

Welcome to our exhibition of the proposals for the group of buildings collectively known as Blossom Street.

Our proposals are currently being finalised for a planning submission in December 2014, following extensive engagement with our neighbours, local residents, community groups and all those with an interest in the development of this unique area.

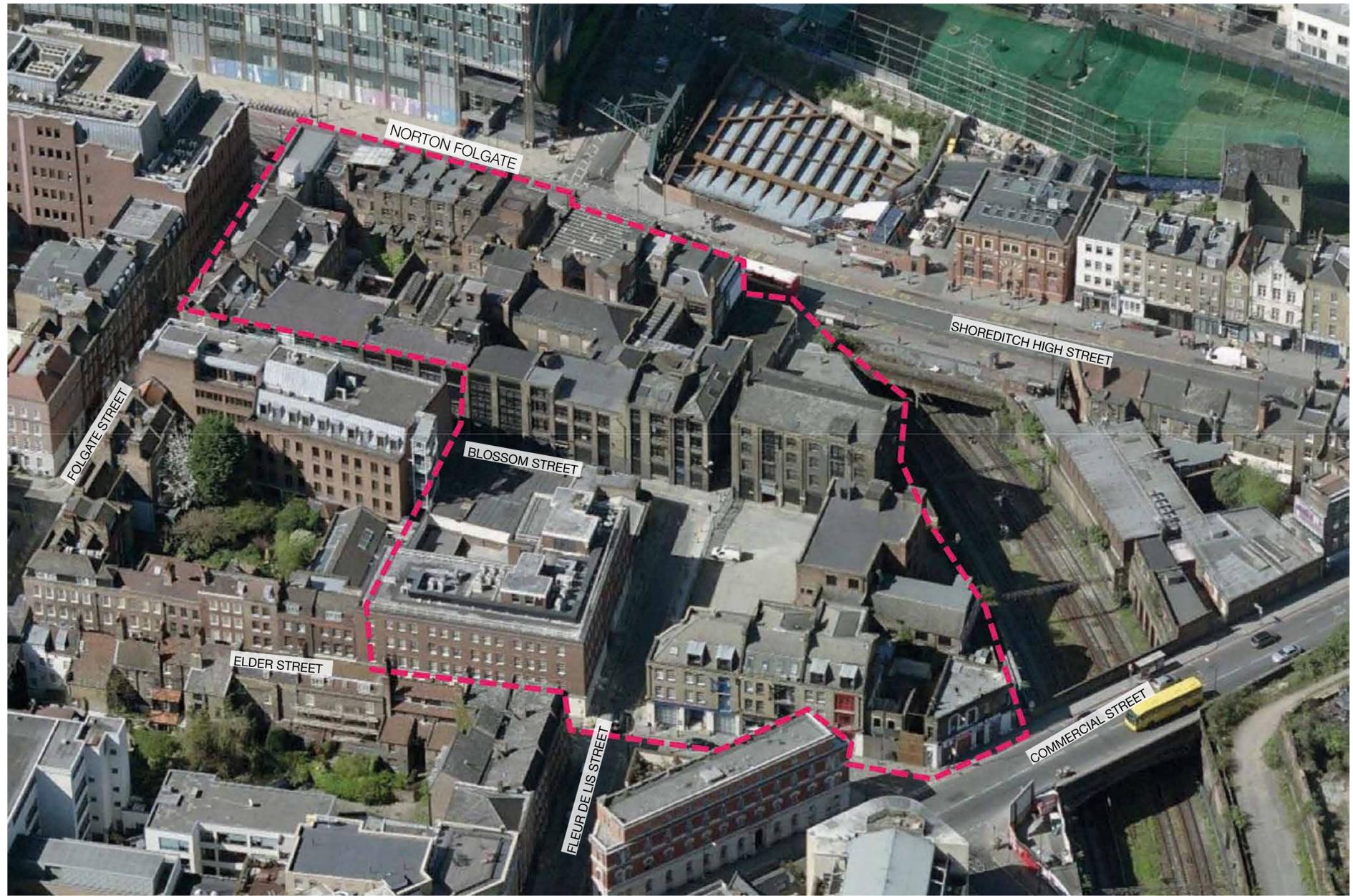
Our exhibition today will show you how the proposals have changed during the public consultation and how your feedback has influenced and shaped the design process.

In August 2013, British Land entered into an agreement with the City of London Corporation, the freeholders, to look at options for the regeneration of Blossom Street.

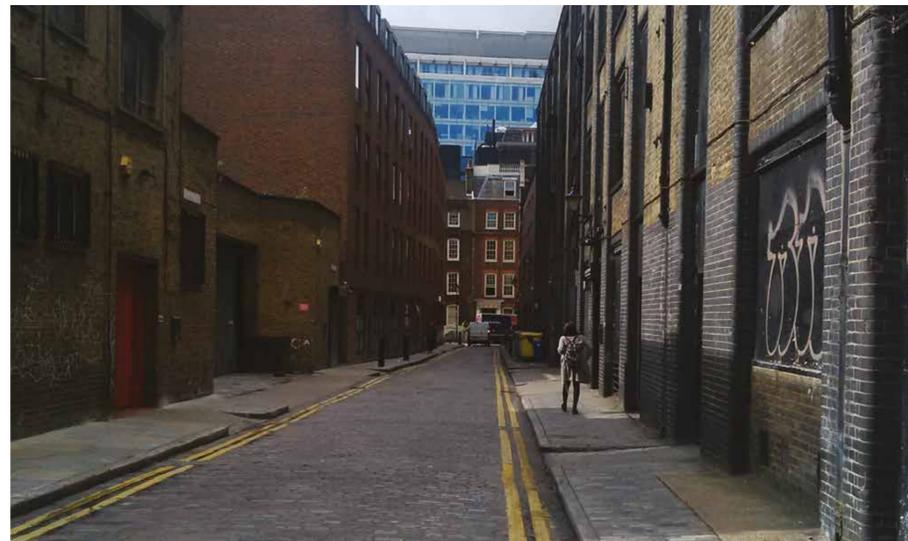
British Land intends to submit a planning application for Blossom Street before the end of 2014 and, if approved, will acquire a long-term leasehold interest from the City of London Corporation.

