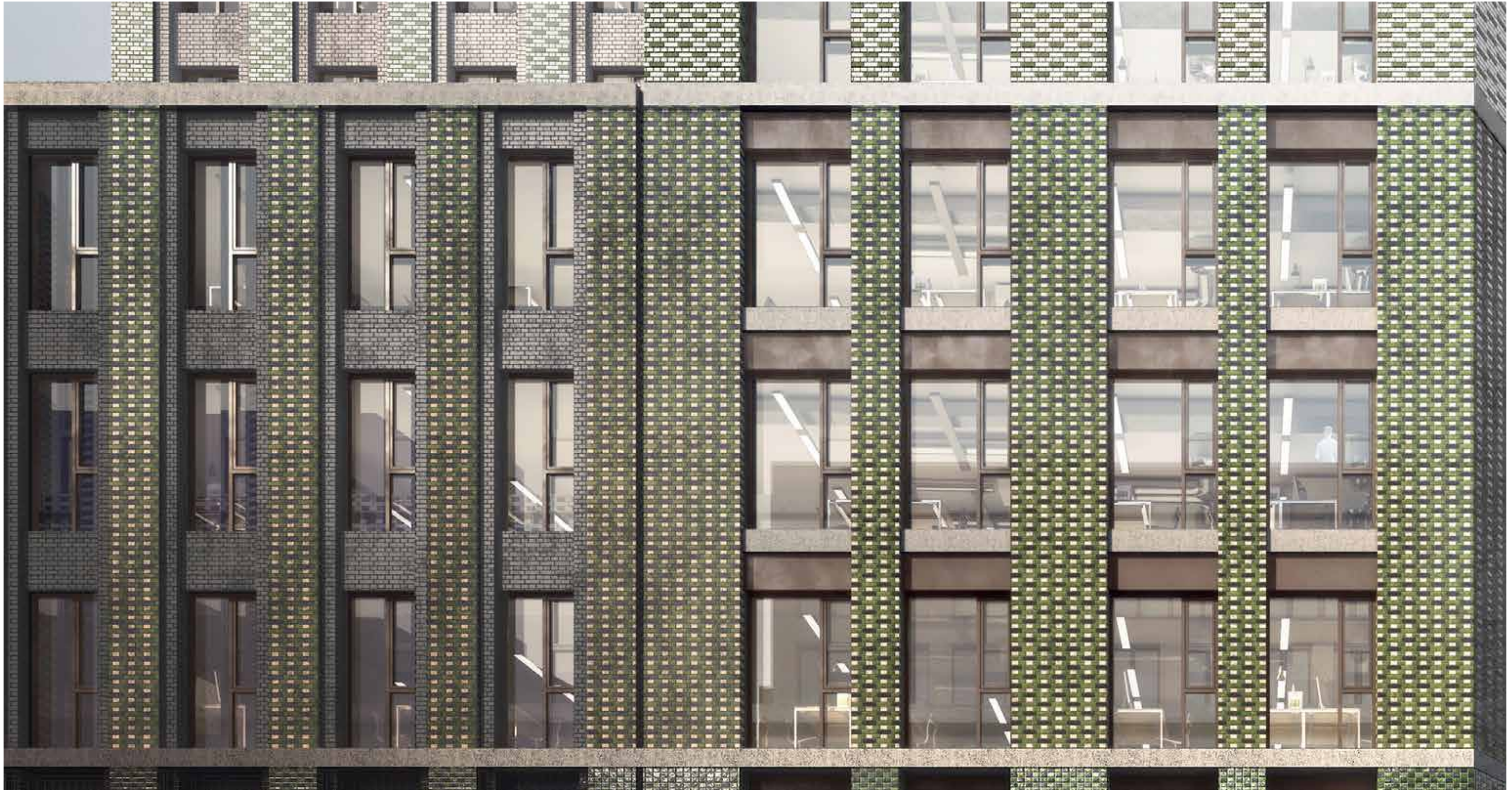


Development House

Design and Access Statement



**ALLFORD
HALL
MONAGHAN
MORRIS**

Melvale Holdings Ltd

June 2022

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Note

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1.0 Introduction

1.0 Introduction

1.1 Introduction

The site at 56-64 Leonard Street is within the London Borough of Hackney, a short distance from the borough boundary with the Borough of Islington. It is not within a conservation area, but does site in an area of land between the South Shoreditch Conservation Area and the Bunhill Fields Conservation Area on the South West corner of Leonard Circus.

It is currently partially occupied by a 5, 7, 8 storey (plus lower ground) building on the corner of Leonard Street and Paul Street, currently in active, yet not fully occupied, B1 office use.

The site covers an area of approximately 0.11 hectares and is bounded by:

- Kiffen Street to the East;
- Adjoining empty site to the South;
- Leonard Street to the North; and
- Paul Street to the West

The original 1950's seven storey building (excluding rooftop communication mast) was developed in the 1970's as the current 'Development House' building and courtyard.

Immediately adjacent to the West and South of the site, away from Leonard Circus, are vacant plots (to the West is in use as an open car park) which have been undeveloped since the war. Development of these sites would re-establish the historical grain of the area and would benefit the setting of 56-64 Leonard Street.

On the other side of Paul Street, the buildings directly fronting Leonard Circus have been recently refurbished or redeveloped along with the public realm works to Leonard Circus itself.

The submitted application seeks full planning permission for the following;

“Demolition of existing office building (B1) and construction of new office building (B1) with flexible retail use (A1/A3) at ground floor, terraces and other associated works.”

The proposal is for a high quality office development that will regenerate the Site, contribute towards the local employment, deliver the objectives of the City Fringe Opportunity Area, and one that will have a lasting benefit to the local area.

Its important to note when reviewing the Design and Access statement that the scheme was originally granted planning permission in 2019 and in February 2020 a MMA was submitted and subsequently granted.

The modifications of the MMA responded to the consented 49-51 Paul Street hotel and sought to resolve minor relationships between the two buildings' massing and articulation.

The massing of the consented Paul Street hotel exceeded the height of the consented Development House proposal, when viewed from both Paul Street and Kiffen Street. The stutter in the massing that resulted, compromised the ascending building height as the urban block approaches Leonard Circus.

The proposed adjustment of Development House at levels seven and eight reinstated a clean crescendo of the buildings towards the Circus, and removes the unresolved blind, north-facing flank wall of the hotel, a result of the greater height of the consented 49-51 Paul Street consented scheme.

The massing and form for the current application does not change from the previously consented application and subsequent MMA to ensure the relationship with neighbouring hotel is cohesive.

The 2019 permission and the current application has been developed through a consultation process with officers at the London Borough of Hackney and members of its Design Review Panel.

Other statutory consultation has been undertaken through various engagements and with members of the public during an exhibition held in September 2017 and June 2022.



Aerial view of the Site (outlined in red) looking north

1.0 Introduction

1.2 Summary

PURPOSE

This Design and Access Statement has been prepared by Allford Hall Monaghan Morris Architects in support of the planning application for redevelopment of Development House.

SCOPE

This report responds to the requirements of the Town and Country Planning (Development Management Procedure) (England) Order 2015 which states that planning applications, with some exceptions, are to be accompanied by a Design and Access Statement that explains the design principles that have been applied to the development and illustrate how issues of access have been dealt with. It also explains how the LBH's adopted planning policies relating to access and those in the London Plan 2021 have been taken into account.

As is usual practice for major developments, a number of elements of the design, including particulars of the cladding, space planning, lighting, security and landscaping will be finalised at the detailed design stage and therefore will be either the subject of planning conditions to be agreed with the LBH or are not considered to be planning-related matters. Where these details are shown within the Design and Access Statement, they are included for illustrative purposes only.

This statement also draws upon the Commission for Architecture and the Built Environment (CABE) document 'Design and Access Statements; How to write, read and use them, 2006' and the Urban Design Group document 'Design and Access documents explained'. Paragraph 56 of the National Planning Policy Framework states that good design is indivisible from good planning.

This *Design and Access Statement* provides an explanation of the design development of the scheme, how it meets the requirements for good design and how arrangements for inclusive access have been considered.

Chapter *2.0 Site Context Analysis* describes the site and its context. It seeks to identify what aspects of the physical environment are important and how they have informed the design of the scheme.

Chapter *3.0 Process of Design* describes the consultation process that has taken place during the development of the project and it summarises who was consulted.

Chapter *4.0 Design Evolution* describes the evolution of the project and how the key feedback of the consultation process was addressed in the evolving scheme.

Chapter *5.0 Design Proposal* describes the design proposal for Development House.

Chapter *6.0 Access* provides a summary of the access provision to the site and the inclusive access principles adhered to within the development.

Chapter *7.0 Sustainability* provides a summary of the proposal's sustainability and energy efficiency strategies.

Chapter *8.0 Cleaning and Maintenance* describes initial cleaning, maintenance and plant replacement strategies for the proposal.

The appendices include supporting information regarding the scheme, including the planning application drawing list and area floor schedule.

Please note that unless specifically noted, all images and sketches are for illustrative purposes and are not verified views.

TERMINOLOGY

The following abbreviations have been used in the report:

CAZ	Central Activities Zone
GLA	Greater London Authority
LBH	London Borough of Hackney
OA	City Fringe Opportunity Area
TfL	Transport for London
POA	Priority Office Area
UKPN	UK Power Networks

1.0 Introduction

1.3 Project Team and Applicant

Melvale Holdings Limited has compiled an exemplary professional team to realise the opportunity offered by Development House.

Melvale Holdings Limited is the subsidiary of an experienced Singaporean development company, City Developments Limited, that is represented in UK by Dartmouth Capital Advisors Ltd and has appointed Allford Hall Monaghan Morris (AHMM) to design a proposal for the Development House site.

Through its wide range of projects and experience, AHMM is able to identify the opportunities in every site, budget and brief and pursue a pragmatic, analytic and collaborative working method to produce architecture that is responsive, intelligent and delightful.

