Barking Riverside commissioned a design team, led by LDS, to develop the "Barking Riverside" masterplan. As part of this exercise a number of key urban design principles were established, which formed the basis for the masterplan design. These principles have been carried through into the development of the plots 201-203 design:

- Create an identity and character which is logical and contextual
- Revise the zoning strategy to reflect different physical characteristics across the site and optimise values
- Develop a local and more contextual response to urban grain through a unifying street hierarchy
- Improve and enhance accessibility with new connections and better permeability
- Establish a network of urban hubs and open spaces which responds to changes in the primary transport solution
- Create coherent landmarks that will aid orientation and legibility
- Anticipate the changing development context in respect of the wider regional objectives for London

The LDS masterplan design and access statement (January 2016), sets out the emerging vision and aspirations for the future development of the area. It also outlined the design, development, land use, landscape and phasing principles. The capacity for the stage 2 plots of land were established with the following key metrics:

- 367,675 m² GEA of residential development
- 37,000m² GEA of school
- 4,000 m² GEA A1/A3 retail
- 9,250 m² GEA office
- 500 m² GEA institution
- 3,000 m² GEA leisure
- 4,800 m² GEA hotel
- 1,200 m² GEA sui generis