



POPULARWORKS

ABERFELDY

JOLLYS GREEN

CYCLE CAFE

Design Code Revision D - November 2023

ABERFELDY VILLAGE MASTERPLAN

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CIRCLE

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Rights of Light Consultant

ELEMENTA

Fire Consultant

HATCH

Socio-economic Consultant

THAMES VALLEY ARCHAEOLOGICAL SERVICES

Archaeology Consultant

CYCLING SCORE

Cycling Consultant

BLACK POINT DESIGN

Visualisation

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Visual Impact Assessment

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Inclusive Design

Access Consultant

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INTRODUCTION

1.1. Introduction

The Aberfeldy Village Design Code sets out a series of rules and standards which will guide the development of the Site ensuring a high quality design, in line with the overarching masterplan vision

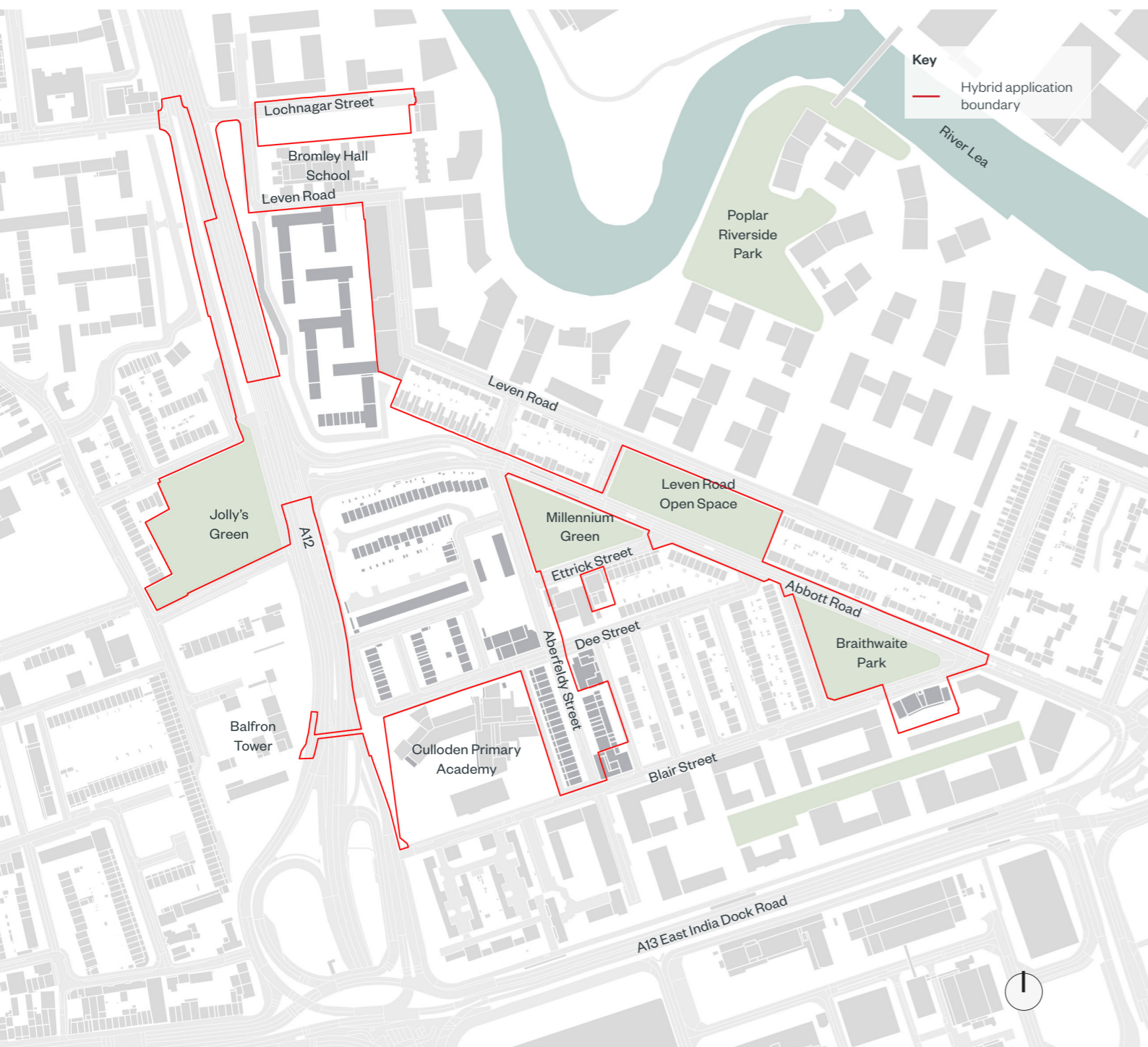


Fig.1 Site plan showing the extent of the hybrid application

1.1.1. This Design Code has been prepared by Levitt Bernstein and LDA and is submitted in support of a hybrid planning application for the Aberfeldy Village Masterplan. The hybrid planning application is made in relation to the north of East India Dock Road (A13), east of the Blackwall Tunnel Northern Approach Road (A12) and to the south west of Abbot Road (the "Site") on behalf of The Aberfeldy New Village LLP ("The Applicant"). The hybrid planning application is formed of detailed development proposals in respect of Phase A for which no matters are reserved ("Detailed Proposals"), and outline development proposals for the remainder of the Site, with all matters reserved ("Outline Proposals"). The Detailed Proposals and Outline Proposals together are referred to as the "Proposed Development".

1.1.2. The Proposed Development comprises the comprehensive redevelopment of the Site. The Proposed Development will provide new retail and workspace floorspace along with residential dwellings and the pedestrianisation of the A12 Abbott Road vehicular underpass to create a new east to west route. The Development will also provide significant, high quality public realm, including a new Town Square, a new High Street and a public park.

1.1.3. The Design Code has been produced to:

- Ensure high quality design and the development of a sustainable community;
- Define the public realm spaces and hierarchy of the development plots for the buildings in the masterplan;
- Define the character of the physical environment and the requirements on the proposed plots and buildings to support and reflect that character;
- Provide a level of consistency so the Site as a whole is developed in a coherent manner in line with the masterplan vision and design principles;
- Ensure accessible and inclusive design for all;
- Communicate masterplan requirements for future reserved matters application(s) for individual development proposals over the life of the development.

1.1.4. The Aberfeldy Village Masterplan Design Code sets out a series of rules and standards which will guide the future phases of the development of the Site.