AHMM in collaboration with the following team has developed the design and supporting material for this planning application:

Client:	Melvale Holdings Ltd
Client Representative:	Dartmouth Capital Ltd
Architect / Principal Designer:	Allford Hall Monaghan Morris Architects
Planning Consultant:	Avison Young
Townscape Consultant:	The Townscape Consultancy
Public Consultation Coordination:	KANDA Consulting
Structural and Civil Engineers:	Waterman Group
MEP Engineers:	Waterman Group
Sustainability Consultant:	Waterman Group
Transport Consultant:	Motion
Fire Consultant:	Marshall Fire
Daylight Sunlight Consultant:	GIA
Accessibility Consultant:	All Clear Design
Archaeology Consultant:	CFA Archaeology

1.0 Introduction

1.4 The Architects

Melvale Holding Ltd selected Allford Hall Monaghan Morris Architects (AHMM) through its representative in 2016. Melvale Holdings Ltd and AHMM have sought a high standard of design which has been maintained throughout the design development and the preparation of the detailed planning application.

AHMM are an award winning practice working across sectors both in the United Kingdom and internationally. AHMM strives to achieve the highest design quality, recognised by many awards including for the Westminster Academy, Kentish Town Health Centre, and Angel Building, and including the RIBA Stirling Prize 2015 for Burntwood School.

AHMM are based in the London Borough of Islington, close to the development site, and have considerable experience of working within Hackney. The images shown opposite outline a number of completed and under construction projects.



The Library at Willesden Green



The Tea Building



Angel Building



The White Collar Factory, Old Street



Leonard Street



Burntwood School



Adelaide Wharf



225 City Road (CGI)



Blossom Street (CGI)

1.0 Introduction

1.5 Project Brief

The project brief has been to create a high quality, sustainable and coherent office redevelopment of 56-64 Leonard Street, site of the existing building of Development House. The design is to stay true to the design intent and quality of the previously approved scheme in 2019, referred to in the report as the 2019 permission, but is updated to improve its sustainability credentials and bring it inline with the London Plan requirements.

The Site is in office use with a building that has a poor relationship with its surroundings. The existing building performs poorly in terms of sustainability and heat retention and now currently sits only two thirds occupied due to high service charges and management costs associated with the age and energy performance of the building.

Given the Site's location in 'Tech City', Shoreditch, the reasonably inefficient floor plates and current poor energy performance, an opportunity exists to demolish the existing building and redevelop a new scheme to provide a modern office block capable of better utilizing the footprint of the Site and activating the ground floor through the reinstatement of the building line to Paul Street and Leonard Circus.

A key part of the Client's brief has been to explore the potential to introduce activities at ground floor level, including affordable commercial floorspace and an integrated cafe space with the ability to contribute to the vibrancy of the local area.

An important part of the brief has been to provide an BREEAM 2018 'Excellent' development, including a circa 20% improvement in CO₂ emissions over Part L 2021/ 2022 building regulations.



Aerial View looking South

2.0 Site Context Analysis

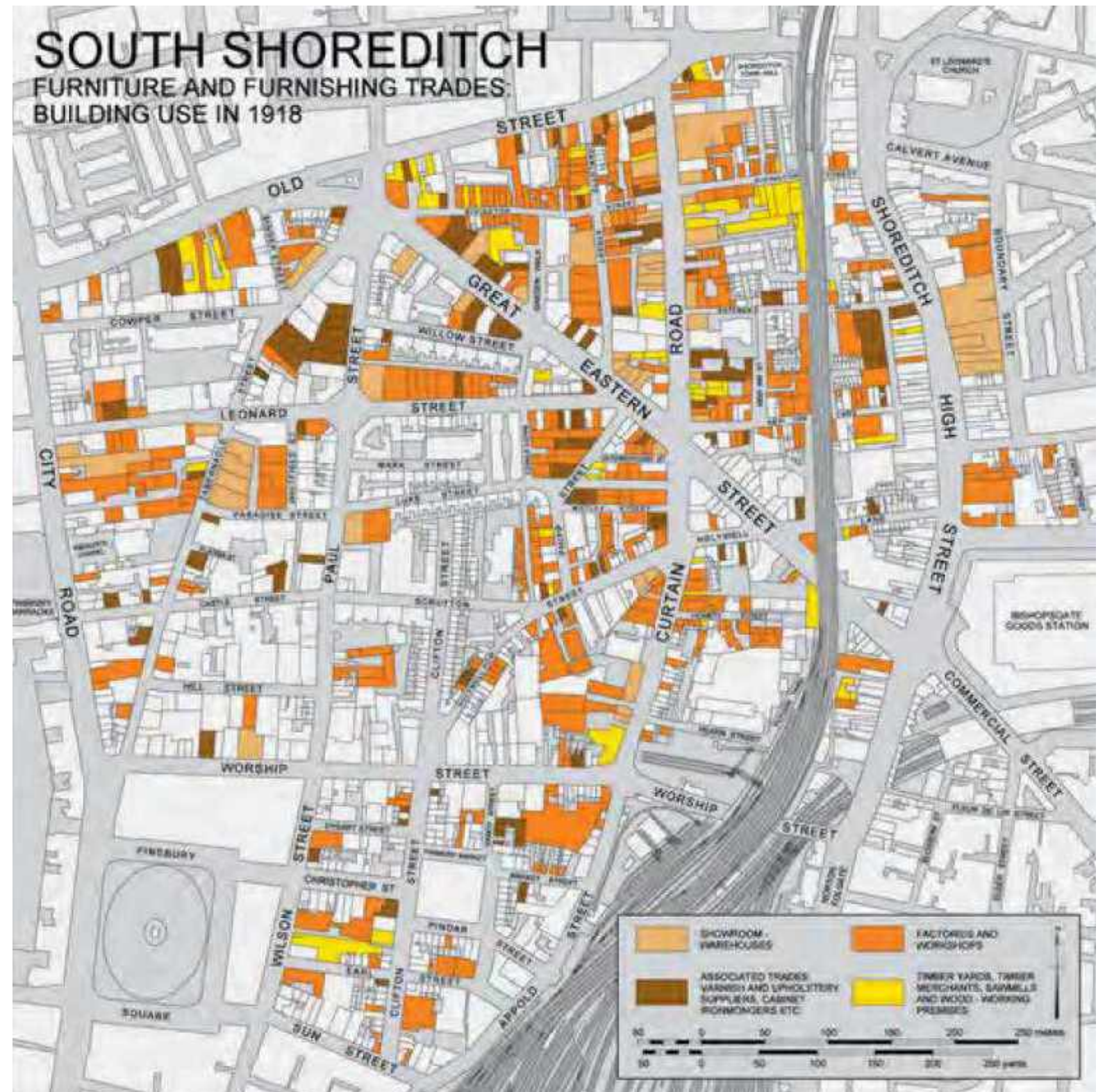
2.0 Site Context Analysis

2.1 Site History

The map of building use on the right shows the high concentration of furniture-related and related activities at the beginning of the 20th Century. This is the moment in the history of the area, when the small manufacturers and their supplier occupied almost every building and the small subdivision of the residential terrace houses is being replaced by the larger blocks of the warehouses.

The diamond shape of Leonard Circus (formerly Leonard Square) is visible on the top left side of the map, recently completed by the construction of the convent and hospital of St Mary of the Cross in St Michael complex, on the south east corner and Victoria House on the north-east corner.

The north and east side of Development House site is shown as occupied by 'workshops' and 'associated trades' of Blade, East & Blade, a firm of printers originally employing steam powered rotary printing presses. The company left the building at the end of the 60's.



Shoreditch Warehouses 1916 Map from 'Behind the Veneer, English Heritage 2006

2.0 Site Context Analysis

2.1 Site History

THE CREATION OF THE CIRCUS

The Horwood's plan of London 1792-99 shows for the first time the recently completed Leonard Street and Paul Street, and the urban form taking shape from the subdivision and development of the open fields of St Leonard Shoreditch Parish.

In the Ordnance Survey, 1872, the diamond shape of Leonard Square and the subdivision and development of St Leonard Shoreditch Parish in the street patterns of the modern day are almost completed.

By 1913 Leonard Square is completed and the small grain of the residences have evolved in the larger grain of the warehouses buildings, following the development of South Shoreditch as a centre of production and commercial heart for the English furniture industry. The warehouse typology is still defining nowadays the architectural character of Shoreditch.

The urban morphology of Development House site has as well changed many times since it was originally part of a complete block of terraces, presenting a continuous frontage to the surrounding streets. In the early 1900's, following the industrialisation of the area, the buildings were developed as warehouses.



Ordnance Survey, map of South Shoreditch 1913



Horwood's plan, map of South Shoreditch (1792-99)



Ordnance Survey, map of South Shoreditch 1872

2.0 Site Context Analysis

2.1 Site History

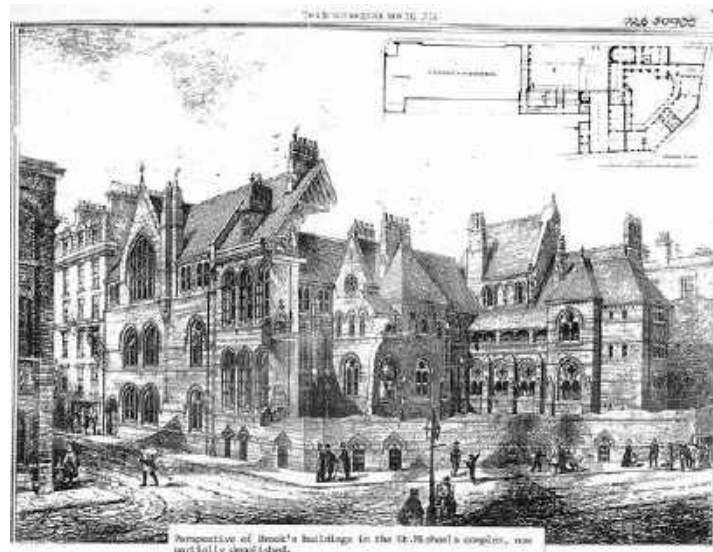
THE CREATION OF LEONARD CIRCUS

1865 saw the completion of the St Michael's and All Saints Church, by the architect James Brooks. This is to the East of the Site along Leonard Street and was occupied by an architectural salvage company from the 1979 until 2007. In 1867-68, Brooks then completed the group of buildings with the Convent of St Mary of the Cross in 1870-75.

