



# PROJECT STONE

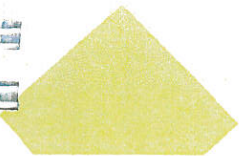
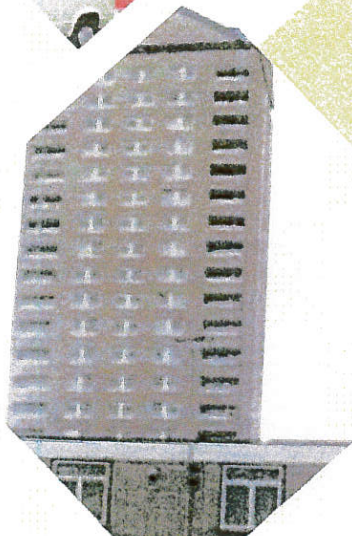
Presentation to  
One Housing Group Board



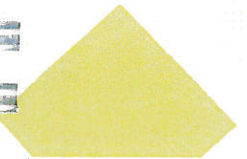
# OVERVIEW

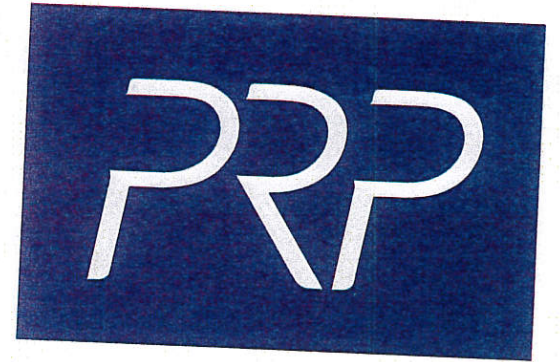
- ◆ **Significant assets on Isle of Dogs**
  - ◆ 1,200 tenants
  - ◆ 800 leaseholders
- ◆ **Major re-development opportunity**
  - ◆ Up to 9,000 new homes over next 20 years
- ◆ **Meets corporate objectives**
  - ◆ New high quality housing to meet need
  - ◆ Increases customer choice
  - ◆ Maximises value of assets
  - ◆ Promotes aspiration

