



4 Design parameters

This section outlines the design parameters for the Heart of East Greenwich masterplan and describes the overarching standards that should be met within the developer's proposal. The section does not define the masterplan within a formal scheme but instead outlines the key parameters as a series of descriptive items.

- 4.1 Overall design principles
- 4.2 Land use and building types
- 4.3 Transport, street layout and parking
- 4.4 Landscape
- 4.5 Block principles
- 4.6 Building principles

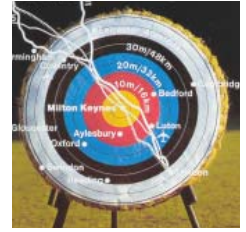


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4.1 OVERALL DESIGN PRINCIPLES



The masterplanning of the site should use the ‘tried and tested’ traditional urban elements of streets and squares in order to assimilate the development into the existing context. The development should build to the perimeter of the block in order to activate the edges of the site whilst incorporating buildings that are responsive to their immediate context i.e. the roads and building types adjacent. The principles that should form the basis of the design are set out below.

PRINCIPLES OF STREETS SQUARES AND COURTYARDS

The traditional street should be used to generate the basis of the layout, street widths and definition being developed to create meaningful urban spaces. A Public Square should form the focus of the community and provide a civic heart to the community. A secure Communal Courtyard should be incorporated within the layout for use by the residents.

THE PERIMETER OF THE BLOCK IS TO FORM AN ACTIVATED EDGE TO THE SITE.

The proposal should utilise the perimeter of the site with blocks built up close to the boundaries.

RESIDENTIAL DEVELOPMENT CENTRED AROUND STREETS AND SQUARES

Residential buildings are to be focused around a hierarchy of streets and squares that activate key routes and orientate circulation. Most of the buildings are to be located to overlook private or public open space and should as far as possible have active front doors opening onto public space.

LINKAGES

Strong links with the surrounding urban fabric need be achieved with highly visible and legible connections to the new Public Square from Woolwich Road and lower Vanbrugh Hill. Pedestrian permeability must be encouraged through the site, particularly into the new Public Square.

The developer should look to strengthen and improve pedestrian links between the site and public transport facilities.

QUALITY AND DESIGN RESOLUTION

Other than the guidelines outlined in this document it is not the intention to be prescriptive about the architectural “style” of the development or character areas within the overall masterplan. However it is envisaged that the proposals for the site will be assessed on their relationship with adjacent areas both within the scheme and in the surrounding environs in order to ensure that the optimum balance of contrast and commonality is achieved and a diverse and yet coherent urban design is developed.

VARIOUS RESIDENTIAL TYPES

Residential development should consist of a variety of different types and scales to suit the varied needs of the users.

Development should consist of a variety and arrangement of Apartments, Townhouses and combined live-work units. Under the Greenwich UDP, 35% of residential space by floor area will need to provide family accommodation.



All dwellings should have access to external amenity space, whether private gardens, communal courtyards, balconies or roof terraces.

MIXED-USE AND ACTIVE FRONTAGE

Mixed-use activity is to be primarily concentrated along Woolwich Road, Lower Vanbrugh Hill and around the Public Square.

HEIGHTS AND MASSING TO RESPOND TO SURROUNDING CONTEXT

The height and massing of the development are to respond to the surrounding urban form and nature of the adjacent streets. Developers should consider the incorporation of landmark and gateway buildings, particularly to the Woolwich Road frontage.

PUBLIC OPEN SPACE

The Public Square and Streets should provide a range of visually contrasting urban spaces with a variety of informal recreational uses. Traffic calming measures should be incorporated, preferably through the geometry of the streets, but must be balanced by the need to ensure that all outdoor space is positively designed, without ambiguity.

PRIVATE OPEN SPACE

Communal private open space must be secure and incorporate contrasting spaces for a variety of recreational uses including outdoor play and relaxation and should also be varied in habitat and attractive to a range of appropriate biodiversity. The main design features of the buildings should include the active and positive use of roof terraces and balconies.



