

19.07.2021

# Battersea Urban Living Public Consultation

**Hawkins\Brown**

With

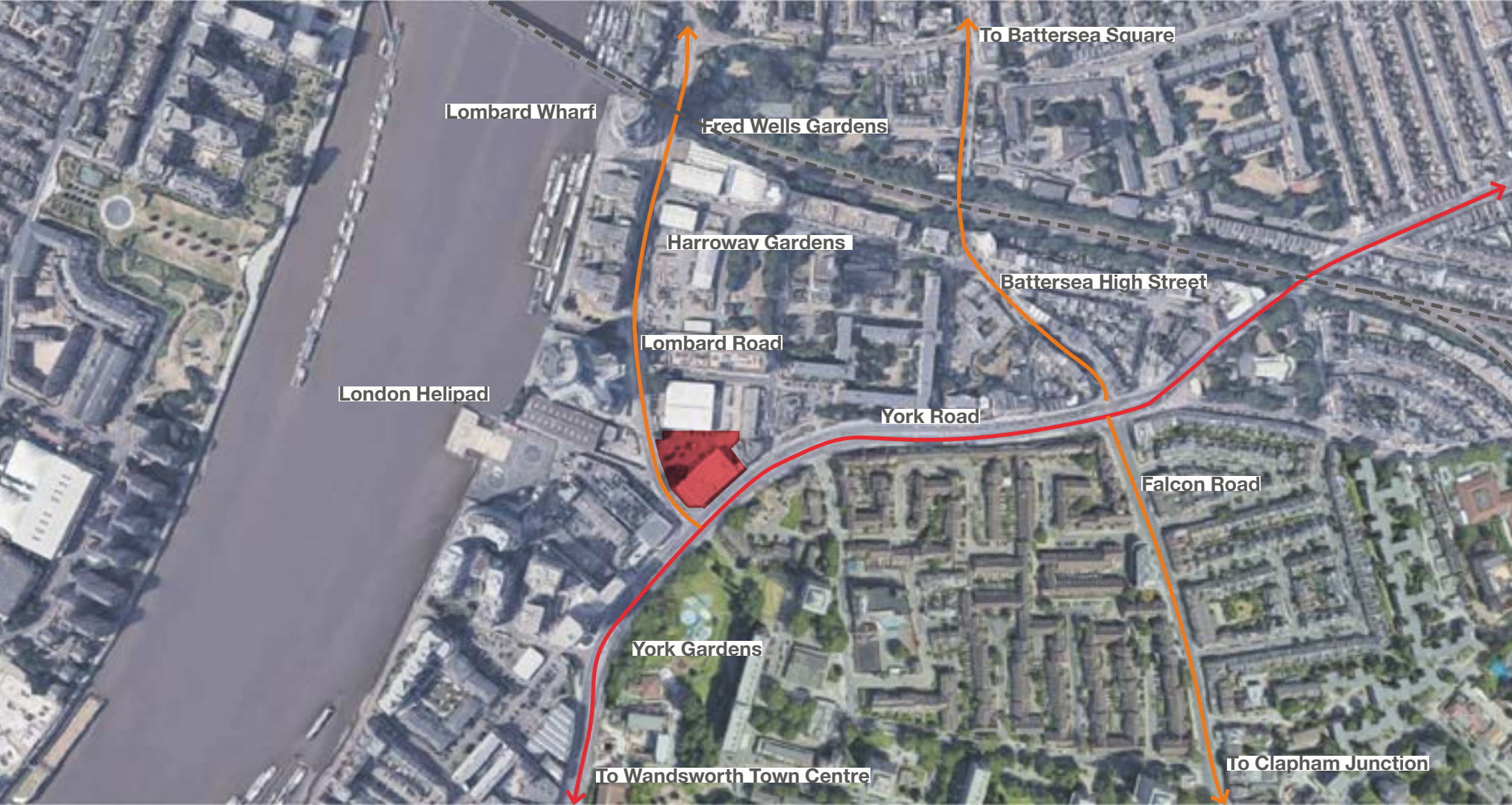
**Greystar and Watkin Jones**



# Understanding the site

# Site location

## Local context



# Site location

## Aerial views



1. View from South



2. View from North



3. View from East



4. View from West

# Site location

## Current condition



1. View towards Land Rover garage from York Road



2. View east along York Road from York Road/Lombard Road junction

# Site location

## Current condition



**3. View towards neighbouring terrace, looking south-west along York Road.**



**4. View of existing car park to Lombard Road**

# About the client



GREYSTAR™

# Greystar Urban Living



- 1 Greystar's Urban Living**
- 2 Locals Housing Needs**
- 3 Creating a Community for Residents**
- 4 Local Community Benefits**

**01**

# **Greystar's Urban Living**

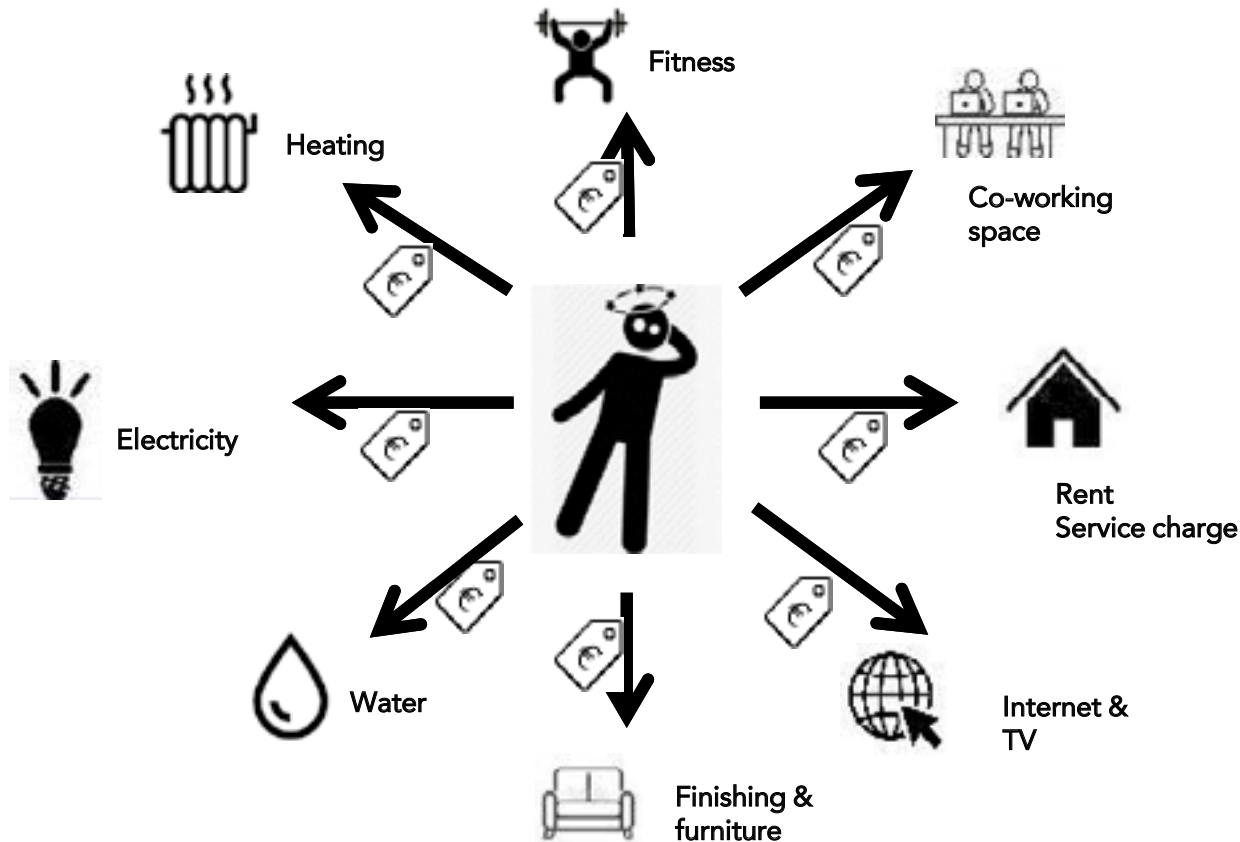
# Greystar's Urban Living

A new model for city living that accommodates a growing need for single renters seeking authentic and connected communities



- **Locally in Wandsworth, 59% of residents are single (Cen 2011),** but there are limited options for singles to rent their own
- **Connectivity and convenience** are key features for the savvy and sustainability-minded renters
- **Long-term community building** within Urban Living developments is open to the existing local community through active ground floors and other building facilities which are open to non-residents
- Expanded co-working spaces and wellness areas across the Urban Living communal areas support **future flexible working** arrangements
- Greystar's Urban Living provides a full-service, well-managed community with a **customer-first** approach

# Urban Living is All-Inclusive



- Greystar communities are professionally managed places to live with great customer service support. Our Urban Living offering will be all-inclusive.
- On-site management of our communities
- New residents receive a welcoming hand with easy move-in support
- Direct contact with our residents, virtually and in-person
- All requests are answered promptly
- Residents connect with each other via online community app and in-person social events

# Who is our Urban Living resident?

Renters who want to be in the largest metros but face a limited set of choices



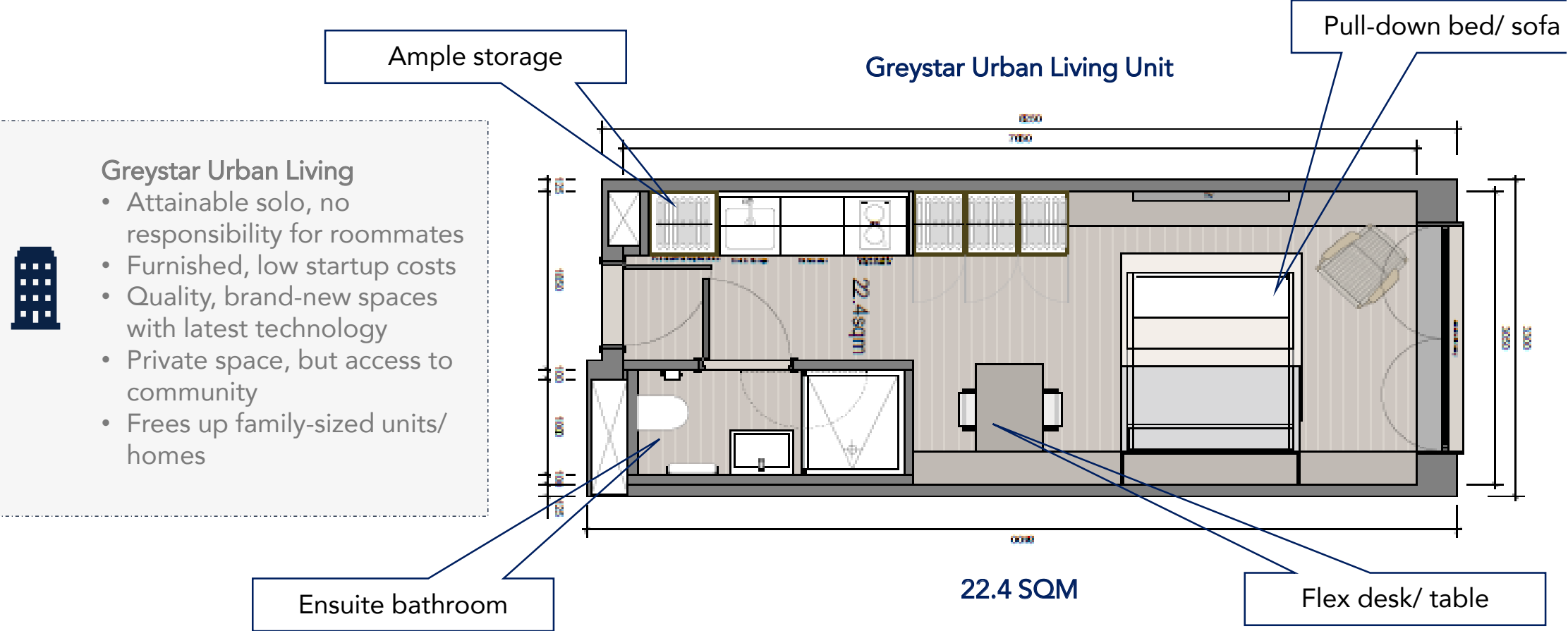
Greystar's Urban Living communities are built around **inclusivity** and welcome single renters across generations with average age expected to be around 30 years old

## Our typical resident is:

- Young professional, career-focused or older down-sizer
- Limited in current rental options which include house share, HMOs, or shadow market
- Knowledge worker
- In city for job opportunity or cultural offering
- Looking to live in central/dynamic neighborhood

# Attainable by Design

The proposed Greystar Urban Living units would range between 21 and 26 sqm (226 and 280 SF), which is larger than other comparable solutions, including coliving and flat shares.



- Greystar Urban Living**
- Attainable solo, no responsibility for roommates
  - Furnished, low startup costs
  - Quality, brand-new spaces with latest technology
  - Private space, but access to community
  - Frees up family-sized units/homes

# Urban Living Interiors



**02**

# **Local Housing Needs**

# Local Housing Needs

Urban Living will positively contribute to meeting local housing needs and will provide a more mixed and balanced local community

The proposed Urban Living homes will contribute to addressing the un-met needs of:

- **Local Intermediate Residents** who can not afford to buy locally and are not eligible for social rent.
- **Local Shared Renters** who have limited options due to a shortfall in new supply and low-quality HMOs.
- **Local Single Persons** who are growing in number but have limited housing options locally.
- **Local Families** by reducing pressure on converting good family homes to house shares.
- **Local Employers** who are struggling to attract and retain staff, particularly younger workers.
- **Local Key Workers** who increasingly can't afford to live in a good quality homes close to work.



