



Design and Access Statement
Planning Application: Royal Wharf Marketing Suite
Ref: 237810-DAS

September 2014
Arup Associates

This document has been produced by Arup Associates, the lead designers for the Royal Wharf Marketing Suite. The full project team is listed below.

Client	Oxley Wharf Property 2 Limited
Architects	Arup Associates
Engineers	Arup Associates
Landscape Architects	Townshend Landscape Architects
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Aerial view with site marked in red

Introduction

This Design and Access Statement (DAS) is submitted in support of a full planning application made on behalf of Oxley Wharf Property 2 Limited for a temporary (five year) residential marketing suite in connection with the consented Royal Wharf development.

The Royal Wharf development was consented by Newham Council officers in December 2011 and comprised a comprehensive Outline Planning application (LPA Ref 11/00856/OUT) for a mixed use redevelopment of a 15.2 hectare site within the Royal Docks area.

The Outline Planning permission provides 3,385 residential units (329,000 sqm of floorspace), 15,000 sqm of business floorspace, 3,250 sqm of retail floorspace, 3,000 sqm of leisure floorspace, 1,500 sqm of restaurants and cafes floorspace, 750 sqm of financial and professional services use floorspace, 9,600 sqm of non-residential institutions floorspace. The planning permission included details approval for Phase 1 and outline approval for Phase 2 and 3.

The proposed marketing suite will be sited facing the Thames River towards the southern end of the Phase 2 site and will form an integral part of the overall marketing package for the Royal Wharf Scheme. The marketing suite will act as the principal information hub and as a showcase for the new residential apartments.

The Design & Access statement explains the design principles and evolution of the proposed temporary marketing suite and associated landscaping. It comprises two parts:

