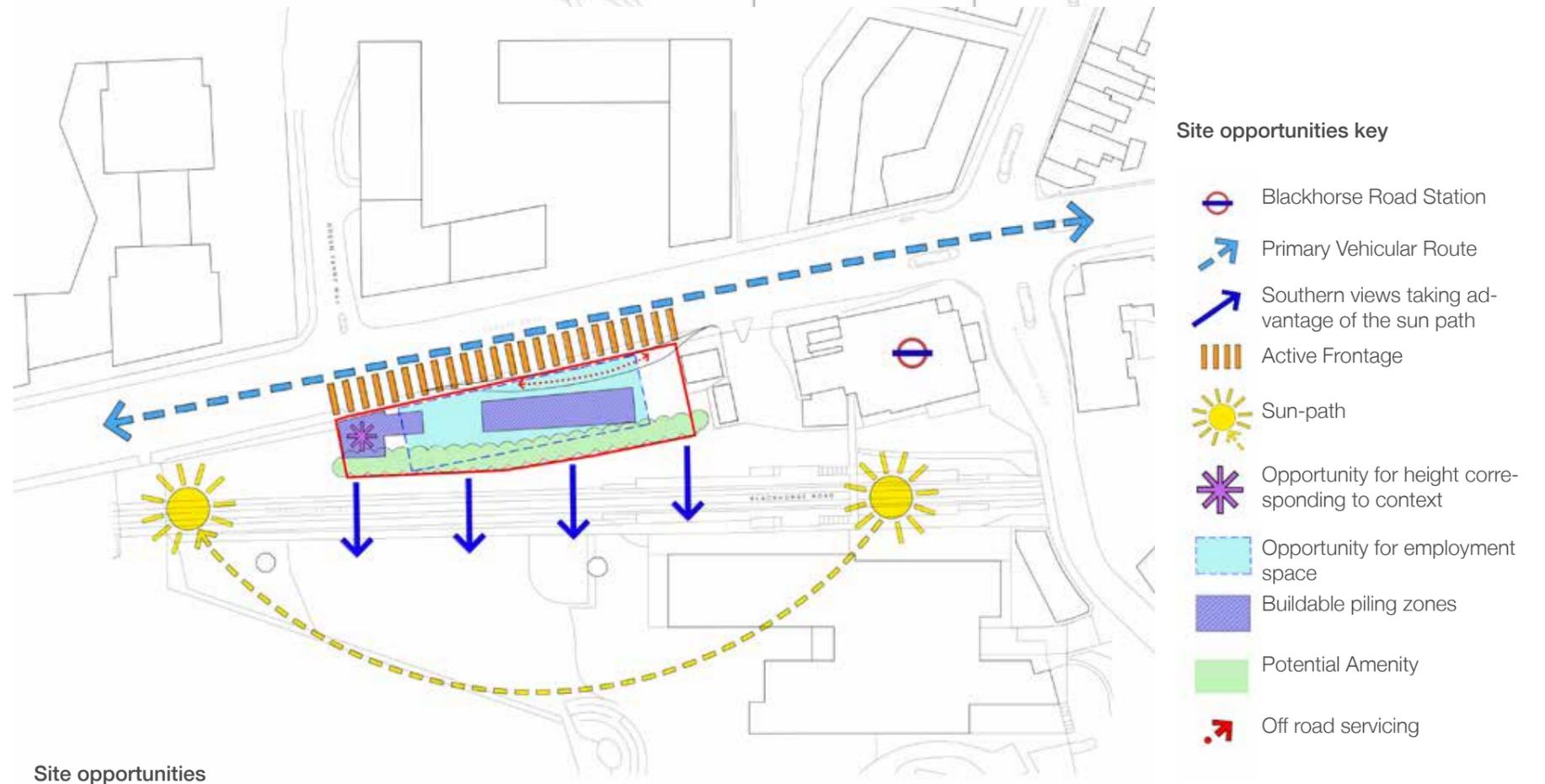
- Underground tunnels which effects what can be built above ground. There is a 3m horizontal and 6m vertical no build zone around the tunnels.
- Noise emittance from the overground railway and Forest Road.
- Air quality from Forest Road

The site presents a number of opportunities:

- Long south facing aspect.
- Ability to better activate Forest Road.
- Potential for public realm enhancements to Forest Road improving the pedestrian experiences to Blackhorse Road Station.
- Potential for a tall building marking the gateway location.
- Delivering a high quality designed building which will visually regenerate the site.



