

# WELCOME

## THANK YOU FOR COMING TO THIS PUBLIC EXHIBITION ABOUT URBANEST'S DEVELOPMENT PROPOSALS FOR 2 TRAFALGAR WAY IN POPLAR.

### THIS EXHIBITION IS YOUR OPPORTUNITY TO:



Learn more about the plans for this vacant site.



Meet the project team and ask any questions.



Give your views to help shape the final designs.

All of the information displayed at this exhibition is also available to view and download at our website [2trafalgarway.co.uk](http://2trafalgarway.co.uk)

### THE RIGHT PROJECT TEAM:

Apt is a design focused studio that has been brought on board as lead architects for 2 Trafalgar Way. Founded in 2009, Apt have a wealth of experience designing and delivering innovative buildings across different sectors.

This includes student accommodation and Apt is working with Urbanest to design and deliver a new mixed-use campus on Vine Street, in the heart of the City of London. The practice also has extensive experience in Tower Hamlets and has been working across the Borough on a range of residential projects since 2013.

Representatives from Apt, along with others from the development team, are here today to help answer your questions.

Apt

LD&DESIGN

GERALDEVE

LONDON  
COMMUNICATIONS  
AGENCY

### WHO ARE URBANEST?

Urbanest was formed 10 years ago and is a leading contemporary student accommodation provider in London, managing over 3,000 student beds across seven different properties for many of the Capital's most renowned universities, including LSE and King's College.

Unlike many other student accommodation providers, Urbanest designs, builds and manages each of its own residences. We believe this allows us to deliver even better buildings for our students, with safe and secure apartments, great social areas, workspaces and a wide range of amenities and facilities. It also allows us to better consider how we can benefit the local communities we become a part of, and we've done this in Camden, Lambeth, City of London, Hackney and Westminster by providing start-up incubator workspaces for graduates, local residents and entrepreneurs from which to work and launch their ideas.

We've been recognised across London for our work and for delivering buildings that are both sustainable and of a high architectural quality. At Trafalgar Way, our approach will be exactly the same, and we'll look to deliver something which is a landmark for the Borough, provides benefits for local people and professionally managed purpose-built accommodation for Tower Hamlets' ever increasing student population.



Urbanest, Westminster Bridge.



Urbanest, City of London.



Huntington, Tower Hamlets (Apt).



3 Merchant Square, City of Westminster (Apt).



# BRINGING TO LIFE A LONG-TERM VACANT SITE



Aerial view of the site and Canary Wharf.

## ABOUT THE SITE

2 Trafalgar Way is an important site which has regrettably been left neglected and vacant for a number of years. It forms a gateway between Poplar Dock Marina to the south, Poplar High Street to the north and Canary Wharf to the west.

The principle of redevelopment on this site has been long established, and in 2009 planning permission was granted for a 126.7m and 107.5m residential-led mixed use scheme commonly known as the Helix Tower.

## THE ISLE OF DOGS & SOUTH POPLAR OPPORTUNITY AREA

The site forms part of the Isle of Dogs & South Poplar Opportunity Area and sits in a part of the Borough that continues to see significant growth and investment. Large redevelopment schemes are already under construction at Wood Wharf, Blackwall Reach and the Poplar Business Centre. The nearby Billingsgate Fish Market is also soon to relocate, and Tower Hamlets Council has an aspiration for a mix of different uses including offices and homes.

Our proposals offer a fresh approach to the site and re-imagine the consented design with student housing to respond to the growth of one of Tower Hamlets and London's best educational institutions, University College London (UCL).

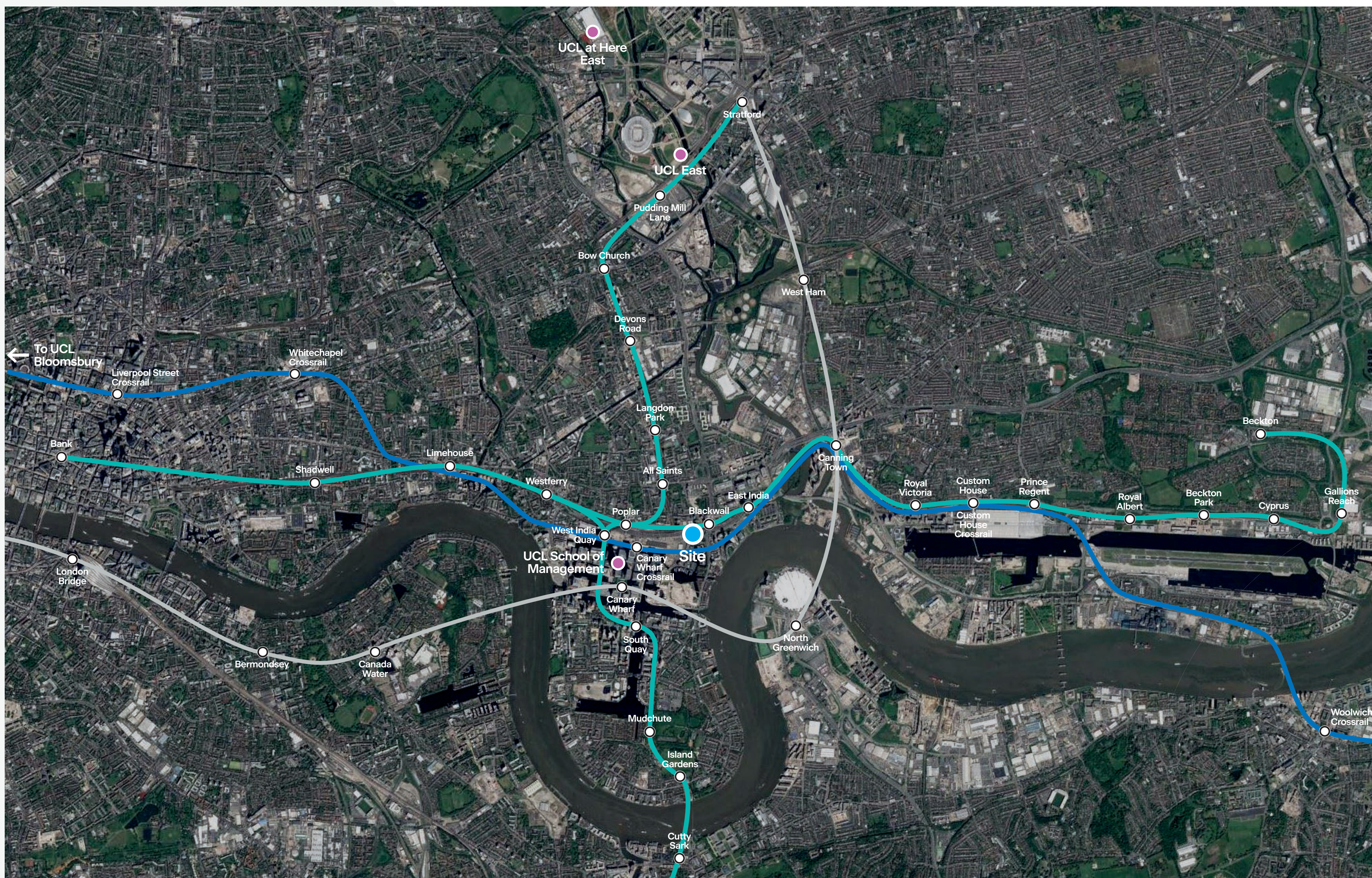
Having held initial discussions with the Borough and the Greater London Authority (GLA) – both of which support the idea of student accommodation here – we now want to introduce ourselves to local residents, business and community groups and hear your views on the developing designs.



