

Figure 2-4: Townscape Character Areas with heritage assets

Notes:

Approximate Site boundary marked in red for indicative purposes only. Heritage assets within a 500m and 1km radii are identified.

Locally listed buildings within 500m are identified. Grade II*/ II buildings within 1km are also identified.

Conservation areas are marked in pink and identified below.

Borough boundaries are marked with a blue dotted line.

Conservation areas:

- ① Balfroon Tower Conservation Area
- ② St Frideswide's Conservation Area
- ③ Langdon Park Conservation Area
- ④ Limehouse Cut Conservation Area
- ⑤ All Saints Church, Poplar Conservation Area
- ⑥ Naval Row Conservation Area
- ⑦ Lansbury Conservation Area
- ⑧ St Matthias Church, Poplar Conservation Area

Townscape character areas:

- Townscape character area 1: Poplar
- Townscape character area 2: Poplar Riverside
- Townscape character area 3: East India Dock
- Townscape character area 4: East of The River Lea
- Townscape character area 5: Limehouse Cut

Listed buildings:

- Grade II* listed building
- Grade II listed building

Non designated heritage assets:

- Locally listed building
- Non designated heritage asset

TOWNSCAPE CHARACTER AREAS

5.3 The five townscape character areas (townscape receptors) that are identified for the purposes of this assessment, and which are described below and illustrated in Figure 2-3 comprise:

1. Poplar
2. Poplar Riverside
3. East India Dock
4. East of the River Lea
5. Limehouse Cut

5.4 The definition of these TCAs has taken into account the boundaries of designated heritage assets such as conservation areas (and relevant adopted documents describing and assessing the character or significance of these areas) as well as LPA SPDs for the area.

5.5 The boundaries of these various areas are, however, not always clearly defined as the townscape character may gradually change along the length of a street between areas of distinct townscape character.

TCA 1: Poplar

5.6 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.

5.7 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.

5.8 The Aberfeldy Estate, at the eastern end of this TCA, is currently undergoing significant regeneration to provide a new neighbourhood. The first phases of Aberfeldy Village include residential units alongside shops, community and healthcare facilities and are due to be completed in 2021. Alongside this, there are pockets of recent development throughout the TCA, including along East India Dock Road and, more significantly, around Langdon Park DLR Station, where a number of developments are complete or nearing completion. These include two towers of 19 and 22 storeys. Further recent tall development is located at the southern end of the TCA, at Blackwall.

5.9 Throughout the TCA, there are a number of community and educational buildings, such as the Lansbury Lawrence Primary School, Langdon Park School and New City College. A post-war school of note is the grade II listed former Bromley Hall School, on Leven Road (north end). It was built in 1967-8 by the London County Council Architects' Department under the job architect Bob Giles, and was extended in 1978 to 1979. Its buildings are one storey high and of brown engineering brick. The school has been vacant for a number of years and is on Historic England's Heritage at Risk Register 2019 (its condition is listed as 'poor').

5.10 A number of churches survive across the TCA, despite widespread estate building in the post-war period. Small parades of shops and shopping areas can also be found throughout, such as the Crisp Street Market and along Poplar High Street and East India Dock Road. The Aberfeldy Neighbourhood Centre, the focus of which is Aberfeldy Street, lies within the Site. One of the defining characteristics of that street is its row of mature street trees. Small parks and neighbourhood squares are common in the TCA, including the larger parks of Poplar Recreation Ground, Bartlett Park and Langdon Park.

5.11 Canary Wharf and Blackwall lie to the south of this TCA, and the tall buildings in these locations (which fall within tall building zones identified by the LBTH) can be seen in views from across the area. As noted in Chapter 2, Balfour Tower (grade II*) is a borough-designated landmark local to the Site that is the focus of several borough-designated views – View 5 from Langdon Park to Balfour Tower; and View 6 from East India Dock Road to Balfour Tower - and these have been illustrated in this TVIA.

5.12 The following heritage assets are located within this TCA and inform the assessment of its sensitivity.

Conservation areas

5.13 **Balfour Tower Conservation Area** is located directly to the west of the Site, on the other side of the A12. It was designated by the LBTH in October 1998. A Character Appraisal and Management Guidelines document (BTCAMG) (Ref.2-28) was adopted by the LBTH in March 2007. The CA is focused on the grade II* listed Balfour Tower, along with other buildings in the Brownfield Estate, including the grade II listed Carradale House, the grade II listed Glenkerry House, a community centre, shops and low-rise housing development. The immediate setting of this Conservation Area includes the A12.

5.14 On the subject of views, the BTCAMG notes that *'The key vistas include views south along St Leonard's Road from Balfour Tower and Carradale House, and striking views across the Borough. The view of the towers from the Langdon Park area is also of high quality. The tower blocks are clearly visible from East India Dock Road, and have long been considered landmark buildings in London's East End. The adjacent open space of Jolly's Green provides an appropriate 'forecourt' to*

Carradale House and the northern edge of the Conservation Area. Most vehicular entrances into the Conservation Area are framed by the buildings of the estate'. This TVIA includes a number of views from within and looking across this CA, including views from Jolly's Green and Langdon Park, taking in the listed buildings noted above.

5.15 **St Frideswide's Conservation Area** is located approximately 110m to the south-west of the Site at its closest point, lying just to the west side of the Blackwall Tunnel Northern Approach. The CA was designated by the LBTH in 1993. A Character Appraisal and Management Guidelines document (Ref.2-29) was adopted by the LBTH in March 2007. It is a small CA that covers an area along Follett Street and Lodore Street that includes the locally listed St. Frideswide's Mission and associated buildings, which are mid-to-late 19th century yellow and red stock brick buildings. The immediate setting of this CA takes in the major road junction of the A102 and East India Dock Road.

5.16 Views within the CA run along street axes, including through Follett Street and Lodore Street. None of these are relevant to the Proposed Development. Nonetheless, views are possible from this CA towards the Site, looking across the busy road junction noted above.

5.17 **Langdon Park Conservation Area** is located approximately 120m to the west of the Site at its closest point, separated by the A12. It was designated by the LBTH in December 1990 and extended in October 2008. The Langdon Park Conservation Area Character Appraisal and Management Guidelines (LPCAMG) (Ref.2-30) were adopted by the LBTH in August 2009. The focal point of the CA is the grade II listed St. Michael's Church. The open space of Langdon Park falls within the CA, as does Langdon Docklands Light Railway Station, a primary school, and Georgian terraces. The LPCAMG notes that the Spratt's Biscuit factory complex (located on Limehouse Cut) *'stands alone as a reminder of the area's historic industrial past'*, whilst the south-eastern part of the CA has a *'distinct village-like quality'*. The immediate setting of this CA includes tall modern development of recent construction at Langdon Park DLR Station. On the subject of views, the LPCAMG notes *'The views towards St Michael's Church from both north and south along St Leonards Road are significant, where the church spire plays an important role as a local landmark. Significant long views towards Spratt's factory complex along the canal and Violet Road make the group a stately landmark'*.

5.18 Those views are not of relevance to the Proposed Development, although open views in the direction of the Site are possible from Langdon Park, views that take in the church. This is illustrated in a TVIA view from this park (see views section below).

5.19 As noted above, Langdon Park is the location of Borough View 5 towards Balfour Tower. The effect of the Proposed

Development on this view is assessed in this TVIA (see views section below).

5.20 **All Saints Church, Poplar Conservation Area** is located approximately 280m to the south-west of the Site at its closest point. The CA was designated by the LBTH in February 1986. A Character Appraisal and Management Guidelines (APCAMG) (Ref.2-31) was adopted by the LBTH in March 2007. The parish Church of All Saints, built in 1820-23, and its churchyard form the centrepiece of the CA, which also includes early 19th century residential streets. The immediate setting of this CA includes post-war, late 20th century and modern development. The latter includes tall modern apartment buildings at no.187 East India Dock Road, and Camellia House, Cotton Street and Blashill Court, Pomfret Place.

5.21 The APCAMG notes that *'There are many long views to the spire of All Saints from outside the Conservation Area. Within the area, the views to the church across the churchyard are important from all directions, including diagonal views across the gardens. The views along the streets bordering the churchyard are important as the character of the residential edge to the square is still largely evident. The view east along Montague Place is particularly valuable, as it is defined by surviving historic buildings in relatively good condition'*. Some of the above look in the direction of the Site but take in the aforementioned tall modern development overlooking the CA. The TVIA includes a representative view from within this CA, lying within the church gardens (see views section below).

5.22 **Naval Row Conservation Area** is located approximately 250m to the south-east of the Site at its closest point. The Naval Row Conservation Area was designated in January 1987 by the London Docklands Development Corporation. The Conservation Area Character Appraisal and Management Guidelines (NRCAMG) (Ref.2-32) were adopted in March 2007. These describe the character of the CA as being *'defined by the surviving structures associated with the historic port and shipbuilding activities of the 19th century'*. The immediate setting of this CA includes the busy A102 and modern office buildings on Clove Crescent. The most significant views within the CA are those along Naval Row, running east-west, and north along the old perimeter wall of the East India Dock. Those looking north have the potential to take in development on the Site – the TVIA includes a representative view looking north (see views section below).

5.23 **Lansbury Conservation Area** is located approximately 390m to the west of the Site at its closest point. It lies to the north of East India Dock Road in Poplar. It was designated by the LBTH in January 1997. A Conservation Area Character Appraisal (LCACA) (Ref.2-33) was adopted by the LBTH in March 2008. The CA covers an area that was subject to the first comprehensive post-war housing redevelopment in the east end of London, including the permanent buildings of the 1951 Festival of Britain. The LCACA describes the CA as being characterised by *'...low scale residential architecture*

and traditional housing...with houses and blocks of flats grouped into closes and squares of different sizes... linked with open and landscaped land.' The Conservation Area includes modern development, which encompasses tall residential buildings (New Festival Quarter). Its local and wider setting includes post-war, late 20th century and modern development.

