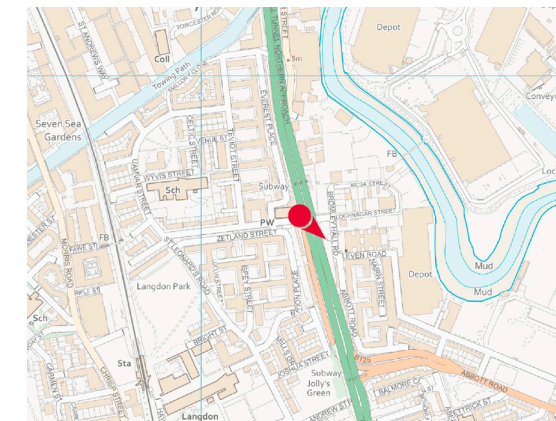




Existing

**View as existing**

- 6.104 This viewpoint is situated at the corner of Zetland Street and the A12, which lies within the Site boundary – this extends across the A12 to include the section of highway seen in the foreground of this view. The view gives a sense of the hostile pedestrian environment on this major road – a significant barrier between the river on the east side, and communities lying to the west.
- 6.105 To the left of centre of the image, one can see the listed former Bromley School (grade II), although it is somewhat lost among the numerous traffic lights, temporary structures and trees lying within the overgrown 'City Wood' site lying at the corner with Lochnagar Street. A modern block of flats on Leven Road is seen rising above the vacant school building. The towers of New Providence Wharf are visible in the distance, on the far right side of the image.
- 6.106 It is likely that viewers in this location will comprise a mix of local residents and workers, the majority in moving vehicles (and so not focussed on the view).
- 6.107 This is a view of **low** sensitivity

View as proposed

- 6.108 There would be a considerable change to the view, with mid-rise and tall buildings on the Site introducing a new urban edge to the east side of the A12, adding drama and interest to the local skyline. These buildings will announce the presence of the regenerated neighbourhood at Aberfeldy Village. That part of the Site lying closest to the viewer, the derelict plot on Lochnagar Street (Plot J), is seen to accommodate a distinctive high quality red brick residential terrace as part of Phase A, submitted in detail. This will complete the long overdue repair and renewal of this street, and its reintegration with the surrounding neighbourhood. The street is set to become a vital local connector, with a landing point for a pedestrian bridge over the Lea planned for its eastern end as part of the regeneration of Ailsa Street directly north of the Site.
- 6.109 The mid-rise and tall buildings within outline phases B and C are indicated by the purple and yellow lines respectively. They will provide welcome definition to the A12, stepping up in height in a coordinated manner to announce the new local node at Highland Place, and then stepping down again to the lower scale context to the south. The noticeable gap between the Site's tallest tower in Phase B and the neighbouring tower in Phase C will signal the location of the improved pedestrian and cycle underpass linking Highland Place with Jolly's Green. It will also provide visual relief along this main road frontage. The buildings will have a strong orthogonal form, echoing that of their listed post-war neighbours on the west side of the A12 (out of shot in this view).
- 6.110 This would be a change of **high** magnitude to a view of **low** sensitivity. The significance of effect would be **moderate** (significant). The effect would be **beneficial**.
- 6.111 The effect would be at local level and long term.



Proposed



A12, junction with Zetland Street

View as proposed with cumulative schemes

- 6.112 A cumulative scheme at the former bus depot on Leven Road would be most noticeable scheme in the vicinity of the Proposed Development. It is outlined in orange on the left side of the image. The two schemes would serve to signal the positive change taking place in this part of Poplar. Taking this into account, the Proposed Development would represent a change of **high** magnitude to a view of **low** sensitivity. The significance of effect would be **moderate** (significant). The effect would be **beneficial**.
- 6.113 The effect would be at local level and long term.

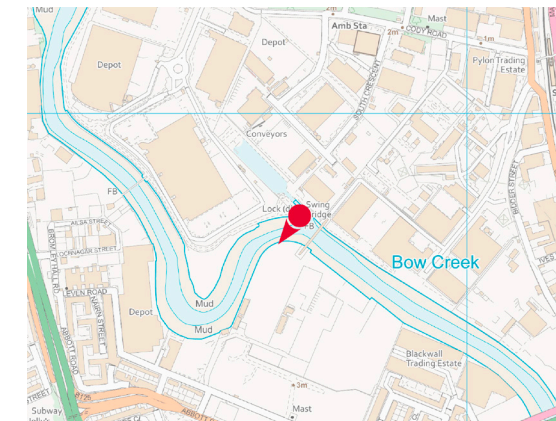


Cumulative

4496_0156



Existing

**View as existing**

- 6.114 This viewpoint is located near Cody Dock, on the east bank of the River Lea, approximately 345m to the east of the Site. The view looks south-west. The foreground of the image takes in the river and its banks and a construction site on the left side – the former gasworks on Leven Road. Riverside apartment buildings can be seen centrally in the image. The upper levels of Balfron Tower are visible among them, as are several office towers at Canary Wharf in the distance, including One Canada Square.
- 6.115 People in this location are likely to be a mix of local workers, residents, and visitors, at least some in their leisure time.
- 6.116 This is a view of **medium** sensitivity.

View as proposed

- 6.117 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.
- 6.118 This would be a change of **medium** magnitude to a view of **medium** sensitivity. The significance of effect would be **moderate** (significant). The effect would be **beneficial**.
- 6.119 The effect would be at sub-regional level and long term.



Proposed



Riverside footpath north of River Lea / Bow Creek

View as proposed with cumulative schemes

- 6.120 The character of this part of the riverside is set to change dramatically with the construction of a cumulative scheme at the former Leven Road Gasworks, and former Leven Road Bus Depot. These schemes are indicated by the orange lines seen in the image, which outline several tall buildings that will overlook the river. The buildings of the Proposed Development will be partially obscured from view by these cumulative developments. Taking this into account, the Proposed Development would represent a change of **low to medium** magnitude to a view of **medium** sensitivity. The significance of effect would be **minor to moderate** (not significant). The effect would be **beneficial**.
- 6.121 The effect would be at sub-regional level and long term.



Cumulative

4496_0716