Modular Manufactured Housing

HTA Design

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HTA Design

HTA Design is an interdisciplinary practice renowned for designing some of the most influential housing projects and best places to live in the UK and internationally.

With around 250 professionals working across architecture, planning, masterplanning, landscape design, sustainability and building physics, interior design, wayfinding, and communications and engagement, HTA has been at the forefront of housing innovation and sustainability for over 50 years.

We work from studios in London, Bristol, Edinburgh, Manchester, Nottingham and Sydney.

HTA has been recognised as a leading employer, winning AJ100 Employer of the Year in 2018, 2022, 2023, and 2024, and AJ100 Practice of the Year in 2025. As a certified B Corporation, the practice demonstrates long-term commitment to maintaining high standards of social and environmental performance, accountability and transparency.

Factory Made Homes

We are experts in modern methods of construction (MMC). We specialise in harnessing factory-based production to create better performing buildings that can be delivered more quickly, cost effectively, and sustainably.

We steward projects through their full lifecycle from feasibility and site acquisition to completion and feedback. We apply in-depth knowledge of the manufacturing process and technical performance to ensure that the benefits of MMC and the priorities of our clients are fully realised.

Since 2001, HTA has installed over 10,000 modules and delivered over 5,000 modular homes. Through ongoing collaboration with our manufacturing clients, we drive improvements in the design of every new project we undertake, resulting in reduced costs and improved profitability through greater efficiency.

We have authored influential publications on MMC and supported in delivering the Government's Industrial Strategy to increase performance and efficiency in the building industry.

We invite you to get in touch if you'd like to hear more about the benefits of MMC, visit a completed modular building, or discuss how offsite construction can enable you to deliver better, more sustainable homes.

Further reading:

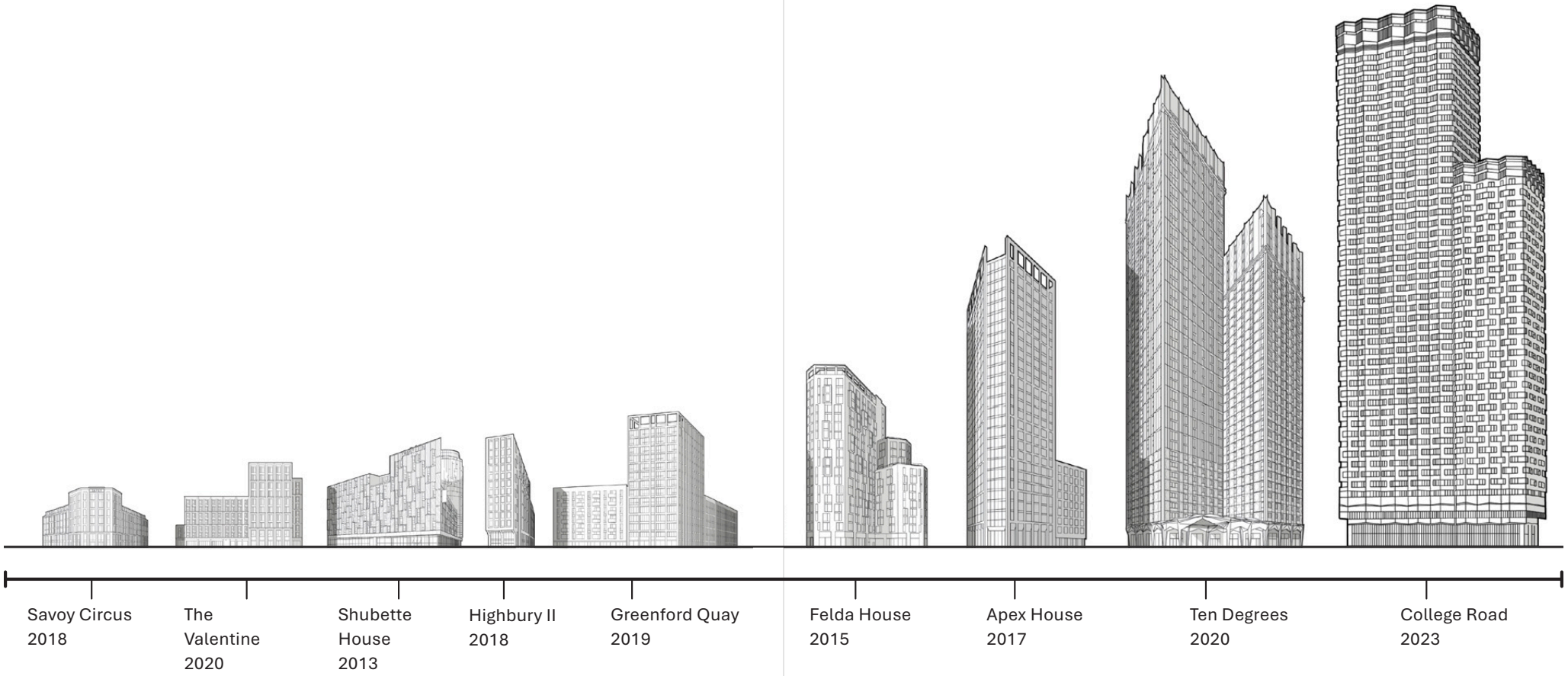
The Modular Housing Handbook

by HTA Design's Simon Bayliss, Managing Partner, and Rory Bergin, Partner, Sustainability and Building Physics

Build Homes, Build Jobs, Build Innovation

by Mike De'Ath, Partner, HTA Design, and Mark Farmer, UK Government Advisor on MMC

A Decade of Modular Progress



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Modular Manufactured Housing

Projects

Build to Rent

Ten Degrees

Croydon

Location:	**Modules:**
London Borough of Croydon	1,400
Accommodation:	**Completed:**
546 homes	2020
Client:	**Delivery:**
Tide	26 months
Manufacturer:	**Operator:**
Vision	Greystar

Ten Degrees, designed for Tide and Vision, occupies a prominent site directly opposite East Croydon Station that had remained vacant for many years. The development comprises two connected towers, rising 44 and 38 storeys, to deliver 546 new homes constructed from approximately 1,400 prefabricated modules. Residents enjoy a range of shared amenities, including gyms, lounges, and private dining or event spaces.

The ground floor offers a large public realm, featuring an incubator hub for businesses, a café and a restaurant. A winter garden creates a welcoming civic space that marks the building's entrance and serves as a gateway to Croydon's emerging cultural quarter.

Architecturally, double-height bays clad in glazed terracotta lend a vertical emphasis to the taller tower, while the connecting tower features diamond-shaped panels inspired by mid-century modern design. These elements create a striking and distinctive façade, enhanced by the interplay of light and shadow.

Constructed in just 26 months, upon completion, Ten Degrees held the title of the tallest modular building in the world, showcasing the efficiency and potential of modular construction.

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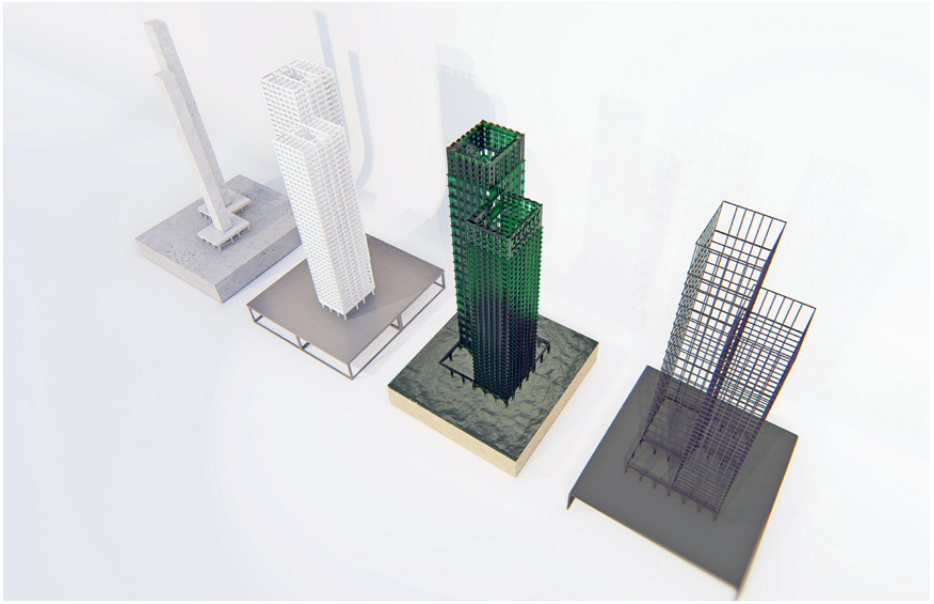

Build to Rent: Ten Degrees

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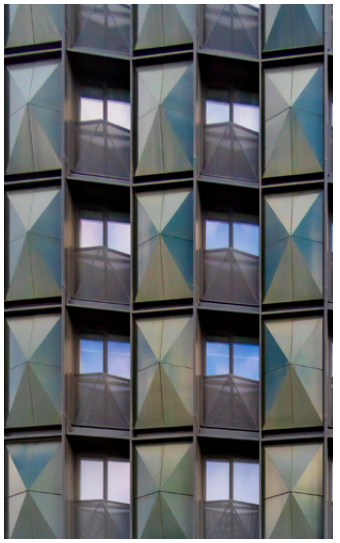

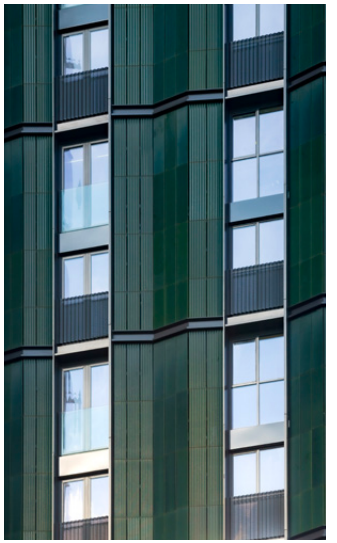

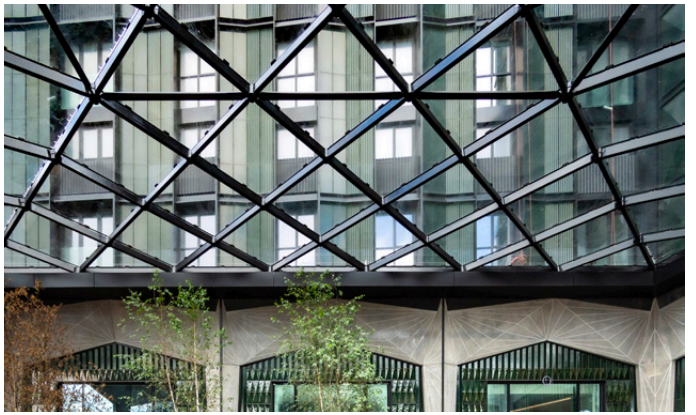

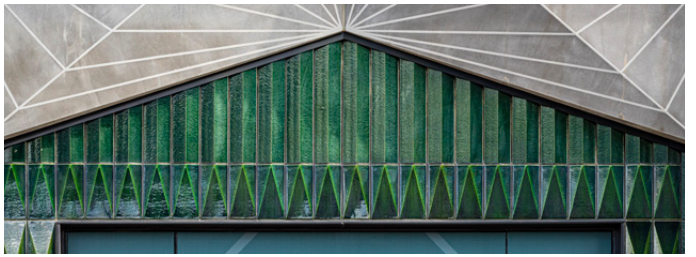

Build to Rent: Ten Degrees

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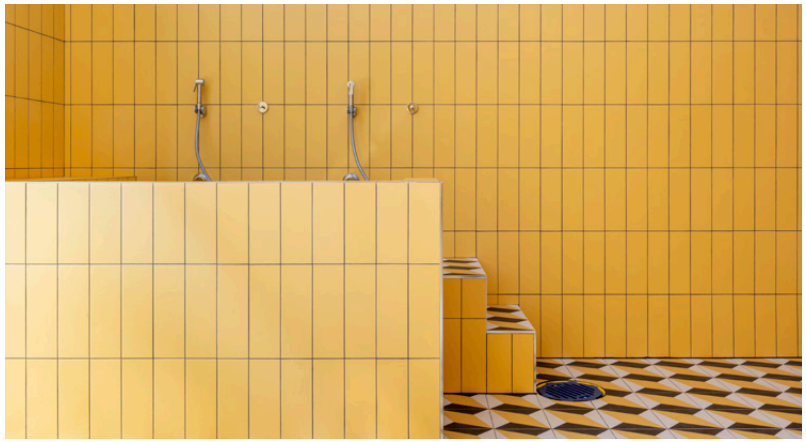

