



THE GOODSYARD

Design and Access Statement

September 2019 - Part 3 of 21



ballymore.



3.0 THE AMENDED MASTERPLAN

3.1 REVIEW OF THE PREVIOUS PROPOSALS (2015)

The application submitted in 2015 delivered a large quantum of housing in what was considered to be the most efficient format. The scheme proposed 1356 housing units, spread over 165,928m² of residential floor space. This housing was delivered on a site area of 4.4Ha delivering 308 units per ha.

To deliver this quantum of residential floor area within the defined site constraints, the proposed masterplan created a pair of residential towers in the west (1) and a series of super blocks spanning the London Overground Viaduct to the east (2). Each of these super blocks were designed to enable the delivery of maximum floor area and maximum possible number of housing units. The result of this was;

- The towers in the west had an adverse effect on some city wide views, specifically from the north bastion of Tower Bridge.
- The super blocks spanning the London Overground Viaduct had a significant impact on the available daylight of neighbouring context, especially those to the north.

Whilst these issues raised as part of the formal Stage 3 feedback received from the GLA and boroughs have great significance, the proposals relationship to its context is of equal importance.

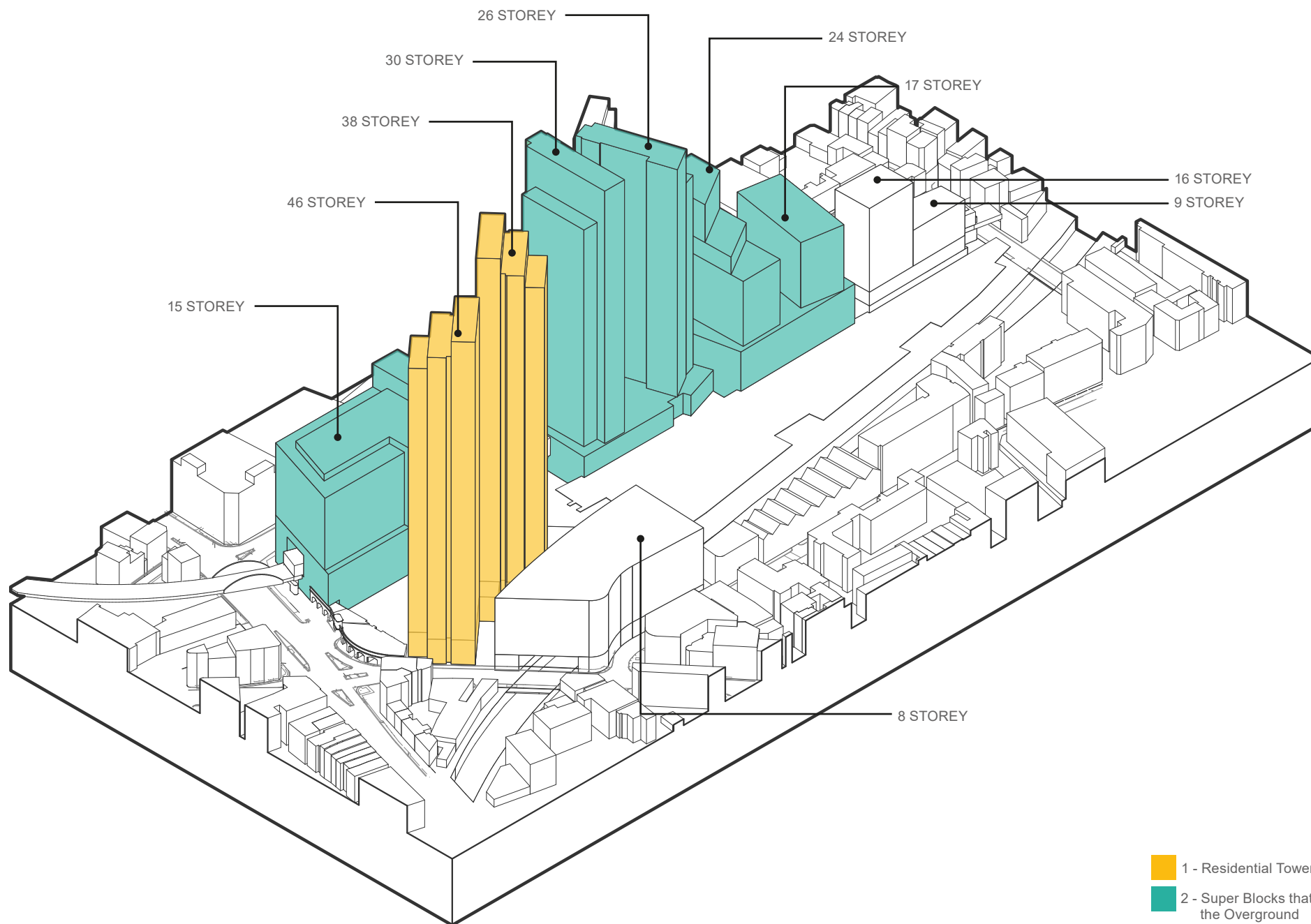
When considering the broad principle raised in the feedback that the development was not of appropriate scale, it was important for us to define, with a high level of specificity, what was meant by “scale”. This is especially relevant in a continually evolving city like London.

Given much of the growth evident in London's urban fabric it was important for us to consider the impact of scale in two different dimensions:

1. The plan scale of the proposed urban blocks and their relationship to the plan scale of surrounding blocks. This was to ensure we are not growing beyond the plan scale of the context.
2. The impact of the development height across the site, to ensure that the proposed development does not have a detrimental effect on the environmental quality of the surrounding existing context.

The significant conclusion that we have drawn from our analysis is that whilst it may be appropriate for some of the development to have considerable vertical scale, not dissimilar in part to the 2015 submission, it is critically important that the plan scale of the proposed urban blocks at ground level is reviewed.

The main driver for the revised scheme is the feedback received from the Mayors Stage 3 Report and the team have worked to address all of these comments. The team believe that the Proposed Amendments are now stronger and more contextually appropriate.



- 1 - Residential Towers
- 2 - Super Blocks that span the Overground

Fig 3.1.1: 2015 scheme axonometric

3.1.1 Scale at ground level (2015)

The plan diagrams opposite (Fig 3.1.2 and Fig 3.1.3) highlight the disconnect between the scale of the proposed development blocks from the 2015 masterplan in relation to the surrounding context.

The impermeability of the masterplan at street level of the 2015 scheme caused the perceived view that it was an 'island in the city', disconnected from its immediate context.

3.1.2 Height (2015)

The context sections opposite show the proposed vertical scale of the 2015 scheme against its context. This shows that whilst in some areas of the site height is prevalent in the immediate context (notably immediately across Bishopsgate with Principle Place and the proposed Shoreditch Highgate Hotel), however in other areas, notably the north and east, height proposed could be considered to be of a larger scale than its context.

Proposed buildings along Sclater Street and Bethnal Green Road in the 2015 scheme are shown to be considerably larger in scale than their immediate context. They also provided little transition from the existing scale of Sclater Street & Brick Lane to the commercial scale to the west of the site.

This analysis highlights where the previous 2015 scheme was criticised and begins to suggest where scale could be appropriate within the development. The analysis has also helped us understand which specific facets of the previous 2015 proposals faced fair criticism for being inappropriate. We concluded that much of the 2015 scheme was too tall, and much of the proposal east of Braithwaite Street was too large in plan.

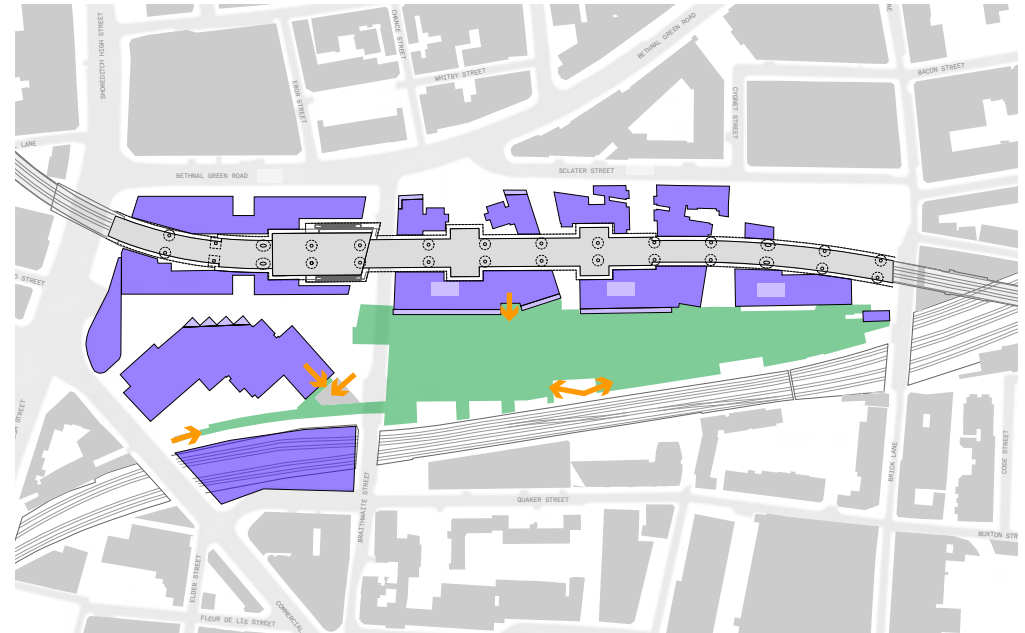


Fig 3.1.2: 2015 Scheme: Platform Block Plan

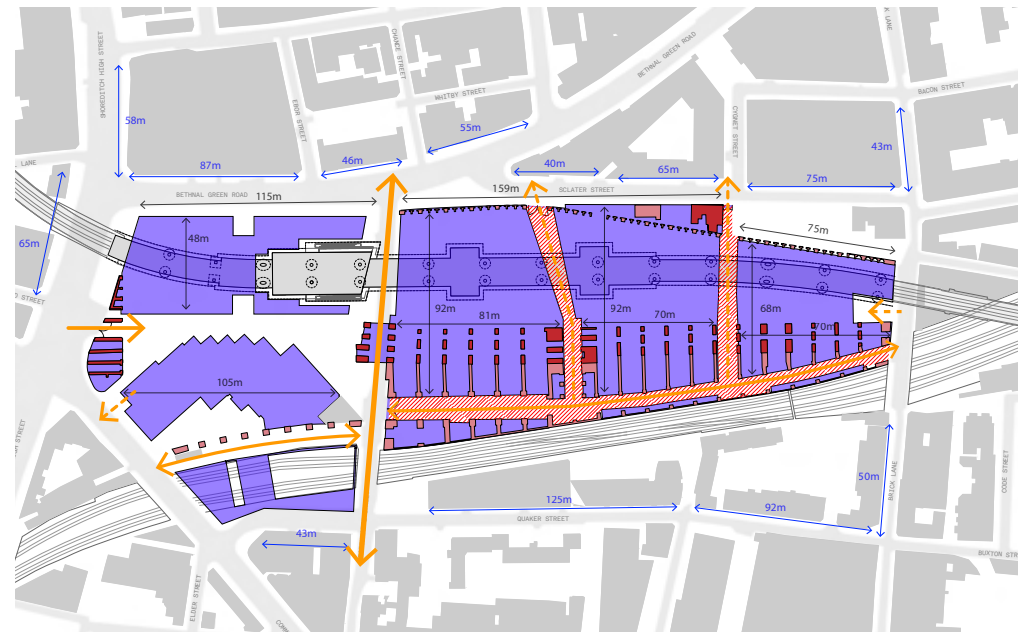


Fig 3.1.3: 2015 Scheme: Ground Block Plan

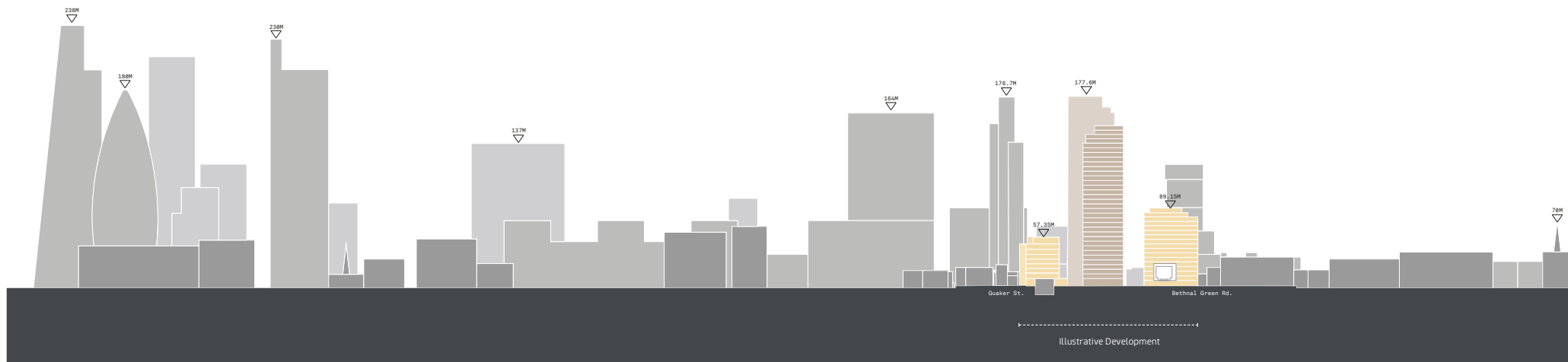


Fig 3.1.4: Section 1-1 (2015 scheme)

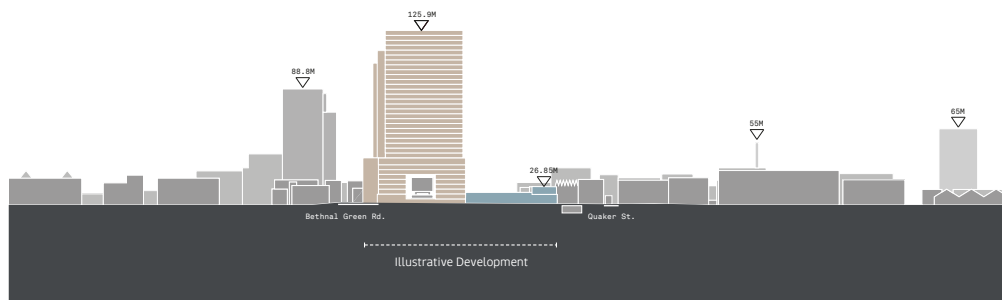


Fig 3.1.5: Section 2-2 (2015 scheme)