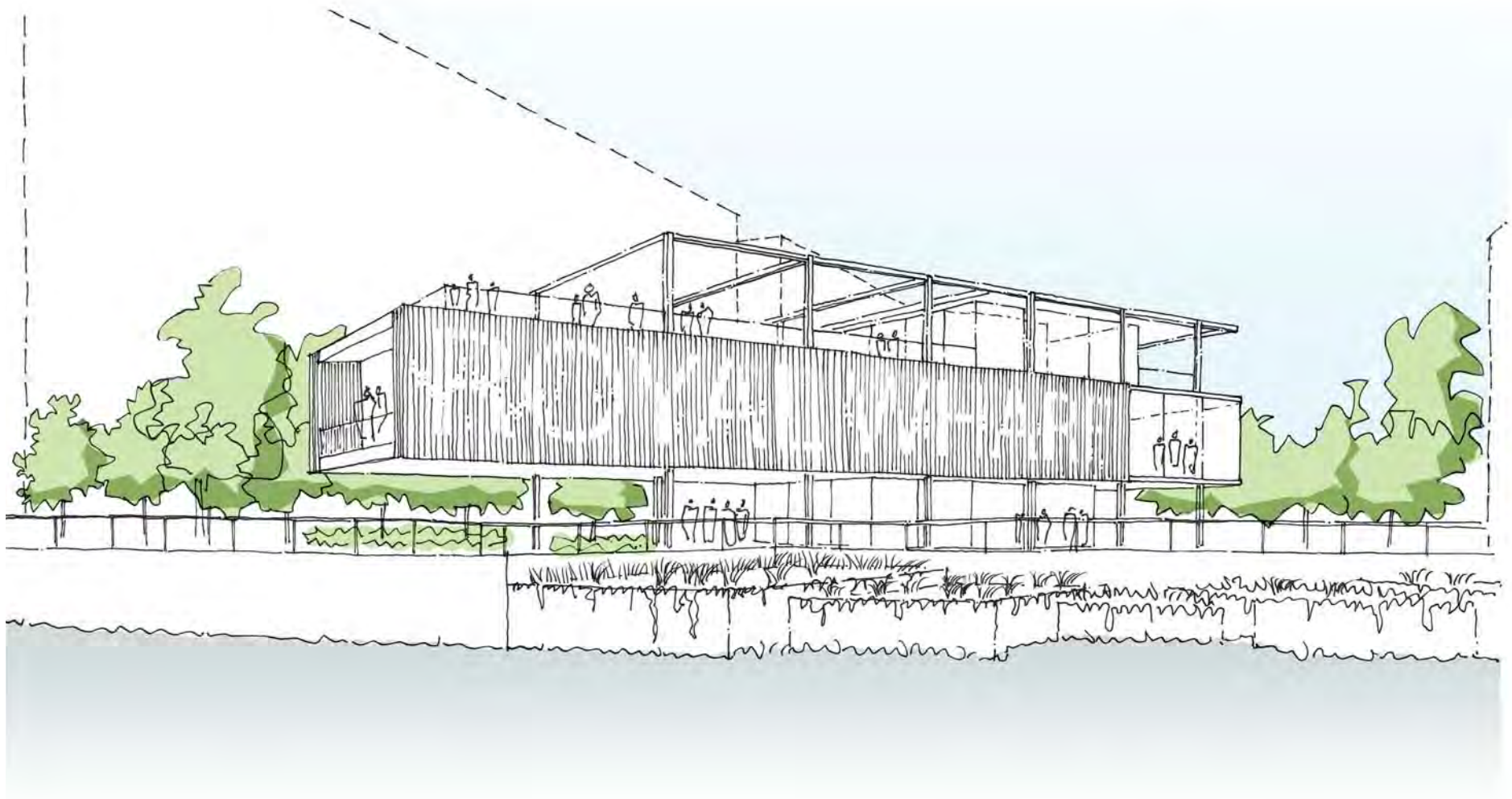
Part 1: Design Statement

Part 2: Access Statement

Part 1: Design Statement

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Concept Sketch

1 Project Brief

1.1 Key Functions and Spaces

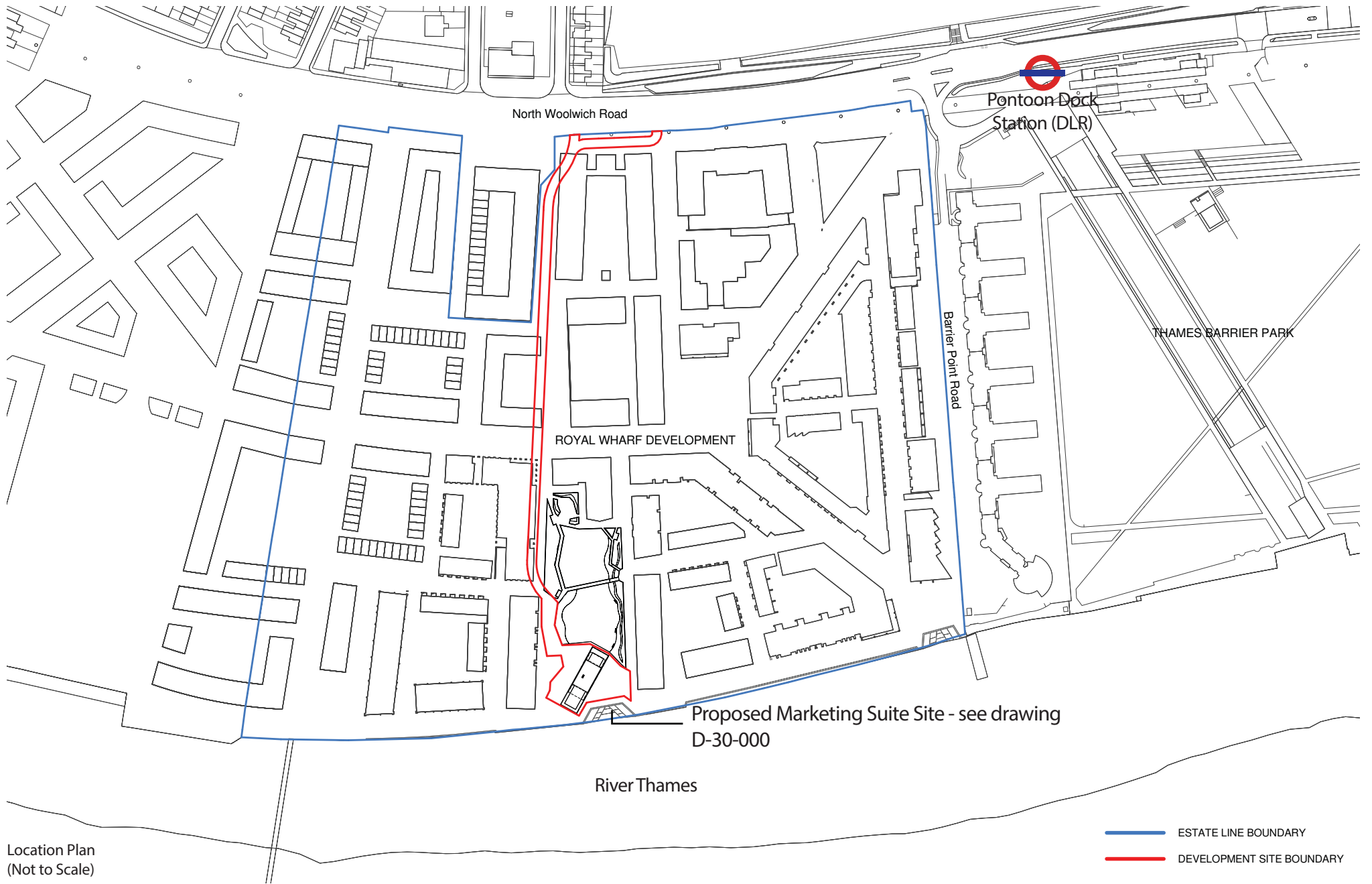
The brief to Arup Associates included the following:

- Development of a new building to accommodate a marketing suite for the proposed adjacent development including exhibition space, show apartments and staff facilities.
- Design a building to act as a marker for the area's development and to showcase the architectural language of the wider Royal Wharf development.
- Integrate the building within a landscape setting.
- The landscape design by Townshend Landscape Architects is to design the southern part of Minoco Park to house temporarily the marketing suite, and to include a new vehicular link from the South to an off street car park for the building's staff and visitors.

1.2 Environmental Design Standards

The project's sustainable Design Plan has been developed around an illustrated framework designed to deliver six key sustainability objectives:

- Carbon Reductions
- Social sustainability
- Self-sufficient by collecting and re-using water
- Sustainable Construction
- A positive contribution to the community and built environment
- Sustainable day to day operation



Location Plan
(Not to Scale)

