

7-8 WATKIN ROAD

WELCOME & INTRODUCTION

Welcome to an overview of our proposals for 7-8 Watkin Road. We are committed to engaging with our neighbours and the wider community.

This is an opportunity to ask any questions and let us know what you think about the proposals. We appreciate you taking the time to visit our consultation event and sharing your views on our emerging plans.

 www.watkinroad.co.uk

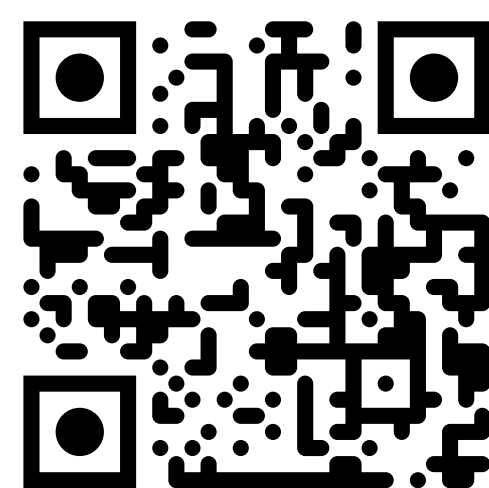
 feedback@watkinroad.co.uk

 +44 113 517 8594

 Freepost Resident Consultation

**SIGN UP
FOR UPDATES**

You can view these plans
and comment on them on
our website.



watkinroad.co.uk



THE TEAM

SevenCapital

SevenCapital is a leading real estate development, investment and management company operating across London, Birmingham and the South-East of England. Our core focus is to deliver high-quality mixed-use developments that foster thriving, vibrant communities that complement the local area, enriching the lives of those who live and work there. As specialist in urban regeneration with a strong track record, we work to identify strong opportunities that, through development, benefit the local community.

CLARIDGE ARCHITECTS

Claridge Architects is an award-winning RIBA chartered practice established by Marcus Claridge in 2004. We have expertise designing and delivering projects within the commercial, residential and educational sectors, detailed with precision and subtlety. Informed by the physical and cultural context, we aspire to create design-led architecture that is both contemporary and rooted in its context. Design led with a passion for construction, we have a growing reputation for delivering high quality residential development projects with an acute attention to detail. In order to maximise our expertise we relish the opportunity to create and deliver projects of the highest quality from concept to completion.

SevenCapital



100 KENSINGTON
SEVENCAPITAL



KLEIN'S WHARF
SEVENCAPITAL



CULVERT ROAD, LONDON
CLARIDGE ARCHITECTS



TIMBERYARD, BIRMINGHAM
CLARIDGE ARCHITECTS

fellows
INSPIRED PROJECT SOLUTIONS

PROJECT MANAGER/
QUANTITY SURVEYOR

**AVISON
YOUNG**

PLANNING
CONSULTANTS

CLARIDGE ARCHITECTS

ARCHITECT

SLR

TRANSPORT

SBK

STRUCTURE

**MONTAGU
EVANS**

HERITAGE &
TOWNSCAPE

**Churchman
Thornhill
Finch**

LANDSCAPE

The PES

SUSTAINABILITY

THE SITE & CONTEXT

THE SITE

The 7-8 Watkin Road site is situated in what has historically been an industrial area. However, since the opening of Wembley Stadium in 2007, the context of the local area has changed and ongoing developments continue to enhance the character of the local area. The site and the surrounding area have been identified by the London Borough of Brent as a key opportunity for residential-led mixed-use development via a local plan allocation and designation as part of the Wembley Opportunity Area and Wembley Growth Area. The site sits directly to the east and north of the 1-4 and 9 Watkin Road site, which received full planning permission for a 619-bed student accommodation development earlier this year. The development proposals include a 20-storey building at 9 Watkin Road, and buildings of up to 27 storeys to the south. It is located c.500m from Wembley Park Station, which provides access to the Jubilee and Metropolitan London Underground Lines with a 20-minute journey into Central London.

EMERGING CONTEXT

To inform the proposals, the design is guided primarily by the emerging context of surrounding tall buildings, taking into account neighbouring planning approvals at Parkwood House, Amex House (currently under construction), 10-11 Watkin Road, and the Quintain North East Lands development. The site allocation within the Brent Local Plan is BCSA6, which is allocated for mixed- use, residential-led development incorporating maximum re-provision of industrial space. The 3D visual demonstrates the scale of these neighbouring residential and student housing developments, the ambitious greenscape that will be within five minutes walking distance from the site, and the heights of the future developments.



Wembley Aerial Plan (Site Location in red)



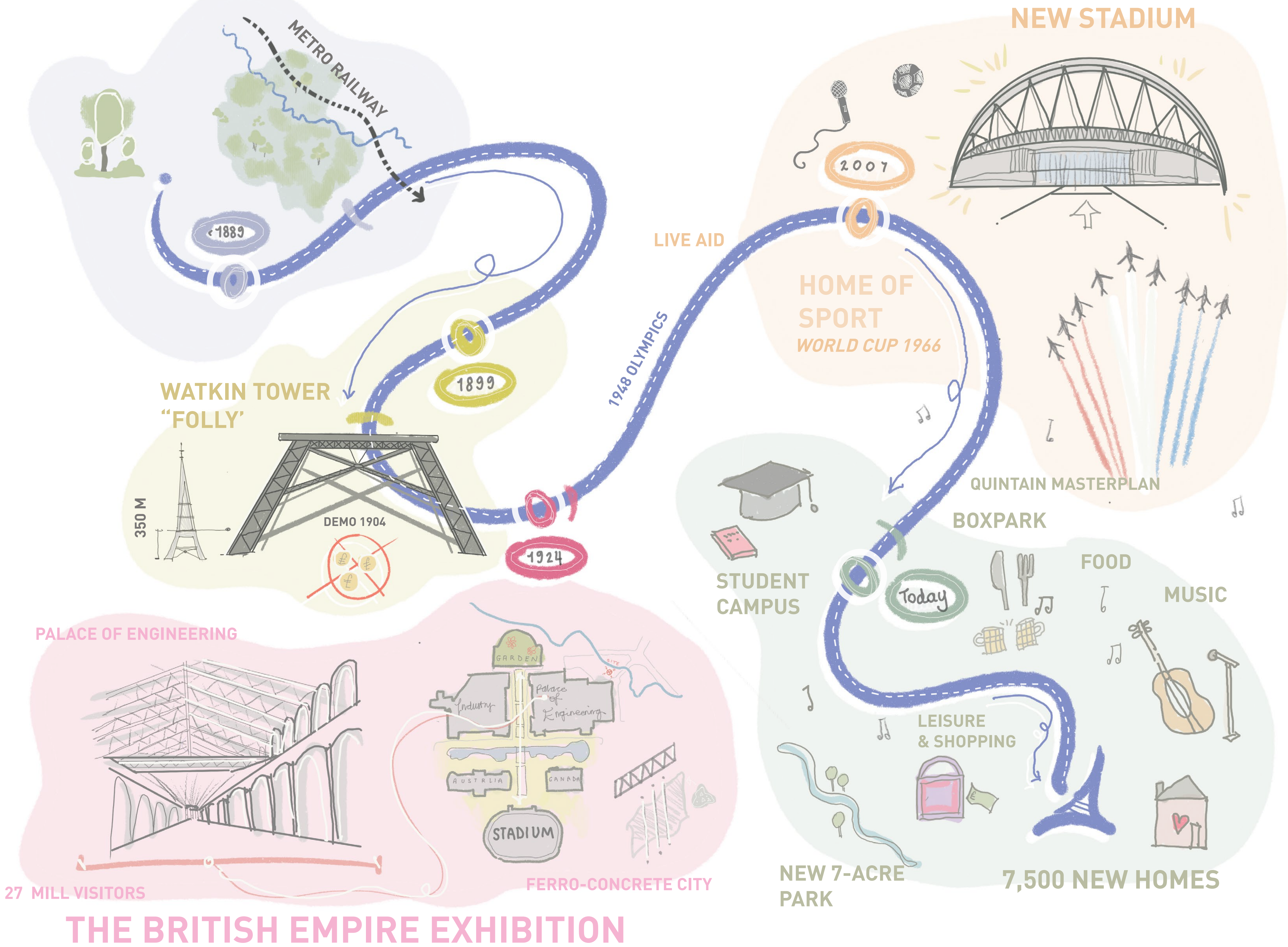
Current conditions of the existing site, with construction already taking place at the end of Watkin Road, and soon to begin in the carpark across the road.