CGI of the approved Helix Tower development.



# MEETING A CLEAR NEED AND SUPPORTING UCL'S GROWTH



Aerial image showing UCL campuses.

London has one of the largest concentrations of students in the world and is home to more world-class universities than any other city globally.

UCL plays a major role in drawing students to London. As of November 2019, it now ranks eighth in the 2020 QS World University Rankings and sixth in the NTU World Ranking, making it the top ranked institution in the Capital.

It has over 42,000 full time students and continues to grow, demonstrated by the expansion of the UCL campus in East London and the development of UCL East in Stratford.

Its next phase of expansion is to build upon the success of the School of Management (SoM) in Canary Wharf and to do this it must double the physical space it currently occupies there. Urbanest wants to support this growth and encourage UCL's students and staff living locally and spending on Poplar High Street.

Student demand for beds routinely outstrips UCL's supply. Student numbers across London are only increasing, putting pressure on an already strained housing stock. Appropriate, purpose-built private student housing can help to ease this and allow universities like UCL to meet demand.

## WHY 2 TRAFALGAR WAY?

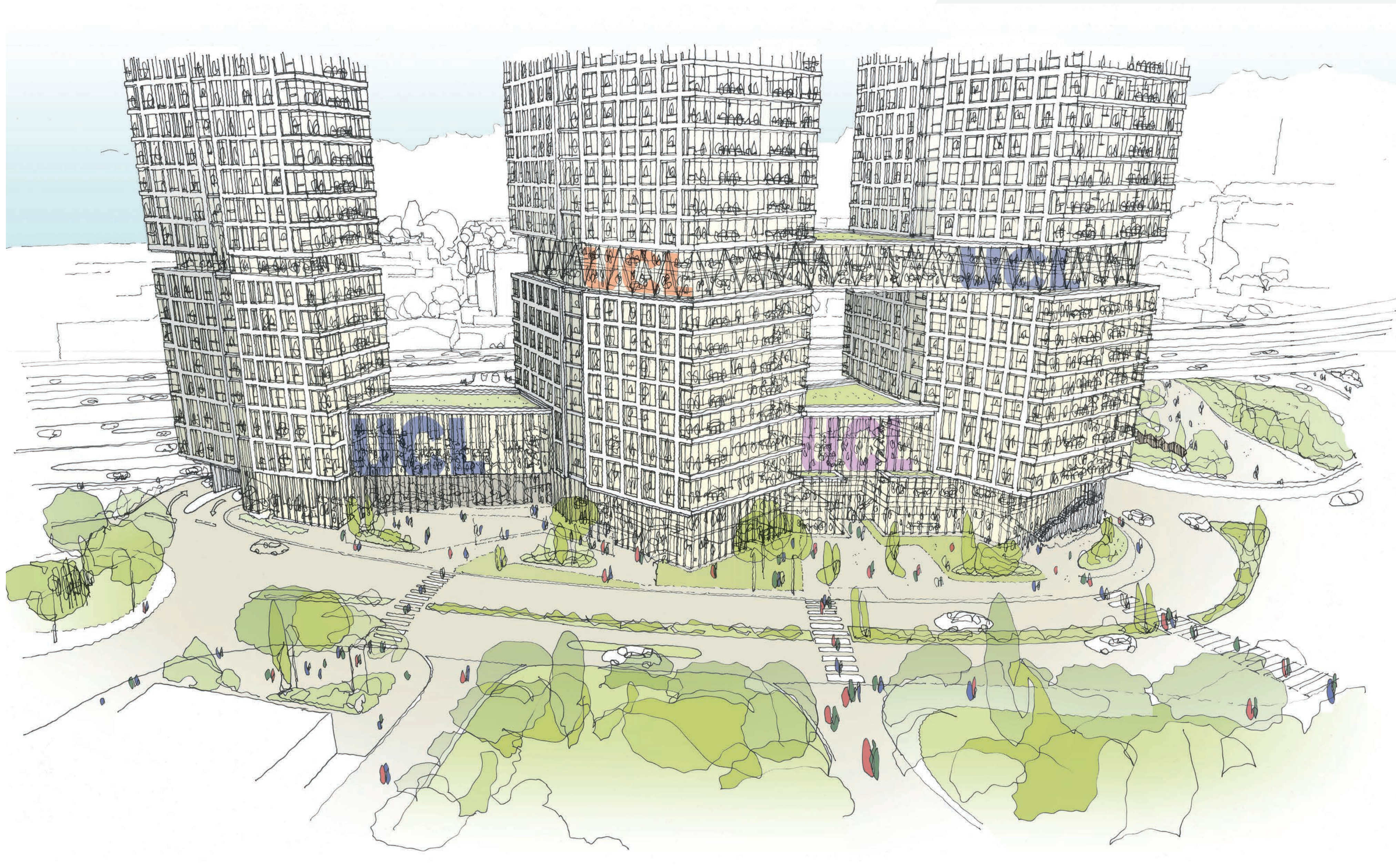
We believe 2 Trafalgar Way is an ideal site for student accommodation. It is only a twelve-minute walk from UCL's SoM at One Canada Square and benefits from excellent public transport links to the major new campus at UCL East and current facilities at UCL Here East.

