

1

stratford waterfront pre-planning exhibition

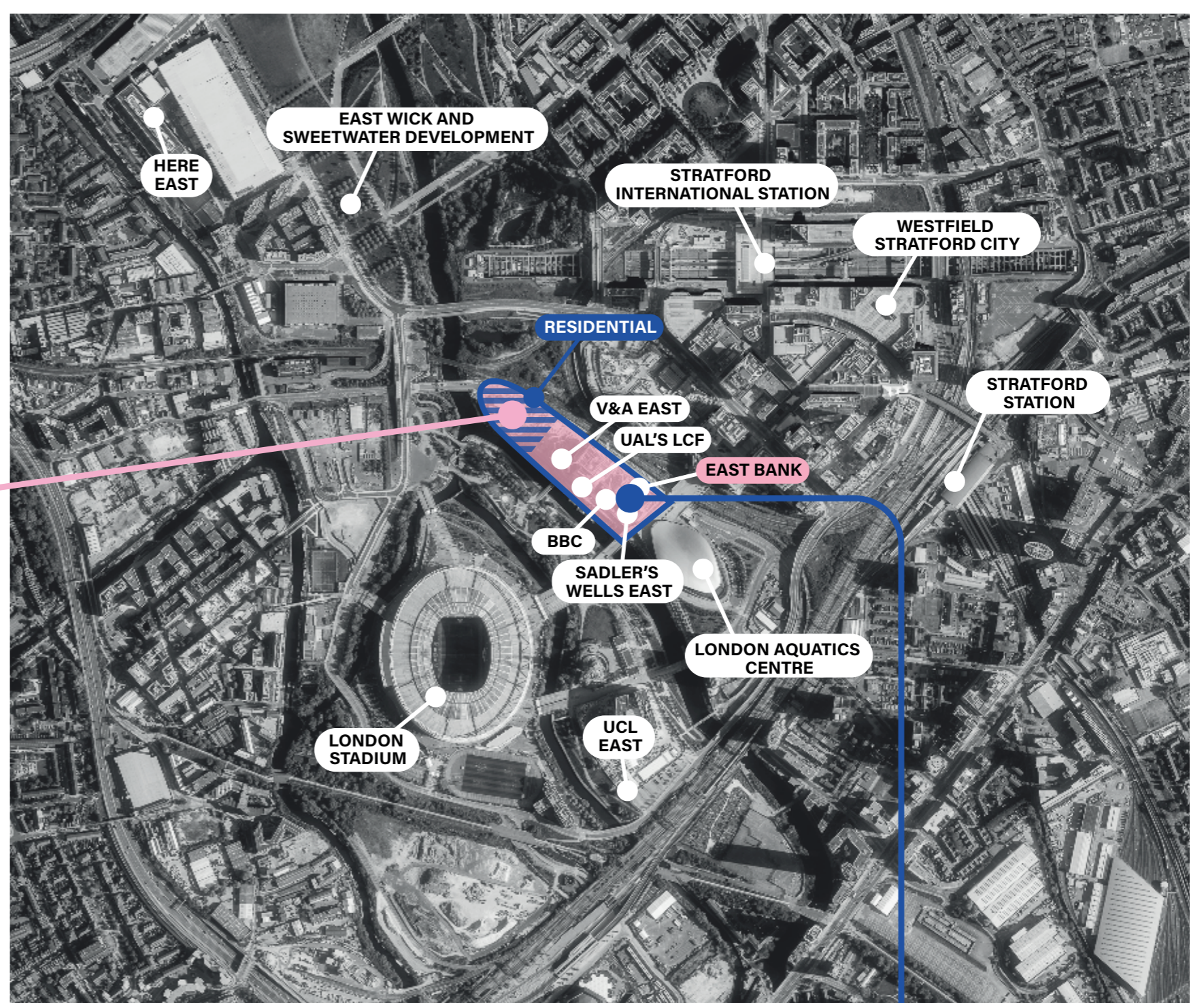
What is the project about?

Stratford Waterfront Residential



Around 700 new homes, including shared ownership, retail and commercial space plus new public realm.

Residential marked with blue outline.

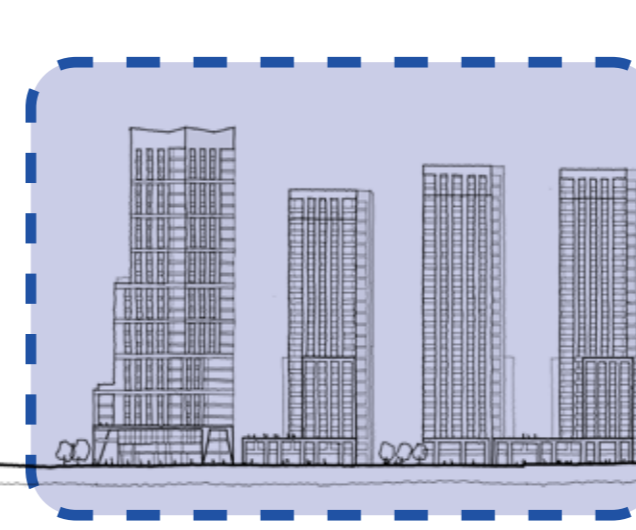


Stratford Waterfront is part of a joint venture between London Legacy Development Corporation (LLDC) and leading property developer Ballymore to create outstanding communities knitted into Stratford.

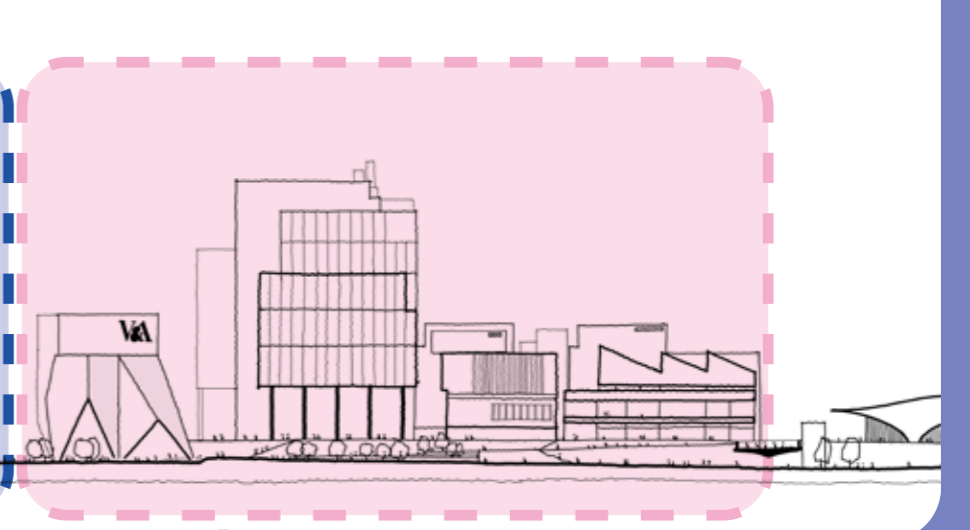
The project was granted 'Outline Planning' permission, agreeing general principles, in 2019. Having produced a more detailed design we are preparing for 'Reserved Matters' application which will be submitted in the new year.

This exhibition presents what local people told us was important to them and how this has shaped and been incorporated into the final design for Stratford Waterfront.

Stratford Waterfront Residential



East Bank Cultural District



Meet the team:



LLDC are bringing forward these developments with Ballymore to create new homes in a dynamic new heart of east London, creating opportunities for local people.

ballymore.

Ballymore is a leading international property developer who will be working with LLDC on a joint venture to deliver new homes and outstanding communities for Stratford.

make:good

make:good will be leading on engaging the community in these two projects. They are a design studio involving people in shaping neighbourhood change, and championing meaningful participation.

AECOM

AECOM will be providing engineering, consulting, and project management services for the development of Stratford Waterfront.

Howells

Howells will be designing Stratford Waterfront. They are a design studio with an approach rooted in the exploration of how places, buildings and things are made and how these can improve the lives of individuals and communities.