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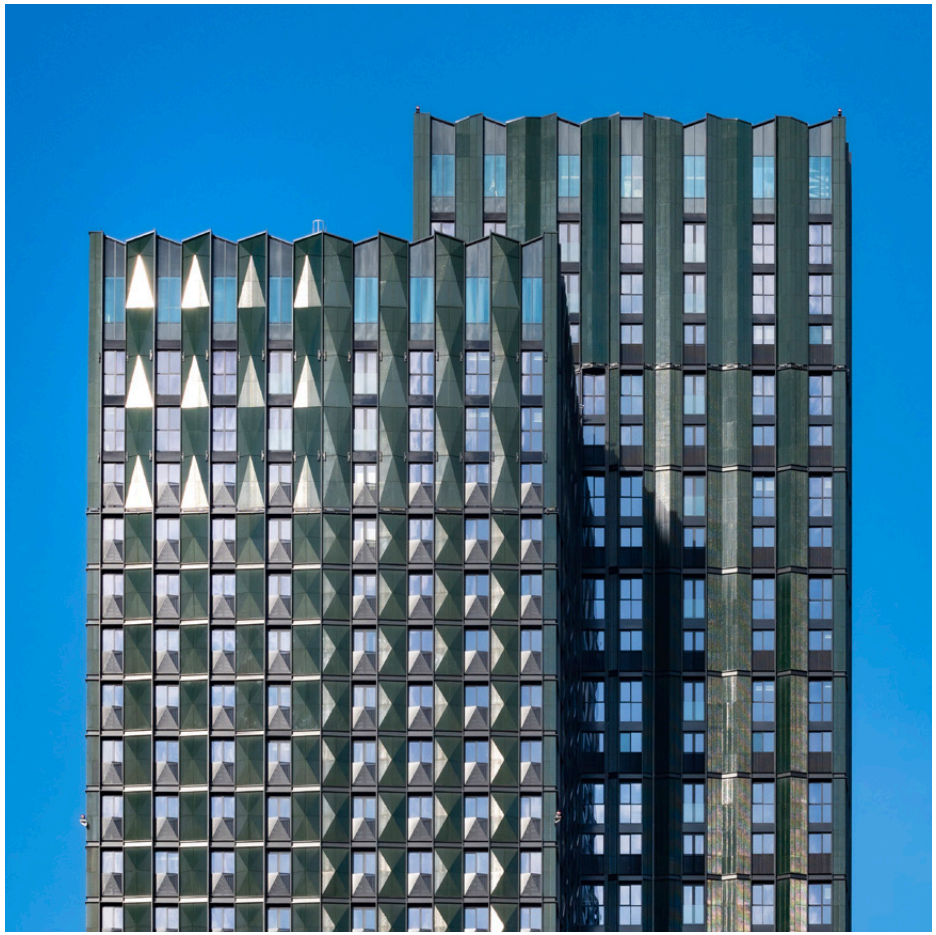
Build to Rent: Ten Degrees



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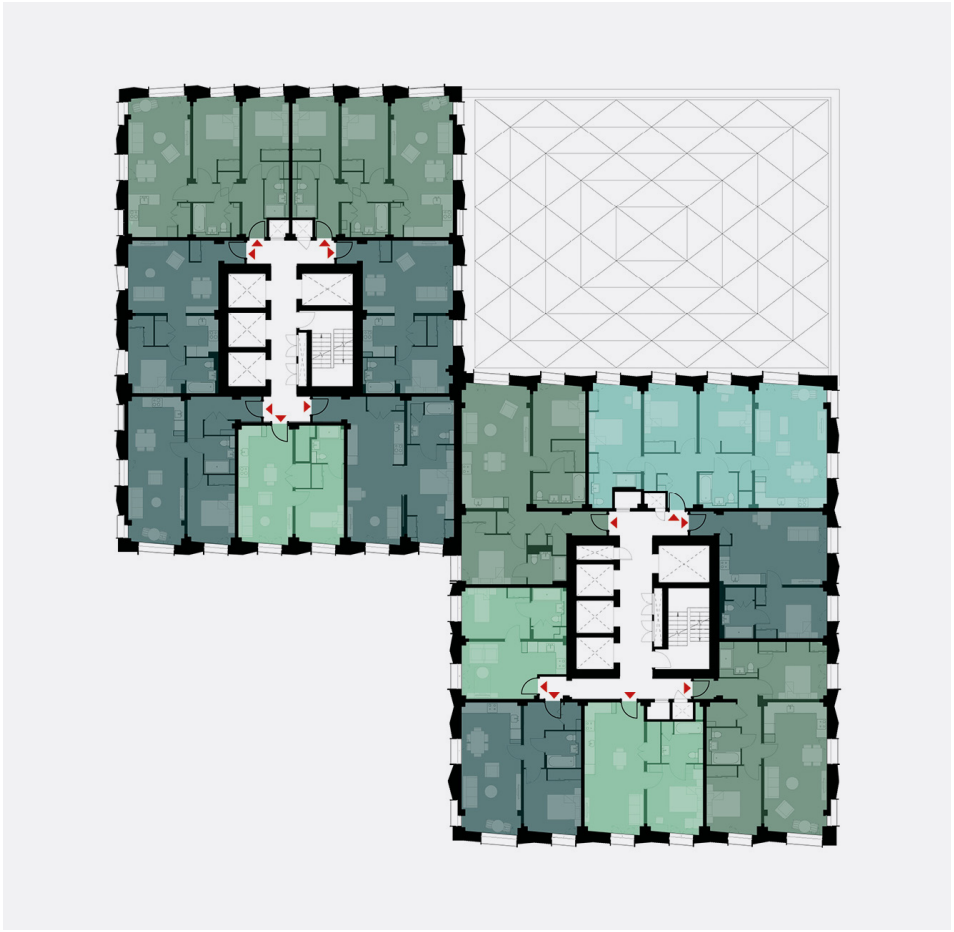
Typical Floor (80% Efficiency)

1 Bed Studio
42.3 sqm/455 sqft
97 homes (18%)

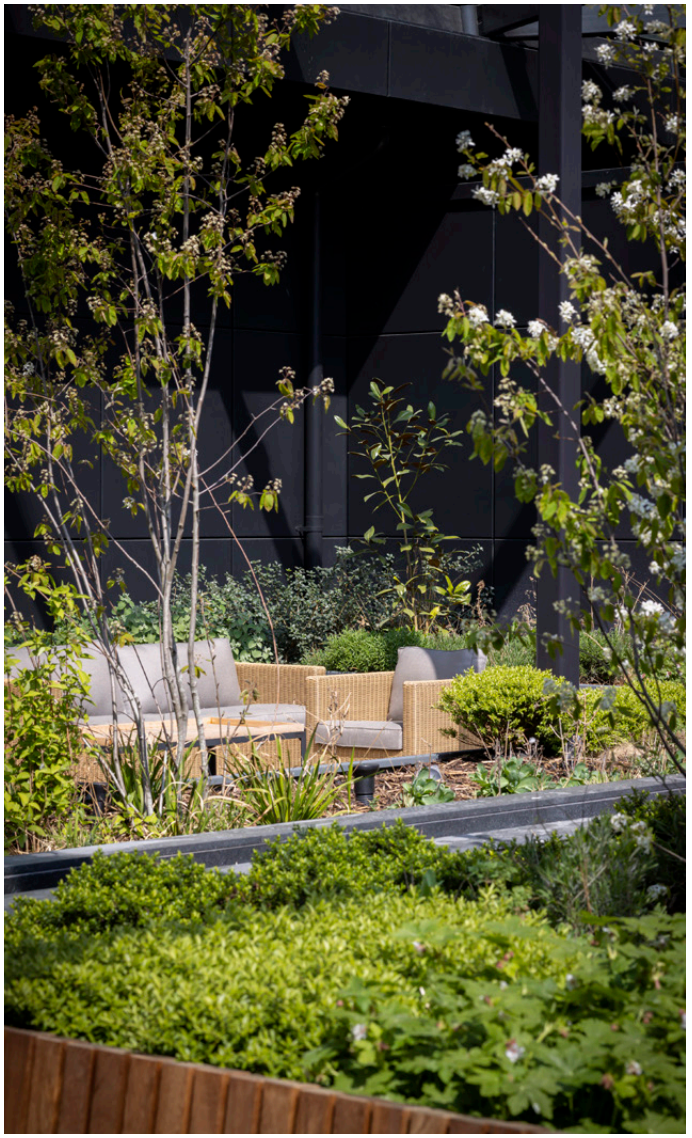
2 Bed Flat
80.1 sqm/863 sqft
164 homes (30%)

1 Bed Flat
52.8 sqm/568 sqft
247 homes (45%)

3 Bed Flat
100.3 sqm/1080 sqft
38 homes (7%)



Build to Rent: Ten Degrees



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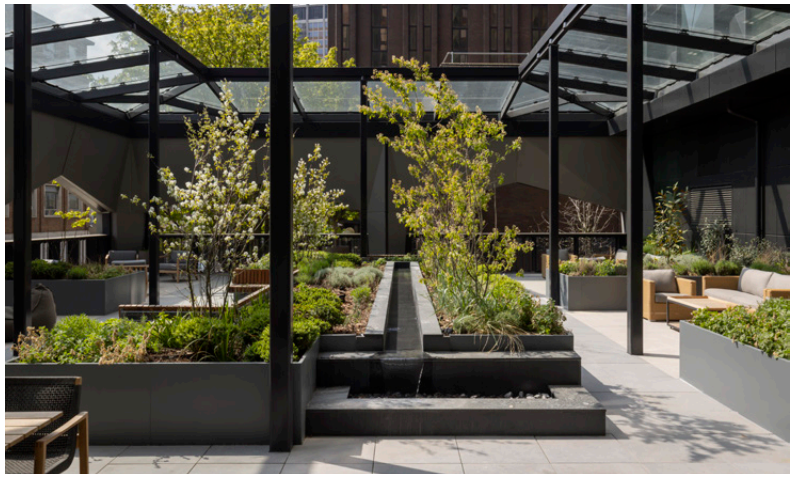

