

HOLLAND HOUSE

Welcome



Welcome to our public consultation on proposals to redevelop Holland House.

Holland House is located in the Lansdowne district of Bournemouth. It is currently an empty office building.

It is the gateway to Bournemouth town centre from the railway station and part of a broader redevelopment area.

The plans are an opportunity to revitalise an underused building with a fitting landmark, providing homes, workspace and creating new jobs.



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Site context

The Lansdowne area has been identified by Bournemouth, Christchurch and Poole Council (BCP) as a priority area to encourage investment opportunities.

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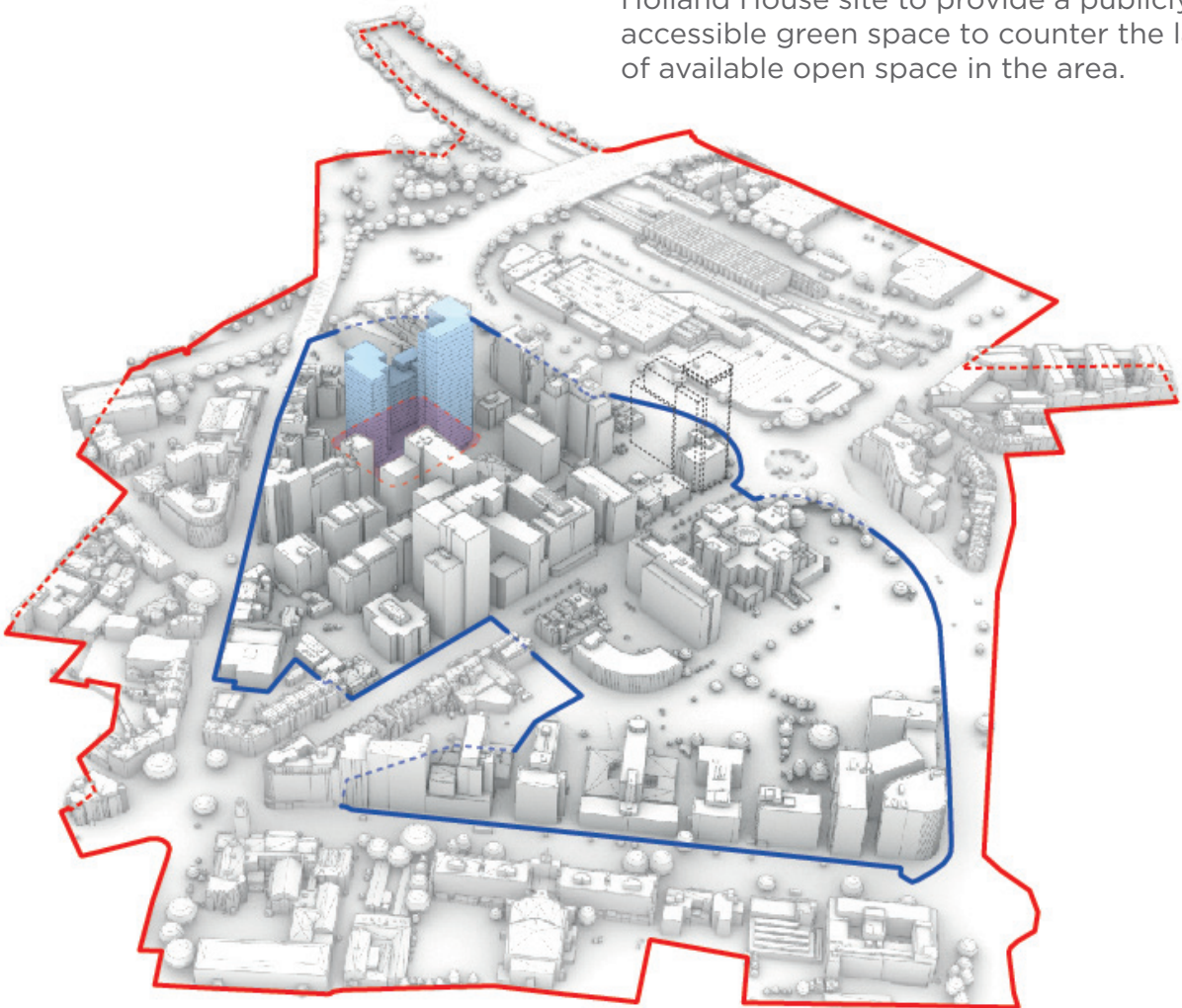
Holland House is within Bournemouth's tall building area and in close proximity to a number of tall buildings, such as The Helm (19 storeys) and Bailey Point (14 storeys). Bournemouth is home to many flagship employers including Barclays, JP Morgan, McCarthy & Stone, 4Com, Vitality Health and AXA amongst others.