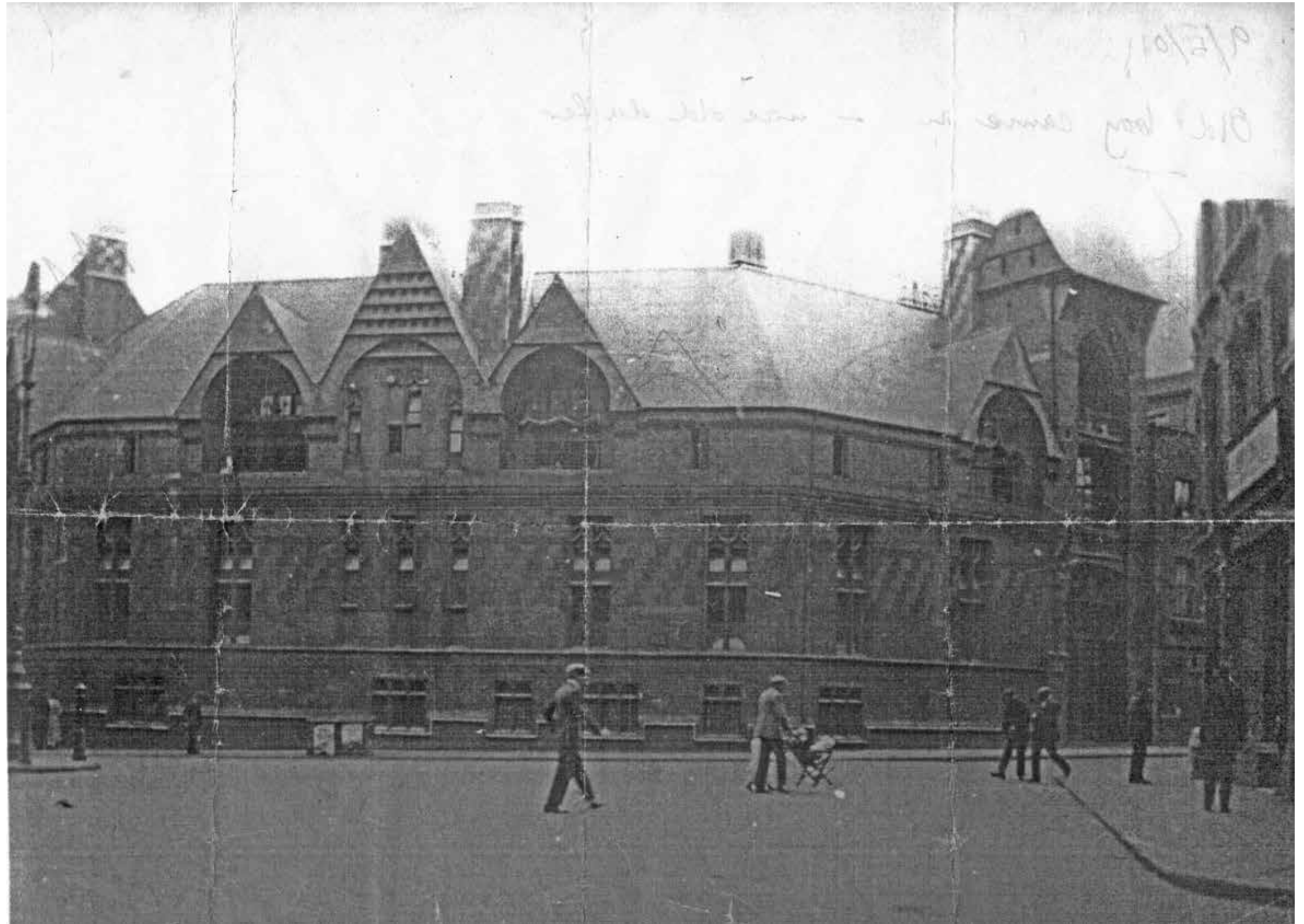
In the years 1880-81 JD Sedding added the front block entrance in Leonard Street to the Convent of St Mary of the cross, completing the diamond shape of Leonard Square.

The front of the building on Leonard Square was enriched by the treatment of the its top and a mix of double and triple bays carved on the facade. The building was demolished in 1956 to be redeveloped as warehouse.

The site now occupied by Development House is visible on the right end side of the larger image. A public house held the South Western edge of the Circus (as opposed to now where the current building is set back away from Paul Street).



St Michaels church and convent with hospital of St Mary of the cross



The convent with hospital of St Mary of the cross fronting Leonard Square, photo of Shoreditch at the beginning of the 20th century

2.0 Site Context Analysis

2.1 Site History

WORLD WAR II DAMAGE

During the second world war, extensive bomb damage occurred to the north and west of the site and to the block across Leonard Street road, as shown in the two photos on the right.

The extent of the clearance of these site has led to development of area in the 50s & 60s leading to a dilution of the Victorian grain around Leonard Circus.



Aerial View of the Site from the South Indicating the Extent of II World War damage



Aerial View of the Site from the West Indicating the Extent of II World War damage

2.0 Site Context Analysis

2.1 Site History

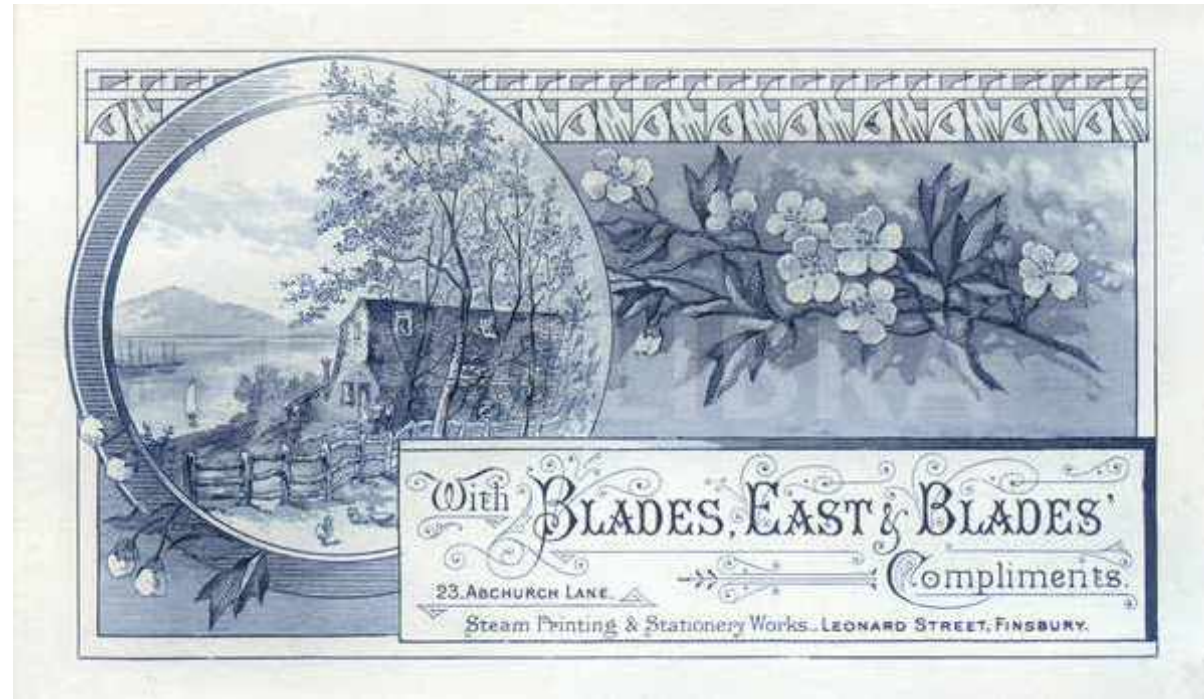
THE 50'S BUILDING

In the 50's, the building was rebuilt as warehouses.

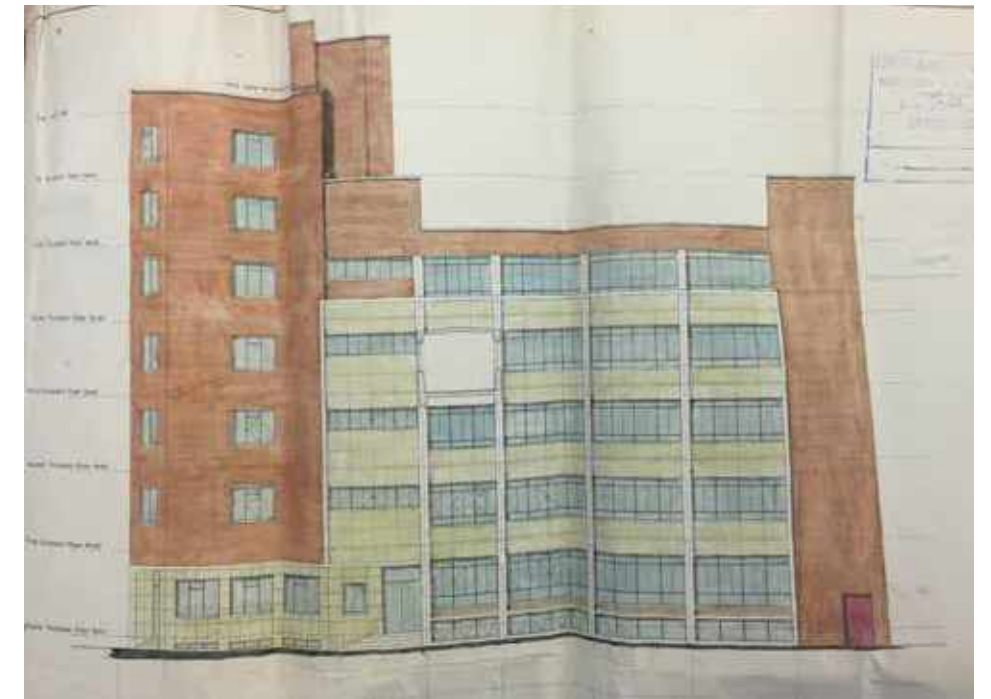
The historic plans and elevations show a massing similar to current existing building, with 9 floors above ground. On the south-east, the building steps down to only 2 floors above ground. Sky lights are shown on the roof of the lower volume. The plans mention a public house building on Leonard Circus corner. The materials noted on the elevations are a mix of red bricks and white glazed bricks,

A report entitled 'Town and Country Planning Act 1971, Town and Country General Development Order 1977, Catherine House, 56-64, Leonard Street, London, EC2, Hackney Reference: TP/14665/GR gave an insight into the site's previous land use.

