

# WELCOME




## TO OUR PUBLIC EXHIBITION



Photo of the site.

**These emerging proposals are being brought forward by Curlew, a developer that is committed to creating high-quality designs as well as developing long-term relationships with communities.**

We hope that this exhibition gives you the opportunity to:

-  Learn about our early ideas for the site
-  Meet the Curlew team and ask any questions
-  Share your thoughts

These are our early ideas, which will evolve through consultation with the local community and other key stakeholders.

We are particularly keen to hear how you think our new spaces could benefit the whole community.

### Curlew projects



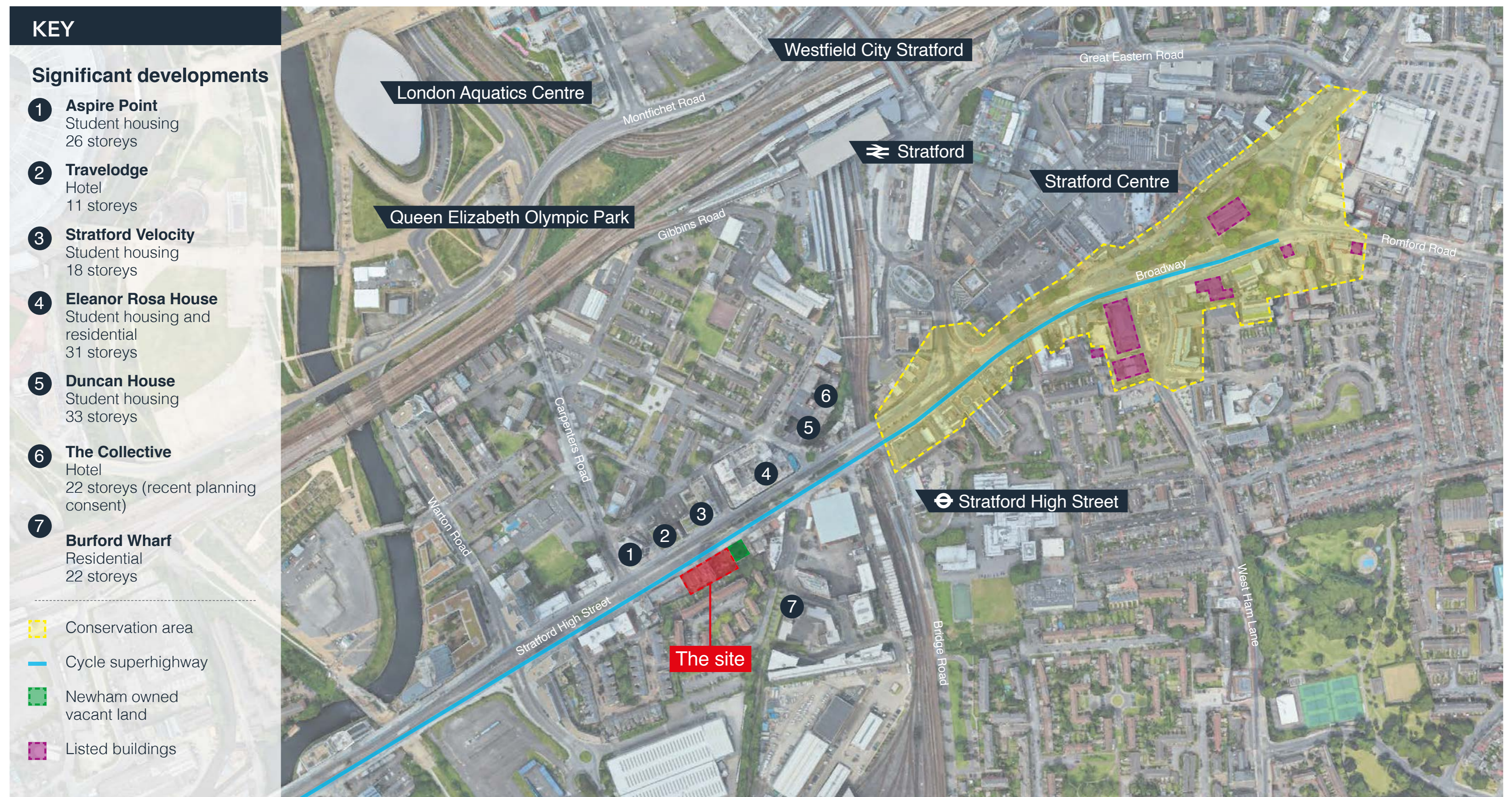
Plans for student accommodation in Brighton.



