



# THE GOODSYARD

Design and Access Statement

September 2019 - Part 5 of 21



ballymore.



## 3.5 SITE-WIDE RETAIL STRATEGY

### 3.5.1 A site-wide approach

The site-wide retail strategy has been shaped by two key aims:

- To animate the site's ground and platform levels with engaging retail, food and beverage uses. At Level 01, restaurants and eateries are proposed to make the best of the Platform levels generous, open, southerly aspect.
- To respect, retain and imaginatively reuse the majority of the site's surviving historic structure.

It is proposed that the site develops its own unique, engaging and varied retail experiences, adopting a site-wide approach to animate connections, routes and public spaces. Each individual plot will provide their own retail elements at ground level. This will help to craft retail spaces of different characters and scales, encouraging a mix of tenants to take up residency in the Goodsyard.

The majority of the site's retail is proposed beneath the listed arches and their adjoining structures. Within this setting, the layout of different retail use classes is dictated by the decision not to puncture any listed fabric for servicing and the aim to animate key thresholds and routes. This is explored further in Section 6.3.

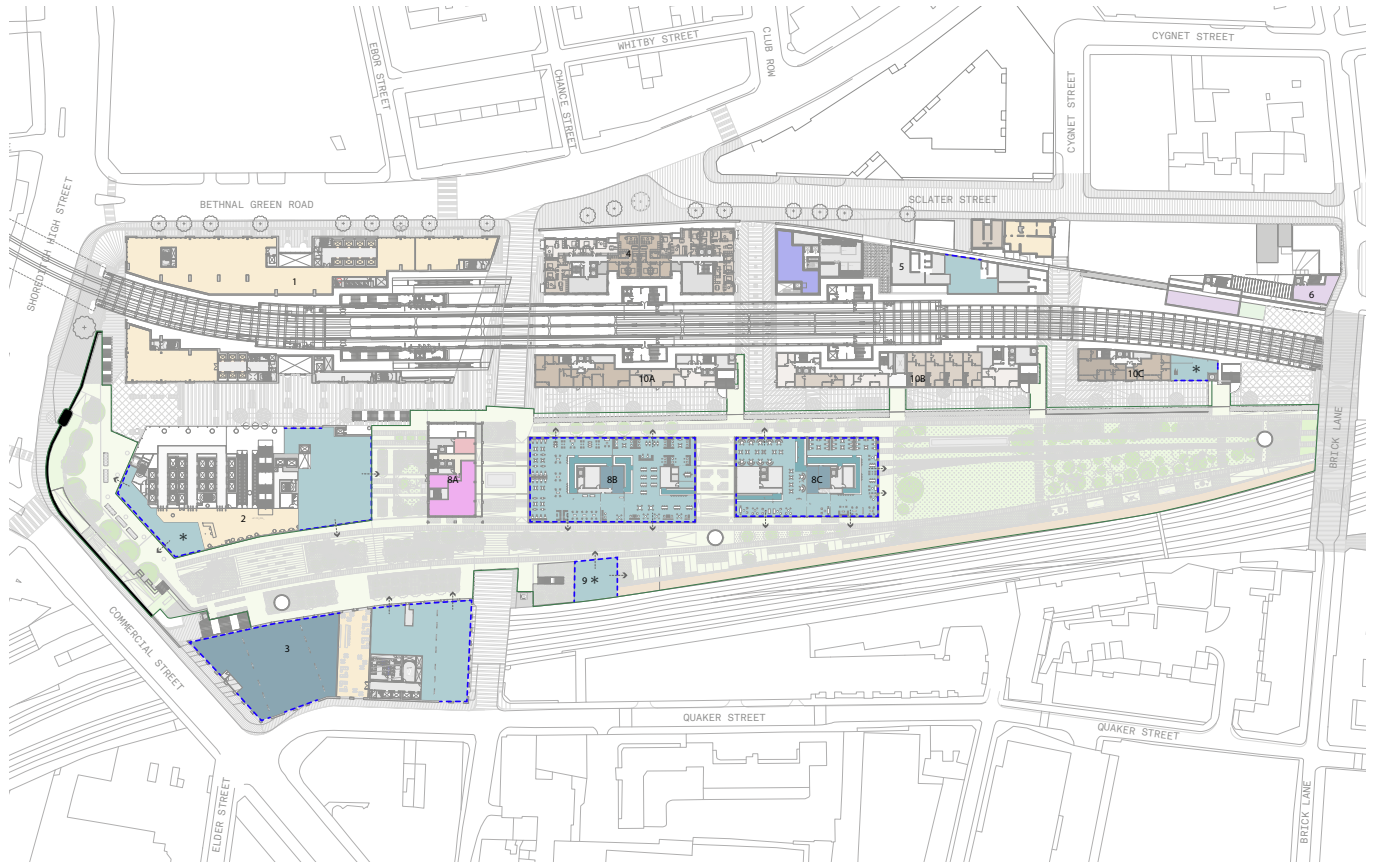