# EXISTING ESTATES



# NEW DEVELOPMENTS





## Vision Presentation

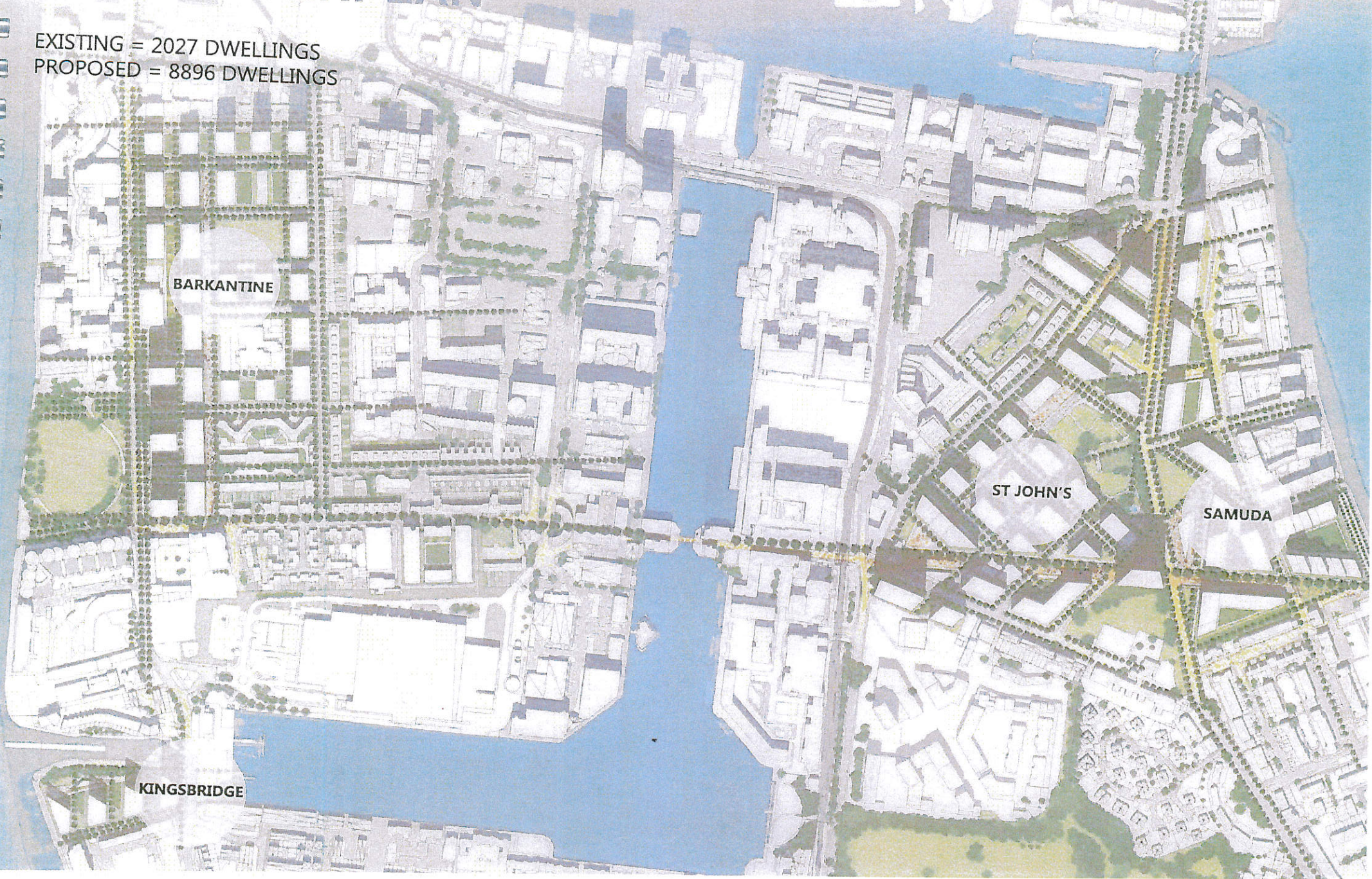
**Richard Harvey, Director**  
PRP



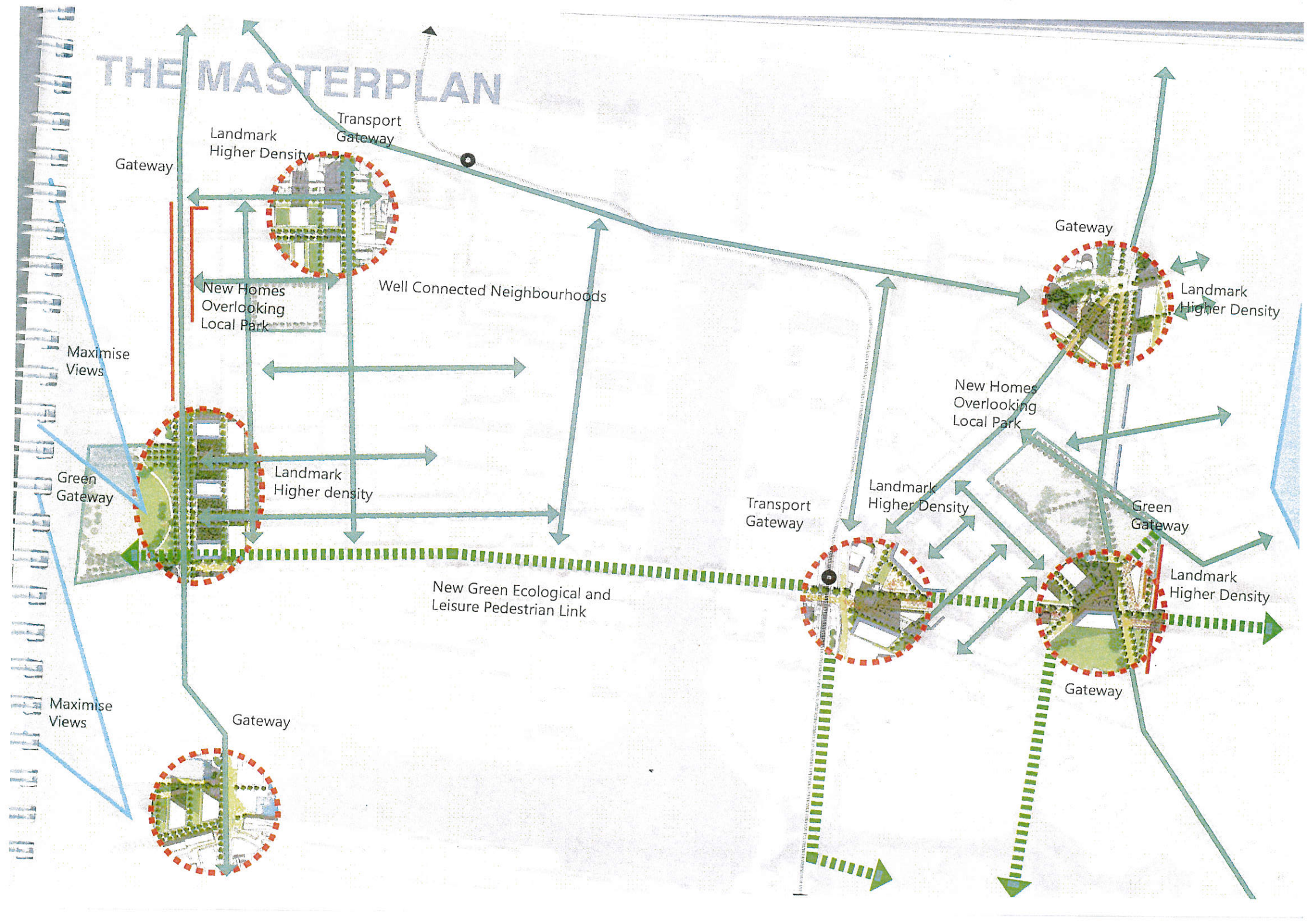
# THE MASTERPLAN

# THE MASTERPLAN

EXISTING = 2027 DWELLINGS  
PROPOSED = 8896 DWELLINGS

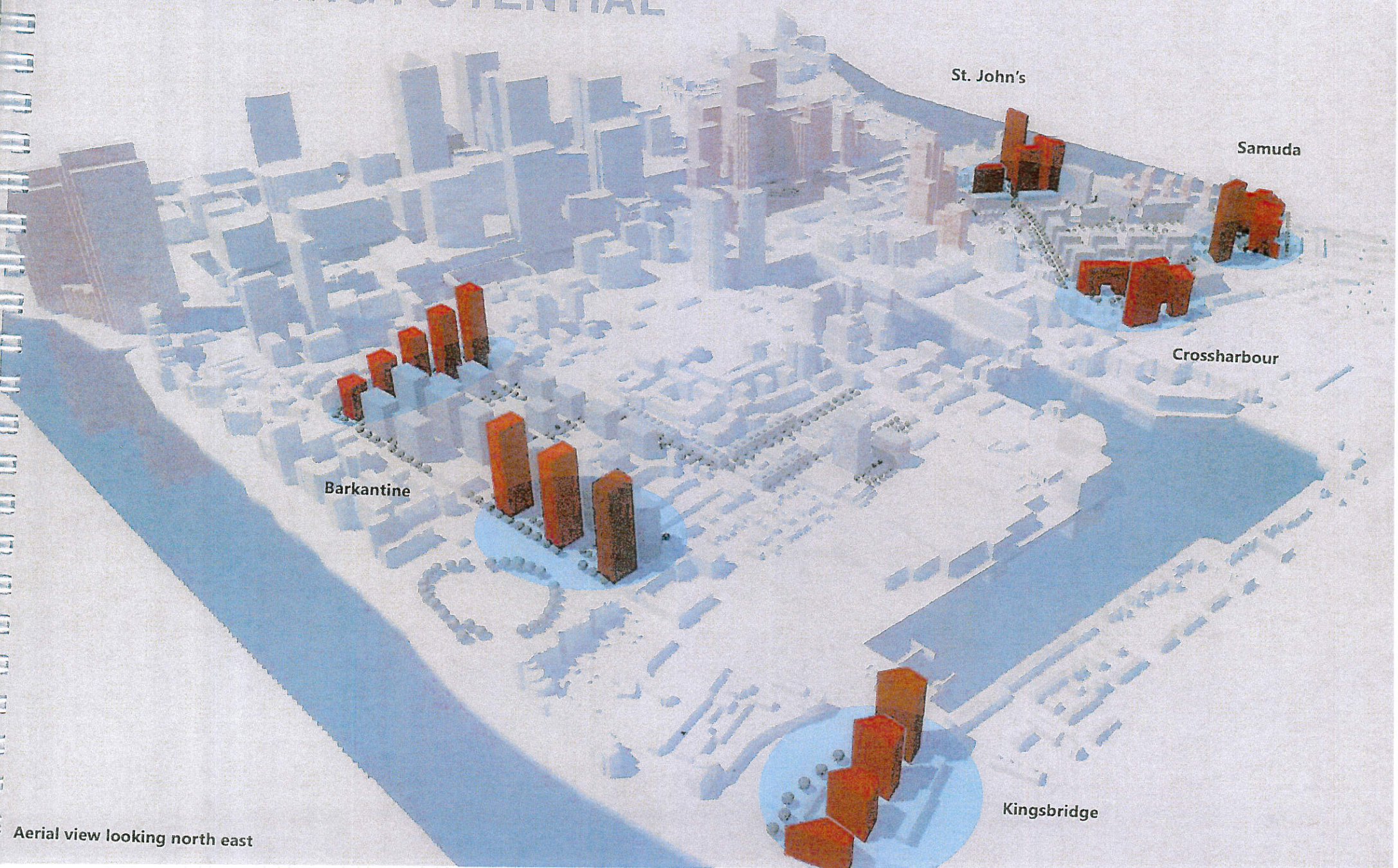


# THE MASTERPLAN



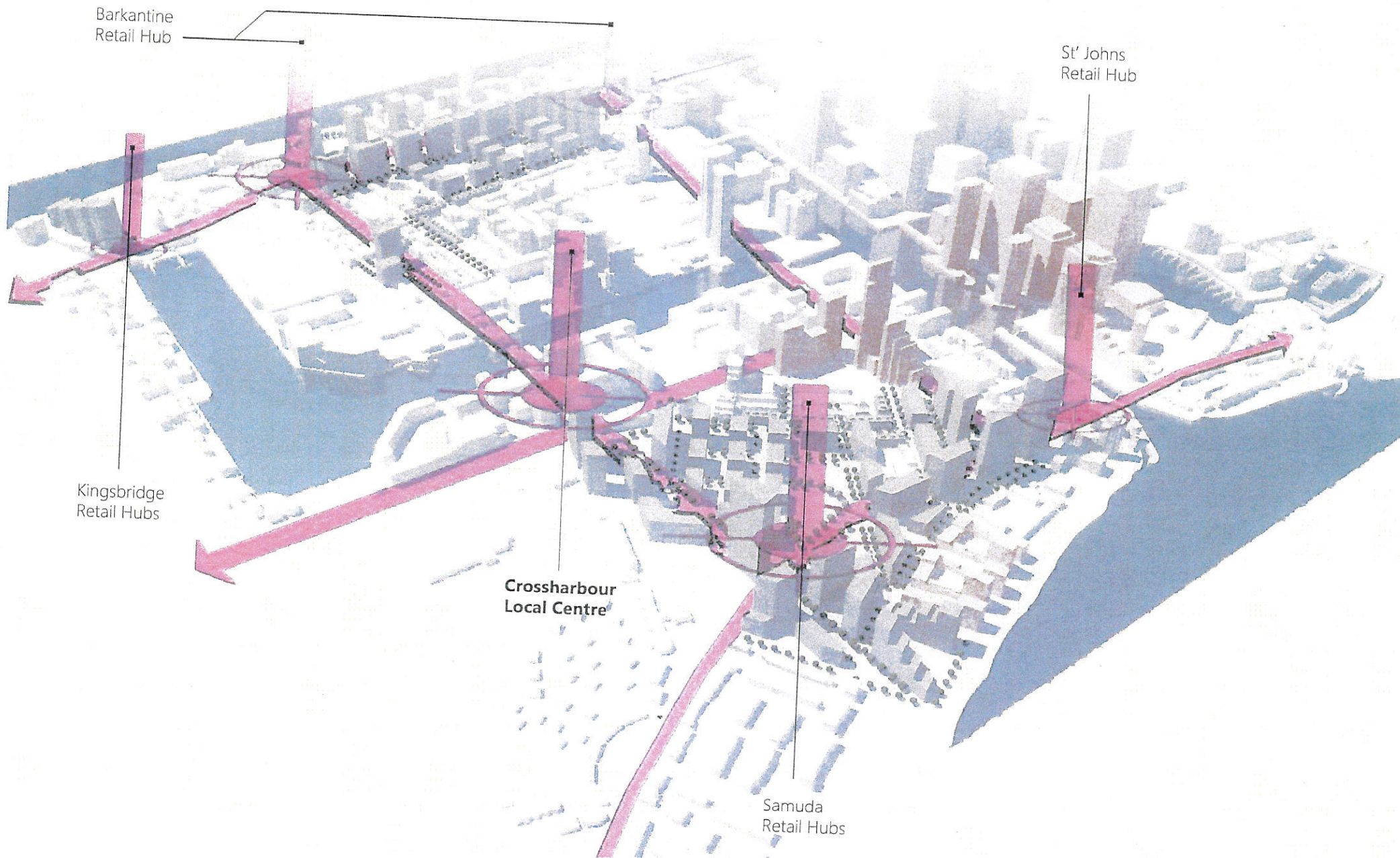



# MAXIMISING POTENTIAL



Aerial view looking north east

# RETAIL, COMMERCIAL & LEISURE



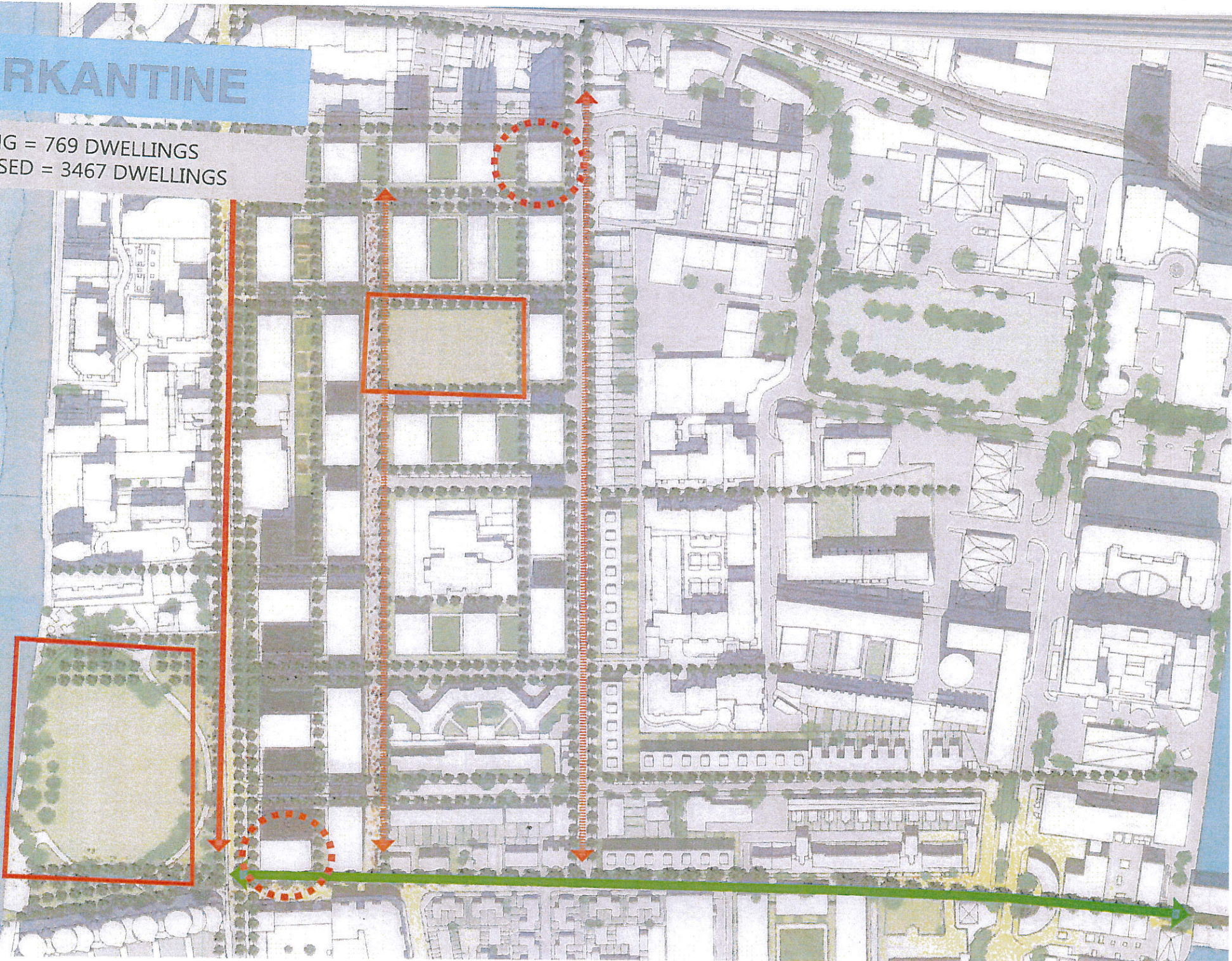


# DETAILED STUDY - THE NEIGHBOURHOODS

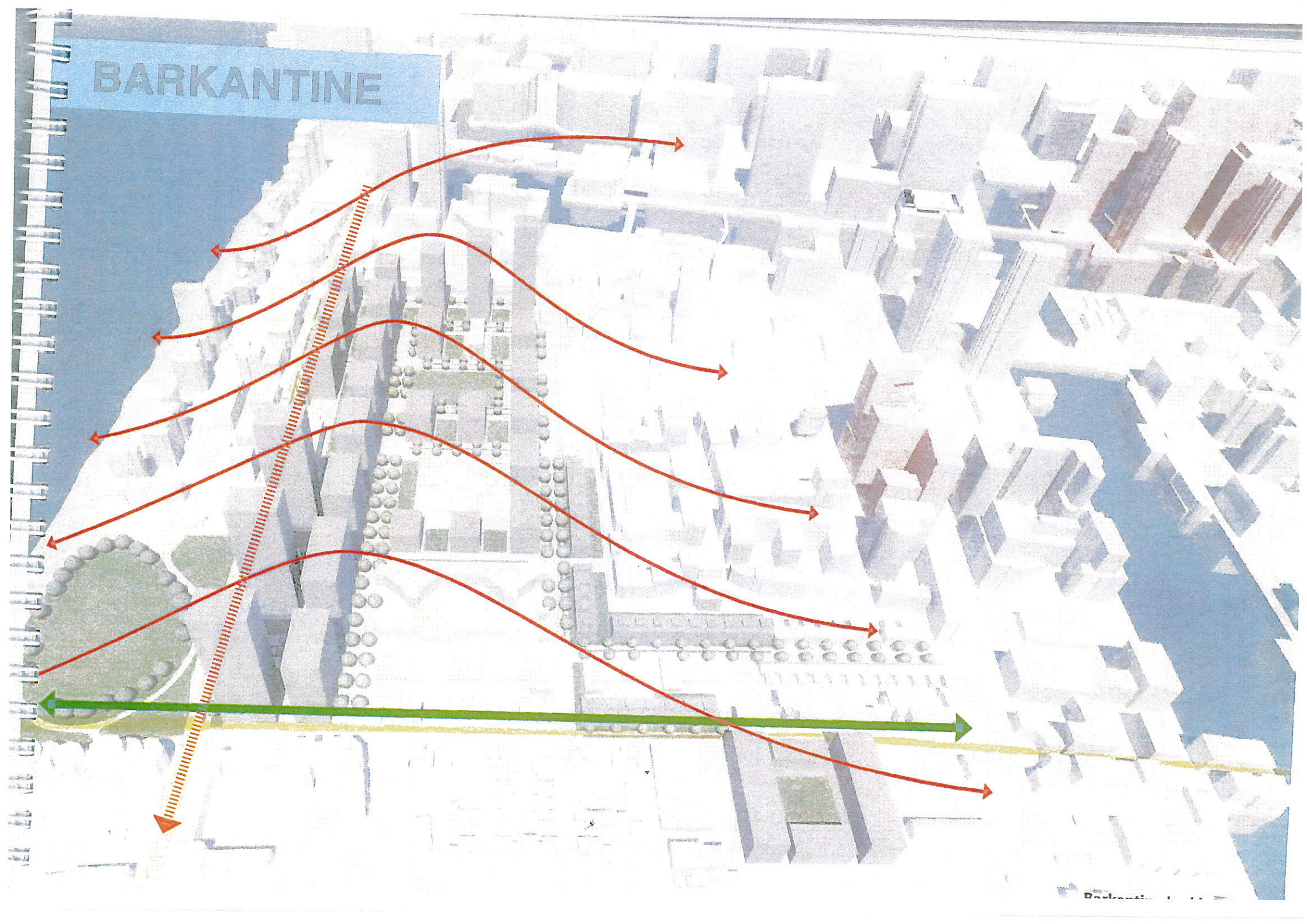
PROJECT  STONE

# BARKANTINE

EXISTING = 769 DWELLINGS  
PROPOSED = 3467 DWELLINGS



# BARKANTINE



# BARKANTINE

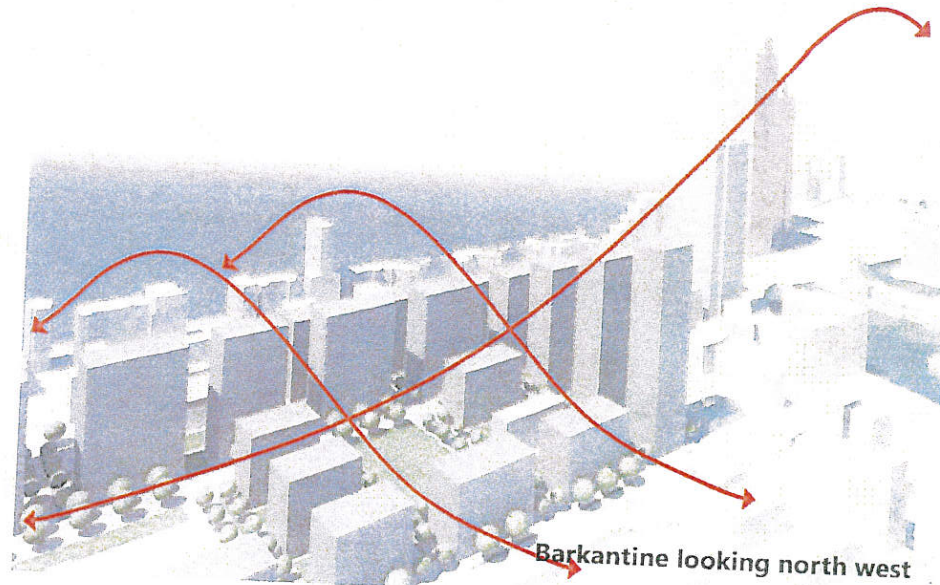
Private communal green spaces link to form a green network

Landmark development located at transport gateway

New mixed use and shopping facilities along primary access road

Pedestrian Priority central movement route

New homes around public park



Barkantine looking north west



Barkantine looking south east

# BARKANTINE

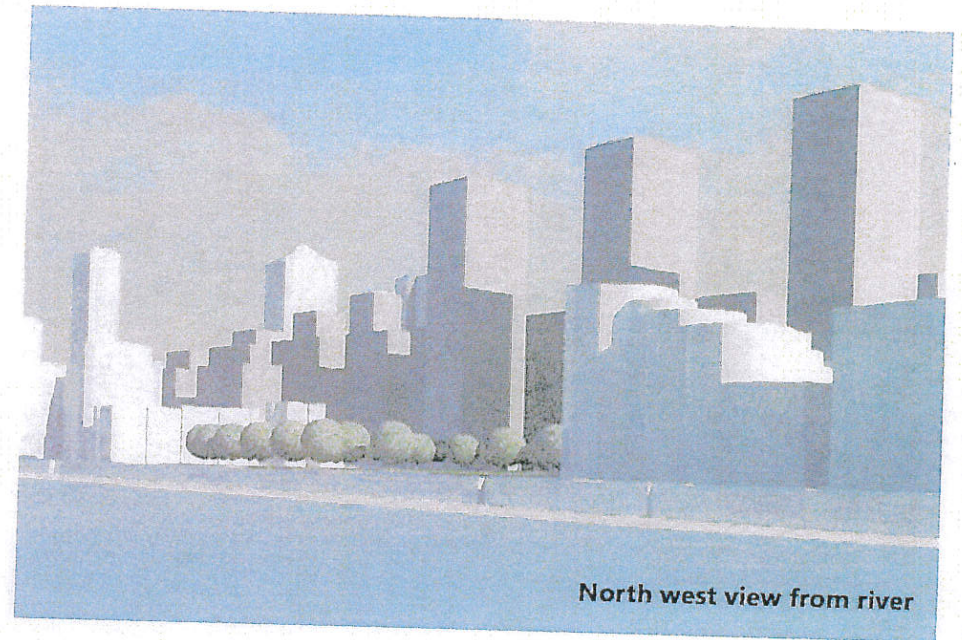
Pedestrian Priority central movement route

New homes overlook public open space and views towards central London

Landmark Development with mixed use at base linking with the open space and activity along primary access route



