

Conserve, enhance and transform area map

The map below shows areas to be conserved enhanced, or transformed. These are shown in the context of the existing and designated future centres, high streets and identified strategic sites. SIL designation is highlighted as a useful connotation of what type of transformation or enhancement can be expected in these areas.

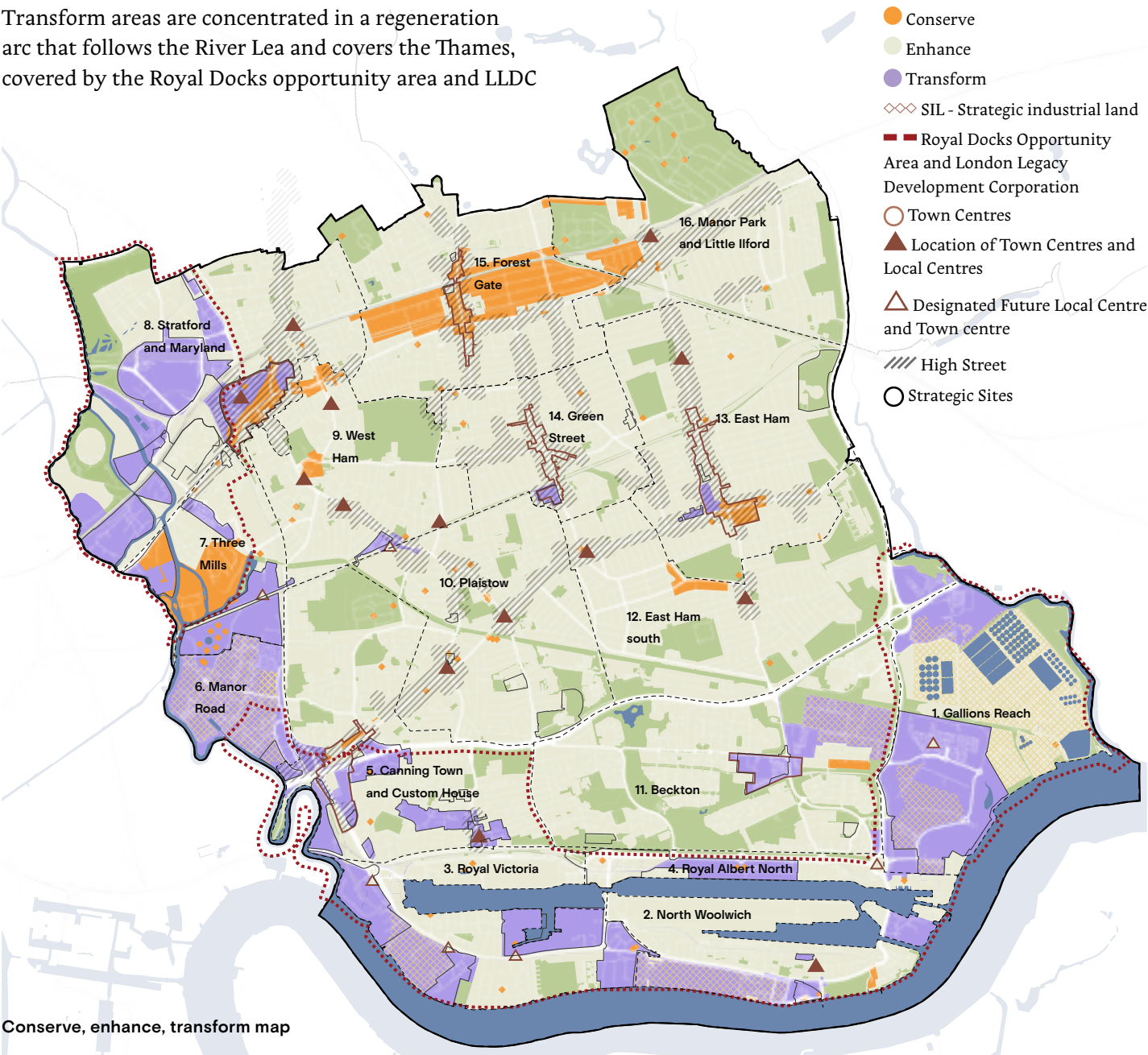
As illustrated in the map below, the majority of the borough is characterised as enhance area, reflecting a mixed level of quality, with a set of strengths and weaknesses specific to each character area. Areas classified as to be enhanced vary greatly in their character, as the previous analysis highlights. For those it is therefore essential to identify how incremental development can coherently address them and provide a coherent positive trajectory toward overall improvement of the character.

Transform areas are concentrated in a regeneration arc that follows the River Lea and covers the Thames, covered by the Royal Docks opportunity area and LLDC

opportunity area. Transform areas have the opportunity to establish a new character following a site specific vision.

Conserve areas are mostly limited to Conservation Areas, areas of special townscape value and the settings of listed buildings. Conserve and transform areas are in some case in close proximity and their interface will require an especially thoughtful approach, as elaborated in Chapter 9.

