

# WELCOME

## Transforming the heart of Stratford

The Stratford Centre, which sits at the heart of Stratford Island has been providing for the needs of residents and visitors for 35 years.

Catalyst Capital manage the Stratford Centre and much of the surrounding land on behalf of its owners CEPF Chariot Sarl. The owners are committed to investing in the Stratford Centre and transforming the surrounding area.

The proposals set out in this exhibition would create a new town centre for Stratford, underpin the future of the Stratford Centre and create a new and attractive 'gateway' into Stratford from the transport interchange.

We are keen to get your feedback on these proposals. You can fill out a comments card and leave it with us, or post it back via freepost. Alternatively;

web: [www.stratfordshopping.co.uk/stratfordisland](http://www.stratfordshopping.co.uk/stratfordisland)

email: [StratfordIsland@londoncommunications.co.uk](mailto:StratfordIsland@londoncommunications.co.uk)

phone: 0800 0142434



The Shoal, which sits in front of the Stratford Centre



One of the malls in the Stratford Centre



A photograph of the front of the Stratford Centre as it currently appears



# PROPOSALS FOR STRATFORD ISLAND

## What would these proposals deliver?

At present, Stratford Island is confusing and unpleasant for pedestrians to navigate and contains very little welcoming public space. Morgan House, a former office building, blights the southern end of Stratford Island. At the northern end, the ramp to the car park is unsightly and takes up more space than is necessary.

These development proposals would;

- Revitalise the Stratford Centre
- Deliver new high quality public spaces for the town centre
- Create space for new shops and restaurants
- Deliver vastly improved site frontage and active pedestrian route along Great Eastern Road
- Deliver new housing in buildings of architectural merit
- Secure the 530 or so existing jobs in the Stratford Centre and create around 350 more

In short, these proposals would create an impressive and impactful new gateway into Stratford from the transport interchange, revitalise the town centre and deliver tangible economic benefits.



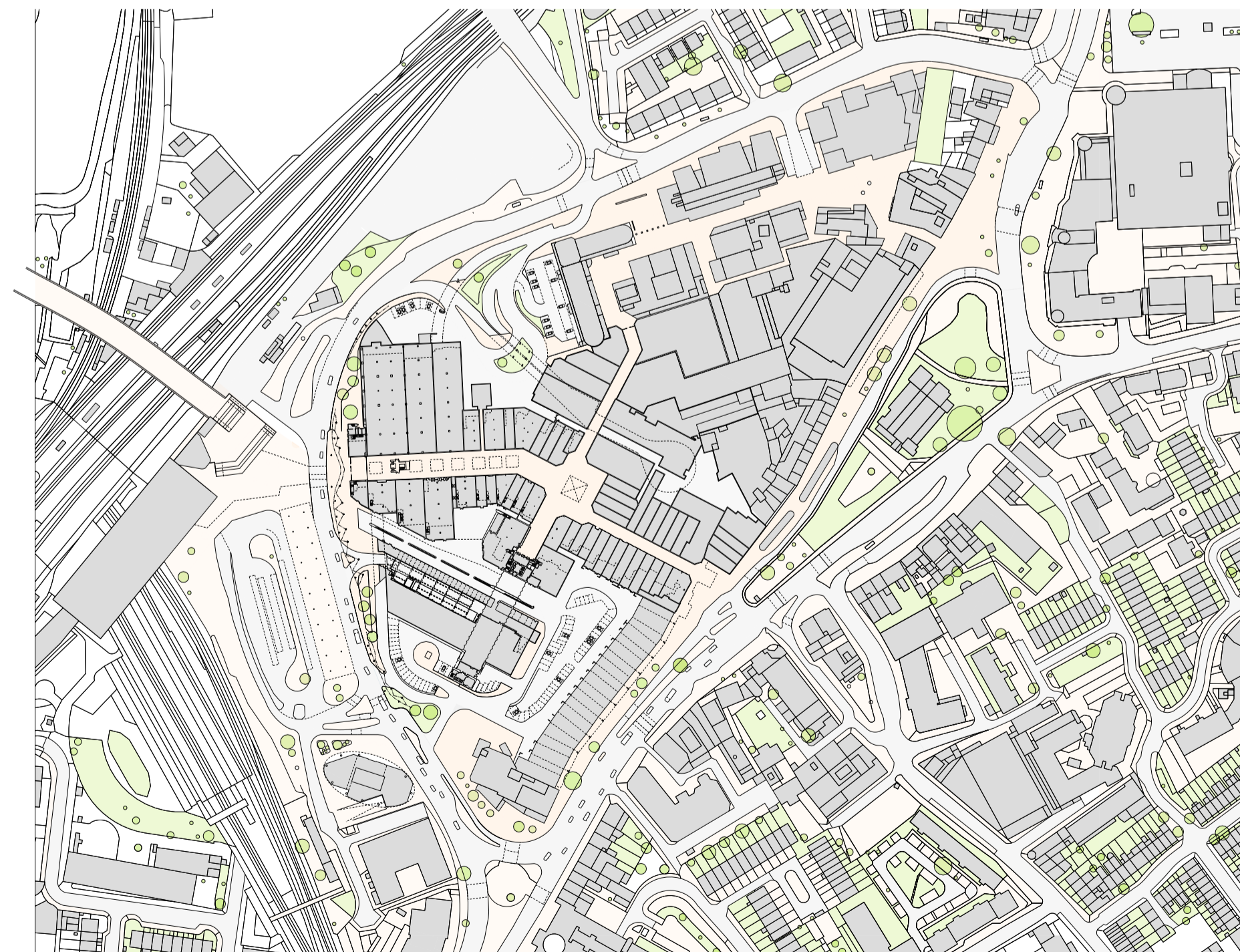
A photograph of the public realm along Great Eastern Road



