BROMLEY-BY-BOW MASTERPLAN

Supplementary Planning Document

Consultation and Engagement Draft July 2011



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FOREWORD

Tower Hamlets needs to respond positively to the challenging economic climate and take advantage of the once in a lifetime opportunity of the Olympic Games and its legacy.

With the adopted Core Strategy in place, setting out the long-term spatial strategy for Tower Hamlets, the Council is now developing a detailed planning document to guide and deliver the vision and objectives established in the Core Strategy, for the Bromley-by-Bow area.

The Mayor's Pledges for more affordable family sized housing, maximising job opportunities, and improving the built environment and public realm, will be key regeneration drivers for the Bromley-by-Bow area. The creation of a mixed use vibrant town centre in Bromley-by-Bow and addressing the severance of the A12 and River Lea Navigation, will provide a unique opportunity to ensure local people, are able to access employment opportunities in the area.

The Bromley-by-Bow Masterplan will be taken forward as an Interim Supplementary Planning Document (SPD) and will provide the necessary detail to support the delivery of affordable and family housing, jobs, open space, schools and other important services. The Masterplan will be of assistance to investors, developers and the community as they make their development decisions, in the knowledge that the Council will be generally supportive of proposals that are consistent with the Masterplan.

This draft Bromley-by-Bow Masterplan SPD will be consulted upon, which is an important step to its adoption. You can check East End Life and our web site for details for upcoming consultation events. Whether it's a detailed response or just a few lines, I hope you will be able to get involved.

Hetrand

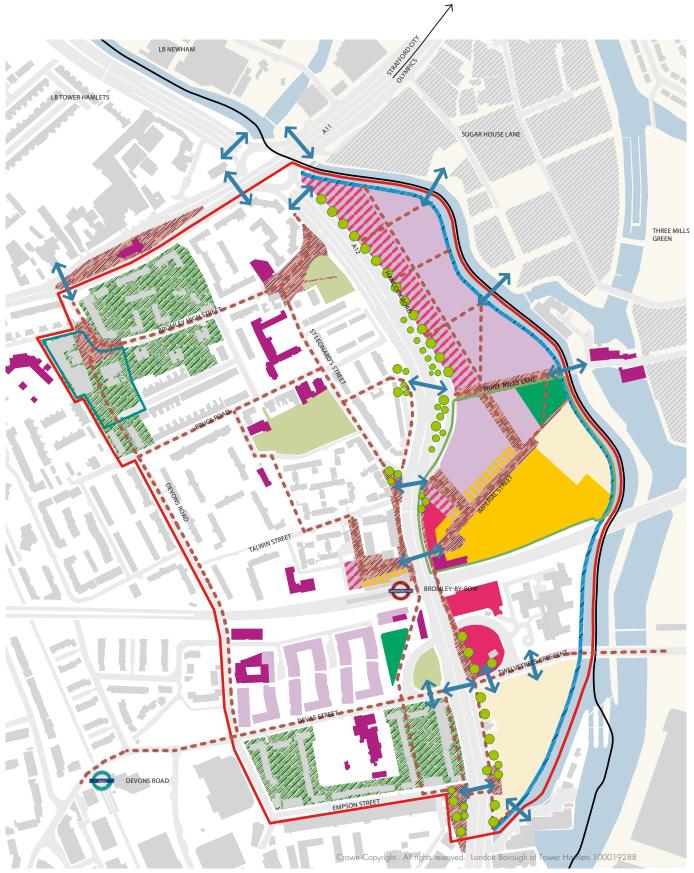


Councillor Rabina Khan July 2011

INTRODUCTION

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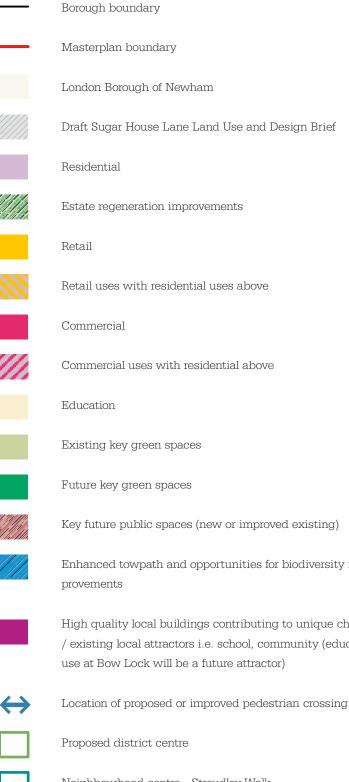
1.1 VISION STATEMENT



Bromley-by-Bow Tomorrow: Vision Plan



INTRODUCTION **1.1 VISION STATEMENT**



Borough boundary

Masterplan boundary

London Borough of Newham

Draft Sugar House Lane Land Use and Design Brief

Residential

Estate regeneration improvements

Retail

Retail uses with residential uses above

Commercial

Commercial uses with residential above

Education

Existing key green spaces



Future key green spaces

Key future public spaces (new or improved existing)

Enhanced towpath and opportunities for biodiversity improvements

High quality local buildings contributing to unique character / existing local attractors i.e. school, community (education use at Bow Lock will be a future attractor)

Neighbourhood centre - Stroudley Walk

Key pedestrian routes across the area

Potential new planting along A12 (linear along eastern edge and in clumps on both sides to signify crossing points)

Bromley-by-Bow Tomorrow

Bromley-by-Bow will be a great place to live, work and visit.

It will be easy for people to move safely from place to place – from their home to the station, park, local shops, schools and community facilities to work, study, meet friends, go shopping or have a meal.

People will be able to take a trip by foot or by bike along the towpath up to the Olympic Park or across to Three Mills Green or maybe to catch a boat to Limehouse or the Olympic Park from Three Mills.

The A12 will continue to play an important strategic role, but the road will feel safer and be a far easier place for pedestrians and cyclists to

1.1.1 Role of the Masterplan

The purpose of the Masterplan is summarised as follows:

- 1. To establish the main principles and parameters for the area as a whole and for key sites.
- 2. To assist the Council in steering and assessing planning applications as they come forward.
- 3. To promote key interventions and projects that will realise the overall vision for the site as identified in the Core Strategy.
- 4. To coordinate development activity and structure delivery activities.

1.2 THEMES AND KEY OBJECTIVES

1.2.1 Overview

The Masterplan vision will be delivered through three key themes, which are also linked to the Mayors priorities for affordable family housing, job opportunities, improving the built environment and public realm. The themes are also underpinned by key objectives to assist delivery.

Theme 1: Delivering new homes and meeting the needs of existing and future residents, businesses and visitors

Bromley-by-Bow will become a new town centre. It will include new shops and community facilities, schools, homes, hotel and supermarket to support population growth in this key area and provide places to work, live and play.

How will we deliver this?

By:

- Contributing to the delivery of the housing target of 1,500 to 2,500 new homes for the Bromleyby-Bow area, and promote affordable and family housing.
- New District town centre with a vibrant mix of uses, including flexible community space that provides new job opportunities for existing and future communities.
- A two form entry primary school to the east of the new District Centre and a thirteen form entry secondary school at Bow Locks.
- 4. Delivering strategic and accessible **public green open space**.



New District Centre (source: Collado Collins 2010)



Theme 2: Improving connections

The experience of travelling through Bromley-by-Bow has a major impact on people's perception of the area. The A12 acts as a physical and psychological barrier,

Whilst the station is a major benefit as a transport hub at the very heart of Bromley-by-Bow, it suffers from a poor, inaccessible environment and does not have the best connections to local destinations.

In addition to creating specific connections to neighbouring locations, this document seeks to improve connections within the area by responding to pedestrian needs.

How will we deliver this?

By:

- 1. Improving access and capacity of Bromley-by-Bow station to support growth
- Improving connections to mitigate the barriers created by the A12, railway and the River Lea Navigation.



Significant opportunities exist to improve the experience of arrival at Bromley-by-Bow Station

Theme 3: Creating a high quality neighbourhood

This document promotes the opportunity to develop a new, well-designed neighbourhood for local people, visitors and businesses alike.

Bromley-by-Bow is not just any place, it will be a distinctive and accessible neighbourhood in the Lower Lea Valley. In particular, this means reversing the dominance of 'big' roads and concrete by creating better streets and spaces, rediscovering the River Lea at the heart of the neighbourhood and encouraging high quality

How will we deliver this?

By:

- Setting clear design principles for new development to create a locally distinctive place.
- 2. Identifying **public realm improvements** to enhance the area's permeability and pedestrian and cyclist environment
- 3. Making Bromley-by-Bow a greener place.
- 4. Improving the **cultural diversity** of the area.
- 5. Enhancing the **waterfront**, opening up the River Lea for recreation and access.



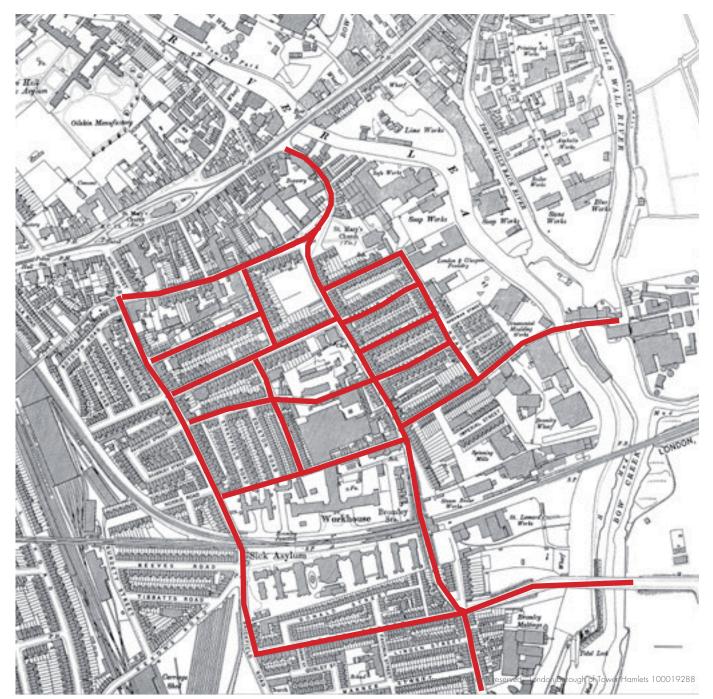
Three Mills provides an unique backdrop to the waterfront which is a major asset for the area





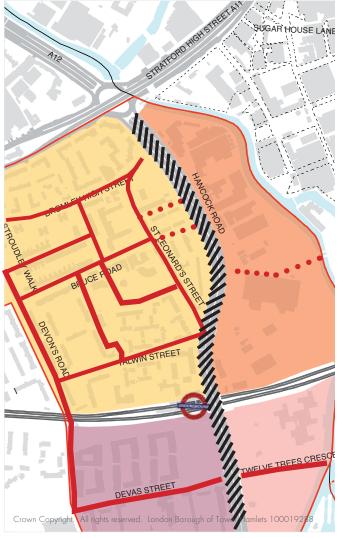


2.1 SETTING THE SCENE



Bromley-by-Bow 1893





Bromley-by-Bow, 2011

Comparison of the 1893 and 2011 plans highlights the impact of the A12 and associated infrastructure has severed the historic pattern of east-west connections

2.1.1 Historic Context

The area originated as a hamlet consisting of a few cottages settled around a village green and pond. By the beginning of the 19th century, the area went through a rapid process of industrialisation due to its proximity to the River Lea. By the mid 1800s, the area had expanded as a series of linear terraces of yellow brick houses, interspersed with factories and institutions as well as a continuous ribbon of industry along the riverfront.

Extensive bombing in WWII, post-war housing redevelopment and the re-engineering of local streets to accommodate the A12 has had a major impact on the area. As shown on the adjacent plan, the arrival of the A12 necessitated the development of heavily engineered solutions such as the Twelvetrees Crescent gyratory.

2.1.2 Bromley-by-Bow Today

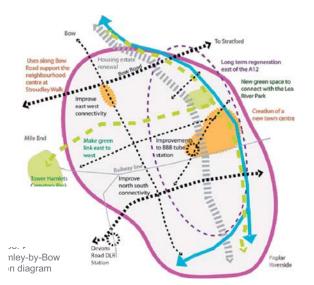
Bromley-by-Bow has an established residential community which benefits from a rich cultural and ethnic character. The area is characterised by lower than average household incomes, a low proportion of owner-occupied households and a high proportion of affordable tenures.

Although commercial activity continues to play an important role in the area, there has been a shift from low grade employment uses towards a greater mix of uses with new residents and housing. Although the focus has shifted away from industry, the natural and man-made features which gave the area such a competitive industrial advantage have also influenced the character and quality of contemporary development. For example, the waterfront offers an attractive environment for new dwellings, and the A12 exacerbates barriers between the different parts of the neighbourhood.

2.1.3 Regional and Sub-Regional Policy Guidance

Bromley-by-Bow is situated within the Lower Lea Valley which is designated as an Opportunity Area in the London Plan. The London Plan, and subsequently the Opportunity Area Planning Framework (OAPF) identified the Lower Lea Valley as the main focus for regeneration and development in East London driven by the location of the 2012 Olympic and Paralympic Games at the heart of the Valley alongside Stratford City. The GLA is currently preparing the Olympic Legacy SPG which will eventually supersede the OAPF.

The Mayor of London is preparing Strategic Planning Guidance (SPG) for the wider area around the Olympic Park which includes part of the Bromley-by-Bow Masterplan boundary. The draft Olympic Legacy SPG will be published for consultation in 2011, and will set out a strategic vision across this part of the Lower Lea Valley. The OLSPG will help to inform the more detailed guidance in the Masterplan.



Bromley-by-Bow Key Principles and Priorities as set out in the Tower Hamlets Core Strategy (2010)

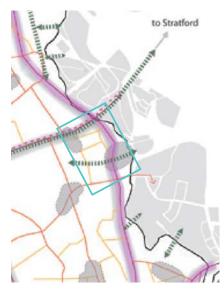


2.1.4 Position in the Local Development Framework

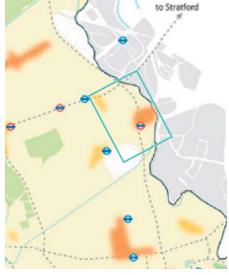
The Tower Hamlets Core Strategy Development Plan Document (DPD) was adopted in 2010 and defines a Borough-wide spatial strategy and planning principles, including specific guidance for the Bromley-by-Bow neighbourhood.

