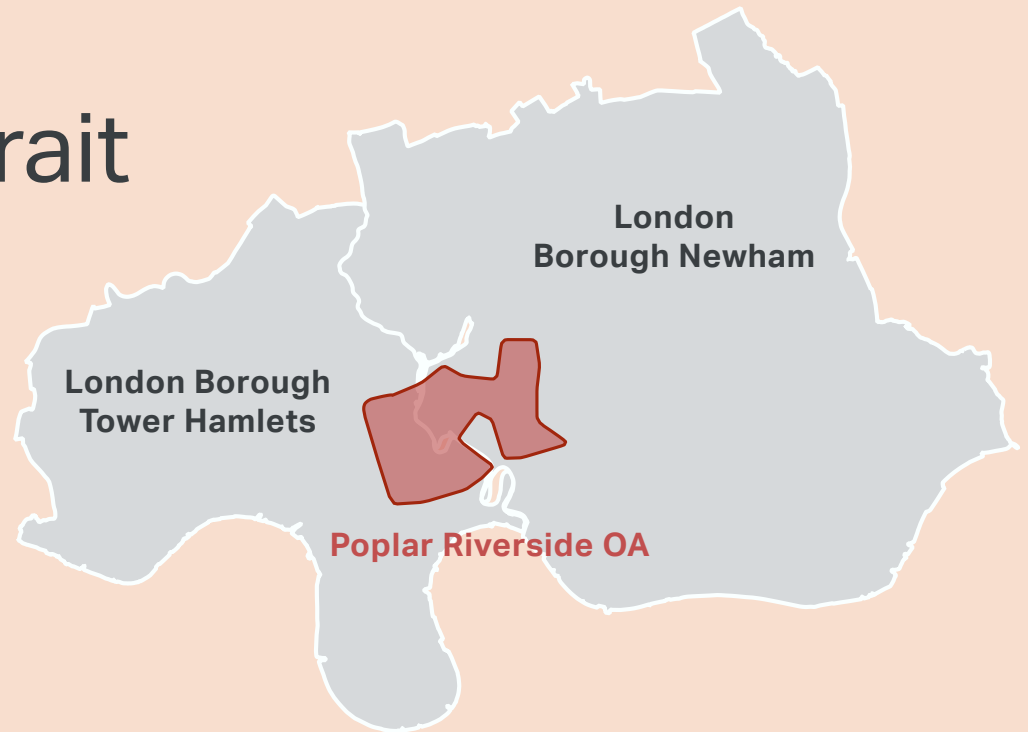


Opportunity Area Portrait

Poplar Riverside



Introduction

List of acronyms and abbreviations

- OA: Opportunity Area
- LP: London Plan
- GLA: Greater London Authority
- TfL: Transport for London
- OAPF: Opportunity Area Planning Framework
- CAZ: Central Activities Zone
- LESD: London Employment Sites Database
- SHLAA: Strategic Housing Land Availability Assessment
- LB: London Borough
- RB: Royal Borough
- AAP: Area Action Plan
- SPD: Supplementary Planning Document
- SIL: Strategic Industrial Land
- LSIS: Locally Significant Industrial Sites
- BID: Business Improvement District
- CEZ: Creative Enterprise Zone

Introduction

Purpose of this document and clarifications



What is a pen portrait:

- A strategic analysis/ summary of an OA.
- We collected a series of data on delivery of homes, jobs, town centres and high streets, transport, land use and industrial land to assess local change at a strategic level, to better understand places in the OAs, and evaluate how they are performing against the expectations in the London Plan 2021.



How will this information be used?

- This evidence base supports the OA propositions in the Towards a new London Plan document.
- The OA propositions include:
 - change in the status of the OA to reflect the housing and/or infrastructure delivery since 2019
 - highlight opportunities to review the OA boundary and/ or OA designation.



Data sources and clarifications

Homes

- The London Plan 2021 identifies indicative homes capacities (10 year, 22 year).
- The indicative homes capacities are based on the SHLAA 2017.
- The monitoring year for the London Plan 2021 starts in 2019.
- This document includes an overview on the progress against the SHLAA 2017 to understand what has happened in the OA.
- Acknowledging that a lot has changed since 2017, including the adoption of new development plans, the current document provides an overview of site allocations based on the latest publicly accessible information.
- All spatial data is available in the London Datastore, unless stated otherwise.
- All data relating to development progress is available via the Planning Data Hub, unless stated otherwise.

Introduction

Purpose of this document and clarifications

Data sources and clarifications

Jobs



- The LESD is a database that records recently completed employment developments and those in the pipeline in London to produce an estimate of London's additional employment capacity.
- Since the adoption of the London Plan 2021, a new London Employment Sites Database was produced in 2021. This provides up to date estimates by OA.
- A jobs dashboard has been produced to monitor the jobs' performance in the OAs.

Local Plan status



- Local Plan status information is based on publicly available data, or information received by the boroughs.

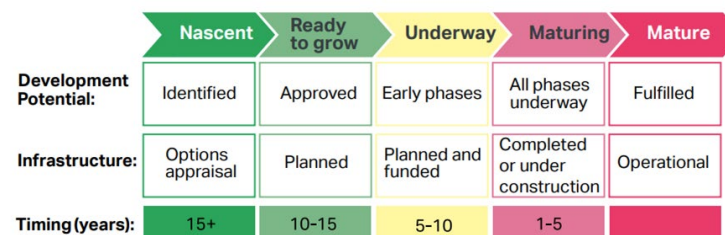
OA boundaries

- The London Plan designates OAs, whilst the boundary can be adopted through development plans. See more on [OA boundaries](#).

OA status - London Plan 2021

- The OA categorisation in the Key info refers to the London Plan 2021 Figure 2.2 - OAPF process diagram, also shown below:

Figure 2.2 - OAPF process diagram

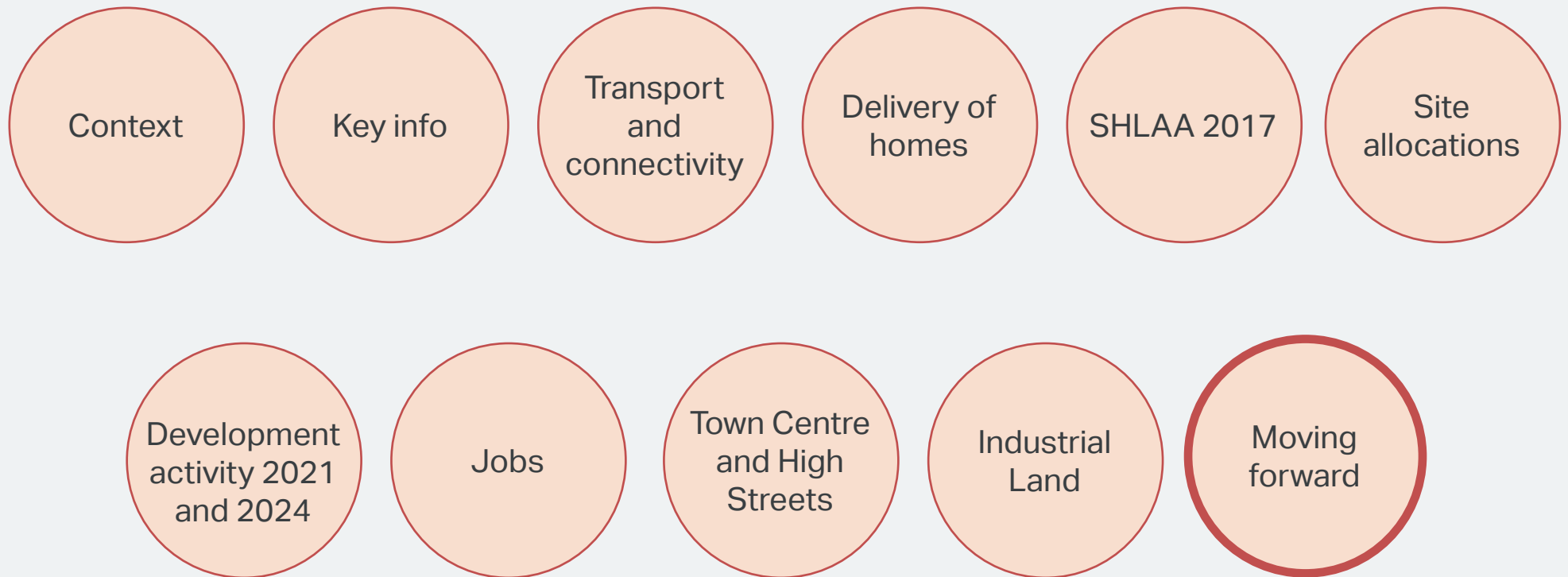


Additional resources

- Growth Corridors: [Engagement summaries from Planning for London events \(November/December 2024\)](#)
- Opportunity Area monitoring GLA [webpage](#).

