



THE GOODSYARD

Design and Access Statement

September 2019 - Part 11 of 21



ballymore.



5.7 PLOT 10

5.7.1 Plot Brief - Inception

Plot 10 is located centrally within the revised scheme, to the northern edge of Middle Road, the main east-west route through the site. The plot sits entirely within the London Borough of Tower Hamlets.

From the outset of the design process Plot 10 was proposed as low rise flexible workspace provision focussed on the creative and digital industries. The block was to reflect the unique conditions of the site in the form of several long, low rise, thin blocks.

In late October 2018, following consultation with the Borough's and the GLA, as part of a wider ambition to provide more homes within the scheme, the design team was challenged to explore residential use on the plot.

5.7.2 Plot Brief - Application

A residential optimisation study (see appendix A1) explored increasing the massing to maximise residential accommodation. As such, Plot 10 comes forward as a sole residential use from levels 1 - 10 above a double height ground floor retail zone, providing up to 134 units in compliance with LBTH's unit mix as part of a site wide offer.

This optimisation should be sensitive to daylight amenity issues for the proposed plots to the north of the London Overground. The plot provides retail space at its base, providing active frontages to the streets and lanes.

The adjacent tables (Table 5.7.1 and Table 5.7.2) show the proposed maximum and minimum gross external areas and residential unit numbers (Table 5.7.3 and Table 5.7.4).



Fig 5.7.1: Plot location plan

	Retail GEA m ²	Residential GEA m ²	Sui- Generis GEA m ²	Plant / Ancillary / Service GEA m ²	Total GEA m ²
Total	3,565	13,721	202	1,691	19,179

Table 5.7.1: Plot 10 maximum GEA

	Retail GEA m ²	Residential GEA m ²	Sui- Generis GEA m ²	Plant / Ancillary / Service GEA m ²	Total GEA m ²
Total	2,771	7,743	159	1,394	12,067

Table 5.7.2: Plot 10 minimum GEA

Maximum Residential Units	1	2	3	4	Total
Total number units	64	47	21	2	134
Habitable rooms per unit	128	141	105	12	386

Table 5.7.3: Plot 10 Maximum number of residential units

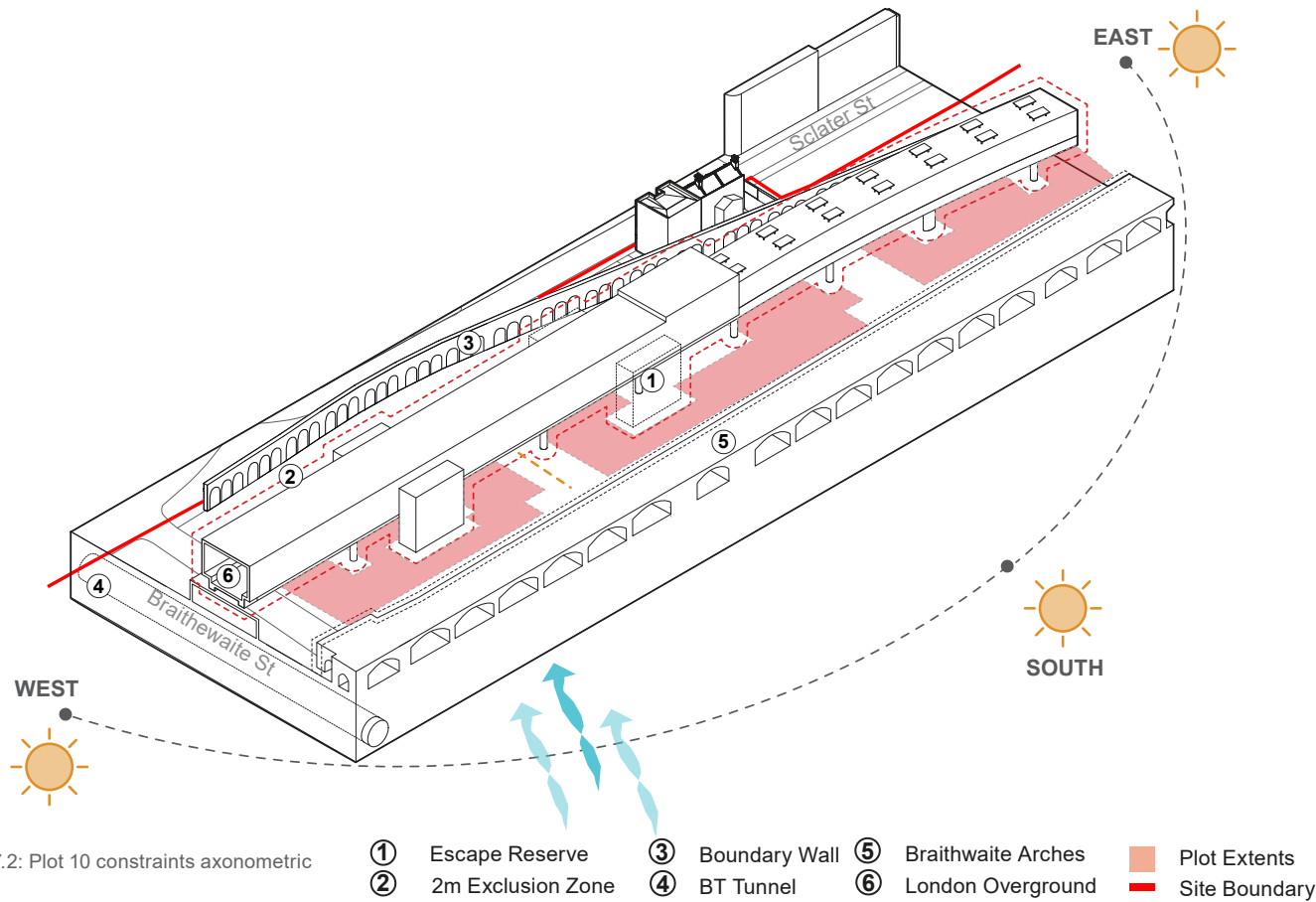
Minimum Residential Units	1	2	3	4	Total
Total number units	31	28	15	4	78
Habitable rooms per unit	62	84	75	24	245

Table 5.7.4: Plot 10 Minimum number of residential units

5.7.3 Plot Constraints

Specific constraints to plot 10 are as follows:

- Exclusion zones (inc. foundations) of the London Overground Viaduct;
- Proximity to the London Overground Viaduct and the 2m restriction zone to the northern edge of the plot;
- The location and width of the proposed Middle Road through the masterplan and the proximity of the listed viaduct opposite;
- The location and size of the proposed north-south lanes through the masterplan;
- King Henry's Mound LMVF view cone



5.7.4 Conceptual Approach - Massing

The massing of Plot 10 acknowledges the contrasting scales of the larger city context to the west, and the smaller scaled Brick Lane area to the east.

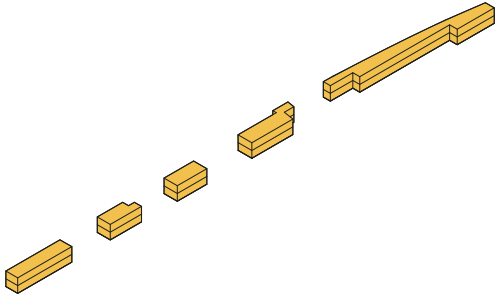
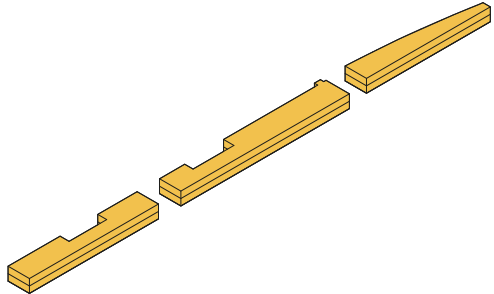


The London Overground viaduct box provides a lower datum level for the massing of Plot 10 in order for it to act as an effective screen.

