Olympic Marathon Route
as New Centrality of Neighborhood

Christy Sze
Central London

Tower Hamlets

Olympic Park

Canary Wharf Enterprise Zone

Map showing the locations of Central London, Tower Hamlets, Olympic Park, and Canary Wharf Enterprise Zone.
<table>
<thead>
<tr>
<th>Historical Analysis</th>
<th>pre-1890</th>
<th>1890-1945</th>
<th>1945-65</th>
<th>1965-79</th>
<th>1979-95</th>
<th>1996-2008</th>
</tr>
</thead>
</table>
Historical Analysis
pre-1890
1890-1945
1945-65
1965-79
1979-95
1996-2008

Field Work

Current Condition Analysis

Conclusion and Urban Strategies

Individual Proposal

Project Development

P5 Presentation
The average house in London now stands at £351,039 or more than ten times average earnings. Whilst in the rest of England and Wales the average is £184,346 which is approaching seven times earnings.
Shortage of Affordable Housing

**Supply of Social Housing Units in London**

<table>
<thead>
<tr>
<th></th>
<th>1991</th>
<th>2005</th>
</tr>
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<tbody>
<tr>
<td>Number of Social Housing Total</td>
<td>851,000</td>
<td>766,000</td>
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Supply of Social Housing Units in London

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Demand of Social Housing Units in London

The housing waiting list in London has almost doubled since 1996.

<table>
<thead>
<tr>
<th>Borough</th>
<th>Households on waiting list</th>
<th>Years to clear</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hackney</td>
<td>11,461</td>
<td>5.78</td>
</tr>
<tr>
<td>Newham</td>
<td>28,649</td>
<td>24.12</td>
</tr>
<tr>
<td>Tower Hamlets</td>
<td>19,681</td>
<td>10.12</td>
</tr>
</tbody>
</table>
How to attract investment towards the supply of affordable housing?
Site Visit
How to attract investment towards the supply of affordable housing in the inner area of Tower Hamlets?

- to reactivate the underused pocket spaces
- and promote social inclusion instead of making a new enclaves
Original Marathon Route
What if the marathon route being re-route, passing through the back street of Tower Hamlets, to attract investment towards the refurbishment in the inner area?

- to attract further investment towards the supply of affordable housing in the inner area of Tower Hamlets
- to reactivate the underused pocket spaces
- and promote social inclusion instead of making a new enclaves
Urban Strategy - Re-routing Marathon

Pocket Spaces within Estates
Urban Strategy - Re-routing Marathon

- Pocket Spaces within Estates
- New Marathon Route
## Sources of Affordable Housing

### Transfer to RSL
**Registered Social Landlord**
- RSL uses private finance to buy and renovate local authority homes
- Independent non-profit organisations encompassing private, public and voluntary sector elements
- Can have up to 49% non-social housing

### Community Land Trust
- A mechanism for the democratic ownership of land by the local community
- Land is taken out of the market and separated from its productive use so that the impact of land appreciation is removed, enabling long-term affordable and sustainable local development

### ALMO
**Arms Length Management Organisations**
- A company set up by a local authority to manage and improve all or part of its housing stock
- Housing stock remains in the ownership of the local authority but the ALMO takes responsibility for its day-to-day management
Registered Social Landlord (RSL)
- one of the largest providers of affordable housing in east London
- largest multi-tenure housing provider operating in east London
- They own and manage over 13,000 homes in the region
- have around 1500 new homes under development
201 mixed-tenure apartments
• 50% for private sale
• 35% for shared ownership
• 15% for affordable rent

The Partners
• East Thames Group
• Telford Homes
• Jestico & Whiles Architects
• LB Tower Hamlets
• British Waterways
• Housing Corporation
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The site was unpromising yet partnership with Tower Hamlets planning authority and British Waterways enhanced the environment for new and existing occupants.
Urban Refurbishment

Mixed-Tenure and Mixed-Use Housing

- providing a better image for the Marathon
- creating a quality context for the location of the new housing
- raising the economic value of the private units for sale
- providing sufficient communal facilities
- promoting social mix and interaction
High Street 2012

Partnership

- London Borough of Tower Hamlets
- Transport for London
- Design for London
- London Development Agency
- English Heritage
- London Borough of Newham
- London Thames Gateway Development Corporation
- Heritage Lottery Fund
High Street 2012

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Major Financial Sources

London’s Great Outdoors

A Manifesto for Public Space
Over 50 projects are already secure
In the next 2 years, £390 million will be invested in over 80 projects
Projects ranging from improvements to local neighbourhood parks to reclaiming London’s waterways and redesigning local high streets and town centres
Financial Model

First Stage -
Open Space Refurbishment

Major Financial Source

MAYOR OF LONDON

London’s Great Outdoors
Financial Model

First Stage -
Open Space Refurbishment

Major Financial Source

MAYOR OF LONDON

Operation Partnership

Friends of TH MARATHON

- London Borough of Tower Hamlets
- Design for London
- London Development Agency
- London Thames Gateway Development Corporation
First Stage -
Open Space Refurbishment