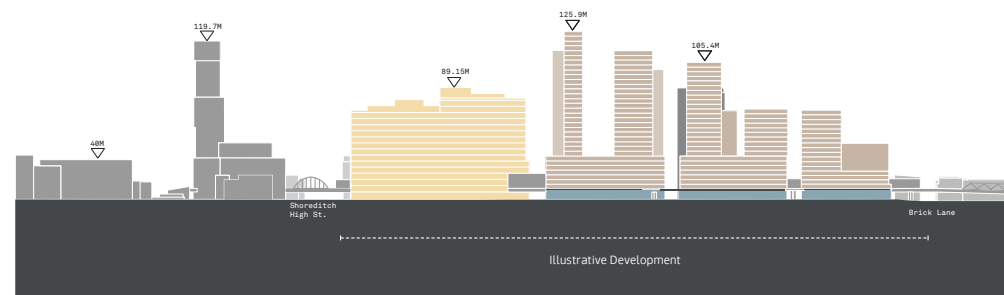


Fig 3.1.6: Section 4-4 (2015 scheme)

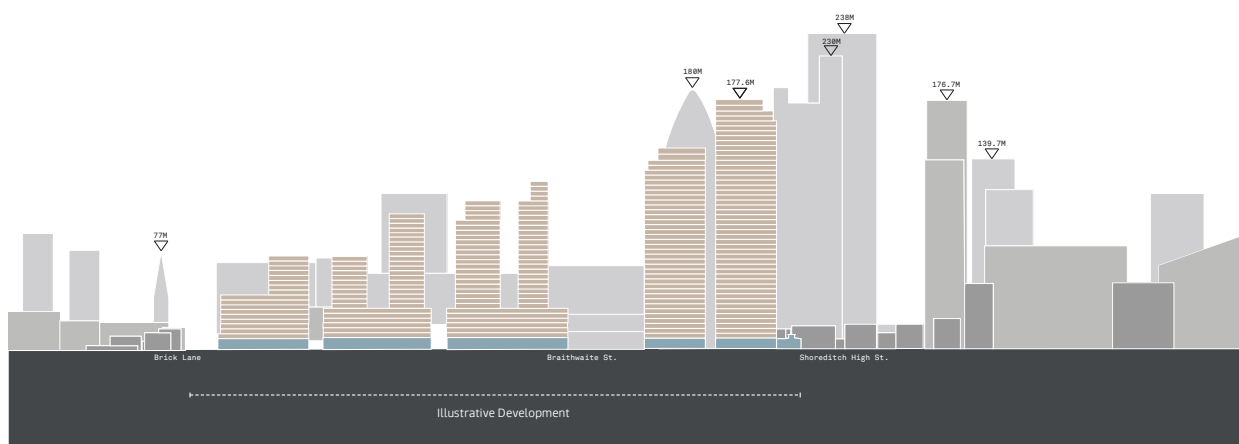


Fig 3.1.7: Section 3-3 (2015 scheme)

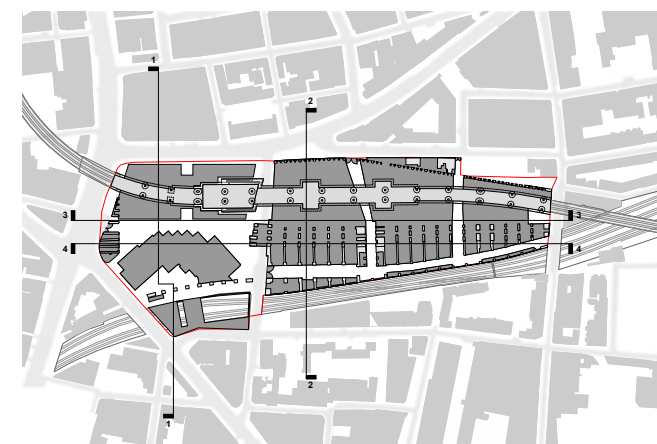


Fig 3.1.8: Section key

3.2 DESIGN PRINCIPLES

3.2.1 The Masterplan Principles

The masterplan adopts an approach to development that is an authentic response to its context, past and present.

The Revised Scheme is respectful of, and responds to the constraints defined in 'Section 2.7'. Revisions have also been shaped to respond to varied feedback from extensive public and stakeholder consultation, which is summarised in 'Section 1.9'.

The Revised Scheme is shaped around new streets that seamlessly integrate a contextually appropriate urban grain with the existing context.

The new urban structure is formed around and above the site's remaining historical fabric which has been unused and inaccessible to the public for many years.

The masterplan follows the principle that, wherever feasible, historic structures are retained and deployed to be significant features of the streetscape. This ensures the character and identity of the new is founded on the site's rich and important history.

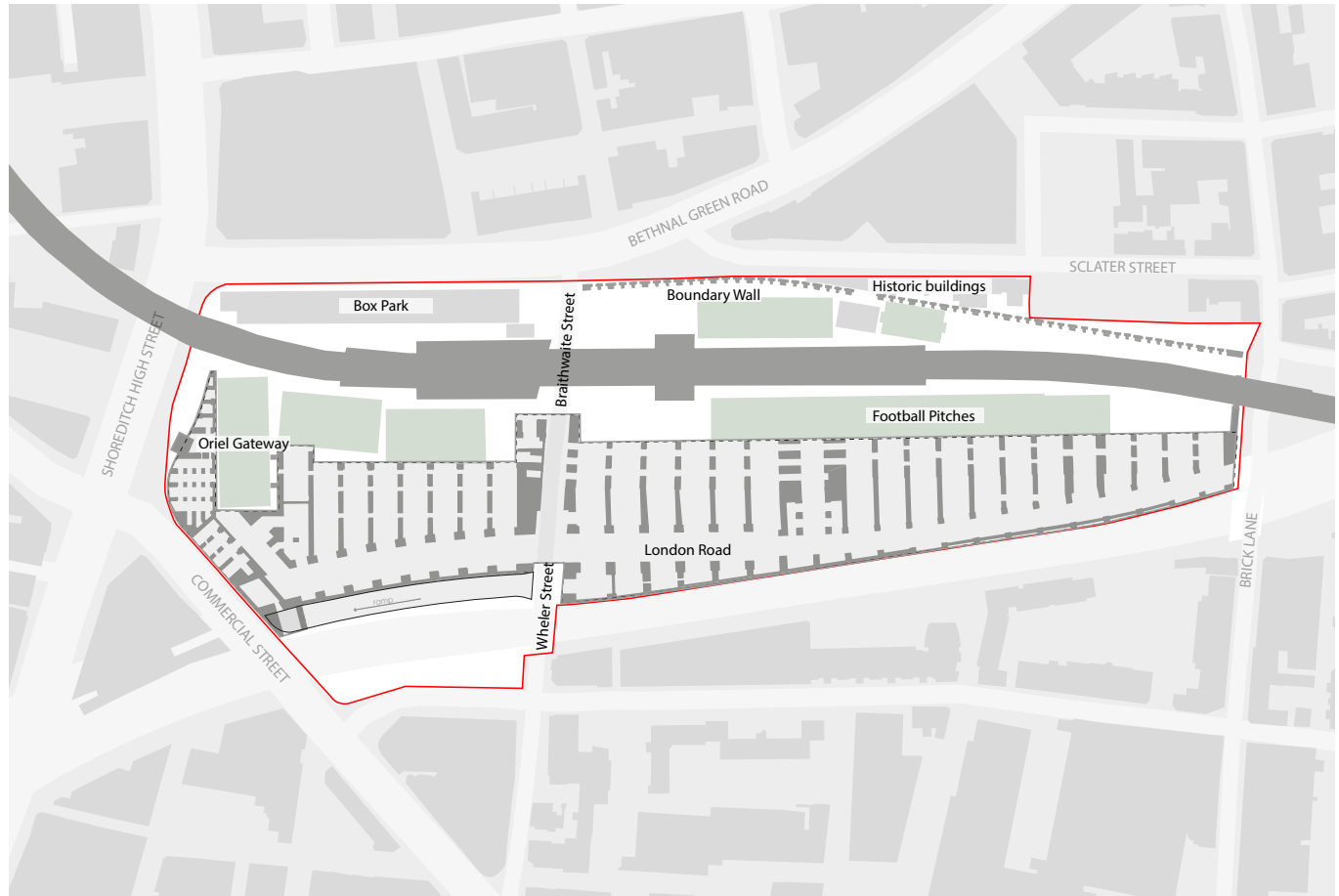


Fig 3.2.1: Plan Showing Existing Ground Level



-  Application Outline Boundary
-  Power League Pitches (13)



Fig 3.2.2: Existing Context - Box Park



Fig 3.2.3: Existing Context - Shoreditch High Street station



Fig 3.2.4: Existing Context - Power League Pitches

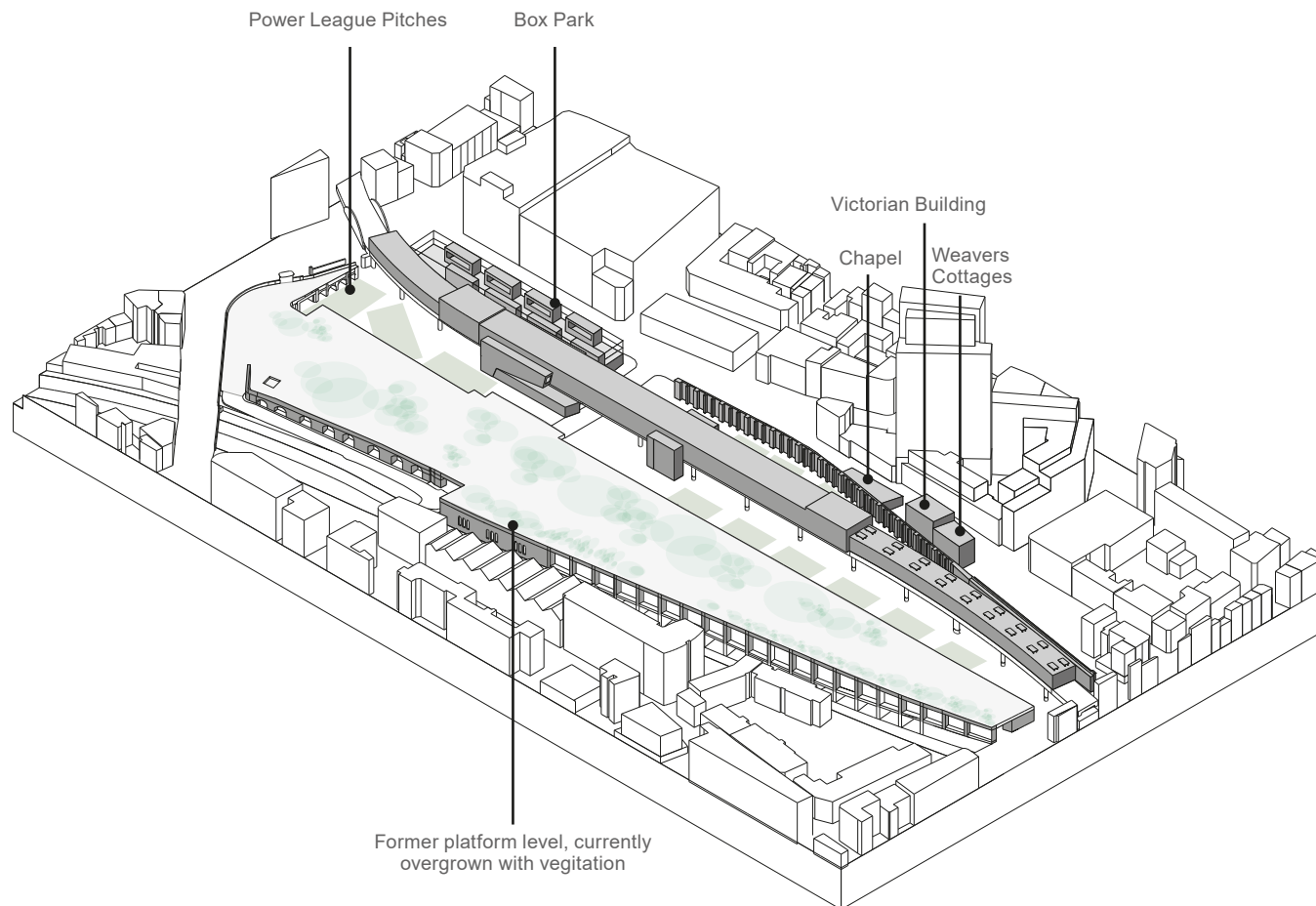


Fig 3.2.8: Axonometric Showing Existing Site

Power League Pitches

There are a number of important permanent features on site that the masterplan needs to work with such as the East London Line box crossing the site, Shoreditch High Street Station and existing streets such as Braithwaite Street.

In addition there are important heritage assets such as the Oriel Gateway, the historic buildings on Sclater Street, the boundary wall and the viaduct structures.

The new development proposals have the clear remit to intensify the use and realise value for all, from an underused site in the heart of London.

To make this possible the existing temporary uses that are found on the site today such as Box Park and Power League, will, over time, be replaced by new permanent streets, spaces and development blocks.

It may be possible to temporarily relocate these features as the scheme evolves. It is also our intention to phase development in such a way that existing tenants have an opportunity to move into new units as they become available, providing opportunity for growth.



Fig 3.2.5: Existing Context - Braithwaite Street



Fig 3.2.6: Existing Context - Oriel Gateway



Fig 3.2.7: Existing Context - Weavers Cottages

3.2.2 Design Principle 1: Retain heritage to bring character and identity to the development

Bishopsgate Goodsyard is an important historic structure within east London that is not currently accessible to the public.

One of the key principles shaping the proposed masterplan is to retain, where possible, historic structures. The development seeks to retain the integrity of the historic structures from east to west and north to south. This strategy ensures that the Goodsyard will remain a legible structure within the fabric of the city.

The masterplan also aspires to work with other existing structures found on site. The existing boundary walls provide a characterful edge to the surrounding streetscape. The viaduct and arches allow for new uses to be deployed within, and their super structures have the capacity to carry new structures above.

