

**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 underpass, 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

4496\_0505



Portree Street, junction with Abbott Road

**View as proposed with cumulatives**

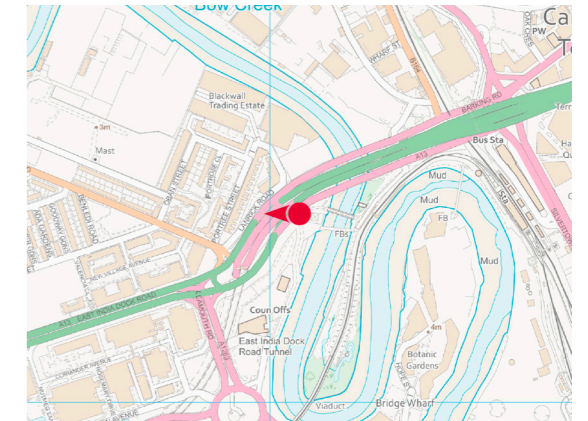
- 6.92 No cumulative schemes would appear in this view. Taking this into account, the Proposed Development would represent a change of **low to medium** magnitude to a view of low to **medium** sensitivity. The significance of effect would be **minor to moderate** (not significant). The effect would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



Cumulative



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

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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

4496\_0666