Barkantine looking north east



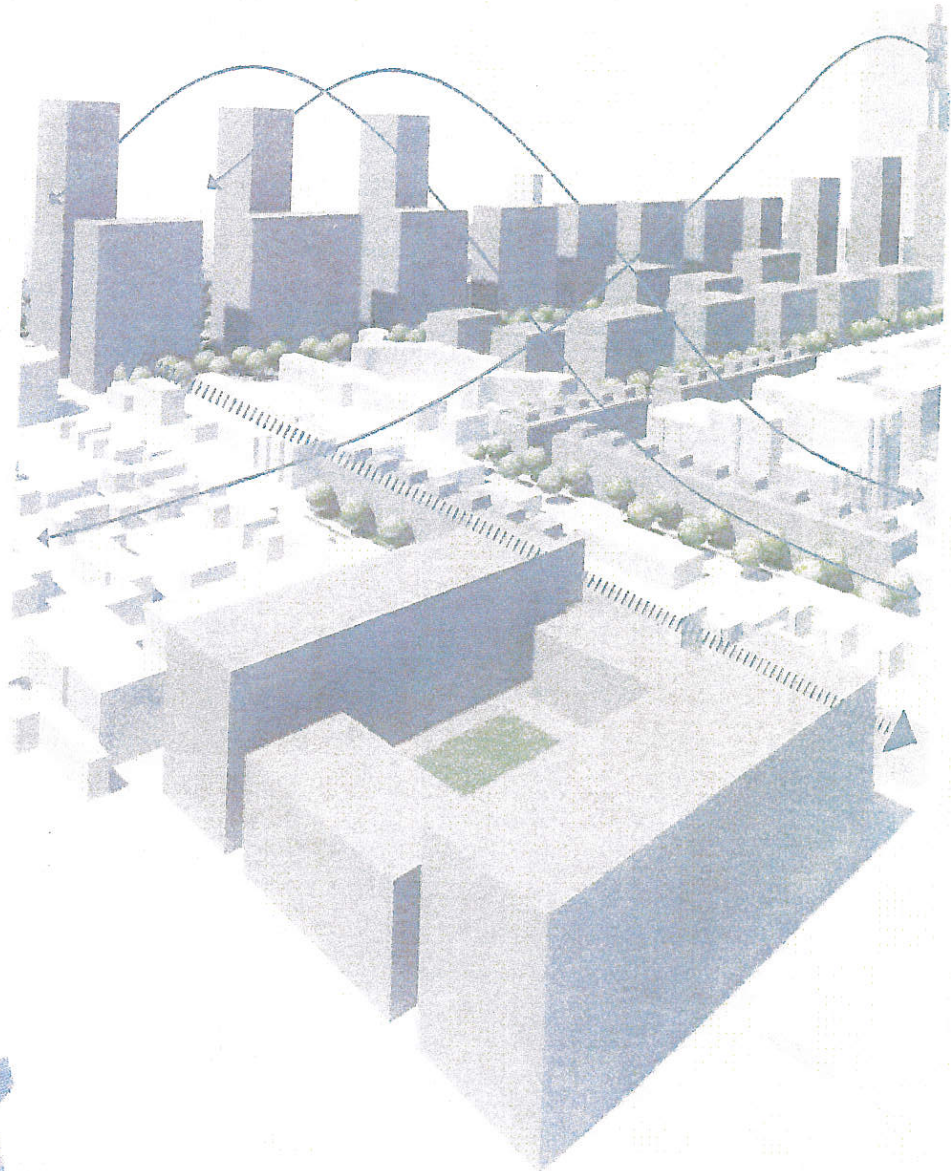
North west view from river

# BARKANTINE

Family homes reinforcing the street frontage with private gardens and roof terraces



