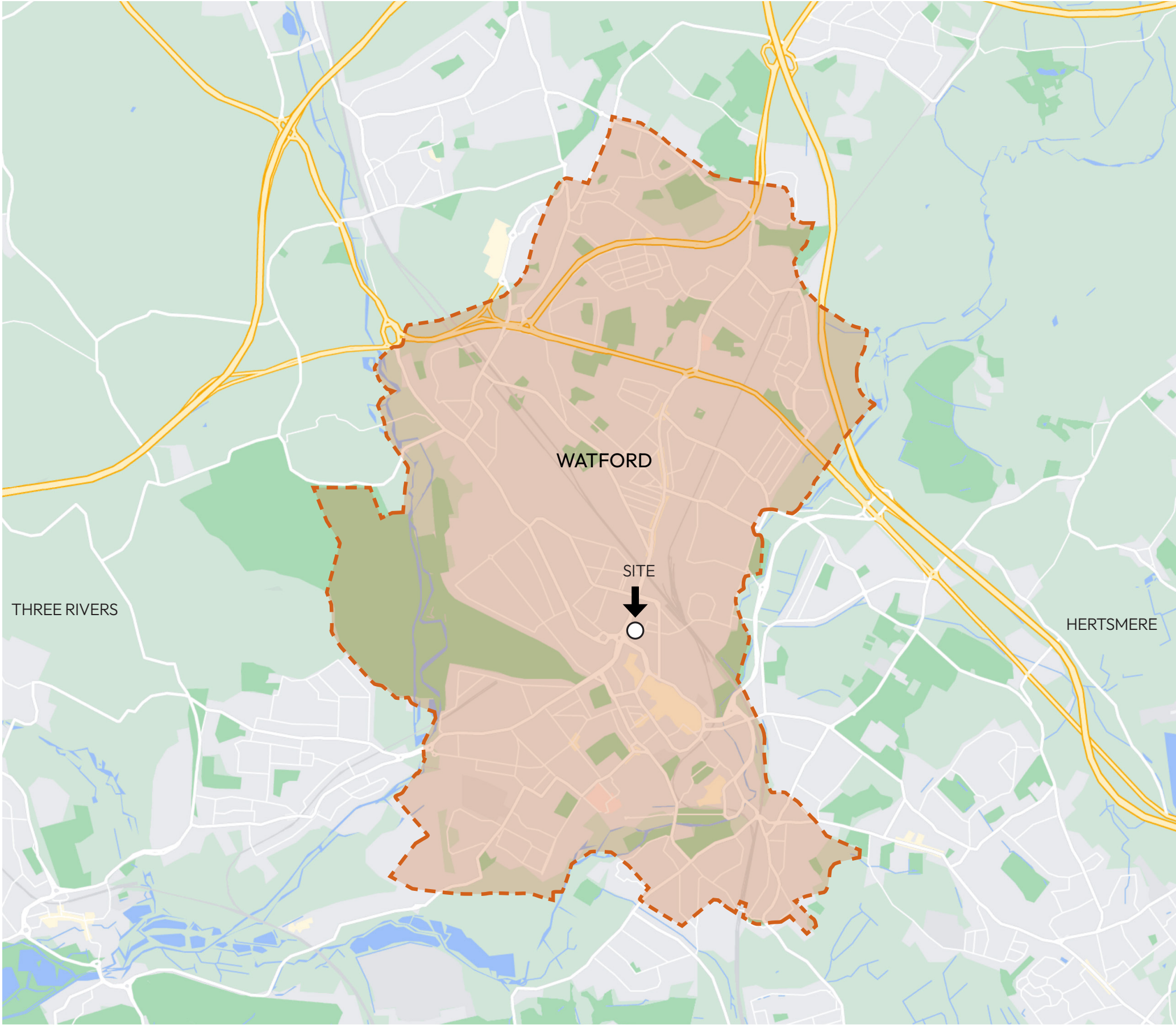
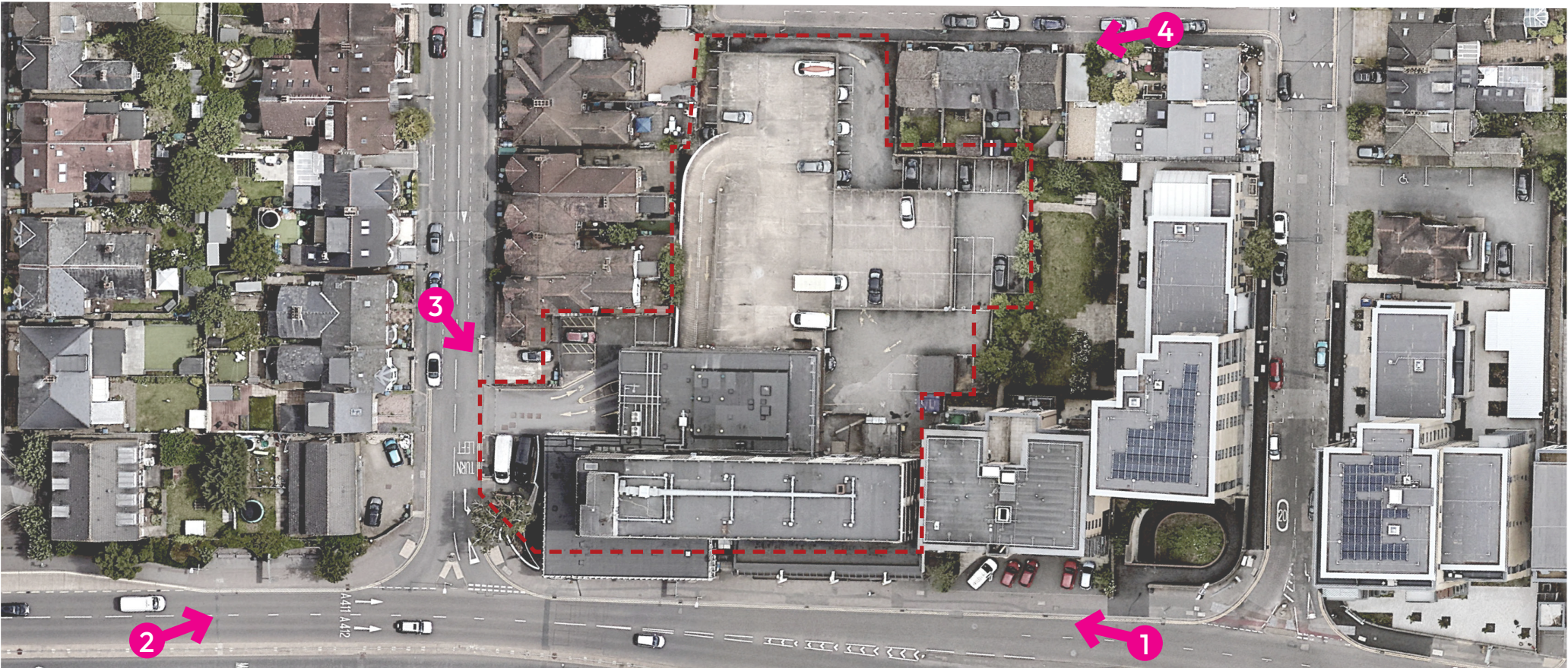