O'Donnell+Tuomey

O'Donnell + Tuomey architects are working with Howells on the designs for the new buildings on Stratford Waterfront. They designed new buildings for the V&A and Sadler's Wells as part of the neighbouring East Bank development.

LDĀ DESIGN

LDA Design will be designing the public realm for Stratford Waterfront. They are a consultancy of urban designers, landscape architects and planners with a common purpose to make great places and shape the world for the better.

Initial design & engagement 2015 - 2018

During this period, LLDC engaged with the community to develop the initial designs for Stratford Waterfront including East Bank and the residential development. This resulted in a submission to the Local Planning Authority.

Planning permission granted 2019

The site received an outline planning permission which means the general principles were approved by the Local Planning Authority.

Understanding priorities Spring 2023

Activities and events to involve local people and organisations in the next stage of the designs, understanding priorities around key themes.

Stratford Showcase 1 Spring / Summer 2023

Events sharing what the community has told us, design updates and gathering more feedback.

Further conversations Summer 2023

More activities to involve the community.

Pre-planning exhibition Autumn 2023

Events sharing what the community has told us, design updates and gathering more feedback

Early 2024

Reserved matters application for Stratford Waterfront. This means that all the specific design details, needed in order to move towards construction will be set and agreed upon by LLDC's independent Planning Decisions Committee.

Technical design development Summer 2025

Subject to planning permission further technical specifications and details will be developed

Earliest construction Spring 2026

This is an estimate of the earliest date that building work might start.

KEY

DEVELOPING DESIGNS

TOWARDS CONSTRUCTION

Sustainable design

One of the defining issues of our time is the climate emergency and our response to it.

The Park is committed to being net zero by 2030 and a key part of this is designing and building best practice low carbon, climate resilient and walkable neighbourhoods, where residents can live a sustainable low carbon, resource efficient and healthy life.

Examples of the sustainable design developed by the team:



Promoting walking, cycling and connections



Designing buildings to limit energy use – e.g. high levels of insulation, consideration of the orientation of the buildings



Designing with consideration for embodied carbon and the whole life of the building



Drought tolerant planting to provide shade and cooler spaces



ballymore.

make:good

www.stratfordnewneighbourhoods.com

stratfordshowcase@make-good.com

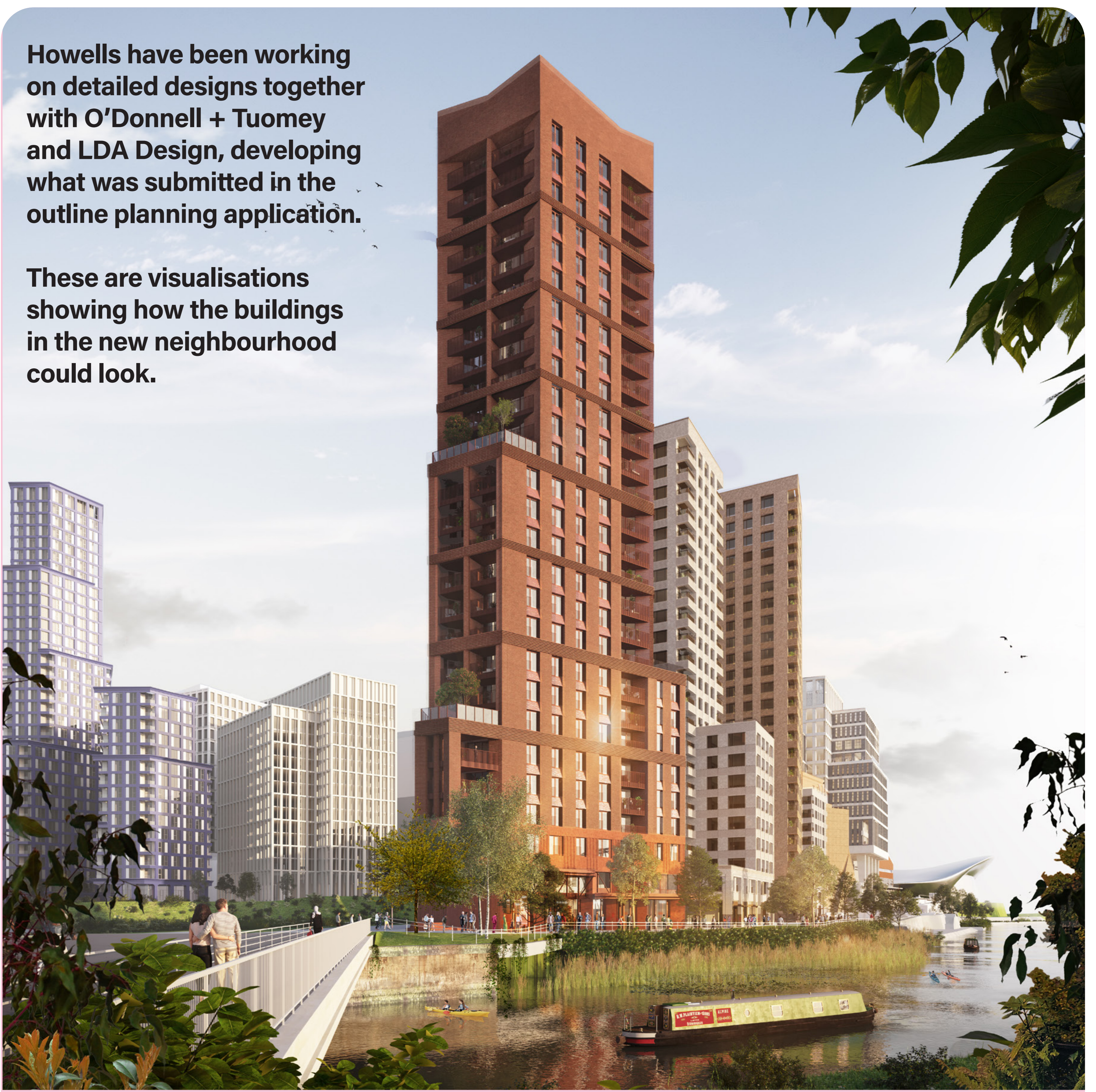


2

stratford waterfront: look and feel of new buildings

Howells have been working on detailed designs together with O'Donnell + Tuomey and LDA Design, developing what was submitted in the outline planning application.

These are visualisations showing how the buildings in the new neighbourhood could look.



View of Stratford Waterfront Residential coming through the Queen Elizabeth Olympic Park from the direction of Hackney Wick



View of new waterfront promenade showing residential and East Bank cultural institutions



High quality brick construction with a mix of different brick laying patterns to add texture on all towers



Double height commercial spaces on ground floor of the waterfront and Carpenters Road



Set in tree lined streets overlooking the park



ballymore.

make:good

www.stratfordnewneighbourhoods.com

stratfordshowcase@make-good.com



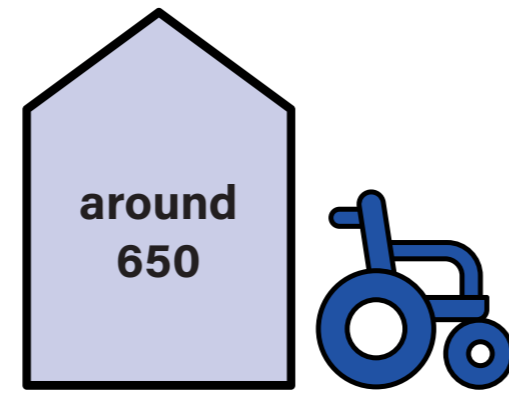
what was set in the plan? what could be influenced?

What was set in the plan for Stratford Waterfront?

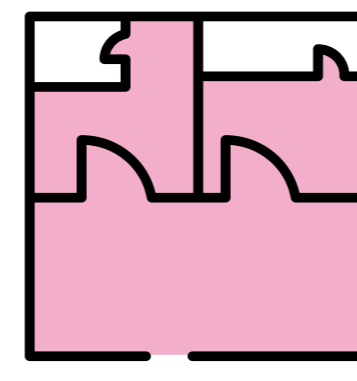
The following elements were fixed in the Outline Planning permission - this means that in principle these are the general aspects that the detailed designs will be developed around.



