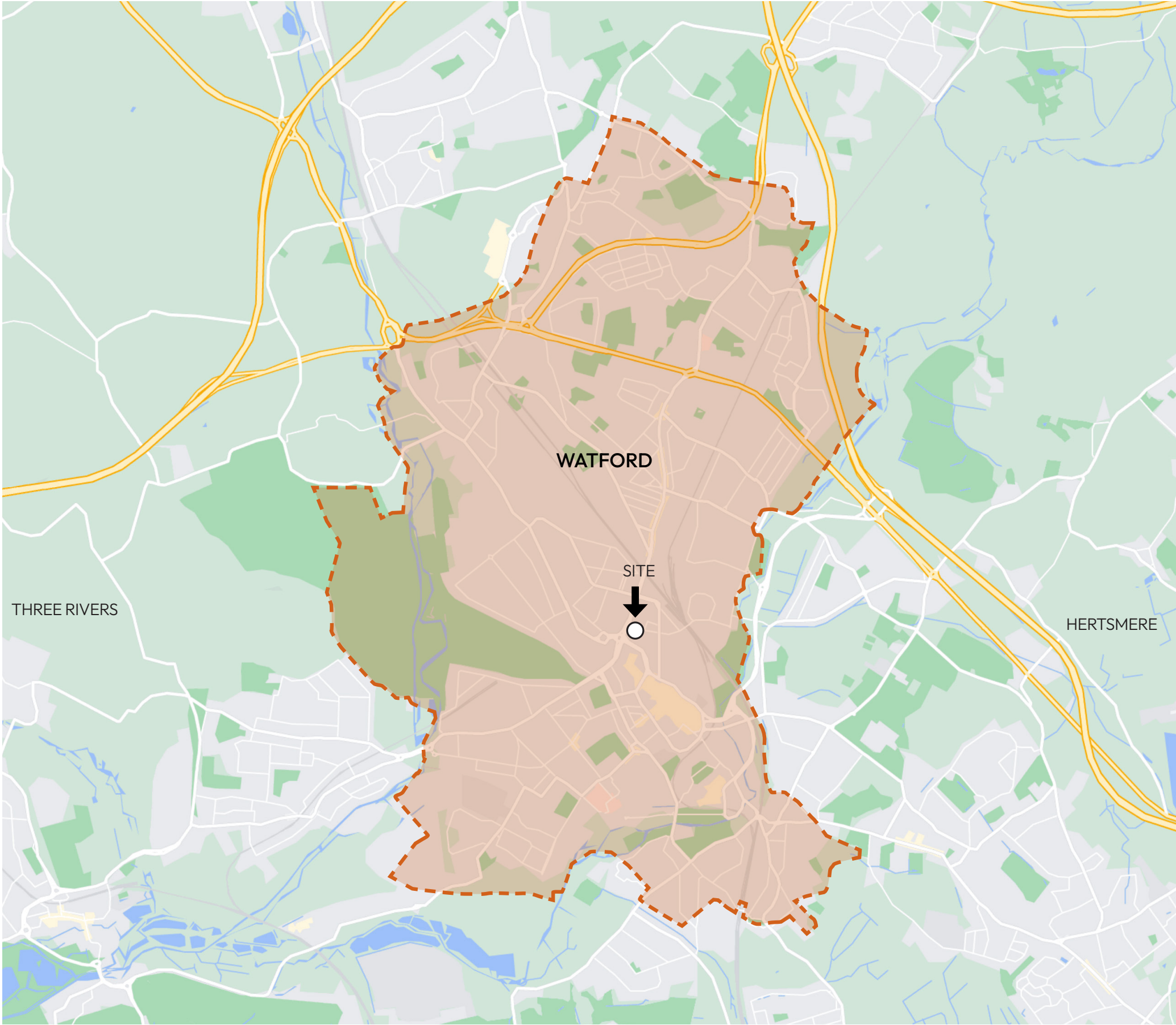
