

3.3 Stratford

Vision

Stratford will become a thriving metropolitan centre that acts as a hub for new and rejuvenated communities, employment and education; having strong connections between the existing town centre and surrounding areas, finer grain retail, office, and the workspace and cultural activities and Stratford City. It will become a vibrant piece of new city supported by heritage assets, waterways and green space that will serve an international and regional community, whilst retaining the distinct heritage and character of this part of London's East End. New and improved local centres at Maryland and West Ham will meet local community infrastructure needs and respond to development opportunities these sustainable locations offer.

Scale of Change

GLA strategic modelling indicates that the Stratford sub-area as a whole has the potential to accommodate around 12,000 new homes, (including around 4,000 homes from the Stratford City development), and around 700,000 sq.m of new and improved business floorspace in its main areas of change. This would result in around 7,000 children and 28,000 jobs. This form and scale of development indicates a need for 15 form entry of primary school provision, 12 form entry of secondary school provision, 16 GPs, additional dedicated community facilities and local open spaces. New development in the sub-area should incorporate or contribute towards this provision.

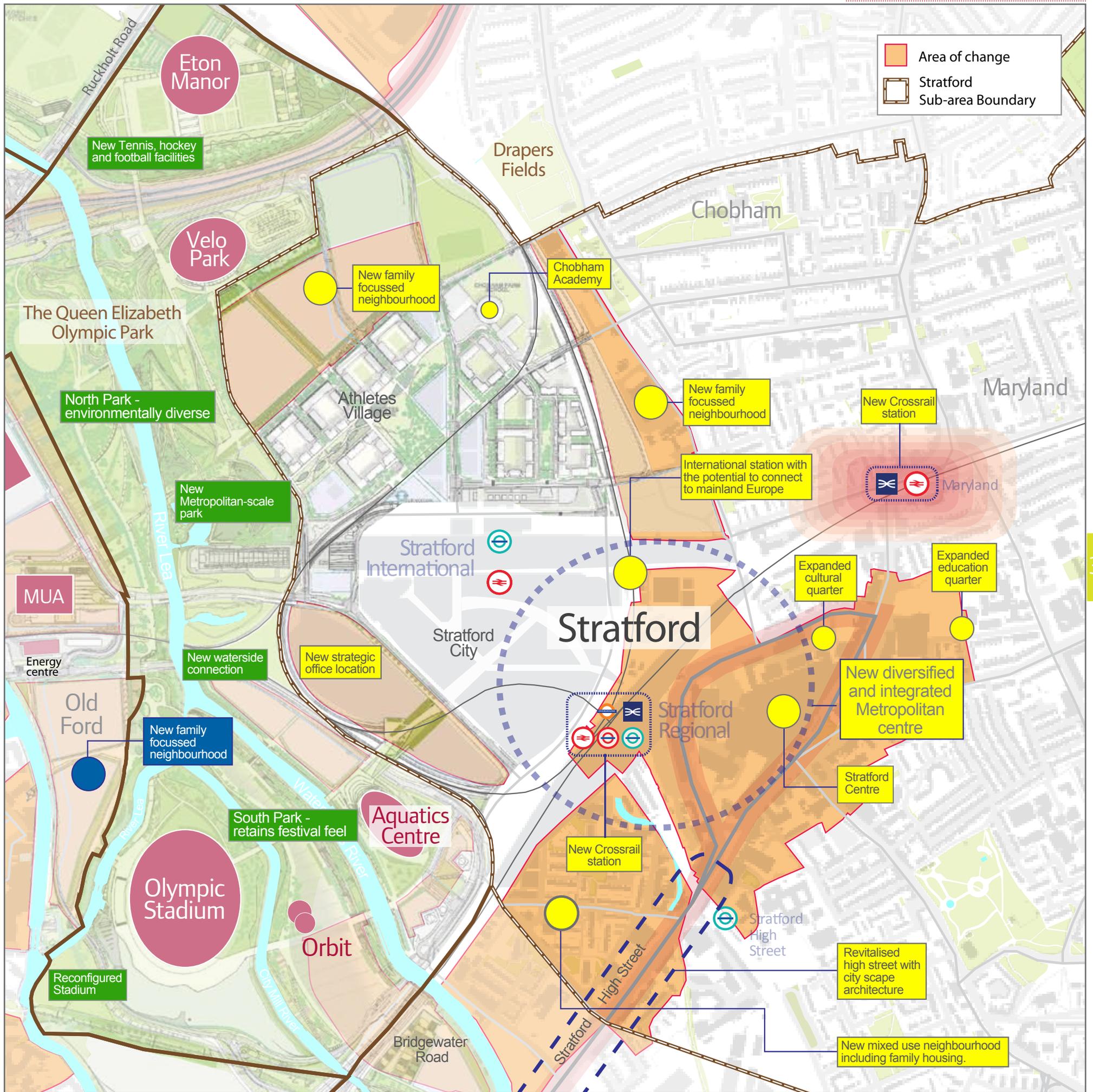
Context

Stratford is at the physical and economic heart of the OLSPG area and includes the existing town centre, Stratford City, the Athletes' Village, the Carpenters Estate, and several significant educational institutions such as University College London, Birkbeck College, the University of East London and the Building Crafts College. It also extends eastwards to include Maryland and parts of Forest Gate. The existing Stratford Centre is located on a site known as the 'island site' and contains a range of shops, office and indoor and outdoor market stalls.

The Island Site also contains the Theatre Royal and an important established cultural quarter. The Stratford High Street gyratory physically divides the town centre and separates the more established retail centre from the rail and bus facilities at the new regional station. The existing town centre contains over 32,000 sq.m of retail floorspace, and Westfield, Stratford City has added a further 160,000 sq.m of retail floorspace to this total. One of the key challenges facing Stratford over the next few years will be the integration of these two retail areas into a single metropolitan town centre.

Stratford is already one of the most accessible locations outside central London, benefiting from a major bus and rail interchange at Stratford Regional Station, which provides connections to the Jubilee and Central Underground lines, London Overground, Docklands Light Railway and the national rail network. In the future, Stratford, Maryland and Forest Gate stations will be served by Crossrail, and Stratford International provides additional regional connections and the potential to operate direct trains to mainland Europe.

Recent development within Stratford has been substantial with buildings up to 40-storeys granted permission or under construction. A number of major areas of development opportunity exist within the sub-area as shown on Figure 3.3.1. Significant barriers to movement still remain however and local connectivity within the town centre to other parts of the sub-area remains weak. Public realm quality is also currently poor in some areas, but is being improved through projects currently underway in the town centre and along Stratford High Street.



3.3

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Figure 3.3.1 Stratford context



Development Principles

Homes and communities

Newham council's Stratford Metropolitan Masterplan and Core Strategy are helping direct and shape the shared vision to regenerate Stratford and help ensure that the legacy benefits of the Olympics are shared with local communities. North and east of Stratford City, the converted Athletes' Village and the existing residential areas to the east will establish the physical and social context for new development, which should generally reduce in scale as it moves away from the new centre.

The emphasis will be to create new family focused neighbourhoods at Carpenters and Chobham that will connect physically and socially with the more established residential communities further into the sub-area. A high proportion of family housing should therefore be provided in these areas, with clear and direct connections established to the Queen Elizabeth Olympic Park, Stratford town centre, Stratford City, Hackney Wick, Chobham Farm and Maryland. The new school at Chobham Farm will become an increasingly important community resource.