Introduction

Contents



* This section refers to existing/ emerging strategies for the OA.

Poplar Riverside

Context

OAs in the Central Activities Zone (CAZ)

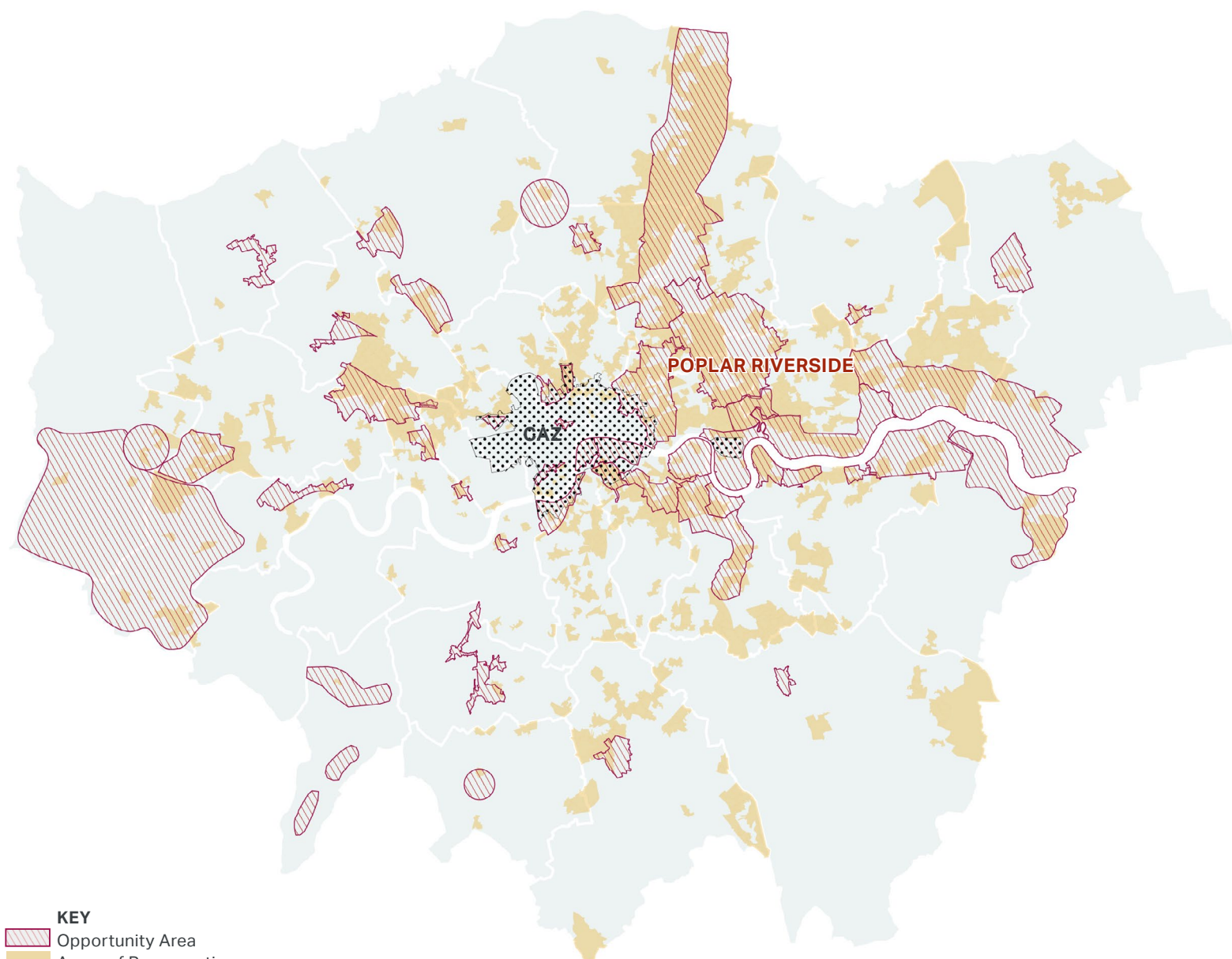
- King's Cross (Maturing)
- Tottenham Court Road (Maturing)
- Victoria (Maturing)
- Waterloo (Maturing)
- London Bridge/ Bankside (Maturing)
- Euston (Ready to Grow)
- VNEB (Underway)
- Paddington (Underway)
- Elephant & Castle (Underway)
- Part of City Fringe/ Tech City (Underway)

Not relevant for this OA, as it sits outside of the CAZ.

Areas of Regeneration

The OA contains large areas of regeneration.

Please note that there is no adopted boundary for the OA. This is an indicative boundary.



Source: Areas of Regeneration as per London Plan 2021

Poplar Riverside

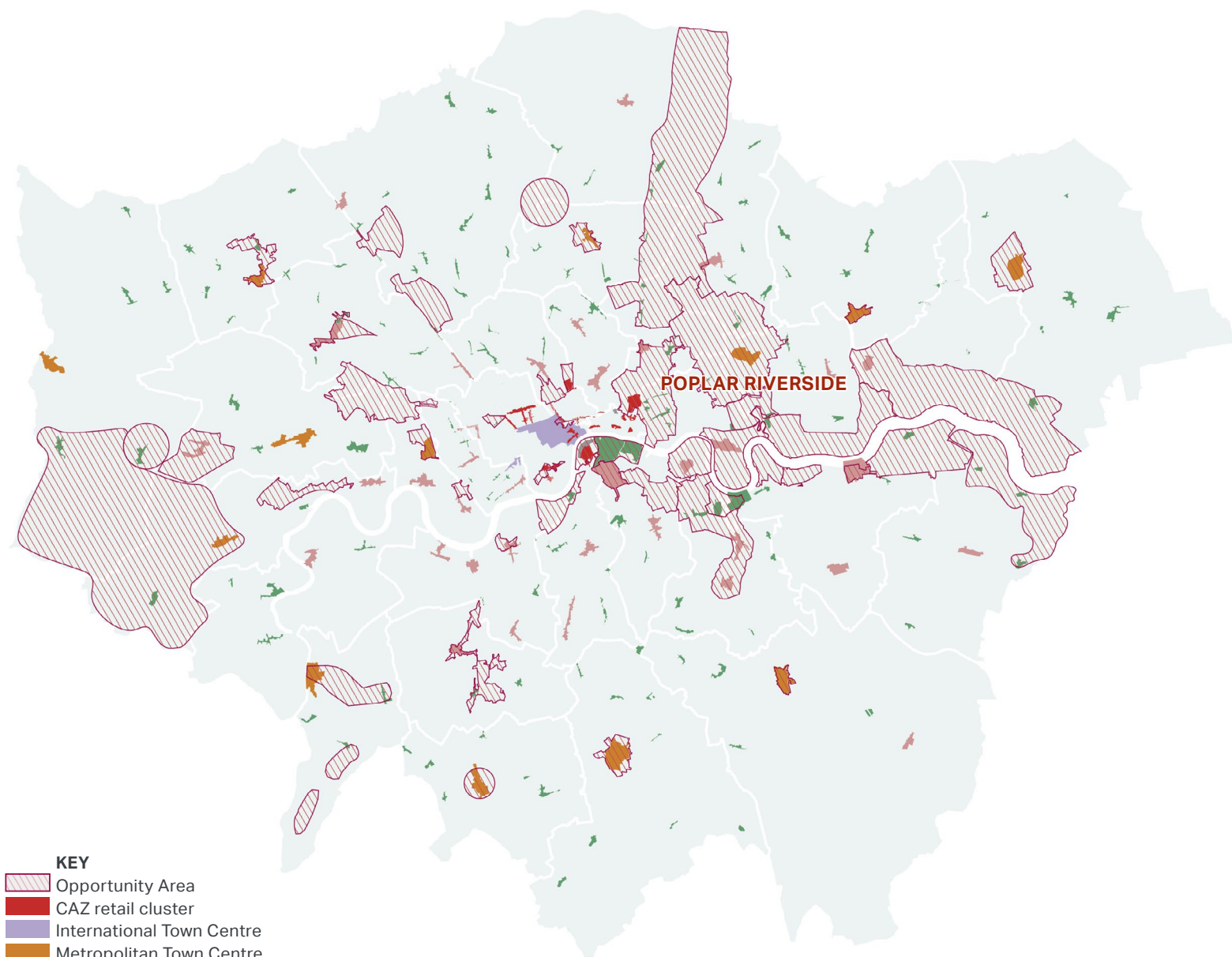
Context

OAs and Metropolitan Town Centres

- Olympic Legacy (Maturing)
- Harrow & Wealdstone (Underway)
- White City (Underway)
- Croydon (Ready to grow)
- Romford (Ready to grow)
- Ilford (Ready to grow)
- Wood Green (Nascent)
- Kingston (Nascent)
- Bromley (Nascent)
- Sutton (Nascent)

No metropolitan town centres within the OA.

