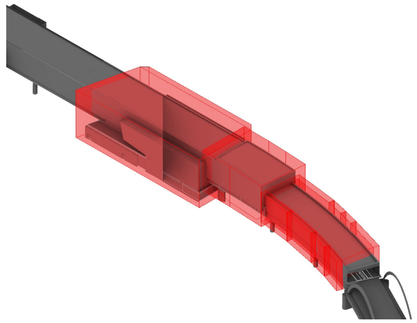
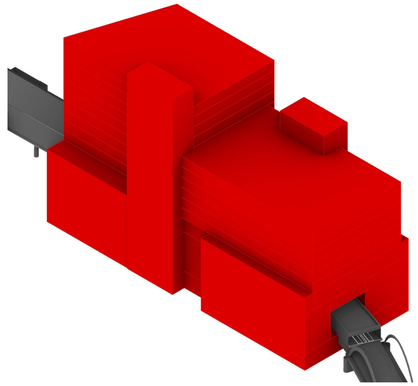
4.05 MINIMUM & MAXIMUM PARAMETERS

The minimum and maximum parameters of development have been established through careful consideration of the physical constraints of the site and its surrounding context.

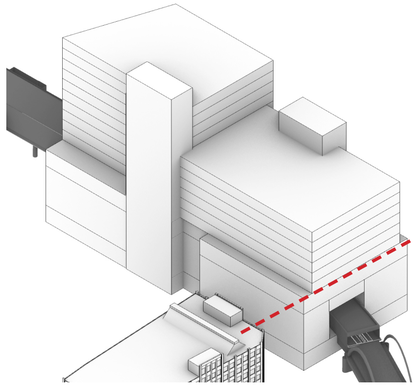
The relationship between the proposed building and the adjacent Tea Building has been a key driver of the massing changes from the baseline set at the outline application, for this reserved matters application in order to better respond to this local landmark.



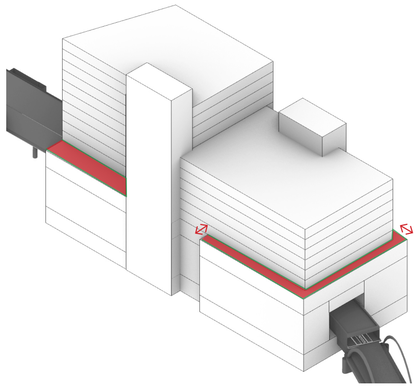
1. The building has to respect TFL constraints and restrictions (design guide p.117).



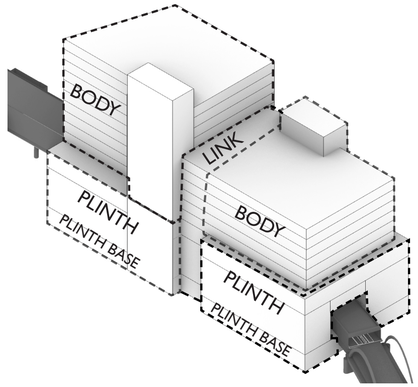
2. The building shall not exceed the maximum and minimum parameter extents in both vertical and horizontal direction (design guide p.118.)



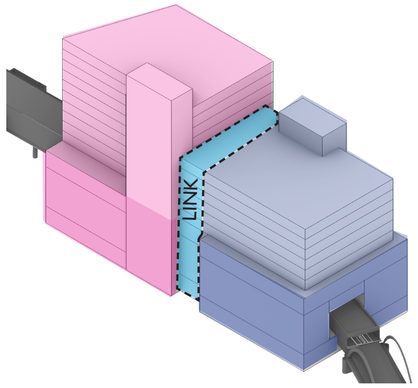
3. The building should respond to the Tea Building; the plinth level should respond to the height of the Tea Building.



4. The building shall have minimum of 3m (North), 1m (South), 3m (East), 3m (West) set backs at upper levels (design guide p.119).



5. The building shall consist of 3 key elements; a plinth, a body and a link (design guide p.120 approach type A).
The core should not be expressed as a solid.



6. Any link design that does not ensure a compositional split between the east and west blocks shall not be supported (design guide p.123).

