

305A

KINGSLAND ROAD

PUBLIC EXHIBITION JUNE 2019

Welcome to the public exhibition on the proposals for the redevelopment of 305A Kingsland Road.



ABOUT US

PAUSE

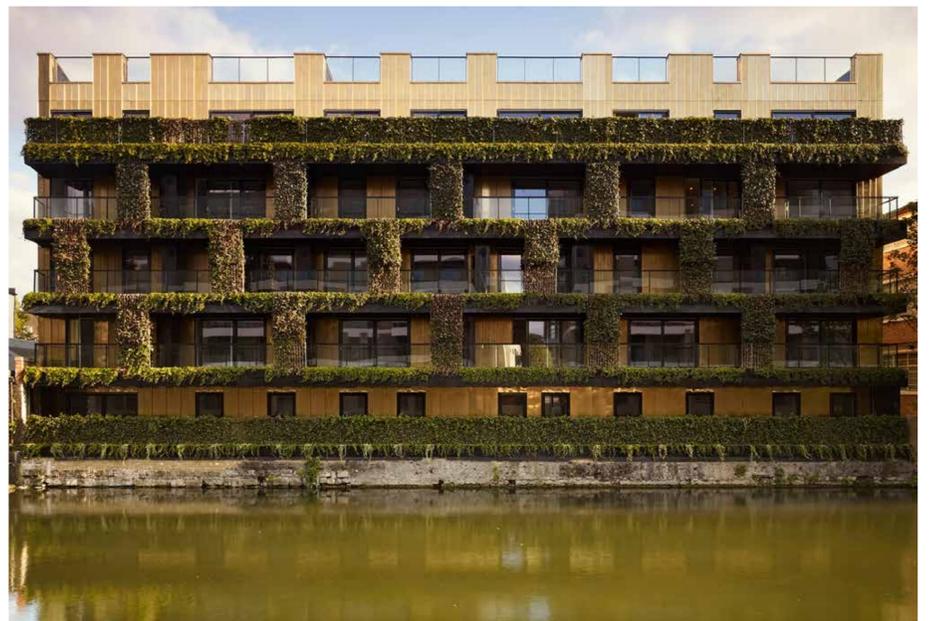
Pause is a specialist development company that strives to build and operate excellent accommodation to both live and work in.

As well as developing the site, Pause will also operate and maintain the site when construction is complete.

PH+ ARCHITECTS

pH+ Architects are an award-winning architectural firm with community at their core. By imagining high quality and considered shared spaces, living and working experiences can be enhanced to deliver robust community structures.

With an emphasis on quality, pH+ push mixed-use spaces for future communities to form. They ensure that the density facilitates the enhancement of proposals, and does not compromise the quality.

