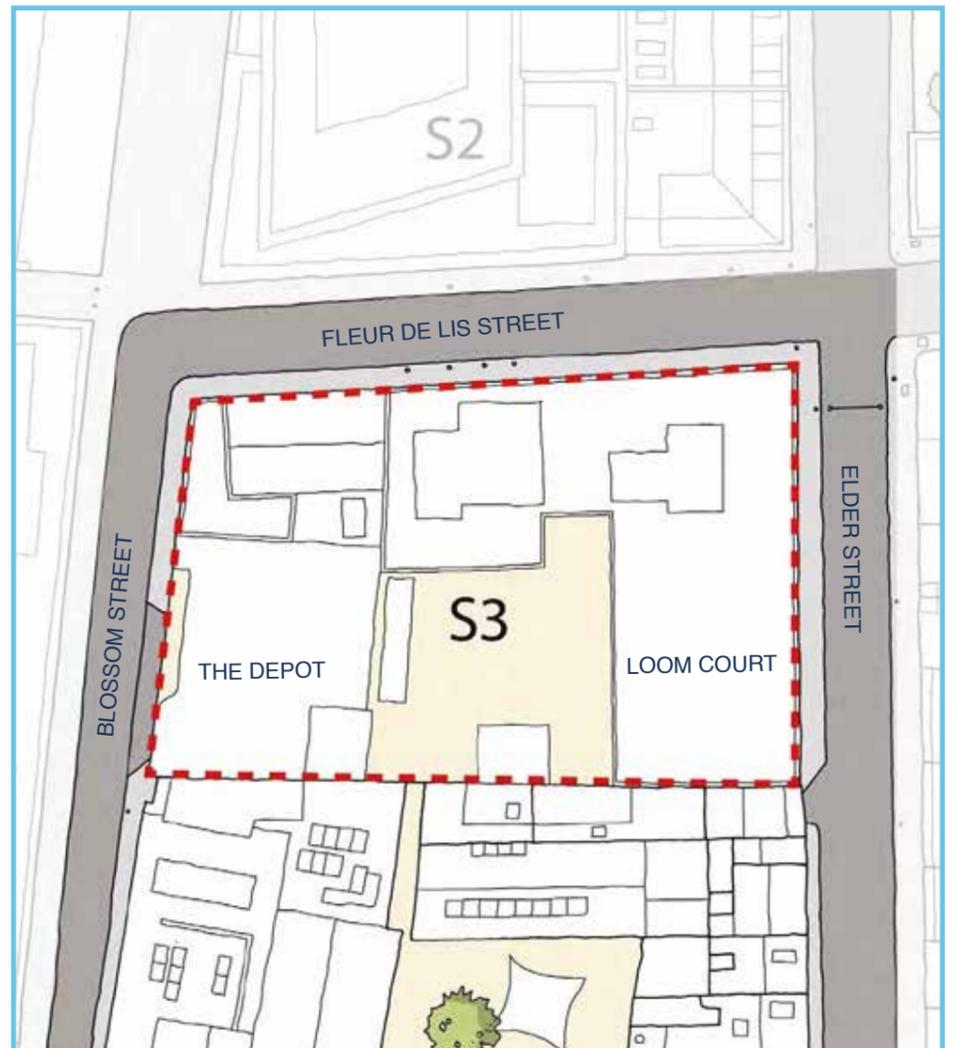


## Welcome to the exhibition

**Thank you for taking the time to come along and view our proposals for Loom Court and the neighbouring depot site.**

As part of our original planning permission, we had intended to demolish the entirety of Loom Court and the depot building behind it on Blossom Street and Fleur de Lis Street.

We have since been exploring whether to retain and refurbish Loom Court, and build an extension to it on the depot site. This would house an office-led scheme providing more space for SMEs and tech businesses in an area of high demand and provide the flexibility that growing businesses need to increase their office space without moving too far from their base.



We would welcome your views which will help inform our plans as they develop.

Members of our team are on hand to answer any questions you have.

You can let us know your thoughts by completing one of our feedback forms and dropping it into the box provided or by sending an email to [info@blossomstreet-e1.com](mailto:info@blossomstreet-e1.com).

### Keep up to date on Blossom Street

We are committed to keeping the community updated about our works at Blossom Street.

We hold monthly Construction Update Meetings in the reception of Loom Court to update the community on what has been going on over the past month onsite, and what we will be doing in the coming month. These meetings are held on the last Thursday of every month.