3D visual of the emerging context

AREA HISTORY

‘WEMBA LEA’ WEMBA’S CLEARING IN THE FOREST.



LOCAL CONTEXT

The site falls within the context of the wider Wembley Masterplan, and within the protected viewing corridor Wembley Area Action Plan View 9, which protects the view of Wembley Arch from Chalkhill Park. The key principles are demonstrated on the right.

NEIGHBOURING SCHEMES

The neighbouring developments at 1-4 and 9 Watkin Road to the west of the site have approval for student-led projects up to 27 storeys. Considering the surrounding context, the site is therefore better suited for student housing than for a traditional residential scheme.



10-11 WATKIN ROAD



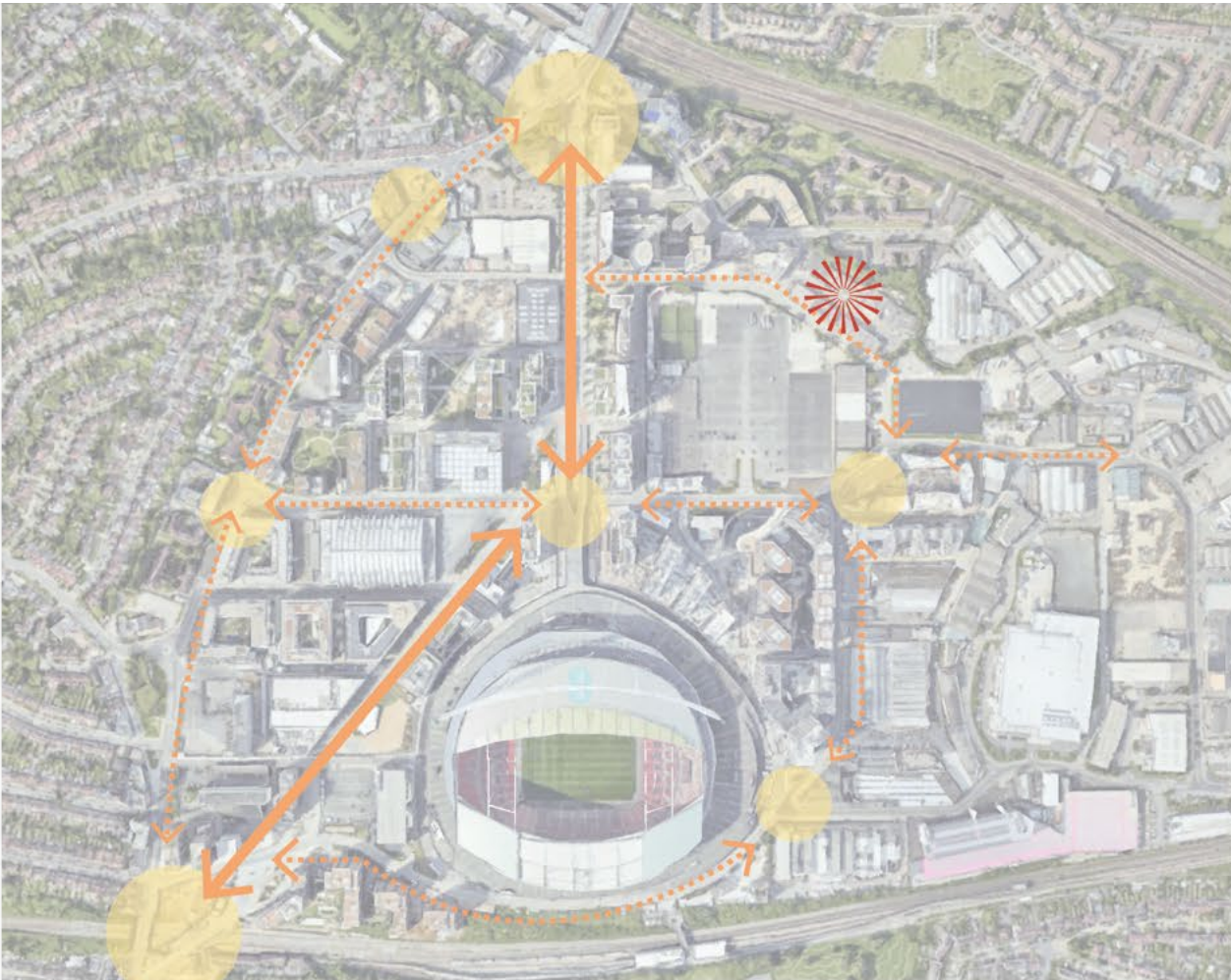
GREENWAY



1-4 WATKIN ROAD

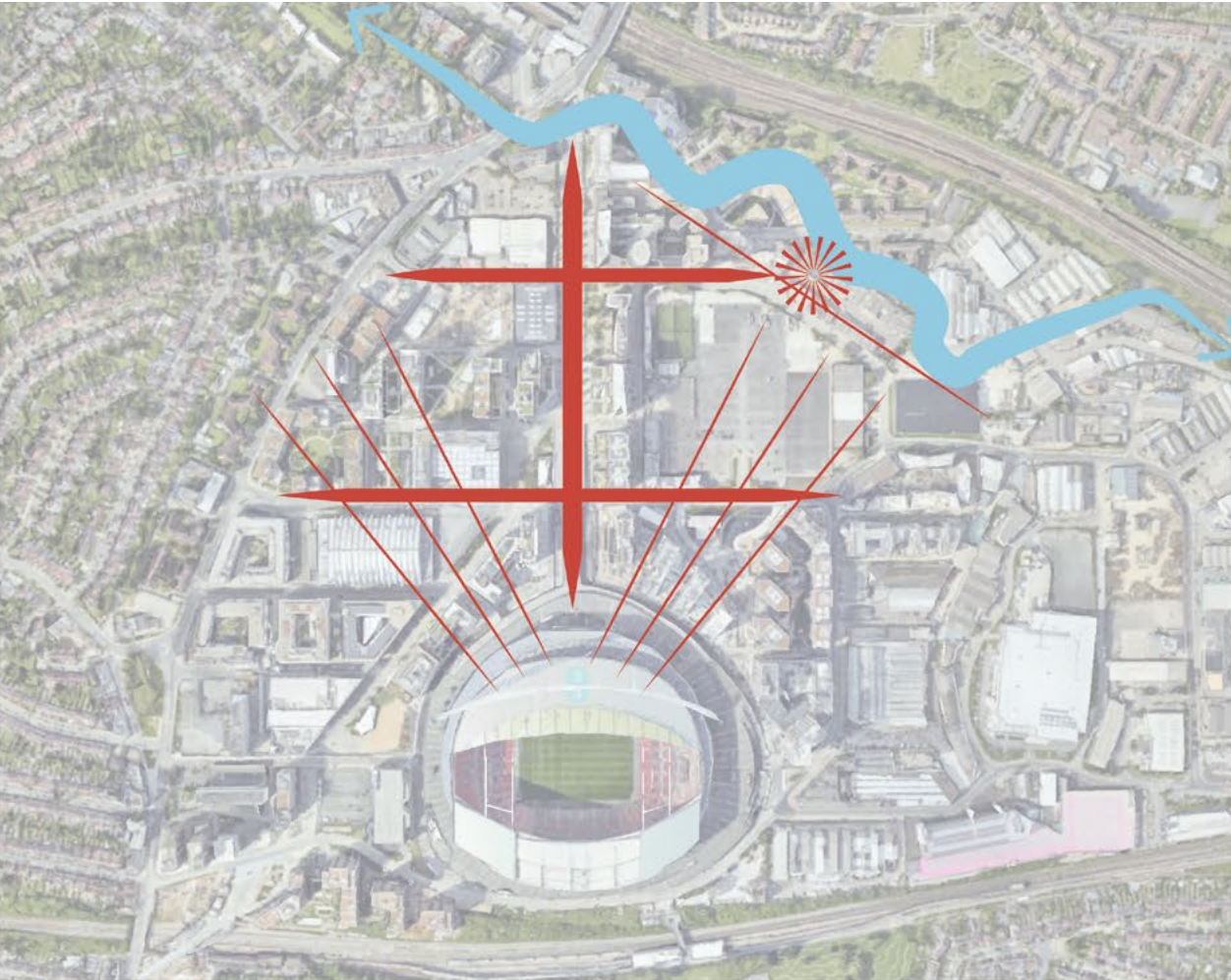


SCAPE WEMBLEY



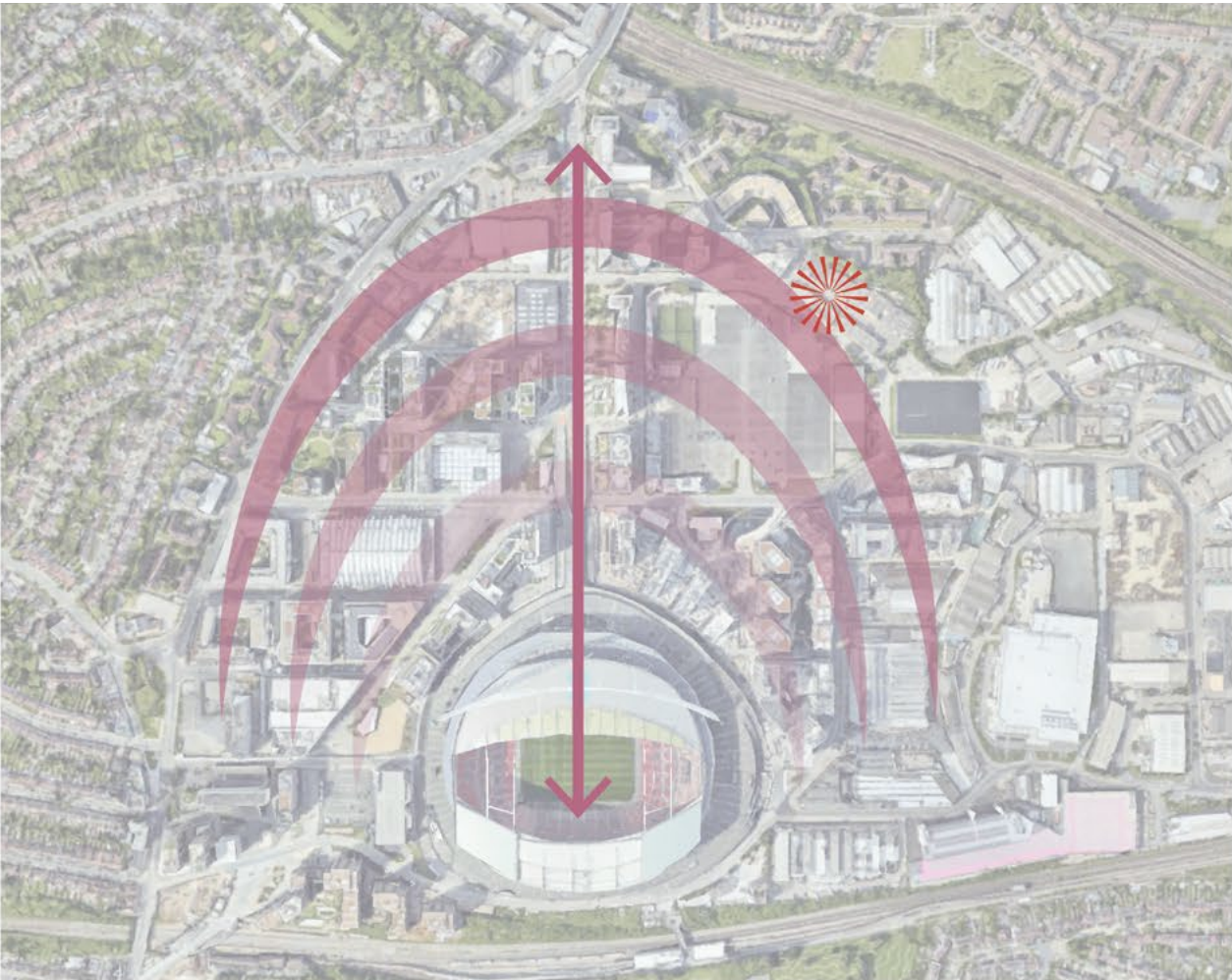
KEY ROUTES

Key routes, pedestrian gateways and key junctions are identified within the masterplan as creating a permeable public landscape. The siting of the tall buildings helps to enhance and improve the visibility of these key nodal points.



MASTERPLAN GRID

The strong emerging geometry from the Masterplan in contrast with the existing street network and patterns, as well as other physical features such as the canal. The site is located in an area where the strong Masterplan geometry breaks down to meet natural barriers and bleed into the neighbouring areas.



VIEWS OF THE STADIUM

Key routes, pedestrian gateways and key junctions are identified within the masterplan as creating a permeable public landscape. The siting of the tall buildings helps to enhance and improve the visibility of these key nodal points.



VIEWING CORRIDORS

Overall, the site benefits by recognised local key routes, strong geometry established by natural barriers such as the canal, and the constraints of local viewing corridors, which will drive the development of the concept design.

