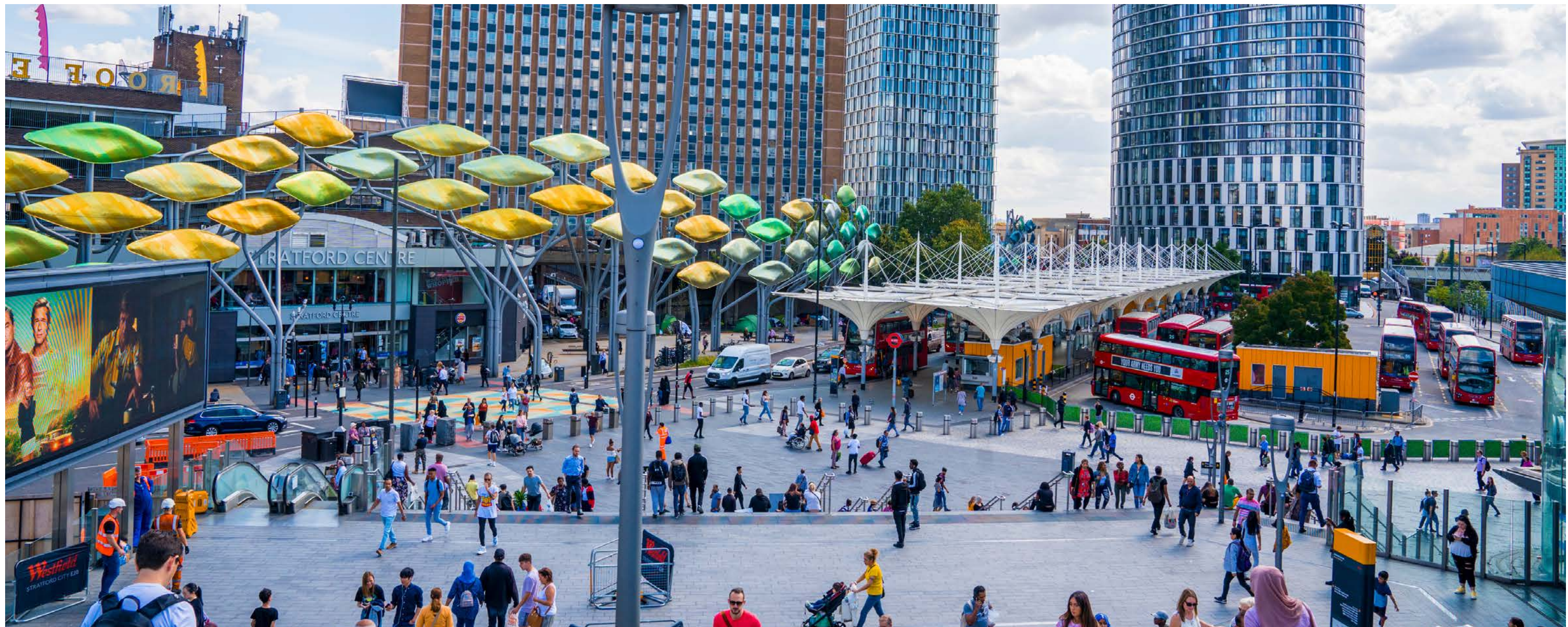


WE ARE NEWHAM. WE ARE ONE STRATFORD: WE ARE SHAPING OUR TOWN CENTRE



VISION & STRATEGY

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01

SHORT SUMMARY

1 SHORT SUMMARY / FOREWORD

Why We Need This Plan:

This is our strategy to create a better Stratford, one that works for people and planet. It is part of a wider ambition to build upon the last ten years of Olympic legacy, to evolve into a new district for London, which encompasses Queen Elizabeth Olympic Park, Carpenters Estate, Maryland, West Ham, Pudding Mill and Sugar House; We call this One Stratford. At the heart of One Stratford is Stratford Town Centre. It is where the areas which make up the district intersect, connecting them together and acting as the point of entry and daily hub for local people and visitors alike. It is recognised that the town centre needs to function better if we are to achieve our ambitions of a fairer, greener and globally significant district. This document sets out how we can do this from the point of the town centre.

This is not a masterplan, although it does include advice and ideas on how LB Newham and our partners can intervene to improve the five areas we have identified for action. It is also not a grand vision for redevelopment which will come with a high financial or environmental cost.

It is a playbook to help us work with the assets we have in the town centre (including Newham's existing residents and businesses) to create meaningful and appropriate change.

It focuses on five distinct areas which make up the town centre:

- **Stratford Island** – the area around the existing Stratford Shopping centre including the Cultural Cluster and Morgan House
- **The Broadway** – the main route through Stratford town centre from Morrisons to Stratford High Street
- **The Civic Hub** – the area around the Old Town Hall, including the Magistrates Court and Alice Billings House
- **The Innovation Quarter** – The area around Burford Road and Stratford High Street DLR, including Stratford Workshops
- **The Stratford Station** – The area around Stratford Station, including the bus station and links to Montfichet Road and Queen Elizabeth Olympic Park

This document provides the foundations and principles for action and new partnerships to enable a town centre which works better for people, whilst recognising the climate challenges and our responsibility to the planet. We, therefore, set the parameters which we will use to work with partners from the public and private sector to support the change we want to see.

Importantly, It has been developed with the involvement of local people over the

last 2 years, providing the foundation for opportunities to become more involved in the future.

1 SHORT SUMMARY / FOREWORD

Ten Big Ideas For Stratford Town Centre

This vision and strategy includes over 50 project ideas. To provide focus, we have identified 10 big ideas which we feel sum up our ambition for Stratford:

1. New spaces transforming grey to green, creating more space for people to meet, relax and enjoy
2. A revived Cultural Quarter which becomes a new focus for diversity and education
3. A commitment to reuse existing buildings such as Stratford Workshops, Morgan House, The Old Town Hall and The Magistrates Court to provide new workspaces and good quality jobs
4. A redesigned station, enabling Stratford to realise its potential as a regional, national and international interchange
5. New planning policy to better reflect the challenge of reducing carbon in the construction and operation of buildings, delivering our commitment to reach net zero by 2045
6. A reimagined Town Hall, proving spaces for participation, democracy and engagement, delivered in partnership with our communities
7. A new school, health centre, improved markets and community spaces, which reinforce Stratford's role as East London's 'capital'
8. New partnerships to link Stratford residents to the institutions of the Olympic Park, in particular East Bank and SHIFT
9. A commitment to reducing the dominance of cars in Stratford, removing outdated infrastructure and creating more spaces for pedestrians
10. Genuinely affordable housing to complement Carpenters Estate and to create a bigger, more diverse, stronger local community

Next Steps

We see this document as a milestone in an ongoing conversation about Stratford and its future. Some of the ideas are challenging and will mean that, we have to think differently to create the place and the impact we want to see.

We will start to scope, develop and ultimately deliver our priority actions as well as working with partners and landowners to support them to deliver against our ambitions for a fairer greener town centre.

02

STARTING POINT - ONE STRATFORD: OUR VISION FOR A BIGGER STRATFORD DISTRICT

2 STARTING POINT

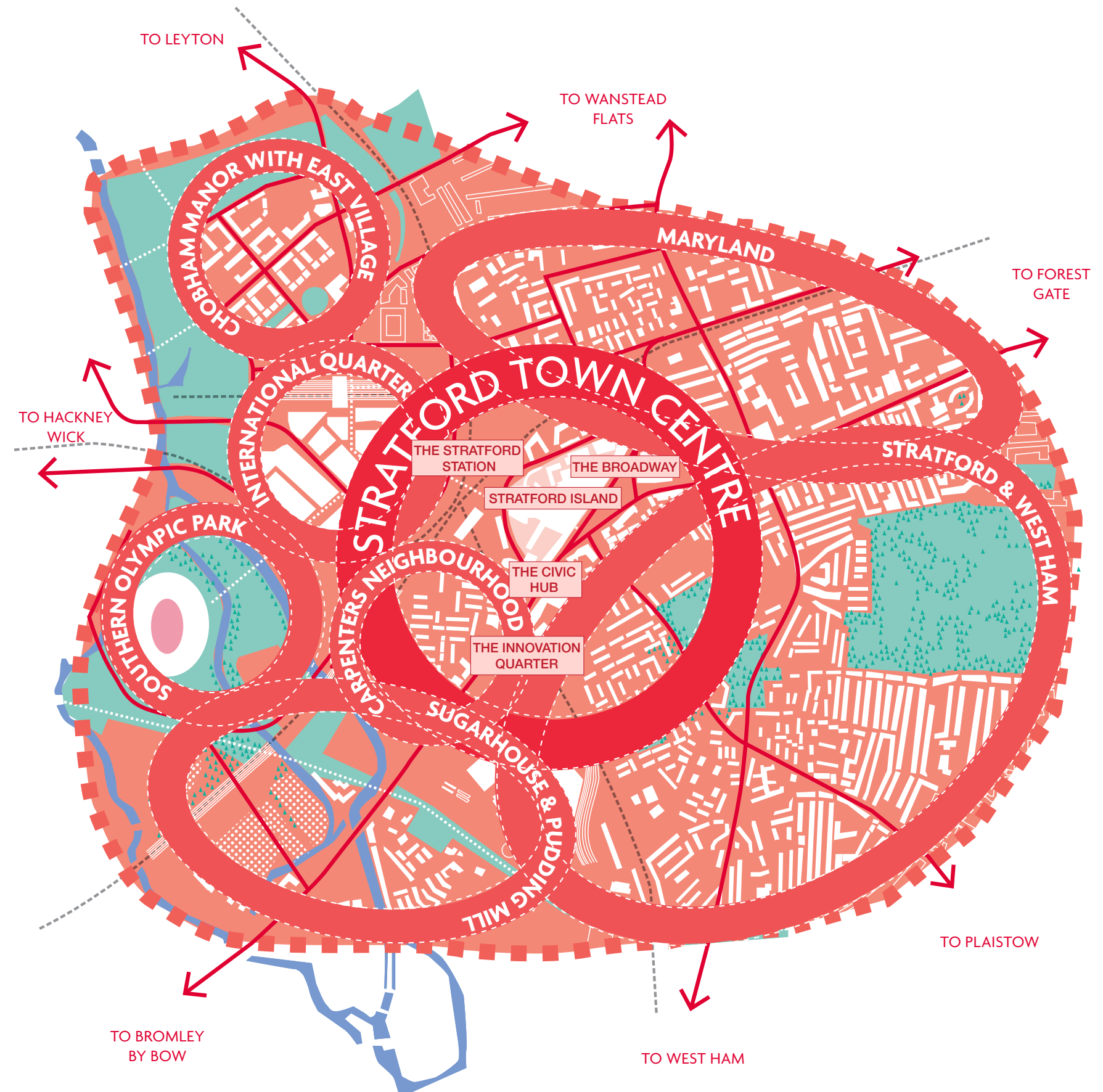
2.1 Our Ambition: One Stratford

Stratford Town Centre is at the heart of our wider ambition to create One Stratford.

Our aspiration is to create a globally significant district which continues the positive change of the last decade, whilst recognising the global and societal challenges we face. To do this we want to engage existing and new Newham residents in the evolution on their home, making Stratford the fairest, greenest and most exciting district in London.

We have defined One Stratford as an area of 11 distinct places stretching from Queen Elizabeth Olympic Park to the west and to West Ham Park in the east; from Pudding Mill in the south, to Maryland in the north. This is an area of diversity, opportunity, education, innovation unlike anywhere in London and we are excited to think about its future; Stratford Town Centre sits at its heart and is vital to stitch this area together and to make it work well.

Our vision for the One Stratford District is built around a focus on people and planet.



2 STARTING POINT

2.2 Our Ambition: One Stratford

A Place For Planet

We want One Stratford to be an exemplar green district.

In April 2019, LB Newham declared a climate emergency, committed us to achieving carbon neutrality by 2030 and net zero greenhouse gas emissions by 2050. It is no longer an aspiration to lower carbon emissions in Newham, it is a necessity.

We have set ambitious targets to reach carbon neutrality; this is a priority for the borough and must be a priority for Stratford. We will work to make sure every development and project contributes to our zero carbon ambitions, and Stratford becomes an example to London in the delivery of this.

We will think about how we can deliver carbon reduction at scale, considering new approaches to planning and finance; we will provide spaces for local residents to develop their own green projects; we will make walking and cycling easier; and we will reuse buildings and resources to minimise the impact we have on the environment.

This will involve fundamental choices about development, transport and the ecosystems we support in Stratford. This will need new systems, partnerships and behaviours, if we

are to play our part in addressing climate breakdown.

A Place For People

To be a fairer borough, we need Stratford to be a driver of equality, inclusion, and social innovation. We need to make sure local people gain more from rapid change in the area and can be healthy, happy and well. With 72% of Newham residents from non-white backgrounds and over 100 languages spoken in the borough, it is critical that Stratford reflects better this diversity.

We want to foster a greater sense of community amongst our citizens, better responding to the needs of all cultures, age groups and abilities. We will make sure that as Stratford evolves, we prioritise the spaces which people need to support good health and social connections and the infrastructure that can bring them together. We will protect what people value, but also ensure that where gaps exist, these are filled with new facilities and spaces to enable the town centre to be a stronger social heart for the borough.

Our conversations have told us that some local people, and young people specially, do not feel Stratford offers enough for them. They want greater accessibility to public space, a more pedestrian friendly environment, and a greater

sense of 'ownership' and pride in the place. We know that people want more shops, leisure and culture, but they need to be accessible and affordable given the challenges of the cost of living crisis. We will, therefore, put the health and experience of citizens, and young people in particular, front and centre in our plans for Stratford – it will be the benchmark for a place where people can be happy, healthy and well.

2 STARTING POINT

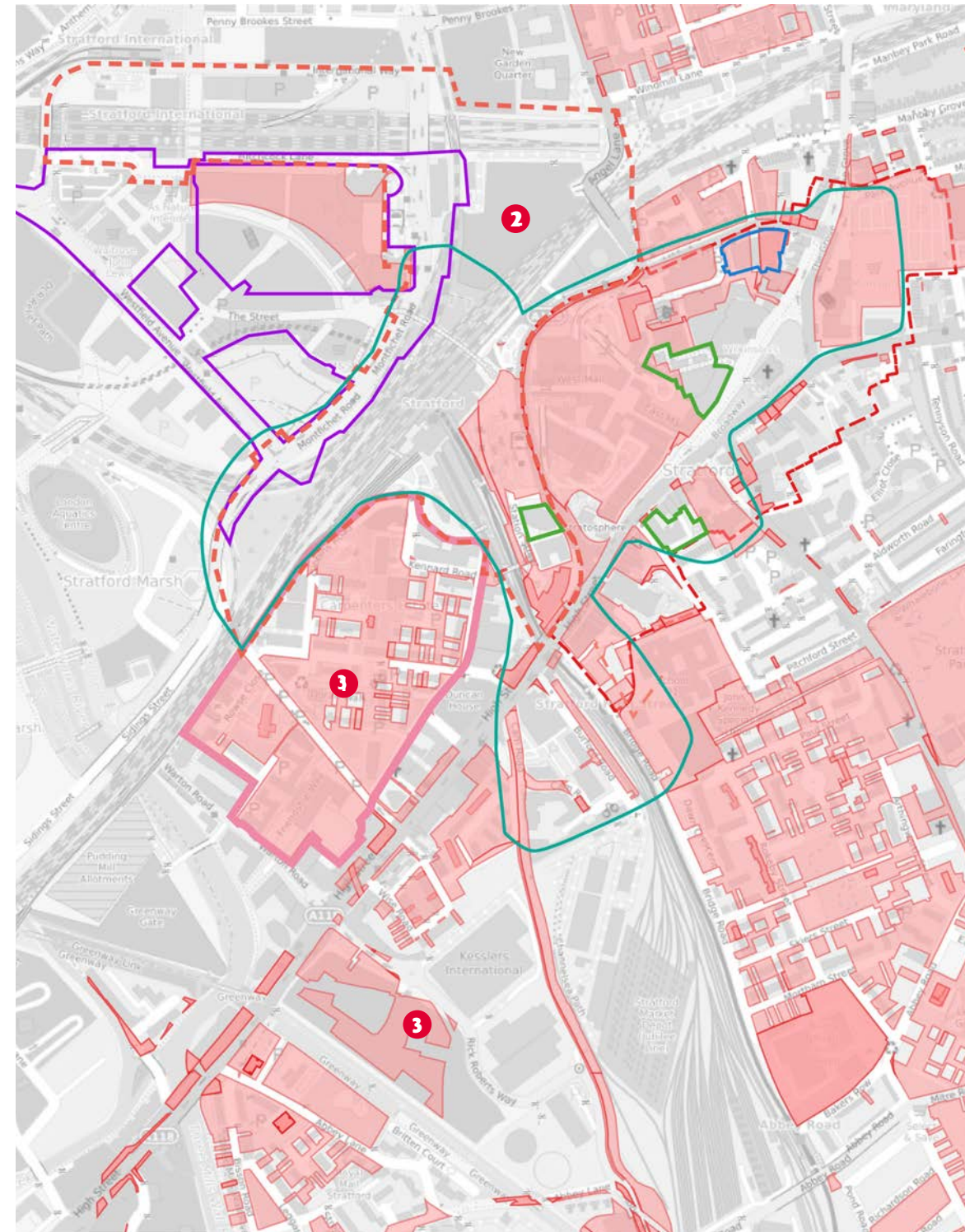
2.3 Our Ambition: One Stratford

The Role Of The Town Centre

Stratford Town Centre is the heart of One Stratford. It includes the area's most important historic and cultural buildings; it is the heart of daily life for tens of thousands of people, and it is a gateway to the rest of London (and beyond) for millions of east Londoners. The integration of Queen Elizabeth Olympic Park, new developments at Sugar House Lane, Pudding Mill and existing communities of Maryland and West Ham is dependent upon the town centre thriving as a connector of these great places, meaning a successful town centre will enrich the whole district.

We are well placed to act. LB Newham owns the freehold of over 40% of the land and buildings in the town centre, which provides an opportunity to better control what happens and when, making sure that local people are at the heart of these plans. The town centre is the heart of our plans for a better Stratford and this strategy sets out how we will deliver this.

Land Ownership



Ownership and development

Large parts of Stratford Town Centre and immediate neighbourhoods are within the ownership of LB Newham - providing the council with a distinct opportunity to shape the direction of change and development in the area.

There are several large-scale developments underway (in the planning process) that will have a major impact on the role and character of Stratford. This includes:

- 1 Carpenter's Estate
- 2 Madison Square Gardens
- 3 Rick Robert's Way

03

STRATFORD TOWN CENTRE:
FRAMEWORK FOR ACTION

3 STRATFORD TOWN CENTRE

3.1 Framework for Action

What This Document Is

This document follows on from our vision for Greater Stratford: globally significant; locally owned.

It should be considered in line with the new Local Plan for Newham which provides the policy on land use, development, infrastructure and resource use for the borough.

It provides a vision and strategy for the town centre specifically recognising its importance as the fulcrum for our ambitions to deliver a coherent, connected and exciting district.

We set out the principles to ensure all future development is aligned to our vision and look in detail at the five areas for focus which make up the town centre. In doing this, we identify new ideas, long term initiatives and projects that we can start to deliver straight away.

Who Should Use It And How?

The purpose of the document is to provide strategic guidance on the key aspects that will shape the town centre. It has been over a decade since this type of document has been produced and hence, with a new Local Plan, it is a good time to think about the principles which will support a better Stratford and town centre.

The Local Plan provides the strategic context

for land use and the policies of the council; this document provides the projects and ideas which (alongside the Local Plan) will help make Stratford distinct and impactful.

It provides clarity for landowners and developers responsible for shaping the current and future uses and development across Stratford. This includes departments across Newham Council but also other landowners across the town centre. It provides a single statement of vision and intent to provide coordination.

What Is The Council's Role And Commitment?

LB Newham has already identified Stratford as one its key priorities given its role as the largest town centre in the borough and meeting point for the boroughs diverse and ambitious population. It is also the place where we can most quickly and visibly change our story in terms of climate change and carbon use.

This plan will be used to coordinate investments and improvements for the next decade as well as forming the basis of how we use our land, influence and relationships to deliver against our objectives.

In doing this, the council takes the following practical positions:

Culture, Diversity and Representation

We will prioritise the delivery of cultural and community infrastructure which represents Newham's diverse communities, delivering genuine co-design in major developments

Transition to Net Zero

We will support development that does not compromise our net zero targets, encouraging retrofit ahead of demolition and redevelopment

Wellbeing

We will support development that delivers a measurable improvement in wellbeing of local people

Green Spaces

We will seek to address the deficit of small opens spaces in Stratford. We will create at least three new public spaces through the delivery of this strategy

Movement

We will prioritise walking and cycling reducing the amount of car-oriented infrastructure in the town centre

Employment

We will support development which delivers good employment at least London living wage

Tall Buildings

We will require tall buildings to be sympathetic to the current use of the town centre and to have a superior level of design to address their cumulative benefit, including embodied carbon and impact upon the existing public realm

Affordable Spaces for Business

We will support affordable workspace at appropriate locations, seeking to cluster provision, focussing on the diversity and interests of local people, and supporting them into secure rewarding work

Role And Expectations Of Partners

LB Newham cannot deliver these aspirations alone. We will need to work with landowners, businesses, charities and community organisations. We will seek to bring new organisations into Stratford where they can help us achieve the objectives of this strategy and our vision.

Alongside the core policies set out within the Local Plan, we will expect landowners and developers to demonstrate how they will contribute to our aims, particularly when this comes to tackling climate emergency and improving the daily wellbeing of local people.

3 STRATFORD TOWN CENTRE

3.2 Geography Of The Strategy

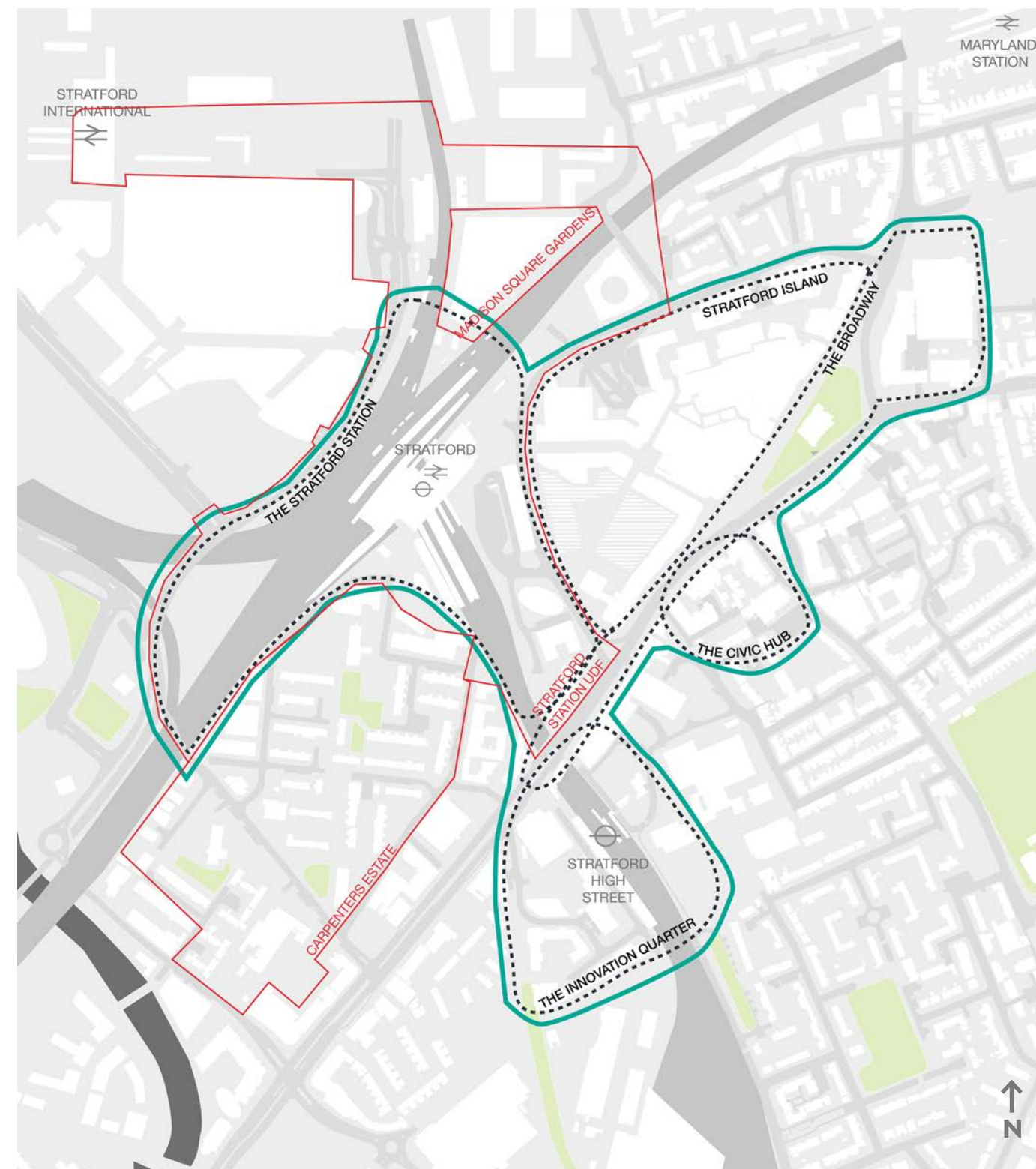
The Geography Of The Strategy

Stratford Town Centre is the heart of One Stratford. It is a rich and diverse mix of town centre uses, comprising different character areas:

- **Stratford Island** – the area around the existing Stratford Shopping centre including the Cultural Cluster and Morgan House
- **The Broadway** – the main route through Stratford town centre from Morrisons to Stratford High Street
- **The Civic Hub** – the area around the Old Town Hall, including the Magistrates Court and Alice Billings House
- **The Innovation Quarter** – The area around Burford Road and Stratford High Street DLR, including Stratford Workshops
- **The Stratford Station** – The area around Stratford Station, including the bus station and links to Montfichet Road and Queen Elizabeth Olympic Park

Key

- Significant adjacent developments
- - Indicative boundaries for town centre quarters
- Town centre boundary



3 STRATFORD TOWN CENTRE

3.3 Geography Of The Strategy

Our Aspirations For Each Is:

Stratford Island: strengthen the sense of place creating a stronger, more productive heart to the area, capturing and enhancing the vibrance and diversity of the shopping centre.

The Broadway: create a central spine that is inclusive and connects the adjacent communities and beyond, improving access to Stratford and its neighbourhoods

The Civic Hub: create a new civic and cultural hub for the borough, with a sense of ownership and pride for local people

The Innovation Quarter: create new accessible spaces for ideas, education and experimentation, nurturing and supporting new innovation, entrepreneurship and experimentation, following a long tradition of innovation around Stratford and the Lea Valley.

Stratford Station: Creating a hub of arrival and connection linking Stratford to the rest of London, the Southeast and potentially to Europe.

The five areas of change we have identified Stratford Island, Broadway, Civic Hub, Innovation Quarter and Station.

Our ambition and ideas for each area of focus is sub-divided into different areas of focus using following structure:

- Spatial concept: highlights the strengths of each area and outlines their role and character within the One Stratford district
- Delivering the vision: demonstrate the links between the proposals and the established vision for One Stratford
- Land use: provides guidance on predominant land use, distribution and clustering of key uses and activity nodes
- Movement and connectivity: provides guidance on pedestrian, cycle and vehicular movement and improvements to the network
- Open space and public realm: provides guidance on different scales and types of open spaces, their relationships and distribution
- Spatial interventions and Inspiration: summarises a list of development actions for each area



3 STRATFORD TOWN CENTRE

3.4 Responding to what we have been told

We want this strategy to continually evolve with the needs and aspirations of local people, with enhanced representation of our communities throughout the planning and delivery of the ideas and projects within this strategy.

We have been engaging over the last three years which has helped to shape this document. We are committed to continuing these discussions in the years ahead through our approach to co-production.

Approach to engagement 2020 - 2022

We have been engaging with key stakeholders and the communities of Stratford since March 2020, specifically looking at the future of the town centre. The various lockdowns prompted us to shift our engagement online, making it more far-reaching and engaging in some ways and less accessible in others.

We have engaged with stakeholders representing a wide range of agendas including: the changing role of retail within the town centre, opportunities for business, workspace and enterprise, bridging the gap with skills and training, aspirations and initiatives for younger generations.

This was followed by a pause in the project,

where the vision, changing context and priorities were reassessed in relation to emerging proposals for Stratford Station, Carpenter's Estate, Madison Square Gardens and a new Local Plan for Newham.

We re-initiated these discussions at the end of 2021 with a more focused engagement on the vision for One/Greater Stratford with the Mayor and key local officers - with a more comprehensive understanding of priorities regarding equity, inclusivity and sustainability.

These outline the key themes shaping the evolved vision for Stratford and the supporting spatial framework.

Testing the Vision December 2022 to ensure that our vision and approach meets the needs of local people, we undertook detailed engagement online and faced to face in December 2022.

The outcome of all of these discussions are set out in the Appendix.

How We Used This To Shape This Strategy

The engagement undertaken to support the development of this strategy is part of a conversation. We see this as a platform for giving local people a stronger voice in Stratford

and ultimately, providing more opportunities for local involvement.

Based on what we have been told so far, we have set out how we will deliver the following:

- 1. More Green Space** - We will make use of underused public spaces making better use of what is already there. We intend to deliver new public spaces next the Stratford Centre and around the station as well as vastly improving the environments on the Broadway and High Street
- 2. Links to the Queen Elizabeth Olympic Park** - We will vastly improve access to the park. As well as physical links, we will use this plan as a means of linking residents to the activities and opportunities that are happening on the park.
- 3. Addressing Climate Emergency** - We will deliver a plan aligned with the net zero ambitions of the council and residents. As well as green buildings, we will provide spaces for residents to more actively participate in a green borough
- 4. Local Involvement** - We will provide genuine opportunities for community engagement in delivery. We will provide practical opportunities for local residents to be involved in the delivery of projects promoted here.

- 5. More Accessible Places to Work** - We will increase the provision of workspace, Using council ownership and influence to build routes to participation in business, innovation and entrepreneurship
- 6. Culture that Represents Newham** - We will greater prominence for culture and civic activity, providing the spaces for our diverse local cultures to be more visibly represented in Stratford.

04

CROSS-CUTTING PRIORITIES:
PEOPLE AND PLANET

4 CROSS CUTTING PRIORITIES

4.1 Planet: A Green, Net Zero Town Centre

Newham Council has a plan with aims to achieve operational carbon zero by 2030, reduce emissions by 78% by 2035, and have net zero borough wide emissions by 2045. In order for our vision to align with this overarching ambition, a series of decisions must be made at a variety of scales.

Our strategy to reach net zero will need to evolve with new technology and innovation, encouraging new behaviours whilst being agile to the challenges of the crisis we face. Stratford has an active development pipeline and is the borough's busiest place, therefore we need to lead by example in terms of what will happen in the town centre.

What We Will Do

Practically, our plan for Stratford is that all new buildings should be designed and built to be Net Zero Carbon in operation. They should be ultra-low energy buildings, use low carbon heat, contribute to the generation of renewable energy on-site and be constructed with low levels of embodied carbon. This is an overarching policy.

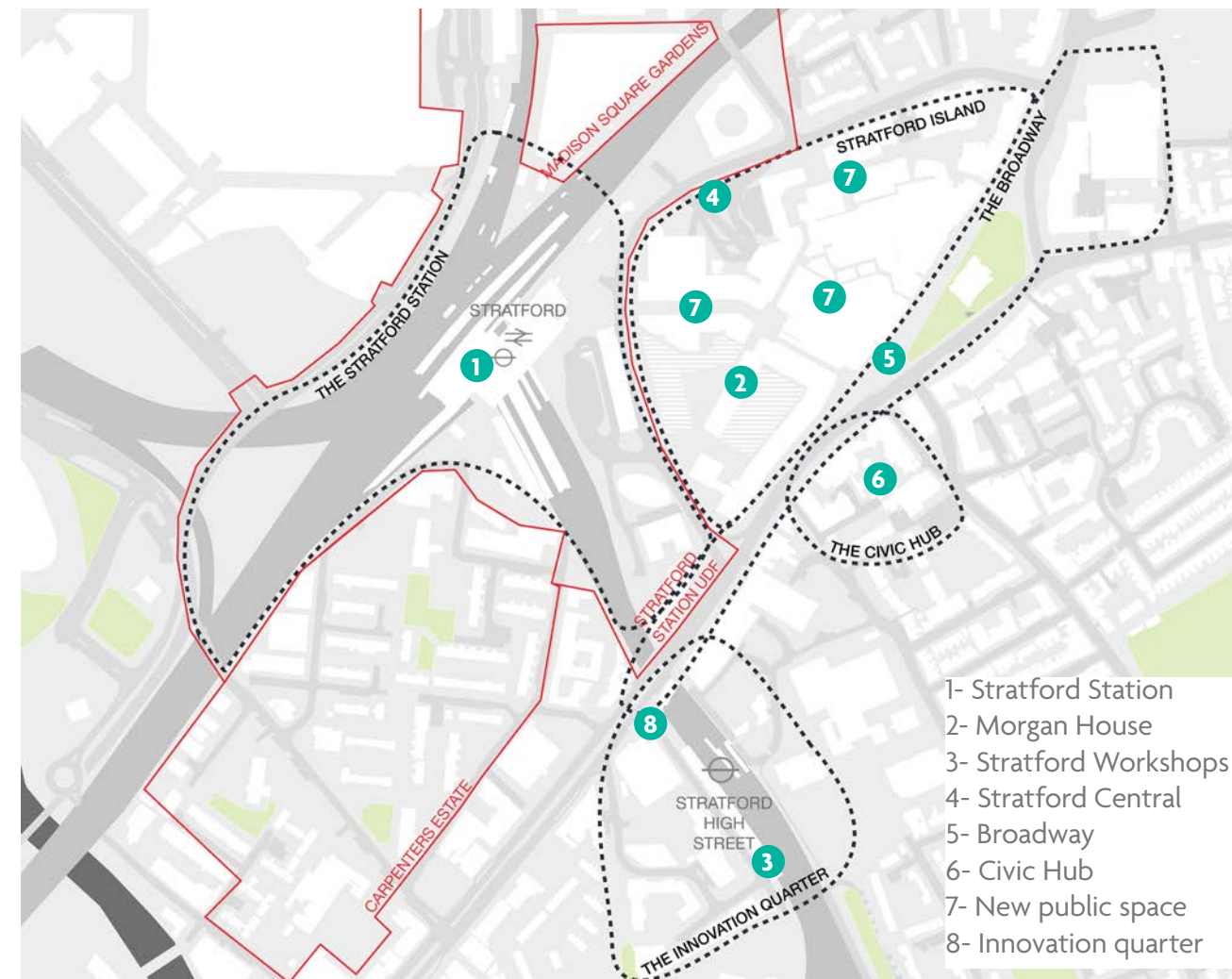
Where possible we will seek to reuse existing buildings, building upon our experience of refurbishing James Riley Point as part of our plans for the Carpenters Estate. We expect developers and landowners to work with us to achieve these standards, also ensuring

that the energy required to run new and refurbished buildings is small enough that it can be generated from renewable sources. We will create new policy to ensure this happens as part of our Local Plan.

In developing Stratford's evolution as an exemplar of green and low carbon practices, we will need to think beyond the buildings themselves. This will include how we use green spaces and create richer and more generous biodiversity in Stratford. We will seek to create new green spaces, which not only offer local people and visitors much needed space to relax and socialise, but also create new ecosystems which will practically help Stratford to function as a green location. In creating these spaces, we will also create opportunities for local people to learn and build their own capacity as participants in our net zero mission.

How We Will Do This

There are a number of specific opportunities that could be investigated and quantified in order to form a Net Zero Carbon roadmap, increased biodiversity and positive environmental activism. Given the complexity of this, we provide below a series of initiatives that would help to achieve our net zero carbon vision, sub-dividing them into five areas for action:



Empower & involve residents:

7

Extend life Cycles, Reusing what is already here:

2 3 6

Active travel and public transport:

1 4 5

Regeneration resources: promote renewable & non-toxic resources:

4 8 1

Waste as resource: ensure resources are not lost and cascade back into the system:

7 1 5

4 CROSS CUTTING PRIORITIES

4.2 Planet: A Green, Net Zero Town Centre

Empower and Involve Residents

Residents tell us that they want more green spaces, and they are concerned about the environment and the future of the planet. We therefore recognise the need to provide the spaces which enable local communities and businesses to better engage in the green transformation of the town centre and their own personal journey to net zero.

Creation of new accessible and inclusive green spaces will be accompanied by new partnerships and projects to enable practical engagement in circular economy activities and environmentally regenerative practices.

- **Stratford Island** – A focal point for stronger engagement in the future of the planet through the delivery of two significant public spaces.
- Civic Hub – Supporting dedicated spaces (inside and out) to enable greater democratic participation / involvement in vital issues, including the borough's response to the climate emergency

Extend life Cycles, Reusing What is Already Here

We want the evolution of Stratford to have the minimum environmental impact it can. In line with policies proposed within our new Local

Plan, we want new development to be net zero in its construction and operation. As part of this commitment, we need to reuse what is already in the town centre as well as making sure that all buildings in the town centre and the wider One Stratford District (including domestic) can be retrofit to become more efficient.

Alongside this we want to promote a sharing economy which provides spaces for reclaimed and reused goods to create a stronger aggregate position on the way we use the resources which already exist in Stratford.

- Stratford Island – Major reuse of buildings and materials, including Morgan House
- Innovation Quarter – Refurbishment of Stratford Workshops, achieving significant improvements in energy efficiency
- Civic Hub – Retrofit of Town Hall and Magistrates Court

Active Travel and Public Transport

Key to our ambition to create lower emission and better air quality is supporting less reliance on car travel through the promotion of walking cycling and public transport.

We will support the removal of out-of-date infrastructure which supports the pre-eminence of car travel and support major new investment in public transport and routes for

walking and cycling.