Four typical approaches to deal with these structures have been identified;

- where the existing structure is retained and it is integrated into a new building;
- where existing structures are retained and they stand alone;
- where existing structures form the base to bring new structures to ground;
- where existing structures are in such a poor condition that it is not possible for them to be retained, reused or repurposed

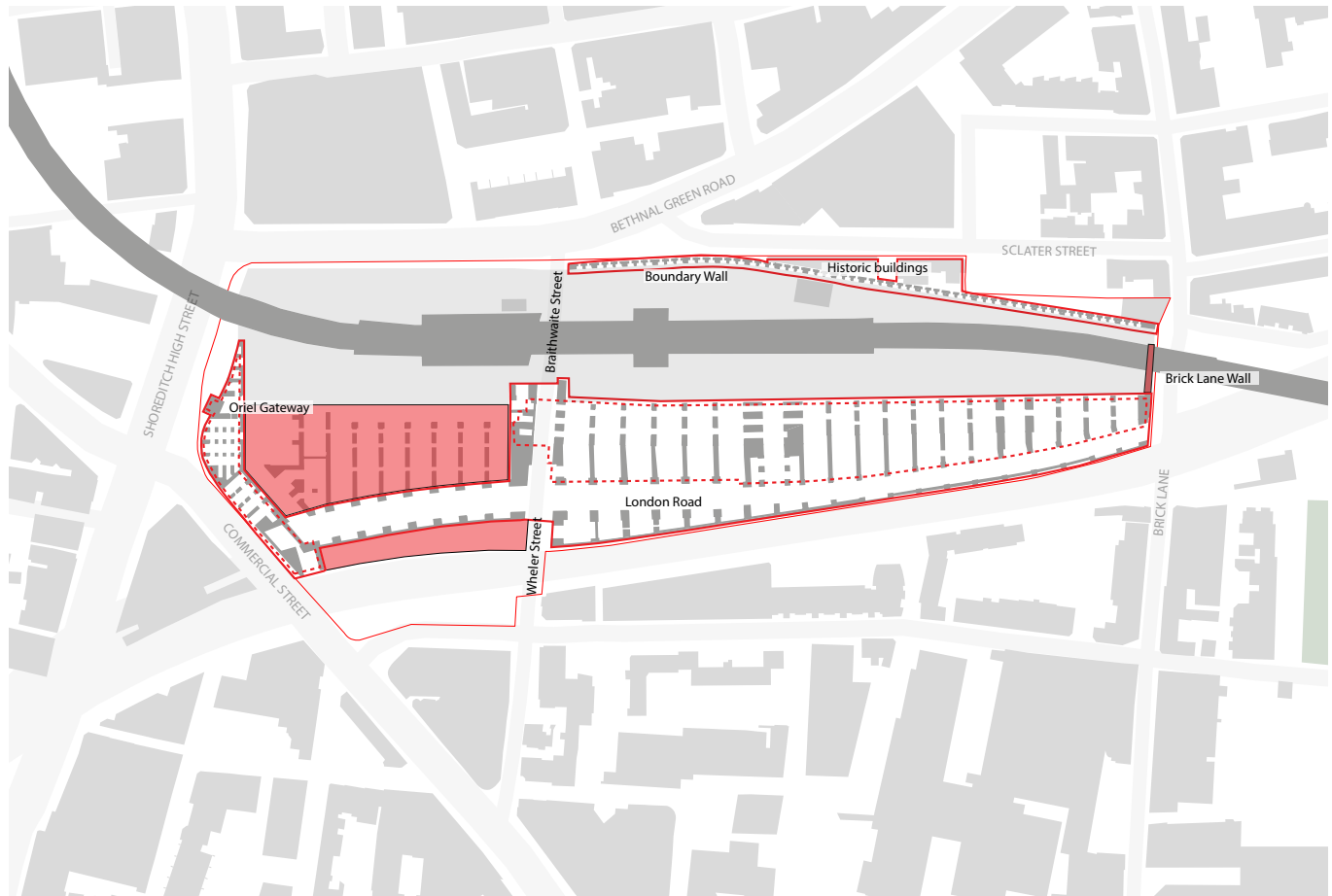


Fig 3.2.12: Retained and Demolished Heritage Plan

- Application Outline Boundary
- Retained Heritage
- Retained Listed Structures
- Demolished Structures



Fig 3.2.9: Boundary Wall



Fig 3.2.10: Boundary Wall on Sclater Street



Fig 3.2.11: Brick Lane Wall

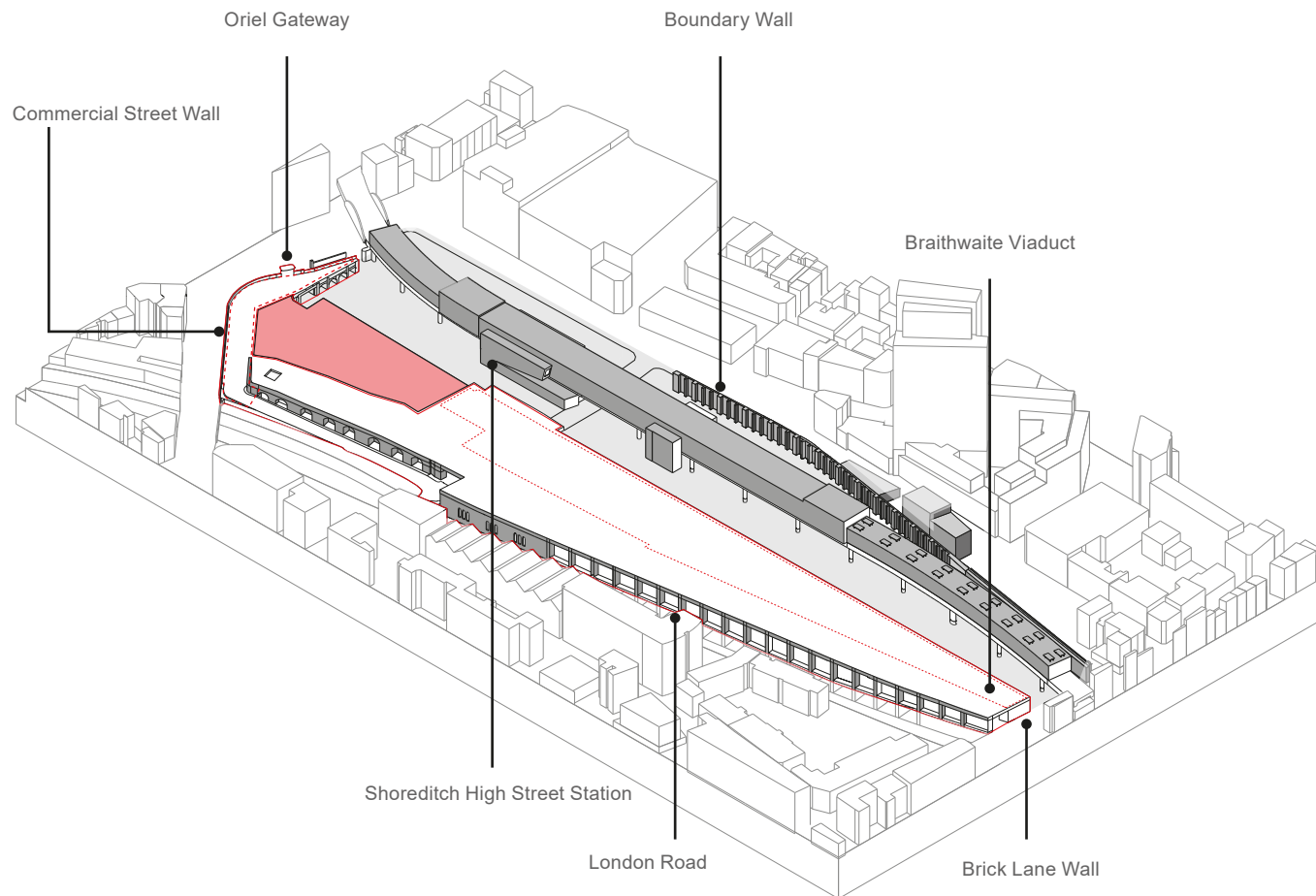


Fig 3.2.16: Retained and Demolished Heritage Axonometric

Retained Heritage
 Lost Building Fabric
 Retained Listed Structures

Demolished Structures
 Listed Heritage



Fig 3.2.13: London Road



Fig 3.2.14: Listed Structures: The Braithwaite Viaduct



Fig 3.2.15: Sclater Street

The masterplan places the buildings with the most significant footprints and structural solutions in locations where the historic fabric is removed (red). New buildings that integrate with the finer historic grain are scaled to fit on available footprints (grey). New buildings that are founded on the existing structures are defined by the load capacity capabilities of the existing structure. The masterplan proposes buildings of 4-5 storeys in this location, similar in scale to the structures that existed here when the Goodsyards was operational.

Key retained historic features are the Oriel Gateway, a significant local landmark on Shoreditch High Street, the boundary wall that sets the character of the edge condition on Sclater Street, the Braithwaite Viaduct, a currently inaccessible listed structure with historic significance, London Road to the southern edge of the site and the eastern edge of the viaduct and boundary wall that address Brick Lane.

3.2.3

Design Principle 2: New routes to bring appropriate scale to blocks

Another key masterplan principle is to improve permeability across the site from surrounding streets and generally provide a greater level of accessibility to all.

The main priority of the revised masterplan is to create a new additional east west connection that stretches from Shoreditch Highstreet in the west to Brick Lane in the east.

The new east west route is located on the northern edge of the Braithwaite Viaduct. Locating the route directly adjacent to the historic structure brings two benefits;

- The historic fabric becomes an 'accessible' asset which the general public can enjoy;
- The historic fabric is the primary feature that will characterise the new street, founding its identity in the rich tapestry of The Goodsyards history.

The new east west route is located so that the arrival threshold in the west will direct visitors through the Oriel Gateway, giving it significant presence and importance within the new townscape.

At the eastern end, the route will emerge into a new public square addressing Brick Lane and defining the threshold.

The composition of the street and its east west thresholds creates a route that provides a setting for the full length of the listed viaduct within the public domain, celebrating its importance as a significant part of London's History.

The north south routes are broadly situated in locations similar to the 2015 application, being aligned to work with site constraints and connected to surrounding streets.

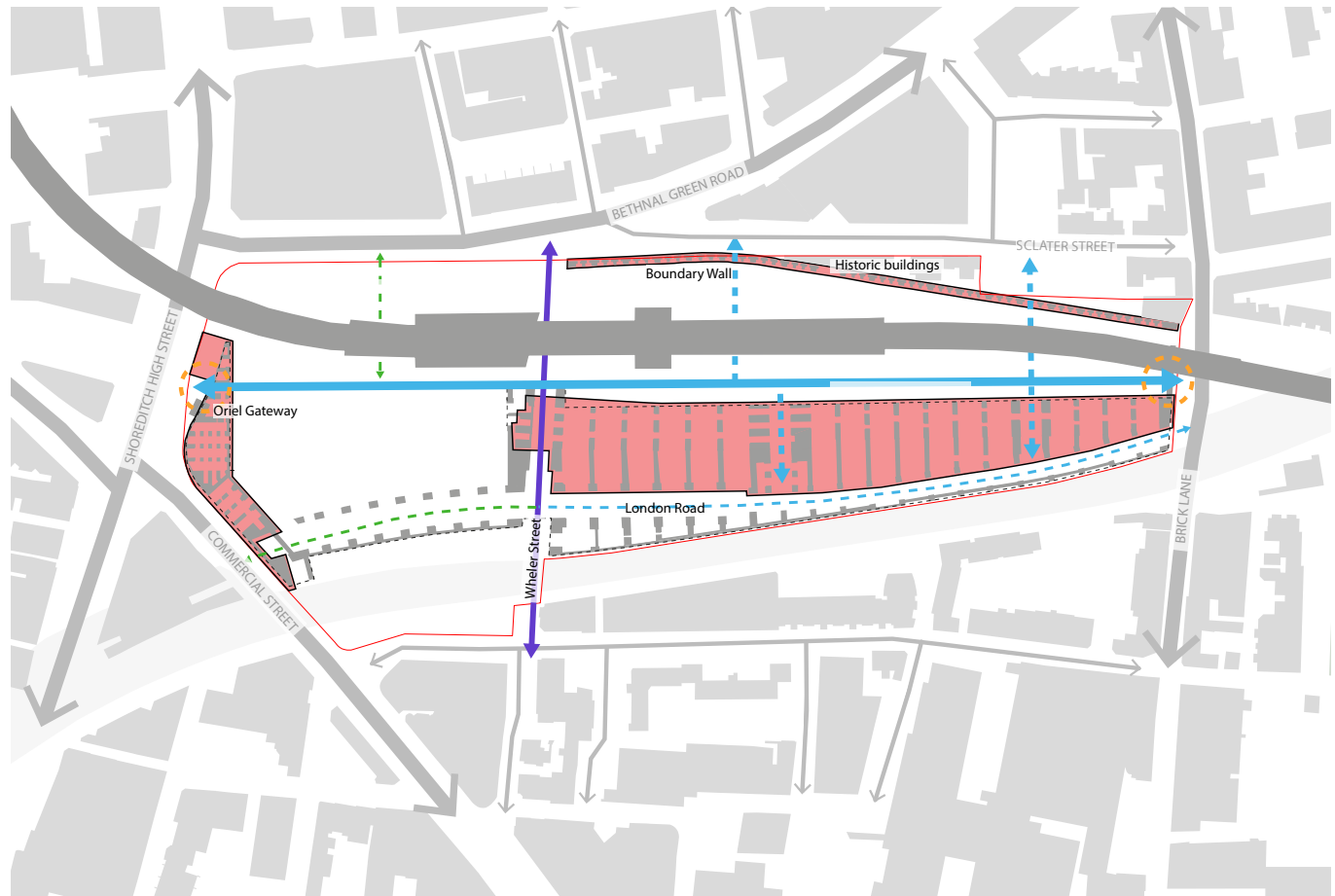


Fig 3.2.17: New Routes

- | | | |
|--|---|--|
| Application Outline Boundary | → Existing Primary Access Route | → Existing Primary External Route |
| Retained Listed Structures | → Proposed Primary Access Route | → Existing Secondary External Route |
| | - - - Proposed Secondary Access Route | - - - Proposed Route Through Building |