5.24 The LCACA notes that 'The area is characterised by many distinctive views. The straight lines of East India Dock Road create long views to the west and east, including the composition of early 1950s residential buildings on the north side of the road, from Baring House to Trinity Church. The St Mary and St Joseph Roman Catholic Church is also highly visible from the local streetscene, particularly through Upper North Street, Canton Street and Grundy Street. Its stepped profile dominates the local townscape while its short spire is visible on the skyline. Panoramic views also exist in the area, with the towers of Canary Wharf setting a backdrop to the smaller scale of Poplar, highlighting the distinction between the low-rise character of the Lansbury Conservation Area and its developing metropolitan surrounds'.

5.25 Of the views noted above, those in the direction of the Site take in tall development of recent construction at Langdon Park DLR Station. The TVIA includes 3 such views from within this CA (see views section below).

5.26 **St Matthias Church, Poplar Conservation Area** is located approximately 575m to the south-west of the Site at its closest point. It was designated by the LBTH in February 1986. A Character Appraisal and Management Guidelines document (SMCAMG) (Ref.2-34) was adopted by the LBTH in March 2008. This states that the CA was designated to '...safeguard the visual setting of the Grade II* listed St Matthias Church, the oldest church in Poplar.' The character of the CA is said to be '... defined by its group of miscellaneous public buildings and a residential townscape, complementing the St. Matthias Church and the Poplar Recreation Ground surrounding it.' The local setting of this CA takes in modern development (such as New City College). The SMCAMG identifies a number of views from within this CA, although none are on streets aligned on the Site. Views towards development on the Site may be possible from its northern end, by East India Road. The TVIA includes a views from within the churchyard (see views section below).

Listed Buildings

5.27 Listed Buildings falling within this TCA are identified below.

- Former Bromley Hall School, Leven Road – grade II
- Balfron Tower, St Leonard's Road – grade II*
- Glenkerry House, Burcham Street – grade II
- Carradale House, St Leonard's Road – grade II

- Church of St Saviours, Northumbria Street – grade II
- The Susan Lawrence and Elizabeth Lansbury Schools, Cordelia Street – grade II
- The Festival Inn, Kerbey Street, Chrisp Street Market – grade II
- The Chrisp Street Market Clock Tower, Market Square – grade II
- No. 153 East India Dock Road – grade II
- The Pope John House, East India Dock Road – grade II
- The Department of Health and Social Security, no. 133 East India Dock – grade II
- The gate and end piers to no. 133 (Department of Health Social Security), East India Dock Road – grade II
- The War Memorial to the children of Upper North Street School, East India Dock Road – grade II*
- Tomb of Captain Samuel Jones and family, St Matthias, Woodstock Terrace – grade II
- Tomb of John Smart, St Matthias, Woodstock Terrace – grade II
- Tomb of Hugh Mcintosh, St Matthias, Woodstock Terrace – grade II
- Tomb of Solomon Baker, Woodstock Terrace – grade II
- Tomb of Samuel Coppendale, St Matthias, Woodstock Terrace – grade II
- The Church of St Matthias, Woodstock Terrace – grade II*
- Church of St Michael and All Angels, St Leonard's Road – listed grade II
- War Memorial, St Leonard's Road – grade II
- Poplar Baths, East India Dock Road – grade II
- Statue of Richard Green (in front of the public baths), East India Dock Road – grade II
- All Saints Rectory, Newby Place – grade II
- The gate piers at the children's playground, Newby Place – grade II

- All Saints Church with St Frideswide, East India Dock Road – grade II
- The railed wall and gate piers at All Saints Church with St Frideswide, East India Dock Road – grade II
- Greenwich Pensioner Public House, no. 28 Bazely Street – grade II
- Nos. 45 – 51 Bazely Street – grade II
- No. 5 – 11 Montague Place (Consec.) – grade II
- Nos. 1 – 3, no. 24 Bazely Street – grade II
- East India Dock Pumping Station, East India Dock Wall Road – grade II
- Northern Portal and Parapet to the Blackwall Tunnel, Poplar High Street – grade II

Non-designated HAs

5.28 Non-designated Heritage Assets falling within this TCA are identified below.

- St Frideswides Hall, Lodore Street (LLB)

5.29 In summary, this is a large TCA covered by predominantly residential estates, largely dating from the post-war period. There are a few pockets of historic development which survive between, and there are a number of recent developments, including the regeneration of the Abefeldy Estate. Taking this into account, this is a TCA of **medium** sensitivity.

TCA 2: Poplar Riverside

5.30 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, where a residential-led, mixed use scheme rises to over 20 storeys in height (London City Island). In addition, there are several sites just to the north/north-east of the Site benefitting from recent planning permissions. These include the site of the former bus depot on Leven Road, where three residential tall buildings of 15, 17, and 20 storeys are consented; the adjacent Islay Wharf development on Lochnagar Street, which includes two residential blocks of 12 storeys and 21 storeys; and to the north of that, Ailsa Wharf, where a mixed use scheme includes buildings of up to 17 storeys. 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.

5.31 The remainder of this TCA can be largely characterised as industrial, with much of the development being in the form of large footprint industrial buildings, predominantly dating from the post-war period onwards, with the exception of a few 19th century buildings, including the former bus depot on Leven Road noted above (a non-designated heritage asset).

5.32 Despite the river running the length of the eastern side of this TCA, there are few points where the riverside can be accessed, particularly at the northern end of the TCA.

5.33 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. This development, and others like the former bus depot on Leven Road, this will also create new opportunities for surrounding communities to access an enhanced riverside walkway.

5.34 The TCA does not contain any designated HAs.

Non-designated HAs

5.35 Non-designated Heritage Assets falling within this TCA are identified below.

- Former bus depot, Leven Road

5.36 In summary, this TCA is located on the western side of the River Lea and comprises predominantly industrial or post-industrial land. It is currently undergoing wide scale regeneration, some of which is already complete. Taking this into account, this TCA is of **low to medium** sensitivity.

TCA 3: East India Dock

5.37 This TCA is located to the south of the Site, and is bound by East India Dock Road (A13) to the north, the Blackwall Tunnel Northern Approach (A12) to the west, the A1020 to the east and the A1261 and Naval Row to the south.

5.38 This TCA comprises a group of large footprint buildings, including a Travelodge, the Tower Hamlets Council offices, telecommunications buildings and East India Dock House (grade II* listed – see below). A dockside area of landscaped public realm lies at the southern end of this TCA, linked to the East India DLR station by a footbridge over the A1261. This provides views of the surrounding area, including the tall buildings of Canary Wharf. From other parts of this TCA, views of the surrounding area are much more limited due to the scale and pattern of the development, which ensures a sense of enclosure. The buildings have largely blank façades to the surrounding area, giving this TCA a very inward-looking character, with little physical permeability with the surrounding area, added to by the major roads which surround it and create a poor pedestrian environment.

5.39 The TCA includes East India Dock House, the former Financial Times Print Works, no. 240 East India Dock Road – grade II* This former production and print works dates from 1987-88. It was designed by Nicholas Grimshaw and Partners and converted into a data centre in the late 1990s. This 3 storey building has a steel frame clad in vacuum-formed aluminium panels at either end and glass walls on the central sections of the principal elevations.

5.40 A small portion of the Naval Row Conservation Area lies within this TCA (on its south-western boundary. The NRCAMG describes the character of the CA as being ‘defined by the surviving structures associated with the historic port and ship-building activities of the 19th century’. Among those structures referred to, the following three (all grade II listed) lie within this TCA: Embankment wall, railings and steps, Naval Row; East India Dock boundary Wall, Leamouth Road/ East India Dock Wall Road; and Plaque on the modern dock wall facing west, East India Dock Road.

Conservation areas

- Naval Row Conservation Area (see TCA 1: Poplar for a description of this CA)

Listed Buildings

5.41 Listed Buildings falling within this TCA are identified below.

- East India Dock House, the former Financial Times Print Works, no. 240 East India Dock Road – grade II*
- Embankment wall, railings and steps, Naval Row
- East India Dock boundary Wall, Leamouth Road/ East India Dock Wall Road
- Plaque on the modern dock wall facing west, East India Dock Road

5.42 In summary, this TCA has an inward-looking character with poor connections to the surrounding area. Due to the scale of the development within this TCA, views of the surrounding area are limited, other than from the public realm to the south. Taking this into account, this is a TCA of **low to medium** sensitivity.

TCA 4: East of the River Lea

5.43 This TCA is located to the north-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. The former Bromley-by-Bow gasholder site lies at the northern end of the TCA. Much of the development across

this TCA comprises low scale, large footprint modern sheds, planned around large car parks or yards.

5.44 Leamouth Peninsula Ecological Park, an area of green space, crossed by the DLR line, lies at the far southern end of the TCA. To the far west and south of the TCA there are cleared sites awaiting redevelopment along with some examples of recent development south of Canning Town Station.

5.45 A footpath runs along much of the riverside, which forms the western boundary of the TCA, allowing views across the river towards the Site, as well as of the tall buildings in Stratford and Canary Wharf, to the north and south respectively. The TCA includes a key Borough-designated view of the Balfroon Tower (grade II*), itself a borough landmark. The view, from the A13, just west of the River Lea, takes in the Site and is assessed in this TVIA (see views section below).

5.46 The TCA takes in a small number of designated heritage assets (listed buildings only, all grade II). These lie a considerable distance from the Site, situated at Bromley by Bow. They include a group of seven gasholders at the former Bromley by Bow Gasworks. Built in 1872 to the designs of engineers Clark & Kirkham. To the west of this lies Twelvetrees Crescent Bridge, a brick and wrought iron bridge with two arches, spanning the River Lea, completed in 1872 by engineer P W Barlow to provide access to the nearby Gas Works. The remaining listed buildings lie just south of the gasholders: a war memorial at Twelvetrees Crescent, and a statue of Sir Corbett Woodhall, within Bromley by Bow Memorial Garden. The local setting of these HAs is due to change significantly with the construction of a major residential-led development, including tall buildings by West Ham London Underground Station.

