



Modular Manufactured Housing

HTA Design LLP



HTA Design



HTA Design is an interdisciplinary practice known for creating great places to live. We have a reputation for design quality and have been at the forefront of innovation and sustainability in housing design for more than 50 years.

The practice has more than 200 people working across architecture, planning, masterplanning, landscape design, sustainability and building physics, interior design, and graphic design, across all stages of design and delivery.

We work from studios in London, Bristol, Edinburgh, Manchester and Nottingham, and are recognised for innovation in practice and as a leading employer, having been awarded AJ100 Employer of the Year in 2018, 2022, 2023 & 2024.

In 2024, HTA proudly achieved B Corp accreditation, reflecting our commitment to social and environmental responsibility at the highest standards.

Factory Made Homes

We are enthusiastic champions of modern methods of construction and in the potential for factory based production to create better performing buildings, delivered more quickly and cost effectively, as well as much more sustainably. Options for delivering these benefits in each individual circumstance are considered at the very beginning of the project lifecycle to ensure optimal solutions. We are experienced at all stages, from feasibility and site acquisition to completion and feedback.

Our interdisciplinary services in this sector follow the principle of 'design-in-industry', applying deep knowledge of the manufacturing process and technical performance to optimise any performance dimensions prioritised by our clients. The knowledge and skill built up by the practice in this area has led to our authorship of influential publications on the subject and to involvement in delivering the Government's Industrial Strategy to increase performance and efficiency in the building industry.

The Modular Housing Handbook, co-authored by HTA partners Simon Bayliss and Rory Bergin, offers guidance on the opportunities offered

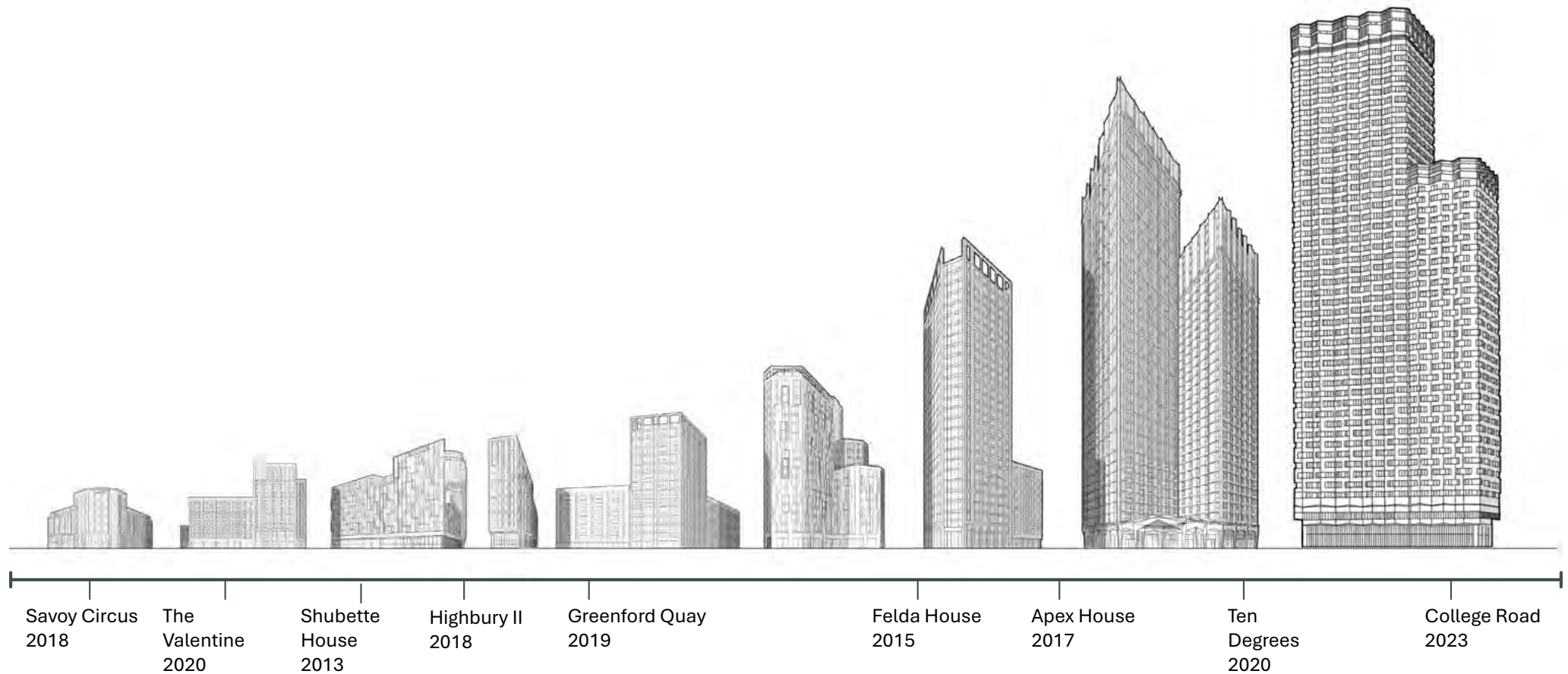
by modular housing. 'Build Homes Build Jobs Build Innovation,' co-authored by HTA's Mike De'Ath with the Government MMC advisor Mark Farmer, sets out some of the key benefits of addressing the UK housing crisis.

Through ongoing collaboration with our manufacturing clients, we are able to drive improvements in the design of every new project we take on together, resulting in reduced costs but improved profitability through greater efficiency. Over the past 15 years, we have delivered almost 10,000 modular homes, the experience of which we seek to expand across the industry.

This document sets out some of the key projects recently completed or currently in progress. We invite you to get in touch to hear more about the benefits, visit some of the projects, and discuss how offsite construction can help you deliver better homes faster.



A Decade of Modular Progress







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Co-Living



College Road

Croydon

Location:

London Borough of Croydon

Accommodation:

817 co-living + 120 affordable homes

Client:

Tide Construction

Manufacturer:

Vision

Modules:

1725

Completed:

2023

Delivery:

28 Months

Operator:

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.

