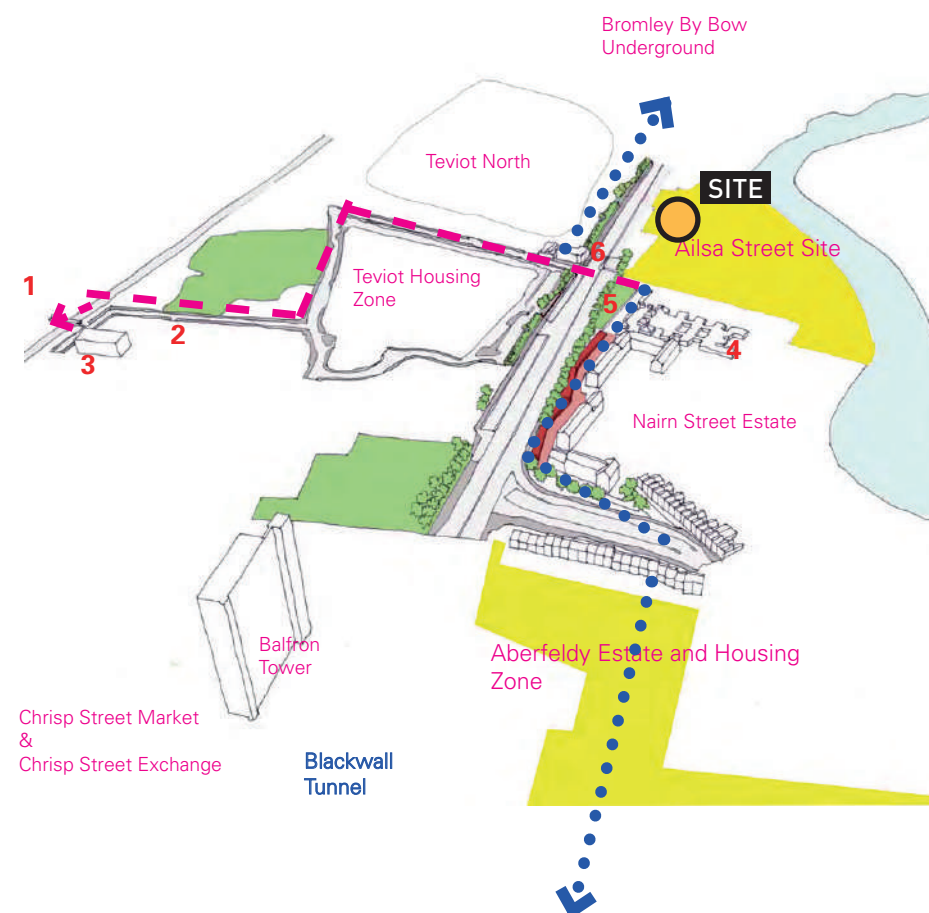


## 3.0 SITE & CONTEXT

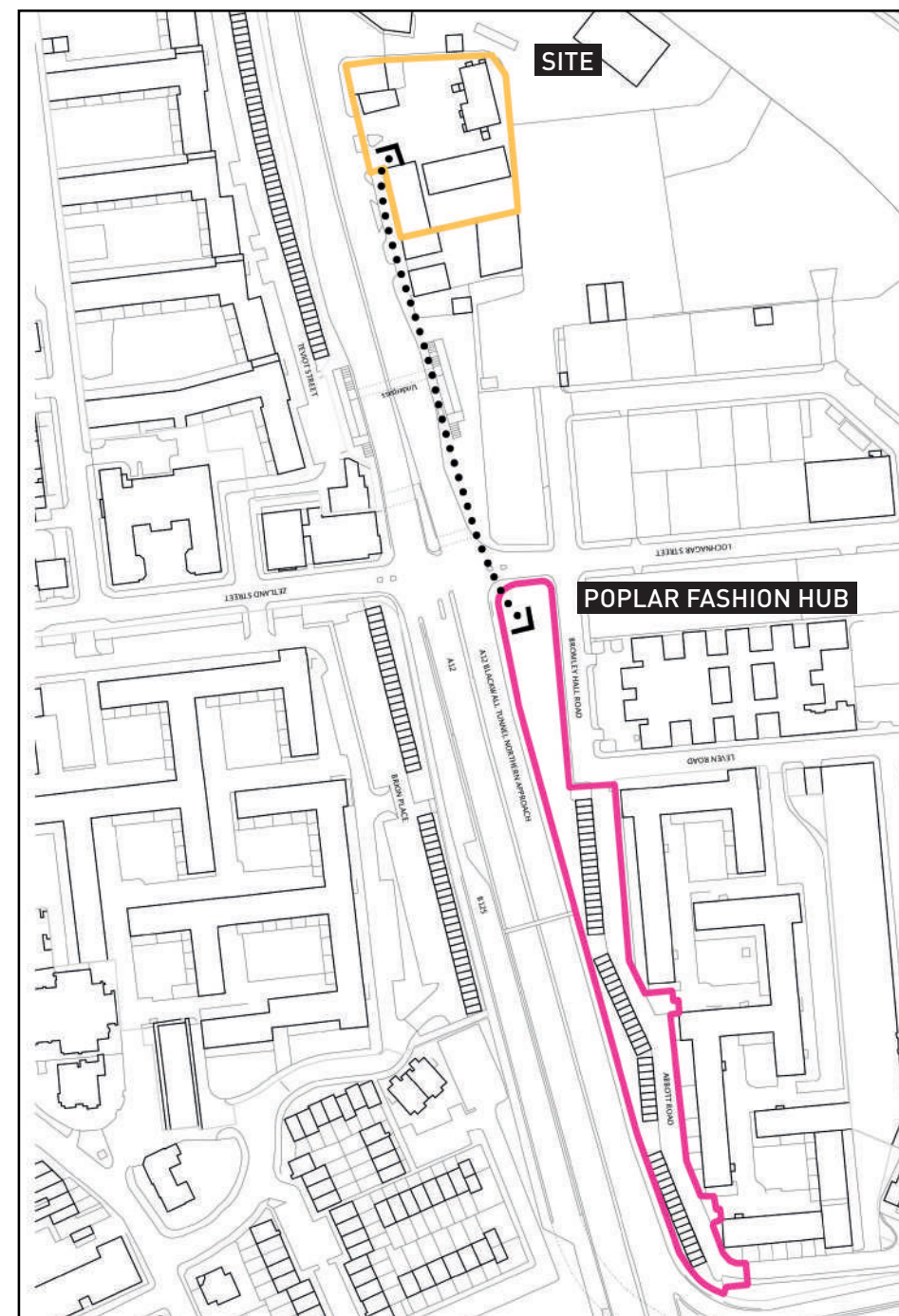
### 3.6 LOCAL POPLAR HARCA DEVELOPMENTS



EXTRACT FROM DESIGN AND ACCESS STATEMENT (ADAMS & SUTHERLAND)  
WITH PROXIMITY TO SITE SHOWN

#### POPLAR HARCA

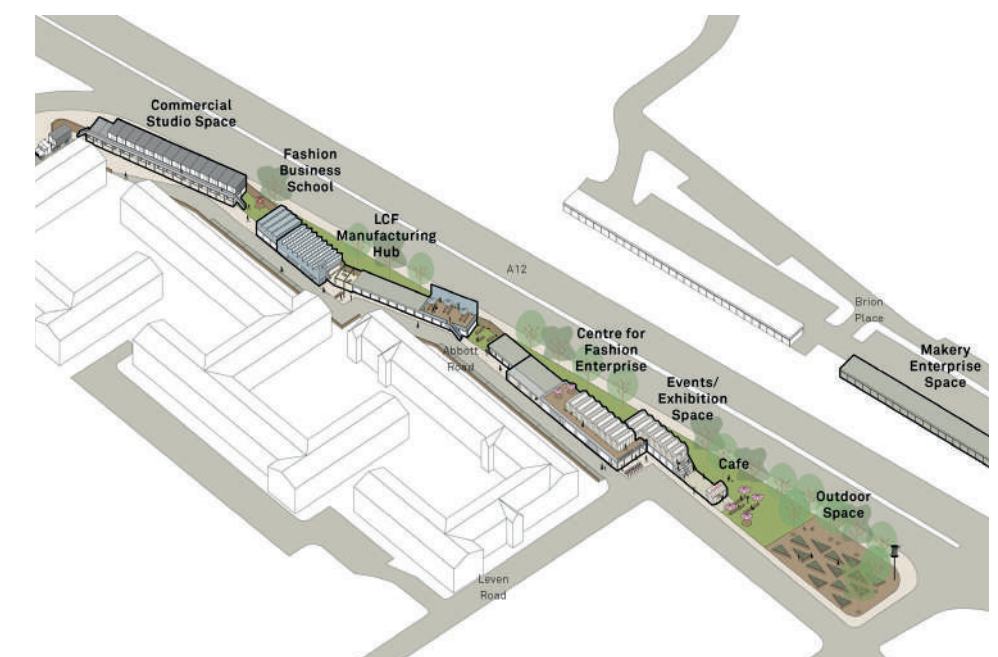
Poplar Harca has a number of developments in the region. It sees 43-45 Gillender forming part of it's wider development plan for the area, helping to rejuvenate this part of London. To the South is Poplar Fashion Hub, currently under construction. It is to be a garment manufacturing hub. The future commercial space provided at 43-45 Gillender Street may act as an extension of these innovative spaces.



LOCAL PLAN



PROPOSED VIEW FROM BROMLEY HALL SCHOOL TO CAFE/RECEPTION



PROPOSED FASHION HUB OVERVIEW



## 3.0 SITE & CONTEXT

### 3.7 HERITAGE & RESTORATION STATEMENT



BROMLEY HALL WITH 1 STOREY EXTENSION (FOREGROUND)



REAR ELEVATION OF BROMLEY HALL WITH 1 STOREY EXTENSION (LEFT)

