**EIA Quality Mark Case Study**

*Strand East, Sugar House Lane, Newham, London E15*

![Project Image](Image)

### Key Issues

A number of factors enabled the scheme to deliver significant environmental benefits, including the strong design, led by the architects, inspired by the site’s historic setting and the character of the existing area and responding sensitively to constraints. A major positive influence was also the Clients’ vision and aspiration to create a sustainable community, within which substantial opportunities for social and economic development were possible.

Key technical issues for the EIA were:
- The relationship between townscape and visual impacts and the built heritage assets within and adjacent to the site;
- The large number of developments in the area, resulting in a complex assessment of cumulative impacts;
- Constraints and opportunities afforded by the site’s proximity to the Olympic Park;
- The requirement to assess a number of ‘flexible’ end use options.

### Purpose of the project

The project is a major regeneration scheme which will provide a sustainable new community in the heart of East London and within the Olympic Park Development Area.

The project has been the aim of the Client.

### Description of the project

Regeneration of a 10.1 hectare former industrial site for mixed uses comprising mainly 1200 residential units, much of which is family housing, 42,120m² office space and a 350 bedroom hotel. A small amount of financial and restaurant / bar uses are also provided. Up to 15,213m² of flexible uses (a mix of community, office, retail, restaurant / bar) is also proposed.
Lessons learnt
The environmental impact of the scheme was a key driver in developing the masterplan for a sustainable community.

Strong design principles and a scheme in which sustainable development was a central feature meant that many potential impacts of the development were addressed by the design itself. This resulted in significant beneficial effects being ascribed during the impact assessment, but also restricted the amount of further 'add-on' mitigation measures that were required.

The design had been developed over a long period through careful response by the architects to the existing setting. Close collaboration was undertaken between the client team and officers from the London and Thames Gateway Development Corporation and the Local Council in order to deliver a scheme that responded to local aspirations. Regard was also made to the Olympic Park legacy, because of its location within the Olympic regeneration area. During the design process, comment was also sought from CABE and via feedback from a public consultation event.

Lessons learnt cont. -

The site constraints, such as its urban setting, the adjacent rivers and the presence of historic conservation areas became opportunities for the proposed development through a responsive and evolving design. The proposals provide a strong community identity, providing key elements such as mews housing and 'signature' towers within the development. The proposals provide opportunities for river access and access improvements not currently available and retain elements of the built heritage features, such as the chimneys, the industrial yards and some key buildings, to help define its character.

As a result, the EIA process had to respond and evolve with each design stage. This was difficult to manage, as iterations in design led to assessment changes and vice versa, but ultimately the changes were beneficial for the assessment outcome.

Planning permission has been granted.

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