The emerging proposals have been carefully considered to reflect the immediate and surrounding context. The building is designed to fit with the emerging context of the Lansdowne area.

The need for green

Bournemouth is historically known for its pine trees and green spaces, giving people the opportunity to breathe in the fresh and invigorating sea air. However, recent local development has reduced the green space near to the site.

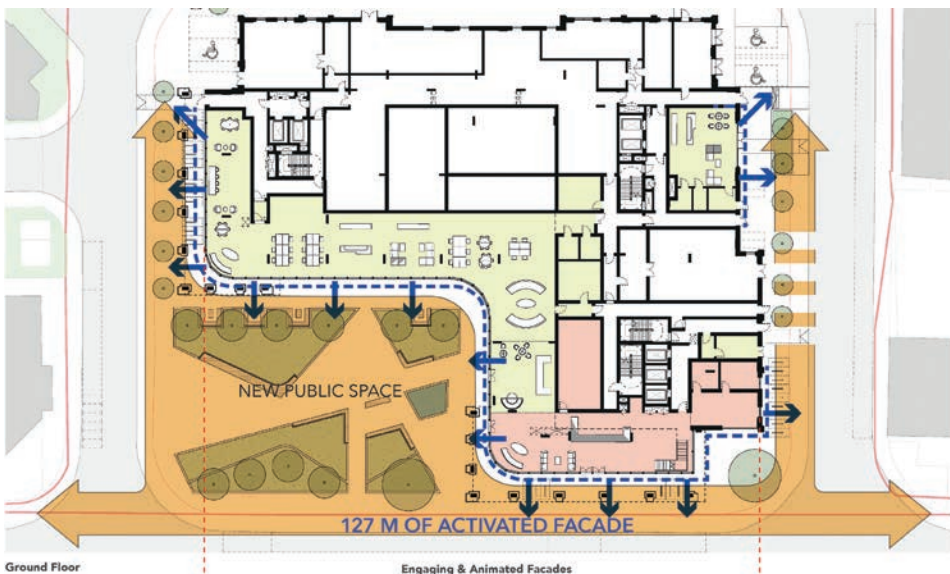
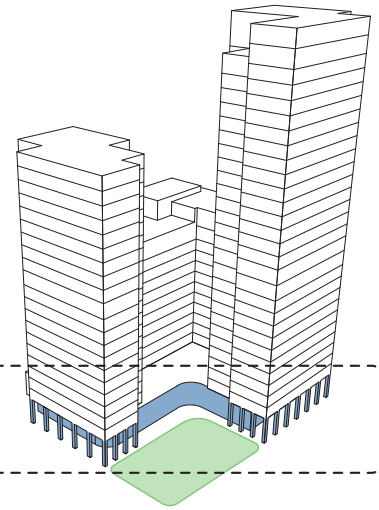
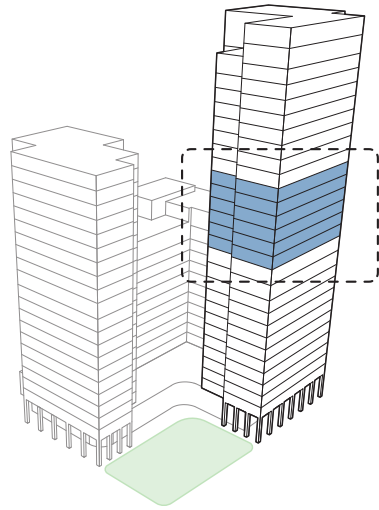
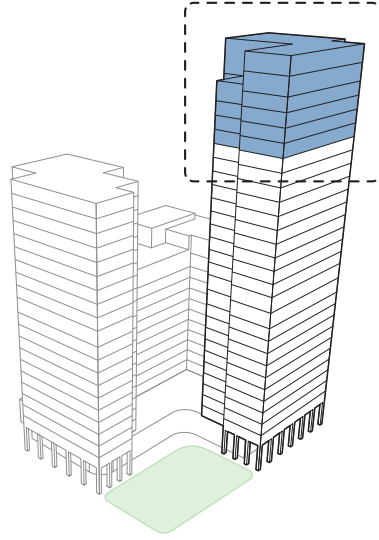
This presents a unique opportunity for the Holland House site to provide a publicly accessible green space to counter the lack of available open space in the area.