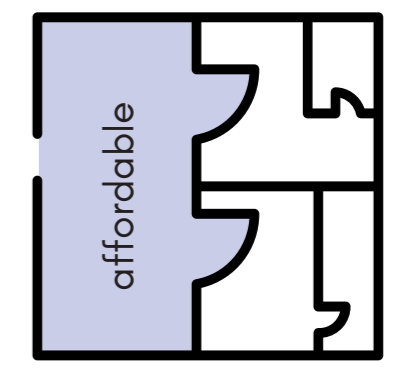
4 buildings up to 28 storeys tall



Previously estimated 650 residential units. We are now estimating 700. 10% of these will be wheelchair accessible



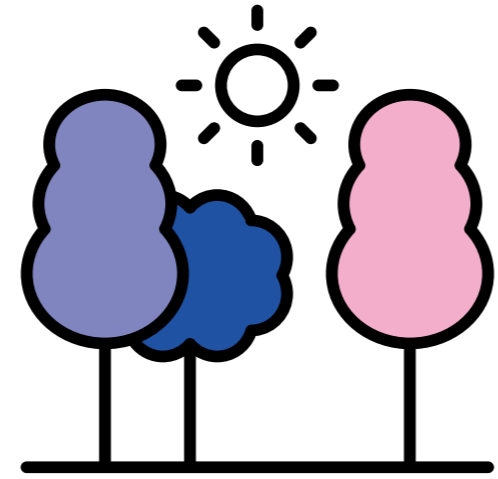
These units will be a range of studio, 1, 2 and 3 bedroom homes, providing for a range of people and household needs



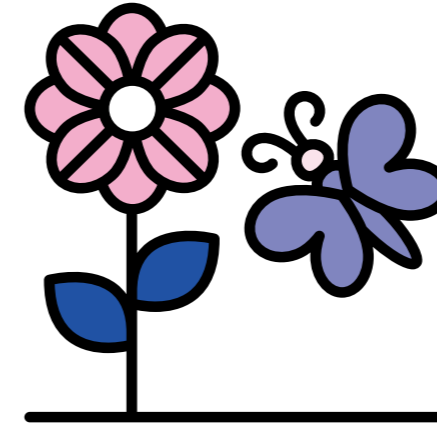
Taking into consideration the different sizes of homes, 35% of living space (habitable rooms) will be provided by shared ownership units, this is a more affordable way of buying a home



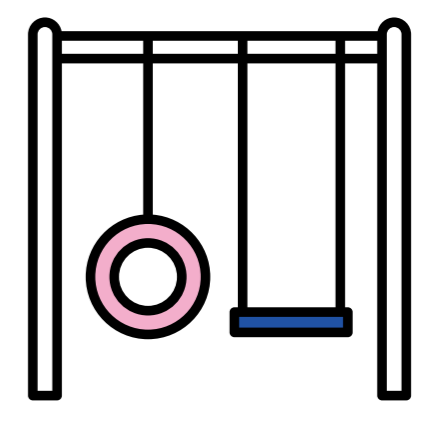
Up to 2,200sqm of retail and other commercial space providing a range of amenities and to help enliven the public spaces



660 sqm (equating to approximately 3 tennis courts) of open space



Minimum of 1,700 sqm (equating to approx 4 basketball courts) of space that improves biodiversity: including green roofs, green terraces, streets and other public areas



Minimum 280sqm (equating to approx 1.5 tennis courts) of doorstep play for residents, including a minimum of 100 sqm (approx half a tennis court) of space for dedicated play equipment at ground and podium levels. The public realm will also include playable features.

What could be influenced?

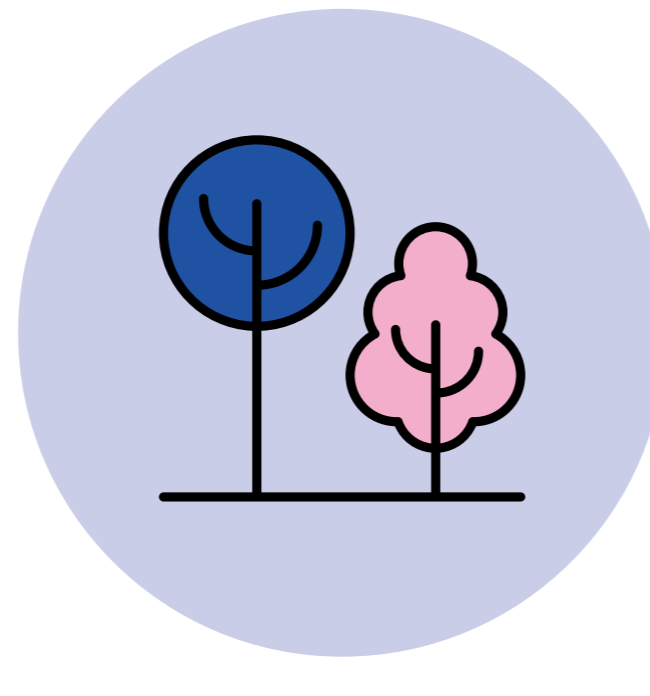
There were other elements that local residents and organisations had opportunity to influence as the design details were being fine-tuned.

We heard the community's thoughts on how certain areas might be used - such as landscape and open space features, route features and playfulness in the public realm throughout the site that you thought would enhance Stratford Waterfront and their communities.



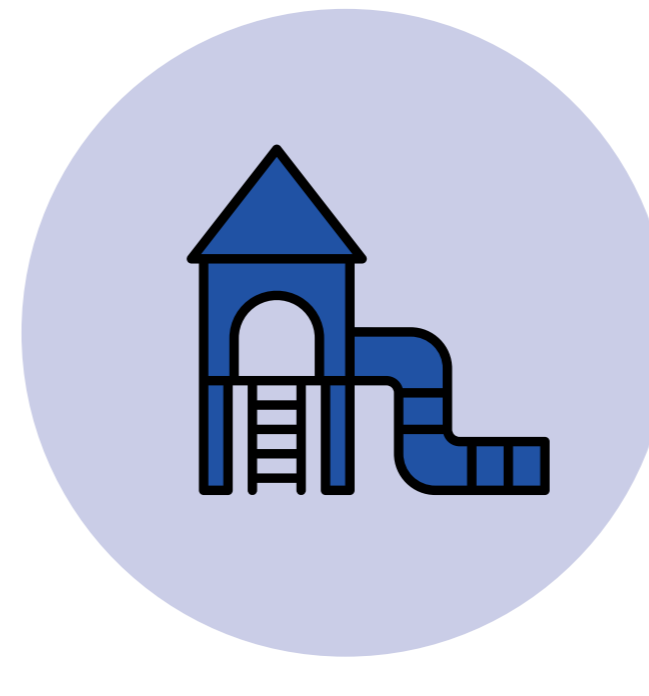
Access & movement

- Consider all the ways in which people might move through the space, (walking, wheeling, cycling etc):
- What makes a good or comfortable route?
- What makes a safe route?



Landscape & open space

- What features and atmosphere make a good public landscape?
- How can we make the most of relationships between inside spaces and outside spaces?
- How could we complement other local open spaces?



Playfulness

- There will be some play spaces provided for the new residents on their doorstep. We also want to create a child-friendly, 'playable landscape' in the new public routes/spaces for everyone to enjoy.
- What would make the open spaces playful? (this could be colour, art, natural/ interactive elements)
- What features would encourage playfulness in the landscape?



Shops, café & leisure provision

- What is missing or needed locally?
- What should we avoid duplicating?
- What would encourage you to visit / use the site?
- How could we make new spaces special?



4

engagement activities & key feedback

Engagement activities

Since March 2023 we have been working with residents and stakeholders in the local community to understand priorities and gather insight.