&Site



- SITE
- WATFORD
- SITE BOUNDARY



Applicant and Design Team

&Soul

This project is a collaboration between 2 organisations, who as individuals have worked together for a number of years on many mixed use, community led projects in the UK, Germany, Portugal and the USA. Infinite will be the development manager of the project, &Soul will be the owner, construction manager and operator.



Infinite

Our mission is to build transformative relationships and regenerate neighbourhoods.

We are pioneering a new approach to city planning and development that involves taking a long term view and building transformative relationships with the stakeholders involved in each and every project. We believe this approach creates a transformational impact upon the neighbourhoods in which we are stakeholders, whilst delivering shared value and a lasting legacy.

Our approach is to work in partnership with land owners, investors, planning authorities, and local people. We invest time and energy in learning about and understanding the cultural identity and history of each neighbourhood. We create a shared vision, co-design projects together, and deliver neighbourhood led regeneration.

We are a boutique and creative development company specialising in lifestyle hotels, workspace, and cultural projects. Our founder and partners have delivered and operated some of London's most innovative and iconic lifestyle hotels and cultural destinations.



& Soul

&Soul has been setup as a long term owner and operator of community led mixed use environments in and around London. We exist to build transformative experiences in multi-faceted/multi-dimensional spaces where people feel inspired to create, open to connect, and safe to explore, so that they can fulfil their full potential and celebrate life in all of its exciting opportunities. Our mission is to support the under-served in London on their journey. We do this by creating inspiring spaces, welcoming environments, and inclusive communities in which to stay, work, and flourish, which are always seamless and good value for money. We put our heart and soul into everything we do.

Relevant Experience - Hotel:

We deliver and operate lifestyle hotels for creatives, entrepreneurs, and leisure travellers. Our hotel model is design led and targets nomadic creatives who wish to experience staying in authentic urban neighbourhood within London and the surrounds.

Relevant Experience - Employment:

A selection of our previous workspace, cultural and community projects. All of these projects were delivered in joint venture with local authorities, and were driven by our belief that members of the local community in a given place are the lifeblood and soul of that place, and our sadness at seeing the vast majority of new development displacing them. These projects showed in practice that it is possible to create culturally relevant, exciting new developments that not only provide the local community with great opportunities but are also financially viable.



North 8th Street Hotel



Hackney Bridge



Mare Street Market



Pop Brixton / Turner Works



Westbourne Park

&Soul's Experience

Shared Vision for the Neighbourhood

We would like to co-create a shared vision for the project with local people and would welcome your thoughts and views on this.

- Deliver a **world class design of the highest environmental standards.**
- Deliver a **ground floor cultural destination** underpinned by affordable workspace for local businesses and affordable creative spaces for local artists paired with a culture venue where a mix of events and performances will be hosted for the neighbourhood.
- Deliver an **lifestyle hotel for creatives, entrepreneurs and leisure travellers.** with beautifully designed private and communal spaces. The lifestyle hotel will run a seasonal events programme for our guests and the local community focused on the cultural identity and history of the area.
- Work in partnership with the local community and local businesses to deliver a **Community Investment Programme** that will ensure long term social value and public benefit for the neighbourhood in perpetuity.

