



**5.2**

**TOWNSCAPE NARRATIVE**



# Townscape and placemaking strategy

## Overarching strategy

Tall buildings can play an important role in estate regeneration, particularly within opportunity areas such as the Poplar Riverside Opportunity Area which the Site lies within, and where growth and development are actively and emphatically encouraged.

There is a need to strengthen legibility, identity and identify a sense of place in this part of Poplar and tall buildings can help to achieve this as part of a well thought out masterplan, which is embedded in the area.

The location of tall buildings at Highland Place, a key node beside the A12, will mark the new east-west pedestrian and cycle route providing a safe connection between neighbourhoods on either side of this busy road. The buildings 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 this promotes better integration of the Aberfeldy Village Masterplan with other areas including the earlier phases 1-3 of the previously approved Aberfeldy Village Masterplan, DLR stations, the River Lea, Aberfeldy Street and Chrisp Street Market.

The tallest building (28 storeys) is located at a central gateway to the Site, opposite Jolly's Green. It marks a new public space at Highland Place, which will connect to the west of the A12 via the repurposed pedestrian and cycle underpass below the A12 and the Slip Road, and via the Underbridge, a new direct connection to Jolly's Green., .

An additional marker building, Building F which is part of Phase A, defines new public space, the Town Square, at the intersection of the High Street with Dee Street. Building I and Building D form strong backdrops to the key green spaces of Braithwaite Park and Millennium Green respectively.

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, and explored on the following pages.

Whilst proposals for tall buildings within the Aberfeldy Village Masterplan fall outside of the London Borough of Tower Hamlets Tall Building Zones, Policy D.DH6 states that tall buildings will be supported outside of these zones where they can demonstrate they meet four criteria set out in Part 3 of this policy. Refer to the Tall Building Statement which responds to these criteria and demonstrates how these criteria are met through considerate design.



Further information regarding the opportunity for tall buildings on the Site and an assessment against tall building policy is provided in the **Tall Building Statement** prepared by Levitt Bernstein and DP9 and the **Townscape Assessment** prepared by Peter Steward Consultancy, both submitted as part of this application.

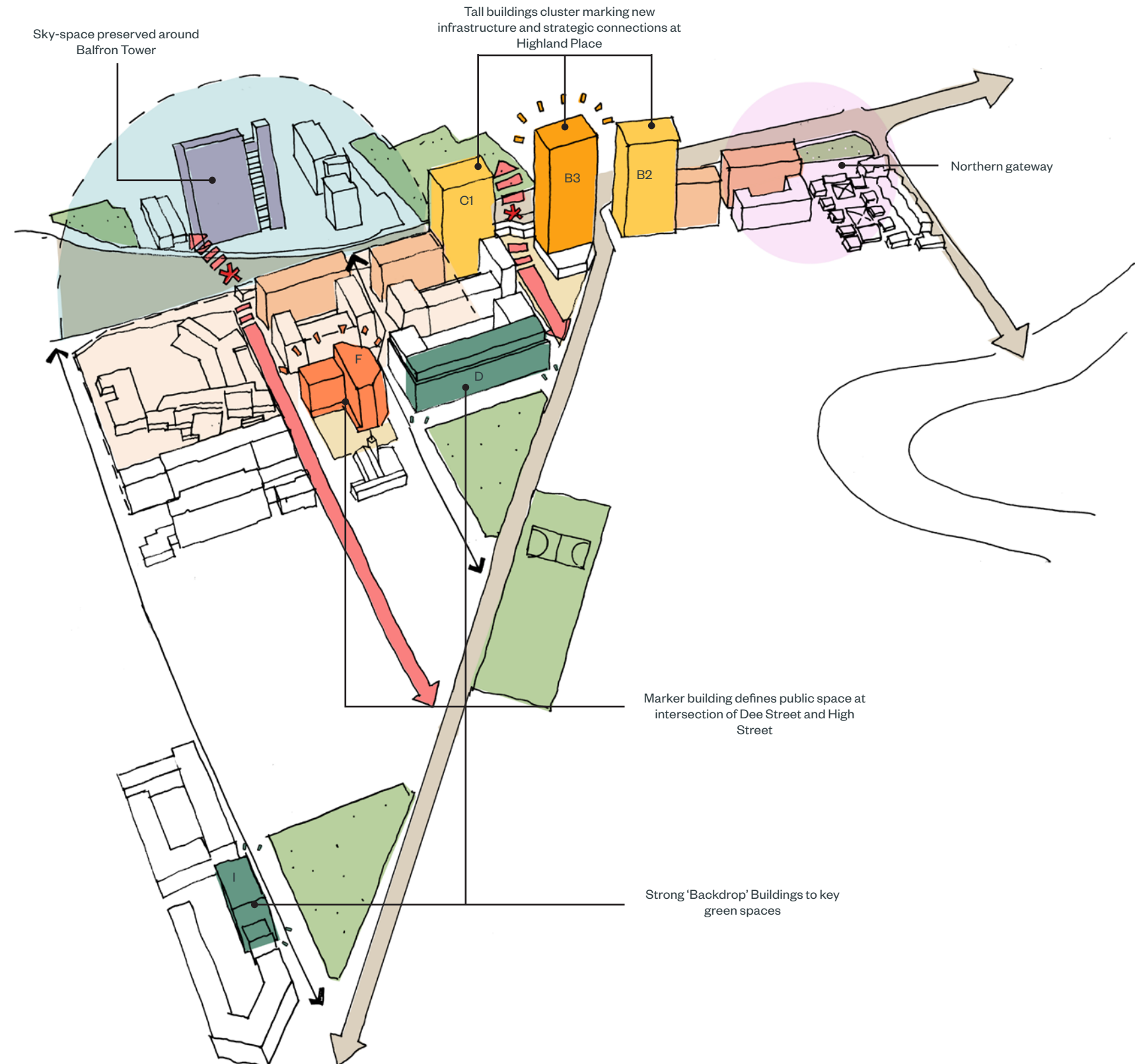


Fig.248 Massing and tall building strategy



# Respecting key views

## LBTH designated views

The placemaking strategy, explained on the previous page was developed with consideration to the key views within and surrounding the Site. This is in accordance with Policy D9 of the London Plan which requires that long-range, mid-range and immediate views are given careful consideration in the design of tall buildings. The testing of views has formed a key part of the pre-application process and influenced the heights strategy.

The London Borough of Tower Hamlets Local Plan designates two views which are of relevance to this application. These views are illustrated on this page and include:

- View 5 from Langdon Park to Balfro Tower and Canary Wharf in the background
- View 6 from East India Dock Road to Balfro Tower and Canary Wharf in the background

Furthermore, London Borough of Tower Hamlets identify Balfro Tower as a Locally Designated Landmark. As such other local views of Balfro Tower from within the Site have also been carefully considered, for example the view looking west along Dee Street.



Further information about key views is provided in the **Tall Building Statement** prepared by Levitt Bernstein and DP9 and the **Townscape and Visual Impact Assessment** prepared by Peter Steward Consultancy, both submitted as part of this application.



