

BISHOPSGATE GOODSYARD PLOT 1 RMA

2.01 PROJECT BRIEF

The site is one of the most significant central London regeneration opportunities for a generation, the design objectives below describe the project brief and ambitions:

- Open to the public one of London's most important historic industrial assets, transforming it into a unique, characterful and authentic city quarter;
- Facilitate the permeability of the masterplan - by activating the pedestrian connections on Shoreditch High Street, Bethnal Green Road, Braithwaite Street and Middle Road;
- Give back to the local community - creating comprehensive public amenity space that is much needed in this part of London;
- Provide a ground floor experience that maximises active frontage
- Creating a mixed-use scheme - with complementary uses and occupiers, delivering genuine social, economic and environmental value. A great place for people to work, meet and relax;
- Deliver a high quality scheme that can attract a wide range of tenant sectors, offering a highly flexible floorplate alongside affordable workspace;

These objectives are to be continually assessed against the four key development principles of:

1. Responding to site context and community engagement
2. Sustainability
3. Tenant Wellness
4. Creating a distinct identity for the building



Plot 01 Proposal

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BISHOPSGATE GOODSYARD PLOT 1 RMA

3.00 SITE ANALYSIS

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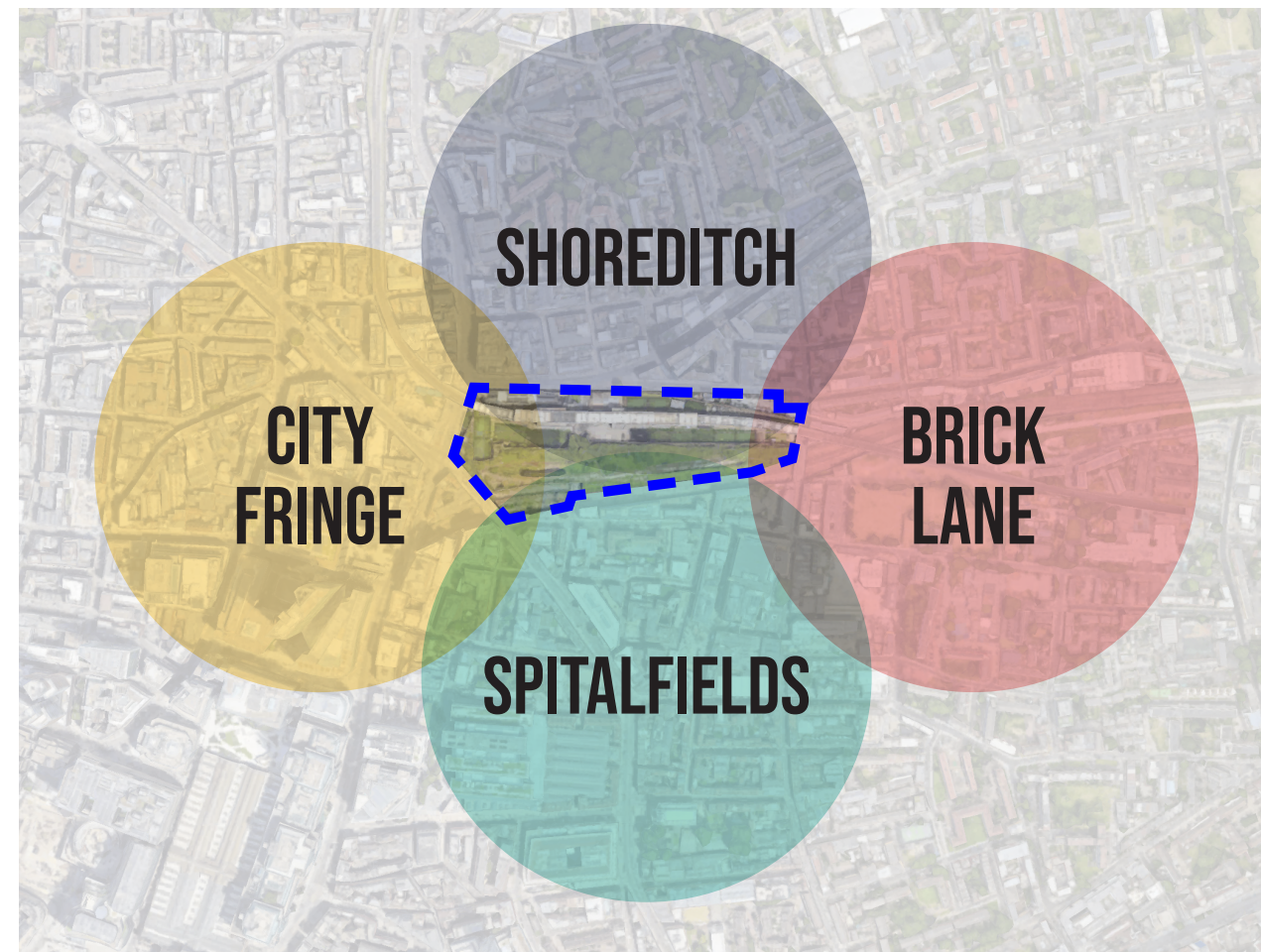
3.01 SITE LOCATION

The site subject to the outline permission is bound by Bethnal Green Road to the north, Shoreditch High Street to the west, Brick Lane to the east and the main line railway/ Commercial Street to the south.