Student accommodation in Edinburgh.

# THE OPPORTUNITY

The current building is unattractive, and offers no benefits to the local community and Stratford High Street.



Map showing significant developments and other uses around the site.

## The Site

- The site lies within Stratford and New Town ward, on the south side of Stratford High Street in the London Borough of Newham.
- It includes Poland House, a car park and a vacant piece of land next door, which was previously occupied by a former Esso petrol station.
- Built in the 1960s as a car showroom with offices above, Poland House currently houses 100 student beds, all of which are occupied.
- There are a number of excellent transport links on offer – including Stratford underground, overground and rail station, Stratford High Street (DLR), local bus services and a Cycle Superhighway.
- The site sits within the London Legacy Development Corporation (LLDC) planning area, which has seen significant regeneration since the London 2012 Olympics.

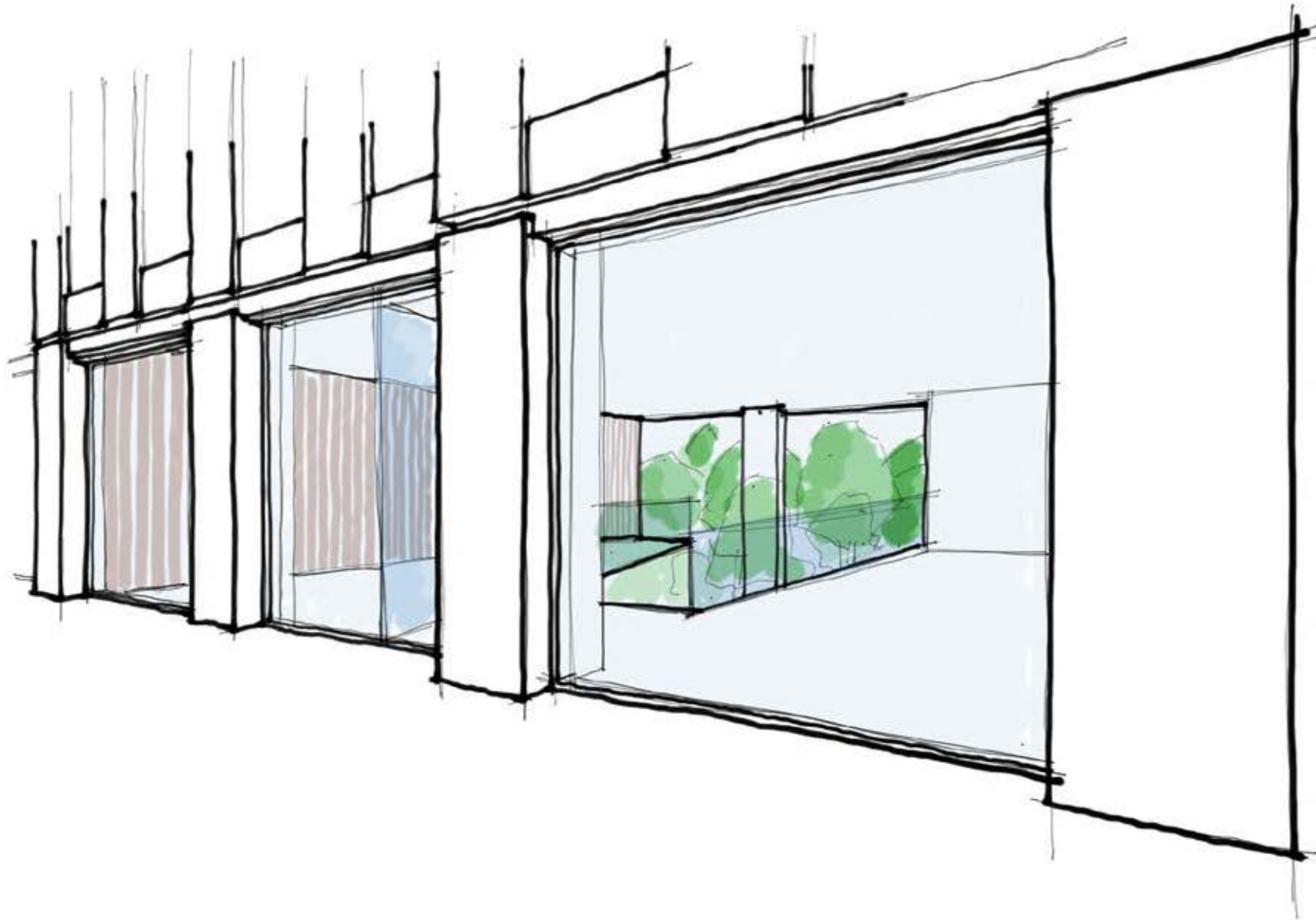
## Why are you redeveloping the site?