The majority of the strategic sites fall in transform areas, however if the sites are either very close to or within Conservation Areas, limited in extension, in a wider sensitive and high quality context or are recently completed they have been classified either as conserve or enhance.



Conserve, enhance, transform map

The following chapter introduces high level design guidance, beginning with achieving a moderate uplift in density in both conserve and enhance areas. This is followed by best practice and relevant borough-wide design principles for each of the three area classifications (see Chapter 9 for full guidance). The chapter is concluded with buildings heights guidance. Chapter 8 sets out a vision for each neighbourhood and a set of principles that detail how conserve, enhance and transform should be applied in each neighbourhood.

CONSERVE



Guidance:

- Any change should aim to maintain existing qualities, and new developments should blend into the existing context.
- Proposals should reflect existing character, heritage and typologies with a broadly consistent density to that which exists.
- Massing, scale, heights and building lines should reflect and complete the existing block structure.
- High-quality materials should be selected in order to complement the context. These could be drawn from the local vernacular or be more modern materials that complement the hues and qualities of the context.
- Carefully consider aligning to existing setbacks from the street.
- Conserving character will accommodate only a modest increase in FAR (floor area ratio).

ENHANCE



Guidance:

- Qualities of the area should be identified and strengthened in new development while overcoming existing shortcomings
- In larger areas with multiple identities, character should be considered on a local or even street-by-street basis.
- There is greater scope for more contemporary approaches to be used with innovative architecture and materials.
- However, the existing character must remain respected, and developments should enhance rather than erode character positively.
- New development should carefully consider prevailing heights; however, there can be scope for height transitions in appropriate settings.
- Consider opportunities to diversity the use mix along High Streets and in centres.

TRANSFORM



Guidance:

- Consider character shifts differently in individual streets when considering larger sites that may transcend markedly different contexts.
- Transformation of character must remain cognisant of the wider character area in Newham and use materiality and massing to reflect a recognisable character.
- In most cases, a transformation of character will accommodate substantially increased FAR density, with this level of development presenting specific design challenges.

Conserve and enhance: achieving a moderate uplift in density

Newham is undertaking a borough-wide approach to intensification which includes optimising capacity on sites through a design-led process. In transform areas, this design process will be strategic and informed by major regeneration processes e.g. site allocations and masterplanning. In conserve and enhance areas, opportunities for development are likely to be more modest, with windfall sites the most likely source.

The following pages provide broad guidance on how uplifts in density can be achieved in ways which are suitable for conserve and enhance areas, including examples from the borough and across London. Further guidance is provided in the borough wide design guidance (Chapter 9), small sites guidance and in the neighbourhood design principles (Chapter 7).

CONSERVE



Image credit: Maccreeanor Lavington

This residential villa replaces a poor quality 1960s building that was detrimental to the quality of the Oxford Gardens Conservation Area in North Kensington. The villa draws on the vernacular of the street, replicating the rhythm of the large bay windows, soft red brick with white glazed brick detailing, whilst a fourth storey is sensitively accommodated to reduce visual bulk through a set back and positively contrasting materiality. The building accommodates eight apartments and is laid out to optimise plot coverage, whilst maintaining a back garden and mature plan tree to the front, avoiding a sense of over-development.

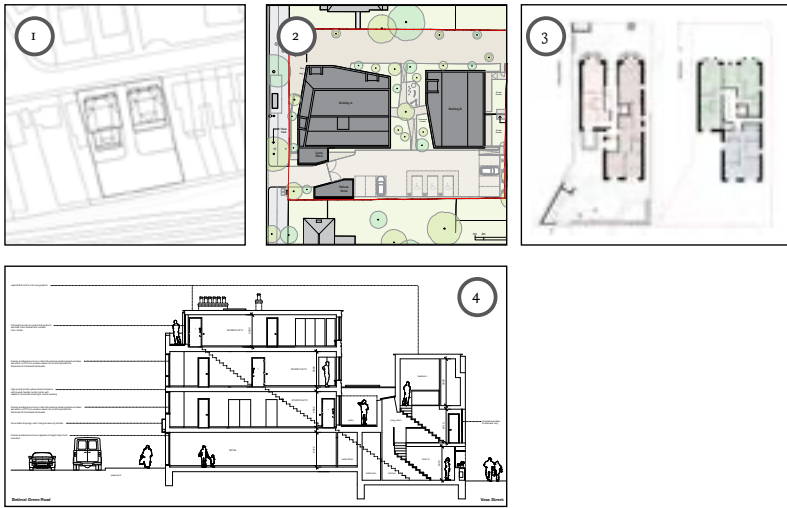
St. Helen's Gardens, North Kensington
Architect: Maccreeanor Lavington



Image credit: [Nick Dearden](#)

This scheme comprises a pair of two residential buildings that play on the the semi-detached suburban villa. The characteristic bay windows and gable roof of its neighbours are found here, while the layout and building footprint are much deeper and more efficient - making use of the generous plot. The rear projections of the massing are stepped down in height and inwards in footprint to avoid compromising the amenity and privacy of adjacent properties. A third storey is fully concealed within the pitched roof form, sensitively accommodating this capacity. One villa is home to two family sized dwellings, whilst the other accommodates six apartments via a shared entrance.