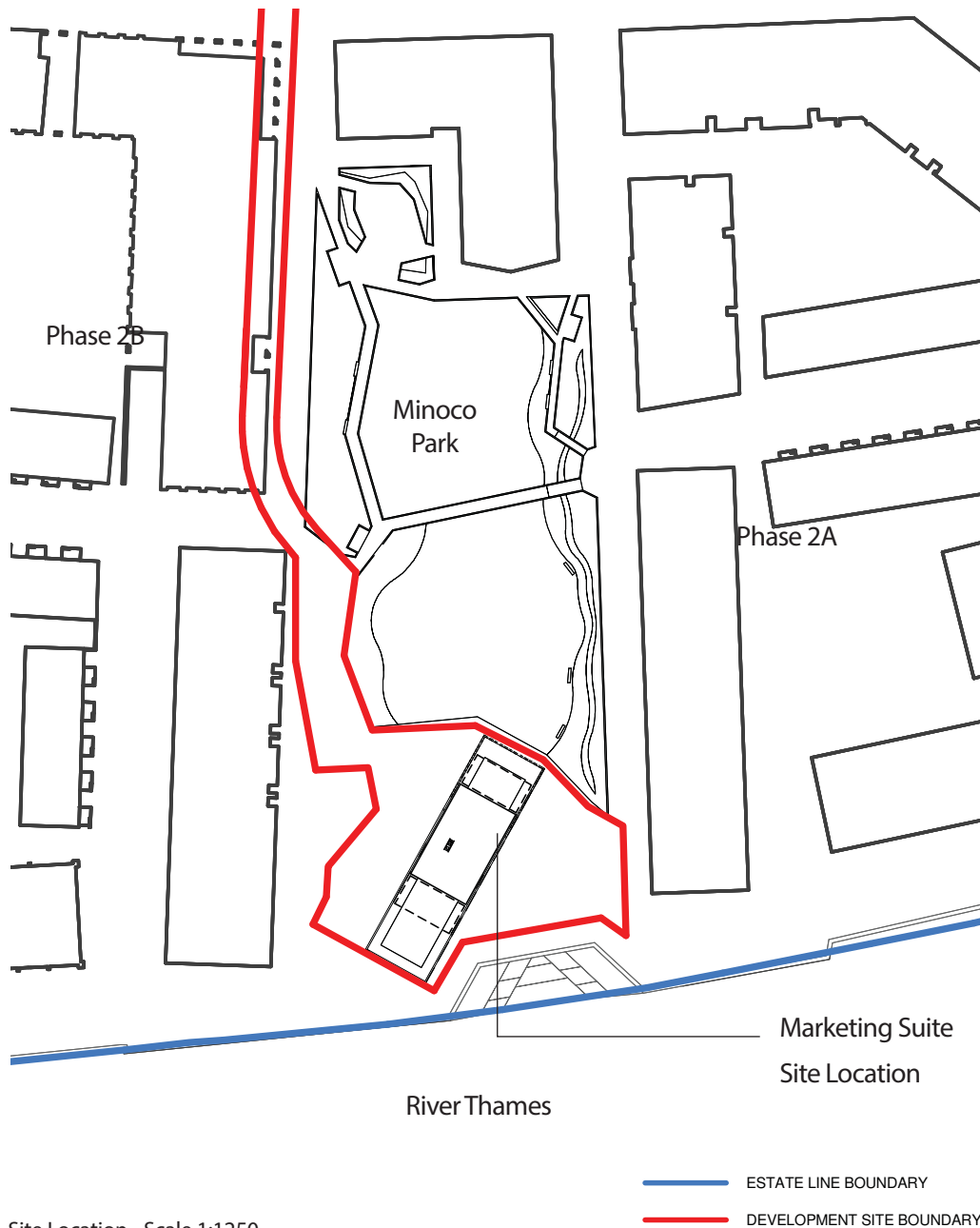
2 Site Context

2.1 Location

The Royal Wharf development site covers 15.2 hectares of vacant land at Royal Docks area, located within the London Borough of Newham. The site was originally developed as an industrial area at the nineteenth century, and was also used for manufacture of TNT during the First World War. Following this, the site was used by Shell UK for a period as an oil storage and refining site. However, the area was left vacant in the 1990s and in 2012 was granted to redevelop into a mixed-use development.

The site is bounded to the north by the DLR and North Woolwich Road, and to the south by the River Thames. Two parks frame the Royal Wharf development. Thames Barrier Park sits on the east side, and Lyle Park on the west side of the development.

The proposed marketing suite will be located towards the southern end of the Royal Wharf Phase 2 development, on the Thames river walk, providing a visual marker for the site as construction of the scheme progresses.



