

Dominus

Dominus is a leading real estate investor, developer and operator specialising in the hotels and living sectors. Founded in 2011, the family-owned business is deeply committed to generating social value through its operations and projects and has an exemplary track record for developing innovative solutions that benefit investors, local authorities and communities.



We take a sustainable, long-term approach to investment and work closely with institutions, local authorities and local communities to create value and positive impact.

We are committed to creating value for all our stakeholders, best-in-class assets and a positive impact for communities.

At the heart of Dominus is a core group of 50+ talented staff, whose skills cover the breadth of business and real estate disciplines, directed by an experienced senior leadership team.

181 Talgarth Road

Location
Hammersmith and Fulham

Completion
2025

Sector
Mixed-use

Beds
400 Hotel
713 Student

Internal Area (Gross)
230,455 ft²

Status
Completed

BREEAM
Excellent



61-65 Holborn Viaduct

Location
City of London

Completion
2027

Sector
Student Living

Beds
669

Internal Area (Gross)
248,377 ft²

Status
Under construction

BREEAM
Targeting
Excellent



65 Crutched Friars

Location
City of London

Completion
2027

Sector
Student Living

Beds
782

Internal Area (Gross)
283,543 ft²

Status
Under construction

BREEAM
Targeting
Outstanding



Fleet Street

Location
City of London

Completion
2028

Sector
Mixed-use

Beds
874

Internal Area (Gross)
350,000 ft²

Status
Under Construction

BREEAM
Targeting
Outstanding



The Team

Metropolitan Workshop

We are architects and urban designers. Our passion is for improving people's lives, with open, flexible and stimulating buildings that foster communities. We try to make the ordinary extraordinary.

We have a studio culture that is open minded; we listen to better understand, we share our knowledge and value genuine collaboration.

The work we do is underpinned by a rigorous approach and coherent dialogue, to create something that is thoughtful and particular.

Our aim is to engage creatively with end users and the context, to create tailored and enduring places.



Vulcan Wharf, LB Newham



Mapleton Crescent, LB Wandsworth

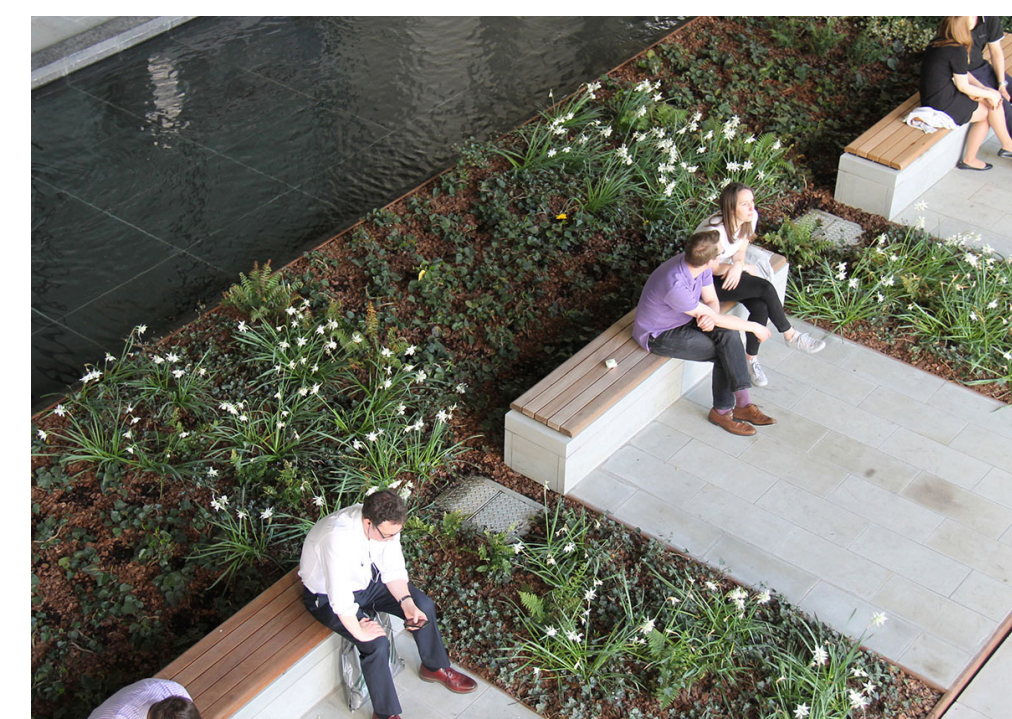


UEL Campus, LB Newham

Spacehub

Spacehub is a London-based landscape architecture and urban design practice with over 15 years of experience delivering projects that enrich both people and place. Rooted in East London, our studio specialises in the design of public spaces that are inclusive, ecologically resilient, and deeply connected to the communities they serve.

Our portfolio spans a wide range of contexts—from reinvigorated seafronts and student accommodation to lush courtyard retreats and biodiverse neighbourhood parks. We bring together technical rigour and creative vision to shape landscapes that invite people to linger, play, and grow together.