Keelson Yard, Whitstable
Architect: 3 1/4 Architects



Clockwise from top left:

1. The massing is stepped down and inwards towards the rear to preserve the privacy and amenity of neighbouring properties, whilst exploiting the depth of the plot. Image credit: 3 1/44 Architects.
2. The chamfered building line and gently graded eaves reduce the visual bulk of the massing, responding to surrounding heights. Image credit: Archio.
3. The layout and building footprint efficiently accommodates apartments stacked within the vernacular of a traditional villa. Image credit: Maccleanor Lavington.
4. The set back of the fourth floor preserves the established building datum along the high street, whilst the layout optimises the depth of the plot by creating a lower scale mews to the rear. Image credit: Gordon Shrigley Architecture.

ENHANCE



Image credit: [French + Tye Photography](#)

An under utilised site in the Becontree Estate has been redeveloped using a pair of villas that accommodates 19 new dwellings. The buildings reach four storeys with a unique massing strategy conceals upper floors entirely or partially within the roof form, dependent on the elevation. The gently sloping eaves change to match neighbouring building heights, whilst the materiality and emphasised dormers echo the original architecture found on the estate. The building footprints are significantly larger than adjacent properties, though the graded massing, chamfered building line and fenestration ultimately reduces the visual bulk of the building envelope.

Becontree Avenue
Architect: Archio



Image credit: Google Maps

This high street infill site replaced a single storey retail unit with a new compact form accommodating four apartments and a ground floor retail unit. The top storey is set back from the building line, successfully preserving the established three storey datum along the high street frontage. The depth of the plot is also optimised through creation of a connected mews dwelling that steps down in height and fronts the rear lane. The facade is articulated through materiality and fenestration so it is conceived as one townhouse dwelling, as per original buildings along the high street, and not as three singularly stacked apartments.

276 Bethnal Green Road, Bethnal Green
Architect: Gordon Shrigley Architecture

Conserve: best practice and relevant design principles

Consolidate and reinforce existing building types and street pattern/frontage.



A faithful interpretation of the terraced Georgian townhouse, closely following the existing proportions, materials and detailing of adjoining listed buildings on the terrace. This faithful approach is successful owing to its high quality external appearance, enhancing the setting of the Tredegar Square Conservation Area. 52 Tredegar Square, Mile End. Architects unknown. Photo credit: [Ivan Jones](#)



This end of terrace site is now occupied by a single dwelling that follows the massing, building line and roof form of the adjoining urban terrace building, whilst integrating playful use of materials and colours into the façade composition. Salmen House, Plaistow by Office S&M. Photo credit: [French+Tye](#)



The sensitive refurbishment and extension of a Victorian warehouse creates much needed workspace. The scheme responds to the massing, building line, roof form and fenestration of the original building. A choice of palette of high quality, crafted materials and detailing creates a sympathetic but contemporary and contextual building. 53 Great Suffolk Street, Southwark by Hawkins\Brown. Photo credit: [Tim Crocker](#)



This prominent corner site replaces a derelict pub, optimising capacity by successfully stepping up to 5 storeys at the apex. It successfully reinforces the traditional Georgian townhouses either side using traditional materials, proportions and detailing. The scheme achieves 11 new dwellings as well as a mixed use commercial ground floor. 294 Old Brompton Road by Fourfoursixsix Architects. Photo credit: [Peter Landers](#)

CONSERVE RELEVANT DESIGN GUIDANCE

Refer to Chapter 9 borough-wide design principles:



Enhance: best practice and relevant design principles

Enhance the character and deliver a moderate uplift in density through intensification of the built form.



This retrofit and extension scheme replaced a 1980s office building with a high quality commercial building, retaining 80% of its structural frame. A prominent corner site, the massing successfully steps up to 5 storeys at its apex, whilst stepping down and back to mediate with its neighbours. The red brick and green ceramic facade successfully integrates it into the Wimbledon Hill Road Conservation Area. Wellington House, Wimbledon Hill by MATT Architecture. Photo credit: [Will Pryce](#)



This double corner site replaces a low quality 1960s pub with a mixed use building. It utilises materials that integrate with surrounding buildings, whilst mediating between the different heights and typologies by stepping the building. The lighter shade of brick on upper levels successfully contrasts with the darker 'base' to reduce the visual bulk. 115-121 High Street, East Ham. Architect unknown. Photo credit: Google Maps



This mid-terrace infill site creates a contemporary reinterpretation of urban terraced housing, using materials, massing and roof form to complement the coherence of the streetscape. High volumes of glazing and angled bay windows create a modern feel whilst respecting the rhythm of repetition established by the terraced townhouses opposite. Warriner Gardens, Battersea by Child Graddon Lewis. Photo credit: [Alan Williams](#)



This employment-led scheme comprises 45 low cost workshops and studios, a public cafe and events space, plus manufacturing facilities for enterprise and training. It repurposes a series of garages on a narrow, linear site abutting major road infrastructure. The scheme successfully enhances character and amenity by introducing frontage, activity and playful material choices, whilst respecting prevailing height and mass. Poplar Works, Poplar by Adams & Sutherland Architects. Photo credit: [Radu Malasincu](#)