Fig 3.5.1: Platform Park retail strategy



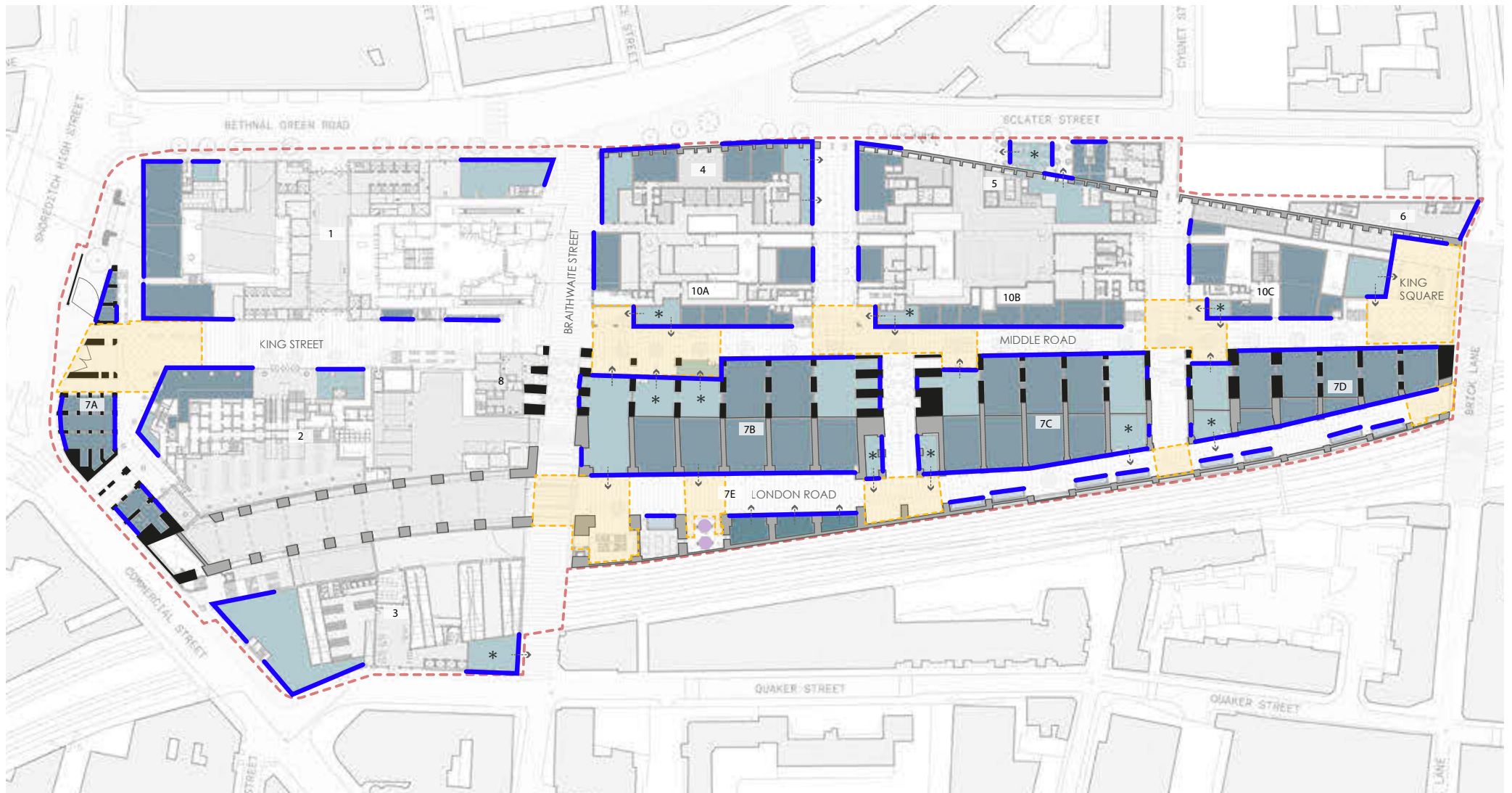
Fig 3.5.2: Platform park cafe spillout



Fig 3.5.3: Viaduct shopfronts



Fig 3.5.4: Shoreditch-style shopfronts



- Site Boundary
- Listed heritage structure
- Non-listed heritage structure
- Squares + open spaces
- Active retail frontage
- ← Potential for cafe/restaurant spill out
- Cultural
- A1
- A1 (cafe)
- A3
- A5

Fig 3.5.5: Ground level retail strategy

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### 3.5.2 The Retail Strategy

The Goodsyrd retail strategy aims to strengthen and celebrate the site's identity, not only as a unique landmark to Shoreditch's industrial past, but also as an instinctively relevant and vibrant meeting point for the diverse neighbouring communities.

The retail strategy actively takes into account diversity and aims to provide retail experiences and spaces that acknowledge the needs of both local communities, retailers and visitors.

The development acknowledges patterns of retail growth in the surrounding areas, providing spaces of different scales and characters.

Existing historic structures are imaginatively brought back into use whilst respecting the materiality, patina and atmosphere.

To ensure coherence across the masterplan, guidance relating to openings, louvres, signage and lighting is provided to incoming tenants. Within this guidance is the encouraged diversity of retail environment.

The proposed masterplan will offer a mix of covenants and unit sizes to attract an eclectic range of retailers that complements the current retail environment. This will allow a curation, enabling management to adapt to reflect changing retail demand.

The diversity of the retail experiences provided across the masterplan will help make the Goodsyrd a landmark retail destination. It will become a formidable attraction for consumers both locally and internationally.

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### 3.5.3 Guidance

It is anticipated that a Tenant Design Guide will be prepared at a later stage of the development, providing guidance, Design Standards and precedent examples to inform approaches to shopfronts, signage and fit-outs. Shopfront principles are detailed in Section 6.3.





Fig 3.5.6: Illustrative view of Middle Road, the site's primary retail street



### 3.5.4 Local Character

The revised masterplan seeks to create a characterful and meaningful connection to the local context of Shoreditch and Brick Lane. These surrounding areas are rich in their retail, hotel, food and beverage scenes.