This Masterplan expands on the guidance in the Core Strategy and will be adopted as a Supplementary Planning Document (SPD). The Masterplan explains how the key objectives established in the Core Strategy for the Bromley-by-Bow area could be delivered, by providing an extra level of detail. The Masterplan SPD should be read alongside other documents in the Local Development Framework including the Site and Place Making DPD and the Development Management DPD which are currently under preparation. The Site and Place Making DPD will allocate sites in the Bromley-by-Bow area, which are needed for new infrastructure, including; a Idea Store; a primary and secondary school; district heating facility; strategic open space and; large scale housing development. The DPD also suggest boundaries for the new Bromley-by-Bow district centre, Stroudley Walk neighbourhood centre and transport interchange around Bromleyby-Bow station, which would be used to implement specific policies relating to uses and activities. These proposed sites and geographical boundaries have been captured in the Masterplan to guide and coordinate delivery in the area.

The Development Management DPD will further set out detailed policies to ensure individual development proposals will help to deliver the Core Strategy vision for the borough, as well as respond appropriate to their local surroundings.



Safe streets and spaces (Core Strategy, 2010)

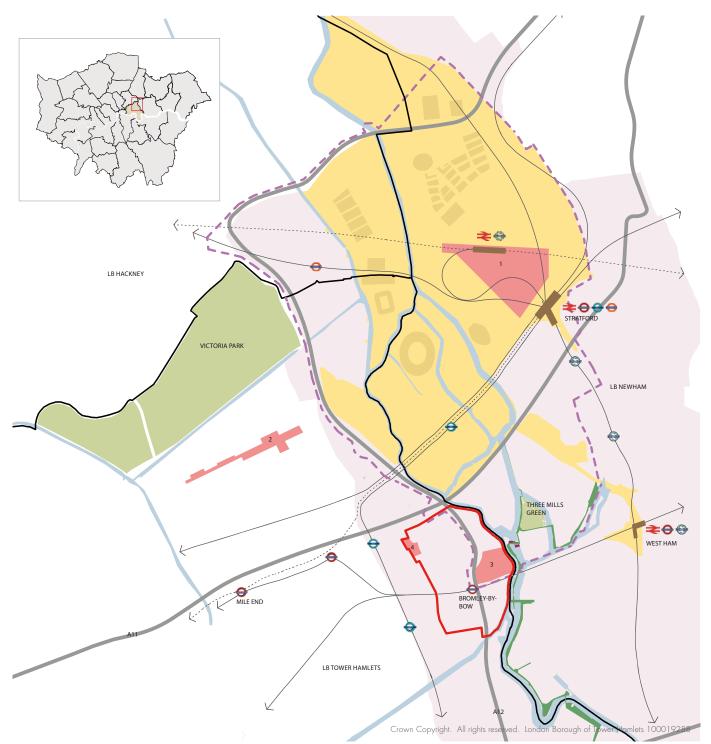


Town centres (Core Strategy, 2010)



Green Grid (Core Strategy, 2010)

2.2 REGIONAL LOCATION



Strategic location plan (London Borough of Tower Hamlets location illustrated in inset plan)



	Borough boundary		
	Masterplan boundary		
	Proposed Mayoral Development Corporation		
	Water courses		
	Lower Lea Valley Opportunity Area		
	Town centres;		
	 Stratford City and Westfield Roman Road Proposed District centre Neighbourhood centre (Stroudley V 		
	ODA planning boundary / Olympic venues		
	Lea River Park		
	Key green spaces		
_	Main Roads		
	National Rail London underground		
€€	Train stations		
	Transport hub		

Walk)



Olympic Park and Canary Wharf

2.2.1 Lower Lea Valley Context

The Lower Lea Valley has been promoted as a priority for regeneration and investment by the local London Boroughs, the London Mayor and London Thames Gateway Development Corporation (LTGDC) – a policy position which was supported by the successful bid to host the 2012 Olympic and Paralympic Games.

The Bromley-by-Bow neighbourhood lies in the eastern part of the London Borough of Tower Hamlets to the south of Stratford and either side of the A12. This is an area of significant regeneration potential and offers a series of waterfront sites by the Lea River and Canals and smaller infill and estate renewal opportunities in the neighbourhood to the west.

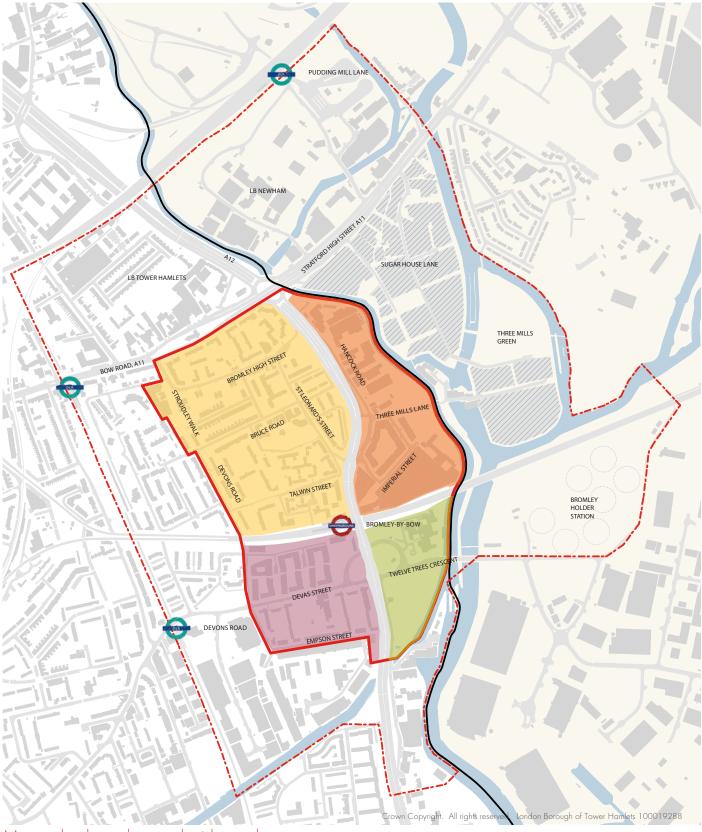
The study area offers access to major existing London employment centres at Canary Wharf, the City of London and the West End. Significant new local employment is expected to be generated at Stratford as part of the Westfield Shopping Centre, as well as a new retail shopping offer. There is also in close proximity to Bromley-by-Bow, a network of existing town centres that provide a range of services and uses to local residents, including Roman Road, Stroudley Walk and Chrisp Street.

2.2.1 Mayoral Development Corporation

The Mayor recently published his proposals to create a Mayoral Development Corporation for public consultation. The proposed boundary includes part of the area defined by the Masterplan Boundary. The proposed MDC boundary includes the following sites within the Masterplan area:

- The Bromley-by-Bow area (i.e. the land that lies south of the A11 flyover bounded by the A12, the river and the railway line which includes the new District Centre).
- Bromley-by-Bow Underground Station and the land to the south of Talwin Street which includes William Guy House.
- The A12 north of the railway line and the streets / public realm to the west of the A12 which immediately abuts this strategic road infrastructure.
- The A11 flyover and Bow Interchange.

2.3 THE MASTERPLAN BOUNDARY



Masterplan boundary and wider study area







Stroudley Walk, North-West quadrant



Twelvetrees Crescent, South-East quadrant



Bromley-by-Bow North, North-East quadrant



St Andrews, South-West quadrant

2.3.1 Core Masterplan Boundary

The area defined as the core boundary is bisected north-south by the A12, and east-west by the c2c London to Shoeburyness line and the District / Hammersmith and City London Underground line.

The area straddles the A12 Blackwall Tunnel Northern Approach Road to the south of Bow interchange. Although the A12 is an important strategic route, it forms a major physical and psychological barrier in Bromley-by-Bow.

These barriers produce four main quarters which meet at Bromley-by-Bow station as follows:

- North-east quadrant- employment and retail location bounded by the River Lea to the east, the A12 to the west and the rail line to the south.
- North-west quadrant- predominantly a residential neighbourhood situated to the north of the rail line, west of the A12 and south of Bow Road, bounded to the west by the neighbourhood centre at Stroudley Walk.
- South-west quadrant- mixed use neighbourhood including residential and employment uses bounded by Empson Street to the south and Devons Road to the west.
- South-east quadrant a series of sites, largely in public ownership bounded by the Limehouse Cut to the east in a range of uses including residential, employment and vacant.

2.3.2 Wider Masterplan Boundary

The wider Masterplan boundary includes the residential and employment land to the west bounded by the DLR line running south from Bow Church and two key areas in the London Borough of Newham; Sugar House Lane and Three Mills and the Bromley Holder Station. These sites as they have a close relationship with Bromley-by-Bow and their consideration will help to address the issue of integration.

The sites in the wider area will also need to contribute to identified projects in the core Bromley-by-Bow area, such as bridge connections, improvements to increase the capacity of Bromley-by-Bow station and community facilities.

2.4 CONSULTATION

Housing	Transport and Movement	Shopping and Retail	Open space and Waterways
High quality residential led development could create a great place to live with a better environment. Need more family housing. Overcrowding an issue for many residents in the area. Need more family housing in the area.	Better access across A12 to new neighbourhood centre. Better public transport needed in the area. Improve links to the station. Better pedestrian and cycle routes. Need to improve the subways and increase safety.	Need to consider impact of new development on Stroudley Walk in relation to heights. The new centre needs to provide retail, community and social facilities to support the area. Redevelopment of Tesco could threaten existing local shops. More small independent traders (i.e. cafés, laundrette) as well as a large commercial supermarket.	Good quality open space needed in the area. Need safer and accessible riverside walkways. Regeneration should open up the waterside. More trees.
Economy and Jobs	Public Realm	Community Facilities	Conservation and Heritage
The types of uses should be flexible to respond to the changing economy and demands.	Need to ensure that there is good footpath lighting. Suggestions of CCTV and improving lighting under the subways. Safety and security concerns around Stroudley Walk, especially at night.	Need community and leisure facilities to improve the area. Need better quality and range of open space, for play provision, such as football.	The views from Three Mills should be preserved. Housing developments should be in keeping with the adjacent Three Mills Conservation Area.

Summary of Previous Consultation Findings





Consultation undertaken during the original Masterplan for Bromley-by-Bow (2006/7)

2.4.1 Overview of Recent Consultation

There have been numerous consultations in this area since 2005. There have been over twenty events in relation to the following documents:

- Core Strategy (Summer 2008 and Winter 2009);
- Original Bromley-by-Bow Masterplan (2006 / 2007);
- Bromley-by-Bow Land Use and Design Brief (2008/2009); and
- Consultation on individual application sites including St Andrews and the new District Centre.

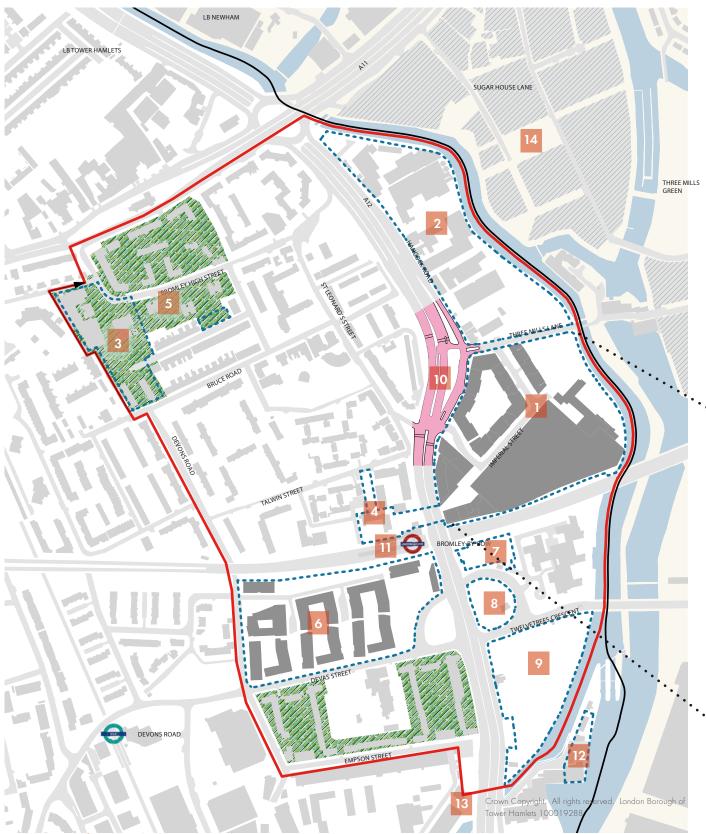
The table opposite outlines the key issues that have emerged from previous engagement exercises. The Council has had regard to these earlier comments in preparing this Draft Masterplan SPD.

Consultation will be undertaken with the community and local stakeholders on the Draft SPD.



BROMLEY-BY-BOW TODAY / TOMORROW CHALLENGES & OPPORTUNITIES

3.1 CURRENT SCHEMES



Overview of current schemes and initiatives

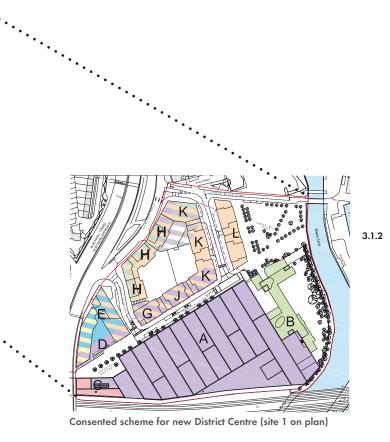




Borough boundary

| || |

Proposed junction works on A12 (part of application for new District Centre)



Core Masterplan Area 3.1.1

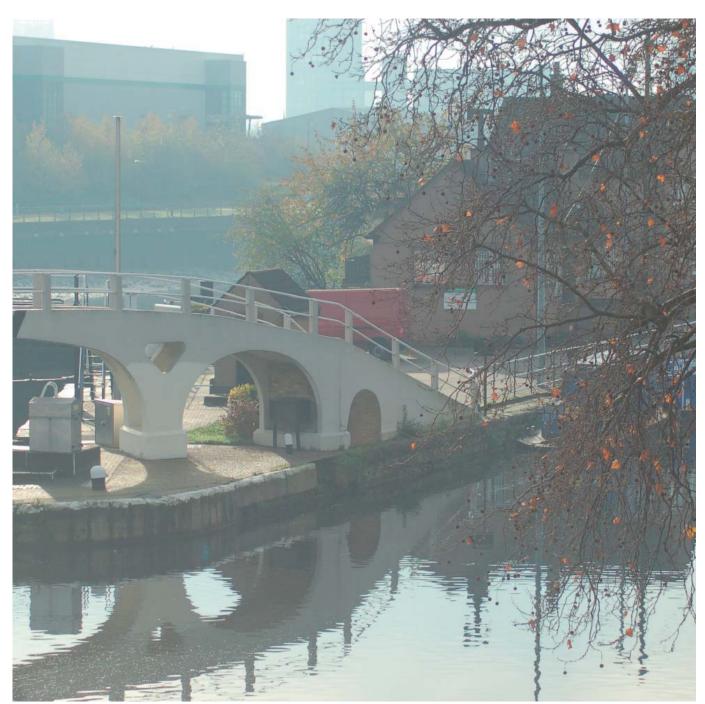
A number of sites are coming forward in the study area as follows:

- Bromley-by-Bow South: Part full / outline consent granted 1. for the area south of Three Mills Lane in July 2010. A new District Centre comprising foodstore, shop units, IDEA store, primary school, housing, open space and significant accessibility improvements.
- 2. Bromley-by-Bow North: Proposal for residential and commercial uses is likely to be submitted in Summer 2011.
- Stroudley Walk: Part full / outline application submitted 3. in 2010 for approximately 130 residential units, retail and community uses alongside public realm improvements.
- 4. William Guy House: Feasibility work undertaken by Gateway Housing. Focus for the site is to ensure a comprehensive redevelopment that reconfigures the car park to create a new public space which will link to the new District Centre and provide a setting for the new at-grade station entrance..
- 5. Poplar HARCA sites adjacent to Bromley High Street: Various proposals for refurbishment / selective redevelopment of housing.
- 6. St Andrews: The St Andrews Hospital redevelopment is consented and will comprise 974 dwellings, health facilities and a community centre, with phases 1 and 2 complete and phase 3 underway.
- 7 LDA site: Site identified by LDA for redevelopment.
- Twelvetrees Crescent site: Planning application submitted for a hotel development in Spring 2011.
- 9. Bow Locks: Potential secondary school site proposals currently being prepared by London Borough of Tower Hamlets with a view to submission in Autumn 2011.
- 10. All movements junction at District Centre: All-movements junction and subway improvements are a requirement of the development of the District Centre.
- 11. Bromley-by-Bow Station: LTGDC is preparing outline designs for the enhancement of Bromley-by-Bow station with a view to developing a detailed scheme for phased implementation.