4.05 MINIMUM & MAXIMUM PARAMETERS

The underlying principles that define the massing and shape of the building in outline planning application generally remain in the RMA submission. However a number of improvements and adaptations have been introduced to address developments to the masterplan and further improve the relationship of the building with the existing context.

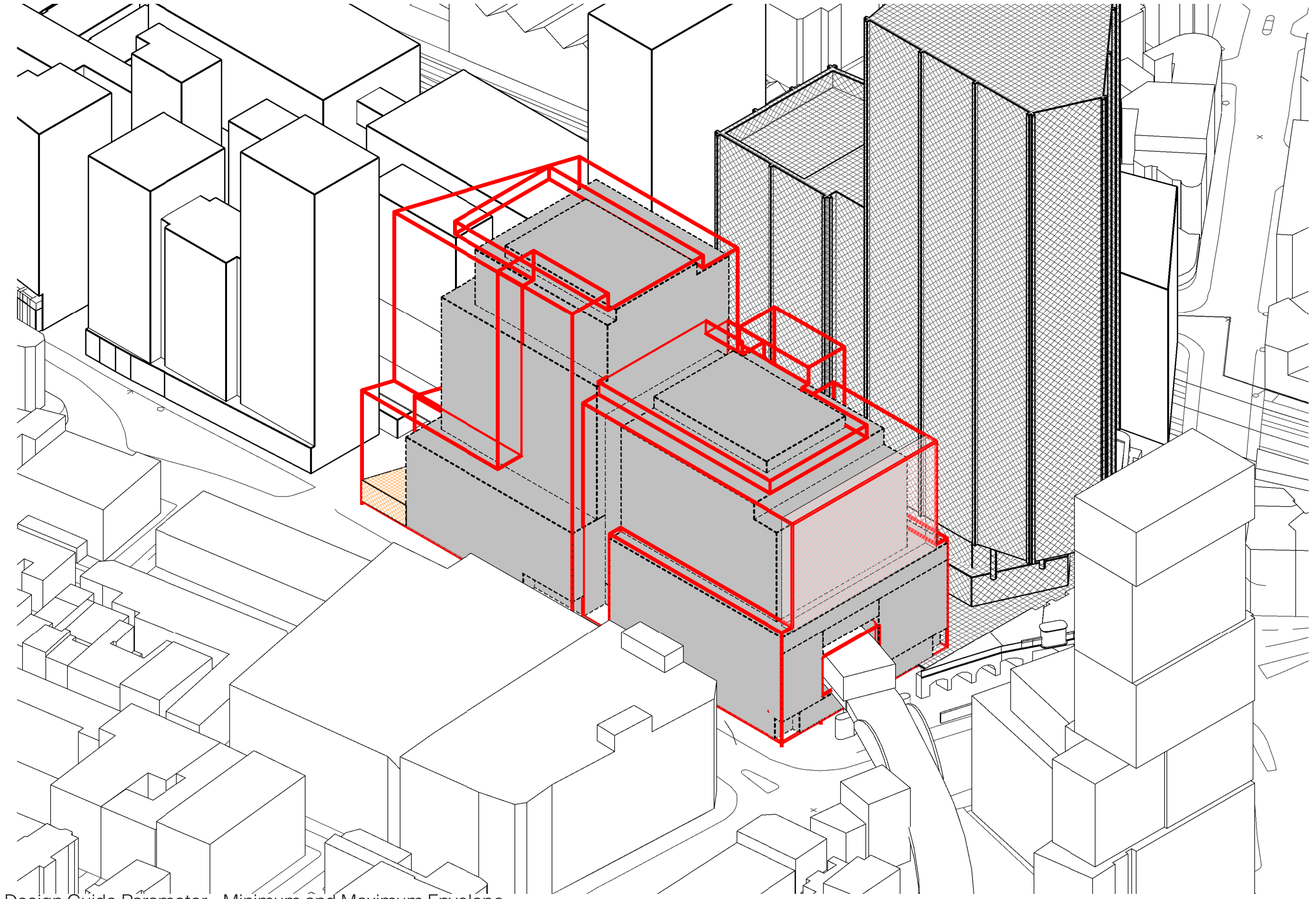
Developments to the masterplan have brought further modifications to the arrangement and massing of the buildings sitting in plots around and adjacent to Plot 1. Some of the recent changes are in response to newly proposed neighbouring buildings.