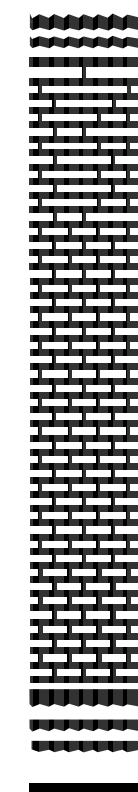
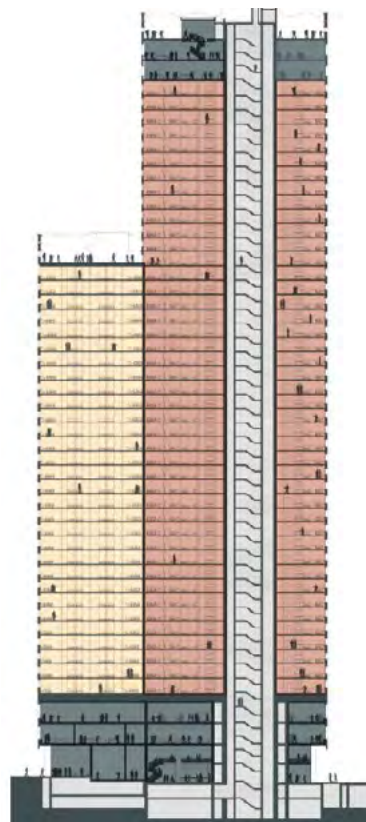
The design integrates terracotta rainscreen façades for durability and visual impact, with faceted panels that respond dynamically to light. Communal facilities, including a spa, gym, cinema, co-working spaces, and a 50th floor Sky Garden, foster interaction within the co-living community.

