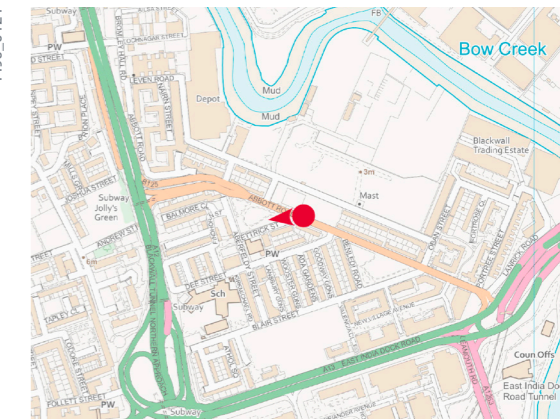




Existing

**View as existing**

- 6.74 This viewpoint is located on Abbott Road, beside Leven Road Green, at the junction with Etrick Street. It lies within the Site boundary. The view looks south-west, across the highway on Abbott Road, up Etrick Street. A low-rise late 20th century terrace on the south side of Etrick 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 Etrick Street is terminated by Balfour 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 will 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 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.



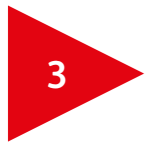
Proposed

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.



Abbott Road / Etrick 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.

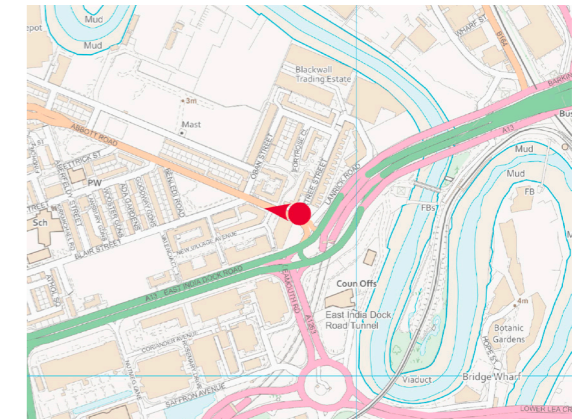


Cumulative

4496_0126



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.