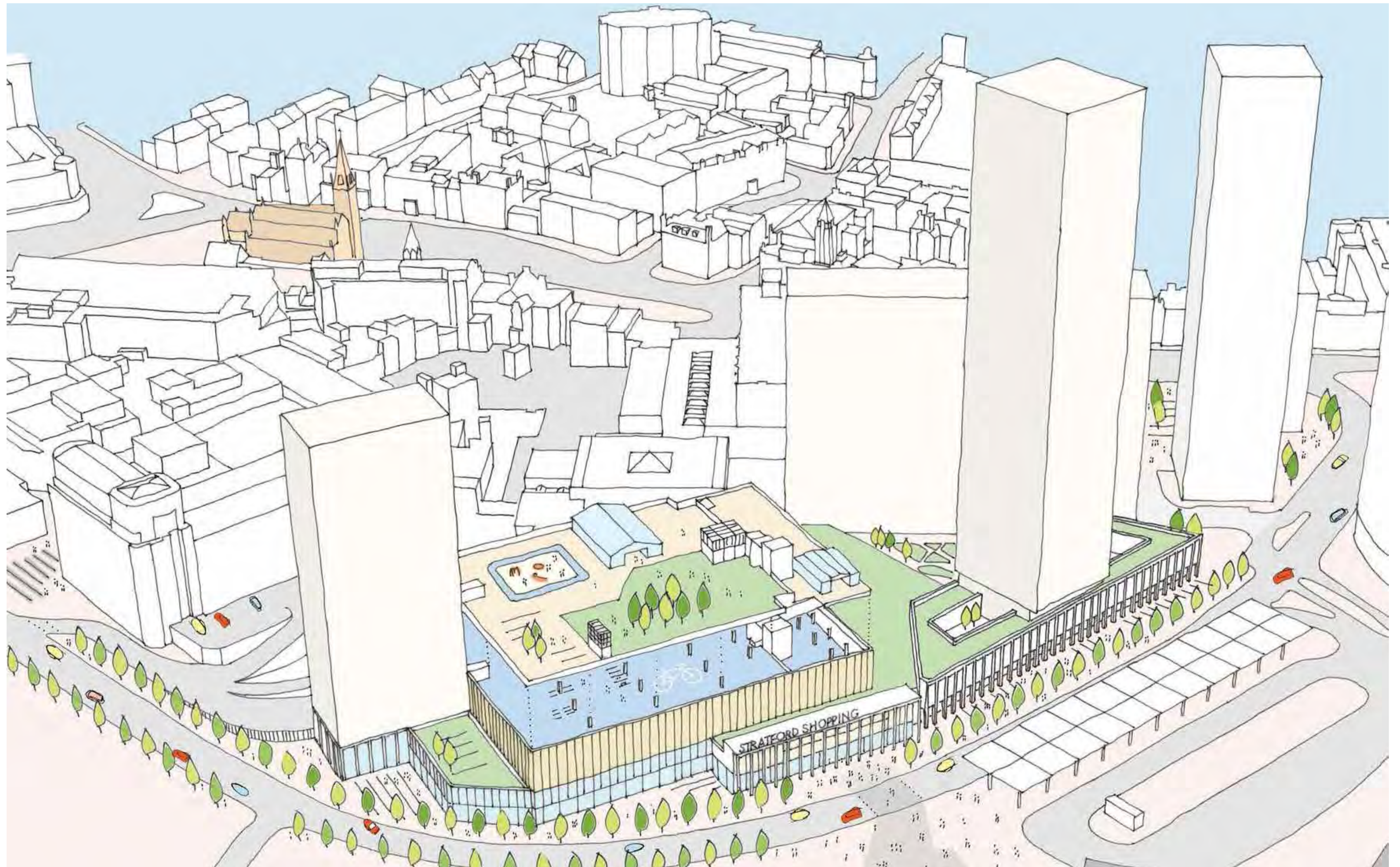
A photograph showing Morgan House and the Stratford Centre



An aerial photograph of Stratford Island



A plan of the current layout of Stratford Island



An architects drawing of what the proposals could look like



# SHOPPING

## More Choice for Local People

In contrast with the high end lifestyle offer of Westfield Stratford City, the Stratford Centre provides local people with a range of good value convenience products and services.

