

## INTRODUCTION

### WELCOME TO THE SILVERTOWN WAY COMMUNITY EXHIBITION

Canning Town and Custom House are undergoing a major transformation led by the London Borough of Newham, with several major developments in the pipeline and with a big push for regeneration of the town centre. In 2013, the Mayor of London announced that it would be releasing 2.56 hectares of land south of Canning Town station and west of Silvertown Way to enable the delivery of a high-quality residential-led development which benefits from good access to public transport. The redevelopment includes 975 homes, including affordable and private rented homes, and over 8000 square metres of non-residential floor space.

Linden Homes appointed JTP, architects and masterplanners, to work with the local community to develop a Vision for land at Silvertown Way and its relationships with neighbouring areas. This process began with a Community Planning Weekend in April 2015 and continued with a Community Forum in June 2015 and an exhibition in November 2015.

Since the last event, Linden Homes has continued to work with its design team to add detail to this Vision. There has also been a significant reduction in the number of homes proposed, from 1100 to 975. This has reduced the heights and massing of the scheme considerably.

**This exhibition is an opportunity to view and discuss the proposals for the site. Team members are on hand to answer questions and comment forms are available.**

### PLANNING CONTEXT

- The redevelopment will be guided by National Planning Guidance (NPPF), the London Plan and LBN Planning Documents (including the Core Strategy 2012, saved policies within the LBN UDP 2001 and the Canning Town and Custom House SPD 2008).
- Affordable and Family housing will reflect planning policy requirements.
- The site is identified as a strategic site ('Silvertown Way West') within the Newham Core Strategy for: "Mixed use comprising residential, and business, with commercial units."
- The site is identified within the Canning Town and Custom House SPD as Area 8.
- The northern part of the site is within the Canning Town District Centre & 400m catchment.
- The site is within an Employment Hub.
- The site is within an Archaeological Priority Area.
- Silvertown Way is identified as a key movement corridor (Core Strategy Policy SP7).
- The site is within the Thames Policy Area.

### RECENT & PLANNED DEVELOPMENT NEARBY



- Site Boundary
- 1 London City Island: Ballymore
- 2 Royal Gateway: Galliard Homes
- 3 The Sphere: Hollybrook
- 4 Hallsville Quarter: Bouygues Development
- 5 Rathbone Market: English Cities Fund (Muse Developments, the Homes and Communities Agency and Legal & General)
- 6 St Luke's Square: Galliard Homes
- 7 Tarling Road: Sanctuary Group



## KEY THEMES FROM COMMUNITY PLANNING

Local residents and representatives from local organisations participated in the Silvertown Way Community Planning Weekend on Friday 17 and Saturday 18 April 2015 at St Luke's Community Centre, Canning Town to help create a new Vision for this important site.

**These Key Themes emerged at the Community Planning Weekend. All quotes are from participants.**

**Support for Regeneration with Benefits**  
Regeneration can be a long process and have a major impact on people's lives. Many local residents find it difficult to adjust to the scale of the transformation within their community and are concerned about the impact on community services and cohesion. Participants wanted to ensure that the regeneration brings benefits to existing residents as well as new people who will move into the area. There was support for regeneration at Silvertown Way that includes the local community in the process and provides community benefits when built out.

*"You can't stop progress and change but it doesn't have to be a negative experience!"*

**Image & Identity**  
South Canning Town is transforming from a largely industrial area to a residential and mixed use neighbourhood and its image too is in flux. External and internal perceptions are changing and the new development has the potential to influence a new sense of identity for south Canning Town, with key design elements at either end of the site contributing to a sense of 'arrival'.

*"If Shoreditch equals 'hipster' what does south Canning Town mean?"*

**Creating Community Cohesion**  
It is important to work at integrating existing and new residents and the Silvertown Way development has the potential to play a key role. The energies and resources of local individuals, community projects and arts groups should be harnessed to develop projects to enrich the development process and integrate the final built scheme into the Canning Town community.

*"Integration is a two way street: the existing community needs to be welcoming and people moving in need to want to integrate."*

**Making the flyover a positive**  
The workshop spaces under the Silvertown Way flyover prompted suggestions for additional small business, cultural and artisan space to enliven Peto Street North. 'Local' enterprise in this area, could generate employment, create vibrancy, and help make the neighbourhood a popular destination for all.

*"Live/work places under the arches would give the place some character."*



**Local Facilities**  
Many participants mentioned the current lack of local facilities in the area, such as supermarkets, banks and coffee shops. The development of an extension to the town centre south of the A13, with new shops in the Hallsville Quarter and the provision of amenities at Silvertown Way will help redress this. However, discussion highlighted people's differing aspirations: for example some wanted Starbucks or Costa whilst others wanted independent cafés.

*"We've all got our preferences but there must be a balance. When a chain shop comes it's a symbol of confidence in the area."*

**Public Realm & Green Space**  
The site currently lies in a harsh, car-dominated urban environment and the "meanwhile" activities of Core Landscapes and Caravanserai has benefited the area and the community during this transitional period. The incorporation of planting, green roofs and water into the new development was strongly supported and participants wanted to explore the potential future role of community based landscape projects.

*"It's very hostile when you walk up Silvertown Way. We should create a pedestrian street, with trees."*

**Connecting Neighbourhoods**  
The site's "isolated" location between the railway and Silvertown Way must be overcome by improved physical linkages, including safe crossings and good signage, to integrate it successfully into wider area. A 'landing' space for a possible future footbridge over the DLR to the Cross Rail site must be provided and the future delivery of the footbridge by others will connect to the River Lea and beyond.

*"It's a long thin north-south site but it could be a stepping stone from east to west in the future."*

**Environmental Sustainability**  
Participants expressed a keen interest in environmental sustainability and including incorporating alternative energy, habitat planting and water attenuation. It was felt important to learn from other successful ventures in the area, such as The Hub at Star Lane, Grassroots Community Centre (Memorial Park), Bromley by Bow Centre, Departure (Limehouse), Discover (Stratford) and Cody Dock and the Gasworks Dock Partnership.

*"We need to be a lot more ecological and make use of alternative power. It could be a great example for sustainability if it's done right."*

**Ongoing Community Participation**  
The opportunity to participate in creating a Vision for Silvertown Way was appreciated by those who attended the Community Planning Weekend. It brought people together and generated discussion and ideas. The development at Silvertown Way provides the opportunity for an ongoing dialogue process and participants were keen to continue their involvement through the creation of the Silvertown Way Community Forum.

