

5.4. Enterprise Yard

Typical layout

The minimum distances between buildings are set in the Parameter Plan "Building Plots" which **must not** be deviated from.

- 5.4.1. The Enterprise Yard character area includes plots within Phases B and C: to the north A1-A2, B1-2, B3, and B5 (Phase B), and C1-4, C5, C6, E1-3 to the south (Phase C).
- 5.4.2. The proposed layout retains the existing street alignment to the north, improving the connections to the south. Some mature trees along the character areas have been retained.
- 5.4.3. Plots A1-2, B1-2, C1-4 and E1-3 include linear buildings fronting Enterprise Yard responding to the wider character and uses, and preserving the sky space surrounding Balfour Tower.

- 5.4.4. Heights have been introduced along plots B1-2, B3 and C1, where a cluster of tall buildings will mark the key east-west connections. A clear hierarchy has been given to this cluster, and it will be further discussed in Chapter 6. B3 is the tallest element of the masterplan and it marks the entrance to Highland Place to the south and acts as a terminus to Abbott Road to the north.
- 5.4.5. Plot C1-C4 frames Highland Place from the south, with a taller element lower in height compared to B3.
- 5.4.6. The two southern plots (C1-4 and E1-3) link Enterprise Yard to the key east west connections and help connecting Enterprise Yard to Culloden Primary Academy and the Dee Street underpass.
- 5.4.7. Plots B5, C5 and C6 include workspace buildings and act as an extension of the retained Poplar Works buildings further north. Plot B3 will activate the transformed underpass providing an active frontage. Plots C5 and C6 sit parallel to the A12 and will include landscape screening opportunities from the road.
- 5.4.8. The northern part of Enterprise Yard will be accessed from a one way road wrapping around plot A1-2. To the south vehicular routes from Dee Street and Ettrick Street are retained and connect the improved north south link along Enterprise Yard. Two pedestrian and cycle routes (Highland Place and Dee Street underpass) will connect the Site to the western side of the A12.

Land use

The land uses are defined in the Parameter Plans "Land Use Basement", "Land Use Lower Ground Floor", "Land Use Upper Ground Floor", "Land Use First Floor" and "Land Use Upper Floors" which **must not** be deviated from.

- 5.4.9. Plots B1-2, C1-4 and E1-3 provide workspace at ground floor level overlooking Enterprise Yard. Plot A1-2 and B1-B2 include workspace at ground floor alongside residential ancillary space, and B3 incorporates the residents hub and some residential ancillary spaces. All these plots include residential and residential facilities at upper floors.
- 5.4.10. Plots B5, C5 and C6 include non-residential uses at ground and upper floors.

