INTRODUCTION

The Legacy Corporation is revisiting the Pudding Mill masterplan in response to the changing context of adjoining developments, including the Cultural and Education District.

The Legacy Corporation wants to create a vibrant Local Centre at the heart of Pudding Mill, as supported by the Local Plan, which maximises residential capacity and employment opportunities, as well as meeting key priorities around local economic benefit, equality and inclusion, sustainability and community engagement.
BACKGROUND - LEGACY COMMUNITIES SCHEME

The Legacy Communities Scheme (LCS) planning application, which was approved in September 2012, proposed a range of employment and residential uses at Pudding Mill, as well as other supporting social infrastructure and open space.

In total the scheme allowed for around 1,300 homes, plus a range of employment floorspace, retail units and community facilities.
BRIEF AND VISION FOR PUDDING MILL

The Pudding Mill masterplan aims to create a new residential neighbourhood with a vibrant Local Centre, providing a range of housing typologies to meet local need, as well as flexible employment floorspace, retail units and community facilities; all tied together through a high quality public realm.

The new development will seek to improve pedestrian and cycle connections through the site and maximise on the opportunities presented by its proximity to the Pudding Mill Lane DLR station and Stratford High Street, as well as Queen Elizabeth Olympic Park.

The neighbourhood will include:

- New homes, including sheltered accommodation
- Flexible employment space
- Retail units
- Social infrastructure
- Play space
- Leisure space
Illustrative Visualisation: City Mill River
WHO’S INVOLVED

LONDON LEGACY DEVELOPMENT CORPORATION (LLDC)
Landowner & Developer

ALLIES & MORRISON
Masterplanners

BRADLEY-HOLE SCHOENAICH LANDSCAPE ARCHITECTS (BHSLA)
Landscape Architect

AECOM
Planning Agent & Environmental Consultant

FLUID
Community Consultation
WHAT IS A MASTERPLAN

A masterplan usually consists of a series of two dimensional plans and three dimensional images and text describing how an area will be developed.

The outline planning application will set out the vision for the site as well as details of access, scale, character, use and urban design; it provides a foundation from which future Reserved Matters Applications can be prepared.

The outline planning application will seek to deliver the following for Pudding Mill:

<table>
<thead>
<tr>
<th>EMPLOYMENT</th>
<th>COMMUNITY FACILITIES</th>
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</thead>
<tbody>
<tr>
<td>Approximately 36,000 sqm of flexible employment space that can either be used by a single tenant or by tenants, either taking entire floors or subdivided sections.</td>
<td>Up to 13,142 sqm of community facilities</td>
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<table>
<thead>
<tr>
<th>RESIDENTIAL</th>
<th>OPEN SPACE</th>
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<tbody>
<tr>
<td>Approximately 1,500 residential homes of which 40 will be assisted living homes.</td>
<td>Approximately 16,000 sqm of open space to complement the wider provision within Queen Elizabeth Olympic Park. The masterplan will also include play space and cater for all ages.</td>
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<tr>
<th>RETAIL AND LEISURE FACILITIES</th>
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<tr>
<td>Approximately 2,500 sqm of retail space and leisure facilities</td>
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SITE CONTEXT

Pudding Mill sits between Queen Elizabeth Olympic Park to the North and Stratford High Street to the South. Both of which are undergoing a rapid period of change.

Pudding Mill is bounded on two sides by the Waterworks River to the northeast and Bow Back River to the southeast. To the southwest it is contained by Cooks Road, and adjoins existing allotments and the Great Eastern Railway corridor to the northeast.

The City Mill River also runs through Pudding Mill, crossing beneath the Great Eastern Railway corridor at its junction with the Greenway.
**SURROUNDING CONTEXT**
The surrounding context of Pudding Mill, which is subject to rapid change, is defined largely by the Park to the north, Warton Road and the Carpenters Estate to the east, and Stratford High Street plus the associated development at Strand East to the south.

**CONNECTIONS**
The ‘Greenway’, a strategic pedestrian and cycle route, bisects Pudding Mill and provides an important link between Stratford and Hackney, as well as routes into the Park.