The introduction of Middle Road and the rethinking of the pedestrian movement across the site has also influenced changes in the massing, especially in those areas adjacent to Shoreditch High Street and the Oriel Gateway.

Through the implementation of a number of localised moves in the massing, the proposed building has retained its original concept and character, adapting positively to respond to the new conditions of the revised masterplan.

The amendments to the scheme have been proposed with due consideration of the principles set out in the design guide and fall within the minimum and maximum parameters.

Design Guide Parameters	Retail GEA (sqm)	Office GEA (sqm)	Plant GEA (sqm)	Total GEA (sqm)
Design Parameter Minimum GEA	631	36,504	4,637	41,344
Design Parameter Maximum GEA	945	54,230	7,038	61,572



Design Guide Parameter - Minimum and Maximum Envelope

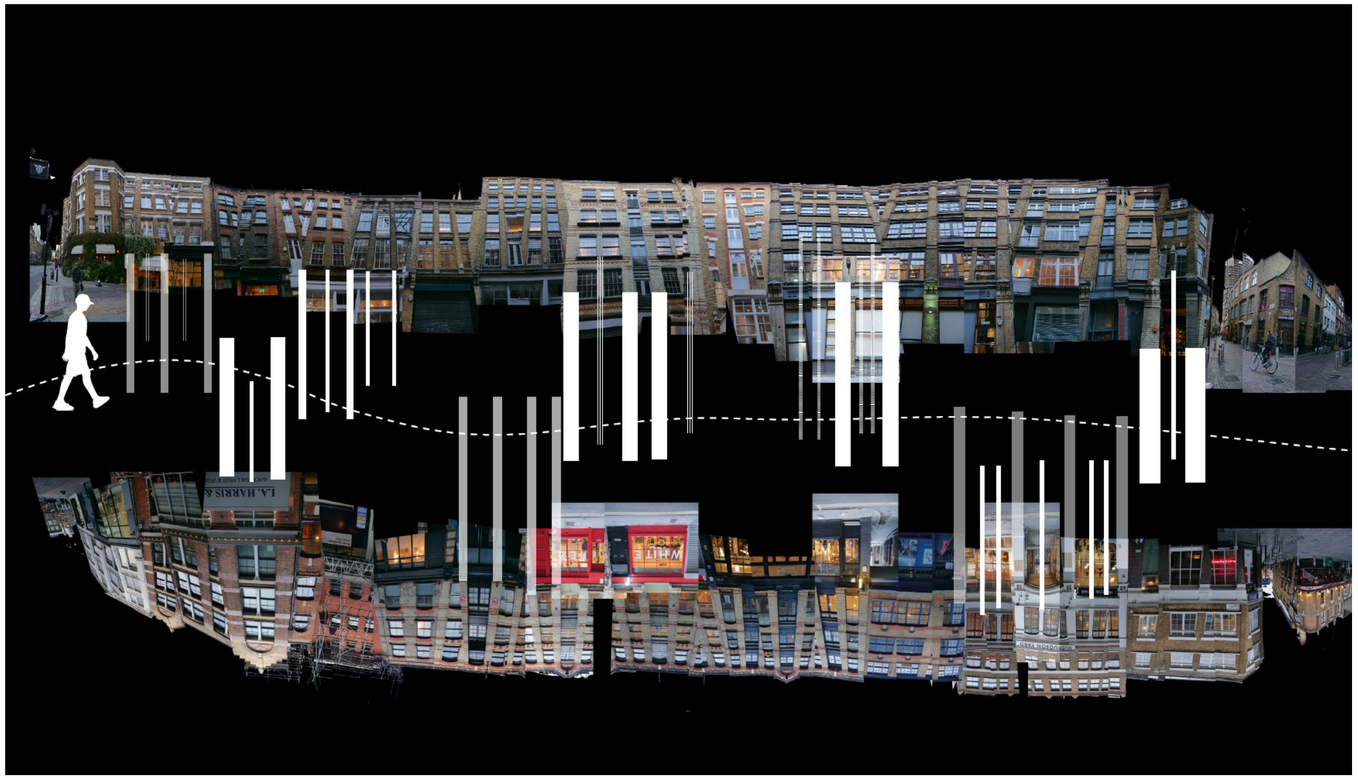
5.00 DESIGN APPROACH

5.01 TAKING INSPIRATION FROM SHOREDITCH

Shoreditch is composed of a diverse mix of warehouses that establish an irregular rhythm when looking down the streetscape.

