



BROMLEY BY BOW SOUTH

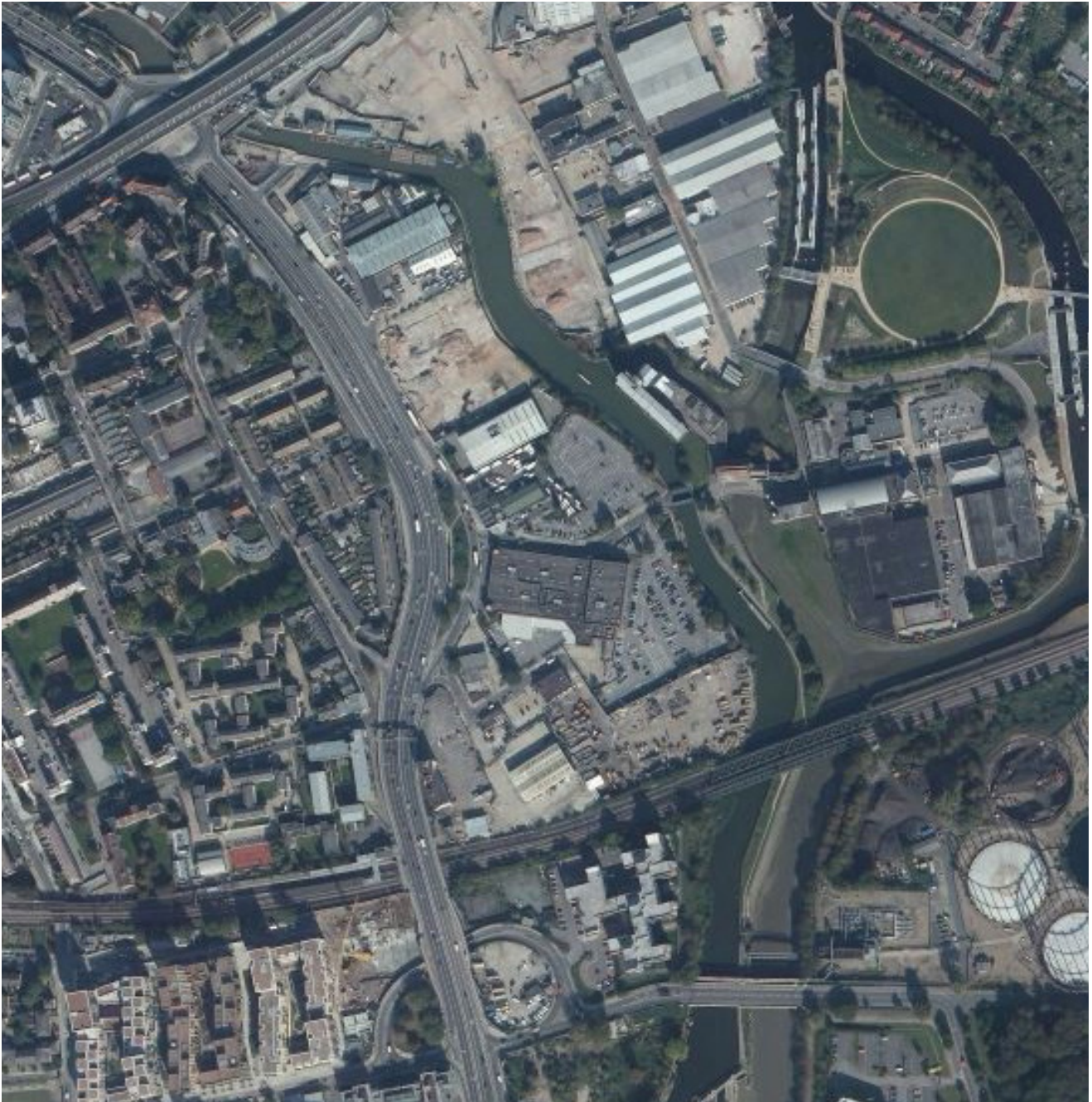
LANDOWNER MASTERPLAN

Final

October 2016

Karakusevic Carson Architects

Danescroft Land | British Land | Vastint | Lindhill |
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<i>First Issue</i>	<i>Date</i>	<i>Description</i>	<i>Prepared</i>	<i>Reviewed</i>
<i>Draft 1</i>	15.07.16	<i>Draft for Planning Decisions Committee Comment July 2016</i>	NE	NE
<i>Draft 2</i>	14.09.16	<i>Draft September 2016</i>	NE	NE
<i>Revision Nr.</i>				
<i>FINAL</i>	13.10.16	<i>Final</i>	NE	NE

CONTENTS

1.0	INTRODUCTION	4
1.1	POLICY CONTEXT	6
1.2	RELATIONSHIP WITH THE BROMLEY BY BOW SPD	8
2.0	THE SITE IN ITS CONTEXT	10
2.1	THE WIDER NEIGHBOURHOOD	12
2.2	HISTORIC DEVELOPMENT	14
2.3	THE SITE TODAY	16
2.4	EMERGING AND RECENT DEVELOPMENT	18
2.5	PHYSICAL CONSTRAINTS	20
3.0	THE MASTERPLAN VISION	22
3.1	SIX SPATIAL PRINCIPLES	24
3.2	A CENTRE OF GRAVITY AROUND THE CANAL EDGE	26
3.3	REINSTATING THREE MILLS LANE	27
3.4	TRANSFORMING THE A12	28
3.5	AN ACTIVE CANAL EDGE	29
3.6	A HIGH QUALITY URBAN NEIGHBOURHOOD	30
3.7	ENHANCING THE SETTING OF HERITAGE ASSETS	31
4.0	THE ILLUSTRATIVE MASTERPLAN	32
4.1	ILLUSTRATIVE FLOOR PLANS	34
4.2	ACCESS & MOVEMENT	38
4.3	JUNCTION PROPOSALS	42
4.4	PUBLIC REALM & OPEN SPACE	44
4.5	POTENTIAL FOR INCREASED EAST-WEST PERMEABILITY	46
5.0	LAND USE	48
5.1	COMMERCIAL USES (A CLASS)	49
5.2	WORKSPACE (B CLASS)	50
5.3	COMMUNITY FACILITY LOCATION (D Class)	51
5.4	2FE PRIMARY SCHOOL (D CLASS)	52
5.5	OTHER PUBLIC USE	54
5.6	RESIDENTIAL USES (C Class)	56
5.7	ENTRY SEQUENCE AND COMMUNAL AREAS	58
5.8	RESIDENTIAL LAYOUT	60
5.9	COMMUNAL AMENITY	62
5.10	THE INTERFACE WITH THE STREET	63
5.11	MITIGATING NOISE AND AIR QUALITY ISSUES ALONG THE ROAD AND RAILWAY	64
6.0	HEIGHT, MASSING AND TOWNSCAPE	66
6.1	HEIGHT AND MASSING PRINCIPLES	68
6.2	ILLUSTRATIVE VIEWS	70
6.3	DENSITY	76
6.4	STREET SECTIONS	78
6.5	COMPARISON WITH OTHER EXAMPLES	80
6.6	COMPLIANCE WITH POLICY BN.10	86
6.7	HERITAGE	88
6.8	KEY VIEWS	90
6.9	THE APPROACH TO THE MILL BUILDINGS	94
7.0	SCHEME EVOLUTION AND ENVIRONMENTAL TESTING	96
8.0	PHASING AND DELIVERY	100

1.0

INTRODUCTION

Bromley-by-Bow South comprises land in five separate ownerships. In the context of the Local Plan's requirement to secure comprehensive redevelopment it was decided to commission a joint masterplan and delivery strategy to guide future development.

A team led by Karakusevic Architects was appointed by the LLDC and the landowners in March 2015 to develop a joint Spatial Masterplan for the Site.

The output from the commission, which is presented and described in this appendix illustrates how a comprehensive masterplan for the site might be realised in compliance with the policies of the LLDC local plan and the guidance set out in the Bromley-by-Bow SPD.

The Masterplan represents the culmination of over 12 months work. It has been developed in consultation with both landowners and PPDT officers and has been presented to the LLDC Quality Review Panel and PPDT planning committee.

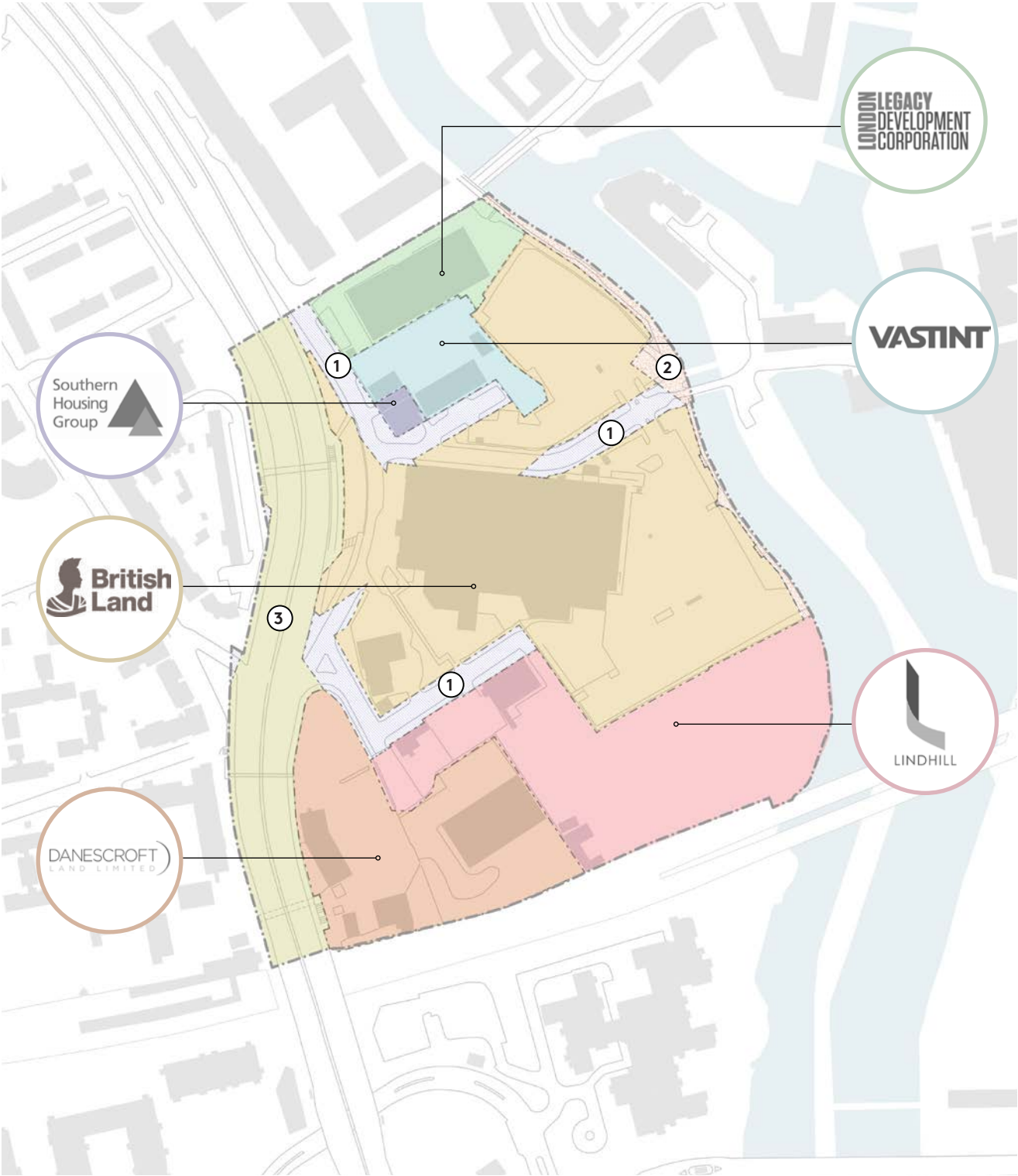
The Masterplan has also been subject to detailed testing in terms of its environmental, heritage, townscape and highway implications, deliverability and viability.

The design team has consulted with TfL in relation to the improvement works associated with the A12 corridor, which runs adjacent to the site and Historic England in relation to the implications of any future development on adjacent designated heritage assets.

In addition more detailed design and feasibility work has been undertaken in relation the delivery of an appropriate energy strategy for the Site; the design of the public realm and access and servicing.

As a result of this detailed work a robust Spatial Masterplan has been developed for the Site, which has been subject to an appropriate level of technical and environmental testing and which as a result identifies:

- A preferred mix, quantum and distribution of land uses.
- A preferred layout of buildings, streets and spaces.
- A preferred access and movement strategy.
- A preferred approach to the massing and heights of the buildings that comprise the masterplan.
- A preferred approach to the design and treatment of the public realm.
- A preferred approach to dealing with the environmental constraints associated with the A12 and elevated railway.
- An illustrative phasing strategy.



Plan showing existing land ownership within the masterplan area

- ① Highways Land
- ② Canal and River Trust Land
- ③ TFL Land

1.1 POLICY CONTEXT

The Development Plan for the Site comprises the London Plan and the LLDC Local Plan 2015 to 2031.

The vision and policies for Sub Area 4 and Site Allocation SA4.1 provided the starting point for the production of the masterplan in terms of:

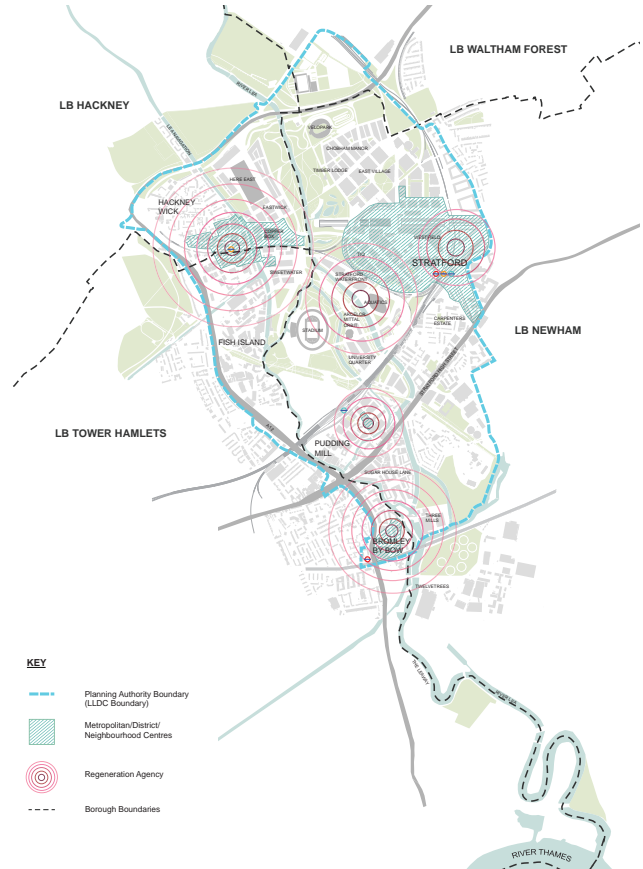
- Policy 4.1: The delivery of a new District Centre
- Policy 4.2: Bringing forward new connections to serve the development.
- Policy 4.4: Protecting and enhancing heritage assets at Three Mills.

SA4.1: Site Allocation: The creation of new mixed-use area consisting of:

New and re-provided retail floorspace that is capable of functioning alongside a mix of uses, as a new District Centre

- A primary school
- A new 1.2 hectare park
- Riverside walk
- Community facility (e.g. library)
- New homes with a significant element of family housing
- New employment-generating business space in a range of sizes and formats.
- The allocations' requirement for:
- Landowners to work together and bring forward cohesive schemes that are capable of achieving the delivery of the District Centre and identified infrastructure needed for the site as a whole.
- Accessibility improvements to enable the new Centre to be accessible to new and existing communities to the north and the west.
- Safe pedestrian and cycling access to be provided, particularly to the primary school.
- A new junction providing vehicular and pedestrian access from the site to and across the A12 is required to improve access to the wider Bow area and to Bromley-by- Bow Station.

The content of the Masterplan and how it responds to the various objectives and requirements of the Site Allocation are set out in the remainder of this document.



Bromley by Bow in the context of other proposed neighbourhood centres in the LLDC area

Site Allocation SA4.1: Bromley-by-Bow SITE ALLOCATION

A new mixed-use area including:

- New and reprovided retail floorspace that is capable of functioning alongside a mix of uses, as a new District Centre
- A primary school
- A new 1.2 hectare park
- Riverside walk
- Community facility (e.g. library)
- New homes with a significant element of family housing
- New employment-generating business space in a range of sizes and formats.

Proposals for development will be required to demonstrate that they contribute to the comprehensive development of the Bromley-by-Bow Site Allocation area. To do this, applications will need to demonstrate:

- that a masterplan approach for the Site Allocation as a whole is followed
- that phasing of development across the overall site is appropriate and secured by condition or through Section 106 Agreements attached to future planning permissions

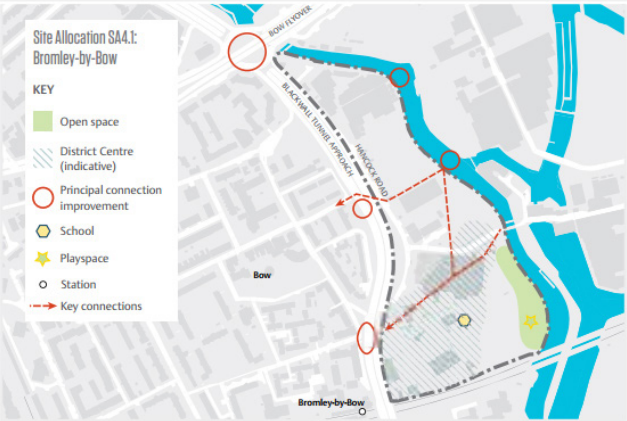
that there is certainty of timely delivery for the key elements of social and physical infrastructure and land uses identified as required within this site allocation

Proposals will need to include an appropriate mix and balance of uses that together have the potential to function as a District Centre, including retail, employment floorspace, community uses, a primary school, a new park and improved public realm

New development should respond positively to the adjacent waterways and Listed Buildings and Conservation Area at Three Mills. Specifically, development should be lower in scale by the canal and the new park should be located adjacent to the River Lea

Proposals for development greater than 18 metres above ground level will only be acceptable subject to the provisions of Policy BN.10

Safe pedestrian and cycling access should be provided, particularly to the primary school. Landing for bridges from Sugar House Lane will need to be incorporated into development proposals.



Extract from the LLDC Local Plan showing site allocation SA4.1



Supporting development principles

- Landowners will need to work together to bring forward comprehensive schemes that are capable of achieving the delivery of the District Centre and identified infrastructure needed for the site as a whole. Accessibility improvements will be required to enable the new Centre to be accessible to new and existing communities to the north and the west.

Phasing and implementation

- The area is identified in the London Plan as a potential new District Centre
- To maximise the opportunities to deliver a successful new centre and community in this location, improved linkages across the A12 and links to the east across the River Lea are essential to improve local and wider connectivity and integration of new and existing communities across and beyond this Sub Area
- Phasing of development will be important (as set out above), as will the means of access to the site. A new junction which provides vehicular and pedestrian access from the site to and across the A12 is required, to improve access to the wider Bow area and to Bromley-by-Bow Station. Such improvements will be required as part of comprehensive proposals for development on this site. As set out in the Legacy Corporation Planning Obligations SPD, the Legacy Corporation considers that development at Bromley-by-Bow will require on-site improvements to access and transport and highways improvements which would be secured through Section 106 Agreements. Appropriate arrangements for providing for community uses, open space and improved public realm on site would also be secured through Section 106 Agreement
- A substantial mixed-use scheme has planning permission at Sugar House Lane,

which is across the river to the north-east. Proposals at Bromley-by-Bow will need to take account of the permitted/emerging land uses on that site. For example, there is planned commercial activity to the southern edge of Sugar House Lane, and it would make sense for development at Bromley-by-Bow to concentrate town centre uses towards this area

- The LLDC will proactively engage with landowners and developers to ensure delivery of this important regeneration area.

Relevant planning history

1. There are no listed buildings or Conservation Areas on the site
2. Planning permission was granted in 2010 for a comprehensive mixed-use scheme, on the southern part of the Site Allocation but this permission has now lapsed
3. Permission was granted in 2012 for a predominantly housing development to the northern part of the Site Allocation (PA/11/02423/LBTH) and it is understood that this will be implemented.

Address

Site address: Site bounded by the Blackwall Tunnel northern approach, River Lea and District Line railway

Existing uses: The area currently accommodates a food store and associated car parking, industrial and distribution activities and vacant land and buildings. Bromley-by-Bow Station is located to the south-west of the Site Allocation area, on the other side of the A12

Size: 8 ha

PTAL rating: 3-5

Flood Zone: 1-3

1.2 RELATIONSHIP WITH THE BROMLEY BY BOW SPD

The Local Plan identifies the intention to prepare a Supplementary Planning Document for key areas of regeneration and change in Sub Area 4, of which the Site is a part. It is envisaged by the Local Plan that the SPD would provide further guidance on the site allocation and the application of relevant policies, designations and proposals within the Plan as a whole.

PPDT officers have prepared the Bromley by Bow SPD. The masterplan and associated environmental testing and other technical work has helped to inform the development of a detailed set of SPD development parameters, policies, guidelines and delivery strategy.

It is intended that the content of the SPD and the associated appendices will provide the detailed context within which each of the individual landowners that comprise the Site will bring forward and develop future site-specific planning applications.



