



This is Place Making



At Apt we believe that successful placemaking creates great places to live, work, connect and play.


We have experience designing successful masterplans at a wide variety of scales.

The Masterplans we design accommodate a diverse mix of uses in balanced communities, each responding to its own unique context, respecting the local character, culture and customs of the area.

We develop our masterplans with a single aim – to create viable, vibrant places for communities to thrive, reinforcing connections and links to local amenities and public transport with meaningful public realm and integrated spaces.

Placemaking Experience





FULHAM GASWORKS
MERCHANT SQUARE
LOWESMOOR WHARF
LONDON RESORT
DEEP LABS CAMPUS
APOLLO AND LUNAR HOUSE
ELYSIAN GUILFORD
CARDIFF PENINSULA



Our masterplan creates contemporary architecture and public space that draws upon the site's industrial heritage



Fulham Gasworks

Located in the centre of Fulham, and partially within the Imperial Square and Gasworks Conservation Area, the residential led proposal is redeveloping the 17.5-acre former gasworks to provide up to 1,843 high-quality new homes including a minimum 35% affordable housing.

The development also provides ancillary residential facilities, 100,000 sq.ft. of flexible commercial uses, retail, a youth centre and a

food bank across 17 development plots, totalling 2.3 million sq.ft.

At the heart of the masterplan and at the convergence of key desire lines, a new square provides an enhanced setting for two Grade-II listed buildings and a listed war memorial, whilst creating a focus for commercial uses and generating an animated and vibrant public realm.



Added Value

A fundamental principle of the masterplan is to improve connectivity and permeability to the surrounding area.

Focus around identifying pedestrian desire lines and strategic links between local transport hubs and surrounding residential neighbourhoods.

Unique sense of arrival and identity which successfully participate as part of a wider coherent placemaking strategy.

Wayfinding is a key component to the design, with the hierarchy of public and private amenity spaces clearly established through the landscape design, whilst from distance, the taller buildings act as local urban markers within the wider townscape.

Achievements

- 54% of the site has been designed to be open space, with 43% of that, accessible to the public.
- The largest gasholder regeneration site to have received planning consent.
- Provide a setting for the Grade II* listed gasholder No2.

Creating a sense of community

Circulation routes coalescing around a landscaped central square

By developing the masterplan plots around pedestrian, cyclist and vehicle movements and creating a series of character areas through the expression of the buildings' architecture, the masterplan's multiple access points into the site each have their own unique sense of arrival and identity, but successfully participate as part of a wider coherent placemaking strategy.

A new urban park also provides a significant area of open space, delivering much needed amenity for the future residents and wider community. It also provides a setting for the Grade-II* listed gasholder No. 2, widely reported as the oldest surviving gasholder in the world.

King's Road Park received a resolution to grant planning permission in October 2018, with signature of the Section 106 Agreement in February 2019.

Apt has been involved continually from the project's conception, as part of a significantly scaled design team, with many collaborators, stakeholders and work phases, both on and off site. Phase I is under construction and Reserved Matters and Listed Building Applications associated with future phases are in various stages of preparation.



Illustrative Ground Floor Plan





A new waterside development for Paddington with four iconic buildings and a new garden square



Merchant Square

The masterplan provides a vibrant mix of living, shopping, eating and working spaces and is a new destination for Central London.

The four buildings with supporting public realm are designed as one coherent piece of urban design. Each building enjoys its unique presence and character, with all buildings looking out onto the new garden square.

The new garden square frames the view of 1 Merchant Square from the canal and creates a variety of amenity spaces for residents, workers and visitors.

The strength and clarity of the masterplan's investment in public realm encourages higher value development and permits a greater degree of expression for Merchant Square's family of buildings.



Added Value

Apt designed the wider landscaping concepts for the masterplan, the fountains and the material considerations

201 apartments of mixed tenure with private, intermediate affordable and socially rented.

The split of accommodation was as follows:
158 private apartments
43 affordable apartments

Ground floor retail units such as restaurants and residents' facilities such as a nursery, at its lower levels animate the wider public realm and provide significant benefits for the local community.

Achievements

- An energy efficient, BREEAM excellent 21 storey residential building
- The apartment interiors have been designed by Apt to meet the client's aspirations for immaculate detailing providing a neutral backdrop of high quality materials and thoughtful design.

Responding to the variety of uses and population

Destined to be the tallest building in Westminster, 1 Merchant Square soars 42 storeys high above its vibrant Paddington neighbourhood. It has a sleek, curved form with vertical structural fins clad in white faience and a distinctive crown-like peak.

271 intelligently designed new homes for contemporary modern living and a double height skybar with spectacular 360° panoramic views over London, all surrounded by a newly landscaped garden square, creates a truly unique new landmark waterside building.

