

01 - Welcome

Welcome to the Watkin Jones Group Public Exhibition presenting our visions for the former Transport Depot Site, located at the junction of Brougham Hayes and Lower Bristol Road in Bath.

Introduction:

Thank you for visiting the exhibition which shows proposals for the redevelopment of the Former Transport Depot Site fronting onto Brougham Hayes and Lower Bristol Road in Bath. The redevelopment of the site will assist in the continuing regeneration of this important route into the historical city of Bath.

The proposals are presented by the Watkin Jones Group who plan to deliver a new purpose built managed student accommodation scheme, providing 104 new student studio rooms and semi-active ground floor communal uses. These uses will secure the regeneration and redevelopment of the site. The Group intends to complete the redevelopment of the site by the summer of 2016.

The Group is currently delivering the largest amount of purpose-built, managed student accommodation in the UK whilst its sister company Fresh Student Living is a highly experienced operator and manager of such accommodation. The Group has constructed over 25,000 bed spaces of managed student accommodation across the UK; including within Birmingham, Brighton, Bristol, Central London, Chester, Edinburgh, Oxford and St Andrews.

New Proposal

The new student scheme proposal is of a similar scale and design to the previously approved residential scheme. (ref-13/05404/FUL). The change of use will however require the window articulation and rhythm to be amended to suit the internal layout.

The elevations are very similar with the same materials and contemporary detailing. The provision of ground floor common / communal areas will provide active frontage to the important Brougham Hayes / Lower Bristol Road junction.

The Team

Client:	Watkin Jones Group
Operator:	Fresh Student Living
Development Consultant:	Bath Estates
Architects:	AWW
Planning Consultant:	Watkin Jones Group
Transport and Highways	IMA Transport Planning
Sustainability/BREEAM/Energy	Iceni Projects
Structural Engineer:	Clarkebond

Requirement for Purpose Built Managed Student Accommodation in the City

A Student Accommodation Demand Study has been prepared by CBRE to demonstrate the need for purpose built managed student accommodation in the city. This demonstrates:

- The subject site is located in an excellent location for student accommodation, with excellent links to the city centre, the University of Bath and Bath Spa University.
- There are approximately 18,000 students studying at the two universities. Of these, there are 8,200 students with a need for accommodation, but without access to managed accommodation (i.e. university halls of residence, purpose built student accommodation).
- In the Times Good University Guide 2014, the University of Bath is ranked 7th (out of 121 universities in the UK) and Bath Spa University is ranked 70th. The rankings of both universities have increased and Bath is considered to be one of the top UK locations for university study. Both universities are investing heavily in their campuses.
- The city has been subject to a substantial increase in university study over the last decade and is expected to do so in forthcoming years, higher than the UK averages. The increases have not been matched by an increase in managed accommodation.
- Bath has a high proportion of students living in uncontrolled houses in multiple occupation (HMOs) in comparison with the UK average and a low proportion living in managed accommodation. The Council is seeking to stop the increase in unmanaged HMOs in the city through removing permitted development rights.
- The provision of purpose built managed student accommodation, such as that proposed at this site, is commonly recognised to be the answer for housing students. It is purpose built and has on site management, 24 hours a day, 7 days a week.
- The accommodation proposed at this site is studio accommodation. This type of accommodation is suited for post graduate, international and later year students given its self-contained nature, which is conducive to study. It is different to the majority of managed student accommodation in the city and there are currently an extremely small number of studio bedspaces in the city catering for this need.



Site Location Plan



Images of the existing building

Next Steps

Please make any comments and suggestions and post your completed form in the box provided or return to Avril Baker Consultancy at the address shown by 10th September 2014. Feedback will be carefully considered by the project team. A planning application is due to be submitted within the next month.

An electronic copy of the consultation material is available from Avril Baker Consultancy on request.

