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Environmental Statement Volume 2:
Townscape and Visual Impact Assessment and Built Heritage Assessment

ABERFELDY VILLAGE MASTERPLAN

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Part 1: Townscape and Visual Impact Assessment

Aberfeldy Village Masterplan, London E14

Environmental Statement Volume 2 – Part 1: Townscape and Visual Impact Assessment

October 2021

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1 Introduction

1.1 This document (Part 1 of Volume 2 of the Environmental Statement: Townscape and Visual Impact Assessment (TVIA)) has been prepared by Peter Stewart Consultancy and Millerhare. It is submitted in support of a hybrid planning application for the Aberfeldy Village Masterplan. The hybrid planning application is made for the land lying to the north of East India Dock Road (A13), east of the Blackwall Tunnel Northern Approach Road (A12) and to the south west of Abbot Road (the 'Site') on behalf of The Aberfeldy New Village LLP' (The 'Applicant'). The Site lies within the London Borough of Tower Hamlets (LBTH).

1.2 The Applicant is seeking permission for a hybrid planning application formed of detailed development proposals in respect of Phase A for which no matters are reserved ("Detailed Proposals"), and outline development proposals for the remainder of the Site (i.e. Phases B, C and D) with all matters reserved ("Outline Proposals"). The Detailed Proposals and Outline Proposals together are referred to as the "Proposed Development". The Proposed Development comprises the comprehensive redevelopment of the Site. The Proposed Development will provide new retail and workspace floorspace along with residential dwellings and the pedestrianisation of the A12 Abbott Road vehicular underpass to create a new east to west route. The Proposed Development will also provide significant areas of public realm, including a new town square, a new High Street and a public park.

1.3 Part 1 of Volume 2 of the Environmental Statement (ES) reports the findings of an assessment of the likely significant effects on townscape and visual amenity as a result of the Proposed Development. It contains the following:

- A summary of the legislative and planning policy context relevant to the assessment;
- A description of the method by which the assessment has been carried out, and of how the images (known as Accurate Visual Representations (AVRs)) in this report have been created;
- A description of the Site as existing and its immediate context;
- A characterisation of the Site's surroundings as existing, presenting the existing receptors that may be affected by the Proposed Development and their sensitivity;
- A description and assessment of the architectural, urban design and townscape qualities of the Proposed Development;
- An assessment of the visual effect of the Proposed Development on the identified views and its effect on the townscape, including the effects of demolition and construction operations;
- Consideration of mitigation and an assessment of the likely residual effects of the Proposed Development upon townscape and visual receptors;
- An assessment of the likely significant effects of the Proposed Development upon townscape and visual receptors, and conclusions; and
- An assessment of cumulative effects, taking into account other new proposed developments in the area.

1.4 Above-ground built heritage assets are considered in this assessment in so far as they inform the assessment of the sensitivity of townscape receptors and views. An assessment of the effect of the Proposed Development on the heritage significance of above-ground built heritage assets is provided in ***ES Volume 2 – Part 2: Built Heritage Assessment***. Below-ground heritage assets are considered in ***ES Volume 1, Chapter 13: Archaeology***.

1.5 The verified views contained within this assessment have been produced by Miller Hare.

1.6 Consideration of Climate Change is not considered applicable to the TVIA as the assessment of effects on townscape and visual amenity would not change under different climatic scenarios. Therefore, it is not considered in this TVIA.

2 Legislation, Planning Policy and Guidance

2.1 This chapter contains a brief overview of legislation and aspects of national, regional and local planning policies and guidance that are particularly relevant to the appearance and visual impact of the Proposed Development. For the purposes of this TVIA, it is those policies concerned with design and townscape matters that are of the greatest relevance.

STATUTORY DUTIES

2.2 The legislation set out below is relevant to this assessment:

- The Town and Country Planning Act 1990 (as amended) (Ref. 2-1);
- The Planning and Compulsory Purchase Act 2004 (Ref. 2-2); and
- The Town and Country Planning (Environmental Impact Assessment) Regulations 2017, as amended in 2018 and 2020 (Ref. 2-3).

PLANNING POLICY

National Planning Policy and Guidance

The National Planning Policy Framework (2021)

2.3 The Government issued the latest version of the National Planning Policy Framework (NPPF) (Ref. 2-4) in July 2021. The NPPF sets out planning policies for England and how these should be applied.

2.4 The NPPF states that the purpose of the planning system is to contribute to the achievement of sustainable development, which has three overarching objectives; economic, social and environmental. The NPPF states, at paragraph 10, that *'at the heart of the Framework is a presumption in favour of sustainable development.'*

NPPF Section 12: Achieving well-designed places

2.5 Section 12 of the NPPF deals with design. At paragraph 126, the NPPF states that *'Good design is a key aspect of sustainable development, creates better places in which to live and work and helps make development acceptable to communities.'*

2.6 Paragraph 130 notes that *'Planning policies and decisions should ensure that developments:*

a) will function well and add to the overall quality of the area, not just for the short term but over the lifetime of the development;

b) are visually attractive as a result of good architecture, layout and appropriate and effective landscaping;

c) are sympathetic to local character and history, including the surrounding built environment and landscape setting, while not preventing or discouraging appropriate innovation or change (such as increased densities);

d) establish or maintain a strong sense of place, using the arrangement of streets, spaces, building types and materials to create attractive, welcoming and distinctive places to live, work and visit;

e) optimise the potential of the site to accommodate and sustain an appropriate amount and mix of development (including green and other public space) and support local facilities and transport networks; and

f) create places that are safe, inclusive and accessible and which promote health and well-being, with a high standard of amenity for existing and future users; and where crime and disorder, and the fear of crime, do not undermine the quality of life or community cohesion and resilience.'

2.7 Paragraph 134 states that *'Development that is not well designed should be refused, especially where it fails to reflect local design policies and government guidance on design, taking into account any local design guidance and supplementary planning documents such as design guides and codes'*. It goes on to say that *'Conversely, significant weight should be given to:*

a) development which reflects local design policies and government guidance on design, taking into account any local design guidance and supplementary planning documents such as design guides and codes; and/or

b) outstanding or innovative designs which promote high levels of sustainability, or help raise the standard of design more generally in an area, so long as they fit in with the overall form and layout of their surroundings.'

Planning Practice Guidance

2.8 The national Planning Practice Guidance (PPG) (Ref. 2-5) was launched on the 6 March 2014 and provides a web-based resource in support of the NPPF. It is updated on an ongoing basis, and the parts cited below are current at the time of writing (October 2021).

2.9 The PPG includes a section called 'Design: process and tools' which *'provides advice on the key points to take into account on design*'. This was issued on 1 October 2019; it replaces a previous section called 'Design'.

2.10 The PPG deals with the processes of the planning system with respect to design, and notes that guidance on good design is set out in the National Design Guide.

The National Design Guide (2019)

2.11 The National Design Guide ('NDG') (Ref. 2-6) states (paragraph 3) that it *'forms part of the Government's collection of planning practice guidance'*.

2.12 At paragraph 21, the NDG states that well-designed places are achieved by making the right choices at all levels, including:

'The layout (or masterplan)

The form and scale of buildings

Their appearance

Landscape

Materials; and

Their detailing'

2.13 At paragraph 35, the NDG sets out ten characteristics which contribute to the character of places; nurture and sustain a sense of community; and address issues affecting climate. These are described as follows:

'Context – enhances the surroundings.

Identity – attractive and distinctive.

Built form – a coherent pattern of development.

Movement – accessible and easy to move around.

Nature – enhanced and optimised.

Public spaces – safe, social and inclusive.

Uses – mixed and integrated.

Homes and buildings – functional, healthy and sustainable.

Resources – efficient and resilient.

Lifespan – made to last.'

Historic England Advice Note 4 – Tall Buildings (2015)

2.14 This document (Ref. 2-7) sets out guidance on dealing with tall buildings in the planning process. The Introduction notes that *'alternative approaches may be equally acceptable, provided they are demonstrably compliant with legislation and national policy objectives.'* It notes that what might be considered a tall building will vary from area to area and *'A ten storey building in a mainly two-storey neighbourhood will be thought of as a tall building by those affected, whereas in the centre of a large city it may not.'*

2.15 Paragraph 1.1 states that, *'in the right place well-designed tall buildings can make a positive contribution to urban life.'* The main focus of the guidance is promoting a plan led approach and setting out the relevant considerations that tall building policies should address, and setting out the approach and assessments that applicants should follow in promoting such development.

2.16 At paragraph 4.5, it provides a list of factors that a high quality scheme should have a positive relationship with:

'a. Topography

b. Character of place

c. Heritage assets and their settings

d. Height and scale of development (immediate, intermediate and town – or city-wide)

e. Urban grain and streetscape

f. Open spaces

g. Rivers and waterways

h. Important views including prospects and panoramas

i. The impact on the skyline'

2.17 At paragraph 4.8, it sets out a list of design criteria that a successful application will need to fully address:

'a. Scale

b. Form and massing

c. Proportion and silhouette

d. Facing materials

e. Detailed surface design

f. Relationship to other structures

g. Impact on streetscape and near views

h. Impact on cityscape and distant views

i. Impact on the skyline'

2.18 Paragraph 4.9 states that:

> *'Tall buildings need to set exemplary standards in design because of their scale, mass, wide impact and likely longevity. Good design will take the opportunities available for improving the character and quality of an area and respond to local character and history (NPPF paragraphs 58 and 64). It is important that the required high standard of architectural quality is maintained throughout the process of procurement, detailed design, and construction, through the use of conditions and reserved matters.'*

The references to NPPF paragraphs 58 and 64 have been superseded since the document was issued, and the corresponding paragraphs in the 2021 NPPF are paragraphs 130 and 134 respectively.

2.19 Para 4.10 notes that *'consideration needs to be given to a tall building's contribution to public space and facilities. This applies both internally and externally, including the provision of a mix of uses (especially on the ground floor of towers), as part of a well-designed public realm.'*

2.20 Section 5 deals with assessing proposals. The guidance concludes that:

> *'If a tall building is harmful to the historic environment, then without a careful examination of the worth of any public benefits that the proposed tall building is said to deliver and of the alternative means of delivering them, the planning authority is unlikely to be able to find a clear and convincing justification for the cumulative harm.'*

Historic England Advice Note 4 – Tall Buildings – Second edition consultation draft (2020)

2.21 This draft updated version of the Historic England Advice Note 4 – Tall Buildings (2015) (Ref. 2-8) was issued for public consultation, with comments invited until 28 May 2020. The guidance within the draft Advice Note is not significantly different to that in the existing document, and the updates are primarily designed to reflect changes to the policy and guidance, including the National Planning Policy Framework and the National Design Guide, to take account of changing technology for visualising proposed tall buildings, and to give greater focus to plan-led approaches to tall buildings.

Regional Planning Policy and Guidance

The London Plan – the Spatial Development Strategy for Greater London (2021)

2.22 The London Plan is 'the overall strategic plan for London' (Ref. 2-9). The policies most relevant to townscape and visual impact are found in Chapter 3, 'Design,' and Chapter 7, 'Heritage and Culture.'

2.23 Policy D1 on *'London's form, character and capacity for growth'* highlights the necessity for Boroughs to identify an area's capacity for growth by undertaking an assessment of the *'characteristics, qualities and values of different places'*. This should include the consideration of urban form and structure, historical evolution and heritage assets, and views and landmarks.

2.24 Policy D3 on *'Optimising site capacity through the design-led approach'* states that *'All development must make the best use of land by following a design-led approach that optimises the capacity of sites, including site allocations.'* The policy states that development proposals should *'enhance local context by delivering buildings and spaces that positively respond to local distinctiveness through their layout, orientation, scale, appearance and shape, with due regard to existing and emerging street hierarchy, building types, forms and proportions.'* Development should *'respond to the existing character of a place'*, and *'provide active frontages and positive reciprocal relationships between what happens inside the buildings and outside in the public realm to generate liveliness and interest.'* The policy further states that development design should *'be of high quality, with architecture that pays attention to detail,'* and use *'attractive, robust materials which weather and mature well'*.

2.25 Policy D8 on *'Public realm'* states that development plans and proposals should ensure that the public realm is *'...well-connected, related to the local and historic context...'*. It states that there should be *'a mutually supportive relationship between the space, surrounding buildings and their uses'* and that development should *'ensure that buildings are of a design that activated and defines the public realm, and provides natural surveillance.'*

2.26 Policy D9 on *'Tall buildings'* notes that the height of what is considered a tall building should be defined in development plans and identified on maps, and that although this will vary in different parts of London, *'should not be less than 6 storeys or 18 metres'*. The policy also notes that *'tall buildings should only be developed in locations that are identified as suitable in Development Plans.'*

2.27 Policy D9 also notes that the views of buildings from different distances should be considered. This includes long-range views (developments should make a *'positive contribution to the existing and emerging skyline and not adversely affect local or strategic views'*), mid-range views (developments should make a *'positive contribution to the local townscape in terms of legibility, proportions and materiality'*), and immediate views (developments should *'have a direct relationship with the street, maintaining the pedestrian scale, character and vitality of the street'*.). Proposals should *'take account of, and avoid harm to, the significance of London's heritage assets and their settings'* and should *'positively contribute to the character of the area.'* It goes on to note that the architectural quality and materials should be of an exemplary standard. Buildings that are situated in the setting of a World Heritage Site *'must preserve, and not harm, the Outstanding Universal Value of the World Heritage Site, and the ability to appreciate it.'* Buildings near the River Thames should protect the open quality of the river, including views.

2.28 Policy HC3 on *'Strategic and Local Views'* states that *'development proposals must be assessed for their impact on a designated view if they fall within the foreground, middle ground or background of that view.'* The Mayor will identify Strategically-Important landmarks within designated views and will *'seek to protect vistas towards Strategically-Important Landmarks by designating landmark viewing corridors and wider setting consultation areas. These elements together form a Protected Vista'*. The Mayor will *'identify and protect aspects of views that contribute to a viewer's ability to recognise and appreciate a World Heritage Site's authenticity, integrity and attributes.'*

2.29 Policy HC4 on the *'London View Management Framework'* states that *'development proposals should not harm, and should seek to make a positive contribution to, the characteristics and composition of Strategic Views and their landmark elements.'* It notes that development should not be *'intrusive, unsightly or prominent to the detriment of the view'*, when it falls within the foreground, middle, or background of a designated view. With regard to protected vistas, development should protect and enhance, not harm, the viewer's ability to recognise and appreciate the strategically important landmark, and it should not harm the composition of the protected vista, whether it falls within the wider setting consultation area or not.

London View Management Framework Supplementary Planning Guidance (2012)

2.30 In March 2012, the Mayor published the *'London View Management Framework Supplementary Planning Guidance'* ('LVMF') (Ref. 2-10) which is designed to provide further clarity and guidance on the London Plan's policies for the management of these views. The LVMF view 5A.1 from Greenwich is potentially relevant to consideration of development on the Site. This TVIA provides an assessment of the effect on this view (see Chapter 6: Potential Effects).

London World Heritage Sites – Guidance on Settings Supplementary Planning Guidance (2012)

2.31 This Supplementary Planning Guidance (SPG) (Ref. 2-11) was adopted in March 2012. The intention of the SPG is stated to be *'...to ensure a more consistent interpretation of setting and understanding of their importance in contributing to an appreciation of Outstanding Universal Value to help support consistency in decision making...'* in support of the policies within the London Plan, including Policy 7.10 on World Heritage Sites (WHS).

2.32 The SPG includes a draft Statement of Outstanding Universal Value (OUV) for the Maritime Greenwich WHS (a final Statement was subsequently approved in 2013 – see below, *'Maritime Greenwich World Heritage Site Management Plan, Third Review (2014)'*). It sets out in general terms the elements of setting that may affect WHS, which include views in, out and across WHS. It notes that *'The towers of Canary Wharf have a profound impact on the setting of the Maritime Greenwich World Heritage Site but they are at a sufficient distance to allow the significance of the axial view from the Royal Observatory to be appreciated.'*

2.33 It provides a set of criteria for the assessment of the effect of development on the OUV of the Maritime Greenwich WHS in Implementation Point 14.

Lower Lea Valley Opportunity Area Planning Framework (2007)

2.34 The Site falls within the Lower Lea Valley Opportunity Area (LLVOA) (Ref.2-12), specifically the Poplar Riverside Sub Area. This is illustrated in Figure 4.12 – Poplar Riverside Sub-area Site Plan on page 74.

2.35 The vision for the LLVOA, as stated in Section 2: *'Vision and Development Principles'*, is as follows:

> *'To transform the Lower Lea Valley to become a vibrant, high quality and sustainable mixed use city district, that is fully integrated into the urban fabric of London and is set within an unrivalled landscape that contains new high quality parkland and a unique network of waterways'.*

2.36 Under the heading *'Sub-Area Proposed Components'* it is noted that the Poplar Riverside Sub-area has the potential capacity to deliver between 1,750 and 1,850 residential units in a range of densities between 65 and 275dph (225-725 hrph), with the majority of housing delivered at 275dph. It continues, *'Of the total potential capacity, 800 units could be delivered through development of new residential areas, 800 through potential intensification of existing residential areas and 150 units through mixed use residential development with retail and office uses, principally on waterfront sites, including Ailsa Street'*. Regarding commercial uses, the document notes that 'The strategic assumptions of industrial land release in the LLV include the potential release of up to 16.3ha of existing industrial land in the sub-area principally along the River Lea corridor, and in high PTAL areas.

City in the East Plan (2016)

2.37 The Site falls within a region defined by the GLA as the 'City in the East'. The City in the East plan (October 2016) (Ref.2-13) promotes the development of the east of London as an integrated part of the capital. The plan estimates that this region has the potential to provide at least 260,000 new homes and 360,000 jobs. It includes the Opportunity Areas along the

River Thames and the Lee River Valley, London Bridge, Canada Water, Deptford Creek/Greenwich Riverside and Isle of Dogs.

Housing Zones (2016)

2.38 The Site falls within the Poplar Riverside Housing Zone, as defined in the GLA's publication Housing Zones (Ref.2.14), published in March 2016. It is currently envisaged that the zone will provide a total of 4368 new homes (1226 of which would be affordable) and 6068 new jobs.

London's Natural Signatures: The London Landscape Framework, January 2011

2.39 This guidance document was issued by Natural England in 2011 (Ref. 2-15). It divides London into 22 Natural Landscape Areas and identifies the key natural characteristics, or '*Natural Signatures*', of those areas. The Site is located within the 'Lea River Valley' Natural Landscape Area, which consists of The River Lea or Lee, a major tributary river to the Thames, and its wide floodplain. The key natural signature of the Lea Valley landscape type is stated as *'the river itself, although highly modified, and the marshes that typify its floodplain*'. The Site is located within a heavily urbanised part of the Lea River Valley.

Maritime Greenwich World Heritage Site Management Plan, Third Review (2014)

2.40 The WHS Management Plan (2014) (Ref. 2-16) sets out a framework for the protection, conservation and management of the WHS between 2012-17. It includes the approved version of the Statement of OUV for the WHS. There are nine overarching goals for the WHS, including to *'protect, preserve, and enhance, where possible, the Outstanding Universal Value of Maritime Greenwich World Heritage Site*'. The Management Plan states that in considering how tall buildings clusters evolve, the LBTH should take account of specific views from the WHS, and examine ways in which the significance of the Grand Axis is recognised. It further states that development should step down in height and scale towards the WHS, provide visual layering, and demonstrate how it fits within the Canary Wharf cluster.

Local Planning Policy and Guidance

London Borough of Tower Hamlets: Local Plan 2031: Managing Growth and Sharing Benefits (2020)

2.41 The Local Plan 2031 (Ref. 2-17) was adopted by the LBTH in January 2020. It provides spatial policies, development management policies and site allocations that set out *'how the borough of Tower Hamlets will grow and develop from now on until 2031'*. It is accompanied by a Policies Map and is intended to sit alongside any future neighbourhood plans and area action plans which will provide more detailed planning guidance.

2.42 A number of evidence base documents were produced to inform the proposed policies, including the *'Tall Buildings Study*' (2018) (Ref. 2-18), the *'Tower Hamlets Conservation Strategy 2017-2026*' (2017) (Ref. 2-19) and the *'Urban Structure and Characterisation Study Addendum*' (2016) (Ref. 2-20).

2.43 The Local Plan identifies 24 places within Tower Hamlets, illustrated on Figure 4. The Site falls within the 'Poplar Riverside' place.

2.44 Policy S.SG2, 'Delivering sustainable growth in Tower Hamlets' states that development will be supported where it '*...delivers managed growth, through i. good design, ii. preserving or enhancing the character and setting of the area, and iii. not resulting in unacceptable impacts on the natural and historic environment and its assets...'*

2.45 Policy S.DH1, 'Delivering high quality design' states that development is required to '*...meet the highest standards of design, layout and construction which respects and positively responds to its context, townscape, landscape and public realm...'* and that developments must –

- *'be of an appropriate scale, height, mass, bulk and form in its site and context*
- *represent good urban design; provide coherent building lines, roof lines and setbacks, complement streetscape rhythm and associated landscapes...*
- *ensure the architectural language: scale, composition and articulation of building form, design of detailing, elements and materials applied on elevations, complements and enhances their immediate and wider surroundings*
- *protect important views of and from landmark buildings and vistas*
- *use high quality design, materials and finishes to ensure buildings are robust, efficient and fit for the life of the development*
- *create well-connected, inclusive and integrated spaces and buildings...'*

2.46 Policy D.DH2, *'Attractive streets, spaces and public realm*', states that *'Development is required to contribute to improving and enhancing connectivity, permeability and legibility across the borough...'* and '*...is required to positively contribute to the public realm...'*.

2.47 Policy D.DH4, 'Shaping and managing views' states that *'development is required to positively contribute to views and skylines that are components of the character of the 24 places in Tower Hamlets. Intrusive elements in the foreground, middle ground and backdrop of such views will be resisted.'* It goes on to state that development will be required to demonstrate how it, inter alia, complies with the LVMF and World Heritage Site Management Plans; positively contributes to an identified *'skyline of strategic importance, forming from the silhouettes of tall building clusters around Canary Wharf*'; *'preserves or enhances the prominence of borough-designated landmarks and the skyline of strategic importance in the borough-designated views*', as well as views identified in conservation area appraisals and management guidelines; and *'preserves or enhances townscape and views to and from the site which are important to the identity and character of the place.'*

2.48 The borough-designated views are set out in Figure 6. A number of landmark buildings – Christ Church, Spitalfields; St. Paul's Church; St. Anne's Church; and Balfron Tower – and the cluster at Canary Wharf form the focus of individual views. Two of the identified views are considered relevant to the Proposed Development – View 5 from Langdon Park to Balfron Tower; and View 6 from East India Dock Road to Balfron Tower – and these have been illustrated in this TVIA.

2.49 Policy D.DH6: 'Tall buildings' sets out a list of criteria that a tall building proposal will be expected to satisfy, including to *'be of a height and scale, mass and volume that are proportionate to their role, function and importance of the location in the local, borough-wide and London context; and take account of the character of the immediate context and of their surroundings*'; to *'achieve exceptional architectural quality and innovative and sustainable building design...'*; and *'enhance the character and distinctiveness of an area without adversely affecting designated townscapes and landscapes... or detracting from important landmarks, heritage assets, key views and other historic skylines, and their settings...'*; and *'provide a positive contribution to the skyline during both the day and night time*'.

2.50 Part 2 of the policy states that tall buildings will be directed towards designated Tall Buildings Zones, shown on Figure 7. The Site lies in close proximity to two of these zones: Blackwall; and Leamouth. East India Dock Road forms the northern boundary of both zones.

2.51 LBTH are in the early stages of consultation on a Tall Buildings SPD, with a draft document expected to be produced at the time of writing (October 2021). A workshop presentation document relating to the Isle of Dogs and South Poplar area (Ref. 2-21) sets out the background and context to the production of the SPD, including the policies set out in the Local Plan, and sets out some initial proposed design guidance.

LBTH Urban Structure and Characterisation Study (2009)

2.52 The Urban Structure and Characterisation Study (Ref. 2-22) was prepared for the LBTH to inform the Local Development Framework and other documents and was issued in 2009. It divides the Borough into character areas and the Site is identified as part of the 'Poplar Riverside' character area. The character area is described as suffering from a substantial degree of severance, due to the area being surrounded by Limehouse Cut to the north, the River Lea to the east, the DLR to the west and East India Dock Road to the south. It notes:

> *'Poplar Riverside is divided to a further extent by the large and busy road that is the A12, which along with East India Dock Road is a highway. The industrial areas to the east of the A12 comprise predominantly daytime activities, which only adds to the feeling of isolation. The grain is of a coarse nature in this area, with many of the industrial uses enclosing medium to large-size blocks, including the large gas-holder site on Leven Road. The considerable number of post-war housing estates in the area also exacerbates this'.*

LBTH High Density Living SPD (2020)

2.53 This SPD (Ref. 2-23) *'...provides guidance to shape high density development...'*. It sets out a series of design guidelines and includes guidance on different building typologies, including stand-alone towers and towers with podiums. The key design guidelines to be considered for stand-alone towers focus on publicly accessible space at street-level, provision for servicing and deliveries, communal amenity space, and consideration of the location of entrances and uses. The key design guidelines to be considered for towers with podiums focus on similar issues, with particular attention also given to the arrangement of active and ancillary uses to provide clear fronts and backs and active ground floors.

3 Assessment Methodology and Significance Criteria

3.1 This chapter presents the following:

- Identification of the information sources that have been consulted during the preparation of this TVIA;
- Details of the consultation undertaken with respect to townscape and visual effects;
- The methodology behind the assessment of townscape and visual effects, including the criteria for the determination of sensitivity of receptor and magnitude of impact on the existing or 'baseline' condition;
- An explanation as to how the identification and assessment of townscape and visual effects have been reached; and
- The significance criteria and terminology for assessment of the residual effects to townscape and visual receptors as a result of the Proposed Development considered on its own and considered in the context of other proposed and consented 'cumulative' schemes.

3.2 The following sources of information that define and explain the Proposed Development have been reviewed and form the basis of the assessment of likely significant townscape and visual effects:

- The detailed plans, sections and elevations for approval;
- Parameter Plans for approval;
- The Design and Access Statement (DAS);
- The Design Code;
- The Development Specification; and
- The Accurate Visual Representations (AVRs) contained within Chapter 6 of this TVIA.

Assessment Methodology – Townscape and Visual Effects

3.3 This section explains the method that was adopted to carry out the TVIA. It is based on the principles set out in the third (2013) edition of 'Guidelines for Landscape and Visual Impact Assessment' (GLVIA) (Ref. 2-24), produced by the Landscape Institute with the Institute of Environmental Management and Assessment. Also relevant to the method of assessment is Planning Practice Guidance (DCLG) (Ref. 2-5), which sets out national guidance on urban design against which townscape can be assessed.

3.4 The assessment method is described in detail below. In general terms it is carried out as follows:

- Buildings, open spaces, townscape and views that have the potential to be affected by the Proposed Development, particularly those that have been previously identified as significant by designation or in other ways, are identified.
- The impacts on these buildings, open spaces, townscape and views are studied as part of the process of developing the design. This process includes computer-based modelling, so that the visual impact can be tested.
- The effects of the Proposed Development, in the form in which it is submitted for planning permission, on the identified elements and views, are assessed by the townscape assessors. This assessment is informed by computer generated images showing 'as existing' and 'as proposed' views from selected viewpoints. Images showing the effect of the Proposed Development in combination with relevant 'cumulative' schemes are also provided. The images were prepared by Miller Hare. LBTH officers were consulted on the viewpoints; the list takes into account their response to this consultation in the Scoping Opinion.

3.5 The process as described is an iterative one that informs the design of the Proposed Development, so that any potential for adverse impacts can be considered as an integral aspect of the development of the design.

Study Area

3.6 The visual study area extends approximately 3.9km from the Site, the distance to the LVMF viewpoint from Greenwich Park (LVMF 5A.1). The townscape study area covers an area shown in Figure 2-3 [Townscape Character Areas] (up to approximately 1.7km from the Site). Reasoning to support the selection of this study area is provided in the sections below.

Methodology for Determining Baseline Conditions and Sensitive Receptors

Baseline Characterisation – Townscape Character Areas

3.7 An assessment was made of the Site and its surroundings in their existing state. This analysed the physical characteristics and the character of the townscape and considered the current status of the Site.

3.8 The identification of townscape character areas and built heritage assets in the study area was carried out following a study of the historical development of the area, which was made with reference to the following publications:

- The Buildings of England, London 5: East, Bridget Cherry, Charles O'Brien and Nikolaus Pevsner, Yale UP, 2005 (Ref. 2-25);
- Survey of London: volumes 43 & 44, Poplar, Blackwall and Isle of Dogs, Hermione Hobhouse (General Editor), 1994 (Ref. 2-26); and
- The History of London in Maps, Barker and Jackson, Guild Publishing, London, 1990 (Ref. 2-27).

3.9 The present-day condition of the study area was ascertained by a site visit in October 2020 (these conditions are not expected to have changed significantly between October 2020 and October 2021) supported by a study of maps and aerial photographs (available on the internet as an integrated set of data at www.maps.google.co.uk), and the Pevsner volume referred to above. The site visit allowed the accuracy of record data to be verified. Record photographs were taken on site visits.

3.10 The townscape study area is formed of those areas around the Site on which the Proposed Development could have a significant townscape effect, informed by site visits and desk study as outlined above. Townscape is characterised by dividing the study area into geographical areas which have readily identifiable characteristics in common, 'townscape character areas'. These characteristics may include topography; other natural characteristics such as waterways; patterns of land use; urban grain; and building form. Where there are major elements of infrastructure such as roads and railways, these often serve to divide one area from another. The division of the study area into townscape character areas ('TCAs') is carried out by a combination of professional judgement based on site investigation, and the study of documents, as described above. This exercise also takes into account significant designations such as conservation areas and townscape characterisations produced by the LBTH (e.g. the Urban Structure and Characterisation Study (2009)) or by others, as well as site allocations and any relevant associated guidance forming part of the local development plan.

3.11 The judgement made as to the geographic extent of the likely significant effects of the Proposed Development on townscape was informed by the study discussed above, and by previous experience of the effect of developments of a similar scale to the Proposed Development in this part of London. The visual study undertaken during the course of the assessment, together with the examination of a 'Zone of Visual Influence' Study ('ZVI') enabled this judgment to be validated. The ZVI is provided in Appendix A6).

Identification of Built Heritage Assets

3.12 The identification of TCAs and the sensitivity of these has been informed by the above-ground Built Heritage Assets located in the area around the Site. Built heritage assets, comprising relevant conservation areas (CAs), listed buildings (LBs), and non-designated heritage assets (NDHAs) have been identified using information derived from the National Heritage List for England website[1] and the Local Planning Authority website[2]. Non-designated heritage assets have been taken to be locally listed buildings (LLBs) identified by the LBTH.

3.13 All designated heritage assets and locally listed buildings (including small scale structures and war memorials) within the TCAs described later in this Volume of the ES have been identified and, where relevant, have informed the assessment of the sensitivity of those TCAs and views within which they fall.

3.14 The assessment of the effect of the Proposed Development on above-ground heritage assets, considered as receptors and taking into account heritage significance, is provided within ***ES Volume 2: Part 2 (Built Heritage Assessment).*** Part 2 considers the effect on all above-ground heritage assets located within 1.5km of the centre of the Site (with some additions and exclusions).

3.15 Other heritage assets further from the Site may appear within individual views considered in the visual assessment; any effect with regard to them is an intrinsic part of the overall assessment of the effect of the Proposed Development within such views.

Evolution of the baseline

3.16 Should the Proposed Development not come forward, it is likely that the Site would remain the same as at present. The Site's effect on the surrounding townscape, and its visual impact, would remain as per the existing condition.

Phasing

3.17 The project will be delivered over approximately ten years and eight months, across four overlapping phases, for Phases A to D.

3.18 Phase A involves demolition of all existing structures and comprises the construction of the Detailed Proposals, and Phases B, C and D form the construction of the Outline Proposals.

3.19 The boundaries of the Phases are illustrated on **Figure 2.1. *of ES Volume 1, Chapter 2: EIA Methodology***. See also ES Volume 1, Chapter 5 Demolition and Construction for the Demolition Plan and Indicative Demolition and Construction Programme.

3.20 The maximum scale and layout parameters reflect the maximum built form of development being sought for approval across the Outline Proposals of the Site where design parameters are applicable. The maximum (rather than the

1 historicengland.org.uk/listing/the-list

2 towerhamlets.gov.ukN

minimum) built form is the most likely development massing configuration for the Proposed Development. The likely townscape and visual effects of the Proposed Development have therefore been defined on the basis of the maximum built form of development as per the maximum scale and layout parameters for the Outline Proposals, as this would result in the greatest range of impacts.

Identification of Viewpoint Locations

3.21 A study was undertaken to establish a set of potential viewpoint locations from which 'before and after' views are provided. The study area was centred on the Site and was limited to locations from which the Site can be seen, or from which new buildings on it will be seen at the height proposed. The study area for local and medium range views extends to approximately 980m, the distance to the Star Lane Park viewpoint. The study area for long range views extends to approximately 3.9km, the distance to the view from the General Wolfe Statue, Greenwich Park. At a distance greater than this, development of the scale envisaged (i.e. of the Proposed Development) would not be a significant visual presence.

3.22 Within this study area, four types of viewing location were identified:

- Views that have been identified as significant, by the LBTH or others including the neighbouring local authorities (London Borough of Newham and Royal Borough of Greenwich), e.g. in planning policy and guidance documents and conservation area appraisals;
- Other locations or views of particular sensitivity, including those viewpoints in which the Proposed Development may significantly affect the settings of designated heritage assets;
- Representative townscape locations from which the Proposed Development would be visible; and
- Locations where there is extensive open space between the viewer and the Proposed Development, so that it would be prominent rather than obscured by foreground buildings. This includes areas of open space that are important in a local context, e.g. for leisure purposes.

3.23 The set of viewpoints was chosen to cover:

- The range of points of the compass from which the Proposed Development would be visible;
- A range of distances from the Site; and
- Different types of townscape area.

3.24 Possible locations in these categories within the study area were identified based on an examination of maps and aerial photographs; the documents referred to above; maps of conservation areas; maps and lists of listed buildings; and good prior knowledge of the area. The study area and the possible locations were then visited to establish candidate viewpoints and views testing carried out using digital modelling in VuCity. The results of the ZVI study noted above informed the process of views selection.

3.25 A proposed list of 32 views was discussed with officers from the LBTH at the pre-application stage. This was expanded to include a further view taking in Balfron Tower from Brownfield Street – this was a response to feedback from Historic England. The list was subsequently sent to the LBTH for agreement as part of the scoping process. A further view was added as a result of the scoping response from the LBTH (Memorial Recreation Ground, LB Newham).

Sensitivity of Receptors

3.26 The sensitivity of the townscape or of the view in its existing state (the latter as experienced by a viewer or 'visual receptor' in the location in question) has been assessed as **high, medium** or **low** (or at an intermediate point between these sensitivity levels, e.g. 'low to medium').

3.27 The sensitivity of the townscape or view is dependent on:

- The importance/value of the townscape or view; and
- The susceptibility to change of the receptor (this includes, for views, the nature and expectation of the viewer).

3.28 The importance of a view or TCA is determined by any recognition that it may have, the importance of elements within it, and by its amenity value. In terms of views, recognition includes viewpoints identified by the LBTH or others in planning documents, and viewpoints visited by large numbers of people. This includes relevant views identified in the LVMF. In terms of townscape receptors, recognition includes heritage designations e.g. of a conservation area.

3.29 The value of a view or TCA is likely to be higher if it overlooks/ includes important heritage assets (see below). In respect of townscape, the overall character and coherence of the townscape is relevant to an assessment of its value and quality. In respect of views, the value and quality of the view is a reflection of its visual interest, its character and coherence, and any attractive or notable pictorial or compositional qualities.

3.30 With regard to amenity value, locations such as parks and riverside walkways which are used for leisure purposes are considered to be more sensitive in visual and townscape terms than everyday streetscapes with no heritage designation.

3.31 The assessment of value and importance takes into account the following heritage assets and their settings, in decreasing order of importance (but this is only a general guide – see the paragraph below on moderation):

- World Heritage Sites, Grade I or II* Listed Buildings and Registered Parks and Gardens, above-ground Scheduled Monuments;
- Grade II Listed Buildings, Conservation Areas and Registered Parks and Gardens; and
- Non-designated heritage assets (e.g. locally listed buildings).

3.32 The susceptibility to change of a townscape receptor includes consideration of its ability to accommodate the type of change proposed. The susceptibility to change of a viewer or viewers experiencing a view includes consideration of the nature and expectation of the viewer(s), which reflects the occupation or activity of the people who will gain the view. Those experiencing a view are taken to be the general public affected by development, taking into account the differing interests and expectations likely to be found in residents, visitors and those who work in a place. For example, people who walk in a park in their leisure time or people in their street of residence are likely to have a higher sensitivity than people at their place of work, or people on the move along main roads.

3.33 The assessment of sensitivity is a matter of judgement, and a number of factors are likely to be relevant to each individual receptor, such that the assessment of sensitivity will be different in every case. However, the following examples are provided by way of general guidance; it should be noted that the assessment of sensitivity may fall between the different levels set out below.

3.34 A TCA largely comprising a World Heritage Site or a large number of grade I and II* buildings, with a strongly coherent form of development and including buildings of high visual quality, would likely be of high sensitivity. A TCA largely comprising a conservation area, open spaces or settled residential areas, with considerable character and coherence evident in the form of development, would likely be of medium sensitivity. A TCA with development of little notable character or coherence, buildings of generally low or mediocre quality, and few if any heritage assets may be considered of low sensitivity. Alternatively, some townscapes of robust character, such that they could easily accommodate change – for example, an overwhelmingly commercial environment – may also be considered to be of low sensitivity.

3.35 In respect of views, the overall sensitivity will depend on the susceptibility to change of the people experiencing the view, as previously noted, and its value/ importance. A view which is notably coherent and characterful, which contains highly graded heritage assets in a prominent manner, which is from an identified viewpoint location, and which is experienced by people with the specific expectation of enjoying the view, is likely to be of high sensitivity. A view from a point of some sensitivity due to heritage designations or amenity value – e.g. conservation areas, open spaces or settled residential areas – and which displays considerable visual interest and compositional quality, experienced largely by residents and people in their leisure time, may be considered of medium sensitivity. A view that has no particular qualities of character and coherence and that is dominated by buildings of poor or mediocre visual quality, or a view which is transient in nature or from a location within a business or other largely non-residential environment, may be considered of low sensitivity.

3.36 The overall assessment of the sensitivity of the receptor under consideration may be moderated to take into account a judgement about its susceptibility to change in the round. For example: a listed building or a part of a conservation area may be a prominent aspect of a view, or it may be present in the view but only incidentally; TCAs include within them areas of greater and lesser quality; and so on.

Methodology for Determining Magnitude of Change (Impact) and Significance of Effects

3.37 The assessment of the significance of the effects of any proposed new development on existing townscape and views is a matter of judgement. The assessments in this document have been made on the basis of professional judgement, which took into account relevant planning policies and guidance. The assessment has been based on the following method.

3.38 An assessment was made of the likely significance of the effect that the Proposed Development would have on the receptor under consideration. This is a function of the sensitivity of the receptor as existing (as explained in the previous section), together with the magnitude of the change (i.e. impact) resulting from the Proposed Development.

3.39 The magnitude of the change (impact) resulting from the Proposed Development is assessed **as high, medium, low** or **very low** using the following criteria:

- **High:** considerable change to the townscape or view;
- **Medium:** an obvious change to the townscape or view;
- **Low:** a small change to the townscape or view that would not be readily noticed; or
- **Very Low:** there would be minimal change to the townscape or view.

3.40 The assessment of the magnitude of change includes consideration of a range of factors, including the loss of existing features on the Site, and the overall scale and nature of the visibility of the Proposed Development within a TCA or view; the degree to which the effect of the Proposed Development's scale, form, appearance and character are consistent with or contrast with that of the existing character of the view or TCA;

the geographical extent of the effect; and the duration of effect. The assessment of magnitude will be different in every case; however, the following examples are provided by way of general guidance.

3.41 An impact of high magnitude is likely to involve extensive visibility of the Proposed Development, and/or visibility at an apparent scale that may be as large or larger than most existing elements in the townscape or view, or the appearance of the Proposed Development may be in notable contrast to the existing character of the townscape or view. An impact of medium magnitude is likely to involve considerable visibility of the Proposed Development, and/or visibility at an apparent scale similar to existing elements in the townscape or view, and/ or it may form a noticeable contrast with the general existing character of the townscape or view. A change of low magnitude is likely to involve a relatively small degree of visibility of the Proposed Development, and/or visibility at a similar or lesser apparent scale than existing elements in the townscape or view; or it may be of greater visibility and scale, but consistent with the existing character of the townscape or view to the extent that it would be little noticed.

3.42 These two measures – sensitivity and magnitude – are combined to provide a measure of the significance – **major, moderate, minor** or **negligible** – of the effect on townscape or views which will result from the Proposed Development, the most significant effects being effects of high magnitude on receptors of high sensitivity. The terms in the boxes in Table 2-1 indicate the significance which results from the relevant combination of magnitude of change and sensitivity. Likely significant effects, for the purposes of EIA assessment, are those which fall in the shaded area of Table 2-1 (i.e. those of 'moderate' significance or above).

		Sensitivity of Receptor		
		High	**Medium**	**Low**
Magnitude of change	**High**	Major	Moderate to Major	Moderate
	Medium	Moderate to Major	Moderate	Minor to Moderate
	Low	Moderate	Minor to Moderate	Minor
	Very Low	Negligible/ Minor	Negligible/ Minor	Negligible

Table 2-1 Determination of the Significance of Effect

3.43 The magnitude of change and / or the sensitivity may be assessed as being at an intermediate point between the criteria set out above e.g. a change of 'medium to high' magnitude. Where this is the case and the magnitude and / or sensitivity criteria are intermediate, all possible significance criteria that fall under the combinations of the magnitude and sensitivity criteria have been considered and the most appropriate significance assessment, based on professional judgement, chosen. Similarly, an effect of very low magnitude on a receptor of medium or high sensitivity may result in an effect that is negligible, negligible to minor or minor in significance, and the most appropriate assessment based on professional judgement is made.

3.44 Effects have also been assessed qualitatively as beneficial, adverse or neutral in respect of the nature of their effect on the receptor under consideration. Within any given view or area of townscape that is being assessed, there may be both beneficial and adverse effects as a result of the Proposed Development. The question of whether an effect is beneficial or adverse relies on a judgement of the qualitative effect in the round and is a 'net equation'. It is not necessarily related directly to the degree of sensitivity or to the magnitude, or, consequently, to the significance of the effect. A neutral effect is one in which there is no noticeable beneficial or adverse effect, or in which the effect is considered neither beneficial nor adverse overall, having made a 'net equation' judgment that takes into account both beneficial and adverse impacts. Any effect, including one that is significant (because of the combination of magnitude and sensitivity), may be neutral in respect of the qualitative effect on the receptor under consideration.

3.45 By way of example, a beneficial effect in terms of views could derive from the high architectural quality of a proposal, or from providing a focal point in a view with a directional quality, or from coherently consolidating an existing skyline composition. A beneficial effect in townscape terms could derive from the reinforcement of an existing pattern and form of development in a coherent manner, for example. An adverse effect in terms of views could derive from the introduction of a building of low architectural quality, or of a form or scale of development which disrupts views with strong compositional or picturesque qualities. An adverse effect in townscape could derive from a form and scale of development which contrasts (in a disruptive manner) with an established high-quality townscape, for example. A neutral effect in views and townscape could derive from a balanced judgement in which both positive and negative effects such as the examples cited above are apparent, and therefore a neutral effect can apply to effects that are 'significant' as well as situations in which the Proposed Development has no significant effect.

3.46 The GLVIA suggests (para 6.28) that *'an informed professional judgement should be made as to whether the visual effects can be described as positive or negative (or in some cases neutral) in their consequences for views and visual amenity. This will need to be based on a judgement about whether the changes will affect the quality of the visual experience for those groups of people who will see the changes, given the nature of the existing views'*. The present assessment offers informed professional judgements based on this advice.

3.47 Effects are also assessed in relation to duration and spatial scale. The assessments of duration and spatial scale are provided within the table at the end of the assessment (Table 2-5) and the following criteria are used:

- 'Short to medium-term' effects are considered to be those associated with the Site demolition and construction works;
- 'Long-term' effects are those associated with the completed and operational Proposed Development;
- 'Site' or 'local' effects are those affecting the Site or neighbouring receptors;
- 'Borough' effects are those which are likely to occur to receptors within the administrative boundary of the LBTH;
- 'Sub-regional' effects are those affecting boroughs neighbouring the LBTH; and
- 'Regional' effects are those affecting receptors across Greater London.

3.48 In cases where the Proposed Development results in no change to a receptor, an assessment of '**no effect**' is given, and this is considered 'not significant'.

Methodology for Determining Demolition and Construction Effects

3.49 The methodology used for determining demolition and construction effects is the same as that set out above for operational effects. The townscape and visual effects of the demolition and construction process will vary in intensity across the programme, as is normal in any construction project. The assessment takes into account the temporary nature of the maximum effect with regard to each receptor.

Assessment Method – approach to assessment of outline phases

3.50 The Applicant is seeking permission for a Proposed Development that includes both outline and detailed Proposals. As such, the level of detail submitted as part of the planning application relating to each element of the Proposed Development varies.

3.51 Parameter Plans set out the maximum footprints and the maximum height (AODs) of each part of the outline component of the Proposed Development. Together, these form the maximum envelope parameters ('maximum parameters') within which buildings could be located. For the purposes of this ES and when phasing is considered, the Proposed Development is assessed in the context of the maximum massing parameters sought for approval (at the maximum height AODs noted in the Parameter Plans). This is so the ES considers the 'worst case' in respect of phasing effects, as the maximum massing represents the greatest volume of development that can come forward across the Site, and therefore results in the greatest potential for impacts.

3.52 The likely effects as a result of the phased delivery of the Proposed Development are defined based on professional opinion and are informed by the analysis undertaken in respect of the completed development under the maximum massing parameters.

3.53 This section also considers the potential for cumulative effects i.e. those associated with the Proposed Development (under the maximum massing parameters) in conjunction with other surrounding development schemes.

The Design Code

3.54 The Design Code document submitted with the planning application sets out rules which provide a further level of detail beyond that contained within the Parameter Plans and which moderate the way in which the parameters could be built out. Of particular relevance to the townscape and visual effect of the Proposed Development are the plot by plot rules governing:

- Form, alignment and width of routes.
- Building lines, stipulating those instances where setbacks and projections are permitted. Rules also apply to balconies and bay windows, which are not permitted to extend beyond the boundary line;
- Building uses for ground and upper levels;
- Building entrances and their role in ensuring active frontages;
- Building scale and massing, including base, middle and top components;
- Building elevations, including window openings and balconies;
- Facing materials and windows/glazing;
- Private amenity; and
- Public realm and landscape.

3.55 Where relevant, therefore, the Design Code is taken into account in the assessment of the effect of the Proposed Development on the receptor in question.

Accurate Visual Representation Production

3.56 For each of the identified views in the assessment which follows, there are images of the view 'as existing', showing baseline conditions; 'as proposed', showing the Proposed Development in the image; and 'as proposed with cumulative schemes', showing the Proposed Development and cumulative schemes in the same image.

3.57 'As proposed' images are provided as 'Accurate Visual Representations' ('AVRs'). AVRs are produced by accurately combining images of the Proposed Development (typically created from a three-dimensional computer model) with a photograph of its context as existing. The AVRs were produced in accordance with the LVMF and correspond to Type 4 images as set out in the Landscape Institute's Technical Advice Note 06/19 'Visual Representation of Development Proposals', and the detailed method by which AVRs are produced is described in Appendix A5 to this Part 1 of Volume 2 of the ES.

3.58 AVRs have been provided either as rendered (photorealistic) images or as 'wirelines' (diagrammatic representations showing the outline of the Proposed Development). Professional judgement was used to determine which views would be presented in wireline form and which would be rendered. Rendered and wireline images illustrate accurately the degree to which the Proposed Development would be visible, and its form in outline. The Detailed Proposals (Phase A) are shown as a blue outline in the 'wireline' images. The Outline Proposals are shown as a purple outline (Phase B), yellow outline (Phase C), and turquoise outline (Phase D) respectively. Rendered images also show the detailed form and the proposed use of materials for Phase A buildings. Wirelines are shown dotted where the new buildings would be occluded in the view image in question.

3.59 The Proposed Development is shown in one of two ways in the 'as proposed' images:

1. Wireline AVRs: All elements of the Proposed Development in the image shown in outline 'wireline' form, each phase distinguishable by the colours noted above. The wirelines for the Outline Proposals (Phases B, C and D) identify the maximum massing envelope, with all phases occluded against each other; and

2. Rendered AVRs: The Detailed Proposals (Phase A) shown in photorealistic 'rendered' form. The Outline Proposals (Phases B, C and D) are shown in wireline form, identifying the maximum massing envelope, with all phases occluded against each other.

3.60 For each of the identified verified views, a description and assessment have been given:

- A description of the view as existing, identifying the type of viewer likely to experience the view, the visual quality of the view, its sensitivity to change and, where necessary, the reason for that sensitivity;

- A description of the view as proposed, with an assessment, based on the method set out above of the significance of the effect that the Proposed Development would have on the view, and a qualitative assessment of the effect of the Proposed Development.

- An assessment of the view 'as proposed with cumulative schemes' i.e. of the cumulative effect of the Proposed Development in the context of other proposed and consented 'cumulative' schemes which are shown in the view as orange wirelines.

3.61 In addition, Appendix A7 of this TVIA contains images showing the cumulative condition for each view printed at the optimum scale for assessing the Proposed Development on site. When these pages are held at a comfortable viewing distance, a viewer standing at each viewpoint location would find that the features shown in the relevant AVR will appear at the same size as they do in the actual scene.

3.62 As noted above, a number of the buildings of the Proposed Development are not yet designed in detail. Parameter Plans submitted as part of the planning application set out the maximum footprints and maximum height of each plot (or part of a plot). The scenario presented in this assessment is that in which every outline plot would be built out to the maximum height and footprint possible for each plot, and this is referred to as the 'maximum parameters' scenario. This is considered to be the scenario in which the Proposed Development would have the maximum, i.e. most significant, effect.

3.63 In addition, the assessment of the effect of the Proposed Development at maximum parameters takes into account the Design Code document submitted with the planning application, where relevant. The Design Code sets out guidance to inform the detailed design of buildings and open spaces within the outline part of the Proposed Development at the Reserved Matters stage. The Parameter Plans and Design Code together will inform the future Reserved Matters applications.

3.64 A number of proposals for developments near the Site have either been granted planning permission, are under construction, or have been submitted for planning permission to the relevant local planning authority. These 'Cumulative Schemes' are noted in Appendix A2 'Details of schemes'of this TVIA, and an assessment of the effect of the Proposed Development in the context of these Cumulative Schemes, is provided later in this TVIA.

3.65 The approach to cumulative assessment is to focus on the additional effects of the Proposed Development on top of the cumulative baseline (i.e. as if the cumulative schemes were in place). The GLVIA acknowledge this as one of two main assessment approaches which are acceptable. It is considered that this approach is best suited to an urban environment, in which the cumulative effects between the Proposed Development and other schemes can be complex (including situations in which the effect of the Proposed Development could be lessened or removed entirely by cumulative schemes) and because, as also acknowledged in the GLVIA, it may not be considered reasonable to assess the effect of many complex schemes other than the Proposed Development in the manner required by the alternative approach, known as the 'combined effects' approach.

3.66 The assessment of individual views, and the concluding section concerning effects on townscape, which is informed by the view assessments, has considered the effect on the townscape and views as they would be experienced by viewers in reality. Photographic images of townscape are no more than an approximation to this, for a number of reasons:

- Viewers have peripheral vision; their view is not restricted by borders as a photograph is, and they can move their eyes and heads to take in a wide field of view when standing in one place;

- Viewpoints themselves are not generally fixed. Townscape is experienced for the most part as a progression of views or vistas by people who are moving through streets or spaces rather than standing still;

- Photographs do not reflect the perception of depth of field as experienced by the human viewer due to parallax;

- Before and after views illustrate the view in conditions that are particular in respect of time of day and time of year, daylight and sunlight, and weather, and the view will appear differently to varying degrees when any or all of these things vary; and

- Townscape is experienced not by the eye alone but by the interpretation by the mind of what the eye sees, considered in the light of experience, knowledge and memory.

3.67 The 'as proposed' images are provided as a guide to the effect on views as they would be experienced on site; to act as an aide-memoire; and to assist site visits. The assessment provided in this TVIA represents a professional judgement of the likely effect of the Proposed Development on the view or the townscape, informed by site visits as well as the photographic images provided, rather than an assessment of the photographic images.

3.68 The general conclusions about the effect of the Proposed Development on the townscape considered in the round should also be taken into account when considering individual views.

Evolution of the Baseline

3.69 The 2017 EIA Regulations (as amended) require consideration of the evolution of the baseline should the Proposed Development not come forward. This consideration is provided in the section 'Assessment of the Future Environment' later in this report, and it is formed of a qualitative assessment made on the basis of professional judgement.

Assumptions and Limitations

3.70 The baseline photography was carried out when the trees were not in leaf (with the exception of the view from Memorial Recreation Ground – View 34). The assessment of the effect of the Proposed Development is therefore considered to be of its maximum visual impact in all cases where winter photography was used. In the case of View 34, digital modelling was used to inform a separate assessment of the effect on that view in the winter condition (i.e. taking into account the maximum visibility of the Proposed Development). Where changes to the visibility of the Proposed Development in a particular view shown in the winter condition would be significant enough to alter the assessment of the magnitude of change resulting from the Proposed Development, a separate assessment for summer is provided in the accompanying text.

3.71 In many cases, in particular those where new buildings within the outline phases would be seen at close quarters, the visual impact of the Proposed Development would be dependent on the quality of the architecture, detailing and materials, which are matters not fixed at this stage, but are governed by the Design Code. The assessment is based on the premise that buildings defined by the Parameter Plans would be of a high standard of architecture, detail and materials as required by the Design Code and national, London-wide and local design policies and guidance.

3.72 The AVRs and view assessments accompanying them inform the assessment of effect on townscape character areas which is provided within the Townscape Assessment section. As with the assessment of views, the assessment of the effect of the Proposed Development on townscape character areas is made with regard to the Design Code, where relevant. Urban design effects are also relevant to consideration of the effect on townscape character areas.

3.73 The baseline photography was taken during daylight hours. It is considered that the appearance of the Proposed Development at night would be consistent with that of other existing developments in the local area, and separate night time AVRs are not provided.

Consultation

Engagement with the LBTH

3.74 A series of pre-application meetings and workshops took place between the Applicant and planning and urban design officers at the LBTH over the course of late 2020 and 2021. Effects on townscape, views and heritage were discussed at meetings on 4 September 2020 and 7 October 2020. A site walkabout with officers took place on 12 October 2020, which resulted in the refinement of the proposed viewpoints in line with officer comments. A further townscape and views-focussed meeting took place with officers on 13 November 20.

3.75 An EIA Scoping Request was issued to the LBTH in August 2021. This set out the proposed methodology for the TVIA and the proposed list of 33 viewpoints to be assessed.

3.76 An EIA Scoping Opinion was issued by the LBTH on 8 September 2021. A number of issues were raised. The response to these is provided within ***ES Volume 3, Appendix EIA Methodology: Annex 3***. PSC's response to the maters raised in relation to the TVIA scope is also provided in Table 2-2 below:

Scoping Opinion comment	PSC response
4.7.2 General Comments	
The ES should clearly identify the receptors considered within the TVIA and their sensitivity to the demolition and construction, and operation of the Proposed Development. This should be supported by a clear map outlining the receptors and study area, such as the figure provided in Appendix G of the Scoping Report	Townscape and visual receptors will be clearly identified in the TVIA, with reference to Figures showing their location. Sensitivity ratings will be applied to each receptor.
All judgements on the significance and direction of effects on views and townscape need to be fully explained and justified.	Judgements will be supported by explanatory text describing the effect of the Proposed Development on a given view or townscape receptor.
The assessment of townscape character should have regard to the location and sensitivity of affected townscape character areas (with reference to the Tower Hamlets Local Plan 2031: Managing Growth and Sharing the Benefits (2020), Urban Structure and Characterisation Study and other relevant guidance, such as Conservation Area appraisals, design guides, supplementary planning documents and the Tower Hamlets Conservation Strategy), in addition to such documents adopted by the London Borough of Newham.	Due regard will be given to these publications in the submitted assessment.
A list and map of proposed views has been provided within the Scoping Report in Appendix G. This will need to be discussed and agreed with LBTH's Urban Designer through a site visit, a VU City Model and / or an initial assessment. It is helpful if photos with wirelines of the Proposed Development are provided in the first instance to inform the identification of rendered views. From an initial consideration LBTH consider the following viewpoints should also be assessed in the townscape and visual aspect chapter: • Viewpoints to demonstrate how the setting of Grade II* listed Balfron Tower and associated Conservation Area is affected by the Proposed Development, to include a view from Brownfield Street; • Viewpoint from Royal Oak Public House (Grade II) on Barking Road; • Viewpoint from Memorial Recreation Ground. • Locally (Royal Borough of Greenwich) designated views (as identified in policy DH(g) of the Royal Greenwich Local Plan: Core Strategy with Detailed Policies): – View 7: Thames side panorama from the Thames Barrier open space. – View 9: Docklands Panorama from the Wolfe Monument; and – View 11: 02 from Central Park.	The Applicant has engaged directly with planning and urban design officers at the LBTH on the proposed viewpoint locations and view type since October 2020. The views identified in the scoping submission reflect these discussions, including those that took place on a site visit with the LBTH's urban designer on 12 October 2020. With respect to the specific viewpoints noted opposite: The viewpoints identified in the map included in the scoping submission are considered by KMHeritage (KMH) to be sufficient to inform a full assessment of the effect on the setting of Balfron Tower and the associated Conservation Area. The set includes a view from Brownfield Street, added following a pre-application meeting with Historic England (HE) in February 2021. KMH have considered this request and advise that it is clear from inspection of a Zone of Visual Influence study (ZVI) commissioned for this application that there will be no intervisibility between this receptor and any part of the Proposed Development (please see the enclosed ZVI study for reference). Therefore, it is not considered necessary to provide a view from this location. The TVIA will include a view from Memorial Recreation Ground, as requested. View 7: The ZVI study reveals that the Proposed Development would be screened from view by intervening buildings. Therefore, we do not propose to provide a view from this location. View 9: The proposed views set identified in the scoping submission already includes this viewpoint (LVMF 5A.1). View 11: A ZVI study reveals that the Proposed Development would not be visible form Central Park (please see the ZVI study enclosed). Therefore, we do not propose to provide a view from this location.
The Applicant is advised to consult with the Twentieth Century Society and Historic England regarding the viewpoints proposed to ensure the effects on Balfron Tower and Carradale House listed buildings can be sufficiently understood, The Applicant is advised to refer to the Twentieth Century Society's and Historic England's consultation response in this regard.	The Applicant presented the emerging proposals for the Site to HE in February 2021. The viewpoint set reflects the request from HE to include an additional view from Brownfield Street. The viewpoints identified in the map included in the scoping submission are considered by KMH to be sufficient to inform a full assessment of the effect on the setting of Balfron Tower, Carradale House and the associated Conservation Area. At the time of writing (October 2021) there had been no direct engagement between the Applicant and the Twentieth Century Society in relation to the Aberfeldy New Masterplan. KMH advise that there would only be a requirement to consult this body if the works involved demolition of some part of the listed buildings on the Brownfield Estate.
The Applicant should consider whether the Proposed Development would be visible in LVMF views and Borough designated views (as identified in Figure 6 of policy D.DH4 of the Tower Hamlets Local Plan 2031: Managing Growth and Sharing the Benefits (2020).	LVMF views: PSC considered these and determined that the TVIA should present a view from Greenwich Park (LVMF 5A.1). This viewpoint was included in the set proposed in the scoping submission. Borough Views: PSC considered these and determined that the TVIA should present Borough Designated View 5 (Balfron Tower from Langdon Park) and Borough Designated View 6 (Balfron Tower from East India Dock Road). These viewpoints were included in the set proposed in the scoping submission.
It is important that the assessment is designed to ensure that all impacts are fully understood. Section drawings and techniques such as photomontages are a useful part of this.	This is noted.
The TVIA methodology should accord with the GLVIA3 methodology as described within the Scoping Report. It is therefore understood that the TVIA will highlight the 'residual' likely significant effects for townscape and views (those effects which remain following the implementation of suitable mitigation/ iterative design measures). The TVIA should clearly establish which levels of effect are deemed significant, with clear justification as to the nature (adverse, beneficial or neutral) of effect.	The TVIA will accord with the GLVIA3 methodology The TVIA will identify which levels of effect are deemed significant, and provide justification as to the nature of effect.
Images should be prepared in accordance with the Landscape Institute's Technical Advice Note 06/19 'Visual Representation of Development Proposal'. Visualisations are required to be undertaken in accordance with Type 4, as described on Page 11, and Pages 21-24. The presentation of AVRs should reference the latest Landscape Institute Guidance on visualisations (TGN 06/19) and should include a detailed description of the AVR production methodology.	Images will be prepared in accordance with Advice Note 06/19.
The ES should contain a detailed methodology, which demonstrates that the views can be relied on as a fair representation of the impacts of the Proposed Development. The assessment should not focus on only any beneficial effects of the Proposed Development.	This will be confirmed in the TVIA methodology. Where effects are considered to be beneficial, they will be identified as such.
It should be noted that whilst townscape, views and built heritage are interrelated, each matter should be clearly defined and dealt with appropriately in order to comply with the current guidelines e.g. its own methodology, and effects identified. Some guidance on links to cultural heritage assessments is provided at paragraphs 5.7-5.11 of Guidelines for Landscape and Visual Impact Assessment Third Edition (GLVIA 3). The townscape and visual assessments in the TVIHA should be informed by the built heritage assessment, especially in relation to sensitivity and value of heritage assets and provide clear cross-reference as appropriate.	Separate methodologies will be applied to the TVIA will Built Heritage Assessment (BHA). Notwithstanding, the TVIA will take into account the sensitivity and value of heritage assets lying within its study area. Cross-references to the BHA will be made as appropriate.
All cumulative schemes identified for assessment should be clearly identified on a plan showing their location relative to the Proposed Development and for each viewpoint by an AVR illustration where they would be in view, to show how the cumulative effects assessment has been determined.	This is noted. Cumulative schemes will be identified in views 'as proposed with cumulatives' to inform an assessment of cumulative effects on views and townscape in the TVIA.
4.7.3 Demolition and Construction	
The ES should confirm details of any construction compounds and Application Site hoarding and provide assessment within the TVIA as required. The TVIA should also consider the programme of work, including any phasing of construction.	This is noted. Details of such mitigation measures will be provided in the TVIA.
4.7.4 Operation	
The ES should assess winter views so that vegetation is not screening the Proposed Development. In views where there is no vegetation, summer visualisations may be used.	The ES will assess views using winter photography, except in the case of the view 34 - Memorial Recreation Ground). In this instance while summer photography is used (as it was provided in response to the Scoping Opinion) the wireline representation of the Proposed Development indicates the potentially visible parts as a solid line in the image where trees appear. This is an accurate representation and the TVIA assesses the 'worst case/maximum visibility' condition.