FIGURE 4.1 streets, squares and active frontage



PARKING

The development should seek to accommodate vehicular parking, but not be dominated by it. The topography of the site allows for vehicle parking to be predominantly located in an undercroft with some limited parking at street level for access, visitors and disabled. Residential parking should be provided at a ratio of no greater than 0.5 spaces per dwelling, subject to agreement with the local planning authority.

INTEGRATED LANDSCAPE DESIGN

Biodiversity and ecological principles should strongly inform the landscape design and the proposal should include an integrated landscape strategy which produces a wide variety of appropriate habitats and which attracts a range of appropriate biodiversity. The soft landscape should also be seen as an important part of the overall site infrastructure delivering multiple benefits in terms of air cooling and filtering, runoff attenuation, shade and aesthetic delight.

ENVIRONMENTAL PASSIVE DESIGN STANDARDS

The following passive building features shall be used to develop the buildings in order to assist in meeting the standards required and to reduce the carbon impact of the buildings.

Solar Harvesting

A significant attribute of the site is the opportunity to create buildings with excellent solar harvesting potential. Orientation, aspect and zoning of the residential units shall be used to encourage the use of wintertime solar harvesting and provide pleasant views out over the square and courtyard. Passive shading features should be developed to avoid excessive heat gain in the summer such as brize-soleil, shutters, window recesses etc. Daytime use spaces shall be arranged with southerly windows, and winter gardens where possible in order reduce their energy utilisation and to provide variety of amenity for the residents.

Location, Orientation and Size of Windows and Roof Lights

These shall be developed to minimise CO₂ impact whilst providing good daylight. This will require an analysis, during the design stage, of the size of windows and their ability to harvest useful solar gain balanced against the need for good daylight. This would normally produce large windows on southerly aspects, and smaller windows on other orientations tending towards north. The facades could usefully be developed to maximise these features, possibly with "pop-out" window boxes and similar mechanisms to articulate the facades where the facades themselves are not optimally orientated.



FIGURE 4.2 Designs which have good orientation and a strong connection with their surrounding



4.2 LAND USE AND BUILDING TYPES



A mix of land uses and building types is required to establish a rich urban form. The Heart of East Greenwich scheme will include civic facilities, residential and commercial floorspace. Commercial and residential uses should be integral to the blocks they are contained within. Stand-alone commercial or retail developments are not considered to be appropriate.

EAST GREENWICH CENTRE, CIVIC FACILITIES

Greenwich Council seeks to commission a significant new civic facility as an integral part of the Heart of East Greenwich development within which integrated public leisure, library and council services will be provided. In addition, Greenwich Council together with the Greenwich Primary Care Trust is seeking to develop a new Health Centre in replacement for the existing Vanbrugh Hill medical centre, and as an integral part of the new East Greenwich Centre.

The new East Greenwich facility will replace existing local facilities and will become a focal point for the local community. It will therefore play a major role in the day-to-day life of the neighbourhood and the design of the building should reflect this. These new civic facilities must be designed to be fully integrated into the redevelopment of the site, both horizontally and vertically.

A full brief for the provision of the East Greenwich Centre is provided as an Appendix to this brief.

APARTMENTS

Apartment blocks shall include a range of 1, 2 and 3 bedroom units. The apartments should all provide generous balconies and/or space for roof gardens. All ground floor apartments should have private gardens/patios.

TOWNHOUSES

All townhouses should have private gardens and also should be designed to maximise areas for roof gardens and terraces. The building design should be able to suit a number of residential demands, for example, conversion to stacked maisonettes. Townhouse terraces must include 3 - 4 bedroom homes ideal for families.



FIGURE 4.3 Active frontage at Lincoln University



AFFORDABLE HOUSING

A minimum of 35% of the homes within the Heart of East Greenwich development will be designated as affordable housing of which 70% are likely to be designated as affordable social rented and 30% shared equity. Affordable housing will be fully integrated throughout the development area and be indiscernible in design and quality from sale housing.

In addition, the developer should seek to discuss the opportunity of increasing the affordable housing element through English Partnerships' First Time Buyers Initiative or Key Worker accommodation through the London-Wide Initiative.

