



Section

THREE

The five sub-areas

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3.1 The sub-areas

Because of the size of the OLSPG area, its complex geography and its diverse characteristics it has been divided into five 'sub-areas' within which land use change and the creating of new communities and neighbourhoods has been focused.

The Olympic Park sub-area, which is at the heart of the OLSPG area falls predominantly within Newham. It will inherit the main retained sporting infrastructure from the 2012 Games.

Stratford sub-area includes the existing town centre, Stratford City, the International and Regional stations, the Athletes' Village, the Carpenters Estate, and several significant educational institutions. These places form the highly accessible metropolitan hub of the OLSPG area.

The Southern Olympic Fringe sub-area is predominantly within Newham, with Bromley-by-Bow in Tower Hamlets. The neighbourhoods in this sub-area have many similar physical attributes such as the canal frontages and heritage assets, and suffer particularly from poor east-west connectivity which this guidance addresses. They are therefore combined to form a single sub-area with a strong historic and 'water city' character.

The Northern Olympic Fringe sub-area falls within Waltham Forest and it contains substantial areas of open space managed by the Lee Valley Regional Park Authority. Its built environment is characterised by lower density Victorian and Edwardian terraced streets, and the sub-area includes Leyton town centre and parts of Sidmouth Park, Leytonstone, Lea Bridge and Chobham as well as the Leyton Mills Retail Park, and Leyton Orient Football Club. The sub-area has an important industrial legacy and contains a diverse range of light industrial and employment premises particularly focussed at Lea Bridge and Orient Way.

Finally Hackney Wick and Fish Island are combined to create a single sub-area to the east of the OLSPG area, as both places share common characteristics such as heritage buildings, waterways and include important clusters of creative and artistic industries.

These five sub-areas are illustrated in Figure 3.1.1.

The OLSPG's development principles should be applied to development proposals and incorporated into development plans and guidance in order to achieve the coherent yet distinct network of neighbourhoods this guidance promotes. Each sub-area has its own vision that reflects its own characteristics and forms part of the vision for the OLSPG area as a whole.