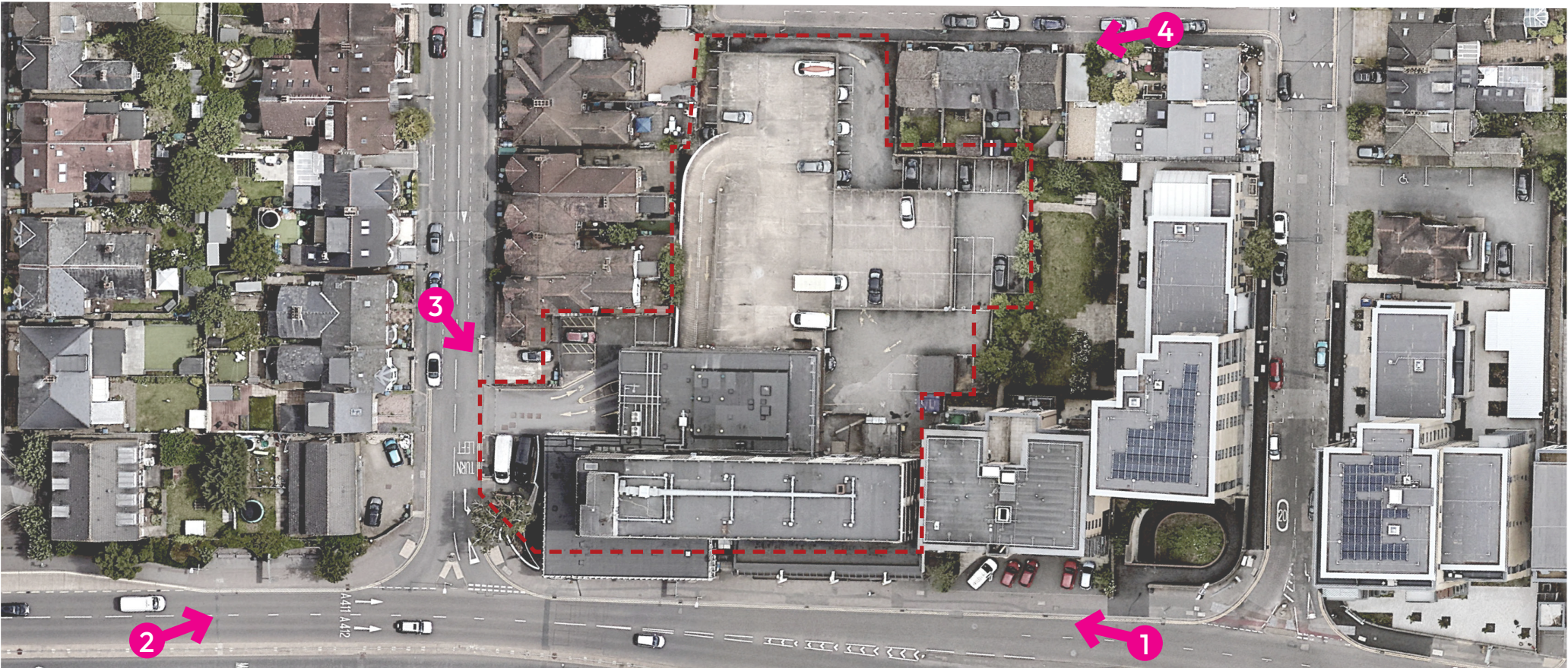