If you wish to be kept informed as the project progresses, please make sure you fill out one of our comment cards.

Thank you for coming today.



Aerial photograph showing the group of buildings collectively known as Blossom Street



Blossom Street



Fleur De Lis Street

WELCOME

In 2011, the City of London secured a planning consent for the redevelopment of part of the Blossom Street group of buildings. The permission remains active and one option for the redevelopment would be to build in line with these existing plans, where appropriate.

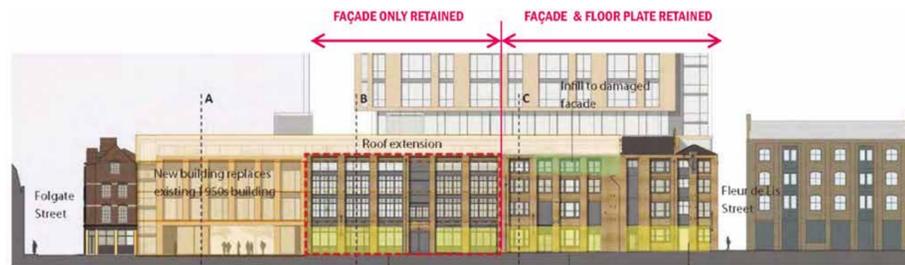
Having reviewed the existing consent in detail, British Land feel there is an opportunity to develop the site with a greater level of sensitivity to the surrounding Conservation Area.



Consented scheme looking into the courtyard area



View of the consented development looking down Blossom Street towards Folgate Street



Blossom Street facade strategy

Original 19th century facade and windows retained with 20th century structure behind replaced

19th century warehouses and original internal fabric retained

New SME units provide active frontages

The consented development proposes a mixture of facade and building retention, only partially reinstating the Blossom Street warehouses



View of the consented development looking South on Norton Folgate towards Liverpool Street station



View of the consented development looking North on Norton Folgate towards Shoreditch

EXISTING PLANNING CONSENT



Photos from previous consultation events in June and July 2014

We hope that the consultation on Blossom Street has given you the opportunity to comment on and question our proposals.

We have strived to contact and involve local residents and groups with an interest in the area. We believe that our proposals have been open to meaningful public scrutiny and the changes that have been made reflect this.

We have made significant changes to our proposals in response to your comments and, where possible, sought to incorporate your feedback into our plans. This exhibition should demonstrate that we have listened and reacted positively to what you have told us.

Our consultation in the last year has included:

- Receptions for local residents and businesses.
- Meetings with local groups, including the Spitalfields Trust, the Spitalfields Society, the Spitalfields Community Group, Elder Street residents and the Huguenots of Spitalfields.
- A design workshop for local residents and groups, held in June 2014
- A public realm walkabout and consultation, led by landscape architect East, also held in June 2014.
- A public exhibition of our initial proposals, held on-site in July 2014, which was attended by over 200 people.
- Presentations and Q&As with the Spitalfields Society, the Spitalfields Community Group, the Trustees of the Spitalfields Trust, and the residents of Elder Street.
- Community updates via email and post, asking for additional comments and feedback.
- Meetings with the Spitalfields Trust and Elder Street residents on individual elements of the proposals, which are ongoing.

In addition to the consultation with the local community, the project team have also consulted extensively with the London Borough of Tower Hamlets, the GLA, TfL, English Heritage, The Commission for Architecture and Built Environment (CABE), and the Conservation and Design Advisory Panel for Tower Hamlets (CADAP).

CONSULTATION

We are grateful to all of those who have taken the time to meet with us and provide feedback.

Following our consultation events in June and July this year, we published – in full – the feedback we received. This was sent by email to those who had taken part in the consultation and published on our project website.

Following these events, the design team focused on three areas of the scheme that residents and community groups felt needed further consideration:

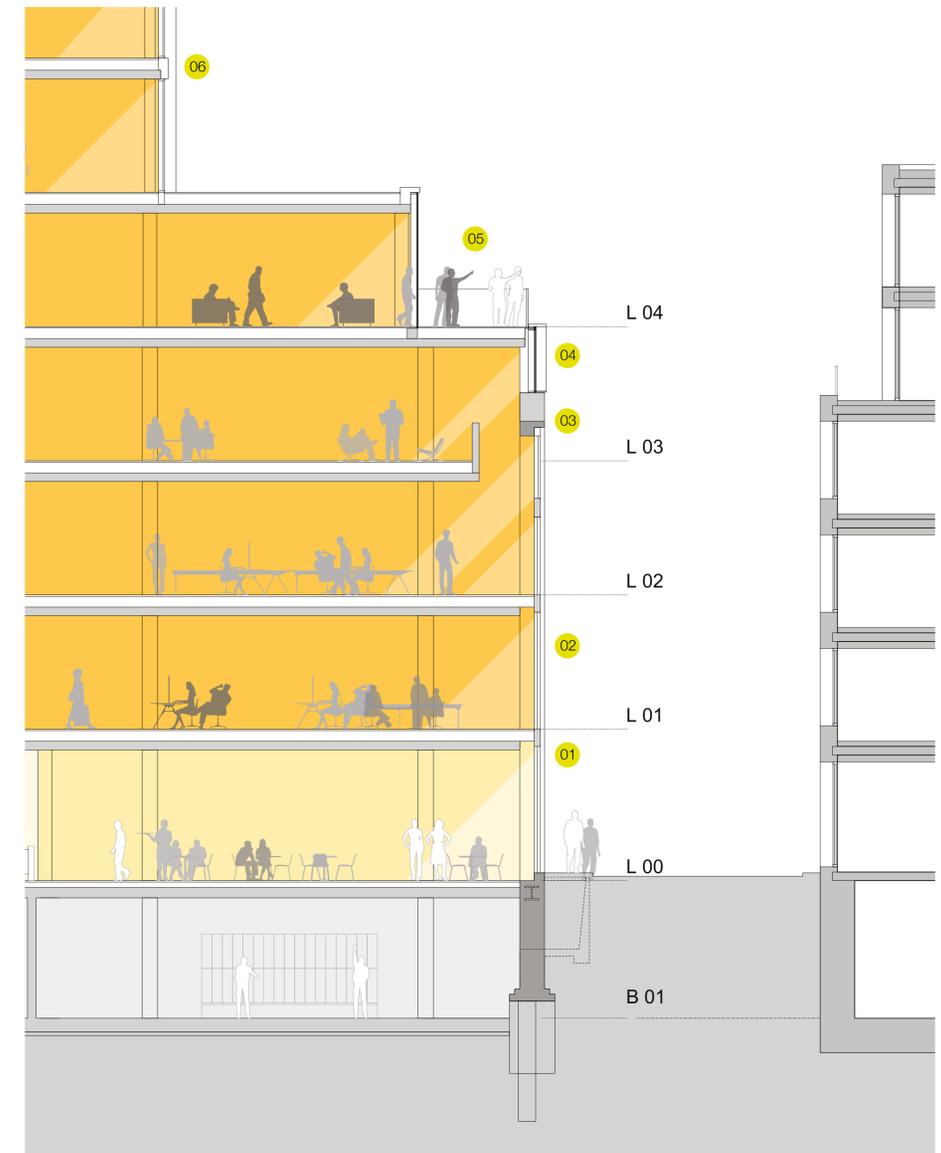
1. The Blossom Street warehouses - plot S1, designed by AHMM

The feedback: Residents and community groups wanted to see the warehouses retained and brought back into use with the original features, in addition to the retention and improvement of the facade.

The response: The warehouses will be rebuilt with many of the original features retained. The new proposals preserve the character of Blossom Street and secure the warehouses long-term future.



Proposed Blossom Street facade from July consultation



Section showing previous facade retention from July 2014, with new building behind



The proposals shown above from the consultation in July 2014 proposed only facade retention of the Blossom Street warehouses

YOUR FEEDBACK

2. The new residential properties on Elder Street - plot S3, designed by AHMM

The feedback: Residents and community groups wanted to see a building much more in keeping with the existing Elder Street houses.

The response: The designs for the Elder Street elevation have significantly changed, incorporating traditional Georgian architecture and features. The team are still in discussions with the representatives from the Spitalfields Trust and Elder Street on the final plans.



Images from July 2014 consultation, showing the proposed residential properties on Elder Street

3. The building on the corner of Norton Folgate and Folgate Street - plot S1a, designed by Duggan Morris Architects

The feedback: The contemporary building initially proposed for this part of Blossom Street did attract some positive comments. However, key community groups expressed a desire to see more traditional architecture on the entrance to the conservation area. There was also some criticism of the decision to demolish 14 and 15 Norton Folgate.

The response: The corner building has been substantially redesigned to pick up on this feedback, providing a more traditional fenestration pattern and a reduction in height on the corner of Norton Folgate and Folgate Street.

Number 15 Norton Folgate will now be retained. Number 14 was substantially rebuilt in the 20th Century with modern low quality brickwork. Investigations have confirmed that the internal structure is of limited quality and has also been rebuilt, as such it is proposed that this will not be retained.

You can find out more details on how the designs for these and other parts of the site have evolved in the exhibition displays dedicated to the detailed design.



Image from July 2014 consultation, showing proposed building on the corner of Norton Folgate and Folgate Street.

YOUR FEEDBACK

It is a central part of who we are at British Land that we continue to be involved once construction is completed, building relationships with our occupiers and the wider community both in person and with our managing agents - Broadgate Estates.

If planning permission is granted, British Land will acquire a long-term leasehold interest from the City of London Corporation. Wherever we do business, we are part of the community. We want to make a positive contribution to our surroundings and ensure that our sites are excellently managed and maintained.

British Land has extensive experience in managing mixed-use developments where commercial and residential properties sit side-by-side.