Wider Masterplan Area

- 12. Gillender Street: Emerging proposal for mixed use development.
- 13. Tweed House: Proposal submitted for redevelopment of Tweed House by Poplar HARCA.
- 14. Sugar House Lane and Three Mills: Draft Land Use and Design Brief prepared to steer development proposals and assessment. Capacity for 1,800 residential units including family housing, creative enterprises, local convenience retail facilities, public realm and highways interventions including a new junction with Stratford High Street and bridge connections to Bromley-by-Bow.

3.2 CHALLENGES AND OPPORTUNITIES



Looking south from Twelvetrees Bridge - the waterfront setting is a major asset and an opportunity





Meeting needs: Community facilities like the Bromley-by-Bow centre play a valuable role



Improving connections: Poor access from the station



High quality neighbourhood: St Mary's Church, a key heritage asset and local landmark

3.2.1 Overview

The purpose of this chapter is to describe the challenges that face Bromley-by-Bow, and highlights the opportunities to improve the area.

The analysis of challenges and opportunities is structured as a series of topics under the three themes identified in chapter 1 as follows:

THEME 1: DELIVERING HOUSING AND MEETING NEEDS:

- Existing land uses and ownership
- Social and community facilities

THEME 2: IMPROVING CONNECTIONS:

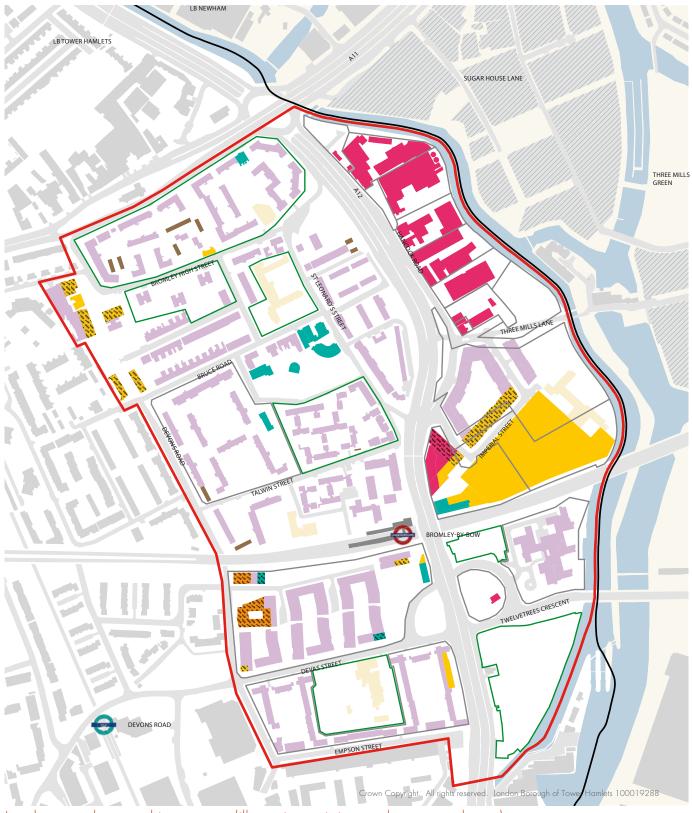
- Barriers and infrastructure
- Movement and connectivity

THEME 3: CREATING A HIGH QUALITY NEIGHBOURHOOD:

- Heritage assets
- Building heights
- Public realm and open space

Following this review, section 3.2 summarises the solutions and key interventions that respond to the analysis of challenges and opportunities.

THEME 1: DELIVERING HOUSING AND MEETING THE NEEDS FUTURE RESIDENTS, BUSINESSES AND VISITORS



Land use and ownership patterns (illustrating existing and consented uses)



Masterplan boundary London Borough of Newham Draft Sugar House Lane and Three Mills Land Use and Design Brief Residential Residential uses on upper floors Health Education Transport Civic / Community / Religious Retail Commercial / Industrial Garages Public land ownership boundary Private or other ownership boundary

Borough boundary

3.2.2 Existing Land Uses and Ownership

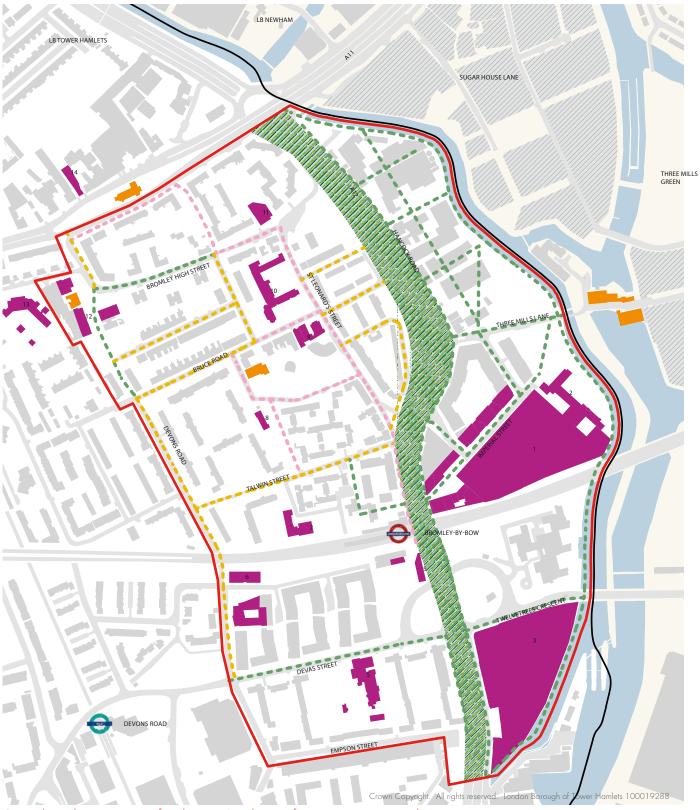
This plan describes the current pattern of land use and the ownership boundaries in the Masterplan area. The plan illustrates existing uses and also includes consented but unbuilt schemes (i.e. the new District Centre and St Andrews).

CHALLENGES:

- Land use: The current pattern of land uses adds to the severance caused by the A12 and the railway. The area to the west of the A12 is well-established as a residential community and also includes a good mix of shops, community services and employment uses. In contrast, the north-eastern and south-eastern quadrants do not feel like they are part of the neighbourhood as they do not have any residential uses and are generally lacking in accessible community amenity uses.
- Assembly of land: The sites to the north of the railway and east of the A12 are currently being assembled through the process of Compulsory Purchase Order.
- Land ownership: The area north of the railway and west of the A12 has a complex ownership pattern which means that sites are less likely to come forward comprehensively.

OPPORTUNITIES:

- New mix of uses: The Core Strategy sets a context for a more appropriate mix of uses including housing, a new District Centre, a primary school and a secondary school in this area.
- Partnership and delivery: There is an opportunity for public and private sector partners and owners to coordinate and deliver comprehensive development. This SPD gives partners and landowners a common understanding for the delivery of key redevelopment sites.
- Council ownership: The Bow Locks site is in Council ownership and is therefore an opportunity for the delivery of a new secondary school which is a major Council-sponsored priority.



Social and community facilities - Analysis of opportunities and constraints



Borough boundary

Masterplan boundary



London Borough of Newham

Draft Sugar House Lane and Three Mills Land Use and Design Brief

Unique high quality or historic buildings

Key local attractors such as shops and schools creating busy routes between them and should have good quality public realm

- Proposed District Centre
 Proposed primary school
- 3 Possible secondary school
- 4 Marner Primary School
- 5 Proposed community centre
- 6 Proposed community centre
- 7 Ian Mikardo Secondary School
- 8 Community Centre
- 9 Bromley by Bow Centre
- 10 Old Palace Primary School
- 11 Bow Childcare
- 12 Stroudley Walk neighbourhood centre
- 13 St Agnes Primary School
- 14 Bow Arts Trust



Existing roads with generally pleasant character and frontages

• Existing routes where improvements are desirable to respond to heavy pedestrian use



Future developments need to provide attractive frontages along these routes



A12 environs requiring improvements along its length

3.2.3 Social and Community Facilities

The adjacent plan illustrates the location of key social and community facilities and important local routes in relation to the neighbourhood centre at Stroudley Walk and the new District Centre.

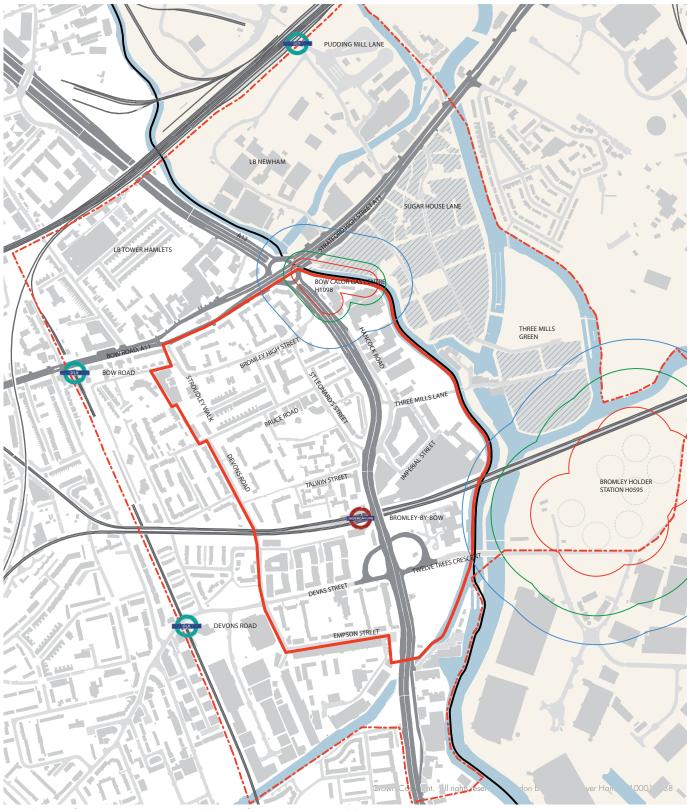
CHALLENGES:

- Meeting current and future needs: This Masterplan envisages significant growth in the number of dwellings which will place pressure on existing community, health and educational facilities. The Core Strategy (2010) identifies Bromley-by-Bow as an area of search for healthcare facilities, a new primary school and a new secondary school.
- Cumulative impact of development: Pressures will also come from growing numbers of people as part of developments in London Borough of Newham.
- Environmental conditions: Aside from the existing foodstore, the area to the east of the A12 is dominated by employment uses and does not feel like a welcoming neighbourhood.

OPPORTUNITIES

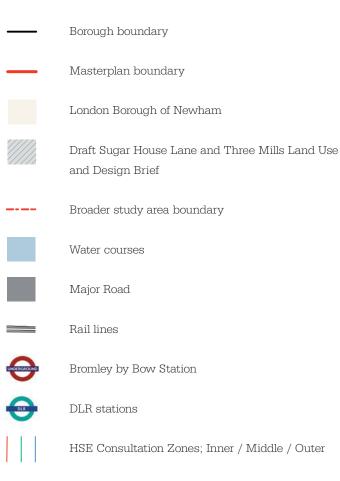
- Educational facilities: There is a clear opportunity as there are available sites to provide new educational facilities for existing and future residents.
- Community and health facilities: New development is of a sufficient "critical mass" to deliver new community and health facilities as required in the Core Strategy. New health and community facilities will be delivered at St Andrews. Additional opportunities for community facilities will also arise through the redevelopment of Stroudley Walk. Where appropriate, facilities such as the new primary school and secondary school could be used for community activities in the evening.
- New District Centre: The improvement of the area will be driven by the deliver a new District Centre which will include a new primary school and a number of facilities for residents such as a new Idea Store which could be used for community uses.
- S106 contributions: There is an opportunity to draw on S106 contributions to assist in the delivery of new facilities, in relation to developments within the core and wider boundaries.