# &Site



- 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 a **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 mezzanine 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**.





# View from St. Albans Rd North





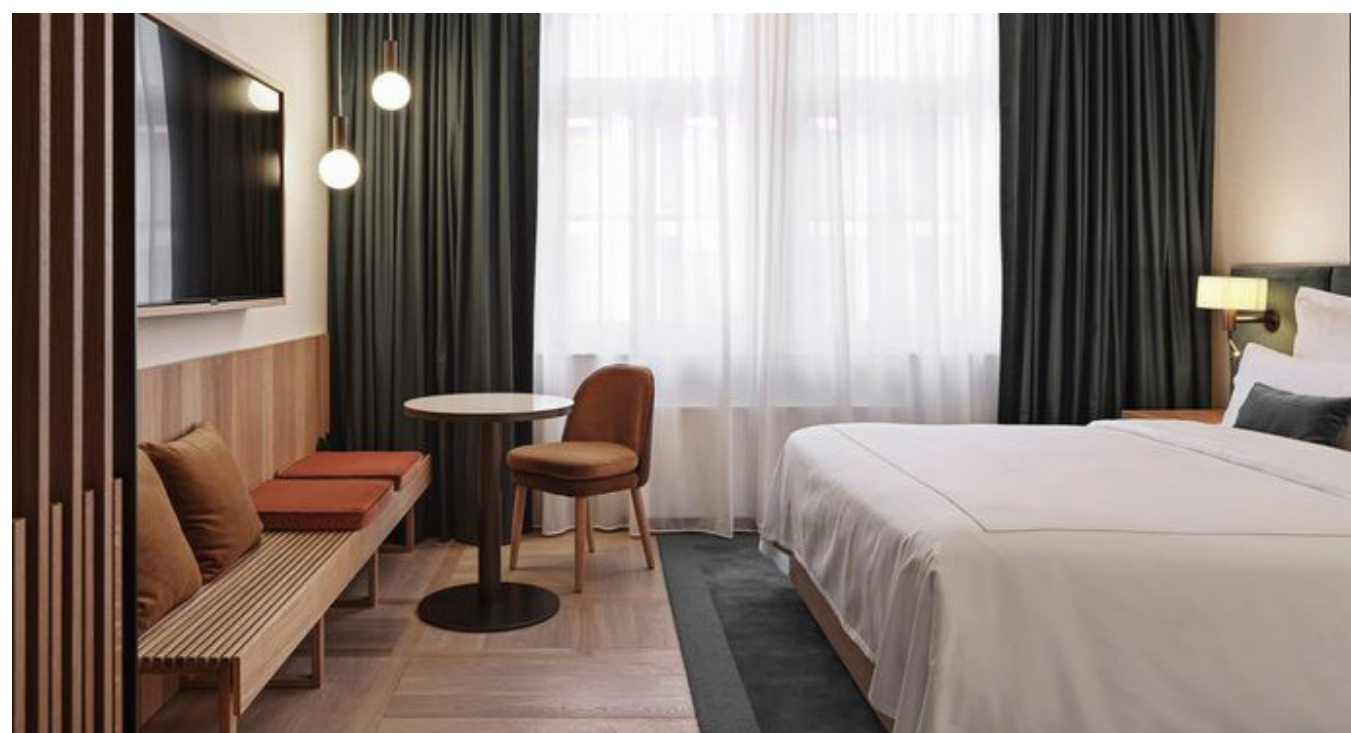
## Project Vision

# Hotel Concept

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

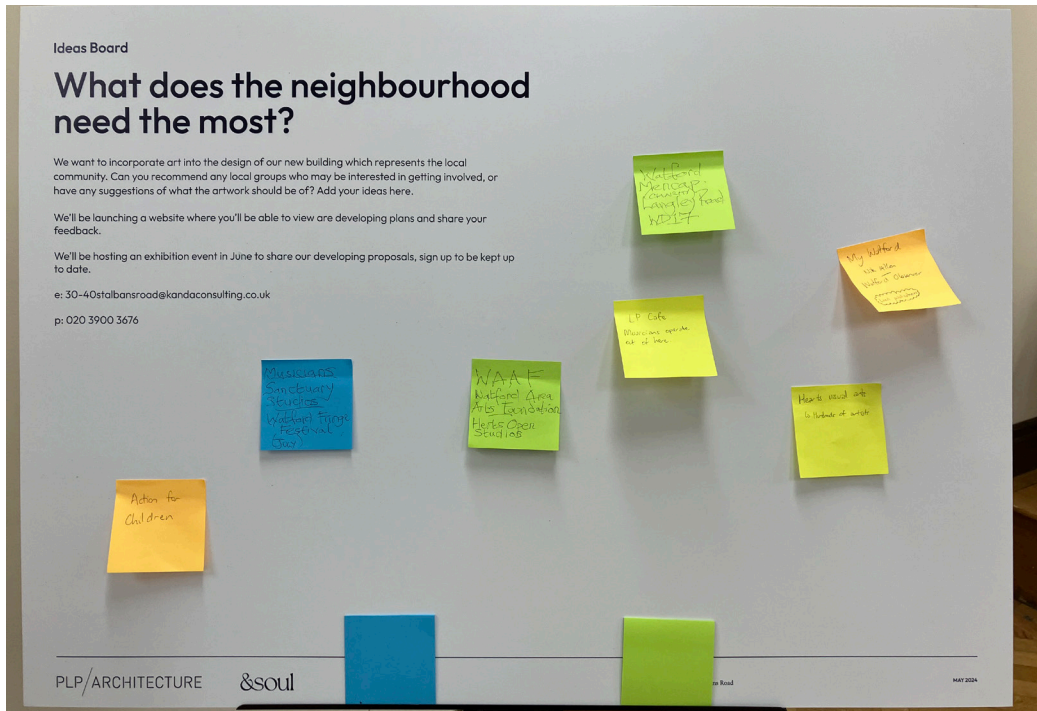
The model provides our guests with the opportunity to enjoy a sense of community and to be part of an authentic neighbourhood, whilst staying in close proximity to their place of work on a flexible basis.

