

THE GOODSYARD

Environmental Statement Addendum:
Townscape and Visual Impact Assessment Volume 3

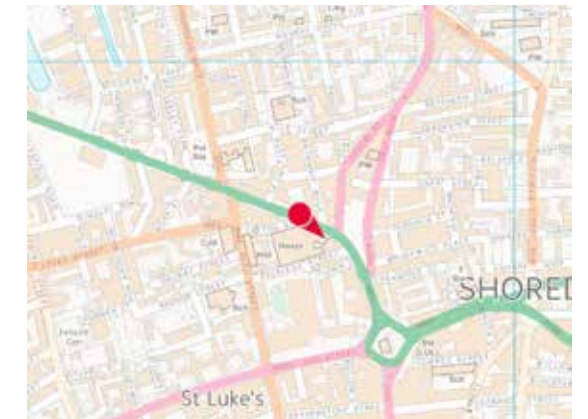
September 2019 - Part 2 of 4

ballymore.





Existing

**View as existing**

- 6.141 This viewpoint is on the north-east footway of City Road looking in the direction of the site. The foreground to the right includes the locally listed Moorfields Eye Hospital within the Moorfields Conservation Area.
- 6.142 This is a typical view along the southern end of City Road which comprises development varied in age and scale, including The Eagle immediately to the left (not completed) which will include a 26 storey tower.
- 6.143 This is a view of low sensitivity.

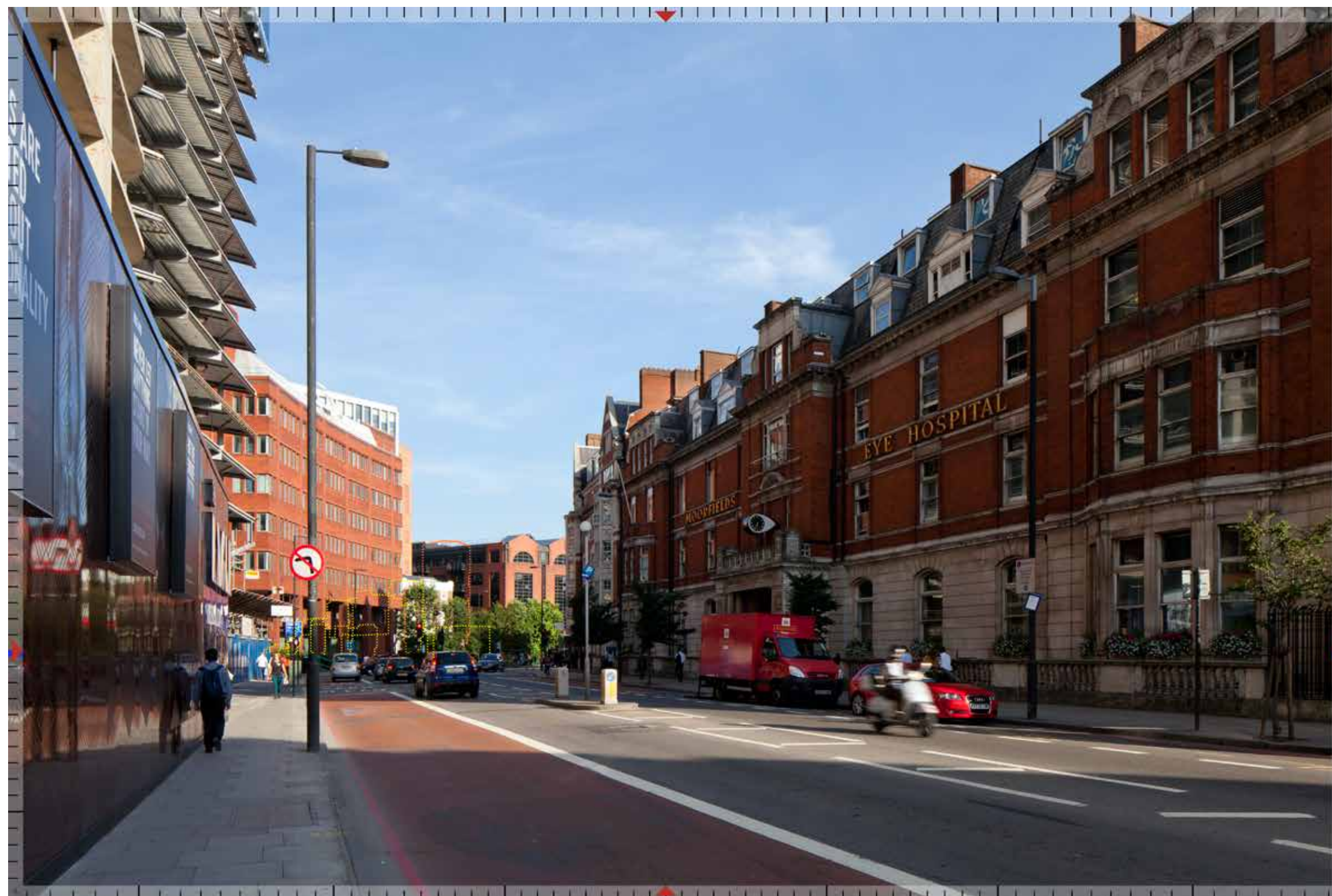
View as proposed

6.144 Part of the top of the building on plot 2 of the Revised Scheme will be visible above the late 20th century commercial block towards the centre of the image. It will not be readily noticeable in this view. No. 145 City Road has been built (left of centre (facing) since this photograph was taken.

