

BOW GOODS YARD

MASTERPLAN

INITIAL FINDINGS & IDEAS EXHIBITION

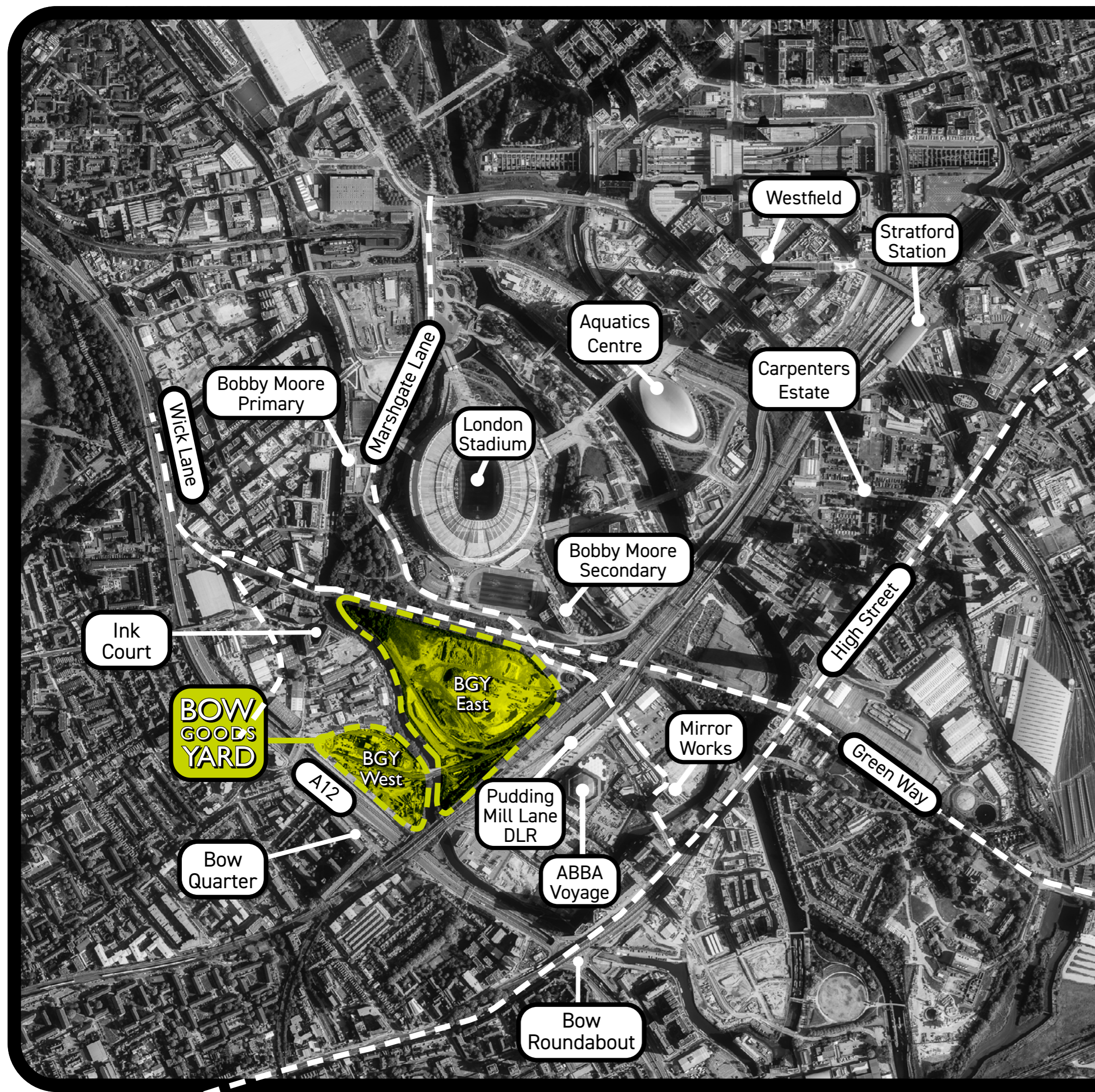
WHAT IS TODAY ABOUT?