Part of Crisp Street District Centre and Canning Town District Centre fall within the OA.



Source: [Planning Data Map](#)

Poplar Riverside

Key info

London Plan Designation Year

2004	2008	2011	2016	2021*
------	------	------	------	-------

Borough

LB Newham, LB Tower Hamlets

Area



OA specific plans

Leaside AAP Reg 18
consultation draft (2021)

Local Plan status

LB Newham (2018), LB Tower Hamlets
(2020). Both boroughs are reviewing their
plans and they are at Regulation 19 stage.

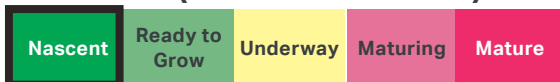
Growth Corridor

Thames Estuary

Housing Delivery Test 2023

Presumption (Newham)

OA status (London Plan 2021)



London Plan 2021 indicative capacity by 2041



Source: Google Earth

KEY
Opportunity Area

* OA previously formed part of Lower Lea Valley OA (which was designated in 2004 and has been superseded by Olympic Legacy OA and Poplar Riverside OA).

Poplar Riverside

Transport and connectivity



- Much of the development in this area was predicated upon the delivery of three priority footbridges over the River Lea
- These bridges would provide new routes to jobs and stations for existing and new residents as well as east-west and north-south valley links.

Priority bridges programme

- ① Lochnagar
- ② Mayer Parry
- ③ Poplar Reach

Other proposed bridges

- ④ A13 Connector
- ⑤ Reubens (decommissioned DLR-owned footbridge)

Canning Town Station

- ⑥ Improved Dynamic Signage inside station to improve flows, step-free enhancements, additional lift, reconfiguration of Back of House
- Public Realm improvements – addressing safety

West Ham Station

- ⑦ Pedestrian capacity improvements required - access to the Network Rail platforms and platform improvements.



KEY

- Opportunity Area
- River/ water
- Metropolitan Open Land
- Other Open Space

- Station
- Central line
- District line
- Elizabeth line
- National rail

- DLR
- Priority bridges
- Existing bridges
- Other proposed bridges

Poplar Riverside

Transport and connectivity: Bridges



1. Lochnagar

- First priority bridge for boroughs
- Supports new homes at Ailsa Wharf, provides access to Star Lane DLR & Leaway routes north
- Planning submitted
- Land secured in LBTH and being negotiated in LBN
- Agreeing fees for air rights from the PLA



2. Mayer Parry

- Second priority bridge for boroughs
- Creates new direct legible link to Canning Town, and significant public transport accessibility improvement to Leven Road Gasworks
- Design is at RIBA Stage II
- Land in LBTH is safeguarded and is being negotiated in LBN



3. Poplar Reach

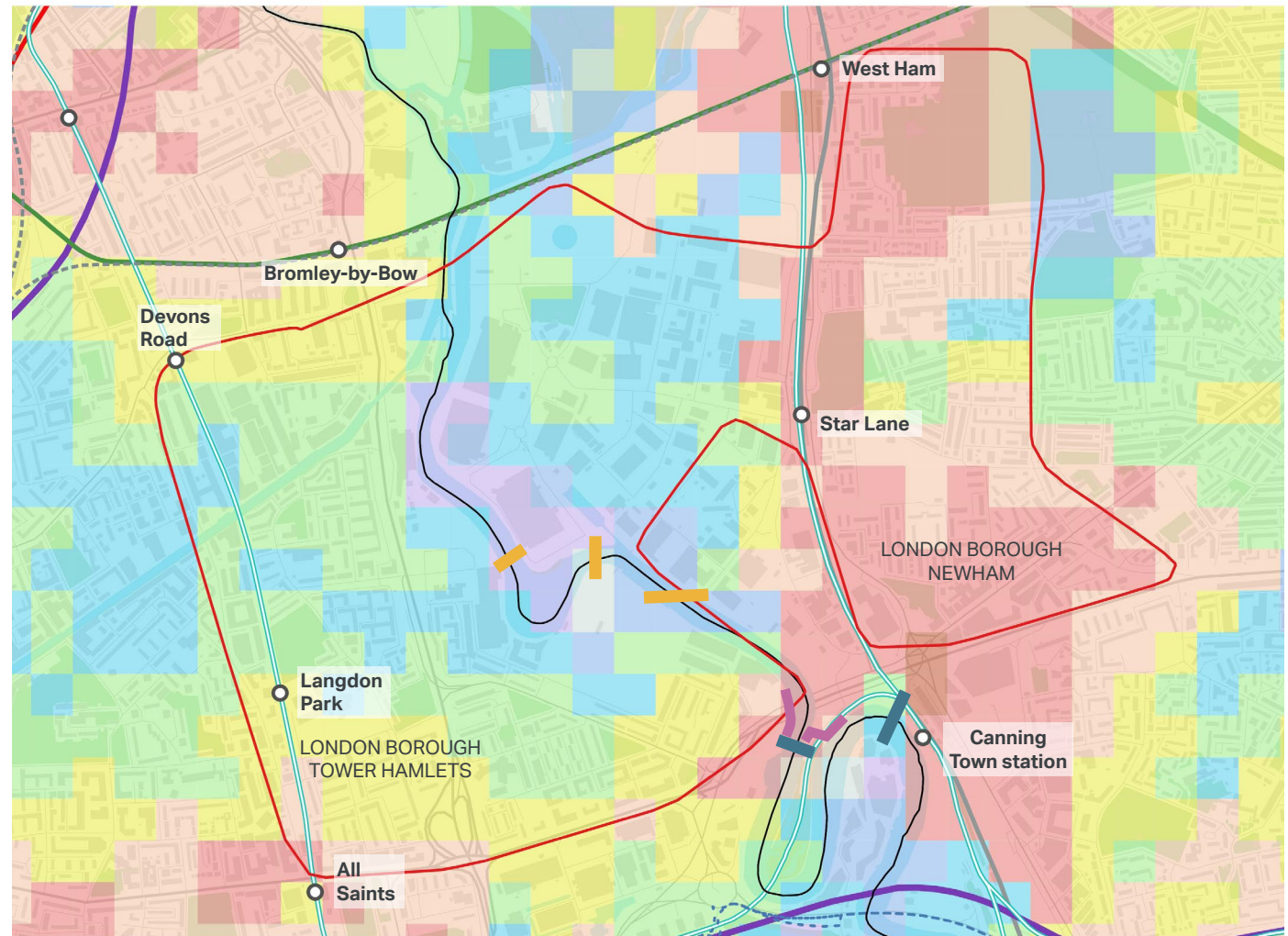
- Third priority bridge for boroughs
- Provides public transport accessibility uplift to north-western part of Leven Road Gasworks, connecting to Star Lane DLR
- On pause to progress Lochnagar and Mayer Parry bridges
- Design is at RIBA Stage II
- Landing area in LBTH safeguarded
- Air rights from the PLA are progressing

Poplar Riverside

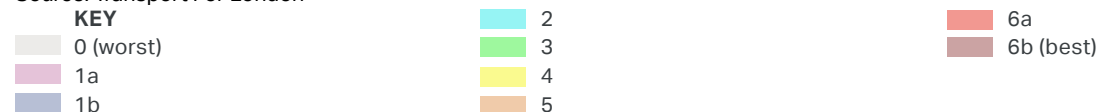
Transport and connectivity: PTAL 2031



- Whilst Investment and interventions have been made in this area - the considerable housing growth requires connectivity improvements to address the severance and low PTAL scores.
- The delivery of priority bridges would bring a PTAL uplift and connection to Canning Town for the car-free site Leven Road Gasworks, the site coloured in blue at the centre of the map that is under construction on the Tower Hamlets side. This site safeguards two landing areas for two of the priority bridges.
- The delivery of the priority bridges are not planning conditions and responsibility remains with the authorities to secure these links.



