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SUGARHOUSE LANE

URBAN ARCHIPELAGO

EXECUTIVE SUMMARY

Pudding Mill and Sugarhouse Lane is one of the six primary Olympic fringe sites, characterised by its past industrial history and narrow waterways. The site is well positioned to integrate with the networks of Greater London, but suffers from a sense of enclosure.

The strategy for intervention focuses on phased development that will allow for the particularities of the different parcels on site to be respected and promoted. The principles that underlie the phased interventions are promotion of character and fine-grain, along with connectivity.

We imagine Sugarhouse Lane as an intense urban with mixed use; from local workshops to local cafes, markets and houses, movie studios and media libraries. The challenge is one of how to balance connectivity with distinctive areas promoted through transitional spaces and seams that protect its history and its local particularities.



The distinctive quality
of a water landscape



A derelict industrial building represents the demise and change of industry in Sugarhouse Lane



The emerging practice of detached residential developments



BACKGROUND

Our Site, consisting of Three Mills, Sugarhouse Lane and Pudding Mill, straddles a series of islands between the Lea River and navigation canals. Geographically, the site is defined by the channelled waterways running along and across it, including the Three Mills Wall River, Bow Back River and the River Lea. The divisions that are created by these canals are the seams which run along and between the different section of our site.



HISTORY AND TYPOLOGY

Since the mid eighteenth century the site has been a location for heavy industry, manufacturing and an array of printing and ink industries. The River Lea forms a number of south flowing distributaries through the valley, which were vital to the early industry on the site. The water powered some of the factories and was the primary method of transportation of goods and materials. The Mill House and J.W.R Distillery trapped the sea and river water at high tides to turn the water wheels on the ebb to power their industries. The arrival of the railway and steam, along with the eventual road system, undermined the benefits of the proximity to the waterways, leading to industrial decline in the area.

The development of Stratford High Street in the 1930s shifted the transportation focus to the road system, and supported the growth of light industrial structures. Today the remnants of these industrial eras define this site, though most of the structures and buildings are derelict or empty. A handful of the buildings around the site are listed as heritage buildings, a status that is both an asset and obstacle for future development. The structures are generally medium to large scale and comprise a very different typology than the bordering neighbourhoods.

Building Typologies

This map shows the current building footprints on the site. The building typologies and scale within the main island have a very different composition than its surroundings. This typological difference begins to define the different scales that currently make up the site and the intrinsic barriers between these zones and their fringe



INDICES OF MULTIPLE DEPRIVATION

The Indices of Multiple Deprivation (IMD) are an official calculation of indicators of ‘deprivation’ in the UK. The two boroughs that our site straddles, Newham and Tower Hamlets, are two of the most deprived boroughs in England. The IMDs show that Lower Super Output Area 013a, which contains our site, is severely deprived in the areas of living environment, economic performance, and barriers to housing and services in comparison to the London average. However a closer investigation of the IMDs shows that they are primarily relevant to residential areas. Our site is primarily industrial with few official residents.

We therefore attempted to look at different metrics that would help to define the deprivation on our site. The visual state of many of the buildings and evident neglect were an obvious indicator of the sites current demise. The contrast and connectivity on the site defined a much more vital element of deprivation. As the first section of this report will explore, our site is disjointed in many sense of the word.



A residential and office building on Stratford High Street with empty ground level shop fronts

Newham 013a Out of 32,482 (1 is most deprived)	January 07 Ranking
IMD	3,777
Income Score	3,366
Employment Sector	7,208
Skills and Training	16,485
Housing and Service Barriers	54

Current Use

Currently the northern section of the site, located between Pudding Mill Station and Stratford High Street, is dominated by the Olympic Park and CrossRail development projects. Effectively this area is in a state of massive redevelopment. Along the North edge of Stratford High Street are high-rise residential complexes currently owned by large scale developers. South of High Street is Sugarhouse Lane which is comprised of primarily light industrial businesses serving the 3 Mills film studio and the Olympics. Much of the land in this area of the site, particularly along Hunt’s Lane, which runs parallel to Sugarhouse Lane, is empty and fenced off.

South of Sugarhouse Lane is Three Mills Island, home to the main section of 3 Mills Studio, Three Mills Green and the Three Mills conservation area. The studio is one of the largest in London and is a clear asset on the site. The conservation area is integrated into the studio and houses a cafe run by the heritage group.

The current status of industry in Sugarhouse Lane is deceptive, as the handful of industries that serves the studio make the site seem alive. Throughout the site is a combination of rental shops, scene shops and car shops. Survey interviews conducted by our group, suggested that some of the rental shops appreciated the land because it was inexpensive, while others were lending equipment to the studio and the Olympics. The car shops are on site again for the affordable rents, or because their contracts will not permit them to relocate. The rest of the property is empty but for one or two small workshops and the British Academy of New Music. A small number of residents have also started living on this site in old warehouses and offices. Some are part of the ACME Studios Project which provides affordable live/work studios for artists. However, even with this small diversity of businesses, most of the land has been collected by a very small group of landowners. One local property manager explained that this current state is a product of plans on the site to bundle the property and redevelop on a larger scale that were interrupted by the declaration of portions of the site as a heritage area.

Though on the surface the site seems industrial, the reality is that there is somewhat of a facade of industry. Even though the entire area is composed of industrial buildings, many of them are derelict and empty on the inside, whilst the majority of the heritage buildings are vacant and falling apart.

ISLAND PROPERTIES: NATURE OF ISLANDS

The geography and character of the site led us to define it as an urban industrial archipelago – a collection of islands that are linked yet isolated. The site is formed of literal islands, with each island having particular characteristics and patterns of development. Likewise, the entire chain of islands is in many ways disconnected from London and seems to function as an archipelago of deprivation and declining industry.

The water, a possible asset and potential source of connection, is regarded as an element of disconnection and weakness, serving as a barrier on site.



