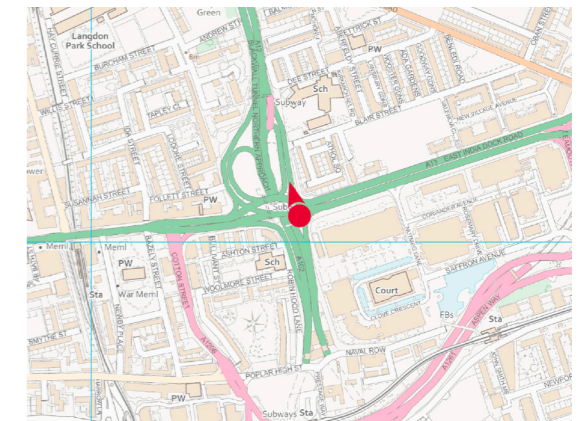




Existing

**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 Balfour 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



A12, junction with East India Dock Road, looking north

View as proposed with cumulative schemes

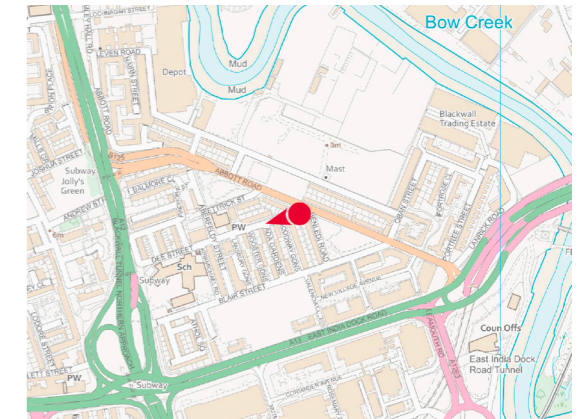
- 6.308 No cumulative schemes are visible in this view. Taking this into account, the Proposed Development would represent a change of **medium to high** magnitude to a view of **low to medium** sensitivity. The significance of effect would be **moderate** (significant). The effect would be **beneficial**.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



Cumulative



Existing

**View as existing**

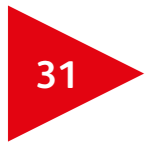
- 6.310 This viewpoint is located on Dee Street, at the junction with Abbott Road. It is the first of two viewpoints assessed from Dee Street in this TVIA (the other is view 32). This view looks south-west, towards Dee Street's junction with Aberfeldy Street, which defines part of the Site boundary. 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 Balfour 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 Balfour 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 colourful, 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



Dee Street / Abbott Road