

# Urban housing

**Pollard  
Thomas  
Edwards**





Dedicated co-producers



# Introducing urban housing



Our portfolio of urban housing spans five decades and we have an enviable track-record working with communities, local authorities and commercial clients to create buildings and places – new builds, retrofits, and hybrids of both approaches – with real social value.

Our approach is founded on placing people first, understanding their needs and designing to suit, emphasising not only the way the buildings and places look, but also on how they are made, how they are used and how they age too.

Our commitment to great design is fortified by specialist teams in sustainability, social value and POE while our partner-led Knowledge Hub provides technical advice and keeps the practice abreast of industry and regulatory developments.



## Dedicated co-producers



As we seek to foster, diverse, multi-generational, sustainable communities in our towns and cities, urban housing projects are necessarily growing more complex. From implementing co-design, social value and POE to using design codes and deep green expertise, the projects we undertake today call upon the wide range of professional skills we maintain in-house.

Our work is always collaborative. We are dedicated co-producers: regardless of type or tenure, with urban housing we always seek to combine a community's tacit knowledge with our own professional depth and long-term stewardship plans, to design and deliver lasting buildings and places imbued with social value – which inspire loyalty and pride among residents.

Innovation is central to our offer. Our Happy Homes toolkit for example, an easy-to-use app developed in partnership with the University of Reading, will allow clients to identify social value in their proposed buildings at the design stage.



# Case studies

From striking, iconic place-defining towers and mixed-use exemplars pairing homes with a nursery and university campus, to a whole new neighbourhood in one of England’s fastest growing cities, these case studies showcase the range of our urban housing portfolio.



website



video



publicity

**Pollard Thomas Edwards**



Urban housing

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# ASDA Park Royal

## Ealing

“ The redevelopment of Park Royal will have a huge impact on the area, with the new town centre unlocking new commercial opportunities for local businesses and providing a new hub for the local community. ”

PTE has been appointed to design a new town centre in London's Park Royal for Barratt London and Asda that will provide 1,500 affordable homes in Northwest London. Anchored by an Asda superstore and with up to a third of new homes earmarked as 'affordable' the development will transform the industrial estate into a vibrant residential neighbourhood.





# Walter Tull House

## Tottenham Hale, Haringey

“ The new medical facility, delivered by Haringey Council and NHS North Central London Integrated Care Board (ICB) will significantly improve health facilities and opportunities. ”

Walter Tull House is a new housing development in Tottenham Hale, North London designed by Pollard Thomas Edwards that provides 131 council rent homes and a health centre – with more than 40 GPs. Named after Spur’s first Black footballer, it is one of seven building projects devised for the Heart of Hale masterplan by Related Argent and the London Borough of Haringey. Together they deliver more than 1,000 new homes alongside restaurants, shops and cafés and flexible workspaces for the local community.



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# City Park West

## Chelmsford

“ An excellent town centre scheme with a sensitive relationship to existing urban fabric. ”

City Park West is a new residential quarter in Chelmsford comprising more than 600 homes alongside cafés, restaurants, landscaped public realm, sculpture, workplaces, and community facilities. The new townscape, built over two phases, connects parkland to the south with the civic quarter and the historic market town centre to the east. Located by the railway station on the former Anglia Ruskin University campus, it features five new brick buildings, including a 14-storey tower, four new public squares, and three refurbished buildings, one of which is listed.



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# Juniper House

## Waltham Forest

“ We have a social learning space, a green space to support wellbeing and a winter garden for students and staff to sit quietly, study, or socialise in. ”

Juniper House is located on a brownfield site opposite Walthamstow Central, one of the capital's busiest local stations and features 91 new mixed-tenure homes alongside a nursery with space for more than 50 local children. This 16-storey, mixed-use exemplar also contains two floors of classrooms, social space, and a winter garden, for the University of Portsmouth's London campus, as well as a new 'pocket park' that connects the whole development with adjacent residential streets.





# Stratford High Street Newham

“ This is a significant development for Stratford High Street, and we are thrilled to have achieved resolution on this site. ”

The mixed-use Build to Rent scheme delivers 355 homes – 25% affordable – alongside a Spacehub-designed public garden, linking Bow Back River to the High Street. It also features a new café and performance venue, enriching local creative industries and hosting national jazz concerts and exhibitions.urban edge.