An Industrial Waterway

The waterways on the site are often totally neglected. Buildings have their back to the water

CHARACTER: THREE MILLS ISLAND

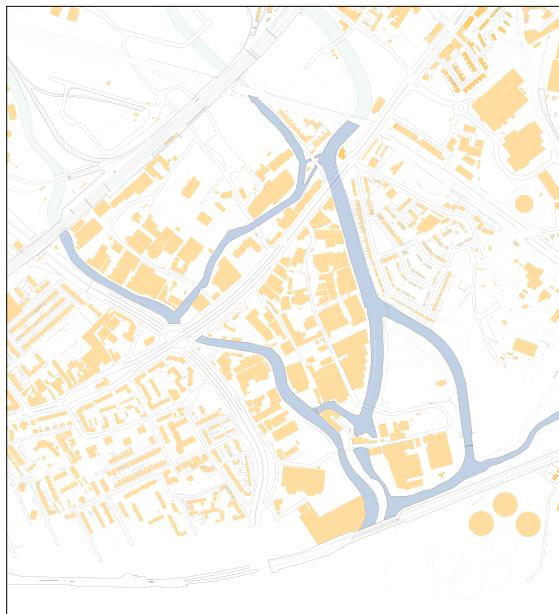
Urban Backyard

Three Mills Green is a strategically located park of good size that caters to the needs of the local residents. Unfortunately, the park is fenced in resulting in a disconnection of the park. The park is also delineated by paths leading to and from 3 Mills Studio, High Street and Three Mills conservation area; the lack of connectivity present on site manifests itself in the neglect and disregard for the current conservation area and park.

Heritage

The current identity of Three Mills conservation area is similarly a story of disconnection with the surrounding urban fabric of the site and its industrial past. The appearance of the Mill House and Clock House heritage buildings have been maintained however, many of the buildings current functions serve 3 Mills Studio and are closed off to public access.

The one remaining building open to the public, is the Mill House which opens as a cafe once a week. Three Mills Conservation area serves as an asset on site, however it must be developed in conjunction with other heritage developments in order to promote a coherent plan that will revitalise the area and attract attention to its history.



CHARACTER: SUGARHOUSE LANE

Sugarhouse Lane is characterised by a mix of industry heritage and other dispersed uses, mainly dominated by light industry businesses that currently cater to the needs of the Olympics and 3 Mills Studio. Heavy vehicles speed down the narrow street, while the sounds of heavy machinery dulls out all other sounds, the speeding cars on the Stratford High Street also makes their presence felt on the site.

You are surrounded by the sound, smell, and sights of industry and machinery, amongst which you see glimpses of a seemingly displaced and neglected heritage. Heritage on site is found in the form of the Sugar House, currently used by ACME Studios, as well as a number of disused buildings, chimneys and yards. Amongst the mix of industry and heritage, is the British Academy of New Music, a contemporary music college that derives its inspirations from its surrounding environment. The concentration of creative industries specific to our site, namely the film studio serves as a unique asset which is worthy of preservation.

CHARACTER: HIGH STREET AND PUDDING MILL

Stratford High Street is characterised by high-rise developments that are detached from their surroundings, as relative islands of luxury amongst the deprivation. Along the northern side of High Street, development complexes have built integrated commercial shops beneath the residences. However, due to the severe disconnection of networks present on site, the commercial shops have remained vacant.

Pudding Mill area, on the other hand, is dominantly characterised by a large section of the Olympic Legacy Park as well as the temporary site for the CrossRail development project. Bordering the northern edge of our site is the Pudding Mill DLR station. Along Pudding Mill Lane is also a large commercial business, the Marshgate Business Centre, which mainly caters to print, graphic and hiring shops. Pudding Mill Lane is also characterised by a facade of specialised light industries such as the curved glass factory.



Industrial Backyard

Top Derelict industry on Sugarhouse Lane

Bottom Sugarhouse Yard is occupied by Brandon Hire which cater to the needs of 3 Mills Studio and the Olympics

Top Heavy traffic flow running through Stratford High Street, making it impermeable for pedestrian crossing

Bottom A large section of Pudding Mill area is fenced off as part of the development for the Olympic Park

SEAMS AND BORDERS

Our site is bordered by various systems of public transport, resulting in a relatively well-connected area serving the local and regional populations. Bordering the northern edge of our site is the

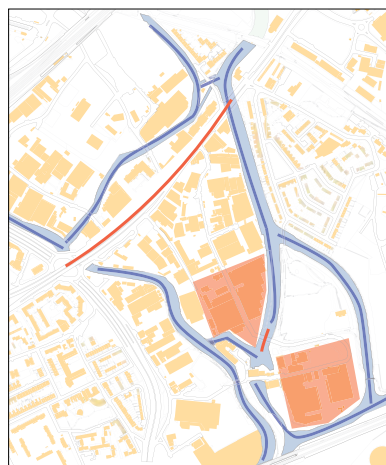
Pudding Mill

Docklands Light rail (DLR) line, which runs from Poplar to Stratford. On the south-western border of our site is Bromley-by-Bow tube station, served by the Hammersmith & City and District Lines. Stratford High Street is also served by various bus links with two stops on the border of the western side.

Much of our site is dominated by the waterways running along it. The waterways currently sever the site, resulting in the disconnection of the Abbey Lane neighbourhood and the current Sugarhouse Lane.

Physical blocks to accessibility, illustrated by the red blocks on the map below, separate the different islands. Walking down Sugarhouse Lane towards the park you are blocked off by the studio gates. Likewise access from the park towards Sugarhouse Lane is also restricted to studio vehicles. Residents from the Abbey Lane neighbourhood wishing to access different segments of the site have to leave the site each time to get from one part to the next.