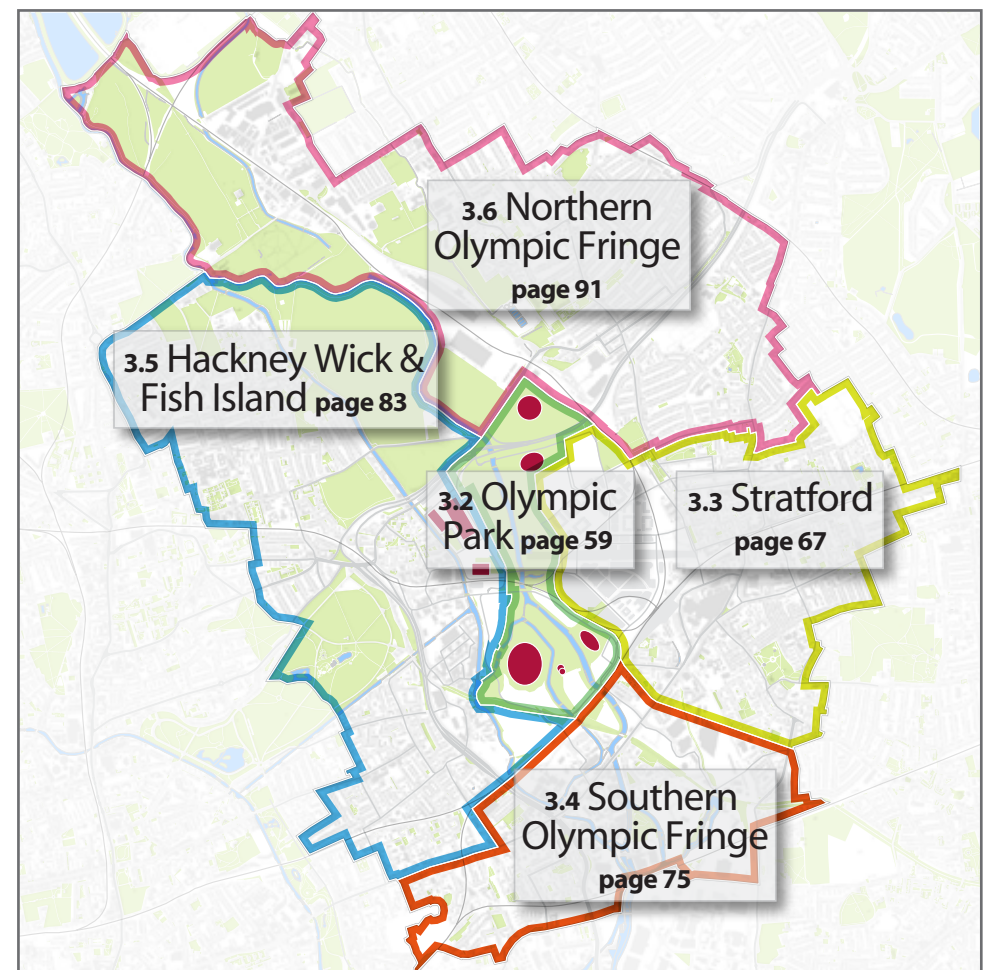


Fig. 3.1.1 Sub-areas

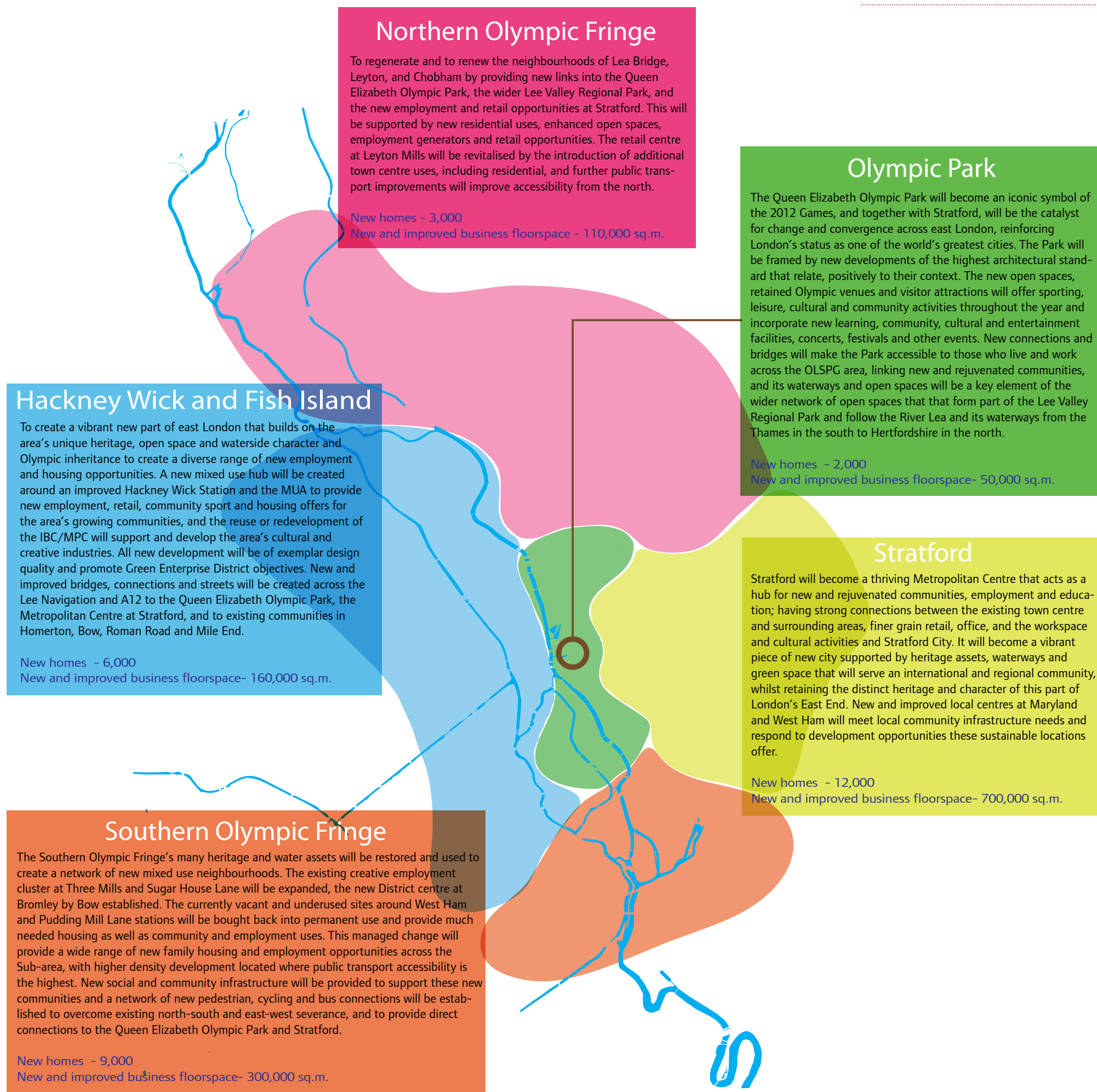


Fig. 3.1.2 Sub-area visions

3.2 Olympic Park

Vision

The Queen Elizabeth Olympic Park will become an iconic symbol of the 2012 Games, and together with Stratford, will be the catalyst for change and convergence across east London, reinforcing London's status as one of the world's greatest cities. The park will be framed by new developments of the highest architectural standard that relate, positively to their context. The new open spaces; retained Olympic venues and visitor attractions will offer sporting, leisure, cultural and community activities throughout the year and incorporate new learning, community, cultural and entertainment facilities, concerts, festivals and other events. New connections and bridges will make the park accessible to those who live and work across the OLSPG area, linking new and rejuvenated communities, and its waterways and open spaces will be a key element of the wider network of open spaces that form part of the Lee Valley Regional Park and follow the River Lea and its waterways from the Thames in the south to Hertfordshire in the north.

Scale of change

