

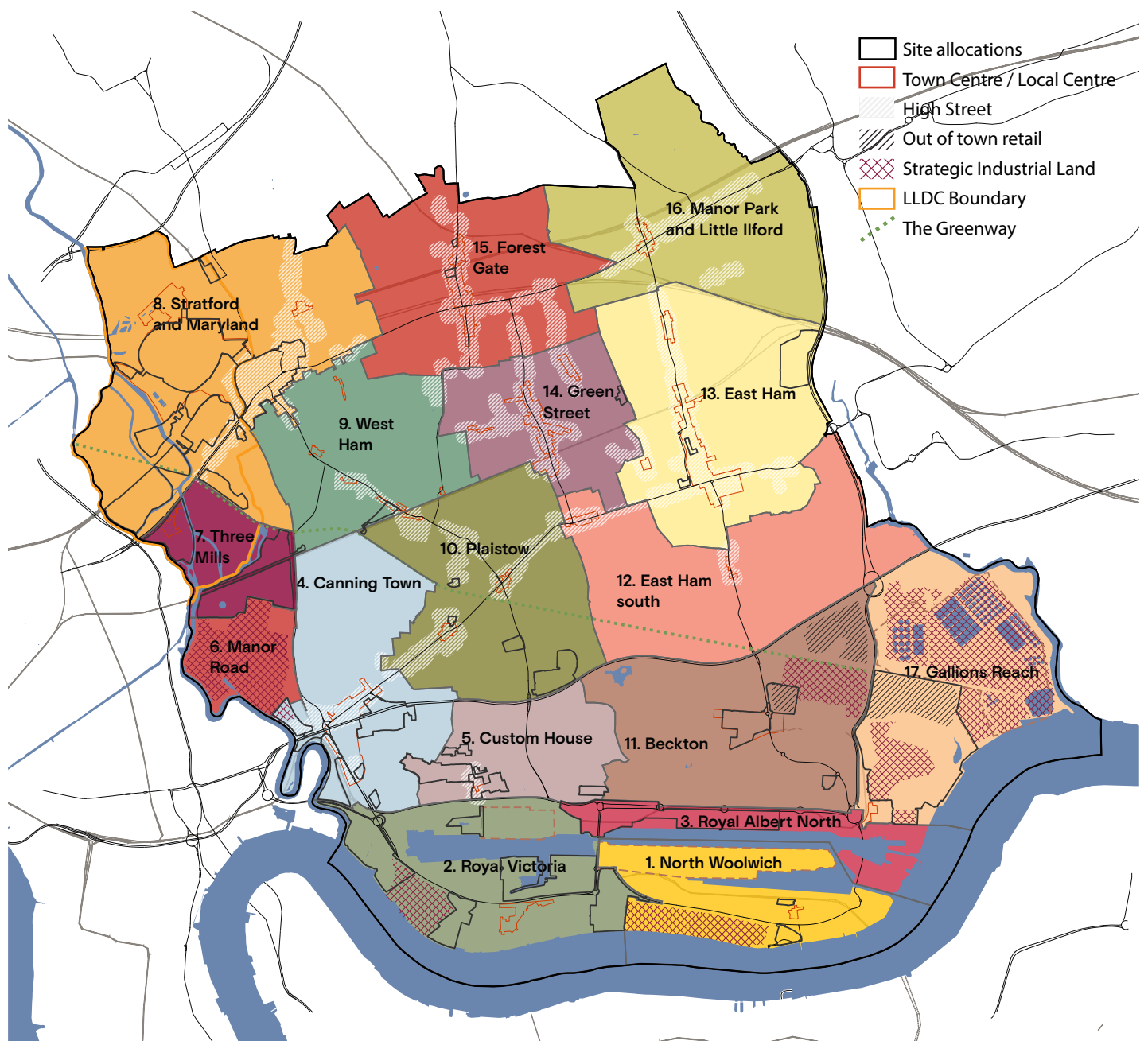


# 8. VISION – NEIGHBOURHOOD DESIGN PRINCIPLES

This chapter sets a summary analysis of the previous analysis in the context of each neighbourhood, outlining its key characteristics and identity. It also includes an assessment of its functional character, strengths and challenges it encounters. This informs the second half of the chapter which sets out a vision and key design principles for each neighbourhood to enable appropriate growth.

# INTRODUCTION TO NEIGHBOURHOOD PRINCIPLES

This section introduces a vision for each of the neighbourhoods identified alongside design principles. The vision proposes a long term plan of the way in which the neighbourhood can develop in the future, along with the character it creates. The design principles set out the ways in which the vision should be delivered. The design principles relate to the character and identity of each neighbourhood, responding to the analysis from a physical, functional and socio-economic perspective is also informed by public engagement. The approach to conservation, enhancement or transformation of character, and associated approach to tall buildings, is reiterated at a neighbourhood scale here.



Neighbourhoods.



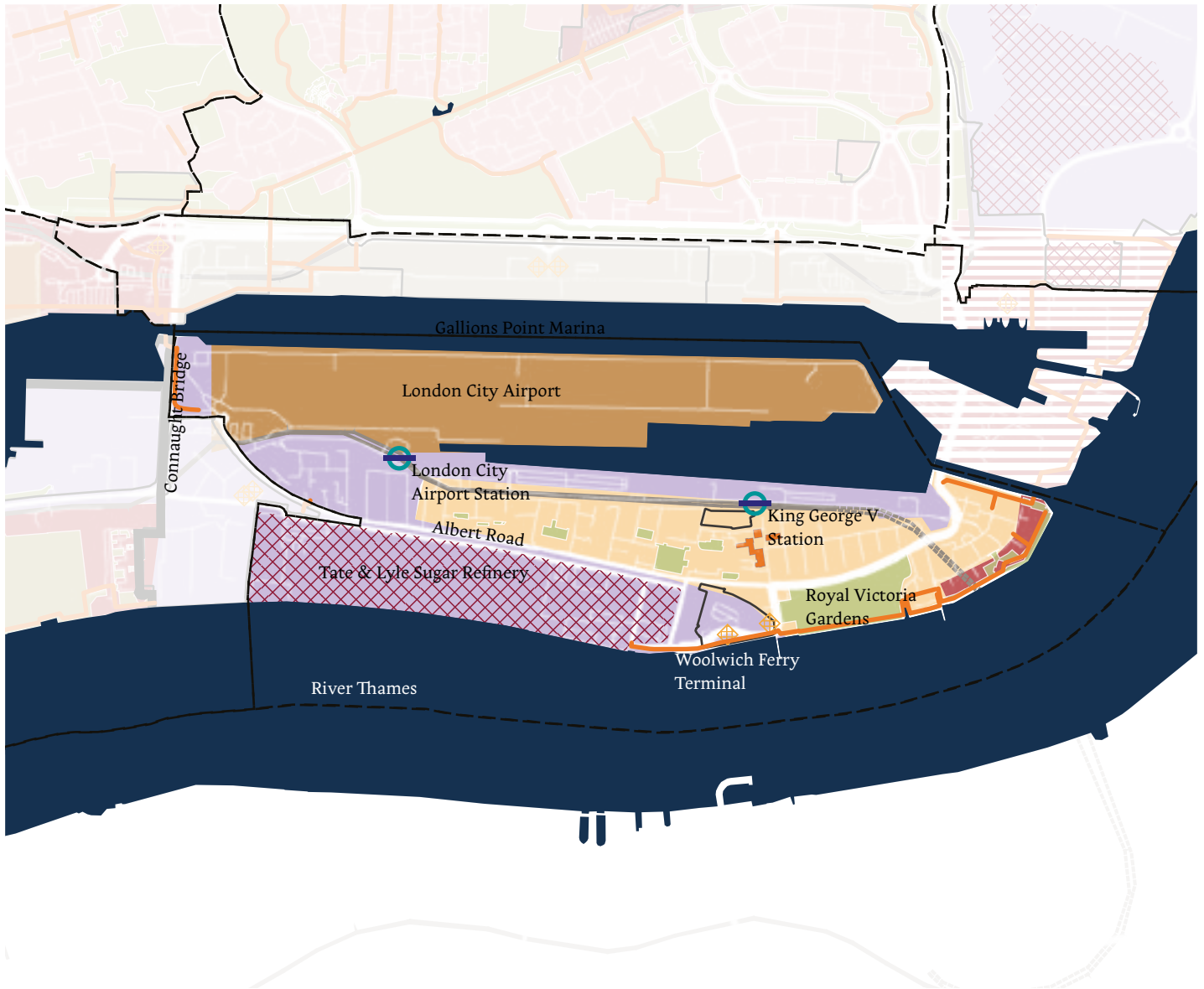


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# FEATURES AND CHALLENGES OF NEIGHBOURHOODS

## 1. North Woolwich
















### EXISTING CONTEXT AND IDENTITY

The neighbourhood consists of a mix of industrial, residential and infrastructure use.

A large portion of the neighbourhood is allocated to the London City Airport which provides strategic infrastructure at a national scale. The Tate and Lyle Sugar Refinery, located on SIL (hatched in purple) was opened in the 1880s and significantly contributed to the industrial and employment landscape of the area. The refinery is the largest sugar refinery in the EU and one of the largest in the world.

The area between the Tate & Lyle and the London City Airport consists of a mix of historic terraced housing,

- |   |   |
|---|---|
|  Historic Inner Suburb |  London City Airport               |
|  Post War Inner Suburb |  Transition to Urban Neighbourhood |
|  Urban Neighbourhood   |  Strategic Industrial Land (SIL)   |
|  Town Centre           |  Heritage Conservation Area        |
|  Local Centre          |  Newham Strategic Sites            |
|  Industrial            |   |
|  Out of town retail    |   |
|  Green Space           |   |

the former homes of factory workers to the Tate & Lyle, and some smaller areas of post war residential flatted walk ups of up to 8 storeys along Woodman Street. The area is seeing some redevelopment and densification of residential use, specifically along the Thames River. There is a continuous pedestrian and cycling path connection along the river edge from the eastern edge of the Tate

and Lyle towards Gallions Reach along Capital Ring Walk, which is part of a 70-odd mile walking circuit around London.

Victoria Gardens provides a quality green space along the Thames River and includes multi use community games areas.

The area between the Tate & Lyle and Royal Victoria Gardens is a strategic site (outlined in red) and the south eastern portion is being redeveloped to include 75 new homes.

The London City Airport, located between the northern and southern docks was opened in 1988 to serve the Canary Wharf development. It is served by a dedicated DLR station. In 2010, London City was the fifth busiest airport in terms of passengers and aircraft movements serving the London area.

The neighbourhood a small local centre on the corner of Pier Road and Woodman Street although it does not provide a sufficiently diverse range of uses to new and existing residents in the growing area. Aside from local bus routes, the area is primarily served by the DLR which goes from Canning Town (services west to Canary Wharf and Central London, and North to Stratford) along the north of the dock to Beckton, and along the south of the dock to North Woolwich and under the Thames to Woolwich Arsenal.

The North Woolwich pier and ferry terminal is located between the Tate and Lyle factory and Royal Victoria Gardens. It is a free service, operated by Transport for London (TfL), between Woolwich and North Woolwich, linking the north and south circular roads across the River Thames. The tunnel provides access for pedestrians, cyclists, cars, vans and lorries.

## Functional Character

The neighbourhood has lower public transport access with a PTAL of between 1-4. Access and movement across the neighbourhood is also impeded by Royal Albert Way and Albert Road. These roads also perform poorly according to the London air quality analysis for the borough. The edge of the neighbourhood along the River Thames consists a network of pedestrian paths along the waters' edge, interfacing a SINC area which extends into Royal Victoria Park.