These proposals would strengthen its offer by:

- Improving the look and feel of the Stratford Centre
- Creating a new pedestrian entrance into the South Mall
- Stimulating even more demand for local businesses, by building hundreds of new homes on Stratford Island



Shoppers in the Stratford Centre



A photograph of the western entrance of the Stratford Centre



A photograph from Central Square of the North Mall



# BUSINESS

## Working with Market Traders and Existing Businesses

The existing businesses in the Stratford Centre and the market traders are integral to the future of the Stratford Centre.

These proposals would help to reinforce and strengthen the presence of the street market. The proposals include better controlled and more secure servicing arrangements for existing tenants and the market traders.

The new shops and retail units around Stratford Island will help to create an even stronger local shopping destination for Stratford.



One of the 30 or so stalls in the West Mall that will remain



Shoppers in the East Mall of the Stratford Centre



The traditional East End market is integral to the Stratford Centre



# OVERVIEW OF PLANS

## What are the key changes?

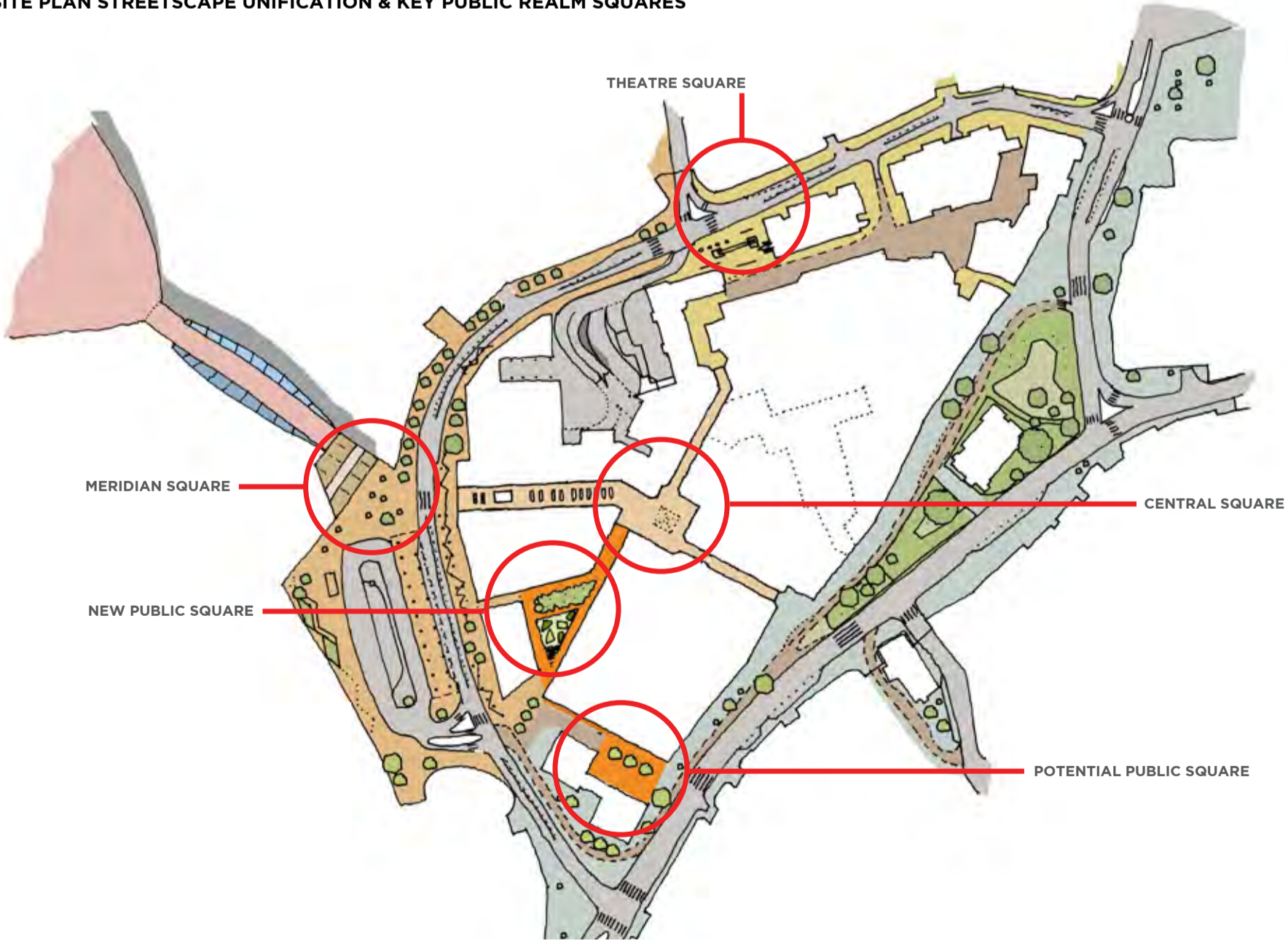
Comprehensive development proposals have been put together, that allow for the holistic transformation of Stratford Island.