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



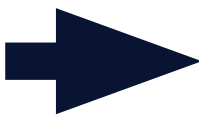


# Community Feedback



## YOU SAID:

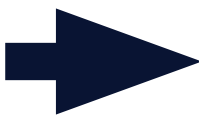
- Many respondents were welcoming to the introduction of more spaces for local creatives to use – both **makers spaces, studios and possible pop-up exhibition style spaces**. Noting a need for more spaces to be made available in Watford.



## WE DID:

We have designed the podium to house a myriad of community, art, and wellness driven spaces. The proposed design will activate the street with artistic programming delivering benefits to local people. Through the implementation of a **Community Investment Program (CIP)** we aim to provide free use of spaces within the ground floor and mezzanine cultural destination for local community groups to use on a programmed basis.

- The over arching concern from attendees was the proposed **height and massing**.



Through a series of design moves we have greatly reduced the overall building height to allow for a more comfortable relation between the proposal and the context.

- Residents made suggestions local groups who may be interested in getting involved.



With the help of the **CIP**, we will establish a community centre that benefits organisations that the community supports.

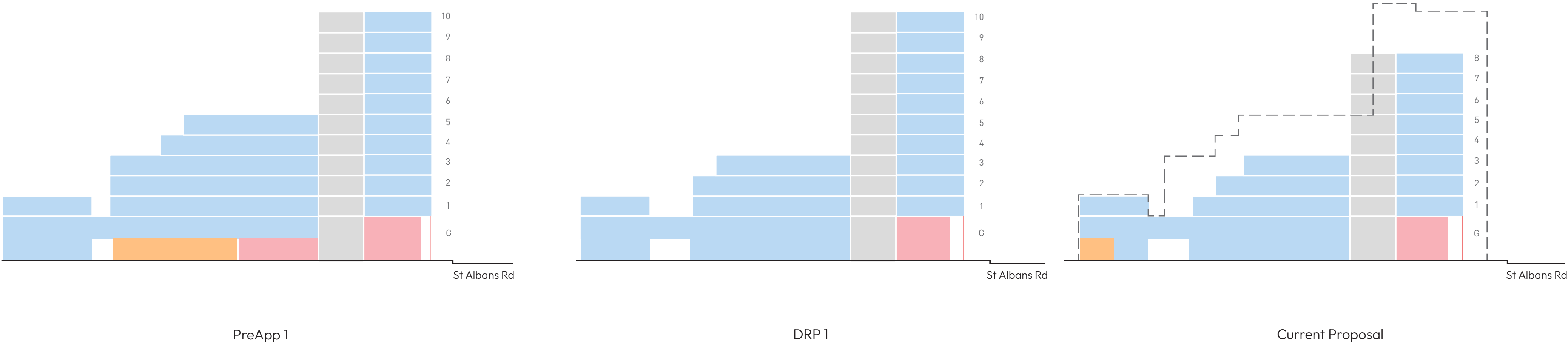
Recommendations for further outreach included:

- Action for Children
- Musicians Sanctuary Studios
- Watford Finge Festival
- Watford Area Arts Foundation
- Herts Open Studios
- LP Café
- Watford Mencap