The site was occupied in 1952 by Blades, East and Blades Ltd with the site's industrial activity being a Printing Works (Red lines).



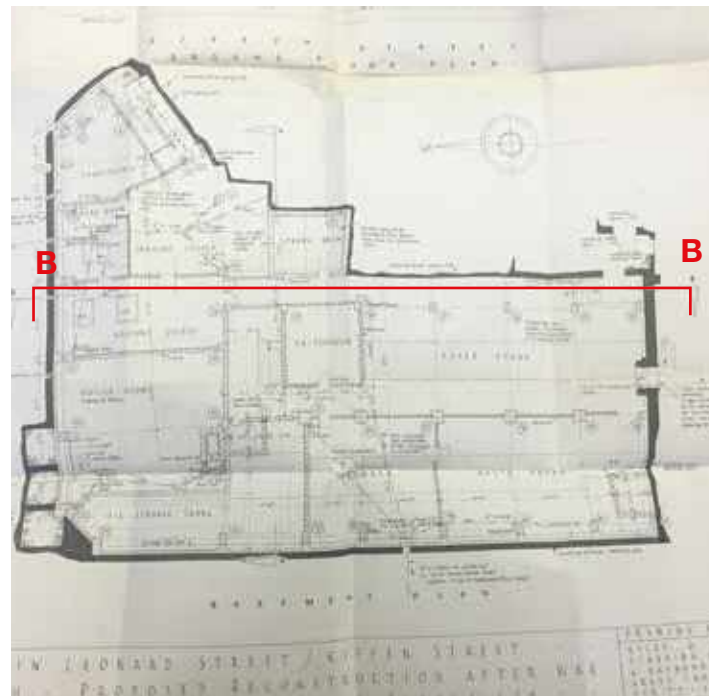
Blades, East & Blades logo found on Development House site



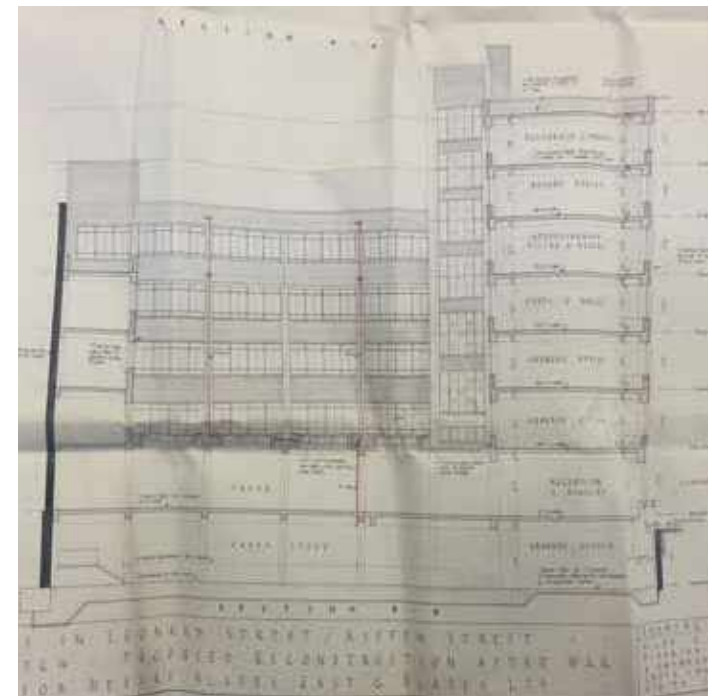
Original 1950's Building Facade, Paul Street



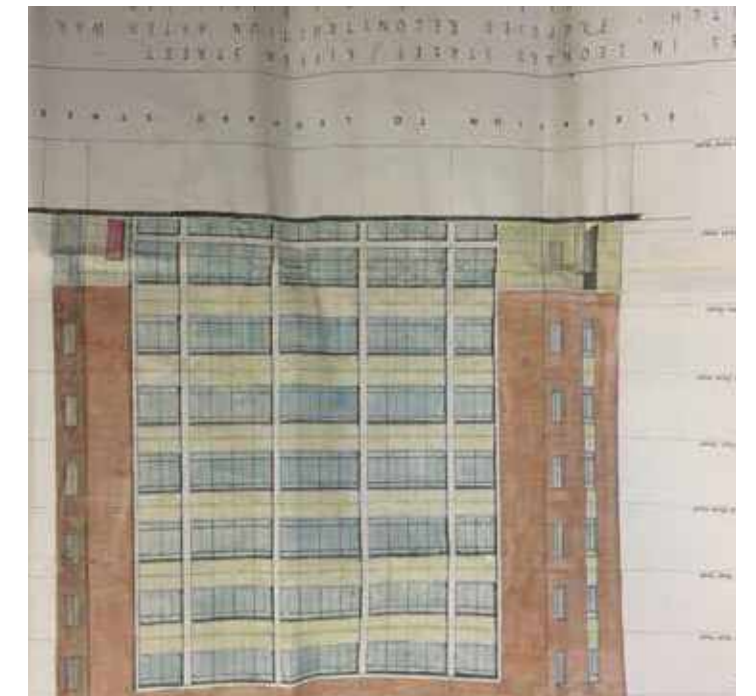
Red line shows the buildings occupied by Blades, East and B buildings in the 1952



Original 1950's Building Plan



Original 1950's Building, Section BB, as show on the plan to the left



Original 1950's Building Facade, Kiffen Street

2.0 Site Context Analysis

2.1 Site History

70'S DEMOLITIONS AND RE-CLAD

In 1972 the buildings marked in yellow in the plan below were demolished. The assumed works of the building left standing is thought to be ancillary offices to the printing works of Blades, East and Blades Ltd.

In the same period the public house was demolished and planning was given to the creation of the sunken courtyard, provision of a service area, and erection of refuse store, goods lift and resiting of external fire escape staircase. In the photo top right the party wall made visible by the demolition of the 49-51 Paul Street. The photo bottom right shows the sunken courtyard and the loading bay, result of the partial demolition of Development House building.



1960



View from Leonard Circus of the gap left by the demolitions.



Maps taken from 'London Borough of Hackney, Town and Country Planning Act 1971, Town and Country General Development Order 1977, Catherine. In yellow the buildings demolished in 1972



Present



View of the sunken courtyard created by the demolition of part of the 50's building

2.0 Site Context Analysis

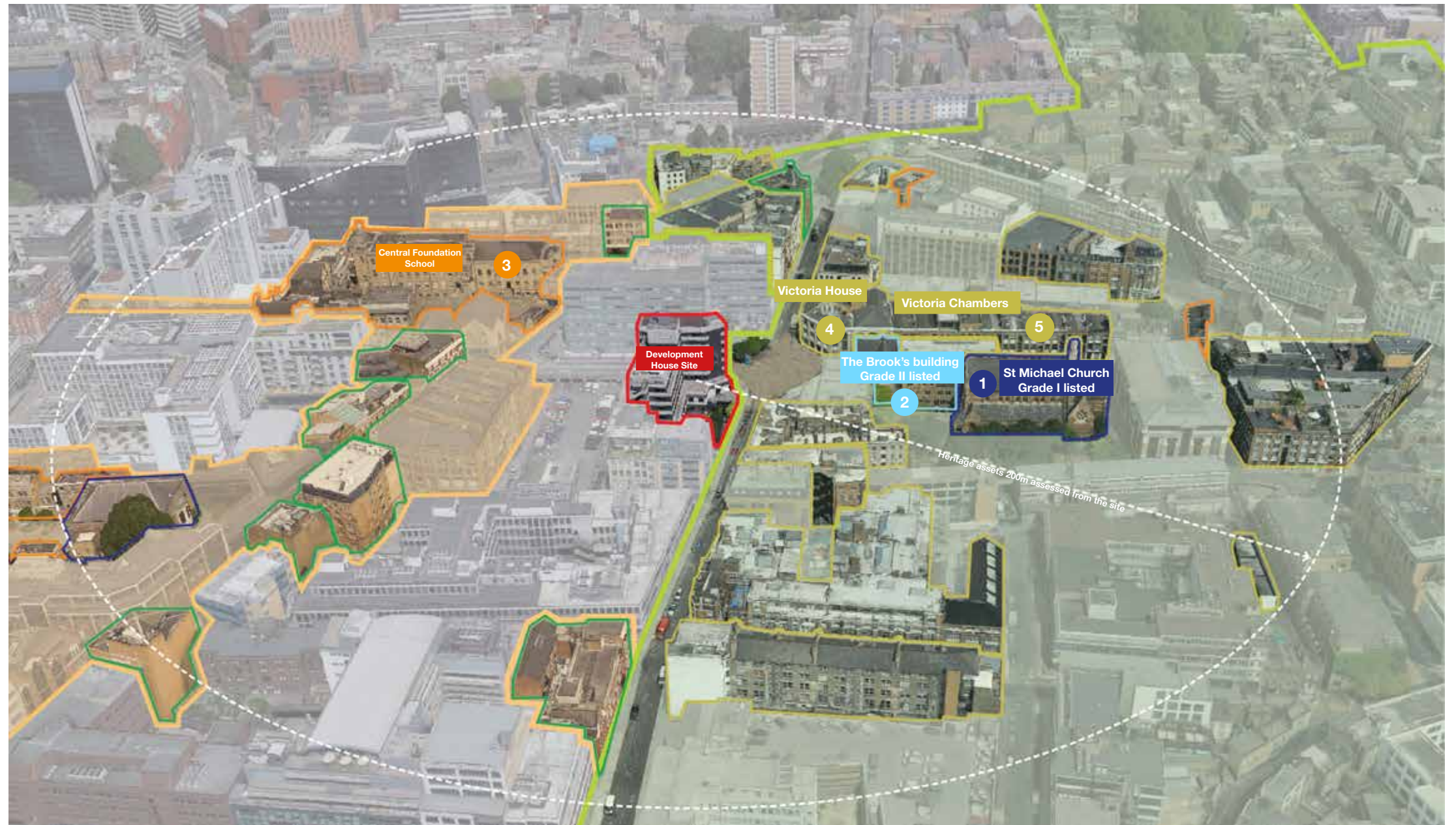
2.2 Conservation Area and Listed Building Context

HERITAGE

The area surrounding the site comprises predominantly late 19th century workshop and warehouse buildings, many of which have been refurbished, as well as post-war infill commercial blocks. Larger workshop buildings are concentrated along the main, wider routes whilst the smaller, narrower streets have smaller scale buildings. There are areas of later development interspersed between these, including post-war and more recent buildings. The general pattern of narrow streets limits visibility within the area.