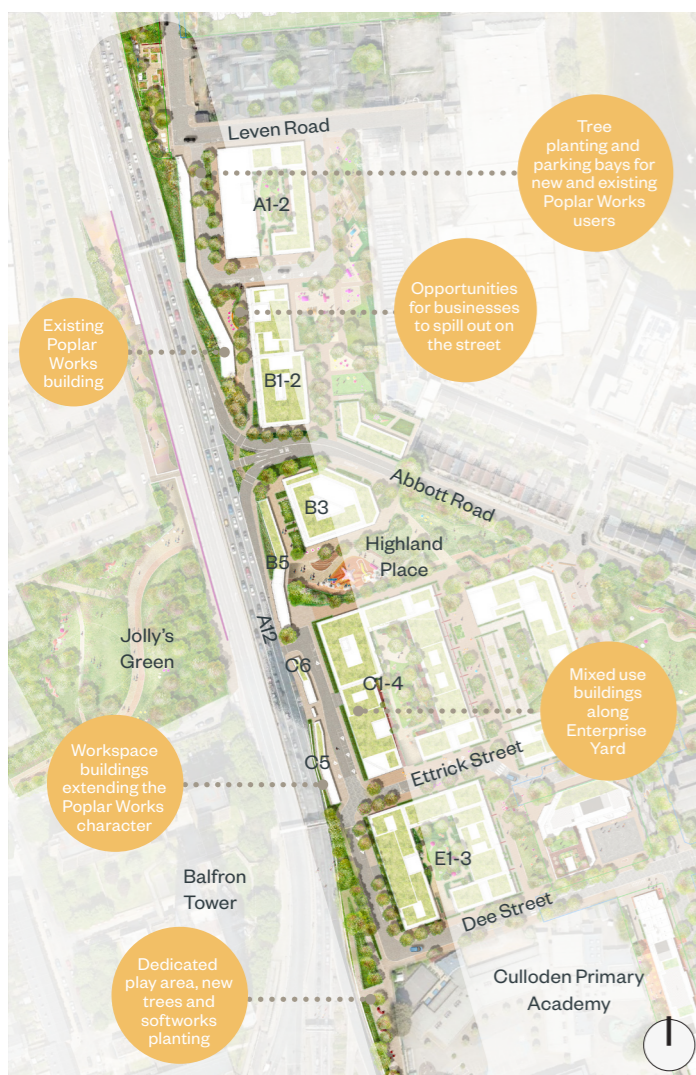


Fig.194 Illustrative masterplan extract - Enterprise Yard



Fig.195 A linear space activated by local businesses to spill out onto the street



Fig.196 Mixed use buildings with creative industries occupying the ground floor



Fig.197 Reflecting the area's industrial past



Fig.198 A hard surfaced yard with workshop spaces reflecting the area's industrial heritage



Fig.199 Enterprise Yard extends the character of the existing Poplar Works in Nairn Street



Fig.200 Light, flexible workspaces offering opportunities for local enterprise

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Scale and massing

The scale and massing are defined in the Parameter Plan "Building heights" which further proposals **must not deviated from.**

- 5.4.11. Buildings in this area are generally medium scale [1] with a cluster of taller elements located in the centre of the character area within plots B1-2, B3 and C1-4 [2].
- 5.4.12. The tallest building is located within plot B3 [3]. This is a landmark building and marks the pedestrian and cycle Underbridge and the connection between the A12 and Abbott Road.
- 5.4.13. Building form on the lower legs **should** have a consistent and regular order [4].
- 5.4.14. Special Corners are located within plot A1-2 and E1-3 [5]. These act as Site gateways from Leven Road to the north and Dee Street to the south.
- 5.4.15. Double height plinth **must** be provided along Enterprise Yard [6].
- 5.4.16. Particular attention **must** be given to frontages at the corners to Highland Place [7] and the special corner at the intersection with Abbott Road [8].
- 5.4.17. Plots C5, C6 and B5 **should** incorporate playful roof forms [9].