Source: Transport For London



Poplar Riverside

Delivery of homes

Delivery post - 2019 (London Plan 2021)

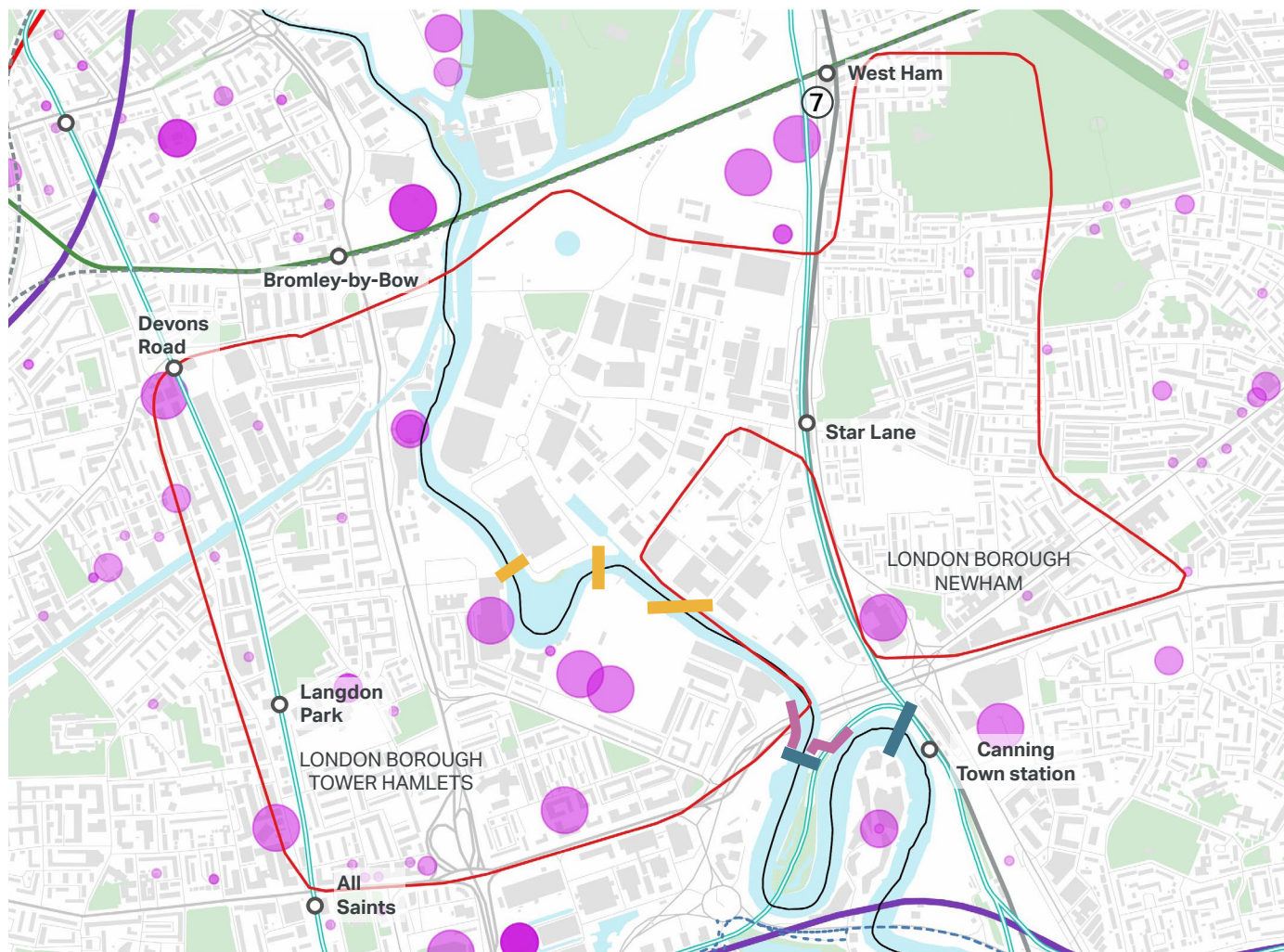
Progress against 22yr, 10 yr capacity

22 yr **9,000**

Completed **1,540**

Pipeline **6,951**

The completions rate by year between 2019 and 2023/24 is 308 homes per year. The OA has met 17 per cent of its 22-year indicative capacity, and has a high pipeline, with many of the schemes being under construction.



KEY
 Opportunity Area
 Pipeline (Planning Datahub, May 2023). Size of circle is proportionate to the number of homes.

*[Completions](#) account for all types of supply between 2019/2020 to 2023/2024.

** [Residential Pipeline in 2023/2024](#)

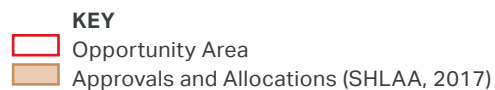
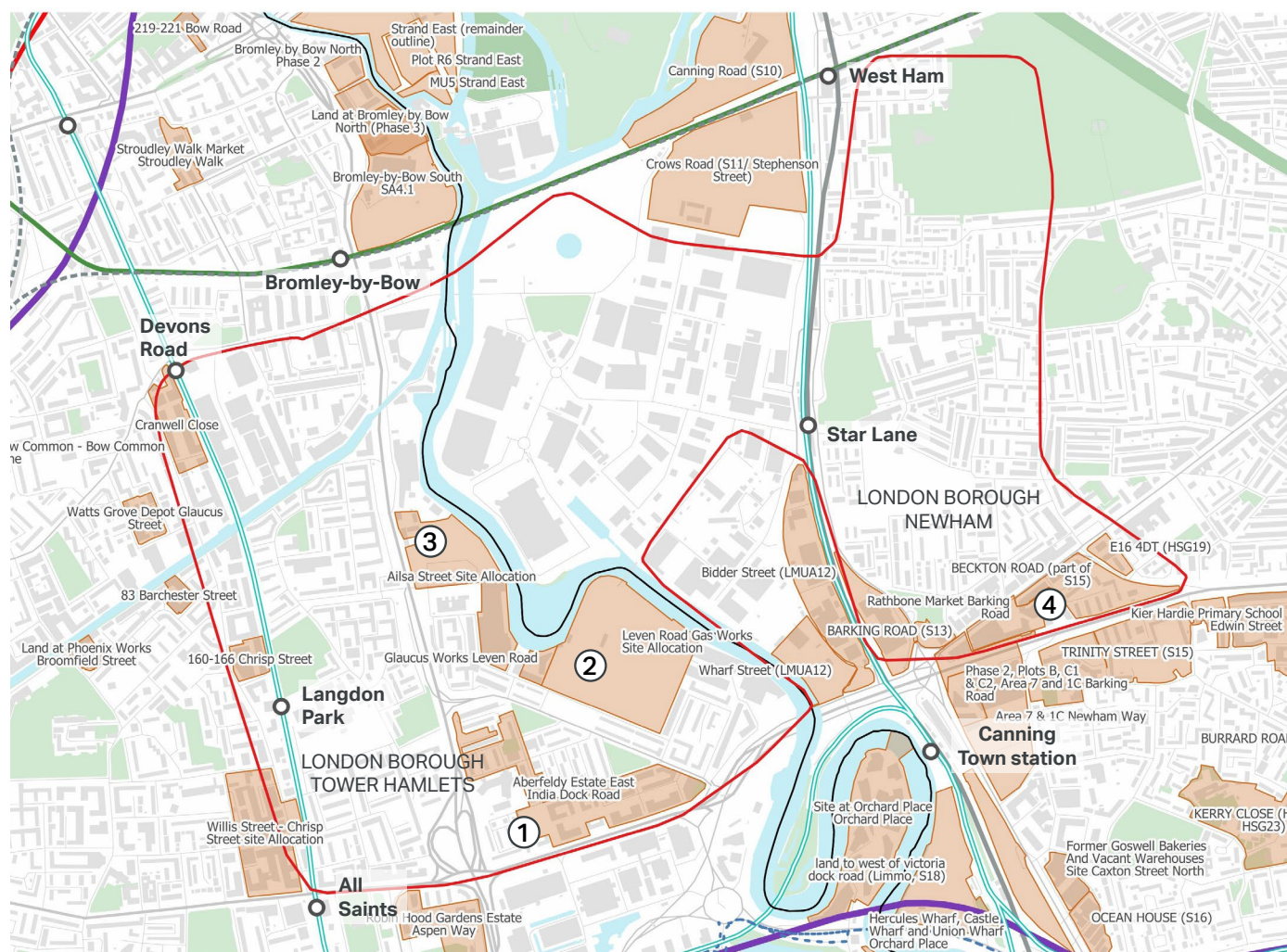
Poplar Riverside

SHLAA 2017: Approvals and Allocations



Development progress of allocated SHLAA 2017 sites include:

- ① Aberfeldy Estate
- ② Leven Road Gasworks
- ③ Alisa Street
- ④ Beckton Road sites in Newham