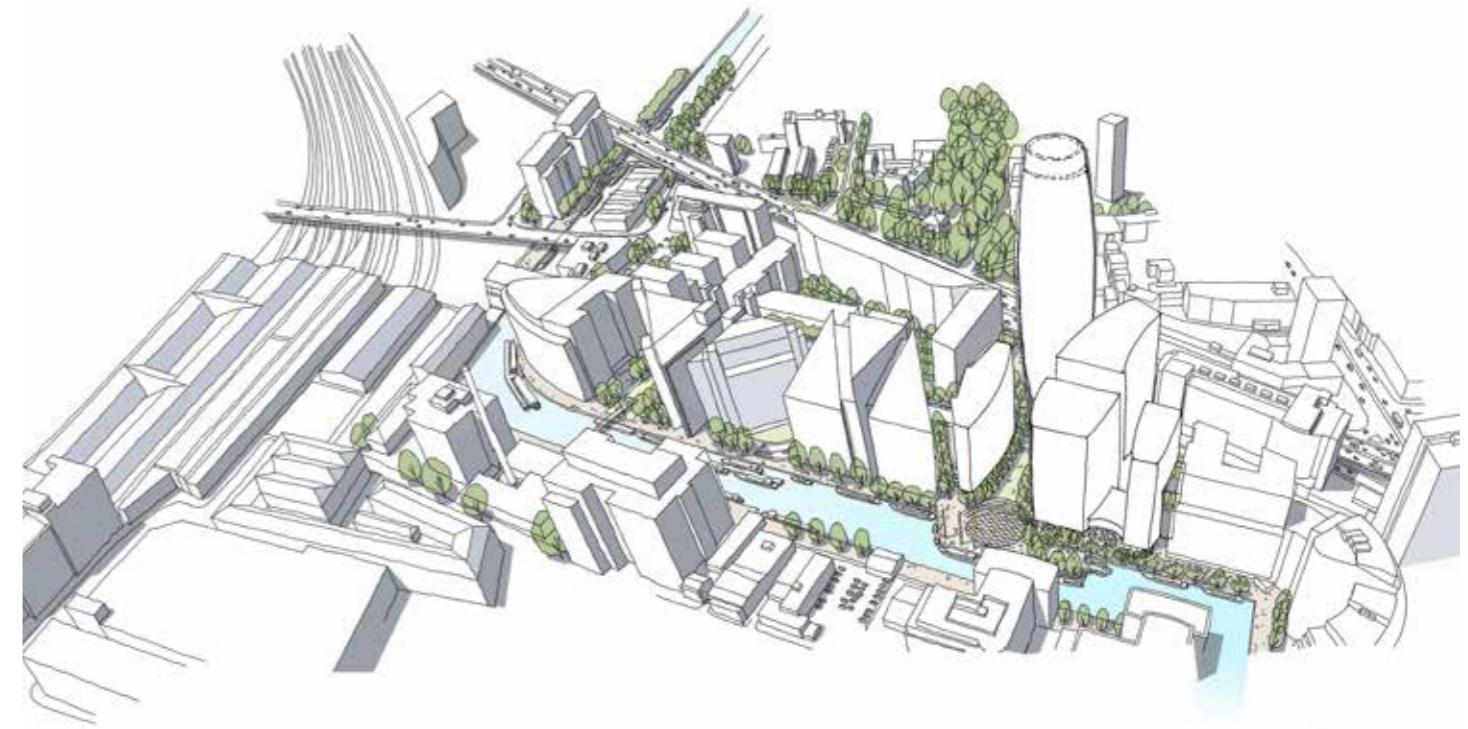
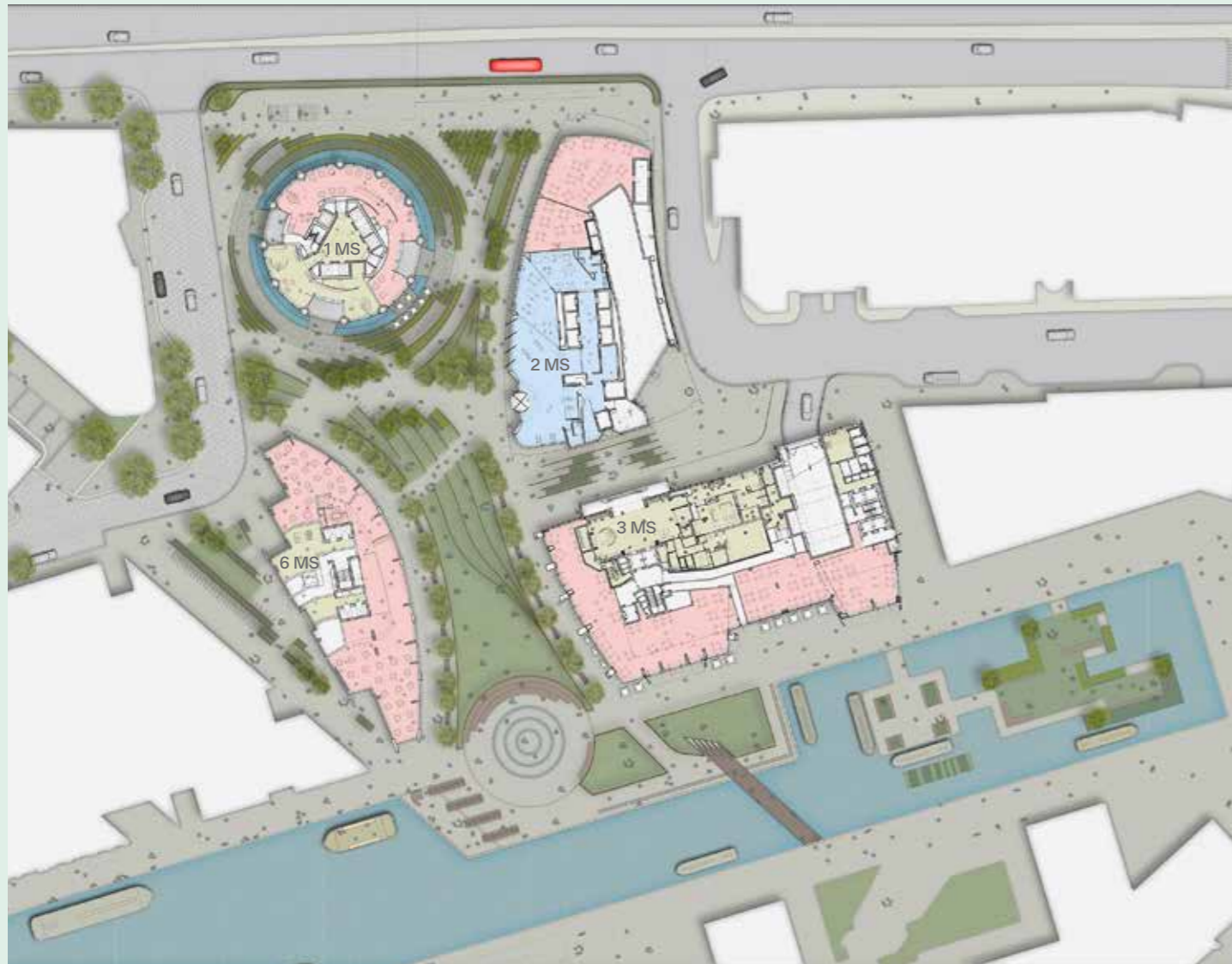
2 Merchant Square is made of 16 storeys of high quality office and retail space situated in an outstanding location in the heart of Paddington.

The distinctive sweeping form creates a commanding presence, whilst the flexible office accommodation is

designed to an extremely high finish and enjoys panoramic views through full-height windows.