Metropolitan
Workshop

Architect

SPACEHUB

Landscape and Public Realm

DP9

Planning

MONTAGU
EVANS

Heritage, Townscape
and Visual Impact

LCA

Stakeholder and
Community Engagement

RSK

Environmental Impact Assessment

Pell Frischmann

Transport

JENSEN HUGHES

Fire Consultants

MEINHARDT

Structures, Civils & Drainage

Applied ENERGY
STRATEGIC MEP CONSULTING

Mechanical and Electric

gia

Daylight Sunlight

TRIUM
ENVIRONMENTAL CONSULTING

Noise

Greengage

Sustainability

Insight

Socio-Economics

A-squared Studio

Contamination

Logika
CONSULTANTS

Ecology

Cast

Cost Consultants

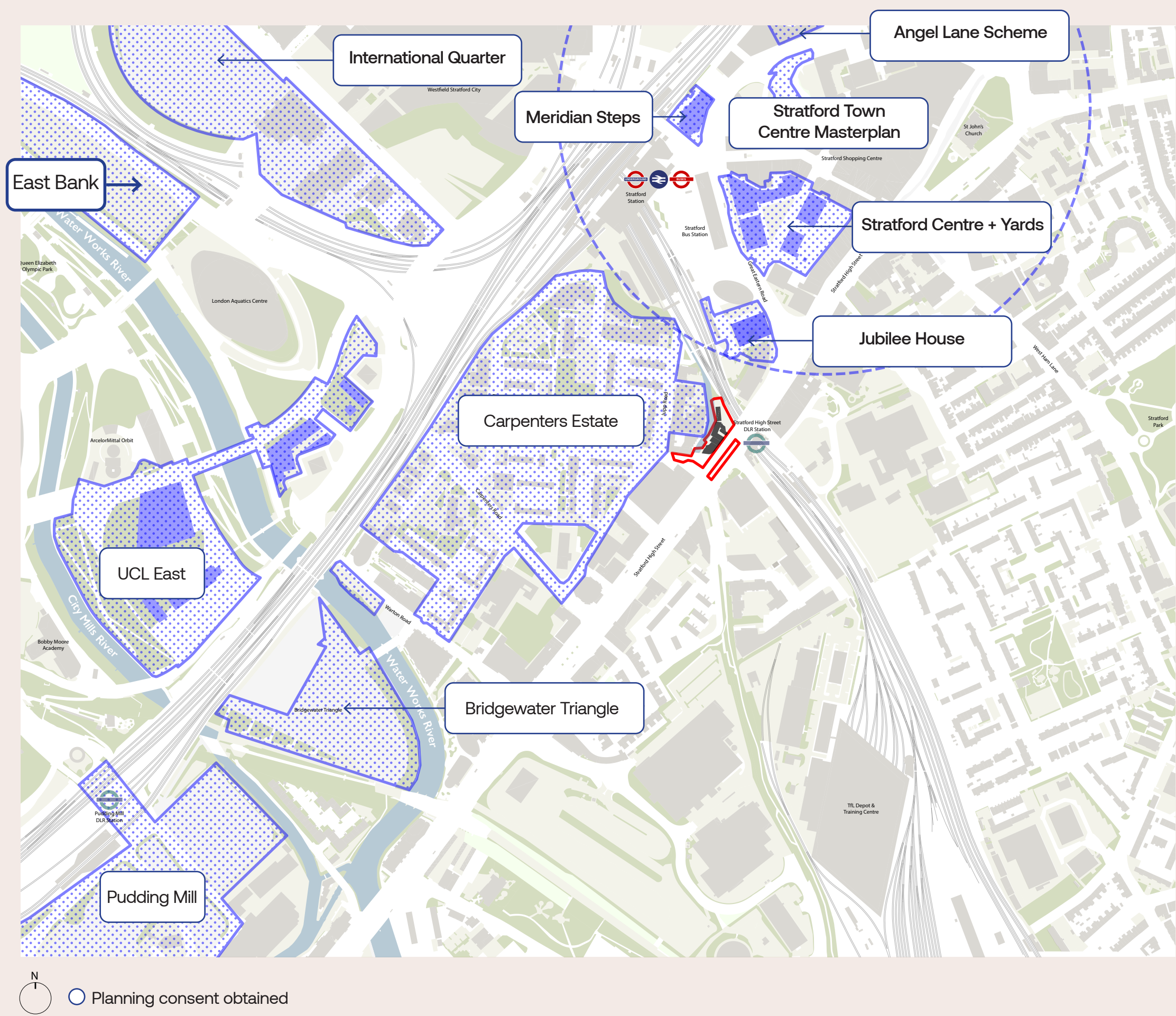
A&P

Placemaking

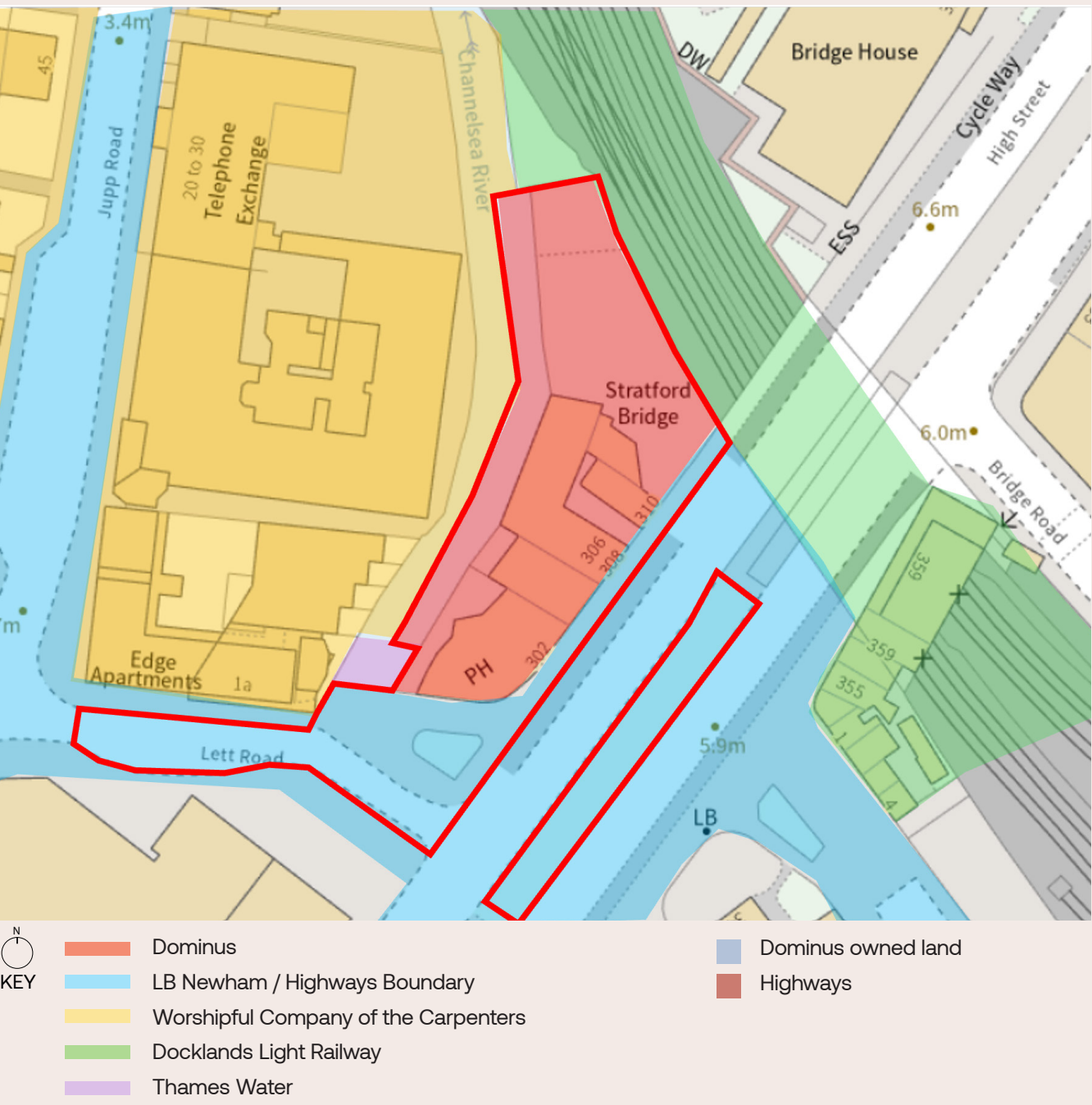
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The Site – 302-312 Stratford High Street