# Suitability and Quality



Typical Buy-to-Let House Share



Urban Living



Dated Stock, Unsuitable Conversions, Low Quality/No Furniture

Property

New High Quality, Purpose Built, Bespoke Furniture

No Amenities, Unsuitable Shared Kitchen/Bathroom

Facilities

High Quality Amenities, Kitchenette & Shared Facilities

No on-site security

Safety

Monitored areas & security/safety measures (e.g. CCTV, fire)

Poorly Maintained

Maintenance

Regular Maintenance & 24 Hr Support

Absent Amateur Landlords

Management

On-Site Professional & Trained Personnel

Unfair & Insecure Terms (i.e. sharp rent rises/ no fault evictions)

Management

Flexible & Secure Terms (i.e. rent certainty)

**Urban Living provides enhanced quality & suitability compared to the existing buy-to-let sector**

**03**

# **Creating a Community for Residents**

# Creating a Community for Residents

- **Ground Floor**

- Public spaces create a dynamic environment that welcomes residents and the local community into the building

- **Shared Amenity Spaces**

- Shared spaces offer a combination of small and large collaboration and socialization areas

- **Resident Community App**

- Connects residents to on-site management team, daily building programming, and local community events

# Ground Floor

- Ground floor activation through coffee shops, co-working spaces, convenience stores, events, or meditation booths is key to drawing the local community together.



# Building Amenity Spaces

The shared building amenity space will provide a minimum of 3 sqm per unit and will be divided into Operational Needs Space – or utilitarian spaces found in large homes, and Community Building Spaces – or spaces that allow residents to connect, socialize, work, and live outside the unit.

- **Operational needs space**
  - **Communal kitchen with dry goods in pantry:** several cooking stations in each building
  - **Communal laundry**
  - **Storage lockers:** for luggage and special equipment that cannot be stored inside units
  - **Pet spa:** pets allowed
  - Sharing economy initiatives that are being considered: large equipment to share (e.g., TULU, cleaning supplies), communal plant growing, on-site bike share & repair shop, tool shed, book share



# Building Amenity Spaces

- Community building space
  - **Productivity areas:** creative coworking/ workspace, maker spaces, small private offices (including pet friendly), handcrafting areas, leasable offices & boardrooms
  - **Leisure/ social areas:** lounges with semi-private spaces, library, game rooms, cinema, outdoor leisure space
  - **Fitness & wellness areas:** gym space with typical equipment, virtual classes, spin/ indoor cycling, dance studios, meditation/ quiet rooms, outdoor wellness spaces



**04**

# **Local Community Benefits**

# Local Community Benefits

- **Integration with the local environment**

- Opening up public space on the ground floor to be enjoyed by all passing by the building
- Greener public realm around the building and better lighting
- Improved safety since the building will have 24h reception/security and an active frontage

- **Long-Term Partnerships with Local Organisations**

- Seek out local groups that can benefit from being integrated within our communities

- **Local Employment**

- During development, the site will bring employment to the local area. Once operational, the asset will continue to employ staff on-site and in the retail and commercial spaces.
- Both pre and post development phases will create opportunities for apprenticeships and job training

- **Sustainable Buildings & Operations**

- Deliver buildings in line with the best-in-class ESG practices
- Smart building technology enables less energy & water consumption

# OurDomain Case Study



Mijndert van der Ploeg is the manager of the Albert Heijn supermarket on Campus Diemen Zuid. Four and a half years after the opening of the store, his only complaint is about size: "I wish I could make this place twice as big!"

The opening of the compact supermarket (386 square metres) in October 2013 was what van der Ploeg calls "pioneering" — taking a leap of faith and starting a franchise from scratch, with no community of consumers present at all. As a franchisee, Van der Ploeg was able to tailor his

supermarket, aiming to precisely meet the needs of his customers. According to him, the "all-round assortment" that is on offer in his Albert Heijn location is the key to its' current success, attracting students living on campus, workers from the nearby offices, and families residing in surrounding neighbourhoods.

Van der Ploeg argues that, by being accessible to everyone and surrounded by a wide variety of other amenities, the supermarket on campus has been able to contribute substantially to the community feeling and liveability of the campus. He partners with Graystar and other facilities on campus in offering new residents a goodie bag with a selection of campus products: "that is how you create a welcoming feeling."



## CONSTANT IMPROVEMENT THROUGH FEEDBACK

Albert Heijn, the pizzeria, and new lounges and garden are the most appreciated amenities of residents of Campus Diemen Zuid. Graystar continuously monitors the customer satisfaction level of its' properties using the King's system; residents receive an e-survey after a viewing, two weeks after their move-in date, as well as a yearly satisfaction survey.

Each month, an automatically generated report offers the insights into how residents feel about their living environment, enabling Graystar to improve change on the fly. Based on the feedback solicited from residents, Graystar added two new study rooms, a community lounge and garden last year to Campus Diemen Zuid.



# OurDomain Case Study



## FROM FOOD TRUCK TO RESTAURANT

Stefano Candido is the passionate owner of Margherita Tutta la Vita, an Italian restaurant located on Campus Diemen Zuid.

In the nearly two years that his restaurant has been open at Campus Diemen Zuid, Candido's restaurant has grown into a popular place to visit for people residing on and outside of the campus. Before opening Margherita Tutta la Vita, Candido was making pizza from a small food truck in the nearby Burgwijkpark, selling many to the residents of Campus Diemen Zuid. GreyStar approached him with an offer to open his own restaurant on the campus. "I was looking for a place to start for myself at that time — it was a good deal for both me and GreyStar, who really help me where needed and understand what I want," says Candido.

Candido aims to make his restaurant a place where people can feel comfortable, relax and enjoy handmade pizza. It is meant to be a welcoming place for everyone. "our key principles are to never be pushy with the customers and to be friendly to all." Candido explains that Margherita Tutta la Vita's customer base is quite diverse: "there are three main categories of customers that we have here: students, office workers, and families with children."

In order to cater for students specifically, Margherita Tutta la Vita's menu features student friendly prices and an on-campus delivery service.



# Design Presentation

# Introduction

## The proposal



547  
Urban Living Suites



3300<sub>sqm</sub>  
Site Area



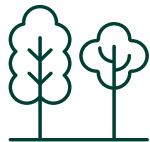
min. 547  
Tenant Cycle Spaces



10%  
Adaptable Suites



min. 1640<sub>sqm</sub>  
Communal  
residential  
amenity



min. 700<sub>sqm</sub>  
Communal  
residential  
external terrace



1000<sub>sqm</sub>  
Co-working  
Space



330<sub>sqm</sub>  
Retail space

# What has already been approved?

April 2019

- 21 inhabited storeys.
- 168 new homes.
- 35% affordable housing.
- 497 bedrooms, kitchens and living rooms.
- New Big Yellow Storage facility.
- Artist studios.
- Commercial space.
- Office space.
- 74 car parking spaces.
- 394 cycle spaces.



Consented view looking south-west along York Road



Consented view looking north-east along York Road

# Emerging context



Winstanley Estate Regeneration  
Outline planning granted  
32 Storeys



Price's Candle Factory  
Consented  
25 Storeys



98 York Road  
Completed  
17 Storeys



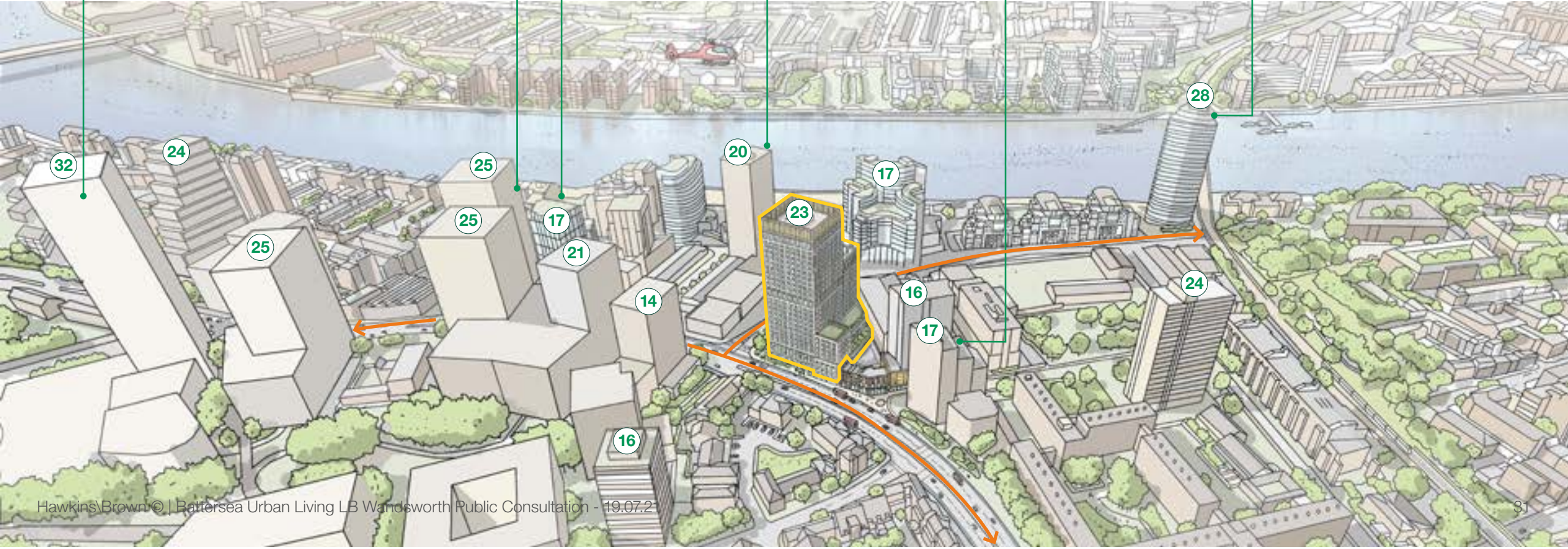
Heliport House  
Consented  
20 Storeys



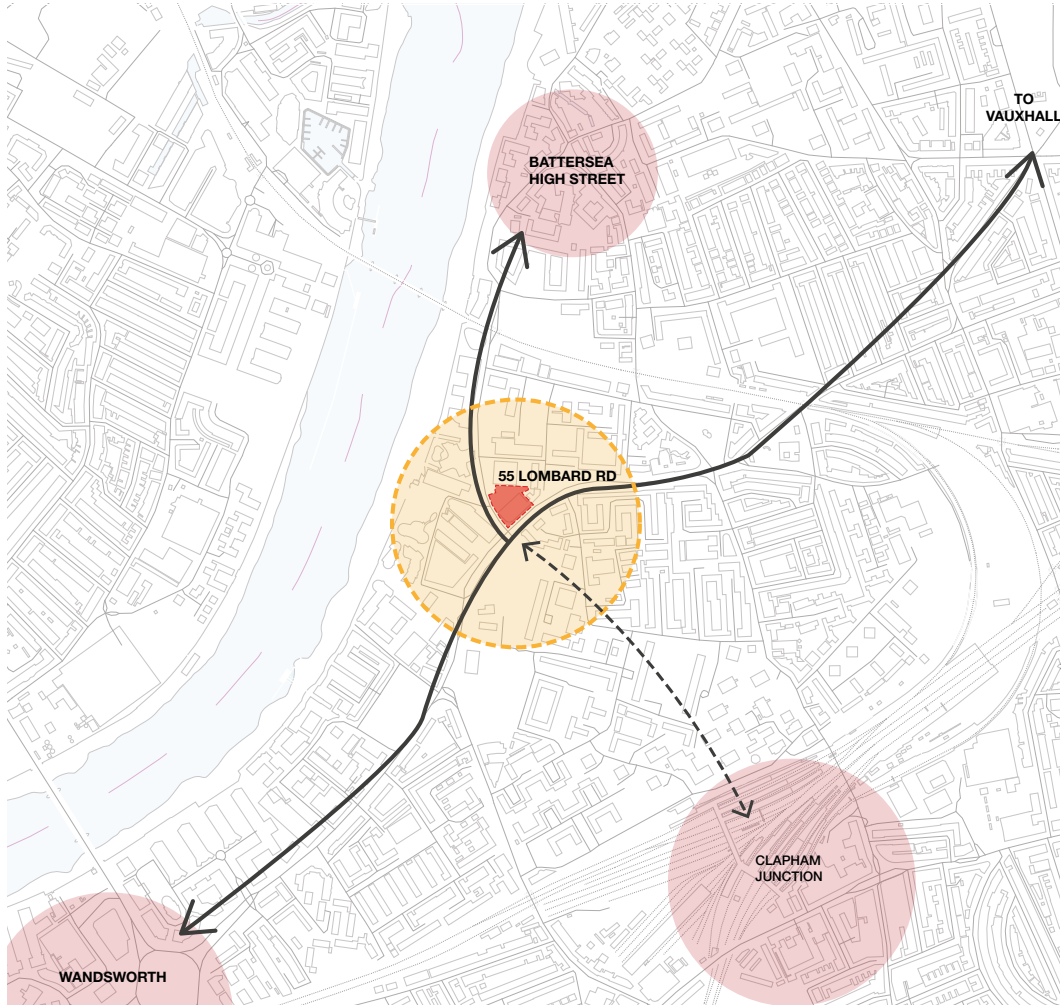
58-70 York Road  
Under Construction  
17 Storeys