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Materiality

We have considered various materials whilst developing Oxford Gardens to deliver a high-quality look and feel.



Ground Floor

Engaging & Animated Facades



East Elevation

Animating Oxford Street with New Public Realm

ACTIVE FACADE

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What is Build to Rent?

As the name suggests, Build to Rent refers to purpose-built housing designed for rent rather than sale.

Is there a demand?

Yes, Bournemouth is home to 23,000 university students. There is a need for new, high-quality housing for the growing population of young professionals and graduates in Bournemouth, close to transport connections, employment and the town centre.



According to Experian, 25% of Bournemouth, Christchurch and Poole's population are privately renting and fall within the 25-44 age bracket. It is forecasted that the private rental sector will grow by 3,967 households by 2025.



There is currently just one completed Build to Rent (BTR) scheme in Bournemouth, The Helm, with a further 600 Build to Rent homes in the planning pipeline, Oxford Gardens takes the total pipeline to approximately 1,000, helping to ease Bournemouth's rental demand.

The proportion of younger people living in privately rented accommodation has increased significantly in recent years with nearly three quarters of 16-24-year-olds renting, this is up from 46% in 2003/04.

Is it affordable?

Unlike a typical HMO, Build to Rent schemes include facilities not ordinarily found within the home, such as a gym, co-working space and a residential lounge. This has the potential to allow residents to save money on additional expenses.



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Public and private amenity areas

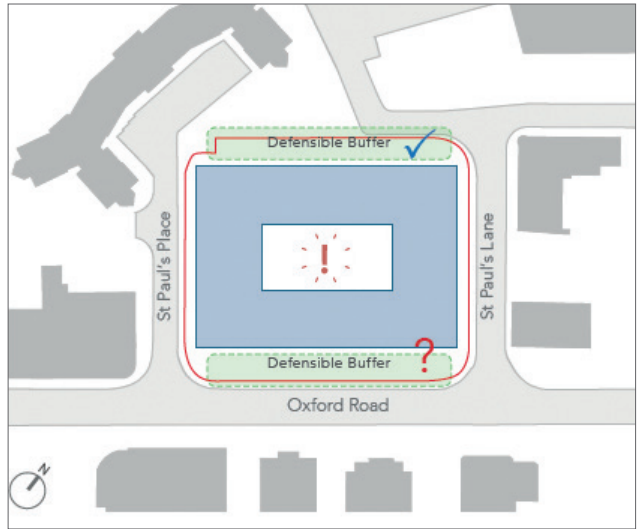
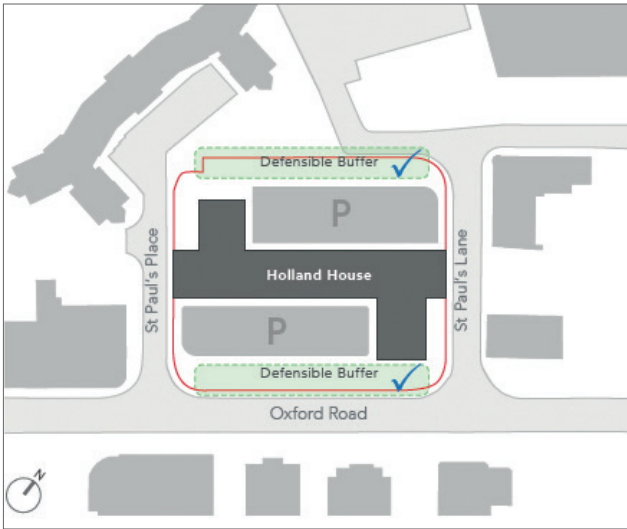


A new public square is proposed at the base of the development which will provide both hard and soft landscaping.