After the meetings our contractor, Cantillon, sends a newsletter to nearby

homes, which also provides an update on our activity as well as contact details for key members of the onsite team.

We also have an email update, through which we provide regular updates about work onsite that might affect the local community as well as information about Construction Update Meetings.

If you have not already signed up to our email mailing list, please email [info@blossomstreet-e1.com](mailto:info@blossomstreet-e1.com) or speak to one of our project team today.

## Design Summary

The consented scheme for Plot S3 of the Blossom Street Masterplan requires the demolition of all existing buildings on the site and the construction of a new residential building containing 40 apartments of private, affordable and intermediate tenures.

The consented building forms a 'U' shaped footprint around the perimeter of the site enclosing a central, private courtyard for residents.

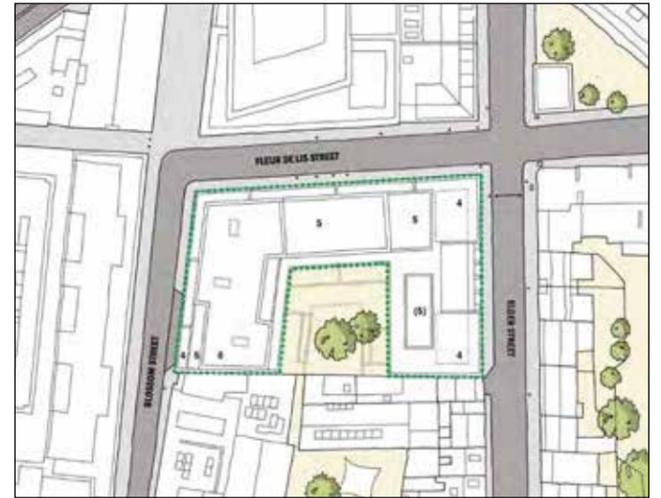
Beneath the building and the courtyard, a basement level comprises car parking, cycle parking, plant and ancillary spaces.

Consented unit mix:

- 29 no. private sale apartments
- 4 no. intermediate apartments
- 7 no. affordable apartments



Demolition strategy



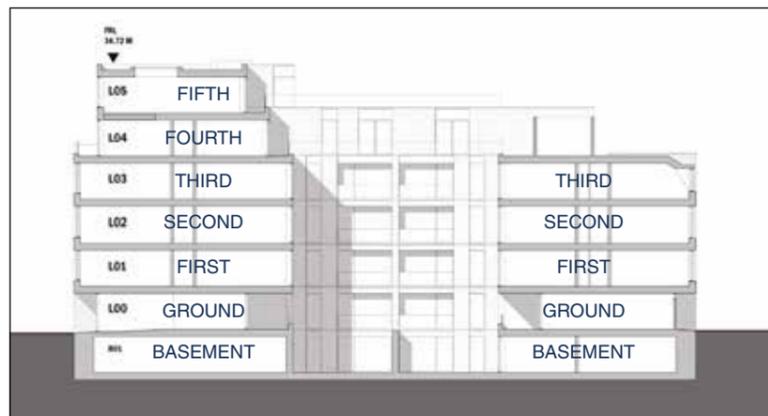
Consented footprint and storey heights

## Scale and Massing

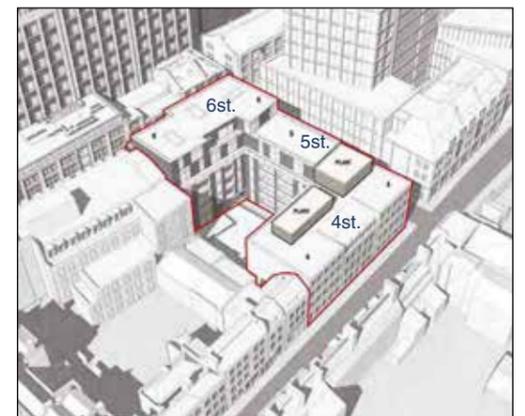
The consented massing increases from east to west and comprises four storeys on Elder Street, five storeys on Fleur De Lis Street and six storeys on Blossom Street.

To reduce impact at street level, the fifth and sixth storeys on Fleur De Lis Street and Blossom Street are set back from the perimeter.

The revised proposals for Plot S3 shown in this exhibition will match these consented heights.



