

Chapter 3: Alternatives and Design Evolution

INTRODUCTION

- 3.1 This ES Chapter summarises the main design alternatives considered by The Aberfeldy New Village LLP (the Applicant) and details the environmental considerations (including opportunities and constraints) that have influenced the design. Following this, a narrative is provided on the evolution of the selected option for the Site, focusing on key design modifications that were made during the design process. Environmental considerations which have influenced the design evolution process are discussed where relevant.

SITE AND SURROUNDING CONTEXT

Site Description

- 3.2 The Site is irregular in shape and bordered by Bromley Hall School and Lochnagar Street to the north; B125 Abbott Road and Leven Road to the east; Culloden Primary School and residential areas off Blair Street to the south, beyond which lies the A13; and, A12 and properties on Joshua Street to the west. It currently comprises predominantly residential uses, refer to **Figure 3.1**. Some non-residential buildings are located on or in close proximity to the Site these include:

- Existing retail and community uses along Aberfeldy Street;
- St Nicolas Church adjacent to Millennium Green;
- Culloden Primary School on Dee Street;
- The unoccupied, listed Bromley Hall School to the north of the Site; and
- The existing Aberfeldy Community Centre. As a result of the emerging development, more non-residential uses are proposed in close proximity to the Site. These include:
 - A health centre, pharmacy, new relocated community centre and new retail units as part of Phase 3 of the Aberfeldy Village Development;
 - Retail and workspace on the Poplar Riverside development at Leven Road; and
 - A potential new secondary school on Leven Road.

- 3.3 The Site currently consists of the following buildings, which are listed below:

- | | |
|----------------------|---|
| • Abbott Road; | • Nos. 33-35 Findhorn Street; |
| • Aberfeldy Street; | • 2a Ettrick Street ; |
| • Balmore Close; | • 384 Abbott Road (Poplar Works); |
| • Blairgowrie Court; | • Lochnagar Street; |
| • Heather House; | • Aberfeldy Neighbourhood Centre; |
| • Jura House; | • Nairn Street Estate; and, |
| • Tartan House; | • Leven Road Open Space and Braithwaite Park. |
| • Thistle House; | |
| • Kilbrennan House; | |

- 3.4 Photos of the Site are provided below in **Figure 3.1**. The location of the Site and its surrounding context is illustrated in **Figure 3.1**. The buildings listed above are presented in **ES Volume 1, Chapter 5: Demolition and Construction, Figure 5.1**.

- 3.5 Aberfeldy is one of the most physically and geographically segregated parts of the borough, with the A12 and A13 road networks splitting the estate from the rest of Poplar and Blackwall.

THE ABERFLEDY VILLAGE MASTERPLAN (PHASES 1-3)

- 3.6 The Aberfeldy Village Masterplan received outline planning consent in 2012 (the '2012 OPP'). Phases 1, 2 and 3a of the original masterplan have been completed on site and are now occupied. Phase 3b of the masterplan is currently under construction and nearing completion. The Proposed Development replaces the development that would have come forward under Phases 4-6 of the 2012 OPP.

- 3.7 The key concept for the Aberfeldy Village masterplan was to create a series of new routes in and around

the site, a narrative which continues into the proposals for the New Aberfeldy Masterplan. The completed phases offer a variety of new homes across a series of medium rise, high density courtyard buildings all of which are arranged around a central linear park, East India Green, which features soft planting and informal play spaces. Lower, more domestic scale buildings sit adjacent to the neighbouring site, whilst taller more robust buildings are located along the A13 to provide a degree of protection to this urban edge.

- 3.8 Upon completion of Phase 3b, Aberfeldy Village will collectively provide 901 new homes, in addition to extending the non-residential offer of Aberfeldy Street to the south, with a pharmacy, new community centre, and health centre. This is in addition to the facilities in earlier phases which include a residents clubhouse and gym.

Poplar Works

- 3.9 Poplar Works recently opened on the Nairn Street Estate, which forms part of the Aberfeldy Village Masterplan site. It was built on the site of underused garages on the estate which run parallel to the A12, therefore utilising a difficult space to create much needed space for work and culture. There are a total of forty studios over two sites, as well as training spaces, a small production unit and a cafe.

- 3.10 Poplar Works provides studios and workshop spaces for fashion professionals. It is a hub which will help small businesses to grow as well as creating employment opportunities in Poplar. The goal of Poplar Works is to help people and businesses reach their full potential.

- 3.11 Poplar Works is a partnership between Poplar HARCA, London College of Fashion, UAL and The Trampery. The initiative has been supported by the Mayor of London and is part of the Fashion District.

- 3.12 Whilst Poplar Works brings many benefits to the community in terms of workspace, promoting creativity and supporting students and local businesses, the repurposing of the existing garages has also brought with it additional benefits including aesthetic improvements to the street and the public realm and the buildings themselves which provide a buffer to noise and air pollution along Nairn Street

LOCAL ENVIRONMENTAL CONTEXT

Existing and Emerging Heights

- 3.13 The Site itself is characterised predominately by low rise development (up to four storeys). However, its surroundings have a diversity of heights. Directly to the east of Aberfeldy Street and Abbott Road an area of two storey terrace homes reside, to the south-east buildings of four to ten storeys have recently been constructed as part of Phases 1-3a of the Aberfeldy Village development, and to the north Bromley Hall School sits at just one storey.

- 3.14 To the north east along Poplar Riverside, developments with significant height are emerging with proposed buildings reaching twenty one storeys; similarly to the north west, the proposals for the Teviot Estate regeneration would bring some taller buildings and increase heights in this area. **Figures 3.3** indicates the land uses of the existing area proposed emerging development. **Figure 3.4** indicates the existing building heights for the site, surroundings and that of emerging development around the Site.

- 3.15 To the west of the Site, it is predominately two to four storey buildings which sit adjacent to the Brownfield Estate which includes Balfron Tower and Carradale House at twenty six and eleven storeys respectively.

Townscape and Built Heritage

- 3.16 There are no listed buildings within the Site and the Site is not located within a Conservation Area (CA). The nearest conservation areas are, see **Figure 3.2**:

- The Balfron Tower Conservation Area is located approximately 15m west of the Site;
- The St Frideswide's Conservation Area, approximately 150m to the south west;
- The Langdon Park Conservation Area, approximately 100m to the north west;
- Naval Row Conservation Area, approximately 300m to the south;
- The All-Saints Conservation Area, approximately 300m to the south west;;
- Lansbury Conservation Area approximately 450m to the west;
- Limehouse Cut Conservation Area approximately 175m to the north;
- St Matthias Church, Poplar Conservation Area approximately 600m to the southwest; and
- Three Mills Conservation Area approximately 950m to the north.

Figure 3.1 Existing Site Context and Immediate Surroundings



- Photo 1: East India Green, Aberfeldy Village
- Photo 2: Aberfeldy Street meanwhile initiative
- Photo 3: View along Dee Street to Balfon Tower
- Photo 4: Culloden Street and Dee Street
- Photo 5: Dee Street pedestrian underpass
- Photo 6: St Nicholas Church, Aberfeldy Street
- Photo 7: View looking west along Balmore Close
- Photo 8: Entrance to pedestrian underpass along Abbott Road
- Photo 9: Pedestrian underpass under the A12
- Photo 10: Jolly's Green
- Photo 14: Poplar Works development along Nairn Street
- Photo 16: Looking south along Nairn Street