It is also close to Canary Wharf, and all of the City's fantastic cultural offerings, providing an attractive proposition for students who are keen to get the most out of their 'London experience.'

We've had early discussions with Tower Hamlets' Conservation and Design Advisory Panel and the GLA about delivering purpose-built student accommodation here and both support it in principle.



# PROVIDING HIGH QUALITY ACCOMMODATION FOR STUDENTS AND STAFF AT UCL



Sketch drawing showing proposed new UCL campus.

The proposals are for a mixed-use campus, comprised of three buildings between 28, 36 and 46 storeys.

Building one will provide around 70 homes for UCL teaching staff and visiting lecturers, with a mix of two- and three-bedroom apartments. These apartments would be managed by Urbanest but UCL would determine who would take them.

The two taller buildings will provide approximately 1,600 purpose-built rooms for students. The buildings are defined at ground floor by several podium levels, which include flexible work and incubator spaces, communal areas for students, children's soft play space, a cycle surgery, small café area and a McDonald's restaurant.

Above the podium, the two towers are linked by a skybridge. This adds a unique architectural quality to the design, but also helps to better create a campus feel across the two buildings.

The skybridge itself includes communal student facilities such as lounges and cinema rooms. Each level of the building includes a mix of student room types, to create a series of 'on-floor neighbourhoods', with shared kitchen and dining spaces.

## OUR AFFORDABLE CONTRIBUTION

Student accommodation is different to other types of Build to Rent accommodation. All of the student bedrooms we are proposing here will be offered at a submarket rent.

We will also be making a significant financial contribution to Tower Hamlets Council for them to deliver more affordable housing locally.

## FIRE SAFETY

The safety of our students is always our top priority. We design each of our buildings with this in mind and at 2 Trafalgar Way, all apartments and communal spaces will be fully sprinklered and the student accommodation will each be served by two fire escape stairs. The materials proposed include triple glazed windows and cladding, which is both extremely energy efficient and non-combustible.



# DELIVERING AN ECONOMIC BOOST AND SOCIAL BENEFITS FOR THE LOCAL COMMUNITY



Study and workspace at another Urbanest site.



Study areas at another Urbanest site.

## STUDENT ACCOMMODATION AND THE TOWER HAMLETS £

As well as delivering safe, high quality purpose-built accommodation for students and UCL staff, we believe our proposals can deliver real, tangible benefits for the area.



### AN ECONOMIC BOOST TO LOCAL BUSINESSES:

Students, and particularly international students, already represent an important part of Tower Hamlets diverse community.

A survey of Urbanest students and local businesses at other central London sites found that students are enthusiastic patrons of local cafés, restaurants and pubs and that their contribution to this sector helps protect the vitality of local areas and high streets. Indeed, local owners and managers estimate that **students contribute upwards of 20% of total footfall**.

A high proportion of international students (40%) also do not go home during the holidays, meaning their spending is retained year round. We estimate that the c.1600 students living here **would spend an estimated £7.8m in the local area each year** and we'd love to meet local businesses to see how we can better promote and incentivise students visit and use them.



### NEW FLEXIBLE WORKSPACE AND COLLABORATIVE INCUBATOR SPACE:

As part of the plans, we are proposing to give UCL students, graduates, local residents and entrepreneurs, the creative and collaborative space they need to get their ideas started. We've done this successfully at our other sites in Camden, Lambeth and the City of London.



### NEW JOBS AND TRAINING OPPORTUNITIES FOR TOWER HAMLETS:

As part of the development, we anticipate approximately **230 full time equivalent construction jobs** could be created. We also expect that the proposed development could support approximately **195 jobs within the student accommodations, retail and commercial space**.



### SUPPORTING LOCAL STUDENTS INTO HIGHER EDUCATION:

We are looking at how we can support high achieving local year 13 students to help them continue their education on to university at UCL, as we have done through our Ark University bursary programme in other parts of central London.



