

Access and servicing strategy



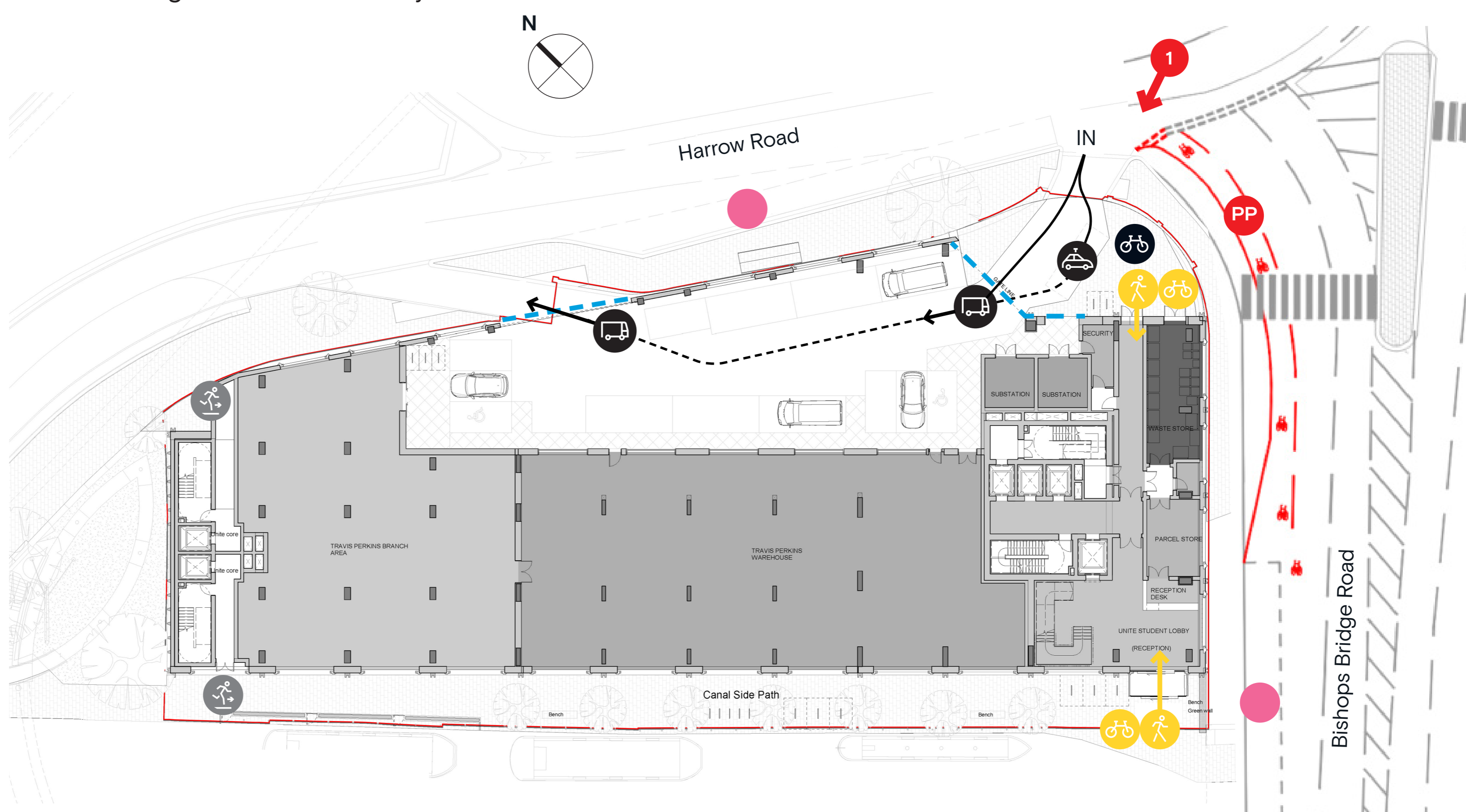
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As one of the stated reasons for the previous application being refused, we have given a lot of focus to developing a servicing solution which allows all deliveries to be dealt with on site.

- The student entrance lobby would be located on the new canal side walkway, accommodating arrivals on foot and cycle. A secondary building entrance would be located on Harrow Road to increase accessibility choice on foot/cycle
- Student, staff and visitors would be served with London Plan compliant levels of secure cycle parking provision
- London buses immediately service the site with services 18, N18 and N46 located on Harrow Road and Bishop's Bridge Road. The existing bus stop on Harrow Road will be retained
- Taxis would access the lay-by at the yards access point and then travel through the yard to exit
- Student taxi occupants would board/alight from the building's student entrance side, without entering the Travis Perkins yard
- The new layout allows for taxi pick up and drop offs and food couriers on site
- Outside Travis Perkins business hours the yard would facilitate the students move in/out strategy
- The strategy enables all deliveries to be contained on site with all Travis Perkins deliveries contained within the yard
- Couriers (food deliveries) would access/egress the new delivery space adjacent to the building's delivery entrance and would not enter the Travis Perkins yard beyond the gate line
- Non-perishable deliveries for the PBSA would be consolidated off site with three deliveries made per day within the Travis Perkins yard

