

# Regeneration Project

Canning Town and Custom House

Masterplan Consultation 2007

# Project team

## Lead Partners

London Borough of Newham  
London Thames Gateway Development Corporation  
London Development Agency  
English Partnerships  
English Cities Fund

## Architects and Masterplanners

(EEA) Erick van Egeraat Associated Architects

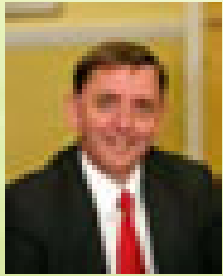
This document is a summary of the draft Canning Town and Custom House Regeneration Project Masterplan Framework.



# Introduction

The draft Canning Town and Custom House Masterplan sets out the principles for the future physical regeneration of the area.

Following the adoption of the original masterplan in 2004, much has changed. So the London Borough of Newham, in partnership with the London Thames Gateway Development Corporation, the London Development Agency, English Partnerships and the English Cities Fund, has commissioned architects EEA to refresh the proposals.



The new draft Canning Town and Custom House Masterplan updates the physical changes needed to meet our aspirations. These are to create new opportunities for people in the area; vibrant town centres; a radically improved environment; more green spaces and deliver a place of choice for current and new residents.

We have already started work with demolitions of blocks in Fife Road (Area 3) and Silvertown Way, consultation on the Rathbone Market proposals and a major property refurbishment project is underway on the Pinnacle properties. But the transformation of Canning Town and Custom House will not be achieved overnight. The masterplan contains some specific proposals but also sets a framework for all developments in the area in the years ahead.

This document sets out the key changes that are contained in the draft masterplan and the next steps in delivering the proposals. We are now consulting on these changes and want to know your views. More information on how you can get involved is contained at the end of this summary.

*"The Canning Town and Custom House masterplan is a unique opportunity to transform the area"*  
Sir Robin Wales, Mayor of Newham



# Making new connections

Whether travelling by foot, on a bicycle, or by road, moving around Canning Town and Custom House is often extremely difficult. People travelling around the area are faced by cul-de-sacs, dead ends and a confusing street layout.

The new masterplan aims to create simple and accessible routes to make it easier for people to reach services, shops, parks and schools. To open up the area, two new streets will be created between Canning Town and Custom House. These are primarily delivered by linking together existing routes and will improve the ways people are able to move around the area.



This diagram shows the improved pedestrian connections for Canning Town and Custom House

Possible character of improved streets for Canning Town and Custom House



# Street character and secure design

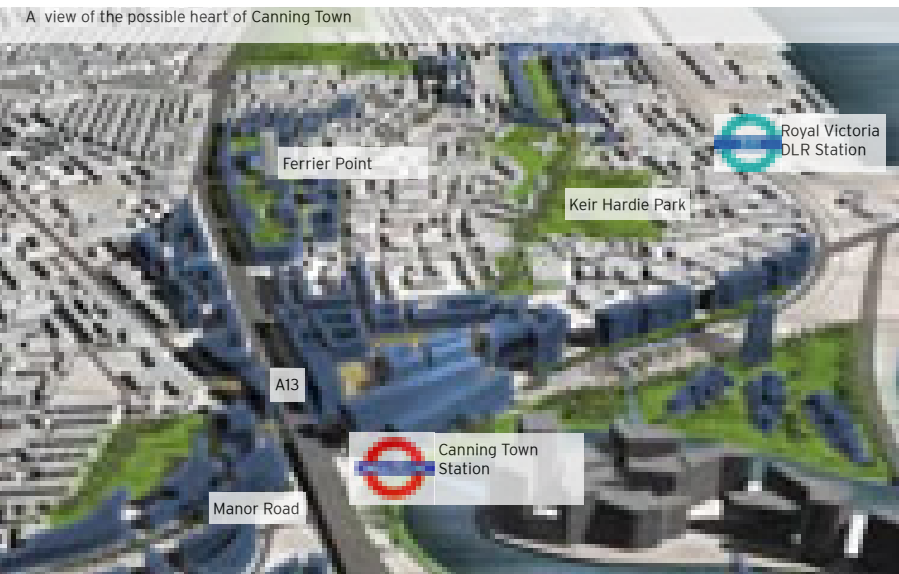


We are proposing two new road connections between Canning Town and Custom House

The two new streets linking Canning Town and Custom House will be designed with improved lighting, materials and street furniture to enable residents to move around the area safely, comfortably and securely.

