# AHMM’s revised Shoreditch hotel scheme gains momentum with reduced height and heritage considerations



AHMM’s revised plans for a mixed-use development in Shoreditch are poised for approval after the architectural practice reduced the height of a proposed hotel tower, addressing concerns raised by Hackney council and Historic England. The project, designed for Bioconsulta Ltd, centres on a 19-storey aparthotel tower on the Shoreditch Island site along Great Eastern Street, supplemented by refurbished heritage buildings extending the hotel and a standalone office block.

The proposal involves demolition of four existing structures, including Titchfield House—a 1960s office block—Picture House, a five-storey building, and the locally listed four-storey terrace at 109 Great Eastern Street housing retail units. Originally submitted in spring 2024, the scheme featured a 22-storey tower adorned with distinctive red marble fins inspired by early feedback from the council’s design review panel aiming to visually link the tower to a proposed red-coloured office building. However, planning officers later judged the marble fins incongruous and superfluous, prompting their removal alongside a three-storey reduction in tower height, floor-to-floor height reductions of 15cm, addition of end-of-corridor windows on every floor, and a replacement of all red elements with precast concrete finishes.

These design modifications have lowered the number of hotel rooms from 232 to 202 but have marginally expanded the retail floorspace and affordable workspace provision on site. Historic England, while initially voicing concerns over the tower’s height and its effect on surrounding historic terraces, acknowledged that the amended design could "potentially greatly enhance the site." The heritage body noted the demolition of 109 Great Eastern Street as harmful but expressed a positive view regarding the scheme’s commitment to restoring adjacent buildings.

This planning application aligns with Hackney council’s evolving approach to development in Shoreditch, a strategically significant area on the City fringe undergoing rapid transformation. Notably, AHMM is also involved in other substantial Shoreditch projects, including a 27-storey office tower replacing an unexecuted 30-storey Gensler-designed proposal, signalling a continuing trend towards high-density office and mixed-use developments within the borough.

The Shoreditch Island scheme marks a clearer shift towards balancing architecturally ambitious projects with heritage sensitivity and community considerations. The developers have engaged a multidisciplinary team including DP9 for planning consultancy, Studio GB leading landscape architecture, Atelier 10 overseeing sustainability, Velocity managing transport, and Elliot Wood responsible for civils and structural engineering.

Despite some local campaigns protesting tall towers in Shoreditch, exemplified by earlier contentious approvals such as the 30-storey Shoreditch Highgate Hotel, the council appears to be striving for a nuanced policy that allows growth while addressing conservation and amenity impacts. The revisions to AHMM’s scheme have evidently reflected these demands, improving prospects for the project’s upcoming planning committee endorsement.

Overall, the proposal exemplifies the complex negotiation between modern high-rise development ambitions and the imperative to respect Shoreditch’s distinct historic urban fabric, an issue increasingly at the forefront as the area continues to attract mixed-use regeneration projects in the context of wider London City fringe redevelopment.

### 📌 Reference Map:

* Paragraph 1 – [[1]](https://www.bdonline.co.uk/news/ahmms-shoreditch-hotel-tower-set-to-be-approved-this-week-after-height-reduction/5138578.article), [[2]](https://www.bdonline.co.uk/news/ahmms-shoreditch-hotel-tower-set-to-be-approved-this-week-after-height-reduction/5138578.article)
* Paragraph 2 – [[1]](https://www.bdonline.co.uk/news/ahmms-shoreditch-hotel-tower-set-to-be-approved-this-week-after-height-reduction/5138578.article), [[2]](https://www.bdonline.co.uk/news/ahmms-shoreditch-hotel-tower-set-to-be-approved-this-week-after-height-reduction/5138578.article)
* Paragraph 3 – [[1]](https://www.bdonline.co.uk/news/ahmms-shoreditch-hotel-tower-set-to-be-approved-this-week-after-height-reduction/5138578.article), [[4]](https://www.architectsjournal.co.uk/news/ahmm-submits-new-shoreditch-tower-design-as-gensler-plans-dropped), [[5]](https://www.building.co.uk/news/green-light-for-ahmms-27-storey-city-fringe-office-tower/5132089.article)
* Paragraph 4 – [[1]](https://www.bdonline.co.uk/news/ahmms-shoreditch-hotel-tower-set-to-be-approved-this-week-after-height-reduction/5138578.article), [[2]](https://www.bdonline.co.uk/news/ahmms-shoreditch-hotel-tower-set-to-be-approved-this-week-after-height-reduction/5138578.article), [[7]](https://www.ctbuh.org/news/shoreditch-london-skyscraper-plans-replaced-by-different-architect)
* Paragraph 5 – [[1]](https://www.bdonline.co.uk/news/ahmms-shoreditch-hotel-tower-set-to-be-approved-this-week-after-height-reduction/5138578.article), [[3]](https://www.hackneycitizen.co.uk/2015/12/09/shoreditch-highgate-hotel-planning-permission/)