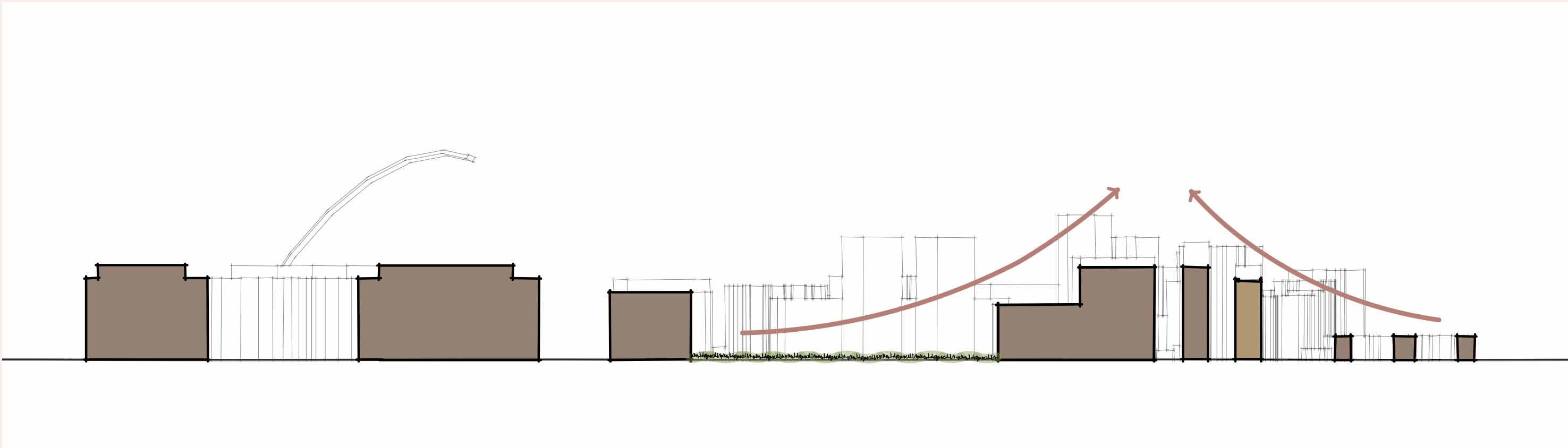


THE SITE

DESIGN & MASSING

The massing of the building has been designed similarly to the emerging context with clearly defined main and shoulder heights. The top of the building aligns with the height of North East Lands and other developments on Fulton Road. As the site sits further away from the identified green spaces and Olympic Way, the top height is proposed to be overall lower than the above developments. However, it offers a transition to the lower scale of the wider context to the north.

Similarly to North East Land, the shoulder heights have been designed to ensure good short and long range views of the Stadium have been retained. As the site sits further away from the most sensitive areas, with new approved developments offering some shielding, this height is proposed to be higher than the immediate neighbours, but with a subtle change.