- Stratford Station – One of the most significant investments in public transport infrastructure in the UK, creating significant new capacity and potentially enabling additional international rail capacity. Reduction in car use on Great Eastern Road
- Stratford Island – Reduction in car focussed infrastructure alongside improvements to walking routes across the town centre
- Broadway – Improvements to walking and cycling infrastructure, enabling improved journeys through Stratford Town Centre.

Regenerative resources: promote renewable & non-toxic resources

The way we approach development and placemaking will need to change. Across the town centre and the One Stratford area we need to think about the way we create spaces and the role that these spaces play in the way the town centre works and evolves as a place.

This means thinking about new and existing ecosystems as contributors to the infrastructure of Stratford, generously supporting environment, health and wellbeing in the area. Practically this could include food production, water resilience, alternative energy production, circular economy and material reuse, but will give green infrastructure

the same sort of prominence as the built environment.

We will support and promote Thames Water's net zero water approach enabling new developments to pay a levy to be considered net neutral and to fund retrofit to enable water reuse into older buildings.

- Stratford Island - Greening across the centre quarter delivers enhanced natural ecosystems and biodiversity
- Innovation Quarter – Linking to SHIFT (Queen Elizabeth Olympic Park Inclusive Innovation District), support businesses to take an active role in developing solutions to develop innovative regenerative responses to the climate crisis.
- Stratford Station - The scale of development of the Stratford Station will provide opportunities to adopt the highest standards in use and reuse of resources.

Waste as resource: ensure resources are not lost and cascade back into the system

As we evolve and build a better town centre, we will need to build new systems which reduce waste and ensure that resources are saved and reused.

We want Stratford to be an exemplar for green construction. We have high expectations of our

4 CROSS CUTTING PRIORITIES

4.3 Planet: A Green, Net Zero Town Centre

developer partners and will champion and scale demonstrator projects of regional significance.

This could include ensuring that rain and wastewater is reused across all town centre sites, or facilities are provided for centralised composting of organic waste. This can be combined with the provision of new zero-waste facilities including restaurants and cafes. Again, this will require new partnerships, supporting new behaviours, particularly amongst businesses and building operators.

- Stratford Island – New public spaces will be designed to green currently grey spaces, enabling waste water reuse. Better waste systems for businesses in the quarter will enable more water to be reused and recycled
- Stratford Station – As a major new development, the Stratford Station will build on improved circular systems to support reuse of resources amongst residents and businesses located in the area
- Broadway – Broadway is home to a significant number of local small businesses. They will be supported to be involved in improved circular economy activities as Stratford evolves.

4 CROSS CUTTING PRIORITIES

4.4 People: A Place To Be Healthy And Well

After housing costs, almost half of Newham residents live in poverty; the current cost of living crisis threatens to significantly increase inequality, so we need to act now to ensure that residents can cope and ultimately thrive. This means designing in response to public health, economy and community into all of our plans.

Given Stratford's importance in the borough, getting this right in the town centre, will have a benefit that will stretch across the borough and East London.

What We Will Do

The Building a Fairer Newham plan, provides the strategic basis to help us do this. It helps us think about how we can use our focus on Stratford, to create a fairer, healthier and happier place. The borough has now developed specific strategies which provide guidance and consistency in the approach to delivering a better, healthier and happier Stratford, serving Newham as a whole.

This will involve broad thinking about what constitutes a good quality of life and a secure livelihood. Practically, it will involve delivery of existing strategies including those for health, culture, young people and housing.

Health and Wellbeing

The health of Newham residents sits at the heart of all our projects, particularly major projects like Stratford which will have an impact on hundreds of thousands of lives. Our Public Health Strategy, 50 Steps to a Healthier Borough, gives us a set of priorities which will help us do this in Stratford, principally:

- Enabling the best start in life for young people, enabling them to be healthy and ready for adult life
- Meeting the needs of those who are most vulnerable
- Providing continuity in health services, making these more available to local residents
- Creating healthy food environments
- Becoming a more active borough
- Supporting active travel and air quality
- Providing healthier housing and environments
- Tackling poverty

Involving Young People

Young people sit at the heart of everything Newham does. We are already seeking to deliver a network of Youth Zones (including in Stratford) as well as creating the spaces for young people to flourish and providing the platform for our young people to be more

active in the future of their places.

We have produced a Young People's- Charter, which commits the council to working better with and more effectively with younger residents. This includes, being more creative, celebrating diversity, being champions of change, prioritising the environment, creating a stronger relationship with the council, respecting privacy, and keeping them safe. These principles have been built into our vision for Stratford, with the inclusion of spaces to enable this to happen as well as processes which allow greater involvement in the future of the town centre. We want young people to be involved in design of these spaces and places and will help to facilitate this.

Enhancing Culture

Culture and cultural representation sit at the heart of our vision for a more inclusive and welcoming place. Our Cultural Strategy provides an impetus to nurture talent, provide a lifelong cultural offer and increase visibility of the arts.

Stratford is celebrated as a cultural centre where it is possible to celebrate the diverse communities of the borough, enabling them to be 'loud and proud'. There is recognition that there is unmet demand for affordable creative workspace and that the value of this is not always recognised. New management arrangements, which look at 'culture first'

spaces, alongside more proactive management arrangement are prominent within this document, with specific recommendations set out across the five quarters of the town centre.

Housing

Our Housing Delivery Strategy sets out the importance of housing and our aspiration that "residents should have access to homes fit for human habitation and housing that they can afford. They should be treated fairly as a private or social renter and tenant, with security and good quality homes that promote health and wellbeing".

This recognises the need to deliver more and higher quality homes which are accessible for all. We therefore need to think about this in every major strategy we promote within the borough. Alongside this, we will also need to think about the delivery of services across the town centre, ensuring that new housing is accompanied by health, community and cultural facilities. Getting this blend right will be vital in creating a stronger town centre in Stratford.

4 CROSS CUTTING PRIORITIES

4.5 People: A Place to be healthy and well

How We Will Do This

There are a number of specific opportunities where we can enable direct action to support a healthier, more inclusive Stratford. We have identified seven thematic areas where we will work with partners to deliver more culture and health facilities, more green spaces, places for young people and better employment opportunities. These will be delivered in a way which further enhances Stratford's role as a hub for Newham:

Culture and Representation

More diverse culture will be important in ensuring that Stratford is more representative of the diversity of our population in Newham. We will support the creation of new flexible cultural spaces which support more dynamic programming which celebrates our borough and becomes the spatial realisation of our Culture Strategy.

A reinvigorated Cultural Quarter, alongside new uses at the Civic Hub will complement the offer at Queen Elizabeth Olympic Park and West Ham Park, which will become more accessible and usable for residents. The number of new and existing cultural assets presents an opportunity to create a new cultural / art route from the Old Town Hall, to St Johns Church, to the Cultural Quarter, to Westfield, to Queen

Elizabeth Olympic Park.

- Stratford Island – The centre point of a new, diverse cultural offer in a more accessible and animated Cultural Quarter. In addition, we will support delivery of new community facilities in the heart of the area, providing support to local people from a prominent and accessible location.
- Civic Hub – Locally curated spaces within Stratford Town Hall, designed alongside local people to amplify the voice of under-represented groups and broader participation in democracy and the future of the area
- Broadway – More accommodating spaces where people can come together, meet and exchange. Recognising the important of informal spaces, which allow incidental conversations and chance meetings

Improved Social Spaces

Despite the presence of the Olympic Park, residents report that access to space to exercise, contemplation, socialising and relaxation is a problem, particularly for those without gardens. We therefore will invest in and encourage an increase in accessible green spaces for all. This will mean improved access to the Olympic Park and West Ham Park and creation of new smaller green space to dwell and enjoy.

Overall, the town centre should become greener and biodiverse, with a quality of environment which enhances the quality of life of each individual who uses it.

- Stratford Island – Provision of new productive green spaces as parks, cultural spaces and potential demonstrators of urban food production and community activism on climate change.
- Broadway - Appropriate greening and planting to enhance the biodiversity of the town centre, creating new links between the cultural hubs of the Town Hall, Cultural Cluster and St Johns Church
- Station Hub – Major new public spaces adjacent to the station and along with new green connections to Queen Elizabeth Olympic Park
- Civic Hub – Creation of a new civic square in front of Alice Billing House.

Safe and Empowering Spaces for Newham's Young People

Discussions with young people have shown us that they are concerned about safety and representation. We need to respond to by giving them a more prominent role in the evolution of the town centre and One Stratford as a whole. This means providing spaces that they can occupy and the agency to curate how these spaces evolve.

We again need to build the capacity of our partners to engage with young people's needs and ensure that their needs are considered in each development and intervention.

- Innovation Quarter – Creation of new workspaces targeted at the borough's young people alongside new enterprise and innovation partnership linking to SHIFT, the Queen Elizabeth Olympic Park Inclusive Innovation District
- Stratford Island – Further evolution of Newham's flagship Youth Zone, with enhanced involvement in the evolution and programming of the cultural hub, including development of pathways into screen and performance sectors
- Civic Hub - Young people prominently represented in the co-design process at Civic Hub with spaces for young people to meet and hang out built into the future uses for the town hall
- Broadway – Delivery of a new school building for London Academy of Excellence

Building Community Capacity

As important as the creation of great spaces is ensuring that the capacity exists within local communities to manage and use these spaces.

Our control over spaces means we can develop more effective letting strategies which give

4 CROSS CUTTING PRIORITIES

4.6 People: A Place to be healthy and well

community organisations the security to put down roots in Stratford in locations which are visible to the communities that they serve.

It will be important to building in the creation of peer networks and communities of interest across community spaces and organisations.

We want this to be dynamic, giving local people more prominence and involvement in the way Stratford evolves. This will require long term curation and participatory structures which provide better representation of communities from One Stratford and Newham as a whole.

- Civic Hub– Use the development and delivery of the strategy for the site to deliver enhanced community capacity
- Stratford Island – Embed local community organisations and deeper participatory activities into the strategy for underutilised spaces including Morgan House, car parks and service yards.
- Stratford Station – Space for local organisations is provided across the development, providing tangible links to Queen Elizabeth Olympic Park, though local business and service provision

Creating new and better jobs and opportunities

LB Newham has a long history of supporting residents to access employment opportunities in Stratford. As part of delivering this new vision for Stratford, we will look to create more high quality jobs with employers who share our values as we do about the number of new jobs created.

We can use our ownership and influence to make London Living Wage and better working conditions part of leases to encourage a new era of good work in Stratford. This will mean creating accessible spaces in the town centre which complement the evolution of larger business districts in other parts of One Stratford (International Quarters and East Bank).

We will overlay this with support we already provide via Our Newham Work, alongside specific programmes to link people to innovation and enterprise.

- Stratford Island - Capitalising upon unused capacity in Stratford providing a local complement to the evolution of new office quarters at International Quarter, Here East and East Bank. Specifically, bringing Morgan House back into use
- Innovation Quarter - Supporting over 500 jobs at and around Stratford Workshops, with further opportunities enabled through redevelopment of Carpenters Estate and

links to East Bank

- Civic Hub – New creative opportunities delivered alongside more visible presence for Our Newham Work employment support, as well as delivering new workspace in the Magistrates Court.

Supporting businesses to stay and adapt

Our ownership allows us to incentivise organisations which respond to local needs and support new models of business such as cooperatives and community business. We will consider how the spaces adapted and created through this process can accommodate locally focussed businesses which can support our aspiration to retain wealth in Newham.

We will ensure that spaces provide security of tenure for companies, offering businesses the opportunity to evolve in Stratford without the threat of being displaced. In doing this, we will also recognise the role that our businesses will play in our transition to net-zero. We will provide support for local companies to adapt their own operation to help us support our environmental goals.

- Innovation Quarter - Development of new business space alongside enhanced links to the Queen Elizabeth Olympic Park Inclusive Innovation District, supporting at least 50 new businesses to locate in the quarter

- Stratford Island – Reinststate 100,000sqft of workspace, through retrofit, alongside enhanced retail and cultural space
- Civic Hub– A regionally significant cluster of affordable artists workspace at Alice Billings House

Better, fairer housing

Stratford provides the capacity to deliver significant new housing and facilities, which can contribute to an increase in quality of life for thousands of Newham residents. We will ensure that this comes forward in a coherent way and in line with council policy of delivering 50% affordable homes.

We recognise that development will require some tall buildings, but we will ensure that this does not impact upon the quality of life or experience of those using the town centre. We will require exceptional design which responds to its context and carefully considers the impact upon the public realm and surrounding spaces.

We will plan and phase appropriately, ensuring that delivery of housing within town centre sites integrates with the redevelopment of Carpenters Estate to ensure the feeling of a single residential community is created.

- Stratford Island – Use residential spaces to

4 CROSS CUTTING PRIORITIES

4.7 People: A Place to be healthy and well

change the focus of uses on the site, making Stratford Island the heart of Stratford town centre as a more mixed neighbourhood

- Stratford Station – Support appropriate new housing development as part of the delivery of the new station.
- Civic Quarter - Support new housing to enable wider transformation, using publicly owned land to ensure that this directly meets Newham's needs in terms of tenure and type.
- Broadway – Enable significant new housing provision on the site of the current Morrisons site, as well as delivering major new health facilities in the heart of the town centre.

05

TOWN CENTRE
SPATIAL PRINCIPLES

5 TOWN CENTRE SPATIAL PRINCIPLES

5.1 Use Of The Town Centre

Stratford's strengths and identity comes largely from its diversity, with its multiple distinct clusters of uses that combine historic, cultural, educational and retail buildings. The town centre also has a largely local catchment, which adds additional resonance to its role in Newham specifically.

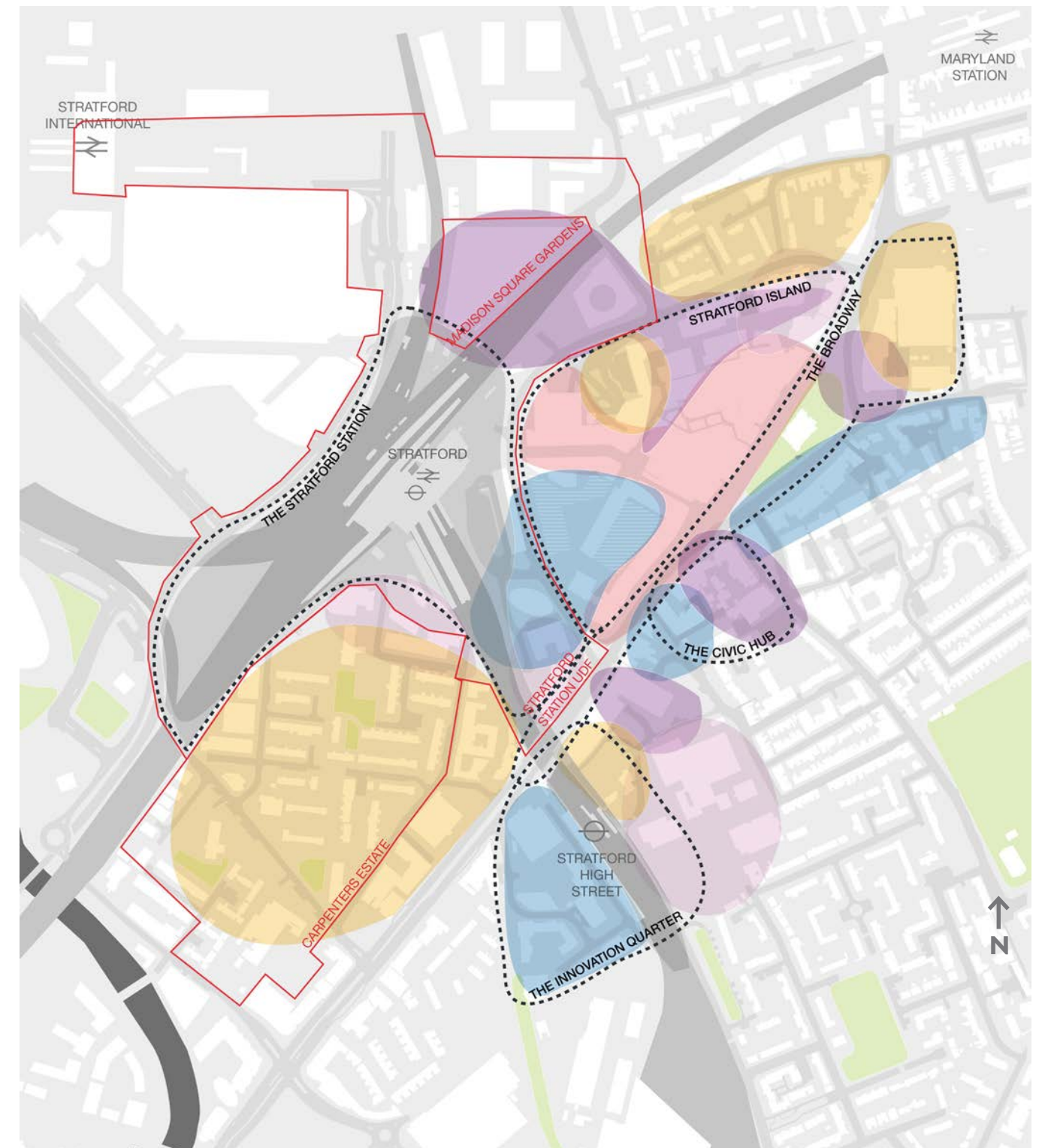
Its strength is also its key challenge, creating more, clearer hubs of visible activity is critical to the future of the town centre and the wider Stratford area.

Spatial Principles For Better Use Of The Site:

1. Strengthen existing clusters of different uses by providing new space at a variety of sizes including providing cultural, community, business, retail and service spaces, focussing on links to and the needs of local people
2. Ensure spaces are provided for greening, increased biodiversity and enhanced ecosystems within the town centre
3. Give adequate space for routes and journeys across the town centre, thinking about walking routes across the town centre
4. Give greater prominence to a more diverse range of cultural activities across multiple locations
5. Consolidate retail and service-led areas along the routes with highest footfall, distinguishing primary and secondary retail frontages:
6. Diversify Broadway as a mixed-use high street with new and improved employment space as well as civic and cultural uses (indoors and outside)
7. Focus on tight co-location of business, enterprise and innovation activity

Predominant use

■	Primary retail (incl. F&B, comparison and destination retail)	■	Civic and cultural uses
■	Secondary retail	■	Residential
■	Workspace	■	Transport
■	Education		



5 TOWN CENTRE SPATIAL PRINCIPLES

5.2 Open Space And Public Realm

Stratford Town centre has a mix of small courtyard spaces, particularly small ones such as those by the Bow Back River, Dane’s yard, and behind the Town Hall. Stratford town centre is also in close proximity of metropolitan parks such as Queen Elizabeth Olympic Park/ Lee Valley regional park and district parks such as Stratford Park and West Ham Park. There are spaces along the High Street and Broadway, as well as rooftop spaces and markets. Despite this, residents in the wider Stratford area have told us that they feel they don’t have good access to green spaces and recognise that this has an impact upon their quality of life.

We will work with the assets and spaces we already have to better link existing spaces together as well as improving the quality of public spaces and creating new ones to give town centre users access to spaces to dwell and socialise. We will recognise informal, but accessible grey spaces (such as the Car Park behind Stratford Theatre Royal) and make these greener and more usable. We will use the town centre to better link the West Ham and Stratford Parks to Queen Elizabeth Olympic Park and ensure that residents without access to private outdoor space have good links to these.

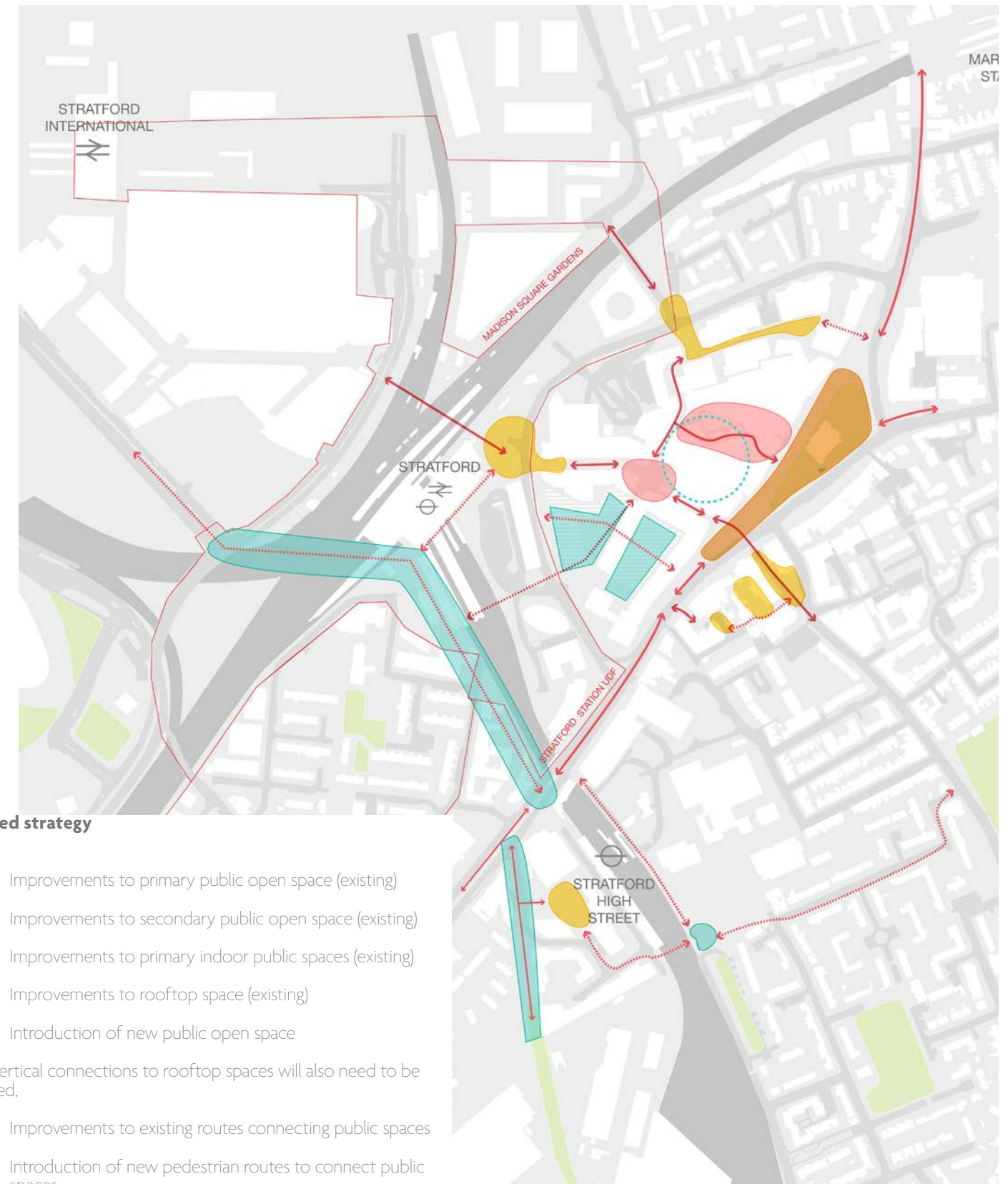
We recognise the role that better public spaces will play in enabling people to feel safe and secure in Stratford. We will build upon the work undertaken by LLDC on gender inclusive urban design and night-time safety (through the Night-time Economy SPD). Alongside spaces designed for and with young people, this is part of an aspiration to create more tailored public spaces which allow people space for rest and

contemplation in a busy urban centre.

Improving the public realm and increasing the provision of green spaces will contribute to health, social integration and cultural diversity. Given that many local residents do not have access to private gardens, improving access to new and existing green spaces, will be a fundamental part of enabling people to live healthy, happy and well.

Principles For Better Open Spaces:

1. Create a hierarchy of public open spaces that re-positions the Broadway as the heart of the town centre
2. Create a series of spaces focussed on wellbeing and relaxation which provide a welcoming experience into the town centre
3. Use green spaces to form the links which are needed to address the severance created by the town centre
4. Distinguish the threshold spaces to create recognisable routes into the town centre, each with their own character, responding to the routes they connect to
5. Improve setting of existing public spaces through active frontage, greening and open space programming
6. Improve streetscape of key routes into and through the town centre to create Healthy Streets, improve air quality and microclimate
7. Ensure planting mimics the ecological diversity of Queen Elizabeth Olympic Park and Lee Valley Regional Park, creating strong local ecosystems



5 TOWN CENTRE SPATIAL PRINCIPLES

5.3 Pedestrian Movement

The creation of new and accessible connections across the railway lines to the Olympic Park and connections to Carpenters Estate, West Ham and Maryland are critical to the long-term future of Stratford. The challenges of navigating and crossing the Broadway is critical to creating a more welcoming and usable space for residents. The town centre is the missing stitch in creating a more coherent district for Newham and London as a whole.









Better pedestrian routes will enhance the permeability of the area, connecting communities and encouraging less car usage. Currently, all routes converge at Stratford Island and the area around the shopping centre. Addressing this barrier and strategically rethinking the routes through this site will unlock large scale improvements across local and strategic connectivity. This will create healthier and more pleasant streets and enable better connections between communities.

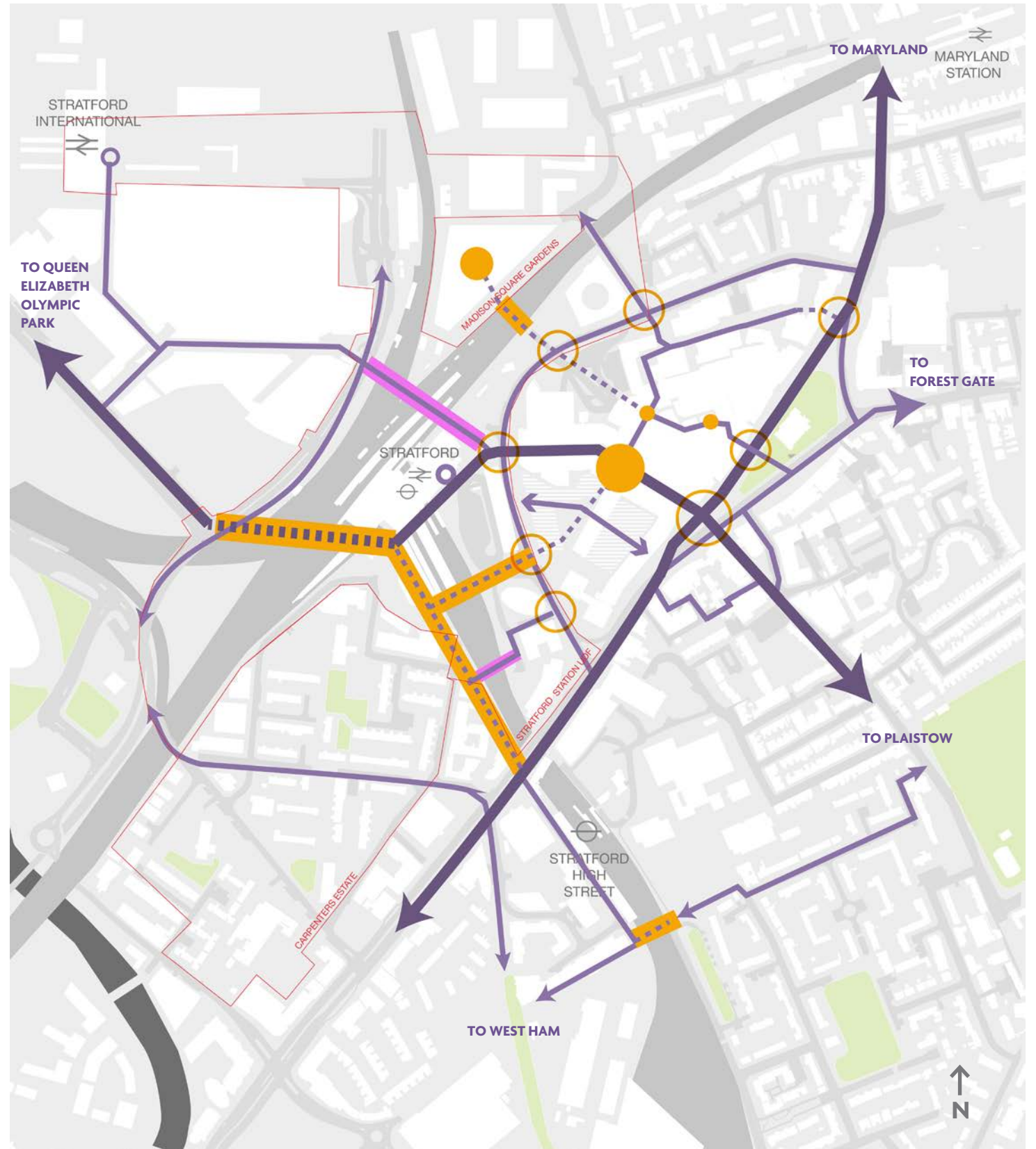
More specifically, overcoming the barrier created by the railway line is crucial to connecting local communities to the green spaces and institutions of the Olympic Park and local businesses to the opportunities presented by East Bank and the Inclusive Innovation District.

Principles For Pedestrian Movement:

1. Ensure that all residents can walk to a safe usable green space
2. Strengthen key east-west and north-south routes through the town centre through active programme and attractive public realm
3. Improve wayfinding and signage across the town centre in a way which is consistent with Queen Elizabeth Olympic Park
4. Better link residents to the green spaces, culture and spaces for social interaction
5. Extend existing route network to overcome infrastructure barriers
6. Create network of secondary routes to increase permeability of the town centre and unlock re-use of under-used spaces and development potential
7. Pilot some temporary and day long pedestrianisation to increase spatial capacity for events

Proposed strategy

-  Primary pedestrian route (along existing infrastructure)
-  Primary pedestrian route (requiring new infrastructure)
-  Secondary pedestrian route (along existing infrastructure)
-  Secondary pedestrian route (requiring new infrastructure)
-  Key pedestrian crossing
-  Existing bridge connection
-  Potential for new bridge connection
-  Key development sites within town centre



5 TOWN CENTRE SPATIAL PRINCIPLES

5.4 Cycle Movement







Stratford brings together strategic cycle connections across Newham and neighbouring boroughs. However, currently there is a detachment between the cycle connections to the south of the railway lines at Stratford Station and to the north. This severs potential connections to Queen Elizabeth Olympic Park for the residents and businesses of Stratford.

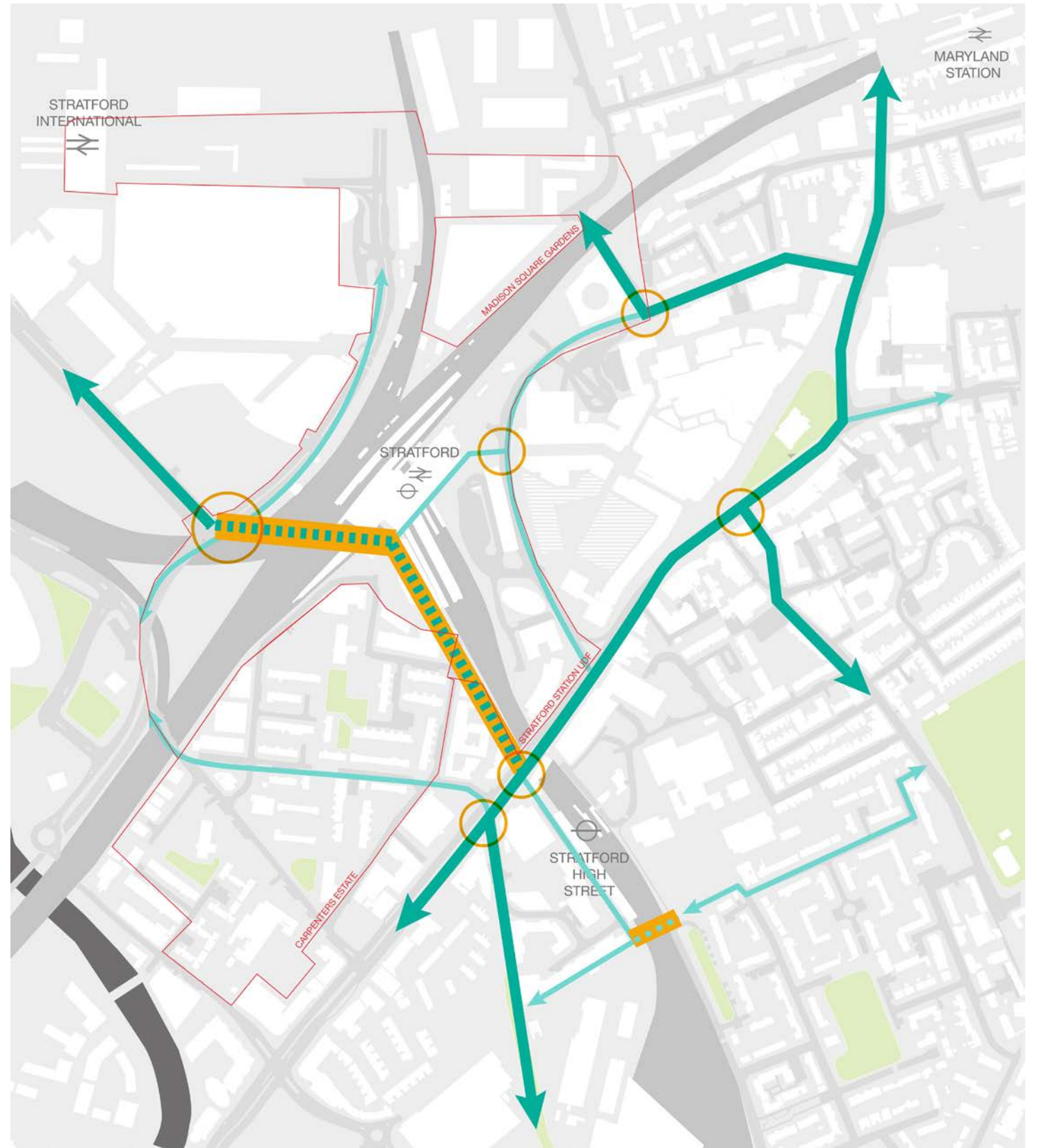
Cycle routes create accessibility to the local area, creating safe routes and promoting healthier commutes, both for the people and the planet; they also support the coherence of an area as large as Stratford. Enhancing the cycle network will ensure further locations within and through the town centre become closer to the local people and provide more opportunities for these spaces to thrive. This includes local businesses, but also public amenities such as Queen Elizabeth Olympic Park

Principles For Cycle Movement :

1. Strengthen and rationalise key east-west and north-south routes through the town centre through appropriate infrastructure, investing in new infrastructure where strategic connections can be substantially improved
2. Specifically connect the communities of West Ham and Maryland to the town centre and on to the Olympic Park
3. Extend existing route network to overcome infrastructure barriers, connecting into nearby routes at the periphery of the town centre
4. Continue to demarcate routes appropriate for cycling and providing safe interfaces with vehicle and pedestrian infrastructure

Proposed strategy

-  Primary cycle route (along existing infrastructure)
-  Primary cycle route (requiring new infrastructure)
-  Secondary cycle route (along existing infrastructure)
-  Key intersection with vehicle traffic
-  Potential for new bridge connection
-  Key development sites within town centre



5 TOWN CENTRE SPATIAL PRINCIPLES

5.5 Vehicular Movement

Stratford's connectivity, both locally and strategically is unique: it is one of the most connected areas of London.



The gyratory around Stratford Island is a key connector for strategic routes connecting Central, East and North London. The interconnectivity of the routes coming into the gyratory therefore remains a priority for strategic connectivity- however, the dominance of traffic through the town centre severs the different assets from each other and contributes to the borough having the highest rate excess deaths from poor air quality in London.

Aligned with the prioritisation of active travel movement, we are looking at opportunities to reduce vehicular traffic and how to give back some of that space back to the public. In addition, a transition towards electric vehicles will contribute to reduce carbon emissions, air pollution and create healthier streets.



Principles For Vehicular Movement:

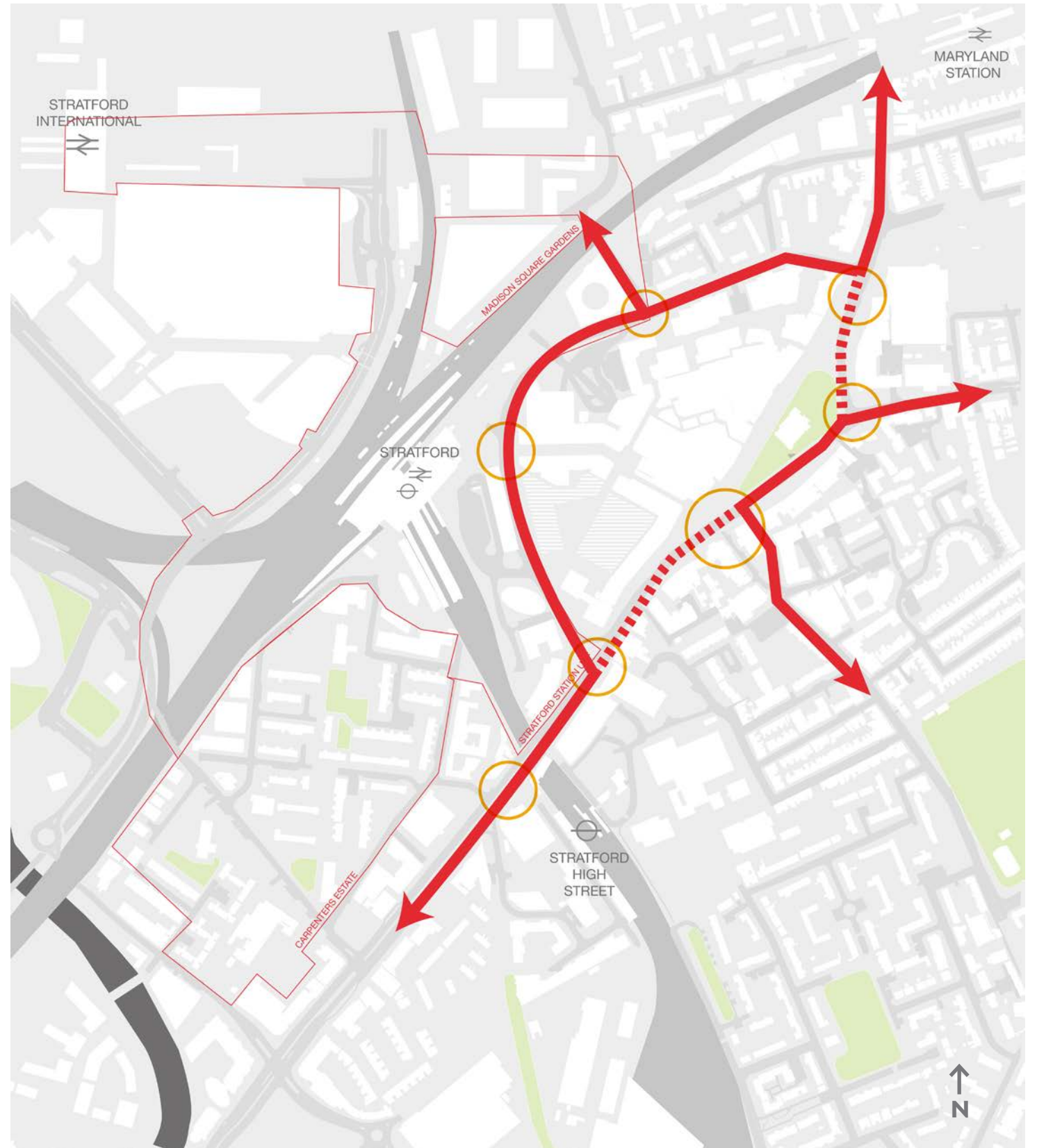
1. Explore opportunities for removal of traffic, with consideration for strategic connectivity
2. Consolidate vehicle infrastructure where possible, ensuring a regular review of demand and capacity
3. Include infrastructure for electrical vehicles such as charging points
4. Reduce residual and under used parking

Proposed strategy

-  Primary vehicle route
-  Potential for temporary closures

Note: These will need to be informed by discussions with TfL and LBN Highways, ensuring that impact on traffic movement through Stratford is minimised.