Lombard Wharf  
Completed  
28 Storeys

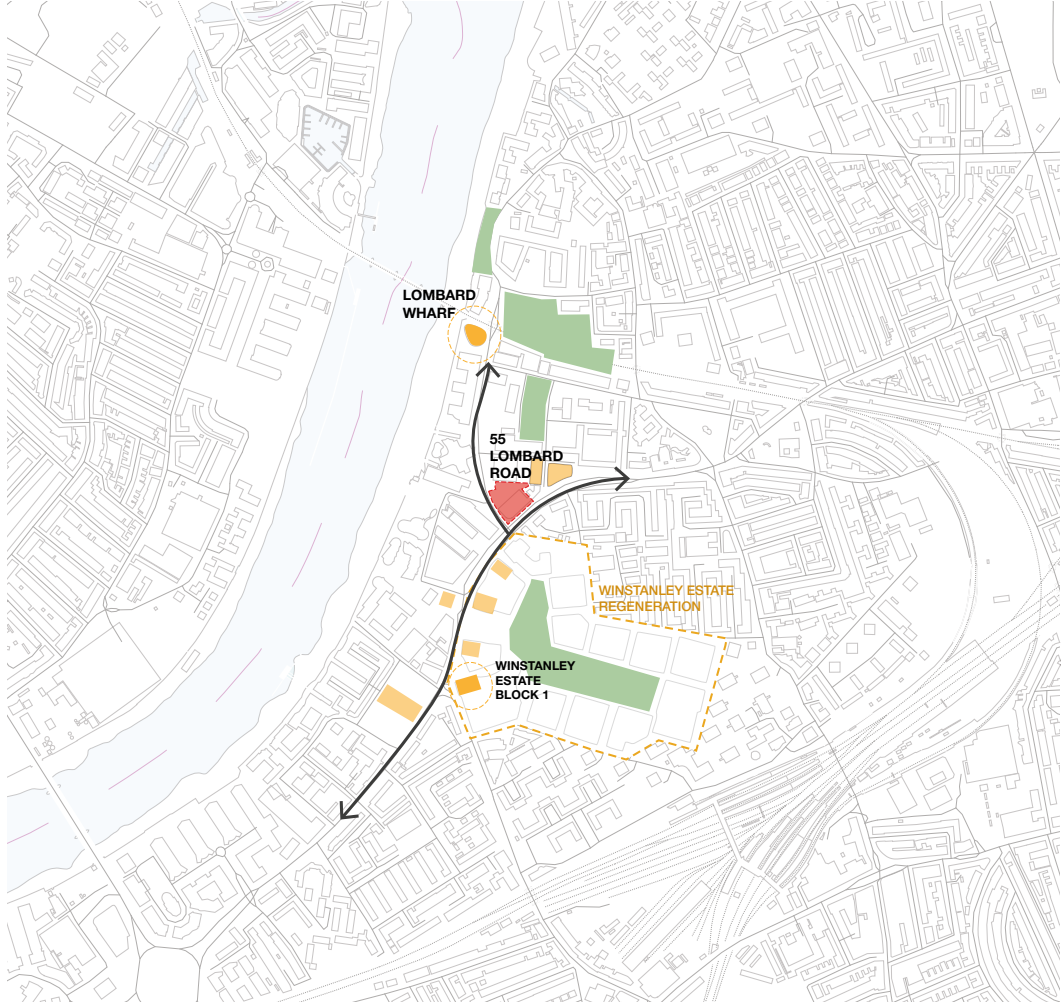


# Connecting Battersea and Winstanley



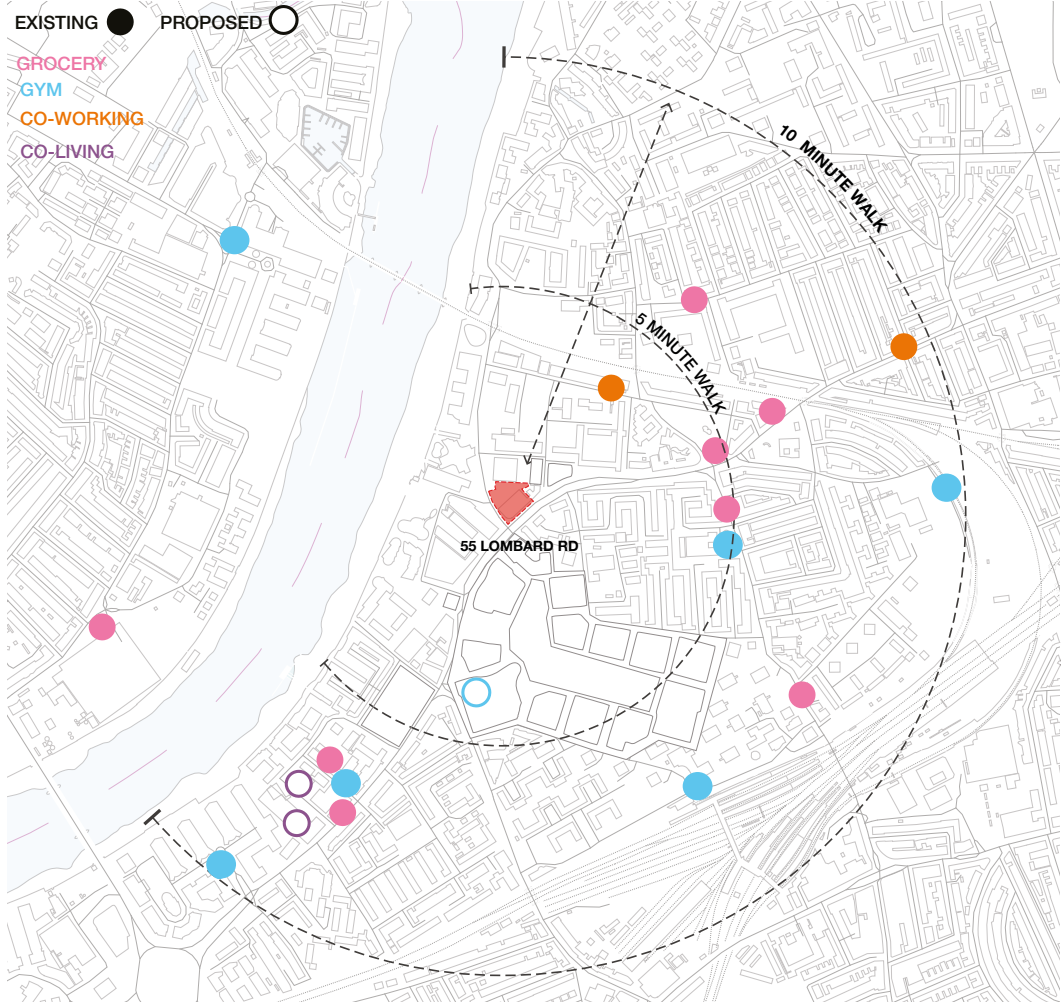
Local Nodes

# Connecting Battersea and Winstanley



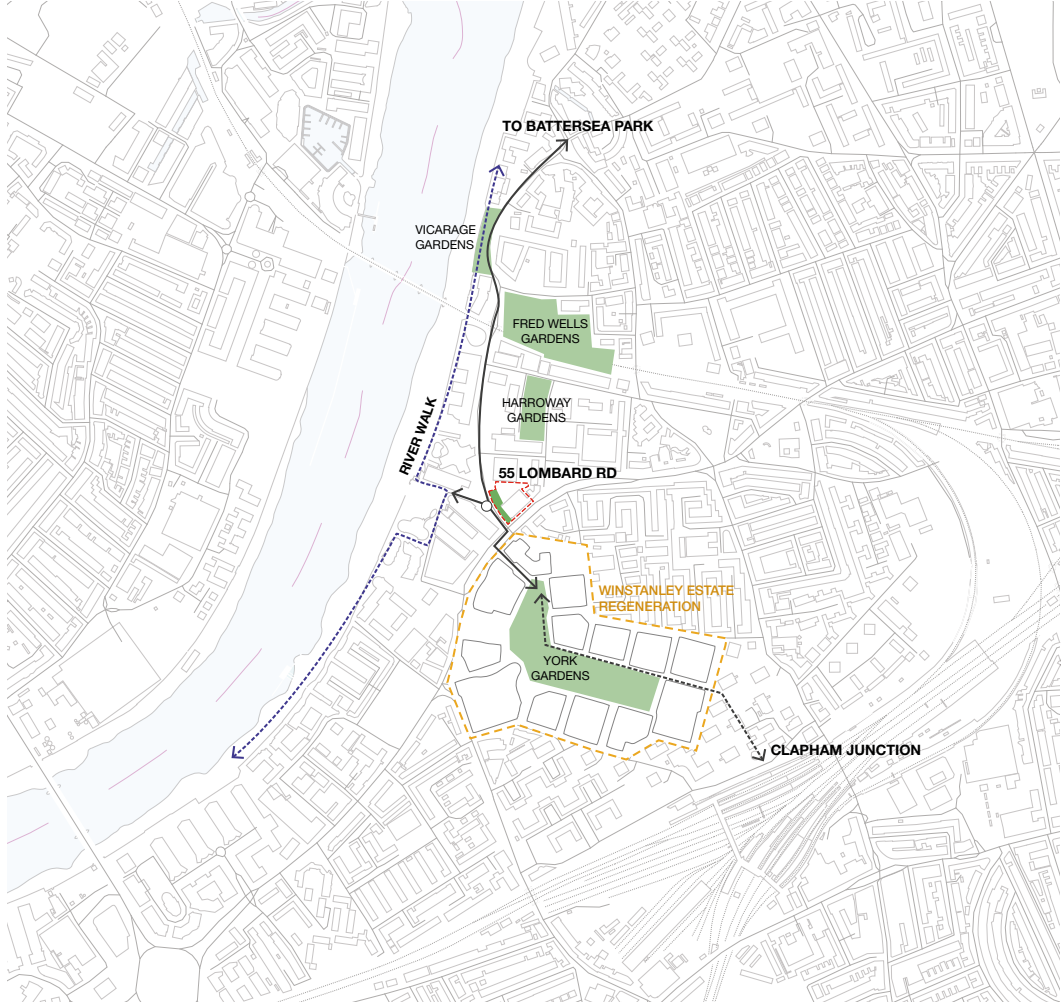
Developing Context Corridor

# Connecting Battersea and Winstanley



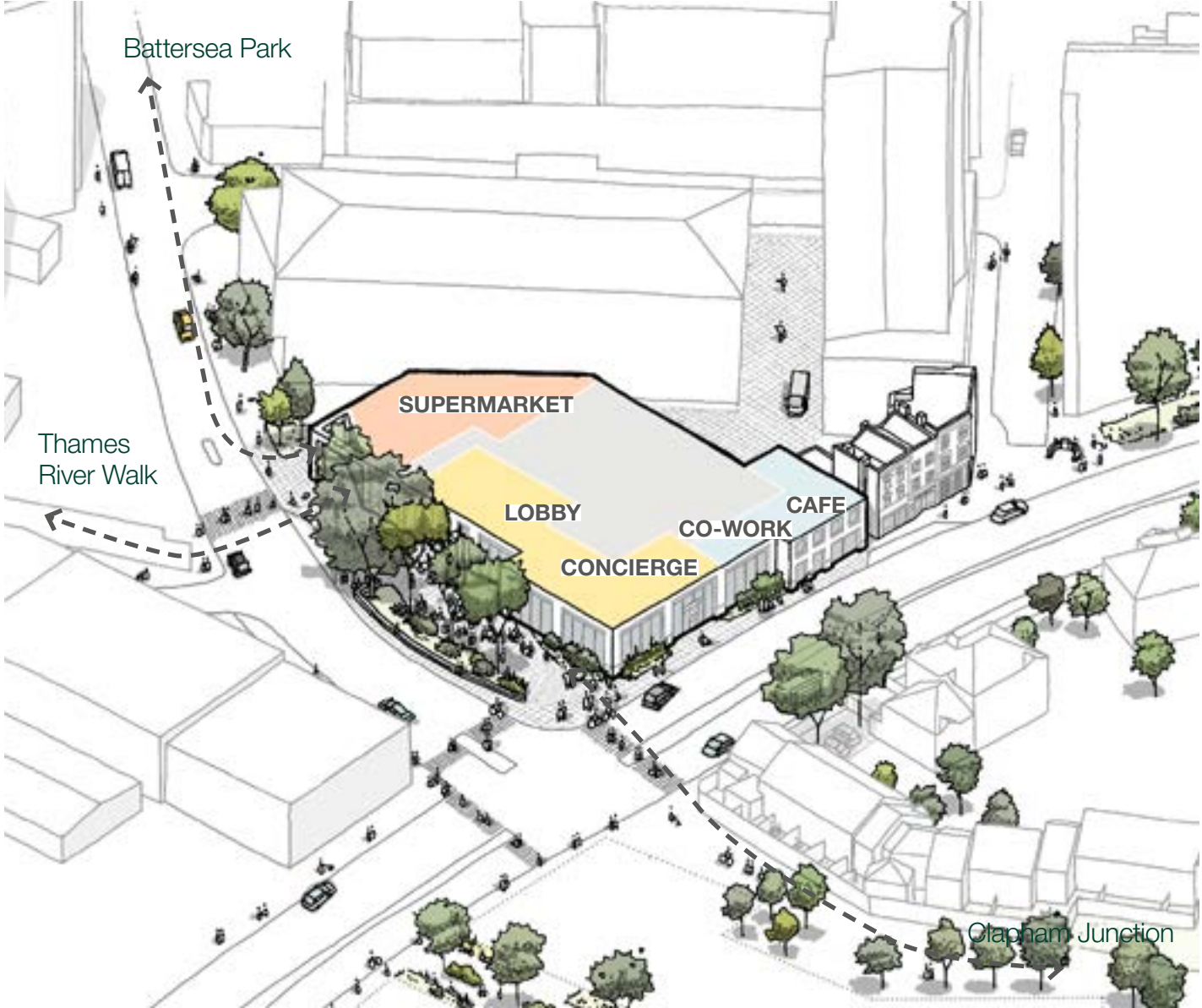
Nearby Local Amenity

# Connecting Battersea and Winstanley



Public Realm

# Connecting Battersea and Winstanley



# Landscape design

## Urban realm

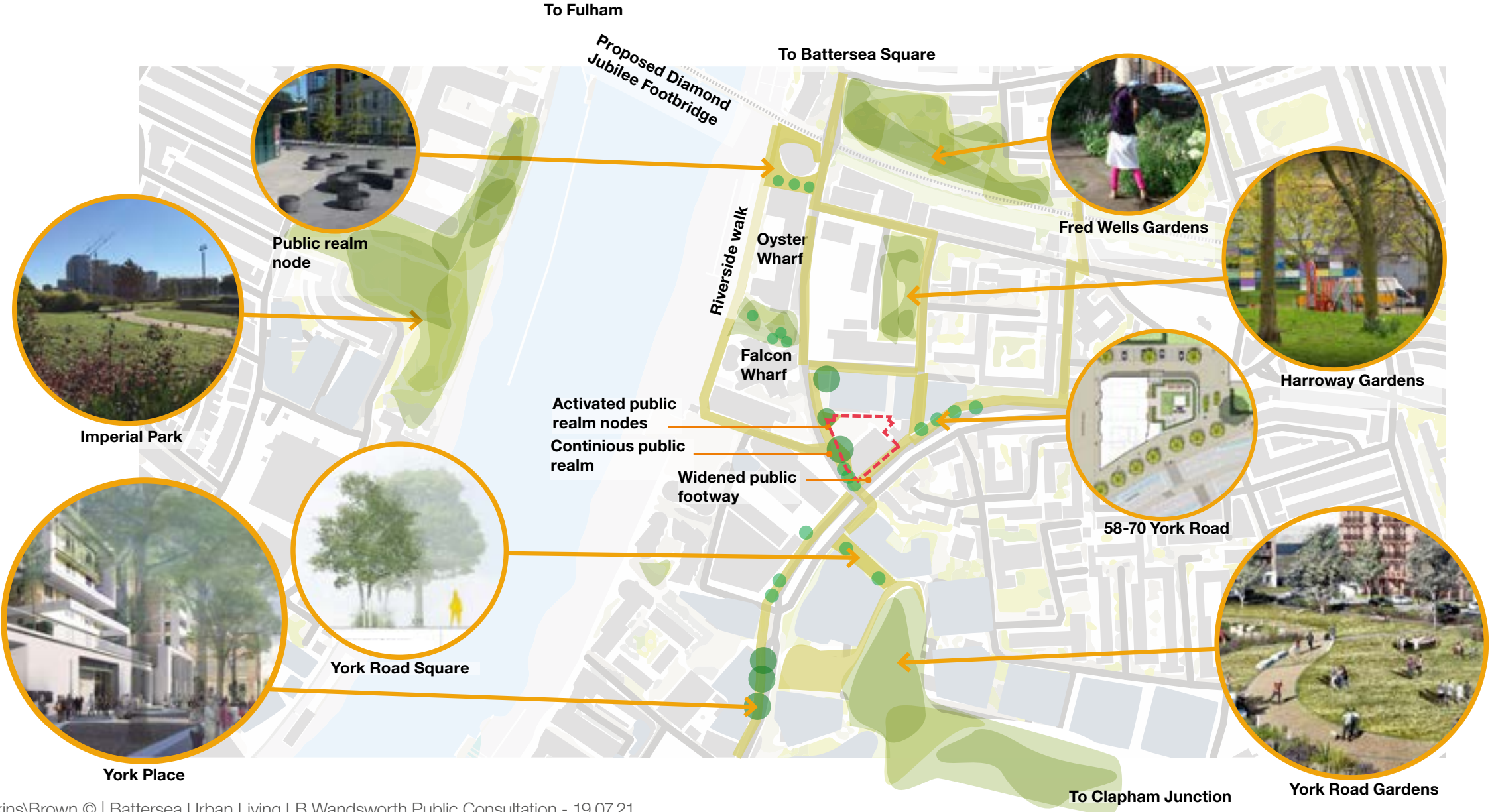


Section A-A



