

View as proposed with cumulative schemes

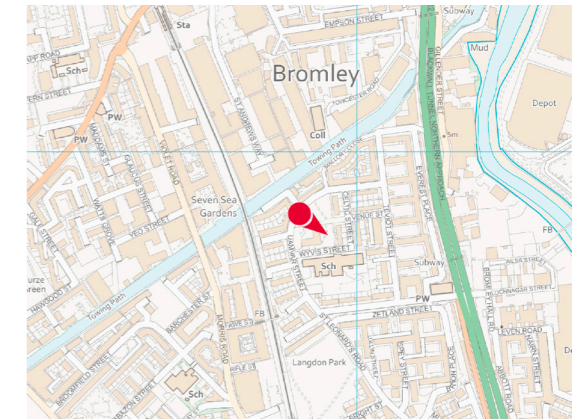
- 6.151 A number of cumulative schemes would appear in this view, as outlined in orange. Tall development at Blackwall is outlined immediately to the right of Balfour Tower. Other cumulative schemes lie between the Site and Bromley Hall – including an extension to that listed building (43-45 Gillender Street) and large-scale buildings at Ailsa Wharf, Ailsa Street. The latter would obscure a large portion of the Proposed Development from view. Taking this into account, the Proposed Development would represent a change of **low** magnitude to a view of **low to medium** sensitivity. The significance would be **minor** (not significant). The effect would be **beneficial**.
- 6.152 The effect is at borough level and long term.



Cumulative



Existing

**View as existing**

- 6.153 This view is taken from a local green space on Uamvar Street, near the junction with Brushwood Close. The view looks south-east, in the direction of the Site, which lies approximately 320m from this location. The park is seen in the foreground of the image. Late 20th century housing and a local community centre are visible beyond this. Balfron Tower is glimpsed through trees in the distance (right side of in the image).
- 6.154 People in this location are likely to be a mix of local residents and workers, some here in their leisure time.
- 6.155 This is a view of **medium** sensitivity.

View as proposed

- 6.156 The Proposed Development's three tallest buildings would appear centrally in the view, as indicated by the purple and yellow lines shown to the right of centre in the image. Together, they would be seen to form a well-considered, layered composition of buildings of varied heights, forming a marker for Aberfeldy Village and a signal of the transformation of this large regeneration area. The tallest building, at the centre of the group (Building B3), flanked by Building B2 to the north and Building C1 to the south, would enhance legibility in the area by indicating the location of an important new local node at Highland Place, beside the A12. This new public space will provide access to the repurposed vehicular underpass that creates a new pedestrian and cycle route under the A12 – a strategically important east to west route which is intended to help overcome the segregation of Poplar Riverside from the rest of Poplar.
- 6.157 This would be a change of **medium** magnitude to a view of **medium** sensitivity. The significance of effect would be **moderate** (significant). The effect would be **beneficial**.
- 6.158 The effect would be at borough level and long term.



Proposed

View as proposed with cumulative schemes

- 6.159 A number of cumulative schemes would be visible, as indicated by the orange lines on the left and right sides of the image. Taking this into account, the Proposed Development would represent a change of **medium** magnitude to a view of **medium** sensitivity. The significance of effect would be **moderate** (significant). The effect would be **beneficial**.
- 6.160 The effect would be at borough level and long term.



Cumulative

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