GLA strategic modelling indicates that the Olympic Park sub-area as a whole has the potential to accommodate around 2,000 new homes, and 30,000 sq.m of new and improved business floorspace in its main areas of change. This would result in around 950 children and 1,200 jobs. This form and scale of development indicates a need for two form entry of primary school provision, two form entry of secondary school provision, three GPs, additional dedicated community facilities and new local open spaces. New development in the sub-area should incorporate or contribute towards this provision.

Context

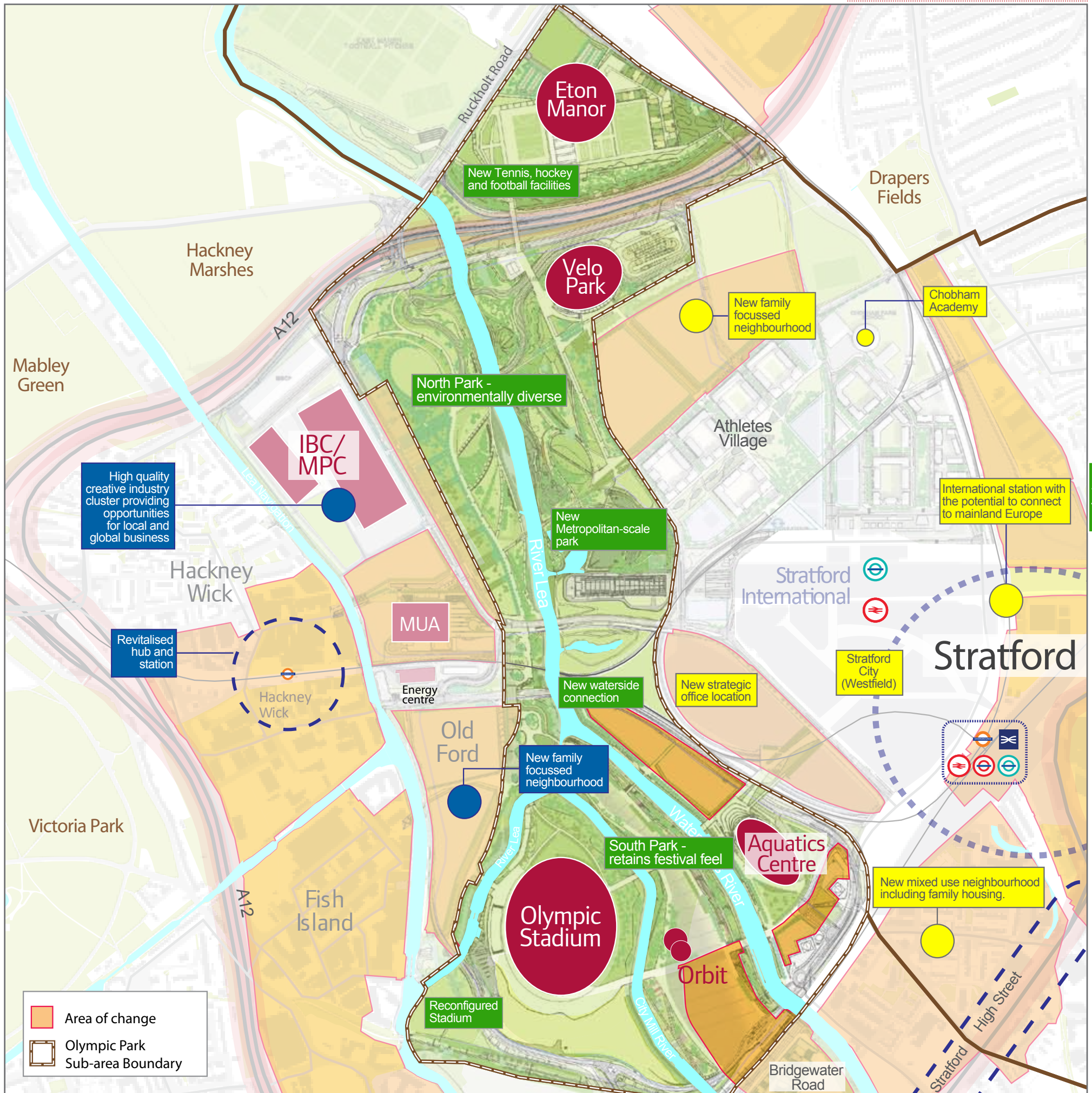
The Queen Elizabeth Olympic Park will be at the heart of the OLSPG area, and the focus and setting for the physical, economic and social changes the Games will help bring about. The park will contain five retained Olympic venues which will be integrated by the LLDC into the much larger regional park managed by the Lee Valley Regional Park Authority. It will also be the central asset linking and helping knit together the new places and communities that will come forward after the Games - on land that will be controlled by the Mayor's London Legacy Development Corporation and on land owned by others.