1.1.5. This document specifies design aspects, aspirations and design principles for the development of the individual plots, open spaces and character areas which form part of the various phases of the masterplan. Each component of the Design Code **must** be fully integrated into the masterplan to ensure that there is a cohesive and consistent approach across the Site, whilst also creating flexibility and variety in the design, and aiming to create a series of unique but harmonious buildings and spaces.

1.1.6. The Design Code **should** be read in conjunction with the Parameter Plans and the Development Specification. The Parameter Plans and the Development Specification describe the Development and outline the key elements of the application with regard to layout, access, use, amount, scale, appearance and landscape.

1.1.7. The Design and Access Statement: The Masterplan submitted in support of the hybrid planning application presents the Illustrative Masterplan for the Outline Proposals. The scheme presented is only illustrative and the actual detail will come forward when Reserved Matters applications are submitted and approved.

Following submission of the Hybrid Application in October 2021, the Applicant and LBTH officers jointly agreed that the works to Jolly's Green should be included within the red line and secured as part of the future planning permission. The Applicant has updated the red line and amended the Proposed Development to incorporate the provision of a direct link from the proposed pedestrianised underpass to Jolly's Green. The extension of the redline boundary does not result in any fundamental alterations to the development that is proposed. Updated planning documents were submitted in August 2022 reflecting this change, with a further amendment made in January 2023 to remove building A3 from the masterplan.

In summer 2023, the scheme was amended to include second stairs to all buildings over 18m following the publication of the Government's Long Term Plan For Housing. The Applicant has updated the planning application plans and documents where necessary to reflect these changes.

1.2. Outlined and detailed component

1.2.1. The hybrid planning application seeks full planning permission for Phase A (highlighted on Fig.2) and outline planning permission, with all matters reserved, for the rest of the Site (Phases B, C and D).

1.2.2. Reserved Matters Applications (RMAs) are required to come forward in compliance with the design principles and guidelines established in this Design Code.

1.2.3. Future Reserved Matters submissions may cover multiple plots and public realm areas or single plots.

1.2.4. This Design Code applies to the outline component of the Application, and has been closely developed to Phase A, the detailed component of this application. Throughout the document the relationships and connections with Phase A are highlighted.

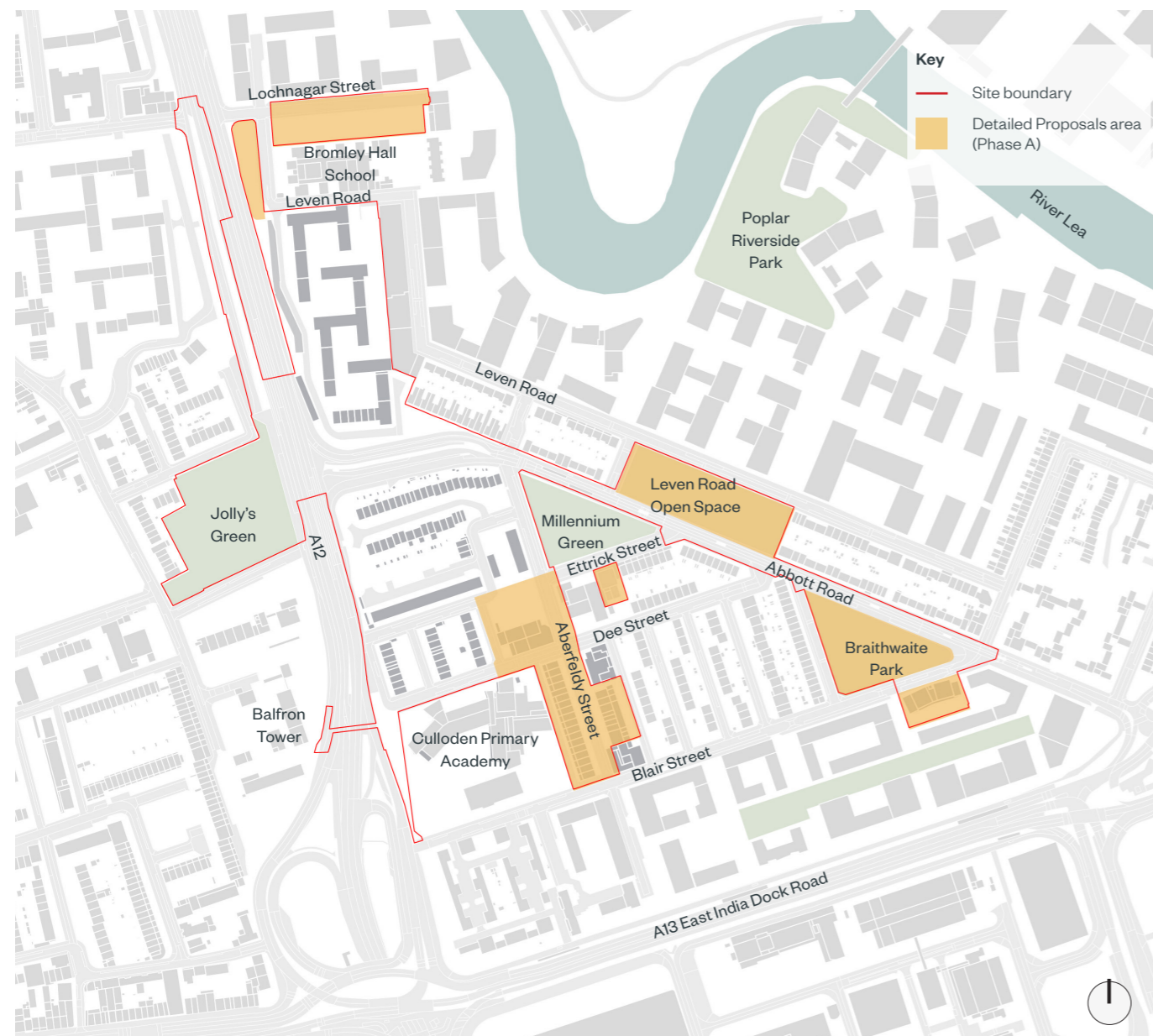


Fig.2 Site plan showing the extent of the Detailed Proposals of the hybrid planning application

1.3. Relation with other planning application documents

1.3.1. The diagram below illustrate the structure of the hybrid planning application for Aberfeldy Village. The Design Code, Parameter Plans and Development Specifications form part of the documents for approval within the Outline Proposals

1.3.2. The Design Code sets out the rules and requirements that any future Reserved Matters Applications for the development of any of the parcels defined in the Parameter Plans **must** follow.

1.3.3. The Parameter Plans **must** be read in conjunction with the Design Code. They outline key parameters for the development, including elements such as plots, scale, open space and land use distribution.

