

SUB AREA 2 NORTH STRATFORD AND ETON MANOR

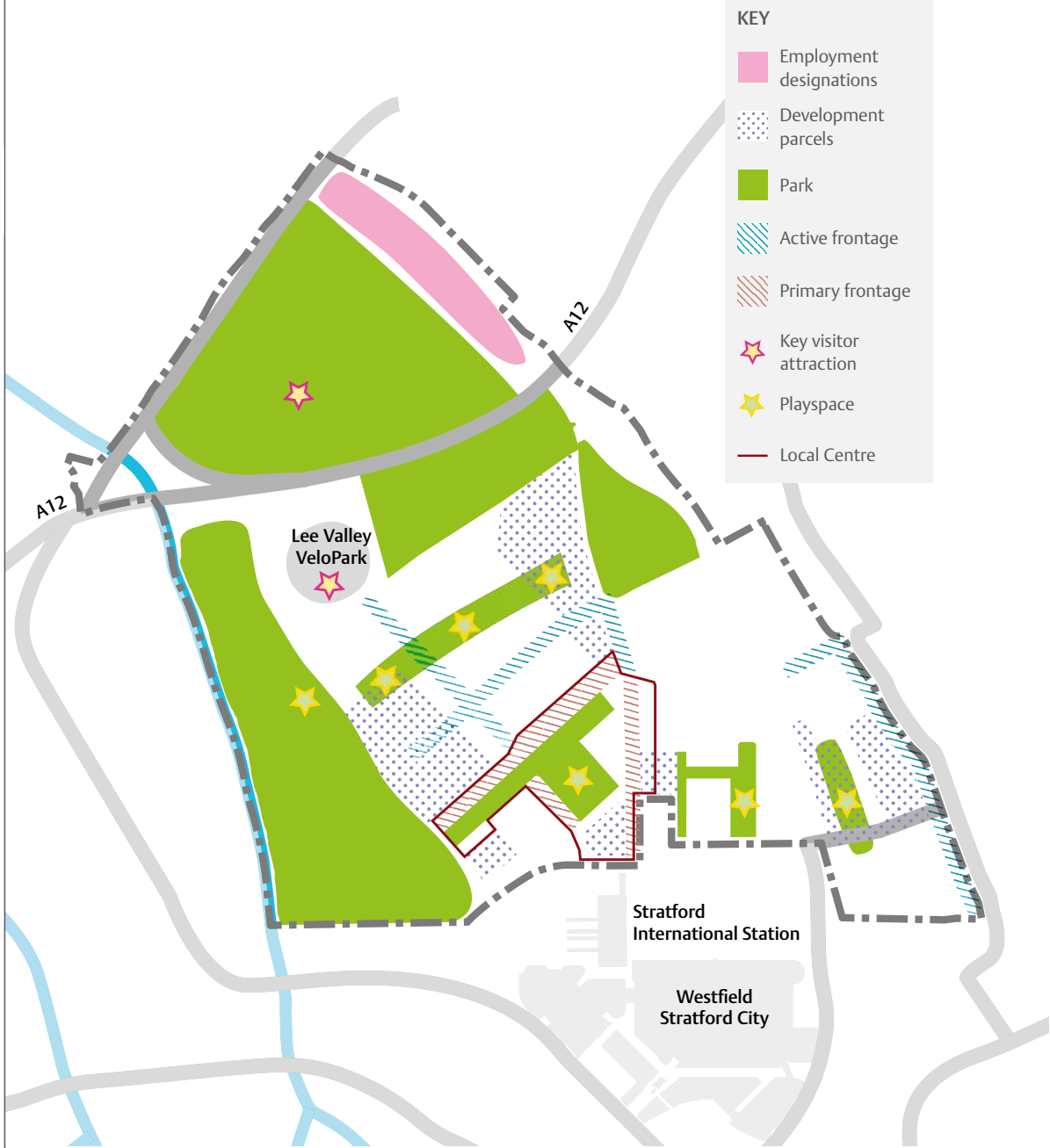
Vision

VISION

North Stratford and Eton Manor has become a thriving neighbourhood and an area of new high-quality housing, with generous new Local Open Spaces set alongside the parklands of Queen Elizabeth Olympic Park. This is a family focused area of vibrant new communities, a place for families to grow and stay. It is an area with unrivalled access to public transport, along with excellent schools, community facilities, local shops and services, within easy reach of the employment and business opportunities at Stratford and Hackney Wick. It will have access to a world-class affordable community sport and leisure activities and a location in which people aspire to live.