Table 2-2 Response to EIA Scoping Opinion comments on TVIA

Other consultees

3.77 The Applicant presented the emerging proposals for the Aberfeldy Village Masterplan to Historic England on 15 February 2021. Feedback included a request for an additional verified view looking towards the Site from Brownfield Street, taking in Balfron Tower. Historic England's response to the Scoping submission confirmed their request for this additional view. The view is included in this TVIA.

3.78 The emerging proposals for the Site were presented to the GLA on 17 November 2020. The scheme's effect on the setting of Balfron Tower was discussed at the meeting.

4 Baseline Conditions

4.1 The Site is located in Poplar, in the LBTH. The irregularly shaped site is 8.14 hectares (approx. 20 acres) in size. The Site is located to the east of the Blackwall Tunnel Northern Approach Road (A12), to the south/south-west of Abbot Road, the former Leven Yard Gasworks site, and the River Lea beyond that, and to the north of the Aberfeldy Village development and Culloden Primary School. East India Dock Road (A13) lies just to the south of that.

4.2 The Site takes in Abbott Road, Aberfeldy Street, Balmore Close, Blairgowrie House, Heather House, Jura House, Tartan House, Thistle House, Kilbrennan House, Blairgowrie House, Nos. 33-35 Findhorn Street, Nairn Street Estate, Leven Road open space and Braithwaite Park, as well as a stretch of land running parallel to the A12, and the adjacent vehicular and pedestrian underpasses.

4.3 The surrounding area is severed by transport corridors - both the A12 and A13, and also the River Lea, which is a barrier to east-west movement. The townscape is fragmented and as a whole undergoing wide scale regeneration. There are areas of industrial land, large areas of post-war housing estates, and areas of recently developed land, as well as pockets of historic or earlier development. The grade II* listed Balfron Tower, lying just to the west of the A12 and the Site, is the focus of both the Brownfield Estate and the Balfron Conservation Area, which include other listed buildings, such as Carradale House (grade II), and Glenkerry House (grade II).

4.4 The recent and emerging context in the surrounding area comprises predominantly residential led schemes, many of which include at least one tall building.

4.5 The Site and its surroundings are described in further detail in the following chapter.

Historical development of the area

4.6 Bromley originally developed around the Benedictine nunnery of St Leonard, which was in existence by 1122. The area of Bromley by Bow expanded as a settlement along the western side of the River Lea, close to fords across the river which had been improved during the Roman occupation.

4.7 By the 17th century, the area was a rural retreat, with mansions in spacious grounds occupying the area – this continued into the 18th century, and it wasn't until the early 19th century that suburbanisation began towards the north of the Site. The area of the Aberfeldy Estate was originally developed in 1864 as small terraced houses by David McIntosh, and later from 1873 by John Abbott. Suburbanisation continued, and the wider area was covered by terraced housing by the end of the 19th century.

4.8 Close to the Site, the Poplar Gasworks was built by the Commercial Gas Company from 1876 onwards. No.1 Gasholder was built by 1877 - the first gasholder on the site by engineer Harry Jones (it was considerably smaller than the adjacent and later gasholder of 1929). By the end of the 19th century, a number of works, wharves and mills had been built along both sides of this stretch of the river. Other local uses included a bus depot on Leven Road, operated by London County Council (LCC).

4.9 The Abbott Estate was built as low-rise housing from 1947, although has been largely rebuilt since. The steel-framed Braithwaite House on Abbott Road (now demolished) was finished in 1950, and Aberfeldy Street was rebuilt in 1948 to become the main shopping street in the area.

4.10 The Aberfeldy Estate and Nairn Street Estate were built during the 1970s. They reflected the typical design principles of that time. The new street pattern and building layouts departed from the historic grain of the former Victorian terraces, instead creating a less permeable area with long linear block of flats and maisonettes. A number of schools were built around the Site at this time, both in close proximity to the A12: Culloden Primary School, on Dee Street to the south; and Bromley Hall School (grade II) on Leven Road to the north.

4.11 The Blackwall Tunnel Northern Approach Road was constructed in the 1960s, bringing about considerable change in the area, creating a physical barrier between the areas immediately west of the river and those further west. The Brownfield Estate (west of the Site) which includes Balfron Tower, Carradale House and Glenkerry House, replaced terraced housing during the second half of the 1960s.

4.12 In recent years, there have been a number of new developments in the area surrounding the Site. Completed riverside apartment blocks on Leven Road include Leven Wharf. Around 2010, the gas holders were cleared from the Poplar gasworks site to make way for the Poplar Riverside development, which will include a number of tall residential towers. Just south of the Site, Phases 1, 2 and 3a of Aberfeldy Village have been completed and are occupied. Phase 3b is currently on site and due for completion next year.

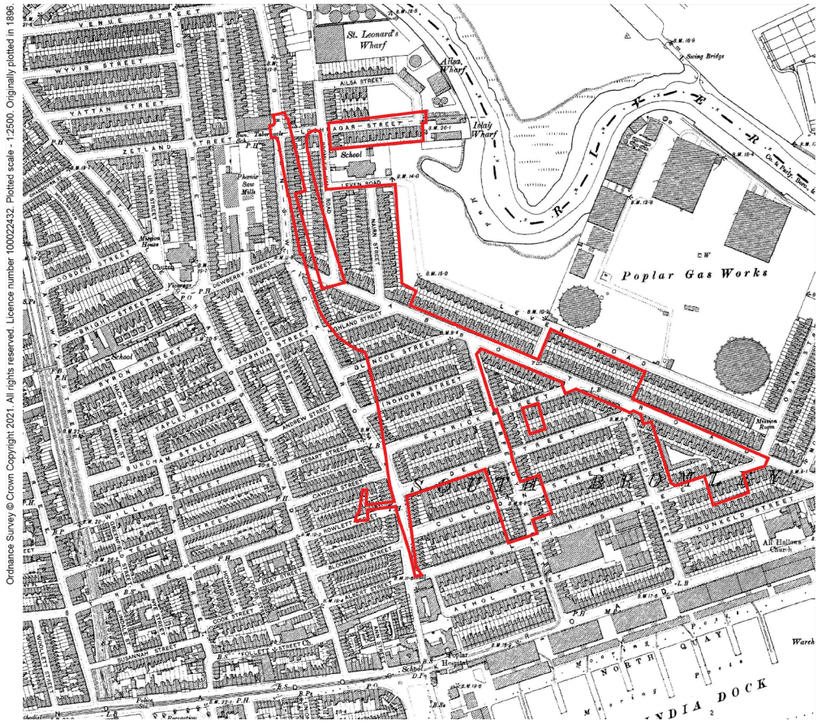


Figure 2-1: OS map from 1896

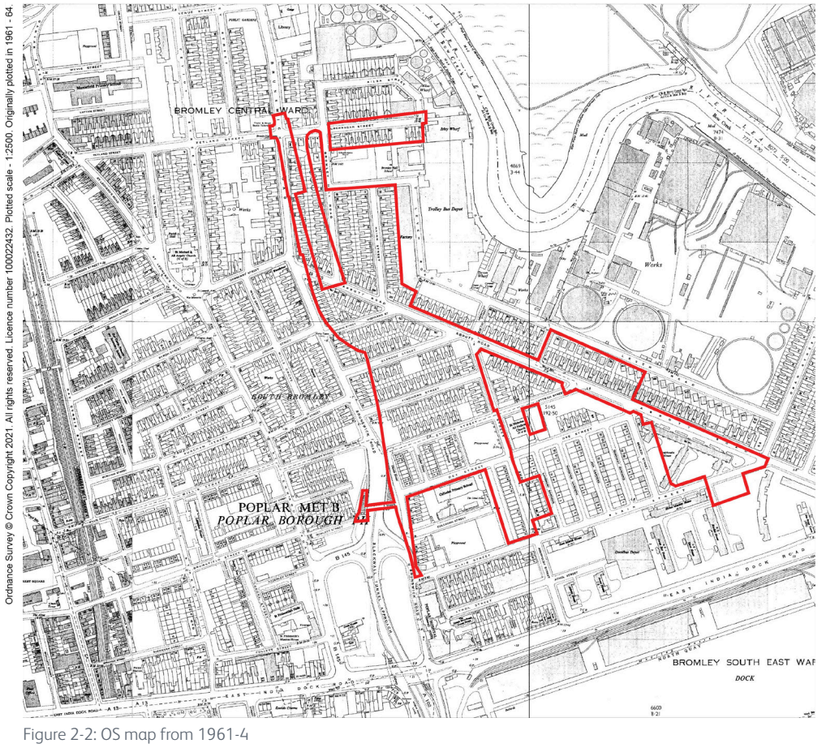


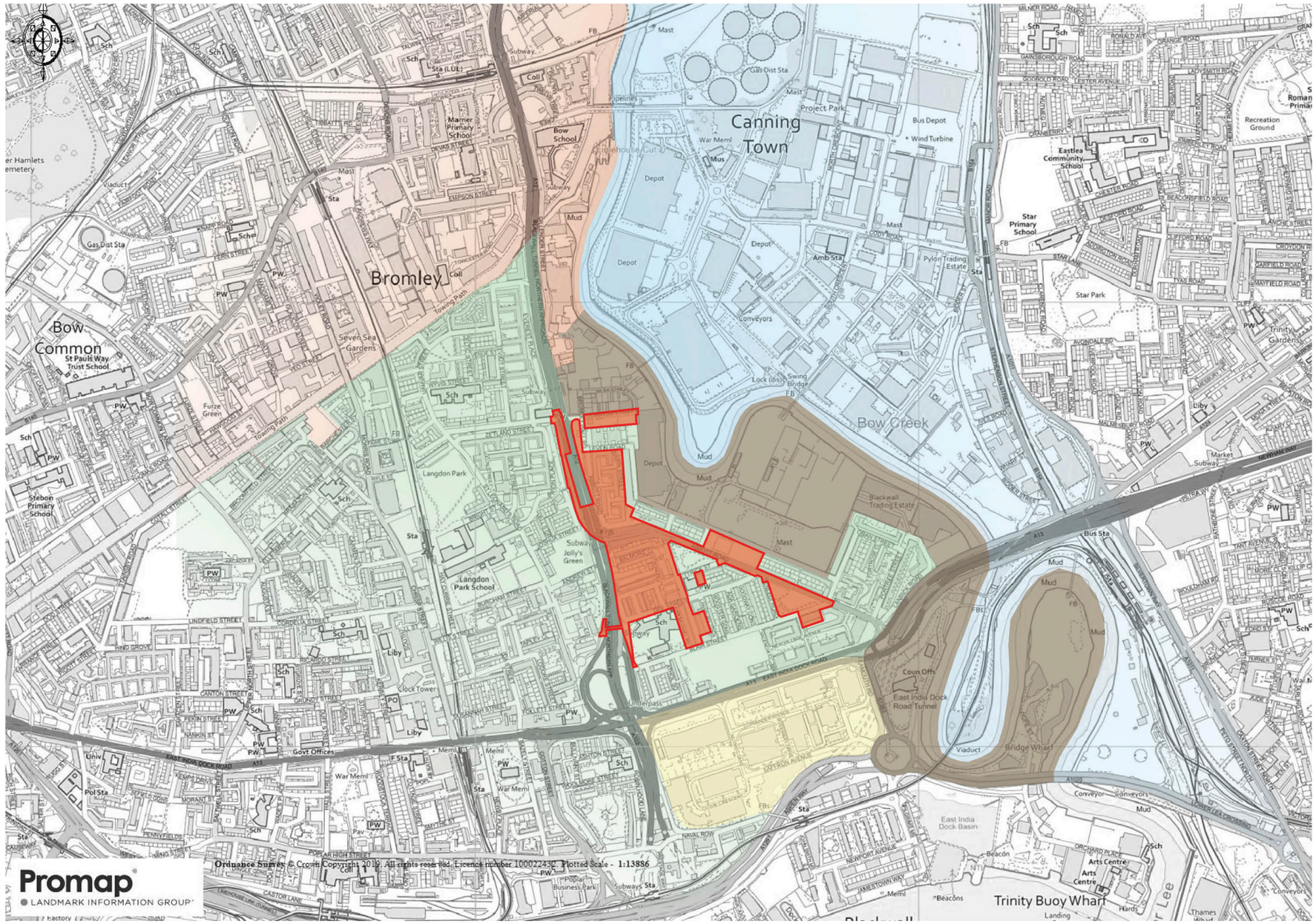
Figure 2-2: OS map from 1961-4

5 Receptors and Receptor Sensitivity

5.1 This section identifies the townscape and visual receptors considered in this assessment. Townscape is characterised by dividing the study area into geographical areas which have readily identifiable characteristics in common (townscape character areas). Each townscape character area (TCA) is considered as a receptor in its own right. Visual receptors take the form of views from selected viewpoints. These viewpoints are presented in tabulated form. Once identified, the sensitivity to change of each receptor is then stated.

HERITAGE ASSETS

5.2 The heritage assets that have informed the assessment of the sensitivity of TCAs are set out under each TCA below. These include all designated heritage assets within the TCAs. An assessment of the effects of the Proposed Development in respect of heritage assets around the Site, taking into account heritage significance, is contained in ES Volume 2, Part 2: Built Heritage Assessment.



Notes:

Approximate site boundary is marked in red for indicative purposes only.

Townscape character areas:

- Townscape character area 1: Poplar
- Townscape character area 2: Poplar Riverside
- Townscape character area 3: East India Dock
- Townscape character area 4: East of The River Lea
- Townscape character area 5: Limehouse Cut

Figure 2-3: Townscape Character Areas

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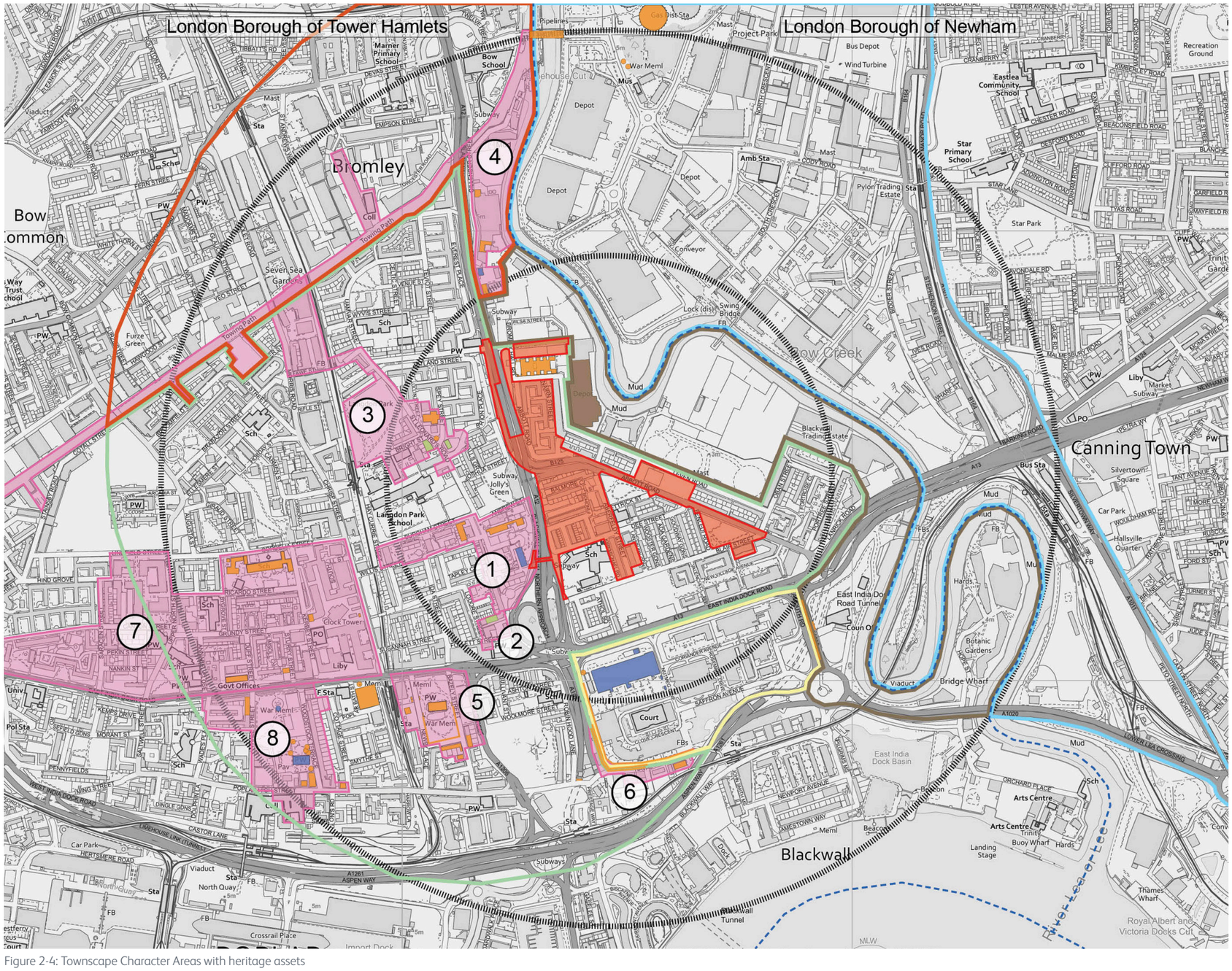


Figure 2-4: Townscape Character Areas with heritage assets

Notes:

Approximate Site boundary marked in red for indicative purposes only. Heritage assets within a 500m and 1km radii are identified.

Locally listed buildings within 500m are identified. Grade II*/ II buildings within 1km are also identified.

Conservation areas are marked in pink and identified below.

Borough boundaries are marked with a blue dotted line.

Conservation areas:

1. Balfron Tower Conservation Area
2. St Frideswide's Conservation Area
3. Langdon Park Conservation Area
4. Limehouse Cut Conservation Area
5. All Saints Church, Poplar Conservation Area
6. Naval Row Conservation Area
7. Lansbury Conservation Area
8. St Matthias Church, Poplar Conservation Area

Townscape character areas:

- Townscape character area 1: Poplar
- Townscape character area 2: Poplar Riverside
- Townscape character area 3: East India Dock
- Townscape character area 4: East of The River Lea
- Townscape character area 5: Limehouse Cut

Listed buildings:

- Grade II* listed building
- Grade II listed building

Non designated heritage assets:

- Locally listed building
- Non designated heritage asset

TOWNSCAPE CHARACTER AREAS

5.3 The five townscape character areas (townscape receptors) that are identified for the purposes of this assessment, and which are described below and illustrated in Figure 2-3 comprise:

1. Poplar
2. Poplar Riverside
3. East India Dock
4. East of the River Lea
5. Limehouse Cut

5.4 The definition of these TCAs has taken into account the boundaries of designated heritage assets such as conservation areas (and relevant adopted documents describing and assessing the character or significance of these areas) as well as LPA SPDs for the area.

5.5 The boundaries of these various areas are, however, not always clearly defined as the townscape character may gradually change along the length of a street between areas of distinct townscape character.

TCA 1: Poplar

5.6 This TCA, which includes the Site, is intersected by the major roads of the A12 which runs north/south, and the A13 which runs east/west. The Limehouse Cut canal forms its north-western border, and the A1261 runs to the south of the TCA.

5.7 This TCA comprises predominantly residential development of different ages, heights and architectural styles. Post-war housing estates predominate, including the Aberfeldy Estate, the Brownfield Estate, Lansbury Estate, and Teviot Estate – the latter the subject of estate regeneration to include tall buildings focussed along the A12. Amongst the widespread estates, some pockets of historical residential development survive, including along Woodstock Terrace, Bazeley Street and Montague Place.

5.8 The Aberfeldy Estate, at the eastern end of this TCA, is currently undergoing significant regeneration to provide a new neighbourhood The first phases of Aberfeldy Village include residential units alongside shops, community and healthcare facilities and are due to be completed in 2021. Alongside this, there are pockets of recent development throughout the TCA, including along East India Dock Road and, more significantly, around Langdon Park DLR Station, where a number of developments are complete or nearing completion. These include two towers of 19 and 22 storeys. Further recent tall development is located at the southern end of the TCA, at Blackwall.

5.9 Throughout the TCA, there are a number of community and educational buildings, such as the Lansbury Lawrence Primary School, Langdon Park School and New City College. A post-war school of note is the grade II listed former Bromley Hall School, on Leven Road (north end). It was built in 1967-8 by the London County Council Architects' Department under the job architect Bob Giles, and was extended in 1978 to 1979. Its buildings are one storey high and of brown engineering brick. The school has been vacant for a number of years and is on Historic England's Heritage at Risk Register 2019 (its condition is listed as 'poor').

5.10 A number of churches survive across the TCA, despite widespread estate building in the post-war period. Small parades of shops and shopping areas can also be found throughout, such as the Chrisp Street Market and along Poplar High Street and East India Dock Road. The Aberfeldy Neighbourhood Centre, the focus of which is Aberfeldy Street, lies within the Site. One of the defining characteristics of that street is its row of mature street trees. Small parks and neighbourhood squares are common in the TCA, including the larger parks of Poplar Recreation Ground, Bartlett Park and Langdon Park.

5.11 Canary Wharf and Blackwall lie to the south of this TCA, and the tall buildings in these locations (which fall within tall building zones identified by the LBTH) can be seen in views from across the area. As noted in Chapter 2, Balfron Tower (grade II*) is a borough-designated landmark local to the Site that is the focus of several borough-designated views – View 5 from Langdon Park to Balfron Tower; and View 6 from East India Dock Road to Balfron Tower - and these have been illustrated in this TVIA.

5.12 The following heritage assets are located within this TCA and inform the assessment of its sensitivity.

Conservation areas

5.13 **Balfron Tower Conservation Area** is located directly to the west of the Site, on the other side of the A12. It was designated by the LBTH in October 1998. A Character Appraisal and Management Guidelines document (BTCAMG) (Ref.2-28) was adopted by the LBTH in March 2007. The CA is focused on the grade II* listed Balfron Tower, along with other buildings in the Brownfield Estate, including the grade II listed Carradale House, the grade II listed Glenkerry House, a community centre, shops and low-rise housing development. The immediate setting of this Conservation Area includes the A12.

5.14 On the subject of views, the BTCAMG notes that *'The key vistas include views south along St Leonard's Road from Balfron Tower and Carradale House, and striking views across the Borough. The view of the towers from the Langdon Park area is also of high quality. The tower blocks are clearly visible from East India Dock Road, and have long been considered landmark buildings in London's East End. The adjacent open space of Jolly's Green provides an appropriate 'forecourt' to Carradale House and the northern edge of the Conservation Area. Most vehicular entrances into the Conservation Area are framed by the buildings of the estate'*. This TVIA includes a number of views from within and looking across this CA, including views from Jolly's Green and Langdon Park, taking in the listed buildings noted above.

5.15 **St Frideswide's Conservation Area** is located approximately 110m to the south-west of the Site at its closest point, lying just to the west side of the Blackwall Tunnel Northern Approach. The CA was designated by the LBTH in 1993. A Character Appraisal and Management Guidelines document (Ref.2-29) was adopted by the LBTH in March 2007. It is a small CA that covers an area along Follett Street and Lodore Street that includes the locally listed St. Frideswide's Mission and associated buildings, which are mid-to-late 19th century yellow and red stock brick buildings. The immediate setting of this CA takes in the major road junction of the A102 and East India Dock Road.

5.16 Views within the CA run along street axes, including through Follett Street and Lodore Street. None of these are relevant to the Proposed Development. Nonetheless, views are possible from this CA towards the Site, looking across the busy road junction noted above.

5.17 **Langdon Park Conservation Area** is located approximately 120m to the west of the Site at its closest point, separated by the A12. It was designated by the LBTH in December 1990 and extended in October 2008. The Langdon Park Conservation Area Character Appraisal and Management Guidelines (LPCAMG) (Ref.2-30) were adopted by the LBTH in August 2009. The focal point of the CA is the grade II listed St. Michael's Church. The open space of Langdon Park falls within the CA, as does Langdon Docklands Light Railway Station, a primary school, and Georgian terraces. The LPCAMG notes that the Spratt's Biscuit factory complex (located on Limeshouse Cut) *'stands alone as a reminder of the area's historic industrial past'*, whilst the south-eastern part of the CA has a *'distinct village-like quality'*. The immediate setting of this CA includes tall modern development of recent construction at Langdon Park DLR Station. On the subject of views, the LPCAMG notes *'The views towards St Michael's Church from both north and south along St Leonards Road are significant, where the church spire plays an important role as a local landmark. Significant long views towards Spratt's factory complex along the canal and Violet Road make the group a stately landmark'.*

5.18 Those views are not of relevance to the Proposed Development, although open views in the direction of the Site are possible from Langdon Park, views that take in the church. This is illustrated in a TVIA view from this park (see views section below).

5.19 As noted above, Langdon Park is the location of Borough View 5 towards Balfron Tower. The effect of the Proposed Development on this view is assessed in this TVIA (see views section below).

5.20 **All Saints Church, Poplar Conservation** Area is located approximately 280m to the south-west of the Site at its closest point. The CA was designated by the LBTH in February 1986. A Character Appraisal and Management Guidelines (APCAMG) (Ref.2-31) was adopted by the LBTH in March 2007. The parish Church of All Saints, built in 1820-23, and its churchyard form the centrepiece of the CA, which also includes early 19th century residential streets. The immediate setting of this CA includes post-war, late 20th century and modern development. The latter incudes tall modern apartment buildings at no.187 East India Dock Road, and Camellia House, Cotton Street and Blashill Court, Pomfret Place.

5.21 The APCAMG notes that *'There are many long views to the spire of All Saints from outside the Conservation Area. Within the area, the views to the church across the churchyard are important from all directions, including diagonal views across the gardens. The views along the streets bordering the churchyard are important as the character of the residential edge to the square is still largely evident. The view east along Montague Place is particularly valuable, as it is defined by surviving historic buildings in relatively good condition'*. Some of the above look in the direction of the Site but take in the aforementioned tall modern development overlooking the CA. The TVIA includes a representative view from within this CA, lying within the church gardens (see views section below).

5.22 **Naval Row Conservation Area** is located approximately 250m to the south-east of the Site at its closest point. The Naval Row Conservation Area was designated in January 1987 by the London Docklands Development Corporation. The Conservation Area Character Appraisal and Management Guidelines (NRCAMG) (Ref.2-32) were adopted in March 2007. These describe the character of the CA as being *'defined by the surviving structures associated with the historic port and shipbuilding activities of the 19th century'*. The immediate setting of this CA includes the busy A102 and modern office buildings on Clove Crescent. The most significant views within the CA are those along Naval Row, running east-west, and north along the old perimeter wall of the East India Dock. Those looking north have the potential to take in development on the Site – the TVIA includes a representative view looking north (see views section below).

5.23 **Lansbury Conservation Area** is located approximately 390m to the west of the Site at its closest point. It lies to the north of East India Dock Road in Poplar. It was designated by the LBTH in January 1997. A Conservation Area Character Appraisal (LCACA) (Ref.2-33) was adopted by the LBTH in March 2008. The CA covers an area that was subject to the first comprehensive post-war housing redevelopment in the east end of London, including the permanent buildings of the 1951 Festival of Britain. The LCACA describes the CA as being characterised by *'...low scale residential architecture*

and traditional housing...with houses and blocks of flats grouped into closes and squares of different sizes... linked with open and landscaped land.' The Conservation Area includes modern development, which encompasses tall residential buildings (New Festival Quarter). Its local and wider setting incudes post-war, late 20th century and modern development.

5.24 The LCACA notes that *'The area is characterised by many distinctive views. The straight lines of East India Dock Road create long views to the west and east, including the composition of early 1950s residential buildings on the north side of the road, from Baring House to Trinity Church. The St Mary and St Joseph Roman Catholic Church is also highly visible from the local streetscene, particularly through Upper North Street, Canton Street and Grundy Street. Its stepped profile dominates the local townscape while its short spire is visible on the skyline. Panoramic views also exist in the area, with the towers of Canary Wharf setting a backdrop to the smaller scale of Poplar, highlighting the distinction between the low-rise character of the Lansbury Conservation Area and its developing metropolitan surrounds'*.

5.25 Of the views noted above, those in the direction of the Site take in tall development of recent construction at Langdon Park DLR Station. The TVIA includes 3 such views from within this CA (see views section below).

5.26 **St Matthias Church, Poplar Conservation Area** is is located approximately 575m to the south-west of the Site at its closest point. It was designated by the LBTH in February 1986. A Character Appraisal and Management Guidelines document (SMCAMG) (Ref.2-34) was adopted by the LBTH in March 2008. This states that the CA was designated to *'...safeguard the visual setting of the Grade II* listed St Matthias Church, the oldest church in Poplar.'* The character of the CA is said to be *'... defined by its group of miscellaneous public buildings and a residential townscape, complementing the St. Matthias Church and the Poplar Recreation Ground surrounding it.'* The local setting of this CA takes in modern development (such as New City College). The SMCAMG identifies a number of views from within this CA, although none are on streets aligned on the Site. Views towards development on the Site may be possible from its northern end, by East India Road. The TVIA includes a views from within the churchyard (see views section below).

Listed Buildings

5.27 Listed Buildings falling within this TCA are identified below.

- Former Bromley Hall School, Leven Road – grade II
- Balfron Tower, St Leonard's Road – grade II*
- Glenkerry House, Burcham Street – grade II
- Carradale House, St Leonard's Road – grade II
- Church of St Saviours, Northumbria Street – grade II
- The Susan Lawrence and Elizabeth Lansbury Schools, Cordelia Street – grade II
- The Festival Inn, Kerbey Street, Chrisp Street Market – grade II
- The Chrisp Street Market Clock Tower, Market Square – grade II
- No. 153 East India Dock Road – grade II
- The Pope John House, East India Dock Road – grade II
- The Department of Health and Social Security, no. 133 East India Dock – grade II
- The gate and end piers to no. 133 (Department of Health Social Security), East India Dock Road – grade II
- The War Memorial to the children of Upper North Street School, East India Dock Road – grade II*
- Tomb of Captain Samuel Jones and family, St Matthias, Woodstock Terrace – grade II
- Tomb of John Smart, St Matthias, Woodstock Terrace – grade II
- Tomb of Hugh Mcintosh, St Matthias, Woodstock Terrace – grade II
- Tomb of Solomon Baker, Woodstock Terrace – grade II
- Tomb of Samuel Coppendale, St Matthias, Woodstock Terrace – grade II
- The Church of St Matthias, Woodstock Terrace – grade II*
- Church of St Michael and All Angels, St Leonard's Road – listed grade II
- War Memorial, St Leonard's Road – grade II
- Poplar Baths, East India Dock Road – grade II
- Statue of Richard Green (in front of the public baths), East India Dock Road – grade II
- All Saints Rectory, Newby Place – grade II
- The gate piers at the children's playground, Newby Place – grade II
- All Saints Church with St Frideswide, East India Dock Road – grade II
- The railed wall and gate piers at All Saints Church with St Frideswide, East India Dock Road – grade II
- Greenwich Pensioner Public House, no. 28 Bazely Street – grade II
- Nos. 45 – 51 Bazely Street – grade II
- No. 5 – 11 Montague Place (Consec.) – grade II
- Nos. 1 – 3, no. 24 Bazely Street – grade II
- East India Dock Pumping Station, East India Dock Wall Road – grade II
- Northern Portal and Parapet to the Blackwall Tunnel, Poplar High Street – grade II

Non-designated HAs

5.28 Non-designated Heritage Assets falling within this TCA are identified below.

- St Frideswides Hall, Lodore Street (LLB)

5.29 In summary, this, is a large TCA covered by predominantly residential estates, largely dating from the post-war period. There are a few pockets of historic development which survive between, and there are a number of recent developments, including the regeneration of the Abefeldy Estate. Taking this into account, this is a TCA of **medium** sensitivity.

TCA 2: Poplar Riverside

5.30 The Poplar Riverside TCA is located along the western side of the River Lea. Most of this TCA is covered by industrial or former industrial land located along the river, much of which is undergoing significant regeneration. There are some examples of recent development in this TCA, such as Leven Wharf and Devon Wharf (to the north-west of the Leven Road Green space and MUGA), and at Leamouth Peninsula, where a residential-led, mixed use scheme rises to over 20 storeys in height (London City Island). In addition, there are several sites just to the north/north-east of the Site benefitting from recent planning permissions. These include the site of the former bus depot on Leven Road, where three residential tall buildings of 15, 17, and 20 storeys are consented; the adjacent Islay Wharf development on Lochnagar Street, which includes two residential blocks of 12 storeys and 21 storeys; and to the north of that, Ailsa Wharf, where a mixed use scheme includes buildings of up to 17 storeys. To the east of the Site, resolution to grant planning permission has been achieved for the Leven Road Gasworks site, comprising a large scale regeneration scheme, including residential tall buildings of up to 21 storeys.

5.31 The remainder of this TCA can be largely characterised as industrial, with much of the development being in the form of large footprint industrial buildings, predominantly dating from the post-war period onwards, with the exception of a few 19th century buildings, including the former bus depot on Leven Road noted above (a non-designated heritage asset).

5.32 Despite the river running the length of the eastern side of this TCA, there are few points where the riverside can be accessed, particularly at the northern end of the TCA.

5.33 As sites within this TCA are redeveloped, there will be new opportunities to view the Site from areas that are not currently publicly accessible. This includes the new public park created on the riverside within the Leven Road Gasworks site. This development, and others like the former bus depot on Leven Road, this will also create new opportunities for surrounding communities to access an enhanced riverside walkway.

5.34 The TCA does not contain any designated HAs.

Non-designated HAs

5.35 Non-designated Heritage Assets falling within this TCA are identified below.

- Former bus depot, Leven Road

5.36 In summary, this TCA is located on the western side of the River Lea and comprises predominantly industrial or post-industrial land. It is currently undergoing wide scale regeneration, some of which is already complete. Taking this into account, this TCA is of **low to medium** sensitivity.

TCA 3: East India Dock

5.37 This TCA is located to the south of the Site, and is bound by East India Dock Road (A13) to the north, the Blackwall Tunnel Northern Approach (A12) to the west, the A1020 to the east and the A1261 and Naval Row to the south.

5.38 This TCA comprises a group of large footprint buildings, including a Travelodge, the Tower Hamlets Council offices, telecommunications buildings and East India Dock House (grade II * listed – see below). A dockside area of landscaped public realm lies at the southern end of this TCA, linked to the East India DLR station by a footbridge over the A1261. This provides views of the surrounding area, including the tall buildings of Canary Wharf. From other parts of this TCA, views of the surrounding area are much more limited due to the scale and pattern of the development, which ensures a sense of enclosure,. The buildings have largely blank façades to the surrounding area, giving this TCA a very inward-looking character, with little physical permeability with the surrounding area, added to by the major roads which surround it and create a poor pedestrian environment.

5.39 The TCA includes East India Dock House, the former Financial Times Print Works, no. 240 East India Dock Road – grade II* This former production and print works dates from 1987-88. It was designed by Nicholas Grimshaw and Partners and converted into a data centre in the late 1990s. This 3 storey building has a steel frame clad in vacuum-formed aluminium panels at either end and glass walls on the central sections of the principal elevations.

5.40 A small portion of the Naval Row Conservation Area lies within this TCA (on its south-western boundary. The NRCAMG describes the character of the CA as being *'defined by the surviving structures associated with the historic port and ship-building activities of the 19th century'*. Among those structures referred to, the following three (all grade II listed) lie within this TCA: Embankment wall, railings and steps, Naval Row; East India Dock boundary Wall, Leamouth Road/ East India Dock Wall Road; and Plaque on the modern dock wall facing west, East India Dock Road.

Conservation areas

- Naval Row Conservation Area (see TCA 1: Poplar for a description of this CA)

Listed Buildings

5.41 Listed Buildings falling within this TCA are identified below.

- East India Dock House, the former Financial Times Print Works, no. 240 East India Dock Road – grade II*
- Embankment wall, railings and steps, Naval Row
- East India Dock boundary Wall, Leamouth Road/ East India Dock Wall Road
- Plaque on the modern dock wall facing west, East India Dock Road

5.42 In summary, this TCA has an inward-looking character with poor connections to the surrounding area. Due to the scale of the development within this TCA, views of the surrounding area are limited, other than from the public realm to the south. Taking this into account, this is a TCA of **low to medium** sensitivity.

TCA 4: East of the River Lea

5.43 This TCA is located to the north-east of the Site, and covers the area to the east of the River Lea as far as the A1011 (Silvertown Way / Manor Road). The DLR and London Underground Jubilee lines run north-south towards the eastern side of this TCA. This TCA is covered largely by industrial and business parks. The former Bromley-by-Bow gasholder site lies at the northern end of the TCA. Much of the development across this TCA comprises low scale, large footprint modern sheds, planned around large car parks or yards.

5.44 Leamouth Peninsula Ecological Park, an area of green space, crossed by the DLR line, lies at the far southern end of the TCA. To the far west and south of the TCA there are cleared sites awaiting redevelopment along with some examples of recent development south of Canning Town Station.

5.45 A footpath runs along much of the riverside, which forms the western boundary of the TCA, allowing views across the river towards the Site, as well as of the tall buildings in Stratford and Canary Wharf, to the north and south respectively. The TCA includes a key Borough-designated view of the Balfron Tower (grade II*), itself a borough landmark. The view, from the A13, just west of the River Lea, takes in the Site and is assessed in this TVIA (see views section below).

5.46 The TCA takes in a small number of designated heritage assets (listed buildings only, all grade II). These lie a considerable distance from the Site, situated at Bromley by Bow. They include a group of seven gasholders at the former Bromley by Bow Gasworks. Built in 1872 to the designs of engineers Clark & Kirkham. To the west of this lies Twelvetrees Crescent Bridge, a brick and wrought iron bridge with two arches, spanning the River Lea, completed in 1872 by engineer P W Barlow to provide access to the nearby Gas Works. The remaining listed buildings lie just south of the gasholders: a war memorial at Twelvetrees Crescent, and a statue of Sir Corbett Woodhall, within Bromley by Bow Memorial Garden. The local setting of these HAs is due to change significantly with the construction of a major residential-led development, including tall buildings by West Ham London Underground Station.

Listed Buildings

5.47 Listed Buildings falling within this TCA are identified below.

- Gasholders at the former Bromley by Bow Gasworks – grade II
- Twelvetrees Crescent Bridge – grade II
- War memorial, Twelvetrees Crescent – grade II
- Statue of Sir Corbett Woodhall, Bromley by Bow Memorial Garden – grade II

Non-designated HAs

5.48 Non-designated Heritage Assets falling within this TCA are identified below.

- Former London Gasworks, Twelvetrees Crescent (LLB)

5.49 In summary, this is a TCA of predominantly industrial land, with pockets of land either undergoing or awaiting redevelopment. It contains a limited number of grade II listed buildings, some distance from the Site. Taking this into account, this TCA is of **low to medium** sensitivity.

TCA 5: Limehouse Cut

5.50 This TCA is located to the north-west of the Site and includes the Limehouse Cut Canal, which follows the southern boundary of the TCA. It is the focus of a CA of the same name (see below). Along the canal, there are a number of recent developments, along with pockets of industrial land and surviving 19th century warehouses. The recent development continues along the railway line that runs north/south through this TCA, and at Bromley by Bow Station, where a number of residential blocks have been recently completed, including a 25 storey tower. Beyond the canal, there are a number of residential estates, predominantly dating from the post-war period but becoming increasingly more interspersed with recent development. Small parks and parades of shops can be found throughout the TCA. The canal has a number of crossing points which provide links with the surrounding area.

5.51 The A12 runs through this TCA, creating visual and physical severance between the main part of the TCA and the eastern portion. Between the A12 and the River Lea the townscape is more fragmented. Towards the northern end of this part are some recent developments, and further south is a piecemeal area of land comprising some historic buildings (some of which are listed), post-war commercial buildings and low industrial buildings. The TCA includes a number of heritage assets.

Conservation areas

5.52 **Limehouse Cut Conservation Area** is located approximately 75m to the north of the Site at its closest point. It was designated by the LBTH in 2009. A Conservation Area Character Appraisal (LCCAA) was adopted by the LBTH in August 2011 (Ref. 2-35). The CA is focused on the Limehouse Cut, including all retaining walls, revetment walls and the towpath, and includes pockets of development extending beyond the canal. Views within most of the CA are contained by development along the canal. The LCCAA identifies key views, some of which are potentially relevant to the Proposed Development. These include the open view from Bow Locks looking south. This takes in the office towers at Canary Wharf and the Balfron Tower. The Character Appraisal comments on the *'dramatic juxtaposition'* created by this backdrop of tall development to the CA. This view is presented in this TVIA (see views section below).

Listed Buildings

5.53 Listed Buildings falling within this TCA are identified below.

- Bromley Hall, no.43 Gillender Street – grade II*
- Former Fire Station, nos. 25 – 38 Gillender Street – grade II
- Poplar Public Library, no. 45 Gillender Street – grade II
- Dowgate Wharf P B Burgoyne and Company Limited Warehouse, Gillender Street – grade II
- Twelvetrees Crescent Bridge – grade II
- Widow's Son Public House, no.75 Devons Road – grade II*

5.54 In summary, this TCA comprises a mixture of post-war and recent developments, predominantly residential in use, with pockets of earlier industrial land along the canal and an area of piecemeal land to the south-east. Taking this into account, this TCA is of **low to medium** sensitivity.

Townscape Receptors – Sensitivity

5.55 The table below sets out the sensitivity of the townscape receptors, as described above.

TCA	Sensitivity
TCA 1: Poplar	Medium
TCA 2: Poplar Riverside	Low to Medium
TCA 3: East India Dock	Low to Medium
TCA 4: East of the River Lea	Low to Medium
TCA 5: Limehouse Cut	Low to Medium

Table 2-3 Townscape Receptors

Visual Receptors – Sensitivity

5.56 The visual receptors considered in this assessment are set out in Table 2-4 below. As explained in chapter 3 of this TVIA, the sensitivity of views is determined through consideration of their importance/value and their susceptibility to change. These attributes are considered under each view 'as existing' in chapter 6 of this TVIA.

View no	View	Sensitivity
1	South of East India Dock Road	Low to Medium
2	Junction of Robin Hood Lane and Poplar High Street	Low to Medium
3	Abbott Road / Ettrick Street	Medium
4	Portree Street, junction with Abbott Road	Low to Medium
5	LBTH borough designated view 6: View from East India Dock Road to Balfron Tower & Canary Wharf in the background	Medium to High
6	A12, junction with Zetland Street	Low
7	Riverside footpath north of River Lea / Bow Creek	Medium
8	Bow Creek / River Lea Bridge	Medium
9	Cody Road	Low
10	Star Lane Park	Medium
11	A12, junction with Teviot Street	Low to Medium
12	Uamvar Street	Medium
13	LBTH borough designated view 5: View from Langdon Park to Balfron Tower & Canary Wharf in the background	Medium to High
14	Jolly's Green	Medium
15	St Leonards Road	Medium to High
16	Pedestrian path from A102 / St Leonards Road	Low to Medium
17	All Saints Churchyard, inside west entrance gates	Medium
18	Poplar High Street, bridge over railway tracks	Low to Medium
19	Poplar Recreation Ground	Medium
20	Upper North Street	Low to Medium
21	Cordelia Street	Low
22	Bartlett Park	Medium
23	Twelvetrees Crescent, bridge over River Lea and Bow Creek	Medium
24	LVMF 5A.1 – Greenwich Park: the General Wolfe statue – at the orientation board	Medium to High
25	Nutmeg Lane	Low
26	Upper Bank Street	Low
27	Trafalgar Way	Low
28	South side of Bow Creek	Low to Medium
29	Chrisp Street, looking along Willis Street	Low to Medium
30	A12, junction with East India Dock Road, looking north	Low to Medium
31	Dee Street / Abbott Road	Low to Medium
32	Dee Street, midway	Medium
33	Brownfield Street, outside no.30	Low to Medium
34	Memorial Recreation Ground	Medium

Table 2-4 Visual Receptors

Existing townscape – summary

5.57 The Site is located in Poplar, in the LBTH. The Site and the surrounding area are severed by transport corridors – both the A12 and A13, and also the River Lea, which is a barrier to east-west movement. The townscape is fragmented and as a whole undergoing wide scale regeneration. There are areas of industrial land, large areas of inward-focussed post-war housing estates, and areas of recently developed land, as well as pockets of historic or earlier development. The grade II* listed Balfron Tower, lying just to the west of the A12 and the Site, is the focus of both the Brownfield Estate and the Balfron Conservation Area, which include other listed buildings, such as Carradale House (grade II), and Glenkerry House (grade II). The townscape setting of other heritage asserts located in the area around the site has changed markedly since they were built. The recent and emerging context in the surrounding area comprises predominantly residential-led schemes on the riverside and at Langdon Park/ the DLR corridor, many of which include tall buildings that serve as new markers in the townscape.

6 Potential Effects

EFFECTS DURING DEMOLITION AND CONSTRUCTION

6.1 Likely demolition and construction activities are summarised in ES Volume 1, Chapter 5: Demolition and Construction. The following sections consider the visual effect of the demolition and construction process.

6.2 An indicative construction programme is provided in ES ***Volume 1, Chapter 5: Demolition and Construction***. The demolition and construction works are assumed to commence in 2022 and will be split into a number of construction phases, built out over a period of approximately ten years and eight months. The anticipated phases are shown in the Parameter Plan titled 'Indicative Construction Phasing', ref: '3663-LBA-DR-04' and are summarised below and shown on Figure 2-5 opposite:

- Phase A – Plots H1-2, H3, F, I, J and the improvements to Leven Road Green and Braithwaite Park (the Detailed Proposals);
- Phase B – Plots A1-2, A3, B1-2, B3, B4, B5, improvements to Abbott Road to a healthy street and formation of new pedestrian route through the conversion of the existing vehicular underpass;
- Phase C – Plots C1-4, E1-3 and the improvement to the Dee Street pedestrian underpass; and
- Phase D – Plots D1-4

6.3 For the assessment, the following assumptions have been made:

- In respect of embedded mitigation which forms part of the Proposed Development's demolition and construction works, the perimeter of the Site would be surrounded by solid hoarding (2.4m in height). This will provide some screening of construction activities on the Site from street level.
- There are no special visual effects that are generated as a result of the construction process outside of those that are inherent in constructing buildings of the type proposed.

Assessment

6.4 The magnitude of impact for townscape ranges from very low to high. The magnitude of change for views ranges from **no effect** to **high**. The sensitivity of receptors is as provided within the baseline assessment of each view and townscape character area.

6.5 In terms of views, the likely effect would be **moderate to major** (significant) and **adverse** in nature in respect of views 3, 8, 14, and 32; and **moderate** (significant) and **adverse** in nature in respect of views 1, 5, 6, 7, 12, 13, 15, 30, and 31. The likely effect would be **minor to moderate** (not significant) and **adverse** in nature in respect of views 2, 4, 11, 16, 22, 23, and 28; **minor** (not significant) and **adverse** in nature in respect of views 10, 17, 19, 21, and 34; **minor/negligible** (not significant) and **adverse** in nature in respect of views 18, 24, and 29; and **negligible** (not significant) and **neutral** in nature in respect of views 25, 26, and 27. There would be **no effect** on views 9, 20, and 33. The above effects would be **short to medium** term.

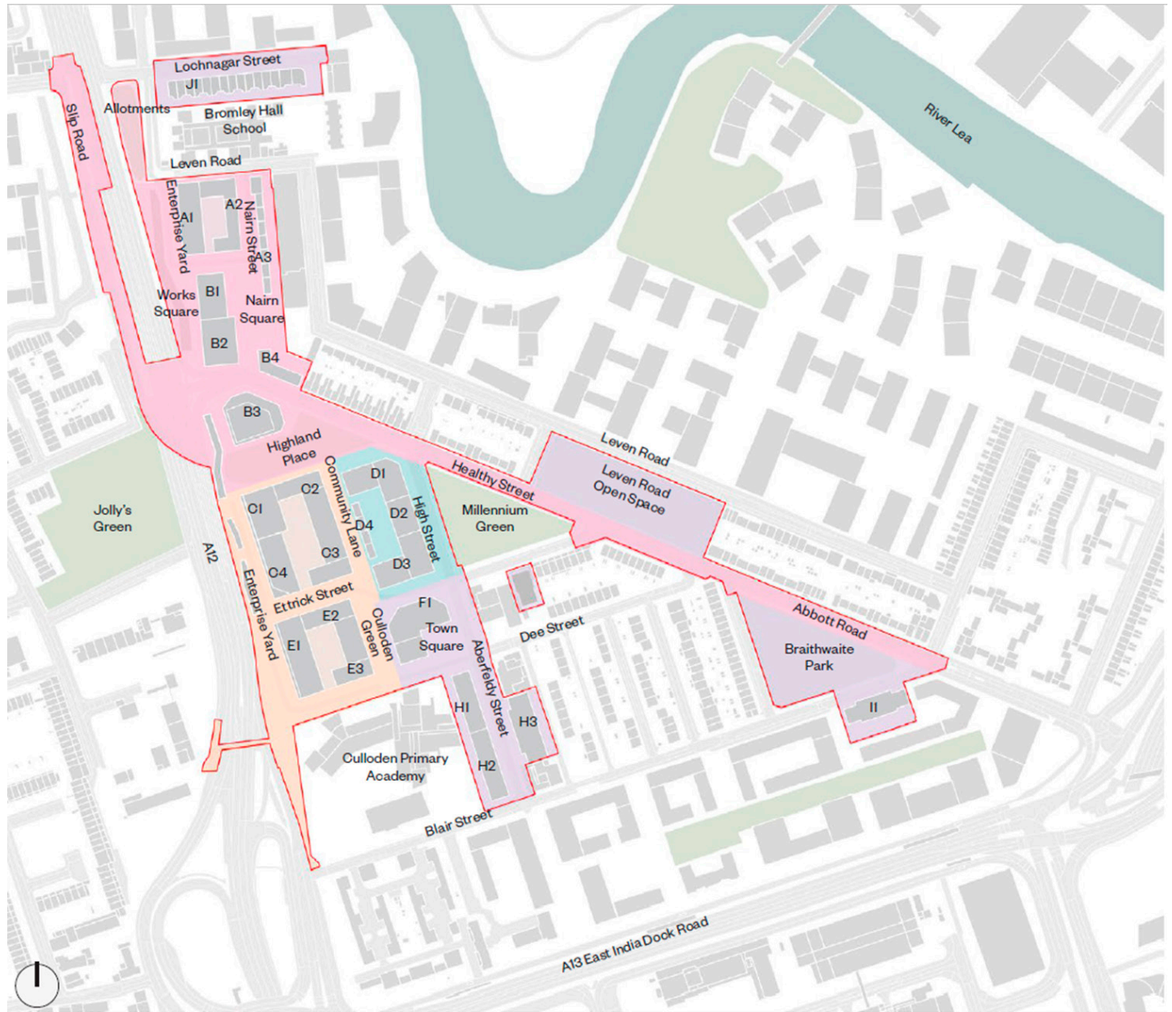


Figure 2-5 – Phasing (Source: Levitt Bernstein)

6.6 In terms of townscape character areas, the likely effect would be **moderate to major** (significant) and **adverse** in nature in respect of TCA 1 (Poplar); **moderate** (significant) and **adverse** in nature in respect of TCA 2 (Poplar Riverside); **minor to moderate** (not significant) and **adverse** in nature in respect of both TCA 4 (East of the River Lea) and TCA 5 (Limehouse Cut); and **negligible** (not significant) and **neutral** in nature in respect of TCA 3 (East India Dock) The above effects would be **short to medium** term.

EFFECTS ONCE THE PROPOSED DEVELOPMENT IS COMPLETED AND OCCUPIED

The Proposed Development

6.7 A description of the Proposed Development follows, for the purposes of assessing its design quality. Reference should also be made to other relevant application documents, particularly ***ES Part 1 – Chapter 5: The Proposed Development***, the drawings submitted with the application, and the DAS, Design Code, and Development Specification.

Overview of the Proposed Development

6.8 The hybrid application seeks detailed planning permission for Phase A and outline planning permission for future phases, comprising:

1. Phase A: Full (detailed) planning permission for residential (Class C3), retail, food and drink uses and a temporary marketing suite (Class E and Sui Generis), together with access, car and cycle parking, associated landscaping and new public realm, and private open space.
2. Phases B, C, and D: Outline planning permission (all matters reserved) for the demolition of all existing structures and redevelopment to include a number of buildings (up to 100m AOD) and up to 141,014.4sqm (GEA) of floorspace comprising the following mix of uses:

- Residential (Class C3);
- Retail, workspace, food and drink uses (Class E);
- Car and cycle parking;

- Formation of new pedestrian route through the conversion of the existing vehicular underpass;

- Landscaping including open spaces and public realm; and

- New means of access, associated infrastructure and highways works.

The Masterplan Framework

6.9 The proposed urban strategy provides different types of connections, which are intended to add variety and richness to the streetscape. These will encourage a range of uses at various times of the day.

6.10 Figure 2-6 shows 6 key new 'threads' of the masterplan that form its framework and character. These are:

1. *Healthy Street:* Improve the character of Abbott Road to create a pedestrian-focussed street that links Langdon Park with Braithwaite Park and Millennium Green. Abbott Road will be re-designed to reduce traffic, and the existing vehicular underpass across the A12 will be re-imagined as a pedestrian connection and improve the links with Jolly's Green.

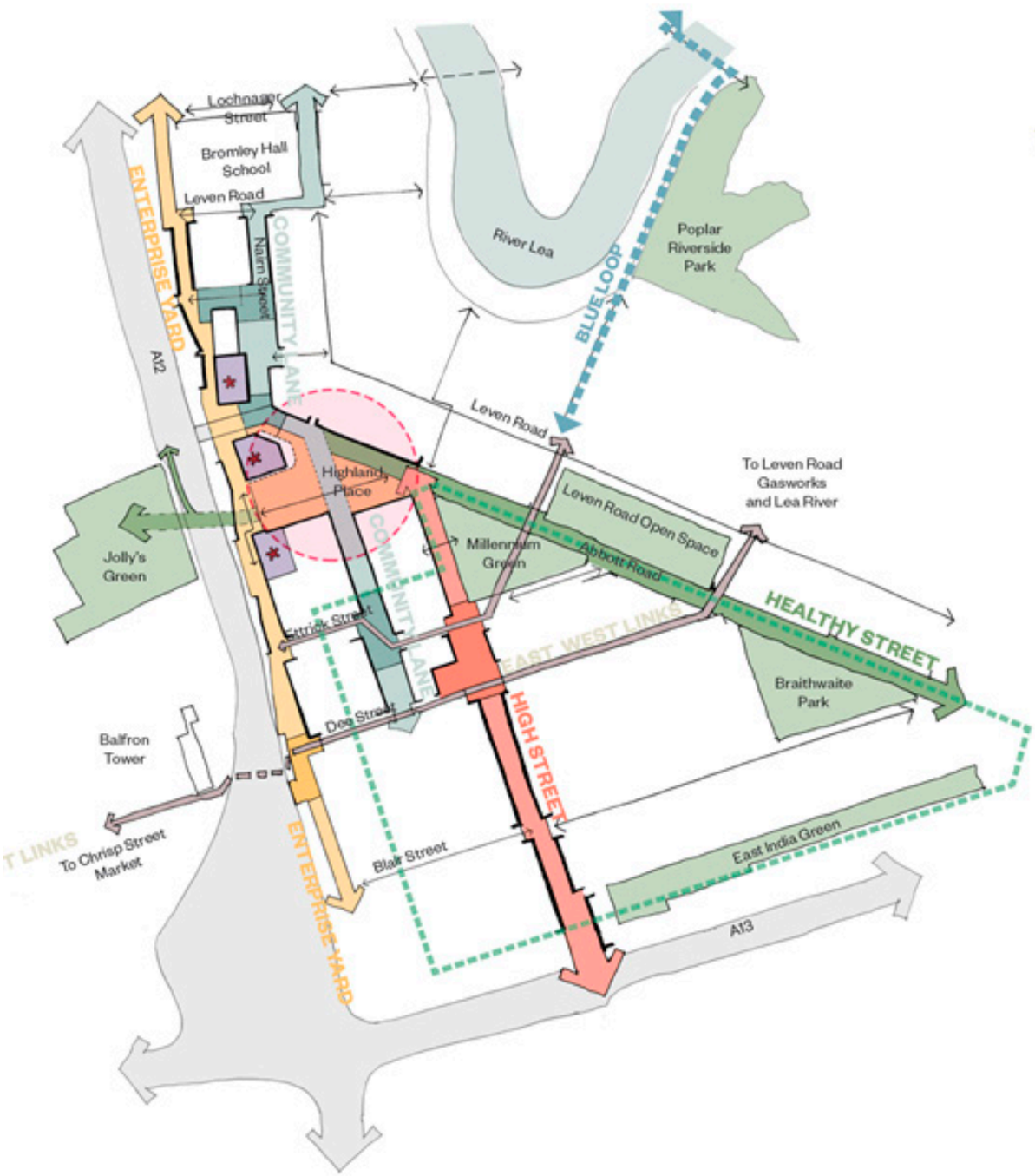
2. *Aberfeldy High Street:* Create a new local centre along Aberfeldy Street with non-residential facilities including retail, community and education. This street will link Nairn Street with The Republic to the south of the A13 and East India Station. It will also encourage a cycle link with the exiting CS3.

3. *Enterprise Yard:* Continuing the character of Poplar Works (384 Abbott Road), which runs adjacent to the A12 in the existing Nairn Street Estate, the proposed masterplan introduces light industrial activities and workspaces in the south of the masterplan to establish a creative north-south route through the neighbourhood.

4. *Community Lane:* A residential north-south connection running from Nairn Street Estate to Blair Street is proposed. This link will be a pedestrian priority street with residential uses and doorstep play.

5. *East-West Links:* The masterplan will improve the east-west link, including the existing underpasses across the A12 to ensure the neighbourhood is easily and safely accessible.

6. *The Blue Loop:* Whilst the site is in close proximity to the River Lea, it is not easily accessible. New bridges across the River Lea and improved links within the neighbourhood will encourage local residents to use the river as a leisure route connecting to the Olympic Park to the north and to City Island, Good Luck Hope and the Clipper to the south east.




The Healthy Street


High Street


Enterprise Yard


Community Lane


East West Links


Blue Loop

Figure 2-6 –The 6 'threads' of the masterplan (Source: Levitt Bernstein)

Open space strategy

6.11 The Open Space strategy, as illustrated in Figure 2-7, is centred around the design principle of the Healthy Street – the thread of the masterplan which connects all existing and new open spaces together along a pedestrian and cycle friendly route. These open spaces include:

1. Braithwaite Park
Braithwaite Park is located at the southern end of Abbott Road, the Healthy Street. The identity of Braithwaite Park is 'The Gardens' for the neighbourhood with a play area, flowers, and areas of lawn, seating and picnic tables to rest, relax and socialise.

2. Leven Road Open Space
Leven Road Open Space is located at the centre of Abbott Road, the Healthy Street. The identity of Leven Road Open Space is 'The Hub' for sports, activity, fitness, and adventurous play.

3. Highland Place
Highland Place represents an exciting new piece of public realm, right in the heart of the scheme and pivotal to the enhanced connectivity of Aberfeldy. It provides pedestrians and cyclists with a fun and playful car-free route through the scheme, travelling beneath the Underpass and on to other parts of Poplar.

4. Town Square
Town Square is located on Aberfeldy High Street and will perform an important civic and social function for the neighbourhood. The aim is to create a space for a diverse range of community events: markets, music, theatre, games, exhibitions, and community gatherings.

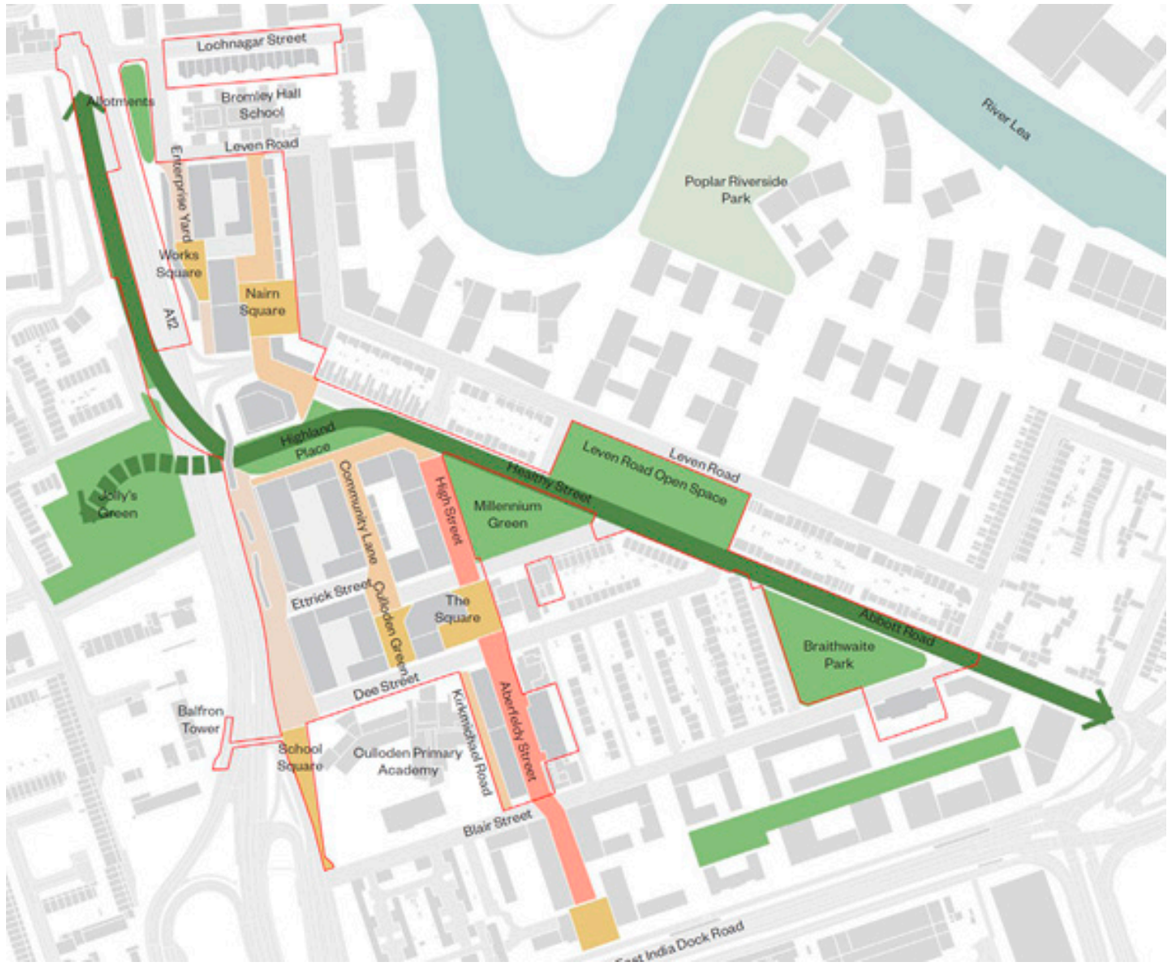


Figure 2-7 – Illustrative open space plan–(Source: Levitt Bernstein)

5. Nairn Square
Nairn Square is located along Community Lane. It is a local square that provides a variety of different areas for social opportunities, and for families and neighbours to gather.