HEIGHT WITHIN THE WIDER CONTEXT



ELEVATION DESIGN

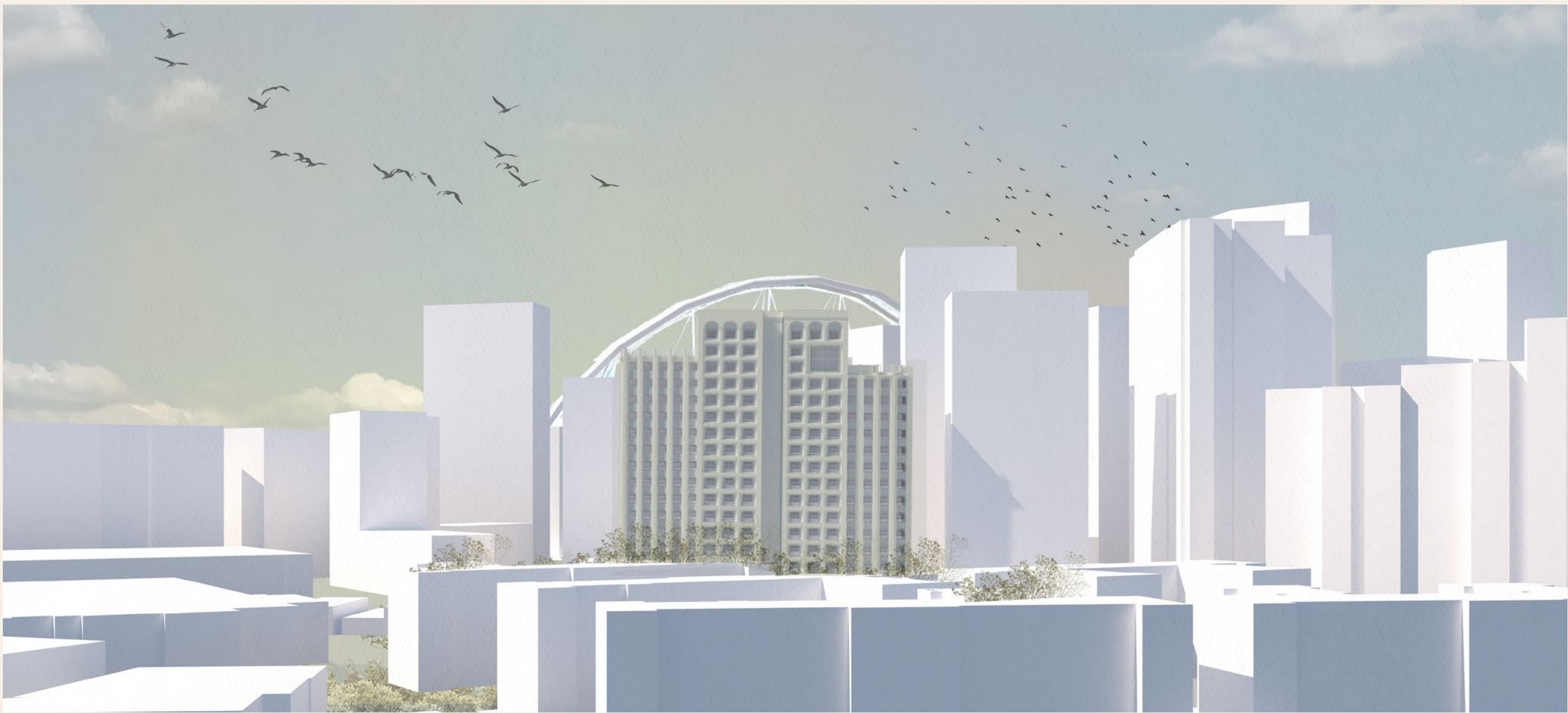


ELEVATION DESIGN PRINCIPLES

EMERGING DESIGN



FRONT ELEVATION



PERSPECTIVE VIEW FROM CHALKHILL PARK

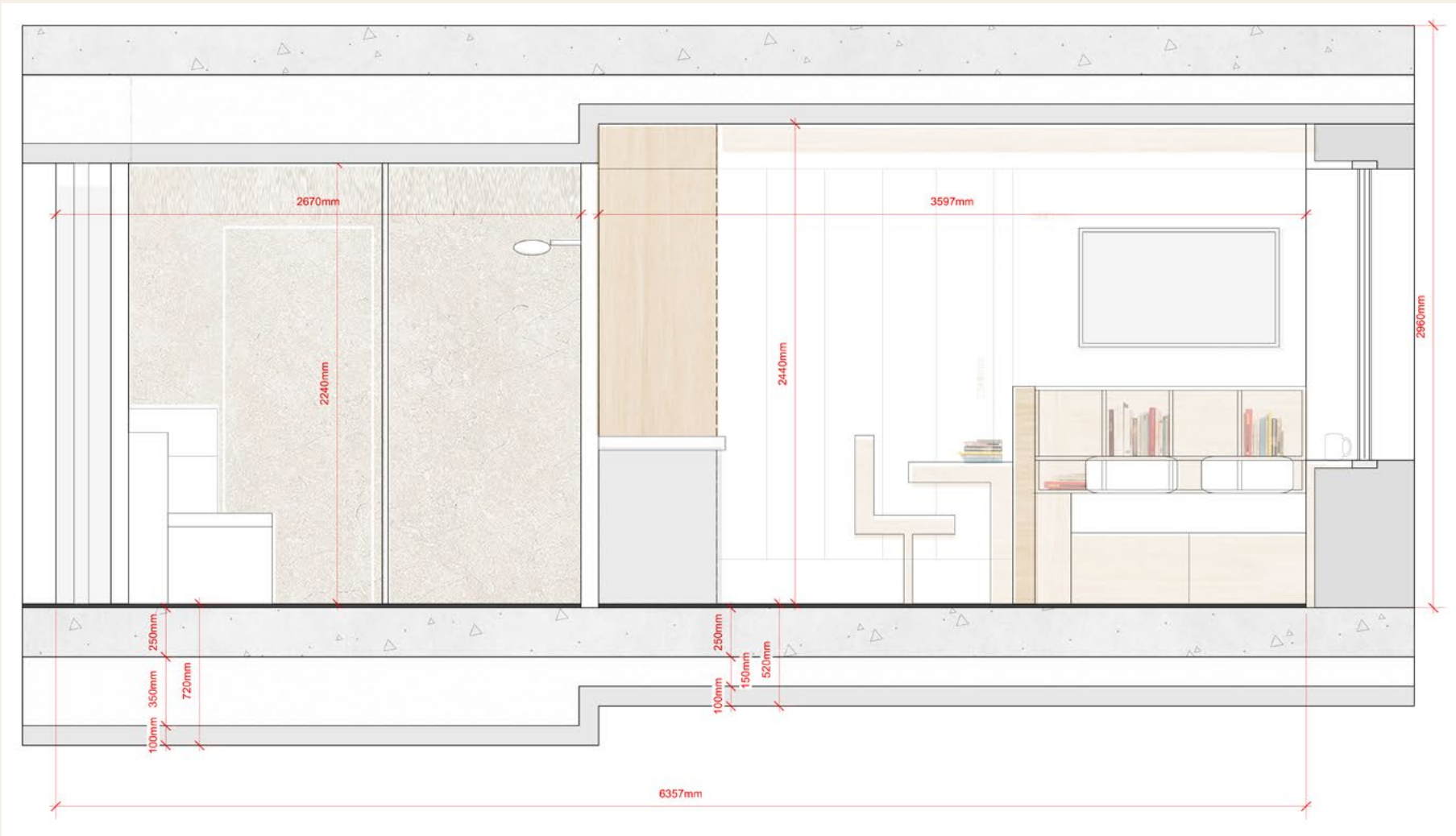


MATERIAL PALETTE & ARCHITECTURAL REFERENCES

AMENITIES

STUDENT ROOMS

The proposals include the provision of around 355 student rooms of which there will be studio and cluster rooms. The layouts can be seen below.



TYPICAL STUDIO ROOM SECTION



SKY LOUNGE

INDUSTRIAL USE

The scheme will re-provide circa 867 m² of light industrial space. The potential light industrial uses are as follows:

- **Maker Space**

Collaborative workspace for small scale industrial use, Such uses could be situated in standalone commercial spaces or within co-located spaces. Dedicated workspaces, variety of licence and lease lengths.

- **Creative Studios**

Workspace for creative uses that may have additional spatial requirements above and beyond those of office-type workplaces. This could be part of a standalone employment site, but is also suited to co-lo cation with residential spaces. Spaces normally need to be customisable.

- **Co-working and Managed Workspace**

Space shared by several companies with flexible lease terms, either with shared working space or small individual units, often with business support. Usually used by professional and business support services, start-ups and small and medium sized enterprises, social enterprise hubs, freelance or part-time workers.