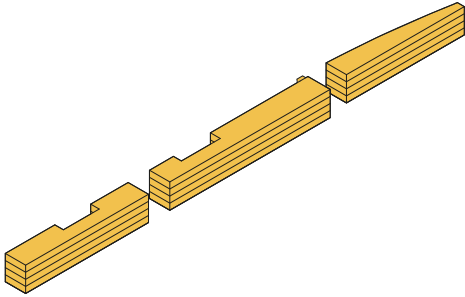
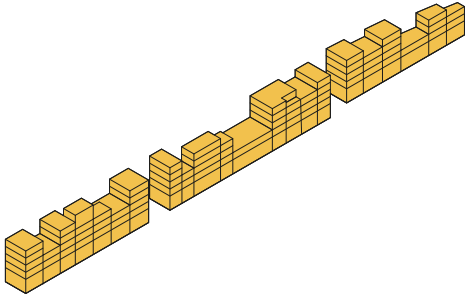
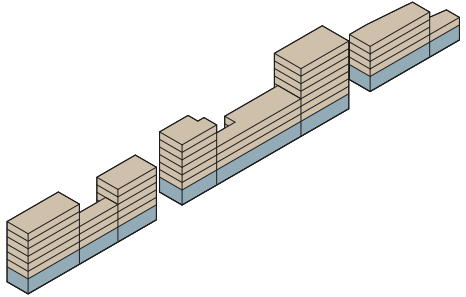
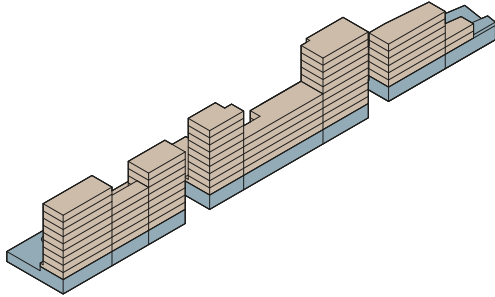


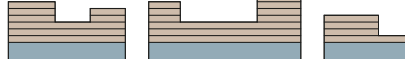
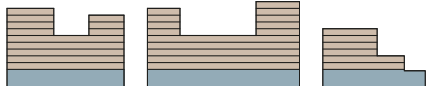
The length of the plot is circa 220m; therefore maintaining this datum would be visually oppressive. Subsequently there is a need to vary the ridge line of the massing.

The unusual plan is generated by the need to form a street edge coupled with the constraints of the London Overground viaduct and its associated escape stairs drives practical location of cores.

The location of cores and the need to articulate the mass generates the rules for where the mass can be 'pushed up' to create the variation in the terraces.

The adjacent table and diagrams illustrate how the massing has developed throughout the design development stage, and how the massing has been sculpted to respond to its context and the feedback received from stakeholders.

3D Mass		
Elevation		
Use	B1 - Flexible Office Space	B1 - Flexible Office Space
Description and Analysis	<p>Step 1</p> <p>Massing is expressed as a simple extrusion of 5 shapes defined by the offset around the London Overground viaduct.</p> <p>Masses are connected to the landscape via a series of walkways and bridges to the podium on top of the arches.</p>	<p>Step 2</p> <p>Massing is consolidated into 3 larger blocks reflecting the rhythm of the masterplan north of the London Overground viaduct, reaffirming the north-south lanes at ground floor.</p>
Amount	1622sqm	3882sqm
AOD Max Height	28.8m	28.8m

		residential optimisation study			
					
B1 - Flexible Office Space	B1 - Flexible Office Space			C3 - Dwelling/houses A1/3 - Retail	C3 - Dwelling/houses A1/3 - Retail
Step 3 Massing is increased in height to better screen the London Overground viaduct and provide more affordable workspace.	Step 4 The long elevation is broken down into 'terraces' to vary the ridge line and provide varied spaces. The Massing is notionally reduced towards the eastern end of the main east-west route to reflect the reduction in scale at the Brick Lane end of the site.			Step 5 Use changes from office to residential as part of the Residential Optimisation Study. Massing is consolidated to reflect the rhythm of the constraints imposed by the London Overground viaduct. Massing is more distinctly reduced towards the eastern end of the main east-west route to reflect the reduction in scale at the Brick Lane end of the site.	Step 6 Massing is increased in height to optimise residential numbers. This increase in massing also helps to mediate between the increases in scale to Sclater Street as part of the optimisation study and the smaller blocks on top of the arches.
7743sqm	7640sqm			10296sqm 78 units	18365sqm 125 Units
35.2m	38.4m			44.8m	54.4m

5.7.5 Illustrative Plot Layout

The plot layout looks to maximise the available footprint, given its contextual constraints.

The plot is organised in 3 separate blocks, each with its own access' and servicing strategy.

The building footprint fills the plot, building up to the boundary set by the 2m exclusion zone defined around the London Overground viaduct at upper levels, as well as forming the northern edge of the east-west retail street and the frontages to Braithwaite Street, Farthing Lane and Cygnet Lane. The eastern most block also forms one side of a square off Brick Lane.

Plot 10 therefore has frontage onto five key movement corridors in and around the masterplan; Braithwaite Street to the west of plot 10a, Farthing Lane between plots 10a and 10b, Cygnet Lane between 10b and 10c and Brick Lane to the west. This makes it well very suited for retail use at ground level.

5.7.6 Access and Servicing

Resident access to Plot 10 is via two lobbies per block at ground level for plots 10a and 10b and a single lobby for 10c. These lobbies are accessed directly off north-south orientated lanes through the masterplan.

This allows uninterrupted retail provision to the main east-west retail street; providing maximum animation to the street where footfall is highest and the retail provision is most valuable.

Service access to Plot 10 is via the shared service yard contained within plot 5. This service yard is accessed via Sclater Street and disseminated into the masterplan by a series of service runs contained within Plot 10.