Fig.249 LBTH designated view 6: View from East India Dock Road to Balfro Tower



Fig.250 View looking west along Dee Street towards Locally Designated Landmark Balfro Tower



Fig.251 LBTH designated view 5: View from Langdon Park to Balfro Tower



# Scale and massing

## Principles of height

The townscape and placemaking study and strategy which was set out across the previous pages has informed the principles of the building heights for the masterplan. This respects and responds to the scale of the existing Site context and also strives to achieve variation in building heights, adding diversity and interest to the roofscape and streetscape whilst also following the principles of the masterplan threads. There are a range of building typologies including family houses, courtyard buildings and towers which create this variety in the urban fabric.

The adjacent diagram illustrates the principles of height for the Aberfeldy Village Masterplan indicating the proposed location of tall buildings, local landmark buildings and areas where lower and medium rise buildings are more suitable.

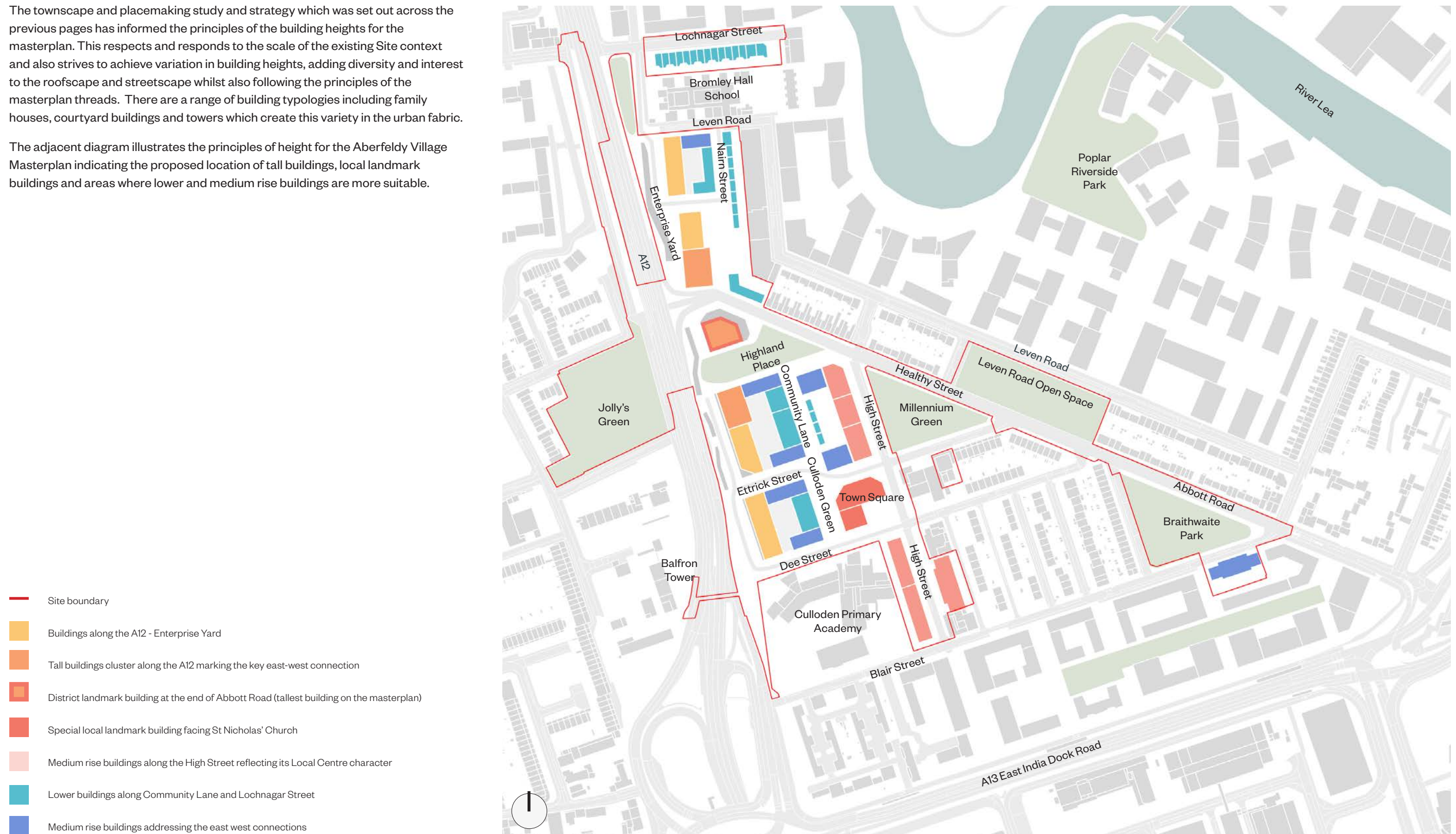


Fig.252 Diagram illustrating principles of height



# Scale and massing

## Building heights

The adjacent diagram shows the building heights for the illustrative masterplan massing. The maximum building envelope allows for building heights up to the maximum parameters set out in the Parameter Plans and Design Code. The principles of the height strategy, set out below, would apply to future Reserved Matters Applications.

The tallest buildings within the masterplan are positioned, in a tall building cluster of three, marking Highland Place and the Underbridge. These points of height have been carefully and sensitively considered, as explained earlier in this report.

Lower rise buildings are located around the perimeter of the Site, adjacent to existing low-rise buildings to help stitch the masterplan into its surroundings and respect the privacy, daylight and sunlight of neighbouring buildings.

The building heights along the High Street range from five to nine storeys, with the nine storey building forming the backdrop to Millennium Green. A taller building of up to twelve storeys marks the Town Square adjacent to St. Nicholas Church. These are two strategic moments and key areas of public realm within the masterplan.

The buildings along the East-West Links vary between six and ten 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 Academy along Dee Street.

Community Lane, as the central new route in the masterplan, is characterised by buildings of between two and six 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.

Further information about building heights is provided in the **Chapter 3.5 of the Design Code and Parameter Plan Drawing 3663 - LB - ZZ - 00 - DR - A - 000031: Building Heights**, prepared by Levitt Bernstein which support this application.

