



# THE GOODSYARD

Design and Access Statement

September 2019 - Part 9 of 21



ballymore.



# 5.3 PLOT 3

## 5.3.1 Plot Brief and Quantum

It is identified that Plot 3 is a significant part of the overall site as it bounds the south-western edge of the development occupying a prominent corner of the masterplan.

Following the principles established in the masterplan vision, it is proposed that the illustrative scheme on Plot 3 is a commercial-led, ground plus 6 storey building with retail uses on the Ground Floor and First Floor (Platform Level). The building's look and feel will reflect the character of the Shoreditch context.

It is intended that the illustrative scheme on Plot 3 reads as a threshold building into the masterplan. It will act as a massing transition between the development and its immediate surrounding context to the south of the site.

5.3.2 The adjacent tables (Table 5.3.1 and Table 5.3.2) 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.

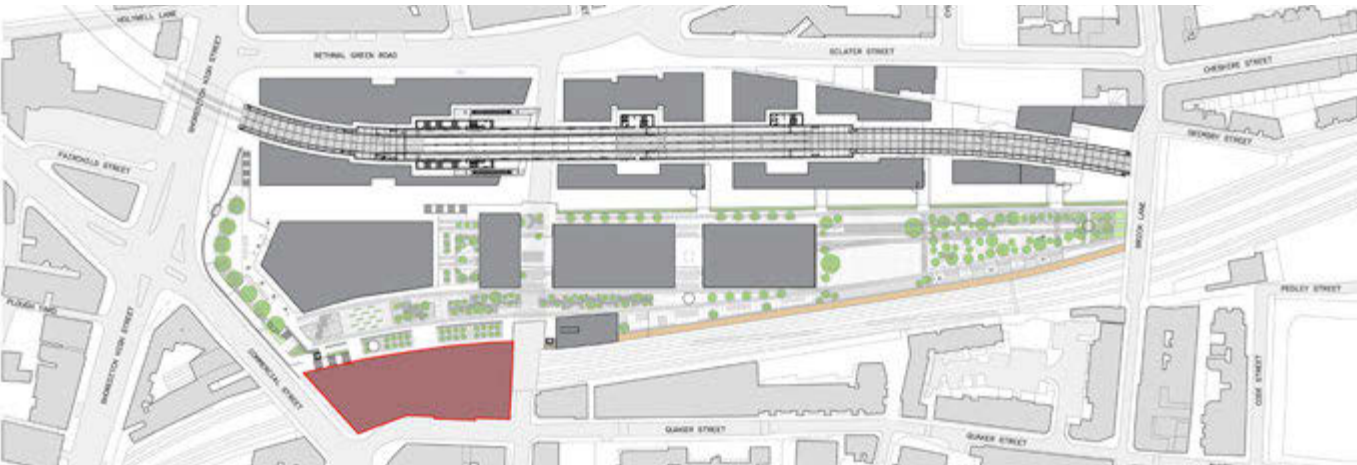


Fig 5.3.1: Plot location plan

Level	Retail GEA m <sup>2</sup>	Office GEA m <sup>2</sup>	D1/D2 GEA m <sup>2</sup>	Plant / Ancillary / Service GEA m <sup>2</sup>	Total GEA m <sup>2</sup>
Total	2,470	17,342	3,685	1,134	20,363

Table 5.3.1: Plot 3 maximum GEA

Level	Retail GEA m <sup>2</sup>	Office GEA m <sup>2</sup>	D1/D2 GEA m <sup>2</sup>	Plant / Ancillary / Service GEA m <sup>2</sup>	Total GEA m <sup>2</sup>
Total	2,035	10,029	1,694	1,018	14,776

Table 5.3.2: Plot 3 minimum GEA



Fig 5.3.2: View of Plot 3 building, the Masterplan and surrounding areas

### 5.3.3 Distribution of Uses

Plot 3 provides high quality open plan office space from Floor 2 to Floor 6.

There is provision for an accessible terrace at roof level.

A large proportion of the high quality retail space is allocated on the 1st floor (Platform Level) together with the office secondary entrance and amenity space. There is also opportunity for a retail-office split in the first floor.

A smaller amount of retail is located in the Ground Floor together with the main office entrance and ancillary spaces.



### 5.3.4 Plot Constrains

### 5.3.5 Location and Context

Plot 3 sits at the South West corner of The Goodsyards. It is bound by Quaker Street on the south, Commercial Street on the west, Wheler Street on the east and Plot 2 on the north.

4 No. rail lines into Liverpool Street Station run through Plot 3 below street level.

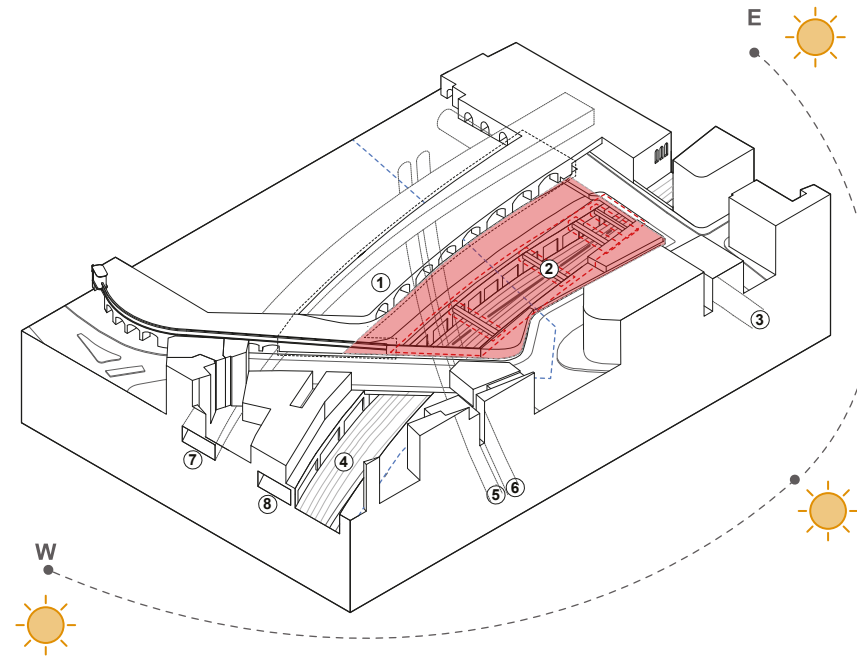


Fig 5.3.3: Plot 3 constraints axonometric

- |                      |             |                   |              |
|----------------------|-------------|-------------------|--------------|
| ① London Road Arches | ③ BT Tunnel | ⑤/⑥ Central Line  | ⑧ SLT        |
| ② Overhead Gantaries | ④ Main Line | ⑦ 8 Track reserve | Plot Extends |

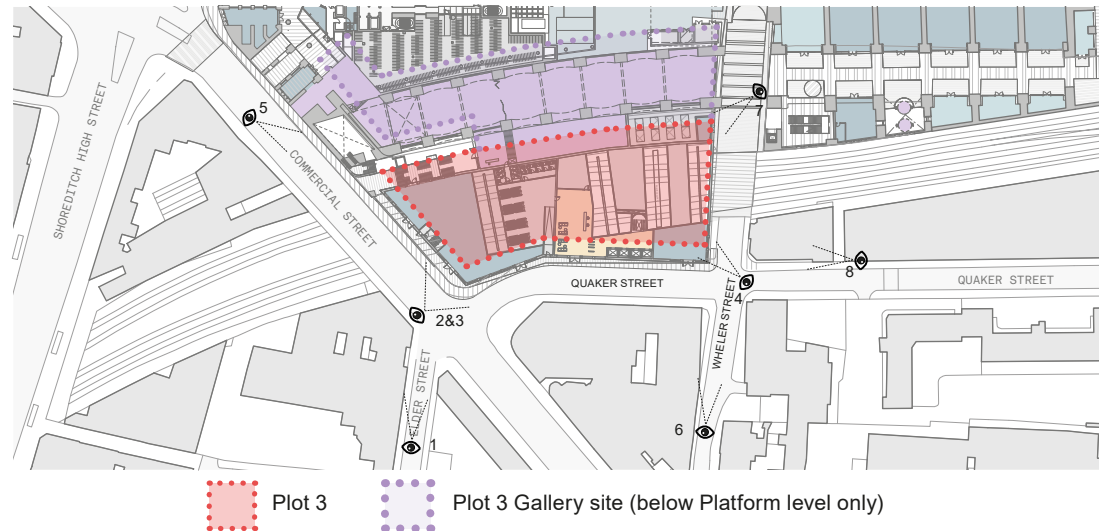


Fig 5.3.4: Plot 3 in the masterplan





Fig 5.3.5: View 1 - Elder Street



Fig 5.3.6: View 2 - Quaker St. & Commercial St. corner.



Fig 5.3.7: View 3 - Quaker St. & Commercial St. corner.

Plot 3 is visible from Elder Street and Commercial Street key views and so the aesthetics of the Plot must be carefully considered.

Currently on site is an advertising board, approximately 6m high as well as a single storey car valet service, approximately 3m high.



Fig 5.3.8: View 4 - Quaker St. & Wheler St. Corner.



Fig 5.3.9: View 5 - Commercial Street looking south.



Fig 5.3.10: View 6 - Wheler St. looking north.



Fig 5.3.11: View 7 - Wheler St. looking south-west.



Fig 5.3.12: View 8 - Quaker St. looking west

### 5.3.6 The Site

The railway cutting occupies most of the plot area with varying widths.

The western end of Plot 3 is approximately 35m wide whilst the eastern end is approximately 32m wide. This span narrows towards the centre of the plot to approximately 25m. The northern side of the plot is 90m long and the southern side is 65m long with a predominant kink.

The minimum and maximum parameter heights of Plot 3 are 51.7 and 53.5m AOD respectively.

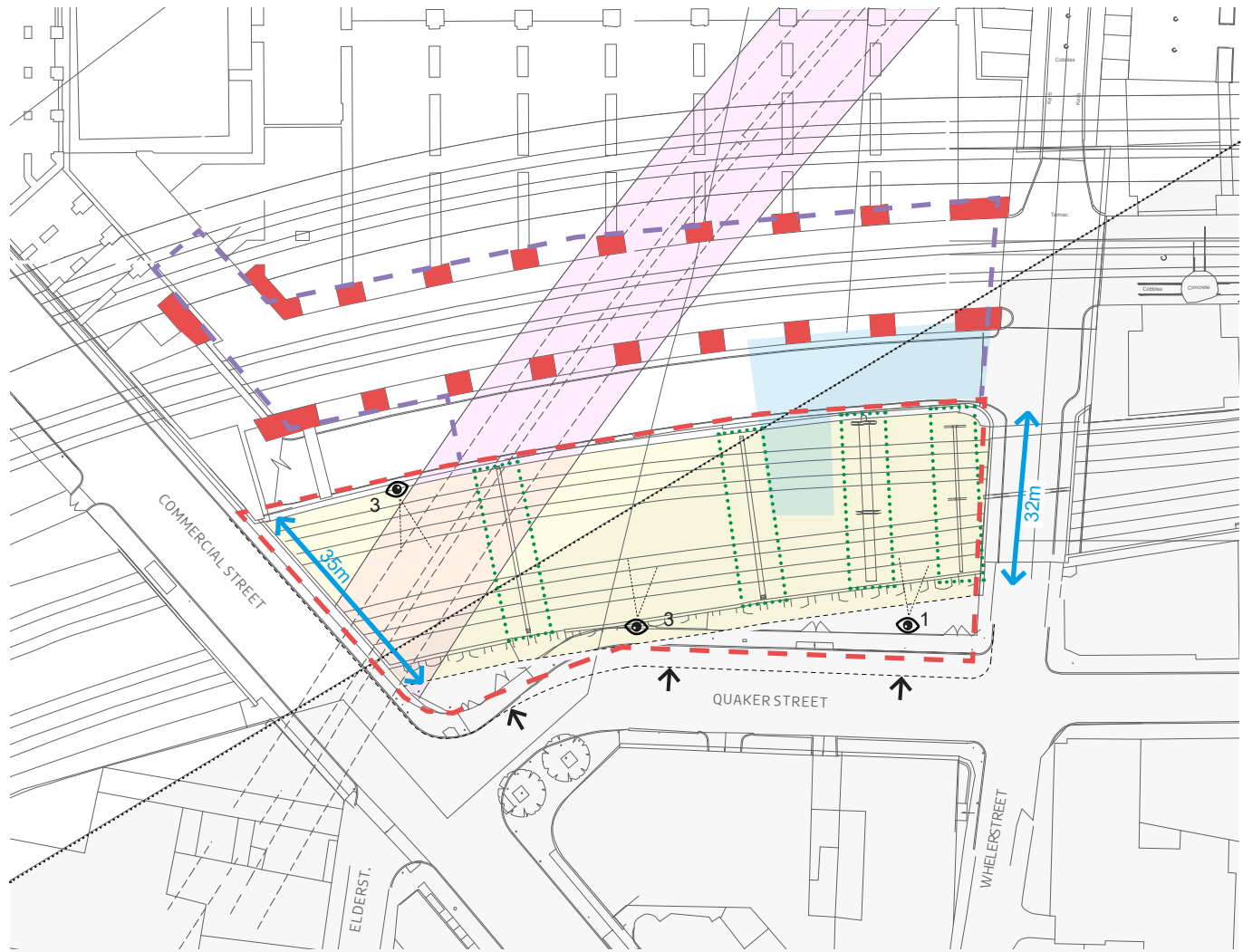
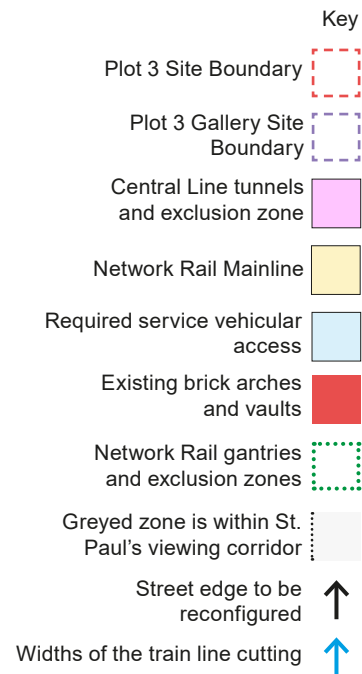


Fig 5.3.13: View 3 - Plan of existing condition and constraints.





Fig 5.3.14: View 1 - From Quaker St. Looking north.



Fig 5.3.15: View 2 - From north boundary looking south into Elder St.



Fig 5.3.16: View 3 - View of the Network Rail main line, gantries and existing brick arches on the north boundary.

### 5.3.7 Site Levels

Grade level varies from approximately from 15.5m AOD on Commercial Street to 13.6m AOD on Wheler Street

The proposed platform level of the Goodsyrd masterplan is 21.5m AOD to which the first floor of the building will have to align to.

### 5.3.8 Existing Buildings and Infrastructure above and below Ground

Plot 3 is greatly constrained by a number of existing physical conditions:

#### 5.3.9 London Underground Central Line

Two tunnels carrying the London Underground's Central Line cross the corner of the site at the Commercial Street and Quaker Street junction.

#### 5.3.10 Network Rail line and cutting

The boundary of Plot 3 crosses over live rail tracks below grade level. Structural spans of approx. 30m are needed to clear the rail tracks (Views 1 and 3).

The railway cuttings to the south side contains a 3m exclusion zone. Any new structures within this zone and over the rail tracks will need to be agreed with Network Rail.