# Design Evolution

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



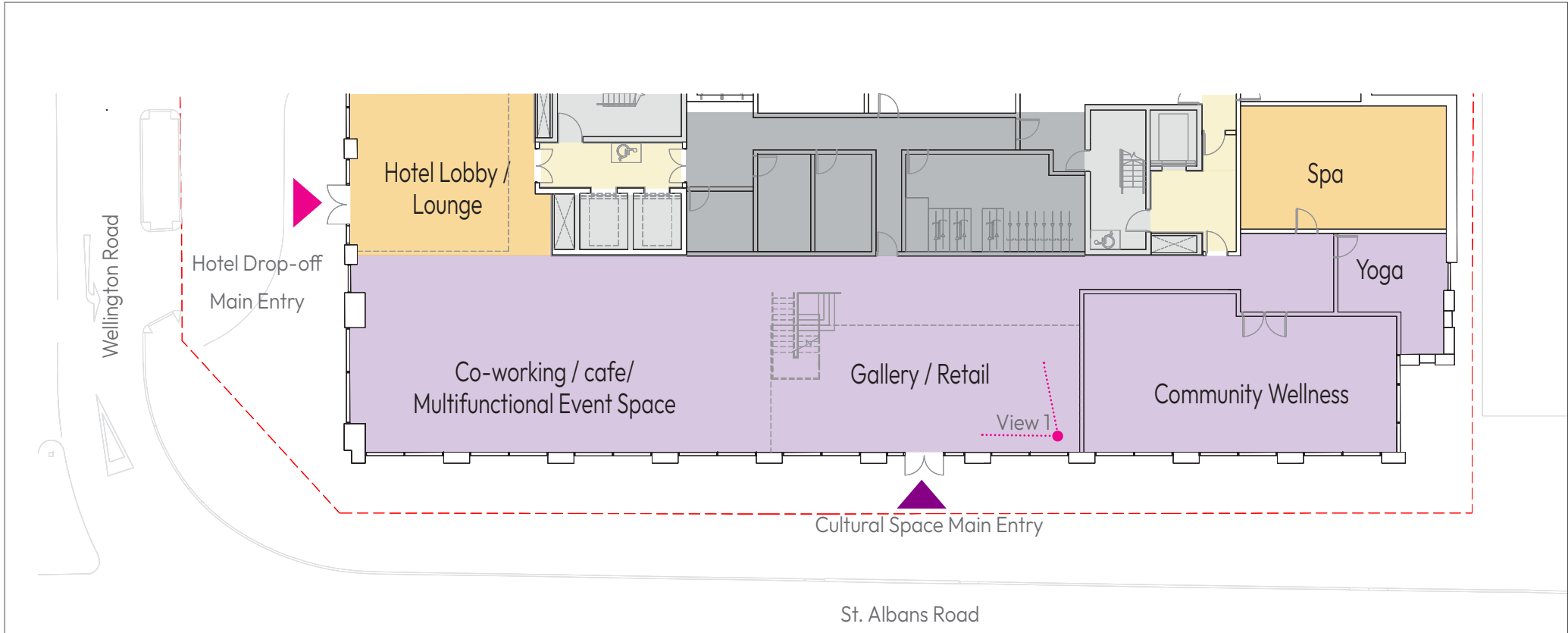
Over the past few months we have iteratively reduced the proposed height and massing of the proposed building on site, in response to feedback we received from the Council, and residents who attended our previous consultation events.

We are now proposing a ground plus 8 storey building fronting St Albans Road which steps down to the rear to ground plus 4 storeys where the site neighbours residential properties.