The south east of the neighbourhood has access to parks and green space within a 15 minute walk along the Thames River edge but the neighbourhood has notably few trees in comparison to the rest of the borough. There are some social and community amenities between Albert Road and the London City Airport where the majority of the residential use is located in the neighbourhood. The neighbourhood lacks a clear centre or high street function.

## Engagement Response

According to the engagement process, this area was highlighted as a neighbourhood with a distinct lack of extensive high street amenity.

People described a “disparate, spread-out feel” in the more industrial areas. In terms of shopping, people spoke about difficulty in accessing shops without a car, and the lack of small, specialist food shops. Young people stated that they often need to travel out of the borough, to Woolwich to access shops and activities.

## Heritage Assets

There are a number of Statutory Listed Buildings in the neighbourhood such as the North Woolwich Station (Grade: II) and the entrance to Woolwich Pedestrian Tunnel (Grade: II).



## STRENGTHS

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- London Airport attracts users from all over London.
- Strong industrial heritage.
- Location along the Thames.
- Good public transport access.
- Existing established park and residential area.
- The docks were specifically noted as an asset through the engagement process.
- Existing mix of uses – employment and residential
- Development opportunities.
- Cross river links.

## CHALLENGES

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- Large impermeable sites such as the Tate and Lyle and London City airport create barriers to movement across the neighbourhood.
- Severance also from the north of the borough with limited access across the docks.
- Distinct lack of high street amenity according to engagement process whilst residential population grows.
- Lack of access to social and community facilities.
- Large highway infrastructure limits walkability and decreases air quality along its length.
- Residents noted a lack of sufficient housing in the area.
- Royal Docks & Thames River areas may be a risk of over-development due to loss of important natural & man made historical sites, according to the engagement process.
- Consideration needs to be given to locating vulnerable uses due to flood zones.
- Environmental impacts – noise and air pollution from the airport, and industry.

<b>Sensitivity to change</b>	Not sensitive to change, with only a small portion of town houses of the former workers of Tate Lyle that have a historic value and the listed and locally listed buildings around the North Woolwich Gateway Site.
<b>Opportunity for growth</b>	The whole area is part of the Royal Docks Opportunity Area. The only large sites for complete transformation are the site adjacent to the former railway station, part of which is classified as SIL, and the Rymill Street site adjacent to King George V DLR station. The rest of the remaining area is to be enhanced with incremental intensification.
<b>Urban Form Quality and Character</b>	Poor urban form quality, incoherent fabric with a mix of buildings following different principles and road and infrastructure severance. Mixed land uses that do not come together to form a cohesive and vibrant environment.
<b>Socio-economic and cultural significance</b>	High economic significance as employment location. Airport makes this area a destination and place of passage. Scarce facilities to support a community in the area, especially for young people and limited retail offers. Appreciated landscape of the docks, however difficult to access from this neighbourhood



Tate & Lyle sugar refinery with historic worker terraced housing.



## VISION

Acknowledge the broad mix of uses from industrial to high density residential; whilst supporting the creation of a cohesive neighbourhood

## PRINCIPLES

### Well-connected Neighbourhood

- Increase provision for community services and young people within existing residential areas.
- Enhance the centre around Pier Road and create a tangible and legible focal point with increased and diversified food & beverage offers.
- Tackle severance of Albert Road and the railway

### Future mix

- Intensification of neighbourhood retail and commercial with community resources in particular in and around the existing local centre on Pier Road.
- Opportunity to capitalise further on the potential from the airport in the immediate vicinity.

### Natural infrastructure

- Capitalise on Royal Victoria Gardens as a major asset by enhancing active travel access to it across Albert Road.
- Extend the riverside walkway along the Thames towards the Tate and Lyle and up towards the Beckton Creekside Nature Reserve.

### Morphology and density

- Transform the strategic site adjacent to the former railway station to include mixed use housing opportunities.

### Heritage & fixed elements

- Transformational site adjacent to the ferry terminal needs to be sensitive to context of locally listed assets and the old North Woolwich Station building and the Woolwich Foot Tunnel.

- Capitalise on heritage assets such as the Woolwich Foot Tunnel entrance and old station building by increasing active travel access to them and enhancing their surrounds.
- Retention of Woolwich Ferry and Tate & Lyle factory as local assets and landmarks but enhance active travel access to these resources.

### Inter-relationships

- Direct relationship with other neighbourhoods around the Royal Docks.
- Enhance active travel access towards Albert Island along the river edge.
- Create active travel route east-west along the River Thames to connect to adjoining neighbourhoods.

#### Conserve Areas

Woolwich Ferry, Tate & Lyle Factory, former Police Station, and Bargehouse Road / Woolwich Manor Way Area of Townscape Value are to be conserved in their current character.

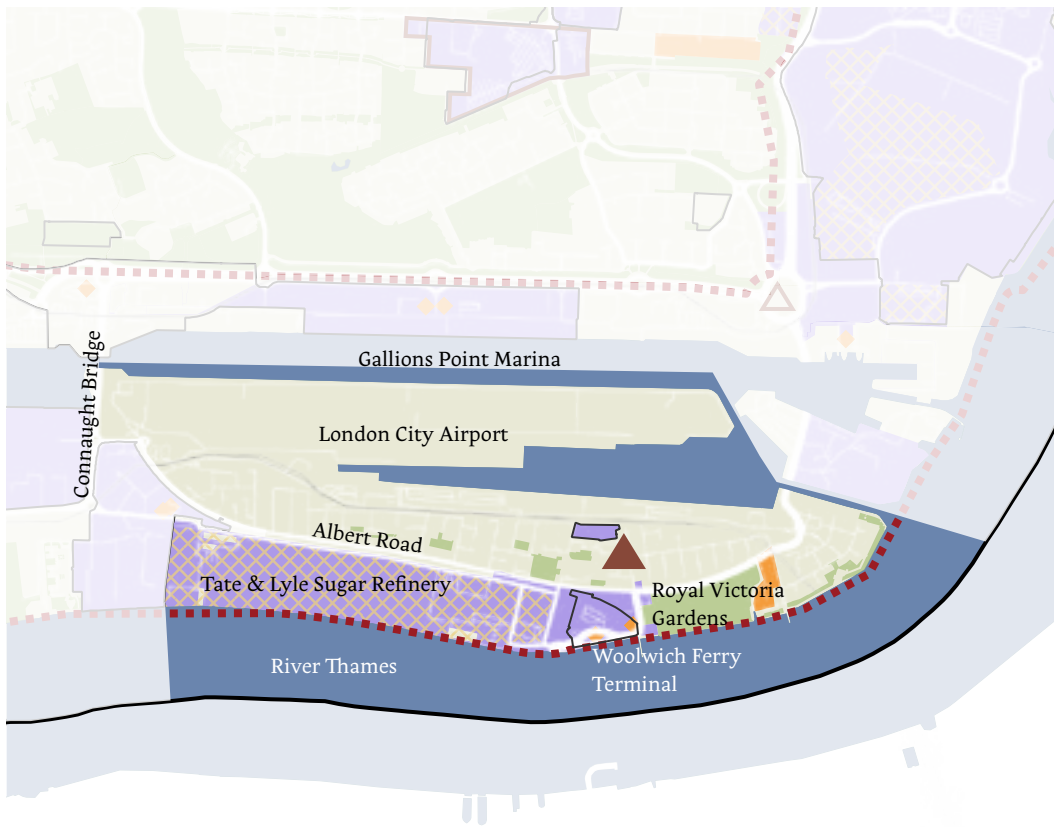
#### Enhance Areas

The majority of the neighbourhood can be enhanced with incremental intensification, which could provide a modest uplift in density. The absence of a prevalent typology in the area with a mix of houses, apartment buildings and towers means it can support a range of typologies. New development should aim to improve the legibility of connections with other neighbourhoods, the context of the King George V DLR station, the water edge and the historic North Woolwich station building, and provide a mix of supporting uses.

#### Transform Areas

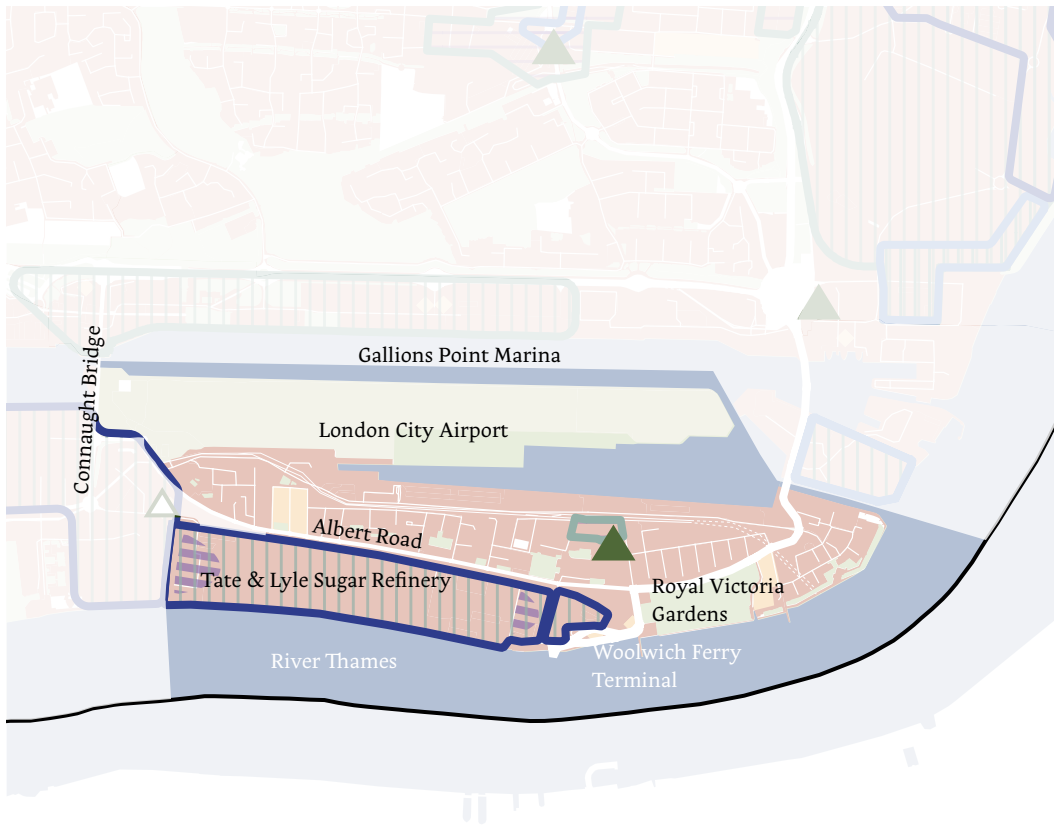
Opportunity to transform the strategic sites adjacent Rymill Street and the Woolwich Ferry Terminal, capturing the opportunity of the great location on the Thames and relative proximity to the DLR station. The site transformation need to be mindful of the context. The site can provide a substantial uplift in density. Around the transform site has been identified a tall building zone, which consider the potential for a main building datum up to 32m with taller elements, depending on the masterplan development up to 50m. The tall building zone includes the SILs areas allowing for potential industrial intensification.