- The key elements are;
- A new 1875 sq m public square to the south of the Stratford Centre
  - A comprehensive refurbishment of Morgan House
  - Two new landmark residential buildings with shops and restaurants at ground level
  - New landscaping along the 250m pedestrian route from Great Eastern Road to the Cultural Quarter
  - A new pedestrian route from Great Eastern Road to the Broadway
  - Removal of the existing unattractive car park ramp and re-cladding of the front of the Stratford Centre



A CGI showing the proposed Stratford Centre entrance cladding

### SITE PLAN STREETScape UNIFICATION & KEY PUBLIC REALM SQUARES



A plan showing the network of new and existing public spaces that would be created



View South from Bus Station along Great Eastern Road



# MASTER PLAN

## A comprehensive, mixed-use development

The drawings on this panel demonstrate the different land uses associated with these development plans and show servicing arrangements, vehicular access routes and pedestrian links.

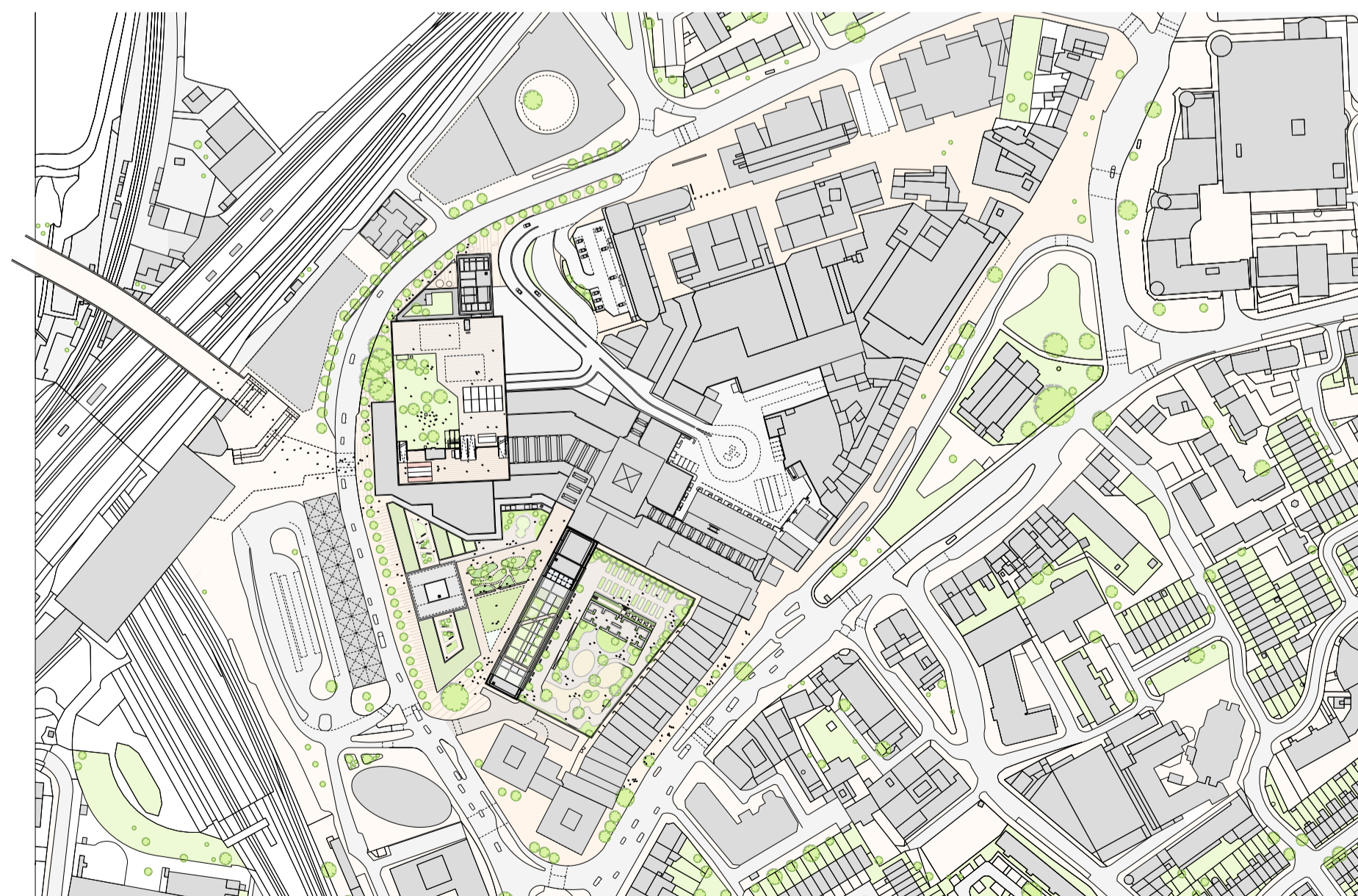
The proposals would deliver;

- Circa 62,460 sq m of housing; around 590 new residential units
- Over two acres of public space
- 5,520 sq m of private amenity space
- 1,160 sq m of new office space
- 2,300 sq m of new restaurant or retail space

