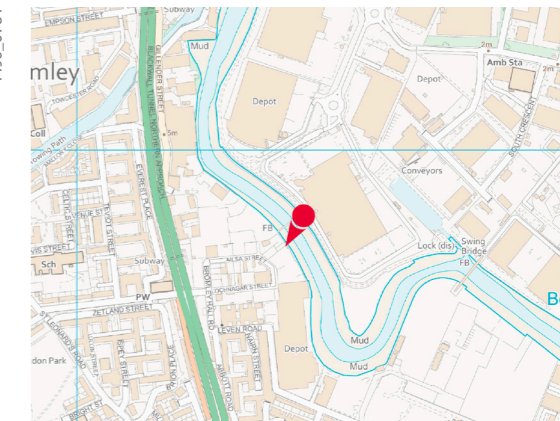




Existing

**View as existing**

- 6.122 This viewpoint is located on the east bank of the River Lea, beside the former Sainsbury's distribution centre. The view looks south-west, towards the Site, which lies approximately 145m from this location. The foreground of the image takes in the river and its banks. A vacant site on the west bank, which is awaiting redevelopment, can be seen in the middle ground of the view. Various tall buildings define the skyline, including the commercial towers at Canary Wharf (seen centrally in the image). Balfour Tower is visible on the left side of the image, beyond a riverside warehouse building.
- 6.123 People in this location are likely to be a mix of local workers, residents, and visitors, at least some there in their leisure time.
- 6.124 This is a view of **medium** sensitivity.

View as proposed

- 6.125 Buildings of Phases A, B, C, and D will all be visible to varying degrees from this part of the riverside. They would form a layered composition of low-scale, mid-rise and tall buildings on the Site, building up to the tallest buildings within Phase B, located at Highland Place. They would signal the transformation of this large regeneration area at Aberfeldy Village. One would no longer be able to view Balfron Tower or the Canary Wharf commercial tall buildings cluster from here – the view ‘as proposed with cumulative schemes’ is particularly relevant in this regard, which follows.
- 6.126 This would be a change of **medium to high** magnitude to a view of **medium** sensitivity. The significance of effect would be **moderate to major** (significant). The effect would be **beneficial**.
- 6.127 The effect would be at sub-regional level and long term.