Newham council is working closely with the local community to develop and bring forward ideas for the Carpenters Estate, which lies at a key node between Stratford town centre and the Queen Elizabeth Olympic Park. The estate will be redeveloped in stages, and it is vital that it makes the most of improved connections and allows a new southern entrance to Stratford station to be built to create better links to the Queen Elizabeth Olympic Park and its new residential communities. It should also retain significant levels of affordable family housing.

Maryland Station will be a Crossrail station and offers opportunities for new investment and development. This should be maximised and improved north-south connections created to link the station with the residential communities to its north with a strategic pedestrian and cycle route introduced between Maryland and Leyton stations.

Business and employment

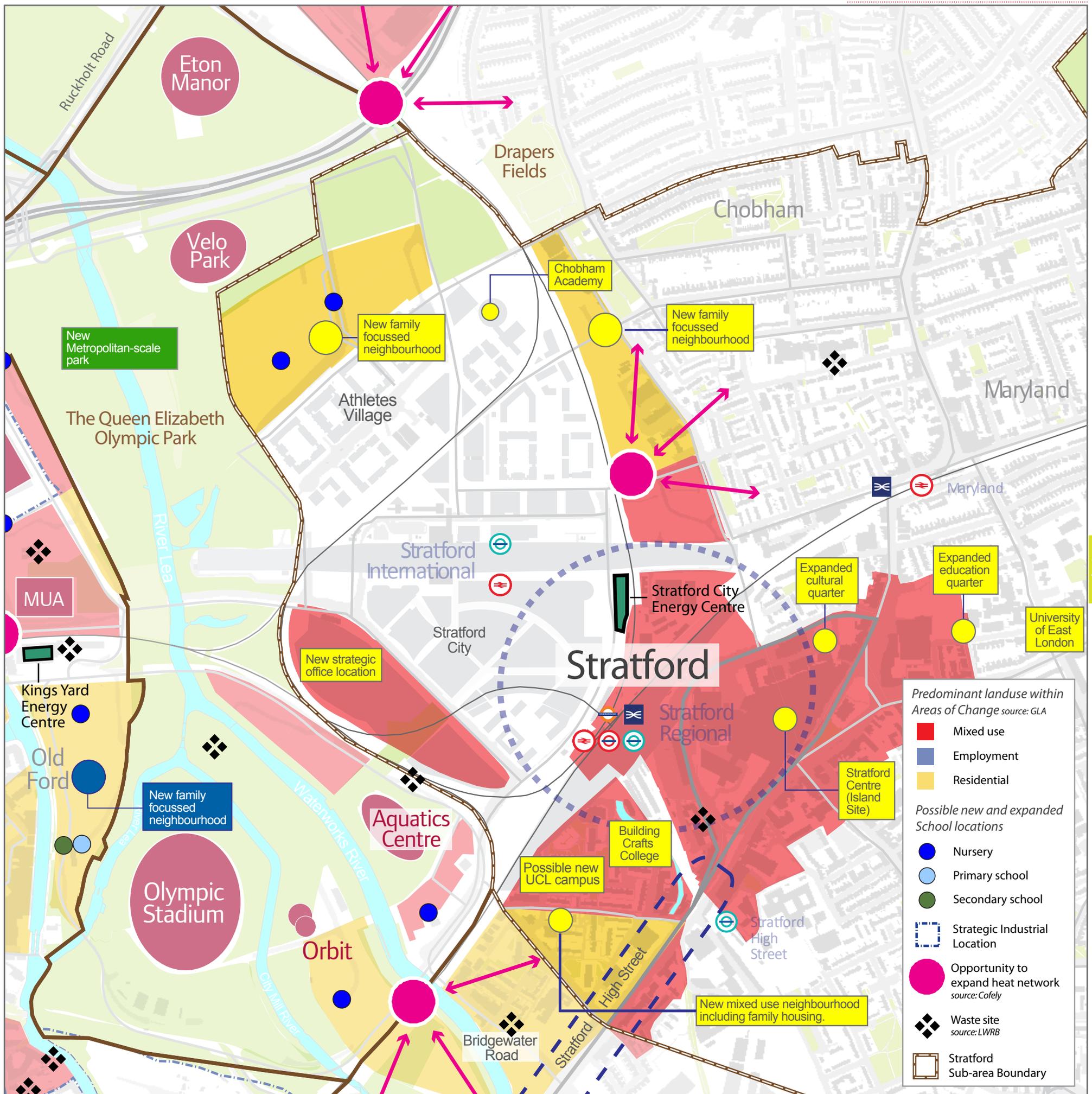
The 2012 Games and Stratford City are already bringing substantial changes to the sub-area, and it is imperative that the Sub-area as a whole benefits from this investment. It is equally important that the existing town centre continues to thrive and is fully integrated with the new opportunities and facilities that Stratford City and the Queen Elizabeth Olympic Park will provide. There is an outstanding planning permission within Stratford City for a major hotel and around 460,000 sq.m of new office space. This will be instrumental in developing the area's economic role and providing new jobs for area's new and existing communities.

Given the scale of these planning permissions, it is unlikely that the quantum of development they allow will be exceeded, though there may be potential for them to be revisited and other land use arrangements explored. In all cases links into the surrounding and emerging residential communities should be strengthened, and every effort made to link the new retail and commercial facilities at Stratford City with the more established town centre uses in the wider area.

Newham council's Economic Development Strategy indicates that whilst the borough faces major challenges such as high levels of deprivation it also has major opportunities in terms of its business base, regional, national and international connections and the scale of development potential. It also sets strategic priorities for attracting investment, developing a stronger business base and getting more people into work. The council's core strategy complements this with policies that promote local investment to improve skills and boost access to employment. The borough is committed to maximising Olympic legacy opportunities, and to employ its underutilised land and its excellent transport connections to move the borough's economy more towards services and higher value industry. In economic terms, this means focusing growth in London's strongest and most dynamic sectors and strengthening connections between the borough's business locations and Stratford, Canary Wharf, the City of London and the West End.

Newham's Core Strategy indicates that Stratford and West Ham have the potential to provide 19,700 homes over the next 15 years.⁴⁷ The Stratford sub-area would experience significant jobs growth in terms of retail and office sectors as well as sectors supporting that such as distribution, printing, financial and catering. It is also likely that there will be increased in education related employment with planned expansions at for primary, secondary, further and higher education accommodating a growth in child yield, as well as retail training facilities.

A number of major development opportunities exist within and around the town centre and the introduction of additional town centre uses such as retail, (particularly comparison goods), offices, hotels, education facilities, and social infrastructure will residential that provides a range of housing types and tenures. New retail developments should where ever possible provide units with direct street access and which are well integrated with their surroundings. Cultural activities and the evening economy around Salway Road and the Theatre Royal should be protected and enhanced and expanded to other parts of Stratford particularly around the Broadway. A Shopmobility scheme that links the centre with the Queen Elizabeth Olympic Park should also be introduced.



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Figure 3.3.2 Stratford land use



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Connectivity and transport

Stratford is well connected by rail at a regional and sub-regional level but less so to the north. Further strategic improvements would improve accessibility and support development. Options include: improving services towards Stansted via Tottenham Hale, reopening the Hall Farm Curve rail link to Walthamstow, and extensions of the DLR beyond Stratford International. It is also important to recognise the importance of providing a direct link between High Speed 1 and High Speed 2 that could allow direct connections between Stratford International, Birmingham, the North of England and mainland Europe.