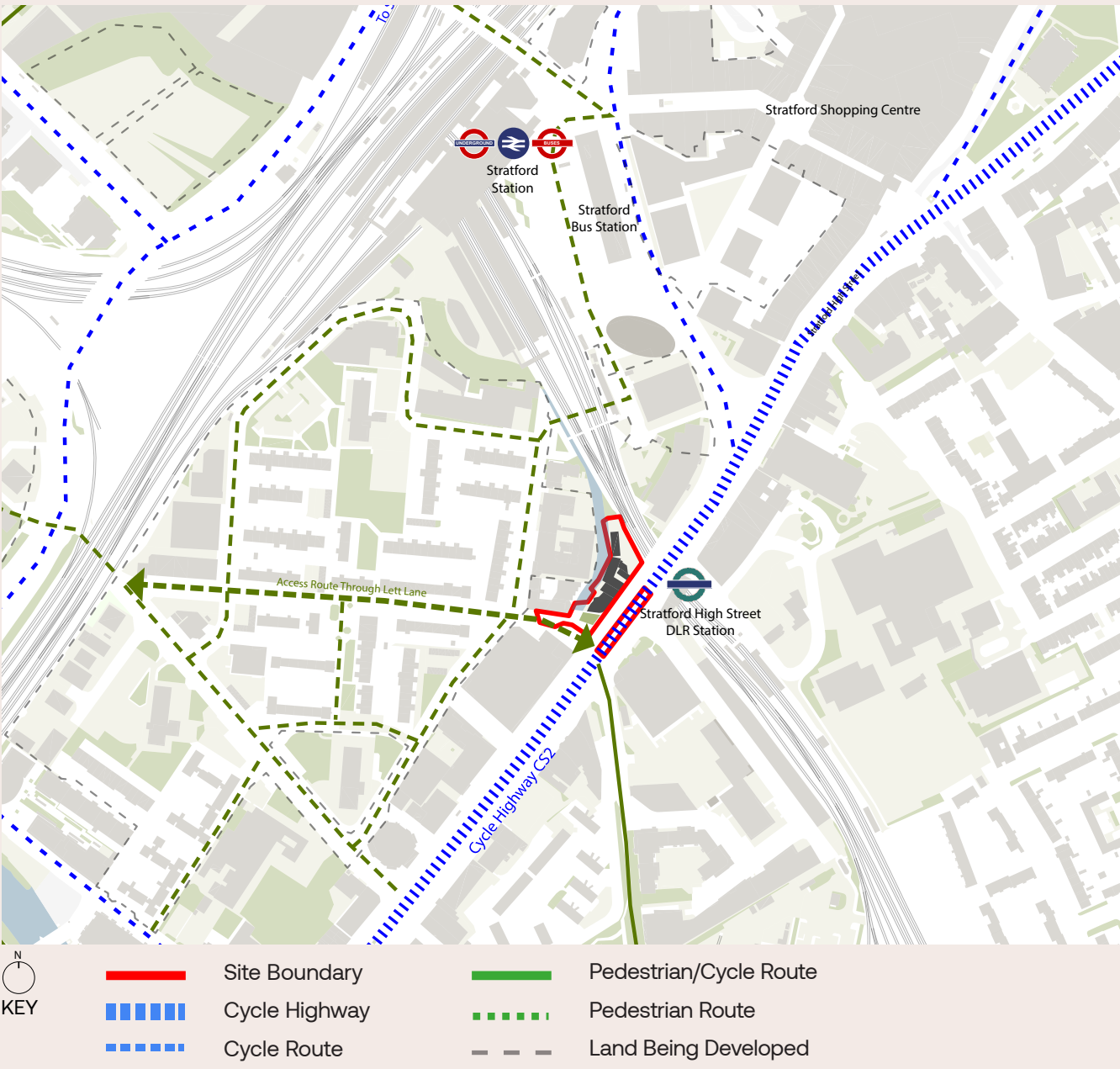
The Site and its Context



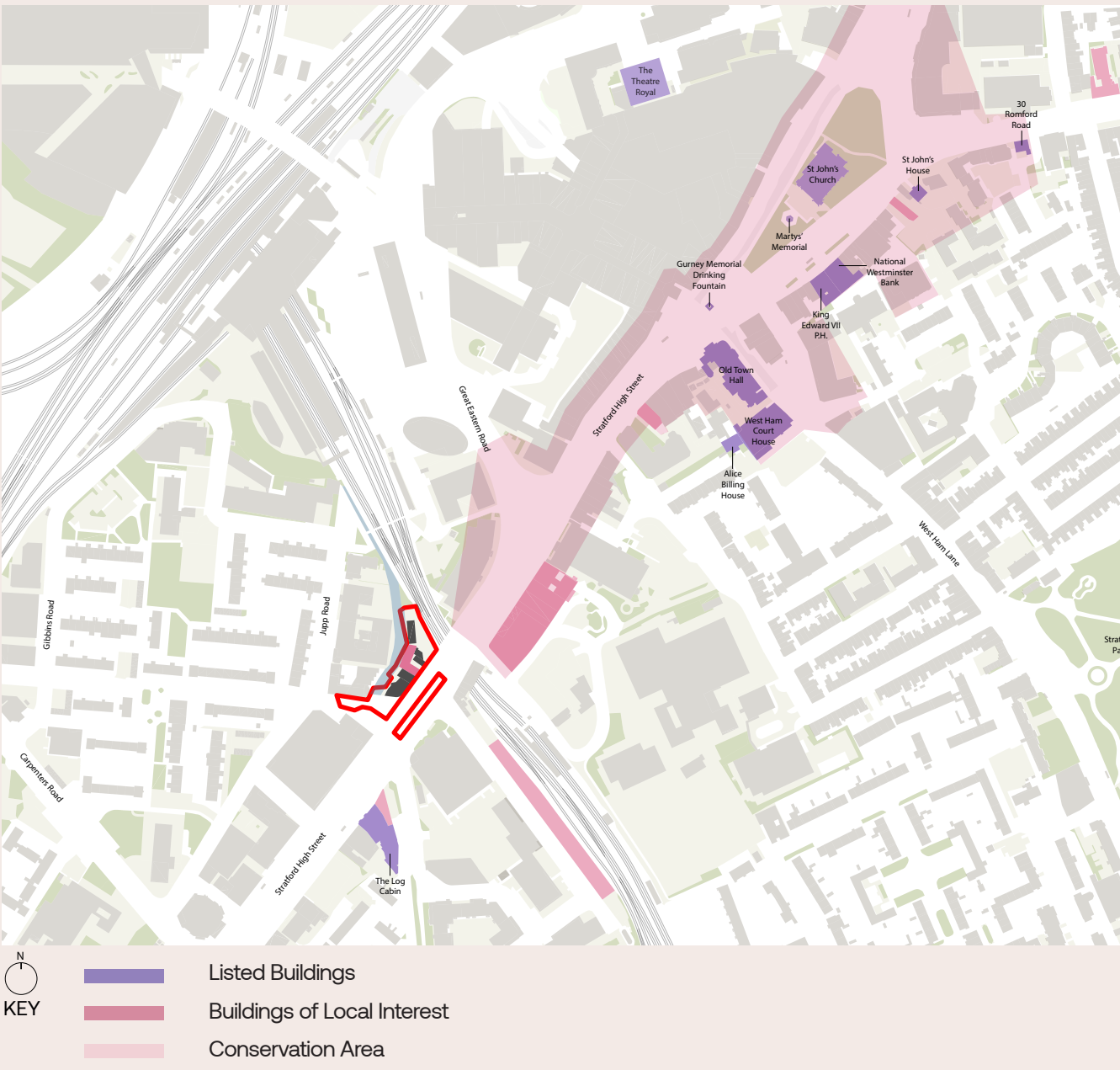
Land Ownership



Movement Routes



Conservation Areas and Listed Buildings



Previous Proposals

Previous proposals for the site include a planning permission granted in May 2023 for a purpose-built student accommodation (PBSA)-led development, designed by Henley Halebrown.