A network of waterways known as the ‘Bow Back Rivers’ intersects with the Great Eastern Railway viaduct, Greenway (Northern Outfall Sewer) and High Street Stratford.

There is the potential to expand and improve these links, particularly the Greenway, as the near-by UCL East site and Stratford Waterfront are developed.

**CHARACTER**
The site itself was formerly industrial land and is characterised by various site compounds, as well as the Bow Electricity Substation and associated utilities infrastructure that criss-cross the site.

Pudding Mill DLR station is located at the junction of Marshgate Lane and Barbers Road and acts as a new gateway to the site. An allotment roughly 1 hectare in size, is located south of the railway viaduct.

A cluster of residential buildings occupy a triangular piece of land between the City Mill River and Greenway, whilst a number of high rise residential towers are located to the south of the Bow Back River along Stratford High Street.
Plan showing some of the major developments in the area. (dots do not indicate locations of facilities)

DEVELOPMENTS

WIDER MAJOR DEVELOPMENTS

EAST WICK
Summary: Up to 870 new homes, new primary school and two new nurseries
Status: Zonal masterplan approved December 2015. Phase 1 detailed design in planning process
Developer: London Legacy Development Corporation East Wick and Sweetwater Projects Ltd

SWEETWATER
Summary: Up to 650 new homes including apartments and family homes. A new primary school, two new nurseries, community space, a library and health centre
Status: Zonal masterplan to be submitted for planning approval in Summer 2016
Developer: London Legacy Development Corporation East Wick and Sweetwater Projects Ltd

HACKNEY WICK CENTRAL
Summary: Creation of a new neighbourhood centre focused around Hackney Wick Station. The new station which includes an underpass through the existing embankment will create a new foot – socket pedestrian link. The neighbourhood centre development will consist of a diverse range of spaces, retail, local amenities, and the introduction of between 800-850 new homes
Status: Planning permission granted for the new station. Outline application for the Hackney Wick Neighbourhood Centre to be submitted April 2016
Developer: London Legacy Development Corporation

STRATFORD WATERFRONT
Summary: A new campus for UAL’s London College of Fashion, along with major new spaces for the Victoria and Albert Museum and Sadler’s Wells
Status: Cultural and Education District outline planning applications due to be submitted in 2016
Developer: London Legacy Development Corporation

PUDDING MILL
Summary: A residential neighbourhood that will deliver up to 1,300 homes, employment floorspace, retail, utilities, community facilities, and a wide range of public open spaces
Status: Outline planning permission granted with amendments currently being considered by LLDC
Developer: London Legacy Development Corporation

BOBBY MOORE ACADEMY
Summary: A sports specialist secondary school and primary school with a 6th form across two buildings
Status: Planning applications granted
Proposed operator: David Ross Education Trust

RICK ROBERTS WAY
Summary: Provision of approx. 650 new homes as part of a mixed-use masterplan
Status: Outline planning permission granted, with secondary school relocated within PDZ3 (see no. 6) and further amendments under consideration
Developer: London Legacy Development Corporation

HERE EAST
Summary: Transforming the former Olympic Press and Broadcast Centre - an innovation hub and co-working space of 70,000 sq ft of space for creative enterprises and creating up to 3,500 jobs on site and in the local community. Key tenants include BT Sport, Hackney Community College, Loughborough University and Infinity SDC
Status: BT Sport already broadcast on site, fully operational by 2018
Developer: GigTV at joint venture between Delancey and Infinity SDC

CHOBHAM ACADEMY
Summary: A new school for 3-18 year olds that opened in September 2014. In addition to 600 students in the primary school, when the Academy is at full capacity it will have 800 students in the primary school and 600 in the secondary school and a Sixth Form for A-Level
Status: New open
Developer: A Lead Lease Harris Partnership

CHOBHAM FARM
Summary: A new family neighbourhood delivering around 1000 homes (of which over 40% are family homes), home zone streets, new public space, commercial space and community facilities
Status: Under construction
Developer: LCR and East Thames Group