Section through consented residential building



Aerial view of consented residential massing



View of consented residential building looking west along Fleur De Lis Street

## External Appearance

The street elevations are predominantly brickwork and have vertical divisions to break down the scale of the proposals and express the massing as a number of smaller buildings.

In contrast, the courtyard elevations are timber clad and contain a number of inboard balconies and roof terraces.



View of consented residential courtyard containing inboard balconies and roof terraces

# Blossom Street, Plot S3 Proposed Scheme

# Blossom Street

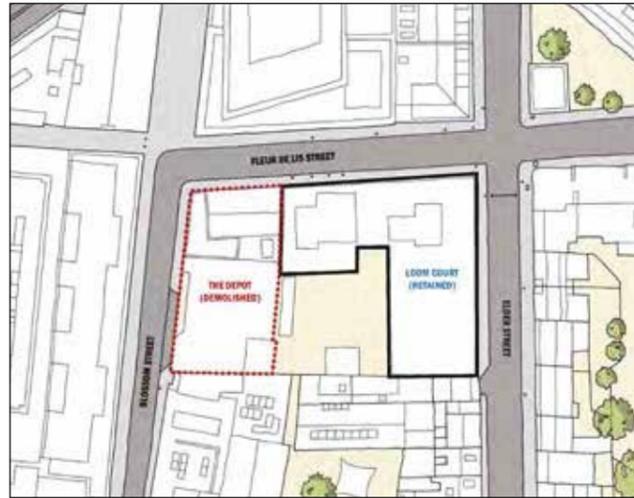
## Design Strategy

The revised proposals include the retention of Loom Court and the demolition of the depot site only.

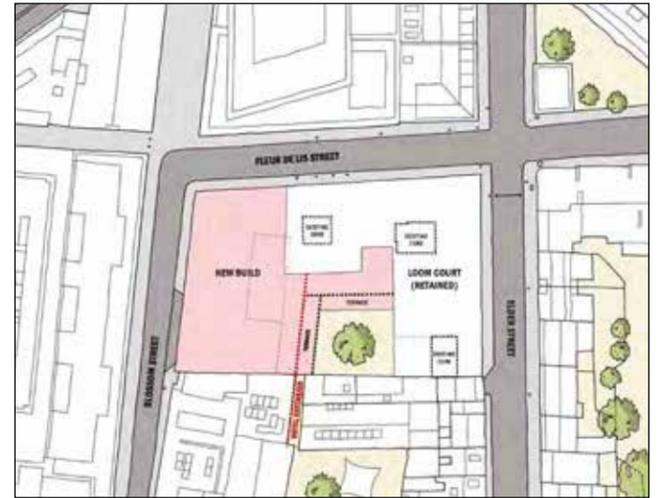
The new build element on the depot site will complete the 'U' shaped urban block and connect with the Loom Court building at every level.

The primary circulation cores within Loom Court will be removed and a new circulation core will be built on the depot site that also provides access to the retained floors within Loom Court.

The main entrance will be located on Fleur De Lis Street by upgrading Loom Court's existing servicing passage. A secondary entrance to the building will also be located on Blossom Street to enhance permeability at street level.