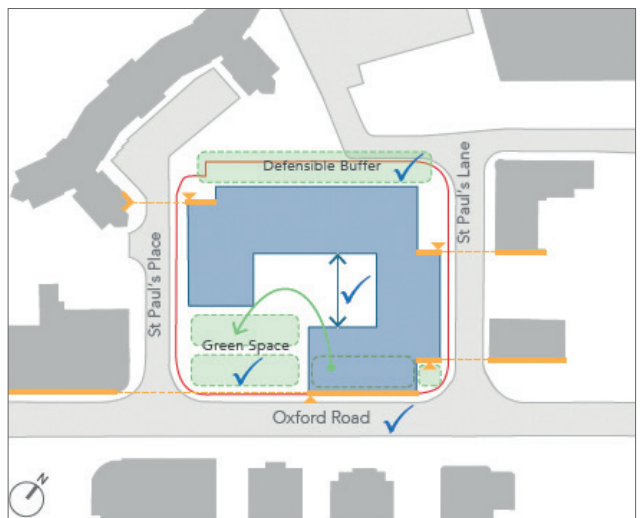
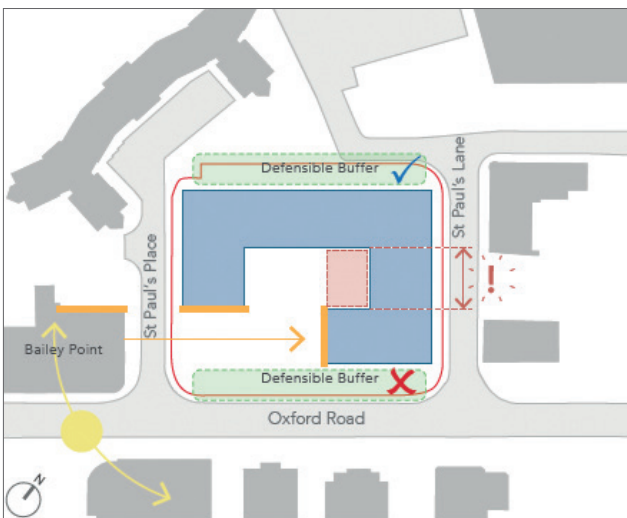
A large part of the shared residential amenity space will be provided on the twelfth floor and will serve as a multifunctional space.

Roofs on the 13th, 20th, and 28th floors will be planted as biodiverse green roofs.

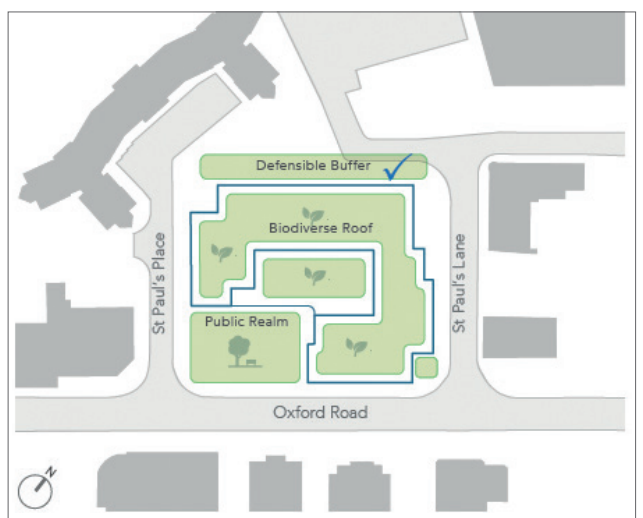
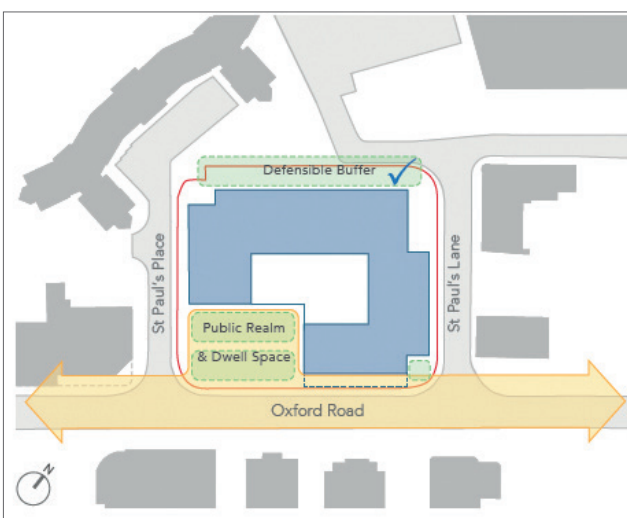
A residents' sky lounge is proposed on the top floor.