Site Location - Scale 1:1250



Site Photographs

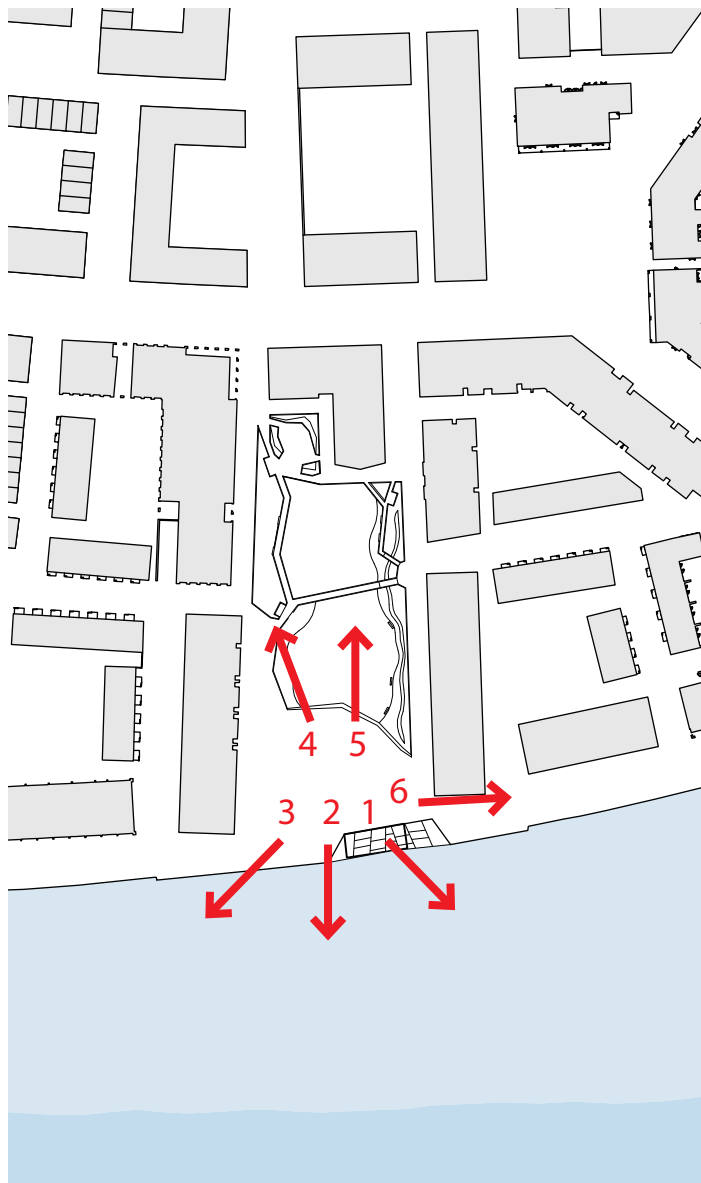
2 Site Context

2.2 Site Context

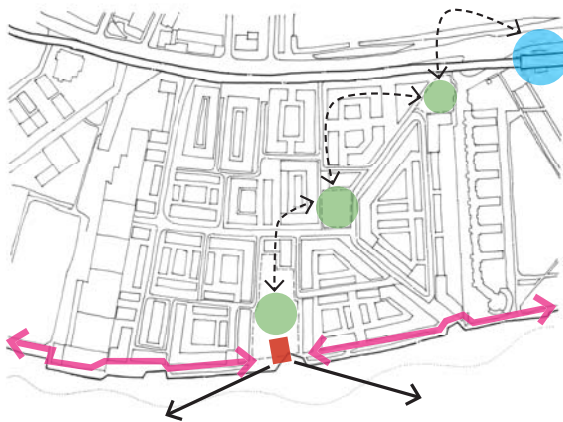
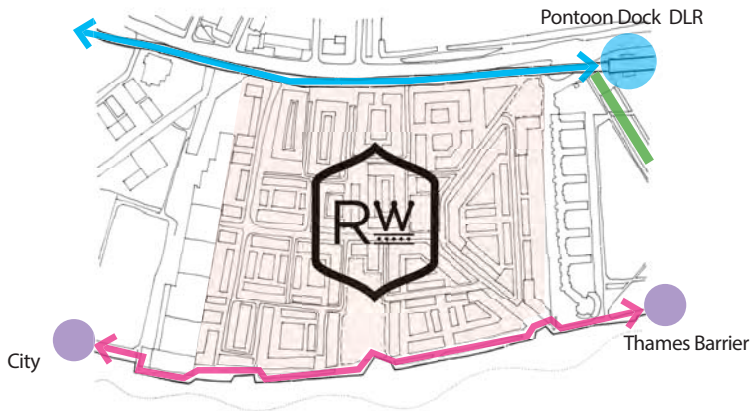
This site is surrounded by a mix of uses including predominantly residential to the north with industrial units to the west at Greenshield Industrial Estate; residential uses to the east along the banks of the River Thames.

Pontoon Dock Station and West Silvertown Station (DLR) are located a short distance to the north east and north west respectively of the application site. A special treatment on the northern boundary is ensured to compliment and fit the DLR and North Woolwich Road to the site.

Excel Exhibition Centre lies to the north side comprising a commercial area along the London City Airport.



Site Photograph Location Plan



3 Building Design

3.1 The Proposal

The building with a gross external area of approximately 700 square metres will act as a marketing suite for wider Royal Wharf development. The building will occupy a prominent position at the very end of the new Royal Wharf Park, set back a few metres from the banks of the River Thames. Visitors to the site will be encouraged to the building along clearly defined, at grade, access routes.

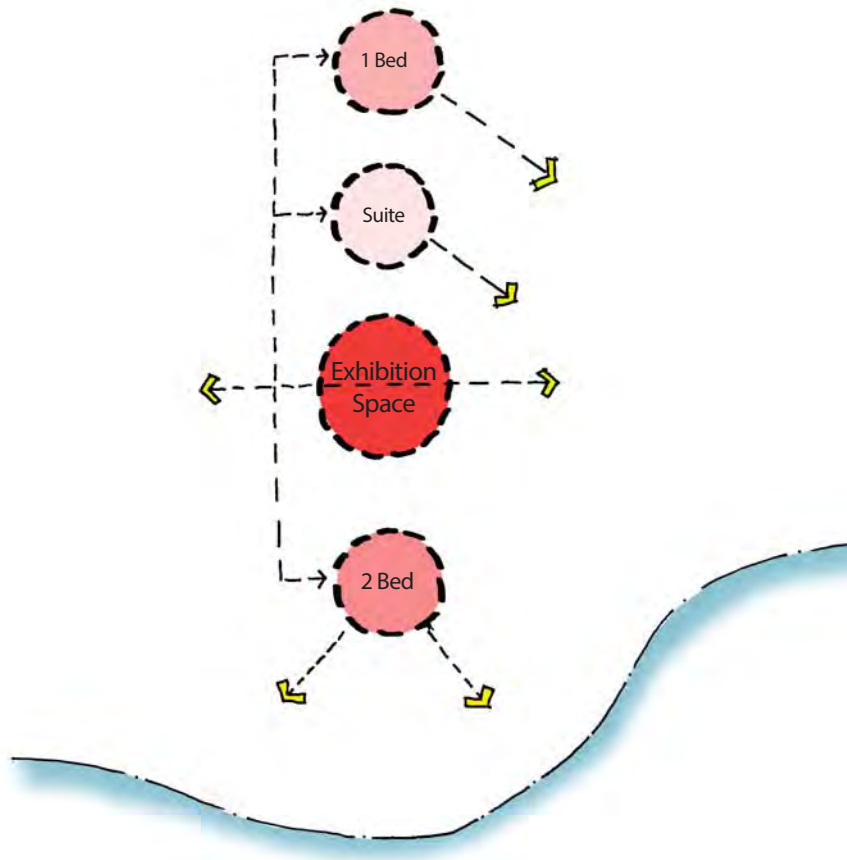
The key components of the scheme are as follows:

Landscaped Garden – providing a setting for the building, with car and bicycle planting and approach paths to the building.

Entrance Point – a predominantly glazed element housing the main entrance, reception and exhibition facilities. Stair and lift access to the upper levels.

Apartment Showcase – at first floor including an exhibition area, and typical apartments (suite, one bed and two bed).

Rooftop – meeting rooms and terrace area.



Organisation Diagram

3 Building Design

3.2 Design Evolution

The marketing suite provides a unique opportunity for prospective purchasers and visitors to this site to envisage how future residents will experience the site and surrounding views.

Arup Associates and Townshend Landscape Architects have worked closely with the client to develop a building that will not only serve as a statement to design quality, but also enhance the setting of the site as the surrounding landscape transitions through construction.

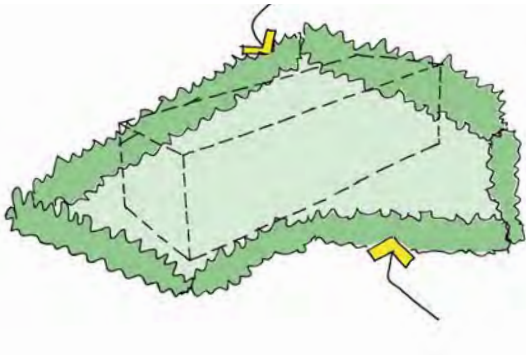
Key design moves included elevating the main accommodation above ground floor level to give the building presence, and to give views up and down river and over the new park.