#### 5.3.11 Existing Gantries

Gantries are structures that span above the railway line to provide support for catenary cables and other associated services.

Currently there are 4no. existing gantries over the railway line on Plot 3. The top of the gantries sit close to grade level. Each of the gantries require an exclusion zone for access and servicing. Any areas of the proposed building have to stay clear of the exclusion zones (Views 1 and 3),



### 5.3.12 Circulation and Access constraints

A service vehicular access and services yard are required off Wheler St. on the eastern side of the plot.

Current Quaker St. edge and footpath sits very close to the edge of the rail line and will have to be reconfigured to facilitate the design and construction of the building.

### 5.3.13 Viewing / townscape constraints

Plot 3 is restricted by the King Henry's Mound viewing corridor which limits the height of a potential development.

### 5.3.14 Listed structures and buildings.

The existing buildings do not include listed structures and Plot 3 is outside of the Elder Street, Brick Lane and Fourier Street conservation areas.

The Boundary Wall does not have a high level of significance for historic interest like other boundaries to The Goodsyards north of the railway cutting. See section 1.1.1.1 above.

### 5.3.15 Plot 3 Gallery Space

Constraints for the Plot 3 Gallery space on the north side of the site are different to those for the office building on the south. The gallery space will be contained within the bounds of the existing brick vaults and under the Platform level of the masterplan.



Fig 5.3.17: The building has to bridge above the Network Rail main line.



Fig 5.3.18: Existing brick vaults which will house the gallery space.

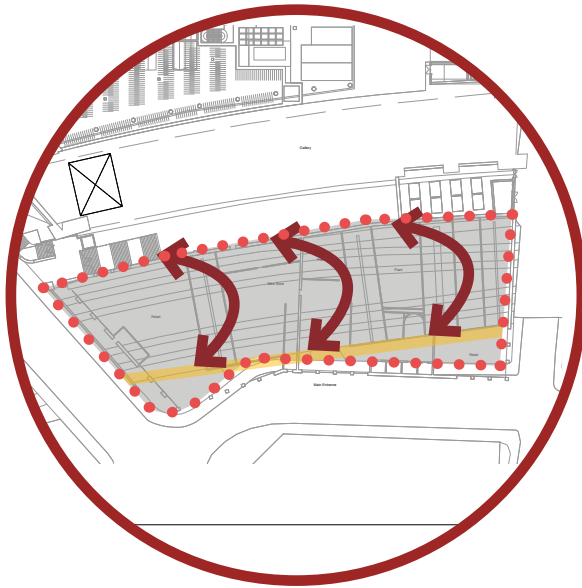


Fig 5.3.19: Plot constraints

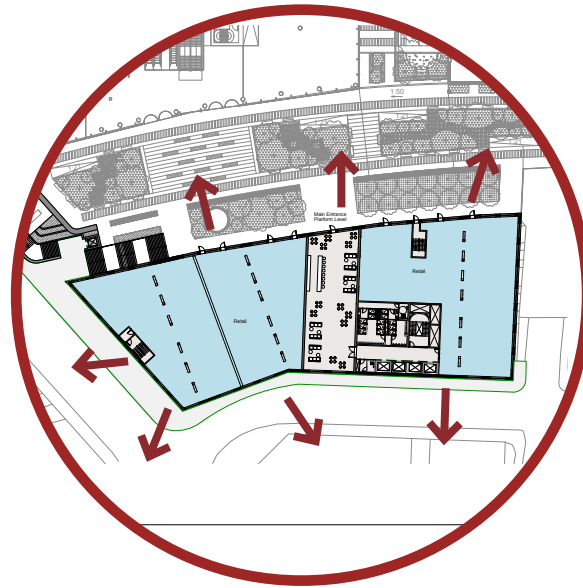


Fig 5.3.20: Plot opportunities

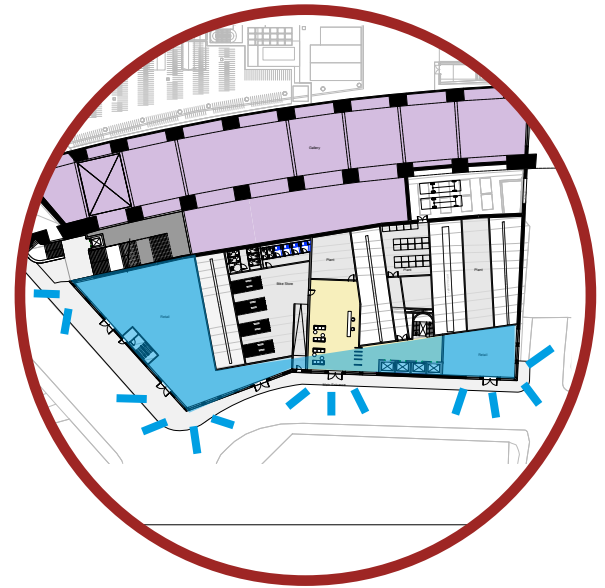


Fig 5.3.21: Plot opportunities

### 5.3.18 Constraints associated with spanning over the train lines

Structural spans varying from 25m to 35m.

Existing gantries will require a 2.5m offset air right zone

Existing structural buttresses along railway cut requires 3m exclusion zone on the southern side of the site.

### 5.3.19 Relationship with the masterplan and context

Opportunity to bookend the masterplan site and offer a transitional massing between the taller building on Plot 2 and the lower existing buildings in the immediate surroundings.

### 5.3.17 Narrow footprint on Quaker Street but a good opportunity for active frontages

The footprint of the site is approx: 0.23 hectares. Of that, only one quarter sits on the ground. The vast majority of the site footprint spans across the rail lines below.

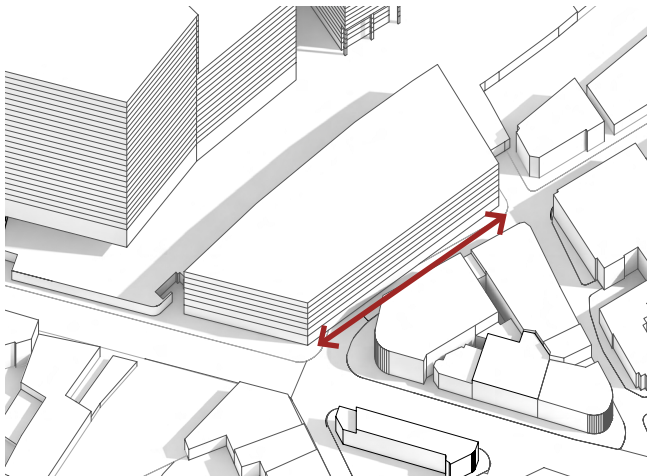
This space offers the opportunity to create an active street frontage onto Quaker Street and Commercial Street.

### 5.3.23 Massing development

### 5.3.24 Strategic Massing Studies

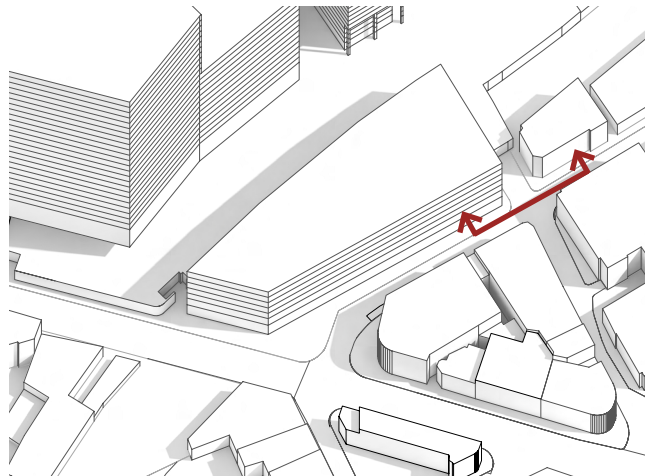
Section 5.1.4 describes how the proposed building section was developed, accounting for the infrastructure constraints and site-wide opportunities that exist on the site.

For the plan form, a number of options were simultaneously explored;



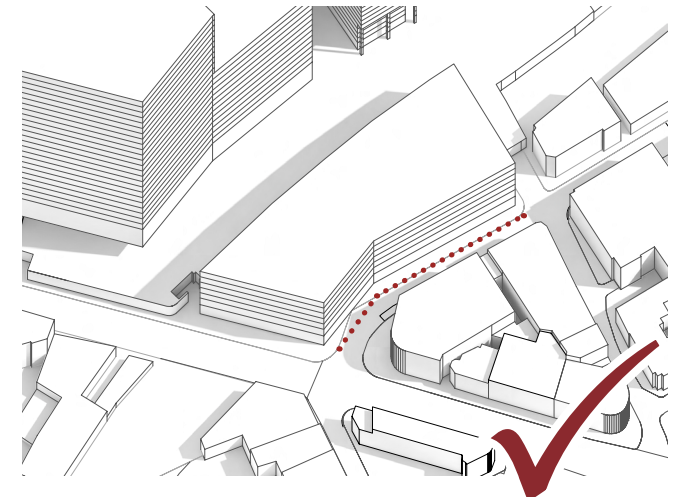
#### 5.3.22 Option 1

Maximises the site by striking a straight line between the furthest points of Quaker Street. This creates rational floor plates to the space, but creates an unwelcome pinch point on Quaker Street.



#### 5.3.21 Option 2

This option follows the line of the adjacent buildings, but due to the constraints of the railway cutting, the extent of usable space and frontage to Quaker Street and Commercial Street is limited.



#### 5.3.20 Option 3

This option follows the existing street grain. This helps to naturally break down the mass, due to the angled facade to Quaker Street. It also sits comfortably with the existing buildings and maximises the usable space and frontage to Quaker Street and Commercial Street. This option creates the right conditions for a flexible large floor plate.

**The preferred option is option 3.**



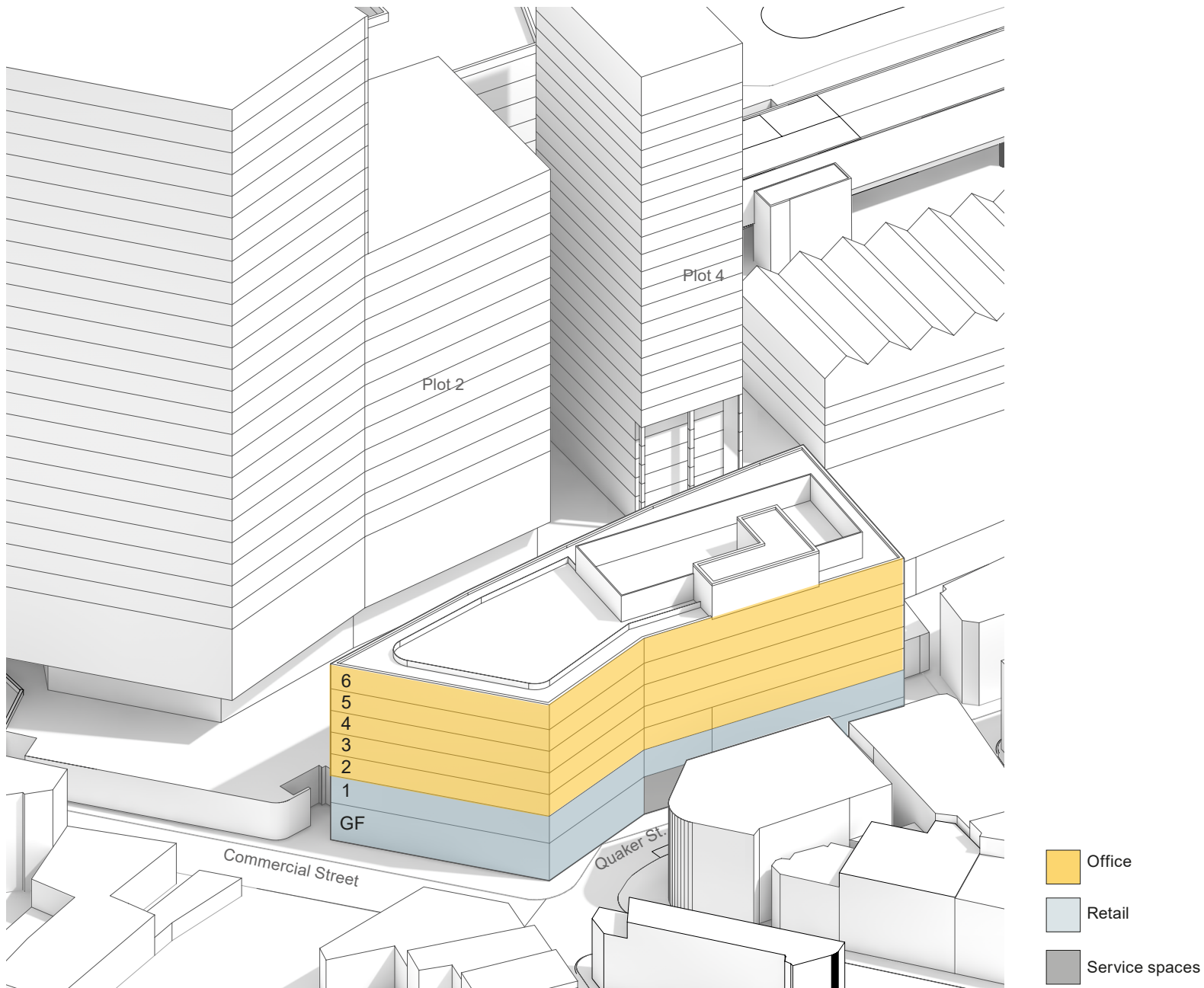
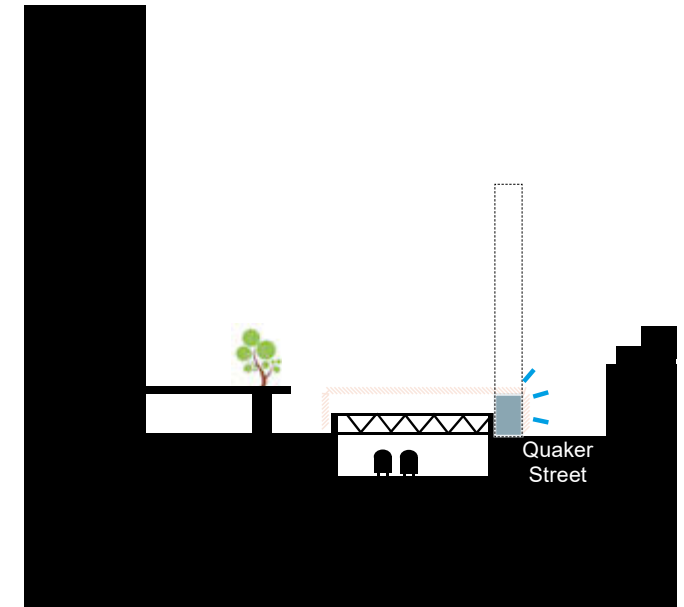
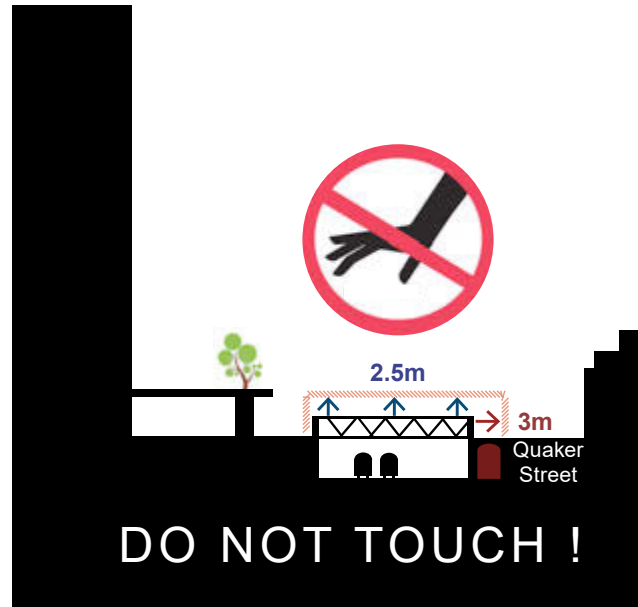
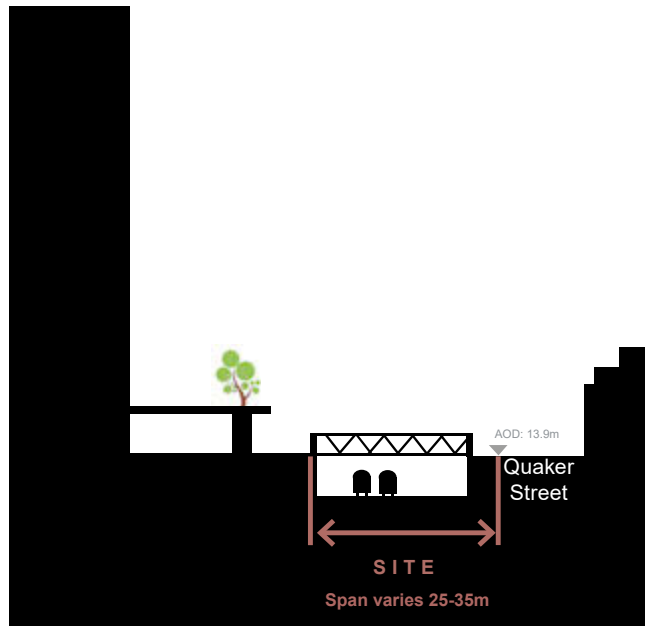


Fig 5.3.22: Plot 3 proposed building massing and uses.