## CONSERVE / ENHANCE / TRANSFORM



- Conserve
- Enhance
- Transform
- ◇◇◇◇ SIL - Strategic industrial land
- Royal Docks Opportunity Area and London Legacy Development Corporation
- Town Centres
- ▲ Location of Town centres and Local Centres
- △ Designated Future Local Centre and Town centre
- //// High Street
- Strategic Sites

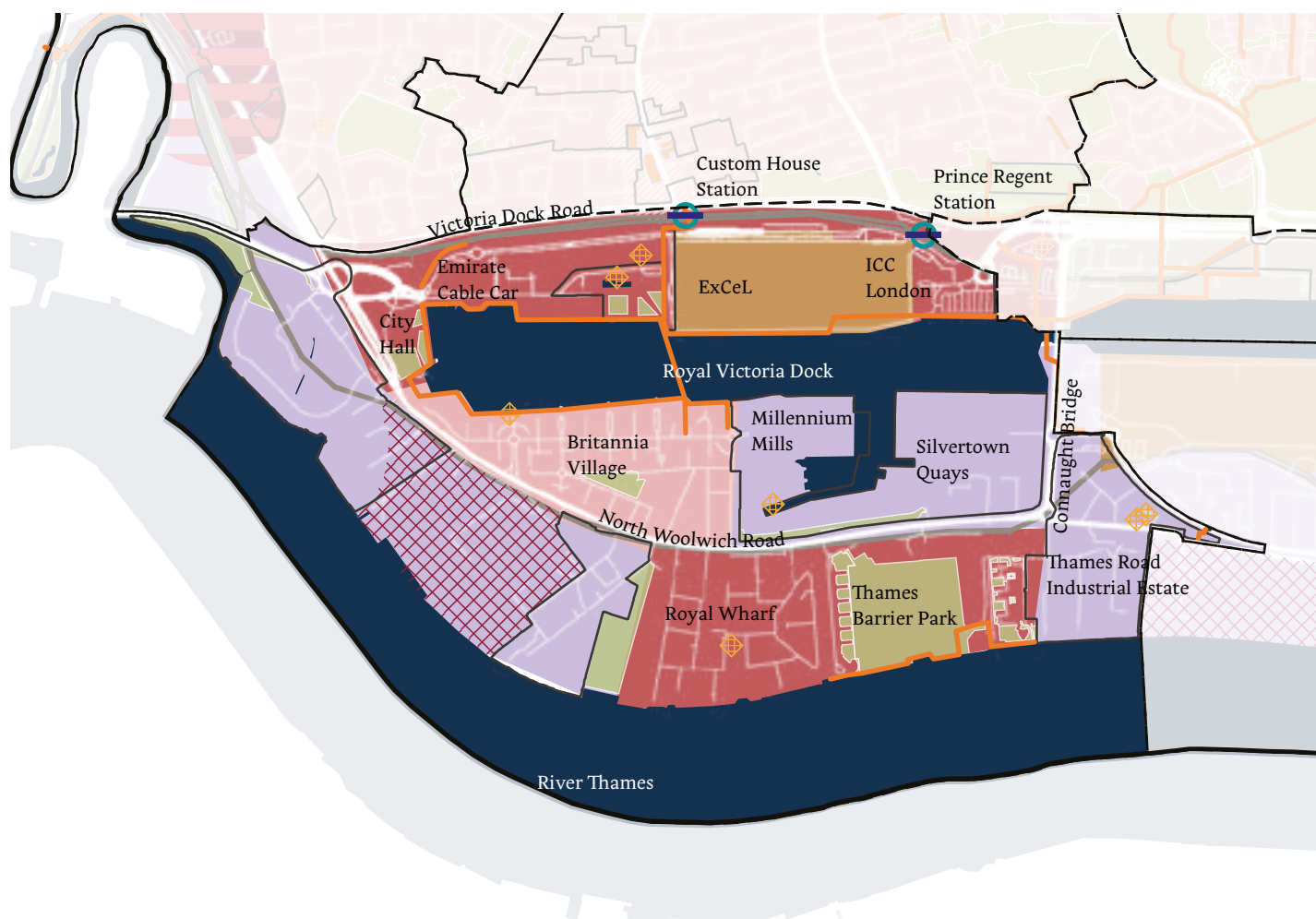
## TALL BUILDINGS



- Tall Building Zone up to 32 m
- Tall Building Zone up to 40 m
- Tall Building Zone up to 50 m
- Tall Building Zone up to 60 m
- Tall Building Zone up to 100 m
- ≡ Main building datum above 9m but below 21 m (ca. 4-6 storeys)
- |||| Main building datum above 21m but below 32 m (ca. 7-10 storeys)
- Sensitive context
- Non sensitive context
- ▨ Sensitive edge
- ▲ Town centre
- △ Designated Future Centre

















## 2. Royal Victoria



### EXISTING CONTEXT AND IDENTITY

The neighbourhood consists of a mix of industrial, residential and commercial use.

The western side of the Royal Docks is a riverside industrial district that is home to ExCeL London, an international events venue hosting high-profile exhibitions and trade shows. It is located along the Royal Victoria Dock and sees four million visitors per year – most of whom travel from Custom House to ExCeL without engaging with the docks. ExCeL's enormous dockside façade is unused, and engagement with the docks from its waterside plaza are blocked by the Sunborn ship hotel.

	Historic Inner Suburb		ExCeL
	Post War Inner Suburb		Transition to Urban Neighbourhood
	Urban Neighbourhood		Tall Building Zone
	Town Centre		Strategic Industrial Land (SIL)
	Local Centre		Heritage Conservation Area
	Industrial		Newham Strategic Sites
	Out of town retail		
	Green Space		

The westernmost dock, Royal Victoria is home to water-based activities. Nearby, a seasonal urban beach managed by the Royal Docks Team aims to attract local residents and families.

New, taller residential development around Barrier Park is an example of the changing character of the neighbourhood, from previously majority industrial to mixed use residential along the River Thames, although

large SIL sites are located along the western edge of the neighbourhood. Pockets of older residential suburbs are located at Britannia Village, which played a major role in shaping the character of the area when it was built.

City Hall, is the new headquarters of the Greater London Authority. The building dates from 2012 and was previously an exhibition centre known as The Crystal. The glass building interfaces the Emirates Air Line, nicknamed the Dangleway, a cable car link across the River Thames. The service is operated by Transport for London (TfL). In addition to transport across the river, the service advertises “a unique view of London”. The duration of a single crossing is ten minutes (reduced to five minutes in rush hour).

Silvertown Quays is a Strategic Site within the Royal Docks Enterprise Zone. The site includes the Grade-II listed Silo D, a former flour silo located on a small finger dock, which is an important component of its character.

From 2022, a branch of the Crossrail line will pass beneath the Royal Docks between Canning Town and Woolwich, serving Custom House station (and future provision for a station at Silvertown. Crossrail reuses the southern part of the former North London Line alignment from Custom House to North Woolwich (including the Connaught tunnel built in 1878).

The neighbourhood interfaces the Thames Barrier, a retractable barrier system that is designed to prevent the floodplain of most of Greater London from being flooded. Built approximately 3 km (1.9 mi) east of the Isle of Dogs, its northern bank is in Silvertown and its southern bank is in the New Charlton area of the Royal Borough of Greenwich and creates a strong visual landmark across the river.

## Functional Character

The neighbourhood has low public transport access with a PTAL of between 1-3, except at Custom House and Prince Regent stations with a PTAL of 4. Victoria Dock Road and North Woolwich performs poorly according to the London air quality analysis for the borough. The edge of the neighbourhood along the River Thames consists a network of pedestrian paths along the waters' edge, interfacing a SINC area which extends into Thames Barrier Park.

The neighbourhood has poor access to parks and green space within a 15 minute walk and has notably fewer trees in comparison to the rest of the borough. There are some social and community amenities between North Woolwich Road and the docks where the majority of the residential use is located. The neighbourhood lacks a clear centre or high street function. A walking path is located along the edge of the docks.

## Engagement Response

According to the engagement process, the heart of neighbourhood is unclear. The area is highlighted for a lack of extensive high street amenity. Residents in areas of significant and rapid new residential development, for example Royal Wharf, noted a lack of sense of place while surrounding developments were ongoing and a wider array of amenities were yet to be introduced.

Participants of the engagement process noted general lack of permeability and travel across this area. Residents west of the ExCeL Centre tend to be orientated in terms of amenity along Silvertown Way.

## Heritage Assets

There are a number of Statutory Listed Buildings in the neighbourhood such as the Silvertown War memorial (Grade: II), the Stothert and Pitt Cranes (Grade: II), and a number of Victorian era warehouse buildings such as Warehouse and Warehouse K (Grade: II).

## STRENGTHS

- ExCeL attracts users globally.
- Location along the River Thames.
- Western edge of the neighbourhood interfaces the River Lea.
- Existing established neighbourhoods at Britannia Village and developer appetite for building new housing on available sites.
- Existing high quality park at Thames barrier Park.
- Industrial heritage.
- The docks were specifically noted as an asset through the engagement process.
- Britannia Village – 1990s housing of a low to medium density classic of the development created by the LLDC – quite a significant contribution to that character and history.
- Character of open dock and long views towards Thames estuary.
- City Hall and emerging employment cluster.
- Millennium Mills is a significant landmark at Silvertown Quays.
- Opportunities to improve smaller parks too in this location.

- Residents noted antisocial behaviour and a fear of crime.
- Royal Docks & Thames River areas may be a risk of over-development due to loss of important natural & man made historical sites, according to the engagement process.
- Lack of connectivity across the water creates challenges for accessibility to resources.
- North Woolwich Road, in addition to the parallel railway line, is a barrier to north south movement.
- Environmental impacts – noise and air pollution from the airport, and industry.

## CHALLENGES

- Distinct lack of high street amenity according to engagement process.
- Lack of permeability and travel across the neighbourhood due to large impermeable sites and large roads which also creates corridors of higher pollution.
- Lack of strong sense of place.
- Large industrial sites impermeable to active travel.
- The lack of community services were specifically noted as an asset through the engagement process.
- Residents noted a lack of sufficient housing in the area.
- Poor public transport access.
- Severance from the north of the borough.
- Activation and use of the water.
- Ability to retain ExCeL visitors in the wider location.
- Access to Thames and Thames Path .
- Lack of interface between developments. Series of clusters not a connected networked area.
- Significant population increase including of young people – ensuring sufficient services etc..

<b>Sensitivity to change</b>	The neighbourhood is formed of a patchwork of relatively recent and emerging quarters. Each quarter has a coherent identity with limited historical value.
<b>Opportunity for growth</b>	The neighbourhood is part of the Royal Docks Opportunity Area. It has several strategic sites that can significantly uplift density; for most, there are developments in the pipelines or under construction. The built areas have relatively high density, a cohesive character and a limited opportunity to change unless for the addition of supporting uses.
<b>Urban Form Quality and Character</b>	The neighbourhood is formed by different quarters having an individual identity and following different logic. They have limited connectivity between them and to the surrounding neighbourhoods. Limited integration of supporting uses, even though there are various land uses in the neighbourhood, including residential, industrial, offices, and the ExCeL centre.
<b>Socio-economic and cultural significance</b>	Employment opportunities are concentrated in the SIL and under-used office hubs around the docks. The area lacks cultural and community facilities, services and amenities, including an adequate retail offer.





Britannia Village interfacing the docks.

## VISION

Capitalise on the Dock as an amenity, and acknowledge the broad mix of uses from industrial to high density residential; whilst supporting the creation of a series of cohesive local centres in response to the geography, scale and configuration around the water

## PRINCIPLES

### Well-connected Neighbourhood

- Increase provision for commercial, community services and young people such as restaurants and food & beverage offer.
- Create a series of centres with tangible and legible focal points with a diverse offer that support the current and incoming population.

