

# LEB10(4)

## SUB AREA 3 - CENTRAL STRATFORD AND SOUTHERN QUEEN ELIZABETH OLYMPIC PARK

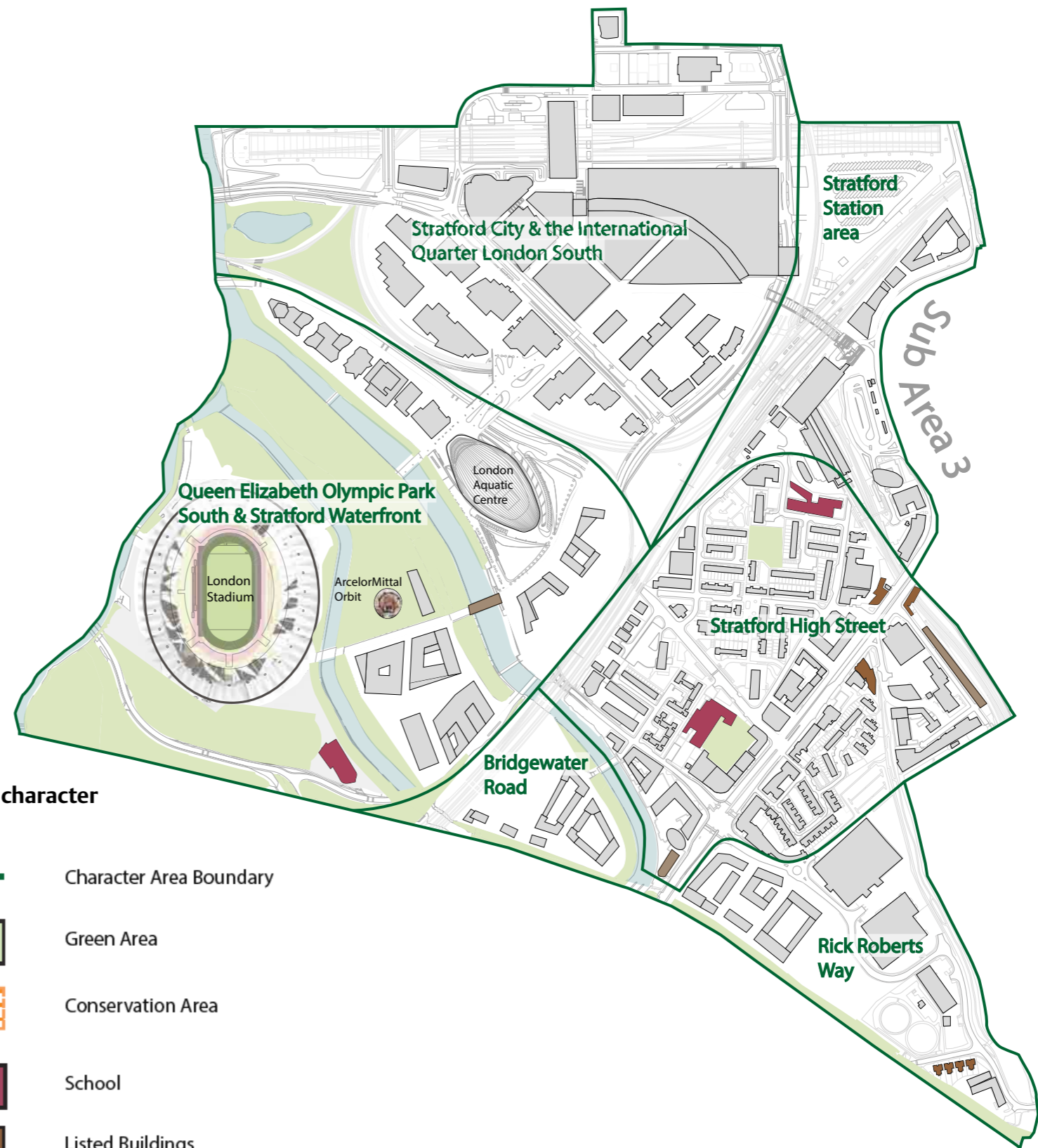
Sub Area 3 forms the eastern and south-eastern parcel of the LLDC area, delineated by the Greenway to the south and part of Stratford gyratory to the east. The northern edge of Westfield Stratford City also forms the boundary of the sub area. This sub area is bisected by several river channels that form a part of the River Lea waterway network and contains small parts of the Stratford High Street and Three Mills conservation areas. Stratford High Street being the most established and historic part of this sub area also contains some buildings of historic note such as those near Stratford High Street DLR station.

The area is diverse including established residential communities in the Carpenters Estate area, to the south of the High Street around Burford Road and Abbey Lane, large amounts of parkland and major sporting venues within the Queen Elizabeth Olympic Park. The remainder of the area includes Westfield Stratford City shopping centre and commercial districts, with some new residential areas at Glasshouse Gardens and student housing at a number of sites throughout the area.


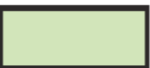




The area contains some large tranches of vacant and soon-to-be-redeveloped land including remaining parts of Zones 1 and 2 of the Stratford City scheme, UCL East, East Bank, and parts of the remaining Planning Delivery Zones of the LCS outline planning permission.