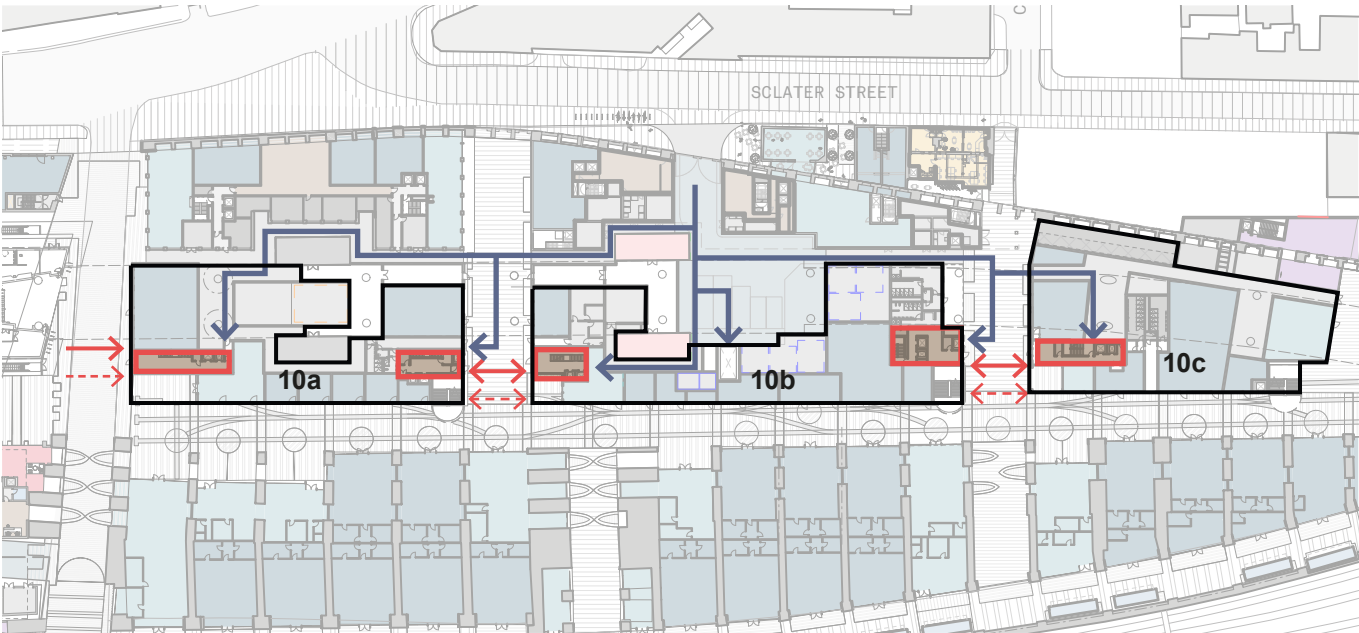


Fig 5.7.5: Illustrative plot layout ground level

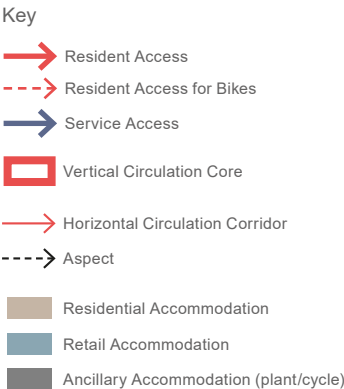


Fig 5.7.7: Key



Fig 5.7.6: Illustrative plot section

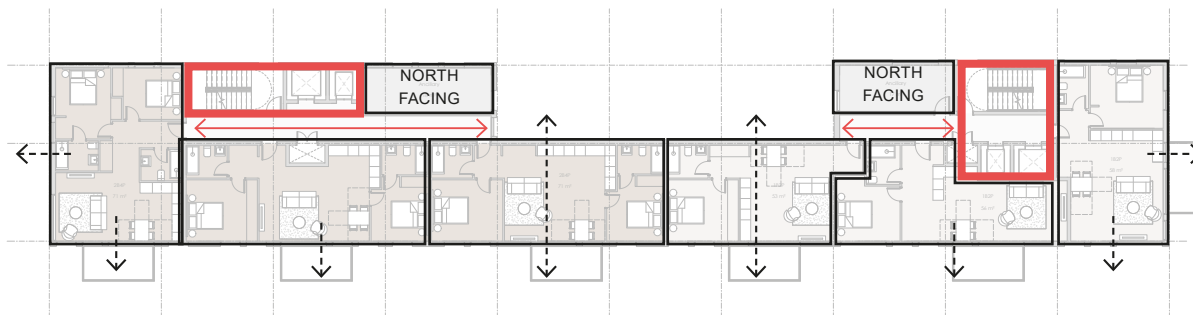


Fig 5.7.8: Illustrative internal layout (lower level plot 10a)

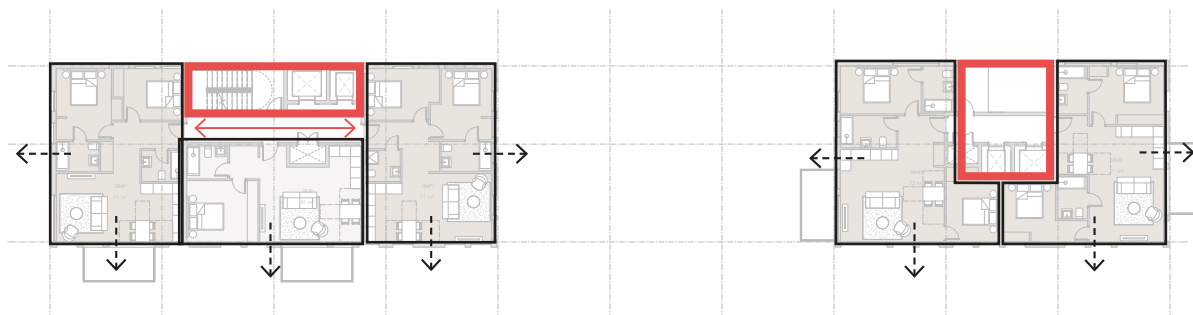


Fig 5.7.9: Illustrative internal layout (upper level plot 10a)

5.7.7 Illustrative Internal Layout

Plot 10 is formed of 3 east-west running rectilinear blocks, which presents challenges in terms of apartment orientation.

Each block is relatively shallow (6-13m) but of considerable length (48-82m). The centre of the blocks is also often the shallowest plan area where the block is indented in accordance with the required offset from the London Overground viaduct escape stairs. Centrally located cores would produce challenging escape distances as well as inefficient plans.

Therefore the blocks have been split into east and west cores accessed independently.

Due to the length of 10b, a centrally located escape core is required to safely service the flats. North facing apartments are avoided in this location by utilising duplex apartments and linking the corridor to the escape core on alternating floors.

5.7.8 Illustrative Architecture

5.7.9 Learning from Shoreditch

The architectural approach to Plot 10 has been inspired by the Georgian terrace vernacular of Shoreditch and East London.

The dominant material in Shoreditch is brick, but as the area has been developed and redeveloped intermittently over the years, street elevations have become patchworks of different brick colours, tones and textures. Streets are characterised by rows of vertically proportioned brick facades, that are different but complementary to one another.

These terraces are almost always grounded with commercial space, characterised by much larger openings with broader solid areas for signage, at their base. This creates rich and varied street scenes which is one of the many aspects that makes Shoreditch such a vibrant and characterful area of London (figure 5.7.11).

The base principles of vertically orientated terraces, varied brick tones and commercial frontages at ground have been used to inform the architecture for Plot 10.

Some of the base design principles present in Plot 10 are explained by the sketch opposite.