One street will be mainly residential, with, for example, free-standing mansion blocks between four and six storeys high. These homes will look onto the street and would have a distinctly grand quality.

The other street will be a bustling centre of activity. Following a route that currently includes schools and parks, this street will offer an ideal environment for additional new leisure facilities and public services that may be developed in the future.



A view of the possible heart of Canning Town



Possible character of the Southern Route

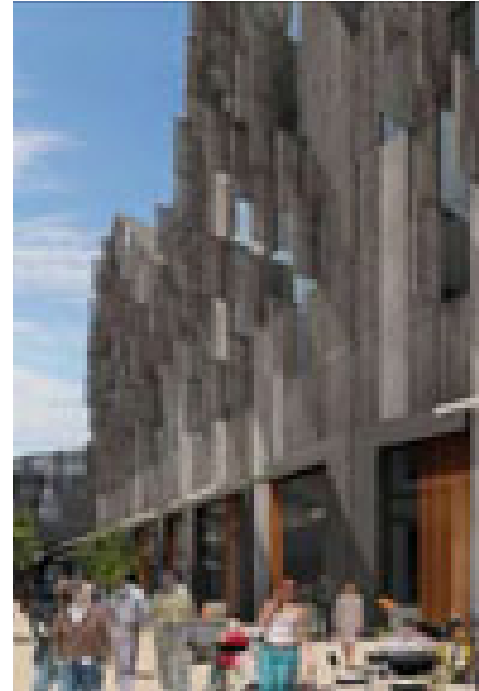
# New hearts for Canning Town and Custom House

Central to our plans for a reinvigorated Canning Town is to expand the shopping, leisure and other activities in the town centre by redeveloping Rathbone Market and growing it to the south of the A13, opposite Canning Town Station.

Improving the area around the Canning Town roundabout will be vital. Proposals include removing the two slip roads on and off the A13 and replacing the roundabout with a junction (see diagram). This would free up space around the centre and allow a high quality and active route to be created under the A13, with a series of lively squares running off it and a main square opposite Canning Town Station which will also be linked with Barking Road.

A detailed masterplan for this area is currently being developed to make the most of this exciting opportunity. There will be further consultation on this in the autumn.

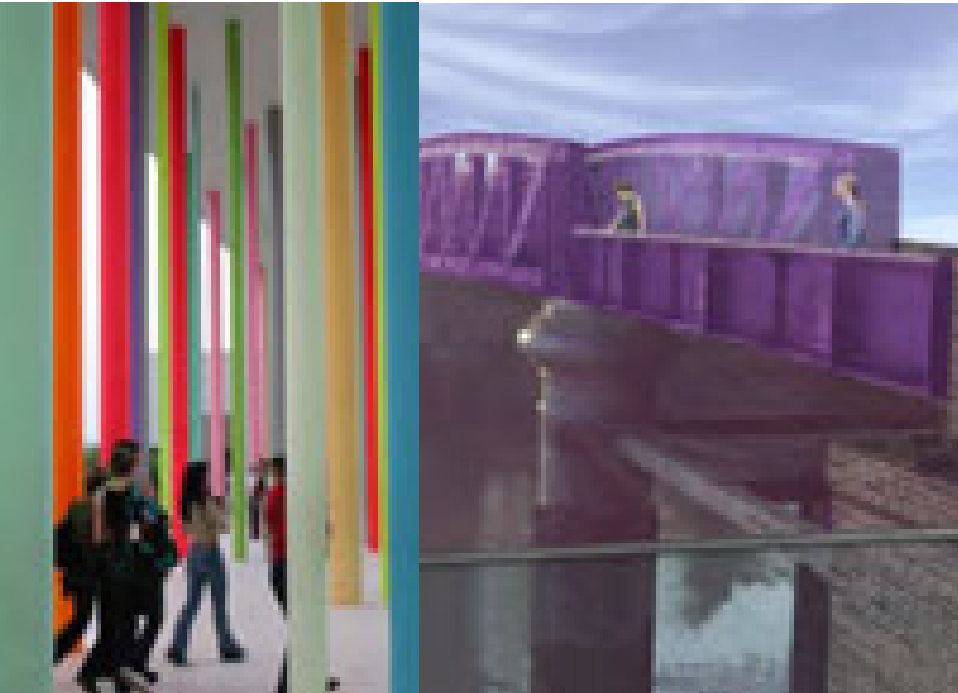
In Custom House, Freemasons Road will also be reinvigorated as a local shopping area to make the most of the potential new Crossrail station and feature a major new park.