### 5.3.25 Strategic Plot Layout



### 5.3.26 Move 1

The site is bound by Commercial Street to the west, Quaker Street to the south, Braithwaite Street to the west and the Platform to the north.

The vast majority of the site footprint spans across the rail lines below.

The span from one side of the tracks to the other varies from 29-35m.

### 5.3.27 Move 2

Four gantries span across the site. The air-rights relating to these gantries means that a 2.5m offset is required around the existing structure.

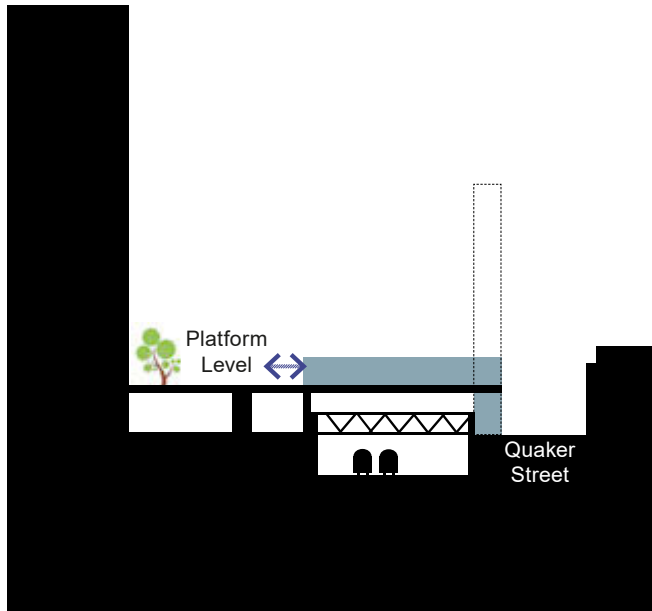
At the same time, on the south side of the site, 3m deep buttresses exist below ground level. New structure can not penetrate below ground in this exclusion zone.

Together, these constraints define the location of the building's footprint and the height at which the first floor slab can sit.

### 5.3.28 Move 3

The small footprint of the site which sits on the 'ground' fronts onto Quaker Street offers the opportunity to create an active street frontage onto Quaker Street, with the reception of the office building and small-scale retail.

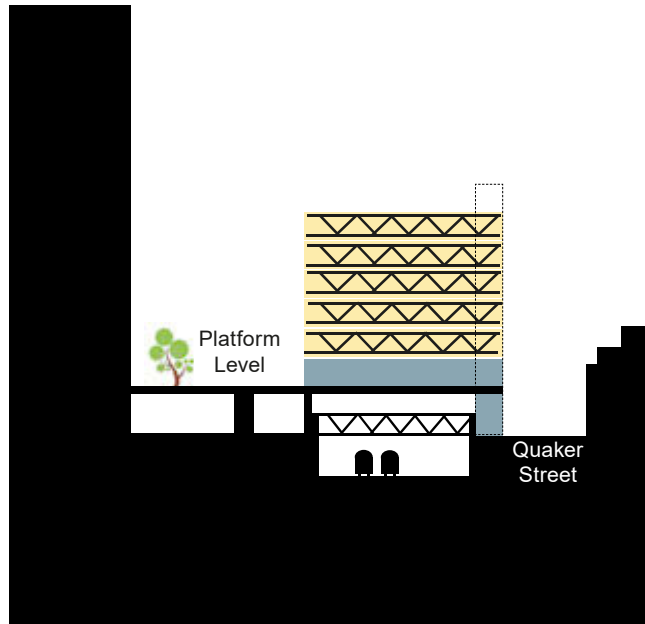
The building's lift core has to be accommodated on this space as well.



#### 5.3.29 Move 4

On the north side of the site, Plot 3 has the opportunity to provide a link with the Platform level of the Goodsynd.

This link would allow occupants of the building direct access to the amenities available in the platform level and a secondary access for visitors approaching the building from within other areas of the Goodsynd



#### 5.3.30 Move 5

The upper office floors span across the train lines, the trusses which form the structure of the building run across the width of the office floor plates.

The height of the proposed building - 6 storeys above ground floor- was defined by a number of factors. Firstly, it was felt that the building should form a strong bookend to the masterplan, allowing a transition between the taller building of Plot 2 and the existing context to the south. Secondly, the height was defined by consideration of the viewing corridor which runs directly through the site.



#### 5.3.31 Move 6

It is proposed for the top of the building to be comprised of plant space and communal terrace space.

A new exhibition space is proposed under the Platform Level.

Retail ■  
Office ■  
Exhibition ■



### 5.3.32 Strategic Internal Layout

### 5.3.33 The Ground Floor organisation

The ground and first floor use of Plot 3 is to be of predominantly retail use, with active retail frontages provided on Quaker Street, and Commercial Street.

The retail units provided at this level are relatively small in size. It is envisaged that scale of these units will make them well suited to the independent retailers / start-ups (as can be found in Boxpark for example).

On the Commercial Street elevation, the building line has been set back by 3m from its current line. This will dramatically widen the pavement to provide a generous public realm space. New retail frontages on this elevation will help to animate this area.

The main office reception space is located on Quaker. This reception space is accessed at grade level and offers level access to the main core.

The space between the gantries is proposed to be utilised for bike storage as well as plant space.

An exhibition/gallery space is proposed for the north side of the site on the western end of London Road which contained by the existing brick arches and walls of the original building.

This space will have a direct access off the Middle Street.



Fig 5.3.23: Exhibition space precedents

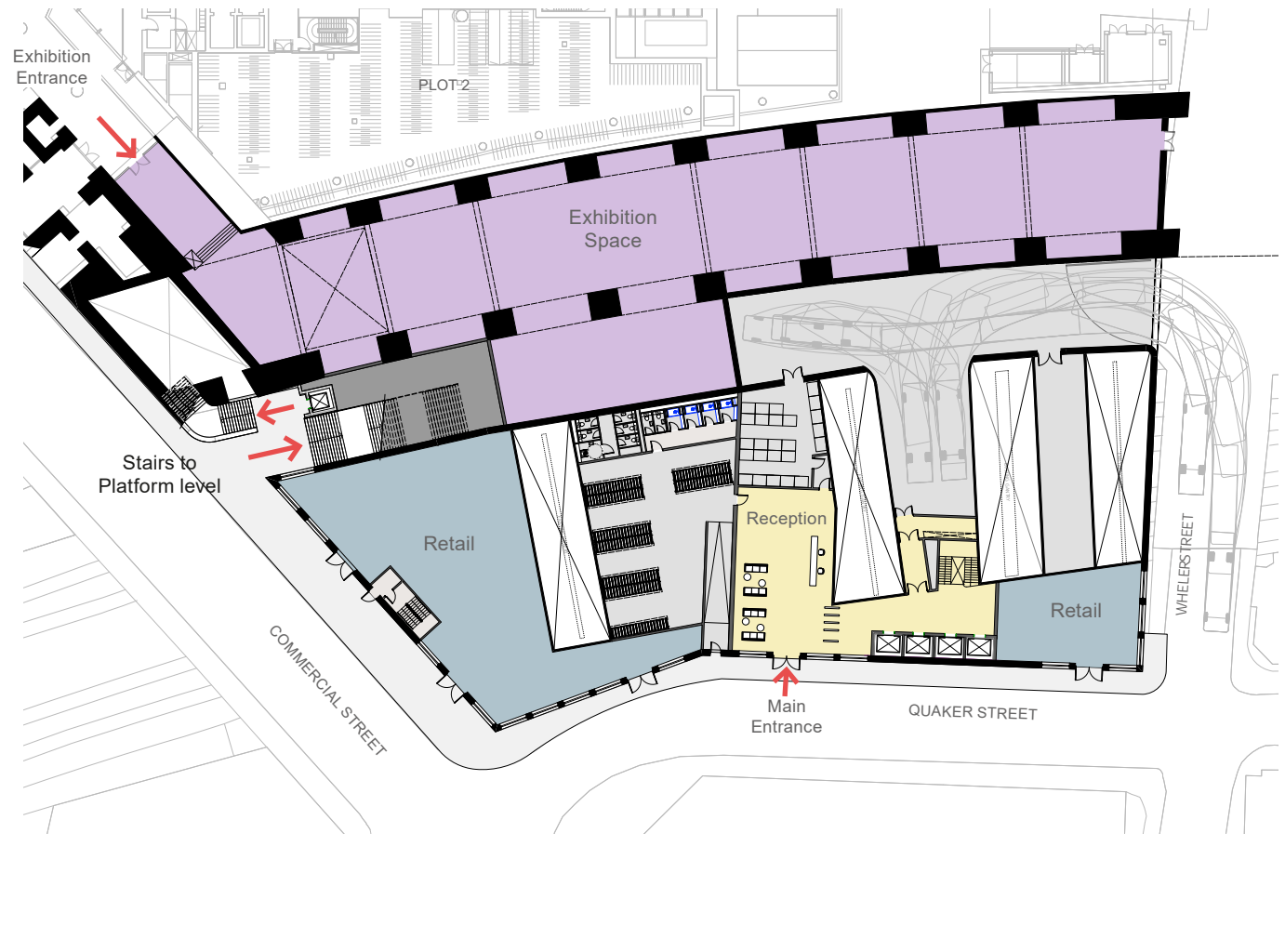


Fig 5.3.24: Ground Floor Plan

- Retail
- Main Entrance & Reception
- Exhibition Space
- Services and Ancillaries

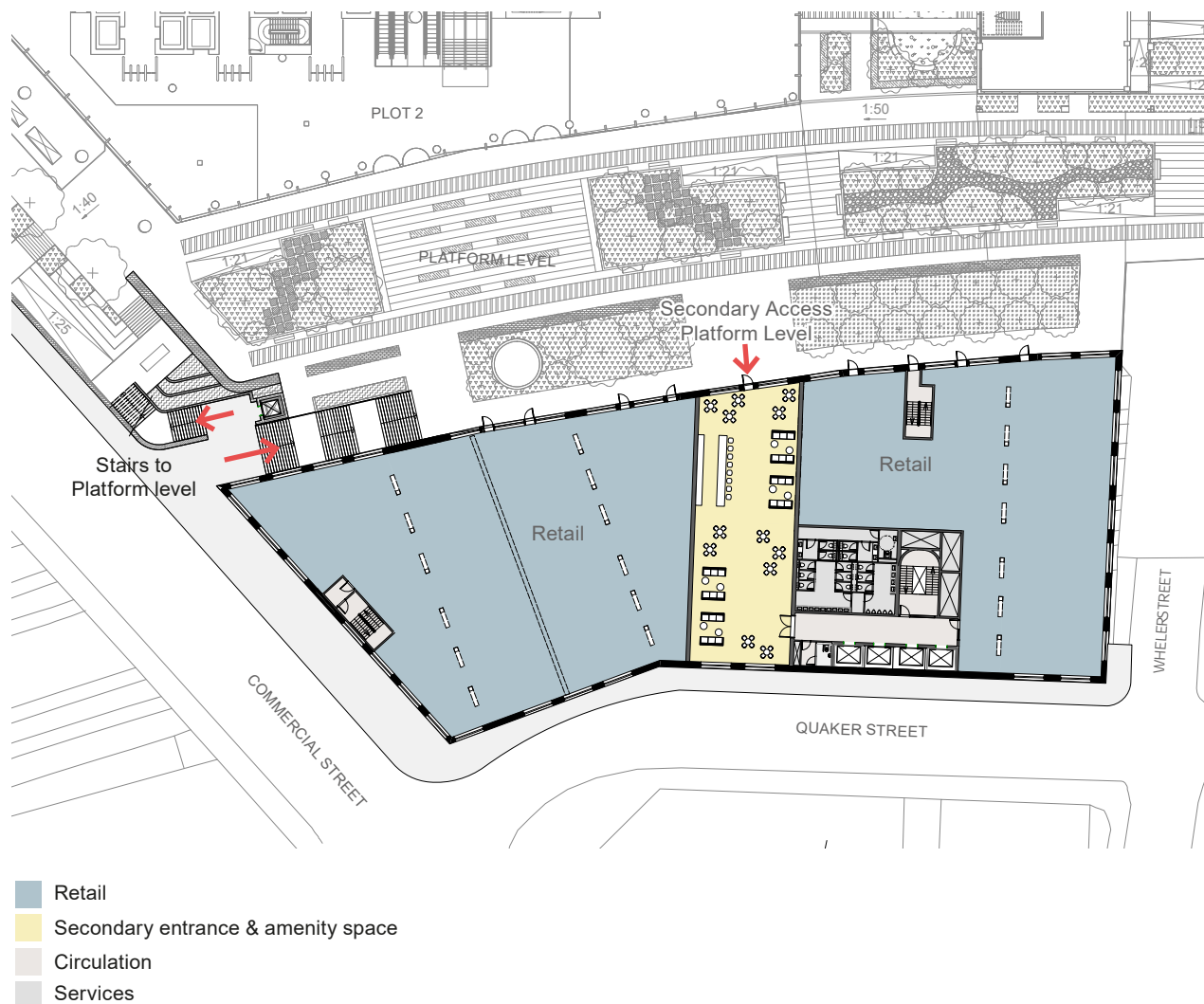


Fig 5.3.25: First Floor Plan

### 5.3.34 The First Floor Organization (Platform level).

A Key driver for the proposal is to improve the public realm around the site.

On the north-west corner of the site 2 new staircases are proposed as part of the Goodsyrd masterplan to provide direct access to the Goodsyrd Platform level further contributing to the activation of the west facade on Plot 3.

