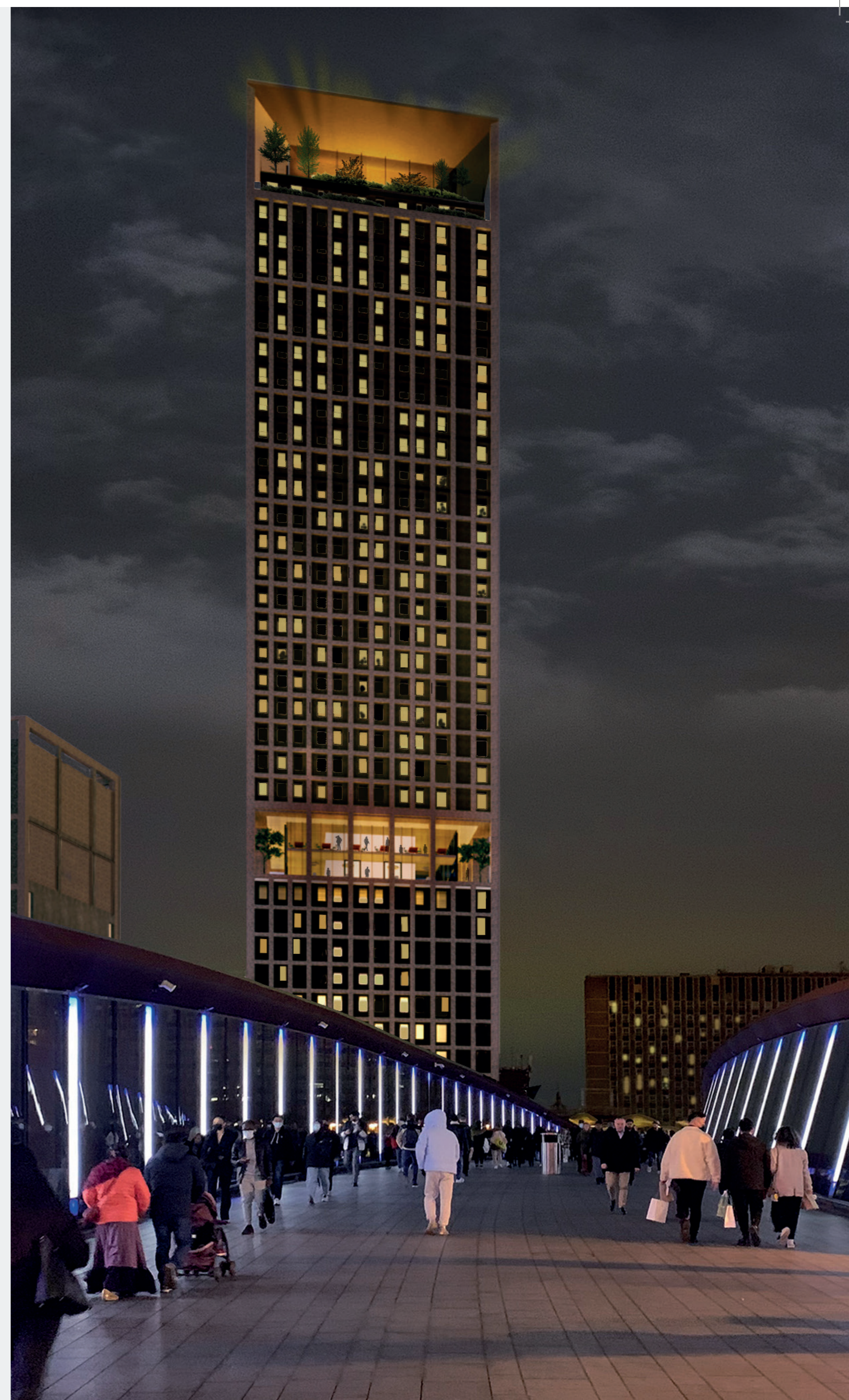


# IDENTITY

- As this is a tall building in a prominent site, we have appointed award winning architects BDP to deliver a visually strong and unique design.
- The scheme consists of a landmark tower of 38 storeys that will be instantly recognisable as a part of Stratford's skyline and an adjoining smaller building that will house the new entrance to Stratford Station.
- The façade of both buildings will be a high-quality brick form with large windows at each level.
- The tower will be articulated with green landscaped areas at the middle and top of the building.
- The scheme has been designed with the potential for the Youth Hostel Association to develop the adjacent vacant site in the future and for the two schemes to complement each other.



CGI of our proposed scheme at ground level