ENHANCE RELEVANT DESIGN GUIDANCE

Refer to Chapter 9 borough-wide design principles:

Enabling cohesion and celebrating diversity

- 9.1.1 Meanwhile uses
- 9.1.2 Diversity in the public realm
- 9.1.3 Foster ownership of the public realm
- 9.1.4 Accessible playspace
- 9.1.5 Flexible and adaptable living spaces

Imaginative forms of local street activation

- 9.2.1 Provide local uses that support 15-minute neighbourhoods
- 9.2.2 Active residential ground floors
- 9.2.3 Car parking in the public realm

Living well with high density

- 9.3.1 Streetscapes along busy corridors
- 9.3.2 Design and placement of tall buildings
- 9.3.3 Healthy, high quality homes
- 9.3.4 Private and shared amenity spaces

Managing industrial and residential

- 9.4.1 Intensification of employment uses and appropriate co-location
- 9.4.2 Environmental quality and nuisance
- 9.4.3 Positive ground floor conditions
- 9.4.4 Access and servicing for different uses

Modelling for air quality improvements

- 9.5.1 Use physical and green buffers to improve air quality locally
- 9.5.2 Co-locate to create buildings as buffers
- 9.5.3 Building orientation and massing of residential buildings
- 9.5.4 Optimise internal residential layouts to mitigate the impacts of poor air quality
- 9.5.5 Reduce vehicular movements

Safeguarding and enhancing Newham's built heritage

- 9.6.1 Safeguarding and enhancing heritage assets and their settings

Unlocking small sites in residential neighbourhoods

- 9.7.1 Enhancing character through adaptation and alteration of houses
- 9.7.2 Unlocking development on narrow and constrained small sites
- 9.7.3 Accommodating scale and massing in low rise residential neighbourhoods
- 9.7.4 Opportunities for mid-rise development in low rise settings to enhance local character

Transform: best practice and relevant design principles

Substantially increase developments by introducing new building types with scope to creating a new street pattern/ frontage.



This high density scheme transforms a largely derelict industrial estate into a mixed-use hub of 391 homes, SME and office space. It uses a series of contemporary buildings arranged in courtyard blocks to redefine the street pattern and street frontage. Scale is used to buffer the A13, gradually stepping down to the lower level context. Maisonettes at ground floor establish front doors and surveillance onto tree-lined streets. Beckton Parkside, Beckton by Stockwool. Photo credit: [Bellway](#)



Located on a brownfield site zoned for industrial use, the scheme provides a 10,000sqm of industrial space by vertically stacking units and providing vehicular access to upper floors; allowing tenants to service their businesses directly. Full-height, seven metre tall 'shopfront' units and a new public cafe and business hub are located at ground floor to activate the existing streets. Industria, Barking Riverside by Haworth Tompkins. Image credit: [Haworth Tompkins](#)



The former grounds of West Ham Football Club, the redevelopment of this site has introduced a new urban grain and street pattern, stitching into and repairing the surrounding urban fabric. High density courtyard blocks and terraced townhouses create a choice of dwellings that front the streets and public spaces. Upton Gardens, Upton by Goddard Manton Architects. Photo credit: Google Maps



A new high density residential neighbourhood replaces the former Heygate Estate, introducing a new connected street pattern defined by high quality public realm and mature planting. A mix of towers, mansion blocks and terraced townhouses successfully mediates scale across the site, illustrating how transformative sites can be contextual and respond to local vernacular. South Gardens, Elephant and Castle by Maccleanor Lavington. Photo credit: Will Wiesner

TRANSFORM RELEVANT DESIGN GUIDANCE

Refer to Chapter 9 borough-wide design principles:



Building heights outside of tall building zones

Density, rather than height, as a starting point

In Newham, tall building zones largely fall within transform areas where new development has the opportunity to define a new character; and tall buildings have a role in determining how this character is formed and expressed. In areas outside of tall building zones, i.e. enhance and conserve areas, it is inappropriate to define new character. The role of development – and the scale of that development – in these areas is to be informed by the sensitivity of the character (to conserve or enhance) and the prevailing height of the context. Therefore tall buildings i.e. development above 21m are inappropriate forms of development in these areas.

In all cases, though particularly conserve and enhance areas, intensification should seek the optimisation of sites through a design-led process, with appropriate density, rather than height, as the starting point. Proposals should always be context-led, with any increase in scale beyond the prevailing height the product of a thorough analytical and design process. The scale and massing of any proposal must always be underpinned by a compelling design case that illustrates how increased scale will contribute towards an enhanced character.

As an indicative tool, the following guidance can be used to steer proposals on windfall sites that may come forward in conserve and enhance areas:

- In conserve areas, the scale and massing of new development should follow the established character that should be conserved. The height is dictated by the context. In Newham, conserve areas are generally low-rise, characterised by a prevailing height of up to three storeys. In all cases, each area should be assessed individually.
- In enhance areas, the scale and massing of new development should follow the prevailing height of the context, particularly where a consistent building datum is established. The height is dictated by the context. In some cases a slight increase in height from low-rise to mid-rise development can be appropriate, particularly in specific site conditions where increased scale would contribute towards an enhance character – see Chapter 9.