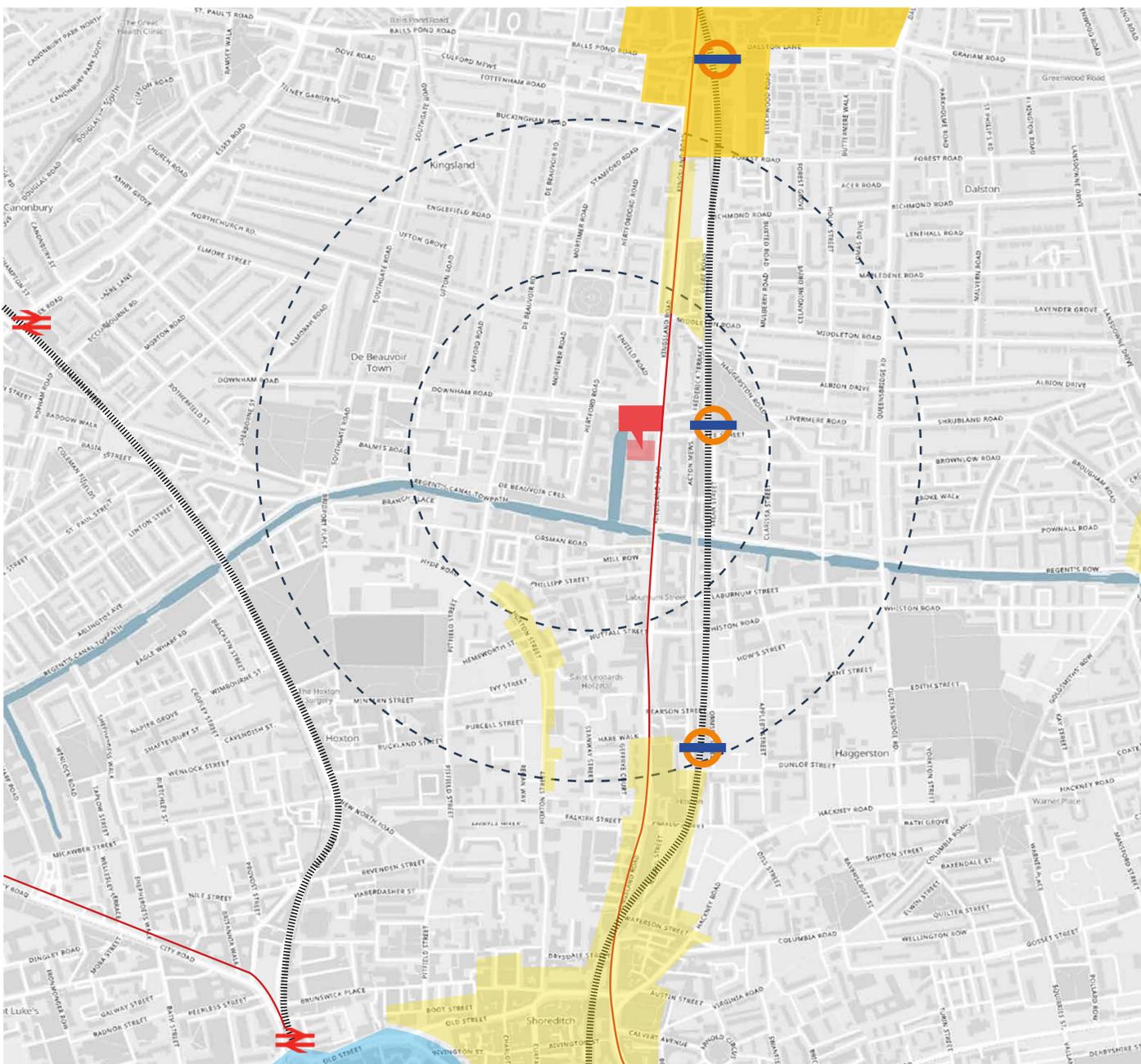


THE SITE

The site is located at 305A Kingsland Road, the central road running through Haggerston.

The site faces onto Kingsland Road to the east, and backs directly onto the Kingsland Basin to the west.

Kingsland Road forms an important access route from Hackney to the City and hosts pockets of mixed-use and commercial activity whilst also offering residential uses.



KEY

-  Site Location
-  Bus Corridor
-  National Rail Station
-  Overground Station
-  Major Town Centre
-  Town Centre
-  Tech City Employment Hub

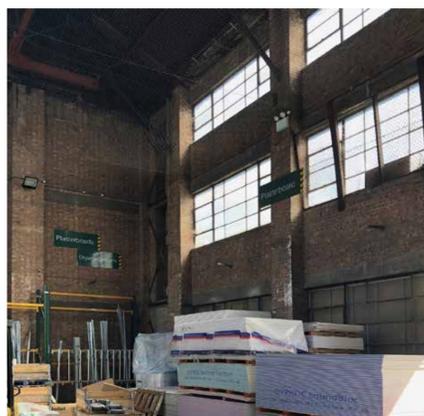
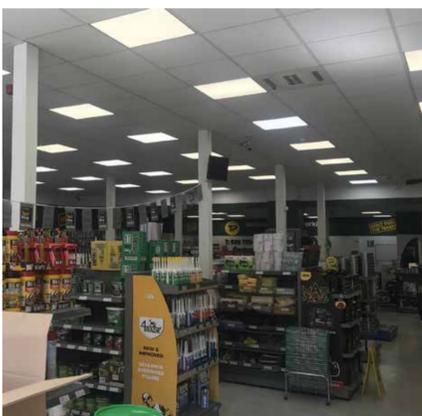
THE SITE TODAY

The site is currently occupied and operated as a low-rise building merchants' site.

This current building has come to the end of its functional lifespan and given its central and accessible location, the redevelopment of the site presents a great opportunity to deliver new workspace and accommodation within Hackney.