### AN ON-SITE CHILDREN'S SOFT PLAY SPACE:

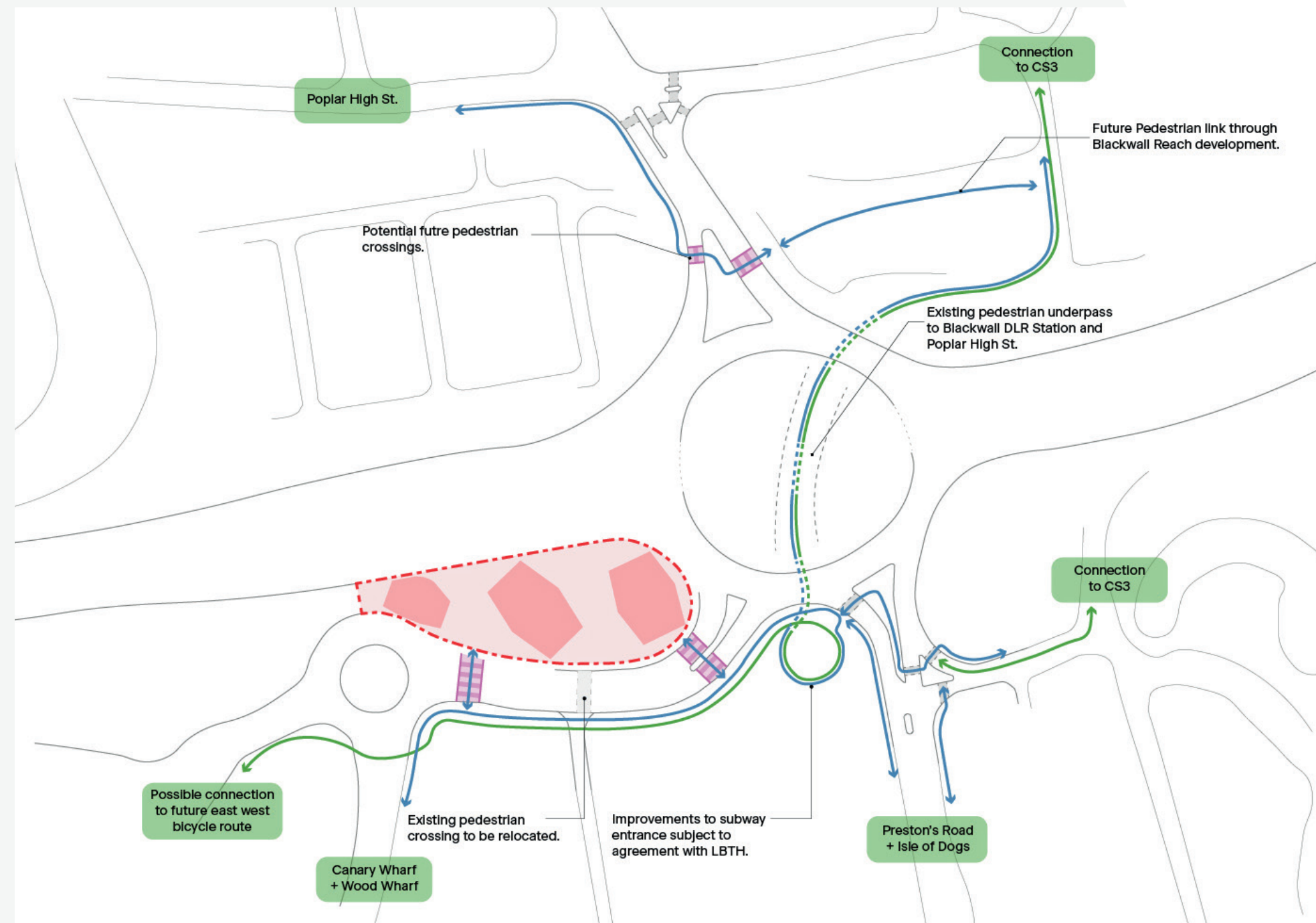
For residents of the development and those living locally in Poplar and Blackwall.



# IMPROVING CONNECTIVITY AND THE PUBLIC REALM

The site today is cut off and restricted by the busy Trafalgar Way and Aspen Way.

We are exploring a number of options, all designed to improve the pedestrian and cycling environment on Trafalgar Way, and to help improve connectivity between the Blackwall DLR station, Poplar High Street, the site and Canary Wharf.



Plan showing connectivity considerations.

## OUR VISION IS TO:

- Make Trafalgar Way part of a much better **connected and sustainable neighbourhood**.
- Install two new crossing points and **traffic calming measures** to improve pedestrian access to the existing underpass and along Trafalgar Way towards Canary Wharf.
- Vastly **improve the public realm** fronting Trafalgar Way, delivering **new public plazas** outside the commercial spaces as well as **green roof gardens**.
- Promote a 'green' design focus, with **new planting** at ground level.
- Improve pedestrian and **cycle links**.
- Work with Tower Hamlets and Transport for London (TfL) to develop proposals for **future improvements** to Preston's Road roundabout.



Ground floor plan and indicative public realm landscape images.