The blockages and seams around and through the site



NETWORKS AND ACCESS

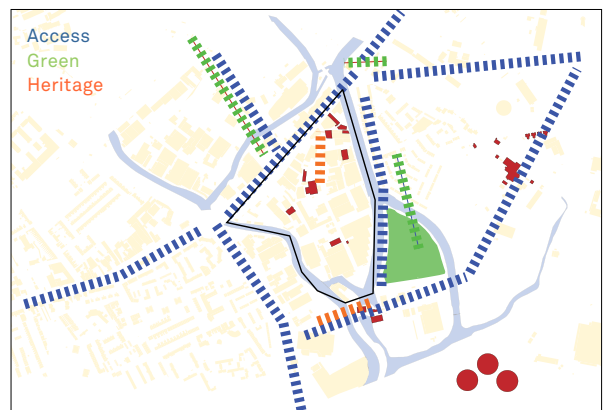
The main road on site is Stratford High Street (A11 motorway), which is a major east-west connection for London, serving high speed traffic. Roads allowing traffic onto our site all terminate within the site. A barrier fence runs through the segment of High Street dividing our site between Pudding Mill and Sugarhouse Lane, making it impossible to cross the road to each area.

Despite the poor permeability of the site, many vibrant and abstract networks exist around the site including strong elements of heritage and nature (green). Nearby is also a large collection of creative industries and transport connections. The poor access to the Sugarhouse Lane section creates a barrier for these networks.

The result is that High Street becomes a bypass to our site, rather than an access point. Similarly, the poor North-South connectivity also disables the site from being an active part of London. The islands and the blockages on our site have enabled unique characters to form and remain, but opening up specific points of access into these wider networks will allow these sections to integrate into London and the local area more organically. Improving the access and carefully integrating the site will be able to turn some of these borders, especially the water, into assets and connections, rather than obstacles and dead ends.

Stakeholders

The main large-scale or government stakeholders for the site are the LDTGDC, The London Borough of Newham and the Greater London Authority (GLA). The LDTGDC and the GLA having decision making powers over large-scale development. The principle planning documents to be considered for the site are the Newham UDP, The London Plan and the Lower Lea Valley Opportunity Area Planning Framework (LLVOAPF).



STRATEGY

Our design strategy builds upon two main themes: character and continuity.

MAIN THEMES

- 1 Character: Maintain current character of this series of ‘industrial’ islands, making our intervention an exercise of stitching together related yet dissimilar pieces of the urban fabric.
- 2 Continuity: Continuity within diversity is to build upon any assets already present whilst encouraging diverse and varied uses within the site.

Urban Design Objectives Constraints and Strengths

Design objective	Constraints	Strengths
Connectivity	Connecting the site would need a larger scale project that necessitates the study of the needs of those occupying the site and those adjacent to it.	New connections are vital to bring life to the site and insure the viability and success of any new development.
Waterways	Views from the proposed development towards the opposite banks and water quality should be addressed.	The waterways are of great historical importance and will serve as an asset for future development.
Heritage	The site’s designation as a conservation area has restricted its development; on the one hand this has preserved the sites historic characteristics and stopped it from losing its stock of historic buildings to new development. It has also meant that the lack of use, and the complexities now associated with re-use, have lead to deterioration in the state of these buildings that suffer from neglect and underuse.	The sites history can be used as a potential attraction and marketing tool for the site.
Retail / Commerce	Possible competition from the Olympic site and the fear that densities within the development do not rise to a level that can support commercial uses on site.	Close proximity to the city of London and other large projects can attract visitors to the site; projected rise in density levels within the area will serve any retail or commercial venture.
Infrastructure	Expensive and needs to be co-ordinated with surrounding areas	Needed for development and will serve as an attraction for businesses and residents.
Pedestrian and Cycling	Might result in the site becoming a transit route.	Will attract more traffic to the site.
New Housing	Might suffer from low demand due to competition from developments on the Olympic site and surrounding areas in Newham.	Will serve to provide needed revenue for the development.
Employment	Current businesses benefit from the current condition of the site and will consequently relocate in the event of redevelopment.	Willingness of current businesses to relocate means less conflict during the design process and the opportunity to redesign the employment structure of the site.
Integration	Difficulty of integrating a site into a fast changing environment.	The speed of change may mean that the site can benefit from new infrastructure and connections created by other developers.

ZONING FOR DEVELOPMENT

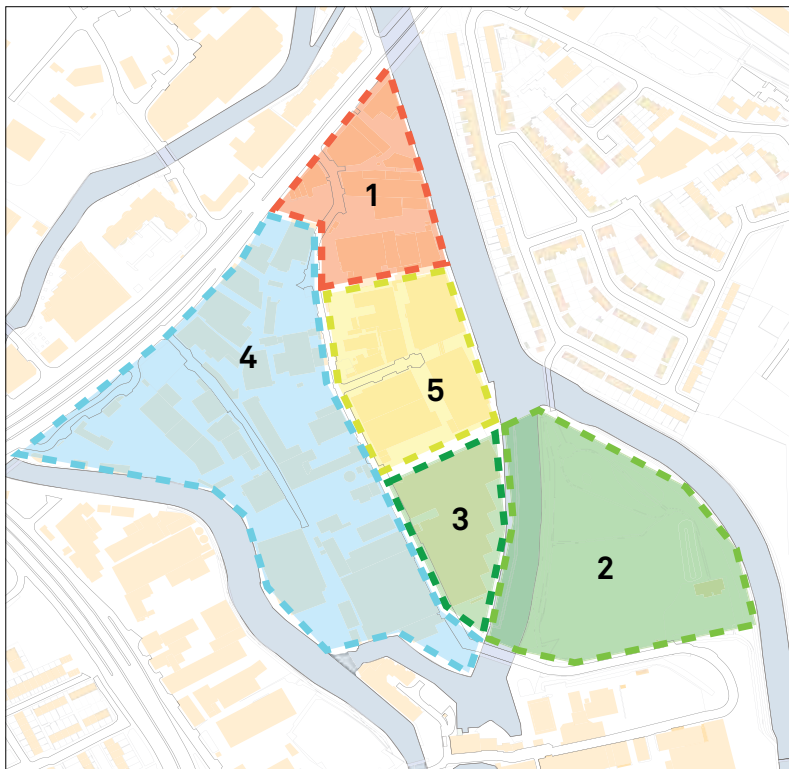
The general strategy of zoning required a precise understanding of the strengths and weaknesses on site and the potential for connectivity in effecting both of these qualities. We also needed to understand the potential of the diverse uses and forms, which normally could not coexist, such as the strong borders reinforced by the canals has allowed for a local park to exist meters from an industrial hub and movie studio. Likewise, a high-rise condo lies across an impenetrable road from remarkable heritage structures. Amongst all of these uses is the presence of the historical form and function of industry. There is also clearly a core to this site in the heart of Sugarhouse Lane.