THEME 2: IMPROVING CONNECTIONS



Analysis of constraints created by infrastructure and barriers







The A12, A11, River Lee Navigation and railway form strong barriers

3.2.4 Barriers and Infrastructure

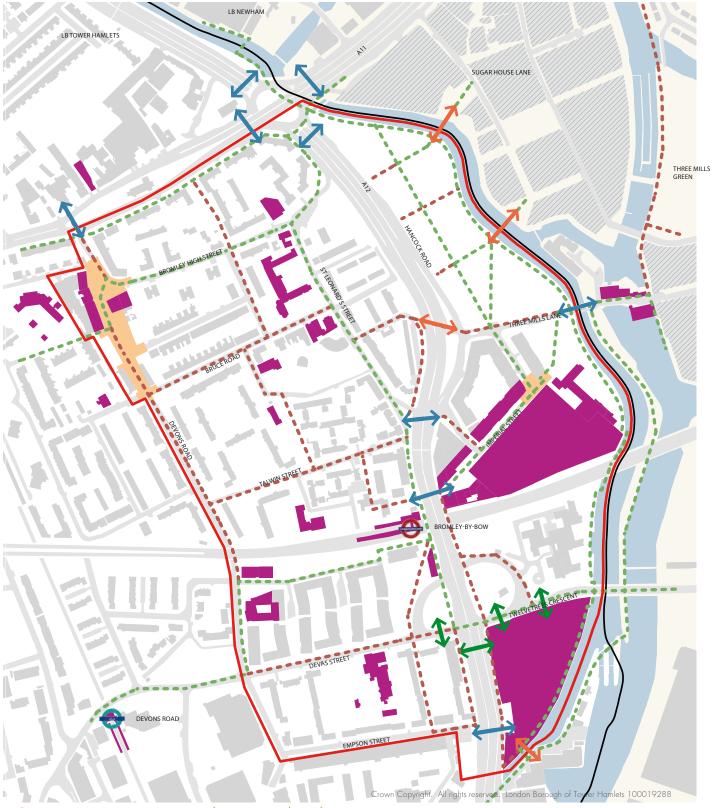
The adjacent plan highlights the principal barriers and infrastructure that have an impact on the Masterplan area.

CHALLENGES:

- Impact of the A12: The A12 is a strategically important London Road Network allowing traffic to move around the City. However, it has a major physical and psychological impact, making the areas either side feel unconnected and preventing easy movements from east to west in London Borough of Tower Hamlets and London Borough of Newham.
- Impact of over-engineered road solutions: Areas such as Bow Interchange and the Twelvetrees Crescent gyratory are characterised by poor pedestrian environments which are unsafe, illegible and challenging to negotiate.
- Impact of rail infrastructure: Rail infrastructure provides a barrier to north-south movement.
- Waterfront environment: The River Lea is also a barrier to east-west journeys across the area, and the overall waterfront environment and towpath feels inaccessible due to a poor integration with sites adjacent to the River.
- HSE consultation zones: The gasholder site and Bow Calor Gas Centre are important constraints as the consultation zones associated with HSE guidance could have an impact on the scale and type of development proposed.

OPPORTUNITIES:

- Improve connections: Opportunities exist to improve connections across the A12, railway and canal and to soften the environment.
- Station environment: Improving the environment and accessibility of the station would enhance the connectivity at the heart of the area.
- Waterfront and towpath: There is an opportunity to create a continuous route along the River Lea, improving connections to adjacent sites and maximising the recreational use of the waterfront without compromising ecological assets.



Opportunities to improve pedestrian and cycle movement



Borough boundary Masterplan boundary London Borough of Newham Draft Sugar House Lane and Three Mills Land Use and Design Brief New / improved priority shared pedestrian / cycle routes New / improved priority pedestrian routes Proposed new A12 / river crossings Improvements to existing pedestrian provision required New crossing and footpaths required to enable comfortable access to Bow Locks site Area where proposed access road to create improved pedestrian and cycle environment, with minimal kerb upstand and / or raised tables

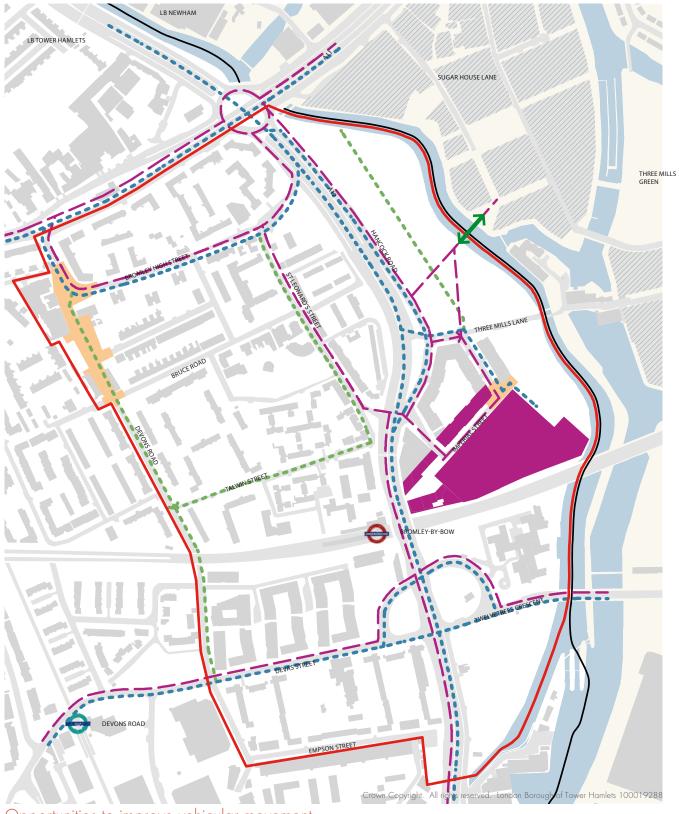
Existing and future attractors generating popular pedestrian and cyclists routes across the area

3.2.5 Transport and Connections

The adjacent plan identifies the opportunities to resolve challenges associated with walking and cycling in the Masterplan area. Opportunities and challenges relating to vehicle movements are illustrated on the following page.

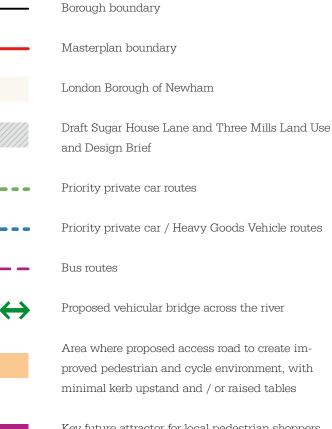
CHALLENGES:

- Poor access to station: Bromley-by-Bow is characterised by very limited access and routes to and from the Underground station.
- Connections across the A12 and the River Lea: The crossings under the A12 are not attractive and feel unsafe. The A12 itself suffers from a narrow central reservation and a height difference of up to 2m between each carriageway. Twelvetrees Bridge is currently the only public bridge across the River Lea between the A11 and A13
- Pedestrian and cycle environment: Parts of Bromley-by-Bow, particularly the area to the east of the A12 have a poor street environment and have a general lack of pedestrian routes. There is also a general lack of cycle parking facilities in the area.
- Industrial access to and from the A12: There are a lack of points of access to and from the A12, particularly for industrial vehicles entering the area east of the A12. Poor access may encourage trips through residential streets.
- Heavy traffic along Devons Road / Devas Street: The extent of vehicle movements along Devons Road and Devons Road (particularly Heavy Goods Vehicles) produces an unattractive route to both Bromley by Bow and Devons Road stations.
- Street furniture and materials: There is an overuse of roadside railings in a number of locations including the north end of Stroudley Walk and east end of Bromley High Street. In many instances, traffic signs cause pavement obstructions (e.g. A12 by Bromley High Street).
- Accessing Twelvetrees Crescent and Bow Locks: It will be challenging to balance the need for vehicle capacity with the aspiration to promote attractive and sustainable transport options in the south-east quadrant. This is exacerbated by significant freight movements on the A12 to and from ProLogis Park via Devons Road / Devas Street.



Opportunities to improve vehicular movement



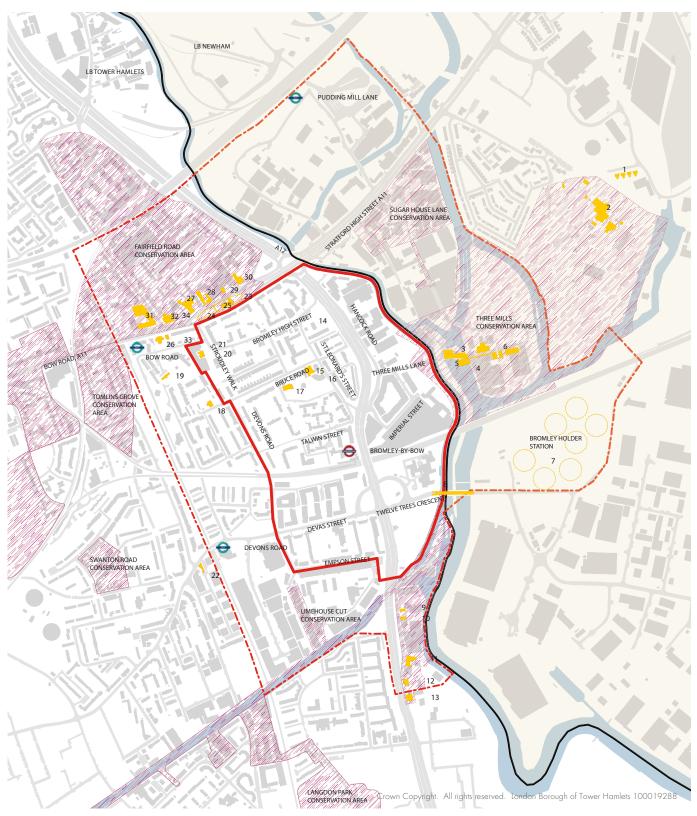


Key future attractor for local pedestrian shoppers and people driving to the site

OPPORTUNITIES:

- Balance the strategic role of the A12: Opportunities exist to improve connections and introduce a new at-grade link across the A12 is being progressed as part of the new District Centre proposals to create a more pedestrian-friendly environment. As highlighted above, it is important to balance these improvements with the strategic role of the A12 in terms of any impact on highways capacity against the aspiration to create as many opportunities to cross the A12 as possible..
- Improve connections along the River Lea and to the waterfront: A key opportunity arising from the redevelopment of sites to the east of the A12 is to improve accessibility to the waterfront and along the towpath. New bridges would also improve links to the wider area.
- Improve connections / accessibility: Make the experience of walking and cycling through the area feel safer and more welcoming. Proposals to improve the route under the Bow flyover will be completed shortly.

THEME 3: HIGH QUALITY NEIGHBOURHOOD



Heritage assets



THEME 3: HIGH QUALITY NEIGHBOURHOOD

	Borough boundary	3.2
	Masterplan boundary	
	Broader study area	
	London Borough of Newham	
	Conservation area	
	Listed and locally listed buildings/structures	
1	116-130 Abbey Lane (Grade II)	
2	Abbey Mills Pumping Station (Grade II*)	
3	Tide or House Mill (Grade I)	
4	Clock Mill (Grade II)	
5	Paved Roadway extending from House Mill to wall on east sid	le
	of clock mill (Grade II)	
6	Clock Mill [and 3 drying kilns] (Grade II)	
7	Gas Holders (Grade II)	
8	Twelvetrees Bridge (Grade II)	
9	21 - 22 Gillender Street (Locally listed)	
10	P B Burgoyne & Co Limited Warehouse (Grade II)	
11 12	25 - 37 Gillender Street (Grade II)	
12 13	Bromley Hall (Grade II*)	
13	Poplar Public Library (Grade II) How Memorial Gateway (Grade II)	
15	BbB United reformed Church (Locally listed)	
16	Arch against North Wall of Bromley Recreation Ground (Grade	- TI)
17	Kingsley Hall (Grade II)	5 11)
18	The Childrens House (Grade II)	
19	Drapers Almshouses and Chapel (Grade II)	
20	10 & 12 Stroudley Walk (Grade II)	
21	Rose and Crown Pub (Grade II)	1
22	The Widow's Son Pub (Grade II*)	
23	St Mary's Church (Grade II*)	1
24	Gentlemans WC adjacent to the statue (Grade II)	
25	St Mary's Church Island site (railings) (Grade II)	t,
26	Bromley Public Hall (Grade II)	
27	179 Bow Road (Locally listed)	
28	187-191 Bow Road (Locally listed)	
29	199 Bow Road (Grade II)	
30	223 Bow Road (Grade II)	
31	The former Poplar Town Hall (Bow House) (Grade II)	1
32	163 Bow Road (Grade II)	

33 116 Bow Road (Grade II)

34 161 Bow Road (Locally listed)

3.2.6 Heritage Assets

The plan opposite identifies the historic assets within the Masterplan area and the wider boundary

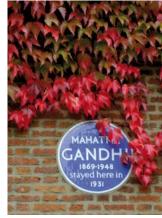
CHALLENGES:

• Conservation Area setting: Any development within Bromley-by-Bow needs to have careful consideration for Three Mills Conservation Area and the area's distinct character to ensure there is an appropriate relationship to the existing buildings in terms of scale, mass, views and the overall character and openness of the Conservation Area. As experienced with the proposals for the new District Centre and St Andrews, the development of landmark buildings is particularly sensitive in this context.

OPPORTUNITIES

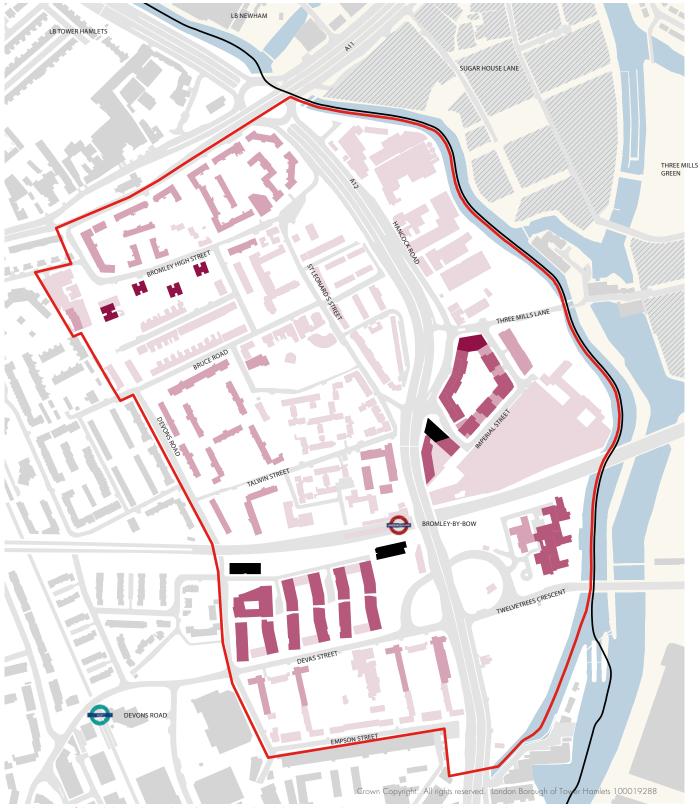
- Protection and enhancement: New development presents an opportunity to protect and enhance the setting of Listed Buildings and adjacent Conservation Areas.
- Local distinctiveness: New development will need to promote and enhance local distinctiveness and character.





