

# 2 TRAFALGAR WAY COMMUNITY NEWSLETTER



Aerial view of the site facing south west.

**We want to deliver much needed student and staff accommodation here, to support the growth of University College London (UCL).**

Working with our architects Apt., we have developed what we believe is a world-leading sustainable design, one which would be ultra-low carbon once operational and would meet UCL's demand and deliver real benefits for the local economy.

**This newsletter provides an update on our final designs for 2 Trafalgar Way. Following consultation with the local community and stakeholders, we have now submitted a planning application to the London Borough of Tower Hamlets. We hope this newsletter is helpful and if you have any questions or would like to get in touch, please do not hesitate to do so by using the details on the back page.**

**WHO ARE URBANEST**

Urbanest has become one of London's most trusted, high quality developer / operators 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. Our eighth development is currently under construction in the City of London and will be ready ahead of the 2021/22 academic year. Founded over 10 years ago, we are working with UCL on our proposed partnership and want to support its next phase of expansion and build upon the success of the nearby School of Management in Canary Wharf, which has been granted approval to double the physical space it currently occupies there.



# A REMINDER OF OUR PROPOSALS

We believe 2 Trafalgar Way is an ideal site for student accommodation. It is only a twelve-minute walk from UCL's School of Management at One Canada Square and benefits from excellent public transport links to campuses at UCL East and Bloomsbury.

## OUR PROPOSALS WOULD DELIVER:

- **A mixed-use campus**, with three buildings and a sky bridge linking the student accommodation;
- **1,672 purpose-built, high quality rooms for students** – with 35% meeting the GLA's affordable housing definition;
- **68 homes proposed for UCL academic and professional staff**, with a mix of 2, 3 and 4 bedroom apartments;
- **New flexible work and incubator space**, communal areas for students, children's soft play space, a cycle workshop and café and the re-provision of a McDonald's Drive-Thru restaurant;
- **A completely transformed and landscaped Trafalgar Way.**



Illustrative CGI from Poplar Dock Marina.

## CONSULTING THE LOCAL COMMUNITY

In January 2020, we held two public exhibition events at the Reach Community Centre for local people to meet us and talk through our proposals for the site. We publicised these by delivering over 4,000 flyers locally, as well through adverts in the local paper and signs on the day.

We were delighted that 40 people joined us across the two days and that over 400 people have visited our consultation website and would like to thank those again who provided feedback. Many of you agreed that something needed to be done with this long-term vacant site and were aware of previous proposals for the provision of private homes by a different developer. Others welcomed the inclusion of the new cycle workshop, café and public realm, whilst some of you asked questions about security and how we would manage the new students. We've provided some more information about the latter overleaf.

If you were unable to join us but would still like to view the information we displayed, all of it is available to download at our website [www.2TrafalgarWay.co.uk](http://www.2TrafalgarWay.co.uk). Since these exhibition events, we've continued to refine and develop our designs, presenting to local groups, Tower Hamlets Planning Officers, the GLA, the Council's Conservation and Design Advisory Panel twice and the Strategic Development Committee.