1.3.4. The Development Specifications define and describe the principal components of the development, including minimum and maximum development quantum and uses.

Please note:

- All references to the Design and Access Statement: The Masterplan refer to Revision B dated August 2022, which must be read in conjunction with its Addendum Revision E dated November 2023.
- All references to the Design and Access Statement: Detailed Proposals refer to Revision B dated October 2022 and must be read in conjunction with its Addendum Revision B dated November 2023.
- All references to the Parameter Plans refer to Revision 3 dated September 2023.
- All references to the Tall Buildings Statement refer to Revision C dated November 2023.
- For other supporting documents please refer to the most recent revision as set out in the Planning Application Documents and Drawing Schedule dated November 2023, prepared by DP9.

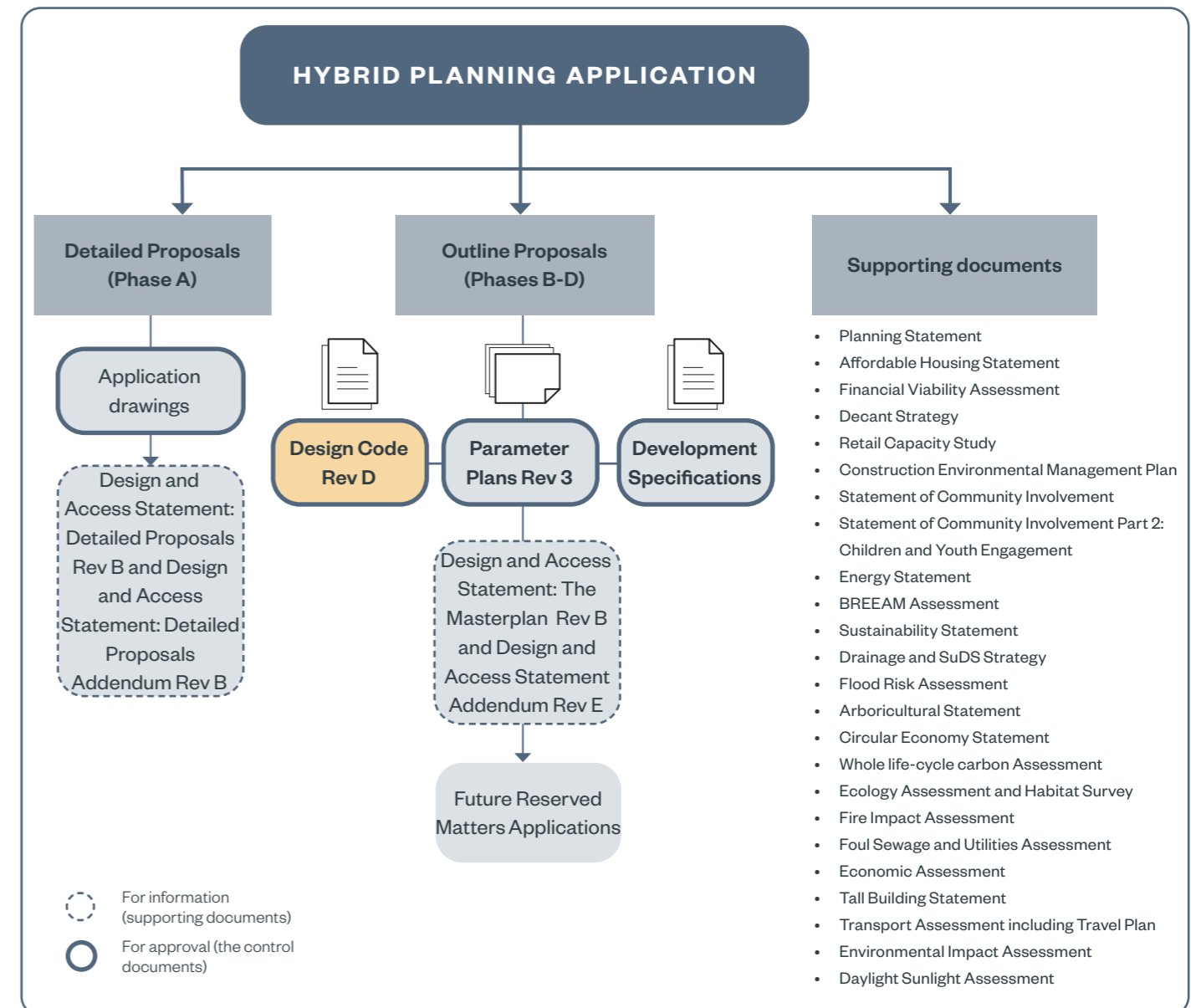


Fig.3 Hybrid planning application structure

1.4. Design Code structure

1.4.1. The Design Code has been arranged into six chapters.
The purpose and the structure of each chapter is illustrated below.

1.4.2. Chapters 2, 3 and 4 are site-wide, including principles and codes applying to the entire Site. Chapters 5 and 6 are site specific, as they apply to specific plots.