Secure communal gardens



Barkantine looking north west



# BARKANTINE

EXISTING



# BARKANTINE

PROPOSED



# BARKANTINE

PROPOSED



# BARKANTINE

PROPOSED



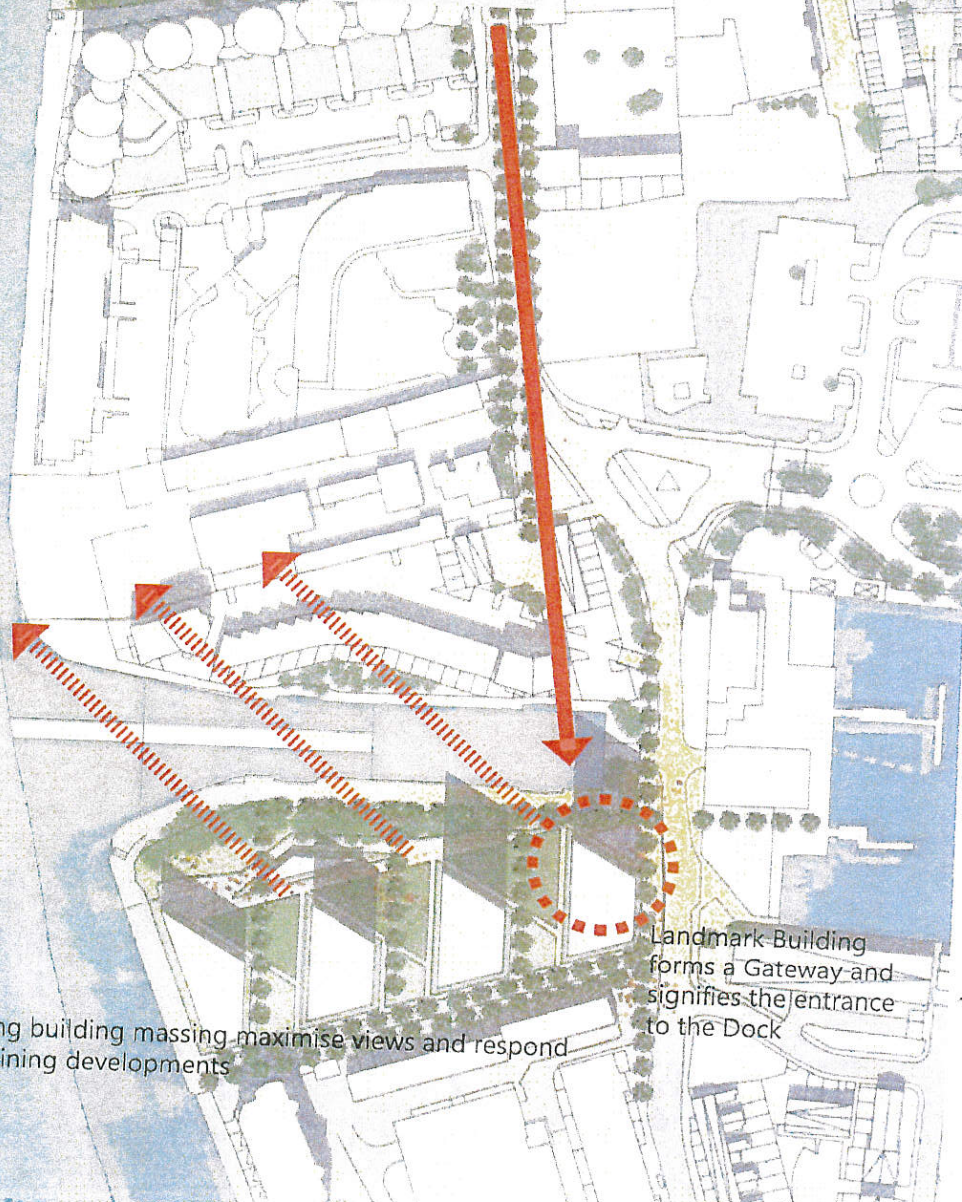
# BARKANTINE

PROPOSED



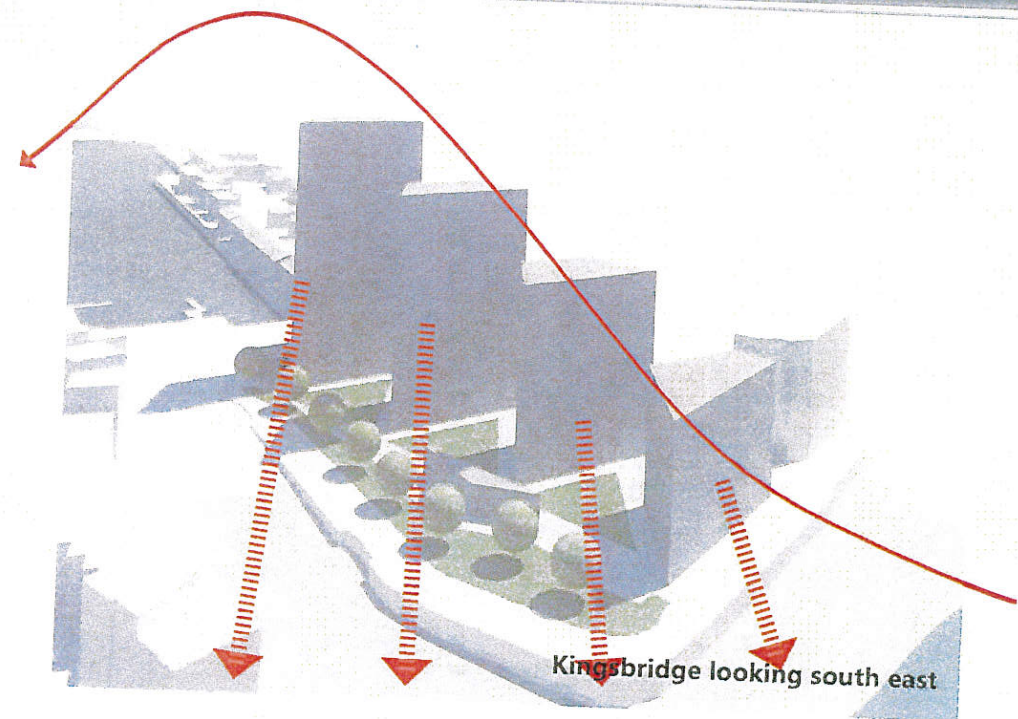
# KINGSBRIDGE

EXISTING = 134 DWELLINGS  
PROPOSED = 407 DWELLINGS

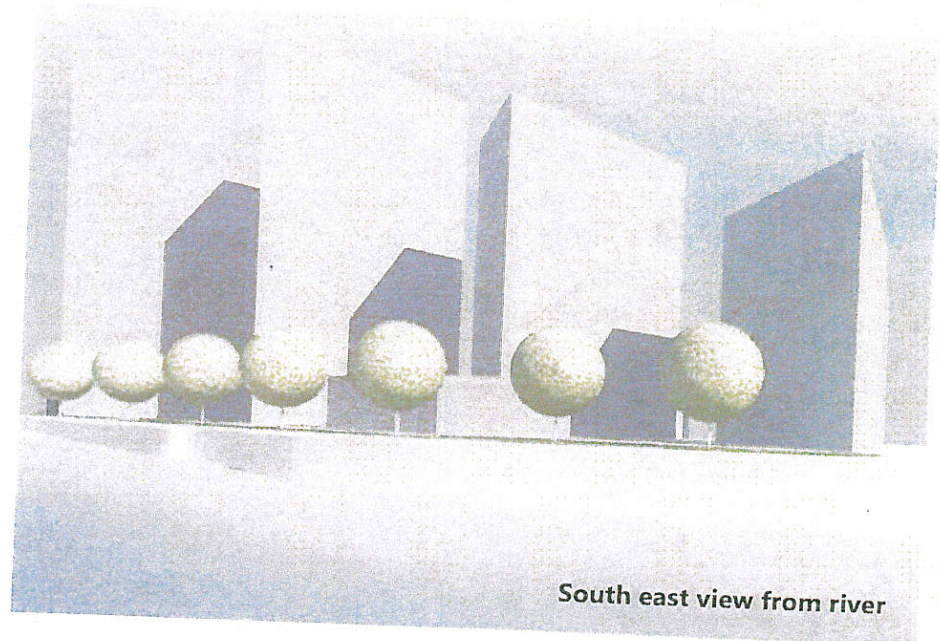


Stepping building massing maximise views and respond to adjoining developments

Landmark Building forms a Gateway and signifies the entrance to the Dock



Kingsbridge looking south east



South east view from river

# KINGSBRIDGE

EXISTING



# KINGSBRIDGE

PROPOSED





# KINGSBRIDGE

PROPOSED



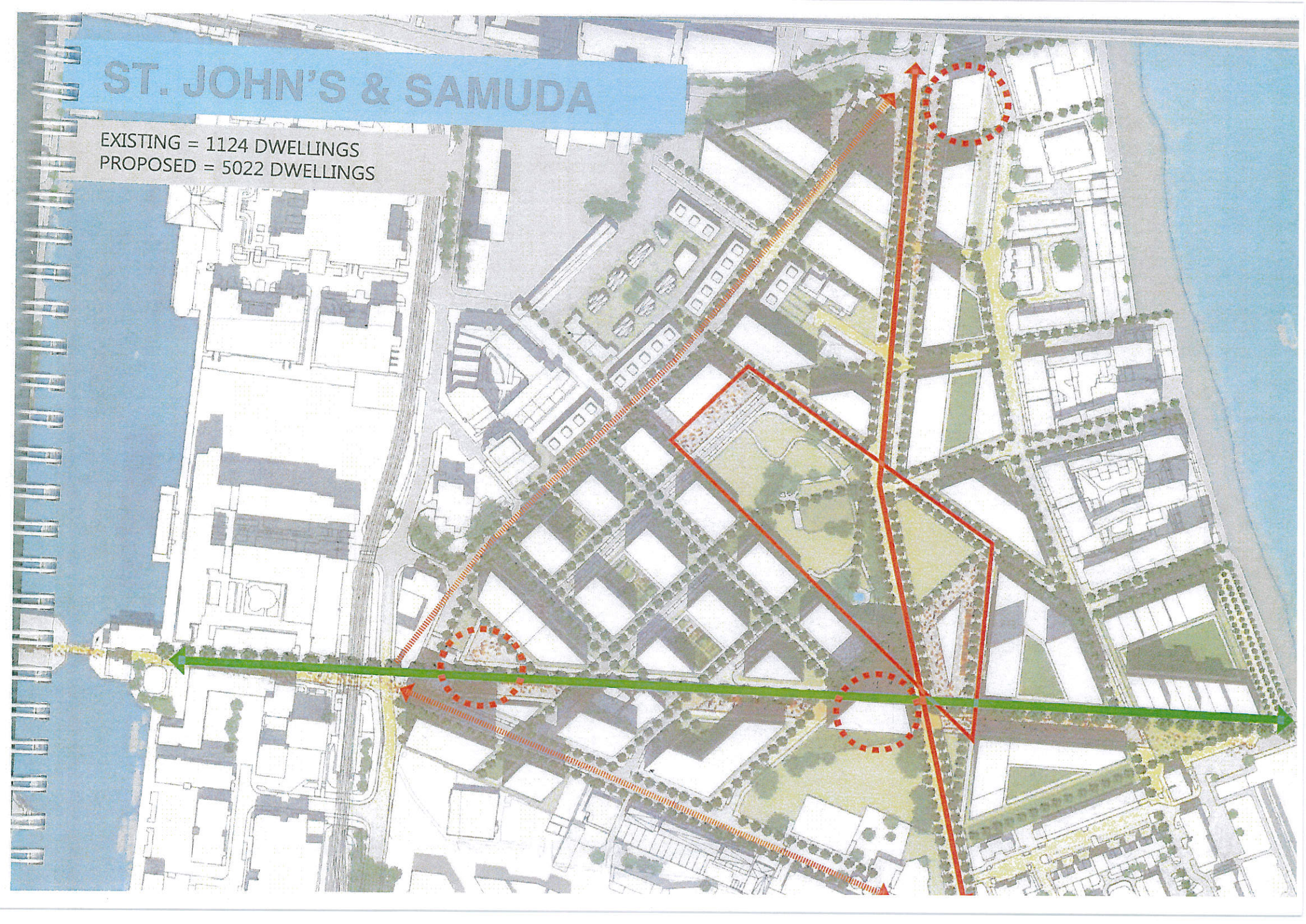
# KINGSBRIDGE

PROPOSED

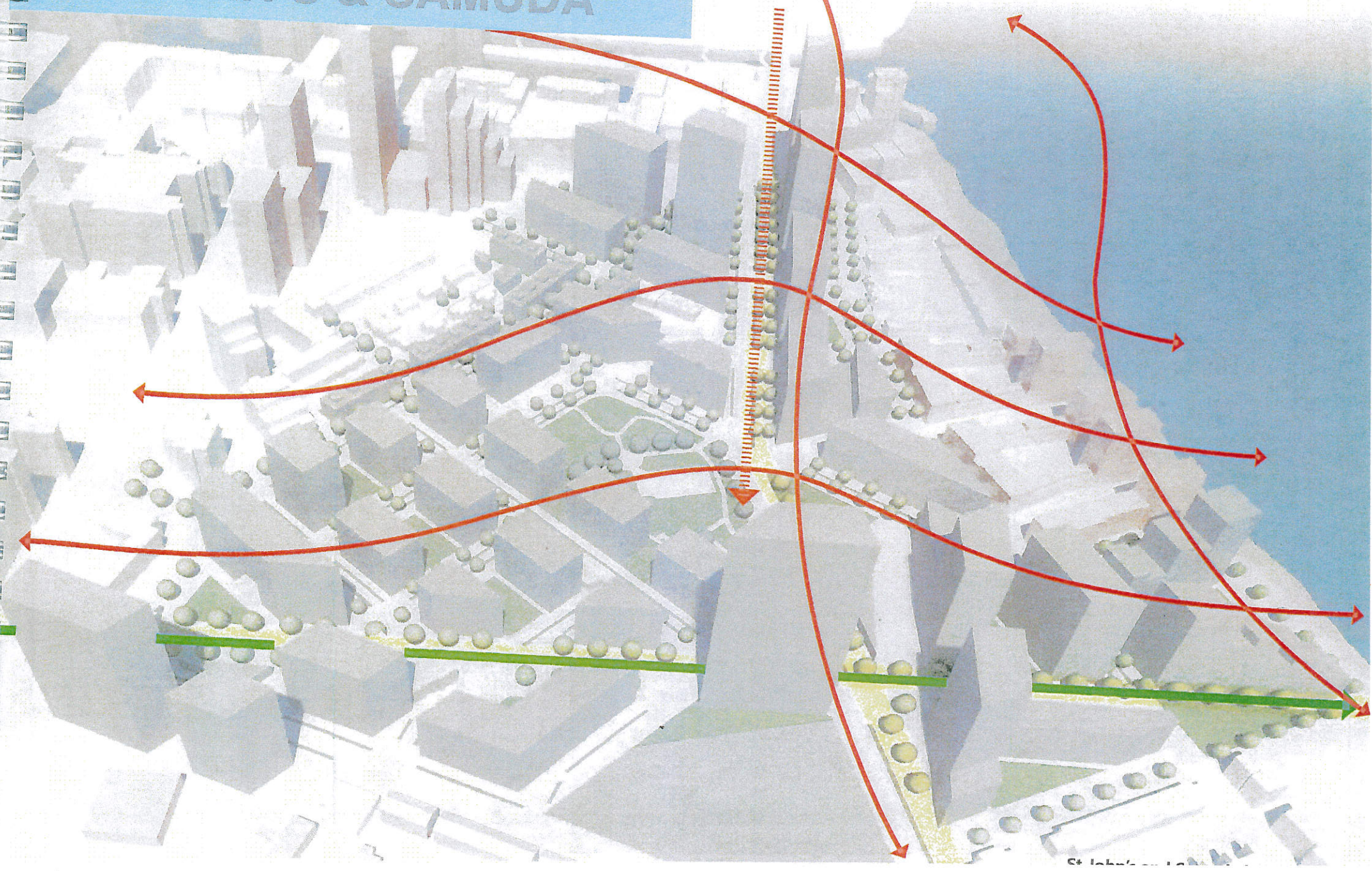


# ST. JOHN'S & SAMUDA

EXISTING = 1124 DWELLINGS  
PROPOSED = 5022 DWELLINGS



# ST. JOHN'S & SAMUDA



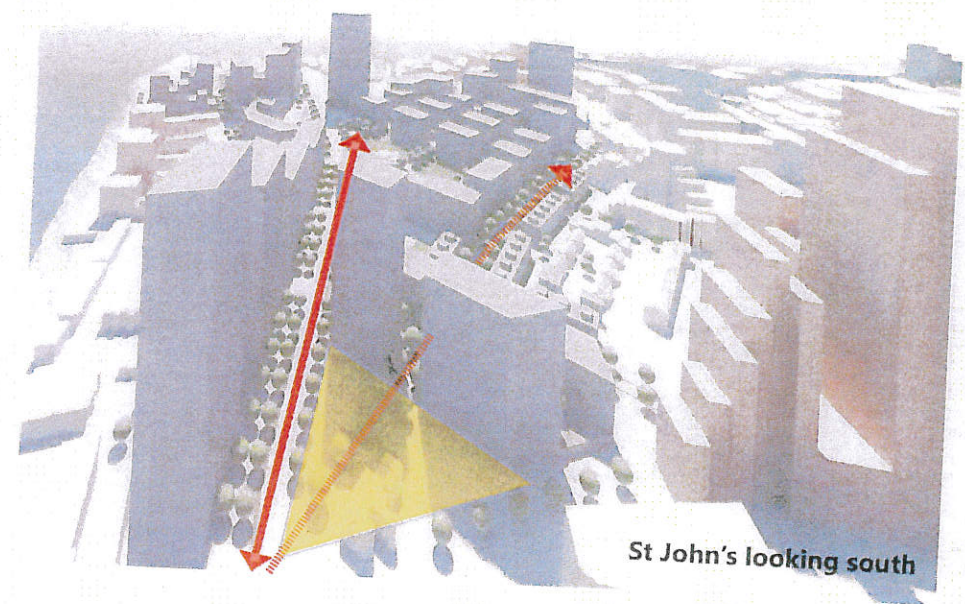
# ST. JOHN'S & SAMUDA

Landmark Building at gateway with mixed use ground floor and civic space promoting activity along primary access route

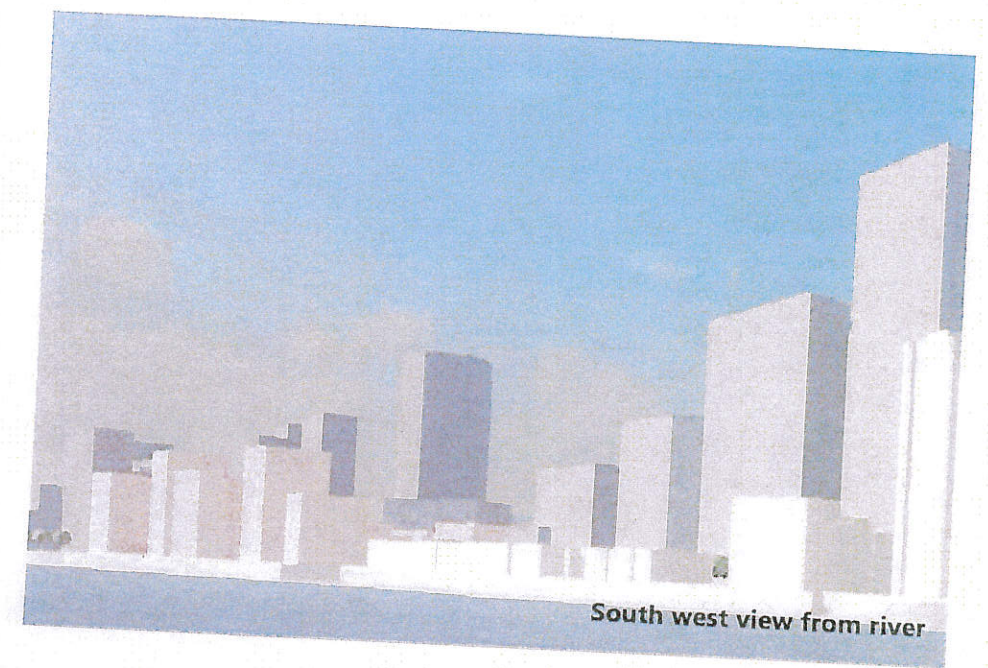
Private communal green spaces link to form a green network

Mixed use building with leisure facilities linking with open space

Stepping building massing maximise views and respond to adjoining developments



St John's looking south



South west view from river

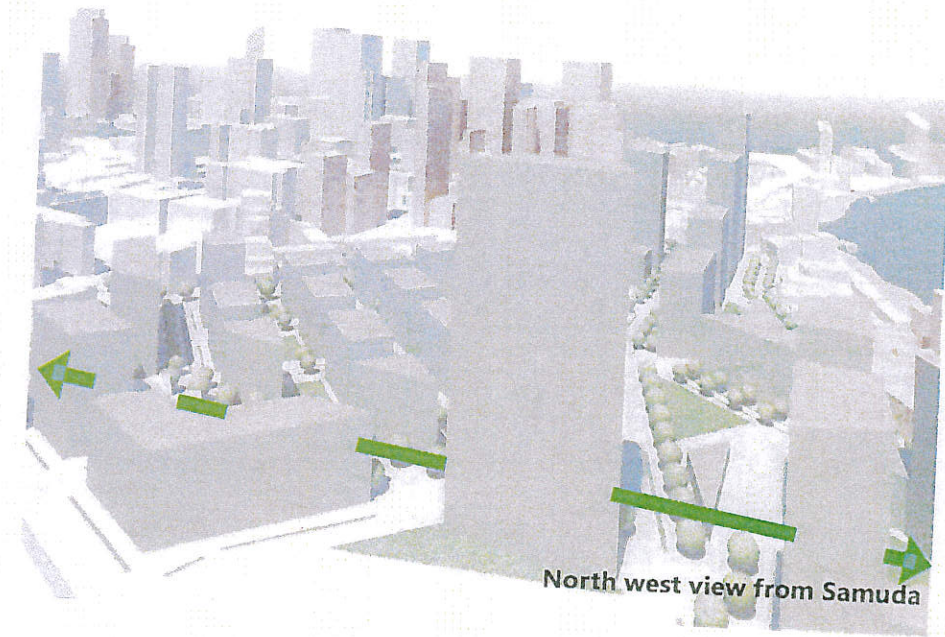
# ST. JOHN'S & SAMUDA

New homes around public park with uniform scale to define the public realm

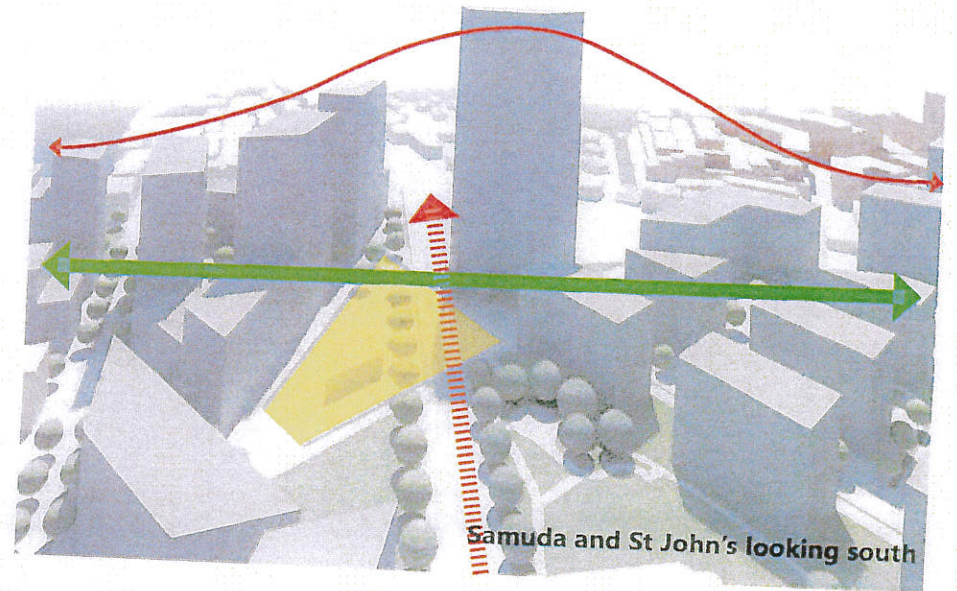
New mixed use and shopping facilities along primary access road around civic space.