If you have any further queries please contact:

- Avril Baker Consultancy, Consultation co-ordination
- Tel: 0117 977 2002
- Email: info@abc-pr.co.uk

02 - Watkin Jones Group

Established in 1791, Watkin Jones Group is a ninth generation family business with a proven track record in developing commercial and residential properties, and developing, constructing and managing high quality purpose built managed student accommodation

- Since 1999 the Group has developed in excess of 25,000 student bedspaces across the UK
- Watkin Jones Group currently has in excess of 7,300 bedspaces of managed student accommodation being constructed. It delivers typically between 2,500 and 3,500 bedspaces each year
- The cornerstones of this success have been the careful choice of locations, and a combination of creativity and functionality backed by a dedicated and comprehensive service from project planning and finance, through site preparation and construction, to long term property management
- A partnership approach – the Group works closely with local authorities, universities, and other relevant stakeholders to ensure high quality, appropriately designed schemes that enhance local amenities
- Comprehensive and professional approach – The Group's service benefits from the Group's experience at all stages of the process from inception to completion and operation of student accommodation.
- Some images of current and recently constructed schemes are provided on this page. Note that Sugarhouse Close is located in the 'Edinburgh World Heritage Site and has secured a number of awards including;
 - 2014 Civic Trust Award (Commendation)
 - 2013 Scottish Government Award for Quality in Planning
 - 2013 Scottish Design Award (Commendation)



St Clements, Oxford



Sugarhouse Close, Edinburgh



New Bridewell, Bristol



The Courtrooms, Bristol

03 - Fresh Student Living

- Fresh Student Living is a partner organisation of the Watkin Jones Group, responsible for managing purpose built student accommodation both retained by the Group and on behalf of others. Fresh currently manages in excess of 6,000 bedrooms within the following locations: Bangor; Chester; Derby; Glasgow; Ipswich; Kingston; Liverpool; London; Loughborough; Reading; Sheffield; Swansea and Wolverhampton. The portfolio is varied ranging from schemes of 60 rooms to 600 rooms, with a mix of new build schemes and refurbishment/adaption of existing buildings

- Fresh is a highly experienced specialist manager of student accommodation. Its philosophy is:

"...to provide good quality management service for students. Fresh will provide a safe, secure and socially dynamic environment for students to experience life to the full"

- Accredited by the National Code of Standards for Student Accommodation Management – Accreditation Network UK (ANUK) ensuring 'assured' high standards of housing management, minimising misunderstanding and disputes, and ensuring prompt resolution of any issues

- ANUK is supported by the National Code of Standards, the Department of Communities and Local Government, the Association for Student Residential Accommodation, the Chartered Institute of Environmental Health Officers and Universities UK

- Fresh delivers the full range of student accommodation services across its portfolio including marketing, letting, rent collection, tenancy matters, security, cleaning, health and safety, repairs and maintenance

- Fresh also provides softer services including first line pastoral care, organisation of social activities on site, liaison with the local community to ensure integration with the community, and dialogue and joint working with key stakeholders including student unions, colleges and universities

- A key principle of all schemes operated by Fresh is the establishment of relationships with the educational institutions that students at its schemes attend. It seeks to build positive relationships with such institutions and with other stakeholders (e.g. local authorities, local amenity groups) at the earliest possible opportunity. This is maintained on an on-going basis as this encourages positive communication, helps when dealing with common problems and helps to integrate with the local community.



Studio Example



Studio Example



Studio Example



Kitchen/Social Space

04 - Planning and Site Context

Planning Context

Planning policy regarding purpose built managed student accommodation in the city has recently changed with the adoption of the Bath and North East Somerset Council Core Strategy on 10 July 2014.

Policy B5 'Strategic Policy for Bath's Universities' relates to student accommodation and states that off-campus student accommodation should not be located in the Central Area, the Enterprise Area and on Ministry of Defence land. The subject site is not located in any of these areas.

The accompanying text within the Core Strategy also states:

- The accommodation needs of any increase in the number of students should be met sustainably. There has been and is expected to be an increase in the number of students.
- The provision of purpose built student accommodation has and does not "keep up" with the number of students attending the universities in the city. This could result in an increase in the number of uncontrolled houses in multiple occupation.
- Students living in houses in multiple occupation use houses that could otherwise be used as traditional housing.