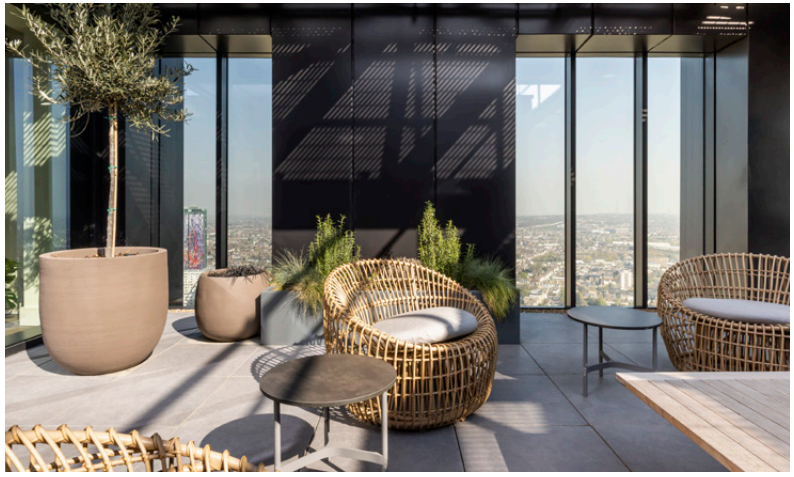

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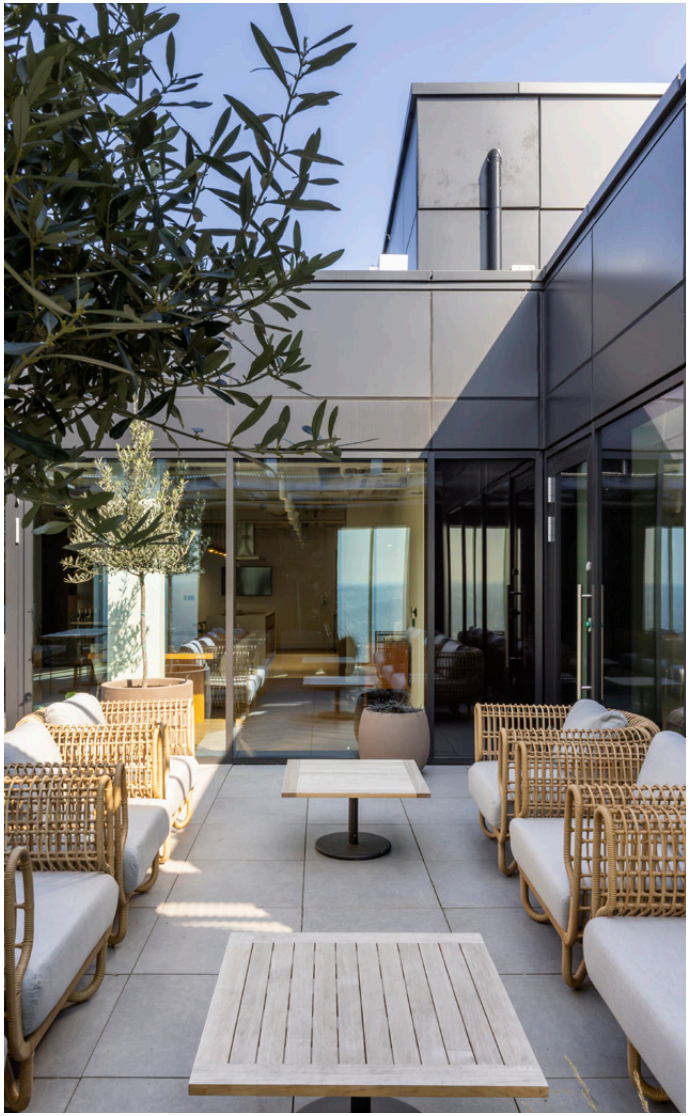

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Build to Rent: Ten Degrees

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Build to Rent: Ten Degrees

Greenford Quay

Masterplan

Location:	**Modules:**
London Borough of Ealing	4,000+
Accommodation:	**Completed:**
2,118 homes	2032
Client and Operator:	**Delivery:**
Greystar	est. 69 months
Developer:	**Manufacturer:**
Tide	Vision

Greenford Quay is an exemplar for modern cities and is on course to deliver 2118 homes along with commercial and community spaces, remediating a piece of derelict industrial land and breathing new life into a previously inaccessible stretch of the Grand Union Canal.

This new neighbourhood restores connections to and from the site, with a new pedestrian footbridge over the canal, providing 190,000 sqft of commercial and retail space, including new shops, restaurants and workspaces.

The scheme provides 27 hectares of enhanced public realm. A new public plaza with dancing fountains supports the cultural life of the development, drawing people to its centre and serving as a refreshing playspace for the hot summer months. A nature-rich landscape and a new amphitheatre fronting the restored canal banks, are already popular with residents and visitors alike.

The revitalised public realm benefits the health and wellbeing of residents and plays an integral role in the wider regeneration of Ealing. By inviting the public back into the area, the development reconnects the Greenford community to the canal. Former routes across the site have been re-established and a historic link to central London has been reopened to cyclists and pedestrians.

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Build to Rent: Greenford Quay Masterplan

Tillermans

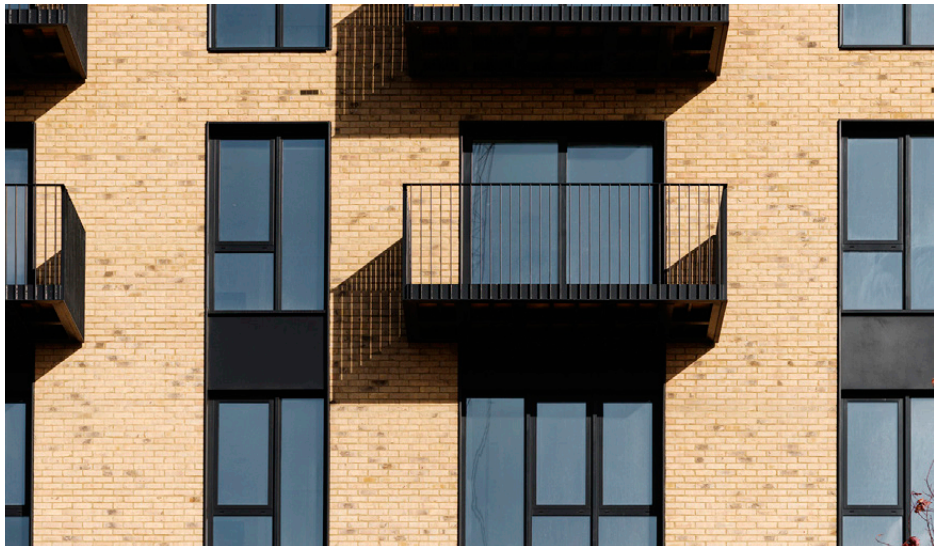
Greenford Quay

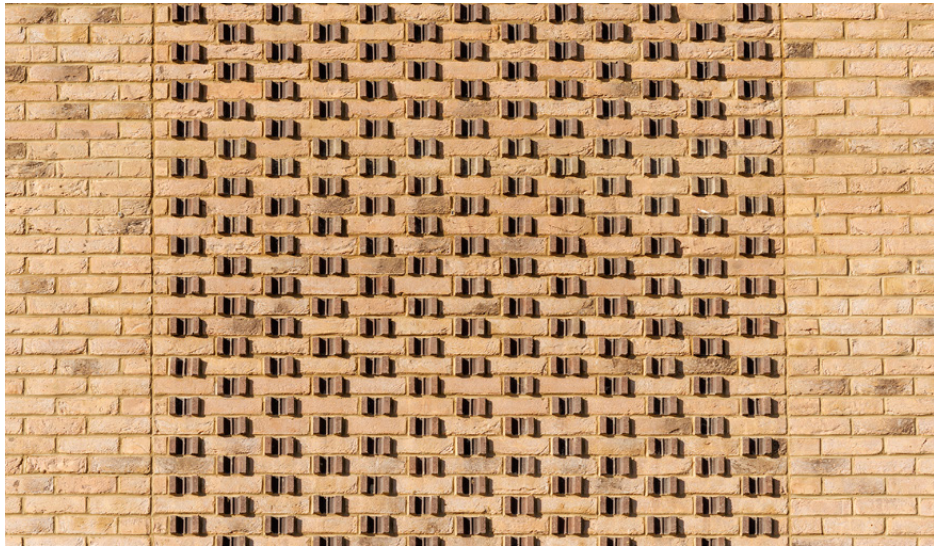
Location:	Modules:
London Borough of Ealing	1,186
Accommodation:	**Completed:**
379 homes	2020
Client and Operator:	**Delivery:**
Greystar	18 months
Developer:	**Manufacturer:**
Tide	Vision

Tillermans is the first block delivered within the Greenford Quay masterplan, designed as a bespoke Build to Rent development comprising 379 apartments and extensive resident amenities. The 14 storey building features a double height glazed lobby, serving as a prominent landmark along the Grand Union Canal.

The façade is defined by a simple, enduring aesthetic, combining buff brickwork with black metal cladding. This restrained material palette reflects the building's efficient internal layout while creating visual interest through contrasting textures and brick patterns that divide the 110 metre façade into distinct sections. Originally conceived with a reinforced concrete frame, the design was revised at Stage 3 to adopt modular construction, achieving greater efficiency and sustainability with minimal adjustments.

The ground floor activates the public realm with restaurants, cafés, and co-working spaces. The rooftop features enhanced glazing and generous ceiling heights. This space includes a roof garden and premium amenities such as a lounge, games room, gym, and communal kitchen, seamlessly continuing the high-quality materials of the lower levels for a cohesive and inviting design.





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Build to Rent: Tillermans

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Build to Rent: Tillermans

Lyons Dock

Greenford Quay

Location:	**Modules:**
London Borough of Ealing	739
Accommodation:	**Completed:**
251 homes	2022
Client and Operator:	**Delivery:**
Greystar	16 months
Developer:	**Manufacturer:**
Tide	Vision

Lyon's Dock is the third building completed within HTA's Greenford Quay masterplan. Delivered in collaboration with Tide, the project utilised offsite volumetric construction and included an interior design package for the amenity and communal spaces.

The building features 251 apartments complemented by generous resident amenities. Two communal podiums and a high-level roof terrace provide green spaces for outdoor socialising, while thoughtfully designed interiors, featuring warm timber linings, create a welcoming atmosphere in both amenity areas and apartments.