Demolition strategy



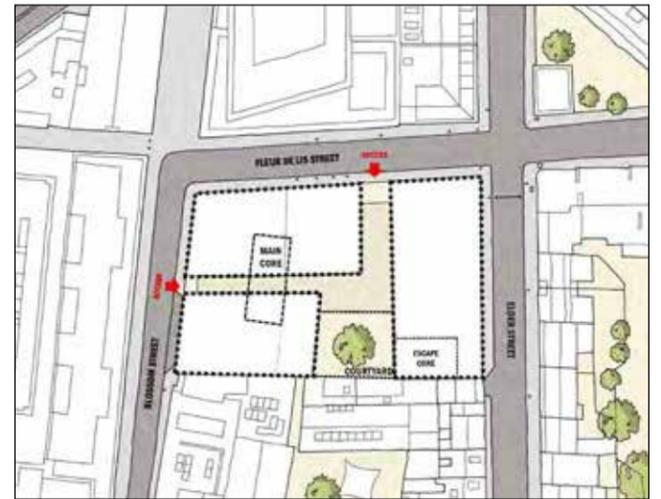
Infill strategy



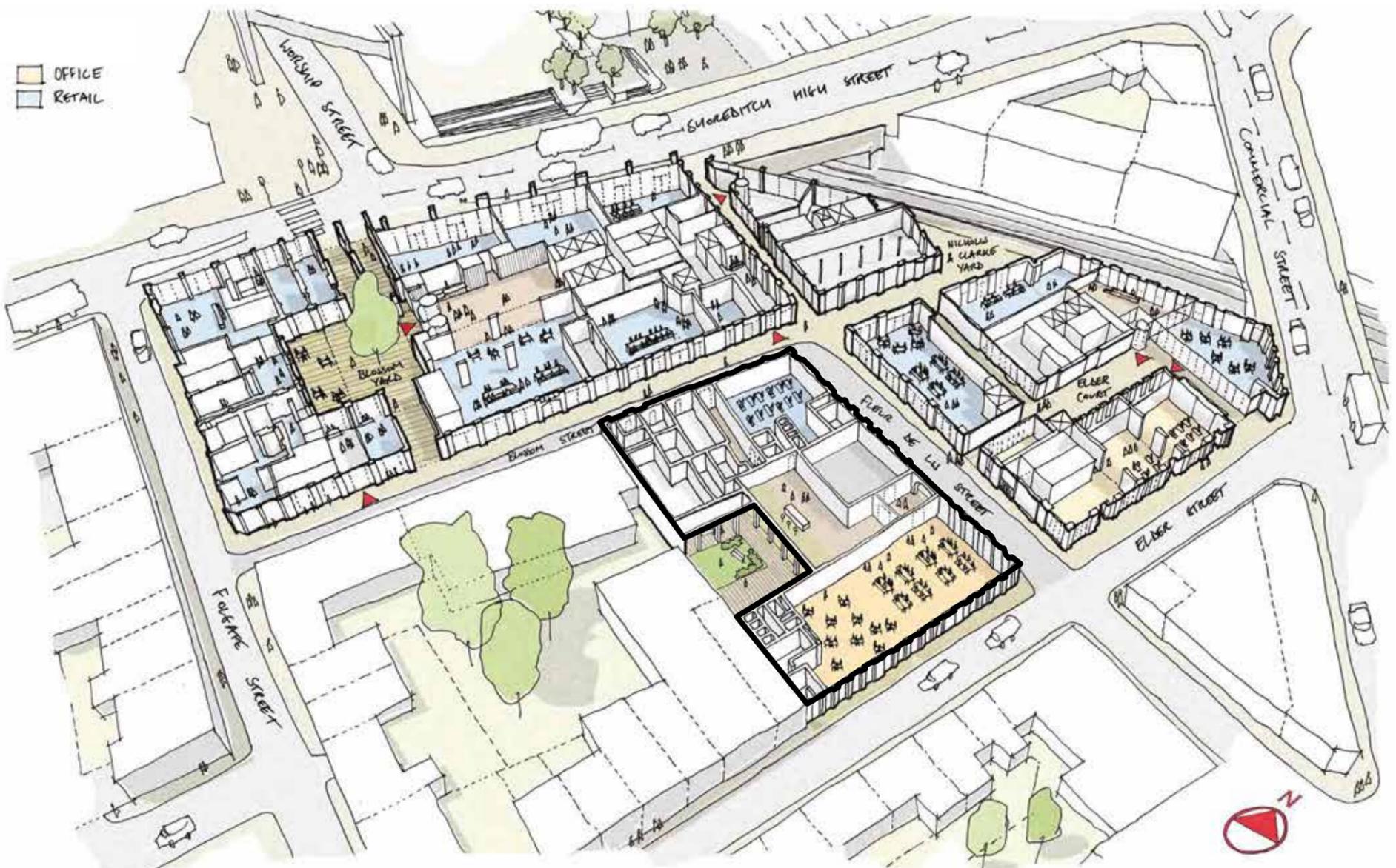
View of Loom Court (building to be retained)



