



Case Study



SAPPHIRE

Imperial 2, Clockhouse,
Bromley-by-Bow



Imperial 2, Clockhouse, Bromley-by-Bow

Client: Danescroft Land Ltd

Contractor: Henry Construction Projects Limited

Architect: Assael Architecture Limited

Location: Bromley-by-Bow, London

Balconies: 79 balcony lifts



History

An ambitious project, supporting the delivery of a new district centre in Bromley-by-Bow, Imperial Clockhouse aims to regenerate a former scaffolding yard and a group of derelict low-rise industrial buildings, vacant since 2011. The project, consisting largely of affordable housing, features 79 of Sapphire's Glide-On balconies, on which we were pleased to be able to collaborate with Danescroft and Assael Architecture.



Streamlined by Design, Delivered by Sapphire

Developer Danescroft Land Ltd and architect Assael Architecture Limited aspired to develop what was once a 'complex brownfield site', consisting of a former scaffolding yard and derelict low-rise industrial buildings, into a new local community for the Bromley-by-Bow area. The land, already surrounded by community space, was envisioned as the next step in a vibrant community plan, creating living and office space.

The constraints that Danescroft and Assael felt however were due to the design of the project itself. Adherence to London Home Building Standards and NHBC guidance meant that



designs had to be strict and affordable housing needed to hit a minimum requirement of over 13% in order for plans to be approved. With this in mind, cost-saving measures needed to be taken, whilst also ensuring that the properties could still be sustainable and attractive to potential buyers.

Sapphire came on board at an early stage to assist in the project becoming streamlined by design. By using a lightweight aluminium design with an aesthetically pleasing patterned bar design, the project was able to keep costs relatively low whilst boosting the attractiveness to buyers from the street.

Rationalisation has a significant role in reducing costs throughout construction from design to finished project. By eliminating unnecessary variation through reducing design complexity and taking advantage of processes like BIM, CAD and MMC approaches to construction, costs can be reduced through reducing design and manufacturing hours.

Sapphire's patterned bar designs are simple to design and construct in our offsite manufacturing facilities, meaning projects can be streamlined by design from an early engagement stage.



NBS Specification

Imperial 2, Clockhouse, Bromley-by-Bow

Manufacturer Sapphire Balconies Ltd 11 Arkwright, Road Reading, RG2 0LU
0344 88 00 553
support@balconies.global
www.balconies.global

Reference Glide-On™ aluminium Cassette® balconies with vertical bar balustrades

Balcony anchor Cast-in M30 & M16 anchors incorporating thermal breaks

Arms 2-piece galvanised steel

Cassette® structure Standard 400mm modular Glide-On™ Cassette® balconies

Soffits Polyester powder-coated aluminium-controlled draining soffits

Deck finish A2 fire-rated decking fixed with hidden clips

Toprail 100 x 30 mm aluminium extrusion, polyester powder-coated

Guarding 40 x 12 mm vertical bar balustrades, polyester powder-coated

Base fixing Mechanically fixed to Cassette®

Fascias Polyester powder-coated folded sheet-stepped aluminium fascia trim



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