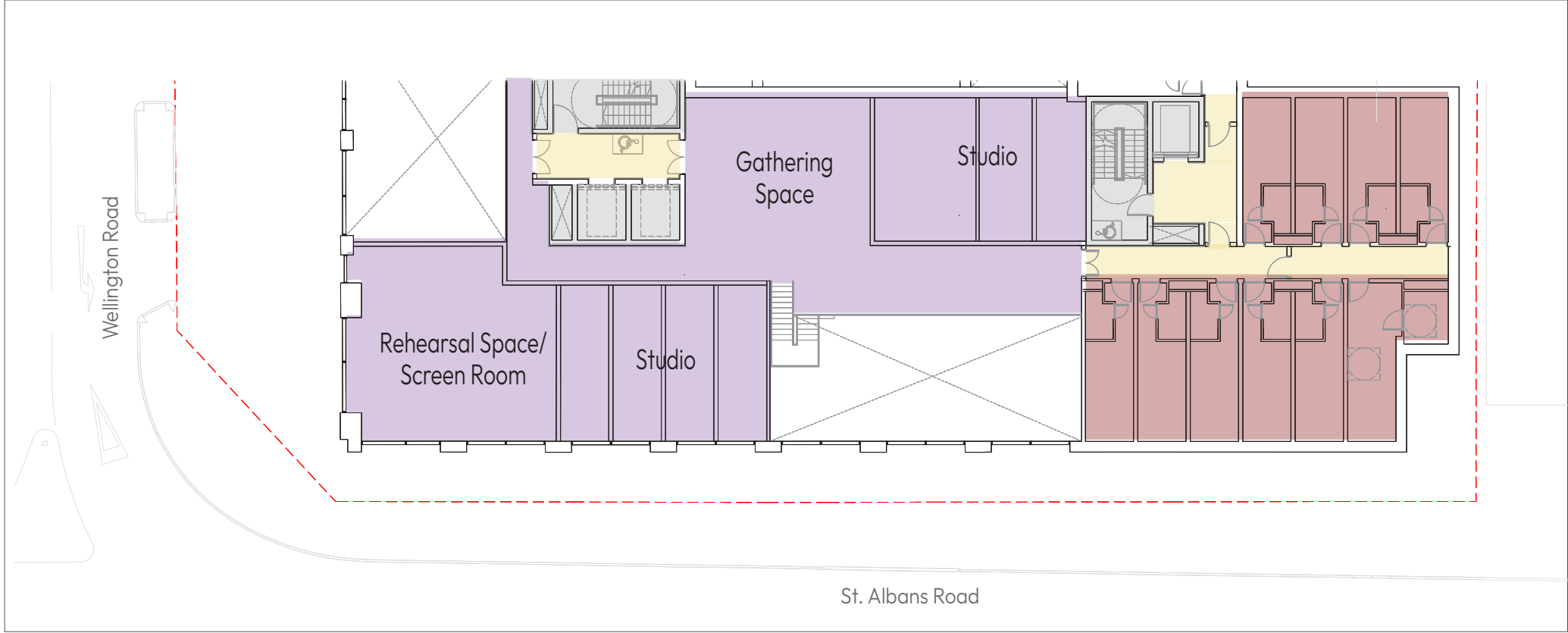


# A Cultural Destination

## 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



Project Vision

# Public Realm

## Main Entrances

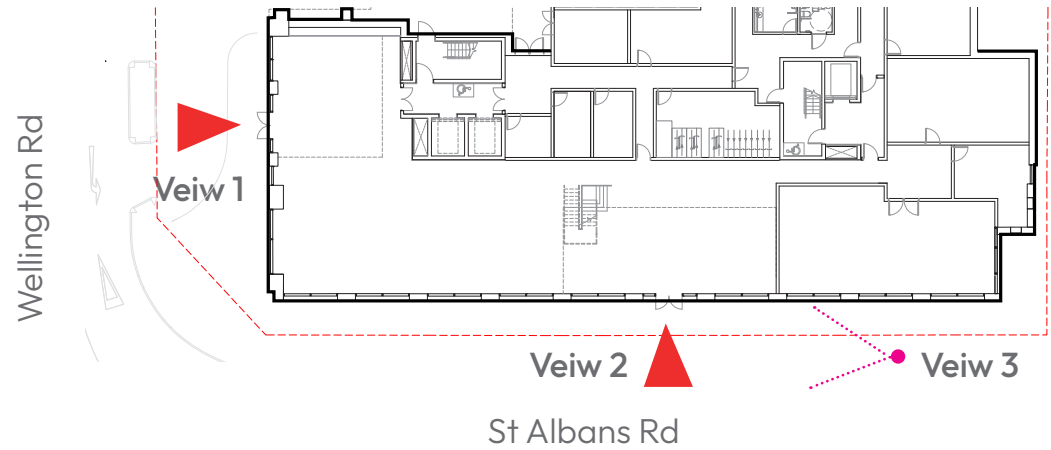
Entry points are clearly articulated by awnings and flanking trees. Different materials help to orient visitors and distinguish between the hotel and commercial entrances.