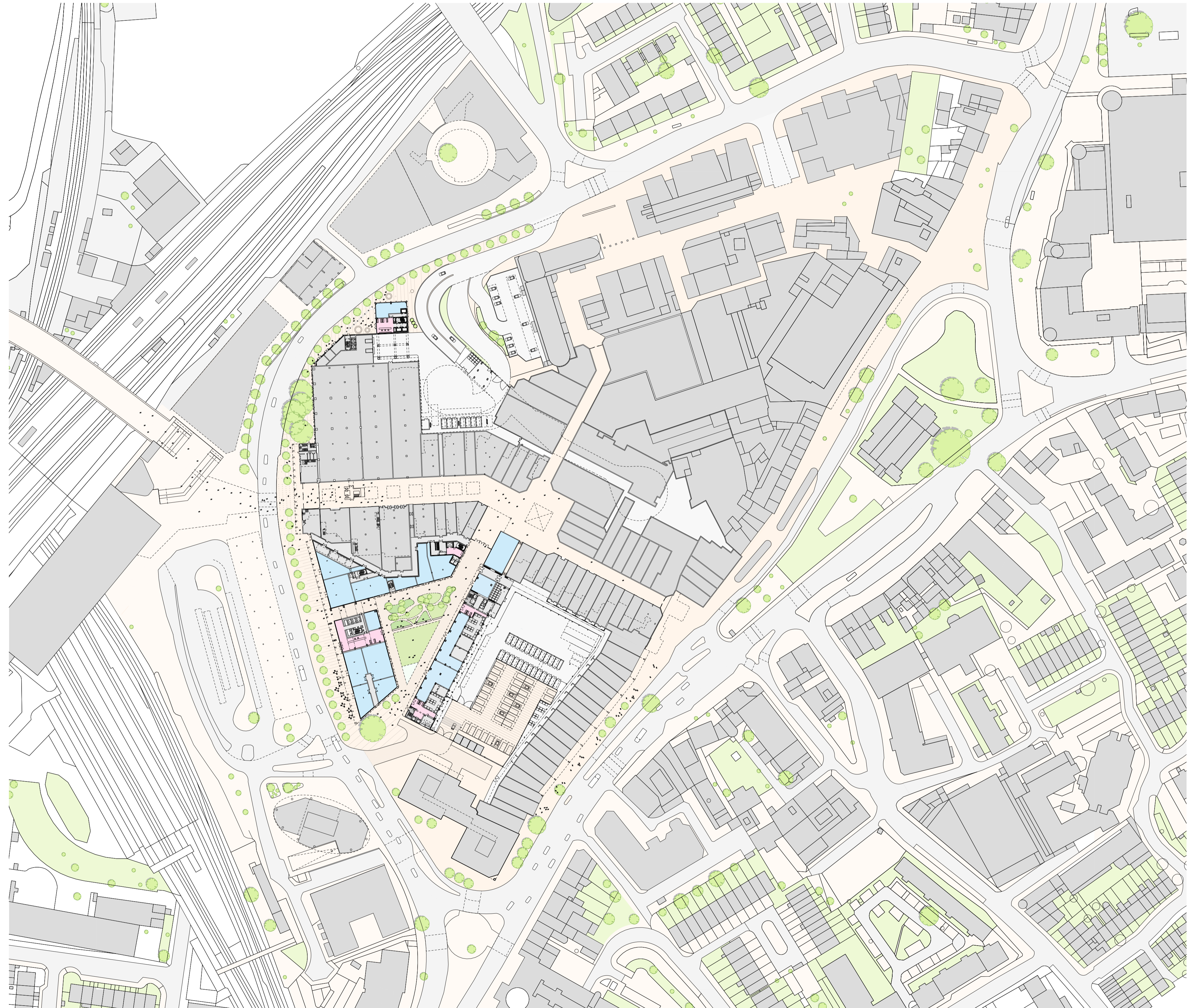
In addition, the proposals would re-configure servicing arrangements to a main service area to the south of the Stratford Centre, with a smaller service area to the north of the Stratford Centre.



Aerial view looking east



A small plan showing roof uses



A plan showing ground floor uses



# PUBLIC REALM AND LANDSCAPING

## Delivering new public spaces for Stratford

The proposals would create a significant amount of new public space, improving existing pedestrian routes and creating new ones, as well as delivering new public squares and amenities. This will help Stratford Island feel more welcoming, more active and easier to get around.