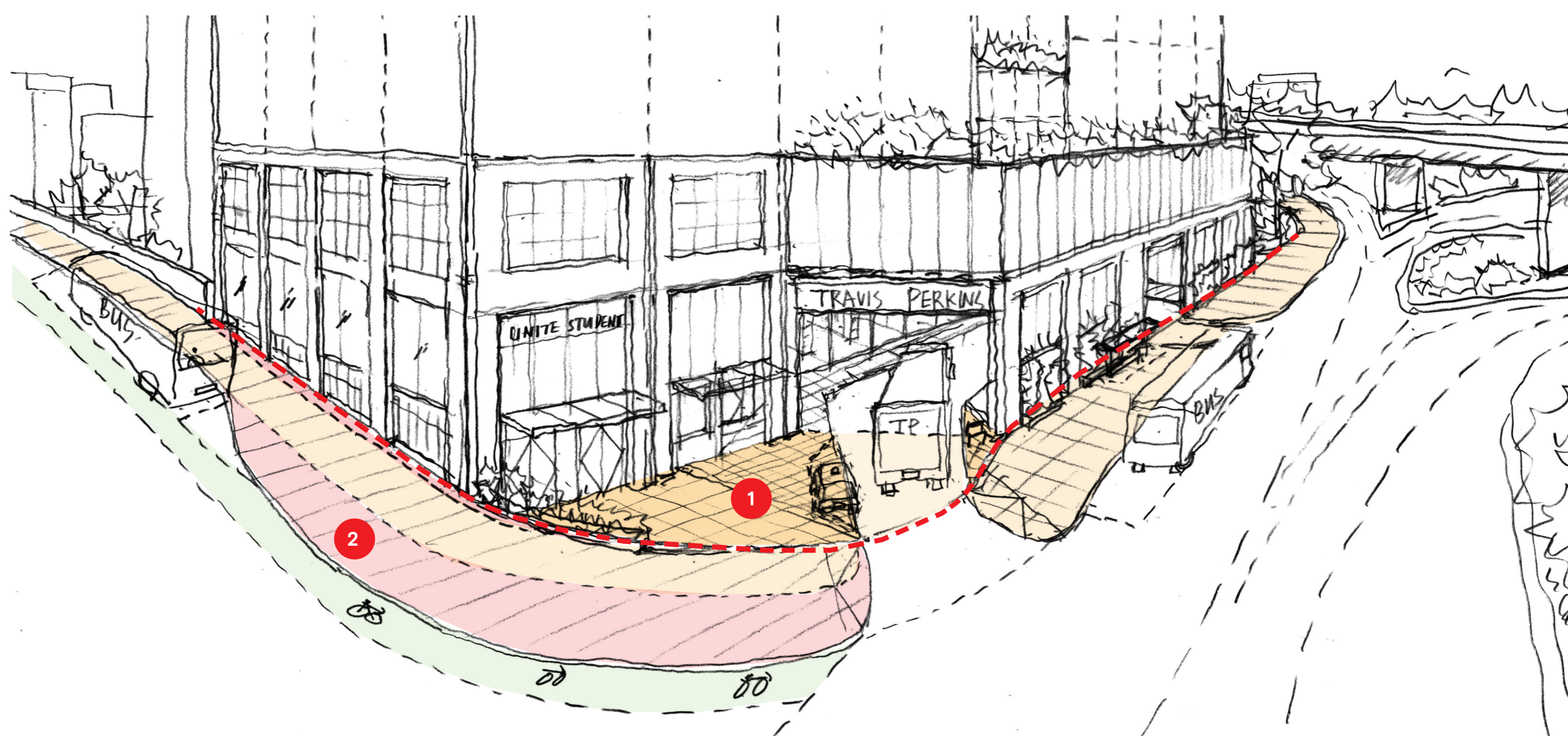
Ground floor plan key:

- On site student taxi pick up/ drop off point (taxis exit via the TP yard)
- Travis Perkins yard entrance and exit
- On site delivery point for food deliveries
- Student entrance
- Cyclists entrance
- Fire escape route
- Paddington Places cycle lane overlay
- Cycle Parking
- Bus Stop
- Travis Perkins gate line
- Site Boundary



Concept sketch 1 key:

1. 92m² of new public realm within site boundary
2. Potential pavement widening and cycle route delivered as part of Paddington Places proposal results in an additional 85m² public realm gained



Why students?



Near the start of the project, it was determined that due to the constraints of the site and the requirements of an operational Travis Perkins on the ground floor, student housing was the only appropriate use for the site. These two uses already operate successfully together at St Pancras Way in Camden.

The site has excellent public transport links and is conveniently located for KCL and other central London universities. There is a demonstrable demand for more purpose-built student accommodation in London and KCL have made clear they require a pipeline of new accommodation over the next few years.

The experience of living near students in London today is far from some stereotype from years gone by. Our research clearly shows that students in general, but especially those who live in Unite Students accommodation and attend prestigious universities like KCL, are highly focused on their studies, go out drinking infrequently if at all and respect the communities and environments in which they live.

