Thank you for visiting this public exhibition. Greystar is in the early stages of developing plans for Plots B and D of the former Royal Mail South London Mail Centre at Nine Elms.

This exhibition has been planned to allow you to view and comment on the emerging plans before a planning application is submitted to the London Borough of Wandsworth in the coming months.

The site itself benefits from a hybrid planning consent for up to 1,950 residential units, a 2 form entry primary school, retail units and community facilities, with some details reserved for future approval. Plots B1 and D1 benefit from detailed approval. Greystar is seeking to slightly amend the existing planning consent to ensure that Greystar can deliver an exemplar rental community.

Greystar is bringing forward a different type of development than others in and around Nine Elms, as all homes will be purpose-built for rent and will be wholly owned and managed by Greystar in the long term. Should Greystar receive approval for their proposals, it would commence on site in 2018. We hope when you have viewed the banners on display and spoken with the project team you will share your feedback with us.

WELCOME

ABOUT THE SITE

The 14 acre former Royal Mail South London Mail Centre site is situated in Vauxhall, Nine Elms and Battersea Regeneration Area (VNEB), and is bound to the north by Nine Elms Lane and to the south by existing development and the South West Main Line. The site is located close to Battersea Power Station, New Covent Garden Market and the ongoing development at Embassy Gardens.

The site currently benefits from strong public transport links, including Vauxhall underground and National Rail station, Battersea Park and Queenstown Road stations, as well as a number of local bus routes. It will also benefit from the proposed extension of the Northern Line, due to open in 2020, which will create a new underground station in Nine Elms itself.
Greystar is a leading, fully integrated real estate company offering expertise in investment management, development, and property management of rental housing communities. Greystar focus on the quality of their residents' experience and the long-term placemaking of their developments.

In bringing the multifamily model to London’s emerging Build-to-Rent sector, Greystar draws on over 25 years of experience, currently managing over 410,000 homes and associated amenities in over 130 markets globally. Greystar has partnered with Telford Homes Plc as their delivery partner. Telford Homes is a residential developer operating across London, which specialises in planning, designing and construction on brownfield sites.

Telford Homes represents an excellent delivery partner for Greystar, given that they have the skills required to achieve planning consents and manage and control all construction work under the brand of a respected London developer. These skills, coupled with a reputation for delivering a quality product on programme, will greatly assist Greystar.

**WHAT IS BUILD-TO-RENT?**

Approximately 30% of Wandsworth residents currently live in privately rented accommodation. Greystar believes that there are inherent problems associated with the private rented sector in London which is failing many residents due to the lack of accountability across the sector. Some common problems include:

- Variable standards of building quality
- Poor or unpredictable customer service
- Slow repairs and responses from landlords
- Poor quality of accommodation
- Short, unsecure tenancies, and revenge evictions
- High tenancy fees
- Lack of sense of community among residents

The solution is build-to-rent. Build-to-rent is a type of private rental sector housing, which comprises of homes that have been designed and built with the intention of being rented. Greystar's multifamily approach further focuses on the resident experience from the outset of the design and development process, and throughout the life of the community.
• One landlord and one tenancy agreement for all residents
• Tenure-blind, pepper-potted affordable housing
• A high level of building quality, which is specially designed for rental
• A defined, high standard of customer service
• Development of a long-lasting community through resident amenities and facilities on-site available to all occupants

By providing the communal amenity space within its development at Nine Elms, Greystar aspires to bring together all of those living within the community and encourage long-lasting interaction.

WHO IS BUILD-TO-RENT AIMED AT?

• Those for whom home ownership is unrealistic, either in the short or long term, but where access to social/affordable housing is also unlikely
• Those who are at a stage in their lives when renting may be a positive choice, perhaps to suit anticipated flexibility of career or household composition
• Those who want a better rental experience than is generally available in the wider private rental sector
The former Royal Mail South London Mail Centre currently has outline consent for 1,950 residential units and 10,100 sqm of commercial space, which is shown on the masterplan below. Outline planning permission sets the overarching principles for the development including:

- Means of access
- Landscaping
- Layout
- Scale

Greystar’s proposals form part of the regeneration of the entire Royal Mail site, known as Nine Elms Parkside. Once complete, the masterplan will deliver a residential-led development, including a new school, centred on the Linear Park which runs from the US Embassy development to the planned Northern Line extension.

Greystar and its Delivery Partner, Telford Homes, are in the process of progressing a planning application for plots B and D, which will provide a 100% build-to-rent scheme within the rough framework of the outline consent.