Integration of architecture and landscape at ground floor level is carefully handled, while the top level terrace provides a viewing platform and gathering space.

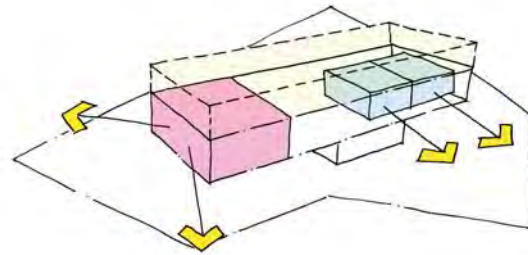
3 Building Design

3.3 Arrangement of the key components

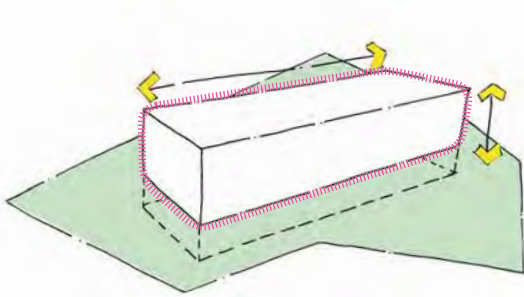
These diagrams illustrate the key concept, an elevated pavilion hovering above a landscaped garden. The marketing journey is clearly orchestrated from entry to exit.



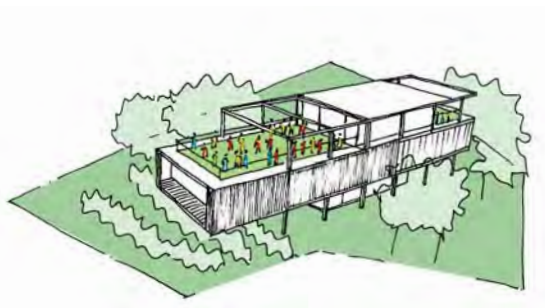
1. Garden Setting



3. Architectural Expression



2. Building Presence



4. Rooftop Activity - Selling River Views

3 Building Design

3.4 Scale & Massing

The building's scale and footprint has been informed by the size of the show apartments and an aspiration to allow the visitor to benefit from their visit and the wider views across the site.

It is important that the building has presence and is not 'lost' in the wider site – the elevation of the building above ground level addresses this concern.



Ground Floor Plan

3 Building Design

3.5 Layout

The ground floor of the marketing suite accommodates an entrance area, with space for a reception desk and seating. A small staff kitchen and WC are provided. There is a stair and lift to provide access to the upper floors.

The visitor will arrive at first floor level into the main exhibition area within which models, information boards and screens will portray the wider scheme. Typical apartments (suite, one bed and two bed) are located on this floor, complete with balconies. A WC and back of house area is provided.

The upper level has a small footprint with a meeting room, kitchen area and WC. There are large sized terraces (partially covered) to north and south.

3 Building Design

3.6 Elevational Treatment

The structure for the building is a simple steel framework. The building is arranged with a clear base, middle and top

Base – predominantly full height double glazed units to the reception area, with back painted glass to back of house accommodation.

Middle – slatted timber treated to create graphic with obscured glazed channels to areas shown as glass. The south elevation looks over the Thames and will feature a large ‘picture window’.

Top – predominantly full height double glazed units to the meeting room and corridors, with back painted glass to back of house accommodation. Ballustrading to be glazed.



North East Facade



South West Facade

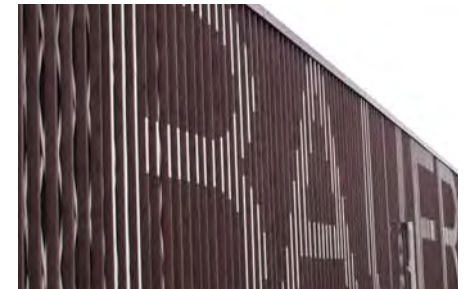
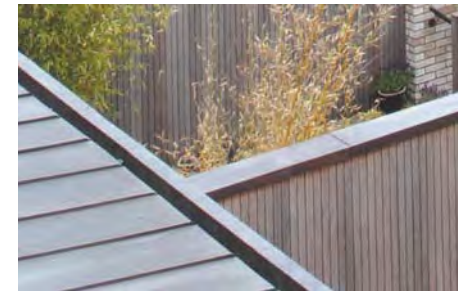
3 Building Design



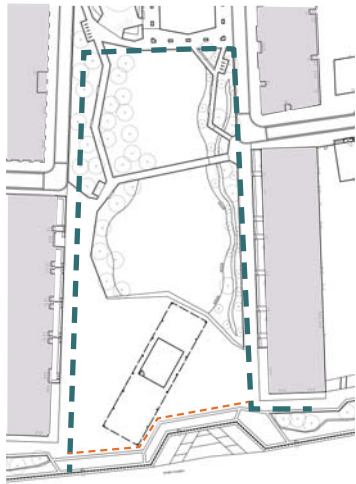
South West Facade



North East Facade



1



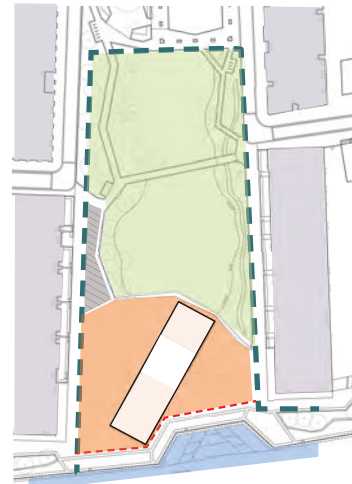
- Hoarding line
- 5m allowance for riverside works

2



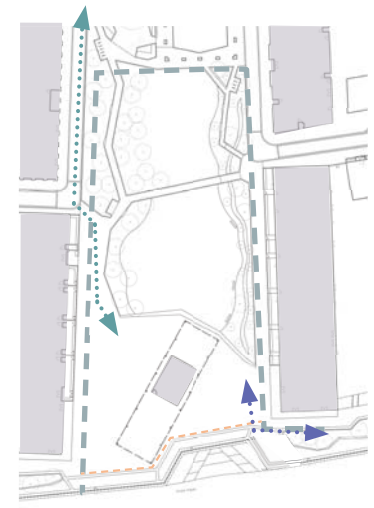
- Extent of the Park within the boundary
- Proposed extent of tidal terrace