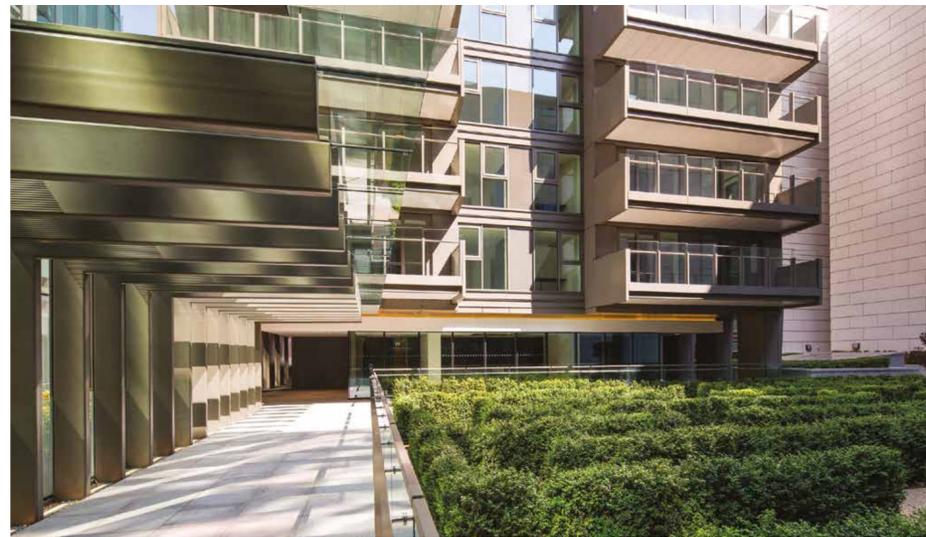
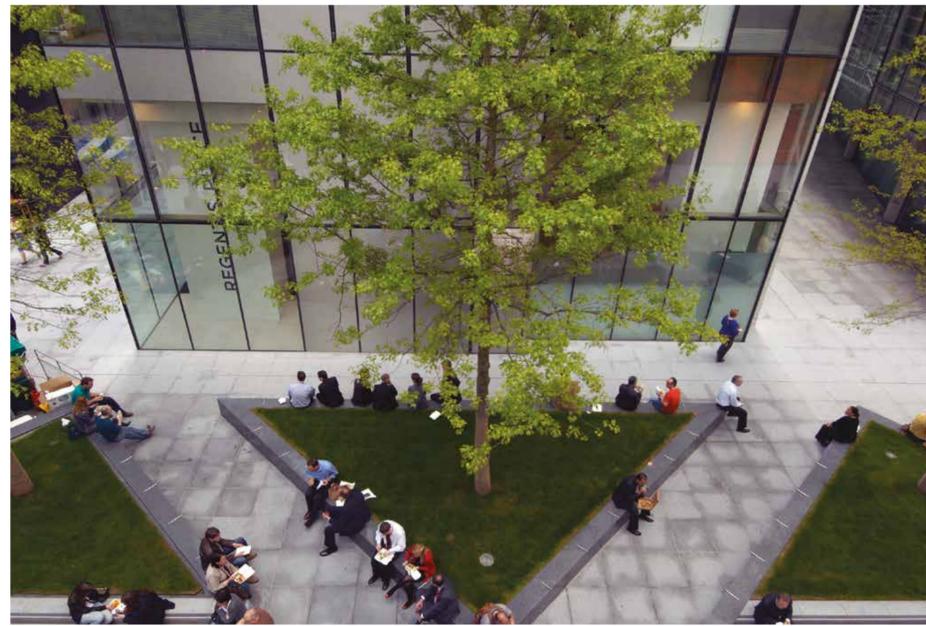
Broadgate Estates, a fully owned subsidiary of British Land, is a property management company with an established record managing iconic London property for leading landowners across the capital, representing a diverse portfolio of mixed use schemes.

Broadgate Estates would take responsibility for the management of Blossom Street in the event that planning permission is granted and would provide:

- Dedicated on-site management across the new site.
- 24/7 security cover across the new site.
- Sustainable management and operation to high environmental standards.
- A commitment to local employment.

Broadgate Estates already works in the area and has links with the neighbourhood through their membership of the East London Business Alliance and on-going work with local charities.

A servicing strategy outlining how deliveries and waste collection could be managed will be submitted with the planning application. Once tenants begin to take up space within the future development a management strategy will be developed with these tenants and submitted and agreed with the London Borough of Tower Hamlets before any occupation takes place.



British Land's Regent's Place development in the West End

MANAGEMENT STRATEGY

Restaurants and Retail

British Land is looking at an interesting mix of restaurants and retail uses that will be sensitive to the surroundings of the conservation area. We will be actively seeking new concepts and start-ups who will help retain the sense of individuality that makes Blossom Street special.

- Small units will be provided for new concepts and start-ups, to encourage a diverse range of occupiers.
- The opportunities are food-led, as opposed to bar-led, and will not provide activity very late into the evening.
- New public spaces, enlivened by outside dining, will be directed away from Blossom Street and Elder Street to protect resident amenity.



Precedent images showing potential food & beverage uses

Office

Blossom Street is being designed to appeal to occupiers from a broad range of sectors and to accommodate businesses at different stages of their development. A mix of floor plates will create an environment whereby smaller businesses locate next to more established ones to foster collaboration and innovation.

- Floor plates will range from 500 sq ft to 20,000 sq ft, providing for companies at every stage of their development.
- Approximately 20% of the area will comprise floor plates suitable for SMEs.
- A cluster of buildings will provide flexibility for occupiers to grow their workspace with their business.
- Buildings are designed to be multi-let.
- A mix of floor plates creates an environment whereby smaller businesses locate next to more established ones to foster collaboration and innovation.
- The ground-floor environment will create a sense of place which hopes to appeal to occupiers and other users of the space.