#### The Heritage Assets

Bromley Hall was added to the statutory List of Buildings of Special Architectural and Historic Interest in 1950 at Grade II\*. Poplar Library was listed at Grade II in 1973. Both buildings were included in English Heritage's first Register of Buildings at Risk in Greater London (1991). They were refurbished as offices in 2005.

The site is located in the Limehouse Cut Conservation Area, which focusses on the historic Limehouse Cut canal and its immediate surroundings, running from the River Lea to Limehouse basin but also containing some important fragments of the area's past including the remnants of a small settlement at south Bromley, now cut off from the rest of the area by the Limehouse Cut and more recently by the extension of the East Cross Route (Blackwall Tunnel approach). This area includes a number of buildings of interest, especially Bromley Hall and the former Poplar library but also the LCC fire station and the former bonded warehouse on Gillender Street.

#### Brief history of the site

Bromley Hall's evolution is complex. Research undertaken prior to the 2005 restoration cast doubt on the prevailing assumption that it was the manor house of the lower manor of Bromley but was rather a late 15th/early 16th century tower house built for recreational purposes. It was later truncated and remodelled as a dwelling house in c1700. Tudor wall paintings were discovered during the 2005 restoration.

In the 18th century the house became part of a calico works, and contemporary maps indicate that extensions were added to the south elevation. By c1830 the calico works had gone and Bromley Hall fronted Brunswick Road (the present Gillender Street) linking Bow and Poplar. Earlier extensions on the south side of Bromley Hall were replaced by a modest group of cottages separated from the house by a narrow gap. The section of road to the south was lined with middle-class houses and was clearly for a while a desirable semi-rural enclave overlooking the River Lea, but its environs would change drastically over the ensuing decades with the area's rapid industrialisation.

Poplar Library was built in 1904-5 to the design of Squire, Myers and Petch, replacing a small row of houses. It is a good example of a civic building in the Edwardian Baroque manner, faced in Portland stone. The villa to the south of Bromley Hall known (misleadingly) as the 'Manor House' was demolished in the inter-war period and its site was occupied by a petrol station by the 1960s.