THE INTERNATIONAL QUARTER
Summary: 4 million sq ft of new workplace, HQ, and the FCA confirmed as tenants. A 4 star hotel, shops, restaurants, childcare and community facilities. Up to 25,000 jobs created
Status: Construction started in 2014, first office occupation in 2017
Developer: Lend Lease and LCR

GLASSHOUSE GARDENS
Summary: The residential development that forms part of the International Quarter - 330 new homes looking out over the iconic buildings of the south of the Park as part of the International Quarter
Status: Final completion estimated for 2017
Developer: Lend Lease and LCR

CHERRY PARK
Summary: Approx 1,200 new homes alongside community facilities, restaurants, cafes and a servicing facility for Marks and Spencer
Status: Hybrid planning application submitted
Developer: Stratford City Developments Ltd

ANGEL LANE
Summary: 750 students, new hotel, a major apartment tower and offices
Status: Opened September 2015
Developer: Unite Group Plc

STRAIND EAST
Summary: 1,300 homes, office spaces for a range of businesses including digital and creative, a riverside park and a range of retail and community uses
Status: Planning permission granted
Developer: Vastint UK

Here is a plan showing some of the major developments in the area.
**Cooks Road**

*Summary:* Up to 543 residential units, approx. 58,000 sq ft of commercial floorspace and open spaces and landscaping

*Status:* The application for the southern block has been approved

*Developer:* BellwayPartnership

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**Marshgate**

*Summary:* 8 new buildings containing approx. 45,000 sq ft of business floorspace, 254 new homes and open space

*Status:* Planning permission granted

*Developer:* Workspace
OPPORTUNITIES

CHARACTER AREAS
The natural division of the site allows for the creation of two distinct, yet interconnected neighbourhoods: a vibrant urban neighbourhood at Pudding Mill defined by the Local Centre and a more domestic and relaxed neighbourhood at Bridgewater.

TRANSPORT CONNECTIONS
The Pudding Mill DLR Station, re-opened in 2014, provides direct access to Stratford Station in just 2 minutes, which acts as an interchange for various onward connections across London.
CONNECTIVITY
At present Pudding Mill is somewhat isolated, being bounded by various barriers to pedestrian or vehicular movement. The masterplan will explore opportunities to promote new or improved connections to the Park and Stratford High Street, as well as Warton Road. The masterplan will consider the hierarchy of these connections and how they should be linked to new internal routes across Pudding Mill.

WATERWAYS
Pudding Mill benefits from a variety of waterside with rivers surrounding it on three sides. The masterplan will provide appropriate responses to this special setting by taking into account strategic views and pedestrian movement patterns, as well as townscape considerations.
CONSTRAINTS

RAILWAY VIADUCT
The Great Eastern Railway/Crossrail/DLR viaduct bounds Pudding Mill to the north. Whilst the station itself will offer a degree of active frontage, the viaduct west of the station is comprised of a blank concrete wall.

To the east of the station, the Marshgate Lane underpass separates vehicular and pedestrian routes by way of a significant drop in level.

UNDERGROUND UTILITIES
A number of underground constraints such as Power Lines Underground (PLUG), HV cables and their easements as well as utilities within existing roads impact the development of the site.
**BOW ELECTRICITY SUBSTATION,**
Bow Electricity Substation and the new headhouses for the underground power lines are situated in the centre of Pudding Mill, on either side of Pudding Mill Lane.

These enclosures form part of London’s strategic infrastructure network and have specific operational constraints that need to be respected. They therefore require careful integration into the layout of the neighbourhood to avoid stretches of uninhabited frontage alongside poor quality public space.
PUDDING MILL
KEY ASPIRATIONS

The masterplan seeks to deliver the following:

• A new residential neighbourhood that provides a range of housing to meet local need
• A new Local Centre providing flexible employment floorspace, retail units and community facilities
• A high-quality environment comprising a variety of building uses and typologies
• A place that will engage with its immediate context in terms of form and character
• Taller buildings that are located to signify key locations or relationships within the masterplan, such as the arrival at Pudding Mill DLR or proximity with Stratford High Street
• A wide range of public open spaces, including play provision for all ages
• Improved pedestrian and cycle connectivity within the site, as well as new links to the Park and Stratford High Street
Illustrative Visualisation: City Mill Passage
EMERGING ILLUSTRATIVE MASTERPLAN