### Future mix

- Potential for shift in use focus from industrial / brownfield to residential-led mixed-use of major plot opportunities around Silvertown Quays, Millennium Mills and the former SIL area between Royal Wharf and Canning Town along the River Thames and Thames Road Industrial Estate.
- Enhance the mix of existing areas with increased leisure, community and health provision to support existing densities and future growth.
- Opportunity for shared workspace, modern industrial units, and leisure space for sports.

### Natural infrastructure

- Capitalise on and enhance Barrier Park, Lyle Park, Royal Victoria Dock, and Thames River edge to support leisure activities and access to green space for residents.
- Enhance active travel access to green spaces, specifically across North Woolwich Road.

### Morphology and density

- New major plot opportunities to deliver densities similar to what has come forward recently around Silvertown Quays, Millennium Mills and the former SIL area between Royal Wharf and Canning Town along the River Thames and Thames Road Industrial Estate.

### Heritage & fixed elements

- Amenity opportunity and interface with the Docks

### Inter-relationships

- Direct relationship to Canning Town & Custom House for local resources, as well as with other neighbourhoods around the Royal Docks. Potential to increase active travel links to Canning Town through new development along the River Thames.
- Opportunity to create more direct relationships across the railway and Victoria Dock Road.
- Opportunity to create a new bridge link across Royal Victoria Dock.

#### Conserve Areas

Pockets of conserve areas exist around particular heritage assets within areas such as Silvertown Quays and adjacent to Tate & Lyle, which will need to be considered within the broader setting.

#### Enhance Areas

A new strategic site has been identified to the west of the ExCel centre which has the opportunity to create a better transition from the centre and Custom House station to the dock while framing and enhancing the heritage assets and green space. This area has been identified as a tall building zone of up to 40m to complement the existing cluster. Other enhance areas have limited opportunity for growth but could be complemented by supporting uses, including shops and leisure to create a series of local centres to bring together the different quarters.

#### Transform Areas

A large part of the neighbourhood is classified as a transform area. Several strategic sites on the Thames have the opportunity to contribute to a significant uplift in density, with reference to the recent developments around Barrier Park and Royal Wharf.

These areas have been identified as tall buildings zones, which can develop a main building datum between 6 to 10 storeys (up to 32m) and integrate taller elements up to 50m. However, heights in the area are limited by the proximity to London City Airport.

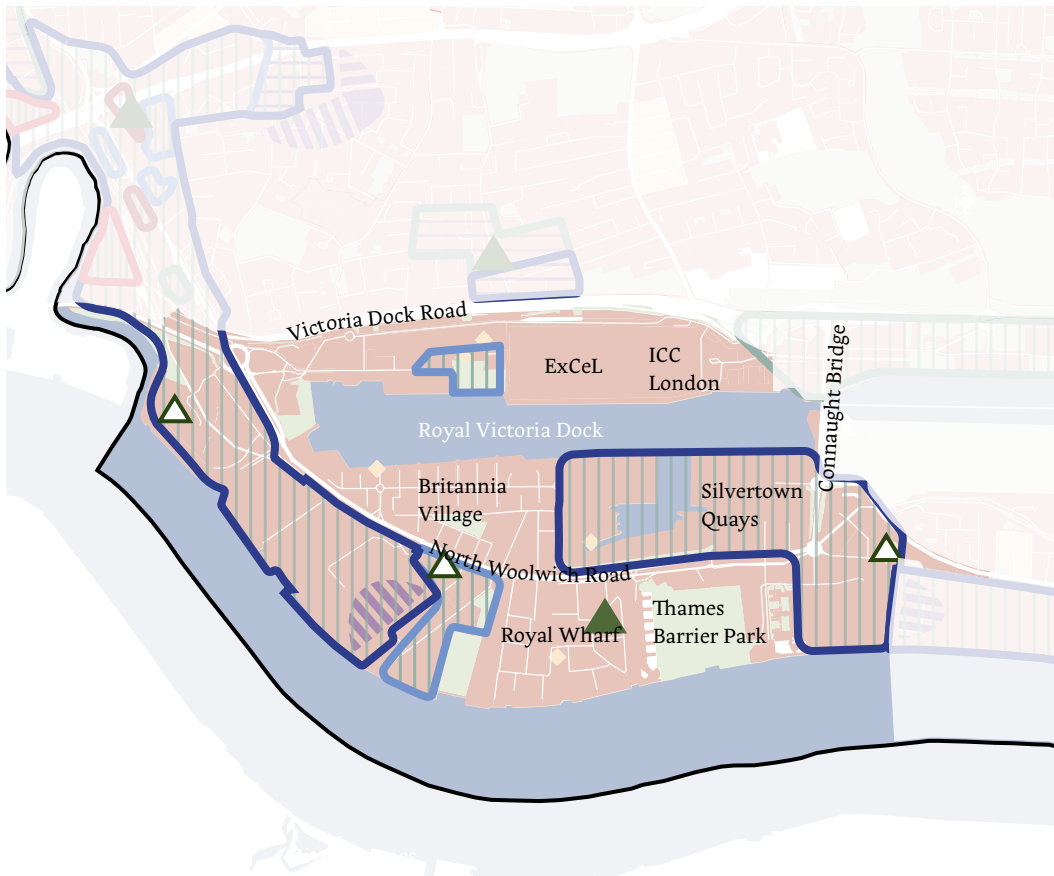
Part of the transform areas are SIL which will maintain industrial uses but can provide significant intensification.

## CONSERVE / ENHANCE / TRANSFORM



- Conserve
- Enhance
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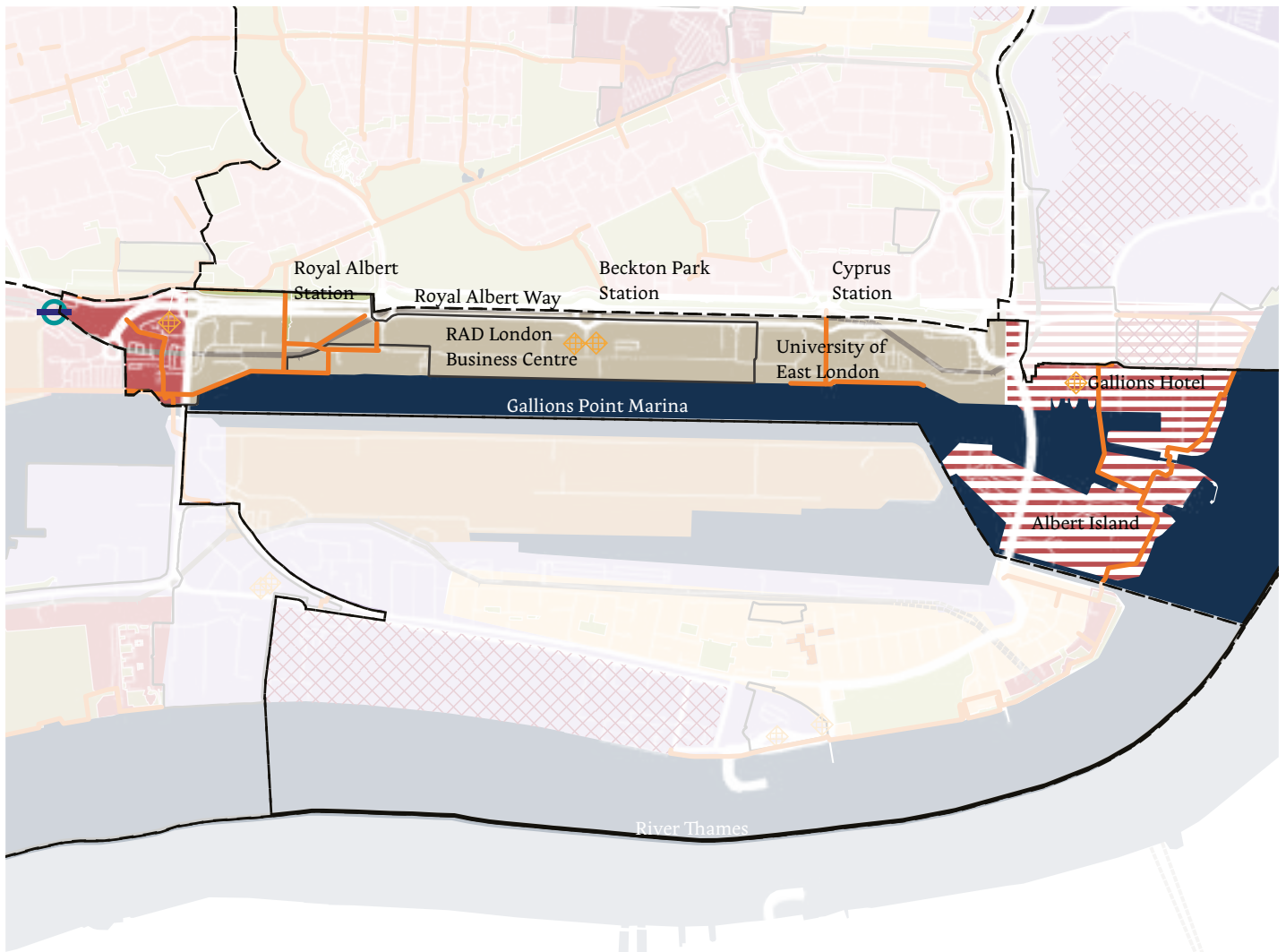
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### 3. Royal Albert North



#### EXISTING CONTEXT AND IDENTITY

The Royal Albert north neighbourhood is characterised by institutional and tertiary educational uses. It consists of large contemporary buildings, with portions of vacant land in between and surrounded by a wide motorway to the north and Gallions Point Marina to the south. The neighbourhood also interfaces London City Airport across Gallions Point Marina, influencing the height of the buildings and the character of the neighbourhood.

The neighbourhood is isolated from the adjoining areas by virtue of Royal Albert Way and the docks but it does have 3 light rail stations along its northern border. These stations service the university of East London to the

- Historic Inner Suburb
- Post War Inner Suburb
- Urban Neighbourhood
- Town Centre
- Local Centre
- Industrial
- Out of town retail
- Green Space
- Commercial
- Transition to Urban Neighbourhood
- Strategic Industrial Land (SIL)
- Heritage Conservation Area
- Newham Strategic Sites

east of the neighbourhood; the underutilised Advanced Business Parks (ABP) and the London Borough of Newham offices to the west. The Royal Albert Dock area is a Strategic Site within the Royal Docks Enterprise Zone which will guide development on the site.

Albert Island to the south west of the borough is currently undergoing development and transformation

and projected to be new, sustainable development project. It will build on the Royal Docks' strengths in terms of geography, history and people. Investment is focussed on transport infrastructure, arts and culture, digital connectivity and business growth. It is also a focus site as part of the Royal Docks Enterprise Zone.

## Functional Character

The neighbourhood has low public transport access with a PTAL of between 2-3. Royal Albert Way performs poorly according to the London air quality analysis for the borough. There are some pedestrian links at the east of the neighbourhood along the River Thames and north south between Beckton Park and the Newham Council Building.

The docks are part of the SINC network and the only accessible parks within a 15 minute walk are outside of the neighbourhood, to the north in Beckton. The neighbourhood has notably few trees in comparison to the rest of the borough. There are also few social and community facilities, these being the University of East London and a few within the new Royal Albert Wharf development.