-  Key intersections with pedestrian and cycle movement
-  Key development sites within town centre



5 TOWN CENTRE SPATIAL PRINCIPLES

5.6 Spaces For Work

Stratford is an important centre for business and work. We recognise that there needs to be evolving provision of flexible and accessible workspace to support both local businesses and newcomers to the area. This needs to be distinct from the offer on Queen Elizabeth Olympic Park, offering easily accessible spaces with flexible leasing arrangements which can work for micro businesses and start-ups who might be constrained by more formal arrangements.

Stratford Town Centre already has significant existing office space capable of meeting the future demand in the area. This space is under used and often out of date, in need of significant investment to be made fit for purpose and more energy efficient. With much of this space in the freehold of the council, there is an opportunity to act.

Given Stratford's accessibility and importance as a service centre, it will be important that the council and its partners consider the potential of clustering activities in the town centre. The same applies to civil society organisations who can benefit from co-location in such a prominent and well connected location.

We recognise that the way people work is changing and this will impact upon the nature of the spaces we support. We also

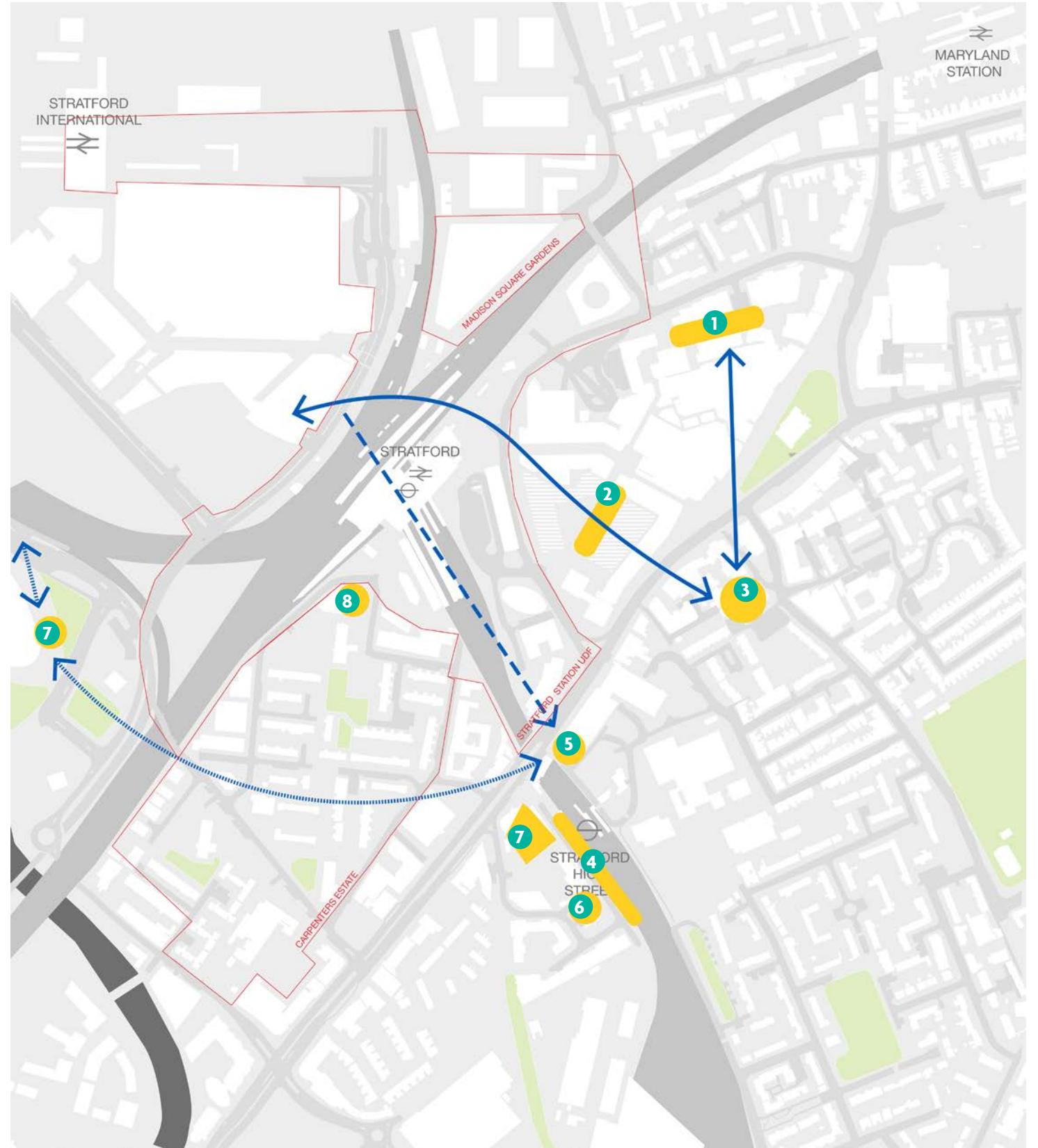
recognise that building upon existing business partnerships will be critical alongside the provision of new and improved spaces. It is therefore important that new partnerships are established to link businesses together and to support links to the opportunities and institutions in Queen Elizabeth Olympic Park.

Principles For Better Spaces For Work

1. Enhance existing workspaces to improve the efficiency and productivity of current stock
2. Curate the provision of affordable and flexible spaces to meet local demand at a price which does not prevent local people renting it
3. Ensure that affordable and free spaces exist to support local people looking to test new ideas
4. Build softer business networks, linking to activities and institutions in Queen Elizabeth Olympic Park, including SHIFT (Inclusive Innovation District)

Proposed strategy

- | | | | |
|---|----------------------------------|---|-----------------|
| 1 | Small Studio space | ↔ | Culture link |
| 2 | SME + Affordable and start up | ↔ | Enterprise link |
| 3 | SME + Artist and start up | ↔ | Innovation link |
| 4 | Innovation and SME | | |
| 5 | Affordable | | |
| 6 | Managed | | |
| 7 | Light industrial and maker space | | |
| 8 | Building + Crafts College | | |



06

AREAS FOR ACTION

Area for Action 1:

Stratford Island - Central Quarter & Stratford Centre



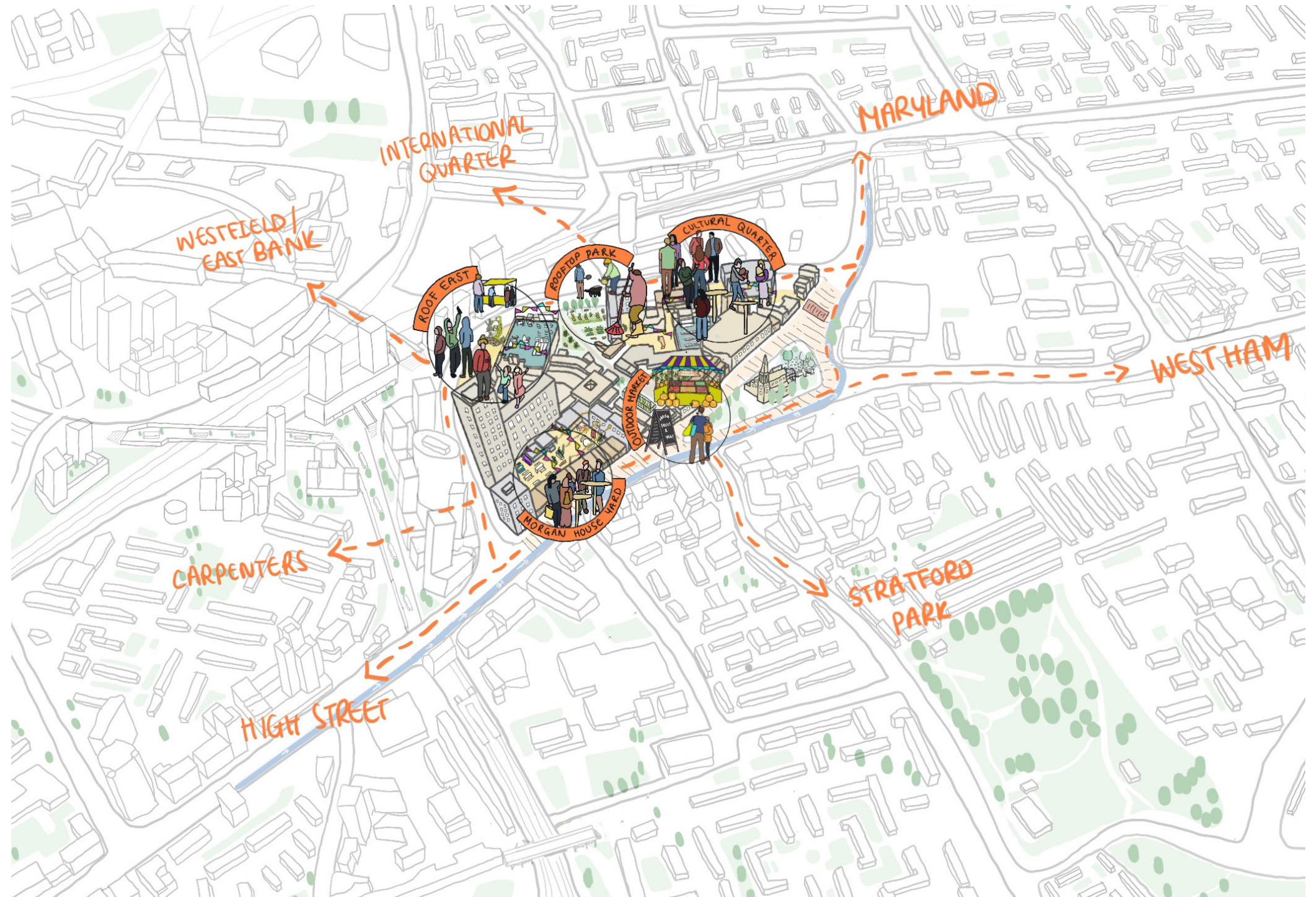
6 AREAS FOR ACTION

6.1 Stratford Island: Cultural Quarter & Stratford Centre

Stratford Island includes some of the most important locations and assets in Stratford Town Centre and One Stratford.

Stratford (Shopping) Centre is the heart of the area, reflecting the diversity of our population and providing important goods and services for our residents. Stratford Island should be the place where Newham residents come together to socialise, to enjoy the shopping experience, to eat good food and to celebrate. Currently, it does not have the spaces to do this well; it is inefficiently used and represents a significant missed opportunity for the town centre and East London as whole. It is largely the same as it has been since the 1970's and needs to change significantly if it is to help drive greater wellbeing and a sense of belonging in Stratford.

Used well, Stratford Island has the capacity to accommodate lots of the ingredients we need for a successful Stratford, including more greenspace, culture, workspace and affordable housing. To deliver this, we will need to consider holistically, the planning of the site, removing old infrastructure and reusing what we can. Unlike many opportunities of this scale, the ownership of land and buildings is relatively simple, meaning LB Newham can work with a focussed coalition of partners to support one of the most exciting opportunities in London.



6 AREAS FOR ACTION

6.1 Stratford Island: Cultural Quarter & Stratford Centre

6.11 Ambition

Ambition

We want Stratford Island to be the heart of our wider One Stratford district and a hub which represents the diversity, excitement and enthusiasm of Newham.

We want to take a grey space and make it green, creating a new civic square as well as new outdoor spaces for culture, growing and socialising. Improving public space will enable our Cultural Cluster to become a hub for the whole of east London, whilst the reopening of Morgan House will provide space for business, education and training. We will deliver spaces for communities, whilst the removal of 50 year old infrastructure will create the spaces for more affordable housing.

To support our ambition, we have established the following principles.

- 1. We want to enable an increase in the amount of accessible green space at ground level**
- 2. We want to bring Morgan House back into use creating 100,000sqft of flexible, accessible and affordable workspace**
- 3. We want to reduce car parking and supporting infrastructure to provide space for additional affordable housing.**
- 4. We want to support the evolution of the**

shopping centre as a hub for local people, with no disruption to its operation

- 5. We want to improve and relaunch the Cultural Quarter as a regionally significant hub for cultural production, providing spaces for film and screen sector, rehearsal space and space for artists.**
- 6. We want to create new walking routes and green spaces across the site, from Stratford Station to Broadway**

6 AREAS FOR ACTION

6.1 Stratford Island: Cultural Quarter & Stratford Centre

6.12 Use of Site

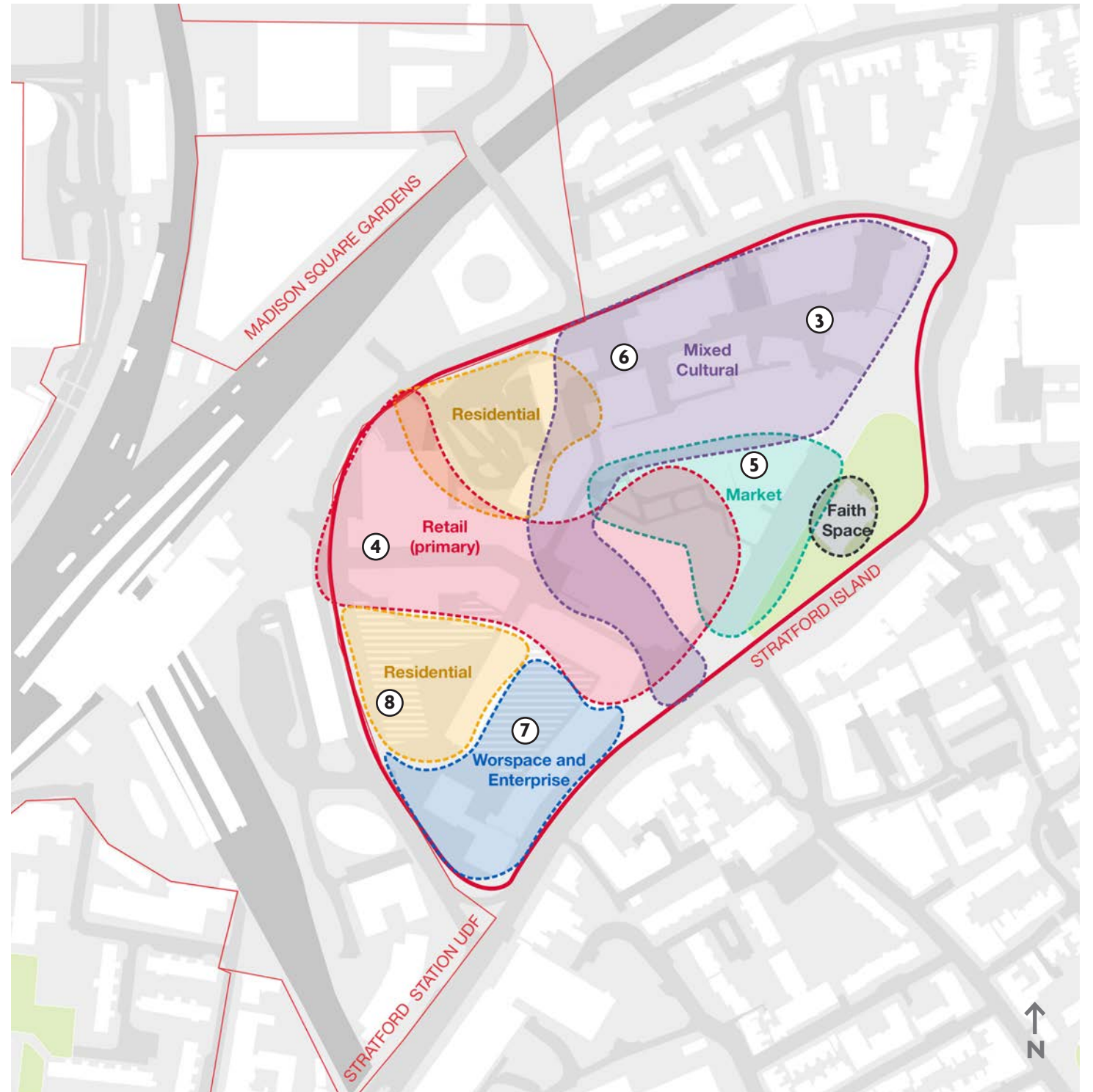
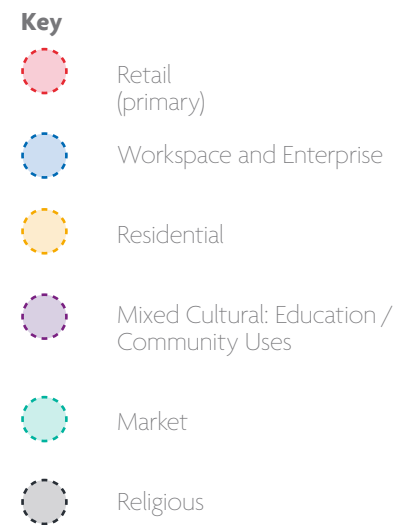
Spatial Principles For Better Use Of The Site

The great potential of Stratford Island lies in the variety of uses that have developed here in close proximity to each other, attracting people from all walks of life, from Stratford, Newham and across the city. Development interventions must preserve and add to this mix of uses, providing clarity and a hierarchy to how they are distributed spatially.

To create a more exciting, productive and connected space, we have identified the following principles to guide how we use space at Stratford Island

1. Create more green open spaces on the site
2. Improve routes between Great Eastern Road and Broadway and between Morgan House and the Cultural Quarter
3. Consolidate the Cultural Quarter to include education and community uses
4. Concentrate retail uses along the primary route through the Island Site where footfall is highest.
5. Expand and open up the indoor market, connecting it to the outdoor market on Broadway and creating a critical mass for the market to become a key town centre attraction.
6. Weave culture through the Island Site through art, public realm interventions,

7. linking the cultural quarter to the station and the Old Town Hall.
7. Expand the workspace offer of the town centre by building modernising and reusing existing business spaces
8. Ensure new residential development on the site links to adjoining development at Carpenters Estate to create stronger neighbourhoods and to support the feeling of a single district.



6 AREAS FOR ACTION

6.1 Stratford Island: Cultural Quarter & Stratford Centre

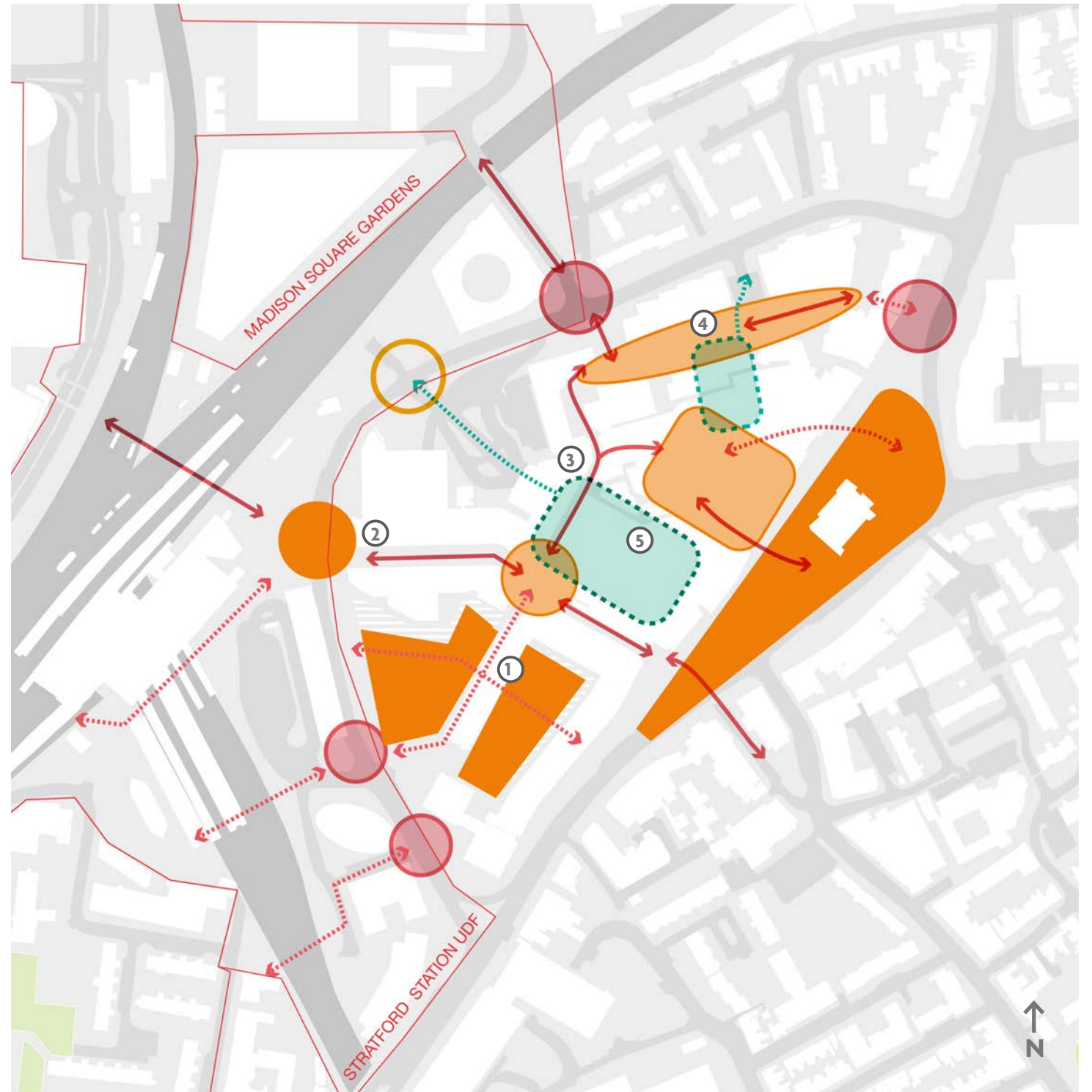
6.13 Open Spaces

Principles For Better Open Spaces

Critical to improving Stratford Island, is providing access to new accessible green spaces. These will provide important breathing space for residents and visitors to relax, but will also provide a vital function in increasing biodiversity and ecological networks within the town centre. This will include:

1. Provision of a new civic square and route through from Great Eastern Street and Stratford Station to Broadway, with a significant new green public space at the base of Morgan House
2. Improvements to the northern gateway and the entrance to Stratford Shopping Centre from Stratford Station acts as the key gateway into Stratford Town Centre
3. Improve the central square as the main point of intersection along the north-south and east-west axes through the shopping centre - providing a central space for orientation and gathering. Greening indoor spaces to support better quality of environment within the shopping centre should be considered
4. In the Cultural Quarter, use public space to unite the area from Theatre Square to UEL, improving environment and points of entrance to the area. Use Peacocks roof to provide a new accessible public space linked to cultural programming.

5. Undertake accessible greening of rooftops providing spaces for culture, socialising, growing and improved ecosystems



6 AREAS FOR ACTION

6.1 Stratford Island: Cultural Quarter & Stratford Centre

6.14 Movement And Connectivity

Principles For Movement And Connectivity

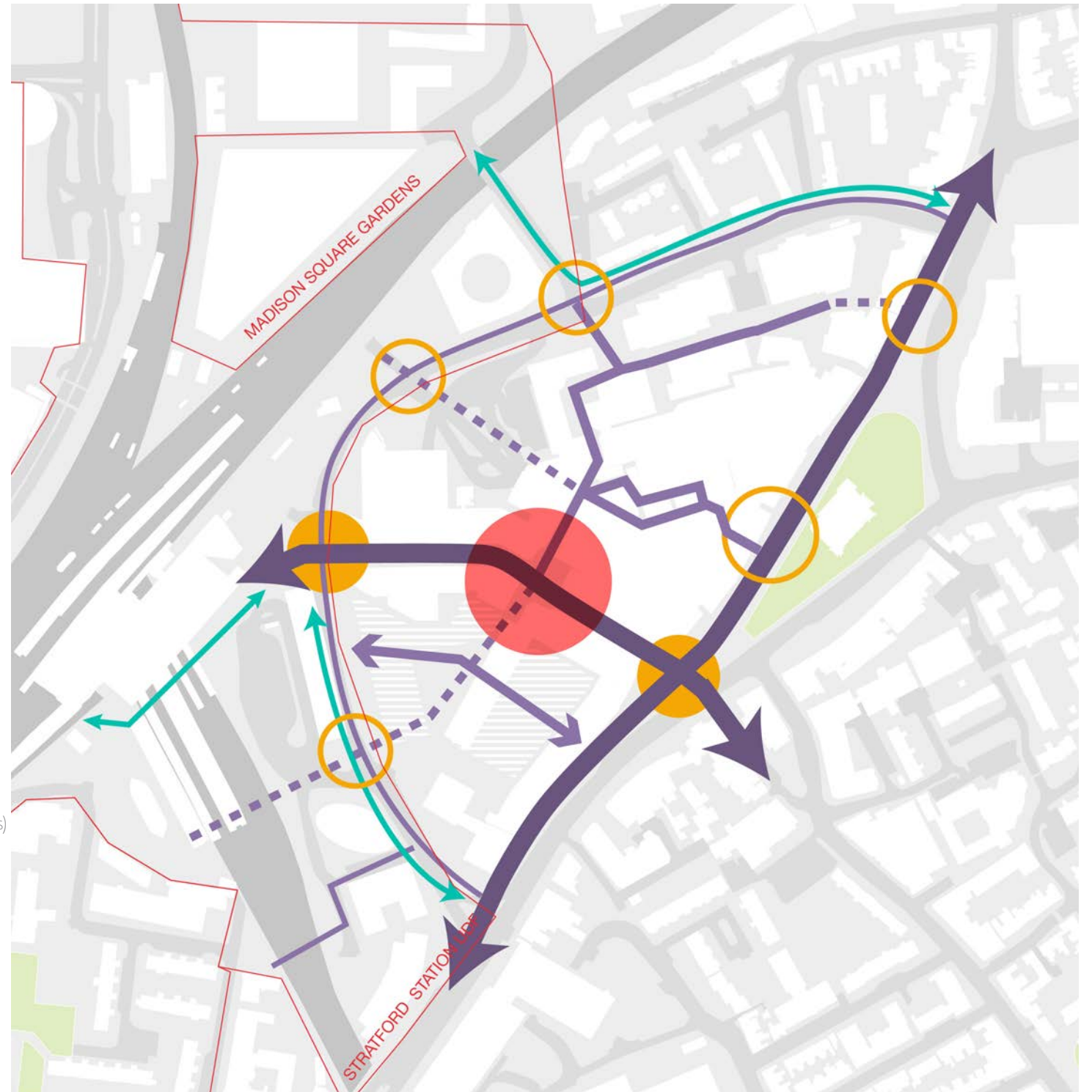
In its current form, Stratford Island is a physical barrier. This impacts upon the ability to unite the town centre and Newham's Neighbourhoods with Queen Elizabeth Olympic Park. We will seek to support the creation of new routes, which help people move better around the area, through the following principles:

1. Primary pedestrian routes should run along existing desire lines, running north-south through shopping centre, connecting Great Eastern Street to Broadway.
2. Similarly, existing footfall running east-west along Broadway can be better accommodated by providing clear pedestrian routes and reducing conflict with cycles and market activity.
3. A potential connection running from Angel Lane, westwards through the shopping centre and towards Stratford Bus Station and Carpenters Estate should be facilitated through the refurbishment or redevelopment of Morgan House and the creation of a new civic square.
4. Secondary routes connecting the shopping centre to Broadway through the market and along Theatre Square should also be supported by improved public realm and wayfinding.

5. Walking routes need to factor connections to culture and experience as well as access to the shopping centre. Connecting the cultural quarter to St Johns Church and the Old Town Hall, as well as to the station, should be prioritised.
6. The network of routes within the Island Site should support pedestrian movement as a priority, with cyclists accommodated by signposted to use Great Eastern Street and supported by infrastructure which separates cyclists from pedestrians and vehicles.

Key

-  **Primary pedestrian route**
(key thoroughfare along strong desire lines)
-  **Secondary pedestrian route**
(key connections and cut-throughs along desire lines)
-  **Tertiary pedestrian route**
(route not along desire lines)
-  **New pedestrian route**
(unlocked through development or public realm improvements)
-  **Secondary cycle route**
-  **Primary node**
(key intersection of routes and dwell space)
-  **Secondary node**
(Gateway and connection to wider network of routes)
-  **Threshold**
(Gateways providing alternative routes)



6 AREAS FOR ACTION

6.1 Stratford Island: Cultural Quarter & Stratford Centre

6.15 Practical Projects

We have identified 15 specific projects which we will look to progress as we deliver our strategy to Stratford Island:

1. New Civic Square: We will seek to provide a civic space at the base of Morgan House, providing a haven for visitors and residents and visitors as well as connection from the Station to Broadway and the Newham's neighbourhoods beyond. To achieve this, we will support the deconstruction of the existing two storey car park which currently sits between Great Eastern Road and Morgan House.
2. Multi-storey car park: We aspire to minimise the amount of car usage in and around Stratford. We will therefore explore the potential to retrofit car park for larger retail facing Stratford Station with residential, workspace and creative production on upper floors. Potential to remove and provide for retail fronting Stratford Station
3. Stratford Centre: We will support public realm improvements along key axes as part of the phased evolution of the centre. As the area changes and demand increases, we will consider the potential of upper floor extension and activation with secondary uses e.g. workspace
4. Morgan House: Recognising our net zero commitments, we will seek to find a way to bring Morgan House back to life. Retrofitting and making it more public facing, this will bring 100,000sqft of productive space back into use
5. Car Park Ramps: By reducing the need for car parks we can remove the concrete ramps across the sites. This will provide additional space for development allowing us to deliver increased housing.
6. Theatre Square and the Cultural Quarter: Creating new consistent public realm will support a more consistent and appealing space where people can come together. This needs to be accompanied by positive programming and curation, which provides a more representative cultural experience across a range of spaces
7. Peacock's Roof Performance Garden: We will support the creation of a new garden and performance space on Peacocks car park adjacent to Theatre Royal Stratford. As well as providing an outdoor events space, this will contribute to the greening of the site and Stratford as a whole. The project can be delivered as an interim and then permanent solution.
8. Regional Screen Hub: Reimagination of the Picture House as a more diverse hub for diverse cinema and a gateway to screen industries for local residents.
9. Family Hub: Using council owned retail unit to create a Family Hub. This will deliver new services as well as creating daily footfall and links to the activities within the cultural quarter.
10. 124 The Grove: Potential to remove a narrow retail unit to create pedestrian passage to better connect Cultural Quarter with Broadway and provide distinct gateway to the space
11. 56-62 Broadway: Potential for reuse as retail/leisure civic function - possible to plug into adjacent market village and creating new lane connecting to Broadway as well as supporting a better public foot offer with improvements to the footway
12. 64-70 Broadway Market: Potential for vertical circulation to provide direct access to roof activity for Market
13. 72-74 Broadway: Potential for reuse as retail/leisure/ civic function
14. 78-102 Broadway: Potential for redevelopment to break down scale to provide more granular network, potential extension of market village grain
15. Community Mural: Develop a community mural on the rear façade of Picture House providing a more attractive outlook on to Great Eastern Road and better gateway to the cultural quarter

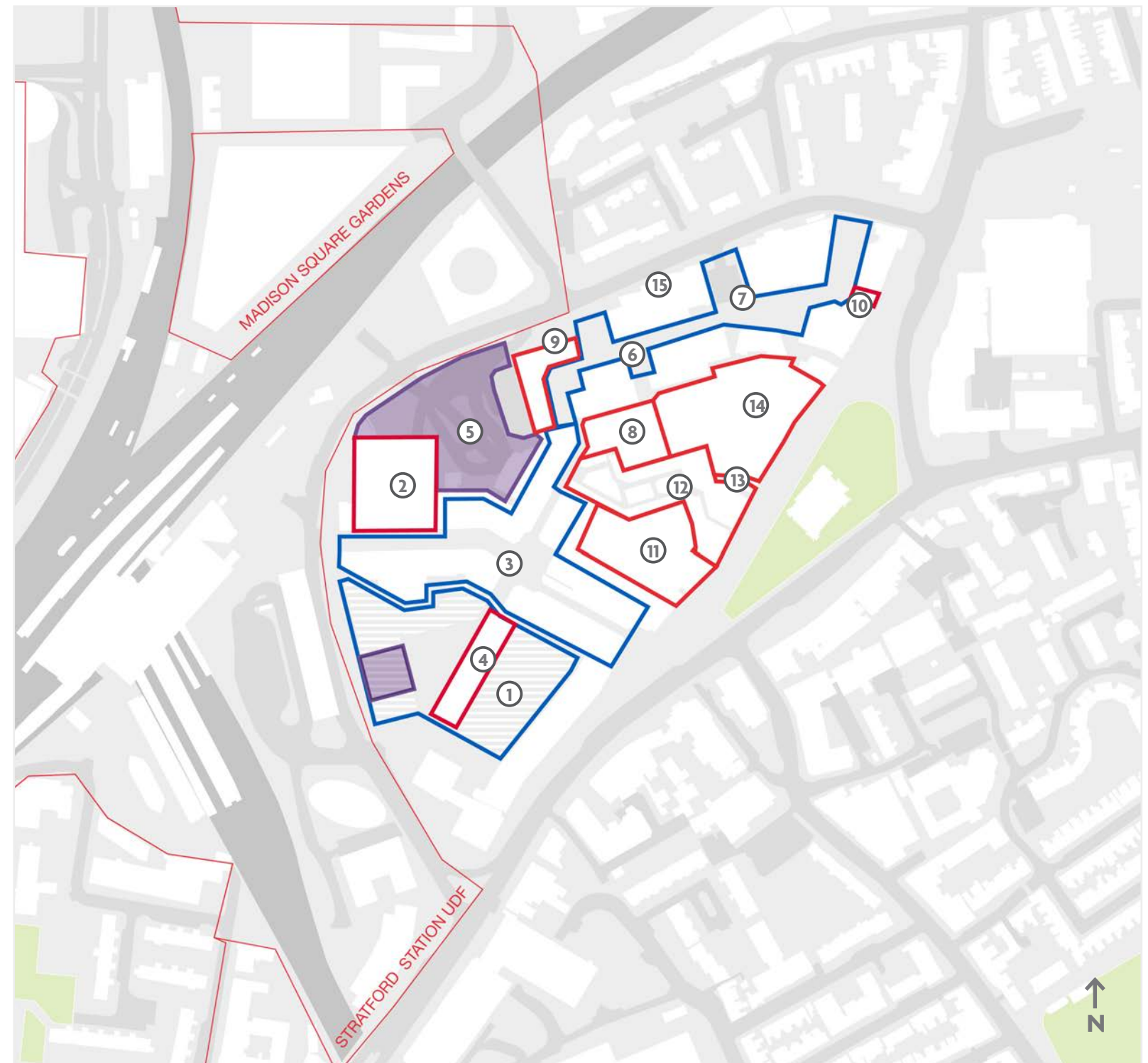
6 AREAS FOR ACTION

6.1 Stratford Island: Cultural Quarter & Stratford Centre

6.15 Practical Projects

- ① **New Civic Square**
- ② **Multi-storey car park**
- ③ **Stratford Centre**
- ④ **Morgan House**
- ⑤ **Car Park Ramp**
- ⑥ **Theatre Square and the Cultural Quarter**
- ⑦ **Peacock's Roof Performance Garden**
- ⑧ **Regional Screen Hub**
- ⑨ **Family Hub**
- ⑩ **124 The Grove**
- ⑪ **56-62 Broadway**
- ⑫ **64-70 Broadway Market**
- ⑬ **72-74 Broadway**
- ⑭ **78-102 Broadway**
- ⑮ **Community Mural**

- Key**
- Opportunity for new built development
 - Opportunity for adaptive reuse, retrofit and new built development
 - Opportunity for ground floor activation
 - Opportunity for major public realm improvements



6 AREAS FOR ACTION

6.1 Stratford Island: Cultural Quarter & Stratford Centre

6.16 Inspiration

①

Adaptive re-use of car park: Peckham Levels is home to seven floors with over 100 local and independent businesses, backing creatives of all industries; from magazines to jewellery designers, coding academies, social enterprises, screenprinters, ceramicists, and food and drink start-ups. Peckham Levels was founded by Make Shift, a team of socially minded creators, makers, entrepreneurs and doers who champion collaboration, drive progress and see it as their duty to bring prosperity to local communities through enterprise.