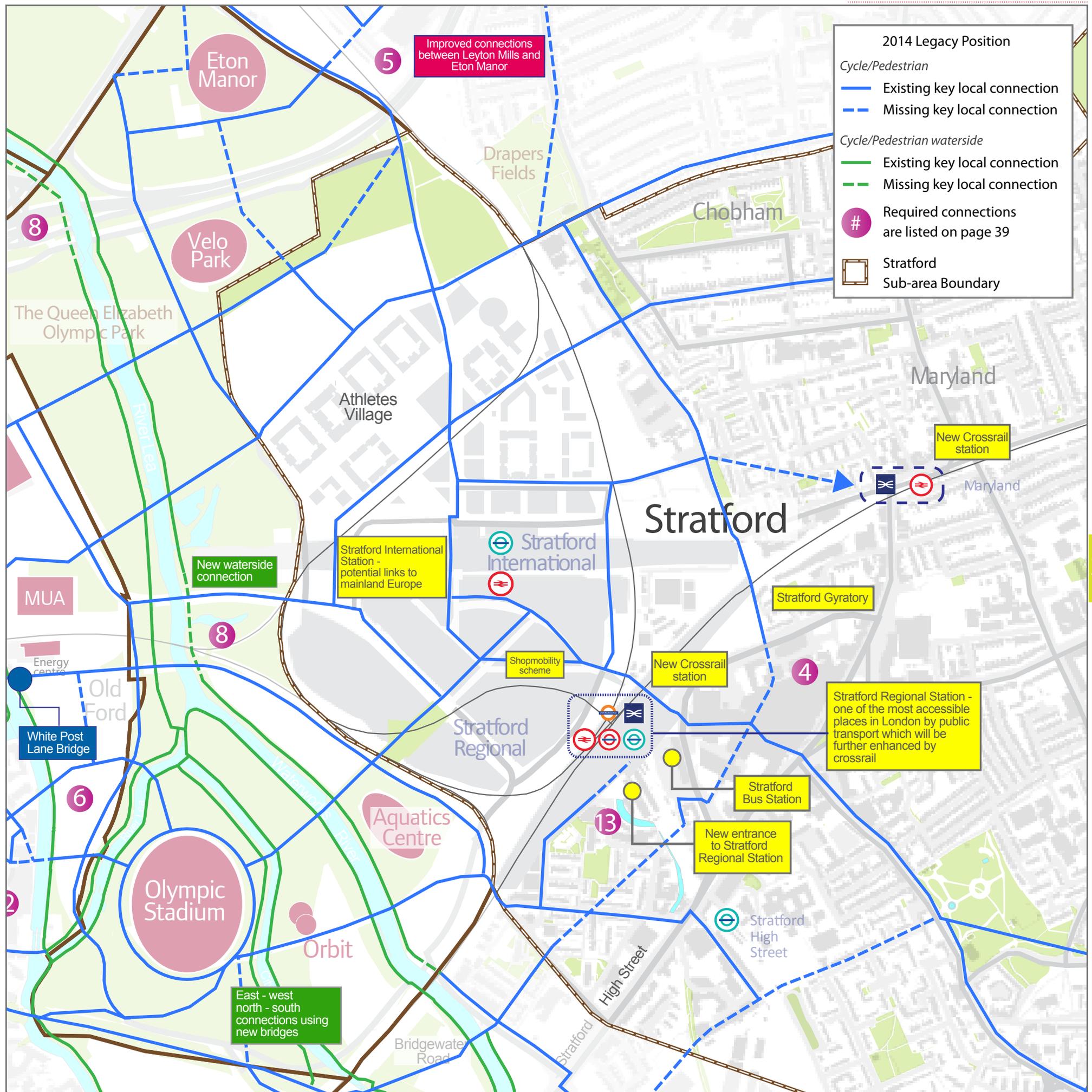
In addition, an area wide wayfinding strategy should be developed to maximise the benefits of planned connections and to support walking and cycling. Within the town centre itself, the need for further public realm improvements should be explored with developers, land owners and planning authorities.

Changes and improvements should be made to the road network, where Stratford High Street and the town centre gyratory are particularly problematic, acting as significant barriers to pedestrian and cycle movements within the area. Options to reduce traffic speeds and to introduce new crossing points to improve the centre's pedestrian and cycling environment should be explored. Furthermore, if feasible in highway terms, the town centre gyratory system should be removed and two way vehicle movements introduced round Stratford Mall. Cycle Superhighway 2 that will run along Stratford High Street will also help improve the Sub-area's local and strategic connectivity.

Development opportunities will come forward in more peripheral areas, particularly around the new Crossrail stations at Maryland and Forest Gate as the project develops momentum.

Sustainable development

Stratford High Street and town centre are strategic areas in terms of expansion of the Olympic Park decentralised energy scheme. Wherever practical, new development in the surrounding area should connect to this network. This is consistent with Newham's emerging core strategy policies on energy and local heat and power networks.



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Figure 3.3.3 Stratford key local connections



Urban form

Over recent years, parts of Stratford have been transformed by new large-scale and often piecemeal development. This has sometimes left an incoherent urban scale and form, which, whilst appropriate for some parts of the sub-area, has compromised the area's overall character and legibility. Where new development comes forward, very high design standards will be required, enhancements to the public realm incorporated, and the connectivity improvements this guidance promotes achieved to help overcome the problems caused by severance and traffic movement the OLSPG identifies.

Parts of Stratford town centre will be the primary focus for the tallest buildings in the OLPSG area, reflecting its public transport accessibility and regional importance. Buildings up to and higher than ten storeys will continue to be appropriate here providing they relate well to their context. Further away from the centre, the general scale of buildings should be lower, typically of four to six storeys and provide a wide range of housing types, including significant levels of family housing. This will help integrate the new centre physically and socially with the more established and lower scale predominantly residential areas to the north, south and east of the centre, where there are fewer opportunities for large-scale change. More detailed design advice will be prepared by Newham council.

North and east of Stratford City, the converted Athletes' Village and the existing residential areas to the east will establish the physical and social context for new development, which should generally reduce in scale as it moves away from the new centre to create family focused neighbourhoods that connect physically and socially with the established residential communities further into the sub-area. To achieve this, a new network of local streets, walking, cycling and bus connections should be established across the area to encourage walking and cycling and to create a 'finer grain' of urban form.