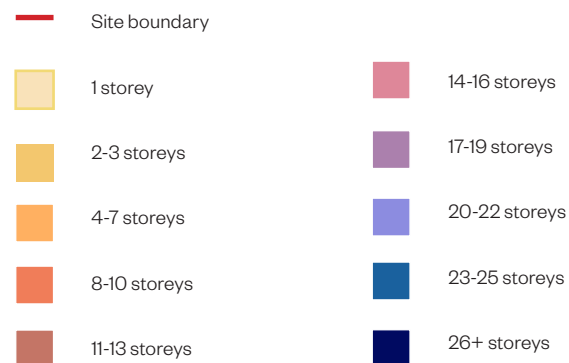


Fig.253 Diagram illustrating proposed building heights and heights of surrounding area including emerging development for the illustrative masterplan



# Scale and massing

## Illustrative masterplan massing



Fig.254 Sketch aerial view looking south west, showing proposed building heights for the illustrative masterplan



# Scale and massing

## Maximum building parameters

### Overview

This Design and Access Statement shows the proposals for the illustrative masterplan for 1595 homes, including 277 homes in Phase A which is fixed through the Detailed Planning aspect of this hybrid application. The building envelopes within the remaining phases B – D of the Outline Proposals are flexible and can be adapted within the maximum parameters set out in the Design Code and on the Parameter Plans, notably:

- Drawing 3663 - LB - ZZ - 00 - DR - A - 000021: Building Plots
- Drawing 3663 - LB - ZZ - 00 - DR - A - 000031: Building Heights

This would allow the capacity of the masterplan to be increased, in line with the maximum parameters, to deliver up to a total of 1628 homes.

### Relationship between the maximum parameter and illustrative scheme

The diagram to the right, and image below illustrate the relationship between the illustrative scheme and the maximum parameter scheme, for which this hybrid planning application seeks approval.

- The **maximum parameter** is the maximum development footprint and maximum building envelope that any Reserved Matters Application must not exceed.
- The **maximum development zone** is a 2m zone allowing for potential building projections such as balconies.
- The **illustrative scheme**, shown in this Design and Access Statement, demonstrates a possible proposal for development which sits within the maximum parameters.
- The **maximum AOD** represents the maximum spot height ("Above Ordnance Datum") that any Reserved Matters Application must not exceed.
- The number of storeys which can be occupied is also fixed through the Design Code, Parameter Plans and sections on Drawing 3663 - LB - ZZ - 00 - DR - A - 000031: Building Heights, Drawing 3663 - LB - ZZ - XX - DS - A - 000040: Parameter Sections-01 and Drawing 3663 - LB - ZZ - XX - DS - A - 000041: Parameter Sections-02.

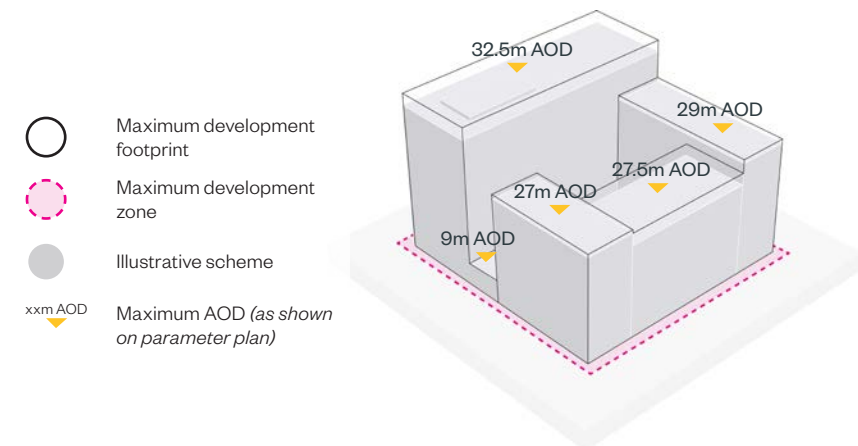


Fig.255 Diagram showing the relationship between the illustrative massing and maximum parameters

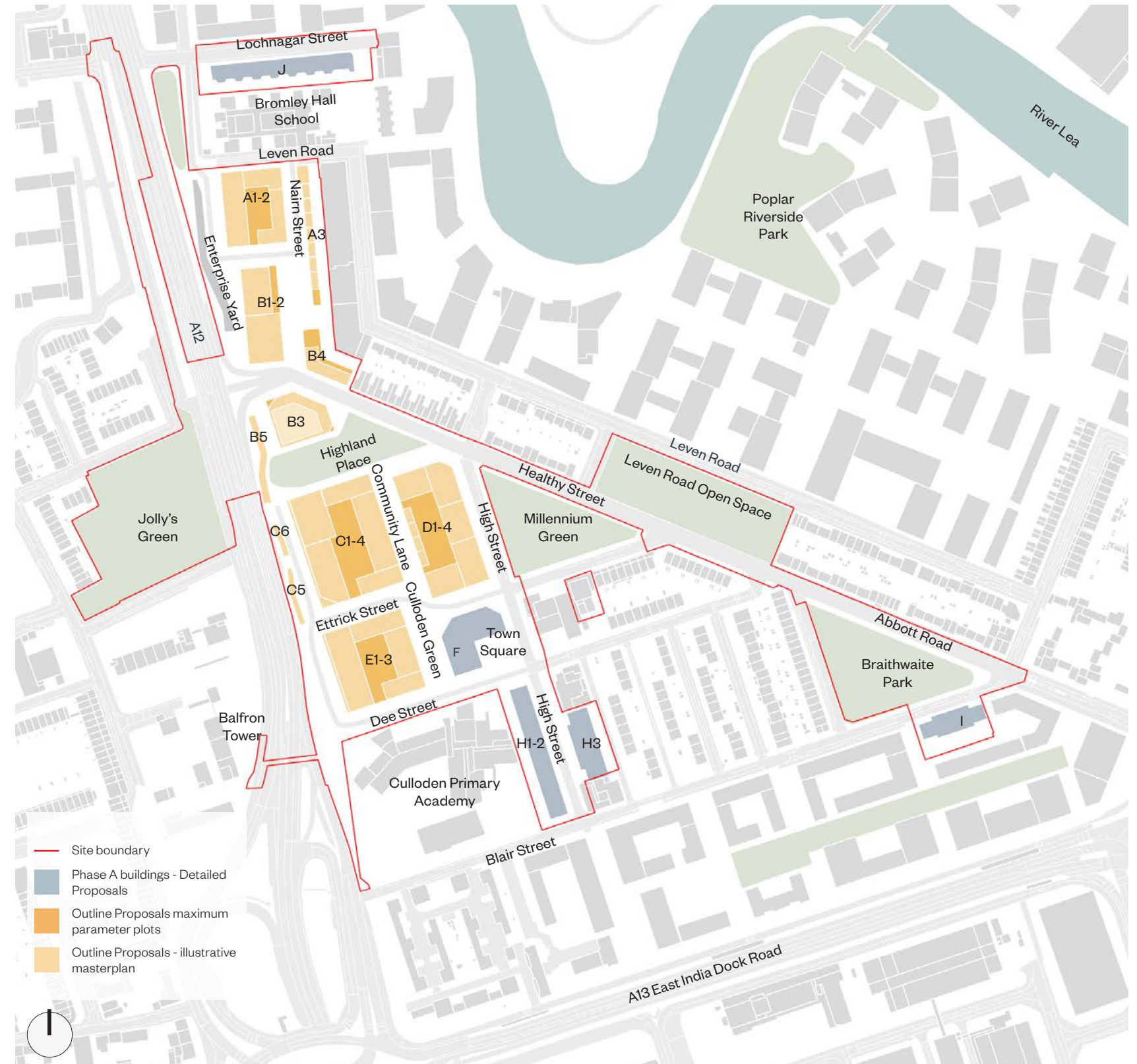


Fig.256 Diagram illustrating the maximum parameters and relationship with the illustrative masterplan



# Scale and massing

## Site sections

Across the following pages, a series of Site sections show the illustrative masterplan massing, giving a sense of scale and depicting the relationship to surrounding buildings. The maximum parameters are also illustrated on these sections to show how the illustrative scheme fits within these and demonstrate the flexibility to increase capacity or vary the Proposed Development for Phases B to D in future Reserved Matters Applications.