SKY LOUNGE



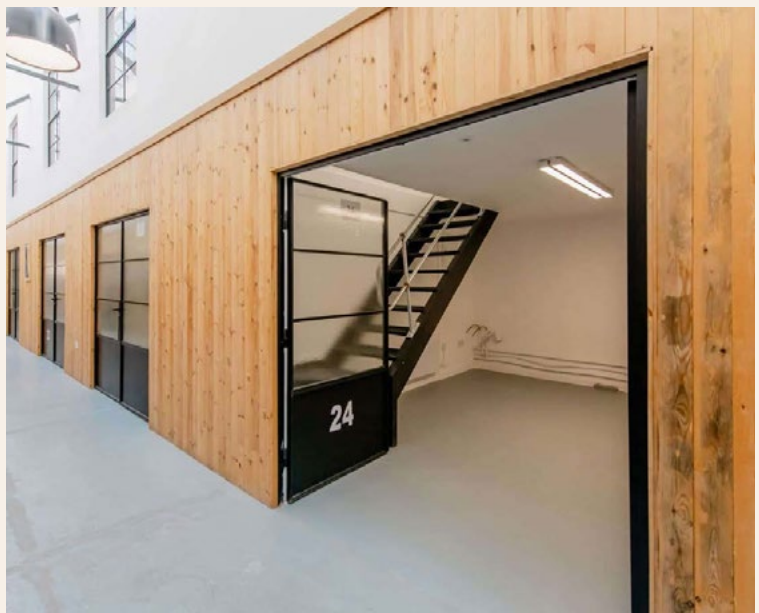
TERRACES



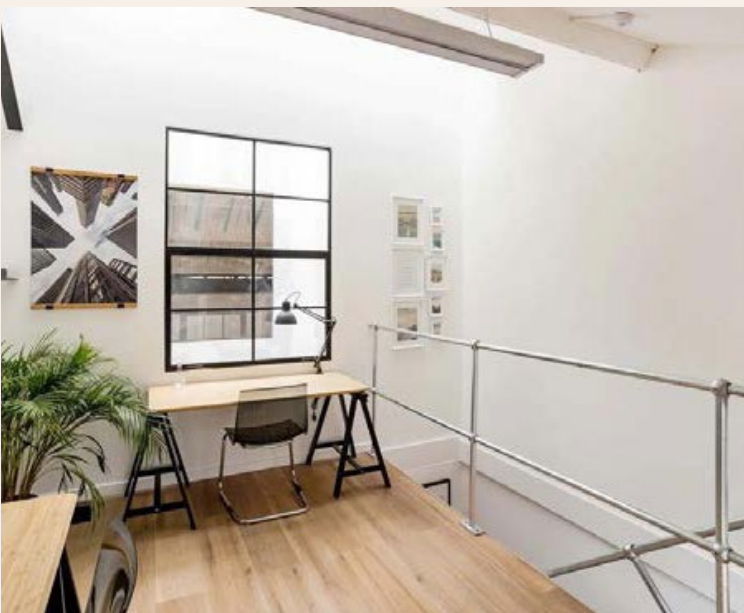
SOCIAL LAUNDRY



MAKER STUDIOS



CREATIVE STUDIOS



CO-WORKING & MANAGED WORKSPACE



LANDSCAPE DESIGN

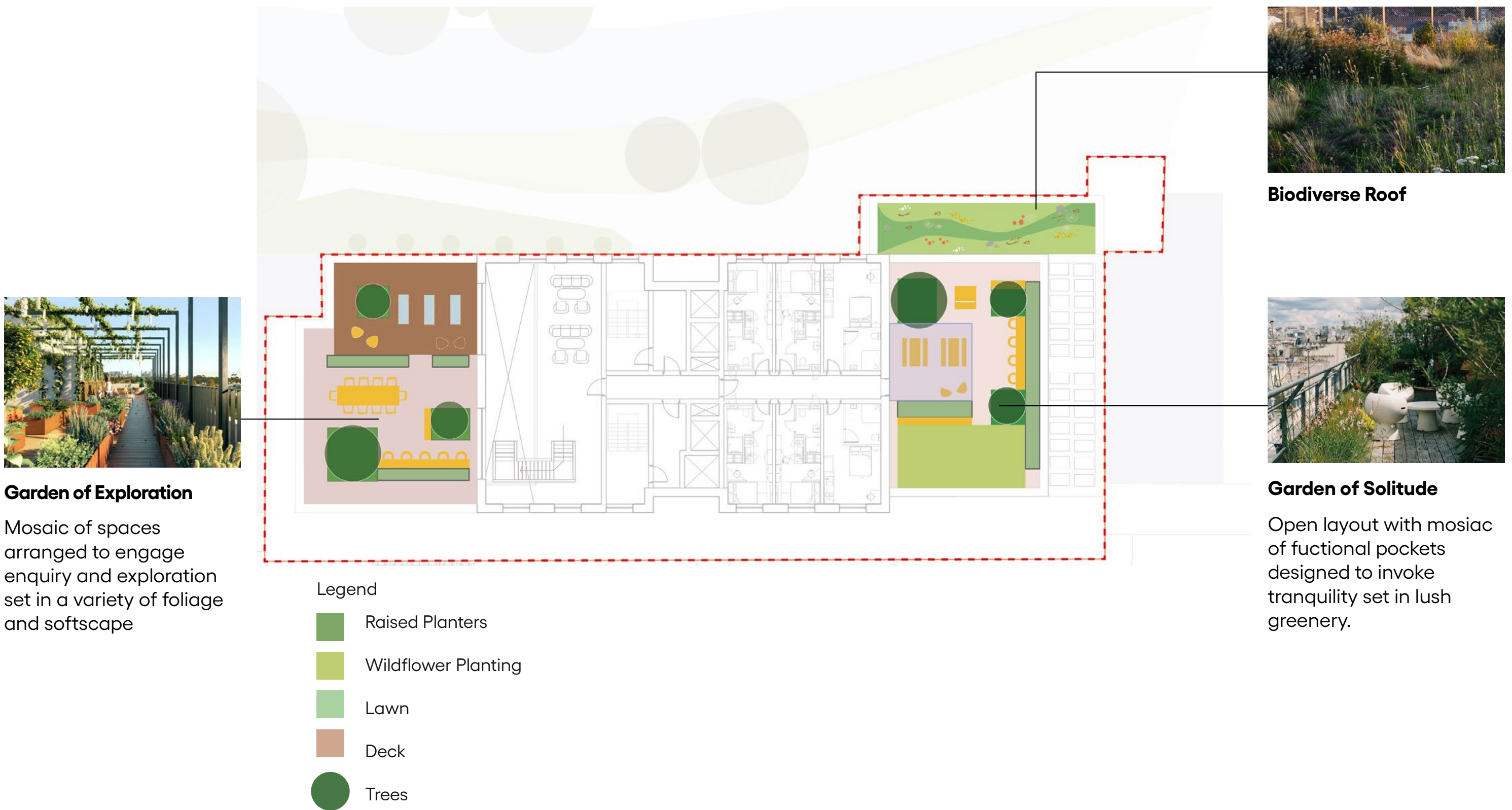
The aim is to create a consistent approach to the landscape across the various plots coming forward on Watkin Road.



ROOF TERRACE

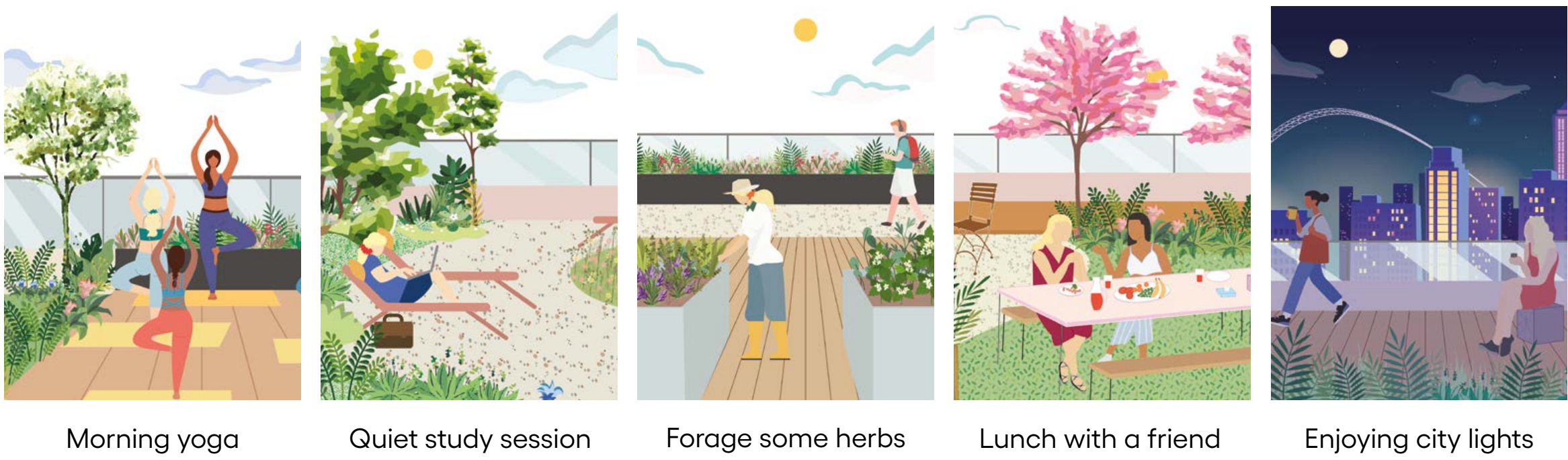
We are looking to provide external amenity space in the form of a roof terrace. The roof terrace will provide:

- Weather Friendly Spaces, with shade and shelter
- Flexible Amenity Spaces, with social areas, quiet nooks, and flexible functionality
- Planting typologies, with wind and drought tolerant planting, and edible & ornamental planting.