This eclectic nature has within it an underlying rigour and consistency in terms of the use of architectural language with use of pilasters, lintels and materiality that has been captured in the South Shoreditch Conservation Area Assessment.

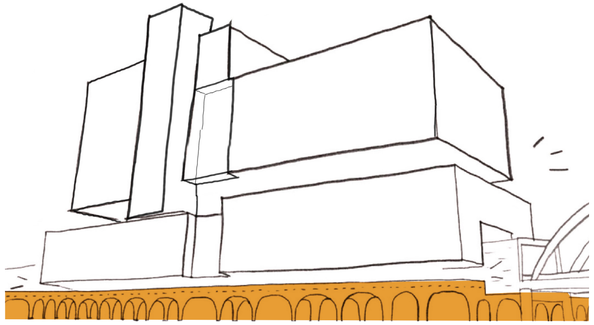
These varying principles have been used to inform the form and articulation of the proposed building to ensure that the richness of industrial architectural heritage carries through into the future development.



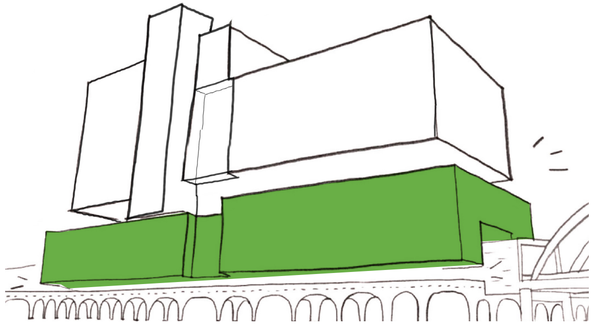
Rhythm of Shoreditch

5.02 MASSING

5.03 MASSING CONCEPT

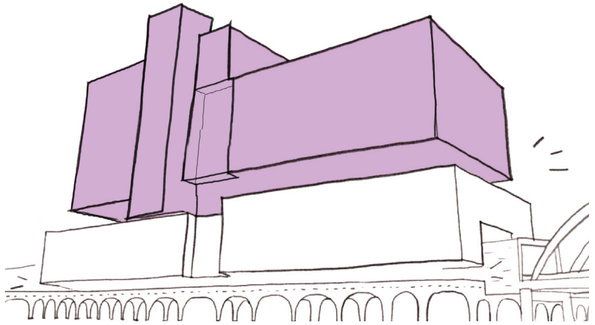


The base is highly influenced by the existing arches in the historic boundary wall which will create a heavy base to the building. The proportion of the arches reflect a similar rhythm and size as those displayed in the remaining historic wall. A consistent datum line stretches around Plot 1 which aligns with the existing detail brick balustrade height.



The middle strata spans across Levels 1-4 and introduces gridded openings that reference the Shoreditch warehouse vernacular; establishing a building that is very much placed in Shoreditch.

The openings result in a middle section of the building that is lighter than the base.

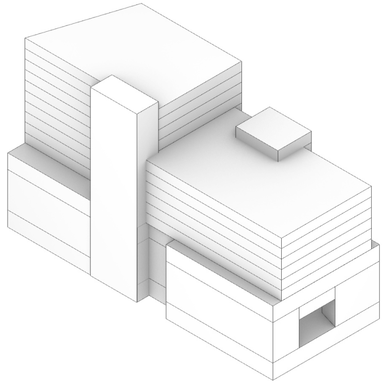


The upper parts of continue the grid set up by the base and the middle to ensure a continuity between the various parts of the building, but articulated in a steel frame construction to articulate the lightweight top to contrast the lower floors.