**Section A-A** (top) cuts north south through the Site from Culloden Primary Academy to Highland Place and Building B3. Building B3 is the tallest building on the masterplan, and marks the new transformed pedestrian underpass and the new public space in this location. Building heights step down to the south to better respond to the context of Culloden Primary Academy and Athol Square beyond.

**Section B-B** (bottom) cuts east west through the Site, showing the relationship with the A12 in the west and to Millennium Green in the east. Small scale workspace buildings are located parallel to the A12 acting as a buffer to the road, with taller more robust residential buildings adjacent. Buildings heights decrease to a more intimate scale on Community Lane, before increasing back up to 9 storeys creating a strong frontage onto Millennium Green.

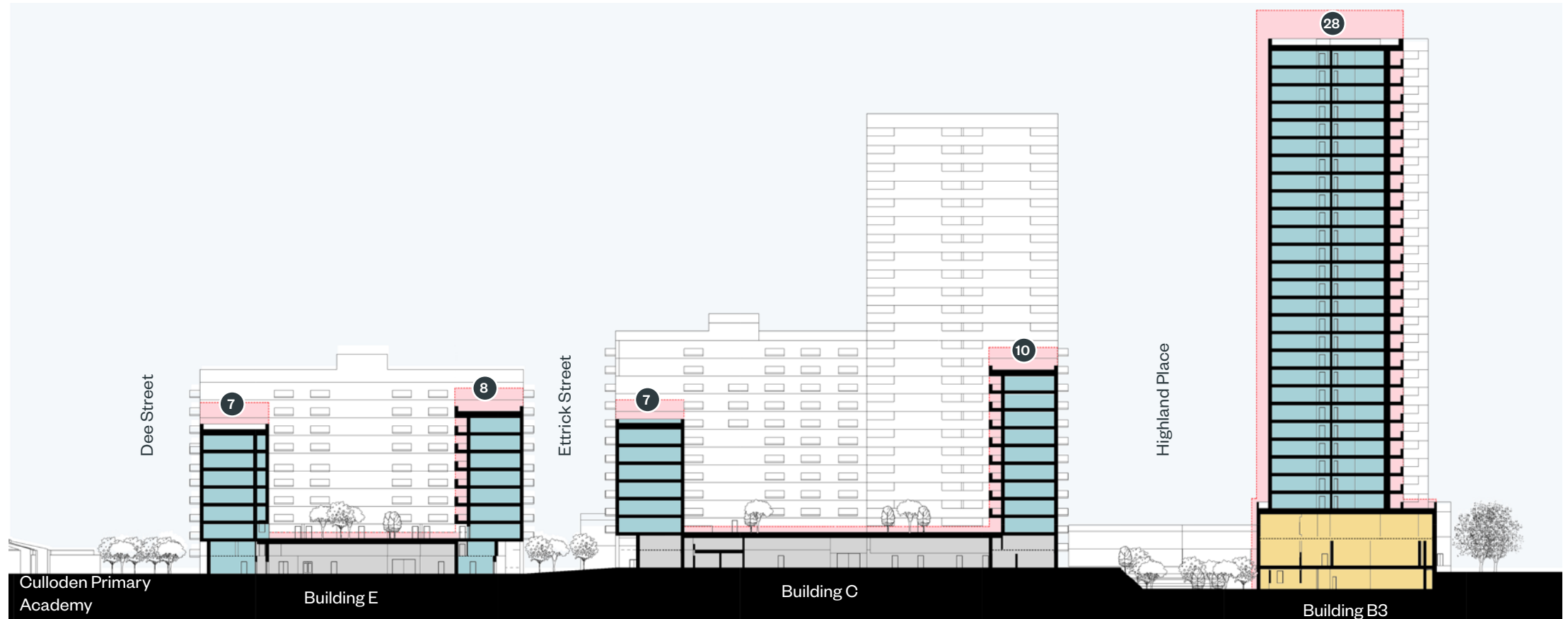


Fig.257 Section A-A cutting north south through the southern part of the Site

Further information at the maximum parameters is provided on **pages 42 to 45 of the Design Code** and on the **Parameter Plans Drawing 3663 - LB - ZZ - 00 - DR - A - 000031: Building Heights, Drawing 3663 - LB - ZZ - XX - DS - A - 000040: Parameter Sections-01 and Drawing 3663 - LB - ZZ - XX - DS - A - 000041: Parameter Sections-02.**