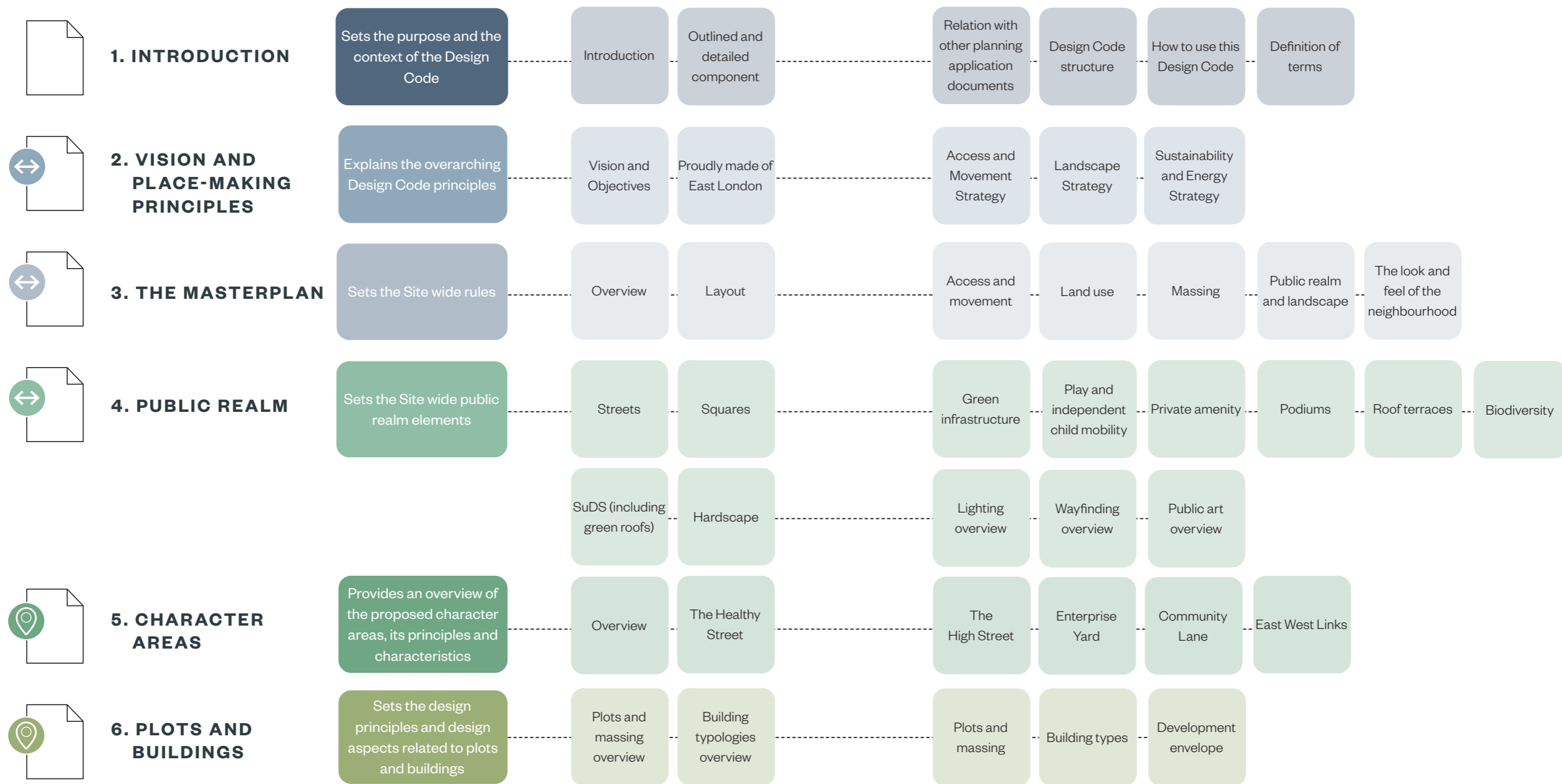


Fig.4 Diagram showing the structure of the Design Code and identifying site-wide and area specific chapters

1.5. How to use this design code

1.5.1. The development of Aberfeldy Village will be regulated by three documents that have been produced as part of the hybrid planning application:

- The Parameter Plans (the full list is provided in this section);
- The Development Specification, and
- The Design Code.

1.5.2. The Design Code includes two types of parameters: mandatory and interpretive. Mandatory parameters are considered to be essential characteristics for the development and **must** be followed. The second type of parameters are for guidance and they are open to greater scope of interpretation. The Design Code extract below highlights some of the mandatory and guidance elements.

1.5.3. The Parameter Plans that need to be read in conjunction to the Design Code are the following:

- Parameter Plan - Extent of Outline and Detailed Proposals
- Parameter Plan - Building Plots
- Parameter Plan - Proposed Site levels - Basement
- Parameter Plan - Proposed Site Levels - Lower Ground Floor
- Parameter Plan - Principal Public Realm Areas
- Parameter Plan - Access and Circulation
- Parameter Plan - Land Use Lower Ground Floor
- Parameter Plan - Land Use - Basement
- Parameter Plan - Land Upper Ground Floor
- Parameter Plan - Land Use Upper Floors
- Parameter Plan - Building Heights
- Parameter Plan - Potential Winter Garden Locations
- Parameter Sections - 01
- Parameter Sections - 02

Design code extract

1 Text:

- **Must** indicates mandatory compliance
- **Should** indicates strong encouragement, parameter for guidance

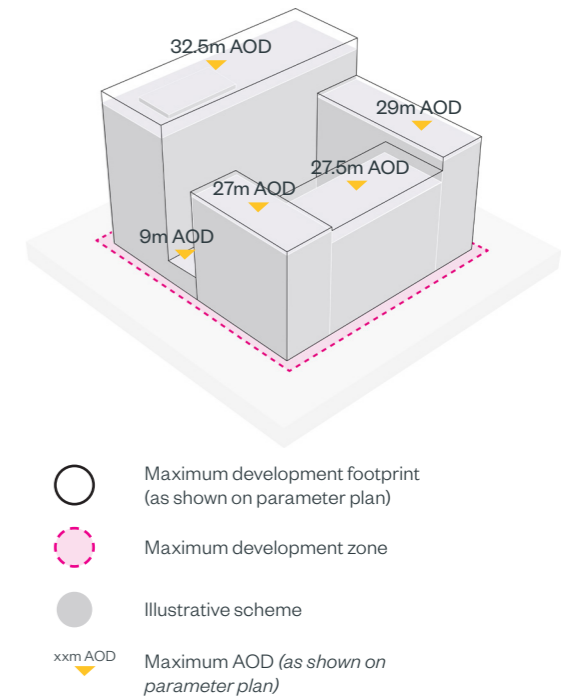
Coloured boxes throughout the Design Code help highlight key requirements and include where to find additional information.

2 Images, graphics, precedents and plans are **illustrative only** unless explicitly referred to as a control element within in the guideline text.

Relationship between the maximum parameter and illustrative scheme

1.5.4. The image to the right illustrates the relationship between the maximum parameter and the illustrative scheme:

- Maximum parameter - includes the maximum development footprint that any Reserved Matters Application must not exceed.
- Maximum development zone - includes a 2m zone allowing for potential building projections such as balconies.
- Illustrative scheme - represents a scheme which demonstrates a possible proposal of the development within the maximum parameters.
- The maximum AOD - represents the maximum spot height ("Above Ordnance Datum") that any Reserved Matters Application must not exceed.