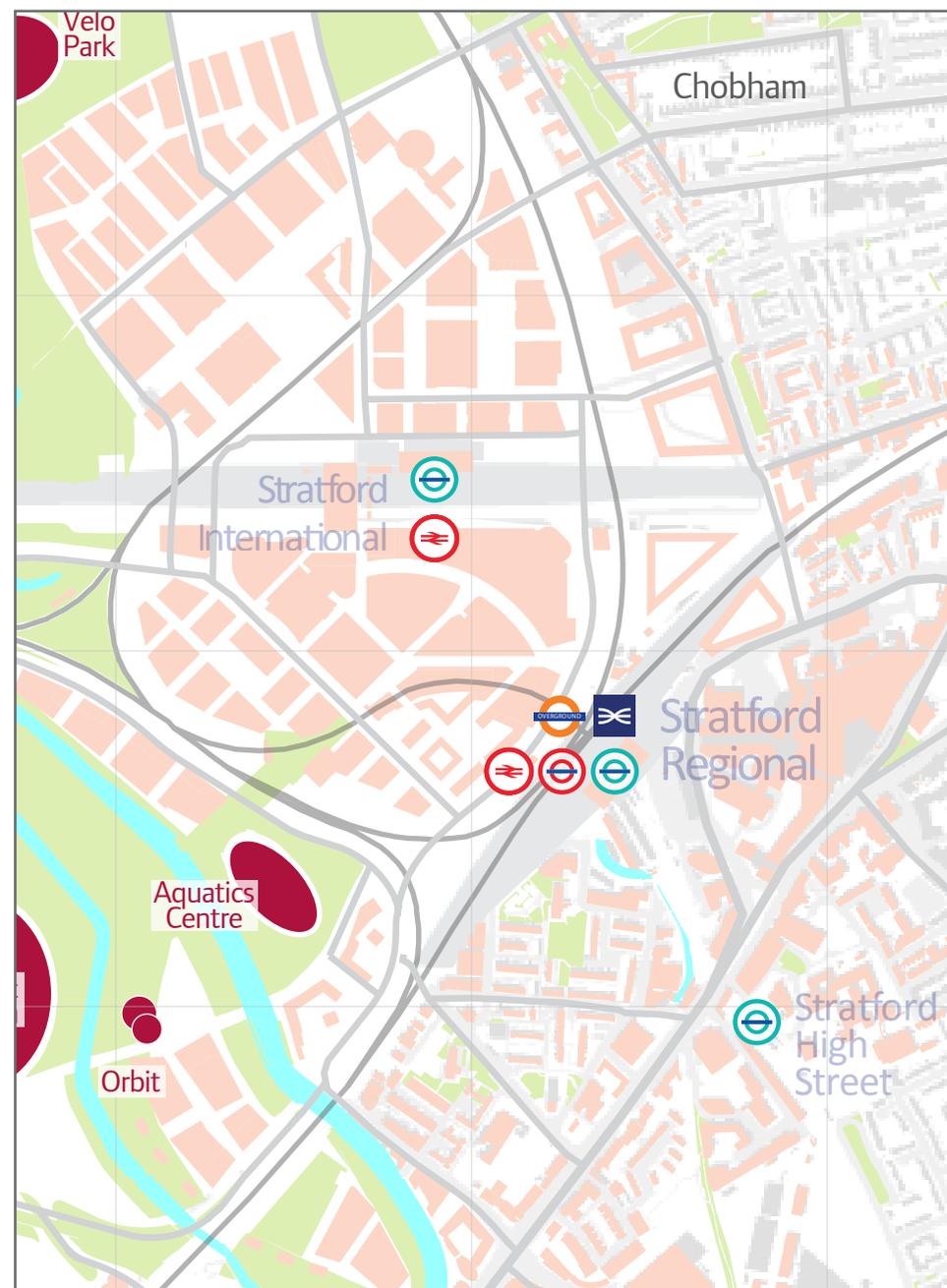


Figure 3.3.4 Stratford Sub-area - emerging urban form

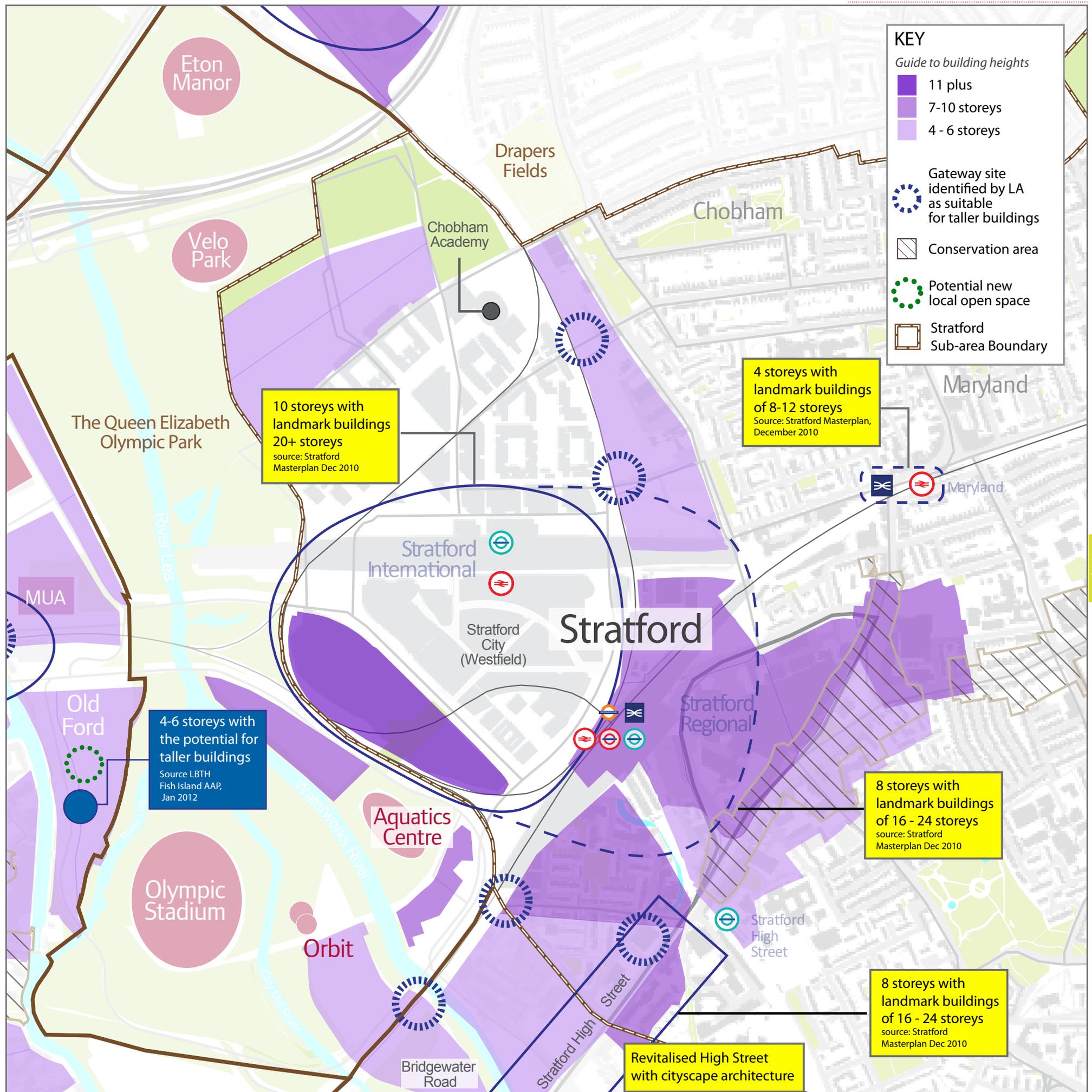


Figure 3.3.5 Stratford urban form

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3.3

3.4 Southern Olympic Fringe

Vision

The Southern Olympic Fringe's many heritage and water assets will be restored and used to create a network of new mixed use neighbourhoods. The existing creative employment cluster at Three Mills and Sugar House Lane will be expanded, the new district centre at Bromley by Bow established. The currently vacant and underused sites around West Ham and Pudding Mill Lane stations will be bought back into permanent use and provide much needed housing as well as community and employment uses. This managed change will provide a wide range of new family housing and employment opportunities across the sub-area, with higher density development located where public transport accessibility is the highest. New social and community infrastructure will be provided to support these new communities and a network of new pedestrian, cycling and bus connections will be established to overcome existing north-south and east-west severance, and to provide direct connections to the Queen Elizabeth Olympic Park and Stratford.

Scale of change

GLA strategic modelling indicates that the Southern Olympic Fringe sub-area as a whole has the potential to accommodate around 9,000 new homes (including 460 homes approved for the Bromley by Bow Tesco site), together with 300,000 sq.m of new and improved business floorspace from its main areas of change, (including 14,000 sq.m. approved for the Bromley by Bow Tesco site). This would result in around 4,500 children and 12,000 jobs. This form and scale of development indicates a need for 10 form entry of primary school provision, eight form entry of secondary school provision, 11 GPs equivalents, additional dedicated community facilities and local open spaces. New development in the sub-area should incorporate or contribute towards this provision.