Revitalising a brownfield site left vacant for eight years, the project introduces two buildings at 13 and 29 storeys.





# Motion

## Walthamstow

“ A visually striking and sophisticated geometry makes this building very individual. ”

Three stylish towers and a new landscaped square complement the re-opening of Lea Bridge station and signal a new identity for this major regeneration area. Replacing dilapidated warehouses, the development ranges from 4 to 18 storeys and delivers 300 homes and around 1,500 sqm of commercial and leisure space.





# New Garden Quarter

## Newham

“ You’ve got space, you’ve got greenery, you’ve got light... I think it’s an amazing place to live. ”

The fourth phase of PTE’s Chobham Farm masterplan includes 471 mixed-tenure apartments arranged around a major new London square. More than 40% of the homes are large family flats of 3 bedrooms or more. The contemporary mansion blocks, integrated with generous public open space and family oriented amenities, create a great setting for family life that is popular with new residents; a rival to the traditional London preference for a house and garden.





# Wharf Road Islington

“ These beautifully designed high quality homes will transform the lives of many local families in desperate need. ”

The development provides 98 new homes, 80% of which are affordable, in a mixture of apartments, maisonettes and family houses arranged around two communal ‘wharf’ gardens between the buildings.





# Case studies

**The Scene**  
Walthamstow



**Stone Studios**  
Hackney Wick



**2 Ashley Road**  
Haringey



**Laindon Place**  
Basildon



**Barnsbury Estate**  
Islington



**South Kilburn NWCC**  
Brent



**Eastman Village**  
Harrow



**Lea Bridge Gas Works**  
Walthamstow





# Case studies

**Silvertown Quays**  
Newham



**Coronation Square**  
Walthamstow



**Lot M3**  
North West Cambridge



**One Woolwich**  
Greenwich



**Montgomery Wharf**  
Brentford



**Crystal Wharf**  
Islington



**Ceres, CBI**  
Cambridge



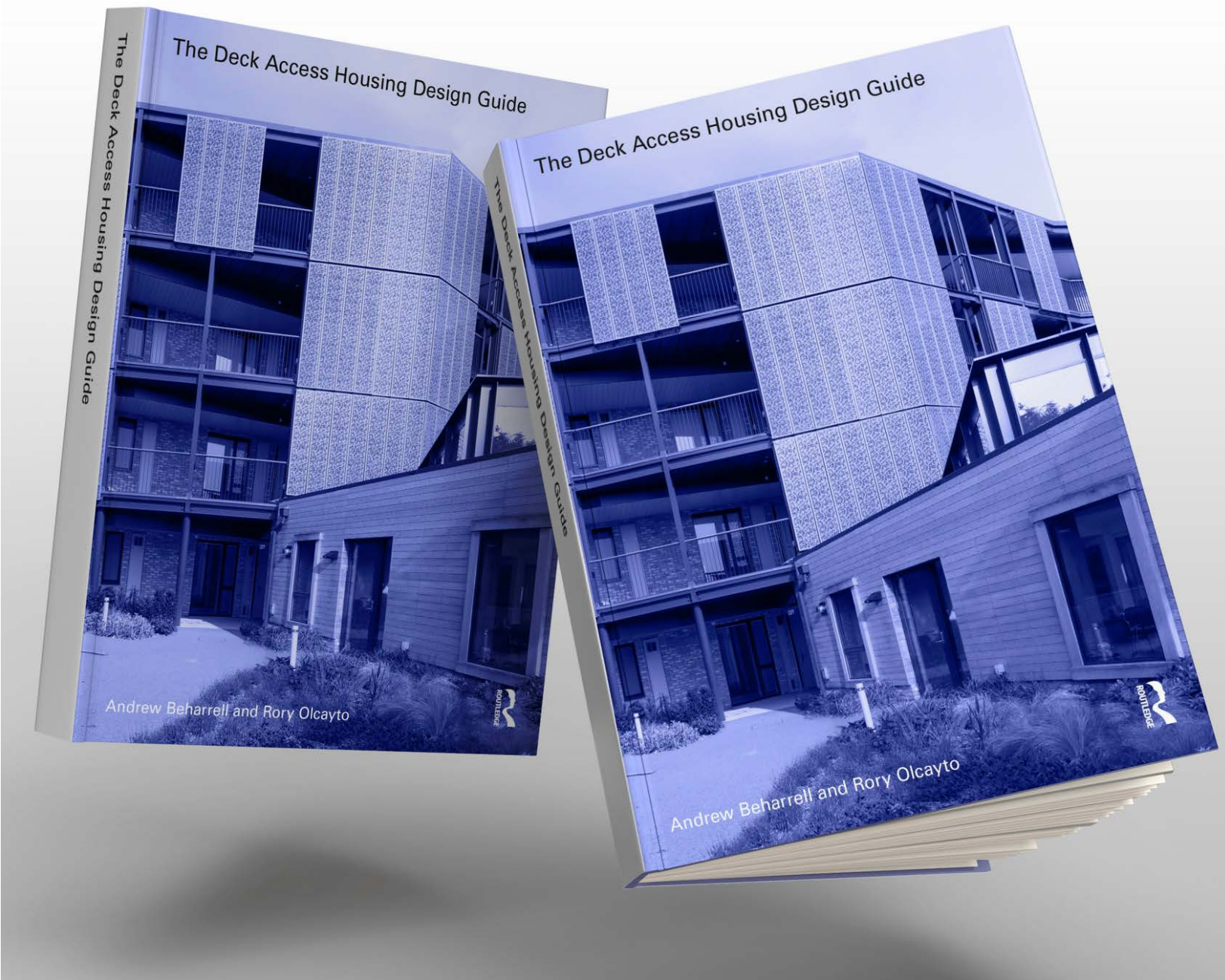
**Angel Waterside**  
Islington





# Research and publications

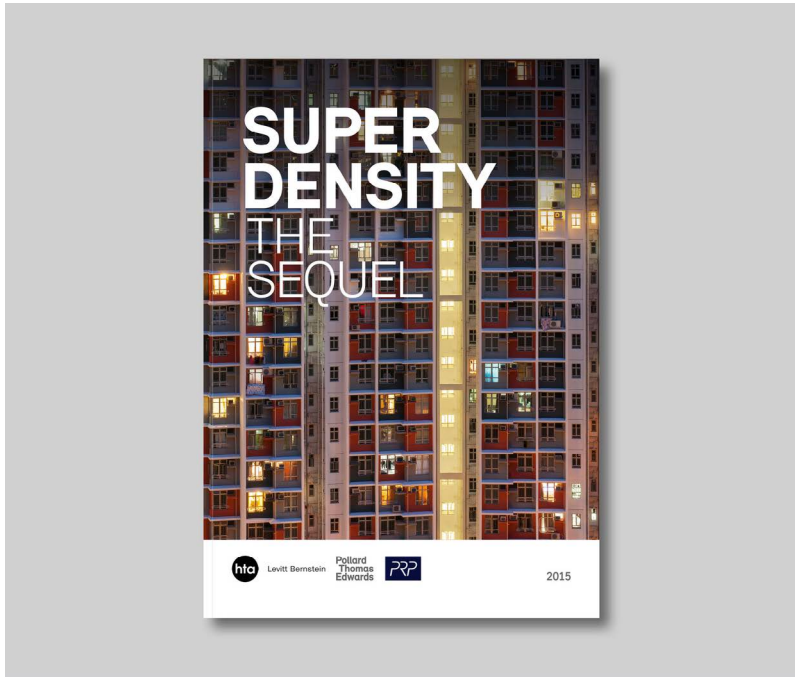
We also bring a wealth of expertise in research complementing our practical experience delivering complex housing projects. Publications include the first ever contemporary survey of deck access housing in the UK, published by Routledge; a pocketbook - ‘What is the future of high-rise housing?’ – centred on the future viability of building tall in London and a guide to shading design for the Good Homes Alliance. Click on the publications opposite to read more.



## happy homes project

The social value of architecture is in fostering ❤️😊 emotions, whether through connections with 🌱🌻🌼 or offering opportunities for an 🧑🧒🧓🧔🧕🧑🧒🧓 lifestyle and in providing the 🧑🧒🧓 to pursue autonomy.

UNIVERSITY OF CAMBRIDGE University of Reading Pollard Thomas Edwards





# Get in touch



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