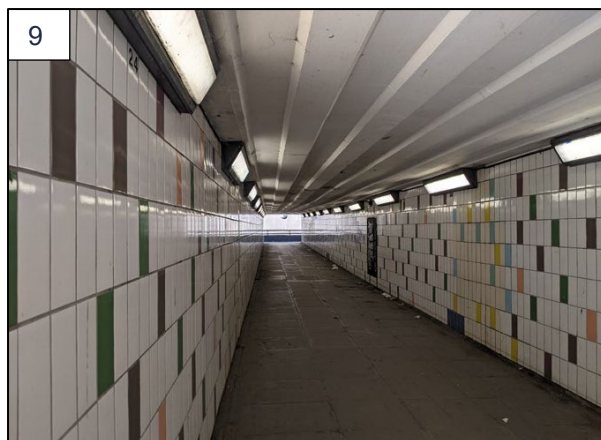


Figure 3.2 Conservation Areas and Listed Buildings Surrounding the Site

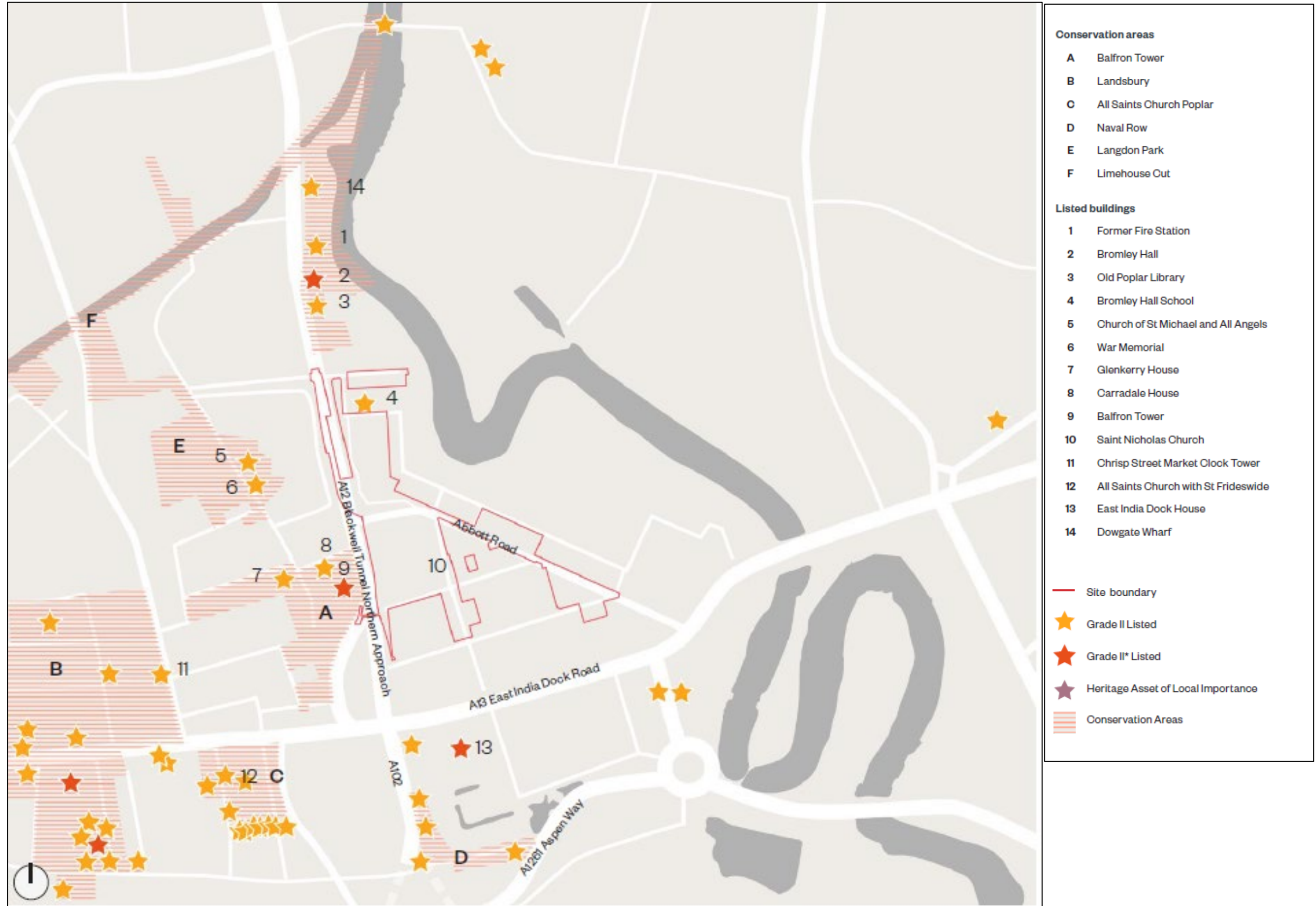


Figure 3.3 Existing Land Uses and Proposed Uses for Emerging Development

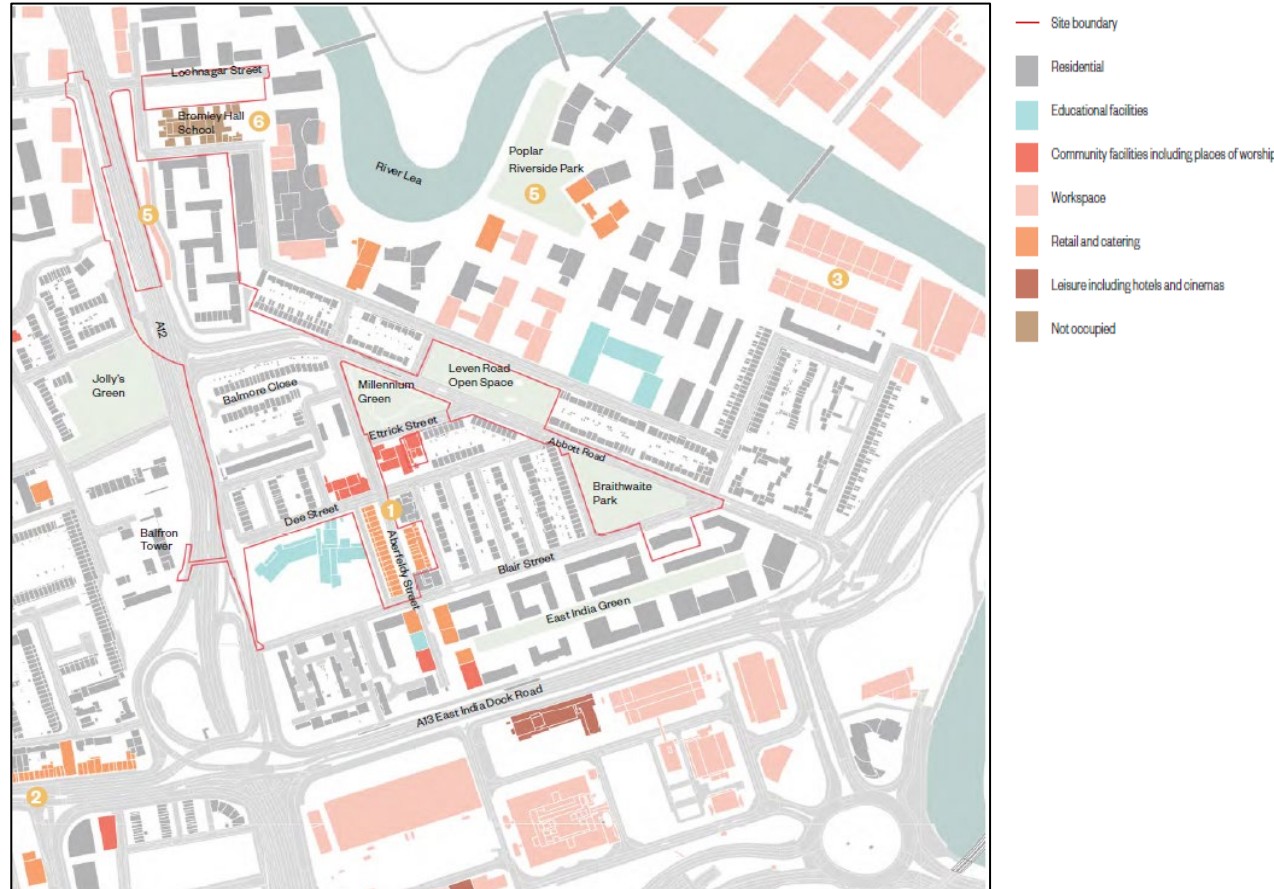


Figure 3.4 Existing Building Heights and Height of Surrounding Area Including Emerging Development



3.17 There are no listed buildings located within the Site, however the following listed buildings (**Figure 3.2**) are located in the surrounding area.

- The Balfron Tower, St Leonard's Road (Grade II* listed) approximately 15m to the west);
- Carradale House, St Leonard's Road approximately 99m to the west;
- Glenkerry House, Burcham Street approximately 190m to the west;
- Church Of St Michael and All Angels & War Memorial, St Leonard's Road approximately 196m to the west;
- Former Bromley Hall School, Bromley Hall Road to the north but south of Lochnagar Street;
- Poplar Public Library, Gillender Street approximately 120m to the north;
- Bromley Hall, Gillender Street (Grade II*) approximately 160m to the north;
- Former Fire Station, Gillender Street approximately 230m to the north;
- Church of St Michael and All Angels, St Leonard's Road approximately 196m to the west;
- Former Financial Times Print Works, East India Dock Road (Grade II*) approximately 170m to the south;
- All Saints' with St Frideswide Church (Grade II) approximately 473m to the south west;
- Poplar Baths (Grade II) approximately 590m to the west;
- St Matthias Church (Grade II) approximately 790m to the south west;
- Susan Lawrence and Elizabeth Lansbury Schools (Grade II) approximately 640m to the west;
- Crisp Street Market Clock Tower (Grade II) approximately 620m to the west; and;
- East India Dock Pumping Station (Grade II) approximately 420m to the south; and
- Plaque on Modern Dock Wall Facing West, East India Dock Road approximately 620m to the south.

3.18 The full list of conservation areas and listed buildings assessed within the EIA are presented within **ES Volume 2: Townscape, Visual Impact and Heritage Assessment**.

Transport

3.19 The site is surrounded by major transport infrastructure, including the A12 and A13, two major north-south and east-west routes respectively, which create significant severance between the site and the rest of the Borough and reinforce the neighbourhood as an urban island.

3.20 The Site benefits from a Public Transport Accessibility Level (PTAL) rating ranging between 3 (poor) to 4 (moderate) which is in part due to the bus route which runs through the site, accessed by the 309, 108, 115 and D8 bus routes. Additionally, the closest station to the Site is Langdon Park Docklands Light Railway Station, located approx. 275m to the west of the Site. Bromley-By-Bow London Underground Station is located approximately 800m north of the site. Cycleway 3 forms the main strategic cycle route in the vicinity of the site and provides a connection into Central London. There are a number of cycle routes in the vicinity of the site including the Cycleway 3 which runs along the A13 East India Dock Road.

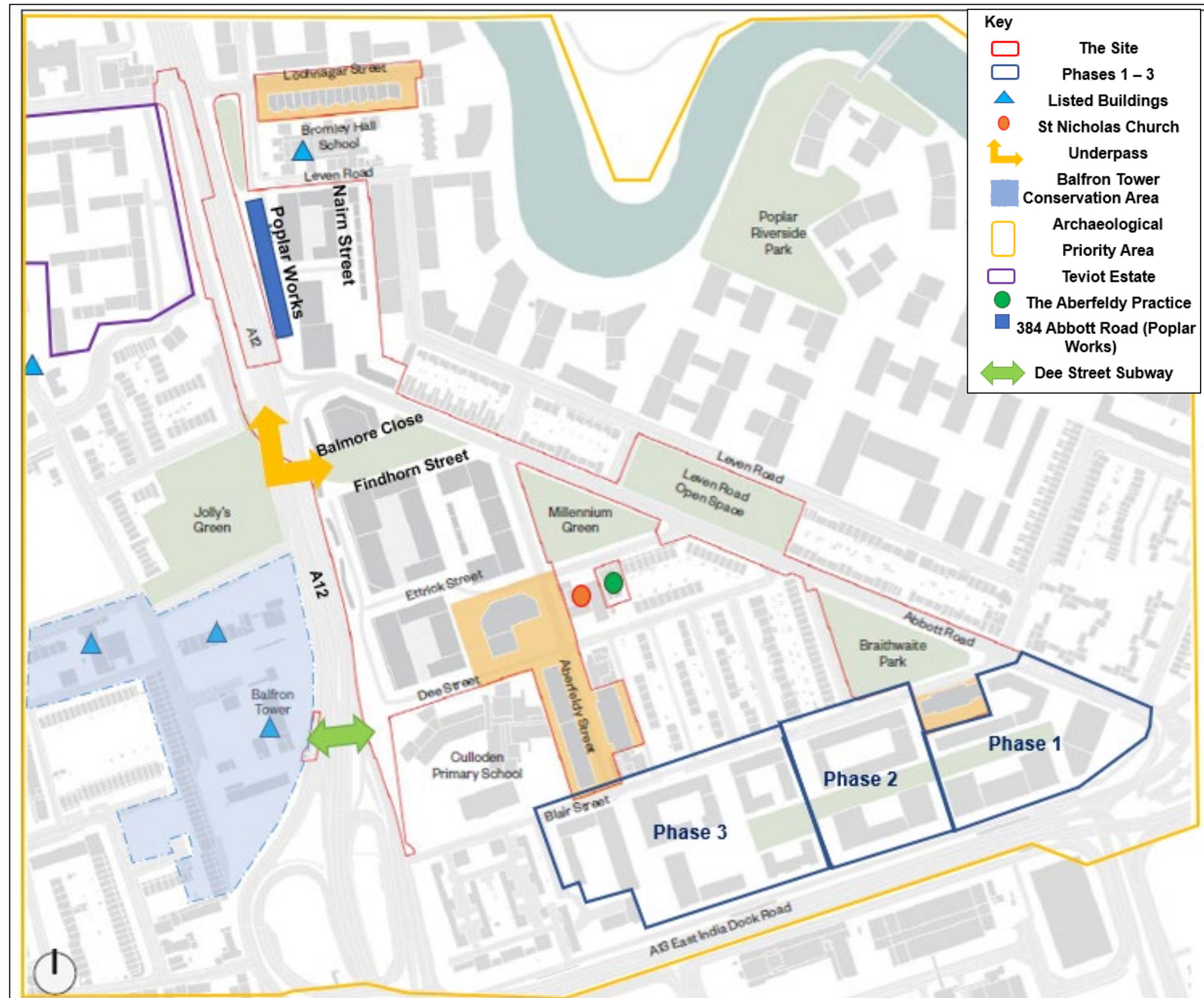
3.21 Currently there are no cycle routes within the Aberfeldy Island, and the closest cycle route is the CS3 to the south. There are two pedestrian underpasses connecting the site to the west under the A12: one from Abbott Road and another from Dee Street. Both of these underpasses are in poor condition and considered unpleasant and unsafe. In addition, these are not cycle friendly.