The site is well-connected, with a wide variety of amenities within walking and cycling distance, as well as being near to both bus and train stations. The site is located within the City Fringe

Opportunity Area which is identified as a focal point for growth. The site also falls within a Priority Employment Area, where the overarching objective of the council is to maximise employment opportunities for the local community.



OUR APPROACH

Pause has undertaken extensive research to better understand the needs of its future occupiers, including to identify key user groups, and inform the accommodation and service offer.

This “bottom up” approach represents an unusual approach to property development which places the end-user at the heart of the project from the outset resulting in an offer that directly addresses a combination of social, community and housing needs.

A number of key themes have emerged from this research to establish what customers want from the private rented sector, which includes:

- o Well designed, highly functional, modern living spaces
- o Value for money and certainty (fixed and inclusive costs)
- o Customer focus
- o Flexible terms, but security of tenure and rent
- o Community orientated
- o Social space and programme of events
- o Interaction with other uses and activities
- o Opportunities for home working

CO-LIVING

Co-living is an innovative form of housing that meets the needs of sharing households as an alternative to traditional house / flat shares, or HMO accommodation, in the private rented sector.

There has been a significant shift towards private renting within the UK housing market in recent years, which is predicted to continue in response to the wider housing market, household composition and occupiers needs.

Rented accommodation has become an established flexible form of tenure, especially for younger workers. The number of under-45s living in the sector has more than doubled during the last decade with 25-34-year olds now accounting for nearly 37% of private rented households.

In addition to increased demand for private rented accommodation, there is also a general reduction in household size across the country as a whole, which is even more apparent in London.