Due to the form, history and the topography of the area, it has been split into the following character areas:

- Stratford Station area
- Stratford High Street
- Rick Roberts Way
- Queen Elizabeth Olympic Park South and Stratford Waterfront
- Stratford City and the International Quarter London South



### Sub Area 3 - character areas

-  Character Area Boundary
-  Green Area
-  Conservation Area
-  School
-  Listed Buildings
-  Locally Listed Buildings

## HISTORIC AND CURRENT CONTEXT

Stratford was first mentioned as a place in 1067 when it was referred to as Straetforda, meaning ford on a Roman Road. At the time, it was a small village close to the River Lea and the rest of the area was dedicated predominantly to farming. It remained relatively rural until Stratford Langthorne Abbey, one of the country's largest monasteries, was built in the area in the 1130s. It remained until the dissolution of the monasteries in 1536. Up until the mid-1800s the area around Stratford provided London with food and was best known for potatoes. The mid 1700s saw the beginning of the industrialisation and urbanisation for which the area is known today. The 19th century saw increasing industrialisation with a variety of industries located within the area. The coming of the railway led to Stratford becoming a transport hub where it capitalised on its location between London and East Anglia. The location also meant that it was perfectly positioned for the manufacture of locomotive, coaches and goods wagons which remained in place until the 1990s. The railway and businesses associated with it therefore became a significant employer which triggered significant housing development to house the workers, and by the 1860s there were around 20,000 people living within the area.

Stratford, like many other parts of east London, suffered significant de-industrialisation in the 20th century. The area continued to develop, with significant change occurring within the 1960s including the development of the Carpenters Estate and the Stratford Centre shopping arcade (outside LLDC area). The closure of the railway works triggered massive change but also opportunities. Plans for the development of the Stratford Rail Lands for Westfield Stratford City signalled a new identity however the area also got an immediate boost in 2005 with the announcement that the 2012 Olympics would be held at Stratford. This led to the redevelopment of some environmentally poor areas for what was to become the Queen Elizabeth Olympic Park.

The area today reflects this history with some remnants of its Victorian past and areas owing their identity to the modernist architecture of the 1960s around Stratford High Street. A small remaining section of Victorian terraces on the edge of the Three Mills conservation area and the Wise Road area are the only remaining features of the high level of housing growth within the Victorian era. Buildings near Stratford High Street including the Stratford Workshops on Burford Road are the scant reminders of the industrial heritage. Second World War bombing and post-war redevelopment led to a change in character. The Carpenters Estate incorporates three high-rise 1960s style residential towers alongside low rise terraced dwellings and flatted developments. Later developments from the 1990s onwards, particularly along and within the vicinity of the High Street, continue the higher rise nature of the area.

Much of the remaining character reflects the recent history of the Games and the development of Westfield Stratford City. The International Quarter London south area is currently developing where new residential communities sit alongside new office blocks, with more development to come forming new higher rise locations.

A large amount of Sub Area 3 is covered by cleared areas forming part of the LCS outline permission. This presents a challenge for a characterisation study as the character has yet to be formed. It is therefore important to

look at Sub Area 3 overall, and where there are areas of significant character such as the waterways or the existence of heritage assets (such as the area round Abbey Lane or Three Mills) these should be referenced and used to inform the wider character of the area. Where there is an emerging character from masterplans or development that has been undertaken then this will be referenced. This area contains the most extremes spanning the historic Three Mills conservation area to the high-tech development at IQL, which presents an interesting challenge when discussing character.



# BUILT FORM

The developed area to the north of Stratford Station around Angel Lane consists of high-rise and large massing, with the recently completed Telford scheme consisting of 33 storeys adjacent to a 14 storey Unite student scheme. Planning consents for the remaining parcel along Angel Lane also continues this high-rise and modern character, utilising the highly accessible location adjacent to the station. To the south of Meridian Square, the Unex Tower at 26 storeys sits above the 4 storey Jubilee and Broadway house plots.

Moving west along Stratford High Street the heights and massing remain relatively modest at around two to three storeys with the Gala Bingo building of low height and large massing being the exception. Opposite, the Builders Arms maintains some of the more historic character and is a relatively modest building at three storeys, however the development to the north sets a high-rise tone to the area which continues along the northern side of the street. The new Duncan House development adjacent is of significantly greater height at 24 to 32 storeys. The southern side of the High Street however retains its low-rise character at this location which includes the Westbridge Hotel, a former coaching inn as a more historical landmark. Beyond this point whilst heading south along the High Street the character moderates between generally medium height but relatively high density modern development and several tall towers.