3.22 There is very little access to public transport within the site itself, only the 309 bus route goes through the site, connecting it to Canning Town. There are other bus routes along the A12 and A13 connecting to Central London.

3.23 Within 15 minutes walking distance there are a number of DLR stations with trains running regularly to Central London. Despite being in close proximity, the access to these facilities is not obvious and easy.

3.24 The site is very well connected with the wider area, but poorly connected to the immediate context, which has an isolating effect on this neighbourhood.

Figure 3.5 Environmental Constraints Map on Proposed Buildings



Air Quality

3.25 The A12 to the west of the site and the A13 (East India Dock Road) both generate NO₂ and PM₁₀ levels in excess of the borough objectives and as a result the site is located within a designated Air Quality Management Area (AQMA). The AQMA encompasses all main roads within the borough and covers the entire southern and eastern areas of the borough.

Noise

3.26 Similar to air quality, the A12 and the A13 both generate high noise levels, in excess of 75dB. The A12 carries 6 lanes of busy traffic and bus lanes, whilst the A13 carries 4 lanes of traffic and plus bus lanes.

Archaeology

3.27 The Site is located within the Lea Valley Archaeological Priority Area (Tier 3).

Social Infrastructure and Housing

Education

3.28 The Proposed Development is located within Poplar Planning Area of LBTH's School Place Planning Strategy, which is home to 14 primary schools. There are currently 890 Reception places available in the Poplar catchment area. There are 9 secondary schools in LBTH with a total pupil roll of 9,003, and overall capacity of 10,444 places

Healthcare

3.29 A planning obligation is proposed as part of the Section 106 Agreement for this Hybrid Application to secure the re-provision of The Aberfeldy Islamic and Cultural Centre and Mosque. The Section 106 Agreement associated with the Extant Permission required the Faith Centre's re-delivery and thus it is proposed that this is transposed to the new Section 106 Agreement. The existing GP Practice at 2a Ettrick Street will be re-provided under phase 3b of the Extant Permission within a new, larger Health Centre. Therefore, as this building will be vacant and at the heart of the Masterplan and in close proximity to the new Town Square, the Applicant is currently exploring the Faith Centre's relocation as part of a future change of use application. There are 8 GP practices within one-mile of the site, with a total of 92,630 registered patients and 42.4 FTE GPs. This gives rise to an average of 2,185 patients per FTE GP, which is higher than the HUDU benchmark of 1,800 patients, and the average for the LBTH Clinical Commissioning Group (CCG) (of 2,026 patients per FTE GP).

3.30 Within the Low Impact Area (LIA), there are six dental practices, with closest to Site being the All Saints Dental Care (640m). There are a total of 19 dentists working in the six dental practices. Currently, National Health Service (NHS) Choices does not provide information on the number of patients registered with the dentist practices but based on the existing population of the LIA this equates to around 2,240 population per dentist which is above the best practice benchmark of 2,000.

Open Space

3.31 The Site is located to the southwest of the meandering River Lea, which feeds in to Bow Creek and ultimately the River Thames. At present, nearby water spaces are typically difficult to access due to major infrastructure and lack of pedestrian routes. This will change as surrounding development comes forward.

3.32 Leven Road Open Space and Braithwaite Park are located within the Site. There are a number of green areas and parks in close proximity to the Site, including Millennium Green, East India Green and Jolly's Green.. The Site is within walking distance of these spaces, connections which will be retained and enhanced in order to promote their use.

3.33 The closest large green areas are Langdon Park and Jolly's Green, within 12 and 6 minutes walking distance respectively. Despite being so close, they are not easily accessible due to the severance caused by the A12 and the poor character of the existing underpasses which cross the A12.

Housing

3.34 There are 330 existing homes to be demolished within the new masterplan area, which are summarised within **Table 3.1**.

Table 3.1. Existing Homes to be Demolished

Dwelling Size	Social Rent		Leaseholders/Freeholders	
	Homes	Hab Room	Homes	Hab Room
1 Bedroom	39	78	8	106
2 Bedroom	71	213	28	91
3 Bedroom	123	491	38	153
4 Bedroom	15	75	4	20
5 Bedroom	2	12	0	0
6 Bedroom	2	12	0	0
TOTAL	252	881	78	370

3.35 The decant strategy submitted alongside the planning application¹ provides further details and sets out the relocation options that will be available to existing residents that currently reside in the homes that are to be demolished to make way for the new scheme. The proposed phasing strategy and approach to redevelopment will allow all residents the opportunity to move only once and stay on the Aberfeldy Estate should they so wish. Poplar HARCA have given an undertaking to all affected residents to work with them on a one to one basis to establish their housing needs and provide a relocation solution that is tailored to those needs.

Ecology

3.36 The site survey of the Site identified only common and widespread urban habitats of limited ecological value. The introduced shrub habitat was present in ornamental planting across the Site. This included numerous trees, most of which were young birch (*Betula pendula*), cherry (*Prunus avium*), holly (*Ilex aquifolium*), elder (*Sambucus nigra*) and Lawson's cypress (*Chamaecyparis lawsoniana*). Identification of herbs included greater plantain (*Plantago major*), dove's-foot cranesbill (*Geranium molle*), flatweed (*Hypochaeris radicata*) and ryegrass (*Lolium sp.*).

3.37 The buildings and hardstanding possess no vegetation, and all surfaces are sealed and impermeable. The Site is considered to have negligible potential to support all notable and/or protected species with the exception of nesting birds. Nesting bird value is associated with the woody shrubs and trees on site, which are considered to have moderate potential to support nesting birds.

3.38 The buildings and trees on site have negligible potential to support roosting bats as they did not provide any potential access or egress points or suitable roosting area. This is primarily due to the fact that the school buildings are relatively new and well maintained and that the trees are generally young in nature.

Flood Risk

3.39 The Site is located within Flood Zone 3, in close proximity to the River Lea. The site therefore has a 1 in 100 or greater probability of the river flooding each year. However, the Site, benefits from the flood defences along the river which lowers this risk.

¹ DP9 Decant Strategy 05/10/21 Update Document

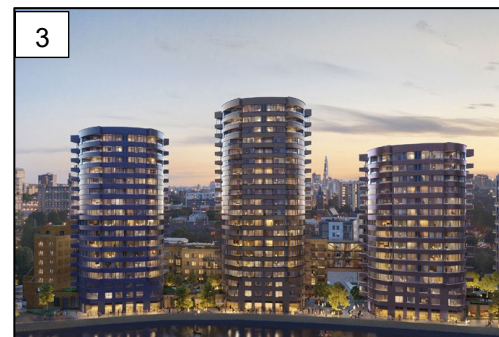
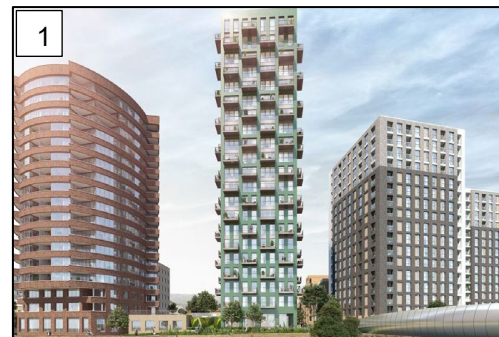
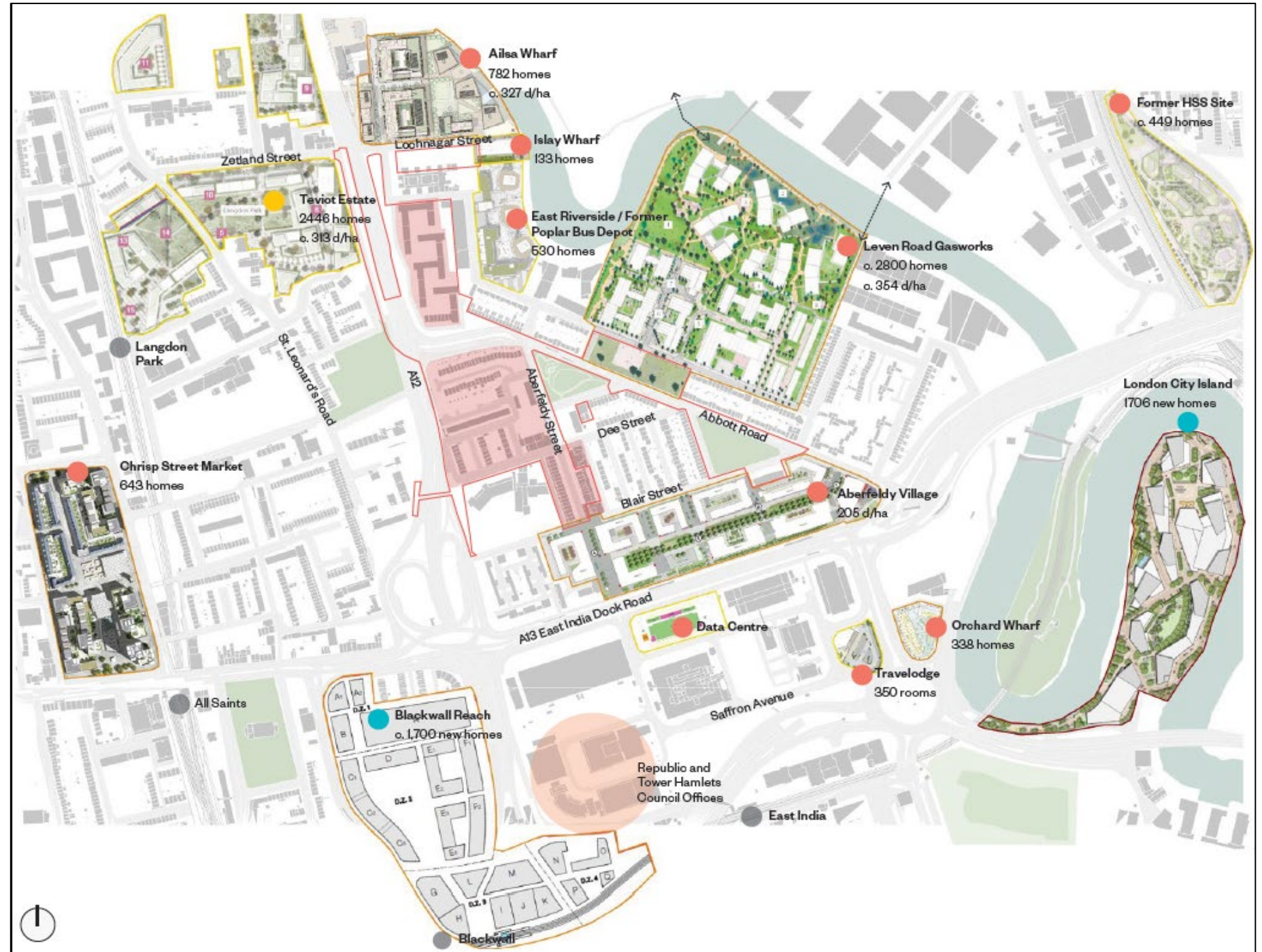
**FUTURE ENVIRONMENTAL CONTEXT
Policy Designations**