## Engagement Response

According to the engagement process, local residents identified a lack of an existing sense of place. However, neighbouring new development will enlarge this area northwards, increasing amenity. A wider definition as an emerging neighbourhood may support place-development ambitions.

## Heritage Assets

There are a number of Statutory Listed Buildings in the neighbourhood such as the Dock Manager's Office (Grade: II), the Central Buffer at Custom House (Grade: II), the Connaught Tavern (Grade: II) and Gallions Hotel (Grade: II).

The Gallions Hotel is a Grade II listed buildings to the east of Gallions Roundabout. It was built between 1881 and 1883 for the Peninsular and Oriental Steam Navigation Company, to accommodate travellers who were stopping overnight. Rudyard Kipling stayed at the hotel when he was setting off for India, and the author mentions

the place in his novel *The Light that Failed* (1890): "Is it Tilbury and a tender, or Gallions and the docks?"



London Borough of Newham offices facing Gallions Point Marina



Grade II listed Gallions Hotel was built between 1881 and 1883.

## STRENGTHS

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- Large institutional uses that attract users from across the borough and broader London region provide an institutional / employment sense of identity
- Good public transport access with transport station all along its length.
- The docks were specifically noted as an asset through the engagement process.
- Unique Albert Island development and uses which relate to the water.
- Growth opportunities.
- Heritage assets.
- Dockside walkway.

## CHALLENGES

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- Lack of an existing sense of place.
- Distinct lack of high street amenity according to the engagement process.
- Large areas of vacant land contribute to the sense that the neighbourhood is 'unfinished' and makes it difficult to navigate.
- Large vacant sites make it difficult to navigate via active travel.
- The lack of community services were specifically noted as an asset through the engagement process.
- Residents noted a lack of sufficient housing in the area.
- Residents noted antisocial behaviour and a lack of law and order.
- Lack of connectivity across the water creates challenges for accessibility to resources
- Severance of Royal Albert Way along the northern edge creates a barrier to be overcome.
- Severance from the north of the borough due to DLR, road network and large open sites.
- Lacking in animation.
- Environmental impacts – noise and air pollution from the airport, and industry.

<b>Sensitivity to change</b>	The neighbourhood has limited sensitivity to change. Recently completed urban neighbourhoods such as Royal Albert Wharf and the west of the neighbourhood are in the process of being established.
<b>Opportunity for growth</b>	Large portions of the neighbourhood, such as Royal Albert Dock and Albert Island, are empty sites awaiting construction. At the same time, other areas are either recently completed urban neighbourhoods or hosting institutions like the East London University and Newham Council Offices.
<b>Urban Form Quality and Character</b>	All developments are relatively recent and share a similar approach to density and built form. Despite having good public transport access, the area feels separated from the rest of the borough (docks, river and train line) and lack a centre.
<b>Socio-economic and cultural significance</b>	The part of the neighbourhood on the north edge of the docks either falls within the Royal Docks enterprise zone or hosts the University of East London. This area is therefore of high socio-economic and cultural significance.





University of East London.

## VISION

Draw on the academic and employment uses as an opportunity to diversify.

## PRINCIPLES

### Well-connected Neighbourhood

- Increase provision of resources, in particular to support the academic and employment uses along the dock edge.
- Improve active travel connections across of Royal Albert Way. Opportunity to co-locate enhanced crossings with existing transit stations.

### Future mix

- Potential to mutually support a new centre at Gallions Reach with the Gallions Reach neighbourhood.
- Enhance the diversity of uses along the dock edge, supporting the academic and employment uses with leisure and active travel along the water edge.

### Natural infrastructure

- Capitalise on River Thames edge, amenity in Gallions Point Marina, and aspect to the dock.
- Connect existing walking paths along the docks edge between Royal Albert Station past the University of East London and towards the River Thames.
- Enhance the green buffer along Royal Albert Way with additional planting to reduce noise and air pollution from Royal Albert Way.

### Morphology and density

- New major plot opportunities to deliver densities similar to what has come forward recently between Royal Albert Station and the University of East London, and Albert Island.

### Heritage & fixed elements

- Academic and civic institutions along the dock edge are a great asset and anchor for the neighbourhood.

### Inter-relationships

- Direct relationship to Gallions Reach for local resources, as well as with other neighbourhoods around the Royal Docks.
- Opportunity to create more direct relationships with Beckton to the north across Royal Albert Way.

#### Conserve Areas

Pockets of conserve areas exist around particular heritage assets, such as next to Beckton Park DLR station, which will need to be considered within the broader setting.

#### Enhance Areas

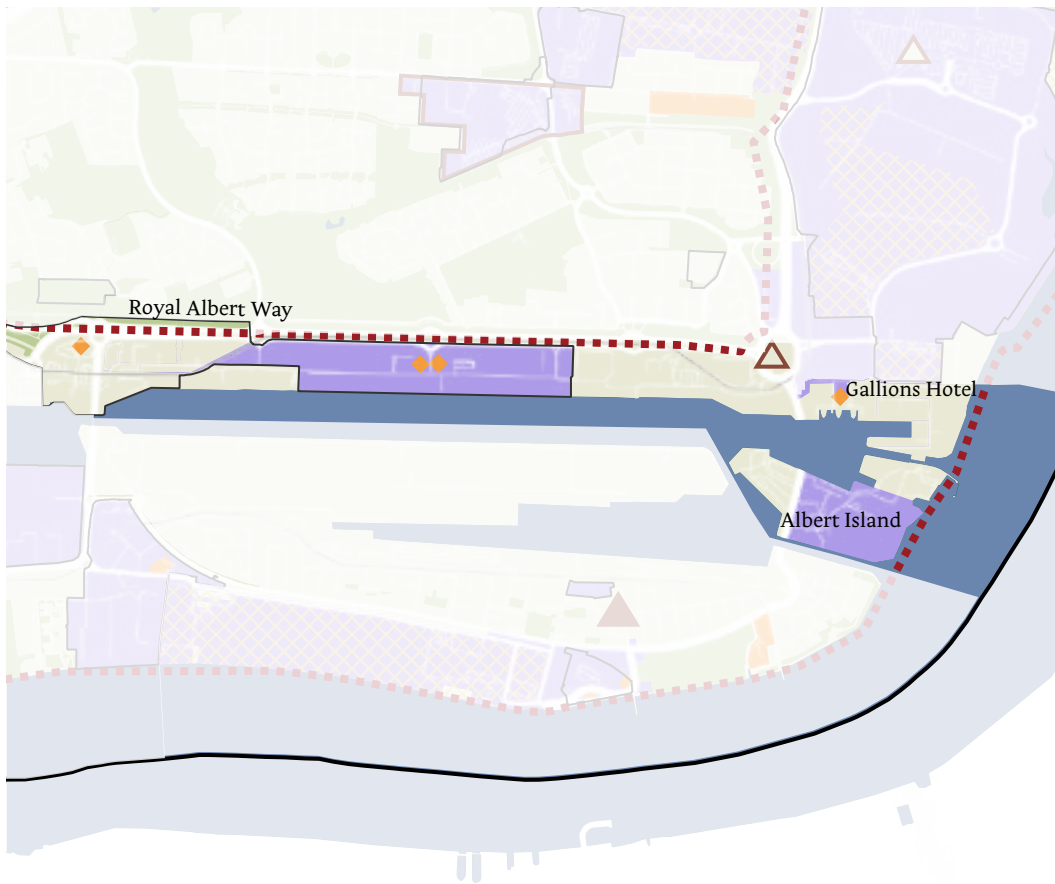
Enhance areas, especially around the University of East London site and the recently completed Royal Albert Wharf have a consolidated character, which can be complemented with supporting uses, such as retail, amenity and leisure.

#### Transform Areas

Intensification of the whole area and completing all construction phases across the various sites will be key in creating a sense of place and establishing a local centre. Several strategic sites along the docks have the opportunity to provide a substantial up-lift in density.

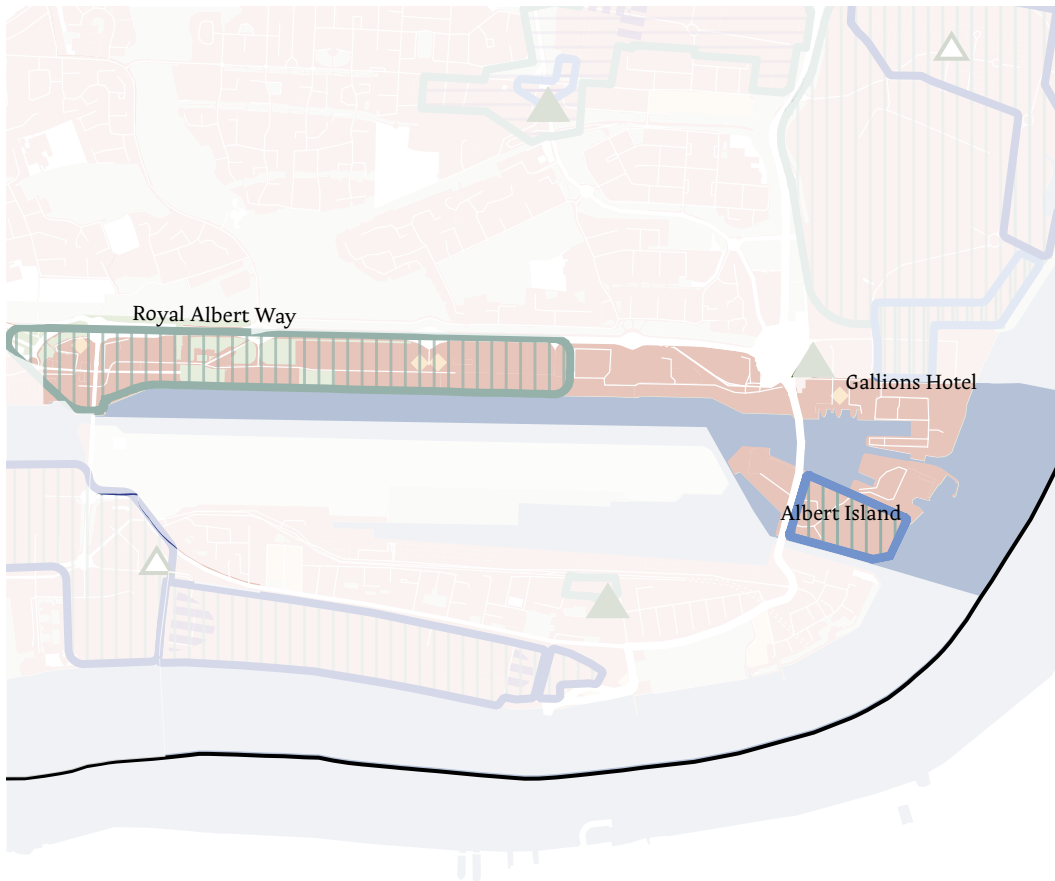
Tall building zones have been identified on the strategic site along Royal Albert Way and on Albert Island, with the opportunity of heights above 21m and up to 32m and 40m, in some locations. New developments can refer to the scale and massing of Royal Albert Wharf, the Connaught Hotels and the emerging office complex in Royal docks. The nearby London City Airport partly limits heights. There might be a reduction in height from the west (Royal Victoria) to the east (Royal Albert North) of the docks.

