



Greenwich Village Case Study

Client

Greenwich Millenium
Village London

Project Architect

Jestico Whiles
& Associates

Brick type

Dark Moroccan Smooth

Location

Millenium Village
London

Sector

Urban Regeneration

The Challenge

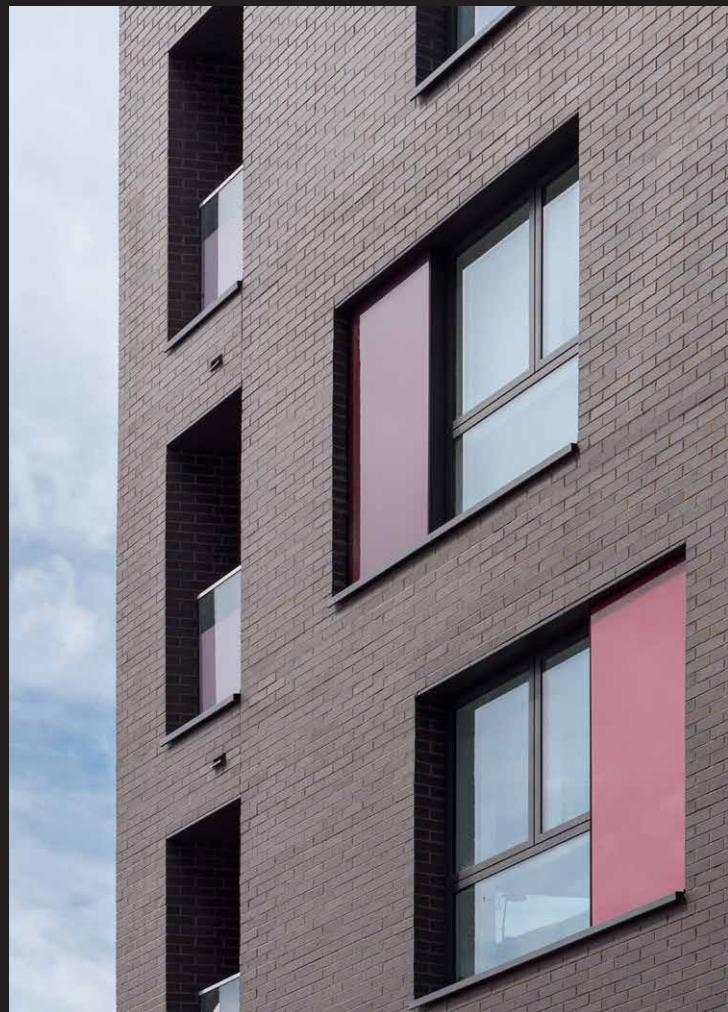
The Greenwich Village scheme completes the masterplan for the Greenwich Millennium Village development, generating a complex and picturesque arrangement of buildings defined by streets and squares and providing 1,746 homes. The build had to provide a complementary interpretation of an earlier build designed during the 1990s. The largest regeneration project of its kind in London, the challenge was to achieve a holistic, long-term scheme.

The Solution

With a strong focus on street life, the project concept incorporated a mixture of townhouses and apartments in lower-rise buildings of between three and five storeys. Traditional street patterns with narrow mews ensured compatibility with the design of the previous phases but also allowed for some individuality in the new phase. The project strategy centred on the technical and acoustic challenges of the project whilst also recognising the need to provide a sustainable environment.

The Benefits

The build achieved the required density while in keeping with the character of the Village. Forterra's Dark Moroccan Smooth Brick was used to provide the desired density and subtleness for the build whilst also establishing its own identity.



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