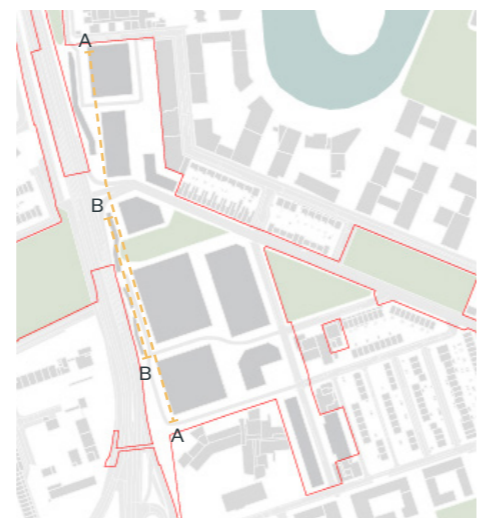


Fig.201 Illustrative elevation diagrams - key plan

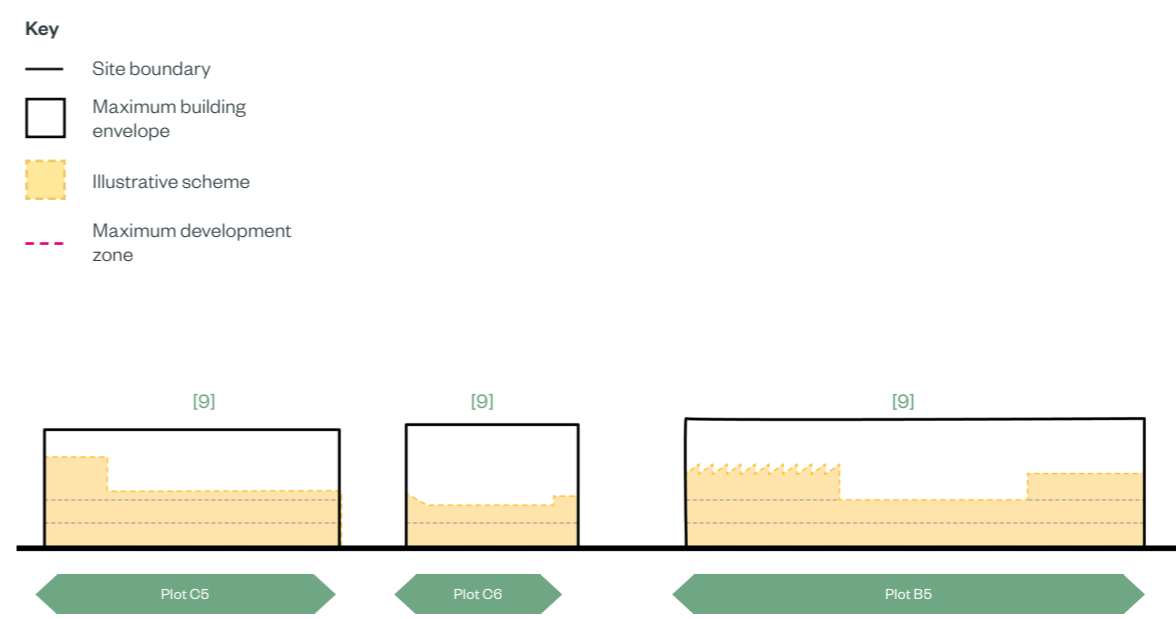


Fig.203 Illustrative elevation BB - Enterprise Yard looking west

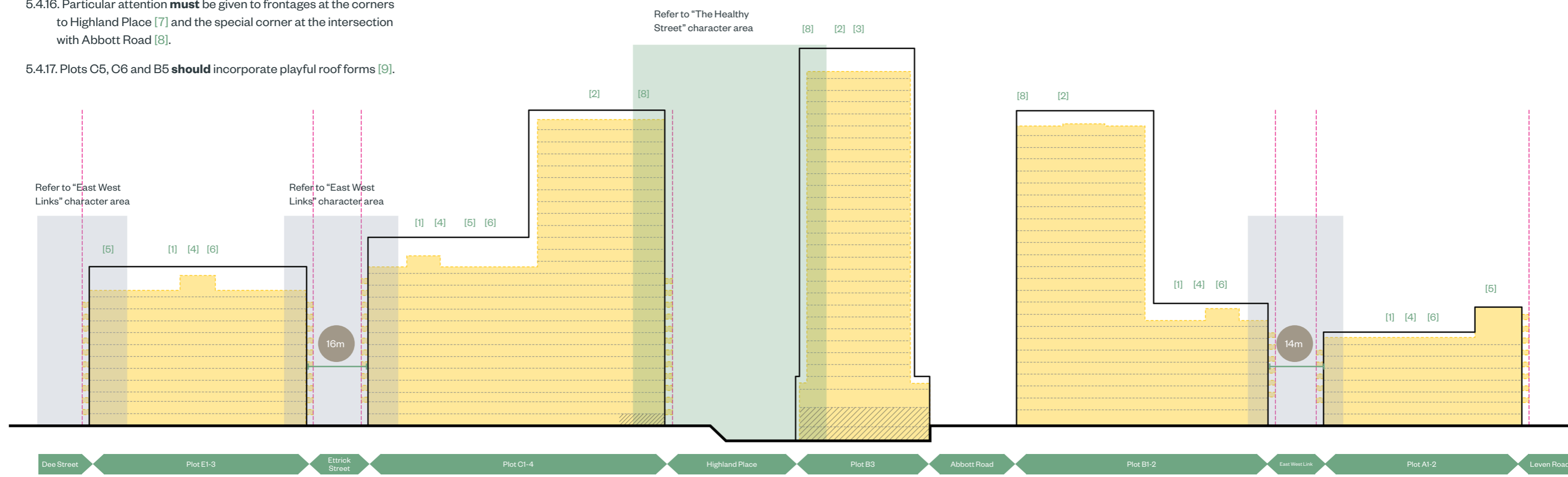


Fig.202 Illustrative elevation AA - Enterprise Yard looking east

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Building frontages and elevations

- 5.4.18. The ground floor of Enterprise Yard **must** be predominantly non-residential. Entrances to apartment buildings will be required, as will some plant and cycle storage frontage, but otherwise this level **should** be dedicated to workspace.
- 5.4.19. Workspaces of two principal types are proposed, small units in the new Poplar Works buildings on the west side of Enterprise Yard and larger units in the bases of the residential buildings on the east side.
- 5.4.20. The smaller units **should** respond to and **must** develop the language of the existing Poplar Works building to the north, incorporating playful roof forms in a dark material. They **should** have a robust base, which will relate to the workspaces on the opposite side of the street.

- 5.4.21. Workspaces in the base of residential buildings **must** be within a plinth, with the principal residential façade above.