Listed Buildings

5.47 Listed Buildings falling within this TCA are identified below.

- Gasholders at the former Bromley by Bow Gasworks – grade II
- Twelvetrees Crescent Bridge – grade II
- War memorial, Twelvetrees Crescent – grade II
- Statue of Sir Corbett Woodhall, Bromley by Bow Memorial Garden – grade II

Non-designated HAs

5.48 Non-designated Heritage Assets falling within this TCA are identified below.

- Former London Gasworks, Twelvetrees Crescent (LLB)

5.49 In summary, this is a TCA of predominantly industrial land, with pockets of land either undergoing or awaiting

redevelopment. It contains a limited number of grade II listed buildings, some distance from the Site. Taking this into account, this TCA is of **low to medium** sensitivity.

TCA 5: Limehouse Cut

5.50 This TCA is located to the north-west of the Site and includes the Limehouse Cut Canal, which follows the southern boundary of the TCA. It is the focus of a CA of the same name (see below). Along the canal, there are a number of recent developments, along with pockets of industrial land and surviving 19th century warehouses. The recent development continues along the railway line that runs north/south through this TCA, and at Bromley by Bow Station, where a number of residential blocks have been recently completed, including a 25 storey tower. Beyond the canal, there are a number of residential estates, predominantly dating from the post-war period but becoming increasingly more interspersed with recent development. Small parks and parades of shops can be found throughout the TCA. The canal has a number of crossing points which provide links with the surrounding area.

5.51 The A12 runs through this TCA, creating visual and physical severance between the main part of the TCA and the eastern portion. Between the A12 and the River Lea the townscape is more fragmented. Towards the northern end of this part are some recent developments, and further south is a piecemeal area of land comprising some historic buildings (some of which are listed), post-war commercial buildings and low industrial buildings. The TCA includes a number of heritage assets.

Conservation areas

5.52 **Limehouse Cut Conservation Area** is located approximately 75m to the north of the Site at its closest point. It was designated by the LBTH in 2009. A Conservation Area Character Appraisal (LCCAA) was adopted by the LBTH in August 2011 (Ref. 2-35). The CA is focused on the Limehouse Cut, including all retaining walls, revetment walls and the towpath, and includes pockets of development extending beyond the canal. Views within most of the CA are contained by development along the canal. The LCCAA identifies key views, some of which are potentially relevant to the Proposed Development. These include the open view from Bow Locks looking south. This takes in the office towers at Canary Wharf and the Balfroon Tower. The Character Appraisal comments on the ‘dramatic juxtaposition’ created by this backdrop of tall development to the CA. This view is presented in this TVIA (see views section below).

Listed Buildings

5.53 Listed Buildings falling within this TCA are identified below.

- Bromley Hall, no.43 Gillender Street – grade II*

- Former Fire Station, nos. 25 – 38 Gillender Street – grade II
- Poplar Public Library, no. 45 Gillender Street – grade II
- Dowgate Wharf P B Burgoyne and Company Limited Warehouse, Gillender Street – grade II
- Twelvetrees Crescent Bridge – grade II
- Widow’s Son Public House, no.75 Devons Road – grade II*

5.54 In summary, this TCA comprises a mixture of post-war and recent developments, predominantly residential in use, with pockets of earlier industrial land along the canal and an area of piecemeal land to the south-east. Taking this into account, this TCA is of **low to medium** sensitivity.

Townscape Receptors – Sensitivity

5.55 The table below sets out the sensitivity of the townscape receptors, as described above.

TCA	Sensitivity
TCA 1: Poplar	Medium
TCA 2: Poplar Riverside	Low to Medium
TCA 3: East India Dock	Low to Medium
TCA 4: East of the River Lea	Low to Medium
TCA 5: Limehouse Cut	Low to Medium

Table 2-3 Townscape Receptors

Visual Receptors – Sensitivity

5.56 The visual receptors considered in this assessment are set out in Table 2-4 below. As explained in chapter 3 of this TVIA, the sensitivity of views is determined through consideration of their importance/value and their susceptibility to change. These attributes are considered under each view 'as existing' in chapter 6 of this TVIA.

View no	View	Sensitivity
1	South of East India Dock Road	Low to Medium
2	Junction of Robin Hood Lane and Poplar High Street	Low to Medium
3	Abbott Road / Ettrick Street	Medium
4	Portree Street, junction with Abbott Road	Low to Medium
5	LBTH borough designated view 6: View from East India Dock Road to Balfro Tower & Canary Wharf in the background	Medium to High
6	A12, junction with Zetland Street	Low
7	Riverside footpath north of River Lea / Bow Creek	Medium
8	Bow Creek / River Lea Bridge	Medium
9	Cody Road	Low
10	Star Lane Park	Medium
11	A12, junction with Teviot Street	Low to Medium
12	Uamvar Street	Medium
13	LBTH borough designated view 5: View from Langdon Park to Balfro Tower & Canary Wharf in the background	Medium to High
14	Jolly's Green	Medium
15	St Leonards Road	Medium to High
16	Pedestrian path from A102 / St Leonards Road	Low to Medium
17	All Saints Churchyard, inside west entrance gates	Medium
18	Poplar High Street, bridge over railway tracks	Low to Medium
19	Poplar Recreation Ground	Medium
20	Upper North Street	Low to Medium
21	Cordelia Street	Low
22	Bartlett Park	Medium
23	Twelvetrees Crescent, bridge over River Lea and Bow Creek	Medium
24	LVMF 5A.1 – Greenwich Park: the General Wolfe statue – at the orientation board	Medium to High
25	Nutmeg Lane	Low
26	Upper Bank Street	Low
27	Trafalgar Way	Low
28	South side of Bow Creek	Low to Medium
29	Chrip Street, looking along Willis Street	Low to Medium
30	A12, junction with East India Dock Road, looking north	Low to Medium
31	Dee Street / Abbott Road	Low to Medium
32	Dee Street, midway	Medium
33	Brownfield Street, outside no.30	Low to Medium
34	Memorial Recreation Ground	Medium

Table 2-4 Visual Receptors

Existing townscape – summary

5.57 The Site is located in Poplar, in the LBTH. The Site and the surrounding area are severed by transport corridors – both the A12 and A13, and also the River Lea, which is a barrier to east-west movement. The townscape is fragmented and as a whole undergoing wide scale regeneration. There are areas of industrial land, large areas of inward-focussed post-war housing estates, and areas of recently developed land, as well as pockets of historic or earlier development. The grade II* listed Balfro Tower, lying just to the west of the A12 and the Site, is the focus of both the Brownfield Estate and the Balfro Conservation Area, which include other listed buildings, such as Carradale House (grade II), and Glenkerry House (grade II). The townscape setting of other heritage assets located in the area around the site has changed markedly since they were built. The recent and emerging context in the surrounding area comprises predominantly residential-led schemes on the riverside and at Langdon Park/ the DLR corridor, many of which include tall buildings that serve as new markers in the townscape.

6 Potential Effects

EFFECTS DURING DEMOLITION AND CONSTRUCTION

6.1 Likely demolition and construction activities are summarised in ES Volume 1, Chapter 5: Demolition and Construction. The following sections consider the visual effect of the demolition and construction process.

6.2 An indicative construction programme is provided in ES **Volume 1, Chapter 5: Demolition and Construction**. The demolition and construction works are assumed to commence in 2022 and will be split into a number of construction phases, built out over a period of approximately ten years and eight months. The anticipated phases are shown in the Parameter Plan titled 'Indicative Construction Phasing', ref: '3663-LBA-DR-04' and are summarised below and shown on Figure 2-5 opposite:

- Phase A – Plots H1-2, H3, F, I, J and the improvements to Leven Road Green and Braithwaite Park (the Detailed Proposals);
- Phase B – Plots A1-2, A3, B1-2, B3, B4, B5, improvements to Abbott Road to a healthy street and formation of new pedestrian route through the conversion of the existing vehicular underpass;
- Phase C – Plots C1-4, E1-3 and the improvement to the Dee Street pedestrian underpass; and
- Phase D – Plots D1-4

6.3 For the assessment, the following assumptions have been made:

- In respect of embedded mitigation which forms part of the Proposed Development's demolition and construction works, the perimeter of the Site would be surrounded by solid hoarding (2.4m in height). This will provide some screening of construction activities on the Site from street level.
- There are no special visual effects that are generated as a result of the construction process outside of those that are inherent in constructing buildings of the type proposed.

Assessment

6.4 The magnitude of impact for townscape ranges from very low to high. The magnitude of change for views ranges from **no effect** to **high**. The sensitivity of receptors is as provided within the baseline assessment of each view and townscape character area.