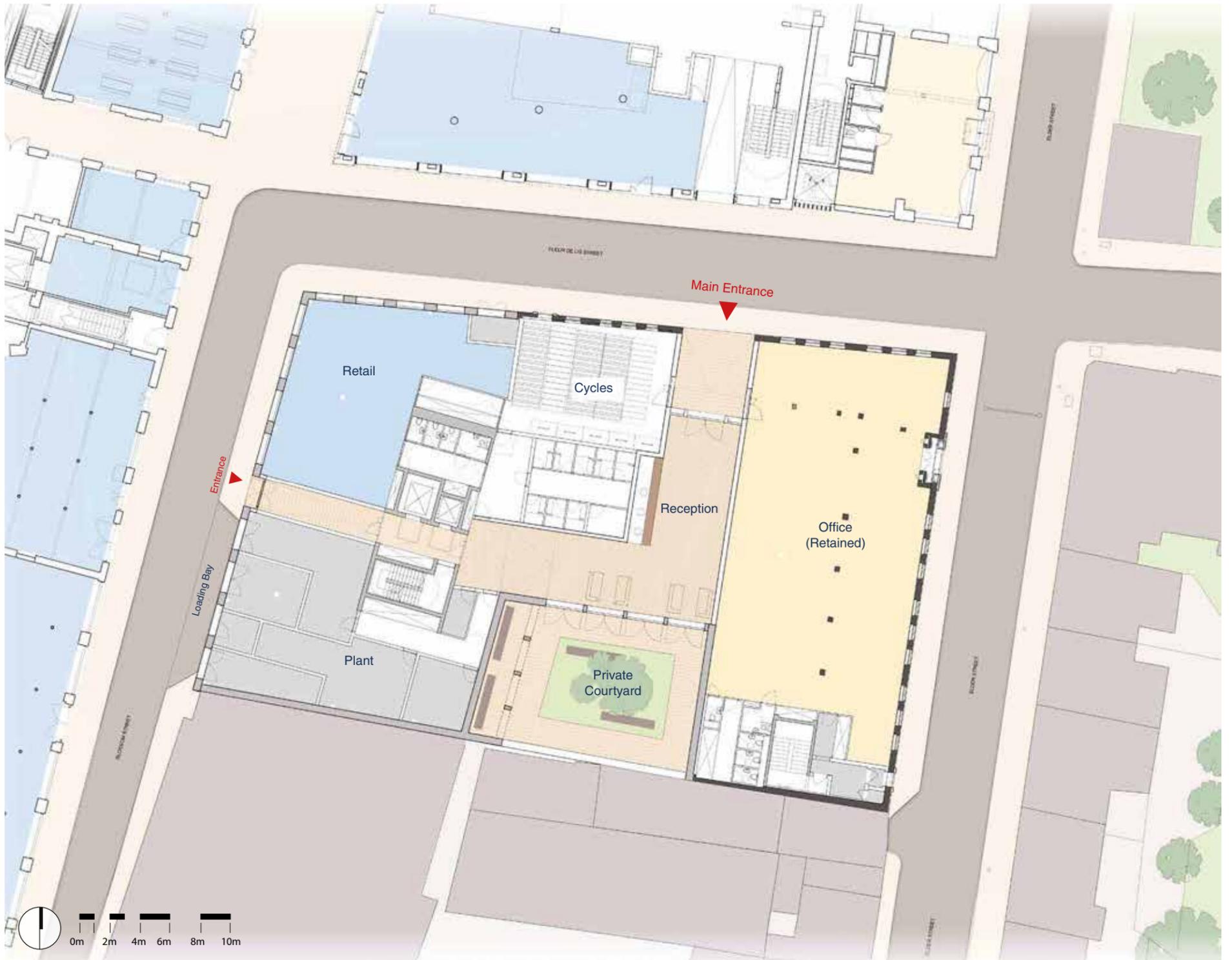
Core positions within office floorplate



Proposed access and entrances



Ground floor sketch showing connections to the existing context and the wider Blossom Street masterplan



Ground Floor Plan



Typical Middle Floor Plan



Typical Upper Floor Plan

**Aerial Overview of Proposed Massing**



The proposed massing strategy matches the consented scheme approach and increases in height from east to west across the site. The retained Loom Court building is four storeys in height and the new build element rises from five storeys on Fleur De Lis Street to six storeys on Blossom Street.

To reduce impact at street level, the fifth and sixth storeys on Fleur De Lis Street and Blossom Street are set back from the perimeter.

Within the courtyard the massing steps back at each level to break down the scale of the building and mitigate any

daylighting or overlooking concerns from properties to the south.

Plant areas located on the roof of Loom Court and on Fleur De Lis Street will be set back from the perimeter so they are not visible from street level.

**Elder Street**

From this view point only the retained Loom Court building will be visible. This is also marginally lower than the consented residential scheme.



Consented Scheme



Proposed Scheme

**Fleur de Lis Street**

The retained Loom Court building is visible in the foreground and the massing of new build element will match the height and position of the consented residential scheme.