3



- Extent of the Marketing Suite garden
- Temporary access route for the marketing suite

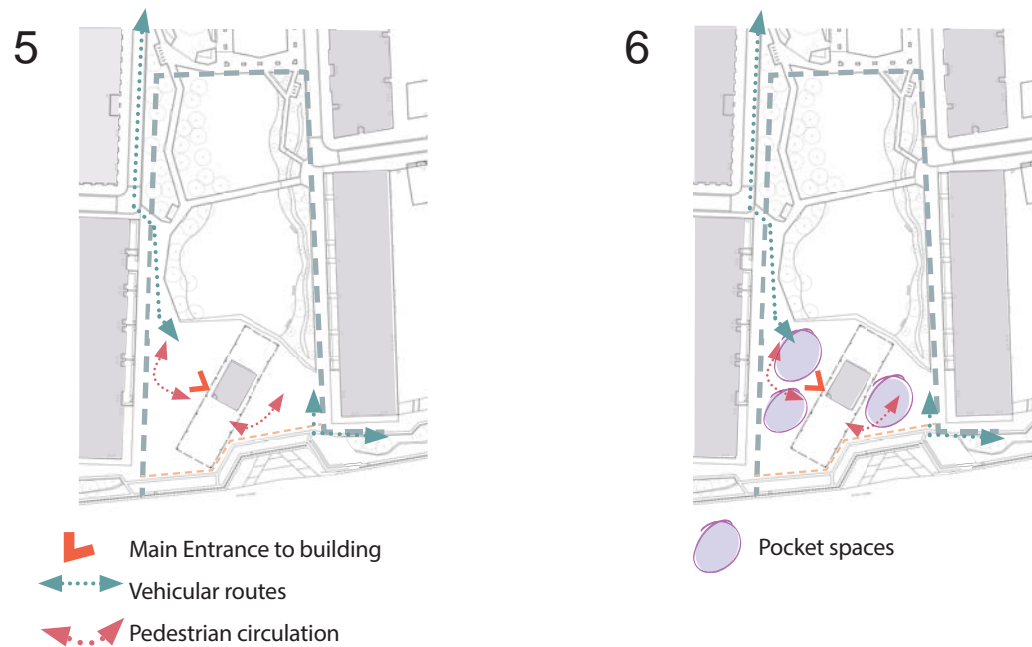
4



- ↔ Access the Marketing Suite by 2016
- ↔ Access to Marketing Suite after 2016

4 Landscape Design

4.1 Site Analysis



The design of the Royal Wharf Park was developed as part of the design development of Phase 2, and was submitted into planning in July 2014 (reference: 14/01654/REM). The brief for the landscape associated with the marketing suite was to develop a design which complements the design of the park and which would allow a large proportion of the park to be delivered in its permanent form.

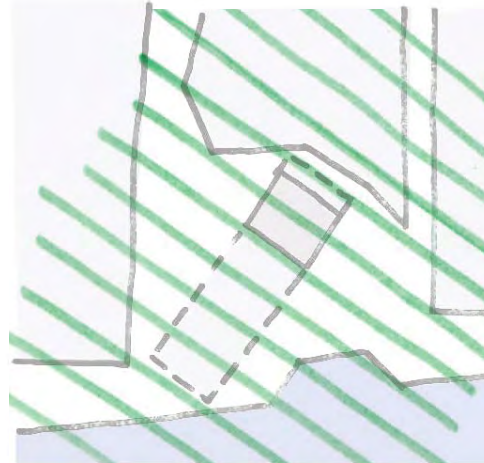
The design of the landscape around the marketing suite has been developed to accommodate a number of additional considerations:

1. Hoarding lines will define the extent of open space to be delivered at an early point in the site wide construction programme. The hoarding will enclose the Plots for future development
2. The intention is to bring forwards the delivery of the northern portion of the park in its permanent design to provide amenity for the new site residents.
3. The landscape associated with the marketing suite will be developed to complement the permanent works.
4. Access to the marketing suite will be from the north west of the park until 2016, and from the south east from 2016 to allow for the delivery phases of the future works.
5. Pedestrian routes will pick up these entry points and lead visitors to the entrance of the marketing suite.
6. The paths will pass through pocket spaces to create a sense of place and sense of arrival.

4 Landscape Design

4.2 Design Development

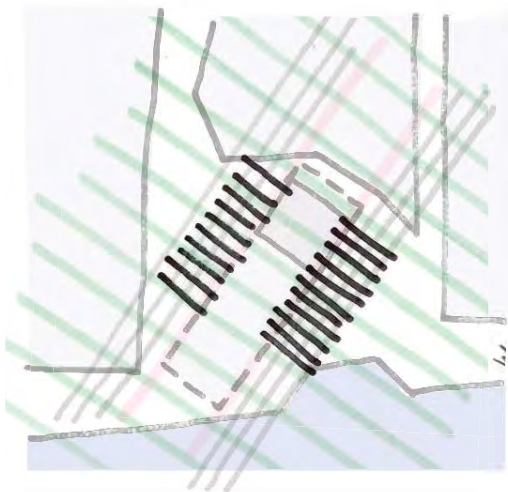
The design of the landscape around the marketing suite will complement the design of the park.