- Share engagement activities, community priorities and design responses
- Show some of the initial design ideas and get your feedback
- Talk about the mix of masterplan ingredients, what we know is fixed in the scheme
- Share next steps and timeline ahead of an outline planning submission

ABOUT THE PROJECT?

Network Rail is preparing a masterplan for up to 30 acres of brownfield land at Bow Goods Yard in Stratford, right next to Pudding Mill Lane DLR.

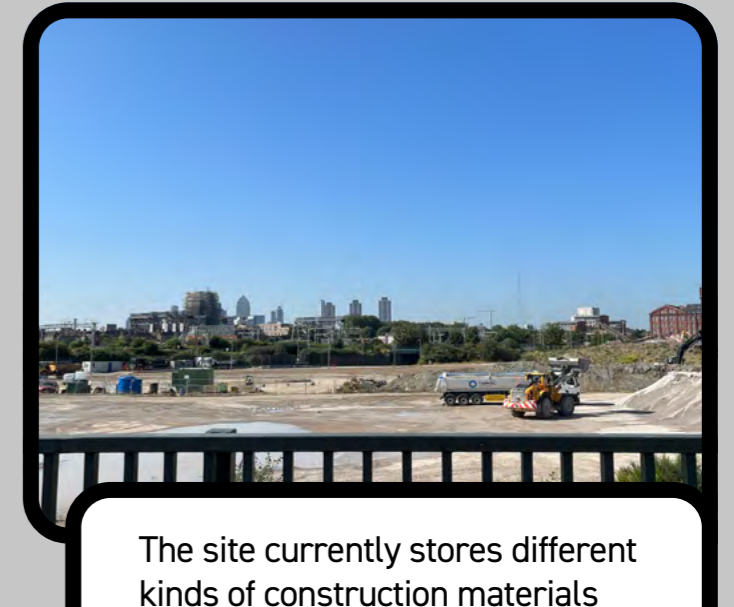
Between June 2023 - early 2024 we want to work with local communities and our design team to develop a masterplan that meets the needs of existing and future communities.



THE SITE

Bow Goods Yard was established in the 1800s and currently contains one of London's last remaining rail heads

This is a vital operation that will need to be retained on the site



The site currently stores different kinds of construction materials



These are moved in and out of the site by rail...



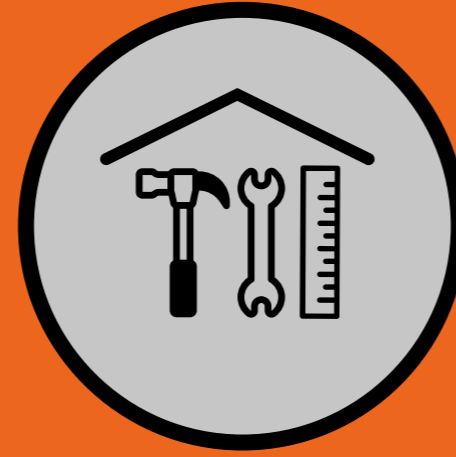
...and used to construct roads, homes, schools, hospitals and other buildings

WHAT COULD THIS SITE BECOME?

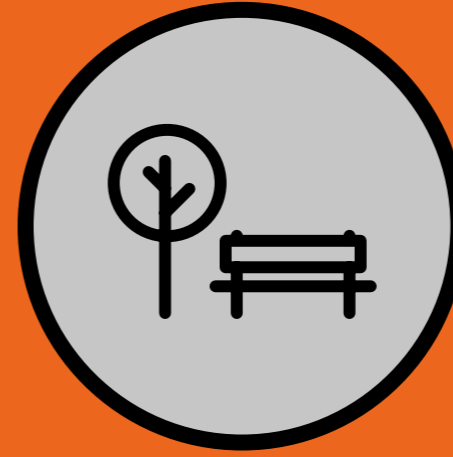
The railhead will be retained. We want to explore whether the plan also includes:



A rail freight campus and last-mile logistics hub



Workspace fit for the future of working that can support local employment



New landscaping and open space celebrating the site's unique location and opening up this space to public use



A neighbourhood of new homes

MEET THE TEAM



Network Rail own the land and are leading the project. They are ambitious about creating a new working neighbourhood on this site.



