SUB AREA 3 - CENTRAL STRATFORD AND QUEEN ELIZABETH OLYMPIC PARK SOUTH

Sub Area 3 forms the eastern and south-eastern parcel of the LLDC area. It is delineated by the Greenway to the south, the River Lea to the west, the HS1 railway lines to the north and the Channelsea Path, underground and DLR lines and Great Eastern Road 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 and includes established residential communities in the Carpenters Estate area and to the south of the High Street around Burford Road and Abbey Lane, and large amounts of parkland and major sporting venues within 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 purpose built student housing in several locations.

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 International Quarter London South

![Figure 3.1: Sub Area 3 - Character Areas](image-url)
Figure 3.2: Sub Area 3 - Historical Map 1893

Figure 3.3: Sub Area 3 - Historical Map 1947
HISTORIC AND CURRENT CONTEXT

Stratford was first mentioned as a place in 1067 when it was referred to as Strateforda, 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 and until the dissolution of the monasteries in 1536. Up until the mid-1800s the area 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. The 19th century saw increasing industrialisation with a variety of industries located here. 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 until the 1990s. The railway and businesses associated with it therefore became a significant employer which triggered significant housing development to house 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. Seeing significant change occurring within the 1960s including the development of the Carpenters Estate (Figure 3.36) and the Stratford Centre shopping arcade (outside LLDC area). The area had an immediate boost in 2005 with the announcement that the 2012 Games would be held at Stratford. This led to the redevelopment of some environmentally poor areas as part of what was to become Queen Elizabeth Olympic Park (Figures 3.12 & 3.15).

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 (Figure 3.14). A small remaining section of Victorian terraces on the edge of the Three Mills Conservation Area and the Wise Road area (Figure 3.42) 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 (Figure 3.34) are the 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 point block 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 (Figure 3.33), continue the higher rise nature of the area.

Much of the remaining character reflects the recent history of the 2012 Games and the development of Westfield Stratford City. International Quarter London (South) area (Figure 3.61) is currently developing where residential communities sit alongside 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. 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 these should be referenced and used to inform the wider character of the area. Where there is an emerging character from development that has been undertaken then this will be referenced. This area contains the most extreme spanning parts of the historic Three Mills conservation area to the high-tech development at International Quarter London.

BUILT FORM

The developed area to the north of Stratford Station around Great Eastern Road consists of highrise and large massing, with the recently completed Stratford Central tower (Figure 3.22) consisting of 33 storeys adjacent to a 14 storey purpose built student housing scheme. Planning consents for the remaining parcel on Great Eastern Road also continues this high-rise and modern character, utilising the highly accessible location adjacent to the station. To the south of Meridian Square (Figure 3.24), the Unex Tower at 26 storeys sits above the 4-6 storey Jubilee and Broadway office buildings (Figure 3.14).

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 (Figure 3.14) retains 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 (Figure 3.32), 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 Greater Carpenters District (Figure 3.36). 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 modulates between dense and more low rise housing estates.

The development of the vacant plots at Bridgewater Road and Rick Roberts Way (Figures 43 & 3.44) 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 (Figures 3.12 & 3.15). Due to their scale their heights are relative and whilst they dominate the Queen Elizabeth Olympic Park, they do not dominate the wider area. The UCL East scheme however will impact the area, introducing an education institution and residential accommodation of generally around seven 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 (Figure 3.61). 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 around 36 storeys. Development planned at ‘East Bank’ adjacent to the Aquatics Centre will introduce a new cultural quarter with institutions such as Sadler’s Wells, BBC Music, London College of Fashion and the Victoria and Albert Museum planning to open new venues in this location. The detailed character of this development is still emerging although plans are advanced for a range of buildings housing cultural and educational institutions, with initial construction works underway, while the plan for residential buildings to the north west of the site present the potential for mid to high rise elements.

The area is characterised by a landscape that contains large buildings and heavy transport infrastructure. There are also significant changes of level from the International Quarter to the Park and flyovers to waterways. Across the railway lines the Carpenters Estate has a different residential character with

Figure 3.4: Sub Area 3 - Building Heights

- Character Area Boundary
- Existing
- Area Under Construction
- Permitted (REM, FULL, OUTLINE)
- Area Covered By SPD

Building Heights
- 30+ Storeys
- 20 - 29 Storeys
- 12 - 19 Storeys
- 5 - 11 Storeys
- 0 - 4 Storeys
Figure 3.5: Sub Area 3 Sections
Looking: North-West

Section 3.2 A
Stratford High Street

Existing

- Under Construction / Permitted / SPD

Listed Buildings

Figure 3.9: Sub Area 3 Sections
blocks placed in a landscape with leftover space in between forming open spaces and streets.

