



THE GOODSYARD

Design and Access Statement

September 2019 - Part 8 of 21



ballymore.



5.0 ILLUSTRATIVE MASTERPLAN AND BUILDINGS

5.1 ILLUSTRATIVE CONTENT INTRODUCTION

As identified and referenced in 'Section 1.4', this amendment to the outline application has some areas where full details are submitted (as per the 2015 application); The Outline component of the application reserves all matters for future consideration.

The structure of the application is demonstrated on Fig 5.1.1.

The illustrative information is supported by the Parameter Plans, a Design Guide Document and the Development Specification are documents submitted for approval and are assessed through the Environmental Statement.

This section of the DAS records illustrative design proposals, these illustrative designs show one way in which the parameters can be built out.

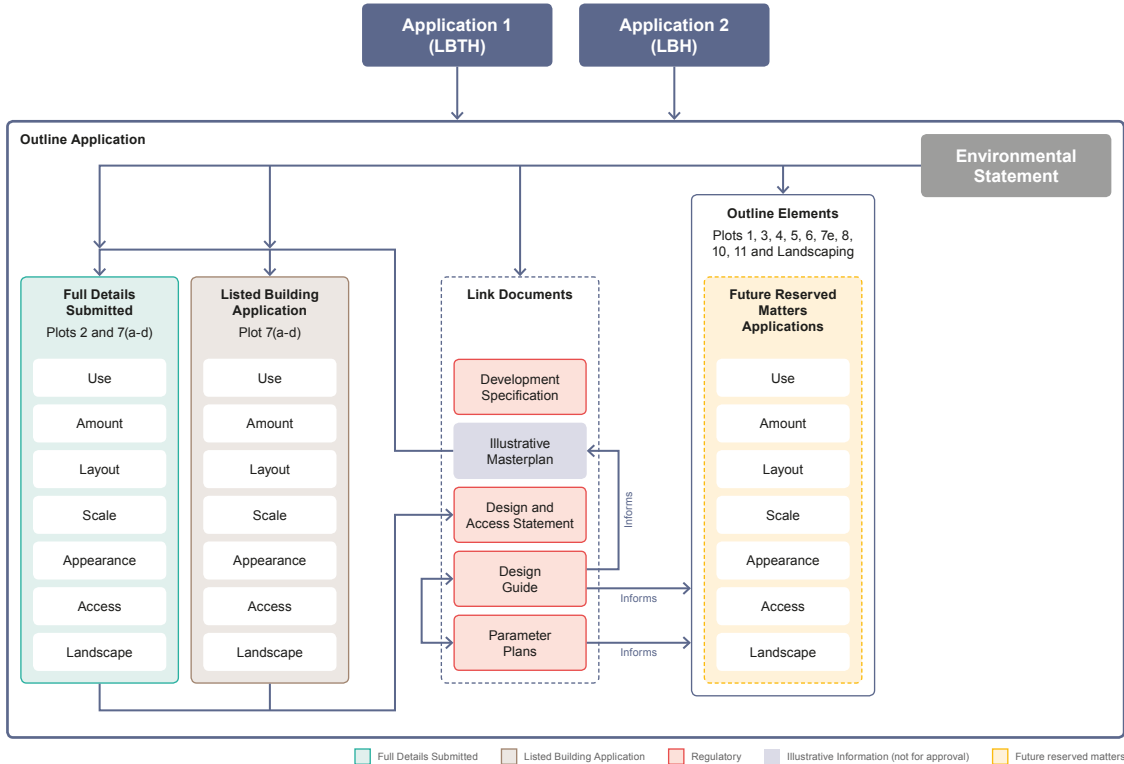


Fig 5.1.1: Application Structure

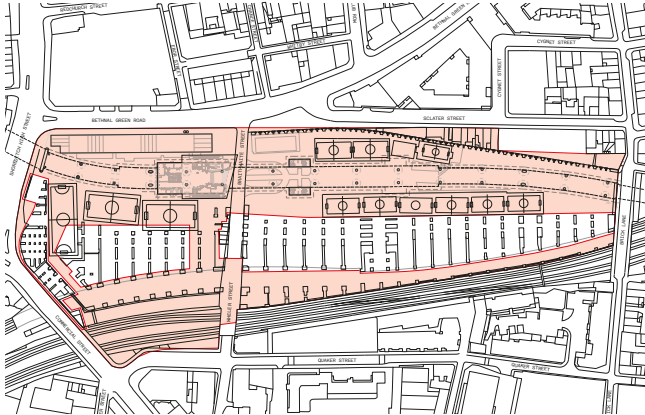


Fig 5.1.2: Outline Planning Application Boundary

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5.2 PLOT 1

5.2.1 Brief and quantum

Plot 1 is predominantly an office building with provision of retail space at ground floor.

Large high quality open plan office space is provided on the upper levels of the building.

Smaller flexible high quality open plan office spaces are provided on the middle lower levels (floors 1 to 4).

Retail units on the ground floor are distributed along the perimeter of the site facing Bethnal Green Road, Shoreditch High Street and the new central east-west pedestrian street of the Bishopsgate masterplan, Middle Road.

A maximum and minimum quantum enables the design to evolve and be tailored within defined parameters and to meet future market demands.

5.2.2 The adjacent tables (Table 5.2.1 and Table 5.2.2) indicate the minimum and maximum area parameters for the Plot; it should be noted that the sum of the maximum areas by use for the Plot exceeds the figure shown in the total maximum. This allows for a degree of flexibility in the distribution of uses within the Plot.

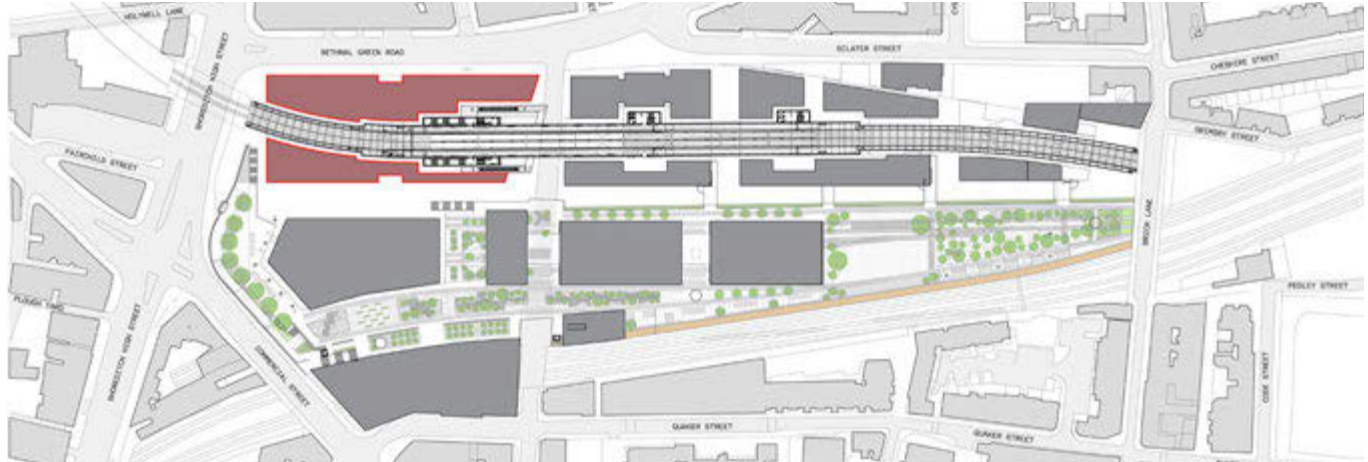


Fig 5.2.1: Plot location plan

Level	Retail GEA m ²	Office GEA m ²	Plant / Ancillary / Service GEA m ²	Total GEA m ²
Total	945	54,230	7,038	61,572

Table 5.2.1: Plot 1 maximum GEA

Level	Retail GEA m ²	Office GEA m ²	Plant / Ancillary / Service GEA m ²	Total GEA m ²
Total	631	36,504	4,637	41,344

Table 5.2.2: Plot 1 minimum GEA



Fig 5.2.2: View 1 - Shoreditch High Street looking south



Fig 5.2.3: View 2 - Bethnal Green Road looking east.



Fig 5.2.4: View 3 - Bethnal Green Road looking west.



Fig 5.2.5: View 4 - Shoreditch High Street looking north

5.2.3 Context

Plot 1 resides on the north-west corner of the Goodsyrd masterplan. It holds an important position mediating between the existing surrounding context and Plot 2 to the South.

The site is bound by Shoreditch High Street on the west, Bethnal Green Road on the north, and Braithwaite Street on the east. On the south the plot is bound the Middle Road.

The Tea Building and Shoreditch House are located opposite Plot 1 along Bethnal Green Road.

Braithwaite Street forms the eastern boundary. Shoreditch High Street Station entrance opens onto Braithwaite Street. The Braithwaite viaduct is adjacent and on the opposite side of Braithwaite Street.

The London Overground viaduct intersects with Plot 1 in the east-west direction and its underside sits approximately 6 meters above ground; the London Overground viaduct is supported on columns crossing the plot. Shoreditch High Street Station is located within the eastern side of the plot.

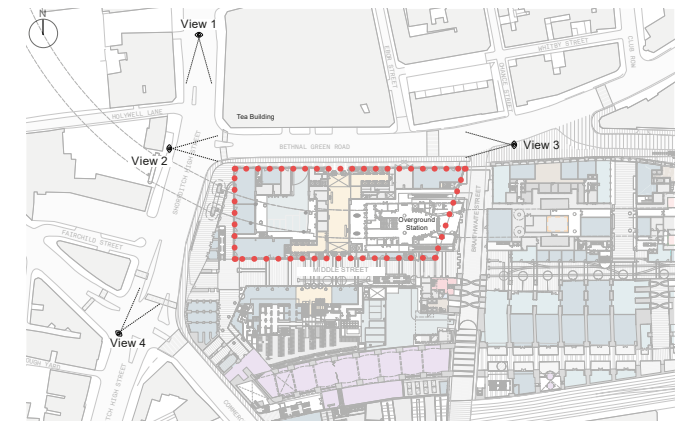


Fig 5.2.6: Plot 1 proposed GF plan and context views key.