View 1 ( Wellington Rd ) : Hotel Entrance

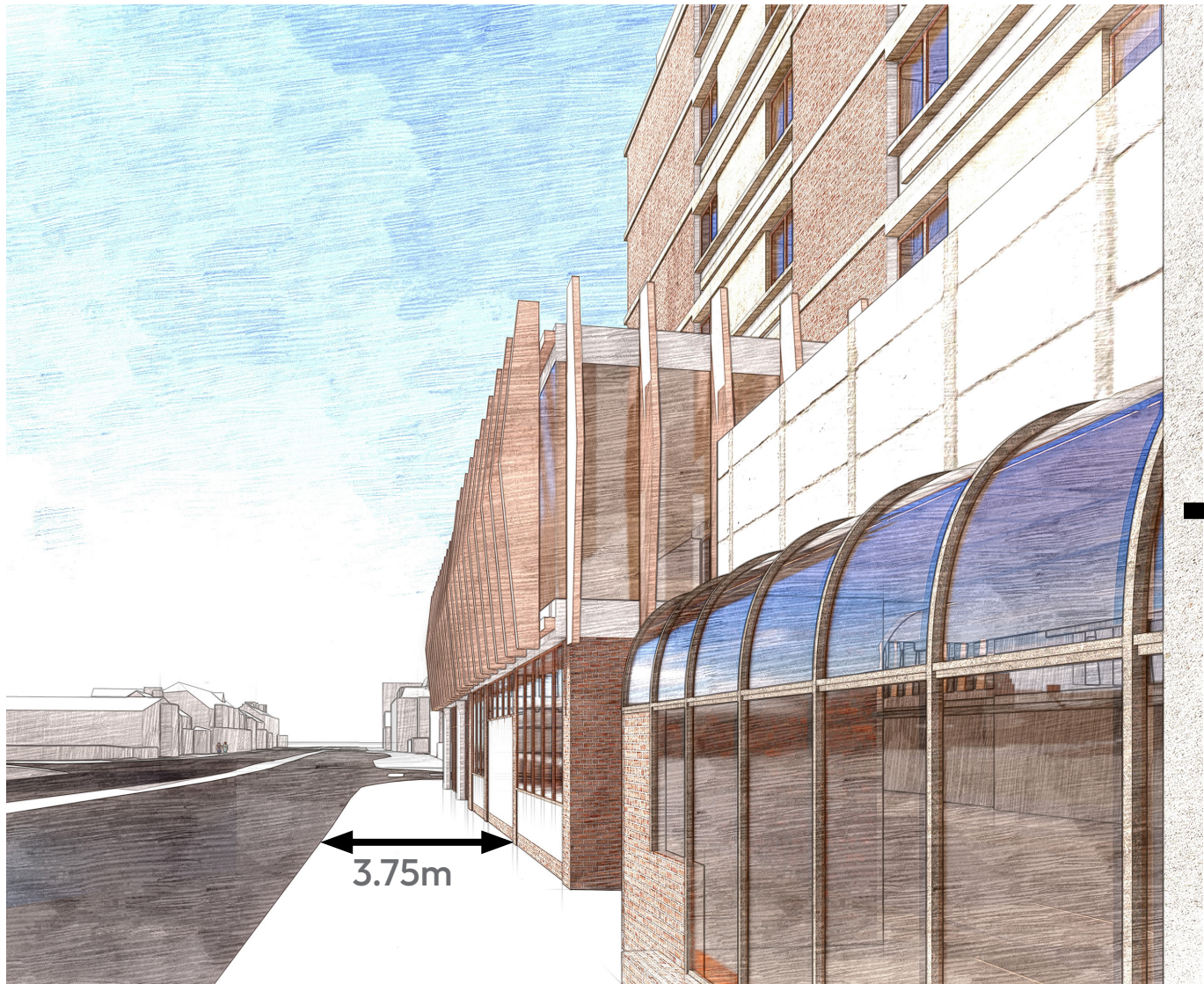


View 2 (St Albans Rd): Commercial Entrance



## Street Frontage

The building has been set back 6.05m back from the current building line, to allow landscaped strip to be introduced between the footpath and the new building. 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



## Project Vision

# Landscaping

The landscape aims to create positive relationships with neighbours, enhance adjacent public realm and bring ecological enrichment to the area. The public realm improvements focuses 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. 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 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.





# 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**. It will be served by an on-site loading bay, a taxi drop off loop with accessible car parking (2 spaces).