The project benefited from a phased handover, enabling early rentals as sections were completed. The efficiency of volumetric construction minimised disruption for residents and allowed practical completion 12 months ahead of schedule.

This project highlights HTA's multidisciplinary expertise, showcasing how innovative construction methods can deliver excellence.

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Build to Rent: Lyons Dock

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Build to Rent: Lyons Dock

The Glassworks

Greenford Quay

Location:	**Modules:**
London Borough of Ealing	1,075
Accommodation:	**Completed:**
354 homes	2024
Client:	**Delivery:**
Greystar	17 months
Manufacturer:	**Operator:**
Vision	Greystar

The Glassworks is the latest addition to the Greenford Quay development, blending industrial heritage with contemporary design. Drawing from the site's rich legacy, once home to the Glaxo House, it honours its industrial and art deco roots. The design channels the grandeur of 1930s industrial architecture, with a striking facade featuring traditional brick detailing and a fourteen storey tower clad in gold coloured aluminium.

The building offers 354 meticulously designed volumetric homes for rent, complemented by shared amenities including lounges, meeting rooms, a pet spa, co-working spaces, and podium gardens. Its rooftop provides a panoramic terrace, gym, yoga studio, podcast room, club lounges, and private dining / event spaces. Adjacent outdoor areas are landscaped to create tranquil retreats.

The scheme reconnects the community with a new bridge spanning the canal and a stone amphitheatre overlooking the water, serving as a focal point for a dynamic public events program that fosters belonging and connectivity.

The Glassworks exemplifies architectural innovation and urban regeneration, delivering distinctive design, thoughtful amenities, and meaningful community integration.

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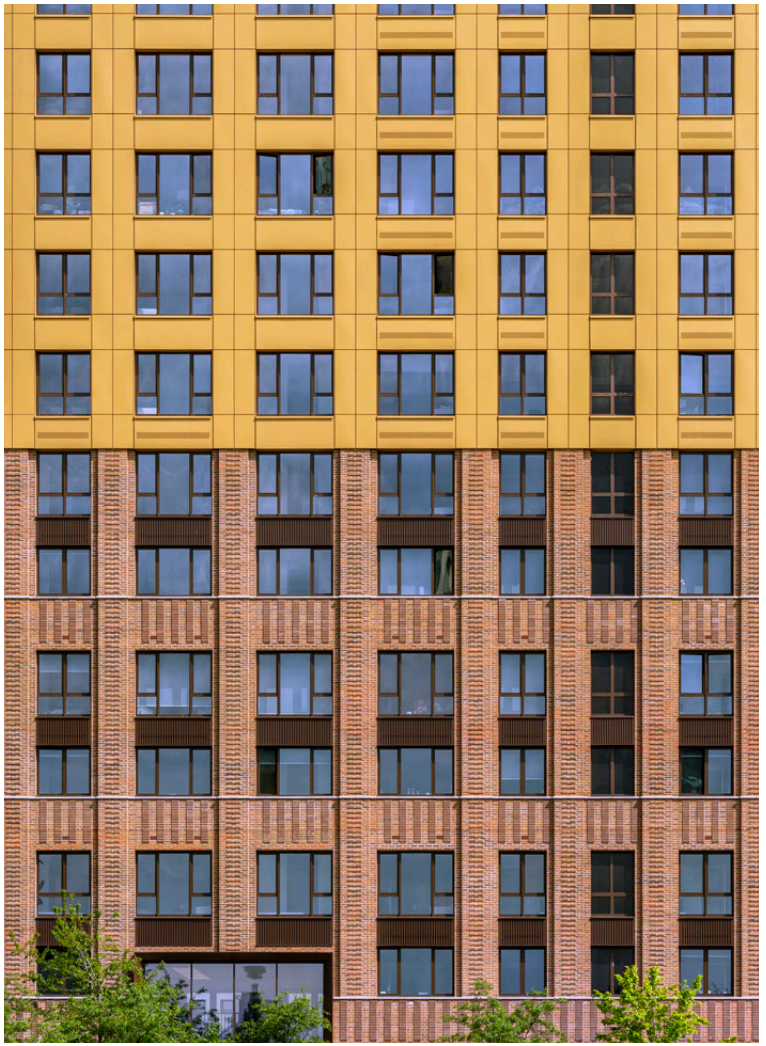

Build to Rent: The Glassworks

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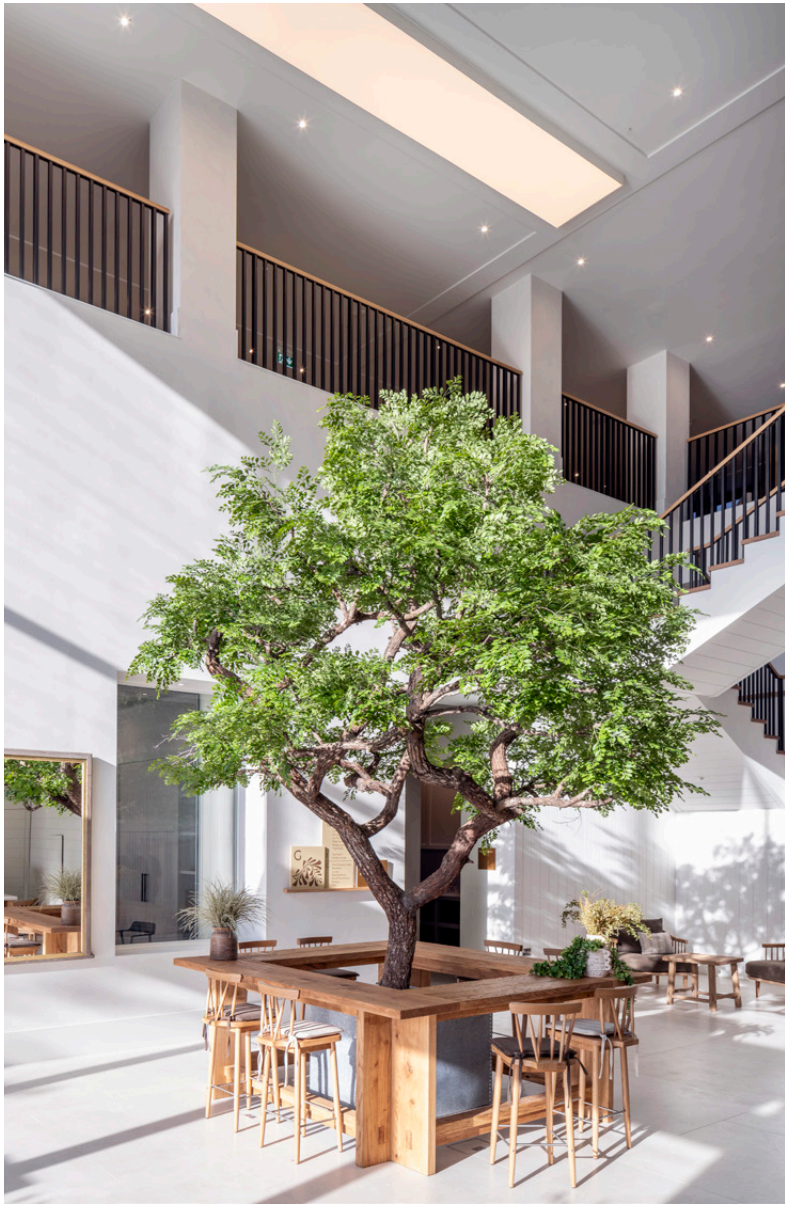

Build to Rent: The Glassworks

Union Wharf

Greenwich

Location:	Modules:
Royal Borough of Greenwich	653
Accommodation:	**Completed:**
249 homes	2019
Client:	**Delivery:**
Essential Living	31 months
Manufacturer:	**Operator:**
Elements Europe	Essential Living

Union Wharf is a Build to Rent scheme for Essential Living that delivers 249 homes across two buildings, with the tallest reaching 23 storeys and featuring extensive shared amenities. Initially designed by Assael Architecture to the detailed planning stage, HTA joined the project to facilitate its delivery using modular construction, manufactured by Elements Europe at their Telford factory.

Union Wharf was a milestone for Elements Europe, pushing the boundaries of modular construction to greater heights and pioneering the adoption of Building Information Modelling (BIM) across the entire design team.

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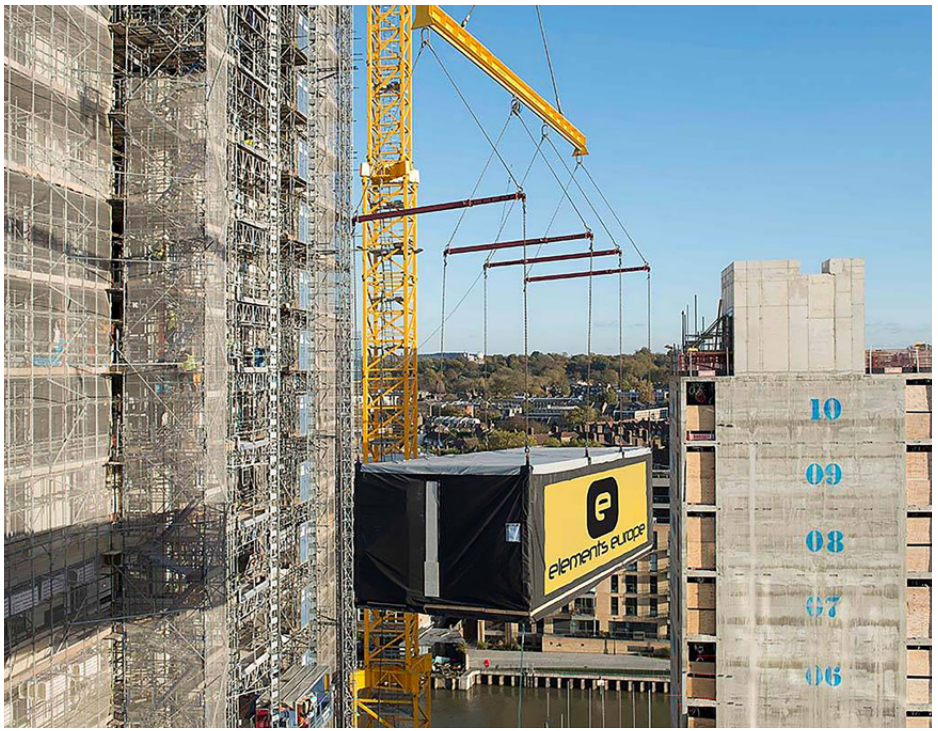

Build to Rent: Union Wharf

One Lansdowne

Croydon

Location:	**Modules:**
London Borough of Croydon	2,240
Accommodation:	**Completing:**
783 homes	2029
Client:	**Delivery:**
Tide	est. 12 months
Manufacturer:	**Operator:**
Vision	Greystar

At One Lansdowne HTA proposes a new landmark development for Greystar that sits at the junction of two of Croydon's most prominent streets, Lansdowne Road and Wellesley Road.