Following a detailed review, an application for a new scheme designed by Howells was submitted in December 2023 and considered in 2024. We did not obtain planning permission for this proposal, with this decision upheld at Appeal in March 2025.

Following the appeal decision we've taken on board the feedback received and have appointed a new project team.

Alongside our new project team, we have been engaging closely and positively with Newham Council's officers.



Our Vision



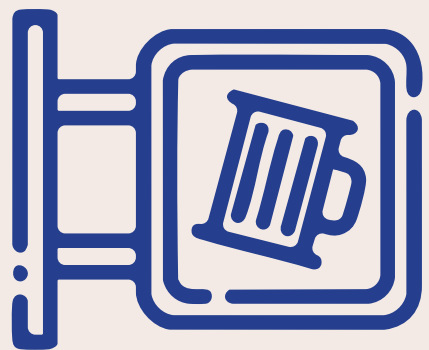
1. Exemplary Design Quality

Working with a leading design team, including Metropolitan Workshop and Spacehub, to deliver proposals of exemplary design quality that positively respond to their context and enhances the surrounding area.



5. High Quality Student Accommodation including 35% affordable

Providing high quality and professionally managed purpose-built student accommodation, including 35% affordable bedrooms with capped rents.



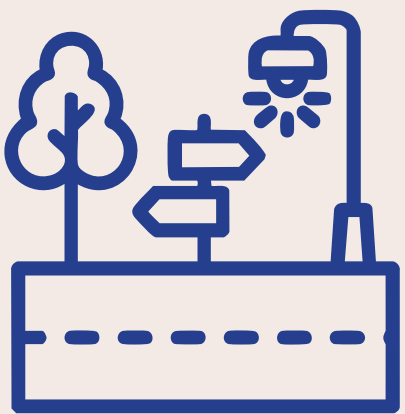
2. Pub

Delivering a new, improved pub that will make a meaningful and lasting contribution to the local community and the High Street.



6. Delivering Community and Environmental Benefits

Maximising the benefits of the redevelopment by delivering long-lasting community and environmental benefits that respond to local needs.



3. Public Realm and Landscaping Enhancements

Creating a new public space at the junction of the High Street and Lett Road which celebrates the existing Indian Bean tree and significantly improves the pedestrian experience.



7. Local Engagement

We are committed to engaging with the local community and stakeholders throughout the lifetime of the project and ensuring that your feedback is fully considered.



4. Active Frontages

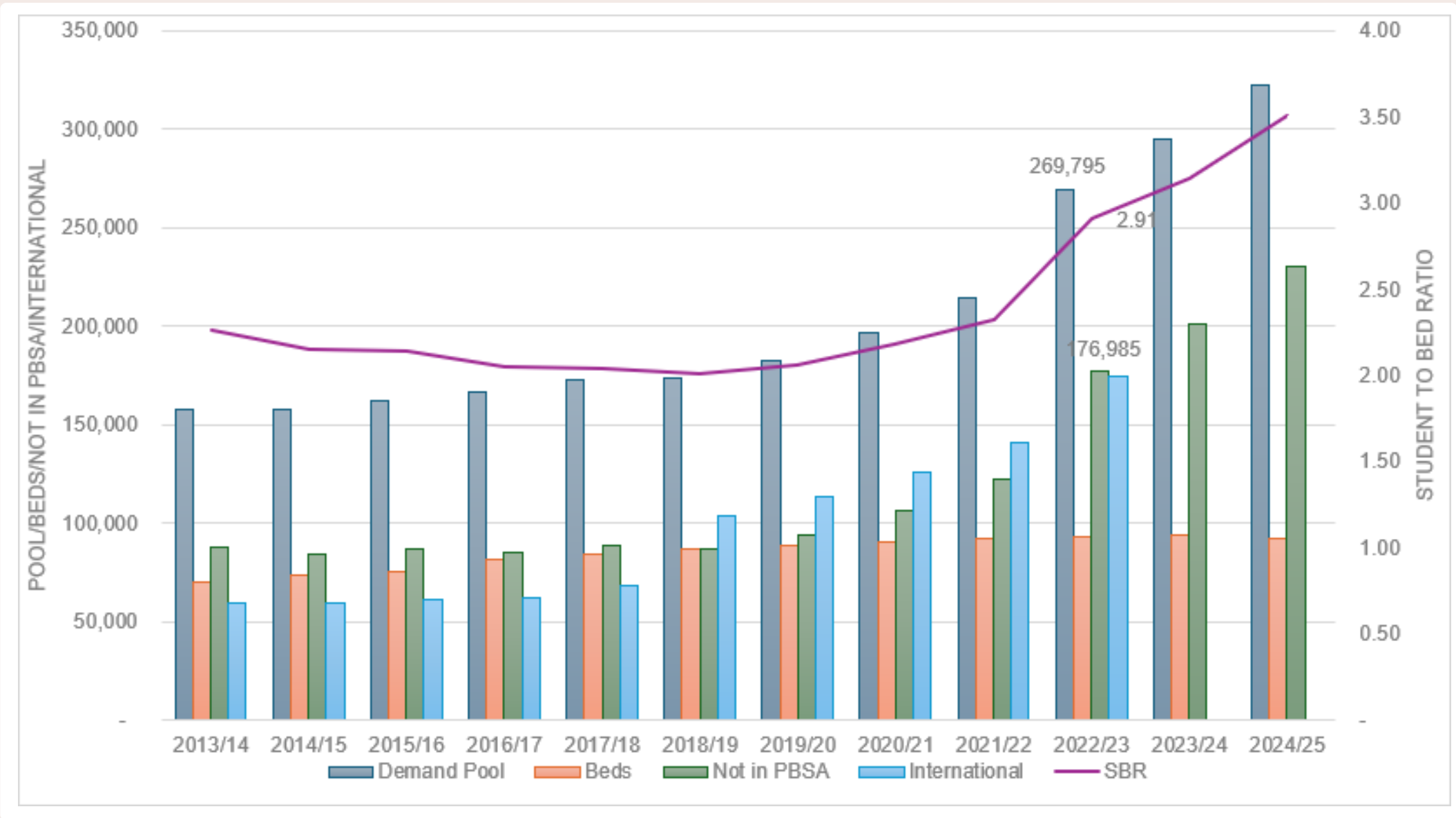
Transforming the existing closed-off site into a new building that activates the High Street and creates a more inviting environment.

Professionally Managed Student Accommodation

Why Student Accommodation?

London has the country’s highest demands for Purpose Built Student Accommodation (PBSA), with a 54% increase in the number of full-time students studying in the capital since 2017.