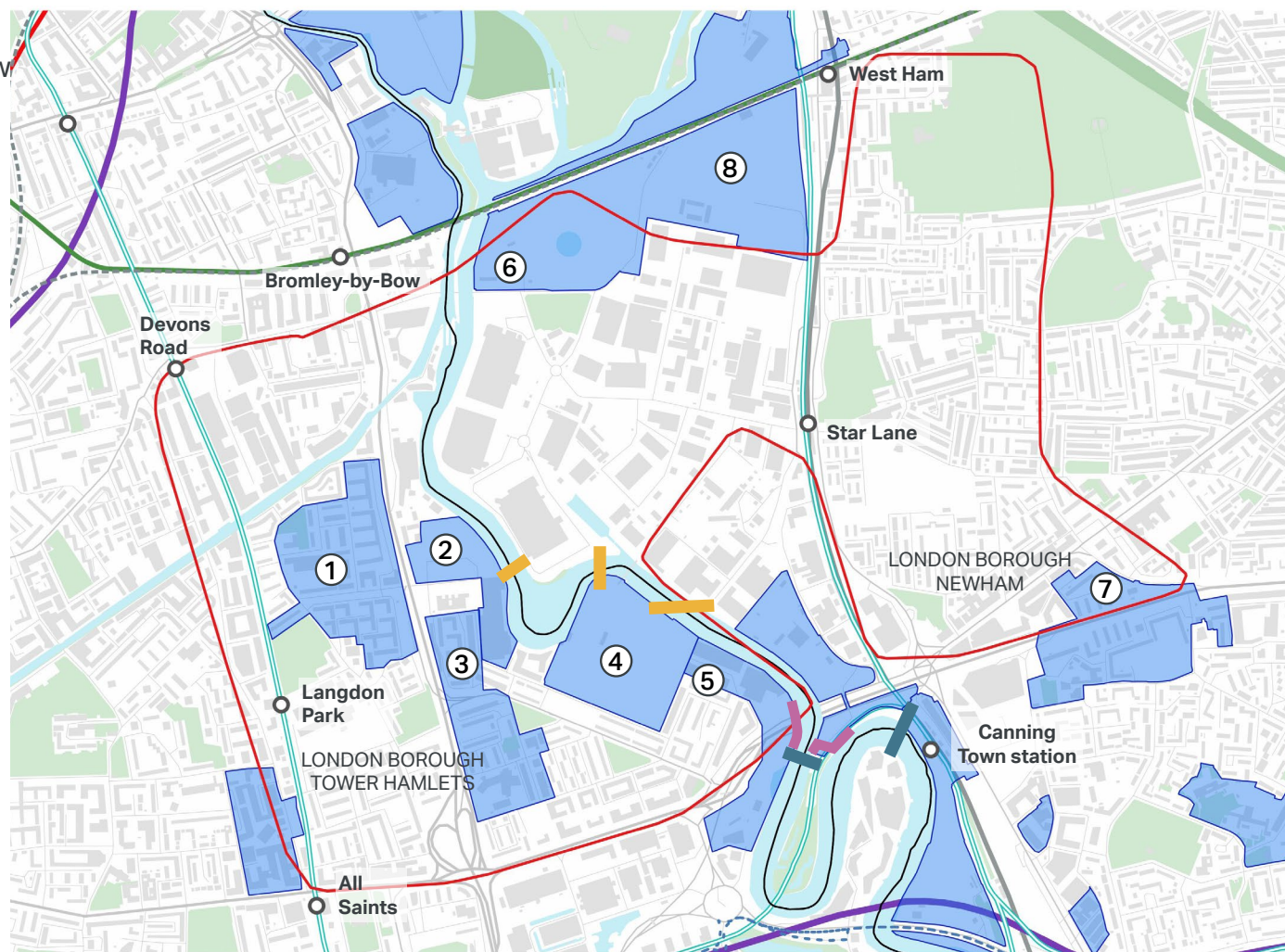
Poplar Riverside

Site Allocations: Emerging local plans



- Since SHLAA 2017, progress has been made in terms of plan making in the OA, with both boroughs working on their new local plan (Regulation 19).
- Majority of allocated sites for development are in the Tower Hamlets side of the OA. Emerging sites are identified below:

- ① **Teviot Estate:** 1,200 homes, 5,000sqm commercial/community floorspace
- ② **Alisa Street:** 1,450 homes (785 on Ailsa Wharf, 133 on Islay Wharf, 530 on former bus depot), 6,500sqm commercial floorspace.
- ③ **Aberfeldy Estate:** 1,550 homes, 3,500sqm commercial/town centre floorspace
- ④ **Leven Road:** 2,800 homes, 8,500sqm commercial floorspace
- ⑤ **Blackwall Trading Estate and Leamouth:** 775 homes (375 on depot site, 400 on trading estate site), 35,000sqm non-residential floorspace, 6,500sqm replacement depot (if needed).
- ⑦ **Land at Canning Road and Twelvtree Park (LB Newham)**
- ⑧ **Part of Canning Town East (LB Newham)**

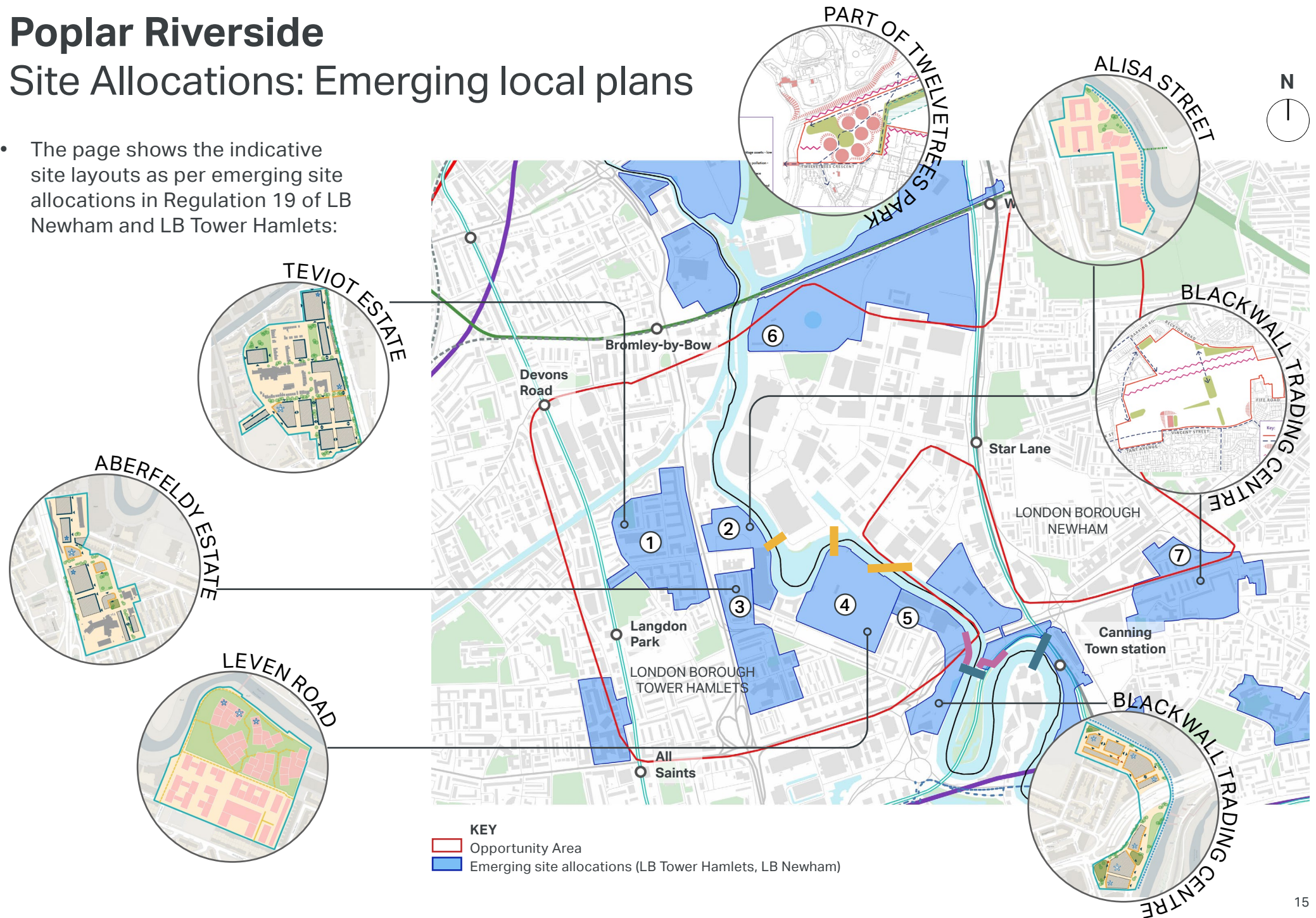


KEY
 Opportunity Area
 Emerging site allocations (LB Tower Hamlets, LB Newham)