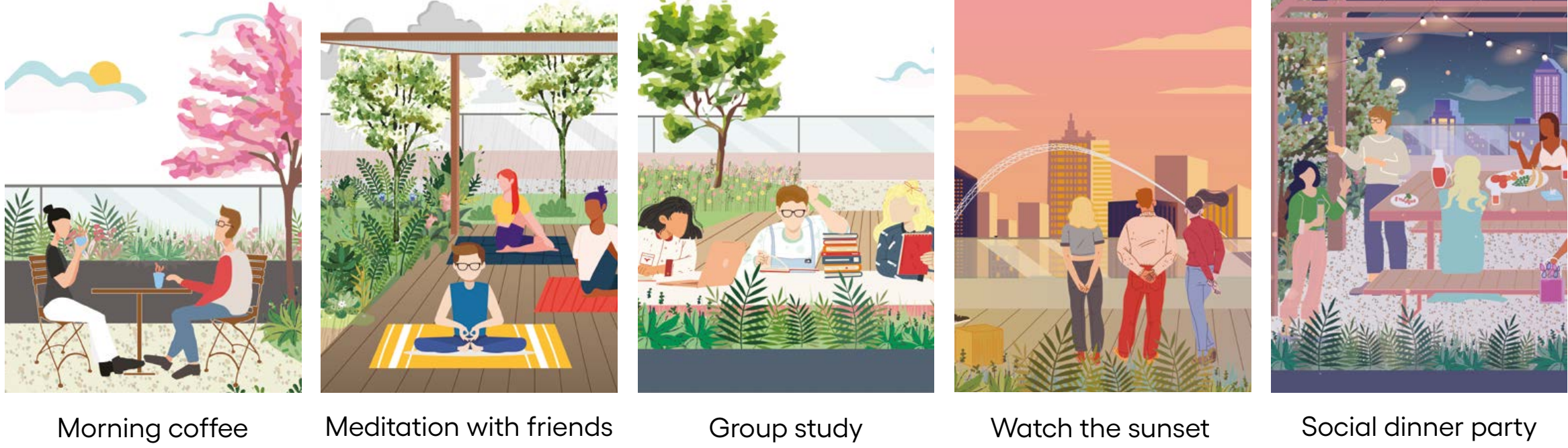


TERRACES LANDSCAPE DESIGN

Irene Paterson
she/her
20 years
Studying Science
Interests: Gardening, yoga, painting, film



Lucian Reid
they/them
19 years
Studying English
Interests: Design, photography, cooking, dancing, film



DAY IN THE LIFE

SUSTAINABILITY

ENERGY

We are aiming to minimise energy demands and associated carbon emissions. The design will follow the energy Hierarchy in line with London Plan and GLA Guidance.

1. BE LEAN – 15% REDUCTION IN CO2 EMISSIONS

- Use passive design strategies like efficient building shape, thermal mass, windows and shading
- Apply PassivHaus standards for insulation and glazing, following LETI guidelines
- Prioritise natural ventilation and use wastewater heat recovery to reduce hot water energy use, which is a major energy consumer in student housing.

2. BE CLEAN

Prepare the project for future connection to district energy networks

3. BE GREEN – TOTAL 35% REDUCTION

- Install air-source heat pumps for heating and hot water
- Optimise roof-mounted solar-panels
- Consider battery storage to manage demand and reduce peak energy use.

SUSTAINABILITY

BREEAM UK

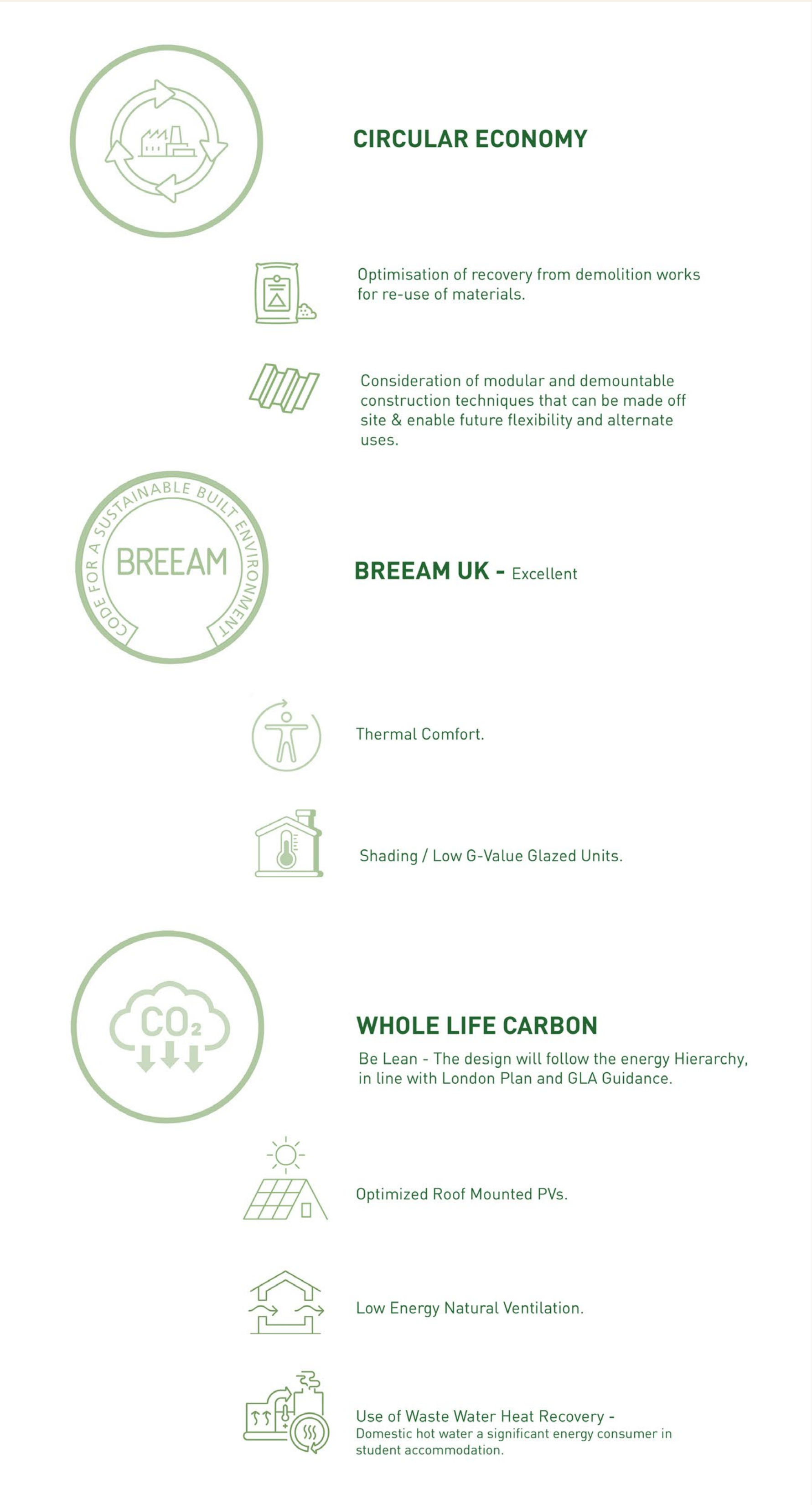
The overall target for the project will be meeting the BREEAM standard to an Excellent standard.