Students spend much of their social time in the ample amenity space provided within Unite Students buildings, or if they do choose to drink, at student union bars in other parts of London. It is worth noting that Pergola nightclub in Paddington has now permanently closed.

Living in managed student accommodation means that there are clear rules for acceptable behaviour that all Unite Students' residents must agree to and stick to, or face being removed.



"We don't have complaints about student behaviour or noise and most of our residents aren't even aware that they live so close by"
Resident Liaison, Webber and Quentin TMO

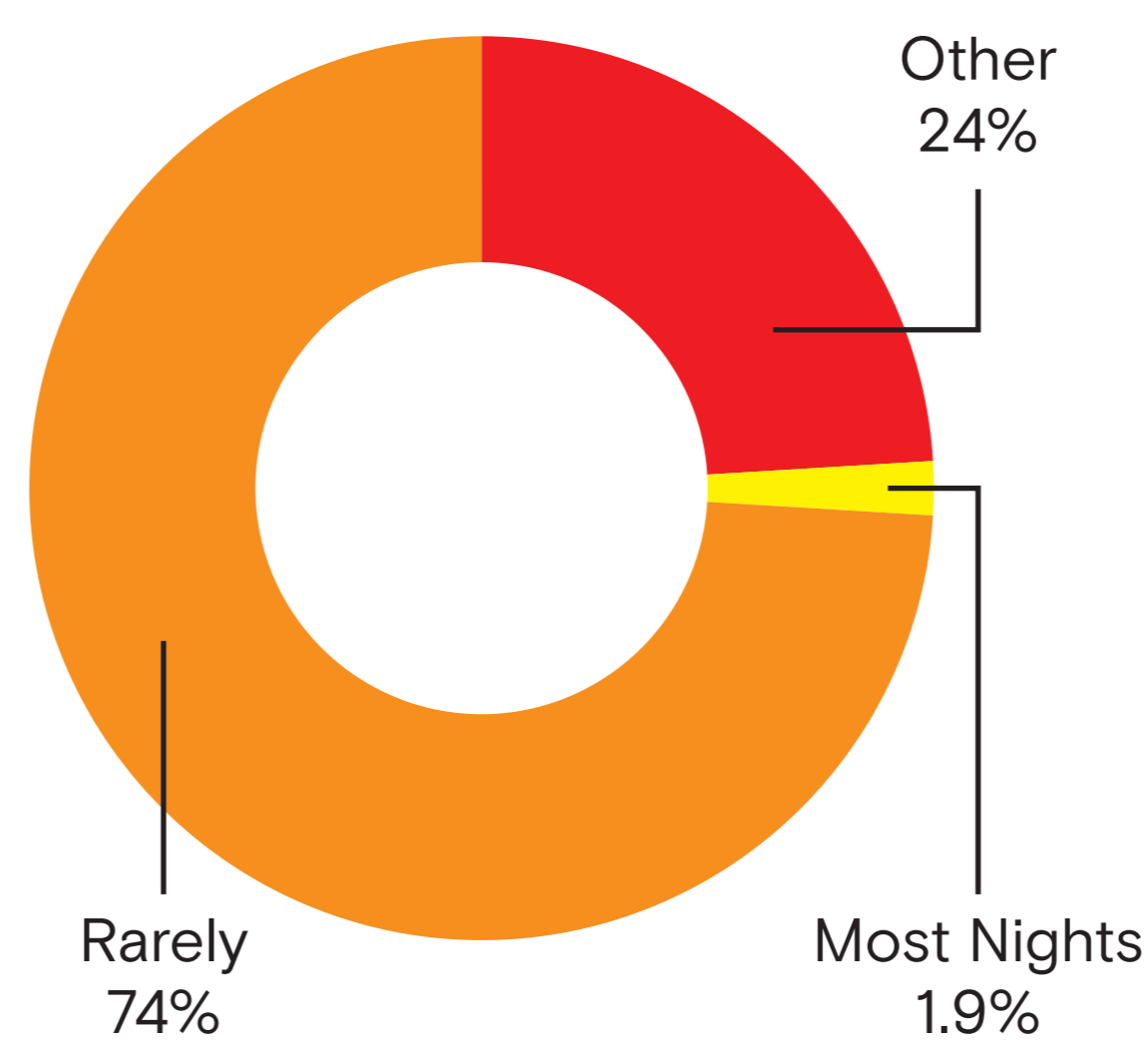
"We are not aware of any problems created by the students from Emily Bowes Court and North Lodge buildings."
Chair of Ferry Lane Action Group

"Students aren't really an issue in the area, and we've never had problems from the students at St Pancras Way"
Officer at Camden Town Unlimited

"Students do not cause any problems in Vauxhall. They are well behaved and respectful, and we honestly hardly notice they are here most of the time."
Chair of Vauxhall One BID

74%
OF STUDENTS

REPORT GOING OUT LESS THAN ONCE A WEEK



ONLY 2% OF STUDENTS SAID THEY CHOSE WHERE TO LIVE BASED ON PROXIMITY TO NIGHTLIFE VENUES

ONLY 1 IN 30

REPORT GOING OUT MORE THAN ONCE A WEEK