Consented Scheme



Proposed Scheme

**Site Section showing Proposed Massing**



Section through the courtyard showing proposed heights and setbacks at upper levels

**Blossom Street**

Only the massing of new build element is visible from this view. The proposed heights and position of the massing will match the consented residential scheme.



Consented Scheme



Proposed Scheme

**Private Courtyard**

The courtyard will remain as a private amenity space for building users only and will not be accessible to the public.

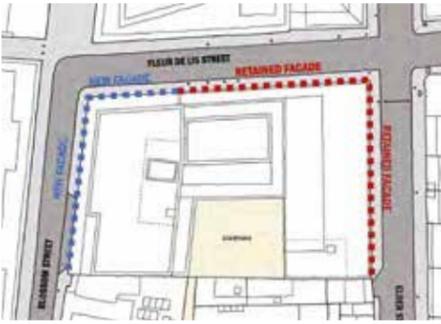
The rear facades of Loom Court will be removed and replaced with new brick facades that match the new build element to create a unified appearance.

External terraces at upper levels will provide amenity space for building users during office hours and will not be accessible to the public. Planting will be introduced to the courtyard and on upper levels to soften the building's appearance and meet emerging planning policy objectives that encourage more 'urban greening'.



View of private courtyard

### Design Approach



The adjacent diagram shows the areas of retained and new build elevations visible in the surrounding context.

The street-facing facades of Loom Court will be retained and form the majority of the building's external elevations.

The smaller area of new build facades have been designed to closely reflect the appearance of the consented residential elevations shown in the images below.

### Loom Court Facades

The proposals will retain the street-facing facades of the Loom Court building.

Currently, the following strategies are being considered to enhance its appearance and ensure the building meets current regulations:

- Stucco base will be re-painted
- Brickwork to upper levels will be cleaned
- Windows will be replaced with upgraded windows that match the existing design
- Street furniture, such as the CCTV cameras, will be upgraded and tidied up.

**We welcome your feedback as to how we could tidy up the Loom Court Facade.**



Consented Fleur De Lis Street elevation



Consented Blossom Street elevation



Loom Court external facade retained



Indicative Blossom Street elevation view, showing retail space at ground floor

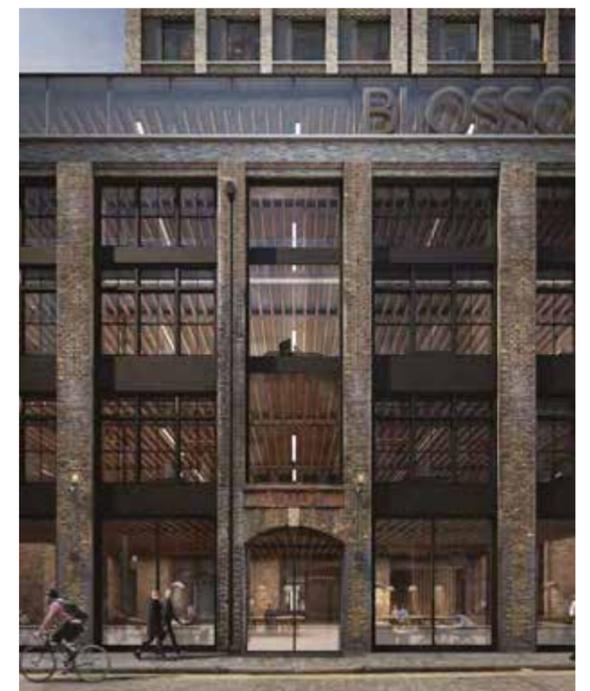
### New Build Facades

The new build facades will respond to the local context and closely reflect the Victorian warehouse aesthetic of the Blossom Street warehouses opposite.

A series of vertical brick piers that match the width of nearby buildings will repeat across the facade to create a series of bays and break down the scale of the building.



Proposed elevation sketch showing vertical bays



Consented image showing refurbished Blossom Street warehouses (opposite Plot S3 Blossom Street Elevation)

**New Build Facades**



Indicative proposed brick



Indicative proposed glazed brick



Proposed metal windows



Existing brickwork in the vicinity



Existing glazed brick in the vicinity

Indicative view of new build facade on Fleur De Lis Street (looking down Blossom Street), showing retail space at ground floor

**Proposed Materiality**

The proposed materiality of the new build elements will closely reflect the materiality of the local context.