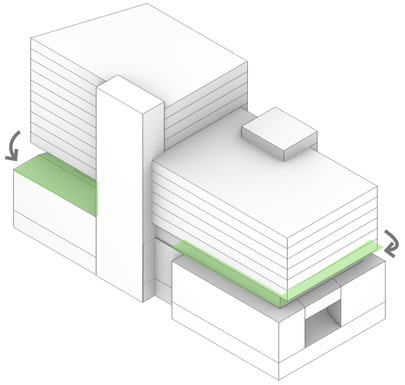
5.04 MASSING DEVELOPMENT

Taking on board the principles of the building hierarchy, the design team revisited the minimum and maximum parameters set out in the design guide - using that as a starting position.

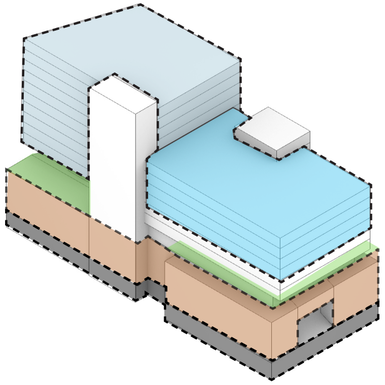
Through an iterative and collaborative process with key stakeholders the major elements of the building were refined to strengthen the design principles whilst still ensuring the scheme acknowledged surrounding context.



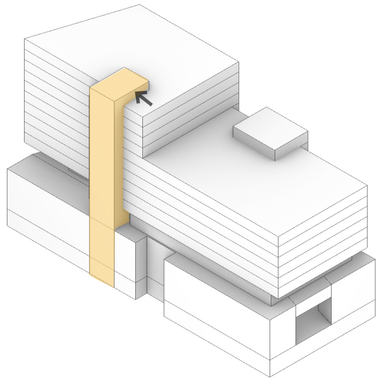
1. Compliant maximum parameter



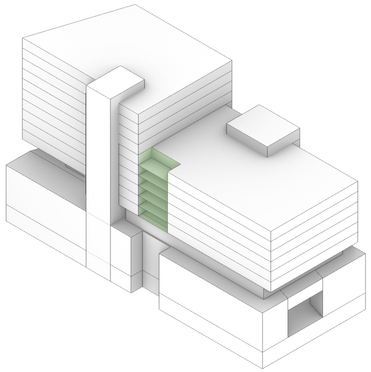
2. Drop the shoulder at Level 5



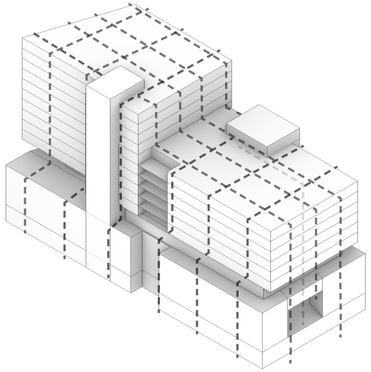
3. Introduce a strata - base, middle, top with expressed Level 5