Section B-B

# Wider public realm network



# Ground floor activation

Spaces accessible from the street



Work space



Lounge space



Concierge



Supermarket

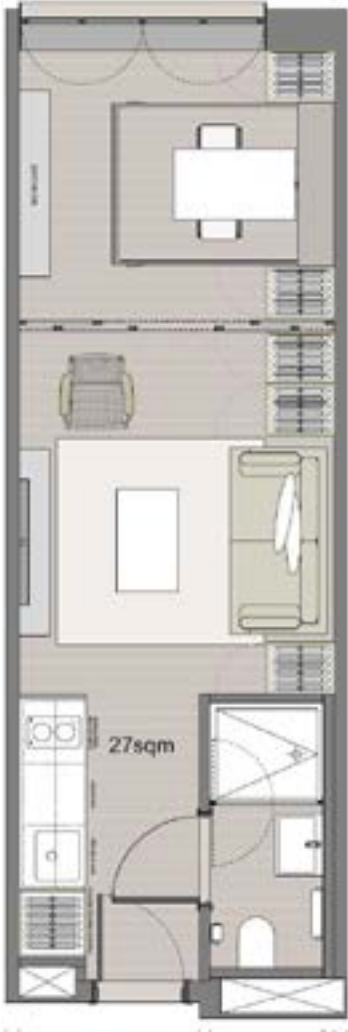


Connected urban realm



Connected lobby

# Urban Living suites



Typical Greystar Urban Living suites

# Providing social spaces



Shared terraces



Covered external areas



Quiet seating



Games room

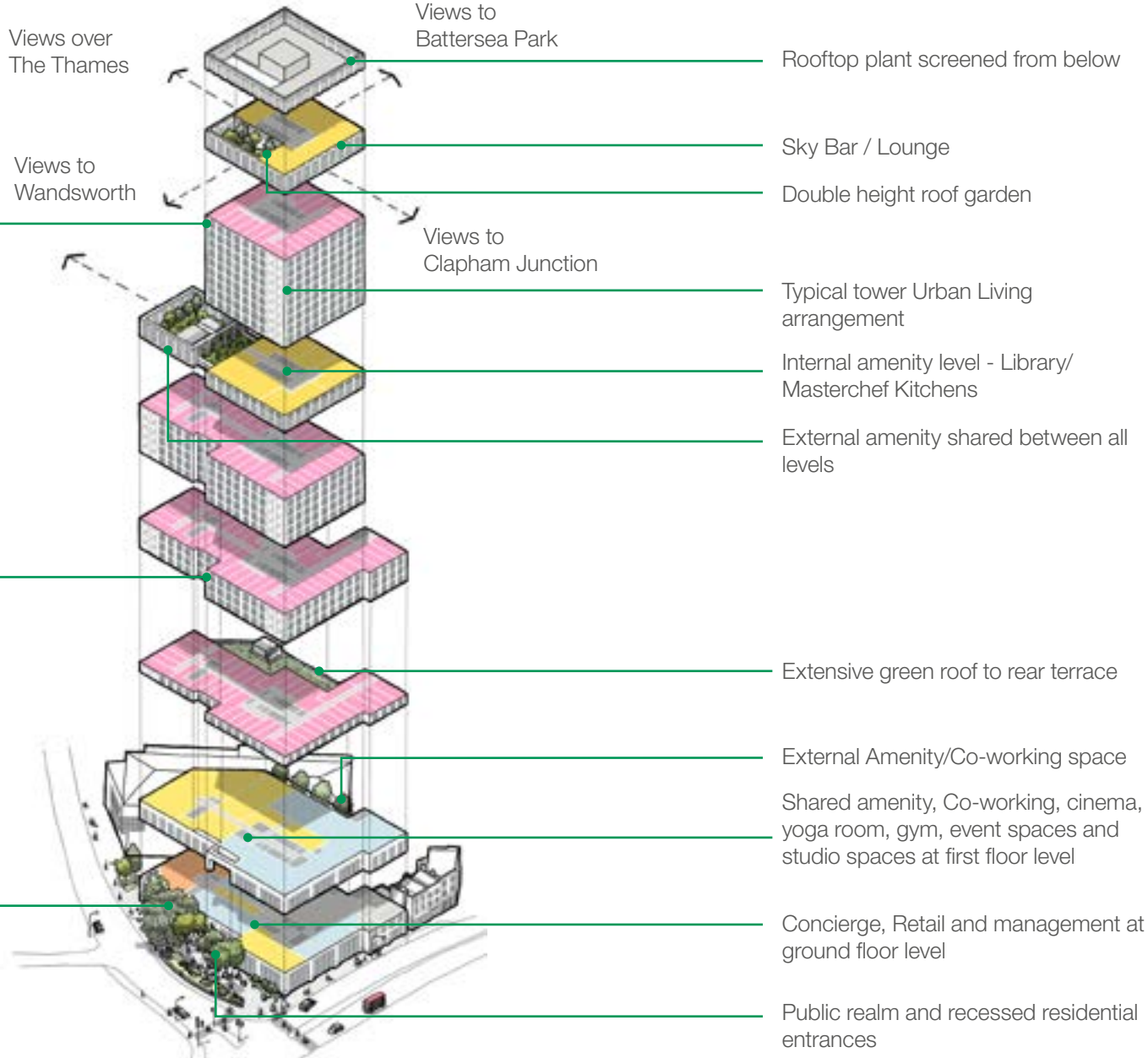


Gym and yoga provision

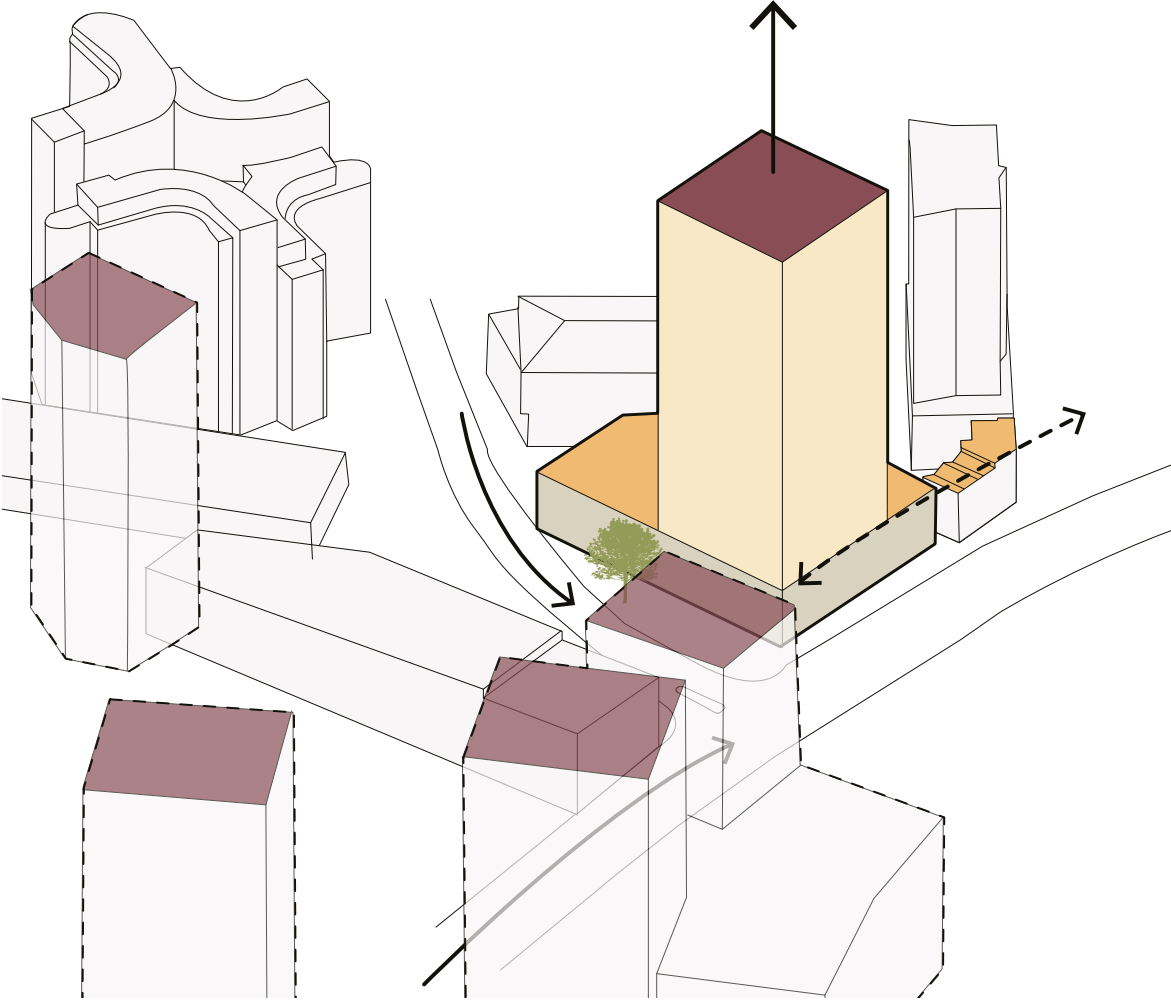


Music and recording spaces