The Queen Elizabeth Olympic Park will inherit the main Stadium, the iconic Aquatics Centre, the Multi-Use Arena (MUA), VeloPark and Eton Manor Hockey facilities. The 2007 planning consent⁴⁵ allows for the main Olympic Stadium to be reduced in size to 25,000 seats, although current proposals envisage a 60,000 seat multi-use stadium becoming the national centre for athletics and used to host the 2017 Athletics Championship.

The MUA will become a multi-purpose sports and entertainment facility with 7,500 seats making it London's third largest sports arena. After the Games, the Aquatics Centre will be transformed into a facility for the local community, clubs and schools, as well as elite swimmers, with the two temporary wings being removed, leaving 2,500 seats, (although it would be possible to increase the capacity to 3,500 for major competitions). The 6,000 seat Velodrome and reconfigured mountain bike course and road cycle circuit will provide facilities for local communities, sports clubs and elite athletes as part of the Lee Valley VeloPark, and the facilities at Eton Manor will be converted into a new sports complex providing tennis, hockey, and football facilities.

A number of development opportunities will exist within the Olympic Park sub-area after the Games as shown in Figure 3.2.1, and the area as whole will benefit from additional bridges and connections created for the Games. A total of nine new bridges will be provided, two connecting westwards into Hackney Wick and Fish Island, and seven linking the new park eastwards into Stratford and Chobham. These are shown on Figure 3.2.3 and should be used to form the core of the new connections and links this guidance promotes and requires.

The OPLC prepared legacy proposals in the form of the Legacy Communities Scheme planning application, which was tested against relevant Mayoral strategies and guidance – including this SPG - in particular policy 2.4 of the London Plan which requires exemplar environmental standards, for venues and parklands to focus on accessible and affordable sport and recreation, and to maximise opportunities to increase physical activity and reduce health inequalities. The London Legacy Development Corporation has now taken over responsibilities for the long-term planning, development, management and maintenance of the Queen Elizabeth Olympic Park and its facilities after the 2012 Games from the OPLC, as well as the ongoing regeneration of areas around it.



3.2

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Fig. 3.2.1 Olympic Park context



Development principles

Homes and communities

This guidance envisages new housing being built across the Olympic Park sub-area, and new family focused housing neighbourhoods being created at Old Ford, north of the Olympic village and at Hackney Wick.

The OPLC submitted a planning application to introduce housing and mixed use development to the south and east of the IBC/MPC which includes a terrace of housing within the Olympic Park sub-area, on land which is currently envisaged as open space. These proposals require careful assessment in terms of design, amenity and impact on the retained SIL within Hackney Wick, and the overall quantum and quality of new public open space and metropolitan open land required by the 2007 Olympic planning approval.