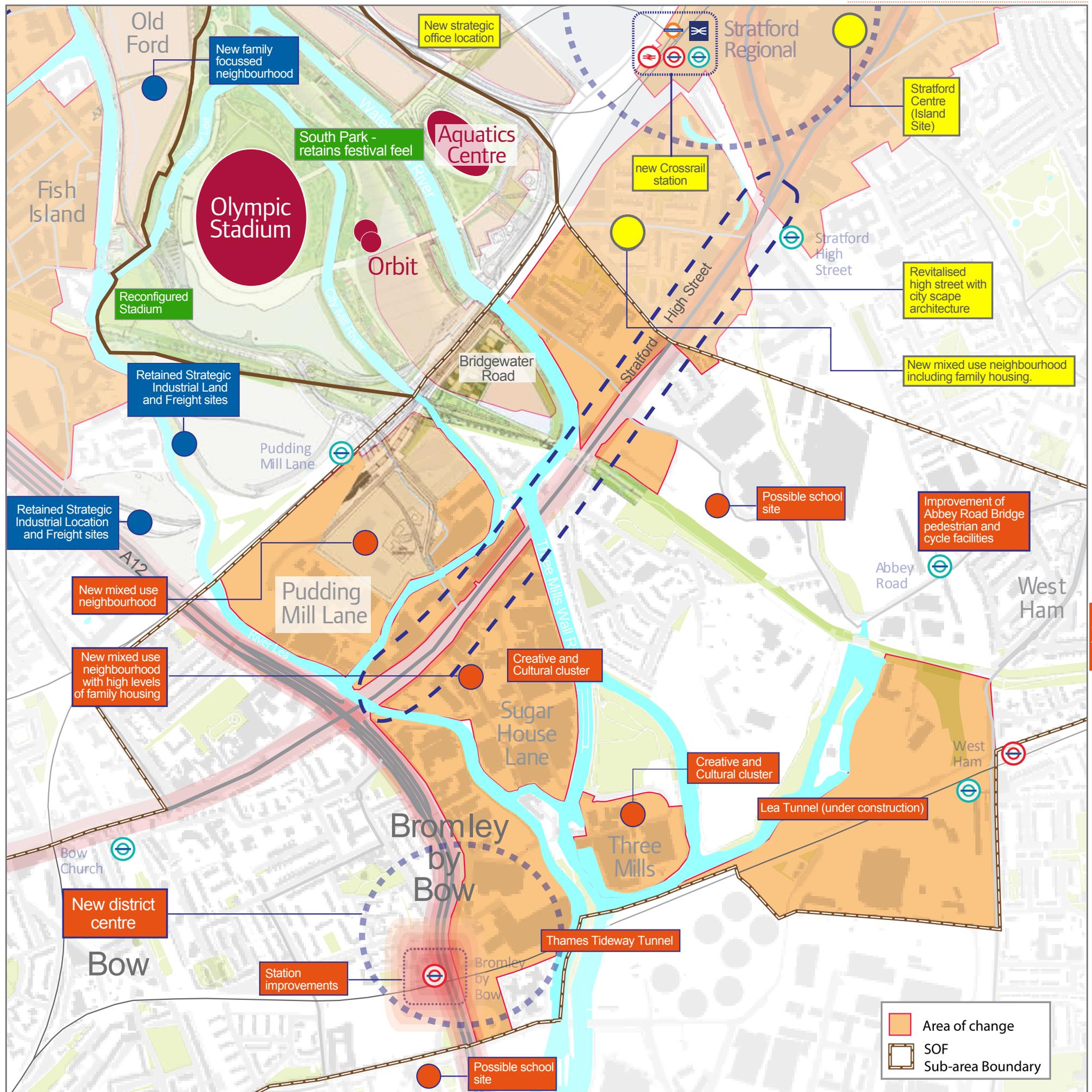
Context

The Southern Olympic Fringe Sub-area is predominantly within Newham, and includes Pudding Mill Lane, Sugar House Lane, Three Mills and West Ham. Bromley by Bow and Bow are within Tower Hamlets. The sub-area includes parts of the River Lea Navigation, River Lea, Prescott Channel and Channelsea River and parts of Pudding Mill Lane, Sugar House Lane and West Ham are at potential risk of flooding. Three Mills, the Greenway and the towpaths along the Prescott Channel, Waterworks River, City Mill River and River Lea form part of the Lee Valley Regional Park. Bromley by Bow is bounded by the A12 to the west, the Lee Navigation to the north and east and London Underground and National Rail corridor to the south.

Bromley by Bow station is located at the south west corner of the area. The area currently accommodates a Tesco foodstore, low grade industrial uses and sites cleared in anticipation of redevelopment. The site's adjacency to strategic road and public transport infrastructure and waterside and heritage setting provides opportunities and constraints to new development. The site has the potential to provide an important point of access to the recreational and heritage opportunities of the Lower Lea Valley from the west, through the creation of a new district centre and its associated access and townscape improvements

Pudding Mill Lane is bounded by the A12 to the west, the DLR the north, and the River Lea and Stratford High Street to the south and east. Historically an industrial area, the construction of the Olympic Park and the DLR extension to Stratford has led to significant recent change. The entire area is currently safeguarded for strategic employment uses, and partially safeguarded for Crossrail construction. The presence of the elevated A12 to the west, the Bow Bridge roundabout, the elevated section of Stratford High Street and overhead rail infrastructure to the north, create much severance and will be key challenges to successful regeneration.

Bromley by Bow and Bow suffer significant severance caused by the A12 which runs north south through the sub-area. Sugar House Lane and Three Mills are bounded by the A11, (Stratford High Street), to the north, Three Mills Wall River to the south and east, and the River Lea to the west. Waterworks River also divides the area roughly diagonally through its middle, although some bridges do link the two areas. This area is currently mixed and includes the important creative industry hub at Three Mills, Three Mills Green open space, and a range of industrial activities focused around Sugar House Lane and Hunts Lane, generally built between 1880 and 1940. They are collectively important as physical reminders of London's manufacturing past, but also have group value and contribute to the distinctiveness of the area. Three Mills also contains a number of important 18th century heritage buildings and the sub-area also includes the operational Victorian Abbey Mills pumping station designed by Joseph Bazalgette, which still plays a vital role within London's strategic sewerage infrastructure. New residential development in the vicinity of this facility should not inhibit its operational capabilities.



3.4

Figure 3.4.1 Southern Olympic Fringe context



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West Ham contains a number of significant vacant sites though the sites to the west of West Ham station are heavily contaminated. West Ham station provides Jubilee, District and Hammersmith & City, DLR and mainline-rail services. The new West Ham bus garage is located immediately to the south of the sub-area

Whilst a number of new connections will be made into the Queen Elizabeth Olympic Park, little permanent Olympic infrastructure will be inherited from the Games within the sub-area, though significant development platforms will be left at Pudding Mill Lane and at Bridgewater Road where the LLDC's legacy proposals should reinforce north-south and east-west connections into the wider sub-area.

Some of the building blocks required to achieve the transformation this guidance promotes are already in place, whilst in other parts of the Sub-area further strategic interventions will be required. In all cases the aim should be to provide a mix of new uses that will complement each other, bring new jobs and homes into the area,(particularly for families), and maximise access to and appreciation of the area's waterways. This change will need to be carefully managed as not all parts of the sub-area are equally suitable for residential or employment use, and new local open spaces, community facilities and connections must also be planned for and provided. The balance between demolition, sensitive infill and restoration will also require careful urban design analysis.