Many of the stakeholders plans advocated the need for emphasis on expanding housing stock, conserving the heritage aspects, and reinforcing industry. To balance and strengthen these diverse assets across the site we employed a zoning strategy for the development on Sugarhouse lane. By dividing this island into separate but very specific zones, we were able to conceptualise a marketable pattern of development that would embellish many of the assets on the site and form the logical connections to the other islands.

Conventional zoning implies governmental land use policies, which are often criticised for their limited focus on land use. However, our approach is not zoning for use, but is instead zoning the site for precise and sensitive development. This zoning is more of a phasing strategy for development over time that pays particular attention to specialisation and particularities of certain areas.

The result of these zones is a balance between the fine-grain uses and wider needs of the site. While a free-for-all development would not be able to bring such specific uses so close together, this plan strengthens all of the key elements, from heritage, to industry, to community resources, to interact together and allow the entire neighbourhood to function on wider scales as well. By creating logical divisions with coherent transitions and connections, we are separating the zones by their development strengths.

As the following sections introduce the possibilities and nature of each zone, our plan to unify the islands through transitions and seams will unfold. The entire development together will also be explained in the overarching products of these zones and the timing and marketing necessary to execute this strategy.



- 1 Heritage Corner
- 2 Local Park
- 3 Community Building
- 4 Industry Preservation
- 5 Residential Development

HERITAGE CORNER

Sugarhouse Lane's heritage corner is to be the soul of the redevelopment. Bringing together the past and present in a system of 'hidden' public spaces and open courtyards, of vibrant creative and educational venues and more relaxed uses. The redevelopment should increase urban public spaces incorporating green spaces within multiple levels along the waterways, when possible. New buildings should be integrated through the use of similar characteristics and scale to the existing heritage, preserving the prominence of the Sugar House. The development should be a heritage-retail led project with community, educational, cultural uses (for example, media library, museum etc.), ground level retail and mixed residential options.

The proposal aims to shift the industry operating along Sugarhouse Lane, so that its main operating facades face Hunt's Lane and its secondary routes. This shift will allow for the introduction of varied uses of the northern edge of the site. Industry can maintain 'softer' facades; small-retail outlets or workshops with glass windows so as to provided the atmosphere of industry vital to keeping the heritage in its original context.

The current listed buildings are shown in green with the yellow representing the listed courtyards. It highlights the concentration of heritage in the north-eastern corner, which led us to determine this area as the main heritage development.

Possible layouts for the new heritage corner indicate the new restored heritage in red, while the purple plots show possible location for public educational and cultural venues, and orange plots are allocated for commercial retail and residential uses. Plots on the high street may be allocated to serve functions like a local supermarket chain or a cafe, so as to be the first point of attraction to nearby residents into the site.

Funding for our project can be derived from marketing the heritage on site as a profit generating attraction and sale and rent of residential units and retail spaces within the site and in adjacent developments.



Plans

Plans 1,2,3 illustrate the heritage areas development over time from the current state to a development zone (corner). Source: Sugarhouse Lane Planning Appraisal

Picture of Hafen City, Hamburg

This illustration shows the vibrant urban waterway of Hafen City. The new Sugarhouse Lane heritage zone could develop a similar public space. Source: Hafen City Masterplan



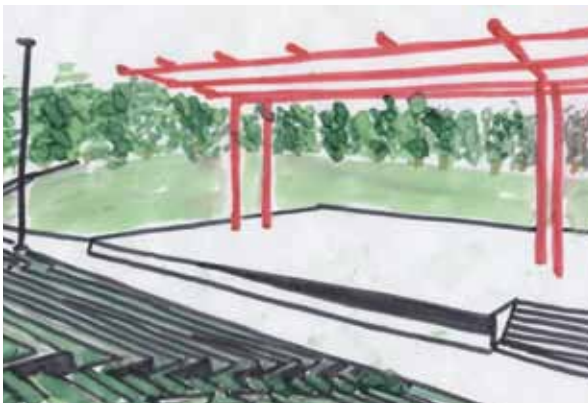
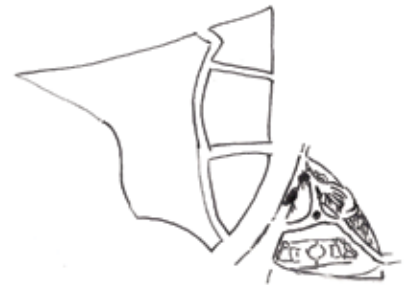
THREE MILLS GREEN

The green is to be the centre for recreational use for the surrounding neighbourhoods, more specifically a park that hosts sport activities and an open air venue for various festivals and performances. Three Mills Green differs dramatically from Mill Meads Pumping Station Park as the proposal for Mill Meads seeks to make the gas station a final destination between the Fatwalk, the Olympics and the Royal Docks. The character of Three Mills Green should be distinct from the parks around it through its connection with the creative aspects of the island. Three Mills Green can assist in the economic revival of the area, increasing the attractiveness and promoting the place for business investment when developed in conjunction with the distillery.

The restoration of the existing networks and creation of new links will seek to promote social inclusion and further connect the park to the larger framework of networks improving better park accessibility. Developing the park in conjunction with the distillery and the opening of the closed off bridge will provide a catalyst access point between the creative and heritage parcels on site, resulting in a unified and integrated built and social environment.

The existing relationship between the park and the waterways is one of disconnection, therefore the improvement of pedestrian pathways to/from/through the park will seek to maximise the use of the waterways. Acknowledging their historical importance and further allowing it to connect to the Olympic waterways and Royal Docks through a proposed waterbus system will further revitalise the waterways, by allowing for mix use of the park through public and open spaces ensuring “inclusive, accessible and active waterside and ground level frontage.”