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

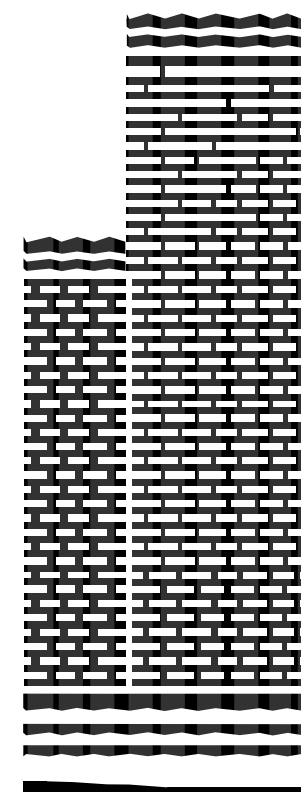




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North Elevation

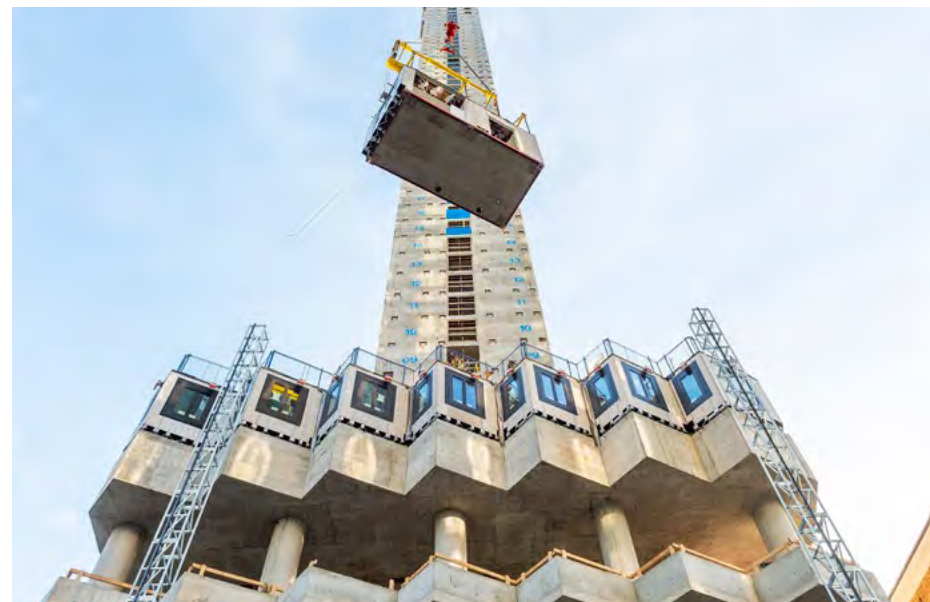


East Elevation

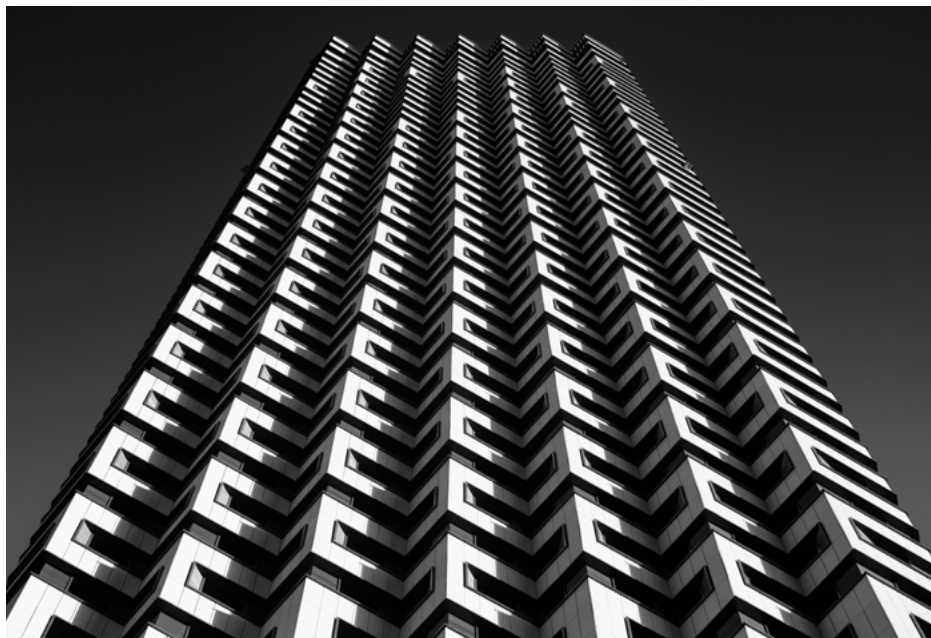
Co-living: College Road



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Co-living: College Road



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Co-living: College Road



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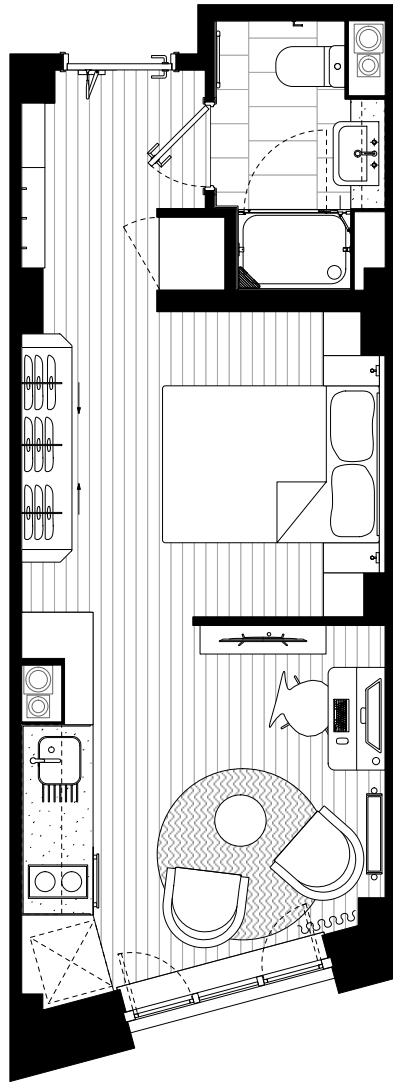
Typical Floor Plan Levels 04 - 34



Co-living: College Road

3200mm

8800mm

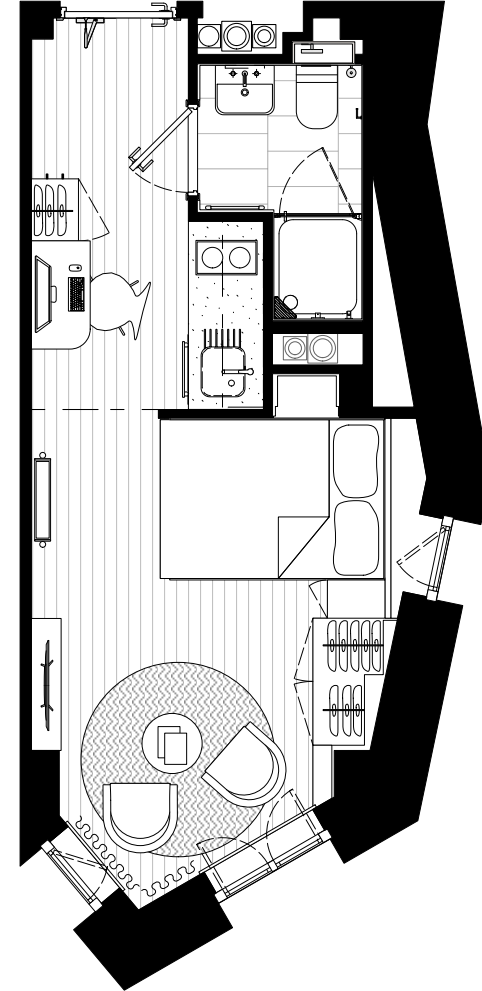


Typical Studio with separate bedroom - 25 sqm

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2820mm

7420mm



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

Co-living: College Road



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Co-living: College Road



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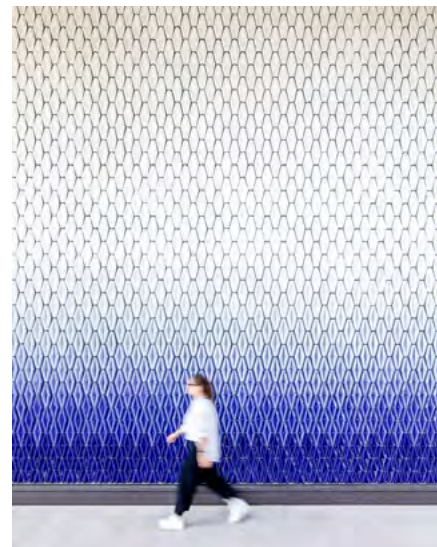


Co-living: College Road





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Co-living: College Road



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Co-living: College Road

Castle Pub

Ealing

Location:
London Borough of Ealing
Accommodation:
462
Client:
Tide Construction
Manufacturer:
Vision

Castle Pub features 32 and 27 storey buildings, arranged in three distinct wings to create a stepped form that transitions seamlessly between the immediate context of Holbrook House and the proposed Portal Building. Its triangular plan responds to the site’s shape and surrounding properties, with chamfered corners designed to reduce the building’s perceived mass from all viewpoints.

The base is defined by four storeys of amenities, with the new pub extending towards the north to emphasise its prominence at street level. Glazed terracotta piers in a warm red tone

Modules:
679
Completed:
2025
Delivery:
est. 19 months
Operator:
Outpost

accentuate the sculptural façade of the lower wing, while the taller wings are clad in a neutral palette, ensuring a cohesive and complementary aesthetic.

A generous public realm and recessed building entrances enhance pedestrian access, reflecting the development’s role as a gateway to the cluster of nearby schemes and providing direct access to North Acton Station.





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Co-living: Castle Pub

Build to Rent



Ten Degrees

Croydon

Location:

London Borough of Croydon

Accommodation:

546 Homes

Client:

Tide Construction

Manufacturer:

Vision

Modules:

1,400

Completed:

2020

Delivery:

26 months

Operator:

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.

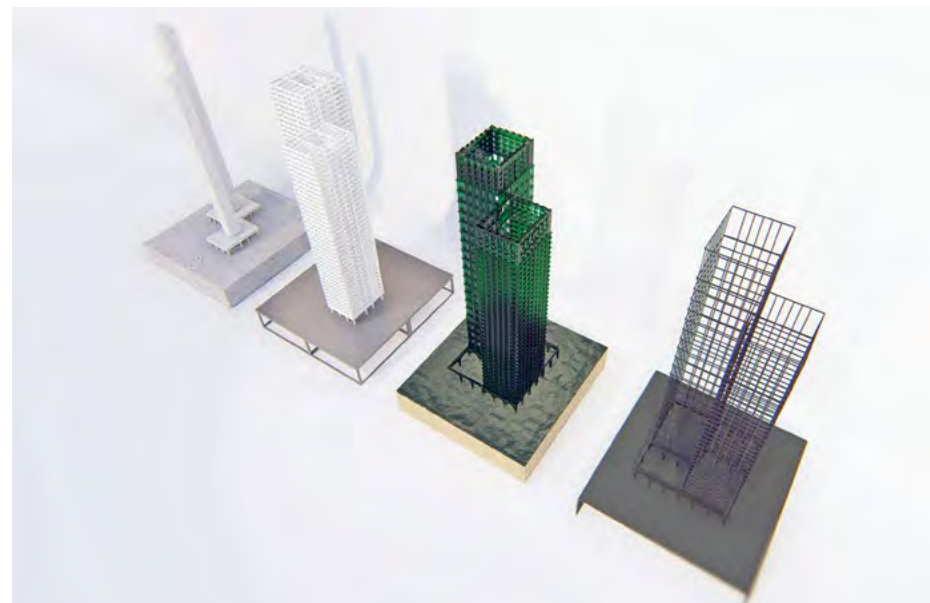
Architecturally, double-height bays clad in glazed terracotta lend a vertical emphasis to the taller tower, while the connecting tower features diamond-shaped panels inspired by mid-century modern design. These elements create a striking and distinctive façade, enhanced by the interplay of light and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