Three Mills

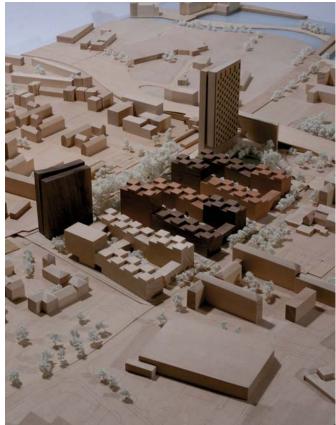
Kingsley Hall



Analysis of building heights (existing buildings and proposals with consent)







St Andrews model viewed from south-west

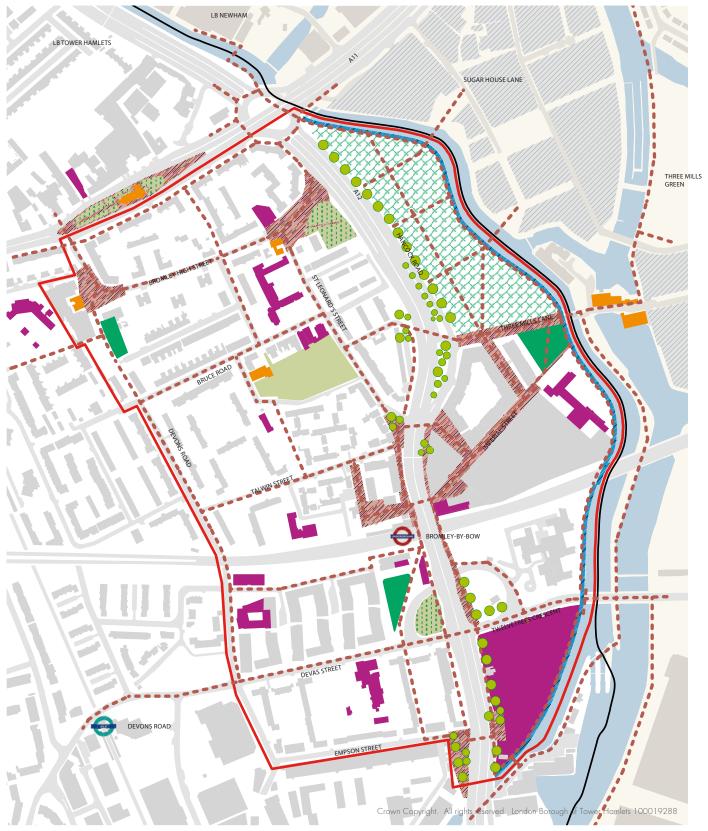
3.2.7 Building Heights

CHALLENGES:

• Integrating taller buildings: Aside from some low rise terraced housing strips, notably along Arrow Road and Bruce Road the area is characterised by mid-rise estate blocks, arranged around open green and courtyard spaces, and numerous tall tower blocks, older ones to the west and north. The St Andrews development to the south of the railway line comprises mostly 7-10 storey buildings with two very tall blocks along the railway edge, at the eastern and western edges of the development. These tall buildings help with orientation across the site, providing key landmarks. The older tall buildings are read as small clusters with a much stronger spatial quality than stand-alone buildings. A key challenge is to establish how new tall buildings are integrated, particularly in relation to issues associated with heritage as identified the heritage assets section above.

OPPORTUNITIES:

Guidance for scale and massing: The Masterplan presents an opportunity to ensure that future development is appropriate in terms of scale and massing in line with guidance and criteria in Development Plan Documents. Guidance in chapter 4 identifies general design principles in relation to tall buildings (4.2) potential tall building locations where appropriate (4.3) and the overall approach to massing (4.4).



Public realm opportunities



THEME 3: HIGH QUALITY NEIGHBOURHOOD

Borough boundary Masterplan boundary London Borough of Newham Draft Sugar House Lane and Three Mills Land Use and Design Brief Existing, new or improved priority pedestrian and cycle routes across the area requiring high quality public realm Existing green public and semi-public spaces important to local network of spaces Existing green spaces that need improvement and better integration into neighbourhood New green spaces important to future local network of spaces requiring good integration into existing context New significant high quality green spaces to be included as part of future Bromley-by-Bow North. Unique historic assets helping distinguish Bromley by Bow from other neighbourhoods and should be enhanced with good views and improved setting wherever possible Key local attractors generating popular movement routes across the area Special public realm sites requiring high quality, site specific interventions to reflect their important role in the future of the neighbourhood Enhancements required along towpath to attract more users Clumps of tree planting on both sides of A12 signifying crossing opportunity and establishing visual link between both sides of the road Linear planting along eastern edge of A12

Public Realm and Open Space 3.2.8

The adjacent plan highlights the main opportunities which respond to challenges associated with public realm and open space at Bromley-by-Bow.

CHALLENGES:

- Open space deficiency: As with many areas in Tower Hamlets, Bromley-by-Bow has a deficit of public open space. The area to the east of the A12 has a lack of open space and the barrier effect of the A12 exacerbates this issue.
- Quality of public spaces and public realm: A number of areas have a poor quality public realm including Stroudley Walk, the junction of Bromley High Street and St Leonard's Street, the station forecourt and Twelvetrees Crescent.
- Towpath: The towpath feels isolated and disconnected from the rest of Bromley-by-Bow.

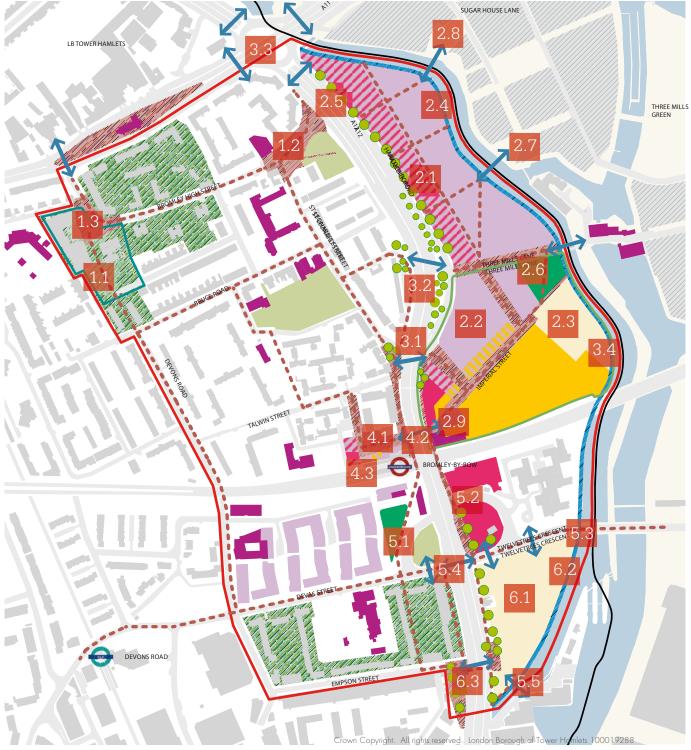
OPPORTUNITIES

- Open spaces: Enhance existing and deliver new accessible open spaces through development sites such as Stroudley Walk and Bromleyby-Bow North. This will help to deliver the Council's Green Grid strategy.
- Towpath: Enhance the towpath as a place and as a connection for pedestrians and cyclists and to improve links to adjacent sites across the river. There are also opportunities to enhance biodiversity
- Improve crossings across the A12: Opportunities exist to improve subways and to create at-grade crossings across the A12. A proposal to create an at-grade crossing as part of an all-movement junction will be delivered alongside the new District Centre.
- Imperial Square: Create a new public square to enhance the new district centre and seek to extend the square via the improved subway to link into the station improvements to the west of the A12
- New bridge connections: Opportunity to create a series of bridge connections to improve east-west connections across the River Lea including a new bus, pedestrian and cycle link to the southern part of Sugar House Lane, and pedestrian / cycle links to Sugar House Lane (north) and Gillender Street.

3.3 BROMLEY-BY-BOW TOMORROW: KEY INTERVENTIONS

3.3.1 Overview

This section highlights the key interventions / projects which have been identified through the analysis of opportunities and constraints in section 3.2. Further details on key delivery issues are outlined in chapter 5.



Key interventions

1 2 **3** 4 5

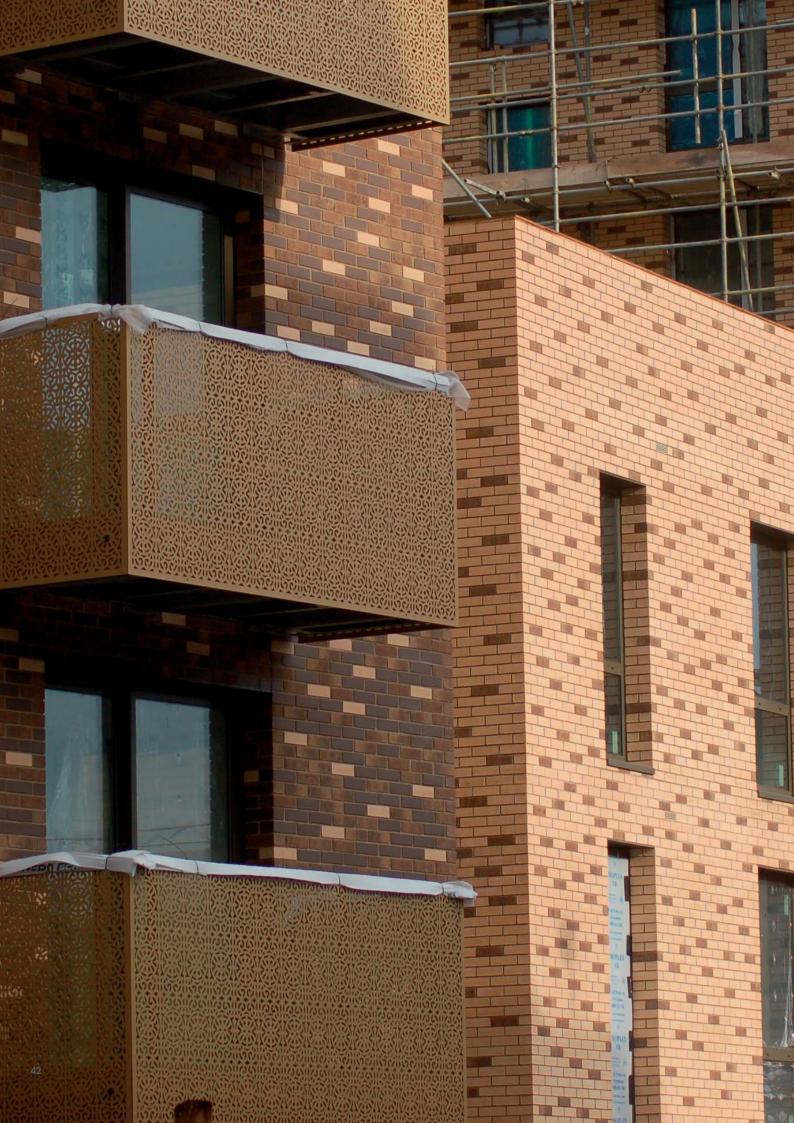
BBB TODAY // TOMORROW 3.3 BROMLEY-BY-BOW TOMORROW

5.5 BROMLET-BT-BOW TOMORROW

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	Project			\geq
		ರಾ	ng	Theme 3: High quality neighbourhood
		Theme 1: Meeting needs	l'heme 2: Improving connections	р р
		Me	lmp Js	Hig
		<u> </u>	Theme 2: Im connections	3: our
		heme leeds	eme	eme ghb
1		The nee	Th∉ coi	The nei
1	1.1 Stroudley Walk Neighbourhood Centre: Redevelopment of neighbourhood centre with retail, community facilities and residential dwellings			
	1.2 St. Leonard's Street / Bromley High Street: Improvements to under-utilised public space			
	1.3 Stroudley Walk Public Realm: Improvements to highways and public realm associated with			
	renewal of Stroudley Walk			
2	2.1 Bromley-by-Bow North: Redevelopment for commercial and residential uses and creation of new			
	public open space.			
	2.2 New District Centre: New town centre with mix of uses including retail, community uses, restaurants, foodstore, hotel and residential dwellings			
	2.3 New primary school: 2 form entry primary school			
	2.4 Towpath enhancements north: Enhancement of towpath, consolidation as continuous route			
	2.5 A12 Street Trees: Comprehensive planting of street trees along the A12 and routes leading to			
	waterfront through the Mayor's street trees programme.			
	2.6 Three Mills Park: Proposed delivery of new Three Mills Park as set out in the planning consent for a new mixed use district centre			
	2.7 New bridge link to Sugar House Lane (buses and pedestrians / cycles): New connection			
	between Bromley-by-Bow and Sugarhouse Lane to facilitate new direct route from District Centre to Sugar House Lane and beyond to the Olympics and legacy facilities as well as Stratford via			
	Stratford High Street			
	2.8 New bridge link to Hunts Lane (pedestrians and cycles): New connection between Bromley-by-			
	Bow North and Sugar House Lane enabling improved east-west connections across River			
	2.9 Imperial Square: New public space and associated public realm improvements as part of			
3	District Centre proposals 3.1 Pedestrian crossing (Talwin Street): At-grade pedestrian crossing associated with emerging			
3	proposals for all movement junction			
	3.2 Subway improvements (Three Mills Lane): Improvements to subway associated with emerging proposals for movement enhancements			
	3.3 Bow Interchange enhancements: Improved cycle and pedestrian crossings at Bow Interchange			
	3.4 Towpath improvements central: Enhancement of towpath and consolidation as a continuous			
	route (see section 4.4 and 5.4), potential to connect under the rail line			
4	4.1 Station Square : New station square associated with enhancements to station and adjacent improvements to underpass and creation of new Imperial Square			
	4.2 New station underpass: Widening and enhancement of underpass associated with proposals for new district centre			
	4.3 Station improvements: Current project led by LTGDC to develop outline designs for station			
5	5.1 Twelvetrees Crescent landscape: Improvements to green landscaping adjacent to St Andrews			
	site			
	5.2 Twelvetrees Crescent junction: Improvements to Twelvetrees Crescent junction to the east of			
	the A12.			
	5.3 Twelvetrees Crescent Bridge: Proposals to enable step-free access from towpath to Twelvetrees			
	Bridge as part of Lea River Park project 5.4 At-grade crossing (Devas Street): Proposals to create a new crossing across the A12 - the exact			
	approach is being considered, ideally as an at-grade crossing, or alternatively as a bridge.			
	5.5 Link to Gillender Street: New bridge link for pedestrians and cyclists from Gillender Street to			
	Bow Locks towpath			
6	6.1 Secondary school: Emerging proposals for 13 form entry secondary school			
	6.2 Towpath enhancements south: Enhancement of towpath and consolidation as a continuous			
	route			
	6.3 Bow Locks underpass: Improvements to Bow Lock underpass			