*"A vibrant community needs a structured process that supports and encourages the wider local community to be involved."*



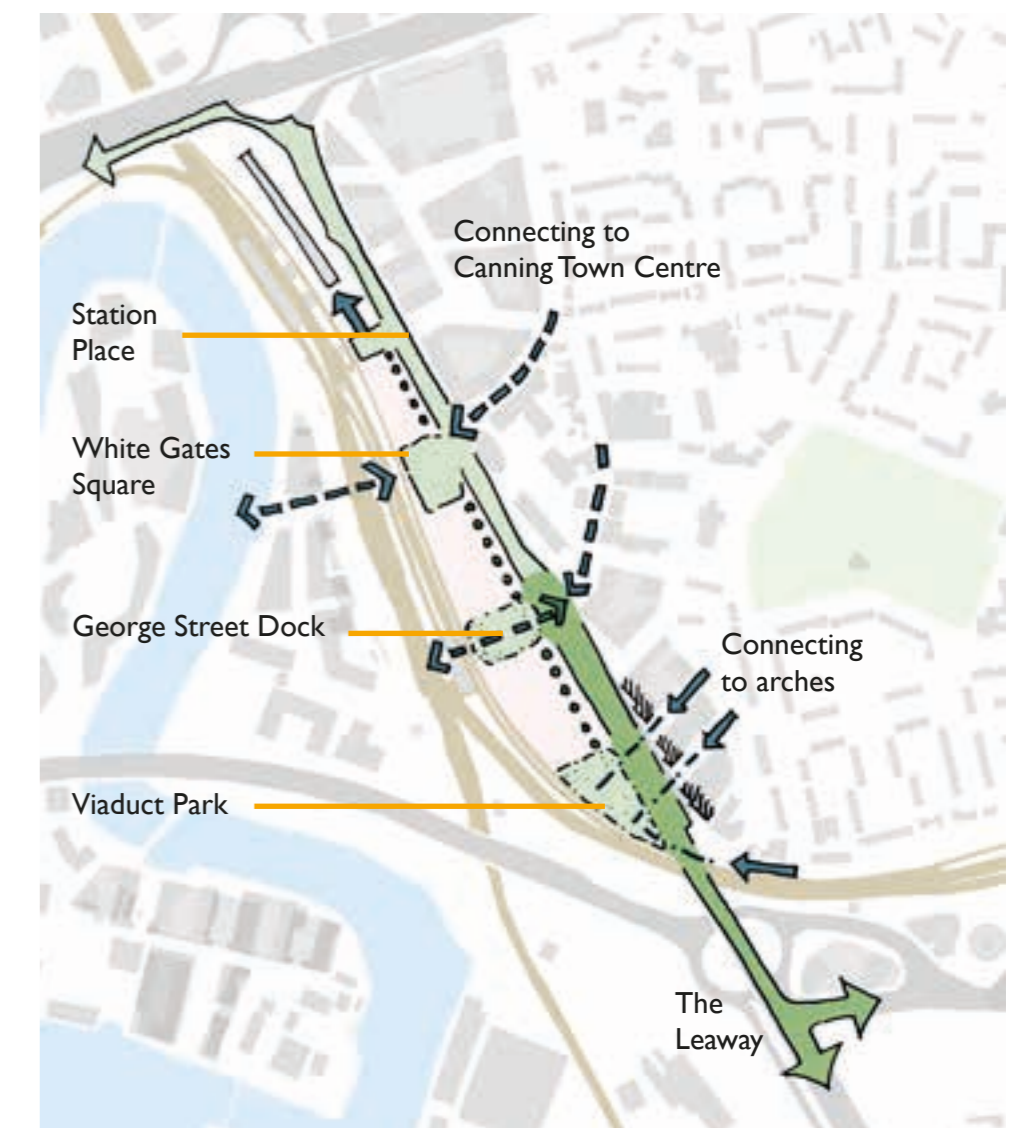


## MASTERPLAN

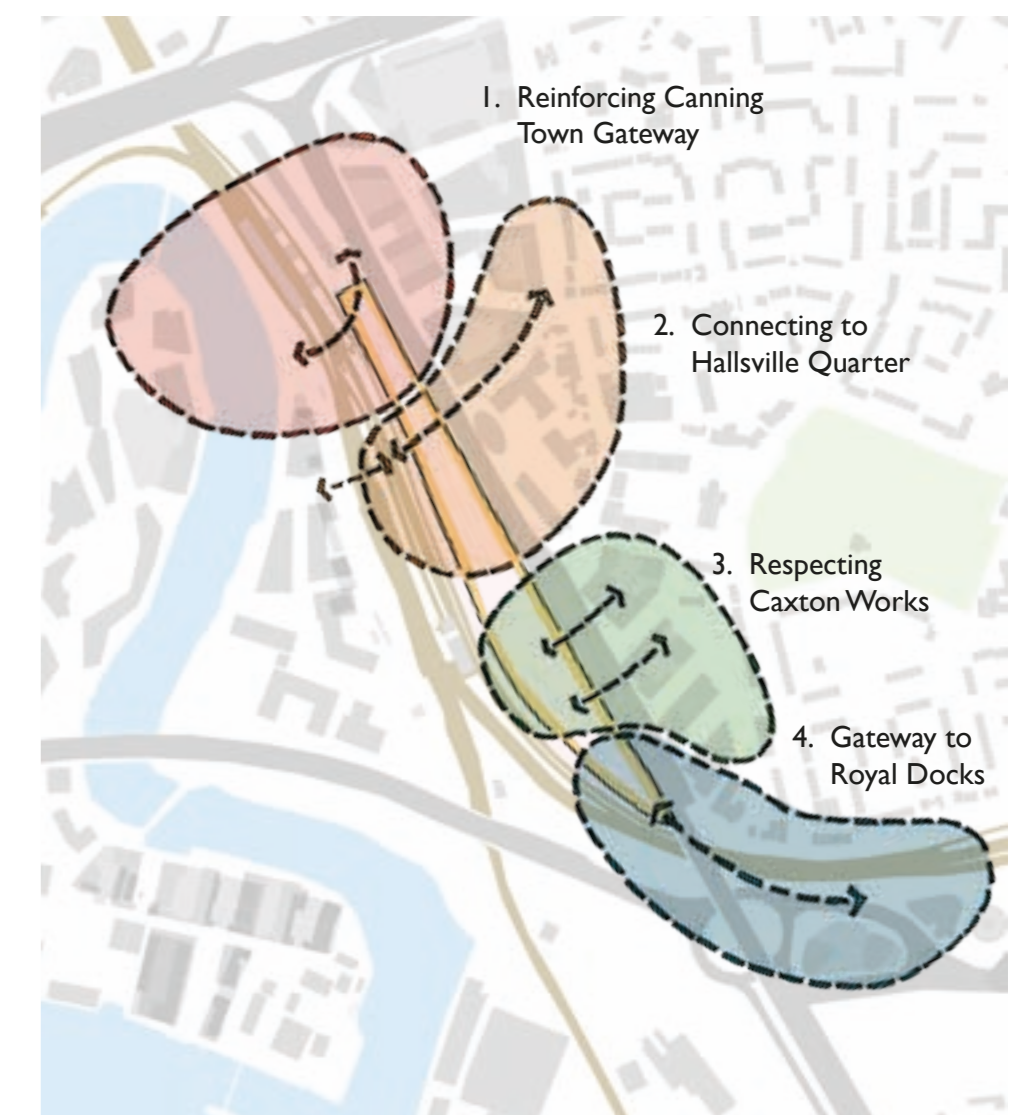
- 975 residential homes (14% reduction since in November 2015).
- 35% Affordable Housing.
- More than 8,000sqm of commercial space including hotel, foodstore and retail/business units.
- Car parking at 0.14 spaces per dwelling.
- 4 Key New Public Spaces.



