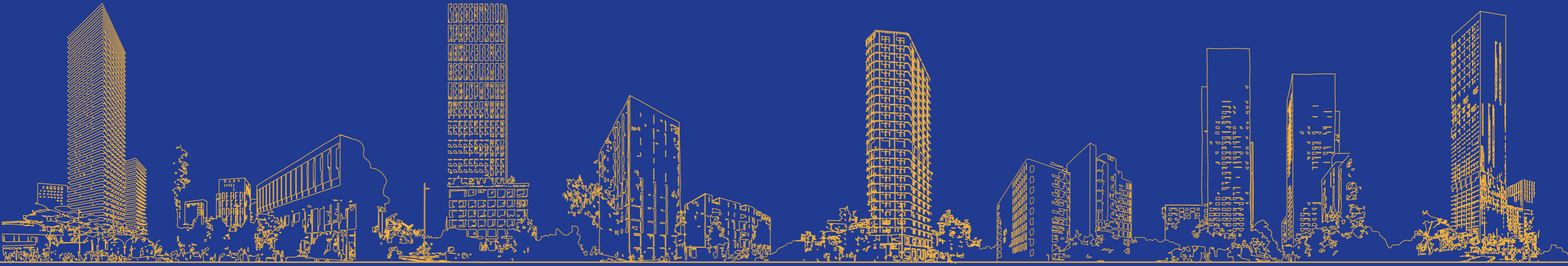


STRATFORD FUTURES

A visual guide to future developments in Stratford



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STRATFORD NOW



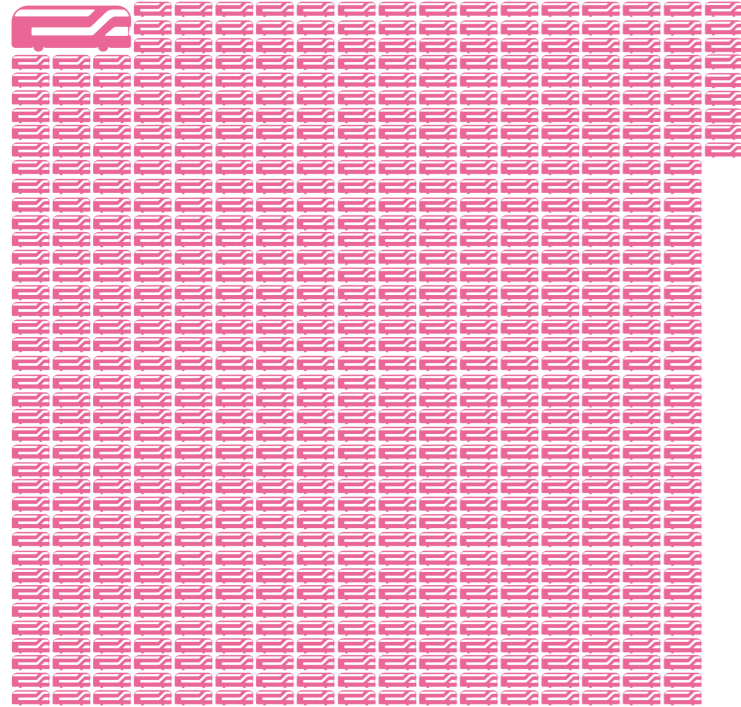
STRATFORD FUTURES

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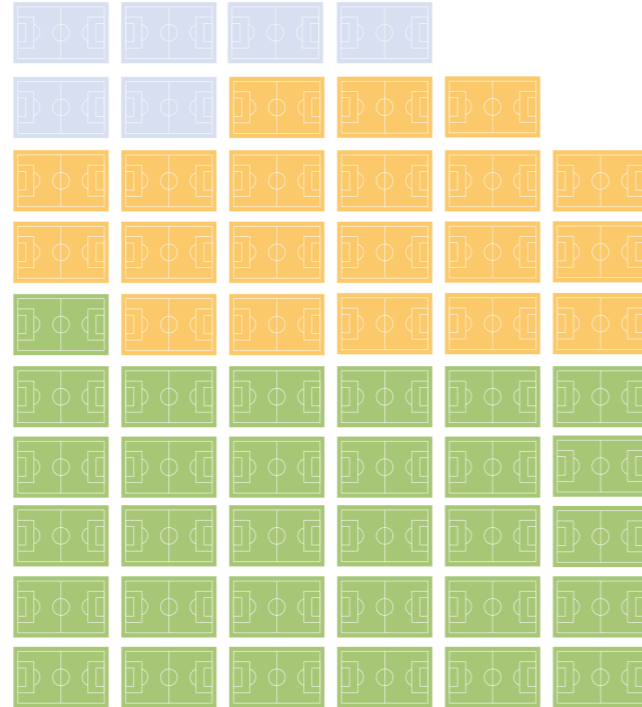
Stratford Futures is a research document and webpage that explains the large number of new buildings that are planned to be built in Stratford. The research was carried out for Stratford Original BID by Office S&M Architects in May 2023. This research is designed to form a full picture of what is planned to happen in the area, explained in a way that is easy to understand. The aim of the research is to enable businesses to make informed decisions based on how Stratford might change over the coming years. The research document is a reflection of the planned and outline developments at the time of its publication which will transform over time.

While Stratford has changed significantly over the last decades, this pace of change is not slowing down. Over the past few years, Stratford has seen an increase in proposed, pending, and approved developments in and around the town centre. In addition, a new Stratford Vision has been developed by Newham Council, and the Local Plan is undergoing revision, both of which identify sites for new developments in Stratford. However, it is often unclear to the wider public how these different proposals relate to each other, and it is hard to understand their impact before they are built. This is where our research comes in.

These diagrams show the total number of floors and floor space identified in our research.



Future Total Number of Floors =
1158 floors
Equals 255 x Double Decker Buses Stacked



● Future Total Office Area = 42,414 m²
 Equals 6 x Football Pitches
 ● Future Total Retail & Hospitality Area = 142,227 m²
 Equals 20 x Football Pitches
 ● Future Total Education Area = 225,763 m²
 Equals 31 x Football Pitches

Stratford Original BID engage and consult with many of these proposals. In addition, Stratford Original informs its business community about them to raise awareness and facilitate opportunities for engagement with these developments. In order to help explain the range of developments proposed, Stratford Original has commissioned a series of “urban visuals” to share with the business community what is currently proposed in Stratford.

This research was carried out by making a list of developments that we know have been given planning consent, but have not been built yet, since planning approval is the first step toward buildings being constructed and this information