Greenwich Council is likely to require that affordable social rented accommodation is built to Parker Morris standards.

FAMILY HOUSING

35% of the floor area of the residential development should meet family housing as defined by Greenwich Council requirements.

LIVE/WORK ACCOMMODATION

The development should also attempt to incorporate a number of live/work units and all residential dwellings should provide opportunities for the householder to work from home.

COMMERCIAL

Retail opportunities are to be available for small shops, specialist providers, a food store, business services, and live/work units (with residential development on upper floors). Commercial activity should be focused on activating street frontage whilst not having a detrimental effect on the residents. Bars and restaurants are also appropriate at key locations within the development.



FIGURE 4.4 Cafe facilities at Dulwich Picture Gallery



FIGURE 4.5 Townhouse type accommodation

4.3 TRANSPORT, STREET LAYOUT AND PARKING



The following standards are defined to: achieve the street hierarchy; outline the priority of pedestrian routes; indicate the design of streets and integration of parking; and set out the design approach to the specification of street materials and furniture. These standards will need to be finalised in consultation with Greenwich Council and the Highways Authorities.

CONNECTIONS TO THE SURROUNDING CONTEXT

Pedestrian movement into the Public Square from the surrounding areas should be accessible to all. Where ramps are required slopes at a maximum fall of 1:20 are recommended.

PRIMARY ROUTES

Vanbrugh Hill is to be the primary vehicular access road onto the site with secondary circulation points to Woolwich Road.

UNDER-CROFT CAR PARKING

The majority of off-street car parking should be situated below street level with entrance/exit ramps designed to maximise active street frontage and minimise blank facades. Vehicle access to the under-croft is to be from Vanbrugh Hill whilst egress can be via Woolwich Road in a location to be agreed.

SEPARATION OF CAR PARKING TO THE UNDER-CROFT

There shall be separation between resident parking and public facility parking within the under-croft parking area.

ROAD GEOMETRY FOR RESIDENTIAL STREETS

Roadway	Two way	5.5m
	One way	3.6m
Footway	Generally	2m (exc. 300mm kerb)
	At active frontage	3-5m minimum
Parking Bays	Parallel	2 x 6m (45 degree end splays)
	End-On	2.4 x 4.8m with 0.5m strip



SERVICE VEHICLES

Vehicular access and parking for servicing should be considered in the design of the overall development. Developers/tenants should work with English Partnerships and Greenwich Council to bring forward a complementary solution. Servicing to the civic and retail facilities along Woolwich Road/Vanbrugh Hill should, as far as possible, be accommodated to the rear in the under-croft. Accordingly the design of the under-croft will need to accommodate access for the applicable service vehicles.

PUBLIC TRANSPORT

Public transport provisions around the Heart of East Greenwich development site will need to be reviewed in discussion with Greenwich Council and the appropriate operators. In particular, developers should endeavour to improve pedestrian/cyclist links to Maze Hill and Westcombe Park mainline railway stations and bus routes to and from the site. Improved bus and cycle routes to North Greenwich Underground station are considered essential.

ALTERNATIVE TO THE PRIVATE CAR

The developer will be expected to provide a robust strategy to discourage the use and ownership of private cars which should include the establishment of a car club, promotion of car-sharing initiatives, improved access to public transport and centralised delivery points. Consideration should also be given to the provision of electric vehicle charge points preferable through renewable energy generation in conjunction with the site-wide strategy.



FIGURE 4.6 La Ramblas, Barcelona



FIGURE 4.7 Church Row, Hampstead

4.4 LANDSCAPE



The landscape design proposal should contain a hierarchy of diverse, high quality open spaces to serve the new and existing resident population and an appropriate assemblage of native biodiversity. The spaces within the development will be required to visually and physically link with one another, and will also function as an integrated part of the existing landscape framework of the East Greenwich area. Coherent surfaces should provide a series of spaces for varied needs including squares and courtyards. The principle of a multi-functional 'green skin' for the proposal responds to the limited level of green open space available in the immediate area. It includes forms of vegetation and other habitat on walls, roofs, courtyards and in streets, as well as retained and new open space and should extend, at least in principle, off site.