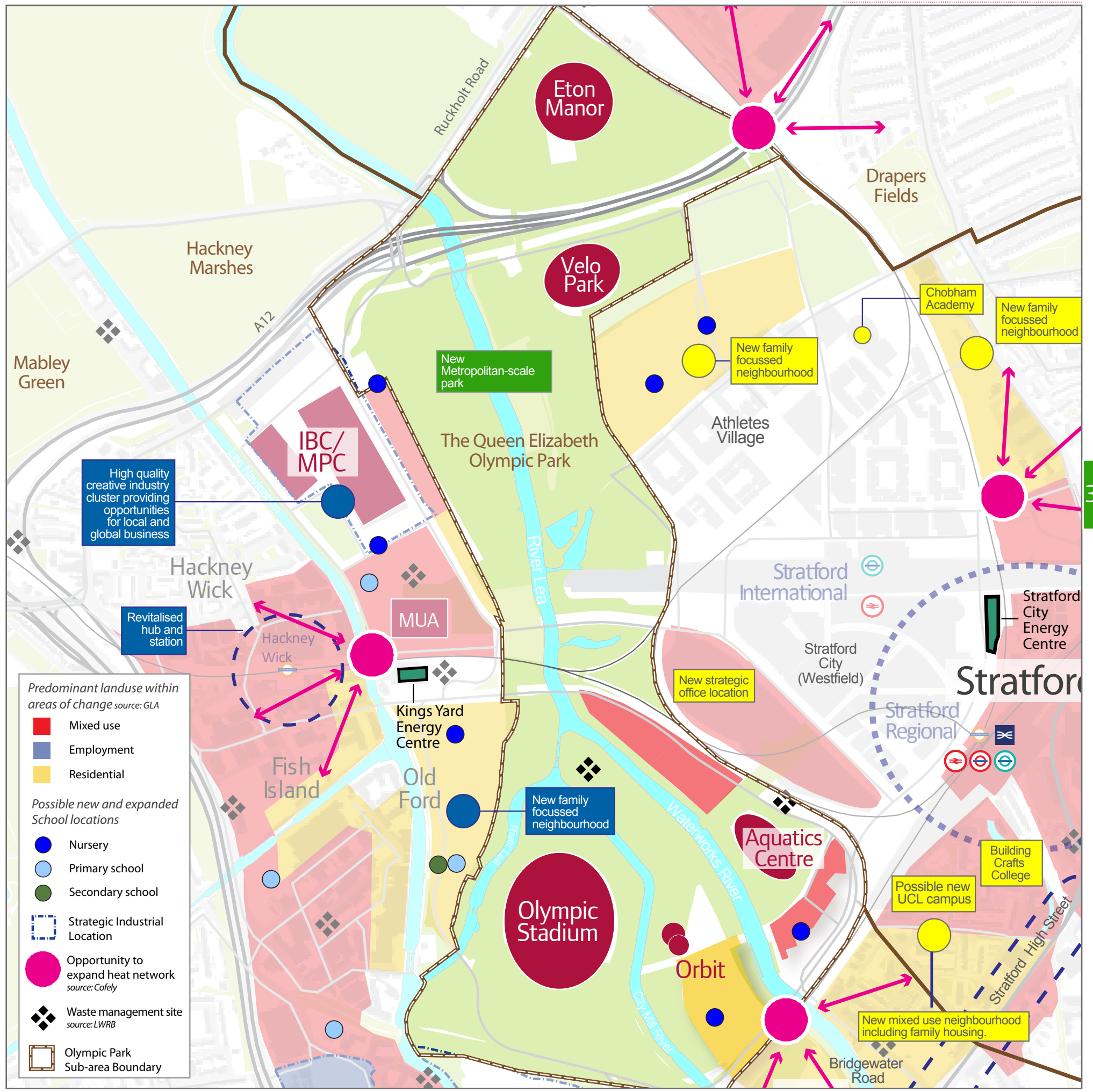
All such housing should meet the principles and objectives set out in Section 2A of this guidance and the relevant policies in Chapter 3 of the London Plan.

Business and employment

After the Games the new Queen Elizabeth Olympic Park and its development platforms will come forward in two main phases. The first phase will occur between 2012 and 2014 and will see the Games temporary buildings and infrastructure removed - which should be recycled as far as possible - and the main structural and landscaped elements of the park created. The new park will begin to open in phases from 2013 and it is essential that as much as possible of the new park becomes open to the public and that the main strategic connections this guidance promotes are quickly established. This will help ensure that new employment and retail opportunities that the regeneration of Stratford and the Olympic fringe will bring forward, are fully accessible to local people and the area's existing and new communities.