-  SITE BOUNDARY
-  SPD BOUNDARY

2.0

THE SITE IN ITS CONTEXT

The site is surrounded by a diverse context which combines established residential neighbourhoods with new and emerging development. The wider area includes significant barriers to connectivity from road, rail and canal infrastructure contributing to a sense of disconnection between the various surrounding communities.

In many ways the area is characterised by a crude overlap of local and regional infrastructure with residential streets and fragments of a historic urban grain sitting alongside major roads and railway lines that serve the wider city.





Existing development Approved Development

- ① Tesco Food Store
- ② Three Mills Studios
- ③ Strand East Hub
- ④ Three Mills Green
- ⑤ Strand East Commercial Quarter
- ⑥ Stratford high Street
- ⑦ Bow Gas Works
- ⑧ Bromley by Bow School
- ⑨ Recent Housing Development at St Andrews
- ⑩ The Bromley by Bow Centre
- ⑪ Old Palace Primary School
- ⑫ Stroudly Walk

2.1 THE WIDER NEIGHBOURHOOD

The diagrams below provide an overview of the surrounding context in relation to land use, public transport, connectivity and open space:



Public Uses and Activities

A broad range of Non-residential uses and activities are distributed across the wider area in a relatively fragmented manner. A Tesco Food Store within the masterplan site acts as the main commercial and retail focus for the area but is disconnected from existing communities by the A12.

Three Mills Studios is located to the east of the site and provides a range of production facilities within the Three Mills complex.

New commercial and public uses are proposed within Strand East to the north-east of the site.

These are predominantly clustered around the Strand East Hub immediately north-east of the site and the Commercial Quarter which is located south of Stratford High Street



Public Transport Accessibility

The area is well served by public transport connections primarily from Bromley by Bow Station providing easy access to central London. Other stations surrounding the site include Pudding Mill and Bow Road DLR stations to the north-east and north west.

A number of bus services connect the site with the east end of London including services to Limehouse and Dalston. New bus routes are proposed as a result of connectivity improvements in the area, allowing improved connections between Stratford High Street to the north-east and existing neighbourhoods to the south-west of the site.



Access & Connectivity

The road, rail and canal infrastructure around the site create significant barriers to movement within the local area. The A12 prevents pedestrian connectivity between the site and surrounding communities to the west. Road crossings are limited to two pedestrian underpasses at the middle and south of the site.

The lea navigation acts as a key north-south pedestrian and cycle corridor connecting the site with Hackney Wick to the north and Canning Town to the south. Recent and future improvements to the lea navigation will enhance its role as an important north-south thoroughfare.



Open Space

A variety of open spaces are provided within the surrounding area. These range from informal open spaces within the residential neighbourhood to the west of the site to large scale, formal spaces such as Three Mills Green to the east. The Lea Navigation provides a rich green corridor supporting a mix of open spaces and ecological links. Emerging development in Strand East and Bromley by Bow North will deliver new canal side park spaces, enhancing the lea navigation’s distinctive Landscape Character

2.2 HISTORIC DEVELOPMENT

HISTORIC DEVELOPMENT

The site at Bromley by Bow originated as a cluster of mill buildings around the lea in the 18th Century.

The 19th century saw the rapid eastward industrial expansion of London bringing significant intensification of the site with the introduction of heavier canal side industry as well as associated residential uses. This period also saw the delivery of transport improvements as well as social infrastructure in the form of work houses, hospitals and schools. The site continued as a focus of canal side industry into the first half of the twentieth century.

The post war period and second half of the twentieth century saw a significant change in the site with WW2 bombing destroying a significant amount of the Victorian fabric. The delivery of the A12 brought with it a shift towards road based uses served by large vehicles and has resulted in the site effectively turning its back on the canal edge. The historic urban structure was further eroded with the development of the large format Tesco food Store in the 1980s which diverted the historic alignment of Three Mills Lane.



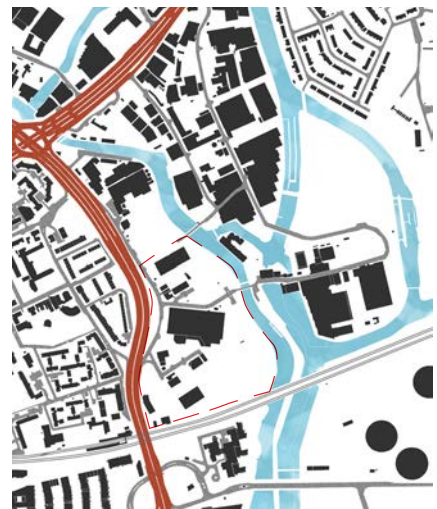
Mid 19th Century

- Part of hamlet of Bromley built up around the river.
- Three Mills Lane established



Early of 20th Century

- Growth of London eastwards
- Intensification of industry and housing around the canal



Post War

- Construction of A12
- Shift towards road based uses
- Disconnection of canal from wider area
- Realignment of Three Mills Lane

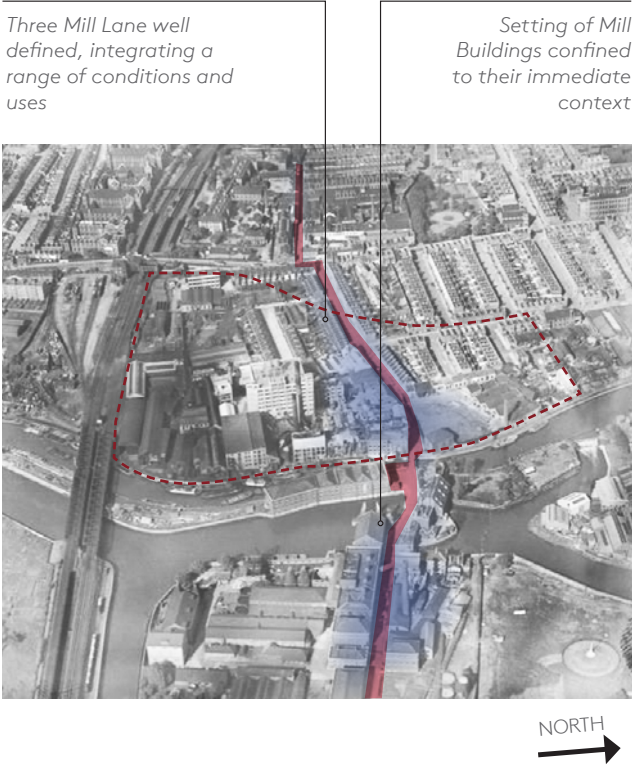
Two key aspects of the site’s historic urban form and character are highlighted in more detail below:

Three Mills Lane

Three Mills Lane has shown a remarkable ability to evolve with the intensification of the site over time. Originating as a historic east west route connecting the cluster of canal Side Mill Buildings with the west, it evolved to support a dynamic mix of uses and buildings along its length.

Throughout the 19th century, Three Mills Lane formed a key east-west spine supporting a rich mix of residential and non residential uses crossing both sides of the lea. The street would have been characterised by a well defined continuous frontage and a juxtaposition of a range of uses and buildings of different scales. This included Victorian townhouses, large scale industrial buildings and canal side wharfs and the Mill Buildings themselves.

The historic alignment and definition of Three Mills Lane ensured the Mill Buildings and surrounding canal side uses were seamlessly connected to the wider metropolitan context.



The Canal Edge

The site has historically had a strong and productive relationship with the river, originally taking advantage of the river’s tidal power and then, throughout the 19th and early 20th centuries as a key industrial transportation and distribution corridor.

At its industrial peak in the late 19th century there was a powerful relationship between built form, the canal edge and productive uses. Buildings opposite the tow-path defined a series of wharfs for loading boats with many buildings sitting hard against the canal edge or projecting over the water. This included large industrial buildings within the canal peninsula contributing to a strong sense of enclosure on both sides of the canal. The listed mill buildings would have been well integrated into a dense urban grain with a very immediate setting.

As well as the buildings immediately fronting the canal a series of taller Industrial buildings were located set back from the canal edge, forming a scenic backdrop to the canal edge.



2.3 THE SITE TODAY

The Canal Edge and Conservation Area

The construction of the A12 in the second half of the 20th century along with a shift towards road based uses has reorientated the site towards the A12 and away from the canal edge. Furthermore, the realignment of Three Mills Lane in the 1980's has contributed to further a sense of disconnection between the Canal and the wider metropolitan context to the east.

The current uses within the site turn their back on the canal edge and listed buildings. Two supermarket car parks occupies the majority of the canal frontage around the listed Mill Buildings resulting in a negative contribution to the setting of the conservation area.

The sense of isolation around the Mill Buildings has contributed to a tranquil and picturesque landscape quality. There is a sense of surprise and delight in the setting of the Mill Buildings when experienced in their context of large scale road and rail infrastructure.

The A12

The A12 today creates a hostile pedestrian environment and creates significant barriers to east west pedestrian and cycle connectivity. Pedestrian crossings are limited to two underpasses which require access by stairs or ramps. Road side uses and spaces have a defensive quality with acoustic barriers and landscaped verges eroding the sense of a positive pedestrian environment. Built form is predominantly set back from the road edge within car parks and yard spaces providing poor definition and enclosure to the public realm.

Recent development to the north of the site has attempted to establish a stronger edge to the road as well as introducing road facing ground floor employment uses and improved public realm.



Land Uses

The site contains a mix of predominantly light industrial uses as well as the Tesco Food Store. The Food Store acts as a key commercial focus for surrounding areas serving a significant pedestrian customer base from the west.

Light industrial uses within the site benefit from the good levels of vehicle accessibility from the A12 with many uses such as the scaffolding yard serving a London customer base.

Access and Movement

Despite its proximity to the A12 the site suffers from poor quality vehicular access with vehicles requiring to enter the site from Hancock Road via Bow Roundabout. Vehicles can only exit the site southbound along the A12.

Pedestrian access into the site from the west is limited to two pedestrian underpasses to the south and middle of the site. The hostile environment of the A12 re-enforces a sense of disconnection east and west. The canal tow-path runs north south along the east of the site and acts as a key pedestrian and cycle thoroughfare.



2.4 EMERGING AND RECENT DEVELOPMENT

The site is surrounded by a mixture of recently completed and consented development. These developments involve a significant increase in residential density. Key developments are illustrated on the plan opposite and include

- St Andrews, Barratt Homes 964 units
- Bromley by Bow North, Southern Housing Association, 790 units,
- Strand East, Vastint, 1200units, a
- Capital Towers, Galliard Homes, 191 units,



Lock Keepers



Strand East



Bromley by Bow North



St Andrews



Completed Development:

- ① St Andrews

Consented Development:

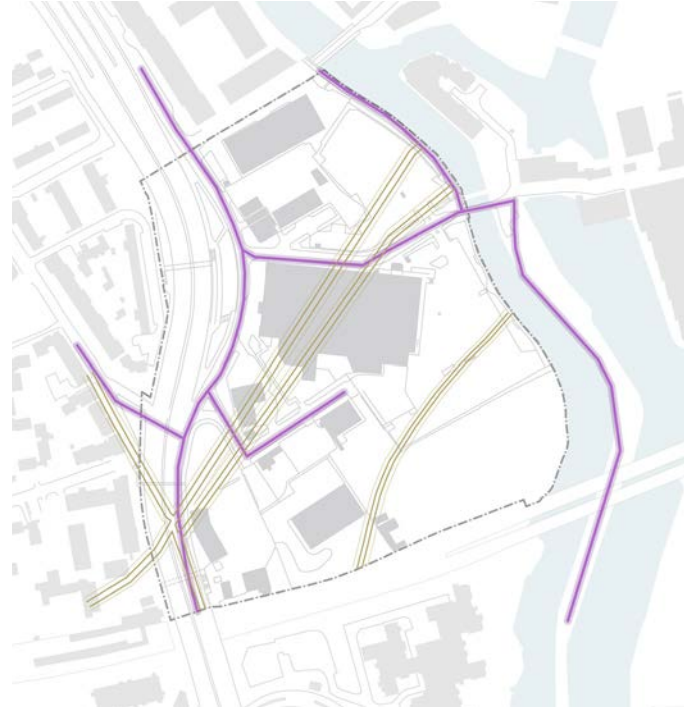
- ② Strand East
- ③ Bromley by Bow North
- ④ Capital Towers

2.5 PHYSICAL CONSTRAINTS

Utilities & Services

A number of utilities serve the site from Hancock road and along Three Mill Lane with gas and BT crossing the bridge to Three Mills. The site is also traversed by 3 deep level sewers running east west across the site and under the canal at varying depths.

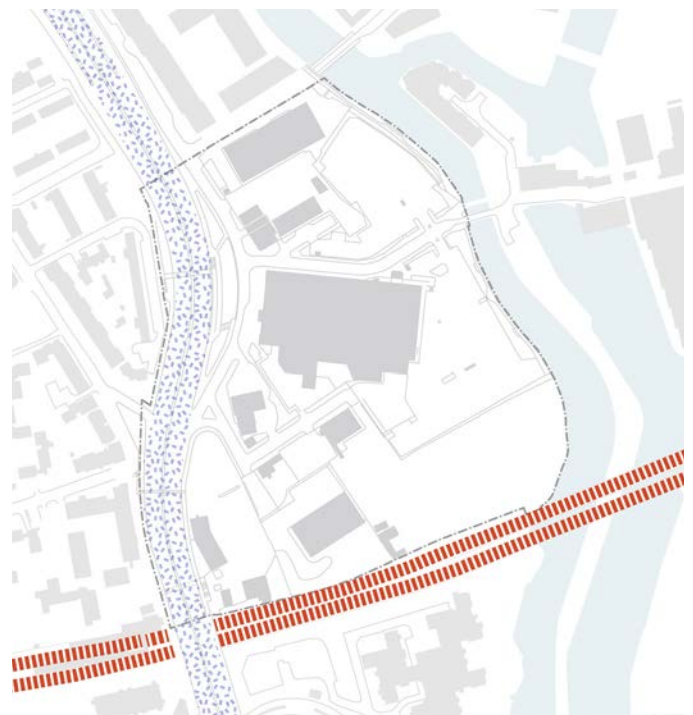
The south-east of the site is located just inside the HSE consultation zone relating to the Twelve trees gas holders



Noise and Air Quality

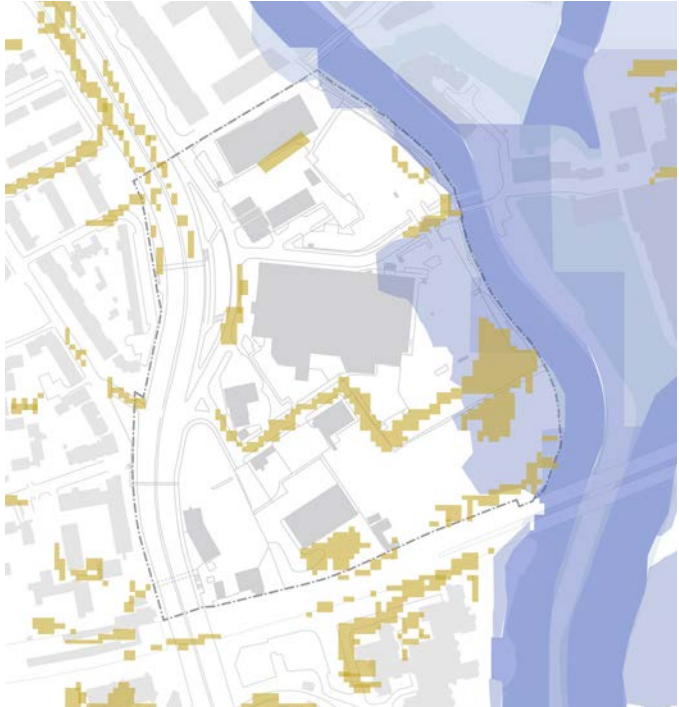
The Road and Railway edges bring a number of noise and air quality considerations.

New development will need to develop an intelligent response to the A12 to balance the creation of a well defined and active road edge with appropriate strategies to ensure an acceptable quality of environment for residential and non residential uses.



Flood Risk

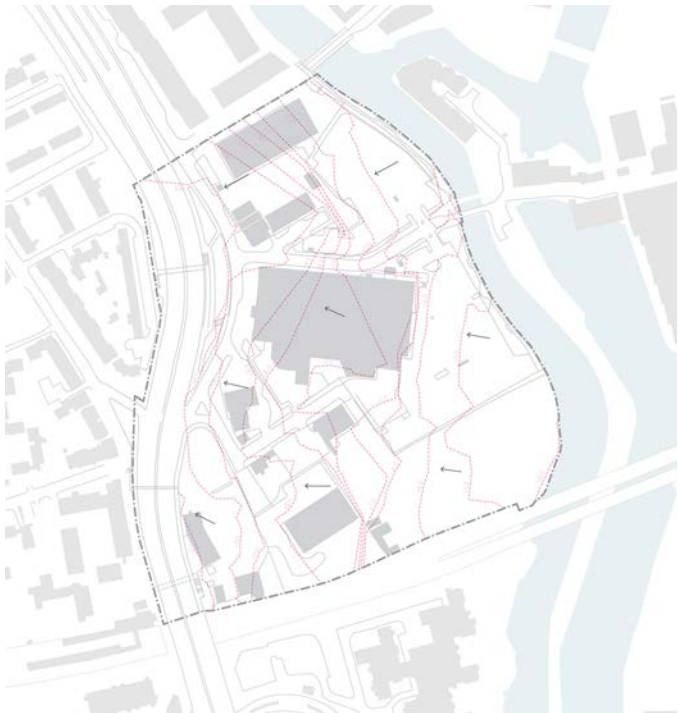
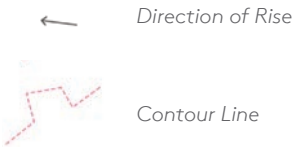
The east of the site along the canal edge is susceptible to flooding with the canal tow-path and northern Tesco carpark within a category 3 flood zone and the area occupied by the southern Tesco carpark within a category 2 flood zone



Site Levels and Topography

The levels within the site generally fall from east to west with a change in level of approximately 1 storey across the site.

New development of the site will need to work positively with existing site levels to ensure development is accessible and easy to navigate for people of all abilities.



3.0

THE MASTERPLAN VISION

A Bold Vision for an Inclusive Neighbourhood Centre

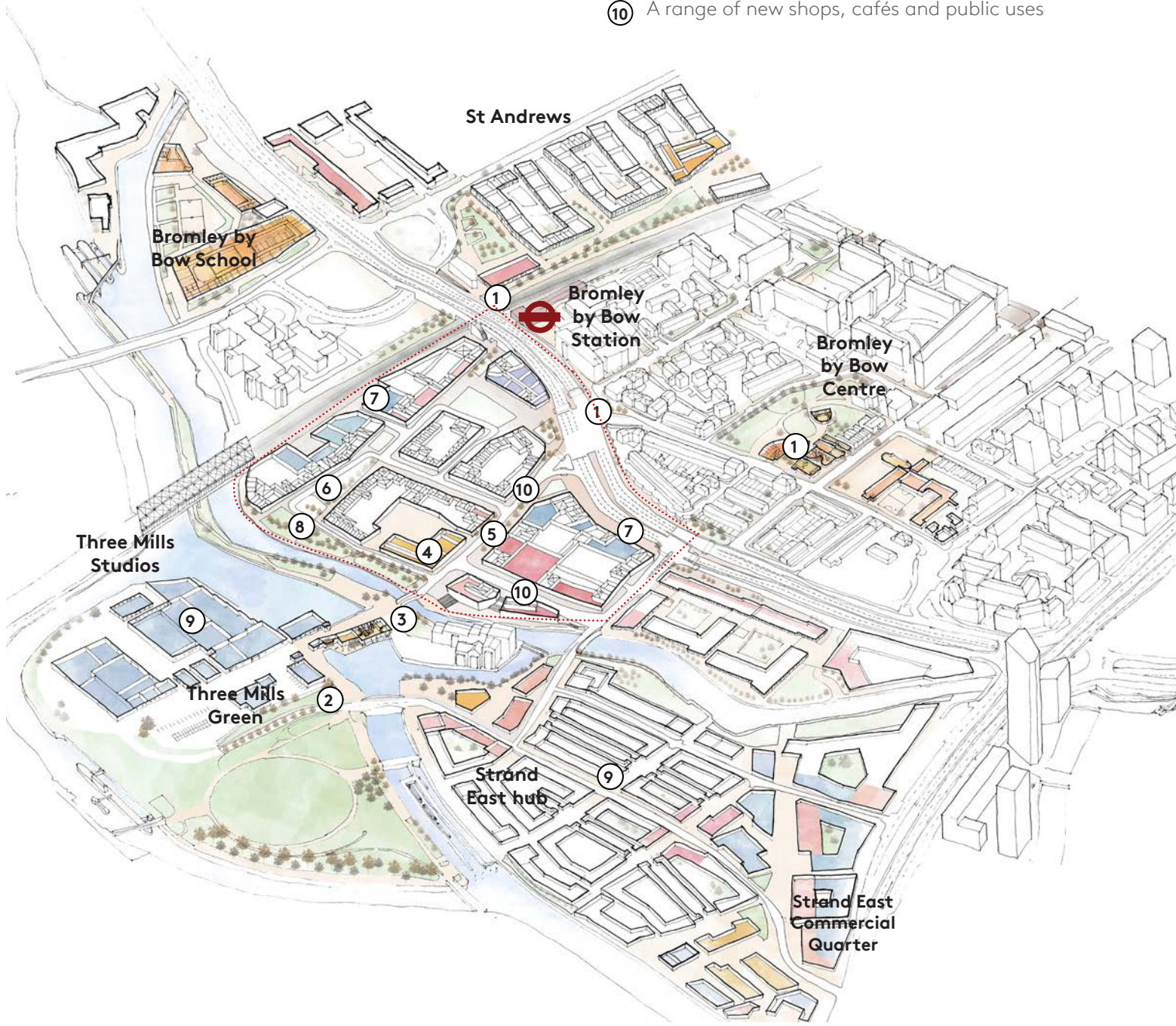
The masterplan for Bromley by Bow South seeks to create a vibrant, active and well connected town centre that serves the diverse needs of surrounding communities. These include established neighbourhoods such as Bromley by Bow as well as recent and emerging developments including Strand East and St Andrews.