5.2.4 Below ground constraints

Foundations to the London Overground viaduct create 45 degree exclusion zones beneath the pile caps. This stipulates that the ground around the foundations cannot be altered unless the excavation is outside the exclusion zone, these constraints place restrictions on the width of any basement construction and location of piles.

The central line tunnels and associated exclusion zone is located below the south east corner of the plot.

5.2.5 Above ground constraints

Shoreditch High Street Station is located within Plot 1. A two meter zone around the station box, columns, entrance building, and London Overground viaduct is required, to allow inspection and maintenance. An additional zone has been left either side of the station entrance to allow further expansion in capacity of the station with external escalators.

5.2.6 Viewing / townscape constraints

Plot 1 is restricted by the Westminster Pier St Paul's viewing corridor which limits the height of a potential development to approximately 70 meters above street level.

The Tea Building is a well recognised local landmark sitting in close proximity to the north west corner of the site. The proposed massing for Plot 1 responds to the Tea Building height, proportions and character.

The Oriel Gateway sits in close proximity to the south west corner of the site. A narrow stretch of public realm separates the building from the arches at ground floor. The treatment of the facades in Plot 1 requires careful consideration to respond to the Oriel's character and materiality.



Fig 5.2.7: View 1 - Shoreditch High Street Station. North side.



Fig 5.2.8: View 2 - Plot 1 north boundary on Bethnal Green Road.



Fig 5.2.9: View 3 - Shoreditch High Street Station. South Side.



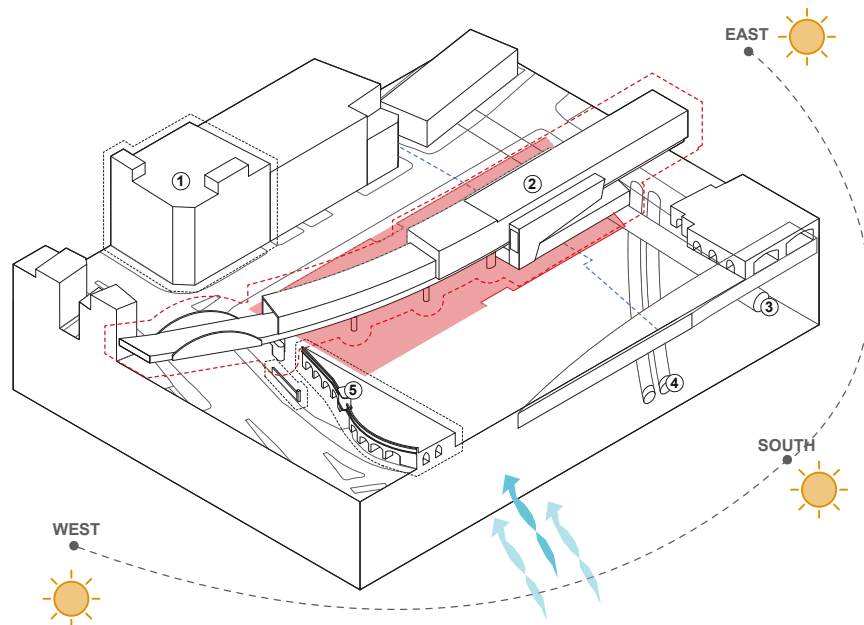
Fig 5.2.10: View 4 - The Oriel Gateway.



Fig 5.2.11: View 5 - London Overground viaduct columns.



Fig 5.2.12: View 6 - London Overground Viaduct and bridge



- ① Tea Building ③ BT Tunnel ⑤ Oriel gateway
 ② Shoreditch Highstreet Station ④ Central Line

Fig 5.2.13: Plot 1 , site analysis

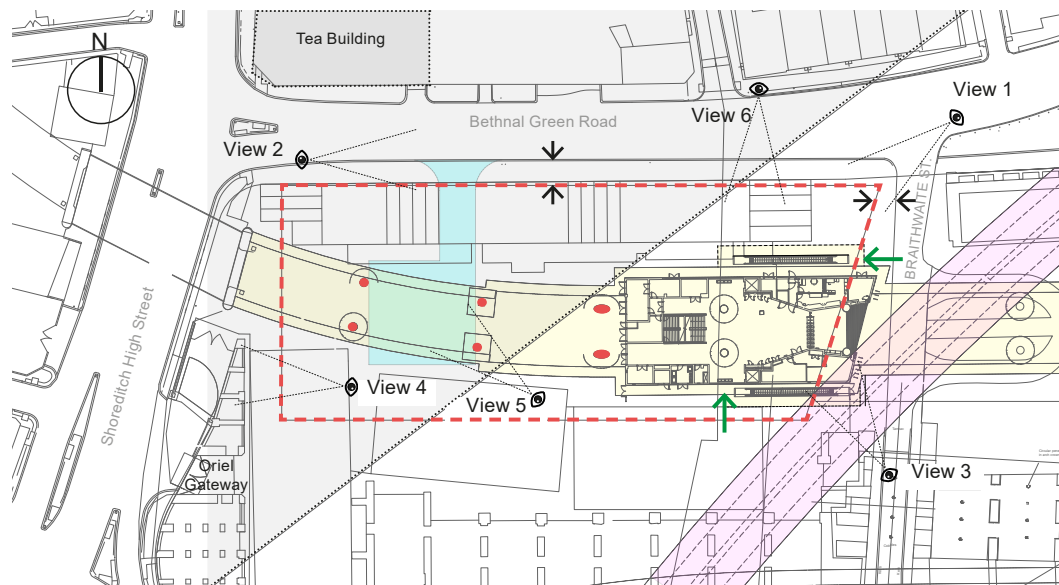


Fig 5.2.14: Plot 1 existing plan and constrains

5.2.7 Circulation and Access Constrains

Physical and functional constrains limit the potential locations for a vehicular access to a service yard. A suitable space has been identified on the west side of the plot with a direct access from Bethnal Green Road

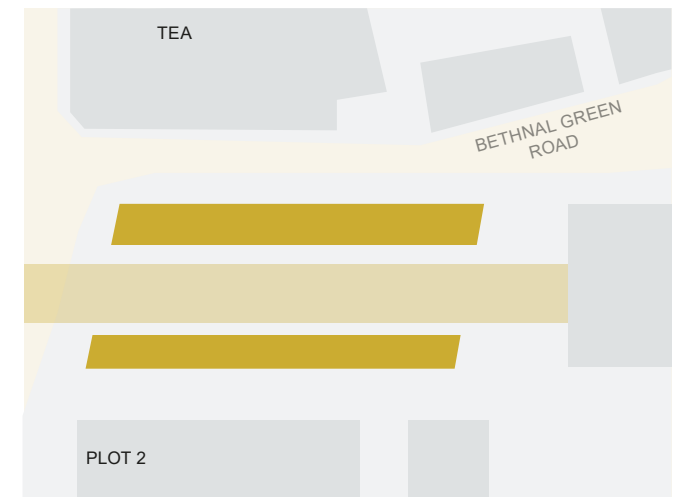
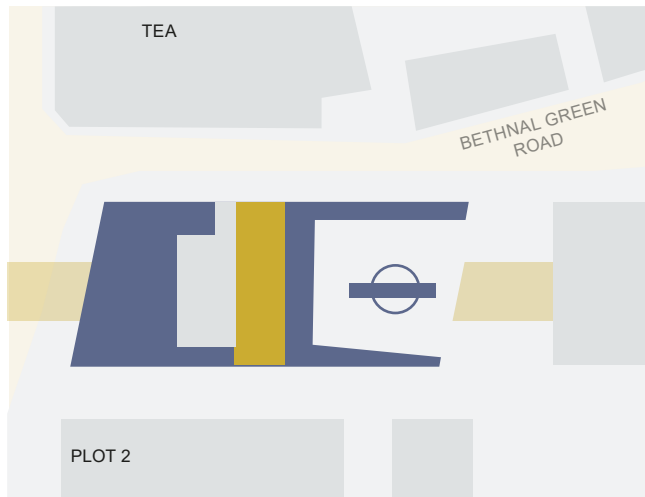
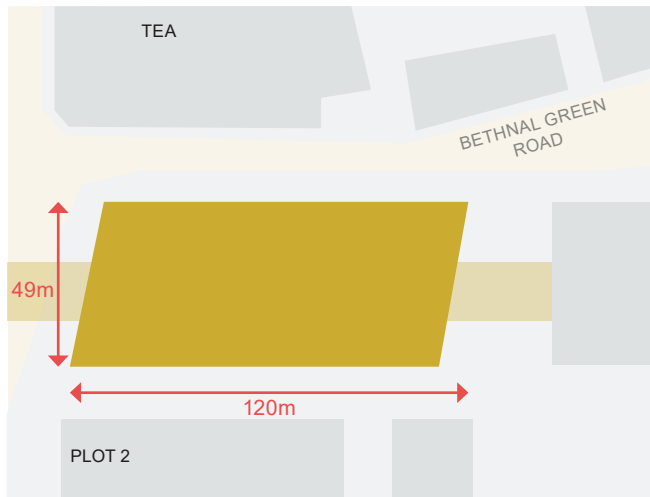
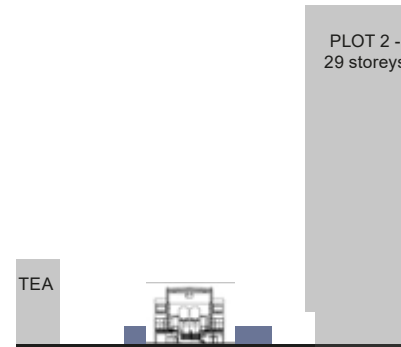
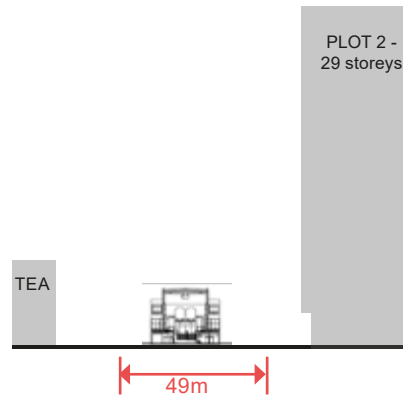
The pavement area along Bethnal Green Road and Braithwaite Street is narrow. Strategies to facilitate continuous pedestrian flow at peak times should be implemented and should inform the facade treatment and configuration at ground floor.