The sub-area also contains the West Ham Riverine site, where Newham's adopted core strategy looks to develop the site for a mix of residential and employment uses that contributes to the creation of a new local centre and secures site access improvements and a link to West Ham station. An element of community use would be appropriate provided it was of a scale that did not dominate the overall mix and was well connected to the new local centre and station.

Development Principles

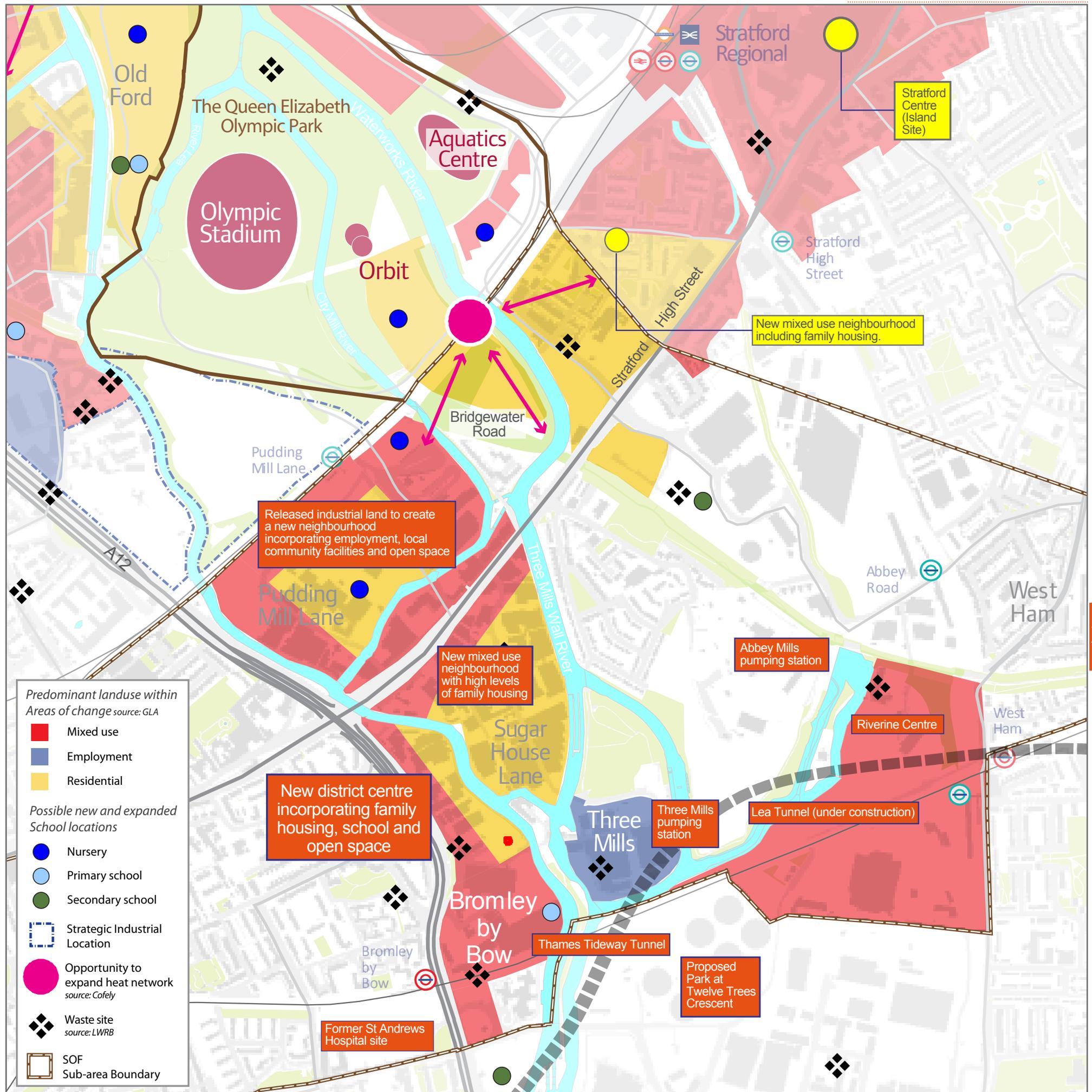
Homes and communities

As set out in Section 2.A of this guidance, higher proportions of family housing should be provided at Bromley by Bow and Sugar House Lane. These should include new community facilities and local amenity space. The West Ham Riverine site could also potentially accommodate family housing possibly fronting the Channelsea River, although employment and community uses will be prominent, particularly near the station and substantial industrial contamination will need to be remediated and new and enhanced connections created into and across the area. New residential uses might also be appropriate at Three Mills providing they complemented and strengthened the area's important creative role and were compatible with the LVRPA's longer terms plans and policies, with new family housing potentially overlooking and alongside Three Mills Wall River, Prescott Channel and Three Mills Green. The LTGDC produced a design brief for Sugar House Lane and Three Mills in 2011 which sets out how the two areas should change to best meet legacy opportunities whilst retaining their historic character and bringing in new employment and housing uses.⁴⁸

Business and employment

Sugarhouse Lane, Pudding Mill Lane and Three Mills are suitable for mixed use development including creative and cultural employment uses. New development at Three Mills should seek to secure the long term future of the important listed buildings and creative hub they currently support. The de-designation of Pudding Mill Lane from a strategic industrial location is supported, though the areas adjacent the A12, Pudding Mill Lane DLR station and the Bow sub-station are more suited to mixed or employment uses, and as set out in development principle B2, could provide business/commercial floorspace in a form and type suitable for those elements of the east London economy which are projected to grow during the legacy period. Sites next to the A12 at Bromley by Bow could provide highly accessible and visible commercial uses whilst sites close to West Ham station are more suitable for mixed use development.

The comprehensive approach to regeneration established by the 2010 planning permission for the reconfiguration of the existing Tesco superstore at Bromley by Bow will allow this area to evolve into a new district centre as set out in the Mayor's London Plan.



3.4

Figure 3.4.2 Southern Olympic Fringe land use



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Connectivity and transport

The Southern Olympic Fringe sub-area will benefit greatly from improved connectivity to overcome existing barriers to movement created by the area's railways, roads, waterways, and large development sites. This is essential to increase integration with surrounding areas and between new and existing communities. Improved connections from Sugar House Lane north to the Queen Elizabeth Olympic Park, and south through to Pudding Mill, Bromley by Bow and Bisson Road are necessary to maximise connectivity.

Stratford High Street will continue to be a major route to and through the Sub-area and work should continue to improve conditions for buses, cyclists and pedestrians. Furthermore, a network of new pedestrian, cycling and bus connections should be established across the sub-area to overcome existing north-south and east-west severance, to provide direct connections to the Queen Elizabeth Olympic Park, Stratford, Pudding Mill, Bromley by Bow and Sugar House Lane, and to link the Sub-area to its surrounding predominantly residential areas. North-south connections along the River Lea should be improved and an area wayfinding strategy developed to maximise walking and cycling. East-west connections south of Bromley by Bow should be introduced to support regeneration on both sides of the area's waterways as development comes forward. Bus infrastructure should be provided around the A12 to enable improved bus services as demand increases, for example a bus link over the Limehouse Cut at St. Andrews Way.