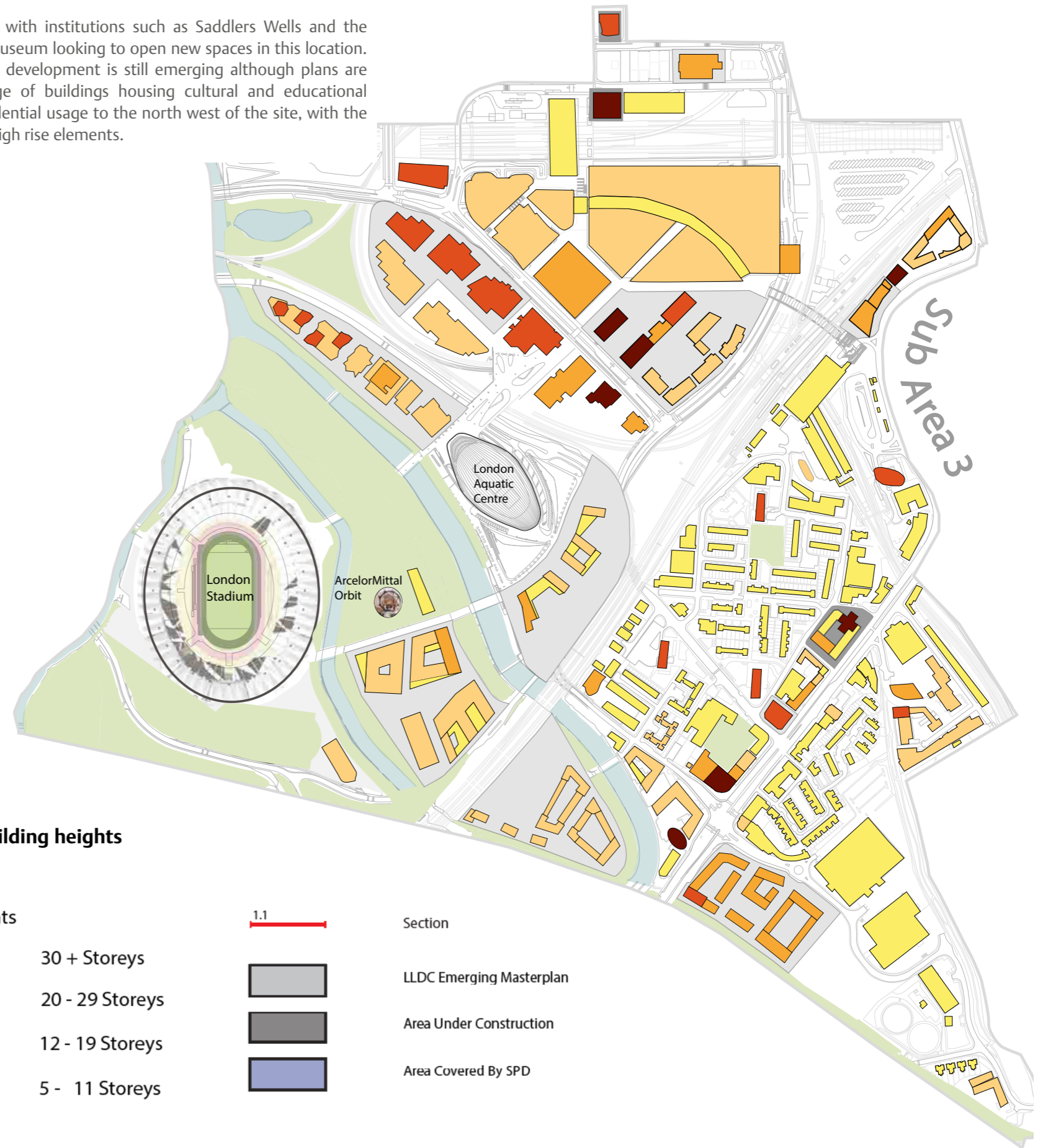
To the north of Stratford High Street is the Carpenters district. This is characterised at the northern end by small-grain low-level housing alongside the large massing of three high-rise tower blocks of approximately 23 storeys. Low level industrial uses are also located adjacent to the railway line. At the southern end of the Sub Area is the Stratford Halo development consisting of a 42-storey tower and medium rise residential blocks, therefore Warton Road delineates between dense and more low rise housing estates.

The development of the vacant plots at Bridgewater Road and Rick Roberts Way will significantly increase the density and heights compared to some of the adjacent low-level uses, such as industrial warehousing, at Rick Roberts Way. Redevelopment of this site also includes the gasholder site which has significant existing height, however its redevelopment will be part of the dramatic change in the character of the site from industrial to residential.

The parts of Sub Area 3 within Queen Elizabeth Olympic Park consist of very large massed sporting venues. Due to their scale their heights are relative and they do not dominate the area. The UCL East scheme however will impact the area, introducing education institutions and residential accommodation of generally around 7 storeys, but with some heights up to around 24 storeys.

To the north, at IQL South, heights increase significantly from between 12 and 20 storeys at the residential Glasshouse Gardens and new office buildings of up to 20 storeys. The new IQL South Masterplan will continue this emerging character through higher scale development. The Stratford City outline permission sets parameters for this location of between 40 and 110 AOD, which translates to up to around 36 storeys. Development planned at 'East Bank' adjacent to the Aquatics Centre will introduce a

new cultural quarter with institutions such as Saddlers Wells and the Victoria and Albert Museum looking to open new spaces in this location. The character of this development is still emerging although plans are advanced for a range of buildings housing cultural and educational institutions, and residential usage to the north west of the site, with the potential for mid to high rise elements.