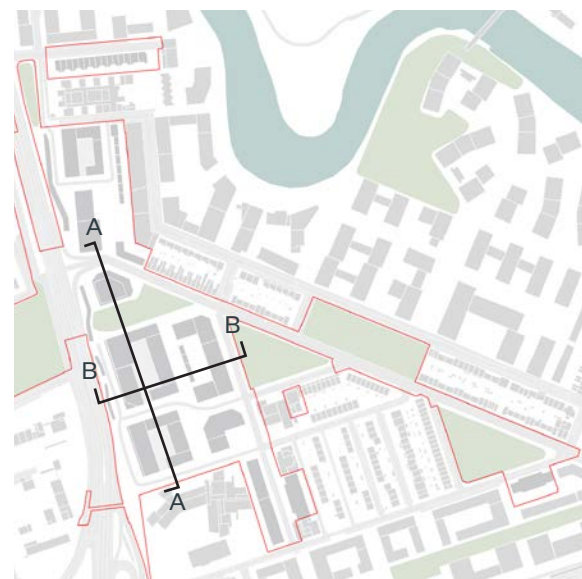


Fig.258 Key plan showing section cuts

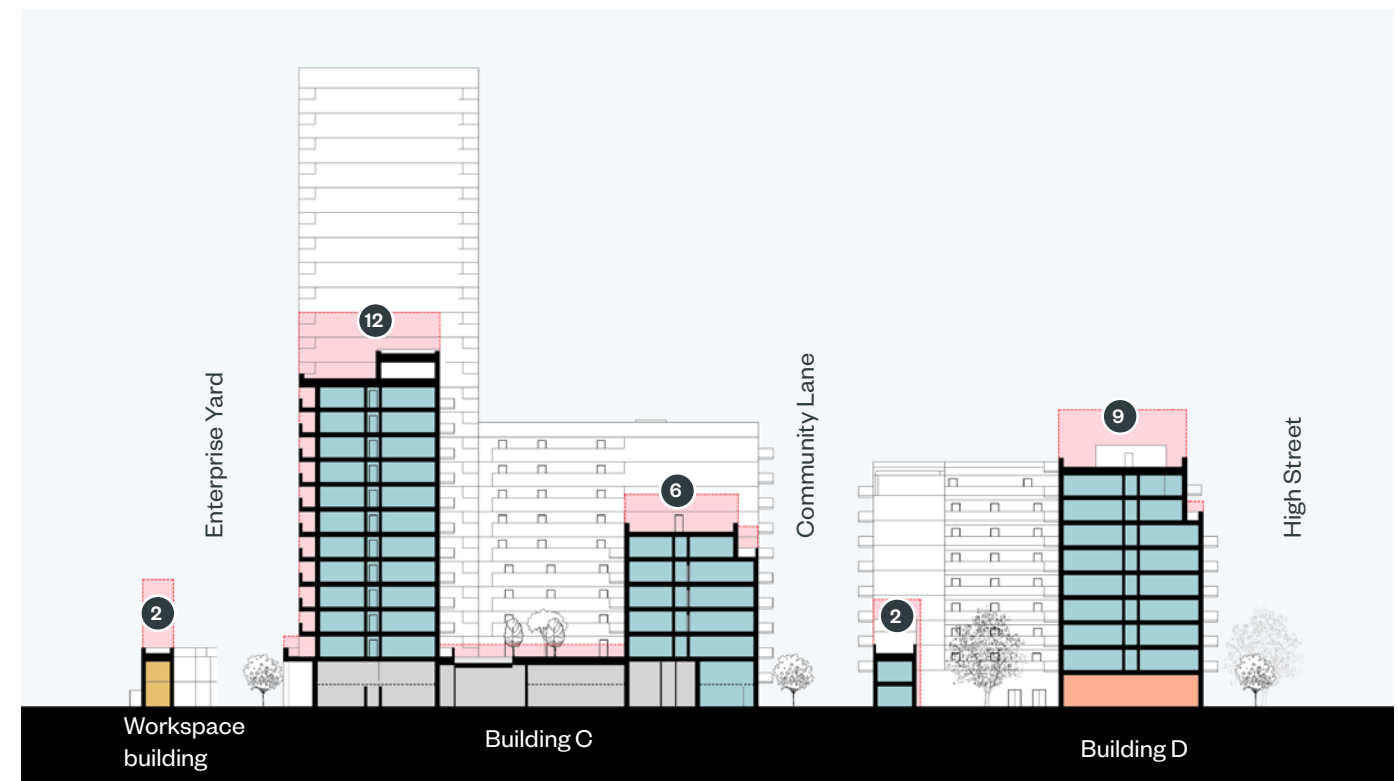


Fig.259 Section B-B cutting east-west through the southern part of the Site



# Scale and massing

## Site sections

**Section C-C (top)** cuts north south through the Site from building B3 to Lochnagar Street at the very north of the Site. Building B3, the tallest building on the masterplan marks Highland Place and the underpass, alongside its neighbour building B2. From here, the massing reduces considerably in scale to respond to the Grade II listed Bromley Hall School. The new homes along Lochnagar Street, which form part of Phase A of this application, are 3 storeys.

**Section D-D (bottom)** cuts through the existing Poplar Works building adjacent to the A12 to the existing Atelier Court to the east of the Site, along Leven Road. A tall robust building of 13 storeys sits along Enterprise Yard, before buildings decrease in scale along Community Lane, and again where they back onto Atelier Court in order to respect both the scale of the surroundings and for minimal impact on daylight, sunlight and overlooking.