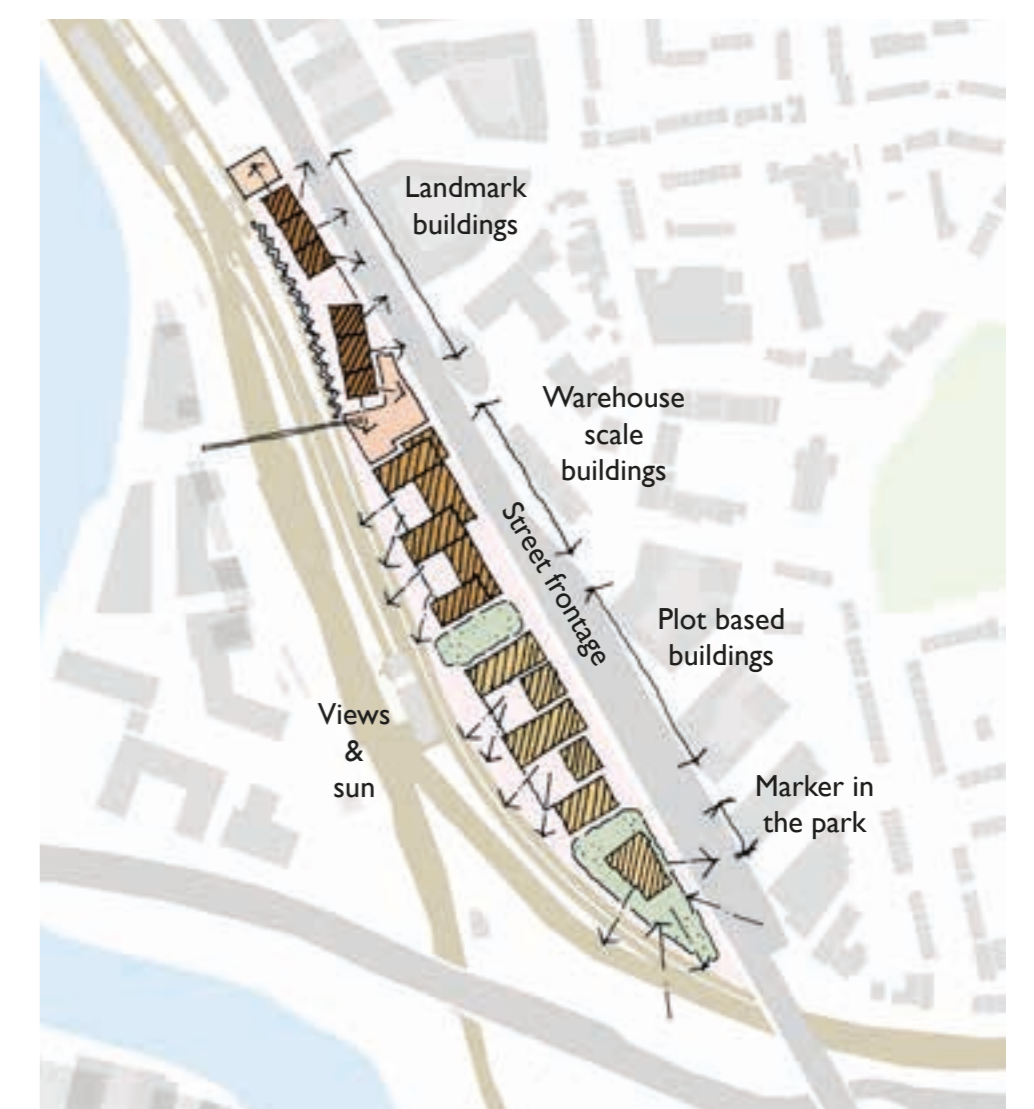
- 1 Canning Town interchange
- 2 Station Place
- 3 Heartwell buildings
- 4 White Gates Square
- 5 Future bridge to Limmo site (not included in application)
- 6 New cycle route
- 7 New pedestrian crossing to George Street
- 8 Grafton Building
- 9 Podium gardens
- 10 Roof gardens
- 11 George Street Dock – children's play area
- 12 Victoria Dock Road
- 13 Malabar building
- 14 Vehicular access points
- 15 Castalia Building
- 16 Viaduct Park
- 17 Entrance to podium car park