The two-tower scheme will act as a marker between East and West Croydon stations to deliver a busy mixed use, residential led build to rent development, including resident amenities alongside community spaces, retail and co-working that supports and develops the existing community.

Proposals for the heart of the scheme contain a generous area of civic public realm, unlike that found elsewhere in Croydon, which will enhance the streetscape, provide amenity for the local community, and deliver connections through the site to help connect the city centre.

This is a key concept contained in the local Council's Opportunity Area Planning Framework and opens the possibility for wider development of the public realm through connections into Apollo House and Canterbury House adjacent. Additionally, One Lansdowne will be the driving force to form the new North/South pedestrian route desired by the council.

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Build to Rent: One Lansdowne

4 Portal Way

Ealing

Location:	Modules:
London Borough of Ealing	2,000+
Accommodation:	**Completing:**
679 homes & 84 hotel rooms	2030
Client:	**Delivery:**
Tide	est. 36 months
Manufacturer:	**Operator:**
Vision	Scape

4 Portal Way is a mixed use development in North Acton, delivering 679 build to rent homes, 84 hotel rooms, and ground floor commercial space in a well connected and growing part of west London, close to North Acton station.

Originally designed by Apt, the scheme is now led by modular experts HTA Design with revisions responding to updated fire safety regulations, technical requirements, and the use of the Vision Volumetric System.

The project comprises two residential towers of 44 and 59 storeys, the latter set to become the world's tallest modular building. The two towers are linked at Level 2 by a unifying canopy, with contrasting orientations and a 14 storey height difference that establishes a strong visual dialogue between the buildings.

Residents will benefit from roof terraces and enhanced outdoor amenity, improving both living quality and street level experience.

A key focus of the development is transforming the existing car-dominated space into a thoughtfully designed, pedestrian friendly public realm.

Sydney Olympic Park

Sydney

Location:	Client:
Sydney Olympic Park	Freecity
Accommodation:	**Building heights:**
Build to Rent, Co-living and PBSA	60+ storeys
Number of homes:	**Modules:**
2,000+ homes	5,000+

Two and half decades after the Sydney Olympics, the Sydney Olympic Park Authority has developed a new masterplan for 2050. This plan aims to transform the Olympic site from a campus focused solely on events into a diverse community with various uses. It is set to house up to 30,000 new residents and create 32,000 new jobs. The masterplan will also include retail, commercial, leisure, and education facilities, along with a new Metro station.

Freecity, as part of a larger team led by John Holland Group, is bidding to design the new Metro station and nearby residential buildings. HTA is one of three architectural firms working on the masterplan and we are currently developing the concept design for 'Building 2', which will feature 143 homes across 28 storeys and overlook the newly designed Miluni Park. Meanwhile, Hassell Architects are designing the new Metro building, and COX Architecture is designing 'Building 3', another residential tower.

HTA's tower provides the backdrop for Miluni Park. The design has evolved to reflect the trees in the park and to reference the mangrove forest that once stood on the site. A series of podium terraces and balconies create a network of small green spaces throughout the tower's height. These spaces offer room for native planting and insect habitats. The building's materials and colours are based on research by cultural consultants Djinjama, who suggested a country first and nature positive development.

81 George Street

Parramatta

Location:	**Modules:**
City of Parramatta	880
Accommodation:	**Completing:**
350 homes	2028
Client:	**Delivery:**
Freecity	est. 26 months
Manufacturer:	**Operator:**
TBC	TBC

Freecity invited HTA Design to a Design Excellence Competition for 81 - 83 George Street in Parramatta, seeking proposals for 350 build to rent homes in a 42 storey modular tower. The scheme would become the tallest building in the CBD, contributing to the area's ongoing regeneration.

The site includes significant heritage assets, such as the Moreton Bay Fig, Perth House, a convict drain, and historic barracks. HTA's design wraps the podium around the fig tree and opens the site to the street, integrating these elements while improving public access.

The tower steps up from south to north, with a communal top floor offering long distance views. Staggered floorplates create a stepped façade that improves daylight, ventilation, and privacy. A four-storey podium provides active frontages and shared amenities, including a terrace set within the tree canopy.

Co-Living

College Road

Croydon

Location:	**Modules:**
London Borough of Croydon	1,725
Accommodation:	**Completed:**
817 co-living + 120 affordable homes	2023
Client:	**Delivery:**
Tide	28 months
Manufacturer:	**Operator:**
Vision	Co-living: Outpost

College Road demonstrates the potential of volumetric construction to unlock disused land with sustainable dense buildings. The project comprises two towers: the 50 storey Enclave: Croydon with 817 co-living apartments and a 35 storey tower with 120 affordable homes. HTA and Tide worked with Vision to deliver the 163m high development, Europe's tallest residential volumetric tower.

Volumetric construction cut the build timeline by 50%, reducing disruption in the busy town centre. Prefabricated modules manufactured offsite reduced embodied carbon by approximately 40% and enhanced airtightness, contributing to a BREEAM Excellent rating of 77.05%.

This approach also enabled rapid assembly while maintaining high quality, making it an ideal solution for dense urban sites.

The design integrates terracotta rainscreen façades for durability and visual impact, with faceted panels that respond dynamically to light. Communal facilities, including a spa, gym, cinema, co-working spaces, and a 50th floor Sky Garden, foster interaction within the co-living community.

Enclave: Croydon sets a benchmark as the first co-living development approved by the GLA under the London Plan.

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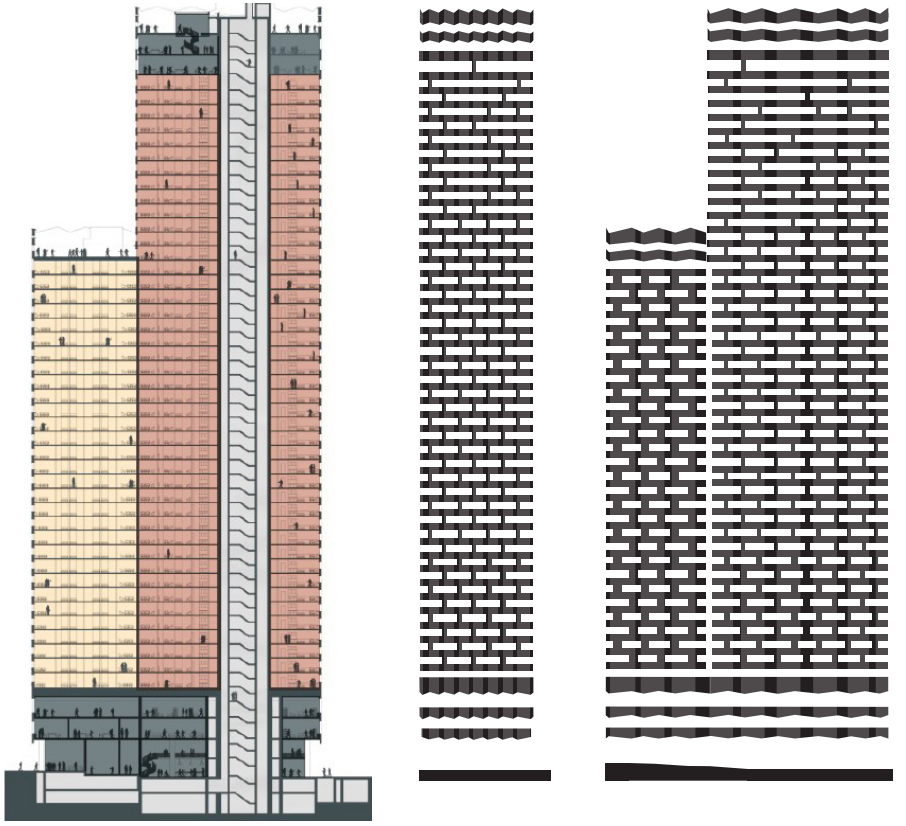

North Elevation

East Elevation

Co-living: College Road

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Co-living: College Road

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Co-living: College Road

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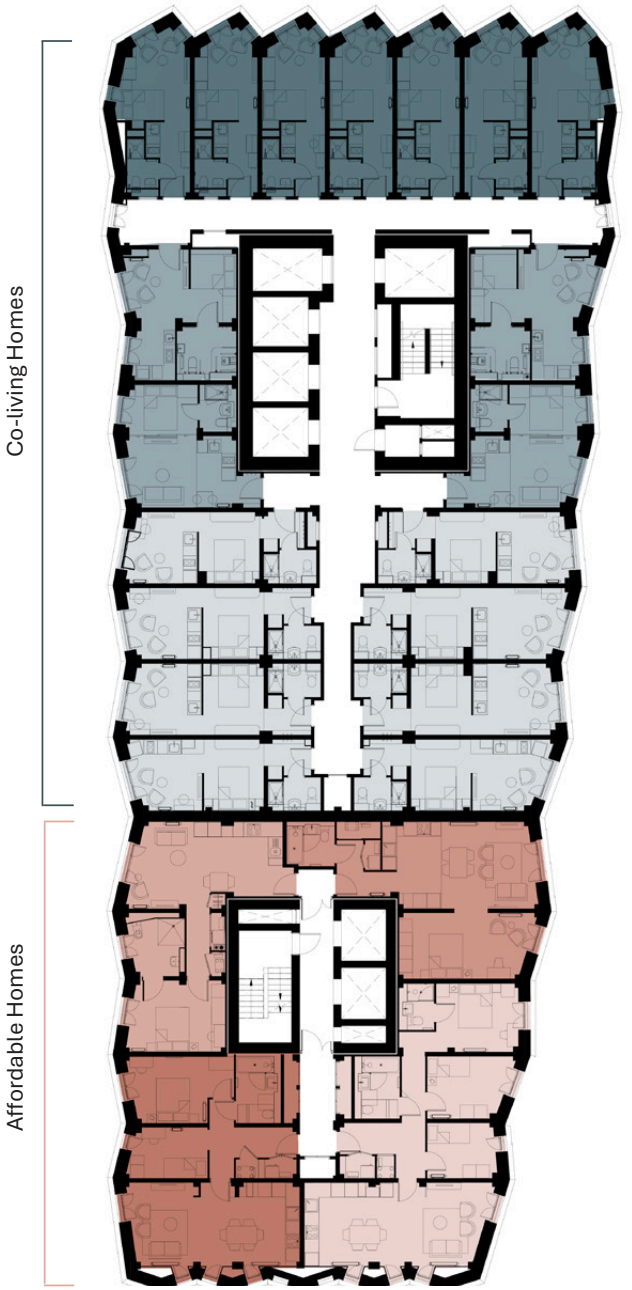
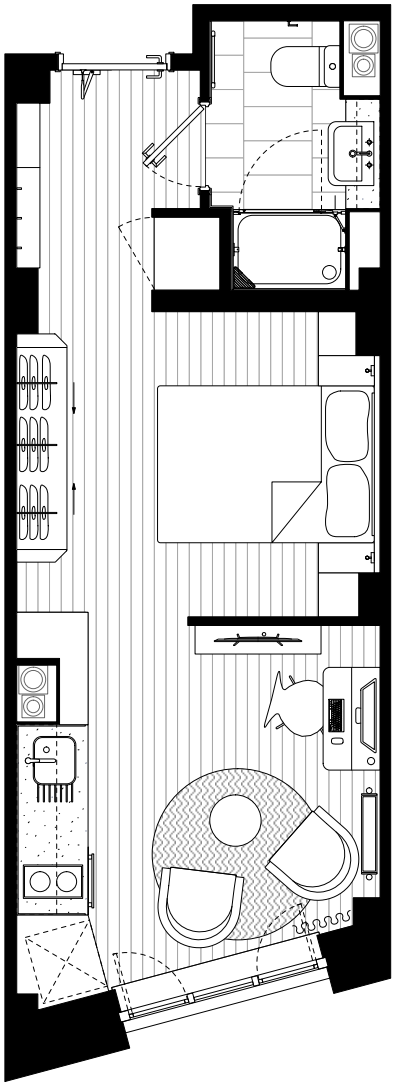
Typical Floor Plan Levels 04 - 34