- Poland House has unfortunately been neglected for years, and the current student accommodation is outdated and unattractive. There is also a growing need for additional student accommodation in the area:
  - The University of London, which has 17 member institutions including University College London (UCL) and Queen Mary, has recently identified a shortfall of 11,500 purpose-built student rooms for its member universities.
  - More students are expected to want to live and study in Newham in the coming years, with the arrival of new university campuses at UCL east and the London College of Fashion, along with the exciting array of cultural attractions on offer.
- The site also has an inactive ground floor which offers no benefit to the existing High Street and the local community.

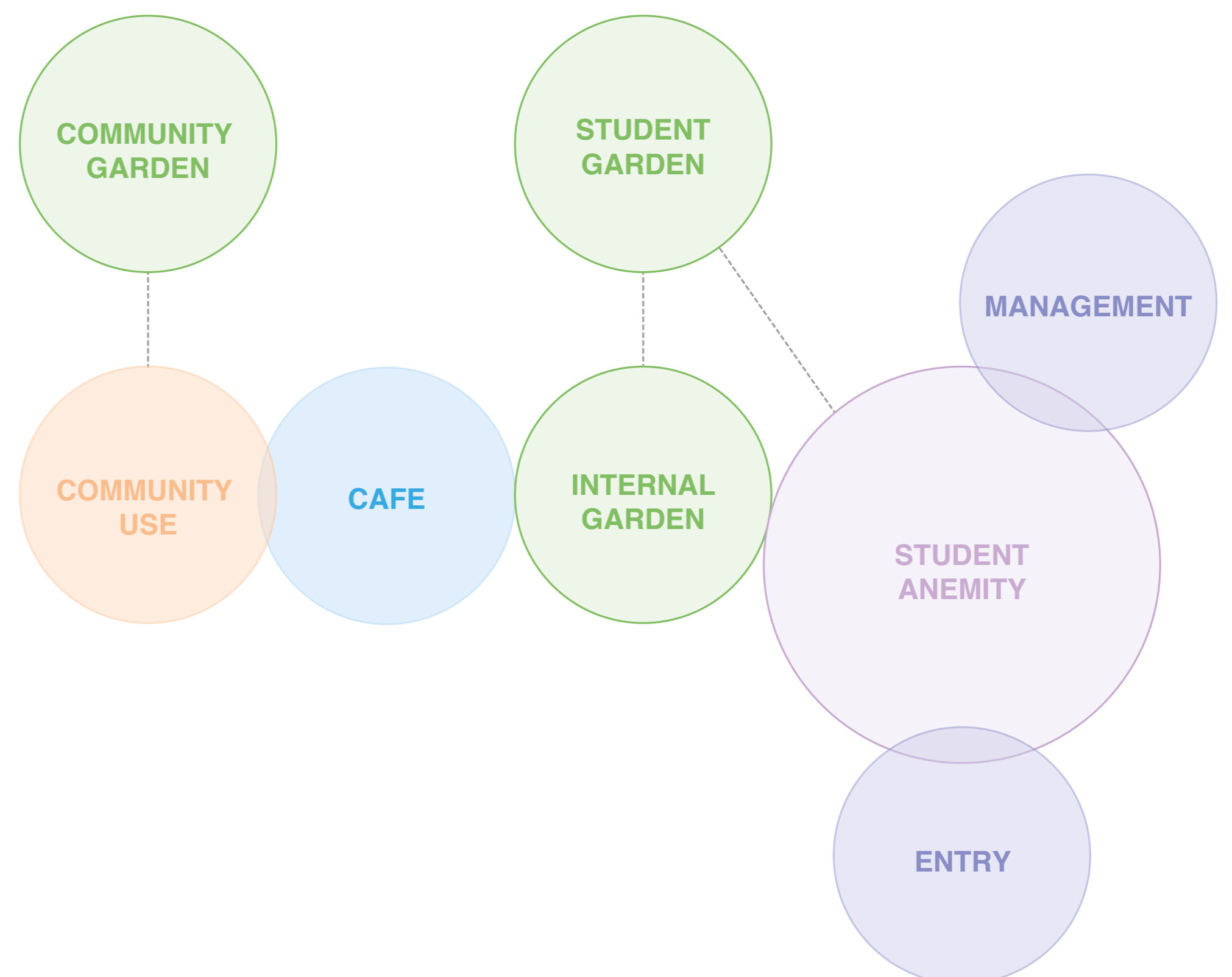
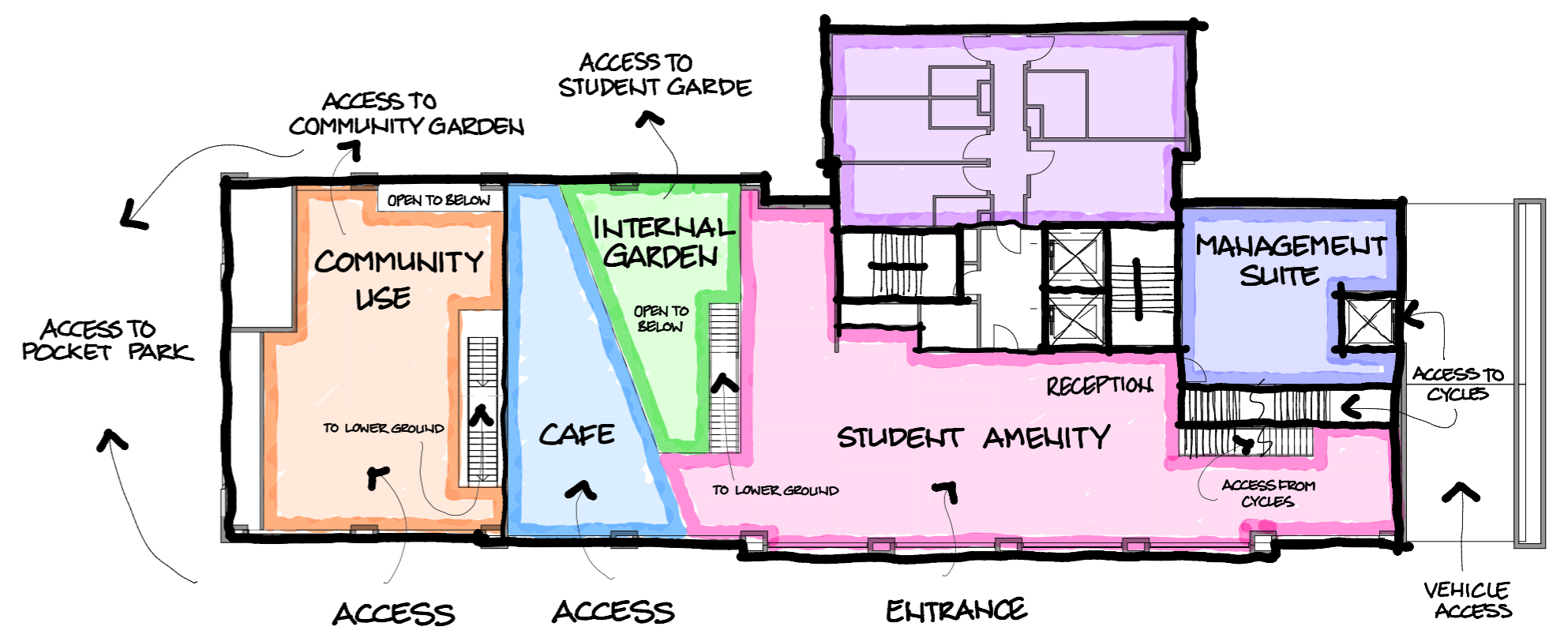
# OUR EMERGING VISION