Landmark development located to enforce strategic views and way finding

New Green ecological and Leisure pedestrian link to the waterfront



North west view from Samuda



Samuda and St John's looking south

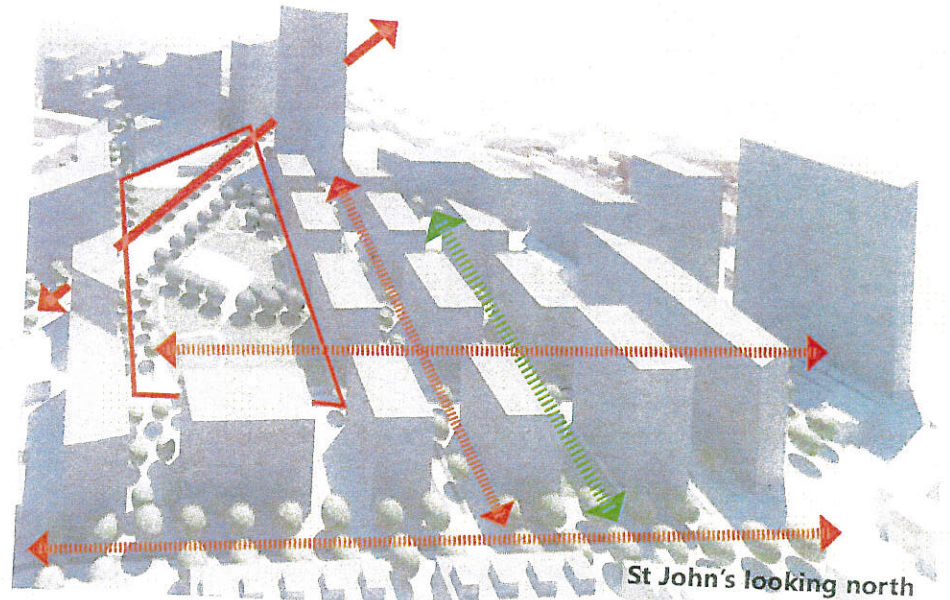
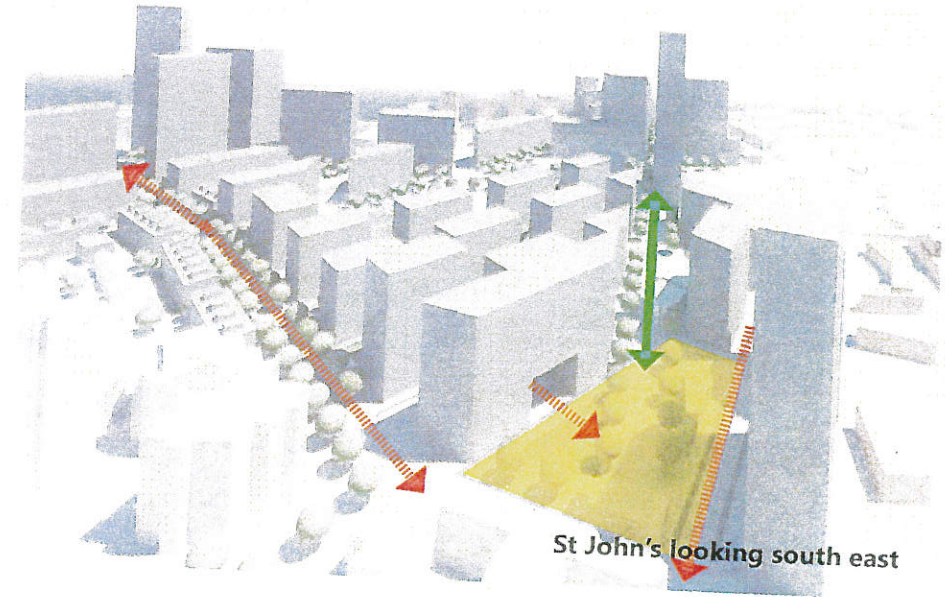
# ST. JOHN'S & SAMUDA

Landmark development located at transport gateway with mixed use and shopping around a new civic space.

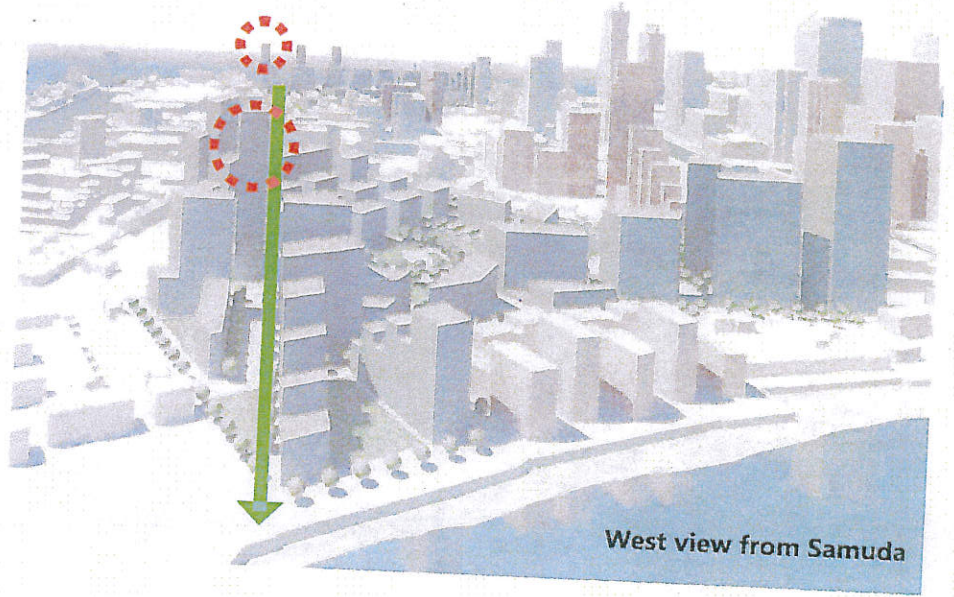
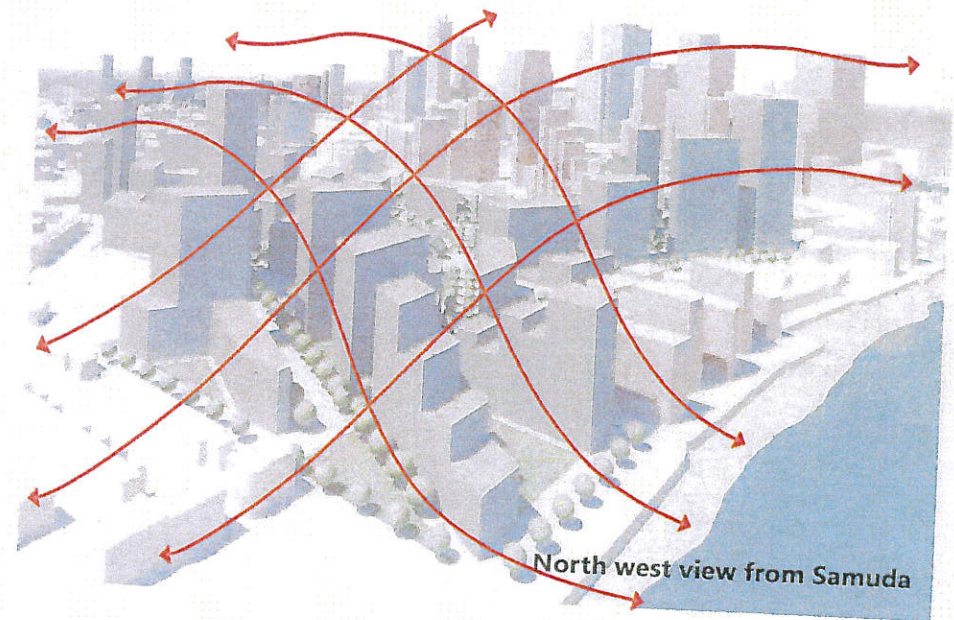
Private communal green spaces link to form a green network

Lower density residential quarter

New Green ecological and Leisure pedestrian link leading to waterfront.