#### The impact of the proposed scheme on the special interest of the listed buildings

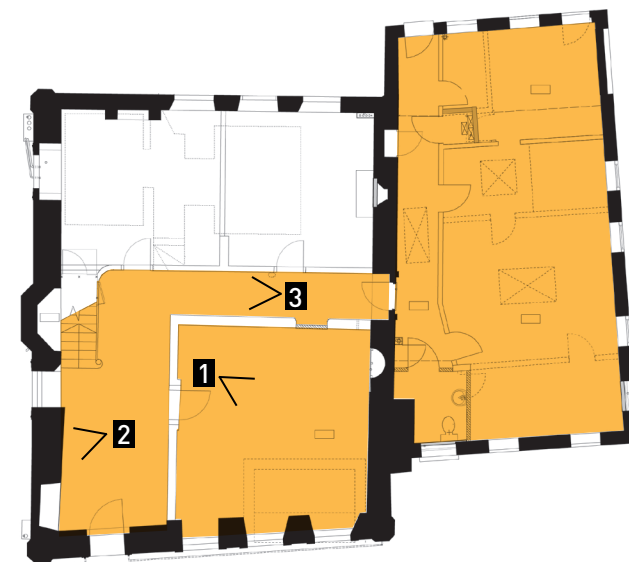
No internal alterations are proposed to Bromley Hall or Poplar Library. The physical impact on Bromley Hall's fabric will be confined to the removal of the 1920s extension on the south side, and construction of a two-storey link to a new infill block between Bromley Hall and Poplar Library over a gap site previously occupied by the petrol station forecourt. The new block will abut the south flank wall of Bromley Hall and the north flank wall of Poplar Library, set back behind the façades of both listed buildings. The library's brick flank wall was never intended to be exposed and is entirely functional in character.

#### The architectural and historic significance of the 1920s extension to Bromley Hall

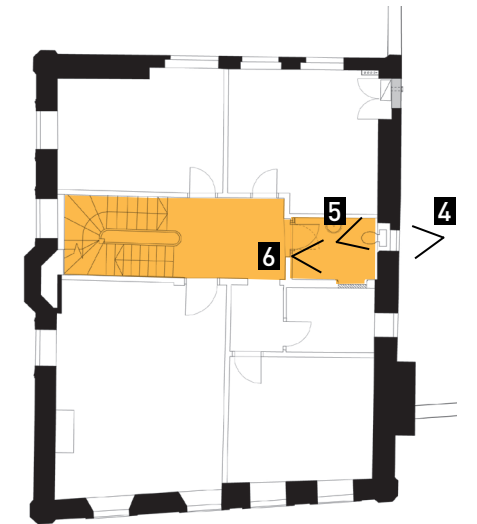
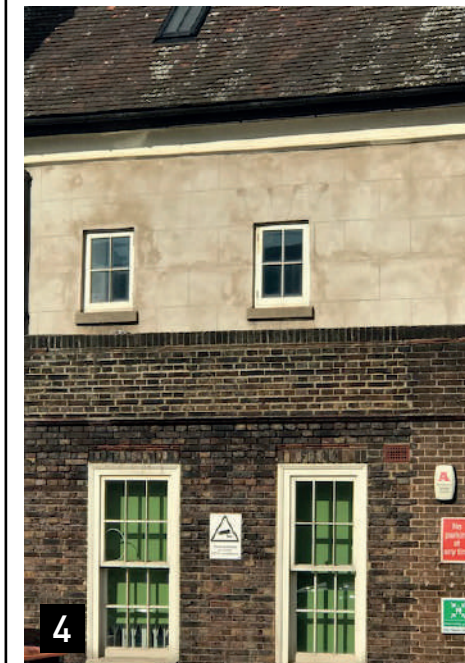
The single storey-extension on the south side of Bromley Hall, occupying the site of earlier 19th century cottages, dates from the building's occupation by the Royal College (now Foundation) of St Katharine, a London charitable institution of medieval origin, which acquired the premises in 1914 for use as a paediatric training centre. Stylistically, the extension appears to date from the c1925-30. The extension housed a ward with an internal inspection window and an artificial sunlight department.

Although it is a well-mannered inter-war addition which respects the architectural idiom, proportions and materials of the historic building, the extension is of only modest intrinsic architectural significance. The connection with the Foundation of St Katharine forms an interesting episode in Bromley Hall's history but this use was ephemeral and typifies the history of many large old houses in London's rural fringes which fell into institutional or commercial uses as the area became urbanised and declined in social status. Nothing remains within the present fabric to illustrate this use and the removal of the extension would have minimal impact on the special interest of Bromley Hall.