OUR PROPOSALS FOR KINGSLAND ROAD

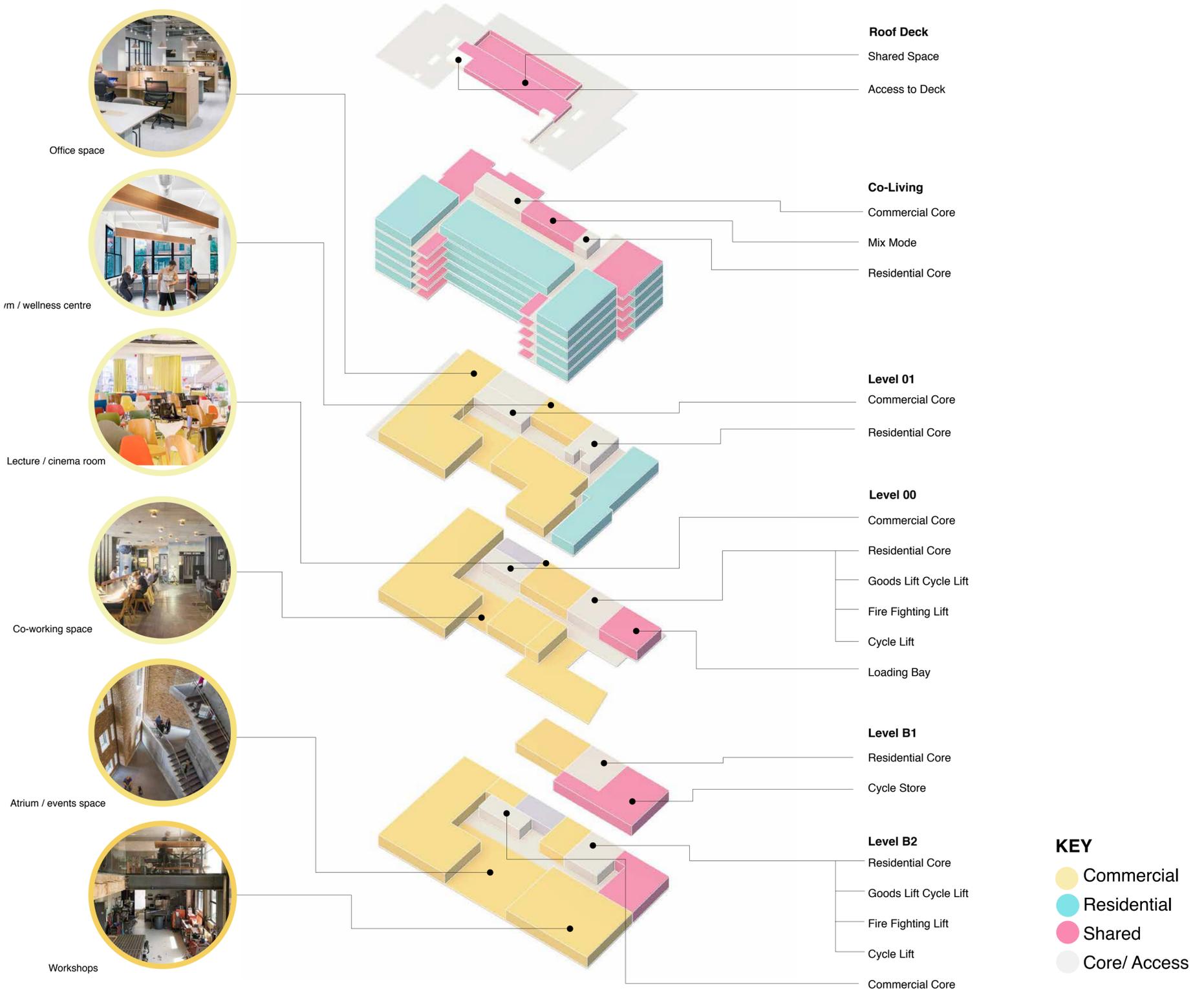
OUR PROPOSALS FOR KINGSLAND ROAD

The proposals embrace the latest thinking in terms of mixed-use development and the project is taking a genuinely user-orientated approach in setting a brief to meet the needs of future occupiers.

Pause's proposals focus on maximising the employment potential of the site through a combination of modern workspaces, light-industrial units and co-living spaces orientated to meet the needs of working Londoners.

In practice this means that spaces such as entrances, reception areas, and amenity space will be shared for both working and living spaces.

Pause are committed to providing a unique lifestyle offer that will include a gym, wellness space and a cinema room that will be available for all residents to use.



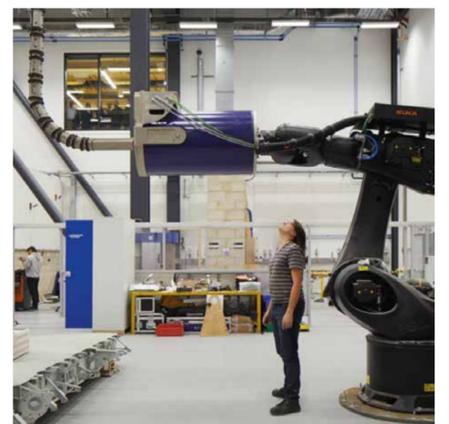
WORKSPACE

The proposals will deliver 3,650 sqm of commercial floorspace, including managed office space; light industrial space; co-working spaces and communal facilities.

The design has been carefully tailored to offer high levels of flexibility being able to accommodate a range of businesses, ranging from start-ups and small-medium enterprises to established organisations.

The commercial space will occupy the basement, ground and first floor. This will provide an active frontage for Kingsland Road and help to activate this part of Kingsland Road.

This is in line with the Council's policy, which is to maximise the employment opportunity of the space and Haggerston more broadly. The provision of high-quality employment space will provide opportunities for local people to be able to work close to where they live.