- 3.40 The Site is partially located within the Ailsa Street Site Allocation, as designated under the new Local Plan 2031. The Ailsa Street Site Allocation outlines a number of design principles for new developments including the provision of appropriate building heights, scale and massing as well as the provision of an active and well-defined street frontage along Lochnagar Street, a stronger east-west link between the River Lea and the Langdon Park DLR station and the creation of an active square at the corner of the A12 and Lochnagar Street.
- 3.41 The Site is also located within the Draft Leaside Area Action Plan (2021) under Site: LS-A, which aims to improve the quality and connectivity of the area, encourage new employment, access to community facilities and policies relating to the type and quality of open spaces and homes in the area.
- 3.42 The Site is located within the Poplar Riverside Opportunity Area which is considered to have an indicative capacity of providing 9,000 homes and 3,000 jobs.
- 3.43 The Site is grouped under the Lower Lea Valley Opportunity Area, which across the area, has the potential capacity to provide a minimum of 32,000 new homes and 50,000 indicative employment capacity.

Approved Schemes and Heights

- 3.44 The area around Aberfeldy Estate and along the River Lea is changing rapidly and will continue to change as a result of the new and emerging development in the Leaside area which surrounds the site (Figure 3.6). New developments both in the pipeline and with planning approval include:
 - Islay Wharf (1);
 - East Riverside / Former Polar Bus Depot (2);
 - Leven Road Gasworks (3)
 - Chrisp Street Market (4);
 - Ailsa Wharf (5);
 - The Teviot Estate (6);
 - Poplar Riverside (7); and
 - Blackwall Reach (8).
- 3.45 This changing context has informed the proposed masterplan, in terms of its layout, proposed massing, use and movement and open space strategy. By responding to this changing surrounding context, it will help to create an active, liveable and well-connected neighbourhood which responds to the needs of the community both now and in the future.

Figure 3.6 Future Environmental Context with Emerging Development



ALTERNATIVES ANALYSIS

3.46 The following sections review the alternatives to the Proposed Development that have been considered by the Applicant including:

- The Do-Nothing / No Development Alternative;
- Alternative Sites; and
- Alternative Designs.

Do Nothing / No Development Alternative

3.47 The Do-Nothing / No Development Alternative refers to the option of leaving the Site in its current state. Aberfeldy is one of the most physically and geographically segregated parts of the borough, with the A12 and A13 road networks splitting the estate from the rest of Poplar and Blackwall. The Do-Nothing would not be desirable as the existing housing estate is in a poor state of repair and need in need of improvement. The Do-Nothing option on the Site has therefore not been considered in further detail as the Site represents an opportunity to be redeveloped to provide much needed housing and public realm enhancements to the Aberfeldy Estate in accordance with The London Borough of Tower Hamlets Regeneration Delivery Plan².

3.48 Regeneration of this nature will lead to both new residential floorspace and employment opportunities which leads to other direct and indirect socio-economic benefits that would otherwise not be realised should the site be left in its current state.

3.49 In addition, connected open space areas are limited within the existing area of Poplar. The Proposed Development, through the construction of new public open space, the pedestrianisation of the vehicular underpass and a new Healthy Street connecting new and existing open spaces (see **ES Volume 1, Chapter 4: The Proposed Development**) will result in new areas for existing and proposed residents as well as facilitating pedestrian movement from the east to the west of Poplar.

Alternative Sites

3.50 No alternative sites or locations have been considered for the Proposed Development. The Site is identified for regeneration by LBTH in their Regeneration Delivery Plan.

Alternatives Designs

3.51 The Design Evolution section of this chapter sets out the key design considerations and the framework principles which have guided the evolution of the Proposed Development. The design has evolved as a result of these starting principles. No wholesale alternative designs have been developed, which differ from these starting principles, however the design of the Proposed Development has emerged and evolved in response to feedback from the pre-application consultation process (both in terms of the public consultation process and the pre-application discussions with LBTH, Transport for London (TfL) and the Greater London Authority (GLA)) as well as design development, and input in relation to the technical and environmental design aspects of the scheme.

3.52 Where design options have been influenced by environmental considerations and assessment work, this has been discussed within the Design Evolution section of this chapter as relevant.

CONSULTATION

Statutory Stakeholder Consultation

3.53 The application is referable to the GLA as it exceeds the relevant thresholds set out in The Town and Country Planning (Mayor of London) Order 2008. Accordingly, the GLA has been involved in formal pre-application discussions with the Applicant and LBTH from an early stage with ongoing pre-application discussions.

Pre-application Discussions

3.54 Pre-application discussions have been held with the Council and the GLA on the evolving masterplan since 2019. The evolving masterplan was presented to the LBTH's Conservation and Design Advisory Panel (CADAP) on 12th July 2021 and 9th August 2021.

3.55 Consultation has also taken place with other statutory consultees including Historic England.

3.56 Pre-application meetings on the evolving masterplan have been held regularly. The principal meeting topics included:

- Planning Policy and Land Use;
- Design and Townscape;
- Transport; and
- Open spaces and Public Realm.

3.57 Due to the nature of the Proposed Development the Applicant has been working closely with TfL and have met regularly for pre-application discussions. TfL recognise the opportunity that the closure of the underpass to through traffic presents and that it could deliver transformation change to the local area by creating a high volume east-west walking and cycling connection.

3.58 The Applicant has also engaged in statutory consultation exercises for a number of emerging policy documents including the draft Leaside Area Action Plan, the draft Tall Buildings Standard Procedure Document (SPD), the adopted High Density Living SPD and the adopted Planning Obligations SPD. The Applicant has submitted representations as a key stakeholder with substantial land interests in Tower Hamlets and London with a view to promoting development at Aberfeldy and raising the profile of key local issues such as addressing the severance caused by the A12.

Public Consultation

3.59 Public consultation has been ongoing for the last two years. This includes the formation of the Residents' Steering Group (RSG) which monitors and scrutinises all aspects of the masterplan and whose feedback has directly informed and shaped the scheme to date. The project team have also undertaken the unique approach of consulting with young people, to ascertain their priorities and aspirations for the area.

3.60 **Table 3.1** outlines below a list of the engagement undertaken in support of the new masterplan.

Table 3.1. Engagement Activity Undertaken

Month	Engagement Activity
June 2019	Listening exercise undertaken by Poplar HARCA with residents in the Nairn Street, Abbott Road and Leven Road area to discuss priorities in relation to regeneration.
August 2019	Listening exercise undertaken by Poplar HARCA with residents in Aberfeldy West to discuss regeneration priorities.
June – July 2020	Planning for Real consultation exercise with residents, with 280 residents taking part, generating over 2,500 ideas and suggestions.
September – October 2020	Residents endorse regeneration masterplan, with 93.1% in favour of the plans on a 91.1% turnout in estate ballot
Ongoing	ZCD Architects working with pupils from Culloden and Langdon Park schools to hear their ideas to improve Aberfeldy, culminating in the creation of a Young Person's Manifesto that has helped to shape the masterplan (see below). Distribution of Poplar HARCA newsletters on the Aberfeldy regeneration.
November – December 2020	First round of consultation held on the proposals with the wider Poplar community. Consultation pack describing the initial proposals/questionnaire issued to 4,881 households and businesses in the area 'Meet the team' consultation webinars were held on the following dates: - Tuesday 17th November; and - Saturday 21st November.
December 2020	Residents' Steering Group (RSG) workshop to discuss the residential element of the new masterplan.
January 2021	RSG workshop to discuss priorities and aspirations for the existing and proposed open spaces.
February 2021	RSG workshop to discuss proposed enhancements to the existing streets.
March 2021	RSG workshop to discuss new community, leisure and retail spaces.
April 2021	Site walkabout with the RSG to discuss detailed Phase A proposals.
May 2021	Door-knocking exercise held with Aberfeldy Village Phase 3 residents to find out more about what they

² London Borough of Tower Hamlets, Regeneration Delivery Plan, 2019

	like and don't like about their development, to inform the latest plans
July 2021	Consultation pack describing updated masterplan proposals/questionnaire issued to 4,906 households and businesses in the area.
August 2021	RSG meeting with Transport for London Presentation to LB Tower Hamlet's Strategic Development Committee (SDC) on the masterplan proposals – Monday 16th August
September 2021	Public consultation event at the Aberfeldy Neighbourhood Centre: 4th September March 2021 RSG workshop Virtual Community Forum in partnership with the London Borough of Tower Hamlets: 6th September Site visit and briefing tour with LBTH councillors, Thursday 9th September

3.61 As described above, the design process has involved listening to children and young people. Secondary school pupils developed a manifesto which clearly sets out their wishes for their new neighbourhood. The design team have worked to these requests. As designs have evolved the young people have had opportunity to check the manifesto has been met. Other residents and local people, including local councillors and planning officers, have been engaged in the young people's work.