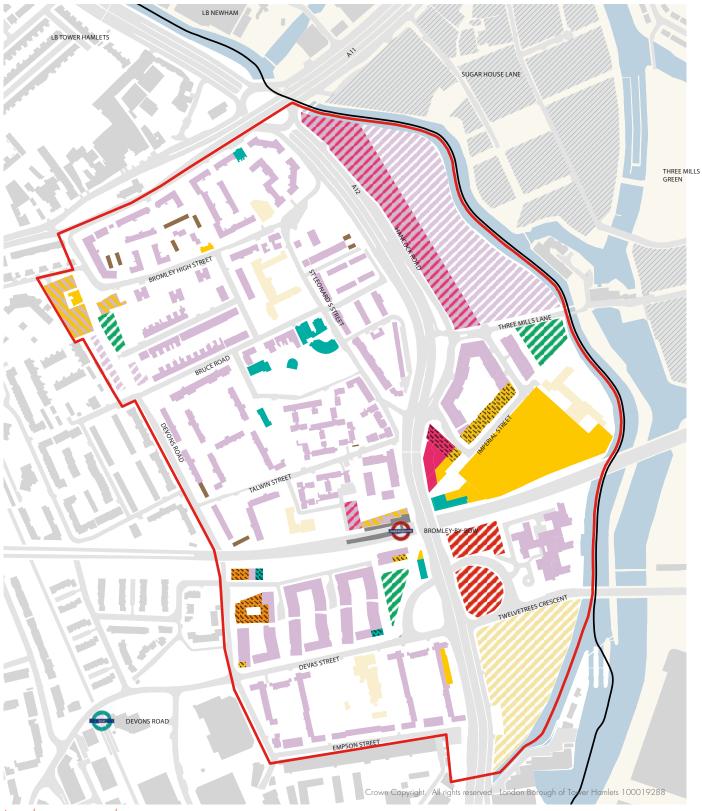
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LAND USE AND DESIGN GUIDANCE



4.1 LAND USE PRINCIPLES



Land use principles



Masterplan boundary London Borough of Newham Draft Sugar House Lane and Three Mills Land Use and Design Brief Residential Residential uses on upper floors Health Education Transport Civic / Community / Religious Retail Commercial Garages Proposed residential Proposed retail uses with residential above Proposed commercial uses with residential above Proposed commercial Proposed education Proposed open green spaces

NOTE: Uses in proposed District Centre south of Three Mills Lane are consented

Context 4.1.1

Bromley-by-Bow will continue to benefit from a varied and diverse mix of uses. The introduction of new town centre functions and community / social uses will give the area a more obvious 'heart'. As an SPD, this document cannot allocate land uses. In that context it should be noted that the adjacent land use proposals plan and text below, consolidates guidance and allocations that are already established in the Local Development Framework.

4.1.2 Land use principles

- New District Centre as identified in the Bromlevby-Bow Land Use and Design Brief and secured though the recent planning consent, the area will benefit from a new District Centre comprising 17 independent retail outlets, a range of commercial and community uses to the east of the station as well as a significant new residential community, foodstore and Idea Store.
- Neighbourhood centre to ensure that Stroudley Walk continues as an important neighbourhood centre with a balance of flexible retail and community uses.
- New primary and secondary schools the consent for the new District Centre makes provision for a new primary school adjacent to the towpath. The Council is also promoting Bow Locks as a site for a new secondary school.
- Commercial uses Bromley-by-Bow North will incorporate a mix of uses including commercial activities adjacent to the A12.
- Residential uses The area to the west of the A12 will continue to have a predominantly residential character. The area to the east of the A12 will also incorporate significant residential uses alongside the town centre and commercial uses outlined above.

4.2 DESIGN PRINCIPLES



Greening



Response to historic setting



Improved access to station (Capita , 2010)



Accessible open spaces



High quality materials



Enhancement of existing links and creation of new routes across A12



Attractive public realm



Appropriate scale and massing



Create more accessible streets with active frontage



Celebrating the waterfront



Retention of positive townscape



Transform environment of the A12



4.2 DESIGN PRINCIPLES

4.2.1 Overview

The purpose of this section is to identify the overarching principles which will steer development proposals in the Masterplan area. These design principles have been applied to each of the key development sites (section 4.3), and additional detail is provided in relation to special areas of public realm (section 4.4) and trees (section 4.5).

4.2.2 The principles

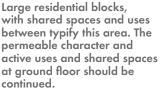
1. Urban Grain and Architecture

Development will be expected to make a clear response to context, being specific to the character of Bromley-by-Bow. With this in mind, proposals should integrate and retain historic buildings and local assets wherever possible.

Some of the housing estates in Bromley-by-Bow are well-integrated with the terraced houses that form the historic urban fabric of Tower Hamlets. Where opportunities arise to redevelop the area, proposals will be expected to embrace simple principles of good design to create a new urban fabric which is carefully integrated within the existing grain and townscape:

- New development should re-instate and repair urban blocks or historic street lines where possible.
- Frontages should be active and spaces wellenclosed with a clear differentiation between private and public spaces.
- The layout of streets should be led by urban design objectives and avoid over-engineered highways solutions as far as possible.
- Protection and enhancement of heritage assets including areas of townscape value which do not benefit from formal listing.
- Development should incorporate generous floor to ceiling heights in new retail / commercial units.
- Proposals should use high quality materials such as natural self coloured materials and incorporate sensitive architectural detailing.







Pubs and other communal facilities as well as community infrastructure such as schools should be incorporated into development.



The St Andrews development is an excellent local example of contemporary use of brick as an external cladding material. Further development should look both to this and other older local precedents for contextual guidance on material choices and detailing.

2. The Waterfront

Development will be expected to embrace the water edge rather than treat the towpath as a boundary. In order to maximise the potential of the waterfront, the towpath should be dealt with like a street with an expectation that building edges will be of an appropriate scale and accommodate an active frontage. Proposals should respond to the following checklist:

- The towpath should be transformed as an access route for pedestrians and cyclists, and as a place / destination in its own right.
- Proposals will be expected to promote an appropriate relationship with public and open green space as well as the river and towpath which are key assets for the area.
- Although water has the potential to add value to a scheme, design proposals will be expected to achieve an appropriate approach in relation to frontage and the location of private, semi-private and public space to ensure that the neighbourhood and towpath are permeable and accessible.
- Development sites will be required to deliver a continuous walkway along the towpath, making it a safe and publicly accessible route.
- Opportunities to enhance the biodiversity of the towpath and waterfront should be situated at the heart of development proposals.



St Andrews and the District Centre proposals have established a considerable new precedent for the area in terms of scale



Existing industrial buildings are generally perpendicular to towpath, allowing links down the canal edge while maintaining a strong edge to the towpath.

3. Building Height, Scale and Massing

Design and Access Statements will be required to present a clear justification for the height, scale and massing of new buildings. They will be assessed in relation to the scale and massing of existing buildings and the wider context in terms of setting and character. Proposals for new buildings should be informed by public transport accessibility ratings. Schemes will be expected to step down to the water's edge and respond to the criteria established in Conservation Area guidance for Three Mills.

Scale and massing of buildings will be assessed in relation to the following checklist as well as other relevant guidance in the LDF and the London Plan:

- Appropriate response to townscape context;
- Enclosure and definition of a high quality public realm and its associated function;
- Acceptable sunlight and daylight conditions for occupiers;
- Acceptable Microclimatic conditions;
- Preservation and enhancement of the Conservation Area and Listed Buildings

4. Public Realm

Proposals will be expected to improve existing spaces and create new open spaces. Key principles for public realm and open space improvements are listed as follows:

- Proposals should focus on the delivery of the Council's Green Grid as identified in the Core Strategy and Green Grid Delivery Plans.
- Routes should be attractive, legible and safe for pedestrians and cyclists.
- Opportunities to make key routes greener should be promoted (e.g. through the tree planting to soften the environment).
- Where sites come forward for development,



4.2 DESIGN PRINCIPLES

proposals should re-configure connections and routes to respond to pedestrian desire lines with a view to establishing improved links to key destinations such as the station, District Centre, Stroudley Walk, the waterfront and areas in London Borough of Newham and beyond.

5. Access

Development proposals will be expected to accommodate the following principles and contribute to, or deliver access improvements as appropriate:

- Pedestrian and cycle connections across the A12 should be improved through the enhancement of existing subways and the creation of new atgrade crossings (or alternatively, bridges) to serve key destinations such as the new District Centre, new commercial and residential uses at Bromleyby-Bow North, the station and the proposed secondary school at Bow Locks.
- New crossings need to be balanced with the need to maintain the strategic role of the A12 within the Greater London road network.
- Improvements to north-south and east-west movements within the core Masterplan boundary must be complemented by improved linkages across the River Lea to adjacent destinations such as Sugar House Lane and Three Mills, as well as Lea River Park, the Olympic Park and Stratford.
- Development sites adjacent to the A12 will be required to support improvements to the A12 as a north-south route for pedestrians.
- At the scale of individual units, access to residential dwellings should be from the ground floor where possible.

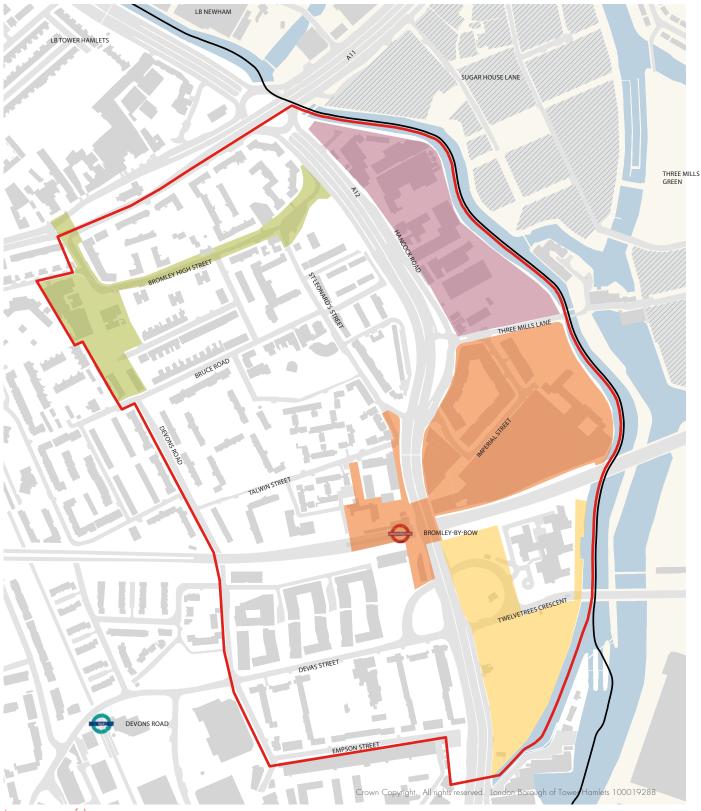
6. Housing Design

Residential proposals should have regard for the minimum standards and principles set out in the Mayor of London's publication, the London Housing Design Guide (2010):

The guide is based around six key themes which are summarised as a checklist for development proposals in Bromley-by-Bow as follows:

- Shaping Good Places: Proposals should ensure that development is integrated within the wider public realm network, providing opportunities for access to open and green space, and ensuring that development enhances the existing character of the area.
- Housing for a Diverse City: Proposals should incorporate a mix of housing sizes, types and tenures, at appropriate densities.
- From Street to Front Door: Proposals will be expected to respond to guidance in the Housing Design Guide in relation to guidance on the design of shared circulation areas and the entrance and approach to a group of flats or individual dwelling.
- Dwelling Space Standards: proposals will be expected to embrace the new minimum space standards and guidance on the size and layout of different rooms, including minimum sizes for storage and private outdoor space.
- Home as a Place of Retreat: Proposals should incorporate an appropriate level of privacy and dual aspect dwellings and will be assessed in relation to noise, floor-to-ceiling heights, daylight and sunlight.
- Climate Change Mitigation and Adaptation: Development proposals should respond positively to the implementation of the Code for Sustainable homes

4.3 GUIDANCE FOR KEY SITES



Location of key sites



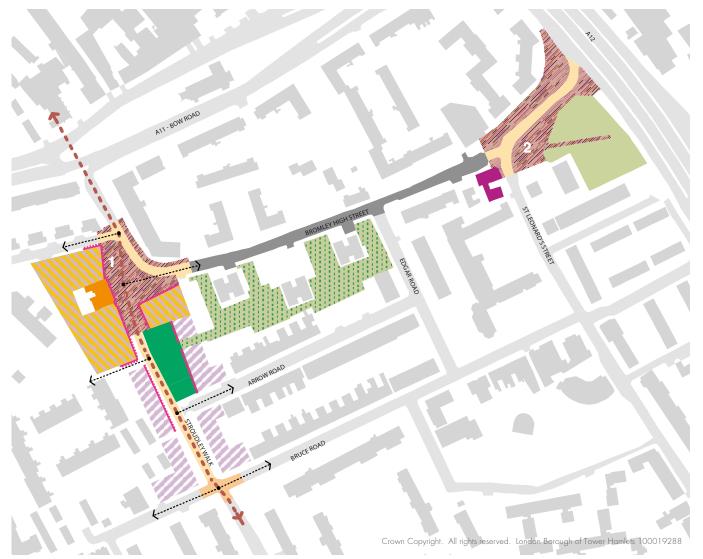


4.3.1 Overview

This chapter provides more detailed guidance for the key development sites in the SPD area listed in the adjacent area. These sites have been identified for the following reasons:

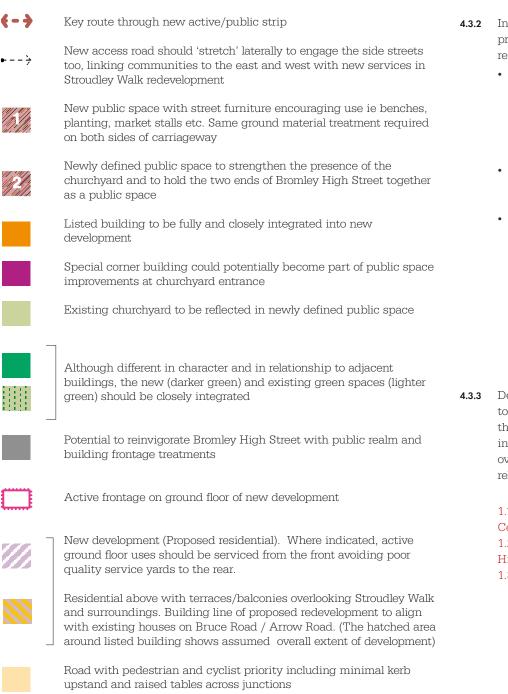
- They present the most significant opportunity for change and will have a transformative effect on the wider area.
- It is vital that these sites are defined by a high standard of design and make a positive contribution to the overall vision for Bromley-by-Bow.
- Each site has a role to play in realising the wider strategy of improving connections, spaces and infrastructure.
- All these sites are subject to development interest.
- Although these sites are at varying stages in the planning process, all have outstanding matters for approval, either through applications for planning consent or the discharge of conditions.