Sub Area 3 - building heights

### Building Heights

- 30 + Storeys
- 20 - 29 Storeys
- 12 - 19 Storeys
- 5 - 11 Storeys

1:1

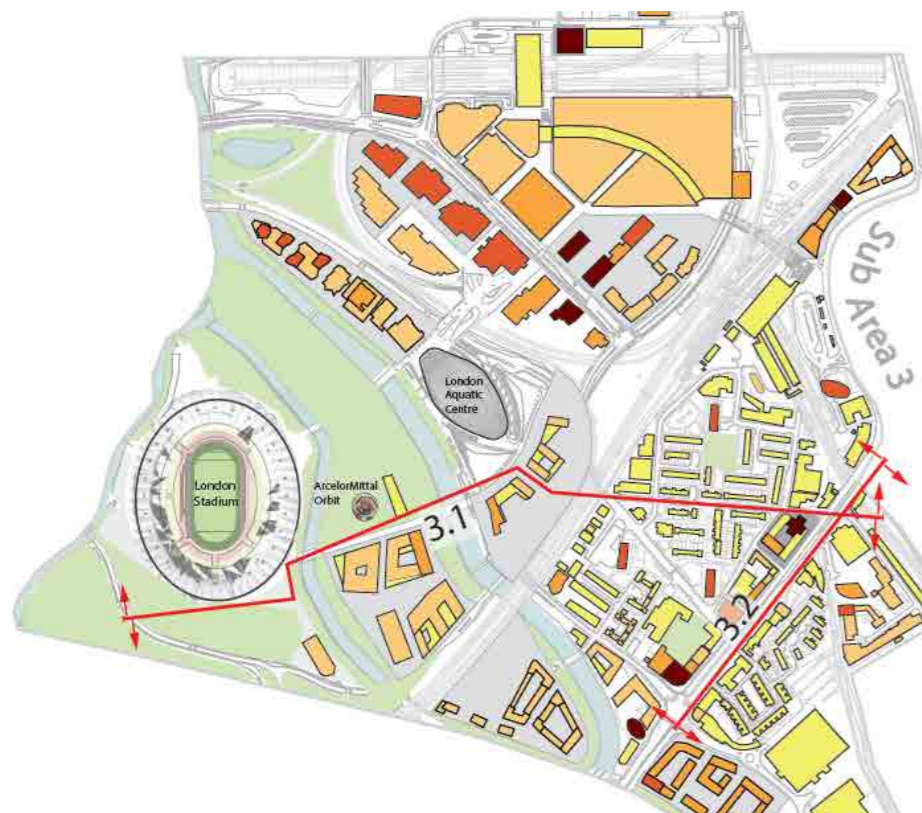
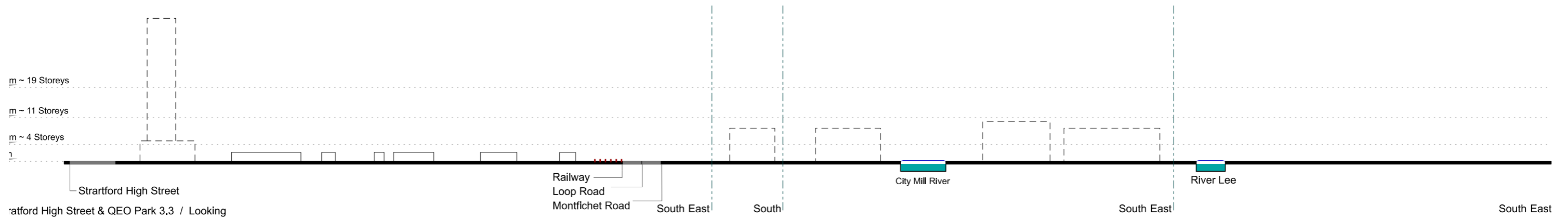
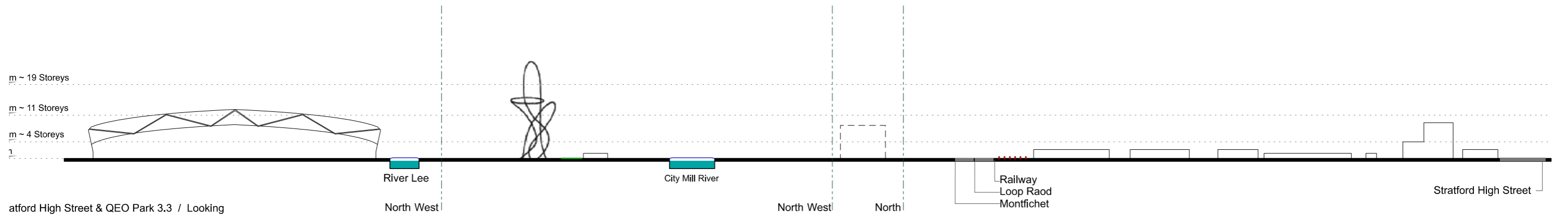