# How does the building work?

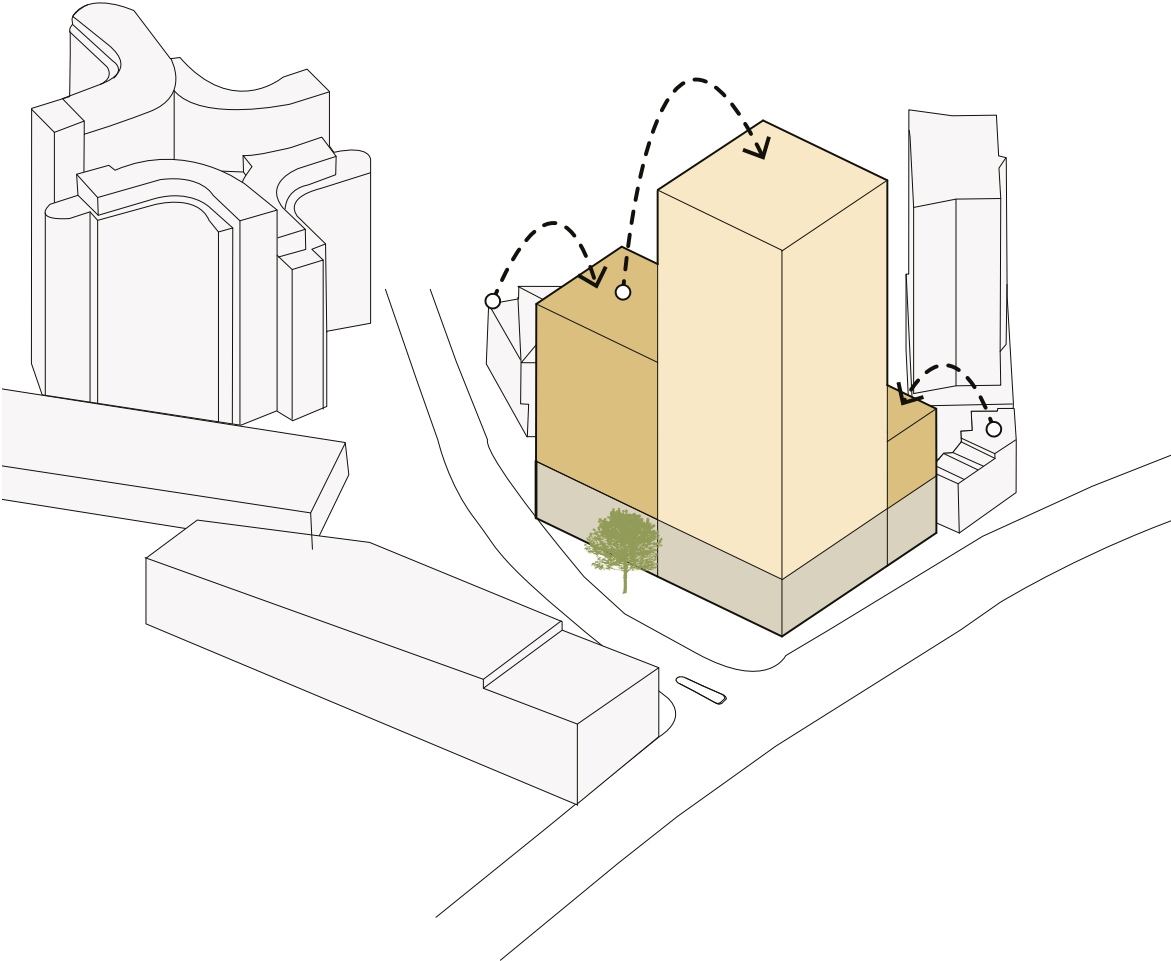


# Developing the building form



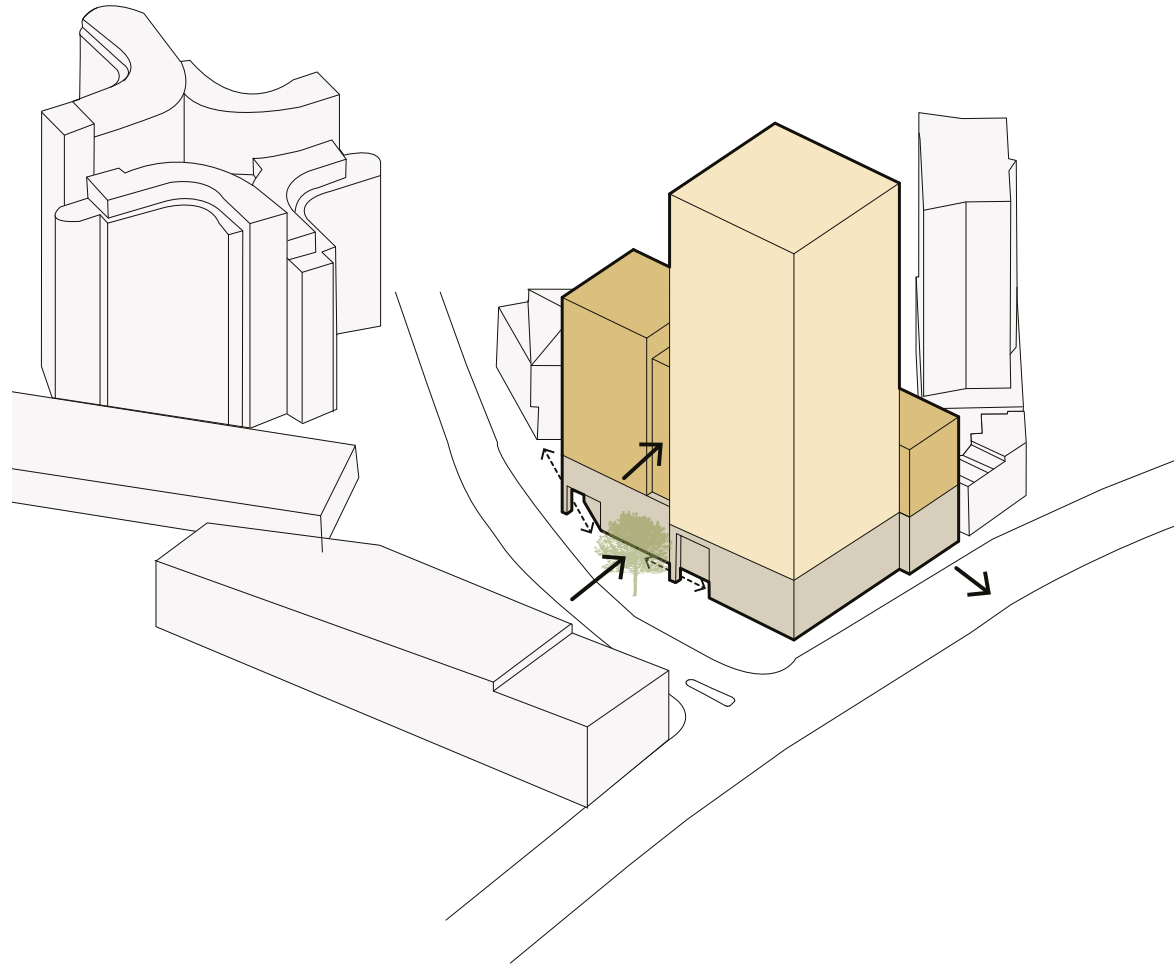
1. Podium to match height of adjacent terrace, with height added to Lombard Road and York Road junction to match emerging context height.

# Developing the building form



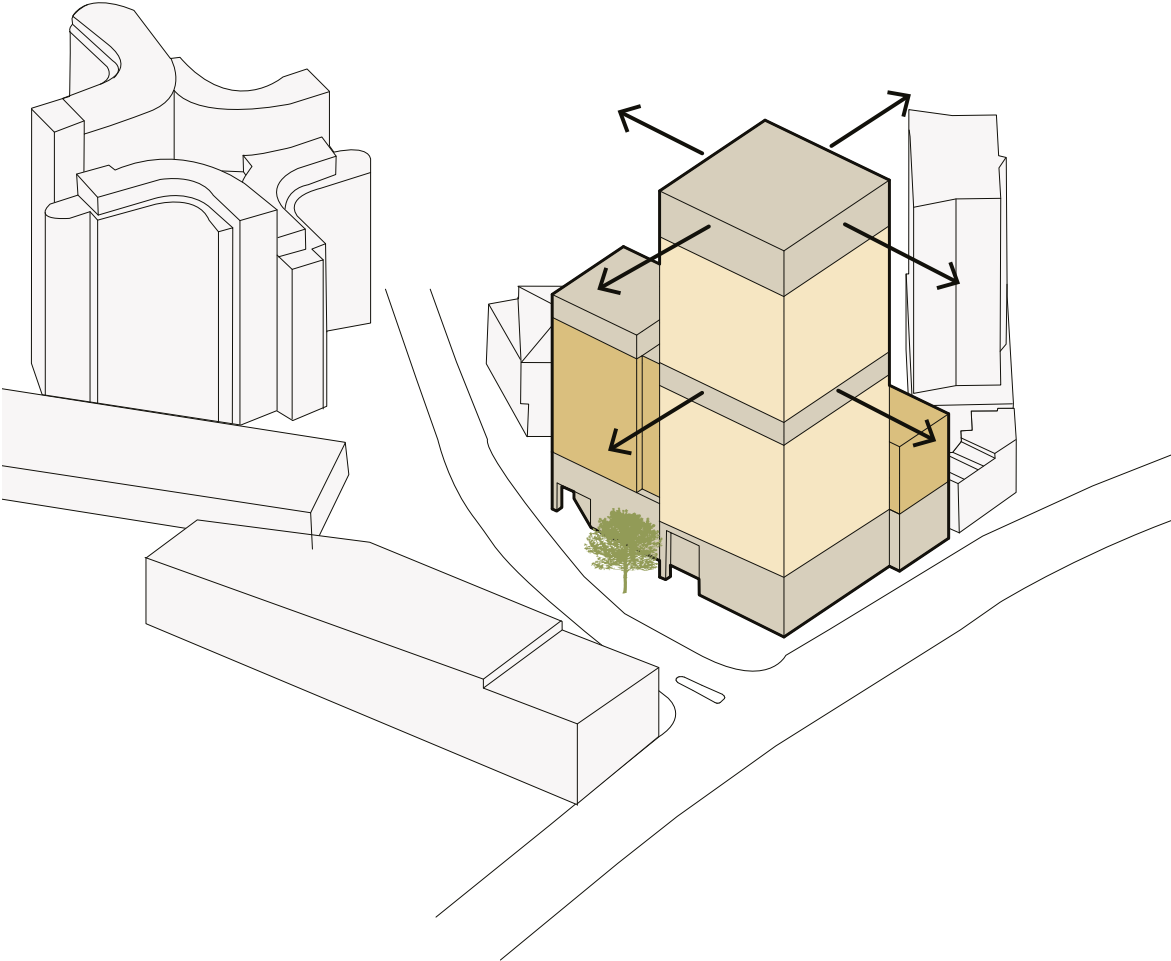
2. Step up to tower from adjacent heights, with change of use above level 01 expressed.

# Developing the building form



3. Tower given prominence on corner by sliding adjacent blocks, improving ground level pedestrian spaces on York and Lombard.