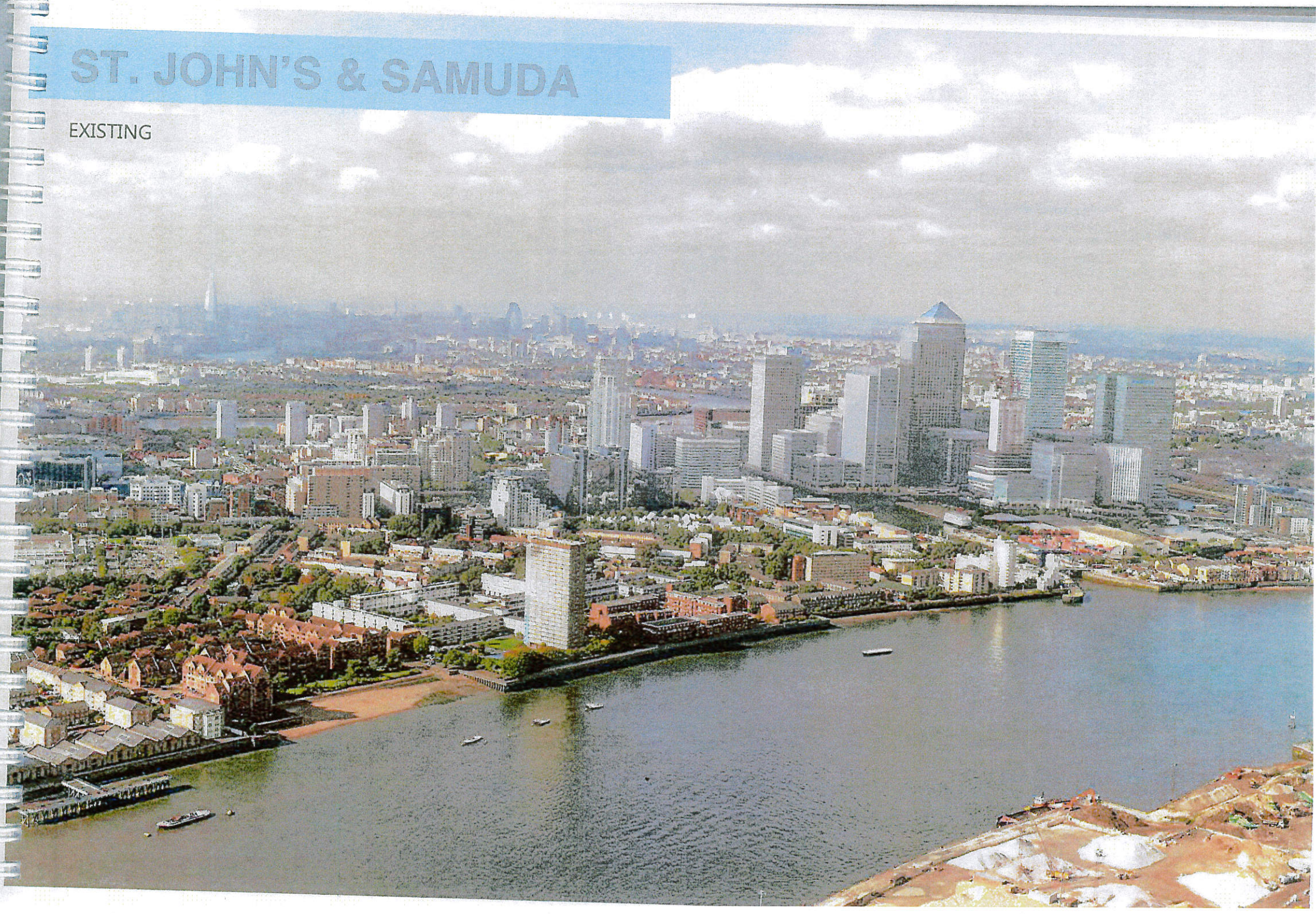
# ST. JOHN'S & SAMUDA





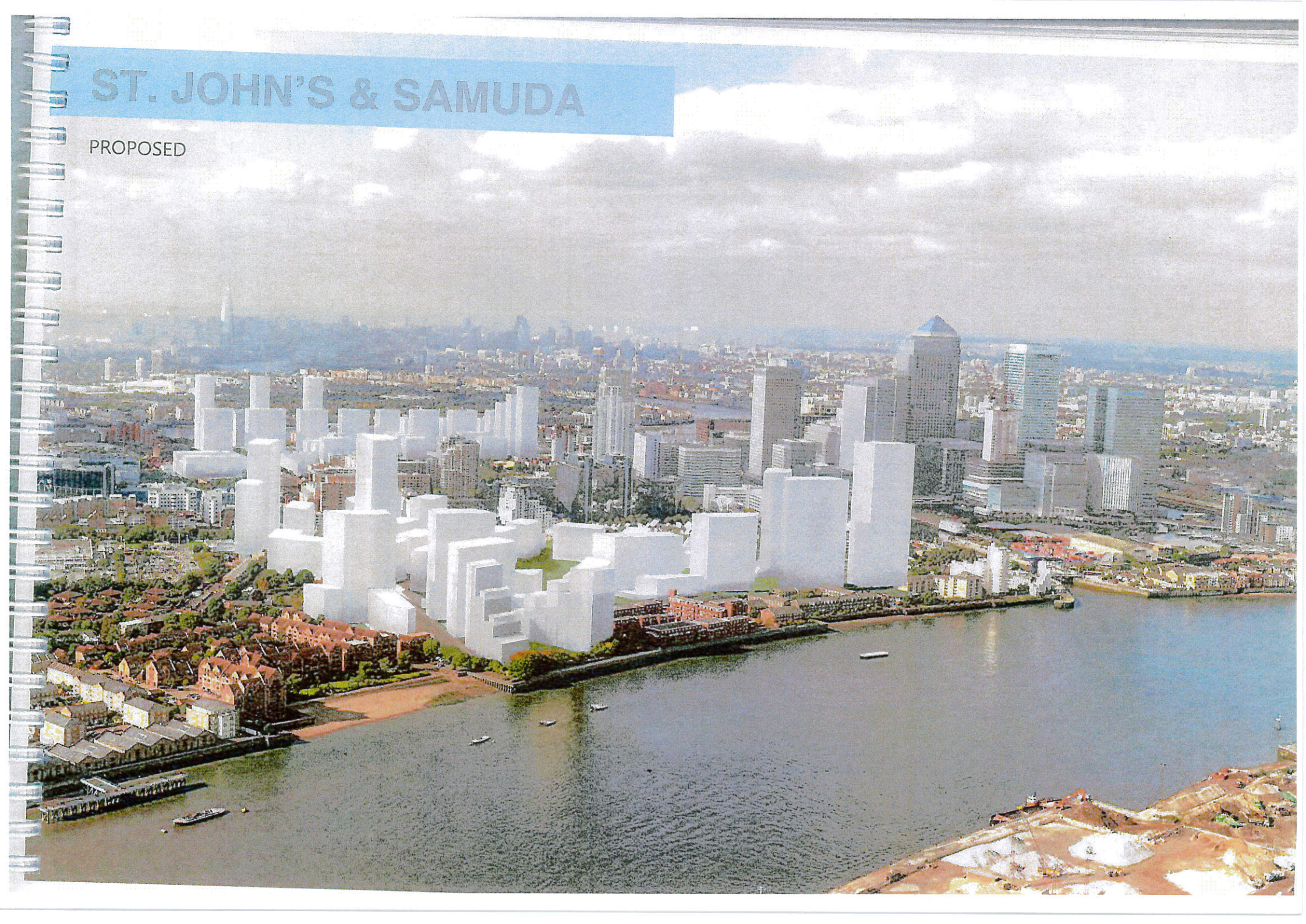
# ST. JOHN'S & SAMUDA

EXISTING



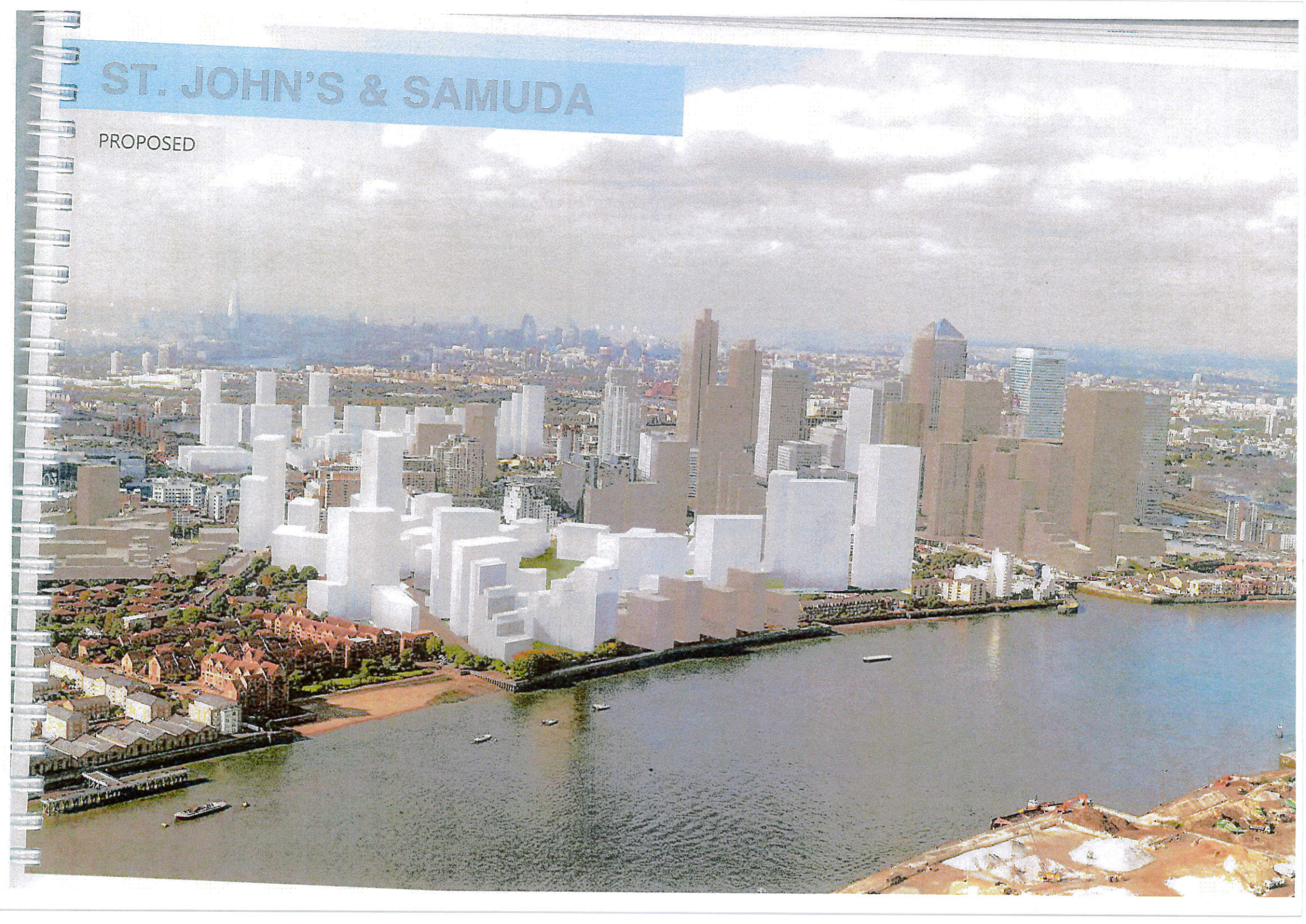
# ST. JOHN'S & SAMUDA

PROPOSED



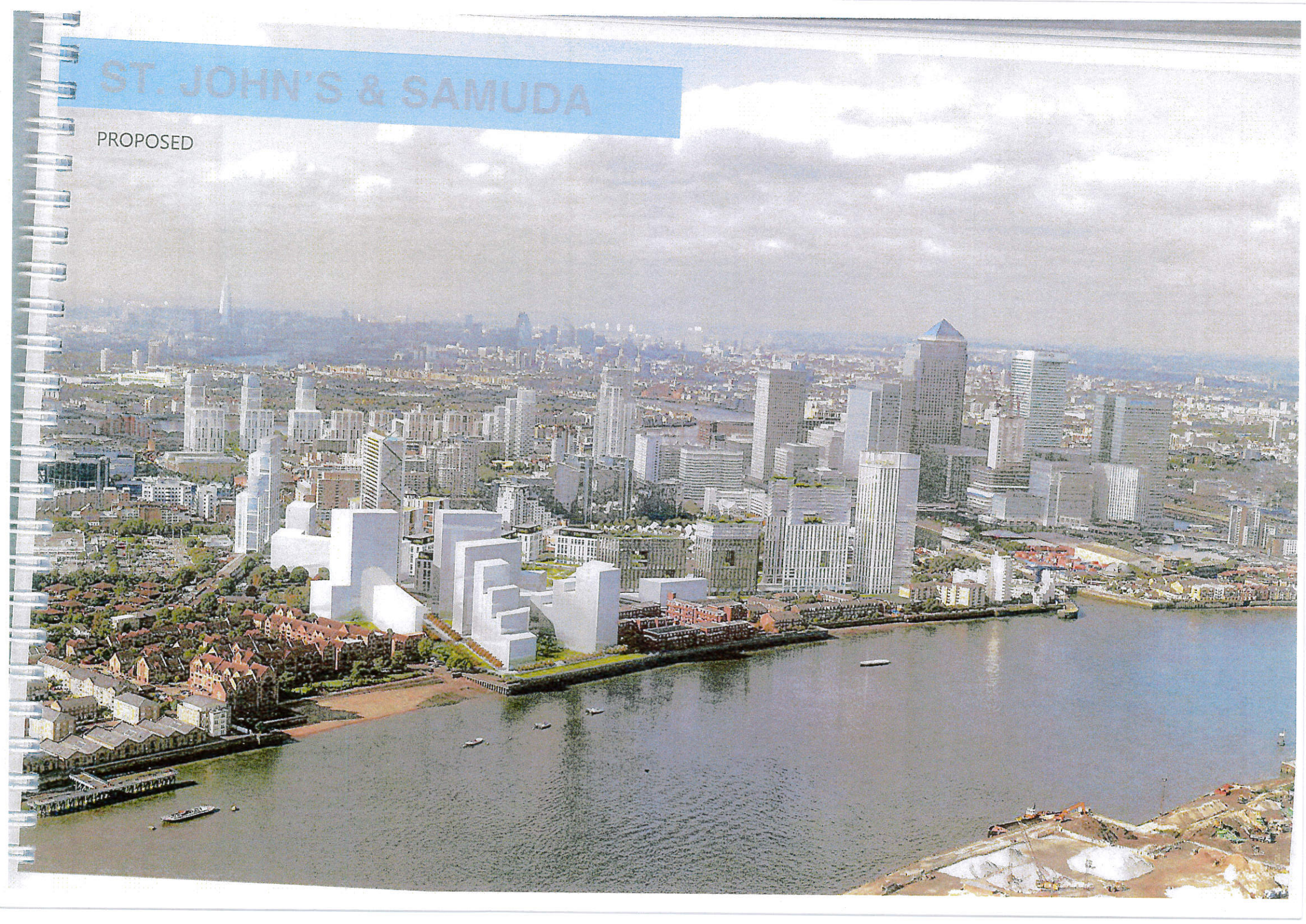
# ST. JOHN'S & SAMUDA

PROPOSED



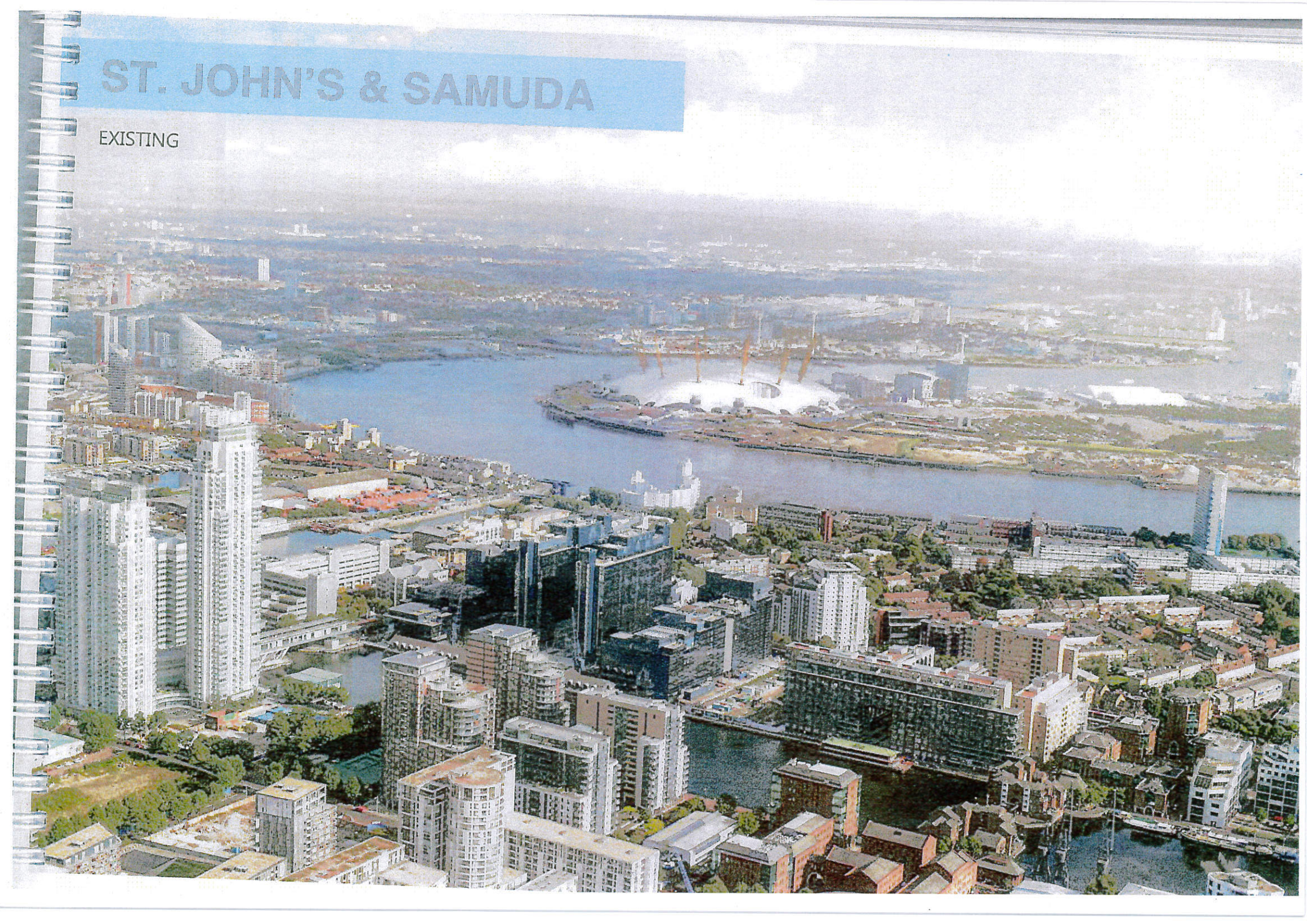
# ST. JOHN'S & SAMUDA

PROPOSED



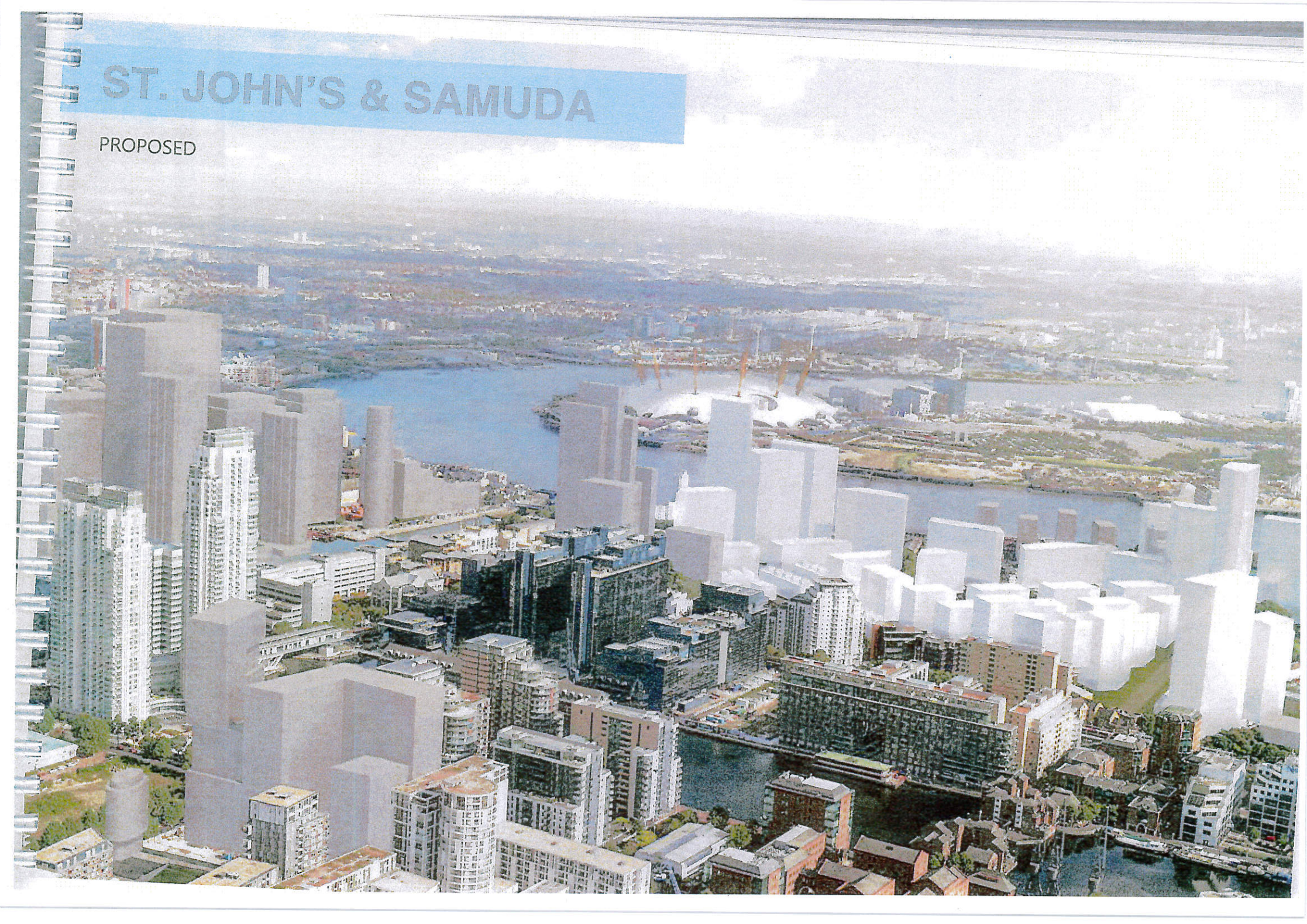
# ST. JOHN'S & SAMUDA

EXISTING



# ST. JOHN'S & SAMUDA

PROPOSED



# ST. JOHN'S & SAMUDA

PROPOSED



# ST. JOHN'S & SAMUEL

PROPOSED





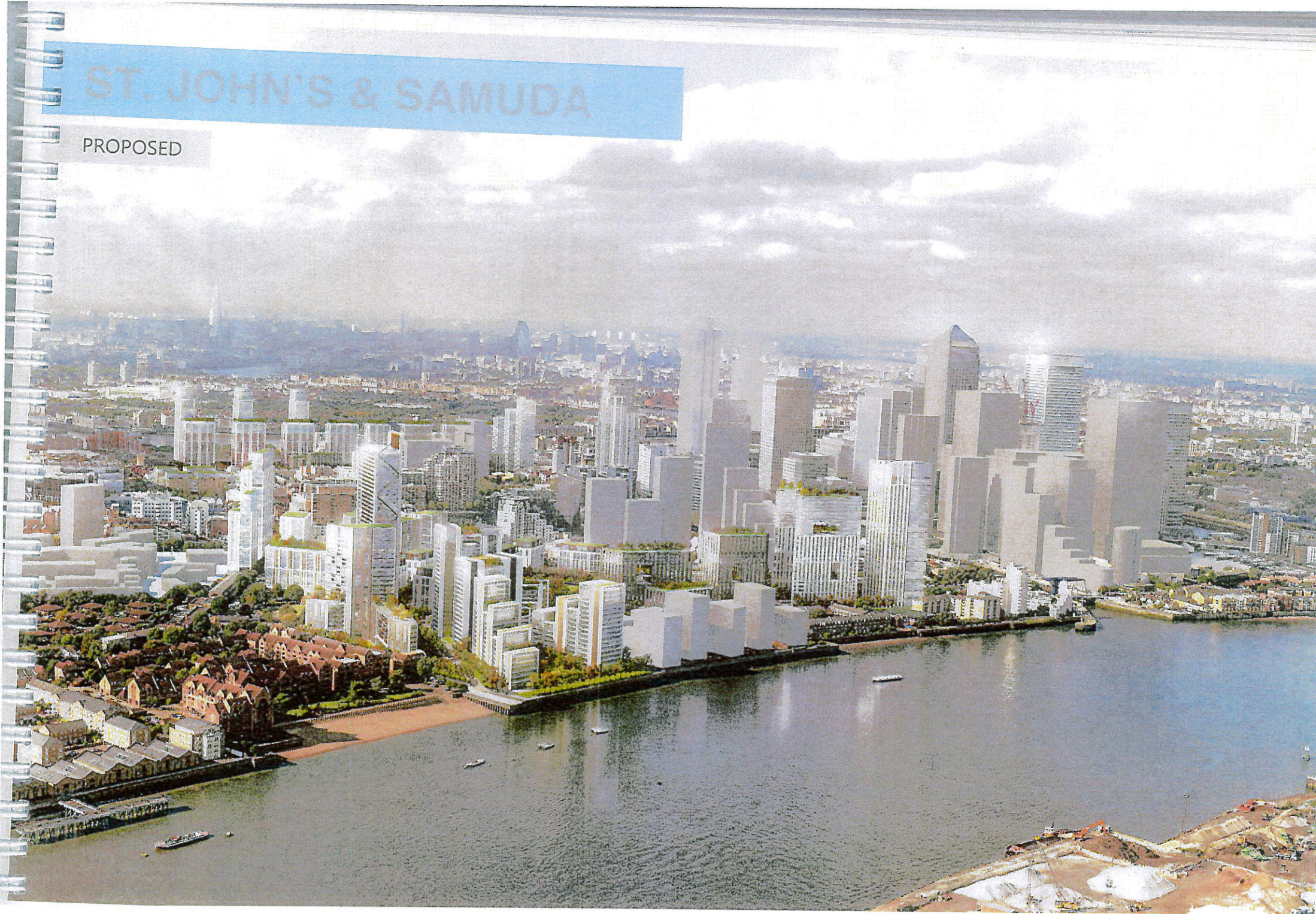