Constructed in just 26 month, 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





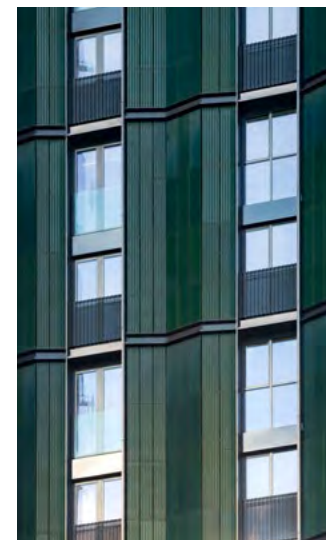
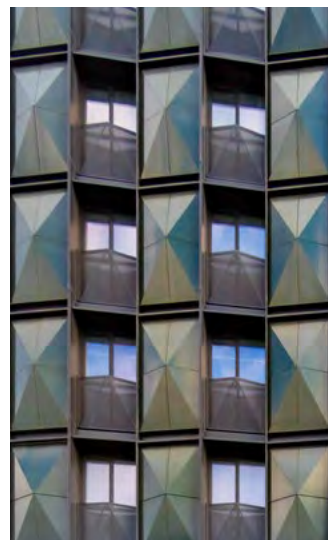
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Build to Rent: Ten Degrees



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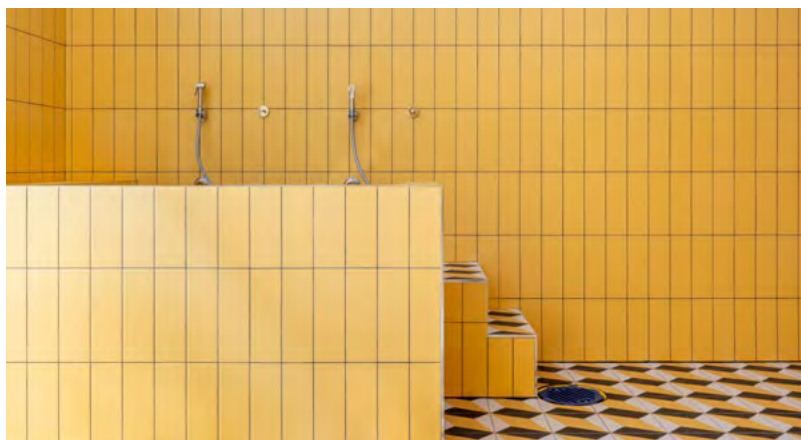
Build to Rent: Ten Degrees



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Build to Rent: Ten Degrees



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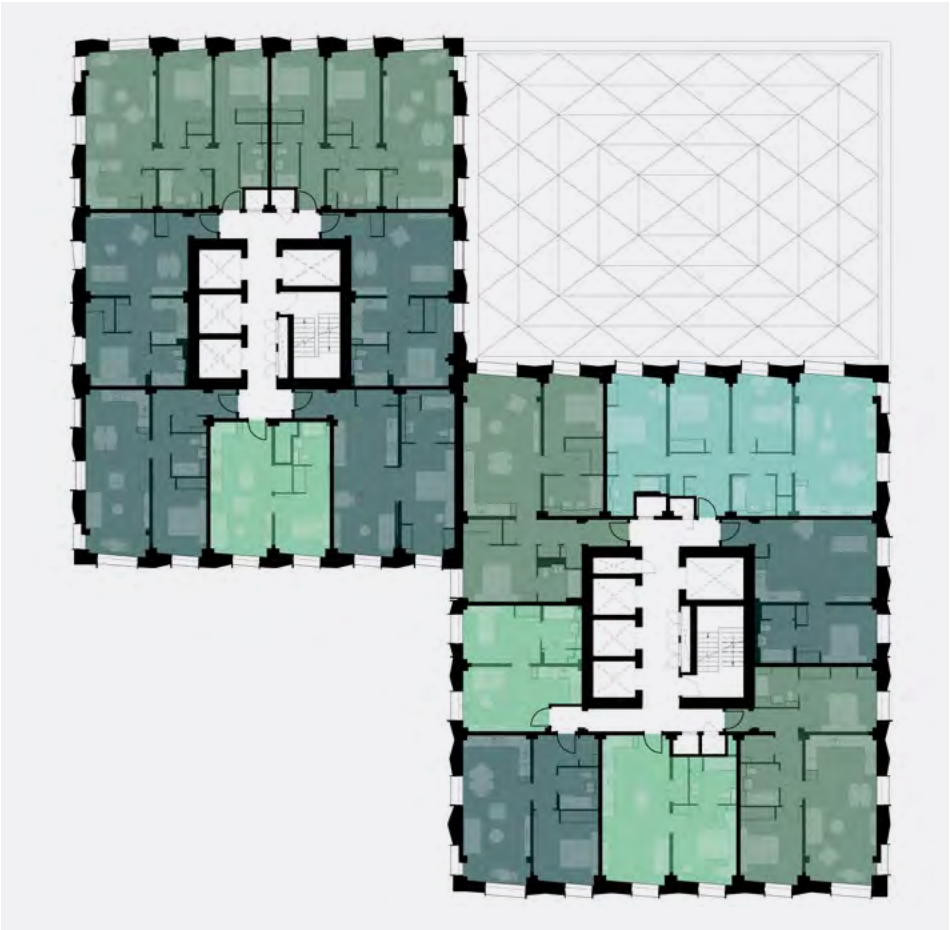
Build to Rent: Ten Degrees



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Typical Floor (80% Efficiency)