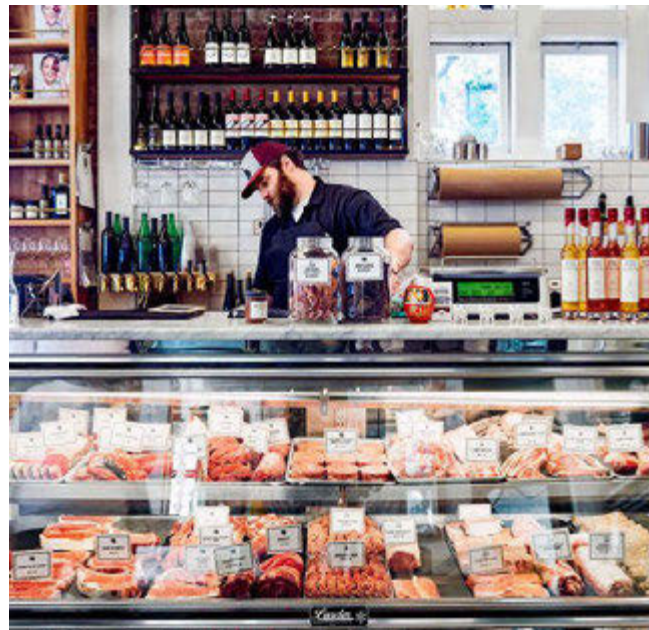
Brick Lane is known world-wide for its eclectic shops, markets, cafes and restaurants. Shoreditch continues to evolve as one of London's most dynamic retail areas, where internationally recognisable fashion brands can be found neighbouring local cafes and pop up shops. Section 2.7.3 of this report discusses the variety of uses that can be found in this dynamic neighbourhood.

The masterplan proposed seeks to complement the current retail environment in the local area, not to compete with it.



Fig 3.5.7: Shoreditch cinemas, eateries, hangouts and shops





### 3.5.5 Retail use class & tenant mix

This amended application seeks flexibility of retail use classes (A1, A2, A3, A5). However, the aspiration is for cafes and restaurants to be the primary occupiers on edges of new public squares, encouraging external spill out. This will provide a dynamic visual tug to visitors and animate these spaces. The layout of the ground floor retail, in particular units within the Braithwaite Viaduct, are discussed in further detail in Section 6.3.

It is proposed that the tenant mix is first and foremost for the local communities, then the Londoner, then the tourist.

To ensure the Goodsyard approach meets this aim, retail diversity is proposed; there will be an emphasis on independent retailers, cafes and eateries.

Fig 3.5.8: Encouraging and promoting independent retailers, meeting the needs of local communities, Londoners and visitors

### 3.5.6 Existing Historic Structures

#### 3.5.7 The Viaduct: A new retail landmark

The previous scheme concentrated retail in the Braithwaite Viaduct and its adjoining arches, with London Road acting as the site's primary shopping street. Whilst this made good re-use of the historic fabric along London Road, it failed to celebrate the listed Braithwaite Viaduct as a whole; the listed arches were buried deep within the retail units and their elevations were not accessible for public viewing.

The new masterplan will celebrate this historic structure, retaining and restoring the full listed Viaduct structure and adjoining arches to create an impressive retail destination.

It is proposed that the grand frontage of the Braithwaite Viaduct is revealed through the reopening of the historic, central east-west route that links Shoreditch High Street, to the west, with Brick Lane, to the east. This road, known as Middle Road, will complement the existing London Road.

The scale and depth of the surviving arches lend themselves well to the creation of two double-sided retail streets to the north and south of the existing structure, with the majority of the arches capable of housing two back-to-back generous retail units. Restoring historic lane connections (Farthing Lane and Cygnet Lane) will encourage visitors to wander between the two roads, connecting them not only to each other but to the wider masterplan and surrounding areas beyond.

Given the scale and historic, landmark importance of the Viaduct it is proposed that the majority of the site's retail offering will be concentrated along these two central routes, Middle Road and London Road.