LANDSCAPE STRATEGY

An overall landscape design strategy must be provided that achieves a carefully constructed, layered and vibrant vegetation cover throughout, that is successfully multi-functional and which provides measurable benefits that include: a strong overall green aesthetic, water filtering and attenuation, urban heat island attenuation and facilitation of passive cooling systems, air cleansing, provision for target biodiversity and food production.

PUBLIC SQUARE

The Public Square should not necessarily be considered as one space but should be considered as an area able to offer a range of spaces of different sizes and qualities to encourage a variety of uses. A range of intimate spaces and more extensive spaces for social gatherings should be considered within the design of this important area of the development. Schemes should aim to provide in the order of 50% shade by deciduous tree canopy for users of the square.

DEFINED STREET PLANTING

The landscape design must include a well-planted interior streetscape with abundant trees that achieve true multifunctionality in terms especially of a green visual aesthetic, shade, dust filtering, sustainable urban drainage, wind attenuation, biodiversity and ideally provision of 'food for free'.

COMMUNAL COURTYARD LANDSCAPE REQUIREMENTS

Communal courtyards should meet multiple environmental and social functions, themed generally on native woodland and wetland appropriate to the area and with high native biodiversity value. There should be 50% tree canopy cover in courtyards, but with consideration also given to a biodiverse ground flora in places and varied management and mowing regime (longer grass areas), to be redolent to some extent of local native wood-pasture. Create clear paths and seating areas within 'wilder' areas to permit the user of the courtyard to be 'within nature yet out of it'.

Include species of shrub and tree to provide 'food for free' for residents and year-round food for birds and bats.



LANDSCAPE PROVISIONS FOR ALL RESIDENTS

Good soil (suitable for the safe growing of food) and pre-established landscape features including refugia for flora and fauna are to be provided in all private gardens to encourage further development of good garden habitats and growing of food.

SOFT LANDSCAPE TO BOUNDARIES

Appropriate external boundary treatments are to be included that reflect and extend the functions of the internal landscape, within a reasonable timescale, and maintain and improve on the environmental services provided by any existing landscape, whether by enhancement or substitution.

INTEGRATION OF SOFT LANDSCAPE INTO THE BUILDING FORM

A seamless integration of landscape into building design is to be developed from the outset. This will include extensive incorporation of vegetation on built form and careful consideration of the interaction between buildings and soft estate. The explicit aims should include that of creating an overall very strong green aesthetic suitable for significant amelioration of urban heat island/exterior temperature as part of facilitating passive cooling strategies.

GREEN ROOFS

Vegetated or semi-vegetated roofs are to include a high proportion of low-nutrient 'eco-roofs' with high biodiversity value.

The brief requires that the developer install at least 55% of extensive low-nutrient 'eco-roof' with the specific goal of supporting the target habitats/species/groups listed in the Landscape section. The location and design of the green roofs should be fully integrated with the rainwater harvesting strategy. On other low-load bearing surfaces the installation of moss roofs, with appropriate protection to drainage systems, is to be considered.

Proposals must look to incorporate green roofs into a system of sustainable urban drainage, and consider the costs of such features in terms of offsetting otherwise higher drainage infrastructure costs. Advice on the specification for such roofs should be obtained from ecological specialists in this field, working in conjunction with the architects and those green roof manufactures that also act as installation contractors. Care is to be taken in design to promote water retention, reasonable vegetation cover (>40% within two years), topographic variety and wind shelter.

Proposals should consider the potential synergies between a biodiverse eco-roof and photovoltaic installations. Green roofs have been found to increase efficiency of photovoltaics, by up to circa 15%.



WATER FEATURES INCLUDING A POND SHOULD BE INCORPORATED TO PROVIDE A GOOD WILDLIFE HABITAT AND PUBLIC AMENITY

Water features should be provided in the main public and communal spaces for the multiple benefits they bring. These should include flowing water systems and ecological management systems that rely on natural or biological rather than chemical mechanisms to maintain very high water quality. Some of the water features should have high value for appropriate biodiversity. Water features must be considered as part of the overall proposals for sustainable drainage. All water features should be designed with safety in mind, with gently sloping edges, step out points, discrete child netting for deeper areas if necessary and appropriate safety equipment, whilst not discouraging exploration of water and play.