CIRCULAR ECONOMY

- Apply circular economy principles to ensure sustainability and longevity, justifying the decision to demolish and rebuild.
- Design for durability, adaptability, and an end-of-life strategy.
- Maximise material recovery from demolition for reuse. Use materials sourced from off-site suppliers when possible.
- Minimise construction waste. Implement a strict waste management plan for operations.
- Consider modular, demountable construction techniques and partitions for future flexibility

WHOLE LIFE CARBON

- Strategies to include recovery of prime materials for demolition works
- Use of concretes with high cement replacement content
- Plasterboards, glass and steels with a significant recycled content
- Timber structure designed to be demountable and reused to retain the sequestered carbon



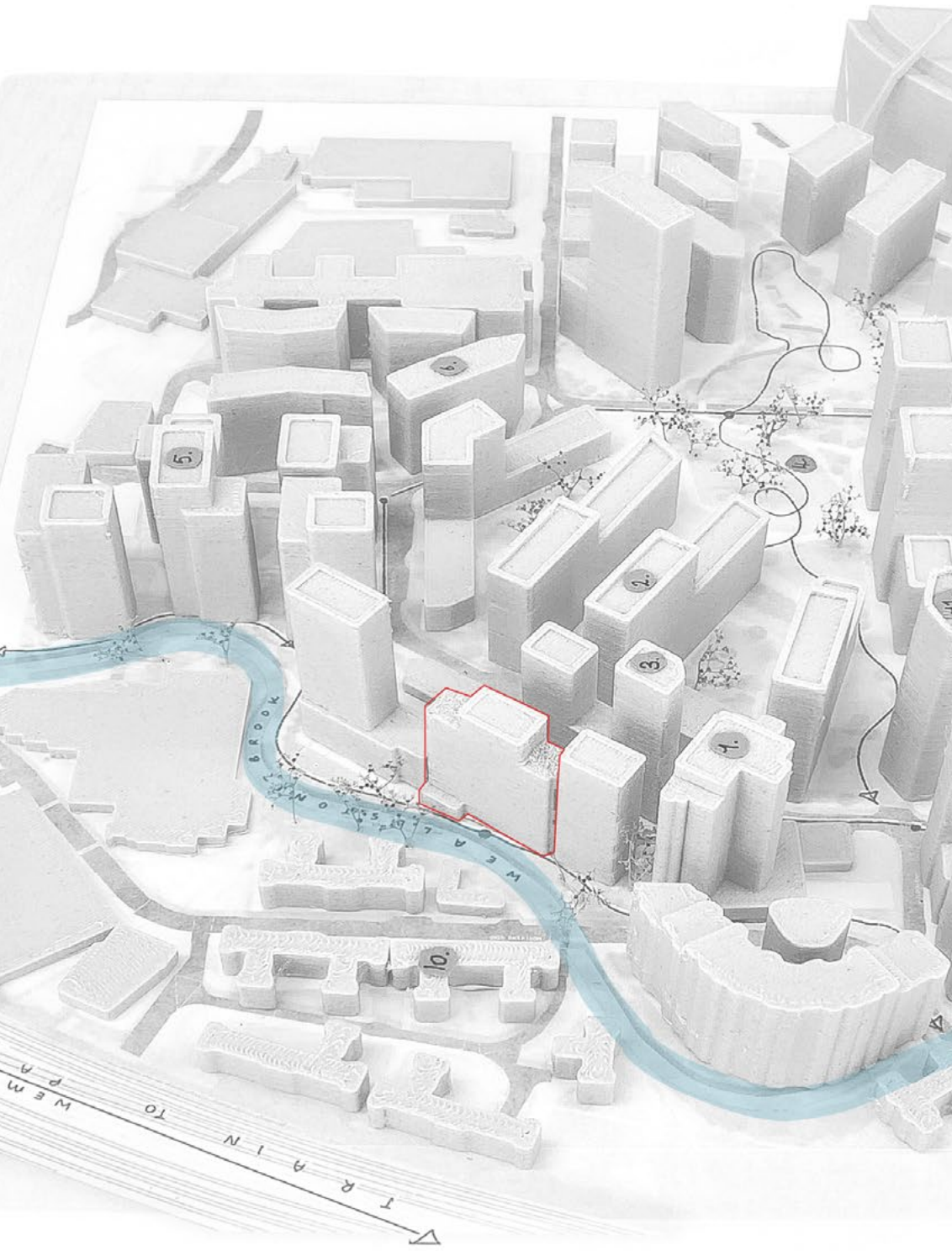
SUMMARY & BENEFITS

Our emerging proposals provide the opportunity to redevelop the current 7-8 Watkin Road site to deliver a new sustainable purpose-built student accommodation-led development including:

- ➔ The re-provision of 867 sqm of commercial floorspace, resulting in a like for like reprovision of the existing floorspace;
- ➔ Up to 355 student accommodation bed spaces;
- ➔ An intention to provide 35% affordable accommodation;
- ➔ 10% Accessible Student Unit Provision;
- ➔ 289 sqm external communal amenity space;
- ➔ 610 sqm of Internal amenity space excluding shared;
- ➔ PBSA and commercial cycle parking and refuse stores;
- ➔ An intention to maximise the sustainability and environmental benefits, including UGF and biodiversity net gain;
- ➔ Significant contributions through Community Infrastructure Levy (CIL) and Section 106 payments.



AXONOMETRIC VIEW



SITE MODEL



STREET VIEW

7-8 WATKIN ROAD

THANK YOU

Thank you for taking the time to visit our consultation event. We hope you have found it insightful.

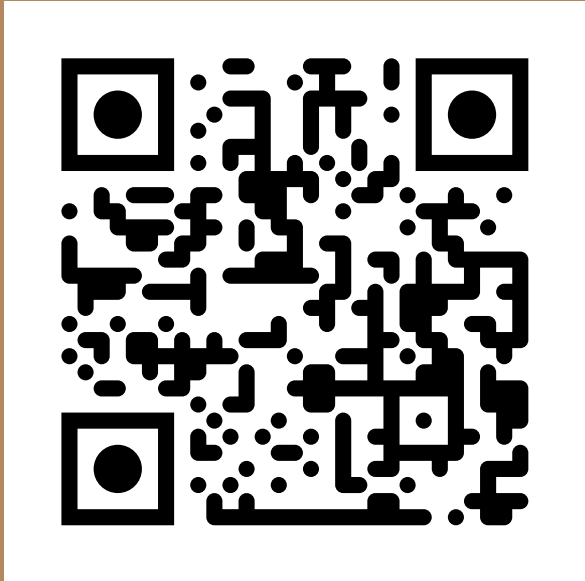
We would be very grateful if you could fill out a comment form and hand it to one of the team. Alternatively, you can provide feedback via our dedicated website, email, or post:

-  www.watkinroad.co.uk
-  feedback@watkinroad.co.uk
-  +44 113 517 8594
-  Freepost Resident Consultation

- Public consultation period: Ongoing
- Target application submission: March 2025

SIGN UP
FOR UPDATES

You can view these plans
and comment on them on
our website.



watkinroad.co.uk