This will be achieved through a combination of major connectivity improvements, new commercial and employment uses, social infrastructure, new public realm and open space as well as the provision of a significant number of new homes.



Key benefits delivered by the masterplan will include:

- ① Improved pedestrian connectivity across the A12
- ② Greater access to the Conservation Area and Listed Mill Buildings
- ③ Unlocking the potential for a focus of activity around the canal edge
- ④ Delivery of a new 2 form entry Primary School as well as a new community facility
- ⑤ Improved public transport connections including new bus routes connecting the site with the surrounding area
- ⑥ A significant provision of new homes and high quality residential environments
- ⑦ Provision of a range of employment uses appropriate to the site's location and context
- ⑧ A new Canal Side Park as well as new open spaces and high quality public realm
- ⑨ Integration with surrounding developments including Strand East, Bromley by Bow North and potential future development of Three Mills Studios
- ⑩ A range of new shops, cafés and public uses



3.1 SIX SPATIAL PRINCIPLES



1. A centre of gravity around the canal

Create a focus of the neighbourhood centre around the canal edge, integrating emerging development in Strand East, Three Mills Green and Three Mills Studios.

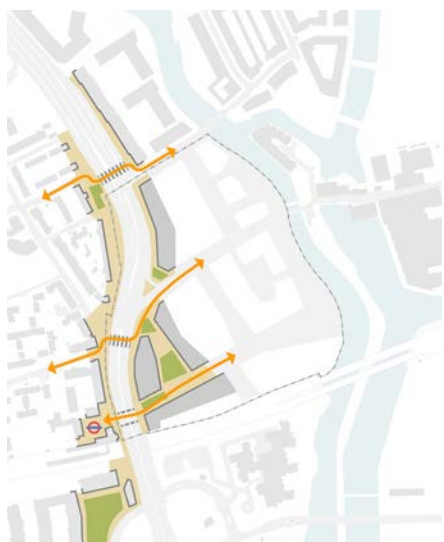
A mixture of complimentary commercial, social and employment uses will contribute to a hard working centre serving a diverse community.



2. Re-instating Three Mills Lane

Re-establish the historic alignment of Three Mills Lane to deliver a legible east west connection and improve access to the conservation area.

Integration with new crossings and wider public realm improvements will unlock a legible route through the site from Bromley by Bow Station to Strand East and Stratford High Street.



3. Normalising the A12

Adopt a coordinated approach to the A12 to deliver two new surface crossings as well as an upgraded underpass to significantly improve connectivity between existing and emerging surrounding communities.

Improved public realm along the road edge will create a pedestrian environment and support a range of active ground floor uses.



4. An active Canal Edge

Deliver a new high quality canal side park as part of a wider vision for improving public realm along the lower lea valley and enhancing its landscape quality.

A mixture of active residential uses and a new school re establish the historic relationship between built form and the canal edge whilst providing overlooking and passive surveillance.



5. A great place to live

Provide a mixture of residential environments that take advantage of the site’s key assets to create a lifetime neighbourhood and a great place to live. A combination of open spaces and communal courtyards provide formal and informal opportunities for play.

Front door accessed maisonettes, generous apartments and duplexes provide a range of house types serving a the needs of a diverse population.



6. Responding to the Heritage Context

Enhance the setting of the Three Mills Conservation Area and listed buildings through a sensitive approach to heights, massing and built form along the canal edge.

Unlock new views and settings of the conservation area through the arrangement of open spaces and public realm.

Facilitate investment in the fabric of the listed Mill Buildings by integrating the conservation area into the heart of the neighbourhood centre and securing their long term viability and use.

3.2 A CENTRE OF GRAVITY AROUND THE CANAL EDGE

The new centre at Bromley by Bow will have its centre of gravity focused around an active canal edge supporting a range of uses, activities and public spaces. The re-instated Three Mills Lane ensures a legible connection to Bromley by Bow Station ensuring the centre is well served by public transport links.

The focus of the centre is composed of four key areas linked by new and improved canal crossings. These include:

- The cluster of public uses and open spaces around on the southern section of Strand East defined by a mixture of canal side cafés, bars and open space.
- The collection of buildings and spaces within Three Mills Complex
- The reinstated Three Mills Lane and its connection to the canal edge, anchored by the relocated food store and the new school.
- The generous, large scale open space of Three Mills Green



Active canal side uses, Regents Canal, Hackney



3.3 REINSTATING THREE MILLS LANE

At the heart of the centre is a re-instated and re-imagined Three Mills Lane. There is an opportunity for Three Mills to perform a similar role to what it did in the past; structuring and integrating a range of residential, non-residential and civic uses along its length.

In this contemporary setting this includes the School, food store and other commercial uses. The location of the bus route along Three Mills Lane will serve to maximise footfall and activity along its length and re-enforce its public focus.



Active town centre streets, Ypenburg Town Centre, The Netherlands



View looking along east along the re-aligned Three Mills Lane

3.4 TRANSFORMING THE A12

The A12 will be radically transformed through a series of new surface level pedestrian crossings, comprehensive public realm improvements and junction reconfiguration. The improved road environment will significantly improve the quality of environment for pedestrians and integrate the site with the surrounding context to the west.

New buildings will bring definition and enclosure to the road edge, creating a positive frontage to the A12. A range of ground floor employment uses benefiting from high visibility and accessibility will ensure an active public realm. Residential uses at upper levels will be intelligently designed to mitigate noise and air quality issues, adopting a range of design and engineering led solutions.

A generous public realm along the A12 will provide dedicated off carriageway cycle lanes as well as new tree planting to provide an appropriate buffer to the road and humanise the environment to the road edge.

Increased generosity in the size public realm at key entrances to the site create a sense of permeability along key east-west routes welcoming and encouraging pedestrians into the site



High quality road side public realm



View looking along upgraded A12 public realm

3.5 AN ACTIVE CANAL EDGE

The canal-side environment will be re-imagined as a vibrant and active edge with the delivery of a new park and upgraded tow-path. It will be activated by a mix of active public uses, residential frontages and a new school.

The area north of the bridge crossing will provide a widened tow path environment supporting a range of active uses including cafés and bars spilling onto the canal edge. A new primary school will be located at the intersection of Three Mills Lane and the canal edge giving a strong civic focus at the heart of the centre. The proposed, standalone school building will create a positive relationship with the Mill buildings opposite responding to their distinctive character.

The area south of the Three Mills crossing will be provided with a generous canal side park overlooked by active residential uses and contributing to a wider network of green spaces along the lower lea valley. The new park will unlock new views of the Three Mills Conservation Area and provide a range of formal and informal opportunities for play.



Canal side public spaces, Berlin



View looking north along Lea Navigation tow-path

3.6 A HIGH QUALITY URBAN NEIGHBOURHOOD

At the core the neighbourhood centre will be a series of high quality, urban residential environments characterised by well defined and overlooked residential streets and spaces . The southern areas of the masterplan will contain a variety of residential streets and park spaces activated by front doors and front gardens.

Maisonette typologies at lower levels will maximise the number of front doors onto the street with generous gardens provided at podium level.

Building layouts have been designed to maximise dual aspect units and take advantage of views from the site. Generous windows and elegant proportions contribute to a distinct residential character bringing passive surveillance new streets and open spaces.

Upper level units will offer the opportunity for family sized duplexes typologies with generous roof terraces taking advantage of views along the lower lea valley. Usable roof spaces create a distinct character of articulated and broken roof lines.



High quality residential environment, Amsterdam



View along neighbourhood street

3.7 ENHANCING THE SETTING OF HERITAGE ASSETS

The Masterplan offers a unique opportunity to enhance the setting of the Three Mills Conservation Area.

Reinstating the historic alignment of Three Mills Lane will significantly improve access to the conservation area and integrate the Mill Buildings into the heart of the neighbourhood centre. Opportunities will be unlocked for investment in the fabric of heritage assets allowing them to support a range of commercial uses as part of potential future re-development of the Three Mills Studio Complex.

New views and settings of the conservation area will be created from the west along Three Mills Lane and from the South from the new canal side park, enhancing their setting.

The approach to built form along the canal edge balances the enhancement of the canal's distinct landscape quality with the reinstatement of built form and active uses along its western edge. New buildings are appropriately set back from the canal edge to create a generous park space whilst ensuring public realm is well defined, activated and overlooked.

Buildings immediately surrounding the listed buildings will positively respond to the character of the Mill Buildings with the potential to employ articulated roof forms and a varied massing to create a coherent contextual ensemble of buildings.



The Listed Mill Buildings opposite the site



View overlooking new canal side park looking towards the listed mill buildings

4.0

THE ILLUSTRATIVE MASTERPLAN

The Illustrative masterplan demonstrates one way in which local policy and the SPD can be applied to deliver comprehensive development on the site. The Illustrative scheme has formed the basis for environmental testing to understand its impact and ensure it creates a sustainable and high quality environment.

The illustrative masterplan is described at a sufficient level of detail to provide a clear and coherent vision for development on the site. Whilst it does not provide detail for every part of the masterplan, it can be used to demonstrate that, subject to high quality detailed proposals, the masterplan can deliver a high quality, mixed use, neighbourhood centre.



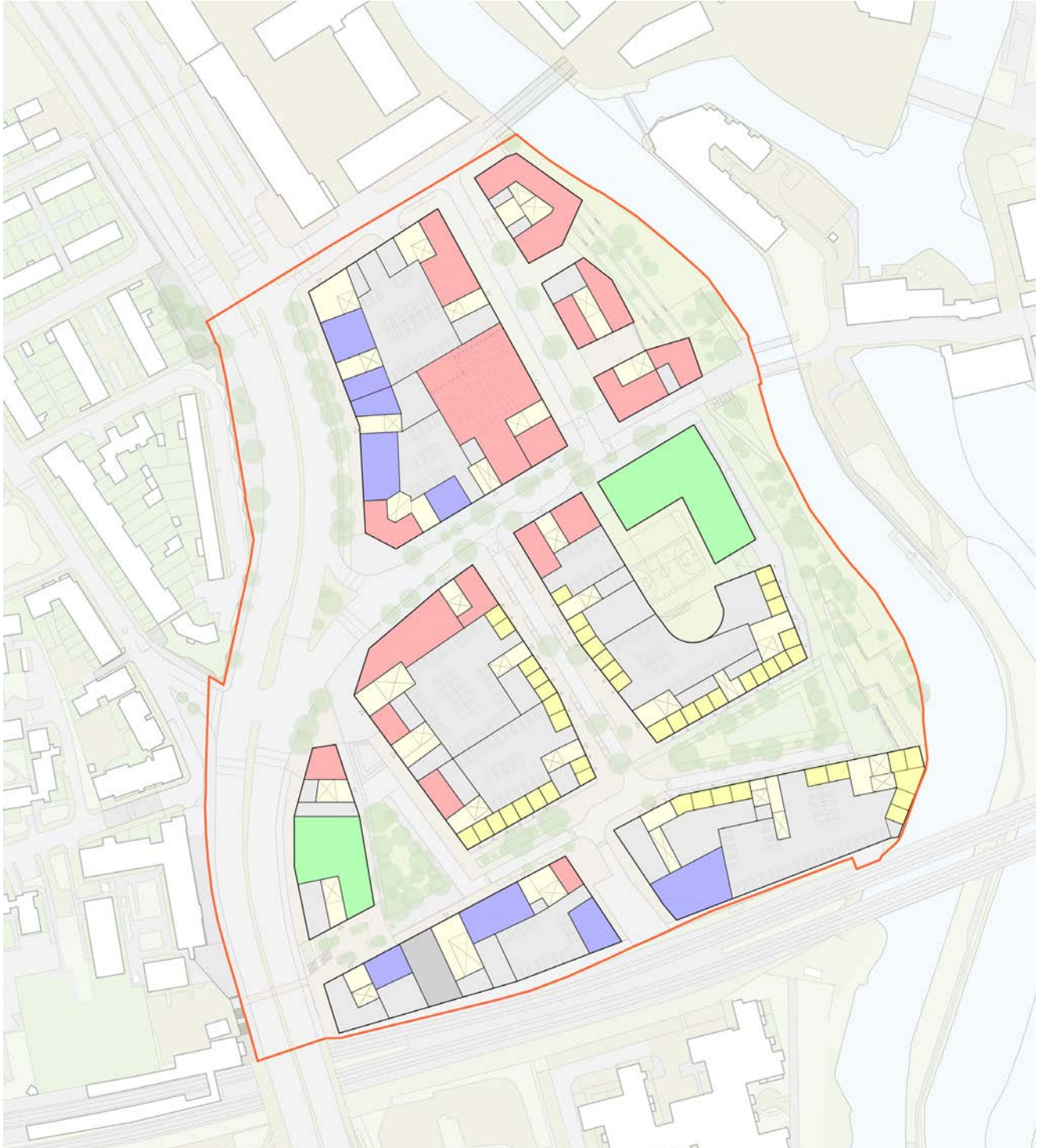
Aerial View of The Illustrative Masterplan

- ① Reinstated historic alignment of Three Mills Lane
- ② New 2 form entry Primary school
- ③ Extended and enhanced tow-path environment
- ④ New canal side park
- ⑤ Series of formal and informal open spaces
- ⑥ Upgraded pedestrian underpass
- ⑦ New surface level pedestrian crossings
- ⑧ Upgraded pedestrian environment along the A12
- ⑨ New working yard supporting a mix of employment uses
- ⑩ Generous, raised residential courtyards



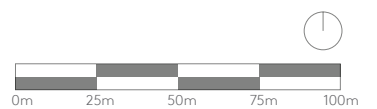
The Illustrative Masterplan

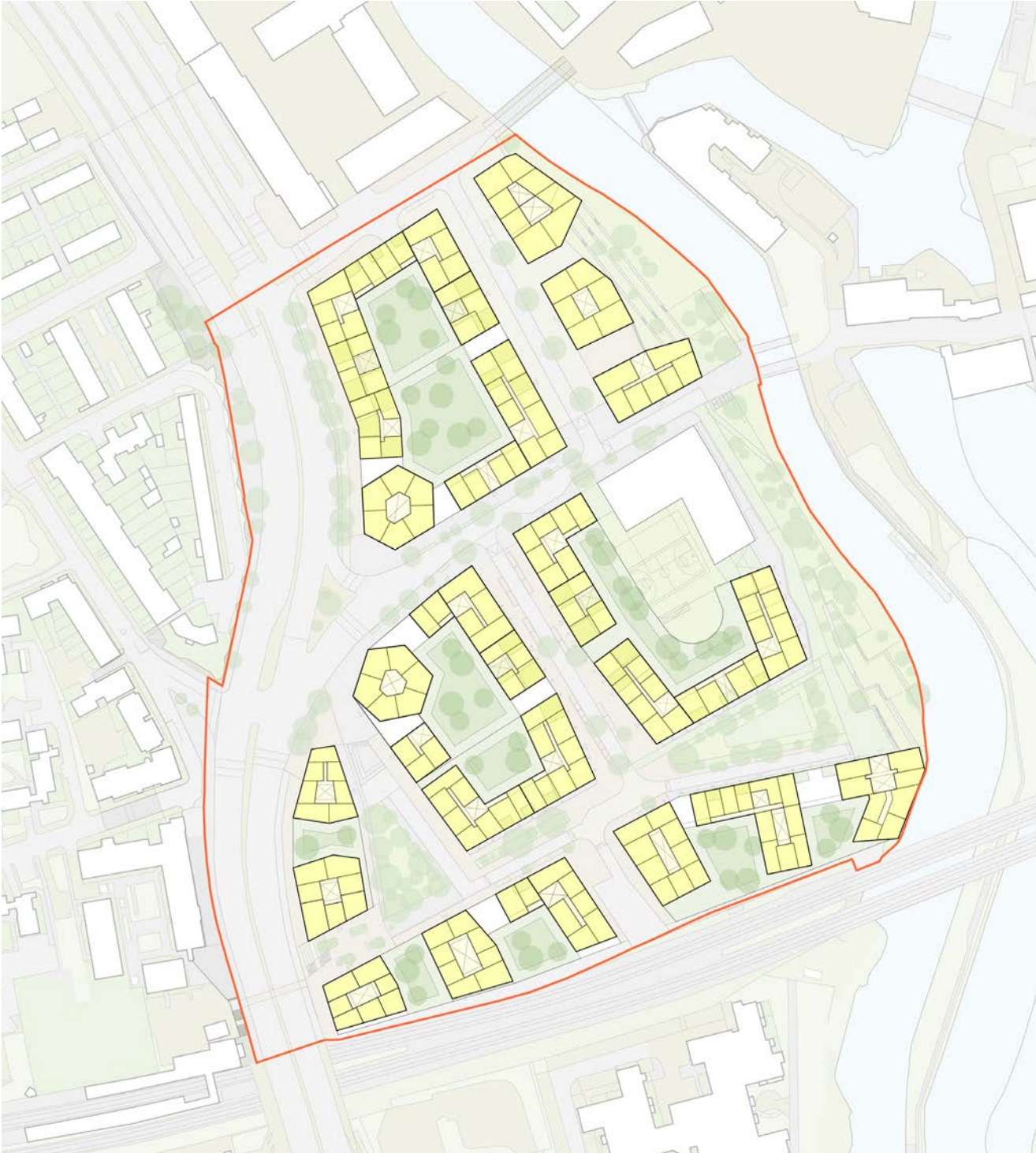
4.1 ILLUSTRATIVE FLOOR PLANS



Ground Floor Plan

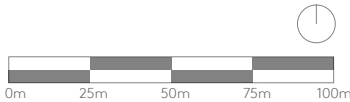
- Retail, Cafés, Bars (A Class Uses)
- Workspace (B Class Uses)
- Residential (C3 Class Use)
- School (D Class Use)
- Parking and ancillary uses (including plant and storage)

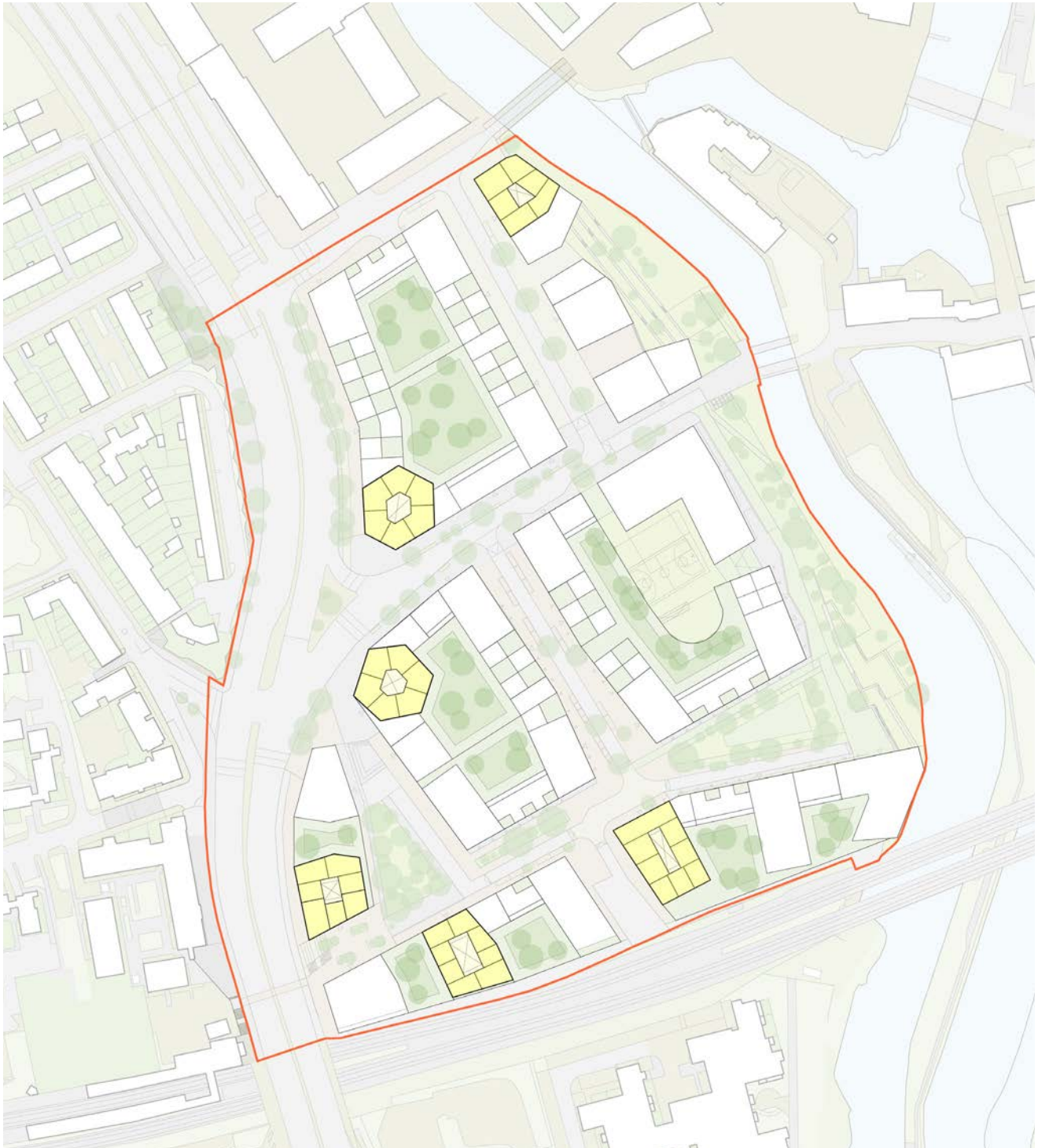









Typical Lower Level Floor plan

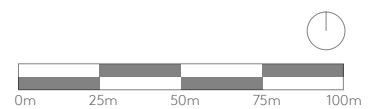
- Retail, Cafés, Bars (A Class Uses)
- Residential (C3 Class Use)
- Parking and ancillary uses (including plant and storage)
- Workspace (B Class Uses)
- School (D Class Use)





