

THE FUTURE OF POLAND HOUSE

Our plans for a new Poland House.



A view of the proposed scheme, with the proposed six storey project by educational charity Mary Ward Settlement to the right hand side.

Curlew is bringing forward plans to redevelop Poland House and an adjacent vacant site into a modern, sustainable student housing building with a new community space and improvements to the public realm on the ground floor along Stratford High Street.

In this newsletter, you will find:



Information on the social and economic benefits these proposals will bring to the local area



The case for an improved student offer at Poland House



Details about our designs and the proposed building's relationship to Kerrison Road



Next steps and details on how you can submit your feedback and get in touch with the team

You can also visit our website - www.polandhouse.co.uk - which provides a video presentation and further information about the plans.

If you would like to get in touch to share any questions or feedback, please use one of the following



0800 3077 647 (Freephone)

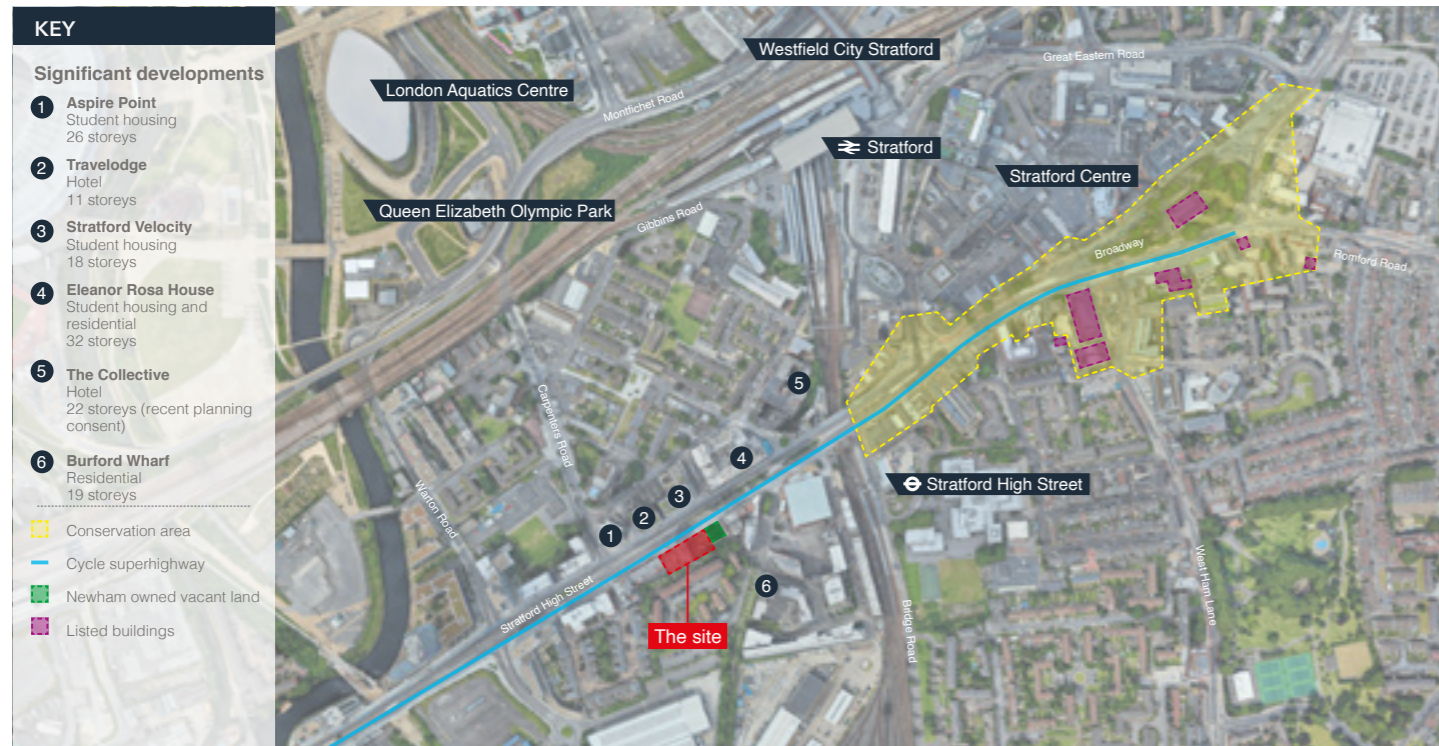


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THE SITE

About Poland House.

The site lies within Stratford and New Town ward, on the south side of Stratford High Street in the London Borough of Newham.



Map showing significant developments and other uses around the site.

The redevelopment site includes Poland House, a car park and a vacant piece of land next door, which was previously occupied by an Esso petrol station.