5.3.35 At first floor level there is an opportunity to establish links at Platform level on the north side of the site. Larger retail units are placed facing the public areas with large glazed frontages. The retail activity will contribute to maintain a lively flow of people on this level.

A secondary entrance for the office users can also be established at this level providing a direct route for the multiple amenities the Goodsyrd will offer and an alternative access route to the building.



Fig 5.3.26: Plot 3 (right) at Platform level

5.3.36 The Typical Floor organisation

The upper floors (2nd-6th) are proposed to be wholly B1 use and will provide efficient and attractive office space with floor to ceiling heights that meet modern requirements.

The main circulation core is proposed to be located towards the middle of the floor plate, along the southern edge of the building. The position of the core was heavily driven by the site constraints, but also by the desire to create flexible office space.

Two means of escape cores are located on the east and west ends of the building.

5.3.37 Designed Flexibility of the Upper Floors

The position of the central core allows for flexible letting of the space, from a single occupier of the building, a single occupier per floor, or, potentially, two tenants per floor.

Alternatively the floors can be subdivided into small incubator units - following a similar format to the Tea Building - whereby a corridor running centrally through the floor plates would serve a large number of smaller, single aspect office units.



Fig 5.3.29: Office space precedent



Fig 5.3.28: Office space precedent

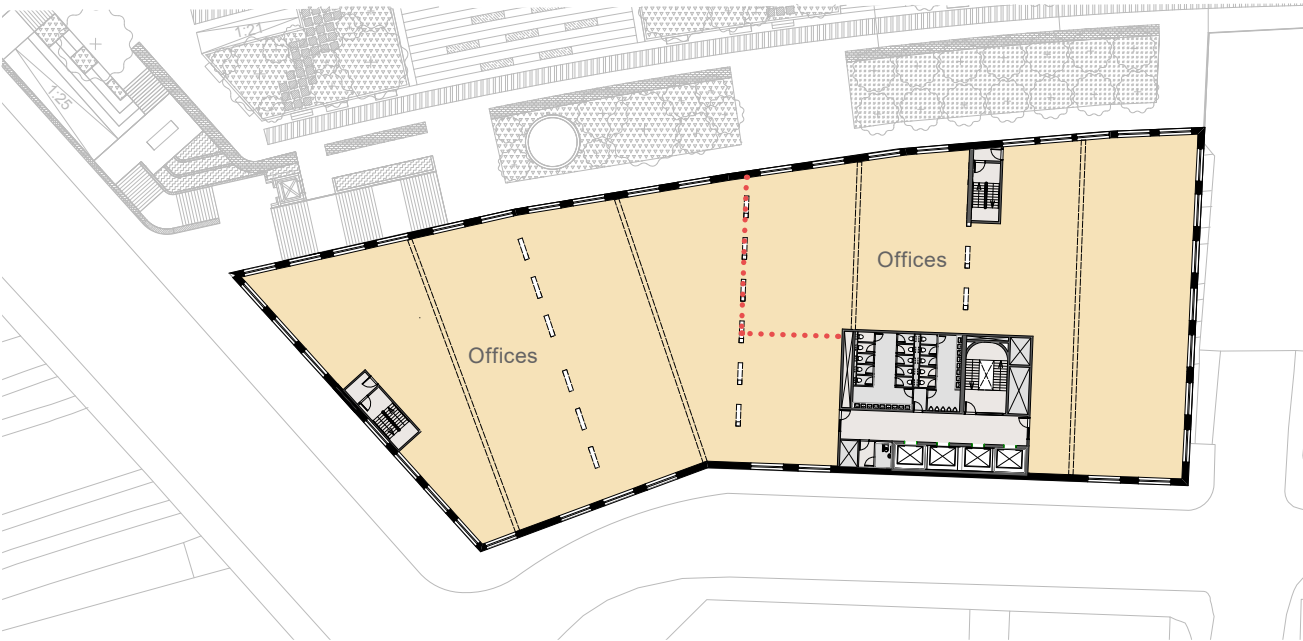


Fig 5.3.27: Typical Office Floor Plan

..... Potential split tenancy arrangement

- Offices
- Circulation
- Services



### 5.3.38 Special Spaces - Roof Terraces

The roof in the development is proposed to incorporate roof top plant, green/brown roofs, and amenity space.

The terrace space is accessed via the main core and provides communal amenity space around the perimeter of the roof space for the use by the office users.

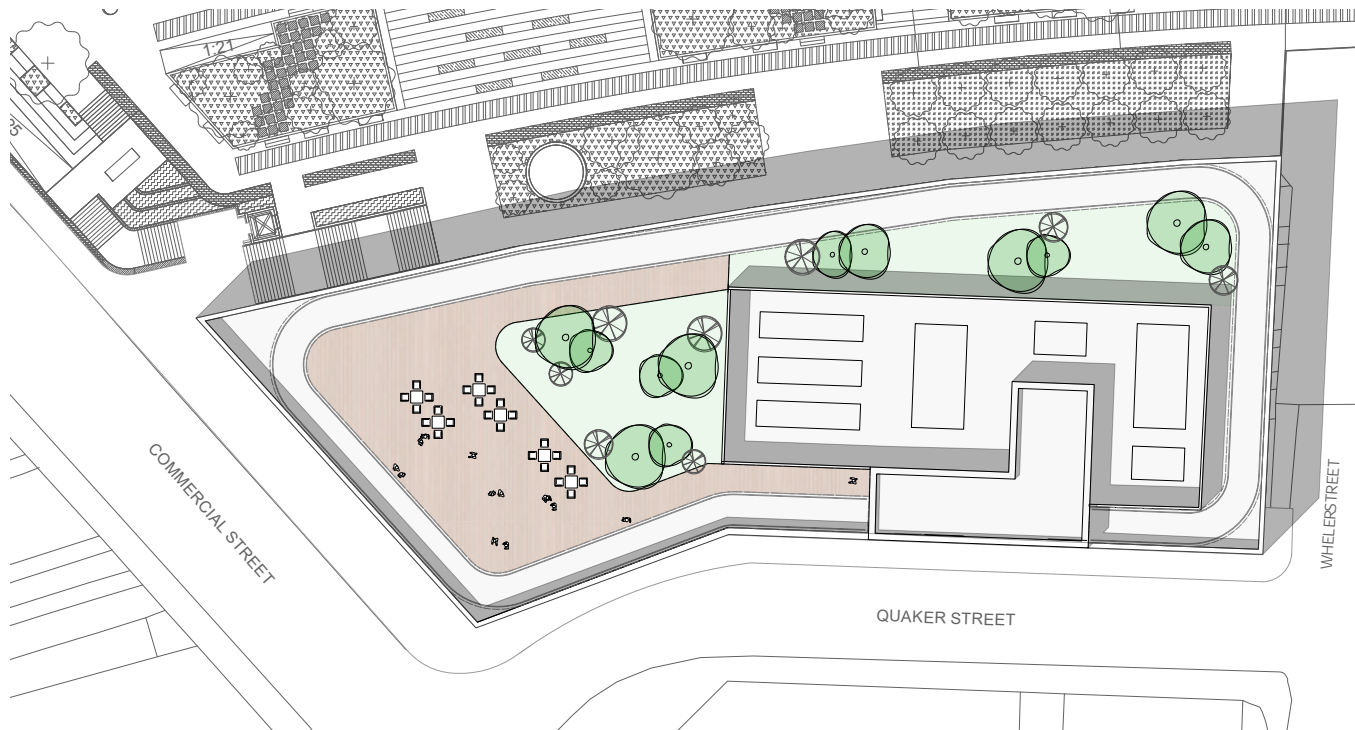


Fig 5.3.30: Roof Plan



Fig 5.3.31: Roof terrace precedent.



Fig 5.3.32: Roof terrace precedent.

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### 5.3.39 The Illustrative Scheme

#### 5.3.40 Design Vision

It is intended to create an office building with retail at ground and platform level. The objective of the design is to:

Identify with the character and scale of Shoreditch and the City Fringe, which is a mixture of Bishopsgate and the City, both larger scale and more glazed elements including multiple storey industrial buildings.

Deliver a design which is complimentary to The Goodsyrd Heritage Strategy which retains key listed features with the perimeter of site by integration of new and old arches and station elements.

Create an office space which will be both internally and externally of the highest standard of design and materials.



Fig 5.3.33: Plot 3 Illustrative Scheme



Fig 5.3.34: The facade concept



Fig 5.3.35: Evolution of the facade proposals

### 5.3.41 Design Approach

5.3.42 The principle move relating to the elevation design of Plot 3 is the conceptual split between the base and the top.

The architectural language 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.

The base of the building is proposed to comprises of a monolithic brick band with carefully articulated openings forming the shop fronts to retail units and the office reception space.

Moving to the upper floors, a lightweight 'Crittal-box' glazing system is adopted. This will maximise light penetration into the office spaces and set it apart from the main body of the facade. The crittal style glazing will also help reinforce links to the warehouse aesthetic of the area. The transparency of the upper floors will create a layered effect to the facade, as the truss structure which runs through the interior of the building will be apparent from the street and give the building an added sense of depth.

Painted steelwork will form horizontal channels that run around the perimeter of the building. This will provide a clean detail at the interface.

### 5.3.43 Design Approach | The conceptual approach

Based on the design approach for the look and feel described above, a number of facade designs have been explored.



#### 5.3.44 The look and feel

The facade design of Plot 3 proposes to utilise a modern warehouse aesthetic which borrows on motifs connected with the architecture of the area.

Robust materials including brickwork, crittal windows and heavy steel-work form heavily textured material palette which will at once be recognisable as being of Shoreditch.



Fig 5.3.36: Local example of industrial buildings and materials





Fig 5.3.37: The approach to materiality

#### 5.3.45 The Proposed Scheme Materiality

The proposed facade is made up of the following palette of high quality materials:



1

1. Crittall style metal framed glazing.



2

2. Feature steelwork to horizontal channels.



3

3. Robust, heavily textured brickwork to the base. The specification of the brickwork is to complement the existing brickwork of the railway arches on Phoenix Street.



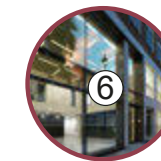
4

4. Existing Network Rail wall to be retained. Opportunity for public art.



5

5. Steel profiled panel to form cladding of circulation core and provide visual continuity between top and bottom of building.



6

6. Deeply recessed glazing and full height doors to ground floor reception and retail units.

#### 5.3.46 The look and feel of the office floors

The vision is to provide a first class new office building that serves the core Shoreditch market. Central to this vision is providing efficient, flexible and attractive office space.

A unique and defining characteristic of the Plot 3 office space will be the large steel truss structures which span across the floor plates - a feature that will be celebrated in the interior design of the space.



Fig 5.3.39: Office space precedent with exposed structure.



Fig 5.3.38: How the office space may look.







## 5.4 SCLATER STREET

### 5.4.1 Introduction

All of the information within this section is part of the outline application as is therefore illustrative; the section does demonstrate one way in which a proposed scheme could come forwards in the future as a reserved matters application, guided by the site wide and plot parameters.

Plots 4 and 5 are proposed to be residential buildings located on the northern edge of The Goodsyard masterplan.

The plots are bound by Bethnal Green Road and Sclater Street to the north, and the East London Overground line to the south. The plot is entirely within the London Borough of Tower Hamlets.

The London Overground viaduct passes east-west through the centre of the masterplan and provides elevated platforms for Shoreditch High Street Station. Emergency exit stairs and lifts from the station platforms are located immediately adjacent to the plot boundary to the south. A pair of reserved escape stairs for future London Overground expansion are located immediately to the south of the plot 5 boundary.

The Goodsyard boundary brick wall (c.1850), three Weavers' cottages (c. 1719), the Mission Room (1876) and Victorian Building (1877) are all of historical significance and form part of Plot 5.

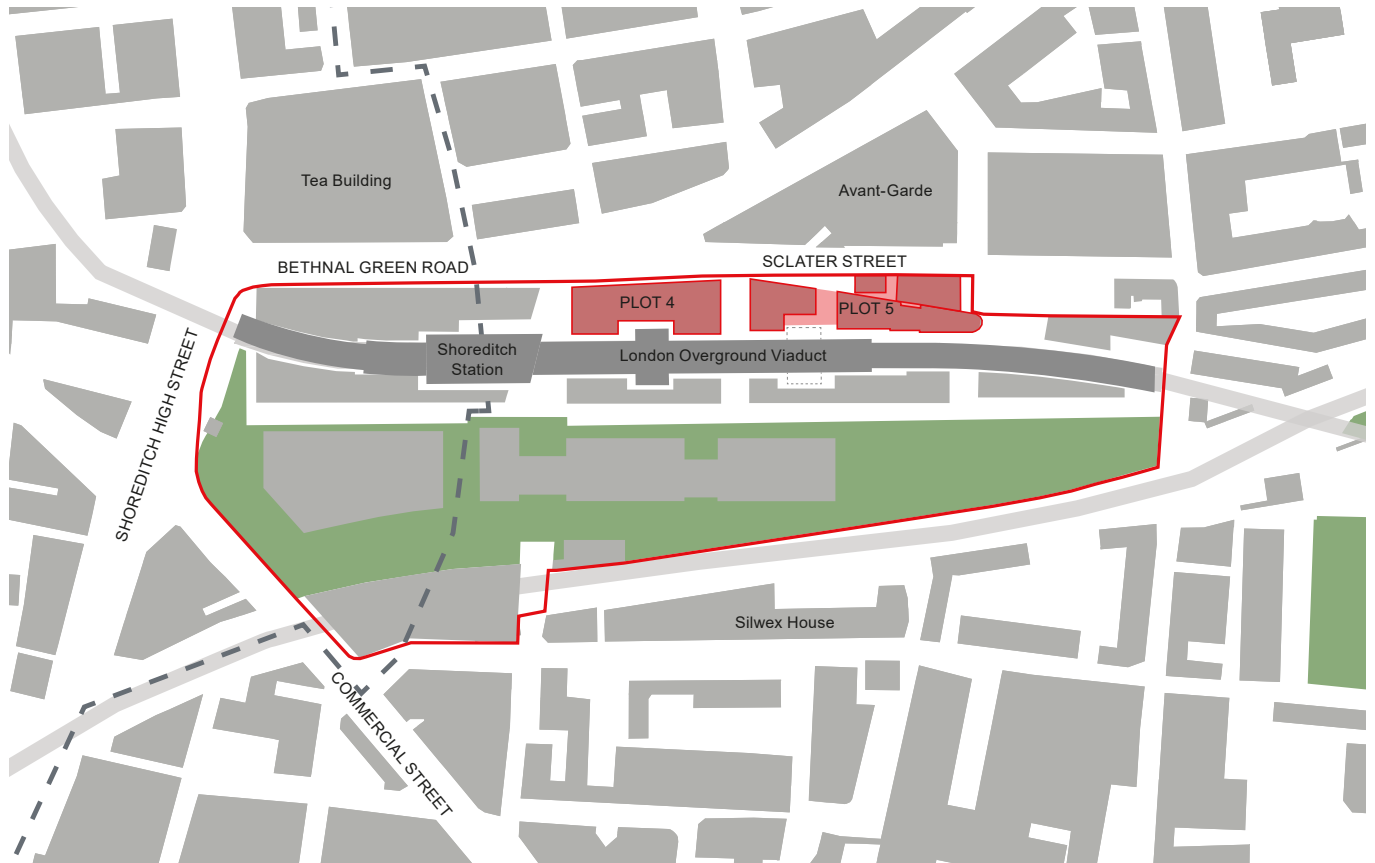


Fig 5.4.1: Sclater Street, Plots 4 and 5

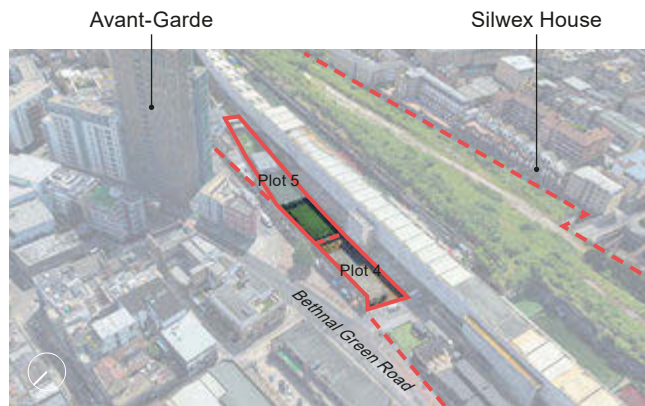


Fig 5.4.2: Existing aerial view looking south east

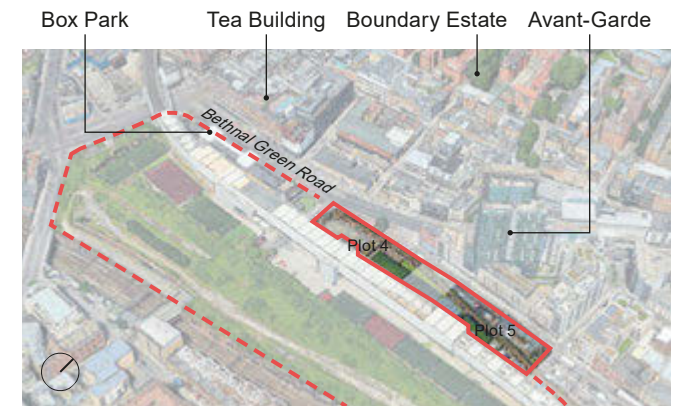


Fig 5.4.3: Existing aerial view looking north west



Fig 5.4.4: Bethnal Green Road looking east towards Sclater Street



Fig 5.4.5: Sclater Street looking west



Fig 5.4.6: Braithwaite Street looking north

The edge conditions and character of the surrounding areas are varied. To the south, west and east, the character of the edge will be defined by the new Goodsyrd development.