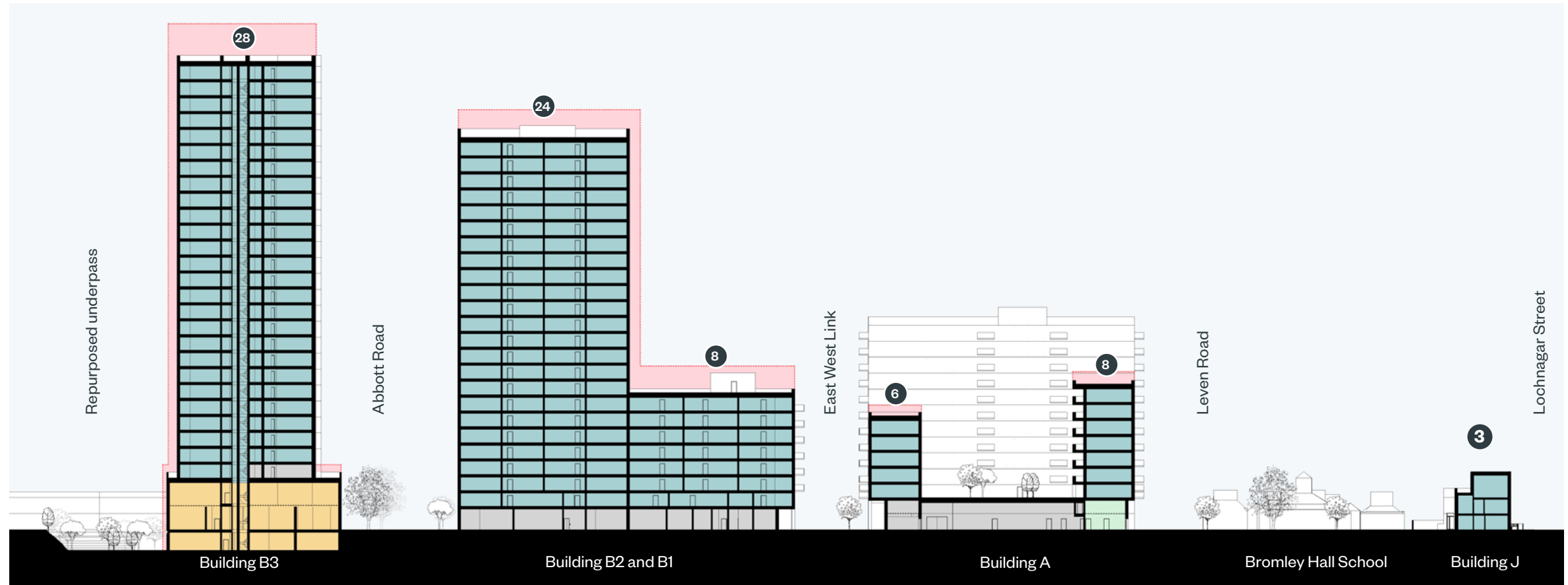


Fig.260 Section C-C cutting north-south through the northern part of the Site

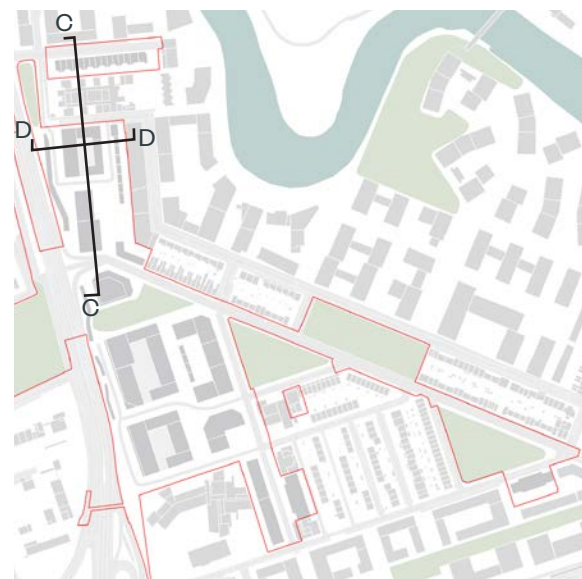


Fig.261 Key plan showing section cuts

Further information at the maximum parameters is provided on pages 42 to 45 of the Design Code and on the Parameter Plans Drawing 3663 - LB - ZZ - 00 - DR - A - 000031: Building Heights, Drawing 3663 - LB - ZZ - XX - DS - A - 000040: Parameter Sections-01 and Drawing 3663 - LB - ZZ - XX - DS - A - 000041: Parameter Sections-02.

- Retail
- Workspace
- Residential
- Maximum building envelope

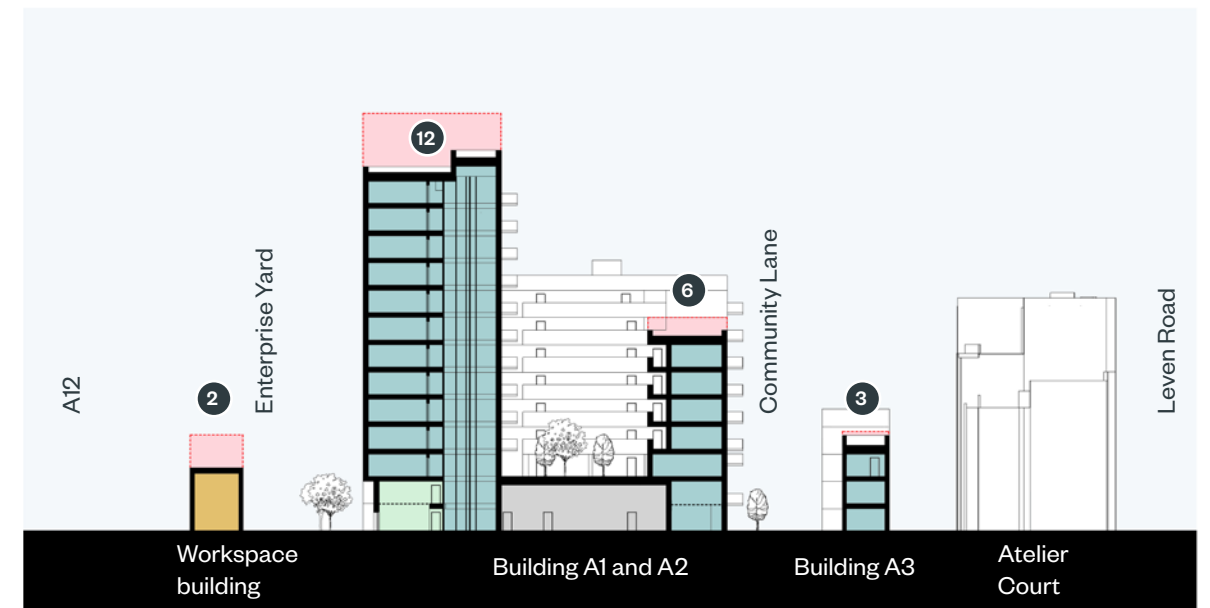


Fig.262 Section D-D cutting east-west through the northern part of the Site





5.3

CHARACTER AREAS





The Healthy Street



# The Healthy Street

## A green loop stitching together new and improved green spaces, and encouraging healthy lifestyles

One of the main objectives of the Aberfeldy Village Masterplan is to encourage outdoor activity, social interaction and a healthier lifestyle. The new Healthy Street will run along the existing Abbott Road and will be a green spine connecting together the series of public open spaces. Primarily these include Braithwaite Park and Leven Road Open Space, which will be improved as part of the Proposed Development, alongside Jolly's Green, the new civic space Highland Place and a continued connection beneath the A12, facilitated by the transformation of the underpass, Slip Road and Underbridge creating direct links to Jolly's Green and the Teviot Estate and further west. This network of pedestrian and cycle friendly connections will be extended to also enhance routes to Millennium Green, Poplar Riverside Park and East India Green, as well as incorporating new spaces on the masterplan such as Culloden Green, the Town Square, School Square, Works Square and Nairn Square.

The Healthy Street will give priority to pedestrians and cyclists and seek to traffic calm vehicles to create a safe and child-friendly environment. The street will be green and leafy in character and the soft landscape will encourage residents, both existing and new, to spend time outdoors and allow them to feel safe when walking and cycling around their neighbourhood.

The adjacent diagram shows Millennium Green, which although outside of the Site boundary, will benefit from the Healthy Street connection.

Further information about the Healthy Street character area is included within **Chapter 7: Public Realm of this Design and Access Statement** and **Chapter 5.2 of the Design Code**. Detailed Proposals for Braithwaite Park and Leven Road Open Space are provided within the **Design and Access Statement: Detailed Proposals** prepared by Morris + Company and submitted as part of this application.



Fig.263 Concept sketch for the Healthy Street character area



Fig.264 Diagram illustrating the key spaces within the Healthy Street character area



# The Healthy Street

## Key spaces

The images below illustrate key spaces within the Healthy Street character area.



1 Fig.265 CGI illustrating Highland Place, a new civic space, and the Underbridge at the heart of the masterplan



2 Fig.266 Improvements to Braithwaite Park, which will come forward in Phase A of the Aberfeldy Village Masterplan



3 Fig.267 Improvements to Leven Road Open Space, which will come forward in Phase A of the Aberfeldy Village Masterplan



4 Fig.268 Improvements to the Slip Road for pedestrian and cycle use and exiting the repurposed underpass



## The Healthy Street

### Area characteristics

This section cuts through Building B3, Highland Place and Abbott Road. Its location is illustrated on the plan below.