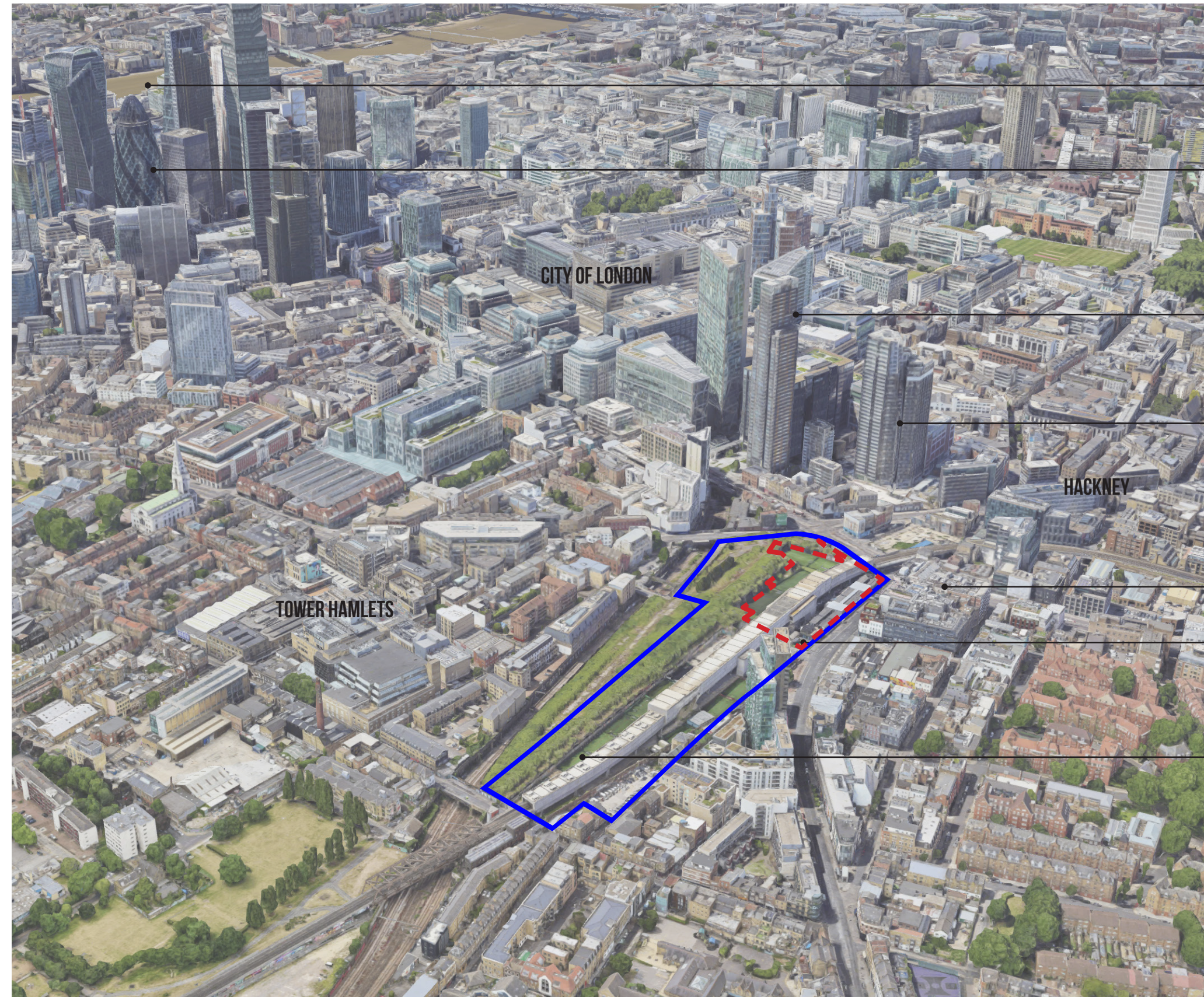
The masterplan boundary is at the intersection of four neighbourhood character areas, which each provide differing building typologies and scales.

Plot 1 is a parcel of land that relates to two of these character areas - the City Fringe and Shoreditch.

It is located at the prominent junction of Bethnal Green Road and Shoreditch High Street - to the north western corner of the masterplan site.



The Site - Four neighbourhood context



The Goods Yard, view from North East

- Masterplan Site Boundary
- - - Goodsyard Plot 1

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