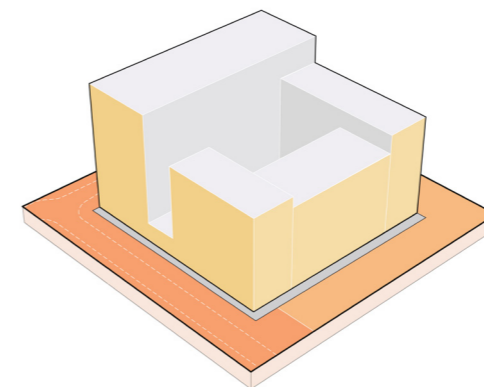


Elements covered by Chapters 5 and 6

1.5.5. The images below illustrate the elements covered by the Site specific chapters:

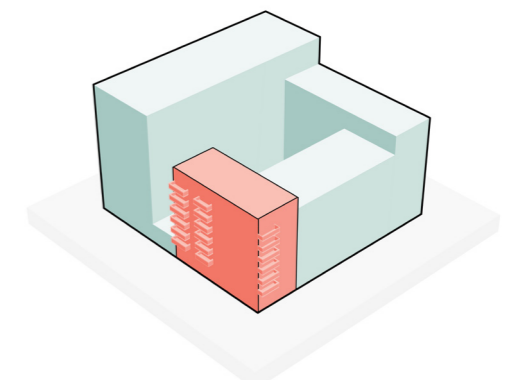
- Chapter 5 focuses on all the elements contributing to the specific character area, such as frontages, adjoining streets and spaces, thresholds and material palette
- Chapter 6 includes rules and guides regarding plots and buildings, covering elements such as massing, courtyards, façades and balconies.

Elements covered by "Chapter 5. Character areas"



- Frontages and elevations
- Adjoining streets and spaces
- Thresholds
- Material palette (buildings and public realm)

Elements covered by "Chapter 6. Plots and buildings"



- Plots
- Buildings

5

5.4. High street

1

Typical layout

The minimum distances between buildings are set in this Parameter Plan "05. Building Plots" which must not deviate from.

5.3.7. The High Street Character Area includes most of the Phase A plots (Plot HI-2, H3 and F) and key public spaces (the High Street, the Square and Kirkmichael Rd).

5.3.8. The proposed layout retains the existing street alignment and mature trees along Aberfeldy Street.

5.3.9. Plots HI-2 and H3 include linear buildings framing the High Street and using the corners to maximise views and key aspects.

5.3.10. Plot F connects the first phase to the park (Millennium Green) and the existing church (St Nicholas Church). The building provides a landmark and includes retail uses at ground floor (and a temporary marketing suite).

5.3.11. Plot DI-4 will complete the High Street in the last phase of the Masterplan and will connect Highland Place and Millennium Green.

5.3.12. Plot DI-4 is an important backdrop to Millennium Green, providing active frontage and surveillance.

5.3.13. The High Street includes a vehicular and bus route which leads to a traffic free Square, which will include a multifunctional space and area for play/social hub.

5.3.14. A vehicular route will run in front of Plot DI-4 providing landscaped on street parking and access from Ettrick Street.

2

Land use

The land uses are defined in the Parameter Plans "08. Land use ground floor" and "09. Land use upper floors" which must not deviate from.

5.3.15. The ground floor along the High Street must include retail uses with residential above.

5.3.16. Plots HI-2 and H3 include retail at ground floor with residential uses on the upper floors.

5.3.17. Plot F includes retail uses at ground floor (lower and upper) and residential uses in the upper floors.

5.3.18. Plot DI-4 includes retail uses at the ground floor fronting onto Millennium Green with residential uses above.

CHARACTER AREAS

2

1. 6. Definition of terms

Plot



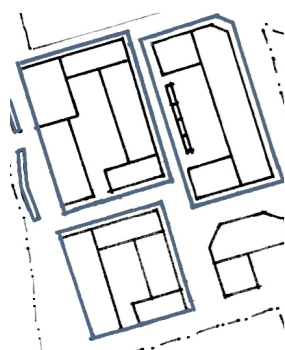
The plot is identified as the maximum building footprint, not including any building projections.

Non-residential uses



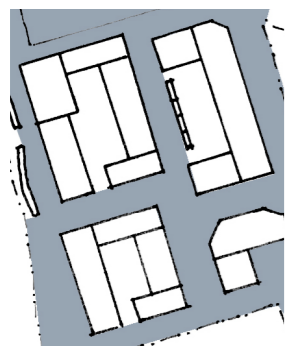
Provision of uses at ground floor or ground and first floor. These includes retail and workspace uses.

Maximum development zone



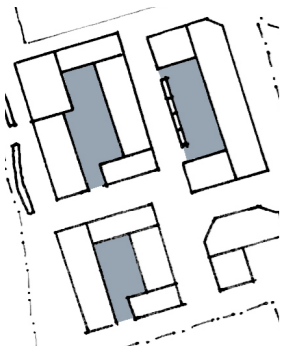
The maximum development zones include the maximum building footprint with the addition of a 2 meters zone for potential building projections.

Public realm



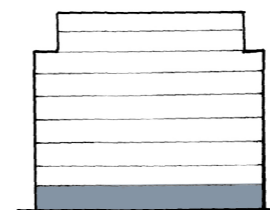
Areas within the Site that can be freely accessed by the general public.

Shared amenity space



Outdoor amenity space shared between residents of the same block.

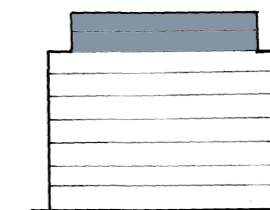
Active ground floor



Uses at ground floor to avoid blank elevations.

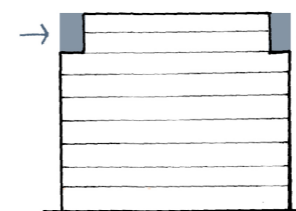
Residential and non-residential uses can provide activity while providing eyes on the street. Plant rooms, refuse stores and car parking **should** be carefully designed to minimise inactive frontages.

Top (building)



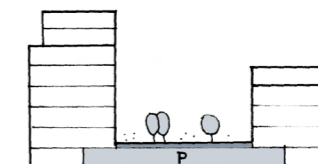
When dividing a building mass horizontally into storeys, the 'top' is the upper portion of the building.

Set backs



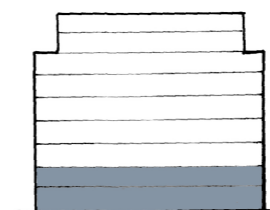
When the upper levels of the buildings are recessed from the building line.

Podium parking



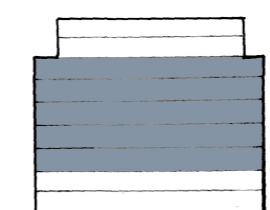
A podium car parking is a ground floor covered parking area in the centre of a courtyard block with amenity space directly above.

Base (building)



When dividing a building mass horizontally into storeys, the 'base' is the lowest portion of the building, connected directly with ground level.