## CONSERVE / ENHANCE / TRANSFORM



- Conserve
- Enhance
- Transform
- ◇◇◇ SIL - Strategic industrial land
- Royal Docks Opportunity Area and London Legacy Development Corporation
- Town Centres
- ▲ Location of Town centres and Local Centres
- △ Designated Future Local Centre and Town centre
- /// High Street
- Strategic Sites

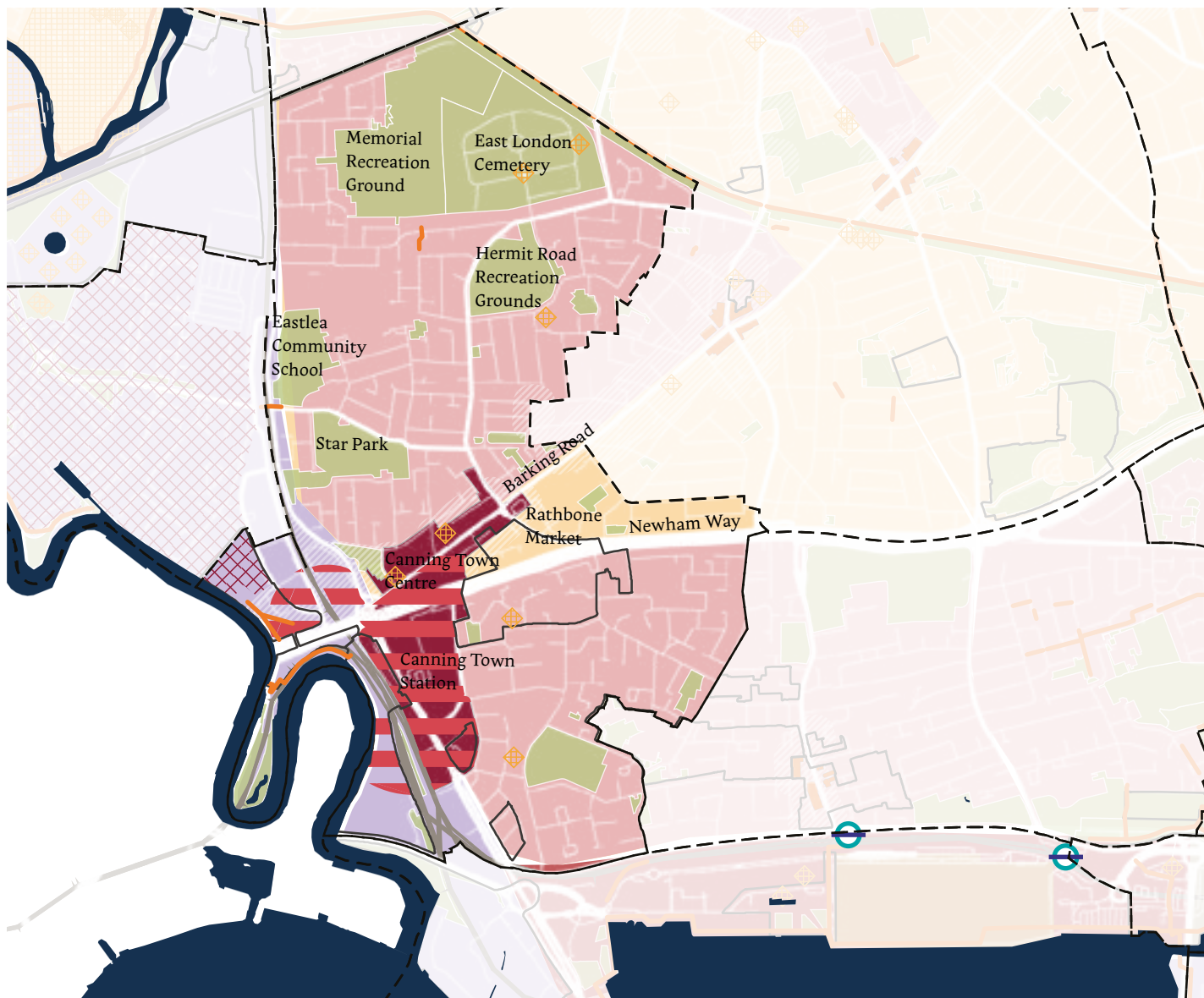
## TALL BUILDINGS



- Tall Building Zone up to 32 m
- Tall Building Zone up to 40 m
- Tall Building Zone up to 50 m
- Tall Building Zone up to 60 m
- Tall Building Zone up to 100 m
- ≡ Main building datum above 9m but below 21 m (ca. 4-6 storeys)
- ||| Main building datum above 21m but below 32 m (ca. 7-10 storeys)
- Sensitive context
- Non sensitive context
- ▨ Sensitive edge
- ▲ Town centre
- △ Designated Future Centre
















## 4. Canning Town



### EXISTING CONTEXT AND IDENTITY

Canning Town centre is home to fast paced growth and development in the form of contemporary residential and commercial tower developments since its significant regeneration as of the 1990s.

The town centre is focused around Barking Road with its highest intensity and density at the intersection of Barking Road and Silvertown Way. This area contains a mix of tower blocks, the tallest in the area being the Vermillion Building, which is 21 storeys, and historic buildings of between 2-5 storeys lining the high street with mostly commercial ground floors. The town centre is overlaid with an existing tall building zone.

- |   |   |
|---|---|
|  Historic Inner Suburb |  ExCeL                           |
|  Post War Inner Suburb |  Tall Building Zone              |
|  Urban Neighbourhood   |  Strategic Industrial Land (SIL) |
|  Town Centre           |  Heritage Conservation Area      |
|  Local Centre          |  Newham Strategic Sites          |
|  Industrial            |   |
|  Out of town retail    |   |
|  Green Space           |   |

The Hallsville Quarter masterplan development to the south of Barking Road is one of the latest masterplan redevelopments including approximately 1,100 new homes with a variety of tenures, including leisure and retail space and community facilities. New pedestrian links and cyclist provision are also included. Other new attractions in and around the town centre include the Custom House and Canning Town Community

Neighbourhood Centre, East City Point and Canning Town Walkway.

The areas beyond the town centre are characterised by lower density post war residential suburbs to the north and south of Barking Road. These areas have seen some regeneration in terms of providing updated community facilities. An example of this is the Kier Hardie Primary School, providing an array of community and educational facilities to the neighbourhood, including a large green recreational ground.

The redevelopment of the historic Rathbone market has provided space for a Community Neighbourhood Centre since 2017.

Multiple quality parks and green spaces exist in the area, such as the Kier Hardie Recreation Ground, Star Park and the Newham Memorial Park Play Area.

A number of existing strategic sites (outlined in brown) are located in the neighbourhood. These are focused around the existing town centre and Canning Town Station.

## Functional Character

The neighbourhood has good public transport access with a PTAL of between 2-6 with the highest PTAL located around Canning Town Station. Newham Way presents a barrier to north south movement, reducing access to the across the neighbourhood. It also has a poor air quality rating, which is exacerbated at the intersection of Barking Road and Silvertown Way.

The edge of the neighbourhood along the River Lea consists of a river edge which forms part of the SINC network with fragments of pedestrian paths along its length. Star Park and the East London Cemetery also form part of the SINC. The neighbourhood has good access to a variety of parks within a 15 minute walk.

## Engagement Response

People described a “disparate, spread-out feel” in areas such as in Canning Town. Similar to other areas of the borough, safety was a commonly occurring theme, with people mentioning drug use in parks, and a lack of police presence on the street. Others spoke about the poor

condition of the streets, mentioning uncut grass and broken lampposts.

In terms of shopping, people spoke about difficulty in accessing shops without a car, and the lack of small, specialist food shops. Young people stated that they often need to travel out of the borough, to Woolwich to access shops and activities.

## Heritage Assets

There are a number of Statutory Listed Buildings in the neighbourhood such as Royal Oak Public House (Grade: II), the former public hall and library (Grade: II), the Chapel of St George (Grade: II) and Church of St. Luke (Grade: II), among others.



Mix of historic and contemporary buildings along Barking Road high street.

## STRENGTHS

- Existing well used and occupied town centre and high street along Barking Road.
- Good public transport access at Canning Town station.
- Good access to parks and green space.
- Mix of uses within the neighbourhood from various typologies of residential to high street, commercial and industrial use.
- Location interfacing the River Lea.
- Many historic buildings and monuments.
- The river edge forms part of the Lea Park network connecting Queen Victoria Olympic Park to the River Thames.
- Estate regeneration and significant investment to increase and upgrade housing stock.
- Easy travel connections were specifically noted as a key asset through the engagement process.
- A sense of community and diverse local community was specifically noted as a key asset through the engagement process.

## CHALLENGES

- Large road infrastructure creates a barrier to walkability east west and cuts the neighbourhood off from the River Lea.
- Large road infrastructure creates high levels of pollution along its length.
- The residential areas in the neighbourhood consist of largely post war housing and often form illegible street grids.
- Newham Way present a barrier to north south movement.
- A lack of quality pavements was noted as a key asset through the engagement process
- Residents feel that there is new development but this juxtaposed with the shutting down or reduction in community services or increase of council housing or

affordable rent properties.

- Residents felt that many community assets such as the youth club are closing.
- Newham Way creates a hostile corridor for active travel and for buildings fronting it
- Severance of the railways around the south-west corner create connectivity challenges to Tower Hamlets and to Royal Victoria.
- The Leaway is not yet all delivered, leaving incomplete connectivity from the Bow Creek Ecology Park to the Olympic park.
- Significant deprivation will require careful consideration on how to bring investment and economic opportunities.
- Connection between new parts and the traditional high street at Canning Town town centre.

<b>Sensitivity to change</b>	Low sensitivity to change due to various buildings of different types.
<b>Opportunity for growth</b>	Much of the growth possible has already been seized by regeneration around Canning Town Station which is also covered by a tall buildings zone. Opportunities for intensification primarily lie in continuing regeneration around Canning Town Station. A large part has good public transport access with PTAL above 4.
<b>Urban Form Quality and Character</b>	Poor quality of urban form and character. The neighbourhood is primarily formed by a patchwork of urban blocks made of post-war apartment buildings and inner suburban houses with remaining fragments of historic terraces streets development. Buildings follow different principles and orientations, creating an incoherent movement network that is difficult to navigate. Newer tall buildings characterise the surroundings of Canning Town Station.
<b>Socio-economic and cultural significance</b>	Importance of the high street and town centre at Canning Town station for employment, services, and amenities. A number of community ad education facilities are found across the neighbourhood, together with excellent access to green spaces.



Vermillion Building, a landmark in Canning Town.



## VISION

Enhance the provision of resources as part of the substantial regeneration around Canning Town station to create a coherent and diverse centre that is attractive to new business and residential use.

## PRINCIPLES

### Well-Connected Neighbourhood

- Bolster the existing centre at Canning Town with a diverse range of employment, housing, amenity and retail opportunities.
- Enhance the offer and diversity of resources along Barking Road.

### Future mix

- Potential to increase employment opportunities through shared workspaces within the town centre and along Barking Road.
- Support the growing residential centres with community facilities within existing neighbourhoods, but focusing the provision within new development areas.

### Natural infrastructure

- Optimise opportunities for new green space to capitalise on existing parks and enhance green corridors between them by increasing active travel links to them along key routes.
- Enhance the existing active travel route along the River Lea which will form part of the Bow Creek Ecology Park in the future and increase access to it from the town centre.