is often hard to access unless you know where to look. We also added buildings that have only just started construction, because these will take some time to finish and then be fully occupied. We added allocated sites from the emerging Local Plan policy document, and sites identified in the Stratford Vision masterplan. We then researched these developments, collecting public data from the LLDC and Newham planning websites, and extrapolated information from the Local Plan evidence base. This data was used to build 3D models of the proposed developments, as well as to compile a data table. Finally, these new developments have been presented through sketches and diagrams which show the impact of these new developments on the ground floor uses



STUDENT LIFE AND HOSPITALITY

Our first future view is looking up the High Street past Stratford High Street DLR station, and toward Broadway. Here we can see the large new population of students and visitors to hotels. Since there are over 4645 new student rooms planned for Stratford, and 225,800 m2 of new educational space planned by universities and colleges, there will be significantly more students living and studying in the town centre. At the same time, three new planned hotels will join the existing accommodation offer for tourists staying in Stratford.



ACTIVE TRAVEL AND ENTERTAINMENT







In this view we have highlighted the increase in movement and entertainment in the area that will be created by future developments. The view is looking from Great Eastern Road toward the bus station and Meridian Steps. The opening of East Bank, the creation of the Cultural Quarter, and the potential construction of the MSG Sphere will see significant increases in entertainment uses in Stratford. Meanwhile more people will be able to access these attractions as the over station development will result in improved access via Stratford station and bus station, with more active travel being encouraged via dedicated bicycle infrastructure.



VIBRANT HIGH STREET AND COMMUNITY

This visual shows the increase in commercial and community activity that the new developments will bring. In particular, because of 4645 new homes being built there will be a significant increase in residents, who will want to shop locally, such as at Stratford Market, and use local social activities, such as community spaces and religious buildings. As such, this view shows St John's church and Stratford Market on Broadway being used by more people for a wide range of activities.