CO-LIVING

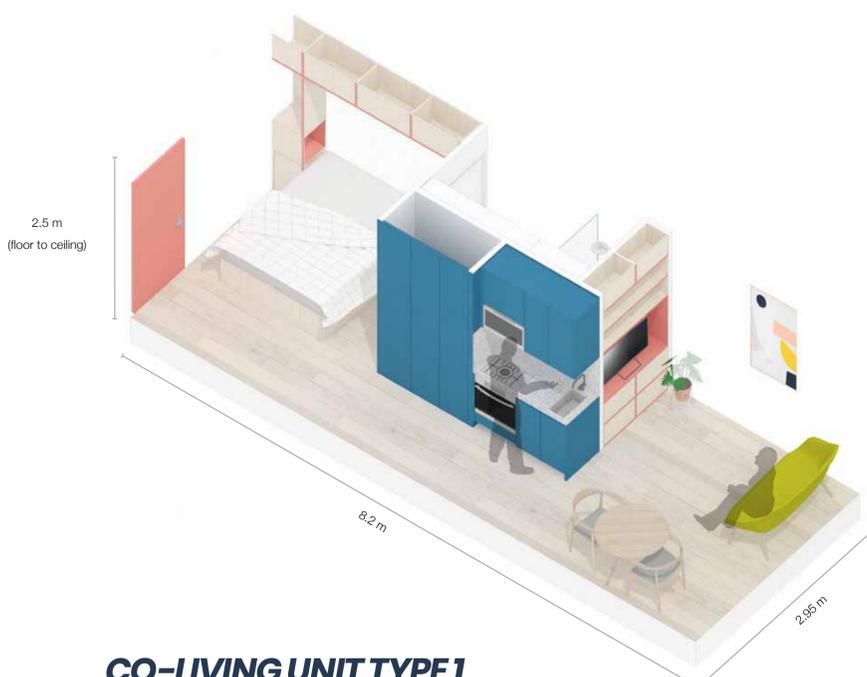
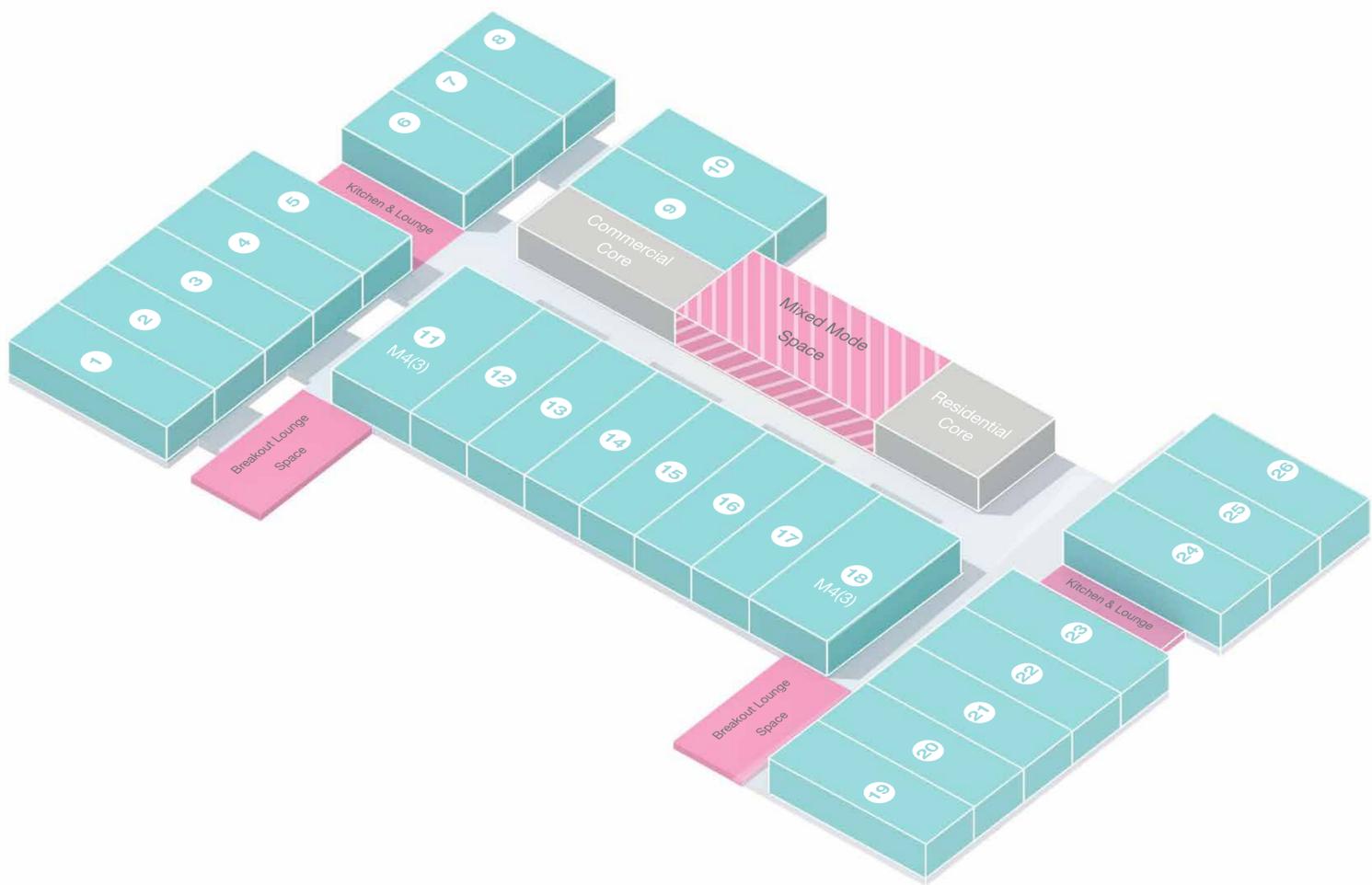
CO-LIVING FLOORPLATE LAYOUT