3.62 ZCD Architects, supported by Levitt Bernstein, Morris and Company and LDA delivered as an engagement programme for young people who, in turn, provided feedback to steer the design.

3.63 Their manifesto is evidence of their everyday issues. They know Aberfeldy well and recognise its shortcomings. Their input has had an impact on the design of all communal and open spaces within the masterplan, the connections between these spaces, the supporting community uses, meanwhile opportunities and beyond.

3.64 Design considerations by the design team have incorporated within the masterplan, in response to feedback from children and young people, in their manifesto and in early design discussions, include:

- Improved connectivity between homes, community infrastructure and open spaces for pedestrians and cyclists (**Figure 3.7** details the community connections across the area);
- Improved road safety for pedestrians and cyclists and an improved environment to walk around;
- More and improved access to shared green spaces, with these spaces offering play opportunities for all ages;
- Improved play and hang out opportunities for teenagers including a bucket swing, climbing frame and social benches and improved opportunities for diverse ball games. Improved opportunities for adventurous play and exercise including a good outdoor gym, bouldering and parkour. Informal hard spaces for scooting, skating and skateboarding. More incidental and informal doorstep play;
- Improved lighting to key routes subject to biodiversity considerations;
- Improved overlooking throughout;
- More intergenerational spaces;
- Enhanced school street;
- Growing spaces (private and communal);
- Quiet spaces;
- Spaces for community events;
- Diverse and welcoming neighbourhood;
- More natural areas, greening, rooftop gardens and biodiversity. Rain gardens and reduced run off;
- Low carbon design;
- Sufficient refuse stores;
- Meanwhile uses such as markets, pop ups, bike stores, car free areas and spaces to grow food; and
- Welcoming signage.

DESIGN EVOLUTION

3.65 The following sections of this chapter describe the design evolution processes undertaken by the Applicant's Design Team and is structured around the initial design brief, the key design changes, the outcomes following pre-application consultation meetings and public consultation that have led to the final design of the Proposed Development. The design process looked at numerous different design iterations and options based on an initial design concept for the Site. The variations of the scheme emerged in response to input from comments made during the consultation process as well as design development and the technical aspects of the scheme from environmental analysis.

3.66 The EIA team has worked alongside the Design Team to ensure that 'mitigation by design' principles have been incorporated into the evolving scheme, and so the evolution of the design has included, where relevant, consideration of environmental effects and issues.

Design Considerations

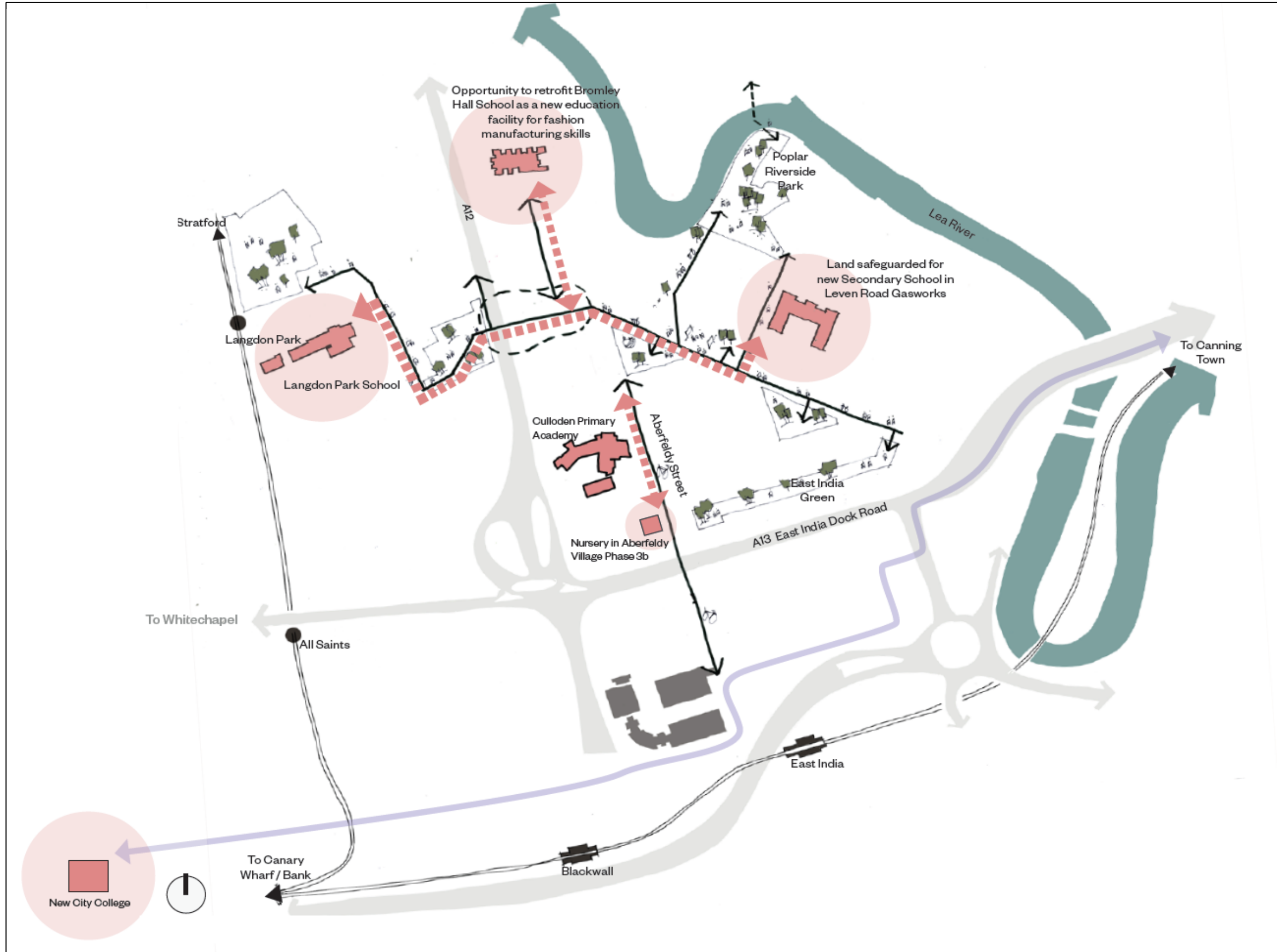
3.67 Aberfeldy is located within a triangular shaped urban island, which is severed by the River Lea to the east, the A13 to the south and the A12 to the west/north west. The design of the Proposed Development has evolved whilst giving consideration to the site and surrounding context.

3.68 The key considerations during the design evolution of the Proposed Development are presented below:

- Respond to and address the severance caused by the strategic infrastructure that surrounds the site (A12, A13 and River Lea);
- Improve pedestrian connectivity between the Site and the west of the A12 by repurposing or improving the existing vehicular and pedestrian underpasses;
- Improve the character and environment of the existing Dee Street underpass;
- Improve connectivity and permeability within the Site generally and ensure that pedestrian movement within the site stitches into the surrounding movement network including any emerging connections;
- Create a new public green open space at the heart of the Proposed Development;
- Create new public spaces throughout the Proposed Development;
- Improve the existing green spaces of Leven Road Open Space and Braithwaite Park and connect the green spaces along a Healthy Street;
- Traffic calm Abbott Road and make it more pedestrian friendly;
- Retain and integrate existing mature trees into new public realm where possible;
- Continue the narrative of Poplar Works and introduce a new creative hub parallel to the A12;
- Improve the retail offer along Aberfeldy Street and promote it as a Local Centre;
- Consider the noise and air quality impact of the A12 and create a buffer to this through landscaping and buildings to help minimise the noise and air quality impact of the A12 on the site;
- Consider the location of heritage assets and listed buildings in close proximity to the site and their architectural character, including Balfron Tower, Carradale House, Glenkerry House, Bromley Hall School and Saint Nicholas Church;
- Consider the Site's location with the Poplar Riverside Opportunity Area, and the opportunity to locate taller buildings along the A12, whilst responding to the listed landmarks of Balfron Tower and Bromley Hall School;
- Consider the location of the site in proximity to surrounding conservation areas, notably the Balfron Tower Conservation Area;
- Consider the existing and emerging built form adjacent to the Site when determining the scale and massing of the Proposed Development; and
- Consider the Site's location within Flood Zone 3 and the proximity of the River Lea and River Thames.

3.69 Each of the above consideration in combination with the surrounding environmental context and consultation with various statutory bodies and the public, led to a collaborative process with the Design Team and various technical assessments. These are described in more detail below as a number of these considerations led to mitigation measures being embedded into the scheme to avoid, reduce, and offset potentially adverse environmental effects.

Figure 3.7 Important Community Connection Across the Proposed Development



Initial Scheme / Initial Design Concept

3.70 Through the design process and following public consultation, pre application meetings and two Quality Review Panels (QRPs), a number of changes were made in relation to the following aspects of the Proposed Development:

- Site Layout and redline boundary; and
- Building massing;

Site Layout and Redline Boundary

3.71 The initial masterplan of the Proposed Development (refer to **Figures 3.8-3.11**) was initially developed and included two scenarios to allow for the inclusion or exclusion of the Culloden Academy School. The redline boundary of Scenario A did not include the existing Culloden Primary School site and therefore no school was proposed on the Site, whilst Scenario B considered a proposal which included the school site and relocation of the school to another part of the Site within the redline boundary. The intention was to submit a Hybrid planning application that would allow the delivery of both of the Proposed Development Scenarios.

3.72 The initial masterplan for Scenario A included 1,250 homes with new workspace and retail units on the lower floors, the enhancement of three existing open spaces and new open public space that replaced the existing vehicular underpass and A12 junction.

3.73 The initial masterplan for Scenario B was designed to be consistent with Scenario A, but included the existing school site. This allowed the school to be relocated away from the A12 to be located adjacent to open public space. The provision of homes was increased to approximately 1,575 homes and the workspace provision increased because of the extension of the proposed Enterprise Yard.

3.74 The question regarding the inclusion of the existing school site within the redline boundary has had a significant impact on the various iterations of the site layout. Early in Stage 1 the site layout for Scenario B was amended to respect the school site boundary, with no buildings positioned partially on and off the school site. This resulted in the size of the courtyard buildings adjacent to the A12 changing, making them less equal in size. The street network changed to reflect the new site layout with Etrick Street staggered rather than Dee Street, which is now retained along its existing alignment. The previous iteration of the masterplan realigned Dee Street to be staggered to better connect with the Dee Street underpass entrance for Scenario B.