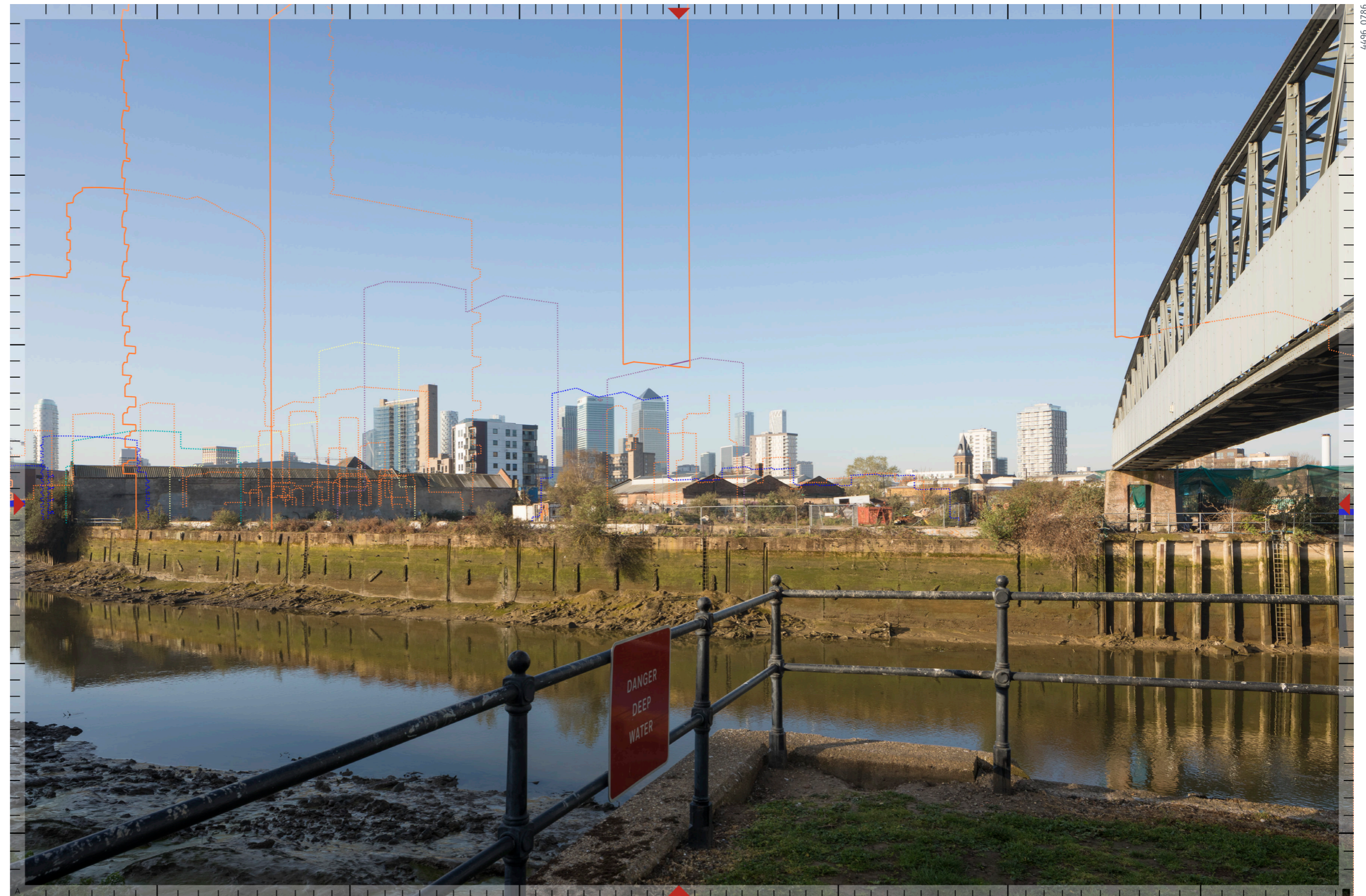
Proposed



Bow Creek / River Lea Bridge

View as proposed with cumulative schemes

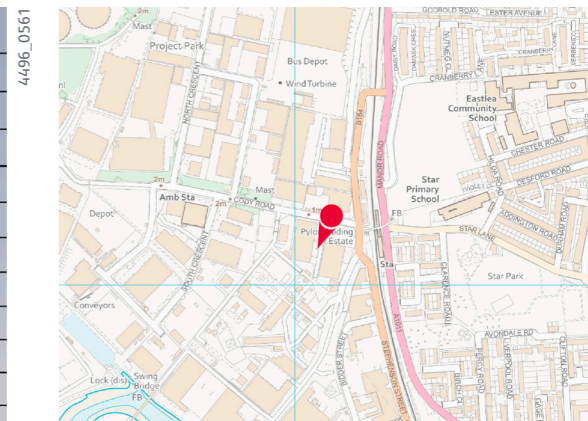
- 6.128 The character of this part of the riverside is set to change dramatically with the construction of cumulative schemes at Ailsa Wharf, Islay Wharf and the former Poplar Bus Depot on Leven Road. These schemes are indicated by the orange lines seen in the image, which outline several tall buildings that will overlook the river. Only a tiny portion of the Proposed Development will be seen in this context (part of the roof of the buildings in Phase B), as outlined in purple in the centre of the image.
- 6.129 Taking this into account, the Proposed Development would represent a change of **very low** magnitude to a view of **medium** sensitivity. The significance of effect would be **negligible** (not significant). The effect would be **neutral**.
- 6.130 The effect would be at sub-regional level and long term.



Cumulative



Existing



4496_0561

View as existing

- 6.131 This view is located on Cody Road, within the Europa Trade Park, a large industrial estate lying between the River Lea and Stephenson Street, in LB Newham. The view looks south-west in the direction of the Site, which lies some 800m from this viewpoint. The view looks across the highway towards modern warehouse buildings that form part of the trading estate.
- 6.132 People in this location are likely to be predominantly local workers.
- 6.133 This is a view of **medium** sensitivity.

View as proposed

- 6.134 The Proposed Development would not be visible in this view, as indicated by the dotted blue, purple, yellow, and turquoise lines.
- 6.135 There would be **no effect** on this view.



4496_0565

Proposed