Figure 33:
Sub Area 2 key diagram



Area profile

- 11.1** This area is the earliest established place of change in the Legacy Corporation area. Much of East Village has been constructed and new homes are already occupied. The Chobham Manor and Chobham Farm developments are also starting to become occupied. Chobham Manor residential development phases one and two are now complete, while the final two phases are under construction. The Chobham Farm development, providing new homes, open space and local retail use, is equally well underway, the zones one and four are completed with zone two being currently under construction, and zone three yet to come forward. Chobham Academy accepted its first pupils in 2013 and the Sir Ludwig Guttman Health Centre has opened to serve the wider area.
- 11.2** The retail units within the designated Local Centre at East Village are now beginning to thrive, serving local communities. Coupled with other non-residential uses such as the school and health centre combine to provide a heart to the new and expanding community. Stratford Metropolitan Centre and its retail, leisure, employment opportunities and excellent local and regional transport connections are close by. The employment opportunities at Here East and Hackney Wick are a walk or cycle ride away from this Sub Area.
- 11.3** This concentration of new homes is set alongside the north-western-most part of Queen Elizabeth Olympic Park and Lee Valley Hockey and Tennis Centre, which provides a gateway to Queen Elizabeth Olympic Park from the north. Together, the Lee Valley Hockey and Tennis Centre at Eton Manor and Lee Valley VeloPark provide a full range of cycling facilities and a 3,000-seater hockey stadium. These are important leisure and sporting assets hosting local, regional and international events. With the River Lea running along the western edge of the area, it provides a potentially unparalleled living and working environment within east London.
- 11.4** To the east, the area is bordered by the busy Leyton Road, a through route from Stratford to Leyton. This forms an edge of transition from the areas of new development to the mainly low-rise, traditional 19th- and 20th-century areas of housing of North Stratford and Maryland to the east. The opportunities for integration of these new and existing areas over time will come from public realm improvements, alignment of improved routes, infill development and redevelopment, and the social integration that will result from residents accessing community and other facilities and services in both the new and existing areas. Visitors to the Park and sporting venues will pass through the main streets and routes but this will be an area that is predominantly quieter, less dense and more open in its character than many of the surrounding locations.



Area priorities

11.5

Sub Area 2 is an area in which new development has been and continues to be delivered, with outline planning permissions in place for all key development sites. Detailed permission is also in place for some available development plots. Within this framework, the main priorities have been substantially considered and addressed through those permissions. In this context the following priorities apply:

- Continued delivery of the approved housing type, size and tenure mix to ensure a balanced range of homes and a focus on family housing
- Continued delivery of high development quality and sustainability standards
- Maintaining and achieving quality public spaces and public realm
- Ensuring that the Local Centre maintains a local function, distinct to the Metropolitan Centre at Stratford
- Support the on-going operation and viability of the Lee Valley Hockey and Tennis Centre and the Lee Valley VeloPark.

Policy 2.1: Housing typologies

POLICY

Development proposals within Sub Area 2 will be required to provide a mix of housing typologies, with an emphasis on the inclusion of housing appropriate for families, except in those locations where the other policies in this Local Plan indicate that tall buildings or the highest density of development is acceptable. Proposals will be required to demonstrate that the housing typologies will relate directly to, and reinforce, the street hierarchy. Proposals must be able to demonstrate that they contribute to achieving Lifetime Neighbourhoods.