# ST. JOHN'S & SAMUDA

PROPOSED



# ST. JOHN'S & SAMUDA

PROPOSED





Key findings on the sales and marketing aspects

Extensive experience in research, planning, regeneration,  
construction, marketing and sales

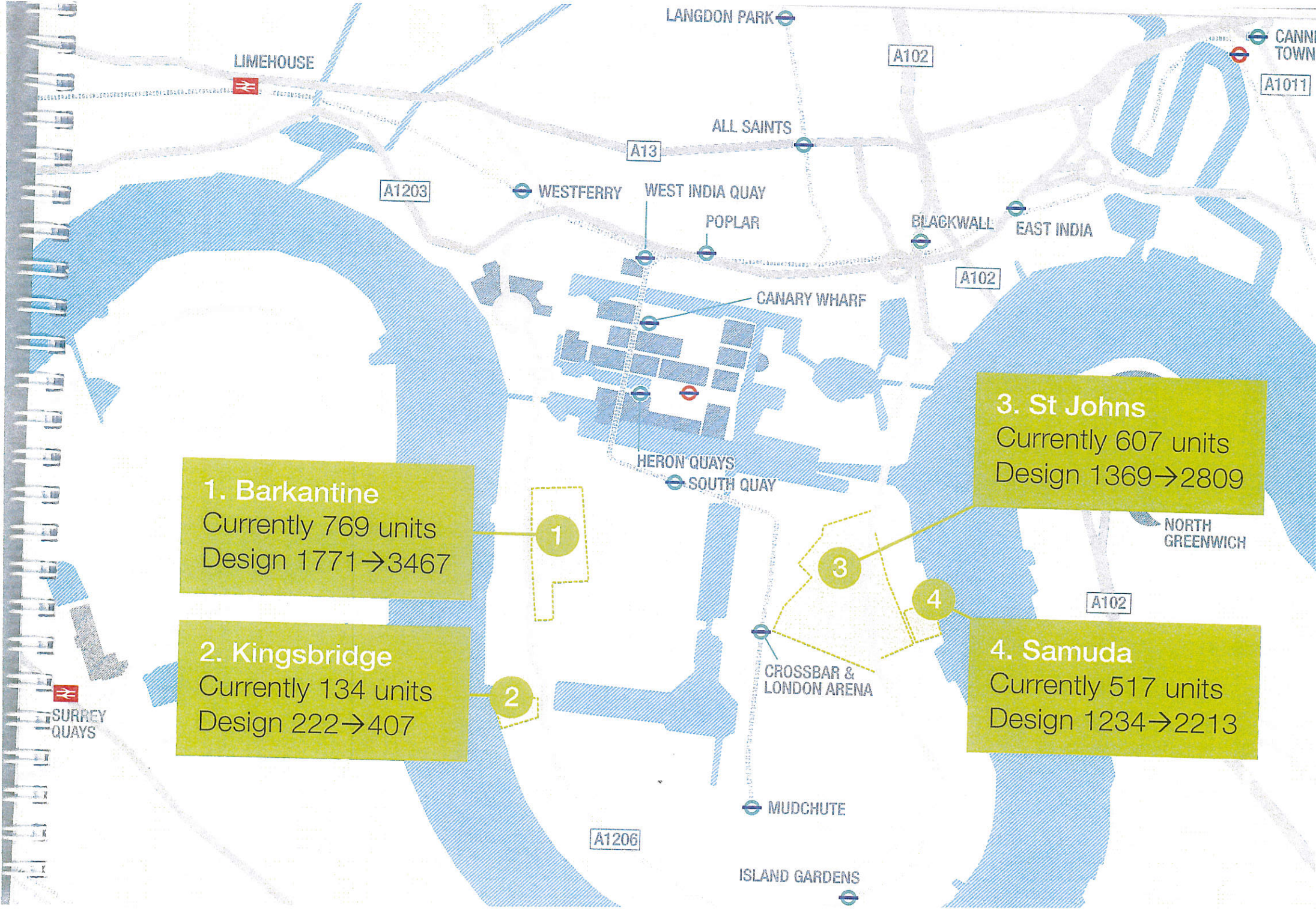
**Murray Smith**, Managing Director  
Site Sales

**1. Barkantine**  
Currently 769 units  
Design 1771→3467

**2. Kingsbridge**  
Currently 134 units  
Design 222→407

**3. St Johns**  
Currently 607 units  
Design 1369→2809

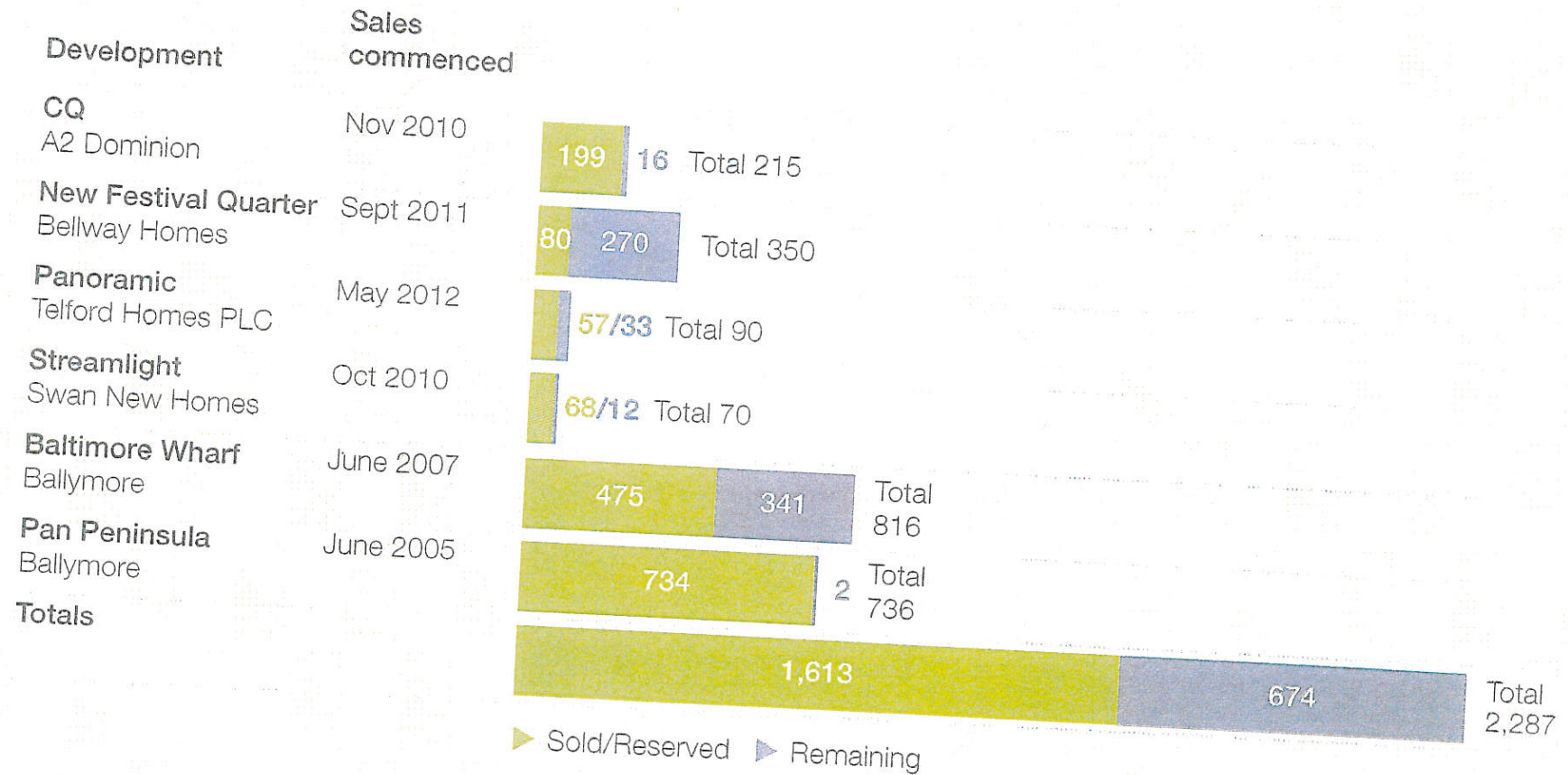
**4. Samuda**  
Currently 517 units  
Design 1234→2213