STROUDLEY WALK



Indicative guidance for Stroudley Walk

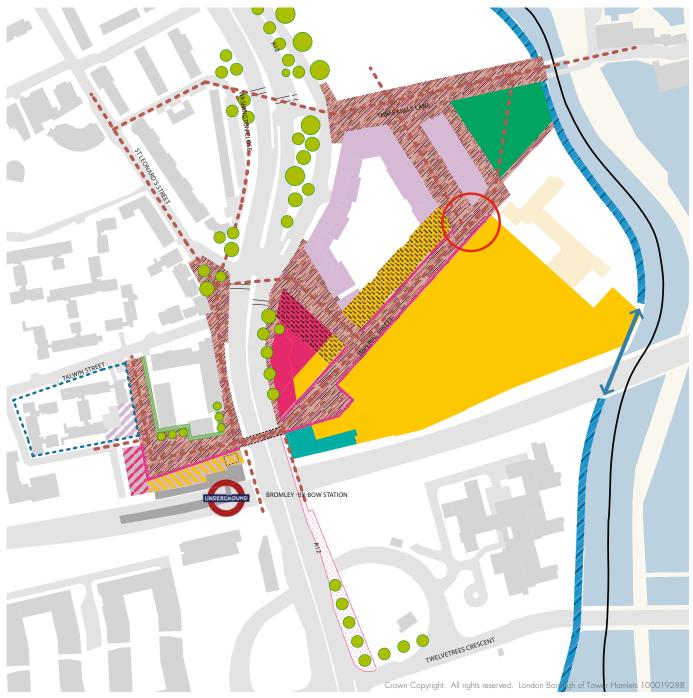




- **4.3.2** In line with the annotated principles, development will be required to:
 - Adopt a comprehensive approach to the whole area, incorporating phased proposals for the redevelopment of Fairlie Court as well as the main Stroudley Walk parade.
 - Deliver a coherent and rational approach to the improvement of public realm and public spaces.
 - Ensure that the proposals are carefully integrated with the existing urban setting in terms of height, scale, massing, materials and the configuration of frontages and building lines. Although opportunities exist for taller buildings, should generally be two to four storeys to match the existing character.
- **1.3.3** Development will be required to deliver or contribute towards the following key projects and interventions (see section 3.2 for overview and additional details in relation to delivery in section 5.3):

1.1 Stroudley Walk Neighbourhood Centre1.2 St. Leonard's Street / Bromley High Street1.3 Stroudley Walk Public Realm

DISTRICT CENTRE AND STATION GATEWAY



Indicative guidance for Station Gateway and District Centre



Easy pedestrian and cycle school access to the proposed school is required	
Residential	
Civic / Community	
Commercial	
	55



Accessible towpath



environs and foodstore development to be carefully considered

Retail as part of proposed District Centre

proposed District Centre.



Relationship between retail / mixed uses use at station

Potential development for this site, should incorporate a

pedestrian route through it

Potential new infill building (use to be explored) on corner of

existing development, to define proposed public space

Edges / fences of existing buildings to be adjusted where necessary to create appropriate edge to space and adequate

Key junction where opportunities for easy pedestrian and cycle east/west movement needs to be prioritised alongside bus and other vehicular movement, through innovative solutions to

Linkage provision along towpath

highways design











Improved subway Planting at station forecourt, Clumps of tree planting on both

New significant piece of public realm for Bromley-by-Bow

linking the station environs with Imperial Street, Three Mills Lane and further eastward to the river - uniform material

sides of A12 signifying crossing opportunity and establishing

visual link between both sides of the road. Linear planting along eastern edge of A12

Active frontage onto new key public space on western side of

A12 with mixed retail, commercial and / or community uses at

ground floor. To be continuous with active retail frontage along

Retail with housing above as part of proposed District Centre

treatment required (including improved subway)

Development will be required to: 4.3.4

3

4.3 KEY SITES: DISTRICT CENTRE & STATION

LAND USE AND DESIGN GUIDANCE

4

2

Demonstrate a consistent approach to public realm in terms of materials so that the whole area reads as a coherent place.

5

- Transform the experience of arriving and exiting the station through redevelopment of buildings and spaces.
- Deliver interventions to improve the connection across the A12 for pedestrians and cyclists.
- Deliver high quality buildings which respond to context and support the creation of an excellent public realm and spaces.

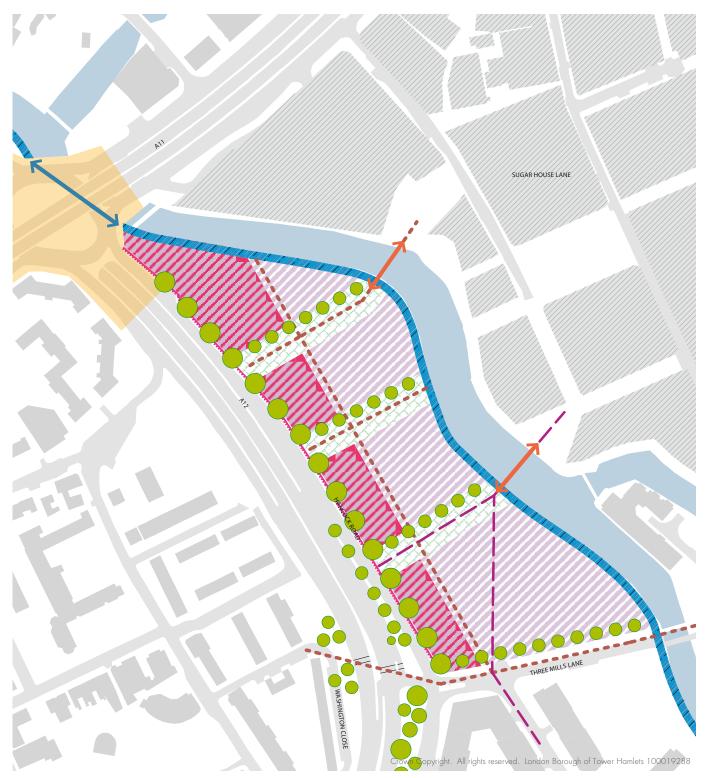
Development will be required to deliver or contribute towards the following key projects and interventions (see section 3.2 for overview and additional details in relation to delivery in section 5.3)::

2.2 New District Centre

4.3.5

- 2.3 New primary school
- 2.4 Towpath enhancements north
- 2.5 A12 Street Trees
- 2.6 Three Mills Park
- 2.9 Imperial Square
- 3.1 Pedestrian crossing (Talwin Street)
- 3.2 Subway improvements (Three Mills Lane)
- 3.4 Towpath improvements central
- 4.1 Station Square
- 4.2 New station underpass
- 4.3 Station improvements

BROMLEY-BY-BOW NORTH



Indicative guidance for Bromley-by-Bow North



Draft Sugar House Lane and Three Mills Land Use and Design Brief



Proposed residential uses, with street entrances



Proposed commercial uses with residential above, access to residential uses from east



Key public space - improved towpath environs with a well-defined active residential edge onto towpath



Potential new planting along A12 (linear along eastern edge and in clumps to signify crossing points). Planting extends along key routes down to river edge.

New significant high quality green spaces to be included as part of future Bromley-by-Bow North extents to be explored

- Commercial uses to have active frontage onto A12
- ••• Key pedestrian and cycle routes across the area
- - Shared pedestrian / cycle / bus route
 - Area requiring improved crossings
 - Proposed new river crossings
 - Linkage provision along towpath

- **4.3.6** Development will be required to:
 - Create a clear structure of streets and routes which support east-west and north-south movement through the area and transform access to the waterfront and connections to Sugar House Lane and Three Mills.
 - Define active commercial frontages and residential addresses on new streets.
 - Deliver public realm interventions to ensure that both the towpath and streets are of a high quality.
 - Incorporate public realm open space within development.
 - Carefully consider the approach to height, scale and massing - an indicative height of seven to eight storeys adjacent to the A12 stepping down to four to six storeys alongside the waterfront is broadly acceptable.
- **4.3.7** Development will be required to deliver or contribute towards the following key projects and interventions (see section 3.2 for overview and additional details in relation to delivery in section 5.3):

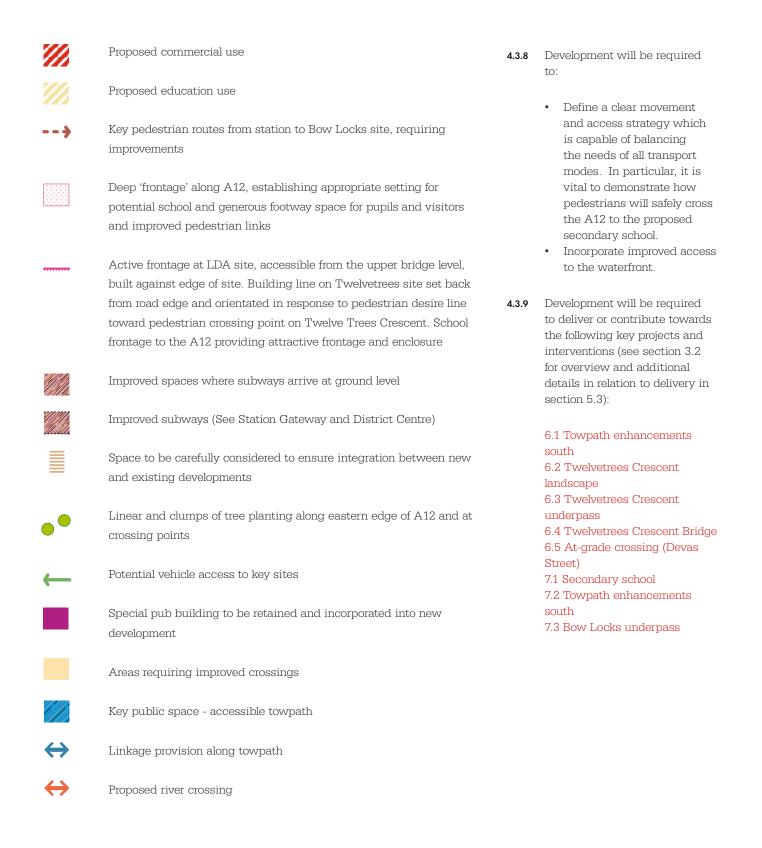
2.1 Bromley-by-Bow North
2.4 Towpath enhancements north
2.5 A12 Street Trees
2.7 New bridge link to Sugar House Lane (buses and pedestrians / cycles)
2.8 New bridge link to Hunts Lane (pedestrians and cycles)
3.1 Pedestrian crossing (Talwin Street)
3.2 Subway improvements (Three Mills Lane)
3.3 Bow Interchange enhancements

BOW LOCKS AND TWELVETREES CRESCENT

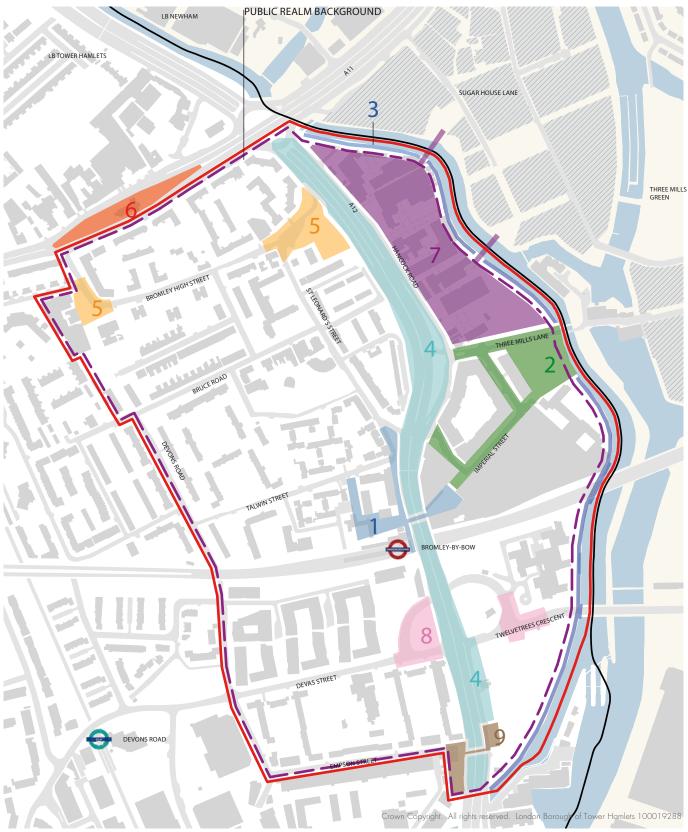


Indicative guidance for Bow Locks and Twelvetrees Crescent

LAND USE AND DESIGN GUIDANCE 4.3 KEY SITES: BOW LOCKS AND TWELVETREES



4.4 PUBLIC REALM PRINCIPLES - SPECIAL PLACES



Public Realm Principles - area key for special places



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Fundamental Principles

The public realm in Bromley-by-Bow should generally provide a high quality setting for public life in the area. The treatment of the public realm should therefore be of a high standard with the use of standard materials as listed under the 'Public Realm Background' heading.

Nine special places are identified on the adjacent plan which are will play a key role in transforming the area, and provide a distinctive setting for new activities and uses. These special areas of public realm should be carefully designed to respond to local character. In addition to defining a strong local identity which supports natural way-finding, the special places should also blend seamlessly with the wider Public Realm Background.

Public Realm Background

Paving

Staggered natural stone or granite. Flags have direction and therefore, if carefully laid out, will be able to help the reveal the spatial qualities of the place.

Kerbs

Silver-grey granite, 300mm width x 600mm -1200mm random length (internal and external radiussed as necessary).

Channels

Silver-grey granite, 300mm width x 900mm length (radiussed as necessary).

Carriageway

Black asphalt with 10 – 14mm aggregate.

Shared surfaces and raised crossings

Black asphalt with 10 – 14mm aggregate.

Light columns

Standard tapered, painted steel columns with standard Urbis luminaires.

Bollards

Standard tapered, painted steel bollards.

Tree surrounds

8mm stainless steel frames and water bound gravel.



Δ

5







Examples of general public realm materials

Special Places

1. Station forecourt, underpass and new town centre

The underpass should be widened and improved with durable materials and high quality lighting. The same materials should be used for pedestrian surfaces throughout this area. Special attention should be given to opportunities for the public realm to support active frontages and encourage leisure use. Opportunities for children and young people to enjoy informal play situations should be part into the public realm.



2. Imperial Street, Imperial Row, Lea Avenue, Three Mills Lane and riverside green space

As a key part of the Public Realm Background natural stone (york stone) or granite, should be used to ensure a high quality finish to the footways. The carriageway and raised tables should be asphalt.