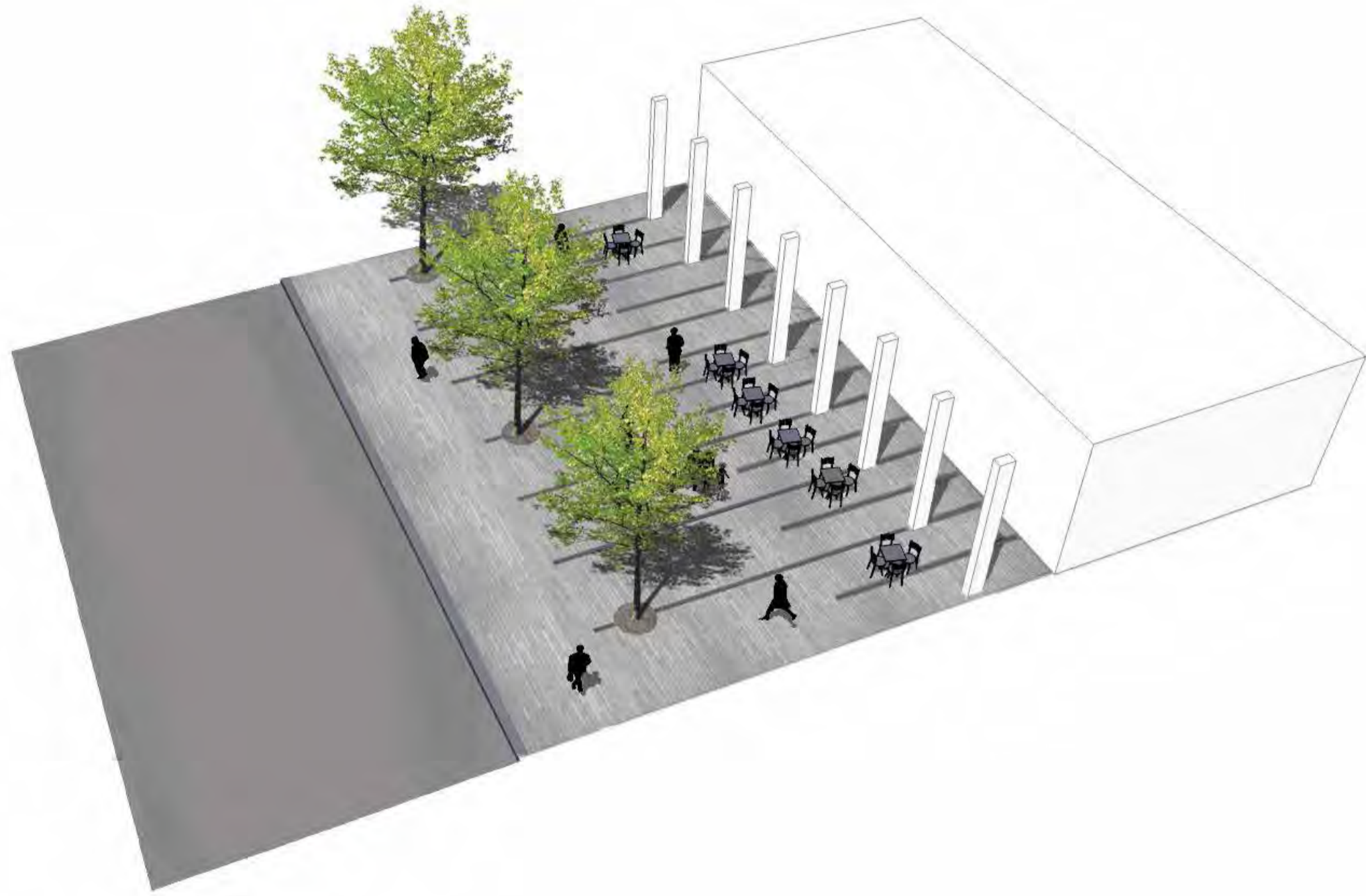
A 250m landscaped route would stretch from the southern part of Stratford Island, along Great Eastern Road, past the Stratford Centre and up to the Cultural Quarter.

A 2,050 sq m brand new public square would sit to the south of the Stratford Centre, creating a new focal point for Stratford Island.

Landscaped public spaces would connect the residential buildings with the rest of Stratford Island.

Shops, restaurants and cafés at ground level would help to make these spaces feel active, busy and increase dwell time.

Landscaping and bespoke lighting will ensure these spaces benefit from clear sight lines and are well lit, making them feel safe and secure, especially at night.



The colonnade that will run along Great Eastern Road



The new public square: south facing



Possible approach to landscaping and planting (1, 2, 3, 4)



# BUILDING 1

## A landmark residential building

To the south of the Stratford Centre and adjacent to the refurbished Morgan House would be a new landmark 42 storey tower.

The building would contain 4,785 sq m of residential space, resulting in around 246 apartments, a proportion of which would be family sized units.

The building would contain shared amenity space, for residents including gardens.

The building has a distinct form created by horizontal bands of high quality white glazed terracotta tiles.

The building has been designed to improve the pedestrian experience at ground level making the area feel more open and active.



View South from Bus Station along Great Eastern Road



Aerial view over Stratford Interchange looking east



## BUILDING 2

To the north of Stratford Island would be a new 20 storey residential building.

The building would contain 10,800 sq m of residential space, resulting in around 116 apartments, a proportion of which would be family sized units.

The façade comprises of a high quality white concrete grid with infill panels of bricks in varying tones.

The building seeks to repair the street frontage along Great Eastern Road adjacent to the existing car park.



Renders showing the cladding of the building (1, 2)



View north from Meridian Square and Great Eastern Road



View south from the north of Stratford Island



# MORGAN HOUSE

## Refurbishing a building that currently blights Stratford Island

Morgan House would be comprehensively refurbished, transforming it into a new, modern residential building.

Five additional storeys would be added during the refurbishment along with brand new façades, extensive winter garden balconies and roof amenities including a running track and allotments.

Morgan House would contain 22,610 sq m of residential space, resulting in around 222 apartments, a proportion of which would be family sized units.

