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# DESIGN QUALITY POLICY



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# FOREWORD

## The next Great London Estate: our ambitious vision

Since the 2012 London Olympic and Paralympic Games the transformation of Queen Elizabeth Olympic Park and its surrounding neighbourhoods has continued at pace. Over 500 people now live in Chobham Manor; Here East is a vibrant centre for innovation; new bridges, roads and cycleways link local communities to new facilities such as the Bobby Moore Academy, and the Park attracts 6 million visitors each year.

The London Legacy Development Corporation's 2012 Design Quality Policy has been at the heart of that transformational work. Our Quality Review Panel has been reviewing some 40 schemes per year; our approach to using masterplans and design codes is fully embedded, and we continue to appoint a range of design teams to ensure coherence with distinction in delivering new neighbourhoods. Even better, we have seen other landowners and developers in east London follow similar models, raising the design bar in the area as we all champion great new places which learn from and complement existing neighbourhoods.

The Mayor of London's commitment to 'Good Growth by Design' requires developers to use design as a tool to create lasting new communities. Central Government has also shown a renewed interest in building better quality not just a greater quantity of new homes. With a substantial amount of development still to deliver, the time is ripe to build on our experiences over the last six years and to update and develop further our approach. Our new Design Quality Policy does exactly that.

It builds upon the design processes we set out in 2012 and adds more definition of what is required when designing and building in our neighbourhoods. It gives local exemplars delivered both by LLDC and by adjacent developers. It captures how we have responded to the need for sustainable and inclusive design, encouraging integration and convergence for the communities around the Park as part of high-quality design. As well as standards and principles, it sets out the importance of spaces as well as buildings, the opportunities for innovation to tackle the barriers created by the spectacular blue and green infrastructure of the Lea Valley, and the significance of local patterns and typologies.

We hope this document helps to inspire those that work with us, as much as those that work alongside, as we continue to raise the bar for great quality neighbourhoods in East London.

**Pam Alexander OBE**  
Deputy Chair, Planning and Development Committee  
LLDC

# DESIGN QUALITY POLICY





Chobham Manor

Here East

East Wick

Hackney Wick

Sweetwater

Stratford Waterfront

London Stadium

Fish Island

UCLE

Bridgewater

Rick Roberts Way

Pudding Mill

Bromley-by-Bow



# 1. EXECUTIVE SUMMARY

**London Legacy Development Corporation (LLDC) is tasked with transforming and integrating one of the most challenged areas in the UK into a world-class, sustainable and thriving district. Our corporate priority themes of high quality design, promoting convergence and community participation, ensuring environmental sustainability and championing equalities and inclusion underpin this commitment.**

For us, design, and design thinking, are fundamental components to enable this delivery, and this was recognised when the first Design Quality Policy was published in 2012.

This refreshed policy sets out our continued vision for achieving high quality design across all of our developments. The policy forms the basis of a delivery plan for design quality; identifying our key principles, processes and technical requirements to embed high standards of design throughout Queen Elizabeth Olympic Park and east London.

Building on the investment of the London 2012 Olympic and Paralympic Games, Queen Elizabeth Olympic Park and the wider LLDC area is becoming a centre of international distinction, a thriving new metropolitan district and an anchor in the environmental and socio-economic regeneration of east London. When completed we will have over 100 hectares of open space, 5000 homes within five new neighbourhoods, five world-class sports venues, six major universities and cultural institutions, four new schools, and over 30 new bridges and underpasses linking to adjacent neighbourhoods. The Park and its surroundings will offer the best in cultural, sporting and leisure amenities, diverse employment opportunities and sustainable new neighbourhoods, which are rooted in the urban fabric of east London.

We are responsible for the long-term planning, development, maintenance and management of Queen Elizabeth Olympic Park and its fringe. Our mission is to use the opportunity provided by the London 2012 Games and the creation of Queen Elizabeth Olympic Park to change the lives of people in east London, driving growth and investment by developing an inspiring and innovative place, where people want and can afford, to live, work and visit. At the core of our vision is the creation of a new integrated piece of city, inspired by London's unique grain of streets and squares. Exemplar and innovative design is fundamental to the delivery of these thriving new neighbourhoods and a dynamic new metropolitan centre.

**Left:** Illustrative plan of the LLDC area showing new and existing neighbourhoods, and the interface with the Growth Boroughs of Hackney, Tower Hamlets, Newham and Waltham Forest. Illustration: LLDC

## 1.1 Who should use this policy

This policy sets out our design ambition for all LLDC owned sites; it explains our vision and sets out our key brief and technical requirements for our stakeholders, development partners, project managers and design teams. It is accompanied by an explanation of internal processes to provide clarity on the way we work and what we expect from partners.

This policy is also referenced as best practice within LLDC's local plan policies BN4 and BN5 and we recommend that clients with third party schemes will also find this document helpful.

## 1.2 How to use this policy

This policy sets out LLDC's vision of delivering high quality design, and our expectations as to how this will be achieved and directly influences LLDC's corporate approach to the procurement of design teams and development partners. The policy is organised by the following sections:

- 'Our vision' and 'high quality design' sets out our corporate priorities and explains why great design is at the core of our approach to development.
- 'Our approach to delivering high quality design' sets out our expectation of, and requirements, for our design teams and development partners, as well as a set of key technical requirements for all our developments.
- 'Design Principles and Precedents' sets out key themes in the design and delivery of successful masterplans, public realm, landscapes and buildings, and uses innovative and inspiring local schemes to illustrate them.

The design principles referenced here will be expanded upon within each project specific brief, alongside the relevant LLDC standards of sustainability and inclusive design. Project briefs will also include reference to statutory documents and other guidance that relates to our overall management of the park, for example Secured by Design and Green Flag Status.



The Olympic Venues are set within the landscape of the Park, creating dramatic, sculptural backdrops. A new culture and education district, East Bank, opening in 2022, will sit next to the International Quarter London and will continue this strong relationship with the landscape and Waterworks River.

**Above:** London Aquatics Centre, Zaha Hadid Architects and International Quarter London, Richard Rogers, Photography: LLDC.  
**Right:** Lea Valley Velopark, Hopkins Architects, Photography: LLDC.



# 2. OUR DESIGN VISION

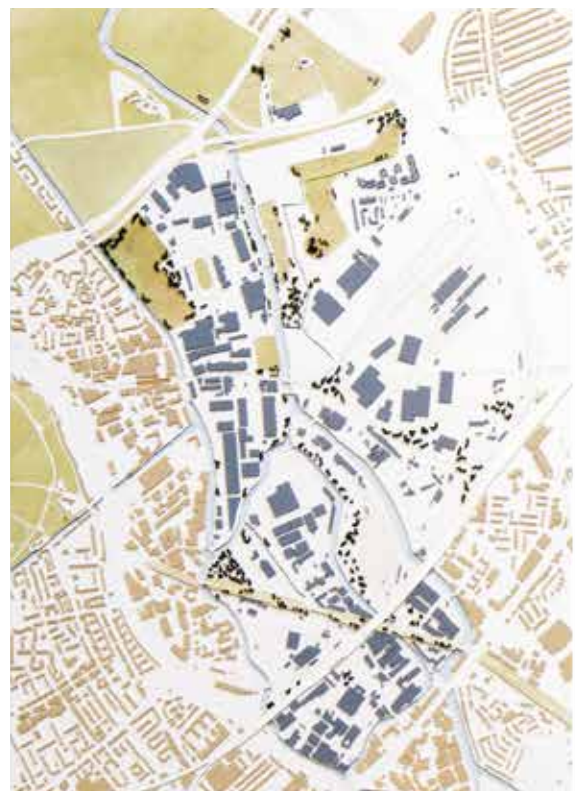
We aim to be the next Great Estate of London – a model for the 21st Century.

**Our ambition is to deliver neighbourhoods of the highest quality and distinction. We believe this is achieved through a deep understanding the context in which we work, by promoting different ways to deliver and ensuring we connect to the existing neighbourhoods surrounding Queen Elizabeth Olympic Park.**

Our vision builds on the original Olympic investment in land, transport, infrastructure and sporting facilities, to include new housing, parklands and cultural and educational uses which capitalise on our outstanding natural and local assets.

This unique form of development is made possible through long-term investment, innovative estate management and exemplary design, coupled with the critical fact that much of the area is under public ownership.

2005



**Right:** Model by Allies and Morrison shows the development of the Park and the Legacy Communities Scheme from 2005–2030, capturing the Olympic, Transformation and Legacy phases and the forming of five new neighbourhoods. Photography: Allies and Morrison

2012



2030





The homes on Olympic Park Avenue reference the civic qualities of a Nash terrace, creating a strong built form as a backdrop to the wild planting of the North Park. Park View Mansions, Chobham Manor, Haworth Tompkins and muf architecture/art, Photography: Jack Hobhouse



The Park is a landscape with formal and informal play opportunities, encouraging exploration and provoking imaginative use. Sand and water play area of Tumbling Bay playspace, Queen Elizabeth Olympic Park, LUC, Photography: Alison King, LUC



Care and attention should be given to all buildings; this community centre uses form, materials and textures to give a playful and meaningful expression to temporary use. Hub 67, LYN Atelier, Photography: LLDC

## 2.1 Where we are now

We have now moved from the delivery of the 2012 Games to delivery of the first homes and neighbourhoods.

A period of transformation and reinstatement followed the Games; seeing the venues and the Park being re-opened, the approval of the 'Legacy Communities Scheme' (LCS) site-wide masterplan, and the identification of partners for our neighbourhoods at Chobham Manor, East Wick and Sweetwater. In 2015, we welcomed our first residents on the Park, with more than 500 people now living in Chobham Manor.

We are still at an early stage in the delivery of our new neighbourhoods, and are working simultaneously at a strategic masterplanning scale in Sweetwater, East Bank, Pudding Mill, Rick Roberts Way and Bromley-by-Bow, and the detailed scale in the construction of the first homes in East Wick and Hackney Wick. This concurrent activity, working across different scales, allows us to test ideas and learn lessons that can be applied on our subsequent projects.

## 2.2 Where we are going

Despite what has already been achieved there is still a long way to go until all our developments are complete. Dramatic changes in the last few years to the original LCS permission have seen the planning of a new cultural, education and residential district, 'East Bank', in the heart of the Park, with new partners including University College London, UAL's London College of Fashion, the Victoria and Albert Museum in collaboration with the Smithsonian Institution, BBC Music and Sadler's Wells Dance Theatre. The Mayor's Good Growth by Design agenda is prompting us to review how we design and deliver family homes within more compact neighbourhoods. This demands that we reassess what high quality design means in a changing context, and how it can best be delivered.



Stratford Waterfront will create a new edge to the South Park with each building subtly expressing its civic identity within a wider cityscape. Stratford Waterfront, East Bank, Allies and Morrison, O'Donnell and Tuomey, Arquitecturia and LDA Design

# 3. HIGH QUALITY DESIGN

**For our area, high quality design is demonstrated by places that positively contribute to creating a better, healthier, more attractive, inclusive and sustainable piece of city. This means LLDC steering the delivery of spaces, buildings and landscapes which are engaging, safe, useable and beautiful, and which create and maintain value over the long term.**

Good quality design comes from an understanding of place and valuing what is already there to create a careful and sophisticated design response that fits its context. This area of east London has a richly layered social, cultural and built history, as well as unique natural assets in the form of parks and waterways.