Cultural destination

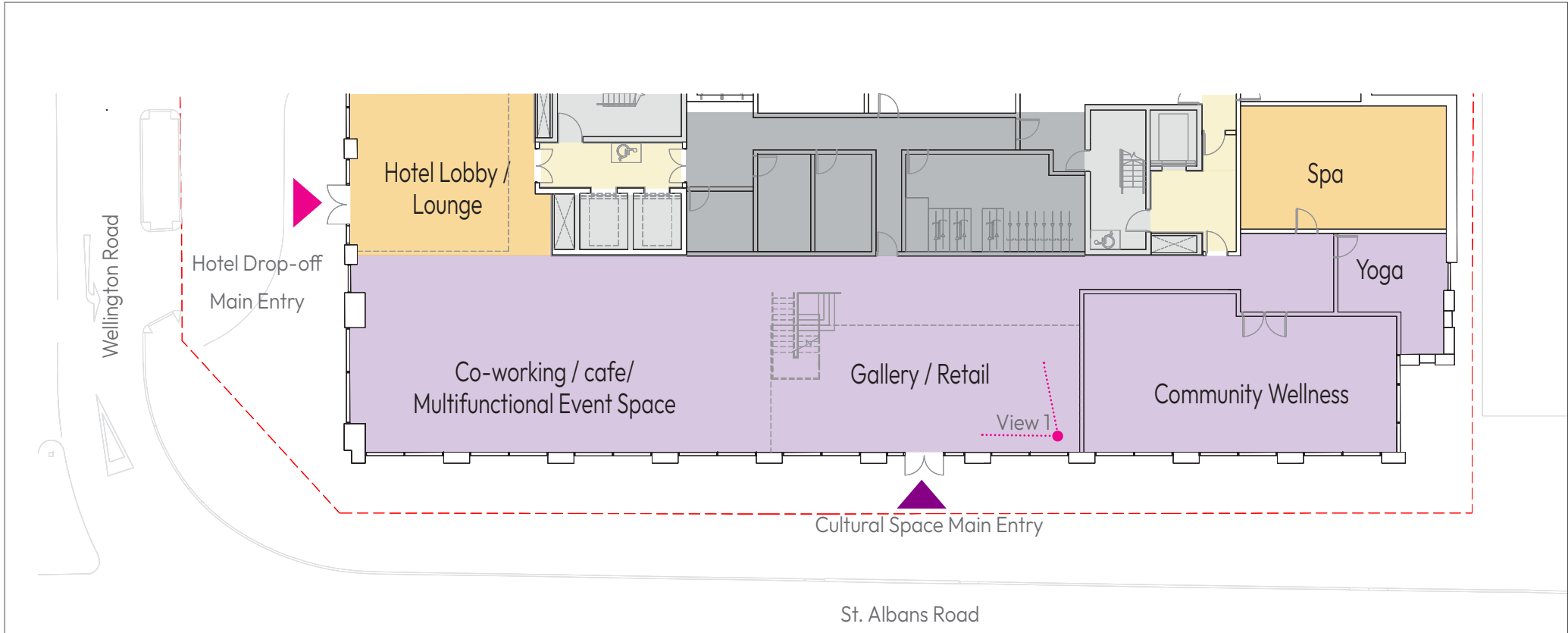
We will be dedicating much of the ground and basement floors to a **multi-purpose, publicly accessible and soulful cultural destination**, which will not only provide a platform for the local community to showcase their talent, but also draw in curious minded, cultural enthusiasts from all over Watford to experience what we have to offer. Once we more deeply understand what the needs are of the local community and what's missing in the area, we will look to design and deliver a combination / selection of the following spaces:

- **A state of the art, multifunctional event space** with a community focused cafe, exhibition space for local artists and creatives, a live cultural venue and a concept store space to provide a root to market for local independent traders in the creative industries.
- **Subsidised studio / maker spaces** targeted first and foremost at the local creative community.
- **Subsidised workspace** for local businesses.
- **Artist in residency programmes.**