6.5 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

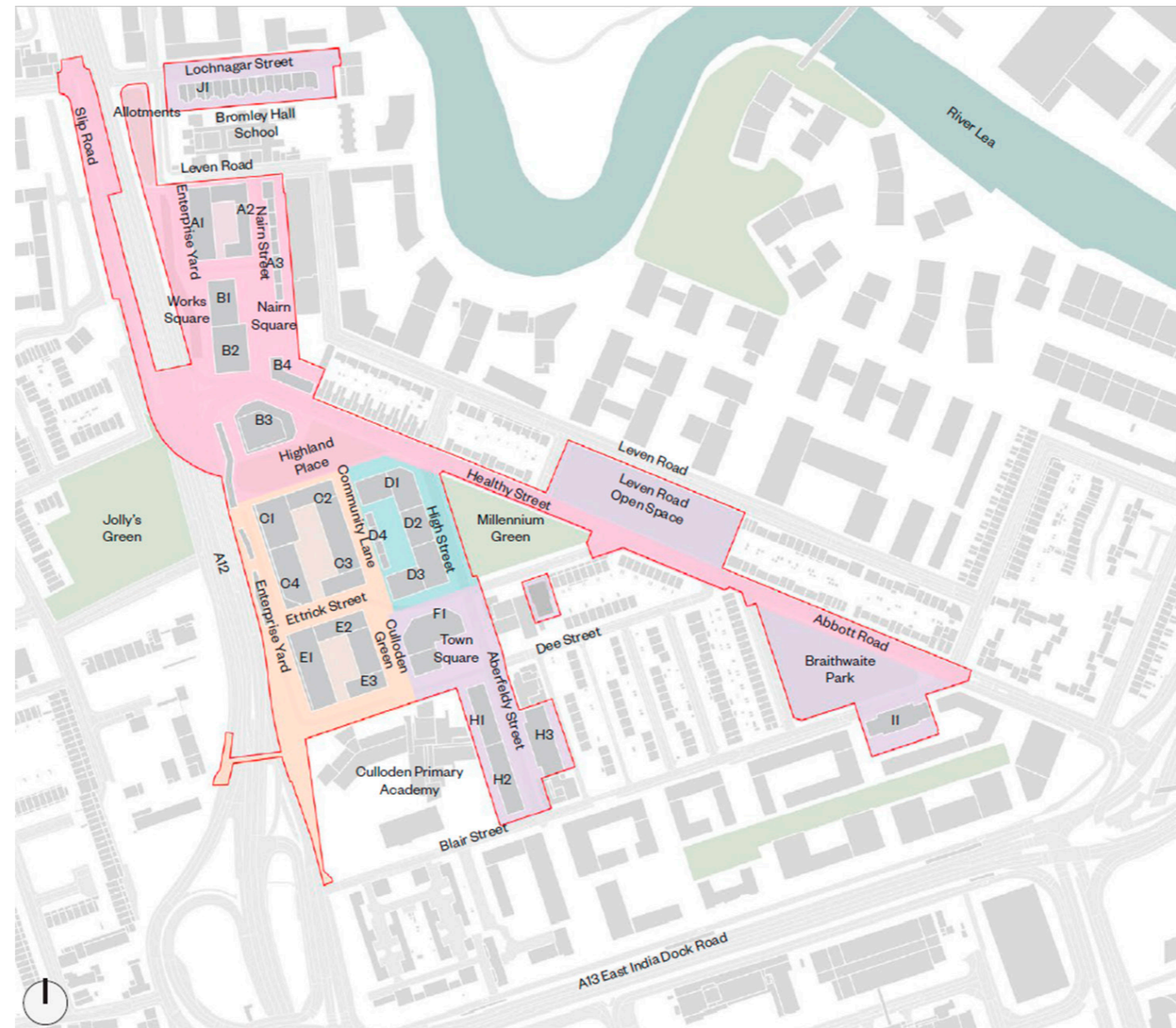


Figure 2-5 – Phasing (Source: Levitt Bernstein)

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.

6.6 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.

EFFECTS ONCE THE PROPOSED DEVELOPMENT IS COMPLETED AND OCCUPIED

The Proposed Development

6.7 A description of the Proposed Development follows, for the purposes of assessing its design quality. Reference should also be made to other relevant application documents, particularly **ES Part 1 – Chapter 5: The Proposed Development**, the drawings submitted with the application, and the DAS, Design Code, and Development Specification.

Overview of the Proposed Development

6.8 The hybrid application seeks detailed planning permission for Phase A and outline planning permission for future phases, comprising:

1. Phase A: Full (detailed) planning permission for residential (Class C3), retail, food and drink uses and a temporary marketing suite (Class E and Sui Generis), together with access, car and cycle parking, associated landscaping and new public realm, and private open space.
2. Phases B, C, and D: Outline planning permission (all matters reserved) for the demolition of all existing structures and redevelopment to include a number of buildings (up to 100m AOD) and up to 141,014.4sqm (GEA) of floorspace comprising the following mix of uses:

- Residential (Class C3);
- Retail, workspace, food and drink uses (Class E);
- Car and cycle parking;

- Formation of new pedestrian route through the conversion of the existing vehicular underpass;
- Landscaping including open spaces and public realm; and
- New means of access, associated infrastructure and highways works.

The Masterplan Framework

6.9 The proposed urban strategy provides different types of connections, which are intended to add variety and richness to the streetscape. These will encourage a range of uses at various times of the day.

6.10 Figure 2-6 shows 6 key new 'threads' of the masterplan that form its framework and character. These are:

1. **Healthy Street:** Improve the character of Abbott Road to create a pedestrian-focussed street that links Langdon Park with Braithwaite Park and Millennium Green. Abbott Road will be re-designed to reduce traffic, and the existing vehicular underpass across the A12 will be re-imagined as a pedestrian connection and improve the links with Jolly's Green.
2. **Aberfeldy High Street:** Create a new local centre along Aberfeldy Street with non-residential facilities including retail, community and education. This street will link Nairn Street with The Republic to the south of the A13 and East India Station. It will also encourage a cycle link with the exiting CS3.
3. **Enterprise Yard:** Continuing the character of Poplar Works (384 Abbott Road), which runs adjacent to the A12 in the existing Nairn Street Estate, the proposed masterplan introduces light industrial activities and workspaces in the south of the masterplan to establish a creative north-south route through the neighbourhood.
4. **Community Lane:** A residential north-south connection running from Nairn Street Estate to Blair Street is proposed. This link will be a pedestrian priority street with residential uses and doorstep play.
5. **East-West Links:** The masterplan will improve the east-west link, including the existing underpasses across the A12 to ensure the neighbourhood is easily and safely accessible.
6. **The Blue Loop:** 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.

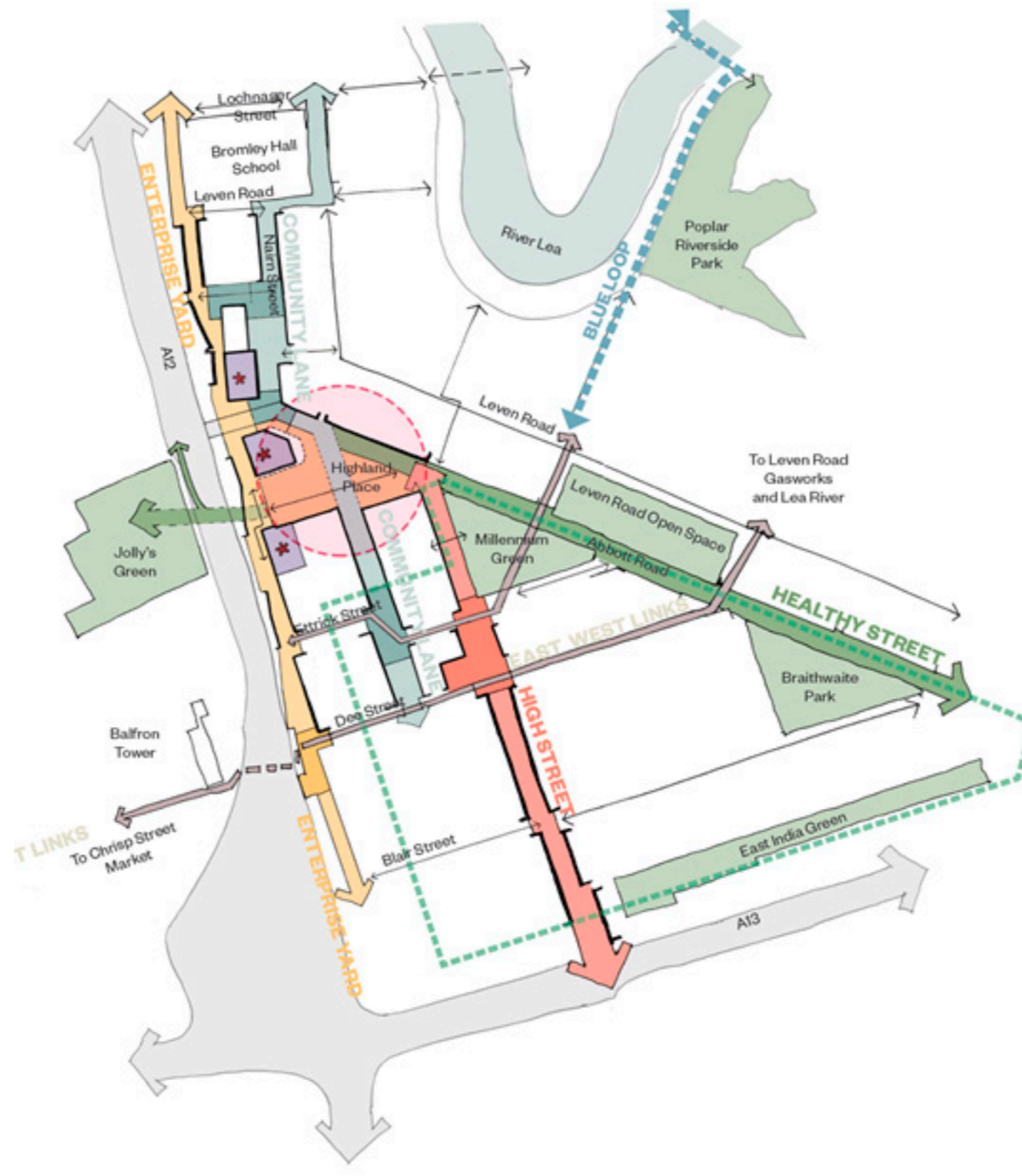


Figure 2-6 –The 6 'threads' of the masterplan (Source: Levitt Bernstein)

Open space strategy

6.11 The Open Space strategy, as illustrated in Figure 2-7, is centred around the design principle of the Healthy Street – the thread of the masterplan which connects all existing and new open spaces together along a pedestrian and cycle friendly route. These open spaces include:

1. Braithwaite Park

Braithwaite Park is located at the southern end of Abbott Road, the Healthy Street. The identity of Braithwaite Park is 'The Gardens' for the neighbourhood with a play area, flowers, and areas of lawn, seating and picnic tables to rest, relax and socialise.

2. Leven Road Open Space

Leven Road Open Space is located at the centre of Abbott Road, the Healthy Street. The identity of Leven Road Open

Space is 'The Hub' for sports, activity, fitness, and adventurous play.

3. Highland Place

Highland Place represents an exciting new piece of public realm, right in the heart of the scheme and pivotal to the enhanced connectivity of Aberfeldy. It provides pedestrians and cyclists with a fun and playful car-free route through the scheme, travelling beneath the Underpass and on to other parts of Poplar.

4. Town Square

Town Square is located on Aberfeldy High Street and will perform an important civic and social function for the neighbourhood. The aim is to create a space for a diverse range of community events: markets, music, theatre, games, exhibitions, and community gatherings.

5. Nairn Square

Nairn Square is located along Community Lane. It is a local square that provides a variety of different areas for social opportunities, and for families and neighbours to gather.