6.145 This is a negligible change to a view of low sensitivity.

The significance is negligible / none.

The effect is neutral.



Proposed

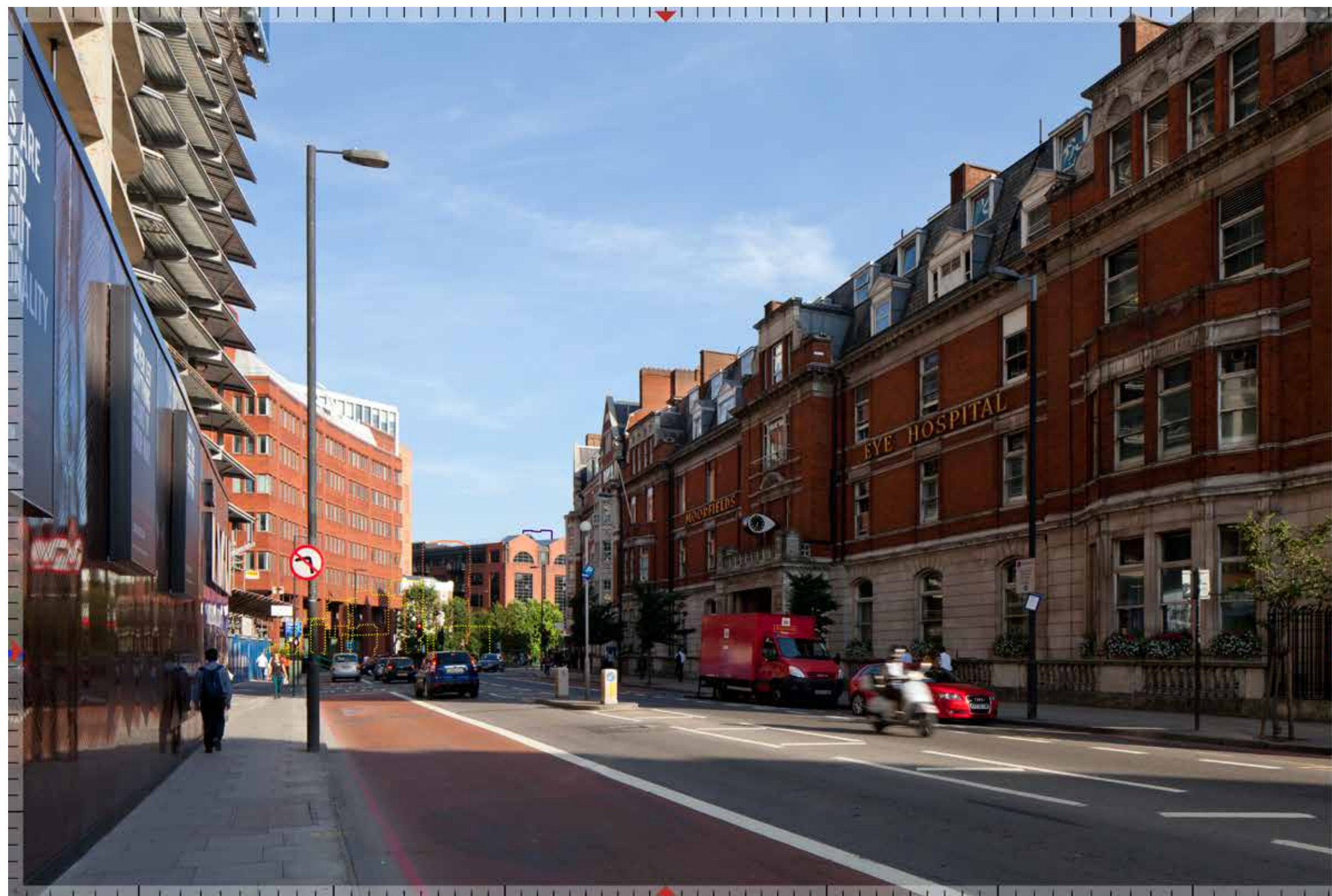
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View as cumulative

6.146 Taking into account cumulative schemes and the Amended Scheme there will be a change of moderate to major magnitude to a view of low sensitivity.

The significance is minor to moderate.

The effect is neutral.