Illustrative ground floor plan

OCCUPIER MIX

The proposed development will achieve exceptionally high standards of sustainability. Our strategies for Blossom Street include the following:

Re-use of existing buildings

Existing structures and materials will be used, which vastly increases the efficiency and sustainability of a project.

Use of Natural Systems

Where possible, the building designs will utilise natural heating, lighting and ventilation to reduce the need for energy required from building services, including:

- Passive solar gain to reduce winter heating demand.
- Maximising daylight to reduce need for artificial lighting.
- Rainwater and greywater recycling systems to reduce demand for potable water.

Biodiversity and Ecology

Prior to any site works, a full site assessment will be undertaken by an ecologist and any recommendations will be used to support biodiversity on site. During the construction phase, a Biodiversity Champion will be appointed to monitor and limit environmentally detrimental activities.

Water

Measures that conserve water will be used throughout the site. Sustainable Urban Drainage Systems (SuDS) will be employed to reduce and mitigate the impacts of flood events.

Materials

Materials used in the major building elements will be designed in accordance with the BRE's Green Guide for Materials and buildings and refurbishments will be designed for robustness to minimise the frequency of replacement.

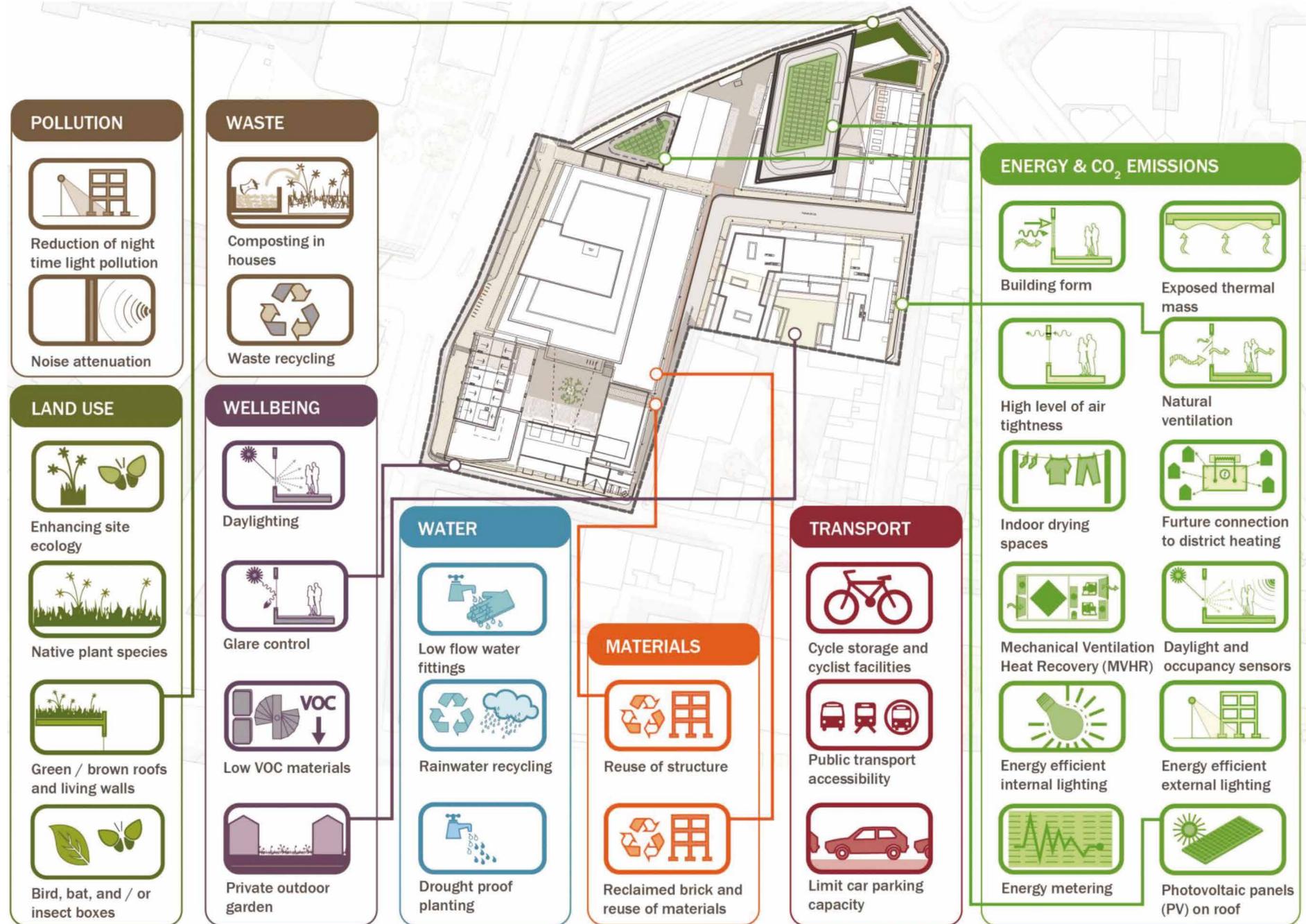


Image showing summary of site wide sustainability strategies

British Land want to bring the benefits of development to local communities and the environment. For the last 10 years we have been at the forefront of sustainable development, addressing the social, environmental and ethical impacts of development to create energy efficient buildings that are well integrated into the surrounding area and local communities.

We work hard to make sure that we get the right mix of retail and leisure, new jobs, public spaces, walking routes and amenities to create sustainable developments that are designed for the community, as well as for the people and businesses that will use them.