Poplar Riverside

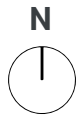
Site Allocations: Emerging local plans

- The page shows the indicative site layouts as per emerging site allocations in Regulation 19 of LB Newham and LB Tower Hamlets:



Poplar Riverside

Site allocations: Development progress



Aberfeldy Estate



Teviot Estate



- KEY**
- Recently completed
 - Under construction
 - Consented
 - Pre-application

Poplar Riverside

Development activity 2021



Source: vu.city

KEY

- Consented
- Under construction
- Completed

Poplar Riverside

Development activity 2024



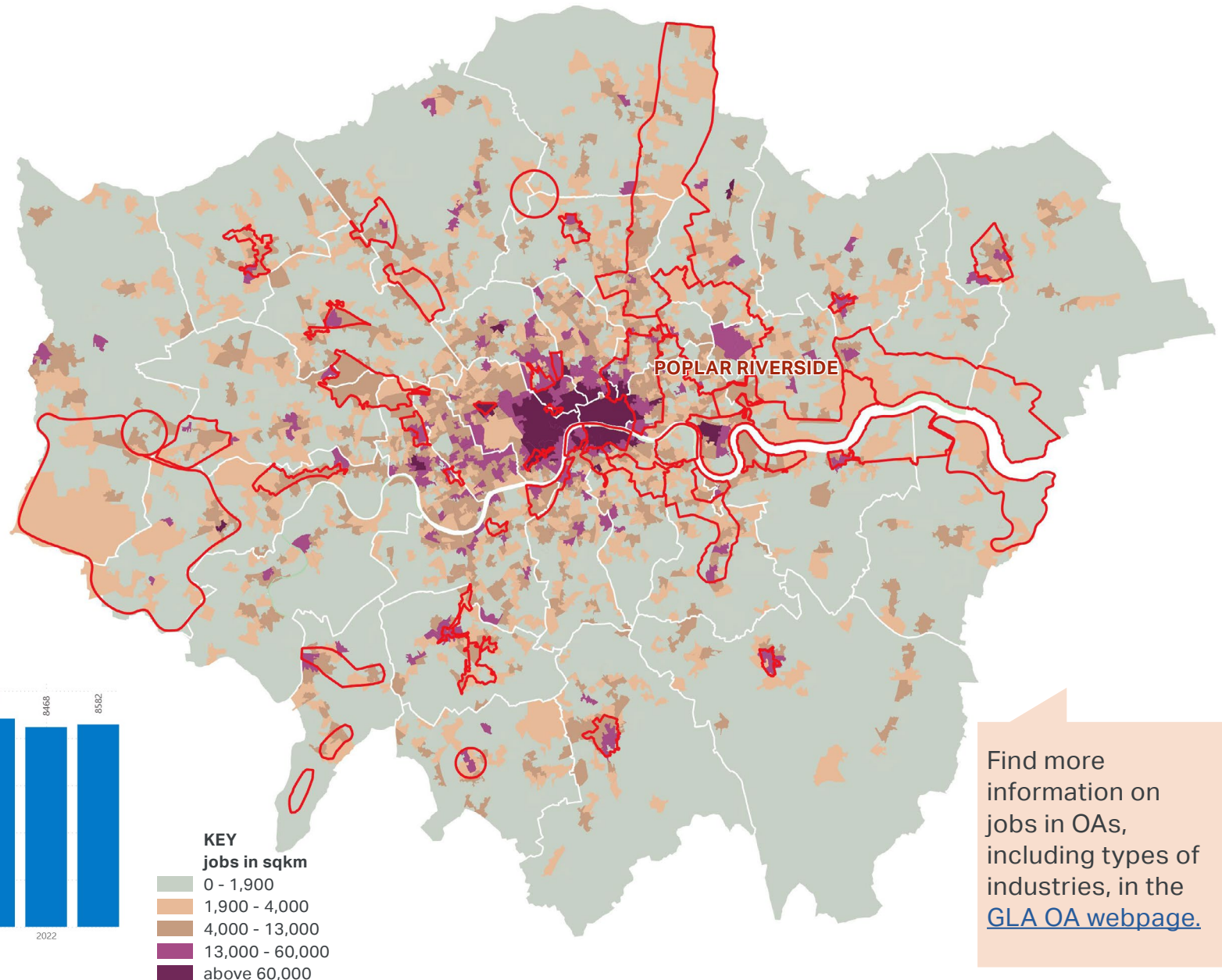
Source: vu.city

KEY

- Consented
- Under construction
- Completed

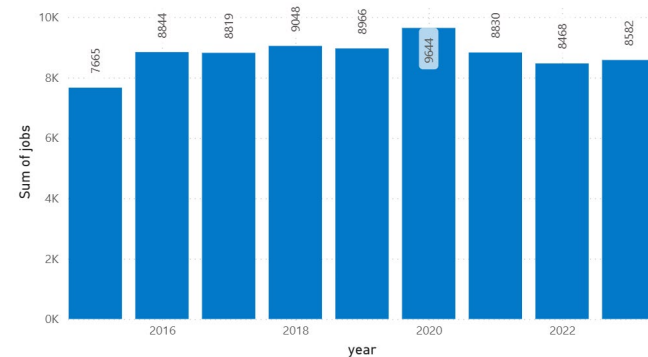
Poplar Riverside Jobs

- Relatively low densities in the OA (industrial land uses).
- Decrease in jobs since 2020, with a slight increase between 2022 and 2023.
- Proximity of cultural destinations; East London Fashion District, East Bank in Queen Elizabeth Park.



Jobs by year in the OA

Figure 2: Jobs by year

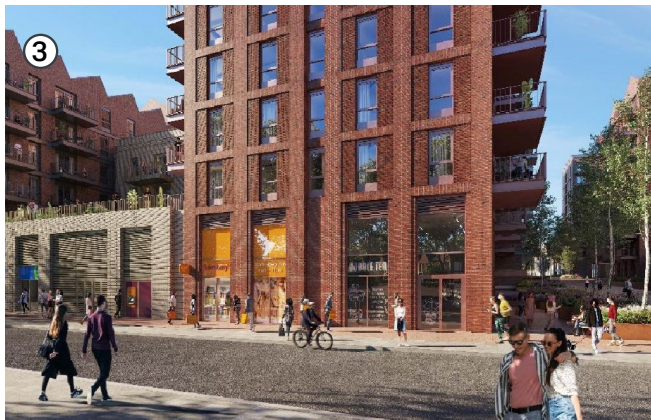


Find more information on jobs in OAs, including types of industries, in the [GLA OA webpage](#).

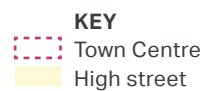
Poplar Riverside

Town Centres and High Streets

- ① Part of the Canning Town Centre falls within the indicative OA boundary.
- ② Similarly, Crisp Street Town Centre.
- ③ Consented and under construction schemes will bring new commercial and community uses.