3.75 To enable the move of Culloden Primary Academy to be explored in more detail the decision was made during Stage 2 to only progress with the site layout for Scenario A (Culloden Primary Academy remaining in its current location). The site layout has been developed in such a way to allow a future stand-alone application to come forward if relocation of the school was to be agreed.

3.76 During early iterations of the masterplan there were two distinct parcels of land within the redline boundary, the area to the south of Balmore Close which included the residual phases of the original outline planning application (phases 4-6), the Culloden Primary Academy site and the Nairn Street Estate to the north of the existing vehicular underpass. During Stage 0 the redline was extended to include Balmore Close and the land containing the approach to the vehicular underpass. This allowed the original two parcels of land to be combined into one large parcel therefore improving north south connections and omitted the considerable severance of the A12 junction and underpass approach. This change also allowed a significant new open space to be proposed and a significant increase in density of the Proposed Development.

3.77 The land to the north of Bromley Hall school was later included in the redline boundary to reprovide the houses located on Balmore Close.

3.78 The Site boundary has also undergone several further changes over the duration of the design process, which has resulted in amendments to the site layout. The redline was extended to include the vehicular underpass (including the A12 junction), the land to the north of the Bromley Hall School along Lochnagar Street, the allotments between the A12 and Bromley Hall School, the existing pedestrian underpass at Dee Street, the existing vehicular underpass and the slip road connecting the underpass to the A12. Towards the end of the design process the Millennium Green was omitted from the redline. **Figures 3.8-3.11** below illustrates the various iterations of the masterplan for the site layout.

