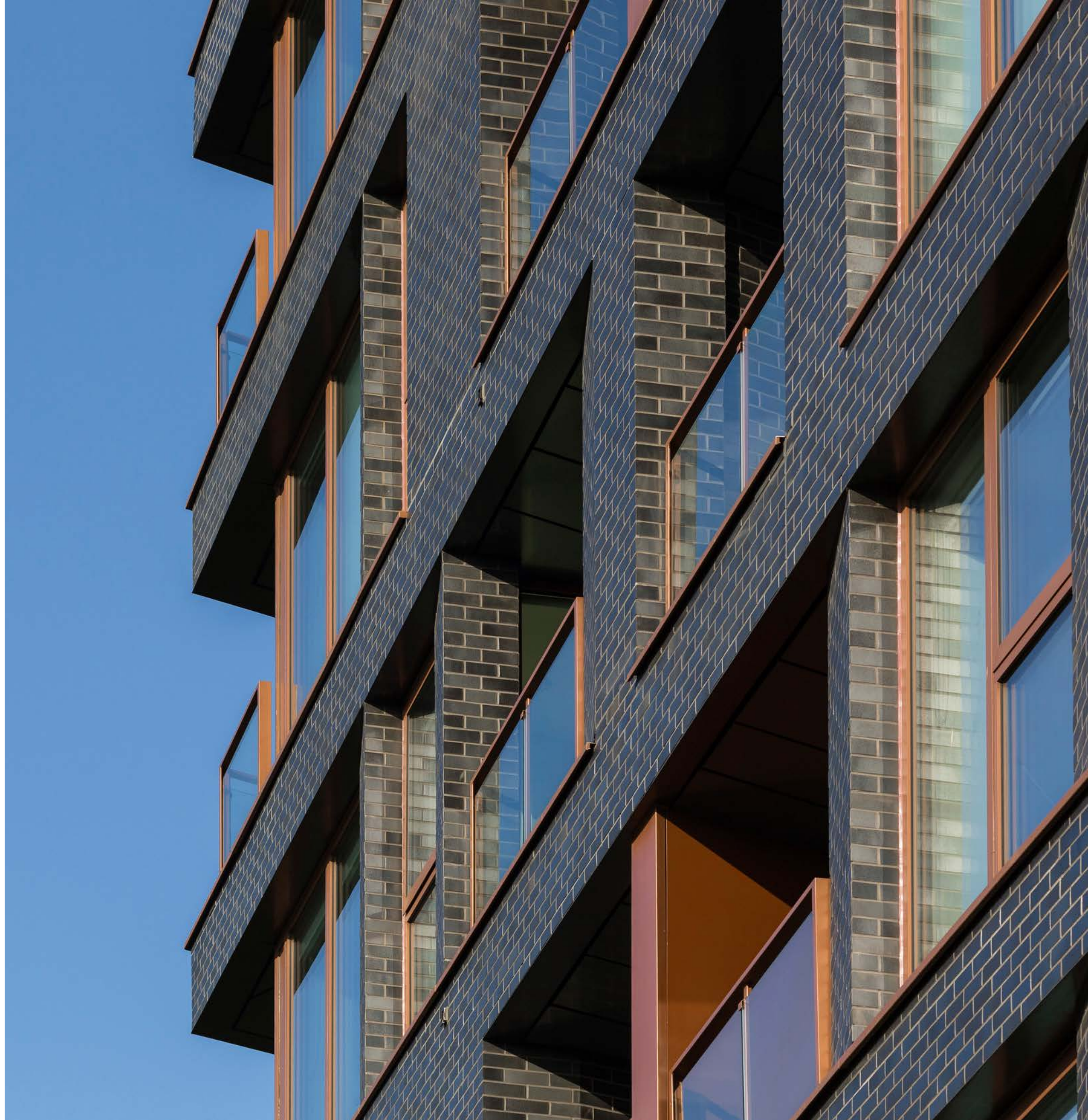


Rental living

**Pollard
Thomas
Edwards**



The business of belonging

Introducing Rental living



The best Rental living developments provide safe, comfortable, connected homes – alongside a programme of regular events and a strong sense of place – for hundreds, sometimes thousands, of residents.

Well-managed amenities, ranging from communal dining to indoor cinemas and rooftop gardens, play a key role in fostering the unique sense of belonging that great Rental living is renowned for.

Our ‘place-positive’ approach, shaped by clarity, ease-of-use and round-the-clock maintenance, allows residents to enjoy their own homes, get more out of in-house facilities and meet with others too.