### Section

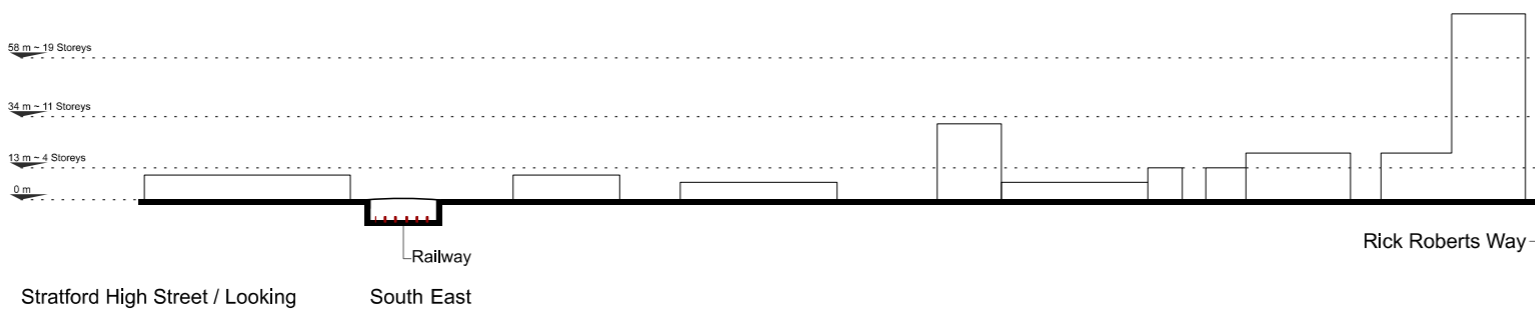
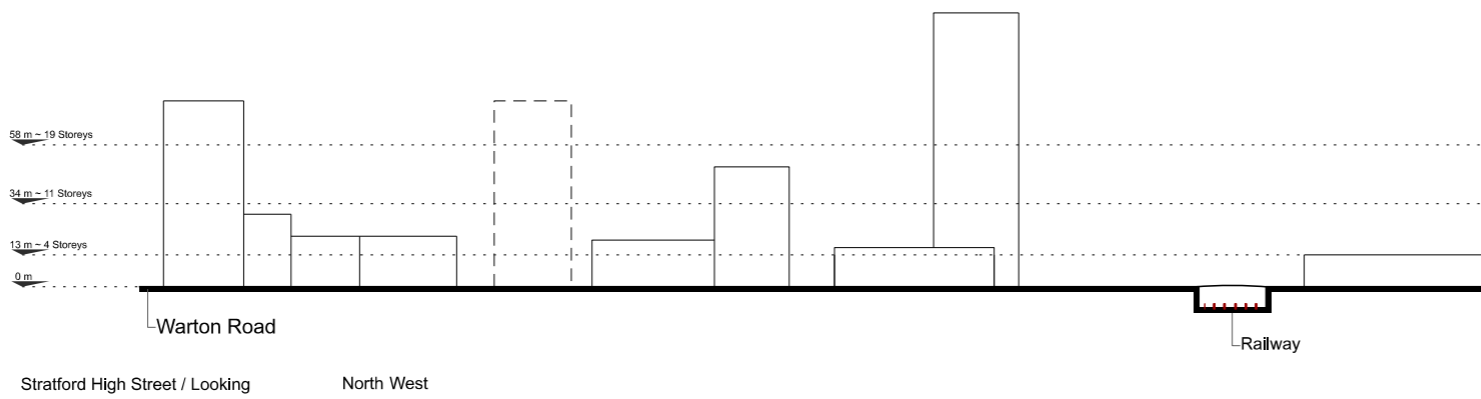
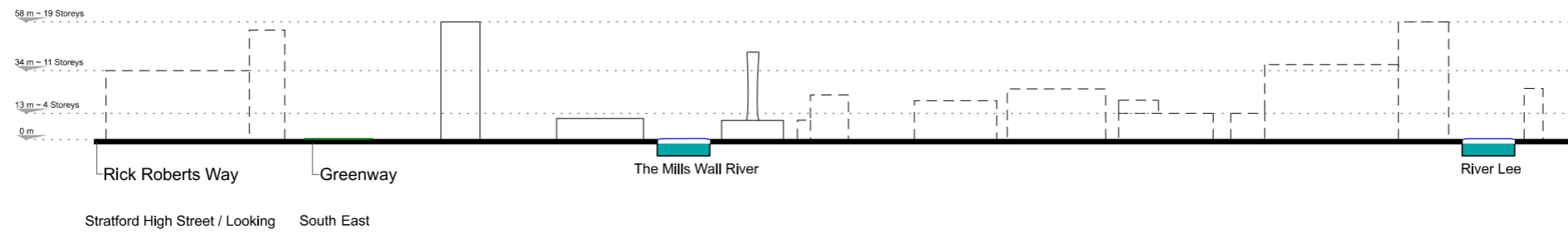
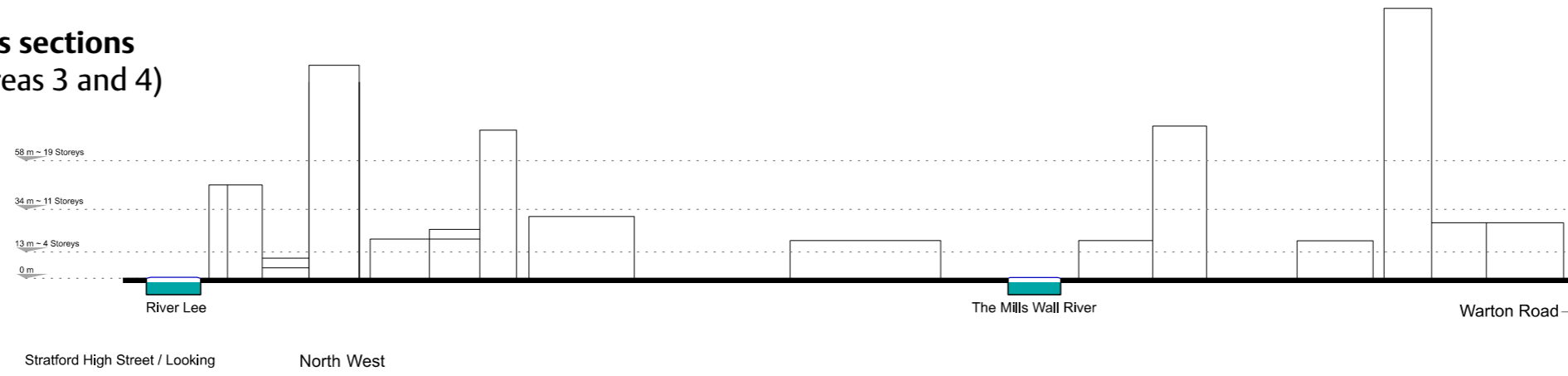
LLDC Emerging Masterplan