Bath Western Riverside

- The Bath Western Riverside (BWR) site is another important contextual consideration. This vast site of 35ha is expected to transform the area into a modern and business orientated part of the City. This major project, already on site with the first phases, includes buildings of up to 9 storeys in height with a mixture of uses and located within an overall site of around 35 hectares.
- BWR represents a significant change in scale for Bath, and will create an entirely new quarter for the City. Although the tallest buildings are nearer to the river than to the subject site, there are 6+ storey buildings located within 200 metres.
- The A36 Lower Bristol Road approach to Bath contains a number of large contemporary buildings. The development of BWR will add many more new commercial and residential buildings and change the character of this approach to the city.



Site Analysis

- The site enjoys close pedestrian and public transport links the major tourist attractions within the city centre as well as to the river corridor and connecting cycle and pedestrian footpaths. Access to the site is easily available for visitors travelling by car, train and bus. Bus links to the two universities are available from directly outside of the site.
- The major constraints surrounding the site regard the existing local context and road infrastructure. The roads to the north and east are heavily congested during peak hours and currently don't provide an attractive route. The building is closely associated to the adjacent residential development. The proposed mass should not have an adverse impact.



Site Context images which highlight the diversity of the built environment in the areas adjacent to the site. (refer to the plan for location of images). The approach to the site is predominantly Victorian Terraces of 2 and 3 storeys in height. However situated along the Lower Bristol Road are commercial buildings which vary from 3 to 6 storeys responding to the hierarchy of the route. Additionally it should be noted that the new Bath Western Riverside development proposes buildings with a height similar and in excess of the scale existing along these routes.