Cross-reference to policies: H.1; H.2; BN.4; BN.5; T.5

Reasoned justification

11.6

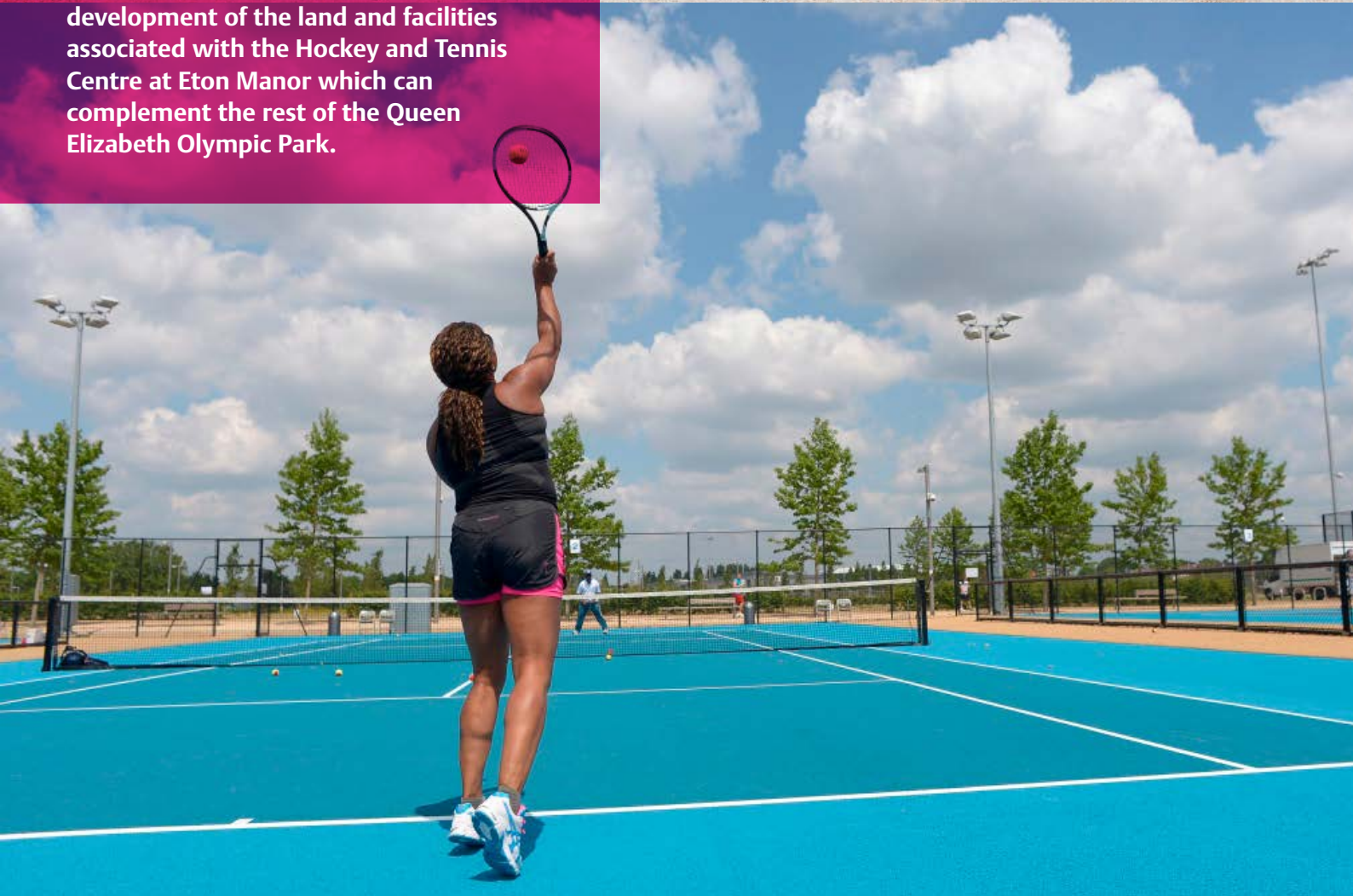
The range of new housing sizes, types and tenures that will meet the vision for a series of family-focused new neighbourhoods in this Sub Area are captured within the existing planning permissions. It remains important that these principles continue to be applied should delivery plans change over time so that their contribution to meeting identified housing need in the context of a well designed and high-quality environment continues to be achieved.