<div></div>	1 Bed Studio 42.3 sqm/455 sqft 97 homes (18%)	<div></div>	2 Bed Flat 80.1 sqm/863 sqft 164 homes (30%)
<div></div>	1 Bed Flat 52.8 sqm/568 sqft 247 homes (45%)	<div></div>	3 Bed Flat 100.3 sqm/1080 sqft 38 homes (7%)



Build to Rent: Ten Degrees



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Build to Rent: Ten Degrees



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Build to Rent: Ten Degrees



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Build to Rent: Ten Degrees

Greenford Quay

Masterplan

Location:

London Borough of Ealing

Accommodation:

2118 homes

Client:

Greystar

Completed:

2032

Manufacturer:

Vision

Operator:

Greystar

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:

London Borough of Ealing

Accommodation:

379 homes

Client:

Greystar

Manufacturer:

Vision

Modules:

1,100

Completed:

2020

Delivery:

18 months

Operator:

Greystar

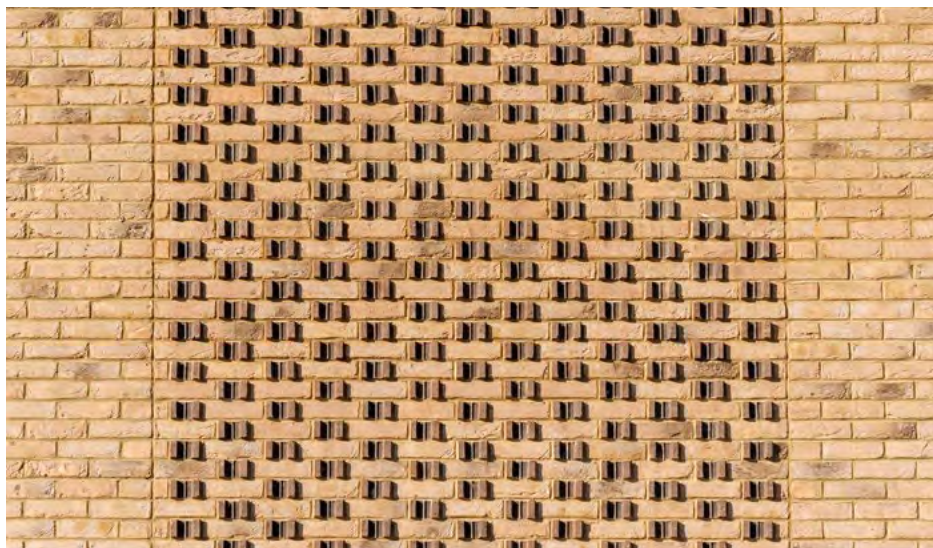
Tillermans is the first block delivered within the Greenford Quay masterplan, designed as a bespoke Build to Rent development comprising 379 apartments and extensive resident amenities. The 14 storey building features a double height glazed lobby, serving as a prominent landmark along the Grand Union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



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Build to Rent: Tillermans



Lyons Dock

Greenford Quay

Location:

London Borough of Ealing

Accommodation:

251 homes

Client:

Greystar

Manufacturer:

Vision

Modules:

739

Completed:

2022

Delivery:

16 months

Operator:

Greystar

Lyon's Dock is the third building completed within HTA's Greenford Quay masterplan. Delivered in collaboration with Tide Construction, 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.

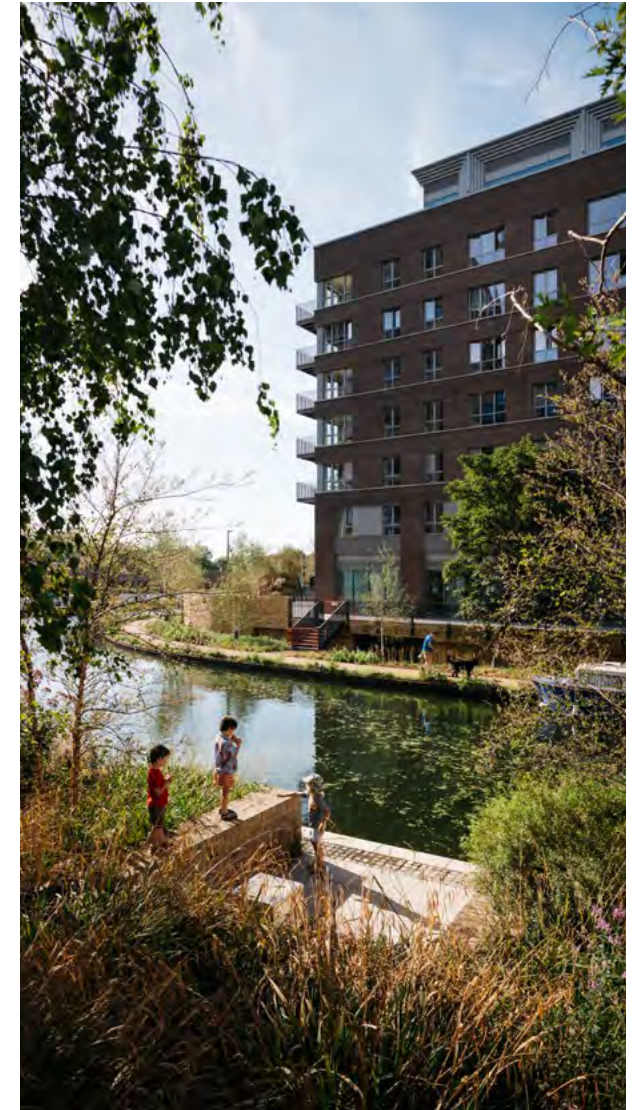
The project benefited from a phased handover, enabling early rentals as sections were completed. The efficiency of volumetric construction minimised disruption for residents and allowed practical completion 12 months ahead of schedule.

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



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Build to Rent: Lyons Dock



The Glassworks

Greenford Quay

Location:	Modules:
London Borough of Ealing	1075
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.