To the north, the site interfaces with the existing streetscape of Sclater Street which presents a dynamic and transforming local neighbourhood. It is a neighbourhood where the scale and character of building massing transitions from low rise to high rise.

The built environment to the north varies from Victorian warehouses and tenements (typically 4 to 7 storeys in height) to more modern brick structures that are less interesting in character. Newer developments of an increased scale have recently emerged, such as the 25 storey Avant-Garde residential development opposite the plots.

Plots 4 and 5 will be separated by a new north-south pedestrian route is proposed within the Masterplan, reconnecting Bethnal Green Road and Sclater Street with new public spaces to the south.

To the west of plot 4, the existing Braithwaite Street will be retained forming the main north south route through the masterplan. Shoreditch High Street Station access off Braithwaite Street creates an important local pedestrian destination point, and as such the street is frequently busy with pedestrian foot fall. The character of the street is dominated by the station entrance and the soffit of the concrete 'box' housing the London Overground line.

To the east of plot 5 a new north-south pedestrian route and gateway building are proposed in continuation of Cygnet Street.

To the north, the site interfaces with the existing streetscape at the intersection of Bethnal Green Road and Sclater Street, which presents a dynamic and transforming local neighbourhood. It is a neighbourhood where the scale and character of building massing transitions from low rise to high rise.

The built environment to the north varies from Victorian warehouses and tenements (typically 4 to 7 storeys in height) to more modern brick structures that are less interesting in character. Newer developments of an increased scale have recently emerged, such as the 25 storey Avant-Garde residential development opposite the plot.

To the west, the existing Braithwaite Street is currently very fragmented with half demolished historic structures sitting adjacent to new railway structures. The London Overground line and its Shoreditch High Street Station create an important local pedestrian destination point, and as such the street is frequently busy with pedestrians. The character of the street is dominated by this entrance and the soffit of the London Overground viaduct.

To the east, a new north-south pedestrian route is proposed within the Masterplan, reconnecting Bethnal Green Road and Sclater Street with new public spaces to the south.



## 5.4.2 Sclater Street and the proposed interaction with the northern boundary wall

The northern boundary wall was built in the 1880's as part of the goods yard boundary construction that once formed a continuous line from Commercial Street to the junction of Sclater Street and Brick Lane.

The arches behind were demolished to make way for the London Overground viaduct leaving the free standing wall. Steel primary beams, which previously supported secondary beams and brick jack arches, can be seen to have been cut off from the rear of the wall (figure 5.4.23). The section of the wall west of Braithwaite Street was also demolished to accommodate the new Shoreditch High Street Station structure.

The remaining boundary wall, stretching between Braithwaite Street and Brick Lane, is not listed but is considered to be of historic interest and merit, defining the extent of the historic boundary and providing a reminder of the expansion of the goods yard over time.

Within each arch of the boundary wall is an infill wall, within which a second arched window opening is provided. Iron balustrading was provided to each opening to restrict public access and remains today (figure 5.4.22).

The existing boundary wall will be retained and incorporated into the new building on plots 4 and 5, retaining a human scale to the street edge.

Retaining and incorporating the wall will help to retain the existing patina and masonry character and will leave a lasting legacy of the Goodsyards. The familiar will act as a powerful buffer and precursor to the new.



Fig 5.4.7: Condition A - Retail Display Window



Fig 5.4.8: Condition B - Retail and Residential Access Door



Fig 5.4.9: Existing Iron Balustrading



Fig 5.4.10: Visible 'I' beams of historic structure



Fig 5.4.11: Condition C - Open Public Access





[A] [B] [A] [A] [A] [B] [C] [C] [C] [A] [B] [A] [B] [A] [A] [B] [B] [A] [A] [B] [A] [B] [A]

Fig 5.4.12: Sclater Street wall typologies



Fig 5.4.13: Sclater Street Wall Detail

From the residential lobbies to the proposed buildings the wall will also provide a buffer to the busy and noisy street.

The arches within the existing boundary wall sit in front of three different kinds of spaces, requiring a number of different interventions.

Where an arch forms an access door (condition B figure 5.4.21), either to the residential lobby or the retail accommodation, the infill arch will be removed to maximise views and light into the spaces behind. Glazed doors will infill the outer arch.

Where an arch forms a window into the retail accommodation (condition A figure 5.4.20), the infill arch is retained, and the window reinstated to provide display space for the retail facing the street.

Where an arch sits in front of the new north-south pedestrianised street between plots 4 and 5, the infill arch is removed and the arch left open to invite the public to pass through into the Goodsyrd development behind condition C figure 5.4.24).

Further information regarding the parapet of the wall and the relationship with the new build elements is described in the next chapter 5.5 and 5.6.

### 5.4.3 Sclater Street Elevation

Plot 4 is expressed as three distinct, vertical elements, all clad in brick, but each with a subtly different colour tone and texture. This not only references the historic streetscape of Shoreditch, but also brings definition to the mass and reduces its impact on the townscape, articulating a more slender massing approach to the skyline.

Plot 5 further builds on this massing approach in consideration of the streetscene. Please refer to section 5.6.









## 5.5 PLOT 4

### 5.5.1 Introduction

All of the information within this section is part of the outline application as is therefore illustrative; the section does demonstrate one way in which a proposed scheme could come forwards in the future as a reserved matters application, guided by the Design Guide and plot parameters.

### 5.5.2 Plot Brief and Quantum

Plot 4 is proposed to be a mixed use residential and retail plot situated on the northern edge of the masterplan.

The plot has a close relationship with the London Overground viaduct to the south and existing boundary wall to the north.

Plot 4 can accommodate up to 144 residential apartments, with retail space at ground level.

The adjacent tables (Table 5.5.1 and Table 5.5.2) show the proposed maximum and minimum gross external areas and residential unit numbers (Table 5.5.3 and Table 5.5.4).

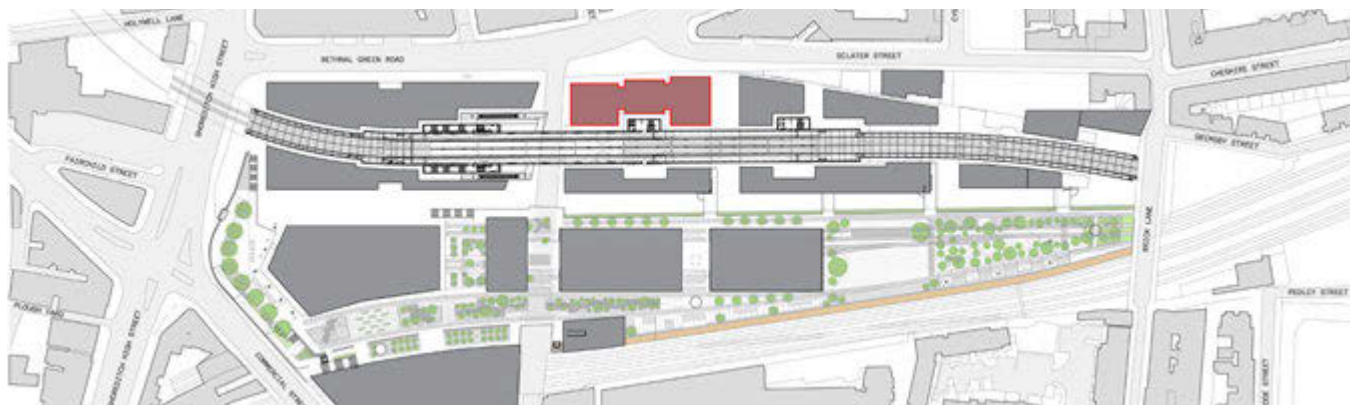


Fig 5.5.1: Plot location plan

Level	Retail GEA m <sup>2</sup>	Residential GEA m <sup>2</sup>	Plant / Ancillary / Service GEA m <sup>2</sup>	Total GEA m <sup>2</sup>
<b>Total</b>	<b>587</b>	<b>13,969</b>	<b>1,424</b>	<b>15,980</b>

Table 5.5.1: Plot 4 maximum GEA schedule

Level	Retail GEA m <sup>2</sup>	Residential GEA m <sup>2</sup>	Plant / Ancillary / Service GEA m <sup>2</sup>	Total GEA m <sup>2</sup>
<b>Total</b>	<b>587</b>	<b>12,151</b>	<b>1,424</b>	<b>14,162</b>

Table 5.5.2: Plot 4 minimum GEA schedule

<b>Maximum Residential Units</b>	1 Bed	2 Beds	3 Beds	4 Beds	<b>Total</b>
Total number units	<b>62</b>	<b>46</b>	<b>31</b>	<b>5</b>	<b>144</b>
Habitable rooms per unit	<b>124</b>	<b>138</b>	<b>155</b>	<b>12</b>	<b>447</b>

Table 5.5.3: Plot 4 Maximum number of residential units

<b>Minimum Residential Units</b>	1 Bed	2 Beds	3 Beds	4 Beds	<b>Total</b>
Total number units	<b>56</b>	<b>48</b>	<b>15</b>	<b>0</b>	<b>119</b>
Habitable rooms per unit	<b>112</b>	<b>144</b>	<b>75</b>	<b>0</b>	<b>331</b>

Table 5.5.4: Plot 4 Minimum number of residential units



## 5.5.4 Massing Development

The massing of Plot 4 has an important role within the overall masterplan in mediating between the contrasting scales of the larger City context to the west, and the smaller scaled Brick Lane area to the east.

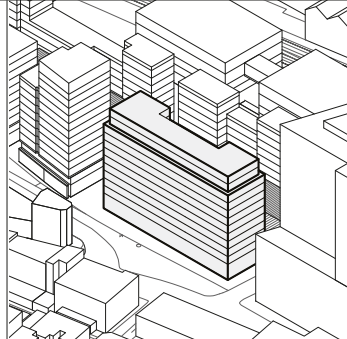
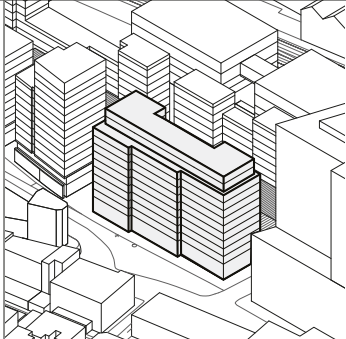
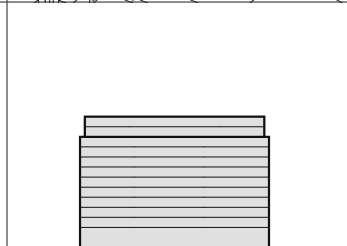
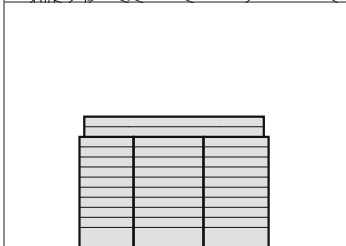
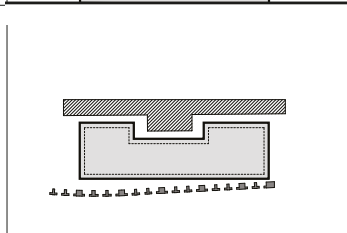
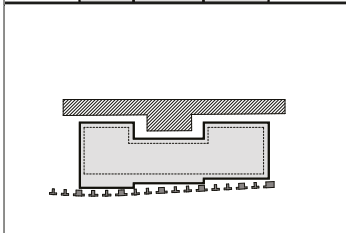
Plot 4 fronts onto Bethnal Green Road and Sclater Street to the north which have an established historic street scale. Therefore, Plot 4 has an important role in maintaining this scale at the street edge whilst providing a transition to the larger scaled buildings beyond.

The retained north boundary wall sets a precedent for the scale of the street edge. Retaining this will provide a physical reference to the previous use and fabric of the site whilst also providing a datum to the existing street edge, allowing a softer transition to the increase in scale beyond.