# Developing the building form



4. Amenity levels and crown to be given different treatment to resident levels to enhance building character



Winstanley Estate Regeneration  
Outline planning granted  
32 Storeys



Price's Candle Factory  
Consented  
25 Storeys



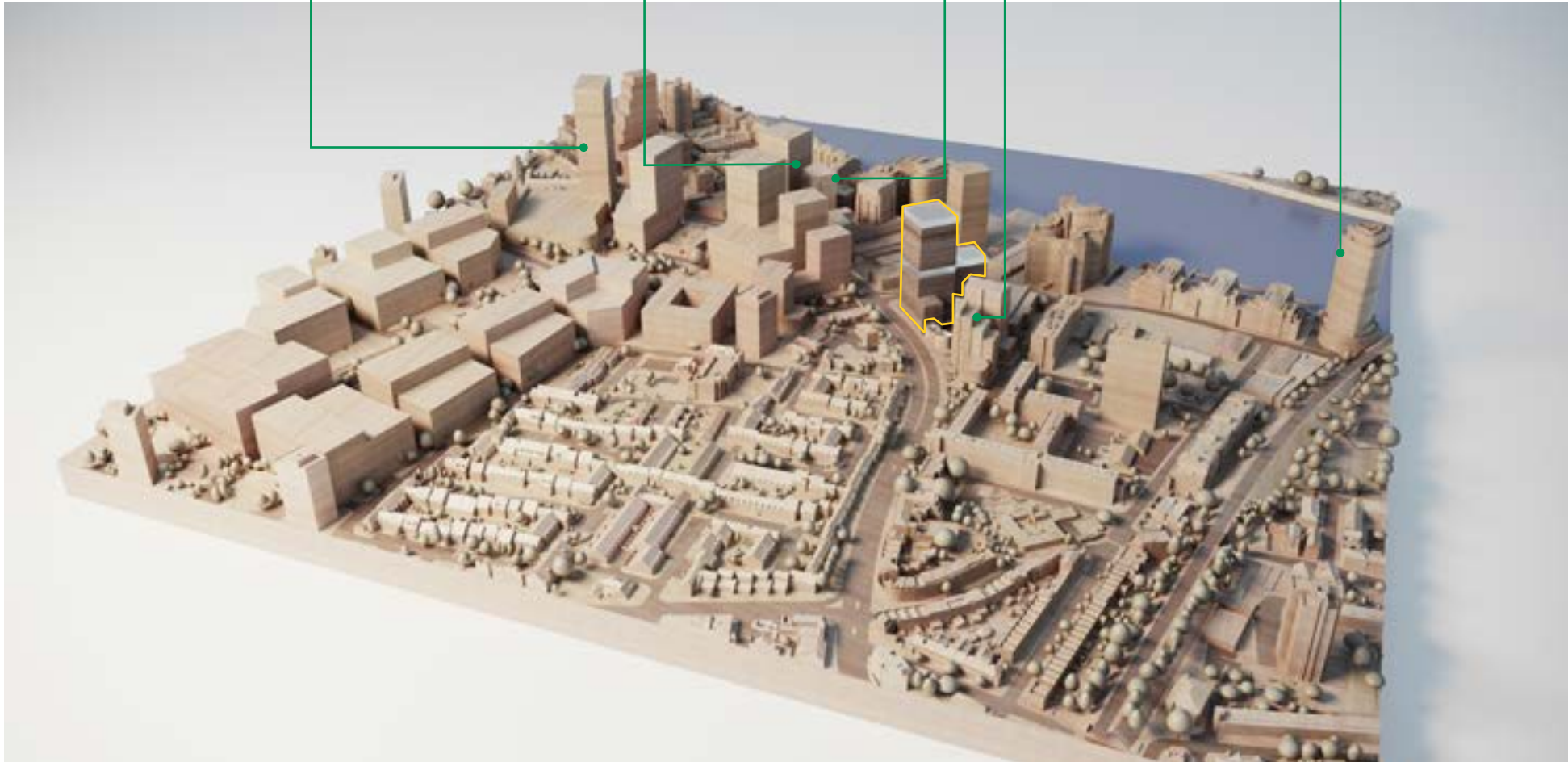
98 York Road  
Completed  
17 Storeys



58-70 York Road  
Under Construction  
17 Storeys



Lombard Wharf  
Completed  
28 Storeys











**gym at first floor**

**resident suites moved above street level**

**large shared resident entrance**

**co-working and event spaces at first floor**

**off-street pick-up point**

**existing trees retained**

**additional trees introduced**

**improved landscaping to Lombard Road**



outdoor roof terrace

58-70 York Road

large shared resident entrance

co-working and event spaces at first floor

design steps in response to neighbouring terrace

planting to pavement on York Road

entrance to co-working on York Road





SUPERMARKET



**gym at first floor**

**cycle stands and opportunity for bike dock**

**supermarket introduced**

**large shared resident entrance**

**off-street pick-up point**

# Development comparison

## Re-working the extant planning consent



Consented view south-west along York Road



Proposed view south-west along York Road

# Development comparison

Re-working the extant planning consent



Consented view north-east along York Road



Proposed view north-east along York Road

# Materiality



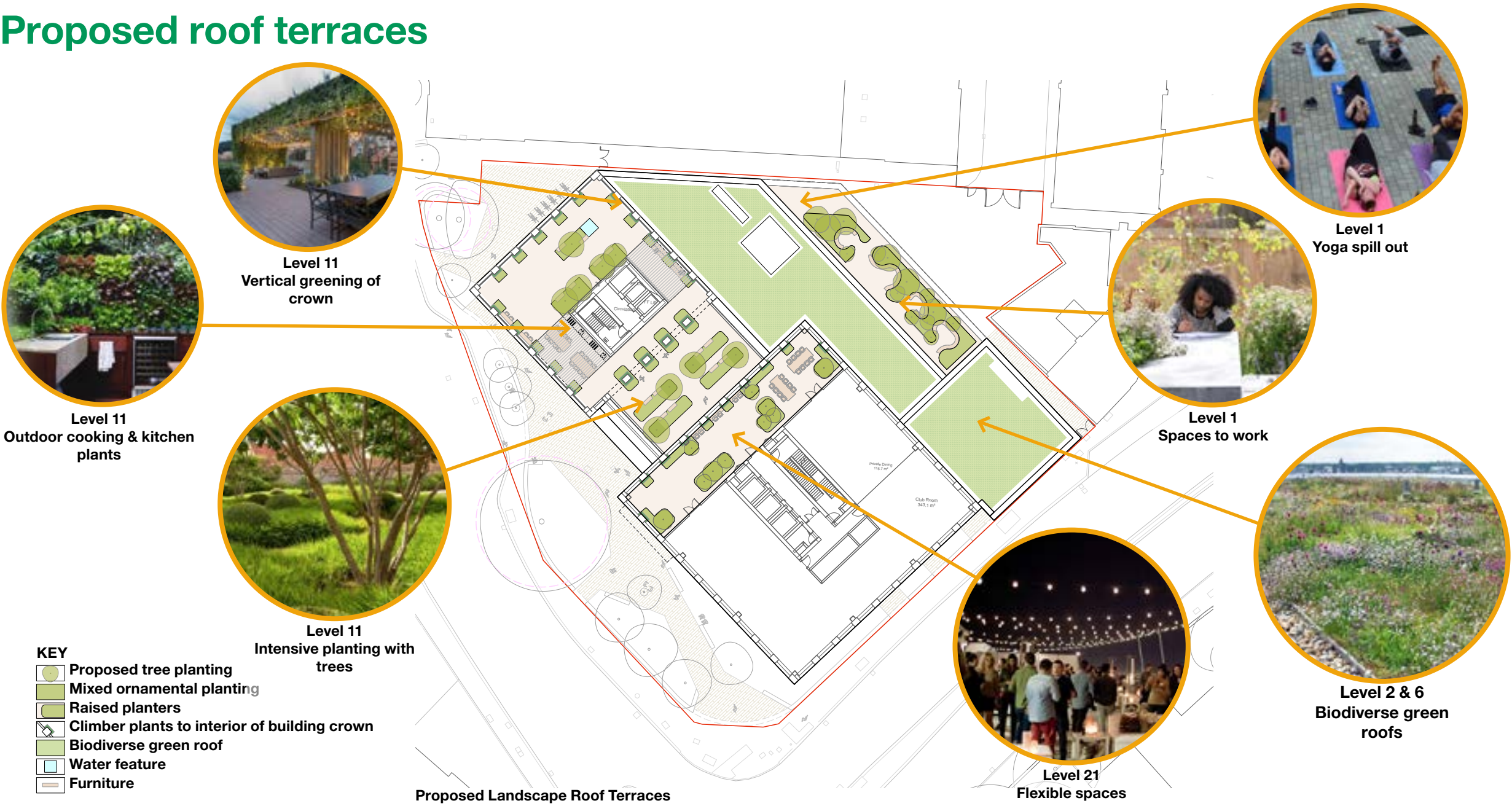
Vejen Rathaus, TRANSFORM  
Arkitekter



White/grey brick  
(mortar-washed/  
glazed/light mortar?)

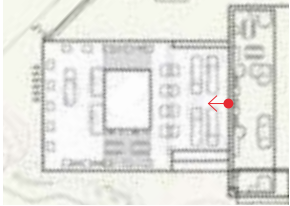


# Proposed roof terraces

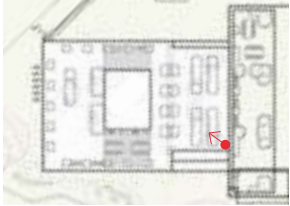


- KEY**
- Proposed tree planting
  - Mixed ornamental planting
  - Raised planters
  - Climber plants to interior of building crown
  - Biodiverse green roof
  - Water feature
  - Furniture