The Healthy Street has an important location on the masterplan, adjacent to the existing Abbott Road terraced houses and the proposed Highland Place which includes Building B3, the Resident Hub and the repurposed vehicular underpass/Underbridge. Hence, the Healthy Street plays an important role in creating a soft, safe transition between the existing homes and Proposed Development, whilst better connecting the masterplan into its surroundings and creating an increasingly pedestrian and cycle friendly environment that still recognises the importance of the Abbott Road vehicular connection

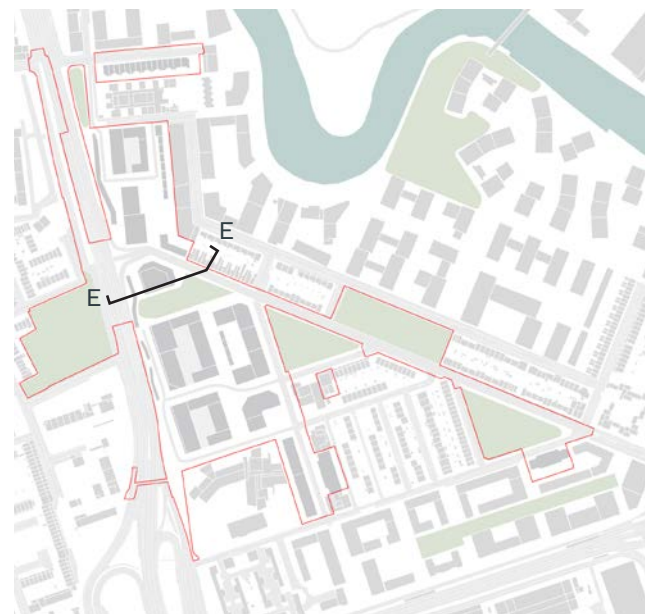


Fig.269 Key plan showing section cut

Landscaping and planting provides a buffer to the A12



Basement uses activate the repurposed underpass connecting the Site to the west of the A12



Terraces provide amenity spaces at multiple levels within Highland Place



Highland Place, a landscaped public space along the Healthy Street, at the heart of the neighbourhood



The Healthy Street, a traffic calmed pedestrian priority route, greened with trees and planting

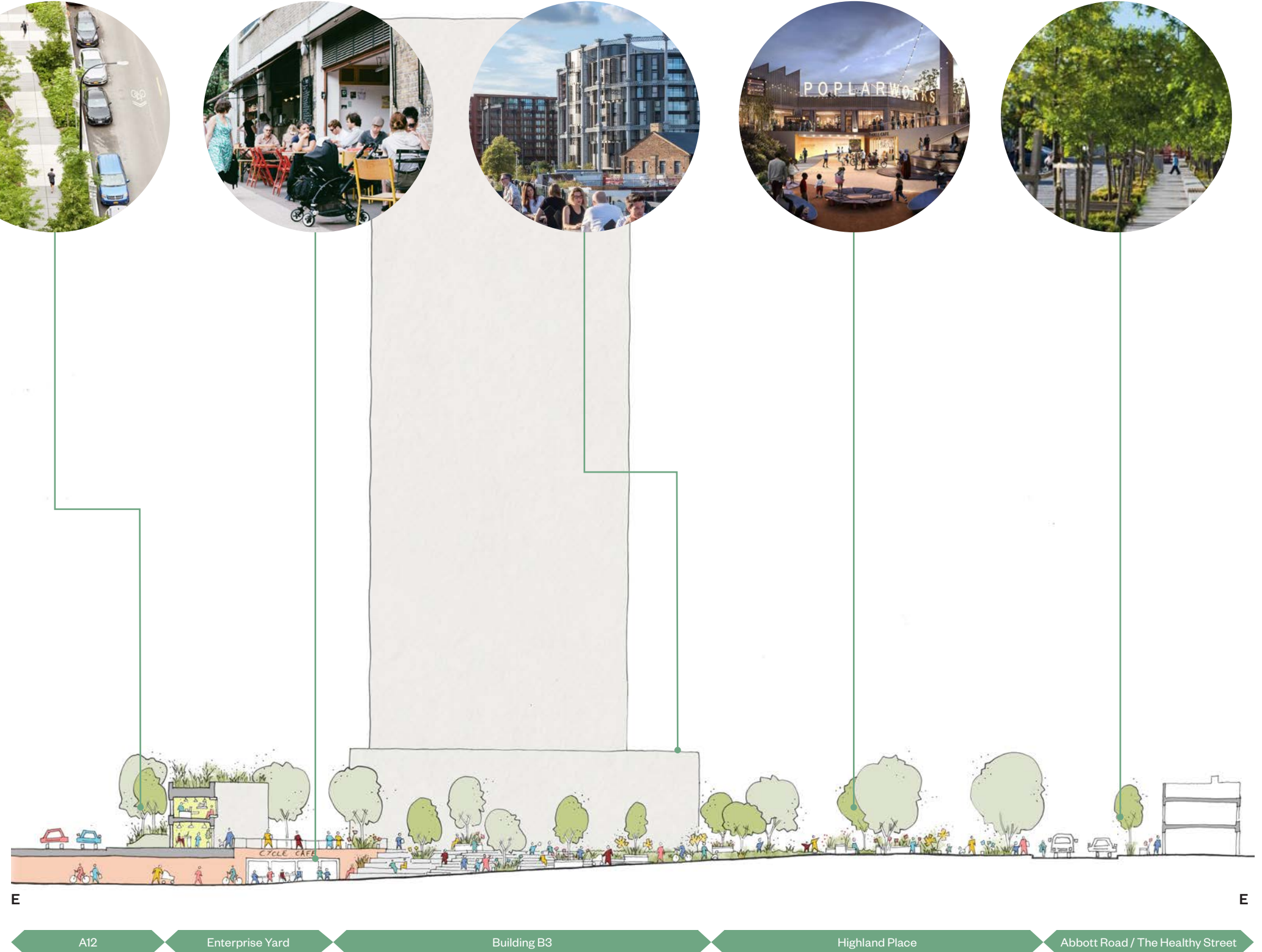


Fig.270 Section through the illustrative masterplan massing showing the Healthy Street character area



# The High Street



CAFE

FRESH BREAD DAILY

ABERFELDY

VILLAGE

MOBILE Flowers

MOBILE Flowers



# The High Street

## A new local centre which celebrates and enhances the character of Aberfeldy Street

The Proposed Development rethinks Aberfeldy Street as the new local High Street providing a mix of retail and community facilities. The proposed layout retains the existing street alignment and mature trees along Aberfeldy Street, and provides new buildings with non-residential uses at the ground floor and residential above. These homes will have balconies facing onto the street to create an active and overlooked environment. The Town Square, a new public space adjacent to St. Nicholas Church, creates a moment of relief along the High Street, and could be used for community events or local markets.

The High Street character connects into Phase 3 of the previously approved Aberfeldy Village Masterplan and the emerging Aberfeldy Square, a new hub of retail, commercial and community amenities. It would also continue further north, beyond Phase A, to its junction with Abbott Road to include building D within Phase D. This extension and revitalisation of Aberfeldy Street to both the north and south will establish a strong local centre for the community old and new, whilst also crucially improving connections within the area.

The High Street will also promote walking, cycling and use of public transport, with wide pavements, bus shelters and cycle parking integrated into the public realm. Opportunities for spill out spaces along the duration of the High Street will activate the street.

Further information about the High Street character area is provided within **Chapter 7: Public Realm of this Design and Access Statement**, **Chapter 5.3 of the Design Code** and within the **Design and Access Statement: Detailed Proposals** prepared by Morris + Company.