We expect each of our projects to demonstrate an understanding of this; nurturing what is special about this place, whilst also creating new layers that respond sensitively and enhance the fabric of the city.

## 3.1 Why invest in good design

We invest in high quality neighbourhoods and public realm to help deliver an improved quality of life for local residents. It is about creating great homes, schools, workplaces and public spaces that work well together and help connect new and old communities to each other, and to the Park beyond.

We believe well-designed and well-maintained places create and sustain social, economic and environmental value over time; for us good design is about much more than the look of a building. It is about creating social benefits which include the promotion of identity and civic pride, vitality, community, social inclusion, safety, better health and access to education.

For the areas around the Park, good design also means overcoming significant infrastructure barriers to forge a network of streets, stitching into the surrounding boroughs and creating new London streets of quality and distinction. Good design can do a lot with a little, and we want to prioritise the needs of residents to ensure that money is best spent, helping to reduce maintenance costs, and provide an economic benefit to a wider area.

## 3.2 What good design means to us

Each of our development projects is underpinned by our corporate priority themes - high quality design, promoting convergence and community participation, ensuring environmental sustainability and championing equalities and inclusion. Each influence how we approach the design of any development and these are expanded below.





Public realm and artistic interventions can reflect and enhance the existing characteristics of the site to strengthen green infrastructure and local connections. The Greenway, Adams and Sutherland and Jonathan Cook Landscape Architects, Photography: H el ene Binet



A rigorous approach to scale, massing, proportion, and material helps to build robust and characterful homes that will stand the test of time. Monier Road, Pitman Tozer Architects and Farrer Huxley Associates, Photography: Rory Gardiner



Public buildings provide the opportunity to create a moment of delight, expressing an openness to the community. Idea Store Whitechapel, Adjaye Associates, Photography: LLDC

## Promoting convergence

We want to offer a choice of high-quality homes, allowing residents to build their lives in and around the Park, to support genuinely mixed and balanced communities. It is crucial to give people a reason to stay in the area, and not to move out to areas perceived to be 'better', and we want to provide greater stability. We believe that good design within our neighbourhoods will help to catalyse an overall improvement of the quality of development in the wider area to help counter this churn of residents.

## Ensuring sustainability

We embrace a holistic definition of sustainability, integrating environmental responsibility, economic viability, social welfare and efficient resource use. This will be supported by low carbon infrastructure, encouraging walking and cycling and enabling people and businesses to live and thrive in an increasingly low carbon world; promoting a healthy and sustainable lifestyle as a model for urban living.

## Championing equalities and inclusion

The surrounding Growth Boroughs of Hackney, Tower Hamlets, Newham and Waltham Forest are among the most ethnically and culturally diverse parts of London. We believe that the role design plays is paramount in making the Park and its neighbourhoods a success. We want to ensure an integrated approach; delivering places of outstanding quality which are welcoming and designed to be inclusive for people at different life stages.



Buildings and landscapes should be designed to integrate a range of uses to meet the varied needs of the local community. Asia, 2012 Gardens, Queen Elizabeth Olympic Park, Sarah Price, Nigel Dunnet and James Hitchmough, Photography: LLDC

## Creating jobs, skills and enterprise

We want to build a real piece of city which means the creation of new jobs and the strengthening of the local economy. The new and growing hub at Here East; the planned East Bank cultural and education district; affordable creative workspace within Hackney Wick neighbourhood centre; the expanding district centre at Bromley-by-Bow; and the new local centre at Pudding Mill will all add to and diversify the employment base in the wider area. The Park will provide well designed, high quality facilities and infrastructure for new and emerging sectors of London's economy, including research, innovation, education, digital media, technology and creative industries.



High quality workspace to be healthy, adaptable and have a clear sense of identity. Here East, Queen Elizabeth Olympic Park, Hawkins\Brown, Photography: GG Archard

## The importance of vision and working with others to shape Stratford

We work closely with the boroughs, community stakeholders and surrounding landowners to deliver our collective vision for this part of east London. We coordinate and input into plans being developed by adjacent landowners including the local boroughs, Network Rail, the Canal & River Trust, Westfield Stratford City and Lendlease, through agreements, MOUs for collaboration and joint feasibility studies to maximise the benefits of new developments for residents.



We support collaborative working across different sectors to ensure delivery of innovative and expressive connections that reinforce the local network. Leaway Phase 1 - Twelvetimes Connections, 5th Studio and Jonathan Cook Landscape Architects, Photography: 5th studio

## **Connecting to the vibrant communities of east London**

We believe that the success of Queen Elizabeth Olympic Park is dependent on its integration with its neighbours and its ability to stitch together previously disconnected places. The diverse, dynamic and creative energy of the surrounding communities will bring life and an established identity to the new neighbourhoods of the Park. Vital connections will create opportunities for shared local and neighbourhood centres, as well as access to communal amenities such as schools, universities, workspace, jobs and training, galleries, museums and theatres.

An unprecedented convergence of transport infrastructure makes Stratford and the Park one of the best-connected places in London. In addition to city and regional rail connections (Underground, DLR, Overground and the Elizabeth Line) a new network of safe and robust pedestrian, cycle and vehicular connections extend into the surrounding communities of Hackney, Tower Hamlets, Newham and Waltham Forest.

## **Building neighbourhoods of character inspired by east London's heritage**

We want our new neighbourhoods to be an extension of the well-established communities which surround them, drawing on and strengthening their character and identity. London's great tradition of family housing based around the terraced house has inspired some of the city's most beautiful and well used spaces, and their qualities of scale, proportion, materiality, simplicity and detail provide a precedent for the new buildings and places on the Park. We want to explore great family housing typologies, and how the qualities that make a house a home can be delivered in medium and high-density neighbourhoods

## **Securing a lasting sport, cultural and educational legacy**

The five sporting venues retained and converted after the Games have been embedded within the landscape of parklands and waterways, framed by the streets and public spaces of new neighbourhoods. We want to make the most of this unique legacy by bringing new cultural and educational uses to the Park. University College London, UAL's London College of Fashion, the Victoria and Albert Museum in collaboration with the Smithsonian Institution, BBC Music and Sadler's Wells will work with established arts and educational organisations to strengthen existing opportunities in the area and preserve and enhance the Olympic and Paralympic heritage.



Homes can be a backdrop for everyday life, creating great streets and strengthening the inherent identity of a place. Worland Gardens, Peter Barber Architects, Photography: Morley von Sternberg FRIBA



Infrastructure should be legible, safe and full of delight. Working with artists from the beginning can help deliver projects that capture the imagination.

**Above:** Carpenters Lock, Queen Elizabeth Olympic Park, Heneghan Peng Architects, Photography: LLDC.  
**Left:** Hackney Wick Station, Landolt + Brown Architects, Wendy Hardie and Mott Macdonald, Photography: Landolt + Brown / Mott Macdonald

# 4. DELIVERING HIGH QUALITY DESIGN

High quality design is embedded in all scales of LLDC's planning, development and delivery, from strategic masterplanning to small street scaled interventions. We work with outstanding emerging and established design teams to deliver inspiring and award-winning buildings, spaces and landscapes.

## 4.1 An intelligent client

As a client, LLDC takes a coordinated approach to project delivery that includes design, surveying and planning specialisms. We employ an internal team of qualified design professionals to assist, manage and monitor in the planning and delivery of projects, and provide design advice to the planning authorities. These professionals come from a range of backgrounds, and include architects, urban designers, engineers and landscape architects.

LLDC champions investment in design quality. As an intelligent client, we commission and undertake research into issues affecting the local context, which we use to shape our live projects. We lead in strategic planning, brief writing, design team and developer procurement, reviewing and providing continual oversight. During our development projects we monitor the design development and agree the design at key stages within our Design Quality Management process. The role of LLDC's internal design team is set out on page 24.

As part of the GLA family we are involved with city-wide design policy discussions and ongoing research in a number of fields including housing design standards, design framework panels, employment spaces, play spaces and healthy city studies.

**Right:** Playable landscapes should create opportunities for all and be designed to respond to different uses. The Water Labyrinth, South Plaza, Queen Elizabeth Olympic Park, James Corner Field Operations, Photography: LLDC



RIBA STAGE	<b>0 Strategic Definition</b>	<b>1 Preparation and Brief</b>	<b>2 Concept Design</b>	<b>3 Developed Design</b>
<b>Design Milestones</b>	Project Initiation Document is agreed internally by LLDC confirming strategic needs	Brief / Feasibility agreed internally by LLDC setting quality, cost and programme parameters	Design concept is approved and meets LLDC's quality, cost and programme requirements	Stage 3 & Planning information is agreed and approved by LLDC and submitted for LPA approval
<b>LLDC Design tasks</b>	<b>DEFINING REQUIREMENTS</b>		<b>DESIGN</b>	
Lessons Learned	Review lessons learned from relevant built projects	Conduct precedent research		
Deliverables / evaluation	Background research Define design deliverables for capacity study Scoping study to inform initiation document and project budget	Define project deliverables and evaluation criteria for developer / design team procurement	Evaluation of tender proposals	Define design quality criteria for construction tender
Brief development and compliance	Lead development of project vision and key objectives for design Define key requirements from LLDC Priority Themes	Define place and project specific requirements Confirm design standards within development brief	Confirm final design brief Track design development against brief	Control design change against agreed brief / development requirements Track design development against agreed concept design
Design review			Conduct regular reviews of overall design options with design team	Conduct regular reviews of developed design with design team Agree key details and material samples Support constructability review
Design review - value			Conduct regular reviews of efficiencies / internal layouts with design team	Conduct regular reviews of efficiencies / internal layouts with design team
Value management			Conduct prioritisation of design based on agreed brief requirements	Review prioritisation and conduct value management against agreed prioritisation
Planning input			Coordinate Quality Review and Built Environment Access Panel Review and sign off outline planning documentation prior to submission	Review and sign off planning documentation prior to submission



# Y MANAGEMENT

4 Technical Design	5 Construction	6 Handover and Close Out	7 In Use
Assessment of technical design is undertaken to ensure brief requirements are met and planning scheme is upheld to form Employer Requirements	Agreement of key construction details, benchmarks, samples and mock ups. Periodic monitoring of on-site construction	Handover of leases to residents	Post Occupancy Evaluation is undertaken after 12 months of operation and lessons learned are used for next brief / phase
		<b>DELIVERY</b>	<b>OCCUPATION</b>
		Prepare for submission for external awards and / or media coverage	Conduct Post Occupancy and document lessons learnt on project
Support evaluation of tenders  Define functional / visual specification for key design elements		Ensure as built and O&M Manuals are completed by developer	
Control design change against agreed developed design information  Track design development against developed design	Control design change against agreed tender documents		Review built scheme against approved design proposals
Conduct periodic reviews of design details with design team to ensure design intent is delivered  Confirm benchmarks, samples and mock ups	Agree benchmark  Conduct periodic reviews of construction with design team to ensure functional / visual specification is delivered	Final design compliance review of units in relation to design intent and planning consent prior to handover	
Conduct regular reviews of internal specification with design team	Conduct periodic reviews of development to assess compliance with specification		
Review prioritisation and conduct value management against agreed prioritisation			
Agree any design amendments to planning consent  Agree any subsequent application prior to submission	Support discharge of design related planning conditions		

## 4.2 Our approach to delivering high quality design

LLDC promotes best working practice and believes in creating the right conditions and having the right processes in place to support our delivery of high quality design. The lessons learnt during the design, planning and delivery of our first neighbourhoods and homes have helped inform and streamline our design governance and how we ensure high quality design across our developments.