The apartments would sit over a ground floor space for new shops and restaurants.

The building will be served by a 4,300 sq m amenity space which will transform the existing service yard and parking which will be accommodated underneath.



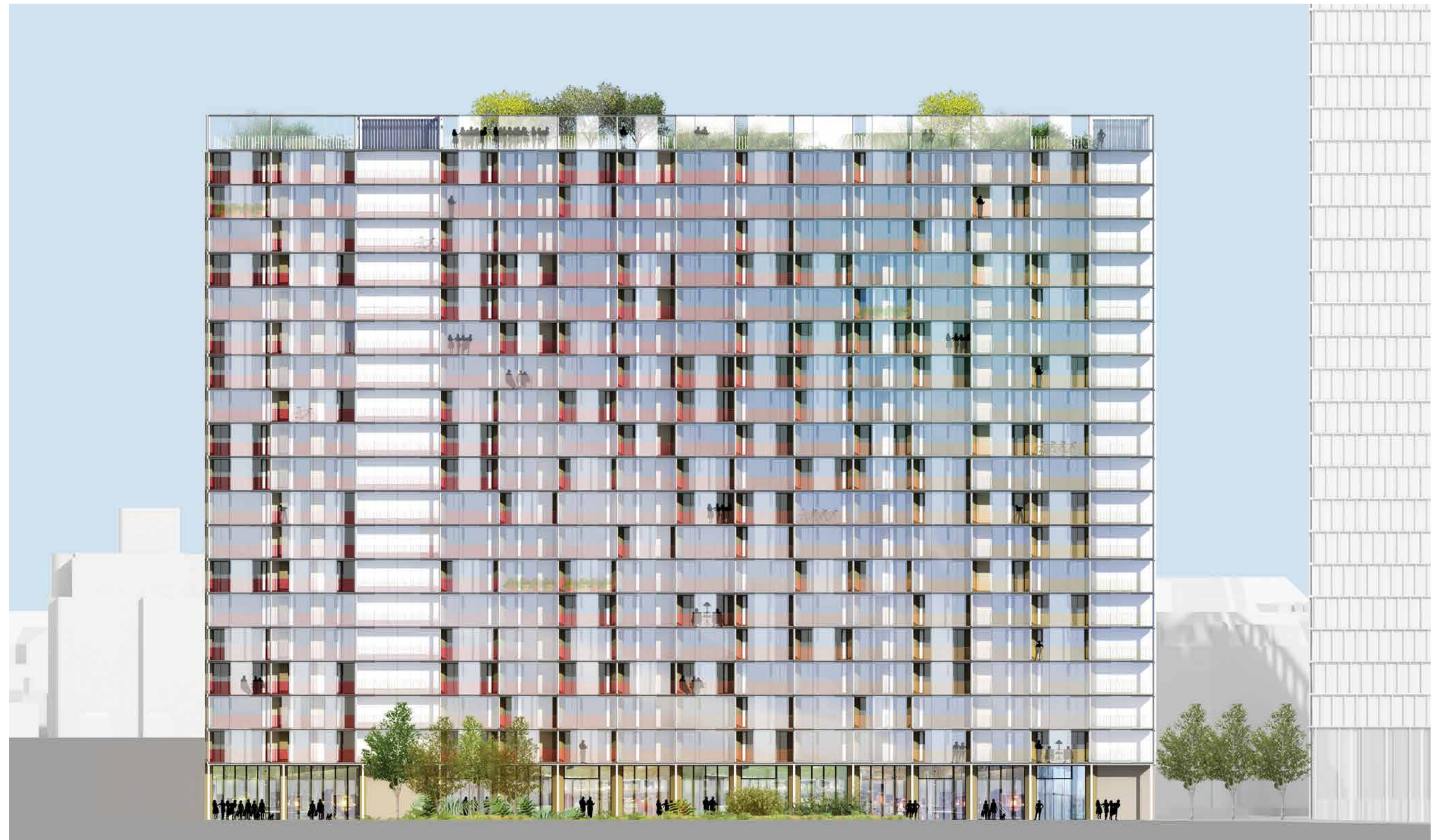
Barking Central: public square



Barking Central: balconies and facade colours



Close up of the new Morgan House façades and the fixed screens that would sit in front of the balconies (1, 2)