The Site is located close to the South Shoreditch Conservation Area and there are some listed and locally listed buildings in the wider area. It is not, however, a heritage sensitive site and sits in an area lacking a distinctive character, excluded from the conservation areas either side. The Bunhill Fields and Finsbury Square Conservation Area (London Borough of Islington) lies to the west.

The closest listed buildings are the Church of St Michael, St Michael's Church School and the Clergy House to the east of the Site. Listed buildings in the area surrounding the Site are shown on the map on the left and images overleaf.



Aerial view showing Heritage assets within 200m radius

- South Shoreditch Conservation Area
- Bunhill Fields and Finsbury Square Conservation Area
- Building of Townscape Merit
- Grade I listed building
- Grade II* listed building
- Grade II listed building
- Locally listed building
- 56-64 Leonard Street site

2.0 Site Context Analysis

2.4 Conservation Area and Listed Building Context

The London Borough of Hackney identifies buildings of townscape merit in the South Shoreditch Conservation Area Appraisal.

The Site, on a prominent junction in an area where redevelopment is ongoing, provides the opportunity to reinstate the historic building line at this part of the junction, and provide a new high quality building that celebrates Leonard Circus and enhances the wider townscape character.

This application is supported by the detailed analysis and conclusions of the *Townscape, Visual Impact and Heritage Assessment* compiled by Peter Stewart Consultancy and included as part of this submission.



1 Church of St Michael, by James Brooks, grade I listed building



2 St Michael church School by James Brooks, grade II listed building



3 Central Foundation School for boys, grade II listed building



4 View of Victoria House from Leonard Circus, building of townscape merit



5 Victoria Chambers, building of townscape merit

2.0 Site Context and Analysis

2.5 Wider Analysis and Emerging Context

The area around South Shoreditch and the city fringes is undergoing significant transformation.

The image to the right shows the developments near the site that have been recently completed, received planning permission or have a planning application pending a decision. All new implementation have added a number of storeys to the original massing of the historic buildings in their site.

The images to the right show the development around Leonard Circus.

17 CLERE STREET

The building is part of the same block of Development House and it is located to the south.

Fourth and fifth floors extension added for use as a three bedroom residential maisonette with associated roof terraces. C3. Two storeys were added through the re-development of the site.

62 PAUL STREET

Five storeys above ground mixed use building (A1, A3, D1, C3). It was granted permission in 2011.

Three storeys were added through the re-development of the site. The building is directly fronting Development House on the other side of Paul Street.

The intervention have removed the existing patrol station at the same address and reinstated the original historic block. Work is now complete and building in use

64 PAUL STREET (VICTORIA HOUSE)

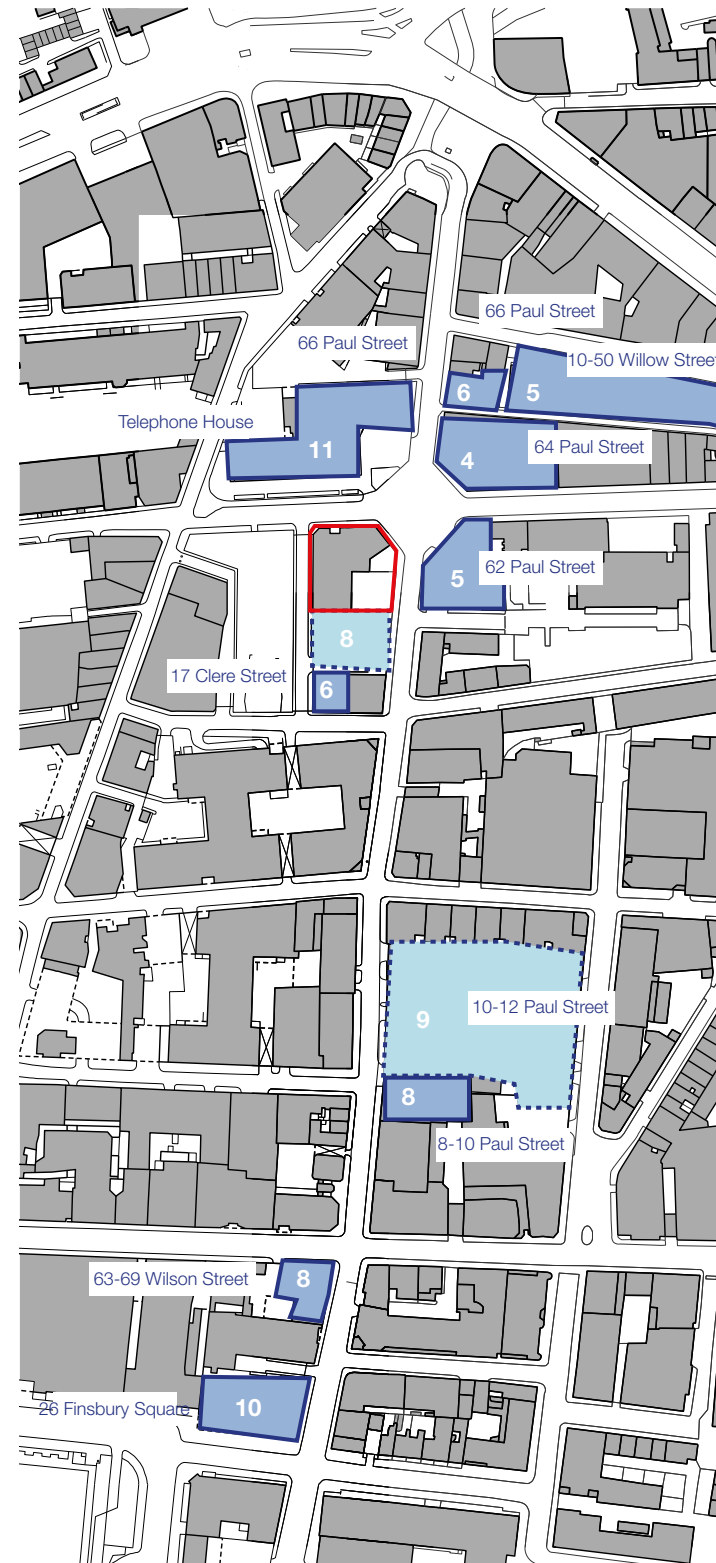
Permission granted in 2015 for the refurbishment of Victoria House building and addition of a fourth floor set-back. Work is now complete and building in use

66 PAUL STREET

Six storeys mixed use building (B1, A1, A3, C3). It was granted permission in 2011. Two storeys were added through the re-development of the site. Work is now complete and building in use.

TELEPHONE HOUSE

Planning decision is pending for this site directly to the north of the site and proposes the demolition of the existing building and the erection of a building of ten storeys in height, comprising office accommodation, retail space and event space.



Implemented and consented applications and No of storeys



17 Clere Street, Residential



62 Paul Street



64, 66 Paul Street and 10-50 Willow Street



Telephone House

2.0 Site Context and Analysis

2.5 Wider Analysis and Emerging Context

The images on the right show the other implemented buildings along Paul Street. Their heights are shown on the map on the left page and range between 8 and 10 storeys.