3 Merchant Square is an elegant and confident canal-side residential building with two wings of residential accommodation, linked by a double height podium that contains entrances, communal facilities, a nursery, and retail. The two wings are arranged over 19 and 21 storeys respectively providing 201 apartments across a mix of tenures.

6 Merchant Square comprises 21-storeys of residential use, providing 155 apartments of mixed size and tenure above a varied retail offer that animates the surrounding public realm.





**A new urban oasis
for Paddington Basin
designed as a place
that inspires people
to connect**



The architecture of the proposed buildings has been developed to reinforce existing development and to improve connectivity.



Garden squares are a much loved feature in London's landscape, and Merchant Square provides a little something for everybody; boutiques, waterside cafés, restaurants and bars, a quiet corner to read a book or lie in the sun, kayaking on the canal, a sunset terrace to relax, and interactive fountains to lose your children in squeals of delight.

The masterplan is the final development within the wider Paddington Basin development strategy. It marks an important point of entry and departure for central London with a cosmopolitan scale, it is the focus of an exciting and dynamic community, anchoring the eastern end of Paddington Waterside and terminating the Paddington arm of the Grand Union Canal.



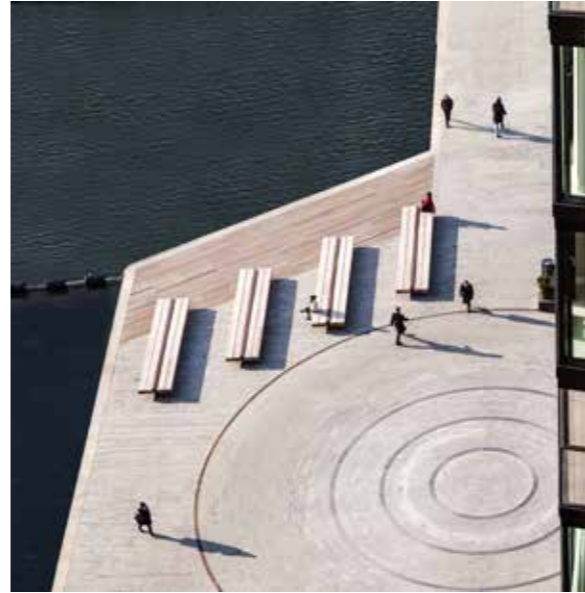


Cast landscape features such as kerb profiles, bollards and benches are part of the architectural vocabulary



The innovative use of ductile cast iron is a key feature in the landscape, with bespoke elements including kerbs, bollards, benches and barriers... a unifying thread that reinforces your sense of place, that celebrates the industrial legacy of Paddington.

A delight to use, it develops a natural patina enhancing its tactile quality, gradually taking on a lustre from continued human contact.



Bespoke elements within the public realm made from ductile cast iron include a range of kerbs, tram lines, bollards, barriers, planters, seating and a dramatic curved wall to the amphitheatre and fountain at the southern end of the Garden Square.

The old name of Ironbridge Wharf Road recalls Merchant Square's former life as an important trans-shipment facility feeding London's historic growth with raw materials, including the cast iron that contributed towards the beauty and elegance of our Capital.





A car free pedestrian friendly masterplan and a vibrant community create an exciting mixed use destination for the city



Lowesmoor Wharf

Lowesmoor Wharf is a unique canalside development set to completely transform a central part of Worcester, currently dominated by industrial units and warehouses.

It proposes the creation of a vibrant destination-led project which is set to include spaces for living, working and socialising

238 new homes and over 30,000 sq.ft of commercial floor space are provided within this mixed use scheme, located across 5 of the 9 buildings within the development. Ranging in size from 7500 sq.ft floor plates through to small 'start up' provision spaces of a 1000 sq.ft, it provides Worcester with much needed flexible workspace.



Added Value

The architectural response to the brief has been to create a new destination for Worcester which responds to the canal side asset of Lowesmoor.

Addressing the key planning framework ambitions set out in the 'A Vision for Worcester, part of the local plan.

The masterplan has been designed to deliver a proposal that references the historic and previously lost basins to the canal head and with the creation of new watercourses, a setting and public realm will be offered for the new mixed use buildings.

The masterplan ethos is driven by the delivery of an improved public realm and a car free scheme.

Achievements

- Encourage a mix of use, adding to the vitality of the city
- Provide diverse job creation opportunities
- Improve the quality of the public realm

Masterplan Vision

Design Principles

The planning masterplan adjusts the 'red line' site boundary to include the frontage of Lowesmoor Terrace in its proposals.

The aspirations for the site are informed by the local policy and are to:

- Create a new mixed use masterplan in this centrally located, well connected, but underused and neglected site.
- The reintroduction of the 2 historic canal basin watercourses, or create new canal inspired water features as the focus around which the masterplanning principles can be structured.

- Create a vibrant family of canal side mixed use buildings that have a coherence and strong visual identity
- Create a masterplan that is focused on the delivery of excellent public realm spaces with improved accessibility to an active waterside frontage, which can assist in encouraging wider regeneration within the city whilst becoming a new destination for Worcester
- Create a series of buildings that have moments of punctuation in their response to height and townscape, materiality and detailing.



Masterplan Concept



Site Plan





The London Resort

Apt was appointed to develop masterplan proposals for The London Resort.

It will be internationally competitive, marking a step-change in leisure and entertainment provision in the United Kingdom, with a global presence .

The project will regenerate what is largely a brown field site, isolated by its previous industrial uses, back into a vibrant focus for the region.



A world-class next generation entertainment resort founded on sustainable and low carbon principles

New routes will be created to make it attractive for people to walk, cycle or bus to and around the site.

A green network will carefully include areas of environmental enhancement and wildlife habitat creation.

We are exploring new and innovative ways of integrating sustainable and low-carbon principles into every area of the design.



Added Value

A unique and immersive destination, encouraging and embracing new ideas, technology and innovation marking a step change in the provision of leisure and entertainment

A showcase for exciting architecture and urban design within an accessible landscape and public realm, embracing the sites historic context, industrial heritage and proximity to the River Thames, a good neighbour and sensitive to the needs of the surrounding community, very much of its place, embracing sustainable travel modes.