05 - Approved and Proposed Floor Plans



Approved - Ground Floor Plan



Approved - First Floor Plan



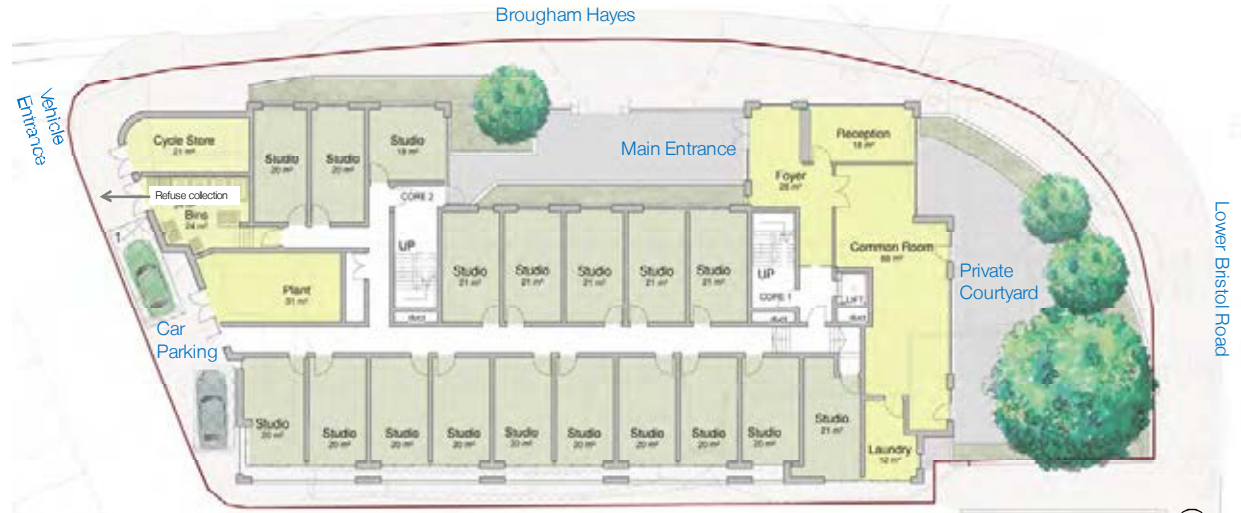
Approved - Second Floor Plan



Approved - Third Floor Plan



Approved - Fourth Floor Plan



Proposed - Ground Floor Plan



Proposed - First Floor Plan



Proposed - Third Floor Plan



Proposed - Second Floor Plan



Proposed - Fourth Floor Plan

Note: Floor plans not to scale

06 - Approved and Proposed Elevations



Approved -
West / Brougham Hayes Elevation



Approved -
North / Lower Bristol Road Elevation



Proposed -
West / Brougham Hayes Elevation



Proposed -
North / Lower Bristol Road Elevation

07 - Approved and Proposed Elevations



Approved -
East / Car Park Elevation



Approved -
South / Car Park Elevation



Proposed -
East / Car Park Elevation



Proposed -
South / Car Park Elevation

08 - Approved and Proposed Visualisations

Approved View –
North West / Brougham Hayes Façade



Approved View –
North West / Brougham Hayes Façade



Approved View –
North Lower Bristol Road Façade



Proposed View – North West / Brougham Hayes Façade

The third and fourth floor recessed areas are a direct response to the scale and mass of the adjoining context. The higher elements are pushed further back from the pavement edge than the previously consented scheme.

- The building line has been recessed in the central portion of the scheme to provide an internal private landscaped courtyard space. This space allow access to the main cores, common room areas and management office.
- All students will access the building from this location providing activity along the route and providing a defined and safe access location for the occupants.
- The active uses will be visible from this area due to the provision of large glazed ground floor elements. These glazed elements will also allow direct access onto a private landscaped amenity space / terrace to the north,



Proposed View – North West / Brougham Hayes Façade

The North Elevation is an important aspect of the proposal as it relates to the major transport route into Bath, the Lower Bristol Road. This elevation will be a major contributing factor to the improvement along this route and will provide an improved townscape to the area and contribute to its long term regeneration.

- The façade addresses this major route and adds a degree of prominence to the street scene whilst providing a continuation of the mass established by the adjacent Holiday Inn and the approved residential development..
- Due to its importance the elevation will utilise high quality materials that are in keeping with the local vernacular. The four floors from ground will be clad largely in stone arranged to create a feature wall, with the recessed fifth floor being finished in a dark grey metal cladding.
- The cladding will be separated from the stone by a strong coping which runs around the building at this level and responds to details used within the local area. The ground floor stone work will also be banded to emphasize and strengthen this element and provide a strong base for the building.



Proposed View – North / Lower Bristol Road Façade

The proposal has aimed to replicate the mass of the approved scheme and follow the principles established in terms of materials and scale. The change of use requires the window fenestration and grouping to be changed to suit the internal layouts. This has provided the opportunity to increase the number of openings and to animate the facades with openings.

- The requirement for ground floor student common room uses will provide activity along this façade which has enabled larger openings to be inserted.
- New landscaping will provide relief and defensible space form the Lower Bristol Road whilst softening the relationship of the building to the street.

09 - Approved and Proposed Visualisations

Approved View –
North East / Brougham Hayes Façade



Approved View –
South / Car Park Façade



Approved View –
South West / Brougham Hayes Façade



Proposed View – North East / Brougham Hayes Façade

The eastern elevation overlooks the car park and the existing Holiday Inn building. This element is visible from the Lower Bristol Road but does not face directly onto any vehicle route or footpath.

- This elevation is more traditional and responds directly to the adjacent building in simplicity of material and structural mass. The material proposed for this elevation is stone coloured render with some simple recessed bands to relate to the banded stonework on the north façade.
- The façade is broken up by simple punched full height windows which are grouped to provide a simple rhythm and a vertical pattern. The top floor will be finished in a grey coloured metal panel with the windows organised as below
- At ground floor there is a recessed area which is the location of a small undercroft. The columns will help break up the façade and follow the rhythm set by the windows above. The ground floor area has been recessed to provide defensible space and a increased distance between the car park and student studio windows.



Proposed View – South / Car Park Façade

The south elevation overlooks the main entrance into the site and Hayesfield School's playing fields beyond. This section of the building also relates to Brougham Hayes with the corner element becoming an important part of the street scene when approaching from the north.