The typical co-living floorplate contains 26 units. These units are located within cluster blocks of 3 to 8 units, situated adjacent, or directly opposite shared amenity spaces.

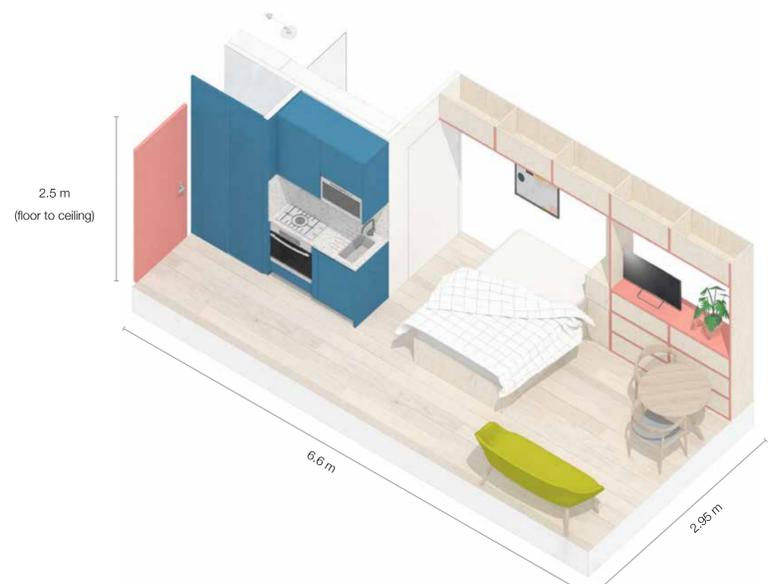
All co-living units have been positioned surrounding generous deck access zones, punctuated with voids, allowing dual aspect and the introduction of informal amenity spaces directly outside of entrance doors.

The circulation routes are at least 3m wide and kept open at either end so they are bright, well ventilated spaces.

There will be a total of 128 residential units, which will primarily occupy the second to sixth floor.



CO-LIVING UNIT TYPE 1



CO-LIVING UNIT TYPE 2

CO-LIVING

To support the co-living functions, a range of communal facilities such as kitchens, dining spaces, lounges and study areas are provided throughout the building for all residents to use.

Pause will also deliver a number of shared amenities for residents to use, including; gym, wellness area and a cinema room.



