

6.5. Building types

7 Linear Workspace

Illustrative proposal

6.5.123. The illustrative proposal is designed to incorporate the design criteria set out in the Design Code.

6.5.124. The base of the building is in pale concrete to match the non-residential plinth opposite.

6.5.125. Regular openings frame workspace frontages which incorporate a version of the pleated concrete detail used in the columns elsewhere on Enterprise Yard.

6.5.126. Large single-pane glazed openings provide views into the workspaces and help to activate the street. Doors incorporate clerestory windows at high level with unit numbers in bronze metal.

6.5.127. These frontages are conceived as a unifying framework to which tenants can apply their own identity to applied graphics and window displays.

6.5.128. The cladding at the upper level is a dark corrugated metal which lend the building a strong industrial aesthetic.

6.5.129. The upper storey incorporates a saw-tooth roof, emphasising the industrial appearance of the building.

6.5.130. Windows of square proportion punch through the metal cladding. They have a deep reveal and a projecting surround and are coloured to match the windows below.

6.5.131. Large scale illuminated signage reading 'POPLAR WORKS' overlooks Highland Place and creates a very strong sense of identity. Behind this, a terrace can be used for events, helping to activate the public realm.



Fig.389 Illustrative partial Elevation of building B5 on Enterprise Yard

Key

- 1 Concrete base with pleated detail
- 2 Large glazed frontage with bronze kick plate to base
- 3 Metal unit number above door
- 4 Dark corrugated metal cladding to upper level
- 5 Window with projecting surround in anodised metal
- 6 Saw-tooth roof form
- 7 Large illuminated 'Poplar Works' signage



Fig.390 Illustrative view of new Poplar Works building at the south of Enterprise Yard



Fig.391 Illustrative view of new Poplar Works building overlooking Underbridge



Fig.392 Illustrative view through Underbridge from Highland Place

6.6. Conclusion

The new masterplan for Aberfeldy and Nairn Street is designed to unlock the severance created by the existing road infrastructure which has separated this part of Poplar from the amenities and neighbourhoods of the west and the River Lea to the east for so long.

This detailed Design Code, to be read in conjunction with the Parameter Plans, the Development Specification and all other planning documentation submitted within this hybrid planning application, defines the controls to secure the highest quality masterplan and subsequent delivery of each phase of development, setting out the design intent of the architectural and landscape components for each character area within the regeneration project.

The delivery of this masterplan creates a once in a life opportunity to reshape these neighbourhoods in an exemplary way, respecting the heritage and diversity of this unique place, and placing the community and its needs at the very heart of the design.