It is envisaged that additional entrances will be required for future expansion of the London Overground Station on the south-east and east boundaries of Plot 1.

Key

- Site boundary
- Greyed zone is within St. Paul's viewing corridor
- Central Line tunnels and exclusion zone
- London Overground station and viaduct exclusion zone
- Required service vehicular access
- ↓ Limited pavement width
- ↑ Limited pavement width
- Future Station Access
- London Overground Viaduct Columns

5.2.8 Plot Layout



5.2.9 The starting point

The following diagrams describe the process by which the layout and shape of the building was originally generated. Moves 7 to 11 describe the additional changes introduced for this revised scheme.

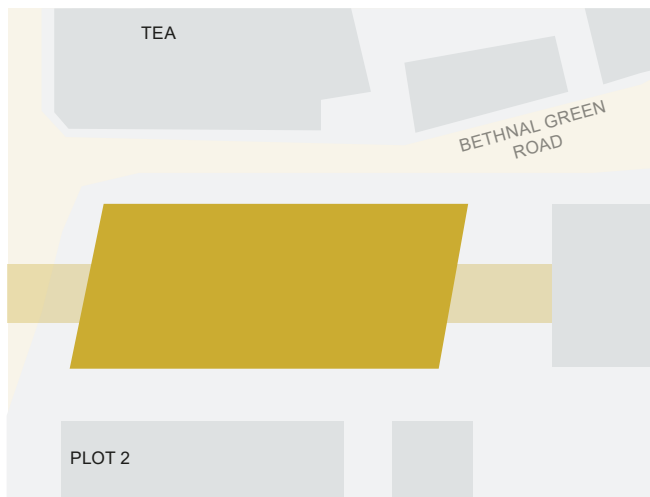
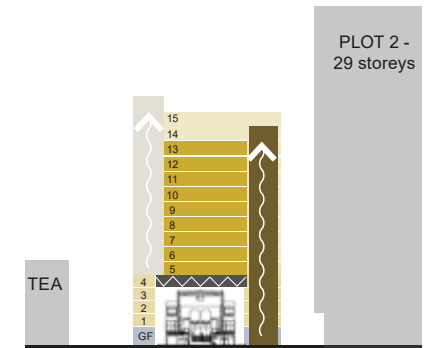
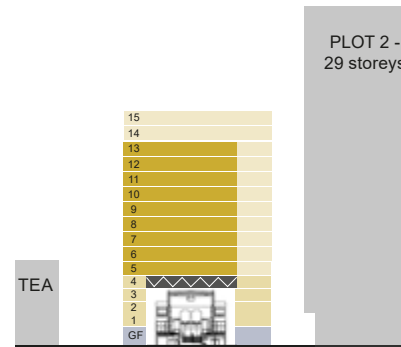
The footprint of plot 1 began with a total length of 120m and width of 49m.

5.2.10 Move 1: An active base

The base of the building takes up the entire footprint of the plot. It comprises retail uses to the perimeter, the entrance to Shoreditch High Street Station, a new grand office reception, and a loading / service bay.

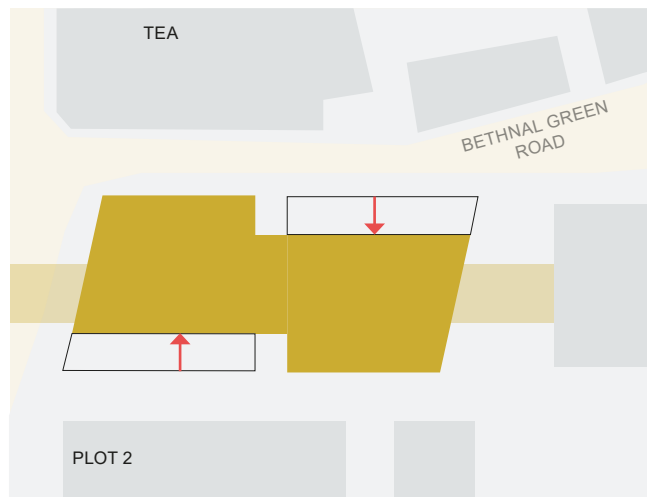
5.2.11 Move 2: The lower floors

On the lower floors (1 to 4) Narrow floor plates straddle either side of the Overground Line viaduct.



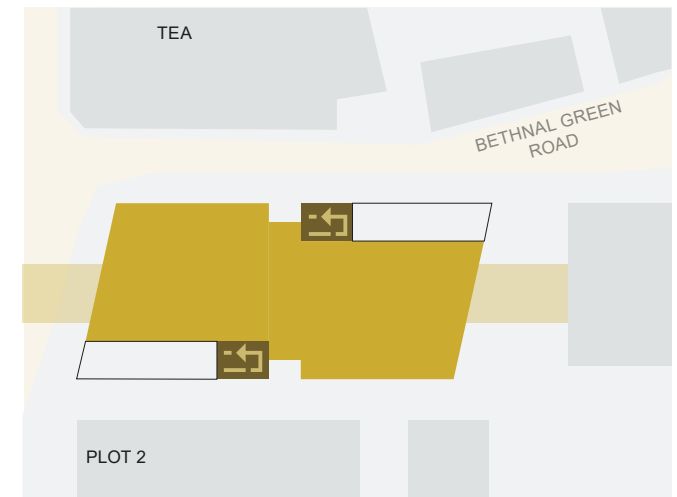
5.2.12 Move 3: Large floorplates above the ELL box

Once the viaduct has been cleared, the building floorplates are able to be much larger.



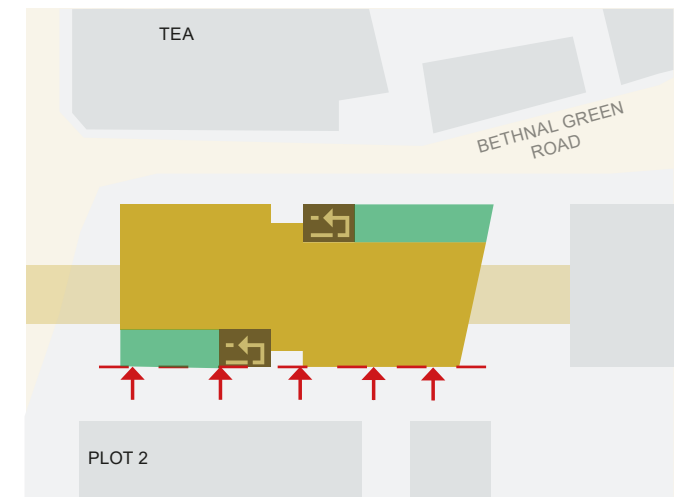
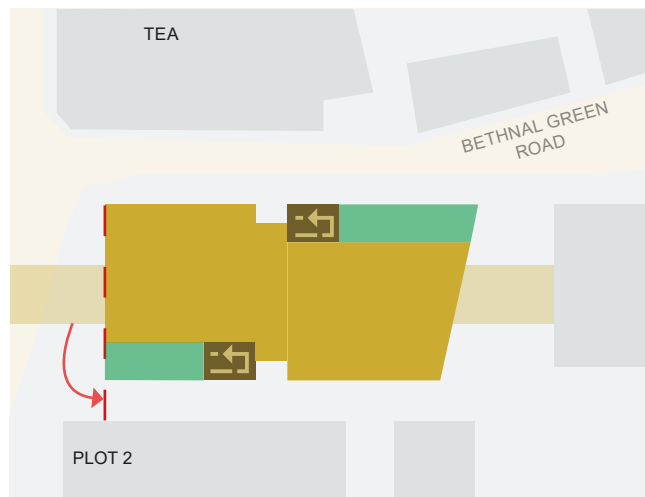
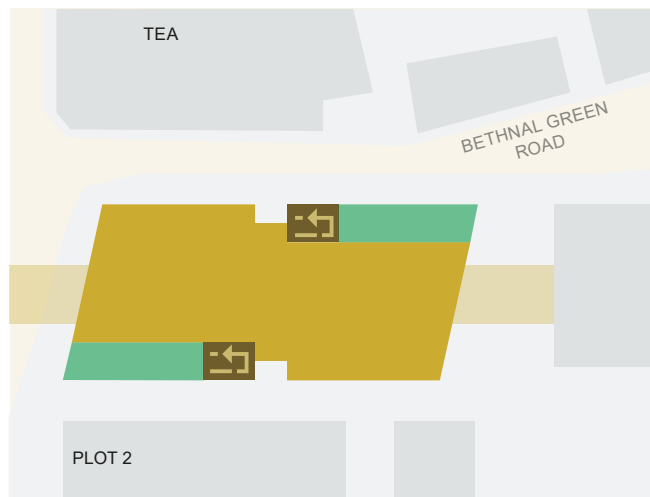
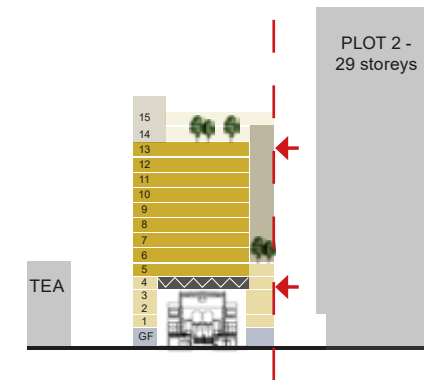
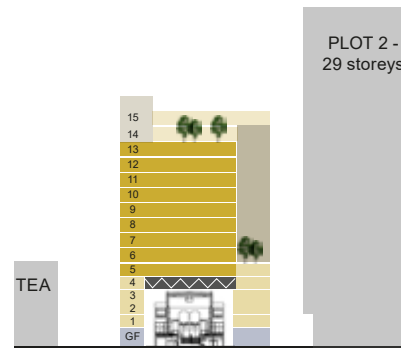
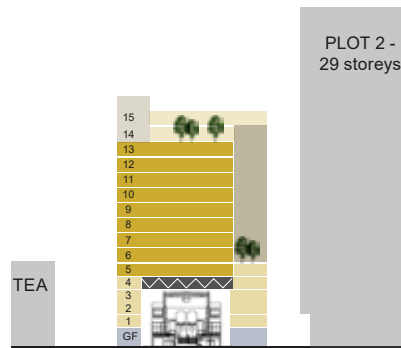
5.2.13 Move 4: Split the mass

On the upper floors alternating shifts in the massing ensure that the building will be perceived as two well-proportioned, independent blocks.