After 2014, individual development platforms will be likely to be brought forward by the LLDC and its commercial partners over a 20-year period, depending on market conditions and end-user interest. An interim use strategy should avoid large parts of the park lying dormant during this phase. This should aim to maintain the park's integrity and amenity value, and could for example include a mixture of temporary open spaces, allotments, community uses and sports facilities. Any interim uses would be expected to demonstrate compliance with the Mayor's overall Olympic ambitions and London Plan policies, should be time limited, clarify and address their capital and revenue requirements, and as set out Section 2B of this guidance, provide local job and training opportunities.

It will also be important that any temporary or interim uses do not compromise the overall environmental, social or economic impacts of the wider legacy scheme as a whole, and that permanent, interim and temporary uses should incorporate activities that will complement the community and cultural offer of the stadium and its associated legacy facilities. Uses which celebrate the sporting legacy, artistic talent, excellence in learning, invention and innovation such as a museum, art gallery or exhibition centre will be particularly welcome.



3.2

Figure 3.2.2 Olympic Park land use

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Connectivity and transport

The area as whole will benefit from additional bridges and connections created for the Games. A total of nine new bridges will be provided, two connecting westwards into Hackney Wick and Fish Island, and seven linking the new Park eastwards into Stratford and Chobham. These are shown on Figure 3.2.4.

As depicted on Figure 3.2.3, the north-south connections at the centre of this park will be critical to creating permeability and connectivity, and particular design effort should be focused at this point with all means necessary being applied to create a north-south pedestrian and cycle connection on the eastern bank of the River Lea by developers, landowners and planning authorities. This will be particularly important when new uses are planned for the retained facilities such as the main stadium.

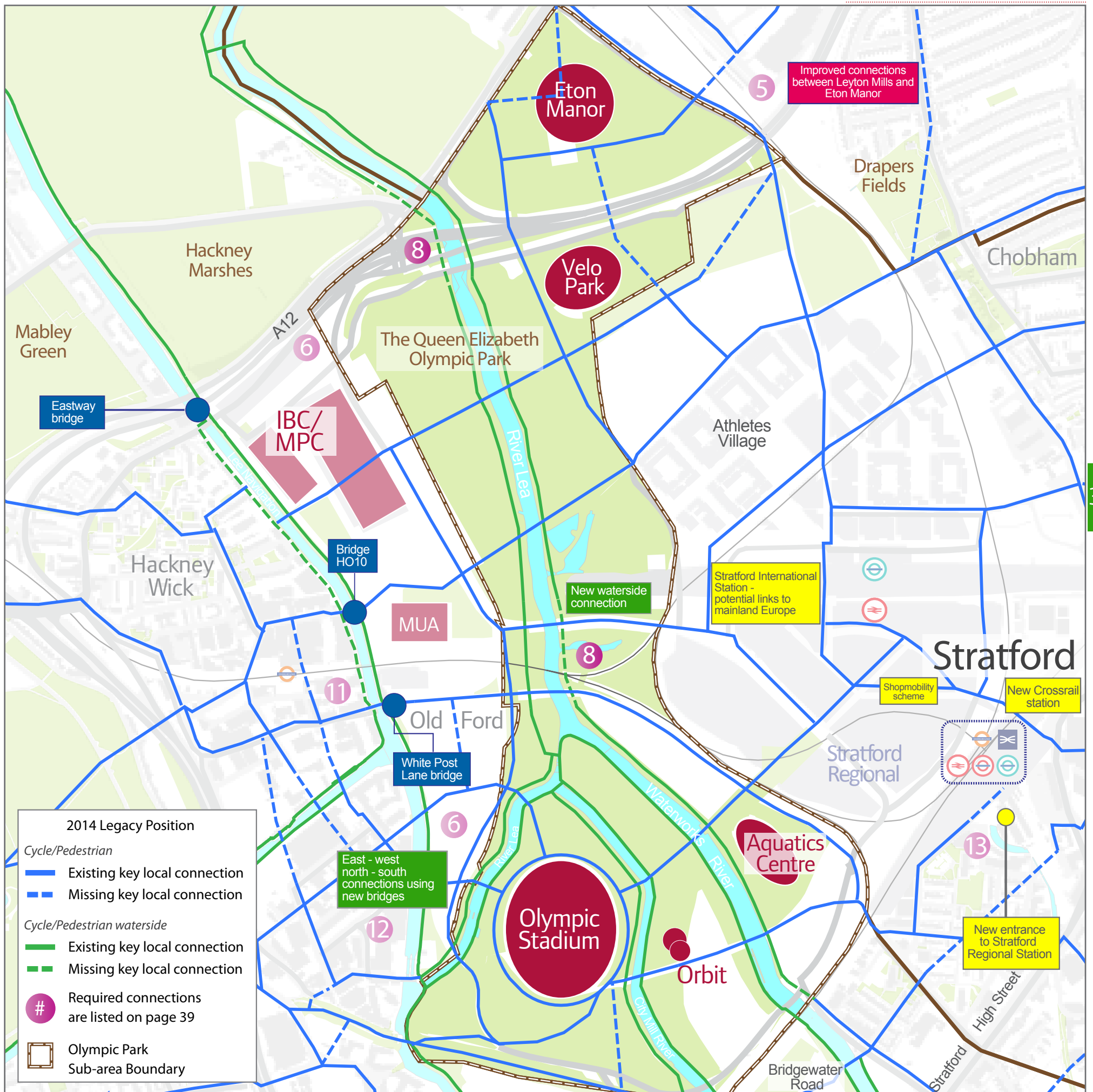
It will also be important to create a network of east-west connections provide direct pedestrian and cycle links between Hackney Wick and Fish Island and Stratford and Chobham. Further important links will be to the Greenway, Pudding Mill Lane, the Carpenters Estate, Leyton, Eton Manor and Hackney Marshes as set out in development principle C2 – Improving local connectivity and permeability.