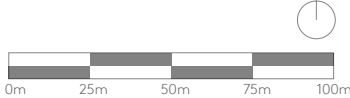
Typical Upper Level Floor plan

- | | | |
|---|---|--|
|  Retail, Cafés, Bars
(A Class Uses) |  Residential
(C3 Class Use) |  Parking and ancillary
uses (including plant
and storage) |
|  Workspace
(B Class Uses) |  School
(D Class Use) | |





Roof & Heights Plan



4.2 ACCESS & MOVEMENT

Vehicular Movement

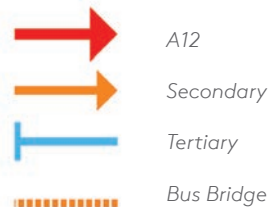
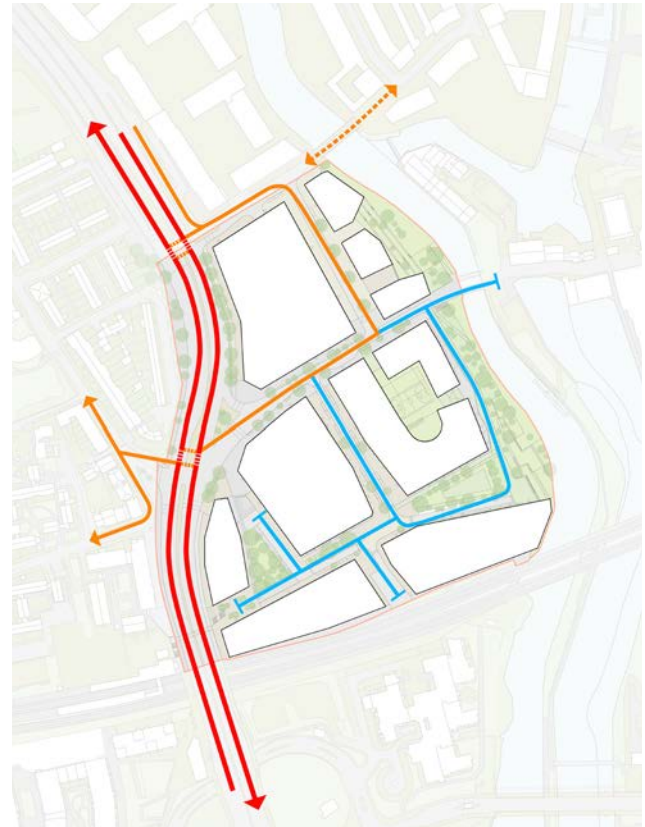
Vehicular access into and out of the site will be significantly improved with the delivery of the junction improvement works along the A12. Vehicle movements into and out of the site will be relatively low and primarily relate to:

- Servicing and deliveries for the Metro Food Store and other retail uses
- Operational access to employment uses
- Day to day serving of residential uses
- Refuse collection
- Access to a minimal amount of residential parking

It should be noted that there is no proposed vehicle movements associated with food store customers or the proposed school. There will be no through traffic through the site and the new vehicle bridge connecting to Strand East is for buses only.

Access into and out of the site will be via two linked junctions at the middle and north of the site serving the main 'loop road'. This road is proposed as an adopted highway and will contain the proposed bus routes through the site.

A series of tertiary streets are located to the south of the site where vehicle movements will be minimal, primarily providing day to day access for residential uses and a small number of employment uses. The public realm design in these areas has been developed to create a pedestrian priority environment.



Cycle Access

The masterplan has been developed to facilitate improved cycle connections within the site and the wider area. A key objective is to improve east-west cycle connections and allow easy access to the canal tow-path which is a key north south cycle corridor. Cycle routes are provided through a combination of segregated and on-carriageway cycle routes.

A dedicated, off-carriageway cycle lane is provided along the northern section of the A12 edge to enable safe cycle links between the Bow roundabout and Three Mills Lane.

Two new toucan crossings allow cycle crossings across the A12 linking with Bruce Road and Talwin Street. These crossings connect with east-west cycle routes within the site along Three Mills Lane and the new east-west route at the north of the site.

The upgraded tow path to the north east of the site will be increased in width to effectively manage pedestrian and cycle movements. The tertiary streets to the south of the site will support shared use by cyclists and vehicles.

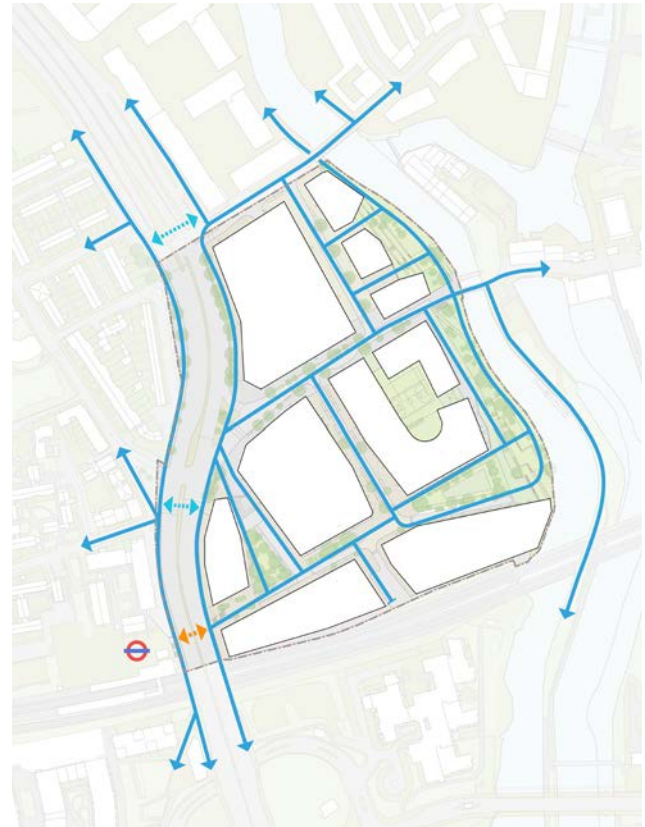
There is potential to provide cycle hire provision within the heart of the centre in convenient and accessible locations. There is also potential to provide cycle storage associated with the station within the development site adjacent to the upgraded underpass entrance.



Pedestrian Access

The masterplan provides a network of pedestrian connections north-south and east-west through the site. Two new surface level crossing on the A12 will significantly improve pedestrian access connectivity with existing neighbourhoods to the west. The existing underpass at the south west of the site will be upgraded to improve access between the site and the station.

The areas to the south of the site contain a range of pedestrian priority environments enhancing pedestrian connections to the canal side park.



Bus Routes

The proposed junction improvements will unlock new and improved bus links within the site. New bus stops will be provided in the heart of the neighbourhood centre, improving the site’s transport accessibility.

The proposed bus services serving the site include:

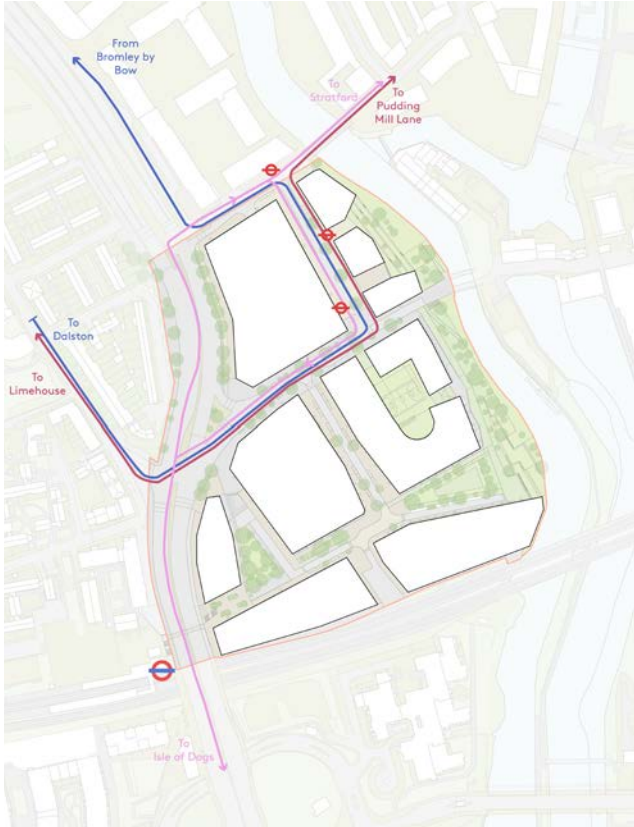
- 488** - Bromley by Bow to Dalston
- New Bus Route** - Pudding Mill to Limehouse (via Devons Road)
- D8** - Stratford to Isle of Dogs

Access to Bromley by Bow Underground Station

The proposals have been designed to improve access from the neighbourhood centre to Bromley by Bow Station.

The primary means of access to the station from the centre will be via the new pedestrian crossing at the western end of Three Mills Lane. This is envisaged as a legible and direct route which would be visible on exiting from the station.

A secondary route is provided via the upgraded underpass at the south of the site. This will be a more direct route for residents living in the southern area of the masterplan. It is proposed that cycle parking and signage for the station be located at the eastern entrance to the underpass to allow convenient access to the station for Cyclists approaching the station from the east.



- D8 Bus Route
- New Bus Route
- 488 Bus Route
- Bromley by Bow Underground Station

4.3 JUNCTION PROPOSALS

Proposals for the junction improvements have been developed through consultation with Transport For London as part of the Bow Visions Programme. The proposed junction configuration will deliver two connected, signalised junctions which will significantly improve pedestrian, cycle and vehicular access in and out of the site. The proposed junction configuration is illustrated opposite and delivers:

- ① 2 new pedestrian crossings at Three Mills Lane and the north of the site
- ② A new east-west bus connection from Talwin Street/St Leonard Street and Three Mills Lane
- ③ A new 'right turn in' movement for northbound traffic at the north of the site
- ④ A new 'left turn in' movement for southbound traffic at Three Mills Lane
- ⑤ An improved 'left turn out' movement from Three Mills Lane
- ⑥ Improved access into the site via Hancock Road



Proposed Vehicle Movements



The proposed junction configuration



New uses and public realm along the A12 edge



Overview of the proposed A12 Junction Improvements at Three Mills Lane and Talwin Street

4.4 PUBLIC REALM & OPEN SPACE

Public Realm Strategy and Design Guide

The public realm is seen as crucial in unifying the site to create legible and coherent neighbourhood centre. The variety of landowners and development phases mean the public realm will act as the 'connective tissue' that stitches together the various elements of the masterplan.

A comprehensive illustrative public realm proposal and strategy has been prepared by East Landscape Architects and is illustrated below. In addition to this document a separate public realm design code has been prepared that will form a basis for public realm proposals for each phase. This provides detailed guidance for site wide and area specific public realm considerations.



Public Open Space Provision

The quantum of open space provided within the illustrative masterplan is described in the diagram below. The site provides 1.17ha of open space including 0.81ha of new open space along the canal edge.



Communal Open Space Provision

In addition to publicly accessible open space, the masterplan provides approximately 1.1ha of communal amenity space within raised podium gardens. The majority of residential blocks are provided with a dedicated podium courtyard providing doorstep play as well as shared amenity and recreational space.



The Illustrative public realm proposals

4.5 POTENTIAL FOR INCREASED EAST-WEST PERMEABILITY

Within the masterplan framework there is the potential for further tertiary east-west connections within courtyard blocks. These routes are not seen as fundamental or essential elements of the masterplan framework and, as such, are not indicated within the illustrative masterplan. They do however have the potential to create a more rich and permeable pedestrian environment and support a diverse mix of residential typologies including low rise terraces.

If incorporated, the design of these additional connections will require an intelligent approach to a number of issues including:

- Back to back overlooking between dwellings
- Landscape design of raised podium areas
- Design of unit typologies facing new routes, particularity regarding aspect and amenity space
- Approach to vehicular access and servicing

Given the need to test these issues in detail, it is proposed that the feasibility of these routes is tested through the detailed design process for individual phases.





5.0 LAND USE

The illustrative masterplan proposes a vibrant, mix of activities including commercial, social and civic uses. Land uses have been located to re-enforce key masterplan principles. These include:

- Using Three Mills Lane to support a mix of uses including retail, employment, school, community and food store uses
- Locating a mixture of B1 and B1c uses along the road edge benefiting from high visibility
- Locating B1c uses along the railway edge accessed via a new working yard
- Locating the new school at the intersection of Three Mills Lane and the Canal Edge to creating a civic focus for the centre as a stand alone building

- Locating a multi functioning use at the south-east corner of the site that can potentially support a mix of public, social, commercial and cultural activities. This use would benefit from high visibility and accessibility from Bromley by Bow Station and resolve the variety of contrasting edge conditions at this part of the site.
- Locating residential uses in areas that can maximise the potential for high quality residential environments in terms of aspect, views and provision of adequate private and shared amenity spaces.

Existing Land Uses

	GIFA	no. units
Residential (C3)	0sqm	0
Commercial (A Class)	5,510sqm*	
Workspace (B Class)	3,750sqm	
Social (D Class)	0sqm	
Total	9,620sqm	

*Includes Gross area of Large Scale Tesco Food Store

Proposed Land Uses

	GIFA	no. units
Residential (C3)	151,242 sqm	1690
Commercial (A Class)	5,038sqm	
Workspace (B Class)	3,478sqm	
Social (D Class)	3,885sqm	
Total	163,643sqm	

Assumptions

- Residential GIFA includes communal areas, ancillary uses, refuse storage, cycle storage and plant space
- D class uses include new two form entry primary school and community facility
- Undercroft car parking and CHP areas area excluded from the GIFA
- The number of unit is based on an average unit size of 68sqm and a net:gross ratio of 76%

5.1 COMMERCIAL USES (A CLASS)

Retail and Commercial uses have been considered in the context of surrounding proposed uses in the existing area and surrounding developments. The masterplan proposes a variety of retail uses including a food store at the heart of the centre complimented by a range of smaller scale units along Three Mills Lane. A smaller scale convenience store/newsagent is proposed at the south of the site servicing the residential uses in that part of the masterplan.

Food and Drink uses are proposed along the canal edge allowing spill out onto new canal side public spaces and negotiate the changes in level between the tow-path and bridge crossings.



- ① A new 'Metro' Food Store along Three Mills Lane
- ② Smaller scale retail units along Three Mills Lane
- ③ Food and Drink uses along the canal edge
- ④ A new pub at the corner of Three Mills Lane and the A12
- ⑤ Small scale local convenience store/newsagent serving the immediate residential population to the south of the site

5.2 WORKSPACE (B CLASS)

A range of employment uses are provided across the masterplan. B1 uses along the railway edge are accessed via a new working yard. It is envisaged that these spaces would have generous ceiling heights and support a variety of small scale making uses with the potential for a strong relationship with Three Mills Studios.

New employment spaces along the A12 will benefit from high visibility with servicing from the car park to the rear. These are designed over two levels allowing for double height or mezzanine spaces and creating a buffer between the road and residential uses above.

The masterplan also supports provision of ground floor commercial workspace uses along Three Mills Lane.



- ① Workshops and employment uses fronting a new working yard along the railway edge
- ② Employment uses facing the A12 with generous ceiling heights and servicing from the rear
- ③ Potential for commercial workspace along Three Mills Lane and within the core of the centre
- ④ Employment uses as part of a mixed use facility at the south-west of the site, benefiting from good accessibility from Bromley by Bow Station

5.3 COMMUNITY FACILITY LOCATION (D Class)

A number of locations have been identified for a new community facility. These locations will could support a range of different occupier types and it is proposed that the optimum location will be informed by the proposed delivery model for the facility. A potential location could be as a shared facility as part of the new school or as a dedicated community facility on the canal edge or along Three Mills Lane. The community facility could also form part of the mixed use building at the south east of the site.



A number of locations have been identified for the community facility, These include:

- ① A shared facility as part of the new school at the eastern end of Three Mills Lane
- ② A dedicated facility on the canal edge with the potential to spill onto canal side public spaces
- ③ A dedicated facility along Three Mills Lane at the heart of the centre
- ④ A shared facility as part of the new mixed use building at the south east of the site opposite the station entrance

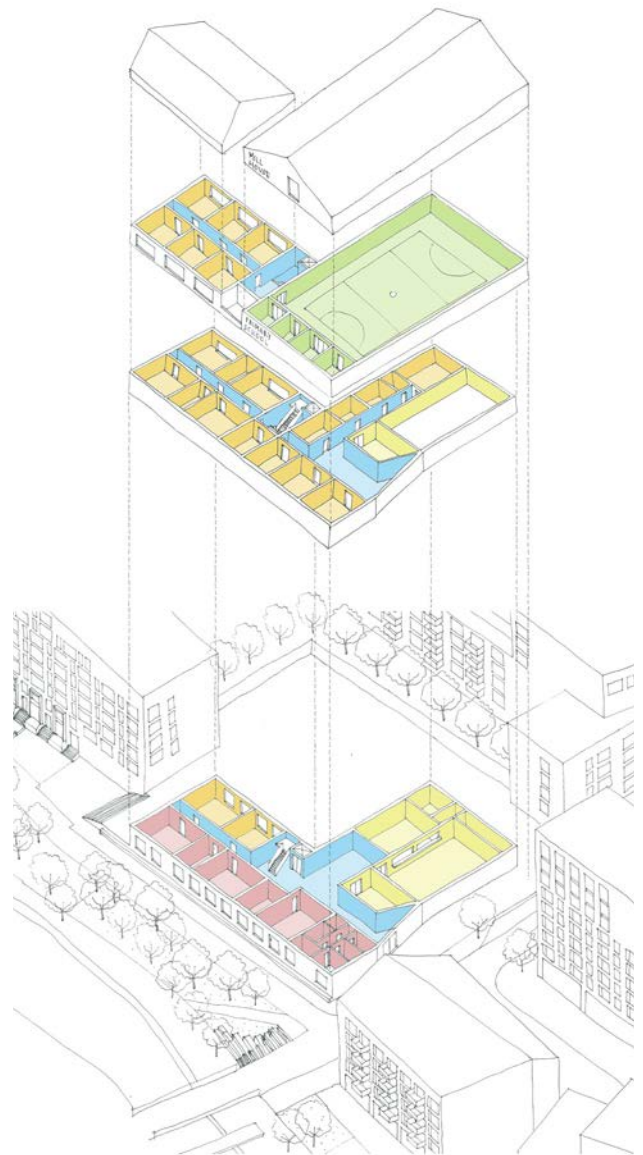
5.4 2FE PRIMARY SCHOOL (D CLASS)

A new two form entry primary school is proposed at the eastern end of Three Mills Lane on the canal edge. The school will create a strong civic focus to the neighbourhood centre with its entrance onto Three Mills Lane.