6. Work's Square

Works Square is located along Enterprise Yard North and is a flexible space with tables and seating to encourage work-spaces to spill out into the street.

7. School Square

School Square is located adjacent to the entrance to Culloden Primary Academy. It includes seating and play for use during school drop off and collection. The Dee Street/Balfron underpass, located within School Square would also be improved, to better the conditions of the A12 crossing in this location.

8. Kirkmichael Road

Kirkmichael Road is a play street which promotes play on the way and incorporates the existing exit from Culloden Primary Academy.

9. The Allotments

The Allotments are community gardens for use by all residents but also offering a flexible spill out space to the neighbouring Poplar Works buildings at 384 Abbott Road. The Allotments are included within Phase A, the Detailed Proposals, of the masterplan.

10. Culloden Green

Culloden Green is a key local square/green at the heart of Community Lane. It is a family friendly, child focused space which provides a doorstep lawn area and playable structures/elements for the community.

Links to spaces lying outside the Site

6.12 There are aspirations for enhancement works to be undertaken at Jolly's Green which include a desire for a direct route to it via the proposed new underpass. However, the Proposed Development does not include these works to Jolly's Green (which is outside the Site red line).

Land use and amount of development

6.13 The new Aberfeldy Masterplan is a residential-led mixed-use scheme including:

- Residential
- Retail
- Workspace/ employment space
- Resident facilities
- Marketing Suite

6.14 The majority of the non-residential uses are located on the lower and upper ground floors with residential uses above. The retail units are located along the High Street and within Highland Place. The High Street will be the new Local Centre for Aberfeldy, and a key area of non-residential activity within the masterplan. The Marketing Suite will also be located along the High Street in Building F.

6.15 There will also be a cluster of non-residential activity in Highland Place, predominantly within building B3. The plinth of this building will house the Resident Hub, which will include: a bike shop/workshop and café that activates the new underpass at basement level; concierge, residents lounge, hot desk workspace, meeting room, breakout space and facilities for Estate Management at first floor; and a gym, communal dining and kitchen area and common room at second floor.

6.16 Workspace is located along Enterprise Yard in the lower floors of the residential buildings or in small, narrow units that replicate the form of the existing Poplar Works buildings at 384 Abbott Road. These spaces would be flexible in order to accommodate a range of small independent businesses. The new workspace buildings will be workspace up to and including the second floor.

6.17 The first floor of the buildings across the masterplan are predominantly residential, with the exception of the Workspace buildings along Enterprise yard which offer non-residential spaces at all levels; and Building B3 which has a Residents Amenity hub at first floor.

6.18 A range of building typologies are proposed for the Site, including family houses, courtyard buildings and towers, which is intended to create variety in the urban fabric. The tallest buildings within the masterplan are positioned in a tall building cluster of three, marking Highland Place and the new pedestrian underpass. Lower rise buildings are located around the perimeter of the Site, adjacent to existing low-rise buildings. The building heights along the High Street range from 5 to 9 storeys, with the 9 storey building forming the backdrop to Millennium Green. A taller building of up to 12 storeys marks Town Square adjacent to St. Nicholas Church. These

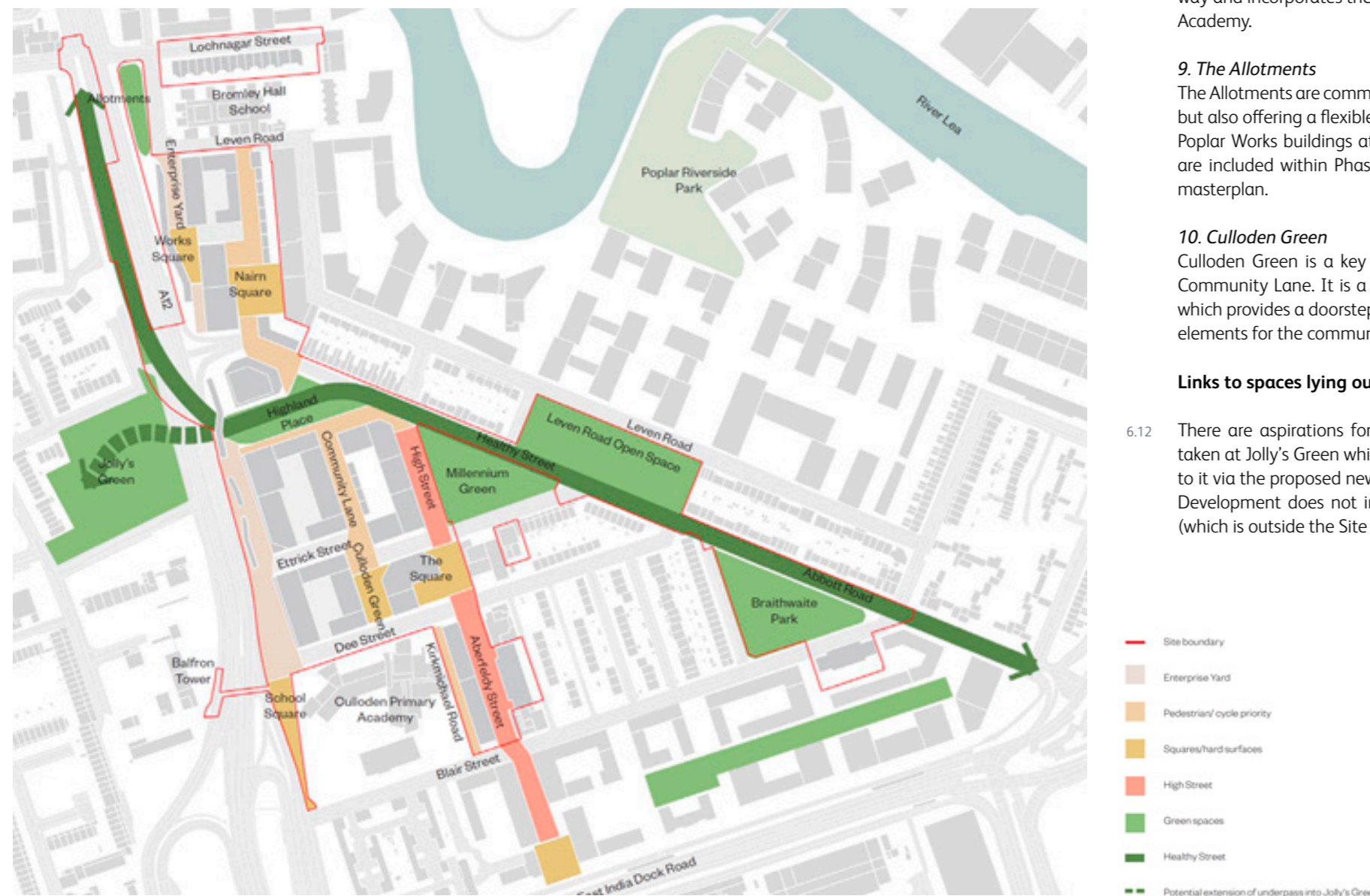


Figure 2-7 – Illustrative open space plan—(Source: Levitt Bernstein)

are two strategic moments and key areas of public realm within the masterplan. The buildings along the East-West Links vary between 6 and 10 storeys and provide a continuous frontage along these important connections. In the south of the masterplan, building heights step down where they front Culloden Primary School along Dee Street. Community Lane, as the central new route in the masterplan, is characterised by buildings of between 2 and 6 storeys. This is lower rise than the High Street, Enterprise Yard and the East-West Links, in order to create a more intimate feel along this important pedestrian friendly route.

Placemaking strategy

6.19 As noted above, tall buildings are proposed at Highland Place - a key node beside the A12 - to mark the new east-west pedestrian and cycle route, providing a safe connection between neighbourhoods on either side of this busy road. The buildings are intended to strengthen the sense of arrival at this evolving urban quarter from both the northern and southern approaches along the A12, whilst also marking improved connectivity and accessibility more generally throughout the neighbourhood. In turn, the masterplan aims to promote better integration of Aberfeldy Village with other areas including the earlier phases of Aberfeldy Village, DLR stations, the River Lea, Aberfeldy Street and Crisp Street Market.

6.20 The tallest of the buildings proposed (28 storeys) is located at a central gateway to the Site, opposite Jolly's Green. It will mark a new public space at Highland Place, which will connect to Jolly's Green via the repurposed pedestrian/cycle underpass below the A12. An additional marker building, Building F which is part of Phase A, would define new public space - Town Square - at the intersection of the High Street with Dee Street. Building I and Building D would form strong backdrops to the key green spaces of Braithwaite Park and Millennium Green respectively.

6.21 Integral to the placemaking strategy is the preservation of sky-space around Balfron Tower and the protection of key Borough Designated views, as defined in the Local Plan 2031. These views are illustrated in the next chapter.

6.22 Chapter 5 of the DAS explains the approach to the building heights strategy for the Site in the context of Local Plan 2031 Policy D.DH6: 'Tall buildings', which sets out a list of criteria that a tall building proposal will be expected to satisfy (see chapter 2 of this TVIA for details of that policy).

6.23 In summary, the building typologies are as follows:

1. Primary Tower (Building B3) will have a distinctive form. This building will be a marker of the repurposed underpass for pedestrians and cyclists.
2. Tower with Leg, located directly to the north of B3, this building will form part of the tall building cluster. The

lower leg will step down in scale and shares an architectural language with Building A (Courtyard Building) to the north.

3. Courtyard block addressing public space will form a backdrop to an established green space. Its upper storeys are set back to minimise its impact on adjacent properties.
4. Courtyard Building. This building type overlooks Enterprise Yard and the A12 to the west, and Community Lane to the east.
5. Courtyard with Tower. The tower is located at the north-west corner to maximise daylight in the courtyard. Access galleries serve the north and south legs of the courtyard.
6. Linear Workspace. Located in Enterprise Yard between the A12 and the new north south pedestrian and vehicular route. It is similar in scale, form and architectural treatment to the Poplar Works buildings (384 Abbott Road) nearby.
7. Linear Residential. Located in Phase B within the Community Lane. These buildings are wide and shallow and allow for a mixture of dwelling types.