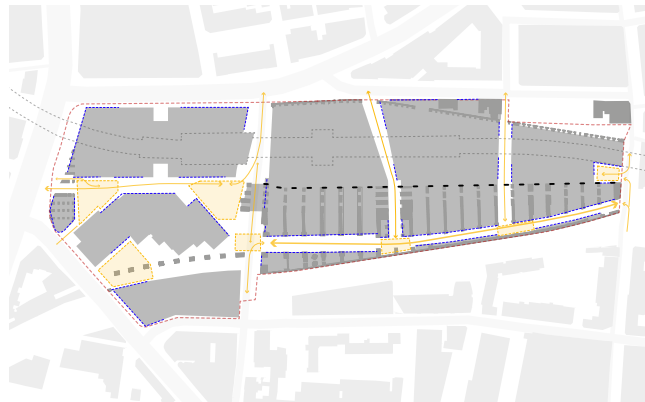


Fig 3.5.9: Previous submission



Fig 3.5.10: The restored Braithwaite Viaduct, view of Webb Square

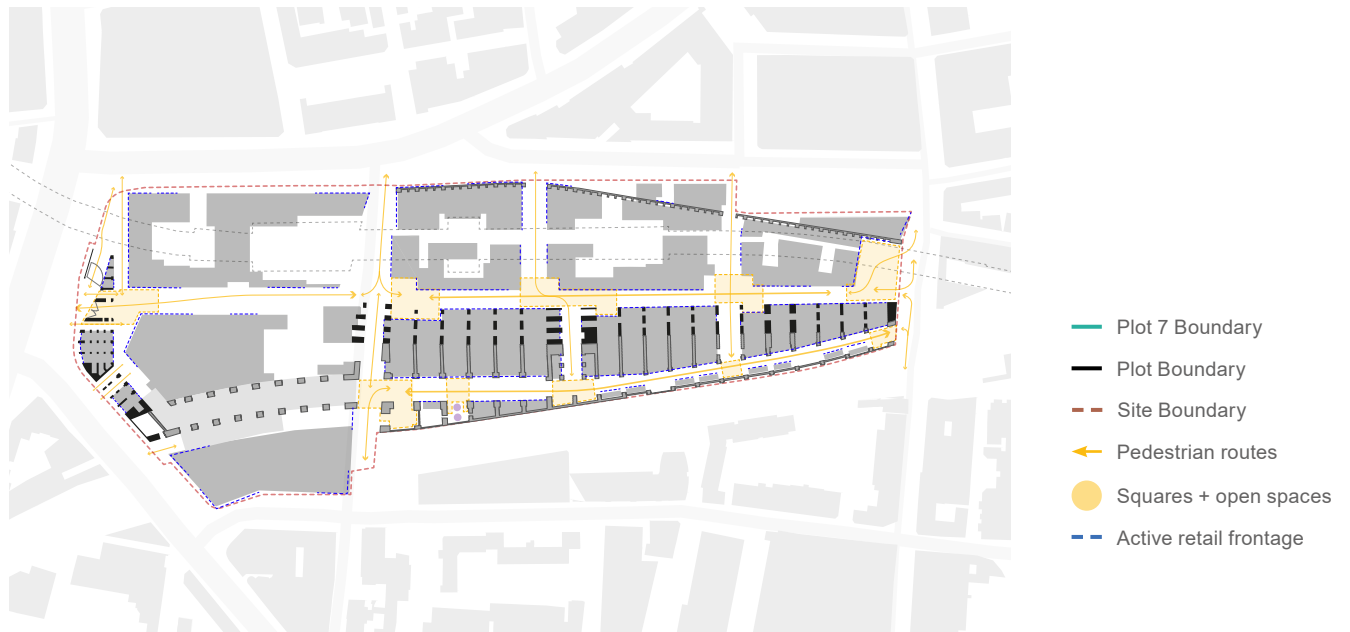


Fig 3.5.11: Proposed masterplan





Fig 3.5.12: Illustrative view of London Road



### 3.5.8 Platform Park

It is proposed that Plots 2, 3 and 8 make the most of the generous, south-facing space of the Platform Park by animating their level 01 spaces with restaurants and eateries. Here there would be potential for external seating to spill out into the park, blurring the boundary between indoor and outdoor.



Fig 3.5.13: Terraced cafe spill-out



Fig 3.5.14: Illustrative view of Platform Park, animated by seating spillout from the Plot 8 restaurants



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