Achievements

- Development Consent Order (DCO) submitted on 31st December 2020
- DCO accepted for examination by the Inspectorate in January 2021



A research campus which embraces a post industrial landscape and enhances natural habitats and biodiversity

Deep Labs Campus

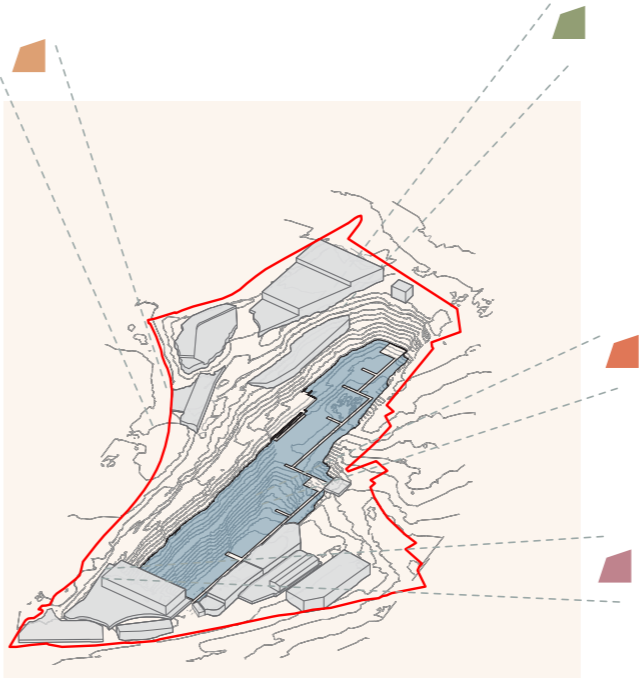
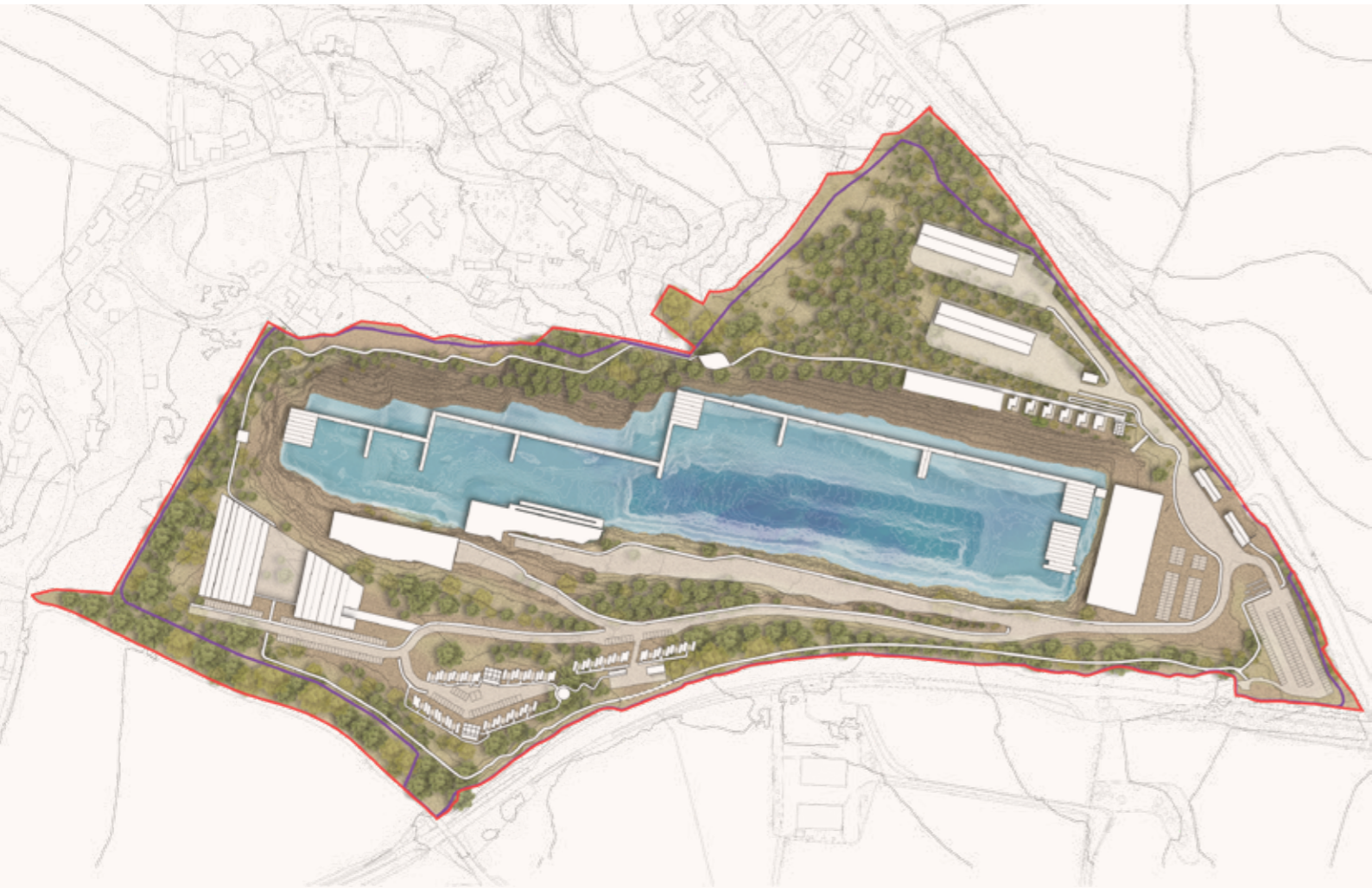
The Deep Labs Campus site at Tidenham Quarry is a diverse and captivating site, full of heroic geological features, flora, fauna and a series of breath-taking vistas, not only wrapping around the star of the show, the water, but also out into the wider countryside towards the River Severn and beyond.

As a 300-year campus, the facilities provided will need real flexibility to adapt and change over time,



The masterplan for the campus is therefore a flexible framework to accommodate change, to be delivered over time.

It is also about how we consider the relationships and spaces between buildings, their uses, and how they can adapt or flex over time, the glue that unifies the whole. Longevity and a timeless quality borne out of flexibility and adaptability.



Added Value

Deep, as an organisation is growing fast, and its needs will evolve over time. This will require a flexible and adaptable approach to the provision of support facilities at the quarry with access to water a fundamental requirement at the earliest opportunity.