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.

Our proposed building will provide two fully accessible parking spaces (a reduction of 25 spaces from the current site). It will include 212 spaces for bicycle parking, and students will be prevented from applying for a local car parking permit.

The site sits within the London Legacy Development Corporation (LLDC) planning area, which has seen significant regeneration since the London 2012 Olympics.

We believe the current building has reached the end of its design life, is not energy efficient, unattractive and offers little benefit to the local community and Stratford High Street.



A view of the current Poland House.

THE OPPORTUNITY

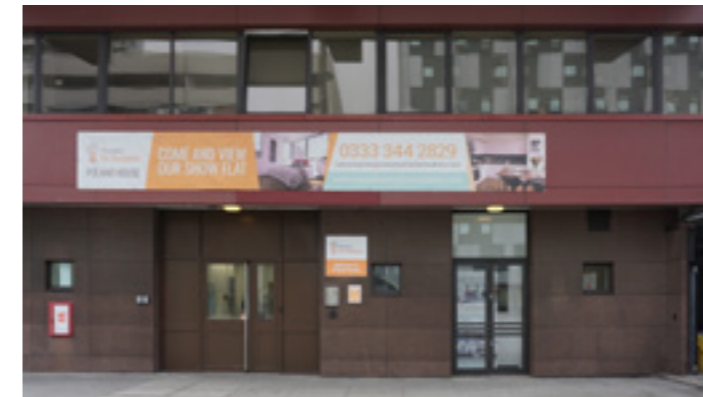
The case for redeveloping Poland House.

Originally built as a car showroom with offices above and subsequently converted into student accommodation with an attached car park, Poland House can no longer support high quality student accommodation with the amenity space students require.

Despite the current impact of Covid-19, we believe the demand for student accommodation in Newham and across London will remain strong in the years to come.

Active high street

At street level the building offers a blank wall with only a small entrance door, bin storage and car park accessible from Stratford High Street. A redeveloped building will provide new space for the community to use, accessible from the High Street, alongside public realm improvements.



Left: The blank front of the building on the High Street. Right: Photo of the adjacent vacant land.

Sustainability

A redeveloped building will be significantly more sustainable than the existing 1960s building. It will achieve a minimum of BREEAM 'excellent' rating for energy efficiency through green technology such as solar panels and highly efficient air source heat pumps.



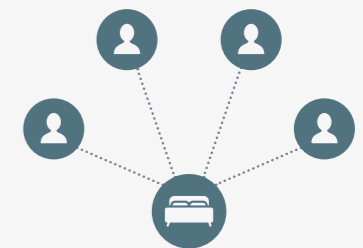
A growing demand for student housing

The University of London, the Umbrella group for a number of major London and established Newham based universities, including UCL and Queen Mary, has estimated that they currently have a shortfall of 11,500 purpose-built student rooms.

We are already in talks with the University of London who would be potentially interested in taking up the new student beds in partnership with Curlew.

Within a 2.5 mile radius of Poland House there are currently seven university campuses, with a further two being built. Student numbers at these campuses are expected to grow by almost 50% in the next five years, driven by the new Stratford campuses for UCL East and the London College of Fashion (part of the University of the Arts London).

Students attending a Higher Education Institution within a 1-mile radius of Poland House have increased by 35% in the past five years.



The local need for student housing is acute. Within a 2.5 mile radius of Poland House there are

FOUR STUDENTS
for every available purpose built student bed

Even with future planned developments in the area, this number is expected to continue rising in future years. This means that students will continue to live in houses of multiple occupation, taking away valuable housing stock from local families.

IMPROVING THE CURRENT STUDENT OFFER

Modern facilities, including accessible and affordable accommodation.



Illustration of what the student garden could look like.

A new garden

The building will include a new garden, sunken below street level to ensure privacy for neighbours. The garden will be designed for quiet study and reflection with small pockets to sit and enjoy. It will create a nicer environment by maximising urban greening and biodiversity. Timings and access will be appropriately managed and controlled by the estate management team.

The current building houses 100 student rooms, all let for this academic year.

A redeveloped Poland House will create 282 student rooms including:

- Affordable accommodation for the first time in this location.
- 5% of rooms will be designed for universal access, but inclusive design has been considered throughout. Accessible bedrooms and kitchens will be spread evenly throughout the building.



A floor plan and illustration of how a typical student room could look.



COMMUNITY WEALTH BUILDING

New jobs, community space, and increased spending locally.



A view of the new community space with an art class happening to the rear overlooking the new garden.

Community space

On the ground floor and accessible from Stratford High Street there will be a new space for the local community to enjoy - adding vibrancy to this part of the High Street.