LEE VALLEY HOCKEY AND TENNIS CENTRE AND VELOPARK

The Lee Valley Hockey and Tennis Centre at Eton Manor and the Lee Valley VeloPark are world class sports facilities. Originally developed for the London 2012 Olympic Games and subsequently transformed they are both important national leisure and sporting venues hosting local, national and international events and support the Legacy Corporation's aspiration to deliver a sporting legacy for local communities. The two venues are owned by the Lee Valley Regional Park Authority and are managed through its leisure trust.

The Legacy Corporation continues to work closely with and support the Park Authority as it seeks to improve and grow the offer associated with the venues and thereby ensure their long term sustainability. This includes the further development of the land and facilities associated with the Hockey and Tennis Centre at Eton Manor which can complement the rest of the Queen Elizabeth Olympic Park.



Policy application**11.7**

Where any proposals for new or amended development come forward within this Sub Area, planning applications will need to be able to demonstrate that these generally fit within the established parameters and use mixes within the permitted schemes at East Village, Chobham Manor and Chobham Farm. Development on other sites should be of a form and type that complements this emerging character.

Policy 2.2: Leyton Road – improving the public realm**POLICY**

The Legacy Corporation in its role as Local Planning Authority will work with its partners to promote improvements to the public realm along Leyton Road.

Proposals for new development which has a frontage to Leyton Road will be required to demonstrate that it has been designed to improve the streetscape, and provide buildings that can accommodate active frontages, and will be expected to contribute significantly to improvement of the public realm.

Cross-reference to policies: BN.1; T.6

**Reasoned justification****11.8**

The existing environment along Leyton Road reflects the past and continuing employment uses along the western side and the manner in which the areas of housing to the west generally turn their backs to the street. As development takes place and changes the eastern side of Leyton Road, it is important that this makes a significant contribution to the improvements that are required to make this a successful and active street.

Policy application**11.9**

Development proposals will need to demonstrate that they contribute towards improvement of the streetscape through their design including, where appropriate, front doors on to the street and placing of non-residential uses where they will provide concentrations of activity. Where appropriate to the scale of the proposal and directly related to the development proposed, contribution to street improvement works, either financial or in kind, may be sought through a Section 106 Agreement.

Policy 2.3: Local Centre and non-residential uses

POLICY

Non-residential uses, including B1a and Use Class A1–A5, within Sub Area 2 should be small-scale, serve localised need and be concentrated within the designated Local Centre. The Local Centre boundary has been extended to include the mix of established shop frontages, as defined on the Policies Map. All non-residential floorspace within the Local Centre boundary is designated as Primary Frontage, as identified on Figure 33. Future uses within the primary frontage should support its local retail function and add to the vitality and attractiveness of the primary frontage area. Outside of the Local Centre, proposals for these uses should be located along key routes and/or in relation to public spaces and should be of a scale that will serve the needs of its immediate surroundings or be ancillary to a main use with which it is associated.