### A long-term commitment

We take a long-term view of design, development and decision making. We have worked up a number of strategies to ensure a coherent approach over the long term. We have developed an Interim Use Strategy which focuses on building a sense of identity for our new neighbourhoods, providing new uses and activation through the long period of build-out. This is supported by our Arts and Culture Strategy which emphasises the standards for interventions in and around the Park, and the opportunities for working with local communities to deliver educational opportunities around culture, architecture, landscape and construction.

### Learning from others

LLDC believes in learning from others and in using precedents as a way of setting benchmarks for quality. We commission research to help inform our wider strategies and to develop more detailed briefs. We use precedent visits to learn from and share information with others about their experience of briefing, design team selection, planning, design development, development partner procurement and construction.

### Working with our neighbours

We build strong relationships with stakeholders to deliver design quality within and beyond the boundaries of Queen Elizabeth Olympic Park. LLDC coordinates across the boroughs on fringe area masterplans and design projects such as the Lea River Park, to help support great developments at our boundary.

### Strategic planning

LLDC believes in developing strategic plans to help inform the detail and delivery of our projects. The Legacy Communities Scheme sets out characters and key principles for individual Park neighbourhoods and their delivery. These principles are refined through further feasibility work, zonal masterplans and the development of design codes. Individual detailed building designs are then developed against these codes and principles.



We use integrated arts and interim use strategies to engage with, and strengthen a local identity. Newton's Cottage, Carpenter Lock, Observatory, LLDC Arts and Culture Programme, Photography: LLDC

## Adapting our procurement approach to suit the project

We follow procurement practices that place a high value on good design. As an intelligent client, we use our in-house team to set out the scope, deliverables and evaluation criteria for all design, architecture, urbanism and landscape projects. We input into the selection of GLA's Architecture, Design and Urbanism Panel (ADUP), and London Development Panel (LDP), and use the panels ourselves. For sensitive sites, we use design competitions to create innovative and inspirational places, such as the South Park Pleasure Gardens, Tumbling Bay playground and East Bank.

## Good design governance

LLDC has established clear design codes, processes and procedures to streamline project delivery. We have built strong relationships between our Development and Planning teams, and Planning Policy and Decisions Team (PPDT) has established a Quality Review Panel of design and technical experts that independently review all LLDC and third-party applications, as well as the Built Environment Access Panel (BEAP) to provide strategic and technical advice on inclusive design issues.



We use design codes to influence the neighbourhood and help govern relationships between layout, blocks, plots and public spaces. Chobham Manor, PRP, Haworth Tompkins and Karakusevic Carson Architects, Photography: PRP

## 4.3 What we expect

We want to be clear about what we are looking for in our partners, and below sets out core behaviours and requirements which will help us to ensure we deliver high quality design across all our developments.

### Ambitious and engaged development partners

LLDC wants to work with best development partners who invest in the best design for the long term.

We are setting ambitious targets because we believe that they can be delivered. Only by delivering truly exemplary schemes can we improve the lives of all our surrounding communities. This offers a unique opportunity to those developers who can rise to the challenge to come forward with innovative uses, ground-breaking concepts and the highest standards of design and sustainability.

We look for partners who understand and pursue high quality design, and we will prioritise quality during procurement for development partners and design teams with a 70/30 split. LLDC promotes design resilience and good design governance with our chosen development partners and expects clear roles and responsibilities to be established at the outset of a project, to explain how their design, development and commercial managers work together to deliver quality. We also expect an integrated approach to planning, construction, sales and estate management to ensure our neighbourhoods are delivered as designed.

We want partners who see the benefit of a long-term commitment to this part of east London. We want to work with partners who want to learn from residents' and visitors' experiences to improve the places we deliver. We expect our partners to commit to undertaking Post-Occupancy Evaluation with us at the end of each development phase, feeding lessons learnt back into the design of subsequent phases. We expect a commitment to delivering meaningful interim uses, helping to build a sense of identity and activity throughout a long, phased process, and to establishing and growing businesses which can eventually take up permanent residency in the neighbourhood.

We want to work with development partners who care about craft, detail and finish. We want to understand why they have selected their design teams and how they plan for them to work together. We expect the original design teams to be retained during construction to safeguard the original design intent. We expect sample panels, mock ups and construction details to be reviewed and signed off on site with the architect and LLDC in attendance to ensure that the original design intent is achieved. We want to work with partners who are engaged in the detail from the outset, to support design teams in establishing common material palettes and construction details to help minimise duplication and establish an economy of means.

## Innovative and inspiring design teams

LLDC wants to appoint the best design teams and work with them from concept to completion.

To date LLDC has worked with multiple award-winning practices, including Stirling Prize, Young Architects of the Year, and Emerging Woman Architect of the Year winners. Regardless of whether the teams are appointed directly by LLDC, or through a development partner, we are interested in working with design teams from different backgrounds which reflect the diverse east London context. We want to work with teams that take an innovative, questioning and rigorous approach to design to deliver lasting quality.

We believe that working with outstanding design teams not only helps to ensure high quality, robust and meaningful places but the knowledge, experience and problem solving they bring can help streamline the design, planning and construction process.

We want a masterplan-led approach to all our new neighbourhoods and expect a masterplan lead architect to be identified for all schemes of two or more blocks, and to be retained throughout all phases.

We want to work with multiple design teams to create diversity but expect them to share a common design ethos to ensure a coherent and composed streetscape. We want to ensure that design teams are responsive to their context and brief, and in developments with multiple design teams we want a clear rationale as to their distribution, and certainty as to which teams will be working on which plots.

We expect design teams to include emerging talent alongside more established practices. We want to provide opportunities for emerging teams to take the next step in their career and expect at least one emerging practice to be appointed within any single large phase of a development.

We expect to review the distribution of design teams with our partner as the masterplan develops and individual phases come forward and expect to sign off any changes to the team and be to be involved in the selection of any new consultants.

We expect our development partner to facilitate a series of design charrettes, to be chaired by the masterplan lead, allowing urban designer, architects and landscape architects to challenge one another, ensuring strategic decisions are informed by an in-depth understanding of the site, and constructability and delivery issues, and that detailed designs uphold strategic design intent.

We expect landscape and public realm to be comprehensively designed by a single landscape architect. We encourage individual commissions within the landscape, but these must be well integrated into the landscape and site-wide design strategy.



The structure, colour and texture of the Park landscape is used to invite interactions and encourage exploration. South Park Plaza, Queen Elizabeth Olympic Park, James Corner Field Operations, LDA Design and Make Architects, Photography: Robin Forster

## Our Standards

LLDC wants to create the best buildings possible – beautiful, functional and durable for now and the future.

We are committed to delivering exemplar homes and neighbourhoods which match the level of design ambition set at Games-time and engrained in the creation of Queen Elizabeth Olympic Park. We believe that good design is partly demonstrated by an understanding of how spaces should be used. As such we believe in exceeding minimum space standards to create high quality, flexible, well planned homes, which encourage residents to stay in the area and build their lives in and around the Park. As such all homes should:

- Meet the minimum areas (GIA) set out in the table below with any uplift from the Nationally Described Space standards going into habitable rooms and storage, creating opportunities for households to grow and helping to reducing local population churn.
- Meet the minimum areas for outdoor private amenity set out in the table below to provide adequate outdoor space for families to live comfortably at density.
- Achieve a minimum ceiling height of 2.7m to all ground floors of apartment buildings, and a minimum of 2.6m to all townhouses. Achieve a minimum ceiling height of 2.6m to all habitable rooms on upper floors, creating healthier homes with better light penetration and ventilation.

Number of floors	Dwelling Type (bedrooms/people)	Minimum GIA (m <sup>2</sup> )	Minimum Private Outdoor Amenity (m <sup>2</sup> )
<b>Homes over 1 floor</b>	1B1P	39	5
	1B2P	52.5	5
	2B3P	64	6
	2B4P	73.5	8
	3B4P	78	8
	3B5P	90.5	9
	3B6P	100	10
	4B6P	105	10
<b>Homes over 2 floors</b>	2B4P	87	8
	3B5P	101	9
	3B6P	108	10
	4B6P	112.5	10
<b>Homes over 3 floors</b>	3B5P	107	9
	3B6P	114.5	10
	4B6P	118	10

Table setting out LLDC's minimum home and external private space area requirements.

DESIGN  
PRINCIPLES  
AND  
PRECEDENTS





# 5. MASTERPLAN, PUBLIC REALM AND LANDSCAPE DESIGN PRINCIPLES

Our principles are set out around key issues which are fundamental to the design and delivery of successful masterplans, public realm, landscapes and buildings within our area, and are illustrated using innovative and inspiring local schemes. These projects have been picked to describe a particular principle and celebrate outstanding design within the east London and the Lower Lea Valley context.

The masterplan, public realm, landscape and detailed principles set out here form the basis of our specific design and development brief which accompanies all LLDC's feasibility studies, masterplans, and landscape and building projects, and are supported by a wider suite of background documents accompanying the procurement of development partners.

**Masterplans are always required for our sites.**

We want to develop detailed strategies for areas of major regeneration, which will then be delivered in the longer term. We use them as a framework to balance different urban conditions, prioritising opportunities and constraints, and building on existing qualities to create a considered, beautiful and usable new piece of city with a strong local identity.

We want an integrated approach, where the public realm, landscape design and masterplanning are rooted in this part of east London; to develop a mixed-use community that fosters a strong sense of identity. We expect the public realm design to consider the role of Queen Elizabeth Olympic Park as a complex, sculpted landscape and 21st Century pleasure garden alongside that of the Lea River Park which stitches together different communities and explores the layers of local industrial history and the wild planting of the Lea Valley.

The purpose of these principles is to ensure that the masterplanning approach to all our sites is successfully driven by its surroundings, and that existing characteristics are celebrated to create new neighbourhoods that are legible, safe, well used and embedded in their place.

**Right:** The layout of streets and buildings are arranged to frame views of dramatic landscapes and create exciting compositions between homes and public buildings. Keirin Road, Chobham Manor, PRP and Karakusevic Carson Architects. Photography: PRP



## Working with the context

We expect all our masterplans to take advantage of existing landscape features, existing buildings and urban grain.