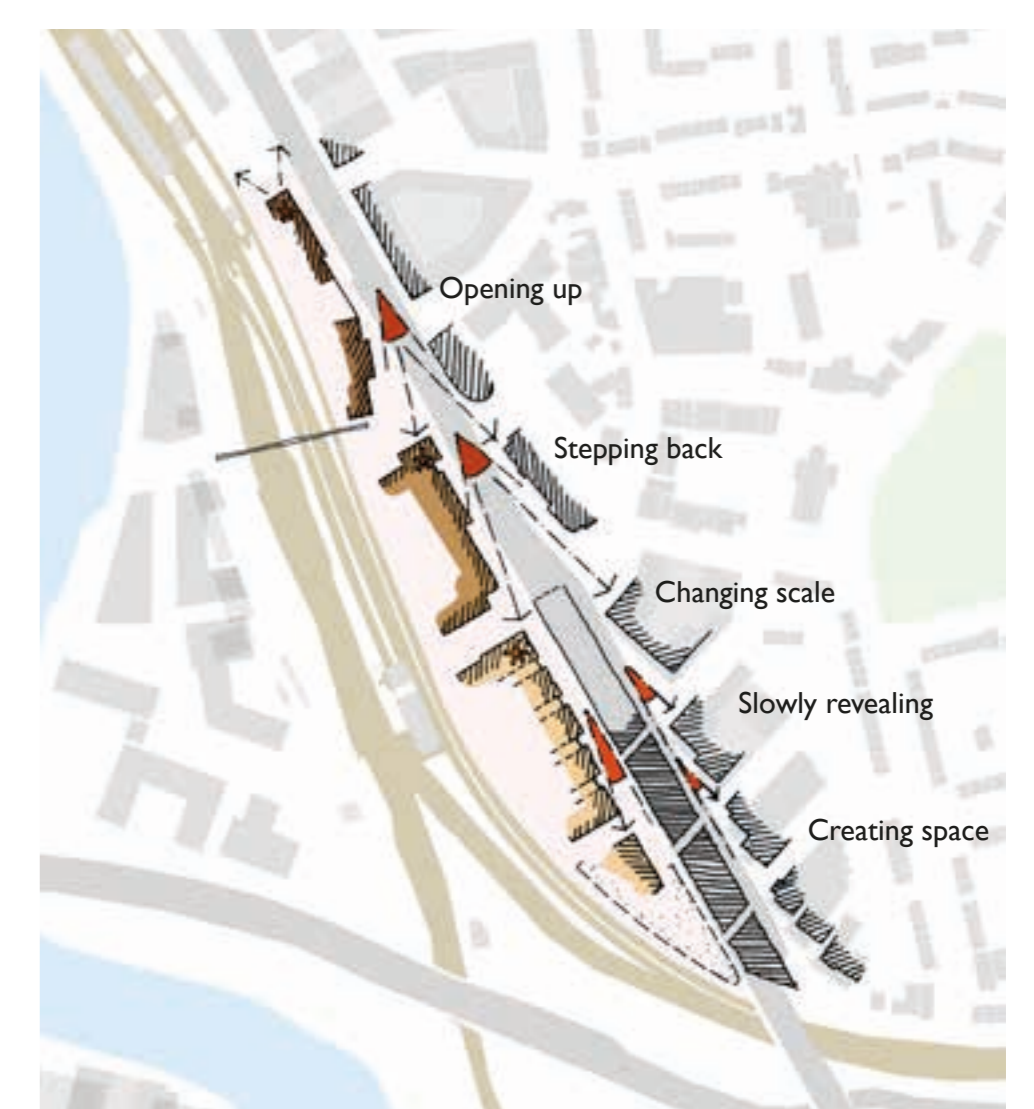
4 KEY SPACES ALONG THE LEAWAY



CHARACTER AREAS



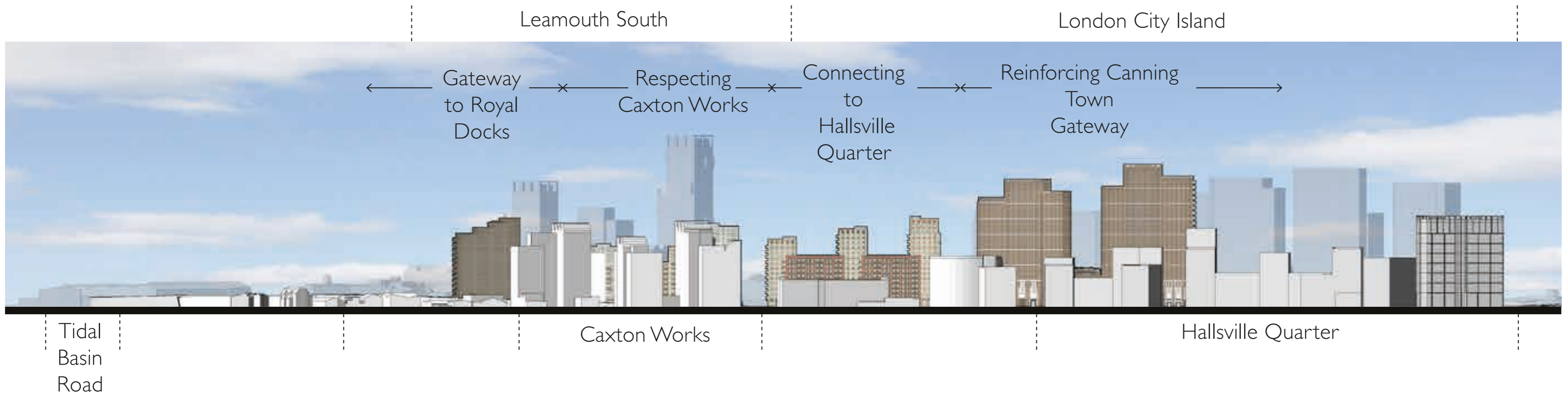
BUILDING TYPOLOGIES



STREET EXPERIENCE



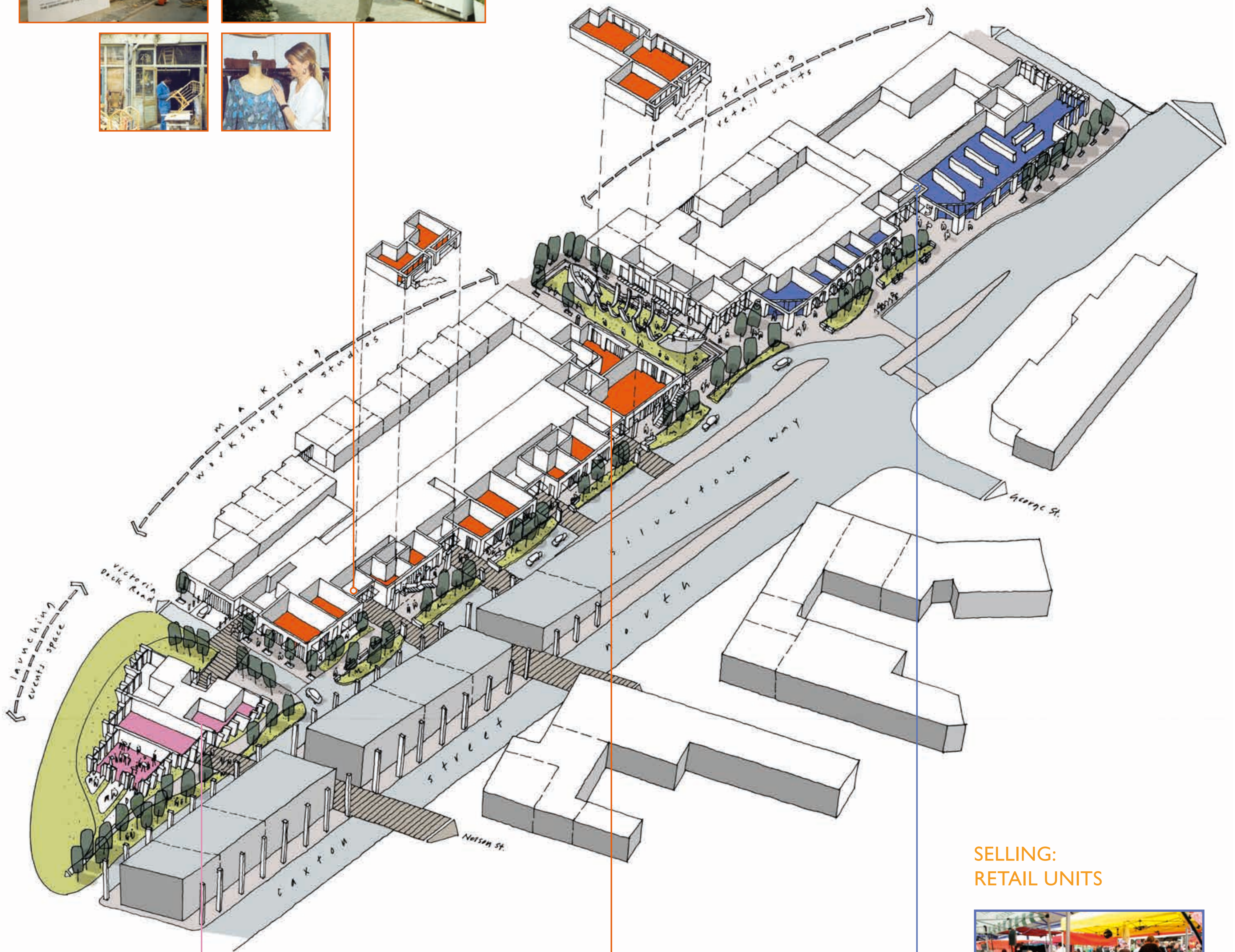
## SKYLINE & GROUND FLOOR MASTERPLAN



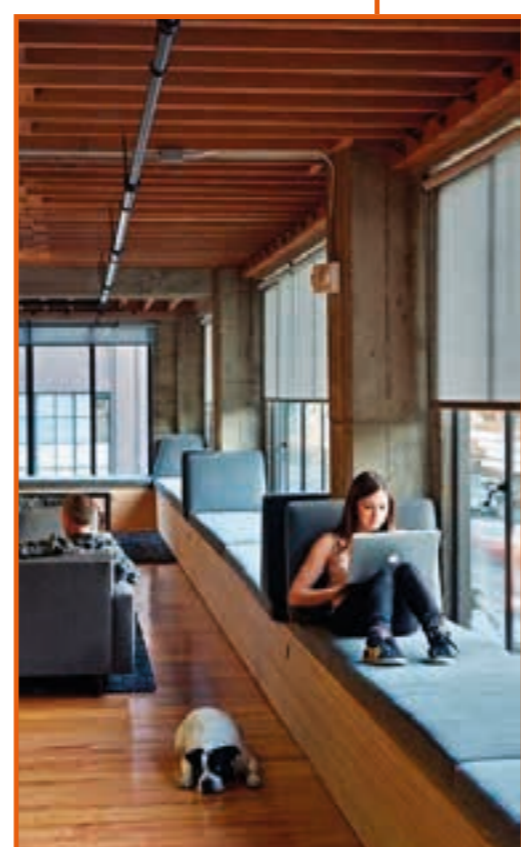


# SILVERLININGS - GROUND FLOOR STRATEGY

## MAKING: WORKSHOPS & STUDIOS



## SELLING: RETAIL UNITS



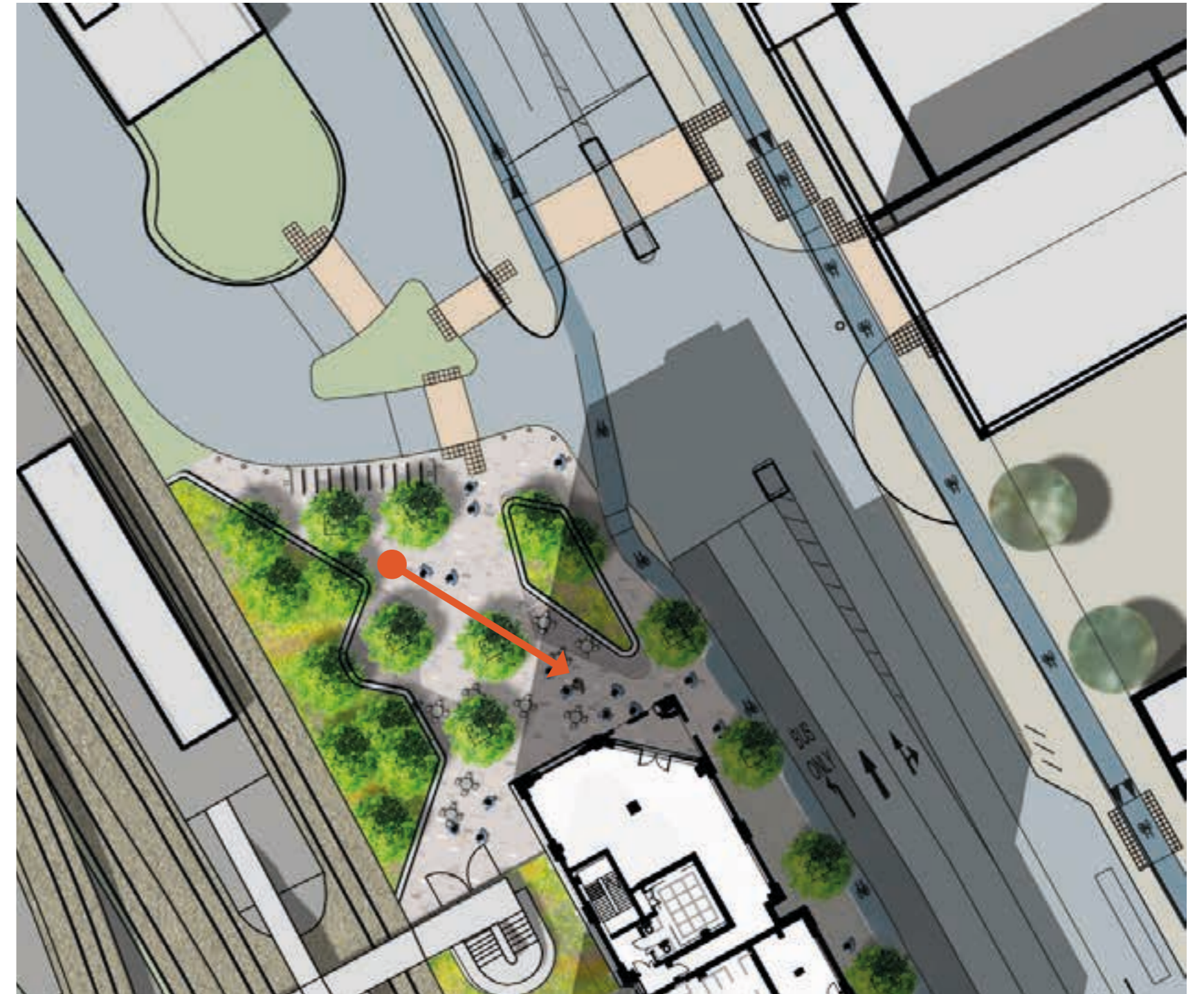