FOOD MARKET

The design must consider the incorporation of a dedicated space for a regular food market for local produce preferably in conjunction with existing East Greenwich initiatives.

PLAY PROVISION

The scheme must incorporate play areas in keeping with standard planning requirements, but with a creative approach to design that emphasises natural play and discovery. Additional consideration should be given linking the external public space with the civic leisure and health facilities, possibly through the provision of outdoor exercise areas and equipment as an integral part of the overall landscape treatment.

PROVISION OF HABITATS FOR DESIGNATED SPECIES

The scheme should achieve tailored and secure habitat provision for key National and London BAP Priority species appropriate to the area and include extensive deadwood habitat refuges into the design.

The scheme should also make provision for significant permanent habitat for selected BAP species within the building design itself. This should be achieved through the incorporation of proprietary bat refuges and nesting cups and boxes, designed and positioned to complement rather than detract from the overall architectural composition. Expert ecological guidance should be used in concert with architectural expertise to achieve this.

PLANT SPECIES

The scheme should ensure careful selection of the planting and seeding palette (with a focus but not exclusive emphasis on native species) to ensure a high degree of provision for biodiversity year-round, and attractive and interesting landscape features throughout the year.



LANDSCAPE PHASING STRATEGY

Developers will be expected to provide a landscape phasing strategy that ensures early establishment of key landscape elements and ensures the earliest possible delivery of the desired environmental functions.

EDUCATION PACKS TO PROPERTY OWNERS

Education packs should be prepared for all residences, explaining the environmental goals of the scheme and ecological/sustainable management principles. Links should also be sought with local educational establishments and community groups to encourage school participation and community environmental stewardship.

A MANAGEMENT PLAN BASED ON ECOLOGICALLY SENSITIVE MAINTENANCE PRINCIPLES

A costed management plan, based on ecological management principles, that clearly identifies funding mechanisms and guarantees the provision of appropriate management skills and necessary monitoring, that helps to achieve and maintain all intended landscape functionality throughout the operational life of the development.

GREEN AND DOMESTIC WASTE MANAGEMENT

Schemes should demonstrate methods of including a composting area for green and domestic waste.

BIODIVERSITY

Biodiversity conservation and enhancement is now recognised to be a key component of sustainable development and potentially a requirement of planning according to PPS9 and the associated government circular. Appropriate biodiversity on the site will bring animation and seasonal interest, provide indicators of environmental health, provide natural ecosystem balance and vigour, provide pollinators, and be of intrinsic value (almost certainly including species of conservation concern). Guidance for enhancements for biodiversity is provided in the London Biodiversity Action Plan and the Mayor's Biodiversity Strategy, as well as via the London Biodiversity Partnership. Further information is provided in section 5 of this document including habitat recommendations within the development for specific species.

PUBLIC ART

Public art makes a major contribution to giving a place character and identity, drawing people into and through spaces, creating richness and beauty and stimulating senses. The developer must produce an overarching public realm arts strategy for the site, in order to ensure that visual and performance art makes a comprehensive and cohesive contribution to the creation of a thriving public realm. Ideally, this strategy would be fully integrated with the strategies for landscape design and biodiversity.

4.5 BLOCK PRINCIPLES



The following standards refer to street blocks and their boundaries and are defined together with arrangements for parking and servicing. The street hierarchy and design of the block form will establish the character of the development. The aim is to create blocks with strong street frontages that clearly define public and private areas and allow informal surveillance to contribute to the sense of personal safety.

BLOCK ASPECTS

Apartment blocks must be designed to address both the street side and the public space side.

BLOCK HEIGHTS

A minimum height of two storeys will apply to townhouses and a minimum height of three storeys will apply to apartment blocks.

BLOCK DEPTH

Apartment block depths should be in the order of between 12-18m.

