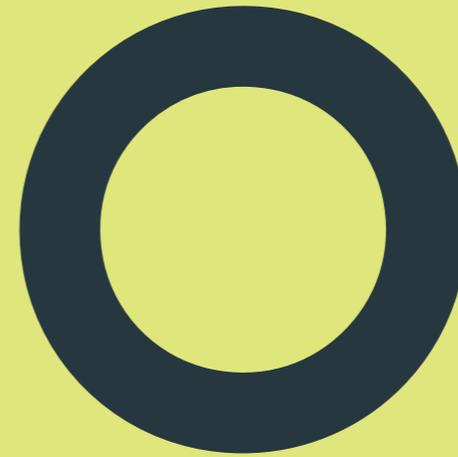


HOARE LEA & BUILD-TO-RENT





**Community  
and connection.**  
**Contemporary  
ways of living.**



Transforming the traditional	4
Creating the right environment: holistic design	6
Build-to-Rent trend 1: a sought-after lifestyle	8
Build-to-Rent trend 2: a building for life	12
Build-to-Rent trend 3: a community experience	16
The planning challenge	20
Our project breadth	22

**“Environments matter... and in Build-to-Rent communities this is truer than ever. When engineering strategy and design is considered early enough in the process, it can play a transformative role in shaping the success of these important communities.”**

IAN GOW  
PARTNER



# Transforming the traditional.

## Flexible design.

Throughout the UK, the property industry is changing and adapting to market needs. The Build-to-Rent model is catering to a style of living that more and more people want – where experiences are valued over possessions... and where community, connection, and convenience are priority.

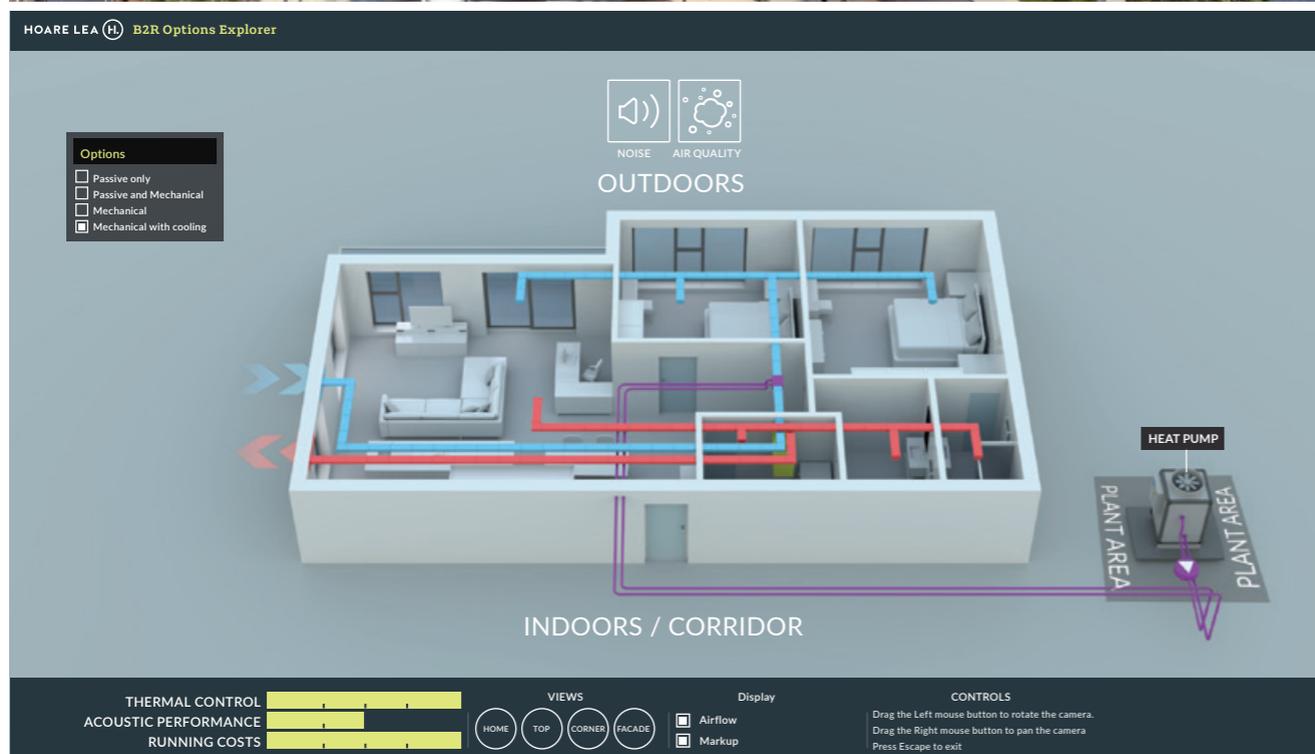
In response to this changing landscape, we provided our expertise to shape the Urban Land Institute (ULI) Best Practice Guide to Build-to-Rent communities. This comprehensive document is for investors, local authorities, and designers, and covers the fundamentals of Build-to-Rent design, management, and operation: from inception through to post-occupation.