②

Shopping destination and food hotspot set around public open space: Coal Drops Yard, Kings Cross: multi-level



Tainan Springs, Taiwan. A lush lagoon of public pools and play areas the project replaces a vacant mall and forms part of a wider masterplan to rejuvenate the area



Pop Brixton: community initiative providing space for local businesses and investing into charitable projects, including providing free space for community events and hosting regular open workshops ranging from kid's art classes to horticulture training in a community garden.



Brunswick Centre, London: pioneering low-rise, high-density, inner-city shopping centre built in the 1960s. The estate was a heroic prototype for a holistic community, integrating housing, shopping, a medical centre, cinema and office space in a single development. However, by the turn of the century, the Brunswick was severely run-down. Many of the shops were empty, the housing leaked, and the plaza at the centre was underused and neglected. In 2006, the shopping street was upgraded, the retail units were enlarged and the shop fronts extended to provide more attractive spaces for retailers, whilst tensile membrane canopies offer shoppers protection from the weather. A new anchor supermarket has also been created at the northern end. Coupled with active and intelligent management, these simple changes have created a new, popular high street for Bloomsbury.



③

Re-furbishment of existing high-rise Le Grand Parc, Bordeaux: transformation of existing social housing blocks built in the early 60's. The addition of extended winter gardens and balconies maximise natural light and views. The choice of preserving the existing building structure while creating generous amenity spaces makes this an exemplar project for responsible housing for the future.



International House in Brixton is a council-owned building, formerly housing council offices. It is London's largest affordable workspace facilitated by Lambeth's BuyGiveWork initiative where space is given away when space is bought. Rent from those buying goes to providing space for diversity, inclusiveness and innovation, and to supporting those who are too often priced-out of cities.



6 AREAS FOR ACTION

6.1 Stratford Island: Cultural Quarter & Stratford Centre

6.16 Inspiration

⑥

Indoor Markets

Brixton Village Market: Indoor market with global food outlets & local independent traders, dating back to the 1960s.



Torvehallerne, Copenhagen: gourmet food market destination



Seven Sisters Market: proposed community-plan proposed for contentious redevelopment of shopping centre



⑪

Re-purpose of empty open space / car park

Blue House Yard: redevelopment and re-imagining of an empty and underused site into a hub for local creatives, entrepreneurs and residents. The redevelopment creates both private space for rent and a new public space for meeting friends, discovering events and interacting with local designer / makers. Blue House Yard offers flexible spaces best suited to users who want to make and sell, studios and office spaces for creatives and entrepreneurs ranging from 4sqm to 25sqm, outdoor event space, a double decker bus transformed into a taproom/café to test F&B business ideas without taking on the risks associated with a high street unit. All spaces are let on a fair rent policy with prices being set between 50-80% of market value, on flexible terms and with no up front deposits.



Gillett Square: This community-led regeneration project is internationally recognised as a model for future social regeneration. A former disused car park surrounded by derelict buildings, inhabited by drinkers and drug dealers, and avoided by the local community was transformed into a public space where local people of all ages could come together. The Gillett Square Partnership, brought together the private sector, local authority and voluntary sector to deliver this vision, of a sustainable community-led space to represent local cultures and ethnic groups, and provide a catalyst for investment. The project combines artist studios and workshops, pods for market traders, the Dalston Culture Club and Vortex Jazz Club into a popular destination with 24/7 activity.



④

Urban farming



Impact Farm, Copenhagen: A greenhouse designed for neglected urban spaces made of prefabricated and sustainable components that can be built quickly and disassembled when needed.

Credits: Human Habitat. Picture: Abdellah Ihadian.

Zero-organic waste



HumiBox: Modular composting units, with solar powered and integrated drainage systems that accelerates the composting process and enriches the fertilizer. Each box can compost up to 15kg/ day, produce up to 150kg of fertilizer/ month, and reduce up to 5t/year of CO2 eq.

Credits: Morada da Floresta.

Area for Action 2:

Stratford Station



6 AREAS FOR ACTION

6.2 Stratford Station

Stratford station is one of London's most significant stations acting as both an interchange station and origin and destination with increased entry/exits here. Currently it is the seventh busiest Network Rail station in the UK, with more exits than Paddington or Kings Cross and is well connected within London and beyond.

It offers interchange between National Rail, TfL Rail / Elizabeth line, London Overground (LO), London Underground (LU), Docklands Light Railway (DLR), High Speed 1 (HS1), TfL bus services and scheduled coach services.

Over the last ten years passenger activity at Stratford station has trebled, with approximately 128 million passenger movements per annum. It is not however, fit for purpose as such an important regional and national interchange, something which will increasingly impact upon Stratford's ability to become a globally significant city district.

Arguably of more importance to the town centre strategy is the barrier the station creates and the extent to which it prevents local people from accessing the opportunities and attractions of Queen Elizabeth Olympic Park. The opportunity to create more natural links from Queen Elizabeth Olympic Park to the communities to the east of the town centre is dependent upon breaking down the barriers created by the station, Great Eastern Road and the Island Site (see Stratford Island above).

Given the importance of the station to the Stratford Town Centre, it is exciting that alongside this strategy, LLDC, TfL, Network Rail and LB Newham are already working together to develop a detailed Urban Design Framework for the station and surrounding areas.



6 AREAS FOR ACTION

6.2 Stratford Station

6.2.1 Ambition

Ambition

Our ambition for Stratford Station and surrounding area is to create the ‘big stich’ which is necessary to link Newham’s residents and businesses to Queen Elizabeth Olympic Park.

This means creating major new routes which enable an effortless movement from Mountfitchet Road and Westfield Avenue into the heart of Stratford town centre, via green walking routes. Alongside this connecting Carpenters Estate and Stratford High Street to the station, will further assist the integration of the wider Stratford area to create a single coherent area.

We recognise the importance of Stratford to the rest of London and the need to create a more effective interchange. The station should be re-structured to make space for the next 100 years, putting great public transport at the heart of sustainable local and regional growth. We want the bus station to be reorganised as one of the finest in London, improving connections to the rest of East London.

To deliver this, we will pursue the following ambitions:

1. We will use the station as the means to connect Queen Elizabeth Olympic Park to the town centre
2. We will embed the partnerships which will enable the delivery of major infrastructure without compromising the day to day experience in Stratford
3. We will strengthen the role of public transport and active travel enabling less car usage in and around the station
4. We will promote the integration between railway and active travel routes, especially cycling
5. We will create opportunities to experiment regenerative materials and resources and develop exemplar structures
6. We will support new employment uses through the more efficient use of space on and above the station
7. We will investigate and support the potential of bringing international rail services to Stratford
8. We will use the redevelopment of the station to support the greening of the town centre at scale, increasing biodiversity as a result
9. We will use the station as driver of civic pride. Supporting spaces and facilities which drive public and community participation in the Stratford opportunity.

6 AREAS FOR ACTION

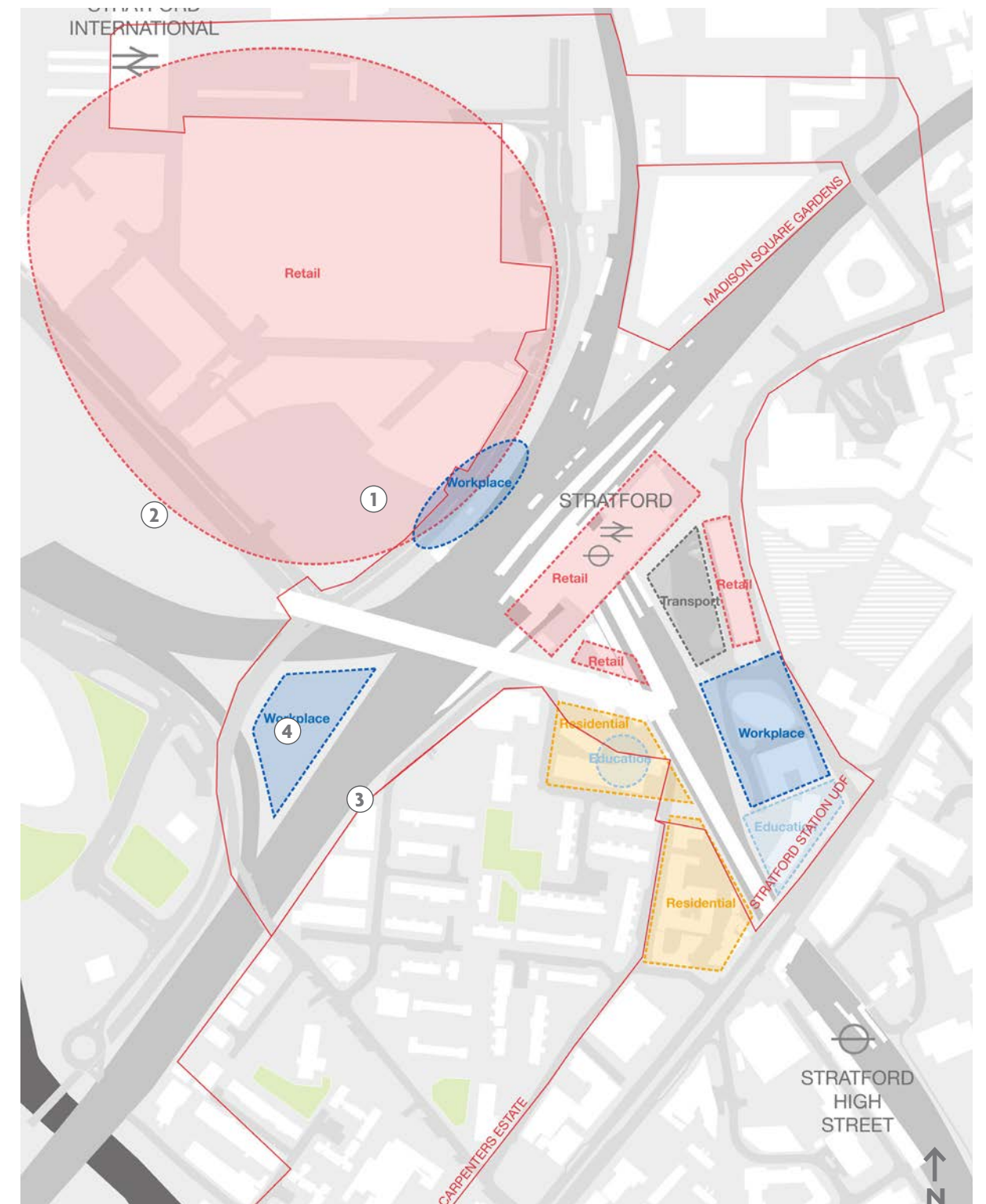
6.2 Stratford Station

6.2.1 Use Of Site

Spatial Principles For Better Use Of The Site

The following principles set out guidance for predominant ground floor uses within the Stratford Station area to ensure a coherent and mutually beneficial use mix across the wider town centre:

1. Create new, green public spaces which facilitate movement into the town centre
2. Hostile roads such as Great Eastern Road and service spaces should be transformed into greener streets and spaces for both locals and visitors to dwell, walk & cycle
3. Access to the Carpenters Estate should be improved ahead of the delivery of the main redevelopment of the station
4. Ensure that new developments enabled by the station redevelopment includes spaces for work, food & drink and culture which is reflective of Newham's diverse population and does not compromise uses within the town centre
5. Retain or re-provide increased space for key educational uses such developing a stronger hub of education in the area between the Broadway and the Station



6 AREAS FOR ACTION

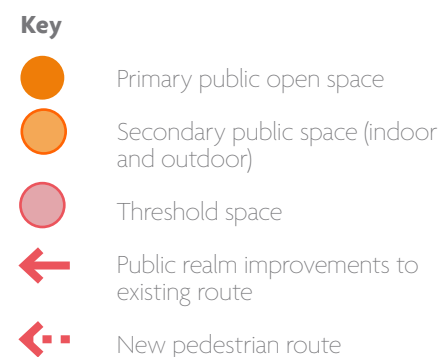
6.2 Stratford Station

6.2.2 Open Space

Spatial Principles For Better Use Of The Site

The following principles set out guidance for a new and improved public realm network that creates a clear hierarchy of spaces, prioritises pedestrians and provides safe, inclusive and attractive dwell spaces:

1. Create a comprehensive framework of new public realm spaces and connections to integrate Stratford town centre, Stratford station and International Quarter / Queen Elizabeth Olympic Park.
2. Deliver a high quality station forecourt, creating an east-west link and focus for activity within the Station including active and engaging frontages and seamless links to new public spaces within the town centre
3. Deliver improved concourse spaces, transport interchange and platforms
4. Create new public space around the Carpenters Estate entrance to the station,
5. Create a new street connection Station Street and Station Streets as a linear public space, connecting a series of pocket squares and spaces at intersections with other pedestrian routes.
6. Soften the impact of Great Eastern Road creating greater pedestrian priority



6 AREAS FOR ACTION







6.2 Stratford Station

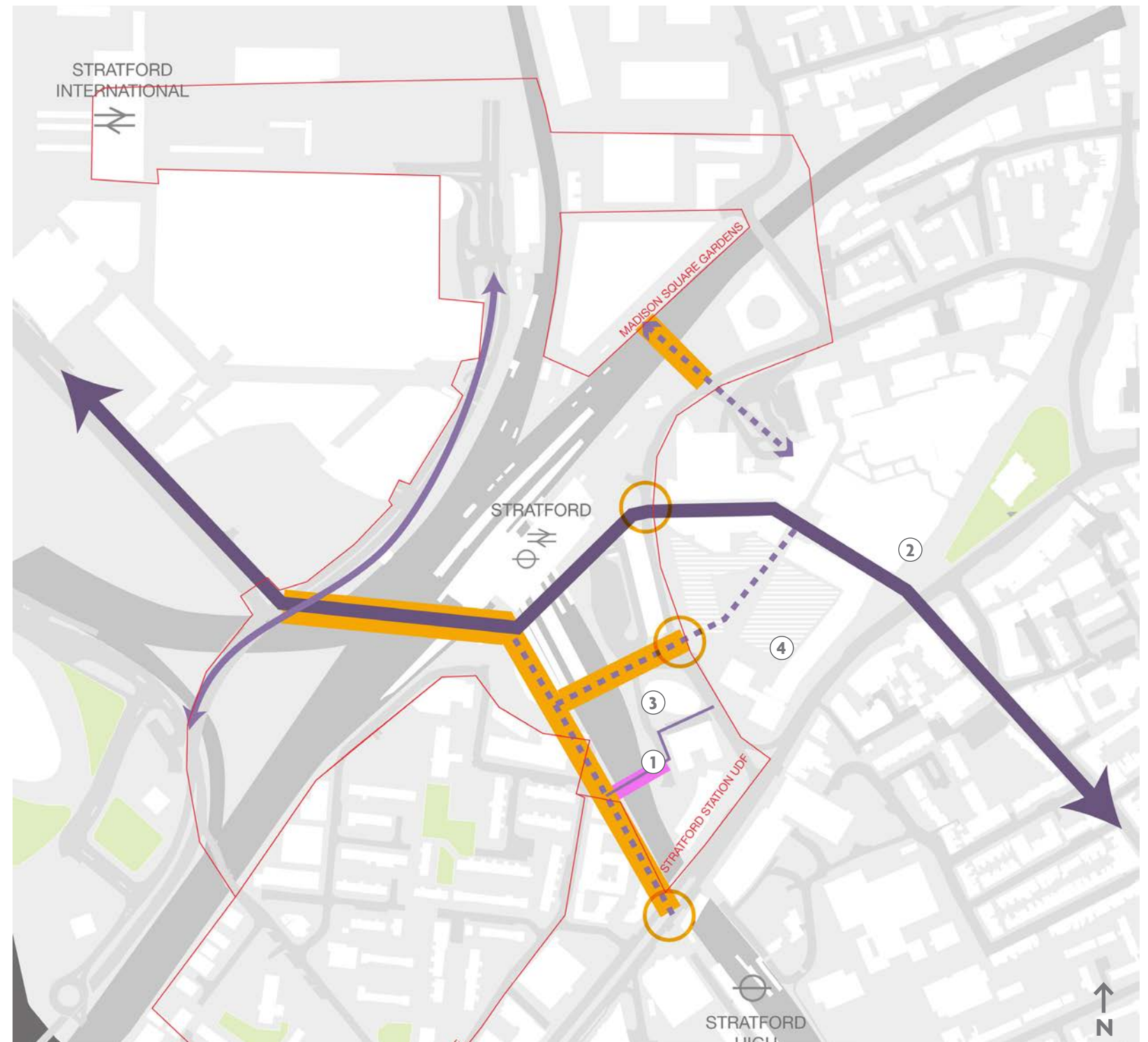
6.2.3 Movement and Connectivity

Principles For Movement And Connectivity

The following principles set out guidance for a new and improved movement network that maximises integration with the wider area and provides safe, inclusive and attractive access to local destinations:

1. Create new bridge connection linking Stratford High Street to Montfichet Road. This new Station Street is a critical connection to overcome historic infrastructure severance and achieve greater spatial integration between Stratford town centre and Queen Elizabeth Olympic Park.
2. Strengthen a key route from West Ham Lane, through the proposed route through a new public park (Morgan House) to Station Square, Station Street bridge and Westfield Avenue through high quality public realm and active frontage along its entire length.
3. Create a fine grain of connections from the Island Site and Great Eastern Road to Station Street. This will ensure the integration of the town centre with the Carpenters Estate and Queen Elizabeth Olympic Park.
4. Improve pedestrian connections across Stratford High Street and the station by a new Station Street South to prioritise pedestrian movement and introduce traffic calming.

Key	
	Primary pedestrian route
	Secondary pedestrian route
	New pedestrian route
	Key pedestrian crossing
	Existing bridge connection
	New bridge connection



6 AREAS FOR ACTION

6.2 Stratford Station

6.2.4 Practical Projects

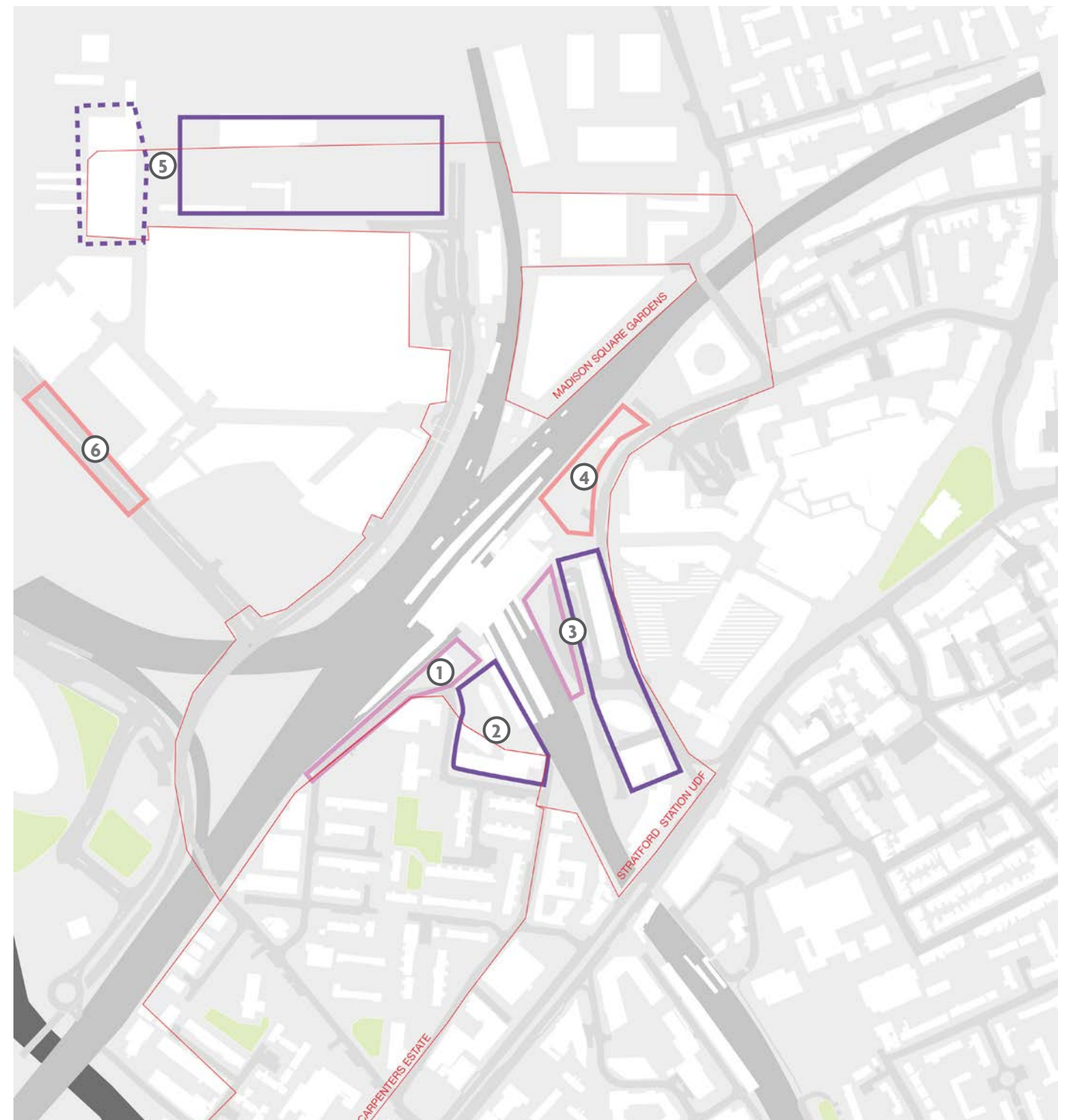
We have identified 8 specific projects which we will look to progress as we deliver our strategy to make evolve the Stratford Station:

1. **Carpenters Entrance:** We will work with partners to deliver a new entrance to the station serving the existing and future populations of Carpenters Estate
2. **Integration with Carpenters Estate:** We will ensure that there is a seamless boundary between the delivery of the Stratford Station Proposals and the Carpenters Estate Masterplan. Coordinate approach to developing a late phase plot within Carpenters Estate.
3. **Station Street:** We will seek to deliver a new street connection between Stratford High Street and Westfield Avenue, providing a pedestrian friendly route from Stratford Town Centre to the heart of Queen Elizabeth Olympic Park
4. **Station Square:** We will further develop plans for a high quality public square, creating an east-west link, focus for activity within the new urban quarter, and a high quality frontage and approach to Stratford Station.
5. **Stratford International Services:** We will work with partners to consider the viability for Stratford International Station to support international stopping services and interchanges with Stratford Station

6. **Westfield Avenue and Montfichet Road:** We will work with landowners and partners to bring forward new development at the junction of Westfield Avenues and Montfichet Road, creating more pleasant and accessible points of access to the southern side of Queen Elizabeth Olympic Park
7. **Youth Safety Spaces:** With the Newham Youth Safety Board we will develop specific spaces and strategies to support youth safety around the station
8. **Stratford Bus Station:** We will support the delivery of a new high-quality bus station, with an outstanding and secure passenger experience.

Key

- Key public realm projects
- Key development sites (including adaptive re-use)
- - - Potential development site
- Streetscape improvements/ projects



6 AREAS FOR ACTION

6.2 Stratford Station

6.2.5 Inspiration

Regenerative Infrastructure

Bio-composite Carbon Neutral Bridge in Ritsumasyt, Netherlands: has 66 metres long and 4 meters wide and was built to carry cyclists.

Credits: Public Domain Dedication



Rue Garibaldi, Lyon is a significant transformation of a highway environment to support walking, cycling and significant planting.

Credits: Public Domain Dedication



Station redevelopment

Utrecht Central Station, Netherlands.

As part of the redevelopment of the station and the area around the station, a three-storey parking dedicated to bicycles and capable of storing 12,656 bikes contributes to creating a more attractive environment for pedestrian and cyclists for both visitors and residents.

Credits: Ector Hoogstad Architecten. Image: Petra Appelhof.



From waste to urban furniture

Print Your City is an initiative part of The Zero Waste Lab created by studio The New Raw that transforms plastic waste into 3D printed urban furniture.

Credits: The New Raw



Umea Bus Station is an example of a high-class passenger environment delivered with modern construction techniques to minimise the impact of infrastructure on climate change.

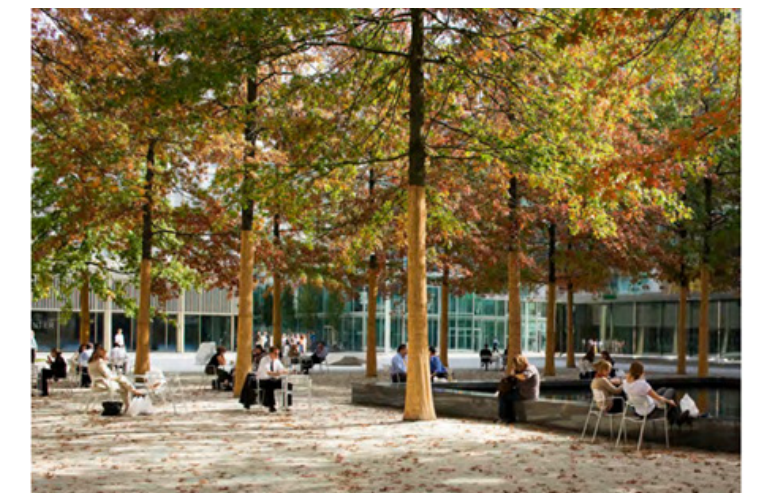


The redevelopment of Kings Cross station

delivered a major new public space that acts as a key arrival point into both LB Camden and Central London



Novartis Campus, Basel - commercial development should incorporate ground floor uses and landscapes that animate the surrounding streets and open spaces



Area for Action 3:

Town Hall and Civic Hub



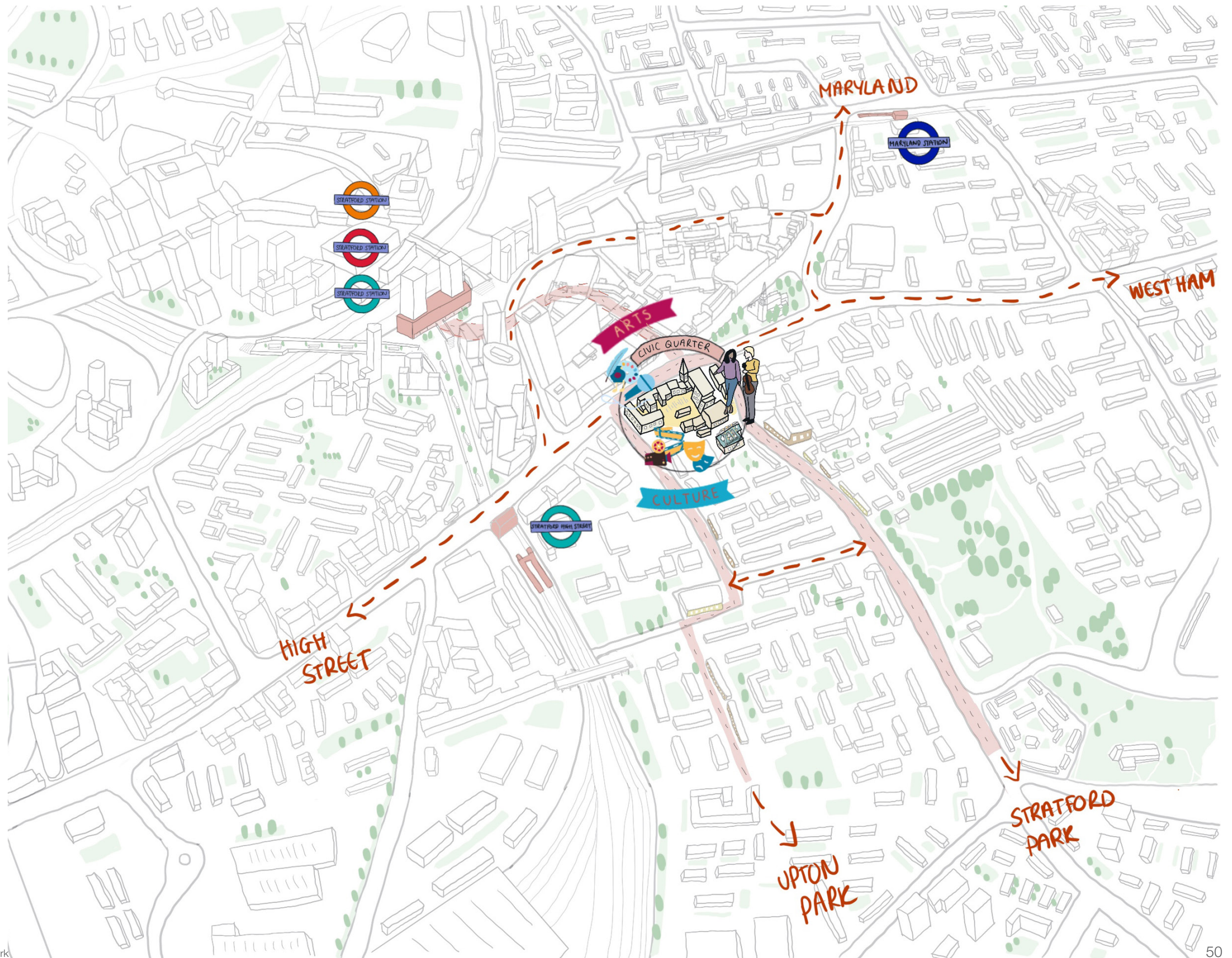
6 AREAS FOR ACTION

6.3 Town Hall And Civic Hub

The Civic Hub is a campus of buildings which includes the Old Town Hall, former Magistrates Court and Alice Billing House. For many we have spoken to this is the heart of Stratford, the place that best symbolises Stratford's historical importance and the building in the town centre of which people are most proud.

The Town Hall is a functioning civic space, but it is in need of repair and modernisation to achieve its potential. The Magistrates Court is an important heritage asset which is in significant disrepair and is now at risk. The site as a whole has accessible open spaces, but none of which provide a desirable sanctuary from the activity of the town centre.

The site is an important gateway to Stratford for the communities in the east of the borough. Notwithstanding the challenges of cost and heritage on the site, the Civic Hub is all in public ownership and therefore provides an excellent opportunity to set the tone for the future of Stratford Town Centre.



6 AREAS FOR ACTION

6.3 Town Hall And Civic Hub

6.3.1 Ambition

Ambition

The Civic Hub will be an important focal point in Stratford Town Centre; it is the space with the most immediate opportunity and can become an exemplar for the type and quality of projects we want deliver and how we will deliver them.

The Old Town Hall can be given a refreshed civic purpose. It can become a new space for democracy and participation, a more open space where people can engage in Newham life and have their say on the way the borough evolves. In doing this, the building can be a hub for cultural diversity, linking to the creative uses which will thrive at Alice Billings House.

As owner of the sites, the council can support the delivery of additional affordable workspace and new housing, working with partners to ensure that the development of the site comes forward in an efficient way. The site also provides an opportunity for us to consider how community stewardship can be built into the longer term operation of the site, ensuring that it becomes an open space where Newham residents have the ability to influence and deliver activities from a space which they can consider their own. In order to achieve our ambition:

1. We will encourage the retro-first approach, by retaining the existing buildings and adding value to their structures
2. We will give local people an enhanced role in the evolution of the Old Town Hall and the activities which take part within it
3. We will create better public spaces between the buildings which provide calm spaces for reflection and wellbeing
4. We will improve public spaces around the Civic Hub site to create a point of arrival into Stratford from the east
5. We will use spaces to improve service access and collaboration between civil society organisations
6. We will deliver affordable creative workspace which forms a natural, distinct cluster for Stratford
7. We will open up the car park to the south east of the site to create a new space for housing
8. We will work with the right development partners to provide financial support for the project and to deliver an exemplar development

6 AREAS FOR ACTION

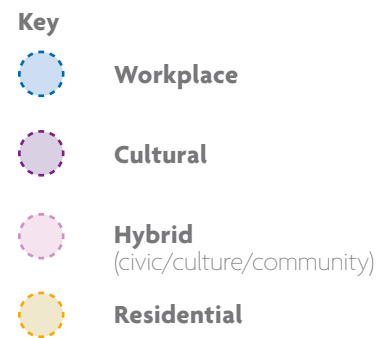
6.3 Town Hall And Civic Hub

6.3.2 Use Of Site

Spatial Principles For Better Use Of The Site

The following principles set out guidance for predominant ground floor uses to ensure a coherent and mutually beneficial use mix across the wider town centre:

1. Reinstate the Old Town Hall as the civic heart of the town centre by creating space for public facing uses such as community services, culture and event space and shared employment and business space.
2. Build on the role the Old Town Hall has played in supporting local communities through recent challenges by providing flexible space for assemblies, community initiatives and support services.
3. Build on the creative workspace provision in Alice Billings to provide affordable workspace for creative industries. This could extend to the provision of shared workshop space, makerspace and performance/ exhibition space.
4. Extend workspace provision to adjoining sites and, where possible, seek to provide a mix of small, medium and large space in creative industries sectors.
5. Use the car park at the rear of the site to deliver new homes, which can provide additional affordable housing as well as helping to provide revenue to support investment in the repair of the Magistrates Court and Town Hall.



6 AREAS FOR ACTION

6.3 Town Hall And Civic Hub

6.3.3 Open Space

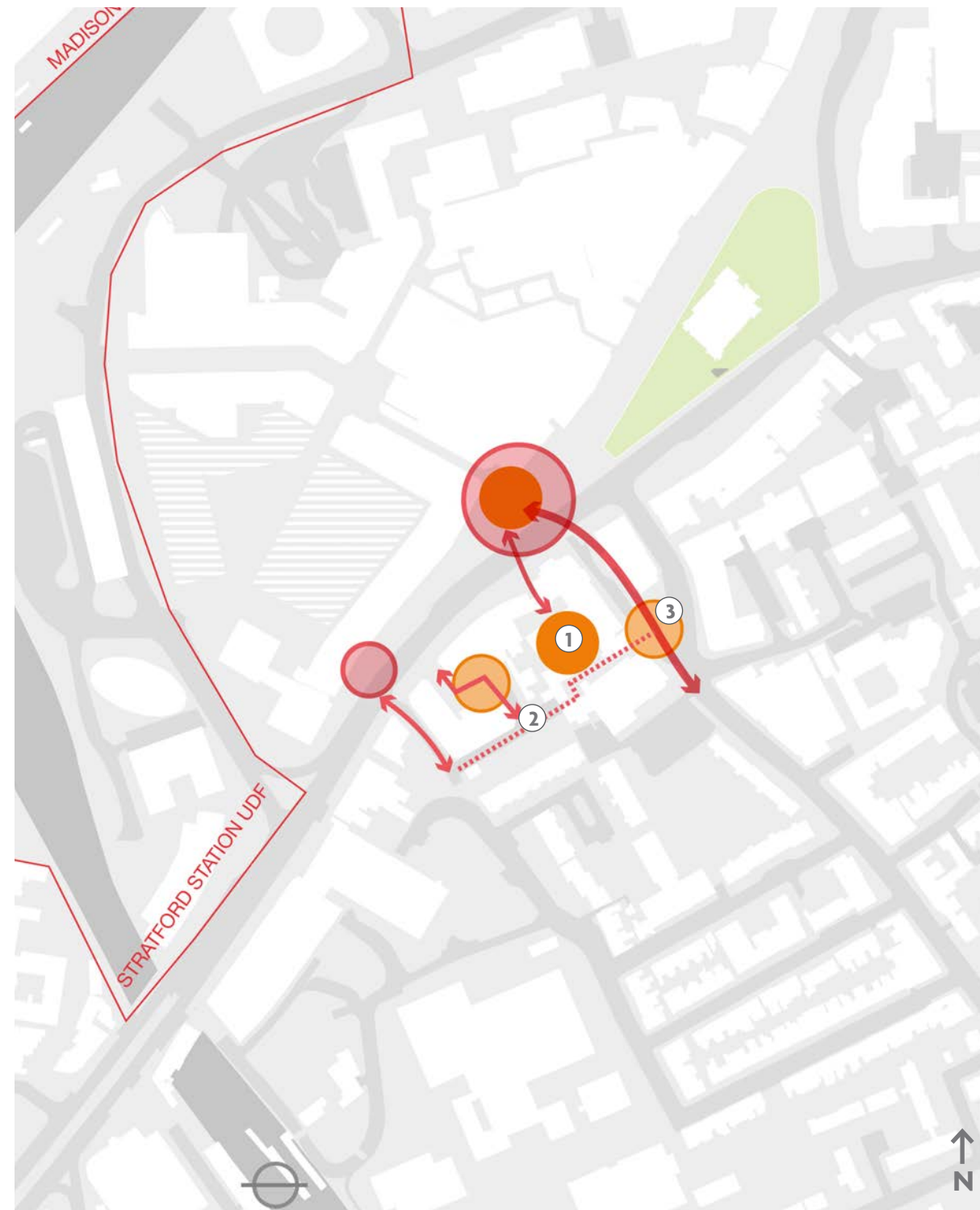
Spatial Principles For Better Open Space

The following principles set out guidance for a new and improved public realm network that creates a clear hierarchy of spaces, prioritises pedestrians and provides safe, inclusive, and attractive dwell spaces:

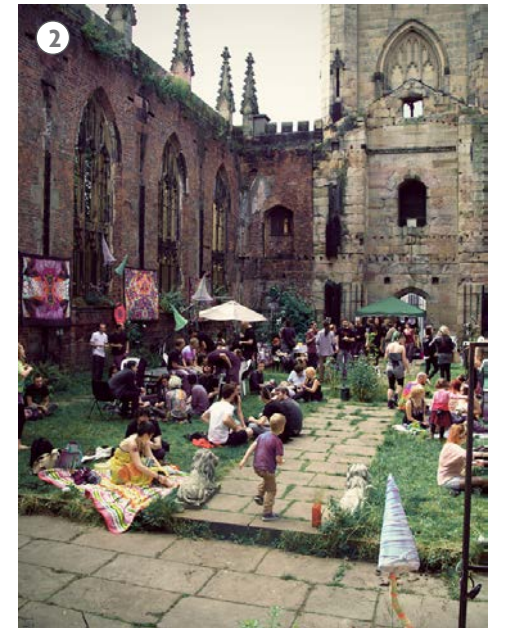
1. Create an outdoor cultural event space at the Old Town Hall courtyard. This requires improvements for the space to function better as a programmable cultural space for events and exhibitions as well as space for contemplation and wellbeing
2. Explore opportunities to extend the courtyard into a wider network of informal spaces on adjoining sites, linked through pedestrian lanes and alleyways that provide a more intimate counterpoint to the Broadway.
3. Improve West Ham Lane square through more planting to shelter the space from traffic and incorporate active programme such as play and youth facilities.