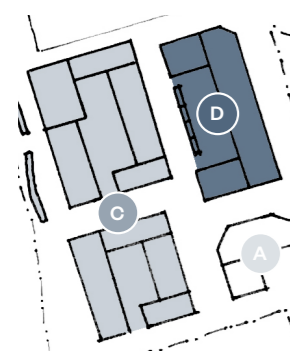
Middle (building)



When dividing a building mass horizontally into storeys, the 'middle' is the mid portion of the building.

1. 6. Definition of terms

Phasing



The project will be delivered across four phases. Phase A sits within the Detailed Proposals component, whilst Phases B, C and D are the Outline Proposals areas.

Indicative layout



All layouts for buildings in outline proposals are indicative.

Hybrid Application



Combination of the Outline Proposals and Detailed Proposals.

Application Drawings

The graphic material submitted to support the Detailed Proposals including plans, sections, elevations and details.

Design and Access Statement

The Design and Access Statement is a document submitted as part of the hybrid planning application for the Aberfeldy Village Masterplan. It provides a framework for applicants to explain how a proposed development is a suitable response to the Site and its setting, addressing topics such as amount of development, use, layout, scale, appearance, landscape and access. The Design and Access Statement: The Masterplan provides information on the illustrative scheme. The Design and Access Statement: Detailed Proposals provides information on Phase A

Parameter Plans

The parameter plans are a series of drawings that establish rules for the development, controlling the layout and scale of future development plots. They have been produced for the Outline Proposals as part of the hybrid planning application.

Development specification

Development specification define and describe the principal components of the development (akin to an elongated description of development including minimum and maximum development quantum and uses)

Illustrative masterplan

The illustrative masterplan represents one example of how the Parameter Plans, the Design Specifications, and the Design Code could be interpreted in the Reserved Matters Applications.

2

**VISION AND
PLACEMAKING
PRINCIPLES**

2.1. Vision and objectives

Proudly made of East London: a real community that welcomes and enriches those who visit, stay and play

London Borough of Tower Hamlets regeneration outcomes

2.1.1. The icons opposite are the eight regeneration outcomes presented by Tower Hamlets during the kick off forum session held in September 2019.

2.1.2. The design team has been using these to inform the proposed masterplan presented in this report across the design process.

2.1.3. The new masterplan is a once in a generation opportunity to reshape the heart of Poplar, create vital connectivity across the A12, unlock severance and deliver:

- A neighbourhood that fosters growth through high quality mixed use redevelopment
- A revitalised local centre with new retail, commercial workspace, civic and faith facilities
- Considerable public realm focused on walkability, healthy streets and creating a child friendly place
- Opportunity for improved connectivity to, from and through the Site
- A significant number of new high quality homes providing a significant contribution to LBTH housing targets

2.1.4. Responding to the climate crisis has been a central consideration for the design team and has informed the location and orientation of buildings, use of materials and energy strategies. A focus on highly efficient building fabric and low carbon approaches to heating and energy will be essential in minimising the impact of the scheme and on providing high quality efficient homes for residents.



1. Infrastructure and place-making



2. Reducing inequalities and enhancing well-being



3. Making communities safer and more cohesive



4. Public realm and environment



5. Affordable housing



6. Employment



7. Enterprise



8. Town centres and markets

The vision pillars

1 Proudly made of East London

Strong heritage, strong connections

- A masterplan that enhances local connections
- Architecture that celebrates local heritage
- Built from real engagement with our community
- Diversity of uses: homes, shops, workspace and community space
- Active throughout the day, evening and weekend
- Dynamic street-scape
- Public realm that feels of London
- An inclusive community where everyone feels welcome
- Independent grocer

2 Creatively made

An exciting, dynamic place made of local soul and character

- Art strategy embedded in history
- Creating jobs and training for the local community
- Features the instagrammable moment
- Providing workspace for independent local business
- Providing studio space for fashion graduates
- Multi-functional space for events, cinema and exhibitions
- Opportunities for meanwhile use to foster community and raise the profile of Aberfeldy Village
- Art in the park

3 Live well

Promoting healthy habitats and lifestyles

- A diverse mixed tenure community
- A safe place to be throughout the day or night
- c.50% publicly accessible
- Enhanced pedestrian and cycle routes
- New health provision
- A sanctuary that offers respite
- Increased biodiversity on Site
- Native trees
- Natural water attenuation
- Diverse F&B offer featuring health natural cuisines
- London Living Wage Employer

4 Celebrating community

Inclusive and welcoming, a place to meet and celebrate cultural diversity

- Community space to enrich lives
- Amenity to combat social isolation and foster community
- Events programme for all
- Play space for all abilities
- Water elements to provide incidental play
- Play on the way
- Mapping the local area to celebrate the best of Poplar
- A digitally connected community
- Community collaboration
- Connected to the wider area

2.2. Proudly made of East London

A masterplan woven together to place connectivity and healthy living at the heart of the neighbourhood

2.2.1. The new masterplan aligns with the project vision, and create a neighbourhood with a strong East London character. To do so, strong links and connections to the wider context through the development of a high quality public realm will be delivered.

2.2.2. The proposed urban strategy relinks the area through different types of connections, which will add variety and richness to the streetscape. These will encourage a range of uses at various times of the day.

2.2.3. The diagram below shows the new key links and connections that transform the accessibility of Aberfeldy and the wider neighbourhood for pedestrian and cyclists.

The proposed connections are:

1. The Healthy Street

2.2.4. The masterplan improves the character of Abbott Road, to create a pedestrian-focussed street that links Langdon Park with Jolly's Green, Braithwaite Park and Millennium Green. Abbott Road will be redesigned to calm traffic, and the existing vehicular underpass across the A12 will be repurposed as a pedestrian connection and improve the links to Jolly's Green.

2. The High Street

2.2.5. The masterplan revitalises the historic Aberfeldy Street with non-residential facilities including new shops. This street will link Nairn Street with The Republic to the south of the A13 and East India Station, while encouraging a cycle link to the exiting OS3.

3. Enterprise Yard

2.2.6. The masterplan continues the character of the existing Poplar Works, which runs adjacent to the A12 in the Nairn Street Estate, through introducing light industrial activities and workspaces in the south of the masterplan to establish a creative north-south route and character area through the neighbourhood.

4. Community Lane

2.2.7. The masterplan establishes a residential north-south connection running from the Nairn Street Estate to Dee Street. This link will be a pedestrian priority route with residential uses, doorstep play and integrated soft landscape.