Possible character of the new civic square for Canning Town



# Connecting with neighbouring communities

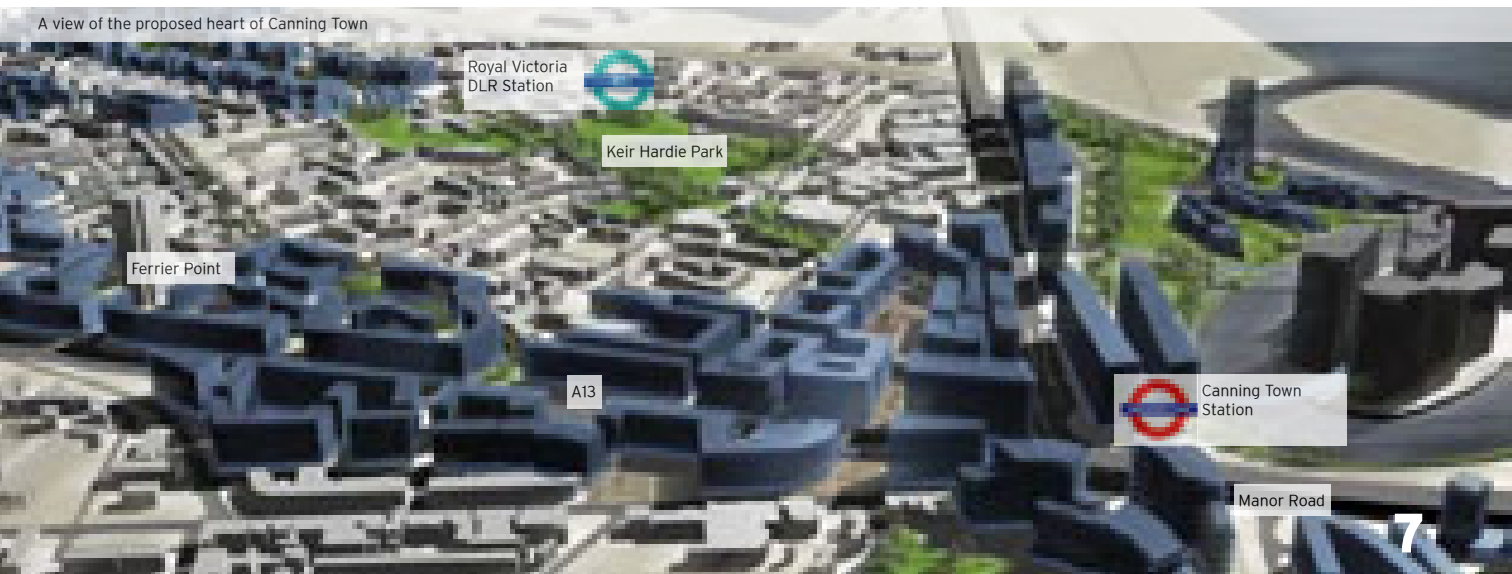


It is not only difficult to move around Canning Town and Custom House - the road and rail infrastructure has isolated the area from surrounding communities. The masterplan shows our aspirations for better routes in and out of Canning Town and Custom House with new bridges and the improvement of roads, pedestrian and cycle routes. These potential routes will be investigated further as the development progresses.



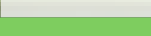
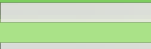
Improved pedestrian connections for Canning Town and Custom House

We propose a series of new and refurbished pedestrian bridges across the Lea to improve connections

A view of the proposed heart of Canning Town



# Masterplan

-  new building / development
-  new public squares
-  new / refurbished public parks
-  new / refurbished semi-public space

## Phasing

**Phase 1 (2008 - 2012)**

**Sites 1A, 3, 7, 8, 14, 17, 19, 20**

Note: sites 10A and 11 are in private ownership but have potential to be delivered in phase 1.