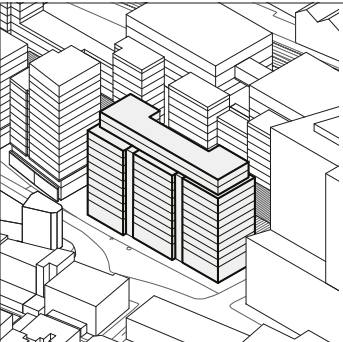
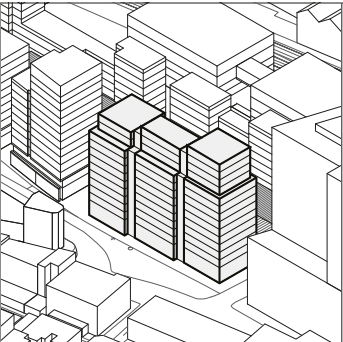
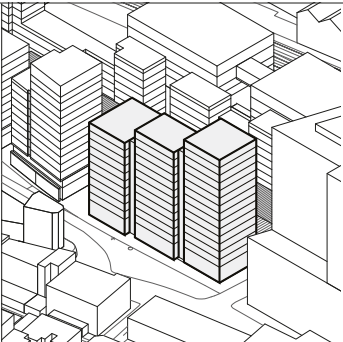

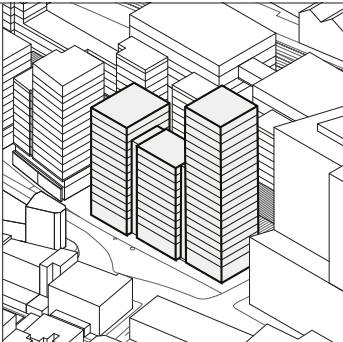
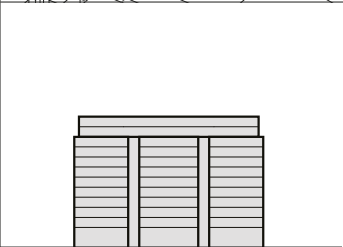

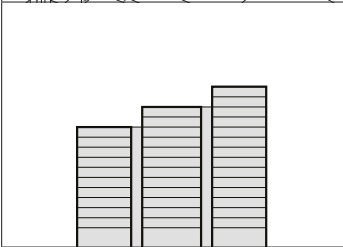
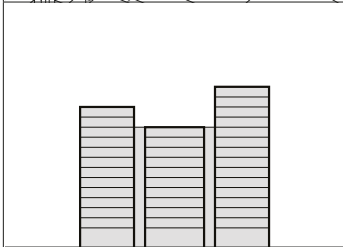
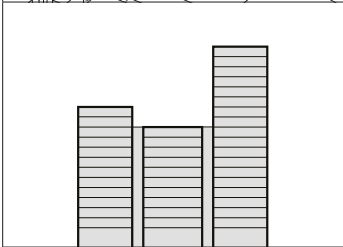
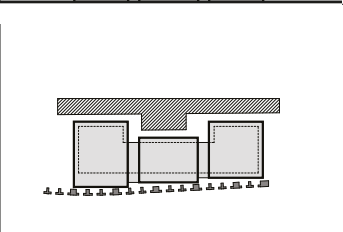
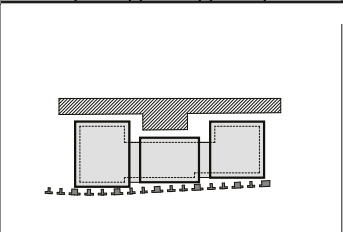
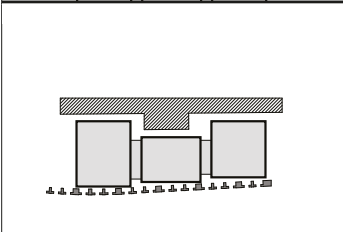
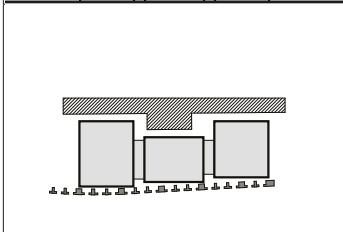
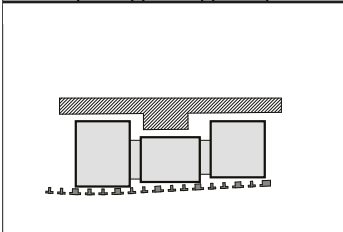
In order to accommodate a large number of apartments on a plot with a small footprint, a building mass of height is inevitable. However in order to respectfully address the existing urban context to the north of Bethnal Green Road, the massing approach has been carefully considered and tested.

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

For more information on the Residential Optimisation Study see Appendix A1.

3D Mass		
Elevation		
Plan		
Description and Analysis	<p><b>Step 1</b></p> <p>Massing is expressed as a simple extrusion of the site footprint with a rectangular form to make the floor plan as efficient as possible.</p> <p>Massing steps around the ELL escape box to the south to respect the 2m development exclusion zone.</p> <p>The top two storeys are set back slightly from the main facade to reduce the impact of the mass on Sclater Street.</p>	<p><b>Step 2</b></p> <p>Massing steps in three locations on the northern edge to follow the angle of the existing north boundary wall.</p> <p>This breaks up the mass to reduce the impact on Sclater Street, while also maximising floor plan area.</p>
Unit Numbers	94	100
AOD Max Height	56.3m	56.3m



				
				
				
<p><b>Step 3</b></p> <p>Three distinct 'blocks' are created by emphasising the steps in the massing.</p> <p>The top two storeys remain set back from the main facade and do not follow the stepping profile of the facade below.</p>	<p><b>Step 4</b></p> <p>The top two storeys remain set back from the main facade and follow the stepping profile of the facade below.</p> <p>The massing begins to step up from the east (smaller scale context of Brick Lane), to the west (larger scale of the city).</p>	<p><b>Step 5</b></p> <p>The massing is simplified by removing the two storey set back, which emphasises the concept of three distinct 'blocks' in the streetscape, making the massing appear more slender.</p> <p>The stepping of the mass from east to west is emphasised to further mediate between the contrasting urban context.</p>	<p><b>Step 6</b></p> <p>- The east and middle 'blocks' are swapped to ensure the vertical circulation cores work as efficiently as possible, and to provide some variety in the street scene.</p>	<p><b>Step 7</b></p> <p>- The west block is increased to optimise the amount of residential accommodation.</p> <p>The additional mass was considered to be most appropriate on the western block due to the impact on townscape and the relationship with the proposed building 1.</p>
<p>100</p> <p>56.3m</p>	<p>100</p> <p>62.7m</p>	<p>119</p> <p>65.9m</p>	<p>119</p> <p>65.9m</p>	<p>135</p> <p>78.7m</p>

residential optimisation study

### 5.5.5 Sclater Street Elevation

In September 2018 the proposed massing along Sclater Street ranged from 6 to 14 stories with an even increase in height moving west (Fig. 5.5.3).

As part of the residential optimisation study the buildings along Sclater Street, namely buildings 4 and 5, were rigorously tested to ensure they were delivering the highest number of residential units in the context of the surrounding area.

The optimised mass (Fig. 5.5.4) increased the overall heights to range between 6 and 19 storeys over both plots, re-ordering the massing to create a more visually broken, vertically emphasised approach to the street.

Full details of the impact on townscape, servicing, daylight/sunlight amenity are available within the ES which forms part of this application.

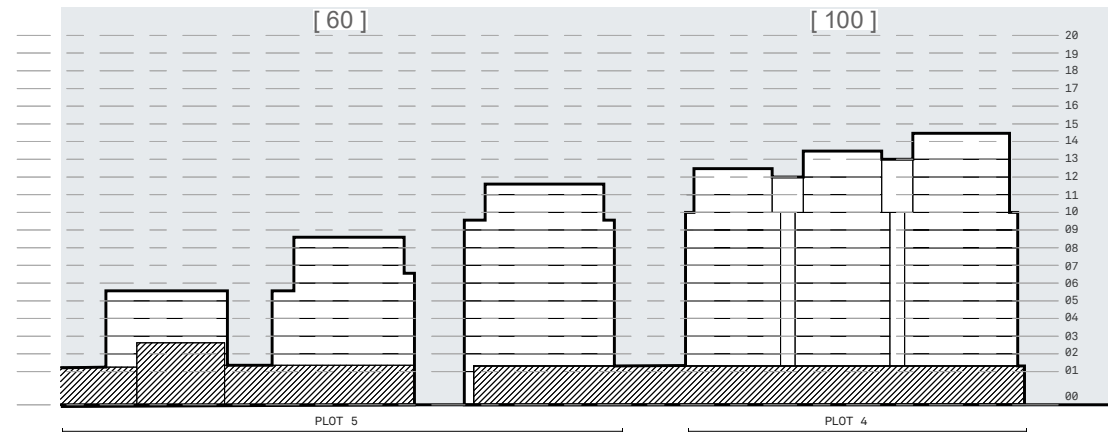


Fig 5.5.5: Sclater Street - Massing Evolution Sept 2018

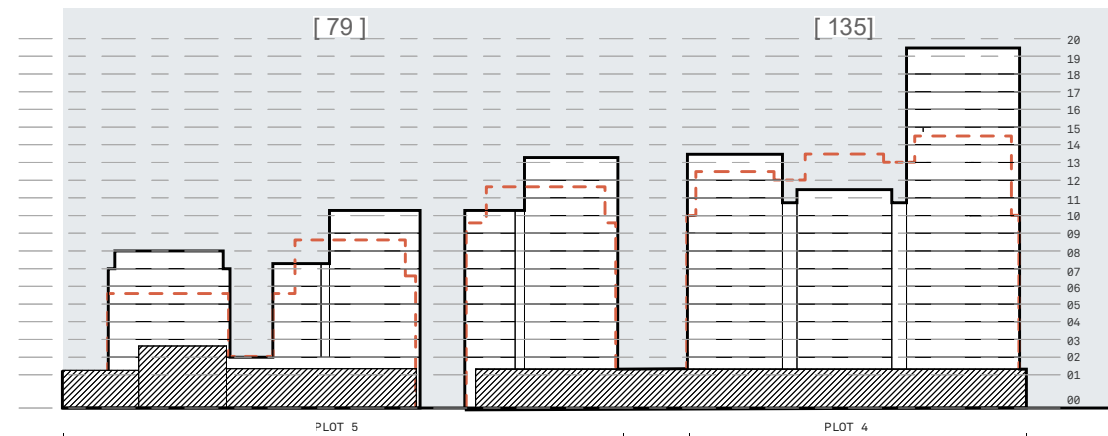


Fig 5.5.6: Sclater Street - Massing Evolution: Optimised Scheme





Fig 5.5.7: Artists impression of the scheme from the south east - plot 4 highlighted



### 5.5.6 Strategic Plot Layout

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

The building footprint fills the plot, building up to the rear and integrating with the existing north boundary wall. The plan steps back to the south to follow the 2m exclusion zone around the London Overground escape stair.

Plot 4 therefore has frontage onto three key movement corridors in and around the masterplan; Sclater Street to the north, Braithwaite Street to the west, and the new pedestrian street to the east. This makes it well suited for use as retail accommodation at ground level.

The plot also has an increased area of existing public realm to the north immediately fronting the boundary wall. The ground floor uses compliment this area of public realm which will be upgraded as part of the masterplan landscape proposals.

### 5.5.7 Access and Servicing

Resident access to Plot 4 is via one centralised 'super lobby' at ground level (which is connected to two vertical circulation cores) directly off Sclater Street through the existing north boundary wall.

Service access to Plot 4 is via a service corridor connecting into the shared service yard within Plot 5, that also serves other plots.

Goods will be trollyed from the Sclater Street service yard provision along dedicated secure external corridors that form part of the 2m exclusion zone around the London Overground viaduct. These corridors will allow retail servicing and residential. It is envisaged all minor deliveries and post will be via the main ground lobby on Sclater Street.

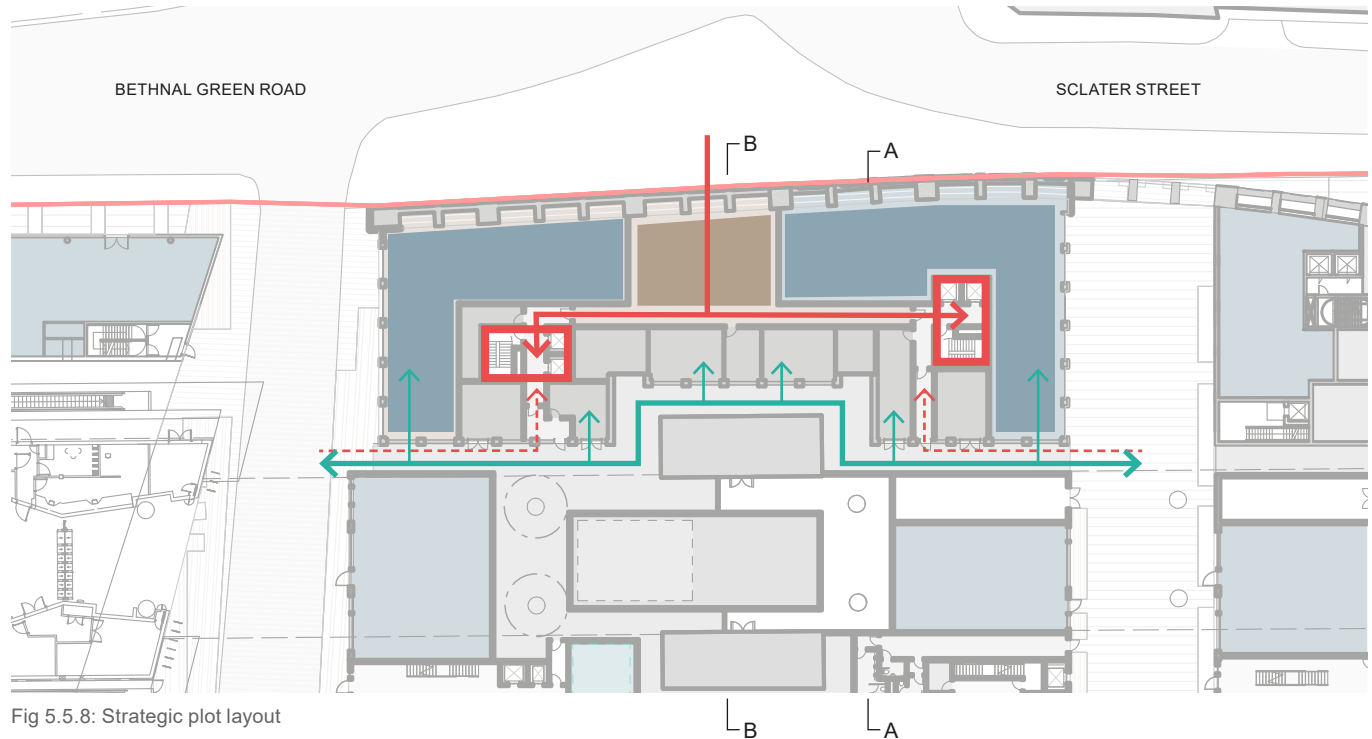


Fig 5.5.8: Strategic plot layout

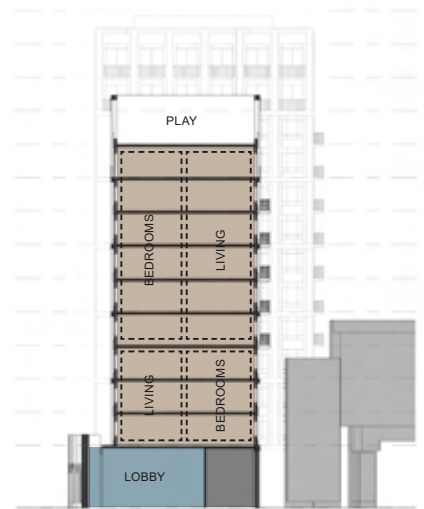


Fig 5.5.9: Plot section B-B

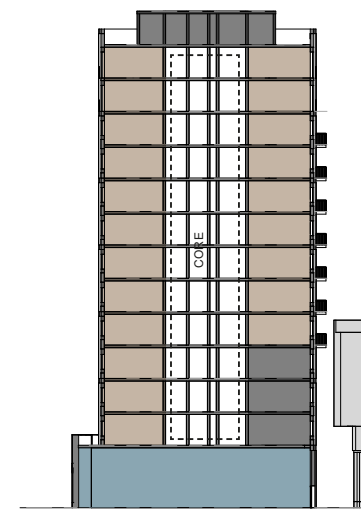
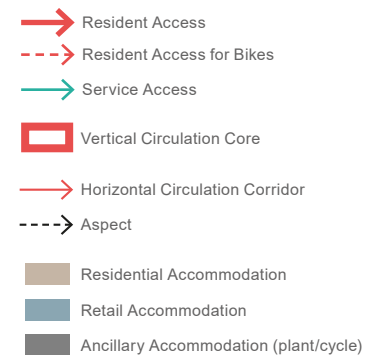