Key

- **Primary public open space** (outdoor)
- **Secondary public space** (indoor and outdoor)
- **Threshold** (transition and orientation spaces between character areas)
- ← **Improved existing routes** (public realm improvements)
- ← - - **New pedestrian routes** (unlocked through development or public realm improvements)
- ← - - **Improved rooftop connection** (public realm improvements)



Outdoor Theatre at St.Paul's , Covent Garden



Open-air events at the Bombed-out Church, Liverpool



St Pancras Church Garden

6 AREAS FOR ACTION

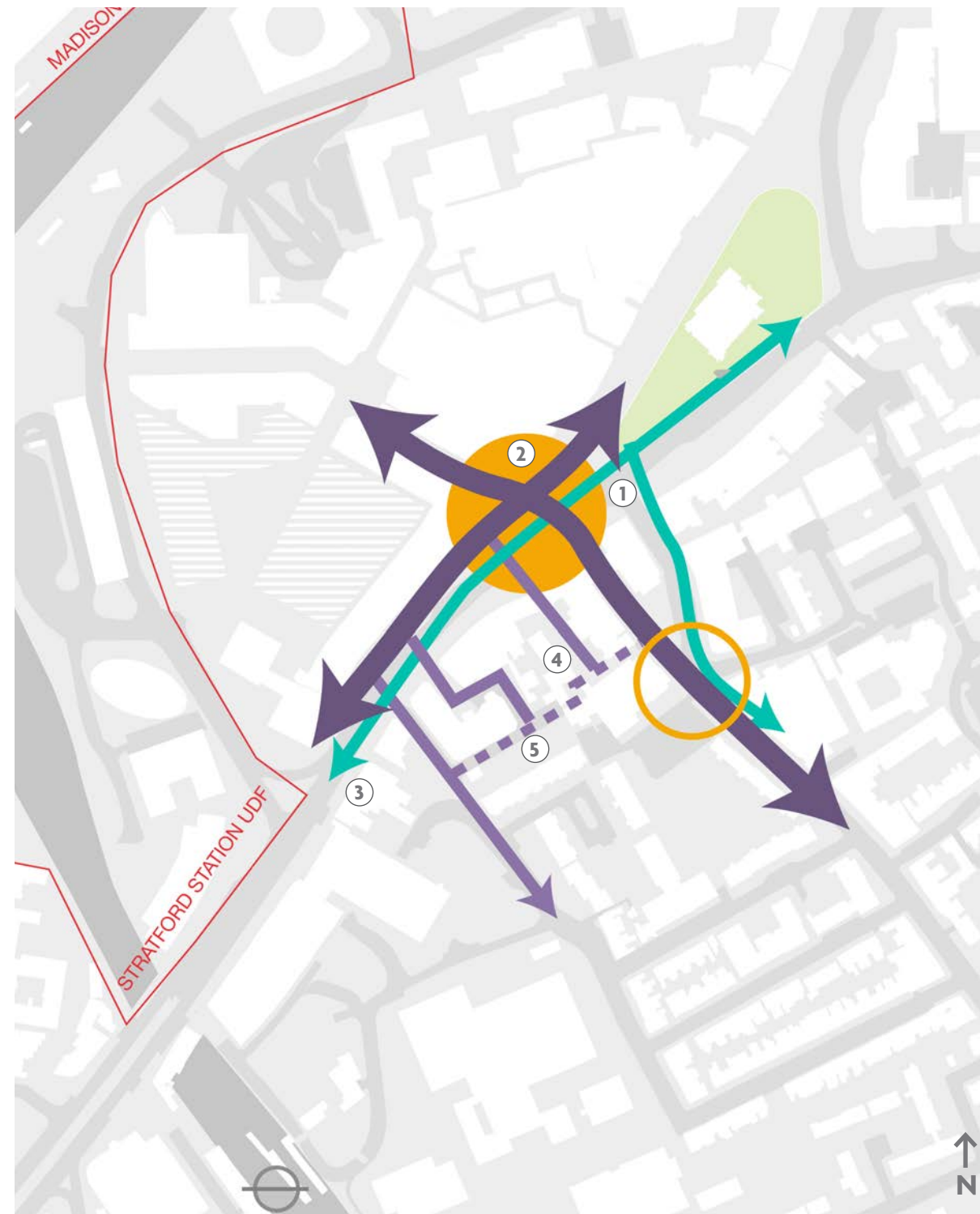
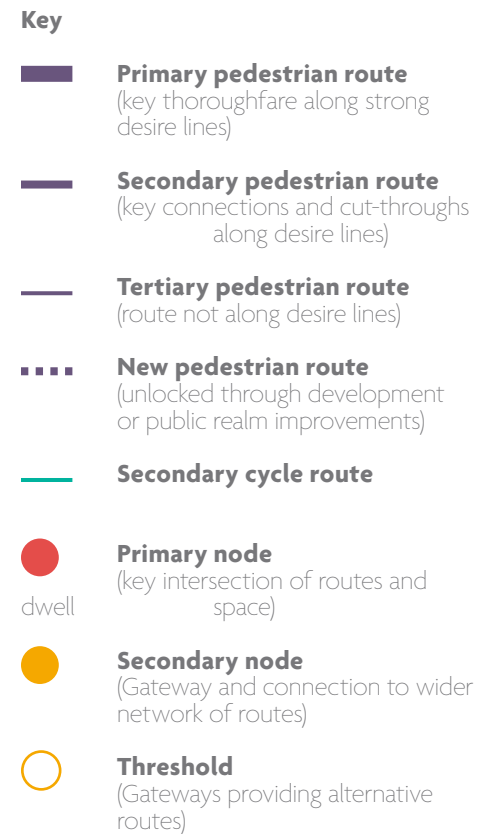
6.3 Town Hall And Civic Hub

6.3.4 Movement And Connectivity

Principles For Movement And Connectivity

The following principles set out guidance for a new and improved movement network that maximises integration with the wider area and provides safe, inclusive and attractive access to local destinations:

1. Improve quality of public realm facing on to the Broadway, enabling more pleasant crossing to the Central area and a clear route to the Cultural Quarter (see chapter on Broadway)
2. Improve pedestrian crossing between West Ham Lane and Stratford Shopping Centre by re-locating existing crossing and exploring opportunities for a wider raised table pedestrian connection.
3. Create dedicated cycle route along West Ham Lane to connect the town centre and Stratford Park.
4. Open up public access into town hall courtyard from Broadway
5. Explore opportunities for an east-west pedestrian connection between Chant Street and West Ham Lane, connecting through the town hall courtyard



6 AREAS FOR ACTION

6.3 Town Hall And Civic Hub

6.3.5 Practical Projects

We have identified 8 practical interventions that can help to support a critical mass of activity which can define the Civic Hub. These bring together the core site and its surrounding area to create a critical mass of activity and a more effective gateway to the rest of the town centre:

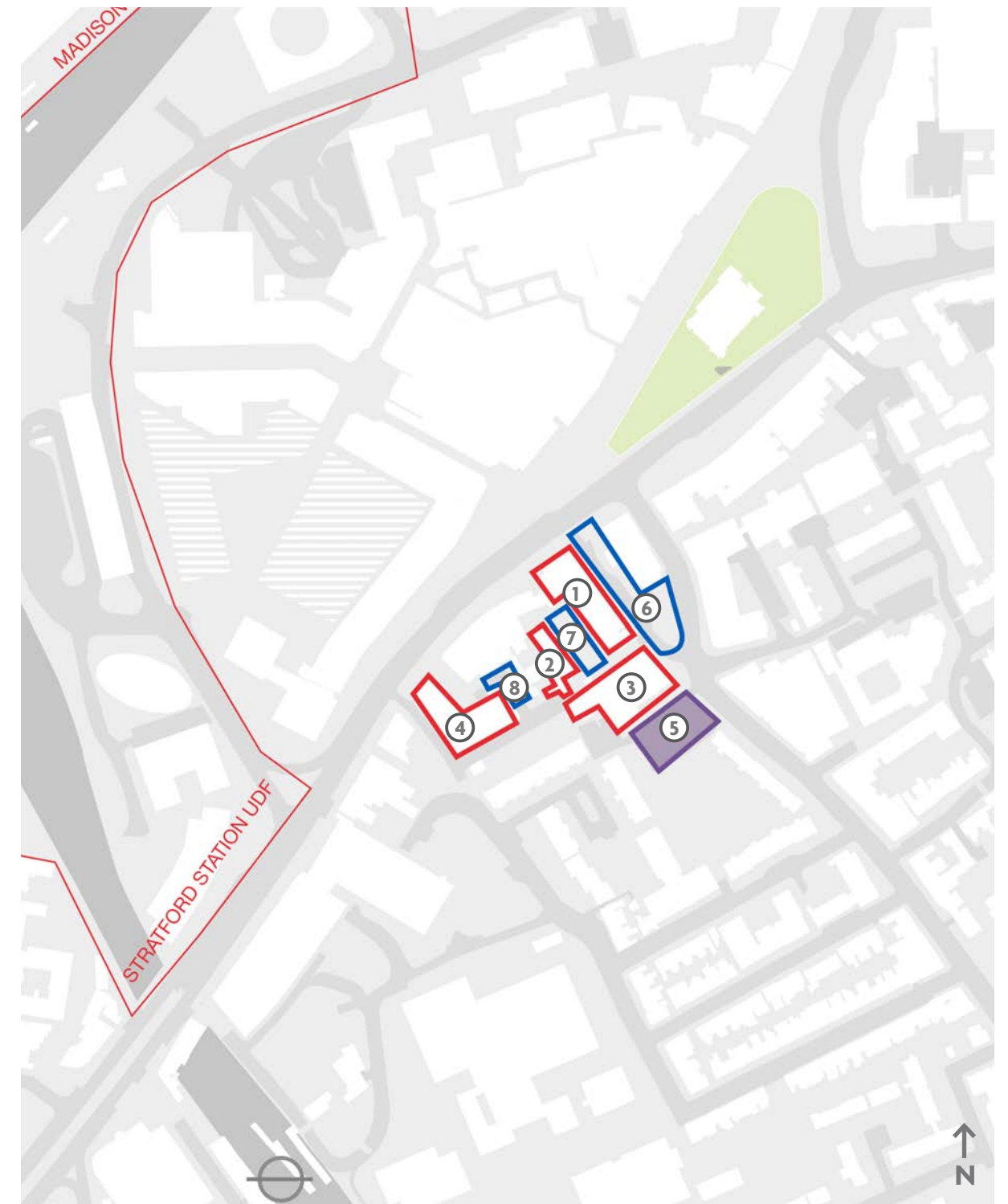
1. **Old Town Hall:** Refurbish and bring it back into cultural, community and civic use, providing a balance between workspace and culture and community uses. Develop a co-creation approach which gives local people an ongoing role in the programming and management of the space
2. **Alice Billings House:** Deliver creative industry workspace of regional significance, linking tenants to the local community and providing a gateway to careers in creative and cultural production
3. **Old Magistrates Court:** Save the magistrates court by securing private investment having successfully made the case for delivery of workspace within the building.
4. **Gredley House:** Work with the existing landowner to explore the opportunity to retrofit and extend existing building including ground floor activation along Broadway
5. **West Ham Lane car park:** Develop proposals for residential development

on the current car park using this to cross subsidise the refurbishment of the magistrates court and town hall

6. **West Ham Lane:** Create new public spaces to act as a welcoming gateway to Stratford from the east of the borough. Test the feasibility of closing the space to traffic and opening up a new area for play.
7. **Town Hall courtyard:** Provide an outdoor event venue with a changing programme of cultural and community activities as well as offering a space for calm and contemplation
8. **Chant Street alleyway and car park:** Create pedestrian connections into the town hall courtyard, extending the reach of the site to the south and linking to high street and Innovation Quarter.

Key

-  Opportunity for new built development
-  Opportunity for adaptive reuse, retrofit and new built development
-  Opportunity for major public realm improvements



6 AREAS FOR ACTION

6.3 Town Hall And Civic Hub

6.3.6 Inspiration

①

Town Hall Conversions

Hornsey Town Hall: conversion consists of a co-working hub co-located with a hotel. The hub will provide an open-plan workspace for entrepreneurs, freelancers, creatives and small business owners from the local community. On the upper floors, further flexible workspaces are provided for more specific needs, from hot-desking areas to private offices designed for startups and growing companies. Spread across four floors, the hotel will include a mix of serviced aparthotels. There is a bar on the roof terrace.



Battersea Arts Centre: Former Wandsworth Town Hall converted to an arts and theatre venue following severe damage from a fire.



Urdang Academy: an independent arts academy, moved into the The Old Finsbury Town Hall. It is used by external groups and the local community, as well as Islington Council who hold regular public meetings and events. All profits generated from events go towards bursaries for the training at Urdang Academy.



②

Creative Land Trust: reinvention of Alice Billings House as a cultural hub

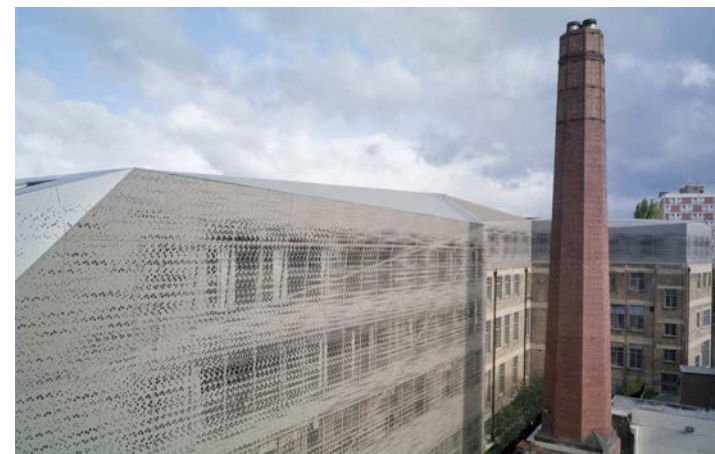


③

Courthouse Hotel, Shoreditch: Grade II listed, former magistrates and police station dating from 1905 transformed into hotel including conversion of five original prison cells into private booths.



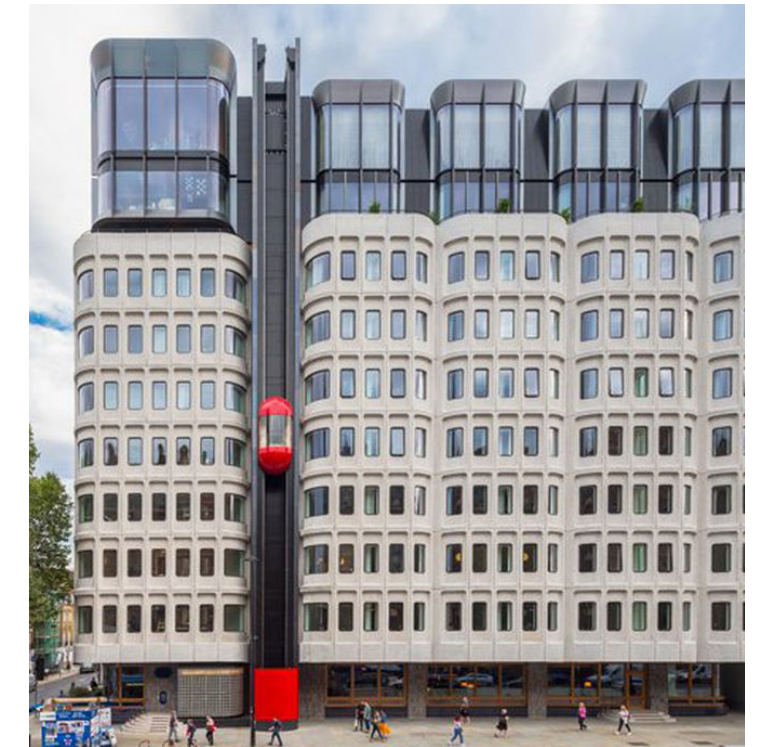
Bethnal Green Town Hall: Conversion of 1910 Edwardian Town Hall and 1930s extension to 98-room luxury hotel.



④

Refurbishment and extension

Standard Hotel, Kings Cross: refurbishment and extension of Camden town hall former annexe office block into boutique hotel



⑤

St Mary of Eton: sensitive integration of residential development with adjoining heritage building



6 AREAS FOR ACTION

6.3 Town Hall And Civic Hub

6.3.5 Inspiration

⑤ Alleyway connection Dairy Block, Denver US

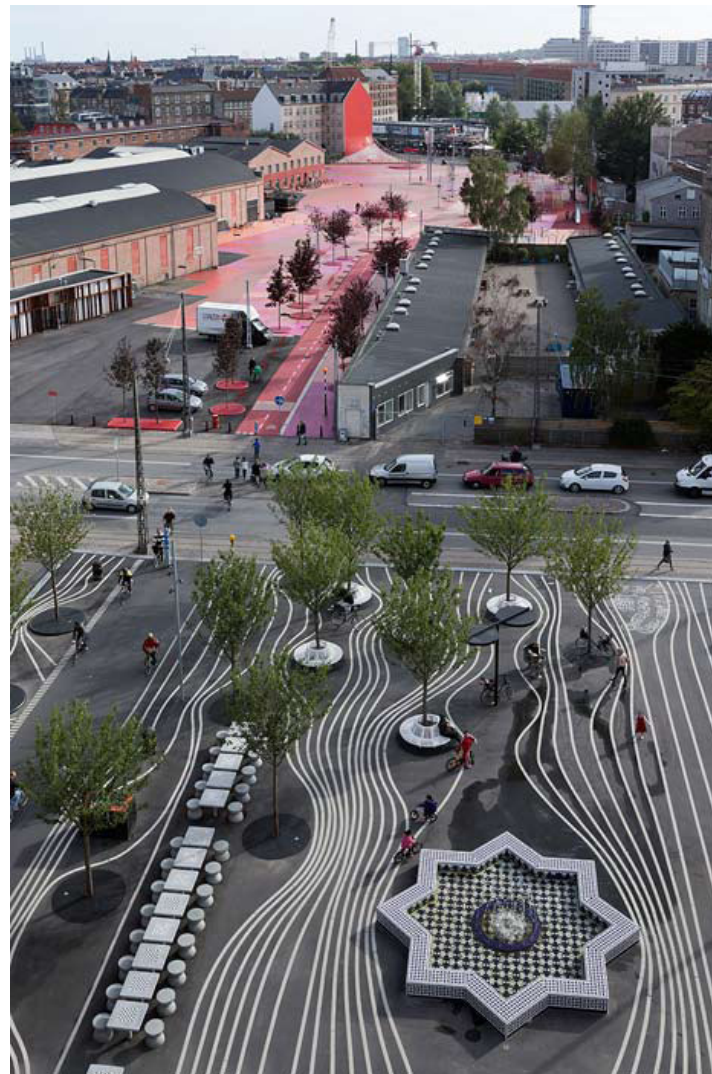
Activation of unused alley unifying historical buildings and new development and giving more space for pedestrians in Lower Downtown Denver.

Credits: SAR+



⑥ Pedestrianised public realm Superkilen, Copenhagen

Neon signs from Russia and Qatar, picnic benches from Armenia and ping-pong tables from Spain are just some of the different objects in the park, which are meant to represent the nationalities of every local resident. The park portrays a true sample of the cultural diversity of contemporary Copenhagen



⑦ Civic and cultural courtyard Fellowship Square, Waltham Forest

Fellowship Square is a key part of the Council's plans to ensure economic recovery following the Covid-19 pandemic and build confidence and resilience in the local economy and its wider London context. The Fellowship Square programme is a once in a lifetime opportunity to create a new neighbourhood and cultural centre in the heart of the borough.



Somerset House courtyard



⑧ Multi-purpose yard Queens Yard, Hackney Wick



6 AREAS FOR ACTION

6.3 Town Hall And Civic Hub

6.3.5 Inspiration



④

Building retrofit

The Bartlett School of Architecture, London

- ◀ UK. Complete revamp of the original Wates House to demonstrating how the retrofit of the
- ◀ 1970s building stock is possible, whilst retaining the embodied energy and CO2 emissions held in the concrete frame.

Area for Action 4:

Innovation Quarter



6 AREAS FOR ACTION

6.4 Innovation Quarter

The area around Stratford High Street DLR Station, Burford Road and the Rex Theatre is a neglected part of the Town Centre area. It sits on the edge of the core town centre, on the edge of Carpenters Estate, but not in it; close but not next to Sugar House and Pudding Mill; cut off by the High Street from much of the prevailing activity.

Despite this, the area is host to some of the most significant potential assets that exist to support innovation and enterprise in Stratford. Stratford Workshops has long been an underused resource in the workspace landscape of Stratford, failing to replicate the success of its neighbour on Burford Road, Us & Co. The Rex and buildings adjacent to Stratford High Street DLR station are currently seen as an unpleasant gateway to the town centre, failing to deliver the benefit they could for local people.

The local public realm needs up-grading, whilst the ability to cross the High Street at this point is seen as a fundamental barrier to the wider connectivity of this area. This physical barrier prevents the connection to successful schools such as School 21 and London Academy of Excellence to Queen Elizabeth Olympic Park and the creation of better pathways from education to local employment and enterprise.



6 AREAS FOR ACTION

6.4 Innovation Quarter

6.4.1 Ambition

Ambition

By recognising and improving the Innovation Quarter we believe we can better link residents to the economic opportunities which exist now and in the future. This in part related to links to the Queen Elizabeth Olympic Park Innovation District, but in the context of creating a complementary area which can hold its own.

Where it is needed, the redevelopment and reuse of buildings in the quarter will aspire to the highest environmental standards, whilst attractive physical spaces will provide links to Carpenters Estate and the Olympic Park will add value to residents and not just those working in the immediate vicinity.

Alongside improvement to the built environment, the Innovation Quarter will evolve as a hub for education and long-term partnership between local businesses, schools and universities. This will involve the development of new programmes and support to enable new engagement, not only on site, but through the Inclusive Innovation District, SHIFT and activities on Queen Elizabeth Olympic Park.

In order to achieve our ambition we have identified the following principles to guide our intervention:

- 1. We will act as an accelerator to create a strong wide network of innovative uses, creating new partnerships**
- 2. We will support developers to deliver a critical mass of high quality business space**
- 3. We will support an exemplar of refit/ retrofit business space at Stratford Workshops**
- 4. We will incentivise spaces in public ownership to help Stratford to become an incubator of circular economy businesses**
- 5. We will prioritise interventions to improve the public realm to overcome long term barriers to the Olympic Park**
- 6. We will create new partnerships to link education to the growing innovation business community**
- 7. We will support existing businesses in the area in their transition to net zero**

6 AREAS FOR ACTION

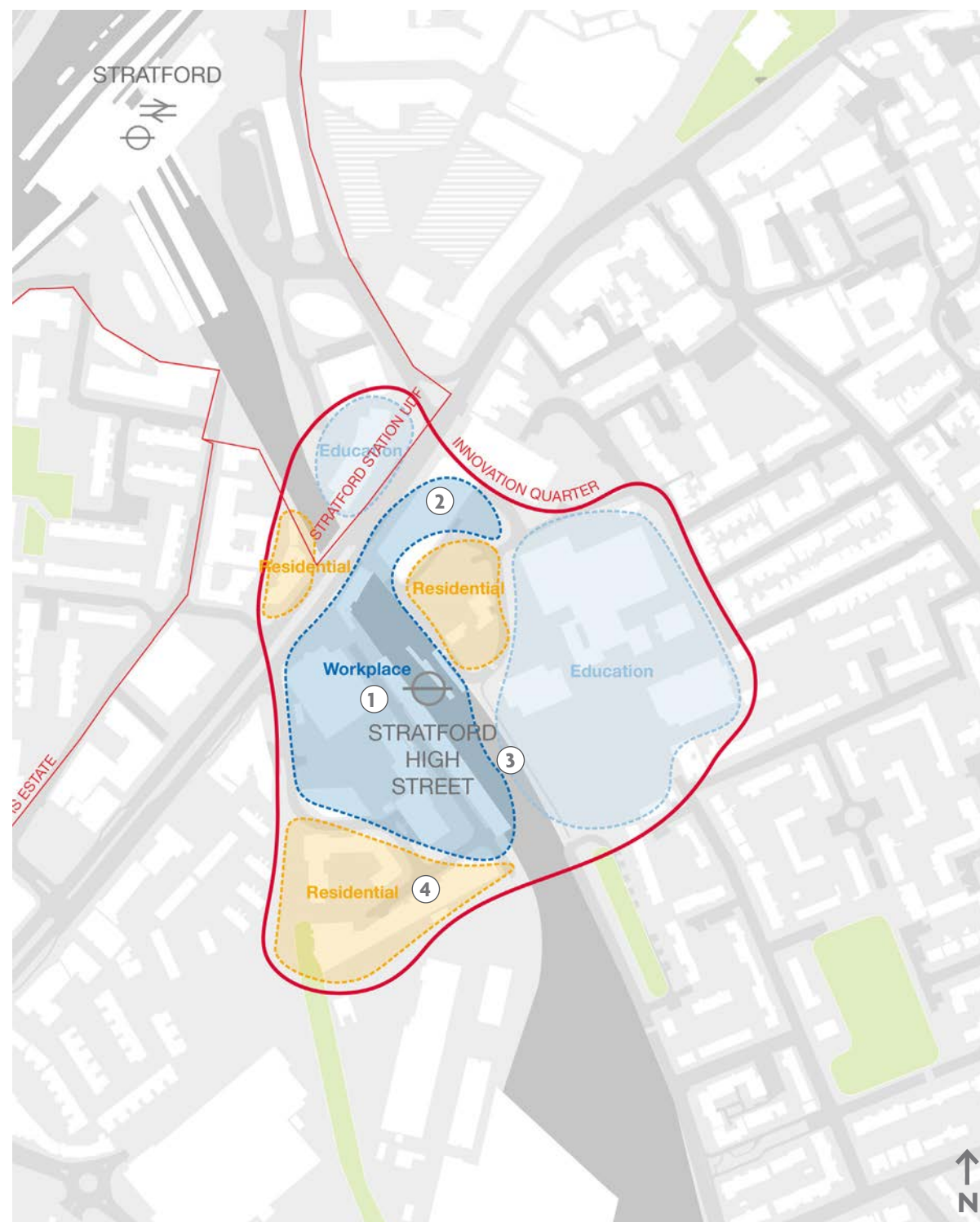
6.4 Innovation Quarter

6.4.2 Use Of Site

Spatial Principles For Better Use Of The Site

The following principles set out guidance for predominant ground floor uses to ensure a coherent and mutually beneficial use mix across the wider town centre:

1. Build on the success of Stratford Workshops and Us & Co and extend the provision of workspace with a particular focus on small businesses in the creative, tech and innovation sectors, offering affordability and accessibility
2. The provision of shared facilities such as workshops, makerspaces and labs is encouraged and should, be made accessible to the wider Stratford business and enterprise community.
3. Strengthen links between education and employment by protecting, enhancing and improving existing education facilities.
4. Where possible, there should be functional and spatial links between education and employment uses through shared facilities and programmes.
5. Residential development with a range of types and tenures should be integrated in the Innovation Quarter but should not undermine the spatial coherence and critical mass of the workspace-led cluster.



6 AREAS FOR ACTION

6.4 Innovation Quarter

6.4.3 Open Space

Spatial Principles For Better Open Space

As with all of the locations for action, public space will play an important role in the successful functioning of the area as a business eco-system. The following principles set out guidance for a new and improved public realm network that creates a clear hierarchy of spaces, prioritises pedestrians and provides safe, inclusive and attractive dwell spaces:

1. Transform the northern part of Stratford High Street from a high road to a people-centred urban boulevard. This requires a strategic re-think of the road corridor and a re-distribution of space to reflect pedestrian priority and future modal shifts.
2. Improve Channelsea Path and integrate it into the wider green pedestrian and cycle network.
3. Explore opportunities for a shared yard space that can function as an outdoor maker- and showcase space for the surrounding business community.
4. Integrate Burford Road with 'Station Street' through improved crossing and continuous public realm treatment. This will ensure a critical level of physical integration with the International Quarter and other employment hubs in the area.
5. Deliver an east-west quiet pedestrian and cycle route with a new bridge over the railway.
6. Improve the setting of Stratford High Street station with an improved forecourt, widened pavements and pedestrian crossing.

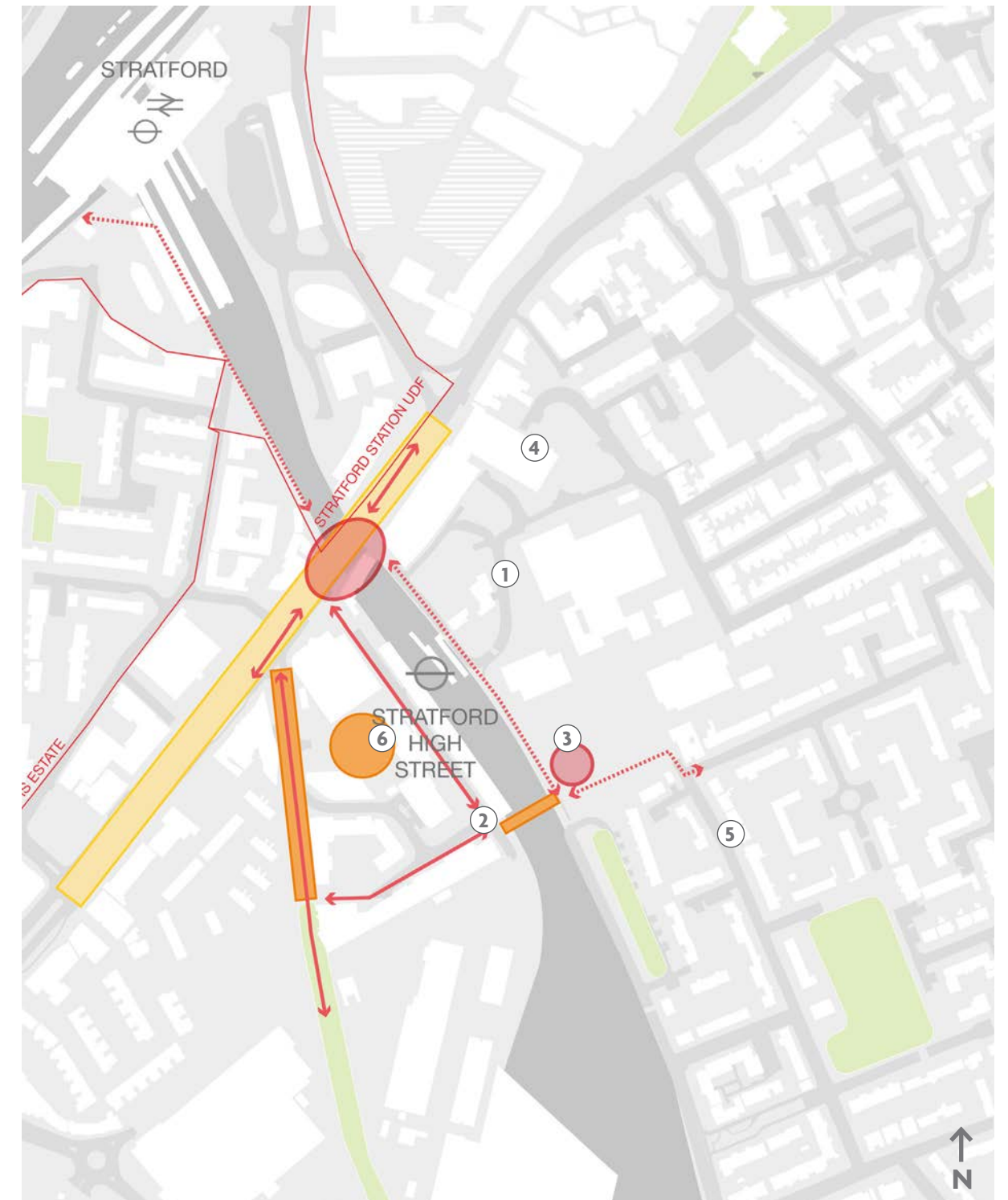


Luchtsingel Bridge, Rotterdam



Mariahilferstrasse, Vienna

6. Improve the setting of Stratford High Street station with an improved forecourt, widened pavements and pedestrian crossing.



6 AREAS FOR ACTION

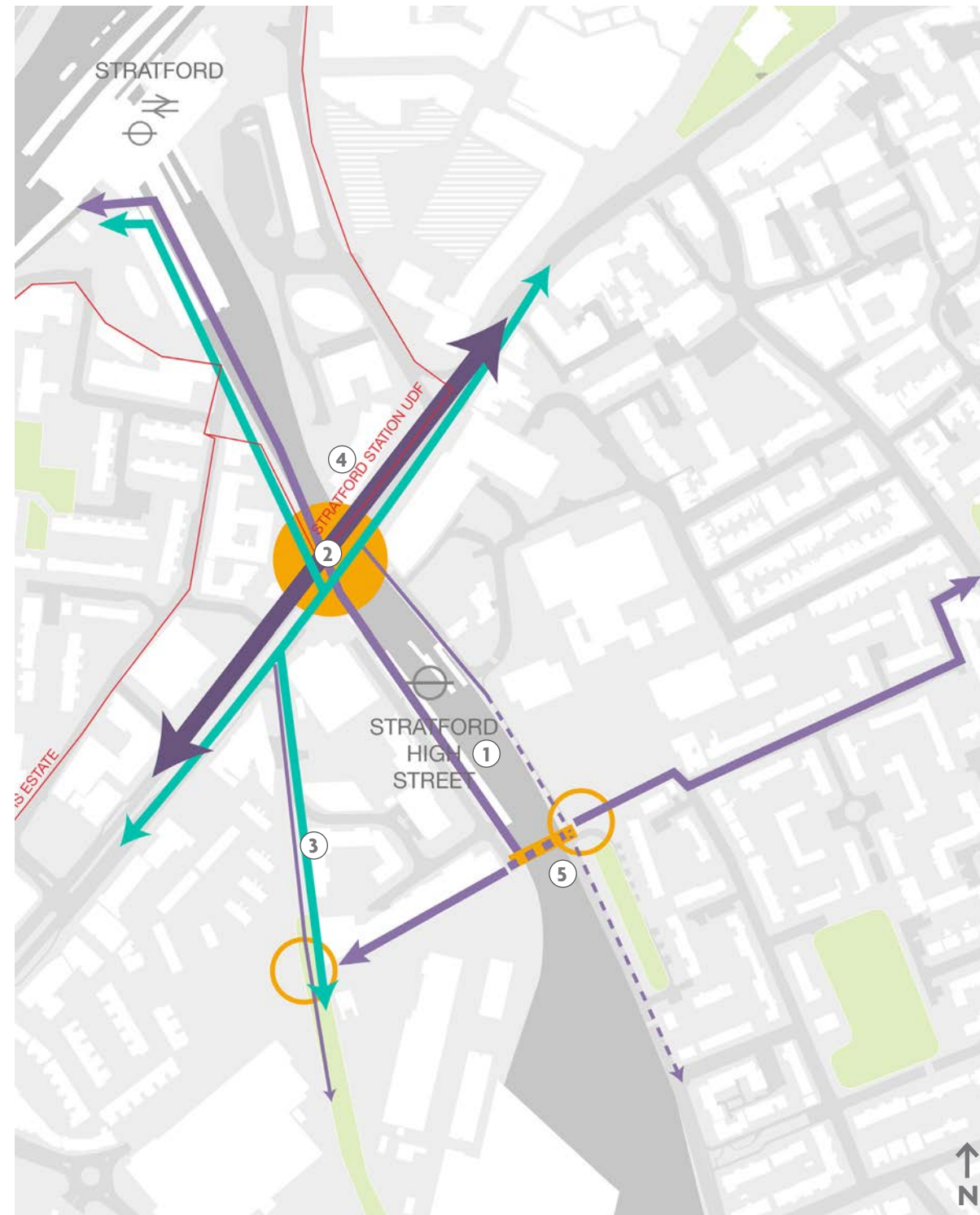
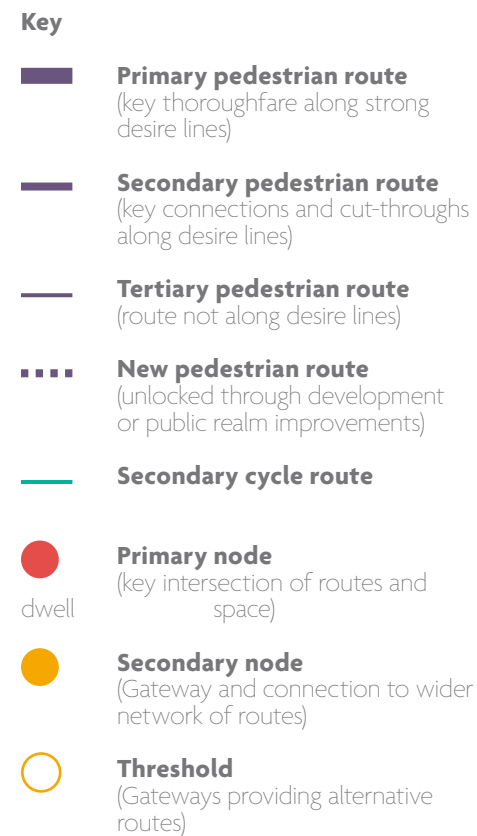
6.4 Innovation Quarter

6.4.4 Movement And Connectivity

Principles For Movement And Connectivity

The following principles set out guidance for a new and improved movement network that maximises integration with the wider area and provides safe, inclusive and attractive access to local destinations:

1. Improve Stratford High Street through street greening, active frontage and high quality public realm to link the Innovation Quarter into the town centre
2. Improve pedestrian crossing between Stratford High Street station and 'Station Street', integrating with the new Stratford Station proposals
3. Strengthen and improve pedestrian and cycle route along Channelsea Path
4. Strengthen and improve pedestrian and cycle route along Bridge Road, connecting into Stratford station and 'Station Street' (see Station chapter).
5. Explore opportunities for a pedestrian and cycle connection between Paul Street and Burford Road / Cam Road to create an east-west quiet route as an alternative to Stratford High Street. This would include a new bridge connection across Jubilee Line and DLR railway tracks.