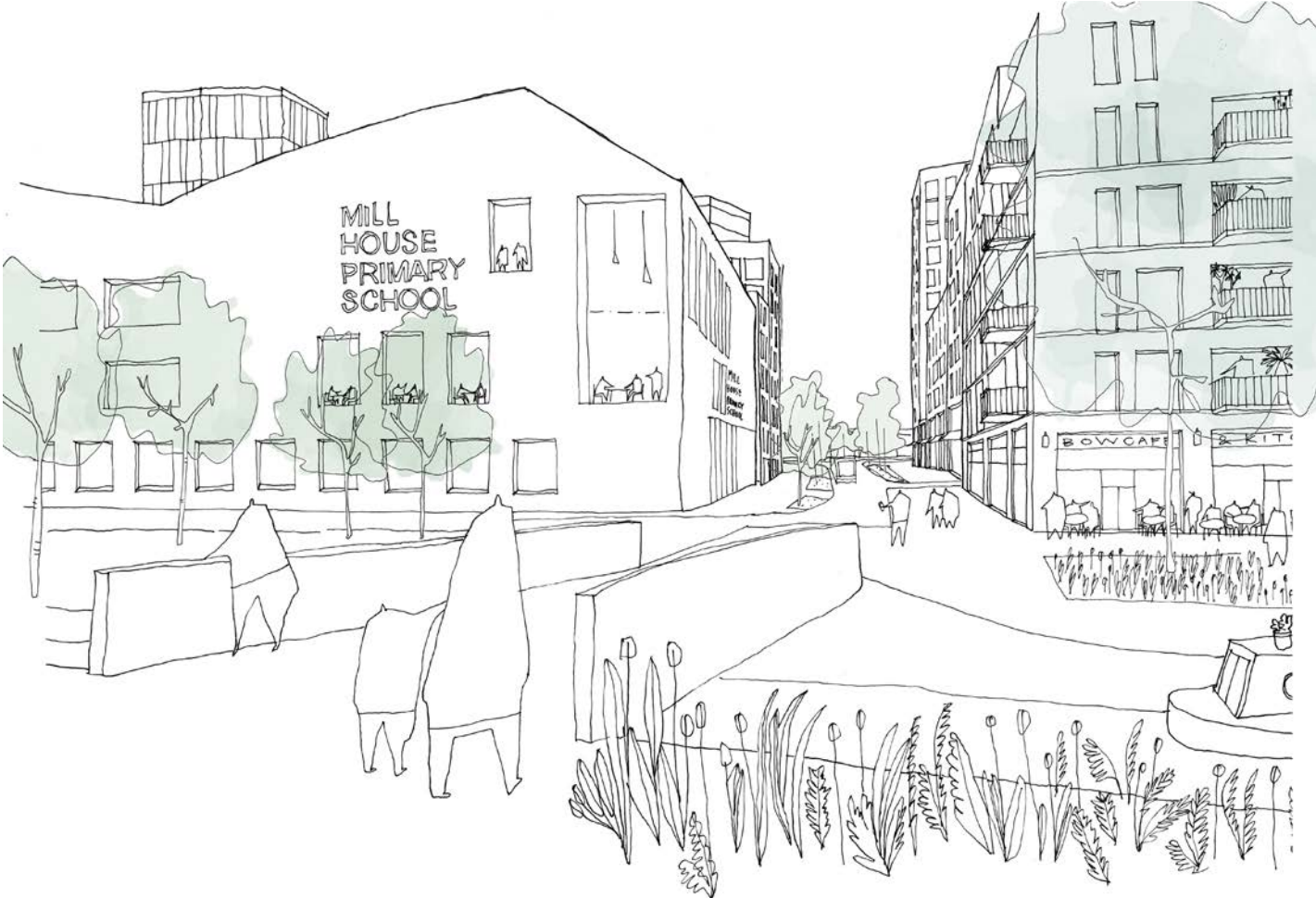
The school building will create a strong relationship with the Mill Buildings opposite and contribute to a mixed use canal edge.

The school is configured over three levels with a dedicated playground as well as rooftop MUGA. The school layout locates public facing uses and staff accommodation at ground floor facing the public realm, with classrooms and learning spaces fronting the playground and at upper levels.

A location has been identified within the early phases for a temporary 1 form entry school adjacent to the urban square at the south-west of the site. This would take advantage of a flexible two storey space facing a key open space in a highly accessible part of the masterplan.



Exploded axonometric view of proposed school



View looking west towards school building along Three Mills Lane



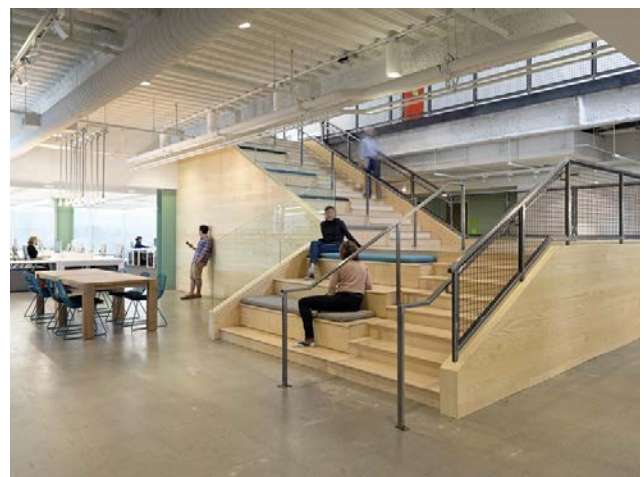
Multi storey school buildings have the potential to enclose and define high quality outdoor learning environments

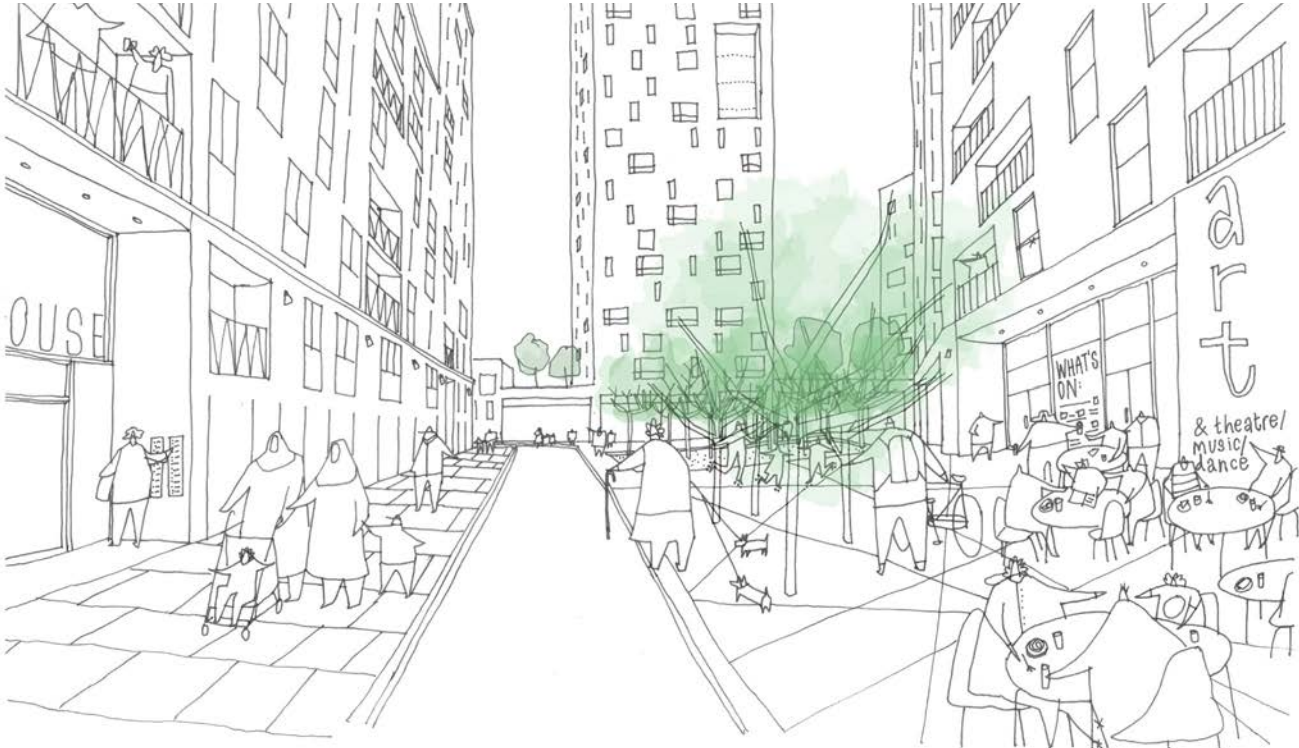
5.5 OTHER PUBLIC USE

The ground and first floors of the buildings at the south western corner of the site offer a unique opportunity to create a multi functioning use that positively responds to the various edge conditions at that part of the site.

It is proposed to identify potential occupiers and enterprises that could support a range of complimentary uses and activities including:

- Employment uses including affordable workspace and studio spaces
- Temporary one form entry school
- Activity and leisure uses such as climbing walls and sports facilities that benefit from a larger spaces
- Cafe and bar spaces that can provide an active edge to the urban square
- Public uses and event spaces that benefit from high visibility and accessibility from Bromley by Bow station
- Workshops and making spaces benefiting from proximity to Three Mills Studios
- Community uses serving the existing and emerging neighbourhood population





View looking south within new urban square with multi-functioning community building on right hand side



The public use at the south west of the site could support a range of social, cultural, employment and leisure uses within a single facility

5.6 RESIDENTIAL USES (C Class)

A range of residential environments are proposed across the masterplan. The masterplan layout has been informed by a series of residential design principles that ensure a good quality of residential environment and maximises dual aspect units. Building dimensions and depths are informed by orientation to avoid north facing single aspect units and ensure a variety of unit typologies can be provided.

Emphasis has been placed on the creation of a clear and legible entry sequence and clear definition of public and private. The majority of plots within the illustrative masterplan are provided with first floor residential courtyards providing generous shared amenity spaces and door step play.

To the south of the masterplan, ground floor residential uses with front doors on to the street have been maximised to ensure an active and well overlooked public realm.



Lower level plan showing residential uses

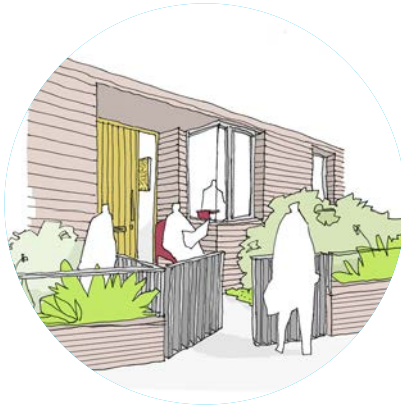


Upper level plan showing residential uses

A number of key principles have been adopted to ensure a high quality of residential environment across the illustrative masterplan:



1. Generous Lobbies and a legible entry sequence



2. Maximising front doors onto the street



3. Creating a strong relationship with the public realm



4. Creating opportunities for a range of house types to serve a diverse population



5. Maximising dual aspect units



6. Creating a variety of communal amenity spaces

5.7 ENTRY SEQUENCE AND COMMUNAL AREAS

A number of typical block typologies have been developed that in address issues such as aspect, orientation and other considerations:

North-south orientated blocks

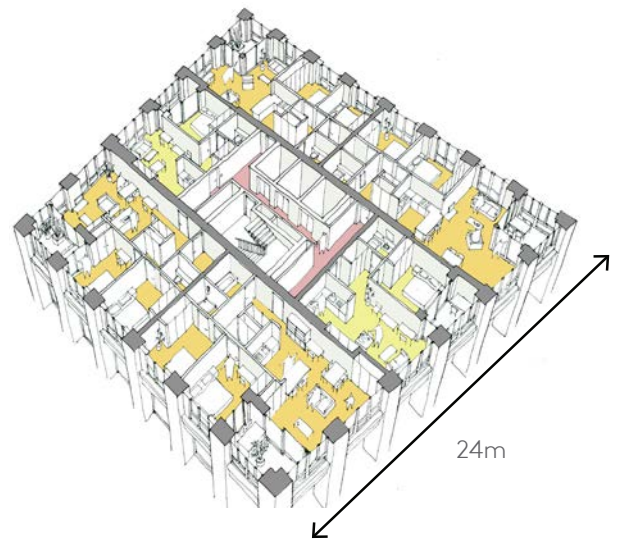
Shallower depth blocks (approximately 12m) utilising gallery access approaches to ensure 100% dual aspect units and natural day-lit circulation spaces. The shallow block depth allows units with through plan kitchen/living/dining spaces



Buildings in the round

Buildings in the round offer the opportunity to maximise dual aspect units on corners, taking advantage of high quality views around the site. Efficient and rational circulation spaces ensure an integrated approach to layout and building structure, creating a legible entry sequence from the lobby to the front door.

Open plan layouts are designed to create a strong sense of arrival within apartments, arranging windows and circulation to ensure long view can be appreciated from the moment residents enter their dwellings.



East-West Orientated Blocks

Deeper floor-plates (up to 16.5m) provided with naturally lit lift lobbies and stairwells. Larger corner units ensure a good provision of dual aspect units. A hierarchy of communal circulation spaces ensures shared areas have a human scale and do not feel institutional.



Dual Aspect Units

The articulated approach to heights and massing maximises the provision of dual aspect units across the masterplan. The illustrative masterplan as a whole achieves between 60% and 70% dual aspect units.



Typical lower level plan

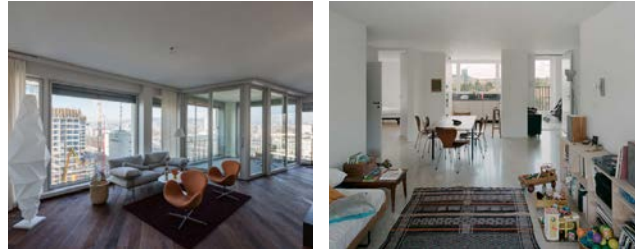


Typical middle level plan

- Single Aspect Units
- Dual Aspect Units

5.8 RESIDENTIAL LAYOUT

The masterplan has been developed to accommodate a range of residential typologies to accommodate a diverse population. The typologies below illustrate a few of the potential unit types within the masterplan these include upper level apartments with balconies as well as street accessed maisonette units with private terraces



Recessed balconies and dual aspect units will enhance the connection between inside and out



Dual Aspect Apartments

Simple 2 bedroom apartments with open plan, dual aspect living spaces. Recessed balconies allow usable amenity space and informally separate different living areas.



Ground Floor Accessed Maisonettes

2 storey duplex units with front door access from the street and private gardens at first floor. Locating the kitchen/dining space provides good overlooking to the street whilst a generous living space opens onto a private garden at podium level. These units wrap over parking areas at ground floor ensuring they are hidden from the public realm.



Family Sized Apartments

Family sized apartments employ similar characteristics to family terraced houses with all bedrooms grouped together and accessed from a break-out space replicating the traditional ‘upstairs hallway’. Kitchen/dining spaces are separated from living spaces to allow more than one living space and accommodate multiple activities within one household. Generous balconies are well proportioned to provide for a range of external activities and can be accessed from both living spaces



Through Plan Unit

North-south orientated blocks offer the opportunity for ‘through plan’ arrangements with dual aspect kitchen/living dining spaces that occupy the full depth of the block. Sprinklered and Fire Engineered approaches allow for open plan layouts maximising the amount usable area. These arrangements ensure reasonable levels of daylight at different times of the day and provide a variety of aspects of residents.

5.9 COMMUNAL AMENITY

In addition to private balconies and terraces for each unit, the masterplan provides a range of communal amenity spaces in the form of shared courtyards and roof terraces. These are designed as sociable spaces providing doorstep play. It is anticipated that a diverse range of courtyard environments could be provided across the masterplan.

Raised Communal Courtyards

A series of generous residential courtyards across the illustrative masterplan will provide shared amenity and doorstep play. The arrangement of courtyards is designed to provide private gardens to units at podium levels whilst allowing convenient access to all residents within the block. Double height entrances are encouraged to ensure raised courtyards are visible and easily accessible as part of the entry sequence to residential blocks.



Rooftop Amenity

The proposed variety in heights and massing will allow roof spaces to be utilised for private and shared amenity spaces. These spaces will be provided with good levels of daylight and views of the surrounding area.

Usable rooftop spaces have the potential to animate and bring character to the roof-line.



5.10 THE INTERFACE WITH THE STREET

Front Gardens and the interface with the public realm

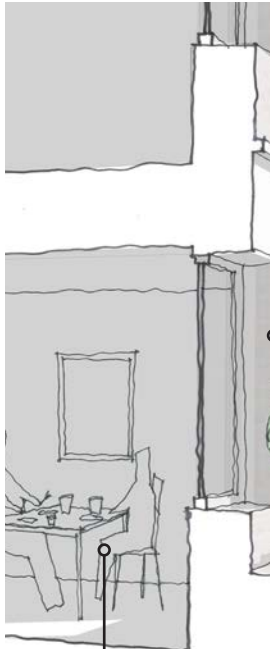
Residential Ground floors are designed to create a strong interface between the buildings and the street and maximise opportunities for appropriation by ground floor units. A compact approach to defensible space ensures the area of public realm is maximised and reduces the potential for underutilised or ill-defined front gardens.

The proposed approach shown below creates a robust and defined interface with the public realm whilst using window ledges and other devices to encourage and invite personalisation by individual households.



Defensible space will be designed to create a clear definition of public and private whilst encouraging opportunities for appropriation by residents

Deep window reveals creating a sense of privacy and threshold for ground floor accommodation



Kitchen/Dining spaces at ground floor ensure an active frontage providing passive surveillance to the street

Window ledges invite appropriation by residents whilst creating a robust plinth to the building if not utilised

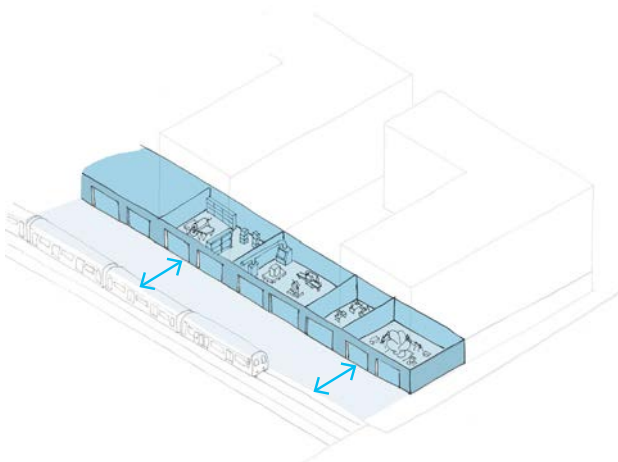


Robust, low maintenance planting, managed as part of the wider public realm ensures a consistent and attractive interface between the buildings and the public realm

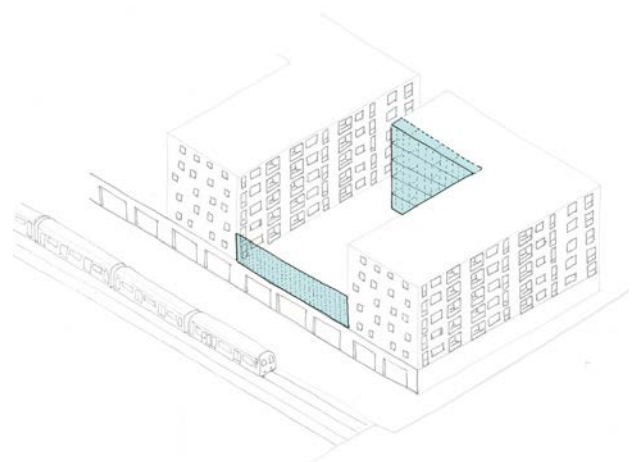
5.11 MITIGATING NOISE AND AIR QUALITY ISSUES ALONG THE ROAD AND RAILWAY

Small scale making spaces are proposed to create an appropriate frontage to the railway edge at ground floor. Residential uses above are orientated east west to design out conflicts with the Railway and ground floor uses. Raised podiums provided at first floor have the potential to be screened from the railway to mitigate acoustic issues.

The raised podiums provide a visual and landscape amenity to new homes whilst benefiting from southern aspect and natural daylight throughout the day.



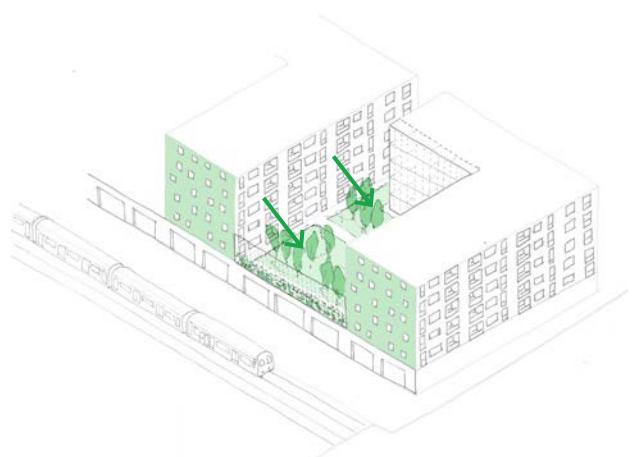
1. B1/B1C uses at ground floor



3. Screening of southern edges to courtyard amenity space



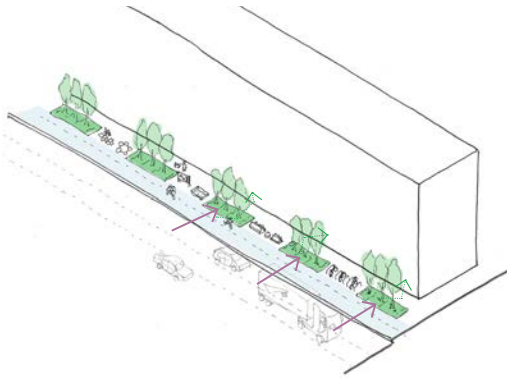
2. Primary residential aspect and balconies east-west away from railway



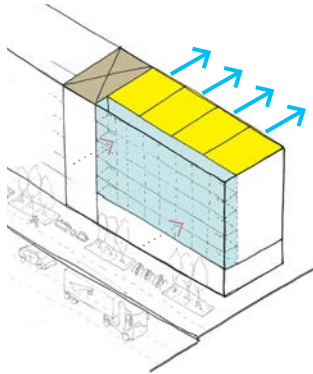
4. Raised, south facing communal courtyards protected from noise and providing visual amenity to residential units

The masterplan proposes a strong and positive frontage to the edge to the A12 bringing definition at upper levels and active uses at ground level.

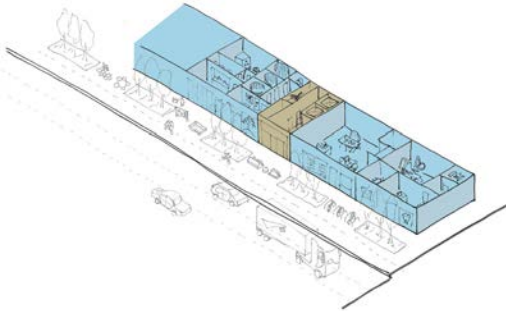
The new connections to the A12 edge and associated public realm improvements will create an upgraded pedestrian environment that can support a range of ground floor non residential uses as well as communal entrance lobbies. A number of devices can be employed in the design and configuration of residential uses to mitigate against the noise and air quality constraints of the A12. These include the arrangement of circulation and habitable accommodation as well as employing engineering led solutions in including centralised ventilation and enhanced facade specification.