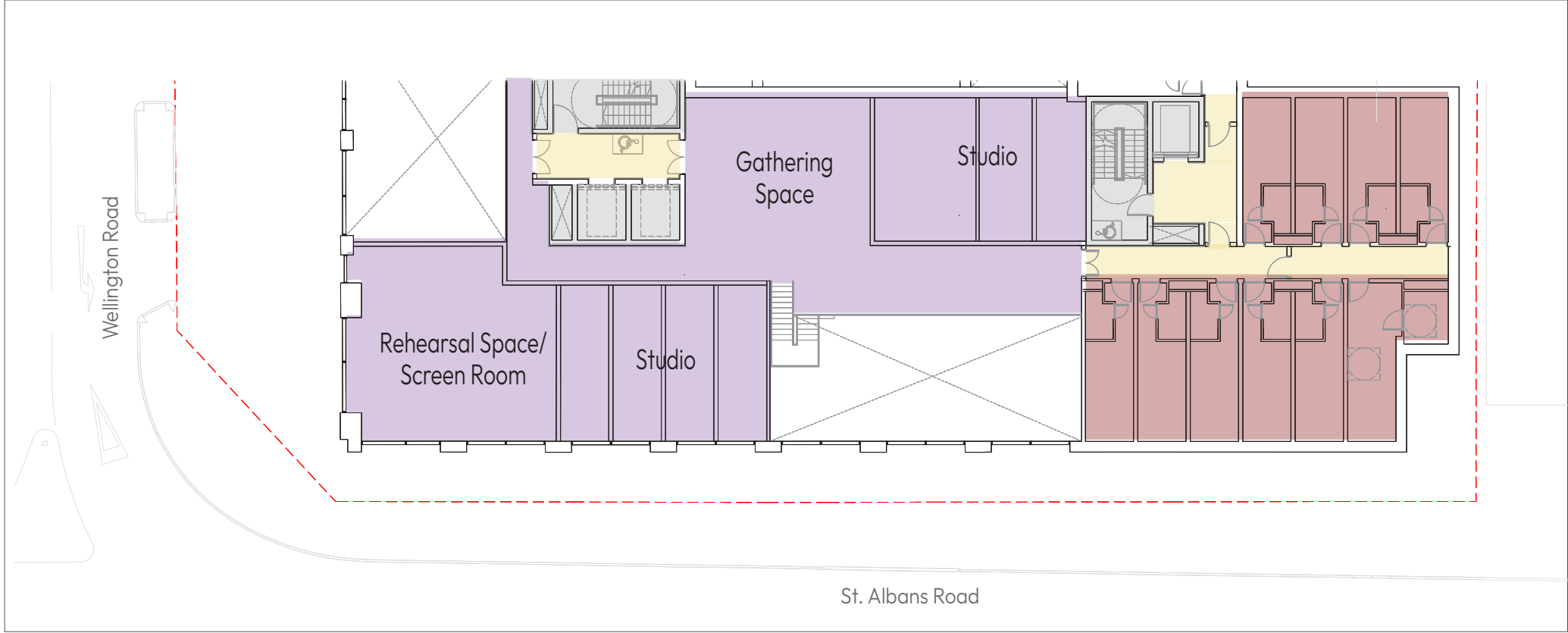


A Cultural Destination

Ground Floor



Mezzanine Floor



Total cultural area offer: 830 sqm

- N
- EXISTING BUILDING OUTLINE
- CULTURE AND COMMERCIAL
- HOTEL AMENITY
- HOTEL ROOMS
- BOH



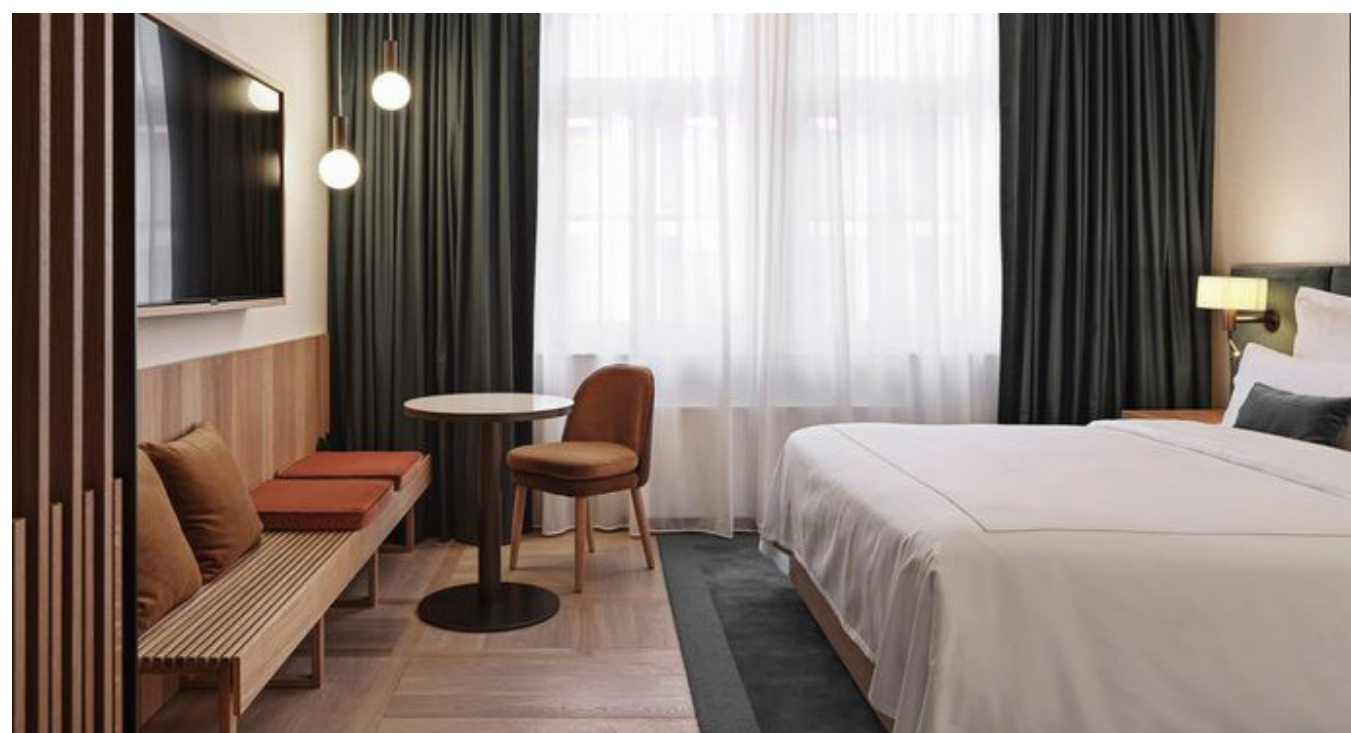
View 1 : Gallery / Retail Space

Hotel Concept

We are proposing a lifestyle hotel for creatives, entrepreneurs, leisure travellers and those looking for a well-connected Watford location.

The model provides our guests with the opportunity to enjoy a sense of community and to be part of an authentic neighbourhood, whilst staying in close proximity to their place of work on a flexible basis.

We will offer 5% of our rooms on a subsidised basis to talented creatives, prioritising those based in Watford first and foremost.



Landscaping

The landscape aims to soften the building’s appearance, create positive relationships with neighbours, enhance adjacent public realm and bring ecological enrichment to the locality. The public realm interventions focus on providing planting to soften the building’s landing, introducing trees where feasible and creating a simple and attractive entrance space.