5.2.14 Move 5 : Expressed cores

To further break down the mass the main lift cores are expressed as alternating vertical elements, marking the corner of each block.



5.2.15 Move 6: Special spaces

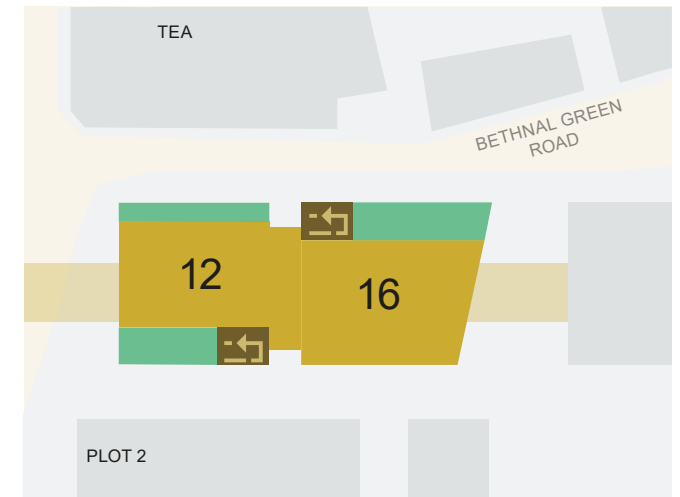
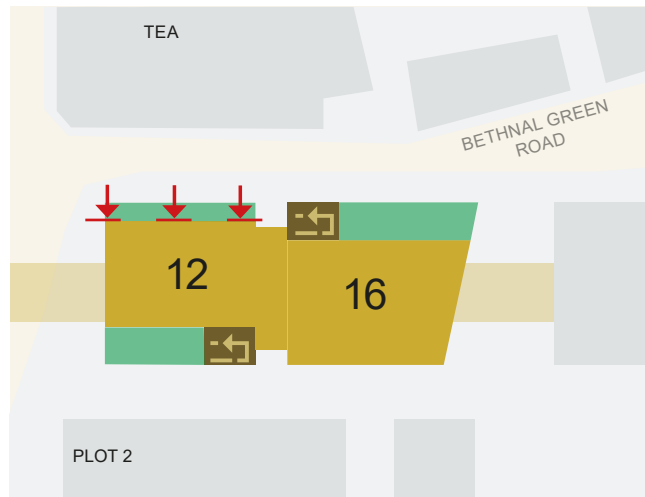
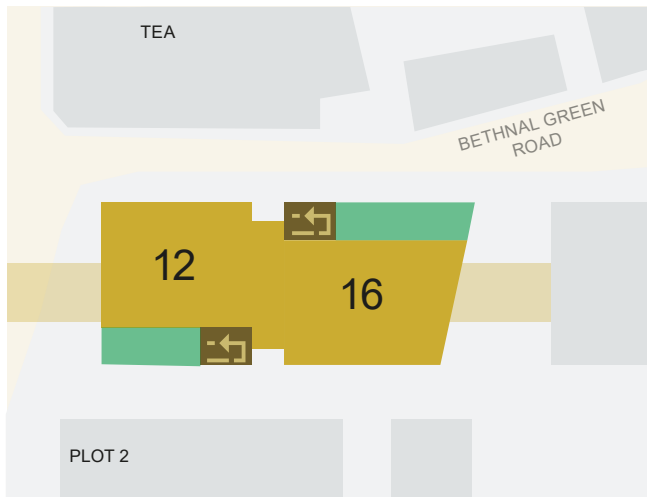
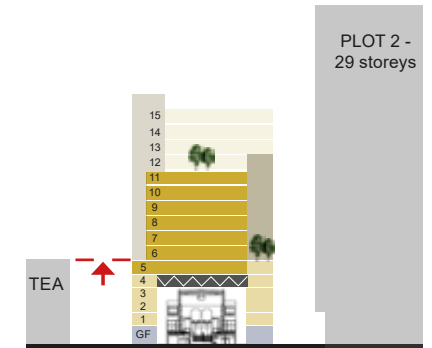
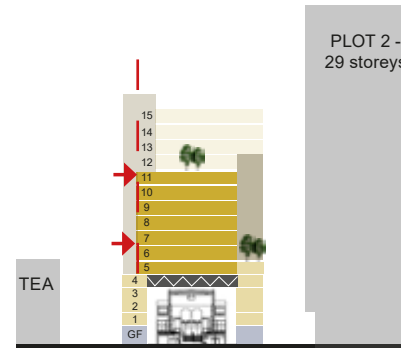
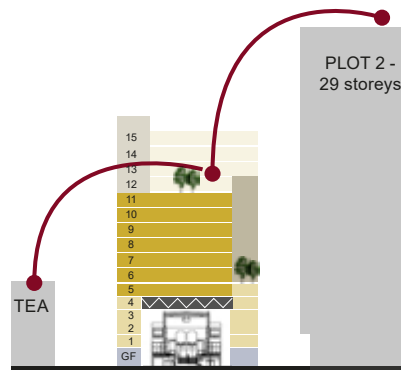
Special spaces have been created from shifting and breaking down the mass resulting in various terraces and roof gardens. These spaces are unique and memorable in that they make the most of the architecture and context.

5.2.16 Move 7: Relief to the Oriel

The west facade is pushed back to form an orthogonal corner providing relief to the adjacent listed brick wall and Oriel, giving more prominence to the Tea Building when seen from the south, improving pedestrian flow at ground level and via a new stair to the Platform level.

5.2.17 Move 8: Shift mass northwards

South facade is shifted northwards to increase the space between Plot 1 and Plot 2



5.2.18 Move 9: Heights

In order to mitigate the perceived impact of the massing on the adjacent Tea Building, two floors are removed from the western side of the building.

5.2.19 Move 10: Add setback

The north facade on the west block is pushed inwards to further improve the massing relationship with the Tea Building.

5.2.20 Move 11: Heights

The shoulder level raised to match Tea Building height.

5.2.21 Massing development

The underlying principles that defined the massing and shape of the building in the previous planning application generally remain in the current revised proposals. However, a number of improvements and adaptations have been introduced to address the changes to the new masterplan itself and to further improve the relationship of the building with the existing context.

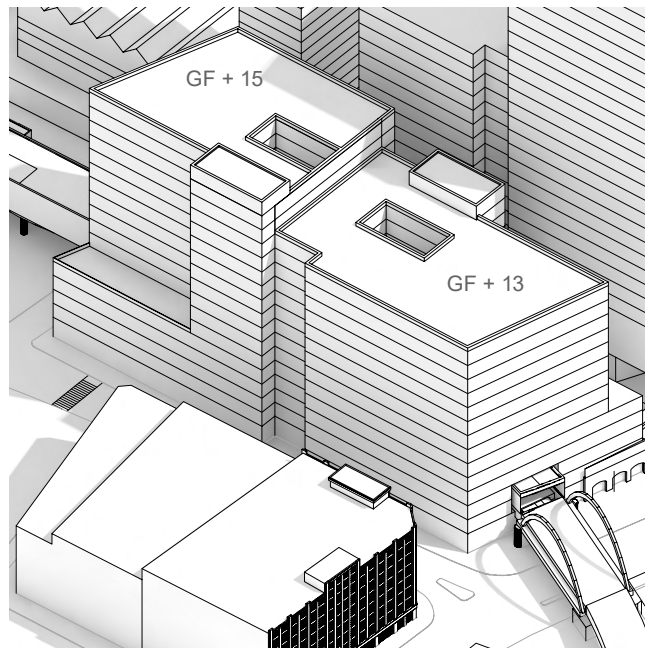
The new proposals for the masterplan have brought further modifications to the arrangement and massing of the buildings sitting in plots around and adjacent to Plot 1 and some of the changes introduced during this stage are in response to the new proposed neighbouring buildings.

The introduction of the Middle Road and the rethinking of the pedestrian movement across the site has also influenced changes in the massing, especially in those areas adjacent to Shoreditch High Street and the Oriel Gateway.

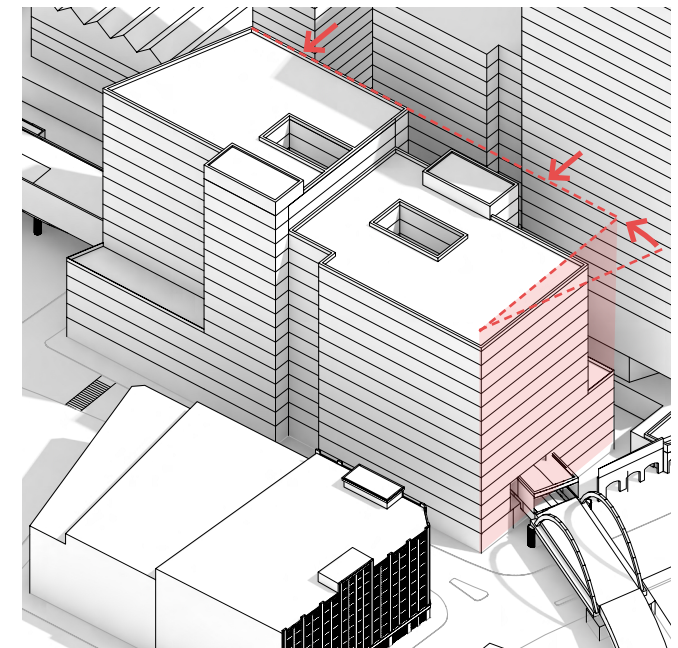
The relationship between the proposed building and the adjacent Tea Building has been a key driver of the massing changes introduced for this planning application in order to better respond to this local landmark.