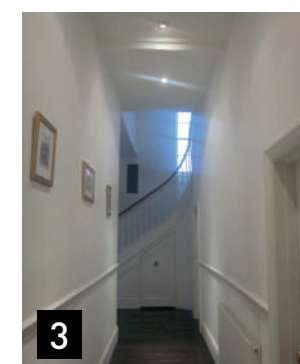
KEY - GROUND FLOOR PLAN - BROMLEY HALL



KEY - FIRST FLOOR PLAN



BROMLEY HALL HISTORIC GARDEN





3.0 SITE & CONTEXT

3.8 CHARACTER BUILDINGS/LANDMARKS

LIMEHOUSE CUT CONSERVATION AREA

Immediately to the North of the site is the Limehouse Cut Conservation Area. This was originally designated in October 2009 and includes not only Limehouse Cut itself but part of Bow Creek and several parcels of land containing historic buildings. Designation was carried out because the area was considered to be “an area with special architectural or historic interest, the character or appearance of which is desirable to preserve or enhance”. The designation process was challenged but was later upheld after review by committee in August 2011.

As well as a number of listed buildings, the mid/late Victorian/Edwardian/ mid twentieth century industrial buildings which have been included within the Conservation Area boundary are considered to make a positive contribution to the character and significance of the zone. The only exception to this would be the modern industrial units near to Bow Locks on Gillender Street. The conservation area guidance suggests that the opportunity exists here for significant redevelopment to enhance the character and appearance of the conservation area.

Listed Buildings

There are a number of statutory and locally listed buildings in close proximity to the site. The statutory listed buildings are Grade II and II\*, identifying them as buildings of national importance. A number of these important buildings are located along Gillender Street, once known as Brunswick Road. Further detail on these buildings can be found in section 3.7 of this document.

Grade II\*  
43 Gillender Street, Bromley Hall

Grade II  
Gillender Street - Dowgate Wharf  
25-37 Gillender Street, the LCC Fire Station  
45 Gillender Street, Bromley Public Library  
Bromley Hall School

Locally Listed Buildings  
21-22 Gillender Street (part of Dowgate Wharf, originally listed in 1973 but delisted in 1994)