Through these activities we have reached:

391 people

93 themed feedback cards

138 feedback forms



Understanding the area



Understanding priorities



Sharing developing designs



Getting people involved



Mossbourne Academy model making workshop



Chobham Academy model making workshop



Great Get Together



Park Panel



Cultural Interest Group Meeting



Great Get Together

What we heard:

Access & movement



- Safety and security
- Accessible connections and level changes
- Clearly sign post to other parts of the park

Landscape & open space



- Focus on as much green space and planting as possible
- Provide semi sheltered spaces
- Promote wildlife and biodiversity
- Identify opportunities for community gardening

Playfulness



- A playful landscape for all ages
- Going beyond traditional play equipment
- Playful artwork that can be climbed and explored
- Indoor or semi-covered play at ground floor

Shops, café & leisure provision



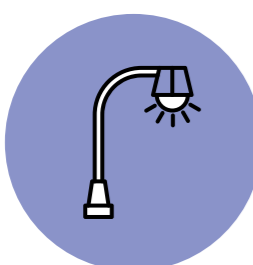
- Supporting an independent retail offer
- Provide for everyday needs of residents and students
- Provide students course materials including textiles and art supplies
- Consider night time uses that keep the space active and by default safer



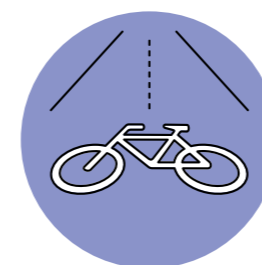
5

stratford waterfront

incorporating your feedback: access and movement



Safety: provide natural surveillance through active frontages and providing lighting to ensure the area feels safe at all times of day.

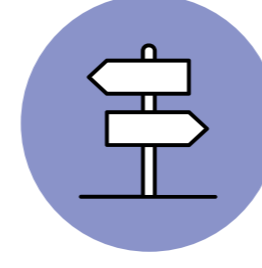


Connectivity: more connected cycling and walking routes with clarity on where pedestrians and cyclist should be moving to avoid conflict.

What you told us:



Accessibility: accessible connections and level changes so the area is easily usable by everybody



Wayfinding: link into a site wide strategy that signposts other key locations to make it easier to navigate in and around the area.

Our response



Feature lighting on the corner of Carpenters Road

Creating well lit routes

- Street lighting on poles along main thoroughfares.
- Ambient lighting to highlight special features and furniture
- Lighting from ground floor retail units and residential lobbies will provide 'passive surveillance' increasing the feeling of safety throughout.



Wide routes for pedestrians and cyclists

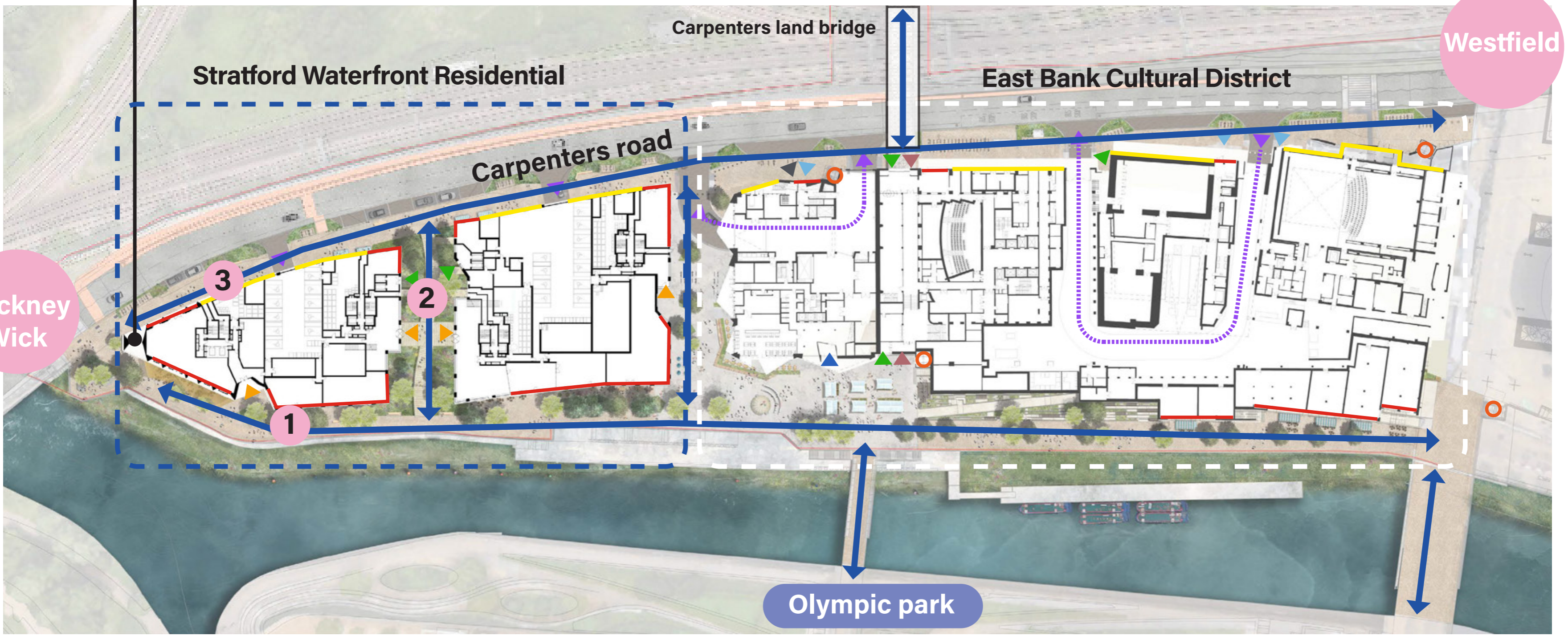
The pedestrianised waterfront will be very wide and create an environment that encourages safe and considerate cycling, scooting and wheeling.



Landmarks and strategic wayfinding

- The site will act as a landmark, aiding navigation to the East Bank institutions.
- A detailed wayfinding strategy will be produced outlining the approach and locations of signage.

- ▲ Residential Entrance
- ▲ Vehicle Entrance
- ▲ Cyclist Entrance
- ▲ Staff Entrance
- ▲ Student Entrance
- ▲ Solid / Louvred Facade
- ▲ Active frontage
- ▲ VIP Entrance
- ▲ Public Stairs
- Public Lifts
- ▲ Public Access



New routes improving connections around the park

1. The waterfront:



A tree-lined pedestrian promenade continuing from the cultural district towards Hackney Wick with activity spilling out of ground floor: play, al-fresco drinking, dining, and co-working.

2. Carpenters yard



Central walkway - journeying through broad leaf woodland, native planting bringing variety and changing seasonal interest, attracting wildlife and pollinators.

3. Carpenters road



An attractive thoroughfare providing safe, legible and unimpeded access to the residential, educational and cultural buildings



An accessible area

We are working with slopes no greater than 1:21 meaning that the area will be fully accessible to wheelchair users.

There are also a number of public lifts in the surrounding area allowing access.



ballymore.

make:good

www.stratfordnewneighbourhoods.com

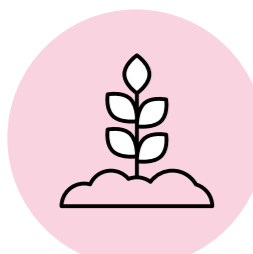
stratfordshowcase@make-good.com



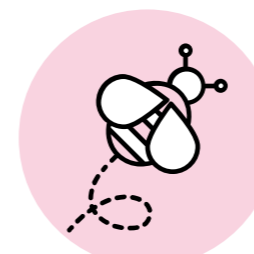
6

stratford waterfront

incorporating your feedback: landscape and open space



Planting and greening: maximise planting and provide calm green spaces for respite.

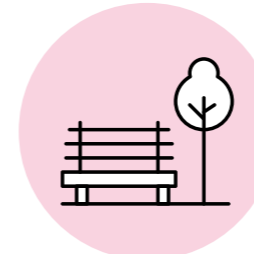


Biodiversity and wildlife: support wildlife, link to the existing waterway and providing habitats at all scales.