Connections and links into the wider urban fabric should therefore be embedded into the park design and form part of the wider network promoted by this guidance so that patterns of sustainable movement and travel are encouraged from the outset. These must include promotion of wayfinding, walking and cycling routes, car clubs and more restrictive parking standards where public transport accessibility is high. All such key connections should be safe to use and provide good lighting and sight lines, and wherever feasible, provide for natural surveillance.

Sustainable Development

There is considerable potential to use renewable energy sources such as wind, water and solar power within the Olympic Park sub-area and to set and promote exemplary environmental standards in respect of heating, cooling, water and waste recycling as set out in Chapter 4 of the London Plan, and elsewhere in this guidance the park itself should incorporate sustainable urban drainage infrastructure to help mitigate London's heat island impact.

The retention of the existing trees and vegetation is important to provide a cool refuge in the future from the urban heat island effect.. Additional trees and vegetation should be planted where possible, in line with relevant London Plan policies.



3.2

Figure 3.2.3 Olympic Park key local connections



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Urban form

The main development opportunities in the Olympic Park sub-area lie to the south and south east of the stadium, Orbit and Aquatics Centre. In townscape terms it will be necessary to ensure that their physical form is sympathetic to the setting of these iconic buildings with key views and vistas respected, and design making the most of this context. Links to new and rejuvenated neighbourhoods adjacent to Stratford High Street and Fish Island will be important to their function as successful places.

The Queen Elizabeth Olympic Park will form the core of the public open space embedded in the main 2007 Olympic planning approval and should as a minimum meet the design standards and quantum of open space this approval established; (in particular condition LTD 22 which requires 102 hectares of open space be provided that will meet London Plan criteria for designation as metropolitan open land and be available for public use as public open space for amenity and recreational purposes. The layout of green space within the park should be coherent, inviting and safe for people of all ages.

Opportunities exist to develop different characters in the north and south of the park, with the northern element potentially being more informal and natural, whilst the southern element, which will include the proposed ArcelorMittal Orbit tower, could be less so and provide a focus for cultural activities, events and infrastructure.