UMC will be leading on developing designs for the rail freight and industrial and Network Rail facilities within the masterplan.



make:good are a local design studio, keeping the community informed, and involved to ensure they have as much influence as possible.



Macranor Lavington are the lead architects developing the masterplan. They specialise in mixed-use developments and urban design.



WSP are an engineering team coordinating across the technical considerations of this project to make sure that it is structurally, and functionally safe.



Useful Projects will make the project as sustainable as possible bringing in a holistic approach across a set of environmental, social, and economic themes.



Architecture 00 are emerging leaders in workspace design and will be developing designs for potential workspace buildings.



East will be working on the landscaping and public realm designs to create an experience, that is sustainable and works for diverse users.





What works well about your area?



What could be better?

WORKING WITH OUR COMMUNITY



What's missing?



What are your ideas and priorities for the future?

PROJECT TIMELINE

WE ARE HERE

JUNE - AUGUST 2023



Insight gathering

Understanding the area and collecting priorities for the future of Bow Goods Yard.

SEPTEMBER 2023



Initial design responses

Drop in exhibition of initial design responses to priorities.

AUTUMN 2023



Detailed themes

Focused workshops on key topics with community and design team. E.g. Landscaping, access & movement, urban design, future work & employment.

EARLY 2024



Pre-planning

Drop in exhibition of outline masterplan for planning submission.

EARLY 2024



Planning submission

Outline masterplan for planning submission to LLDC.

LATE 2024



Post planning

Subject to a successful planning approval, Network Rail will take the masterplan forward into a detailed and deliverable plan.

GATHERING INSIGHT

Since late June 2023 we have been working with and talking to the community.

Through these activities we have reached:

400+ PEOPLE

300+ PRIORITIES

400+ COMMENTS ON LOCAL AREA

270+ FEEDBACK FORMS



School 360 Summer Fete



Dovetail Canal Stroll



Get Living Summer Fair



Mirror Works Pop-up



Bobby Moore Graduations



Mapping local feedback



Co-designed artwork



Young Designers modeling the site



Bobby Moore Young Designers



Young Designers landscape models



Carpenters Estate Young Designers

NetworkRail

“ The canal and peacefulness of walking around that area are really great, as is the community vibe with bars/ restaurants/cafes outside the area too. ”



“ Large transport links eg motorway, break up the areas, it's hard to cross them safely. Canal is fenced in so it's not very pedestrian friendly with bikes speeding along. ”



UNDERSTANDING YOUR AREA

“ Green spaces and transport infrastructure in our area are great. Cultural and heritage assets like Bow Arts and the new Eastbank development. ”



“ We need more basic shops and convenient lunch options ”



“ The current high number of HGVs travelling to and from the area everyday causing debris on roads and pollution in the air and loud noises. ”



WHAT WORKS ABOUT THE AREA



The Greenway

- Greenway gets praised for convenience, greenery, and pleasant routes, serving as a direct path and transit link



Calm & quiet

- Respondents value the peaceful, less crowded atmosphere.



Natural openness & surroundings

- Area offers proximity to nature and city views
- Wildflowers on some routes seen positively
- Green spaces enhance variety of activities and freedom



Olympic park & recreational facilities

- Respondents love the Olympic Park for its peaceful green spaces and access to sports facilities like the London Aquatics Centre for exercise