Through the implementation of a number of localised moves in the massing, the proposed building has therefore retained its original concept and character but at the same time has adapted positively to respond to the new conditions and requirement of the revised scheme.

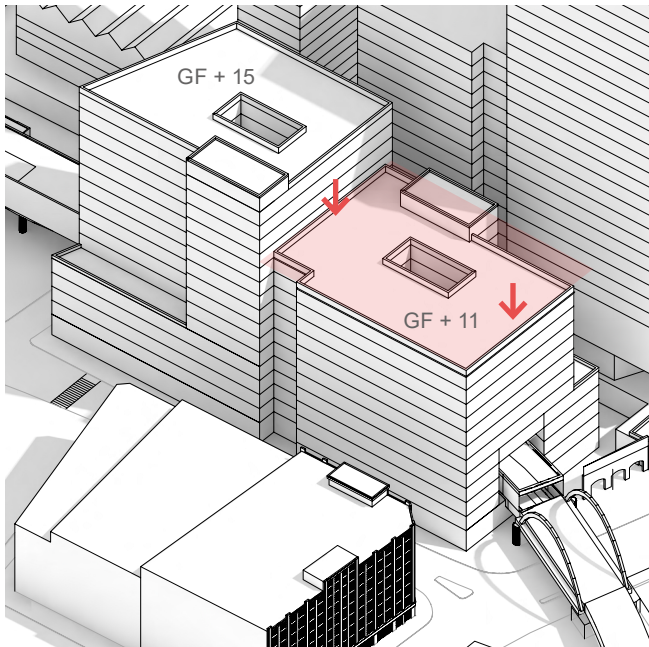
The following diagrams sequentially describe the process that led to the current massing proposals.



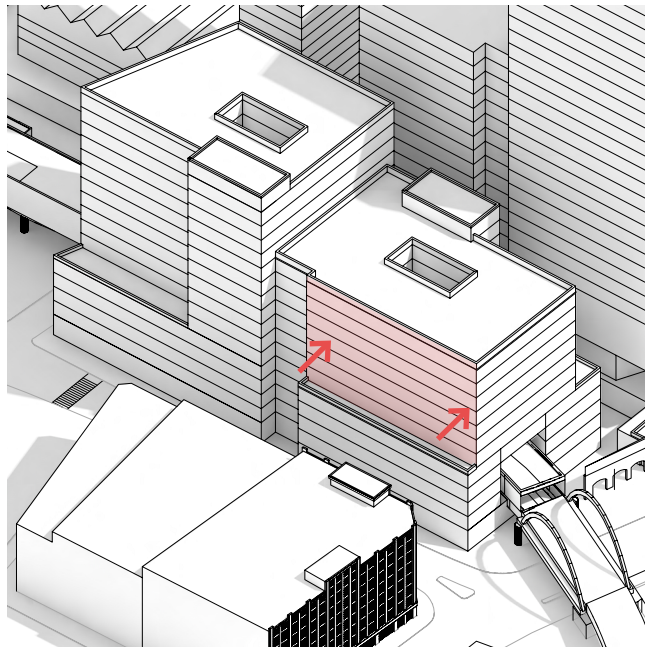
Massing as per the 2015 planning application.



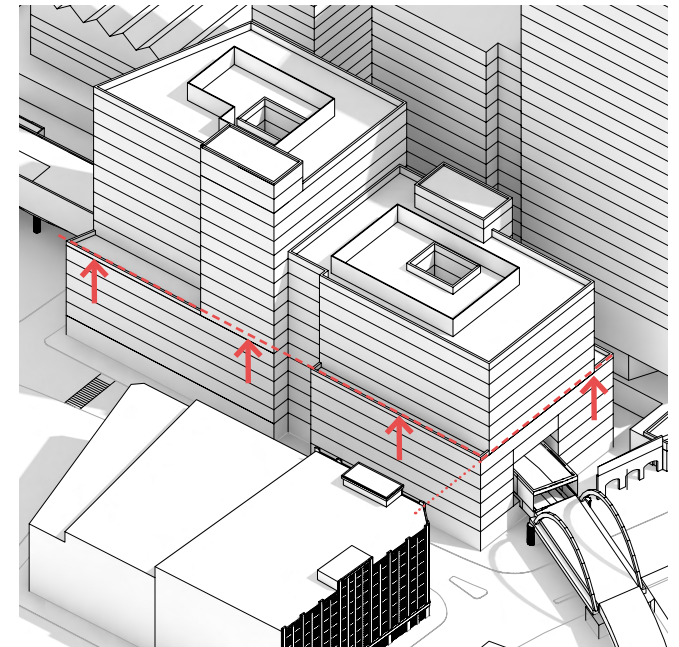
Adjustments to South and West boundaries, providing relief to the Oriel Gateway and enhanced public realm.



Removal of 2 floors on the western side of the building. This created a greater distinction between the East and West sides of the building, and improved the setting to the Tea Building.



Set back to increase space between Plot 1 and the Tea Building.



Shoulder level raised to match Tea Building height.

5.2.22 The proposed massing

The proposed massing for the illustrative scheme has been carefully composed to allow the office building to appear as two separate buildings when viewed from Bethnal Green and the new Middle Road.

In order to achieve this a central recessed vertical slot has been created in the middle of the building. The vertical circulation cores of the building sit adjacent to this slot on the north and south elevations to further accentuate the split.

On the ground floor, the central slot coincides with the location of the entrances to the building on Bethnal Green Road and Middle Road (which are linked internally by the reception space) so that the split also serves the purpose of highlighting the access points.

To articulate the mass, the upper floors of eastern block (above the transfer zone) are set back from Bethnal Green Road. At the same time, the upper floors of the western block are set back from the south and north. When combined, these alternating shifts in the massing ensure that the both blocks will be perceived as slender, independent buildings.

The split between the east and west blocks of the building is further accentuated by the difference in height between them, with the height of the western block being four storeys lower than the eastern one. As mentioned in the preceding section this has also been done in order to respond to the Tea Building.

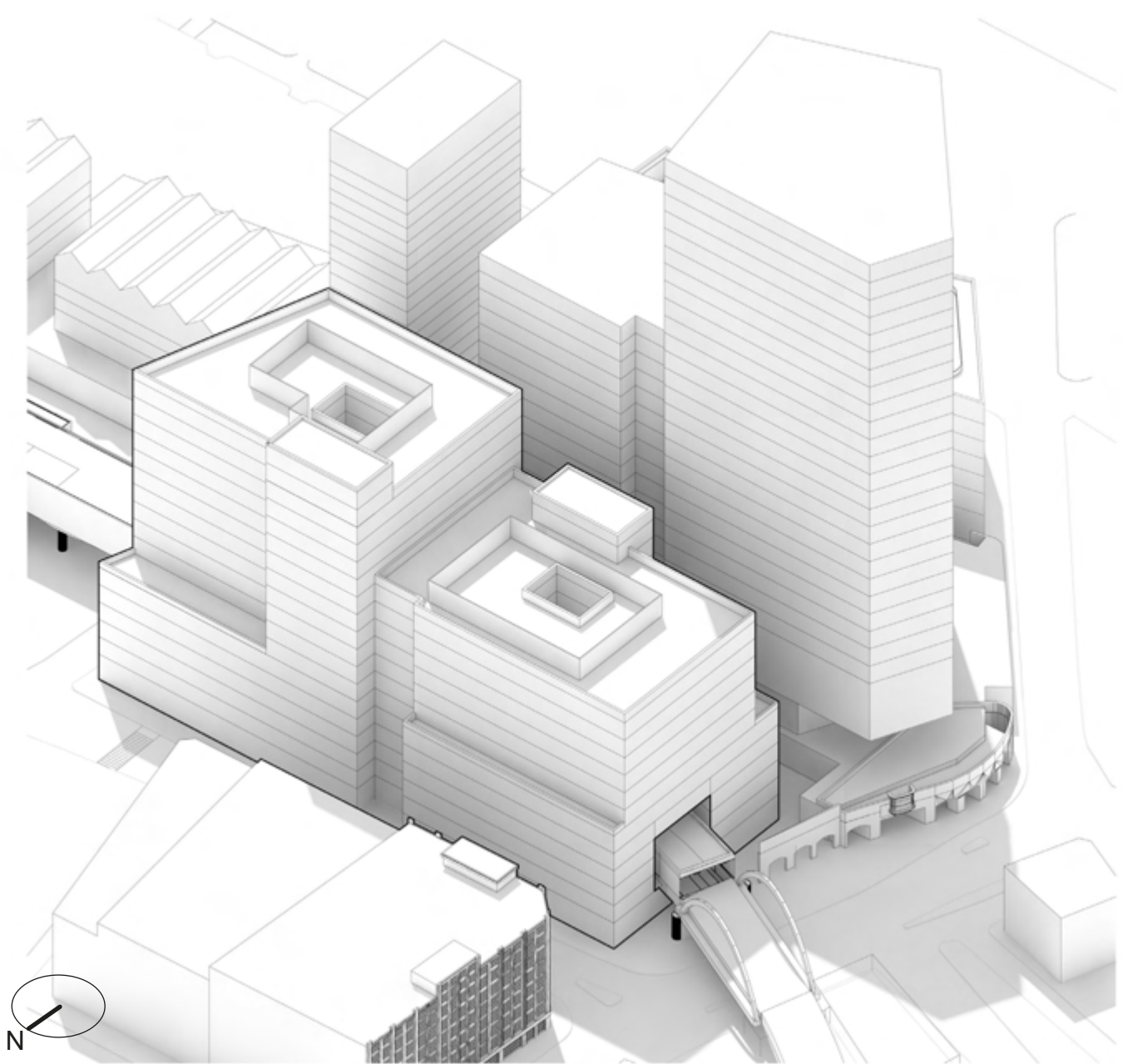
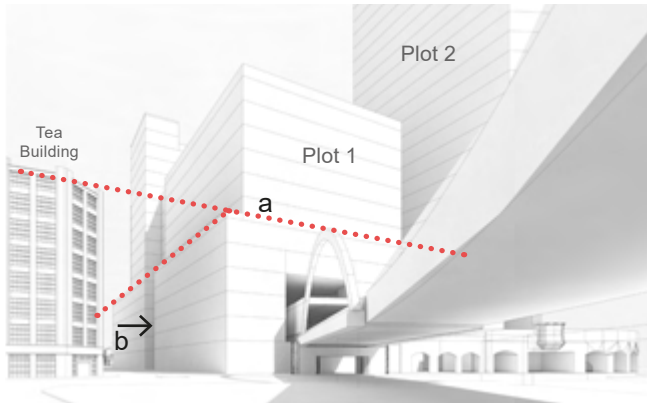
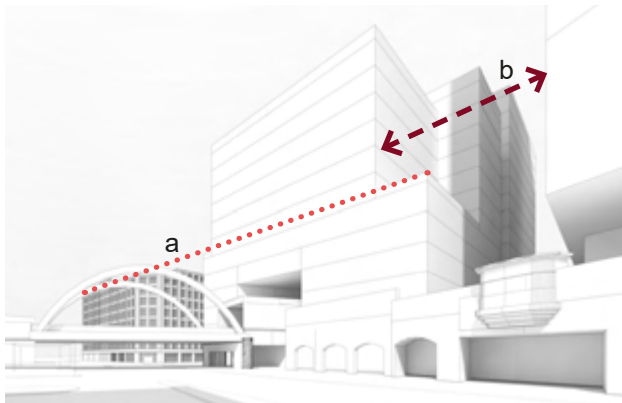