A robust and flexible framework supported by design codes would help to avoid chaos and missed opportunities, where the whole is greater than the sum of the parts, reflecting Deep's emerging 'DNA'. Individual buildings are informed by their function with appropriate architecture, whilst sharing Deep's DNA, belonging to the same family.

Achievements

- Fascinating and engaging problem for Architects and Master planners on how to create a cohesive approach, look and feel, for something that will change over time
- To preserve and enhance the natural landscape in a way that compliments the industrial activities that the site is designed for.
- Designing a innovative Campus where people are able to recover and retreat into a variety of pavilions, follies and communal amenities.



Apollo and Lunar House

Apollo and Lunar House are familiar landmarks in the heart of Croydon's Central Business District, which is undergoing a transformation into a new quarter, embracing a rich mix of uses as part of a balanced community.

The Home Office's move to a new building in Ruskin Square created the opportunity to explore development opportunities. Apt was asked to prepare proposals for a masterplan that included the partial retention of the existing buildings and



The re-integration of a strategic site into the heart of Croydon creating a mixed and balanced community, a place to live, work and play and for all to enjoy

the associated embodied carbon benefits of re-using existing structure.

The proposals embrace new uses in a new thriving and dynamic quarter, offering significant public benefits, employment opportunities and an engaging public realm, reconnecting the two halves of Croydon across Wellesley Road, with cafés, restaurants, bars, hotel, local retail and a cultural offer providing a much needed animation and punctuation to this important thoroughfare.



Added Value

Apt developed a phasing strategy that would retain income generation and activity on this key site in the centre of Croydon throughout the development programme.

We recognised the challenges presented by the prevailing price point for residential and commercial office space, and the potential take up for residential units and office space over time, optimising the benefits presented by the re-use of existing buildings structures, combined with new.

Each phase of development could stand alone, providing incremental benefits for the local community, with later phases having the flexibility to respond to changing circumstances.

The last phase of development capitalised on the new sense of address created and enhanced values of the overall development to introduce the cultural offer and feature buildings, thus avoiding placing undue burden on the initial phase of development, providing the client with a wide range of investment options and exit strategy flexibility.



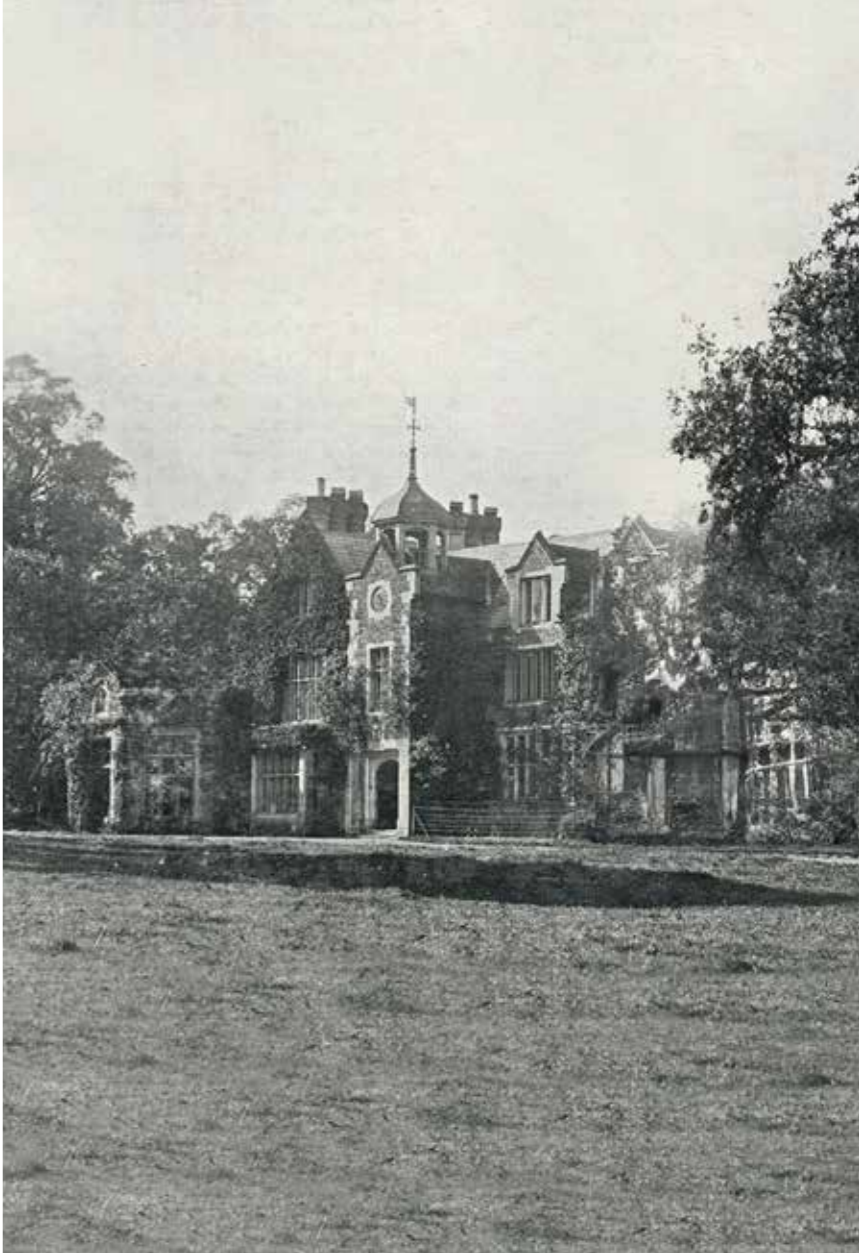
Elysian Guildford

Elysian Guildford is a residential led campus of buildings on the former University of Law site on the southwest edge of Guildford town centre. Located within the Surrey Hills AONB, the St. Catherine's Conservation Area and on the edge of the Green Belt, the masterplan seeks to create a new residential community around a collection of retained heritage buildings including the Grade-II listed Braboeuf Manor, curtilage listed structures and gardens.



A crafted retrofit with new extension within a beautiful natural setting for a vibrant assisted living community

The masterplan comprises approximately 233,000 sq. ft of later living accommodation and 145 apartments, with extensive residential facilities located within the manor house and a dedicated pavilion. They include a wellness centre, pool, restaurant, tearoom, and function rooms. There is also approximately 163,000 sq.ft of market and affordable residential providing a further 99 units.