Cross-reference to policy: B.2

Reasoned justification

11.10

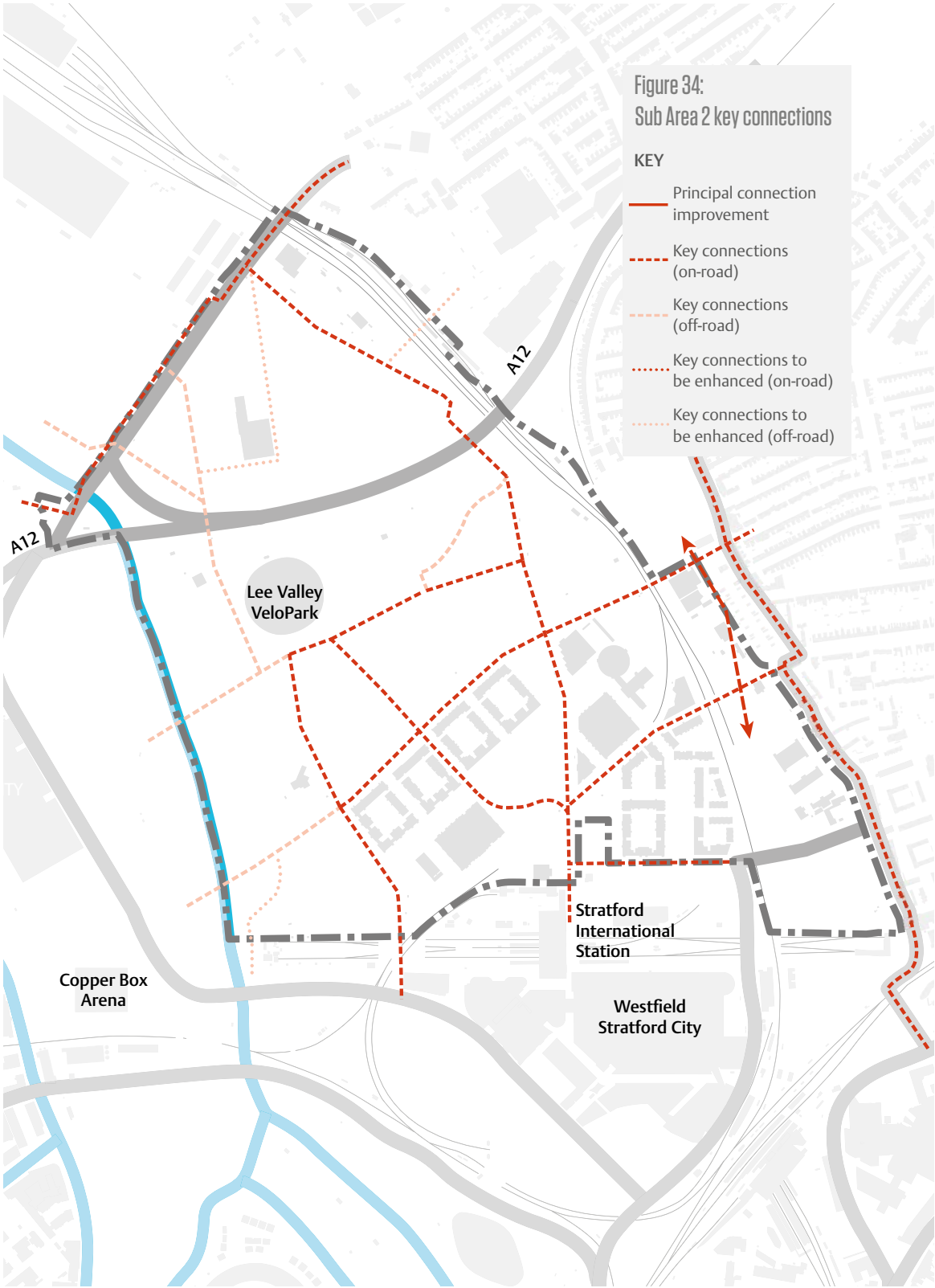
The designated Local Centre at East Village has now emerged as a fully functioning local centre. The area is also emerging as a strong independent retail destination, serving localised catchment and complementing the offer at nearby Stratford. The Primary Frontage has been designated to support and maintain its local retail function, vitality and attractiveness. No Secondary Frontage has been designated. It is recognised that the key routes also provide an opportunity for small-scale non-residential uses that, provided they remain of a small scale and ancillary to the main uses of the development blocks, can be appropriate and not undermine the Local Centre function.

Policy application

11.11

Any planning applications for new non-residential uses within the Sub Area should be located within the Local Centre boundary or, where they are of a small enough scale, be located along key routes, particularly where these are active frontages as identified in Figure 33. Further uses within Local Centre boundary should maintain appropriate retail uses and support the role and function identified in Table 4.





Prevailing building heights

11.12 The approach to building heights within the Legacy Corporation area is set out at Policy BN.5, relying on the relationship between the development proposal and the ‘prevailing’ building height. In this Sub Area, planning permissions that cover the vast majority of developable land have established a detailed and assessed approach to development building height, and additional development should relate to this prevailing height in order to ensure that it respects the emerging new character. Table 11 sets out the prevailing height for each location.