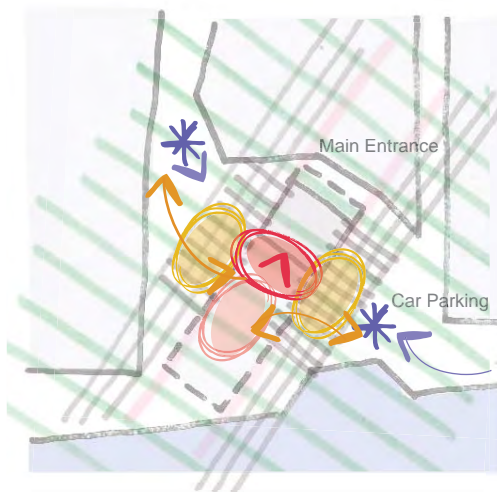
Continuing linear planting structure of the park



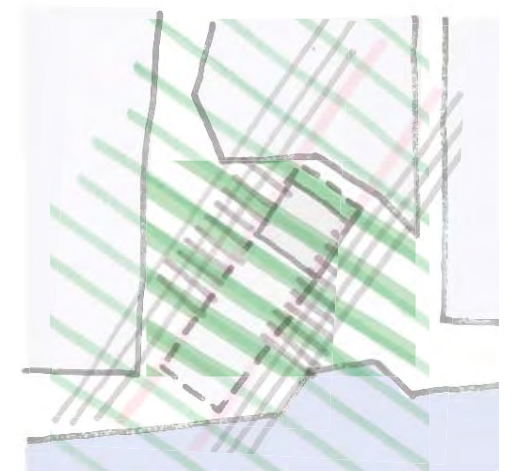
Following building angle



Softening edges by structural feathered planting



Circulation and pocket spaces











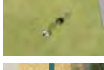



Lawn area and linear hedge structure

4 Landscape Design

4.3 Landscape Master Plan



-  Resin Bonded Gravel
-  Resin Bonded Gravel with Inset Steel Studs to Demarcate Parking Spaces
-  Concrete Kerb Edge
-  Bespoke Concrete Planter & Seating Edge
-  Evergreen Ivy Carpet & Shade Tolerant Shrubs (to temporary shaded areas)
-  Evergreen Informal Hedge Planting
-  Bands of Lavender Planting
-  Mixed Shrub Planting
-  Single-stem Tree Planting
-  Multi-stem Tree Planting
-  Lawn Area
-  Hoarding Line



KEY PLAN - NOT TO SCALE

4 Landscape Design

4.4 Master Plan Axonometric



4 Landscape Design

4.5 Planting Design

The design of the landscape around the marketing suite will complement the design of the park. Tree planting will provide structure to the space around the marketing suite and have varying seasonal colour in leaf and stem colour for visual interest.

Tree Planting



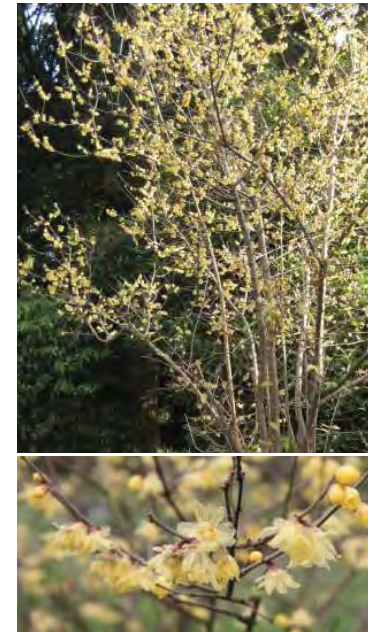
Character reference



Hamamelis mollis
(multi-stem)



Cercidiphyllum japonicum
(multi-stem)



Chimonanthus praecox
(multi-stem)



Betula albosinensis
(single-stem)

4 Landscape Design

4.5 Planting Design

The planting underneath the trees will use a combination of structural hedge planting to provide shelter and swathes of shrub and herbaceous planting for visual interest. Plants with variety of flowers and seed heads will be used to create interest in different seasons.

Indicative grass species



Sesleria nitida



Sesleria autumnalis



Deschampsia cespitosa 'Goldtau'



Pennisetum alopecuroides hameln



Stipa gigantea

Shrub, herbaceous and bulb indicative planting species



Verbena bonariensis



Echinacea 'Green Jewel'



Kniphophia 'Jenny Bloom'



Allium sphaerocephalon



Allium obliquum



Kniphophia 'Green Jade'

4 Landscape Design

4.6 Materials Palette

The selected materials will complement the palette of materials that are proposed within the rest of the park to the north and will complement the permanent finishes being installed alongside the marketing suite.



Resin Bonded Gravel on pathways



Bespoke Concrete Planter & Seating Edge (Part of Permanent Works)





4 Landscape Design

4.8 Extent of Permanent and Temporary Works



PLANNING BOUNDARY KEY PLAN
- NOT TO SCALE

Key

-  Planning application boundary
-  Hoarding line
-  Extent of permanent park (forms part of a prior planning application)
-  Extent of temporary works associated with the marketing suite

5 Site Circulation

5.1 Internal Circulation and Way-Finding

The building allows for clearly legible circulation balanced with the need to maintain privacy and security.

5.2 Access to Public Transport

Due to construction of river wall at the southern end of Royal Wharf Park where Marketing Suite will sit, all means of access to Marketing Suite will change position in 2016.

By 2016 public access will be from Northern side of Royal Wharf Park, and after 2016 public access will be from river walk of River Thames. Both accesses are connected to West Silvertown Station and Pontoon dock Station (DLR), incorporating a stair and lift access to the ticket hall level and platforms of both DLR stations.

Private access for the Marketing Suite only during selected times.

5.3 Car and Cycle Parking

A temporary car park will be created adjacent to the proposed Marketing Suite, comprising 4 spaces. The site will make provision for cyclists with secure external parking to be included for visitors and staff.

5.4 Servicing and Emergency Access

Vehicles delivering/collecting waste will access by 2016 from the east side of River Thames coming from Barrier Point road via a dedicated route to the shared surface hard landscaped area where they will be able to turn around. Any goods deliveries will then be trolleyed from the vehicle to the floating marketing suite across the dockside walkway. After 2016 vehicles delivering/collecting waste will access from the Northern side of Minoco Park.

The car park layout and landscape will allow for fire tenders to access the building in line with the Approved Document B of Building Regulations.

6 Planning Statement

6.1 Principle of Redevelopment

Planning permission has been granted for the comprehensive redevelopment of Royal Docks area (LPA Ref 11/00856/OUT), comprising the following:

“Part detailed, part outline application for a mixed use development comprising 3,385 residential units (329,000 sqm of floorspace), 15,000 sqm of business floorspace, 3,250 sqm of retail floorspace, 3,000 sqm of leisure floorspace, 1,500 sqm of restaurants and cafes floorspace, 750 sqm of financial and professional services use floorspace, 9,600 sqm of non-residential institutions floorspace.”