28 Finsbury Square



12-20 Paul Street / 83-105 Clifton Street



63-67 Wilson Street



8-10 Paul Street

2.0 Site Context and Analysis

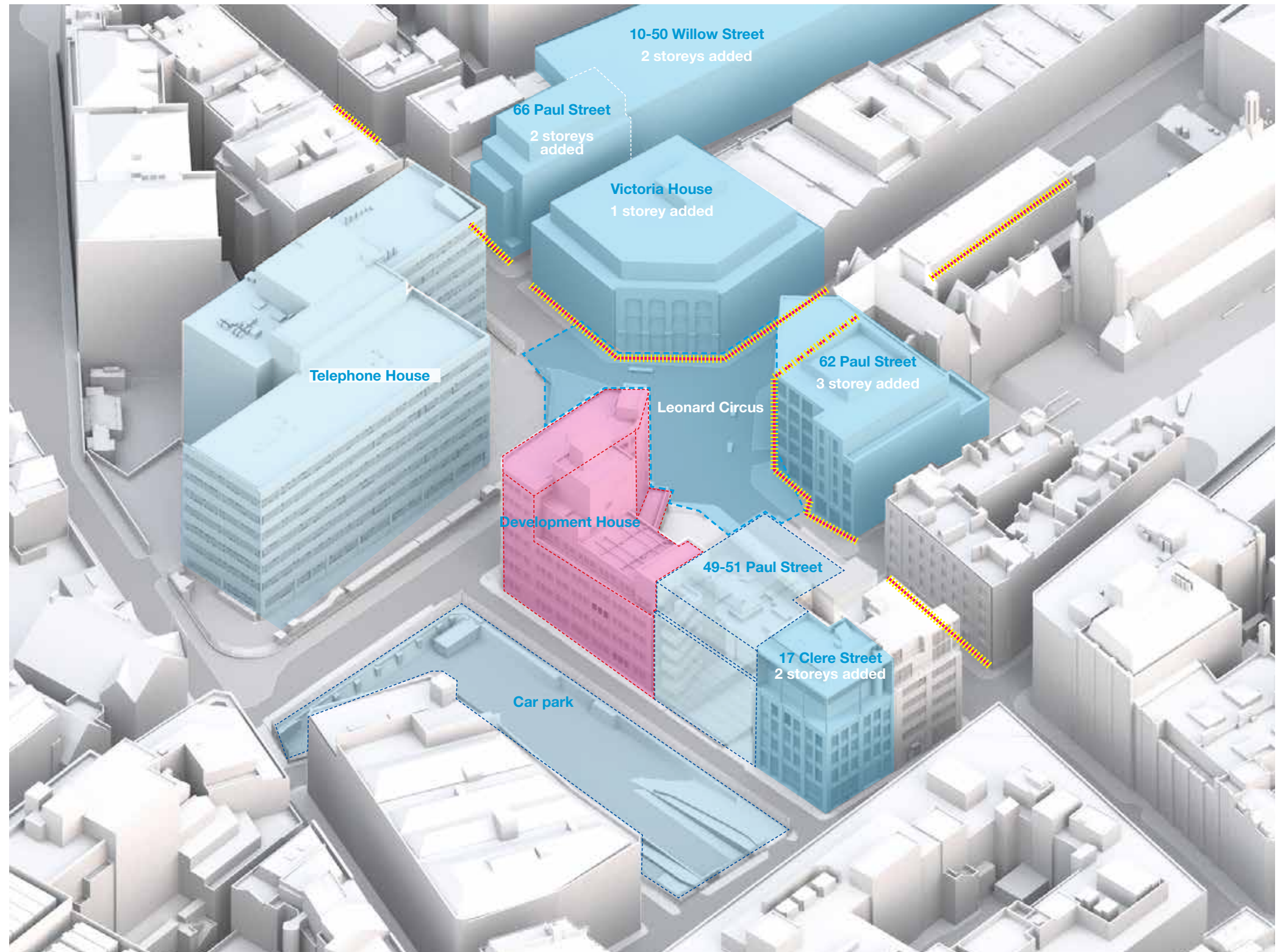
2.5 Wider Analysis and Emerging Context

The axonometric opposite shows consented and pending developments and site in the immediate vicinity of the site.

As described in the previous pages, all the recent implemented developments in the area have added a number of storeys, including the interventions in the South Shoreditch Conservation Area.

Apart from the application for the 49-51 Paul Street, currently under construction and Telephone House planning pending, the other implemented buildings that have been completed are positively contributing to the regeneration of the area and the node around Leonard Circus.

The active frontage around the Circus is now continuous on the east side of Paul Street, with A1 and A3 activities introduced at the ground floor of the 62, 64 and 66 Paul Street.



CGI Aerial view showing implemented and consented buildings in the closer context with number of storeys added through the application

2.0 Site Context and Analysis

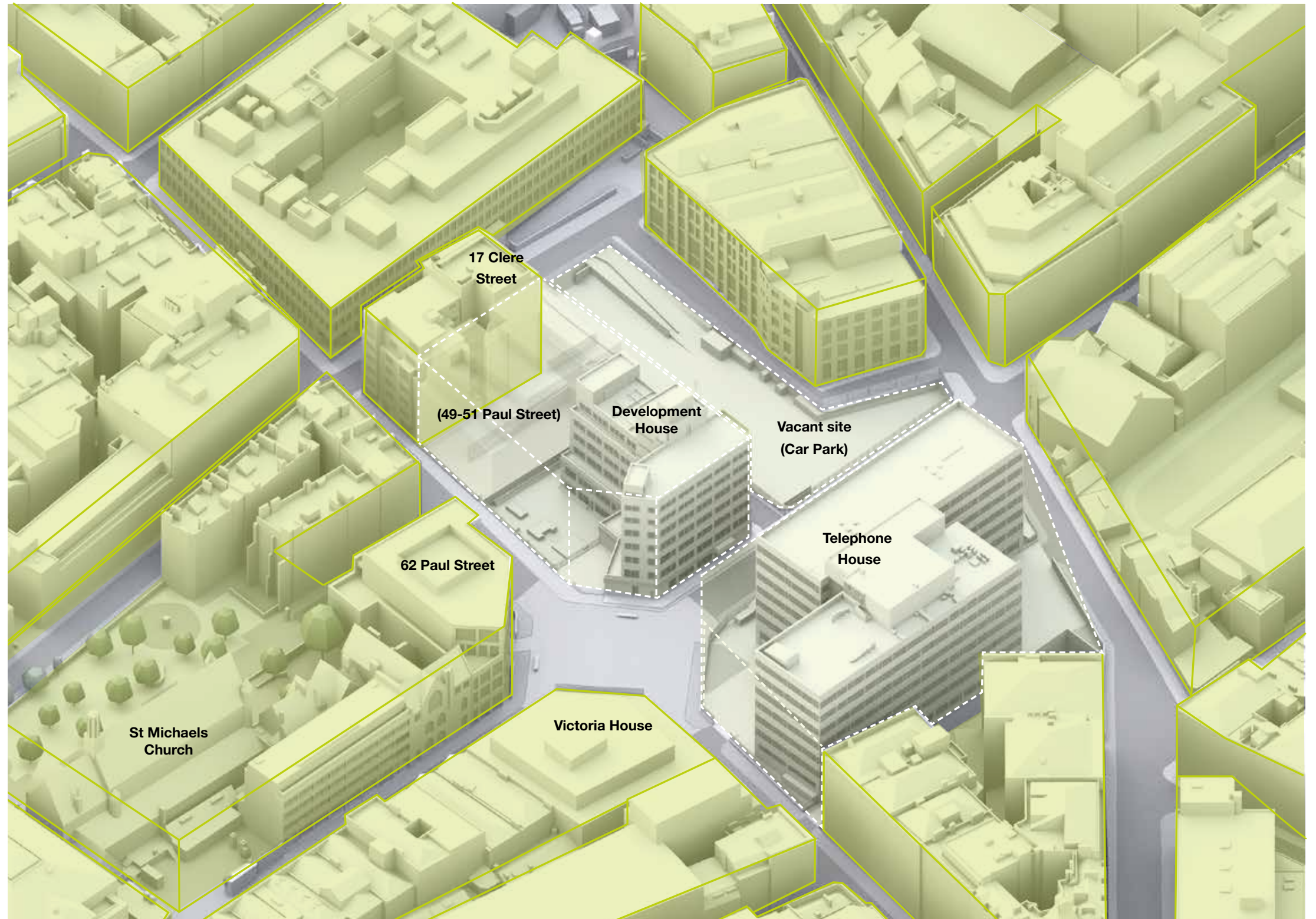
2.5 Wider Analysis and Emerging Context

The development of 62 Paul Street have reinstated the historic urban form, completing the block broken by the demolition of St Mary of the Cross Convent and Hospital in 1959. with the proposed Telephone House to the North of the site responding to its prominent corner position and realigning to the circus.

The re-development of Development House would offer the possibility to reinstate the block and the missing corner of the Circus and to contribute to the extension of the active frontage around Leonard and Paul Street.

Key:

-  Completed blocks
-  Broken blocks



CGI showing completed and broken blocks in the area

2.0 Site Context and Analysis

2.6 Surrounding Uses and Heights

GROUND FLOOR USES

The existing ground floors of the buildings surrounding the site are mainly occupied by office activities, but all the recent developments have introduced retail, bar or restaurant activities in the common effort to activate the frontages along Paul Street.

The existing building of Development is part of a sequence of building to the West of Paul Street with no active frontage or positive relationship with the Public Realm.

Key:

-  Derelict
-  Cultural / civic
-  Residential
-  Commercial - Office
-  Commercial - Retail
-  Commercial - Bar / Restaurant
-  Commercial - Hotel



Context – Surrounding Building Uses

2.0 Site Context and Analysis

2.6 Surrounding Uses and Heights

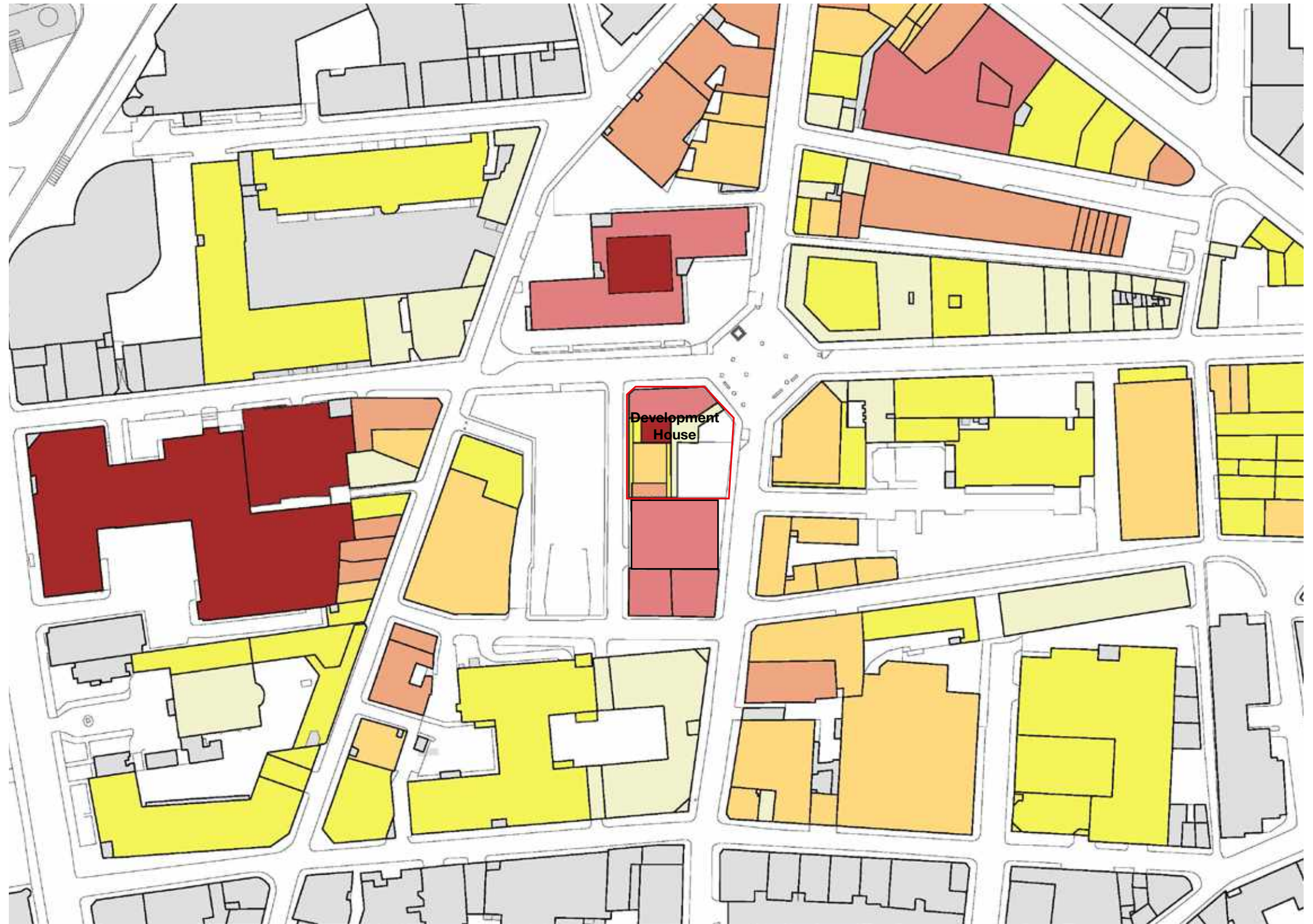
BUILDING HEIGHTS

There are a variety of building height in the area surrounding the site, although heights up to four/five storeys are most typical.