Taking the long view



There is much to love about Rental living. From having a sole landlord (meaning no resident is ever under threat of their home being sold) to a Rental living development's 24-hour management culture, vital to operators seeking to hold on to tenants and for those same tenants seeking long-term security, Rental living prides itself on doing the job differently.

We're inspired by these differences – which include how operators refer to residents as customers and how hotel design, more than housing, shapes thinking in the sector. The capital investment model is also specific to the sector's long-term requirements. Crucially, the institutional backers growing the Rental living model today are more patient than their equivalents in the housebuilder plc model.

And given a development stands or falls on how well it's managed, and the kind of events the operations team provides, the Rental living challenge is a holistic one that the whole delivery team needs to sign up to. It's why we ask our colleagues when we embark upon a new commission: "How will we emotionally engage our Rental living customers?"

Case studies

From an industrial site in Hounslow, north London to a new build tower in Stratford on the banks of the River Lea, these case studies, including student housing in Walthamstow and multi-generational homes in Chelmsford provide a snapshot of PTE’s evolving Rental living offer.

-  website
-  video
-  publicity



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.

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



City Park West Chelmsford

“ I have met lots of new people and made new friendships. I have only been here three months, but I can honestly say my life has changed hugely. ”

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 – integrating 390 Rental living homes at the heart of the development. Rental living homes are located in the tallest building in the surrounding area, offering spectacular views over the new public realm and green space. All Rental living homes are accessed via the concierge at ground floor level, with interiors designed by PTE, and have access to a restaurant, workspace and gym.



Charter Place

Hounslow

“ The development is just perfect. I love the parks, the inner garden, and the communal areas. ”

PTE's design for Charter Place has transformed a former industrial site in Hounslow Town Centre into a residential neighbourhood with nearly 300 Rental living homes arranged around a shared garden. Residential amenity is located at ground floor level and includes a double height reception, concierge, co-work lounge and gym. The landowner had previously failed to gain planning permission. PTE achieved successful planning permission in a short time frame with a design that delivered an additional 50 homes from the previous application by others.



Blackhorse Lane

Walthamstow

“ Great location, nice community and good sized apartments. ”

This scheme transforms an underused and poor-quality industrial estate in north east London into a thriving neighbourhood of around 500 new homes including Rental living, 517 student rooms, and community and commercial space. The site is a short walk from Blackhorse Road Underground and Overground rail stations and links to Walthamstow Wetlands - London's largest urban wetland nature reserve. At the gateway of the new linear park is the refurbished 1930s art deco Gnome House, housing a cafe, art gallery and series of studio spaces for local artists and start-up businesses.



Park Road, Syon Park

Hounslow

Located on the edge of the historic Syon Park, PTE were appointed by the Duke of Northumberland to design 80 Rental living homes to help fund future maintenance of the Grade I listed house and landscape. PTE's design was developed in the context of holistic offer to residents which reflected the character of the site and target rental market. Working with the client and wider design team, PTE developed a suite of open plan home layouts designed to add value as well as capturing efficiencies and be durable.



Ark Soane Phase 2

Ealing

“ We are very proud to be delivering this major mixed-use project, which will provide much-needed school places and high-quality homes for the Acton area. ”

Ark Soane is a new mixed-use development which forms a substantial public building at the heart of Acton. It provides a 1,200 place secondary school over three levels with 116 new Rental living homes above. The development also includes new community space and improved public realm.



Marleigh Single-family Rental (SFR) Cambridgeshire

“ Marleigh marks the first step in the creation of a new landmark district which will transform East Cambridge. ”

This 180-acre site next to Cambridge Airport will become a new urban village and eastern expansion to the city, providing 1,300 homes (some of which are SFR), a primary school, local shops and a country park – plus a new business park. PTE’s masterplan achieved outline planning permission following an intensive community planning process, and the practice is now working with the landowner’s development partner Hill on design codes and detailed delivery of the first phase of 450 homes.



Get in touch



Carl Vann

Partner
carl.vann@ptea.co.uk ↗
020 7336 7777



Leigh Bullimore

Partner - projects
leigh.bullimore@ptea.co.uk ↗
020 7336 7777



Copyright in this document and all contents belongs to Pollard Thomas Edwards LLP (excluding only material reproduced from other sources where shown). The document is confidential and may not be disclosed to any third party without the permission of Pollard Thomas Edwards LLP.

Save trees, save paper. Please consider the environment before printing.

Diespeker Wharf
38 Graham Street
London NI 8JX
020 7336 7777
mail@ptea.co.uk
pollardthomasedwards.co.uk

**Pollard
Thomas
Edwards**