

# Games fringe plan awarded

Urban Practitioners and Maxwan Architects have been picked to prepare a masterplan for London's northern Olympic fringe area.

The plan will be designed to enable the social, economic, environmental and physical benefits of the 2012 games to make a positive and lasting impact on businesses and communities.

The proposals will promote the creation of high-quality public spaces and provide a framework to guide development. They will also encourage the improvement of links with surrounding areas such as Hackney Marshes and the Olympic Park.

Urban Practitioners is carrying out a consultation programme including a market stall, workshops and online activity to engage local opinion in shaping the area. Joint managing director Antony Rifkin, who is leading the project, said: "We are delighted to be working with the council. This is a very important project for the area."

The plan will be delivered to the Northern Olympic Fringe Partnership led by the London Borough of Waltham Forest, with the aim of being adopted by June.

Design for London, the Lee Valley Regional Park Authority, the London Borough of Newham, the London Development Agency and the London Thames Gateway Development Corporation are also involved.

Waltham Forest leader Clyde Loakes said: "The games and their legacy will directly affect thousands of residents and only by working with partners can we ensure that every household and business benefits fully from the opportunities."



**Rifkin: local consultation**