What you told us:



Semi-sheltered space: provide shelter from inclement weather and encourage the open space to be used more.



Street furniture: Creative seating and stopping points that can be played on and bring unique character to the area.

Our response



Planting for people and planet

More than 55 trees are proposed across the site that will create wildlife corridors, reduce wind impact and offer natural shade. Native planting will bring variety and changing seasonal interest, attracting wildlife and pollinators.



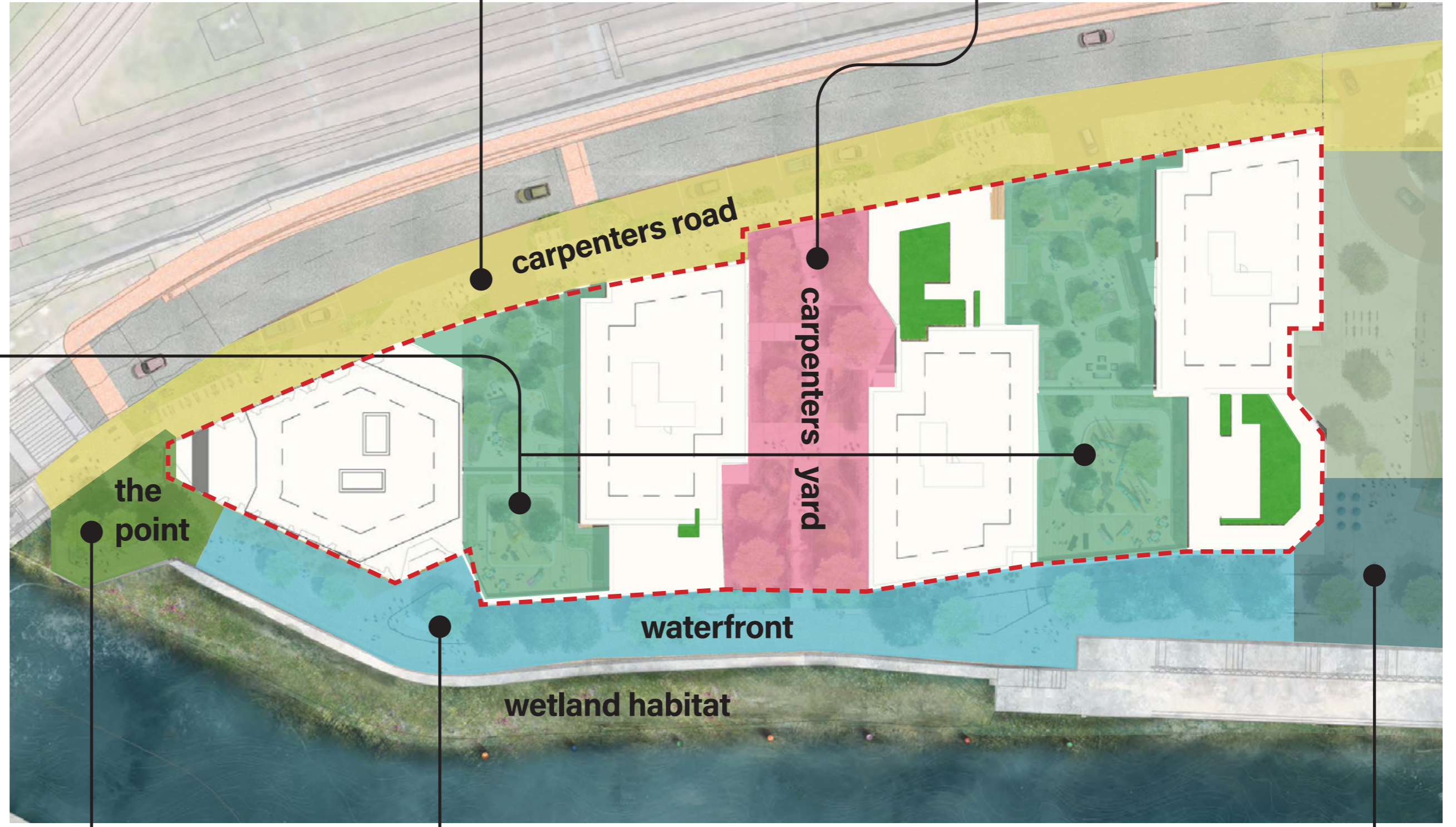
Carpenters Road will have numerous rain gardens for improved biodiversity and sustainable drainage alongside seating and short stay cycle stands.



Carpenters Yard will be an interactive green corridor encouraging exploration of nature all year round.



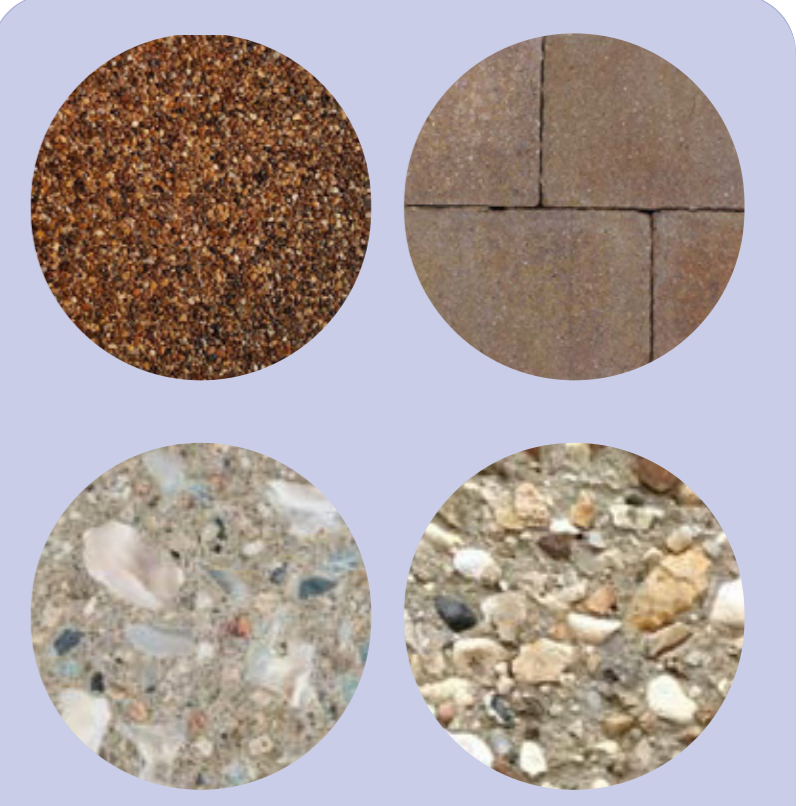
Residents' rooftop terraces and green roofs will add to the biodiversity on site



'The Point' - creates waterfront social space near to sheltered underfront and canopy



There will be a series of planted, playful and social moments along the waterfront as part of a lively new route, with seating stationed every 50m



Hard surfacing and paving materials have been chosen to blend in with surrounding areas such as the planned waterfront square outside the new V&A East



ballymore.

make:good

www.stratfordnewneighbourhoods.com

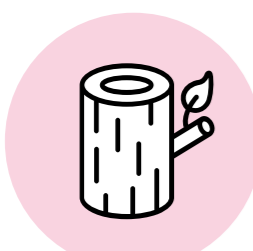
stratfordshowcase@make-good.com



7

stratford waterfront

incorporating your feedback: playfulness

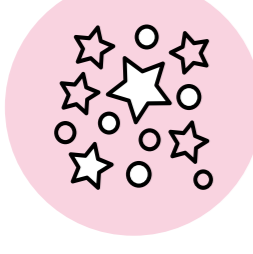


Natural play for younger children: small scale play features, focusing on natural materials so that it forms part of the landscape and planting.



Playable artwork/ street furniture: bringing in colour and creativity with features that can also be climbed on or interacted with by children.

What you told us:



Inviting features for young people: design features that signifying that people are welcome to stop, socialise and be playful within the public realm.