### Unique requirements.

Build-to-Rent residential projects are unique due to their many different requirements compared to those built 'for sale'. Key differentiators are:

- Creating a lifestyle, and sense of wellbeing and space.
- Providing a rental experience that is completely different to the traditional 'buy-to-let landlord'.
- Incorporating shared amenities that promote a community feel.
- Designing simple, functional and adaptable engineering solutions that allow the landlord to maintain systems without impacting on the daily routine of residents.
- Focusing on whole lifecycle costs and operational efficiency.
- Consideration of the end user, to maximise occupancy and minimise void periods.
- Optimising layouts to maximise rental returns, with flexible tenures for all ages.
- Considering Design for Manufacture and Assembly (DfMA) or Modern Methods of Construction (MMC) for efficiency and quality benefits through standardisation, repetition, simplification, and easier future maintenance.

Image (top left): Hayes Davidson





# Creating the right environment.

## Holistic design.

Build-to-Rent design needs to respond to various architectural forms and layouts, as well as different building typologies. This includes low density schemes in suburban areas all the way through to high density developments in urban centres.

A successful design approach looks at all the opportunities for maintaining a high-quality internal environment, and considers:

- **Acoustics.**  
Both external and internal sources of noise need to be addressed comprehensively, with careful detailing to avoid any noise breakout from engineering systems or transfer between apartments.
- **Air quality.**  
Good air quality and ventilation is vital for the health and wellbeing of residents. Our solutions take into account: enhanced ventilation rates, higher levels of filtration for city centre developments, external noise constraints, and effective window design.
- **Daylighting.**  
Good daylighting levels influence the feeling of wellbeing and happiness but, conversely, must not lead to overheating. Lighting design should complement the internal environments created.
- **Effective, simple, and intuitive controls.**  
Controls need to be easy to use, reliable, and robust. The control of services is key to both energy efficiency and end-user experience.
- **Maintenance, metering, and billing.**  
Services must be maintained with as little disruption to residents as possible, located in landlord areas for easy access. Smart meters linked to a display unit in each dwelling can also allow residents to monitor their energy and water usage, and reduce consumption.
- **Security.**  
Passive, natural-feeling and unobtrusive security is vital to not only protect people (residents, staff, and visitors) but also the landlord's capital investment and tenants' property.
- **Technology and IT infrastructure.**  
Intelligent building design can now deliver user-friendly living environments that can be tailored using virtually any device. Low-voltage network cabling can support communications, control, and media distribution for a range of entertainment, environmental, and security systems. By future-proofing where feasible, a development can be easily adapted to next-generation technology.
- **Water temperature and quality.**  
Maintaining hot and cold water temperatures requires consideration of both the maximum and minimum occupancy scenarios, with circulation and separation measures at apartment level.



Image: Hayes Davidson



### **Bringing people together.**

A Build-to-Rent project has to deliver a desirable lifestyle. The better lifestyle a development can offer, the higher the value for operators. Effective design teams will create environments that bring individuals together in order to build a community. Technology can play a key part in connecting people and providing information about the wider community facilities – and this kind of tech is evolving at an accelerated pace. It's therefore vital that the future-proofing of the development is considered early on to ensure a building can adapt to rapid changes and ever-evolving user expectations.