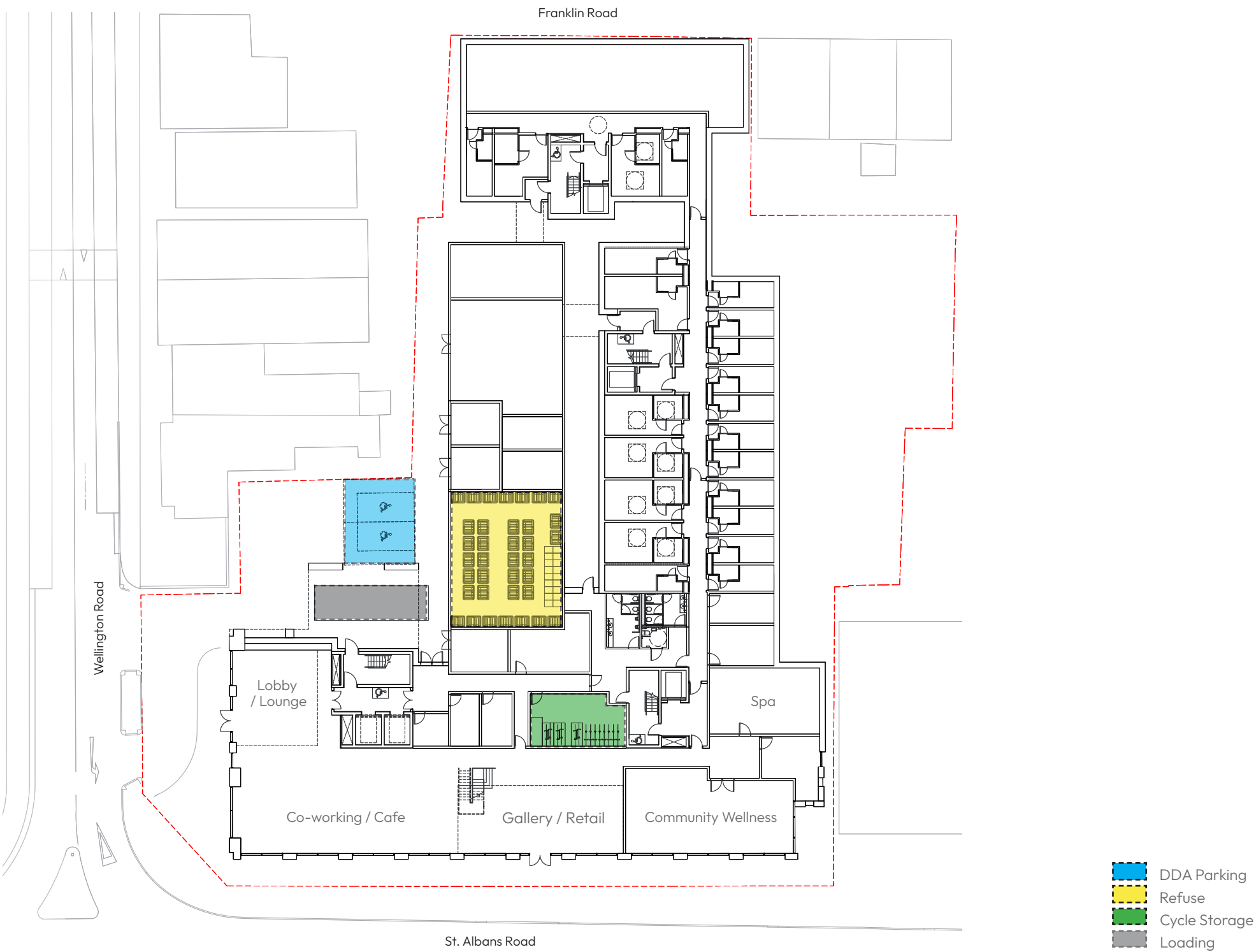
-The removal of parking aligns with planning policy to reflect the sustainable site location, reducing the reliance on car travel where it is unnecessary.

-The retention of an appropriate drop-off area for taxis, recognising that some car travel will occur without vehicles stopping on Wellington Road.

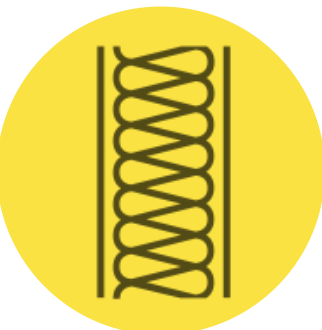
-The **delivery of quality cycle parking** - the existing site has none, providing a realistic alternative to people travelling to the site.

-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.



# Sustainability



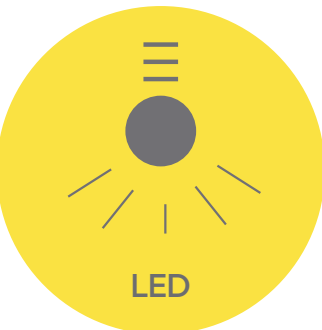
## Efficient Design

Airtight design, heat recovery and wastewater heat recovery systems are incorporated in the designs to promote operational energy efficiency.



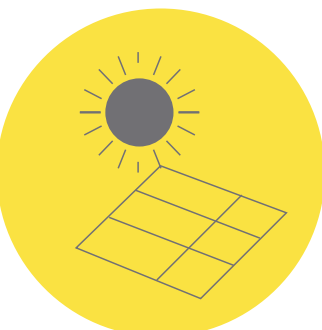
## Heat Pump

Air source heat pumps for effective heating and cooling.



## LED Lighting

LED Lighting throughout.



## Biosolar PV Roof

Solar panels located on roof for energy production.



## Circular Economy

High-quality, long-life facade materials which will be constructed for easy maintenance and disassembly, to the benefit of the circular economy.



## BREEAM Excellent

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



# 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 in partnership with local stakeholders delivering long-term social value for the local area.

- **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.

- 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.

- **Opportunity for local residents to have free access to use 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.**



# Thank you & Next Steps



View 1: Rear Rooftop Garden

## Programme

- May 2024: Public Consultation Meeting 1
- June 2024: Public Consultation Meeting 2
- **September 2024: Public Consultation Meeting 3**
- **October 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.

e: [30-40stalbarsroad@kandaconsulting.co.uk](mailto:30-40stalbarsroad@kandaconsulting.co.uk)

p: 020 3900 3676

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