6. Work's Square
Works Square is located along Enterprise Yard North and is a flexible space with tables and seating to encourage work-spaces to spill out into the street.

7. School Square
School Square is located adjacent to the entrance to Culloden Primary Academy. It includes seating and play for use during school drop off and collection. The Dee Street/Balfron underpass, located within School Square would also be improved, to better the conditions of the A12 crossing in this location.

8. Kirkmichael Road
Kirkmichael Road is a play street which promotes play on the way and incorporates the existing exit from Culloden Primary Academy.

9. The Allotments
The Allotments are community gardens for use by all residents but also offering a flexible spill out space to the neighbouring Poplar Works buildings at 384 Abbott Road. The Allotments are included within Phase A, the Detailed Proposals, of the masterplan.

10. Culloden Green
Culloden Green is a key local square/green at the heart of Community Lane. It is a family friendly, child focused space which provides a doorstep lawn area and playable structures/ elements for the community.

Links to spaces lying outside the Site

6.12 There are aspirations for enhancement works to be undertaken at Jolly's Green which include a desire for a direct route to it via the proposed new underpass. However, the Proposed Development does not include these works to Jolly's Green (which is outside the Site red line).

Land use and amount of development

6.13 The new Aberfeldy Masterplan is a residential-led mixed-use scheme including:

- Residential
- Retail
- Workspace/ employment space
- Resident facilities
- Marketing Suite

6.14 The majority of the non-residential uses are located on the lower and upper ground floors with residential uses above. The retail units are located along the High Street and within Highland Place. The High Street will be the new Local Centre for Aberfeldy, and a key area of non-residential activity within the masterplan. The Marketing Suite will also be located along the High Street in Building F.

6.15 There will also be a cluster of non-residential activity in Highland Place, predominantly within building B3. The plinth of this building will house the Resident Hub, which will include: a bike shop/workshop and café that activates the new underpass at basement level; concierge, residents lounge, hot desk workspace, meeting room, breakout space and facilities for Estate Management at first floor; and a gym, communal dining and kitchen area and common room at second floor.

6.16 Workspace is located along Enterprise Yard in the lower floors of the residential buildings or in small, narrow units that replicate the form of the existing Poplar Works buildings at 384 Abbott Road. These spaces would be flexible in order to accommodate a range of small independent businesses. The new workspace buildings will be workspace up to and including the second floor.

6.17 The first floor of the buildings across the masterplan are predominantly residential, with the exception of the Workspace buildings along Enterprise yard which offer non-residential spaces at all levels; and Building B3 which has a Residents Amenity hub at first floor.

6.18 A range of building typologies are proposed for the Site, including family houses, courtyard buildings and towers, which is intended to create variety in the urban fabric. The tallest buildings within the masterplan are positioned in a tall building cluster of three, marking Highland Place and the new pedestrian underpass. Lower rise buildings are located around the perimeter of the Site, adjacent to existing low-rise buildings. The building heights along the High Street range from 5 to 9 storeys, with the 9 storey building forming the backdrop to Millennium Green. A taller building of up to 12 storeys marks Town Square adjacent to St. Nicholas Church. These

are two strategic moments and key areas of public realm within the masterplan. The buildings along the East-West Links vary between 6 and 10 storeys and provide a continuous frontage along these important connections. In the south of the masterplan, building heights step down where they front Culloden Primary School along Dee Street. Community Lane, as the central new route in the masterplan, is characterised by buildings of between 2 and 6 storeys. This is lower rise than the High Street, Enterprise Yard and the East-West Links, in order to create a more intimate feel along this important pedestrian friendly route.

Placemaking strategy

6.19 As noted above, tall buildings are proposed at Highland Place - a key node beside the A12 – to mark the new east-west pedestrian and cycle route, providing a safe connection between neighbourhoods on either side of this busy road. The buildings are intended to strengthen the sense of arrival at this evolving urban quarter from both the northern and southern approaches along the A12, whilst also marking improved connectivity and accessibility more generally throughout the neighbourhood. In turn, the masterplan aims is to promote better integration of Aberfeldy Village with other areas including the earlier phases of Aberfeldy Village, DLR stations, the River Lea, Aberfeldy Street and Chrisp Street Market.

6.20 The tallest of the buildings proposed (28 storeys) is located at a central gateway to the Site, opposite Jolly's Green. It will mark a new public space at Highland Place, which will connect to Jolly's Green via the repurposed pedestrian/cycle underpass below the A12. An additional marker building, Building F which is part of Phase A, would define new public space - Town Square - at the intersection of the High Street with Dee Street. Building I and Building D would form strong backdrops to the key green spaces of Braithwaite Park and Millennium Green respectively.

6.21 Integral to the placemaking strategy is the preservation of sky-space around Balfron Tower and the protection of key Borough Designated views, as defined in the Local Plan 2031. These views are illustrated in the next chapter.

6.22 Chapter 5 of the DAS explains the approach to the building heights strategy for the Site in the context of Local Plan 2031 Policy D.DH6: 'Tall buildings', which sets out a list of criteria that a tall building proposal will be expected to satisfy (see chapter 2 of this TVIA for details of that policy).

6.23 In summary, the building typologies are as follows:

1. Primary Tower (Building B3) will have a distinctive form. This building will be a marker of the repurposed underpass for pedestrians and cyclists.

2. Tower with Leg, located directly to the north of B3, this building will form part of the tall building cluster. The lower leg will step down in scale and shares an architectural language with Building A (Courtyard Building) to the north.

3. Courtyard block addressing public space will form a backdrop to an established green space. Its upper storeys are set back to minimise its impact on adjacent properties.

4. Courtyard Building. This building type overlooks Enterprise Yard and the A12 to the west, and Community Lane to the east.

5. Courtyard with Tower. The tower is located at the north-west corner to maximise daylight in the courtyard. Access galleries serve the north and south legs of the courtyard.

6. Linear Workspace. Located in Enterprise Yard between the A12 and the new north south pedestrian and vehicular route. It is similar in scale, form and architectural treatment to the Poplar Works buildings (384 Abbott Road) nearby.

7. Linear Residential. Located in Phase B within the Community Lane. These buildings are wide and shallow and allow for a mixture of dwelling types.

Tenure

6.24 Each phase has been designed to have a mix of affordable and private homes to ensure a mixed tenure community is delivered. Phase A has the highest proportion of affordable homes. The different tenures are generally split between cores, but where cores are shared this is between intermediate and private tenures. Large social rented family maisonettes within the courtyard buildings C & E are located at ground and first floor, with private homes above. Homes of all tenures share the communal podium amenity space. The social rented homes are generally located in the low and mid rise buildings, with the majority of the private homes located within the towers and in buildings closer adjacent to the A12.

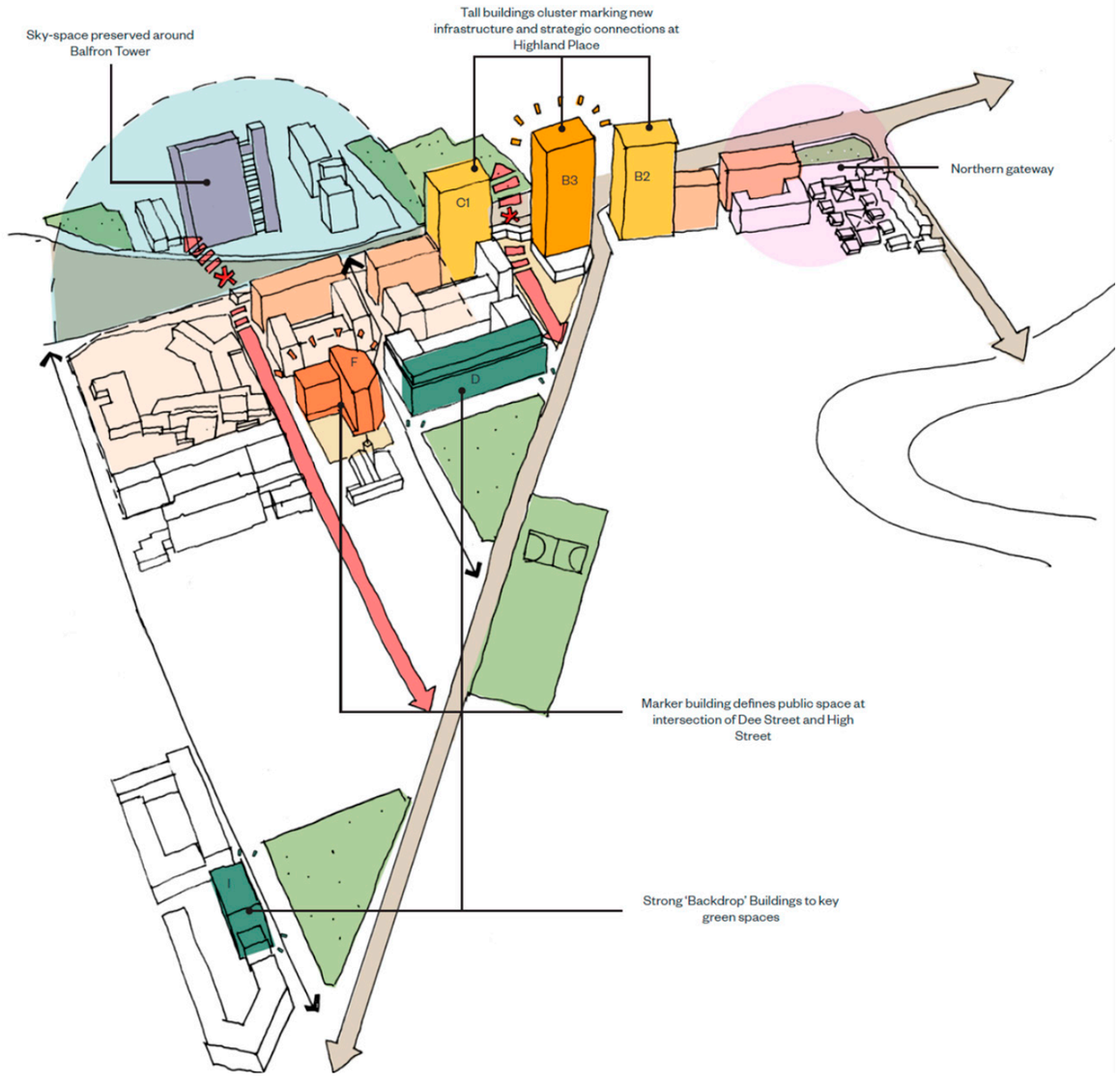


Figure 2-8 –Placemaking Strategy (Source: Levitt Bernstein)

Balcony Strategy

6.25 Balcony types have been selected to respond to the environmental conditions around the Site and ensure the residents benefit from good quality, usable private amenity space. All balconies overlooking the A12 are recessed and have winter-gardens to provide a sense of enclosure and protection from the road and to form a liveable part of the home. The taller buildings, B2, B3 and C1 also have from recessed balconies to reduce the impact of wind on high level amenity spaces. Where homes overlook quieter, more domestic spaces, such as Community Lane, Millennium Green and courtyard amenity spaces, projecting balconies are provided. These balconies help to animate the public realm and shared spaces and overlook them, to support their safety and security.



Figure 2-9 – Proposed heights in the context of consented schemes (Source: Levitt Bernstein)

Design Code

6.26 The Aberfeldy Village Design Code (DC), prepared by Levitt Bernstein and LDA 'sets out a series of rules and standards which will guide the development of the Site to ensure a high quality design, in line with the overarching masterplan vision'. The Design Code (DC) has been produced to:

- Ensure high quality design and the development of a sustainable community;
- Define the public realm spaces and hierarchy of the development plots for the buildings in the masterplan;
- Define the character of the physical environment and the requirements on the proposed plots and buildings to support and reflect that character;
- Provide a level of consistency so the Site as a whole is developed in a coherent manner in line with the master-plan vision and design principles;
- Ensure accessible and inclusive design for all;
- Communicate masterplan requirements for future reserved matters applications for individual development proposals over the life of the development.

6.27 The DC specifies design aspects, aspirations and design principles for the development of the individual plots, open spaces and character areas which form part of the various phases of the masterplan. The DC is there is to ensure a cohesive and consistent approach across the Site, whilst also creating flexibility and variety in the design, and aiming to create a series of unique but harmonious buildings and spaces.

6.28 The Parameter Plans that need to be read in conjunction with the DC are as follows:

Outline and Full Application Areas (Drawing no. 3663 - LB - ZZ - 00 - DR - A – 000020)

Building Plots (Drawing no. 3663 - LB - ZZ - 00 - DR - A – 000021)

Proposed Site Levels - Lower Ground Floor (Drawing no.3663 - LB - ZZ - 00 - DR - A – 000022)

Proposed Site Levels - Basement Level (Drawing no.3663 - LB - ZZ - 00 - DR - A – 000023)

Principal Public Realm Areas (Drawing no.3663 - LB - ZZ - 00 - DR - A – 000024)

Access and Circulation (Drawing no.3663 - LB - ZZ - 00 - DR - A – 000025)

Land Use Basement (Drawing no.3663 - LB - ZZ - 00 - DR - A – 000026)

Land Use Lower Ground Floor (Drawing no.3663 - LB - ZZ - 00 - DR - A – 000027)

Land Use Upper Ground Floor (Drawing no.3663 - LB - ZZ - 00 - DR - A – 000028)

Land Use First Floor (Drawing no.3663 - LB - ZZ - 00 - DR - A – 000029)

Land Use Upper Floors (Drawing no.3663 - LB - ZZ - 00 - DR - A – 000030)

Building Heights (Drawing no.3663 - LB - ZZ - 00 - DR - A – 000031)

Parameter Sections - 01 (Drawing no.3663 - LB - ZZ - 00 - DR - A – 000040)

Parameter Sections – 02 (Drawing no.3663 - LB - ZZ - 00 - DR - A – 000041)

Phase A

6.29 Phase A of the Proposed Development comprises those buildings and spaces applied for in detail, lying within plots F, H, I, and J of the masterplan area (see Figure 2-10). These plots are described as follows in part two of the DAS, produced by Morris + Company and LDA Design, who are responsible for the designs for the buildings and spaces within these areas.

'Plot F – CIVIC – sitting at the heart of the masterplan this plot connects the community by providing a new meeting and event space at its public square. It has key role in linking to Millennium Green, alongside providing new playspace at this junction half way down Aberfeldy Street.

Plot H – VIBRANT – a local and connected, dynamic and diverse, multi-functioning and inclusive Aberfeldy Street. This plot brings a hub of activity, and our proposals reflect the vibrancy and identity of the local community

Plot I – PARK – this plot fronts the existing Braithwaite Park and celebrates this primary frontage and expansive public green space. The homes here maximise long views to the park and beyond. This plot also plays a key role in completing the courtyard to its rear, from the first phase of the Aberfeldy development.

Plot J – FAMILY – a new street of affordable family housing, with private and communal green spaces, new playspace, and enhanced pedestrian and cycle links to the River Lea. Plot J`s Lochnagar Street will have individual residential front doors directly onto it, front

gardens, trees and views of the neighbouring Bromley Hall School roofscape adjacent. Plot J is about family, domestic, improved green space and opening links to the river, school and allotments.'

Plot F

6.30 Plot F occupies the north-west corner at the junction of Dee Street and Aberfeldy Street. The proposals for Plot F comprise the demolition of the buildings on this part of the Site, including the Aberfeldy community centre building (the centre has already relocated) and the construction of a part 7 storey, part 12 storey residential building with shops at ground level. The building is broadly L-shape in plan with chamfered corners. Its stepped mass has a tripartite composition of plinth, middle and crown. The plinth will have large punctured openings for shopfronts and residential entrances. The building's mid-section is characterised by punctured openings and projecting balconies for the residential units. The crown is castellated in profile – intended to be identifiable from a distance to aid wayfinding and celebrate the communal roof terrace at Level 7. The base and crown will be clad in polished and rough-faced precast concrete in deep red tones. The mid-section will be in brick, of a similar tone to base and crown. Balustrades, window/door frames and vents would be finished in a polyester powder coating (PPC).

6.31 The plinth will form two sides to a new public space on the corner of Dee Street and Aberfeldy Street: The Square. The residential lobby is located on the north-west corner. Residential refuse stores are located to the north, on Ettrick Street. Primary entrances to the retail are on the east, south and western frontages. Loading and servicing will be located off Ettrick Street.

Plot H

6.32 Plot H is located on Aberfeldy Street, south of the junction with Dee Street. The proposals for Plot H comprise the demolition of the buildings on this part of the Site, including shop terraces, and the construction of two terraces fronting Aberfeldy Street, identified as Block H1/H2 and Block H3. The H1 and H2 block is located on the west side of Aberfeldy Street and rises to 8 storeys. It accommodates retail uses at ground level and social tenure homes on the upper levels. There are two 'through' entrance lobbies, located towards the ends of H1/H2, allowing residential access from both Aberfeldy Street and Kirkmichael Road

6.33 H1/H2 is presented as three distinct masses with two connecting 'insets' to break down the 90m length of its street frontage. The five masses are united by a precast textured base that steps with the forms of the floors above. The base steps down towards the rear of the building, rising only to define communally accessible uses in the block such as secondary residential entrances and cycle stores.

6.34 The three principal masses are clad in a beige brick, broken by vertically arranged windows. The central mass is symmetrical in composition and has pitched roofs, as do the northern and southern masses. Corners are activated by special balcony arrangements. The connecting masses are comprised of a more horizontal language and host access decks and outboard balconies. Built from a warmer brick, their expression allows the blocks to read as a collection of buildings as opposed to a relentless monolith. Access decks accentuate their horizontal nature and provide access to central dwellings and are expressed in bays as part of the balcony language.

6.35 H3 is located on the east side of Aberfeldy Street and rises to 6 storeys. It has retail uses at ground level, and a 'through' entrance lobby that is located centrally within the block, allowing residential access from both Aberfeldy Street and Lansbury Gardens. Upper levels accommodate both shared ownership and market tenure homes.



Figure 2-10 – Phase A plots: F, H, I and J (Source: Morris + Company

6.36 H3 is expressed as a central 'block' with two connecting 'insets' which step down to neighbouring Loren Apartments and Sherman House to complete the street frontage. It has a precast textured base that steps with the forms of the floors above. The base steps down towards the rear of the building on Lansbury Gardens rising only to define communally accessible uses, such as secondary residential entrances and cycle stores. On the upper levels, the elevations to the central element are clad in a beige brick, broken by vertically arranged windows. The lower insets have a more horizontal language and host access decks and outboard balconies. Built from a warmer brick, their expression allows the blocks to read as a collection of buildings as opposed to a relentless monolith. Access decks accentuate their horizontal nature and provide access to central dwellings and are expressed in bays as part of the balcony language. H3 has pitched roofs, transitioning to flat roofs at the northern and southern ends.

Plot I

6.37 Plot I is located on Blair Street, overlooking Braithwaite Park. The proposals for Plot I comprise the demolition of the existing residential building of circa 5 storeys – Blairgowrie Court – and the construction of a part 6 storey, part 7 storey, and part 11 storey residential building. It is rectangular in plan with steps / cut backs to allow more generosity at the building perimeter. To the east portion of the building has two maisonette homes accessed independently from Blair Street, with a portion of privately demised, defensible space setting the homes back from the footway. A central communal entrance lobby, which faces the park, provides access to the flats above via a centrally positioned core. The lobby is set back to provide a sheltered entrance from the street and define a visually strong arrival point. From this point, external access is also provided to the cycle store. On the south façade, a secondary entrance is provided from the rear courtyard for through access to the parking and public realm. Plant and refuse areas are also located centrally off this façade.

6.38 In term of its form and massing, the building comprises a central element with two lower wings that correspond to the heights of neighbouring buildings. It has a tripartite composition of base, mid-section and crown. The base is expressed in plum/pink concertina brickwork which defines the inset residential entrance. Large format glazing looks into the cycle store and provides active frontage for the immediate streetscape. The main body of the building is expressed in beige brick with red brick accents and has large format windows and balconies that negotiate steps in mass and corners where required. Accent metalworks in 'champagne' (off grey) are used to provide a warm finish for balconies and windows. Balustrades, window/door frames and vents would be finished in a polyester powder coating (PPC) to ensure a bold and vibrant red finish that will withstand the elements. The building's crown is expressed as a rippled precast element, which acts as a solid balustrade to the roof terraces and a plant screen at the central roof.

Plot J

6.39 Plot J is located on the south side of Lochnagar Street, and backs onto the former Bromley Hall School (grade II listed), which lies on Leven Road to the south. The proposals for Plot J comprise the development of this vacant brownfield site to provide a part 2 storey, part 3 storey and part 6 storey terrace accommodating a variety of housing, including 3 bed maisonettes, 4 bed houses and 6 bed houses. Plot J's roofline follows a butterfly silhouette. All houses would have amenity space in a variety of formats: ground floor gardens, terraced balconies and defensible space to the street with integrated amenities.

6.40 Plot J is primarily clad in rich red brickwork with flush faced colour matched mortar to emphasise the simple steps and chamfers in the massing. These steps in massing create roof terraces where solid balustrades are distinguished from the body by textured brick work. Window openings have

metalwork panels above (for ventilation) and a portion of textured brickwork below.

Assessment of design

6.41 The Proposed Development, as set out in the application drawings for Phase A (detailed application) and Parameter Plans and Design Codes governing Phases B, C, and D (outline application), would deliver a number of positive benefits in terms of urban design and the public realm.

6.42 The Proposed Development is based on a clear understanding of the Site and its context. The scale of ambition apparent in this masterplan reflects the importance of the Site within the Poplar Riverside Sub Area of the LLVOA, and its position in the hierarchy of urban centres within the borough. It should help to realise the stated ambition for the OA to become 'a vibrant, high quality and sustainable mixed use city district, that is fully integrated into the urban fabric of London and is set within an unrivalled landscape that contains new high quality parkland and a unique network of waterways'. The Proposed Development is planned to take maximum advantage of its location, overcoming long-standing barriers to local movement to provide stronger links between the riverside and the other parts of Poplar. It will signal this major estate regeneration and revitalised urban quarter with an upgraded neighbourhood centre at its heart. This quarter that will assume increasing importance as local residential and working populations expand in the surrounding area in the coming decades. This new neighbourhood should help to deliver the transformative change envisaged for this part of east London by the GLA, as set out in its City in the East Plan (2016).

6.43 The planned urban grid promotes a clear hierarchy of streets, designed to provide good east-west and north-south permeability. The delivery of new and improved links across the Site will help to overcome the severance of this neighbourhood from its surroundings. Crucially, this should help to address the wider state of fragmentation in the townscape, improving links across the A12 to encourage more people to takes advantage of the riverside, which is also undergoing regeneration, bringing with new parks, bridges across the Lea and riverside walks. On the Site, the revitalised streets, spaces and parks will be integrated with new routes and public spaces that should help to ensure a cohesive, and characterful neighbourhood that feels safe and welcoming. This will build on the positive change that has already taken place within those earlier phases of Aberfeldy Village to the south that have been completed to date.

6.44 The masterplan is underpinned by a study of the historical development of the Site and its surroundings, and an urban design analysis of the existing context. This has included an examination of the Site's built heritage context, as well as a study of the potential visual impact of the emerging proposals on local, mid-distance and long-range views, including any strategic views, and borough views identified by the LBTH. The resulting placemaking strategy, which is illustrated in Figure – 2-8, is logical and well-reasoned. That strategy creates opportunities to strengthen legibility, local character and sense of place in this part of Poplar; and that will have benefits well beyond the Site boundary. It has determined the most appropriate building typologies for the Site, each serving a different role in the townscape, while working together to create a well-functioning neighbourhood with a diverse character – achieved in part through the variety of building types and scales proposed. In some instances, this will create interesting juxtapositions between the proposed buildings (or between the proposed buildings and the existing context) that will help to signal important moments in the neighbourhood, supporting wayfinding. Decisions regarding the location and scale of the taller buildings proposed within the masterplan have been informed by the analysis noted above, as well discussions with the LBTH, the GLA, Historic England and other consultees. It also has also been tested against national, regional and local policy objectives and criteria for tall buildings. This includes Local Plan 2031 Policy D.DH6, which covers sites lying outside tall building zones identified by the LBTH.

6.45 In townscape terms, there is a compelling case for bringing forward tall buildings as part of long-term masterplan for the regeneration of the Aberfeldy Estate. There are three aspects to this:

1. It is a building typology that is commonly found in estate regeneration, particularly on large sites that can establish their own sense of place. While tall buildings within post-war estates were typically treated as isolated elements, such buildings today tend to be better integrated into the wider project of which they form part. Tall buildings in such projects are not now treated as stand-alone elements, but integrated into the overall pattern of built form; that might include mid-rise courtyard blocks and low-rise terraced development. That is the model found in the Proposed Development, where tall buildings would be more neighbourly and responsive to context than their post-war predecessors – including those on the adjacent Balfron Estate;

2. Tall buildings they can serve a useful function in signalling points of townscape significance, such as a neighbourhood centre or gateways / crossings where they would support legibility and wayfinding in a neighbourhood. This is the case on the Site, where the tall buildings would signal the presence of revitalised Aberfeldy neighbourhood centre in mid-range and longer views, and support wayfinding more locally by indicating the presence of an important crossing of the A12 at Highland Place, a new local node; and

3. Tall buildings can contribute to a positive visual identity for a regenerated estate, through the development of a high standard of architecture (governed by a strong design code, in the case of outline buildings), where presently a site's appearance is nondescript or detrimental to an area.

6.46 In summary, tall buildings can readily be accommodated in the sort of townscape found in this area without causing any significant harm or visual disruption, or undermining legibility where there is sufficient distance created between the proposed buildings and other existing tall buildings or clusters in the local or wider area; rather, legibility and sense of place can be enhanced by incorporating tall buildings within a well-conceived masterplan, such as that proposed for the Site.

Views and Visual Impact Assessment

6.47 As noted previously, for each of the identified views in the assessment which follows, there are images of the view 'as existing' and 'as proposed', with the Proposed Development shown either as a rendered image or a wireline in the 'as proposed' image. The graphical styles comply with the definitions of AVR style defined by the LVMF, which categorises a wireline representation as 'AVR1' and a rendered representation as 'AVR 3'.

6.48 Where the Proposed Development would be invisible, as a result of being occluded by existing structures, it is shown dotted in the AVR1 images. For AVR 3 images, the photo-realistic 'rendered' image shows the likely appearance of the proposed materials under the lighting conditions that occur in the selected photograph. Where shown in wireline form, the buildings lying within each phase of the Proposed Development are illustrated as follows:

Phase A (applied for in detail): Blue line;

Phase B (applied for in outline): Purple line;

Phase C (applied for in outline): Yellow line; and

Phase D (applied for in outline): Turquoise line.

6.49 It should be noted that a 'wireline' representation, due to the colour of the line and the manner in which it appears sharply defined against the background photograph, is more noticeable than a render image in distant views; that is, it is more noticeable than buildings would be in reality.

6.50 In addition, a further image showing the Proposed Development with 'cumulative' schemes is provided. These reflect the list agreed with the LBTH, with the exception of any schemes that appear complete (or are topped out) in the views photography; in those instances, the schemes are considered as part of the existing baseline. Cumulative schemes are shown as an orange wireline in these views. These schemes represented in these views, noted in Appendix A3 'Details of Cumulative Schemes', are as follows (with LPA planning reference and status in brackets):

- Blackwall Reach (PA/12/00001/P0; under construction);
- Orchard Wharf Service Station (PA/16/01763/A1; under construction);
- Ailsa Wharf (PA/16/02692 and PA/18/03461; under construction);
- Bromley-by-Bow Masterplan (17/00364/FUL and 17/00344/FUL; under construction);
- Chrisp Street Market (PA/16/01612/A1; consented);
- Leamouth South (PA/18/03089; under construction);
- Cody Dock (17/03659/OUT; consented);
- Stephenson Street (17/01847/OUT; under construction);
- Wood Wharf (PA/13/02966/P0; under construction);
- Brunel Street Works (16/03428/FUL; under construction);
- Leven Road Gasworks (PA/18/02803/A1; under construction);
- 267- 269 East India Dock Road (PA/19/01838/A2; consented);
- Former Bus Depot, Leven Road (PA/19/02148/A1; consented);
- Islay Wharf (PA/19/01760; consented);
- Proposed Travelodge Oregano Drive (PA/18/03088/A1; consented);
- Manor Road Quarter Canning Town (18/03506/OUT; consented);
- Poplar Business Park (2011) (PA/11/03375; consented);
- Blackwall Yard (2020) (PA/20/02509/A1; submitted);
- Thameside West - Outline (PA/19/00292/NC; submitted);
- Orchard Wharf (PA/20/02488/A1; submitted);
- 2 Trafalgar Way (2020) (PA/20/01402/A2; submitted);
- Hallsville Quarter (11/00662/LTGDC; consented);
- Bow Common Gas Works (PA/11/02423/P1; consented);

- Naval Row, Blackwall (PA/19/02292; consented);
- North Quay (2020) (PA/20/01421/A1; consented); and
- 43-45 Gillender Street (PA/19/01628/A1; consented).

6.51 The full list of views is shown in thumbnail form on the following pages, together with a map showing their location. Detailed co-ordinates for the views, together with information about the source photography are shown in Appendix A1 'View Locations'. In preparing each AVR a consistent methodology and approach to rendering has been followed. General notes on the AVRs are given in AppendixA4 'Accurate Visual Representations', and the detailed methodology used is described in Appendix A5 'Methodology for the production of Accurate Visual Representations'.

6.52 Appendix A7 'Views for On-site Assessment' contains images showing the cumulative condition for each view printed at the optimum scale for assessing the Proposed Development on Site. When these pages are held at a comfortable viewing distance, a viewer standing at each viewpoint location would find that the features shown in the relevant AVR will appear at the same apparent size as they do in the actual scene.

The Views



1 I South of East India Dock Road



2 I Junction of Robin Hood Lane and Poplar High Street



3 I Abbott Road / Ettrick Street



4 I Portree Street, junction with Abbott Road



5 I LBTH borough designated view 6: View from East India Dock Road to Balfron Tower & Canary Wharf in the background



6 I A12, junction with Zetland Street



7 I Riverside footpath north of River Lea / Bow Creek



8 I Bow Creek / River Lea Bridge



9 I Cody Road



10 I Star Lane Park



11 I A12, junction with Teviot Street



12 I Uamvar Street



13 I LBTH borough designated view 5: View from Langdon Park to Balfron Tower & Canary Wharf in the background



14 I Jolly's Green



15 I St Leonards Road



16 I Pedestrian path from A102 / St Leonards Road



17 I All Saints Churchyard, inside west entrance gates



18 I Poplar High Street, bridge over railway tracks



19 I Poplar Recreation Ground



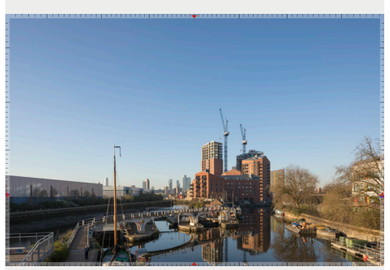
20 I Upper North Street



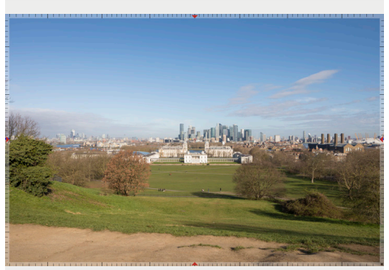
21 I Cordelia Street



22 I Bartlett Park



23 I Twelvetrees Crescent, bridge over River Lea and Bow Creek



24 I LVMF 5A.1 — Greenwich park: the General Wolfe statue — at the orientation board



25 I Nutmeg Lane



26 I Upper Bank Street



27 I Trafalgar Way



28 I South side of Bow Creek



29 I Chrisp Street, looking along Willis Street



30 I A12, junction with East India Dock Road, looking north



31 I Dee Street / Abbott Road



32 I Dee Street, midway



33 I Brownfield Street, outside no.30



34 I Memorial Recreation Ground

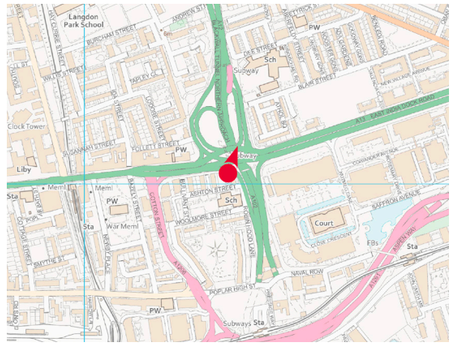
					Camera Location					HFOV				
View	Description	MH Reference	Type	Method	Easting	Northing	Height	Camera	Lens	Photo	Image	Photo date/time	Bearing	distance (km)
1	South of East India Dock Road	0700	outline	Verified	538324.0	181024.7	6.49	Canon EOS 5D Mark IV DSLR	24mm	73.5	73.1	29/03/2021 12:59	56.6	0.5
2	Junction of Robin Hood Lane and Poplar High Street	0590	outline	Verified	538376.8	180792.4	5.40	Canon EOS 5D Mark IV DSLR	24mm	73.1	73.1	11/04/2021 13:51	36.0	0.6
3	Abbott Road / Ettrick Street	0120	outline\rendered	Verified	538576.9	181423.1	3.44	Canon EOS 5D Mark IV DSLR	24mm	73.5	73.1	30/03/2021 10:37	124.5	0.2
4	Portree Street, junction with Abbott Road	0500	outline	Verified	538895.1	181297.1	4.32	Canon EOS 5D Mark IV DSLR	24mm	73.5	73.1	29/03/2021 12:09	273.1	0.2
5	LBTH borough designated view 6: View from East India Dock Road to Balfron Tower & Canary Wharf in the back-ground	0660	outline	Verified	539054.2	181345.3	8.84	Canon EOS 5D Mark IV DSLR	24mm	73.7	73.2	13/04/2021 09:54	262.5	0.3
6	A12, junction with Zetland Street	0150	outline\rendered	Verified	538179.7	181744.7	5.01	Canon EOS 5D Mark IV DSLR	24mm	73.2	73.2	29/03/2021 17:45	127.7	0.7
7	Riverside footpath north of River Lea / Bow Creek	0710	outline	Verified	538692.8	181813.2	6.89	Canon EOS 5D Mark IV DSLR	24mm	73.5	73.3	13/04/2021 08:50	173.7	0.5
8	Bow Creek River Lea bridge	0780	outline	Verified	538414.9	181880.5	6.96	Canon EOS 5D Mark IV DSLR	24mm	73.5	73.3	30/03/2021 08:30	149.9	0.7
9	Cody Road	0560	outline	Verified	539067.0	182127.3	2.70	Canon EOS 5D Mark IV DSLR	24mm	73.3	73.1	11/04/2021 09:15	201.1	0.9
10	Star Lane park	0570	outline	Verified	539333.1	181949.4	3.21	Canon EOS 5D Mark IV DSLR	24mm	73.2	73.1	11/04/2021 09:46	222.2	0.9
11	A12, junction with Teviot Street	0200	outline	Verified	538120.0	182045.1	7.34	Canon EOS 5D Mark IV DSLR	24mm	73.3	73.1	29/03/2021 18:30	139.6	1.0
12	Uamvar Street	0210	outline	Verified	537894.3	181887.3	6.99	Canon EOS 5D Mark IV DSLR	24mm	73.3	73.1	29/03/2021 18:14	124.3	1.0
13	LBTH borough designated view 5: Mew from Langdon park to Balfron Tower & Canary Wharf in the background	0720	outline	Verified	537892.7	181623.8	6.94	Canon EOS 5D Mark IV DSLR	24mm	73.5	73.1	12/04/2021 17:52	110.4	0.9
14	Jolly's Green	0730	outline	Verified	538190.2	181438.3	5.89	Canon EOS 5D Mark IV DSLR	24mm	73.3	73.2	12/04/2021 17:39	103.4	0.6
15	St Leonards Road	0240	outline	Verified	538186.7	181302.1	7.02	Canon EOS 5D Mark IV DSLR	24mm	73.4	73.2	29/03/2021 17:17	89.7	0.6
16	Pedestrian path from A102 / St Leonards Road	0640	outline	Verified	538247.8	181199.3	5.65	Canon EOS 5D Mark IV DSLR	24mm	73.5	73.4	11/04/2021 15:07	78.1	0.5
17	All Saints Churchyard, inside west entrance gates	0620	outline	Verified	538040.3	180962.4	7.50	Canon EOS 5D Mark IV DSLR	24mm	73.3	73.1	12/04/2021 17:25	64.2	0.8
18	Poplar High Street, bridge over railway tracks	0810	outline	Verified	538023.5	180749.3	7.95	Canon EOS 5D Mark IV DSLR	24mm	73.3	73.1	29/03/2021 14:03	52.5	0.9
19	Poplar Recreation Ground	0740	outline	Verified	537678.3	180866.5	7.22	Canon EOS 5D Mark IV DSLR	24mm	73.5	73.3	14/04/2021 12:17	67.7	1.2
20	Upper North Street	0290	outline	Verified	537484.6	181190.4	6.81	Canon EOS 5D Mark IV DSLR	24mm	73.4	73.2	29/03/2021 16:38	84.8	1.3
21	Cordelia Street	0510	outline	Verified	537646.5	181286.5	5.37	Canon EOS 5D Mark IV DSLR	24mm	73.7	73.2	29/03/2021 16:25	89.0	1.1
22	Bartlett park	0840	outline	Verified	537298.2	181446.6	7.16	Canon EOS 5D Mark IV DSLR	24mm	73.5	73.2	24/04/2021 17:35	95.6	1.5
23	Twelvetrees Crescent, bridge over River Lea and Bow Creek	0830	outline	Verified	538299.6	182428.2	12.23	Canon EOS 5D Mark IV DSLR	24mm	73.4	73.2	30/03/2021 07:51	158.2	1.2
24	LVMF 5A.1 — Greenwich park: the General Wolfe statue — at the orientation board	0330	outline	Verified	538922.5	177335.2	48.17	Canon EOS 5D Mark IV DSLR	24mm	73.3	73.3	25/03/2021 08:46	357.5	4.0
25	Nutmeg Lane	0750	outline	Verified	538574.1	181071.6	6.63	Canon EOS 5D Mark IV DSLR	24mm	73.3	73.2	14/04/2021 11:44	36.9	0.3
26	upper Bank Street	0790	outline	Verified	537737.7	180514.2	7.87	Canon EOS 5D Mark IV DSLR	24mm	73.4	73.2	29/03/2021 14:52	52.0	1.3
27	Trafalgar Way	0800	outline	Verified	538057.5	180302.9	13.87	Canon EOS 5D Mark IV DSLR	24mm	73.5	73.2	29/03/2021 14:25	34.6	1.2
28	South side of Bow Creek	0670	outline	Verified	538862.8	181704.8	7.00	Canon EOS 5D Mark IV DSLR	24mm	73.3	73.1	14/04/2021 10:31	195.9	0.4
29	Chrisp Street, looking along Willis Street	0380	outline	Verified	537891.8	181231.2	8.14	Canon EOS 5D Mark IV DSLR	24mm	73.4	73.2	29/03/2021 15:59	85.1	0.9
30	A12, junction with East India Dock Road, looking north	0770	outline	Verified	538381.3	181048.3	5.84	Canon EOS 5D Mark IV DSLR	24mm	73.5	73.2	11/04/2021 15:11	55.1	0.5
31	Dee Street Abbott Road	0540	outline\rendered	Verified	538630.9	181377.9	3.47	Canon EOS 5D Mark IV DSLR	24mm	73.3	73.1	11/04/2021 10:27	121.7	0.1
32	Dee Street, midway	0760	outline\rendered	Verified	538513.9	181339.2	3.17	Canon EOS 5D Mark IV DSLR	24mm	73.2	73.2	14/04/2021 11:28	98.3	0.2
33	Brownfield Street, outside no.30	0420	outline	Verified	537990.1	181162.0	8.12	Canon EOS 5D Mark IV DSLR	24mm	73.4	73.2	02/04/2021 14:54	79.3	0.8
34	Memorial Recreation Ground	0850	outline	Verified	539627.6	182845.1	2.94	Canon EOS 5D Mark IV DSLR	24mm	73.7	72.9	29/09/2021 10:21	209.7	1.8

View location map

1 South of East India Dock Road



Existing



View as existing

6.53 This viewpoint is located at the major road junction of the A13 (East India Dock Road), A12 / St Leonards Road, and the A102, approximately 160m to the south-west of the Site. The view looks north-east, across this wide junction, in the direction of the Site. The foreground and middle ground of the view are dominated by the highway that bridges the A102, including crash barriers and street furniture. The image gives a sense of the inhospitable environment for pedestrians at this busy intersection.

6.54 Balfron Tower (a grade II* listed building) is a dominant feature of this view, noticeable in scaffolding on the far left side of the image. Just beyond it, one can see the grade II listed Carradale House. Otherwise, the view is of little visual quality, the experience of the viewer further diminished by the near constant vehicular traffic at this junction.

6.55 New buildings under construction at Aberfeldy Village, to the south of the Site, frame the right side of the image. Other towers are seen under construction in the distance. The impression is that this is a townscape undergoing considerable change.

6.56 It is likely that viewers in this location will comprise a mix of local residents and workers, the majority in moving vehicles (and so not focussed on the view).

6.57 This is a view of **low to medium** sensitivity.

View as proposed

6.58 The Proposed Development would represent a significant, positive addition to an evolving local townscape. The buildings outlined in blue, seen centrally in the image, belong to Phase A (applied for in detail) and indicate the location of the revitalised neighbourhood centre on Aberfeldy Street. They will rise to a similar apparent height as the new Aberfeldy Village building seen under construction on the right side of the image. The Phase A buildings will be clearly residential in expression, with balconies projecting from their beige and red brick elevations. Their architecture will be of a high quality. They will have a distinctive character, with articulated rooflines, that will help to ensure they make a positive contribution to the local skyline.

6.59 The buildings outlined on the left side of the image take in several of those blocks lying within the outline phases. Those buildings outlined in yellow (Phase C) and purple (Phase B) will provide welcome new definition to the Site's frontage along the A12. They step up in height in a coordinated manner to the new local node at Highland Place, which will provide access to the repurposed vehicular underpass that creates a new pedestrian and cycle route under the A12 to Jolly's Green – a strategically important east-west route that is intended to help overcome the segregation of Poplar Riverside from the rest of Poplar. The proposed buildings are seen to step down in height towards the north. The buildings will have a strong orthogonal form, echoing that of their listed post-war neighbours on the west side of the A12. The Design Code stipulates that the architecture of the tallest building in Phase B, the only stand-alone tower proposed, will be different to that of its immediate, lower neighbours to the north and south to help emphasise its importance in the hierarchy of buildings on the Site as the terminus to Abbot Road at Highland Place.

6.60 Taken together, the buildings of the Proposed Development will strengthen the sense of arrival at this important junction and signal the location of the regenerated urban quarter and neighbourhood centre at Aberfeldy Village, as well as acting as an important draw to the nearby riverside, which is also undergoing major regeneration at the time of writing. The Proposed Development will appear as a layered composition of buildings that step up progressively in height towards Balfron Tower. The latter will maintain its pre-eminence as the borough landmark in this view, with the proposed buildings playing a supporting role as a high quality, characterful development that is seen to enhance the local townscape setting of this robust post-war tower.



Proposed

6.61 This would be a change of **medium to high** magnitude to a view of **low to medium** sensitivity. The significance of effect would be **moderate** (significant). The effect would be **beneficial**.

6.62 The effect would be at local level and long term.

1 South of East India Dock Road

View as proposed with cumulative schemes

6.63 Several cumulative schemes lying on the river-side and at the north end of the A12 would appear beyond the Proposed Development. Taking this into account, the Proposed Development would represent a change of **medium to high** magnitude to a view of **low to medium** sensitivity. The significance of effect would be **moderate** (significant). The effect would be **beneficial**.

6.64 The effect would be at local level and long term.

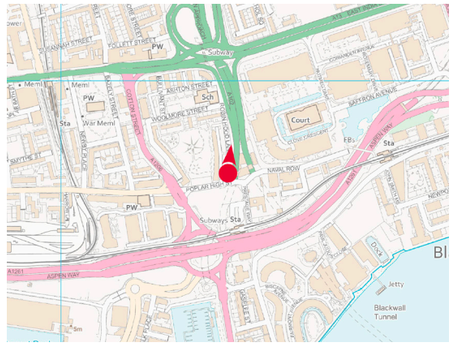


Cumulative

2 Junction of Robin Hood Lane and Poplar High Street



Existing



View as existing

6.65 This viewpoint is situated on the west pavement of Robin Hood Lane, just north of the junction with Poplar High Street. The view looks north-east, in the direction of the Site, which lies approximately 380m from this viewpoint. The foreground of the image takes in the pavements and highway on Robin Hood Lane, with parked vehicles on both sides of the street.

6.66 The right side of the image is framed by a late 20th century office building – Mulberry Place Town Hall, which overlooks the A102 (the road is hidden from view in this photo). East India Dock House at no. 240 East India Dock Road (grade II* listed building) is seen to the left of this. The left side of the imager is framed by one of the remaining buildings of Robin Hood Gardens. Balfron Tower (grade II*) is seen in scaffolding in the middle distance to the right of this.

6.67 It is likely that viewers in this location will comprise a mix of local residents and workers.

6.68 This is a view of **low to medium** sensitivity.

View as proposed

6.69 The Proposed Development would appear in the middle-distance, as indicated by the blue, turquoise, yellow and purple lines seen centrally in the image. It would signal the proximity of Aberfeldy Village, and reinforce the sense that one is approaching a major junction. The layered composition of proposed buildings would appear to step up in height in a coordinated manner towards Balfron Tower. The tallest buildings of the Proposed Development (outlined in purple and yellow – Phase B and C respectively) would be seen through trees. Balfron Tower would remain the dominant landmark in this view.

6.70 This would be a change of **low to medium** magnitude to a view of **low to medium** sensitivity. The significance of effect would be **minor to moderate** (not significant). The effect would be **beneficial**.

6.71 The effect would be at borough level and long term.



Proposed

2 Junction of Robin Hood Lane and Poplar High Street

View as proposed with cumulative schemes

6.72 A number of cumulative schemes would appear in this view. That at Robin Hood Gardens would obscure the tall buildings of the Proposed Development from view, as indicated by the orange line seen on the left side of the image. Taking cumulative schemes into account, the Proposed Development would represent a change of **low** magnitude to a view of **low to medium** sensitivity. The significance of effect would be **minor** (not significant). The effect would be **beneficial**.

6.73 The effect would be at borough level and long term.

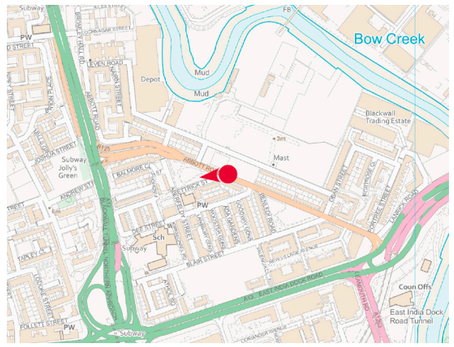


Cumulative

3 Abbott Road / Ettrick Street



Existing



View as existing

6.74 This viewpoint is located on Abbott Road, beside Leven Road Green, at the junction with Ettrick Street. It lies within the Site boundary. The view looks south-west, across the highway on Abbott Road, up Ettrick Street. A low-rise late 20th century terrace on the south side of Ettrick Street overlooks a triangular park, known as Millennium Green – seen centrally in the image. The spire of St Nicholas Church can be seen rising above the roofline of the terrace. The view along Ettrick Street is terminated by Balfron Tower (grade II*), seen here covered in large part by scaffolding. It represents a noticeable contrast in scale with the low-rise terrace seen in the foreground. The upper levels of the grade II listed Carradale House are seen through trees to the right of this.

6.75 It is likely that viewers in this location will comprise a mix of local residents and workers, some in their leisure time.

6.76 This is a view of **medium** sensitivity

View as proposed

6.77 The Proposed Development would introduce a marked change to the character of the local townscape seen in this view. Phase A, B, C, and D Buildings wil all be captured in this view. On the far right side of the image, one can see the two proposed towers of Phase B outlined in purple. They tallest of these, at 28 storeys, will signal the location of Highland Place, a major new focal point. That tower's orientation also directs the viewer's eye to the underpass that will create a new pedestrian and cycle route under the A12 to Jolly's Green – a strategically important east-west route that is intended

to help overcome the segregation of Poplar Riverside from the rest of Poplar. The third tower within the Site's tall building grouping, located within Phase C, is indicated by the yellow outline seen to the right of centre in the image. It will rise to 24 storeys (the same height as the lower of the two towers in Phase B). There is a good sense of separation between the three towers, with clear sky gaps between them, and their relative heights suitably reflect their respective positions in the grouping's hierarchy, and the importance of their location within the masterplan. The Design Code stipulates that the architecture of the tallest building in Phase B, the only stand-alone tower proposed, will be different to that of its immediate, lower neighbours to the north and south to help emphasise its importance in the hierarchy of buildings on the Site as the terminus to Abbot Road at Highland Place.

6.78 The Site's buildings will lend Ettrick Street and Abbott Road a more urban character and appearance – reflecting their proximity to the revitalised neighbourhood centre, focussed on the nearby Aberfeldy Street (the High Street). Abbott Road and Millennium Green will have a clearer identity and purpose as a vital local connector and local community green serving the expanded local population in this part of Poplar Riverside. The experience of this street will change, with various measures put in place to favour the pedestrian and cyclist over the vehicle user (such traffic calming measures and new planting). Millennium Green will be seen to accommodate additional tree planting and other enhancements. A new mid-rise (9 storey) residential courtyard building will provide a new backdrop to the green in this view, as indicated by the turquoise outline; that building lies within Phase D. The park will benefit from both the activity of the retail uses lining the ground floor of that building, and the passive surveillance from the residential units on its upper floors.

6.79 On the left side of the image, the distinctive red brick residential building with balconies on its chamfered corners sits at the junction of Dee Street and Aberfeldy Street/High Street. The scale and character of this part 7, part 12 storey Phase A building, which is applied for in detail, will emphasise its townscape role as a wayfinder, signalling the location of The Square. This public space, planned opposite St Nicholas Church, will perform an important civic and social function for the neighbourhood.



Proposed

6.80 The Proposed Development will reduce visibility of Balfron Tower from here; its distinctive service tower will still be noticeable on the skyline. Carradale House will be obscured from view.

6.81 This would be a change of **high** magnitude to a view of **medium** sensitivity. The significance of effect would be **moderate to major** (significant). The reduced visibility of Balfron Tower in this view would be noticeable. As noted above there would be a number of positive effects of the Proposed Development on this view. Considered in the round, the effect would be **beneficial**.

6.82 The effect would be at Site level and long term.

3 Abbott Road / Ettrick Street

View as proposed with cumulative schemes

6.83 No cumulative schemes would appear in this view. Taking this into account, the Proposed Development would represent a change of **high** magnitude to a view of **medium** sensitivity. The significance of effect would be **moderate to major** (significant). Considered in the round, the effect would be **beneficial**.

6.84 The effect would be at Site level and long term.



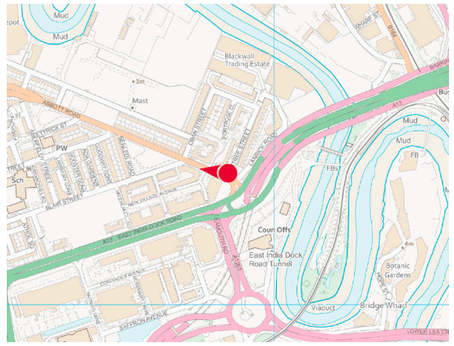
Cumulative

4 Portree Street, junction with Abbott Road



4496_0501

Existing



View as existing

6.85 This viewpoint is located on the corner of Portree Street and Abbott Road, close to the junction with East India Dock Road. The view looks north-west along Abbott Road, towards the junction with Blair Street, which marks the eastern extent of the Site (approximately 100m from this viewpoint).

6.86 The foreground of the view takes in the highway and front garden of a late 20th century block of flats that frames the right side of the image. The left side of the image is framed by a new mid-rise apartment block at Aberfeldy Village. These buildings lend this part of Abbott Road a modern, urban character. However, the sense of enclosure they provide quickly dissipates as one arrives at Brathewaite Park, which is visible just beyond the second Aberfeldy Village block seen centrally in the image.

6.87 It is likely that viewers in this location will comprise a mix of local residents and workers.

6.88 This is a view of **low to medium** sensitivity to change.

View as proposed

6.89 The Proposed Development would form a positive termination to the view. Buildings located in outline phases B, C, and D would be seen. That indicated by the turquoise outline (Phase D) is the mid-rise (9 storey) residential courtyard building overlooking Millennium Green. Beyond this, one will see the grouping of towers marking Highland Place and the under-pass, located in Phases B and C (the purple and yellow lines respectively).

6.90 This would be a change of **low to medium** magnitude to a view of **low to medium** sensitivity. The significance of effect would be **minor to moderate** (not significant). The effect would be **beneficial**.

6.91 The effect would be at local level and long term.



Proposed

4 Portree Street, junction with Abbott Road

View as proposed with cumulatives

6.92 No cumulative schemes would appear in this view. Taking this into account, the Proposed Development would represent a change of **low to medium** magnitude to a view of low to **medium** sensitivity. The significance of effect would be **minor to moderate** (not significant). The effect would be **beneficial**.

6.93 The effect would be at local level and long term.

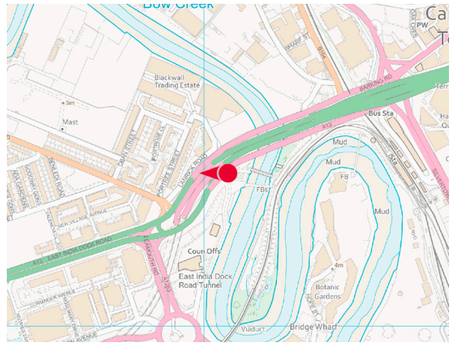


Cumulative

5 LBTH borough designated view 6: View from East India Dock Road to Balfron Tower & Canary Wharf in the background



Existing



View as existing

6.94 This is the LBTH borough designated view 6: View from East India Dock Road to Balfron Tower & Canary Wharf in the background. The viewpoint lies on the highly trafficked East India Dock Road, near the Blue Bridge, a pedestrian Bridge over the River Lea. The view looks south-west in the direction of the Site, which lies approximately 245m from this viewpoint.

6.95 The foreground of the view is dominated by the highway on East India Dock Road. The middle ground of the view takes in the modern buildings of Aberfeldy Village (left side of the image). The office towers of Canary Wharf are visible in the distance, framing the left side of the image. Balfron Tower, a borough landmark, is seen centrally in the view, mostly covered in scaffolding.

6.96 It is likely that viewers in this location will comprise a mix of local residents and workers, the majority in moving vehicles (and so not focussed on the view). The sensitivity rating below reflects the fact that this is a designated view of a borough landmark.

6.97 This is a view of **medium to high** sensitivity

View as proposed

6.98 The buildings of the Proposed Development would be a noticeable addition to the skyline seen in this view. The buildings of Phase A, applied for in detail, are outlined in blue centrally in the image. They would appear as high quality buildings in the vicinity of Balfron Tower in this view. They would clearly be residential in expression and serve to highlight the location of the neighbourhood centre on Aberfeldy Street.

6.99 The building indicated by the turquoise outline (Phase D) is the residential courtyard building overlooking Millennium Green. Beyond this, one will see the grouping of towers marking Highland Place and the underpass at the A12, located in Phases B and C (the purple and yellow lines respectively). This would aid legibility in the local townscape – the proposed buildings would signal the major neighbourhood regeneration taking place at Aberfeldy Village, and contribute to a variegated skyline composition that includes Balfron Tower. One's appreciation of this robust post-war landmark would not be diminished; rather, its townscape setting of would be seen to be enhanced.

6.100 This would be a change of **medium** magnitude to a view of **medium to high** sensitivity. The significance of effect would be **moderate** (significant). The effect would be **beneficial**.

6.101 The effect would be at borough level and long term.



Proposed

5 LBTH borough designated view 6: View from East India Dock Road to Balfron Tower & Canary Wharf in the background

View as proposed with cumulatives

6.102 Cumulative schemes appearing in this view would include several located on Poplar Riverside, as indicated by the orange lines seen on the right side of the image. One of these would obscure a portion of the northern-most tall building in Phase B. Taking this into account, the Proposed Development would represent a change of **medium** magnitude to a view of **medium to high** sensitivity. The significance of effect would be **moderate** (significant). The effect would be **beneficial**.

6.103 The effect would be at borough level and long term.

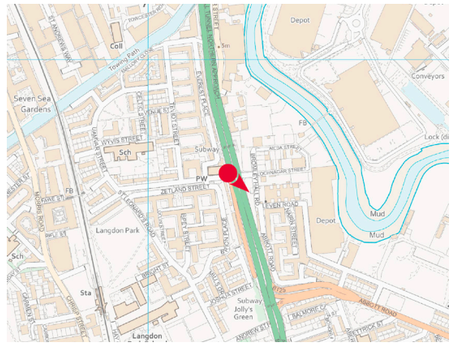


Cumulative

6 A12, junction with Zetland Street



Existing



View as existing

6.104 This viewpoint is situated at the corner of Zetland Street and the A12, which lies within the Site boundary – this extends across the A12 to include the section of highway seen in the foreground of this view. The view gives a sense of the hostile pedestrian environment on this major road – a significant barrier between the river on the east side, and communities lying to the west.

6.105 To the left of centre of the image, one can see the listed former Bromley School (grade II), although it is somewhat lost among the numerous traffic lights, temporary structures and trees lying within the overgrown 'City Wood' site lying at the corner with Lochnagar Street. A modern block of flats on Leven Road is seen rising above the vacant school building. The towers of New Providence Wharf are visible in the distance, on the far right side of the image.

6.106 It is likely that viewers in this location will comprise a mix of local residents and workers, the majority in moving vehicles (and so not focussed on the view).

6.107 This is a view of **low** sensitivity

View as proposed

6.108 There would be a considerable change to the view, with mid-rise and tall buildings on the Site introducing a new urban edge to the east side of the A12, adding drama and interest to the local skyline. These buildings will announce the presence of the regenerated neighbourhood at Aberfeldy Village. That part of the Site lying closest to the viewer, the derelict plot on Lochnagar Street (Plot J), is seen to accommodate a distinctive high quality red brick residential terrace as part of Phase A, submitted in detail. This will complete the long overdue repair and renewal of this street, and its reintegration with the surrounding neighbourhood. The street is set to become a vital local connector, with a landing point for a pedestrian bridge over the Lea planned for its eastern end as part of the regeneration of Ailsa Street directly north of the Site.

6.109 The mid-rise and tall buildings within outline phases B and C are indicated by the purple and yellow lines respectively. They will provide welcome definition to the A12, stepping up in height in a coordinated manner to announce the new local node at Highland Place, and then stepping down again to the lower scale context to the south. The noticeable gap between the Site's tallest tower in Phase B and the neighbouring tower in Phase C will signal the location of the improved pedestrian and cycle underpass linking Highland Place with Jolly's Green. It will also provide visual relief along this main road frontage. The buildings will have a strong orthogonal form, echoing that of their listed post-war neighbours on the west side of the A12 (out of shot in this view).

6.110 This would be a change of **high** magnitude to a view of **low** sensitivity. The significance of effect would be **moderate** (significant). The effect would be **beneficial**.

6.111 The effect would be at local level and long term.



Proposed

6 A12, junction with Zetland Street

View as proposed with cumulative schemes

6.112 A cumulative scheme at the former bus depot on Leven Road would be most noticeable scheme in the vicinity of the Proposed Development. It is outlined in orange on the left side of the image. The two schemes would serve to signal the positive change taking place in this part of Poplar. Taking this into account, the Proposed Development would represent a change of **high** magnitude to a view of **low** sensitivity. The significance of effect would be **moderate** (significant). The effect would be **beneficial**.

6.113 The effect would be at local level and long term.

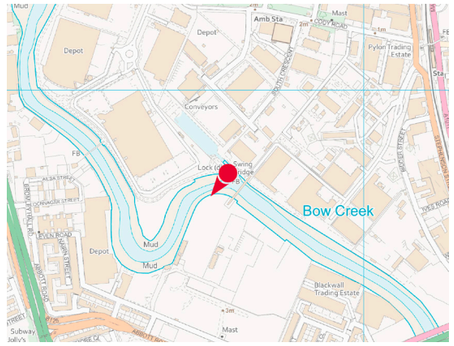


Cumulative

7 Riverside footpath north of River Lea / Bow Creek



Existing



View as existing

6.114 This viewpoint is located near Cody Dock, on the east bank of the River Lea, approximately 345m to the east of the Site. The view looks south-west. The foreground of the image takes in the river and its banks and a construction site on the left side – the former gasworks on Leven Road. Riverside apartment buildings can be seen centrally in the image. The upper levels of Balfron Tower are visible among them, as are several office towers at Canary Wharf in the distance, including One Canada Square.

6.115 People in this location are likely to be a mix of local workers, residents, and visitors, at least some in their leisure time.

6.116 This is a view of **medium** sensitivity.

View as proposed

6.117 Buildings of Phases A, B, C, and D will all be visible to varying degrees from this part of the riverside. They would form a layered composition of low-scale, mid-rise and tall buildings on the Site, building up to the tallest buildings within Phase B, located at Highland Place. They would signal the transformation of this large regeneration area at Aberfeldy Village.

6.118 This would be a change of **medium** magnitude to a view of **medium** sensitivity. The significance of effect would be **moderate** (significant). The effect would be **beneficial**.