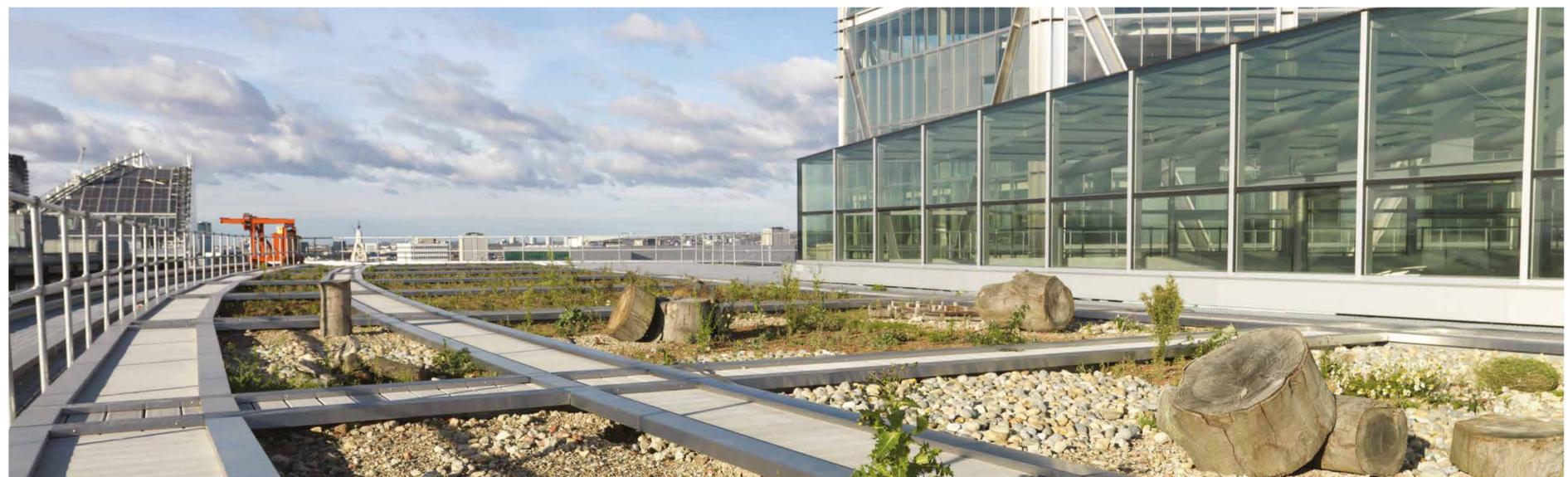
Energy

British Land will exceed the relevant policy guidelines on energy use, with the current designs better than Building Regulation requirements on CO2 emissions by 47%. This will be achieved by:

- Using waste heat from office buildings to provide heating and hot water to the residential elements.
- An ability to connect to a future district heating system.
- Roof mounted PV panels.
- Careful arrangement of glazing ratios across the facades to reduce solar gain - reducing the cooling need in each building.
- Low energy lighting installations throughout the development.
- A condenser loop to link the buildings where possible, to reuse rejected heat from the office element in the residential element.



Public space at Regent's Place



Green roof at Bishopsgate

SUSTAINABILITY - ENERGY

Socio-economic

Over half the existing site is currently vacant, presenting an excellent opportunity for this site to make a greater socio-economic contribution to the local area.

British Land in Tower Hamlets

British Land has a proven track record of delivering employment opportunities and apprenticeships both during construction and within the commercial and retail uses of completed developments. British Land works in partnership with specialist agencies, local education facilities and the Council to identify where we can engage with the local community.

On this site we will look to:

- Maximise employment opportunities for local people, particularly young people and the unemployed.
- Maximise the opportunities for local businesses (including small to medium companies) to benefit from the opportunities created by the development.
- Create apprenticeship opportunities in a variety of trades and occupations.
- Work with local schools on projects related to the National Curriculum, and those that raise aspirations.

Working with the London Borough of Tower Hamlets, we will use our experience to develop a programme with ambitious targets for apprenticeships in the construction period.

We have extensive experience working to provide opportunities within our completed developments and managed assets.

We are already working with local employment agency Skillsmatch at our joint venture site Aldgate Place, and will continue to do so to deliver apprenticeship opportunities within the commercial aspect of the finished development.



Photographs showing community activities at Broadgate

SUSTAINABILITY - EMPLOYMENT AND TRAINING

Our approach

In the event that planning permission is granted, we will require that all contractors comply with Tower Hamlets Code of Practice for Construction which identifies noise levels and working time guidelines.

British Land is committed to keeping local residents and businesses aware of construction activity. We propose to set up a Construction Working Group comprising local resident and business representatives that will meet on a monthly basis to discuss any construction activity and related issues.

Monthly newsletters will also be provided to update the wider public and information put on our project website and we remain open to suggestions as to how we can manage this process better.

The site will be secured and 24 hour contact details will allow residents to take up any matters of concern directly with the project team.

In preparing a Planning Application British Land have commissioned an Environmental Impact Assessment. There has been a detailed review of processes to manage the effects of noise, vibration air quality, together with a thorough review of waste management and delivery processes in order to minimise traffic flow.

British Land are a client partner with the Considerate Constructors Scheme, which assesses projects nationally on their impact on the general public, the environment and the facilities provided for those working onsite. Our Sustainability Brief requires our contractor partners to achieve a score on the Considerate Constructors Scheme that puts the site in the “Excellent” to “Exceptional” range.