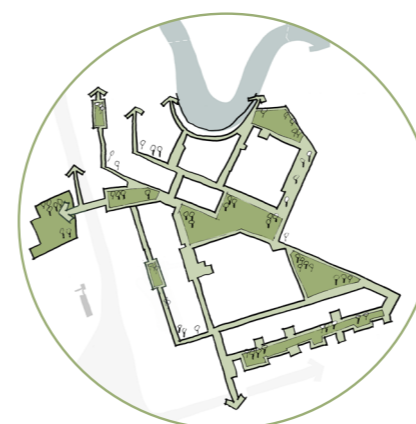
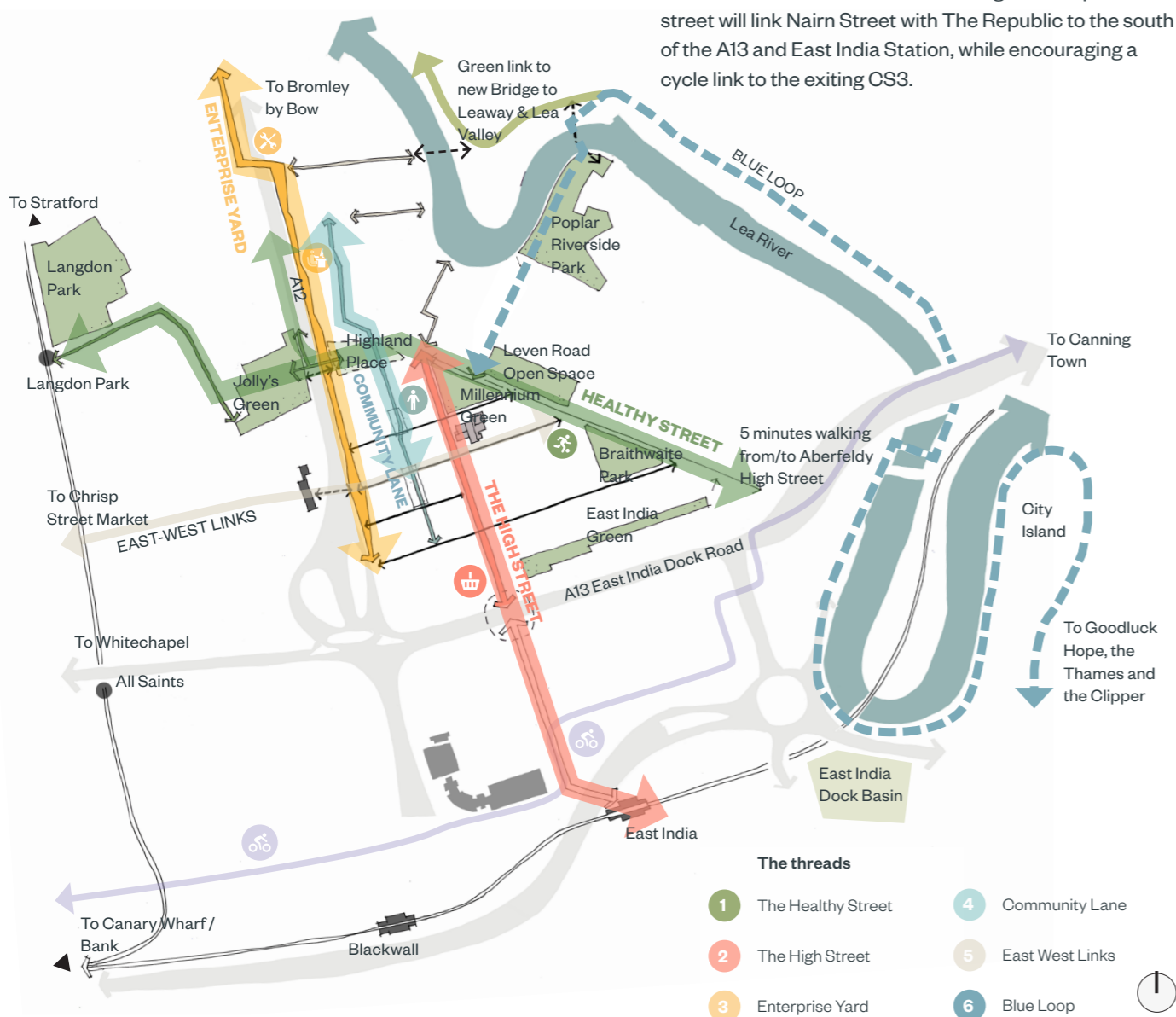
5. East West Links

2.2.8. The masterplan will improve the existing east-west links, including the existing Dee Street pedestrian underpass across the A12 to ensure the neighbourhood is easily and safely accessible.

6. The Blue Loop

2.2.9. Whilst the Site is in close proximity to the River Lea, it is not easily accessible. New bridges across the River Lea and improved links within the neighbourhood will encourage local residents to use the river as a leisure route connecting to the Olympic Park to the north and to City Island, Good Luck Hope and the Clipper to the south east.

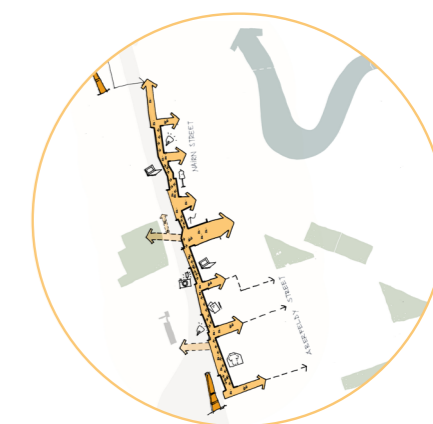
Detailed information on character areas can be found in Chapter 5 "Character Areas" from page 108 of this Design Code.