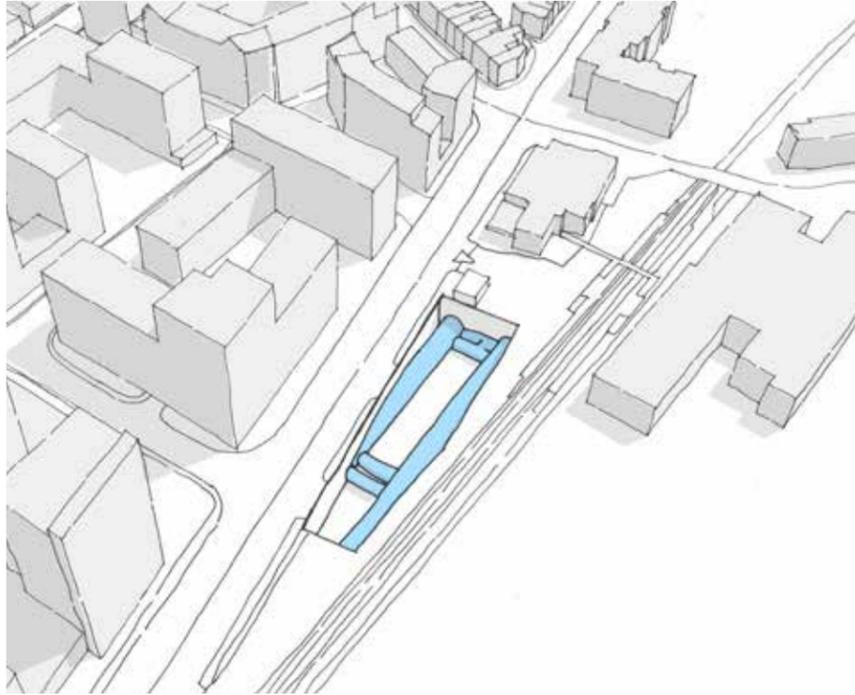
Site constraints



Site opportunities

06 Design Evolution

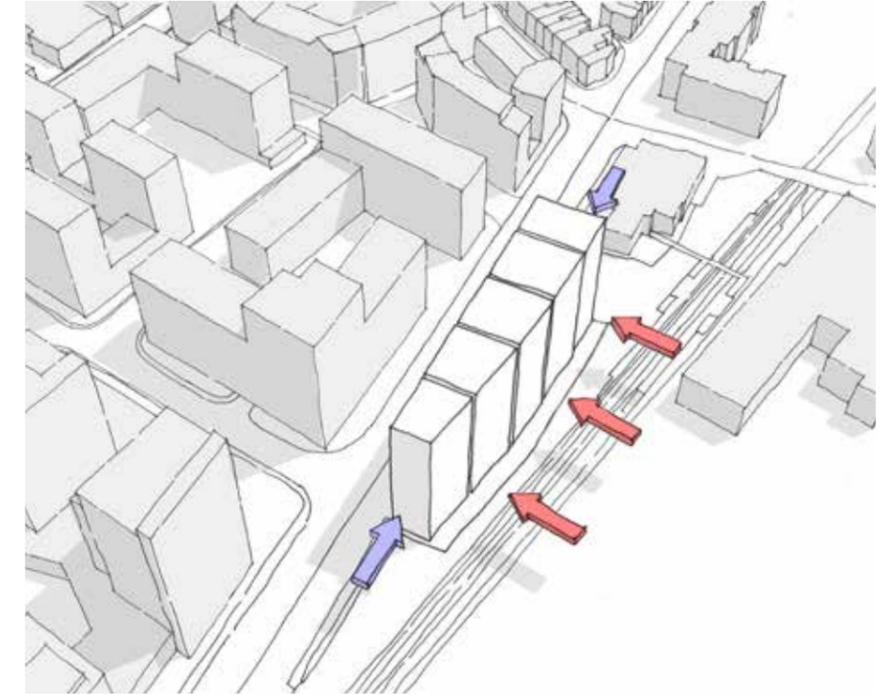
Concept Evolution



Victoria Line below site. The tunnels have a six meter vertical and three meter horizontal no build zone.



■ Piled Structure ■ Raft Structure



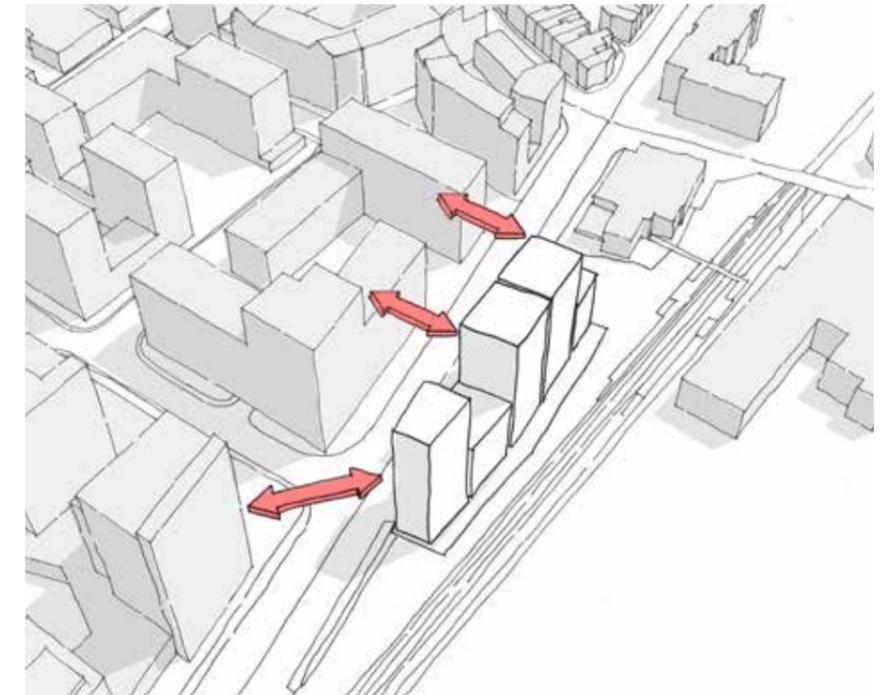
Extruded massing based on the piling and rafting structure and self imposed five metre no build zone has been incorporated to south.



Massing pushed back to allow for landscaping and servicing.



Adopting a 'push & pull' hydraulic massing strategy, responding to the surrounding context. Shared amenity to the rear.



The massing has been influenced by the surrounding context. Nine-storey shoulder height increasing to seventeen Storeys.

07 Proposals

The scheme comprises the following:

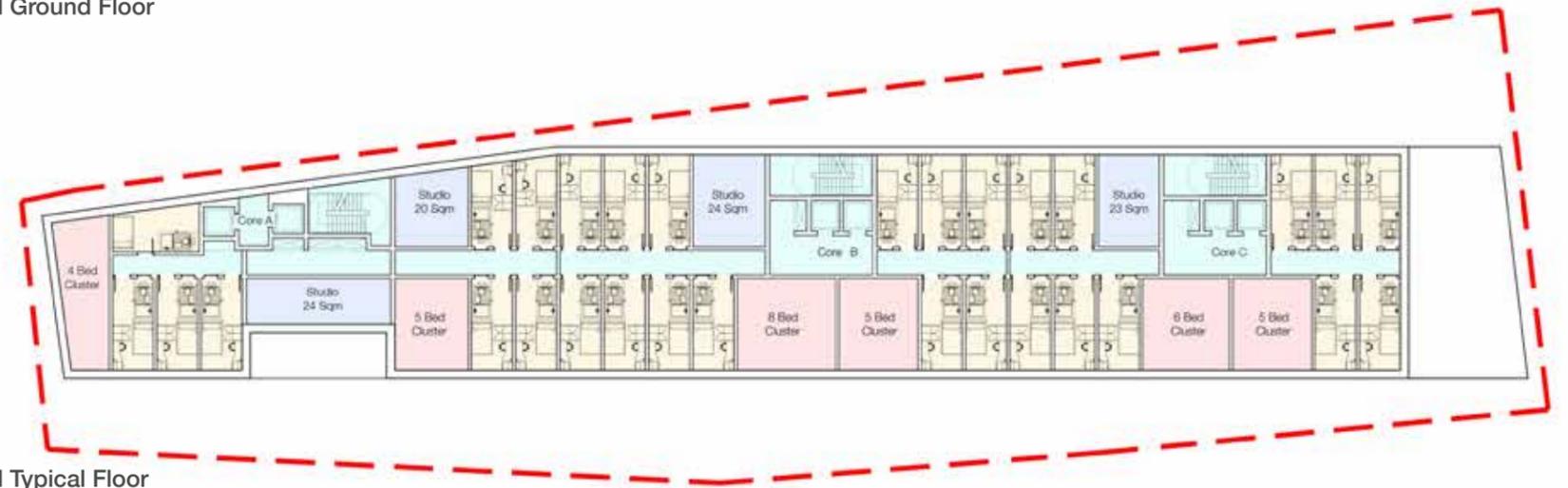
- 378 sqm of ground floor commercial uses which will activate Forest Road.
- 400 student beds arranged as studio units and cluster flats.
- Generous private amenity spaces within the buildings and externally.
- Public realm enhancements along the Forest Road frontages including a lay by for services and 2 off street disabled parking spaces.
- 150 cycle spaces for students.
- An energy centre.