The heights of the buildings to the East of the site, inside the conservation area, are consistently lower than the levels to the west of Paul Street which rise towards City Road.

The last consented developments, including the ones in the conservation areas, are consistently increasing the original heights of the previous existing buildings.

Key:



Building Heights Existing

2.0 Site Context Analysis

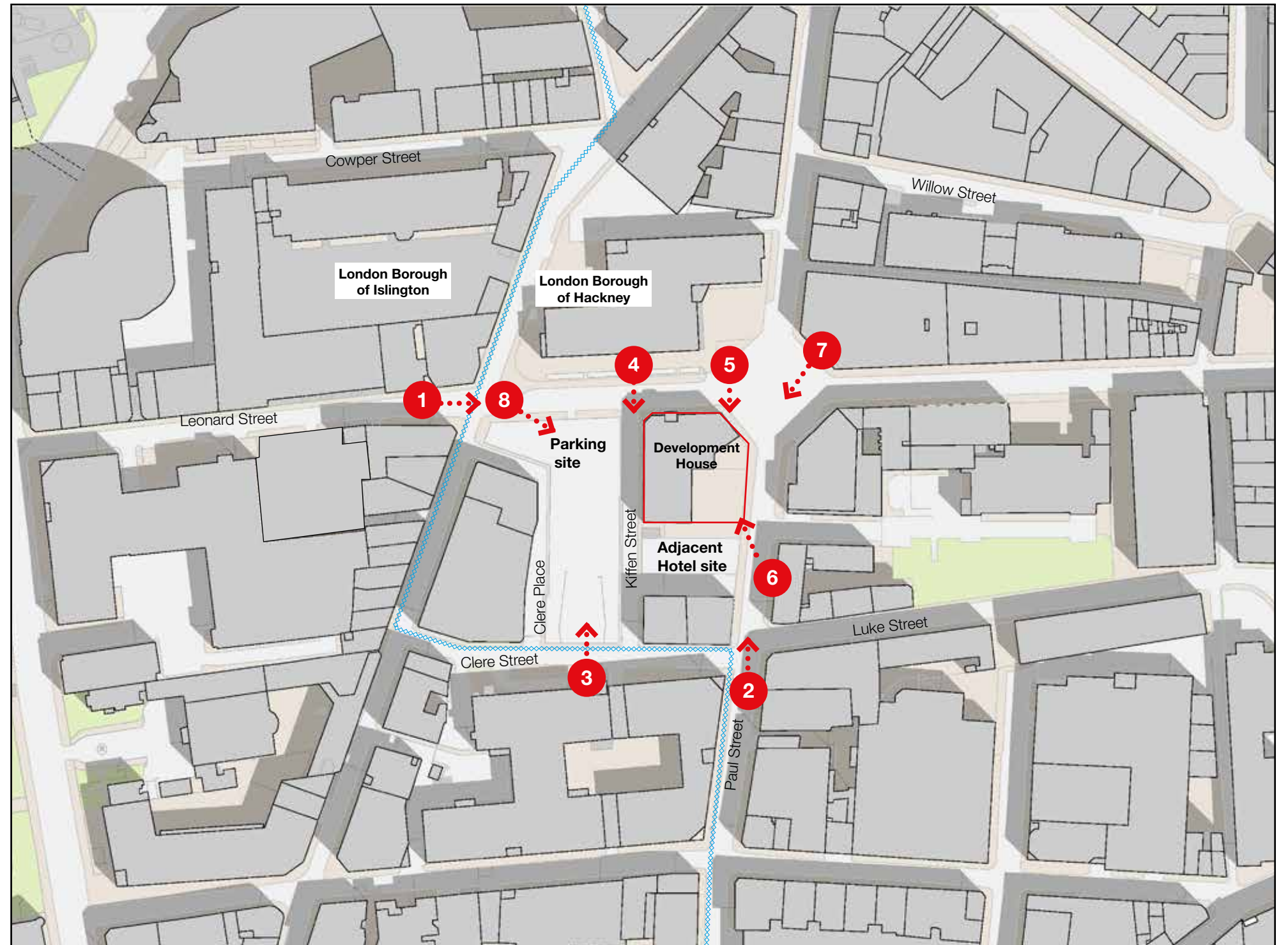
2.7 Existing Building

The site is located at an important local node within the South Shoreditch area. It is at the intersection of Leonard Street and Paul Street and occupies the South West corner of Leonard Circus.

The existing building is located towards the north and west side of the site, running parallel to Leonard and the private road, Kiffen Street. A sunken courtyard occupies the south and east part of the plot.

The site directly in front of the building on Kiffen Street is currently underdeveloped and occupied by a parking.

The plot closing the block to Clere Street is occupied by two residential buildings.



Site Location Plan

 Borough Boundary

 Site boundary

 Site photos



2.0 Site Context Analysis

2.7 Existing Building



1 View of the existing building from Leonard Street looking East



2 View of the existing building from Paul Street looking North



7 View from Leonard Circus looking towards Leonard Street West and Paul Street South



3 View of the existing building from Clere Street looking North



4 View of Kiffen Street entrance from Leonard Street



5 View of the existing building frontage on Leonard Circus



6 View of the existing building's sunken courtyard



8 View from Leonard Street looking towards Kiffen Street

2.0 Site Context Analysis

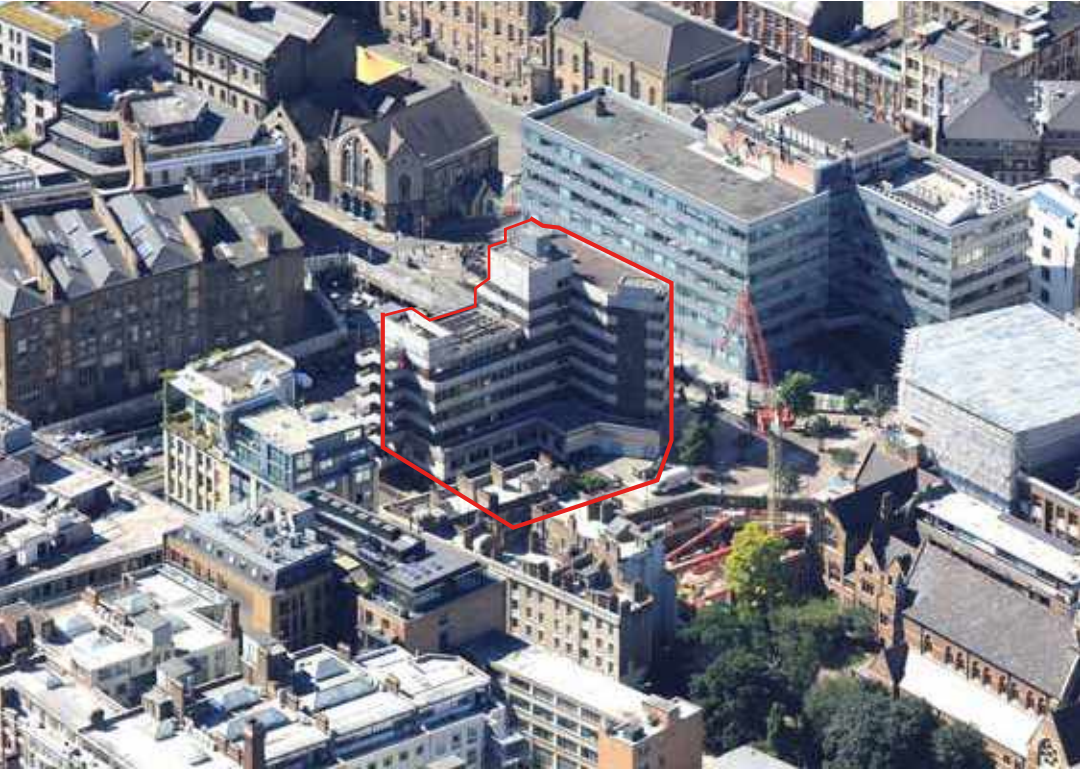
2.7 Existing Building

EXISTING BUILDING ASSESSMENT

A number of assessments were undertaken on the existing building as to its performance relative to the project brief requirements. These assessments raised a number of key issues with regards to the viability of the re-use of the existing building in its current form for the current tenant occupier office market, namely:

- Ground floor levels negating options for active frontages to Leonard Circus.
- Inefficient floor plates and irregular space planning modules for modern tenancies and occupation.
- Restrictive floor to floor heights, typically 3.2 metres.
- Restricted choice of refurbishment heating and cooling systems as a result of the floor to floor heights.