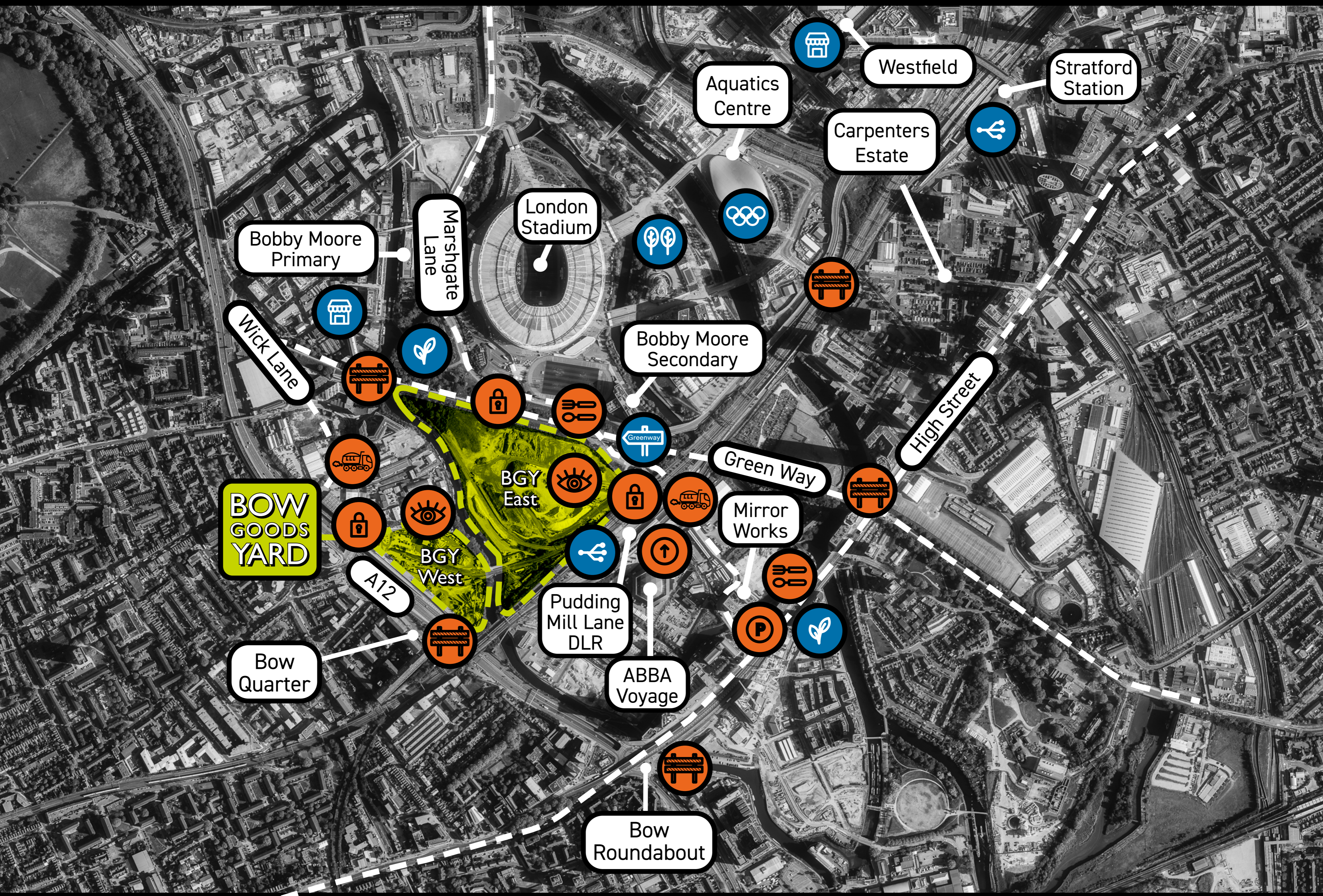
Surrounding commercial & retail

- Shops, restaurants, and cafes along the canal, Westfield Stratford, and Hackney Wick are well-liked



Good transport links

- Good connectivity to Stratford and central London
- DLR highly accessible and convenient



WHAT DOESN'T WORK ABOUT THE AREA



Signage & wayfinding

- Inadequate Greenway signage, especially for cyclists
- Challenging navigation from DLR station exit



Safety & accessibility

- Unclear paths for cyclists and pedestrians on the Greenway
- Safety for women at night is a concern with dark underpasses, bridges and lack of overlooking and lighting on the Greenway.
- Limited access points make the Greenway feel unsafe
- Improve environment through light industrial areas on Wick Lane