STRATFORD NOW

-  TFL Stations
-  Landmark
-  Existing Buildings
-  Green Spaces
-  Waterways
-  Stratford Original Boundary



STRATFORD FUTURES

-  TFL Stations
-  Landmark
-  Existing Buildings
-  Proposed Buildings
-  Green Spaces
-  Waterways
-  Stratford Original Boundary



STRATFORD FUTURES KEY

-  1. 104-106 BROADWAY
-  2. CHERRY PARK
-  3. THE GROVE
-  4. POLAND HOUSE
-  5. STRATFORD ASSEMBLY
-  6. STRATFORD WORKSHOPS
-  7. BRIDGEWATER TRIANGLE
-  8. CARPENTERS ESTATE
-  9. CHANNELSEA STUDIOS
-  10. EAST VILLAGE TOWERS
-  11. GROVE CRESCENT
-  12. MARLIN HOTEL
-  13. MERIDIAN STEPS
-  14. MSG SPHERE
-  15. PLOTS N20-23
-  16. STRATFORD WATERFRONT
-  17. UCL EAST
-  18. STRATFORD YARDS
-  19. ALICE BILLINGS HOUSE
-  20. INTERNATIONAL BUSINESS PARK STRATFORD
-  21. RICK ROBERTS WAY
-  22. VICTORIA STREET
-  23. BRIDGE & BROADWAY HOUSE
-  24. CAR PARK R/O TOWN HALL
-  25. MORRISON'S CAR PARK
-  26. THE REX
-  27. STRATFORD HIGH STREET BINGO HALL
-  28. STRATFORD HIGH STREET DLR STATION
-  29. STRATFORD HIGH STREET STATION



1. 104-106 BROADWAY

STATUS Under construction
TYPE Hotel, retail
ADDRESS 104-106 Broadway, Stratford, London, E15 1NG

104-106 Broadway is a new 7-storey apart-hotel in the centre of Stratford. To activate the ground floor along the Broadway, the development will also include retail and commercial uses at street level.

Number of hotel rooms	Retail & hospitality floorspace (m ²)	Number of floors	Ground floor use	Completion
62	344	7	Retail, Commercial	2024



2. CHERRY PARK

STATUS Under construction
TYPE Residential
ADDRESS Cherry Park, Stratford City Zone 1, London, E20 1EJ

Cherry Park is a new residential neighbourhood, previously outlined in the Stratford City Masterplan. The development will be a new pedestrian-focused quarter with a mix of residential and commercial uses. Along with this, it will include several green spaces and the new Cherry Park Square.

Number of Build to Rent apartments	Office floorspace (m ²)	Retail & hospitality floorspace (m ²)	Number of floors	Ground floor use	Completion
1224	3480	16354	13, 20, 26, 36	Commercial, Retail, Residential	2024



3. THE GROVE

STATUS Under construction
TYPE Residential, mixed-use
ADDRESS 124 The Grove, Stratford, London, E15 1NS

The Grove is a 6-storey mixed-use building providing central Stratford with new apartments. The ground floor level will include a retail space to animate the street frontage.

Number of homes for sale	Retail & hospitality floorspace (m ²)	Number of floors	Ground floor use	Completion
10	94	6	Retail, Commercial	2024

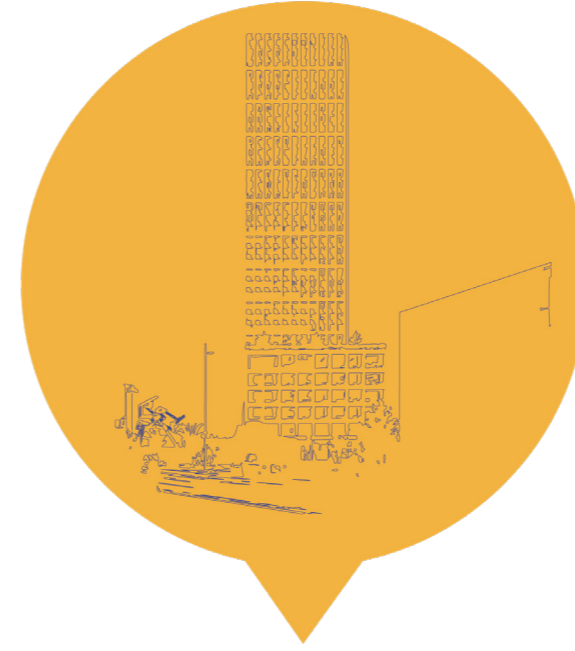


4. POLAND HOUSE

STATUS Under construction
TYPE Student accommodation
ADDRESS 293-325 High Street, London, E15 2TJ