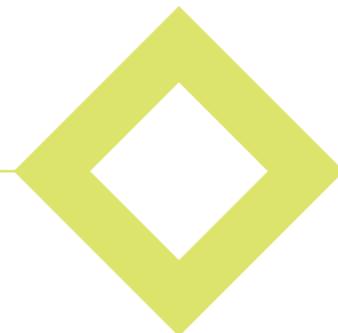
### **Creating a community.**

Designed to be a brand-new town centre for the capital, Elephant & Castle is one of central London's largest regeneration projects. It features 1,000 apartments; retail, restaurant and leisure facilities; plus exhibition and cultural spaces as part of a new cutting-edge campus for the London College of Communication.

An overarching aim was for the development to embrace the multi-cultural ethos of the area and bring the already established community closer together by creating new a space for people to use. Two underground and one mainline rail station, 28 bus routes, excellent road connections, and one of London's first Cycle Superhighways ensure the development is easily accessed. This highly technical and challenging project involved working within a constrained site, with a major road, London Underground infrastructure, and train lines all in close proximity. We were able to provide expertise from many of our sector specialists – from retail and workplace to residential and leisure – as well as designing collaboratively across our specialist groups. By coordinating under one banner, we created holistic and complementary solutions that truly delivered against this ambitious project's spatial and time constraints.

# A sought-after lifestyle. Hoare Lea & Elephant & Castle.

BUILD-TO-RENT TREND - 1  
EVOLVING USER EXPECTATIONS





ELEPHANT & CASTLE,  
LONDON



Image: Assael Architecture



### **Management matters.**

For operators, a Build-to-Rent project is all about the long-term. We know you need a cost-efficient building that will allow you to manage the smooth running of the space in line with residents' requirements, and all with minimal disruption. This demands a holistic approach and a complete commitment to 'design for performance', where decisions consider lifecycle costs and the long-term impact of solutions.

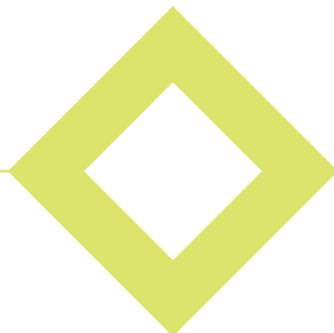
### **Innovative engineering for improved energy efficiency.**

Previously the site of a rundown industrial estate, the redevelopment of Ferry Lane as created 480 new homes, along with 20,000 square feet of commercial opportunity and community spaces. Originally brought on to the project to review the scheme's energy strategy, we identified several shortfalls that would impact expected energy savings. We identified an opportunity to connect the scheme to the existing local Black Horse Road district heating network. Negotiating with the supplier, we agreed an energy rate and were able to deliver a solution that removed all billing obligations, ongoing maintenance costs, and administration from the client. But the advantages didn't stop there. By removing the requirement for an onsite energy centre, our revised designs made space for an additional 40 apartments that could be added into the scheme. Designed to meet Home Quality Mark Level 2, achieve energy savings 36 percent below Part L 2013, and be awarded BREEAM Excellent for the commercial areas, the project stayed true to its sustainable aims. Our engineering solutions, which were specific to the development, also allowed us to minimise operational costs over the building's lifecycle where possible, and provide Legal & General with a unique market-ready scheme.

# **A building for life.**

## **Hoare Lea & Ferry Lane.**

BUILD-TO-RENT TREND - 2  
A LONG-TERM LIFECYCLE



FERRY LANE, LONDON





Image: HCL Architects



### **Spaces that spark loyalty.**

A strong mark of success for Build-to-Rent operators is securing long-term renters and minimising void periods. The loyalty this requires comes when residents feel comfortable, happy, and catered to – both within their own apartment and in shared spaces. Individual environments should feel cool, quiet, light and airy, while communal spaces need just as much emphasis. A carefully engineered communal area allows people to form a sense of connection with the space, and can support the growth of a harmonious community that actively enhances residents' everyday lives.