BOUNDARY UNIFORMITY

To provide continuity in boundary treatment throughout the Heart of East Greenwich development, particularly along the length of a street that may be made up of a number of character areas, the parameters set out for each boundary treatment must be respected and a palette of materials and range of details should be agreed.

RESIDENT ACCESS TO COMMUNAL COURTYARD

All residents of apartments and townhouses surrounding a communal courtyard garden should have access to this secure outdoor space.

FRONT GARDENS

A ground floor residential property should have a front garden that is a minimum of 2.7m deep. Mews style cottages would not be required to meet this criterion. Developers should consider elements such as low upstand walls (say 0.4m) to integrate features such as lighting, seating or planters. Basement car park grilles should be carefully located to maximise the front garden area.

REAR GARDENS

The minimum depth of a rear garden is to be 4.0m from front door direct to the back edge of pavement. Mews style cottages would not be required to meet this criterion.



PRIVATE ROOF TERRACES AND BALCONIES

Balconies and roof gardens offer small-scale private (or communal) open spaces that can be planted and designed to create layered planes of colour and texture over the building facades and roofs whilst also serving a multitude of other valuable environmental functions.

Proposals should attempt to provide privately accessible roof space that is designed in such a way as to encourage installation of greenery by residents. As part of this strategy, the developers should provide private accessible roof space on at least 50% of terraced houses to encourage the development of private roof gardens. (Refer to Section 5 for a typical townhouse example.)

Containers, planters and vegetated pergola structures are to be included within the development and integrated into the building design from inception. Pergolas are not only to provide shade and character but to permit separation of wildlife habitat corridors from the ground level, more disturbed, pedestrian realm.

INTEGRATION OF ANCILLARY STRUCTURES

Utility and ancillary structures are to be integral to the design of the development. Refuse and materials recycling facilities are to be integral to the built form of development and have no adverse impact on the public realm.

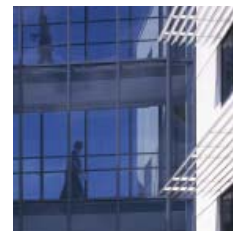


FIGURE 4.8 Habitable roof terrace



FIGURE 4.9 Glasgow housing, Rick Mather Architects

4.6 BUILDING PRINCIPLES



The following standards refer to building principles, facade parameters, internal planning, design of architectural features and selection of materials. Common principles should apply to all development in the Heart of East Greenwich to ensure that a coherent and enduring vision is achieved.

The aim is not to restrict innovation and creativity but to establish a common framework that will deliver high quality buildings. Buildings should be rigorous in the quality of design and construction methodology and modern in approach.

HABITABLE ROOFSCAPE

30% of apartment and 50% of townhouse external roofscapes should, as far as reasonably possible, be accessible for use by residents.

FLOOR-TO-FLOOR HEIGHTS

To provide horizontal continuity within the frontage, floor-to-floor heights will be controlled. Residential units are to have a minimum floor-to-floor height of 2.7m. All mixed-use buildings must have a minimum floor-to-floor height of 3.5m at ground level.

ENTRANCES

All shared entrances and front doors to townhouses and ground floor apartments should be from the principal streets or spaces.

FENESTRATION

A minimum of 15% of the facade is to be fenestrated and designing to a 10% improvement in daylighting standards over BS8206. Fenestrations shall be designed to optimise solar collection and daylight, and minimise the need for artificial lighting. A passive means of protection against overheating shall be provided where necessary.

BALCONIES AND WINTER GARDENS

Balconies off principal rooms should be large enough to accommodate a table with chairs for sitting outside. The minimum depth for balconies should be 2.4m.

OTHER ROOMS

The master bedroom should be larger than the other bedrooms and should be given priority in orientation and views.

Two-bedroom units are to accommodate two double bedrooms.



UTILITY AND ANCILLARY STRUCTURES

Utilities and ancillary structures should be fully integrated into the design to ensure they do not detract from the development. Utility boxes, stopcocks and meters are to be concealed within the entrance of individual units depending on the block and type and not be visible from the street. Any functional requirement for separate structures relating to the overall development should be brought to English Partnerships attention early in the design process.