# AN EXPERIENCED TEAM AND EXCELLENT DESIGN

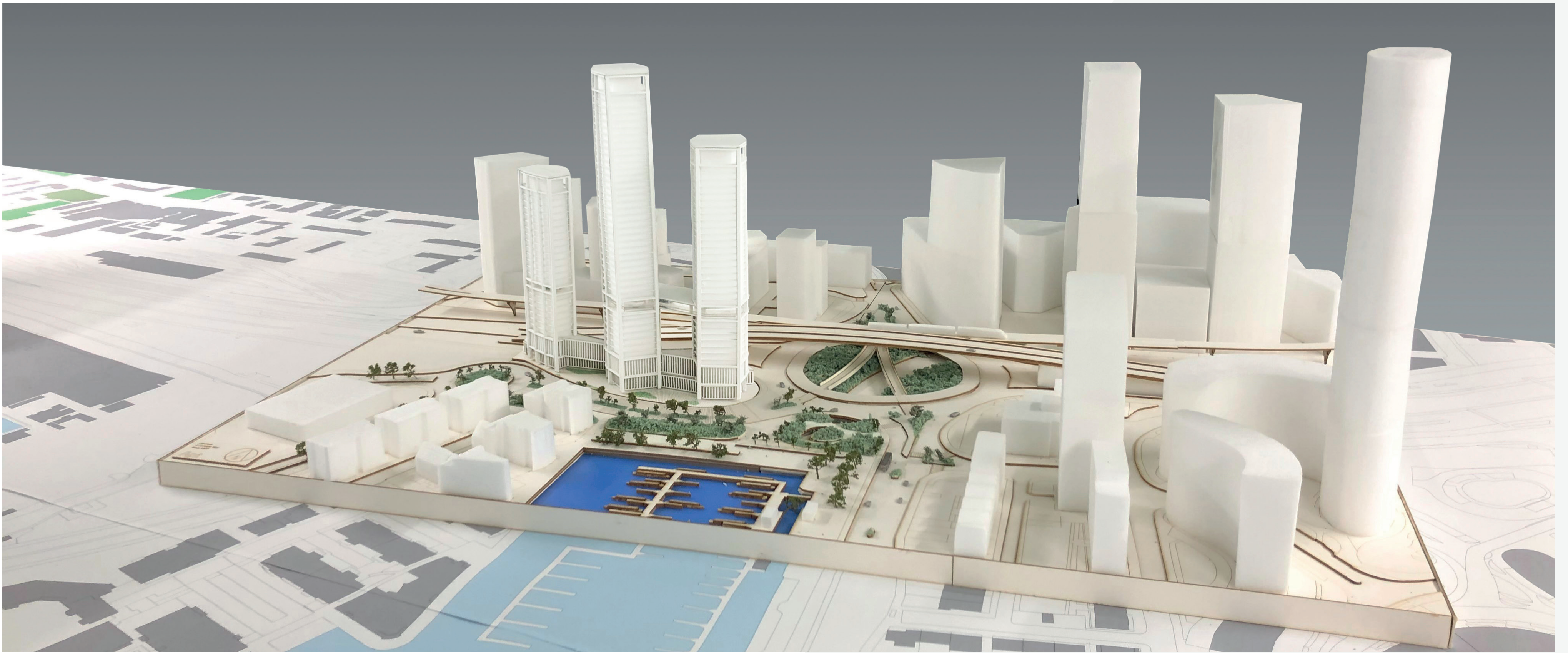


Photo of 2 Trafalgar Way model with surrounding context.

At Urbanest, we pride ourselves on approaching each new scheme with a commitment to reaching high standards of both design and sustainability.

Our aim is to deliver something that is visually appealing for local neighbours and which puts the health and wellbeing of students at the forefront of our design decisions, with communal facilities such as lounges, study areas and cinema rooms.

We have brought on-board an experienced design focused studio, Apt, to help us do this.

## TOWNSCAPE AND HEIGHT

2 Trafalgar Way sits between two clusters of tall buildings, at Canary Wharf to the west and New Providence Wharf to the east. Since planning permission was granted previously for the site in 2009, the context of the local area has changed significantly.

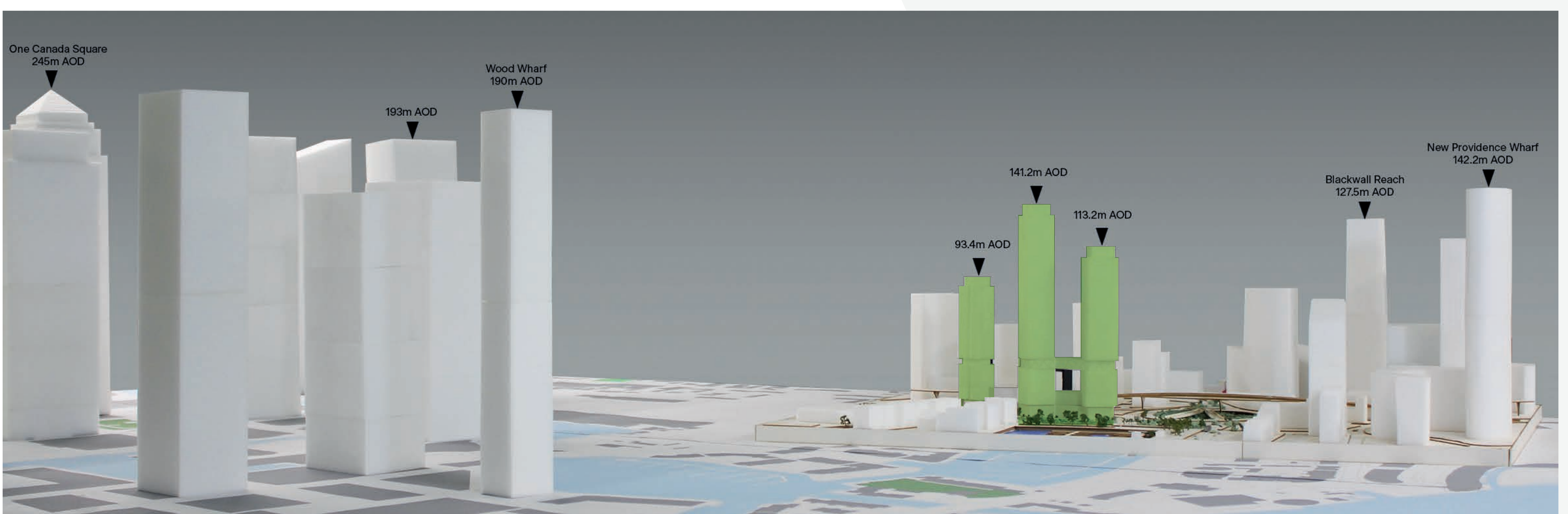
The redevelopment of Wood Wharf is extending the Canary Wharf cluster eastwards and a series of tall buildings have also been consented and are under construction in south Poplar. We believe our proposals can respond to this new emerging context and provide real benefits for Blackwall, Poplar and the surrounding communities.