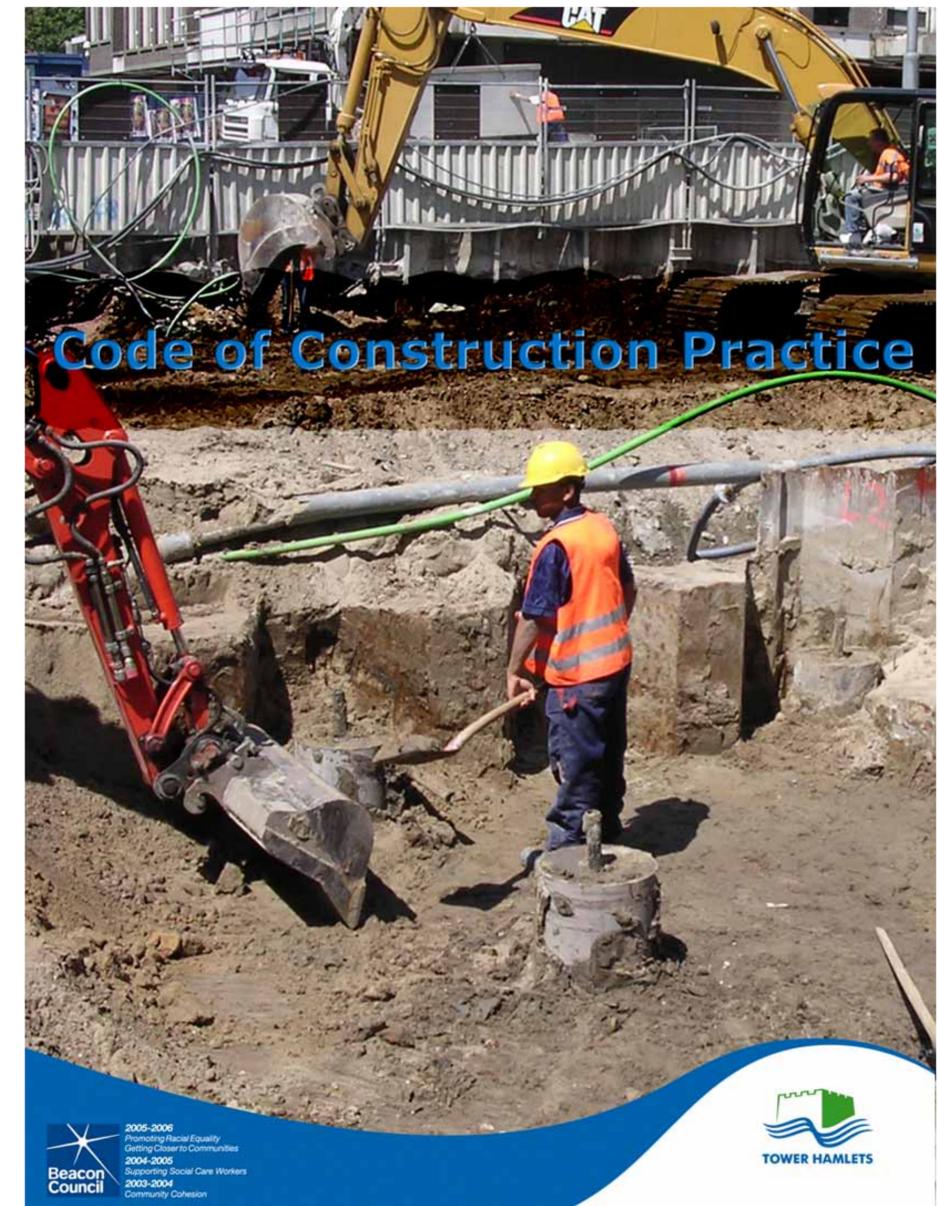
British Land is a founding member of Building Confidence, an independent contractor accreditation scheme, from which we source all of our main contractor supply partners.

Considerate Constructors Scheme Monitor's Site Report



Project name	Marble Arch House		
Contractor name	McLaren Construction Ltd		
Onsite contact(s)	Andy Plail		
Site ID number	67988	Visit no.	2
		Visit date	01/08/2013
Site description, context and location			
A New build of a seven storey office complex, including a ground floor retail unit and restaurant. A further adjoining development of seven luxury apartments all situated on the corner of Seymour Street, Edgware Road very close to Marble Arch and the central line underground station. The area is a mixture of high end residential, Hotels, Retail and Restaurants.			
Checklist section	Category score	Score descriptor	
1. Enhancing the Appearance	9 /10	1 Gross Failure	
2. Respecting the Community	9 /10	2 Failure	
3. Protecting the Environment	9 /10	3 Major non compliance	
4. Securing everyone's Safety	8 /10	4 Minor non compliance	
5. Caring for the Workforce	8 /10	5 Compliance	
		6 Good	
		7 Very Good	
		8 Excellent	
		9 Exceptional	
		10 Innovative	
Total score	43 /50		
<small>For more information on score descriptors, see 'Site Scoring Explained' or visit www.ccscheme.org.uk</small>			
Executive summary			
Once again an exceptional visit to a site that has now received two awards from the scheme. The team should be congratulated and still do not rest on their laurels, continue to endeavour to improve to gain further recognition, very well done. A very well-managed project by Andy and the team, with excellent interface with the local community and considerable thought to minimise the sites impact on the locals' well-being. Exceptional performance in Appearance, Environmental and Community areas. All three have shown the team to work at continued best practice level, the site looks and is maintained to the highest level. Community involvement remains a site core value and is obviously appreciated by the neighbours. Environment is, once again, exceptional; the team must be proud of their achievements. Safety and Workforce is both to a very high standard and much valued by the operatives. An excellent visit best wishes to all involved.			
Innovative activities			
1. Appearance			
2. Community			
3. Environment			
4. Safety			
5. Workforce			
<small>While an innovative activity is required to achieve a score of 10 in any section, such activities will be recorded regardless of score. When recorded on a visit where a score of 10 has not been achieved, the activity may count towards achieving a 10 score on subsequent visits. An innovative activity will only count once towards a 10 score unless it is further developed and improved. See 'Site Scoring Explained' for further details.</small>			
Monitor name	Eddie Challand		