## CONNECTING: COMMUNITY & EVENTS SPACE



## 4 PUBLIC SPACES & 2 STREETS

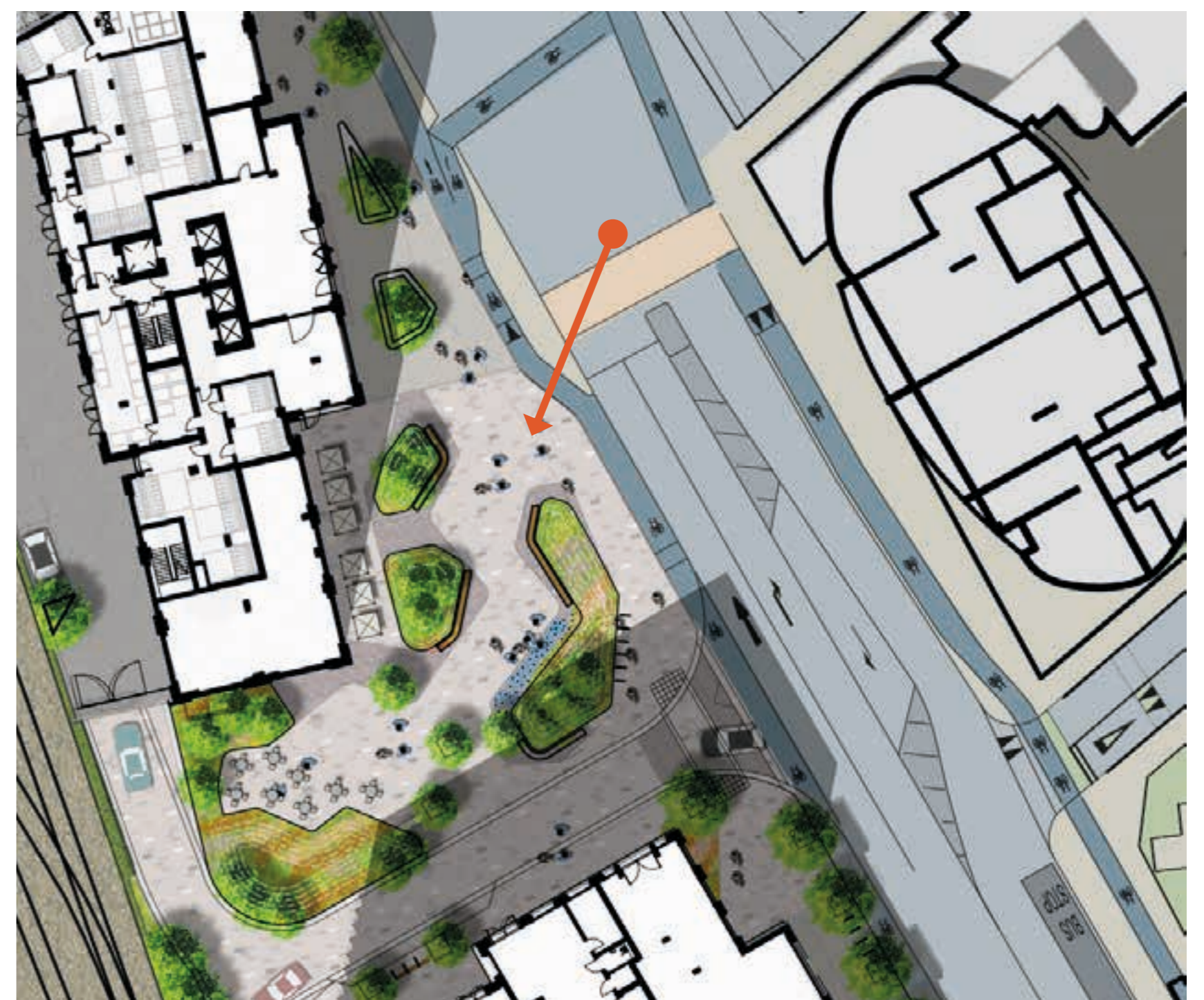
### STATION PLACE

- Proposals for improved pedestrian connection south from bus station and interchange.
- New, landscaped public plaza with seating and trees.
- Landmark building facing the transport interchange with mixed uses at base addressing the square.