Area Under Construction

Area Covered By SPD



**Stratford High Street - cross sections**  
 (see sections for both sub areas 3 and 4)



## ACCESSIBILITY AND PERMEABILITY

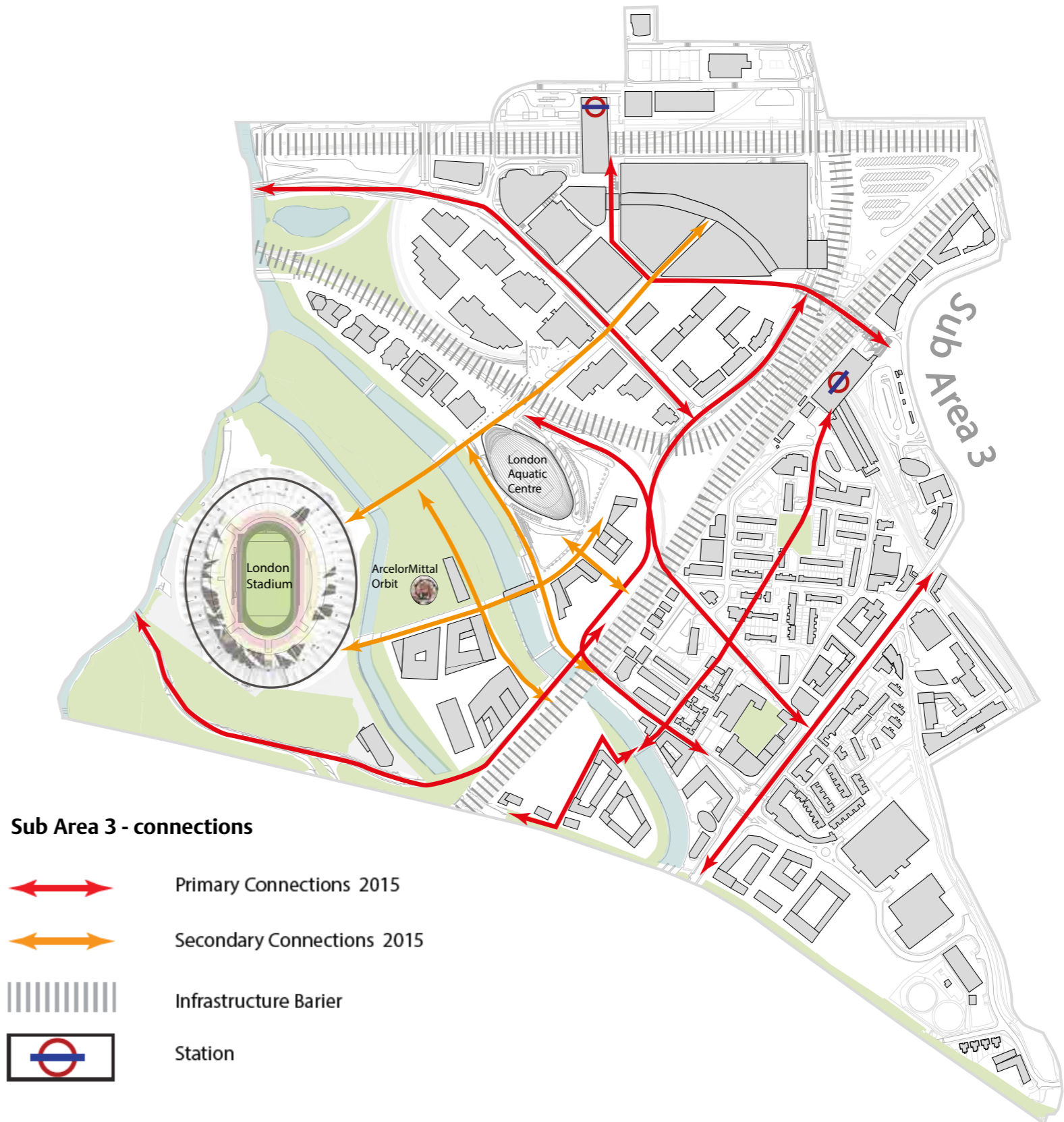
Although varied, this sub area in general has excellent transport facilities and accessibility. Parts of Stratford benefit from the highest accessibility with PTAL levels of 6b, whereas other parts to the south fall to 2 or 3. Stratford Station is the main transport hub for the area but also for east London more widely. The opening of the Elizabeth Line in 2019 will enhance this further, increasing the accessibility of Stratford from wider parts of London. Although some capacity issues have been identified, measures will be introduced to mitigate these, such as a new southern entrance to the station from the Carpenters Estate. This will enhance accessibility from this area substantially.

Stratford High Street (A118) is a wide boulevard with dual carriageway in each direction. Combined with the high-rise towers which are positioned along the northern stretch of the road this creates a car-dominant environment. The Cycle Superhighway route along Stratford High Street provides separated cycle lanes connecting the Bow Roundabout/flyover junction to the City and to the east, allowing greater cycle access locally. Permeability of the high street is restricted by the distances between crossings. Stratford High Street also provides connections through several frequent bus services.

Although the waterways and the Great Eastern Railway lines (including Crossrail and DLR) create some barriers and challenges to permeability within Sub Area 3, improvements to local connectivity such as paths and roads as well as new bridges within the Queen Elizabeth Olympic Park mean that pedestrian and cycle access in this location is good. This will continue to improve as connectivity projects planned for the southern part of the Legacy Corporation area are realised. Connections under the railway such as at Carpenters Road also provide routes from the south through to the Queen Elizabeth Olympic Park.

Queen Elizabeth Olympic Park, the towpaths and the Greenway provide a good level of accessibility for walking and cycling and are generally accessible to all. The waterways also provide opportunities travel by canal boat and are increasing in popularity amongst those who choose to use it for leisure usage such as canoeing and kayaking. A significant barrier is located at Bridgewater Road, which is also separated by the railway line. A new crossing is required for the development but the connectivity to the north will always be constrained.

There are opportunities throughout Sub Area 3 for new developments such as those at UCL East, IQL, East Bank and development sites around Stratford Station to improve accessibility and permeability, and for new development at Bridgewater and Rick Roberts Way to introduce a new finer grain pattern of local streets and space.



## Positive and negative features of the area

Positive Features	Negative Features
<ul style="list-style-type: none"> <li>• The area has varied character including historical, reinvigorated historical features and contemporary development</li> <li>• Tall buildings along Stratford High Street and the street itself provide a defining feature for this sub area</li> <li>• The Greenway whilst providing a feature and a clear delineated boundary to the area also provides access and opportunity for active travel</li> <li>• Waterways are a key feature particularly within the Queen Elizabeth Olympic Park</li> <li>• The number of development sites in this sub area provides a range of opportunities for high quality new development to further enhance the area</li> </ul>	<ul style="list-style-type: none"> <li>• The mainline railway tracks which run in a south-westerly direction in parallel with the High Street provide a definite infrastructure character and, in many cases, creates a barrier to movement</li> <li>• Stratford High Street is a car dominated environment, creating a barrier to movement.</li> </ul>