Fig 5.7.12: Shoreditch precedents



Fig 5.7.10: Shoreditch precedents



Fig 5.7.13: Shoreditch precedent - recessed brick panels



Fig 5.7.11: Shoreditch precedents

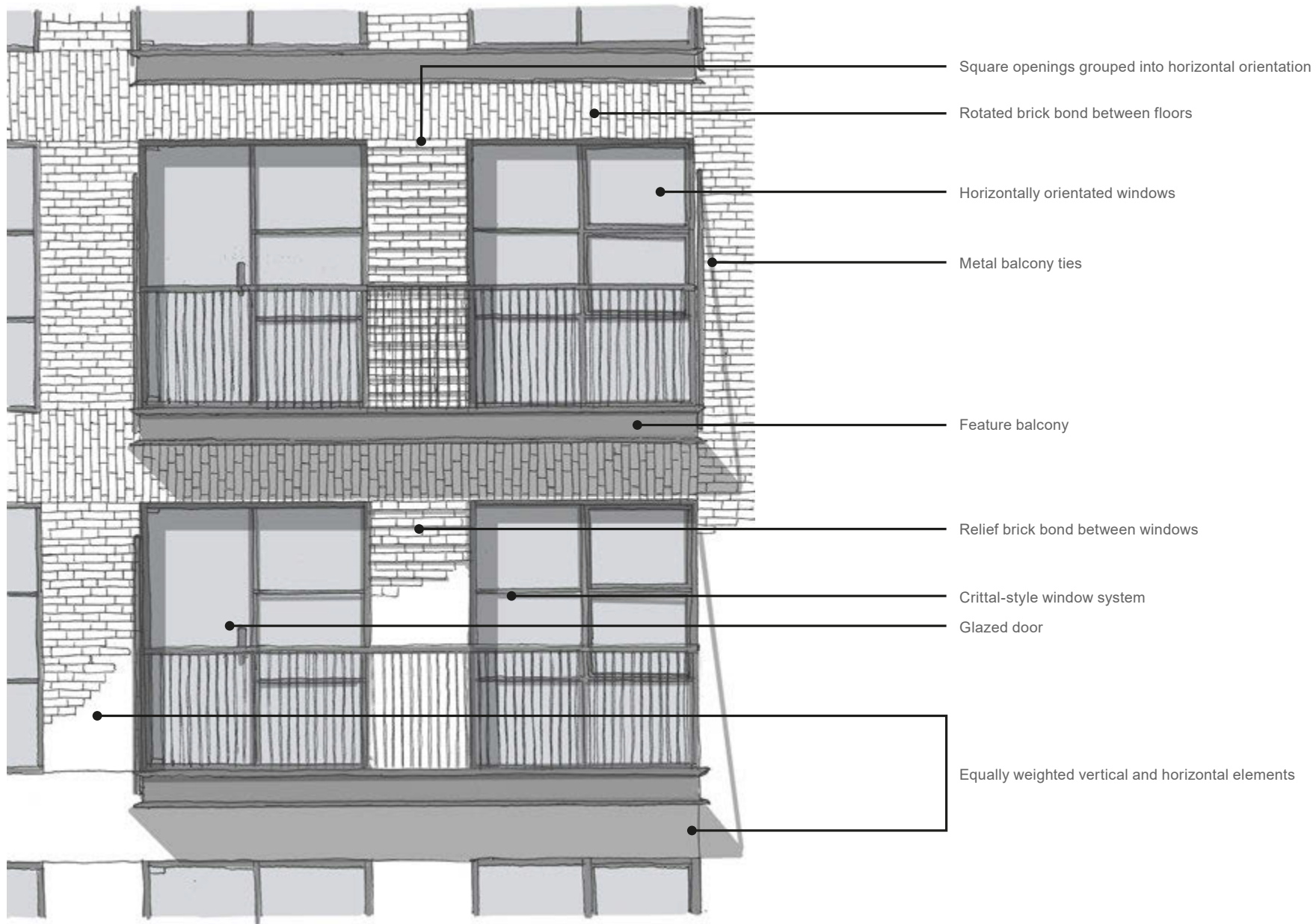


Fig 5.7.14: Sketch elevation concept

5.7.10 Elevations and Material Palette

5.7.11 Brick Patchwork

Plot 10 is uniquely placed within the masterplan. It is an internal block meaning it has no frontage to existing streets. The considerable length of the three blocks means the wider context spans from the commercial development to the west of the site to Brick Lane at the east.

The plot will be elevated so all three blocks are identifiably part of the same design. This means the blocks will need to mediate between the heavily commercial context of Shoreditch High Street and a very different context at the eastern, Brick Lane end of the site.

Several devices have been employed to reflect the Shoreditch vernacular, namely; varied brick tones, recessed horizontal glazed brick panels, metal framed window systems, steel channel profiled balcony edge and shopfront compositions reminiscent of those found across east London.

Shopfronts are articulated in masonry which is tonally matched to the brick work to create homogenous vertical blocks forming a wider 'terraced' approach within the three blocks.

Massing is detracted at its corners at ground floor to offer relief in nodes of circulation and provide areas for vertical moment within the masterplan. These areas are detailed in coloured, glazed brick to offer small moments of character and a welcome identity to each residential lobby.

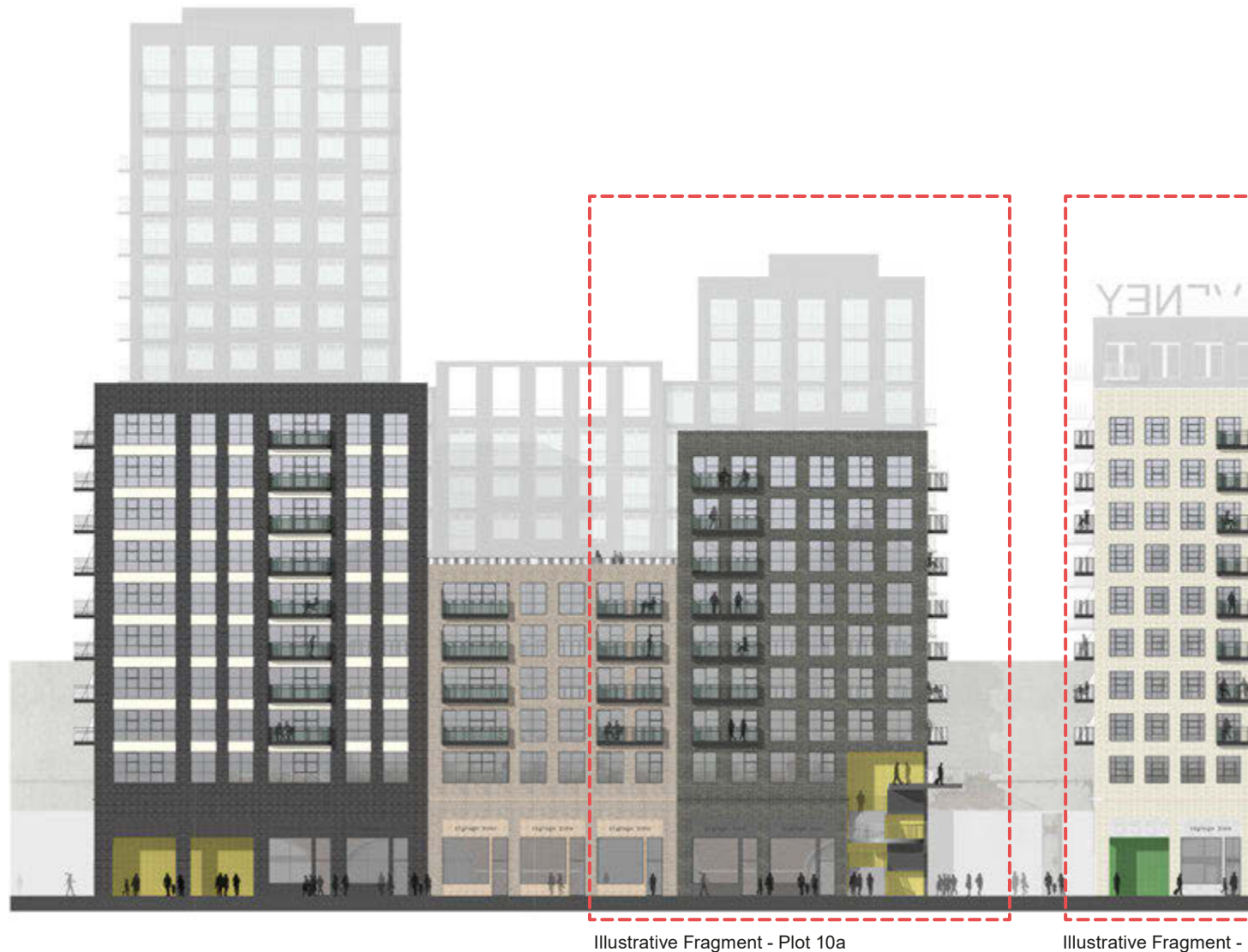


Fig 5.7.15: South elevation



Plot 10b - 1

Illustrative Fragment - Plot 10b - 2

Illustrative Fragment - Plot 10c

5.7.12 Plot 10a: Illustrative Elevation

This fragment elevation demonstrates the simple, uniform weighting given to horizontals and verticals which evokes the warehouse design in the locality.