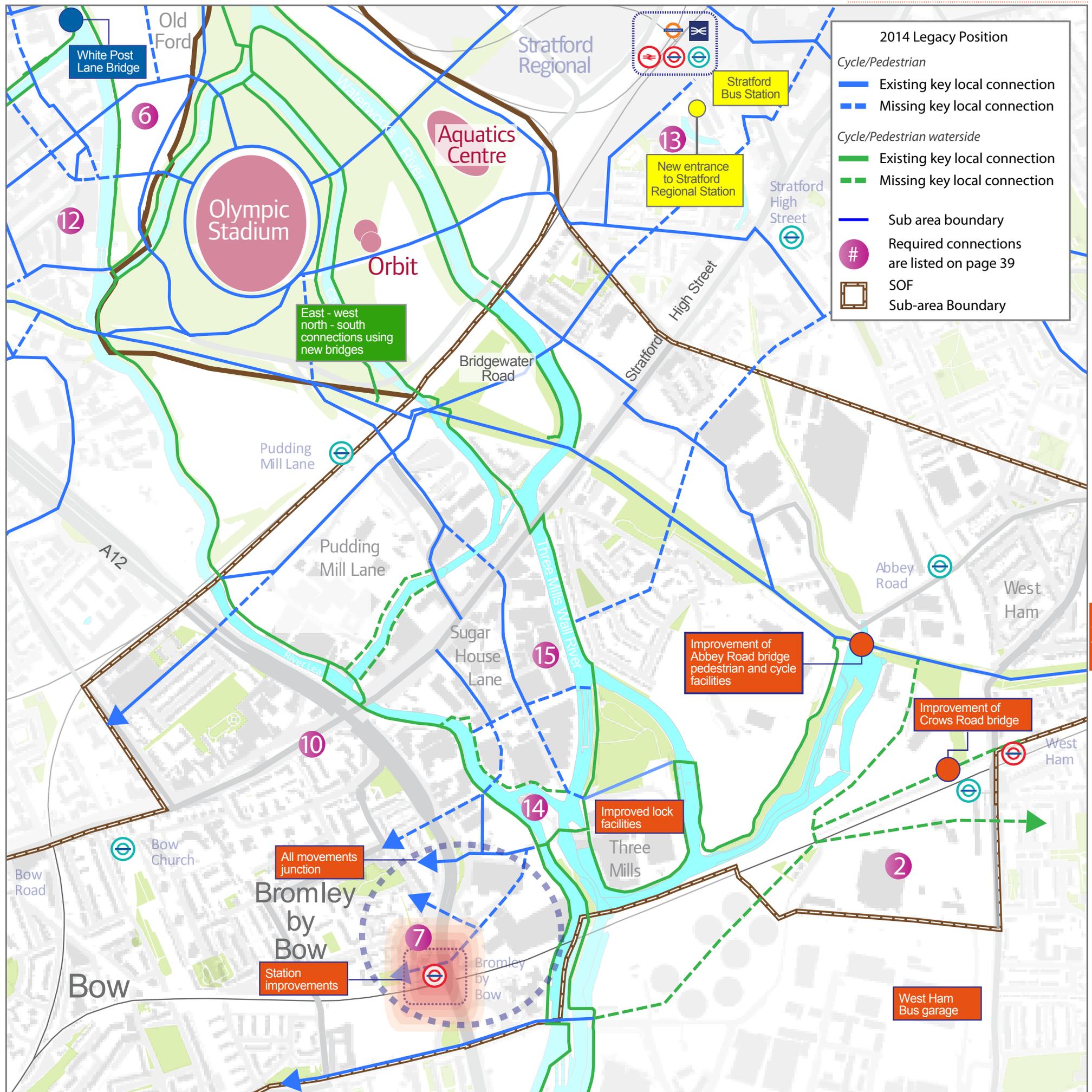
A new all movements junction including grade crossing and improved subway connections should be provided as part of the new Bromley by Bow district centre and further improvements at the Bow Roundabout should be investigated, subject to detailed highway modelling. These could include removal of the flyover with possible improvements to the A11 Pudding Mill Lane junction and the creation of a new four-way junction linking Sugar House Lane with Pudding Mill Lane. To assist the regeneration of the area, new connections should also be made to the surrounding area, such as a new bridge over the River Lea from Sugar House Lane to Bisson Road, a bus bridge over the River Lea connecting Bromley by Bow to Sugar House Lane/ Three Mills, a new pedestrian/cycle bridge to Bromley by Bow from Hunts Lane, and a new pedestrian and cycle link between Sugar House Lane and Pudding Mill Lane.

Improved connectivity in the West Ham area could be achieved by widening Abbey Road bridge to accommodate a footpath for pedestrian and cyclists and providing a bus-only link at Sarsen Close across the District line. A new link to Three Mills and Sugar House Lane south of the Channelsea River should also be provided and the existing connection to the north of the river restored. A high quality pedestrian and cycle link between West Ham and Three Mills should also be created.

Sustainable development

Improving the provision, quality and access to open space, including the greenway and waterways, in addition to improvements to public transport accessibility, connectivity, and high standards of design and environmental credentials of for new development are critical in delivering sustainable development of the sub-area. Addressing the flood hazard in the area is a key challenge in the development of new communities and employment in the area.

Opportunities to extend the Olympic Park heat network along and across Stratford High Street should be exploited. The development of new and linked heat networks to the south will also be encouraged.



3.4

Figure 3.4.3 Southern Olympic Fringe key local connections



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Urban form

The sub-area contains several waterways, each with its own distinct character and opportunities. It also contains a number of conservation areas that incorporate and protect the best of the area's former industrial buildings and heritage. These are shown on Figure 3.4.5. A key Mayoral ambition for this sub-area is to use its character and heritage assets positively to create a network of new mixed use neighbourhoods that will provide a wide range of new housing and employment opportunities. It will be important to ensure all new development is closely integrated with its surroundings to create successful high quality and well connected areas, that new development is closely integrated with its surroundings to create successful high quality and well connected areas, and to ensure that new development is supported by the timely delivery of infrastructure, including new connections to address the area's connectivity issues.

Sugar House Lane should continue to be defined by its existing character and form, in particular its robust yet adaptable buildings and yards, its views of and proximity to Three Mills Green, and its two stretches of waterfront. As Sugar House Lane evolves into a genuine mixed use neighbourhood, new pedestrian, cycle and bus connections to Pudding Mill Lane to the north and Bromley by Bow to the south should be created. The historic buildings and cobbled streets within Three Mills Island should be preserved and enhanced, though there is potential for new high quality buildings where they can be sensitively woven into the existing historic fabric of the area.

Pudding Mill Lane is currently identified by the Mayor as a strategic industrial location (SIL) and is partially safeguarded for Crossrail construction. However, it is surrounded by waterways on three sides, and has significant post-Games regeneration potential, which could see it transformed from a predominantly industrial area into a new mixed use neighbourhood. The presence of the elevated A12 to the west, the Bow Bridge roundabout, the elevated section of Stratford High Street and overhead rail infrastructure to the north, create a challenging physical environment, and it is therefore suggested that employment and mixed uses should be retained immediately adjacent to the A12, which would relate well in land use terms to the retained SIL to the north. These buildings could be up to six stories tall and should be designed to act as a noise barrier to the A12.

The Mayor believes the parts of Pudding Mill Lane should be developed at a lower scale than much of its surroundings, (generally four to six storeys), to provide a mix of uses including family housing, employment and social and community uses that maximise the amenity value of the waterside environments provided by the City Mill and Bow Back rivers. A new 'hub' could be created around Pudding Mill Lane station providing local shops and services together with additional employment and residential uses.