We want to ensure this space is occupied by a use which local residents and communities will benefit from. Curlew has been meeting with local businesses, community groups and charities to discuss what would work best here.

At our first exhibiton in February 2020 suggestions from the community included:

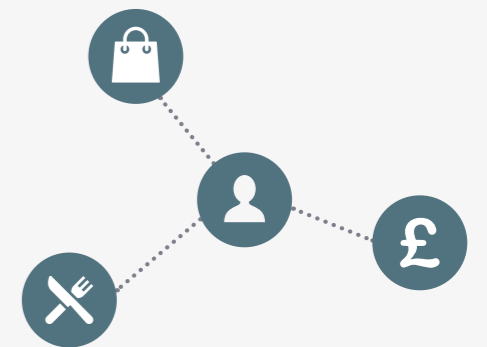
- Coffee shop or snack bar
- A place local residents could meet
- Local supermarket
- Library

New jobs for local people

These proposals present an opportunity to bring new jobs and apprenticeships for local people.

- During construction approximately **230 jobs** will be created (jobs for local people during the construction phase will be agreed with the council as part of a S106 agreement).
- When the building is operational **five full time jobs** will be created.

We would like to hear what you think, so if you have any suggestions for this space, please get in touch using the contact details on the back page of this newsletter.



Students living at a redeveloped Poland House will contribute approximately

£1.31 MILLION a year to the local economy

spending their money on food, retail, and leisure activities.

KERRISON ROAD

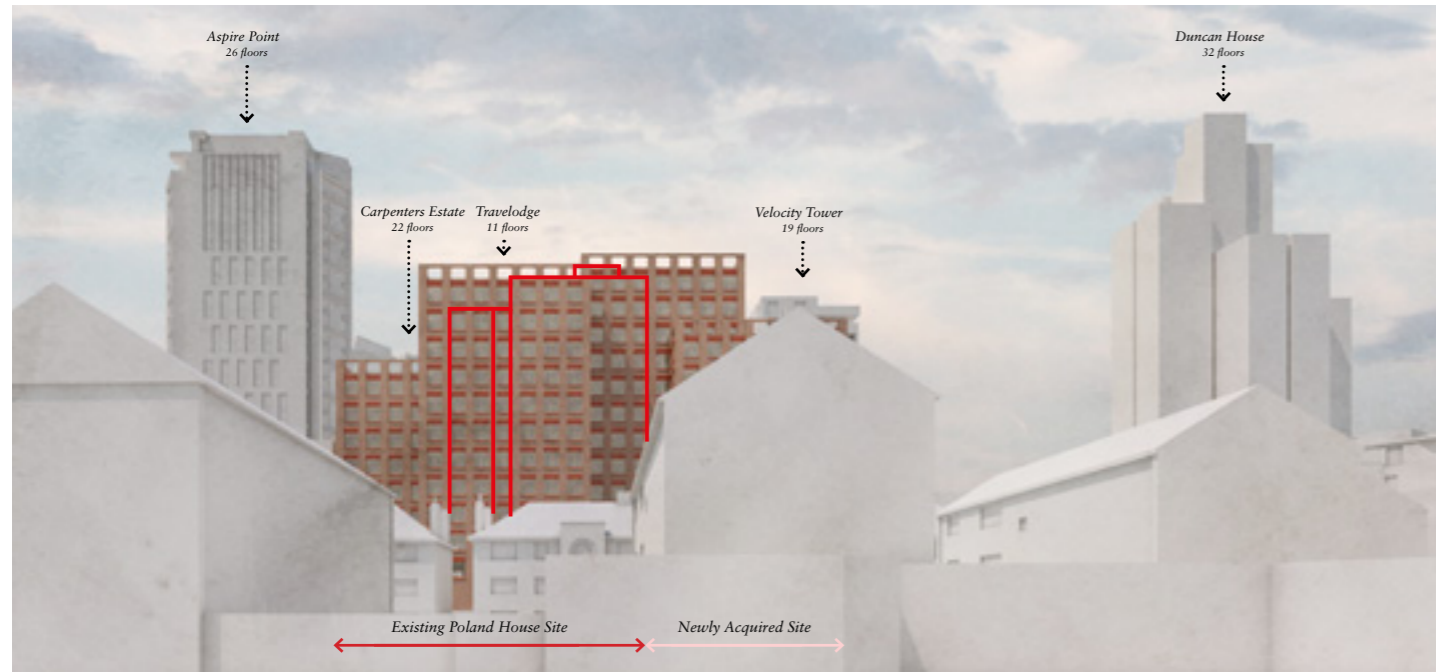
Creating a modern, attractive building.

Kerrison Road

These images show the proposed form of the building from Kerrison Road. The red line depicts the current building, while the brown blocks show what the scheme could look like from this perspective.

