

Introduction

This Design and Access Statement: Detailed Proposals has been prepared by Morris+Company and LDA Design and is submitted in support of a hybrid planning application for the Aberfeldy Village Masterplan. The hybrid planning application is made in relation to the north of East India Dock Road (A13), east of the Blackwall Tunnel Northern Approach Road (A12) and to the south west of Abbot Road (the "Site") on behalf of The Aberfeldy New Village LLP ("The Applicant"). The hybrid planning application is formed of detailed development proposals in respect of Phase A for which no matters are reserved ("Detailed Proposals"), and outline development proposals for the remainder of the Site, with all matters reserved ("Outline Proposals"). The Detailed Proposals and Outline Proposals together are referred to as the "Proposed Development".

The Proposed Development comprises the comprehensive redevelopment of the Site. The Proposed Development will provide new retail, workspace and community floorspace along with residential dwellings and the pedestrianisation of the A12 Abbott Road vehicular underpass to create a new east to west route. The Proposed Development will also provide significant, high quality public realm, including a new Town Square, a new High Street and a public park.

This report is an update to the version dated 19th October 2021 & April 2022 that were submitted to the Council in support of the hybrid planning application. This updated version has been prepared principally in response to the amendments to the Outline Masterplan extents and specifically the blocks to Nairn Street, where the previously proposed A3 block has been removed.

The purpose of the Design and Access Statement is to outline the detailed portions of the development proposals for Phase A.

The Design and Access Statement supports and should be read alongside the associative material submitted as part of this Hybrid Application. Part of which includes, the Masterplan Design and Access Statement Revision A, Design+Access Statement Addendum, Design Code Revision B, Parameter Plans Revision 2 and Development Specification as prepared by Lebitt Bernstein Architects.



Fig.1 Aerial sketch of the proposed Aberfeldy Village Masterplan

Executive Summary

The following design and Access Statement describes the detail proposals of 'Phase A' that are set within the masterplan for the Aberfeldy and Nairn Street Estates in East Poplar. Together, these extents form an ambitious proposal to create a new, cohesive neighbourhood that celebrates the areas rich heritage and diverse community within East London.

In summary Phase A seeks approval for:

- High quality housing – a total of 277 affordable and private homes
- Near 50% of homes of affordable tenure
- A revitalised high street and new town square with a wealth of retail and community offers
- New affordable workspace
- Substantial upgrades to existing open spaces including Leven Road Open Space and Braithwaite Park
- Extensive public realm improves including new play and open space for all years

There are x4 dedicated plots within Phase A detailed proposals; Plot F adjacent to Ettrick, Aberfeldy and Blair Street; Plot H at Aberfeldy Street; Plot I adjacent to Braithwaite Park; Plot J, on Lochnagar Street. Whilst all exhibit contrasting locations, characteristics and demands, the design responses have been framed from a deep understanding of the site and extensive community involvement. All contributing to building and public realm proposals that may reflect the character of the neighbourhood, whilst seeking to sustain and reinforce a sense of community across Aberfeldy.

The detailed proposals sit within the wider outline proposals of the masterplan, which support this application. The extents of which seeks approval for:

- High quality housing - a total of up to 1609 affordable and private homes
- Improved east west connections including the pedestrianisation of vehicular underpass
- Improved east west connections including the pedestrianisation of the vehicular underpass and provision of a direct link to Jolly's Green
- New public open space including up to 2814m² delivered as part of Highland Place
- Substantial upgrades to existing open spaces including Leven Road Open Space, Braithwaite Park and Jolly's Green
- Traffic calming of Abbott Road to create a pedestrian focused healthy street

The new Aberfeldy Village Masterplan is a once in a generation opportunity to stitch east and west Poplar together and will realise the regeneration of the neighbourhood and secure growth on a strategic scale in one of east London's most important areas. It will bring about a substantial range of social, economic and environmental benefits and will fulfil the potential of the site as an Opportunity Area, Housing Zone and Neighbourhood Centre. Moreover, and most importantly, this development will create a new destination to live, work and visit.

The outline proposals support this application and can be found in the corresponding documents and respective Design and Access Statement: Masterplan.



Phase A Detailed Proposals (yellow) set within wider Masterplan Outline Proposals (red line)

The team

Crafting the masterplan together

Ecoworld and Poplar HARCA, as the joint partners of Aberfeldy New Village LLP, have commissioned Morris+Company with a team of expert designers and consultants to recast the previously approved Aberfeldy Village Masterplan, drawing in the Nairn Street Estate to the north of Aberfeldy, Balmore Close, Abbott Road, Blairgowrie Court, Braithwaite Park, and Leven Road Open Space.