The green space by the river, should as other green spaces within the area, be a multifunctional resource for the local community in terms of health, biodiversity, porosity (drainage), leisure and informal play.

The space should be clearly defined, also to the river and towpath, to allow the towpath to maintain its special character along its length. Walking into the green space by the river should be like walking into a special and generous landscape room



Building on the use of glazed tiles that protrude just beyond the underpass entrance, the material treatment of the station area, underpass and space around the foodstore to the east needs to link these areas together.

3. Towpath

The towpath should be designed to maintain its special spatial quality: open to the river, clearly defined by buildings and walls on the other side. Appropriate materials for the towpath include extra large in-situ cast concrete slabs, Breedon Gravel or bound gravel. Opportunities to enhance biodiversity should also be pursued.



The existing direct relationship between footpath and water should be maintained and enhanced with widened footway and edge detailing that invites users to inhabit the water's edge.



The physical edge of the towpath itself could be adjusted to incorporate informal leisure and relaxation opportunities such as steps for sitting on, and thereby helping create an attractive well-used space that is a unique and well integrated local destination.



4. A12

The A12 needs to be improved with new at grade crossings and street trees. The edges of the A12 should be 'greened' and blend into the wider environment.

5. Bromley High Street knuckles

These spaces at either end of the old High Street need to be designed to serve their surrounding communities. The public realm treatment should be carefully considered to tie in with the historic grain of the area, the old High Street and St Mary-atte-Bow Church. Bromley High Street should be integrated into the space by extending the public realm treatment of the space across the carriageway.

6. St Mary-atte-Bow Church

Special treatment to the edges of the churchyard spaces and careful illumination should be explored to make the most of this landmark.





These two spaces have important roles to play in the area to better reflect the immediate context ie the Churchyard and historic road space and the new shared space at the northern end of Stroudley Walk.



This significant building is dislocated from the local area by deep fencing and planting treatments around its edges. It should be much better integrated into Bow Road and the neighbourhood.

7. Bromley-by-Bow North

Framed by the improved A12 corridor and the towpath, the streets within this area should be designed as part of the Public Realm Background, with a standard palette of materials stretching between all its boundaries to not brake up the area into special compounds and to ensure that mixed use and residential areas feel as one.

Natural stone (york stone) or granite could be considered to ensure a high quality finish to the footways that would tie in seamlessly with the Imperial Street environment. The carriageway and raised tables should be high quality.

8. Twelvetrees Crescent

As part of the improvements to the sites surrounding the crescent, it should be improved to provide an attractive, safe environment for pedestrians and cyclists. High quality materials and lighting are required.

The Twelvetrees Crescent space by St Andrew's should be improved to form part of the St Andrew's public space, with high quality informal landscaping to support biodiversity and the identity of the area.



Improving connections to the towpath is a priority



Significant opportunities exist to transform the Twelvetrees Crescent environment which is currently dominated by traffic



4.4 PUBLIC REALM PRINCIPLES - SPECIAL PLACES

9. Southern underpass

The underpass should be improved to support connectivity – with high quality materials, lighting and art.

Spaces at either side of the underpass should be opened up make the underpass part of wider, open landscape. The same materials should be used for pedestrian surfaces throughout this area.



The southern underpass needs significant improvement to enhance the quality connection to the proposed secondary school at Bow Locks

4.5 TREES



Trees - area key



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Linear spaces

Existing residential roads should have regular lines of equally spaced street trees where possible.

В

River environment (and the A12)

Clumps of trees could be fruit or nut producing, providing produce for a local community run café (set up by local partnerships) or healthy eating in the school canteens.



Above and below:

Linear planting of London Plane trees are found along most residential streets to the west of the A12, enforcing this residential character. They are not found to the east in the historically industrial areas. This specific planting pattern should be enhanced in new development ie Plane trees remain on west and new trees introduced to development to the east.





Above

Clumps of trees, possibly nut and fruit trees, recalling the productive history of the area to the east of the A12 should be planted in clumps where space allows.







5.1 PROJECT DELIVERY



St Andrews under construction



5.1.1 Delivery considerations

The delivery plan will be driven by three main considerations as follows:

- 1. The extent to which projects can be linked to specific development sites or funded through multiple sources / site contributions.
- 2. The mechanism by which contributions from site developments are managed.
- 3. The degree to which funding can be allocated to projects.
- 4. The timing and availability of funding.

5.1.2 Delivery mechanisms

S106 contributions

The projects in section 5.3 have been organised by sub- area.

The table highlights how each project will contribute to the themes that accompany the vision statement in chapter 1. Most projects will achieve more than one objective: creating a new connection whilst also upgrading the quality of the public realm, for example.

In many cases, projects have a natural link to specific site developments based on proximity. The table seeks to identify projects which are linked to single developments and projects with linkages to multiple sites.

S106 contributions will be required from all development within the core Masterplan boundary and the wider boundary. Where development is situated within the LTGDC area, the LTGDC tariff will apply. Development in Tower Hamlets which is outside of the LTGDC boundary will be subject to S106 contributions in relation to the priorities highlighted in this chapter, including developments in London Borough of Newham that are deemed to impact on infrastructure provision in London Borough of Tower Hamlets. It should be noted that alternative arrangements for planning gain will be considered in due course in relation to those areas proposed as part of the MDC boundary.

Partnerships

There is a case to engage new businesses using some form of partnership model over the medium and long term as new business facilities are developed as part of mixed use schemes. Retail and hotel businesses, as well as workshop, industrial or distribution operations could also participate. A Business Partnership could be established in parallel with any additional levy arrangements to focus on common goals.

There is also an opportunity to explore possibilities for community-led regeneration projects and initiatives.

5.2 KEY PARTNERS

5.2.1 Overview

Delivery will need to be facilitated through existing partnership models with internal and external partners. New relationships may also be sought, in order to ensure successful delivery, through buy-in for projects and securing funding for delivery activities

Participation may range from policy guidance, design and development control input to direct public capital funding to developer funding contributions, but will be essential to make delivery happen. The following table also sets out the likely partners associated with each project, but is not an exhaustive list.

Partner	Key role and responsibilities		
London Borough of Tower Hamlets	1. Project coordination and identification of funding sources		
	2. Plan-making through Local Development Framework		
	3. Development management / design review		
	4. Determination of planning applications		
	5. Delivery of capital projects		
	6. Administration of S106 funds		
	7. Lobbying		
London Thames Gateway	1 Development management / design review / input into strategies		
Development Corporation (time	 Development management / design review / input into strategies Determination of planning applications in LTGDC area 		
limited)	3. Identification of funding sources		
	4. Delivery of capital projects		
	5. Administration of funds negotiated through LTGDC Tariff		
	6. Support and buy-in for schemes		
	0. Support and buy-in for schemes		
Greater London Authority	1. Development management and comment on referable applications		
	2. Regional and sub-regional scale plan-making		
London Development Agency	1. Funding / delivery of capital projects		
	2. Development of sites in LDA ownership		
	3. Input into strategy development		
	4. Support and buy-in for schemes		



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5.2 PROJECT DELIVERY

Partner	Key role and responsibilities		
Transport for London	1. Development management and input into determination of referable applications		
	2. Funding contributions to transport projects		
	3. Buy-in and support for projects		
	4. Policy development		
Mayor's Development	1. Exact role and geographical scope of responsibility currently under consultation		
Corporation	2. The MDC will sit within the GLA family and will be responsible for development		
	management and the determination of applications		
	3. Funding and buy-in		
Lea Valley Regional Park	1. Review of proposals in relation to strategic priorities of LVRPA in relation to		
Authority	waterways and open spaces		
	2. Land ownership interest in sites in the wider study area		
	3. Support for projects		
Registered Social Landlords	1. Responsibility for management of social housing stock		
	2. Delivery of projects to refurbish estates		
	3. Masterplanning and capital investment in comprehensive redevelopment schemes		
	4. Support for projects		

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5.3 KEY PROJECT SUMMARY

	Protost	<u>د</u>		
	Project	Theme 1: Meeting needs	Theme 2: Improving connections	Theme 3: High quality neighbourhood
1	1.1 Stroudley Walk Neighbourhood Centre: Redevelopment of neighbourhood centre with retail, community facilities and residential dwellings			
	1.2 St. Leonard's Street / Bromley High Street: Improvements to under-utilised public space			
	1.3 Stroudley Walk Public Realm: Improvements to highways and public realm associated with renewal of Stroudley Walk			
2	2.1 Bromley-by-Bow North: Redevelopment for commercial and residential uses			
	2.2 New District Centre: New town centre with mix of uses including retail, community uses, restaurants, foodstore, hotel and residential dwellings			
	2.3 New primary school: 2 form entry primary school			
	2.4 Towpath enhancements north: Enhancement of towpath, consolidation as continuous route			
	2.5 A12 Street Trees: Comprehensive planting of street trees along the A12 and routes leading to waterfront through the Mayor's street trees programme.			
	2.6 Three Mills Park: Proposed delivery of new Three Mills Park as set out in the planning consent for a new mixed use district centre			
	2.7 New bridge link to Sugar House Lane (buses and pedestrians / cycles): New connection between Bromley-by-Bow and Sugarhouse Lane to facilitate new direct route from District Centre to Sugar House Lane, Olympic and Legacy facilities and Stratford via Stratford High Street			
	2.8 New bridge link to Hunts Lane (pedestrians and cycles): New connection between Bromley-by- Bow North and Sugar House Lane enabling improved east-west connections across River			
	2.9 Imperial Square: New public space and associated public realm improvements as part of District Centre proposals			
3	3.1 Pedestrian crossing (Talwin Street): At-grade pedestrian crossing associated with emerging proposals for all movement junction			
	3.2 Subway improvements (Three Mills Lane): Improvements to subway associated with emerging proposals for movement enhancements			
	3.3 Bow Interchange enhancements: Improved cycle and pedestrian crossings at Bow Interchange			
	3.4 Towpath improvements central: Enhancement of towpath and consolidation as a continuous route (see section 4.4 and 5.4), potential to connect under the rail line			



5.3 KEY PROJECT SUMMARY

Delivery agency

tion, Private Interests

DELIVEKY

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Funding sources

Medium = 3 to 10 years Long = More than 10 years			
Medium	Other sites in north- west quadrant	Poplar HARCA	Poplar HARCA, LBTH, Private Interests
Medium	Other sites in north- west quadrant	TBC - linked to adjacent developments	Poplar HARCA, LBTH, Private Interests
Medium	Other sites in north- west quadrant	Poplar HARCA	Poplar HARCA, LBTH, Private Interests
Medium	Sugar House Lane (Newham)	Private Interests	RSLs, Private Interests, LTGDC, LBTH
Medium	Sugar House Lane (Newham)	Private Interests	Private interests, LBTH, LDA, Mayor's Development Corporation, TfL
Medium	Multiple	LBTH	
Medium	N/a	TBC - linked to adjacent developments	LBTH, LTGDC, LDA, Mayor's Development Corporation, LVRPA, Private Interests, RSLs
Medium	Multiple	London Mayor	LBTH, LTGDC, GLA, TfL, LDA, Mayor's Development Corporation
Medium	N/a	Linked to adjacent developments	LBTH, LDA, Mayor's Development Corporation
Long	Sugar House Lane / Three Mills	Linked to adjacent developments	LBTH, LBN, TfL, private interests
Long	Sugar House Lane / Three Mills	Linked to adjacent developments	LBTH, LBN, TfL, private interests
Medium	Station Gateway	Private Interests	Private interests, LBTH, LDA, Mayor's Development Corporation, TfL
Medium	Bromley-by-Bow North	Private Interests	Private interests, LBTH, LDA, Mayor's Development Corporation, TfL
Medium	Bromley-by-Bow North	Private Interests	Private interests, LBTH, LDA, Mayor's Development Corporation, TfL
Short	Multiple	TBC - linked to adjacent developments / future public sector funding	LBTH, TfL, Mayor's Development Corpora- tion, Private Interests
Medium	Multiple	TBC - linked to adjacent	LBTH, TfL, Mayor's Development Corpora- tion, Private Interests

developments

Indicative timescale

Short = 3 years

Linked

developments

4		Theme 1: Meeting needs	Theme 2: Improving connections	Theme 3: High quality neighbourhood	
4	4.1 Station Square: New station square associated with enhancements to station and adjacent improvements to underpass and creation of new Imperial Square				
	4.2 New station underpass: Widening and enhancement of underpass associated with proposals for new district centre				
	4.3 Station improvements: Current project led by LTGDC to develop outline designs for station				
6	5.1 Twelvetrees Crescent landscape: Improvements to green landscaping adjacent to St Andrews site				
	5.2 Twelvetrees Crescent junction : Improvements to Twelvetrees Crescent junction to the east of the A12.				
	5.3 Twelvetrees Crescent Bridge : Proposals to enable step-free access from towpath to Twelvetrees Bridge as part of Lea River Park project				
	5.4 At-grade crossing (Devas Street) : Proposals to create a new crossing across the A12 - the exact approach is being considered, ideally as an at-grade crossing, or alternatively as a bridge.				
	5.5 Link to Gillender Street: New bridge link for pedestrians and cyclists from Gillender Street to Bow Locks towpath				
7	6.1 Secondary school: Emerging proposals for 13 form entry secondary school				
	6.2 Towpath enhancements south: Enhancement of towpath and consolidation as a continuous route				
	6.3 Bow Locks underpass: Improvements to Bow Lock underpass				

Indicative timescale Short = 3 years Medium = 3 to 10 years Long = More than 10 years	Linked developments	Funding sources	Delivery agency
Long	Station Gateway	TBC -linked to adjacent developments	Private Interests, LBTH, LTGDC, TfL, LDA
Medium	Station Gateway	Private Interests	Private Interests, LBTH, LTGDC, TfL, LDA
Medium	Multiple	TBC - public sector fund- ing	TfL, LBTH, LTGDC
Medium	St Andrews	Private interests	LBTH, LTGDC, Private Interests
Short	Multiple sites	TBC	LBTH, LTGDC, Private Interests, TfL
Medium	Multiple sites	Through Olympic Park project	LBTH, LTGDC, Private Interests, TfL
Medium	Multiple sites	TBC - linked to adjacent developments	LBTH, LTGDC, Private Interests, TfL
Long	Gillender Street	TBC - linked to adjacent developments	LBTH, LTGDC, Private Interests
Medium	Multiple sites	LBTH - Building Schools for the Future programme	LBTH, LTGDC
Medium	Twelvetrees Crescent	TBC - linked to adjacent developments	LBTH, TfL, Mayor's Development Corpora- tion, Private Interests
Medium	Multiple sites	TBC - linked to adjacent developments	Private Interests, LBTH, LTGDC, TfL, LDA