The London Plan sets a target to deliver 3,500 PBSA beds annually, yet this ambition has not been met in any year since 2017/18. Over this period, the student population has grown by 115,420, while the net increase in PBSA beds has been just 8,307.



Student Management Plan

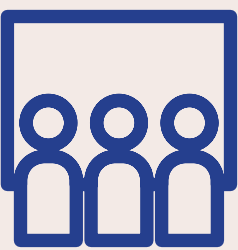
Dominus makes the following seven commitments for its student accommodation, to be secured under a Student Management Plan:



Professional Management
The building will be managed in accordance with the Accreditation network UK/Unipol National Code of Standards.



Community Liaison Pack
A pack will be distributed across the local area prior to the start of each Academic Year, providing information about the operation and arrangements of the accommodation.



Community Liaison Officer (CLO)
A named CLO will be in place at all times from the date the building opens as the principal contact for the local community. Their details will be provided to the local community.



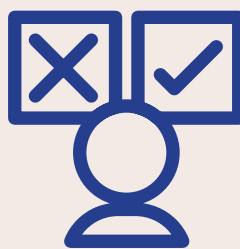
Community Liaison Group (CLG)
The CLO will coordinate and operate a CLG as a managed process to enable members of the local community to discuss any management matters.



Student Wellbeing
All external and internal shared spaces within the building will be available to all residents. A named Students Liaison Officer will be in place at all times from the opening of the building, acting as the primary point of contact for students in terms of their health and well being and regarding any concerns and their living experience.



Tenancy Agreement and Welcome Pack
A Tenancy Agreement will be signed by students before moving into the building, and students will be issued with a Welcome Pack summarising this and key information, including access to healthcare services.



Student Behaviour
The Tenancy Agreement and Welcome Pack will provide a Code of Conduct which will set out the expectations of students, including a “three strikes and-out” procedure.

The shared parts of the building will provide a variety of high-quality areas for:

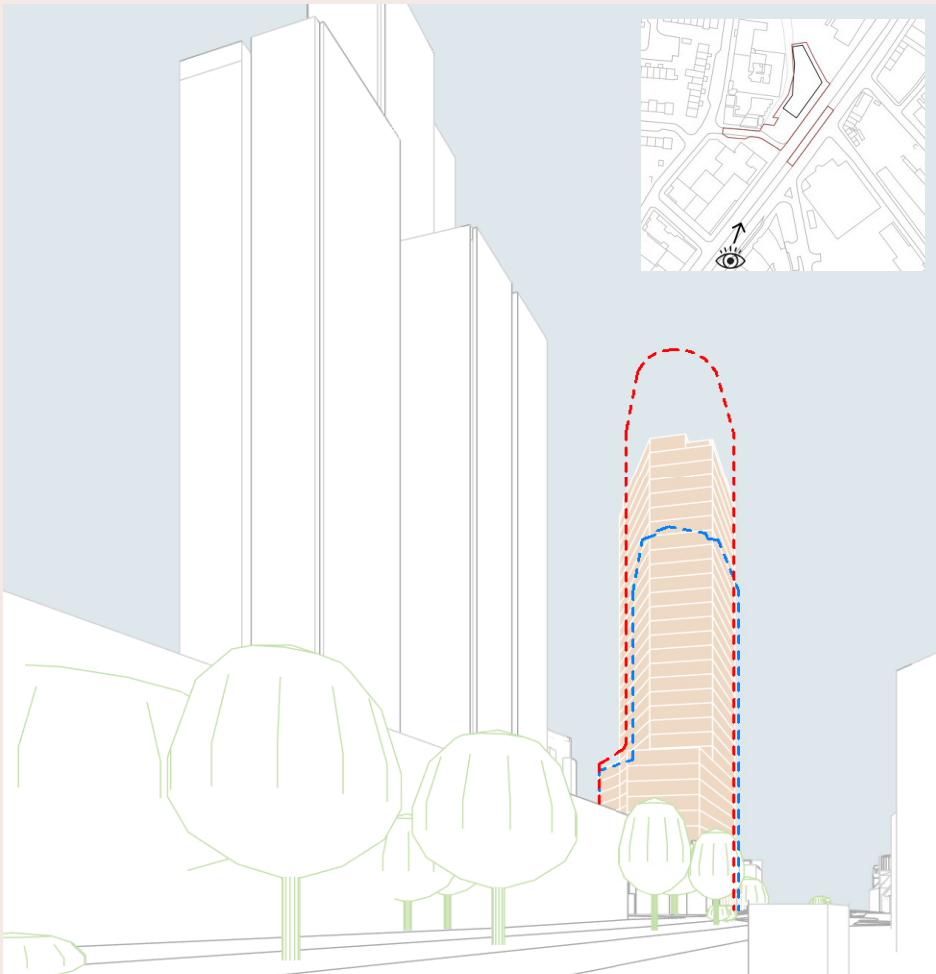
- > **Study** – large (co-working style) casual study lounges, dedicated quiet study rooms and fully equipped group study rooms
- > **Community** – flexible social spaces for events, TV lounges and private dining rooms
- > **Wellbeing** – all spaces will be designed with resident wellbeing in mind and will include dedicated resident wellness spaces like a gym and yoga room
- > **Functional** – ample dedicated space for laundry, parcel storage, bike storage and other functional facilities