Table 11: Prevailing heights in Sub Area 2 (heights in metres above existing ground level)

Chobham Farm (see Site Allocation SA2.1)	20 metres
Leyton Road North (area north of Henrietta Street)	20 metres
East Village (see Site Allocation SA2.2)	30 metres, with tall buildings on undeveloped plots closest to the boundary with the Metropolitan Centre
Chobham Manor (see Site Allocation SA2.3)	20 metres, with higher elements on the southern and northern edge
Chobham Farm North (see Site Allocation SA2.4)	20 metres



Site Allocation SA2.1: Chobham Farm

SITE ALLOCATION

Comprehensive, phased, family-focused, medium-density mixed tenure residential development including a significant proportion of family homes, with ancillary non-residential space within Use Classes D1, A1–A5 and B1a, a local open space of at least 0.84 ha.



Supporting development principles

- Heights to provide a transition from East Village to low-rise development east of Leyton Road
- Open Space location within central-western part of the site
- Active frontages onto Leyton Road and Henrietta Street
- Non-residential uses focused along Henrietta Street and northern part of Leyton Road frontage
- Allows for improved east-west connections through site to East Village and areas east of Leyton Road
- The site allocation is expected to yield a minimum of 1,030 new homes (gross) with affordable housing being delivered in accordance with the current planning permission.

Phasing and implementation

Delivery on site from 2014/15 onwards.

Relevant planning history

Application reference: 12/00146/FUM. Has permission for up to 1,036 residential units and up to 8,061 sqm of commercial floorspace within Use Classes A1–A3, B1, D1 and D2, along with 8,400 sqm park, including play space.

Address

Site address: Land to east of East Village and west of Leyton Road, Stratford, bounded by High Speed 1 Rail Line in south and Henrietta Street in the north

Existing uses: Part-vacant, part B1c, B2 and B8 Class employment uses. Main area of continuing use in the area of Thornham Grove

Size: 6.8 ha

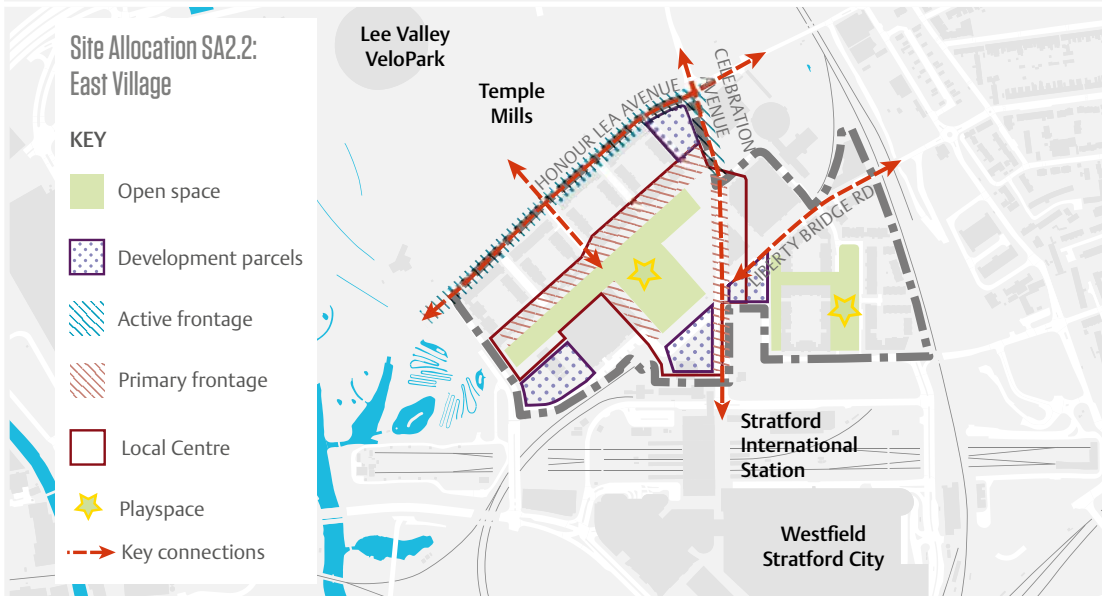
PTAL rating: 3–6a (north to south)

Flood Zone: 1

Site Allocation SA2.2: East Village

SITE ALLOCATION

Family-focused, medium- to high-density residential development with public open spaces and new Local Centre. Remaining development plots provide capacity for residential development and for retail and commercial uses at ground-floor level within the Local Centre. Retail space within Local Centre not to exceed a total of 9,999 sqm.



