



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

4496_0855



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

4496_0856

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 Tidewater'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 through 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

6.358 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.

6.359 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**.

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

6.361 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**.

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

TCA 3: East India Dock

6.363 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.

6.364 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.

6.365 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.

6.366 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**.

6.367 The effect is at borough level and long term.

6.368 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**.

6.369 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 kkk	Hoarding	Short to medium term, Site to sub-regional, adverse or neutral effect of 'negligible' to 'moderate to major' significance kkk	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. Twelvrees 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. Crisp 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 Balfour 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 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 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 be 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'.

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'.

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