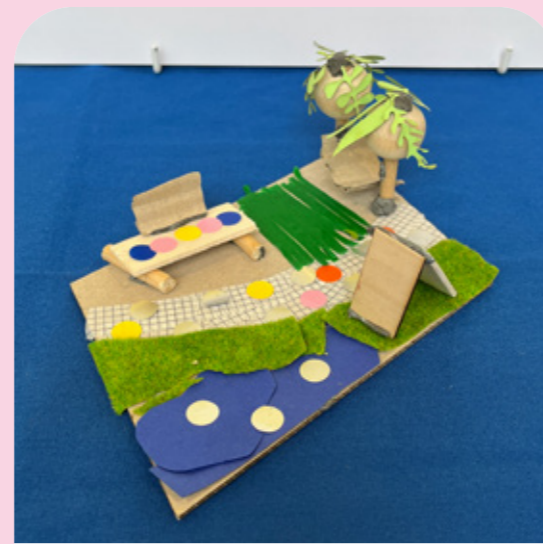
Indoor play: Opportunities to play inside or in semi sheltered spaces to accommodate play all year round would be welcomed.



Key ideas from local childrens' model making



Trees & planting



Playful seating



Paths & surfaces

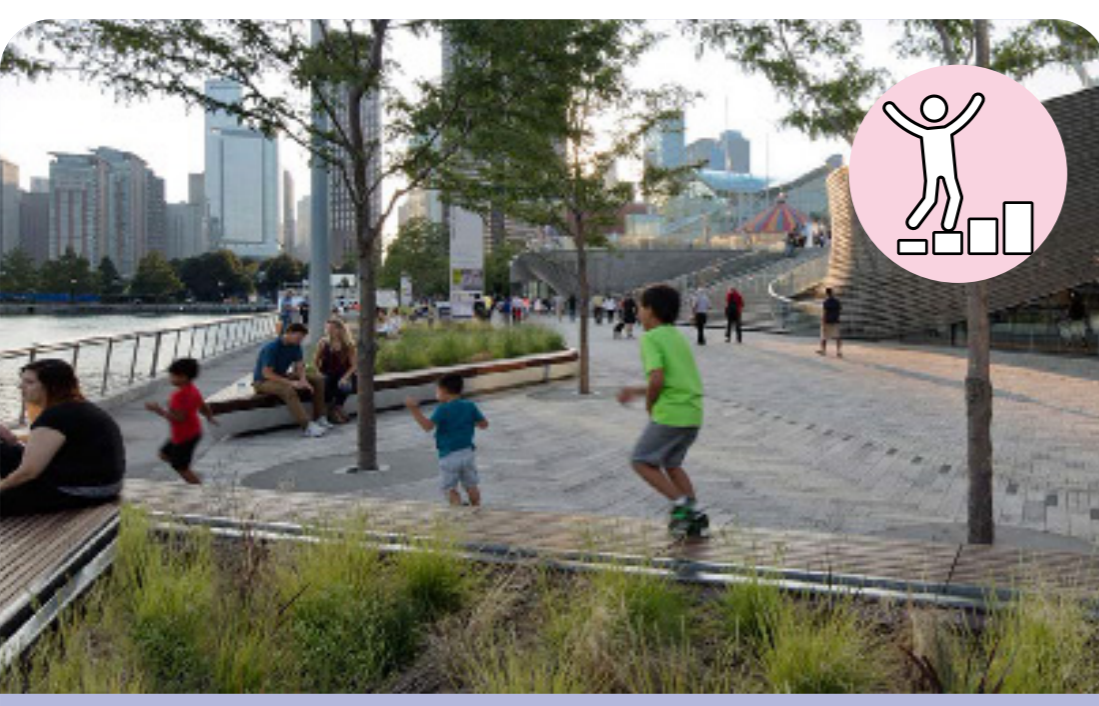


Things to climb



...and jump on

Our response



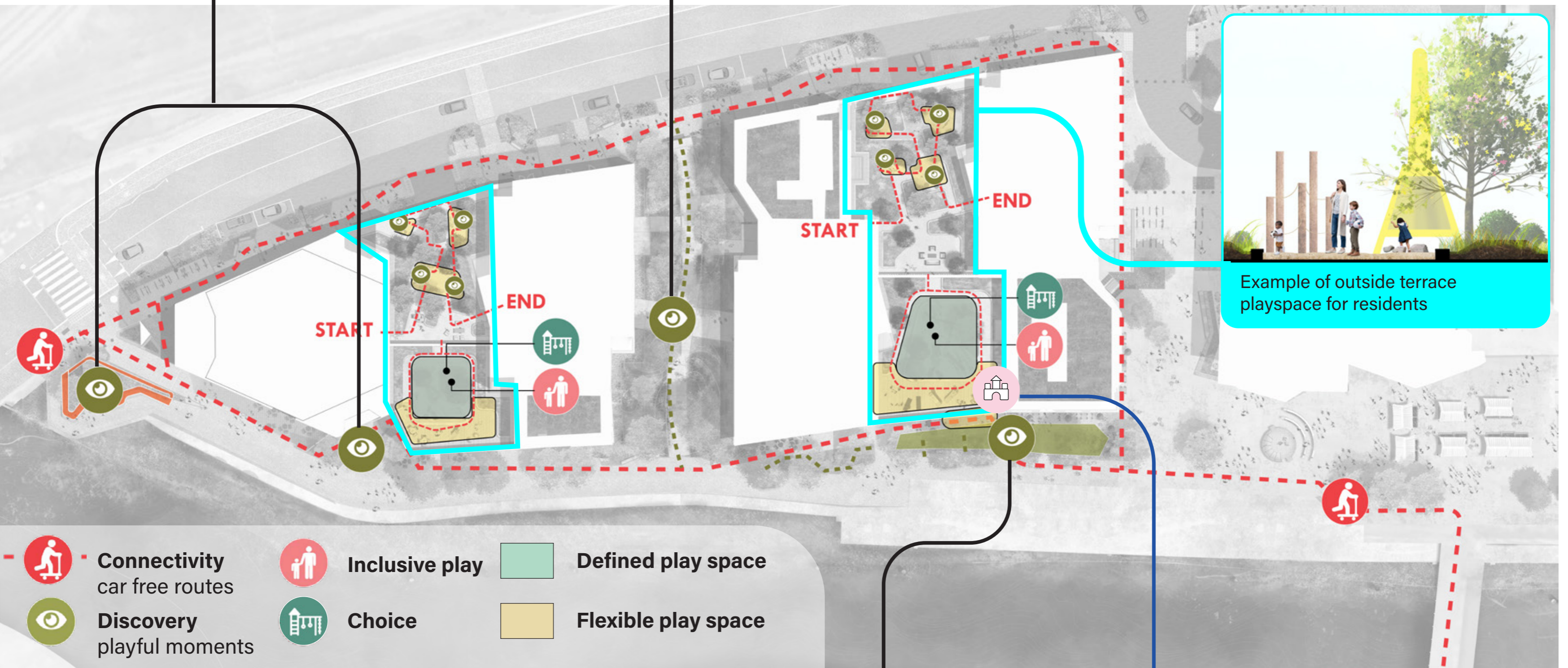
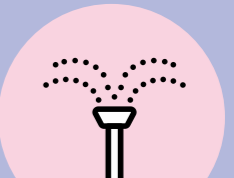
Social spaces and playable street furniture for all ages