Fig 5.2.15: The proposed massing



View 1

- a. The height of the building base (dotted red line) responds to the Tea Building and the scale of the streetscape along Bethnal Green Road.
- b. The central slot splits the mass of the building into two blocks



View 2

- a. The height of the building base (dotted red line) responds to the Tea Building and helps to reinforce the street scape on Shoreditch High Street.
- b. The massing shift on the upper portion of the building helps to break down the mass and provides breathing space between Plot 1 and Plot 2.



View 3

- a. The building mediates between the massing of the lower existing building and Plot 2 behind.

5.2.23 Townscape

5.2.24 The views on this page illustrate the approach to the massing from a street level point of view.

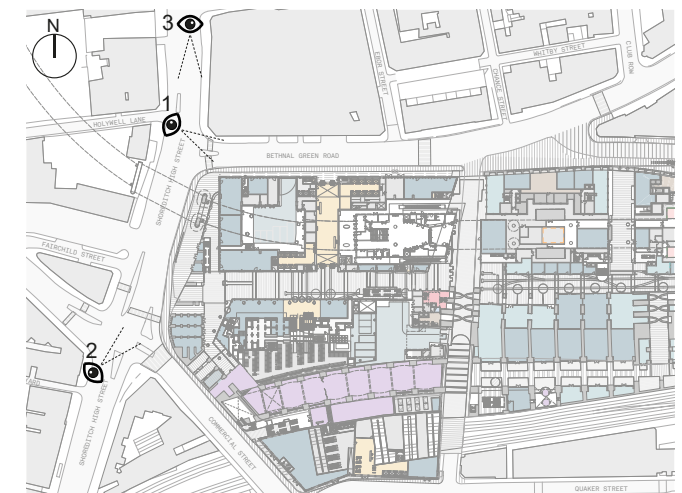


Fig 5.2.16: Key

5.2.25 Internal Layout

5.2.26 The Ground Floor layout

The ground floor uses of Plot 1 are to be predominantly retail use, with active retail frontages provided on all elevations where possible. The constraints relating to Shoreditch High Street station have largely informed the arrangement of the retail spaces as they fit either side of the station with varying depths.

In the middle of the building, a bold central entrance / reception is formed. This space crosses north to south with access from Bethnal Green Road and Middle Road. The reception space runs beneath the London Overground structure. This aspect is proposed to be celebrated as part of the architectural language of the reception space.