- 1 Low planting will provide separation between the new building and Franklin Road’s footpath, which will bring greening to the street and allow the building to be set back from the street. Planting will include evergreen species and will be managed so that it is attractive year round.
- 2 Ground cover and tree planting adjacent to the rear boundary of dwellings on Wellington Road.
- 3 New frontage paving and planting to create a positive arrival experience and create greening on Wellington Road.
- 4 Trees and ground cover planting will soften the building edge creating a welcoming experience and improving people’s experience of the street.
- 5 The Garden to the building’s south (pictured top right) will be a verdant space with trees, ground cover, lawns and seating. The garden will be used by hotel guests and visitors to the commercial spaces at the ground floor.
- 6 The terrace is a green roof with seating and trees. This will improve views of the new building from the surrounding area and will offer an informal space for hotel guests to relax.



Project Vision

Public Realm

Main Entrances

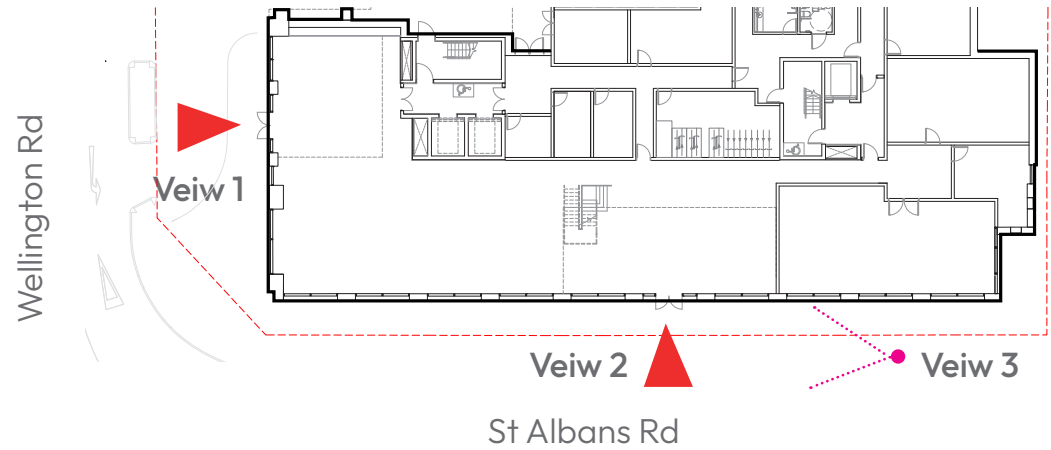
Entry points are clearly demonstrated via awning and flanking trees. A difference of materiality has been introduced to demonstrate the entrances of the proposals different programatic functions.