Landscape to explore nature, and planting all year round

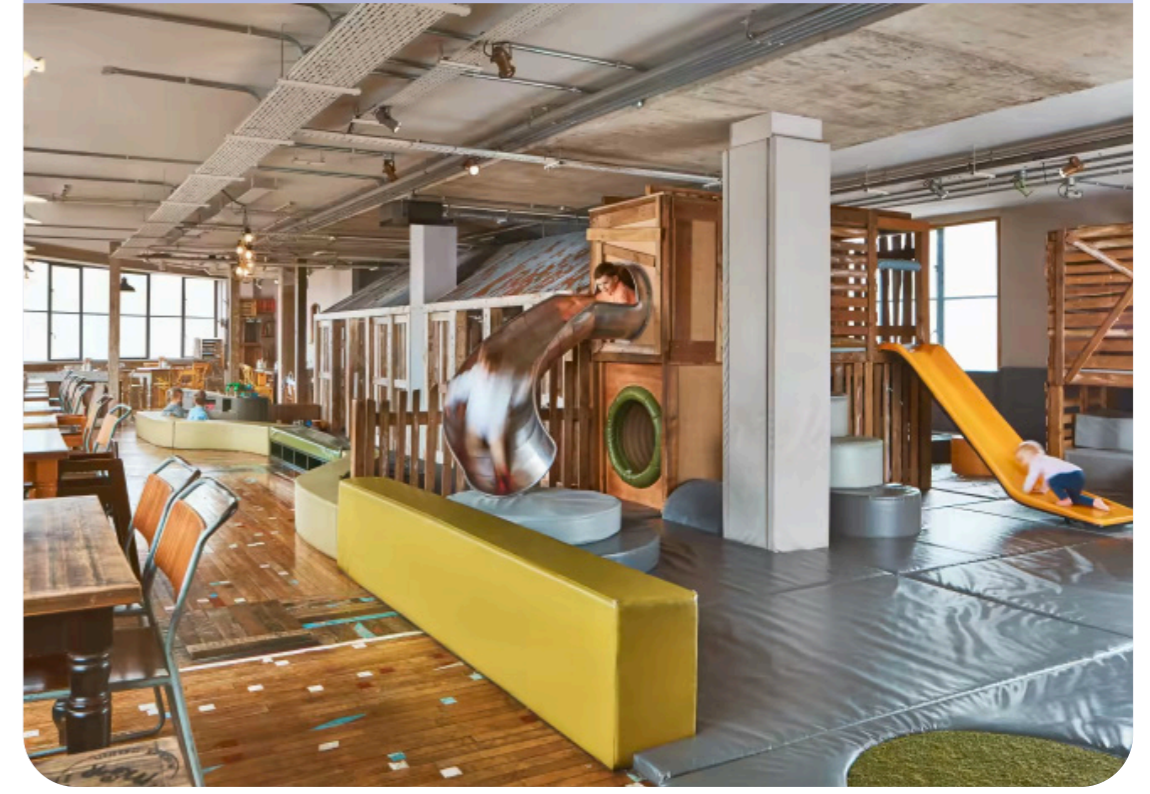
Playful provision in the wider context

Some of your suggestions such as hammocks, water play fountains, climbing walls and table tennis tables were not possible in this site but are available nearby in the Olympic park.



Natural playful moments along the waterfront with play paths to balance on, stepping logs to jump between and boulders to climb on.

Potential Public indoor play provision proposed at ground floor attached to a cafe.



ballymore.

make:good

www.stratfordnewneighbourhoods.com

stratfordshowcase@make-good.com



incorporating your feedback: shops, cafés and leisure provision



Support an independent offer: providing affordable space that encourages independent retail and cafés rather than big chains.



Showcase local creatives: provide opportunities for start-ups, micro businesses and/or the incoming student population to sell their work.

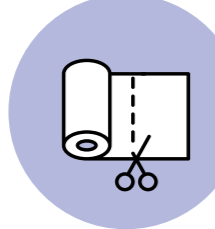
What you told us:



Space for indoor/ outdoor markets: utilising markets as a mechanism for local creatives to test and try out selling their work.



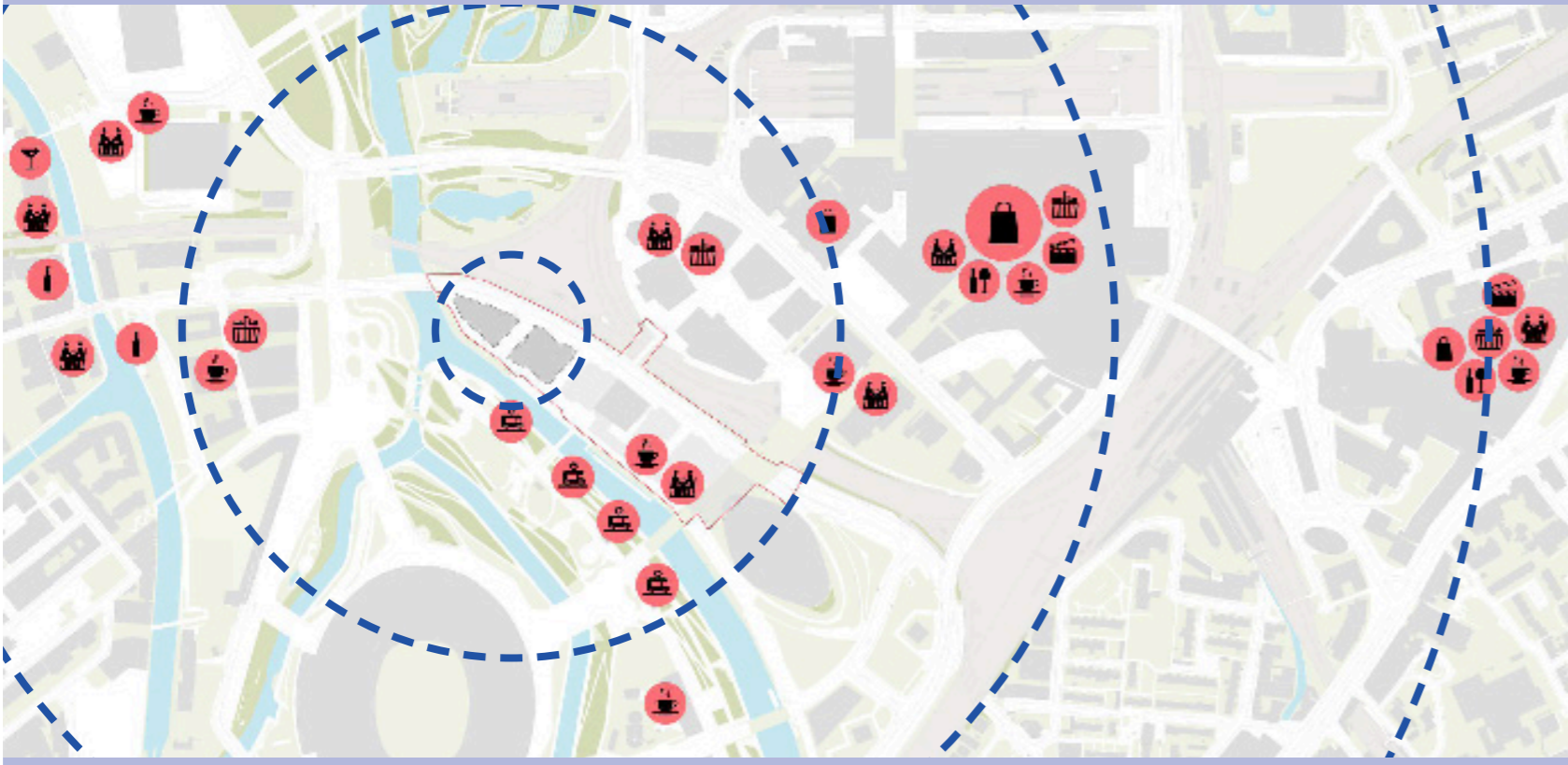
Everyday local needs: provision for buying groceries, fresh produce or everyday items.



Student priorities: Small grocery/convenience shops, affordable cafés, shops for course materials, and quiet green spaces.