6.119 The effect would be at sub-regional level and long term.



Proposed

7 Riverside footpath north of River Lea / Bow Creek

View as proposed with cumulative schemes

6.120 The character of this part of the riverside is set to change dramatically with the construction of a cumulative scheme at the former Leven Road Gasworks, and former Leven Road Bus Depot. These schemes are indicated by the orange lines seen in the image, which outline several tall buildings that will overlook the river. The buildings of the Proposed Development will be partially obscured from view by these cumulative developments. Taking this into account, the Proposed Development would represent a change of **low to medium** magnitude to a view of **medium** sensitivity. The significance of effect would be **minor to moderate** (not significant). The effect would be **beneficial**.

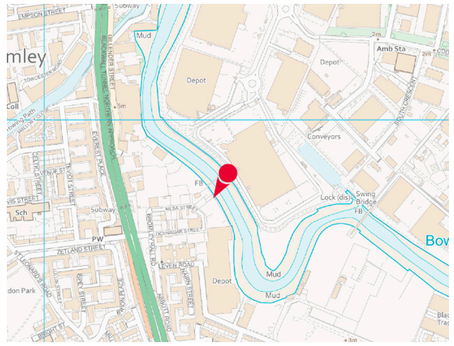
6.121 The effect would be at sub-regional level and long term.



Cumulative



Existing



View as existing

6.122 This viewpoint is located on the east bank of the River Lea, beside the former Sainsbury's distribution centre. The view looks south-west, towards the Site, which lies approximately 145m from this location. The foreground of the image takes in the river and its banks. A vacant site on the west bank, which is awaiting redevelopment, can be seen in the middle ground of the view. Various tall buildings define the skyline, including the commercial towers at Canary Wharf (seen centrally in the image). Balfron Tower is visible on the left side of the image, beyond a riverside warehouse building.

6.123 People in this location are likely to be a mix of local workers, residents, and visitors, at least some there in their leisure time.

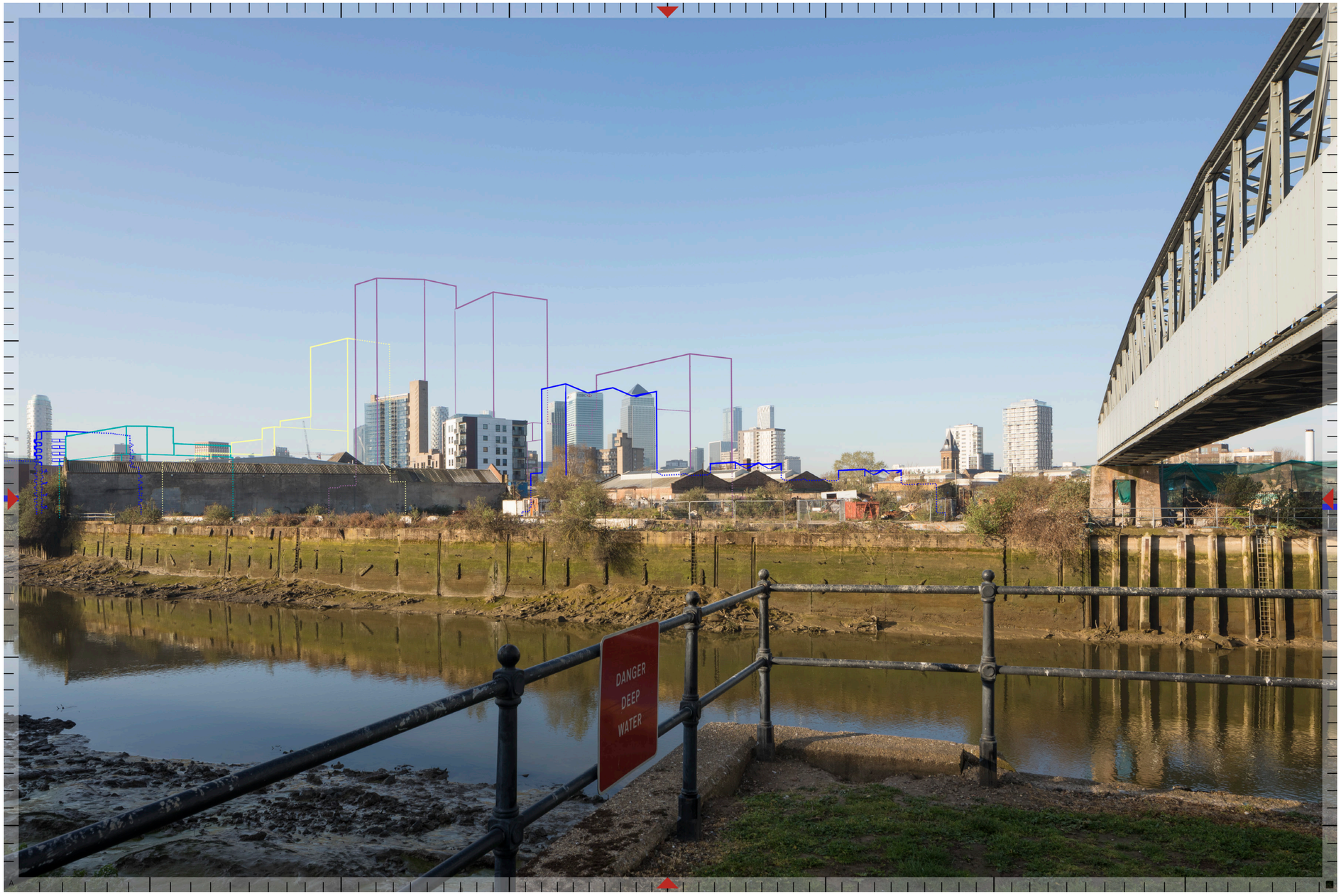
6.124 This is a view of **medium** sensitivity.

View as proposed

6.125 Buildings of Phases A, B, C, and D will all be visible to varying degrees from this part of the riverside. They would form a layered composition of low-scale, mid-rise and tall buildings on the Site, building up to the tallest buildings within Phase B, located at Highland Place. They would signal the transformation of this large regeneration area at Aberfeldy Village. One would no longer be able to view Balfron Tower or the Canary Wharf commercial tall buildings cluster from here – the view 'as proposed with cumulative schemes' is particularly relevant in this regard, which follows.

6.126 This would be a change of **medium to high** magnitude to a view of **medium** sensitivity. The significance of effect would be **moderate to major** (significant). The effect would be **beneficial**.

6.127 The effect would be at sub-regional level and long term.



Proposed

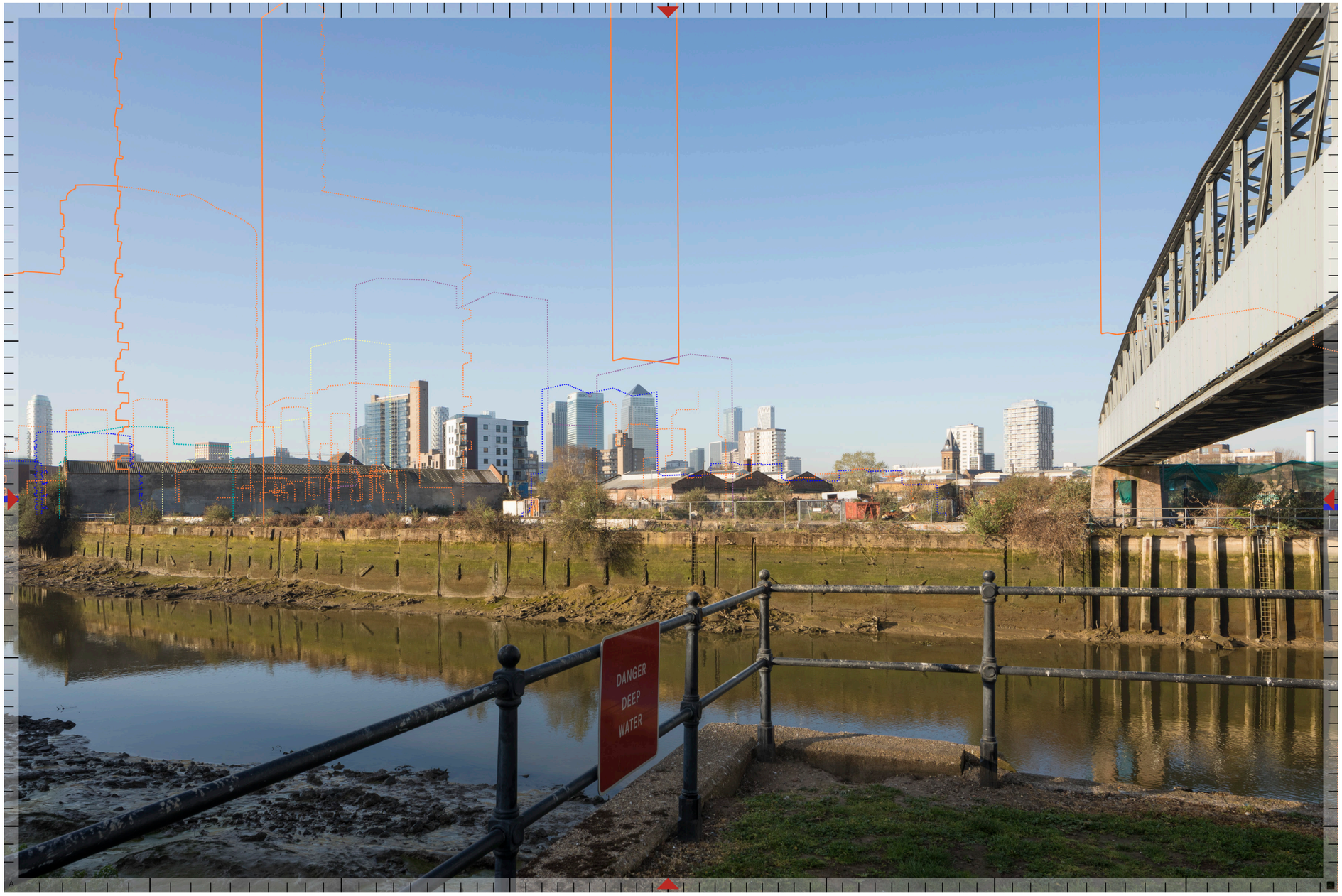
8 Bow Creek / River Lea Bridge

View as proposed with cumulative schemes

6.128 The character of this part of the riverside is set to change dramatically with the construction of cumulative schemes at Ailsa Wharf, Islay Wharf and the former Poplar Bus Depot on Leven Road. These schemes are indicated by the orange lines seen in the image, which outline several tall buildings that will overlook the river. Only a tiny portion of the Proposed Development will be seen in this context (part of the roof of the buildings in Phase B), as outlined in purple in the centre of the image.

6.129 Taking this into account, the Proposed Development would represent a change of **very low** magnitude to a view of **medium** sensitivity. The significance of effect would be **negligible** (not significant). The effect would be **neutral**.

6.130 The effect would be at sub-regional level and long term.



Cumulative

9 Cody Road



4496_0561

Existing



View as existing

6.131 This view is located on Cody Road, within the Europa Trade Park, a large industrial estate lying between the River Lea and Stephenson Street, in LB Newham. The view looks south-west in the direction of the Site, which lies some 800m from this viewpoint. The view looks across the highway towards modern warehouse buildings that form part of the trading estate.

6.132 People in this location are likely to be predominantly local workers.

6.133 This is a view of **medium** sensitivity.

View as proposed

6.134 The Proposed Development would not be visible in this view, as indicated by the dotted blue, purple, yellow, and turquoise lines.

6.135 There would be **no effect** on this view.



Proposed

9 Cody Road

View as proposed with cumulative schemes

6.136 Several cumulative schemes would be visible in the distance. Taking this into account, the Proposed Development would have **no effect** on this view.



Cumulative



Existing



View as existing

6.137 This viewpoint is located within Star Lane Park in LB Newham. The view looks south-west in the direction of the Site, which lies some 850m from this location. Foreground and middle ground of the view comprises grassed areas of the park, paths and late-20th century terraces lying on the park's edges. The commercial tall buildings cluster at Canary Wharf, and Balfron Tower are visible in the distance, seen centrally in the image.

6.138 People in this location are likely to be a mix of local workers, residents, and visitors, at least some there in their leisure time.

6.139 This is a view of **medium** sensitivity.

View as proposed

6.140 The upper levels of the tall buildings lying within Phases B and C would be visible through a veil of tree branches from this park, as outlined in purple and yellow respectively on the right side of the image. They would not be especially noticeable from here. They would have no effect on one's ability to see and appreciate Balfron Tower from here.

6.141 This would be a change of **very low to low** magnitude to a view of **medium** sensitivity. The significance of effect would be **minor** (not significant). The effect would be **neutral**.

6.142 The effect would be at sub-regional level and long term.



Proposed

10 Star Lane Park

View as proposed with cumulative schemes

6.143 A large number of cumulative schemes would be visible, further reducing the visibility of the Proposed Development from this park. Taking this into account, the Proposed Development would represent a change of **very low** magnitude to a view of **medium** sensitivity. The significance of effect would be **minor/negligible** (not significant). The effect would be **neutral**.

6.144 The effect is at borough level and long term.

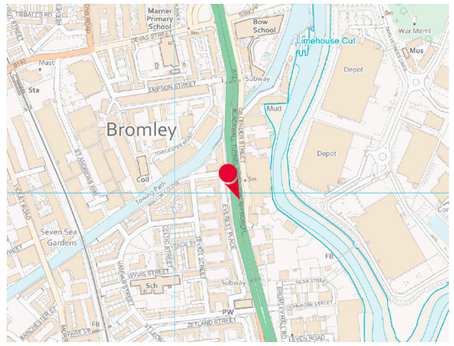


Cumulative

11 A12, junction with Teviot Street



Existing



View as existing

6.145 This viewpoint is situated on the A12, at the corner with Teviot Street. The view looks south-east, along the A12, in the direction of the Site, which lies approximately 300m from this viewpoint. The foreground takes in the west pavement and highway of the A12. On the east side of the A12 one sees a late 20th century warehouse building framing the left side of the image, and a LCC fire station of 1910 (grade II LB) to the right of that. Bromley Hall (grade II* LB), a domestic scaled building, is seen centrally in the image. Several modern tall buildings are visible in the distance, as well as the Balfron Tower. Appreciation of the heritage assets seen in this view is somewhat diminished by the busy highway lying between them and the viewer.

6.146 It is likely that viewers in this location will comprise a mix of local residents and workers, the majority in moving vehicles heading north-bound (and so not focussed on the view).

6.147 This is a view of **low to medium** sensitivity.

View as proposed

6.148 The Proposed Development would appear centrally in the view. The mid-rise and tall buildings lying within Phase B, outlined here in purple, would be seen to step up in height to towards the south. The tallest building would mark the location of Highland Place and the adjacent underpass. The buildings of Phase C, indicated by the yellow line, would then step down again away from this point of significance in the townscape. The Proposed Development as a whole would be indicative of the major neighbourhood regeneration taking place on the Site, and provide a sense of balance on a skyline that includes other tall late 20th century and 21st century buildings. The proposed buildings would have no effect on one's ability to see or appreciate the listed buildings located along the A12.

6.149 This would be a change of **low to medium** magnitude to a view of **low to medium** sensitivity. The significance of effect would be **minor to moderate** (not significant). The effect would be **beneficial**.

6.150 The effect would be at borough level and long term.



Proposed

11 A12, junction with Teviot Street

View as proposed with cumulative schemes

6.151 A number of cumulative schemes would appear in this view, as outlined in orange. Tall development at Blackwall is outlined immediately to the right of Balfron Tower. Other cumulative schemes lie between the Site and Bromley Hall – including an extension to that listed building (43-45 Gillender Street) and large-scale buildings at Ailsa Wharf, Ailsa Street. The latter would obscure a large portion of the Proposed Development from view. Taking this into account, the Proposed Development would represent a change of **low** magnitude to a view of **low to medium** sensitivity. The significance would be **minor** (not significant). The effect would be **beneficial**.

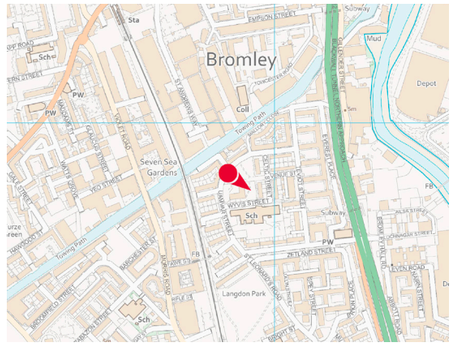
6.152 The effect is at borough level and long term.



Cumulative



Existing



View as existing

6.153 This view is taken from a local green space on Uamvar Street, near the junction with Brushwood Close. The view looks south-east, in the direction of the Site, which lies approximately 320m from this location. The park is seen in the foreground of the image. Late 20th century housing and a local community centre are visible beyond this. Balfron Tower is glimpsed through trees in the distance (right side of in the image).

6.154 People in this location are likely to be a mix of local residents and workers, some here in their leisure time.

6.155 This is a view of **medium** sensitivity.

View as proposed

6.156 The Proposed Development's three tallest buildings would appear centrally in the view, as indicated by the purple and yellow lines shown to the right of centre in the image. Together, they would be seen to form a well-considered, layered composition of buildings of varied heights, forming a marker for Aberfeldy Village and a signal of the transformation of this large regeneration area. The tallest building, at the centre of the group (Building B3), flanked by Building B2 to the north and Building C1 to the south, would enhance legibility in the area by indicating the location of an important new local node at Highland Place, beside the A12. This new public space will provide access to the repurposed vehicular underpass that creates a new pedestrian and cycle route under the A12 – a strategically important east to west route which is intended to help overcome the segregation of Poplar Riverside from the rest of Poplar.

6.157 This would be a change of **medium** magnitude to a view of **medium** sensitivity. The significance of effect would be **moderate** (significant). The effect would be **beneficial**.

6.158 The effect would be at borough level and long term.



Proposed

12 Uamvar Street

View as proposed with cumulative schemes

6.159 A number of cumulative schemes would be visible, as indicated by the orange lines on the left and right sides of the image. Taking this into account, the Proposed Development would represent a change of **medium** magnitude to a view of **medium** sensitivity. The significance of effect would be **moderate** (significant). The effect would be **beneficial**.

6.160 The effect would be at borough level and long term.

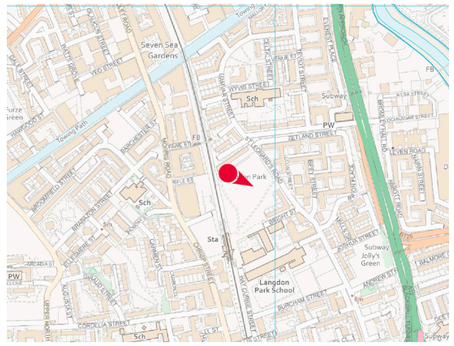


Cumulative

13 LBTH borough designated view 5: View from Langdon Park to Balfron Tower & Canary Wharf in the background



Existing



View as existing

6.161 This is the LBTH borough designated view 5: View from Langdon Park to Balfron Tower. This viewpoint is located at the north-western corner of Langdon Park, a local recreation ground located beside Langdon Park DLR Station. It is located within the Langdon Park CA. The view looks south-east, in the direction of the Site, which lies approximately 330m from this viewpoint. The large grassed area of this park occupies the near and middle ground of the view. Low-rise residential development dating to the post-war period and late 20th century is seen beyond this. The view takes in the grade II listed Church of St Michael and All Angels on St Leonards Road. This is neither a privileged view of this heritage asset, nor one among those identified as significant in the CA Appraisal. Its tower is a noticeable feature on the skyline from most parts of this park. Balfron Tower and Carradale House are noticeable in the middle distance, seen on the right side of the image.

6.162 People visiting this location are likely to be residents of the surrounding area, making use of the park's facilities.

6.163 This is a view of **medium to high** sensitivity.

View as proposed

6.164 The Proposed Development would represent a significant, positive addition to the varied local townscape seen in this view. Buildings in outline phases B and C are shown in purple and yellow respectively in the image. They would be seen to form a well-considered composition of buildings of different scales and typologies that introduce a sense of balance on the skyline. They will mark the Site's western boundary to the A12, and signpost Aberfeldy Village, signalling the transformation of this large regeneration area with a revitalised neighbourhood centre at its heart.

6.165 The tallest proposed building, seen at the centre of the group (Building B3) will signal the location of Highland Place, which will become an important point of entry to the Site, leading to the riverside area beyond. Highland Place will be accessed via the dedicated pedestrian and cycle route under the A12, which will help to overcome the segregation of Poplar Riverside from the rest of Poplar. Building B3 is flanked by Building B2 to the north and Building C1 to the south. There are clear sky gaps between the three towers. Proposed building heights are then seen to fall noticeably to the north and south. This will serve to ensure that Balfron Tower maintains its prominence in this borough-designated view, standing in splendid isolation on the local skyline. The visibility of Carradale House will also be unaffected. The spire of St Michael and All Angels will continue to be seen to punctuate the skyline, albeit framed by the buildings of the Proposed Development.

6.166 While the proposed buildings will all have a strong orthogonal form, the Design Code stipulates that the architecture of the tallest in the grouping, the only stand-alone tower proposed, will be different to that of its immediate, lower neighbours to the north and south to help emphasise its importance in the hierarchy and heighten visual interest through variety of expression between buildings.

6.167 This would be a change of **medium** magnitude to a view of **medium to high** sensitivity. The significance of effect would be **moderate** (significant). The effect would be **beneficial**.

6.168 The effect would be at borough level and long term.



Proposed

13 LBTH borough designated view 5: View from Langdon Park to Balfron Tower & Canary Wharf in the background

View as proposed with cumulatives

6.169 A number of cumulative schemes would appear in this view. That appearing beyond the Proposed Development is the consented scheme at the former Leven Road bus depot (outlined in orange on the far left side of the image). It would signal the positive change taking place on the riverside. Taking this into account, the Proposed Development would represent a change of **medium** magnitude to a view of **medium to high** sensitivity. The significance of effect would be **moderate** (significant). The effect would be **beneficial**.

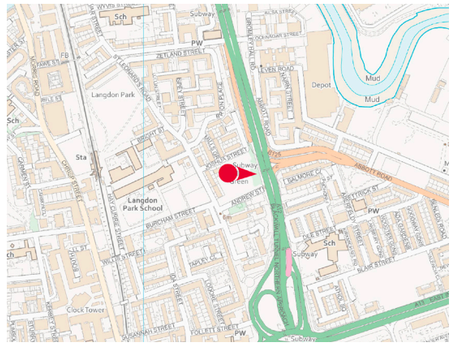
6.170 The effect would be at borough level and long term.



Cumulative



Existing



View as existing

6.171 This view is taken from Jolly's Green, a pocket park located immediately to the west of the A12 and the Site. The foreground of the view takes in the grassed area of the park, which includes a section dedicated to children's play. A band of trees separates the park from the trafficked A12.

6.172 People visiting this location are likely to be residents of the surrounding area, making use of the park's facilities.

6.173 This is a view of **medium** sensitivity.

View as proposed

6.174 The Proposed Development would bring about a considerable change to this view. The proposed buildings along the A12 would be highly prominent from here, the tallest lying either side of Highland Place, where the enhanced underpass will dramatically improve connectivity across this major road. The building outlined in purple lies within Phase B and those lying within Phase C are outlined in yellow. There will be a large gap between these, indicating the position of Highland Place, and providing visual relief when viewing the Site's built frontage to the A12 from here.

6.175 The buildings will have a strong orthogonal form. The Design Code stipulates that the architecture of the tallest building in Phase B, the only stand-alone tower proposed, will be different to that of its neighbours in Phase C to help emphasise its importance in the hierarchy of buildings on the Site as the terminus to Abbot Road at Highland Place.

6.176 This would be a change of **high** magnitude to a view of **medium** sensitivity. The significance of effect would be **moderate to major** (significant). The effect would be **beneficial**.

6.177 The effect would be at local level and long term.



Proposed

View as proposed with cumulative schemes

6.178 No cumulative schemes would be visible. Taking this into account, the Proposed Development would represent a change of **high** magnitude to a view of **medium** sensitivity. The significance of effect would be **moderate to major** (significant). The effect would be **beneficial**.

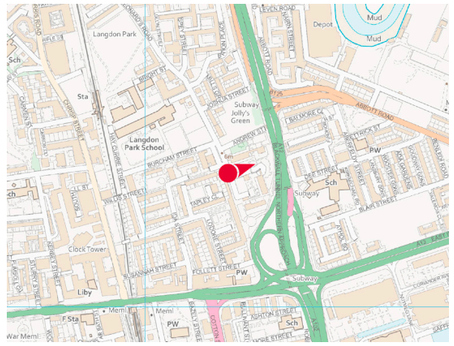
6.179 The effect would be at local level and long term.



Cumulative



Existing



View as existing

6.180 This viewpoint is located on St Leonard's Road, just to the west of Carradale House (grade II LB) and Balfron Tower (grade II*). These buildings are seen to frame the left and right sides of the image respectively. The two buildings are separated by areas of green space with mature tree planting, allowing for a view towards the A12 and terraced housing on the Site beyond that. This viewpoint lies within the Balfron Tower CA.

6.181 People in this location are likely to be a mix of local residents and workers.

6.182 This is a view of **medium to high** sensitivity.

View as proposed

6.183 The view would take in buildings proposed within Phase A (outlined in blue in the gap through Balfron tower), Phase C (outlined in yellow) and Phase D (outlined in turquoise). Phase D's buildings would appear between the Phase C buildings, a gap created by Ettrick Street, which will be extended meet Enterprise Yard by the A12. Phase D's buildings would signal the location of Millennium Green. The visible Phase C buildings will include a low-rise commercial block on Enterprise Yard and mid-rise residential buildings overlooking the A12. Together, the Proposed Development will be seen to form a layered composition of appropriately scaled buildings appearing beyond Balfron Tower and Carradale House. They will signal the transformation of this large regeneration area at Aberfeldy Village and enhance legibility in the area. They will enhance the townscape setting of the post-war listed buildings of robust character seen in this view.

6.184 This would be a change of **medium** magnitude to a view of **medium to high** sensitivity. The significance of effect would be **moderate** (significant). The effect would be **beneficial**.

6.185 The effect would be at borough level and long term.



Proposed

15 St Leonards Road

View as proposed with cumulative schemes

6.186 No cumulative schemes are visible in this image. Taking this into account, the Proposed Development would represent a change of **medium** magnitude to a view of **medium to high** sensitivity. The significance of effect would be **moderate** (significant). The effect would be **beneficial**.

6.187 The effect would be at borough level and long term.

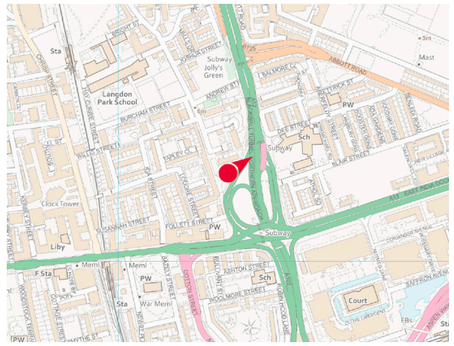


Cumulative

16 Pedestrian path from A102 / St Leonards Road



Existing



View as existing

6.188 This viewpoint lies on the path running from St Leonards Road to the A12 underpass used by pedestrians to reach the Aberfedly Estate on the Site. The A12 lies on the other side of the brick wall seen centrally in the image. Balfron Tower is seen in scaffolding framing the left side of the image. The viewpoint lies within the Balfron Tower CA.

6.189 People in this location are likely to be a mix of local residents and workers.

6.190 This is a view of **low to medium** sensitivity.

View as proposed

6.191 The view would take in buildings lying within Phases A and C. The latter would appear through a veil of trees, as indicated by the yellow lines illustrated on the left side of the image. The Phase A buildings, applied for in detail, are indicated by the blue outlines. That seen to the left of centre in the image, mostly obscured by Phase C, is the part 7 storey, part 12 storey residential and retail building on Plot F, which overlooks All Hallows Square – an important local node at the junction of Aberfeldy Street and Dee Street, opposite St Nicholas Church. The deed red tones of its brick façades will be noticed from here. The other building within Phase A seen in this view is building H1/H2, an 8 storey residential block with retail, lying on the west side of Aberfeldy Street. One will notice its articulated roof line and balconies projecting from its beige and red brick west façade. Together, the buildings of the Proposed Development seen in this view will act as a helpful draw to the revitalised neighbourhood centre, accessed by a much improved pedestrian underpass, situated at the end of this path.

6.192 This would be a change of **medium** magnitude to a view of **low to medium** sensitivity. The significance of effect would be **minor to moderate** (not significant). The effect would be **beneficial**.

6.193 The effect would be at local level and long term



Proposed

16 Pedestrian path from A102 / St Leonards Road

View as proposed with cumulative schemes

6.194 A cumulative scheme lying on the riverside would appear between the Phase A buildings seen in this view. Taking this into account, the Proposed Development would represent a change of **medium** magnitude to a view of **low to medium** sensitivity. The significance of effect would be **minor to moderate** (not significant). The effect would be **beneficial**.

6.195 The effect would be at local level and long term.

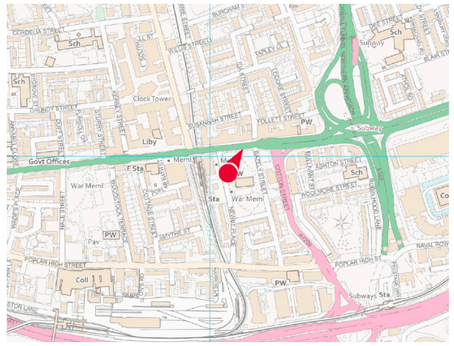


Cumulative

17 All Saints Churchyard, inside west entrance gates



Existing



View as existing

6.196 This viewpoint is located in All Saints Churchyard, inside the west entrance gates. It lies within the All Saints Church, Poplar CA. The view looks north-east, in the direction of the Site, which lies approximately 380m from this viewpoint. The grassed area of the churchyard occupies the foreground of the view. Shop terraces are seen on the north side of East India Dock Road beyond this. Balfron Tower is noticeable through trees from here, its upper levels seen rising above the shop terrace visible centrally in the image.

6.197 People visiting this location are likely to be residents and workers, some here in their leisure time.

6.198 This is a view of **medium** sensitivity.

View as proposed

6.199 The upper levels of the tall building at Highland Place (lying within Phase B) would be visible above the roofline of buildings on East India Dock Road, through a veil of tree branches from this space – as outlined in purple to the left of centre in the image. The Proposed Development would not be especially noticeable from here. It would have no effect on one's ability to see and appreciate Balfron Tower in this view.

6.200 This would be a change of **very low to low** magnitude to a view of **medium** sensitivity. The significance of effect would be **minor** (not significant). The effect would be **neutral**.

6.201 The effect would be at borough level and long term.



Proposed

17 All Saints Churchyard, inside west entrance gates

View as proposed with cumulative schemes

6.202 The East India Dock Road hotel development would appear on the right side of the image. Taking this into account, the Proposed Development would represent a change of **very low to low** magnitude to a view of **medium** sensitivity. The significance of effect would be **minor** (not significant). The effect would be **neutral**.

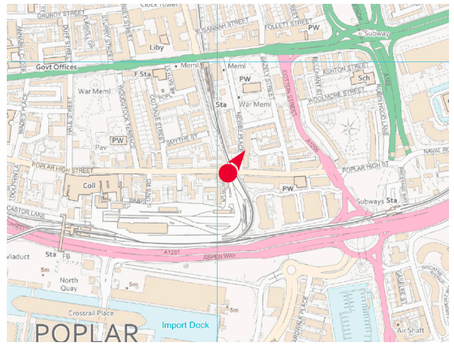
6.203 The effect would be at borough level and long term.



Cumulative



Existing



View as existing

6.204 This view is taken from Poplar High Street, at the bridge over the railway tracks. The view-point lies some 530m to the south-west of the Site. The bridge occupies the foreground of the view, with post-war housing seen beyond that. The spire of All Saints Church (grade II LB) and the upper levels of Balfron Tower (grade II* LB) are seen incidentally beyond the housing and trees on the left side of the image.

6.205 People in this location are likely to be residents and workers.

6.206 This is a view of **low to medium** sensitivity.

View as proposed

6.207 The upper levels of the two tallest buildings within Phase B at Highland Place would be glimpsed to the left of Balfron Tower, through a veil of tree branches, as outlined in purple on the left side of the image. The Proposed Development would not be especially noticeable from here. It would have no effect on one's ability to see and appreciate Balfron Tower in this view.

6.208 This would be a change of **very low to low** magnitude to a view of **low to medium** sensitivity. The significance of effect would be **minor/negligible** (not significant). The effect would be **neutral**.

6.209 The effect would be at borough level and long term.



Proposed

18 Poplar High Street, bridge over railway tracks

View as proposed with cumulative schemes

6.210 The top of the East India Dock Road hotel development would appear through trees, indicated by the solid orange line seen centrally in the image. Taking this into account, the Proposed Development would represent a change of **very low to low** magnitude to a view of **low to medium** sensitivity. The significance of effect would be **minor/negligible** (not significant). The effect would be **neutral**.

6.211 The effect would be at borough level and long term.

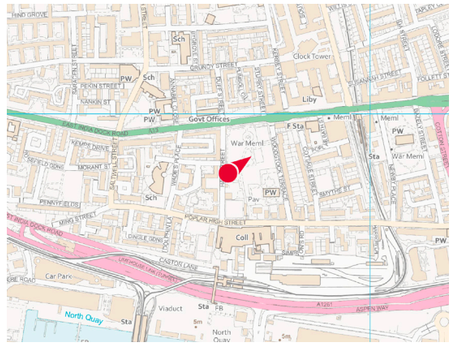


Cumulative



4496_0741

Existing



View as existing

6.212 This viewpoint is located on the west side of Poplar Recreation Ground, a memorial park with sports and play areas. It lies within the St Mathias Church, Poplar CA. The viewpoint lies some 740m to the south-west of the Site. A path and grassed area of the park occupy the foreground of the view, with mature trees and a children's' play area seen beyond that. Buildings of different periods, including tall modern apartment blocks on East India Dock Road, are noticeable in the middle distance.

6.213 People visiting this location are likely to be residents and workers, a number here in their leisure time.

6.214 This is a view of **medium** sensitivity.

View as proposed

6.215 The upper levels of the tallest buildings within Phases B and C at Highland Place would be visible through trees beyond the buildings lying on East India Dock Road. They are indicated by the purple and yellow lines respectively in the centre of the image. The Proposed Development would not be especially noticeable from here.

6.216 This would be a change of **very low to low** magnitude to a view of **medium** sensitivity. The significance of effect would be **minor** (not significant). The effect would be **neutral**.

6.217 The effect would be at borough level and long term.



Proposed

19 Poplar Recreation Ground

View as proposed with cumulative schemes

6.218 A cumulative scheme at Chrisp Street, which is outlined in orange centrally in the image, would obscure much of the Proposed Development from view. Taking this into account, the Proposed Development would represent a change of **very low** magnitude to a view of **medium** sensitivity. The significance of effect would be **minor/negligible** (not significant). The effect would be **neutral**.

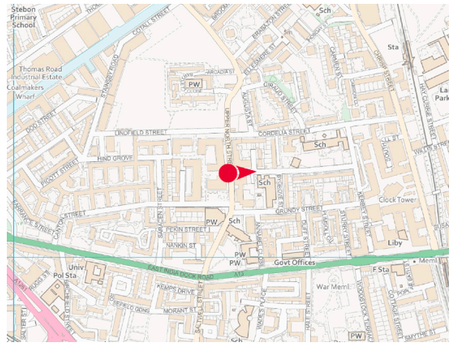
6.219 The effect would be at borough level and long term.



Cumulative



Existing



View as existing

6.220 This view is taken Upper North Street, at the junction with Ricardo Street. It lies within the Lansbury CA. The view looks north-east, in the direction of the Site, which lies some 795m from this viewpoint. The foreground of the view takes in the highway at this junction and modern blocks of flats lying either side of Ricardo Street – those seen on the left side of the image lie outside the CA. The upper levels of Balfron Tower can just be glimpsed in the distance, to the left of centre in the image.

6.221 People in this location are likely to be residents and workers.

6.222 This is a view of **low to medium** sensitivity.

View as proposed

6.223 The Proposed Development would not be visible in this view. There would be **no effect**.



Proposed

20 Upper North Street

View as proposed with cumulative schemes

6.224 A cumulative scheme at Chrisp Street would terminate the view at the end of the street. Taking this into account, the Proposed Development would have **no effect** on this view.



Cumulative



4496_0511

Existing



View as existing

6.225 This viewpoint is located on the corner of Cordelia Street and Giraud Street. It looks north-east, along Cordelia Street, in the direction of the Site, which lies some 635m from this viewpoint. The buildings seen in this view date to the post-war period or later. The view is terminated by Glenkerry House (grade II LB) seen in the centre of the image.

6.226 People in this location are likely to be residents and workers.

6.227 This is a view of **low** sensitivity.

View as proposed

6.228 One of the Proposed Development's Phase C buildings would appear to the left of Glenkerry House. It is the 9 storey element of Building C (C4), which would overlook the A12 and terminating the view at the end of Cordelia street. The visible part is indicated by the solid yellow line seen in the centre of the image. It would be understood to lie beyond Glenkerry House; it would have no effect on one's ability to see and appreciate this listed building from here.

6.229 This would be a change of **low to medium** magnitude to a view of **low** sensitivity. The significance of effect would be **minor** (not significant). The effect would be **neutral**.

6.230 The effect would be at borough level and long term.



Proposed

21 Cordelia Street

View as proposed with cumulative schemes

6.231 A cumulative scheme at Chrisp Street would appear to the right of Glenkerry House in this view.

6.232 Taking this into account, the Proposed Development would represent a change of **low to medium** magnitude to a view of **low** sensitivity. The significance of effect would be **minor** (not significant). The effect would be **neutral**.

6.233 The effect would be at borough level and long term.

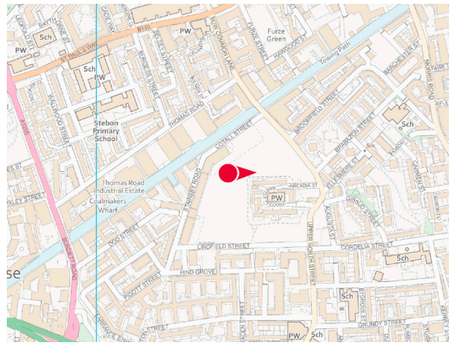


Cumulative



4496_0841

Existing



View as existing

6.234 This view is taken from the west end of Bartlett Park. It lies some 950m to the west of the Site. The grassed area of this large park occupies the foreground and most of the middle ground of the view. Also seen in the middle ground is late-20th century low-rise housing on Bartlett Close, which surrounds the Church of St Saviours (grade II LB). The latter is on Historic England's Heritage at Risk register – the church was severely damaged by fire in 2007 and is currently propped by scaffolding. Various post-war and modern tall residential buildings are seen beyond the park. The modern tower seen centrally in the image marks the location of Langdon Park Docklands Light Railway Station.

6.235 People visiting this location are likely to be residents and workers, a number here in their leisure time.

6.236 This is a view of **medium** sensitivity.

View as proposed

6.237 The upper levels of three of the Proposed Development's residential towers will appear beyond the post-war and modern tower blocks lying to the east of this park. The visible parts of the Proposed Development – indicated by the solid purple and yellow lines see centrally in the image – will be those towers lying in Phases B and C respectively. The Proposed Development would appear as a background element in this view, contributing to a varied silhouette on the skyline and adding to the visual layering of tall buildings seen in this view today. To the extent that it is noticed, it will indicate the location of Highland Place, to become an important local node and the location of a much enhanced pedestrian link under the A12.

6.238 This would be a change of **low to medium** magnitude to a view of **medium** sensitivity. The significance of effect would be **minor to moderate** (not significant). The effect would be **beneficial**.

6.239 The effect would be at borough level and long term.



Proposed

View as proposed with cumulative schemes

6.240 Cumulative schemes would be seen on the periphery of this view. Taking this into account, the Proposed Development would represent a change of **low to medium** magnitude to a view of **medium** sensitivity. The significance of effect would be **minor to moderate** (not significant). The effect would be **beneficial**.

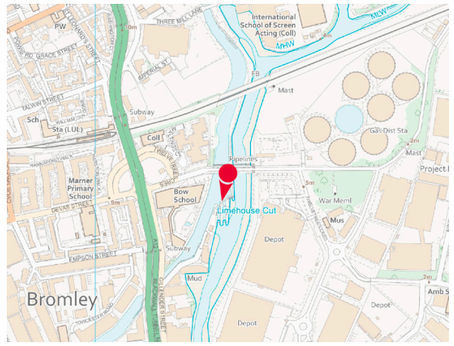
6.241 The effect would be at borough level and long term.



Cumulative



Existing



View as existing

6.242 This viewpoint is located on Twelvetrees Crescent Bridge (grade II), in the Limehouse Cut CA. The view looks south-west in the direction of the Site, which lies some 700m from this viewpoint. The view is identified in the CA Appraisal.

6.243 The foreground of the image takes in the wide body of water of the River Lea and a footbridge across the river. The middle ground reveals modern sheds, seen on the left side of the image, and modern housing overlooking the river, seen on the right side. New towers are seen under construction among them. In the distance, one can see office and residential towers on the Isle of Dogs. Balfron Tower is also visible, seen beyond the modern sheds on the left side of the view, seen together with a number of other tall buildings on the skyline.

6.244 People in this location are likely to be predominantly local workers and visitors, at least some with the expectation of enjoying the view.

6.245 This is a view of **medium** sensitivity.

View as proposed

6.246 The tall buildings of the Proposed Development would appear in the vicinity of Balfron Tower, at a greater apparent height than the listed tower, which would also be partially obscured from view. The Proposed Development would appear as a layered composition of buildings that signal the location of Aberfeldy Village.

6.247 This would be a change of **low to medium** magnitude to a view of **medium** sensitivity. The significance of effect would be **minor to moderate** (not significant). While there would be beneficial effects resulting from the Proposed Development as a new townscape marker of Aberfeldy Village, Balfron Tower would be less noticeable from here with the scheme in place. Considered in the round, the effect of the Proposed Development would be **neutral**.

6.248 The effect would be at borough level and long term.



Proposed

23 Twelvetrees Crescent, bridge over River Lea and Bow Creek

View as proposed with cumulative schemes

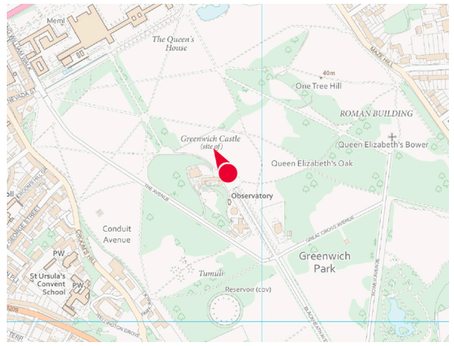
6.249 A number of new large scale and tall buildings would be noticeable on the skyline. One of these would appear directly behind and to the right of Balfron Tower. Other development would partially obscure both Balfron Tower and a portion of the Proposed Development from view (a building in Phase B – as outlined in purple in the image). A cumulative scheme lying in the middle-distance would also partially obscure buildings in Phases B and C from view. Taking this into account, the Proposed Development would represent a change of **low to medium** magnitude to a view of **medium** sensitivity. The significance of effect would be **minor to moderate** (not significant). The effect of the Proposed Development would be **neutral**.



Cumulative



Existing



View as existing

6.250 This viewpoint is located within the Maritime Greenwich World Heritage Site and the Greenwich Park Conservation Area, within the Royal Borough of Greenwich. It lies approximately 3.9km from the Site.

6.251 This is a panoramic view including several points of interest. The open green space of Greenwich Park dominates the foreground, sloping down to the Grade I listed Queen's House, which is also a scheduled monument, and Grade I listed Royal Naval College in the middle distance. The River Thames lies beyond, creating a significant sense of separation between the buildings of the Maritime Greenwich WHS and the Isle of Dogs beyond.

6.252 The existing cluster of tall buildings on the Isle of Dogs is highly prominent in the distance. The cluster centres on One Canada Square, with the South Quay Plaza scheme appearing in front of part of it. In general, the apparent heights of buildings reduce as they are located further away from One Canada Square, with exceptions such as the Landmark Pinnacle.

6.253 The right side of the view takes in other tall buildings in the distance. They include those lying within the New Providence Wharf development at Blackwall.

6.254 It is likely that many people in this location would be visiting in their leisure time, at least some with the specific expectation of enjoying the view.

6.255 This is a view of **medium to high** sensitivity.

View as proposed

6.256 The Proposed Development would appear in the distance, beyond the towers of New Providence Wharf. The visible parts of the Proposed Development (the upper levels of towers in Phases B and C, indicated by the solid purple and yellow outlines respectively), would have a minor visual presence in this view; they would not be especially noticeable at this distance from the Site.

6.257 This would be a change of **very low** magnitude to a view of **medium to high** sensitivity. The significance of effect would be **minor /negligible** (not significant). The effect would be **neutral**.

6.258 The effect would be at sub-regional level and long term.



Proposed

24 LVMF 5A.1 — Greenwich park: the General Wolfe statue — at the orientation board

View as proposed with cumulative schemes

6.259 The Isle of Dogs tall buildings cluster would be significantly expanded as a result of cumulative schemes. Cumulative schemes would also be seen either side of the Proposed Development in this view. Taking this into account, the Proposed Development would represent a change of **very low** magnitude to a view of **medium to high** sensitivity. The significance of effect would be **minor/negligible** (not significant). The effect would be **neutral**.

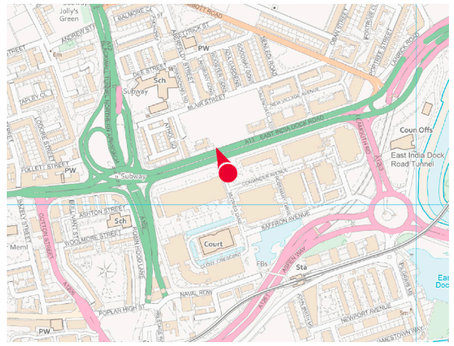
6.260 The effect would be at sub-regional level and long term.



Cumulative



Existing



View as existing

6.261 This viewpoint is located on Nutmeg Lane, just south of the junction with East India Dock Road. It is located approximately 160m to the south-east of the Site. The wide pavements and highway at this junction occupy the foreground of the view. On the north side of East India Dock Road one can see new apartment blocks lying within the Aberfeldy Village development, and others under construction beyond that. Balfron Tower frames the left side of the image.

6.262 People in this location are likely to be a mix of local workers, residents, and visitors staying in the nearby Travelodge, which lies just to the east of this viewpoint.

6.263 This is a view of **low** sensitivity.

View as proposed

6.264 The upper levels of two of the proposed buildings on Aberfeldy Street (applied for in detail in Phase A) would be glimpsed beyond the buildings of those early phases of Aberfeldy Village lying to the south of the Site (the Oxbow development). The solid blue lines visible in the centre of the image indicate the visible parts of Phase A. There would be a minimal change to the view.

6.265 This would be a change of **very low** magnitude to a view of **low** sensitivity. The significance of effect would be **negligible** (not significant). The effect would be **neutral**.

6.266 The effect would be at borough level and long term.



Proposed

25 Nutmeg Lane

View as proposed with cumulative schemes

6.267 Cumulative schemes would not be seen in this view. Taking this into account, the Proposed Development would represent a change of **very low** magnitude to a view of **low** sensitivity. The significance of effect would be **negligible** (not significant). The effect would be **neutral**.

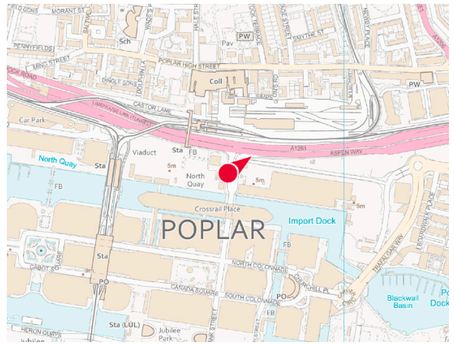
6.268 The effect would be at borough level and long term



Cumulative



Existing



View as existing

6.269 This viewpoint is located at the north end of Upper Bank Street, just south of the junction with Aspen Way (A1261). It lies some 885m to the south-west of the Site. The view looks north-east, across the busy road junction, with its unsightly collection of lampposts and road signs, towards the Docklands Light Railway (DLR) depot on the north side of Aspen Way. A number of late 20th century and modern residential tall buildings are seen on the skyline. They include Balfron Tower, visible on the left side of the image, beyond the blue roof of the DLR deport.

6.270 People in this location are likely to be predominantly local workers, many in vehicles, who would not be focussed on the view.

6.271 This is a view of **low** sensitivity.

View as proposed

6.272 The upper levels of the Proposed Development's tallest buildings at Highland Place would appear to the left of Balfron Tower in this view. These are indicated by the solid purple lines (Phase B) and yellow lines (Phase C). They would rise to a similar apparent height as the listed tower, forming part of the background layer of tall residential buildings seen from here. There would be a minimal change to the view as a whole. The Proposed Development would have no effect on one's ability to see and appreciate Balfron Tower from here.

6.273 This would be a change of **very low** magnitude to a view of **low** sensitivity. The significance of effect would be **negligible** (not significant). The effect would be **neutral**.

6.274 The effect would be at borough level and long term.



Proposed

26 Upper Bank Street

View as proposed with cumulative schemes

6.275 A number of cumulative schemes would appear in this view, those closest to the viewer lying within the Blackwall area, seen on the right side of the view. Taking this into account, the Proposed Development would represent a change of **very low** magnitude to a view of **low** sensitivity. The significance of effect would be **negligible** (not significant). The effect would be **neutral**.

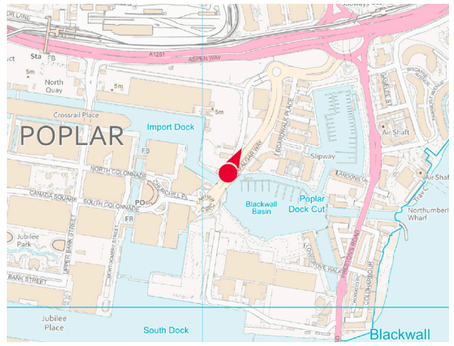
6.276 The effect would be at borough level and long term.



Cumulative



Existing



View as existing

6.277 This view is taken from the west pavement of Trafalgar Way, at the point where it bridges North Dock at the mouth of Blackwall Basin. This is a main vehicular route into the secure zone of Canary Wharf. The viewpoint lies some 935m to the south-west of the Site. The foreground of the view is occupied by the highway and a large back of house area serving Billingsgate Fish Market. Apartment blocks are seen fronting the east side of Trafalgar Way. A number of late 20th century and modern residential tall buildings are seen on the skyline. They include Balfron Tower, visible, though not especially noticeable, on the left side of the image to the right of the modern tower in light brick at Williamsburg Plaza.

6.278 People in this location are likely to be predominantly local workers, and some residents. Many in vehicles, who would not be focussed on the view.

6.279 This is a view of **low** sensitivity.

View as proposed

6.280 The upper levels of the Proposed Development's tallest buildings at Highland Place would appear behind and the right of Balfron Tower in this view. These are indicated by the solid purple lines (Phase B) and yellow lines (Phase C). They would rise to a similar apparent height as the listed tower, forming part of the background layer of tall residential buildings seen from here. There would be a minimal change to the view as a whole. The Proposed Development would have no effect on one's ability to see and appreciate Balfron Tower from here.

6.281 This would be a change of **very low** magnitude to a view of **low** sensitivity. The significance of effect would be **negligible** (not significant). The effect would be **neutral**.

6.282 The effect would be at borough level and long term.



Proposed

27 Trafalgar Way

View as proposed with cumulative schemes

6.283 A number of cumulative schemes would be visible in this view. That outlined in the centre of the image would form the new focal point of the view (2 Trafalgar Way). The visible part of the Proposed Development in the cumulative condition would be limited to the Phase B tower. Taking this into account, the Proposed Development would represent a change of **very low** magnitude to a view of **low** sensitivity. The significance of effect would be **negligible** (not significant). The effect would be **neutral**.

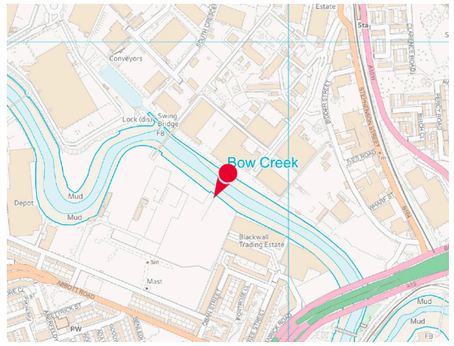
6.284 The effect would be at borough level and long term.



Cumulative



Existing



View as existing

6.285 This viewpoint is located on the south side of Bow Creek/River Lea, within an industrial estate known as Electra Business Park. The view looks south-west across the river, in the direction of the Site, which lies approximately 350m from this viewpoint. A construction site (formerly Leven Road Gasworks) is seen on the west bank. Beyond this, tall buildings on the Isle of Dogs are a noticeable feature of the skyline, as is Balfron Tower in scaffolding, visible to the right of the construction crane seen on the right side of the image.

6.286 People in this location are likely to be predominantly local workers, as it does not form part of the riverside path used for recreation.

6.287 This is a view of **low to medium** sensitivity.

View as proposed

6.288 The proposed buildings of Phase A, applied for in detail, would appear in the middle distance, there apparent scale similar to that of buildings in earlier phases of this Aberfeldy Village (e.g. Oxbow – seen on the left side of the image. The buildings of outline phases C and D would appear in the vicinity of Balfron Tower in this view.

6.289 This would be a change of **low to medium** magnitude to a view of **low to medium** sensitivity. The significance of effect would be **minor to moderate** (not significant). The effect would be **neutral**.

6.290 The effect would be at borough level and long term.



Proposed

28 South side of Bow Creek

View as proposed with cumulative schemes

6.291 The focal point of this view would be the cumulative scheme at the former Leven Road Gasworks. It would conceal all but a very small portion of the Proposed Development from view (the visible part would be a corner of one of the Phase A buildings, as indicated by the solid blue outline seen on the left side of the image). Taking this into account, the Proposed Development would represent a change of **very low** magnitude to a view of **low to medium** sensitivity. The significance of effect would be **negligible** (not significant). The effect would be **neutral**.

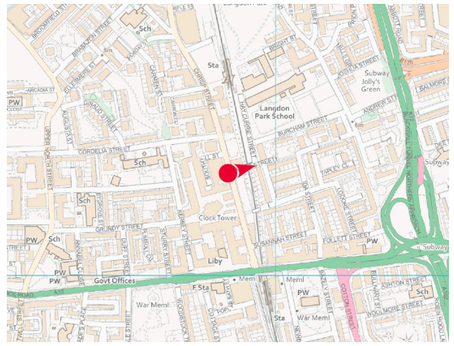
6.292 The effect would be at borough level and long term.



Cumulative



Existing



View as existing

6.293 This viewpoint is located on Chrisp Street, at the junction with Willis Street, just inside the Lansbury CA (Chrisp Street marks its eastern boundary). The Site lies approximately 400m to the east of here. The view look north-east, across the highway, up Willis Street. Buildings seen in this view date from the post-war period onwards and include low-rise terraces and residential tower blocks. Panoramic Tower, constructed in the 2010s, is a dominant feature of the view, marking the western extent of the Balfron Tower CA. Balfron Tower itself is noticeable in the distance, terminating the view.

6.294 People in this location are likely to be a mix of local workers and residents.

6.295 This is a view of **low to medium** sensitivity.

View as proposed

6.296 The upper levels of buildings in Phases C and D would appear in the distance, through trees at the end of the street. They would represent a minimal change to the view. The Proposed Development would have no effect on one's ability to see and appreciate Balfron Tower from here.

6.297 This would be a change of **very low** magnitude to a view of **low to medium** sensitivity. The significance of effect would be **minor/ negligible** (not significant). The effect would be **neutral**.

6.298 The effect would be at borough level and long term.



Proposed

29 Chrisp Street, looking along Willis Street

View as proposed with cumulative schemes

6.299 The Chrisp Street cumulative scheme would appear prominently in the view, as outlined in orange on the right side of the image. Taking into account cumulative schemes, the Proposed Development would represent a change of **very low** magnitude to a view of **low to medium** sensitivity. The significance of effect would be **minor/ negligible** (not significant). The effect would be **neutral**.

6.300 The effect would be at borough level and long term.

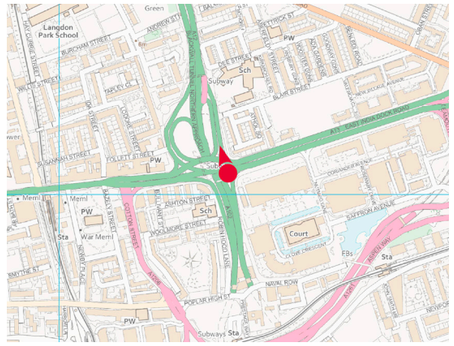


Cumulative

30 A12, junction with East India Dock Road, looking north



Existing



View as existing

6.301 This viewpoint is located on Dee Street, at the junction with Abbott Road. It is the first of two viewpoints assessed from Dee Street in this TVIA (the other is view 32). This view looks south-west, towards Dee Street's junction with Aberfeldy Street, which defines part of the Site boundary. A noticeable aspect of this view is the contrast between the low scale residential buildings of the late 20th century Aberfeldy Estate, seen in the foreground and middle ground, and the post-war grade II* listed Balfron Tower, which forms a striking termination to the view. It is not a designed view - Dee Street's alignment on the tower is one of happenstance. The view is not identified in any council planning documents. The fact that one's eye is drawn to the tower is also partly a reflection of the unremarkable townscape quality of this part of Dee Street.

6.302 It is likely that viewers in this location will comprise a mix of local residents and workers.

6.303 This is a view of **low to medium** sensitivity

View as proposed

6.304 The buildings of Phase A (applied for in detail) are shown rendered in this image, and appear centrally in the view. Those parts of the Proposed Development applied for in outline - Phases B, C, and D - are shown in wireline form (in purple, yellow and turquoise outlines respectively) and are visible on the right half of the image.

6.305 Balfron Tower will continue to hold its own as a commanding post-war landmark in this view, its distinctive silhouette remaining clearly discernible. It will continue to act as a draw along Dee Street, though it will now be seen in the context of characterful, high quality modern buildings on the Site. These will increase the sense that there is more to experience and appreciate as one moves west; and that approach along this street will be richer for the presence of thoughtfully designed street-scale apartment buildings and terraced development seen lying within Phase A, at the junction of Dee Street and Aberfeldy Street / High Street. They will signal the location of a revitalised neighbourhood centre and community focus around Town Square at this junction.

6.306 This would be a change of **medium to high** magnitude to a view of **low to medium** sensitivity. The significance of effect would be **moderate** (significant). The effect would be **beneficial**.

6.307 The effect would be at local level and long term.



Proposed

30 A12, junction with East India Dock Road, looking north

View as proposed with cumulative schemes

6.308 No cumulative schemes are visible in this view. Taking this into account, the Proposed Development would represent a change of **medium to high** magnitude to a view of **low to medium** sensitivity. The significance of effect would be **moderate** (significant). The effect would be **beneficial**.

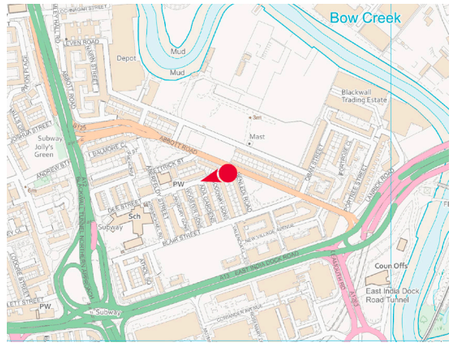
6.309 The effect would be at local level and long term.



Cumulative



Existing



View as existing

6.310 This viewpoint is located on Dee Street, at the junction with Abbott Road. It is the first of two viewpoints assessed from Dee Street in this TVIA (the other is view 32). This view looks south-west, towards Dee Street's junction with Aberfeldy Street, which defines part of the Site boundary. A noticeable aspect of this view is the contrast between the low scale residential buildings of the late 20th century Aberfeldy Estate, seen in the foreground and middle ground, and the post-war grade II* listed Balfron Tower, which forms a striking termination to the view. It is not a designed view – Dee Street's alignment on the tower is one of happenstance. The view is not identified in any council planning documents. The fact that one's eye is drawn to the tower is also partly a reflection of the unremarkable townscape quality of this part of Dee Street.

6.311 It is likely that viewers in this location will comprise a mix of local residents and workers.

6.312 This is a view of **low to medium** sensitivity

View as proposed

6.313 The buildings of Phase A (applied for in detail) are shown rendered in this image, and appear centrally in the view. Those parts of the Proposed Development applied for in outline – Phases B, C, and D – are shown in wireline form (in purple, yellow and turquoise outlines respectively) and are visible on the right half of the image.

6.314 Balfron Tower will continue to hold its own as a commanding post-war landmark in this view, its distinctive silhouette remaining clearly discernible. It will continue to act as a draw along Dee Street, though it will now be seen in the context of characterful, high quality modern buildings on the Site. These will increase the sense that there is more to experience and appreciate as one moves west; and that approach along this street will be richer for the presence of thoughtfully designed street-scale apartment buildings and terraced development seen lying within Phase A, at the junction of Dee Street and Aberfeldy Street / High Street. They will signal the location of a revitalised neighbourhood centre and community focus around The Square at this junction.

6.315 This would be a change of **medium to high** magnitude to a view of **low to medium** sensitivity. The significance of effect would be **moderate** (significant). The effect would be **beneficial**.

6.316 The effect would be at local level and long term.



Proposed

31 Dee Street / Abbott Road

View as proposed with cumulative schemes

6.317 No cumulative schemes are visible in this view. Taking this into account, the Proposed Development would represent a change of **medium to high** magnitude to a view of **low to medium** sensitivity. The significance of effect would be **moderate** (significant). The effect would be **beneficial**.

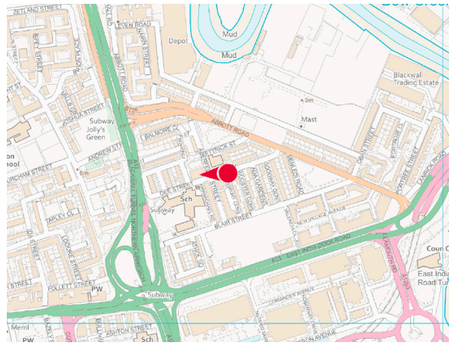
6.318 The effect would be at local level and long term



Cumulative



Existing



View as existing

6.319 This view, the second in the sequence presented from Dee Street, is located just east of the junction with Aberfeldy Street, which marks the Site boundary. In contrast to the previous view, the townscape seen in this view is more urban in character, with buildings of different scales and uses. These include a post-war church on the corner with Aberfeldy Street (St Nicholas), its spire seen on the far right side of the image, Aberfeldy Neighbourhood Centre, seen centrally in the image, and the end of a shop terrace on Aberfeldy Street (left side of the image). These buildings lend the sense that the viewer is approaching a junction of local importance – the neighbourhood centre.