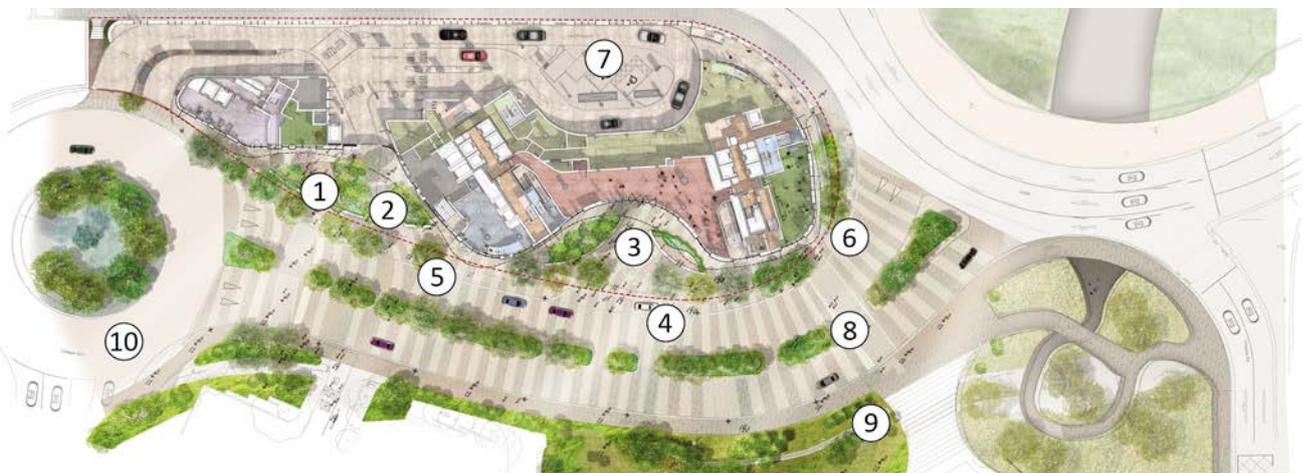
# BUILDING FOR THE FUTURE



Our ambition is to deliver the most sustainable large-scale student housing scheme in the world – a development which is operationally ultra-low carbon and certified Passivhaus (an entirely voluntary building performance standard that is low-energy and far exceeds the requirements of current Building Regulations). We are also targeting a BREEAM Outstanding rating, which is achieved by less than 1% of new non-domestic buildings each year in the UK.

To do this, we've included a number of innovative and sector leading initiatives, including Sky Gardens and planted terraces, green roofs, a highly efficient façade design with triple glazing, air source heat pumps and rainwater harvesting tanks. We also want to carry this sustainable focus through to our student residents, with space for a cycle surgery and plenty of on-site cycle parking provided.

## TRANSFORMING TRAFALGAR WAY



- ① Quiet intimate green space outside café with timber deck over rain garden
- ② Managed delivery and servicing route
- ③ Social and flexible space outside main entrance to student residential towers with seating and planters
- ④ Drop-off and delivery bay
- ⑤ Street trees
- ⑥ Tree planting adjacent to slope to McDonald's entrance
- ⑦ McDonald's drive-through
- ⑧ Shared surface with tree planted section dividing the road and two new cross-walks
- ⑨ Improved connectivity to Canary Wharf and Wood Wharf
- ⑩ Restoration of existing lawns and planted terraces and improving wayfinding and visibility of route to Blackwall DLR

Ground floor plan of Trafalgar Way improvements.

A key part of our proposals is to vastly improve the route to Canary Wharf and Wood Wharf and improving the connectivity to Poplar and Blackwall through the creation of new public realm along Trafalgar Way.

Our aim is to make Trafalgar Way part of a much better connected and more sustainable neighbourhood, with planting at street level and significant improvements to the pedestrian and cycling environment.

Our designs include two new crossing points across Trafalgar Way and a raised surface to calm traffic. New landscaping at street level along the road would also provide a much greener and more welcoming route.

# BENEFITING THE BOROUGH AND LOCAL COMMUNITY

We believe 2 Trafalgar Way can deliver significant social and economic benefits locally, including:

- An estimated **£23 million CIL contribution, c.£18 million of which will go directly to the London Borough of Tower Hamlets;**
- **An estimated £10.5m spent in the borough** by the students, residents and staff each year;
- Around **230 new full time equivalent jobs** during construction and **420 full time equivalent net additional jobs** once complete;
- **Flexible workspaces and collaborative incubator workspace for proposed UCL students, graduates, local residents and entrepreneurs;**
- A diverse, dynamic and vibrant community, with students representing **20% of total footfall for local cafés, restaurants and pubs;**
- **Supporting local students into Higher Education**, as we have done through a bursary programme in other parts of central London;
- Improved connectivity, public realm and local infrastructure.



Photo of 2 Trafalgar Way, April 2020.



Illustrative CGI of ground floor and cycle entrance.

## CONSTRUCTION AND MANAGEMENT

We have submitted a planning application to the London Borough of Tower Hamlets. This will take several months to determine, but if approved we anticipate starting on site sometime in Quarter 2 2021. The construction process will then take approximately 3.5 years, with a view to completing for the 2025/2026 academic year. Before any construction starts, we would agree a detailed Construction Management Plan (CMP) with the Council, which would stipulate what hours we would work to and how we would manage deliveries. We have a great deal of experience in delivering these projects elsewhere in central London and would of course continue to keep the local community updated throughout.

Once open, the building would be managed by a team of Urbanest staff, who are on-site 24/7 to ensure potential noise and disturbance from the site is mitigated. At the moment, 2 Trafalgar Way lies completely vacant and does nothing to help minimise anti-social behaviour and littering. We believe a vibrant, well-lit and well-managed development can actually help with reducing anti-social behaviour locally. For more information about how we manage our student buildings elsewhere, you can also visit [uk.urbanest.com](http://uk.urbanest.com).

### CONTACT US

If you have any questions regarding the project, please do get in touch with a member of the project team by:



Email: [2trafalgarway@londoncommunications.co.uk](mailto:2trafalgarway@londoncommunications.co.uk)



Phone: 0800 307 7651



A copy of this newsletter is also available on our website: [www.2trafalgarway.co.uk](http://www.2trafalgarway.co.uk)