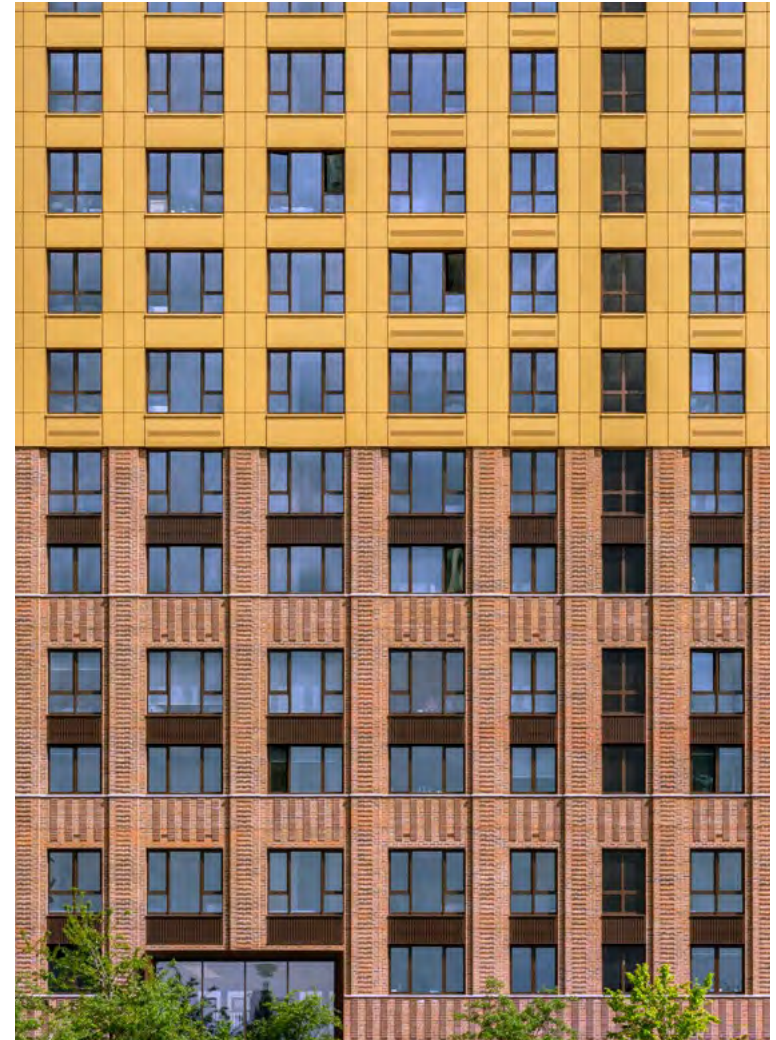
The scheme reconnects the community with a new bridge spanning the canal and a stone amphitheatre overlooking the water, serving as a focal point for a dynamic public events program that fosters belonging and connectivity.

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





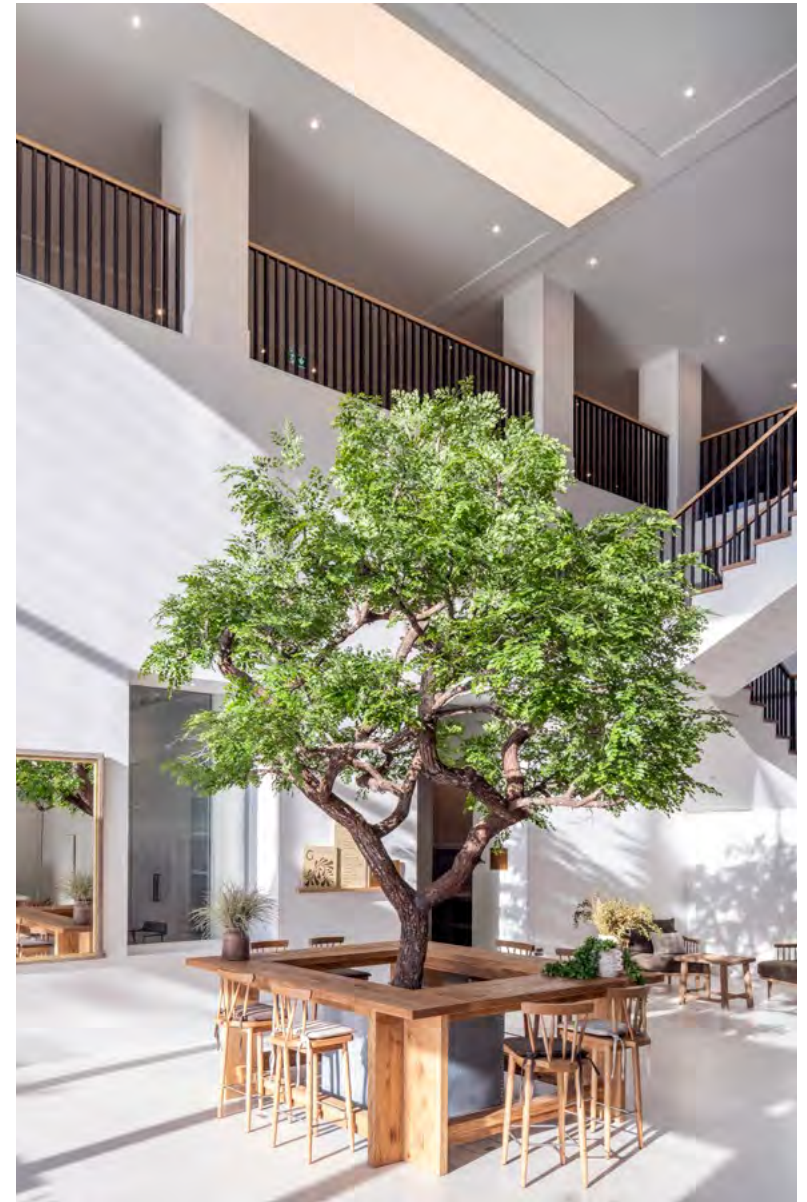
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Build to Rent: The Glassworks



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Build to Rent: The Glassworks

Union Wharf

Greenwich

Location:

Royal Borough of Greenwich

Accommodation:

249 homes

Client:

Essential Living

Manufacturer:

Elements Europe

Modules:

653

Completed:

2019

Delivery:

31 months

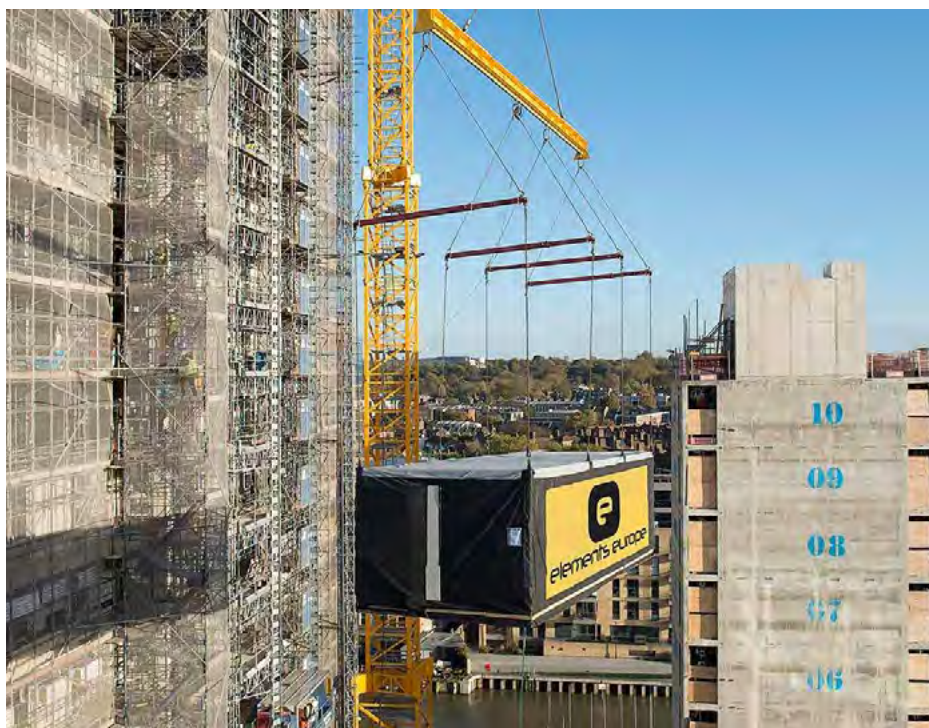
Operator:

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	2240
Accommodation:	Completing:
783 homes	2026
Client:	Delivery:
Tide Construction	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

Student



Apex House

Wembley

Location:

London Borough of Brent

Accommodation:

558 homes

Client:

Tide Construction

Manufacturer:

Vision

Modules:

679

Completed:

2017

Delivery:

12 months

Operator:

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 Construction'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.





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Student: Apex House



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Student: Apex House

Highbury II

Holloway Road

Location:

London Borough of Islington

Accommodation:

257 homes

Client:

Tide Construction

Manufacturer:

Vision

Modules:

310

Completed:

2018

Delivery:

9 months

Operator:

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.





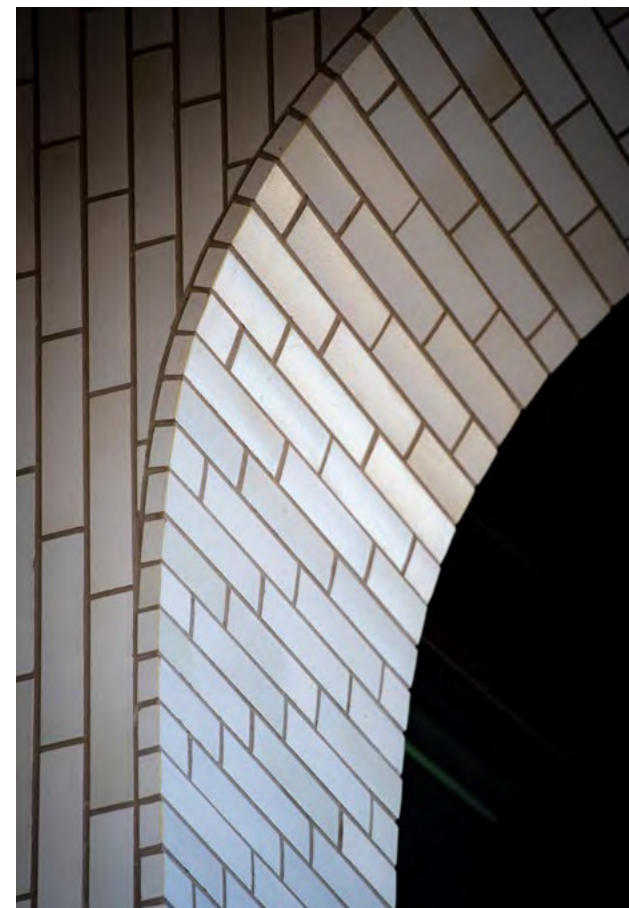
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Student: Highbury II



HTA Design



Student: Highbury II



HTA Design



Student: Highbury II

The Valentine

Redbridge

Location:

London Borough of Redbridge

Accommodation:

333 homes

Client:

Tide Construction

Manufacturer:

Vision

Modules:

362

Completed:

2020

Delivery:

11 months

Operator:

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

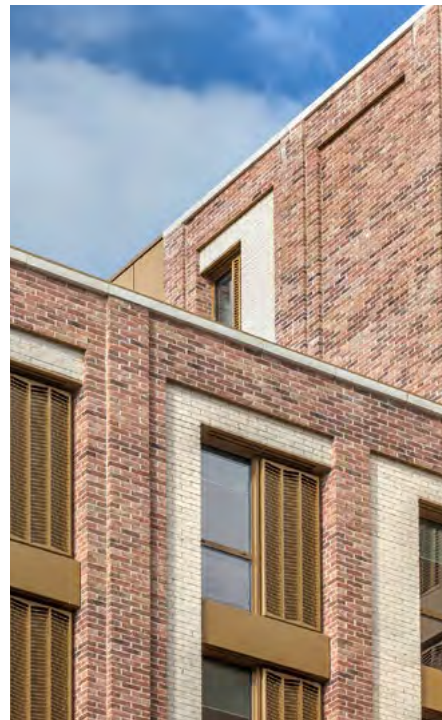
shading and privacy, adding a contemporary touch to the traditional aesthetic.

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.





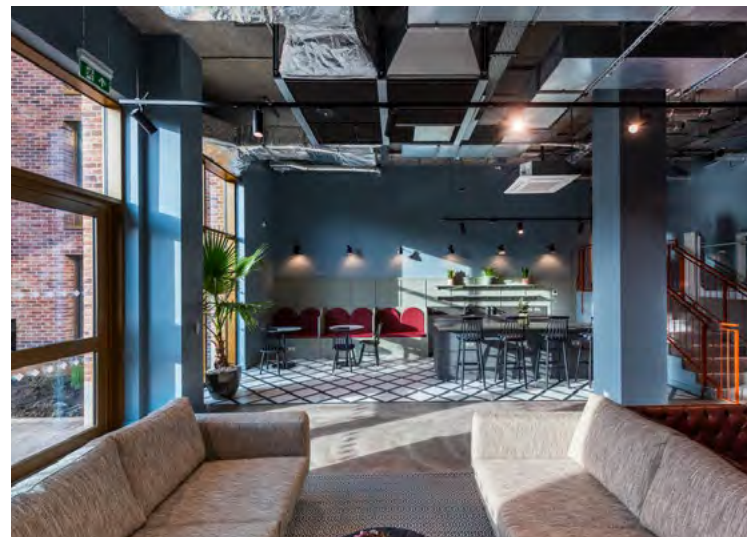
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Student: The Valentine



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Student: The Valentine

Savoy Circus

White City

Location:

London Borough of Hammersmith & Fulham

Accommodation:

306 homes

Client:

Tide Construction

Manufacturer:

Vision

Modules:

338

Completed:

2018

Delivery:

18 months

Operator:

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



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Student: Savoy Circus

Grand Felda

Wembley

Location:
London Borough of Brent
Accommodation:
802 homes
Client:
Tide Construction
Manufacturer:
Vision

Modules:
896
Completed:
2016
Delivery:
18 months
Operator:
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.