Our response

Complementing the wider context

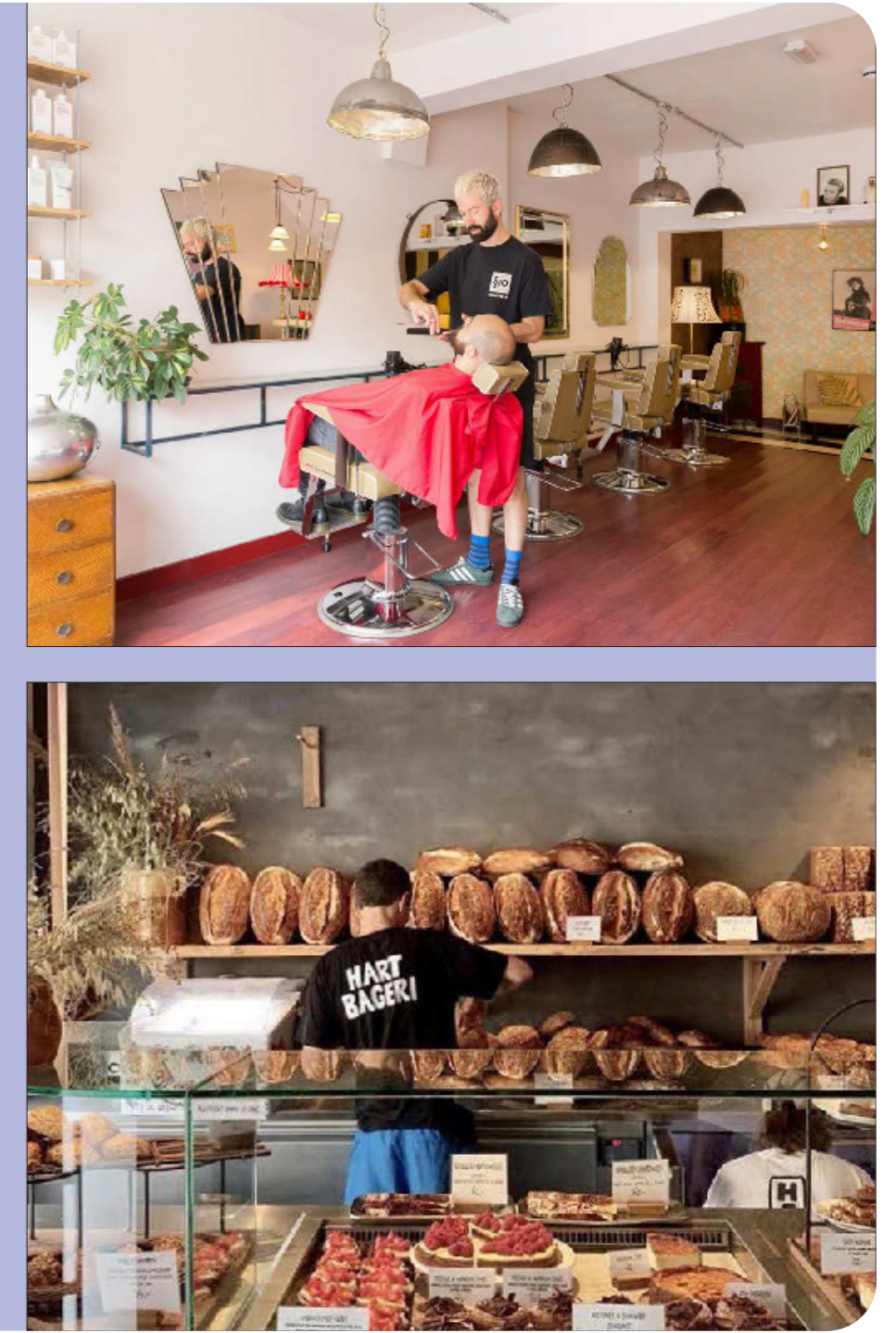


The Outline Planning Permission secures the principle of introducing up to 2,200sqm of retail/food & drink floorspace (Use Classes A1-A5) on the site. The proposed commercial units will deliver this provision, designed to complement the existing offer across Queen Elizabeth Olympic Park and Stratford itself.

Encouraging independent offers

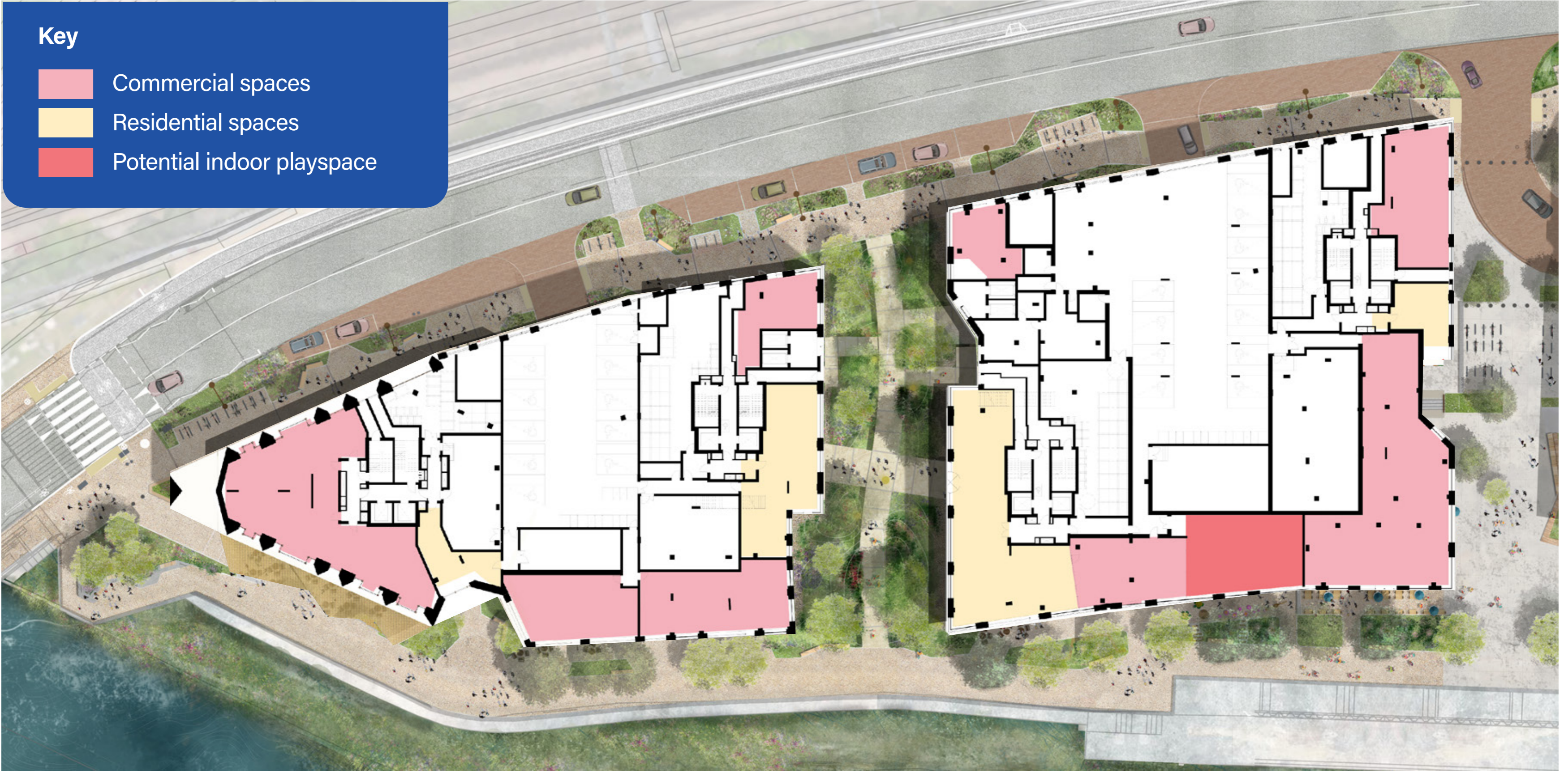
Responding to local feedback and retail advice we intend to support more independent offers to balance neighbouring larger brands.

We hope to attract local businesses and encourage provisions for everyday needs.



Key

- Commercial spaces
- Residential spaces
- Potential indoor playspace



Flexible and adaptable spaces to meet the needs of different users



Different sized units maximising usability and potential uptake

Working in harmony with East Bank provision:

Some of your suggestions such as space for outdoor markets, cultural activities or specific student provision will be met by plans for the East Bank cultural district.