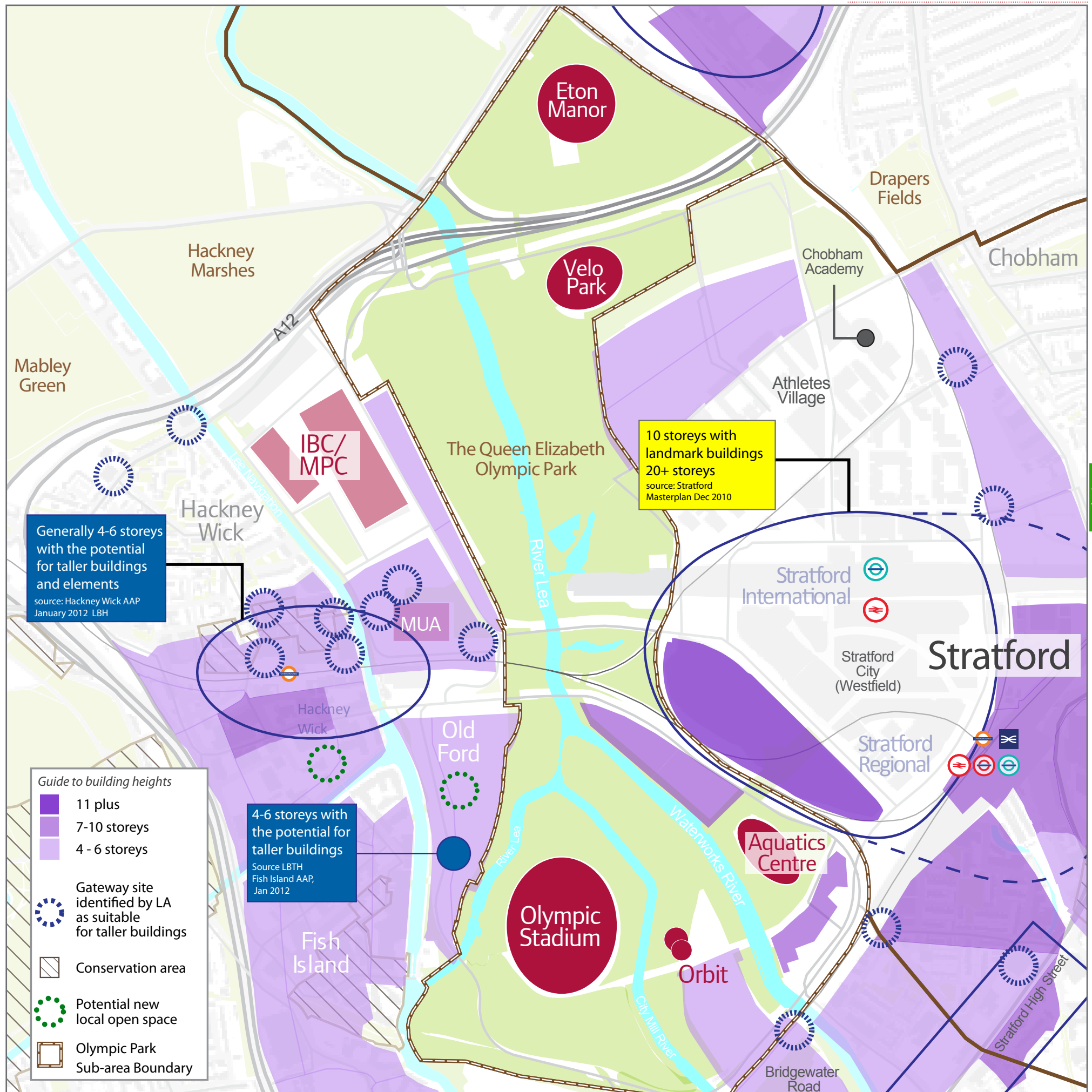
Opportunities will exist for appropriately designed taller buildings to frame and overlook the park, though smaller, more intimate, frontages and settings should also be created. The OPLC's LCS planning application proposes a terrace of housing between the Media Centre and Queen Elizabeth Olympic Park. Whilst this could have merit in helping frame the park at this location, its design and amenity implications would require very careful assessment, as would its impact on the quantum and quality of open space within the new park and its relationship with new and retained employment activities at Hackney Wick.

The areas of change shown on Figure 3.2.1 provide a range of land use and urban design opportunities. For example, development to the south of the ArcelorMittal Orbit observation tower and south of the Aquatics Centre should include residential and generally be between four and six storeys, whilst development between Stratford City and Waterworks River provides opportunities for a higher density approach with a more diverse mix of uses. This could be up to ten stories and incorporate retail, leisure and commercial uses at lower levels with residential above.

Figure 3.2.4 below depicts the OPLC's approach to urban grain and how it's proposals would relate to other proposals in the wider OLSPG area.⁴⁶



Figure 3.2.4 Olympic Park Sub-area - emerging urban form



3.2

Figure 3.2.5 Olympic Park urban form



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