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Student: Grand Felda

Shubette House

Wembley

Location:

London Borough of Brent

Accommodation:

158 homes & 225 hotel rooms

Client:

Donban Contracting

Manufacturer:

Vision

Modules:

831

Completed:

2013

Delivery:

18 months

Operator:

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

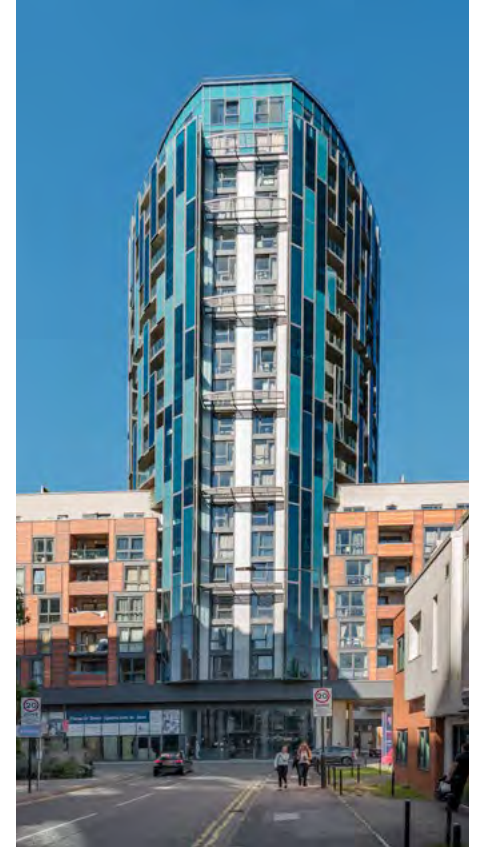
Stadium, the development responds thoughtfully to its context with a carefully considered design, rich in variation and detail. Six years post completion, the enduring quality of the buildings highlights the robustness and longevity of the modular construction system.

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





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Student: Shubette House

Felda House

Wembley

Location:

London Borough of Brent

Accommodation:

450 Student Units

Client:

Tide Construction

Manufacturer:

Vision

Modules:

529

Completed:

2015

Delivery:

21 months

Operator:

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

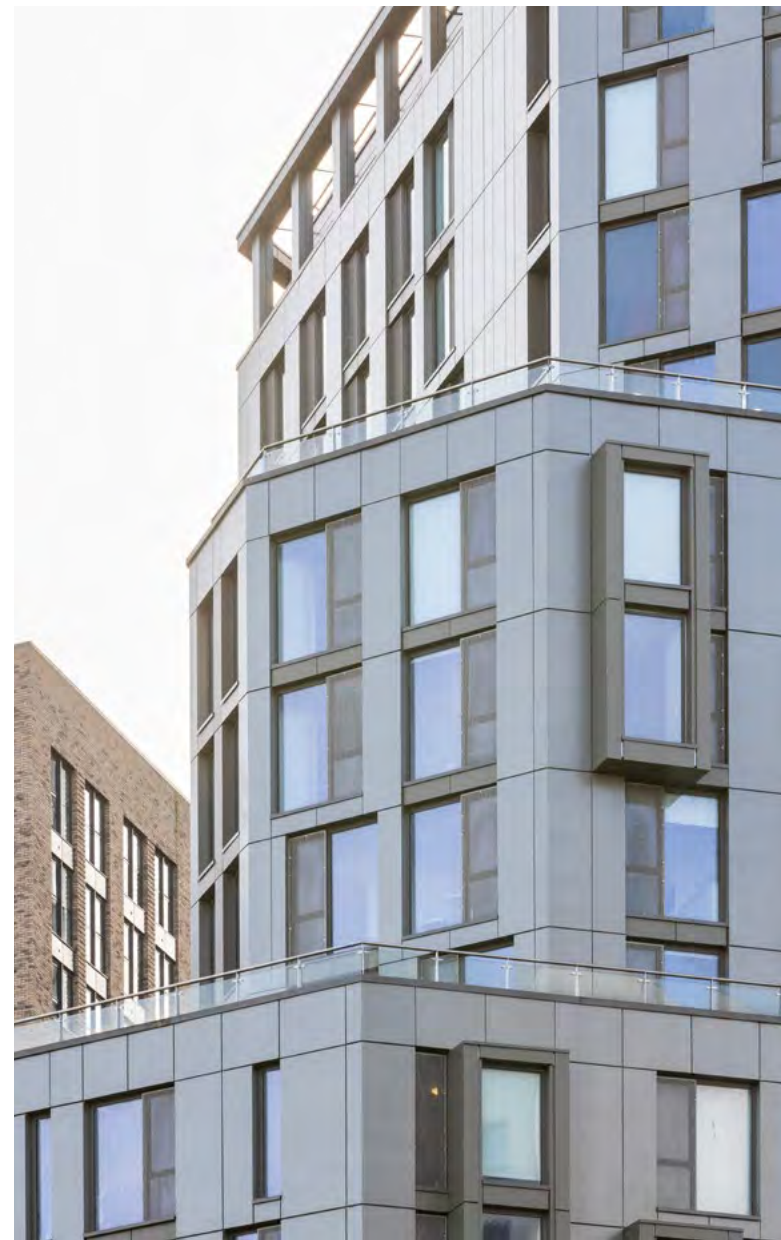
common rooms, recessed upper floors, and projecting oriel windows, which enhance the façade's visual interest and dynamism.

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.





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Student: Felda House



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London Edinburgh Manchester Bristol Nottingham