6 AREAS FOR ACTION

6.4 Innovation Quarter

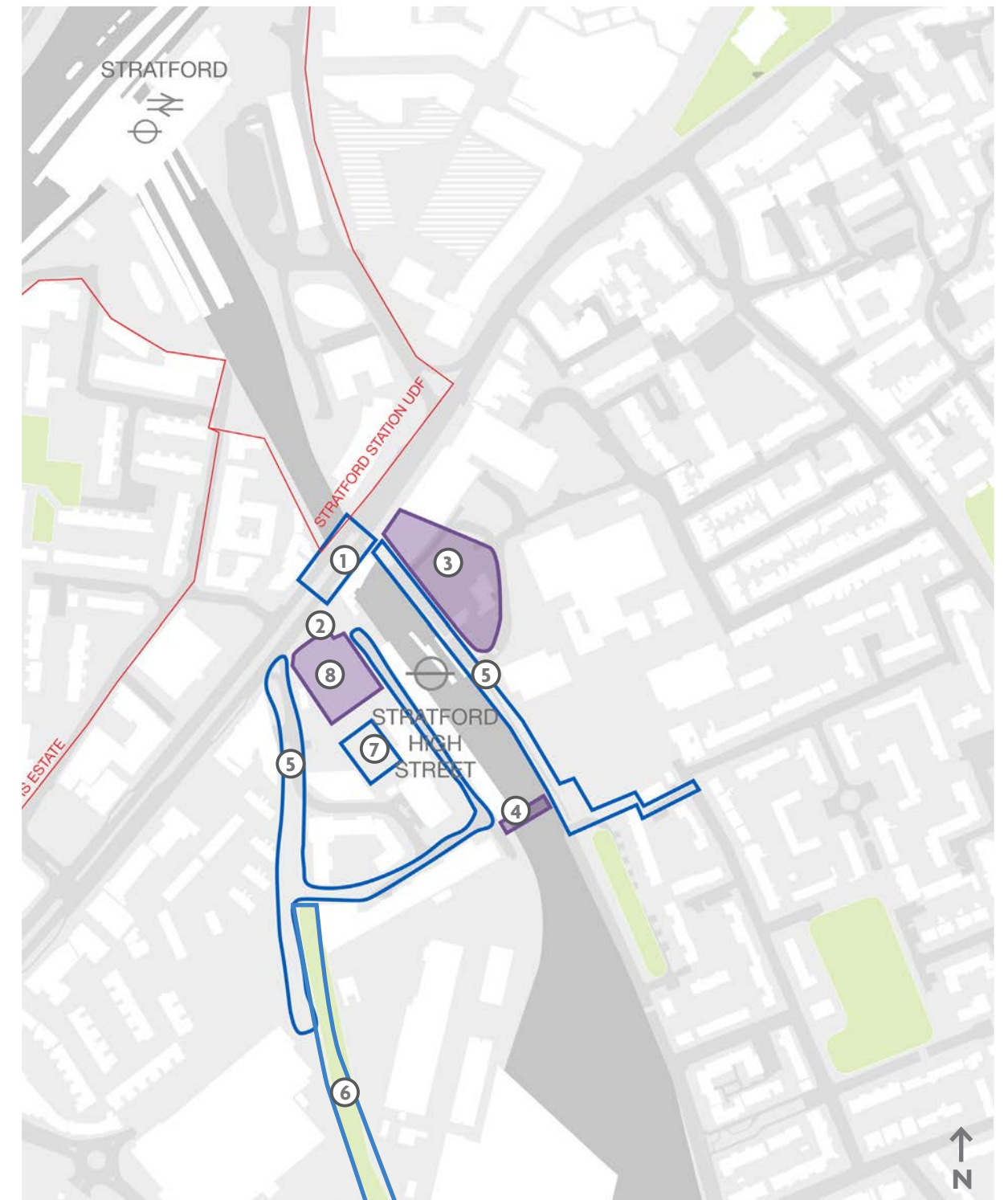
6.4.5 Practical Projects

The delivery of the Innovation Quarter concept around High Street DLR, The Rex and Burford Road will require a blend of physical interventions with the development of partnerships and programmes of enterprise and education support. We have identified the following 7 interventions to support this:

1. **Public Realm and Greening:** Public realm improvements and street greening along Cam Road, Kerrison Road, Burford Road and Bridge Road to embed more public spaces in and around the core enterprise and innovation assets
2. **Channelsea Path:** Landscape and public realm improvements, celebrating nature and water and making the route safer and more attractive to pedestrian and cyclists. Evolve the concept of an ecological wetland corridor, bringing together blue and green infrastructure alongside a strategic pedestrian and cycle route
3. **Cam Road car park:** Opportunities to transform into a spill out space for creative production, a working yard that can host events, showcasing and a meeting space for entrepreneurs and innovators
4. **Buzz Bingo site:** Support the development of light industrial space to support a more diverse workspace offer in the Innovation Quarter and activate ground levels, particularly fronting onto Stratford High Street.

5. **Burford Road Station Corner:** Support the redevelopment of property on the corner between high street and Burford Road to support a more pleasant public space and improved amenity
6. **Stratford Innovation Quarter Partnership:** Develop a partnership of local landowners, operators, schools, businesses, and public partners to define the strategy and promotion of the area as well as linking to Queen Elizabeth Olympic Park and SHIFT Innovation District
7. **Innovation and Education Pathways:** Develop clear links between School 21 and London Academy of Excellence, providing pathways to employment, work experience and mentoring in local businesses, working with Stratford Original Business Improvement District

- Key**
- Opportunity for new built development
 - Opportunity for adaptive reuse, retrofit and new built development
 - Opportunity for major public realm improvements



6 AREAS FOR ACTION

6.4 Innovation Quarter

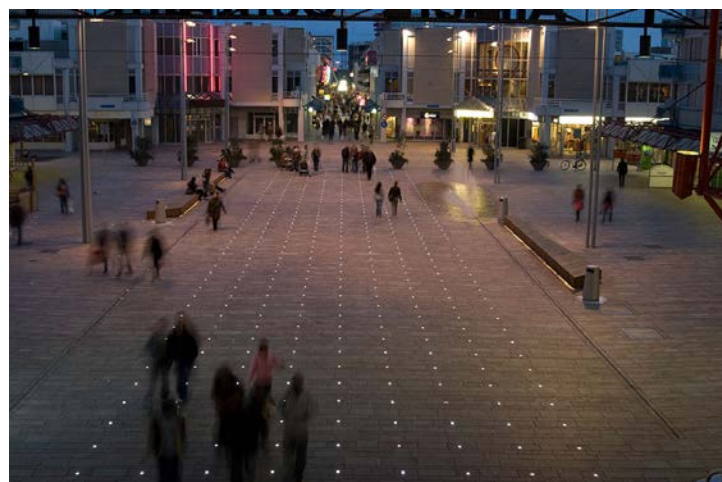
6.4.6 Inspiration

① Station arrival space

Norreport station, Copenhagen: Public square and station forecourt with substantial cycling infrastructure and landmark frontage and signage

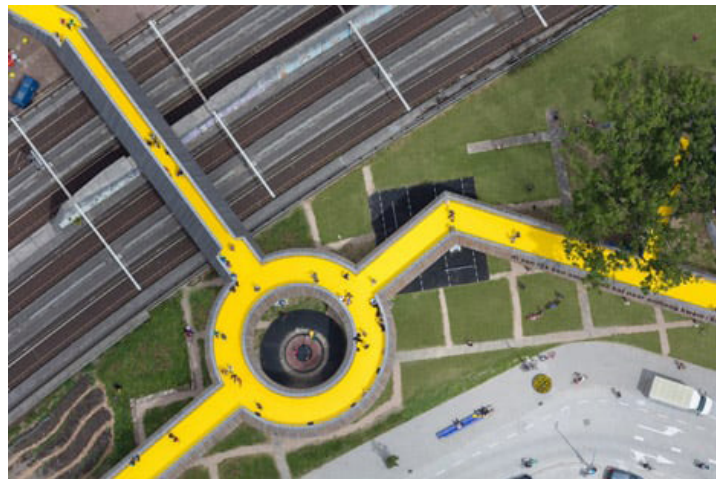


Almere station, Netherlands



③ New pedestrian bridge

Luchtsingel pedestrian bridge, Rotterdam. Described as the “world’s first crowd-funded public infrastructure project” - a 400-metre-long pedestrian bridge runs through a building and across roads and railways to connect three previously disconnected areas of the city. The bright yellow wooden structure is raised above ground by an entire storey, creating an uninterrupted pedestrian pathway that connects a series of individual public realm projects, including a rooftop vegetable garden and a new park.



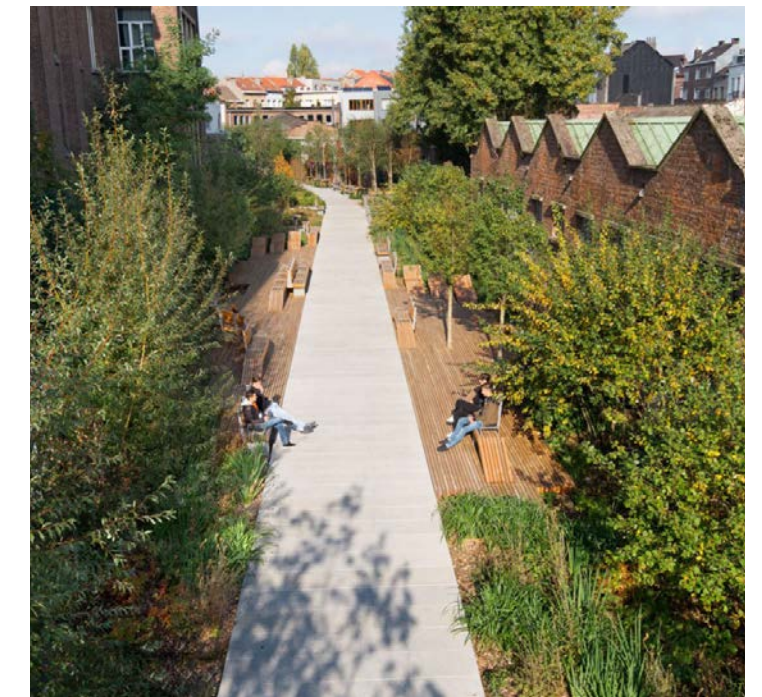
④ Streetscape improvements

Eddington, Cambridge (top and middle) and Elephant Park, London (bottom)



⑤ Channelsea Path improvements

Parc de la Senne, Brussels. This linear park located in the heart of the Masui district is today the only free space available to the municipalities of Brussels and Schaerbeek to develop a key public space in the district. This precious space has been earmarked to become an attractive and sociable location. The project, located over the bed of the covered River Senne, has a twofold purpose. With its existing network of vegetation, it will reinforce both the district’s identity and the Brussels-Capital Region’s green network.



6 AREAS FOR ACTION

6.4 Innovation Quarter

6.4.6 Inspiration

⑥

Working Yard

The Yard at Here East. The Yard is a vibrant courtyard between the Press and Broadcast Centre where Here East has hosted sport screenings, fitness classes and cultural festivals.



NDSM Wharf, Amsterdam. A former shipyard located on the banks of the River IJ in Amsterdam Noord, the NDSM Wharf has blossomed into an enormous business and cultural hotspot in recent years with a vibrant artist community. Within its external grounds the area hosts multi-disciplinary festivals, performances, exhibitions, dance parties and a wide range of other events in unique, post-industrial surroundings.



Green Urban Furniture

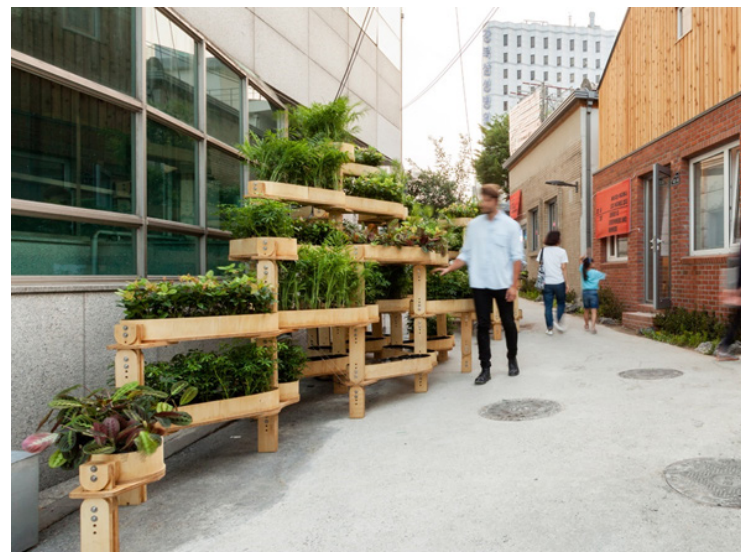
Adaptation of bus stops in Utrecht, Netherlands are supporting declining bee populations and contributing to improve biodiversity.

Picture: Smiley.toerist



Growmore: Modular urban farming structures designed to provide space for local food production in cities by better utilising unused urban spaces.

Credits: Husum & Lindhold Architects.



Area for Action 5:

Broadway



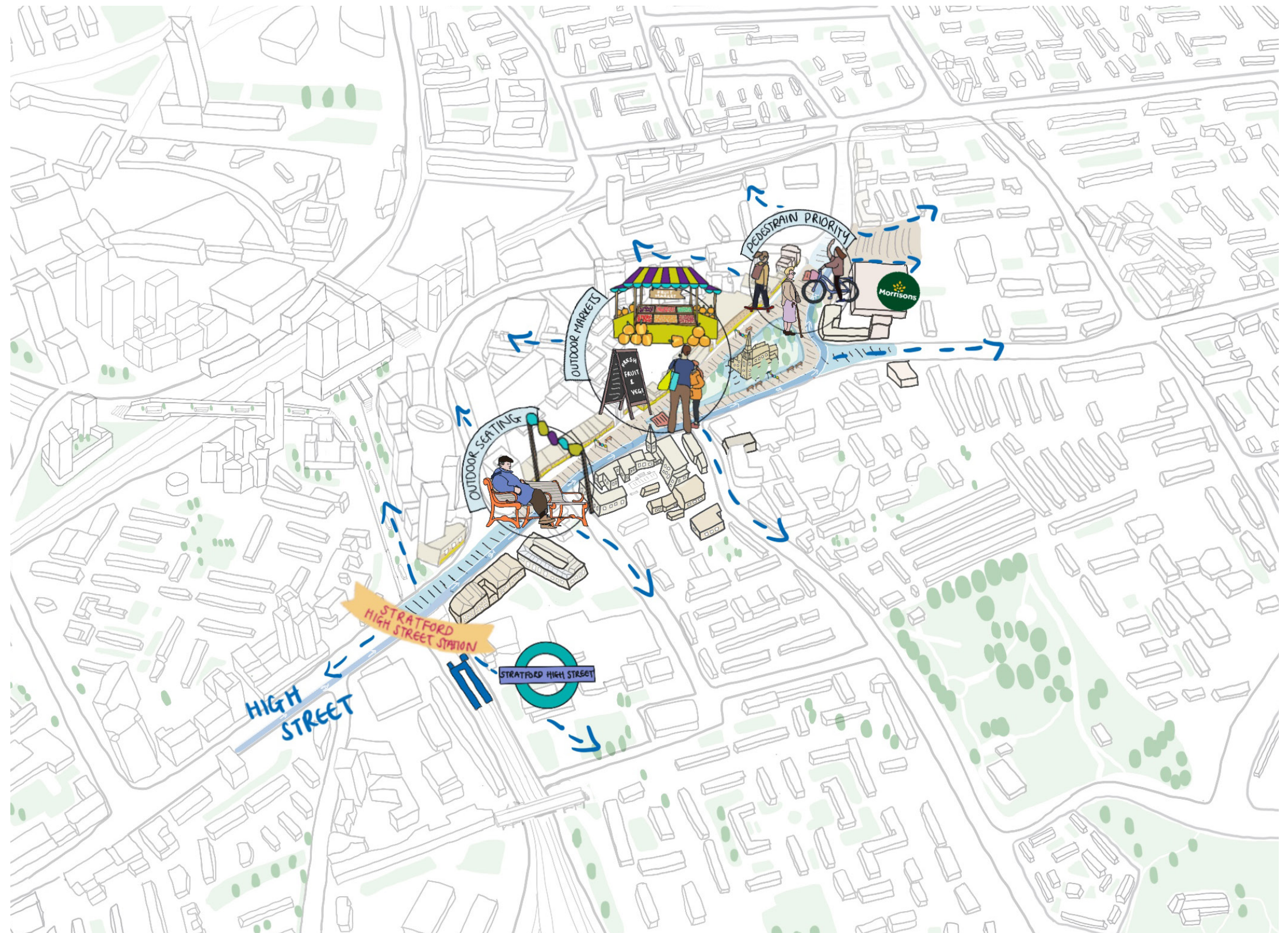
6 AREAS FOR ACTION

6.5 Broadway

Broadway is the most active thoroughfare in Stratford. Running from Maryland to Stratford High Street, it includes all aspects of daily life in Newham and for many (particularly those arriving from the east of the borough) it is their main point of entry into the town centre and the wider Stratford area.

Whilst diverse and bustling, the Broadway is currently congested and incoherent. Despite investments in the public realm, it still suffers from overcrowding and has poor air quality as a result of the number of vehicles which use the road. Crossing Broadway is noted by residents as an issue, whilst north south movement by foot and bike can also be improved.

Broadway's assets are multiple, with the Discover Centre, Old Town Hall, St Johns Church, the market, Our Newham Hub and points of entry for The Innovation Quarter, Stratford Island (including the Cultural Quarter) and Civic Hub. Sites at Morrisons, Boardman House, Jubilee House and Bridge House.



6 AREAS FOR ACTION

6.5 Broadway

6.5.1 Ambition

Ambition

The Broadway has an important role to play in knitting the local uses and communities. It is the main thoroughfare through Stratford and a space that most communities coming from the east of the borough will interact with each time they come to the town centre.

Improving the experience of using the Broadway, alongside greening the street will be crucial to making Stratford a more welcoming centre for local people and visitors alike. Protecting and diversifying spaces such as the market will help to create more versatile spaces for incidental social interaction and fun.

We will achieve this by building the following principles into our delivery:

- 1. We will focus on adding value to the public realm, by including more green spaces, testing low-carbon materials and incentivising pop-up circular interventions**
- 2. We will improve the ecological diversity of Broadway, enhancing the greening of the public realm; creating new habitats and bio-diversity**
- 3. We will safeguard education provision, supporting the expansion of London Academy of Excellence**
- 4. We will respond to the growing demand of electrical vehicles, including necessary**

infrastructure

- 5. We will prioritise active travel, focusing on the prioritisation of investment in walking and cycling**
- 6. We will continue to improve the successful markets on and adjacent to the Broadway, identifying opportunities to diversify their offer**
- 7. We will create more opportunities for culture, considering temporary road closures to support cultural and community events on the Broadway.**
- 8. We will ensure that any new development does not compromise the daily user experience of the Broadway**

6 AREAS FOR ACTION

6.5 Broadway

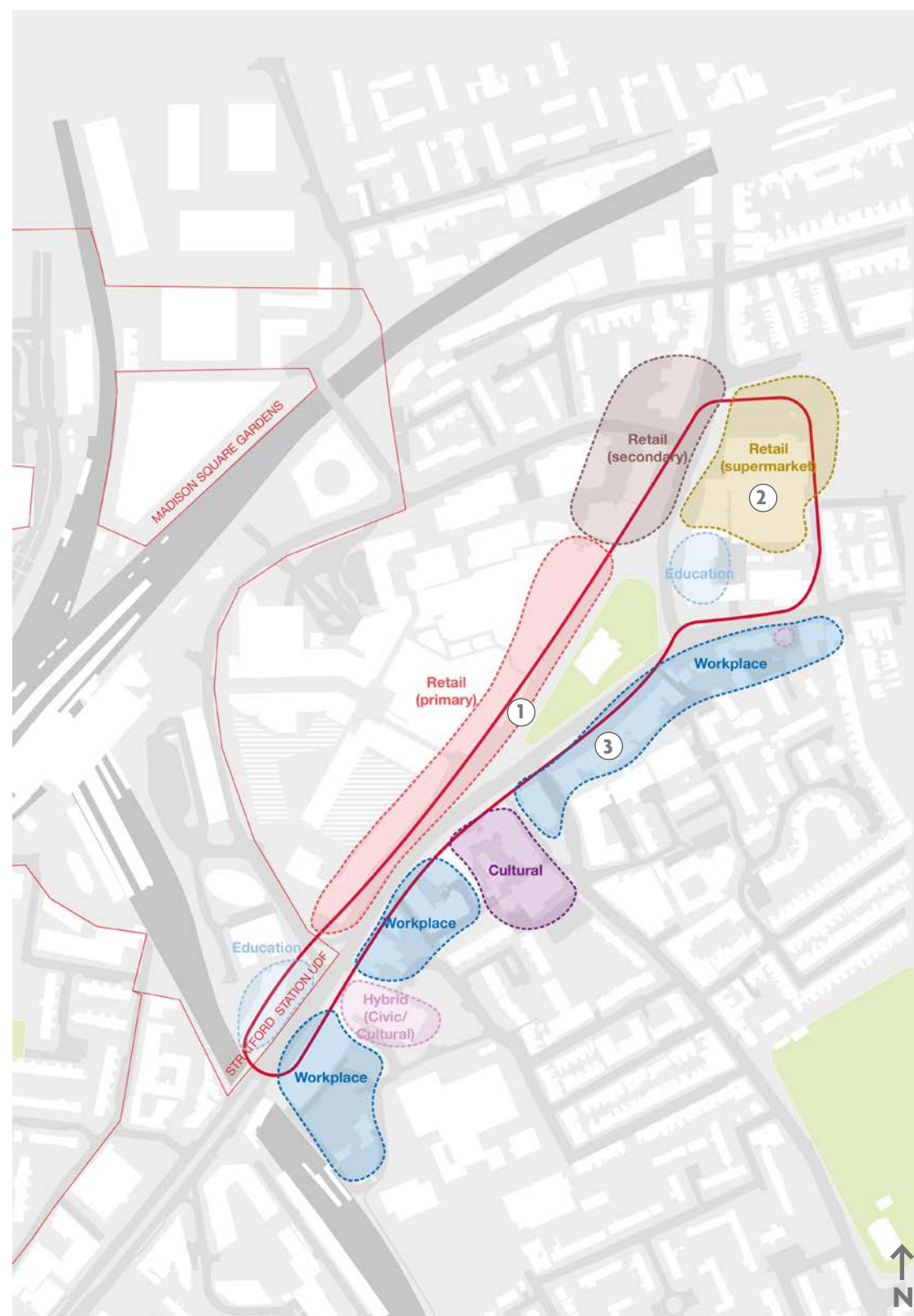
6.5.2 Use Of Site

Spatial Principles For Better Use Of The Site

The following principles set out guidance for predominant ground floor uses to ensure a coherent and mutually beneficial use mix across the wider town centre:

1. Recognise the changing nature of high street retail by consolidating traditional primary retail frontage along the south-eastern edge of the Island site, where footfall is highest. Retail and food and beverage units benefit from southern aspect in this location which makes them more attractive and encourages spill out of activities into the public realm.
2. Retain or re-provide store on Morrison's site to bookend the northern end of the town centre.
3. The southern frontage of the Broadway is an adaptable space which could remain as retail and services but could also evolve to include small workspace, cultural, civic and educational uses. This is an opportunity to diversify the town centre offer. The Broadway itself creates a separation between its southern frontage and the primary retail areas of the Island site. The southern frontage can therefore function as its own discreet area of high quality, interesting and evolving uses, enhanced with improved public realm.

Key	
	Retail (primary)
	Retail (secondary)
	Retail (supermarket)
	Workplace
	Cultural
	Hybrid (civic/cultural)
	Educational



6 AREAS FOR ACTION

6.5 Broadway

6.5.3 Open Space

Spatial Principles For Better Open Space

The Broadway is a public space and needs to become more welcoming and human. The following principles set out guidance for a new and improved public realm network that creates a clear hierarchy of spaces, prioritises pedestrians and provides safe, inclusive and attractive dwell spaces:

1. Emphasise the Broadway as the primary public space in the town centre by prioritising pedestrian spaces. The area around St John Church and the outdoor market should become a focal point for public life and activity in the town centre, with the churchyard providing an enhanced space for gathering and culture.
2. A more continuous surface treatment and choice of crossing points are critical to tying the public realm together.
3. Create more generous space for businesses to spill out along the Broadway and the Grove. Showcase the diverse retail and commercial offer along Broadway by creating more external space for shops, cafés and restaurants to enliven the street scene.
4. Plan for future modes of transport and modal shift away from private car ownership. This could include testing lane closures, reducing speed limits and increasing offer of shared sustainable

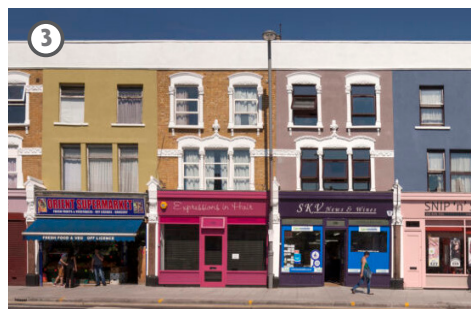
- transport modes (e Scooters, eBikes, car sharing etc).
5. Safeguard areas for changing programme of events and community interventions.
 6. Programme pilot road closures to create temporary public space in the area between Romford Road and West Ham Lane
 7. Promote and grow the market to become a key attraction in the town centre.



Lower Marsh, London



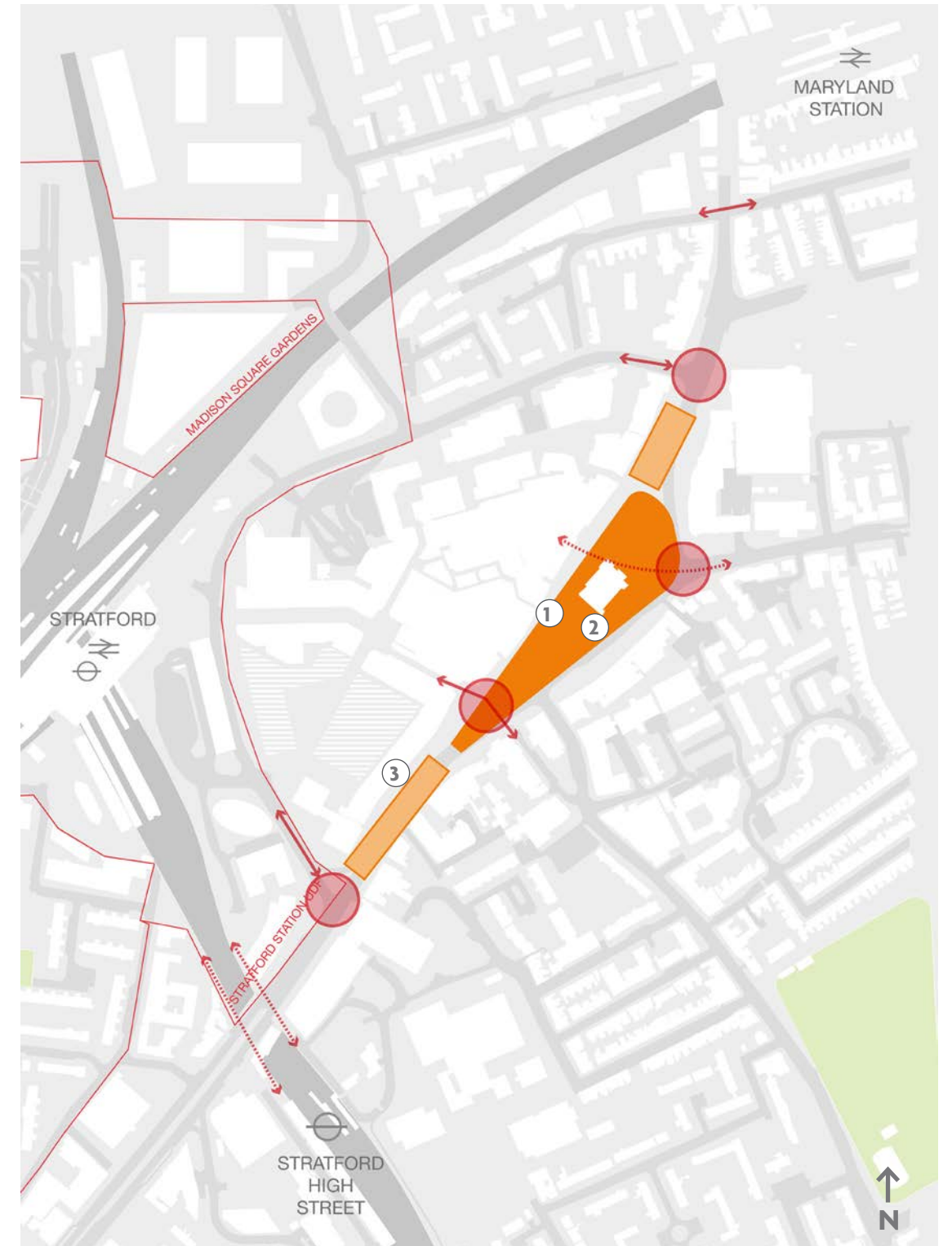
St Pancras Church Garden



Leyton High Street

Key

- Primary public open space (outdoor)
- Secondary public space (indoor and outdoor)
- Threshold (transition and orientation spaces between character areas)
- ← Improved existing routes (public realm improvements)
- ←-- New pedestrian routes (unlocked through development or public realm improvements)
- ←-- Improved rooftop connection (public realm improvements)



6 AREAS FOR ACTION

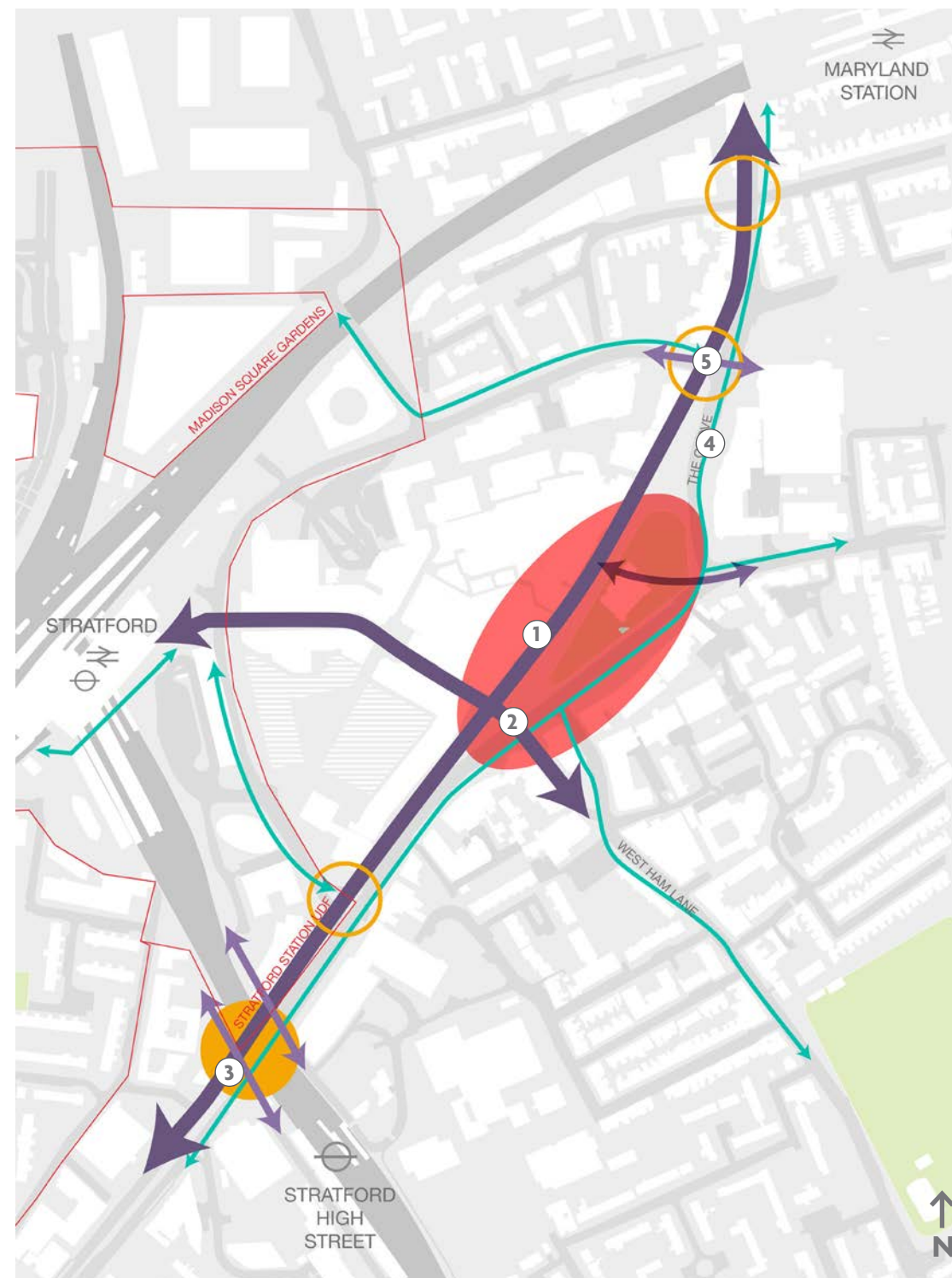
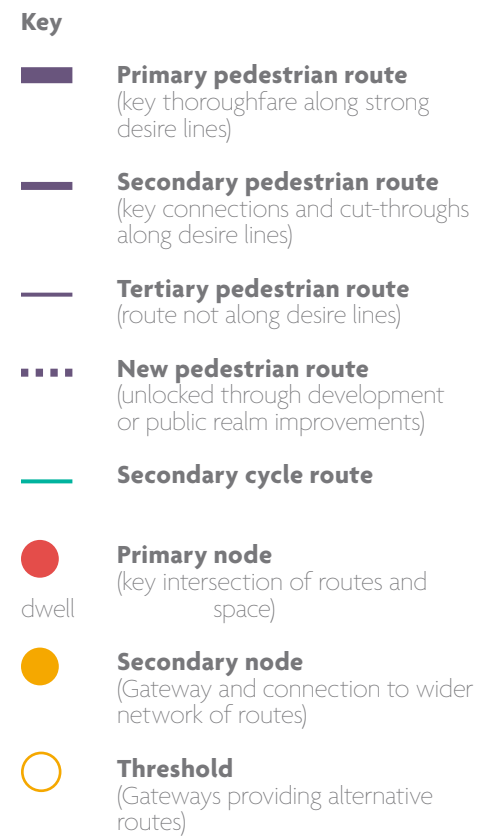
6.5 Broadway

6.5.4 Movement and Connectivity

Principles For Movement And Connectivity

The following principles set out guidance for a new and improved movement network that maximises integration with the wider area and provides safe, inclusive and attractive access to local destinations:

1. Explore potential for a shared surface treatment to Broadway around St Johns Church to create a central public space and heart to the town centre. This will improve the integration between the northern and southern sides of the Broadway and allow more fluid pedestrian movement and distribution of footfall.
2. Prioritise key route and crossing between West Ham Lane and Stratford Shopping Centre through wider raised table crossing.
3. Improve quality and frequency of crossing points along the Broadway to enable a better integration between the town centre and surrounding neighbourhoods.
4. Extend dedicated cycle lanes along the Grove
5. Explore potential for new connections to link the new Cultural Quarter with Stratford Library and the Old Town Hall



6 AREAS FOR ACTION

6.5 Broadway

6.5.5 Practical Projects

Stratford Broadway requires consistent and well programmed interventions. We have identified 9 projects which can help form a more pleasant, useable and permeable space at the heart of Stratford. These should be considered alongside interventions in other locations which intersect with Broadway.