We believe there is an opportunity to completely transform this site, bringing affordable student housing, new jobs, increasing spending locally, and new spaces that would benefit the local community.

New image pending









Indicative sketches of the upper and lower floors.



Potential uses across the ground floor of the development.

## Our plans for this site would:

-  Transform and breathe life into an unattractive, outdated student accommodation building and the adjacent scrubland.
-  Improve the appearance of the High Street with a new, modern, sustainable development and public landscaping.
-  Provide new and improved student accommodation, as well as affordable student housing.
-  Support local start-ups, charities and the community by providing affordable, inclusive and welcoming spaces.
-  Create new local jobs and apprenticeships.
-  Increase spending locally.

# IMPROVING THE EXISTING STUDENT OFFER

Providing better, more modern facilities for students, and new affordable student housing.

- The new facilities will be much improved on the existing offer, with new modern bedrooms, gardens and break-out spaces for students, creating a much larger and happier environment for students to study, relax and enjoy.
- We are already in talks with the University of London – umbrella group for a number of major London and established Newham-based universities, including UCL and Queen Mary – who would be potentially interested in taking up the new student beds.
- We are also committed to delivering new affordable student housing.

**Local benefits**  
These proposals will contribute to the London Borough of Newham's desire for 'community wealth building' – by creating more jobs and increasing spending locally.



Examples of student amenity spaces designed for other Curlew projects.



Examples of bedrooms designed for other Curlew projects.

# NEW SPACES FOR RESIDENTS

New flexible spaces on the High Street for local people, charities and businesses.



After school club.



Training services.



Affordable co-working spaces.

- We want to ensure that existing residents feel a part of our proposals, which is why we are exploring a number of options. This could include delivering new spaces on the lower and ground floors of the new building.
- These spaces could be managed and run by the local community, charities and/or local start-ups.

- Our initial ideas include providing new affordable workspaces for local businesses, an after-school club, and/or providing training services for residents.
- We are already in discussions with a number of local business groups and charities, and would be keen to hear your thoughts on how these spaces could be used.

# TELL US WHAT YOU THINK...

Please let us know your thoughts on how you would like these spaces to be used, or any other contributions that can be made to the local community, by writing on one of the post-it notes provided.



# A HIGH-QUALITY, SUSTAINABLE DESIGN

We want to create a truly exceptional design, which has sustainability at its heart.

## Activity and surveillance

- We believe this site provides a unique opportunity to create a truly active street-scene on Stratford High Street.
- The redevelopment of this building and adjacent scrubland will create high levels of natural surveillance, improving the relationship between Stratford High Street and the surrounding area.