View 1 (Wellington Rd) : Hotel Entrance

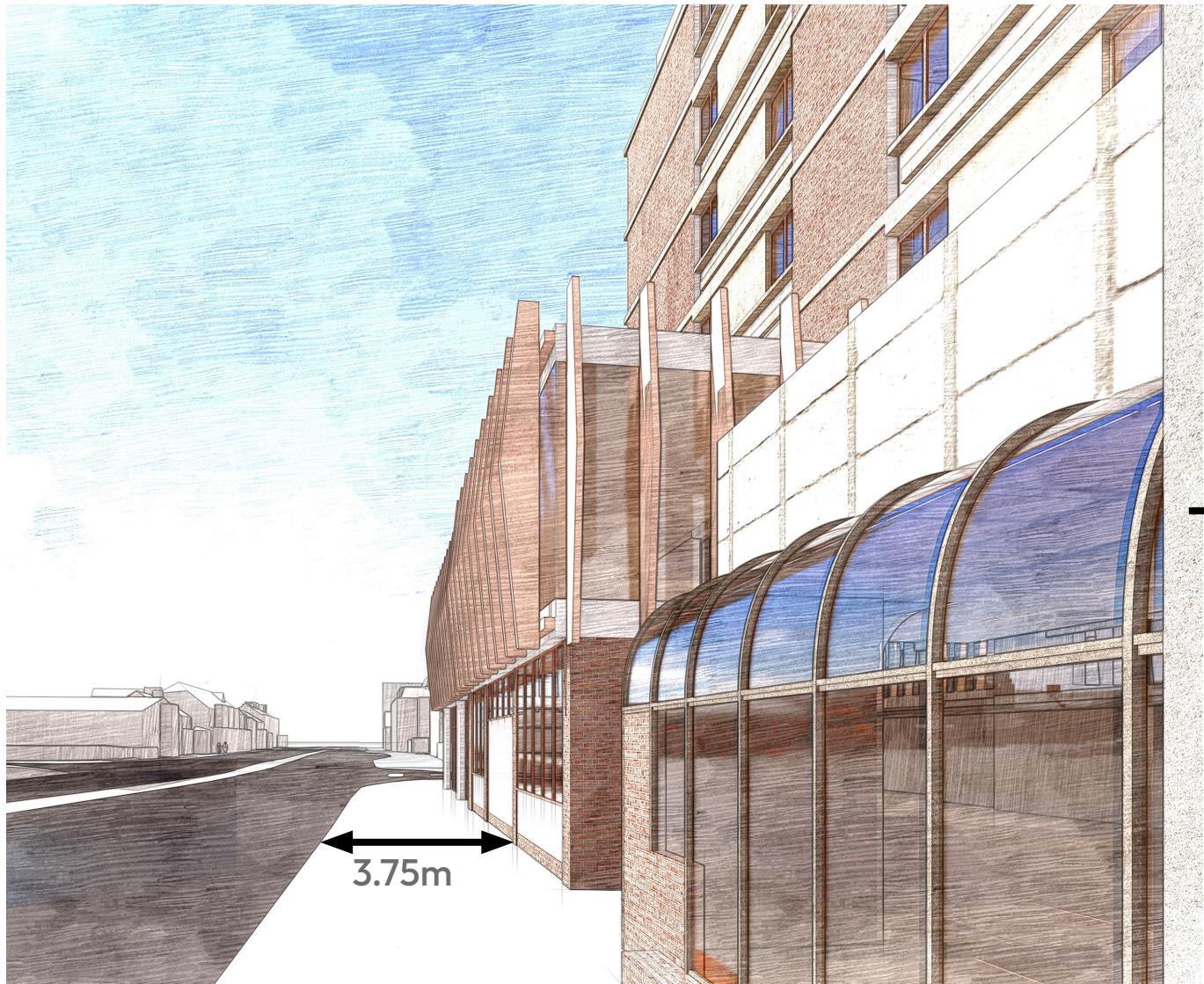


View 2 (St Albans Rd): Commercial Entrance



Street Frontage

The Building has been set back to 6.05m allowing for the implementation of trees along the St. Albans frontage. The setback also allows for a more seamless transition between the proposal and the existing neighbouring building to the south.



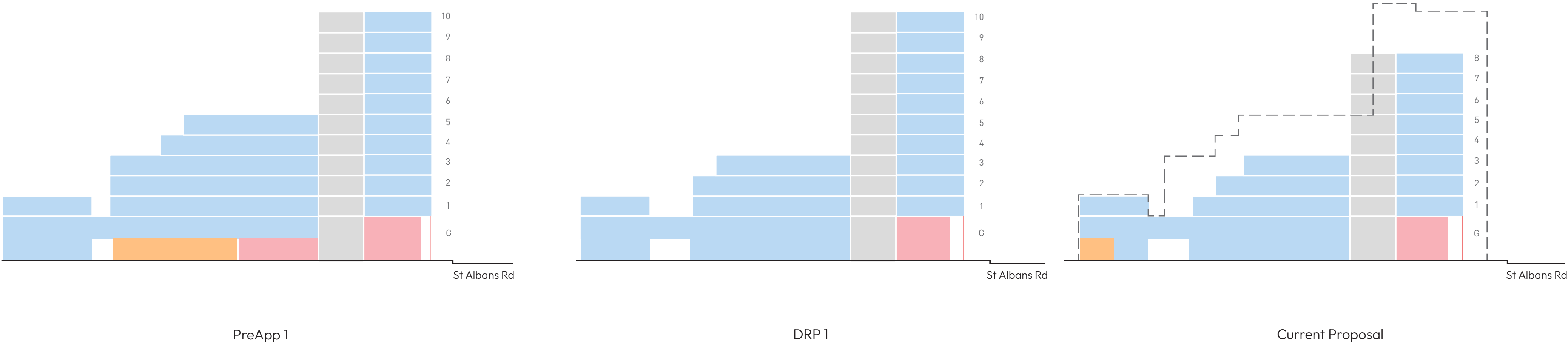
View 3 (St Albans Rd) : Existing Condition



View 3 (St Albans Rd): Current Proposal

Design Evolution

- Culture Space
- Plant / Core/ BOH
- Hotel Amenity
- Hotel Rooms
- PreApp 1 Building Outline



Over the past few months we have iteratively reduced the proposed height and massing of the project in consultation with the council and more recently to respond to feedback from local residents at the initial meet and greet meeting in May where it was made clear that a tall building would not be supported.