Tenure

6.24 Each phase has been designed to have a mix of affordable and private homes to ensure a mixed tenure community is delivered. Phase A has the highest proportion of affordable homes. The different tenures are generally split between cores, but where cores are shared this is between intermediate and private tenures. Large social rented family maisonettes within the courtyard buildings C & E are located at ground and first floor, with private homes above. Homes of all tenures share the communal podium amenity space. The social rented homes are generally located in the low and mid rise buildings, with the majority of the private homes located within the towers and in buildings closer adjacent to the A12.

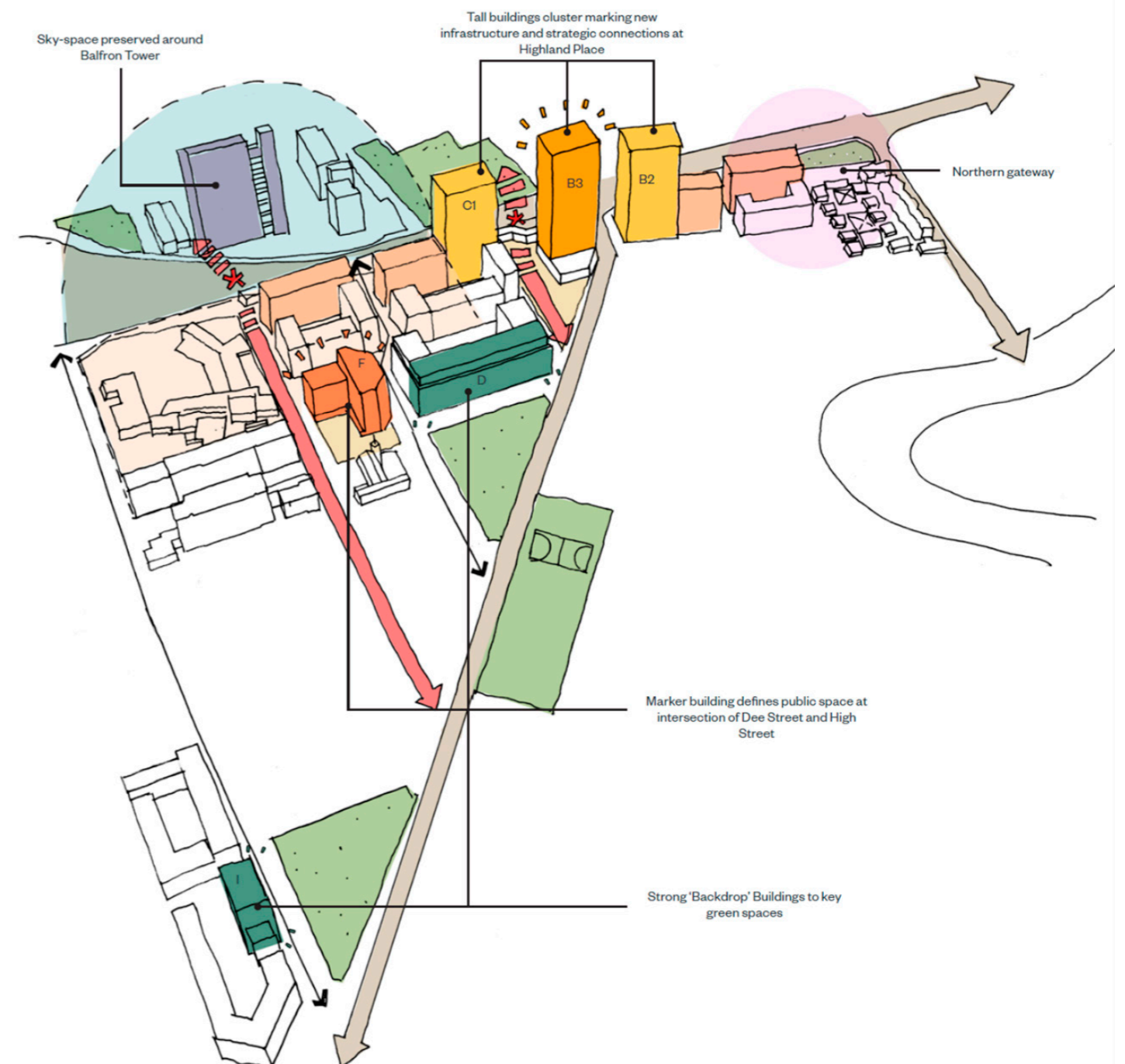


Figure 2-8 –Placemaking Strategy (Source: Levitt Bernstein)

Balcony Strategy

6.25 Balcony types have been selected to respond to the environmental conditions around the Site and ensure the residents benefit from good quality, usable private amenity space. All balconies overlooking the A12 are recessed and have winter-gardens to provide a sense of enclosure and protection from the road and to form a liveable part of the home. The taller buildings, B2, B3 and C1 also have from recessed balconies

to reduce the impact of wind on high level amenity spaces. Where homes overlook quieter, more domestic spaces, such as Community Lane, Millennium Green and courtyard amenity spaces, projecting balconies are provided. These balconies help to animate the public realm and shared spaces and overlook them, to support their safety and security.



Figure 2-9 – Proposed heights in the context of consented schemes (Source: Levitt Bernstein)

Design Code

6.26 The Aberfeldy Village Design Code (DC), prepared by Levitt Bernstein and LDA 'sets out a series of rules and standards which will guide the development of the Site to ensure a high quality design, in line with the overarching masterplan vision'. The Design Code (DC) 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 applications for individual development proposals over the life of the development.

6.27 The DC 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. The DC is there to ensure 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.

6.28 The Parameter Plans that need to be read in conjunction with the DC are as follows:

Outline and Full Application Areas (Drawing no. 3663 - LB - ZZ - 00 - DR - A - 000020)

Building Plots (Drawing no. 3663 - LB - ZZ - 00 - DR - A - 000021)

Proposed Site Levels - Lower Ground Floor (Drawing no.3663 - LB - ZZ - 00 - DR - A - 000022)

Proposed Site Levels - Basement Level (Drawing no.3663 - LB - ZZ - 00 - DR - A - 000023)

Principal Public Realm Areas (Drawing no.3663 - LB - ZZ - 00 - DR - A - 000024)

Access and Circulation (Drawing no.3663 - LB - ZZ - 00 - DR - A - 000025)

Land Use Basement (Drawing no.3663 - LB - ZZ - 00 - DR - A - 000026)

Land Use Lower Ground Floor (Drawing no.3663 - LB - ZZ - 00 - DR - A - 000027)

Land Use Upper Ground Floor (Drawing no.3663 - LB - ZZ - 00 - DR - A - 000028)

Land Use First Floor (Drawing no.3663 - LB - ZZ - 00 - DR - A - 000029)

Land Use Upper Floors (Drawing no.3663 - LB - ZZ - 00 - DR - A - 000030)

Building Heights (Drawing no.3663 - LB - ZZ - 00 - DR - A - 000031)

Parameter Sections - 01 (Drawing no.3663 - LB - ZZ - 00 - DR - A - 000040)

Parameter Sections - 02 (Drawing no.3663 - LB - ZZ - 00 - DR - A - 000041)

Phase A

6.29 Phase A of the Proposed Development comprises those buildings and spaces applied for in detail, lying within plots F, H, I, and J of the masterplan area (see Figure 2-10). These plots are described as follows in part two of the DAS, produced by Morris + Company and LDA Design, who are responsible for the designs for the buildings and spaces within these areas.

'Plot F – CIVIC – sitting at the heart of the masterplan this plot connects the community by providing a new meeting and event space at its public square. It has key role in linking to Millennium Green, alongside providing new play space at this junction half way down Aberfeldy Street.'

'Plot H – VIBRANT – a local and connected, dynamic and diverse, multi-functioning and inclusive Aberfeldy Street. This plot brings a hub of activity, and our proposals reflect the vibrancy and identity of the local community'

'Plot I – PARK – this plot fronts the existing Braithwaite Park and celebrates this primary frontage and expansive public green space. The homes here maximise long views to the park and beyond. This plot also plays a key role in completing the courtyard to its rear, from the first phase of the Aberfeldy development.'

'Plot J – FAMILY – a new street of affordable family housing, with private and communal green spaces, new play space, and enhanced pedestrian and cycle links to the River Lea. Plot J's Lochnagar Street will have individual residential front doors directly onto it, front

gardens, trees and views of the neighbouring Bromley Hall School roofscape adjacent. Plot J is about family, domestic, improved green space and opening links to the river, school and allotments.'

Plot F

6.30 Plot F occupies the north-west corner at the junction of Dee Street and Aberfeldy Street. The proposals for Plot F comprise the demolition of the buildings on this part of the Site, including the Aberfeldy community centre building (the centre has already relocated) and the construction of a part 7 storey, part 12 storey residential building with shops at ground level. The building is broadly L-shape in plan with chamfered corners. Its stepped mass has a tripartite composition of plinth, middle and crown. The plinth will have large punctured openings for shopfronts and residential entrances. The building's mid-section is characterised by punctured openings and projecting balconies for the residential units. The crown is castellated in profile – intended to be identifiable from a distance to aid wayfinding and celebrate the communal roof terrace at Level 7. The base and crown will be clad in polished and rough-faced precast concrete in deep red tones. The mid-section will be in brick, of a similar tone to base and crown. Balustrades, window/door frames and vents would be finished in a polyester powder coating (PPC).

6.31 The plinth will form two sides to a new public space on the corner of Dee Street and Aberfeldy Street: The Square. The residential lobby is located on the north-west corner. Residential refuse stores are located to the north, on Ettrick Street. Primary entrances to the retail are on the east, south and western frontages. Loading and servicing will be located off Ettrick Street.

Plot H

6.32 Plot H is located on Aberfeldy Street, south of the junction with Dee Street. The proposals for Plot H comprise the demolition of the buildings on this part of the Site, including shop terraces, and the construction of two terraces fronting Aberfeldy Street, identified as Block H1/H2 and Block H3. The H1 and H2 block is located on the west side of Aberfeldy Street and rises to 8 storeys. It accommodates retail uses at ground level and social tenure homes on the upper levels. There are two 'through' entrance lobbies, located towards the ends of H1/H2, allowing residential access from both Aberfeldy Street and Kirkmichael Road

6.33 H1/H2 is presented as three distinct masses with two connecting 'insets' to break down the 90m length of its street frontage. The five masses are united by a precast textured base that steps with the forms of the floors above. The base steps down towards the rear of the building, rising only to define communally accessible uses in the block such as secondary residential entrances and cycle stores.