ACCESSIBILITY, PERMEABILITY AND GREEN INFRASTRUCTURE

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 will enhance this further, increasing the accessibility of Stratford from wider parts of London. Station capacity issues have been identified, and measures to mitigate these are being planned. A new southern entrance to the station from the Carpenters Estate will be built. This will enhance accessibility west of the station.

Stratford High Street (A118) is a wide boulevard with dual carriageway in each direction. Combined with the highrise towers which are positioned along the northern side of the road this creates a car-dominated 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 across the High Street is restricted by the distances between crossings. Stratford High Street also provides connections through several frequent bus services.

Queen Elizabeth Olympic Park, the towpaths and the Greenway provide for walking and cycling and are generally accessible to all. The waterways provide opportunities to travel by canal with this increasing in popularity for leisure usage such as canoeing and kayaking.

There are new developments such as UCL East, IQL, East Bank and development sites around Stratford Station. Accessibility and permeability needs to be improved as these come forward.

The railway creates a significant boundary between north and south. Olympic infrastructure has compounded this. Some new connections have been built alongside tow paths but more work needs to be done to improve access across this barrier.

The green infrastructure across this area is made up Queen Elizabeth Olympic Park and series of smaller parks and gardens, inaccessible green space on railway land and routes such as the Greenway and the Channelsea Path.
<table>
<thead>
<tr>
<th>Positive Features</th>
<th>Negative Features</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Significant public investment in transport and regeneration centred on 2012 Games, including Parklands, sporting venues, utilities infrastructure and station and rail upgrades.</td>
<td>• Significant physical and perceptual barriers to north-south movements created by large scale infrastructure, particularly rail corridors and some highways. In particular the south-west to north-east corridor of rail lines and roads running from Pudding Mill/Bridgewater Road to Stratford Regional Station.</td>
</tr>
<tr>
<td>• This sub area benefits from a rich range and scale of uses including a significant part of the Stratford Metropolitan Centre, and with small scale clusters of local shops and services elsewhere serving local need.</td>
<td>• Stratford High Street as a busy highway is a vehicle dominated environment, creating a barrier to north-south movement and a hostile environment for pedestrians and cyclists.</td>
</tr>
<tr>
<td>• The area has varied character and a range of scales, from clusters of tall buildings, large scale shopping centres and two-storey housing.</td>
<td>• Stratford High Street is dominated on its northside by new high-density development with interspersed tall buildings creating a visual barrier. At ground level, a mix of non-residential spaces in a mix of uses with some struggling to find end-users adds to hostile environment perception, while providing an opportunity to grow uses that complement the adjacent metropolitan centre and increase activity as the area continues to change.</td>
</tr>
<tr>
<td>• The area benefits from a large amount of green and blue infrastructure. These perform a range of functions at different scales, from the Queen Elizabeth Olympic Park, to allotments and the waterways.</td>
<td>• At a large-scale, wayfinding and visual connections are a challenge in this area, with some routes fractured by large scale infrastructure and large development blocks. Current views and routes through do not always correlate and connections are therefore not always clear.</td>
</tr>
<tr>
<td>• The Greenway provides a clear delineated boundary to the west of the sub area, acts as an opportunity for active travel and a green corridor.</td>
<td>• Quality and accessibility of connections over Monfitchet Road and Westfield Avenue and public realm require improvement and adaptation to reduce vehicle dominance and improve pedestrian experience, including a junction with roads allowing circulation through the area (e.g. International Way).</td>
</tr>
<tr>
<td>• Significant opportunities provided by sites and locations for new development to enhance the area and improve quality, usability and accessibility of streets, public spaces and public realm. The facilities that exist or are being built are examples of these opportunities especially in relation to positive place making, and include the cultural and education facilities that will be delivered as part of East Bank.</td>
<td>• This sub area includes tow paths, underpasses and areas with poor wayfinding, a lack of activity or overlooking or where pathways have been poorly maintained. Routes such as Channelsea Path or those under Great Eastern railway need improvements to support local connectivity and safety (lighting, clutter, vegetation).</td>
</tr>
<tr>
<td>• The area reveals elements of its varied history in sometimes hidden locations through a series of ‘moments’, or spaces that can be discovered when exploring the area, such as the Carpenters Lock or the Great British Garden.</td>
<td>• Changes in level and heavy transport infrastructure makes the area difficult to navigate for pedestrians and cyclists due to a lack of legibility.</td>
</tr>
</tbody>
</table>
CHARACTER AREAS WITHIN SUB AREA 3