The local historical built fabric and street patterns are often only visible today as fragments, so preserving or enhancing the identity of these places is of even greater importance. In some areas around the Park no historical urban forms remain, so here it's the canals and rivers which provide an exciting natural context and a basis for the development of local character. All new neighbourhoods should exploit their relationship to the unique local assets – which include the inspirational Park landscapes and sporting venues, waterways and canals, the Greenway and beautifully proportioned and richly textured former industrial buildings – to create new connections to the green and blue networks of Queen Elizabeth Olympic Park and the Lea River Park.

This part of the Lower Lea Valley has historically been poorly connected, dissected with infrastructure barriers that require ongoing consideration and creative solutions as part of new masterplan development. There is a complex local topography, which is complicated further by these different scales of infrastructure. Masterplans must work with existing levels and access, exploring how massing and detailed design can respond sensitively to the topographical character of the area.

Each of our neighbourhoods has a special relationship to local landmarks, which we want to celebrate. Key views into and from the site must be analysed, established and reinforced, and new buildings should be used to frame views of existing landmarks, such as the venues, the Greenway and canals or heritage buildings, to create memorable spaces and promote wayfinding.

We expect all teams to understand, analyse and respond to these conditions.



Infrastructure barriers, such as railway viaducts, can be thoughtfully integrated to create high quality streets.

**Above:** Great Eastern Buildings, Karakusevic Carson Architects, Photography: Mark Hadden

**Middle:** East Village, Plot 26, dRMM, Photography: LLDC

**Below:** Mint Street, Pitman Tozer Architects and Farrer Huxley Associates, Photography: Kilianosullivan.com

## Creating connections

Our new neighbourhoods must successfully integrate into their surroundings by reinforcing and extending existing routes and connections and strengthening emerging desire lines.

New streets and connections must help to create links across and into surrounding neighbourhoods; reinforcing the urban grain, strengthening existing networks and hierarchies and promoting intuitive wayfinding.

We expect clear street patterns and hierarchies reflected by well-proportioned street ratios. New streets should draw on the scale and character of successful local examples, looking at the different typologies, densities, scales and street ratios found in Hackney Wick, East Village, Chobham Manor, Leyton and Sugar House Island.

We want our streets to be considered and designed as robust, high quality social spaces, with a clear hierarchy which prioritises pedestrian and cycle movement over the vehicular.





New pedestrian routes can help connect parts of the city that have been previously severed, joining old and new areas together. These provide opportunities for innovative and inclusive solutions that still deliver a safe and legible network.

**Above:** Bow Riverside, Adams and Sutherland and Jonathan Cook Landscape Architects, Photography: Canal and Rivers Trust

**Middle:** Barrier Park East, Townshend Landscape Architects, Allies and Morrison and Maccreanor Lavington, Photography: Townshend Landscape Architects

**Below:** Clerdale Street, Karakusevic Carson Architects, Photography: Tim Crocker

**Far Left:** Barking Town Centre, muf architecture/art and Allford Hall Monaghan Morris, Photography: Jason Lowe

## Responsive massing, layout and character

Our masterplans should look to Hackney, Bow, Leyton and Stratford to create places with a contextual and distinctive character, referring distinguishing local features, such as urban forms, massing, scale, materiality or the character of buildings, streets and spaces.

Teams should ensure that masterplan layouts respond sensitively to the unique urban conditions of the site, employing a range of appropriate building and housing typologies. Blocks must be formed to respond to the geometry of the site, ensuring strong and well-resolved interfaces and edge conditions. Corners must be strong and simple in form to create well defined fronts and maintain a coherent urban form.

We expect microclimate studies to be used to inform the location the layout of the masterplan from the very start. Public and communal spaces should be comfortable to ensure that they are well-used throughout the day. Wind and sun analysis should be used to help establish their location and balanced with other factors such as their relationship to transport, local centres, key connections and existing assets.

The waterways are a unique aspect of the area's identity and provide a vital ecology and leisure network. The layouts of buildings which front these spaces should encourage public access to the water's edge, and connect into river transport opportunities, towpath networks and leisure routes.

Character should be created through the reinterpretation of locally appropriate residential, workspace and mixed-use typologies. A range of contextual architectural features should be used to create a rich townscape that enhances the sense of local identity. This might include strong roof lines, solid built corners, balconies, textural materials and colour.

**Right:** The scale and layout of buildings should reflect an understanding of place. A building's character should be developed through material, composition, and detail so that it sits comfortably with its context. Kings Crescent Estate Phases 1 & 2, Karakusevic Carson Architects, Henley Halebrown Architects and muf architecture/art, Photography: Mark Hadden







**Left:** Simple building forms with strong roofscapes can give the street rhythm, structure and hierarchy. 85 Monier Road, Hawkins\Brown, Photography: LLDC

**Below:** Scale and massing is arranged to create active new public spaces and maximise access to the water. Royal Albert Wharf, Maccreanor Lavington, Grontmij and Bell Fischer, Photography: Tim Crocker





Working with the geometry of the site and its constraints has influenced a contextually driven form and a responsive massing. Lock Keepers, Bromley-by-Bow, Gillender Street, Allies and Morrison, Photography: Nick Guttridge



Strong massing can be used to make bold and highly legible urban forms, with a subtle variation in articulation providing greater expression. Rivington Place, Adjaye Associates, Photography: Lyndon Douglas



A common approach to materials and details, combined with shifts in form, express both a unity across buildings and subtly different identities down the street. Dujardin Mews, Maccreanor Lavington, Karakusevic Carson Architects and East Architecture Landscape Urban Design, Photography: Tim Crocker

## Meaningful public and communal spaces

The public realm is valuable for London's social and cultural activity, providing a stage for informal and everyday activity as well as organised cultural and community activity, and should be thoughtfully designed and laid out.

We expect our masterplans to be laid out with an understanding of what is beyond their site boundary, and public and communal spaces should fully exploit the opportunity of connecting into the wider green and blue infrastructure of London and the Lea Valley. A legible hierarchy of spaces should be created, providing clear definition between the public, communal and private worlds.

We see streets and squares as celebration and event spaces, particularly when located within neighbourhood and local centres. The variety of the offer within the wider neighbourhood should be considered in the design of public spaces to inform their scale and location and to create a range of opportunities for different users. Civic and community building should front onto key public spaces close to primary routes within a local centre, inviting public interaction and anchoring themselves at the heart of a new neighbourhood.

We expect a clear distinction between public and communal spaces to create a sense of privacy away from the life of the street. Communal spaces must be designed to provide both physical and visual amenity for residents and workers. Their use simultaneous use by individuals and groups should be considered and inform their layout, so that they can be enjoyed to their fullest.



Materials are employed sparingly, with robust and sophisticated detailing to create hardwearing and flexible spaces for all to enjoy. Existing features and characteristics are exploited here to create new civic spaces which are embedded in their context. Barkingside Town Centre, DK-CM, Photography: DK-CM



Both programmed and unprogrammed spaces should allow for moments of informal and spontaneous use. Holcombe Market, Tottenham, Adams and Sutherland, Photography: Anthony Coleman



Small scale interventions can uncover new ways of using existing spaces and redefine how the community interact with them. Tottenham Public Room, Gort Scott, Photography: Angus Leadley Brown



Streets should be spaces for expression, accommodating both the exceptional and the everyday. Narrow Way Pedestrianisation, Studio Weave Architects, Photography: Studio Weave Architects



Innovative and playful approaches to landscape and planting can create places with vivid and distinct identities.

**Above Left:** Garden House, Hayhurst and Co. Architects, Photography: Kilianosullivan.com

**Above Right:** Public spaces should allow for different modes of inhabitation, creating a platform for both the grand civic event and also moments of intimacy in the city. Barking Town Centre, Allford Hall Monaghan Morris and muf architecture/art, Photography: muf architecture/art



At high density, there is great on pressure on courtyards and common spaces. They should be considered as a threshold between public and private worlds and designed as a place of retreat, and a place for exchange.

**Above:** St Andrews, Townshend Landscape Architects, Allies and Morrison, Maccreanor Lavington and Glenn Howells Architects, Photography: Townshend Landscape Architects

**Right:** Public spaces should be designed to prioritise pedestrians and cyclists, allow for a flexible range of uses, and provide enough space for public life. Leonard Circus, London Borough of Hackney, Photography: LLDC



## Strengthening streets and tow paths

We believe that streets are social spaces, and the first point of contact to a wider network of public spaces. We want well-designed, high-quality and healthy streets that reinforce a sense of place and promote access, inclusion and safety.

Streets should be well-defined by their built edges, with no 'leftover' spaces. Pavements and towpaths should be well-scaled, well-lit and well fronted, and cycle routes should be well-defined and integrated into the wider network. A thoughtful, sensitive and coordinated approach should be taken in the detailed design of streets and waterfront routes, and the layout of parking, cycle parking and street furniture, to help create a more walkable neighbourhood without physical or visual clutter.

We want to promote walking and cycling, and so parking provision must be integrated rather than dominate the street. Pavements and planting should break up the visual impact of parking bays by limiting their number into small groups and reinforcing the spatial enclosure of the street.

Materials must be high-quality, hard wearing and low maintenance and should provide an overall consistency in the quality of the external environment to create streets and towpaths with a strong local identity. Reference should be made to LLDC's Street Design Guide.



New additions to the streetscape should take architectural cues from the scale, proportion, materiality and details of existing buildings to create strong, integrated frontages. Redchurch Corner, 31/44 Architects, Photography: Lewis Kahn





Towpaths and waterfronts should exploit existing features, and ensure clearly defined and continuous frontages, to strengthen the sense of identity and continuity along these local routes.