## AN ICONIC PODIUM DESIGN

The scheme is envisaged as a mixed-use campus, with the four podium levels providing a mix of managed education, commercial and student amenity spaces.

## A NEW MCDONALD'S RESTAURANT

The podium will also accommodate the re-provision of a McDonald's drive-through restaurant, which previously formed part of the site. The drive-through itself will be covered, taking vehicles off Trafalgar Way and prevent any idling or bottlenecks.



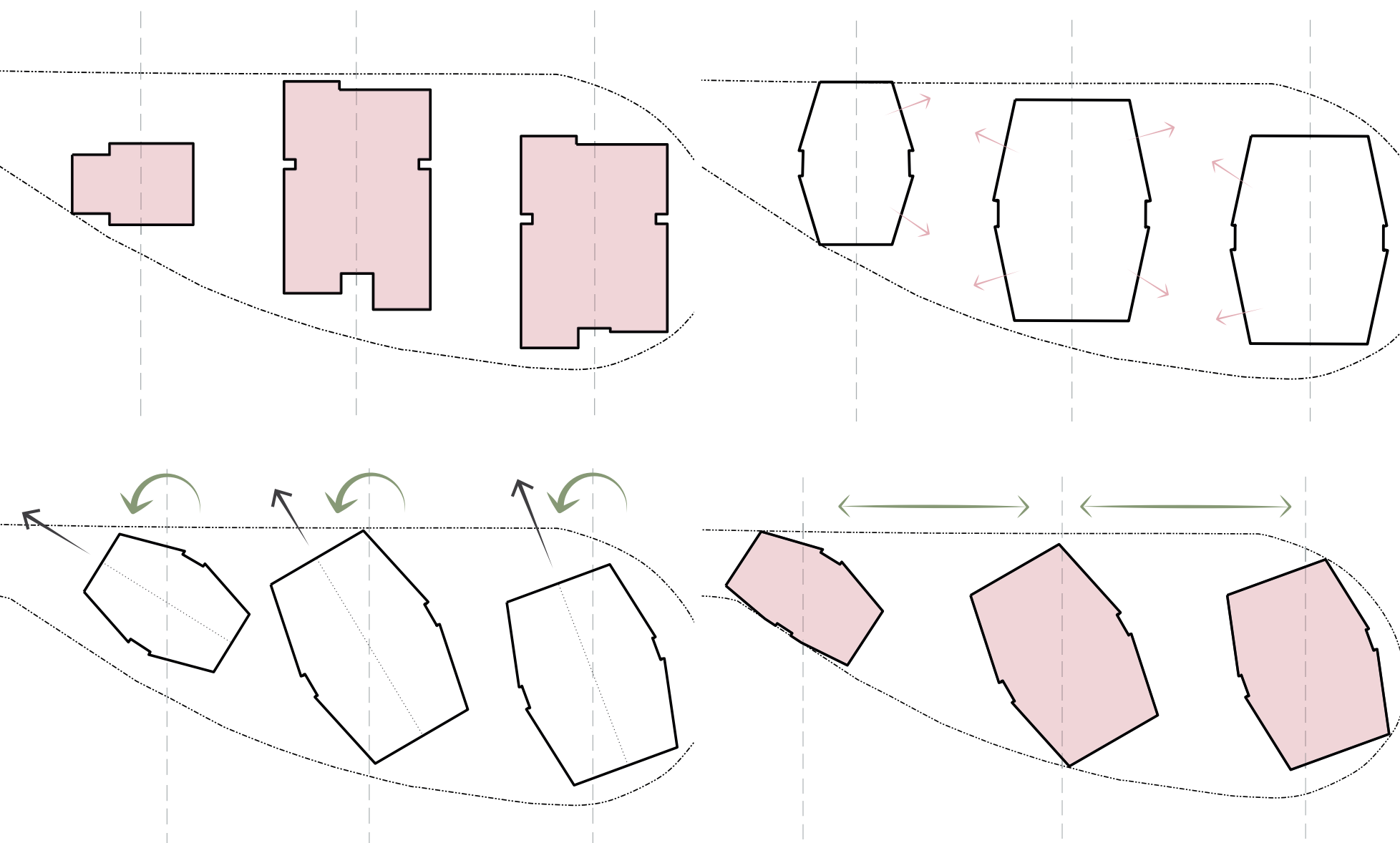
The 2 Trafalgar Way site and neighbouring landmarks.



# HOW OUR SCHEME HAS DEVELOPED

Urbanest has held regular meetings with the London Borough of Tower Hamlets' (LBTH) Planning and Urban Design Officers to discuss our proposals as they have developed.