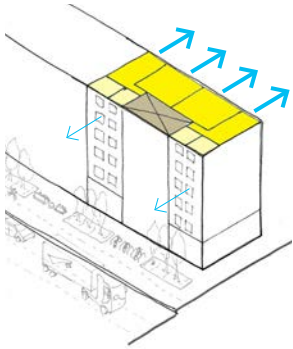
1. Normalised public realm creating an improved environment for pedestrians and residential frontage



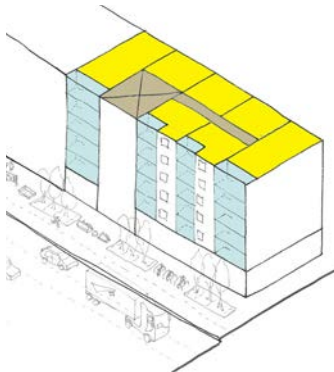
Using circulation as a buffer to the Road Edge



2. Employment uses and residential lobbies at ground & first floor



Locating habitable rooms on non road facing frontages



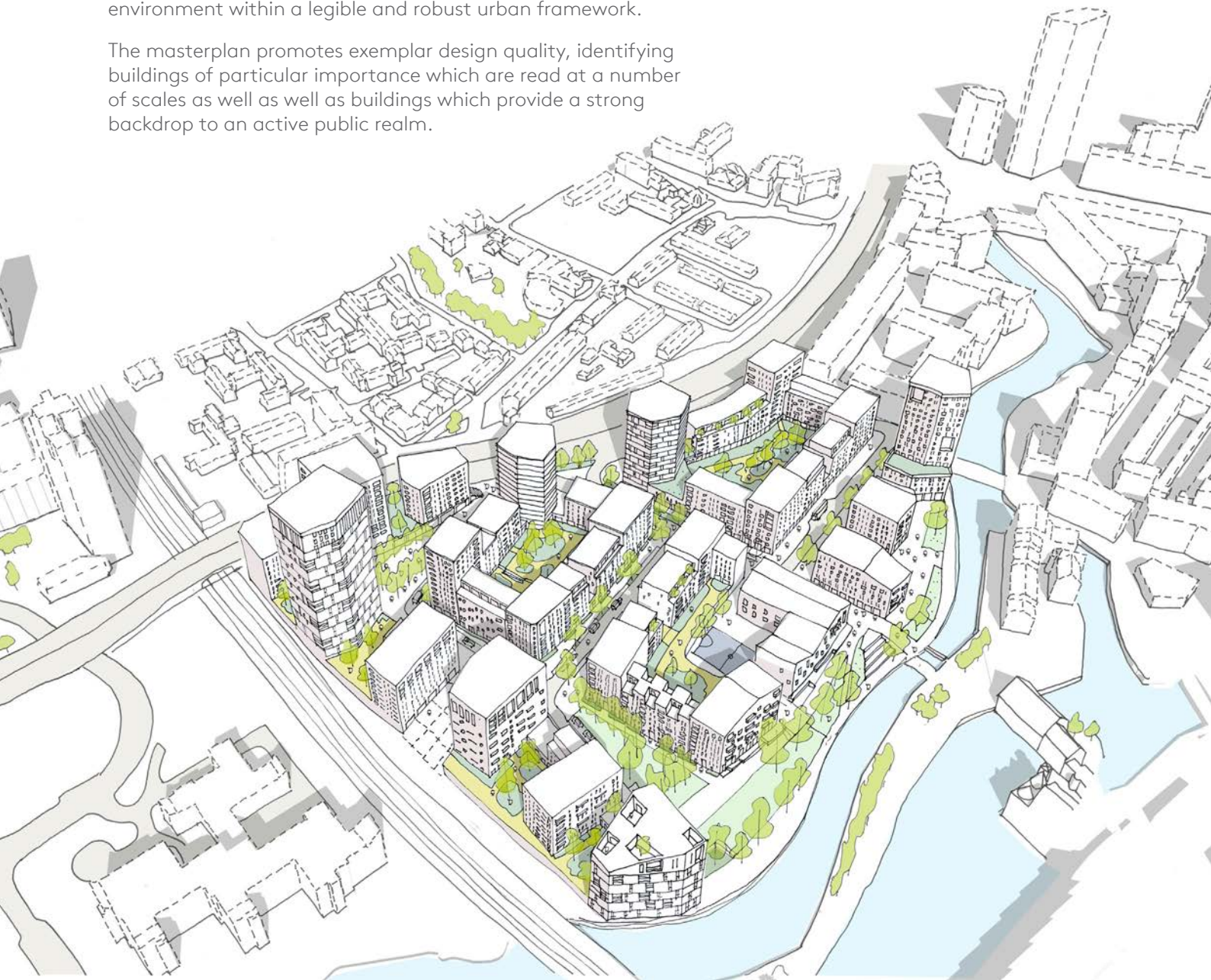
Winter Gardens and mechanical ventilation to allow A12 facing accommodation

6.0

HEIGHT, MASSING AND TOWNSCAPE

The variety of Developers and Architects working on development phases will bring a natural richness and variety to the proposed townscape that responds to the various and distinct conditions in and around the site. This will contribute to a rich and dynamic urban environment within a legible and robust urban framework.

The masterplan promotes exemplar design quality, identifying buildings of particular importance which are read at a number of scales as well as buildings which provide a strong backdrop to an active public realm.



Aerial view of illustrative masterplan

The proposed heights, massing and townscape strategy has been carefully considered to respond to the various and distinct edge conditions surrounding the site. The comprehensive site-wide approach allows the creation of a legible townscape with an appropriate level of variety.

A clear and coherent strategy for the distribution of height across the site has been developed which seeks to:

- Promote Legibility and Way-finding
- Respond to key views and settings of heritage assets and the conservation area
- Identify the neighbourhood centre from longer distances
- Create a varied townscape
- Respond to the scale of public realm and public spaces
- Allow for an appropriate level of diversity and variety across the site
- Optimise micro-climate conditions within public spaces and residential units



Building Heights Diagram

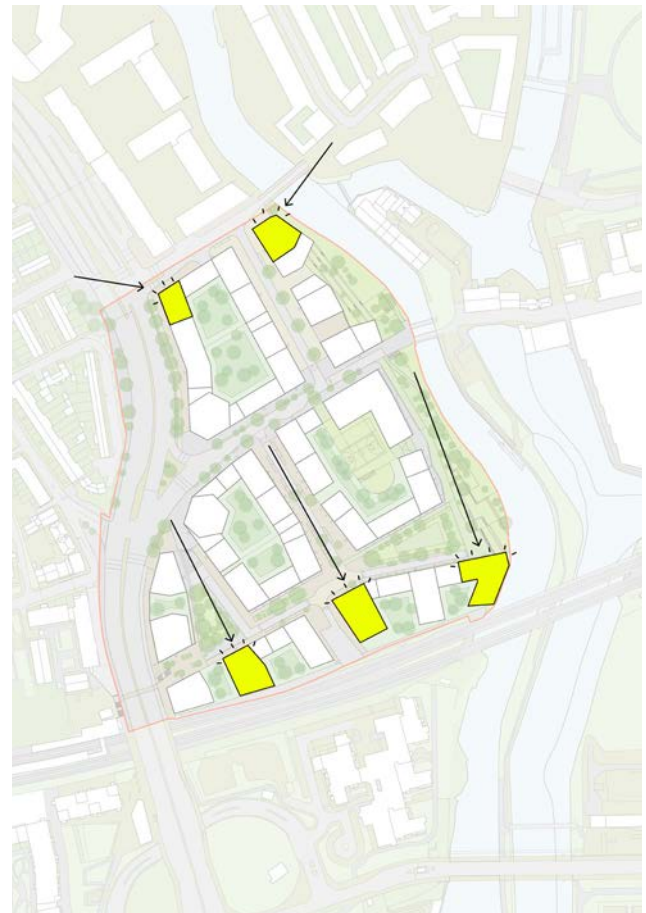
6.1 HEIGHT AND MASSING PRINCIPLES

The diagrams below illustrate the key principles that inform the heights and massing principles within the Bromley by Bow South Masterplan:



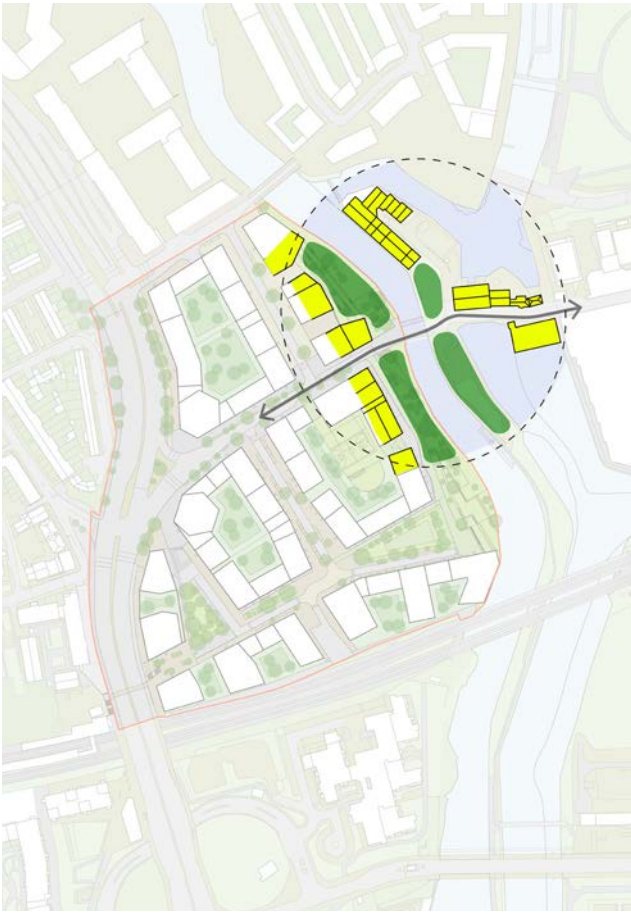
TALLER BUILDINGS

Tall buildings are located around the focus of the town centre framing key routes, spaces and points of entrance. These include a 26 storey building fronting the urban square adjacent to Bromley by Bow Station, A 13 and 15 storey building marking the start of Three Mills Lane and a 16 storey building at the bridge crossing to Sugar House Lane at the north-east of the site.



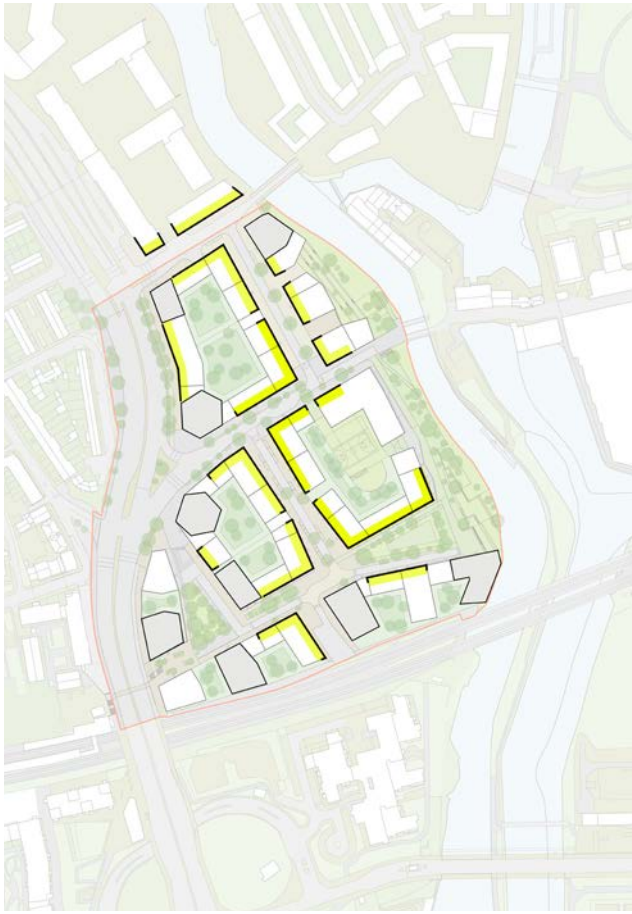
MARKER BUILDINGS

Marker Buildings are located on key corners and terminating key north south routes. These buildings are viewed in three dimensions and seen from a range of scales



AROUND THREE MILLS

Buildings around three mills step down in height in response to the setting of the Listed Mill buildings and respond more directly to their character. These buildings are between 3 and 5 storeys and include the new two form entry primary school building



PREDOMINANT HEIGHT

Remaining buildings are between 6 and 8 storeys and form a consistent and coherent backdrop to the public routes and spaces. Generally buildings are 6-7 storeys with 8 storey elements giving definition to building corners.

6.2 ILLUSTRATIVE VIEWS

A number of sketch views have been produced to illustrate the character of the town centre and the relationship between built form and the public realm.





View 1
From Three Mills looking west along Three Mills Lane



View 2
From to-path looking north along Lea Navigation



View 3
Looking south into urban square



View 4
Aerial view of new A12 crossing and junction



View 5
From new pedestrian crossing looking north along A12



View 6
From upgraded A12 edge looking south



View 7
Looking east along Three Mills Lane



View 8
From Three Mills Bridge looking south along canal edge



View 9
Looking south along residential street



View 10
View from raised residential courtyard looking south

6.3 DENSITY

The illustrative masterplan achieves a residential density of 241u/ha. With the inclusion of non residential uses as per GLA guidance this density increases to 259u/ha.

This is within the level recommended within the London Plan for an urban location with a high PTAL. This density falls between the densities of surrounding recent and emerging development including St Andrews to the south west (320 u/ha) and Bromley-by-Bow North (214 u/ha)

The proposed density will create the critical mass of residential population required to support and sustain the site’s neighbourhood centre function. The number of new homes and residents will ensure an active public realm, well used public spaces and support a viable mix of public and commercial uses.



Plan Showing Site Area used for the purposes of measuring Density (7.02ha)

Setting	Public Transport Accessibility Level (PTAL)		
	0 to 1	2 to 3	4 to 6
Suburban	150–200 hr/ha	150–250 hr/ha	200–350 hr/ha
3.8–4.6 hr/unit	35–55 u/ha	35–65 u/ha	45–90 u/ha
3.1–3.7 hr/unit	40–65 u/ha	40–80 u/ha	55–115 u/ha
2.7–3.0 hr/unit	50–75 u/ha	50–95 u/ha	70–130 u/ha
Urban	150–250 hr/ha	200–450 hr/ha	200–700 hr/ha
3.8–4.6 hr/unit	35–65 u/ha	45–120 u/ha	45–185 u/ha
3.1–3.7 hr/unit	40–80 u/ha	55–145 u/ha	55–225 u/ha
2.7–3.0 hr/unit	50–95 u/ha	70–170 u/ha	70–260 u/ha
Central	150–300 hr/ha	300–650 hr/ha	650–1100 hr/ha
3.8–4.6 hr/unit	35–80 u/ha	65–170 u/ha	140–290 u/ha
3.1–3.7 hr/unit	40–100 u/ha	80–210 u/ha	175–355 u/ha
2.7–3.0 hr/unit	50–110 u/ha	100–240 u/ha	215–405 u/ha

Extract from the London Plan Density Matrix highlighting the density range applicable to the Bromley by Bow Site

St Andrews, Bromley by Bow

Density: 320 u/ha

Height: 6-25 storeys



Lock Keepers

Density: 302 u/ha

Height: 5-12 storeys



Strand East

Density: 120 u/ha

Height: 3-6 storeys



Bromley by Bow North

Density: 214 u/ha

Height: 7-8 storeys



6.4 STREET SECTIONS

CREATING A HIGH QUALITY URBAN ENVIRONMENT

At the heart of the masterplan vision is the creation of a high quality and high density urban residential environment. A critical mass of population is required to allow the area to successfully function as a town centre and support a dynamic mix of uses.

The vision has been informed by successful urban residential neighbourhoods that have stood the test of time, particularly in northern European and North American cities. These examples demonstrate how a well designed and robust approach to buildings and public realm can support an intensity of use that positively contributes to a rich urban environment.

These examples are characterised by a strong and positive relationship between built form and the public space to create streets that are well overlooked by high quality and durable residential buildings.



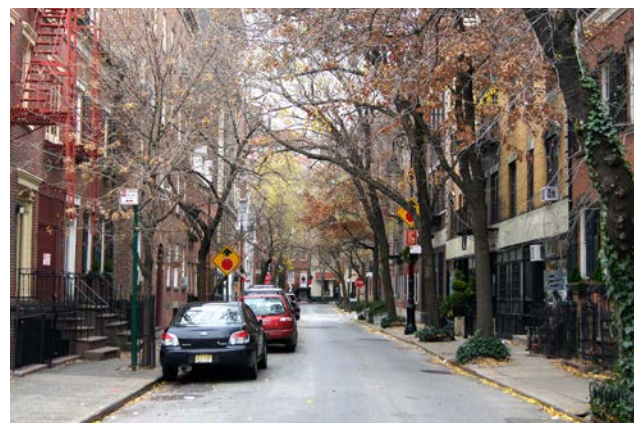
Residential Street, East Village, QEOP



Residential Street, Barcelona



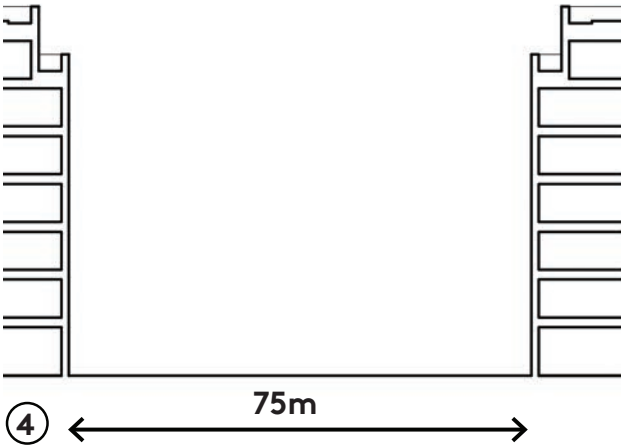
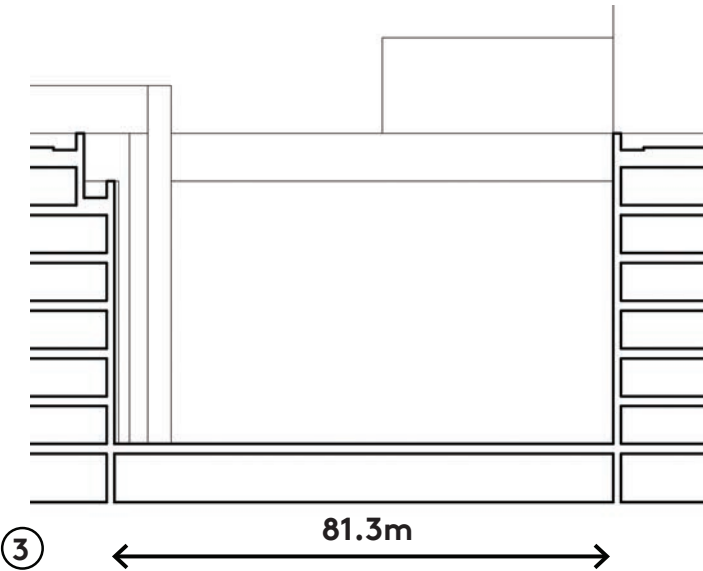
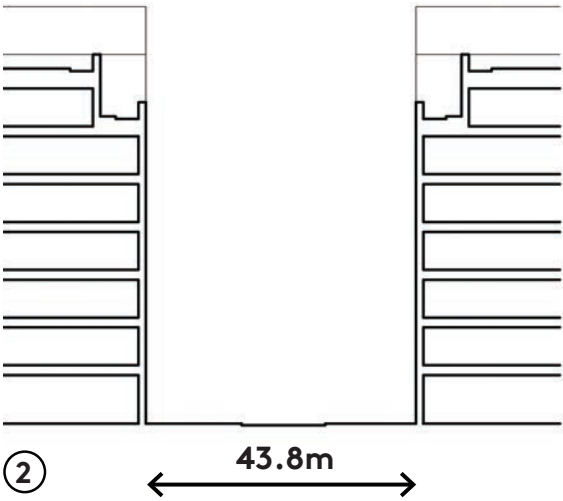
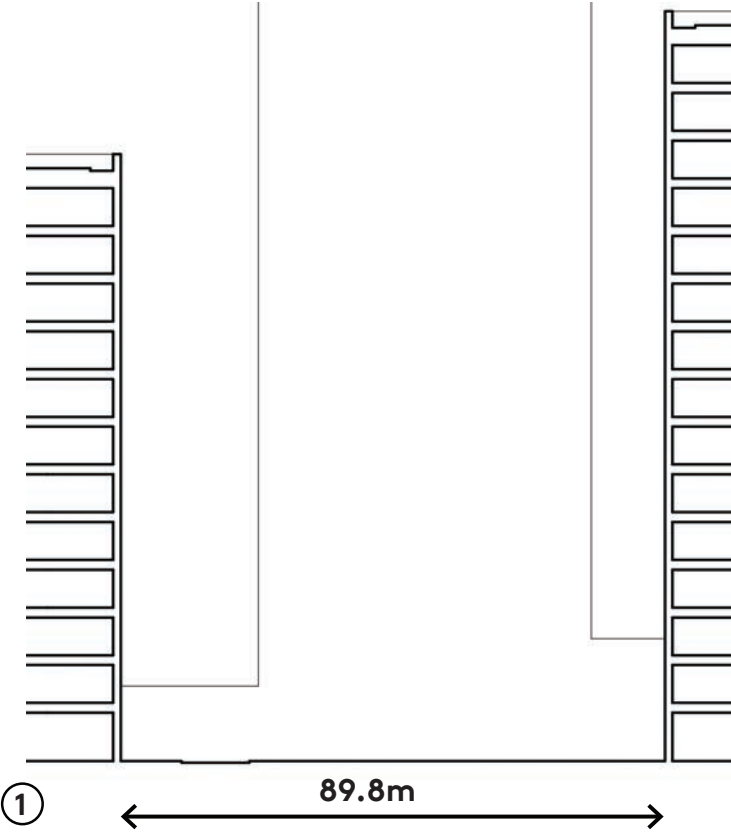
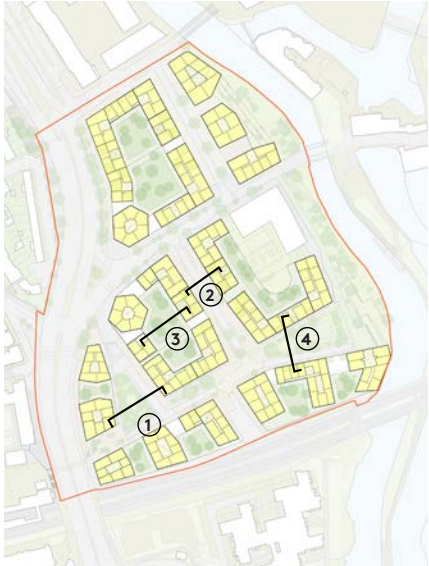
Residential Street, Amsterdam



Residential Street, Greenwich Village

The sections below illustrate the variety of street sections proposed within the illustrative masterplan. These sections assume a floor to ceiling height of 3.15m in all residential buildings.