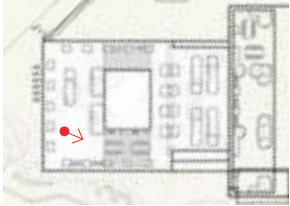
# Proposed roof terraces



# Proposed roof terraces

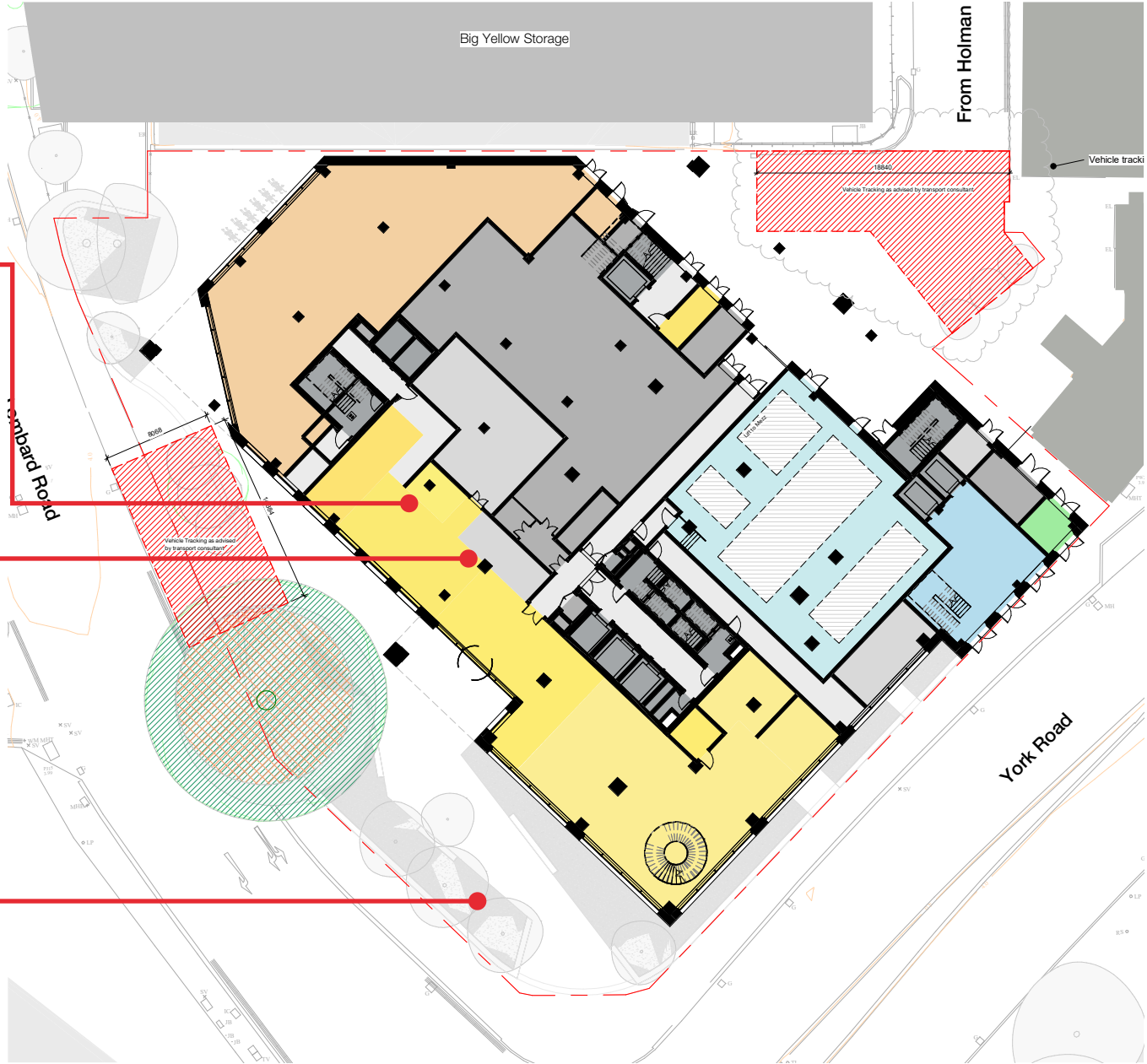


# Proposed roof terraces



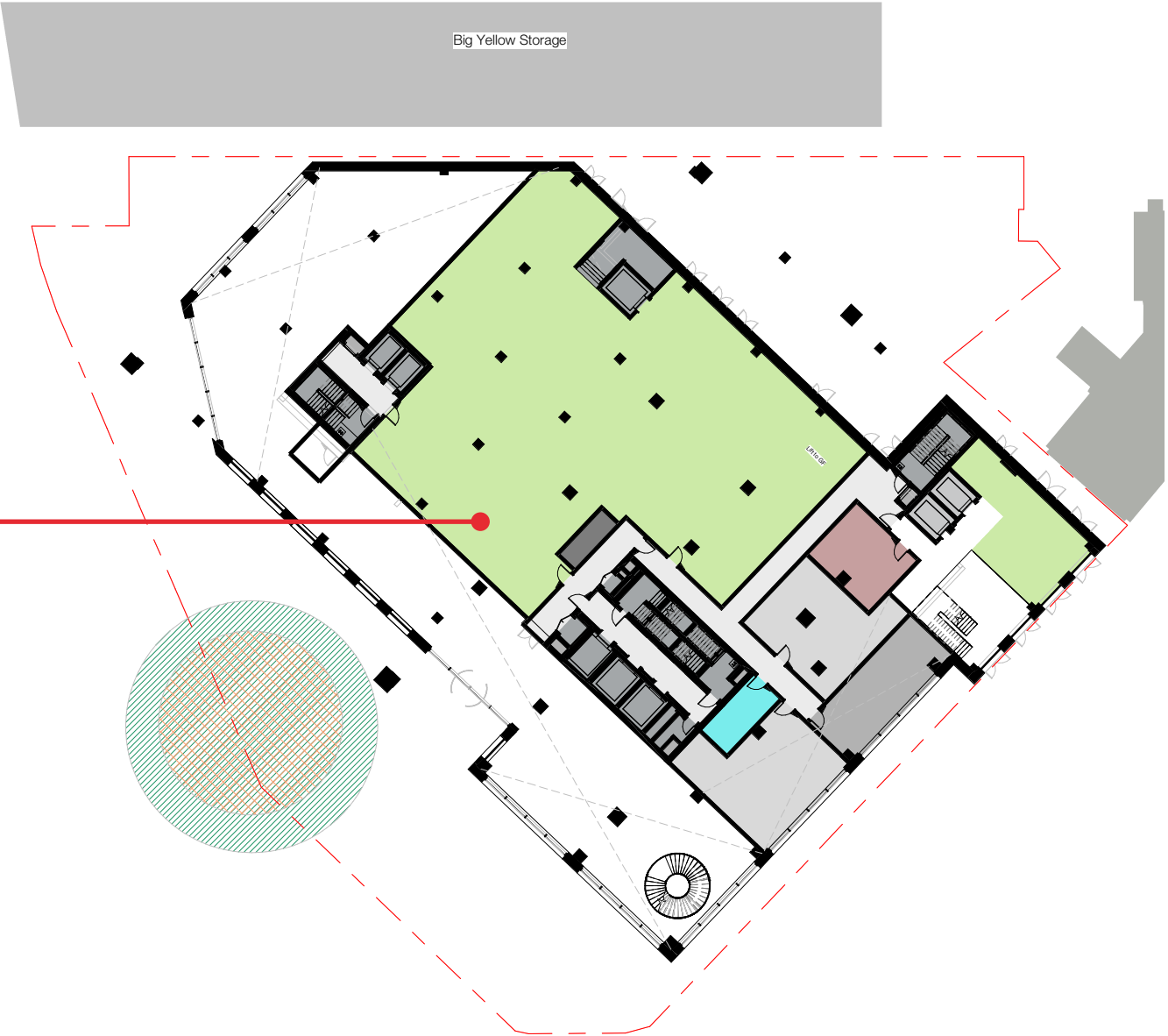
# Emerging layouts

## Ground floor GA



# Emerging layouts

## Mezzanine GA

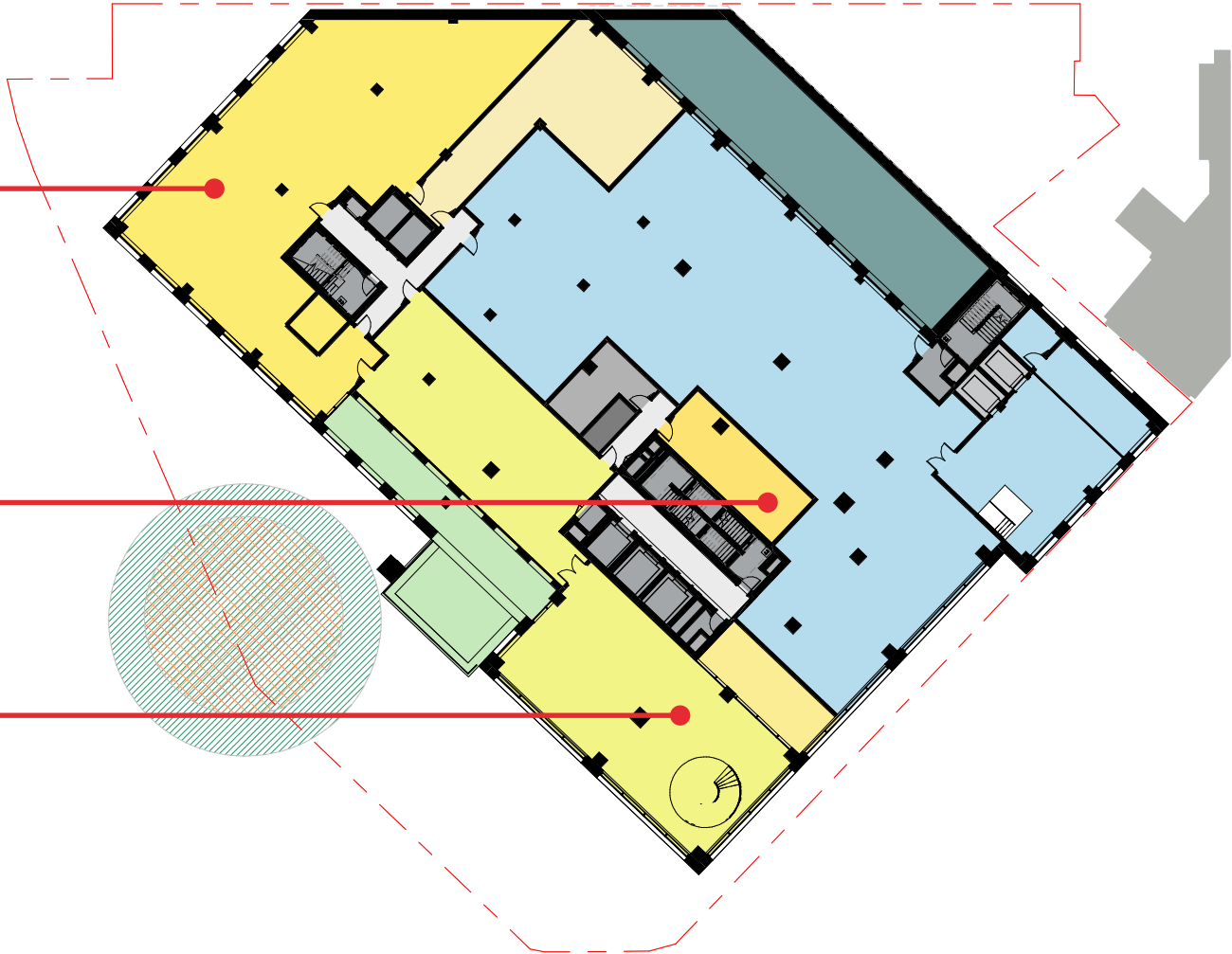


# Emerging layouts

## First floor GA

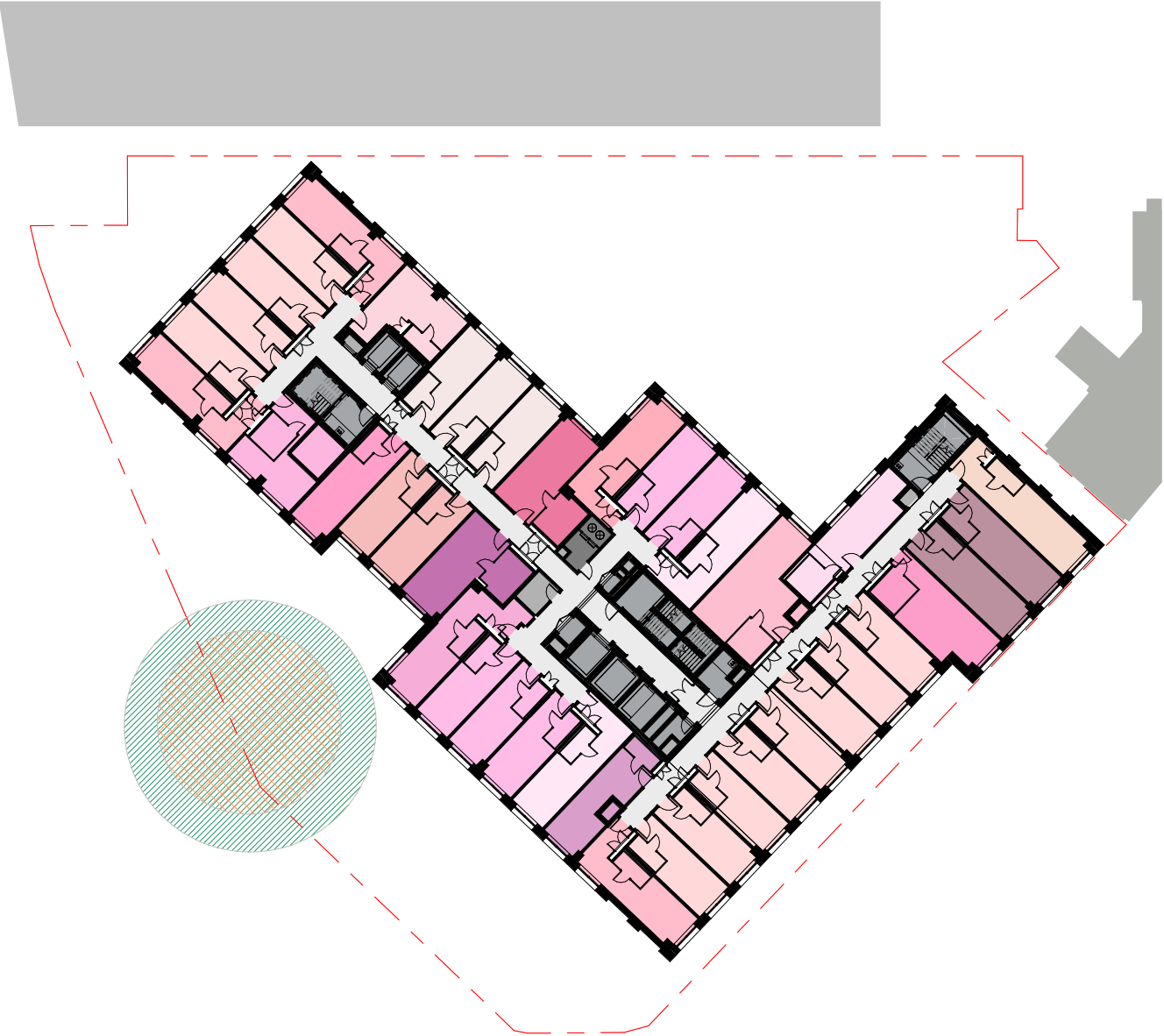


Big Yellow Storage



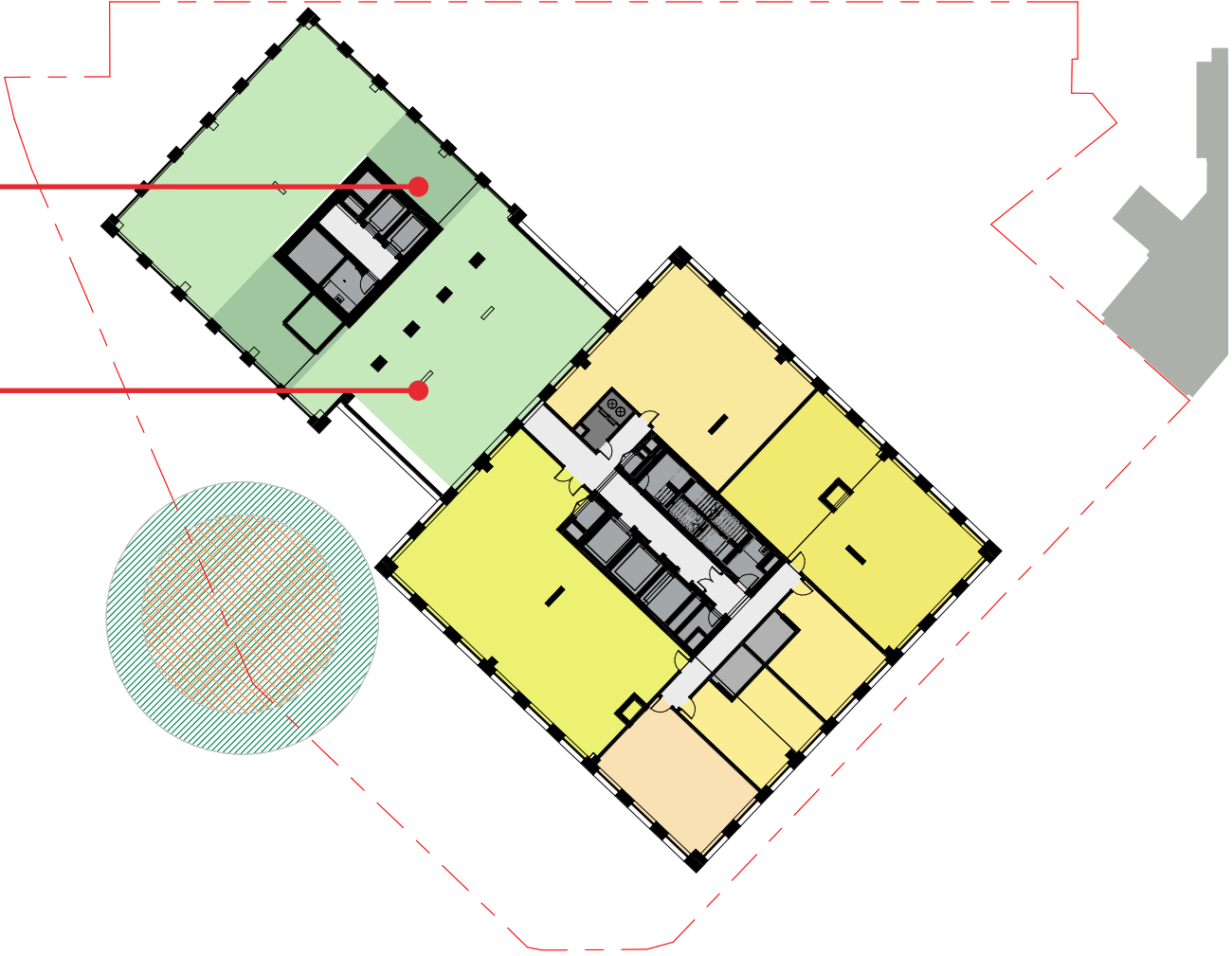
# Emerging layouts

## Lower level GA



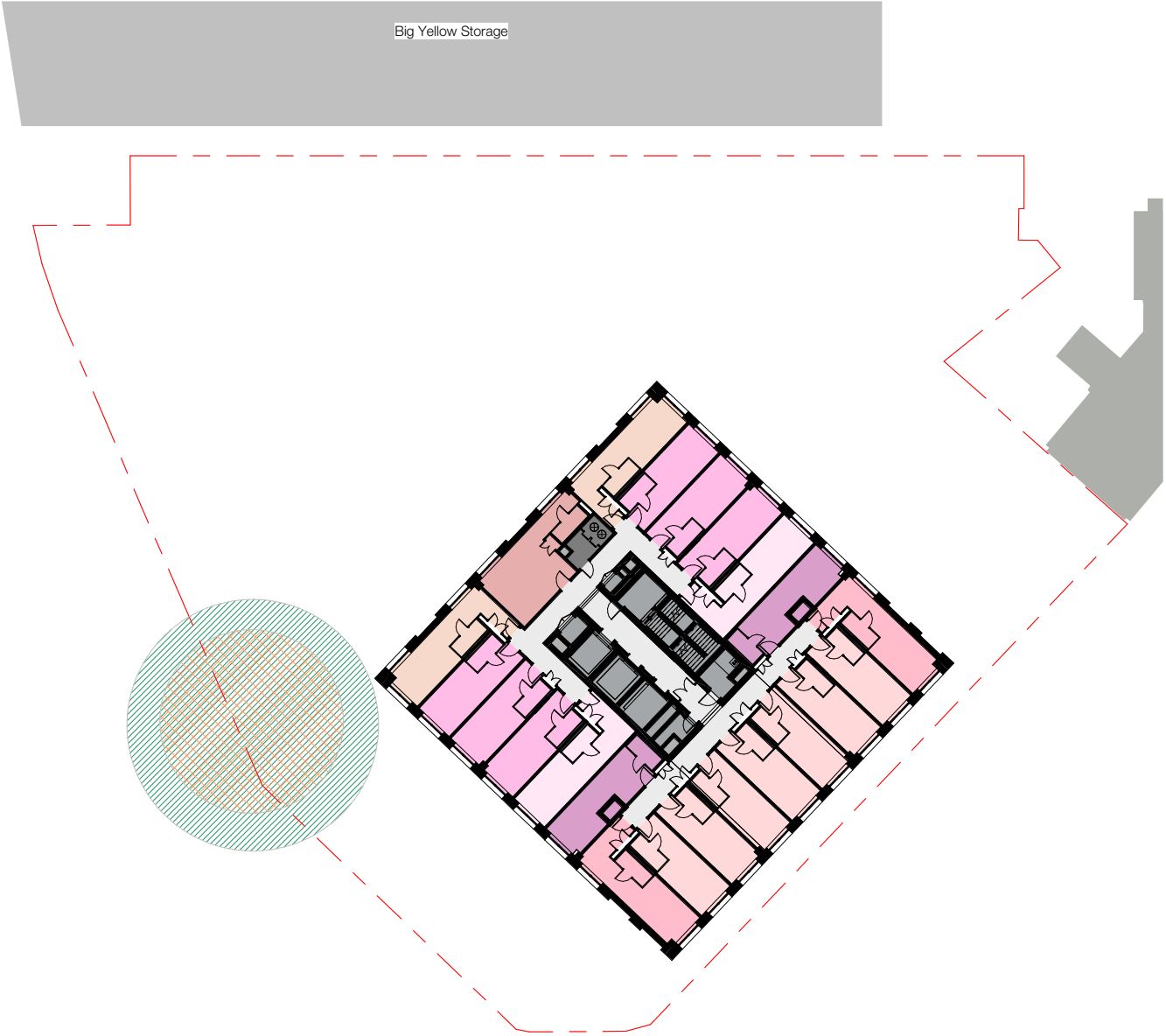
# Emerging layouts

## Amenity level GA



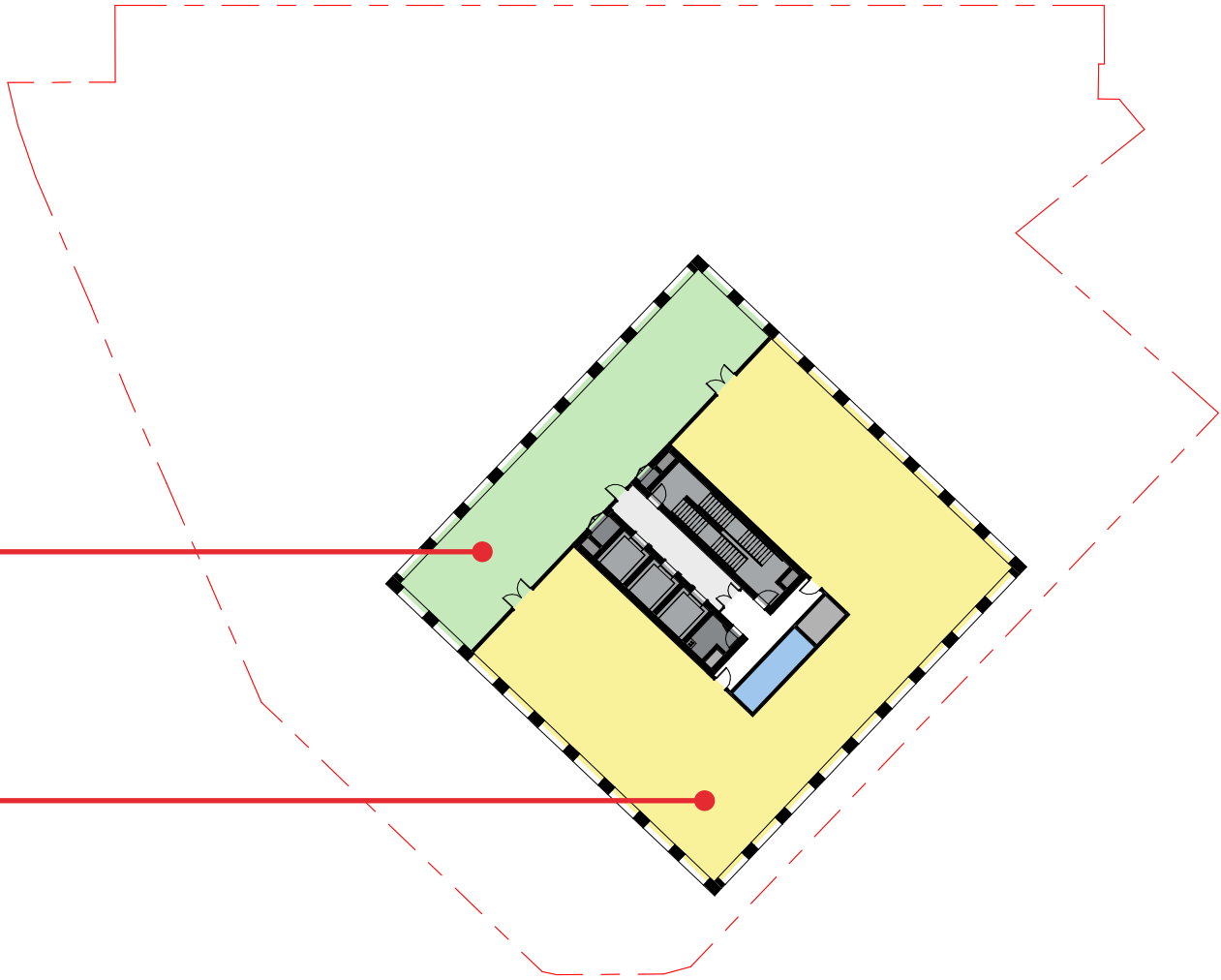
# Emerging layouts

## Upper level GA



# Emerging layouts

## Upper level amenity



# Fire strategy

## Typical GA

Fire strategy being developed by Jensen Hughes fire engineering consultants in collaboration with design team.