Co-living: College Road

3200mm

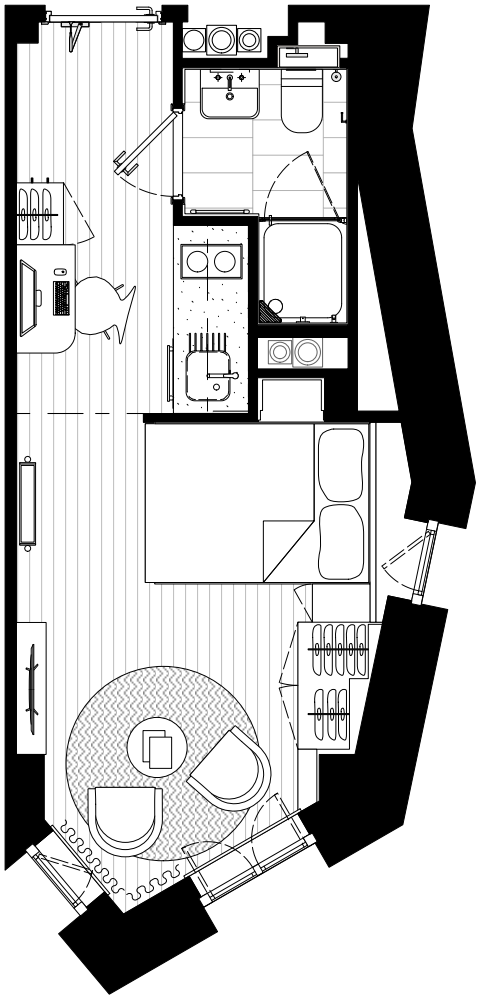
8800mm



Typical Studio with separate bedroom - 25 sqm

2820mm

7420mm



Typical Studio wih integrated bedroom into the living room - 20 sqm

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Co-living: College Road

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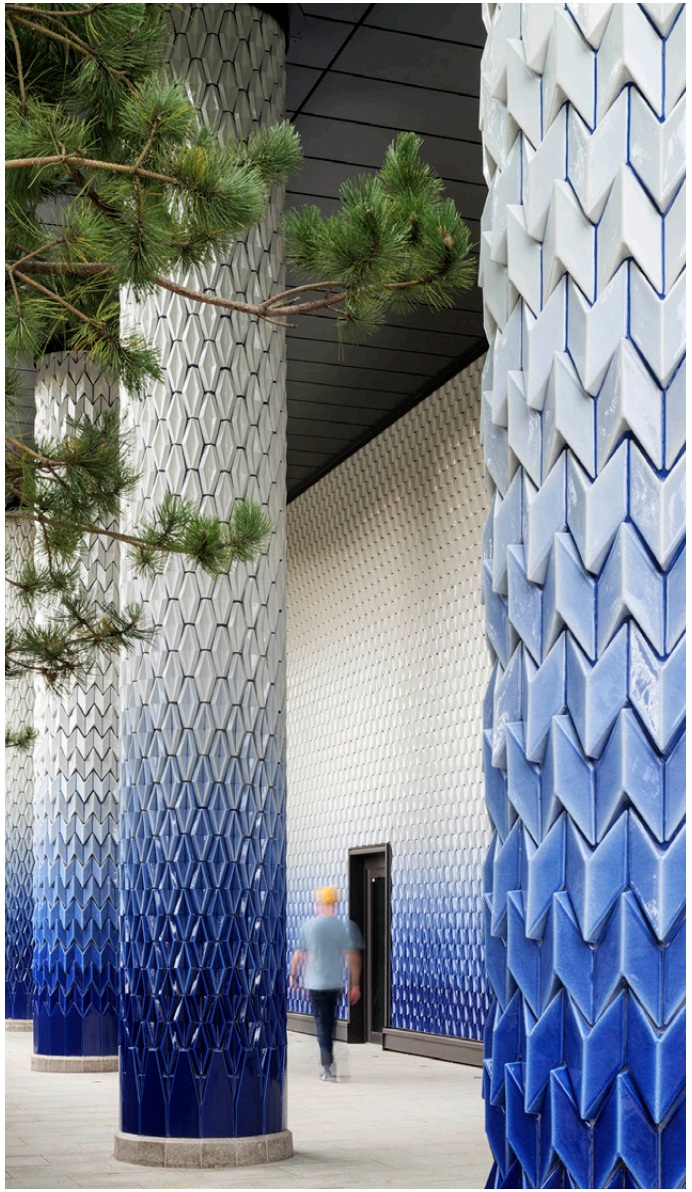
Co-living: College Road



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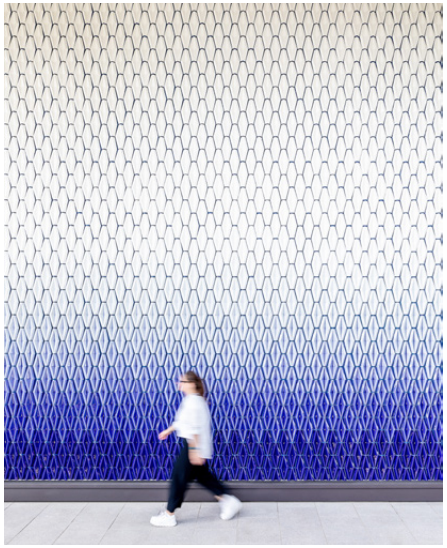

Co-living: College Road

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Co-living: College Road

Enclave: Acton

Ealing

Location:	Modules:
London Borough of Ealing	505
Accommodation:	**Completed:**
462 homes	2025
Client:	**Delivery:**
Tide	18 months
Manufacturer:	**Operator:**
Vision	Outpost Management

Enclave: Acton is a 32 storey co-living volumetric tower in North Acton. The scheme is a new addition to North Acton's housing landscape, providing 462 studio homes and 1,500 sqm of innovative amenity space. The building's role and character have been informed by the site's former Castle Pub, which has been re-provisioned on the ground floor, activating the street frontage and providing community space for surrounding residents.

Drawing inspiration from Enclave: Croydon, the façade features warm glazed terracotta tiles paired with aluminium infill panels and polished glass-reinforced concrete to deliver durability and a distinctive architectural character. Glazed bricks are arranged in facets with deep reveals that reflect daylight; a detail that continues up the tower to create a unified design across the building's varied uses.

Targeting BREEAM Excellent, the project integrates Air Source Heat Pumps and PV panels to manage on-site energy demands, monitored through building systems. The building boasts a predicted operational energy consumption of 81.45 kWh/m2/yr and an expected site-wide carbon reduction of 53%.

Enclave: Acton is HTA's 13th collaboration with Tide Construction and demonstrates the versatility of their modular system, Vision Volumetric.

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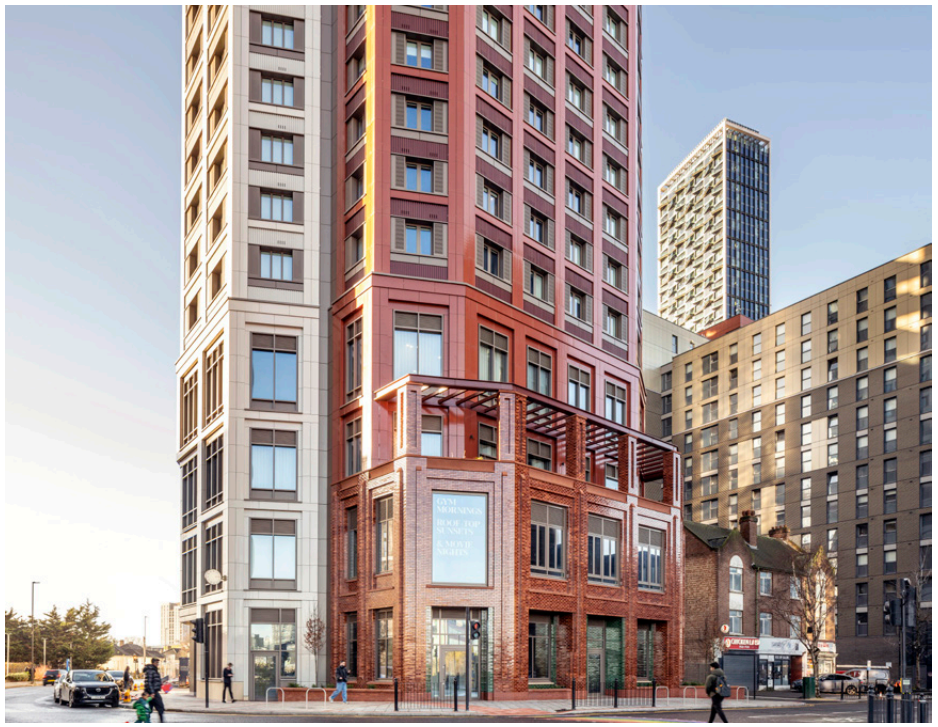
Co-living: Enclave: Acton