### WHITE GATES SQUARE

- New landscaped public square.
- Animated by ground floor mixed uses in adjacent buildings.
- Landing point for future bridge.
- Integrated planting and seating.
- Integrated vehicular access within square.



### GEORGE STREET DOCK

- Children's play area in 'Dry Dock' feature.
- Duplex units provide active frontage.
- Long views between buildings.





## 4 PUBLIC SPACES & 2 STREETS

### VICTORIA DOCK ROAD

- Shared surface mews feel with parking along DLR boundary.
- Duplex dwellings fronting street with amenity space and balconies.
- Landscaped podium to dwellings above.



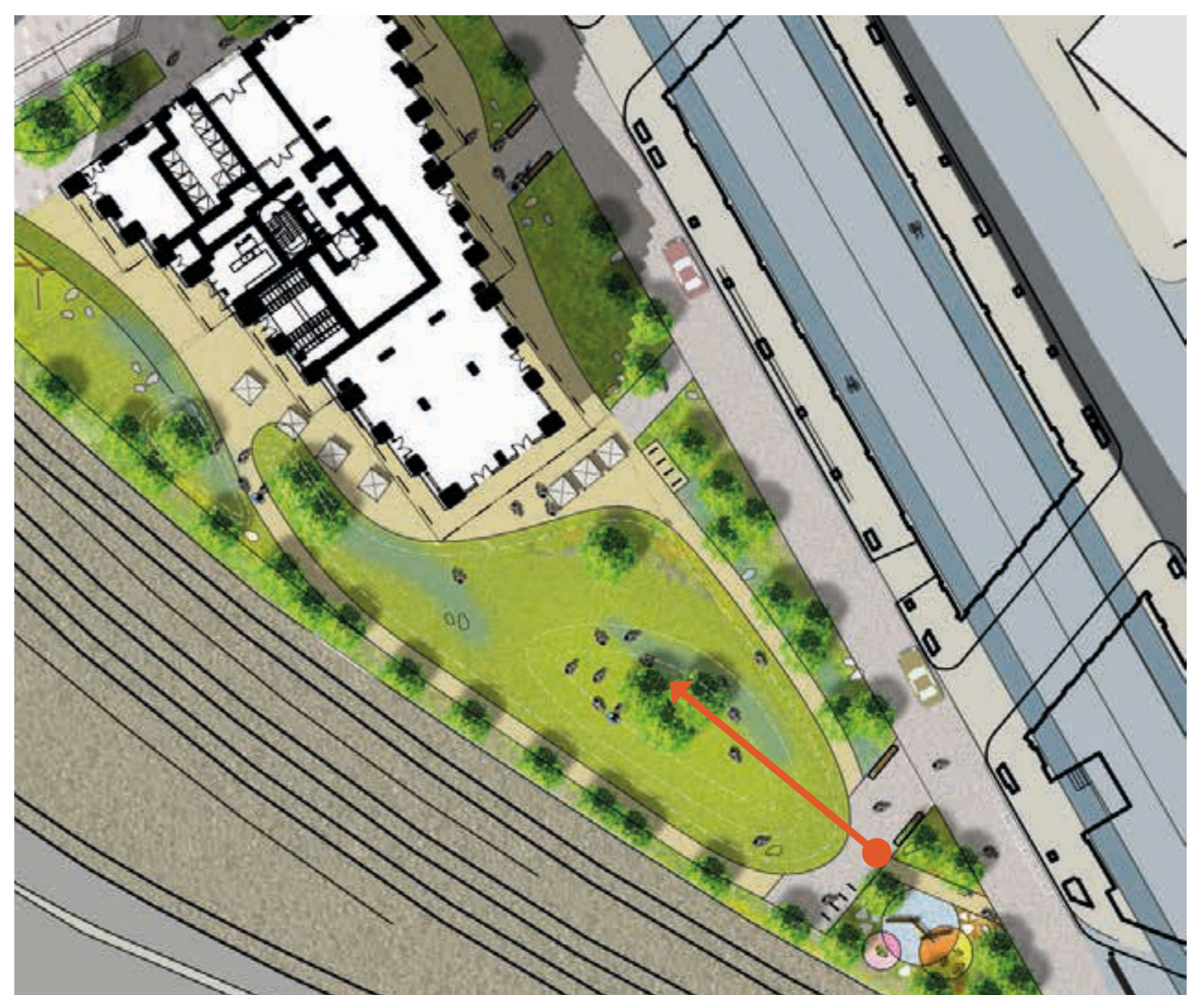
### PETO STREET NORTH

- Shared surface to encourage pedestrian use.
- Workshops and studio spaces facing Peto Street and flyover.
- Animated frontages create a vibrant streetscene.