Alternatively such a hub could be provided closer to Stratford High Street, providing a direct connection to the DLR station is achieved. Buildings between Bow Back River and Stratford High Street could be significantly higher so as to respond to the higher scale of recent developments along the High Street and to again provide a barrier against traffic impact, though care should be taken to ensure that the more family focussed parts of the area have adequate sunlight and amenity. In all cases, direct links from Pudding Mill Lane north to the Queen Elizabeth Olympic Park, east to Stratford and south into Sugar House Lane will be required to maximise connectivity.

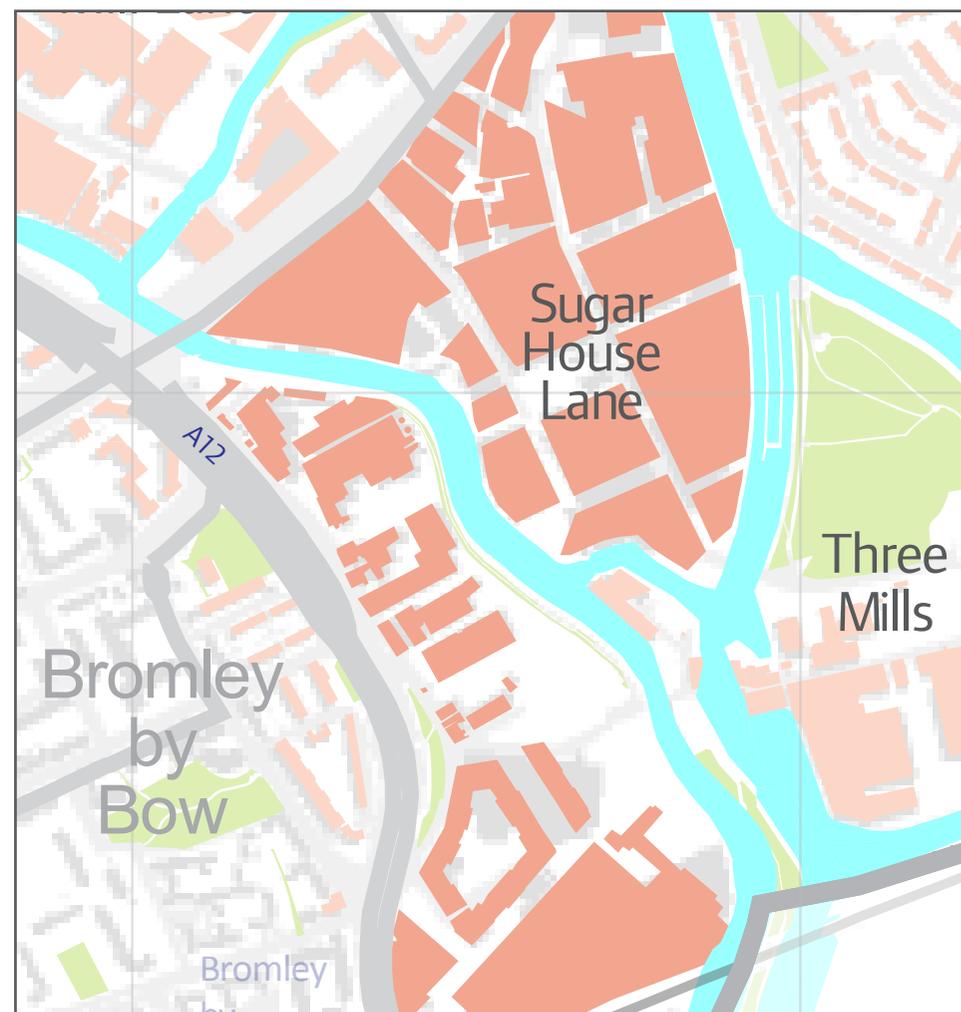
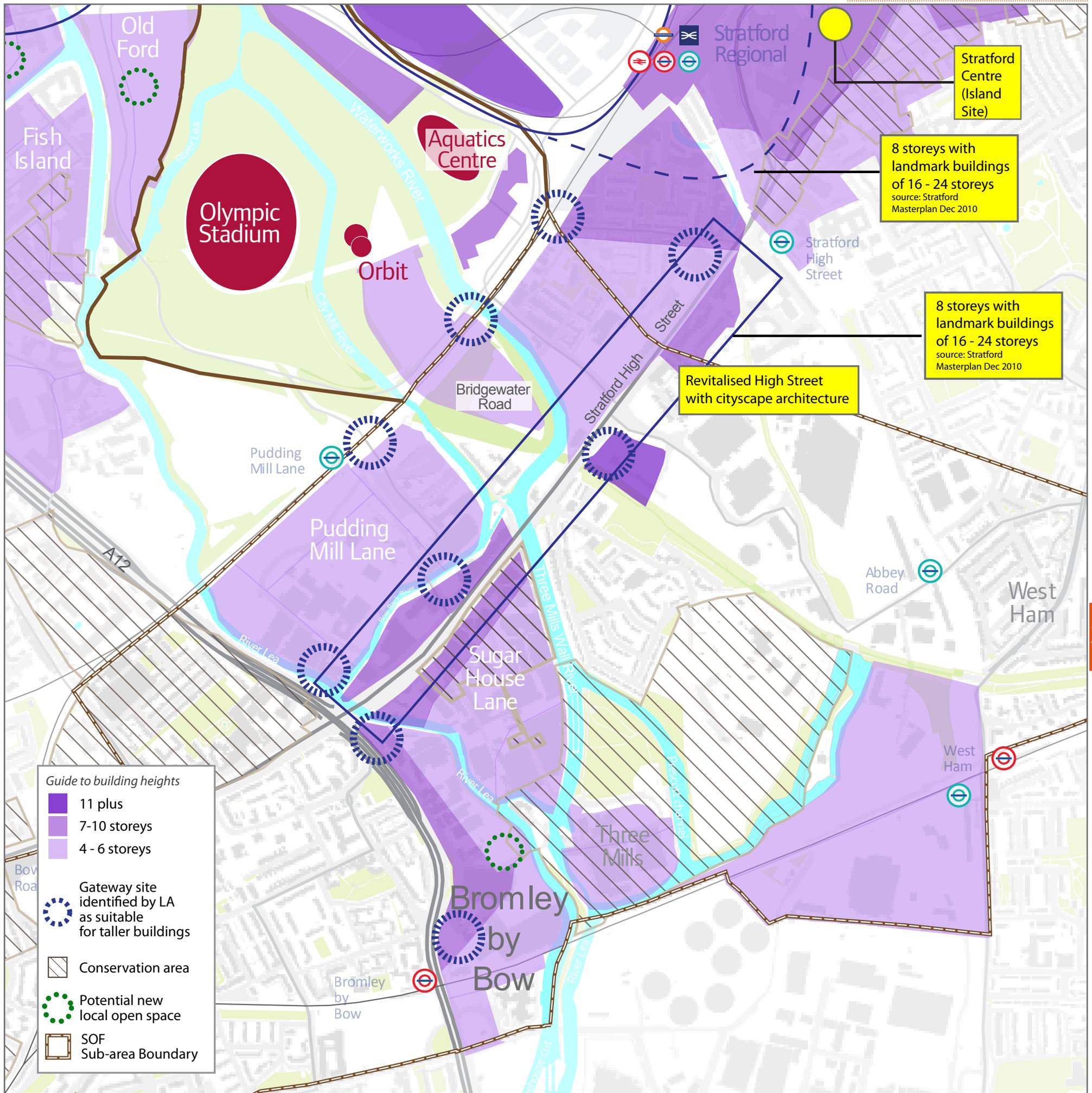


Figure 3.4.4 Southern Olympic Fringe Sub-area - emerging urban form



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Figure 3.4.5 Southern Olympic Fringe urban form



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