The brickwork will match the highly textured red/brown tones in neighbouring buildings.

Glazed brick reflects a key feature of nearby Spitalfields buildings, and will be used to complement the textured brickwork of the piers.

The glazing within the metal window systems will be vertically aligned to enhance the proposed warehouse aesthetic of the facades.



High quality Victorian brickwork in the vicinity



Warehouse architecture in Spitalfields



Victorian warehouses on Blossom Street

We believe there are a number of benefits to our new proposals. **These include:**



Flexible office space for growing businesses in the area



New affordable work space



Significant reduction in demolition impacts on local residents



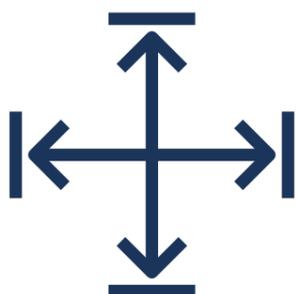
Significant reduction in construction impacts on local residents



A reduction in the overall construction programme



Sustainability benefits through the retention and re-use of Loom Court



Reduced exterior terraces around consenting residential buildings



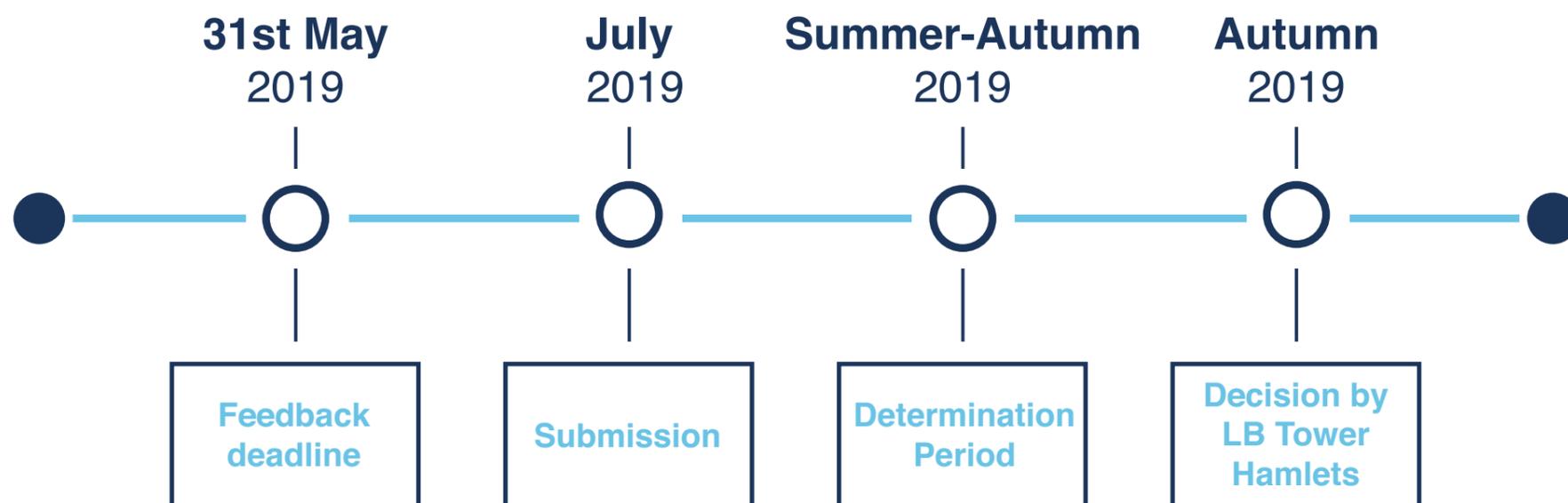
Benefits to local shops and services

## What happens next?

Thank you for attending today's public exhibition. We hope you have found the exhibition helpful.

If you would like to leave your feedback, please fill out a feedback form available either on the feedback table or by the sign-in desk. You can return your feedback form to us in the ballot box, or in one of our free post envelopes. **We would be grateful if you could provide your feedback by Friday 31st May 2019.**

We will carefully review all of the feedback received, and where possible, feed this into our proposals before submitting for planning approval in July 2019.



### Contact Information

If you have any queries or would like any further information please contact us via the following:



0800 298 7040



[info@blossomstreet-e1.com](mailto:info@blossomstreet-e1.com)



[www.blossomstreet-e1.co.uk](http://www.blossomstreet-e1.co.uk)