Second fire-fighting core with stair, fire fighting lift and separate evacuation lift.

Sprinklered corridors throughout.

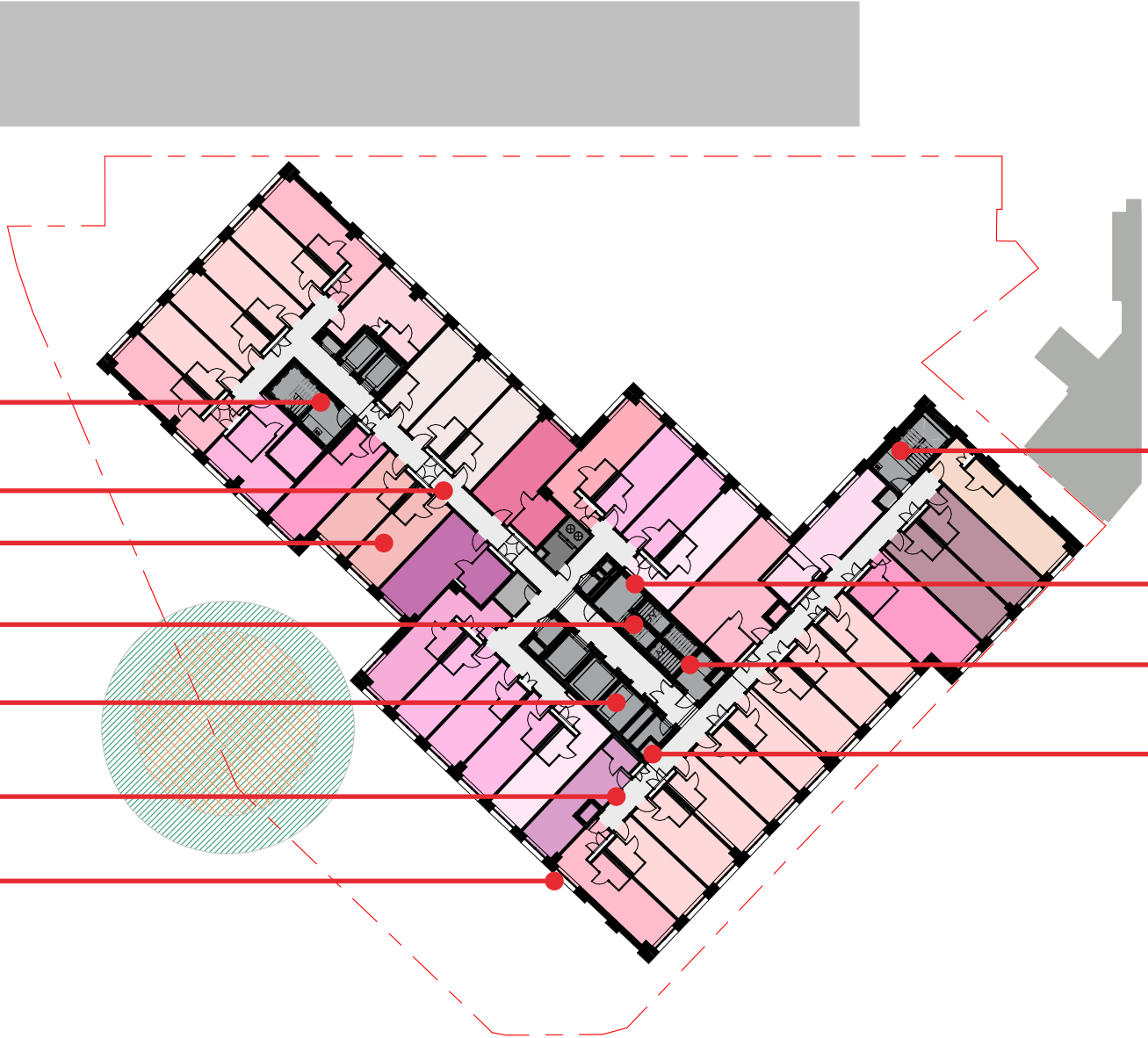
Sprinklered suites throughout.

Primary core with cascade stairs providing 2 fire-fighting stairs through tower exiting straight to street.

Primary core with two fire-fighting lifts and one evacuation lift.

Primary core with two fire-fighting lifts and one evacuation lift.

Non-combustible facades throughout



Evacuation stair.

Refuges provided within stair enclosure.

Wet risers throughout within stair cores.

Smoke shafts throughout plan at ends of corridors.

**Any questions?**

# Thank you

# Contact

London\  
Edinburgh\  
Manchester\  
Los Angeles\

[hawkinsbrown.com](http://hawkinsbrown.com)