**Above:** Leaway Phase 1 – Canning Town Riverside, 5th Studio, Jonathan Cook Landscape Architects and LB Newham Public Space and Landscape Design, Photography: 5th Studio

**Below:** Royal Albert Wharf, Maccreeanor Lavington, Grontmij and Bell Fischer, Photography: Tim Crocker





Planting should be used to reinforce a clear spatial hierarchy, helping to connect old and new, and creating a healthy and green street network. Ocean Estate, Levitt Bernstein, Photography: Tim Crocker



High streets and neighbourhood centres should reflect ideas about the collective and the individual, to enhance and activate streets. South Leyton High Street Regeneration, Jan Kattein Architects, Photography: Jan Kattein Architects



**Left:** Well-integrated car parking can activate streets, while careful material treatment and planting can reduce perceived road widths and help to mitigate the visual impact of cars. Villiers Gardens, Chobham Manor, PRP and muf architecture/art, Photography: PRP  
**Right:** Streets should be inclusive places of cultural exchange and expression of the wider community. Narrow Way Pedestrianisation, Studio Weave Architects, Photography: Studio Weave Architects



The Money Shop

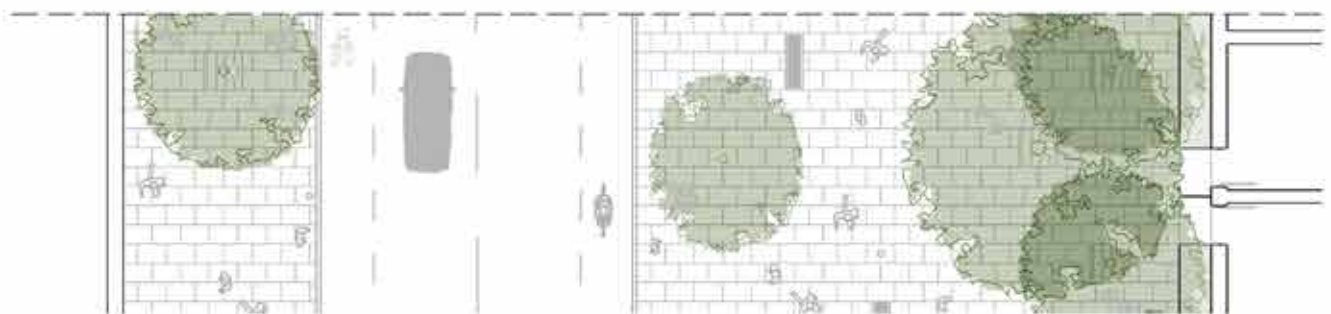
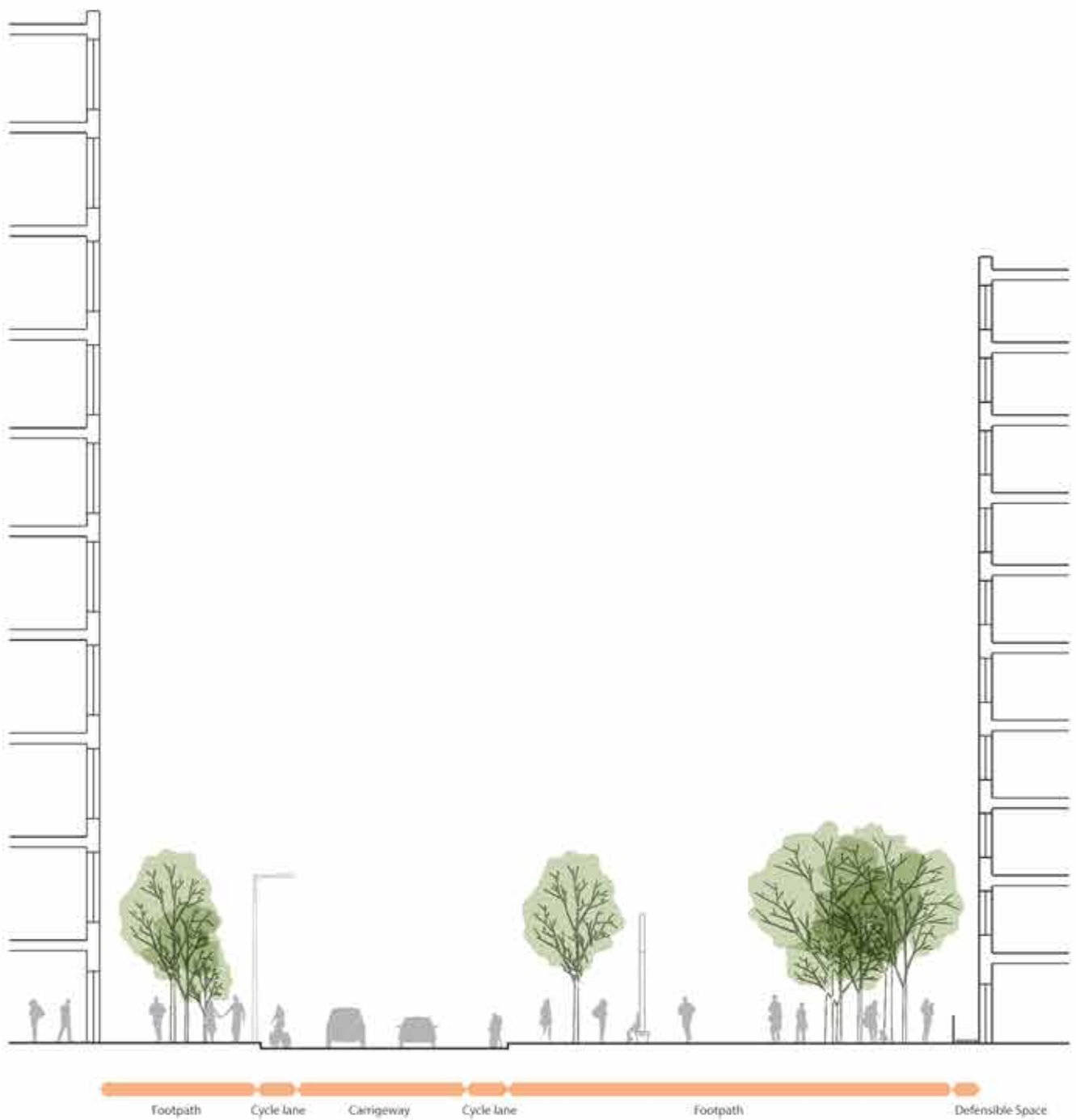
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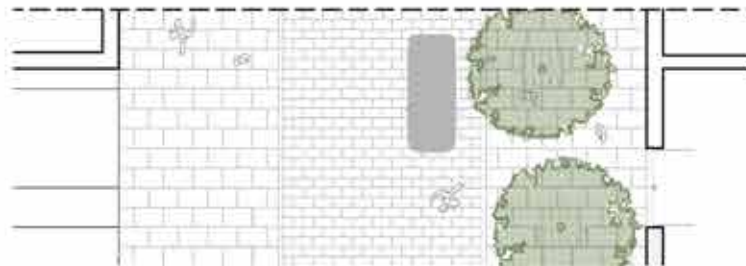
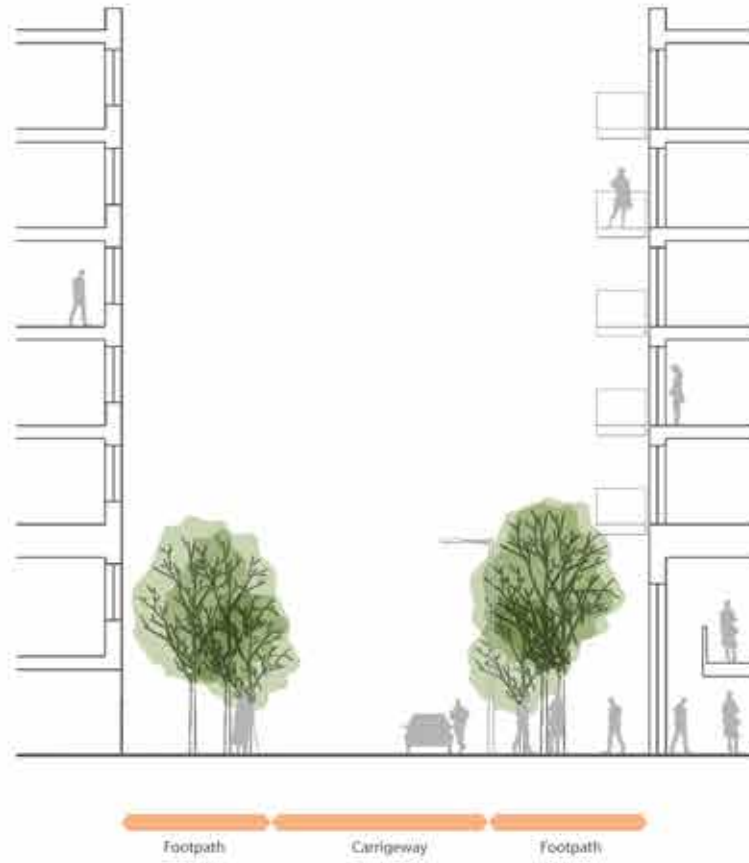
# PRIMARY STREETS





Primary streets, such as local high streets, should have an appropriate urban scale that creates strong and active frontages and supports a range of activities. They are characterised by retail and workspace uses and round the clock activity. Whitechapel High Street, Photography: LLDC

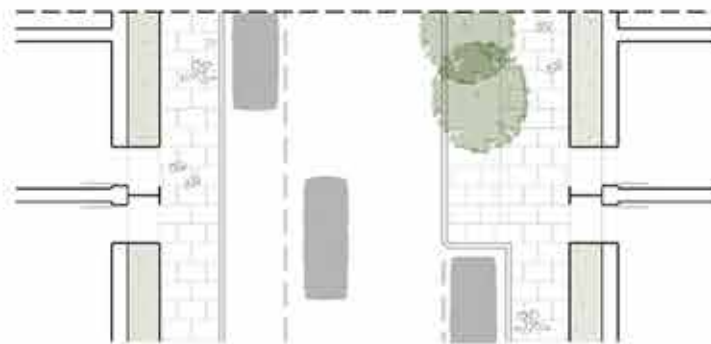
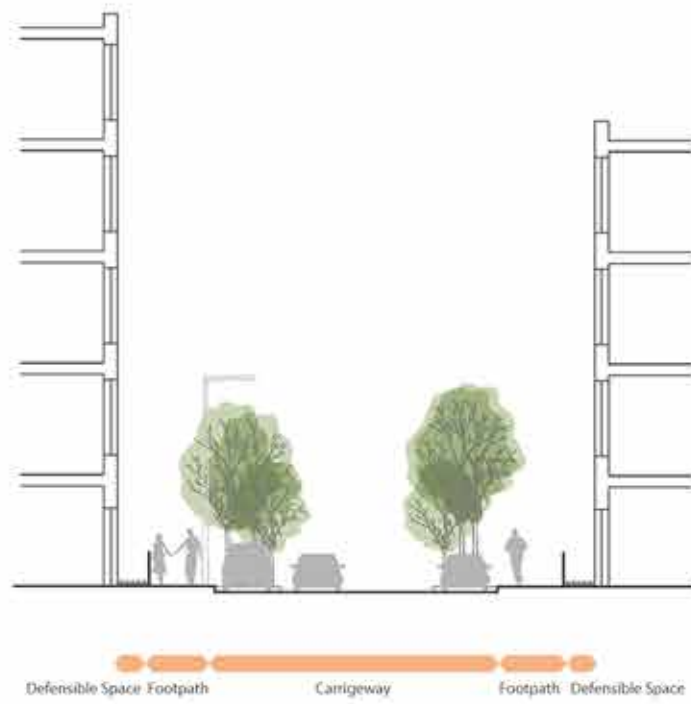
## SECONDARY STREETS





The scale of secondary streets should step down from that of primary streets, creating a more intimate and local character, while still allowing some degree of public activity. They are characterised by a mix of residential front doors and active frontages. Roman Road Market, Bow, Photography: LLDC

## TERTIARY STREETS







Tertiary streets should be of a tighter with a more domestic scale. They are characterised by front doors, and should encourage natural surveillance, self-expression and informal play.

**Above:** Anne Mews, Allford Hall Monaghan Morris, Maccreanor Lavington and Gillespies, Photography: Timothy Soar.

**Below:** Cyprus Street, Bethnal Green, Photography: LLDC

## Rich landscapes

We expect outstanding landscape design that responds to the differing, but equally powerful qualities of Queen Elizabeth Olympic Park and the Lea River Park. The design of buildings and landscape should be harmonious, well-integrated and support a common identity.