KEY

CONSERVATION AREA

LISTED BUILDINGS

BUILDINGS

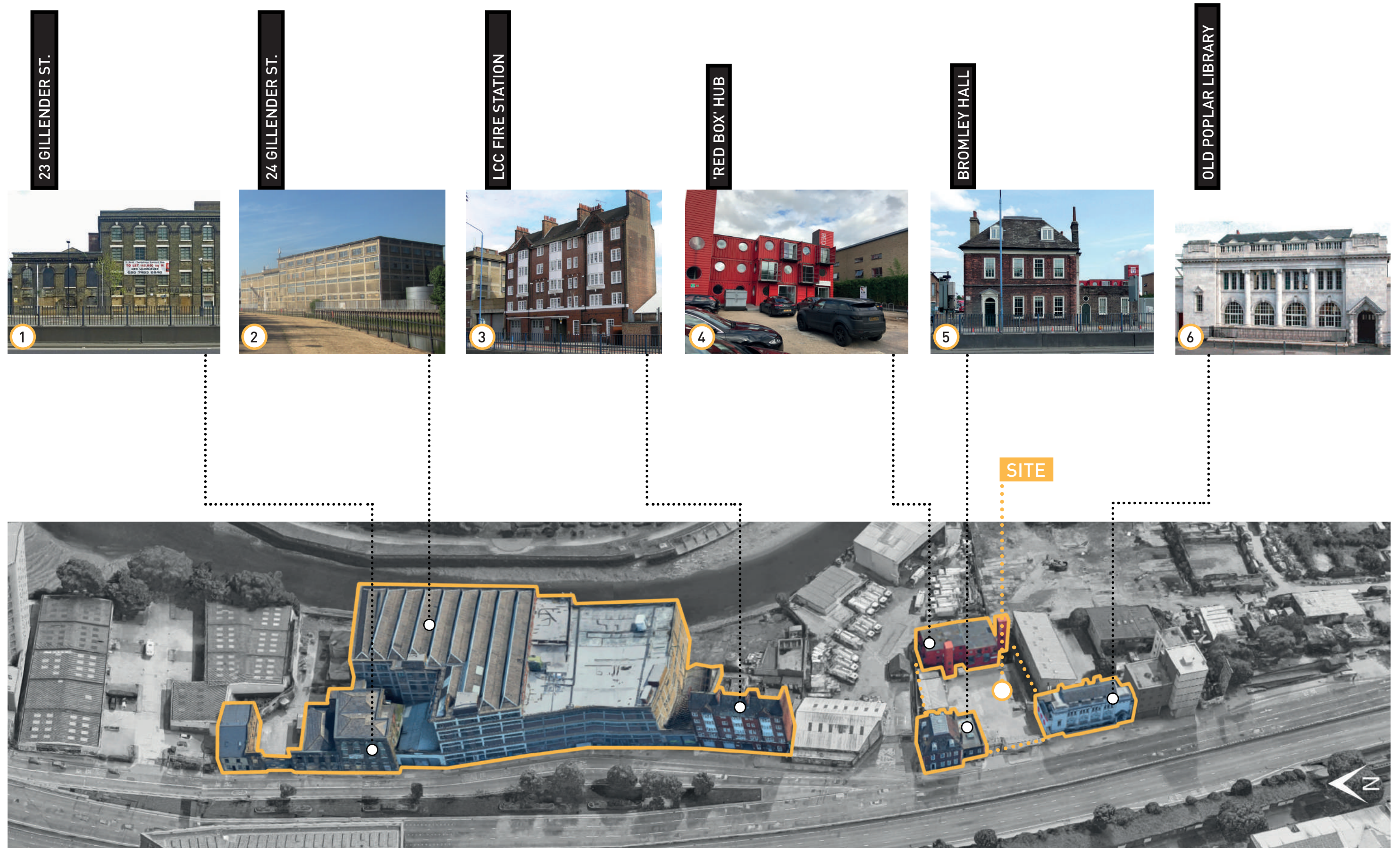
RIVER

SITE



CONSERVATION AREAS AND LISTED BUILDINGS







# 4.0

## 4.0 1ST 'PRE-APP' (DEC 2017) 4.1 INITIAL DESIGN RESPONSE

### DESIGN DEVELOPMENT

The following pages illustrate initial design responses, looking at form and massing. From the start, a link between the commercial development at the front of the site and the residential proposals at the rear was of key importance.

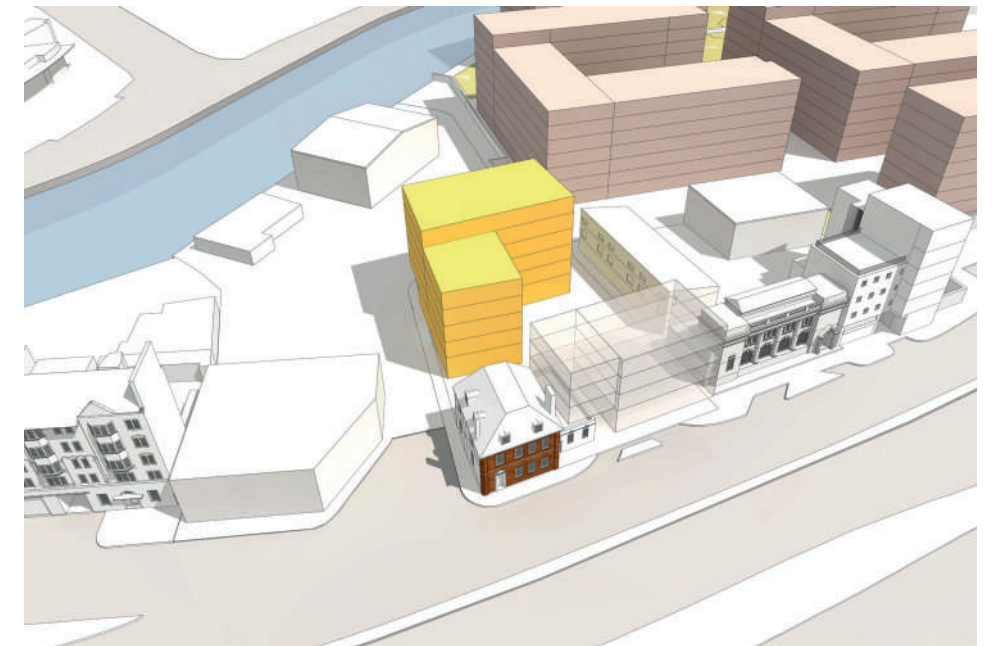
Having residential at the rear of the site would create a protected courtyard space/buffer to the A12, and also enable future connections with the residential scheme at Ailsa Wharf and access to the waterside.