The sections highlight how a predominant six storey datum is articulated in section. It is anticipated that this six storey datum would be employed to inform a variety of approaches to the articulation of built form and massing.



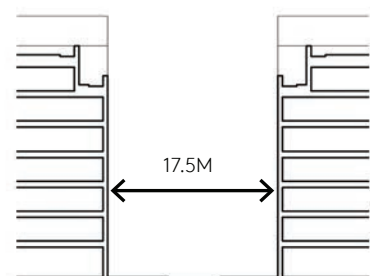
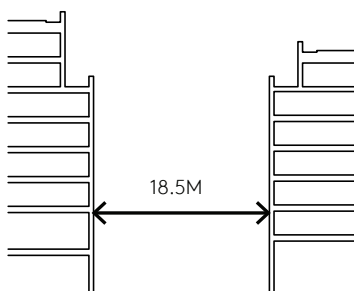
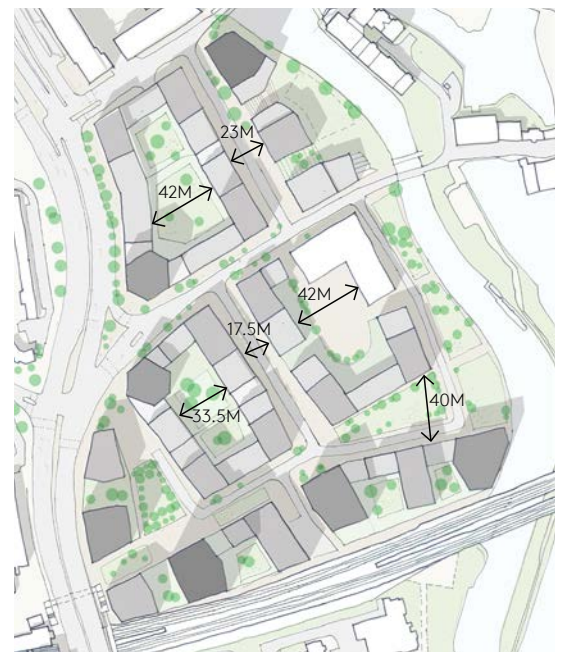
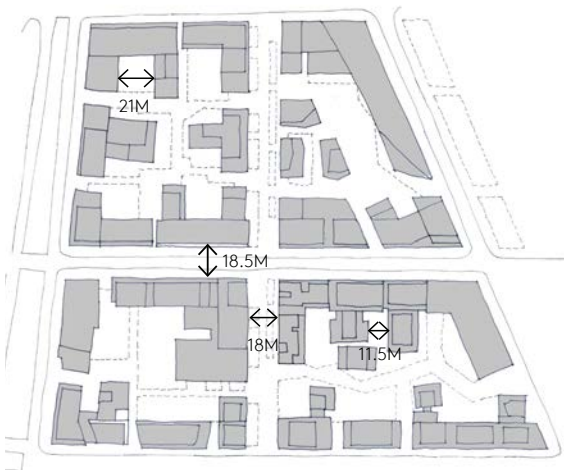
6.5 COMPARISON WITH OTHER EXAMPLES

ZAC Seguin

Billancourt, Paris

The masterplan in the Billancourt Area of Paris creates a coherent urban grain of primary and secondary streets defining a series of deep courtyard blocks. The depth of courtyards allows the creation of a series of more intimate spaces.

Built form along primary streets brings definition to the road edge with 8 storey buildings defining roads of 18-18.5m width. Spaces within courtyards vary with reductions in courtyard width accompanied by steps down in building height.

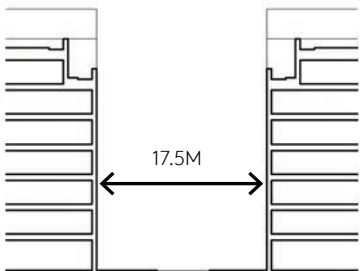
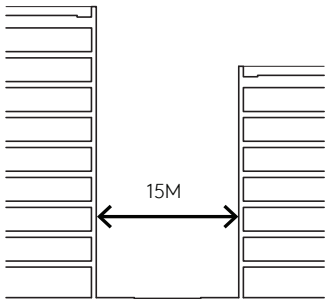
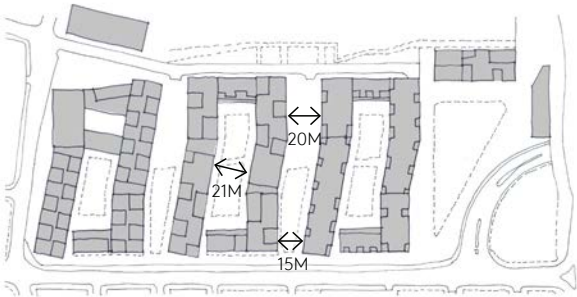


St. Andrews

Bromley by Bow, London

St Andrews is located immediately to the south-west of the Bromley by Bow Site making it a good example of surrounding recent development. The St Andrews masterplan is structured around 3 courtyard blocks defined by north south routes as well as two taller buildings.

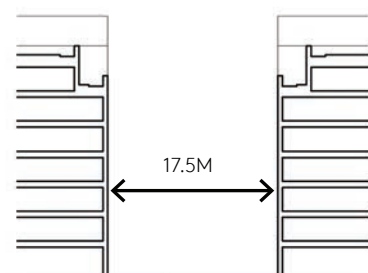
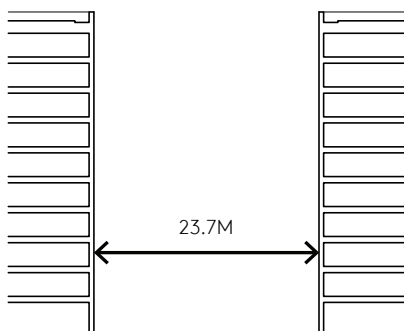
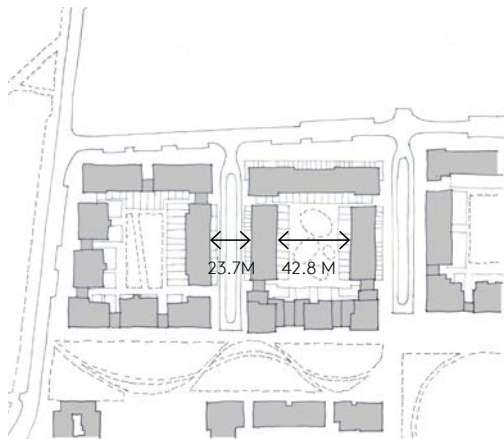
The north-south routes vary in width between 16 and 20 metres and are defined by buildings of 7 storeys with corner elements of between 9 and 13 storeys. The two tall buildings mark key entrances into the site along the railway edge and are between 18 and 25 storeys.



East Village

Stratford, London

East Village is defined by wider urban blocks with large courtyards and increased building heights. All blocks are of a consistent orientation. Courtyards are around 42-45m wide with streets of around 24m wide. In addition to this there are a number of defined green spaces. These relatively wide streets and courts support buildings heights of between 9 and 11 storeys. Internal courtyards are raised to 1st floor with parking beneath.

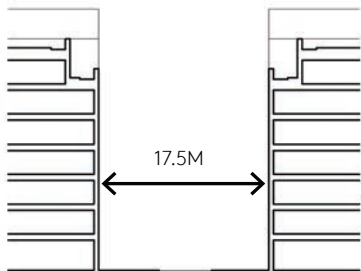
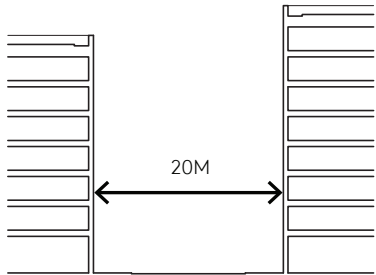
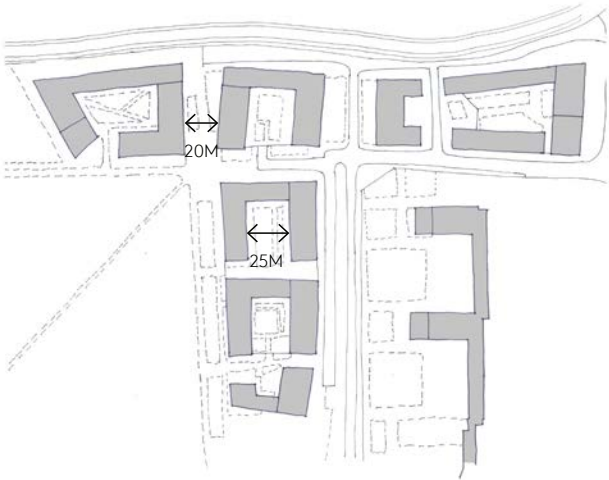


Barrier Park

Royal Docks, London

The Barrier Park masterplan creates a number of intimate courtyard blocks defining a series of tertiary streets. The predominant building height is between 6 and 8 storeys with taller elements on key corners up to 14 storeys. Internal courtyards are raised to 1st floor with parking beneath.

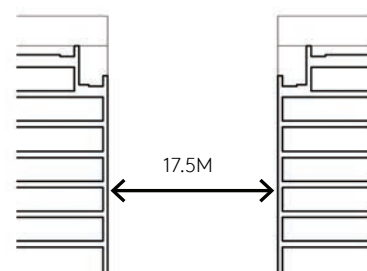
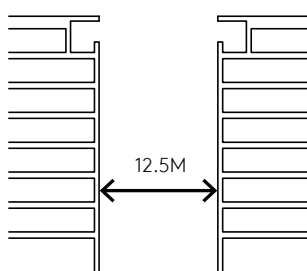
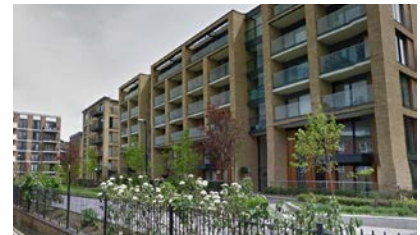
New streets are around 20m in width courtyards of 25m in width.



Canada Water

Surrey Quays, London

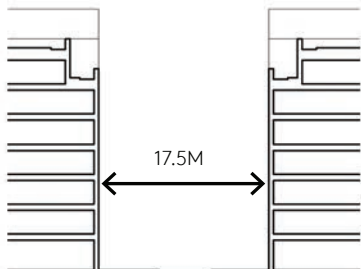
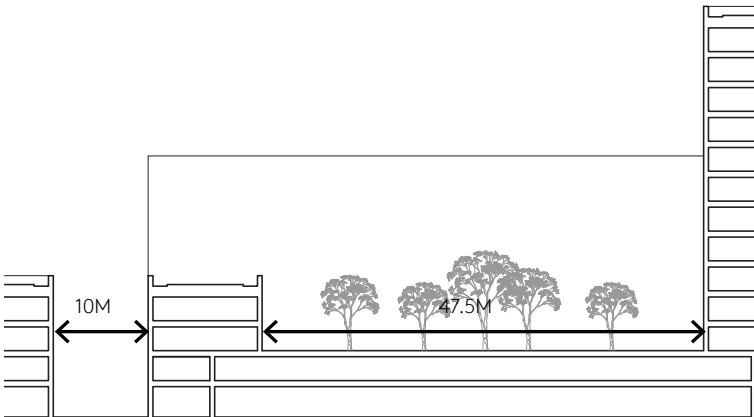
The Canada Water Masterplan includes a series of courtyard blocks defining primary and secondary streets as well as a 25 storey tower marking the station entrance. Secondary streets are 12.5m wide and defined by buildings of between 5 and 8 storeys. Primary streets are fronted by 8 storey buildings. Courtyards are at ground level and vary between 20 and 33 metres in width



Greenwich Millennium Village

Greenwich Peninsula, London

The GMV masterplan includes a variety of courtyard blocks of varying scales. Taller buildings of up to 13 storeys face the river and a new park whilst lower rise, 4 storey terraces front a series of tertiary streets and spaces of between 10 and 11m in width. The scheme provides generous raised courtyards with two storeys of parking below. These courtyards are heavily landscaped providing a mix of soft landscaping and play spaces.



6.6 COMPLIANCE WITH POLICY BN.10

The majority of proposed buildings within the masterplan will be above the prevailing 18m height identified within Policy BN.10 of the LLDC Local Plan. A robust justification is therefore required to demonstrate compliance with the 13 criteria identified within this policy.

The comprehensive masterplan approach and site wide heights and townscape strategy allows the majority of these criteria to be addressed at a

masterplan scale, creating a clear framework for demonstrating full compliance at detailed design stage.

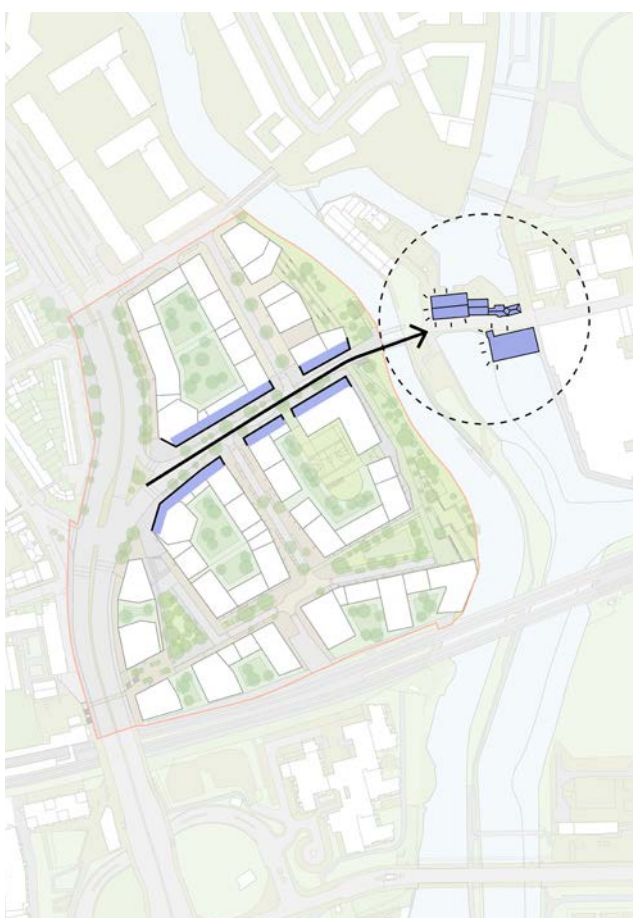
The schedule below highlights the extent to which the masterplan addresses each of the 13 BN.10 criteria and highlights the extent to which further detail will be required at detailed planning stage to demonstrate compliance.

BN. 10 Policy Criteria	How this is addressed within the masterplan framework	Further evidence to be submitted at detailed design stage
<i>1. Exhibit outstanding architecture and incorporate high-quality materials, finishes and details</i>	<i>The masterplan establishes key considerations that will inform an outstanding quality of architecture</i>	<i>The detailed design of buildings will need to demonstrate they achieve an outstanding level of architectural quality</i>
<i>2. Respect the scale and grain of their context</i>	<i>The comprehensive heights and massing strategy has been developed to respond to the site's variety of edge conditions</i>	<i>The detailed design and location of buildings will need to demonstrate how they respond to grain and context</i>
<i>3. Relate well to street widths and make a positive contribution to the street-scape</i>	<i>The distribution of heights and massing have been developed to contribute to a legible and coherent street-scape. Central to the masterplan is the creation of well defined streets with a strong sense of enclosure.</i>	<i>Further detail should be provided in detailed planing applications to demonstrate how a 6 storey datum has been clearly articulated and how built form beyond this height is modelled to positively contribute to the street-scape.</i>
<i>4. Create an active street frontage</i>	<i>Active street frontages are provided across the masterplan. This includes active public uses at the heart of the centre and ground floor residential frontages with front doors onto the street to the south of the site. The uses of raised podiums have been employed to minimise the extent of blank frontages</i>	<i>Further detail should be provided in detailed planing applications to demonstrate how an active street frontage is achieved. Particular emphasis should be given to the interface between ground floor uses and the public realm including defensible space in residential units and shop fronts in commercial uses.</i>
<i>5. Accessible public space within their curtilage</i>	<i>The open space strategy provides a range accessible public spaces across the site. All residential units are within short walking distance of open space and high quality public realm.</i>	<i>Detailed planning applications will provide further detail on open space proposals working within the framework of the open space strategy.</i>
<i>6. Incorporate sufficient communal space</i>	<i>The majority of buildings are provided with generous communal courtyards. These are raised to first floor and provided with set back top floors to maximise the quality of daylight throughout the day. All communal courtyards provide a mix of door step play and amenity space as well as soft and hard landscaped areas.</i>	<i>Detailed planning applications will provide further detail on the design of communal courtyards including detailed landscaped proposals and proposed means of access</i>
<i>7. Contribute to defining public routes and spaces</i>	<i>Built form across the masterplan has been designed to bring definition to the public realm and re-enforce key routes and spaces</i>	<i>Detailed planning applications will provide further detail on how built form and massing is articulated to ensure public routes and spaces are well defined</i>

BN. 10 Policy Criteria	How this is addressed within the masterplan framework	Further evidence to be submitted at detailed design stage
8. Promote Legibility	The distribution of height and massing has been considered comprehensively to promote legibility and aid wayfinding throughout the masterplan. This includes using taller elements to terminate key views and mark key routes and spaces	Detailed planning applications will provide further detail on how the articulation of built form and building design will further reinforce the principles of legibility established in the masterplan.
9. Create new or enhance existing views, vistas and sight-lines	A Townscape and Visual Impact Assessment has been prepared as part of the environmental testing of the illustrative masterplan. The masterplan has been refined to ensure key views of the listed mill buildings are protected (See Environmental Assessment). The proposed masterplan enhances the setting of the Mill Buildings by creating a series of new views of the listed mill buildings through the creation of a new canal-side park and the realignment of Three Mills Lane.	Detailed planning applications will provide further detail on how existing and proposed views and sight lines are enhanced by detailed proposals within the framework of the proposed masterplan.
10. Preserve or enhance heritage assets and the views to/from these, and contribute positively to the setting of heritage assets, including conservation areas	<p>The masterplan will enhance the setting of heritage assets and the conservation in a number of ways:</p> <ul style="list-style-type: none"> • Improving access to the conservation area to facilitate investment in the fabric of the Mill Buildings • Integrating the Mill Buildings into the heart of the neighbourhood centre to secure their long term and viable use • Unlocking new views of the Mill Buildings to enhance their setting • Preserving key views of the Mill Buildings • Extending the landscape quality of the canal edge to enhance the setting of the Mill Buildings and the conservation area • Using the Mill buildings as key way-finding devices • Responding to the character and Built form of the Mill Buildings in the design of proposed canal side buildings 	Detailed planning applications will provide further detail on how proposed buildings and public spaces enhance the setting of the Three Mills Conservation Area and Listed Mill Buildings. Particular attention will be given to the architectural charter of proposed canal side buildings and in the way they respond to the character of the Listed Mill Buildings.
11. Micro-Climate conditions	The arrangement of the masterplan and distribution of height and massing has been considered to optimise the micro-climatic conditions of public spaces and environments across the site. This includes locating built form to protect the site from prevailing winds and the modulation of height and massing to maximise quality of daylight to open spaces and residential units. The environmental assessment that accompanies this masterplan provides a detailed assessment of wind and daylight conditions across the masterplan and concludes that the proposals achieve a quality of environmental in line with relevant BRE and Lawson criteria (See Environmental Assessment).	Detailed planning applications will provide further detail on how micro-climate has been considered in the detailed design of buildings and public spaces. This will include ADF analysis of residential units as well as wind modelling of detailed proposals.
12. Impacts to the surrounding area (including open spaces and other buildings) that relate to: Overlooking, daylight, Overshadowing, Light spill/reflection	The masterplan has been developed to minimise the impact on surrounding buildings and public spaces. The surrounding Canal, road and rail infrastructure means there are relatively few existing buildings and spaces immediately surrounding the site. The environmental assessment provides an analysis of the impact on surrounding buildings and open spaces (See Environmental Assessment).	Detailed planning applications will provide further detail on how proposed buildings impact on surrounding buildings and open spaces. This will be a particular consideration for the northern edge of the site in terms of the relationship to Bromley by Bow North.
13. Existing views of landmarks, parkland, heritage assets, waterways, and views along street corridors (in accordance with the policy on Protecting Key Views).	The proposals do not affect any of the key views identified in policy BN.9 of the LLDC Local Plan. A TVIA has been undertaken which assesses the impact of development on key views of the Three Mills Conservation Area (See Environmental Assessment).	Detailed planning applications will provide further detail on how detailed proposals affect key views of the Three Mills Conservation Area

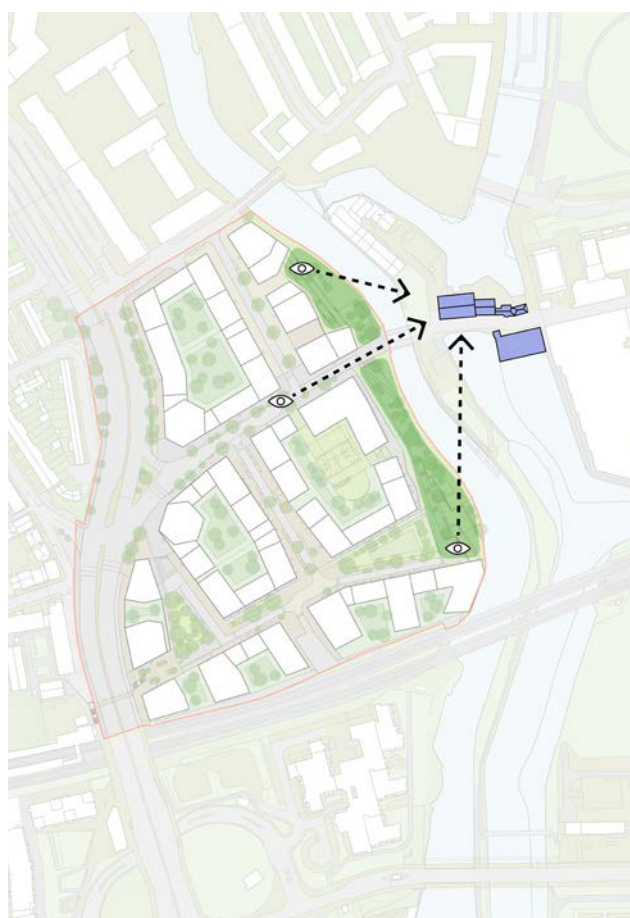
6.7 HERITAGE

Historic England have been engaged with throughout the design development process to ensure the masterplan maximises opportunities to enhance the setting of surrounding heritage assets and the Three Mills Conservation Area. A comprehensive heritage statement has been produced as part of the environmental testing work. The diagrams below provide an overview of the key heritage benefits the masterplan delivers.