We want to create green links that connect to the broader context and wider green infrastructure network. Planting themes within the Lea Valley should be drawn out to develop a structured and layered landscape approach which inspires and delights. Species must be carefully selected to reflect this and encourage residents and visitors to engage with the environment throughout the year. Opportunities include changing colours and textures, and health and wellbeing, such as home growing. The landscape must be functional as well as beautiful; performing environmental functions including air and water filtration, urban cooling and flood and wind mitigation. Biodiversity should be encouraged at every opportunity and scale to form a 'mosaic' of habitat types based on planting and habitat features.

Landscape design should extend to include upper-storey spaces, roofs and areas of private and communal amenity, all of which contribute to the experience of external environment.

Reference should be made to LLDC's Park Design Guide.

Planting should be used to enrich the street, providing amenity, strengthening connections, and helping to define the local identity. Making Space In Dalston, J & L Gibbons and muf architecture/art, Photography: Sarah Blee / J & L Gibbons





Planting should be used at important thresholds to create hierarchy, and soften the transition between public and private spaces. Kings Crescent Estate Phases 1 & 2, muf architecture/art, Karakusevic Carson Architects and Henley Halebrown, Photography: LLDC



Place specific planting strategies should be developed enhancing and intensifying existing planting, creating rich, biodiverse and inspiring landscapes. Walthamstow Wetlands, Kinnear Landscape Architects, Photography: Jason Orton



The grouping of trees should reinforce routes through the neighbourhood maintaining visibility, safety and legibility. Ulysses Place, East Village, Vogt Landscape Architecture Ltd, Photography: Vogt Landscape Architecture Ltd

## Embedded play

LLDC has a tradition of supporting innovative play. We want playable spaces that are well-integrated into landscapes and public realm to create safe and stimulating environments for children, young people, and adults alike.

All play provision should be considered as an integral part of a holistic 'playable' public realm strategy, with incidental play that is suitable for a range of ages and users accommodated beyond dedicated play areas. Proposals must be bespoke to their environment and should not rely on 'off the shelf' play equipment. Youth play should be integrated within dedicated play spaces.

Public spaces and streets should be considered together to create a network of playable spaces, allowing children to easily access a range of play opportunities. Play spaces should be well overlooked and provide good seating provision for adults supervising children. Dedicated play areas must be safe, accessible and located away from traffic and parking within areas which have the most favourable micro-climatic conditions.

Planting must be an integral part of the play offer, adding colour, texture, smell and seasonality, encouraging children to engage with their environment. Opportunities should also be sought to integrate play and artistic commissions to heighten the play experience and create dynamic and inspiring places for both children and adults to enjoy.



Integrating informal play, arts and landscape design can lead to engaging interventions that promote imaginative use. Cross and Cave, Queen Elizabeth Olympic Park, Photography: LLDC



This thoughtful and contextual approach to play creates a space which is integrated, exciting and unexpected. Drapers Field, Kinnear Landscape Architects, Photography: Adrian Taylor



Temporary planting has been used to uncover the heritage of the site, embedding play in the landscape and creating an opportunity for all to experience and participate. Fantasticology, We Made That, The Klassnik Corporation and Riitta Ikonen, Photography: We Made That



The Park is a playable landscape – encouraging all ages to explore and engage with their environment. Integrating arts and culture into play strategies will ensure that interventions are locally relevant and of their place.  
**Far left:** Inter Alia, Grenville Davey, Queen Elizabeth Olympic Park, Photography: LLDC  
**Left:** Wild Kingdom Playspace, We Made That, Photography: We Made That



**Above:** Door step play should enhance the character of streets, and where possible fences and other boundary treatment should be avoided to ensure a well-integrated and accessible approach to play. Dujardin Mews, Karakusevic Carson Architects and Maccreanor Lavington, Photography: Tim Crocker

**Right:** Play can be incorporated within residential streets with small moments, engaging the senses and sparking imagination. Kings Crescent Estate, muf architecture/art, Karakusevic Carson Architects and Henley Halebrown Architects Photography: Lewis Ronald



## Coordinated street furniture and interventions

We want uncluttered streets and public spaces, with a coordinated range of simple and refined high quality street furniture which should include seating, litter bins, cycle storage, bollards, lighting and signage. Seating should be designed and grouped in a way that allows for a range of users.

Care must be given to integrate cycle parking. Short stay parking must be provided near building entrances and along primary routes to ensure it is easily accessible and well-overlooked, while all long stay cycle parking should be provided within the curtilage of a building, to help ensure an uncluttered street environment.

A clear lighting strategy is expected early in the design process. Lighting can be used to create an inspiring, festive atmosphere, helping to reinforce the identity of new public spaces. General street lighting must be thoughtful and refined, integrating with surrounding lighting strategies, and consideration must be given to sensitive environmental zones such as the Greenway, rivers or canals to avoid any impact of bio-diverse habitats. An overlay of festive lighting can help animate spaces and strengthen routes, but must form part of the wider Arts and Culture Strategy to ensure coherence.

LLDC has a tradition of promoting and commissioning public art. Commissions must be exceptional quality and contextually relevant, for example responsive to its setting and referencing local history, culture or nature. Where a commission is to be made, a design competition is strongly encouraged to find the best possible response to the site and brief.

**Right:** Street furniture should be considered in relation to the wider streetscape to ensure sophisticated and contextually responsive solutions. Hornchurch High Street, Studio Weave Architects, Photography: Jim Stephenson





SBC

HSBC

F  
Bus Stop  
553 981 993  
666 104 116  
270 279 646  
148 672

256

Stagecoach

LX13 CYZ

Havering District  
Girl's Brigade



Street furniture should be coordinated to ensure public spaces are uncluttered and ready for use. Making Space In Dalston, J & L Gibbons and muf architecture/art, Photography: Sarah Blee / J & L Gibbons



Lighting should be treated as part of the wider material palette. By day it should sit comfortably with the rest of the street furniture, by night it should introduce a layer of wonder and delight. Whitechapel Market, East Architecture Landscape Urban Design, Photography: Jakob Spriestersbach



**Right:** Decoration and pattern can be used subtly to create special moments in public spaces. Whitechapel Market, East Architecture Landscape Urban Design, Photography: Jakob Spriestersbach

**Left:** Simple interventions can have high impact and inspire a range of uses. Barking Town Centre, muf architecture/art with Atelier One, Tom Dixon and RCA students. Photography: Lewis Jones



## Making good places: Engagement and uses

We expect all our partners to use engagement meaningfully and to develop local insight and understanding to inform the design of neighbourhoods, spaces and buildings. All engagement activities must follow the principles outlined in LLDC's Code of Consultation and Statement of Community Engagement, and must be proportional, inclusive, genuine, consistent and transparent.

Planning the right balance and phasing of uses is also critical in making successful places and early and good engagement can help inform this. We expect that new services and community spaces should be delivered in the earlier phases of development to establish their use, and strengthen the identity of the new neighbourhood. New uses must be provided with an appropriate mix and scale, and clustered to compliment and expand existing uses; reinforcing local centres and key connections. Non-residential uses should be prioritised at street-level along primary routes, creating active frontages and promoting footfall and natural surveillance.

We believe that testing requirements with likely end users is paramount in building places that are fit for purpose. Our briefs demand that buildings and spaces should be designed so that they can adapt to changing demands. Their lifespan and potential uses must be carefully considered.

We want to deliver a programme of contextually and culturally relevant interim uses. We look to work with our partners to identify opportunities for interim uses early and select those that can complement surrounding existing uses. This allows for progression into the types of permanent uses planned on site. We believe that this creates opportunities for businesses to grow and establish themselves, contributing to strengthening the local economy and reinforcing a sense of place.



Good engagement is fundamental. Community input will help us create places that are fit for purpose, reflecting and strengthening local identity. LLDC engagement event, Photography: LLDC



Inventive interim uses are encouraged to help foster a new identity, seed new uses and trial different ways to deliver projects. Yardhouse, Sugarhouse Studios, Stratford, Assemble, Photography: Assemble



Existing heritage assets should be retained and their uses reimaged, to help new neighbourhoods build on an existing character and sense of identity. The White Building, David Kohn Architects, Photography: Will Pryce



Some spaces need to be adaptable, building in opportunity, while others need to be programme specific ensuring that they are fit for purpose. Both require a sensitivity to place and careful detailing. Studio Wayne McGregor, We not I, Image: We not I. Photography: Richard Davies

# 6. DETAILED DESIGN PRINCIPLES

We want to create choice in the way that people live within our neighbourhoods, and ensure the delivery of thoughtful, enduring buildings and spaces which are carefully composed and sensitively crafted, using contextually distinctive detailing.

## Carefully composed facades

We want well-designed facades that carefully balance the composition and detail of entrances, windows, balconies and roofs to form a coherent whole, reflecting and enhancing the character of a place.

We expect façades with a well-developed architectural language, that subtly adjusts to different contextual conditions to express a coherent whole. Active facades should clearly express the building use, with openings arranged to exploit the relationship with the unique local landscape, creating legibility, variety and architectural character. Individual facades within a terrace should be treated with care and considered as a composition along the entire length of the street, as a subtle expression of the individual within the collective.

Entrances, windows, balconies and terraces must be carefully composed and integral to the overall form and detail of the building to create high quality facades with strong massing and thoughtful detailing.

Facades should be refined and free from visual clutter, with services located on rear elevations to maintain a highly coordinated streetscape, and external signage and lighting integrated into the overall architectural composition of a building and coordinated throughout the neighbourhood.

We want carefully crafted and robustly detailed buildings which are easy to maintain and will age gracefully. Buildings should be constructed from a refined pallet of materials which weather well and express contextual references and local craft. We want subtle detailing to create richness and delight and to reinforce the local identity.

**Right:** A refined material palette and careful detailing reinterprets surrounding buildings, expressing weight and meaning. Darbshire Place, Niall McLaughlin Architects, Photography: LLDC





Windows can create external expression and internal form.

**Above left:** Lighthouse, 2 Whatcotts Yard, Silvia Ullmayer and Allan Sylvester, Photography: H  l  ne Binet

**Above right:** Lighthouse, 2 Whatcotts Yard, Silvia Ullmayer and Allan Sylvester, Photography: killianosullivan.com

**Below:** Charlotte Road, Stephen Taylor Architects, Photography: David Grandorge







**Above:** Public and private can be subtly expressed using materials, depth, and nuanced detailing, while still maintaining a clear order. Studio house, Bethnal Green, London, Sergison Bates architects, Photography: Ioana Marinescu

**Below:** A singular approach to materiality and form can give depth, weight and muscle to a façade. Colville Estate Phase 3, Karakusevic Carson Architects and David Chipperfield Architects, Photography: Ioana Marinescu





**Above and Below:** A contemporary approach to materiality and detail can be used to form new spaces and reinforce local character. Curtain Road, Morris + Company, Photography: Jack Hobhouse



Roof forms can create variety and delight, responding to context and giving public expression to internal spaces.