In all cases the exact scale and massing of proposals should avoid impacting negatively on the privacy and amenity of neighbouring properties, taking account of daylight, sunlight, wind and overlooking. Strategies to reduce the visual impact of increased scale and massing within low-rise settings can be seen in Chapter 9.



Seven family homes arranged as a continuation of urban terraces along the street, replacing six flats in an apartment block. Barbauld Road, Stoke Newington by Stephen Taylor Architects. Photo credit: [David Grandorge](#).



A former bungalow site, this villa accommodates seven apartments whilst the three prominent gables feel distinctly suburban in character. Haddo Yard, Whitstable by Denizen Works. Photo credit: [David Barbour](#).



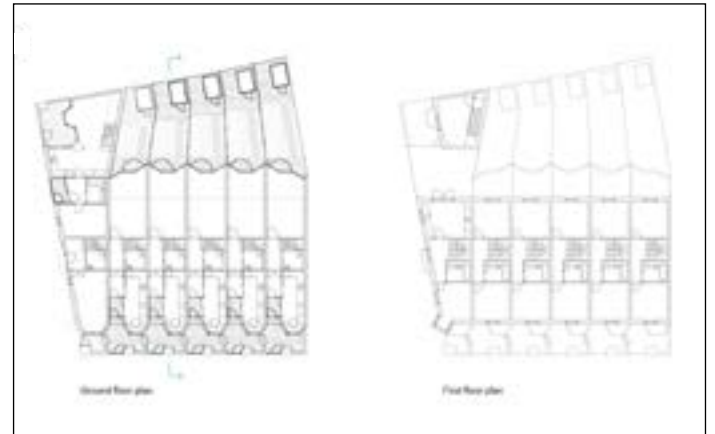
This re-development of a former Carpet Right site comprises a ground floor commercial unit, 39 residential apartments and a mews house. 260 Goldhawk Road, Hammersmith by Collado Collins Architects. Photo credit: Google Maps.

In most cases, optimising density starts with creating an efficient layout that responds to the unique qualities of the site, using massing creatively and sometimes combining multiple typologies to achieve this. The following examples illustrate how residential capacity has been optimised in different settings, with only a

slight increase in building height of one or two storeys needed. In each case the additional height is successful in sensitively integrating with the existing character of the street, either stepped back from the building line or concealed within the roof form.



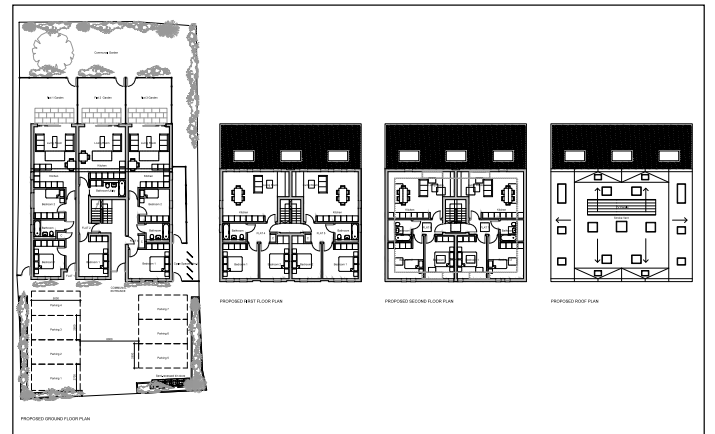
Stepped rear projections make efficient use of the site whilst the urban grain is in keeping with the traditional urban terrace, avoiding creating an overbearing mass. Image credit: Stephen Taylor Architects.



The houses are arranged on narrow plots with the staircase aligned perpendicularly, optimising the full width of the plot front and rear for habitable space. Image credit: Stephen Taylor Architects.



This scheme optimises capacity by efficiently laying out the building footprint, with the ground floor apartments long and thin stretching far back into the plot with rooflights over their single-storey living areas. Photo credit: [David Barbour](#).

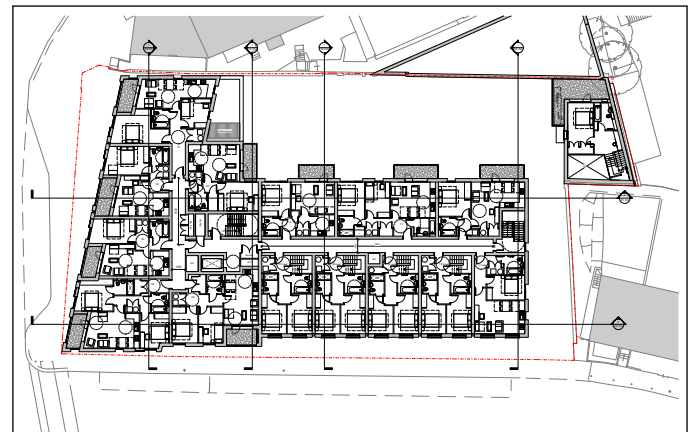


The upperfloor apartments are successfully concealed within the roof form, reducing the visual bulk and maintaining the pitched roof character of the suburban setting. Image credit: Denizen Works.