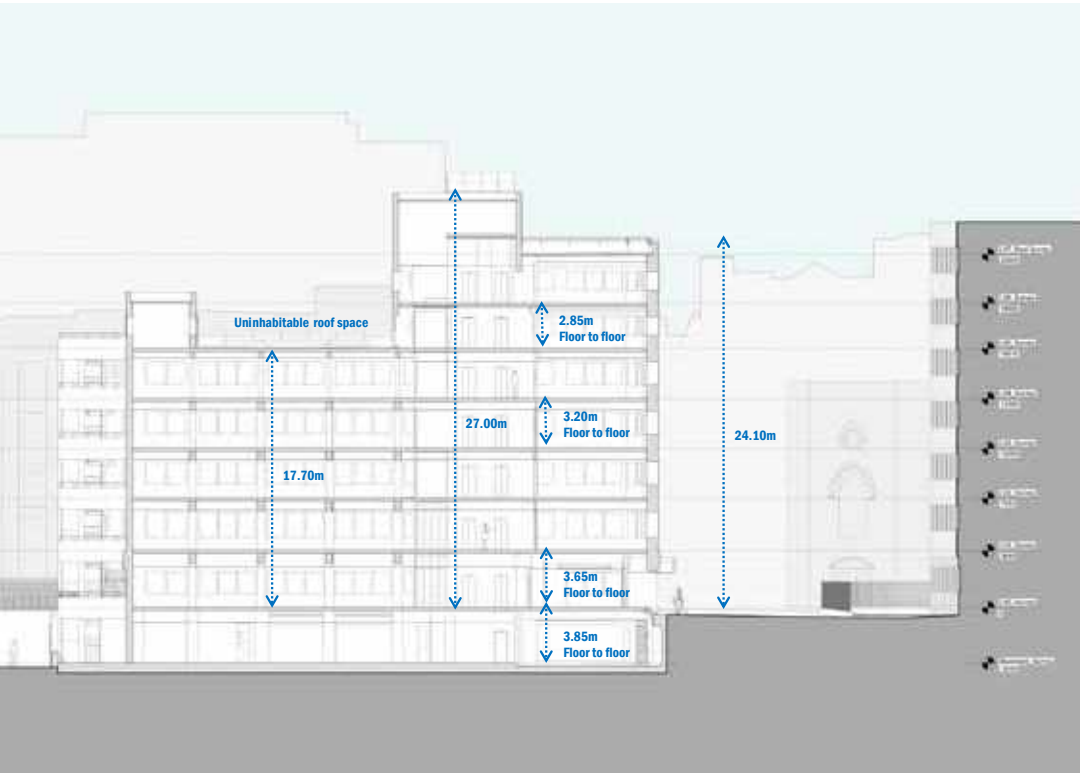
Furthermore, any strategies for maximising site usage and provision of additional area, and for any significant structural works were considered to be prohibitive. It became evident that meeting the project brief and its aspirations through the retention of the existing building could not be achieved – primarily due to structural and servicing inefficiencies.



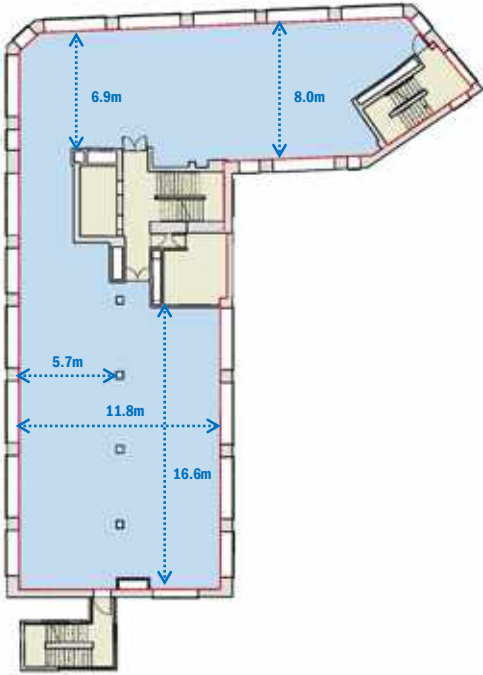
Development House, Aerial View from South-East



Existing Building Typical Floor



Existing Building Section



Typical Floor Plan L01-L03

2.0 Site Context Analysis

2.7 Existing Building

RELATIONSHIP WITH EXISTING PUBLIC REALM

The existing building presents largely solid, or inaccessible, façades to the street. The building ground floor facade is mainly represented by a blind wall with no openings, completely isolated from the newly redeveloped Circus and denying any relationship with it.

The sunken courtyard at the lower ground is only accessible from the adjoining site via a steep ramp, and fenced and inaccessible to the public.

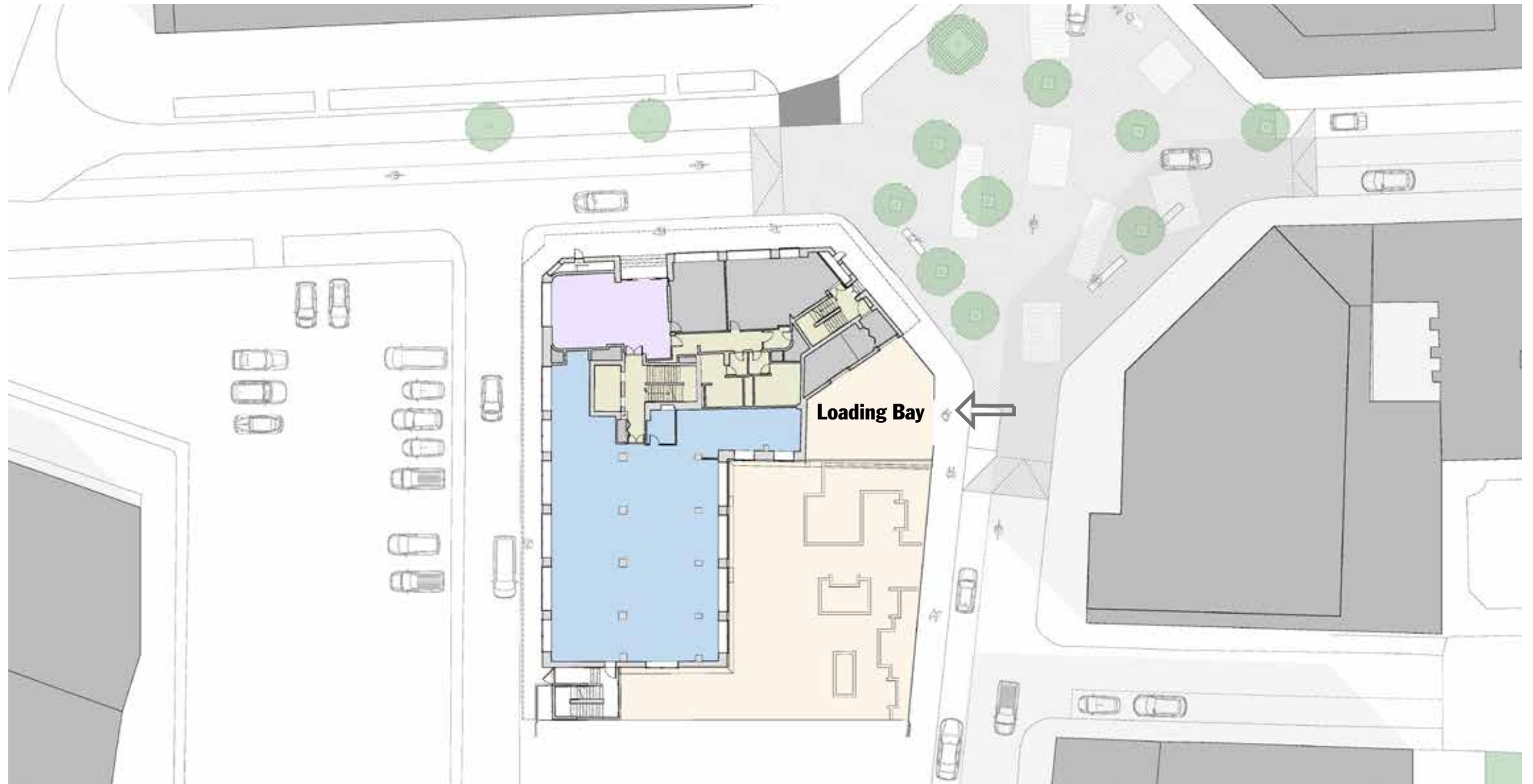
The main entrance of Development House is located on Leonard Street. The full height glazed entrance lobby extends beyond the typical building line and is defined by a cantilevered canopy above. Externally, steps are provided to overcome the 360mm difference in level between the public pavement and the Ground Floor of the building.

In general, the main entrance is understated and lacks scale, primarily due to the constraints of the existing building envelope and surrounding context. No disable access is provided.

Service access to the site is to the front of the building via a loading bay on Paul Street next to Leonard Circus, allowing vehicle access for maintenance, refuse storage and an existing UKPN substation. The building has the right to 24h access for all purposes from the private Kiffen Street to the west of the site.

This is used to access the secondary entrances for services provided to the lower ground floor via the sunken courtyard.

Kiffen Street does not have a key role in the existing building's servicing strategy. However, the intention in the new proposal to utilise the private road for the waste management taking this function off the public highway.



Ground Floor Analysis



View from Leonard Circus



Service entrance at Ground Floor - View from Leonard Circus



Existing entrance from Leonard Street

2.0 Site Context Analysis

2.8 Local Character

LOCAL CHARACTER

The inspiration for the proposals draws on the strong industrial heritage that exists in this part of Hackney which is still evident today.

The South Shoreditch Conservation Area Appraisal describes the architectural character of the Central Shoreditch Character zone with its ‘...four to five storey grand showroom-warehouses...’ and the ‘...emphasis on the vertical appearance of the buildings by their use of tall brick piers framing regular patterns of windows and often exposed iron framing...’

Analysis into the local character of Shoreditch resulted in a set of key principles of the Victorian warehouse typology being established to inform the proposal's architectural approach.

These principles have been outlined in the diagrams overleaf.



Tea building, AHMM



Local context on Leonard Street



Old Warehouse building adjacent to the site, Tabernacle Street



Polychromatic brickwork in Shoreditch



Warehouse detail of adjoining conservation area



Warehouse double height bays

2.0 Site Context Analysis

2.9 Warehouse Typology

VERTICALITY

The warehouse aesthetic of the surrounding area presents a strong vertical emphasis of expressed brick piers.

BANDING

The verticality of the piers is often broken by a series of horizontal bands, that are either expressed between or over the vertical piers.

PIERS AND BAY RHYTHM

Thick and thin brick piers often alternates on the facade establishing the rhythm of the bays.

DOUBLE BRICK REVEALS

Double brick reveals are often used in selected piers or floor levels to add depth and articulation to the facade.



Tea Building, AHMM



Warehouse fronting Clere Place



Double brick reveal detail, Tea Building