Our Proposals

Site Layout



Townscape Views



View along Stratford High Street



View along Cam Road

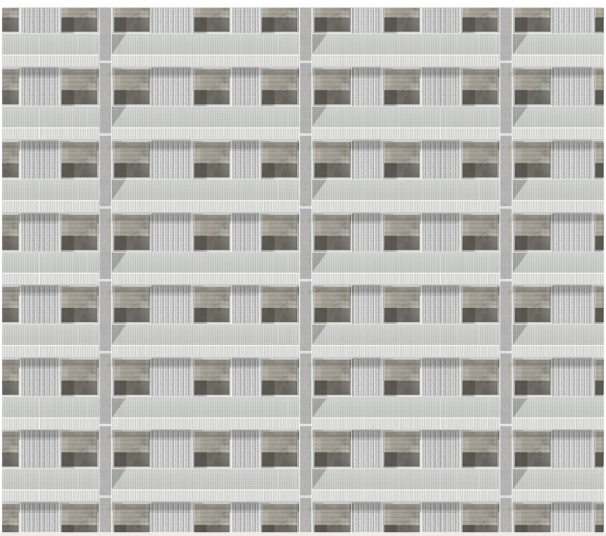
Architectural Expression



Plinth Elevation



Crown Bay Study



Bay Study



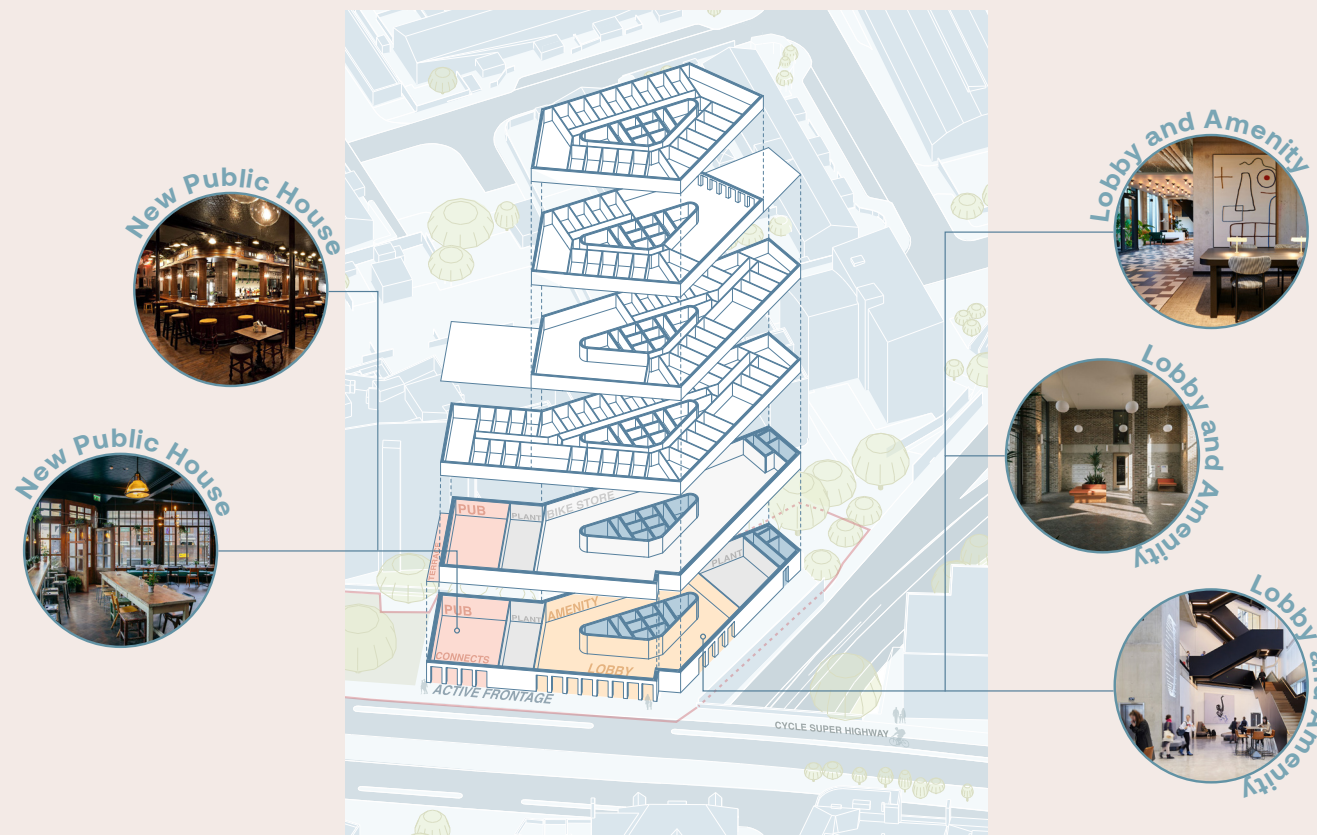
Illustrative sketch along Stratford High Street