The whole site is divided in 3 Phases. Phase 1, the detailed element of the overall scheme is located at the eastern end of the site, and is preparing for construction at the end of 2014. Phase 2 is divided in Phase 2a and Phase 2b and are located on the central part of the redevelopment site, with Minoco Park as a central element. Phase 2a is being designed towards detail with the intention of seeking approval for reserved matters from Newham Council. The design of Minoco Park has been progressed, and it is envisaged to built and be completed by April 2015. Phase 3 is located on the western end of the site.

6.2 The Proposals

The marketing suite application will seek permission for the following:

- 700 square meters gross area;
- Temporary hard and soft landscaped area with informal parking and delivery vehicle area provided via a shared surface hardstanding;

The design of the marketing suite has sought to reflect the evolving surrounding landscape. The building will provide a high quality built form to reflect the aspirations of the wider development, simultaneously creating a distinctive identity whilst reinforcing local character and providing an appropriate setting to the wider development site.

6.3 Accessibility

The proposed development will achieve the highest standards of accessible and inclusive design in accordance with London Plan Policy 7.2. Part 2 of this Statement sets out how the principles of inclusive design have been incorporated and complies with the DDA and relevant regulations.

6 Planning Statement

6.4 Sustainability

National, London and local policies on sustainable development emphasise the need to re-use previously developed land, promote a mix of uses and optimise the potential of development sites. The proposed development will make efficient use of the end of Minoco Park, enhancing a vacant space until Royal Wharf Development Phase 2B comes forward and in doing so will facilitate the marketing of Royal Wharf Development.

6.5 Flood risk

The London Borough of Newham Strategic Flood Risk Assessment indicates that most of the proposed area lie, within Flood Zone 3.

The site is currently protected from flooding in the River Thames and Thames estuaries by the Thames Barrier, and river walls surrounding the Site itself. The consented development will incorporate works required to ensure that the river walls are suitable for the lifetime of the development. The residual flood risk posed to the site by redevelopment would be negligible and the impact of the proposed marketing suite on flood defences would also be negligible.

Part 2: Access Statement

Contents

1.0 Introduction

2.0 Design Philosophy

3.0 Site Issues

4.0 Design Issues

1 Introduction

1.1 Statutory and Regulatory Background

This Access Report for Royal Wharf Marketing Suite describes a project that is to satisfy both the spirit as well as the detail of the Approved Document Part M of the Building Regulations and design in relation to the Equality Act 2010.

2 Design Philosophy

2.1 Design Philosophy

The design aspirations for the marketing suite are to provide an inclusive environment throughout for members of staff and visitors. For this reason access issues have been, and will continue to be, considered throughout the design process.

2.2 Disability - Definition

The term “disability” has been viewed in its broadest sense and includes impaired mobility, sight, comprehension or hearing. This approach addresses not only the short-term compliance with the intent of the Equality Act (in relation to disability) together with the relevant planning policies but also the long-term implications of sustainability.

2.3 The Equality Act (2010) and ‘Disability’

The Equality Act has been in force since October 2010, and replaces, amongst other legislations the Disability Discrimination Act (DDA). However, the same underlying philosophy regarding discrimination on the grounds of disability applies, and the duties placed on the physical design of the built environment remain unchanged.

2.4 Sources of Advice and Guidance Used

In order to maximise access for people with disabilities the following guidance has been used. Only where there is a departure from these adopted guidance documents will there be a reference to this in the Access Statement:

- Approved Document Parts B, K and M of the Building Regulations.
- BS 8300: 2009 (Design of Buildings and their approaches to meet the needs of disabled people).
- BS 9999:2008 (Code of Practice for fire safety in the design, management and use of buildings)
- Achieving Inclusive Design : Access Statements, ODPM, 2003
- “Planning and Access for Disabled People – A Good Practice Guide”, Department of Communities and Local Government (DCLG) formerly Office of the Deputy Prime Minister (ODPM).
- Consideration of Disability Discrimination Act issues.

3 Site Issues

3.1 Access to the Site and Transport Links

With the implementation of the proposed cycle/pathway along the River Thames, planned to coincide with the opening of the marketing suite, the proposals are well located to benefit from excellent public transport access to Thames Barrier Park and Pontoon Dock station (DLR) and also good cycle and pedestrian access.

Vehicle access to the site for servicing and delivery purposes and access to the car parking area, is accommodated via a shared surface access route on the east side of the building.

3.2 Car, Cycle Parking and Setting Down Points

A hard and soft landscaped area adjacent to the proposed marketing suite building is provided to facilitate goods vehicle deliveries, refuse collection and also a limited number of car parking spaces. Motorcycle parking will also be permitted within this area.

Private access for the Marketing Suite only during selected times.

4 Design Issues

4.1 Building Entrance

There is a single main entrance on the west facade of the building. The visitor reception desk and staff areas are located on the ground floor and provide good visual connections for assistance. The approach to the front door will be step-free, with any changes in site levels accommodated through appropriate ramps.

4.2 Internal Facilities

Level step-free access is provided throughout all floor areas.

The first floor will accommodate office work spaces and areas to present the development (e.g. projectors, models, etc).

4.3 Horizontal & Vertical Access

All internal doors will have a minimum clear opening of not less than 800mm, or 825mm dependent on the direction of approach, with an unobstructed 300mm to the door adjacent to the leading edge.

There is a main staircase that will be developed to the recommendations of Approved Document Part K and BS 8300:2001.

4.4 Sanitary Facilities

The building will accommodate accessible WC.

The accessible WC will be developed to the recommendations of Approved Document Part M and BS8300. Horizontal travel distance to the accessible WC will be within 40m in accordance with code.

4.5 Emergency Escape

The principle codes and standards used in developing the fire safety strategy are as follows;

- Building Regulations Approved Document B 2006 (Amended 2013)
- BS 9999: Fire Safety in the Design, management and use of buildings 2008.

Evacuation for mobility impaired persons will be subject to a management evacuation plan.