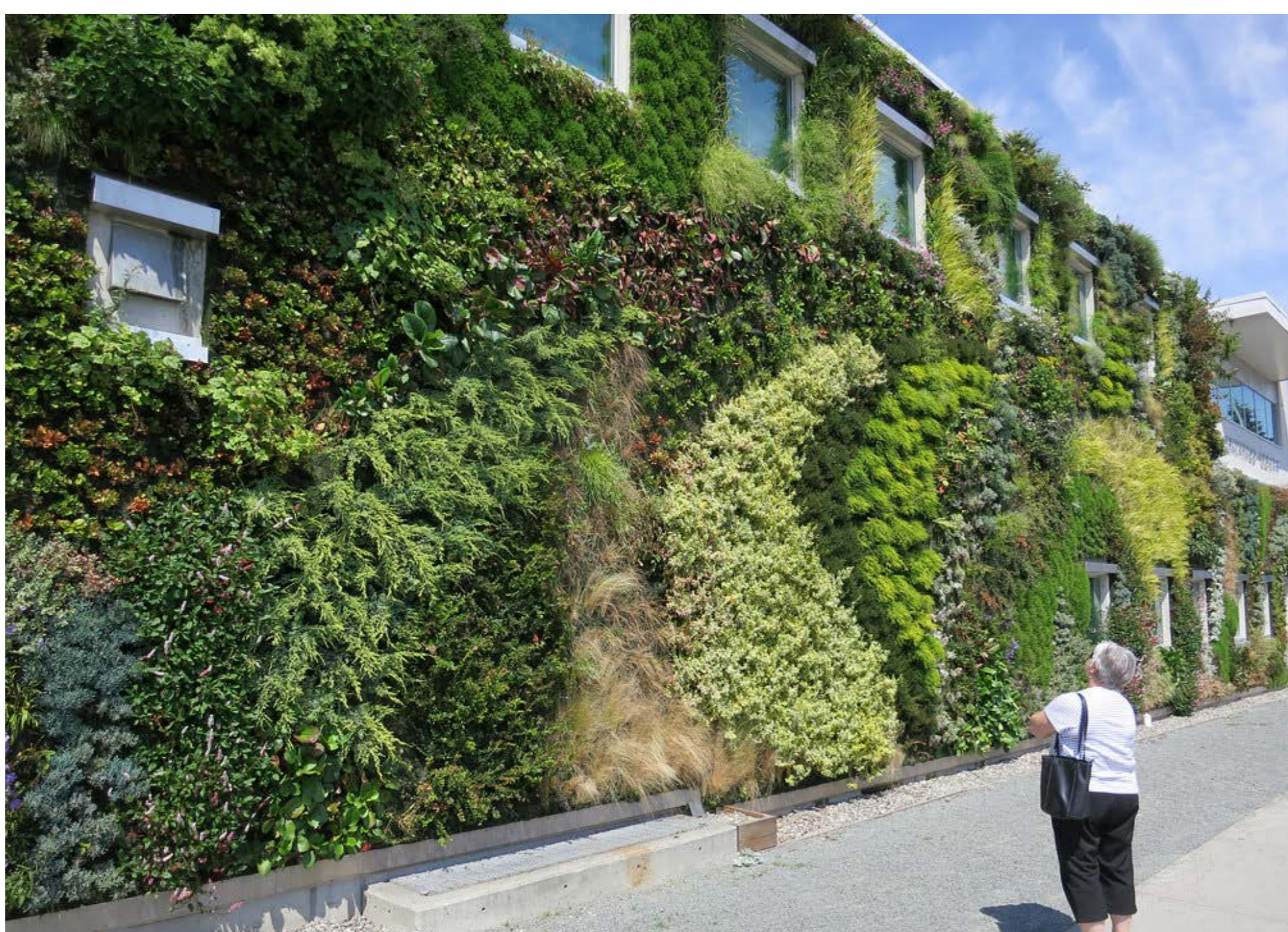
## Sustainability and landscaping

- We are committed to ensuring this development is eco-friendly, which is why we are aiming for our designs to achieve net zero carbon emissions and a BREAM 'excellent' rating.
- This can be achieved by introducing green roofs, vertical planting along the façade of the new buildings, and a rooftop garden.