Holland House is currently dominated by hard surfaced car parking. A green buffer is proposed on the western edge, which serves to separate the scheme from the extensive car parking to the west of the site.



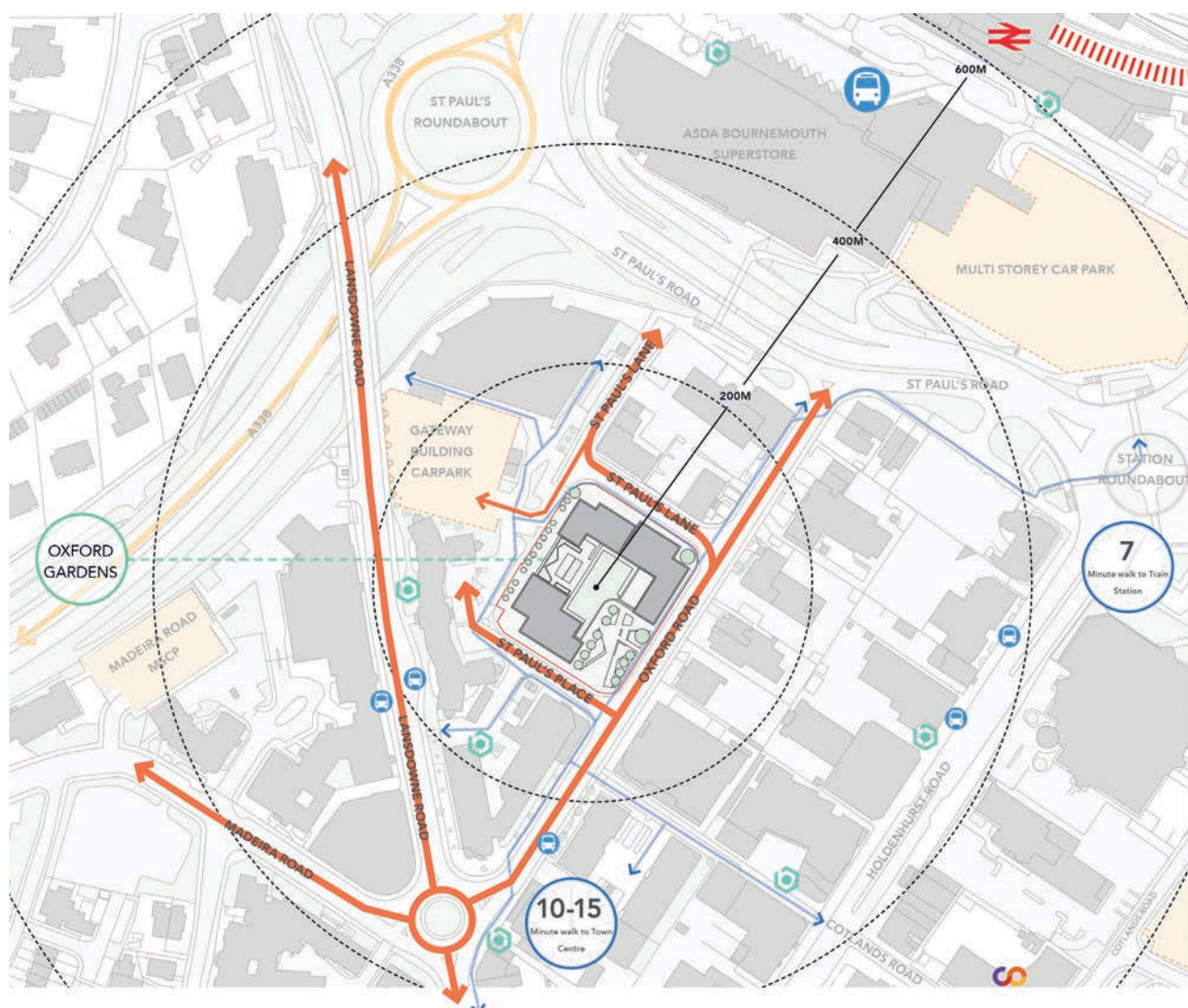
The proposed scheme responds to neighbouring frontages along Oxford Road, particularly its immediate neighbour, Bailey Point. This allows the central courtyard to be opened, allowing daylight and views from the centre of the scheme.



