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PROJECT PROFILE

Client: hgh Consulting

Location: Stratford, East London

Sectors: Residential, Employment

Services: Transport Planning, Travel Planning

Project overview: Transforming a brownfield site to provide high-quality student housing and workspaces with sustainable travel at its heart

Added value:

➢ Car-free development
➢ New outdoor and amenity spaces
➢ Re-use of brownfield site

Grove Crescent Road, Stratford

Planning consent has been granted, subject to Section 106 obligations, for a new development at Grove Crescent Road in Stratford. The mixed-use regeneration scheme will deliver 22,000 square feet of workspace for local artists and creators, 397 purpose-built student homes and improvements to the public realm.

Motion helped secure approval with detailed analysis of the impact on public transport, the highway network and parking. The company's advice also covered sustainable and active travel, access, delivery and servicing, travel planning and construction traffic management.

The team successfully demonstrated that the additional trips generated by the proposals could be adequately accommodated within the existing footway, cycleway and public transport infrastructure and that there would be no significant safety risks. The brownfield site is a former builders' merchants and is perfectly positioned to provide new high-quality housing capacity to meet the needs of students attending higher education institutions in Stratford.

The no-parking restriction will be reinforced through tenancy agreements. Vehicles can only be parked on site at the beginning and end of each term when students are moving in or out. Motion continues to work with the developer to produce and coordinate implementation of the full traffic management plan to ensure safe and efficient construction management and access.