Poland House is an 12-storey student accommodation development. The new building will have flexible community space on the ground floor to create a more active and an active facade on all street elevations. In addition to this, the development will include landscaping and public realm improvements around the proposed building.

Number of Purpose Built Student Accommodation	Community floorspace (m ²)	Number of floors	Ground floor use	Completion
282	160	12	Community space	2025



5. STRATFORD ASSEMBLY

STATUS Under construction
TYPE Student Accommodation, Education
ADDRESS 2 Farthingale Walk, London, E15 1AW

Stratford Assembly is a 36-storey mixed-use building including student accommodation, educational and community spaces. The development will provide new spaces for the London Academy of Excellence and offer a flexible hall on the ground floor that can be used by student residents and the local community. In addition to this, the development will include landscaping and public realm improvements around the proposed scheme and Jupp Road Bridge.

Number of Purpose Built Student Accommodation	Education floorspace (m ²)	Community floorspace (m ²)	Number of floors	Ground floor use	Completion
716	8815	915	36	Education, Community space	2026



6. STRATFORD WORKSHOP

STATUS Under construction
TYPE SME workspace
ADDRESS Stratford Workshops, Burford Road
 London, E15 2SP

Stratford Workshops include the restoration of a historic industrial building that was previously converted into a centre for start-ups and small businesses. It is now being transformed into a new creative hub for makers and innovators in East London by reinventing and restoring the existing building.

Office floorspace (m ²)	Number of floors	Ground floor use	Completion
3716	4	Workspace	2023



7. BRIDGEWATER TRIANGLE

STATUS Approved
TYPE Residential, retail
ADDRESS Bridgewater Triangle, London, E15
 2NJ

The Bridgewater Triangle is a masterplan for the development of a new residential neighbourhood in the Pudding Mill area near the Queen Elizabeth Olympic Park. It includes new homes in combination with community and commercial uses complementing the new landscaping and public realm.

Number of homes for sale	Number of Affordable homes	Office floorspace (m ²)	Retail & hospitality floorspace (m ²)	Number of floors	Ground floor use	Completion
288	288	11732	2717	19, 22, 43	Retail, Hospitality	TBC

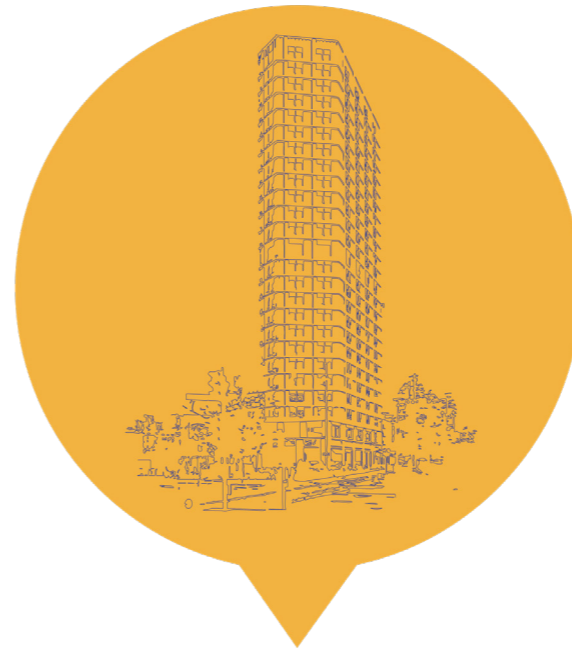


8. CARPENTERS ESTATE

STATUS Approved
TYPE Residential, mixed-use
ADDRESS Land at Carpenters Estate, Stratford, London, E15

The Carpenters Estate is a masterplan for the wider redevelopment of the existing estate. The development will include a mix of uses such as residential, both new and refurbished, in addition to workspace and retail. Along with this, the redevelopment will support the local community with community spaces and a new local pub and cinema.