### Morphology and density

- The collection of taller, bolder buildings around Canning Town station has already capitalised on the opportunity for intensification. Further regeneration should carefully consider cumulative impact on the skyline

### Heritage & fixed elements

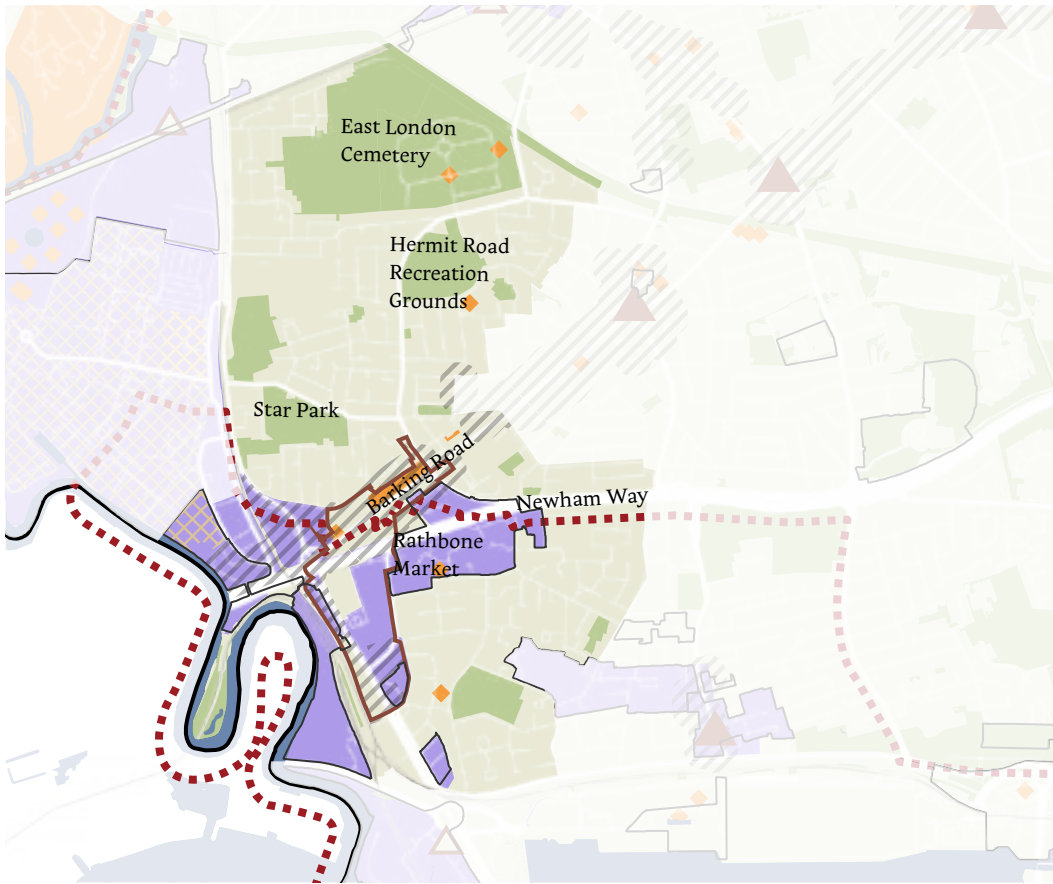
- Enhance the areas around and access to existing heritage assets.
- Ensure continuity between new development and existing heritage assets, specifically along the Conserve corridors.

### Inter-relationships

- Direct relationship to Royal Victoria, particularly around City Hall, with an opportunity to break down severance of railway
- The neighbourhood has a an almost indistinguishable boundary with Plaistow in terms of character.
- Soft boundary to Custom House.

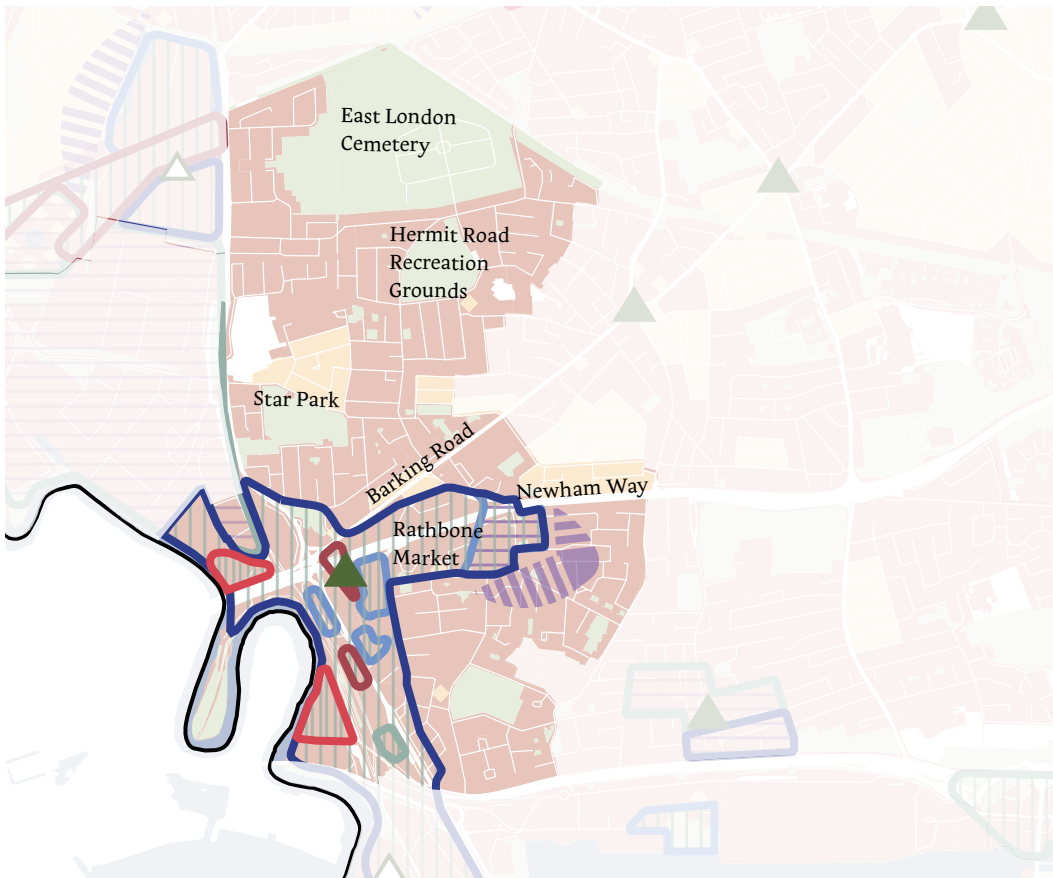
Conserve Areas	Canning Town Area of Townscape value, on Barking Road.
Enhance Areas	Enhance areas are characterised by low sensitivity to change and poor quality urban form. The area south of Newham way is characterised by a fragmented urban form with a tree-like structure, incremental intensification should seek to improve its legibility. Large portions of this neighbourhood north of Newham Way and close to Silvertown Way, which have a low sensitivity to change can support a moderate uplift in density.
Transform Areas	The transform sites around Canning Town Station should be mindful of the level of development achieved by previous regeneration sites. A tall building zone has been identified around these strategic sites. The suggested main building datum here can be above 21m but below 32m. Additional taller elements, up to 50m, and in some places 60m, could be integrated in future development, however, they should be limited in number on each site, considering the cumulative impact with existing tall buildings to avoid saturating the skyline. These elements should be positioned carefully to aid wayfinding and mark special locations. Their impact on conserve areas should be carefully assessed.

## CONSERVE / ENHANCE / TRANSFORM



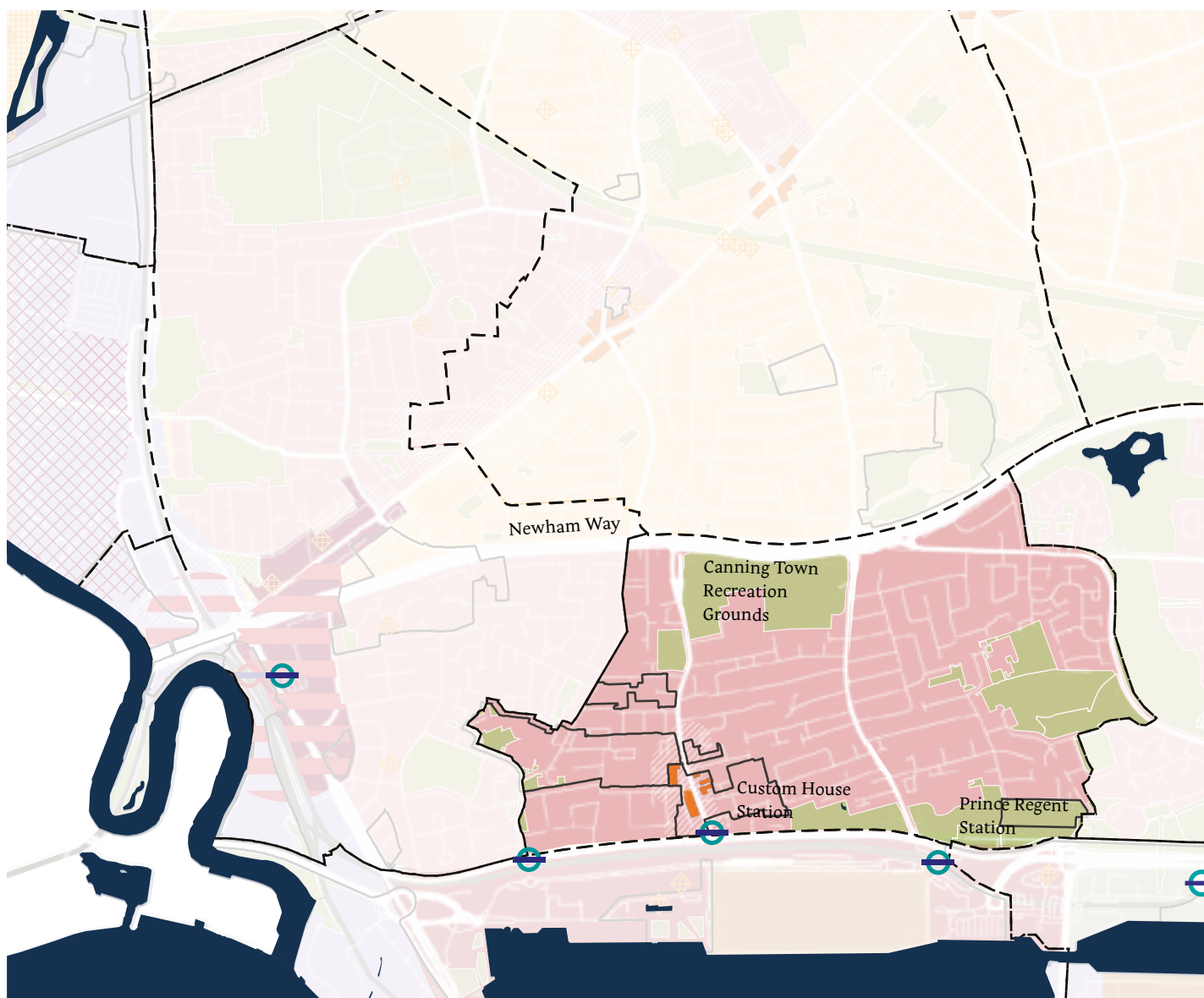
- Conserve
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## TALL BUILDINGS



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- Tall Building Zone up to 40 m
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- ≡ Main building datum above 9m but below 21 m (ca. 4-6 storeys)
- ≡ Main building datum above 21m but below 32 m (ca. 7-10 storeys)
- Sensitive context
- Non sensitive context
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- ▲ Town centre
- △ Designated Future Centre














## 5. Custom House



### EXISTING CONTEXT AND IDENTITY

The neighbourhood is largely residential, consisting of low-rise post-war housing typologies with social amenities such as churches and schools. Custom House local centre on Freemason Road provides local shops and services and Tollgate Road Neighbourhood Parade provide a small number of shops in the east of the neighbourhood.