UTILITY ROOMS

Apartments with combined living/dining/kitchen areas are to provide a separate utility store for equipment such as washing machines and tumble driers.

MINIMUM SPACE STANDARDS

All residential dwellings are to be built to Housing Corporation Scheme Development Standards, with the exception of affordable rented accommodation where Greenwich Council policy will require Parker Morris standards.

Space standards for private residential accommodation must not fall below that listed below and should generously accommodate flexible modern living arrangements.

Type	Minimum Area
Apartment	
Studio (1 person)	35m ²
1 bed (2 person)	50m ²
2 bed (3 person)	65m ²
3 bed (4 person)	86m ²
4 bed (4 person)	102m ²
Townhouse	
3 bed (3 storey)	100m ²
4 bed (4 storey)	135m ²
2 bed Stacked maisonette (each)	70m ²



FIGURE 4.10 Facade demonstrating the potential of large balconies and fenestrations



STACKED MAISONNETTES

Townhouses with four or more storeys should be designed to be capable of being adapted into stacked maisonettes.

SHARED ENTRANCES & CIRCULATION

Shared entrances should make a positive contribution to the street. Long internal corridors are to be avoided.

ACTIVE FRONTAGES

Full-height transparent glazing should be used where possible.

WINDOWS / OPENINGS

Window frame, metalwork and extraneous elements should be subdued by dark colours / materials. UPVC frames will not be permitted. Colour tinted glass if used must be an integral part of the facade concept.

FACADES

Facade greening should be an integral component of the facade palette, and the use of deciduous species on walls that might overheat in summer and benefit from solar gain in winter should be fully considered. In the design of the facades the developers should consider ways of reducing injury to birds and damage to buildings and glass as a result of birds flying into glazing (see Bird Safe Design Practices on www.birdsonbuildings.org).

ROOFSCAPE

Lift over-runs, plant, flues, satellite dishes, aerials and photovoltaic panels will not be permitted in locations where they might detract from the visual amenity. Roofs need to be able to support an eco-roof green roof system with substrates up to 6cm deep.

ENTRANCES / DOORS

Entrances to apartment cores that are flanked by mixed-use should have a presence on the street.

SOLAR CONTROL ELEMENTS IN RELATION TO BUILDING CONCEPTS

Designs should maximise orientation and thermal capacity of building elements as integral parts of the building concept - integral with the wall system rather than an add-on component.

DUAL / SINGLE ASPECT DWELLINGS

Dual aspect dwellings are the desirable solution for purposes of bringing natural light and ventilation into habitable rooms. Single aspect dwellings will be considered within the development but should in principle be confined to specific circumstances more suited to their application i.e. dual frontage (linear blocks).



MATERIALS

The proposal for materials should reflect the site's urban context and meet modern safety standards whilst also create a contemporary identity. Materials will be required to be resilient, appropriate to their application and to meet the high quality public realm requirements of the masterplan standards.

SEATING TO PUBLIC SPACES

A variety of seating types and modules should be considered to create formal and informal solutions for social, quiet and casual play spaces. These may be provided by benches, retaining walls, slopes and steps. Functional close integration of street furniture and soft landscape is suggested.

BOLLARDS

The suggestion is to minimise the use of bollards and, where required, a minimal design will be preferred.

LIGHTING

The lighting design should be part of the overall building concept. The direction of the lighting should be downwards only to avoid light pollution. Feature lighting is suggested to illuminate areas of special interest, for example, low level lighting integrated within street furniture or buildings could be used to light areas of special interest i.e. shared surface areas, entrances onto the site, or other public spaces.

LITTER BINS

Litter bins of a high specification, fully integrated into the design, should be located at key points within the scheme.

SIGNAGE

A clear coherent system is suggested to enhance the identity and legibility of the streets and pathway networks.

MANAGEMENT

To ensure that the Heart of East Greenwich is sustainable and continues to flourish, the developer will be required to prepare a comprehensive plan for maintenance and housing management.



FIGURE 4.11 Now and Zen, London. Demonstrating good active frontage



FIGURE 4.12 Example of external balconies and terraces