Funding for this part can be derived from engaging the community and developing a relationship with the stakeholders to “establish collaborative partnerships and external funding opportunities.”



Local Green

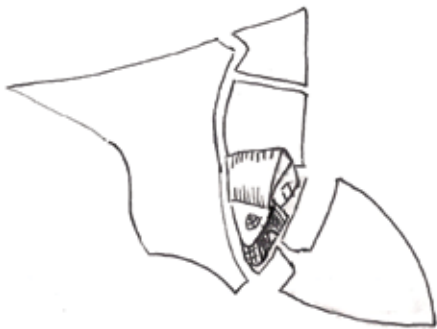
A football pitch on Three Mills Green will provide a leisure and sports space for the local residents and attract awareness to the space during all seasons of the year. A formalised entertainment space in the park will link together the creative assets on site within different zones and create a cohesive and family friendly environment by day and entertainment space by night. The development of waterway paths along Three Mills Green and along the Abbey Lane allotments will result in the further integration of the local area and site into broader green networks running along the Lower Lea Valley



THE DISTILLERY

The distillery building on the site is to become a private venue for medium to large-scale public use, one that has a direct interaction with the green space and further enhance the existing creative network on site. When developing the distillery, it is important that we consider the relationship that will emerge between new developments and the historic built environment of the site, as the development should somewhat reflect the local character of the area, while simultaneously improving the quality of the built environment.

The new facilities provided on site should assist in overcoming existing shortages of public leisure spaces and also meet the growing demand for leisure activities, as leisure developments can play an important role in the economic regeneration of the borough particularly in town centres through the creation of new jobs and enhancing their future viability and vitality. The opening up of a riverfront café/ restaurant across two levels will “encourage the private sectors to develop new facilities to meet emerging demands and to create new jobs.” It will also support the current cultural assets on site and develop it in conjunction with the borough’s growing cultural, entertainment and recreational activities. Developing the distillery along the waterway is an opportunity to “provide landmarks that are of cultural and social significance.”



The development of a community centre in the current location of the distillery will result in the further integration and interaction of the different zones being developed, with specific reference to the local park. Opening up the back of the distillery to the public and developing a waterside path will revitalize the area economically and socially providing a community space by day and entertainment area by night

The new bridge built across towards Three Mills Green will seek to overcome existing network access point shortages, as well as meet the growing demand for easy access to leisure and recreational points on site. The creation of a canal side path reflecting the industrial heritage area of the site will provide an accessible public space for visitors and residents, most importantly linking all of our zones together. Integrating accessible networks, different leisure spaces and the overlapping character on site will therefore result in a cohesive and friendly family environment.



Stakeholders see the site and its surrounding area as key for the future of Newham. It is therefore essential that it accommodates increased densities and provides the necessary amenities and services needed to sustain them.

This phase of the development will come after the development of the two edges of the site, who themselves will host new residential uses. This new section of the site will create a balance between the varied uses as well as serve as a catalyst and incentive for development. It will bridge the gap between the heritage corner and the park/ distillery development allowing for a higher density and thus bringing new life to the area. Whilst maintaining the small scale, through the use of smaller building sizes, that preserve the current height limits and views across the site, created in the previous sections. This continuity of grain forms the basis for this development helping to reinforce rather than undermine the existing and new characters of the bordering areas.

The main criteria for residential development on site are the availability of ground floor retail space, an overall residential density on site of around 600-900 Habitable Rooms per Hectare made up of a variety of housing options, 50 per cent of which is to be affordable housing. 10 per cent of all housing made available on the site should have disabled access and should be spread throughout the development.



Residential Urbanism:

The Covent Garden neighbourhood shows how pedestrian residential neighbourhoods can mix with nearby commercial uses and businesses. The buildings do not need to be historical to create these neighbourhoods, but they do need to follow guidelines of scale and be respectful of the existing character

The industrial zone in Sugar house lane will be developed under guidelines rather than projects. Though it may seem like one of the less tangible proposals for the site, in reality, it is a key catalyst to character, business, scales, and life in our site. The approach to industry is to emphasise urban industry and the potential for small workshops that can benefit from close proximity to London and good transportation links, yet not be overwhelmed by competing developmental interests and high land values. The strategy to accomplish this on site is thus directly related to adjacent projects and the two key guidelines which will dictate development on site.

The two guidelines relate to ownership and parcel size, and more generally to accessibility and connectivity. The objective is to build an inner-city industrial urban pocket. A pocket is a perfect explanation of our objective because it describes a solution to the difficulty of nurturing an inner-city industrial area. To allow light industrial local workshops requires specific land regulations and a specific type of structure. Our site offers these resources. In a convenient connected location, other forms of developments tend to value land more than industry.

The pockets stem from the inability of a large developer to remove them or consolidate. Small parcels are key to maintaining local businesses that collectively benefit from lower rents rather than larger developments who would benefit from increasing land values and overwhelming accessibility. The second component of our strategy is to divide up parcels into small workshops and treat buildings individually.

The industrial zone, unlike the other zones will be a pocket with its back to the water. The opening though will be onto a high street and into the other redevelopments as a service route. The local workshops will be able to employ local workers and still serve the nearby studio. The nearby traffic will allow workshops to intentionally draw customers from nearby but be far enough away from the thoroughfare, which is channelled away, to maintain the necessary isolation.



ZONE PHASING

To accomplish the zoning strategy, the phasing on the site is crucial. By beginning with the distillery building in the South of the site and creating the first connection across to Three Mills Green, it will be possible to create a community hub and begin to repopulate and integrate the Sugarhouse Lane area.

At the same time the industrial strategy can begin to secure the industrial section's status and position it as a place for local workshops in light industry. Meanwhile, developers could begin work on the heritage corner. The heritage section could also be build up over time. By beginning with the corner and the High Street crossing, the area can become an additional gathering point, its close proximity and easy access to and from existing residential areas can bring people onto the site. Once the corner of heritage.

