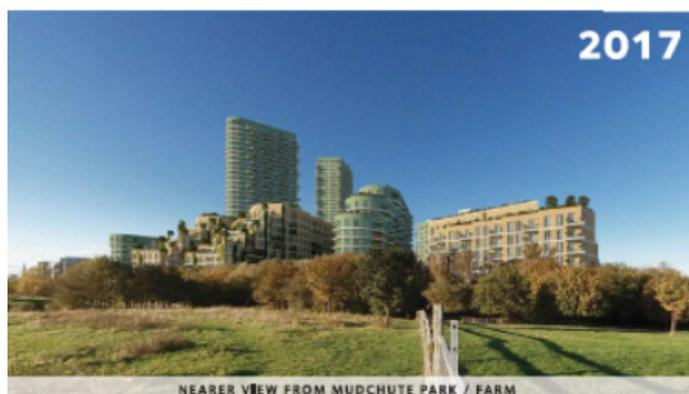
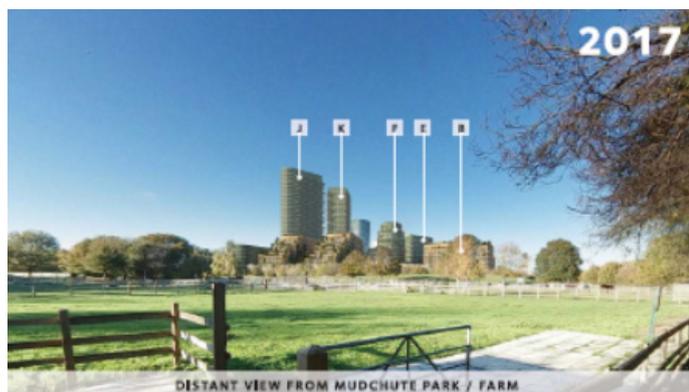


Crossharbour District Centre – Update January 2021

Overview

The plans for Crossharbour District Centre have evolved over a number of years. From an early focus on big box retail alongside the re-provision of the supermarket, the current proposals include new town centre uses to complement the supermarket alongside diverse, usable and adaptable public space, all focused on creating the new district centre.

In 2019 a fresh application for planning permission was submitted. This followed extensive negotiation and discussion with the Council and GLA. A focus of the pre-application discussions was height and bulk and mass. As the images below illustrate substantial changes were made in this respect such that the submitted scheme reflected the nature of the discussions that took place. Since submission of the application further discussions have occurred with officers in relation to various aspects of the proposals. This document briefly describes the nature of the changes and the content of the revised application proposals.



The proposals include:

- A new ASDA Superstore (that will be provided with continuous trading between the old store and the new)
- Up to 1,970 new private and affordable homes
- A new primary school and nursery for 690 local children (the land to be made available to the Council for them to determine the precise timing and form of the school provision brought forward)
- A 20,000 sq ft community hub for Tower Hamlets (1.5 times the size of the Idea Store at Canning Town) designed to accommodate things such as Idea Store, Council services, community and business uses (again for the Council to determine what is accommodated in the space)
- Over 4 acres of public spaces centred around a 1.2 acre Central Square with play streets, Urban Forest and integrated space throughout the development
- 70,000 sq ft of new commercial space for community-led projects
- New and improved links to Mudchute Park and Farm which will be landscaped and maintained
- Many transport improvements including a new bus interchange, road improvements and the provision of a range of cycling improvements
- Community Infrastructure Levy payments of circa £50M

A Place Led Development

Our approach to masterplanning the development has looked at the way in which both new and existing communities will experience the development on a day to day basis:

- A large public square, surrounded by seating and meeting places set within the landscape and providing a space for a rolling events programme;
- An accessible, multi-level development with a changing landscape and environment to work for different ages and different demographics and incorporating a community centre, a school, affordable retail and business units and a range of facilities;
- Changing the look and feel of the development as it moves towards the Mudchute with a naturalised landscape providing both natural play opportunities and space for all ages;
- An urban forest moving from the hard edge of East Ferry Road into the development;
- Creating a Play Street which provides a linear park for children.

Providing More Affordable Homes

We have worked extensively with Council and GLA officers to review the provision of affordable homes. This review confirmed that whilst the proposed level of affordable housing is the maximum reasonable the development can provide the applicant has agreed to increase the amount of affordable housing to 25% by habitable room (from the 17% as submitted).

- 65% social rent and 35% intermediate
- Social rented mix will include 30% 3 beds, 15% 4 and 5 beds
- Affordable housing will be delivered across every phase in proportion with the number of homes being built in each phase

A Sustainable Strategy

“78% of Londoners think that tackling air pollution should be a priority”

- London Councils Air Quality Poll 2020

As part of the evolving plans for the District Centre we have continued to look at future-proofing the development as a sustainable neighbourhood. Whilst the initial plans were to re-provide for the petrol filling station (PFS), following further consideration and in response to general feedback, it is now no longer proposed to include such a use. Some of the reasoning for this is set out below:

- The existing PFS attracts around 500 cars a day, visiting only the petrol station and not the Asda Store; this equates to 1,000 car journeys on East Ferry Road per day.
- Air quality across London needs a collective effort to facilitate substantial improvements; reducing car journeys and reducing pollution within new developments is core to this.
- Recently published research indicates that cutting pollution outside of schools by 20% can improve children’s learning by up to one month per year. This is a significant educational impact.
- New diesel and petrol cars will be banned by 2030 with people likely to be given financial incentives to trade in existing combustion engines for electric vehicles. With the re-provision of the PFS initially planned for later phases this would not have been delivered until 2027 at the earliest.
- Removal of the PFS from the development would result in a reduction in traffic accessing the site and this will have a beneficial impact on air quality.
- The energy strategy has evolved to ensure that first and foremost feasibility to connect to the new Barkantine network is explored.

Summary

The project team have worked extensively with the Council and the local community over a number of years to evolve the proposals. The plans deliver a true district centre, with an active ground floor which provides services and amenities for the whole community alongside retail, leisure and education.

This is a highly ambitious and aspirational development which has the capability of transforming this part of the Isle of Dogs and significantly enhancing accessibility to green and open space for all residents and workers.

The applicant welcomes the opportunity to discuss the revised proposals with you.