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Co-living: Enclave: Acton

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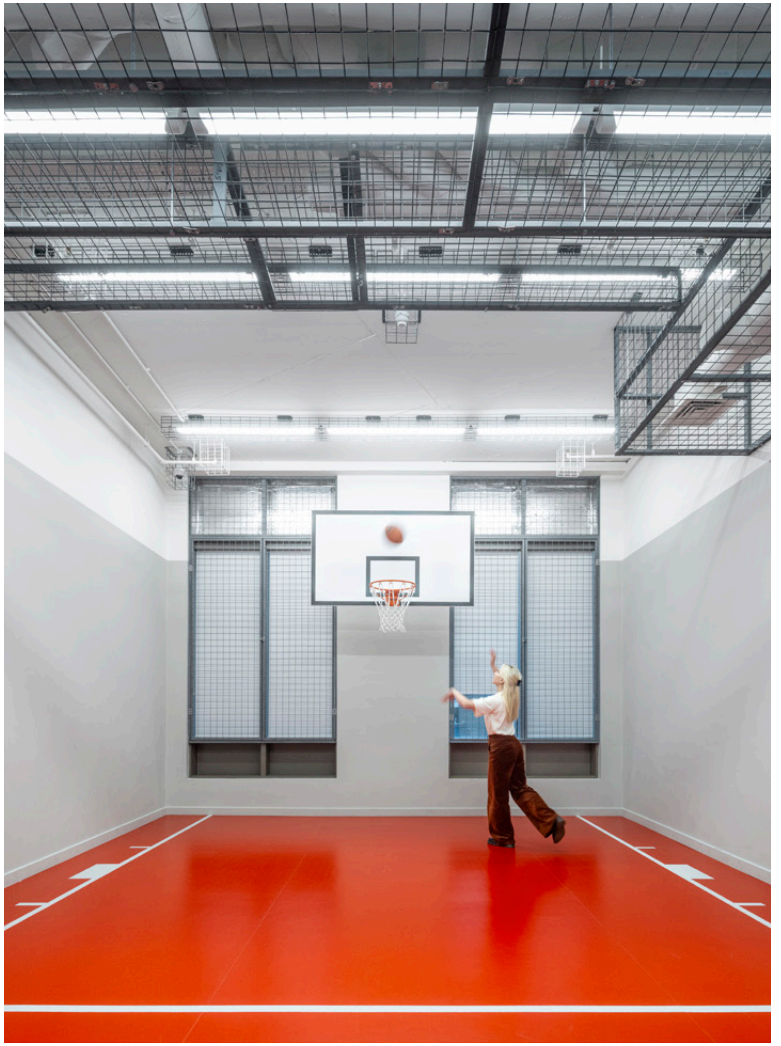
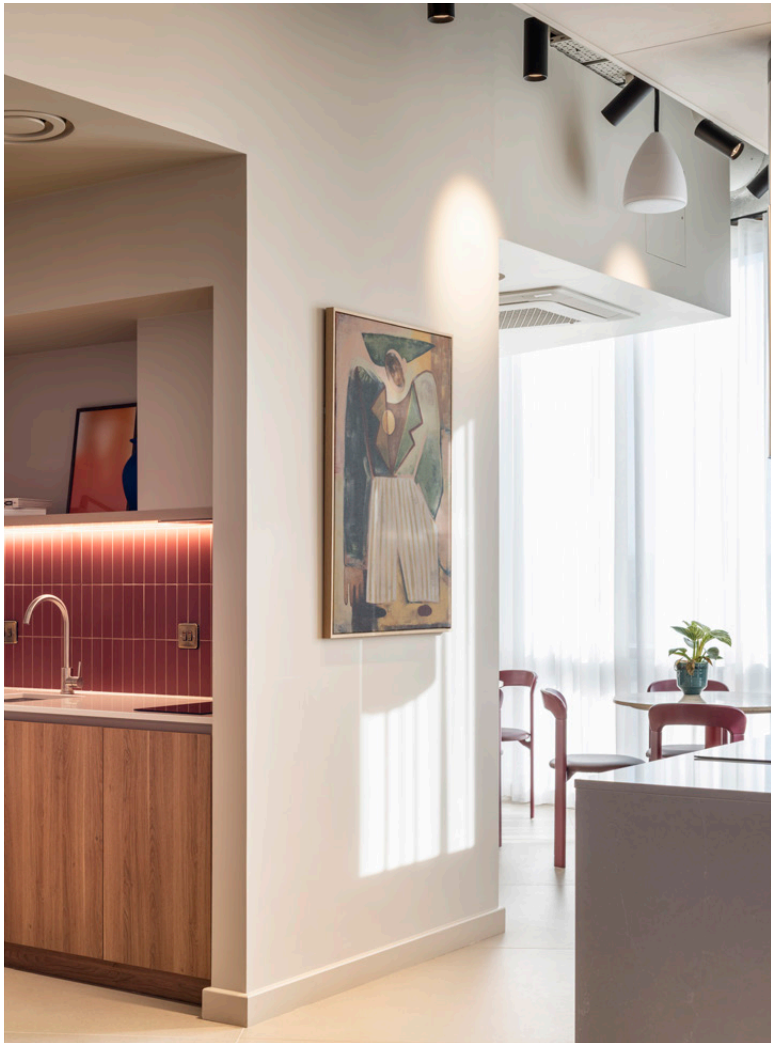


Co-living: Enclave: Acton



HTA Design

Co-living: Enclave: Acton

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Co-living: Enclave: Acton

Locke London

Canary Wharf

Location:	Modules:
London Borough of Tower Hamlets	350
Accommodation:	**Completing:**
279 serviced apartments	2026
Client:	**Delivery:**
Canary Wharf Group	12 months
Manufacturer:	**Operator:**
Caledonian Modular Limited / M-AR	Edyn

Located at the northern edge of the Wood Wharf masterplan, Locke London serves as a gateway between Canary Wharf's commercial district and the emerging residential neighbourhood.

The development delivers 279 serviced apartments, complemented by a café, bar, and workspaces. A Michelin-rated restaurant crowns the building, offering panoramic views across London.

Inspired by the Art Deco era, the design bridges the site's 18th century warehouse heritage with the sleek, modern glass offices of the 21st century. Art Deco principles help break up massing, define arrival points, and balance vertical and horizontal expressions, enhancing the architectural diversity of the area.

The use of modular technology enabled the design team to efficiently manage site constraints, reducing disruption to surrounding infrastructure while ensuring a refined, well executed design.

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Co-living: Wood Wharf B2

HTA Design

Co-living: Wood Wharf B2

Student

Apex House

Wembley

Location:	Modules:
London Borough of Brent	679
Accommodation:	**Completed:**
558 homes	2017
Client:	**Delivery:**
Tide	12 months
Manufacturer:	**Operator:**
Vision	Scape

Apex House in Wembley sets a new benchmark for the design of high rise student housing. Standing at 29 storeys, it is the crowning achievement of Tide's redevelopment of an entire urban block and upon completion was Europe's tallest modular building.

As with all of HTA's modular projects, the architecture does not explicitly express the construction method, similar to traditional reinforced concrete frames. The elegant white GRC cladding accentuates the tower's verticality, with carefully designed corners that highlight its symmetrical form when viewed from surrounding streets. This design approach masks the repetitive accommodation within, creating a refined and cohesive aesthetic.

The building provides 558 student rooms, complemented by shared living spaces, generous internal amenities, and a sheltered courtyard garden. It also includes dedicated management and maintenance facilities, ensuring a well-rounded living experience for residents.

Optimised to fully leverage the vision, Apex House was delivered from concept to completion in just 30 months, with on site construction completed in a remarkable 12 months.

HTA Design

Student: Apex House

HTA Design

Student: Apex House

Highbury II

Holloway Road

Location:	**Modules:**
London Borough of Islington	310
Accommodation:	**Completed:**
257 homes	2018
Client:	**Delivery:**
Tide	9 months
Manufacturer:	**Operator:**
Vision	Chapter

Highbury II stands out for its exceptional quality of finish and rapid delivery despite a highly complex site. Located adjacent to Holloway Road Underground Station the site posed significant challenges, including proximity to a major substation and the need to maintain 24 hour access to Holloway Road and Hornsey Road.

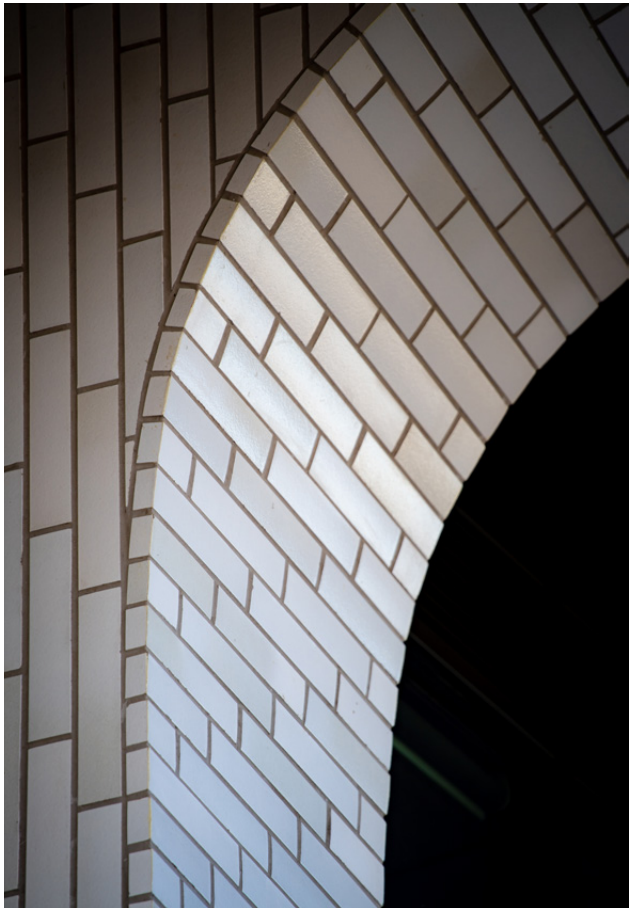
The building comprises 257 student rooms over 13 storeys, remarkably completed in just 9 months on site. Originally designed by CZWG Architects to detailed planning approval, HTA was appointed to refine and deliver the project. This involved making concurrent adjustments to address evolving regulations, including changes to external materials and reconfiguring internal layouts. HTA achieved an impressive 12% increase in room size, and added an extra 4 rooms per floor, all while maintaining the building's original composition and window alignment.

The project was delivered within an accelerated 15 month programme, allowing the first students to move in by September 2018. Highbury II demonstrates HTA's skill in delivering innovative solutions while balancing design excellence and efficiency under challenging conditions.

HTA Design

Student: Highbury II

HTA Design



Student: Highbury II

HTA Design

Student: Highbury II

The Valentine

Redbridge

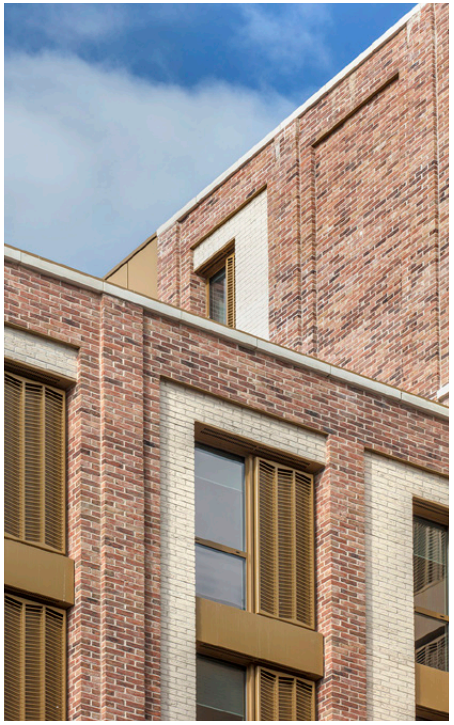
Location:	**Modules:**
London Borough of Redbridge	362
Accommodation:	**Completed:**
333 homes	2020
Client:	**Delivery:**
Tide	11 months
Manufacturer:	**Operator:**
Vision	CRM

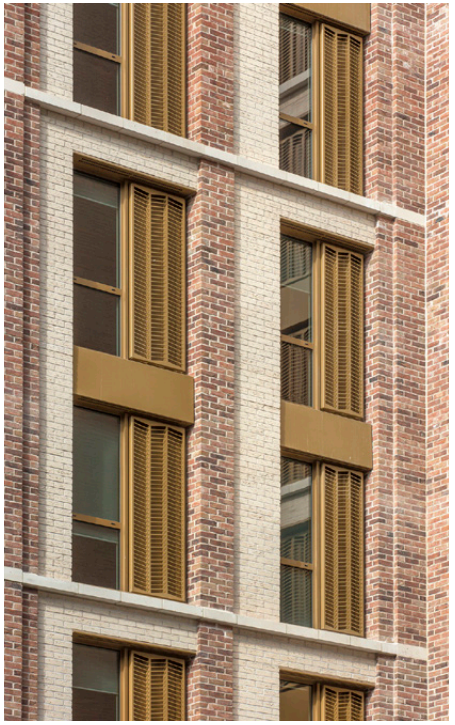
The Valentine was remarkably delivered in just 11 months on a constrained urban site during the COVID 19 pandemic. The development comprises 333 student homes, including a mix of studio and cluster apartments, complemented by well designed communal spaces and public realm.