Coupled with subtle brick detailing and metal framed windows the elevation is a simple and modern take on the warehouses of Shoreditch.

Coloured glazed brick/tile insets surrounding the vertical circulation in the landscape mark out the stairs and offer moments of identity in the street elevation.

The three blocks have a similar design approach but articulate their window openings and brick detailing slightly differently to bring a variation to the composition whilst appearing as part of the same family of buildings. These are shown on the following pages.

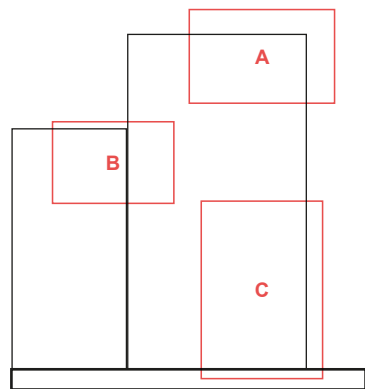


Fig 5.7.17: Detail elevation key: Plot 10a



Fig 5.7.16: Fragment elevation - Plot 10a

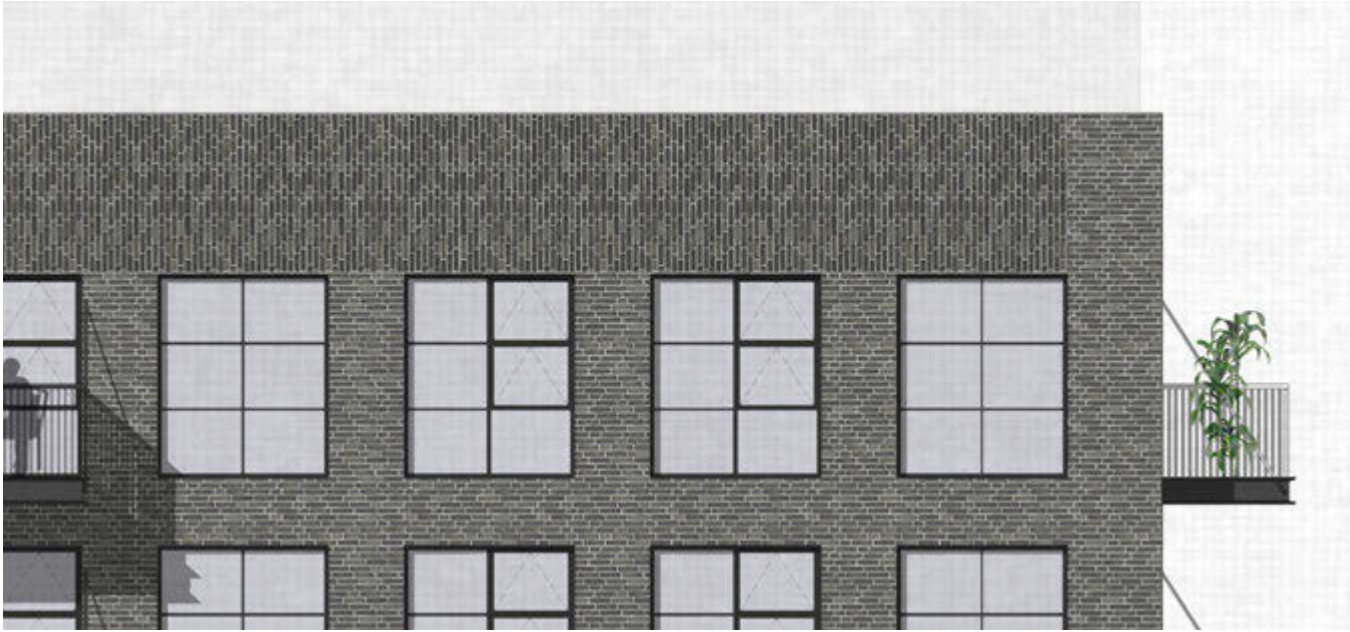


Fig 5.7.18: Fragment elevation (A) - 10a



Fig 5.7.20: Fragment elevation (B) - 10a



Fig 5.7.19: Fragment elevation (C) - 10a

5.7.13 Plot 10b (west): Illustrative Elevation

Plot 10b is compositionally made up of three distinct blocks of various brick colour and subtle changes to the window proportions and detailing. Additional height marks the edge of the block and addresses the open streets and prominent corners either side

This fragment elevation demonstrates the simple, uniform weighting given to horizontals and verticals which evokes the warehouse design in the locality.

Coloured glazed brick/tile insets surrounding the vertical circulation and the residential lobbies offer each entrance or circulation point its own identity within the street.