© Google street view

Articulated as three distinct volumes the stepped building line and materiality marries existing context with new, whilst the stepped massing successfully accommodates upper floors. Photo credit: Google Maps.



A compact arrangement of apartments, with a series of maisonettes expressed in an urban terrace allows a site layout that also accommodates a separate mews house. Image credit: Collado Collins Architects.

TALL BUILDINGS

Location according to local character

Tall buildings in Newham are defined as those over 21 m (roughly 7+ storeys), measured from the ground to the principal top of the building (usually a parapet). Over this threshold 'tall' can mean different things to different contexts. In the majority of Newham, with a prevailing height of up to three storeys and an extensive presence of terrace houses or semi-detached houses, 7+ storeys would be perceived as a tall building. These heights would have a particular impact in consolidated areas of terrace houses, where the street network and straight building lines are likely to emphasise tall elements making them more visible in the context. In areas where four storeys buildings are common and include apartment buildings, it is considered that buildings of 10+ storeys would be perceived as tall. New developments characterised by mid- and high-density urban blocks often have a shoulder height between six and ten storeys. In these areas, buildings of 16+ storeys would read as tall.

Prevailing Height of the area:

- 0-10 m (ca. 0-3 storeys)
- 10-21 m (ca. 4-6 storeys)
- 21-32 m (ca. 7-10 storeys)

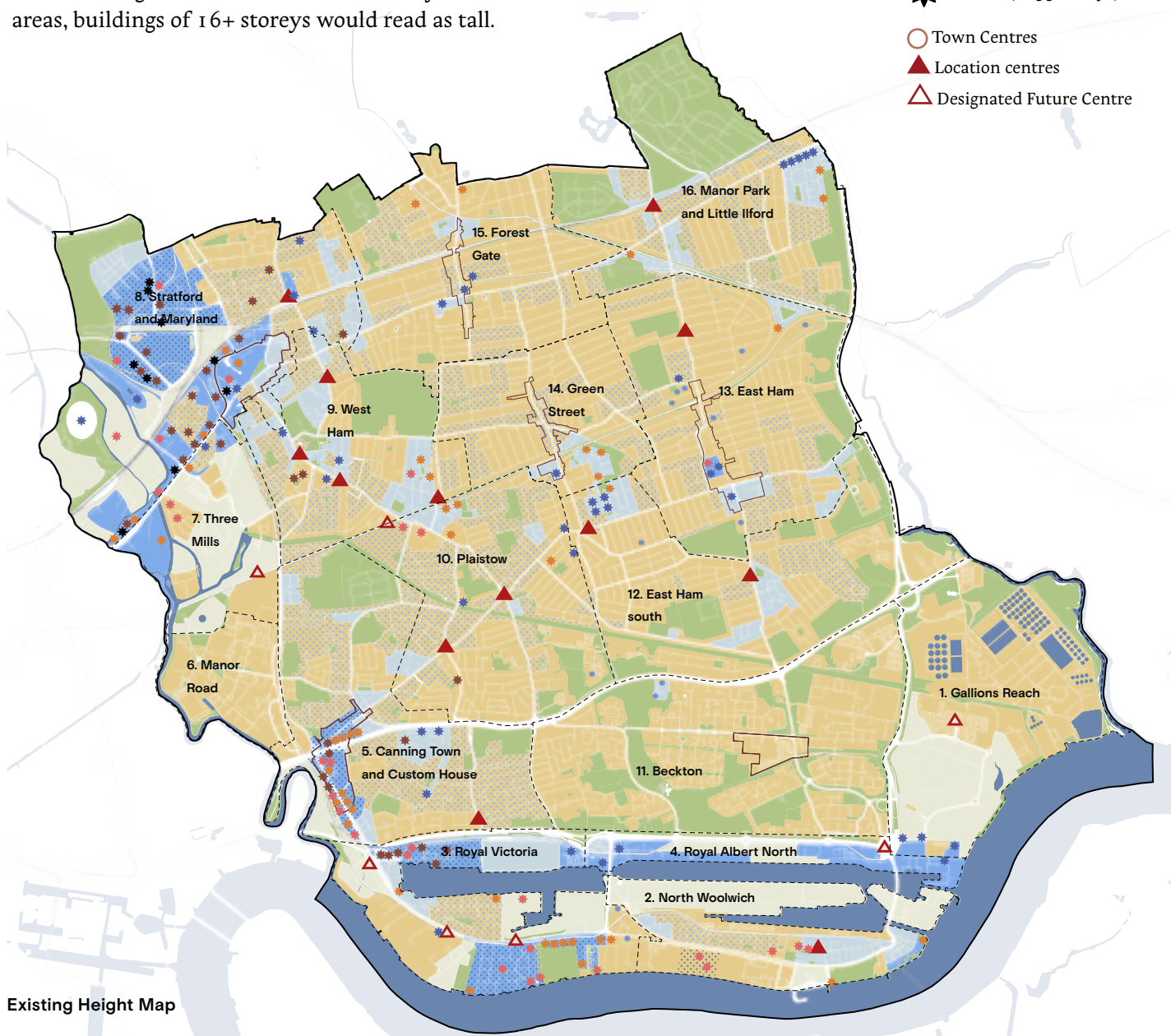
Height of taller elements integrated in the blocks:

- up to 32 m (ca. 10 storeys)
- up to 40 m (ca. 13 storeys)

Buildings substantially taller than the context:

- 21-32 m (ca. 7-10 storeys)
- 33-40 m (ca. 11-13 storeys)
- 41-50 m (ca. 14-16 storeys)
- 51-60 m (ca. 17-21 storeys)
- 61-100 m (ca. 21-33 storeys)
- 100 m + (ca. 33 storeys)

- Town Centres
- Location centres
- Designated Future Centre



Existing Height Map

Proposed tall building zones (TBZ)

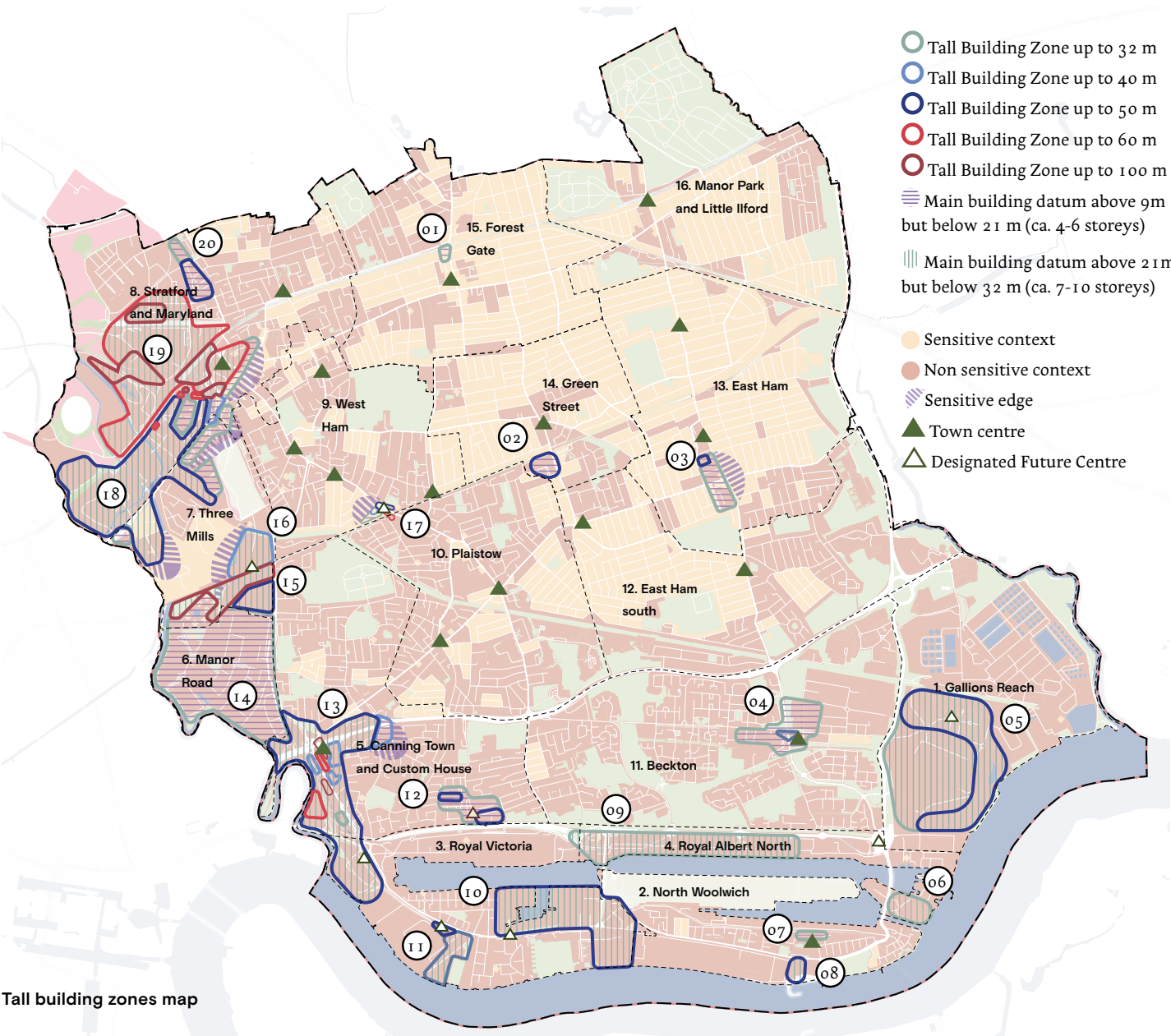
The map below sets out the approach to future appropriate building heights based on the local character, considering prevailing heights of the context, built form, sensitivity to change, and what opportunities for change in character there might be.