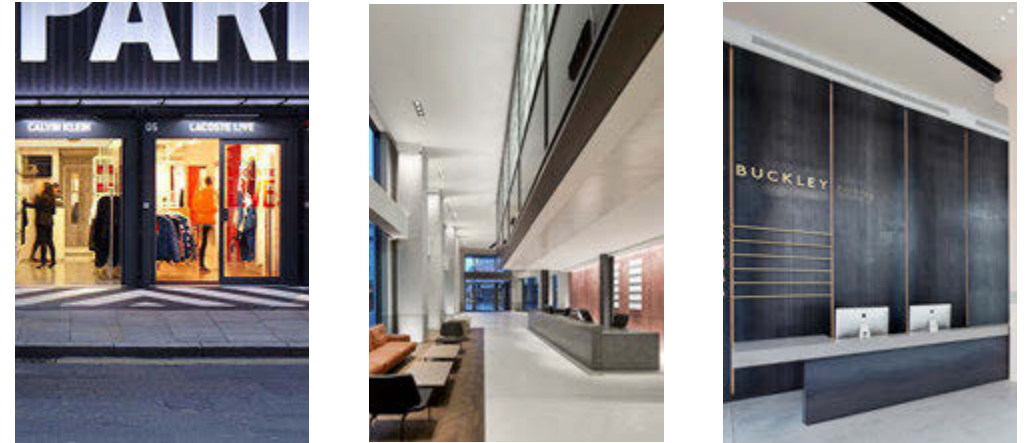


Fig 5.2.17: Retail and Reception spaces precedents

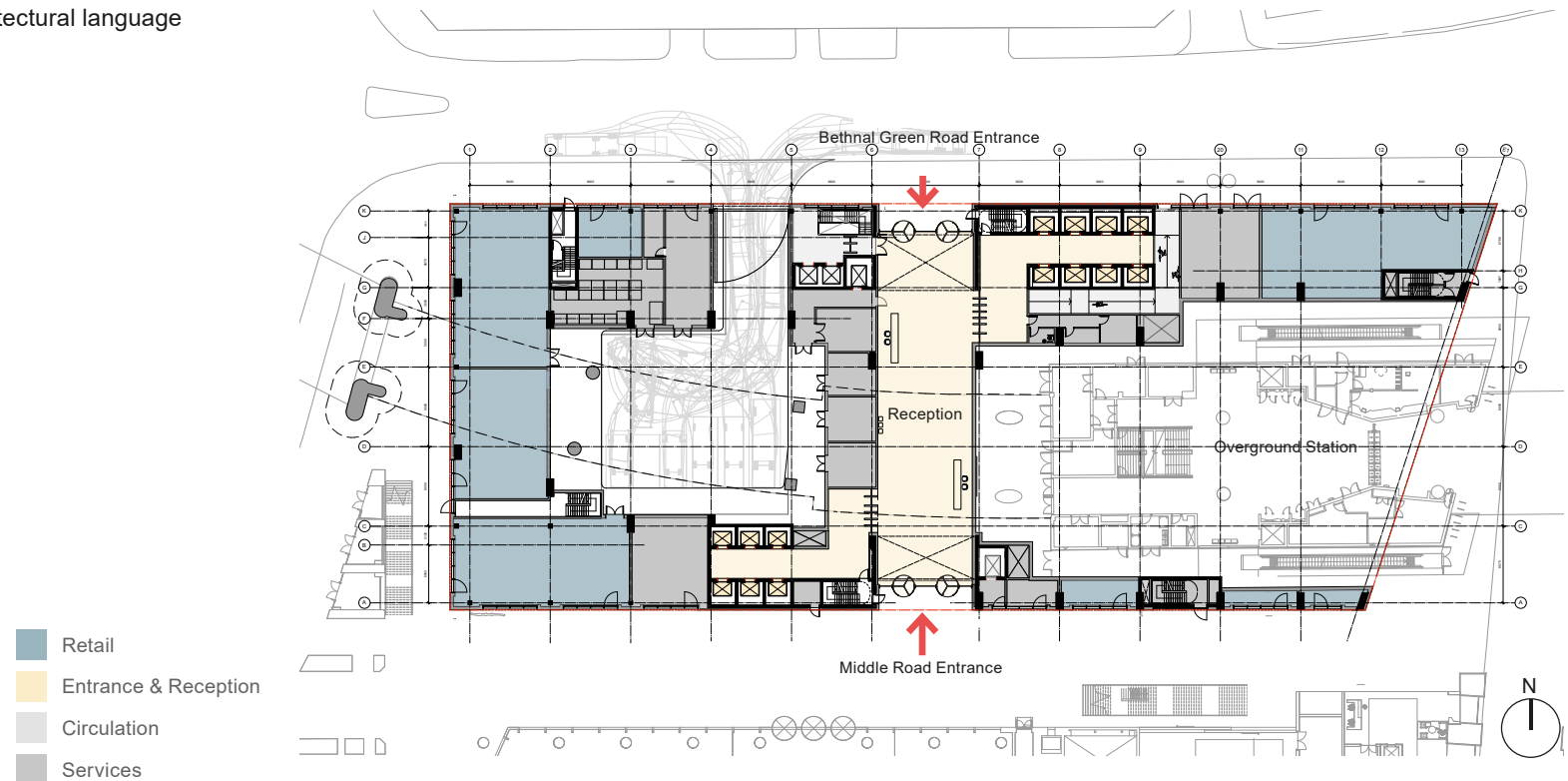


Fig 5.2.18: Illustrative Scheme - The Ground Floor



Fig 5.2.19: Illustrative Scheme - The reception space

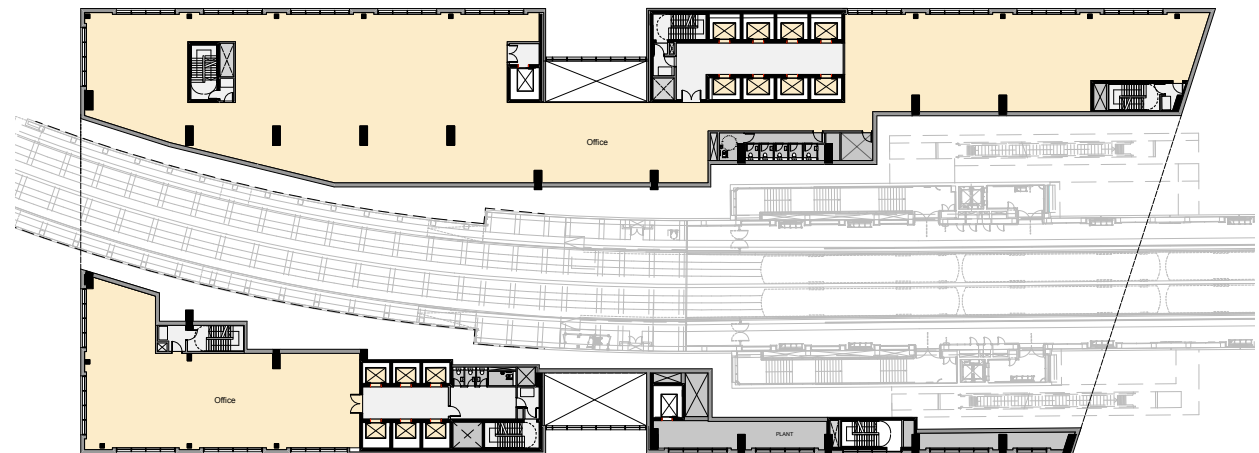
5.2.27 The Typical Lower Floor layout

5.2.28 On the floors below the transfer level (1st-4th), an ideal place is created for smaller scale office space, designed to fit either side of the viaduct and station with varying depth and single aspect orientation.

These levels are accessed through the reception space and the circulation cores which are shared with the office spaces on the upper levels.



Fig 5.2.20: Office space Precedents



Office Circulation Services

Fig 5.2.21: Typical lower floor

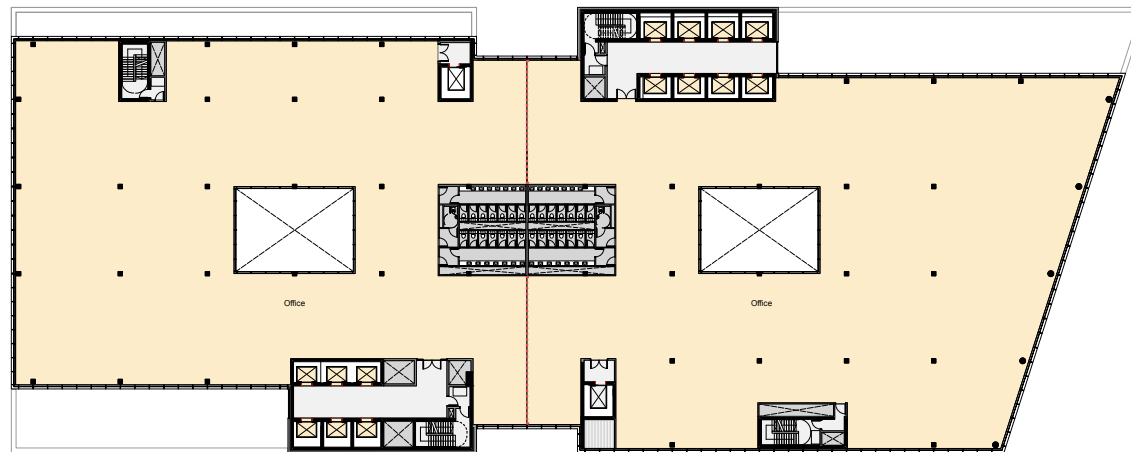


Fig 5.2.22: Office space precedents

5.2.29 Designed Flexibility of the Upper Floors

The typical floor plate of the office building above 5th floor level has been designed to be as open and as flexible as possible. Generous floor to ceiling height allows natural daylight to penetrate the entirety of the floor plate.

The office floors are designed to allow for flexibility and can be let as a single or split tenancy.



Office Circulation Services

Fig 5.2.23: Typical upper floor

5.2.30 Special Spaces - Terraces

There are great opportunities to provide terraces and green areas on the roofs and setbacks on the lower floors for the enjoyment of the occupants.

Roof plant is to be located towards the centre of the roof as much as practicable to minimize visual impact and to free up space on the perimeter of the roof for amenity spaces.



Fig 5.2.25: Roof Terrace precedents

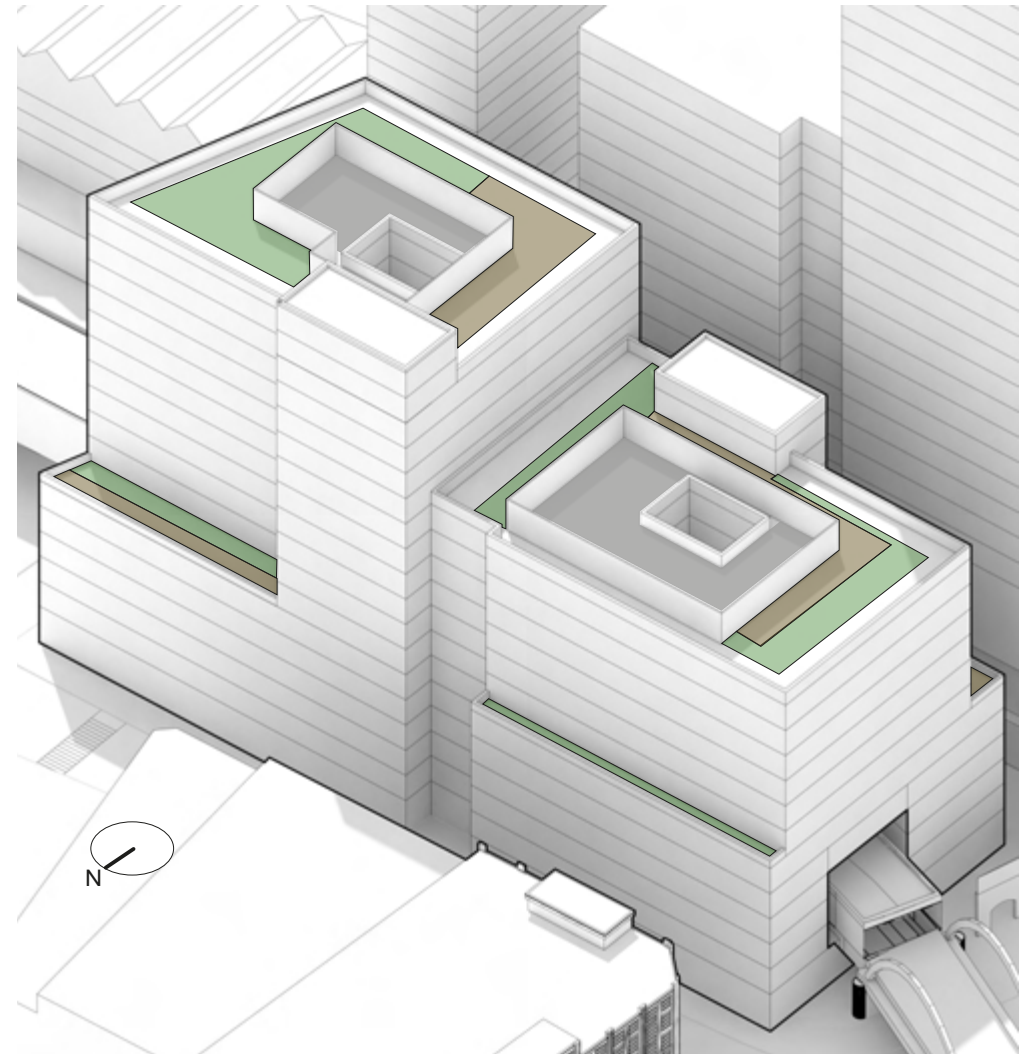
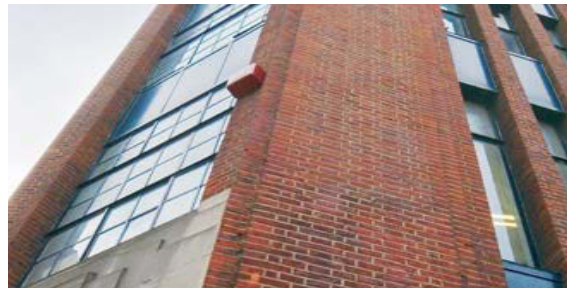
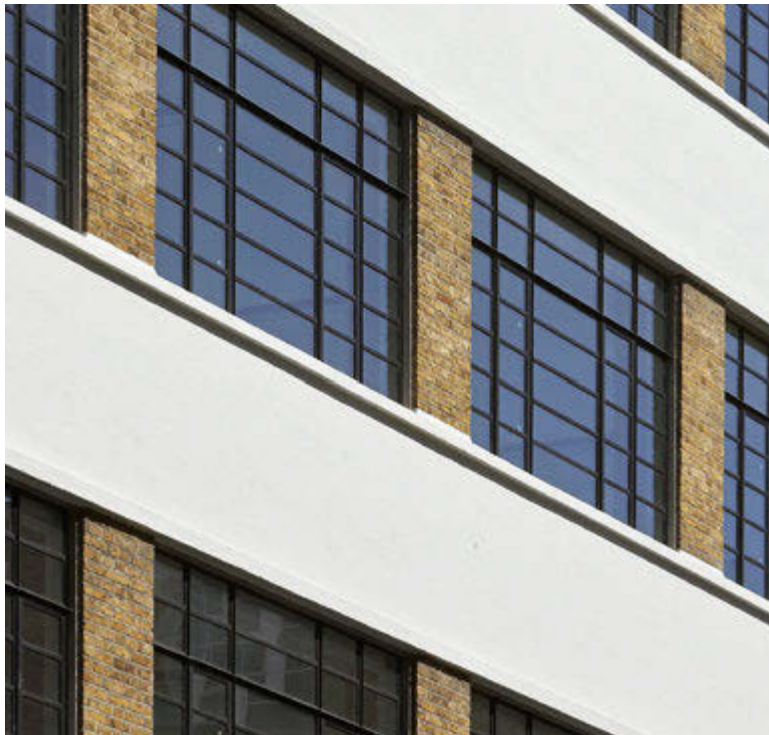


Fig 5.2.24: Roof usage



5.2.31 The Illustrative Scheme

5.2.32 Design Approach: The look and feel

The approach to the facade design centred on the aspiration of creating a building which is a 'quiet presence' and a building which would be characterised by elegant, timeless architectural approach.