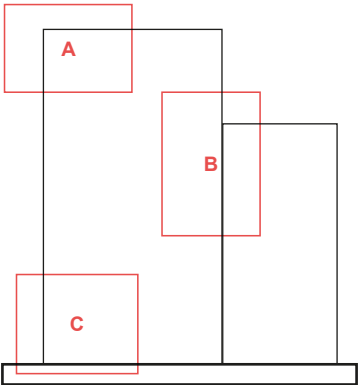


Fig 5.7.22: Detail elevation key: Block B

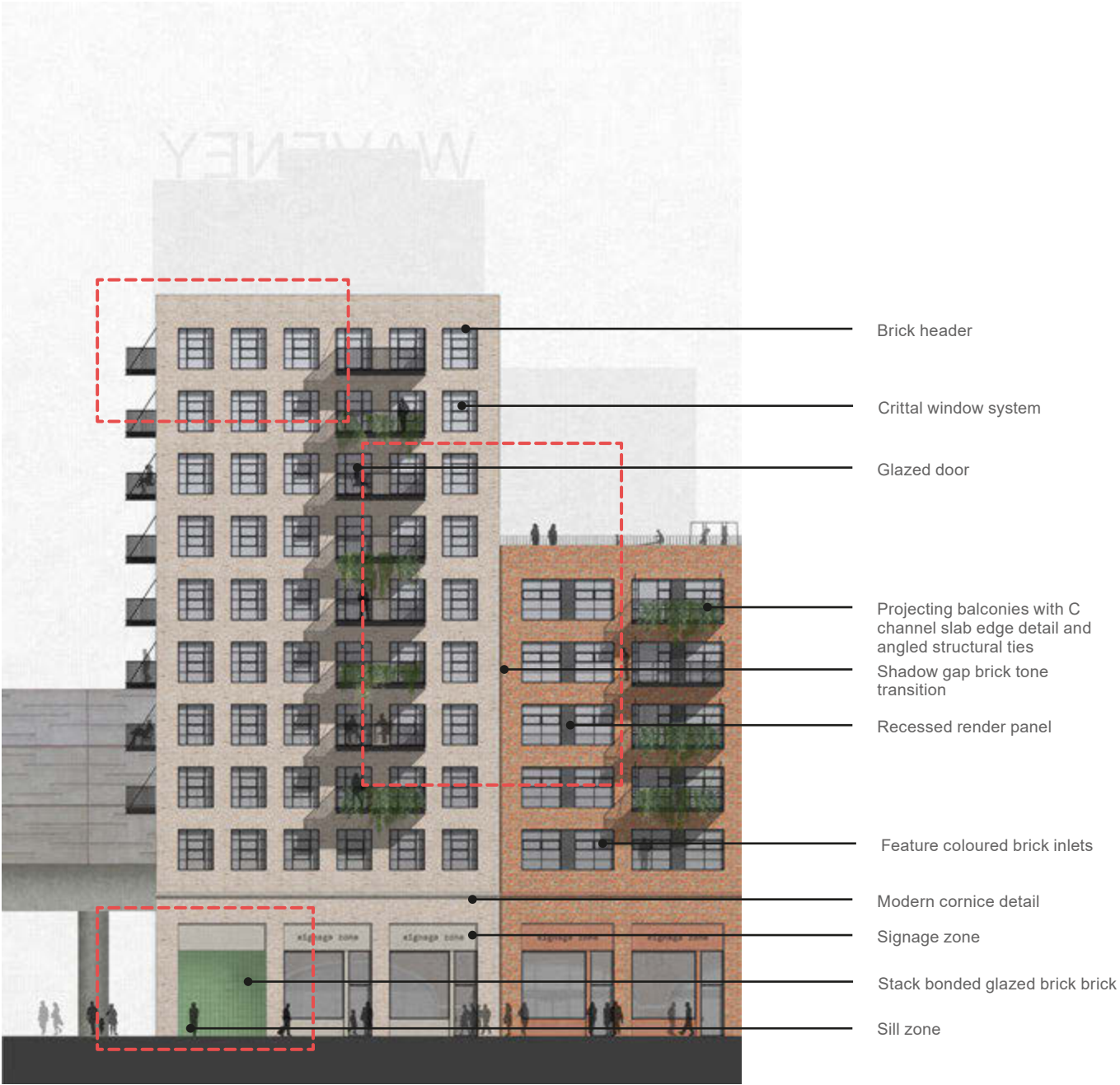


Fig 5.7.21: Illustrative elevation - Block B (west)



Fig 5.7.25: Fragment elevation (B) - Block B



Fig 5.7.23: Fragment elevation (A) - Block B



Fig 5.7.24: Fragment elevation (C) - Block B

5.7.14 Plot 10b (east): Illustrative Elevation

The east side of plot 10b contains the tallest element of the plot. This module has southern aspect which is unrestricted over the platform level public realm.

This fragment elevation emphasises the vertical proportions further, suited to its additional height, and sets the horizontal as the secondary element within the facade.

Coloured glazed brick/tile insets surrounding the vertical circulation and the residential lobbies offer each entrance or circulation point its own identity within the street.

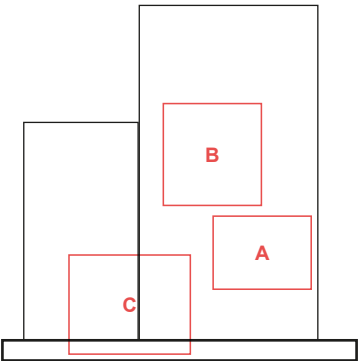


Fig 5.7.27: Detail elevation key: Block B



Fig 5.7.26: Illustrative elevation - Block B (east)



Fig 5.7.28: Fragment elevation (A) - Block B



Fig 5.7.29: Fragment elevation (C) - Block B



Fig 5.7.30: Fragment elevation (B) - Block B

5.7.15 Plot 10c: Illustrative Elevation

Plot 10c is located where the London Overground viaduct begins to arc to the south, decreasing the footprint of the plot to the east. The narrow footprint makes the layout challenging and therefore height is decreased to the east of the plot.

This elevation will also house a public lift for the eastern most access onto the platform level public realm.

The plot follows the same plot 10 elevation principles of subtle brick detailing and metal framed windows, with a varied brick palette.

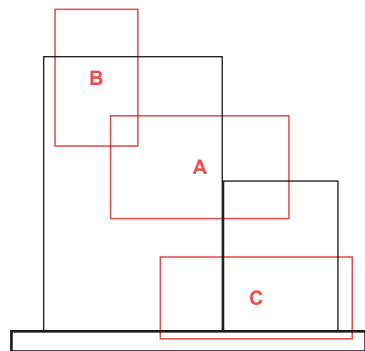


Fig 5.7.32: Detail elevation key: Plot 10c

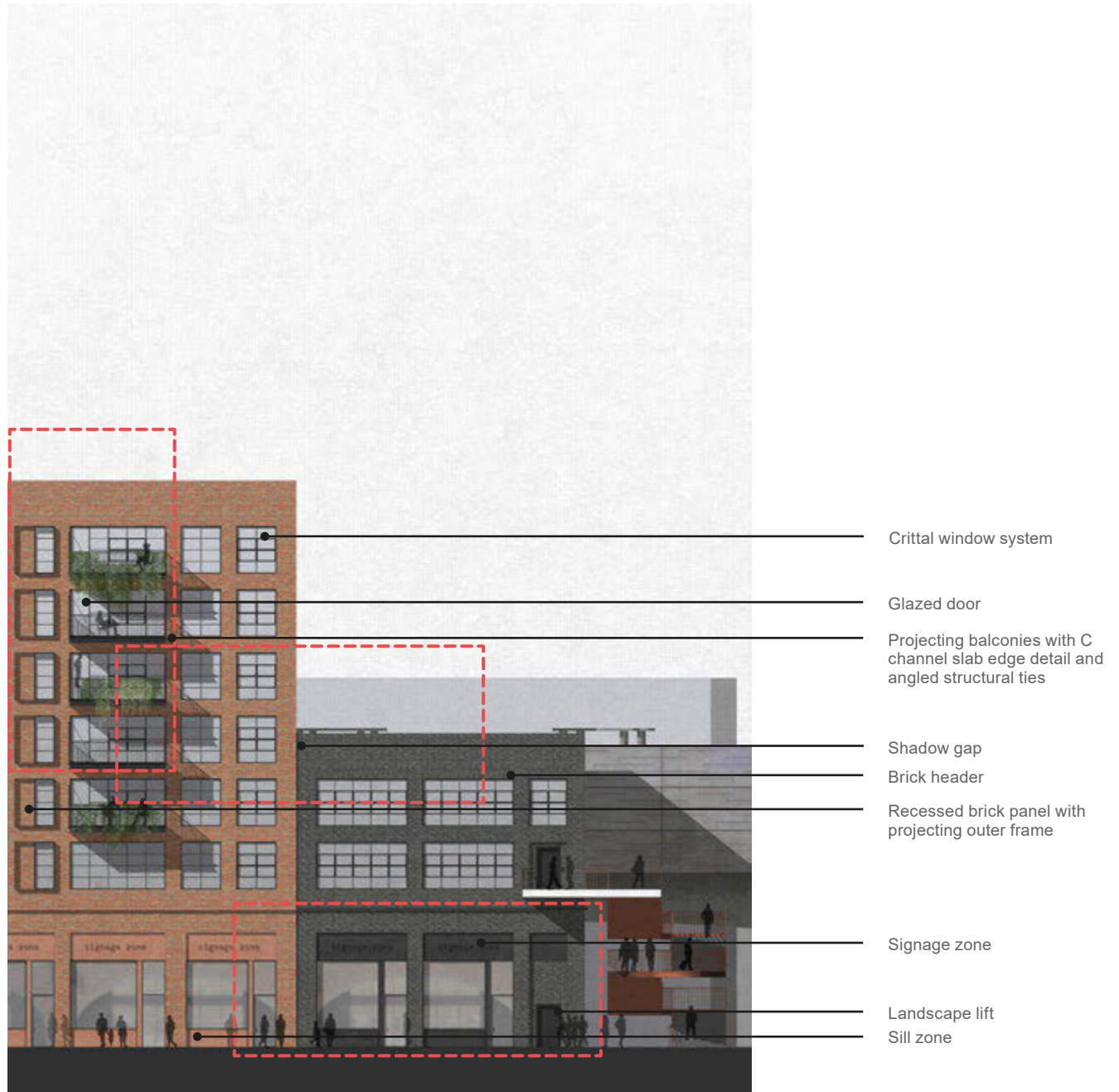


Fig 5.7.31: Illustrative elevation - plot 10c



Fig 5.7.33: Fragment elevation (B) - Block C



Fig 5.7.34: Fragment elevation (C) - Block C



Fig 5.7.35: Fragment elevation (A) - Block C

5.7.16 Ground Floor Organisation

Each block (A, B & C) follows the same principles in their respective spatial planning.