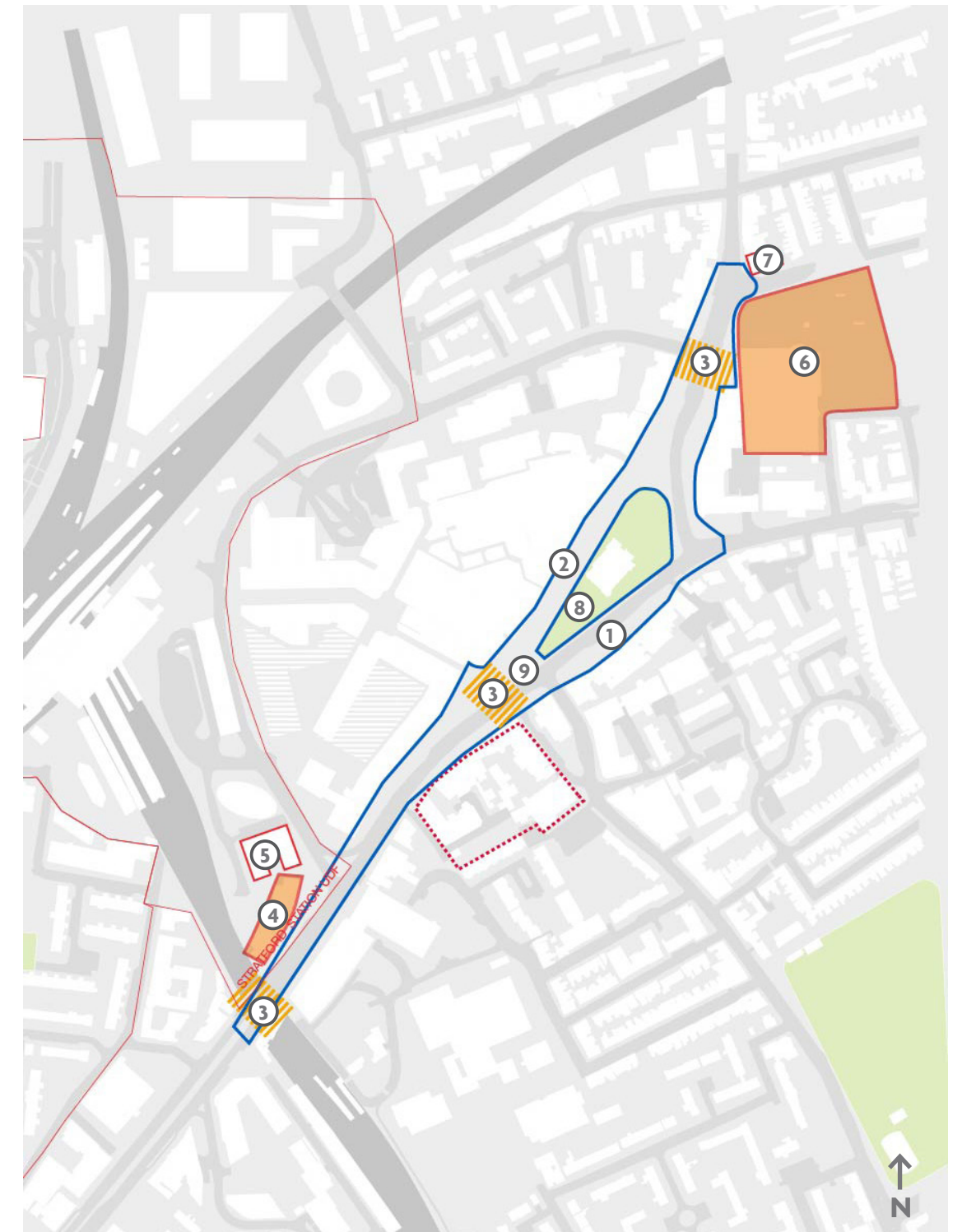
- 1. Broadway public realm and highway improvements:** Explore opportunities to reduce vehicular traffic and increase pedestrian and cycle public realm. Increase planting and greening of the Broadway, creating an improved environment for dwelling and meeting
- 2. Market Improvements:** Support and grow the indoor and outdoor market, celebrating Stratford's cultural diversity and transforming it into a destination in its own right
- 3. Improve pedestrian crossings:** Improve pedestrian crossings at key locations including Stratford High Street station, West Ham Lane crossing, Great Eastern and Maryland station. Ensure that materials provide greater pedestrian priority, reducing the dominance of cars on the Broadway.
- 4. Bridge House:** Support the opportunity for redevelopment, delivering an expanded London Academy of Excellence and of ground floor activation with uses for young people. Integrate this with

Building and Crafts College to create a visible education quarter.

- 5. Jubilee House:** Support the redevelopment of Jubilee housing including ground floor activation. Use this to develop proposals to improve public realm and enable better connection to Carpenters Estate and Stratford Station.
- 6. Morrisons Site:** Explore the opportunity for mixed use development with ground floor activation and retail frontage along Broadway, accommodating new health facilities and retained library
- 7. Stratford Arcade:** Improve coordination and servicing of Stratford Arcade workspace, exploring the concept of a hub for charity, civil society and community business.
- 8. St Johns Church Yard:** Support programming of the cultural offer in the the churchyard, linking this to the programme in the Cultural Cluster and town hall.
- 9. Temporary Road Closures:** Consider the feasibility of temporary road closures between Romford Road and Great Eastern

Key

-  Opportunity for adaptive reuse, retrofit and new built development
-  Opportunity for major public realm improvements
-  Developments in pipeline (planning)
-  Other Areas for Action boundaries
-  Improvements to pedestrian crossings



6 AREAS FOR ACTION

6.5 Broadway

6.5.6 Inspiration

①

Public realm and highway improvements to create more pedestrian priority spaces: Old Street Roundabout. This project which is currently in the final delivery stages will completely overhaul the traffic-dominated roundabout, creating an area safer for cycling and walking, with a major new public space. The plans are part of TfL's Vision Zero ambition to eliminate all death and serious injury from London's roads by 2041. TfL worked with boroughs and contractors to bring forward the start of work. Cllr Claudia Webbe, Islington Council's executive member for environment and transport, said: "This is a once-in-a-generation opportunity to transform a polluted, outdated junction so that priority and space is given to people instead of vehicles. This will contribute towards Old Street being a great place to live, work, study and visit with significant safety improvements for pedestrians and cyclists, public transport users, and people who live and work nearby. Known around the world, Old Street is evolving and this bold transformation will create an attractive place to enjoy, walk, cycle and spend time making it fit for the future."



Archway Gyrotory. Major reconfiguration of the former gyrotory system in Archway to create a safer, more pleasant and accessible town centre and enable a development site for much-needed affordable homes. The public realm improvements are part of a £4 billion road modernisation project led by TfL that will make a real difference to Archway by making walking, cycling and public transport an easy and safe choice for everyone living and working in the area.



②

Growing indoor and outdoor market: Brixton market village, Ridley Road market in Dalston, Broadway Market, Columbia Road Market are only a few examples of markets that create a wider draw, not to mention London's famous markets at Portobello Road, Covent Garden, Camden and Borough Market. London's markets are well loved, drawing customers from across the city and beyond and providing a platform for small businesses, start-ups and sellers to launch their products. Stratford has the unique opportunity to celebrate the borough's rich history and cultural diversity. Special markets for young people are an additional opportunity to give them a platform for showcasing their creative talents.



Case Study: The Teenage Market, UK

The Teenage Market is a fast-growing national initiative that's transforming town and city centres with the creativity of young people. It supports the next generation of entrepreneurs by providing a platform for them to be entrepreneurial, trial new business ideas and sell creative products. The creative fusion of specialist retail and live performance creates a thriving and bustling marketplace which succeeds in attracting a new generation of shoppers and visitors to local markets and animate high streets.



6 AREAS FOR ACTION

6.5 Broadway

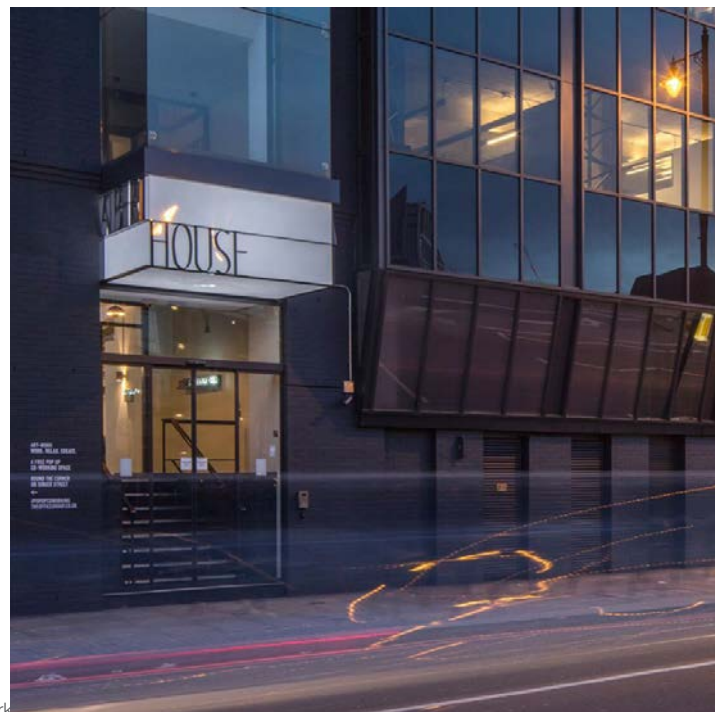
6.5.6 Inspiration

④ **Integrating education, skills and training facilities with residential development: Tiger Way, Hackney.** This project is an innovative mixed-use development. The project delivers a high-quality new primary school and nursery, providing much needed school spaces for the Borough of Hackney. The school is funded through the sale of 89 high quality private sale residential apartments co-located on the same site. The school is located facing the community with a more intimate scale of 2 storeys. The classrooms wrap around ground floor play spaces opening out to provide a sense of well-being. Play space for the school is provided on both ground floor and at roof level utilising as much of the site's potential for varied play and learning. The school also has a presence to the South with a large flexible space called the park room overlooking Hackney Downs.



④ ⑤ Bridge House and Jubilee House are colourful local landmarks and their post-modern features mark some of Stratford's more recent architectural 1980's heritage. As such, and with net zero targets in mind, there is an opportunity to explore the potential for refurbishing the buildings and bringing them up to contemporary standards.

Albert House in Old Street is an eighties building that has been transformed into a home for a range of business from tech start-ups to larger corporate companies. The 5,000m² scheme features a large open reception and bar area which is lit by a five-storey void. It also includes a workroom, a screening room for movies and presentations and a clubroom designed for agile working and private meetings. The upper floors provide spaces for growing businesses from two to 20 people and roof gardens on the third and sixth floors offer outdoor space.



⑥ **Mixed use town centre development: Hallsville Quarter, Canning Town.** Hallsville is a mixed use town centre development delivering 620 new homes, retail, workspace and public realm as part of the Canning Town & Custom House Regeneration Masterplan. The Hallsville Quarter site forms part of the overall Canning Town and Custom House SPD regeneration masterplan and is situated near to some of East London's key leisure, retail, commercial and travel destinations. The scheme aims to extend Canning Town's Barking Road High Street by creating a new chain of public spaces running North-South through the site. Town Place will be a new Civic Space for Canning Town and Park Square will create new green space for the area. Both spaces are supported by a coherent retail strategy which aims to foster activity and promote a bustling daytime and night time economy.



Mixed use town centre development: Burridge Gardens, Clapham. This is one of Peabody's first projects following the publication of '21st Century Peabody', an ambitious document which sets a benchmark for exemplar urban regeneration in the capital. Phase 01, consists of 154 mixed tenure homes and Phase 02 includes a Community Centre, offices, 198 homes including later living provision and a large public square. A pedestrian avenue runs through the site, linking Clapham Junction station and Wansworth Common, as well as bringing Clapham high street into the site through a series of commercial units that will overlook a square. The streets have been laid out as shared surfaces allowing them to function as a social spaces.



6 AREAS FOR ACTION

6.5 Broadway

6.5.6 Inspiration

Electric charging points



Placeholder image - Shutterstock - Item ID – 742689853 (request Newham)

Zero waste facilities



Brasserie 2050 : Pop up restaurant with sustainable food production, menu, and structure.

Credits: Overtreders W. Picture: Jorn van Eck

07

WHAT IF?
FOUR SPECIFIC PROJECTS TO
SUPPORT CHANGE

7 What If? Four Specific Projects To Support Change

To support our wider ambitions for positive change in Stratford Town Centre, we have identified four locations, which can be reimagined in line with the principles and aspirations of this plan.

to provide inspiration and early interventions which can be delivered relatively easily and cheaply to start to move projects forward.

We have selected these on the basis of the influence that the council can exert and the ability to deliver incrementally if this is required. They provide an opportunity to test and develop proposals with early momentum building projects, through to longer term transformational initiatives.

The four transformations we considered are:

1. What if the cultural quarter becomes a green oasis providing spaces for outdoor performance and growing, alongside workspace, community hubs and new provision for screen-based activities?
2. What if we created a town hall which changed the way we think about democracy and participation?
3. What if we created a new park at the base of a refurbished Morgan House?
4. What if we created a new hub for innovation and enterprise which connects directly to the next exciting chapter in the Queen Elizabeth Olympic Park?

Here we provide focused ideas on these projects, including routes for delivery, images

7 What If? Four Specific Projects To Support Change

7.1 Cultural Quarter

Introduction

The Cultural Quarter is perhaps the space in Stratford which underperforms most against our ambitions. The quality of environment, the coherence of the cultural offer and the use of existing spaces are all below the standards we set for the town centre.

We want to intervene early to improve the public spaces around the Cultural Quarter. Alongside physical spaces we will look to enhance local partnerships and programming to accelerate a more diverse offer as well as engaging with new partners who can help to create an exciting space at the heart of Stratford.

Delivery

The project ideas set out here are scalable and hence can be delivered incrementally, although a coherent and transformational plan is preferred.

Additional studies will be needed to establish the feasibility and deliverability of scale greenspace delivery in and around the Cultural Quarter. This will require further planning to remove cars from the space and consideration of options from light touch tactical greening to full remodelling and redesign of public spaces.

The council does not currently have the

resources to support significant remodelling and therefore, case making will need to be undertaken to deliver new projects as well as providing an understanding of the prioritisation of specific projects.

New partnerships will need to be established to deliver upon the programming and participation aspirations set out within Newham's Cultural Strategy as well as looking at the potential of

the Cultural Quarter to work as a location for business events. Alongside this, engagement with pan-London partners to develop a regionally significant cultural and education offer, focussing initially on-screen related activities.

Quick win

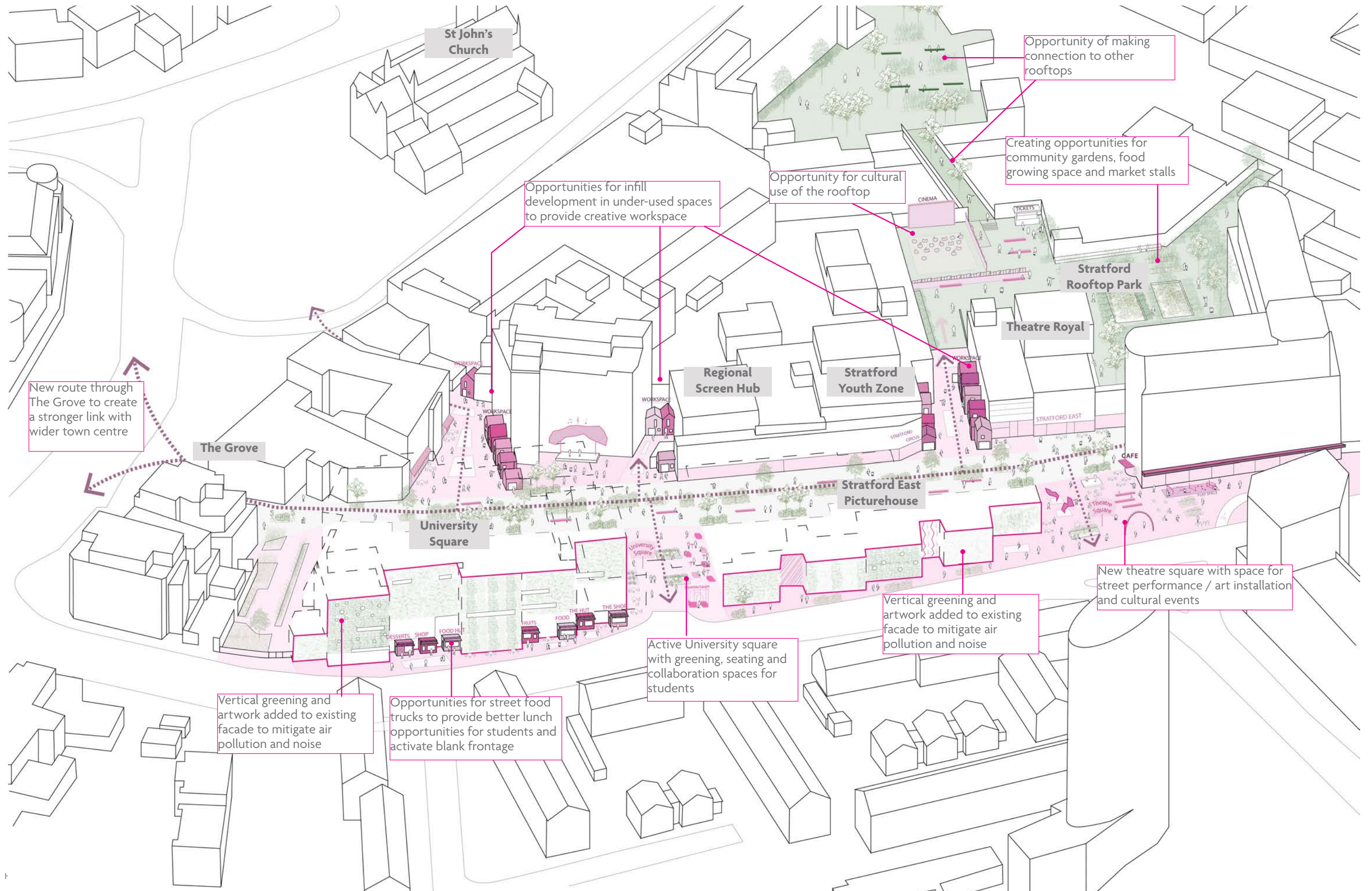
A new garden space on the Car Park behind Theatre Royal Stratford can provide an informal growing space with a potential outdoor performance function. Improved mobile planting and removal of cars from the core cultural quarter space can help demonstrate what can be possible with a more significant intervention.



Artist impression of the Cultural Quarter as a green oasis providing spaces for outdoor performance and growing, alongside workspace, community hubs and new provision for screen-based activities.

7 What If? Four Specific Projects To Support Change

7.11 Cultural Quarter - Vision



7 What If? Four Specific Projects To Support Change

7.2 Town Hall

Introduction

The Town Hall is arguably the best known and most important building in Stratford. Alongside East Ham Town Hall and Canning Town Library it is the heart of democracy and activism in Newham.

We want to reimagine the town hall as a space for democracy in the 21st century, delivering a high-quality refurbishment including workspace, locally programmed community and cultural space, access to services and new forms of participation.

Delivery

The council cannot afford to deliver a full refurbishment of the town hall, alongside the necessary action needed to save the Magistrates Court which is now a building at risk. It is therefore necessary to find an investment partner who can work with the council to deliver upon the objectives of our plan, without the council having to surrender the freehold of this important civic asset.

By grouping the Old Town Hall, the Magistrates Court and the Car Park behind the site together, we will be able to provide a joint venture proposition which will enable us to secure the investment needed to reimagine these buildings. This, alongside the investment of the London Creative Land Trust in Alice Billings House will create a new focal point for the town centre.

The search for a partner will need to be preceded by additional technical and design work as well as a more thorough consideration of the activities which will take place in Town Hall and neighbouring buildings. In addition to this, there is an opportunity to establish a new community organisation who can assume a long-term stewardship role in elements of the buildings programming.

Quick win

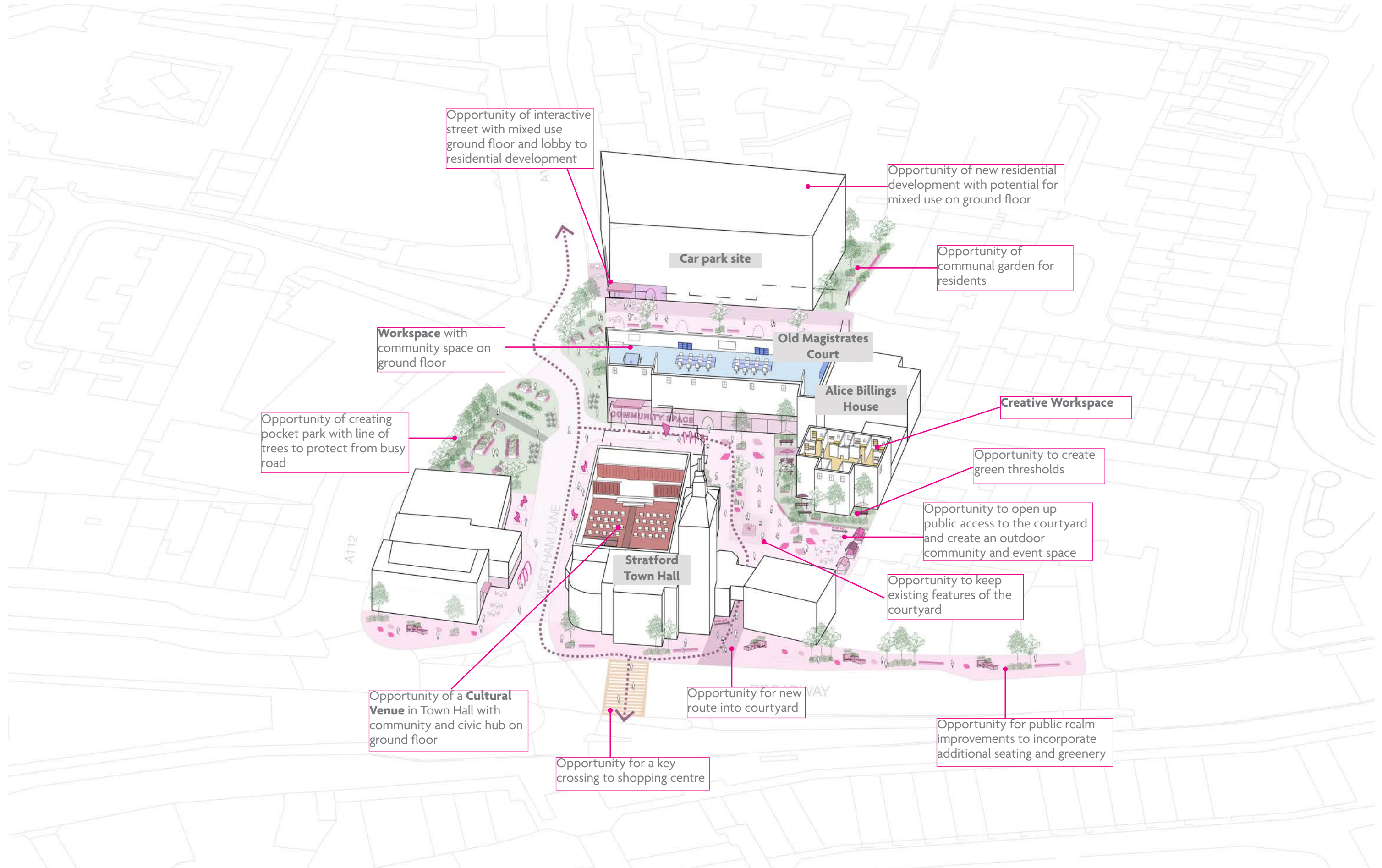
Taken forward by the London Creative Land Trust, the conversion of Alice Billings House will provide space for artists and community programming alongside new public space.



Artist impression of the Town Hall as a place of democracy and participation

7 What If? Four Specific Projects To Support Change

7.21 Town Hall - Vision



7 What If? Four Specific Projects To Support Change

7.3 Morgan House Yard

Introduction

The area at the foot of Morgan House is currently a mix of service yards and old car focussed infrastructure which acts as a barrier and a blight to Stratford. Transforming and greening this space can be a symbol of the wider aspirations for Stratford, whilst making better, more impactful use of the space on the Stratford Island site.

Much of this site is limited by the delivery of the more fundamental longer-term delivery on this site. As a result, we will seek to develop short term precursor interventions which can help change perceptions and make the case for more new uses at this location.

Delivery

The transformation of Morgan House yard will need to be a joint endeavour between LB Newham and the current owner of the site. This will mean identifying the intermediate and long-term opportunities to achieve this alongside their plans for the site.

In the short term, however, there is the potential to create a stronger route from the station to the Broadway which can reduce the pressure on the shopping centre, whilst also demonstrating the potential of a major new greenspace in the heart of the site.

The initial funding to enable this to happen in its full form, is not currently available and

hence further work is required to support the case for investment from both the public and private sector. Additional work will be needed to provide more detailed proposals and to provide detail on the impact on servicing for units on the Broadway and to understand the lost income from current car parking.

Whilst the longer-term aspiration exists to demolish the current two storey car park, there

are opportunities to better use this space and link it to our wider aspirations for growing and culture.

Quick win

By providing new accessible parklet type functions on the site, with potential gatherings and urban functions (active travel, habitat development, we can change perceptions of

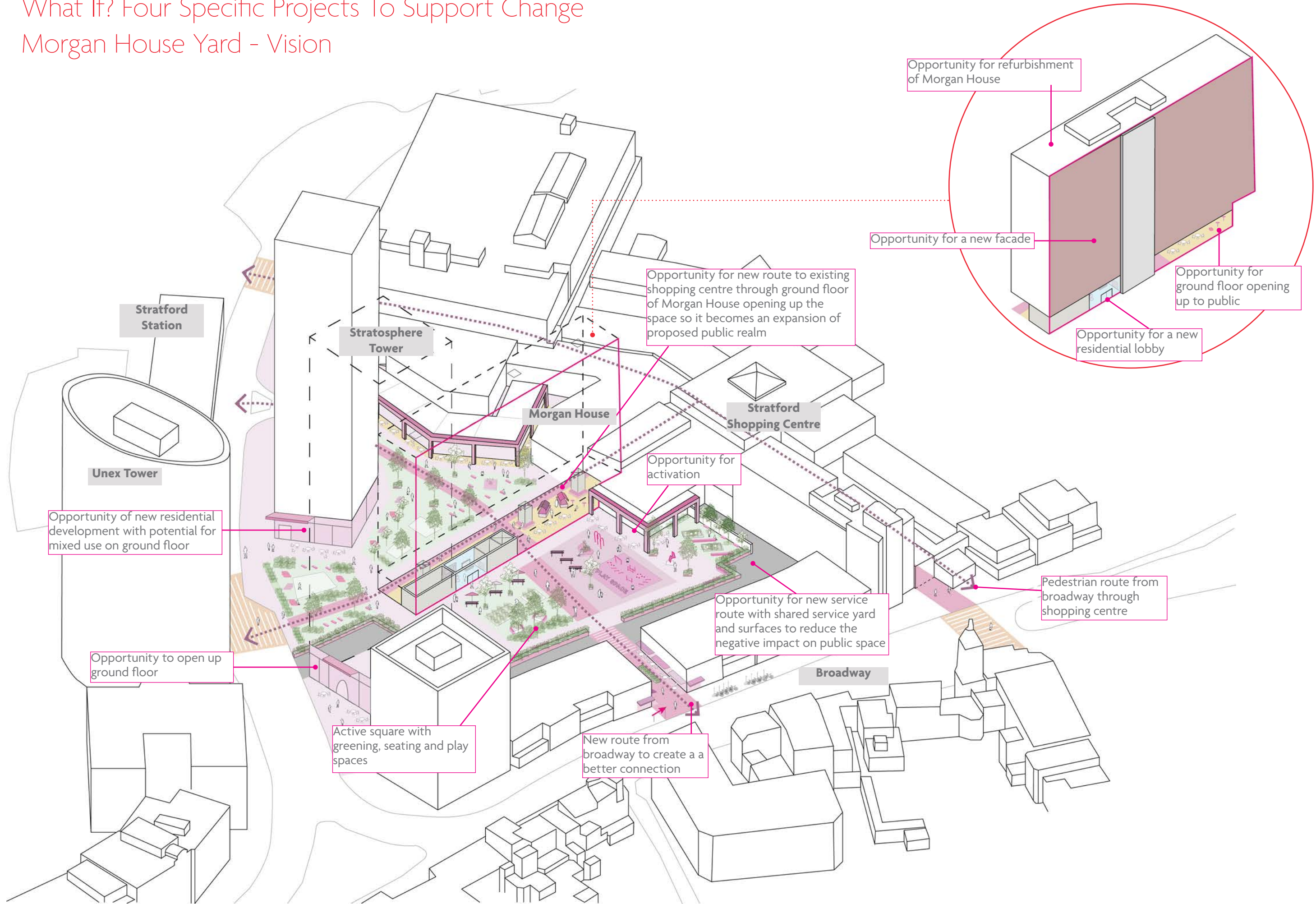
how spaces are used and what the future of Stratford could be beyond a focus on cars.



Artist impression of a new park at the base of a refurbished Morgan House

7 What If? Four Specific Projects To Support Change

7.31 Morgan House Yard - Vision



7 What If? Four Specific Projects To Support Change

7.4 Innovation And Enterprise Hub

Introduction

Over the next five years a new cluster of enterprise and innovation activity will emerge around Stratford High Street DLR station. This will form the basis of a new partnership between business and education which will be a vital part of our approach to realising local benefit.

To deliver this it will be vital that we create stronger physical and partnership links with the institutions on the Olympic Park and particularly those of SHIFT, the inclusive innovation district.

Delivery

Alongside the Civic Hub, the Innovation Quarter is the area where the council is best placed to orchestrate activity which can form the foundation for the enterprise and innovation.

New owners of Stratford Workshops will provide the stimulus to deliver new spaces in one of Stratford's most under-appreciated buildings. By acting as a conduit between the owners of Stratford Workshops, the Buzz Bingo site, the parade adjacent to the DLR station (owned by TfL) and the former Builders Arms, there is an opportunity to form a partnership around a shared interest to deliver improved public realm and crossing to link the development and to connect to improved station access.

Newham's Housing Delivery Company, Populo is bringing forward proposals for the Rex site on the opposite site of the DLR station, proving further opportunity to consolidate uses and to add additional workspaces to enable a critical mass in this area.

Alongside the built environment and public spaces, new partnerships can be established between workspace providers, London

Academy of Excellence, School 21, Stratford Original BID and Our Newham Work to enable a programme of outreach and enterprise participation. Linking this to SHIFT and the institutions on the QEOP will help to establish stronger psychological links to the park and the economic opportunities that exist there.

Quick win

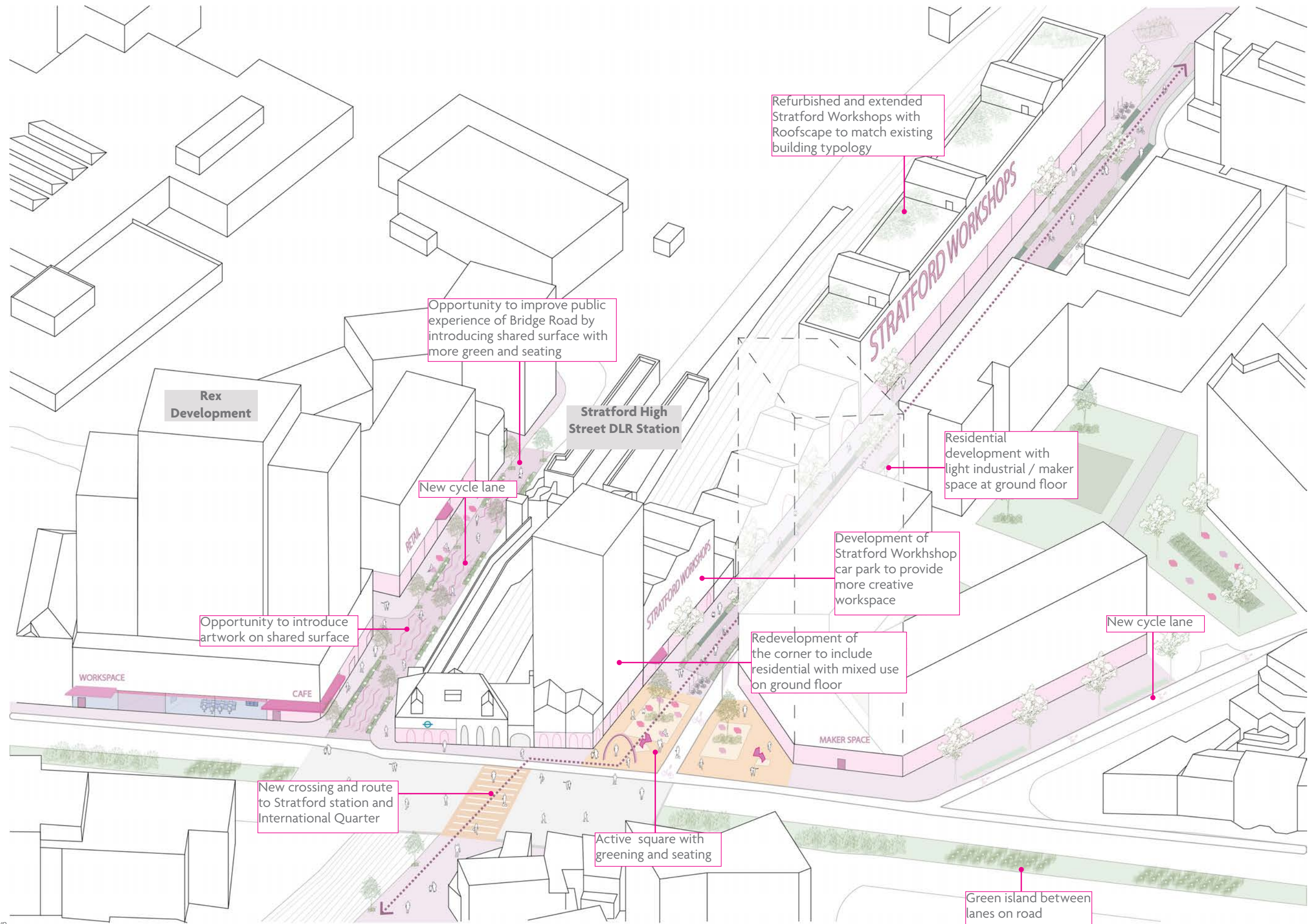
New investment provides the opportunity to deliver the comprehensive refurbishment of Stratford Workshops to provide a new hub for innovation and enterprise. Initial transformation of the lobby area can provide a new publicly accessible hub as a precursor to change in this area.



Artist impression of a new hub for innovation and enterprise at Burford Road which connects directly to the Queen Elizabeth Olympic Park

7 What If? Four Specific Projects To Support Change

7.41 Innovation And Enterprise Hub - Vision



08 Appendix

8 ENGAGEMENT ON THE STRATFORD VISION

8.1 What We Have Been Told

Summary Of Findings

There are several recurring topics that have emerged through the engagement process for Stratford Town Centre. These are focussed around:

- Community and Culture
- Public and Social Spaces
- Economy

Community And Culture

Stratford's strengths

- ◇ Many great cultural organisations, with extensive experience and knowledge; some offer benefits to local residents and young people and need to be protected and supported (based on Cultural panel discussions)

Stratford's weaknesses

- ◇ Existing cultural spaces are not used to their full capacity and suffer from poor visibility (based on Community and Cultural panel discussions)

“Discover, Stratford Circus and the Theatre Royal are great assets but feel hidden away with the focus very much on Westfield and the other side of the Park.”
- Newham Co-Create Participant

- ◇ Large cultural institutions are physically and socially disconnected - they are not effectively collaborating or making best use of shared outdoor spaces (based on Cultural panel discussions)

- ◇ Insufficient activities and spaces catering for young people's needs

“Young people need safe spaces to access support and guidance. At the moment, Stratford fails to have enough accessible, actively used youth spaces.”
- Co-Create Participant

Stratford needs:

- ◇ Greater collaboration between institutions and increased awareness of cultural activities and opportunities on offer for local residents, artists and small creative businesses (based on Cultural panel discussions)

- ◇ Activation of outdoor spaces and pedestrian routes with cultural activities (based on Cultural panel discussions)

- ◇ More attractions needed to support an evening economy, provide activities for young people and increase perception of safety.

“There should be a nightclub in Stratford, there is not much here for the younger generation.”
- Interview with King Edward VII Pub
“More cultural opportunities such as galleries should be considered as well as a focus on safe spaces where

young people can go to access support guidance & be creative.”

- Co-Create Participant

“I would love to see a community arts space where people could enjoy making art, and seeing exhibitions. The visual arts can play a great role in bringing people together socially, and it is very beneficial for mental health.” -Co-Create Participant

Public And Social Spaces

Stratford's strengths

- ◇ Stratford Centre is a lively place that is greatly valued for its “realness” and collective identity, its “human scale”, where many local people of all ages and backgrounds can co-exist, as described by many consultees (including Community Panel discussions)

- ◇ Shopping Centres, particularly Westfield, offers young people a safe and welcoming indoor space to meet, with seating areas, food options and access to leisure facilities (based on school workshops and Youth Assembly panel)

- ◇ Pedestrianised section of Broadway is a nicer and safer environment, that has the potential to be more actively used with stalls and street furniture, as indicated by traders in interviews and Market Village (in Business & Workspace panel)

“I can see that some effort is going into making Stratford Town Centre a nicer place to be. I like that there are market stalls and I like the colourful murals above the retail units.”

- Co-Create Participant

- ◇ Good sports facilities used by local residents and young people, including Olympic Park and Stratford Park (based on school workshops and Co-Create comments)

- ◇ Centre is accessed primarily via bus network by young people and Newham residents (based on school workshops discussions)

- ◇ Local residents are keen to have more space to explore their own responses to the climate emergency (West Ham residents workshop)

“The Greenway is really important, since it joins up so many parts of the area and beyond... a really interesting sweep of estuary - blue spaces are important too - with nice walks around the pumping station. And of course the Olympic Park is fantastic.”
- Co-Create Participant

Stratford's weaknesses

- ◇ Past conflicts between users of Stratford Centre - needs and interests of different groups need to be carefully balanced (based on Community panel discussion)

8 ENGAGEMENT ON THE STRATFORD VISION

8.2 What We Have Been Told

“I would like to see a collection of community-wide programmes to address the needs of the homeless.”

-Co-Create Participant

- ◇ Busy congested roads that are difficult and sometimes dangerous for pedestrians to cross
- ◇ Many local residents do not have immediate access to green space
- ◇ Entrance to Stratford Centre mentioned as problematic by many consultees, some suggested pedestrianising this to better connect to Meridian Square and Stratford Station (Co-Create participants and Community Panel)

“The ‘high street’ really feels like it has been given up on and simply turned into a dual carriageway that’s hard to cross and divides the town from Bow right through to the town centre. That makes it hard... for many residents to take advantage of facilities such as Olympic Park, with many residential areas on the south-east side of the highway.”

- Co-Create Participant

“The High Street is an unpleasant, awful and polluted dual carriageway. It is lined by towers. The retail units are either unlet or have no relation to the street.”

- Co-Create Participant

- ◇ Perception of safety is a common concern among all consultees, particularly around inactive pedestrianised areas surrounding Stratford Centre in the evening. Centre entrances and Broadway were

mentioned as particularly problematic.

- ◇ Perceived physical disconnect between new and older developments

“There seems to be a strong divide, with the Olympic Park, East Village and Westfield on one side, and the rest of Stratford on the other.”

- Co-Create Participant

“It’s becoming bland, generic and corporate. Buildings are at an inhuman scale.”

- CitizenlabCo-Create Participant

- ◇ Inactive public spaces outside of the larger parks

“The High Street leading up to the town centre can feel like a really deserted Manhattan sometimes.”