The building's design integrates sensitively with its surroundings through carefully distributed massing and a thoughtfully selected material palette. This includes brick and stonework, paired with gold-coloured aluminium inset screens that provide shading and privacy, adding a contemporary touch to the traditional aesthetic.

The project's success lies in its exceptional quality and speed of delivery, achieved despite the inclusion of a basement and an intricate brick and stone façade. Completing the scheme on time was crucial to meet the start of the academic year, underscoring HTA's ability to deliver under challenging conditions.

HTA Design





Student: The Valentine

HTA Design

Student: The Valentine

Savoy Circus

White City

Location:	Modules:
London Borough of Hammersmith & Fulham	338
Accommodation:	**Completed:**
306 homes	2018
Client:	**Delivery:**
Tide	18 months
Manufacturer:	**Operator:**
Vision	Chapter

The construction of Savoy Circus, now known as Chapter White City, marks the completion of a series of student housing schemes designed by HTA and delivered by Vision. The project revitalises a site that had been vacant for over 20 years, introducing a contemporary building that respects its conservation area context while referencing the iconic cinema that once stood there.

The scheme comprises 306 student studios, with social spaces, a café, administrative offices, and a gym at ground level. The basement accommodates laundry facilities, bike storage, servicing areas, and a large common room that opens onto a sheltered landscaped courtyard.

The building features two six storey wings fronting the Westway and Old Oak Road, with a taller seven storey corner element housing the main entrance. Dormer windows are integrated into the top floor modules of the lower wings, adding character to the structure.

Architectural details, such as corbelled brick corners, reconstituted stone window surrounds, and glazed brickwork, tie the design to its heritage. The material palette, inspired by the conservation area, includes glazed bricks that echo the site's historic character, ensuring the building sits harmoniously within its surroundings.

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Student: Savoy Circus

HTA Design

Student: Savoy Circus

Grand Felda

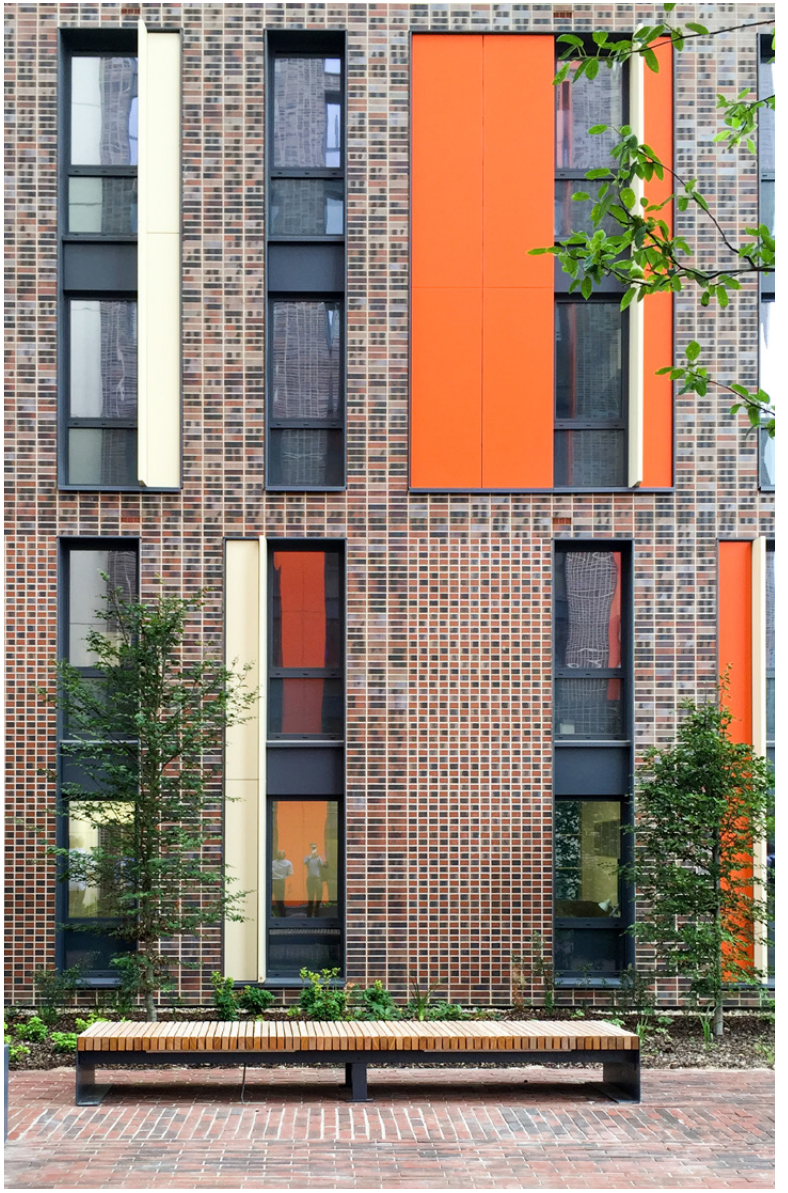
Wembley

Location:	Modules:
London Borough of Brent	896
Accommodation:	**Completed:**
802 homes	2016
Client:	**Delivery:**
Tide	18 months
Manufacturer:	**Operator:**
Vision	CRM

The project was initially granted detailed planning consent, designed by John McAslan Architects, for a mixed use scheme featuring student housing above a public leisure centre.

Within the approved envelope, we reconfigured the design to enable modular construction, leveraging the highly engineered module structures to increase capacity. This approach facilitated the addition of two extra floors, providing a total of 802 student rooms, including a mix of studios and shared flats. Completed within 18 months, the project also incorporated a large basement housing a 25 metre swimming pool.

HTA Design



Student: Grand Felda

Shubette House

Wembley

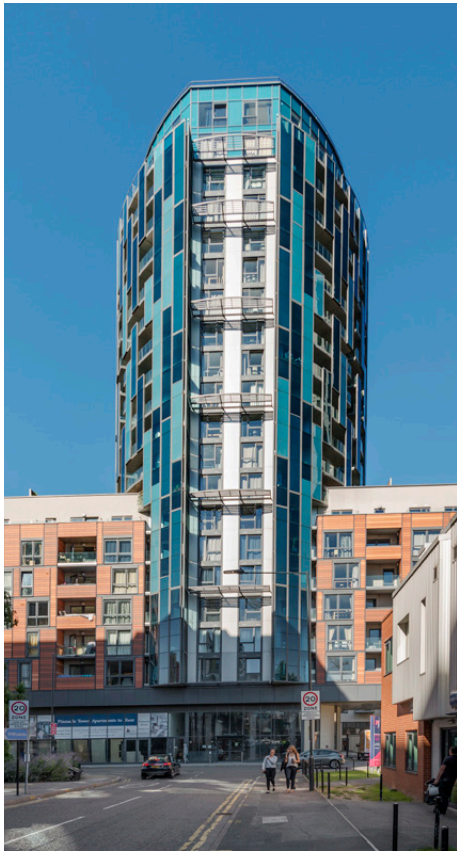
Location:	Modules:
London Borough of Brent	831
Accommodation:	**Completed:**
158 homes & 225 hotel rooms	2013
Client:	**Delivery:**
Donban Contracting	18 months
Manufacturer:	**Operator:**
Vision	Novotel, Pinnacle, Network Homes

Shubette House served as a pivotal project in establishing Vision as a leading manufacturer of modular housing in London. The mixed use scheme combines private, intermediate, and affordable housing with a 225 room hotel, ground floor retail spaces, and an underground car park. Its complex programme required a diverse range of module shapes and sizes, showcasing that offsite construction is not a constraint but an enabler for delivering high quality housing on challenging urban sites.

Situated on the main route between Wembley Park Station and Wembley Stadium, the development responds thoughtfully to its context with a carefully considered design, rich in variation and detail. Six years post completion, the enduring quality of the buildings highlights the robustness and longevity of the modular construction system.

This project demonstrates that modular construction can meet the demands of ambitious, multifaceted developments, offering a sustainable and efficient solution for urban housing delivery.

HTA Design



Student: Shubette House

Felda House

Wembley

Location:	Modules:
London Borough of Brent	529
Accommodation:	**Completed:**
450 homes	2015
Client:	**Delivery:**
Tide	21 months
Manufacturer:	**Operator:**
Vision	CRM

Felda House comprises three slender, stepped towers that seamlessly integrate with the heights of neighbouring buildings. The design includes communal amenity spaces, meeting and IT rooms, a concierge service, bike storage, and a shared communal garden, creating a balance of functionality and community-focused spaces.

From the outset, the scheme was developed for Tide and delivery by Vision, highlighting the adaptability of modular construction. The project incorporates a diverse range of module types, such as triangular common rooms, recessed upper floors, and projecting oriel windows, which enhance the façade's visual interest and dynamism.

The cladding features subtle tonal variations that break down the building's perceived mass, while its reflective finish reduces visual impact on nearby residential properties, ensuring a sensitive integration into the urban landscape.

HTA Design

Student: Felda House

Hastings Road

West Ealing

Location:	Modules:
London Borough of Ealing	430
Accommodation:	**Completing:**
412 homes	2027
Client:	**Delivery:**
Tide	est. 19 months
Manufacturer:	**Operator:**
Vision	TBC

HTA was appointed to refine and deliver the student accommodation project at Hastings Road, taking the scheme from Stage 3B through to completion. Originally designed by JTP, we were tasked with making planning amendments and submitting a revised proposal to Ealing Council on behalf of Tide.

Located near West Ealing station at the junction of Hastings Road and Drayton Green Road, this mixed use development transforms an underutilised site into 412 student homes with generous amenity spaces, a rooftop terrace, commercial units at street level, and an enhanced public realm.

The scheme consists of a 16 storey main block, flanked by part 13/16 storey shoulder blocks and a lower two storey ‘Street’ block. Each block is defined by distinct brick tones, varied window groupings, and refined brick detailing that highlights verticality.

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