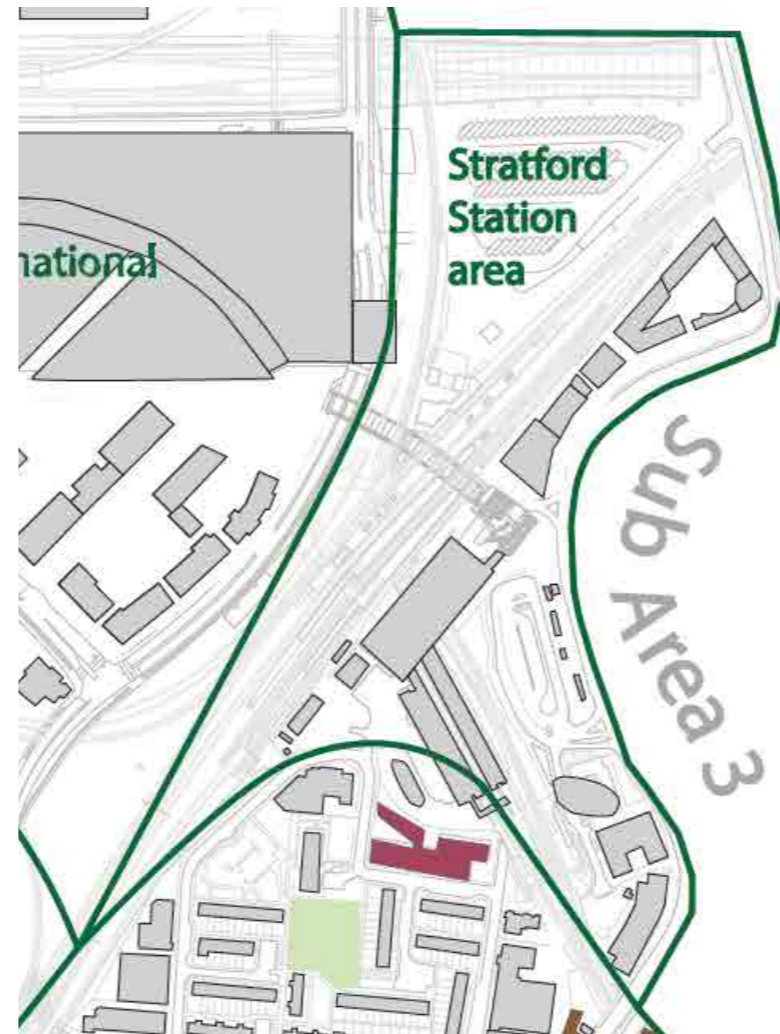
# CHARACTER AREAS WITHIN SUB AREA 3

## Stratford Station Area

This area contains a mix of different land uses including a student scheme, new mixed use and residential blocks and older 20th century office development in a variety of uses. The character of this area is determined by newer and older forms of development, the northern side containing new residential blocks whereas to the south there is a wider mix of 20th century buildings. Materials include glass as well as metal and panel cladding. New schemes adjacent to Meridian Square steps will provide a transition between these forms. The built form and massing of this area is large and generally high. Although outside the Legacy Corporation area, the bulk and massing of the Stratford Centre and new developments at Broadway Chambers also contribute to the character of this area.

The Stratford Station area consists of some new mixed use and residential developments, larger 1970s-80s style office blocks, a semi-open bus station and some large currently vacant sites (with planning permission). Due to the railway infrastructure relating to the station and the roads that in the area, there are challenges around local connectivity. The large, currently vacant site that sits between the railway lines on a triangular plot to the north of this character area has the potential, when development comes forward, to help alleviate some of the challenges around connectivity in the area and create additional public open space. Stratford Station has acknowledged capacity issues due to increased demands not only created by local developments such as Westfield, housing and employment uses, but also due to its increasing importance as a regional interchange. There are proposals to open entrances at Angel Lane and in the Carpenters area to help alleviate these challenges, and in the long term, the potential for an overbridge at the west end of the station to provide increased capacity and access.

Although permitted development rights may allow the older office blocks to be converted to residential, due to the layout and format of the buildings and their highly central location, it is most likely that any housing capacity within this area would be through redevelopment proposals rather than conversions. Therefore, the potential for small sites and conversions within this area is considered very low.





## Stratford High Street

The northern part of Stratford High Street contains some of the few remaining historic buildings of the street, with a number situated to the north of and around the Stratford High Street DLR station. These buildings are generally of the Victorian or early 20th Century era and reflect the dominant brick form of this period. They are key to the character of the street as they provide a glimpse of the old high street amongst the new. Apart from the low rise, large mass of the Gala Bingo Hall a majority of remaining frontage is characterised by modern high rise residential developments with ground floor non-residential uses. The northern side of the Street tends to be higher rise with a number of towers, such as Duncan House, of up to 24-32 storeys, where glass and panelled cladding feature highly. The southern side generally remains medium to lower rise. The built form is more varied reflecting the different ages and forms of the buildings, with relatively modern brick buildings sitting alongside a former 18th Century coaching inn. There are further historical features focused on Stratford High Street, a good example of repurposing an existing building is the former Yardley Soap Factory which has been redeveloped to add an additional storey and is now used as workshops.

The taller elements of the High Street are generally confined to the street frontage with adjacent areas being rather different in character. For example, to the north of the High Street, adjacent to the railway line is the Carpenters Estate, which is characterised by low level housing and three high-rise residential blocks sitting within large, open plots. These three blocks, by way of their height and dominance of the area are key determining features of the estate. Adjacent to the railway line are industrial and other non-residential uses. Epitomising the period of its construction the design is relatively uniform across type, with brick as the predominant material. The existence of mature trees within the area is particularly noticeable within summer months.