The open corner of the scheme provides a significant opportunity to create a much-needed high-quality public realm, accessible directly from Oxford Road. It is proposed the public realm will feature new tree landscaping and soft landscaping with seating areas.

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Transport



- | | |
|---|---|
|  A338- Wessex Way |  Bournemouth Bus And Coach Station |
|  Vehicular Routes Around The Site |  Beryl Bike Share Hub |
|  Pedestrian Routes Around The Site |  Co Wheels Car Club |
|  Bournemouth Rail Station |  Public Car Parking |
|  Bus Stops | |

Holland House has good access to public transport and the development will be car free.

- One cycle parking space per home will be provided
- 5% of cycle parking will be accessible
- 46 visitor cycle parking spaces will be provided
- Four car club spaces are proposed
- All deliveries to the site will take place from Oxford Road.

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Project Team

PEVERIL SECURITIES

Applicant: Peveril Securities

Peveril Securities is the wholly owned investment and development division of Bowmer and Kirkland. Peveril operates on a nationwide basis across all sub-sectors of the UK real estate market. The company specialises in investment and development both in a sole capacity and in joint venture.

M MARCHMONT

Developer: Marchmont Development Management (MDM)

With a combined 60 years' experience across all the main real estate sectors, Marchmont aims to identify structural trends supported by in-depth local market analysis. Marchmont has a proven track record of delivering market leading developments.



Planning Consultants: hgh Consulting

hgh is an independent planning consultancy with experts hand-picked for their experience across high profile and challenging projects and track record of successful outcomes. As a team, hgh proactively guides both domestic and international clients through the complex UK planning system, holding a strong track record of success and delivery.



Architects: Jo Cowen Architects

A dynamic RIBA-chartered architectural and design practice in the heart of London, Jo Cowen Architects offer big practice experience in a small practice setting.

A truly hands-on practice, the tenacious team of architects and designers manage projects from concept to completion and are equally at home in the board room and on site.



Landscape Consultant: Churchman Thornhill Finch

Churchman Thornhill Finch are landscape architects and horticulturalists bringing a diverse range of influences and experiences to their work. They combine traditional skill with science and the latest technologies.



Structural Engineer, Drainage & Transport Consultant:

Elliot Wood

Elliott Wood Partnership is a structural and civil engineering practice, providing services for all engineering aspects of the built environment.



Services & Sustainability Consultant: Hoare Lea

Founded in 1862, Hoare Lea is an award-winning engineering consultancy with a creative team of engineers, designers, and technical specialists. They provide innovative solutions to complex engineering and design challenges for buildings..



Arboricultural Consultant: Landmark Trees

Landmark Trees is a leading, London-based consultancy, offering clients in the capital and across the south a full range of arboricultural advice, from planning and development to risk assessment and hazard abatement.



Daylight and Sunlight Consultant: Point 2

Point 2 Surveyors pride themselves on the delivery of accurate and efficient advice on Daylight and Sunlight throughout the planning process to help unlock the development potential of sites across the UK.



Cost Consultant & Project Managers: Quartz

Quartz are construction and cost consultants covering all aspects of the built environment and building assets. They specialise in Project Management, Building and Quantity Surveying.

CASCADE

Community Engagement: Cascade

Cascade is a strategic consultancy specialising in campaigning, advocacy and engagement across the built environment sector.

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Summary and next steps

- **Provision of 470 high-quality new homes for rent with private amenity and a new public space.**
- **Generate footfall for local businesses in the town centre, supporting the day and night-time economy.**
- **Build homes for graduates and young professionals in a central location, enabling the choice for them to live and work in Bournemouth, contributing to the local economy.**
- **Seek to create a new community of residents through the provision of co-working space, an on-site gym and internal and external amenity space throughout the building.**

Thank you for attending today's public exhibition. We would now like you to share your views by filling in a feedback form or submit your views via our online survey at: www.holland-house.co.uk

The public consultation will be open until 8 June 2022. After this, we will take on board the comments received ahead of the submission of a planning application.

A planning application will be submitted to Bournemouth, Christchurch and Poole Council later this year. If you would like to contact the project team, you can do so via email consultation@cascadecommunications.co.uk or call **0207 871 3565**.