Stratford Station Area

This area is dominated by Stratford Station, Stratford Bus Station and Meridian Square (Figure 3.24), providing a link and transition from the areas of new development to the west and the established Stratford town centre via the Stratford Centre. The curved sweep of the Town Centre Link Bridge, clad with corten steel and glass panels, provides a wide physical and visual connection (Figure 3.23). To the south of the bus station, the oval form of the recent 26 storey Unex Tower (Figure 3.21) combines office and residential use, while two 1980’s medium rise office buildings front the junction with Stratford High Street, one currently serving as home to a sixth form college. On the opposite side of the Great Eastern Road, the 14 and 37 storey residential buildings of the Azure Building and Stratosphere Tower (Figure 3.21), and the lower 1970’s structures of the Stratford Centre set the wider scene. These buildings and the station complex are predominantly steel frame and with glass and metal paneling. The curved roof and glass frontages of the newer elements of the station dominate the centre of the area (Figure 3.24).

North of the Station entrance, along the Great Eastern Road, a vacant plot has permission for office development and a youth hostel and also includes the infrastructure for the original station entrance, with the potential for this to become re-used. The recently complete Moxy Hotel and 31 storey Stratford Central residential tower provide a medium and high-rise aspect to the street frontage (Figure 3.22), followed by the Unite purpose-built student housing scheme varying from eight to 14 storeys with more than 700 bedspaces, with façade materials predominantly yellow brick.

To the north of the station, the large, cleared and vacant Chobham Farm South site sits as an island within a triangle of railway lines (Figure 3.25). This is an opportunity for new and potentially large scale town centre uses but will need to connect well to its wider surroundings.

Overall, building height increasingly reflects the central location around one of London’s major transport hubs. Uses are becoming more varied with the introduction of significant amounts of residential use among existing and new office, retail and other town centre uses. The dominance of movement and linkage highlights the challenges for connectivity presented by the railway infrastructure and large format of sites. There are acknowledged local and wider strategic capacity issues for Stratford Station with its role as a regional interchange, with proposals to open entrances at Angel Lane and in the Carpenters area to help alleviate these, 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 (Figure 0.7).

The landscape is dominated by the major transport hub and paved routes and spaces which has few opportunities for street trees or other planting. Frontages are dominated by and some locations cluttered with signage and transport structures.
Stratford High Street

The north-eastern part of Stratford High Street contains some of the few remaining historic buildings of the area, with a number situated 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 (Figures 3.32, 3.33 & 3.34). 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 residential developments with floor ground non-residential uses. The northern side of the High Street includes a mix of medium to high rise buildings with towers of up to 24-32 storeys alongside lower 6-10 storey massing (Figure 3.31). Glass and panelled cladding feature highly. The southern side is generally low to medium rise. The built form is more varied reflecting the different ages and forms of the buildings, for example where relatively modern brick buildings sit alongside a former 18th Century coaching inn (the Westbridge) (Figure 3.32). There are further historical buildings on Stratford High Street - a good example of re-purposing an existing building is Warton House, the former Yardley Soap Factory, which has been redeveloped to add an additional storey and now includes workshops (Figure 3.31).

Taller buildings are generally confined to the High Street frontage, with adjacent areas being 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 (Figure 3.36) and two main green spaces. 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.

The area to the south-west of the High Street area contains large new residential developments and some Victorian maisonette properties (Figure 3.35). 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 (Figure 0.7).
Rick Roberts Way and Bridgewater Road

This area currently consists 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. The permitted schemes for 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 of the Rick Roberts Way area takes the form of large-scale, modern industrial warehouses featuring glass and cladding (Figure 3.45). The large-massing creates a sense of space and feels quite separate from the adjacent residential developments to the north and south. The area is large and relatively flat. To the south of the gasholder site, on a spur of Abbey Lane, there is a group of eight ornate listed Victorian semi-detached properties which fall within the Three Mills conservation area (Figure 3.42). The design of these semi-detached brick properties is distinctive within the area.

The Bridgewater Road area includes large green spaces and medium rise perimeter blocks. It is surrounded by waterways to the south, east and west and railway lines to the north. To the west across the waterways is the character area of Pudding Mill which is within Sub Area 4 and is designated for mixed use development.

Figure 3.40: Rick Roberts Way

Character Area Boundary
- Site Allocation
- Local Neighbourhood Centre
- Green Area
- Conservation Area
- Listed Buildings
- Locally Listed Buildings
- Strategic Industrial Location
- Other Industrial Locations
- Locally Significant Industrial Sites

Figure 3.41: The Greenway

This character area also includes a range of green assets such as the Pudding Mill Allotments at the Bridgewater Triangle (Figure 3.43), the Greenway (Figure 3.41) 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. These assets also contribute to the views across this area, with the view along the Greenway into the Queen Elizabeth Olympic Park and the view of the ArcelorMittal Orbit.