As masterplanners, Levitt Bernstein have led the design team including LDA as landscape architects, Velocity as transport consultants, DP9 as planning consultants, and ZCD Architects as play and youth engagement specialists. The design team also includes a range of other specialist consultants as shown in the adjacent list.

Morris + Company joined the design team following Stage 1 as Phase A Architects to lead on the first phase of the masterplan which forms the Detailed Proposals of this hybrid planning application. Morris + Company and Levitt Bernstein have worked closely alongside the team of consultants to deliver this application.

<p>Levitt Bernstein People.Design Masterplanners and Architect</p>	<p>RW Wind Consultant</p>	<p>CIRCLE Cost Consultant</p>
<p>MORRIS+COMPANY Phase A Architect</p>	<p>parmarbrook Flood Risk Consultant</p>	<p>Greengage Ecology and Sustainability Consultant</p>
<p>L D A DESIGN Landscape Architect</p>	<p>DS2 Viability Consultant</p>	<p>AnsteyHorne Rights of Light Consultant</p>
<p>ZCD Architects Play and Recreation</p>	<p>BAILY GARNER Principle Designer</p>	<p>ELEMENTA Fire Consultant</p>
<p>VELOCITY Transport Consultant</p>	<p>Quod Education Consultant</p>	<p>HATCH Socio-economic Consultant</p>
<p>dp9 Planning Consultant</p>	<p>TRIUM EIA Consultant</p>	<p>THAMES VALLEY ARCHAEOLOGICAL SERVICES Archaeology Consultant</p>
<p>PETER STEWART CONSULTANCY Townscape Consultant</p>	<p>Lowick Communications and PR</p>	<p>CYCLING SCORE Cycling Consultant</p>
<p>KMHeritage Heritage Consultant</p>	<p>AD Retail and Commercial Consultant</p>	<p>BLACK POINT DESIGN Visualisation</p>
<p>gia Daylight and Sunlight Consultant</p>	<p>MEINHARDT Structural and Civils, MEP</p>	<p>millerhare Visual Impact Assessment</p>
<p>Pinsent Masons Legal</p>	<p>entran environmental & transportation Air Quality and Acoustic Consultant</p>	<p>LCL Lord Consultants Inclusive Design Access Consultant</p>
<p>tma Tim Moya Associates Arboriculture Consultant</p>		

Design team

The Site

A ground breaking masterplan that can create the greatest possible benefit for the wider neighbourhood

Existing outline planning permission

The adjacent aerial photograph shows the boundary for the approved Outline Planning Application, which was granted permission in 2012. Phases 1, 2 and 3a of the previously approved Aberfeldy Village Masterplan have been completed on site and are now occupied. Phase 3b is currently on site. These are shown in pink.

New masterplan scope

The new red boundary line and scope for the new Aberfeldy Village Masterplan includes land to the north of East India Dock Road (A13), east of the Blackwall Tunnel Northern Approach Road (A12) and to the south west of Abbott Road. More specifically, this includes the extant phases 4, 5 and 6 of the Outline Planning Permission (OPP) for the previously approved Aberfeldy Village Masterplan which comprises existing affordable homes and the retail and community uses on Aberfeldy Street. In addition, the site also includes Kilbrennan House, Blairgowrie Court, numbers 33-35 Findhorn Street and the Nairn Street Estate. The two local green spaces of Braithwaite Park and Leven Road Open Space situated along Abbott Road, alongside Jolly's Green, have also been included for their enhancement

Annotations on the aerial photograph identify the area's current major landmarks, green spaces and routes, all of which are discussed later in this report and corresponding Design+Access Statement: Masterplan Revision A

- Site boundary
- Aberfeldy Village built phases 1-3
- Aberfeldy Village OPP phases 4-6

Further information about the history of Aberfeldy and surrounding context is set out in the Design and Access Statement: Masterplan Revision A & Design and Access Statement Addendum, prepared by Levitt Bernstein Architects which supports this application.

