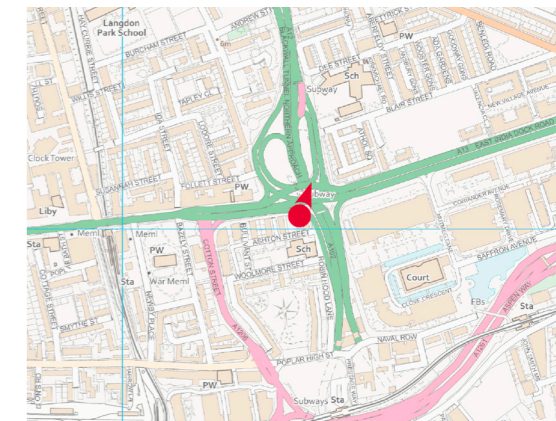




Existing



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 Balfour 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



Proposed

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.

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.



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.

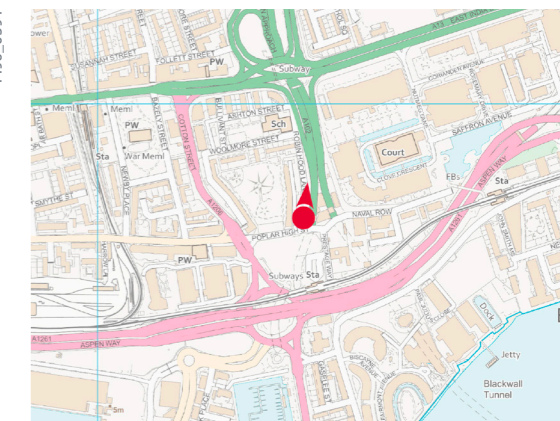


Cumulative

4496_0706



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. Balfour 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



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

4496_0596