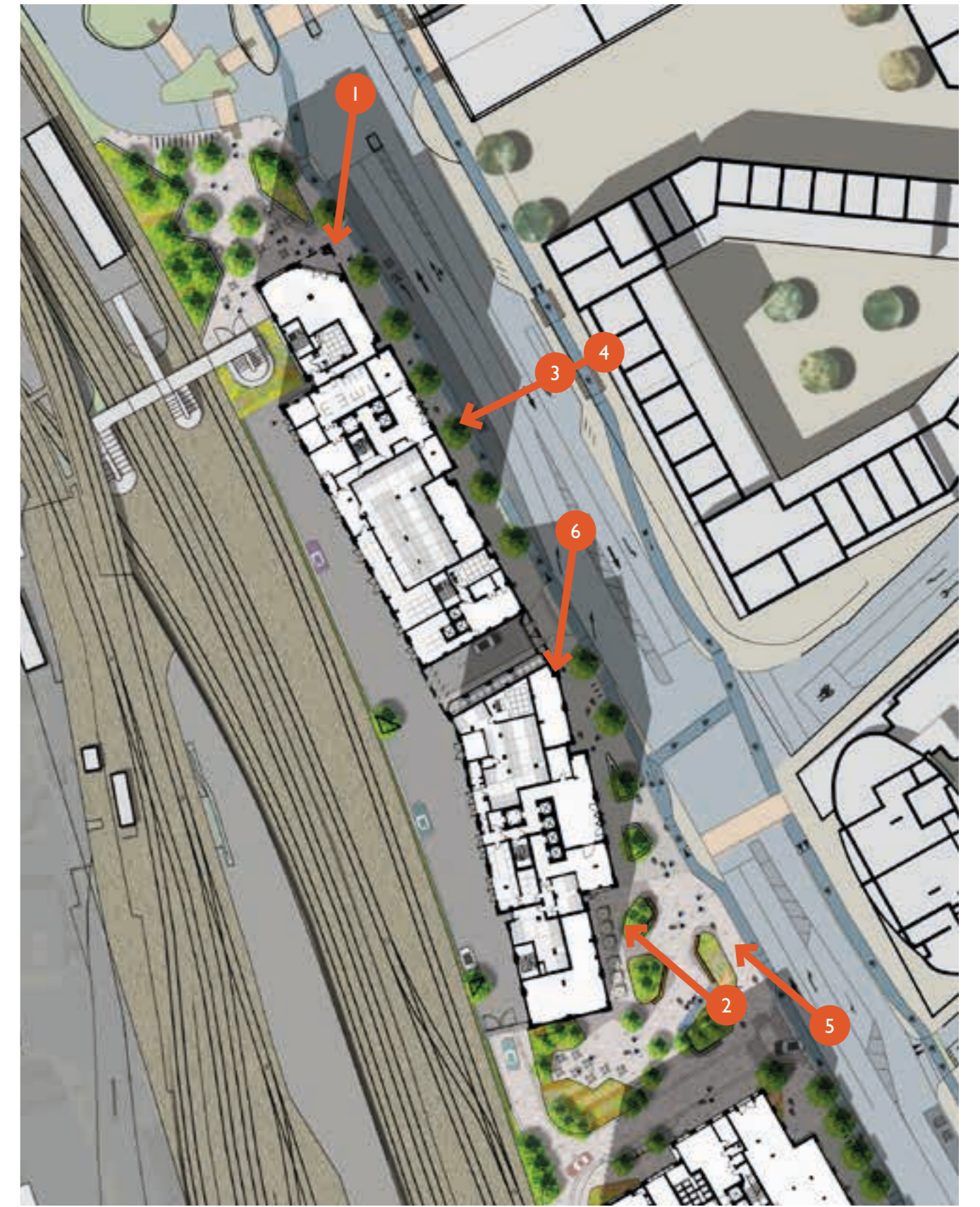
### VIADUCT PARK

- New public park with south facing aspect.
- Connections to existing community beneath flyover.
- Mixed uses within arches and base of Castalia Building.





# HEARTWELL BUILDINGS



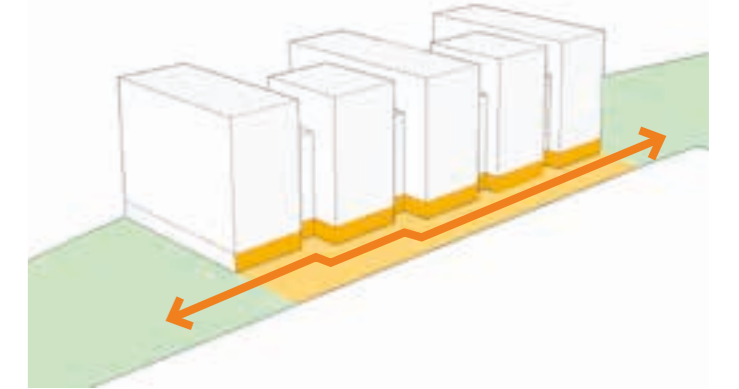
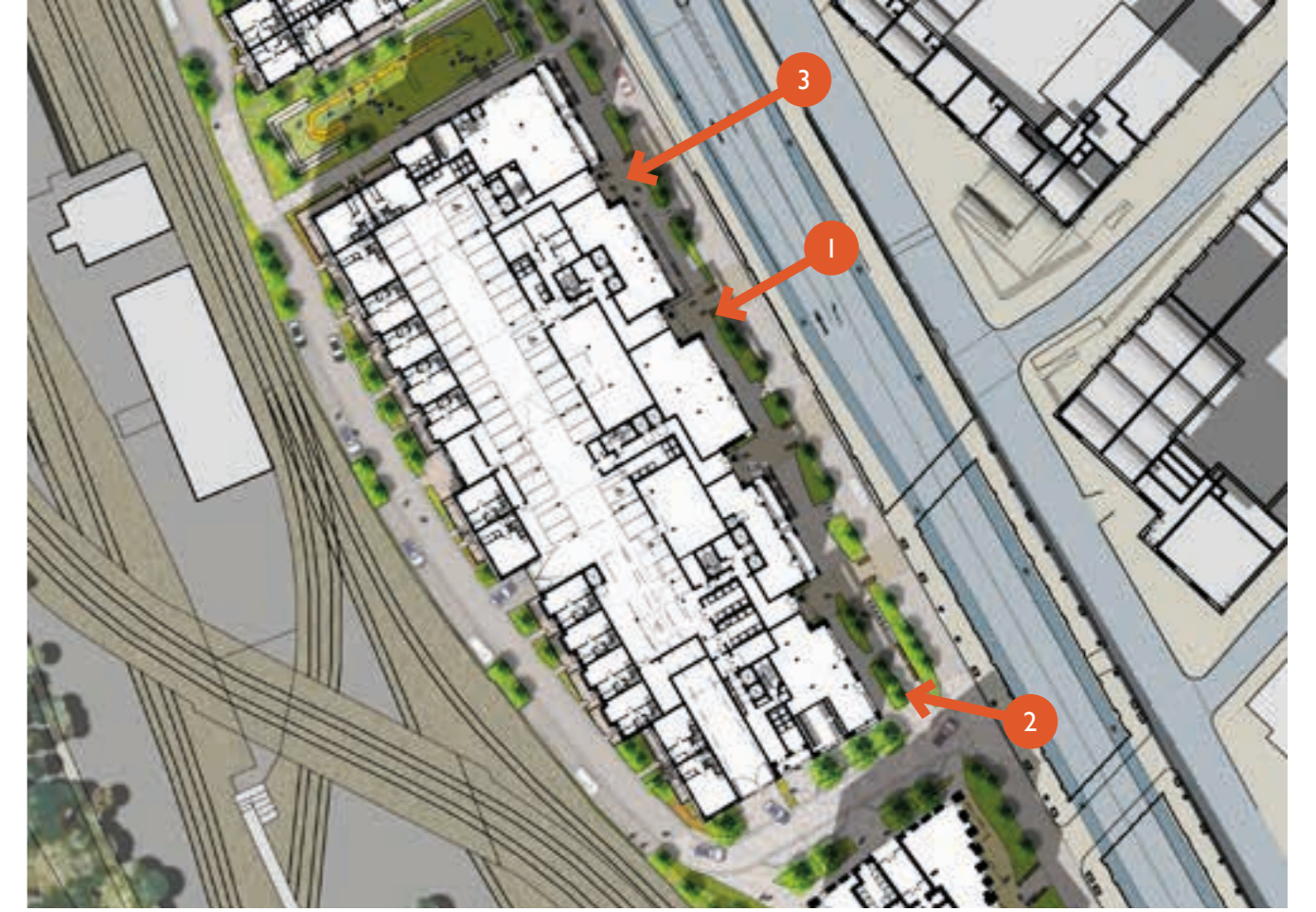