**Right:** Brentwood School, Cottrell and Vermeulen Architecture, Photography: Anthony Coleman

**Below Left:** Lock Keepers, Bromley-by-Bow, Gillender Street, Allies and Morrison, Photography: Nick Guttridge

**Below Right:** The Echoes, Grays, Essex, Bell Phillips Architects, Photography: Kilianosullivan.com





Simple forms with elegant proportions can create depth, order, rhythm and scale.

**Above Left:** The Lux, Maccreanor Lavington, Photography: H el ene Binet

**Above Right:** Hackney New School, Henley Halebrown, Photography: Nick Kane

**Below Left:** St. Mary of Eton, Matthew Lloyd Architects, Photography: Ben Luxmoore

**Below Right:** 17 Old Nichol Street, Maccreanor Lavington, Photography: H el ene Binet





A thoughtful approach to detail, craft and finish can create a subtle and context driven expression, enhancing the experience of the street and establishing a strong and sophisticated identity.

**Above Left:** Royal Albert Wharf, Maccreanor Lavington, Grontmij and Bell Fischer, Photography: Tim Crocker

**Above Right:** Kings Crescent, Henley Halebrown and Karakusevic Carson Architects and muf architecture/art, Photography: Nick Kane

**Below Left:** Bow Arts, Delvendahl Martin Architects, Photography: Agnese Sanvito

**Below Right:** Bayford Mews, pH+, Photography: Agnese Sanvito





Signage should be integrated into the overall composition and articulation of buildings and spaces. Distinctive colour and form here creates legibility and a sense of joy.

**Above:** Walthamstow Central Parade, Gort Scott, Photography: Dirk Lindner

**Below Left:** Holcombe Market, Tottenham, Adams and Sutherland, Photography: Anthony Coleman

**Below Right:** Making Space In Dalston, J & L Gibbons and muf architecture/art, Photography: Sarah Blee / J & L Gibbons





We expect the same rigour to be applied to the design of signage as to the façade to ensure elegant and robust buildings with a unique and civic character.

**Left:** Ironmonger Row Baths, Tim Ronalds Architects, Photography: Morley von Sternberg FRIBA

**Below:** 31-33 Redchurch Street, vPPR Architects, Photography: Ioana Marinescu





Signage can be integrated into boundary treatment, such as fences and gates, contributing to a coherent and singular identity.  
**Above Left:** Leyton Links, East Architecture Landscape Urban Design and Jonathan Cook Landscape Architects, Photography: East Architecture Landscape Urban Design  
**Above Right:** Great Eastern Buildings, Karakusevic Carson Architects, Photography: Mark Hadden  
**Below:** Walthamstow Wetlands, Kinnear Landscape Architects, Photography: Penny Dixie







Sign posts should be clear and legible from a distance, creating a sense of fun while reinforcing the overall identity.

**Above:** Leyton Links, East Architecture Landscape Urban Design and Jonathan Cook Landscape Architects, Photography: Jakob Spiestersbach

**Middle:** Wayfinding signage, Rainham to Purfleet Path, Peter Beard LANDROOM and Studio Firth, Photography: Peter Beard

**Left:** Blackhorse Lane Area, We Made That, Photography: Europa

## Arrival and welcome

The journey from the street to the home should create a series of spaces which promote a sense of ownership and identity and celebrate the transition from the communal to the individual. The front door is an important threshold, and whether accessed directly off the street or off communal spaces it should articulate the identity of the individual, employing a coordinated approach to furniture to signify 'home', and promoting a sense of ownership.

We want to create homes that are inclusive, expansive and responsive to resident's needs. Entrances must be generous, welcoming and legible, and contribute to the life of the neighbourhood. Entrances to homes must help create a strong residential identity, easily differentiated from other ground floor uses. There must be a clear and legible hierarchy of entrances from the communal to the individual front door, reflected in scale, articulation and detail.

Street-facing ground floor homes should be directly accessed from the street via their own front doors to create an active street and promote natural surveillance. Homes with their own front door must provide daylight into the entrance hall, improving the quality and flexibility of spaces within the home. Where homes are accessed via external decks or galleries, buffers should be created between public and private spaces, with suitable defensible spaces and thresholds which promote appropriation by residents.

Entrances are important thresholds which should be celebrated, from the overall composition down to the details. These are rare moments when you come into contact with a building, and the experience of this should be considered as an essential part of a journey. Amnesty International, Witherford Watson Mann and Gregori Chiarotti Architects, Photography: H el ene Binet





Carefully thinking about the design of front gardens and boundary treatments can create the opportunity for residents to make this space their own and add personality to the street.

**Left and Below:** Dujardin Mews, Maccreanor Lavington, Karakusevic Carson Architects and East Architecture Landscape Urban Design, Photography: Tim Crocker





The entrance to public and community buildings should be legible, expansive and welcoming, with a strong identity, which can be expressed through carefully crafted detail that inspires and delights.

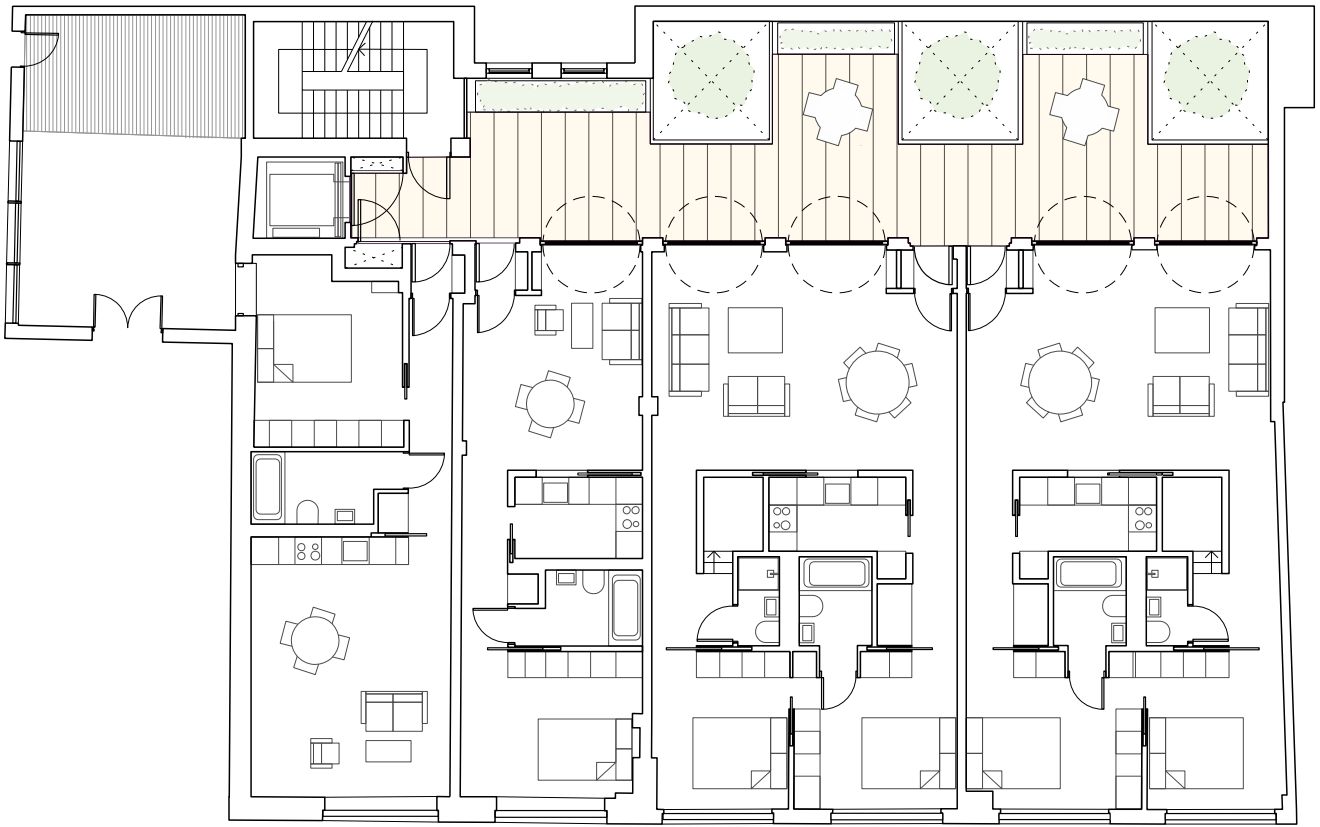
**Left and Below:** The Loom, Morris + Company, Photography: Jack Hobhouse





In tight urban streets transition spaces between the public street and private home are needed. If thoughtfully designed, these can carefully frame a relationship with the outside world and provide innovative solutions to difficult urban conditions.  
**Above:** Chance Street, Stephen Taylor Architects, Photography: Ioanna Marinescu  
**Below:** Church Walk, Mikhail Riches, Photography: Mark Hadden





Consideration must be given to the journey from street to home, particularly with deck or courtyard access. Private communal spaces are often overlooked but are integral to this journey. They should be generous, useable and give expression to a common identity.

**Above, below and Right:** 31-33 Redchurch Street, vPPR Architects, Photography: Ioana Marinescu





## Thoughtful layouts

We expect housing design which understands, responds to and anticipates local needs. We want to create a variety of typologies which provide choice in the way that people live and opportunities for households to grow, reducing local population churn and creating genuine lifetime neighbourhoods.

Our homes should have a generous welcome with views towards spacious living spaces and wider views beyond. The layout of homes should maximise views from habitable rooms and private external amenities to create great spaces with a strong connection to their context.

We want to provide efficient homes, which are well laid out, easy to heat and maximise the opportunity for dual aspect to create healthy, light and well-ventilated living spaces. The layout of homes should maximise flexibility and useable space. Circulation should be minimised or have natural light and be generous enough to accommodate other uses, such as a home office.

We recognise that storage is key, and generous and well-planned storage improves the way people use and live in their homes. Consideration must be given to storage size, location and access. Stores should be accessed from halls and circulation spaces and, in houses and maisonettes a store must be located near the front door for coats, buggies and shoes.



Homes should provide places for reflection and frame a relationship to the city beyond. A generous hall with light and views to the outside creates a moment for pause. Barretts Grove, Groupwork + Amin Taha and Webb Yate Engineers, Photography: Timothy Soar





Layering internal and external spaces creates richness. It creates opportunity for how we live in our home.