Supporting development principles

- Development around existing open space and street network
- Tall buildings and higher densities in southern area close to Stratford International Station and Stratford Metropolitan Centre, medium densities and heights elsewhere
- Subject to Policy 2.3, seek to provide retail and non-residential activities onto route between Stratford International Station and Chobham Manor
- Ensure strong pedestrian and cycle links to Chobham Academy and Sir Ludwig Guttmann Health Centre
- The site allocation is expected to yield a minimum of 1,950 new homes (gross) with affordable housing being delivered in accordance with the current planning permission.

Phasing and implementation

Delivery on site (of undeveloped plots) from 2018/19 onwards.

Relevant planning history

Part of the Stratford City masterplan planning permission (Reference 07/90023/ VARODA) and associated subsequent planning permissions. Remaining plots can be brought forward through reserved matters applications within this permission. Remaining floorspace within the permission allows the following development within East Village:

Residential: 194,740 sqm

Retail: 4,238 sqm

Leisure: 3,124 sqm

Community use: 726 sqm

Address

Site address: East Village, Stratford

Existing uses: Vacant development plots within East Village with outline planning permission for development (see planning history)

Size: 18.9 hectares (total site area including the development plots)

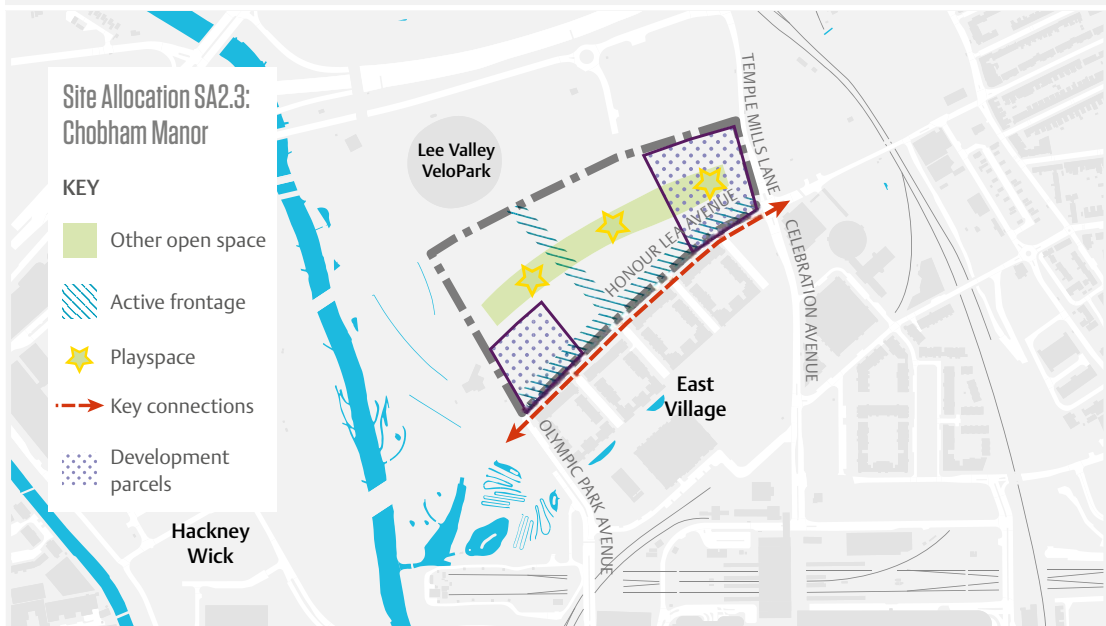
PTAL rating: 2-6

Flood Zone: 2 (western half only)

Site Allocation SA2.3: Chobham Manor

SITE ALLOCATION

Family-focused, phased, comprehensive residential development with public open spaces including areas of public park and play spaces totalling at least 1.4 hectares, community centre and ancillary retail and employment floorspace.