Fig 3.2.18: London Road



Fig 3.2.19: Braithwaite Street



Fig 3.2.20: Oriel Gateway

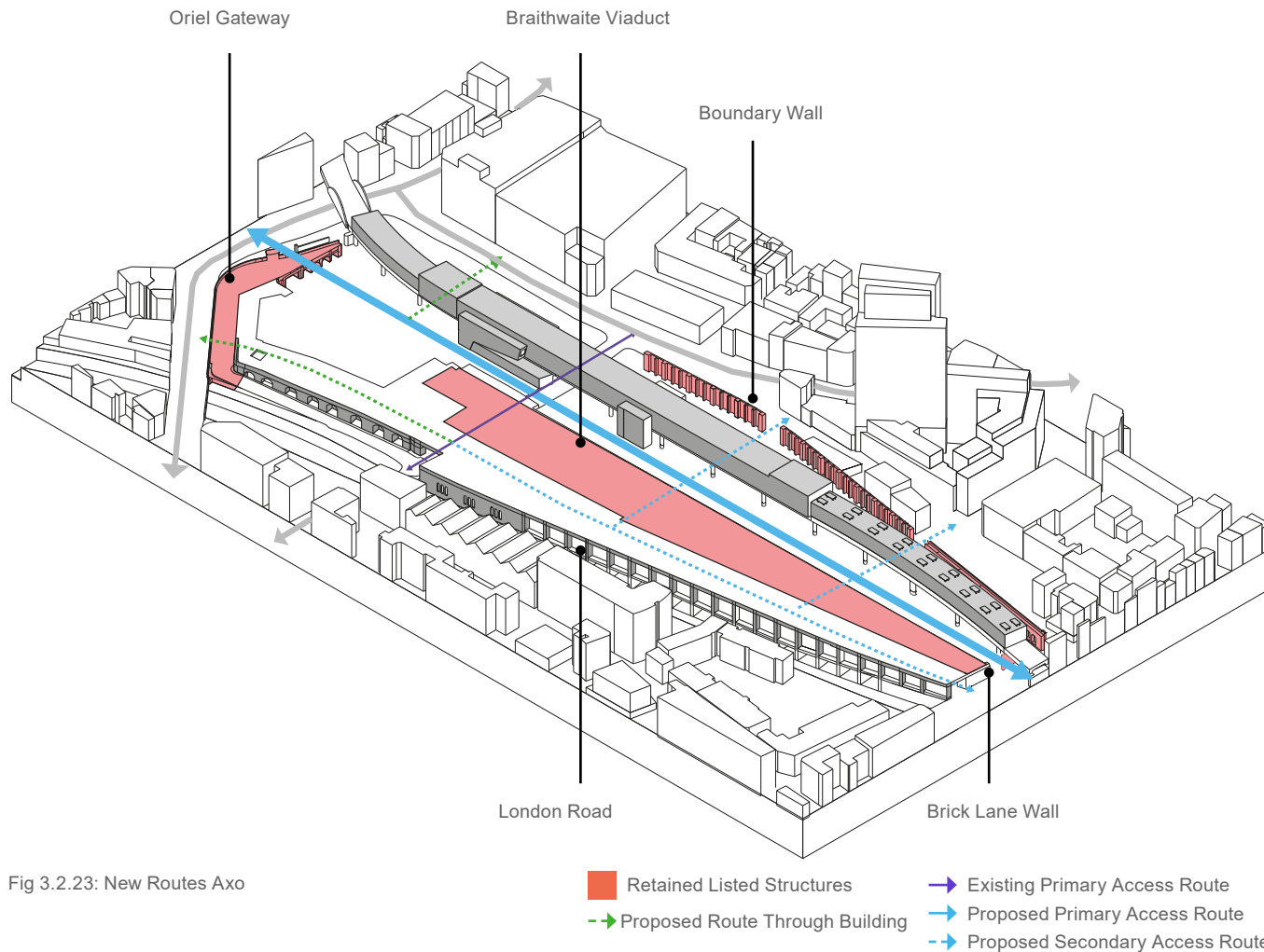


Fig 3.2.23: New Routes Axo

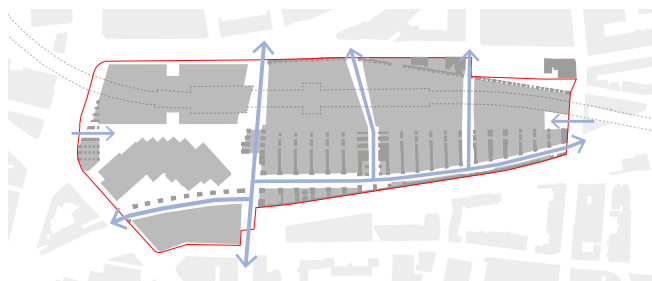


Fig 3.2.21: Circulation Routes 2015

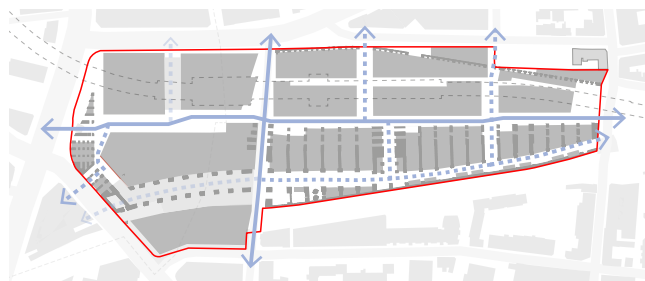


Fig 3.2.22: Circulation Routes 2019



Fig 3.2.24: Scale of Local Context (Bethnal Green Road)

There are two important amendments within the revised scheme that affect the character of the north – south streets.

- Firstly, the streets are predominately open to the air. The north south streets in the 2015 application were predominantly covered.
- Secondly, due to the introduction of a second east west route, the length of the north south streets is greatly reduced. This creates urban blocks that are sized much more closely to the scale of the blocks in the immediate context.

Overall the new urban structure introduces more streets into the masterplan when compared with the 2015 submission. This reduces the perceived scale of the intervention and creates blocks that have a footprint scale relating to the surrounding urban grain.

3.2.4

Design Principle 3: Consideration of Boundary Conditions

This Revised Scheme seeks to respond to the surrounding context with a greater level of generosity than previous iterations. Consideration has been given to all the interfaces that surround The Goodsyard site. The edge conditions have been reviewed to determine how the masterplan can be modified to have the most beneficial impact on the context and townscape.

The proposal has achieved this in many different ways:

Firstly, the retention and reuse of characterful historic features retains the character of The Goodsyard to create an authentic and grounded streetscape. Examples of this are the retention of the whole boundary wall on Shoreditch High Street, the deployment of the Oriel Gateway as a major threshold in the city and the retention of the chapel and historic cottages on Sclater Street.

Secondly, the revised masterplan delivers a reduced development footprint and increased amounts of public realm. On the north western edge of the proposals the footprint of building 1 is reduced and set back to increase the area of public realm to the west. This enables visitors to walk around all sides of the listed wall and gateway. On Sclater Street, spaces between the existing cottages, the street edge and the boundary wall, are retained as pocket parks/public dwell spaces. These amendments will positively change the character of these streets as increased area is given over to the pedestrian realm. These increases in public areas are at specific pinch points in existing townscape. This additional area will improve the visitor experience.

Thirdly, the vertical height and scale of development is reduced. This will create a more harmonious relationship with neighbouring urban form and reduces the impact of overshadowing.

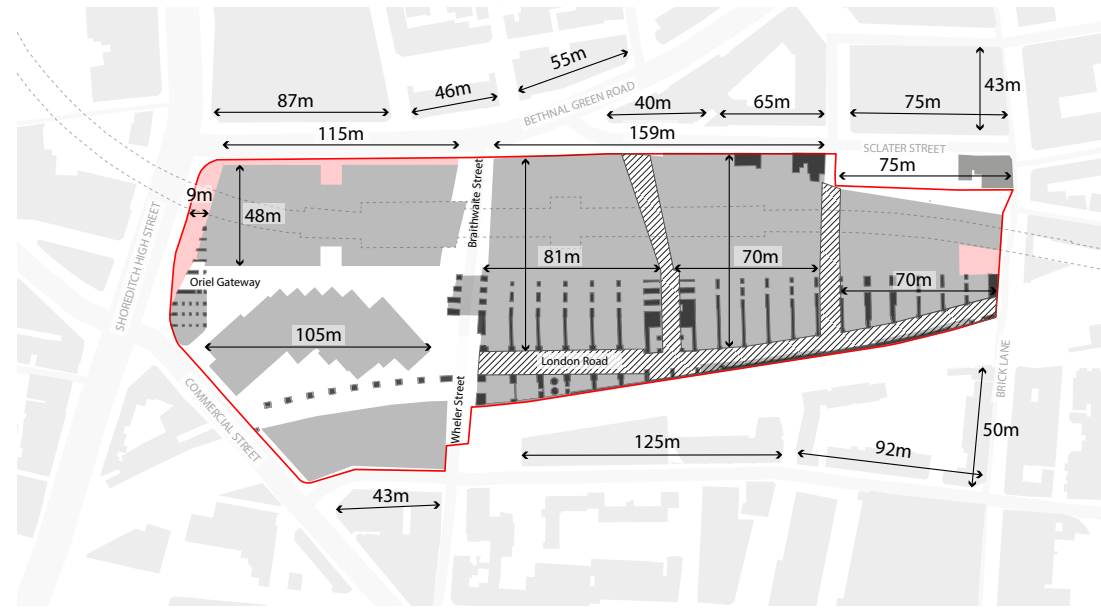


Fig 3.2.25: Development Footprint 2015

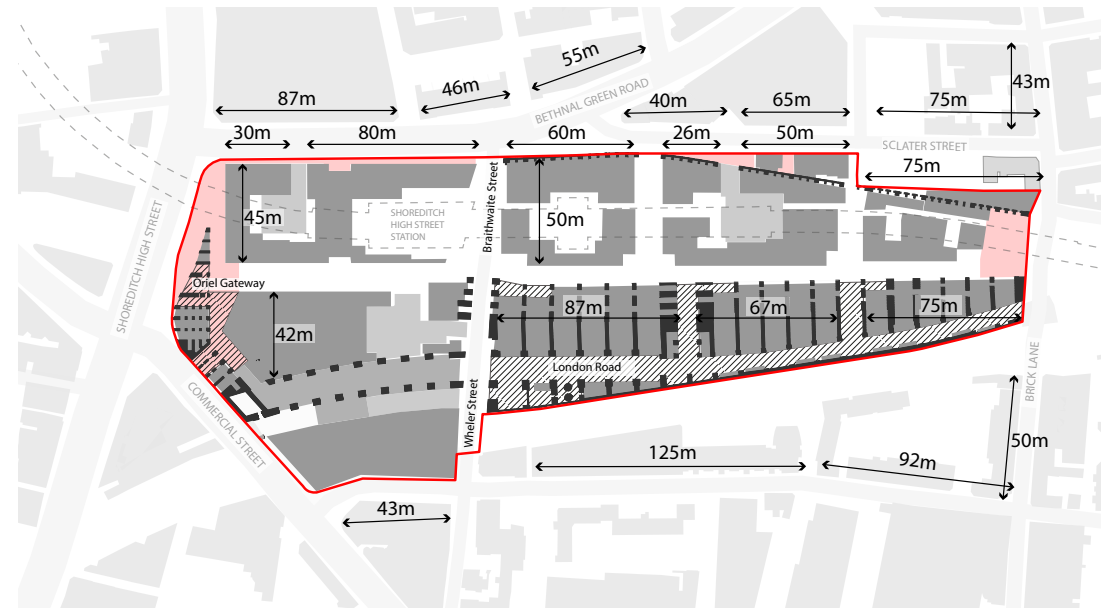
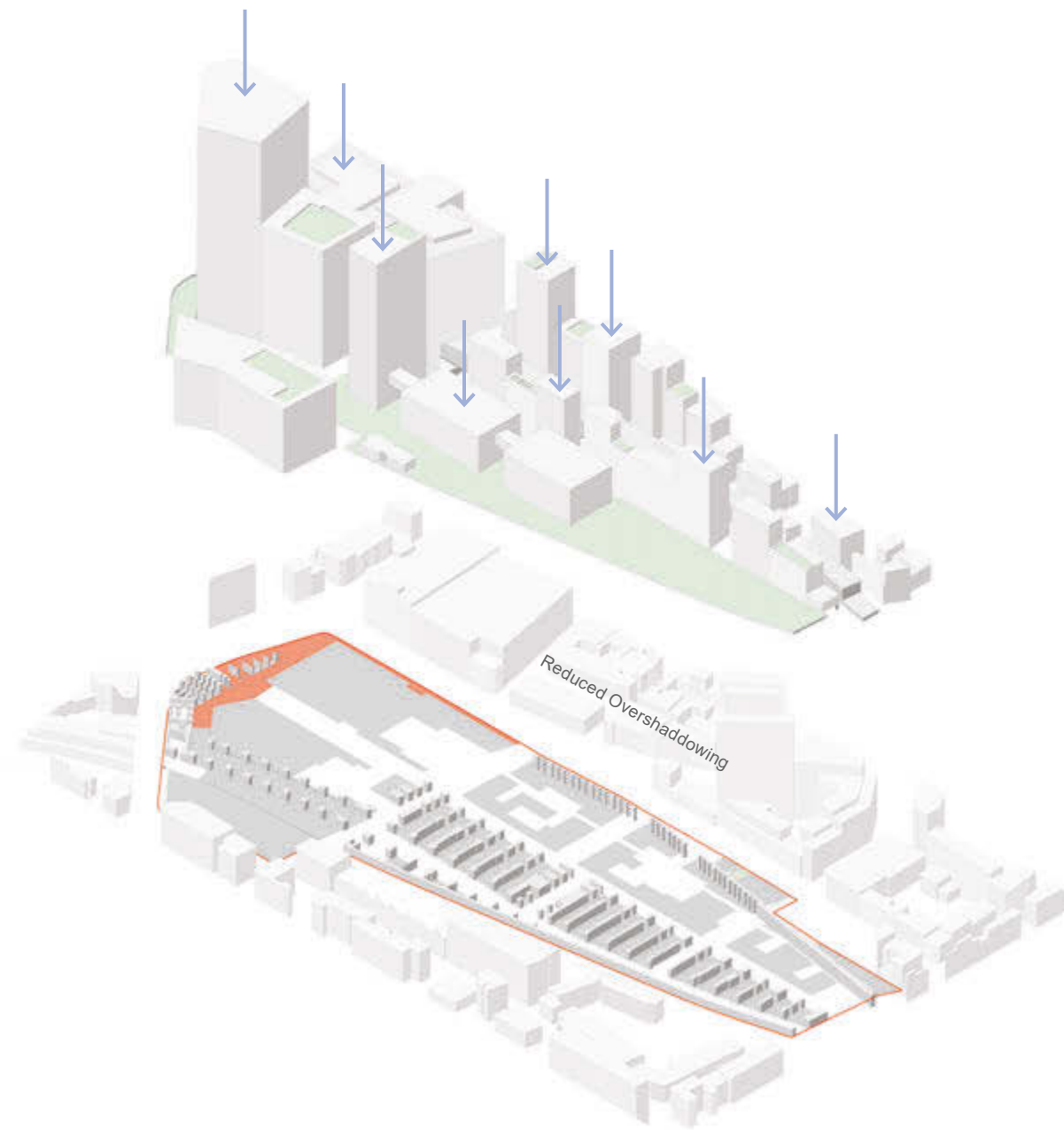


Fig 3.2.26: Development Footprint 2019



The heights of the proposed development plots across the site have greatly reduced, particularly buildings situated on Sclater Street along the northern boundary have been reduced in scale to mitigate the impact of the 2015 massing on neighbouring amenity.