The chosen stepped terrace is designed to create an attractive building that is not simply one continuous block, or a single large tower, but a building that improves this stretch of the High Street whilst minimising the visual impact on our neighbours.

We have also been able to increase the distance between the new building and Kerrison Road homes from between three and seven meters. We propose that the redeveloped Poland House will be four connected buildings of 8, 9, 11 and 12 storeys. The tallest element of the scheme (standing at 12 storeys) is much lower than other new developments along Stratford High Street and is very much in keeping with the current height of Poland House.

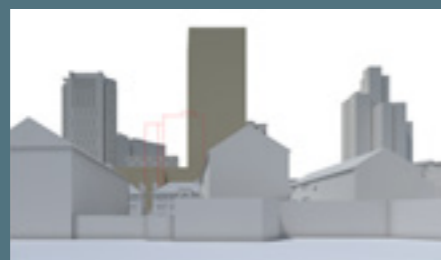


This view shows the proposed new building as seen from Kerrison Road. The existing building outline is shown in a thin red line.

Exploration of massing options



This shows the existing Poland House building looking northwest towards Stratford High Street from Kerrison Road



Though localised, the tower and podium option was discounted due to the overbearing scale of the tower on the southside of Stratford High Street.



On balance, the two mid-rise towers and central public space was deemed less successful in terms of townscape and its relationship to its immediate neighbours on the south side of Stratford High Street.

If you would like to discuss our designs further, please do get in touch with us using the contact details provided at the end of this newsletter.

HIGH QUALITY DESIGN

Creating a building befitting Stratford High Street.

Height, views and distances

A number of tall buildings have been built along Stratford High Street, and there are several currently in the pipeline. We therefore feel that this site is well placed to support a high-density development that can contribute to the increasing need for student accommodation in the area.

The plans for the site have evolved in response to feedback from planning officers. Architects Henley Halebrown have created a stepped terrace design with a maximum height of 12 storeys to avoid creating another tall tower along the High Street.



A view of the current Poland House from Stratford High Street DLR.



How the building could look from the same viewpoint.

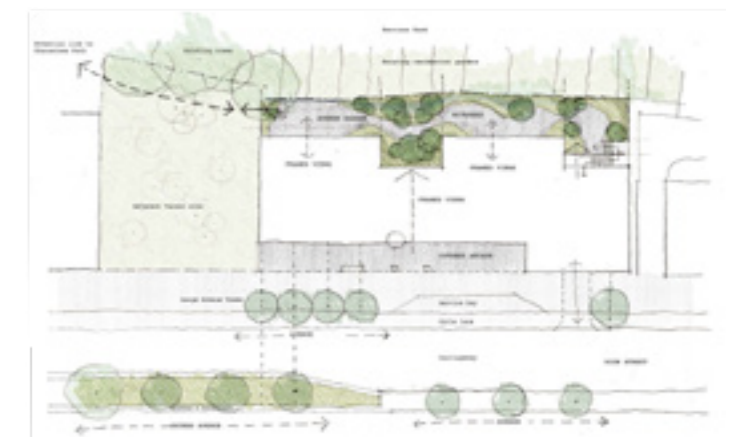
Public realm and landscaping

The proposals will vastly improve the public realm on this stretch of the High Street:

- A modern 'arcade' style front of the building will act as an entrance to the accommodation and community space. It will create a new area of pavement and will enliven this underused section of the High Street.
- Delivering urban greening through new avenue trees on the High Street and a planted, biodiverse garden to the rear.



A view showing the public realm and new arcade style front of the building on the High Street.



A diagram of the landscape and public realm improvements.

NEXT STEPS

Please submit any questions or feedback using the contact details below.

Our proposals seek to:



Transform an outdated building creating modern, sustainable and attractive student housing.



Meet the local need for an increase in student accommodation, including accessible and affordable rooms.



Support the whole community with a new accessible space on the ground floor.



Create new local jobs and apprenticeships.



Environmentally friendly building.

Share your views:

We would like to hear your feedback on our plans before we submit a planning application in Summer 2020.

You can find further information about the scheme, including a short video, our proposed student travel and servicing arrangements on our website.

If you or a neighbour are unable to access our website, please get in touch using the freephone number provided. We would then be able to send hard copies of our more detailed proposals to your address.

The consultation line will remain open till 26 July.

Please send in your comments before then. You can still get in touch with the team following this if you have any queries about the scheme using the email, freephone and online contact form on our website.



Online feedback form:

www.polandhouse.co.uk



Email:

PolandHouse@Londoncommunications.co.uk



Freephone:

0800 3077 647

Timeline