More detail on the proposals can be viewed on the next banner.
Greystar and Telford Homes are seeking to deliver a build-to-rent scheme on the Nine Elms site. This would provide for:

- Approximately 890 build-to-rent units, arranged over two buildings
- Flexible, or long term, secured tenancies, to suit residents’ needs
- Quality landscaping to provide an attractive environment to residents and the wider community
- Dedicated on-site management and maintenance teams
- Generous apartment sizes – on average 10% above London Plan guidelines
- 24-hour security
- 24-hour residents’ gym
- Residents’ swimming pool
- Community facilities for residents such as event space, lounges/hubs, wifi/work zones, community garden, children’s playroom and games room

In addition the development will include approximately 25,000 sqft of retail and community uses.
The revised application will deliver a number of benefits. These include:

**DESIGN IMPROVEMENTS**

In order to deliver the build-to-rent model on part of the former Royal Mail site, Greystar and Telford Homes will need to amend the existing planning consent relating to Plots B and D on the site. This will mean that improvements can be made to the existing design through consultation with local residents, Councillors, and Council Officers.

Proposed design improvements include:

- More efficient building design, including connections between the buildings on each plot
- Enhanced views to and from the linear park

**DELIVERABILITY**

Since the outline consent was granted for the Royal Mail site, demolition works have taken place in part, meaning that the Greystar area of the site currently lies empty.
- Greystar and Telford Homes eager to provide functioning community as soon as possible
- Delivery provides much needed new homes in the borough
- Greystar’s multifamily model facilitates much quicker placemaking than for sale product
- Development contributes towards delivery of other local benefits including the linear park
SUPPORTING WANDSWORTH’S WORKFORCE

Wandsworth is a young Borough with great potential to provide a pool of labour for local businesses and the London economy more broadly. There is a high concentration of residents in Wandsworth who are in their late 20s, and around 70% of these young people have a degree or higher qualification. (2011 and 2014 Census Data)

Wandsworth’s economy must be supported.

Providing the right housing offer will ensure that these young people are able to stay in Wandsworth, and keep the benefits of their wages within the Borough.

DRIVING EMPLOYMENT GROWTH

VNEB is one of the key sites driving large scale employment growth in the Central Activities Zone. This is an area defined by the Mayor as London’s vibrant centre and is renowned worldwide for its shopping, culture and heritage.

VNEB is expected to support an additional 25,000 jobs over the London Plan Period to 2036. Providing the right type of housing in the local area will support this employment growth, which will benefit the economy of the entire Borough.

FINANCIAL CONTRIBUTIONS

Through the Community Infrastructure Levy, the proposed development will provide a significant financial contribution to Wandsworth Council and the GLA. Funding from Greystar’s plans will be invested in local services to benefit the local community, such as:

- Education services
- Healthcare
- Transport infrastructure
- Community facilities

Greystar’s proposed development will be constructed and occupied more quickly than the consented scheme on the site. In addition to the acceleration of the area’s placemaking, this also means that these financial contributions will be made earlier.
MEETING THE NEEDS OF THE LOCAL HOUSING MARKET

With house prices continuing to rise in Wandsworth, the gap between social housing and home ownership is wider than ever, with private rentals the only option for many in the middle.

Greystar’s proposals will provide many of Wandsworth’s residents who cannot afford to purchase a property the opportunity to rent from a professionally managed, accountable and experienced provider which aims to deliver the highest level of service to customers.

PROVIDING A VARIETY OF TENURES FOR RESIDENTS OF NINE ELMS

Many developments within the Nine Elms regeneration area have been described as being unaffordable to local people. However, Greystar’s proposed development will offer a choice of tenure and range of rental costs.

The private rental market in its current form consists of poor quality accommodation and limited accountability
Thank you for attending our exhibition. Greystar strongly encourages you to provide your feedback, all of which will be carefully considered in the finalisation of the scheme.

**FEEDBACK AND NEXT STEPS**

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**ANTICIPATED DEVELOPMENT TIMELINE**

<table>
<thead>
<tr>
<th>WINTER 2017/18</th>
<th>WINTER 2021</th>
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<tbody>
<tr>
<td>Submission of planning application</td>
<td>Initial Completion</td>
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<tr>
<td>SPRING SUMMER 2018</td>
<td>SPRING 2024</td>
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<tr>
<td>Construction start</td>
<td>Fully Occupied and Operational</td>
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**HOW YOU CAN COMMENT**

- Feedback form at exhibition
- iPad survey
- greystar-nineelms.com
- Speak to our project team

**CONTACT**

If you have any questions or would like any further information, please contact Sarah Wardle at Curtin&Co:

- Call: 020 7399 2753
- Email: sarahw@curtinandco.com
- Write: Curtin&Co, 299 Oxford St, London W1C 2DZ