6.320 The presence of Balfron Tower is keenly felt from here, adding interest to the view. One notable influence on the viewer's experience of this tower on this approach from the east is the effect of trees. During winter months, those trees are bare, which allows a mostly uninterrupted view of Balfron Tower along the length of this street. For the rest of the year, trees in leaf affect the visibility of the tower as one moves along the street - an open view of the tower is closely followed by a partial one which, in turn, is followed by a more revealing one, and so on. This game of hide and seek that the tower plays with the viewer as they move along the street heightens the drama created by its presence as they move along the street.

6.321 It is likely that viewers in this location will comprise a mix of local residents and workers.

6.322 This is a view of **medium** sensitivity.

View as proposed

6.323 At this point in one's journey along Dee Street, there will be an awareness that one has come to a point of local significance within Aberfeldy Village – the neighbourhood centre. The scale, form, expression and uses accommodated within the Phase A buildings seen in this view will be commensurate with their roles in serving the local community at this important and focal point on the Aberfeldy Estate. On the left side of the view, one sees the corner of one of these new buildings on the High Street (Building H1), with retail uses at ground level and residential units above, lending passing surveillance and animation through the use of balconies. On the right side of the view, beyond the trees, one sees a marker building (Building F1) stepping down in height to define Town Square – a new public space facing St Nicholas Church. Clad in polished and rough-faced precast concrete and brick in various red tones, and accommodating projecting balconies that overlook Town Square, Building F will animate the square and contribute to the life of this centre.

6.324 The yellow outline shown the right of Building F indicates a building lying within Phase C of the masterplan. It is seen to rise to a similar apparent height as the lower arm of Building F. The view of the service tower of Balfron Tower will be largely blocked from this particular viewpoint. As noted above, the inviting nature of the buildings within the Proposed Development will encourage one to continue along the street where views of listed building will open up again. At that point one will become aware of the improved Dee Street underpass at the A12 that will invite users to continue their journey westwards into the Balfron Conservation Area and Chrisp Street beyond.

6.325 This would be a change of **high** magnitude to a view of **medium** sensitivity. The significance of effect would be **moderate to major** (significant). The effect would be **beneficial**.

6.326 The effect would be at local level and long term.



Proposed

32 Dee Street, midway

View as proposed with cumulative schemes

6.327 No cumulative schemes are visible in this view. Taking this into account, the Proposed Development would represent a change of high magnitude to a view of **medium** sensitivity. The significance of effect would be **moderate to major** (significant). The effect would be **beneficial**.

6.328 The effect would be at local level and long term.

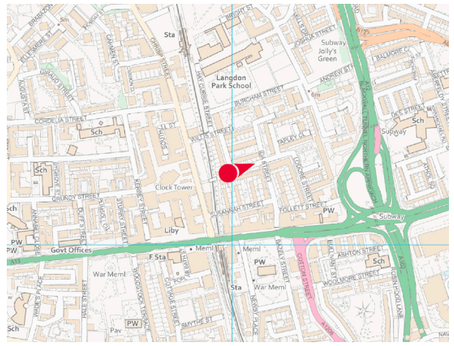


Cumulative

33 Brownfield Street, outside no.30



Existing



View as existing

6.329 This viewpoint is located at the corner of Brownfield Street, outside no.30. The view looks north-east in the direction of the Site, which lies approximately 300m from this viewpoint. The foreground and middle ground of the view takes in the highway on Brownfield Street and late-20th century blocks of flats set behind pavements and walled back gardens. Balfron Tower forms a striking termination to the view.

6.330 People in this location are likely to be mainly local residents and some workers.

6.331 This is a view of **low to medium** sensitivity

View as proposed

6.332 The Proposed Development would be concealed from view, as indicated by the blue, yellow and turquoise dotted lines seen centrally in the image.

6.333 There would be **no effect** on this view.



Proposed

33 Brownfield Street, outside no.30

View as proposed with cumulative schemes

6.334 Cumulative development would appear in the distance, to the right of Balfron Tower. Taking this into account, the Proposed Development would have **no effect** on this view.

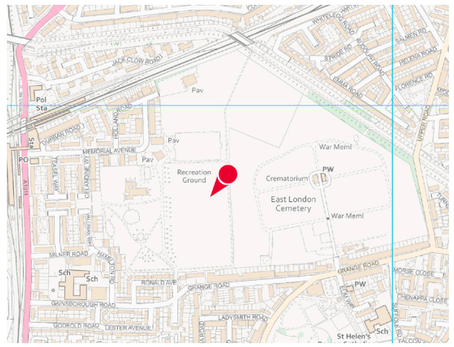


Cumulative



4496_0851

Existing



View as existing

6.335 This view is taken from Memorial Recreation Ground, West Ham in LB Newham. The view looks south-west, across the playing fields, in the direction of the Site, which lies some 1.73Km from this viewpoint. A thick band of trees is seen in the middle distance. Beyond that, the commercial tall buildings cluster at Canary Wharf can be clearly made out in the distance.

6.336 People visiting this location are likely to be residents and workers, a number here in their leisure time.

6.337 This is a view of **medium** sensitivity.

View as proposed

6.338 The Proposed Development would be wholly screened from view by intervening development and trees in summer; it would have **no effect** on this view.

6.339 In winter months, when trees are bare, the upper levels of the Proposed Development's tall buildings at Highland Place (located in Phases B and C) have the potential to be seen as part of a background layer of development visible from this park. These parts of the Proposed Development are indicated by the solid portions of the purple and yellow lines, seen on the right side of the image. This would be a change of **very low to low** magnitude to a view of **medium** sensitivity. The significance of effect would be **minor** (not significant). The effect would be **neutral**.

6.340 The effect would be at sub-regional level and long term.



Proposed

34 Memorial Recreation Ground

View as proposed with cumulative schemes

6.341 The image illustrates the considerable number of cumulative schemes that would appear in this view, although many would not be visible in summer with trees in leaf.

6.342 Taking cumulative schemes into account, the Proposed Development would have **no effect** in summer. In winter, there would be a change of **very low to low** magnitude to a view of **medium** sensitivity. The significance of effect would be **minor** (not significant). The effect would be **neutral**.



Cumulative

Townscape assessment

6.343 Informed by the preceding views analysis, it is possible to assess the effect of the Proposed Development on each of the townscape character areas previously identified. These effects are not limited to visual impact; the assessment takes into account other aspects of urban design. As no mitigation is required (as it is built into the design process – see Chapter 7 of this assessment), all the effects assessed under the views assessment above and the townscape assessment below are residual effects, and all the effects of the completed Proposed Development are permanent.

TCA 1: Poplar

6.344 This TCA, which includes the Site, is intersected by the major roads of the A12 which runs north/south, and the A13 which runs east/west. The Limehouse Cut canal forms its north-western border, and the A1261 runs to the south of the TCA. This TCA comprises predominantly residential development of different ages, heights and architectural styles. Post-war housing estates predominate, including the Aberfeldy Estate, the Brownfield Estate, Lansbury Estate, and Teviot Estate – the latter the subject of estate regeneration to include tall buildings focussed along the A12. Amongst the widespread estates, some pockets of historical residential development survive, including along Woodstock Terrace, Bazeley Street and Montague Place.

6.345 The Proposed Development would redevelop the existing Site, which makes a limited positive contribution to the character of this TCA, with a development that has significant urban design benefits. The height and scale of the Proposed Development would allow it to take advantage of the townscape opportunities offered by its location, such that it would mark the revitalised neighbourhood centre at the heart of a regenerated estate, and improve legibility by signalling key nodes and crossing points.

6.346 The buildings, routes and spaces to be delivered in Phase A, applied for in detail, are well-considered. Phase A's buildings at Lochnagar Street, Blair Street at Braithwaite Park, and Aberfeldy Street would enhance their respective surroundings, and help to integrate the Site with its surrounding context. The architecture of the buildings within this first phase of the masterplan would be of a high quality, and their appearance would enhance the views in which they are seen within this TCA. The simple palette of materials in the composition of the façades of its buildings should create visually interesting elevations with depth and articulation, and richness in their detailing. They will help to create a new sense of place for this area, as is appropriate for schemes of this scale and significance.

6.347 The derelict plot on Lochnagar Street (Plot J), will accommodate a distinctive high quality red brick residential terrace that will complete the long overdue repair and renewal of this street, and its reintegration with the surrounding neighbourhood. It will support the street's future function as a vital local connector (at its eastern end, a pedestrian bridge is planned over the Lea as part of the regeneration of Ailsa Street at the time of writing). On Blair Street, a new mid-rise residential parkside building on Plot I would represent a fitting final piece in the redevelopment of the south side of this street, alongside the recently completed apartment buildings within the earlier phases of Aberfeldy Village, that include Colliers House to the east and Tidewaiter's House to the west. The proposed buildings fronting Aberfeldy Street on Plots F1, H1/H2 and H3 are well considered, characterful buildings that reflect the spirit of this neighbourhood centre, strengthening sense of place. Their scale reflects their townscape role in signalling the neighbourhood centre. The proposed public realm here, focussed around The Square opposite St Nicholas Church, should provide a safe and welcoming environment, animated by a mix of uses and activities within the proposed buildings.

6.348 The new routes other public spaces delivered in Phases B, C and D (as governed by the Design Code, as well as the parameter plans) would create a permeable urban grid with a clear hierarchy. As noted above. Highland Place is suitably located at a strategic point within the masterplan beside the repurposed pedestrian and cycle A12 underpass that connects to Jolly's Green.

6.349 Considered as a whole, the scale, form and proportions of all buildings in the outline phases (as governed by the Design Code, as well as the parameter plans) would mark a considerable improvement on the existing situation in terms of urban design and the townscape of this area. The Site will feel more urban in character, which is appropriate to this location and consistent with the character established by the buildings of recent completion in Poplar Riverside, including those lying within earlier phases of Aberfeldy Village, directly to the south of the Site. The hierarchy of proposed tall and large scale buildings, which are focussed along the A12, will give the Site a defined urban edge to this busy main road. The tallest buildings are appropriately focussed towards Highland Place, signalled by the tallest (B3), the only stand-alone tower proposed. Their orthogonal organisation is also well judged. The step down in scale towards the north and south would break up the overall scale of the Proposed Development and help it to relate to the different contexts it addresses.

6.350 The considered relationship to listed buildings and conservation areas within the TCA, not least those lying on or close to the Site's boundaries, and the coherence of the Proposed Development compared to the existing situation on Site, would result in a considerable enhancement in the quality of the townscape within this TCA. This is evident in the TVIA views presented in this assessment (such as views 1, 4, 6, 13, 31, 32). While the Proposed Development would represent an increase in the scale of built form around heritage assets close to the Site within this townscape character area, it would be of a noticeably better architectural quality than the existing buildings on the Site.

6.351 This would be a change of **high** magnitude overall to a TCA of **medium** sensitivity. The significance would be **moderate to major** (significant). The effect would be **beneficial**.

6.352 The effect is at Site to borough level and long term.

6.353 The scale and location of the cumulative schemes, relative to the townscape character area and its relationship with the Site, are such that the cumulative effect would be the same as for the Proposed Development. It would be a change of **high** magnitude overall to a TCA of **medium** sensitivity. The significance would be **moderate to major** (significant). The effect would be **beneficial**.

6.354 The effect is at Site to borough level and long term.

TCA 2: Poplar Riverside

6.355 The Poplar Riverside TCA is located along the western side of the River Lea. Most of this TCA is covered by industrial or former industrial land located along the river, much of which is undergoing significant regeneration. There are some examples of recent development in this TCA, such as Leven Wharf and Devon Wharf (to the north-west of the Leven Road Green space and MUGA), and at Leamouth Peninsula. In addition, there are several sites just to the north/north-east of the Site benefitting from recent planning permissions that incorporate tall buildings. These include the site of the former bus depot on Leven Road, the adjacent Islay Wharf development on Lochnagar Street, and Ailsa Wharf. To the east of the Site, resolution to grant planning permission has been achieved for the Leven Road Gasworks site, comprising a large scale regeneration scheme, including residential tall buildings of up to 21 storeys. As sites within this TCA are redeveloped, there will be new opportunities to view the Site from areas that are not currently publicly accessible. This includes the new public park created on the riverside within the Leven Road Gasworks site.

6.356 The Proposed Development would be a further example of the changing character of this part of Poplar, indicating the positive change taking place at Aberfeldy Village. It would serve to strengthen local connections between the riverside and the rest of Poplar, increasing legibility though the provision of a well-planned neighbourhood of buildings of different scales and new and enhanced streets and spaces that are fully integrated with the surrounding area.

6.357 In mid-distance views towards the Site from the south-eastern part of this TCA (illustrated in TVIA view 5 – LBTH borough view 6: View from East India Dock Road to Balfron Tower) the buildings of the Proposed Development would signal the major neighbourhood regeneration taking place at Aberfeldy Village, and contribute to a variegated skyline composition that includes Balfron Tower. One's appreciation of this robust post-war landmark from this part of the TCA (a busy main road) would not be diminished; rather, its townscape setting of would be seen to be enhanced.

6.358 This would be a change of **medium** magnitude overall to a TCA of **low to medium** sensitivity. The significance would be **moderate** (significant). The effect would be **beneficial**.

6.359 The effect is at local to borough level and long term.

6.360 The scale and location of the cumulative schemes, relative to the townscape character area and its relationship with the Site, are such that the cumulative effect would be the same as for the Proposed Development. It would be a change of **medium** magnitude overall to a TCA of **low to medium** sensitivity. The significance would be **moderate** (significant). The effect would be **beneficial**.

6.361 The effect is at local to borough level and long term.

TCA 3: East India Dock

6.362 This TCA is located to the south of the Site, and is bound by East India Dock Road to the north, the Blackwall Tunnel Northern Approach to the west, the A1020 to the east and the A1261 and Naval Row to the south.

6.363 This TCA has an enclosed, inward-looking character, such that the Proposed Development would not be visible from the vast majority of this area. Where glimpsed, including from points along its northern edge, the Proposed Development would be visible in the middle distance, lying beyond medium scale apartment buildings of recent construction on the Aberfeldy Estate (Oxbow)) on the north side of East India Dock Road.

6.364 The Listed Buildings and Conservation Area within this TCA are seen in the context of post-war, late 20th century or modern development. The Proposed Development's appearance from within this TCA would be consistent with this existing situation.

6.365 This would be a change of **very low** magnitude overall to a TCA of **low to medium** sensitivity. The significance would be **negligible** (not significant). The effect would be **neutral**.

6.366 The effect is at borough level and long term.

6.367 The scale and location of the cumulative schemes, relative to the townscape character area and its relationship with the Site, are such that the cumulative effect would be the same as for the Proposed Development. It would be a change of **very low** magnitude overall to a TCA of **low to medium** sensitivity. The significance would be **negligible** (not significant). The effect would be **neutral**.

6.368 The effect is at borough level and long term.

TCA 4: East of the River Lea

6.370 This TCA is located east of the Site, and covers the area to the east of the River Lea as far as the A1011 (Silvertown Way / Manor Road). The DLR and London Underground Jubilee lines run north-south towards the eastern side of this TCA. This TCA is covered largely by industrial and business parks, comprising low scale, large footprint sheds, planned around large car parks or yards.

6.371 Modern tall buildings are an established aspect of the background of views from this TCA. Examples include the commercial cluster at Canary Wharf, London City Island on the Leamouth Peninsula, and the St Andrews development) at Bromley by Bow. The Proposed Development would be visible in some such views, from the riverside, as illustrated in TVIA view 7 (Riverside footpath north of River Lea / Bow Creek), View 8 (Bow Creek / River Lea bridge), and View 28 (South side of Bow Creek). This part of the riverside and its hinterland have undergone much change in recent decades as industry has started to give way to modern commercial development in the form of large format retail sheds operated by the likes of Sainsbury's and Amazon. In such views, the scale and form of the Proposed Development would be consistent with the existing character of views of this evolving townscape. It will indicate the changing character of Poplar Riverside. Its visually interesting composition of buildings would signal the major estate regeneration taking place on the Site.

6.372 The Listed Buildings within this TCA are seen in the context of post-war, late 20th century or modern development. The Proposed Development's appearance from within this TCA would be consistent with this existing situation.

6.373 This would be a change of **low to medium** magnitude overall to a TCA of **low to medium** sensitivity. The significance would be **minor to moderate** (not significant). The effect would be **beneficial**.

6.374 The effect is at sub-regional level and long term.

6.375 The scale and location of the cumulative schemes, relative to the townscape character area and its relationship with the Site, are such that the magnitude of impact of Proposed Development on this TCA would be reduced in the cumulative condition. This is illustrated in the 'as proposed with cumulative' TVIA views 7, 8 and 28. Taking this into account, this would be a change of **low** magnitude overall to a TCA of **low to medium** sensitivity. The significance would be **minor** (not significant). The effect would be **beneficial**.

6.376 The effect is at sub-regional level and long term.

TCA 5: Limehouse Cut

6.377 This TCA is located to the north of the Site and includes the Limehouse Cut Canal, which follows the southern boundary of the TCA. The A12 runs through the eastern part of this TCA, creating visual and physical severance between the main part of the TCA and the eastern portion, closest to the Site.

6.378 The Proposed Development would not be seen from the majority of this TCA. It would appear as an obvious addition to the skyline in long views from in and around Bow Creek. In such views it would appear as a coherent composition of buildings that mark the neighbourhood centre on the Site; a number of modern tall buildings are seen in such views today, including some in the immediate vicinity of this TCA. This is illustrated in TVIA view 23 (Twelvetrees Crescent, bridge over River Lea and Bow Creek).

6.379 The Listed Buildings and Conservation Area within this TCA are seen in the context of post-war, late 20th century or modern development. The Proposed Development's appearance from within this TCA would be consistent with this existing situation.

6.380 This would be a change of **low to medium** magnitude overall to a TCA of **low to medium** sensitivity. The significance would be **minor to moderate** (not significant). The effect would be **neutral**.

6.381 The effect is at borough level and long term.

6.382 The scale and location of the cumulative schemes, relative to the townscape character area and its relationship with the Site, are such that the cumulative effect would be the same as for the Proposed Development. This would be a change of **low to medium** magnitude overall to a TCA of **low to medium** sensitivity. The significance would be **minor to moderate** (not significant). The effect would be **neutral**.

6.383 The effect is at borough level and long term.

7 Mitigation Measures and Likely Residual Effects

DEMOLITION AND CONSTRUCTION

7.1 Other than the use of hoarding where appropriate during construction, no further mitigation is recommended as the visual effects of construction activity are unavoidable, commonplace in urban areas, and temporary. The effects would therefore remain as set out earlier in this assessment. In terms of views, the likely effect would be **moderate to major** (significant) and **adverse** in nature in respect of views 3, 8, 14, and 32; and **moderate** (significant) and **adverse** in nature in respect of views 1, 5, 6, 7, 12, 13, 15, 30, and 31. The likely effect would be **minor to moderate** (not significant) and **adverse** in nature in respect of views 2, 4, 11, 16, 22, 23, and 28; **minor** (not significant) and **adverse** in nature in respect of views 10, 17, 19, 21, and 34; **minor/negligible** (not significant) and **adverse** in nature in respect of views 18, 24, and 29; and **negligible** (not significant) and **neutral** in nature in respect of views 25, 26, and 27. There would be **no effect** on views 9, 20, and 33. The above effects would be **short to medium** term.

7.2 In terms of townscape character areas, the likely effect would be **moderate to major** (significant) and **adverse** in nature in respect of TCA 1 (Poplar); **moderate** (significant) and **adverse** in nature in respect of TCA 2 (Poplar Riverside); **minor to moderate** (not significant) and **adverse** in nature in respect of both TCA 4 (East of the River Lea) and TCA 5 (Limehouse Cut); and **negligible** (not significant) and **neutral** in nature in respect of TCA 3 (East India Dock) The above effects would be **short to medium** term.

COMPLETED PROPOSED DEVELOPMENT

7.3 ES Volume I: Chapter 3 – Alternatives and Design Evolution, and the DAS describe the evolution of the design, which included the exploration of a number of options. The iterative design process for a complex project on an urban Site such as the subject of this assessment is inherently one whereby visual and townscape effects are taken into account at each stage. The design has been developed in consultation with the LBTH, the GLA and Historic England so that the scheme submitted for planning takes into account extensive pre-planning discussions.

7.4 Visual effects and effects on townscape have been considered as part of the design development process from the start, and draft versions of the more significant view images in this document have been produced to support the design iterations during this process. The comments of local authority planning officers (based on detailed knowledge of the Site and surroundings and of planning policies affecting them) are part of the input into this process and have directly influenced the design evolution.

7.5 There is no mitigation considered necessary during the completed development stage as it is built in to the design process and all the effects are neutral or beneficial. Accordingly, the residual effects of the completed Proposed Development on the significance of townscape and visual amenity remain unchanged from those previously identified in the absence of mitigation measures.

7.6 Table 2-5 provides a tabulated summary of the outcomes of the Townscape and Visual Impact Assessment of the Proposed Development.

Table 2-5 – Summary of Likely Residual Effects

Issue	Likely Significant Effect	Mitigation Measures	Likely Residual Effect	Significance
Demolition and construction stage				
Views	No effect to Short to medium term, Site to sub-regional, adverse or neutral effect of 'minor/negligible' to 'moderate to major' significance	Hoarding	No effect to Short to medium term, Site to sub-regional, adverse or neutral effect of 'minor/negligible' to 'moderate to major' significance	Ranges from N/A to Significant
Townscape Character Areas (TCA)	Short to medium term, Site to sub-regional, adverse or neutral effect of 'negligible' to 'moderate to major' significance	Hoarding	Short to medium term, Site to sub-regional, adverse or neutral effect of 'negligible' to 'moderate to major' significance	Ranges from to Significant to Not Significant
Completed and operational Stage Completed and Operational Proposed Development				
Views				
View 1. South of East India Dock Road	Long-term, local, beneficial effect of moderate significance	None required.	Long-term, local, beneficial effect of moderate significance	Significant
View 2. Junction of Robin Hood Lane and Poplar High Street	Long-term, borough, beneficial effect of minor to moderate significance	None required.	Long-term, borough, beneficial effect of minor to moderate significance	Not significant
View 3. Abbott Road / Ettrick Street	Long-term, Site, beneficial effect of moderate to major significance	None required.	Long-term, Site, beneficial effect of moderate to major significance	Significant
View 4. Portree Street, junction with Abbott Road	Long-term, local, beneficial effect of minor to moderate significance	None required.	Long-term, local, beneficial effect of minor to moderate significance	Not significant
View 5. LBTH borough designated view 6: View from East India Dock Road to Balfron Tower & Canary Wharf in the background	Long-term, borough, beneficial effect of moderate significance	None required.	Long-term, borough, beneficial effect of moderate significance	Significant
View 6. A12, junction with Zetland Street	Long-term, local, beneficial effect of moderate significance	None required.	Long-term, local, beneficial effect of moderate significance	Significant
View 7. Riverside footpath north of River Lea / Bow Creek	Long-term, sub-regional, beneficial effect of moderate significance	None required.	Long-term, sub-regional, beneficial effect of moderate significance	Significant
View 8. Bow Creek / River Lea Bridge	Long-term, sub-regional, beneficial effect of moderate to major significance	None required.	Long-term, sub-regional, beneficial effect of moderate to major significance	Significant
View 9. Cody Road	No effect	None required.	No effect	N/A
View 10. Star Lane Park	Long-term, sub-regional, neutral effect minor significance	None required.	Long-term, sub-regional, neutral effect minor significance	Not significant
View 11. A12, junction with Teviot Street	Long-term, borough, beneficial effect of minor to moderate significance	None required.	Long-term, borough, beneficial effect of minor to moderate significance	Not significant
View 12. Uamvar Street	Long-term, borough, beneficial effect of moderate significance	None required.	Long-term, borough, beneficial effect of moderate significance	Significant
View 13. LBTH borough designated view 5: View from Langdon Park to Balfron Tower & Canary Wharf in the background	Long-term, borough, beneficial effect of moderate significance	None required.	Long-term, borough, beneficial effect of moderate significance	Significant

Issue	Likely Significant Effect	Mitigation Measures	Likely Residual Effect	Significance
View 14. Jolly's Green	Long-term, local, beneficial effect of moderate to major significance	None required.	Long-term, local, beneficial effect of moderate to major significance	Significant
View 15. St Leonards Road	Long-term, borough, beneficial effect of moderate significance	None required.	Long-term, borough, beneficial effect of moderate significance	Significant
View 16. Pedestrian path from A102 / St Leonards Road	Long-term, local, beneficial effect of minor to moderate significance	None required.	Long-term, local, beneficial effect of minor to moderate significance	Not significant
View 17. All Saints Churchyard, inside west entrance gates	Long-term, borough, neutral effect minor significance	None required.	Long-term, borough, neutral effect minor significance	Not significant
View 18. Poplar High Street, bridge over railway tracks	Long-term, borough, neutral effect minor/negligible significance	None required.	Long-term, borough, neutral effect minor/negligible significance	Not significant
View 19. Poplar Recreation Ground	Long-term, borough, neutral effect minor significance	None required.	Long-term, borough, neutral effect minor significance	Not significant
View 20. Upper North Street	No effect	None required.	No effect	N/A
View 21. Cordelia Street	Long-term, borough, neutral effect minor significance	None required.	Long-term, borough, neutral effect minor significance	Not significant
View 22. Bartlett Park	Long-term, borough, beneficial effect of minor to moderate significance	None required.	Long-term, borough, beneficial effect of minor to moderate significance	Not significant
View 23. Twelvetrees Crescent, bridge over River Lea and Bow Creek	Long-term, borough, neutral effect of minor to moderate significance	None required.	Long-term, borough, neutral effect of minor to moderate significance	Not significant
View 24. Greenwich Park: the General Wolfe statue – at the orientation board	Long-term, sub-regional, neutral effect of minor/ negligible significance	None required.	Long-term, sub-regional, neutral effect of minor/ negligible significance	Not significant
View 25. Nutmeg Lane	Long-term, borough, neutral effect negligible significance	None required.	Long-term, borough, neutral effect negligible significance	Not significant
View 26. Upper Bank Street	Long-term, borough, neutral effect of negligible significance	None required.	Long-term, borough, neutral effect of negligible significance	Not significant
View 27. Trafalgar Way	Long-term, borough, neutral effect of negligible significance	None required.	Long-term, borough, neutral effect of negligible significance	Not significant
View 28. South side of Bow Creek	Long-term, borough, neutral effect of minor to moderate significance	None required.	Long-term, borough, neutral effect of minor to moderate significance	Not significant
View 29. Chrisp Street, looking along Willis Street	Long-term, borough, neutral effect of minor/negligible significance	None required.	Long-term, borough, neutral effect of minor/negligible significance	Not significant
View 30. A12, junction with East India Dock Road, looking north	Long-term, local, beneficial effect of moderate significance	None required.	Long-term, local, beneficial effect of moderate significance	Significant
View 31. Dee Street / Abbott Road	Long-term, local, beneficial effect of moderate significance	None required.	Long-term, local, beneficial effect of moderate significance	Significant
View 32. Dee Street, midway	Long-term, local, beneficial effect of moderate to major significance	None required.	Long-term, local, beneficial effect of moderate to major significance	Significant
View 33. Brownfield Street, outside no.30	No effect	None required.	No effect	N/A
View 34. Memorial Recreation Ground	Long-term, sub-regional, neutral effect of minor significance	None required.	Long-term, sub-regional, neutral effect of minor significance	Not significant

Issue	Likely Significant Effect	Mitigation Measures	Likely Residual Effect	Significance
Townscape Character Areas (TCA)				
TCA 1 – Poplar	Long-term, Site to borough, beneficial effect of moderate to major significance	None required.	Long-term, Long-term, Site to borough, beneficial effect of moderate to major significance	Significant
TCA 2 – Poplar Riverside	Long-term, local to borough, beneficial effect of moderate significance	None required.	Long-term, local to borough, beneficial effect of moderate significance	Significant
TCA 3 – East India Dock	Long-term, borough, neutral effect of negligible significance	None required.	Long-term, borough, neutral effect of negligible significance	Not significant
TCA 4 – East of the River Lea	Long-term, sub-regional, beneficial effect of minor to moderate significance	None required.	Long-term, sub-regional, beneficial effect of minor to moderate significance	Not significant
TCA 5 – Limehouse Cut	Long-term, borough, neutral effect of minor to moderate significance	None required.	Long-term, borough, neutral effect of minor to moderate significance	Not significant

8 Likely Significant Effects and Conclusions

8.1 The Site is located in Poplar, in the LBTH. The irregularly shaped site is 8.14 hectares (approx. 20 acres) in size. The Site is located to the east of the Blackwall Tunnel Northern Approach Road (A12), to the south/south-west of Abbot Road, the former Leven Yard Gasworks site, and the River Lea beyond that, and to the north of the Aberfeldy Village development and Culloden Primary School. East India Dock Road (A13) lies just to the south of that

8.2 The Site's location is such that it forms a potential focal point in views from the main roads noted above, the riverside, and secondary streets lying in the vicinity of the Site. In its existing state, the Site does nothing to take advantage of the potential townscape opportunities offered by its location, and offers little positive to views and townscape in the local and wider area. The Site, which lies within the both Lower Lea Valley Opportunity Area and the Poplar Riverside Housing Zone, is an area suitable for significant intervention in the form of estate regeneration. This provides the opportunity to transform the Site and the way it relates to its surroundings.

8.3 The Proposed Development, under the maximum massing scenario, would represent a significant improvement in the quality of the local townscape. Given the large size of the Site, it is appropriate that the Proposed Development has its own townscape character, derived from a range of building typologies and types of spaces within a masterplan that is underpinned by a well-conceived place-making strategy. It is also necessary in order to create a successful place and to make the most of the townscape opportunities the Site has to offer for the benefit of Poplar and the wider Lower Lea Valley. It is a bold approach, consistent with the level of aspiration sought in the GLA's City in the East Plan and in the LLV OAPF.

8.4 There would be significant urban design benefits under the maximum massing scenario. It would be well connected to its surroundings and it would contribute to a wider network of streets with active frontages and uses. The delivery of new and improved links between the new neighbourhood centre on the Site and the surrounding area would both assist in overcoming the Site's severance from its surroundings and help to address the wider state of fragmentation in the townscape at Poplar Riverside. The planned urban grid, which reflects the six key threads of the masterplan that form its framework and character, promotes a clear hierarchy of streets, designed to provide good east-west and north-south permeability. It also promotes strong visual links between the Site and its surroundings, enhancing way-finding.

8.5 Pronounced contrasts in uses and building height from one site to another have long been a defining characteristic of the local townscape, although such contrasts have tended to be a result of happenstance. Monumental gasholders at Leven Road sat in close proximity to terraced houses on Abbott Road. The gasholder site is now being regenerated to include tall buildings and a large riverside park. The presence of the Balfron Tower is today keenly across the Site today, although there is no designed relationship between the Brownfield Estate, within which that tower lies, and the low density Aberfeldy Estate. The masterplan for the Site seeks to integrate tall and large scale buildings into the overall pattern of built form. Any contrasts in scale and character that result will not be accidental; they will be the consequence of a well-conceived place-making strategy that seeks to enhance sense of place through the deliberate organisation of built form and spaces across the Site.

8.6 The Site will feel more urban in character, which is appropriate to this location and consistent with the character established by the buildings of recent completion in Poplar Riverside, including those lying within earlier phases of Aberfeldy Village, directly to the south of the Site. The hierarchy of proposed tall and large scale buildings, which are focussed along the A12, will give the Site a defined urban edge to this busy main road. The tallest buildings are appropriately focussed towards Highland Place, signalled by the tallest (B3), the only stand-alone tower proposed. Their orthogonal organisation is also well judged. The step down in scale towards the north and south would break up the overall scale of the Proposed Development and help it to relate to the different contexts it addresses.

8.7 The buildings, routes and spaces to be delivered in Phase A, applied for in detail, are well-considered. Phase A's buildings at Lochnagar Street, Blair Street at Braithwaite Park, and Aberfeldy Street would enhance their respective surroundings, and help to integrate the Site with its surrounding context. The architecture of the buildings within this first phase of the masterplan would be of a high quality, and their appearance would enhance the views in which they are seen. The simple palette of materials in the composition of the façades of its buildings should create visually interesting elevations with depth and articulation, and richness in their detailing. They will set an appropriately high bar for design quality for buildings in future phases to meet.

8.8 Overall, the coherence of the Proposed Development compared to the existing situation on Site would result in a considerable enhancement in the quality of the townscape character area in which the Site is found (TCA 1 – a significant effect that is beneficial in nature). The principal effect would be to a create a more cohesive and legible townscape in this part of Poplar with a strong sense of place, derived from well choreographed arrangement of built form, routes and spaces. Of the remaining TCAs, only TCA 2 (Poplar Riverside) would be subject to a significant effect; the effect would be beneficial. The Proposed Development would have either a beneficial or neutral effect on all other TCAs, where the effect would not be significant.

8.9 The before and after views illustrated in this TVIA show that the completed Proposed Development would not adversely affect strategic or local views and would 'enhance the skyline and image of London', in line with the London Plan and LVMF. The Proposed Development would result in significant effects in respect of following views only: 1, 3, 5, 6, 7, 8, 12, 13, 14, 15, 30, 31, and 32. The nature of the effect in these cases would beneficial and long term. Where seen, the buildings of the Proposed Development would help to signal the location of the regenerated Aberfeldy Estate, the revitalised neighbourhood centre at its heart, and the location of much enhanced connections across the A12.

8.10 The Proposed Development would relate successfully to cumulative schemes. There would be a change in the significance of effect resulting from cumulative schemes on views 7 and 8. In those instances the significance of effect would change from 'significant' to 'not significant', due to the presence of intervening cumulative schemes on the riverside (the former Leven Road Gasworks, the former Level Road Bus Depot, Ailsa Wharf, and Islay Wharf). In the case of view 7, the nature of the effect would remain 'beneficial'. For view 8, the nature of the effect would change from 'beneficial' to 'neutral'.

8.11 With regard to TCAs 1, 2, 3, and 5, the overall effect of the Proposed Development taking into account cumulative schemes would be unchanged compared to that of the Proposed Development considered on its own. In the case of TCA 4, the magnitude of impact would change from 'low to medium' to 'low' due to the presence of intervening cumulative schemes on the riverside (the same as those noted above). In this instance, the significance of effect would change from 'minor to moderate' (not significant) to 'minor' (not significant). The nature of the effect would remain 'beneficial'.

8.12 The Proposed Development would be consistent with national, regional and local planning policy in respect of townscape and design matters as a result of its high quality architecture and urban design.

8.13 In conclusion, the Proposed Development has the potential to deliver transformative change to the Site, and the benefits would be felt well beyond the Site. The Site will be perceived as a connector, rather than barrier to movement. It would deliver buildings and spaces of high quality in Phase A. The Design Code provides a clear and comprehensive framework that should ensure the high design quality of buildings in Phase A is carried through to future phases. The Proposed Development would thus take advantage of the townscape opportunities offered by the Site, to the benefit of the local and wider area around it.

9 Cumulative Effects Assessment

9.1 The cumulative schemes considered in this assessment are as set out in Chapter 6 of this TVIA and TVIA Appendix A2 'Details of schemes".

DEMOLITION AND CONSTRUCTION

9.2 If demolition and construction of the cumulative schemes were to occur simultaneously with that of the Proposed Development, the significance of the effect on views would be the same as that of the Proposed Development on its own, with the exception of the following views where the magnitude of change would reduce due to the presence of intervening cumulative schemes under construction:

- **View 2:** The magnitude of impact would change from 'low to medium' to 'low'. The significance of effect would change from 'minor to moderate' (not significant) to 'minor' (not significant). The nature of the effect would remain 'adverse'.

- **View 7:** The magnitude of impact would change from 'medium' to 'low to medium'. The significance of effect would change from 'moderate' (significant) to 'minor to moderate' (not significant). The nature of the effect would remain 'adverse'.

- **View 8:** The magnitude of impact would change from 'medium to high' to 'very low'. The significance of effect would change from 'moderate to major' (significant) to 'negligible' (not significant) The nature of the effect would change from 'adverse' to 'neutral'.

- **View 10:** The magnitude of impact would change from 'very low to low' to 'very low'. The significance of effect would change from 'minor' (not significant) to 'minor/ negligible' (not significant). The nature of the effect would change from 'adverse' to 'neutral'.

- **View 11:** The magnitude of impact would change from 'low to medium' to 'low'. The significance of effect would change from 'minor to moderate' (not significant) to 'minor' (not significant). The nature of the effect would remain 'adverse'.

- **View 19:** The magnitude of impact would change from 'very low to low' to 'very low'. The significance of effect would change from 'minor' (not significant) to 'minor/ negligible' (not significant). The nature of the effect would remain 'adverse'.

- **View 28:** The magnitude of impact would change from 'low to medium' to 'very low'. The significance of effect would change from 'minor to moderate' (not significant) to 'negligible' (not significant). The nature of the effect would change from 'adverse' to 'neutral'.

9.3 If demolition and construction of the cumulative schemes were to occur simultaneously with that of the Proposed Development, the significance of the effect on TCA would be the same as that of the Proposed Development on its own, with the exception of TCA4 (East of the River Lea), where the magnitude of impact would change from 'low to medium' to 'low'. In this instance, the significance of effect would change from 'minor to moderate' (not significant) to 'minor' (not significant). The nature of the effect would remain 'adverse'.

COMPLETED PROPOSED DEVELOPMENT

9.4 The cumulative effect was considered for each viewpoint and has been assessed according to the standard ES methodology, assuming a future baseline scenario with the cumulative schemes illustrated in the cumulative AVR view images in place.

9.5 Cumulative schemes appear in the following TVIA views: 1, 2, 5, 6, 7, 8, 9, 10, 11, 12, 13, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 33, and 34. The effect on the following views would change due to the presence of cumulative schemes:

- **View 2:** The magnitude of impact would change from 'low to medium' to 'low'. The significance of effect would change from 'minor to moderate' (not significant) to 'minor' (not significant). The nature of the effect would remain 'beneficial'.

- **View 7:** The magnitude of impact would change from 'medium' to 'low to medium'. The significance of effect would change from 'moderate' (significant) to 'minor to moderate' (not significant). The nature of the effect would remain 'beneficial'.

- **View 8:** The magnitude of impact would change from 'medium to high' to 'very low'. The significance of effect would change from 'moderate to major' (significant) to 'negligible' (not significant) The nature of the effect would change from 'beneficial' to 'neutral'.

- **View 10:** The magnitude of impact would change from 'very low to low' to 'very low'. The significance of effect would change from 'minor' (not significant) to 'minor/ negligible' (not significant). The nature of the effect would remain 'neutral'.

- **View 11:** The magnitude of impact would change from 'low to medium' to 'low'. The significance of effect would change from 'minor to moderate' (not significant) to 'minor' (not significant). The nature of the effect would remain 'beneficial'.

- **View 19:** The magnitude of impact would change from 'very low to low' to 'very low'. The significance of effect would change from 'minor' (not significant) to 'minor/ negligible' (not significant). The nature of the effect would remain 'neutral'.

- **View 28:** The magnitude of impact would change from 'low to medium' to 'very low'. The significance of effect would change from 'minor to moderate' (not significant) to 'negligible' (not significant). The nature of the effect would remain 'neutral'.

9.6 With regard to TCAs 1, 2, 3, and 5, the overall effect of the Proposed Development taking into account cumulative schemes would be unchanged compared to that of the Proposed Development considered on its own, as the visibility, townscape and urban design effects of the Proposed Development would not be altered sufficiently by the presence of cumulative schemes to change the overall effect of the Proposed Development in respect of these TCAs. In the case of TCA 4, the magnitude of impact would change from 'low to medium' to 'low' due to the presence of intervening cumulative schemes on the riverside (the former Leven Road Gasworks, the former Level Road Bus Depot, Ailsa Wharf, and Islay Wharf). In this instance, the significance of effect would change from 'minor to moderate' (not significant) to 'minor' (not significant). The nature of the effect would remain 'beneficial'.

References

Ref.2-1: The Stationery Office (1990); The Town and Country Planning Act 1990 (as amended).

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Ref.2-4: Ministry of Housing, Communities and Local Government (2021); National Planning Policy Framework, (https://www.gov.uk/government/publications/national-planning-policy-framework--2)

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Ref.2-6: Ministry of Housing, Communities and Local Government (2019); National Design Guide, (https://www.gov.uk/government/publications/national-design-guide)

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Ref.2-30: London Borough of Tower Hamlets (2009); Langdon Park Conservation Area Character Appraisal and Management Guidelines, London Borough of Tower Hamlets.

Ref.2-31: London Borough of Tower Hamlets (2007); All Saints Church, Poplar Conservation Area Character Appraisal and Management Guidelines, London Borough of Tower Hamlets.

Ref.2-32: London Borough of Tower Hamlets (2007); Naval Row Conservation Area Character Appraisal and Management Guidelines, London Borough of Tower Hamlets.

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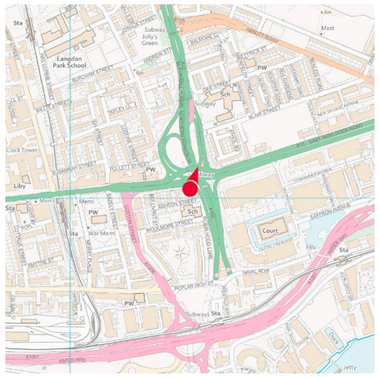
Ref.2-34: London Borough of Tower Hamlets (2008); St Matthias Church, Poplar Conservation Area Character Appraisal and Management Guidelines, London Borough of Tower Hamlets.

Ref. 3-35: London Borough of Tower Hamlets (2011); Limehouse Cut Conservation Area Character Appraisal and Management Guidelines, London Borough of Tower Hamlets.

Appendices

A1 View Locations

1 | South of East India Dock Road







Camera Location
National Grid Reference 538324.0E 181024.7N
Camera height 6.49m AOD
Looking at Centre of Site
Bearing 19.6°, distance 0.5km
Photography Details
Height of camera 1.60m above ground
Date of photograph 29/03/2021
Time of photograph 12:59
Canon EOS 5D Mark IV DSLR
Lens 24mm

2 | Junction of Robin Hood Lane and Poplar High Street

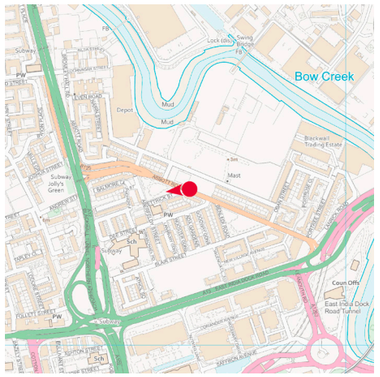






Camera Location
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Camera height 5.40m AOD
Looking at Centre of Site
Bearing 6.5°, distance 0.6km
Photography Details
Height of camera 1.60m above ground
Date of photograph 11/04/2021
Time of photograph 13:51
Canon EOS 5D Mark IV DSLR
Lens 24mm

3 | Abbott Road / Ettrick Street

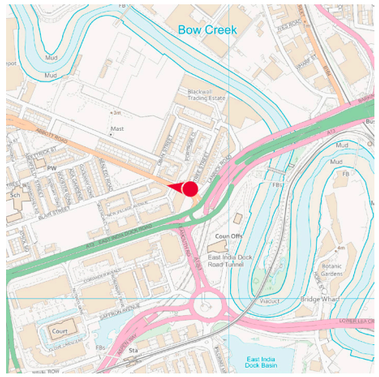






Camera Location
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Looking at Centre of Site
Bearing 263.7°, distance 0.2km
Photography Details
Height of camera 1.60m above ground
Date of photograph 30/03/2021
Time of photograph 10:37
Canon EOS 5D Mark IV DSLR
Lens 24mm

4 | Portree Street, junction with Abbott Road

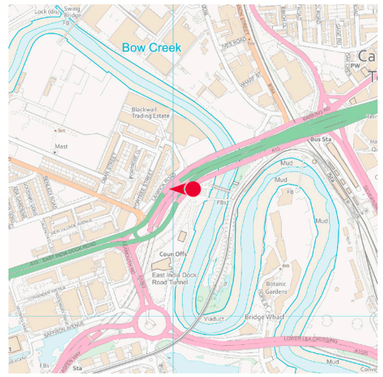






Camera Location
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Looking at Centre of Site
Bearing 278.7°, distance 0.1km
Photography Details
Height of camera 1.60m above ground
Date of photograph 29/03/2021
Time of photograph 12:09
Canon EOS 5D Mark IV DSLR
Lens 24mm

5 | LBTH borough designated view 6: View from East India Dock Road to Balfron Tower & Canary Wharf in the background

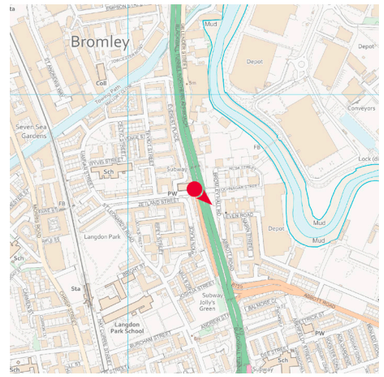






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Camera height 8.84m AOD
Looking at Centre of Site
Bearing 270.1°, distance 0.3km
Photography Details
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Date of photograph 13/04/2021
Time of photograph 09:54
Canon EOS 5D Mark IV DSLR
Lens 24mm

6 | A12, junction with Zetland Street

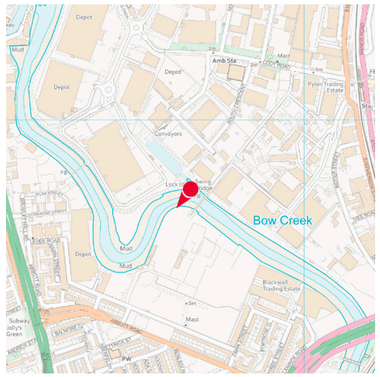


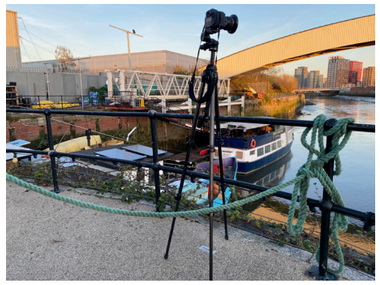




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Looking at Centre of Site
Bearing 131.8°, distance 0.7km
Photography Details
Height of camera 1.60m above ground
Date of photograph 29/03/2021
Time of photograph 17:45
Canon EOS 5D Mark IV DSLR
Lens 24mm

7 | Riverside footpath north of River Lea / Bow Creek

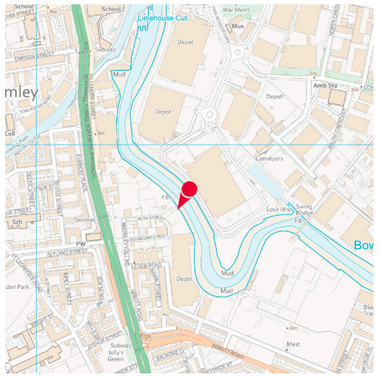






Camera Location
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Height of camera 1.60m above ground
Date of photograph 13/04/2021
Time of photograph 08:50
Canon EOS 5D Mark IV DSLR
Lens 24mm

8 | Bow Creek / River Lea Bridge







Camera Location
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Camera height 6.96m AOD
Looking at Centre of Site
Bearing 210.6°, distance 0.7km
Photography Details
Height of camera 1.60m above ground
Date of photograph 30/03/2021
Time of photograph 08:30
Canon EOS 5D Mark IV DSLR
Lens 24mm

9 | Cody Road







Camera Location
National Grid Reference 539067.0E 182127.3N
Camera height 2.70m AOD
Looking at Centre of Site
Bearing 203.3°, distance 0.9km
Photography Details
Height of camera 1.60m above ground
Date of photograph 11/04/2021
Time of photograph 09:15
Canon EOS 5D Mark IV DSLR
Lens 24mm

10 | Star Lane Park

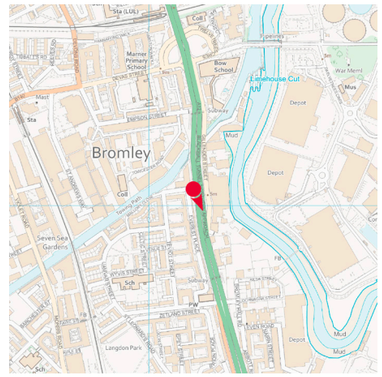






Camera Location
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Looking at Centre of Site
Bearing 227.4°, distance 0.9km
Photography Details
Height of camera 1.60m above ground
Date of photograph 11/04/2021
Time of photograph 09:46
Canon EOS 5D Mark IV DSLR
Lens 24mm

11 | A12, junction with Teviot Street







Camera Location
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Camera height 7.34m AOD
Looking at Centre of Site
Bearing 156.4°, distance 1.0km
Photography Details
Height of camera 1.60m above ground
Date of photograph 29/03/2021
Time of photograph 18:30
Canon EOS 5D Mark IV DSLR
Lens 24mm

12 | Uamvar Street

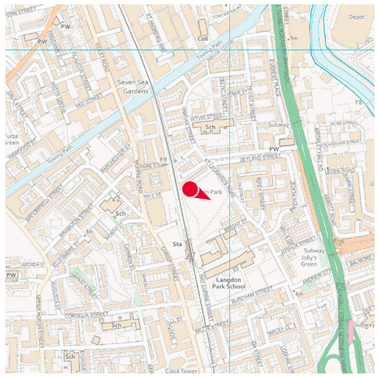






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Camera height 6.99m AOD
Looking at Centre of Site
Bearing 126.9°, distance 1.0km
Photography Details
Height of camera 1.60m above ground
Date of photograph 29/03/2021
Time of photograph 18:14
Canon EOS 5D Mark IV DSLR
Lens 24mm

13 | LBTH borough designated view 5: View from Langdon Park to Balfron Tower & Canary Wharf in the background

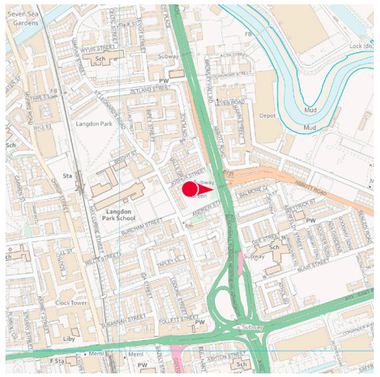




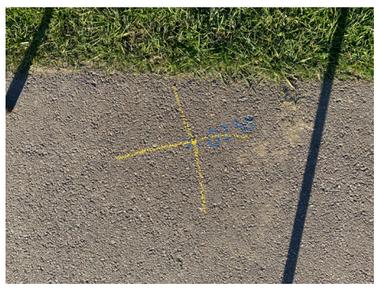


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Camera height 6.94m AOD
Looking at Centre of Site
Bearing 117.4°, distance 0.9km
Photography Details
Height of camera 1.60m above ground
Date of photograph 12/04/2021
Time of photograph 17:52
Canon EOS 5D Mark IV DSLR
Lens 24mm

14 | Jolly's Green

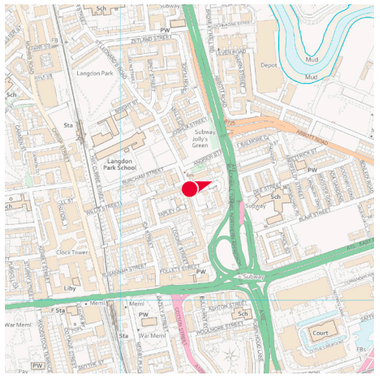






Camera Location
National Grid Reference 538190.2E 181438.3N
Camera height 5.89m AOD
Looking at Centre of Site
Bearing 91.8°, distance 0.6km
Photography Details
Height of camera 1.60m above ground
Date of photograph 12/04/2021
Time of photograph 17:39
Canon EOS 5D Mark IV DSLR
Lens 24mm

15 | St Leonards Road

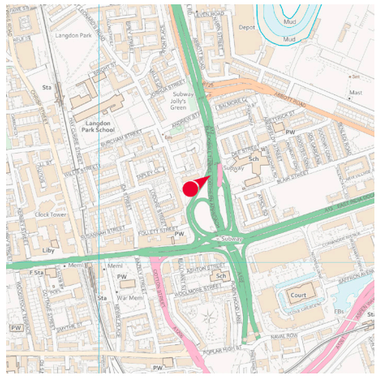






Camera Location
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Camera height 7.02m AOD
Looking at Centre of Site
Bearing 71.7°, distance 0.6km
Photography Details
Height of camera 1.60m above ground
Date of photograph 29/03/2021
Time of photograph 17:17
Canon EOS 5D Mark IV DSLR
Lens 24mm

16 | Pedestrian path from A102 / St Leonards Road

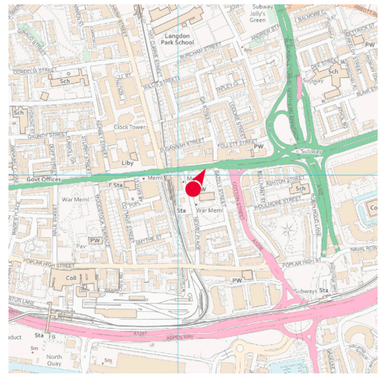






Camera Location
National Grid Reference 538247.8E 181199.3N
Camera height 5.65m AOD
Looking at Centre of Site
Bearing 55.8°, distance 0.5km
Photography Details
Height of camera 1.60m above ground
Date of photograph 11/04/2021
Time of photograph 15:07
Canon EOS 5D Mark IV DSLR
Lens 24mm

17 | All Saints Churchyard, inside west entrance gates

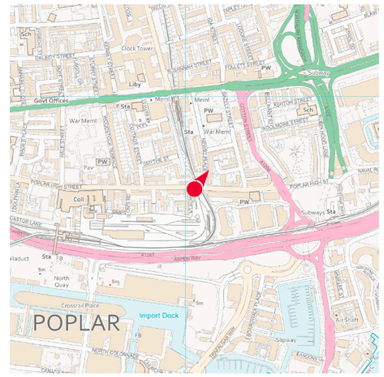




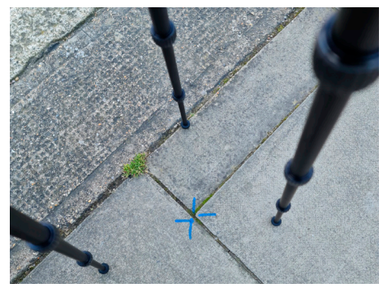


Camera Location
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Camera height 7.50m AOD
Looking at Centre of Site
Bearing 31.7°, distance 0.8km
Photography Details
Height of camera 1.60m above ground
Date of photograph 12/04/2021
Time of photograph 17:25
Canon EOS 5D Mark IV DSLR
Lens 24mm

18 | Poplar High Street, bridge over railway tracks

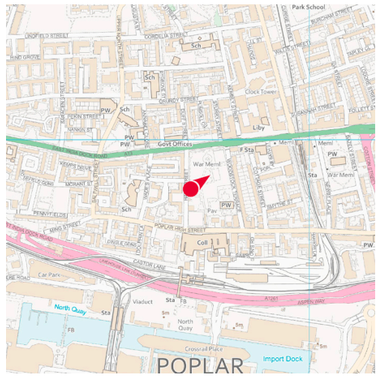






Camera Location
National Grid Reference 538023.5E 180749.3N
Camera height 7.95m AOD
Looking at Centre of Site
Bearing 37.3°, distance 0.9km
Photography Details
Height of camera 1.60m above ground
Date of photograph 29/03/2021
Time of photograph 14:03
Canon EOS 5D Mark IV DSLR
Lens 24mm

19 | Poplar Recreation Ground

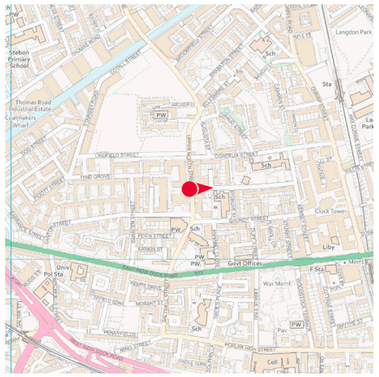




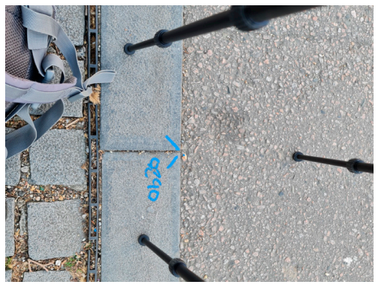


Camera Location
National Grid Reference 537678.3E 180866.5N
Camera height 7.22m AOD
Looking at Centre of Site
Bearing 54.5°, distance 1.2km
Photography Details
Height of camera 1.60m above ground
Date of photograph 14/04/2021
Time of photograph 12:17
Canon EOS 5D Mark IV DSLR
Lens 24mm

20 | Upper North Street

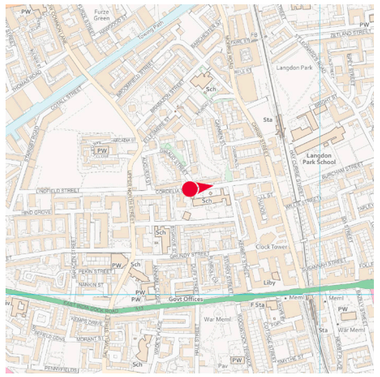






Camera Location
National Grid Reference 537484.6E 181190.4N
Camera height 6.81m AOD
Looking at Centre of Site
Bearing 86.7°, distance 1.3km
Photography Details
Height of camera 1.60m above ground
Date of photograph 29/03/2021
Time of photograph 16:38
Canon EOS 5D Mark IV DSLR
Lens 24mm

21 | Cordelia Street

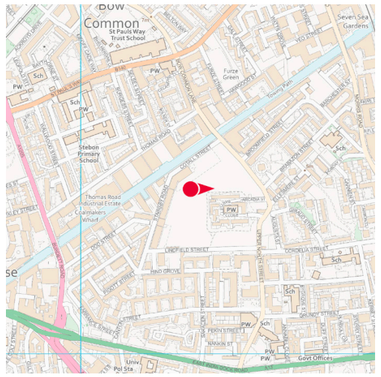






Camera Location
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Camera height 5.37m AOD
Looking at Centre of Site
Bearing 81.8°, distance 1.1km
Photography Details
Height of camera 1.60m above ground
Date of photograph 29/03/2021
Time of photograph 16:25
Canon EOS 5D Mark IV DSLR
Lens 24mm

22 | Bartlett Park

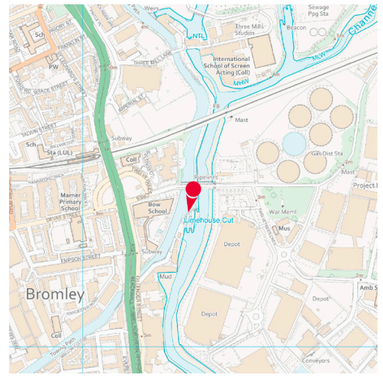






Camera Location
National Grid Reference 537298.2E 181446.6N
Camera height 7.16m AOD
Looking at Centre of Site
Bearing 88.7°, distance 1.5km
Photography Details
Height of camera 1.60m above ground
Date of photograph 24/04/2021
Time of photograph 17:35
Canon EOS 5D Mark IV DSLR
Lens 24mm

23 | Twelvetrees Crescent, bridge over River Lea and Bow Creek







Camera Location
National Grid Reference 538299.6E 182428.2N
Camera height 12.23m AOD
Looking at Centre of Site
Bearing 192.3°, distance 1.2km
Photography Details
Height of camera 1.60m above ground
Date of photograph 30/03/2021
Time of photograph 07:51
Canon EOS 5D Mark IV DSLR
Lens 24mm

24 | LVMF 5A.1 — Greenwich park: the General Wolfe statue — at the orientation board

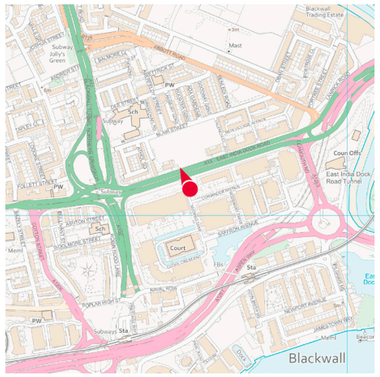




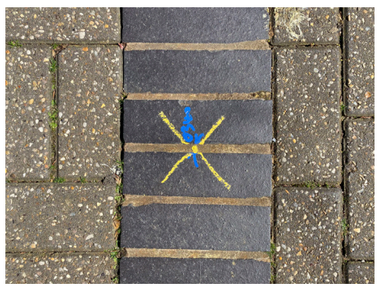


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Camera height 48.17m AOD
Looking at Centre of Site
Bearing 329.6°, distance 4.0km
Photography Details
Height of camera 1.60m above ground
Date of photograph 25/03/2021
Time of photograph 08:46
Canon EOS 5D Mark IV DSLR
Lens 24mm

25 | Nutmeg Lane

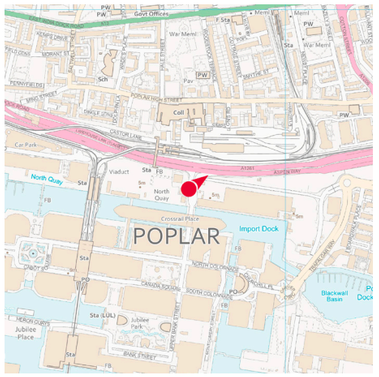






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Looking at Centre of Site
Bearing 335.1°, distance 0.3km
Photography Details
Height of camera 1.60m above ground
Date of photograph 14/04/2021
Time of photograph 11:44
Canon EOS 5D Mark IV DSLR
Lens 24mm

26 | Upper Bank Street

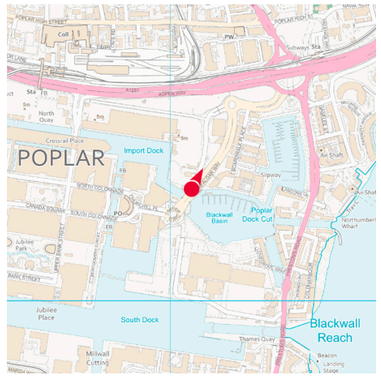






Camera Location
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Camera height 7.87m AOD
Looking at Centre of Site
Bearing 54.7°, distance 1.3km
Photography Details
Height of camera 1.60m above ground
Date of photograph 29/03/2021
Time of photograph 14:52
Canon EOS 5D Mark IV DSLR
Lens 24mm