The map identifies tall buildings zones (TBZ) with an outline. These are the areas where heights of buildings could exceed 21m. These are explained in the key below.

Within these areas the location and suitability of isolated tall elements should be assessed on a case by case basis considering their impact on the context and ability to aid legibility of key areas and facilitate wayfinding. The height of the context alone can not be considered justification for new tall buildings.

Additionally the map identifies TBZ where the prevailing height of new developments could be between 9m and 21m (purple horizontal hatch) and areas where the main building datum can exceed 21m, but should be below 32m (green vertical hatch). The varying heights across TBZ allow for transitioning heights to surrounding context and sensitive areas.

The rationale for these distinctions is explained in the following page.



Tall building zones map

Defining tall building zones (TBZ)

Methodology

Tall buildings zones have been identified considering:

- Areas to be transformed that have the opportunity to establish a new character due to their low sensitivity to change, unsuccessful built form and opportunity for growth.
- Opportunities of large sites part of the Royal Docks OA or the London Legacy Development Corporation.
- Existing or planned town centres and local centres that have opportunities for densification.
- Areas that can formulate an adequate transition with sensitive context, for instance Conservation Areas, because of their scale and location within the context.
- Strategic sites locations with the ability to deliver significant uplift in density taking into consideration the existing character and context.
- Locations that are well connected to jobs, services, infrastructure and amenities by public transport, walking and cycling.

The scale and suggested height of each tall building zone reflects the findings of this characterisation study across the different parts of the borough and considers the importance of local centres.

Tall elements in key locations

17. Plaistow Station, 2. Green Street, 3. East Ham, 4. Beckton, and 12. Custom House Station Tall Buildings Zones

For tall building zones situated near or within existing or designated future Local or Town Centres that relate to an existing low rise context, it is suggested that a limited number of tall elements is located within the tall building zone. The tall elements are here used to mark the central location and aid wayfinding. Tall elements above 21 m here are limited in number and should come forward as singular elements part of mid-rise developments below 21 m. It is critical that the tall elements are integrated into the context providing adequate scale transitions to the surrounding buildings in these areas (see image 1, on the subsequent page).

These tall buildings zones are identified in the tall buildings map on p.156 by an outline with a colour representing the maximum height allowed within the zone. More detailed information for each area is included in Chapter 8.

Where tall building zones have been identified adjacent to areas classified as sensitive to change or highly sensitive to change, the impact of the architectural proposal should be carefully evaluated.

Tall elements within large masterplan areas

5. Gallions Reach, 10. North Woolwich Road, 11. Lyle Park West, 15. West Ham Station, 16. Abbey Mills, 19. Stratford Central, and 18. Stratford High Street Tall Building Zones

Large scale masterplan zones that have the opportunity to set their own character and have a high capacity to grow have been identified as tall buildings zones that can have a prevailing building datum beyond 21 m and up to 32 m, with some elements above 32 m. The extents, scale and limited pre-existing urban structure of these sites requires a more overarching approach to height at this stage. The appropriate number and location of tall buildings on these sites will depend on masterplan evolution (see image 2 on the subsequent page).

These tall buildings zones are identified in the tall buildings map by an outline with a colour representing the maximum height allowed within the zone. A hatch overlay indicates areas where the prevailing height of new developments could be between 9 m and 21 m (purple horizontal hatch) and areas where the main building datum can exceed 21 m, but should be below 32 m (green vertical hatch).

The height suggested for these elements reflects the scale and significance of areas like Stratford Central and Canning Town. These sites can negotiate adequate transitions to sensitive contexts along the edges highlighted on the map.

The aircraft safety zone sets maximum heights within tall building zones in proximity to London City Airport.

Tall elements within constrained masterplans

9. Royal Albert North, 13. Canning Town, 6. Albert Island, and 14. Manor Road Tall Buildings Zones

Sites that have a high capacity for growth and that can be transformed but that are affected by external edge conditions such as:

- the airport proximity (Albert Island, Royal Albert North); and

- the saturation of a tall building cluster in the same area (Canning Town and Stratford High Street);

have been identified as areas that can have a prevailing building datum above 21m and up to 32m (see image 3, opposite).

These tall buildings zones are identified in the tall buildings map on page 156 by an outline with a colour representing the maximum height allowed within the zone. The zones have a blue fill, indicating the maximum shoulder height of buildings up to 32m.

In areas such as Canning Town or along Stratford High Street, where tall buildings have already saturated the skyline, a limited number of buildings above 32m can be added within each tall building zone. The maximum height and approximate number of tall elements is detailed in Chapter 8 for each neighbourhood.



Image 1 - Maryland Station: Tall building integrated into a mid rise block, provides a scale transition with the low rise context while aiding wayfinding © Google maps



Image 2 - Royal Wharf: Main building datum between 21m and 32m with taller elements above 32m integrated in the scheme. © Google maps



Image 3 - Royal Albert Wharf: Main building datum between 21m and 32m (ca. 7-10 storeys) without taller elements. © Google maps