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 delivery. 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 (Figure 0.7).
Queen Elizabeth Olympic Park South and Stratford Waterfront

This area consists, in the most part, of open space and parkland providing the setting for large sporting venues and attractions. The venues of London Stadium (Figure 3.52) and Aquatics Centre (Figure 3.53) are exceptionally large and have a dominant bulk and massing, providing key landmarks and beginning to define an identity for the area. The iconic wave form of the London Aquatics Centre zinc clad roof with its wood panelling and glazed curtain walling is instantly recognisable. The stadium consists of large metal detailing with a wrap and digital screen as a prominent feature. Adjacent to the London Stadium is the ArcelorMittal Orbit, a 115m high red metal sculpture designed by Anish Kapoor that includes a slide and viewing platform (Figure 3.53). 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 (SA3.2 and SA3.3) for the Stratford Waterfront area (Figure 3.54). Known as East Bank, SA3.2 is proposed as the location for new cultural and education buildings, homes for the V&A East, Sadler’s Wells, BBC Music and London College of Fashion along with residential buildings, while SA3.3 is the location of the UCL East campus which will provide an academic campus and student accommodation to the south of the ArcelorMittal Orbit and London Aquatics Centre. These sites and mainly larger footprint buildings will provide an opportunity to create new routes through areas that are either currently not well used or closed off including the provision of a bridge to International Quarter London and improved links to the Greater Carpenters District to the south. Related public realm and public space will also emerge with these developments. To the south of this area is the Bobby Moore Academy building, the main part of a new all through school which is able to make the most of access to facilities such as the community track.

Development plots are large, reflecting 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 (Figure 0.7).

The South Plaza of the park is designed as a pleasure garden with herbaceous planting, play area and water labyrinth. This contrasts with the Fantasticology Meadow on the banks of the City Mill River and the more naturalistic feel of the areas around the Southern Loop Road and Greenway.

Figure 3.50: Queen Elizabeth Olympic Park south and Stratford Waterfront

Figure 3.51: The Boulevard, to the west of the Waterworks River
Figure 3.52: London Stadium from the south, London Marathon Community Track in front
Figure 3.53: London Aquatics Centre, with ArcelorMittal Orbit and London Stadium behind
Figure 3.54: Looking north up Waterworks River with Stratford Waterfront site to the right
Figure 3.55: City Mill River Footbridge
Stratford City and International Quarter London South

The Stratford City complex is exceptionally large in bulk and massing reflecting its function as a retail, leisure and office centre, the majority of these uses being provided within the enclosed arcades and pedestrian only streets of Westfield Stratford City. The features and materials reflect these functions, with public facing elements featuring glass and illumination whilst private, servicing façades being more subdued with low-key, grey metal, cladding. Although heights are medium rise from ground level, the raised nature of the ground on which this area has and is being built 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 (Figures 3.62 & 3.63).

International Quarter London is still under construction and at present features two tall residential blocks, Glasshouse Gardens and three new office blocks (Figure 3.61) (with others under construction) that look out over the expanse of Queen Elizabeth Olympic Park. The large grain and massing of these buildings reflects the location adjacent to the Stratford City development. As this development emerges, this will include new public routes and spaces through the site. The residential elements are subduced in brick with glass balconies whereas the office blocks reflect their function with glass and metal cladding being the primary materials. The landscape and public realm are mainly hard surfaced (Figure 3.62) with elements of park but also including the Stratford City Wetlands further to the west. The area as a whole has a consistent public realm level but is significantly raised above its surrounding areas and does have some other level changes, making it a visually dominant feature in its surroundings. Redman Square will be the main open space within the IQL development sitting eight meters above the inaccessible areas of green infrastructure on railway land. Along the east of the area Montfichet Road has an inhospitable public realm, with little active frontage, large structures relating to the railway and other infrastructure as well as Westfield are dominant adding to a hostile environment for pedestrians.

As the whole of this sub area is covered by site allocations or Metropolitan Open Land designations, any housing capacity will come from these site 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 (Figure 0.7).

Figure 3.60: Stratford City and the International Quarter London South

- Character Area Boundary
- Site Allocation
- Local Neighbourhood Centre
- Green Area
- Conservation Area
- Listed Buildings
- Locally Listed Buildings
- Strategic Industrial Location
- Other Industrial Locations
- Locally Significant Industrial Sites

Figure 3.61: IQL South from Montfichet Road with Glasshouse Gardens’ residential blocks to the right
Figure 3.62: Looking towards Westfield Stratford City from Endeavour Square, IQL
Figure 3.63: Looking towards Westfield Stratford City and IQL from Waterden Road pedestrian and cycle bridge
Figure 3.64: Manhattan Loft Gardens tower, Stratford International Station and Westfield Stratford City car park