Indicative CGI for Poplar Gasworks

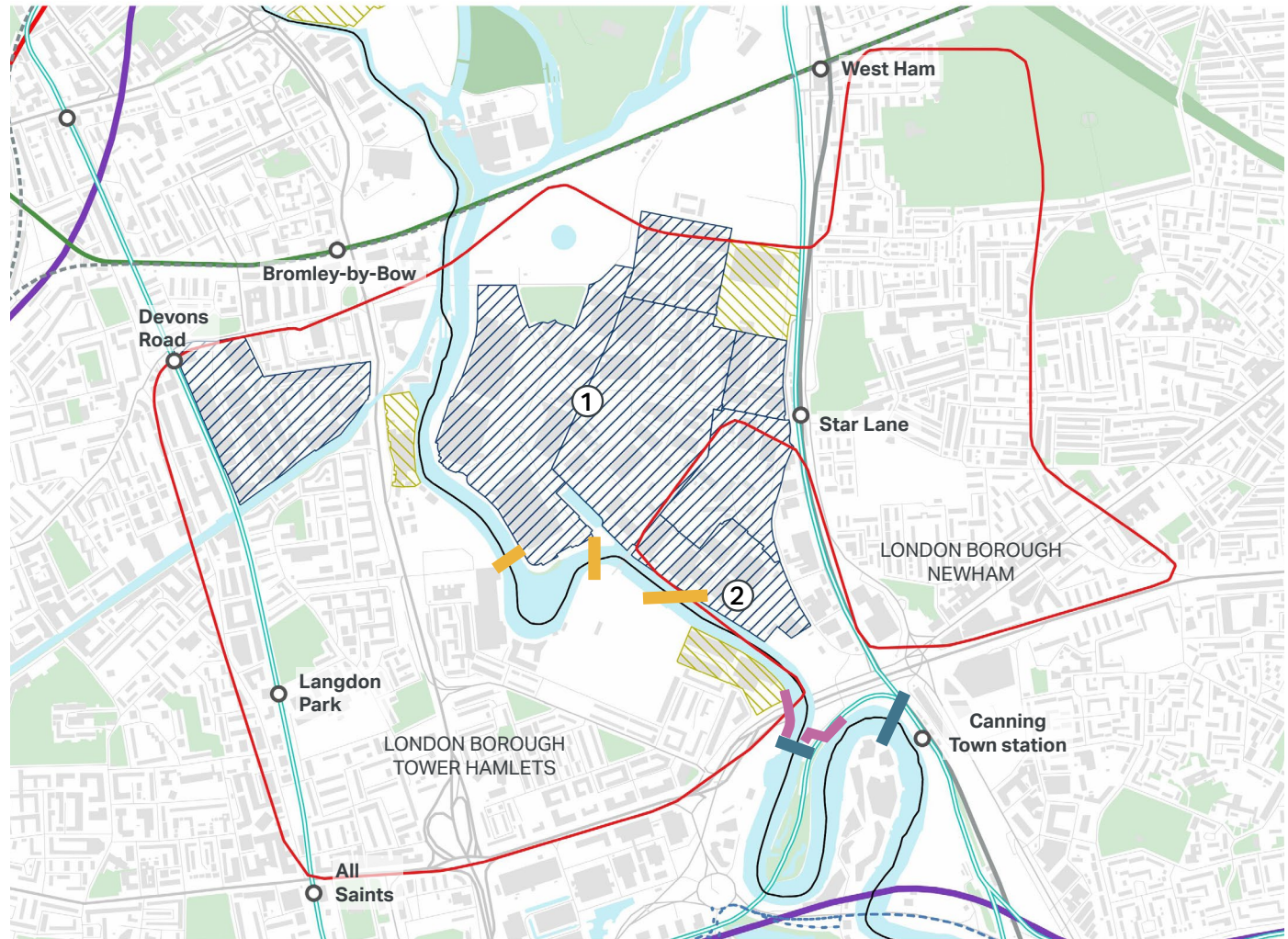


Poplar Riverside

Industrial Land: Designations



- ① Newham are conducting a **Canning Town Industrial Area Strategy** to look at leveraging the council's land holdings and assess sites for future development and intensification.
 - This follows on from Housing and Land's Industrial Intensification Pilot Study which concluded in 2021.
- ② The area is going through a significant economic restructuring including a **growing demand for data centres**.



Source: London Industrial Supply Study



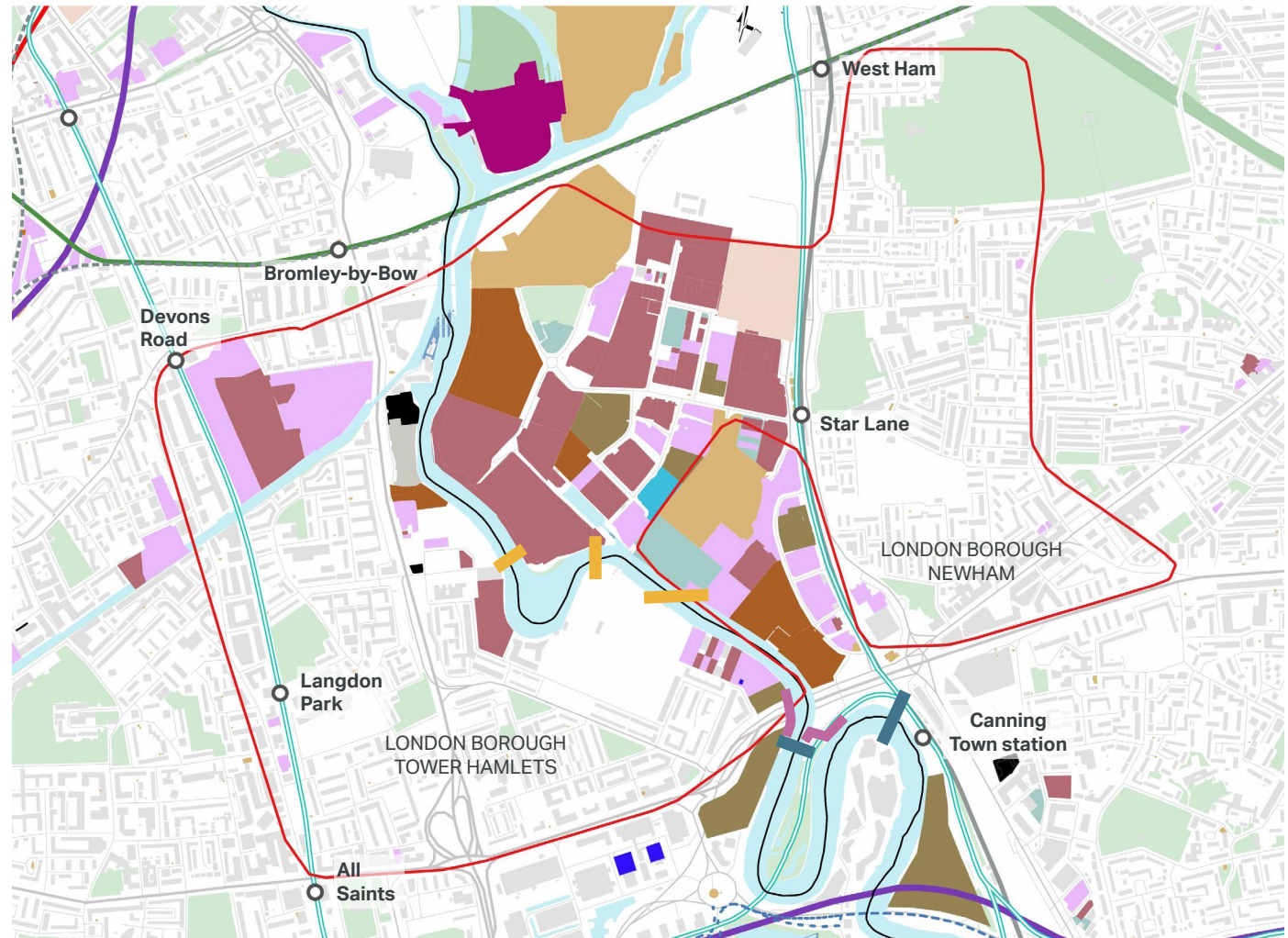
Bidder Street Data Centre proposal

Poplar Riverside

Industrial Land: Types of Industry

- In terms of employment land, it is important to note that the River Lea itself is along with being local heritage and amenity asset – the river is also a symbol of economic and cultural renewal.
- Opportunity to redefine the employment profile and improve connectivity across places of live and work in the OA.

KEY	
	General Industry
	Community Kitchen
	Dark Kitchen
	Docks
	Films and studios
	Land for buses
	Land for rail
	Land with vacant buildings
	Light Industry
	Mixed use (including industrial)
	Open storage
	Self storage
	Other industrial
	Utilities
	Vacant industrial land
	Warehouse
	Waste management and recycling
	Wholesale markets