Fig 5.5.10: Plot section A-A





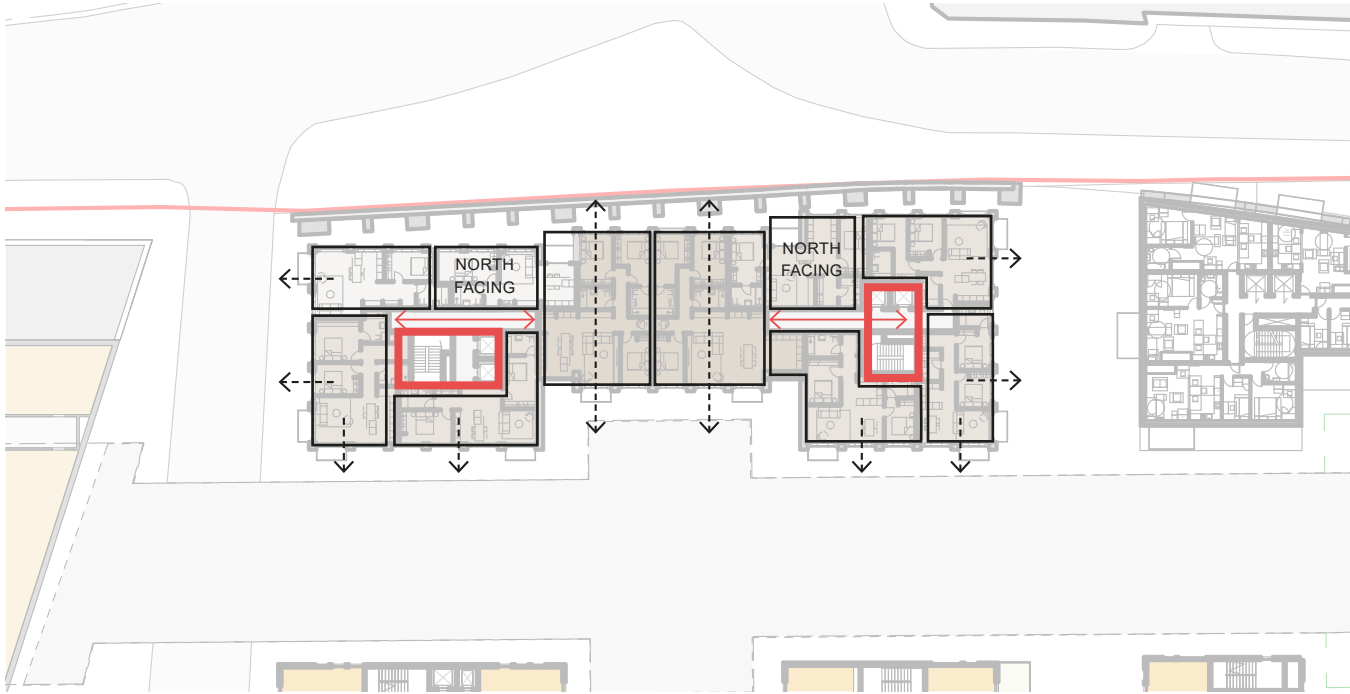


Fig 5.5.11: Proposed strategic internal layout (typical upper plan)

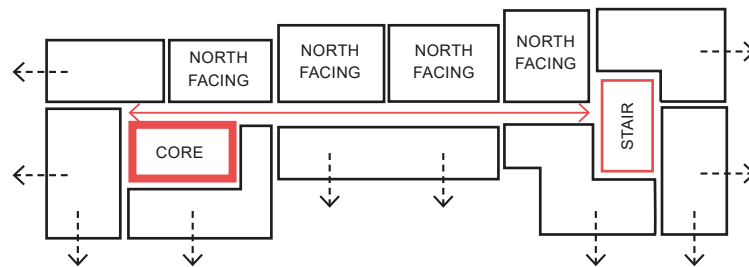


Fig 5.5.12: Alternative strategic internal layout: central corridor solution diagram

## 5.5.8 Strategic Internal Layout

Plot 4 is an east-west running rectangular plot, which presents challenges in terms of apartment orientation, where purely north facing apartments should be avoided wherever possible.

It is therefore not desirable for the building to function around one vertical circulation core, as this would drive an east-west running corridor through the centre of the plan, resulting in a large number of purely north facing apartments.

Due to the length of the plot, a second escape stair would be required at the opposite end of the plan to the core in any event.

Instead, the building functions around two vertical circulation cores, one to the east of the plan and one to the west. These are connected at ground level by the 'super-lobby' to maintain one single point of entry for security and wayfinding.

This allows the centre of the plan to accommodate high quality, dual aspect apartments (with bedrooms to the north and living spaces to the south), and the perimeter of the plan to accommodate high quality, dual aspect apartments facing east, west, and south.

Due to the length of the plot, purely north facing apartments cannot be avoided, but are limited to two at each upper level in the proposed layouts (figure 5.5.9).

At levels 01, 02 and 03, where the building overlooks the London Overground escape stair, accommodation to the south of the plan is given over to ancillary accommodation such as plant and cycle storage space (figure 5.5.8).

### 5.5.9 Illustrative scheme

#### 5.5.10 Learning from Shoreditch

The illustrative architectural approach to Plot 4 has been inspired by the traditional furniture warehouse aesthetic of Shoreditch, as a modern interpretation of the historic context.

The dominant material in Shoreditch is brick, but as the area has been redeveloped intermittently over the years, street elevations have become patchworks of different brick colours, tones and textures, giving Shoreditch its rich urban character (figure 5.2.25). Streets are characterised by rows of vertically proportioned brick facades, that are different in style and decoration but complementary to one another.

Brick is often used to create dominant vertical piers, with window openings and recessed brick panels set back within a brick 'frame' (figures 5.2.24 and 5.2.27). These piers are traditionally broken at both ground floor and upper levels by contrasting stone or masonry lintels to reduce the buildings proportions to a more 'human' scale (figure 5.2.25), or are used at the very top of the building as a decorative element (figure 5.2.27).

The historic warehouse aesthetic is most characterised by its distinctive windows. Large horizontally proportioned glazed openings let huge amounts of light into the internal spaces; perfect for residential use but historically to improve conditions for workers. These large openings are broken vertically and horizontally by thin glazing bars to create smaller patterns and proportions.

The sketch on the adjacent page illustrates how the architectural elements outlined above have been interpreted to create a contemporary aesthetic shown in the illustrative scheme design for plot 4.



Fig 5.5.13: Shoreditch Precedent - Horizontal Crittall Windows



Fig 5.5.14: Shoreditch Precedent - Vertical Brick Piers and Feature Sills



Fig 5.5.15: Shoreditch Precedent - Row of Vertical Brick Buildings



Fig 5.5.16: Shoreditch Precedent - Recessed Brick Panels



Fig 5.5.17: Shoreditch Precedent - Recessed Brick Panels



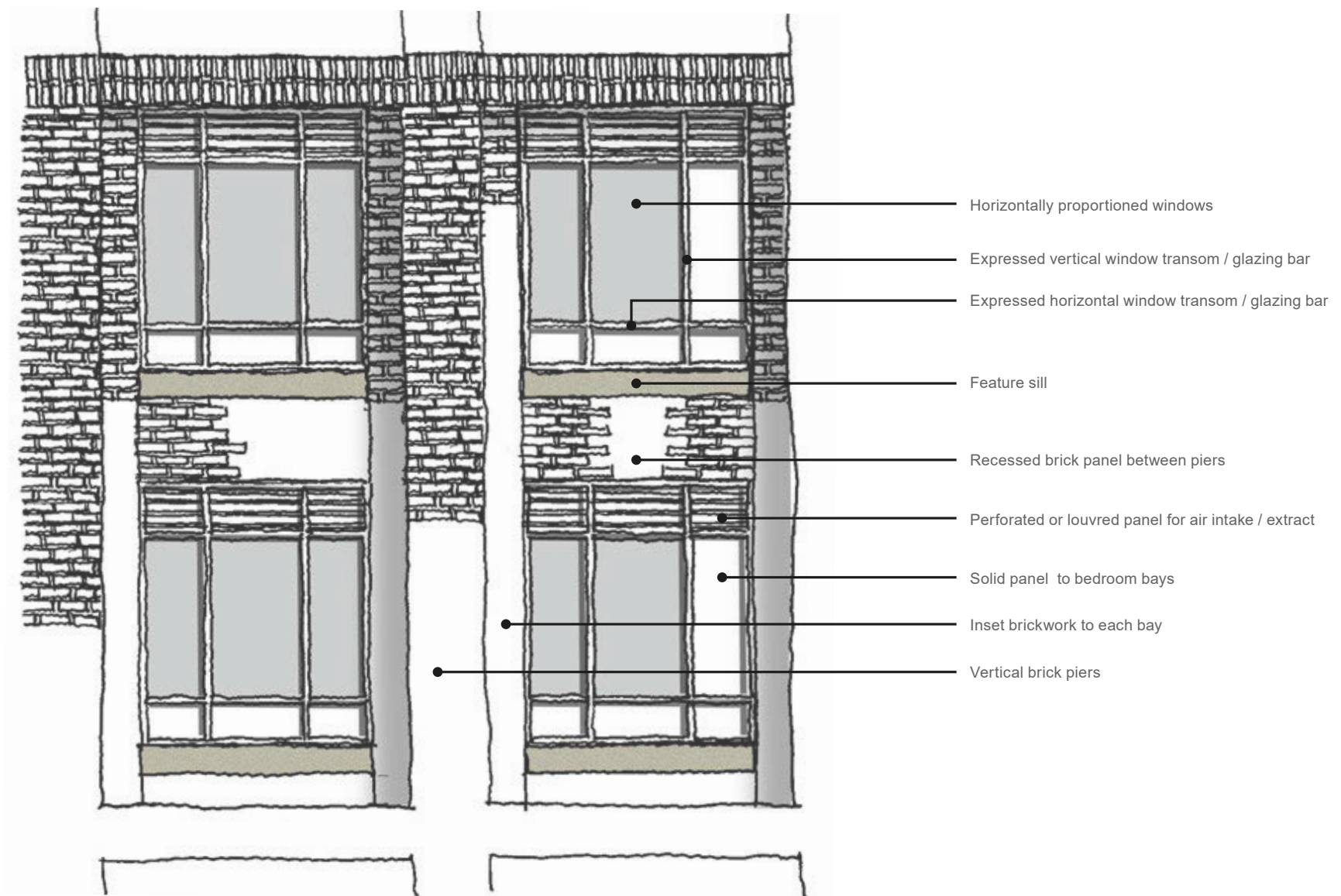


Fig 5.5.18: Shoreditch aesthetic - a modern Interpretation



### 5.5.11 Elevations

#### 5.5.12 North Elevation

The north elevation sits in three different planes, as it steps forward to follow the curve of the existing north boundary wall which sits at its base. The three massing elements are connected by a vertical slot of inset balconies.

The existing north boundary wall is to be retained with only small interventions made to turn the arches into entrance doors, retail display windows, and public thoroughfares. See section 5.4 for more information on the proposed interventions to the wall.

The northern boundary wall helps to retain the existing patina and familiar masonry character to the street edge on the north elevation, and maintains a human scale in front of the taller proposed mass behind.

The north elevation reflects the 'warehouse' aesthetic of Shoreditch in its composition, characterised by expressed vertical brick piers which are broken by horizontal masonry lintels at every other level, creating a brick frame facade with a 'double-storey' proportion. The elevations are composed of a clear base, middle and top, or crown, to reference classical proportions.

Within each bay, large glazed openings and recessed brick panels are used in different arrangements to bring visual interest and provide further subtle differentiation between the three 'blocks'.

Juliette style balconies are located in vertical lines to animate the facade.

At the top of each block, the parapet is raised by half a storey, to bring a more vertical proportion to the brick frame where it meets the sky and act as a clearly defined crown. This also aids the

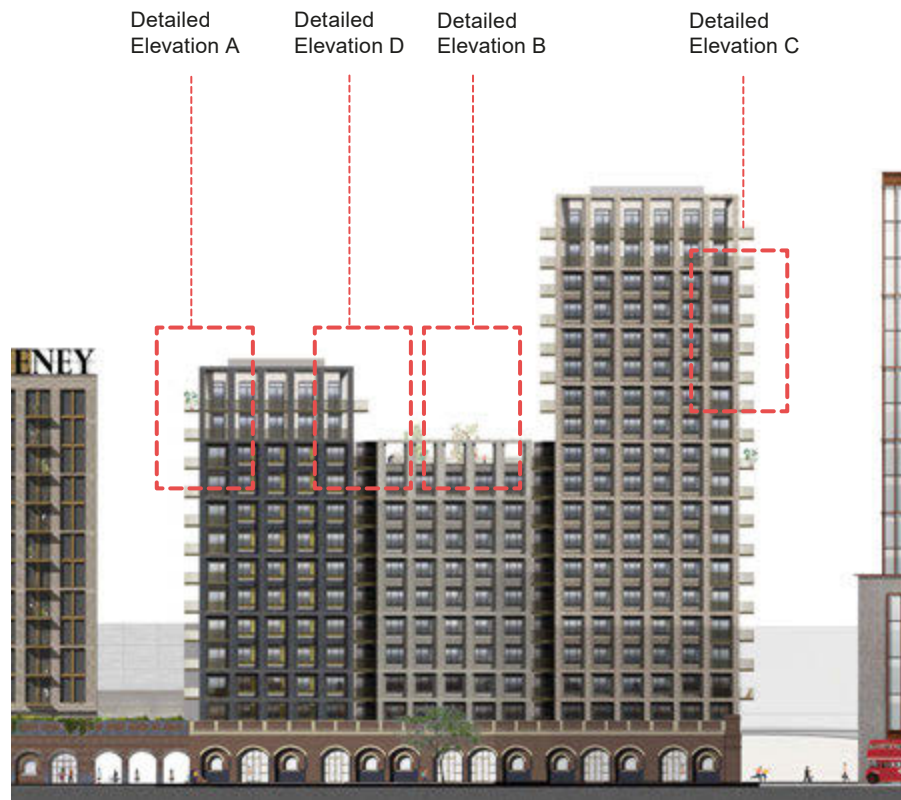


Fig 5.5.19: North Elevation



Fig 5.5.20: East Elevation

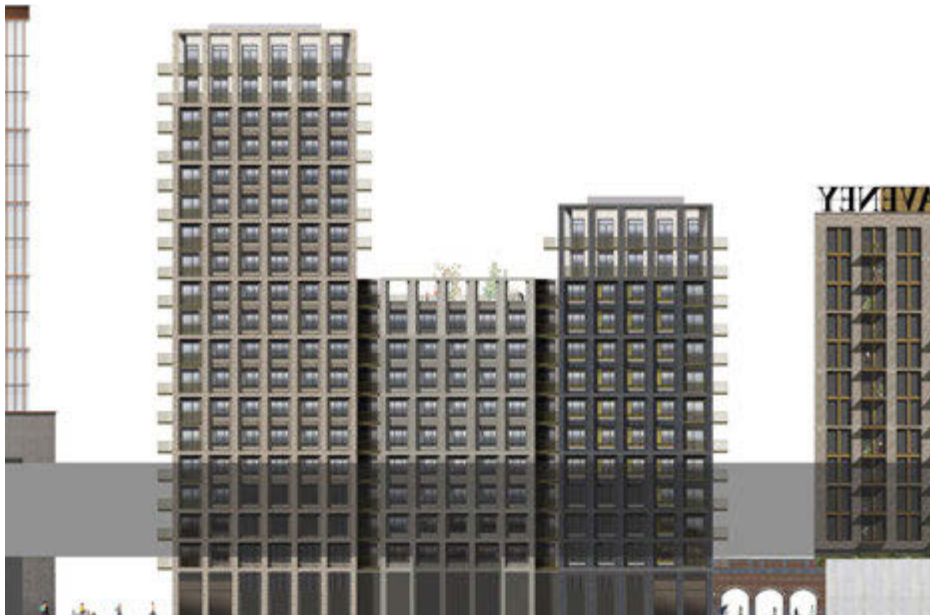


Fig 5.5.21: South Elevation



Fig 5.5.22: West Elevation

screening of the plant area and lift overruns from street level.