All of the buildings positioned around the perimeter of the masterplan come to ground in the form of a plinth.

In some cases this base is a historic structure (plot 4 sits behind the historic boundary wall), in other instances where no interface with heritage exists, this is a compositional device that is part of the design of the new building (plot 1 deploys a masonry plinth that is home to the shops, shopfronts and office lobbies animating the streetscape). The scale of these plinths provides a recognisable human scale at street level.

Fig 3.2.27: Response to Context Axo: Reduced Overshadowing

- Application Boundary
- Building Footprint
- ↓ Reduced Heights
- Consideration to Interfaces

3.2.5 Design Principle 4: Generosity of Public Realm over Two Levels

The revised masterplan creates generous high quality and usable public realm organised over two levels.

The ground level has the purpose of creating a vibrant and characterful streetscape that integrates and connects to its urban context.

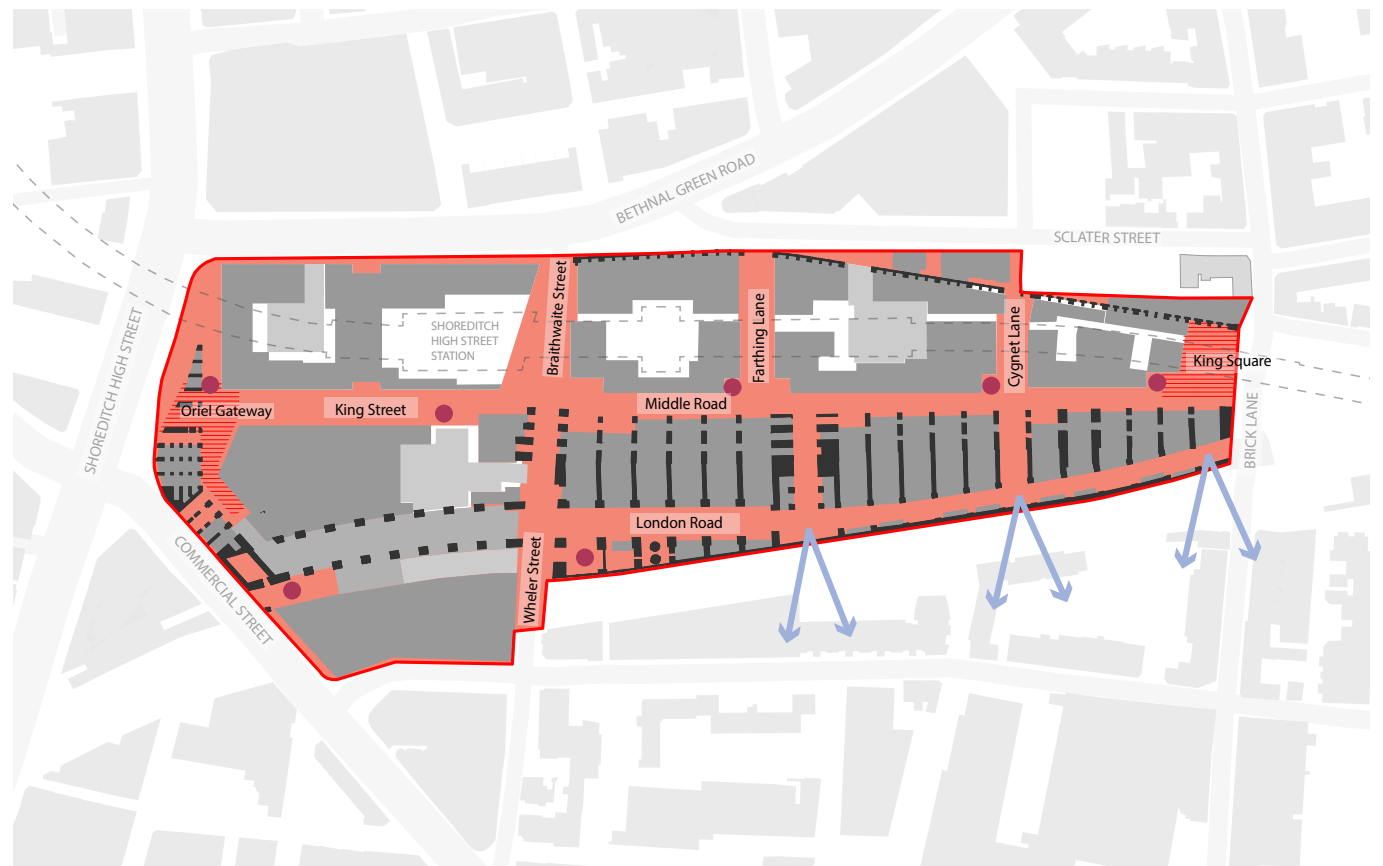
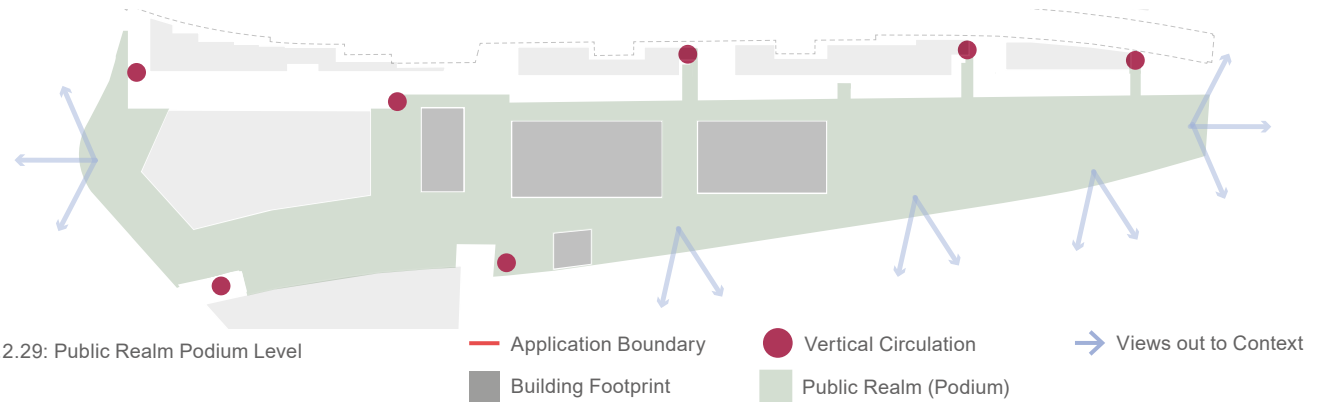
The upper level of public realm aims to provide much needed green amenity space to east London.

Furthermore, the retention of the former platform level from east to west is an important amendment that helps to retain a legible reference to The Goodsyards original scale and role in shaping this part of London.

Overall the area of accessible public realm included in the masterplan is 25,812m², this is 3,724m² more than proposed in 2015.

More important than the measured area of space is the environmental quality and format of the spaces. The design concepts and spatial strategies are explored further in 'Section 4.0'.

A notable improvement over the 2015 scheme is an increased connectivity between the ground level streetscape and the upper level park space. The revised masterplan proposes 7 locations from which the upper level can be accessed, as opposed to 6 in the 2015 proposal.



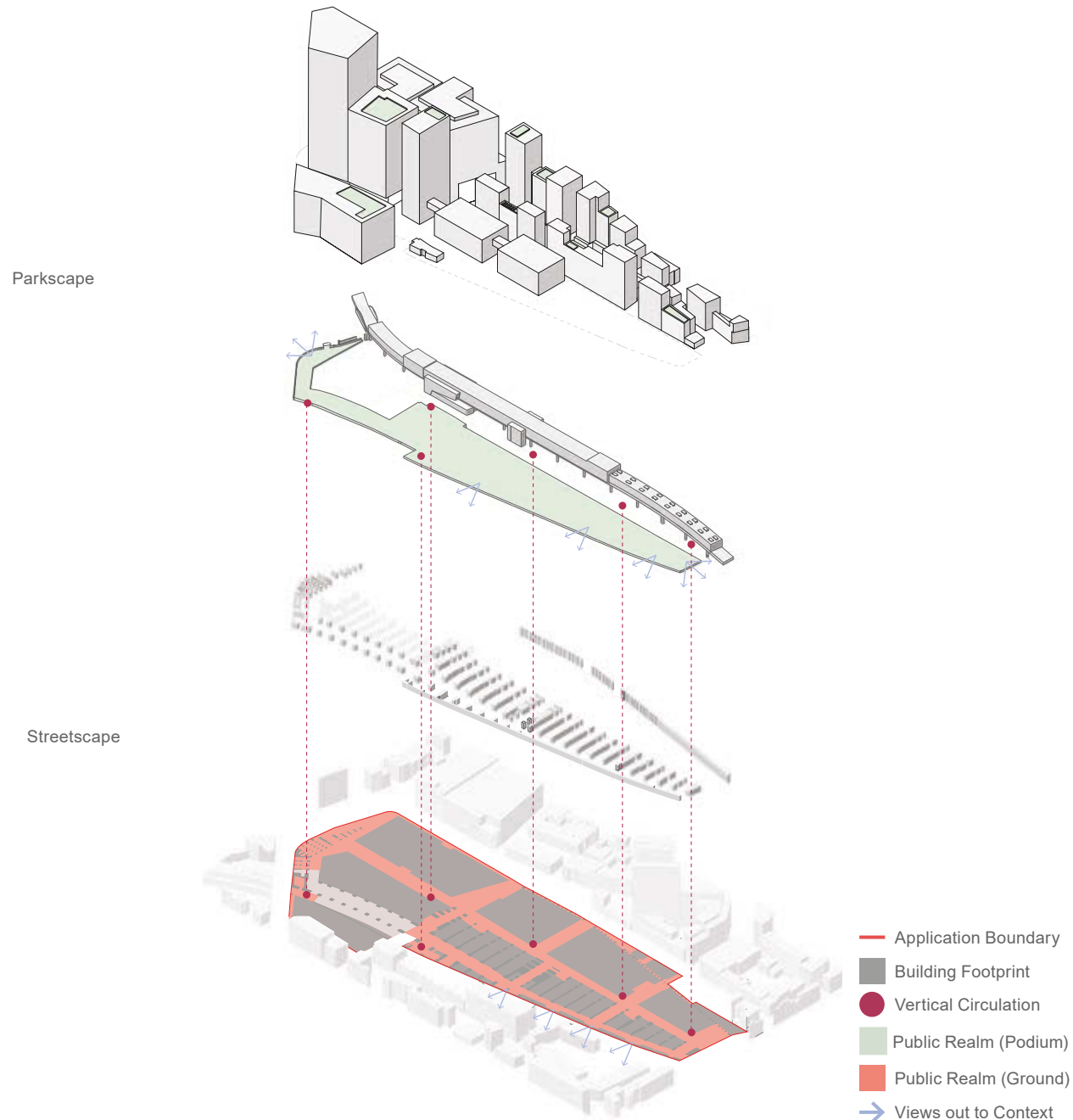


Fig 3.2.30: Response to Context Axo



Fig 3.2.32: Characterful Streets

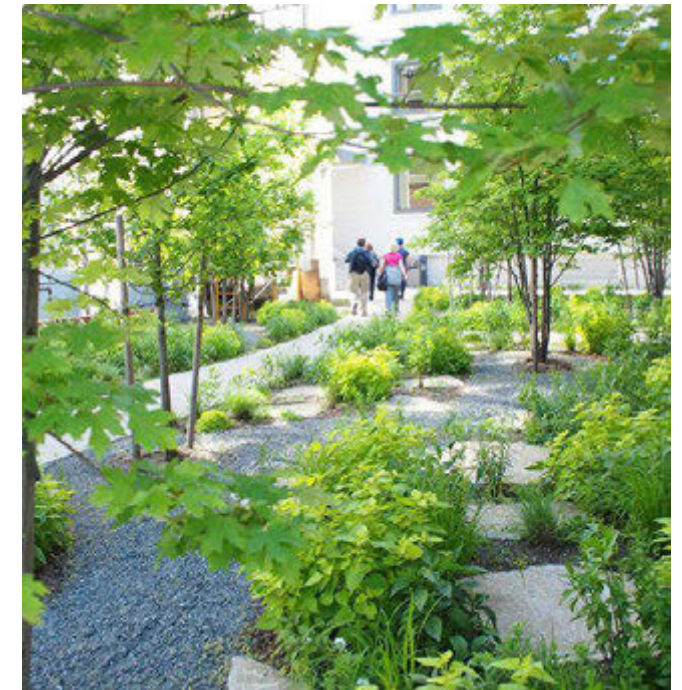


Fig 3.2.33: Wild parkscape

3.2.6

Design Principle 5: Characterful, purposeful and usable spaces throughout

Within the two levels of public realm the masterplan landscape proposals ensure that the spaces created are characterful, purposeful and usable for locals and visitors.