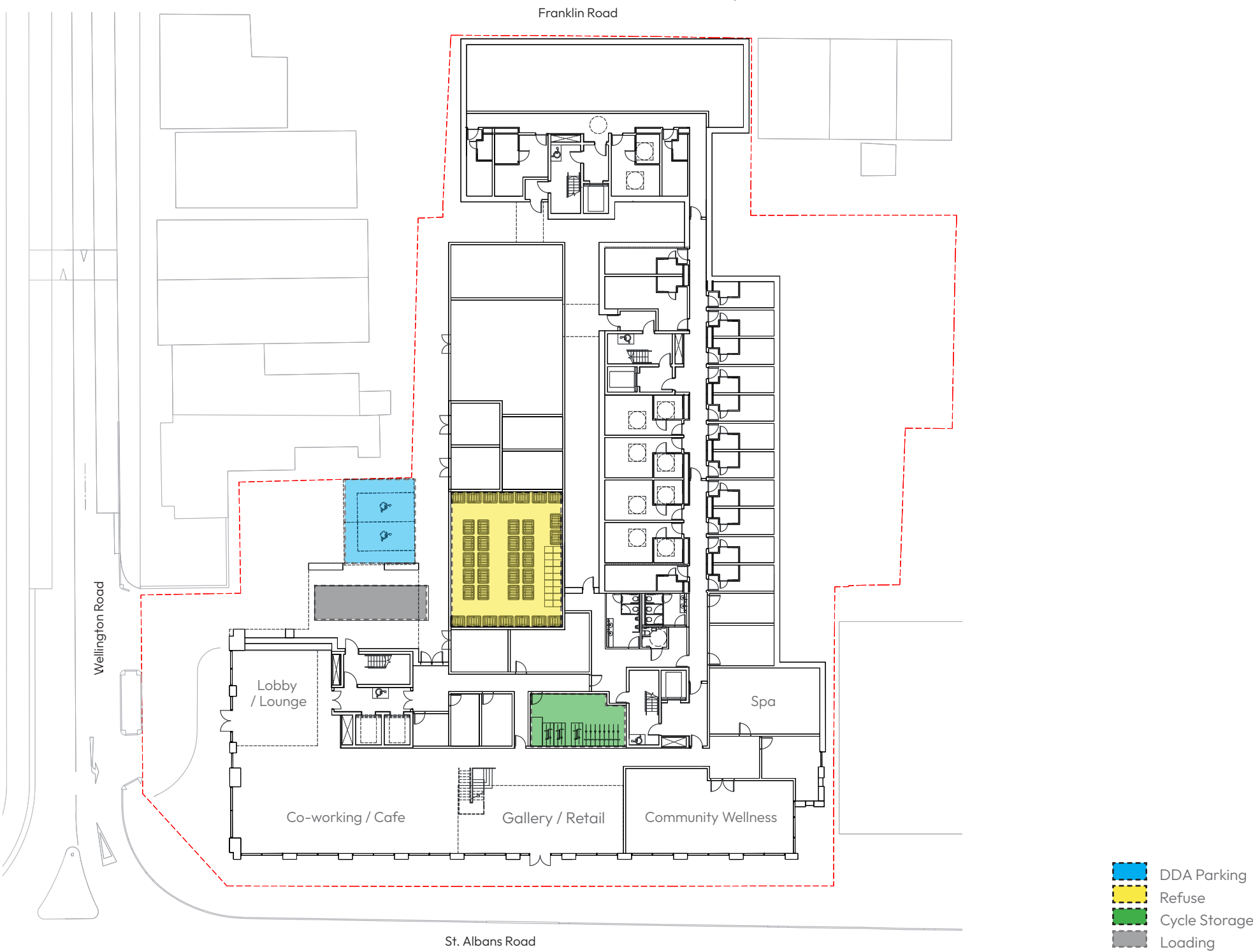
We are now proposing a a ground plus 8 storey building fronting St Albans Road which steps down to the rear to ground plus 4 storeys in response to the surrounding townscape.

We would welcome your feedback on the proposed height and massing approach as we continue to evolve and progress the design of the project.

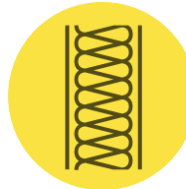
Transport & Service

- A highly accessible location in close proximity to **Watford Junction Station**, within central Watford.
- Our guests travel by sustainable modes, taking advantage of excellent transport accessibility.
- The proposals **pull back the building line from the highway on St Albans Road**, improving the relationship with the highway and positively responding to DRP feedback
- Proposals incorporate **a car-free development**, served by an on-site loading bay, a taxi drop off loop with accessible car parking (2 spaces).
- The removal of parking aligns with planning policy to reflect the sustainable site location, reducing the reliance on car travel where it is unnecessary.