## TASKS UNDERTAKEN TO DATE

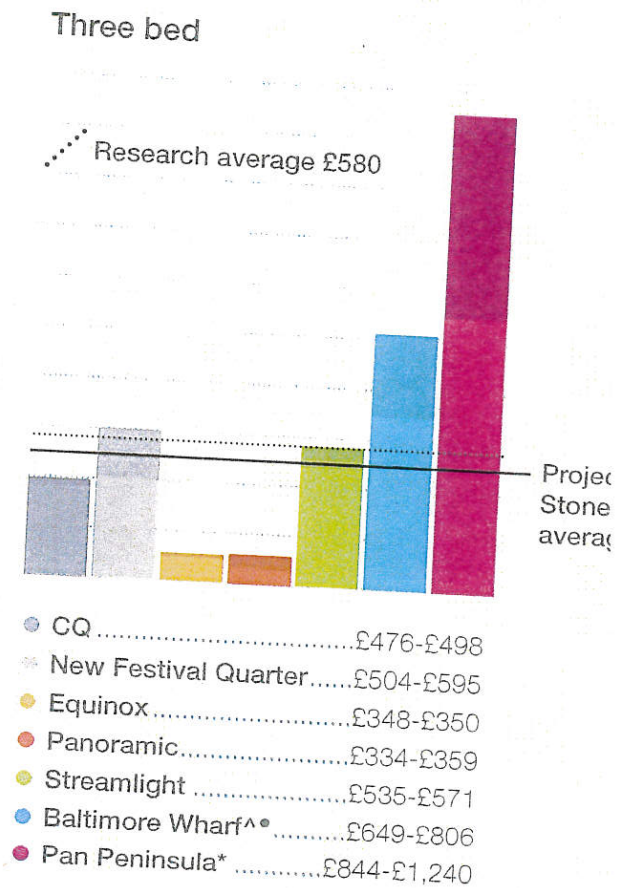
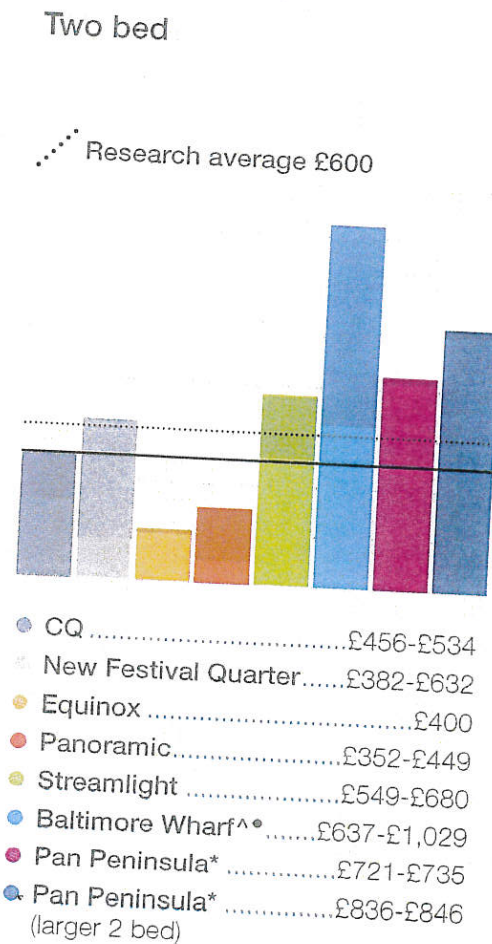
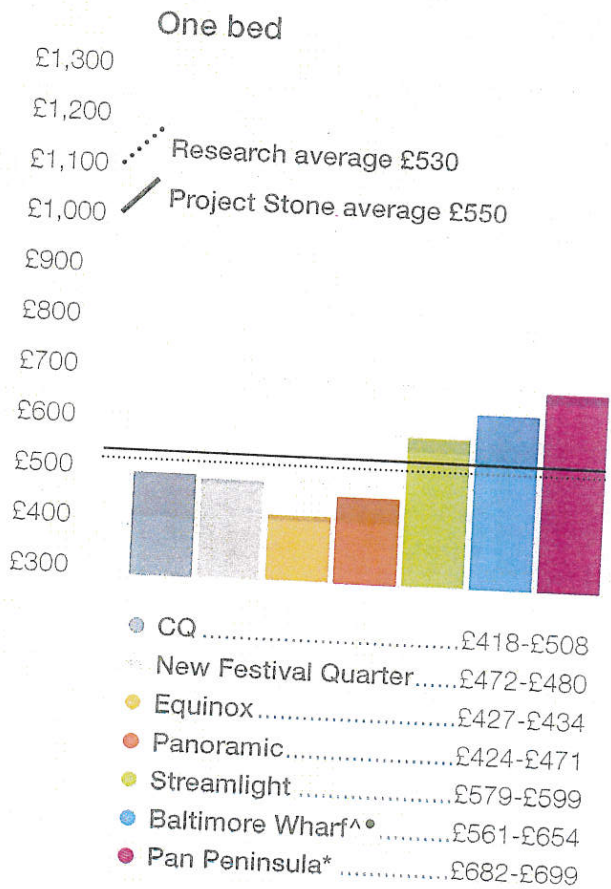
- ◆ Comprehensive market research
- ◆ A sales rates and rental yields study
- ◆ Identified the target audience
- ◆ We have identified the existing and new 'value hotspots' in the Masterplan
- ◆ Highlighted key challenges and developed sales solutions to mitigate risk
- ◆ Looked at the potential pipeline competition
- ◆ Studied taller buildings and resultant values
- ◆ Recommended robust values for a range of property at each location
- ◆ Looked at London-wide production shortfalls

# CURRENT DEVELOPMENT SALES



Whilst it isn't an exact science, the sales on the above have been generated over no greater than 36 months which equals 50 sales P/M.

# VALUES PER SQUARE FOOT

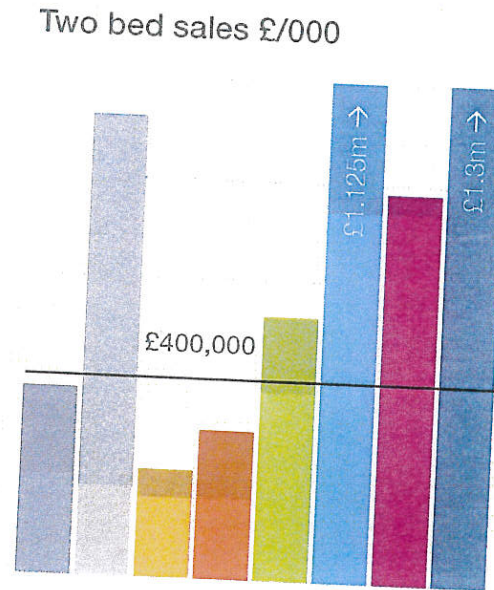


\* Historic values from December 2010    <sup>^</sup> Historic values from March 2011    ● Upper floors

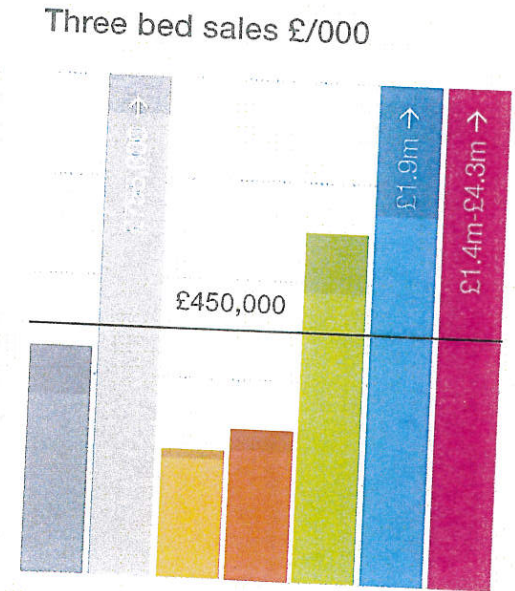
# SALES VALUES ACHIEVED



- CQ ..... £250
- New Festival Quarter ..... £240-£250
- Equinox ..... £220-£225
- Panoramic ..... £222-£250
- Streamlight ..... £290-£300
- Baltimore Wharf^\* ..... £320-£350
- Pan Peninsula\* ..... £355-£400



- CQ ..... £300-£390\*
- New Festival Quarter ..... £290-£660
- Equinox ..... £280-£310
- Panoramic ..... £280-£350
- Streamlight ..... £389-£465
- Baltimore Wharf^\* ..... £570-£1,125
- Pan Peninsula\* ..... £570-£590
- Pan Peninsula\* ..... £1,300 (larger 2 bed)

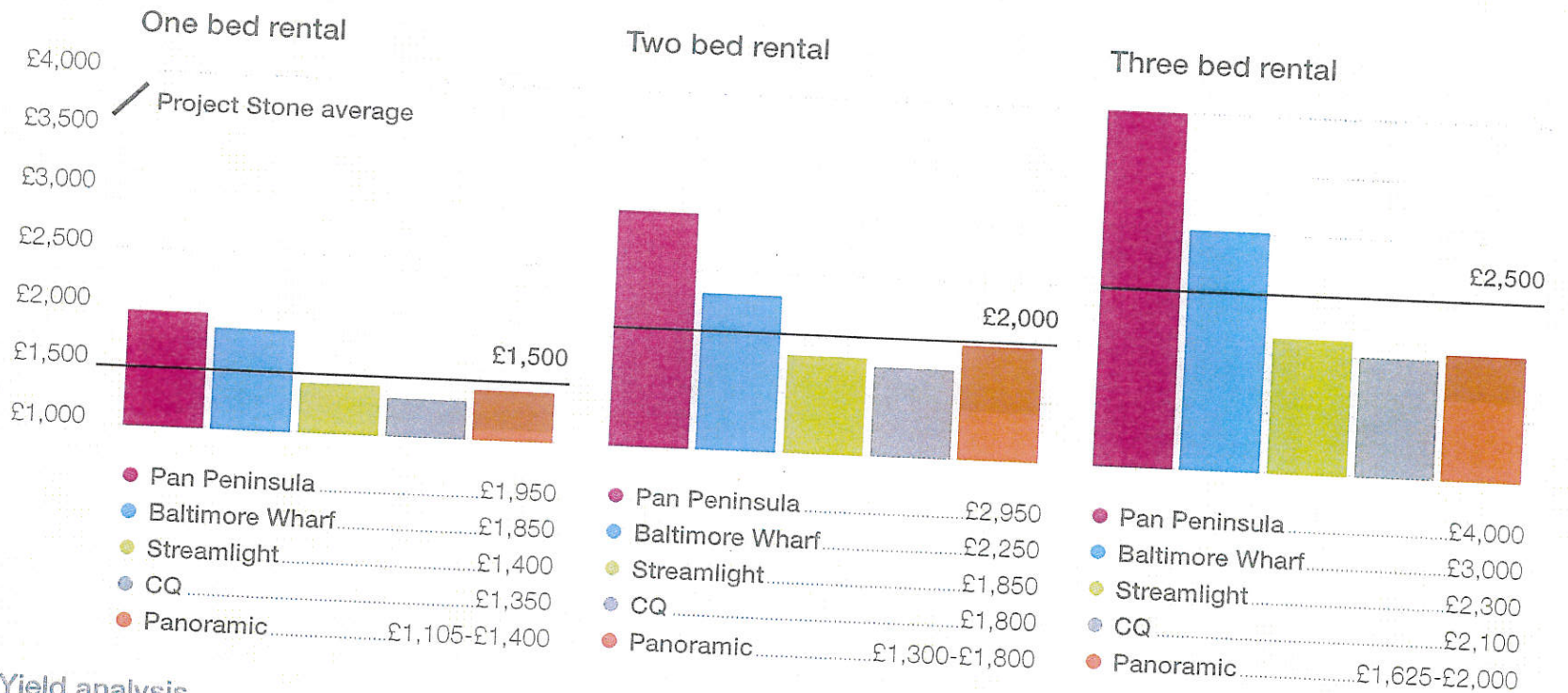


- CQ ..... £380-£430
- New Festival Quarter ..... £660-£755
- Equinox ..... £320-£337
- Panoramic ..... £330-£355
- Streamlight ..... £495-£546
- Baltimore Wharf^\* ..... £575-£1,900
- Pan Peninsula\* ..... £1,400-£4,300

\* Historic values from December 2010    ^ Historic values from March 2011    ● Upper floors



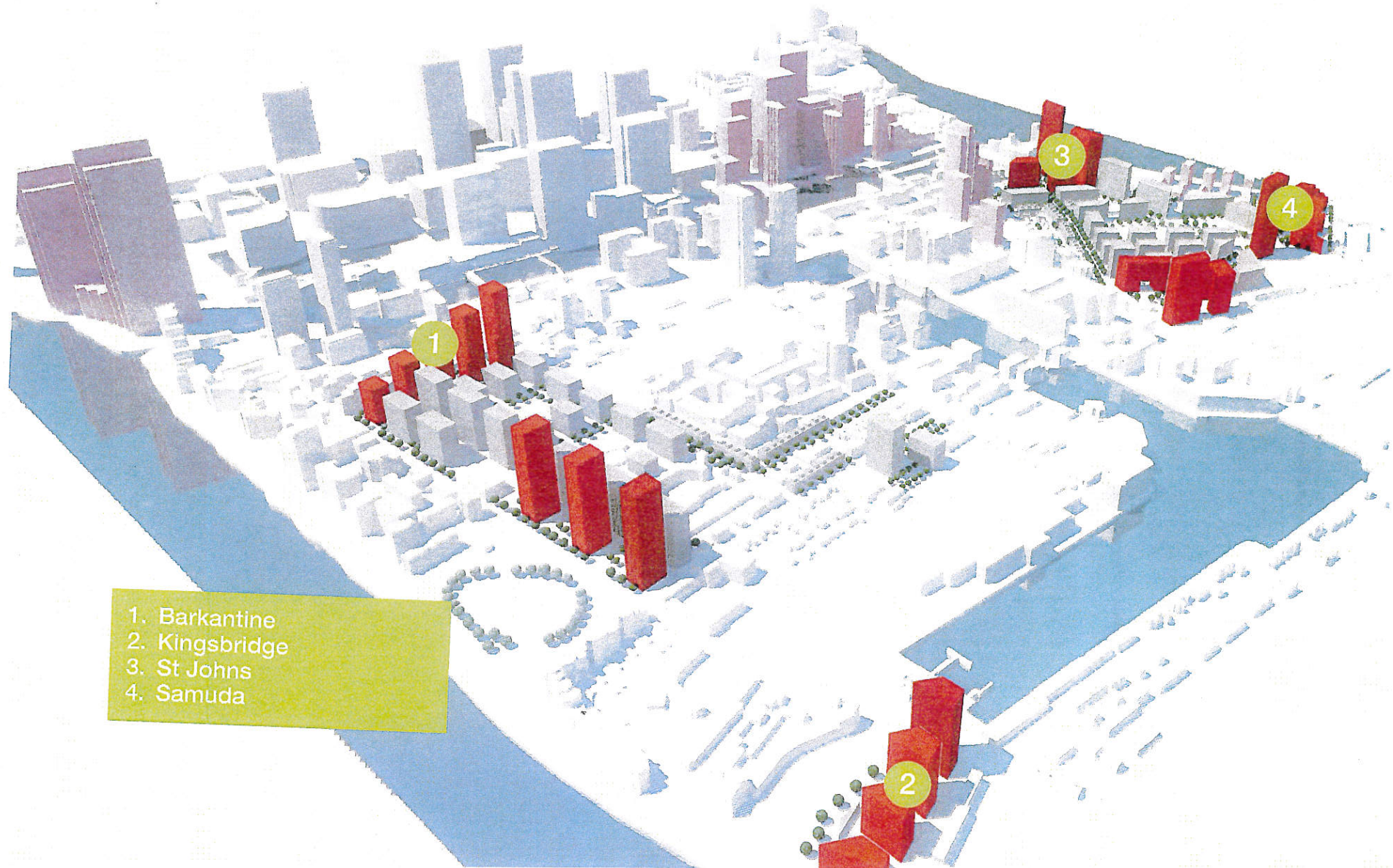
# RENTAL YIELDS AVERAGE RENTAL (PCM)



## Yield analysis

Type	Sqmt	Sqft	Value (average)	£ per Sqft	Rental income PA	Gross yield
Studio	35	377	£225,000	£597	£15,000	6.7%
1 bed	50	538	£280,000	£520	£18,000	6.4%
2 bed	70	753	£400,000	£531	£24,000	6%
3 bed	80	861	£450,000	£523	£30,000	6.7%

# DEVELOPMENT HOTSPOTS



- 1. Barkantine
- 2. Kingsbridge
- 3. St Johns
- 4. Samuda

## TARGET MARKET

- ◆ Investors - bulk, medium and single from the traditional routes, both UK and international
- ◆ International investors will be both from investment itself and to house family studying
- ◆ First time buyers
- ◆ Existing residents looking to potentially trade up from existing private or rental properties
- ◆ Company purchases
- ◆ Those who work in CW seeking midweek accommodation
- ◆ High earning financial sector workers
- ◆ The new build will draw upon wider geographical buyers as place-making evolves
- ◆ London-wide housing shortage will result in disparate interest

## SUMMARY

- ◆ Viable and deliverable Masterplan
- ◆ 30% affordable housing
  - ◆ 17% shared ownership
  - ◆ 13% rented (re-provided units)
- ◆ Key risks
  - ◆ LBTH support
  - ◆ Resident support
  - ◆ Housing market
  - ◆ Leaseholder buy back and decanting