Supporting development principles

- Significant proportion of family homes
- Provision for key routes, including route from East Village to the Lee Valley VeloPark
- Provision of east-west pedestrian and cycle connectivity through centre of development
- Provide a stepped transition in scale and massing in relation to East Village
- Provide a strong and consistent edge to the Park, overlooking Timber Lodge and Tumbling Bay
- Ensure non-residential uses are located where they will be well used and in association with public spaces
- Provide a wide mix of residential typologies (mews, terraces, stacked maisonettes, mansion blocks)
- The site allocation is expected to yield a minimum of 860 new homes (gross) with affordable housing being delivered in accordance with the current planning permission.

Phasing and implementation

Delivery on site (of undeveloped plots) from 2018/19 onwards.

Relevant planning history

Part of the Legacy Communities Scheme planning permission (Reference 11/90621/ OUTODA), with approved Zonal Masterplan for Planning Delivery Zone 6 (Chobham Manor) and detailed approval for all Phases (13/00504/REM, 14/00356/REM, 16/00518/REM, and 16/00510/REM).

Residential: up to 112,800 sqm Retail: up to 2,310 sqm Employment: up to 124 sqm Leisure: up to 165 sqm Community facilities: up to 1,141 sqm Publicly Accessible Open Space: 3.65 hectares.

Address

Site address: Vacant development zone, part of Legacy Communities Scheme Planning Permission

Existing uses: Legacy Communities Scheme development platform

Size: 9.2 ha

PTAL rating: 1a–3

Flood Zone: 2 (northern part only)

Site Allocation SA2.4: Chobham Farm North

SITE ALLOCATION

Mixed-use development, including family housing, external private or shared amenity space and provision of a link through the site into the Chobham Farm public open space to the south of Henrietta Street.



Supporting development principles

- Minimise impacts on residential amenity from railway line to the west and adjoining community building to the north and on existing residential communities to the east
- Provision of safe pedestrian crossing route over Henrietta Street between site and Chobham Farm site allocation development (SA2.1)
- Improve public realm and street scene of Leyton Road through design of the development and improvements to the street
- Provide a stepped transition in scale and massing in relation to East Village
- The site allocation is expected to yield a minimum of 200 new homes (gross) with an affordable housing threshold of 50 per cent on public sector land in accordance with Policy H.2
- The amount and type of non-residential use should be determined by applying Policy B.1

Phasing and implementation

Delivery on site is expected in three phases, from 2020 onwards.

Relevant planning history

12/00146/FUM - the western part of the site is a part of hybrid planning permission for Chobham Farm redevelopment scheme (Zone 5).

Address

Site address: Land bounded by Liberty Bridge Road, Temple Mills Lane, Leyton Road and the railway.

Existing uses: Part- D1 use and the reminder of site is currently in B1 and B8 use class employment uses.

Size: 1.22 ha

PTAL rating: 6a/6b

Flood Zone: 1

Signposting

Other designations applying to this Sub Area are:

Metropolitan Open Land, Queen Elizabeth Olympic Park, Lee Valley VeloPark and Eton Manor – see Policy BN.7

Local Open Space in various locations- see Policy BN.8 and Appendix 4, Local Open Space Table

Temple Mills Lane Locally Significant Industrial Site- see Policy B.1

Evidence base references

Mayor's Olympic Legacy Supplementary Planning Guidance (Greater London Authority, 2012)

Infrastructure Delivery Plan Study Report (Legacy Development Corporation, 2018)

Stratford City Outline Planning Application 07/90023/VARODA and associated planning applications and detailed approvals

Olympic, Paralympic and Legacy Transformation Planning Application 07/90010/OU MODA and associated planning applications and detailed approvals

Legacy Communities Scheme Outline Planning Application 11/90621/OUTODA and associated detailed approvals

Chobham Farm Planning Application, 12/00146/FUM

Core Strategy (London Borough of Newham, 2012)

Stratford Metropolitan Masterplan (London Borough of Newham, 2011)