Added Value

- Refurbishment of six heritage buildings and structures, including the Grade-II listed Braboeuf Manor and bringing back buildings into meaningful use.
- Reinforcement of existing Ancient Woodland and access provided to the local community through the re-connection of the North Downs Way
- New buildings designed to accommodate site's challenging topography, including minimising retained structures and cut/fill through volumetric assessments

Achievements

- Strong sense of community and place created by the masterplan being designed around the existing heritage buildings and structures on site
- All-electric, low carbon energy strategy complete with air source heat pump heating & domestic hot water solutions
- Bio-diversity net gain on ecologically diverse 9.5ha site



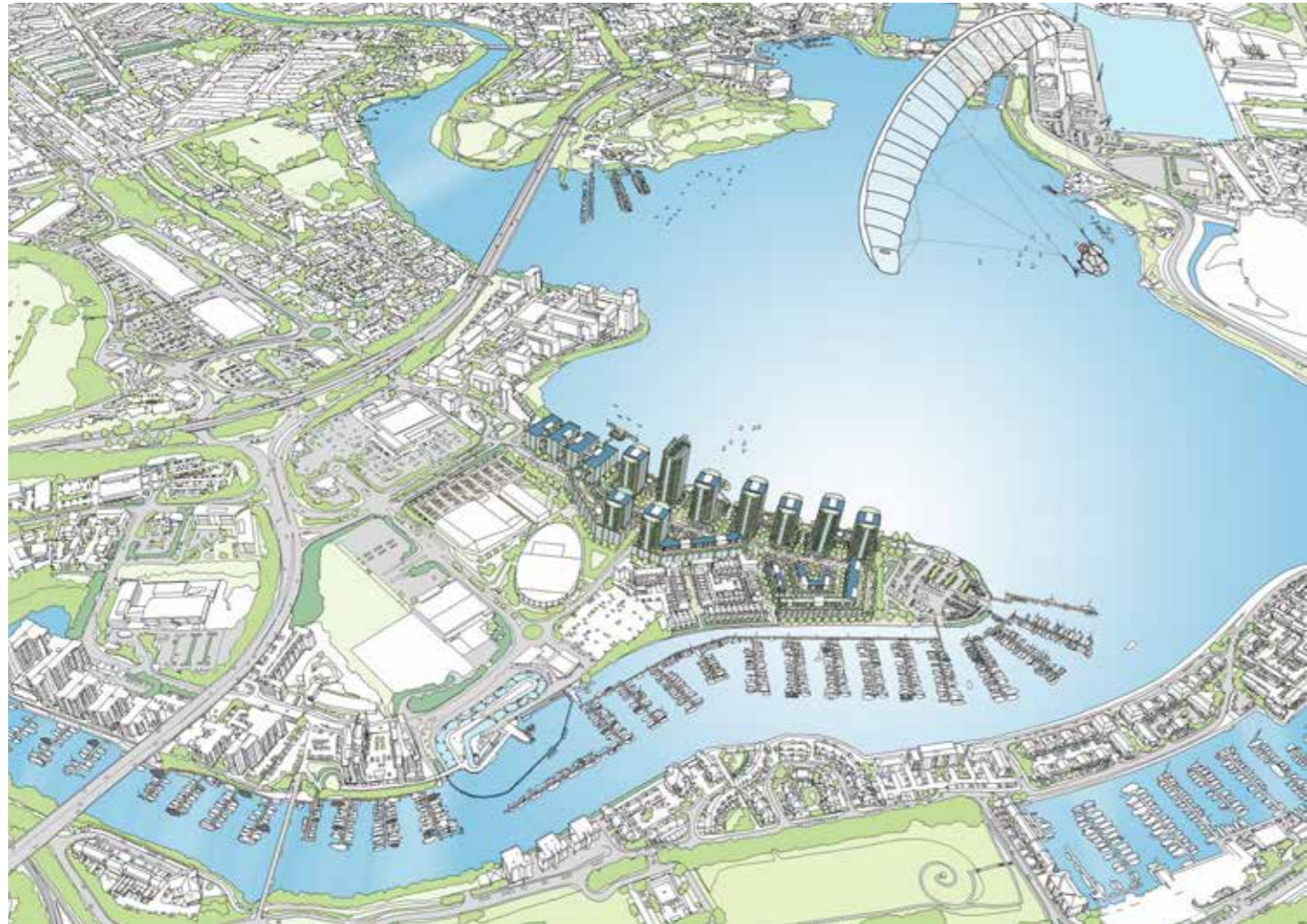
A thriving place to live, work, relax and visit, a great place to be, a new and vibrant quarter for Cardiff.



Cardiff Peninsula

The Cardiff Peninsula development will create a mixed and balanced community, providing a little something for everybody, building on the placemaking created by the tremendously successful first phases of the delivery of the International Sports Village (ISV), and the Cardiff International White Water facility together with the extensive sailing facilities within the Cardiff Bay Yacht Club and Cardiff Marina.

The masterplan responds to the context of the site with larger scale development anchoring the swept curve of the Cardiff Bay frontage, with a generous promenade to enjoy the breeze, whilst also having the potential to provide access to the water and water-based activities. The configuration of buildings provide regular links between the promenade and the village high street that runs parallel with the promenade and Cardiff Bay frontage.



Added Value

The Cardiff Peninsula will be founded on sustainable and environmentally responsible design. Sustainability is at the core of our vision embracing new and innovative ways of integrating sustainable and low-carbon principles into all aspects of the design of the Cardiff Peninsula development.