Number of homes for sale	Number of Affordable homes	Number of Build to Rent apartments	Number of hotel rooms	Office floorspace (m ²)	Retail & hospitality floorspace (m ²)	Education floorspace (m ²)	Community floorspace (m ²)	Number of floors	Ground floor use	Completion
1073	65	884	191	3634	4401	7425	534	20, 4, 11, 12, 30, 6, 6, 6, 6, 5, 5, 5, 5, 3, 6, 9, 12, 12, 15, 18	Commercial, Education, Community	2035



9. CHANNELSEA STUDIOS

STATUS Approved
TYPE Student Accommodation
ADDRESS 302-312 Stratford High Street, London, E15 1AJ

Channelsea Studios is a part 12, part 25 storey mixed-used building including student accommodation, workspace and a new community pub, which forms a fully activated ground and first floor. In addition to this, the scheme will include landscaping and public realm improvements along the Channelsea River.

Number of Purpose Built Student Accommodation	Office floorspace (m ²)	Retail & hospitality floorspace (m ²)	Number of floors	Ground floor use	Completion
465	768	141	12,25	Workspace, Hospitality	TBC



10. EAST VILLAGE TOWERS

STATUS Approved
TYPE Residential, retail
ADDRESS Plots N18/19, Zone 3, Celebration Avenue, Stratford City, E15 2EG

East Village Towers is part of the Stratford City Outline Planning Permission and is a 34 and 39 storey mixed-use development scheme that includes apartments along with retail and restaurants at the ground floor level. In addition to this, the development will include landscaping and public realm improvements around the proposed scheme.

Number of Build to Rent apartments	Retail & hospitality floorspace (m ²)	Number of floors	Ground floor use	Completion
848	875	34, 39	Retail, Leisure, Residential	TBC



11. GROVE CRESCENT

STATUS Approved
TYPE Student accommodation
ADDRESS Grove Crescent Road, London, E15 1BJ

Grove Crescent is a 12-storey mixed-use development, combining communal workspace and student accommodation in a central location. The development aims to benefit both its residents and the local community by creating a student hub and attracting creative start-ups. Grove Crescent will also provide external spaces such as a courtyard and terraces.

Number of Purpose Built Student Accommodation	Office floorspace (m ²)	Retail & hospitality floorspace (m ²)	Number of floors	Ground floor use	Completion
397	2044	128	12	Workspace, Student Amenity	2025



12. MARLIN HOTEL

STATUS Approved
TYPE Hotel
ADDRESS 131 Angel Lane, London, E15 1DB

Marlin Hotel is a 3-14 storey hotel development including the restoration of the locally listed Railway Tavern Hotel. In addition to the hotel, the scheme will include a bar and restaurant, public realm improvements, and landscaping.

Number of hotel rooms	Retail & hospitality floorspace (m ²)	Number of floors	Ground floor use	Completion
412	209	14	Hospitality	TBC



13. MERIDIAN STEPS

STATUS Approved
TYPE Student Accommodation
ADDRESS Land Adjacent to Meridian Steps, Angel Lane, Stratford City, E15 1BB

Meridian Steps is a 41-storey student accommodation with flexible commercial floorspace that will include retail, affordable workspace, cafe along with the Stratford City Room community space available to local charitable organisations. Along with this, the scheme will include public realm improvements and landscaping as well as the reinstatement of an access point to Stratford Station.

Number of Purpose Built Student Accommodation	Office floorspace (m ²)	Retail & hospitality floorspace (m ²)	Community floorspace (m ²)	Number of floors	Ground floor use	Completion
985	608	536	72	41	Workspace, Hospitality, Community space	2026



14. MSG SPHERE

STATUS Approved
TYPE Leisure complex
ADDRESS Land to the west of Angel Lane, Stratford, London, E15 1AA

MSG Sphere is a multi-use development for entertainment and leisure including an entertainment, assembly, music and leisure venue along with nightclubs, restaurants, bars and retail. The outside of the building will be covered with an illuminated display. In addition to this, the scheme will include landscaping and public realm improvements as well as new access bridges, creating connections to Westfield.