To give an appropriate definition to the spaces we have developed spatial typologies such as streets, squares, recreational routes, terraces and gardens.

The streets have the primary function of making purposeful connections across the site and providing access into the new buildings that will occupy the site.

The squares are primarily located at the junctions of streets where there is an option to change direction. These squares add 'spaciousness' into the heart of the site and will become spaces where people sit, meet and exchange.

The recreational routes provide circulation through the landscaped parkland at the upper platform level. These spaces are green and are accessible for recreational use.

The gardens at platform level provide areas of landscaped parkland where people can go to enjoy panoramic views across London. They can relax away from the hustle and bustle of the ground floor city streets.

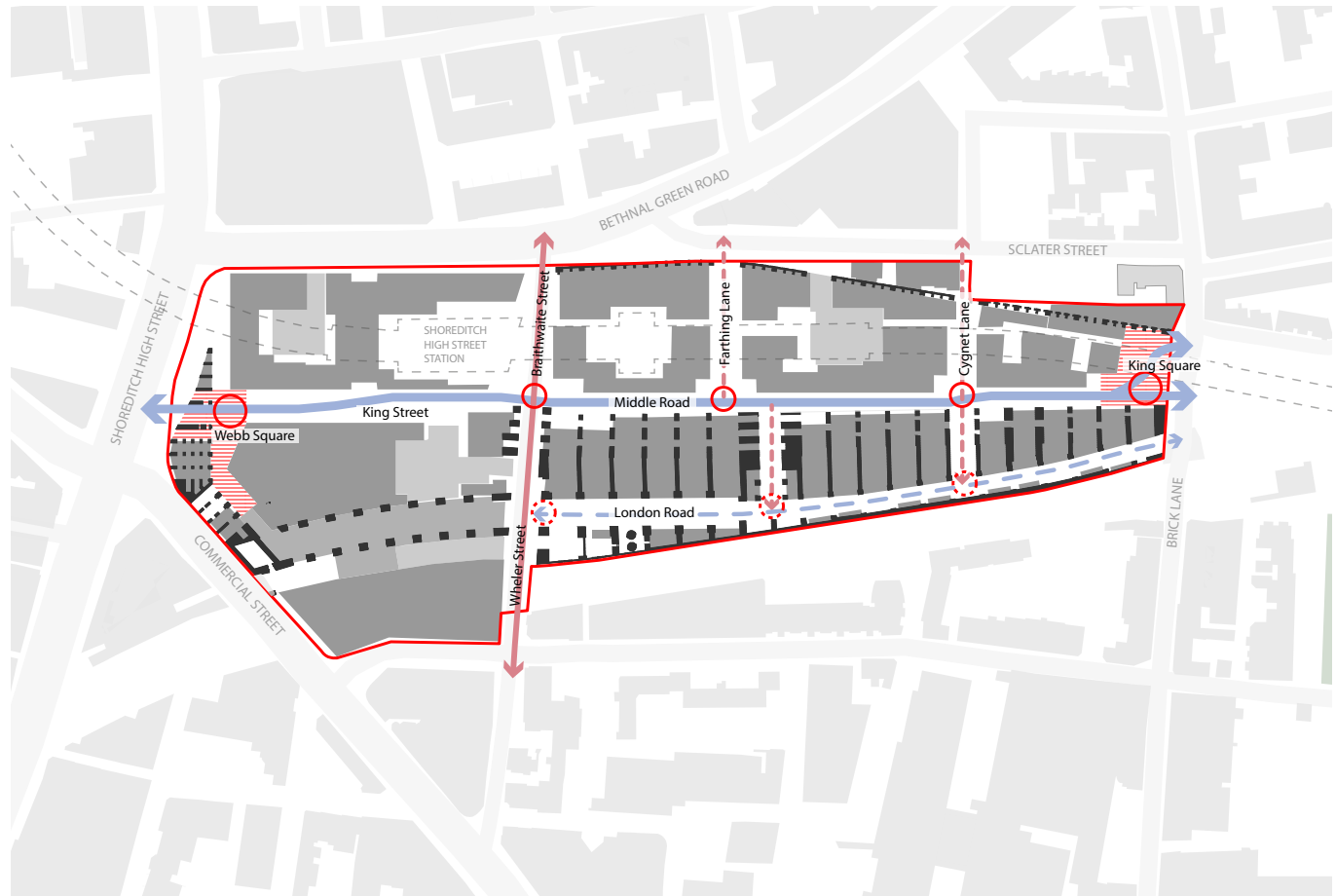


Fig 3.2.34: Purposeful and useful Routes

- Application Boundary
- Building Footprint
- Primary Street E/W
- Primary Street N/S
- Secondary Street E/W
- Secondary Street N/S
- Primary Square
- Secondary Square



Fig 3.2.35: Square



Fig 3.2.36: Street



Fig 3.2.37: Arcade

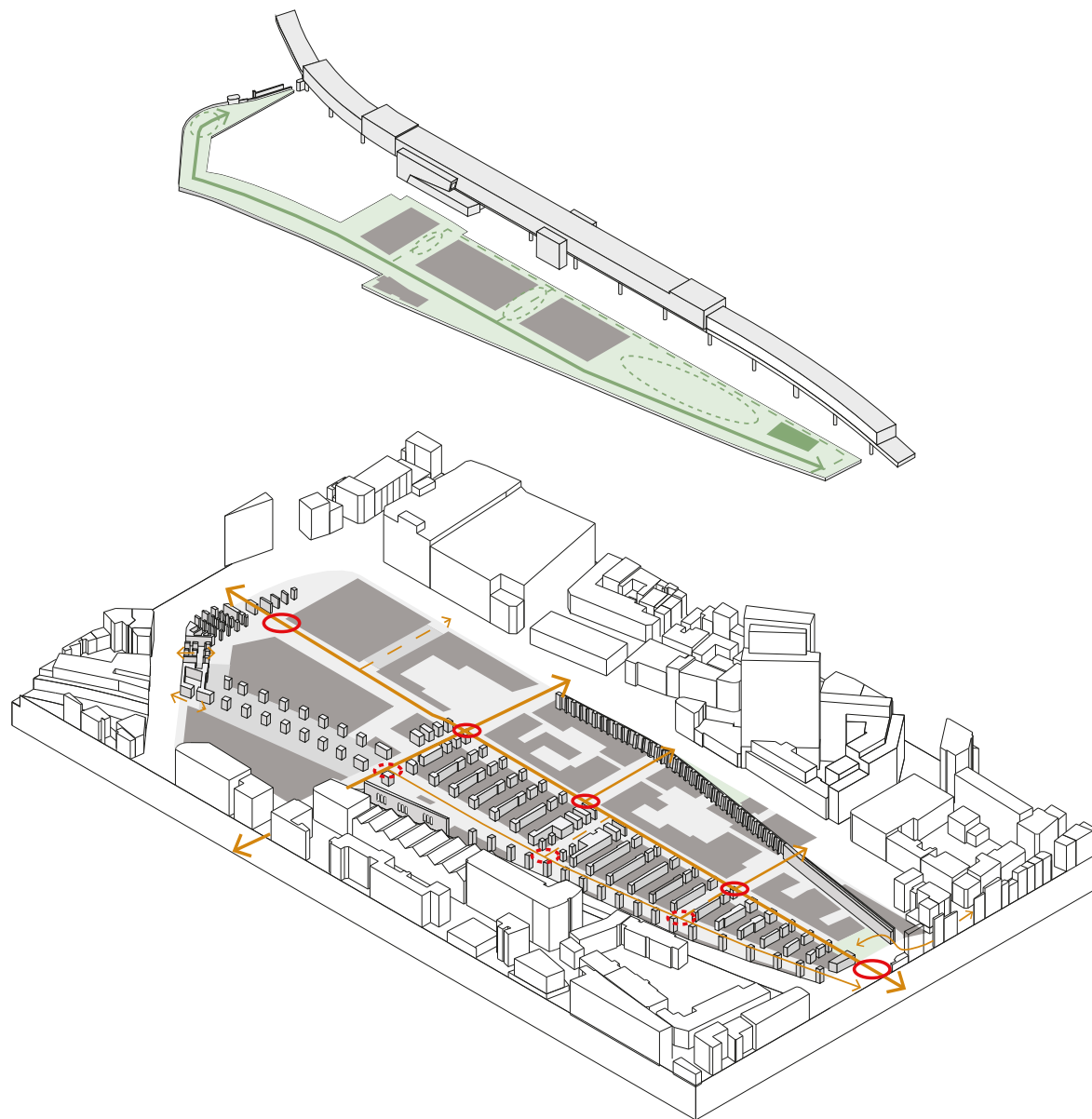


Fig 3.2.38: Purposeful and Useful Routes

— Application Boundary → Primary Podium Route → Primary Ground Route ○ Primary Square
 Building Footprint → Recreational Route → Secondary Ground Route ⊞ Secondary Square Event

Each of these spaces has its own distinct name and character which relates either to context, to history or a new idea that will bring moments of freshness and identity to The Goodsyards.

The diagrams to the left capture the principle spatial typologies and the specific names that have been given to each of the masterplans streets and spaces.



Fig 3.2.39: Recreation space



Fig 3.2.40: Garden space

3.2.7

Design Principle 6: Respect cityscape with independent block structures

The amended masterplan transforms the Goodsyrd from an underused forgotten area of the city, into an area that is made up of a vibrant series of urban blocks routed in the city's history.

The objectives that shaped the 2015 proposals have shifted away from the scale of the 'super blocks' that spanned train lines. It is also understood that the super structure typology was linked to a requirement to deliver a minimum area of development above the ELL transfer structure to make the development economically viable. Any further reduction in height and associated quantum of development from the 2015 scheme would have resulted in very inefficient floorplates and would not have been commercially viable

The revised masterplan proposes development plots that are reduced in scale and that can independently be founded on the ground. This strategy is different to the 2015 proposals where large super structures were created to carry loads above major infrastructure constraints like the ELL.

The guiding principle that has been adopted within the Revised Scheme is that the buildings should be able to come to the ground without major structural interventions. The only exception of this is Plot 1 where there is limited ground level space available. In this scenario a super structure is created to span over the ELL.