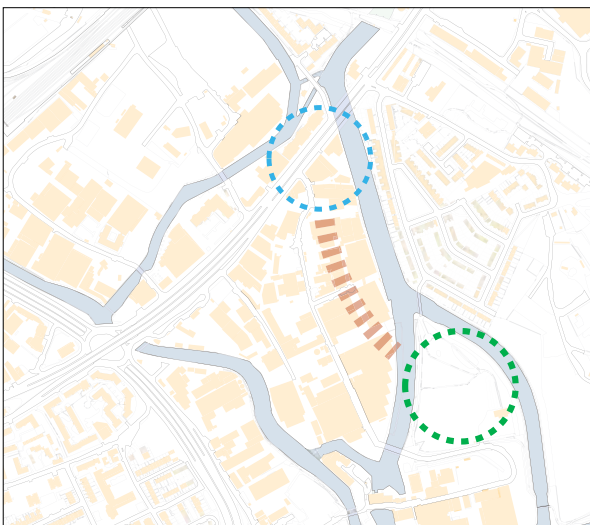
it could serve as an incentive to develop the rest of the zone. Finally, as the two edges become more solidified in their new community roles, the middle areas of the site could be rebuilt as a more high density residential section.

ZONE STRATEGIES

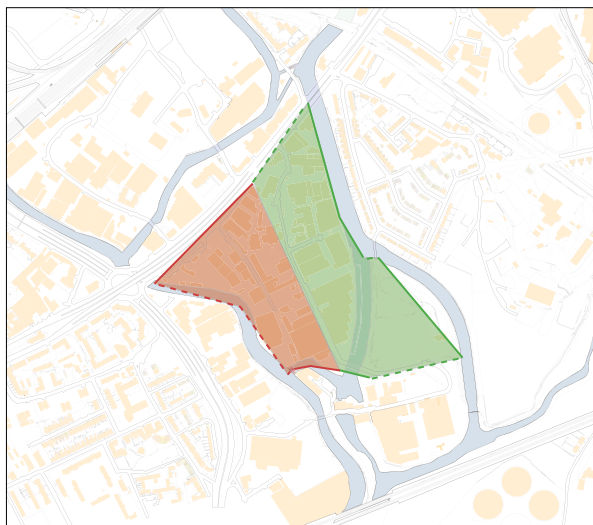
The zoning strategy has some overarching principles which were fundamental in our thinking of the project. First, there are two key 'anchors' on the site. These are the places where development can begin because they provide the connections in and out of Sugarhouse Lane to the local communities and beyond.

The heritage corner will bring people from both nearby condominiums, who will now be able to cross the street easily for a quick market visit or a nice riverside cafe. At the same time, the Abbey Lane neighbourhood will also benefit from the more convenient market or job opportunities. Both groups bring a very commercial yet integrated anchor into the North of the site. On the south, the distillery building will become another community asset which will link with the studio and other creative assets. At the same time this centre will provide a more formal place for community interaction and attract external attention on the site. Overall the two anchors will solidify the pattern and route of development on the site and strengthen the middle, as development moves to connect together.

The two anchors and the development between them



The divisions between the two primary uses, one creating a tempered zone for low rent industry, the green zone creating a flow through the site's new developments



IMPROVED NETWORKS

Creativity on site is the main focus of our intervention and one of the main guiding principles, serving as the conceptual framework. The new joined-up networks will respect and enhance the character, scale and built form of existing assets on site, developing “a well-connected and legible place”.

The heritage networks reinforce and enhance the route between the northern island and the southern islands and waterways, by redefining the sequence of urban spaces along them. The heritage network will provide an opportunity for upgrading the built environment and urban fabric of the site by encouraging tourism and commercial growth. All networks will be linked through different access points and bridges across waterways. The green network will integrate the surrounding green spaces such as the Fatwalk running north-south from the Olympics to the Royal Docks.

WATER SEAMS

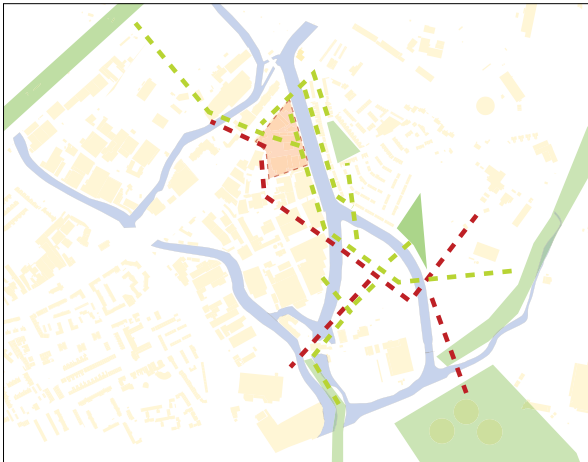
Though the intervention touches on water in many specific ways, the project overall is about islands and divisions, and water is the constant seam. This proposal turns the water into the stitches of thread that link the different areas to connect back to a wider space.

The heritage section opens up on to the water's edge to improve the quality of the spaces within the area, and to create logical paths through the site.

Three Mills Green and the distillery connect over water and together reactivate this seam. The same activation occurs between the Green and the Abbey Lane allotments by simply straightening up the fronts of both sides so that there is some environmental communication between the sides.