A number of massing options were considered.

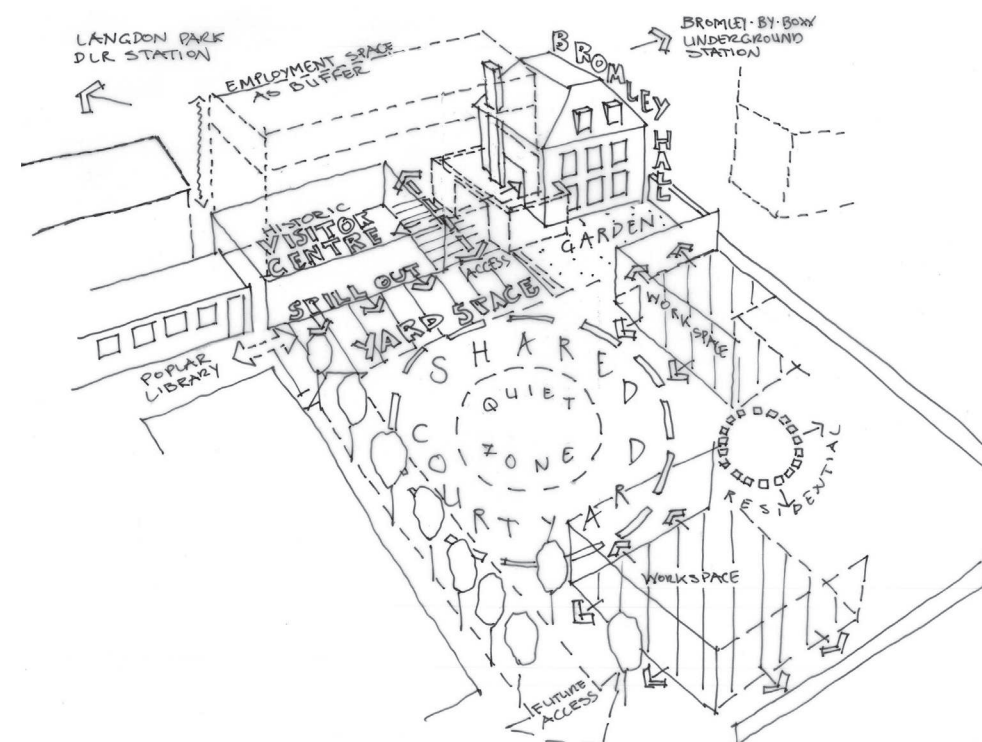
### OPPORTUNITY

The site provides opportunity to be its own destination place, whilst also being an alternative entrance point to the wider Ailsa Wharf development and a link through from the busy A12 to the quieter waters edge of the River Lea.

There is opportunity to enhance the existing heritage assets of the site, accommodate new homes for local residents and new work spaces for creative and cultural industries. This small hub could be linked to the wider emerging employment corridor and fashion hub.



OPTION 01 - INTERLOCKING BLOCKS



The recently approved Ailsa Wharf scheme has created the possibility to link the sites together. This would provide shared access to both sites for servicing and refuse collection.

### CONSTRAINTS

The site is heavily constrained by the busy A12 on the West and the waste site to the North, being land locked with only a single point of access. The site is exposed to noise and air pollution from the surrounding land uses.