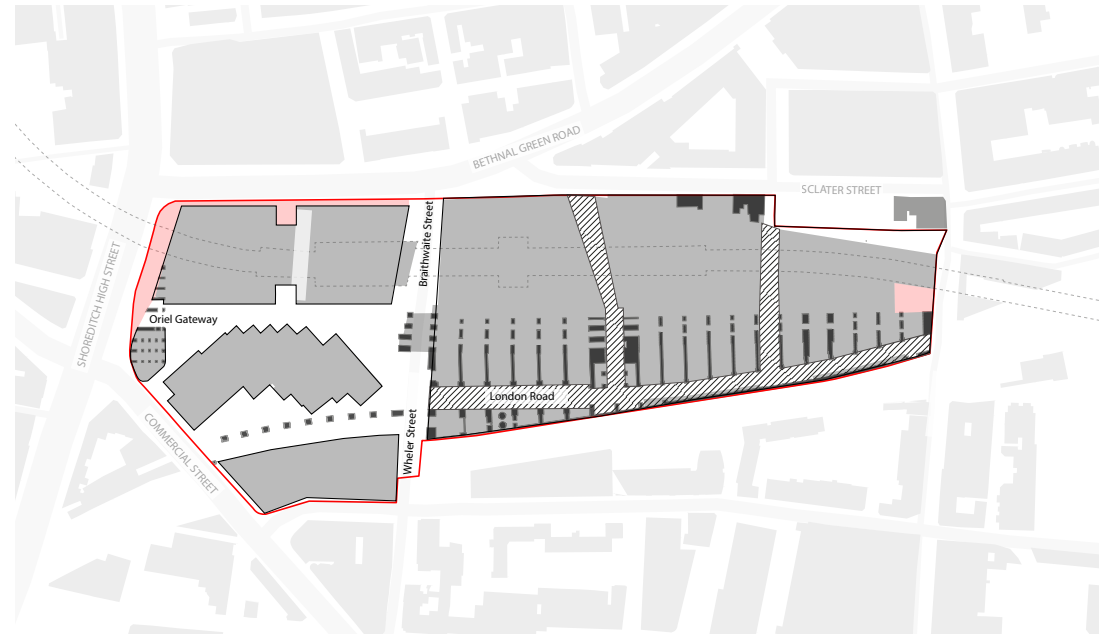


Fig 3.2.41: 2015 Scheme

Application Boundary Covered Streets Reclaimed Public Realm

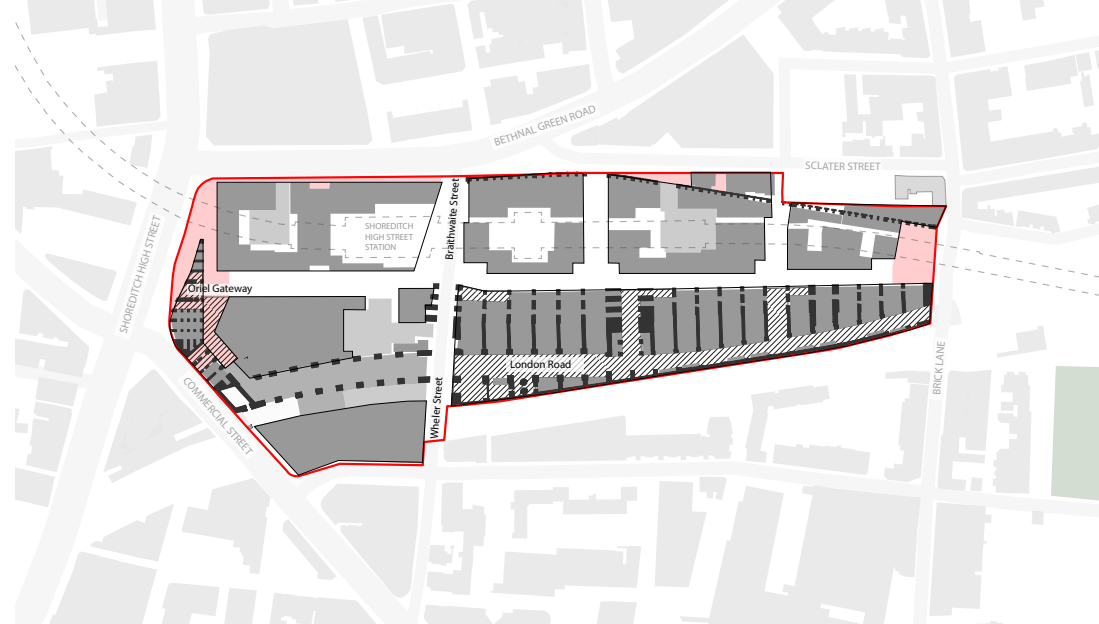
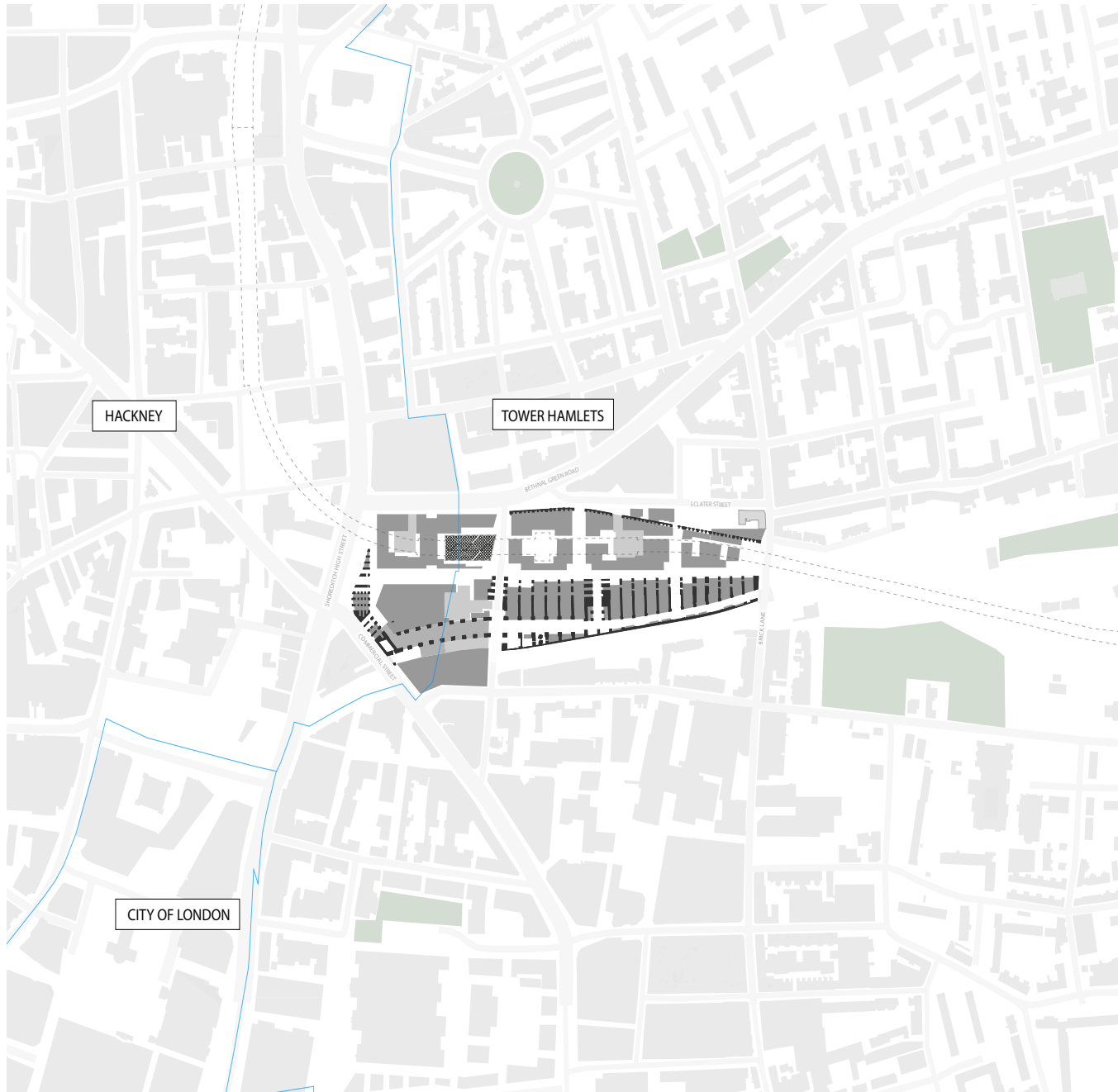


Fig 3.2.42: 2019 Scheme

Application Boundary Covered Streets Reclaimed Public Realm



The figure ground plan opposite demonstrates the scale of the masterplan within its context. The proposals over time will become seamlessly integrated with this part of east London. The masterplan provides a new optimism that supports the transformation of The Goodsyrd into a city quarter integrated with its surroundings. The Goodsyrd city quarter has the opportunity to influence the future character of this part of London providing a home for additional layers of culture and community.

Fig 3.2.43: Masterplan to Demonstrate Scale within Context

Design Principle 7: Massing and Height where Appropriate

The proposed height and massing of the masterplan is a direct response to complex site constraints and other contextual influences.

The masterplan locates the largest buildings in areas of the site that can accommodate the largest building footprints at ground level. The tallest buildings are located in areas where it is appropriate to build tall and provide appropriate foundations for buildings.

The larger and taller buildings have also been located where height has limited overshadowing impact on the context and where the building height does not interrupt identified city wide view corridors. The residential towers F & G to the west of the masterplan proposed in 2015 are replaced by an office building. The height of this building is less than the 2015 proposition, and sits below the city view corridors, specifically the view from the south bastion of Tower Bridge, over the Tower of London.

In addition, the buildings on the northern edge of the scheme, located on Sclater Street and Bethnal Green Road, have been scaled to limit the potential overshadowing and daylight impact on neighbours.

Buildings that sit on top of the listed arches have been scaled to enable the arches to carry the full building load without a requirement to drive new super structures through the historic fabric.

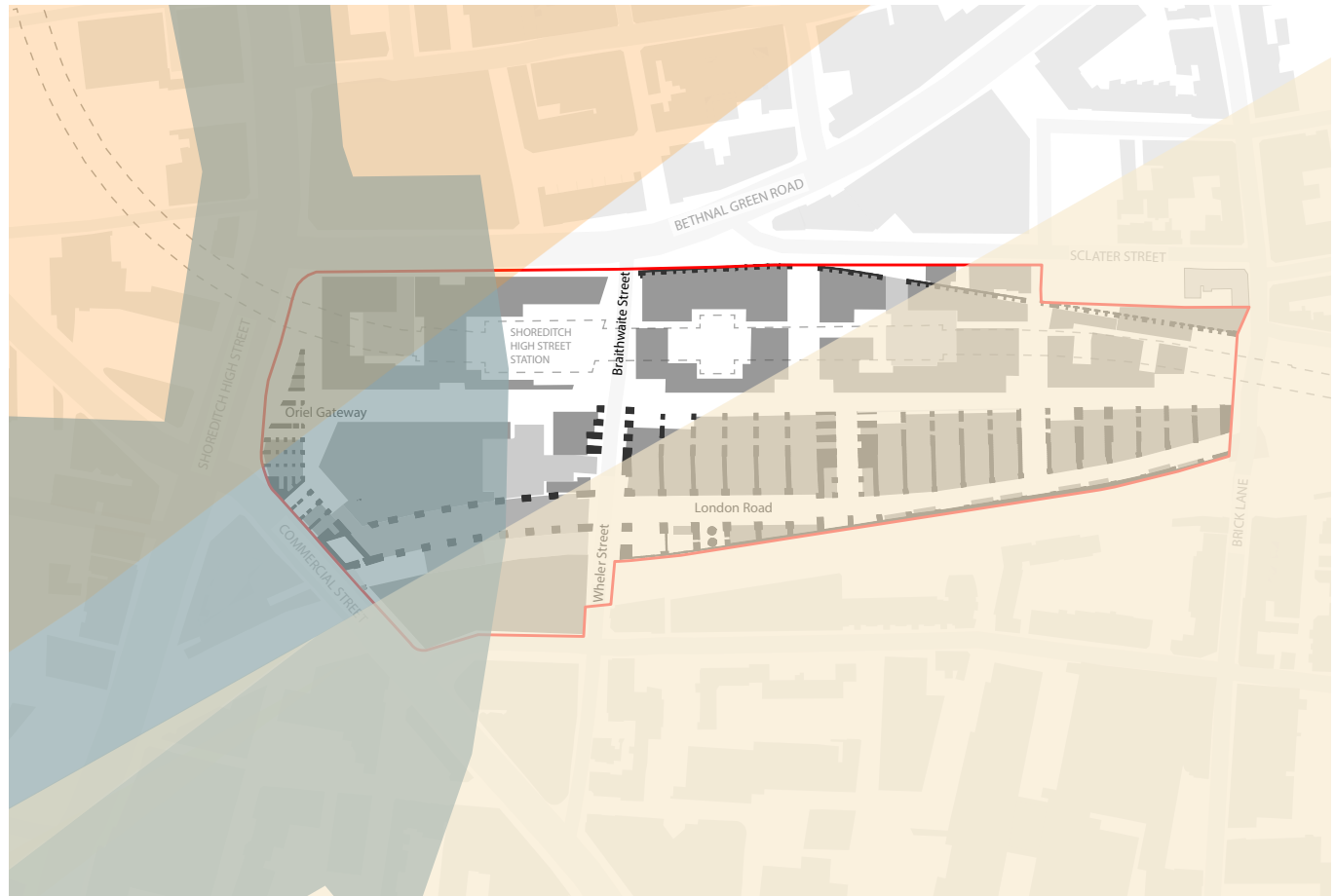


Fig 3.2.44: Massing Strategy

- Application Boundary
- Building Footprint
- Westminster Pier LVMF View Cone
- King Henry VII's Mound LVMF View Cone
- Hackney Tall Buildings Zone

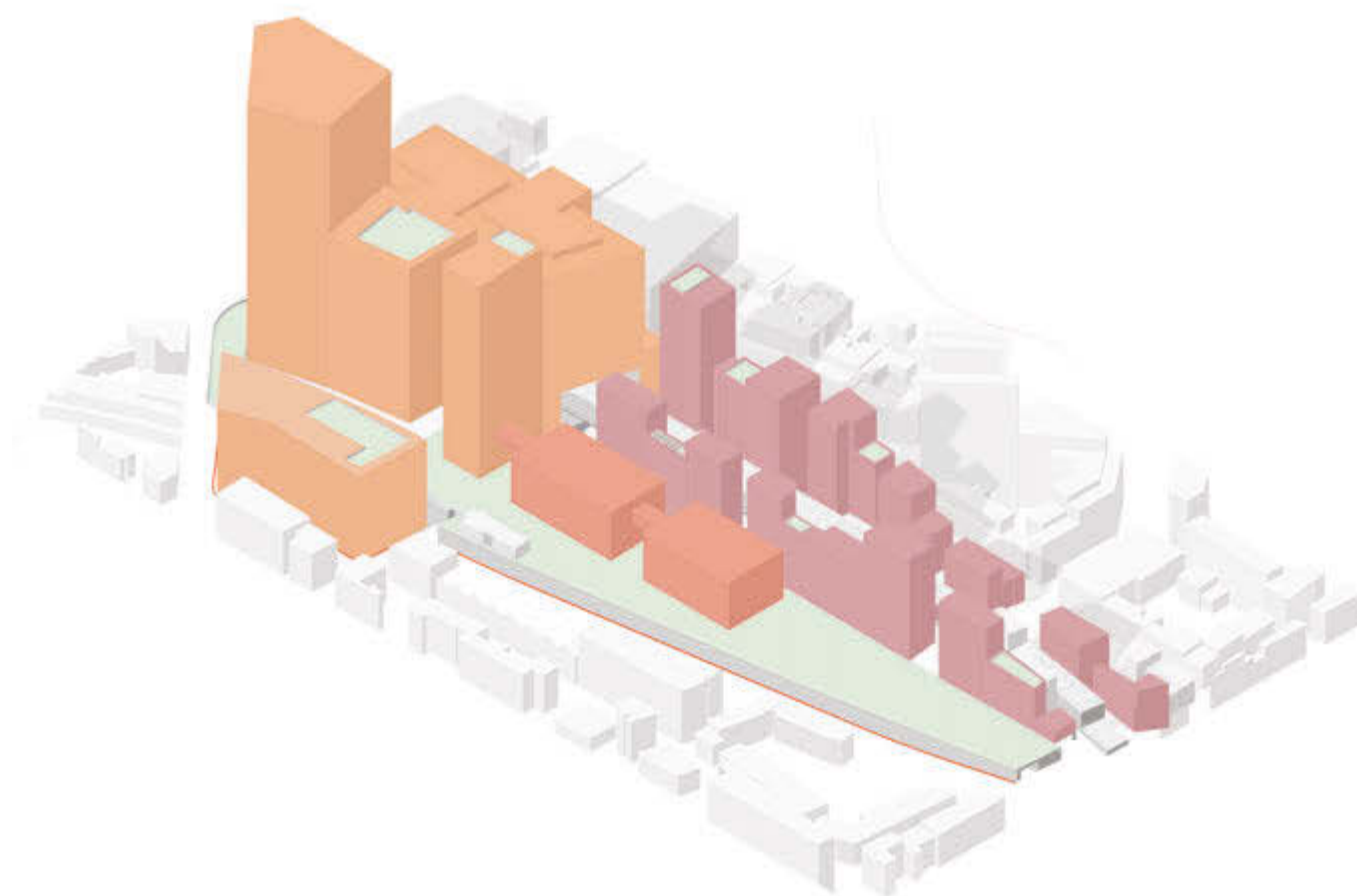
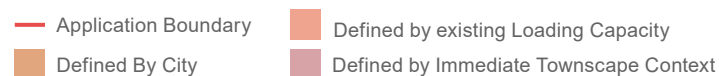


Fig 3.2.45: Massing Strategy



The four and five story structures that sit on the arches are built on rafts that spread the load over the historic structures.

The scale of the proposed buildings has been defined by three primary influences: the existing heritage and its loading capacity, the immediate context and the City.