The ground floor accommodates retail units of varying scales, facing south, east and west and will activate the streets that surround the plot.

To the east and west of each block is a residential core with access from the lanes adjacent.

The centres of each block contain various ancillary uses from WC provision to waste storage and plant. These areas also provide service runs allowing retail units to be serviced from the rear in most instances.

5.7.17 Typical Lower Floor Organisation

Lower floors accommodate a mix of 1, 2 and 3 bed apartments.

All apartments benefit from external terraces accessed from the living space of the apartment.

Due to the plots adjacency to the London Overground viaduct at the lower levels, all vertical circulation is pushed to the north edge of the blocks.

The corners adjacent to where the blocks are indented around the London Overground viaduct escape stairs house ancillary accommodation at lower levels. This allows for access into the centre of each block plan without creating north facing apartments.

All units have south facing living spaces with units at the ends of each block having additional aspect either east or west.

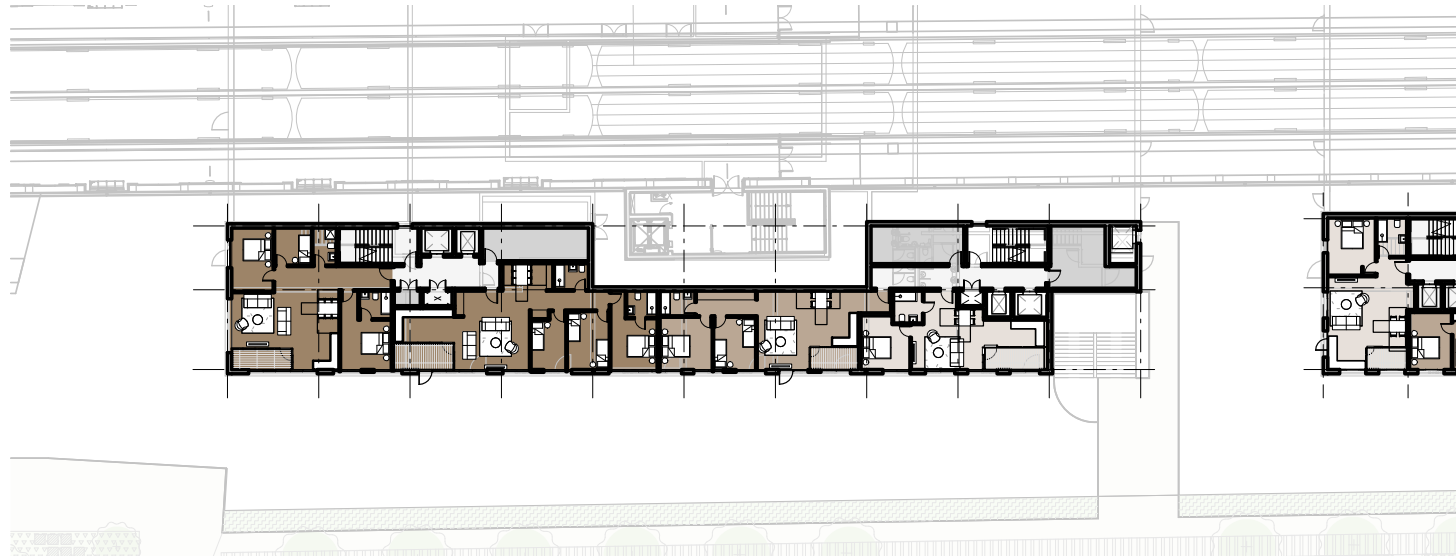


Fig 5.7.37: Level 01 floor plan

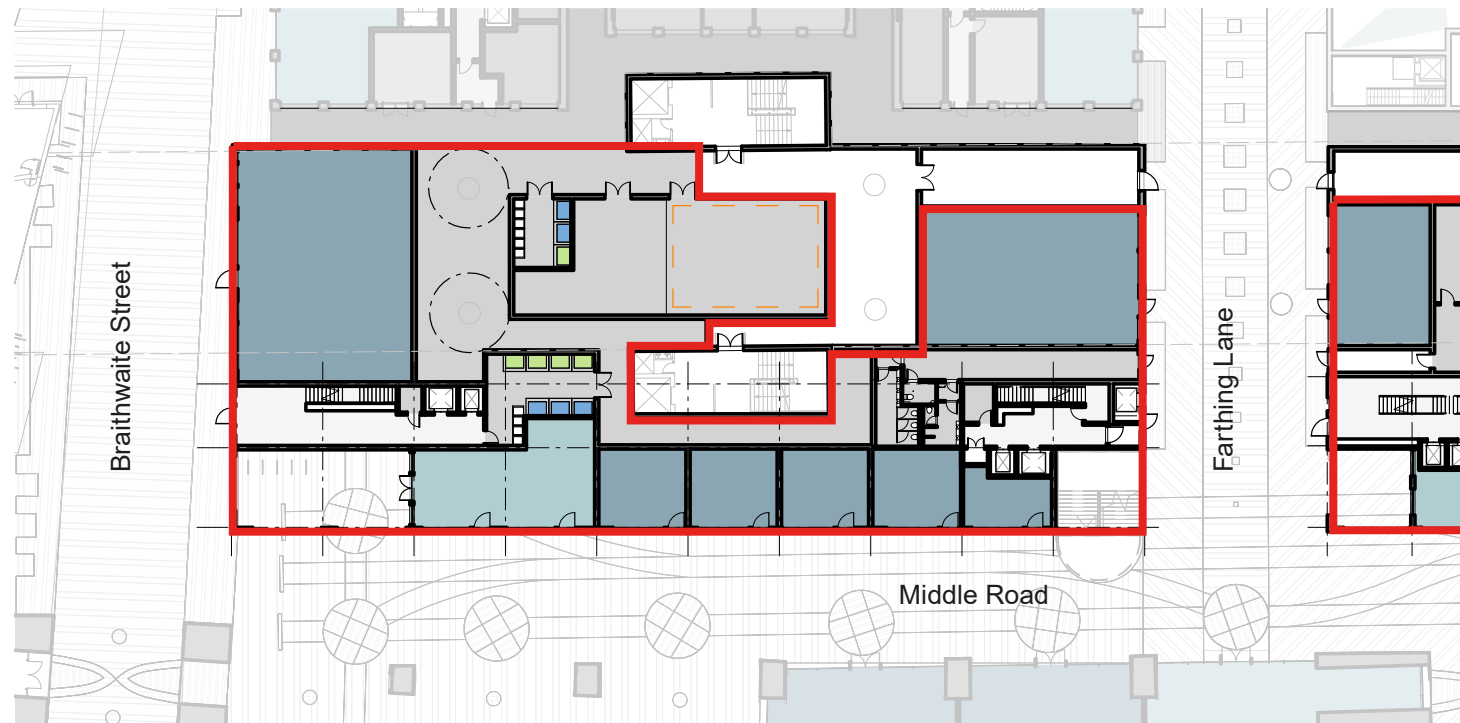
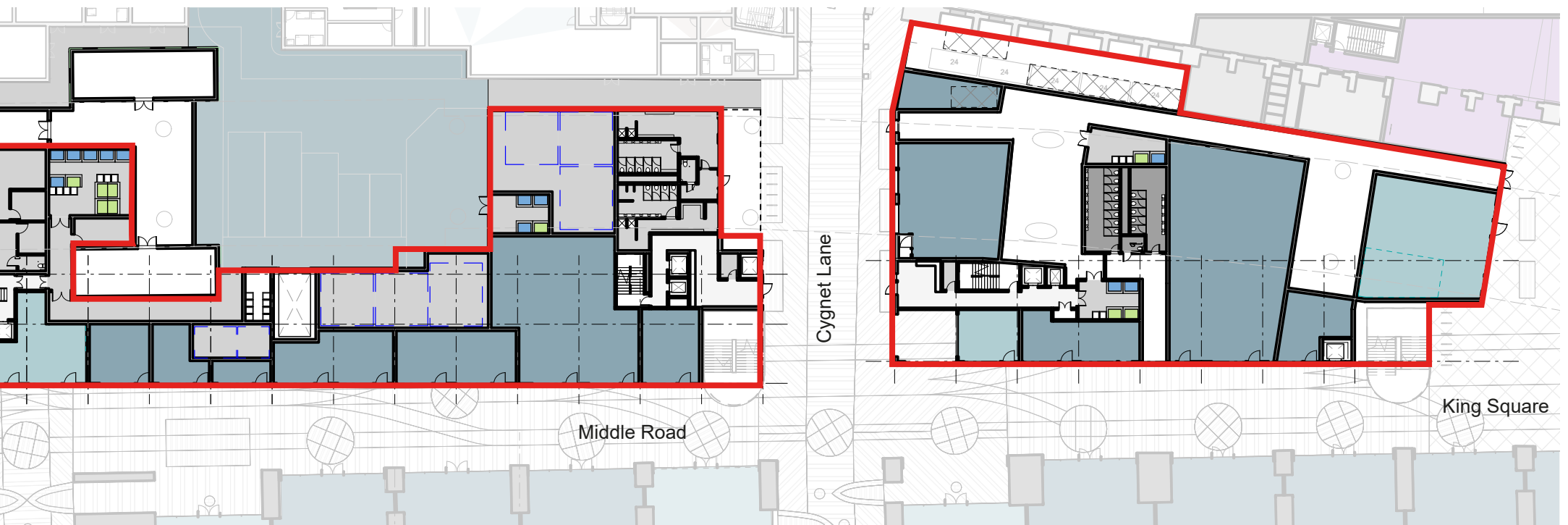
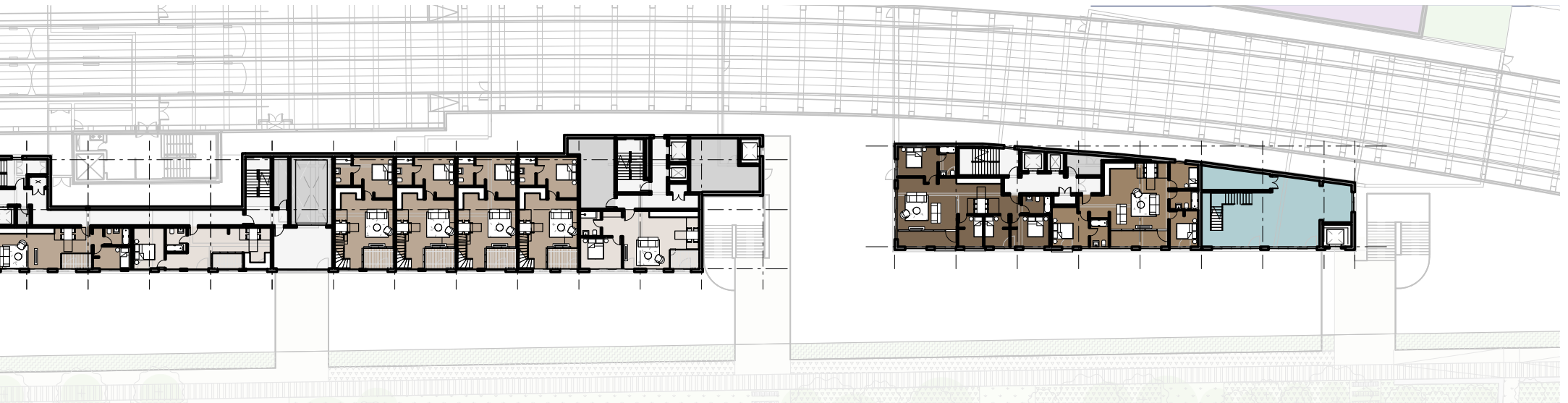