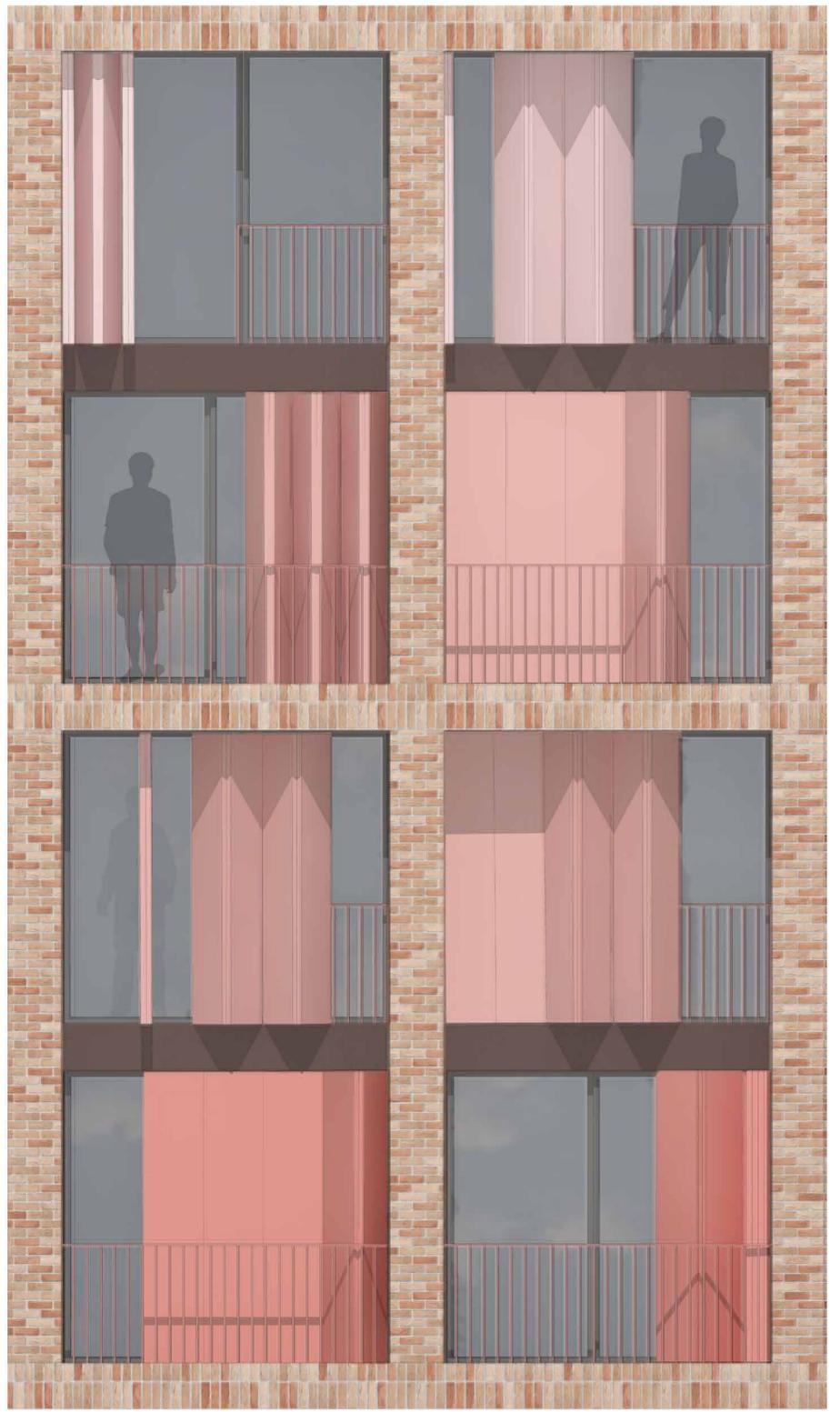
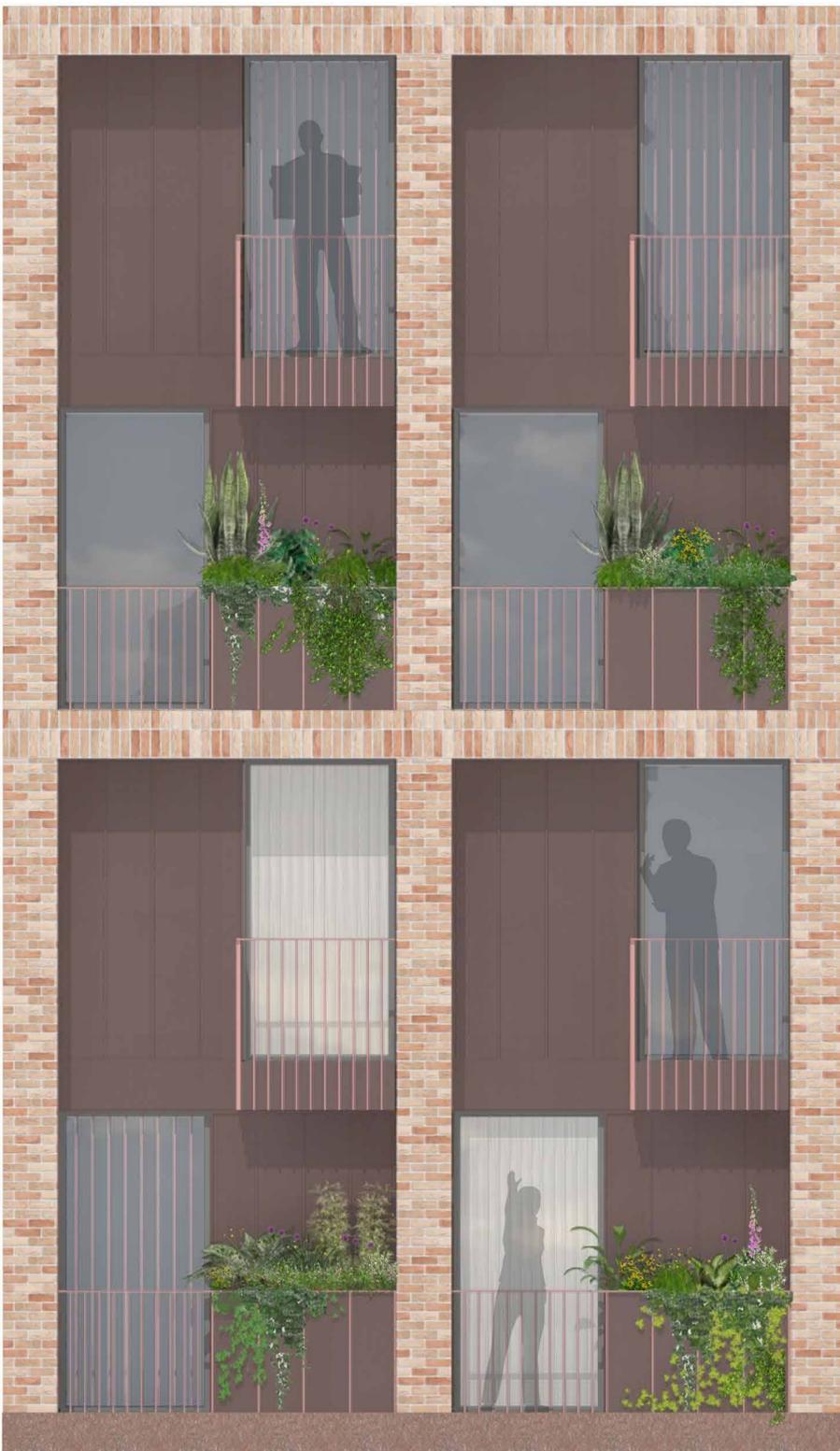
MATERIALITY & DESIGN