Example of a Considerate Constructors Scheme: Monitor's Site Report



Tower Hamlets Code of Construction Practice



Example of a Construction Newsletter

CONSTRUCTION

Examples of What We Will Do

Construction vehicles will be required to access the site using specific routes. These routes will be selected to avoid minor residential roads and to use distributor roads for the bulk of their journey through London.

North West – vehicles from the M1/A1 will be instructed to approach the site via A102 and A501.

South East – vehicles from the A11/A12/A13 will be instructed to approach the site via A11 and the A13.

Working Hours

It is anticipated that the core working hours for demolition and construction will be as follows:

- 08:00 – 18:00 hours weekdays;
- 08:00 – 13:00 hours Saturday; and
- No working normally undertaken on Sundays or Bank Holidays

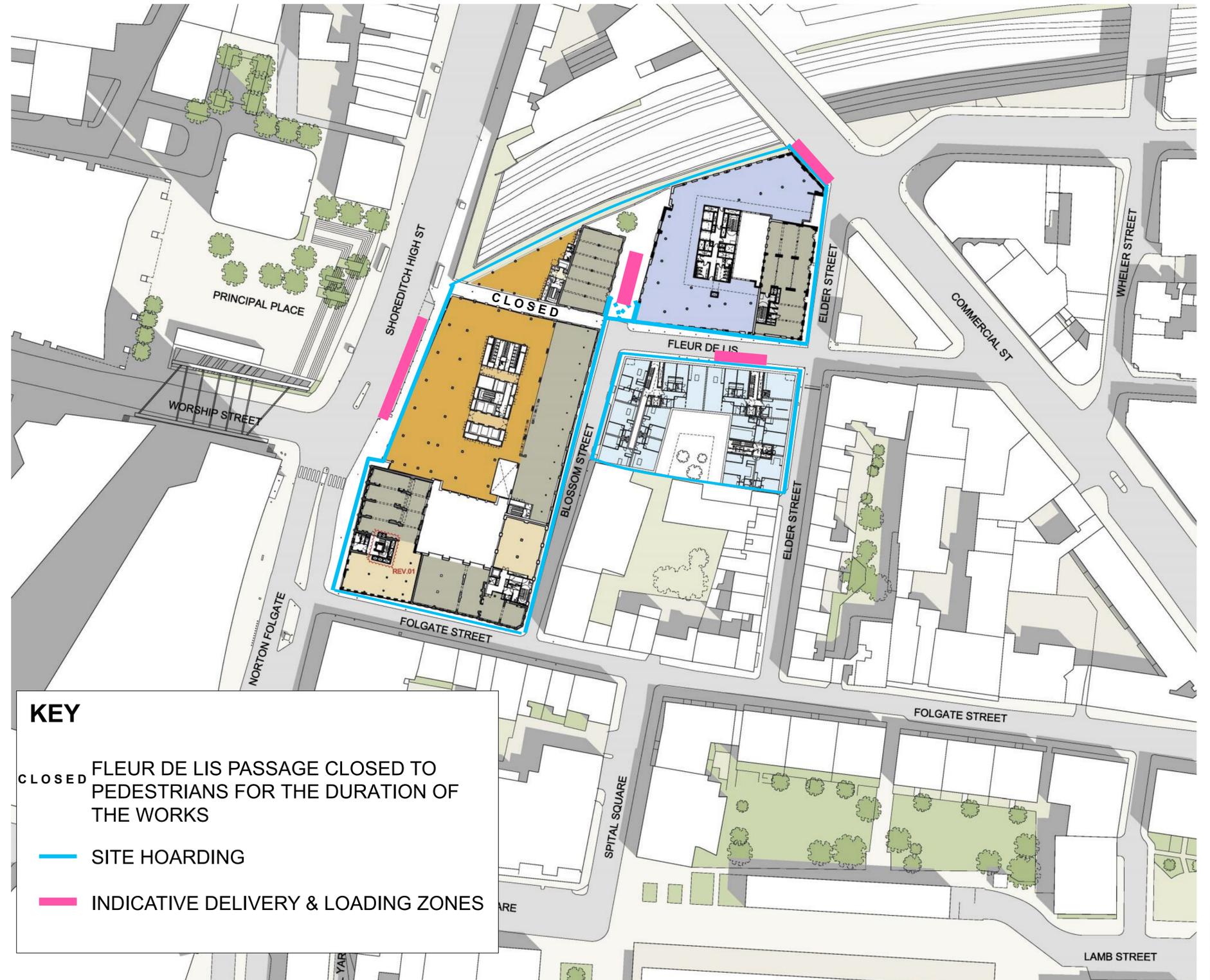
Programme (as at November 2014)

Planning Submission: December 2014

Planning Consent, should application be successful: July 2015

Commence on Site: August 2015

Completion: February 2018



Plan showing location of site hoarding and indicative delivery and loading zones