27 | Trafalgar Way







Camera Location
National Grid Reference 538057.5E 180302.9N
Camera height 13.87m AOD
Looking at Centre of Site
Bearing 28.9°, distance 1.2km
Photography Details
Height of camera 1.60m above ground
Date of photograph 29/03/2021
Time of photograph 14:25
Canon EOS 5D Mark IV DSLR
Lens 24mm

28 | South side of Bow Creek

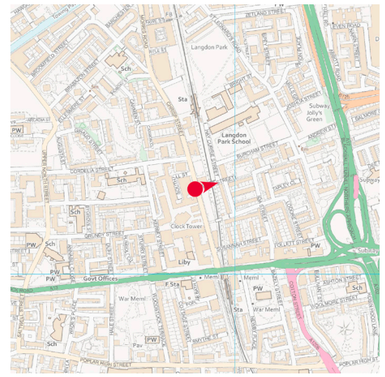






Camera Location
National Grid Reference 538862.8E 181704.8N
Camera height 7.00m AOD
Looking at Centre of Site
Bearing 210.2°, distance 0.4km
Photography Details
Height of camera 1.60m above ground
Date of photograph 14/04/2021
Time of photograph 10:31
Canon EOS 5D Mark IV DSLR
Lens 24mm

29 | Chrisp Street, looking along Willis Street

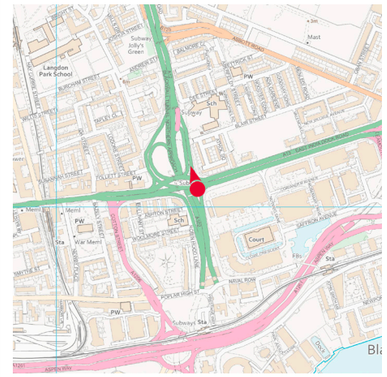






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National Grid Reference 537891.8E 181231.2N
Camera height 8.14m AOD
Looking at Centre of Site
Bearing 74.6°, distance 0.9km
Photography Details
Height of camera 1.60m above ground
Date of photograph 29/03/2021
Time of photograph 15:59
Canon EOS 5D Mark IV DSLR
Lens 24mm

30 | A12, junction with East India Dock Road, looking north

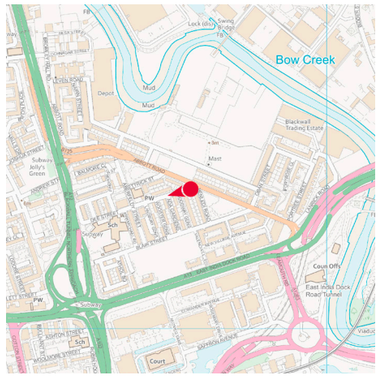






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Camera height 5.84m AOD
Looking at Centre of Site
Bearing 343.7°, distance 0.4km
Photography Details
Height of camera 1.60m above ground
Date of photograph 11/04/2021
Time of photograph 15:11
Canon EOS 5D Mark IV DSLR
Lens 24mm

31 | Dee Street / Abbott Road

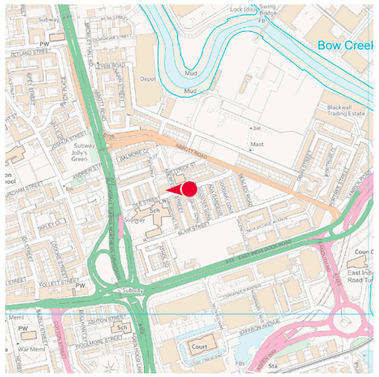






Camera Location
National Grid Reference 538630.9E 181377.9N
Camera height 3.47m AOD
Looking at Centre of Site
Bearing 253.9°, distance 0.1km
Photography Details
Height of camera 1.60m above ground
Date of photograph 11/04/2021
Time of photograph 10:27
Canon EOS 5D Mark IV DSLR
Lens 24mm

32 | Dee Street, midway

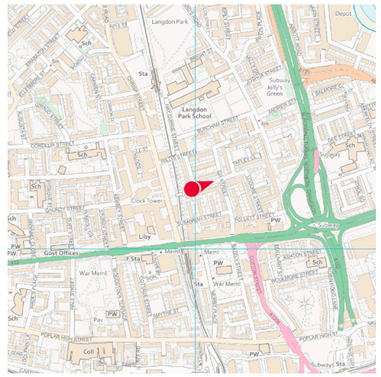






Camera Location
National Grid Reference 538513.9E 181339.2N
Camera height 3.17m AOD
Looking at Centre of Site
Bearing 266.8°, distance 0.2km
Photography Details
Height of camera 1.60m above ground
Date of photograph 14/04/2021
Time of photograph 11:28
Canon EOS 5D Mark IV DSLR
Lens 24mm

33 | Brownfield Street, outside no.30

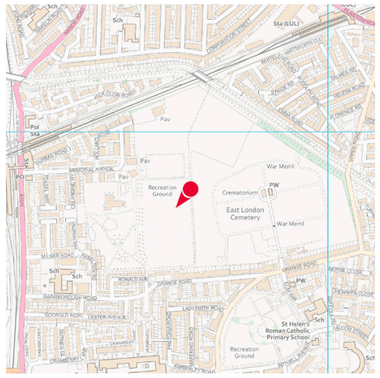






Camera Location
National Grid Reference 537990.1E 181162.0N
Camera height 8.12m AOD
Looking at Centre of Site
Bearing 70.6°, distance 0.8km
Photography Details
Height of camera 1.60m above ground
Date of photograph 02/04/2021
Time of photograph 14:54
Canon EOS 5D Mark IV DSLR
Lens 24mm

34 | Memorial Recreation Ground







Camera Location
National Grid Reference 539627.6E 182845.1N
Camera height 2.94m AOD
Looking at Centre of Site
Bearing 218.3°, distance 1.8km
Photography Details
Height of camera 1.60m above ground
Date of photograph 29/09/2021
Time of photograph 10:21
Canon EOS 5D Mark IV DSLR
Lens 24mm

Appendices (continued)

A2 Details of schemes

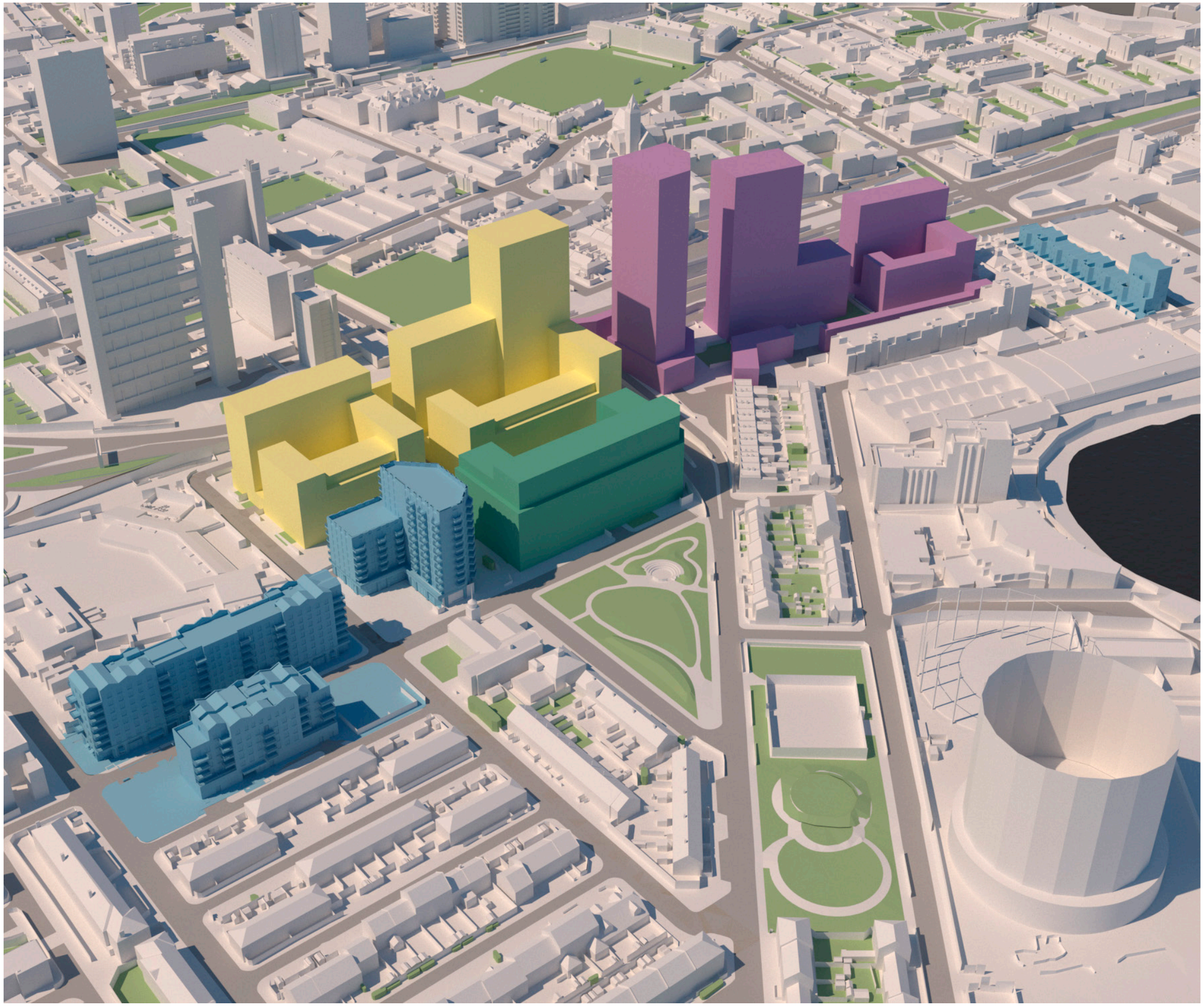
index	scheme name	address	reference	PA	status	source of model data	positioning method	MH reference	colour
1	Aberfeldy Village Phase A	Aberfeldy Village, Bromley-by-Bow, London E14	n/a	THBC	Proposed	Paper planning application drawings from local authority	Best fit to Ordnance Survey	towh0743.detail210831-lb-proposed-phasea	Blue
2	Aberfeldy Village Parameter Phase B, C, D	Aberfeldy Village, Bromley-by-Bow, London E14	n/a	THBC	Proposed	Paper planning application drawings from local authority	Best fit to Ordnance Survey	towh0749.mass210825-lb-proposed-parameter	Various
3	Blackwall Reach – Phase 2	Robin Hood Gardens West, Woolmore Street, London E14	PA/16/01958/P3	THBC	Under Construction	Paper planning application drawings from local authority	Best fit to Ordnance Survey	towh0516-a.surface190805-fg-consented	Orange
4	Blackwall Reach – Phase 3	Blackwall Reach Phase 3 (Building Parcels E1, E2, E3, E4, F1, F2, and F3 of Development Zone 2) Robin Hood Gardens East, Robin Hood Lane, London E14	PA/20/02371	THBC	Submitted for planning	Paper planning application drawings from local authority	Best fit to Ordnance Survey	towh0516-b.detail200922-cfm-proposed	Orange
5	Blackwall Reach – Phase 4 – Parameter Plans	The Robin Hood Gardens Estate together with land south of Poplar High Street and Naval Row, Woolmore School and land north of Woolmore Street bounded by Cotton Street, East India Dock Road and Bullivant Street.	PA/12/00001	THBC	Legal Consent granted	Paper planning application drawings from local authority	Best fit to Ordnance Survey	towh0513.mass130515-rb-consented-parameter	Orange
6	Orchard Wharf Service Station	Castle Wharf Esso Petrol Station, Leamouth Road, London, E14 0JG	PA/16/01763/A1	THBC	Legal Consent granted	Paper planning application drawings from local authority	Best fit to Ordnance Survey	towh0542.mass180214-dp-consented	Orange
7	Ailsa Wharf	Ailsa Wharf, Ailsa Street, London	PA/16/02692/A1	THBC	Legal Consent granted	Paper planning application drawings from local authority	Best fit to Ordnance Survey	towh0975.profile170628-dp-proposed	Orange
8	Bromley-by-Bow Masterplan – Clockhouse and Access House	Land at Clockhouse and Access House, Imperial Street, Bromley-by-Bow, London, E3 3AE	17/00364/FUL	THBC	Legal Consent granted	Paper planning application drawings from local authority	Best fit to Ordnance Survey	towh0952-b.profile190325-kpn-consented	Orange
9	Bromley-by-Bow Masterplan – Imperial Street	Land at Imperial Street, Bromley by Bow, London, E3 3ED	17/00344/FUL	THBC	Legal Consent granted	Paper planning application drawings from local authority	Best fit to Ordnance Survey	towh0952-a.profile190325-fg-consented	Orange
10	Chrisp Street Market	Chrisp Street Market, Chrisp Street, London	PA/16/01612/A1	THBC	Legal Consent granted	Model supplied by Sheppard Robson	Position relative to O.S. supplied by architect	towh0730.surface170327-sr-proposed	Orange
11	Leamouth South	Hercules Wharf Castle Wharf And Union Wharf, Orchard Place, London, E14	PA/14/03594	THBC	Legal Consent granted	Paper planning application drawings from local authority	Best fit to Ordnance Survey	towh0540.mass180214-dp-proposed	Orange
12	Cody Dock	Cody Dock 11C South Crescent Canning Town London E16 4TL	17/03659/OUT	Newham	Legal Consent granted	Paper planning application drawings from local authority	Best fit to Ordnance Survey	newh0100.mass210708-rb-consented	Orange
13	Stephenson Street (Phase 1)	Former Parcel Force Depot Stephenson Street Canning Town London E16 4SB	17/01847/OUT	Newham	Legal Consent granted	Model supplied by Patel Taylor and Sheppard Robson	Best fit to Ordnance Survey	newh0097-p1.surface170526-mhl-proposed	Orange
14	Stephenson Street (Phases 2,3 & 4)	Former Parcel Force Depot Stephenson Street Canning Town London E16 4SB	17/01847/OUT	Newham	Legal Consent granted	Model supplied by Patel Taylor	Best fit to Ordnance Survey	newh0097.mass170308-pta-proposed-phase234	Orange
15	Wood Wharf – Reserved Matters – RM01B	Wood Wharf RM01B (Development Plot B3), Prestons Road, London E14 9SF	PA/18/01101/P1	THBC	Legal Consent granted	Model supplied by architect	Position relative to O.S. supplied by architect	wwb3.surface180306-am-proposed	Orange
16	Wood Wharf – Reserved Matters – RM02	Wood Wharf RM02 (Development Plot F2) Wood Wharf, Prestons Road, London	PA/15/00236/P1	THBC	Legal Consent granted	Paper planning application drawings from local authority	Best fit to Ordnance Survey	wwf2.detail150915-pt-proposed-chalk	Orange
17	Wood Wharf – Reserved Matters – RM02A	Wood Wharf RM02A, (Development Plots H1, H3, H4 and part of plot H2) Prestons Road, London	PA/17/01344/P1	THBC	Legal Consent granted	Models supplied by respective architects	Position relative to O.S. supplied by architect	wwh1.surface170314-pta-proposed	Orange
18	Wood Wharf – Reserved Matters – RM03 – Plots E3 and E4	Wood Wharf RM03 (Development Plots E1/E2 and E3/E4) Wood Wharf, Prestons Road, London	PA/15/00286/P2	THBC	Legal Consent granted	Models supplied by respective architects and subsequently simplified by Millerhare	Position relative to O.S. supplied by architect	wwe3.profile140915-grid-proposed	Orange
19	Wood Wharf – Reserved Matters – RM06	Wood Wharf RM06 (Development Plots D1 and D2) Wood Wharf, Prestons Road, London	PA/15/00668/P1	THBC	Legal Consent granted	Model supplied by Allies and Morrison	Position relative to O.S. supplied by architect	wwd1.surface150120-am-proposed-rm06	Orange
20	Wood Wharf – Reserved Matters – RM09	Wood Wharf RM09 (Development Plots H1 and H2) Wood Wharf, Prestons Road, London E14 9PZ	PA/17/00929/P1	THBC	Legal Consent granted	Paper planning application drawings from local authority	Best fit to Ordnance Survey	wwh2.surface170111-pt-proposed	Orange
21	Wood Wharf – Reserved Matters – RM11	Wood Wharf RM11 (Water Square, Development Zone K), Prestons Road, London E14 9SF	PA/18/00811/P1	THBC	Legal Consent granted	Paper planning application drawings from local authority	Best fit to Ordnance Survey	wwk1.profile200225-rb-consented-rm11	Orange
22	Wood Wharf – Reserved Matters – RM12	Wood Wharf RM12 (Development Plot C2), Prestons Road, London	PA/18/03041/S	THBC	Legal Consent granted	Paper planning application drawings from local authority	Best fit to Ordnance Survey	wwc2.surface180813-pp-proposed	Orange
23	Wood Wharf – Reserved Matters – RM14	Wood Wharf RM14 (Development Plot D3 & D4), Prestons Road, London	PA/19/00112	THBC	Legal Consent granted	Paper planning application drawings from local authority	Best fit to Ordnance Survey	wwd3.surface181130-ahmm-proposed	Orange
24	Wood Wharf – Reserved Matters – RM15	Wood Wharf RM15 (southern part of Development Plot G7), Prestons Road, London	PA/19/01591	THBC	Legal Consent granted	Paper planning application drawings from local authority	Best fit to Ordnance Survey	wwg7.surface190514-kca-proposed	Orange
25	Wood Wharf – Reserved Matters – RM16	Wood Wharf RM16 (Development Plots G1, G2, G4, G5, G6 and G8 – buildings G1 and G5), Prestons Road, London	PA/19/01612	THBC	Legal Consent granted	Paper planning application drawings from local authority	Best fit to Ordnance Survey	wwg1.surface190603-hta-proposed	Orange
26	Wood Wharf – Reserved Matters – RM17	Wood Wharf RM17 (Development Plot B2), Prestons Road, London	PA/19/01614	THBC	Legal Consent granted	Paper planning application drawings from local authority	Best fit to Ordnance Survey	wwb2.surface190604-hta-proposed	Orange
27	Brunel Street Works	Canning Town Area 8 Bounded By Peto Street North And Victoria Dock Road Silvertown Way Canning Town London	16/03428/FUL	Newham	Legal Consent granted	Paper planning application drawings from local authority	Best fit to Ordnance Survey	newh0115.profile171107-nl-consented	Orange
28	Leven Road Gasworks	Poplar Gas Works, Leven Road, London	PA/18/02803/A1	THBC	Legal Consent granted	Paper planning application drawings from local authority	Best fit to Ordnance Survey	towh0978.profile190521-dp-consented	Orange
29	267-269 East India Dock Road	267-269 East India Dock Road, London, E14 0EG	PA/19/01838/A2	THBC	Legal Consent granted	Paper planning application drawings from local authority	Best fit to Ordnance Survey	towh0692.surface200820-yg-consented	Orange
30	Leven Road	Former Poplar Bus Depot, Leven Road, London, E14 0LN	PA/19/02148/A1	THBC	Submitted for planning	Paper planning application drawings from local authority	Best fit to Ordnance Survey	towh0976-a.surface200220-dp-proposed	Orange
31	Islay Wharf	Islay Wharf, Lochnagar Street, London, E14 0LA	PA/19/01760/A1	THBC	Submitted for planning	Paper planning application drawings from local authority	Best fit to Ordnance Survey	towh0975.mass200220-rb-proposed	Orange
32	Telehouse Project T	London Docklands Travelodge Hotel, Coriander Avenue, London, E14 2AA	PA/18/03088/A1	THBC	Legal Consent granted	Paper planning application drawings from local authority	Best fit to Ordnance Survey	towh0511-c.surface200820-yg-consented	Orange
33	Proposed Travelodge Oregano Drive	Site north west of Leamouth Road Roundabout, Leamouth Road, London	PA/18/03089/A1	THBC	Legal Consent granted	Paper planning application drawings from local authority	Best fit to Ordnance Survey	towh0695.mass190520-dp-consented	Orange
34	Manor Road Quarter Canning Town	Land Comprising Former HSS Site And 300 Manor Road Canning Town London	18/03506/OUT	Newham	Legal Consent granted	Paper planning application drawings from local authority	Best fit to Ordnance Survey	newh0087.profile210330-dp-proposed	Orange
35	Blackwall Yard (2020)	Land at Blackwall Yard, Blackwall Way, London, E14 2EH	PA/20/02509/A1	THBC	Submitted for planning	Paper planning application drawings from local authority	Best fit to Ordnance Survey	towh0503.detail200804-gha-proposed-chalk	Orange
36	Thameside West – Outline	Land At Thameside West And Carlsberg Tetley Dock Road Silvertown London	18/03557/OUT	Newham	Legal Consent granted	Paper planning application drawings from local authority	Best fit to Ordnance Survey	newh0129.mass190305-am-proposed-parameter	Orange
37	Orchard Wharf	Orchard Wharf, Orchard Place, London	PA/20/02488/A1	THBC	Submitted for planning	Paper planning application drawings from local authority	Best fit to Ordnance Survey	towh0539.mass210210-dp-consented	Orange
38	2 Trafalgar Way (2020)	2 Trafalgar Way, London, E14 5SP	PA/20/01402/A2	THBC	Legal Consent granted	Paper planning application drawings from local authority	Best fit to Ordnance Survey	towh0509.surface200507-apt-proposed	Orange
39	Hallsville Quarter – Phases 3-5 – Reserved Matters	Areas 7 And IC Barking Road Canning Town London	20/00473/REM	Newham	Legal Consent granted	Paper planning application drawings from local authority	Best fit to Ordnance Survey	newh0117-d.profile201202-dp-consented	Orange
40	Hallsville Quarter – Phase 2 – Detailed	Areas 7 And IC Barking Road Canning Town London	14/00147/REM	Newham	Legal Consent granted	Paper planning application drawings from local authority	Best fit to Ordnance Survey	newh0117-b.mass171107-nl-existing	Orange
41	Bow Common Gas Works	Bow Common Lane	PA/19/02379	THBC	Legal Consent granted	Paper planning application drawings from local authority	Best fit to Ordnance Survey	towh0865.mass200603-kn-consented	Orange
42	Naval Row, Blackwall	Land Under The Dlr Bounded By Scouler Street And Aspen Way And Prestage Way, Aspen Way, London	PA/19/02292/A1	THBC	Submitted for planning	Paper planning application drawings from local authority	Best fit to Ordnance Survey	towh0513.mass200820-dp-proposed	Orange
43	North Quay (2020)	North Quay, Aspen Way, London, E14	PA/20/01421/A1	THBC	Submitted for planning	CAD drawings supplied by Adamson – Associates	Position relative to O.S. supplied by architect	nq1.mass200727-cm-consented	Orange
44	43-45 Gillender Street	43-45 Gillender Street	n/a	THBC	Legal Consent granted	Paper planning application drawings from local authority	Best fit to Ordnance Survey	towh0975.mass210923-kn-consented	Orange

Aerial view of Proposed Development



Aerial diagram showing location of schemes

A3 Model Overview



Aerial view of Proposed Development

A4 Accurate Visual Representations

A4.1 Each of the views in this study has been prepared as an Accurate Visual Representation (AVR) following a consistent methodology and approach to rendering. Appendix C of the London View Management Framework: Supplementary Planning Guidance (March 2012) defines an AVR as:

> *"An AVR is a static or moving image which shows the location of a proposed development as accurately as possible; it may also illustrate the degree to which the development will be visible, its detailed form or the proposed use of materials. An AVR must be prepared following a well-defined and verifiable procedure and can therefore be relied upon by assessors to represent fairly the selected visual properties of a proposed development. AVRs are produced by accurately combining images of the proposed building (typically created from a three-dimensional computer model) with a representation of its context; this usually being a photograph, a video sequence, or an image created from a second computer model built from survey data. AVRs can be presented in a number of different ways, as either still or moving images, in a variety of digital or printed formats."*

A4.2 The Landscape Institute Technical Guidance Note 06/19 "Visual Representation of Development Proposals" notes that the production of technical visualisations:

> "should allow competent authorities to understand the likely effects of the proposals on the character of an area and on views from specific points."

A4.3 Paragraph 2.2 highlights that the baseline photography should:

> *"be sufficiently up-to-date to reflect the current baseline situation"*
>
> *"include the extent of the site and sufficient context;"*
>
> *"be based on good quality imagery, secured in good, clear weather conditions wherever reasonably possible;"*

A4.4 In this study the baseline condition is provided by carefully taken large format photography. The proposed condition is represented as an accurate photomontage, which combines a computer generated image with the photographic context. In preparing AVRs of this type certain several key attributes need to be determined, including:

- the Field of View
- the representation of the Proposed Development
- documentation accompanying the AVR

Selection of Field of View

A4.5 The choice of telephoto, standard or wide-angle lens, and consequently the Field of View, is made on the basis of the requirements for assessment which will vary from view to view.

A4.6 In the simple case the lens selection will be that which provides a comfortable Viewing Distance. This would normally entail the use of what most photographers would refer to as a "standard" or "normal" lens, which in practice means the use of a lens with a 35mm equivalent focal length of between about 40 and 58 mm.

A4.7 However in a visual assessment there are three scenarios where constraining the study to this single fixed lens combination would not provide the assessor with the relevant information to properly assess the Proposed Development in its context.

Field Of View

The term 'Field Of View' (FOV) or more specifically Horizontal Field of View (HFOV), refers to the horizontal angle of view visible in a photograph or printed image and is expressed in degrees. It is often generally referred to as 'angle of view', 'included angle' or 'view cone angle'.

Using this measure it becomes practical to make a comparison between photographs taken using lens of various focal lengths captured on to photographic film or digital camera sensors of various size and proportions. It is also possible to compare computer renderings with photographic images.

Studies of this type use a range of camera equipment; in recent times digital cameras have largely superseded the traditional film formats of 35mm, medium format (6cm x 6cm) and large format (5in x 4in). Comparing digital and film formats may be achieved using either the HFOV or the 35mm equivalent lens calculation, however quoting the lens focal length (in mm) is not as consistently applicable as using the HFOV when comparing AVRs.

35mm Lens	HFOV degrees	Lens focal length (mm)
Wide angle lens	74.0	24
Medium wide lens	54.4	35
Standard lens	39.6	50
Telephoto lens	28.8	70
Telephoto lens	20.4	100
Telephoto lens	10.3	200
Telephoto lens	6.9	300

The FOV of digital cameras is dependent on the physical dimensions of the CCD used in the camera. These depend on the make and model of the camera. The comparison table uses the specifications for a Canon EOS-5D Mark II which has CCD dimensions of 36.0mm x 22.0mm.

A4.8 Firstly, where the relationship being assessed is distant, the observer would tend naturally to focus closely on it. At this point the observer might be studying as little as 5 to 10 degrees in plan. The printing technology and image resolution of a print limit the amount of detail that can be resolved on paper when compared to the real world, hence in this situation it is appropriate to make use of a telephoto lens.

A4.9 Secondly, where the wider context of the view must be considered and in making the assessment a viewer would naturally make use of peripheral vision in order to understand the whole. A print has a fixed extent which constrains the angle of view available to the viewer and hence it is logical to use a wide angle lens in these situations in order to include additional context in the print.

A4.10 Thirdly where the viewing point is studied at rest and the eye is free to roam over a very wide field of view and the whole setting of the view can be examined by turning the head. In these situations it is appropriate to provide a panorama comprising of a number of photographs placed side by side.

A4.11 The Landscape Institute Technical Guidance Note 06/19 Appendix 1 suggests that where a standard lens in landscape or portrait orientation cannot capture the view then the use of wider-angled prime lenses should be considered. Appendix 13 further notes:

> *"The 24mm tilt shift is typically used for visualisation work where viewpoints are located close to a development and the normal range of prime lenses will not capture the proposed site"*

A4.12 For some views two of these scenarios might be appropriate, and hence the study will include two versions of the same view with different fields of view.

Representation of the Proposed Development and cumulative schemes

Classification of AVRs

A4.13 AVRs are classified according to their purpose using Levels 0 to 3. These are defined in detail in Appendix C of the London View Management Framework: Supplementary Planning Guidance (July 2007). The following table is a summary.

AVR level	showing	purpose
AVR 0	Location and size of proposal	Showing Location and size
AVR 1	Location, size and degree of visibility of proposal	Confirming degree of visibility
AVR 2	As level 1 + description of architectural form	Explaining form
AVR 3	As level 2 + use of materials	Confirming the use of materials

A4.14 In practice the majority of photography based AVRs are either AVR 3 (commonly referred to as "fully rendered" or "photoreal") or AVR 1 (commonly referred to as "wire-line"). Model based AVRs are generally AVR 1.

AVR 3 – Photoreal



Example of AVR 3 – confirming the use of materials (in this case using a 'photo-realistic' rendering technique)

A4.15 The purpose of a Level 3 AVR is to represent the likely appearance of the Proposed Development under the lighting conditions found in the photograph. All aspects of the images that are able to be objectively defined have been created directly from a single detailed description of the building. These include the geometry of the building and the size and shape of shadows cast by the sun.

A4.16 Beyond this it is necessary to move into a somewhat more subjective arena where the judgement of the delineator must be used in order to define the final appearance of the building under the specific conditions captured by the photographic and subsequent printing processes. In this area the delineator is primarily guided by the appearance of similar types of buildings at similar distances in the selected photograph. In large scope studies photography is necessarily executed over a long period of time and sometimes at short notice. This will produce a range of lighting conditions and photographic exposures. The treatment of lighting and materials within these images will respond according to those in the photograph.

A4.17 Where the Proposed Development is shown at night-time, the lightness of the scheme and the treatment of the materials was the best judgment of the visualiser as to the likely appearance of the scheme given the intended lighting strategy and the ambient lighting conditions in the background photograph. In particular the exact lighting levels are not based on photometric calculations and therefore the resulting image is assessed by the Architect and Lighting Designer as being a reasonable interpretation of the concept lighting strategy.

AVR 1 – Outline



Example of AVR 1 confirming degree of visibility (in this case as an occluded 'wire-line' image)

A4.18 The purpose of a wire-line view is to accurately indicate the location and degree of visibility of the Proposed Development in the context of the existing condition and potentially in the context of other proposed schemes.

A4.19 In AVR1 representation each scheme is represented by a single line profile, sometimes with key edges lines to help understand the massing. The width of the profile line is selected to ensure that the diagram is clear, and is always drawn inside the true profile. The colour of the line is selected to contrast with the background. Different coloured lines may be used in order to distinguish between proposed and consented status, or between different schemes.

A4.20 Where more than one scheme is represented in outline form the outlines will obscure each other as if the schemes where opaque. Trees or other foliage will not obscure the outline of schemes behind them. This is because the transparency of trees varies with the seasons, and the practical difficulties of representing a solid line behind a filigree of branches. Elements of a temporary nature (e.g. cars, tower cranes, people) will similarly not obscure the outlines.

Framing the view

A4.21 Typically AVRs are composed with the camera looking horizontally i.e. with a horizontal Optical Axis. This is in order to avoid converging verticals which, although perspectively correct, appear to many viewers as unnatural in print form. The camera is levelled using mechanical levelling devices to ensure the verticality of the Picture Plane, being the plane on to which the image is projected; the film in the case of large format photography or the CCD in the case of digital photography.

A4.22 For a typical townscape view, a Landscape camera format is usually the most appropriate, giving the maximum horizontal angle of view. Vertical rise may be used in order to reduce the proportion of immediate foreground visible in the photograph. Horizontal shift will not be used. Where the prospect is framed by existing buildings, portrait format photographs may be used if this will result in the proposal being wholly visible in the AVR, and will not entirely exclude any relevant existing buildings.

A4.23 Where the Proposed Development would extend off the top of the photograph, the image may be extended vertically to ensure that the full height of the Proposed Development is show. Typically images will be extended only where this can be achieved by the addition of sky and no built structures are amended. Where it is necessary to extend built elements of the view, the method used to check the accuracy of this will be noted in the text.

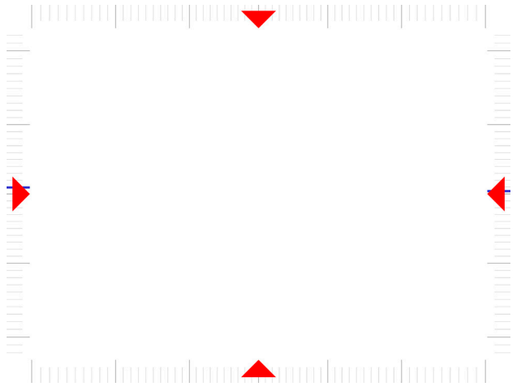
Documenting the AVR

Border annotation

A4.24 A Millerhare AVR image has an annotated border or 'graticule' which indicates the field of view, the optical axis and the horizon line. This annotation helps the user to understand the characteristics of the lens used for the source photograph, whether the photographer applied tilt, vertical rise or horizontal shift during the taking of the shot and if the final image has been cropped on one or more sides.

A4.25 The four red arrows mark the horizontal and vertical location of the 'optical axis'. The optical axis is a line passing through the eye point normal to the projection plane. In photography this line passes through the centre of the lens, assuming that the film plane has not been tilted relative to the lens mount. In computer rendering it is the viewing vector, i.e the line from the eye point to the target point.

A4.26 If the point indicated by these marks lies above or below the centre of the image, this indicates either that vertical rise was used when taking the photograph or that the image has subsequently been cropped from the top or bottom edge. If it lies to the left or right of the centre of the image then cropping has been applied to one side or the other, or more unusually that horizontal shift was applied to the photograph.

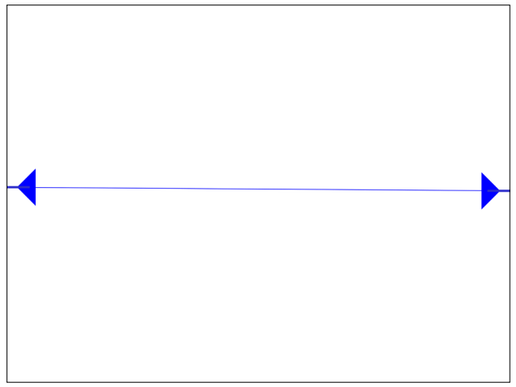


Sample graticule showing optical axis markers

A4.27 The vertical and horizontal field of view of the final image is declared using a graticule consisting of thick lines at ten degree increments and intermediate lines every degree, measured away from the optical axis. Using this graticule it is possible to read off the resultant horizontal and vertical field of view, and thereby to compare the image with others taken using specific lens and camera combinations. Alternatively it can be used to apply precise crops during subsequent analysis

A4.28 .

A4.29 The blue marks on the left and right indicate the calculated location of the horizon line i.e. a plane running horizontally from the location of the camera. Where this line is above or below the optical axis, this indicates that the camera has been tilted; where it is not parallel with the horizontal marking of the optical axis, this indicates that the camera was not exactly horizontal, i.e. that "roll" is present. Note that a small amount of tilt and roll is nearly always present in a photograph, due to the practical limitations of the levelling devices used to align the camera in the field.



Sample graticule showing horizon line markers

Comparing AVRs with different FOVs

A4.30 A key benefit of the index markings is that it becomes practical to crop out a rectangle in order to simulate the effect of an image with a narrower field of view. In order to understand the effect of using a longer lens it is simply necessary to cover up portions of the images using the graticule as a guide.

A5 Methodology for the production of Accurate Visual Representations

Overview of Methodology

A5.1 The study was carried out by Millerhare (the Visualiser) by combining computer generated images of the Proposed Development with either large format photographs or with rendered images from a context model at key strategic locations around the site as agreed with the project team. Surveying was executed by Absolute Survey (the Surveyor).

A5.2 The methodology employed by Millerhare is compliant with Appendix C of the London View Management Framework: Supplementary Planning Guidance (March 2012) and Landscape Institute Technical Guidance Note 06/19.

A5.3 The project team defined a series of locations in London where the proposed buildings might have a significant visual effect. At each of these locations Millerhare carried out a preliminary study to identify specific Assessment Points from which a representative and informative view could be taken. Once the exact location had been agreed by the project team, a photograph was taken which formed the basis of the study. The precise location of the camera was established by the Surveyor using a combination of differential GPS techniques and conventional observations.

A5.4 For views where a photographic context was to be used additional surveying was carried out. A number of features on existing structures visible from the camera location were surveyed. Using these points, Millerhare has determined the appropriate parameters to permit a view of the computer model to be generated which exactly overlays the appropriate photograph. Each photograph has then been divided into foreground and background elements to determine which parts of the current context should be shown in front of the Proposed Development and which behind. When combined with the computer-generated image these give an accurate impression of the impact of the Proposed Development on the selected view in terms of scale, location and use of materials (AVR Level 3).

Spatial framework and reference database

A5.5 All data was assembled into a consistent spatial framework, expressed in a grid coordinate system with a local plan origin. The vertical datum of this framework is equivalent to Ordnance Survey (OS) Newlyn Datum.

A5.6 By using a transformation between this framework and the OSGB36 (National Grid) reference framework, Millerhare have been able to use other data sets (such as OS land line maps and ortho-corrected aerial photography) to test and document the resulting photomontages.

A5.7 In addition, surveyed observation points and line work from Millerhare's London Model database are used in conjunction with new data in order to ensure consistency and reliability.

A5.8 The models used to represent consented schemes have been assembled from a variety of sources. Some have been supplied by the original project team, the remainder have been built by Millerhare from available drawings, generally paper copies of the submitted planning application. While these models have not been checked for detailed accuracy by the relevant architects, Millerhare has used its best endeavours to ensure that the models are positioned accurately both in plan and in overall height.

Process – photographic context

Reconnaissance

A5.9 At each Study Location the Visualiser conducted a photographic reconnaissance to identify potential Assessment Points. From each candidate position, a digital photograph was taken looking in the direction of the Proposed Development using a wide angle lens. Its position was noted with field observations onto an OS map and recorded by a second digital photograph looking at a marker placed at the Assessment Point.

A5.10 In the situation where, in order to allow the appreciation of the wider setting of the proposal, the assessor requires more context than is practical to capture using a wide angle lens, multiple photographs may be combined to create a panorama, typically as a diptych or triptych. This will be prepared by treating each panel as a separate AVR and then combining in to a single panorama as a final process.

A5.11 The Visualiser assigned a unique reference to each Assessment Point and Photograph.

Final Photography

A5.12 From each selected Assessment Point a series of large format photographs were taken with a camera height of approximately 1.6m. The camera, lens, format and direction of view are determined in accordance with the policies set out above

A5.13 Where a panoramic view is specified the camera/tripod head is rotated through increments of 40 degrees to add additional panels to the left and/or right of the main view.

A5.14 The centre point of the tripod was marked and a digital photograph showing the camera and tripod in situ was taken to allow the Surveyor to return to its location. Measurements and field notes were also taken to record the camera location, lens used, target point and time of day.

Surveying the Assessment Points

A5.15 For each selected Assessment Point a survey brief was prepared, consisting of the Assessment Point study sheet and a marked up photograph indicating alignment points to be surveyed. Care was taken to ensure that a good spread of alignment points was selected, including points close to the camera and close to the target.

A5.16 Using differential GPS techniques the Surveyor established the location of at least two intervisible stations in the vicinity of the camera location. A photograph of the GPS antenna in situ was taken as confirmation of the position.

A5.17 From these the local survey stations, the requested alignment points were surveyed using conventional observation.

A5.18 The resulting survey points were amalgamated into a single data set by the Surveyor. This data set was supplied as a spreadsheet with a set of coordinates transformed and re-projected into OSGB36 (National Grid) coordinates, and with additional interpreted lines to improve the clarity of the surveyed data.

A5.19 From the point set, the Visualiser created a three dimensional alignment model in the visualisation system by placing inverted cones at each surveyed point.

Photo preparation

A5.20 From the set of photographs taken from each Assessment Point, one single photograph was selected for use in the study. This choice was made on the combination of sharpness, exposure and appropriate lighting.

A5.21 The selected photograph was copied into a template image file of predetermined dimensions. The resulting image was then examined and any artefacts related to the digital image capture process were rectified.

A5.22 Where vertical rise has been used the image is analysed and compensation is applied to ensure that the centre of the image corresponds to the location of the camera's optical axis.

Calculating the photographic alignment

A5.23 A preliminary view definition was created within the visualisation system using the surveyed camera location, recorded target point and FOV based on the camera and lens combination selected for the shot

A5.24 A lower resolution version of the annotated photograph was attached as a background to this view, to assist the operator to interpret on-screen displays of the alignment model and other relevant datasets.

A5.25 Using this preliminary view definition, a rendering was created of the alignment model at a resolution to match the scanned photograph. This was overlaid onto the background image to compare the image created by the actual camera and its computer equivalent. Based on the results of this process adjustments were made to the camera definition. When using a wide angle lens observations outside the circle of distortion are given less weighting.

A5.26 This process was iterated until a match had been achieved between the photograph and alignment model. At this stage, a second member of staff verified the judgements made. An A3 print was made of the resulting photograph overlaid with the alignment model as a record of the match. This was annotated to show the extents of the final views to be used in the study.



Example of alignment model overlaid on the photograph

Preparing models of the Proposed Development

A5.27 A CAD model of the Proposed Development was supplied by the Architect. The level of detail applied to the model is appropriate to the AVR type of the final images.

A5.28 Models of the Proposed Development and other schemes are located within the spatial framework using reference information supplied by the Architect or, when not available, by best fit to other data from the spatial framework reference database . Study renders of the model are supplied back to the Architect for confirmation of the form and the overall height of the Proposed Development. The method used to locate each model is recorded. Each distinct model is assigned a unique reference code by the Visualiser.

Determining occlusion and creating simple renderings

A5.29 A further rendering was created using the aligned camera, which combined the Proposed Development with a computer-generated context. This was used to assist the operator to determine which parts of the source image should appear in front of the Proposed Development and which behind it. Using this image and additional site photography for information, the source file is divided into layers representing foreground and background elements.

A5.30 In cases where the Proposed Development is to be represented in silhouette or massing form (AVR1 or AVR2), final renderings of an accurate massing model were generated and inserted into the background image file between the foreground and background layers.

A5.31 Final graphical treatments were applied to the resulting image as agreed with the Architect and environmental and planning consultants. These included the application of coloured outlines to clarify the reading of the images or the addition of tones to indicate occluded areas.

Creating more sophisticated renderings

A5.32 Where more sophisticated representations of the Proposed Developments were required (AVR3) the initial model is

developed to show the building envelope in greater detail. In addition, definitions were applied to the model to illustrate transparency, indicative material properties and inter-reflection with the surrounding buildings.

A5.33 For each final view, lighting was set in the visualisation system to match the theoretical sunlight conditions at the time the source photograph was taken, and additional model lighting placed as required to best approximate the recorded lighting conditions and the representation of its proposed materials.

A5.34 By creating high resolution renderings of the detailed model, using the calculated camera specification and approximated lighting scenario, the operator prepared an image of the building that was indicative of its likely appearance when viewed under the conditions of the study photograph. This rendering was combined with the background and foreground components of the source image to create the final study images.

A5.35 A single CAD model of the Proposed Development has been used for all distant and local views, in which the architectural detail is therefore consistently shown. Similarly a single palette of materials has been applied. In each case the sun angles used for each view are transferred directly from the photography records.

A5.36 Material definitions have been applied to the models assembled as described. The definitions of these materials have been informed by technical notes on the planning drawings and other available visual material, primarily renderings created by others. These resulting models have then been rendered using the lighting conditions of the photographs.

A5.37 Where the Proposed Development is shown at night-time, the lightness of the scheme and the treatment of the materials was the best judgment of the visualiser as to the likely appearance of the scheme given the intended lighting strategy and the ambient lighting conditions in the background photograph.

A5.38 Where a panoramic view is specified each panel is prepared by treating each photograph as an individual AVR following the process described in the previous paragraphs. The panels are then arranged side by side to construct the panorama. Vertical dividers are added to mark the edge of each panel in order to make clear that the final image has been constructed from more than one photograph.

Documenting the study

A5.39 For each Assessment Point a CAD location plan was prepared, onto which a symbol was placed using the coordinates of the camera supplied by the Surveyor. Two images of this symbol were created cross-referencing background mapping supplied by Ordnance Survey.

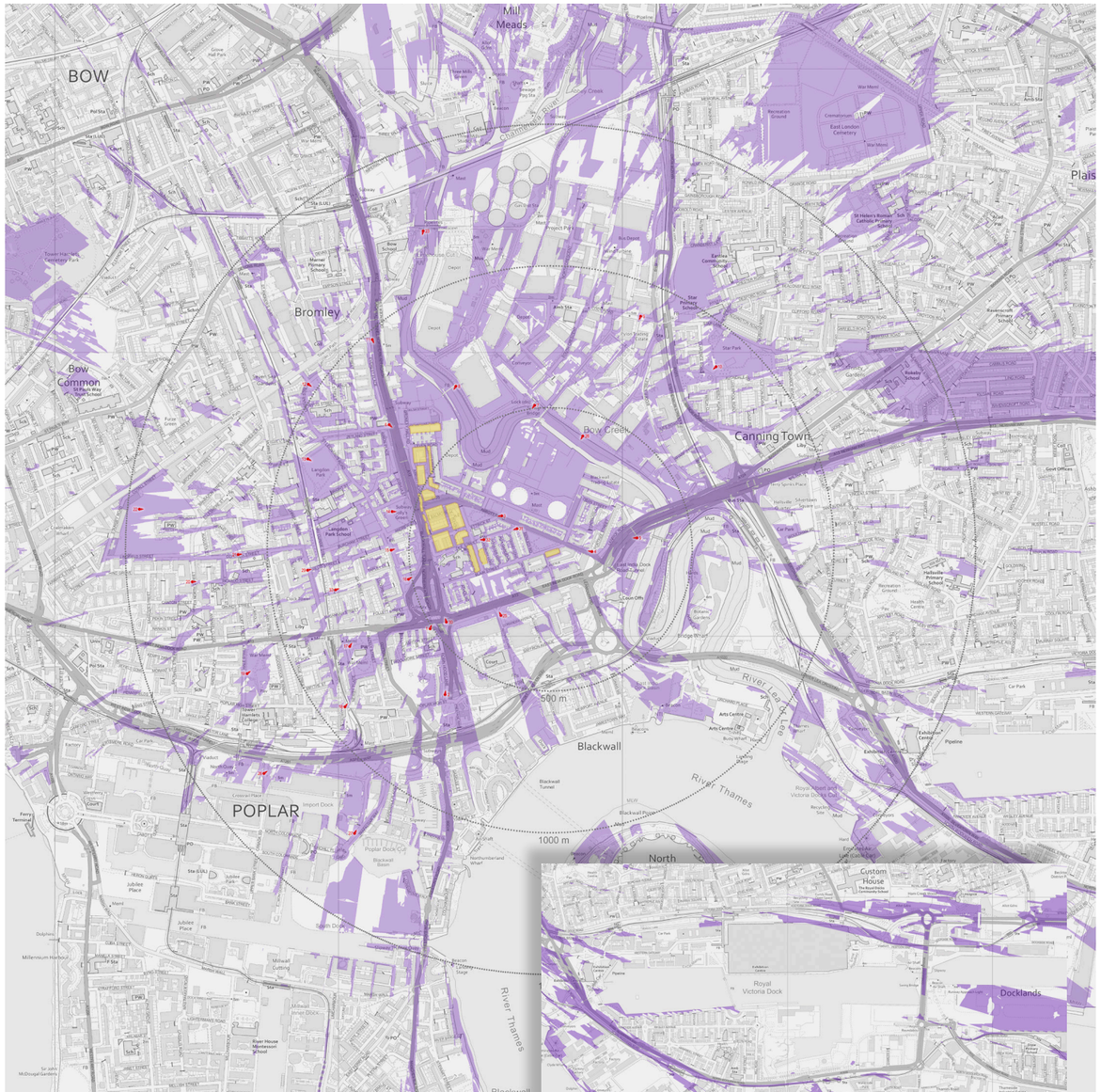
A5.40 The final report on the Study Location was created which shows side by side, the existing and proposed prospect. These were supplemented by images of the location map, a record of the camera location and descriptive text. The AVR level is described.

A5.41 Peripheral annotation was added to the image to clearly indicate the final FOV used in the image, any tilt or rise, and whether any cropping has been applied.

A5.42 Any exceptions to the applied policies or deviations from the methodology were clearly described.

A5.43 Where appropriate, additional images were included in the study report, showing the Proposed Development in the context of other consented schemes.

A6 Zone of Theoretical Visibility



Plan diagram showing areas of visibility – proposed condition

Plan diagram over The Thames Barrier – proposed condition



Plan diagram showing areas of visibility – cumulative condition

Plan diagram over The Thames Barrier – cumulative condition

Appendices (continued)

A7 Views for On-site Assessment

A7.1 The following pages show the Cumulative condition of each view printed at the optimum scale for assessing the Proposed Development on site. When these pages are held at a comfortable viewing distance features shown in the AVRs will appear at the same size as they do in the actual scene.

Desktop versus on-site assessment

A7.2 The AVRs prepared for this document have been based on photography taken with a small range of lenses. The choice of lens is based on the principles defined in the Method Statement. In making a lens selection, and hence of the Field of View to be included, the primary criterion is the need to provide clear reproduction whilst including adequate context to assess the Proposed Development.

A7.3 In Section 6 "Potential Effects" the presentation of the AVRs has been designed to present a clear assessment of the Proposed Development suitable for desktop study. In combining the AVRs with the assessment text a page layout has been adopted which facilitates comparison between the baseline, proposed and cumulative conditions and ensures that wherever possible the commentary can be read alongside the view being discussed.

A7.4 In situations where the decision makers or consultees wish to review the AVRs on site, which is highly recommended, there may be an additional requirement to provide a means of comparison between the view as perceived today and as it would appear were the Proposed Development present.

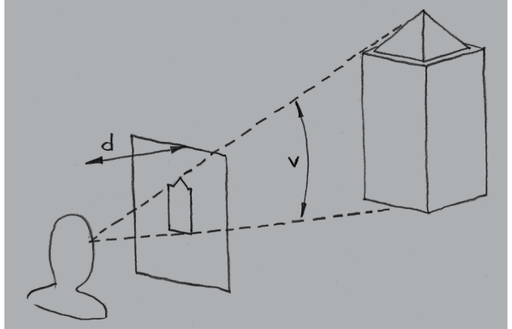
A7.5 In such situations it can be argued that the ideal presentation is one were, while holding the document at a comfortable viewing distance, features in the AVR have the same apparent scale on the paper as they do in the real scene. This effect is achieved if the images can be viewed at their "Natural Viewing Distance (see side panel).

A7.6 In the following pages, the Cumulative condition of each view is printed at a scale such that the Natural Viewing Distance is 40 cm. This means that each page can be held up to the view at approximately arms length and when doing so the angle subtended by a feature on the page will be very close to the angle subtended by the feature in the real scene.

Natural Viewing Distance

The Natural Viewing Distance of a print is the distance at which the perspective of the photograph correctly reproduces the perspective seen from the location from which the photograph was taken (distance d in the diagram below).

When viewed from this distance the angle occupied by a feature in the print will be the same as the angle occupied by the feature in the real world (v).



This distance is also referred to as the Correct Viewing Distance. Note that a camera and lens combination does not of itself have a Natural Viewing Distance; it is a function of both the lens used for the original photograph and the dimensions at which it is reproduced.

If the print is held further away from the eye than the Natural Viewing Distance then features will appear too small compared with the real world, and conversely if the print is held too close then objects will appear to be too large.

When using A3 sized prints a viewing distance in the range 30 cm to 50 cm is preferred. In this range the viewer is able to hold the document at a comfortable viewing distance and alternate their focus between the AVR and the existing scene and make a direct comparison between the two. If the Natural Viewing Distance is too small then only the AVR or the scene would be visible at one time.

A natural consequence of the use of A3 sized prints and a viewing distance in the range 30 cm to 50 cm is that images which exhibit either weak or strong perspective are avoided.

Methodology

A7.7 All images in this section have been placed on the page at a scale calculated to give a Natural Viewing Distance of 40 cm. Using this dimension, most assessors will be able to hold the document comfortably and focus on the print.

A7.8 Due to the maximum paper size of A3, some AVRs require cropping of the view in order to enlarge the image to a point where the correct viewing distance can be achieved.

A7.9 When the AVR fills the A3 page, the Horizontal Field of View represented is 55 degrees. Intermediate angles are indicated with a simplified graticule at the edge of the page.

A7.10 When the Horizontal Field of View of the base photograph is less than 55 degrees, some white space will be present around the AVR.

A7.11 Portrait format views are rotated by 90 degrees in order to show the maximum amount of the AVR.

1 South of East India Dock Road



Viewing distance 40cm

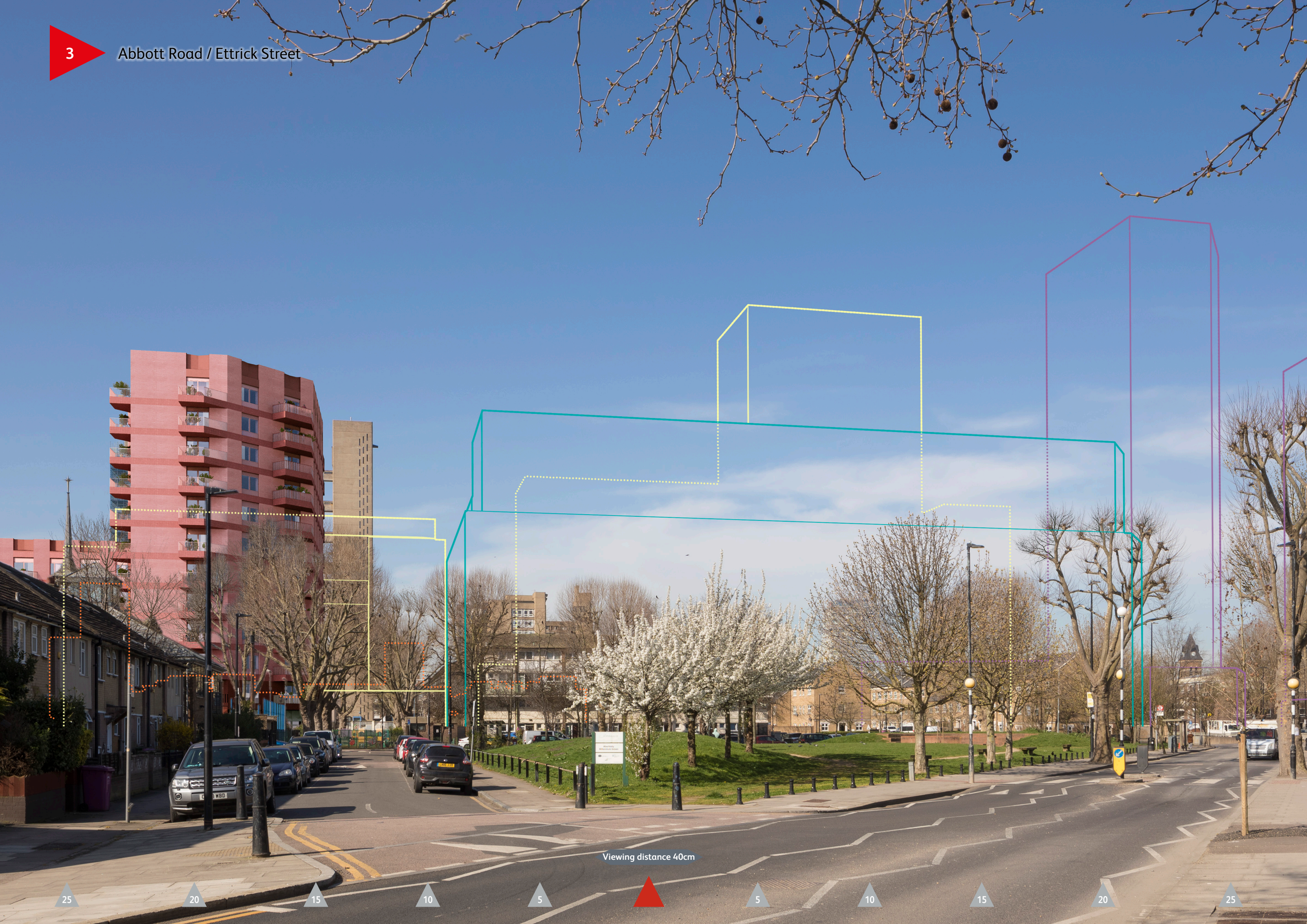
25 20 15 10 5 5 10 15 20 25

Junction of Robin Hood Lane and Poplar High Street 2

Viewing distance 40cm

25 20 15 10 5 5 10 15 20 25

3 Abbott Road / Ettrick Street



Portree Street, junction with Abbott Road

4

Viewing distance 40cm

25 20 15 10 5 5 10 15 20 25

5 LBTH borough designated view 6: View from East India Dock Road to Balfron Tower & Canary Wharf in the background



Viewing distance 40cm

25 20 15 10 5 5 10 15 20 25

A12, junction with Zetland Street 6

Viewing distance 40cm

25 20 15 10 5 5 10 15 20 25

7 Riverside footpath north of River Lea / Bow Creek

Viewing distance 40cm

25 20 15 10 5 5 10 15 20 25

Bow Creek / River Lea bridge 8

DANGER
DEEP
WATER

Viewing distance 40cm

25 20 15 10 5 5 10 15 20 25

9 Cody Road



Viewing distance 40cm

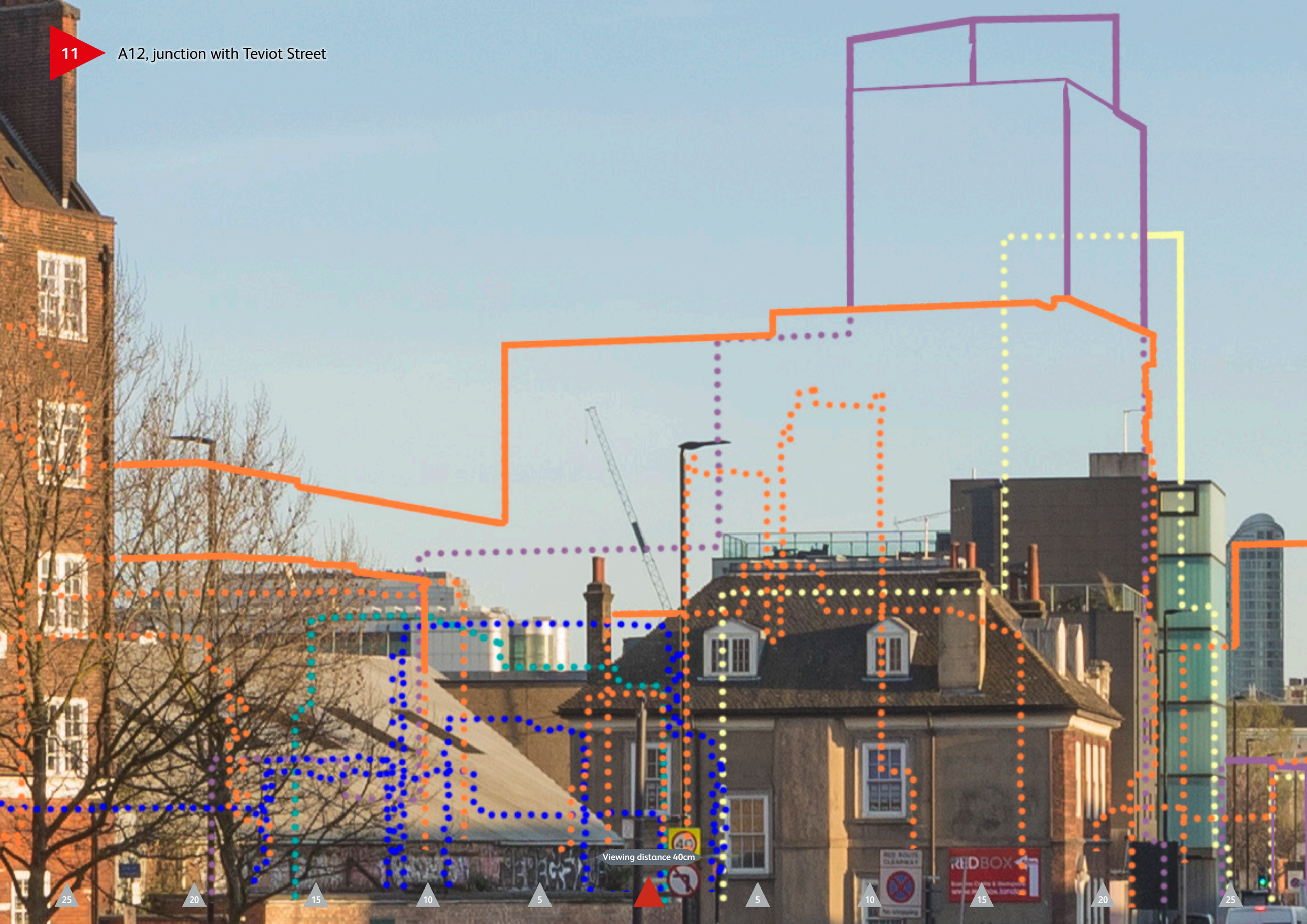
25 20 15 10 5 5 10 15 20 25

Star Lane Park 10

Viewing distance 40cm

25 20 15 10 5 5 10 15 20 25

11 A12, junction with Teviot Street



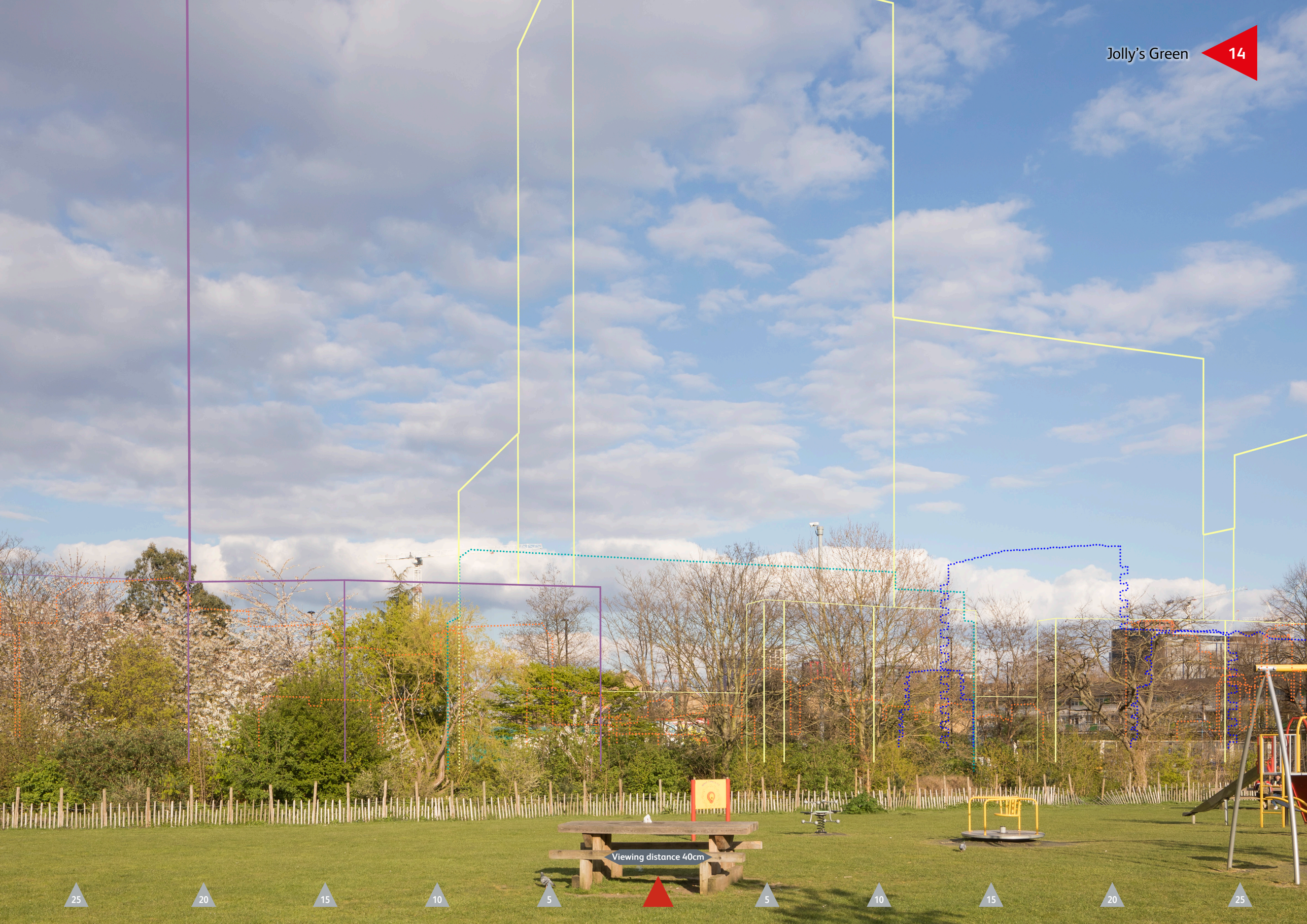
Uamvar Street 12

Viewing distance 40cm

25 20 15 10 5 5 10 15 20 25

13 LBTH borough designated view 5: View from Langdon Park to Balfron Tower & Canary Wharf in the background




Jolly's Green
14
Viewing distance 40cm
25
20
15
10
5
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15
20
25