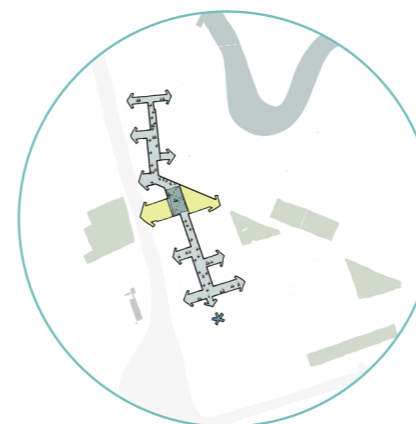
The Healthy Street



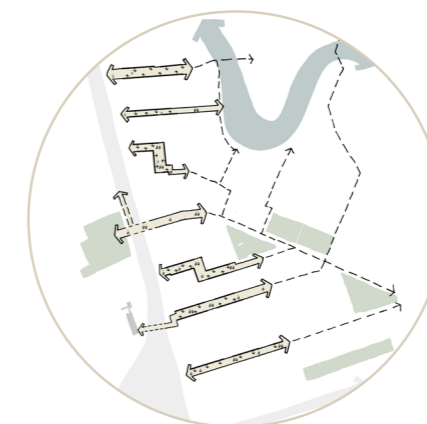
2. The High Street



3. Enterprise Yard



4. Community Lane



5. East West Links



6. The Blue Loop

Fig.5 The six threads of the masterplan which form the framework and structure of the Proposed Development

2.3. Access and movement strategy

Connecting West and East Poplar for the first time in a generation, through the transformation of Abbott Road and the existing vehicular underpass beneath the A12

2.3.1. The diagram below highlights the emerging developments and connections in close proximity to Aberfeldy. The proposed bridges, east-west connections and green infrastructure investments will help to link the Site to the wider context and break the severance of the 'Aberfeldy island' which has isolated the neighbourhood for so long.

2.3.2. The Site includes a strategic east west link, identified as a Liveable Street connecting Chrisp Street Market to Canning Town. The transformed vehicular underpass to create a pedestrian and cycle route, the open spaces improvements and the traffic calming along Abbott Road will dramatically improve this key east-west connection.

2.3.3. The new constructed and planned bridges will increase opportunities for sustainable transport connecting the borough of Newham to Tower Hamlets and improve leisure opportunities along the River Lea.

2.3.4. The emerging developments and infrastructure will help address the severance and isolation of East Poplar. The new A12 cycle and pedestrian Underbridge will enable safe, pleasant and healthy journeys, reconnecting the area, improving accessibility and delivering a better environment in accordance with the Healthy Street agenda. Highland Place, the new central open space, will be a new heart for the neighbourhood.

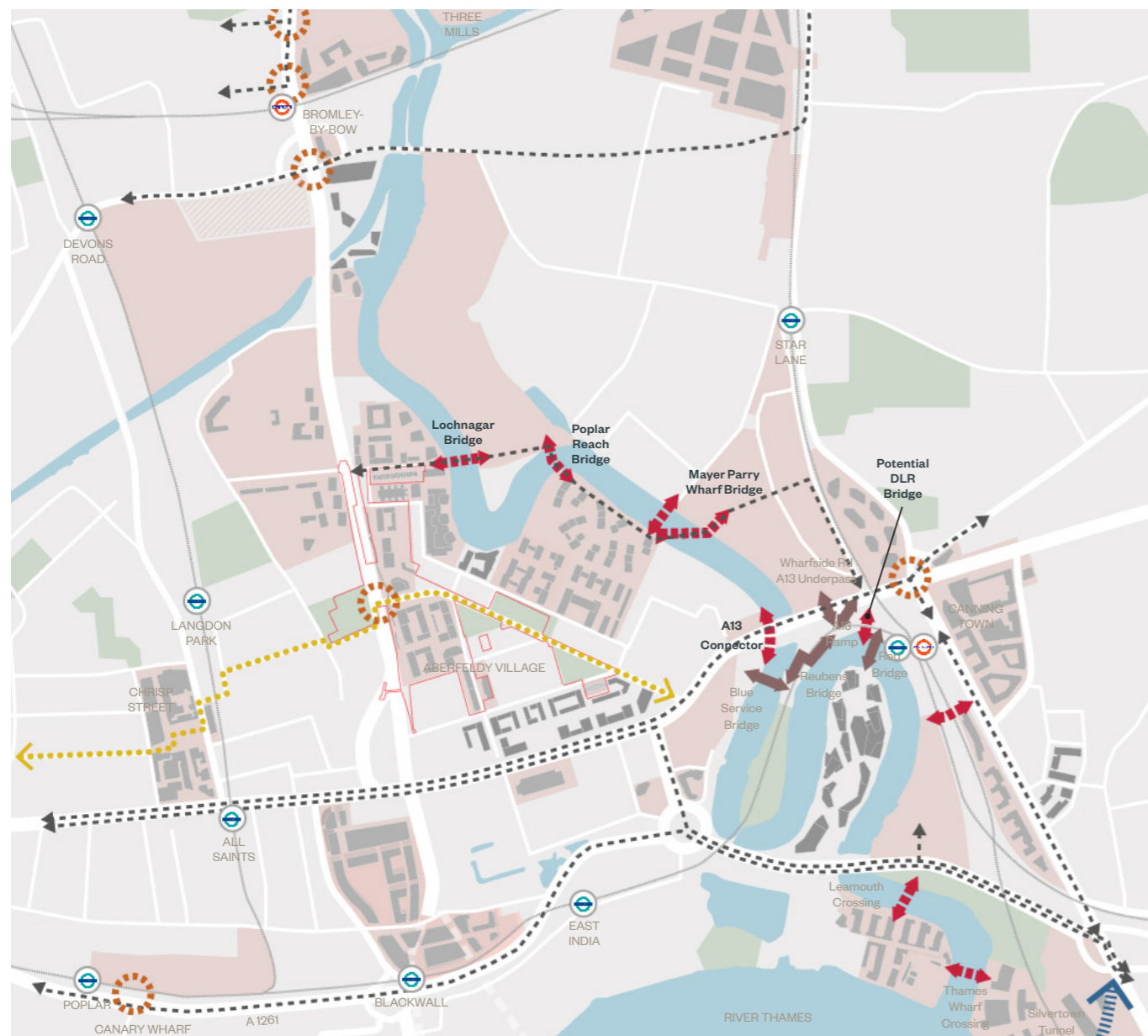


Fig.6 Map showing emerging development and emerging connections

2.4. Landscape strategy

Enabling the connection of existing, emerging and proposed green spaces, to create a child friendly neighbourhood

Existing green infrastructure

2.4.1. The plan below identifies the existing open and water spaces both within and surrounding the Site.

2.4.2. There are a number of green spaces and parks in close proximity to Aberfeldy e.g. Jolly's Green. However these spaces are currently not well connected. The A12 presents a barrier to the Tower Hamlets Green Grid Strategy and connecting these key public spaces.

2.4.3. Within the Site, Abbott Road divides the existing green spaces of Leven Road Open Space, Braithwaite Park, and Millennium Green.

Proposed green infrastructure

2.4.4. The Proposed Development provides the opportunity to create new green spaces of a variety of scales, alongside green infrastructure, which can connect to the existing green network. New green links will provide residents and visitors with access and improved connections to green space, across the A12 and to the riverside.



Fig.7 Existing open and water spaces