Office floorspace (m ²)	Retail & hospitality floorspace (m ²)	Number of floors	Ground floor use	Completion
729	80,015	32	Retail, Hospitality	TBC



15. PLOTS N20-23

STATUS Approved
TYPE Commercial, retail
ADDRESS Plots N20-23, Zone 3 & 4, Stratford City, London, E15 2EG

Plots N20-23 are part of the Stratford City Outline Planning Permission and outline the future development of 4 mixed-use buildings including both commercial and retail uses alongside public realm improvements and landscaping.

Number of floors	Ground floor use	Completion
12, 12, 30	Retail, Commercial	TBC



16. STRATFORD WATERFRONT

STATUS Approved
TYPE Residential, culture
ADDRESS Stratford Waterfront, London, E15 2DU

Stratford Waterfront is part of the wider East Bank masterplan and includes mixed-use development for residential and cultural uses. It will become the home to a series of cultural and academic institutions such as V&A East, BBC Media Centre, Sadler's Wells East and the London College of Fashion. This will be supported by retail, cafes and restaurants along with public realm improvements and landscaping.

Number of Affordable homes	Office floorspace (m ²)	Retail & hospitality floorspace (m ²)	Education floorspace (m ²)	Number of floors	Ground floor use	Completion
300	86	33048	41965	24, 24, 24, 20	Commercial, Cultural, Retail, Residential	2024



17. UCL EAST

STATUS Approved
TYPE Academic
ADDRESS South of the London Aquatics Centre, East of Waterworks River, E20 2AF

UCL East is a mixed-use development including a new campus in Queen Elizabeth Olympic Park at One Pool Street and Marshgate. The scheme includes both academic spaces and research spaces along with student housing and retail. In addition, the development will include the addition of new streets, public realm improvements and landscaping.

Number of Purpose Built Student Accommodation	Retail & hospitality floorspace (m ²)	Education floorspace (m ²)	Number of floors	Ground floor use	Completion
1800	4240	2717	20, 23, 23, 20, 24, 24	Retail, Commercial, Education	TBC



18. STRATFORD YARDS

STATUS Approved
TYPE Residential, hotel, offices & commercial
ADDRESS Stratford Centre & Morgan House, E15 1XB, London

Stratford Yards is a mixed-use development including ground plus 42 and 21-storey build to rent residential buildings, ground plus 17-floor hotel block and ground plus 10-floor office block along with retail floor space. The scheme includes both the modification of the Stratford Centre and the replacement of Morgan House. The development will also feature a series of public realm improvements through a new public square, landscaping and market trader storage.

Number of Build to Rent apartments	Number of hotel rooms	Office floorspace (m ²)	Retail & hospitality floorspace (m ²)	Number of floors	Ground floor use	Completion
423	299	11732	2717	19, 22, 43, 12	Retail, Hospitality	TBC



19. ALICE BILLINGS HOUSE

STATUS Approved
TYPE Affordable artist studios
ADDRESS 2-12 Alice Billings House, West Ham Lane, London, E15 4SF

Alice Billings House includes the restoration and conversion of a vacant Grade II Listed building into affordable creative workspaces. The scheme will also include gallery spaces as well as a café serving the wider community. By refurbishing Alice Billings House, the heritage building will be reintegrated into the local community by opening the space and its courtyard.

Office floorspace (m ²)	Number of floors	Ground floor use	Completion
632	4	Community space	2024



20. INTERNATIONAL BUSINESS PARK STRATFORD

STATUS In planning
TYPE Workspace
ADDRESS Rick Roberts Way, London, E15 2GN

International Business Park Stratford is a development of three new 3-4 storey buildings offering flexible workspaces in Stratford's International Business Park on the site of the former Kesslers building. In addition to this, it will also provide the local area with more diverse jobs for local people.