- Part of this elevation will be finished in stone coloured render incorporating some simple recessed bands to echo the detailing on the stonework. Grey metal cladding is proposed on the top floor which broadly replicates the precedent set for the majority of the façade.
- On the east elevation there is an angled stone feature wall which links to the materials used on the northern elevation.
- At ground floor this stone element wraps around the corner of the west and south elevation to enclose the refuse and recycling /cycle store / plant areas and link to the stone landscaped small walls along Brougham Hayes



Proposed View – South West / Brougham Hayes Façade

The west elevation provides the most challenging aspect of the structure due to the relationship to Brougham Hayes and the row of adjacent two-storey terraces houses.

- The three and four storey return wings facing Brougham Hayes are designed to gently step up from the two storey housing and integrate to the more prominent mass on Lower Bath Road.
- These additions have been designed to act as two pavilions which relate strongly to each other. Both have a glazed vertical strips to provide a natural break in the façade when viewed from the north.
- Finally, the fifth floor is as previously described, recessed and finished in a grey metal cladding.

The stone element on the south-west corner helps strengthen the entrance to the car park and provides a strong base to the building, this element links directly to the vertical stone angled element.

10 - Building Management

A Responsible Neighbour

The Watkin Jones Group and Fresh Student Living recognise that being a good neighbour is critical to the successful integration of the new student accommodation with the wider community. It is able to draw on its wealth of experience in managing student housing across the UK to enforce high standards of behaviour:

- The development will have on site management between 08:00 to 17:00. Management staff will be supported by a team of senior student wardens and over night staff who work in shifts to ensure a 24 hour management presence.
- Local residents and businesses will be provided with a dedicated point of contact on the site to address any issues or problems.
- If our neighbours are not satisfied with Fresh Student Living's management, they can complain to ANUK who can suspend or withdraw the company's membership.
- All students will sign a lease that commits them to acting in a proper and respectful manner and prevents them from bringing a car to the city. (Unless a disability requires a specific need) If they break the terms of this lease, Fresh Student Living can ask them to leave the accommodation, although this has not been required to date.
- A clause will forbid students from making noise that is audible outside of the building between 23:00 and 08:00. Noise will be monitored.
- CCTV will be installed throughout the scheme's communal and external areas, including both hallways and recreational areas, and will be operated 24 hours a day.
- Management staff supervise the beginning and end of term arrangements where students are given twenty minute slots in which they must load/unload their belongings. Additional staff are brought in to assist in directing students and handing out/collecting keys.
- Fresh undertakes 'car free' student accommodation within the majority of its schemes. The main exception of the 'car free' nature is for disabled and operational (e.g. staff, deliveries) parking.
- The location of communal and management facilities are identified in other exhibition boards.



11 - Local and Regenerative Benefits

Local Benefits

The scheme will enhance the local area by:

- Spending power in local area. According to the NUS in 2013 students spent £9,204 on non university and non-accommodation type spending (e.g. including travel, household goods, personal items). The result of the Brougham Hayes development is that the student element alone could generate approximately £1 million expenditure each year for the local area, from a site which currently generates very little
- Fulfil an existing demand for student accommodation and relieve the pressure of students living in houses in multiple occupation (HMO's).
- Create activity in the local area and re-develop a vacant and derelict site
- BREEAM 'Very Good'- Utilising low/zero carbon (LZC) technology
- Highly accessible site, linked to the institutions it will serve by non-car modes the services (shops, public transport) that students require within the city centre, reducing the reliance on the private car
- Providing high quality, well managed and secure accommodation for students.
- Provide a deliverable development which allows this site to be redeveloped immediately and completed in 2016. This will conclude a lengthy planning history and permission for a number of uses which have not been deliverable.
- Provide natural surveillance for the area, supplemented by on site management, physical security measures and active frontage.
- Advertising staff vacancies locally to allow the local community to access the new jobs created at the site; both at construction stage and in the operation of the development
- Provide a high quality of development, which enhances the character of the surrounding area