The neighbourhood directly interfaces Canning Town on its north west border, providing access to Canning Town town centre. The northern boundary of the neighbourhood is defined by Newham Way which creates a physical barrier to movement north. The

- |   |   |
|---|---|
|  Historic Inner Suburb |  ExCeL                           |
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|  Industrial            |   |
|  Out of town retail    |   |
|  Green Space           |   |

southern edge of the neighbourhood is defined by Victoria Dock Road and the railway line. The western and eastern boundaries of this neighbourhood are not defined by infrastructure but rather by a combination of character and public perception of the edges of the neighbourhood.

Multiple quality parks and green spaces exist in the area, such as Canning Town Recreation Grounds, King George V Park, Cundy Park and Leyes Road Allotments.

A number of existing strategic sites (outlined in brown) are located in the neighbourhood. These are focused around Custom House Station, between the station and Hallsville Primary School and in proximity to Prince Regent Station.

## Functional Character

The neighbourhood generally has poor public transport accessibility, with a PTAL between 2-3, with the highest levels of public transport around Prince Regent DLR Stations and Custom House Station, which now benefits from access to the Elizabeth Line.

Newham Way to the north and the railway line to the south create physical barriers, reducing access from the neighbourhood to the north and the south of the borough.

Part of the neighbourhood sits within the Royal Docks and Beckton Riverside Opportunity Area.

The neighbourhood has good access to a variety of parks within a 15 minute walk.

## Engagement Response

Similar to other areas of the borough, safety was a commonly occurring theme, with people mentioning drug use in parks, and a lack of police presence on the street. Others spoke about the poor condition of the streets, mentioning uncut grass and broken lampposts.

In terms of shopping, people spoke about difficulty in accessing shops without a car, and the lack of small, specialist food shops. Young people stated that they often need to travel out of the borough, to Woolwich to access shops and activities.

Residents spoke about the need for more youth facilities and one resident mentioned a youth club in Custom House which is due to close soon. Many spoke of the importance of protecting other amenities such as the library, which residents feel has been invaluable during the pandemic, and the city farm.

## Heritage Assets

There are two Locally Listed Buildings in the neighbourhood: the Flying Angel and the Church of the Ascension.



Post war housing buildings along Freemason Road.



## STRENGTHS

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- Existing local centre on Freemason Road and neighbourhood parade on Prince Regent Lane.
- Good public transport access at Custom House and Prince Regent Lane.
- Good access to parks and green space.
- Estate regeneration and significant investment to increase and upgrade housing stock.
- A sense of community and diverse local community was specifically noted as a key asset through the engagement process.

## CHALLENGES

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- Large road infrastructure creates a barrier to walkability to the north and south of the neighbourhood.
- The residential areas in the neighbourhood consist of largely post war housing and often form illegible street grids.
- A lack of quality pavements was noted as a key asset through the engagement process.
- Residents felt that many community assets such as the youth club are closing.
- Newham Way to the north creates a hostile corridor for active travel and for buildings fronting it.
- Severance of the railway to the south creates connectivity challenges to Royal Victoria.
- Significant deprivation will require careful consideration on how to bring investment and economic opportunities.

<b>Sensitivity to change</b>	The neighbourhood has a cohesive inner-city suburb character with limited historic value and limited sensitivity to change.
<b>Opportunity for growth</b>	Moderate opportunity for growth with a few significant sites comprising of intensification opportunities through continuing regeneration around Custom House and existing post-war housing estates. The consolidated residential area has low PTAL, with opportunities for incremental intensification.
<b>Urban Form Quality and Character</b>	Largely coherent inner suburbs typologies characterised by a network of short streets and cul-de-sacs which are difficult to navigate.
<b>Socio-economic and cultural significance</b>	Importance of the local centre at Freemason Road for local shops and services. A number of community and education facilities are found across the neighbourhood, together with good access to green spaces.



Shipman Youth Zone in Custom House.

## VISION

Enhancement of overall character and identity through regeneration of existing housing estates, improvement of public realm and connectivity and enhancement of the local centre to support the function of the ExCel conference centre.

## PRINCIPLES

### Well-connected Neighbourhood

- Bolster the existing centre at Custom House with a diverse range of employment, housing, amenity and retail opportunities.

### Future mix

- Increase Custom House Local Centre's retail and leisure offer.
- Support new community facilities.

### Natural infrastructure

- Optimise opportunities to capitalise on and enhance existing parks.
- Enhance green corridors between green spaces in this neighbourhood and neighbouring Beckton by increasing active travel links along key routes.

### Morphology and density

- Opportunity for greater intensification around Custom House.

### Heritage & fixed elements

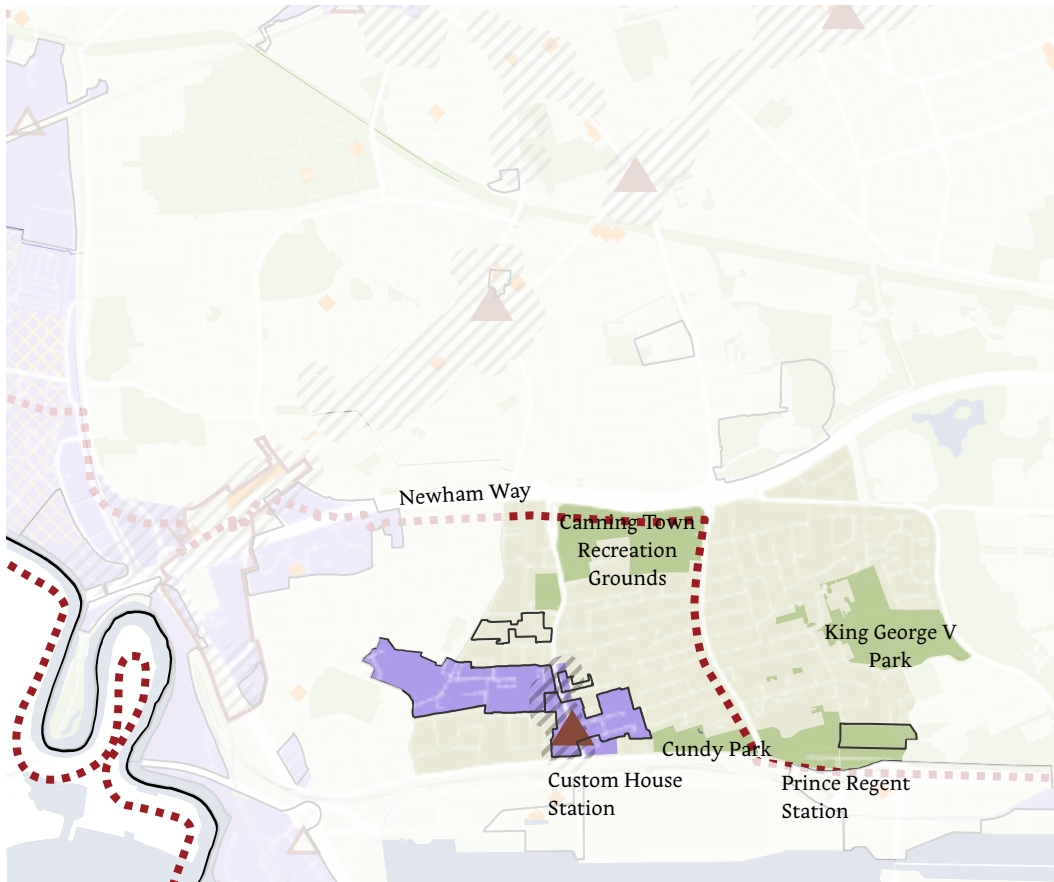
- Enhance the areas around and access to existing heritage assets.

### Inter-relationships

- Opportunity to tackle severance across Newham Way and Custom House.
- Soft boundary with Canning Town and Beckton.

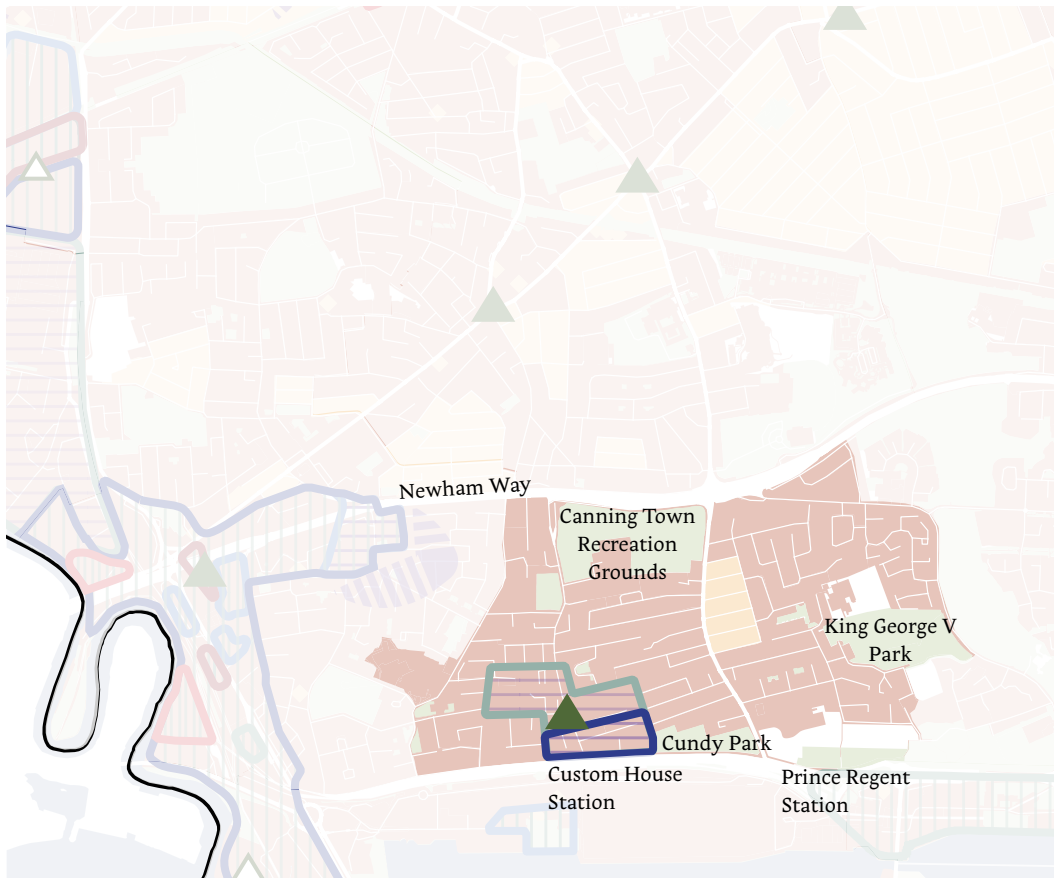
Conserve Areas	/
Enhance Areas	Enhance areas are characterised by low sensitivity to change and poor quality urban form. Most of the neighbourhood is characterised by a cohesive suburban character and a network of short streets and cul-de-sacs. Incremental intensification should seek to improve street hierarchy and legibility.
Transform Areas	Custom House transform site can support the creation of a new local centre around the station. Part of Custom House transform site is identified as a tall building zone. The main building datum should be below 21m, however, a small number of tall elements up to 50 m can be integrated. These elements should be positioned to mark the station and the link to the ExCeL Centre.

## CONSERVE / ENHANCE / TRANSFORM



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