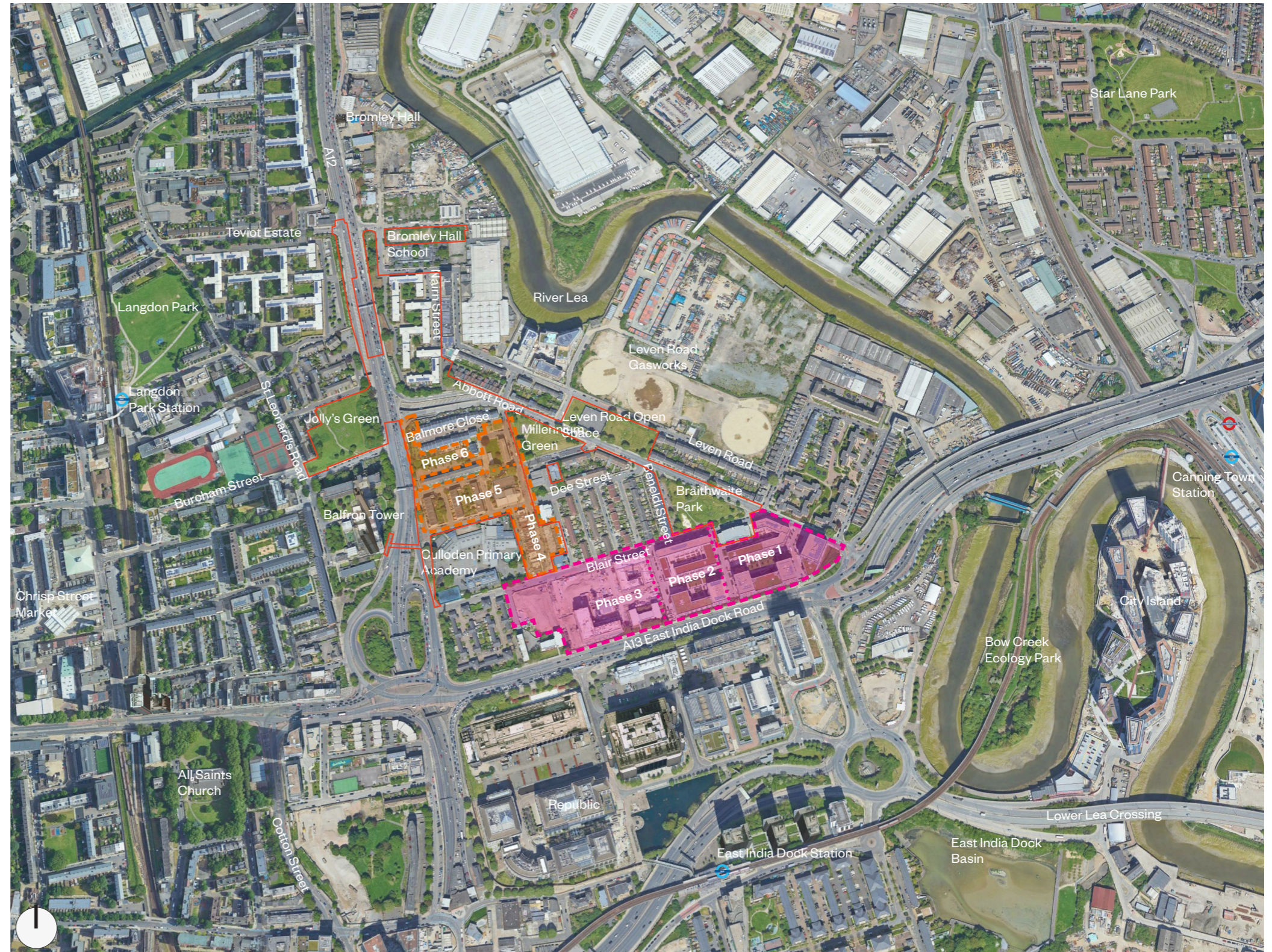


Fig.2 Site location plan

The Site

Phase A

Phase A is the first phase of the new Aberfeldy Village Masterplan and, as such, forms the Detailed Proposals of the hybrid planning application. The proposals of which, are set out hence forth in the document.

The location of Phase A is illustrated on the adjacent existing site plan. Phase A includes land at Lochnagar Street and the Allotments in the north of the site; land along Aberfeldy Street and adjacent to St. Nicholas Church; the site of the existing GP surgery; and land along Blair Street adjacent to Braithwaite Park which completes a courtyard building in the earlier Phase 1 of the previously approved Aberfeldy Village Masterplan. Improvements to the existing open spaces of Leven Road Open Space and Braithwaite Park are also included within Phase A.



Fig.3 Phase A location plan

- Site boundary
- Detailed Proposals (Phase A)