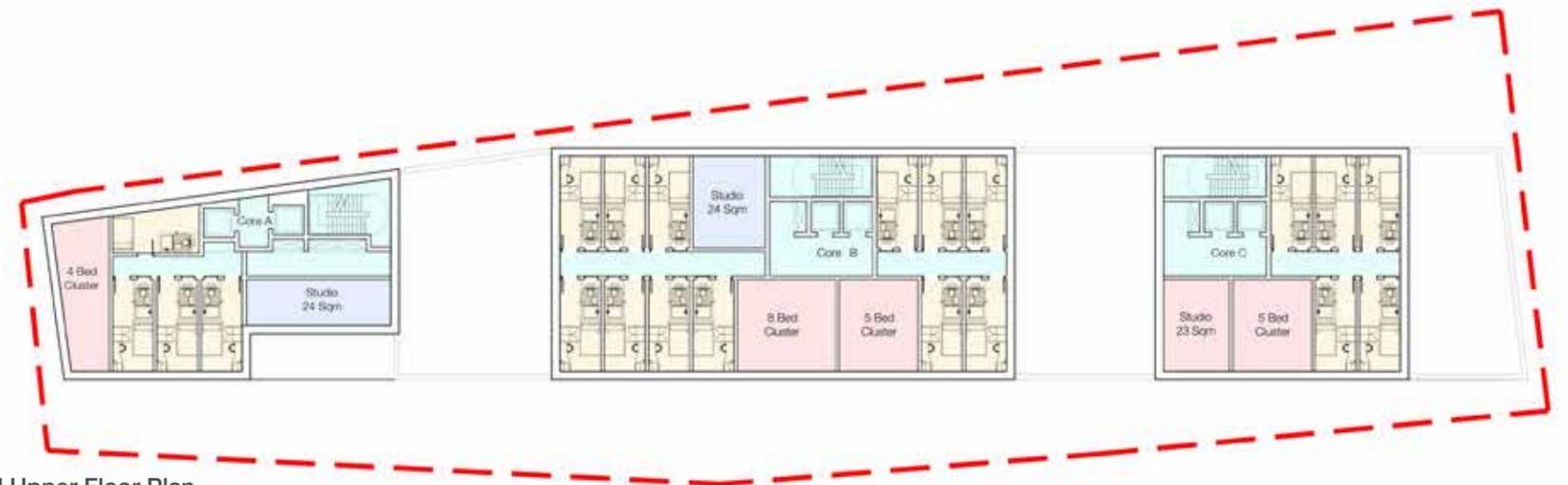
Proposed Ground Floor

Plan key

- Student Communal Space
- Cluster Kitchen, Dining and & Living Space
- Cluster Bedrooms
- Studio Bedrooms
- Circulation Space
- Flexible Commercial Units
- Ancillary Space



Proposed Typical Floor



Proposed Upper Floor Plan

08 Proposals

- Buildings of high quality design rise to between 9 and 17 storeys.
- The massing has been developed with regards to the current and emerging context and will contribute to the regeneration of the area.
- The building has been arranged in a series of taller elements 17,13 and 15 storeys, with nine storey shoulder blocks to breakdown the massing and provide an interesting varied town scape.
- High quality robust materials will be used and is likely consist of a mix of masonry and metal cladding.

Sketch View looking East along Forest Road



09 Proposals

Visualisation looking East along Forest Road



Elevation Design and Material Study



Visualisation of proposed ground floor

10 Building Management

Watkin Jones and Fresh Student Living recognise that being a good neighbour is critical to the successful integration of the new student housing within the wider community. They are able to draw on their wealth of experience in managing student housing across the UK to enforce high standards of behaviour:

- Fresh Student Living will manage the scheme to provide a clean and well-maintained environment.
- The development will have on-site management, typically between 8.00am and 5.00pm. Management staff will be supported by a team of senior student wardens who work in shifts to ensure a 24 hour a day, 7 days a week management presence.
- Local residents and businesses will be provided with a dedicated point of contact on the site to address any issues or problems. If our neighbours are not satisfied with Fresh Student Living's management they can complain to ANUK.
- All students will sign a lease that commits them to acting in a proper and respectful manner. If they break the terms of the lease, they can be asked to leave the accommodation.
- A clause will forbid students from making noise that is audible outside of the building between 11pm and 7am, and noise will be monitored.
- CCTV will be installed throughout the scheme's entrances and communal areas, including both hallways and recreational areas, and will be operated 24 hours a day. This will form part of a series of measures which will enable the development to obtain Secured By Design accreditation.
- Management staff supervise the beginning and end of year arrangements where students are given 20 minute slots to load/unload their belongings.
- Additional staff are brought in to assist in directing students and handing out/collecting keys. For further details of the move in/move out strategy, please ask a member of the design team. In our experience a high quality, clean and well maintained environment is conducive to respect and appropriate behaviour from students.



11 Local Benefits

- Regenerate an under utilised and unattractive site within the Blackhorse Lane growth area.
- Deliver high quality, purpose built student accommodation which will contribute to a mixed and balanced local community.
- Will contribute to London and the Borough's demand for student accommodation and reduce the need for existing family homes currently occupied by students as HMO accommodation. Up to 110 family homes could be converted back for those most in need.
- 400 students would yield disposal income of approximately £1.8m per year, which will benefit the local economy.
- The provision of ground floor commercial uses will activate Forest Road and provide an improved pedestrian environment particularly the walking route between Blackhorse Road station and the wetlands.
- The scheme will generate up to 20 jobs during the operational phase and 250 to 300 jobs during the construction phase. This offer will present the potential for local job opportunities.
- Enhance the public realm along Forest Road through both hard and soft landscaping.
- Provide a high quality development, with robust materials, which will significantly enhance the character of the surrounding area in an important gateway location.
- The building has been designed to minimise carbon emissions in accordance with the Mayor of London's energy hierarchy. The buildings have been designed to allow for a future connection to a district wide energy network. The scheme will achieve a BREEAM 'Very Good' rating.