- Co-Create Participant

“Love using the cinema and restaurant here, but this square could do with brightening up.”

- Co-Create Participant

- ◇ Neglected parks that are not welcoming or safe spaces to visit in the evening

“Stratford Park has excellent sport facilities which neighbours and friends love. However the park itself has issues that make it unwelcoming to walk through, especially alone or in evenings.”

- Co-Create Participant

“Stratford park has been my local park growing up - I have very fond memories of playing there as a child, socialising there as a young adult and visiting the

playground with my child. I don’t feel it is the safest space anymore however... It doesn’t feel like a place a family can go and relax and participate which is a shame.”

- Co-Create Participant

- ◇ Congestion along popular travel routes
- ◇ Poor wayfinding and visibility of local assets, as mentioned by many consultees

“Make it easier with wayfinding, so people know where they are going – it’s not very obvious.”

- Interview with in local pub

- ◇ Walking routes can be uninviting

“This alley to the cinema and theatre is really unappealing. Would be good if we could better connect the cinema/ theatre area to Broadway to encourage more foot traffic between the two.”

- Co-Create Participant

“I’d like to see better pedestrian access from the Broadway to Westfield Theatre Square - stations etc. so that you don’t need to walk through the mall, which can be crowded, intimidating and unpleasant, or walk all the way around.”

- Co-Create Participant

- ◇ Periphery of Shopping Centre block is confusing (based on Community panel discussions)

Stratford needs:

- ◇ Significant investment in public realm to

provide opportunities to dwell and incentive to come back again (based on Business & Workspace panel discussions)

“Have cafés and restaurants place outdoor chairs and tables in some areas, to make the areas more vibrant and busy, and much more attractive. Rather than just thoroughfares, they could become places that people dwell in and spend time in.”

- Co-Create Participant

- ◇ More informal and impromptu activities in outdoor spaces such as Theatre Square that are attractive to young people (based on Community panel discussions)

“Maintain a blend of old & new architecture as there are some wonderful old buildings that should be utilised in a constructive way within any future landscape plan.”

- Co-Create Participant

- ◇ Promote health & wellbeing through more leisure facilities, open spaces, green spaces and routes (based on Community panel discussion and Youth Assembly panel)

“All parks and gardens are important for beauty, nature, and cleaner air. They can become more used for food growing too, with community engagement.”

- Co-Create Participant

“Events such as outdoor cinema, group exercises

8 ENGAGEMENT ON THE STRATFORD VISION

8.3 What We Have Been Told

classes could also be organised to turn [Stratford Park] into a meeting point for the community.”

- Co-Create Participant

“Open up church grass area create fifty percent more green space... the new Trafalgar square in east London”

- Co-Create Participant

- ◇ Young people, particularly teenagers, need public spaces places that are safe, welcoming, accessible and affordable for them, with free activities (based on school workshops, Youth Assembly panel and comments from Detached Youth Team)

- ◇ Improved sense of safety in the evening mentioned by many consultees

- ◇ Better defined entrances and transitions from local high streets to the town centre (based on school workshops and Co-Create comments)

“A careful and thoughtful redesign of the High Street to make it an attractive and desirable pedestrian link between the Greenway and Stratford Town Centre could do wonders.”

- from Co-Create Participant

- ◇ Green and interesting walking routes and a safer cycling infrastructure (based on Community panel discussions and Youth Assembly panel)

“I believe it would be of great benefit to the local

residents to greenify the High Street by lining it with trees, there is more than enough space on the wide pavements. Or planting grasses similar to in the town centre itself. This would help reduce pollution from the road.”

- Co-Create Participant

- ◇ Encourage more spill-out cultural and economic activities along key natural walkways, to increase movement across the railway tracks between clusters of cultural assets & leisure facilities and disconnected neighbourhoods (based on Cultural panel discussions)

“Consideration for improving the match day experience of a West Ham United fan [restricted walking routes feel unwelcoming]. It would be great to see more pop up market and food stalls into the Olympic Park and on the routes around Stratford Station and Stratford Highstreet.”

- Co-Create Participant

“It would be very nice not to have to go through the Westfield to get to the Olympic Park.”

- Co-Create Participant

Economy

Stratford's strengths

- ◇ Diverse micro-businesses are key to local identity
- ◇ Stratford is a very convenient, well-connected location for businesses (based on

Business and Workspace panel discussions)

- ◇ Stratford Station and nearby developments bring a high footfall through Stratford Centre, supporting businesses located on main avenue and parts of Broadway

“Westfield has been a great help. It's brought more passing trade, lots of different people from different countries.”

- Interview with Butcher Stall in Stratford Centre

“Westfield attracts a lot of people. It's always busy, there is a good flow of people coming through here.”

- Interview with Jerk Boss on Broadway

- ◇ A wealth of training opportunities for local and international students offered by great educational institutions located in Stratford (based on Skills, Training and Innovation panel discussions)

“There is a lot happening in Newham that is not really visible or attractively explained.” - UEL

Stratford's weaknesses

- ◇ Economic opportunities and career options are not well communicated and appear unattainable to local residents and students (based on Skills, Training and Innovation panel discussions)

- ◇ Some local residents and students' specific needs are not being met, including

those who are looking for employment - more work experience placements, vocational training, support for entrepreneurs and access to IT facilities is needed to overcome career barriers, address gaps in language and digital skills and grow businesses. (based on Skills, Training and Innovation panel discussions)

- ◇ Popular route through (north-south) Stratford Centre is congested in daytime and discourages dwelling – most people pass through, who are not customers. (based on trader interviews, Community panel discussions and school workshops)

- ◇ Businesses that are not located directly on popular travel routes struggle to attract customers as footfall is not well distributed

“This is like a separate island. Get more people to come around to this side, they all go to Westfield.” - Interview with Your Hair & Beauty on Broadway

- ◇ Town Centre users do not generally cross Broadway to south-east. Most customers to these businesses are local residents and families (as indicated by managers and employees at Cafe Mondo, King Edward VII Pub and Sawmill Cafe in interviews)

- ◇ Decreasing availability of affordable workspaces

“We rely on lunchtime trade from offices and

8 ENGAGEMENT ON THE STRATFORD VISION

8.4 What We Have Been Told

businesses in the area. Many have moved out because of high rent.” - Interview with Cafe Mondo on The Grove

- ◇ Poor quality public realm results in Stratford not being an attractive destination for customers (based on Business & Workspace panel discussion)

Stratford needs:

“A mix of local and independent shops to offer opportunities to local and community businesses - not just cater for big brands and chains.” - CitizenlabCo-Create Participant

“It would be good to see more independent businesses encouraged there are enough of the major chains in the Westfield complex.” - CitizenlabCo-Create Participant

“In order to transform the Stratford Town Centre into a lively and attractive place for local residents and potentially also for non-residents, we need more value creating businesses, e.g. music shops, coffee places, furniture/ design shops, fishmonger...” - CitizenlabCo-Create Participant

- ◇ Co-location of both large and small organisations is critical to sustainable growth, to nurturing an ecosystem with active support networks. (based on Business & Workspace panel discussion)
- ◇ Long-term vision to be driven by Newham Council and implemented with

active engagement from local partners (based on Business & Workspace panel discussion)

- ◇ Creative businesses need affordable small flexible workspaces with long-term, stable tenure in central locations (based on Cultural panel discussions)

8 ENGAGEMENT ON THE STRATFORD VISION

8.5 What We Have Been Told

Emerging Themes

To gain local feedback on this vision, community engagement pop up exhibitions took place at three locations.

The insights set out below, have informed the evolution of this vision document, but should also be used to help develop new projects and initiatives in what will be an evolving process of delivery.

Gentrification

- ◇ Those members of the community we spoke to were concerned that while the vision would improve the quality of the area, it would not be for the benefit of the people who currently live in Stratford.

“You only have to look at the state of the toilets in the (Stratford) Shopping Centre and compare them to the Westfield. That tells you what they think about the locals.”

- ◇ There is a need to reassure the existing community that the Stratford Vision, with its focus on people and planet, is about enabling them to live happier, healthier lives. Participants wanted reassurance that the investment is driven by a motivation to improve the quality of life of people already living in the town.

Bringing Empty Buildings Back To Life

- ◇ There was support for reusing existing buildings and spaces, mostly because people see empty shop units and buildings as a sign of the decline of the wider area. Local people want to see these places and spaces brought back to life and use. There was some acknowledgement that this would benefit the environment, but this was not the key driver.

“It will be good to see Morgan House back in use – better something than nothing.”

- ◇ It was felt that Stratford Shopping Centre need to be considered in relation to the regeneration, that local people wanted to see the standard of the centre and its facilities improved.

Don't Price Local People Out

- ◇ A significant number of people raised concerns about the rising cost of living in Stratford, particularly in relation to affordable housing. Participants spoke about family and friends being “forced out of the area” due to rising rents and house prices. There is a perception that the area is becoming unaffordable for the existing local community.

“Lots of my family and friends are leaving, they can't afford it. I'm only staying because my son is still at school. We can just about afford it but when he

leaves we'll move.”

- ◇ Participants said they want to see the Stratford Vision deliver affordable housing, this is seen as fundamental to fairness – “it's not fair that people who have lived here for years are being forced out.” It is also seen as important to enabling families to stay within the area, and to creating a sense of community. People talked about fears that their local community is becoming too transient “people move into the area and stay for what feels like 5 minutes and then someone else moves in.” In addition, people cited concerns about increased levels of homelessness.

“Community events need to be things that everyone can afford.”

- ◇ While housing was a key issue, the affordability of other aspects of the vision was also seen as important. People did express a desire to see more cultural and community events and activities in their area but emphasised that this needs to be affordable and accessible to the people living locally.

Getting Around Stratford

- ◇ Most people felt it was relatively easy to get around Stratford. There were specific issues and concerns raised including the loss of a direct bus from Morrisons to the bus

station and scooter usage in and around the town centre.

“I'm not against more cycle lanes and walking routes, but some people still need to use the car. Not everyone can get around without it.”

- ◇ Whilst some people felt it was critical to improve cycling and pedestrian infrastructure and supported the aspiration to reduce car usage. Others expressed concern that this could make parts of the town inaccessible particularly for people with disabilities and the elderly. Investment in the station was seen as a positive and there were requests for more entrances, working lifts and for platforms to be numbered in sequential order. There is a need to reassure the local community that the Stratford Vision seeks to improve accessibility for everyone.

Improving the Quality of Public Spaces

- ◇ There is a clear aspiration for the quality of public spaces to be improved, to create places where people want to spend time and come together. As well as raising the standards of the town. A number of people wanted to see more seating and green places in the town.

“A roof top park sounds great, but who is going to look after it. I'm all for more trees and plants but they need to be cared for.”

8 ENGAGEMENT ON THE STRATFORD VISION

8.6 What We Have Been Told

- ◇ This desire to see public spaces improved, with a focus on greening the area, is tempered by a concern about the maintenance and sustainability of the public realm. In addition, there was a concern that this places could potentially become “antisocial behaviour hot spots”.

Crime and Antisocial Behaviour

- ◇ The concern outlined above is connected to perceived levels of crime and anti-social behaviour. People spoke of witnessing and being a victim of anti-social behaviour and crime within the proposed footprint for the vision.

“There is a lot of crime in this town centre – shop lifting, drug tacking, fights. Its all going on, this place isn’t safe.”

- ◇ While people are still visiting the area, there is a concern that it is becoming increasingly unsafe and as a result people will be less likely to use the town centre. The impact on young people particularly from knife crime and gang violence was a particular area of concern. As was the increased in homelessness in Stratford.

Community Pride

- ◇ People acknowledged that hosting the London 2012 Olympics did make them proud of their local area, but felt that since then the

promised legacy has not been delivered and that sense of pride has dissipated.

“What is there to be proud of round here?
Nothing that I can think of.”

- ◇ This has been exacerbated by the Westfield Stratford Shopping Centre divide and the perception that the focus of investment and regeneration has been on “attracting outsiders, not helping locals.” There is a desire among local people to live a place they are proud of.

Job Creation

- ◇ A need for better paid, quality jobs is seen as a priority for local people. There was a particular interest in creating jobs in STEM and the green economy. People also spoke of the need for employability support to be more visible in the community.

“There needs to be more, better paid jobs for people in this area. So that they can live and work in Stratford.”

- ◇ They also want to see businesses who benefit from investment giving back to the area, specifically through programmes that will create opportunities for local people include apprenticeships, training, and mentoring.

Opportunities for Young People:

- ◇ There is a perception that there is nothing to do for young people in the area, and there are limited opportunities for their future.

“If we’re spending money on the town, we need to do it in a way that helps young people.”

- ◇ People we spoke to felt that investment in the town needs to be designed in a way that supports and creates opportunities for young people. With a particularly focus on employment opportunities and providing affordable places for people to live.

Tackling Societal Challenges

- ◇ There was limited pushback to the proposals at the events and people acknowledged the need to invest in the area. There was concern however, that by focusing on regeneration and infrastructure the Council is failing to address the issues and challenges facing local people.

- ◇ Participants expressed a desire to see a clear link to issues impacting their day to day life including physical and mental health, crime and anti-social behaviour, unaffordable housing, and unemployment. In the context of the cost of living crisis people want to see support for their community and change now, they don’t want to wait for a period of regeneration and investment.

8 ENGAGEMENT ON THE STRATFORD VISION

8.7 What We Have Been Told

Survey Responses

During the pop up exhibition events, local people were given the opportunity to complete an online survey. The survey contained 7 multiple choice questions for people to answer about Stratford.

Focus areas were: Getting Around; Stratford Central; The Broadway; The Civic Hub; The Innovation Quarter; Stratford Station; Priority for change. A total of 73 responses were captured.

Overall, the stand out variables were:

- Roads are too difficult to cross
- New public and green spaces around Stratford Central, The Broadway, and Stratford Station is a popular idea
- The Broadway is the highest priority area for change

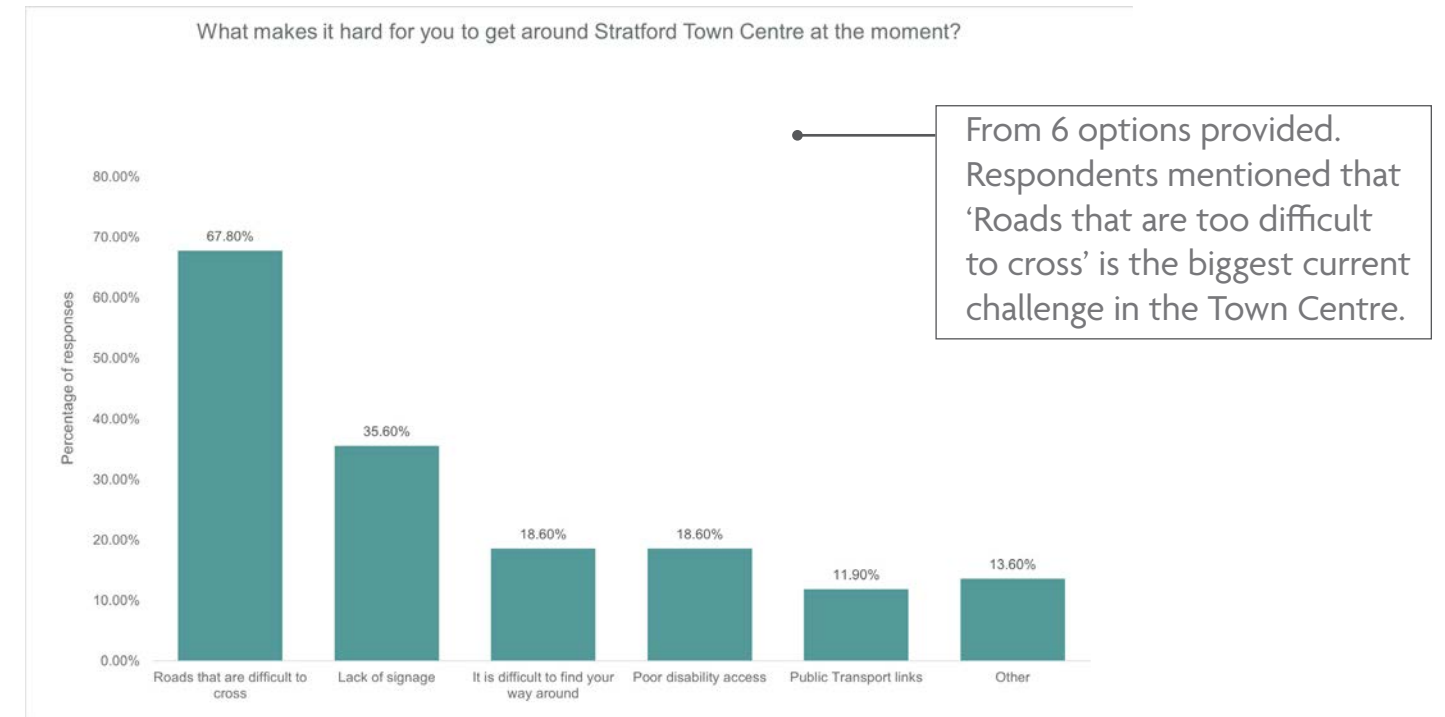
The tables illustrate each question from each focus area and the percentage of responses for the options provided to respondents.

Priority Areas for Change

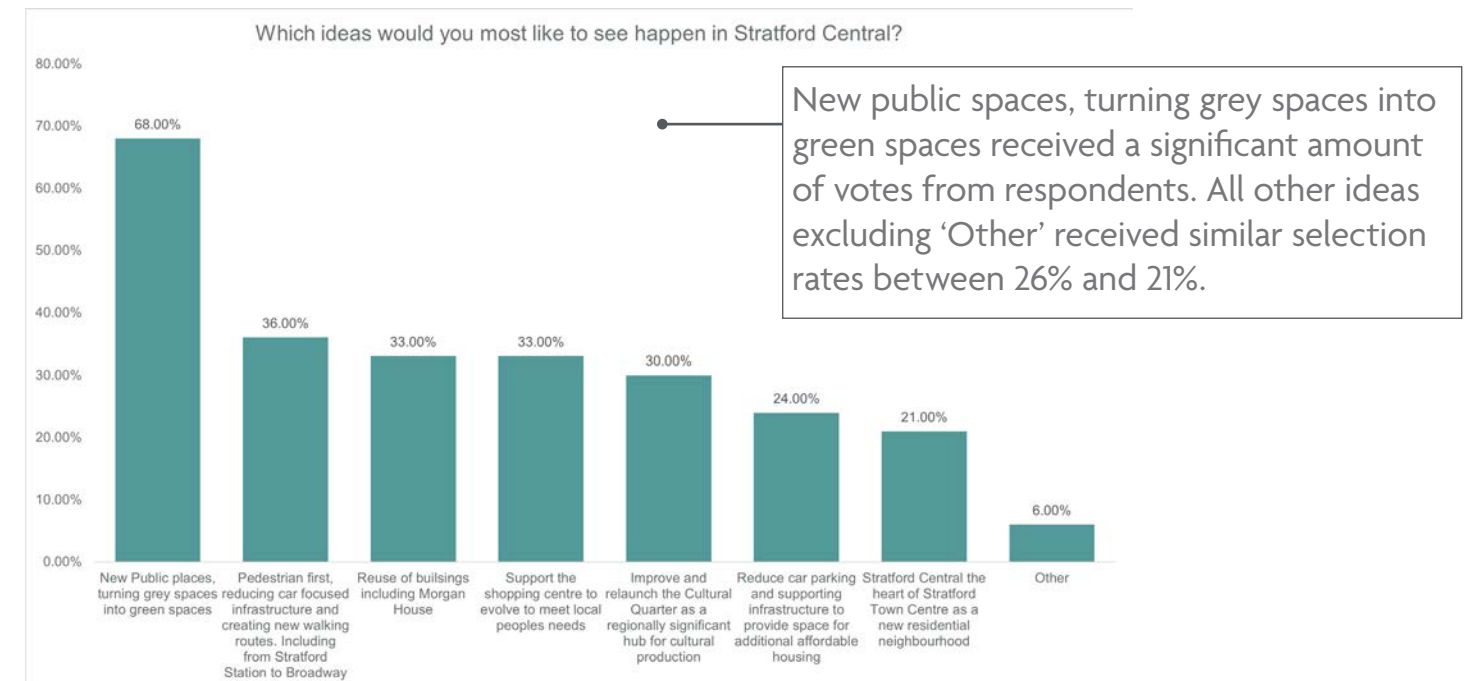
Respondents were asked to rank which focus areas were the most important to them. Below is the list of areas in order of highest priority to lowest priority.

- The Broadway
- Stratford Central
- The Civic Hub
- Stratford Station
- The Innovation Quarter
- Other

Getting Around



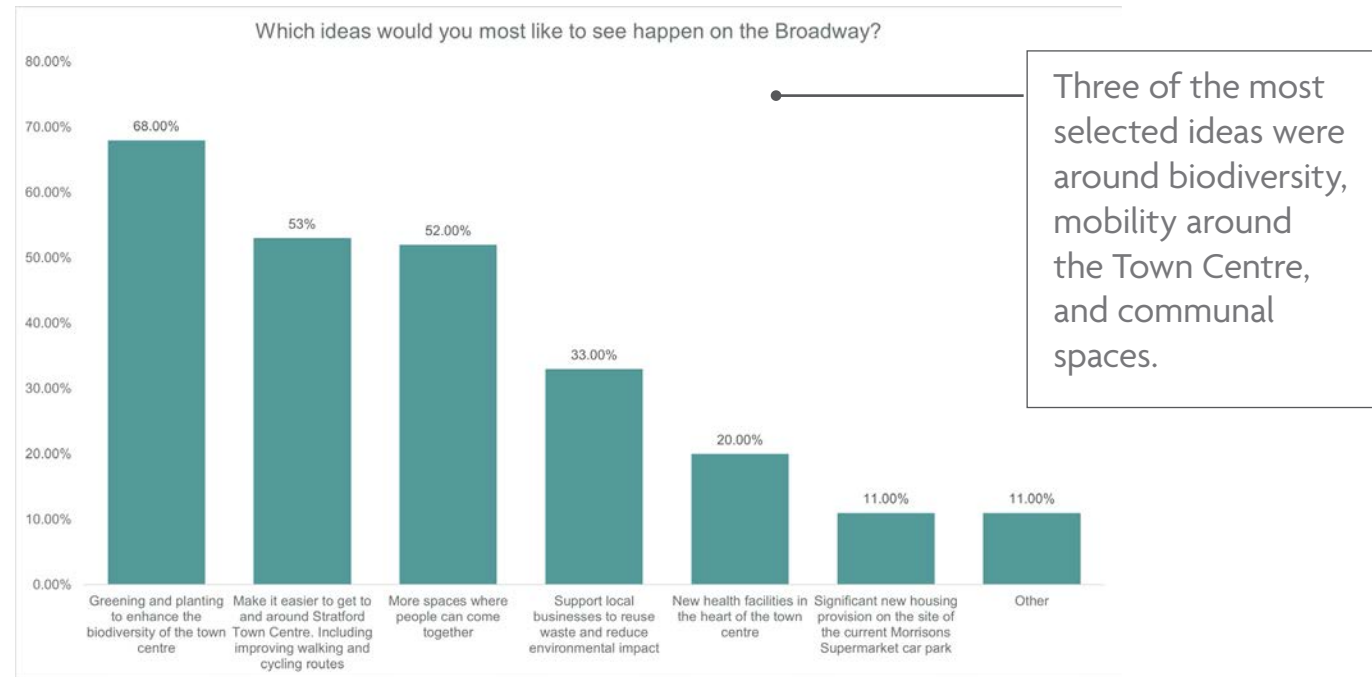
Stratford Central



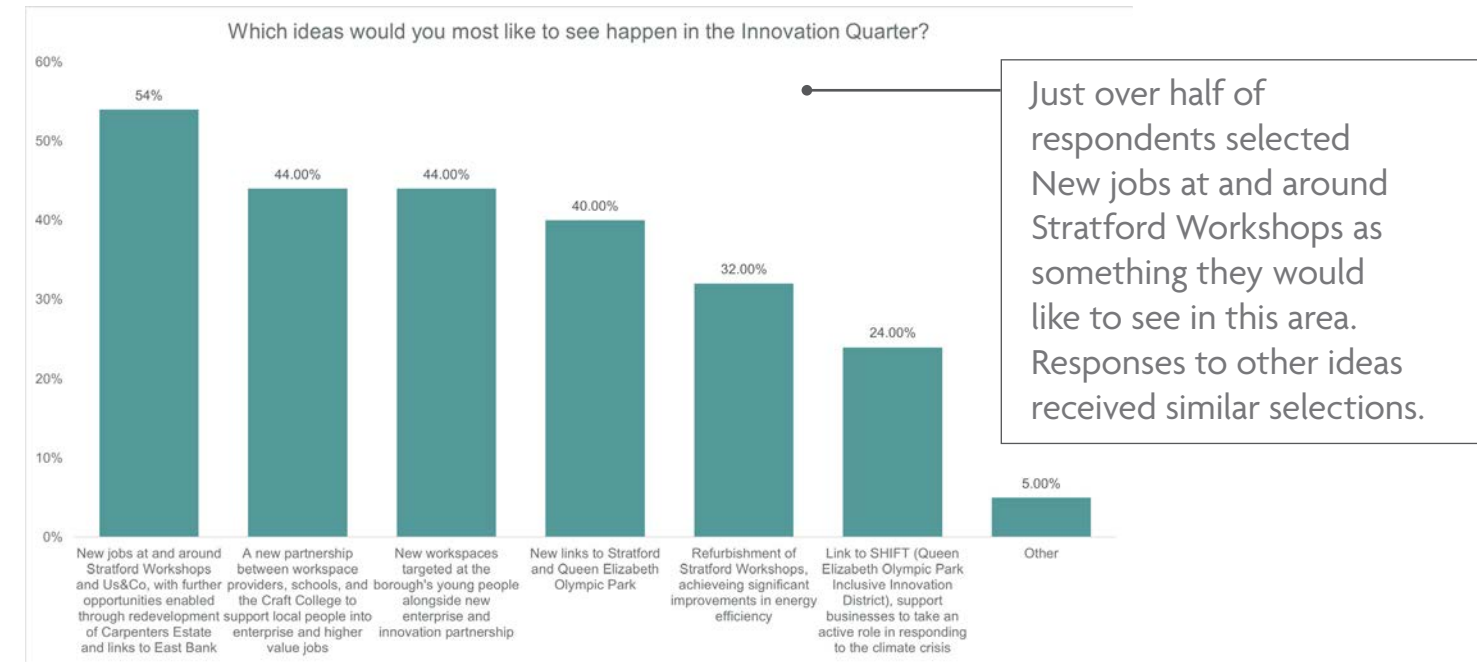
8 ENGAGEMENT ON THE STRATFORD VISION

8.8 What We Have Been Told

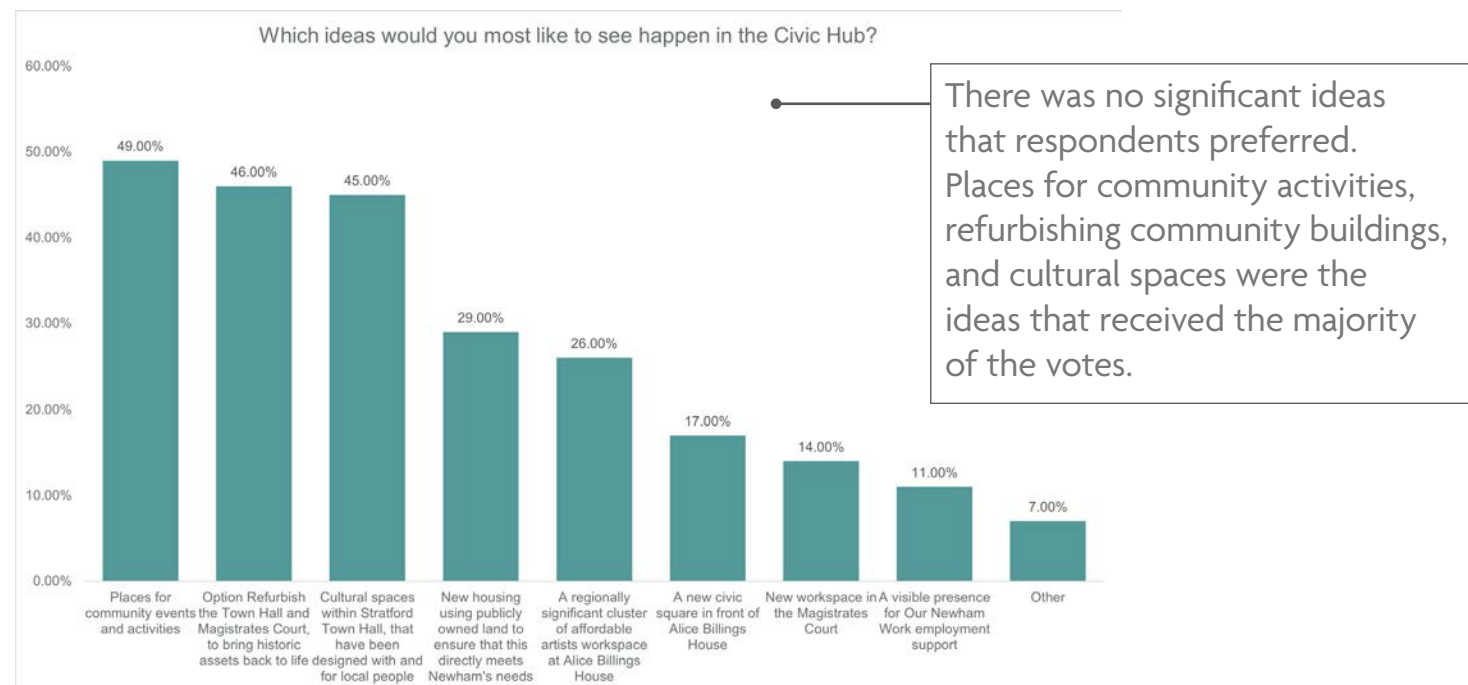
The Broadway



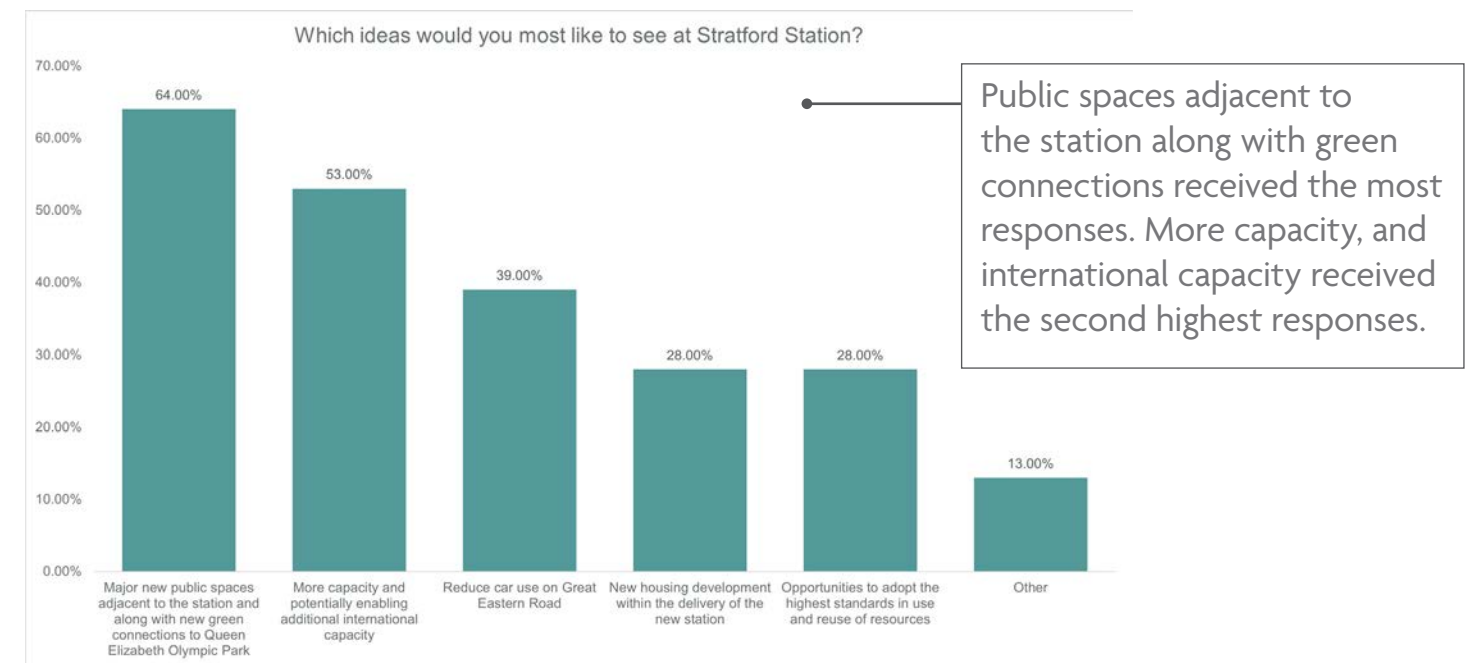
The Innovation Quarter



The Civic Hub



Stratford Station



8 ENGAGEMENT ON THE STRATFORD VISION

8.9 What We Have Been Told

Co-create - Emerging Themes

Co – create is an online participation platform, an initiative developed by London Borough of Newham. Its purpose is to provide an online portal for people who live, work, and visit Newham to actively participate in the decision making process of projects. This was used as an additional engagement strategy to the in-person community pop up exhibition. 102 responses for Stratford Vision were received on this platform. The information below highlights the themes captured.

Zero Carbon

Local people understand the importance of climate change. Concerns are that the 1.5 degree threshold will be exceeded, and London will become an unpleasant place to live during the summer months. On an individual level, in order to support net zero, a proposal was:

“Not having a car, walking and cycling as much as we can for local journeys.”

- ◇ If this is not possible for all, their needs to be more investment in the infrastructure for electric vehicles.

“I would like to see more charging points for electric vehicles.”

- ◇ There were also ideas around waste prevention such as growing vegetables

from home, composting food waste within community gardens, investing in second hand goods, and repairing items instead of buying new ones. There was a concern that the concept of reduce, reuse, recycle not being well understood by residents and education on these things is required first.

“I am concerned about the consumer society we live in and how much is discarded in such an area of high poverty where second hand items no longer seem to have value.”

“Creating a bio-diverse chemical free garden in our building that attracts pollinators.”

Transportation

- ◇ Although reducing the use of cars is a pathway to reach net zero, it was mentioned that cars are still a necessary mode of transport for people who need it, and this should be a consideration with the development of new housing stock.

“Not everyone can walk or ride bikes. Making the area car free is also a form of discrimination.”

- ◇ The Olympic legacy for some has improved cycling routes around the Olympic Park, and there is a desire for better cycling infrastructure around the shopping centre.

Open Spaces

- ◇ Locals felt that there needs to be more open and public realm spaces in and around the old shopping centre to improve social interactions. For example, a suggestion was to remove the railings from St Johns Church to make it an open space. Another idea was to replace the old shopping centre with space that can provide entertainment facilities for children.

“No public use is made of the space with the offices, other side of Costa.”

Commercial Spaces

- ◇ Positively, respondents commented that Stratford Town Centre was a place that has many independent traders and local businesses. There was a concern that the renovation of commercial spaces will replace local and small businesses with shops similar to those in Westfield.

“We have seen shop prices increasing and small shops going out of business. We really need to support independent businesses”

“We should make sure there is plenty of room for market stalls, small business units, medium units, and a few big brands that aren't already in Westfield”

“Don't make commercial spaces so pricey that we lose the heart of what makes Stratford Centre so alive”

Green Spaces:

- ◇ People mentioned that improving green spaces is important. The Greenway was noted as an example community asset which many use for walking, but needs to be better utilised by it having more plantings installed.

“Improving this would effect a large part of the community with landscaped gardens that are regularly maintained and monitored so are not abused”

- ◇ Stratford Shopping Centre's surrounding area was described as a concrete jungle with nothing that pleases the eye, compared to Westfields which has the Olympic Park.

“Green spaces are a must with traffic completely taken out between the old mall and Westfield, just buses only”

- ◇ Creating and improving green spaces is important, but people stated that the maintenance of them around the old shopping centre is vital as well.

“The planting around the shopping centre needs more regular maintenance, the beds need a top soil top up.”

Safety and anti-social behaviour

- ◇ Respondents mentioned that safety is an issue and they do not feel comfortable walking around the town centre, especially at

8 ENGAGEMENT ON THE STRATFORD VISION

8.10 What We Have Been Told

night.

“I feel unsafe in the surrounding areas due to all the hanging around from mopeds and cyclists and various others”

“More lighting around the area when The Broadway is closed at 10pm. Women have to walk around it before getting to the Theatre side and Morrisons. Making this safe and well-lit needs to be tackled”

It was also mentioned that the council and police need to support communal areas from anti-social behaviour:

“Only yesterday I witnessed (as on several previous occasions) a man relieving himself in the church grounds in broad daylight with no shame”

Romford Road

◇ People have noticed that in Stratford, there is a divide between E15 (old town) and E20 (New town). It is felt that development has taken place in E20 whilst E15 has been left behind. Romford Road was used multiple times as an example of a place in E15 which needs improvements in anti-social behaviour, cleanliness, and the quality of pavements.

“Anti-social behaviour and substance use was tackled on Romford Road up to the run of the Olympics, but now it’s all the same and worse.”

Community

◇ Local people mentioned that there is a lack of community cohesion. It was suggested that people do not communicate anymore and neighbours and local people keep to themselves.

“There is no community spirit or rather a real lack of it. I’ve lived here 23 years and only know a handful of people despite being a friendly person. It’s a big shame and it’s not for want of trying.”

◇ There is a desire amongst local people for community gardens to be created in their local parks that are suitable for all age ranges. Projects like community gardens could provide opportunities for residents to get involved green issues and practice. It was proposed by people that West Ham Park could be a starting point for this.

“I know a lot of residents in our building and have seen the garden group help connect people.”

Inclusivity

◇ There was mention of the town centre and Stratford as a whole needing to be a place that caters to people of different ages, ethnicities and cultures.

“The town centre needs to be inclusive”

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