Figure 3.8 Scenario A

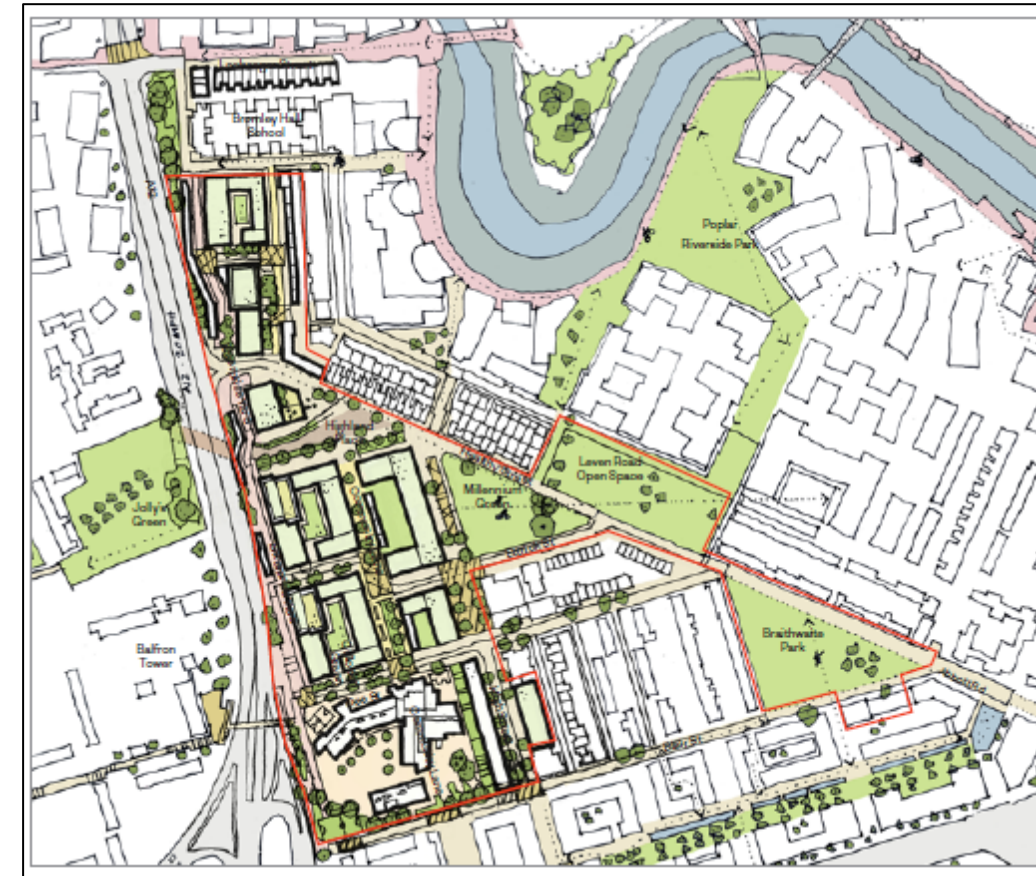


Figure 3.9 Scenario B

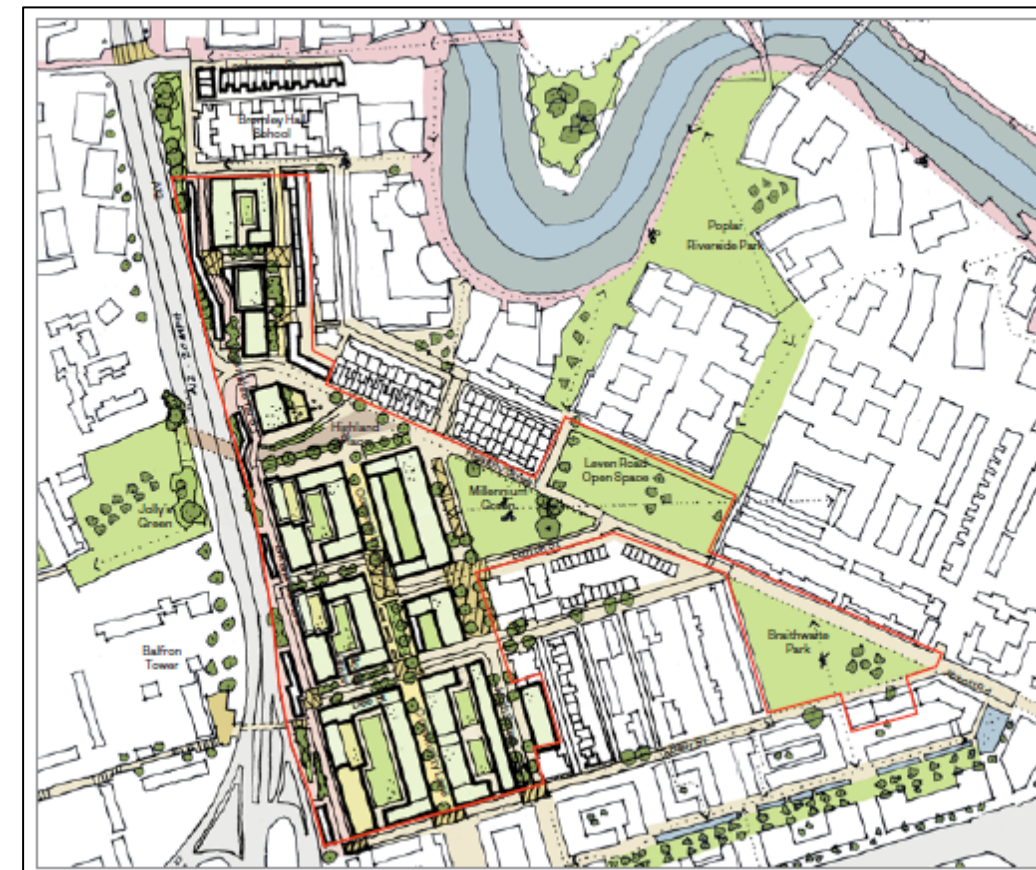


Figure 3.10 Scenario A



Figure 3.11 Scenario B

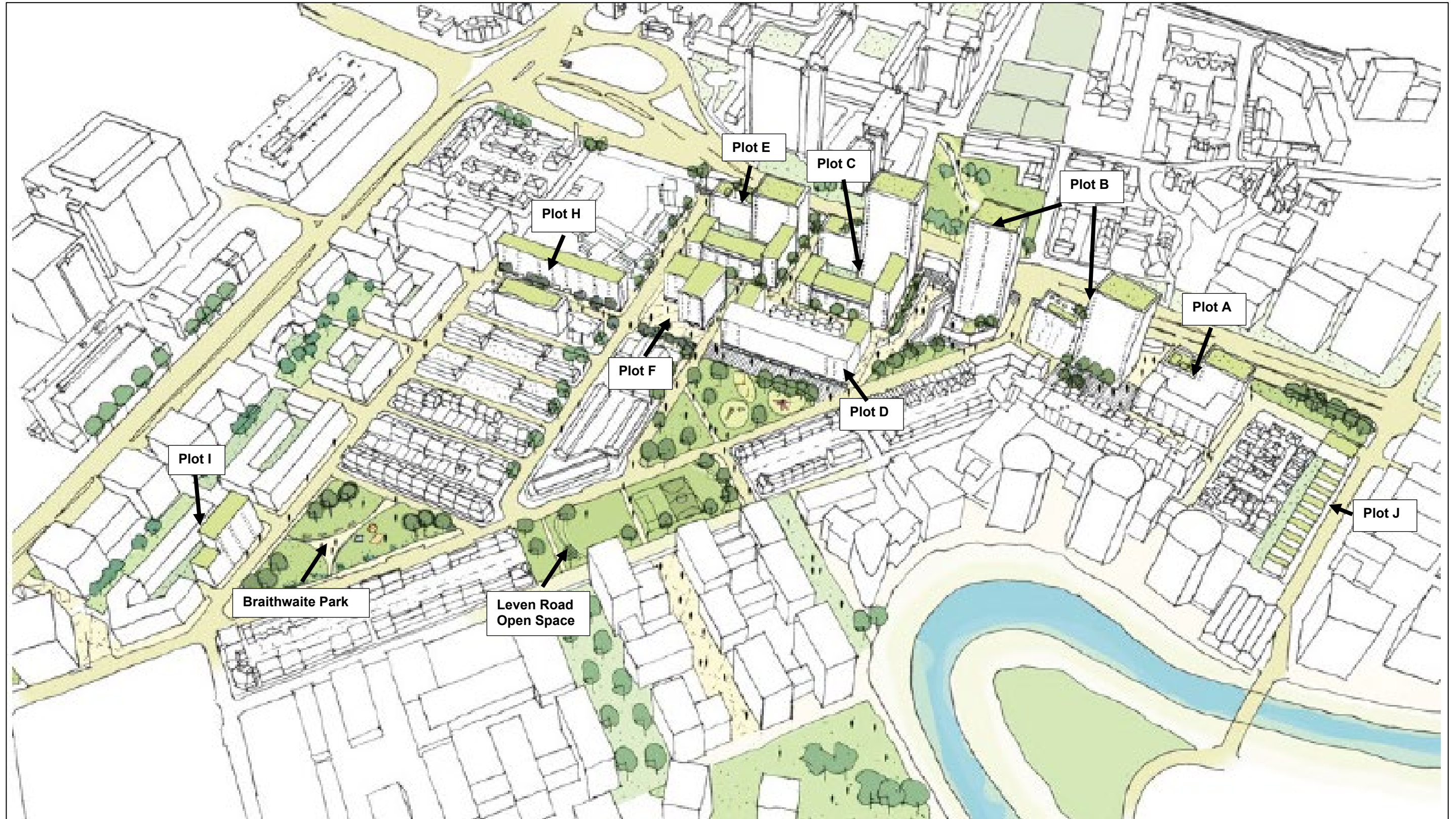


3.79 The following *environmental considerations* were assessed during the evolution of the site layout:

- **Noise and Vibration:** The western boundary of the site runs along the A12, and as a result, the design team have investigated design opportunities to amend the site layout to create an acoustic barrier to reduce noise levels within the site. Buffer buildings, housing nonresidential workspace uses that replicate the existing Poplar Works buildings, were introduced along a large portion of the western boundary acting as a significant buffer between the A12 and the proposed residential land uses to the east of the Site. The location of the buffer building reduces noise and air pollution to the homes within the lower floors of the residential buildings, the new north south Enterprise Yard and the workspaces facing onto it.
- The Site layout of the residential buildings along the western boundary adjacent to the A12 also underwent a number of iterations to reduce gaps in the buildings to improve the acoustic conditions of the Proposed Development beyond.
- **Heritage:** The redevelopment of the Site considered the presence of St Nicholas' Church (not a designated heritage asset) within the Site. As such, the Proposed Development has sought to reinstate the importance of St Nicholas' Church as a civic presence in the area by creating a new public Town Square in front of the Church and pedestrianising Aberfeldy Street at the Church's entrance.
- **Transport and Access:** During pre-application discussion with LBTH and TfL it was confirmed that an A12 and Abbott Road junction was required to be retained in some form. Working closely with the Transport Consultants, iterations of the Site layout were tested to identify the best location for the new junction and different options to improve the pedestrian crossing. Following extensive consultation, the decision was made to extend Abbott Road to align to its historic route and create a new A12 junction further to the north. It was at this stage that the decision was made to retain and pedestrianise the underpass rather than create at grade A12 crossing, improving east connections between east and west Poplar and by doing so delivering one of the key Framework Principles

3.80 Figure 3.12 below illustrates a later iteration of the site layout.

Figure 3.12 Iteration of Site Layout

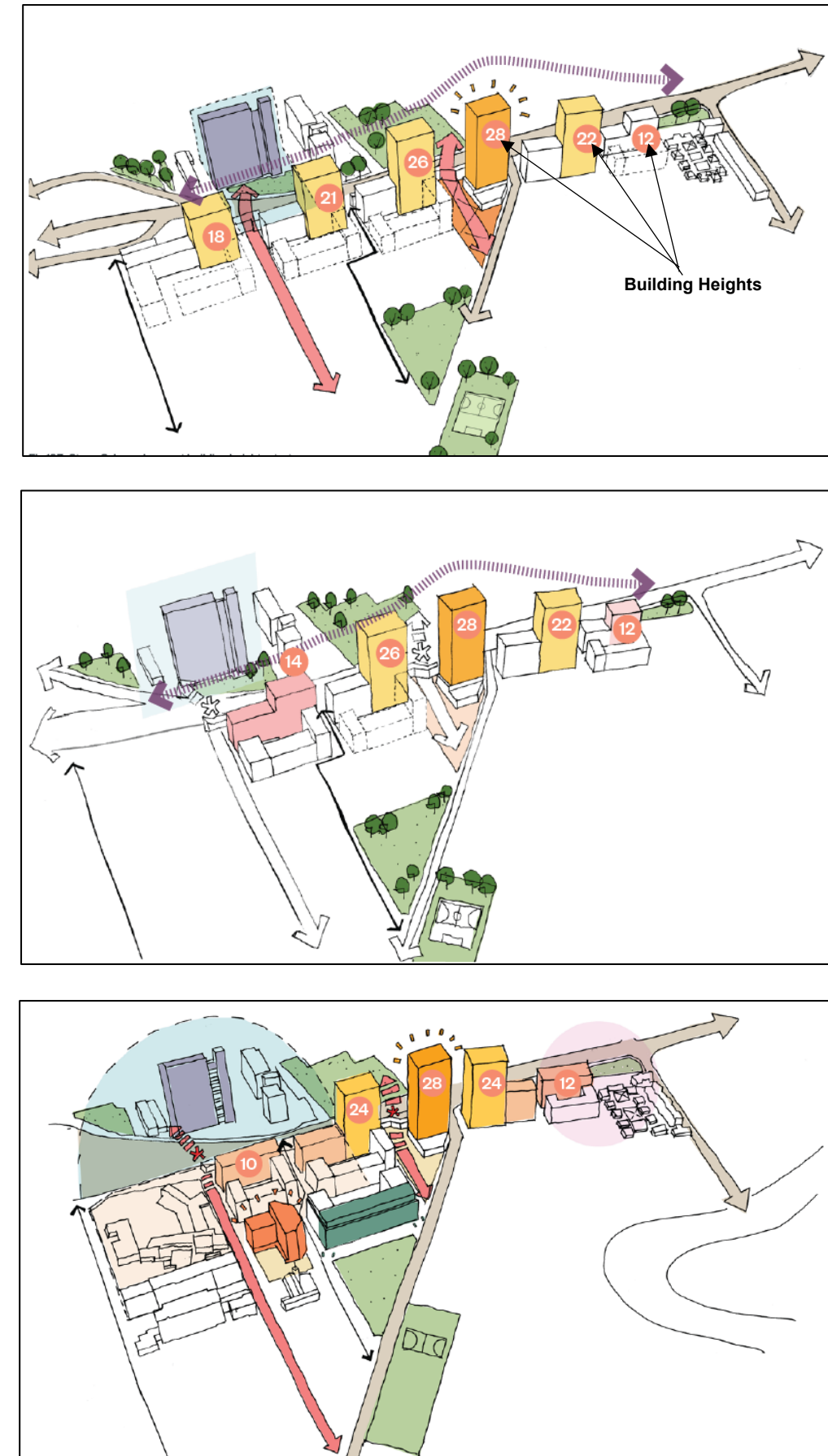


The Evolution of Building Massing, Orientation and Building Heights

- 3.81 The approach to height and massing 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 proposed urban fabric.
- 3.82 **Figure 3.13** shows the massing evolution during stage 2 design development. Early in stage 2 the primary scenario to take forward was Scenario B (with the school site). The first massing sketch shows Scenario B massing with five distinct taller buildings ranging from 18 to 28 storeys. The two taller buildings opposite the Balfron were identified by LBTH as being problematic so the decision was made to not redevelop the school site, therefore removing one of the taller buildings, and to reduce the height of building E from 18 to 14 storeys (shown in the second sketch). The final massing design development step was to rationalise the massing and propose a cluster of three tall buildings around the new underpass – away from the Balfron’s skyspace. The Proposed Development’s heights have therefore been guided by the following principles:
- Respecting the height of adjacent and future developments;
 - Responding to the Balfron Tower and The Balfron Tower Conservation Area; and
 - Marking key thresholds and spaces with taller buildings.
- 3.83 **Respecting the height of adjacent and future developments** -Tower Hamlets, and in particular the area around Aberfeldy Estate and along the River Lea, is changing rapidly and will continue to change because of the new and emerging development in the Leaside area which surrounds the site. This changing context has informed the Proposed Development proposed massing.
- 3.84 There are tall buildings adjacent or in close proximity to the Proposed Developed at present and also many more emerging tall buildings which have been granted planning permission (**Figure 3.6**) and will therefore change the character and appearance of the surroundings. The location and heights of these tall buildings, both existing and proposed, have been important to consider in the development of the Proposed Development and have helped to inform the massing and building heights.
- 3.85 The Proposed Development’s final massing and building heights step down significantly at the edge of the site, ensuring that the cluster of three buildings at Highland Place is clearly defined. This will avoid the merging of tall buildings clusters in existing, emerging, or future developments. Tall buildings are positioned in such a way as to avoid breaking the silhouette of any tall buildings clusters when seen from the southern bank of the Thames riverfront.
- 3.86 In response to feedback received from LBTH, the GLA and Historic England as part of the design development process, the scheme has undergone a number of changes to the massing and building heights. The number, height and location of the tall buildings has seen the most change over the course of the design of the Proposed Development.
- 3.87 **Responding to the Balfron Tower and The Balfron Tower Conservation Area** - Significant changes have been made to minimise any impact on heritage assets in consultation with LBTH, the GLA and Historic England. A sensitive response to Balfron Tower (Grade II* listed) and consideration of the borough designated views towards Balfron required the preservation of sky space surrounding Balfron and resulted in the redistribution of height and massing across the masterplan. The proposed tall buildings are located to mark the new underpass at Highland Place and to consolidate density away from Balfron Tower, which is also a Borough designated landmark. Buildings in the vicinity of Balfron Tower are lower and so will not undermine the existing building’s impact and imposing scale. By keeping buildings in this area low, the ‘sky-space’ around Balfron Tower and the Balfron Tower Conservation Area will be protected, ensuring that the Proposed Development and the historic buildings read as separate and distinct from one another (views of Balfron Tower and existing tall buildings within the area are shown in **Figure 3.1**)
- 3.88 The buildings which will sit directly across the A12 from Balfron Tower have been designed to be horizontal in form and their architectural expression will emphasise this horizontality. Vertical elements which would break the building line and interfere with the silhouette of the Balfron Tower will be avoided.
- 3.89 The massing and building heights have also evolved 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.

Figure 3.13 Massing Evolution

(In each image, the numbers represent story heights. The Purple building is Balfron Tower and the pale blue represents sky space. The orange tall building represents the land mark building).



3.90 The London Borough of Tower Hamlets Local Plan also designates two views which are of relevance to this application, including:

- View 5 from Langdon Park to Balfron Tower and Canary Wharf in the background (**ES Volume 2, Townscape, Visual Impact and Heritage Assessment**); and
- View 6 from East India Dock Road to Balfron Tower and Canary Wharf in the background (**ES Volume 2, Townscape, Visual Impact and Heritage Assessment**).