---

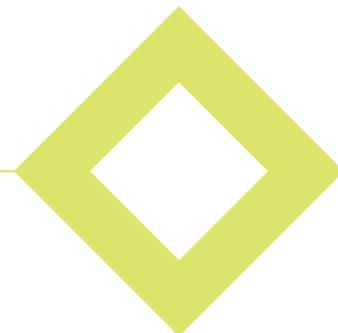
### **Balancing privacy and community.**

The Newfoundland development is Canary Wharf's brand-new centrepiece. A towering 60-storey skyscraper, it provides a stunning focal point for the 97-acre site that's fast becoming one of the most exciting areas of London. This residential-led mixed-use scheme features 566 luxury apartments, leisure facilities and retail accommodation. The project is all about the best in innovative architecture, exquisite design, and panoramic views of both the river Thames and the City of London. Featuring a 'diamond' shape, the building has sloped sculpted sides, and its external frame is designed to give residents more space. Both the building's layout and frame were carefully considered not only in terms of functionality, but also to ensure people could enjoy much-sought-after privacy on their balconies.

# Community experience.

## Hoare Lea & Newfoundland.

BUILD-TO-RENT TREND - 3  
CONSIDERED COMMUNAL SPACES





NEWFOUNDLAND,  
CANARY WHARF



# The planning challenge.

## Hoare Lea & Apex House.

Apex House in Tottenham is a transformative project set to enhance the area's thriving community. With 163 new homes, four duplex townhouses, and 1,000 square metres of commercial space, together with a new public courtyard, the development is considered Grainger's flagship project. The site in Seven Sisters, Haringey, is an underdeveloped, low-rise area of London so the 22-storey tower is a landmark building in a very prominent location.

Having worked with Grainger previously, we drew on past experience of completed schemes to expertly develop the brief and secure planning permission. The balanced and considered energy strategy – that minimised the carbon-offset payment for the client – demonstrated compliance with all policies where possible. Thanks to close integration with the wider design team, and a strong relationship with 3DReid, we were able to produce a successful, well-coordinated design for this flagship project.

A FLAGSHIP PROJECT



# Experience makes all the difference. A reassuring reputation.



**City Reach, Leeds.**  
A one-million square-foot site, with a mix of homes in blocks ranging from 7-14 floors.



**Heaps Mill and Park Lane, Liverpool.**  
Redevelopment of a dockland site, including a listed building complex.



**Cornwall House, Birmingham.**  
250 apartments with amenity spaces and management facilities.



**Hortensia Road, Kensington.**  
31 new homes, including six family townhouses.



**Young Street, Kensington.**  
Set within a Conservation Area and designed to achieve a Level 4 Code for Sustainable Homes rating.



**Imperial 2, East London.**  
The demolition of existing buildings to create a community-focused mixed-use scheme.



**Roseberry Place, Bath.**  
Redevelopment of a riverside site to provide 171 apartments, plus retail and office space.



**York Place, Wandsworth.**  
A mixed-use development, with residences achieving 46% carbon reduction over Part L 2013.



**Aubrey Place, Milton Keynes.**  
Two buildings, accommodating a total of 294 residential units.



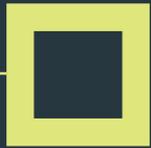
**Fizzy Living, Finchley.**  
A former police station site converted into high-quality residences and commercial space.



**Silbury Boulevard, Milton Keynes.**  
A vibrant mixed-used development on a redundant brownfield site.



**Ruby Triangle, London.**  
1,152 homes across five medium-to high-rise blocks, with commercial spaces, amenities, and public areas.



HOARE LEA (H.)

## Engineers of human experiences.

Hoare Lea is an award-winning engineering consultancy with a creative team of engineers, designers, and technical specialists. We provide innovative solutions to complex engineering and design challenges for buildings.

Irrespective of the scale or complexity of a project, we provide a full range of MEP, environmental, and sustainability services, bringing buildings to life and ensuring that they perform in operation as well as they look.

[HOARELEA.COM](https://www.hoarelea.com)

Designed and produced  
by Hoare Lea Marketing



HOARE LEA & BUILD-TO-RENT