6.34 The three principal masses are clad in a beige brick, broken by vertically arranged windows. The central mass is symmetrical

in composition and has pitched roofs, as do the northern and southern masses. Corners are activated by special balcony arrangements. The connecting masses are comprised of a more horizontal language and host access decks and outboard balconies. Built from a warmer brick, their expression allows the blocks to read as a collection of buildings as opposed to a relentless monolith. Access decks accentuate their horizontal nature and provide access to central dwellings and are expressed in bays as part of the balcony language.

6.35 H3 is located on the east side of Aberfeldy Street and rises to 6 storeys. It has retail uses at ground level, and a 'through' entrance lobby that is located centrally within the block, allowing residential access from both Aberfeldy Street and Lansbury Gardens. Upper levels accommodate both shared ownership and market tenure homes.

6.36 H3 is expressed as a central 'block' with two connecting 'insets' which step down to neighbouring Loren Apartments and Sherman House to complete the street frontage. It has a precast textured base that steps with the forms of the floors above. The base steps down towards the rear of the building on Lansbury Gardens rising only to define communally accessible uses, such as secondary residential entrances and cycle stores. On the upper levels, the elevations to the central element are clad in a beige brick, broken by vertically arranged windows. The lower insets have a more horizontal language and host access decks and outboard balconies. Built from a warmer brick, their expression allows the blocks to read as a collection of buildings as opposed to a relentless monolith. Access decks accentuate their horizontal nature and provide access to central dwellings and are expressed in bays as part of the balcony language. H3 has pitched roofs, transitioning to flat roofs at the northern and southern ends.

Plot I

6.37 Plot I is located on Blair Street, overlooking Braithwaite Park. The proposals for Plot I comprise the demolition of the existing residential building of circa 5 storeys – Blairgowrie Court – and the construction of a part 6 storey, part 7 storey, and part 11 storey residential building. It is rectangular in plan with steps / cut backs to allow more generosity at the building perimeter. To the east portion of the building has two maisonette homes accessed independently from Blair Street, with a portion of privately demised, defensible space setting the homes back from the footway. A central communal entrance lobby, which faces the park, provides access to the flats above via a centrally positioned core. The lobby is set back to provide a sheltered entrance from the street and define a visually strong arrival point. From this point, external access is also provided to the cycle store. On the south façade, a secondary entrance is provided from the rear courtyard for through access to the parking and public realm. Plant and refuse areas are also located centrally off this façade.

6.38 In term of its form and massing, the building comprises a central element with two lower wings that correspond to the heights of neighbouring buildings. It has a tripartite composition of base, mid-section and crown. The base is expressed in plum/pink concertina brickwork which defines the inset residential entrance. Large format glazing looks into the cycle store and provides active frontage for the immediate streetscape. The main body of the building is expressed in beige brick with red brick accents and has large format windows and balconies that negotiate steps in mass and corners where required. Accent metalworks in 'champagne' (off grey) are used to provide a warm finish for balconies and windows. Balustrades, window/door frames and vents would be finished in a polyester powder coating (PPC) to ensure a bold and vibrant red finish that will withstand the elements. The building's crown is expressed as a rippled precast element, which acts as a solid balustrade to the roof terraces and a plant screen at the central roof.

Plot J

6.39 Plot J is located on the south side of Lochnagar Street, and backs onto the former Bromley Hall School (grade II listed), which lies on Leven Road to the south. The proposals for Plot J comprise the development of this vacant brownfield site to provide a part 2 storey, part 3 storey and part 6 storey terrace accommodating a variety of housing, including 3 bed maisonettes, 4 bed houses and 6 bed houses. Plot J's roofline follows a butterfly silhouette. All houses would have amenity space in a variety of formats: ground floor gardens, terraced balconies and defensible space to the street with integrated amenities.

6.40 Plot J is primarily clad in rich red brickwork with flush faced colour matched mortar to emphasise the simple steps and chamfers in the massing. These steps in massing create roof terraces where solid balustrades are distinguished from the body by textured brick work. Window openings have



Figure 2-10 – Phase A plots: F, H, I and J (Source: Morris + Company)

metalwork panels above (for ventilation) and a portion of textured brickwork below.

Assessment of design

6.41 The Proposed Development, as set out in the application drawings for Phase A (detailed application) and Parameter Plans and Design Codes governing Phases B, C, and D (outline application), would deliver a number of positive benefits in terms of urban design and the public realm.

6.42 The Proposed Development is based on a clear understanding of the Site and its context. The scale of ambition apparent in this masterplan reflects the importance of the Site within the Poplar Riverside Sub Area of the LLVOA, and its position in the hierarchy of urban centres within the borough. It should help to realise the stated ambition for the OA to become 'a vibrant, high quality and sustainable mixed use city district, that is fully integrated into the urban fabric of London and is set within an unrivalled landscape that contains new high quality parkland and a unique network of waterways'. The Proposed Development is planned to take maximum advantage of its location, overcoming long-standing barriers to local movement to provide stronger links between the riverside and the other parts of Poplar. It will signal this major estate regeneration and revitalised urban quarter with an upgraded neighbourhood centre at its heart. This quarter that will assume increasing importance as local residential and working populations expand in the surrounding area in the coming decades. This new neighbourhood should help to deliver the transformative change envisaged for this part of east London by the GLA, as set out in its City in the East Plan (2016).

6.43 The planned urban grid promotes a clear hierarchy of streets, designed to provide good east-west and north-south permeability. The delivery of new and improved links across the Site will help to overcome the severance of this neighbourhood from its surroundings. Crucially, this should help to address the wider state of fragmentation in the townscape, improving links across the A12 to encourage more people to take advantage of the riverside, which is also undergoing regeneration, bringing with new parks, bridges across the Lea and riverside walks. On the Site, the revitalised streets, spaces and parks will be integrated with new routes and public spaces that should help to ensure a cohesive, and characterful neighbourhood that feels safe and welcoming. This will build on the positive change that has already taken place within those earlier phases of Aberfeldy Village to the south that have been completed to date.

6.44 The masterplan is underpinned by a study of the historical development of the Site and its surroundings, and an urban design analysis of the existing context. This has included an examination of the Site's built heritage context, as well as a study of the potential visual impact of the emerging proposals on local, mid-distance and long-range views,

including any strategic views, and borough views identified by the LBTH. The resulting placemaking strategy, which is illustrated in Figure – 2-8, is logical and well-reasoned. That strategy creates opportunities to strengthen legibility, local character and sense of place in this part of Poplar; and that will have benefits well beyond the Site boundary. It has determined the most appropriate building typologies for the Site, each serving a different role in the townscape, while working together to create a well-functioning neighbourhood with a diverse character – achieved in part through the variety of building types and scales proposed. In some instances, this will create interesting juxtapositions between the proposed buildings (or between the proposed buildings and the existing context) that will help to signal important moments in the neighbourhood, supporting wayfinding. Decisions regarding the location and scale of the taller buildings proposed within the masterplan have been informed by the analysis noted above, as well discussions with the LBTH, the GLA, Historic England and other consultees. It also has also been tested against national, regional and local policy objectives and criteria for tall buildings. This includes Local Plan 2031 Policy D.DH6, which covers sites lying outside tall building zones identified by the LBTH.

6.45 In townscape terms, there is a compelling case for bringing forward tall buildings as part of long-term masterplan for the regeneration of the Aberfeldy Estate. There are three aspects to this:

1. It is a building typology that is commonly found in estate regeneration, particularly on large sites that can establish their own sense of place. While tall buildings within post-war estates were typically treated as isolated elements, such buildings today tend to be better integrated into the wider project of which they form part. Tall buildings in such projects are not now treated as stand-alone elements, but integrated into the overall pattern of built form; that might include mid-rise courtyard blocks and low-rise terraced development. That is the model found in the Proposed Development, where tall buildings would be more neighbourly and responsive to context than their post-war predecessors – including those on the adjacent Balfron Estate;
2. Tall buildings they can serve a useful function in signalling points of townscape significance, such as a neighbourhood centre or gateways / crossings where they would support legibility and wayfinding in a neighbourhood. This is the case on the Site, where the tall buildings would signal the presence of revitalised Aberfeldy neighbourhood centre in mid-range and longer views, and support wayfinding more locally by indicating the presence of an important crossing of the A12 at Highland Place, a new local node; and
3. Tall buildings can contribute to a positive visual identity for a regenerated estate, through the development of

a high standard of architecture (governed by a strong design code, in the case of outline buildings), where presently a site's appearance is nondescript or detrimental to an area.

6.46 In summary, tall buildings can readily be accommodated in the sort of townscape found in this area without causing any significant harm or visual disruption, or undermining legibility where there is sufficient distance created between the proposed buildings and other existing tall buildings or clusters in the local or wider area; rather, legibility and sense of place can be enhanced by incorporating tall buildings within a well-conceived masterplan, such as that proposed for the Site.

Views and Visual Impact Assessment

6.47 As noted previously, for each of the identified views in the assessment which follows, there are images of the view 'as existing' and 'as proposed', with the Proposed Development shown either as a rendered image or a wireline in the 'as proposed' image. The graphical styles comply with the definitions of AVR style defined by the LVMF, which categorises a wireline representation as 'AVR1' and a rendered representation as 'AVR 3'.

6.48 Where the Proposed Development would be invisible, as a result of being occluded by existing structures, it is shown dotted in the AVR1 images. For AVR 3 images, the photo-realistic 'rendered' image shows the likely appearance of the proposed materials under the lighting conditions that occur in the selected photograph. Where shown in wireline form, the buildings lying within each phase of the Proposed Development are illustrated as follows:

Phase A (applied for in detail): Blue line;

Phase B (applied for in outline): Purple line;

Phase C (applied for in outline): Yellow line; and

Phase D (applied for in outline): Turquoise line.