Overview of Key Components

A VIBRANT LOCAL CENTRE

- Create a vibrant Local Centre at the heart of Pudding Mill
- Provide flexible employment floorspace, retail units and various community facilities
- Create a new pedestrian East-West Street that will improve connections across the site to adjoining developments

A DIVERSE RESIDENTIAL NEIGHBOURHOOD

- A network of close, intimate streets and shared spaces connecting a series of distinct public spaces with larger more formal blocks dissected by mews streets and passages.
- A diversity of typologies, from mews houses, to stacked maisonette, to mansion blocks to residential towers.
- At Bridgewater, a series of stacked maisonettes front the Greenway and the waters edge, whilst apartment blocks create an informal relationship to the allotments.
- Locate taller buildings to signify key locations or relationships within the masterplan, such as the arrival at Pudding Mill DLR or proximity with Stratford High Street

PUBLIC OPEN SPACES AND PLAY AREAS

- Provide a series of public squares and play spaces within the masterplan that will create an enjoyable place to live and work
A VIBRANT LOCAL CENTRE

KEY FEATURES

• Creation of a new square adjacent to Pudding Mill DLR comprising soft and hard landscaping elements will be a significant point of arrival linking the heart of the new development to the DLR station and the wider area

• Creation of new employment spaces around Pudding Mill Lane DLR Station will add vibrancy and vitality within the Local Centre and support Marshgate Lane as a new local high street

• Retail and leisure uses will be located principally around the station

• Some community facilities will also be located in the Local Centre around neighbourhood open spaces and the East-West Street

• Frontages will have active ground floor uses to help encourage movement towards Marshgate Lane
ILLUSTRATIVE VISUALISATIONS

Pudding Mill Square

Marshgate Lane Yard
PRECEDENT IMAGES

1. Workspace
2. Local Retail
3. High Density Residential
4. Community Facilities
A DIVERSE RESIDENTIAL NEIGHBOURHOOD

KEY FEATURES

• To support a diverse residential neighbourhood the masterplan is comprised of a network of close, intimate streets and shared spaces connecting a series of distinct public spaces with larger more formal blocks dissected by mews streets and passages.

• One of the key aspects of the landscape strategy is to ensure integration between the new neighbourhood and its adjacent key routes and sites through shared public open spaces or ‘neighbourhood places’.
• A diversity of typologies, from mews houses, to stacked maisonette, to mansion blocks to residential towers.
• In order to create a successful urban neighbourhood with a sense of intimacy and intensity, a 6-storey datum has been established across the site.

• Key moments have then been reinforced by taller context sensitive elements, which provide landmarks to improve legibility within the site.
Scale and Massing
PRECEDENT IMAGES

1. Mews
2. Terraces
3. Perimeter Block
4. Hybrid Block
PUBLIC OPEN SPACE AND PLAY AREAS

KEY FEATURES

- Each public space within the masterplan responds directly to its immediate context and is connected through a variety of streets and shared spaces.
- Pudding Mill Square has an urban character in response to its location within the Local Centre.
- Marshgate Yard is informal, working and robust due to its enclosure by employment and housing.
- Bow Back Green is more relaxed, green and playful, articulating a widening in the river and benefiting from its southerly orientation.
- Bridgewater Green is more domestic in scale, providing a moment of rest along the Greenway.
- Play space provision will offer a range of leisure and recreation opportunities for users of all ages.
Illustrative Visualisation: Bow Back Green
Illustrative Visualisation: Marshgate Lane Square
PRECEDENT IMAGES

1. River Bank Planting
2. Play space
3. Public Squares
4. Landscaped Areas
To ask any questions or to let us know you would like to receive future updates, please contact the Pudding Mill team at Fluid on:

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You can also keep up to date on the web by visiting:

Queen Elizabeth Olympic Park website
http://queenelizabetholympicpark.co.uk/the-park/homes-and-living/pudding-mill