Major Financial Source

Second Stage -
Mixed-use and Mixed-tenure Housing

Joint Development

Financial Model

Friends of TH MARATHON

- London Borough of Tower Hamlets
- Design for London
- London Development Agency
- London Thames Gateway Development Corporation

RSL: East Thames Group

Developer: Telford Homes
Pocket Spaces within Estates

New Marathon Route
Site - Collingwood Estate
Site Condition
Existing Public Program

Collingwood Hall

Collingwood
Sure Start Children’s Centre
for families with children under five
Existing Housing Typology
Existing Site Plan - Fragmented Pocket Spaces
Formation of Community Park
Park - Programmatic Strips

- Communal
- Recreational
- Commercial
- Cultural

Programmatic Strips

DSD Urban Asymmetries - London East End Graduation Studio

P5 Presentation
Park - Marathon Route as Boulevard
Park - Streets connecting Buildings
Park - New Programs

- Recreational Room
- Clinic
- Commercial
- Workshop
- Gym
- Commercial
- Library
- Commercial
- Hall
- Children's Care Centre
Sports Court, Playground
Lawn
Seatings, Trees, Amphitheater
Sports Court, Playground
Wooden Deck
Site
Modular System
Strips

- Cultural
- Commercial
- Communal

Sports Court, Playground
Lawn
Seatings, Trees, Amphitheater
Wooden Deck
Accessibility - Promenade
Public Programs

- Library
- Stores/Restaurant
- Collingwood Children's Centre
- Sports Court, Playground
- Lawn
- Seatings, Trees, Amphitheater
- Wooden Deck
Affordable Units

DSD Urban Asymmetries - London East End Graduation Studio

P5 Presentation
Private Units, Cores and Carpark

- Market Sale Apartments
- Lift Core for Affordable Housing and Public Program
- Lift Core for Market Sale Units
- Car Park
Private Units
**Private Units Typology**

<table>
<thead>
<tr>
<th>Floor Area (Indoor)</th>
<th>40-50 m²</th>
<th>50-75 m²</th>
<th>75-110 m²</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td><img src="image" alt="Single Person" /></td>
<td><img src="image" alt="Couple" /></td>
<td><img src="image" alt="Family" /></td>
</tr>
<tr>
<td>Floor Area (Indoor)</td>
<td>No. of Bedrooms</td>
<td>Percentage</td>
<td></td>
</tr>
<tr>
<td>---------------------</td>
<td>-----------------</td>
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<tr>
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75-110 m²

Types

- 
- 

50-75 m²
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<td>2</td>
<td>40%</td>
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<tr>
<td>75-110 m²</td>
<td></td>
<td></td>
</tr>
</tbody>
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### Types

- One-bedroom unit
- Two-bedroom unit
- Family unit
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<tr>
<td>75-110 m²</td>
<td>3</td>
<td>33%</td>
</tr>
</tbody>
</table>

Types
<table>
<thead>
<tr>
<th>No. of Bedrooms:</th>
<th>1</th>
</tr>
</thead>
<tbody>
<tr>
<td>Floor Area:</td>
<td>43m²</td>
</tr>
<tr>
<td>Household Size:</td>
<td>~2</td>
</tr>
<tr>
<td>Amount:</td>
<td>3</td>
</tr>
</tbody>
</table>

**Upper Floor**

<table>
<thead>
<tr>
<th>No. of Bedrooms:</th>
<th>1</th>
</tr>
</thead>
<tbody>
<tr>
<td>Floor Area:</td>
<td>46.8m²</td>
</tr>
<tr>
<td>Household Size:</td>
<td>~2</td>
</tr>
<tr>
<td>Amount:</td>
<td>1</td>
</tr>
</tbody>
</table>
No. of Bedrooms: 1
Floor Area: 43m²
Household Size: ~2
Amount: 3

No. of Bedrooms: 2
Floor Area: 71.8m²
Household Size: ~4
Amount: 4

No. of Bedrooms: 2
Floor Area: 66m²
Household Size: ~4
Amount: 2
No. of Bedrooms: 1  
Floor Area: 43m²  
Household Size: ~2  
Amount: 3

No. of Bedrooms: 2  
Floor Area: 71.8m²  
Household Size: ~4  
Amount: 4

No. of Bedrooms: 3  
Floor Area: 110m²  
Household Size: ~5  
Amount: 2

No. of Bedrooms: 2  
Floor Area: 66m²  
Household Size: ~4  
Amount: 2

No. of Bedrooms: 3  
Floor Area: 81.6m²  
Household Size: ~5  
Amount: 2

No. of Bedrooms: 3  
Floor Area: 75.8m²  
Household Size: ~5  
Amount: 1
No. of Bedrooms: 3
Floor Area: 100m²
Household Size: ~5
Amount: 7
No. of Bedrooms: 3
Floor Area: 100m²
Household Size: ~5
Amount: 7

No. of Bedrooms: 3
Floor Area: 85m²
Household Size: ~4
Amount: 4
Communal - Children’s Care Centre and Communal Garden

- private housing
- affordable housing
- children care center
- commercial
- library
Facade - Private Units
Facade - Affordable Units
Facade - Public Amenities