The approach to the 'look and feel' has been based on the following principles:

- The mass is naturally broken down by the architectural moves
- Elegant, timeless materiality and robust detailing.
- A building of Shoreditch employing contextual materials, features and proportions.

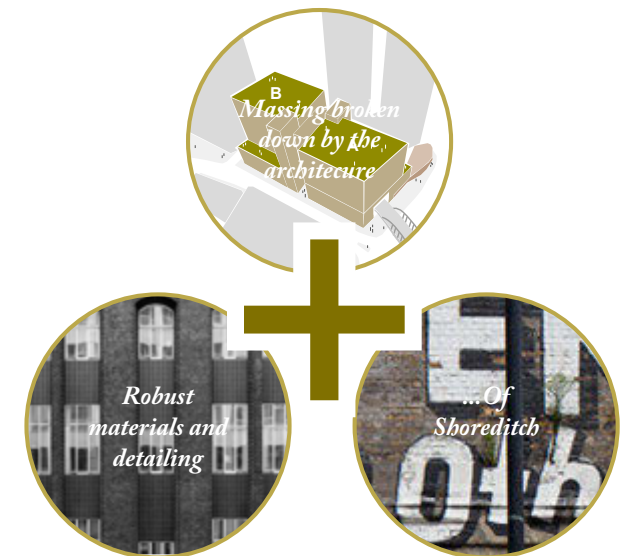


Fig 5.2.26: Illustrative Scheme - Material Precedent

5.2.33 Design Approach: Design Development

Based on the design approach for the look and feel, described in the section above, a number of facade designs were explored.

In all instances, the central driver was to break the mass of the building into clearly defined parts (i.e. base, top, core etc.). Early versions considered all metal and all brick options but these were felt to be too monolithic.

The idea of creating a solid base, topped with a lighter upper body, took hold and informed successive iterations.

Brick was chosen for the base as this is the predominant material in the immediate context and specially in the Tea Building. A lightweight glazing solution articulated with metal fins was chosen for the upper body. Solid metal cladding was used for the exposed lift cores.

The 2015 scheme was well received in terms of massing and materiality. However, in light of changes made to the masterplan, the building's form has been adapted (as described in the previous section). At the same time, modifications to the facade treatment have also been made to further help integrate the building into its context.



Fig 5.2.27: Development of the facade design



Fig 5.2.28: The 2015 Scheme

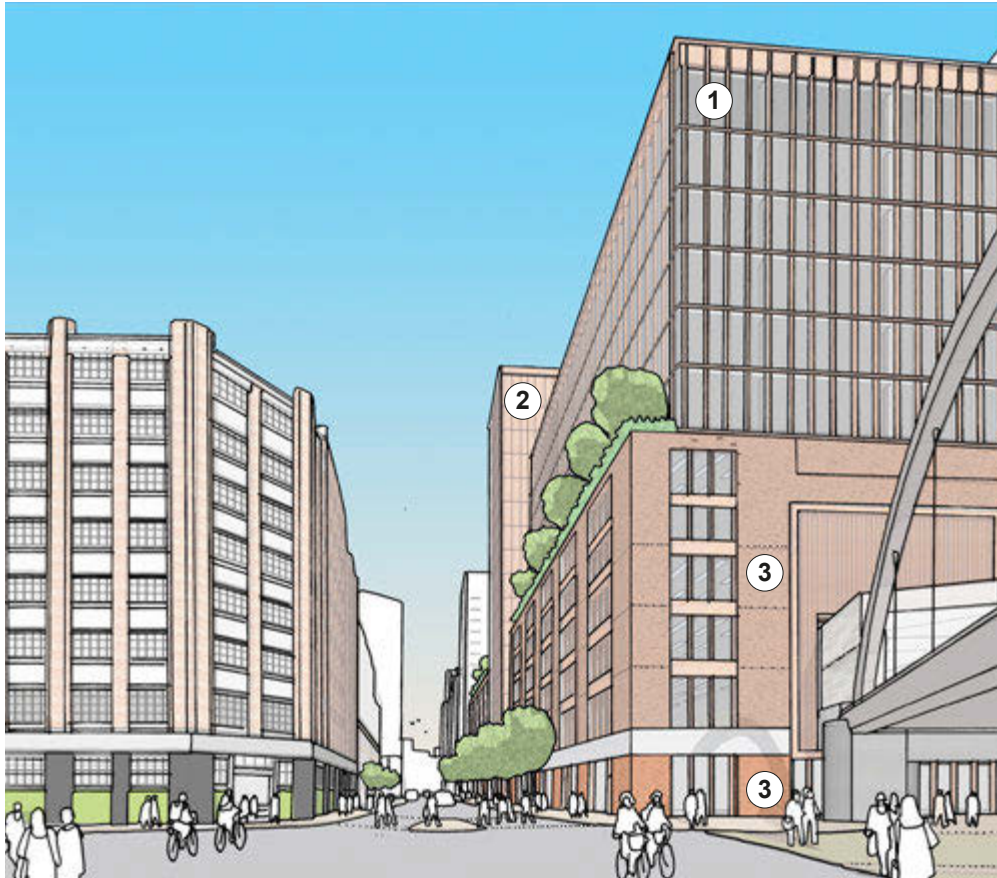


Fig 5.2.30: Current proposals

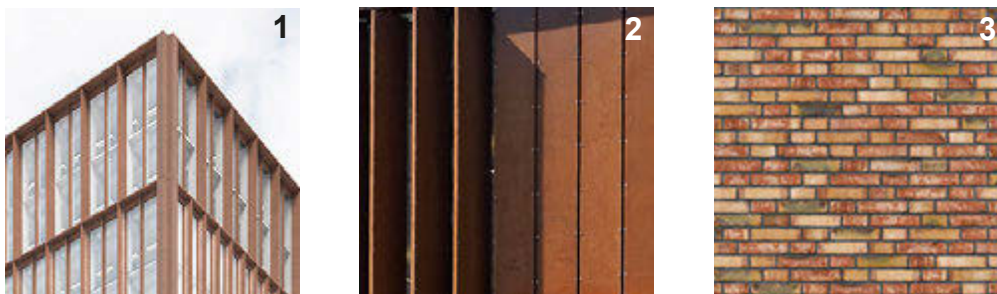


Fig 5.2.29: Proposed materials: 1 -Patinated steel fins. 2- Patinated steel cladding. 3-Brickwork

5.2.34 Design Approach: Materiality

The architectural language for Plot 1 seeks to fit with the spirit of the context and employs a limited, carefully considered material palette. The proposed materials reference the aesthetic of the converted warehouse buildings prevalent in the area to provide a 'refined industrial' building image.

It is proposed that the base of the building is comprised of brick cladding. This will give the base a sense of solidity and help 'ground' the building.

It is proposed that a lightweight curtain walling system is adopted on the upper floors. Depth will be added to the facade fenestration by means of vertical fins of patinated steel which repeat along the entire elevation. These fins add variation to the facade and provide an elegant 'solidity' to the elevation when viewed from an oblique angle. They will also help to shade the facade and reduce solar gains and cooling loads whilst maximising daylight into the office spaces.

It is proposed that the main circulation cores are set apart from the main body of the facade to create a striking, honest feature. Clad in patinated steel, these vertical spikes provide a visual continuity between the ground floor and the top of the building.



Fig 5.2.31: Current proposals

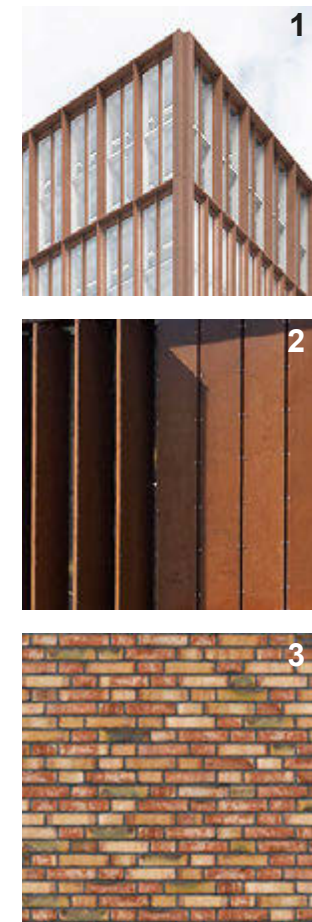


Fig 5.2.32: Proposed materials: 1 - Painted steel fins.
2 Painted steel cladding. 3 -Brickwork

Fig 5.2.33: Current proposals