- 5.4.22. There **must** be a shared language, expressed through material, motif and detailing, between the workspaces on either side of Enterprise Yard.
- 5.4.23. Residential façades **must** be in brick, with details such as the grouping of windows expressed and emphasised, for example with concrete detailing.
- 5.4.24. The overall architectural character **must** be robust and industrial.
- 5.4.25. Balconies in this location **must** be recessed, projecting balconies here are not acceptable.

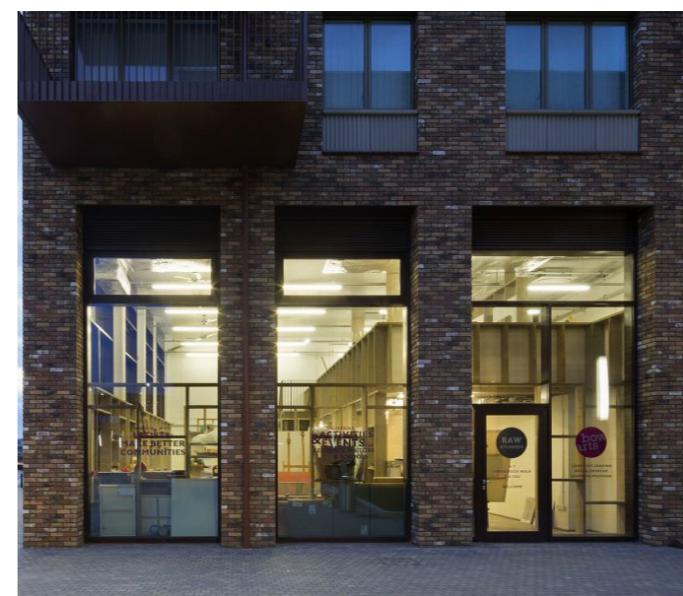


Fig.205 Workspace in the base of a residential building



Fig.206 Existing Poplar Works building with dark cladding and playful roof form

Robust, cast material forming plinth with motif

Simple awning with industrial aesthetic

Signage incorporated into facade

Large areas of glazing providing views of activity within



Fig.204 Illustrative visualisation of workspace façade on the east side of Enterprise Yard



Fig.207 Illustrative visualisation of Enterprise Yard

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Principles and character

- 5.4.26. Thresholds within the Enterprise Yard character area **should** include the "Type 3 - planted threshold" and "type 4 - clear threshold".
- 5.4.27. Along Enterprise Yard residential entrance to apartments **must** be clearly marked.
- 5.4.28. Planting opportunities **must** also be included where possible.