Our masterplanning started from an initial concept of a three building campus and has evolved and developed significantly over the last few months. This has included the floorplate design, which has changed to create more slender building shapes with softer edges, and the buildings themselves have been orientated to help reduce overlooking and maintain a good level of separation. The angle of each building has also been considered and rotated to align to three historic church spires in Poplar and Limehouse to help create a better visual connection to the surrounding neighbourhoods.



Sketch plan showing evolving floorplate design.



Sketch plan of proposed podium.



Illustrative CGI of 2 Trafalgar Way from Poplar Dock.

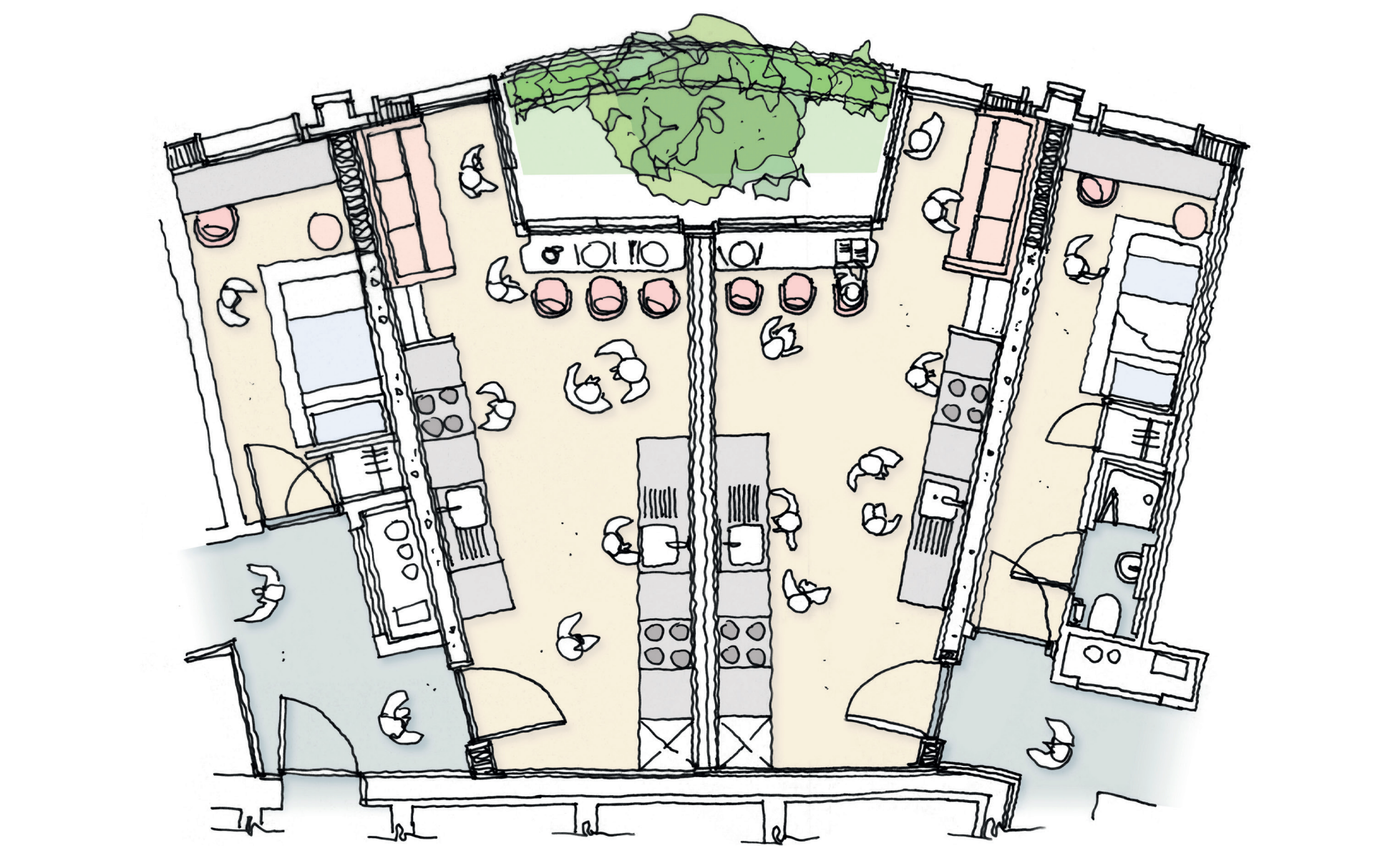
The space between buildings at ground floor has provided us with the opportunity to create a new public realm that extends to and better engages with Trafalgar Way, benefitting from its south facing aspect in the process.

The entrances to each of the buildings has also been focused to the south to respond to the local pedestrian and cycle routes.

We will continue to respond to the guidance we receive from Officers as well as the feedback from the local community as we look to finalise our designs and deliver a landmark building for this important and neglected gateway site.



Photo of 2 Trafalgar Way model development.