15 St Leonards Road

Viewing distance 40cm

25 20 15 10 5 5 10 15 20 25

Pedestrian path from A102 / St Leonards Road 16

Viewing distance 40cm

25 20 15 10 5 5 10 15 20 25

17 All Saints Churchyard, inside west entrance gates

Viewing distance 40cm

25 20 15 10 5 5 10 15 20 25

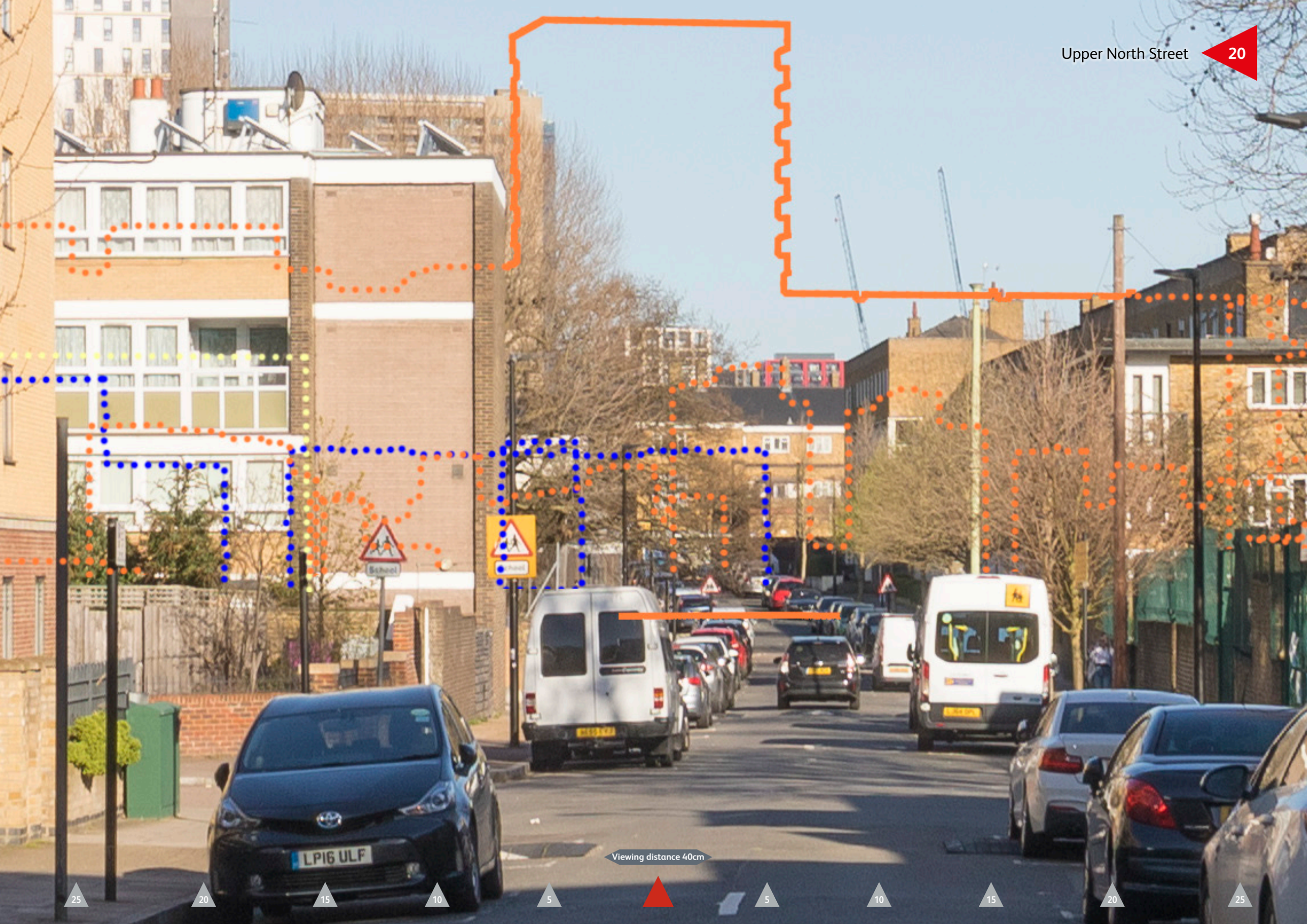
Poplar High Street, bridge over railway tracks 18

25 20 15 10 5 Viewing distance 40cm 5 10 15 20 25

19 Poplar Recreation Ground

Viewing distance 40cm

25 20 15 10 5 5 10 15 20 25


Upper North Street
20
LP16 ULF
Viewing distance 40cm
25
20
15
10
5
5
10
15
20
25

21 Cordelia Street

Viewing distance 40cm

25 20 15 10 5 5 10 15 20 25

Viewing distance 40cm

25 20 15 10 5 5 10 15 20 25

23 Twelvetrees Crescent, bridge over River Lea and Bow Creek



LVMF 5A.1 — Greenwich park: the General Wolfe statue — at the orientation board

Viewing distance 40cm

25 20 15 10 5 5 10 15 20 25

25 Nutmeg Lane



Viewing distance 40cm

25 20 15 10 5 5 10 15 20 25

27 Trafalgar Way



South side of Bow Creek 28



Viewing distance 40cm

25 20 15 10 5 5 10 15 20 25

29 Chrisp Street, looking along Willis Street



A12, junction with East India Dock Road, looking north 30

Viewing distance 40cm

25 20 15 10 5 5 10 15 20 25

31 Dee Street / Abbott Road

Viewing distance 40cm

25 20 15 10 5 5 10 15 20 25

Dee Street, midway 32

Viewing distance 40cm

25 20 15 10 5 5 10 15 20 25

33 Brownfield Street, outside no.30



Viewing distance 40cm

25 20 15 10 5 5 10 15 20 25



Viewing distance 40cm

25 20 15 10 5 5 10 15 20 25



ECOWORLD
LONDON
CREATING TOMORROW & BEYOND

POPLAR HARCA

ABEREELDY VILLAGE MASTERPLAN

Part 2: Built Heritage Assessment

ES Volume 2: Built Heritage	
AUTHOR	KM Heritage
SUPPORTING APPENDIX	**ES Volume 3: Appendix: Built Heritage:** **Annex 1**: Heritage Statement
KEY CONSIDERATIONS	This ES chapter assesses the likely direct and indirect effects of the Aberfeldy Village Masterplan ('Proposed Development') on those elements of setting that contribute to the heritage significance of built heritage receptors (above-ground only) in proximity to the Site, including conservation areas, listed buildings, locally listed buildings and other non-designated heritage assets. The present built heritage baseline is described by presenting a summary of all receptors before going on to assess them in turn. The detailed history and heritage context of the Site and description of the receptors is provided in the accompanying Heritage Statement **(ES Volume 3, Appendix Built Heritage – Annex 1).** The ES chapter assesses each heritage receptor in terms of: • Potential impacts and likely effects during the demolition/construction phase; • Potential impacts and likely effects once the Proposed Development is completed and operational; • Mitigation measures, where appropriate; and • Likely cumulative effects, taking into account other new developments proposed in the area.
CONSULTATION	**Historic England (HE)** Pre-application discussions have been had with HE in order to understand the scale and scope of effects that the Proposed Development might have on Heritage Assets in the vicinity. In its response to scoping letter of 3 September 2021 HE confirmed "*that the Built Heritage section of the Aberfeldy New Masterplan EIA Scoping Report (TRIUM for Ecoworld International and Poplar Harca, August 2021, p58) captures all our key areas of interest."* **London Borough of Tower Hamlets (LBTH)** LBTH requested in its Scoping Opinion dated 8 September 2021 (**paragraph 4.11.1**) that the Built Heritage chapter considers effect of the Proposed Development on built heritage (designated and non-designated assets) including their heritage significance and the contribution made to that significance by their setting during demolition and construction, and operation of the Proposed Development. This ES chapter provides an assessment of all designated and non-designated built heritage assets likely to be affected by the Proposed Development. As requested, these assets have been identified using a zone of visual influence of 'appropriate size' to ensure all heritage assets likely to be affected have been included and has used that Zone of Visual Influence (ZVI) to scope assets 'in' or 'out' of assessment depending on their identified intervisibility with the Site. All heritage assets suggested in the LBTH Scoping Opinion were analysed using this method and it was found that Maritime Greenwich World Heritage Site, Blackwall Pier, Trinity House, and the Royal Oak Public House will not have intervisibility between the Site of the Proposed Development and these heritage assets. Therefore, an assessment of the Proposed Development's potential impacts to these heritage assets is not required. Heritage assets which have been 'Scoped in' to this ES chapter are discussed and assessed in the *Baseline Conditions* section of this reports chapter where 'a clear analysis of the heritage significance of each affected heritage asset, including the contribution of its setting to heritage significance' is provided.' This includes an assessment of the Grade II listed Bromley Hall School site (see *Receptor and Receptor Sensitivity*) The assessment takes account of the relevant sections of NPPF regarding levels of harm that may result.

INTRODUCTION

1.1 This Built Heritage report has been prepared by KM Heritage and is submitted with a hybrid planning application for the Aberfeldy Village Masterplan. The hybrid planning application is made in relation to the north of East India Dock Road (A13), east of the Blackwall Tunnel Northern Approach Road (A12) and to the south west of Abbott Road (the "Site") on behalf of The Aberfeldy New Village LLP' ("The Applicant"). The hybrid planning application is formed of detailed development proposals in respect of Phase A for which no matters are reserved ("Detailed Proposals"), and outline development proposals for the remainder of the Site, with all matters reserved ("Outline Proposals"). The Detailed Proposals and Outline Proposals together are referred to as the "Proposed Development".

1.2 The Proposed Development comprises the comprehensive redevelopment of the Site. The Proposed Development will provide new retail and workspace floorspace along with residential dwellings and the pedestrianisation of the A12 Abbott Road vehicular underpass to create a new east to west route. The Development will also provide significant, high quality public realm, including a new Town Square, a new High Street and a public park.

1.3 The purpose of this report is to assess the Proposed Development in terms of its potential effect upon the significance of heritage assets within its influence.

ASSESSMENT METHODOLOGY

Legislation and National and Local Policy and Guidance

1.4 The methodology used to conduct the assessment is informed by consideration of legislation, regulation and guidance as it relates to Built Heritage, including:

- The Planning (Listed Buildings and Conservation Areas) Act 1990;
- National Planning Policy Framework ('NPPF') (2021)[1];
- Ministries of Housing, Communities and Local Government (MHCLG) (2019) Planning Practice Guidance[2];
- The London Plan 2021[3];
- Tower Hamlets ('LBTH') Local Plan 2031: Managing Growth and Sharing Benefits, (2021)[4];
- Tower Hamlets Conservation Area Appraisals;
- English Heritage (2008) Conservation Principles, Policies and Guidance for the Sustainable Management of the Historic Environment[5];
- Historic England (2017) Historic Environment Good Practice Advice Notes: The Setting of Heritage Assets (GPA 3) (2nd ed)[6];
- Historic England Good Practice Advice 2: Managing Significance in Decision-Taking in the Historic Environment (2015)[7]; and
- Historic England Advice Notes[8].

1.5 The Built Heritage Statement provides a detailed appraisal of the relevant legislation, policy and guidance (see **ES Volume 3, Appendix Built Heritage – Annex 1**).

Defining the Baseline

1.6 A site survey was undertaken in December 2020 in order to help understand the existing condition and special interest of relevant heritage receptors and their settings. Site observations and a desk-based review of OS maps, relevant heritage receptors - built heritage assets are recorded in national and / or local historic environment databases, in this instance the National Heritage List for England (NHLE) and the Greater London Historic Environment Record (GLHER) - alongside historical research about the development of the Site and the surrounding district, have been undertaken in order to understand and assess the existing baseline conditions. This analysis, combined with information about existing building locations and heights, topography and townscape and landscape features within the study area, and an understanding of the scale of the Proposed Development give a thorough understanding of the baseline as it pertains to Built Heritage.

1.7 LBTH EIA Scoping Opinion (8 September 2021) states at **paragraph 4.11.2**: '*The built heritage assessment must provide assessment of all built heritage assets likely to be significantly affected [….] It must be ensured, that the study area is based on the zone of visual influence of the Proposed Development noting the anticipated maximum height of the Proposed Development at 96 m*. (The maximum Above Ordnance Datum

[1] *Ministry of Housing, Communities & Local Government ('MHCLG'),(2021), Online: www.gov.uk/government/publications/national-planning-policy-framework--2*
[2] *MHCLG', (2019) Online:www.gov.uk/government/collections/planning-practice-guidance*
[3] *Mayor of London (2021), Online: www.london.gov.uk/what-we-do/planning/london-plan*
[4] *LBTH (2021), Online: www.towerhamlets.gov.uk/lgnl/planning_and_building_control/planning_policy_guidance/Local_plan/local_plan*
[5] *Historic England, Online: https://historicengland.org.uk/images-books/publications/conservation-principles-sustainable-management-historic-environment*
[6] *Historic England, Online: historicengland.org.uk/images-books/publications/gpa3-setting-of-heritage-assets*
[7] *Historic England, Online:historicengland.org.uk/images-books/publications/gpa2-managing-significance-in-decision-taking*
[8] *Historic England, Online: historicengland.org.uk/advice/planning/planning-system*

(AOD) height was changed subsequent to the Scoping Report being submitted and is now 100m).' Further, '*the ES must demonstrate that the extent of the proposed study area is of the appropriate size to ensure that all heritage assets likely to be affected by the Proposed Development have been included and can be properly assessed*.'

1.8 In order to identify an appropriate geographical extent for the study area, a Zone of Visual Influence ('ZVI') map of 1750m radius from the centre of the Site was created and within this an appropriate study area of 1500m was defined - based upon professional judgment as to the likely maximum affected distance of the Proposed Development - considering distance from the Site and the intervening built townscape. (The ZVI map is contained in **ES Volume 2, Townscape, Visual Impact and Heritage Assessment, Townscape and Visual Impact Assessment ('TVIA').**

1.9 Built heritage receptors (definition at **paragraph 1.23** below) within the 1500m study area were identified and plotted on the ZVI in order to ascertain which might have intervisibility with the Site and possibly experience an effect upon their setting from the Proposed Development. The area of existing context likely to be affected by the Proposed Development will vary with the scale and alignment of the existing context, and the scale and massing of the Proposed Development. For example, where streets align with the Site or the Site is seen across open space this can extend the zone of influence in certain areas.

1.10 Initial analysis of the 1500m study area identified 9 conservation areas and 67 individual or groups of heritage receptors. As described above, using the ZVI map, this initial group was reduced to 9 conservation areas and 36 individual or groups of receptors which may have a level of intervisibility with the Site and it is this group which will be assessed. They are discussed in detail in the Baseline section of this report.

1.11 The study area and the method for its identification is considered reasonable and proportionate to the scale, nature and context of the Proposed Development, and the sensitivity of the built heritage receptors.

Evolution of the Baseline

1.12 The Site has been allocated as a site for regeneration within LBTH's draft Leaside Area Action Plan[9]. Accordingly, it is in an area identified for residential-led redevelopment in the future.

1.13 The evolved baseline is a baseline condition at an indeterminate point in the future, for a scenario which assumes all of the cumulative schemes are built in the surrounding environment and that the surrounding environment, including the Site, has naturally evolved in the absence of the Proposed Development being implemented.

1.14 In the event of the evolution of the baseline without the Proposed Development, the setting of those receptors in the wider study area would most likely remain subject to change as a result of the construction of nearby consented and emerging developments.

Impact Assessment Methodology

Demolition and Construction

1.15 **ES Volume 1, Chapter 5: Demolition and Construction** sets out the anticipated programme of works and key activities that would be undertaken on the Site during construction necessary to facilitate the Proposed Development.

1.16 Due to the many stages of the demolition and construction process, and the temporary nature of the effects, receptors have been assessed in broad qualitative terms. The scale of effects would vary according to the proximity of the receptor to the Site and would be adverse or neutral, reversible and short-term. Detailed assessment of the construction effects on the settings of built heritage assets is not appropriate due to the evolving nature and impact of the construction works. The assessment is considered appropriate and proportionate in relation to the temporary and constantly changing nature of the potential effects.

1.17 The Site would be enclosed by boundary hoardings, which would change its appearance and the setting of close-by heritage receptors. In addition, plant and equipment associated with the construction process (e.g. cranes) will be visible. This phase of the Proposed Development could also introduce new environmental conditions into the setting (and experience) of built heritage receptors as there will be an increase in noise, vibration, dust and traffic in the surrounding area. Such impacts will be experienced only when in close proximity to the Site.

1.18 The likely effect of these activities on the value of built heritage receptors identified in the baseline is assessed below. This is not a strict quantitative process and therefore professional judgement will be employed in determinate potential effects. Where professional judgement is used this will be stated.

Completed Development

1.19 The Proposed Development will introduce new and permanent built form into the setting of built heritage assets. The effect of this permanent new built form is assessed on the basis of the design drawings for the Proposed Development and the Accurate Verified Representations (AVR) or 'verified views' prepared by Miller Hare (see **ES Volume 2, Townscape, Visual Impact and Heritage Assessment, Townscape and Visual Impact Assessment**). The verified views – both rendered views and wirelines - are based upon the maximum parameters of the Proposed Development for the Outline Proposals and detailed plans/model for the Detailed Proposals. The heritage assessment is likewise based upon the maximal effect of development, in accordance with best practice guidance.

1.20 Where the Proposed Development in its completed state may have an effect on the surroundings in which the heritage asset is experienced, a qualitative assessment is made of whether, how and to what degree setting contributes to the significance of the heritage receptor.

Assumptions and Limitations

Demolition and Construction

1.21 It has been assumed that during the demolition and construction stage, appropriate measures to mitigate the effect of related activities (such as noise, dust and the visual effect of construction operations) would be implemented by means of a Construction Environmental Management Plan (CEMP) and conditions applied to the planning permission, in line with **ES Volume 1, Chapter 5: Demolition and Construction.**

Completed Development

1.22 It has been assumed that the Proposed Development will be implemented as per the design as it is proposed in the planning application (See **ES Volume 1, Chapter 4: The Proposed Development)**. The assessment of the potential impacts and likely effects on heritage assets has been based on the design drawings for Phase A of the Proposed Development, and 'maximum parameter' height and massing and, in the absence of detailed information, commitments in respect of building materiality, articulation, and landscaping (for Phases B, C and D of the Proposed Development). Such commitments are set out in the Design Code which will be submitted for approval with the planning application.

Methodology for Defining Effects

Heritage Receptor: Definition

1.23 The term 'heritage receptor' is used within this assessment to describe both 'designated' and 'non-designated' heritage assets.

- A 'designated' heritage asset is one that is recorded on The National Heritage List for England ('NHLE') [10]. This is the official register of all nationally protected historic buildings and sites in England, including Listed Buildings, Scheduled Monuments, Protected Wrecks, Registered Parks and Gardens, and Battlefields. Grade I buildings are of exceptional interest, only 2.5 % of all listed buildings are Grade I. Grade II* buildings are particularly important buildings of more than special interest; totalling 5.8 % of listed buildings are Grade II*. Grade II buildings are of special interest; totalling 91.7 % of all listed buildings are in this class;
- Conservation areas are also classed as designated heritage assets;
- A non-designated heritage asset includes Locally Listed buildings or structures of historical significance, which have been identified by the local authority; [11] and
- A further category of non-designated heritage asset is one which has not been formally placed upon the local authority's 'Local List' but which nevertheless shares qualities often attributed to locally listed buildings.

[9] *LBTH 2021, Leaside Area Action Plan (available online: https://talk.towerhamlets.gov.uk/leasideplan)*
[10] *NHLE: https://historicengland.org.uk/listing/the-list*
[11] *LB Tower Hamlets Local List (undated) and Local List New Additions (undated), Online: Listed buildings and locally listed buildings (towerhamlets.gov.uk)*

1.24 For the purposes of this ES chapter, built heritage receptors do not include below-ground archaeological remains.

Setting

1.25 'Setting' is defined in the NPPF Glossary as:

"*the surroundings in which a heritage asset is experienced. Its extent is not fixed and may change as the asset and its surroundings evolve. Elements of a setting may make a positive or negative contribution to the significance of an asset, may affect the ability to appreciate that significance or may be neutral*."

1.26 The assessment of setting is informed by professional judgment and the check-list of potential attributes outlined by the Historic England guidance *Good Practice Advice 3: The Setting of Heritage Assets* (2017) ("GPA 3").

1.27 GPA 3: identifies five steps towards assessing the implications of the Proposed Development which may affect the setting of heritage assets (consistent with other guidance):

(a) Identify the assets affected;

(b) Assessing the contribution setting makes to significance;

(c) Assessing the effect of the proposed development;

(d) Maximising enhancement and minimising harm; and

(e) Making and documenting the decision and monitoring outcomes

1.28 Step (e) is incumbent on the decision maker through the provision of conditions.

Defining the Effect

1.29 Combining a receptor's sensitivity to change and the potential magnitude of impact from the Proposed Development provides an indication of the likely effect on the receptor. Professional judgement is, however, key in order to determine whether an effect is 'significant' or not 'significant'; heritage assessment is not a strict quantitative process and some of these considerations will depend on expert judgements.

1.30 Accordingly, the assessment is qualitative and there is an emphasis on narrative text throughout this assessment to describe the heritage value of receptors and the judgements presented in relation to them.

1.31 This assessment considers the following range of effects of the Proposed Development upon heritage receptors.

- Significance of effect: it is accepted that effects that are moderate or major in scale are considered 'significant', and effects that are negligible or minor in scale are deemed 'not significant'.
- Direct and Indirect effects: direct effects are those to listed fabric that engage section 16(2) of the Planning (Listed Buildings and Conservation Areas) Act 1990. Indirect effects are generally setting effects, engaging s66(1).
- Spatial effects: 'local' effects are those affecting the Site and neighbouring receptors; 'district' level is receptors beyond the vicinity of the Site and its neighbours but within the local planning authority boundary; 'regional' level is affecting London as a whole.
- Temporal effects: short to medium-term effects are considered to be those associated with the demolition and construction phase defined as 'temporary' in that they last for a defined period of time only. Permanent or 'long-term' effects are those associated with the completed and occupied Proposed Development.
- Benefits: the definition of the nature of effect - whether beneficial, adverse or neutral is set out in **Table 1.5**.

Heritage Significance or Value

1.32 The quality inherent in a heritage asset is described as 'significance', referred to for clarity throughout this assessment as 'heritage significance'. This incorporates the concepts of 'special architectural and historic interest' in relation to Listed buildings and Conservation Areas, and 'character and appearance' in relation to Conservation Areas. The 'significance' of a heritage asset is a quality that may be more or less sensitive to change, depending on the specific circumstances of the asset and the nature of that change.

1.33 Paragraph 194 of the NPPF states:

"*In determining applications, local planning authorities should require an applicant to describe the significance of any heritage assets affected, including any contribution made by their setting*."

1.34 'Significance' (for heritage policy) is defined in the NPPF (Annex) as:

"*the value of a heritage asset to this and future generations because of its heritage interest. That interest may be archaeological, architectural, artistic or historic. Significance derives not only from a heritage asset's physical presence, but also from its setting*."

1.35 This is reaffirmed by Historic England in its historic environment best practice guidance: *Good Practice Advice 2: Managing Significance in Decision-Taking in the Historic Environment* (2015).

1.36 The heritage significance of heritage assets, both designated and non-designated, varies according to the nature and circumstances of the asset in question. A number of listed buildings at the same grade, for instance, may have greater or lesser levels of heritage significance depending on: the nature of their special architectural or historic interest (i.e. the reason for listing); the degree to which the listed building has changed since it was listed (i.e. whether physical alteration of the building since listing has preserved or enhanced its special interest); or the degree to which the setting of the listed building has changed since listing.

1.37 A general classification of a designated heritage asset (into grades) does not therefore equate to an identical or similar level of heritage significance in every asset of the same grade. The *Planning (Listed Buildings and Conservation Areas) Act 1990* ("the Act") does not refer to grades of listed buildings or conservation areas, referring only to 'special architectural or historic interest', and the statutory tests are applied equally to the designated heritage assets concerned. The Department for Digital, Culture, Media and Sport's 'Principles of Selection for Listing Buildings'[12] states that listed buildings are graded to reflect their relative special architectural and historic interest. Grading therefore provides a helpful general indication of a level of heritage significance, and that has been used in assessing the sensitivity of heritage assets to change.

1.38 The heritage significance of a listed building or structure that may be affected by change is its 'special architectural and historic interest'. More precisely, a development may affect this special architectural and historic interest by harming or reducing the degree to which such interest can be appreciated (i.e., the potential impact).

1.39 The heritage significance of each of the designated heritage assets assessed does not inherently rely on no change occurring in their setting, nor is it necessarily harmed by the presence of the Proposed Development in their setting. Quite the opposite; the visibility of new development is frequently a highly positive quality, signalling regeneration and assisting in place-making.

1.40 The heritage significance of a conservation area that may be affected by a Proposed Development is its 'character and appearance'. Conservation areas are defined in the Act as being 'areas of special architectural or historic interest the character or appearance of which it is desirable to preserve or enhance'. A development may affect this character and appearance by harming or reducing the degree to which these qualities can be appreciated (the potential impact).

1.41 The heritage significance of Locally listed buildings or other non-designated heritage assets that may be affected (the potential impact) is their general (not special) architectural and historic interest. A development may affect this general interest by harming or reducing the degree to which this quality can be appreciated (the potential impact). The methodology adopted to assess the potential impacts of the Proposed Development upon the heritage significance of the heritage assets is to measure those impacts – using professional judgement - against criteria contained in national and local policy and guidance relating to the historic built environment.

1.42 Having laid out the subtleties of assigning 'Heritage Significance' to a heritage receptor, for ease and the purposes of assessment, a generalised hierarchy of 'Heritage Value' may be tabulated (**Table 1.1**).

[12] *Department for Digital, Culture, Media and Sport, (2018) 'Principles of Selection for Listed Buildings'*

Table 1.1 Heritage Receptor Value

Heritage Receptor Significance or Value		
Significance or Value	**Criteria**	**Examples**
Exceptional	Building/site/area of international heritage value	World Heritage Sites. May include Grade I and II* statutorily listed buildings, Registered Historic Parks and Gardens or Scheduled Monuments with upstanding remains of acknowledged international significance.
High	Building/site/area of national heritage value	Will include Grade I and II* statutorily listed buildings and Registered Historic Parks and Gardens. Scheduled Monuments with upstanding remains. Conservation areas containing High value buildings..
Medium	Building/site/area of national heritage value	May include Grade II statutorily listed buildings and Registered Historic Parks and Gardens, Conservation Areas containing buildings that contribute significantly to its historic character, Scheduled Monuments without upstanding remains..
Low	Buildings/sites/areas of national and/or regional significance, or local assets of particular heritage value	May include Grade II statutorily listed buildings and Registered Historic Parks and Gardens, Conservation Areas containing buildings of modest architectural quality or with evidence of limited historical integrity. Scheduled Monuments without upstanding remains. May include Locally Listed Buildings.
Very Low	Buildings/sites/areas with some evidence of significance but in an incoherent or eroded form of local interest and generally with no statutory protection.	Often buildings of local interest and dispersed elements of townscape. May include receptors with some evidence of local heritage value but not represented in a Local List or designated as being of particular townscape merit.

Receptor Sensitivity

1.43 It should be noted that the various policy and guidance relating to the historic built environment do not provide a definitive system of measurement of effects of change upon heritage assets. Therefore, there is no fixed or agreed system of measuring the sensitivity of heritage assets to change and the magnitude of effect of that change.

1.44 It is, however, widely recognised that the heritage significance of an asset is not the same as its sensitivity to changes to its setting. The Setting of Heritage Assets (Historic England 2017, p. 9). states: '*…the setting of a heritage asset is the surroundings in which a heritage asset is experienced. Its extent is not fixed and may change as the asset and its surroundings evolve. Elements of a setting may make a positive or negative contribution to the significance of an asset, may affect the ability to appreciate that significance or may be neutral*'. Thus, in determining effects upon the setting of assets by the Proposed Development, both importance and sensitivity to changes to setting have been considered. Factors considered when assessing sensitivity to change include, but are not limited to: heritage significance, condition, type and period of asset, and position in the townscape.

1.45 Sensitivity is a quality relative to each particular built heritage receptor and its circumstance and as such, for the purposes of this assessment, sensitivity has been viewed as a function of the following:

- The inherent importance of the built heritage receptor as defined by available measures of its significance (such as a listing description for a listed building or a Conservation Area Appraisal for a conservation area) or in the case of a non-designated heritage asset by its inclusion in a Local List; and
- The location of the built heritage receptor and its relationship to a development. This takes account of topography and landscape features.

1.46 Sensitivity of receptors to change is classified as Low, Medium or High, in accordance with the criteria set out in **Table 1.2**. An assessment of sensitivity is a qualitative judgement, although one which is supported by a clear narrative linked to evidence from the baseline study.

Table 1.2 Receptor Sensitivity to Change

Sensitivity to Change in Setting	
Value	**Criteria**
Low	The receptor is tolerant of change without detriment to its character or is of low or local importance. Change can occur in the circumstances of the receptor without having a significant or any effect on the receptor's heritage or townscape value.
Medium	The receptor has moderate capacity to absorb changes without significantly altering its present character. Some change in its circumstances may have an effect that, depending on the magnitude of that change, may or may not be significant. This sensitivity is typical for Listed Buildings Grade II and their settings, Conservation Areas and their settings, and registered Historic Parks and Gardens Grade II and their settings.
High	The receptor has little ability to absorb change without fundamentally altering its present character. Any change in its circumstances would have a significant effect on the receptor's heritage or townscape value. This sensitivity is typical for Listed Buildings with Grade I and II* and their settings, Scheduled Monuments, registered Historic Parks and Gardens Grade I and II* and their settings and always World Heritage Sites.

Magnitude of Impact

1.47 It should be noted that the various policies and guidance relating to the historic built environment do not provide a definitive system of measurement of impacts upon heritage assets. The matter of the impact magnitude upon built heritage assets is a qualitative judgment supported by the narrative text within the assessment supported by professional judgement.

1.48 In creating the magnitude of impact criteria, the following aspects have been considered:

- Level and extent of impact;
- Extent of visibility in conjunction with the heritage asset;
- Proximity to the heritage asset; and
- Extent of any change of character, function or key elements.

1.49 The magnitude of impact has been classified as Major, Moderate, Minor or Negligible, in accordance with the criteria set out in **Table 1.3**.

Table 1.3 Magnitude Of Impact

Magnitude of Impact	
Value	**Description**
Major	Considerable change to the value of the receptor. The Proposed Development is a new component, ranging from a notable change in receptor characteristics over an extensive area to intensive change over a more limited area. The Proposed Development would be very noticeable. Loss of or major alteration to key elements / features / characteristics of the baseline. The duration of this effect may be permanent.
Moderate	A clearly discernible change to the value of the receptor. The Proposed Development is dissimilar to a main component of the receptor but similar to other components. The Proposed Development would be readily noticeable. Partial loss of or alteration to one or more key elements / features / characteristics of the baseline. The duration of this effect may be semi-permanent and partially reversible.
Minor	Slight change to the value of the receptor. The Proposed Development is similar to a main component of the receptor but similar to other components. The Proposed Development would not be readily noticeable. Minor loss of or alteration to one or more key elements / features / characteristics of the baseline. The duration of this effect may be temporary and reversible.
Negligible/None	No material change.

Significance and Nature of Effect

1.50 The scale of the overall effect is obtained via a scale of Major, Moderate, Minor or Negligible arrived at by combining the sensitivity of receptors (**Table 1.2**) against the magnitude of impact (**Table 1.3**), using the matrix provided at **Table 1.4**.

1.51 Significant effects are those that are classified as Moderate or Major (whether Adverse / Beneficial / Neutral). Those that are classified as Negligible or Minor (whether Adverse / Beneficial / Neutral) are not significant.

Table 1.4 Significance Of Effect

Sensitivity of Receptor	Magnitude of Impact			
	Major	Moderate	Minor	Negligible/None
High	Major	Major	Moderate	Negligible/None
Medium	Major	Moderate	Minor	Negligible/none
Low	Moderate	Minor	Negligible/None	Negligible/None

1.52 The Nature of the effect can be Beneficial, Neutral or Adverse. **Table 1.5** provides definitions in each case in combination with the Significance of Effect from **Table 1.4.**

Table 1.5 Nature of Effect

Nature of Likely Effect	
Value	**Description**
Major Beneficial	The Proposed Development will substantially enhance and/or better reveal the heritage value of the receptor and/or appreciation of heritage value through improvement to its setting
Moderate Beneficial	The Proposed Development will lead to a considerable degree of enhancement to and/or better reveal the value of the receptor and/or appreciation of heritage value through improvement to its setting
Minor Beneficial	The Proposed Development will enhance and/or better reveal the heritage value of the receptor and/or appreciation of heritage value through improvement to its setting
Negligible/Non-Neutral	The Proposed Development will cause a negligible or barely discernible enhancement to the heritage value of the receptor and/or appreciation of heritage value through improvement to its setting
Minor Adverse	The Proposed Development will cause noticeable harm to the heritage value of the receptor and/or appreciation of its heritage value through harm to its setting
Moderate Adverse	The Proposed Development will cause considerable harm to the heritage value of the receptor and/or appreciation of its heritage value through harm to its setting
Major Adverse	The Proposed Development will cause a major deterioration in the value of the receptor and/or appreciation of its value through harm to its setting.

BASELINE CONDITIONS

The Site and Surrounding Context

1.53 The Site is a post-war residential development of 8.14 hectares to the north of East India Dock Road (A13), east of the Blackwall Tunnel Northern Approach Road (A12) and to the south west of Abbott Road. Known as Aberfeldy Village, it is located in Poplar, within the administrative boundary of the London Borough of Tower Hamlets.

1.54 The heritage receptors within the study area exist in a highly heterogenous built environment, with an overall character that is strongly post-war, with large areas of post-industrial sites in a state of flux either undergoing or awaiting redevelopment, and dominated by the busy multi-lane highway and intersections of the A12 and A13. Building age, form and quality is varied with the earliest Listed building dating from the late 15th century however most heritage assets date from the mid-19th to mid-20th century. The Site itself does not contain any designated or non-designated heritage receptors.

Historical Overview

1.55 The area developed from open marshland through to a peak of industrial and residential development in the second half of the 19th century before an extended period of decline during the post-war period. Poplar, like many working-class neighbourhoods which relied heavily upon the docks for employment opportunities, saw rapid economic decline as a result of the closure of the inner-London docks system, a process largely completed by the early 1970s. A new era began to be ushered-in during the 1980s when the London Docklands Development Corporation begin the regeneration of the extensive former docks and their hinterlands – symbolized most conspicuously by the Canary Wharf development of 1987–91 on the former West India Docks

Historical Development of The Site and Surrounding Context

1.56 Until the second half of the 19th century, the area upon which Aberfeldy Village is built, was known as Bromley Marsh. To its north, the Limehouse Cut canal was established in 1766. Linking the River Thames at Limehouse Basin to the River Lee in Bromley-by-Bow, it provided onwards access to a vast network of canals and waterways along which goods could be moved.

1.57 By 1806, the first part of the East India Dock Company's extensive new docks system – based around the much older Blackwall Yard first established by the East India Company in 1617 - was ready to receive ships. The docks provided not only direct employment for thousands of men, but also spawned a wide range of local businesses designed to service and supply the ships and to process, transport and merchandise their cargoes. The accompanying East India Dock Road, a branch of Whitechapel's Commercial Road was laid out in 1806–12,

1.58 In the second half of the 19th century, new docks and factories in Canning Town and Poplar created high demand for workers housing and from about 1861, local landowner David McIntosh began building along Barking Road laying out new streets behind and, reflective of his Scottish heritage, many were given Scottish place names including Blair, Athol and Aberfeldy Streets in what would become known as the McIntosh Estate. By the 1890s a number of schools had been erected by the London School Board, and churches and missions proliferated alongside public house and shops.

1.59 In 1872 the North Metropolitan Tramways Company opened a horse-drawn tramway from the East India Docks to Whitechapel, with a depot in Aberfeldy Street. In 1906 the London County Council ('LCC') constructed an electric tramway along the whole length East India Dock Road (extending it across the Lea in 1912) and a depot in Athol Street (later Levan Street) in 1906/7.

1.60 The area saw relatively little change in the built environment during the early 20th century; it was the second half of the century which would see major change occur. Proximity to the dockyards and riverside industrial sites saw Poplar relentlessly targeted during the London Blitz of the Second World War, and by flying bombs and rockets in 1944 and 1945. Some 24 per cent of the buildings in Stepney and Poplar were destroyed or seriously damaged, including whole swathes of the Aberfeldy Street area.

1.61 In July 1945 the Metropolitan Boroughs of Stepney and Poplar were included in the LCC's first post-war redevelopment programme to clear slums and build new homes and shops. Aberfeldy Street was 'rebuilt from 1948 as the main local shopping street: three-storey blocks of flats over shops' and became the commercial heart of the neighbourhood. Reconstruction of the Abbott Road Area neighbourhood was substantially complete by the 1960s, with most housing having been erected in the late 1940s and 1950s. Despite the new scale of these high-density residential units, much of the pre-existing street pattern was preserved.

1.62 The Housing Subsidy Act 1956 had confined provision of government subsidy only to new housing built to replace that removed by slum clearance; offering higher subsidy amounts for blocks of more than six storeys. The Brownfield Estate, immediately west of the Abbott Road Area neighbourhood on the other side of the new Blackwall Tunnel Approach Road, was originally envisioned in 1951 as a low-rise scheme. Keen to take advantage of the move to 'high-rise', the LCC approached the architect Ernö Goldfinger in October 1962. The scheme, completed in 1967, was Goldfinger's first public housing project and is considered to be an exemplar of post-war social housing. It contains the there landmark blocks Balfron Tower, Carradale House and Glenkerry House.

1.63 In 1996 the London Borough of Tower Hamlets set up the Poplar HARCA (Housing and Regeneration Community Association) to regenerate a number of council estates and in 1998, parts of seven estates (about 4,500 homes), including the Abbott Road Area neighbourhood, transferred to Poplar HARCA. Between 2005 and 2007 several more were transferred, including the Brownfield Estate. It was under this

new management that the name 'Aberfeldy Estate' emerged, replacing the mid-20th century appellation 'Abbott Road Area neighbourhood'.

1.64 In 2010, Poplar HARCA began to regenerate the Aberfeldy Estate, setting up a limited liability partnership (Aberfeldy New Village LLP) to deliver this regeneration plan. A key aim was to enhance access to the estate by reconnecting it to the wider area and developing a mixed community that could support a wider range of commercial, public and voluntary sector services.

1.65 A full discussion of the historical development of the Site's and its surrounding context is provided within **ES Volume 2, ES Volume 2, Townscape, Visual Impact and Heritage Assessment, Townscape and Visual Impact Assessment – Built Heritage Assessment.**

RECEPTORS AND RECEPTOR SENSITIVITY

1.66 As described above (**paragraph 1.8**) using a ZVI, a group of heritage receptors which may have a level of intervisibility with the Site was identified. This group comprises of 9 conservation areas and 36 individual, or groups of, receptors and it is this group which will be assessed.

1.67 These receptors are presented at **Table 1.6**. The table is arranged alphabetically by conservation area along with their associated designated and non-designated heritage receptors (listed by street name). Any heritage receptors not located within a conservation area listed at the end of the table.

Table 1.6 Heritage Receptors and Sensitivity to Change In Setting

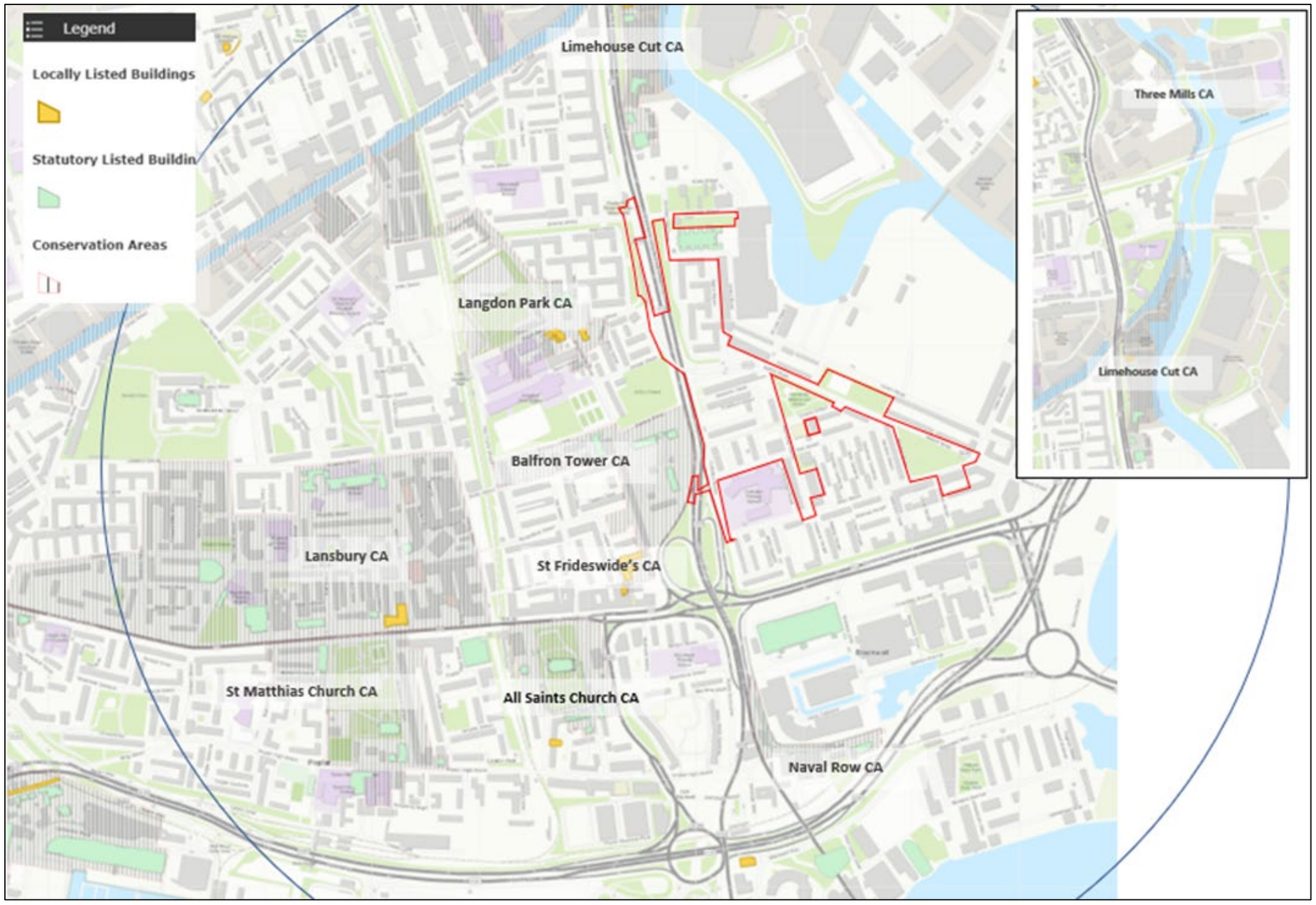
Receptor	Sensitivity
Conservation Area	
All Saints Church, Poplar Conservation Area	Medium
Listed Buildings	
Bazeley Street E14: 1-3, 24 (GII)	Medium
East India Dock Road: All Saints' with St Frideswide Church (GII)	Medium
Mountague Place E14: 5, 6, 7, 8, 9, 10, 11 (GII)	Medium
Newby Place E14: All Saints Rectory & Gate Piers (GII)	Medium
Conservation Area	
Balfron Tower Conservation Area	Medium
Listed Buildings	
Balfron Tower (GII*)	Medium
Carradale House (GII)	Medium
Glenkerry House (GII)	Medium
Conservation Area	
Langdon Park Conservation Area	Medium
Listed Buildings	
St Leonard's Road E3: Church of St Michael and All Angels & War Memorial (GII)	Medium
Locally Listed Buildings	
St Leonards Road E3: 159-167 (odd) & 162 (GII)	Medium
Conservation Area	
Lansbury Conservation Area	Medium
Listed Buildings	
Chrisp Street E14: Market Clock Tower (GII)	Medium
Cordelia Street E14: Susan Lawrence and Elizabeth Lansbury School (GII)	Medium
Upper North Street E14: Church of St Mary and St Joseph (GII)	Medium
Conservation Area	
Limehouse Cut Conservation Area	Medium
Listed Buildings	
Gillender Street E3: Bromley Hall (GII*)	Medium
Gillender Street E3: Dowgate Wharf, (22-23) (GII); Former Fire Station (38) (GII); Poplar Public Library (45) (GII)	Low
Conservation Area	
Naval Row Conservation Area	Medium
Listed Buildings	
East India Dock Pumping Station (GII)	Medium
Conservation Area	
St Frideswide's Conservation Area	Medium
Locally Listed Buildings	
Follett Street E14: 18	Low
Lodore Street E14: Tabard Court; St Frideswide's Mission Hall	Low
Conservation Area	
St Matthias Church, Poplar Conservation Area	Medium
Listed Buildings	
East India Dock Road: War memorial to the children of Upper North Street School (GII*)	Medium
Hale Street E14: Pope John House (GII)	Medium
Poplar High Street E14: Poplar Technical College (GII)	Low
Conservation Area	
Three Mills Conservation Area	Medium
Listed Buildings: None	
Locally Listed Buildings: None	
Listed Buildings Not in a Conservation Area	
Blackwall Way E14: Dry Dock at Blackwall Engineering (GII)	Low
Bromley Hall Road E14: Former Bromley Hall School (GII)	Medium
East India Dock Road E14: Former Financial Times Print Works (GII*)	Medium
East India Dock Road E14: Plaque on modern dock wall facing west (GII); Poplar Baths (GII); Statue of Richard Green (GII)	Low
Leamouth Road E14: East India Dock Wall and Gateway (GII); Entrance Gateway (GII)	Low
Northumbria Street E14: Church of St Saviours (GII)	Low
Poplar High Street E14: Northern portal and parapet to the Blackwall Tunnel (GII)	Low
Twelvetrees Crescent E3: Twelvetrees Crescent Bridge (GII); Group of Gasholders, former Bromley-by-Bow gasworks (GII)	Medium
Non-Designated Heritage Assets Not in a Conservation Area	

Aberfeldy Street: St Nicholas Church	Low
Bright Street, E14: Langdon Park School LSB building of 1907	Low
Leven Road, E14: Former Poplar Bus Depot	Low

Location of Heritage Receptors in relation to the Site

1.68 Because of the size of the search area, it is not possible, for the purposes of this document to provide all of the receptors annotated on one map. **Figures 1.1**[13] illustrates the relative position of each receptor in relation to the Site. **Figure 1.2** shows a more detailed view of those receptors within 500m of the Site.

Figure 1.1 Location Of Heritage Receptors in LBTH Within *C.*1500m Radius from Site Centre

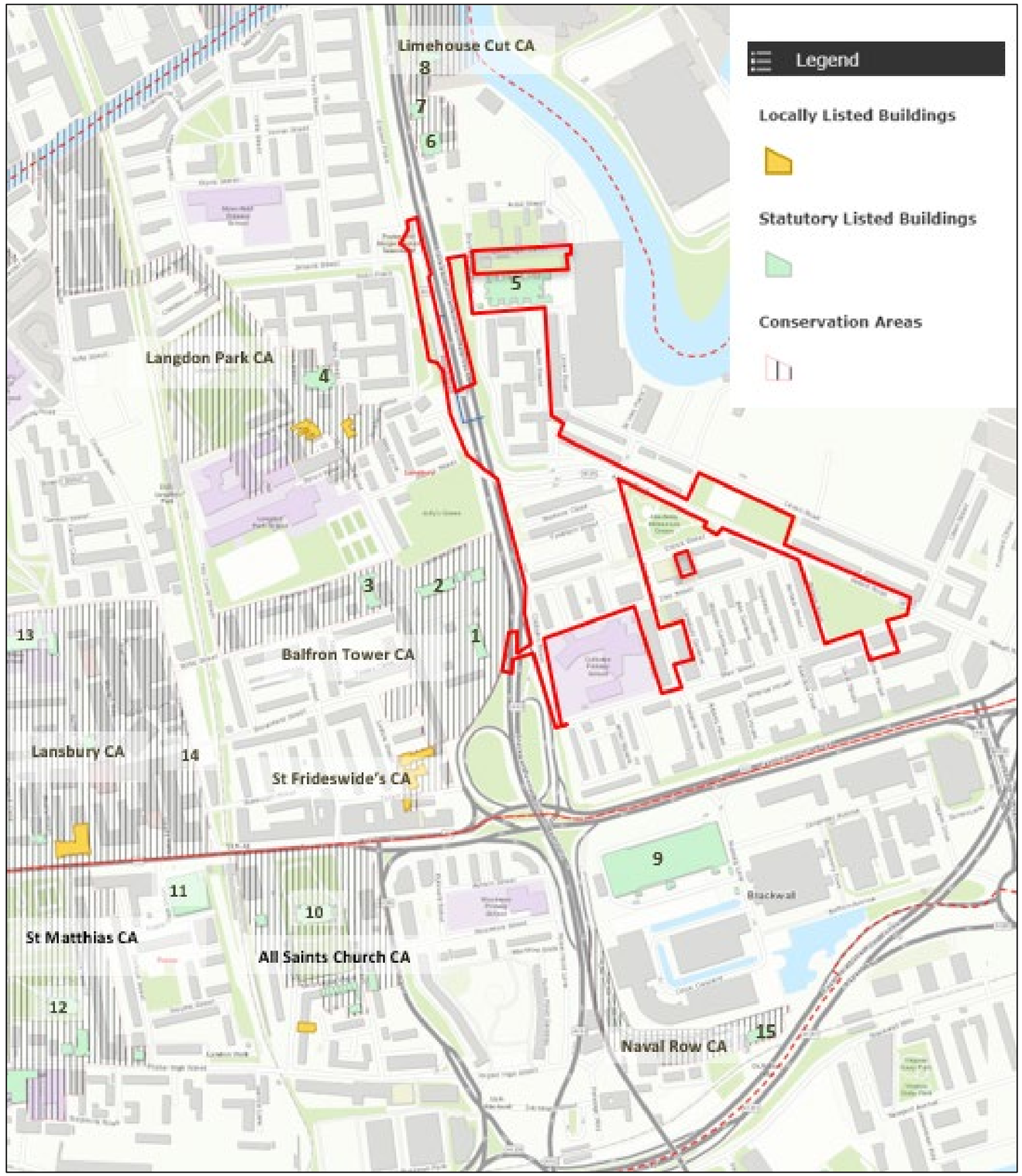


[13] *Map is taken from LBTH interactive map, Online: www.towerhamlets.gov.uk/*

Figure 1.2 Heritage Receptors Located C.500m Radius from Site Centre

Key (**Figure 1.2** Opposite)

1. Balfron Tower, St Leonard's Road (GII*);
2. Carradale House, St Leonard's Road (GII);
3. Glenkerry House, Burcham Street (GII);
4. Church Of St Michael and All Angels & War Memorial, St Leonard's Road (GII);
5. Former Bromley Hall School, Bromley Hall Road (GII);
6. Poplar Public Library, Gillender Street (GII);
7. Bromley Hall, Gillender Street (GII*);
8. Former Fire Station, Gillender Street (GII);
9. Former Financial Times Print Works, East India Dock Road (GII*);
10. All Saints Church with St Frideswide(GII);
11. Poplar Baths (GII);
12. St Matthias Church (GII);
13. Susan Lawrence and Elizabeth Lansbury Schools (GII);
14. Chrisp Street Market Clock Tower (GII); and
15. East India Dock Pumping Station (GII).



Description of Heritage Receptors

Conservation Areas

All Saints Church Poplar Conservation Area

1.69 This small conservation area lies *c.*280m to the south west of the closest site boundary of the Proposed Development.[14] It was designated in February 1986 and has as its focus, the 1820s All Saints Church with St Frideswide (GII*), along with its grounds and rectory both listed Grade II. It extends to the south to enclose a small group of low-rise early 19th century residential streets and listed building on Montague Place and Bazeley Street.

1.70 The character and appearance of the conservation area and therefore its heritage significance is based upon its retention, unusual for this area, of extensive post war redevelopment, of an early 19th century streetscape around the generous sized churchyard of All Saint, The low rise nature of the surviving 19th century streetscape on the northern side of East India Dock Road adds to this sense of historical homogeneity.

1.71 The conservation area's heritage significance is High given the number and grading of its heritage assets however it is able to absorb some change in its setting without significantly altering its character, therefore its sensitivity to change in this regard is Medium.

Balfron Tower Conservation Area

1.72 The Balfron Tower Conservation Area lies *c.*15m to the west of the closest boundary of the Proposed Development.[15] It was designated in October 1998. It is a small area designated to protect the character and appearance and therefore significance of the Brownfield Estate, most of which was designed by Ernö Goldfinger himself or his Studio and includes the Balfron Tower (GII*), Carradale House (GII) and Glenkerry House (GII) alongside associated buildings including low-rise housing, a community centre, shops and green space...

1.73 The Brownfield Estate is recognised as a fine example of planned 1960s social housing and considered to be exemplary amongst post-war housing schemes. This is reflected in the listing of its three set-piece tower blocks. The conservation area is defined by the clear boundaries of the estate, forming an architectural and geographical extent to its setting.

1.74 The Character Appraisal, adopted by Cabinet on 7 March 2007, noted the desirability of maintaining key vistas, both within and outside the Conservation Area. In terms of the latter, it noted that from Balfron Tower there are 'striking views across the Borough' and 'The tower blocks are clearly visible from East India Dock Road and have long been considered landmark buildings in London's East End'.

1.75 Although there are no London Views Management Framework ('LVMF') protected views in the area, the Tower Hamlets Conservation Strategy 2016 identified a number of local landmarks, and locally important views in this part of the borough. Balfron Tower was one such landmark, and views towards it from Langdon Park and East India Dock Road were specified.

1.76 The conservation area's heritage significance is High given the number and grading of its heritage assets. It is, however, able to absorb change in its setting without significantly altering its character therefore its sensitivity to change in this regard is Medium.

Langdon Park Conservation Area

1.77 The Langdon Park Conservation Area lies *c.*120m west of the closest site boundary of the Proposed Development. It was first designated in December 1990, and extended to the north west in October 2008.[16] The original area, to the south east of the Docklands Light Railway line, includes Langdon Park itself, a school, a series of locally listed terraces of *c.*1850 to its south. The focal point is the Grade II listed former St Michael's Church, vicarage, institute and war memorial located on St Leonard's Road. The church was converted to residential use in the 1980s and is now named St Michael's Court. Opposite, the former St Leonard's Arms public house, now flats, is also locally listed and forms part of a grouping along with the church and locally listed terraces. The north western portion, contains the former Spratt's Biscuit Factory, which sits beside the Limehouse Cut Canal, and is now complex of residential and studio units. Langdon Park itself is an informal open space created during the post-war period for recreation.

1.78 The Langdon Park Conservation Area is a mixed proposition in terms of its heterogeneous character, especially in terms of its off-centre groupings of heritage assets, but the whole is successfully stitched together by Langdon Park itself which offers long, wide views all around towards taller elements on the horizon such as the roofscape of St Michael's Court, Balfron Tower and Glenkerry House to its south east and the Canary Wharf cluster to the south west.

1.79 The conservation area's heritage significance is Medium and it is able to absorb some change in its setting without significantly altering its character therefore its sensitivity to change in this regard is Medium.

Lansbury Conservation Area

1.80 The Lansbury Conservation Area lies *c.*450m west of the closest site boundary of the Proposed Development.[17] It was designated in January 1997. It is an extensive area, covering much of the post-war redevelopment of Poplar, bounded by Canton Street, Lindfield Street and Cordelia Streets to the north, East India Dock Road to the south, Stansby Road to the west and Chrisp Street to the east. The fundamental principle behind the designation of the Lansbury Conservation Area is to preserve and safeguard the original character and integrity of this exemplary post-war housing scheme. In 1951 the newly finished Lansbury Estate became the 'Live Architecture Exhibition' of the Festival of Britain and Chrisp Street market was the first specially designed pedestrianised shopping centre in the UK.

1.81 There are a number of listed buildings within the conservation area including the post war Chrisp Street: Market Clock Tower, Susan Lawrence and Elizabeth Lansbury School and the Church of St Mary and St Joseph. Oder, listed, 19th century terraces remain in and around East India Dock Road. There is one locally listed building: the landmark George Green's School building of 1883.

1.82 The Lansbury Conservation largely retains those elements of its post-war, planned residential character which is intrinsic to its significance.

1.83 The conservation area's heritage significance is Medium and it is able to absorb some change in its setting without significantly altering its character therefore its sensitivity to change in this regard is Medium.

Limehouse Cut Conservation Area

1.84 The Limehouse Cut Conservation Area lies *c.*75m north and west of the closest site boundary of the Proposed Development.[18] Designated in 2009, the boundaries of this extensive linear conservation area are closely drawn being focussed on the historic Limehouse Cut canal and its immediate hinterland, running south west from the River Lea to the Limehouse Basin and the River Thames. Dominated by the waterscapes of the Canal, River Lea and Bow Creek, it includes all retaining walls, revetment walls and associated features on both sides of the historic cutting and its tow path including some19th century development. The substantial wall along the west bank of the associated part of the River Lea is also included within the area. The designation aims to protect the canal side from redevelopment which fails to respect the character of the historic canal or develop a positive relationship between new and existing buildings.

1.85 The focus of the present study is upon the buildings of Gillender Street which fall within the conservation area, namely Bromley Hall (GII*) and the Grade II listed Dowgate Wharf (22-23), Former Fire Station (38), and Poplar Public Library (45) along with the locally listed warehouse building at No. 21 Gillender Street. Bromley Hall is of particular interest, being the oldest surviving structure in Poplar thought to date from the early 16th century with later remodelling and additions. Dowgate Wharf clearly relates to historic canal use and the former Poplar Public Library dates from the time before the construction of the A12 when it would have been much more accessible to the community living in the densely packed streets of terraced houses that would have surrounded it.

1.86 The setting of the part of the conservation area within the study area, has managed, despite the introduction of the A12 which forms its western boundary, to maintain much of its 19th and early 20th century character embodied within heritage assets referred to, New, tall, canalside development currently underway contributes to a feeling of flux which is common in the area as underutilised or abandoned canalside areas give way to new uses.

1.87 The conservation area's heritage significance is Medium and it is able to absorb some change in its setting without significantly altering its character therefore its sensitivity to change in this regard is Medium.

[14] *LBTH All Saints Conservation Area, Appraisal and Management Guidelines, March 2007*
[15] *LBTH, Balfron Tower Conservation Area, Appraisal and Management Guidelines, March 2007*
[16] *LBTH, Langdon Park Conservation Area, Appraisal and Management Guidelines, November 2009*
[17] *LBTH, Lansbury Conservation Area, Appraisal and Management Guidelines, March 2008*
[18] *LBTH, Limehouse Cut Conservation Area, Appraisal and Management Guidelines, August 2011*

Naval Row Conservation Area

1.88 The Naval Row Conservation Area lies *c.*250m to the south of the of the closest site boundary of the Proposed Development..[19] Designated in January 1987 by the London Docklands Development Corporation it is an extremely tightly focused area. Laid out in the early 19th century, Naval Row takes its name from a small terrace constructed *c.*1782 by John Perry, owner of Blackwall Yard, although the last of these houses was demolished in 1945. The listed perimeter wall of the former East India Docks dominates but the southern edge of the Row is lined with historic buildings of interest including the Grade II listed hydraulic pumping station, which has been converted to residential use. It is their group value which is safeguarded by the Conservation Area designation.

1.89 A few metres to the north of the conservation area perimeter is the Grade II* East India Dock House, the former Financial Times Print Works designed by Nicholas Grimshaw and Partners. The 'hemmed in' nature of the conservation area, means that despite its extremely urbanised setting amid complex road junctions and modern development, it manages to maintain a sense of the character that is central to its significance.

1.90 The conservation area's heritage significance is Medium and it is able to absorb some change in its setting without significantly altering its character therefore its sensitivity to change in this regard is Medium.