More information on threshold types can be found in section "4.5 Private amenity and thresholds" on page 86 of this Design Code.



Fig.208 Enterprise Yard threshold

Key streets

Enterprise Yard North and South

5.4.29. Enterprise Yard includes secondary vehicular routes (with a one way route to the north) and pedestrian/cycle only routes.

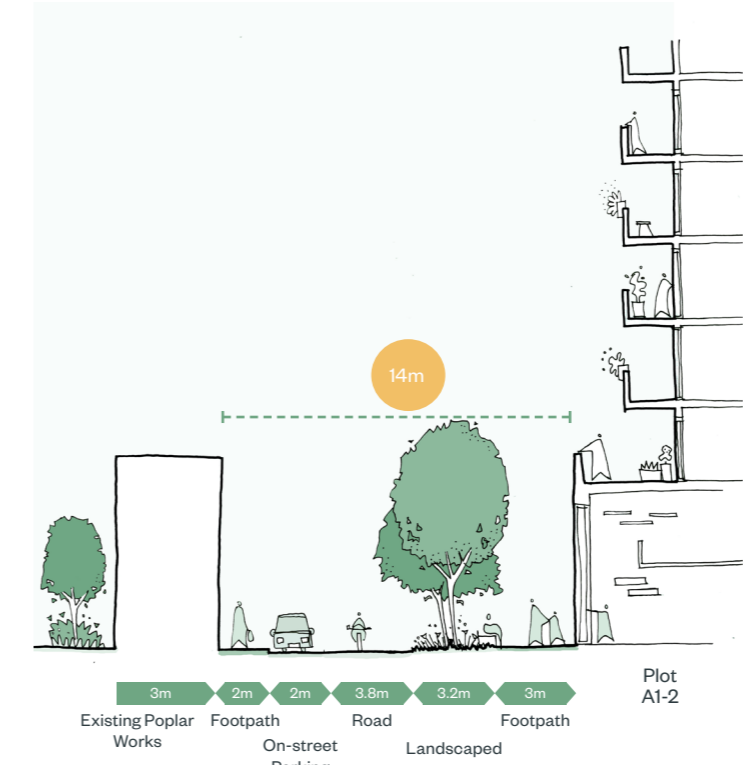


Fig.209 Illustrative street section AA - Enterprise Yard north

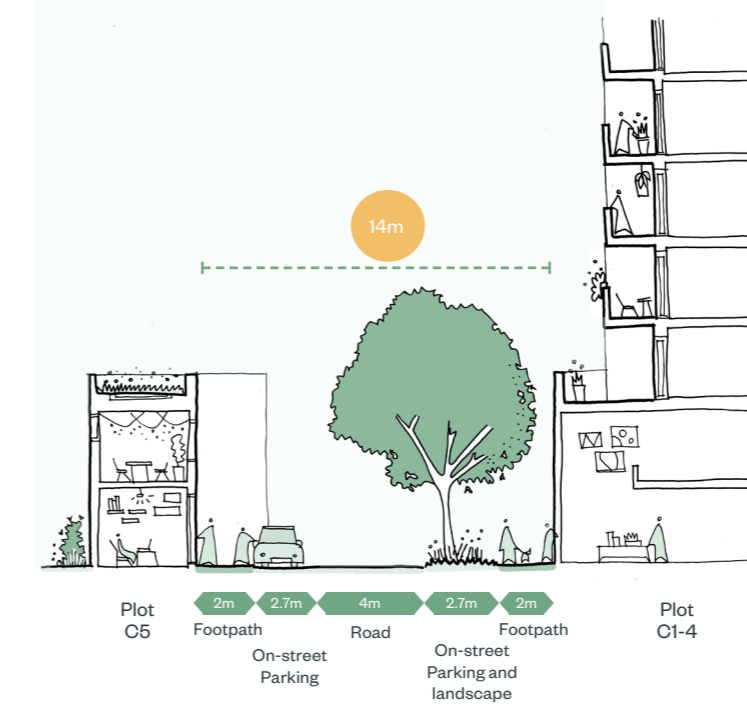


Fig.210 Illustrative street section BB - Enterprise Yard south

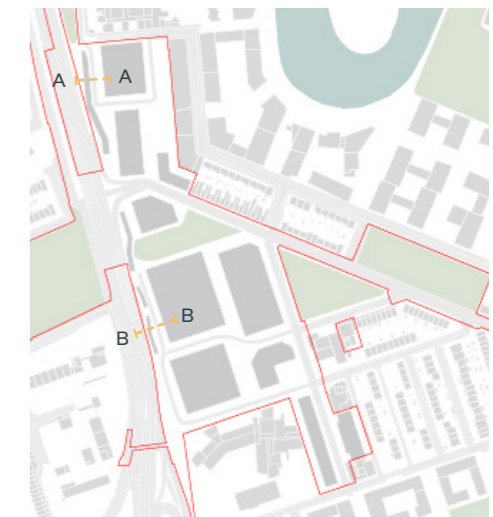


Fig.211 Illustrative street sections - key plan



Fig.212 Pullens Yard, Elephant and Castle



Fig.213 The Low Line, Southwark



Fig.214 Pavillion Road, Chelsea

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Key public spaces

Principles and character

5.4.30. Principles applying to Enterprise Yard:

- Two local squares **must** be created along Enterprise Yard at key east- west connections: Work Square, and School Square. These are located where the public realm and pedestrian environment widens.
- The Work square (shown on “Fig.215 Enterprise Yard North - landscape concept plan”) **should** encourage outdoor working and meetings through its selection of furniture, and include flexible space to bring the workshop activities into the street.
- School Square (shown on “Fig.217 Dee Street underpass - landscape concept plan”) **must** be designed to include play on the way elements, and play equipment while families wait at the school entrance with their children. It **must** also include areas of seating for parents to wait and meet each other at the school gates at pick up times.
- Poplar works buildings **should** have a clear footway of 2m to allow for pedestrian flow on the western side of the street.
- Parking spaces **should** be located within the carriageway wherever possible to constrain the width of roads and maximise space for pedestrians.