Reinstating Three Mills Lane and improving access to the Conservation Area

Re-instating the historic alignment of Three Mills Lane repairs the site's urban grain and re-establishes a key east-west route that connects the Three Mills Conservation Area with wider neighbourhoods to the west of the site.



Unlocking new settings and views of listed buildings

New canal side park spaces will create a series of new views and settings for the listed Mill Buildings that do not exist today, increasing their visibility and presence on along the Lea Navigation.



Responding to key views

The proposed height and massing strategy has been developed in response to key views of heritage assets to minimise harm to their setting. In particular the view looking south towards the mill buildings from the Sugar House Lane Bridge and the view looking east along Three Mills Lane from within the Three Mills Complex.



Integrating the listed buildings into the heart of the town centre

Locating the focus of the neighbourhood centre around the canal will promote investment in the fabric of the listed mill buildings and improve the potential for their use in the future. Footfall and activity around the conservation area will be significantly increased unlocking the potential for a range of commercially viable uses.

6.8 KEY VIEWS

A number of key views have been agreed with Historic England and PPDT to test the impact of the masterplan on the setting of the Three Mills Conservation Area. Verified views of the proposed masterplan from these points have been produced and are illustrated below.



View 1 - Existing View

This view is located to the west of Three Mills Green, along the pathway, by the weir. To the centre of this view one can see the bridge over the canal and beyond it, partly obscured by the bridge, the upper parts of the House Mill and the Miller’s House modern extension are visible. To the left of this, a large tree blocks views of the Clock Mill, and Canary Wharf in the background. To the right, St Andrew’s tower is prominent; then Island House is seen rising in height away from the Three Mills group, and to its right a warehouse on the Site, a tower block in the distance, and the almost complete development at Bromley by Bow North.



View 1 - Impact of Proposals

The bridge over the canal and the roof of the House Mill will remain central to this view. The buildings of the Illustrative Masterplan are seen rising behind the Three Mills group of buildings and to their right. A building from the Strand East development (shown as a white line) is seen to the far right of the view, blocking any views beyond it.



View 2 - Existing View

This viewpoint is located on the footbridge to the north of the Three Mills group and looks south towards the listed buildings. The group of the Three Mills listed buildings seen above the canal is the central feature of this view. The composition of the roofline of the grouping, including the clock tower and conical roofs of the Clock Mill are important to this view. Equally important is the reflection of the buildings and the roofline in the canal, seen to better effect at high tide. The Three Mills group are framed by the 3 Mills Studio to the left and the Tesco store and St Andrew's tower to the right.



View 2 - Impact of Proposals

The Three Mills group remain the main focal point of this view. The buildings of the Illustrative Masterplan are seen to the right of the view, partly obscuring St Andrew's tower. The buildings of the Illustrative Masterplan do not break the ridgeline of the Three Mills group.



View 3 - Existing View

This viewpoint is located within the CA, on Three Mill Lane, in front of the 3 Mills Studios' entrance, looking west between the listed buildings and towards the bridge beyond. This view is framed by listed buildings; to the left is the Clock Mill; to the right is the House Mill and the listed offices opposite the Clock Mill; between them, the listed paved roadway. Centrally in the distance one can see a rather cluttered urban environment, including one of the warehouses on the Site, the building on the corner of Three Mill Lane and Hancock Road, and tall residential developments in the background.



View 3 - Impact of Proposals

The view is framed by the listed buildings to the right and the left and the listed roadway. Centrally in the background sit the buildings of the Illustrative Masterplan. The apparent heights of the new buildings are varied but they all lie below the heights of the listed buildings in the foreground.



6.9 THE APPROACH TO THE MILL BUILDINGS

In addition to the three verified views, a series of sketch views have been produced illustrating the experience of approaching the Mill Buildings along the edge of Three Mills Green.

These views show that from the middle and longer distances, the Mill buildings are appreciated within their town centre context with emerging and recent development such as Strand East, Island House and St Andrews all clearly visible.

The Sugar House Lane Bridge and mature landscaping within the park obscure the Mill buildings to some extent in all views apart from view 5.

The proposed form and silhouette of the proposed buildings, create an interesting backdrop to the Mill Buildings, countering the horizontal nature of their ridge lines, identifying the activities of the town centre and marking the location of the station.



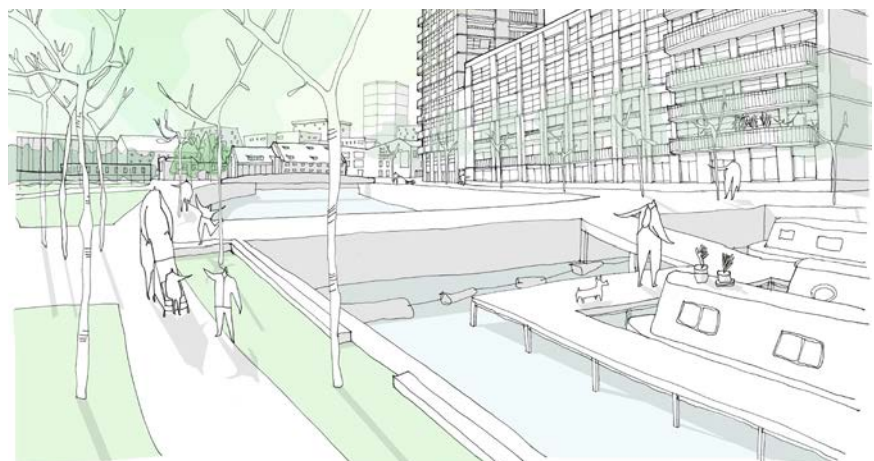
View 1

The canal and boats will remain the main aspects of this view. Beyond the canal, the new development at Strand East will line the edge of the canal. The buildings of the Illustrative Masterplan will be seen in the distance in the backdrop of Strand East, the Mill buildings and the Island House development. Three Mills Green is to the left of this view.



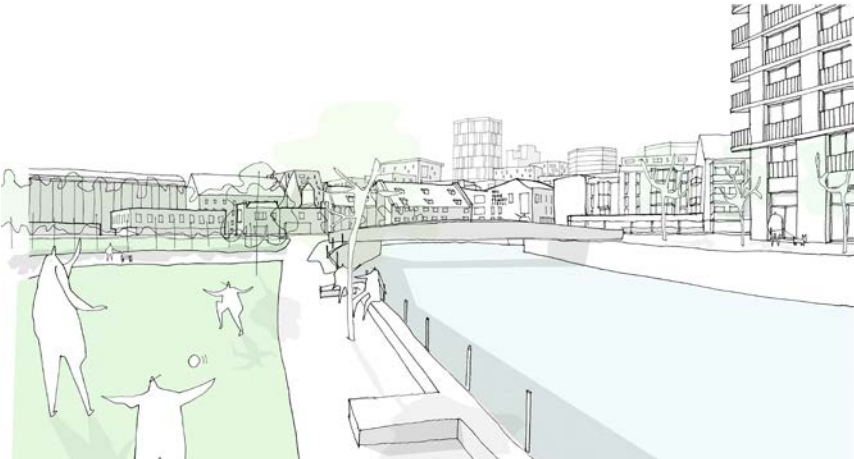
View 2

The canal, the pathway and the vegetation remain the predominant aspects in this view. The buildings of the Illustrative Masterplan are seen as an addition to the existing backdrop, behind the Strand East buildings and the Three Mills buildings.



View 3

The buildings of the Illustrative Masterplan become more prominent on the approach towards them. The bridge and the canal will remain the main aspects of this view; the Illustrative Masterplan buildings will create a more urban backdrop.



View 4

The bridge and the landscaping remain the main aspects of this view, though the buildings of the Illustrative Masterplan become more prominent and will create a more urban backdrop. The Three Mill group can be seen beyond the bridge, through the trees.



View 5

The modern extension to the Miller's House and the adjacent listed buildings remain the focal points of this view. Buildings of the Illustrative Masterplan are seen to the right of the House Mill.



7.0

SCHEME EVOLUTION AND ENVIRONMENTAL TESTING

The time-line below highlights key stages in the masterplan development process identifying when key stakeholders were consulted and the conclusions of each stage:



SCHEME FOR ENVIRONMENTAL TESTING
February 2016

UPDATED MASTERPLAN
May 2016

SPD APPENDIX
July 2016



- Detailed Environmental Testing (Including noise/air quality, flood risk, daylight/sunlight, energy, socio economic)
- Further discussions with Historic England
- 2nd Presentation to Quality Review Panel
- Development of viability modelling and delivery strategy
- Development of public realm strategy

- Incorporation of key conclusions of environmental testing
- 3rd Presentation to Quality Review Panel
- 2nd Planning Committee Briefing
- Incorporation of TFL junction design

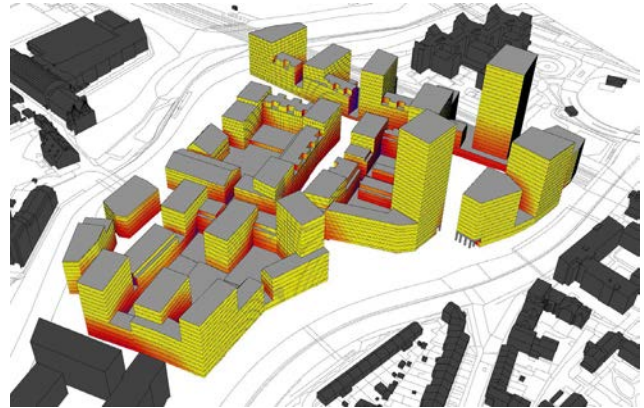
- Incorporation into Bromley by Bow SPD as Appendix Document
- Development of public realm design manual

Environmental Testing

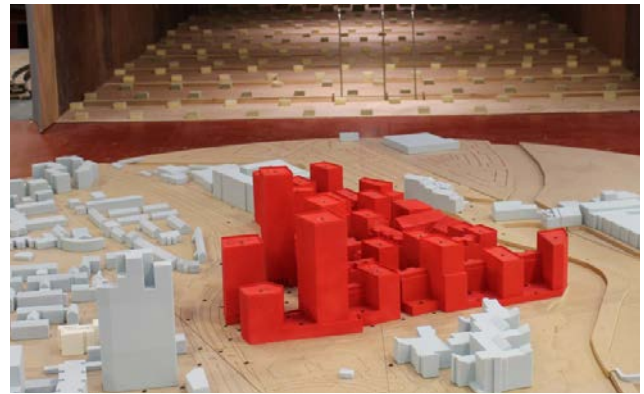
The environmental impact of the development was tested at a key stage in the masterplanning process. This testing highlighted key conclusions which informed refinements and alterations to the proposed masterplan. Key topics included:

- Daylight & Sunlight
- Noise
- Wind/Microclimate
- Air Quality
- Energy
- Transport
- Socio-Economic
- Flood Risk
- Heritage

The conclusions of this testing exercise have informed a series of guidance principles that are included as a separate appendix to the Bromley by Bow South SPD.



VSC daylight analysis of masterplan



Wind Tunnel Analysis of Masterplan

Stakeholder Engagement

The Masterplan has been developed over a period of 12 months through regular meetings with the local planning authority and other stakeholders. These have included:

- LLDC's Planning Policy and Decisions Team (PPDT)
- The LLDC Quality Review Panel (3 presentations)
- The LLDC's planning committee (2 briefing sessions)
- Historic England
- London Borough of Tower Hamlets
- The Environment Agency
- Transport for London

These discussions have informed the development of the masterplan at key stages of the design process.

Quality Review Panel

The masterplan has been presented to the Quality Review Panel on three occasions throughout the design development process. Key Conclusions of these presentations are set out below:

1st Presentation - November 2015

Presentation of masterplan principles and vision

- Support for the ambition of the masterplan and the collaborative approach to place making
- Support for the key spatial principles including the focus of the centre, connectivity moves and land use distribution
- Further information requested regarding residential design



2nd Presentation - February 2016

Presentation of developed scheme for Environmental Testing

- Support for public realm vision and principles
- Support for spatial layout
- Concerns regarding distribution of height and massing



3rd Presentation - May 2016

Presentation of updated masterplan

- Support for refined height and massing strategy
- Support for overarching masterplan vision
- Request that the physical envelope of the illustrative masterplan is firmly embedded within the Bromley by Bow SPD



8.0 PHASING AND DELIVERY

A phasing strategy has been developed to allow the balanced delivery of benefits whilst responding to practical and physical phasing considerations. These considerations include:

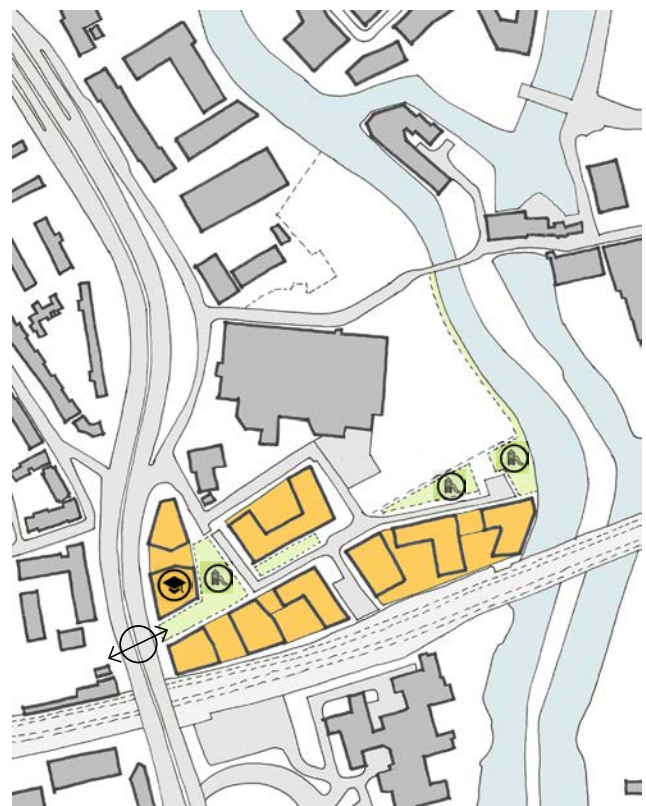
- Allowing continuity of trade for the existing food store
- Establishing suitable triggers for the delivery of the new school
- Responding to physical constraints for the delivery and phasing of junction improvement works
- Minimising temporary highways and infrastructure works

The diagrams opposite show how the illustrative masterplan can be delivered across three development phases. Within these three phases a number of sub-phases will be required to deliver enabling works and to allow the sequencing of demolition and highways works.

A separate phasing delivery strategy associated with the proposed masterplan has been prepared by Tibbalds.

KEY

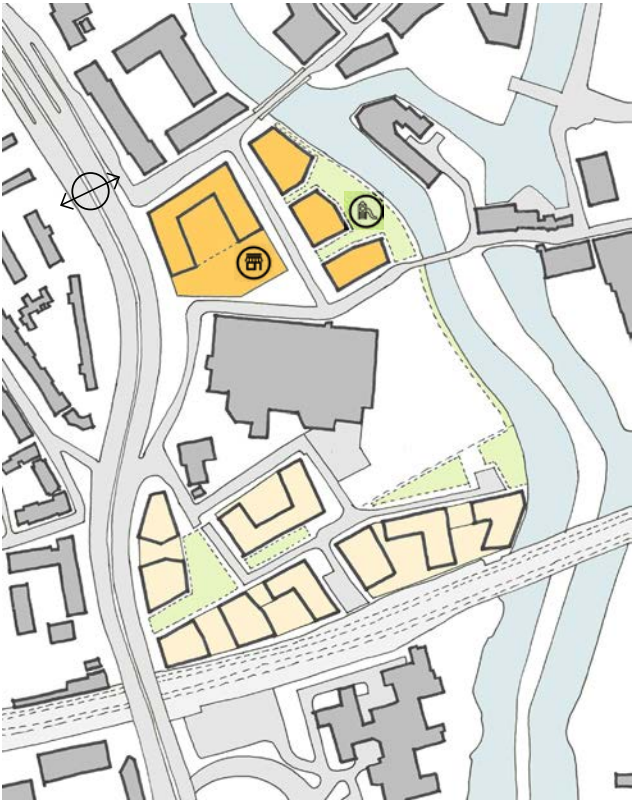
-  2FE Primary School
-  Temporary 1FE Primary School
-  New food store
-  Open Space
-  Junction Improvements



PHASE 1

Delivery of:

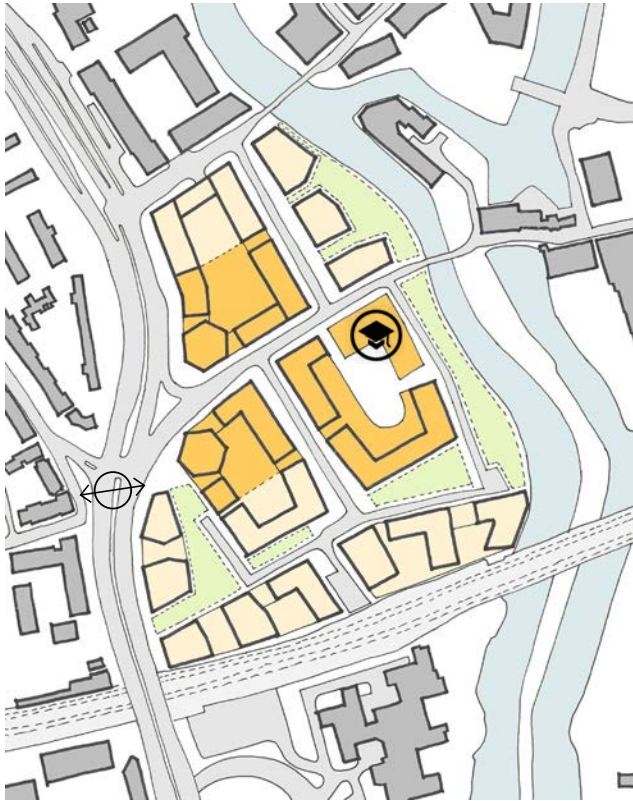
- Southern development plots
- Southern underpass improvements
- Temporary 1FE School
- New urban square
- New public uses at south east of site
- Part of canal side park
- Initial junction works and connectivity improvements



PHASE 2

Delivery of:

- Northern development plots
- Further Junction improvements
- New food store
- Retail and Commercial uses around canal edge
- Canal side open space at north-east of site



PHASE 3

Delivery of:

- Remaining Development Plots
- Two form entry primary school
- Realignment of Three Mills Lane
- Commercial and retail uses along Three Mills Lane
- Remainder of canal side park
- Remaining junction improvements



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