St Frideswide's Conservation Area

1.91 The St Frideswide's Conservation Area lies *c.*110m to the west of the closest site boundary of the Proposed Development.[20] It was designated in September 1993. A small area, bounded by Follett Street, Lodore Street and St Leonard's Road, the Conservation Area encompasses the St Frideswide's Mission and associated buildings. This group of locally listed buildings, include the Mission Hall and St Frideswide's Mews, Mission House and the associated Christ Church and 18 Follett Street. Its designation highlights its historical and architectural significance and ensures that its special character is retained.

1.92 The conservation area's heritage significance is Medium and it is able to absorb some change in its setting without significantly altering its character therefore its sensitivity to change in this regard is Medium.

St Matthias Church, Poplar Conservation Area

1.93 The St Matthias Church, Poplar Conservation Area lies *c.*575m south west of the closest site boundary of the Proposed Development.[21] It was designated in February 1986. The Conservation Area is bounded by East India Dock Road to the north, the terrace group at Woodstock Terrace to the east, Tower Hamlets College along Poplar High Street to the south and Hale Street and Wade's Place to the west. It has as its centrepiece, the historic St Matthias Church (II*) and its churchyard. The Grade II* listed War Memorial to the children of Upper North Street School lies within the Poplar Recreation Ground - a semi-formal public garden to the north of the church. Other Grade II listed buildings within its confines include tombs in the churchyard, the Coroner's Court; Old Poplar Town Hall and Council Offices; St Matthias's Vicarage and former Pope John House.

1.94 The purpose of the designation is to safeguard the visual setting of St Matthias Church, the oldest church in Poplar. The prevailing character of conservation area is defined by the generous green spaces of the churchyard and adjacent Poplar Recreation Ground which complement the setting of St Matthias Church and the small 19th century houses of Woodstock Terrace.

1.95 The conservation area's heritage significance is High given the high grade and number of listed buildings contained within it, however it is able to absorb some change in its setting without significantly altering its character therefore its sensitivity to change in this regard is Medium..

Three Mills Conservation Area

1.96 The Three Mills Conservation Area lies at the far extent of the study area, *c.*950m to the north of the closest site boundary of the Proposed Development.[22] It was designated in September 1971 to complement The London Borough of Newham's adjacent Three Mills Conservation Area on the east side of the River Lea, within Newham (the river is the boundary between the two boroughs). The listed buildings associated with the conservation area lie within the Newham portion; the part within Tower Hamlets is a small area on the west bank of the river largely comprising of towpath. The two authorities share responsibility for the enhancement of the riverscape in this location in order to ensure that development respects the character of the historic industrial quarter on the east side.

1.97 The conservation area's heritage significance is Medium and it is able to absorb some change in its setting without significantly altering its character therefore its sensitivity to change in this regard is Medium.

Listed Buildings

1.98 The following listed buildings are those which have been identified as having some level of intervisibility with the Proposed Development. Their key points of heritage significance are described, along with a brief analysis of their setting. The list is presented alphabetically by asset name.

All Saints Church with St Frideswide (GII)

- List Entry Number: 1240311
- Date first listed: 19-Jul-1950 / Date of most recent amendment: 27-Sep-1973

1.99 Built in 1817 from designs by J Hollis. The slender spire of this white stone parish church is a local landmark and the centrepiece and key reason for the designation of the All Saints Conservation Area. It is set back from the busy East India Dock Road within an extensive churchyard and forms an attractive grouping with surrounding Garde II listed early-19th century buildings: All Saints' Rectory, Nos. 5 to 11 (consec) Mountague Place and Nos. 1-3, 24 Bazely Street form a group with the Greenwich Pensioner Public House and Nos. 45-51 (odd) Bazely Street.

1.100 The building's heritage significance as embodied in its 'special architectural and historic interest' is High. It is able to absorb some change in its setting without significantly altering its character therefore its sensitivity to change in this regard is Medium.

All Saints Rectory (GII)

- Newby Place, E14
- Grade: II / List Entry Number: 1357861 / Date first listed: 27-Sep-1973

1.101 This early C19, yellow stock brick 3 storey building sits within a large garden opposite All Saints Church With St Frideswide (GII) and Churchyard. Behind is the DLR railway lines.

1.102 Its significance lies in its architectural form and massing and its historical relationship with the All Saints Church with St Frideswide (GII).

1.103 The building's heritage significance as embodied in its 'special architectural and historic interest' is Medium. It is able to absorb some change in its setting without significantly altering its character therefore its sensitivity to change in this regard is Medium.

Brownfield Estate

.Brownfield Estate

1.104 The three high-rise block of flats and maisonettes designed by Ernö Goldfinger and his studio - Balfron Tower, Carradale House and Glenkerry House - and built 1965-8 will be discussed as a group. These are the key elements of the Brownfield Estate, built by the Greater London Council. Each building is slightly different in design detail but all three are clearly related to one another in form and approach,

<u>Balfron Tower (GII*)</u>

- List Entry Number: 1334931
- Date first listed: 14-Mar-1996 / Amended: 15-Oct-2015

1.105 High-rise block of flats and maisonettes, 1965-7 by Ernö Goldfinger, built as phase 1 of the London County Council (later Greater London Council 'GLC') Brownfield Estate. 136 one- and two-bedroomed flats and ten maisonettes arranged on 26 storeys, with six units per floor and five maisonettes on floors 1 and 2 and 15 and 16 - the latter forming a distinctive break in the pattern of the fenestration and balconies. The units are served at every third floor by enclosed corridors or access galleries linking them to an otherwise detached service tower.

1.106 Principal reasons for designation are: Authorship: designed and planned by Ernö Goldfinger, a major exponent of the European Modern Movement in Britain and an architect of international standing; Architectural, Materials, Planning interest; Degree of survival; Social and historic interest and Group value: Balfron Tower has strong group value with the low-rise and high-rise elements of the estate, most notably with Carradale House, and the space within which it stands..

[19] *LBTH, Naval Row Conservation Area, Appraisal and Management Guidelines, March 2007*
[20] *LBTH, St Frideswide's Conservation Area, Appraisal and Management Guidelines, March 2007*
[21] *LBTH, St Matthias Church Mills Conservation Area Appraisal and Management Guidelines, March 2008*
[22] *LBTH, Three Mills Conservation Area Appraisal and Management Guidelines, March 2007*

Carradale House (GII)

- List Entry Number: 1246931
- Date first listed: 04-Dec-2000 / Date of most recent amendment: 15-Oct-2015

1.107 High-rise bock of flats, 1967-8,designed by Ernö Goldfinger and built as phase 2 of the London County Council (later Greater London Council 'GLC') Brownfield Estate. Refurbished 2012. Block of 88 flats in eleven storeys. In-situ reinforced concrete, cross-wall construction with some pre-cast panels and cedar boarding; a flat concrete roof. Principal reasons for designation are as above for Balfron Tower.

Glenkerry House (GII)

- List Entry Number: 1427917
- Date first listed: 15-Oct-2015

1.108 High-rise block of flats, 1967-8, designed by Ernö Goldfinger and built as phase 2 of the London County Council (later Greater London Council 'GLC') Brownfield Estate. Refurbished 2012. A 14 storey block, comprising 75 flats and four maisonettes. In-situ reinforced concrete, cross-wall construction with some pre-cast panels and cedar boarding; a flat concrete roof. Principal reasons for designation are as above for Balfron Tower Heritage significance.

1.109 The significance of Balfron Tower, Carradale House and Glenkerry House has a number of key aspects. These are summarised as follows:

- The Brownfield Estate and its buildings are significant as examples of post-war regeneration in London's East End undertaken by the LCC, the GLC and the London Borough of Tower Hamlets;
- Ernö Goldfinger is a highly significant modern architect, seen as one of Brutalism's pre-eminent figures and whose work was highly influential;
- Goldfinger's architecture is dramatic, muscular and powerful. As at Trellick, Balfron and Carradale have detached slim towers containing vertical circulation and community spaces, linked at every other floor to the main slab block by walkways;
- The sculptural and compositional quality of Goldfinger's work is carried through from the overall massing of the buildings into the use of concrete and in elevational design, and the detail appearance of the buildings is intrinsic to their architectural significance; and
- The plan form of the buildings and the quality of their accommodation is a key component of the significance of the Brownfield Estate buildings.

1.110 Though the estate and its buildings possess heritage significance throughout, Balfron Tower is clearly the most important and iconic element of the overall group notwithstanding the designations allocated to the estate and to Carradale House and Glenkerry. It is visible from many directions, and this is noted in the conservation area appraisal.

1.111 Balfron Tower's heritage significance as embodied in its 'special architectural and historic interest' is Exceptional as witnessed by its GII* listing. That of Carradale House and Glenkerry House is High.

The nature of the buildings setting

1.112 However, the story of the development of the Brownfield Estate and its buildings is one where it formed part of an ongoing and wider process of large-scale regeneration. It was not intended as an isolated set-piece. Other tall buildings were anticipated as part of a general approach to housing provision in the area.

1.113 There is no evidence at all that Balfron Tower was intended as a focal point – such thinking did not form any part of the planning of the Brownfield Estate, the design of its taller elements or of a masterplanning exercise for Poplar that might have created the specific location of Balfron Tower as an urban focus. For example, the low density of the Aberfeldy Triangle has nothing to do with the presence of Balfron Tower as a landmark building. There is no evidence whatsoever that the Aberfeldy triangle was developed at the scale it was out of a desire to remain low in scale in relation to the height of Balfron.

1.114 Notwithstanding its landmark status as designated by the local planning authority and as noted above, the present setting of Balfron Tower contains many tall buildings – notably those of south Poplar and the Isle of Dogs, a relatively short distance from the Tower. It is generally accepted that its heritage significance is not harmed by this.

1.115 The very architectural qualities that contribute to its heritage significance will allow Balfron Tower that significance to be preserved in the context of new development. Its power and strength as a striking and characterful tall building will not be harmed by new development, and that development should not be constrained by over-stating the sensitivity of Balfron and the other buildings of the Brownfield Estate to change.

1.116 There is, in fact, a legitimate and conceptually robust position that derives from a creative and enabling approach to urban design. This suggests that development in the context of Balfron – possibly to a greater scale than exists – could help create a more coherent, responsive and attractive setting and thus enhance the significance of Balfron Tower and its estate.

1.117 Finally, the regeneration of Aberfeldy Village creates the opportunity to link to and enhance the ongoing regeneration of Balfron Tower, and in particular creates an opportunity to link the ground plane of Balfron Tower into the new public realm of the Aberfeldy Village project by means of the existing underpass. This, in turn, would assist in facilitating a greater appreciation of Balfron's significance.

The contribution of setting to the buildings heritage significance

1.118 It is clear, therefore, that the setting of Balfron Tower, Carradale House and Glenkerry House and the Balfron Conservation Area makes, in physical terms, very little contribution to the significance of these heritage assets. The relative isolation of these assets from a meaningful, connected context or a coherent urban scene with a common grain can be said to harm their significance. The presence and impermeability of the A12 is a wholly negative factor in their setting and detracts from their significance. Nothing could be further from Goldfinger's humane vision for contemporary living than the presence of a multi-lane highway at the foot of such a carefully designed residential building.

1.119 The buildings are able to absorb some change in their setting without significantly altering their character therefore their sensitivity to change in this regard is Medium.

Bazely Street, Nos. 1-3, 24 & Mountague Place, Nos.5, 6, 7, 8, 9, 10, 11 (GII)

- List Entry Number: 1357833 / Date first listed: 27-Sep-1973

1.120 These early-19th century terraced houses form of a group with similar terraces making up Nos. 45-51 Bazely Street and the Greenwich Pensioner Public House. Their significance lie in their architectural form and massing and setting around the All Saints Church With St Frideswide (GII).

1.121 The receptors' heritage significance as embodied in their 'special architectural and historic interest' is Medium. They are able to absorb some change in their setting without significantly altering their character therefore their sensitivity to change is Medium.

Bromley Hall (GII)*

- 43 Gillender Street E14
- List Entry Number: 1357791 / Date first listed: 19-Jul-1950, Amended: 08-Mar-1993

1.122 Bromley Hall is the oldest building in Poplar and is thought to be the oldest brick house in London built in approximately 1485. It was largely remodelled c.1700 and further altered during its lifetime. Nevertheless, it retains a large amount of original fabric.

1.123 Now in use as a business premises its setting has changed exponentially since it was first erected at the edge of Bromley Marsh: first during the 19th century when Industrialisation and dense residential development infilled the canalside and fields around it and later, during the post-war period, when its setting was once again changed dramatically with the construction of the dual carriageway of the A12 just metres from it.

1.124 The building's significance lies in its architectural form and massing and survival of its historical fabric. its present setting, beside the A1, is a negative factor which somewhat affects the ability to appreciate its architectural and historic interest.

1.125 The building's heritage significance as embodied in its 'special architectural and historic interest' is Exceptional as witnessed by its GII* listing. It is, however, able to absorb some change in its setting without significantly altering its character therefore its sensitivity to change in this regard is Medium.

Former Bromley Hall School for the Physically Handicapped(GII)

- Bromley Hall Road, E14
- List Entry Number: 1402561 / Date first listed: 09-Jan-2012

1.126 Built as a school for physically disabled children by the LCC/GLC Architects' Department under Bob Giles; it opened in 1968 and was extended 1978-9.

1.127 It replaced an earlier London School Board building on the site. Special schools, with their air of segregation and exclusion, fell from favour during the 1970s, as educational policy shifted towards greater integration of disabled children in mainstream schooling and the school later became a pupil referral unit for Tower Hamlets Borough Council. This closed in 2002 and the site has remained vacant. The building was listed Grade II in 2012 however it is on Historic England's Heritage at Risk Register where its condition is judged to be 'Poor'.

1.128 The building's significance lies in its architectural quality and meticulously planned spaces. It is described in the listing as 'one of the architecturally outstanding schools of the 1960s, designed by the pioneering architects of the LCC/GLC and combining intimate, child-scaled interiors with bold, expressive external forms reflecting the local industrial vernacular.' This 'vernacular' is referenced in the tall, hipped roof forms rising to a canted rooflight which top a series of linked classroom pavilions: a nod to the nearby industrial warehouse typology.

1.129 It is also important for its educational interest: 'a building painstakingly designed around the specific needs of physically disabled children, reflecting the post-war education system's increasingly sensitive attitude to disability.'

1.130 The school's design responded to the A12 Blackwall Tunnel Approach Road (at the time under construction to the west) by employing 'an inward-looking cellular plan with classroom pavilions alternating with enclosed courtyards encircled by a continuous boundary wall – an arrangement indebted to Arne Jacobsen's Munkegård School in Copenhagen (completed 1957)'. Its organic, expressive forms and intricate cellular plan stood in stark contrast with the system-building that characterised much contemporaneous school architecture.

1.131 Designed to sit within an intensely urban setting, the inward-looking building is very much isolated from its context by a 2m high perimeter wall which served not only to give privacy to the occupants but also helped mitigate some of the noise and pollution from the nearby A12. Its heritage significance does not rely on its setting, however the condition of its present setting, amongst brownfield sites and scrub, is a negative factor which somewhat affects the ability to appreciate its architectural interest.

1.132 The building's heritage significance as embodied in its 'special architectural and historic interest' is Medium. It is able to absorb some change in its setting without significantly altering its character therefore its sensitivity to change in this regard is Medium.

Chrisp Street Market Clock Tower (GII)

- Chrisp Street, E14
- List Entry Number: 1450866 / Date first listed: 31-Oct-2017

1.133 The Chrisp Street Market Clock Tower, was built 1951-52 to the designs of Frederick Gibberd. Part of the 'Live' architecture exhibition of the Festival of Britain between 1951-1954, its heritage significance lies in its architectural form and communal and historical significance as part of the Festival. Its setting contributes to its significance in being part of the wider post-war set-piece development that is protected by the Lansbury Conservation Area as well as being a landmark on Chrisp Street, signifying the location of the market area.

1.134 The building's heritage significance as embodied in its 'special architectural and historic interest' is Medium. It is able to absorb some change in its setting without significantly altering its character therefore its sensitivity to change in this regard is Medium.

Church of St Mary and St Joseph (GII)

- Upper North Street, E14
- List Entry Number: 1376749 / Date first listed: 05-Mar-1998

1.135 This building is a striking modern design by Adrian Gilbert Scott part of the Gilbert Scott dynasty of architects. Built as part of the 'Live' architecture exhibition of the Festival of Britain between 1951-1954 its heritage significance lies in its architectural form and massing and communal and historical significance as part of the Festival. Its setting contributes to its significance in being part of the wider post-war set-piece development that is protected by the Lansbury Conservation Area.

1.136 The building's heritage significance as embodied in its 'special architectural and historic interest' is Medium. It is able to absorb some change in its setting without significantly altering its character therefore its sensitivity to change in this regard is Medium.

Church Of St Michael And All Angels (GII) and War Memorial (GII)

- St Leonard's Road E3
- List Entry Number: 1065049 / Date first listed: 27-Sep-1973

1.137 The former Church of St Michael and All Angels was built 1864-5, and restored in 1901 and 1955. It was deconsecrated and converted into flats c.2000. High Victorian in style, its interest lies in its external architectural form and massing. The church, vicarage, institute and Grade II listed War Memorial form a coherent group creating a key focus for the Langdon Park Conservation Area. Its setting, at a busy road junction is intrinsic to the original intent as a church to serve the newly developed suburb.

1.138 The building's heritage significance as embodied in its 'special architectural and historic interest' is Medium. It is able to absorb some change in its setting without significantly altering its character therefore its sensitivity to change in this regard is Medium.

Church Of St Saviours (GII)

- Northumbria Street E14
- List Entry Number: 1242275 / Date first listed: 12-Dec-1989

1.139 Built 1873-4 by Frederick J and Horace Francis, brothers who specialised in Gothic revival architecture (several of their buildings are listed Grade II*and II). St Saviours is a good example of a town church design, embodying the separation of elements in the Puginian tradition. Unfortunately it was badly damaged by fire in 2007 and remains boarded up and roofless. The church is set with a small development of modern houses within Bartlett Park, a departure from its original setting which would have seen it set within streets of terraced housing.

1.140 The building's heritage significance as embodied in its 'special architectural and historic interest' is Medium. Its current setting shows that it is tolerant of change in its setting without significantly altering its character therefore its sensitivity to change in this regard is Low.

Dry Dock at Blackwall Engineering

- Blackwall Way E14
- List Entry Number: 1242217 / Date first listed: 01-Apr-1983 / Date of most recent amendment: 21-Nov-2000

1.141 The Dry Dock is of late 18th century origin but enlarged and rebuilt to its present dimensions before 1850 It was drastically remodelled by Richard Rogers Partnership in 1988. Listed for its architectural, historical and evidential interest, it is one of the earliest large dry docks remaining on the Thames.

1.142 Although by the banks of the Thames, its original industrial dockside setting and use have changed exponentially since it was first constructed.

1.143 The building's heritage significance as embodied in its 'special architectural and historic interest' is Medium. Its current setting shows that it is tolerant of change in its setting without significantly altering its character therefore its sensitivity to change in this regard is Low.

East India Dock House, former Financial Times Print Works (GII)*

- 240 East India Dock Road, E14
- List Entry Number: 1430114 / Date first listed: 24-Feb-2016

1.144 The former production and printing works for the Financial Times, 1987-88, by Nicholas Grimshaw and Partners. Converted to a data centre in the late 1990s. A winner of several major architectural awards: its listing recognises its architectural interest as an impressive and characteristic example of High Tech architecture and the technological innovation employed in its construction: winning several major architectural awards. It has historical and communal interest as being at the vanguard of the post-Fleet Street development of the British Press in embracing new technologies and ways of working for producing print newspapers.

1.145 The building is located on the northern side of the Naval Row Conservation Area boundary. It turns its back on the river and conservation area and its setting is firmly within the ultra-urbanised townscape created by the dual carriageway of the A13 and A102 (which demarcate two sides of its site) and tall, modern buildings, railway lines and elevated carriageways to its east and south. The townscape in which the building is set was not designed as a place for pedestrians to ambulate through or linger, rather it was designed to facilitate fast passage by motor vehicle through and out of the area.

1.146 The building's heritage significance as embodied in its 'special architectural and historic interest' is Exceptional as witnessed by its GII* listing. It is, however, able to absorb change in its setting without significantly altering its character therefore its sensitivity to change in this regard is Medium.

East India Dock Pumping Station (GII)

- Naval Row E14
- List Entry Number: 1357801 / Date first listed: 27-Sep-1973

1.147 This mid-19th century, one storey, brick building in Italianate style was built for an industrial purpose within an industrial dockside landscape. Its heritage significance lies in its architectural form and historical use. It forms a group with the East India Dock Boundary Wall (GII) and the Embankment Wall and Steps (GII) on Naval Row and these and the remaining historic buildings on Naval Row contribute to its setting.

1.148 The building's heritage significance as embodied in its 'special architectural and historic interest' is Medium. It is able to absorb some change in its setting without significantly altering its character therefore its sensitivity to change in this regard is Medium.

East India Dock Wall and Gateway (GII)

- Leamouth Road E14
- List Entry Number: 1357843 / Date first listed: 27-Sep-1973

1.149 Part of the extensive survival in this area of the early19th century East India Dock walls, this stock brick wall, c.4.5m high, also has a surviving arched gateway. Listed for its historical, evidential and communal interest as a surviving element of the great dock system which once dominated this part of London. Its original setting as part of the docks system has long since disappeared and the remnant walls are now stranded in the central reservation of the A2012 Leamouth Road.

1.150 The building's heritage significance as embodied in its 'special architectural and historic interest' is Medium. Its current setting shows that it is tolerant of change in its setting without significantly altering its character therefore its sensitivity to change in this regard is Low.

Former Fire Station (GII)

- 25-38, Gillender Street E3
- List Entry Number: 1393719 / Date first listed: 01-Feb-2010

1.151 This former LCC fire station of 1910 is considered one of the best examples of its type, and despite recent conversion to residential use, it remains externally intact with its distinctive picturesque facade that successfully combines the formal qualities of the building type with a strong municipal presence. Its original setting, within a townscape of established 19th century Industrialisation and dense residential development, changed dramatically during the post-war period, with the construction of the dual carriageway of the A12 just metres from it. The building's significance lies in its architectural form and massing and historical use.

1.152 The building's heritage significance as embodied in its 'special architectural and historic interest' is Medium. Its current setting shows that it is tolerant of change in its setting without significantly altering its character therefore its sensitivity to change in this regard is Low.

Gasholder No. 1, 2, 4, 6, 7, 8, 9; former Bromley-by-Bow Gasworks (GII)

- Twelvetrees Crescent E3
- List Entry Number: 1080996; 1080993; 1190911; 1293590; 1080995; 1190906; 1080994
- Date first listed: 14-Mar-1996 / Amended: 15-Oct-2015

1.153 This group of Gasholders were built c.1871-72 to the design of the engineers Joseph Clark and Thomas Kirkham for the Imperial Gas Light and Coke Company and altered 1925 -1927. Embedded into the industrial canalside which enabled coal to be brough to the gasworks, their setting is intrinsic to their interest. Coal gas production ceased at Bromley in 1972, but the site has remained in use for storing natural gas ever since. The site's future may be under review as a candidate for decommissioning. The heritage significance of the structures lies in their architectural form and historical use and canalside setting.

1.154 The receptors' heritage significance as embodied in their 'special architectural and historic interest' is Medium. They are able to absorb some change in their setting without significantly altering their character therefore their sensitivity to change in this regard is Medium

Plaque on Modern Dock Wall Facing West, East India Dock Road (GII)

- List Entry Number: 1240324 / Date first listed: 19-Jul-1950

1.155 This plaque of 1806, was formerly part of the demolished East India Dock Gateway and is of historic interest in commemorating the construction of the dock and its opening. The plaque is situated on a modern wall at the approach to the Blackwall tunnel at the junctions of the A12 and A102. Having lost its original setting, it now and serves as a commemorative near to where it was once installed.

1.156 The receptor's heritage significance as embodied in its 'special architectural and historic interest' is Medium. Its current setting shows that it is tolerant of change in its setting without significantly altering its character therefore its sensitivity to change in this regard is Low.

Former Pope John House (GII)

- East India Dock Road E14
- List Entry Number: 1240304 / Date first listed: 27-Sep-1973

1.157 Listed as 'former Pope John House', but now known as' Blomfield House', this imposing red brick building was designed, in Tudor revival style, by Sir Arthur Blomfield & Son in 1892. Its side elevation is on the East India Dock Road, but it faces Poplar Recreation Ground and St Matthias Church (GII*) across Hale Street. Its immediate built environment setting has changed little since it was first built, although looking south along Hale Street, the Canary Wharf cluster can be clearly seen. The building's significance lies in its architectural form and massing.

1.158 The building's heritage significance as embodied in its 'special architectural and historic interest' is Medium. It is able to absorb some change in its setting without significantly altering its character therefore its sensitivity to change in this regard is Medium.

Poplar Baths, (GII)

- East India Dock Road E14
- List Entry Number: 1334939 / Date first listed: 11-Jan-2001

1.159 Poplar Public Baths were built 1932-4 by Poplar Borough Council. Built in brick in the streamlined Art Deco style, it is most admired for its interior arrangement where reinforced concrete hyperbolic ribs support the glazed roof structure that was innovative in bringing natural light into the pools below. Closed in 1988, the building was remodelled and reopened in 2016 as part of a new leisure centre and residential development. The building's heritage significance lies in its architectural form and massing, particularly in its surviving internal spaces, as well as in its communal value.

1.160 The building's heritage significance as embodied in its 'special architectural and historic interest' is Medium. It is able to absorb some change in its setting without significantly altering its character therefore its sensitivity to change in this regard is Medium.

Poplar Public Library (GII)

- 45, Gillender Street E14
- List Entry Number: 1252435 / Date first listed: 27-Sep-1973 / Amended: 22-Oct-1992

1.161 Built in 1904-5 by Squire, Myers and Petch, and faced with striking white ashlar masonry in a Beaux-Arts style, is grandeur speaks of the philanthropic ambitions of its founders and would have been in high contrast to its original context of canalside Industry and dense streets of lowly workers' housing. No longer a library but in use as a business premises, its setting has changed markedly since it was first erected with the construction, during the post-war period, of the dual carriageway of the A12 just metres from it. The building's heritage significance lies in its architectural form and massing and historical use.

1.162 The building's heritage significance as embodied in its 'special architectural and historic interest' is Medium. Its current setting shows that it is tolerant of change in its setting without significantly altering its character therefore its sensitivity to change in this regard is Low.

Poplar Technical College (GII)

- Poplar High Street E14
- List Entry Number: 1260095 / Date first listed: 01-Jul-1983 / Amended: 06-Oct-1992

1.163 Built in 1906, by W E Riley and the LCC architects department, this Portland stone-faced building faces onto the busy Poplar High Street. The college was purpose built and had a merchant navy cadet training emphasis, hence the maritime putti of the overdoor. The building's heritage significance lies in its architectural expression and historical and communal use.

1.164 The building's heritage significance as embodied in its 'special architectural and historic interest' is Medium. Its current setting shows that it is tolerant of change in its setting without significantly altering its character therefore its sensitivity to change in this regard is Low.

Northern Portal and Parapet to the Blackwall Tunnel (GII)

- List Entry Number: 1065070 / Date first listed: 27-Sep-1973 / Amended: 11-May-2018
- Poplar High Street, E14

1.165 The portal and remnant parapet, c.1897 are listed primarily for historical interest as the northern portal to the first vehicular tunnel built under the Thames and the parapet for its architectural interest in its use of pink polished granite. The parapet, though located in its original position has lost the context of its original built environment due to modern development in the surrounding area. Its heritage significance however remains as it does not rely on no change happening in its surroundings.

1.166 The receptor's heritage significance as embodied in its 'special architectural and historic interest' is Medium. Its current setting shows that it is tolerant of change in its setting without significantly altering its character therefore its sensitivity to change in this regard is Low.

Statue Of Richard Green (In Front Of Public Baths) (GII)

- East India Dock Road, E14
- List Entry Number: 1065216 / Date first listed: 19-Jul-1950

1.167 A bronze statue on pedestal of granite of 1865. Situated on the busy East India Dock Road. Richard Green (1803–1863) was an English shipowner and philanthropist born in nearby Blackwall and associated with the East India company. Richard Green (1803–1863) was an English shipowner and philanthropist born in nearby Blackwall and associated with the East India Company. Its heritage significance lies in its aesthetic value and historical associations.

1.168 The receptor's heritage significance as embodied in its 'special architectural and historic interest' is Medium. It is able to absorb some change in its setting without significantly altering its character therefore its sensitivity to change in this regard is Medium.

Susan Lawrence and Elizabeth Lansbury Schools (GII)

- Cordelia Street, E14
- List Entry Number: 1376748 / Date first listed: 05-Mar-1998

1.169 The primary and adjoining nursery school were built 1949-1951 and 1951-1952 respectively, as part of the 'Live' architecture exhibition of the Festival of Britain between 1951-1954. Their heritage significance lies in their architectural form and communal and historical significance as part of the Festival.

1.170 Their setting contributes to their heritage significance in being part of the wider post-war set-piece development that is protected by the Lansbury Conservation Area.

1.171 The building's heritage significance as embodied in its 'special architectural and historic interest' is Medium. It is able to absorb some change in its setting without significantly altering its character therefore its sensitivity to change in this regard is Medium.

Twelvetrees Crescent Bridge (GII)

- Twelvetrees Crescent, E3
- List Entry Number: 1268439 / Date first listed: 10-Jun-1996

1.172 The two-arched bridge spanning the River Lea and Bow Creek was built in 1872 for the Imperial Gaslight and Coke Company to give access to their Gas Works which opened in 1873. Listed for its architectural and evidential value, the bridge forms part of a group with the nearby listed gas holders.

1.173 The receptor's heritage significance as embodied in its 'special architectural and historic interest' is Medium. It is able to absorb some change in its setting without significantly altering its character therefore its sensitivity to change in this regard is Medium.

War Memorial to the Children of Upper North Street School (GII)*

- Poplar Recreation Ground, East India Dock Road E14
- List Entry Number: 1065215 / Date first listed: 27-Sep-1973 / Amended: 01-Jun-2017

1.174 A First World War memorial erected in 1917 in Poplar Recreation Ground as a memorial to children from a nearby school. It is listed for its aesthetic value and historical interest and has group value with a number of Grade II listed buildings around the ground including , the Grade II* listed Church of St Matthias.

1.175 The building's heritage significance as embodied in its 'special architectural and historic interest' is Exceptional as witnessed by its GII* listing. It is, however, able to absorb some change in its setting without significantly altering its character therefore its sensitivity to change in this regard is Medium.

Locally Listed Buildings

St Leonards Road E3: 159-167 (odd) & 162

1.176 A series of locally listed terraces of c.1850 and the former St Leonard's Arms public house, now flats. They form a group with the Grade II listed Church Of St Michael And All Angels and the war memorial. Of a common type built all over London during this period, their setting is only of interest in relation to the surviving townscape elements of a similar period.

1.177 The receptors' heritage significance as embodied in their 'general interest' is Low. They are tolerant of absorb change in their setting without significantly altering their character therefore their sensitivity to change in this regard is Low.

L*odore Street: St Frideswide's Mission Hall, 18 Follett Street E14; 1 Lodore Street (Tabard Court)*

1.178 Part of the late-19th century philanthropic Oxbridge missions movement that operated in the poorest parts of London, the St Frideswide's Mission House opened in 1893. Devoted to a girl's and mother's group, the western part of the building housed nuns within an oratory. A further building was added at the present 18 Follett Street in 1900 and later became the Hostel of the Poplar Association for Befriending Girls. The three buildings are set within an urban environment of low-rise post-war social housing close to the A13 and East India Dock Road gyratory.

1.179 The receptors' heritage significance as embodied in their 'general interest' is Low. They are tolerant of change in their setting without significantly altering their character therefore their sensitivity to change in this regard is Low.

Non Designated Heritage Assets

St Nicholas Church, Aberfeldy Street E14

1.180 Situated on the Aberfeldy Estate the church, designed by the firm of Seely and Paget, a noted architectural practice of the inter-war years. Built in 1955, it was closed for worship by 1969 becoming a vinyl record warehouse and then, by the 1990s, a community centre. The church was re-dedicated as an Anglican place of worship in 2000.

1.181 The building has communal value as a post-war estate church set within Aberfeldy Village and, although modest and utilitarian in appearance, has some architectural interest the building instanced an early use of aluminium prefabrication for a church steeple, being pre-assembled in a workshop before installation on site.

1.182 The building's heritage significance as embodied in its 'general interest' is Low. It is tolerant of change in its setting without significantly altering its character therefore its sensitivity to change in this regard is Low.

Langdon Park School LSB building

1.183 Now part of the modern Langdon Park School campus, this London School Board School of 1907 (originally Byron Street School) is a survival from the early period of state school provision. The architectural treatment of the school – modified Queen Anne - is similar to that used in surviving London School Board schools throughout London and so is not special to this location. Its heritage significance lies in its survival and architectural presence.

1.184 The building's heritage significance as embodied in its 'general interest' is Low. It is tolerant of change in its setting without significantly altering its character therefore its sensitivity to change in this regard is Low.

Former Poplar Bus Depot, Leven Road, E14

1.185 This former bus garage opened as a tram depot in December 1906, with trolleybus operation taking over in June 1940. It was the last of London's tram depots to be converted for use by trolleybuses. The trolleybuses themselves were replaced by new Routemaster buses in November 1959, with these buses finally disappearing from this garage in 1984. The garage was closed in November 1985 with buses transferred to nearby garages. Since then, the premises has been used as a storage facility.

1.186 Comprising of a collection of low-rise brick buildings - two single-storey large warehouses and a three storey office building - the southern end of the warehouses are characterised by tall arches that at one time would

have allowed trams or buses in and out. These have since been blocked-up but form a striking elevation onto Leven Road.

1.187 The building's heritage significance as embodied in its 'general interest' is Low. It is tolerant of change in its setting without significantly altering its character therefore its sensitivity to change in this regard is Low.

POTENTIAL EFFECTS

Demolition and Construction

1.188 The setting of built heritage receptors may be affected by the demolition and construction works to varying degrees. The works may disrupt the appreciation of heritage and townscape character as a result of construction activity, movement of heavy plant and material to and from the Site; erection of construction infrastructure e.g. scaffolding, fixed tower cranes, mobile cranes, hoarding, site lighting; and the construction of new buildings. Other constructional indirect short-term effects on many heritage receptors include noise, dust and vibration, movement of heavy plant and materials to and from the Site. Any effects would be solely to do with proximity of the construction works and the concomitant visual, aural and associated impacts, upon the experience of the setting of these assets. These effects would vary in intensity as the works enter different construction phases.

1.189 Due to the extended nature of the search area of up to 1500m from the centre of the Proposed Development, the majority of the identified designated heritage assets would not be affected during the demolition and construction stage due to their distance from the Site and the intervening built townscape. As a function of distance and sightlines.

1.190 The expected effects are presented in **Table 1.7**. Taking into account the standard mitigation measures that would be adopted as part of the CEMP, the overall effect of the demolition and construction stage works on these receptors would be medium term, temporary, indirect; and range from **Minor-Adverse** to **Negligible/None-Neutral.** None of the effects are significant.

1.191 The following receptors – either highly graded (GII*) or in the case of Bromley Hall School, being exceptionally close (i.e. immediately adjacent) to the Site - are discussed in more depth:

- *Balfron Tower (GII*), Carradale House (GII), Glenkerry House (GII) and the Balfron Tower Conservation Area:* although it is near proximity to the Proposed Development, the self-contained nature of the conservation area and these receptors and their relative isolation from most of the major demolition and construction activity created by the barrier that is the A12, means that their setting and significance will be largely unaffected by such activity. The effect upon heritage significance will be medium term, temporary, indirect, **Negligible/None-Neutral.**
- *East India Dock House, former Financial Times Print Works (GII*)*: The receptor lies c.160m to the south of the boundary of the Proposed Development however it is separated from the main body of the Proposed Development by the A13 (and low-rise Athol Square residential development) and its setting at the confluence of several extremely busy dual carriageways (A12. S13, A102 and under- and overpasses) means that construction activity will have no determinantal affect upon it. It will still be experienced in the same way in views when traveling along these roads. The effect upon its heritage significance will be medium term, temporary, indirect, **Negligible/None-Neutral**.
- *Bromley Hall (GII*):* Bromley Hall lies *c.*180m to the north of the closest part of the site boundary. Its setting is heavily compromised by the proximity of the A12 which is a wholly negative factor in its setting and detracts from its significance. The already heavily compromised setting of Bromley Hall will not be directly affected by the construction or demolition activities, nor will its significance be any further degraded by the works. Effects are judged to be medium term, temporary, indirect, **Negligible/None-Neutral.**
- *Bromley Hall School (GII):* due to the location of this receptor in close relation to the construction works for the Proposed Development, it will be impacted by construction activity described above however, these effects being of a temporary and indirect nature, means that effects would not be of a level that would affect its heritage significance in any meaningful way. Effects are judged to be medium term, temporary, indirect, **Minor-Adverse.**

Table 1.7 Demolition and Construction Effects

Demolition and Construction Effects				
Receptor	**Sensitivity**	**Impact magnitude**	**Significance of Effect**	**Nature of Effect**
Conservation Area				
All Saints Church Poplar Conservation Area	Medium	Negligible	Negligible	Negligible/None-Neutral
Listed Buildings				
Bazeley Street E14: 1-3, 24 (GII)	Medium	Negligible	Negligible	Negligible/None-Neutral
East India Dock Road: All Saints' with St Frideswide Church (GII)	Medium	Negligible	Negligible	Negligible/None-Neutral
Mountague Place E14: 5, 6, 7, 8, 9, 10, 11 (GII)	Medium	Negligible	Negligible	Negligible/None-Neutral
Newby Place: All Saints Rectory & Gate Piers (GII)	Medium	Negligible	Negligible	Negligible/None-Neutral
Conservation Area				
Balfron Tower Conservation Area	Medium	Negligible	Negligible	Negligible/None-Neutral
Listed Buildings				
Balfron Tower (GII*)	Medium	Negligible	Negligible	Negligible/None-Neutral
Carradale House (GII)	Medium	Negligible	Negligible	Negligible/None-Neutral
Glenkerry House (GII)	Medium	Negligible	Negligible	Negligible/None-Neutral
Conservation Area				
Langdon Park Conservation Area	Medium	Negligible	Negligible	Negligible/None-Neutral
Listed Buildings				
St Leonard's Road: Church of St Michael and All Angels & War Memorial (GII)	Medium	Negligible	Negligible	Negligible/None-Neutral
Locally Listed Buildings				
St Leonards Road: 159-167 (odd) & 162 (GII)	Medium	Negligible	Negligible	Negligible/None-Neutral
Conservation Area				
Lansbury Conservation Area	Medium	Negligible	Negligible	Negligible/None-Neutral
Listed Buildings				
Chrisp Street E14: Market Clock Tower (GII)	Medium	Negligible	Negligible	Negligible/None-Neutral
Cordelia Street E14: Susan Lawrence and Elizabeth Lansbury School (GII	Medium	Negligible	Negligible	Negligible/None-Neutral
Upper North Street E14: Church of St Mary and St Joseph (GII)	Medium	Negligible	Negligible	Negligible/None-Neutral
Conservation Area				
Limehouse Cut Conservation Area	Medium	Negligible	Negligible	Negligible/None-Neutral
Listed Buildings				
Gillender Street: Bromley Hall (GII*)	High	Negligible	Negligible	Negligible/None-Neutral
Gillender Street: Dowgate Wharf, (22-23) (GII); Former Fire Station (38) (GII); Poplar Public Library (45) (GII)	Medium	Negligible	Negligible	Negligible/None-Neutral

Conservation Area				
Naval Row Conservation Area	Medium	Negligible	Negligible	Negligible/None-Neutral
Listed Buildings				
East India Dock Pumping Station (GII)	Medium	Negligible	Negligible	Negligible/None-Neutral
Conservation Area				
St Frideswide's Conservation Area	Medium	Negligible	Negligible	Negligible/None-Neutral
Locally Listed Buildings				
Follett Street: 18	Medium	Negligible	Negligible	Negligible/None-Neutral
Lodore Street: Tabard Court; St Frideswide's Mission Hall	Medium	Negligible	Negligible	Negligible/None-Neutral
Conservation Area				
St Matthias Church, Poplar Conservation Area	Medium	Negligible	Negligible	Negligible/None-Neutral
Listed Buildings				
East India Dock Road: War memorial to the children of Upper North Street School (GII*)	Medium	Negligible	Negligible	Negligible/None-Neutral
Hale Street E14: Pope John House (GII)	Medium	Negligible	Negligible	Negligible/None-Neutral
Poplar High Street E14: Poplar Technical College (GII)	Low	Negligible	Negligible	Negligible/None-Neutral
Conservation Area				
Three Mills Conservation Area	Medium	Negligible	Negligible	Negligible/None-Neutral
Listed Buildings: N/A				
Locally Listed Buildings: N/A				
Listed Buildings Not in a Conservation Area				
Blackwall Way E14: Dry Dock at Blackwall Engineering (GII)	Low	Negligible	Negligible	Negligible/None-Neutral
Bromley Hall Road: former Bromley Hall School (GII)	Medium	Minor	Minor	Minor-Adverse
East India Dock Road: Former Financial Times printworks (GII*)	High	Negligible	Negligible	Negligible/None-Neutral
East India Dock Road E14: Plaque on modern dock wall facing west (GII); Poplar Baths (GII); Statue of Richard Green (GII)	Low	Negligible	Negligible	Negligible/None-Neutral
Leamouth Road E14: East India Dock Wall and Gateway (GII); Entrance Gateway (GII)	Low	Negligible	Negligible	Negligible/None-Neutral
Northumbria Street E14: Church of St Saviours (GII)	Low	Negligible	Negligible	Negligible/None-Neutral
Poplar High Street E14: Northern portal and parapet to the Blackwall Tunnel (GII)	Low	Negligible	Negligible	Negligible/None-Neutral
Twelvetrees Crescent E3: Twelvetrees Crescent Bridge (GII); Group of Gasholders, former Bromley-by-Bow gasworks (GII)	Medium	Negligible	Negligible	Negligible/None-Neutral
Non-Designated Heritage Assets Not in a Conservation Area				
Aberfeldy Street; St Nicholas Church	Low	Negligible	Negligible	Negligible/None-Neutral
Bright Street, E14: Langdon Park School LSB building of 1907	Low	Negligible	Negligible	Negligible/None-Neutral
Leven Road, E14: Former Poplar Bus Depot	Low	Negligible	Negligible	Negligible/None-Neutral

Completed Development

1.192 The Proposed Development is of considerable scale and density and may change the setting of heritage assets in the vicinity of the Site by virtue of that visibility and presence. Visibility is not, by itself, harmful: the heritage significance of each of the heritage assets assessed does not inherently rely on no change occurring in their setting, nor is it necessarily harmed by the presence of new development in their setting that is highly visible. Quite the opposite; the visibility of new development is frequently a highly positive quality, signalling regeneration and assisting in place-making and has the capacity to foster a favourable and respectful context for these receptors.

1.193 The Proposed Development will provide a highly positive visual marker at a key point in the locality. It will enhance the legibility of the Aberfeldy town centre in the broader urban context and assist in place making. Its design, discussed with the LBTH and English Heritage, breaks down the overall volume of accommodation in a way that responds to the circumstances of the Site and the heritage sensitivities of its surroundings. The full views assessment exercise is contained in **ES Volume 2, Townscape, Visual Impact and Heritage Assessment, Townscape and Visual Impact Assessment.**

1.194 Heritage receptors identified in the baseline will be subject to a range of permanent, indirect impacts, the effect of which will vary considerably depending on the distance from the Proposed Development and the sensitivity of the asset to change. For the surrounding conservation areas, there will be changes to distant views from within some limited parts of these areas, but this will have a negligible effect as to how the conservation areas are experienced.

1.195 Designed to sit within an urban landscape of competing architectural expression, the individual heritage receptors – listed and locally listed buildings and other non-designated heritage receptors - are robust when it comes to absorbing change, and therefore a change in their setting which introduces new built form into the surrounding environment is not enough of a change to diminish their special interest as expressed through their architectural or historical significance.

1.196 Due to the extended nature of the search area of up to 1500m from the centre of the Proposed Development, the majority of the identified designated heritage assets would not be affected during the completed development stage due to their distance from the Site and the intervening built townscape. Commonly, the tallest elements of the Site would be seen in distant views looking away from the receptor.

1.197 The expected effects are presented in **Table 1.8**. The overall effect of the completed development stage on these receptors would be medium term, temporary, indirect; and range from **Minor-Beneficial** to **Negligible/None-Neutral**. None of the effects are significant.

1.198 The following receptors – either highly graded (GII*) or, in the case of Bromley Hall School, being exceptionally close (i.e. immediately adjacent) to the Site - are discussed in more depth:

- *Balfron Tower (GII*), Carradale House (GII), Glenkerry House (GII) and the Balfron Tower Conservation Area:* although it is in proximity to the Proposed Development, the self-contained nature of the conservation area and these receptors, means that their setting and significance will be largely unaffected by the Proposed Development. The absence of a meaningful, designed, fortuitous, desirable or even inoffensive context for Balfron Tower means that development in its setting is an opportunity for enhancement rather than a risk of harm to significance. There is little beyond the Brownfield estate boundaries – apart from Trellick Tower in North Kensington – that has any specific relationship to Balfron's heritage significance. The opportunity lies in designing development so as to respond to Balfron's significance and to create connections with Balfron from its hinterland. These connections can be visual and physical. The effect upon heritage significance will be permanent, indirect, and **Negligible/None-Neutral.**
- *East India Dock House, former Financial Times Print Works (GII*)*: The receptor lies c.160m to the south of the boundary of the Proposed Development however it is separated from the main body of

the Proposed Development by the A13 (and low-rise Athol Square residential development) and its setting at the confluence of several extremely busy dual carriageways (A12. S13, A102 and under- and overpasses) means that the Proposed Development will have no effect upon it. It will still be experienced in the same way in views when traveling along these roads. The effect upon its heritage significance will be permanent, indirect, **Negligible/None-Neutral**.

- *Bromley Hall (GII*):* Bromley Hall lies *c.*180m to the north of the closest part of the site boundary. Its setting is heavily compromised by the proximity of the A12 which is a wholly negative factor in its setting and detracts from its significance. The already heavily compromised setting of Bromley Hall will not be directly affected by Proposed Development. The tallest elements of the Proposed Development will be seen c.500m away in views south along the A12 and in views looking across the A12 towards the Site however as the receptor's significance does not rely upon no change occurring in its setting. Effects are judged to be permanent, indirect, **Negligible/None-Neutral.**
- *Bromley Hall School (GII):* due to the location of this receptor near the Proposed Development, its immediate setting will be very clearly changed. The former school is located within the northern extent of the Planned Development but does not form part of the scheme. New buildings of up to 13 storeys will be erected on the south side of the school and low rise of up to 7 storeys on its north side. As has been described, the heritage significance of the school does not rely on its setting and therefore what is important to its significance will not be altered by introducing new built form into its vicinity. Indeed, its present setting amongst abandoned brownfield sites and scrub is a wholly negative factor in its setting and detracts from its significance. The effect of the Proposed Development, which has been carefully designed to respect the low-rise nature if the school, will vastly improve its setting by enlivening its surroundings and allowing it to sit within a vibrant, active community. Effects are judged to be permanent, indirect, **Minor-Beneficial.**

Table 1.8 Completed Development Effects

Completed Development Effects				
Receptor	**Sensitivity**	**Impact magnitude**	**Significance of Effect**	**Nature of Effect**
Conservation Area				
All Saints Church Poplar Conservation Area	Medium	Negligible	Negligible	Negligible/None-Neutral
Listed Buildings				
Bazeley Street E14: 1-3, 24 (GII)	Medium	Negligible	Negligible	Negligible/None-Neutral
East India Dock Road: All Saints' with St Frideswide Church (GII)	Medium	Negligible	Negligible	Negligible/None-Neutral
Mountague Place E14: 5, 6, 7, 8, 9, 10, 11 (GII)	Medium	Negligible	Negligible	Negligible/None-Neutral
Newby Place: All Saints Rectory & Gate Piers (GII)	Medium	Negligible	Negligible	Negligible/None-Neutral
Conservation Area				
Balfron Tower Conservation Area	Medium	Negligible	Negligible	Negligible/None-Neutral
Listed Buildings				
Balfron Tower (GII*)	Medium	Negligible	Negligible	Negligible/None-Neutral
Carradale House (GII)	Medium	Negligible	Negligible	Negligible/None-Neutral
Glenkerry House (GII)	Medium	Negligible	Negligible	Negligible/None-Neutral
Conservation Area				
Langdon Park Conservation Area	Medium	Negligible	Negligible	Negligible/None-Neutral
Listed Buildings				
St Leonard's Road: Church of St Michael and All Angels & War Memorial (GII)	Medium	Negligible	Negligible	Negligible/None-Neutral
Locally Listed Buildings				
St Leonards Road: 159-167 (odd) & 162 (GII)	Medium	Negligible	Negligible	Negligible/None-Neutral
Conservation Area				
Lansbury Conservation Area	Medium	Negligible	Negligible	Negligible/None-Neutral
Listed Buildings				
Chrisp Street E14: Market Clock Tower (GII)	Medium	Negligible	Negligible	Negligible/None-Neutral
Cordelia Street E14: Susan Lawrence and Elizabeth Lansbury School (GII	Medium	Negligible	Negligible	Negligible/None-Neutral
Upper North Street E14: Church of St Mary and St Joseph (GII)	Medium	Negligible	Negligible	Negligible/None-Neutral
Conservation Area				
Limehouse Cut Conservation Area	Medium	Negligible	Negligible	Negligible/None-Neutral
Listed Buildings				
Gillender Street: Bromley Hall (GII*)	High	Negligible	Negligible	Negligible/None-Neutral
Gillender Street: Dowgate Wharf, (22-23) (GII); Former Fire Station (38) (GII); Poplar Public Library (45) (GII)	Medium	Negligible	Negligible	Negligible/None-Neutral
Conservation Area				
Naval Row Conservation Area	Medium	Negligible	Negligible	Negligible/None-Neutral
Listed Buildings				
East India Dock Pumping Station (GII)	Medium	Negligible	Negligible	Negligible/None-Neutral
Conservation Area				
St Frideswide's Conservation Area	Medium	Negligible	Negligible	Negligible/None-Neutral
Locally Listed Buildings				
Follett Street: 18	Medium	Negligible	Negligible	Negligible/None-Neutral
Lodore Street: Tabard Court; St Frideswide's Mission Hall	Medium	Negligible	Negligible	Negligible/None-Neutral
Conservation Area				
St Matthias Church, Poplar Conservation Area	Medium	Negligible	Negligible	Negligible/None-Neutral
Listed Buildings				
East India Dock Road: War memorial to the children of Upper North Street School (GII*)	Medium	Negligible	Negligible	Negligible/None-Neutral
Hale Street E14: Pope John House (GII)	Medium	Negligible	Negligible	Negligible/None-Neutral
Poplar High Street E14: Poplar Technical College (GII)	Low	Negligible	Negligible	Negligible/None-Neutral
Conservation Area				
Three Mills Conservation Area	Medium	Negligible	Negligible	Negligible/None-Neutral
Listed Buildings: N/A				
Locally Listed Buildings: N/A				
Listed Buildings Not in a Conservation Area				

Blackwall Way E14: Dry Dock at Blackwall Engineering (GII)	Low	Negligible	Negligible	Negligible/None-Neutral
Bromley Hall Road: former Bromley Hall School (GII)	Medium	Minor	Minor	Minor-Beneficial
East India Dock Road: Former Financial Times printworks (GII*)	High	Negligible	Negligible	Negligible/None-Neutral
East India Dock Road E14: Plaque on modern dock wall facing west (GII); Poplar Baths (GII); Statue of Richard Green (GII)	Low	Negligible	Negligible	Negligible/None-Neutral
Leamouth Road E14: East India Dock Wall and Gateway (GII); Entrance Gateway (GII)	Low	Negligible	Negligible	Negligible/None-Neutral
Northumbria Street E14: Church of St Saviours (GII)	Low	Negligible	Negligible	Negligible/None-Neutral
Poplar High Street E14: Northern portal and parapet to the Blackwall Tunnel (GII)	Low	Negligible	Negligible	Negligible/None-Neutral
Twelvetrees Crescent E3: Twelvetrees Crescent Bridge (GII); Group of Gasholders, former Bromley-by-Bow gasworks (GII)	Medium	Negligible	Negligible	Negligible/None-Neutral
Non-Designated Heritage Assets Not in a Conservation Area				
Aberfeldy Street; St Nicholas Church	Low	Negligible	Negligible	Negligible/None-Neutral
Bright Street, E14: Langdon Park School LSB building of 1907	Low	Negligible	Negligible	Negligible/None-Neutral
Leven Road, E14: Former Poplar Bus Depot	Low	Negligible	Negligible	Negligible/None-Neutral

MITIGATION, MONITORING AND RESIDUAL EFFECTS

Demolition and Construction Mitigation

1.199 The effect of demolition and construction operations on perception/experience of heritage and townscape significance will be reduced by the preparation and use of an effective CEMP. During demolition and construction works, best practice measures to mitigate the impacts from construction activities associated with noise, dust, vibrations, site traffic and visual change will be put in place and conditions applied to the planning permission (see **ES Volume 1, Chapter 17: Mitigation and Monitoring Schedule**). No additional mitigation is considered necessary.

Completed Development Mitigation

1.200 No mitigation is considered necessary during the completed Proposed Development stage as it is built-in to the design process – the design has been refined through pre-application discussions with the LBTH and the GLA, as well as through internal design review. The long-term potential effects of the completed Proposed Development have been an integral part of the design approach. It has been implemented through the design development process and has been used to adapt and modify the designs to take account of constraints and opportunities in relation to potentially adverse effects on the settings of built heritage assets. Potential adverse effects have been considered throughout the design process and are avoided by the submitted design of the Proposed Development.

1.201 Accordingly, the residual effects of the completed Proposed Development on the significance of the heritage assets remain unchanged from those previously identified in the absence of mitigation measures.

Residual Effects

1.202 All of the residual effects resulting from the Proposed Development, are presented in **Table 1.9**, identifying whether the effect is significant or not.

Table 1.9 Residual Effects

Receptor	Description of the Residual Effect	Scale and Nature	Significant / Not Significant	Geo	D / I	P / T	St / Mt / Lt
Demolition and Construction							
Conservation Areas	Visual intrusion; Demolition and Construction Dust	Negligible/None	Not Significant	L	I	T	Mt
Listed Buildings	Visual intrusion; Demolition and Construction Dust	Negligible/None	Not Significant	L	I	T	Mt
Bromley Hall School, former (GII)	Visual intrusion; Demolition and Construction Dust	Minor-Adverse	Not Significant	L	I	T	Mt
Completed Development							
Conservation Areas	Introduction of new built form outside of the conservation area	Negligible/None	Not Significant	L	I	P	Lt
Listed Buildings	Introduction of new built forms in setting	Negligible/None	Not Significant	L	I	P	Lt
Bromley Hall School, former (GII)	Introduction of new built forms in setting	Minor-Beneficial	Not Significant	L	I	P	Lt

Notes:
Residual Effect
- Scale = Negligible / Minor / Moderate / Major
- Nature = Beneficial or Adverse

Geo (Geographic Extent) = Local (L), Borough (B), Regional (R), National (N)
D = Direct / I = Indirect
P = Permanent / T = Temporary
St = Short Term / Mt = Medium Term / Lt = Long Term
N/A = not applicable / not assessed

ASSESSMENT OF THE FUTURE ENVIRONMENT

Evolution of the Baseline Scenario

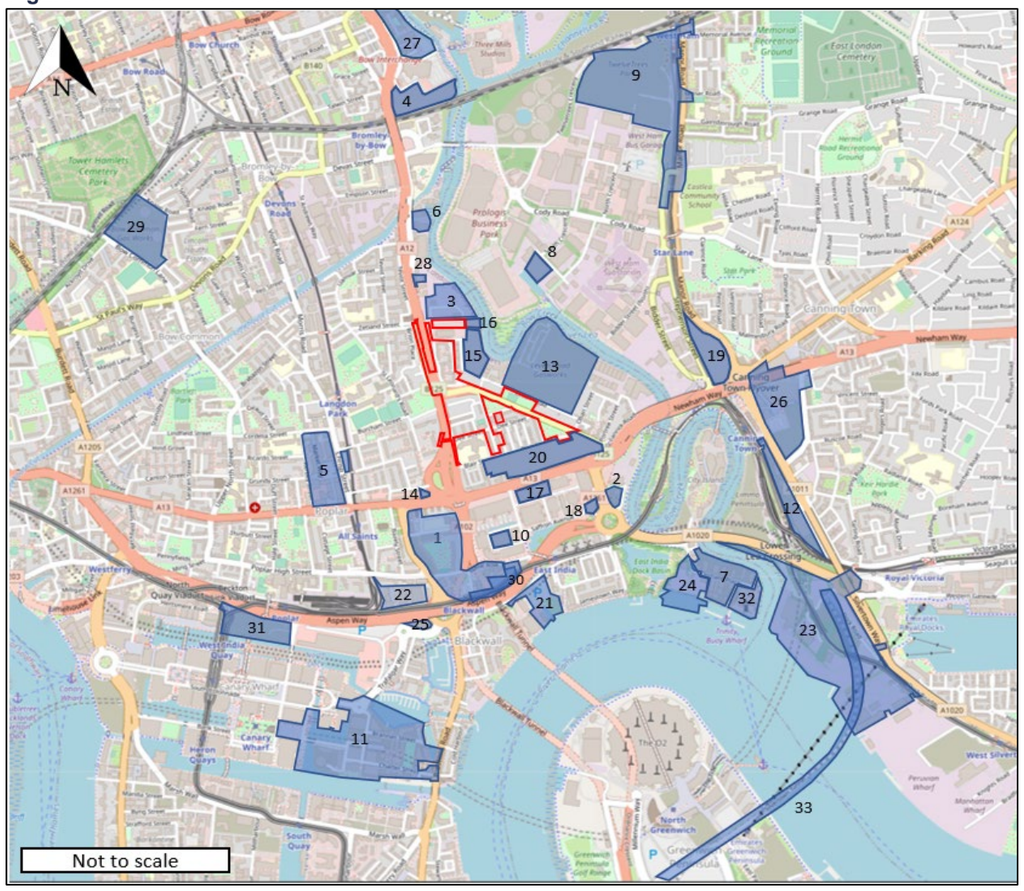
1.203 Should no changes occur at the Site, it is presumed that it would remain in its current state.

1.204 In terms of the surrounding context, there are a number of cumulative schemes not yet constructed, as well as planning applications under consideration by LBTH, which may have varying effects on the future baseline in terms of the setting of heritage assets. These include cumulative schemes are described below.

Cumulative Effects Assessment

1.205 This section considers the effects of the Proposed Development in combination with the effects of 33 cumulative schemes within the surrounding area on the receptors identified within this ES chapter that could potentially be impacted by the Proposed Development. See **ES Volume 1, Chapter 2: EIA Methodology, Annex 4**. **Figure 1.4** illustrates the location of these schemes numbered 1 to 33.

Figure 1.4 Cumulative Schemes



1.206 It is not expected that there will be a cumulative effect from 30 of the 33 schemes due to distance from heritage receptors assessed earlier in this report, and intervening townscape.

1.207 **Table 1.10** lists the three schemes deemed likely to have a cumulative effect: Ailsa Wharf, Former Poplar Bus Garage and Islay Wharf. The receptor likely to be affected is Bromley Hall School (GII).

Table 1.10 Cumulative Schemes Expected To Have An Effect

Cumulative Schemes					
Scheme No.	**Address**	**Application No,**	**Description**	**Status**	
3	Ailsa Wharf, Ailsa Street,	PA/16/02692 & PA/18/03461	Demolition of existing structures/buildings and the redevelopment of the site for a mixed use scheme within a series of thirteen blocks varying between 3 and 17 storeys; the creation of a new access road and the realignment of Ailsa Street; and associated site-wide landscaping and public realm works.	Granted October 2018 by LBTH Commenced	
15	Former Poplar Bus Depot, Leven Road	PA/19/02148/A1		Part retention, part alteration, and part demolition of the existing boundary walls and the former tram shed depot arches, and retention of the three storey office building. Demolition of the remainder of the existing warehouse and the redevelopment of the site to provide 547residential units (Class C3), 3,492m^2(GIA) of flexible space with associated parking, landscaping, public realm and all associated works	Granted October 2020 by LBTH Not commenced
16	Islay Wharf, Lochnagar Street	PA/19/01760	Demolition of existing warehouse building and redevelopment of the site for mixed use development comprising two blocks ranging in height between 12 storeys and 21 storeys, accommodating 351m^2 of flexible uses classes (Class A1, A2, B1, D1, D2) on ground floor and mezzanine with associated public realm works and residential accommodation (Class C3) on the upper floors providing 133 residential units.	Granted November 2020 by LBTH Not commenced	

Demolition and Construction

1.208 Should the cumulative schemes be constructed within the same timeframe as the Proposed Development, it is considered that the cumulative effect of schemes would be no greater than the Proposed Development in isolation and therefore analysis would remain unchanged at **Negligible/None-Neutral** for all receptors except Bromley Hall School (GII).

1.209 There would be cumulative effects in terms of impact upon the setting of Bromley Hall School from Cumulative Schemes 3, 15 and 16. This is due to their proximity to this receptor. The effects would be no greater than the Proposed Development in isolation. Therefore, indirect, temporary and **Minor-Adverse**.

Completed Development

1.210 It is considered that the cumulative effect of three schemes in terms of impact upon heritage significance would be no greater than the Proposed Development in isolation and therefore analysis would remain unchanged at **Negligible/None-Neutral** for all receptors except Bromley Hall School (GII).

1.211 There would be additional cumulative effects in terms of impact upon the setting of Bromley Hall School from cumulative schemes 3, 15 and 16 due to their proximity to the receptor. These schemes would introduce additional built from into the building's setting although this is not in itself harmful. The effects would be no greater than the Proposed Development in isolation. Therefore, indirect, temporary and **Minor-Beneficial**.

LIKELY SIGNIFICANT EFFECTS

1.212 Taking into consideration standard mitigation measures expected to be conditioned by way of a CEMP, activities associated with demolition and construction of the Proposed Development will not have significant effects to any built heritage assets.

1.213 Taking into consideration embedded mitigation measures once the Proposed Development is completed and operational it would not have significant effects to any built heritage assets.

1.214 No cumulative effects have been identified when the effects arising from all phases of the Proposed Development are considered together with the effects arising from the identified cumulative schemes.