Morgan House would contain homes with winter gardens and balconies



# BROADWAY TERRACE

## Enabling holistic and coherent development of Stratford Island

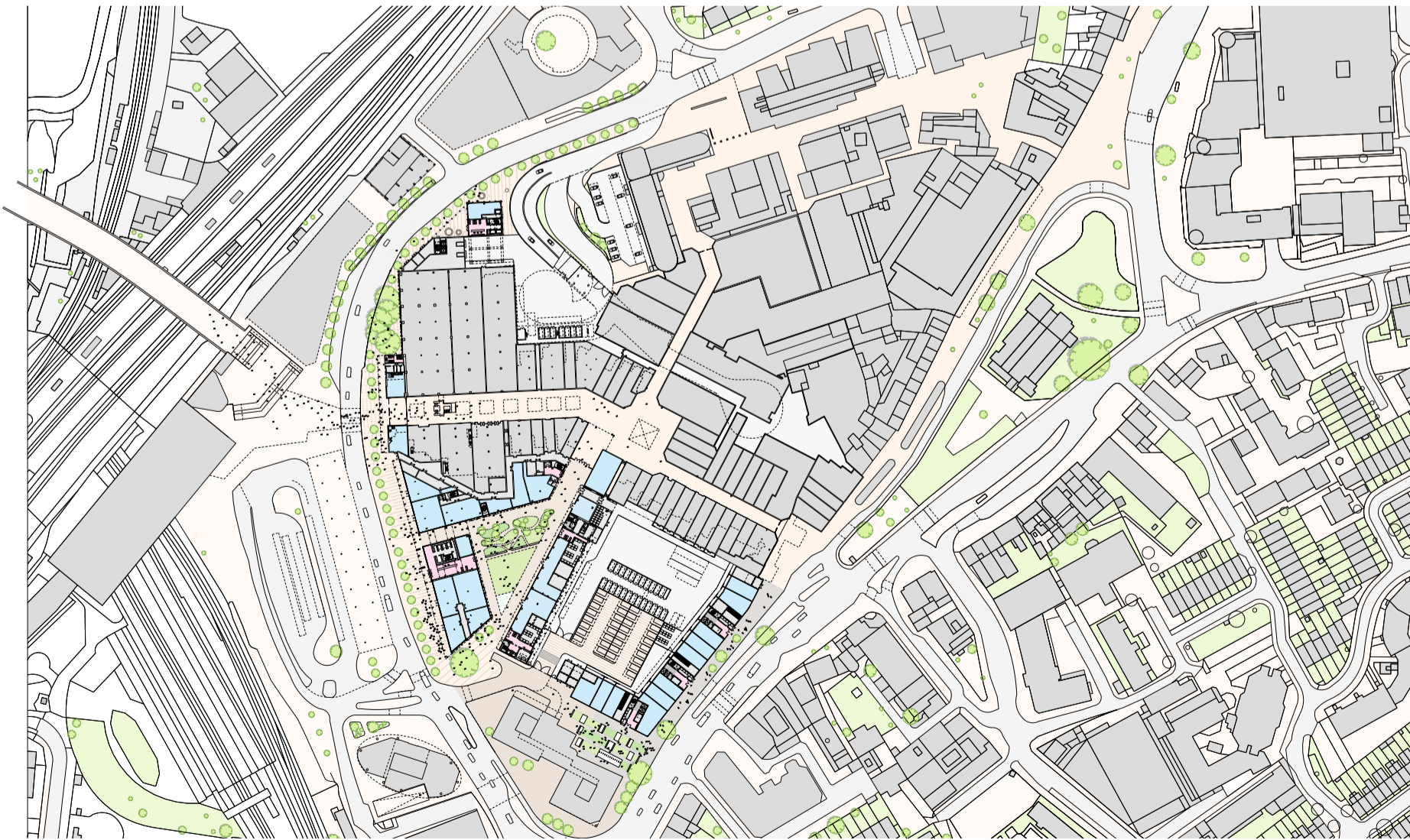
Broadway Terrace sits outside the ownership of the applicant and is therefore not included within this planning application.

However, one of the principles that has underpinned the design of this scheme is that it should enable a comprehensive development of Stratford Island. These proposals would ensure that re-development of Broadway Terrace could be done in a consistent and coherent way.

The images on this panel demonstrate how a new pedestrian route could be created from Great Eastern Road to the Broadway and how any proposals for Broadway Terrace would look alongside this scheme.



View of proposed public space that could link Broadway with Great Eastern Road



Ground floor plan showing potential Broadway Terrace scheme



Potential view looking north along Broadway from the south



# TRANSPORT

## Building on Stratford’s incredible transport connectivity

The existing Stratford Centre car park with about 600 spaces would be retained, albeit with new access arrangements.

Given the incredible public transport links in the area, there would be very limited parking spaces for the new homes, avoiding additional vehicular congestion, although there would be some provision for disabled drivers.

The proposals would deliver a significant increase in the numbers of bicycle parking spaces around Stratford Island.

The existing service areas are to be retained, two of which are to be upgraded as part of the scheme, all would still be accessed via Great Eastern Road.

The scheme has been designed to be compatible with one-way or two-way traffic along Great Eastern Road, in case this changes in the future.



Stratford bus station (1, 2)



Stratford Station, one of the best connected transport interchanges in London



# WIDER BENEFITS

## Helping Stratford to keep getting better

The proposals would safeguard the 530 existing jobs in the Stratford Centre, but also help to deliver 350 new jobs through new restaurants and shops.

In addition, the three year construction programme would likely create hundreds of jobs over its duration. Apprentices and unemployed young people from the local area could be amongst those who benefit from these positions.

The scheme will create a significant amount of new space that could be used for a range of leisure uses, including a new gym for Stratford.

We would also work to preserve the event space on top of the Stratford Centre car park that currently hosts film screenings and pop up restaurants.



The eastern entrance of the Stratford Centre



Shoppers in the Stratford Centre



Central Square leading to East Mall