Office floorspace (m ²)	Number of floors	Ground floor use	Completion
14586	3, 4, 4	Workspace	TBC

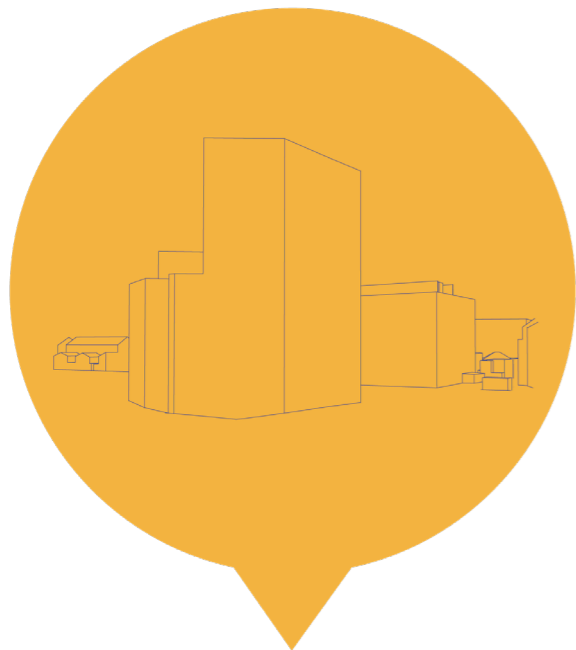


21. RICK ROBERTS WAY

STATUS In planning
TYPE Residential, mixed-use
ADDRESS Land At Rick Roberts Way, London, E15 2GN

Rick Roberts Way is part of a wider masterplan of the Legacy Communities Scheme by the LLDC. The site is proposed to include residential development along with retail and employment uses. The scheme will also include a new secondary school.

Education floorspace (m ²)	Number of floors	Ground floor use	Completion
11732	8, 16	Residential, Education	TBC



22. VICTORIA STREET

STATUS In planning
TYPE Residential
ADDRESS 10 Victoria Street, London, E15 4NY

Victoria Street is an ongoing project with local residents to develop a new 9 and 14-storey residential scheme, replacing the existing buildings and providing the residents with high-quality housing.

Number of Affordable homes	Number of floors	Ground floor use	Completion
151	14	Residential	2026

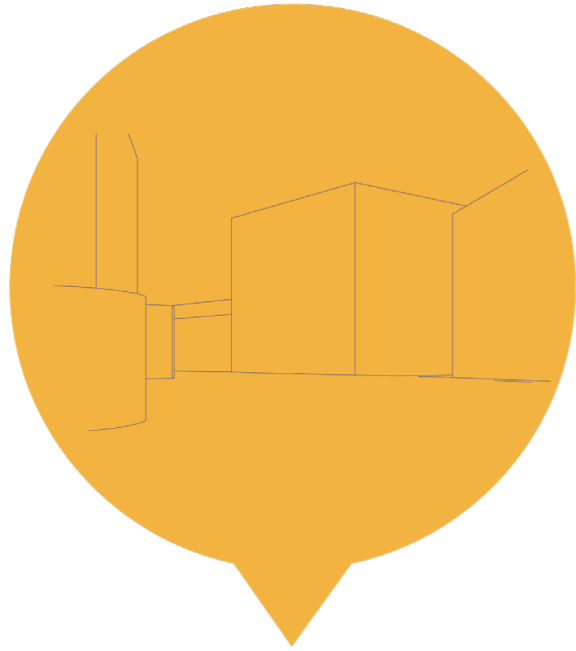


23. BRIDGE & BROADWAY HOUSE

STATUS In planning
TYPE Hotel, retail
ADDRESS Bridge & Broadway House, 322 High St, London, E15 2DU

Bridge and Broadway House is part of the illustrative masterplan also including Stratford Assembly, currently known as Jubilee House. The site is proposed to include mixed-use residential development along with commercial uses as well as small workshops or retail units to provide active frontages along all facades of the building.

Number of floors	Ground floor use	Completion
26	Workspace, Residential	TBC



24. CAR PARK R/O TOWN HALL

STATUS LB Newham Stratford Vision
TYPE Residential, mixed-use
ADDRESS West Ham Lane, London, E15 4PH

The car park to the rear of the Town Hall is identified in LB of Newham's Stratford Vision as an opportunity site for redevelopment. The site is proposed to include new residential development along with a mixed-use ground floor with a community garden to create an active ground floor.