The middle block proposes an open top tier of the frame, acting as a pergular screen to the rooftop play space.

### 5.5.13 South Elevation

At ground level, the southern part of the plan accommodates plant and service space as well as the rear of the retail units which activate the streets to the north, east and west. The majority of the elevation will therefore be solid, perforated or louvred at ground level adjacent to the service route.

At lower levels (up to level 04) the south elevation is adjacent to the London Overground viaduct.

The southern elevation follows the same design principles at the north elevation above level 03.

Balconies to the south are projecting to take advantage of the aspect and long views. However balconies are located above level 05 only, to reflect the close proximity to the London Overground viaduct.

### 5.5.14 East and West Elevations

The east and west elevations also follow the same design principles as the north and south elevations, referencing the historic Shoreditch aesthetic.

At ground level, retail units activate the new north / south running pedestrian streets. To provide animation to the routes, large double-height glazed windows span between each brick pier to maximise retail frontage and light into the units.

### 5.5.15 East Block: Illustrative Detail

The east block follows the design principles set out in the preceding sections. These are illustrated on the section opposite.



Fig 5.5.23: Detailed Elevation A - East Block

### 5.5.16 Middle Block and Play Space Detail

The middle block follows the design principles set out in the preceding sections. These are illustrated on the section opposite.

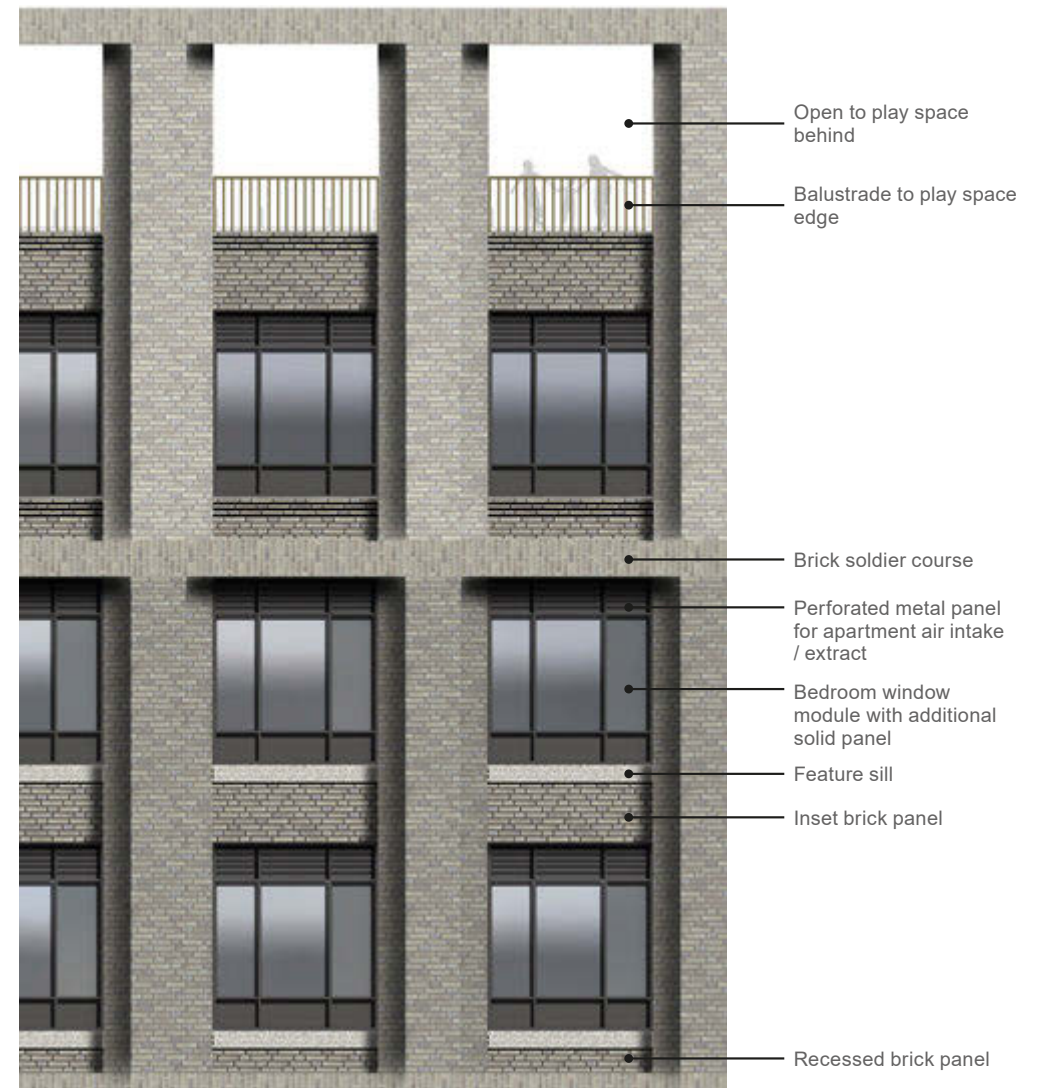


Fig 5.5.24: Detailed Elevation B - Middle Block



### 5.5.17 West Block Detail

The west block follows the design principles set out in the preceding sections. These are illustrated on the section opposite.



Fig 5.5.25: Detailed Elevation C - West Block

### 5.5.18 Block Split and Inset Balcony Detail

The block splits follow the design principles set out in the preceding sections. These are illustrated on the section opposite.

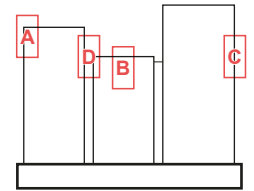


Fig 5.5.26: Detailed Elevation D - Balcony Insets

### 5.5.19 Ground Floor Organisation

The ground floor accommodates two large retail units, which face north, east and west and will activate the streets that surround the plot.

At the centre of the plan to the north is the shared residential lobby which links to both vertical circulation cores which provide lift and stair access to each level.

To the south of the plan, plant, refuse storage and servicing spaces are located adjacent to the external service route which runs parallel to the ELL Overground viaduct.

### 5.5.20 Typical Lower Floor Organisation

A typical lower floor (floors 01 to 03) accommodates eight apartments (two 1 bedroom, four 2 bedroom, and two 3 bedroom units).

The apartments to the north at level 01 benefit from external terraces which span between the elevation of the proposed building and the parapet of the existing north boundary wall.

Because of the plots adjacency to the London Overground viaduct at the lower levels, cycle storage for residents is located to the south of the plan where the space is single aspect.

The two 3 bedroom apartments that sit at the narrow centre of the plan are dual aspect. At the lower levels where the elevation is adjacent to the ELL overground viaduct escape stair, these apartments will have their bedroom to the south, and living spaces to the north.

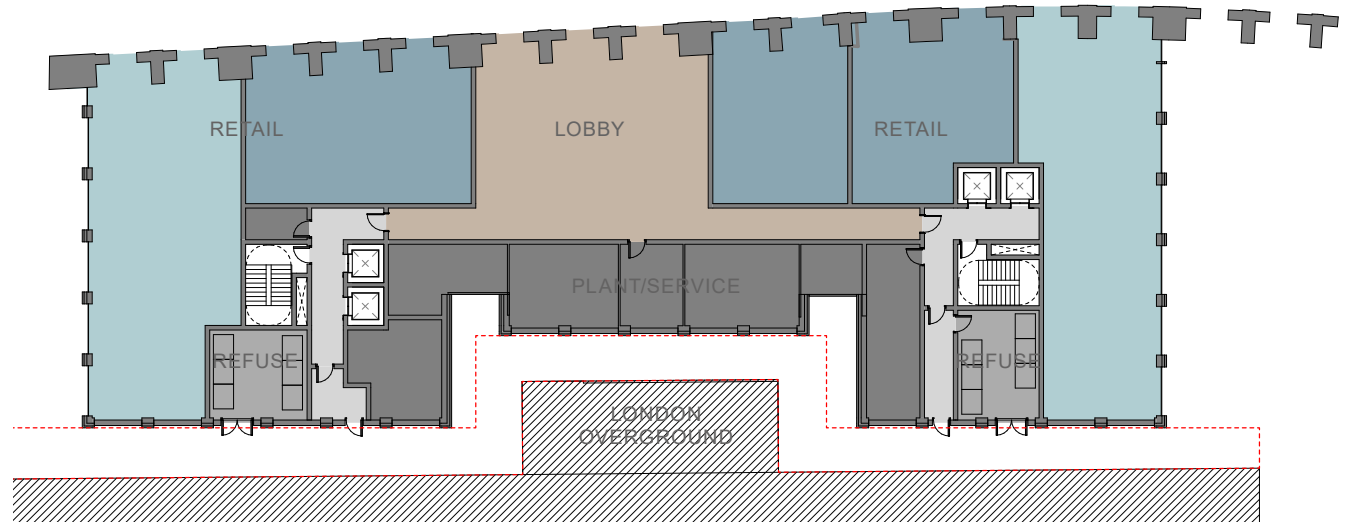


Fig 5.5.27: Illustrative Ground Floor Layout

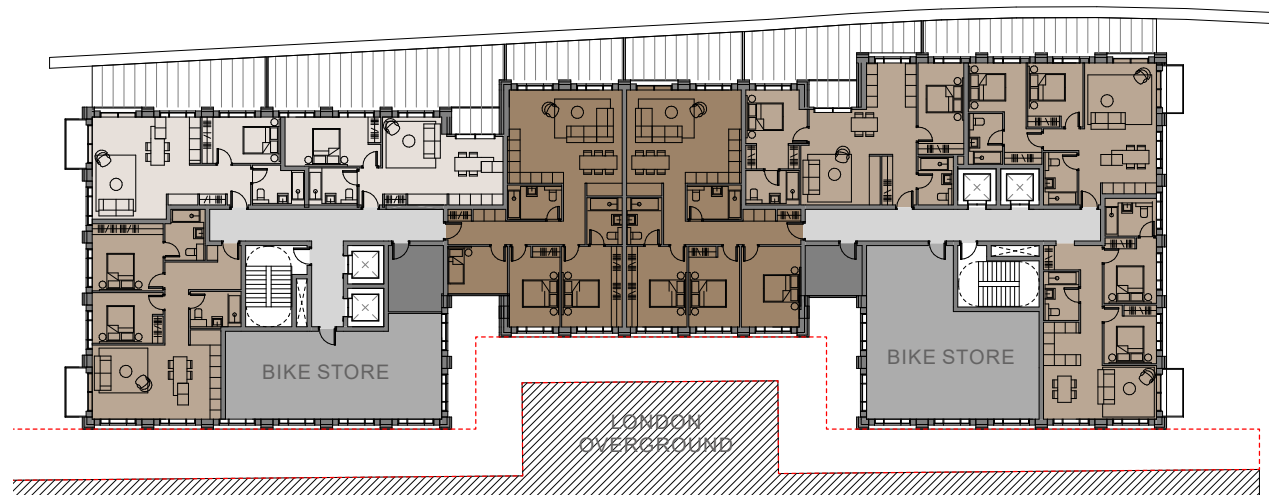


Fig 5.5.28: Illustrative lower Floor Layout Levels 1-3

### 5.5.21 Typical Upper Floor Organisation

A typical upper floor (floors 04 to 09) accommodates ten apartments (two 1 bedroom, six 2 bedroom, and two 3 bedroom units).

### 5.5.22 Crown Organisation

At level 18, the plan of the western-most block accommodates three apartments (two 1 bedroom and one 3 bedroom). The three bedroom apartment is larger than average to provide a special 'penthouse' unit at the crown of the development.

At this level the south facing balconies increase in size to a double bay to make the most of the city views.

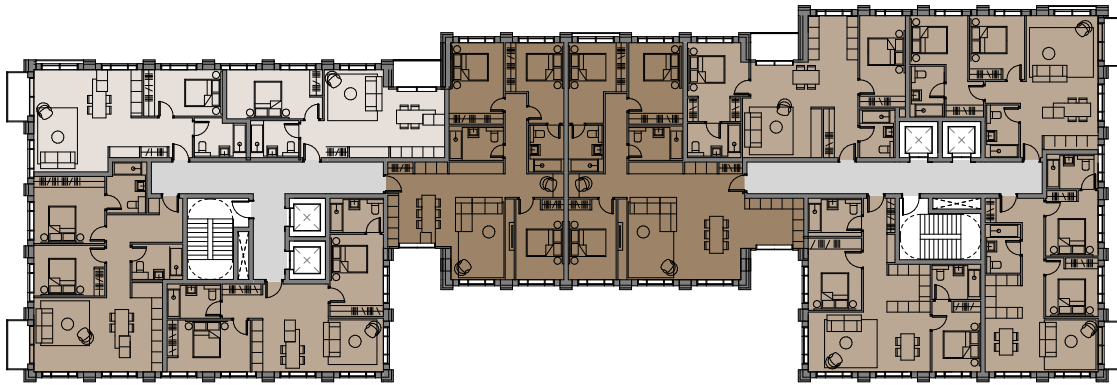


Fig 5.5.29: Illustrative Upper Levels 04-09

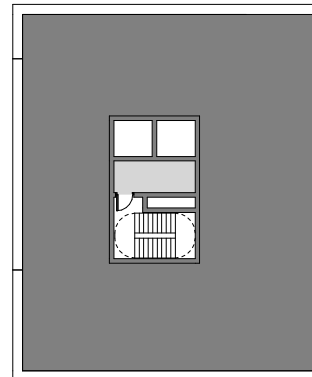
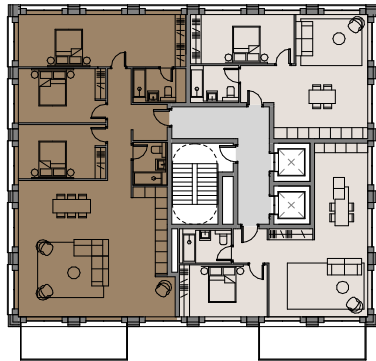


Fig 5.5.30: Illustrative Top Floor Level



### 5.5.23 Play Space

An external children's play space is accommodated within the top two levels of the central block, at level 10. This space will be enclosed by the brick frame, but the bays in between the piers and the roof will be left open to provide fresh air and sunshine and articulate the crown of the centre block. The location of the play space area allows access from both cores and also passive surveillance from the adjacent overlooking blocks to promote safety.

### 5.5.24 Roof top Plant Spaces

Some plant equipment is located at roof level on top of the east and west blocks. The plant equipment will be inset from the parapet to minimise visibility from the surrounding streets.

The parapets to the block are raised in brick as part of the architectural expression but also to minimise the impact of plant equipment on the roof, screening this from street level.

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



Fig 5.5.31: Roof Plan indicating areas of plant space and bio-diverse roof