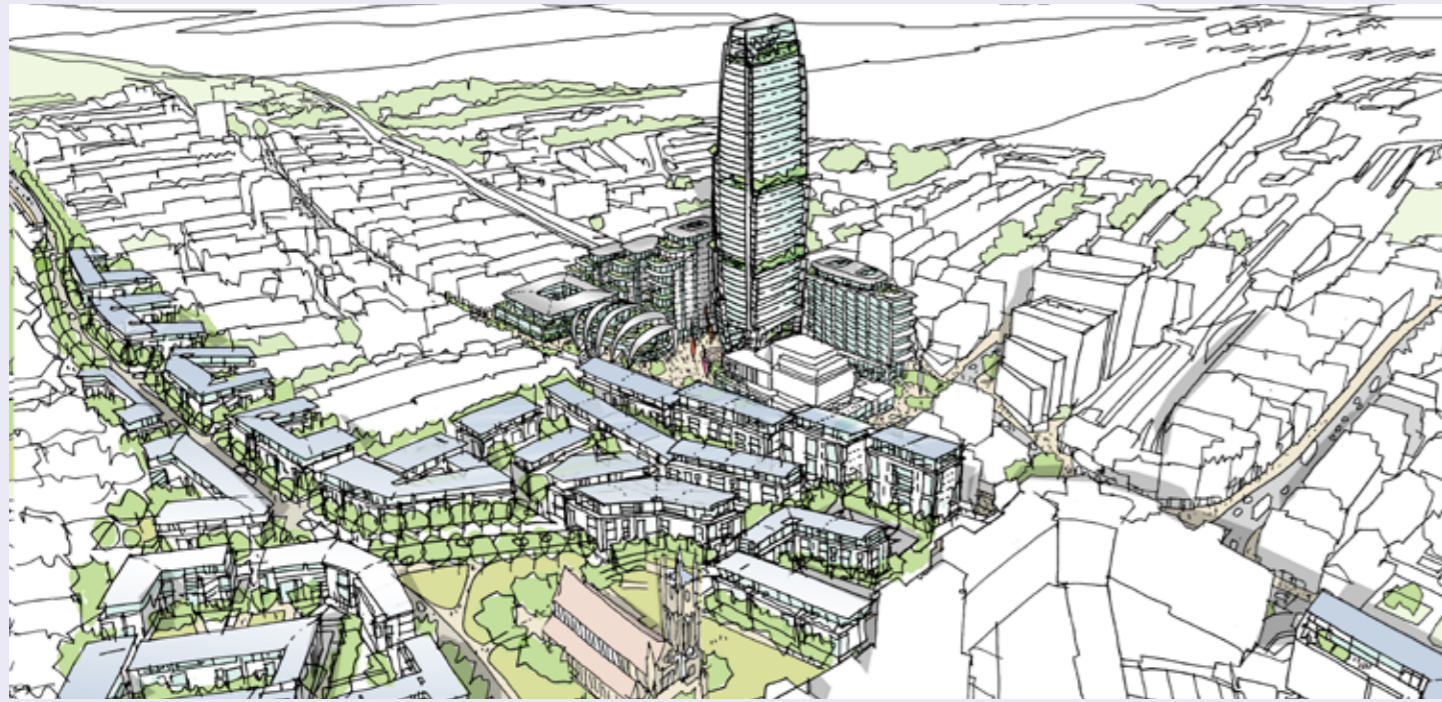
The proposals will be a showcase for exciting architecture and urban design that delights the senses, set within an accessible landscape and public realm to be enjoyed by all.

The masterplan proposal will harness the natural landscape and the site's unique location, adjacent to Cardiff Bay and the River Ely, creating a comfortable fit in this unique topography, set within the spectacular context and wider setting. We will enhance, protect and manage the existing wildlife habitat, with carefully controlled access for its enjoyment by the public, resulting in an overall net gain in biodiversity, flora and fauna for the wider area.



The Cardiff Peninsula redevelopment will attract visitors from the regions, nationally and from all over the world, generating economic and community benefits for the local area that will reach into the centre of Cardiff and Penarth, a catalyst for job creation and regeneration of this historic industrial site, supporting tourism and business growth.





What are the design challenges facing university estates?

Jason Geen,
Executive Director, Apt

How we long for 'precedented times' when we could at least see a few yards ahead of ourselves even if we could not see around the corner. This article will offer some views on how Universities can negotiate the post covid landscape to improve the appearance and performance of their estate.

The first three most important aspects are data, data, and ... hmm...data. Without it we are guessing, many institutions have little more than an infrequent and superficial building condition survey upon which to base decisions. The cost of the estate is second only to salary costs for most universities, it is only



through a detailed understanding of the physical condition and potential opportunities for the estate that future demands can be met.

The data is of little use, other than for maintaining the existing estate and maintaining the status quo, unless there is a clear estate strategy that supports the academic and institutional plans. The big questions have become more difficult, here a few of them:

- Income is static, costs rise every year, the universities do not want to, or cannot, borrow any more cash. Do they earn more, spend less, or both?
- How much, and what type of space do they really need, and where can we save space?
- Can they generate income from the contraction of our estate or wider use of the facilities we have?
- What will be the balance of the blended learning, on-site and on campus and does this change the facilities we need?
- Is the current cost of HE education sustainable, will programmes be shorter, blended with work and education and how much do the facilities need to change to support this?
- Expectations and competition are increasing, what is going to make us more appealing than the others?
- How can we meet the carbon reduction targets given the existing university estates and the limited money available to spend?
- How can university staff think differently and respond positively to the changes required given often entrenched views?

The biggest question of all is what do students want, are we sure we understand, and how do we deliver? The pandemic has forced a need for change. Initially, these have been reactive changes to accommodate the health issues of social distancing, blended working remote learning against a backdrop of changing attitudes. Whilst these were enforced changes the future shift must now move towards a revised consideration of pro-active change to address the need for an estate campus to adopt to a new way of working. The 'genie is out of the bottle' as far as partial homeworking and online working is concerned, we will likely never return to a time pre pandemic of all turning up to the same place to work every day,

5 days per week. This is not a bad thing, but change is always a challenge and enforced change for big business such as the university system will always be difficult.

How do you master plan for an uncertain future?

The problem with some of the larger master plans in the past is that they are often expensive to create, unaffordable to implement and out of date before the ink is dry on the final version. Any master plan must have a vision for the 'big picture' of where it wants to be when complete. It must be prioritised to achieve the academic strategy and take account of the need of the estate with regard to its' worst buildings. It should be phased into project clusters with clear start and stop points without further project interdependencies. Implementation of the plan has to be flexible in timing and adaptable in content to respond to changing needs and the available finance.