**Phase 2 (2013 - 2017)**

**Sites 1B, 2, 4, 5, 6, 16, 18**

**Phase 3 (2018 - 2022)**

**Sites 9, 10B, 15**

Note: phasing may be subject to change







Ferrier Point

Keir Hardie Park

Royal Victoria  
DLR Station

Custom House  
DLR Station

# Create distinct and unique residential areas

As well as improving the area as a whole, the masterplan recognises the importance of improving neighbourhoods.

Instead of large estates with all properties looking the same, redevelopment will happen on an area by area basis, giving each residential area its own unique personality. For example, proposals near busy roads would be different from those by parks and housing in mainly residential areas should be distinct from that near town centres. This will ensure that buildings are designed for their location and will provide a sense of change as people move from one area to the next.

We propose to have a good mix of property types and sizes, including a significant amount of family accommodation, as well as high quality landscaping. This will enable people to stay in the area as their circumstances and needs change.



The housing for each area will have a distinct character

Possible character for high density housing in a town centre setting



Possible character for medium density housing



# Create appropriate scale



Possible character for distinctive waterside housing on the banks of the Lea

The masterplan recognises the potential to increase the total number of properties in Canning Town and Custom House allowing us to strengthen our commitment to meeting local housing needs by ensuring there will be no net loss of socially rented accommodation as a result of the redevelopment.

In the spirit of our objective of residential design that suits its environment, the highest concentration of properties will be in the thriving and active centres at Canning Town station and at Custom House station with the lower concentration of properties in the mainly residential areas.



Possible character for 'mansion block' housing



Possible character for new family housing

# Make water accessible and enjoyable

**With the continuing development of the Lea Valley on the edge of Canning Town, this waterway will no longer be an industrial wasteland. Wherever possible we will promote the utilisation of the waterways near to Canning Town through the development of parks, and environmental areas as well as housing to enable greater enjoyment for residents.**

New bridge connections and landscaped terraces on the banks of the Lea making a new environmental park



We propose to create new environmental park lands to the banks of the Lea



# Make the most of the landscape potential

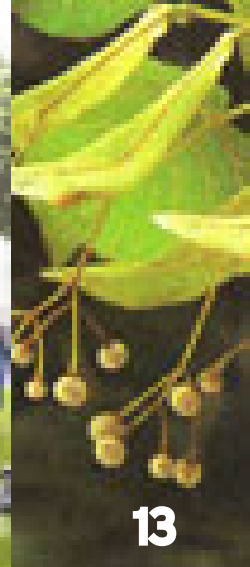
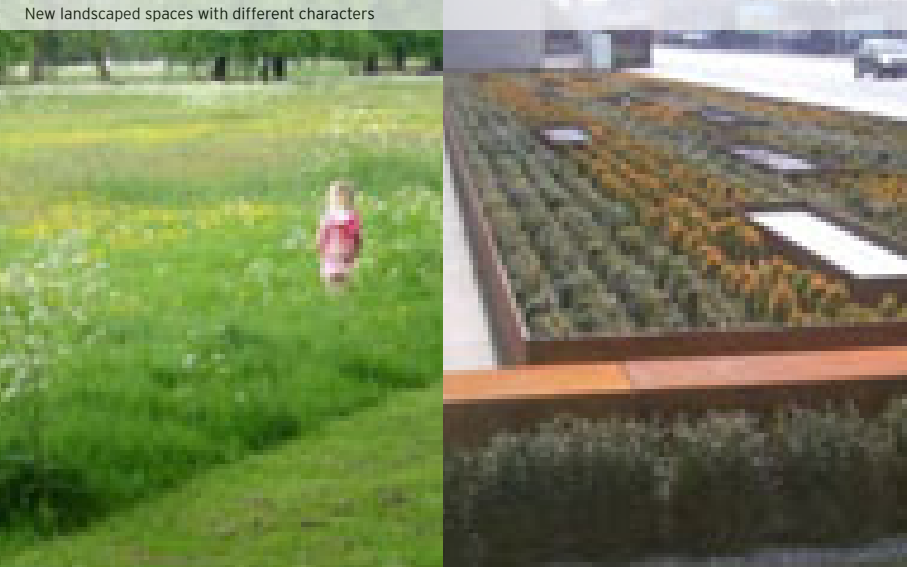
A view from Custom House looking west towards Canning Town



**High quality landscaping will take place around proposed new developments and where possible around existing ones as well. In particular along the activity street we plan to improve landscaping to encourage a variety of uses in public and semi-public spaces such as school playgrounds.**

**A masterplan for Keir Hardie Park has been agreed and improvements to the park will start in the autumn, beginning with a Multi Use Games Area. A major new park in Custom House is also planned to run along part of the activity street that will link the town centres. This is a vital part of the masterplan that will provide much needed green space for Custom House.**

New landscaped spaces with different characters



# Start now!

The Canning Town and Custom House regeneration project has been up and running for some time. Some schemes are already underway and the new masterplan takes account of this.