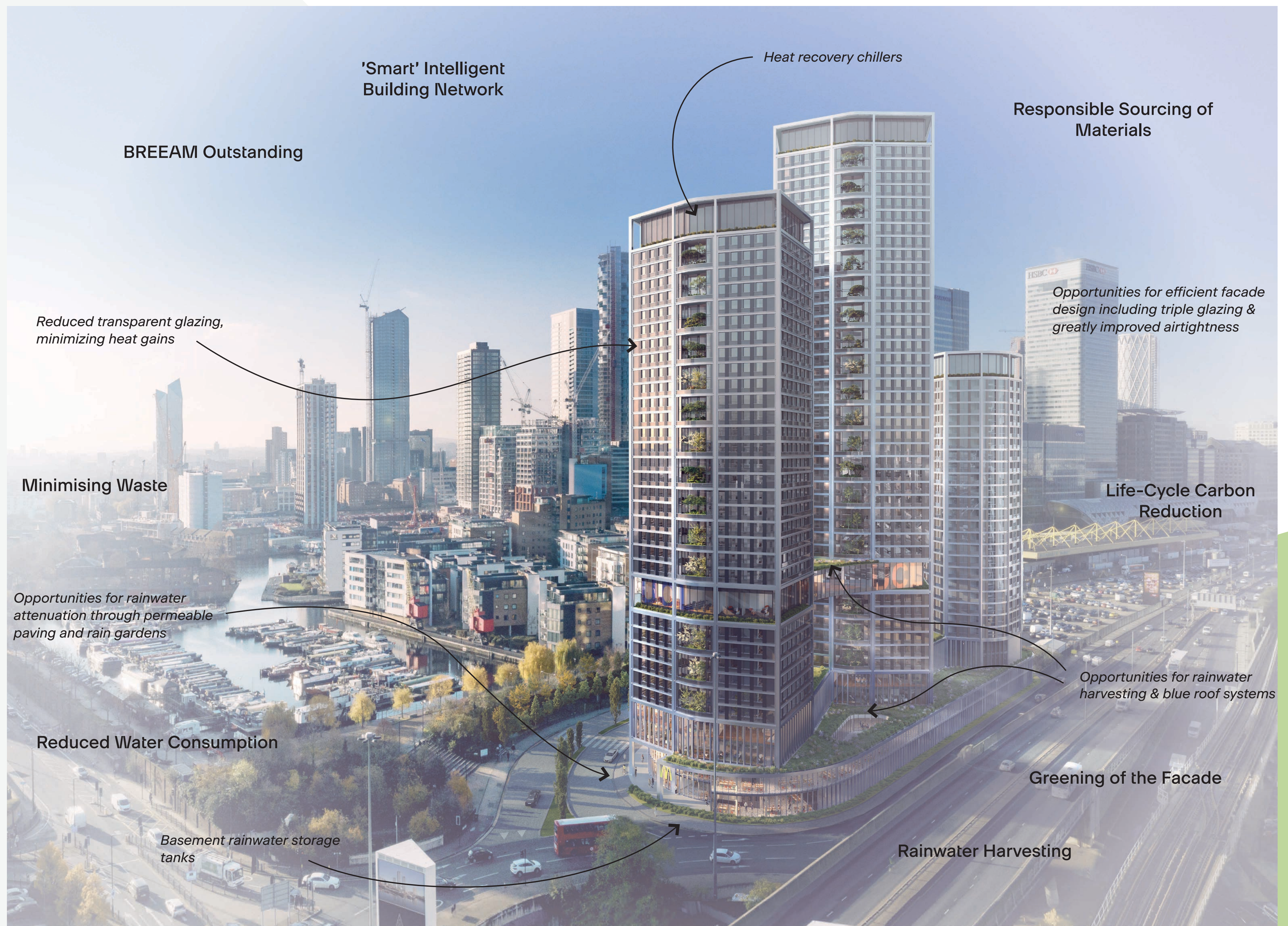
Sketch plan of student kitchen area.



Illustrative CGI of our emerging thoughts on the façade.



# A FOCUS ON SUSTAINABILITY



Illustrative CGI of 2 Trafalgar Way and sustainability initiatives.

Our aspiration is for the development to be as environmentally friendly and sustainable as possible. We know that 2 Trafalgar Way is a constrained site, close to one of London's major arterial roads – Aspen Way – and we've looked carefully at how we mitigate this and respond positively.

As part of our planning application, we will be targeting BREEAM Outstanding (the world's leading sustainability assessment), which we've also recently achieved it at our scheme in the City.



Sketch plan of landscaping and public realm.

Across the design, we're looking at a number of sustainable and green initiatives, including:

- A highly **energy efficient façade** with triple glazing.
- Air source heat pumps to provide **energy efficient heating and cooling**.
- **Rainwater harvesting** tanks for irrigation of gardens.
- A **cycle surgery** within the development for students and local residents.
- A **McDonald's drive-through restaurant** supplied with electricity from 100% renewable sources.
- A relatively **car-free scheme**, with only a few parking spaces provided for the McDonald's restaurant and those with Blue Badges.
- A Passivhaus feasibility study on the scheme.



# CONSTRUCTION AND NEXT STEPS



Illustrative CGI of new public realm.

## THANK YOU FOR TAKING THE TIME TO VISIT THIS PUBLIC EXHIBITION

We believe the redevelopment of this site provides us with an exciting opportunity to transform this vacant and neglected part of Poplar and deliver a scheme which provides high-quality student accommodation for the Borough and real benefits to the local area.

We would like to hear your views on what you have seen today. All comments will be reviewed by the project team as we develop our designs further.

You can give us your feedback in a number of ways, including:

-  Speaking to a member of the team
-  Leaving your comments via our freephone line **0800 307 7651**
-  Completing one of the comments cards provided; or
-  Emailing us at **2TrafalgarWay@londoncommunications.co.uk**

### JANUARY 2020

Public exhibition events and consultation

### SPRING 2020

Planning application submitted

### SUMMER 2020

Planning decision anticipated

### EARLY 2021

Potential start of construction (subject to planning permission being granted)

### SUMMER /AUTUMN 2024

Building works completed and first students welcomed

## RESPONSIBLE CONSTRUCTION MANAGEMENT

Urbanest is committed to working with the local community and being a responsible neighbour during construction. A detailed construction management plan would be agreed with Tower Hamlets Council before any works started on site.