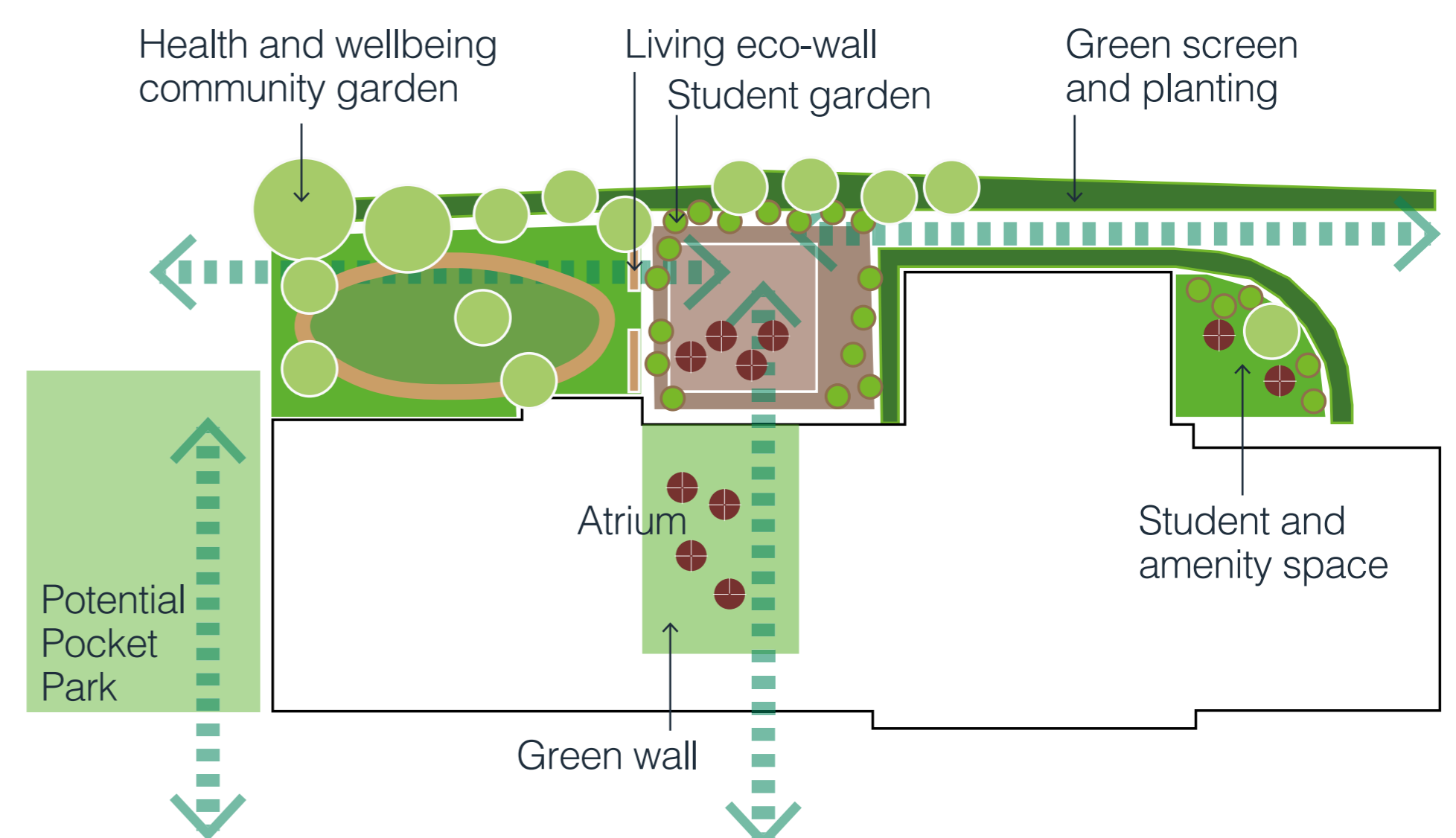
- We are looking at creating a variety of garden spaces across the site, including separately accessible spaces for local residents and students.

## Designs

- We are currently exploring various height and massing options, and feel that this site is well placed to support a new high-quality development.
- As we progress our designs further, we will look to work closely with the local community to minimise any potential harm caused on nearby residences and businesses.



Potential green wall.



Potential ground floor outdoor uses.

## Car-free

The new development will be car-free, while providing disabled spaces and ample cycle storage, supporting more sustainable modes of transport and helping to tackle the climate emergency. This will reduce the number of parking spaces that are currently on the site by 28.

# NEXT STEPS

THANK YOU FOR ATTENDING OUR EXHIBITION

## TIMETABLE



We would like to hear your views on our early plans before we hold a further public exhibition in April.

### You can share your views by:

-  **Filling in** a comments card
-  **Online feedback form:** [polandhouse.co.uk](http://polandhouse.co.uk)
-  **Email:** [PolandHouse@londoncommunications.co.uk](mailto:PolandHouse@londoncommunications.co.uk)
-  **Freephone:** 0800 3077 647