Site Allocation 3.4 covers a large part of this area; therefore, it is only the area directly on the High Street and to the south-west of the street that could potentially yield housing capacity. The High Street has seen much development in recent years and it is anticipated that opportunities for housing capacity are most likely to come from redevelopment of some remaining plots. There may be a small number of premises which may be suitable for small-scale conversion from other uses along this stretch, as has been seen at Queensway House.

As described above the area to the south-west of the High Street area contains large new residential developments and some Victorian maisonette properties. It is unlikely that this area will yield much, if any, small sites capacity as existing premises consist largely of flatted developments, unsuitable for conversion and the area also has little opportunities for infilling. Therefore, for this area the small sites capacity is anticipated to be low.



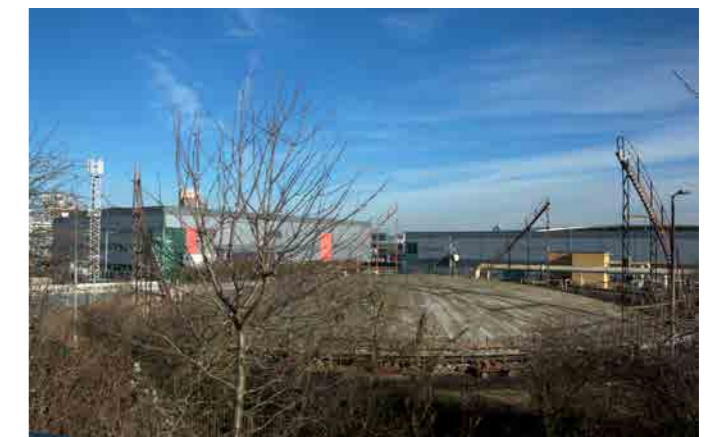
## Rick Roberts Way

This area currently constitutes largely of vacant land awaiting development and large industrial premises. There are two site allocations within the area and two Planning Delivery Zones of the Legacy Communities Scheme are located at Bridgewater Road and Rick Roberts Way. These plots will however be revisited to take account of the changes at Stratford Waterfront and it is anticipated that housing capacity will be increased through greater densities. The remainder of Site Allocation 3.6 is the gasholder site which is also allocated for predominantly residential use. Therefore, the character of this area will be determined by the development which will take place within the site allocations. The remaining part is large-scale, modern industrial warehouses featuring glass and cladding. The large-massing creates a sense of space and feels quite removed from the residential developments adjacent.

There are however some ornate listed Victorian semi-detached properties within the south-western corner which fall within a conservation area on Abbey Lane. The design of these semi-detached properties is distinctive in the area with brick being the primary material.

This character area also includes a range of assets such as the allotments at the Bridgewater Triangle, the Greenway and Channelsea Path, which provide linkages and access throughout the area for pedestrians and cyclists and contribute to the wider green infrastructure and biodiversity in the area.

As a majority of the land is within a site allocation or some other form of designation it is likely that there will be very limited potential for small sites. Opportunities for housing capacity will come almost exclusively from within the site allocations or through the redevelopment of larger sites outside designations. The terraced residential properties are unique and therefore would not necessarily be suitable for conversion. The industrial uses are protected by the LSIS designation. Therefore, the capacity from small sites and conversions is very low.



## Queen Elizabeth Olympic Park south and Stratford Waterfront

This area consists, in the most part, of open space with large sporting venues and attractions. The venues of the Stadium and Aquatics Centre are exceptionally large and have a dominant bulk and massing, therefore providing key landmarks and being to define an identity for the area. The iconic wave form of the Aquatics Centre with its glass and wood panelling is instantly recognisable. The stadium consists of large metal detailing with a digital wrap as a prominent feature. A range of large scale events continue to be held here making it a focal point for the area. The parkland's design is open in nature with clusters of spaces and seating.

This area also includes two site allocations for the Stratford Waterfront area. SA3.2 is the core of the East Bank proposals which will have a significant impact the area's character. SA3.3 is the location of the UCL East site which will provide an academic campus character to this part of the park. These sites provide an opportunity to create new routes through areas that are either currently not well used or closed off including the provision of bridges. They also identify the potential for more public open spaces.

Development plots will be large to reflect the scale of the Park, venues and the adjacent Stratford City area and the housing capacity for this area will come almost exclusively from within these plots. The park itself is designated as either Metropolitan Open Land and/or Local Open Space therefore no residential capacity is likely to come through areas outside the site allocations. Therefore, the area does not lend itself to small sites or conversions and the small sites capacity is categorised as very low.



## Stratford City and the International Quarter London South

The Stratford City complex is exceptionally large in bulk and massing reflecting its function as a shopping centre and visitor destination, the majority of which are provided within the enclosed arcade. The features and materials reflect these functions, with public facing elements featuring glass and illumination whilst private, servicing facades being more subdued with low-key, grey metal, cladding. Although heights are medium rise from ground level, the way the ground steps in this area gives the feel of greater height from outlying areas. As development of the adjacent plots takes place the size and bulk of Stratford City will be incorporated more seamlessly into the wider area.

The International Quarter London is still under construction and at present features two tall residential blocks and two new office blocks (another is under construction) that look out over the expanse of the Queen Elizabeth Olympic Park. The large grain and massing of these buildings reflects the location adjacent to the Stratford City development. The residential elements are subdued in brick with glass balconies whereas the office blocks reflect their function with glass and metal cladding being the primary materials.

Given that the whole of this sub area is covered by site allocations or Metropolitan Open Land designations, any housing capacity will come through the allocations rather than through small sites and conversions. The new office developments, by their date of construction, are excluded from Class O of Permitted Development rights. Therefore, the capacity for small sites and conversions is very low.