3.91 **Marking key thresholds and spaces with taller buildings** – The design has recognised the role that tall buildings play in strengthening legibility, identity and sense of place which has been discussed at length with LBTH. 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 Aberfeldy Village with other areas including the earlier phases of Aberfeldy Village, DLR stations, the River Lea, Aberfeldy Street and Chrisp Street Market

3.92 The Highland Place Tall Buildings Cluster has been designed to take account of the 'Principles of Tall Buildings Clusters' set out in figure 8 of Policy D.DH6 of the Local Plan. The cluster of three tall buildings will display variation in height and a clear hierarchy of importance. The tallest element, which marks the entrance to the repurposed underpass and acts as a terminus to Abbott Road, will be expressed differently to its neighbours, both of which are slightly lower. This is the key moment of height and tall buildings which could undermine this cluster are not proposed in other areas of the masterplan.

3.93 The tallest building (100m AOD) is located at a central gateway to the site marking a new public open space at Highland Place and the new pedestrian/cycle underpass below the A12 connecting East and West Poplar.

3.94 An additional marker building, Building F which is part of Phase A, defines new public space - Town Square - at the intersection of the High Street and Dee Street opposite St Nicholas' Church. Building I and Building D form strong backdrops to the key green spaces of Braithwaite Park and Millennium Green respectively (**ES Volume 1, Chapter 4: The Proposed Development, Figure 4.29**).

Wind Microclimate

3.95 The design team have worked closely with the specialist wind consultants. The scheme has been tested a number of times in a wind tunnel facility in which a scale model of the proposal is placed to accurately measure predicted wind speeds that are likely to be experienced around the site with the development in place. In August, a mitigation workshop was carried out following the results of earlier wind tunnel testing of the proposals which had identified a number of strong winds across the Site. At this mitigation workshop a number of changes were made to the proposals including:

- Colonnade setback at the northern elevation of Plot E;
- Chamfering the north-western corner of Plot E;
- Colonnade setback at the southern elevation of Plot C;
- Chamfering the south-western corner of Plot C;
- Chamfering the north-western corner of Plot B3;
- Chamfering the southern corners of Plot B2;
- Colonnade setback at the northern elevation of Plot B1;
- Chamfering the north-western corner of Plot B1;
- Colonnade setback at the southern elevation of Plot A; and
- Chamfering the south-western corner of Plot A1.

3.96 These changes have not been reported in the wind mitigation chapter as the proposals were still in the refinement stage. Further wind tunnel testing was then carried out on three separate occasions in September where the illustrative scheme and the landscaping strategy was tested to demonstrate that a scheme could be achieved within the maximum parameters with acceptable wind conditions. It was during these wind tests that massing alterations, specifically for wind mitigation for Plot C were undertaken. This comprised increasing the chamfer on the south-western corner and introducing a colonnade on the western

elevation. In October the final scheme was tested the results of which are report in **ES Volume 1, Chapter 13: Wind Microclimate**.

Daylight, Sunlight and Overshadowing

3.97 The Architects have also worked closely with sunlight, daylight and overshadowing specialists over the course of the design. The max parameters were tested iteratively for daylight and sunlight impacts upon neighbours and external open spaces as well as daylight and sunlight within the Proposed Development. In total, the masterplan was tested as a whole five times, with an additional 5 tests on undertaken on localised areas and the scheme was amended accordingly based on the results of the assessments.

3.98 For the Detailed Proposals, the changes were implemented to Phase A blocks H1-2 and H3 to mitigate the impacts upon external receptors and align to those of the extant consent.

3.99 For the Outline Proposals, changes were implemented to Plots C-D to mitigate impacts upon 199-225 Abbott Road, and to Plots A, B and C to mitigate impacts primarily upon Leven Road Phase 3 and Atelier Court.

3.100 In general, amendments to massing consisted of set-backs, gaps in between blocks, chamfered corners, stepping back from the most affected receptors, and removal of massing/units in the most sensitive areas.

Framework Principles

3.101 As a result of the design considerations and through the designs evolution, a number of principles have informed the design of the Proposed Development, as detailed below and shown in **Figure 3.14** below. These include:

- **The Threads of the Masterplan:** Six masterplan threads made up of existing and new routes through the site form the framework of the masterplan and have been integral in arriving at the masterplan layout. These include:
- **The Healthy Street:** A green loop which connects a network of public spaces with pedestrian and cycle friendly routes. Abbott Road is at the center of this enabling stronger east west connections and route to the repurposed underpass beneath the A12.
- **The High Street:** Enhancing Aberfeldy Street, improving the non-residential and retail offer and promoting it as the Local Centre
- **Enterprise Yard:** A creative link, which continues the narrative of Poplar Works, that offers opportunities for local and independent businesses whilst improving north south connectivity.
- **Community Lane:** A informal neighbourhood street, which is residential in character, connecting north south through the masterplan from Leven Road in the north to Blair Street in the south. It encourages independent play for children with soft landscaping and doorstep play areas.
- **East West Links:** Historic streets which have been reinstated to improve permeability within and through the site.
- **The Blue Loop:** An improved connection with the River Lea which encourages its use as a leisure route and connects into the wider blue network.

3.102 These principals have driven the scheme and result in a number of benefits across the proposals including:

- **Unlocking of the site to overcome the severance caused by the A12:** The Proposed Development unlocks the Site and helps to reintegrate it into its surroundings by repurposing the vehicular underpass for pedestrians and cyclists and creating a new vehicular connection with the A12 further north, whilst transforming Abbott Road into a Healthy Street which seeks to reduce the volume and speed of traffic entering or passing by the Site in this location. The repurposed underpass, which also includes improvements to the Slip Road, creates an improved connection to the west of the A12 and access to Jolly's Green and Chrisp Street Market. This strategic connection will benefit Aberfeldy and the wider community. It is marked by a tall buildings cluster on Highland Place, acting as a key local landmark set within a unique new urban park at the heart of the neighborhood. The underpass will provide a well lit, safer route and better connect the existing and proposed green spaces, local centres and transport hubs. The proposed underpass will be safer as it has been designed with clear sight lines, it will be an activated space and it will be much wider than the existing narrow pedestrian underpasses that turn multiple corners. Collectively this will help to promote walking and cycling, and sustainable travel. Collectively this improves legibility and signals this wider area infrastructure transformation.

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- A child friendly neighbourhood that focuses on health and play for the first time in London:** The masterplan will be a place for all ages of the community. This will benefit the community, help them feel safer from traffic, experience less pollution with more green space. The spaces surrounding Culloden Primary Academy, including Kirkmichael Road and the land adjacent to the A12, or School Square, will also be improved in order to enhance the overall quality of the public realm and the experience for those travelling to and from school.
- A network of accessible open spaces:** Fundamental to the principles of the masterplan is the network of green open spaces, connected by pedestrian and cycle priority routes which promote and encourage active and healthy lifestyles. The existing open spaces of Leven Road Open Space and Braithwaite Park will be improved and connected by a pedestrian priority 'Healthy Street' along Abbott Road. Other existing open spaces such as Millennium Green and Jolly's Green will also benefit from this. The masterplan also proposes several new open spaces, including:
 - Highland Place** which combines the repurposed underpass, a new landscaped park and the Residents Hub at the base of the landmark building B3. This space creates opportunities for recreation, whilst stitching the northern and southern parts of the Site together and removing the severance created by the A12 and the existing vehicular underpass whilst also providing the opportunity to connect to the Tower Hamlets Green Grid Strategy.
 - The Town Square** is a flexible market square adjacent to St Nicholas Church which performs an important civic and social function for the neighbourhood. The Town Square offer opportunities for a diverse range of community events including markets, music, theatre, games, exhibitions and community gatherings.
 - Nairn Square and Culloden Green** are landscaped moments along Community Lane North and South, respectively, which have a play focus and offer doorstep play opportunities for the family homes located along Community Lane.
- Enhancement of Poplar Riverside and the River Lea:** The Blue Loop is an improved connection to the River Lea, via Poplar Riverside Park, linking into the new routes proposed on the Leven Road Gasworks development. It will also link into the proposed new bridges across the River Lea to give access to the Leaway and the wider River Lea Park. Collectively this encourages the use of the River Lea as a leisure route, better facilitating recreation opportunities along its duration, and connecting into the wider blue network;
- Establishment of a new local centre and improve the retail offer:** The masterplan will be a truly mixed-use neighbourhood with a revitalised High Street and local centre at its heart, running north-south along the existing route of Aberfeldy Street from Blair Street in the south to Abbott Road in the north. It will act as an important connection between Phase 3b of the previously approved Aberfeldy Village Masterplan and this new Aberfeldy Village Masterplan. A variety of uses will be found along the High Street including retail, food and beverage, community functions with St Nicholas Church and smaller independent shop units;
- Support for local enterprise and talent:** Enterprise Yard will create employment opportunities and space for creative industries and enterprise parallel to the A12. It has been designed as a continuation of the creative narrative of the successful Poplar Works development along Nairn Street, which offers workspaces to fashion graduates and local independent businesses. The spaces will be located in purpose built shallow buildings, which act as both a physical and noise barrier between the busy A12 and the new Aberfeldy neighbourhood, and will be flexible and adaptable for a variety of uses. Additional workspaces will also be provided in the lower and upper ground floors of the residential buildings opposite, contributing to a mixed use neighbourhood;
- Consideration of the areas rich history and diverse community:** The Proposed Development has evolved out of analysis of the site and its surroundings. It considers the heritage of East Poplar and the local community. Each thread of the masterplan adds its own unique character to the neighbourhood, offering a variety of new homes and private and communal spaces; and
- A sensitive townscape and placemaking strategy which respect heritage assets:** The placemaking strategy has been carefully designed to consider the relationship of the Proposed Development with its existing context. The location of tall buildings at Highland Place, a key node beside the A12 mark the new east-west connection and strengthen the sense of arrival at this evolving urban quarter from both northern and southern approaches along the A12. The tallest building is

located at the central gateway to the site, adjacent to Jolly's Green. An additional marker building, Building F, defines the Town Square, and buildings I and J form strong backdrops to the key green spaces of Braithwaite Park and Millennium Green respectively. Integral to the placemaking strategy has been the preservation of sky-space around Balfroon Tower and the protection of key Borough Designated views. Buildings also decrease in scale to the north of the site, where they are in closer proximity to Bromley Hall School.

Figure 3.14 Threads of the Masterplan