**Above Left:** Charlotte Road, Stephen Taylor Architects, Photography: Simon Lewis

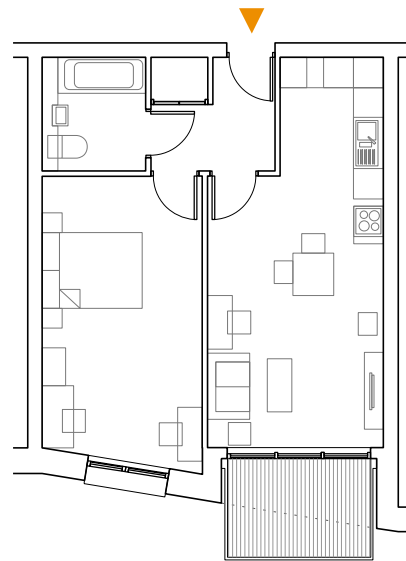
**Above Right:** Charlotte Road, Stephen Taylor Architects, Photography: David Grandorge

**Below Left:** Studio house, Bethnal Green, London, Sergison Bates architects, Photography: Ioana Marinescu

**Below Right:** Studio house, Bethnal Green, London, Sergison Bates architects, Photography: Stephen Bates

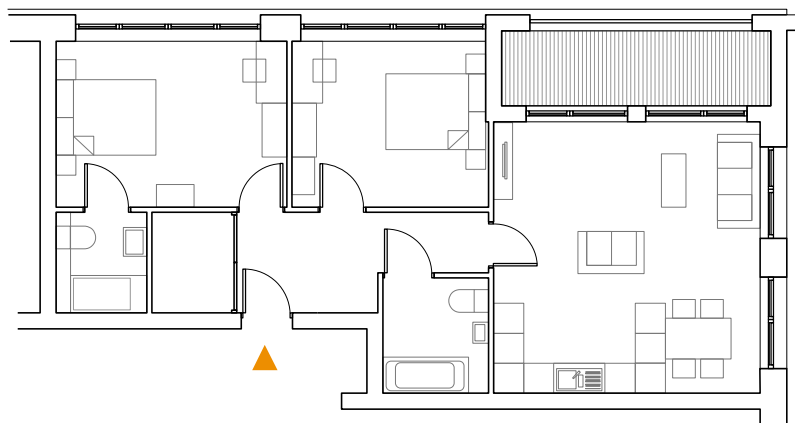


A 1 bed arrangement that minimises corridor but allows for a generous hall with direct views and daylight as you enter. Lock Keepers, Bromley-by-Bow, Gillender Street, Allies and Morrison, Photography: Nick Guttridge





A dual aspect 2 bed with good levels of storage and a large winter garden creates a sense of openness and generosity. Corridors are minimised and spacious hall with direct views and daylight as you enter. Royal Albert Wharf, Maccreeanor Lavington, Grontmij and Bell Fischer, Photography: Tim Crocker

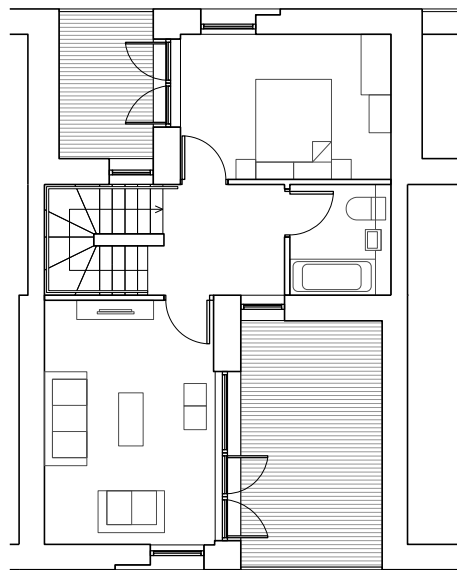
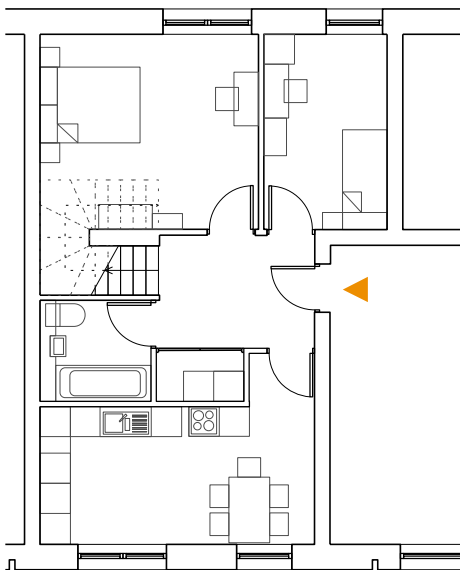




A generous roof-top dual-aspect family duplex, planned flexibly to accommodate the needs of everyday life. This 3-bed family home has minimised circulation, with a generous hall and easily accessible storage. Two terraces create choice in orientation and aspect and allow for a range of uses and occupation by different members of the family at the same time.

**Above:** Kings Crescent Estate Phases 1 & 2, Karakusevic Carson Architects, Henley Halebrown and muf architecture/art, Photography: Peter Landers

**Below:** Colville Estate, Karakusevic Carson Architects

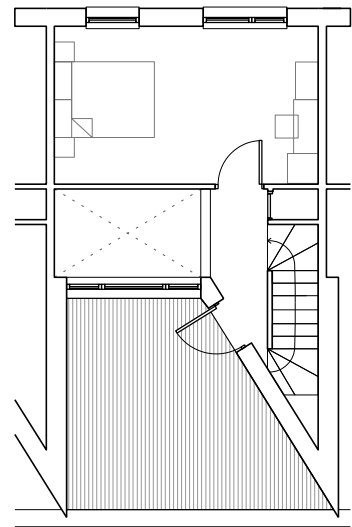
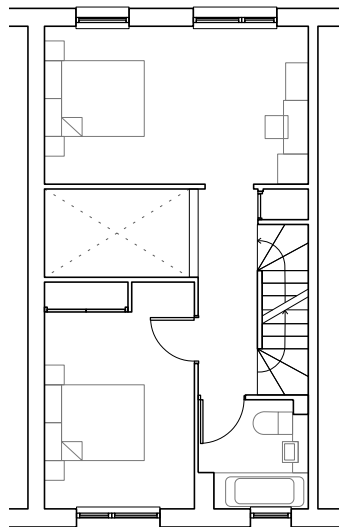
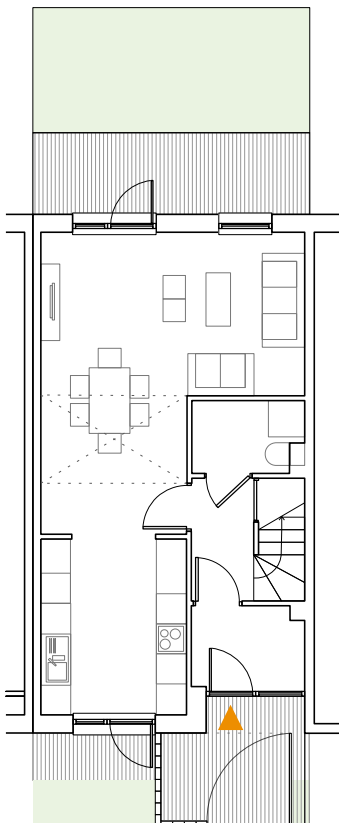




A 3-bed terraced house with traditional front and back gardens and an expansive roof terrace. A central void runs across all three floors creating a sense of drama, space and height. A galley kitchen opens directly on to a front patio creating a light-filled dual aspect living space.

**Left:** Pitchford Street, Newham, Bell Phillips Architects, Photography: Kilianosullivan.com

**Right:** Florence Road, Newham, Bell Phillips Architects, Photography: Kilianosullivan.com



## Useable outdoor spaces

We want to create homes which are designed with high density living in mind, providing well-proportioned and easy to use private outdoor amenity spaces. Gardens, balconies and terraces form an important threshold between private communal and public spaces and should be sized and located to allow for a range of uses.

Balconies should be directly accessible from the main living space, they should be well-proportioned and designed to create a suitable level of privacy to ensure that they can be meaningfully used. In particularly windy or noisy locations winter gardens might be used to provide sheltered amenity spaces and to the flexibility of the internal lay out, doubling as a secondary living space. Consideration must be given as to how they are used and maintained, and how they are viewed, either obliquely or from above to contribute to the overall streetscape.

We want to create family homes with generous outdoor space and expect that these are located at street, podium or roof levels, to create opportunity for larger planted gardens or terraces.

Where a private amenity is located off communal gardens, a visual connection must be retained between the two, using planting rather than high walls or fences, to create subtle and layered thresholds.



Private external terraces should be positioned to exploit views, catch the sun and allow easy access and use. Pitchford Street, Newham, Bell Phillips Architects, Photography: Kilianosullivan.com



Overlooking and appearance from above should be considered in the design of private external spaces. Spaces can be used to enhance visual amenity and help foster community. Barretts Grove, Groupwork + Amin Taha and Webb Yates Engineers, Photography: Timothy Soar



Innovative approaches to private outdoors spaces and opportunities for greenery can help unlock constrained spaces and create an inspiring and engaging landscape. Garden House, Hayhurst and Co. Architects, Photography: Kilianosullivan.com







How residents can move between inside and outside should be carefully considered. External spaces must be useable for the amount of people that live there and should be designed as another 'room' within the home.

**Above Left:** Dujardin Mews, Karakusevic Carson Architects and Maccreanor Lavington, Photography: Emanuelis Stasaitis

**Above Right:** Dujardin Mews, Karakusevic Carson Architects and Maccreanor Lavington, Photography: Emanuelis Stasaitis

**Below Left:** Barretts Grove, Groupwork + Amin Taha and Webb Yate Engineers, Photography: Timothy Soar

**Below Right:** Charlotte Road, Stephen Taylor Architects, Photography: David Grandorge



**Left:** A range of outdoor spaces should be provided for family living, from front gardens to balconies to roof terraces, each responding to a different level of use and privacy. Park View Mansions, Chobham Manor, Haworth Tompkins and muf architecture/art, Photography: Jack Hobhouse



The journey from the street to the home needs to be carefully considered. Shared spaces should be considered to allow a layered threshold and opportunity for different types of use, appropriation and expression.

**Left:** 31-33 Redchurch Street, vPPR Architects, Photography: Ioana Marinescu

**Below:** Copper Lane, Henley Halebrown, Photography: Ioana Marinescu

**Right:** Careful detail and thoughtful planting can help soften thresholds and mitigate issues of overlooking to deliver high quality private spaces. Church Walk, Mikhail Riches, Photography: Tim Crocker





# 7. A LIVING DOCUMENT

We are committed to reviewing the Design Quality Policy (DQP) every three years to ensure that lessons learnt through the planning and delivery of projects are reflected in guidance and standards. We are working with the GLA and the wider GLA family to embed Good Growth principles within exemplar design policy, process, governance and delivery.

Our policy will directly influence LLDC processes and working methods and therefore our focus for the next three years is to concentrate on the following areas:

- Ensure Design Quality Policy principles and responsibilities are reflected in all development briefs.
- Ensure Design Quality Policy principles are embedded within all relevant procurement documents related to design services and / or development partners.
- Ensure within each development project that compliance with Design Quality Policy is assessed at every RIBA Workstage.
- Develop methodology for Post Occupancy Evaluation (POE) for our first neighbourhood, Chobham Manor, and complete first POE.
- Review Quality Review Panel effectiveness and publish report on lessons learnt.

We want the Design Quality Policy to reflect our collective learning with partners, authorities and teams surrounding Queen Elizabeth Olympic Park. Therefore, we are keen to learn from others as well as disseminating our own lessons.

We look forward to working with you to deliver the next chapter of regeneration in this part of east London.







**LONDON** LEGACY  
DEVELOPMENT  
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