The Fife Road area (Area 3) is currently being developed and consultation is underway on the Rathbone Market site. Over the coming months we will be consulting on the new masterplan and we expect more sites to come forward soon, starting in the town centre.



Proposals for the Fife Road area (Area 3)



Demolition has already commenced in Area 3



# Get involved

## Get involved

We are committed to involving residents in the regeneration of the area. You can give us your views on the masterplan by completing the enclosed questionnaire. In addition there are a number of other ways you can get involved in the regeneration of your area:

## Design

Individual developments will be undertaken on an area by area basis. As each development site comes up we will be encouraging residents to get involved in looking at the possibilities for that area. Design groups will look at the design, the style and the types of homes that will be developed, as well as landscaping and environmental options. Residents involved in the design groups will tend to be drawn from the area most affected by the proposals.

## Jobs and training

Regeneration offers job opportunities in construction as well as long-term job opportunities in the revitalised town centre with its shops and offices. We want residents to help us think about how we can maximise job opportunities and ensure that local people are in a position to benefit from them.

## Services and facilities

We need to make sure that residents can access all the services they need. Health services (including GPs and dentists), schools, a library, sports, leisure and community facilities will also be important and we want residents to be involved in developing these.

## Neighbourhood issues

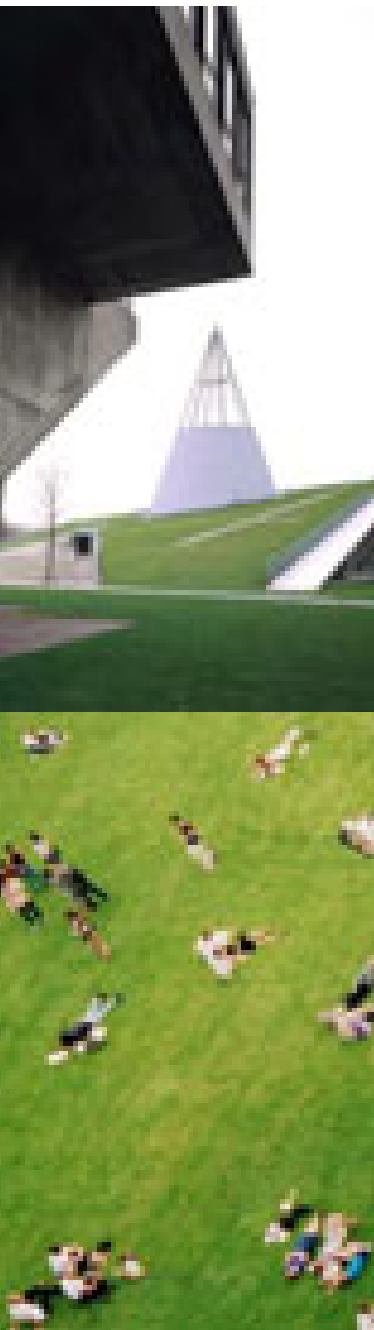
Environmental issues such as littering, street-lighting and dog fouling, as well as crime and anti-social behaviour, all affect the quality of people's lives. We have four Neighbourhood Groups focussing on very local areas. Each meets four times a year so residents can discuss local issues and monitor progress. If you are not already involved in your Neighbourhood Group we'd like you to get involved.

**For more information about how to get involved contact:**

**Keith Smith**

**E: [keith.smith@newham.gov.uk](mailto:keith.smith@newham.gov.uk)**

**T: 020 8430 3781**



We hope that this booklet has given you a useful summary of the transformation to the lives of residents that these plans will bring about.

If you would like any further information, please contact

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<b>Monday - Friday 9.00am - 5.00pm</b>		<b>RPMS/10/07</b>
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