Connectivity & physical barriers

- Roads, railway, and canal create physical barriers, impacting connectivity and causing noise and pollution. A12 hinders access from the South West
- Scarce transport options to Bobby Moore Academy; only the 339 bus serves the area sporadically
- Unsafe Bow Roundabout lacks pedestrian and cyclist-friendly routes



Aesthetics

- The views across Bow West and the associated noise and dust impact surrounding communities.
- The visual outlook around Bow East could be enhanced with color, artwork and planting



Environmental concerns

- Dust and air quality worries, especially for children and those with asthma. The bad odour along the Greenway is also raised as an issue.
- Residents view HGVs on Marshgate Lane and Wick Lane as traffic, noise, and air pollution contributors



Parking

- Some residents and workers noted a lack of parking in the area. This is unlikely to be addressed by this project because of policy.



What's missing?

- Workers lack food, lunch and retail options
- Residents want more local amenities: convenience stores, supermarkets, and independent shops as well parks, cafes and cultural activities



“ I enjoyed learning about different ways we can combat climate change through architecture and the importance of climate resilient places. ”

“ The best bit was using clay to model the site. We put heavier industry towards the railway, lighter industry in the middle and residential, shops and a community space along greenway. We put solar panels and plants on all the roofs. ”

YOUNG DESIGNERS SUMMER PROGRAMME

“ It was interesting learning more about the history of Bow and Stratford and how it's changed over time. ”

“ I learnt you have to study for a LONG time to be an architect ”

“ My group's landscape model redesigned the greenway to have seating, planting and clear signage to make it easy to find and lighting to make it safer ”

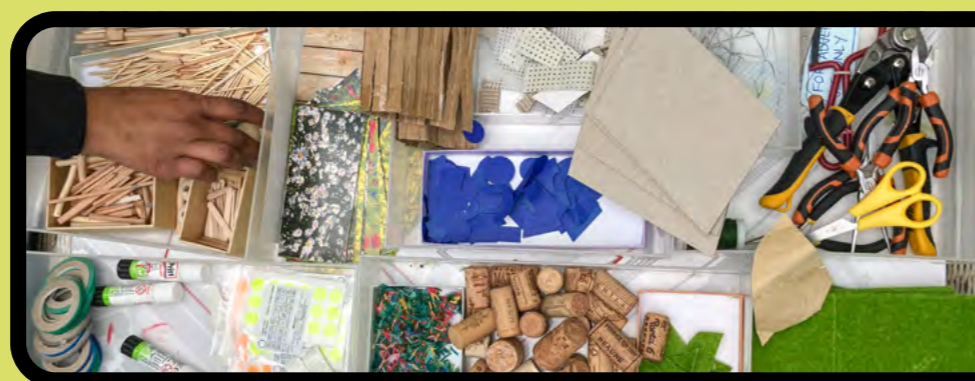
Summer 2023

18 year 12's from Bobby Moore Academy attended a 4 day design programme

17 young people on Carpenters Estate attended a 1 day workshop on future workspace



LANDSCAPE, ACCESS & MOVEMENT



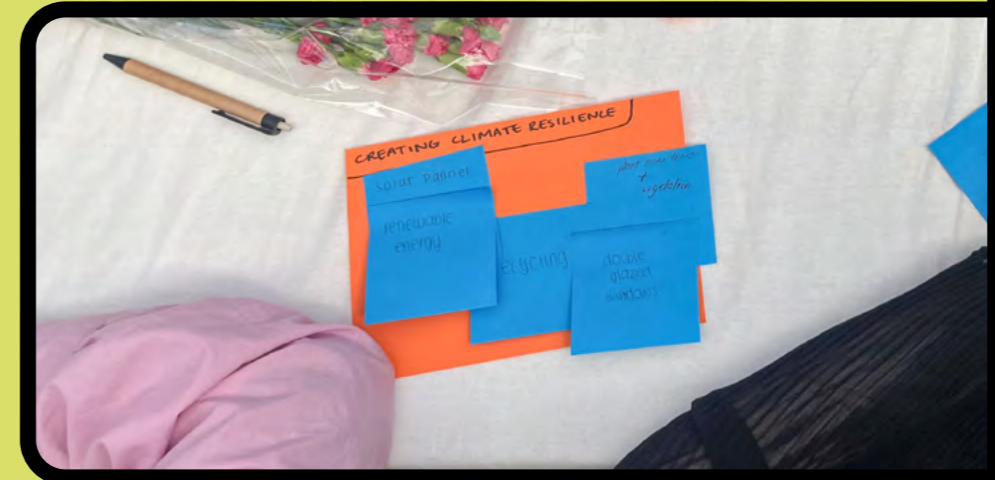
Moving around the area at the moment:

- The Greenway and its entrance were the most commonly prioritised spaces to improve
- Pedestrian experience Marshgate Lane should be improved

Priority landscape features for young people:

- Social spaces with space for nature to thrive
- New areas for looking out at the water and the site
- Social elements through street furniture
- Active frontages to spark curiosity to walk on the street
- Planting at multiple levels

CLIMATE RESILIENT PLACES



Features seen as having high social value:

- Planting that improves air quality and biodiversity
- Urban tree planting and cover for natural shade and cooling
- Sustainable drainage to prevent flooding
- Designing for natural ventilation to protect against overheating, increase comfort and lower energy bills
- Renewable energy generation was seen as valuable especially if it lowered local people's energy bills

KEY FINDINGS

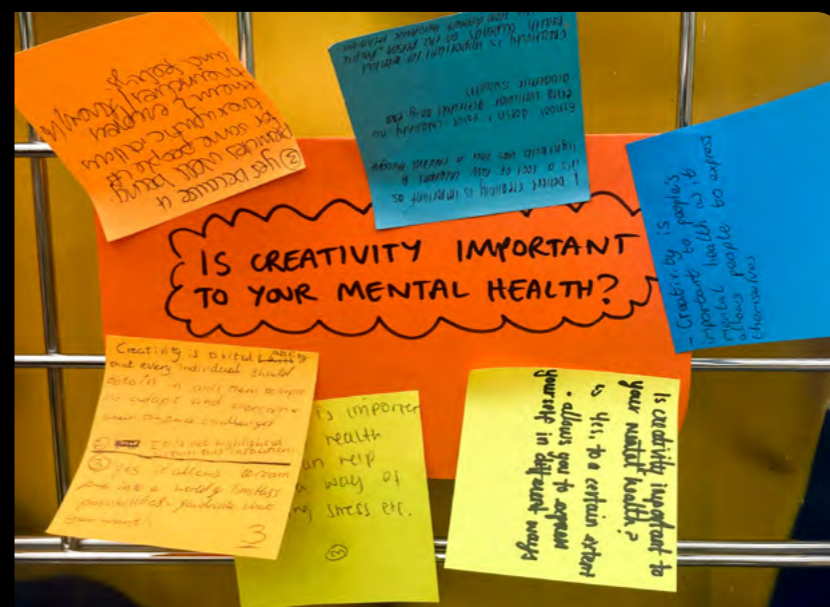
PLACES THAT WORK



Priorities for workspace uses and locations for young people:

- Housing should go closer to the Greenway and further away from the concrete plant
- The area next to the concrete plant is more suited to heavier industry
- Lighter industry could go closer to the centre of the site or underneath homes
- Prioritising social and community spaces as well as convenience shops and eateries at ground floor level
- Green spaces nearer to residential buildings
- Workspace for games design, light manufacturing, warehouse logistics, creative studios, maker spaces, community/ youth centres and community gardening food growing/ farming

CREATIVITY HERITAGE & IDENTITY



Priorities for creative identity for young people:

- Embedding creativity and ways to express local identity and heritage was important
- Include iconography that represents their experience of the area these include sports, Olympic venues, local music festivals, diversity, faith
- Find ways to quickly improve how the site looks