Fig.215 Enterprise Yard North - landscape concept plan

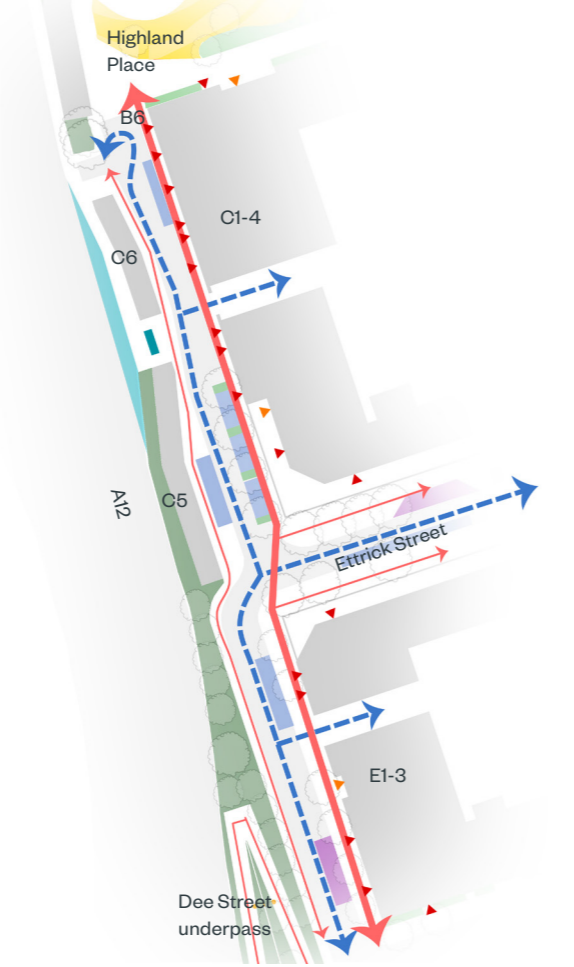


Fig.216 Enterprise Yard South - landscape concept plan

	Main pedestrian footway		Node
	Pedestrian footway		Active landscape zone
	Road		Planting opportunity
	Servicing entrances		A12 native corridor planting
	Lobby/main entrances		Play on the way
	Suggested locations for loading		
	Suggested locations for parking		

- Parking spaces **must** respond to key entry/access points e.g. resident lobbies, podium access stairs and public spaces, to leave gaps for informal opportunities to cross the road and room for pedestrian movement
- Tree planting **must** be used to break up runs of parking and limit to 3 parking bays in a row where possible.
- Existing trees **must** be retained wherever possible for both street character and wind mitigation.
- Stepped access to the Dee Street underpass **must** be a straight run of steps to facilitate clearer sightlines, and a cycle ramp **must** be incorporated into the step design.
- Ramped access **must** be no greater than 1:21 to Dee Street underpass to remove the need for railings and enable clear sightline down to the underpass entrance. The ramped access **must** incorporate planting and playful climbing elements between levels to encourage play on the way and reinforce the masterplan principle for all public realm to be playable.
- Planting and an acoustic barrier to screen noise from the A12 **must** be incorporated along the A12 edge wherever there is a gap between Poplar Works buildings.

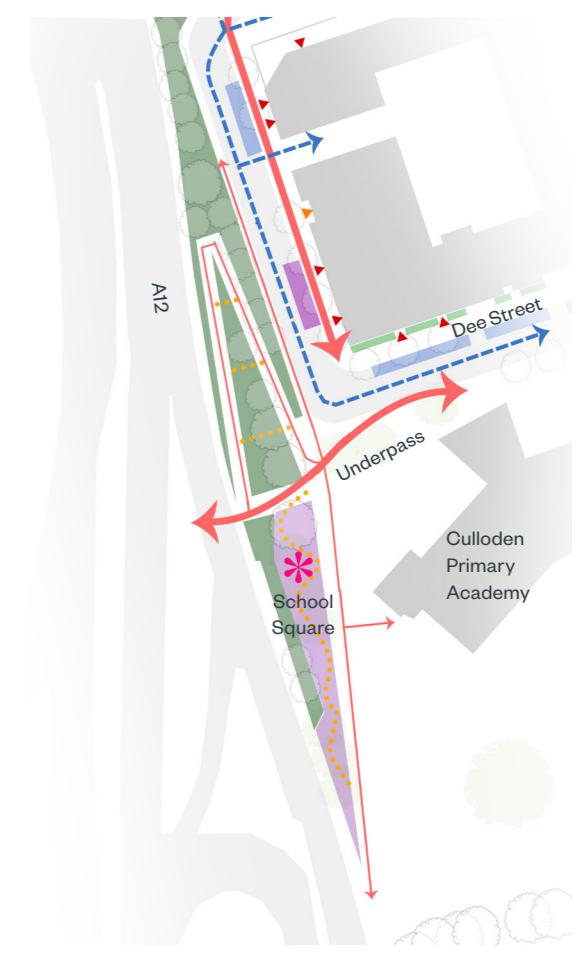


Fig.217 Dee Street underpass - landscape concept plan