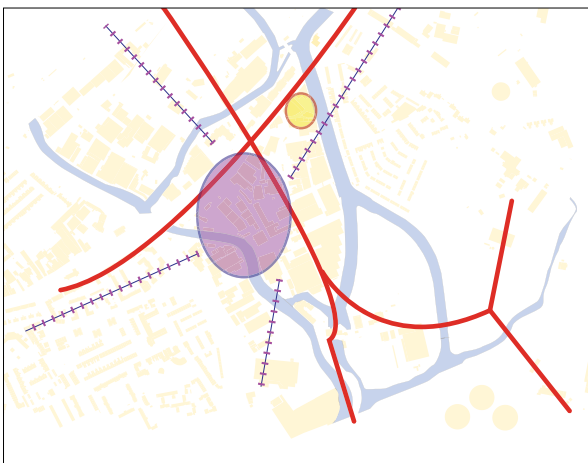
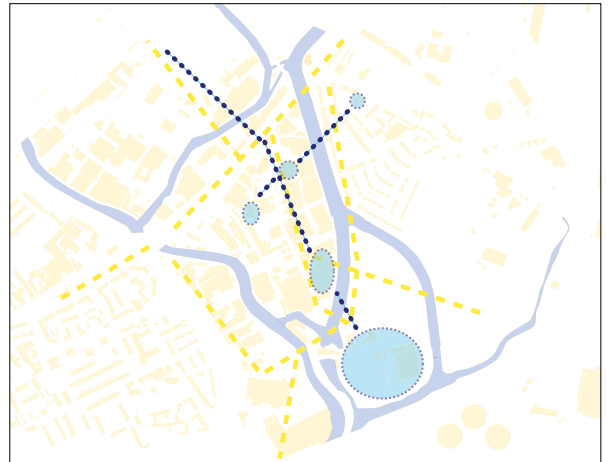
Green and Heritage Connectivity

Both routes now emphasise the canal and provide continuity through the site



Green and Heritage Connectivity

Linkages with creative programming in Abbey Lane and the site along with improved pedestrian access improves the sites literal and abstract connectivity



Broader Networks

The Purple Industrial Centre connects this site into the wider neighbourhood and London economy. The result of the new hubs and transversing routes is a North South Axis to rival and help balance the existing and overwhelming East-West thoroughfare of Stratford High Street

FINE GRAIN

To successfully redevelop Sugarhouse Lane and create a new diverse urban core requires a multi-scalar approach to development. This intervention is built on an understanding of both the local connections and integrations along with the wider patterns and networks which connect within and through our site. The zones clearly address different needs and cater to different scales. The industrial portion of the site is designed to develop both a local engine for business and employment that can bring the area into the Global London market as well.

The same is true for many of the strategies which combine the local and broader potential of the site. The Distillery building will be rebuilt to include a community use, such as a performance or screening space, which can also be a draw or venue for London theatregoers or performers. The heritage portion of the site similarly includes remarkable and increasingly unique industrial heritage and will provide shopping and a specific atmosphere. The result of all of these projects is that Sugarhouse lane can become both a local and broader centre, and become a functioning node on both scales and all what is in between.

What makes all of this possible is the most local level incorporated in the design. By taking an approach which focuses on character, we are developing small scale detail oriented growth – essentially the development pattern on the site is of a fine grain. The fine grain areas are what creates the vibrant urban fabric that maintains character and develops an interesting place. At present, the details, a result of countless stories overlapping through our site with different borders yields minute elements of urban space which are not all planned on a master scale from the beginning.

Overall, the original deprivations on our site, caused by neglect and disconnectedness, will be rectified on the fine grain scale. The zoning strategy is by its nature extremely different from conventional zoning because of how small the zones are in the first place. The strategy is to develop a diverse grain, which can benefit from limited separation, rather than be totally consumed by intensively mixed-use which can prohibit certain living or working habits. We are maintaining or reallocating the existing character and fine grain, but adding fine-grained connectivity and connection between the different zones. By allowing the small workshops to integrate with small shops and commercial traffic we bridge an often difficult border between production and use. By preserving heritage with its uses, we are creating a genuine heritage that is not a homogeneous recreation. By generating a park and community structure adjacent to each other, we cross a body of water and can bring performance outdoors and into the real world, or the real world into a theatre.

By focusing on the fine grain in development we are maintaining the specific character and yielding a range of developments which function as different portions of a city. Small buildings, local workshops, and passageways allow different people to enjoy a place differently and have some areas which are more local and others which are more broad.

- High Street
- Traffic Calming
- Car And Freight
- Key Pedestrian Routes



CONCLUSION

Sugarhouse Lane today has its own version of deprivation. The site is divided into different impenetrable islands. But each island has its own valuable qualities. The fine-grain character on each portion of our site has developed unique places. The nature of the current deprivation though overlooks any of the assets currently on the site and especially overlooks the water in between them all.

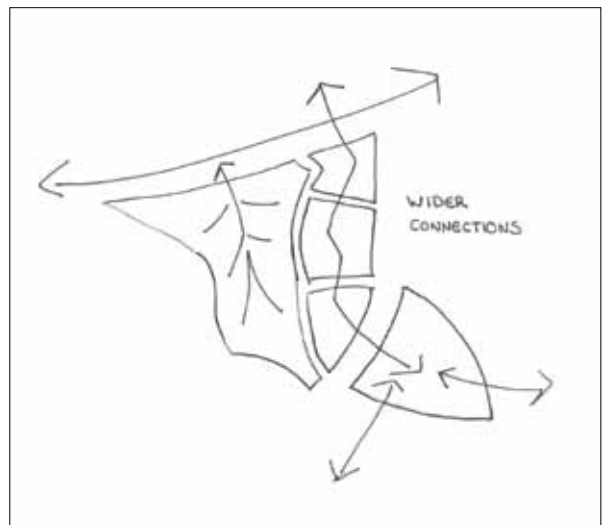
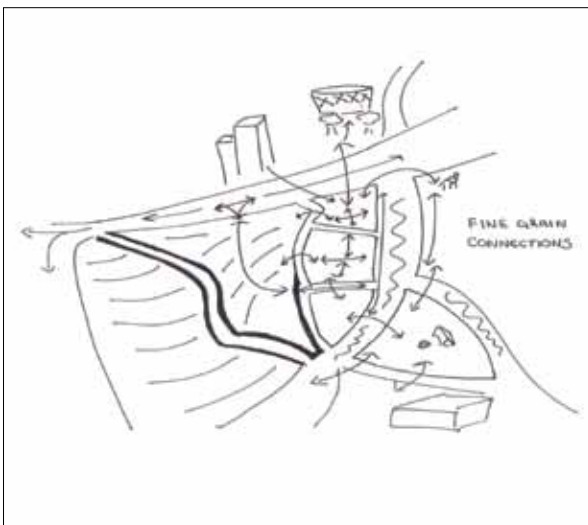
Our understanding of these specific strengths and weaknesses, and the nature of islands and water led us to an approach which would value and strengthen the existing assets and character to create an urban hub. This hub provides new opportunity for the local area and connects into the wider networks of and connections to London that are already around our site. The result is an urban fabric, a patchwork quilt.