- The retention of an appropriate drop-off area for taxis, recognising that some car travel will occur without vehicles stopping on Wellington Road.
- The **delivery of quality cycle parking** – the existing site has none, providing a realistic alternative to people travelling to the site.
- Guests will be made aware of the car-free nature of the hotel through the Travel Plan, advertised online.
- No increase in servicing demands vs existing hotel** – an increased number of goods per vehicle through consolidation and larger orders – with all deliveries accommodated on-site.
- Pre-application engagement with Hertfordshire County Council (the highway authority) is underway and a meeting due shortly.

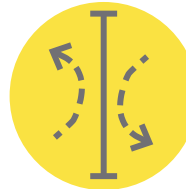


Sustainability




Maximise Fabric Efficiency

Well-insulated building envelope exceeding “Be Lean” target of 15% for non-domestic areas. Opaque elements will target excellent U-values and efficient windows will be proposed.




Air Tightness

The envelope air permeability will be reduced to a target rate of $\leq 3 \text{ m}^3/\text{h.m}^2@50 \text{ Pa}$ through an airtight layer on the warm side of the insulation.



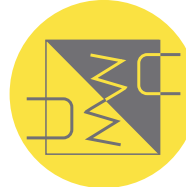
Heat Pump

A highly efficient Air Source Heat Pump (ASHP) will cover the hot water needs of the development. ASHPs will also be used to cover the needs for heating and cooling of the property.




Heat Recovery

Individual self-contained MVHR units to minimise distribution loss. Communal Air Handling Unit AHU for non-hotel areas based on the lower floors, due to higher heat recovery efficiency.



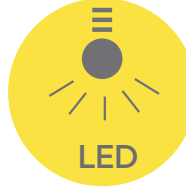
Wastewater Heat Recovery

Employing a Wastewater Heat Recovery systems for Showers (WWHRS), for higher CO2 emissions savings by reducing hot water demand.



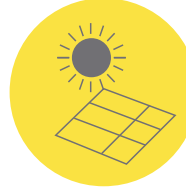
BREEAM Excellent

BREEAM pre-assessment for the scheme aim to achieve an ‘excellent’ BREEAM rating.




LED Lighting

All lighting will be energy efficient with controls in all spaces.



Biosolar PV Roof

Maximise use of Photovoltaic panels, optimum oriented, on all useful / viable roof areas.



Circular Economy

Long-life high quality façade materials. Building in layers for easy maintenance and disassembly.

Community Investment Programme



A Community Investment Programme will be created to ensure delivery of meaningful long term social value for the neighbourhood.



Secured as part of the s106 and working in partnership with local stakeholders to deliver long term social value for the local area through initiatives that may include:

- **Funding contributions** to local creative and cultural enterprises and charities.

- **Free use of spaces** within our buildings by local community groups on a regular programmed basis.

- Clean up initiatives in partnership with local people for local public spaces and canals.

- Discounted hotel bedrooms for artists and musicians.

- Apprenticeship and employment/skills training opportunities for local school children and students.

- Accelerator programmes focused on social entrepreneurship.

- **Partnerships with local creative enterprises** to use spaces within the development for events and activities

- Subsidised workspace and cultural space

- **Partnership with the Pump House Theatre** to support them with funding for the refurbishment of the theatre.

- **Partnership with the Palace Theatre** to provide overspill space for rehearsals and community focused events

- **Partnerships with local bars and restaurants** to ensure hotel guests visit and spend money there.

- **Partnership with local residents** to give them free access to spaces within the development for community and family events.

Economic and Employment Benefits for the Neighbourhood



Employment Opportunities

190 gross direct jobs – 165 more than currently onsite

Equivalent to 115 gross additional full-time equivalents (FTEs) after accounting for part time workers. Of these jobs, the majority are in the hotel, corresponding to 3% of Watford’s total employment in the accommodation and food sector (2022).

310 net additional jobs

After taking to account displacement and multiplier impacts and induced jobs from visitor and residential spend. This is equivalent to 235 net additional FTEs after accounting for part time workers. Of these net additional jobs, 265 are expected.

Construction Phase Benefits

475 job years

Equivalent to an average of 240 jobs supported over the two-year construction period. This corresponds to 7% of the Watford construction workforce (2022).

Local Economy Generating Revenue

£4.8m additional Gross Value Added (GVA) per annum

£2.5m of this would be from the hotel, equating to 3% of the accommodation and food sector GVA in Watford (2021).

£1.4m - £1.9m additional tax revenue per annum

Comprised of VAT, corporation tax, income tax and national insurance contributions.

£121,000 additional worker expenditure in the local area, and £5.8m of combined additional guest and resident expenditure per annum.

Ideas

What would you like to see added to the project?

Thank you & Next Steps

Programme

- June 2024: Consultation on emerging proposals
- July 2024: Consultation on developing proposals
- August 2024: Submission of planning application
- Early 2026: Construction starts on site,
pending planning approval



Please scan the QR code to access the survey.
We look forward to hearing your thoughts.

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w: <https://www.30-40stalbansroad.com>