# GRAFTON BUILDING

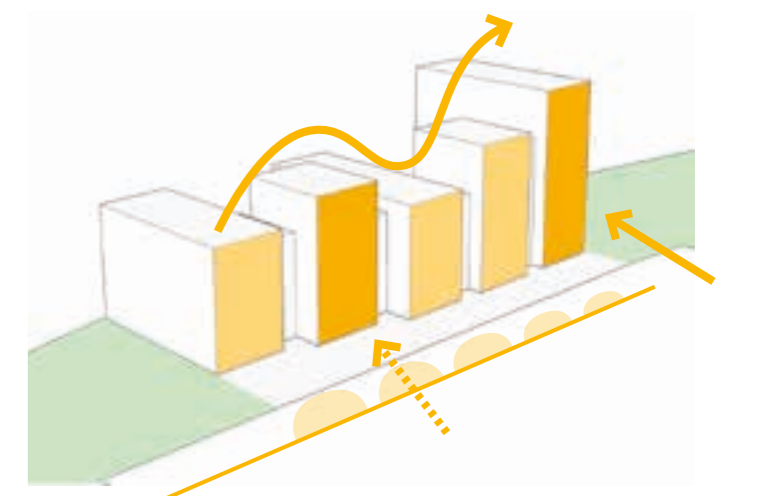




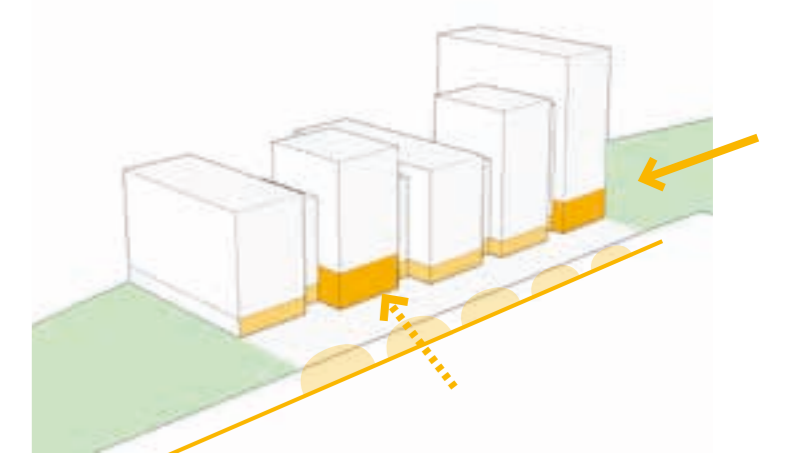
# MALABAR BUILDING



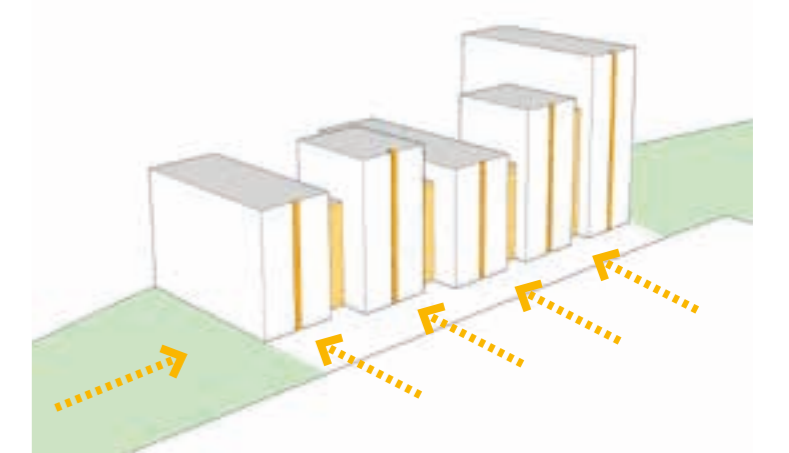
Step buildings along Peto Street to open up street



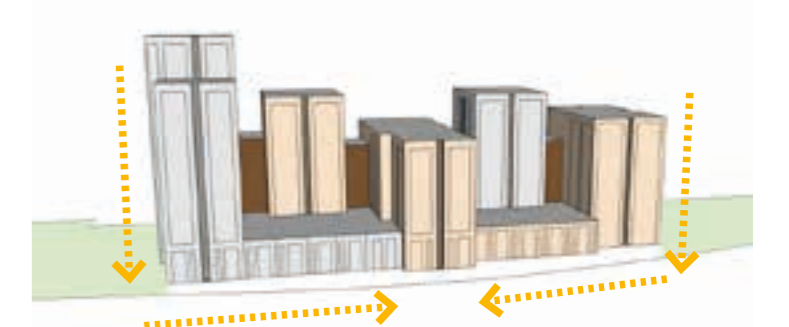
Create a hierarchy and playful skyline



Heightened base in key locations



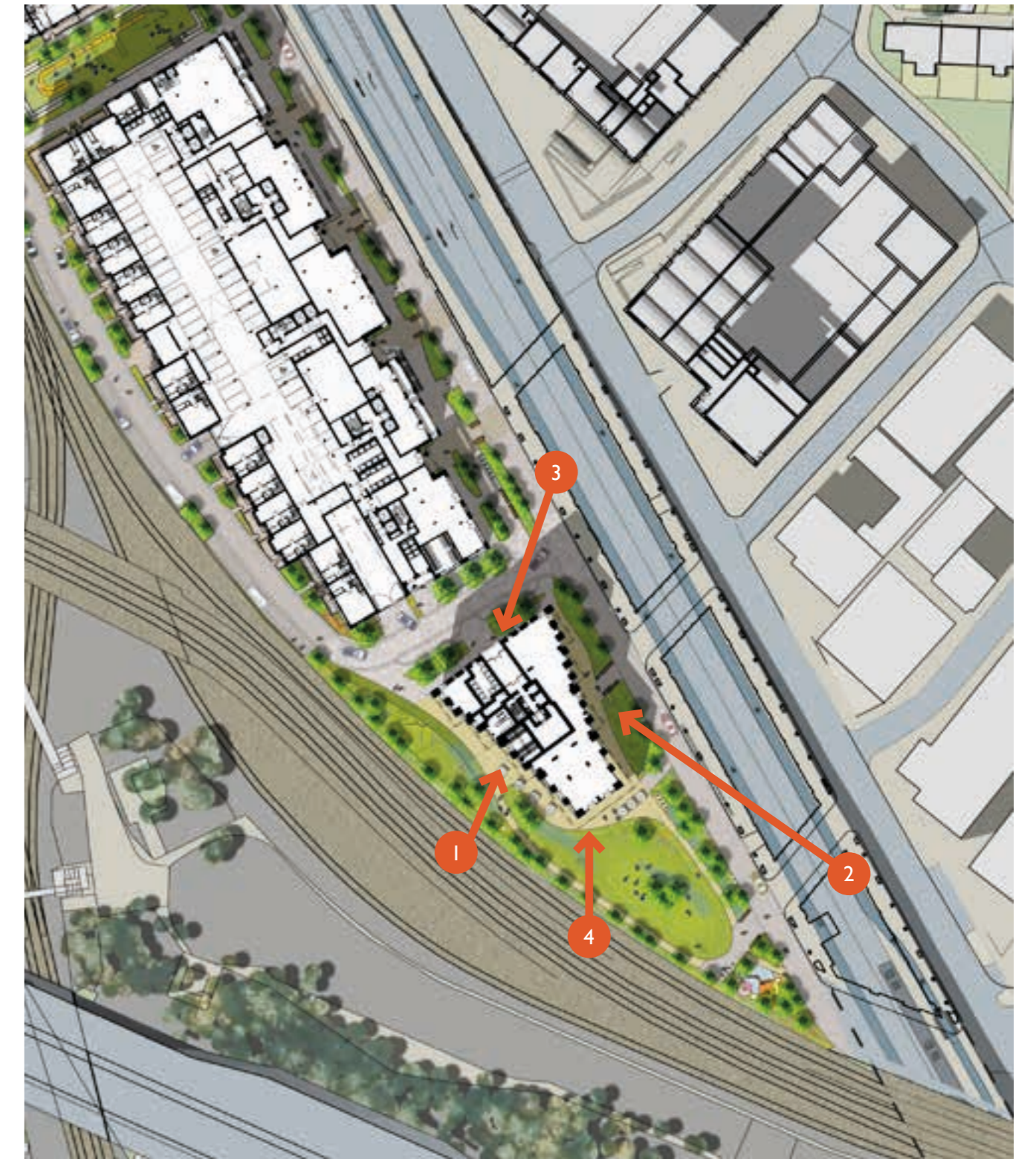
Finer grain plot width responding to Caxton works and residential entrances defined by set backs



Two storey duplexes to Victoria Dock Road, Different brick colours express hierarchy



# CASTALIA BUILDING





# VIEWS ALONG SILVERTOWN WAY