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.bdonline.co.uk/news/ahmms-shoreditch-hotel-tower-set-to-be-approved-this-week-after-height-reduction/5138578.article> - Please view link - unable to able to access data
2. <https://www.bdonline.co.uk/news/ahmms-shoreditch-hotel-tower-set-to-be-approved-this-week-after-height-reduction/5138578.article> - AHMM's plans for a mixed-use scheme in Shoreditch are set to be approved this week after the practice cut the height of a proposed tower on the site. The scheme, designed for Bioconsulta Ltd, would consist of a 19-storey tower containing an aparthotel, a series of refurbished heritage buildings serving as an extension to the aparthotel, and a separate office block. Four existing buildings on the site would be demolished to make way for the scheme, including a 1960s office building called Titchfield House, a five-storey building called Picture House, and the locally listed 109 Great Eastern Street. The original scheme submitted in 2024, before amendments filed in April this year, included a 22-storey tower featuring columns of decorative red marble fins on its facade. The marble fins had been proposed in response to the DRP’s suggestion to link the tower to the scheme’s proposed red-coloured office building but were removed after planning officers deemed them incongruous and unnecessary. Other changes to the tower included lowering its height by three storeys, reducing floor-to-floor heights by 15cm per floor, introducing end-of-corridor windows on all floors, and replacing all red-coloured elements with precast concrete. The changes have reduced the proposed number of hotel rooms on the site from 232 to 202 but slightly increased the amount of retail floorspace and affordable workspace. Historic England had raised concerns about the height of the tower and the scheme’s impact on historic terraces but said the revised scheme could “potentially greatly enhance the site”. While the heritage body said the demolition of 109 Great Eastern Street, a four-storey locally listed terrace containing retail space, would be harmful, it said the scheme’s repair and restoration of surrounding buildings would be “positive overall”. Planning consultant on the scheme is DP9, with Studio GB acting as landscape architect, Atelier 10 on sustainability, Velocity on transport, and Elliot Wood on civils and structures.
3. <https://www.hackneycitizen.co.uk/2015/12/09/shoreditch-highgate-hotel-planning-permission/> - Hackney Council has granted planning permission for a 30-storey hotel complex on Shoreditch High Street, even though it is campaigning against proposals to build several more towers just metres away. Planning authorities last week approved plans for the four-star Shoreditch Highgate Hotel, which will comprise five buildings, the tallest of which is 30 storeys high. As well as 200 beds, the mixed-use scheme includes retail, event, and office space – only 10 per cent of which is required to be ‘affordable’. Campaigners have criticised the council for giving the scheme the green light whilst simultaneously campaigning against proposals to build towers as part of the nearby Bishopsgate Goodsyard scheme. The hotel will be the first in London for Highgate Holdings, which operates several large hotels in New York. Construction is expected to take two and a half years, with works due to start in Spring 2016 and finish at the end of 2018.
4. <https://www.architectsjournal.co.uk/news/ahmm-submits-new-shoreditch-tower-design-as-gensler-plans-dropped> - AHMM has submitted plans for a 27-storey office block in Shoreditch on the site of a previously approved Gensler proposal for a 30-storey tower. The new design replaces the earlier plans, which had been approved in 2016 but never started. The revised scheme includes 26,000 sq m of office space and is intended to revitalise a site that has been vacant and hoarded since 2019. The application replaces plans for a mixed-use scheme on the site, which included 9,000 sq m of office space, a hotel, and retail space in a taller 30-storey and part seven and 10-storey building.
5. <https://www.building.co.uk/news/green-light-for-ahmms-27-storey-city-fringe-office-tower/5132089.article> - Hackney council has approved AHMM’s plans for a 27-storey office tower on the northern fringe of the City of London. Councillors voted in favour of developer Rocket Properties’ One Fairchild Street scheme, which will see 26,000 sq m of office space built on a site just north of Liverpool Street station that has been vacant and hoarded since 2019. The application replaces plans for a Gensler-designed scheme on the south Shoreditch site, which was approved in 2016 but never started. The former mixed-use plans would have included 9,000 sq m of office space, a hotel, and retail space in a taller 30-storey and part seven and 10-storey building.
6. <https://www.tallbuildingsmagazine.co.uk/news/thumbs-up-for-ahmms-200m-shoreditch-office-plans/> - Hackney council has voted to approve AHMM's plans for a £200m office block on the City fringe following tweaks to the design spurred by objections from locals. The 20-storey Edge Shoreditch building at 4 Christopher Street has been drawn up for British Library extension developer Mitsui Fudosan and Dutch developer Edge. It will see the demolition of two existing six-storey buildings on the 4,400 sq m site, including the 1962 Technico House, and the construction of a large stepped block with two basement levels and an atrium at its centre. The plans replace an earlier 2021 consent for proposals designed by Make for the London Stock Exchange, the site's former owners.
7. <https://www.ctbuh.org/news/shoreditch-london-skyscraper-plans-replaced-by-different-architect> - Allford Hall Monaghan Morris (AHMM) is working on a skyscraper in London's Shoreditch, which would replace an already approved 21-storey tower designed by Make. In 2021, Hackney Council approved Make’s proposal for a major office development, but the site's owner, London Stock Exchange, later sold the site to developers Edge and Mitsui Fudosan. AHMM has since been assigned with designing a six to 21-storey office building, according to a pre-application document written by Hackney Council. The building would feature angled façades and step-back from the sixth floor, with terraces at every level above, under early plans.