Number of floors	Ground floor use	Completion
5	Retail, Commercial, Residential	TBC

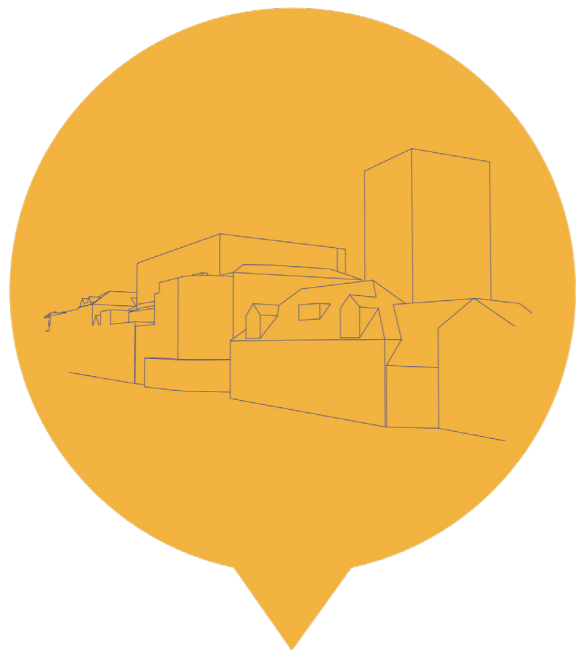


25. MORRISON'S CAR PARK

STATUS LB Newham Draft Local Plan
TYPE Residential, mixed-use
ADDRESS 15 The Grove, London, E15 4LJ

The car park of Morrison's supermarket in Stratford has been identified in London Borough of Newham's Draft Local Plan as part of the site allocation for Stratford Central. The development is proposed to include a mix of residential, retail and commercial uses along with civic and community spaces as well as a retained supermarket.

Number of floors	Ground floor use	Completion
5-18	Retail, Commercial, Residential	TBC



26. THE REX

STATUS LB Newham Stratford Vision
TYPE Residential, mixed-use
ADDRESS 341-353 High Street, London, E15 4QZ

The Rex is identified in the London Borough of Newham’s Draft Local Plan as part of a larger allocated site for redevelopment, as well as an opportunity site in the Stratford Vision. The site is proposed to include a mix of apartments and workspaces, while retaining key heritage buildings.

Number of floors	Ground floor use	Completion
12	Retail, Commercial, Residential	TBC



27. STRATFORD HIGH STREET BINGO HALL

STATUS LB Newham Draft Local Plan
TYPE Residential, mixed-use
ADDRESS 341-353 High Street, London, E15 4QZ

Stratford High Street Bingo Hall is identified in the London Borough of Newham’s Draft Local Plan as an allocated site for redevelopment as well as an opportunity site in the Stratford Vision. The site is proposed to include a mix of apartments and spaces of employment and light industrial uses, supporting the Stratford Workshop.

Number of floors	Ground floor use	Completion
4-13	Light industrial, Maker Space	TBC



28. STRATFORD HIGH STREET DLR STATION

STATUS LB Newham Stratford Vision
TYPE Residential, mixed-use
ADDRESS 353 Stratford High Street, London, E15 4QZ

Stratford High Street DLR Station is identified in London Borough of Newham’s Stratford Vision as an opportunity site for redevelopment. The corner development is proposed to be mixed-use including residential units and a creative workspace.

Number of floors	Ground floor use	Completion
10	Commercial	TBC



29. STRATFORD STATION

STATUS LB Newham Draft Local Plan
TYPE Residential, mixed-use
ADDRESS Stratford Station, Station Street, London, E15 1AZ

Stratford Station has been identified in the London Borough of Newham’s Draft Local Plan as an allocated site for redevelopment. The site is proposed to increase the capacity of the current station including improved entrances and ticket hall as well as retaining function of the bus station. In addition to this, the development would include residential, industrial and employment uses.

Number of floors	Ground floor use	Completion
4-30	Retail, Commercial, Residential	TBC

Stratford Original is the Business Improvement District (BID) for the Stratford town centre. The BID operates within a defined geographical area in which the businesses have voted by a democratic ballot to invest collectively to make improvements and promote their area as destination.



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