Illustrative sketch

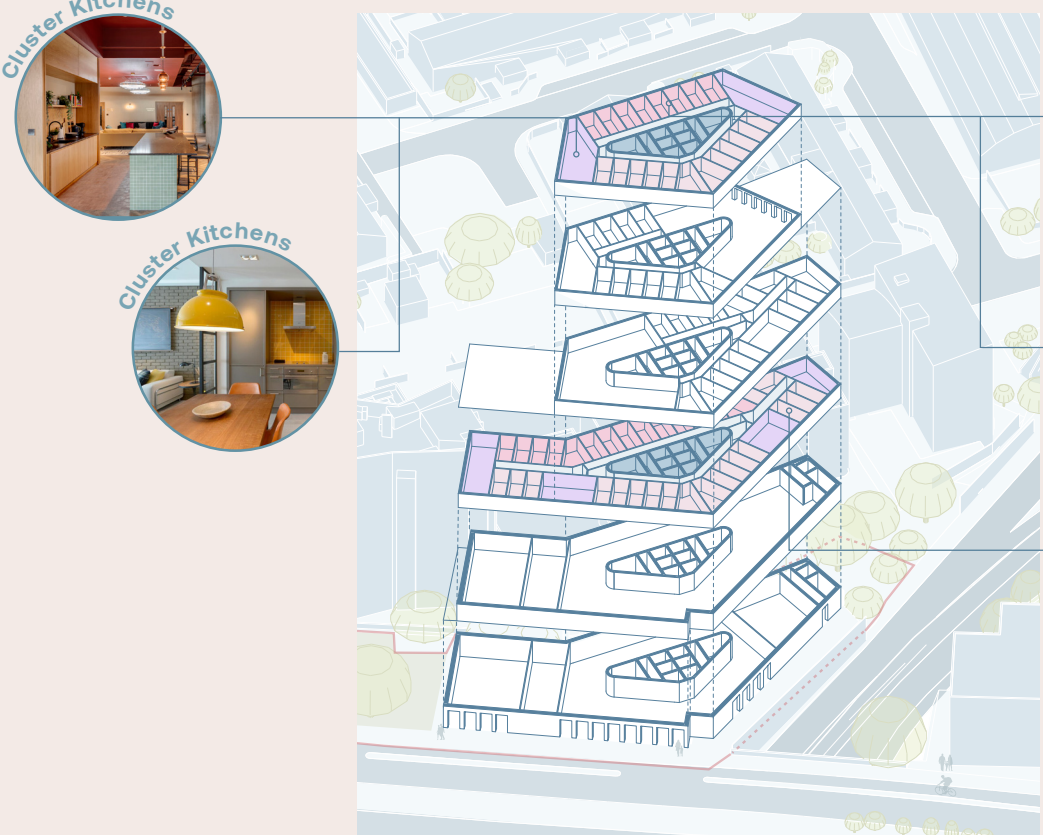
Building Configuration

Ground and First Floors



- KEY
- Public Amenity
 - Student Amenity

A Mix of Studio and Cluster Accommodation



- KEY
- Cluster Amenity

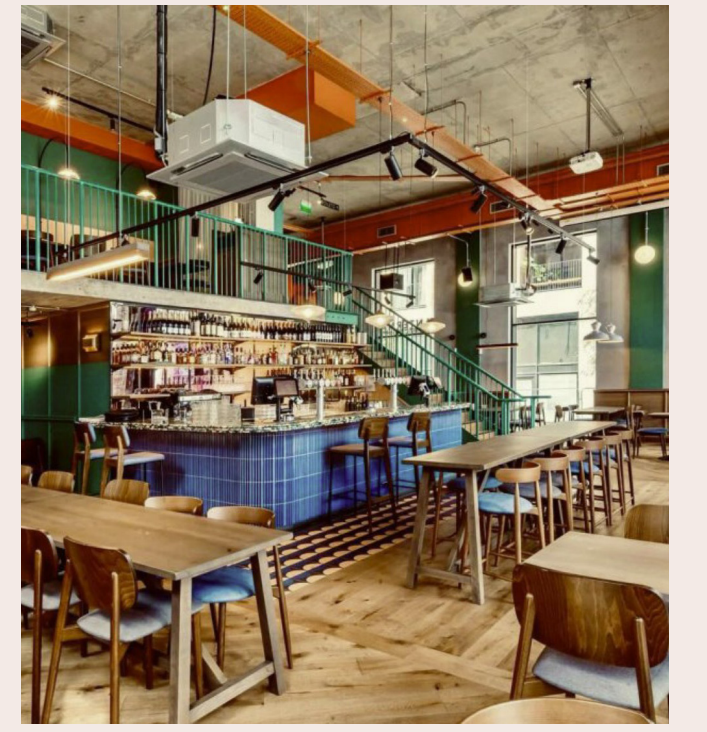
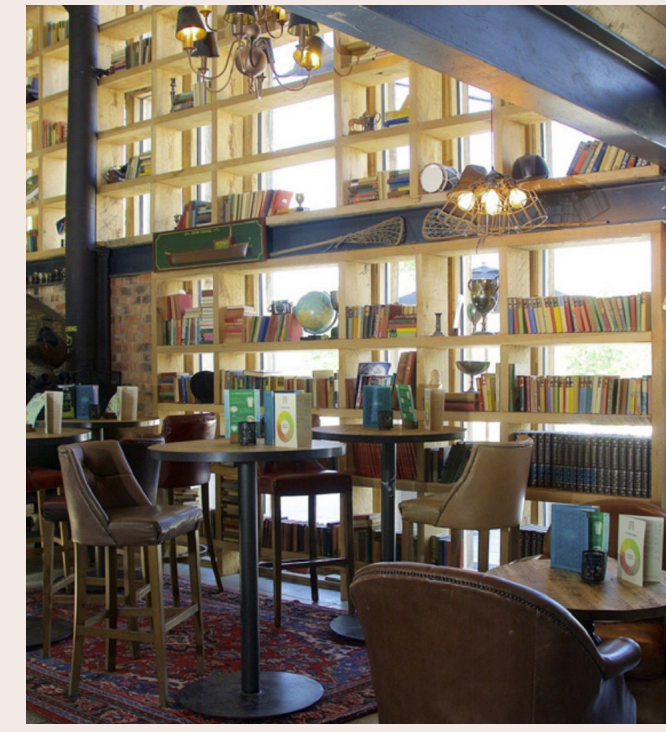
Amenity Spaces



- KEY
- Cluster Amenity
 - Student Amenity
 - External Amenity

The Public House

- Pubs have been at the heart of communities for centuries.
- Our proposals retain the commitment to provide a new pub offering an inviting space for people to meet, socialise and connect.
- The pub will span two floors and have dedicated external space, activating a key public space where Lett Road and Stratford High Street meet.
- Dominus are working with placemaking consultants Augarde and Partners on a strategy to maximise the potential of the new pub.