4. Remodel the core to slim down the Bethnal Green Road elevation



5. Emphasising the entrance and ‘link’



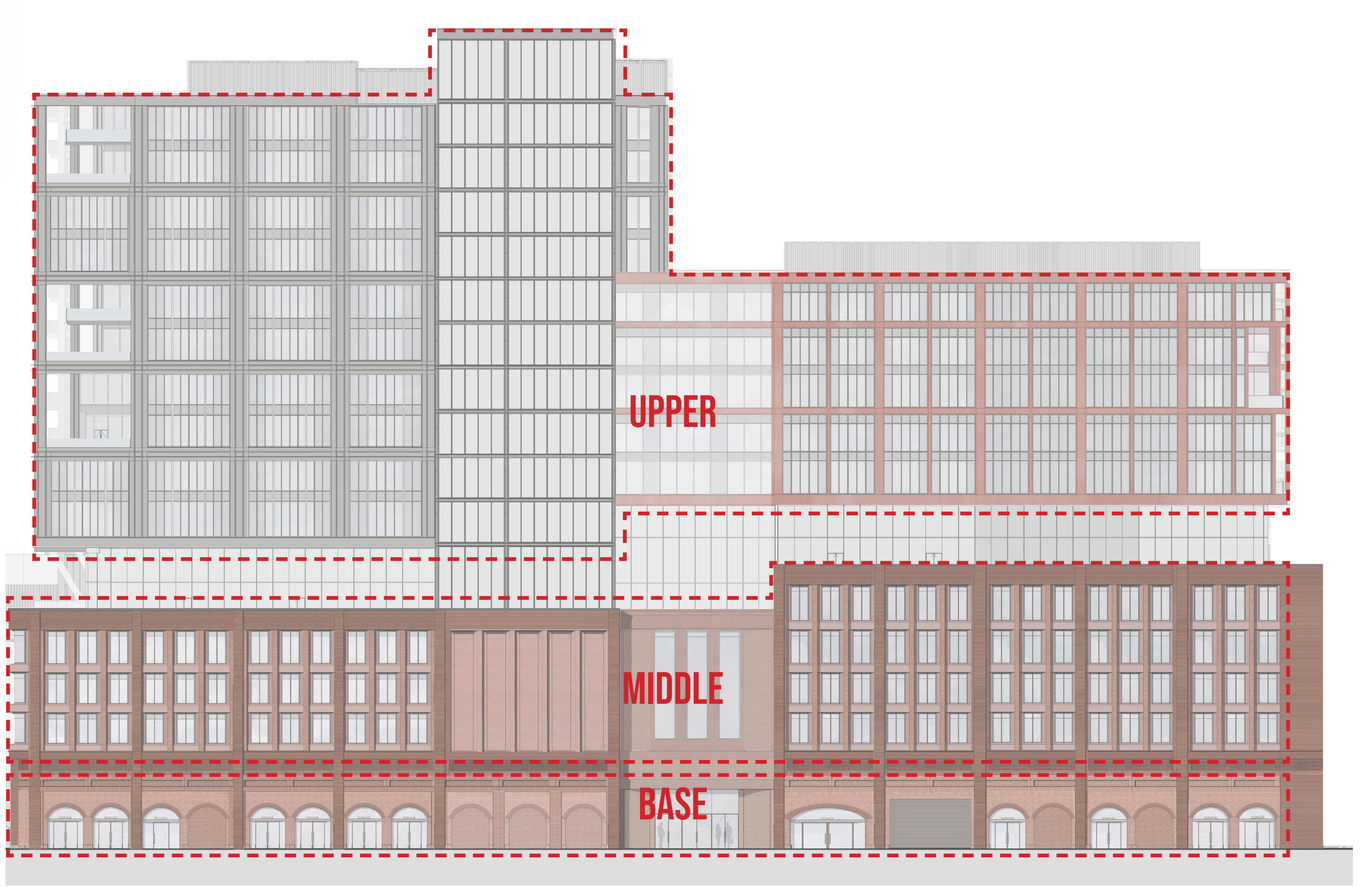
6. Express the structural grid and bring down to ground

5.05 THE FACADE HIERARCHY

Once the massing was agreed the external envelope was broken down into a hierarchy of three horizontal bands - the Base, the Middle and the Upper - with a link to express the break between the upper and middle sections. This would provide a more direct and relationship of the brick parts of the new building with the Tea Building.

Each horizontal band becomes lighter weight as the building increases in height, which is expressed through the materiality and design of the openings.

However, it is the base that determines the rhythm of the facade. The historical arched bays of the Goodsyard site will be replicated on Plot 1, with the dimensions setting a consistent grid that influences the entire building.



Bethnal Green Road Elevation Facade Hierarchy

5.06 FACADE

5.07 ESTABLISHING THE FACADE GRID

Many of the historical arches were demolished during the construction of the Overground station, however the arches will be carefully reinstated in a contemporary form acknowledging the existing arches that are still present on Bethnal Green Road.

The arches set a 9m grid, which determine the vertical rhythm of the building with some a wider grid used to give prominence to the north entrance of 15m.

Architectural Grid & Geometry