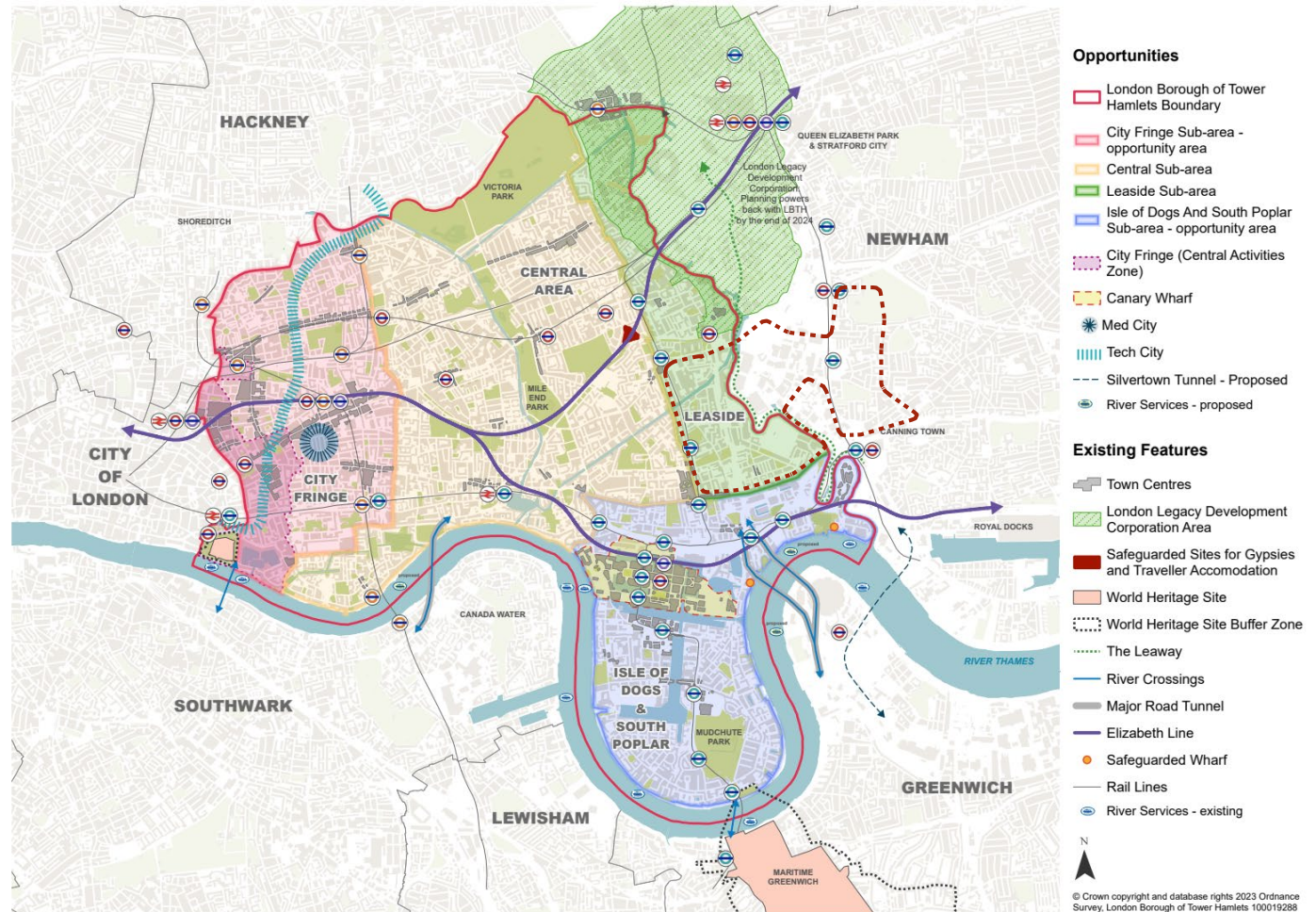
Source: London Industrial Supply Study



Poplar Riverside

Place strategies: Tower Hamlets Local Plan (Regulation 19)

- One of the areas where growth will be directed.
- The draft plan does not indicate a boundary for the OA.
- The emerging plan sets a vision for the places across the OA stating that:
 - *Connectivity will be transformed with a series of new bridges and riverside walkways across the River Lea, crossings along the A12 and A13, and enhancements to the safety and connectivity of pedestrian and cycle routes through and around industrial areas.*
 - *Development in the area will have sufficient transport and **social infrastructure to facilitate the creation of thriving mixed communities alongside vibrant neighbourhood centres.** Housing provision will be accelerated through the Poplar Riverside Housing Zone and delivered alongside new local employment, enterprise and business opportunities*

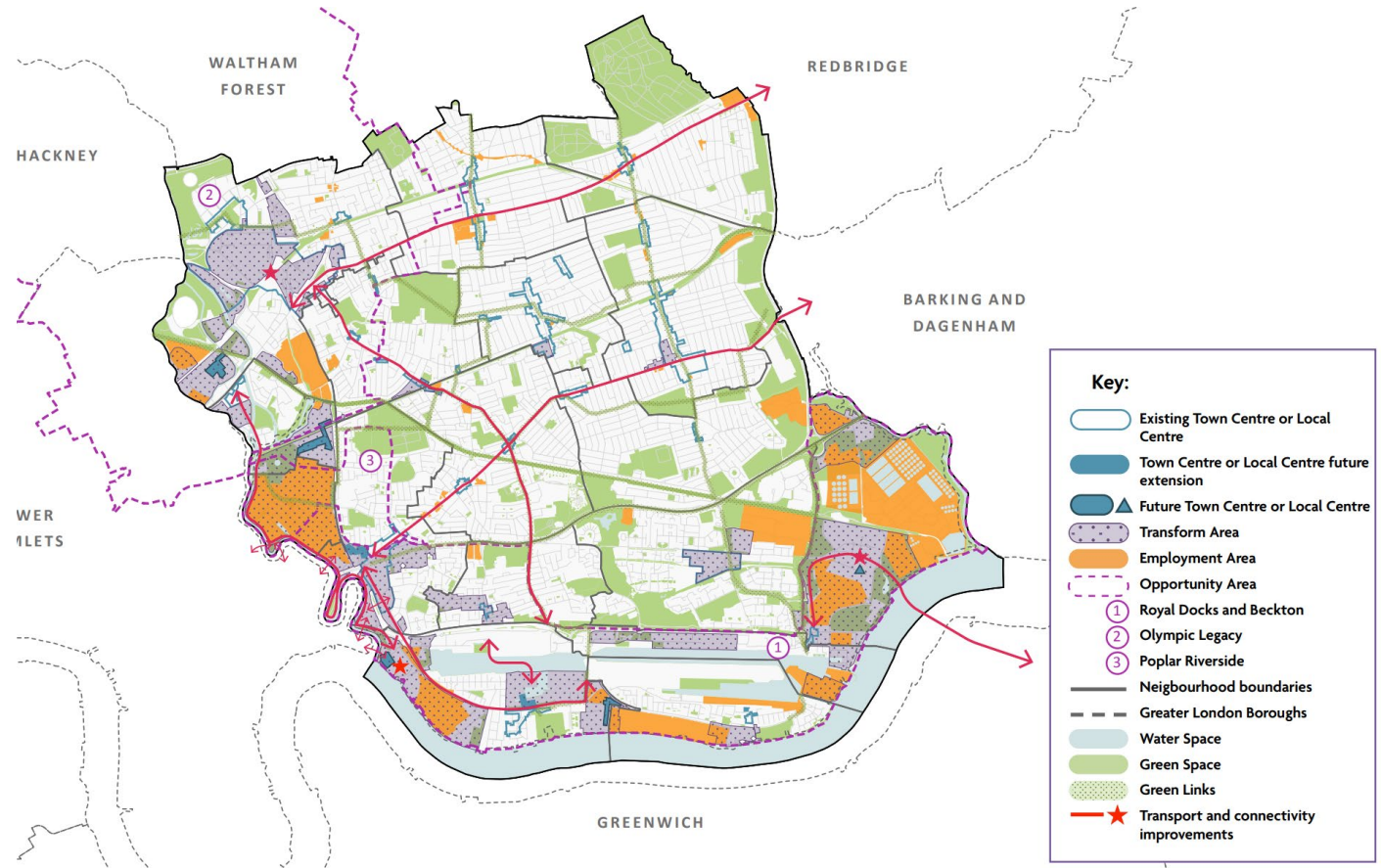


Key Diagram for LB Tower Hamlets as per Regulation 19. For the purpose of the present document the OA indicative boundary is annotated in red dashed line.

Poplar Riverside

Place strategies: Newham Local Plan (Regulation 19)

- One of the areas where growth will be directed.
- The draft plan does not indicate a boundary for the OA.
- The emerging plan sets a vision for the places across the OA stating that:
 - *Connectivity will be transformed with a series of new bridges and riverside walkways across the River Lea, crossings along the A12 and A13, and enhancements to the safety and connectivity of pedestrian and cycle routes through and around industrial areas.*
 - *Development in the area will have sufficient transport and **social infrastructure to facilitate the creation of thriving mixed communities alongside vibrant neighbourhood centres.** Housing provision will be accelerated through the Poplar Riverside Housing Zone and delivered alongside new local employment, enterprise and business opportunities*



Key Diagram for LB Newham as per Regulation 19.

Poplar Riverside

Moving forward

Homes delivery

- Housing sites in this area are at different stages of planning and delivery.
- Much of the development in this area was predicated upon the delivery of three priority footbridges over the River Lea.
- 6,500 new homes within 5 -10 min walk of Lochnagar Bridge.

Transport and connectivity

- Poplar Riverside, as part of Lower Lea Valley, suffers from a lack of connectivity, with the River Lea, road and rail infrastructure all acting as a physical barrier between communities.

- The connecting infrastructure (cross-river bridges, transport improvement, active travel routes) that could unlock the development potential but has not fully materialised.
- While housing delivery is now well underway, there remains unfinished business in realising safe connections to nearby transport interchanges (Canning Town, West Ham), DLR stations and continuous strategic walking and cycling routes across the area.

OA boundary

- Opportunity to define an OA boundary through the review of respective local plans.

Proposition

- A continued, long term and strategic approach to infrastructure provision and prioritisation is needed.
- Opportunity to review the OA boundary.



Source: 5th studio