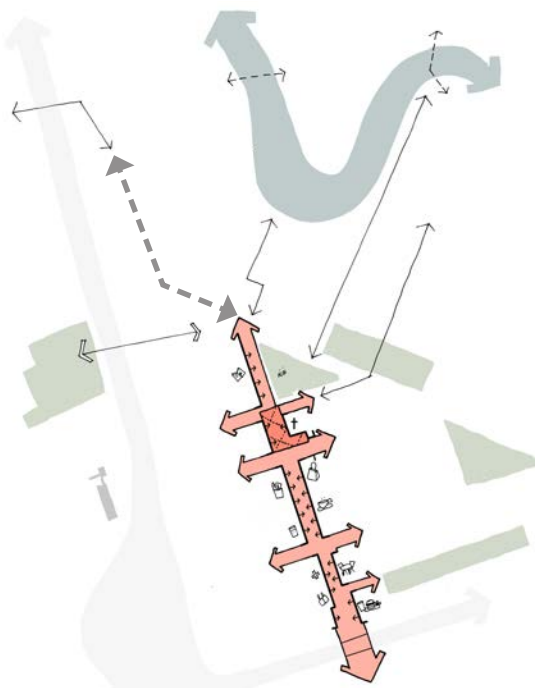


Fig.271 Concept sketch for the High Street character area



Fig.272 Diagram illustrating the key spaces within the High Street character area



# The High Street

## Key spaces

The images below illustrate key spaces within the High Street character area.

From glimpses of hidden gardens and courtyards, leafy community routes through to civic spaces and the High Street, the masterplan creates excitement and character at every turn.



1 Fig.273 Aberfeldy Square in Phase 3b of the previously approved Aberfeldy Village Masterplan



2 Fig.274 The Town Square, adjacent to St. Nicholas Church, within Phase A of the Proposed Development



# The High Street

## Area characteristics

This section cuts through Building D, the northern stretch of the High Street within Phase D and shows its relationship to Millennium Green. Its location is illustrated on the plan below.

The High Street is a new Local Centre for Aberfeldy with a variety of retail units, community and independent businesses along its duration. A large portion of the High Street falls into Phase A of the development, but later phases illustrated in this sketch will extend the High Street north to meet Abbott Road. Areas of tree planting help to break up parking and loading bays. Spill out spaces along the street add activity to the High Street and wide pavements create an inviting environment for pedestrians.

The formal character of the High Street contrasts the informal residential feel of the neighbouring Community Lane



Communal courtyards to the rear of the High Street buildings provide safe, sheltered spaces away from the hustle and bustle of the High Street



Building D creates a robust, strong backdrop to the adjacent Millennium Green. The plinth to building D continues the Kantha narrative evident in Phase A



Flexible retail units along the High Street for independent businesses and non-residential uses which activate the public realm



A pedestrian friendly street, with landscaping integrated into the streetscape that helps to delineate clear routes for pedestrians, cyclists and vehicles



Fig.275 Key plan showing section cut

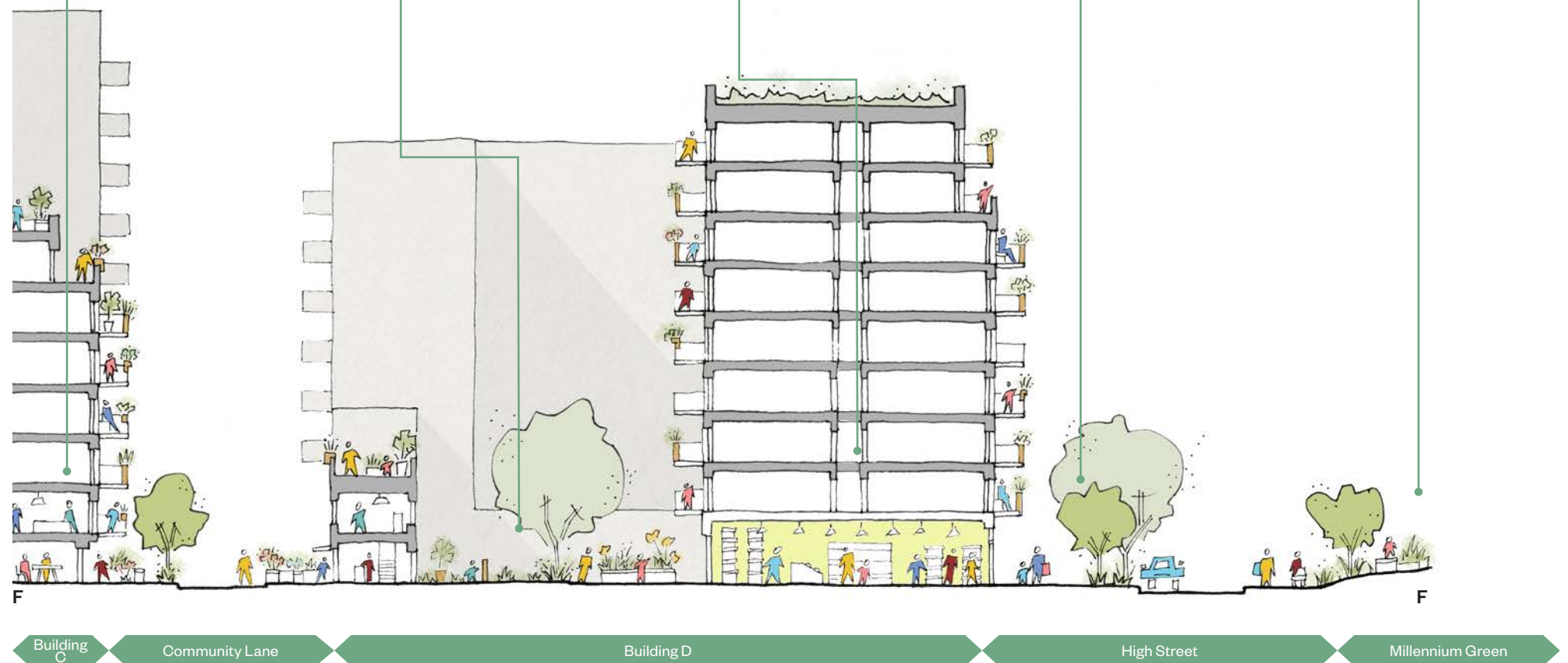


Fig.276 Section through the illustrative masterplan massing showing the High Street character area



# The High Street

## Relationship between the buildings, key spaces and the street

The High Street will be both a place of movement and a place where people dwell, whether that be at a spill out space created by commercial units, on a public bench or observing the shops offerings.

This intensity of activity will be created through multiple commercial units with a spill out space alongside a pavement and a landscaped zone. The separation between vehicular and pedestrian movement marked by landscaping allows pedestrians to feel safe alongside significant vehicular movement. Homes directly above commercial units help with natural surveillance onto the street.



Open frontages allowing visual connections between the street and the retail spaces



Spill out spaces activate the public realm



Trees and planting integrated into the public realm to break up runs of parking and green the street



Pavements and vehicle routes demarcated by change in materials

Fig.277 Diagram illustrating the relationship between buildings, spaces and the street along the High Street