6.49 It should be noted that a 'wireline' representation, due to the colour of the line and the manner in which it appears sharply defined against the background photograph, is more noticeable than a render image in distant views; that is, it is more noticeable than buildings would be in reality.

6.50 In addition, a further image showing the Proposed Development with 'cumulative' schemes is provided. These reflect the list agreed with the LBTH, with the exception of any schemes that appear complete (or are topped out) in the views photography; in those instances, the schemes are considered as part of the existing baseline. Cumulative schemes are shown as an orange wireline in these views. These schemes represented in these views, noted in Appendix

A3 'Details of Cumulative Schemes', are as follows (with LPA planning reference and status in brackets):

- Blackwall Reach (PA/12/00001/P0; under construction);
- Orchard Wharf Service Station (PA/16/01763/A1; under construction);
- Ailsa Wharf (PA/16/02692 and PA/18/03461; under construction);
- Bromley-by-Bow Masterplan (17/00364/FUL and 17/00344/FUL; under construction);
- Crisp Street Market (PA/16/01612/A1; consented);
- Leamouth South (PA/18/03089; under construction);
- Cody Dock (17/03659/OUT; consented);
- Stephenson Street (17/01847/OUT; under construction);
- Wood Wharf (PA/13/02966/P0; under construction);
- Brunel Street Works (16/03428/FUL; under construction);
- Leven Road Gasworks (PA/18/02803/A1; under construction);
- 267 269 East India Dock Road (PA/19/01838/A2; consented);
- Former Bus Depot, Leven Road (PA/19/02148/A1; consented);
- Islay Wharf (PA/19/01760; consented);
- Proposed Travelodge Oregon Drive (PA/18/03088/A1; consented);
- Manor Road Quarter Canning Town (18/03506/OUT; consented);
- Poplar Business Park (2011) (PA/11/03375; consented);
- Blackwall Yard (2020) (PA/20/02509/A1; submitted);
- Thameside West Outline (PA/19/00292/NC; submitted);
- Orchard Wharf (PA/20/02488/A1; submitted);
- 2 Trafalgar Way (2020) (PA/20/01402/A2; submitted);
- Hallsville Quarter (11/00662/LTGDC; consented);
- Bow Common Gas Works (PA/11/02423/P1; consented);

- Naval Row, Blackwall (PA/19/02292; consented);
- North Quay (2020) (PA/20/01421/A1; consented); and
- 43-45 Gillender Street (PA/19/01628/A1; consented).

6.51 The full list of views is shown in thumbnail form on the following pages, together with a map showing their location. Detailed co-ordinates for the views, together with information about the source photography are shown in Appendix A1 'View Locations'. In preparing each AVR a consistent methodology and approach to rendering has been followed. General notes on the AVRs are given in Appendix A4 'Accurate Visual Representations', and the detailed methodology used is described in Appendix A5 'Methodology for the production of Accurate Visual Representations'.

6.52 Appendix A7 'Views for On-site Assessment' contains images showing the cumulative condition for each view printed at the optimum scale for assessing the Proposed Development on Site. When these pages are held at a comfortable viewing distance, a viewer standing at each viewpoint location would find that the features shown in the relevant AVR will appear at the same apparent size as they do in the actual scene.

The Views



1 | South of East India Dock Road



2 | Junction of Robin Hood Lane and Poplar High Street



3 | Abbott Road / Ettrick Street



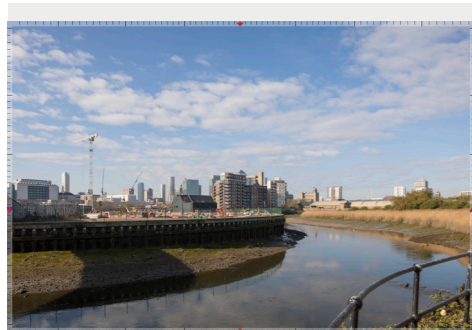
4 | Portree Street, junction with Abbott Road



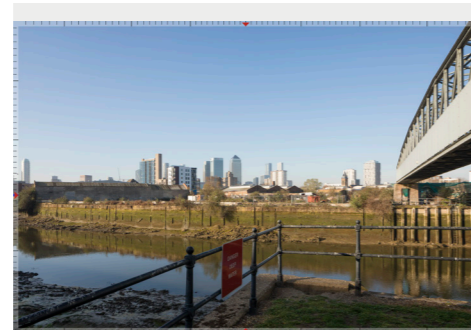
5 | LBTH borough designated view 6: View from East India Dock Road to Balfon Tower & Canary Wharf in the background



6 | A12, junction with Zetland Street



7 | Riverside footpath north of River Lea / Bow Creek



8 | Bow Creek / River Lea Bridge



9 | Cody Road



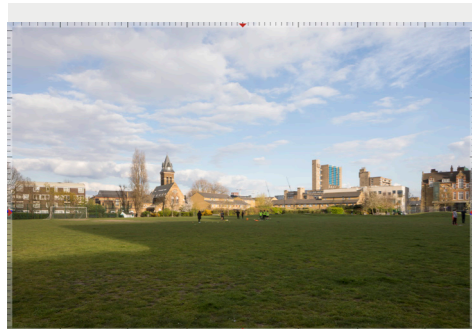
10 | Star Lane Park



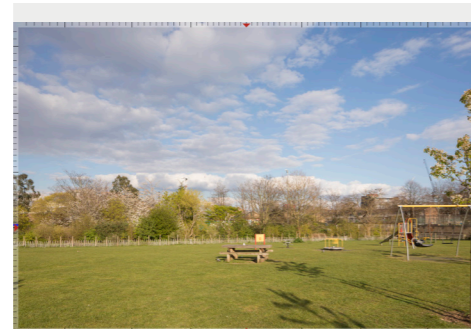
11 | A12, junction with Teviot Street



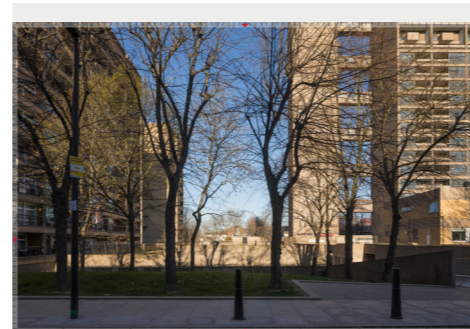
12 | Uamvar Street



13 | LBTH borough designated view 5: View from Langdon Park to Balfon Tower & Canary Wharf in the background



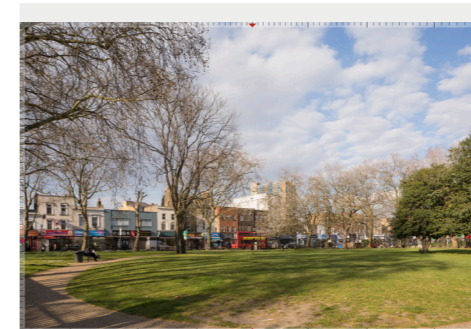
14 | Jolly's Green



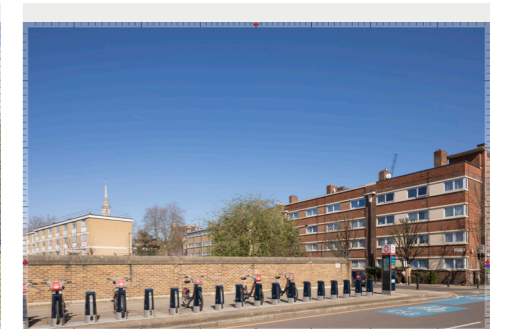
15 | St Leonards Road



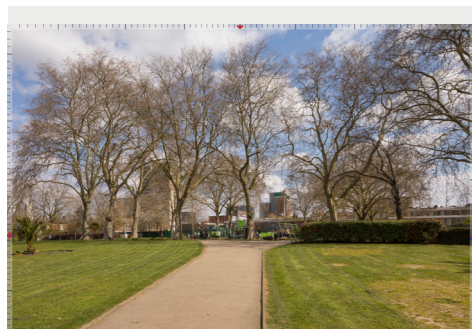
16 | Pedestrian path from A102 / St Leonards Road



17 | All Saints Churchyard, inside west entrance gates



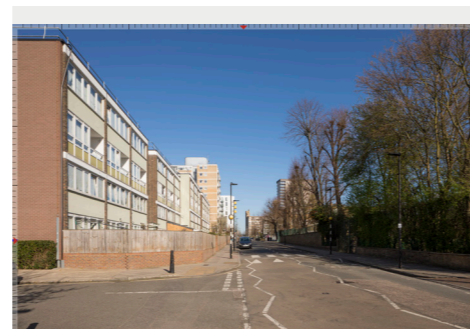
18 | Poplar High Street, bridge over railway tracks



19 | Poplar Recreation Ground



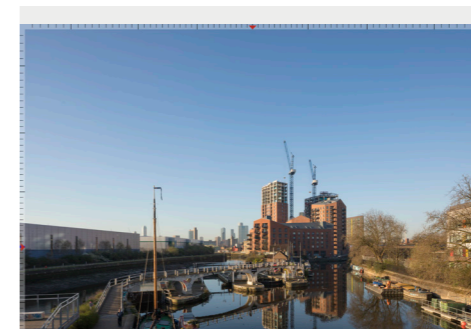
20 | Upper North Street



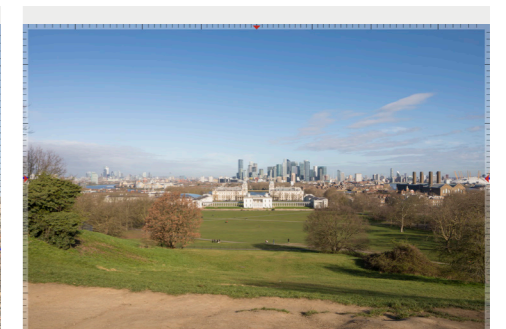
21 | Cordelia Street



22 | Bartlett Park



23 | Twelvetrees Crescent, bridge over River Lea and Bow Creek



24 | LVMF 5A.1 — Greenwich park: the General Wolfe statue — at the orientation board