The Revised Scheme balances each of the three influences in an authentic response. Clear synergies with the City exist in the west and bold relationships with fine grained east London context exist in the east. Local responses to specific heritage features create unique moments across the site.

The masterplan proposes a massing composition that balances influences and forges positive relationships in the round.

3.2.9 Design Principle 8: Mix of uses

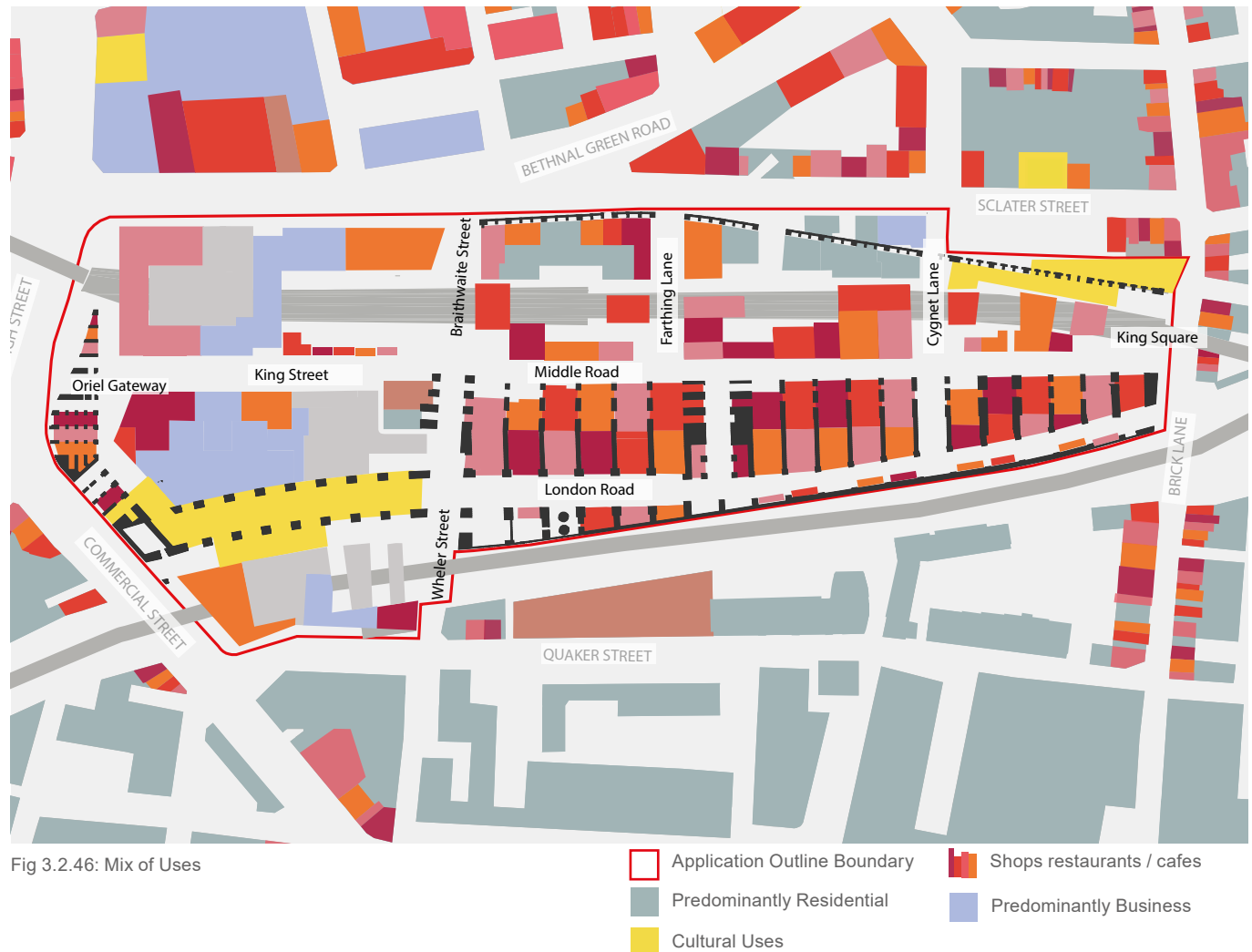
The proposed masterplan has a rich mix of uses including office, residential, hotel, retail and cultural spaces.

The diagrams opposite identifies the distribution of uses across the site.

The office space is predominantly located where larger footprints could be accommodated in the west, whereas the smaller footprint hotel and residential elements are accommodated to the east where the urban structure has a finer grain.

The retail, commercial and cultural space is located either at street or park level. The majority of retail space is located at street level with a greater proportion of leisure and other recreational focused uses being accommodated at the upper platform level.

It is important that both the ground and platform levels have a curated mix of uses that will create a vibrant 24/7 environment and passive surveillance and activity throughout the day.



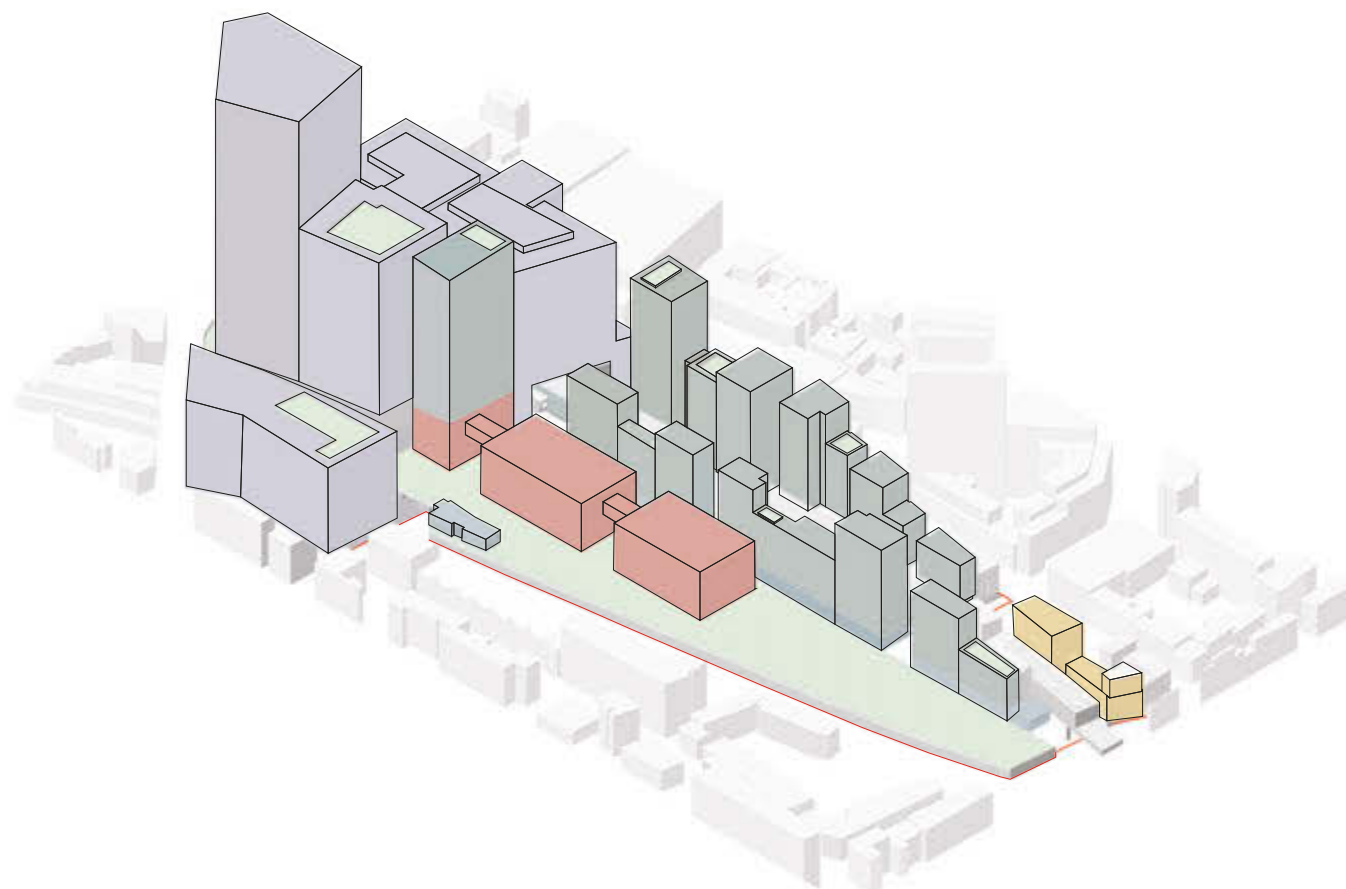
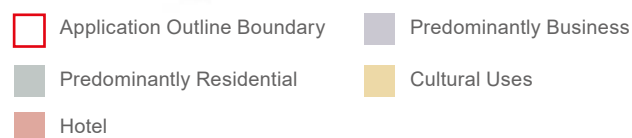


Fig 3.2.47: Mix of Uses



The masterplan has given significant consideration to the provision of residential accommodation.

As part of the consultation with the GLA and Boroughs, the team have prepared a detailed residential optimization study to test the 'appropriate' quantum of residential accommodation in different formats across the site. This is included in Appendix 1.

The outcome of the residential optimisation study suggests that within masterplan constraints, that proposals could include up to 500 residential units.

The masterplan carefully balances the delivery of these units with the requirements for workplace, retail, hotel and leisure uses.

3.2.10 Illustrative Layout – Ground and Platform

The ground floor and former platform level plans have clear references to The Goodsyards original structures. A sympathetic, simple and deliverable overlay of routes, spaces and building blocks create a contextually appropriate plan layout across the entire site.

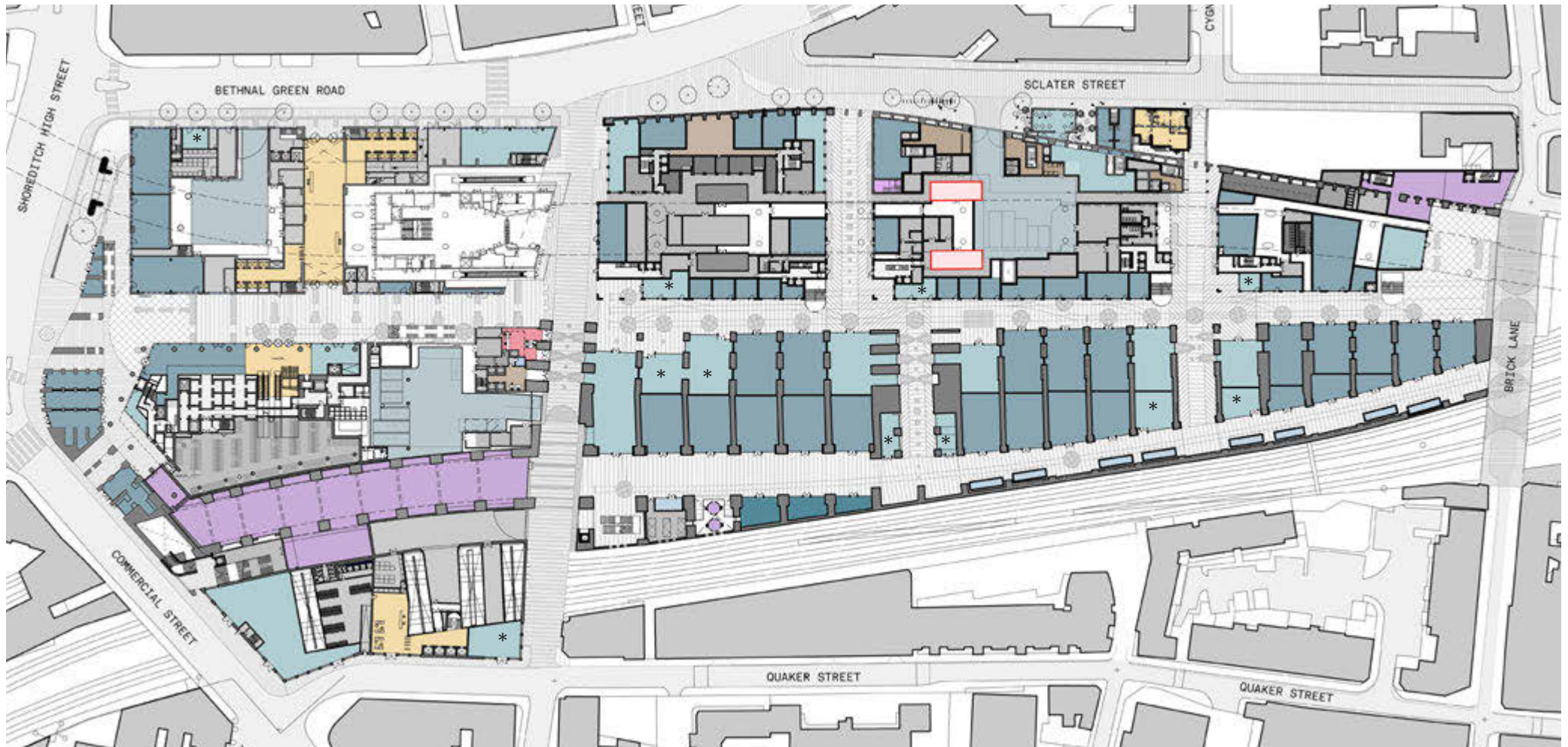


Fig 3.2.48: Ground Level Illustrative Layout, 2019

| | | | | | | |
|----------------|----------------|-------------|------------------|-----------------|--------------------------|--------------|
| Retail (A3) | Retail (A5) | Office (B1) | Cultural (D1/D2) | GP Surgery (D1) | Exhibition Space (D1/D2) | Service Yard |
| Retail (A1/A2) | * Retail (A1+) | Hotel (C1) | Residential (C3) | Service | ELL Escape Stair | Fitness (D2) |



Fig 3.2.49: Platform Level Illustrative Layout, 2019

| | | | | | | |
|---|--|--|---|--|---|---|
| Retail (A3) | Retail (A5) | Office (B1) | Cultural (D1/D2) | GP Surgery (D1) | Exhibition Space (D1/D2) | Service Yard |
| Retail (A1/A2) | * Retail (A1+) | Hotel (C1) | Residential (C3) | Service | ELL Escape Stair | Fitness (D2) |