The proposals have been carefully designed to respond positively to the site's location and setting.

The height and massing of the scheme has been designed to fully integrate with the current townscape and will not be built any higher than the neighbouring buildings.

The façade will consist of a high-quality, modern brick finish ranging within a small colour palette.

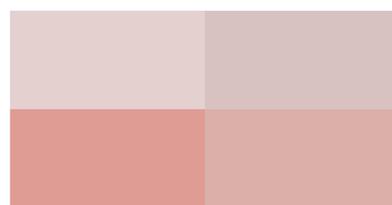
The sliding shutters of the rooms will add unique conditions to the residential sections and will animate and separate the façade. Greenery will also be added to the elevation via inbuilt planters.



Red powder coated metal work



Dark burgundy metal work cladding



Tonal red powder coated metal shutters



Red brickwork

COMMUNITY BENEFITS

BENEFITS

The proposals will help to develop a unique, mixed and vibrant community within Haggerston that will make full effective use of the space on offer. Compared to a conventional mixed-use scheme the proposed development would support more residents, more jobs, and greater economic activity overall.

BENEFITS

- o Significant contribution to Hackney's housing targets
- o An average of 140 construction jobs over the two-year construction period.
- o 250 job opportunities provided directly on-site once the construction is complete
- o Estimated contribution to the local economy of £1.2m each year.
- o A 10% increase in light industrial floorspace within the high demand Kingsland Road Priority Employment Area.
- o Deliver roughly one third of Hackney's office floorspace targets, a significant contribution for one scheme.



NEXT STEPS

Thank you for attending our exhibition on the proposals for 305A Kingsland Road.

Please fill out a feedback form so that we can ascertain opinions on the project and gauge the public's thoughts on our proposals.

If you have any questions, please ask a member of the project team or contact us at:

✉ PAUSEDEVELOPMENTS@KANDACONSULTING.CO.UK