Our experience would guide us to:

- Make date driven decisions upon the condition of the building, its cost to maintain into the future and the capacity of the buildings to accommodate alteration and / or refurbishment to meet the requirements of universities future planning.
- Are there wider strategic decisions on the locations of the buildings to generate income from sale, letting in support of the creation of strategic partnerships with others brought onto the campus.
- Be clear about how method of working and study will change for staff and students, what amount, and type of spaces are required. It is likely that physical teaching space and office space will reduce in response to the blend of on line and on-campus learning.

It is generally accepted that:

- The campus will have to reduce in size and deliver its programmes differently.
- There will always be the desire for the traditional university experience but there will need to be alternative that blends work, education and home to make the offer more financially sustainable.

All of this requires a smaller, more agile, more flexible campus, enabled by great technology to be capable of rapid reconfiguration for a variety of uses

What do the surveys tell us?
(Quote sources of HEDQF - Higher Education Design Quality Forum and AUDE - Association of University Directors of Estates)

Finding: Students have missed enormously the shared social experience of the University life they have expected for the 19/20 academic year. They do though like the choice of lectures online.



Lesson: If it is the didactic style of teaching and does not offer any real social or learning community benefit it should go online. This will free up resources for other uses

Finding: Student's value social contact with their peers and value academic contact time with their lecturers.
Lesson: spend the time on campus in high value activities in great spaces for project work, where specialist activities and contact with staff can be unencumbered by a high lecture physical presence.

Finding: Social distancing has driven the need for meeting outdoors and people have enjoyed this. There is a very strong desire for a variety of wi-fi enabled external spaces, connected to nature where people can work, relax and meet. Careful design can extend the months of use for such facilities.
Lesson: The spaces between the buildings must be improved, this must be part of the cost of reducing the size of the estates and poor-quality external spaces.

Finding: sustainability is ever higher on the student agenda, and they wish to see leadership from universities and expect to be given information they can use.
Lesson: Plan, promote and engage with students to help them make the right decisions

What is the Apt Approach?

Apt is a London based architectural studio working across a variety of diverse project sectors, but with a focus on purpose built student housing (PBSH) and are working with both the providers and universities themselves.

We have spent time over the last 18 months listening to the changing requirements of students for their accommodation and also to the wider campus and the student experience needs in the post pandemic world. The question of how a campus will now change is of great interest to us as we aim to return to a more normalised working environment. The role of the architect is to assist in the provision of good design, using our skills to reconsider the role of the masterplan and the need for building efficiencies. A recognised challenge will be to reinforce the connections between the internal environments to nature, to make space adaptive, allowing for social interaction within an environmentally comfortable 'wrapper'.

At Apt, design can only emerge from effective briefings that address difficult decisions related to the future of existing buildings. There has been a lot of recent debate related to the sustainable building agenda, 'giving an old building a new lease of life' and that the re-purposing of existing buildings should always be the first design consideration. There is a strong logic to this, but it also needs to be recognised that re-purposing existing buildings pose challenges, as refurbishment does not always lend itself to the highest sustainable assessments. The role of the architect and wider design team more than ever will be to collectively navigate these obstacles to find the correct solutions that best suit our clients and their building's needs.

Ending on a positive note, the good news for universities is that the students still believe that there is a significant benefit to campus education, but that change is required, and the institutions will need to listen.

It is more important now than ever for the universities to think creatively in how to invest in their estates and to reconsider the planning principles of these and the architect's role in helping with this will be more important now than ever.

Exploring Opportunities



Exploring Opportunities

At Apt, we understand that not every opportunity is right or that every concept will see the light of day. We have many clients come to us for early input on schemes – our advice can often help them decide whether a site is worth further exploration.

This can range from an initial 2-week feasibility to more in-depth studies developing a variety of design solutions to help support bids, financial appraisals, or a first pre-application meeting with the planners to test the waters on a proposal.

We draw on our wide range of experience to give the best advice possible. We're not afraid to challenge a brief or client if we feel it is unachievable; bad news is better than bad advice.



01 Initial Consultation

A low commitment way to quickly test the viability of an opportunity.

An initial high-level exercise to test massing on a site to generate indicative GEAs based on an assumed use class. This will include investigating the opportunity to retain and reuse any existing buildings on site.

Duration: 2 weeks

Deliverables:

- GEA Area schedule
- Initial height bulk and massing
- Simple 3D chalk models in context (subject to availability of information)
- Identify possible 3rd party risks which may affect the site's potential

02 Initial Feasibility

Testing a variety of approaches to a site, enabling an initial brief to be set for financial appraisals or bids.

A detailed exercise to test a variety of approaches and generate areas, floorplans and some initial architectural responses to a site.

Duration: 4-6 weeks

Deliverables:

- As Option 01 +
- Indicative typical floor plans.
- Accommodation schedule
- Additional iterations of design massing to refine the proposal.
- Investigation into site history, planning context, and site constraints
- Illustrative material to explain the main architectural concepts and principles of the scheme

03 In Depth Feasibility

Developing an initial brief to a point where the principles can be discussed with the Local Planning Authority.

An in depth review of a potential site to test a variety of approaches and refine a solution which could represent the first step towards a planning application.

Duration: 4-8 weeks

Deliverables:

- As Option 02 +
- Design development sufficient for initial pre-application with the Local Authority
- Attendance at initial pre-application meeting
- Sketch models of context and proposal
- Sketch perspectives / in house renders showing the scheme in context.
- Initial GA drawings

04 Existing Consent Review

Review an existing consent and discuss ways it could be optimised or improved to suit your brief.

Review of an existing scheme and identification of any potential improvements, or test alternative uses within the same footprint.

Duration: 2-6 weeks

Deliverables:

- Alternative scheme with indicative typical floor plans
- GEA and accommodation schedule
- Identify possible 3rd party risks which may affect the site's potential

**We create architecture that
inspires through great design,
innovation & craftsmanship.**

This is Apt.

At Apt we are always interested in working with like-minded, motivated, and progressive people who want to deliver great buildings.

We believe our studio approach allows us to robustly test briefs and challenge preconceptions, ultimately helping our clients find the best solution to any given opportunity. We enjoy working collaboratively and believe this is why we build long lasting relationships with many of our clients.

Let's create the unexpected.

Apt
235 St John Street
London EC1V 4NG

T. +44 (0)20 7419 3500
E. mail@apt.london
W. www.apt.london