To accomplish this we adopted a new notion of zoning: zoning for development. Conventional zoning implies dictating uses and generating large blocks. Our zones specifically address the timeline and marketability of a developer to preserve the local assets and create the fine grained urban networks necessary for a new age of mixed use.

An overly mixed use approach would disable some of the unique personalities to exist, and create a homogenous mixture, rather than a diverse urban core. The reality of this solution is that we have created a framework for smaller islands that will reinvigorate the entire industrial archipelago on site. At the present, Sugarhouse Lane is still in the decline. The collection of unique industrial heritage buildings, which today are still partnered with industrial uses, is unique in London, especially as the Olympic site redevelops many of the old similar landscapes. These buildings are aging and no effort is being made to preserve them. These buildings are also next to an underused waterway. These two assets illustrate the potential of the site to be developed, but also the possibility for this development to be in genuine.

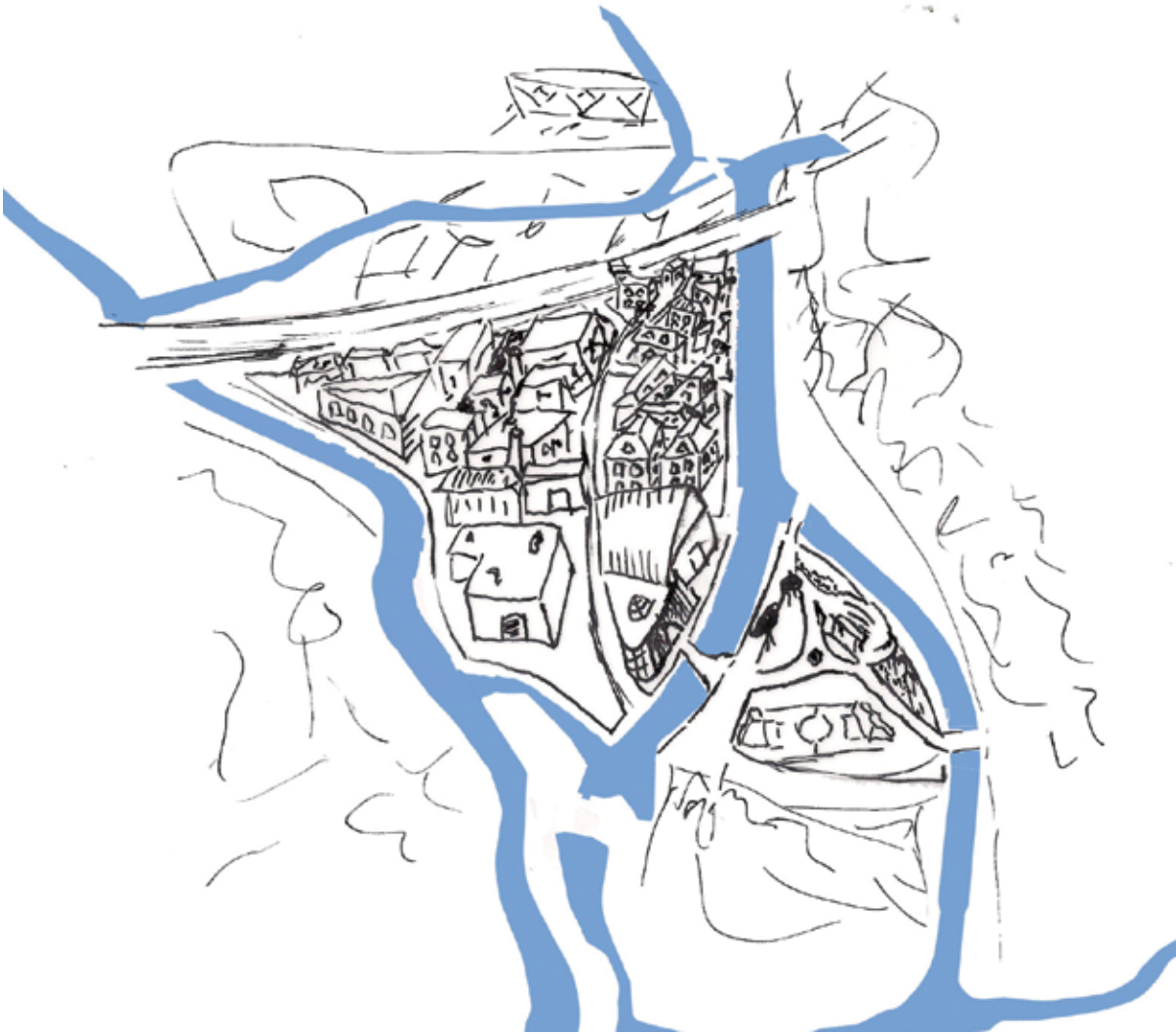
Instead, by allowing heritage led development in some places, and preserving the local small scale workshops in another area, we are allowing a strategy of coexistence and urban seams. By turning the existing studio into a local hub and opportunity, rather than a large void on the site we are creating a fine-grained approach from the beginning. By preserving the assets of the adjacent neighbourhoods, and linking them back to our site, we are considering the many groups who have an interest in our site.

The new Sugarhouse Lane will be a new urban center, not a throughway. The future of this archipelago is not to blend into the rest of the city as a sweeping development or a homogenous mixture of urbanism, but instead to be a different sort of urban place for many different people.



A New Sugarhouse Lane

Sugarhouse Lane, reimagined. All of the interventions discussed throughout the report come together in this sketch to illustrate a vibrant core to our site. The fine-grain character can be preserved and recycled to make one place that can serve many different needs



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