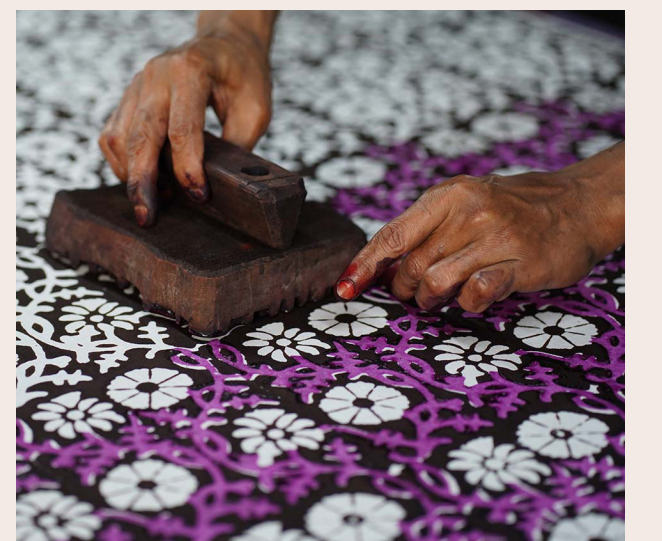


Landscaping & New Public Spaces

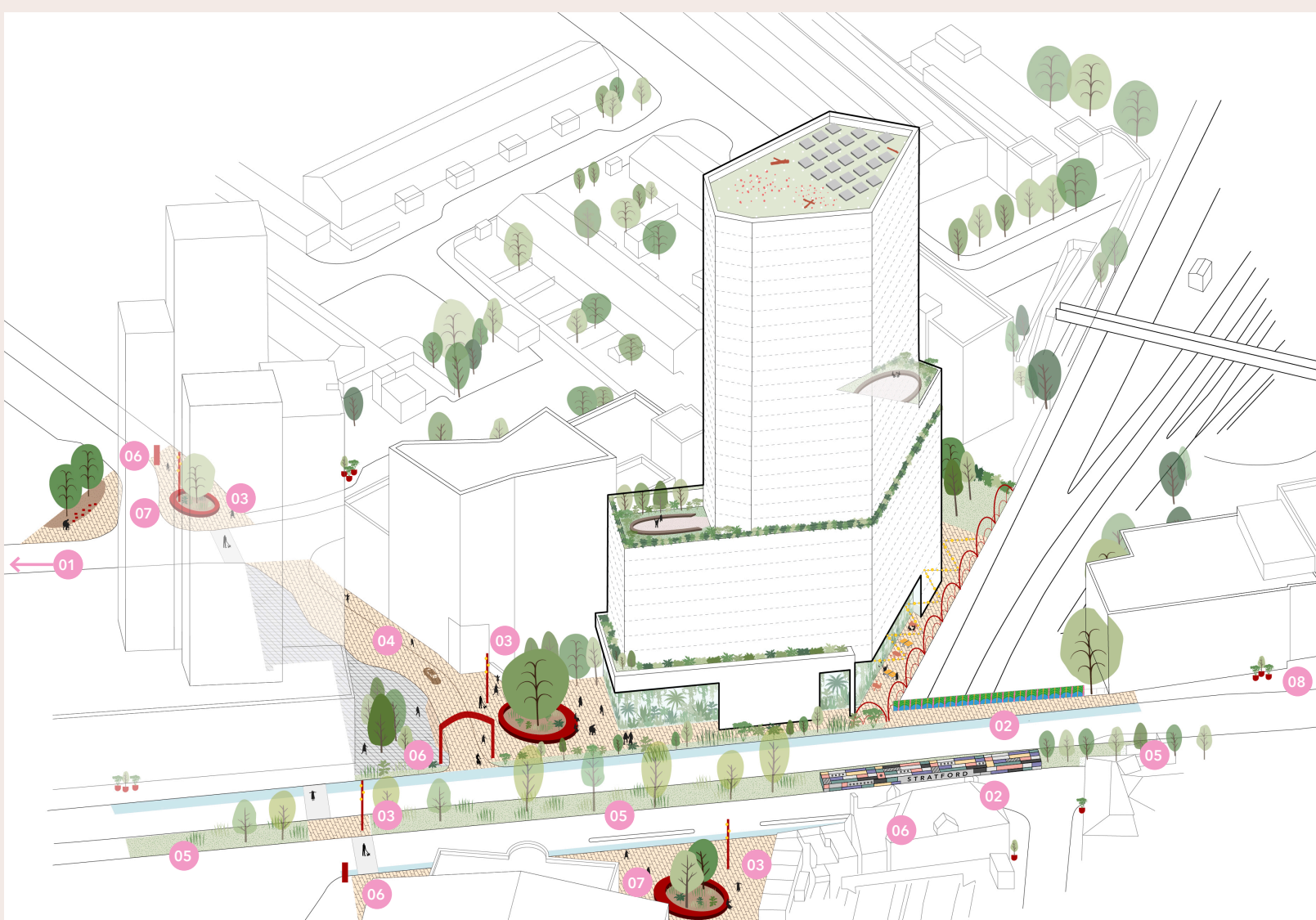
– Landscaping Plan



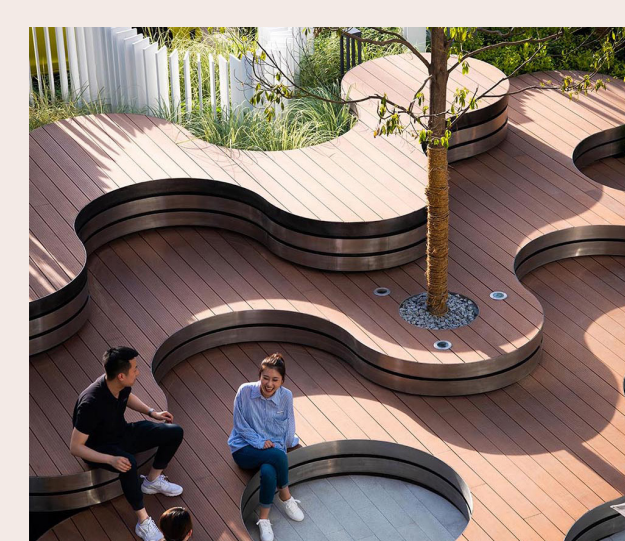
1. Crafted timber & steel bench
2. Tapestry paving
3. Paved entrance carriageway and signage
4. Art overlay
5. Rain garden adjacent cycle lane
6. Architectural screening offset from pump station and utilities
7. External bin storage on raised platform
8. Channelsea River renaturalising interventions - habitat creation
9. Cantilevered platform along facade
10. Step access to Channelsea River
11. Active lane to cycle store
12. Median strip tree and understorey planting
13. Supergraphic to bridge median
14. Burford Road Raised planter



– Focus Areas & potential improvements



1. Lett Road Improvements
2. Pub plaza
3. Channelsea river naturalising
4. Crafted timber / steel bench wrapping the Indian Beam tree
5. Gateway signage / sculptural marker
6. Enhanced Median planting and trees. Mural to bridge median.
7. Widened Stratford High Street footpath
8. Active social lane - seating and student games zone.
9. Green screening along rail line fence within freestanding planters
10. Burford Road junction improvements.
11. Enhanced street lighting
12. External temporary bin storage and green screening offset from pumping station
13. Level 10 Terrace
14. Level 12 Terrace
15. Biodiverse roof



Thank You

Thank you for attending our public exhibition

We hope that you found the information on display useful. If you have any questions, please speak to a member of the team.

Provide your feedback

Provide your feedback on the information that you have seen today by either filling out one of the feedback forms provided or filling out the feedback form on our website.

www.302-312StratfordHighStreet.co.uk



Next steps

Following our public consultation, we hope to submit a planning application to Newham this summer, and we hope to have a decision on the application later this year:

- Summer 2025 – New application submitted to Newham Council
- Late 2025 – Application decided by Newham's Strategic Development Committee
- Q3 2026 – Construction works start on site
- September 2030 – Works completed and building operational for 2030/31 Academic Year

Contact

If you have any questions or would like to speak to a member of the team, please get in touch with the team using the details below:



StratfordHighStreet@ThisIsLCA.com



302-312StratfordHighStreet.co.uk

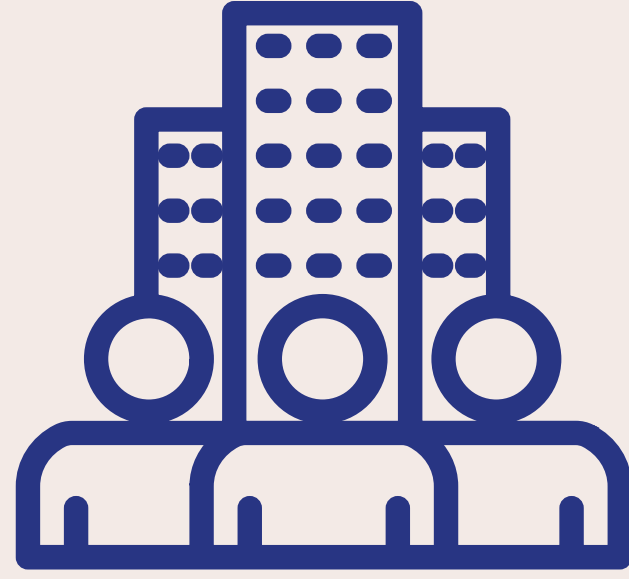


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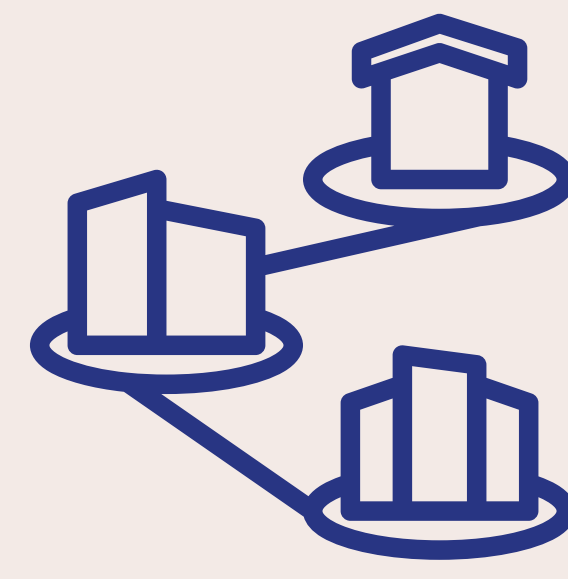
Scheme Benefits



A new building of exemplary design quality which targets BREEAM Excellent



Architecture and townscape that responds and contributes positively to the local context



Retaining our commitment to provide a new pub offering an inviting space for people to meet, socialise and connect



The provision of 692 much needed high-quality, professionally managed, purpose-built student homes



Creating a new public space with approximately 1,300 sqm of landscaping enhancements which will significantly improve the pedestrian experience



Active frontages creating a more inviting environment along Stratford High Street



35% of the student homes provided at affordable, capped-rent levels