Fig 5.7.36: Level 00 floor plan



5.7.18 Typical Upper Organisation

Typical upper floors accommodate a mix of 1, 2 and 3 bed apartments.

These units are based in 'towers' wrapped around the core position, meaning they enjoy aspect in all directions. Living spaces take precedent for southerly aspect and are always placed on corners where a unit has aspect in two directions.

All single aspect units are south facing.

5.7.19 Play Space

External play space is accommodated on the lower areas of roof, between and overlooked by the taller ends of the blocks.

The play spaces can be accessed from vertical circulation cores and are therefore accessible to all residents.

It is anticipated that all playspace requirement for the plot can be dealt with at roof level. For further detail on the roof top playspace strategy please see landscape sections 4.0-7.

5.7.20 Roof Top Plant Spaces

Some plant equipment is located on the upper most roof areas. The plant equipment will be inset from the parapet to minimise visibility from the surrounding streets.

All roof top area not assigned to play space or plant usage is to be bio-diverse.

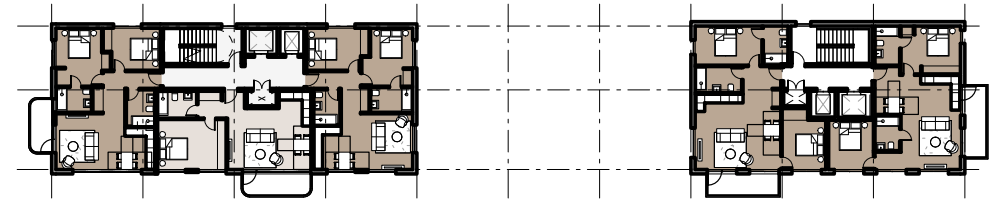


Fig 5.7.40: Level 08 floor plan

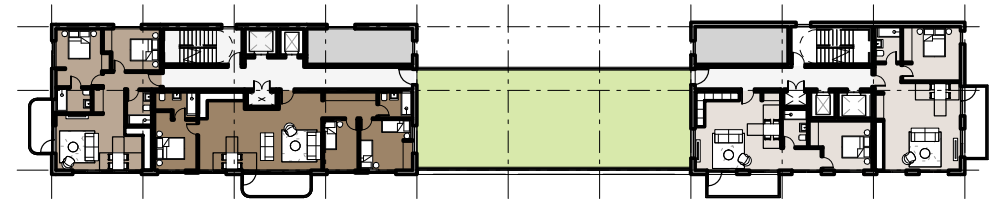


Fig 5.7.39: Level 06 floor plan

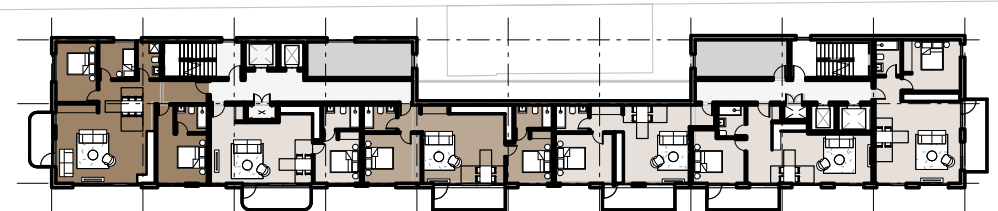


Fig 5.7.38: Level 02 floor plan