Cumulative

3897_2806



Existing



3897_1701

View as existing

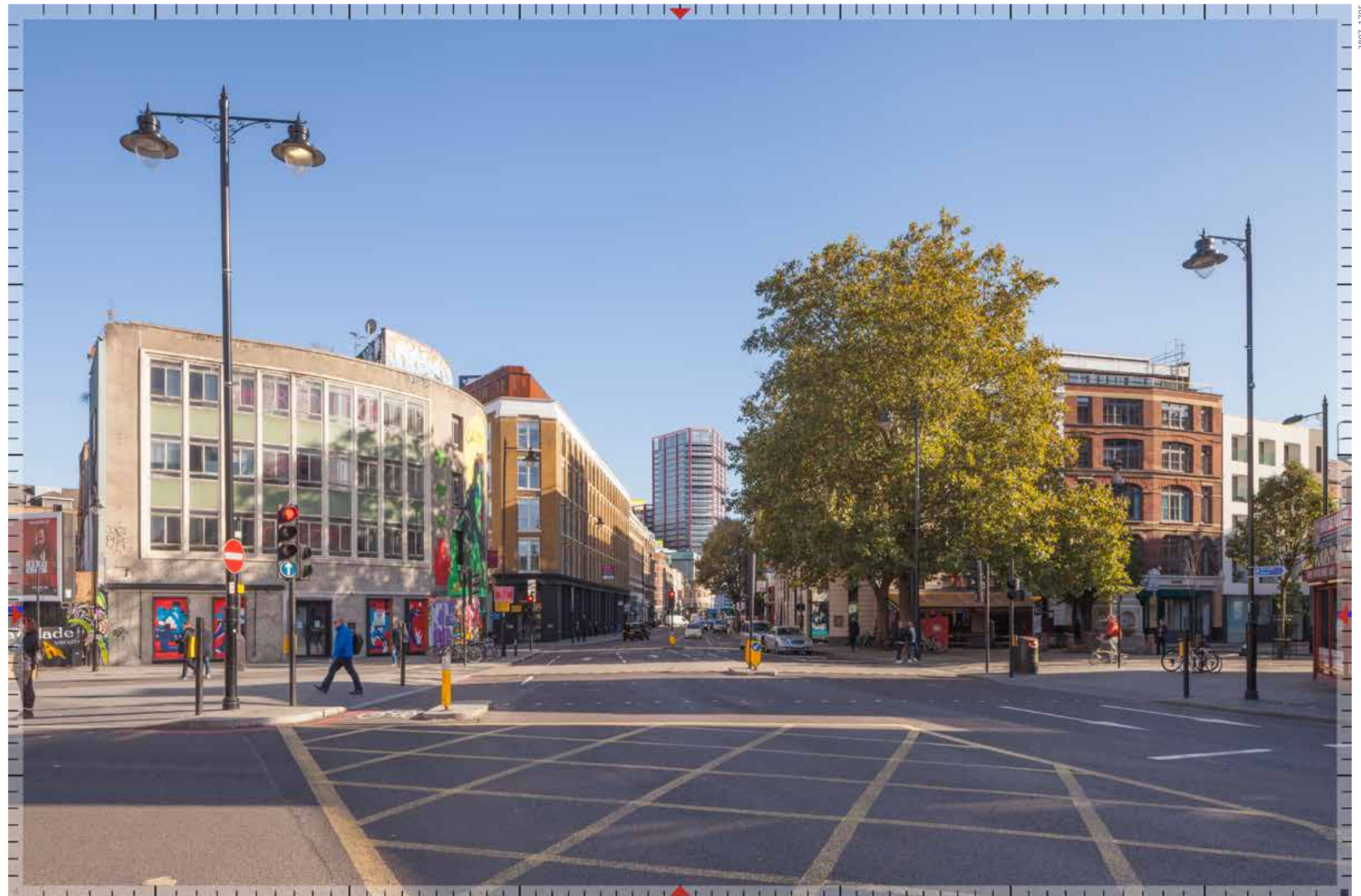
- 6.147 This view is from the northern footway of Old Street looking along Great Eastern Street in the direction of the site. It provides a representative view of this part of the South Shoreditch Conservation Area.
- 6.148 The foreground of this view is dominated by the highway junction and associated hoardings and street clutter. The mature tree towards the centre of the image provides a welcome addition that draws the eye in this view. Development of a mixed quality defines a hard edge and to Great Eastern Street beyond and into the junction with Paul Street (right of image). This is a view of little quality overall.
- 6.149 This is a view of medium sensitivity.

View as proposed

- 6.150 The building on Plot 2 will terminate the view along Great Eastern Street, partly screened by the tree canopy. Parts of the upper floors of the tallest building on Plot 8, and the building on Plot 1, will also be visible. The Revised Scheme will provide a marker of the A10 at the end of the street, and the direction of the City. It will act as a beacon of the regeneration of the Goodyard site and this City fringe area around Shoreditch High Street.
- 6.151 The red super-cladding grid of the commercial building on plot 2 and its ordered glazed elevations will be evident.
- 6.152 This is a moderate change to a view of medium sensitivity.

The significance is moderate.

The effect is beneficial.



Proposed

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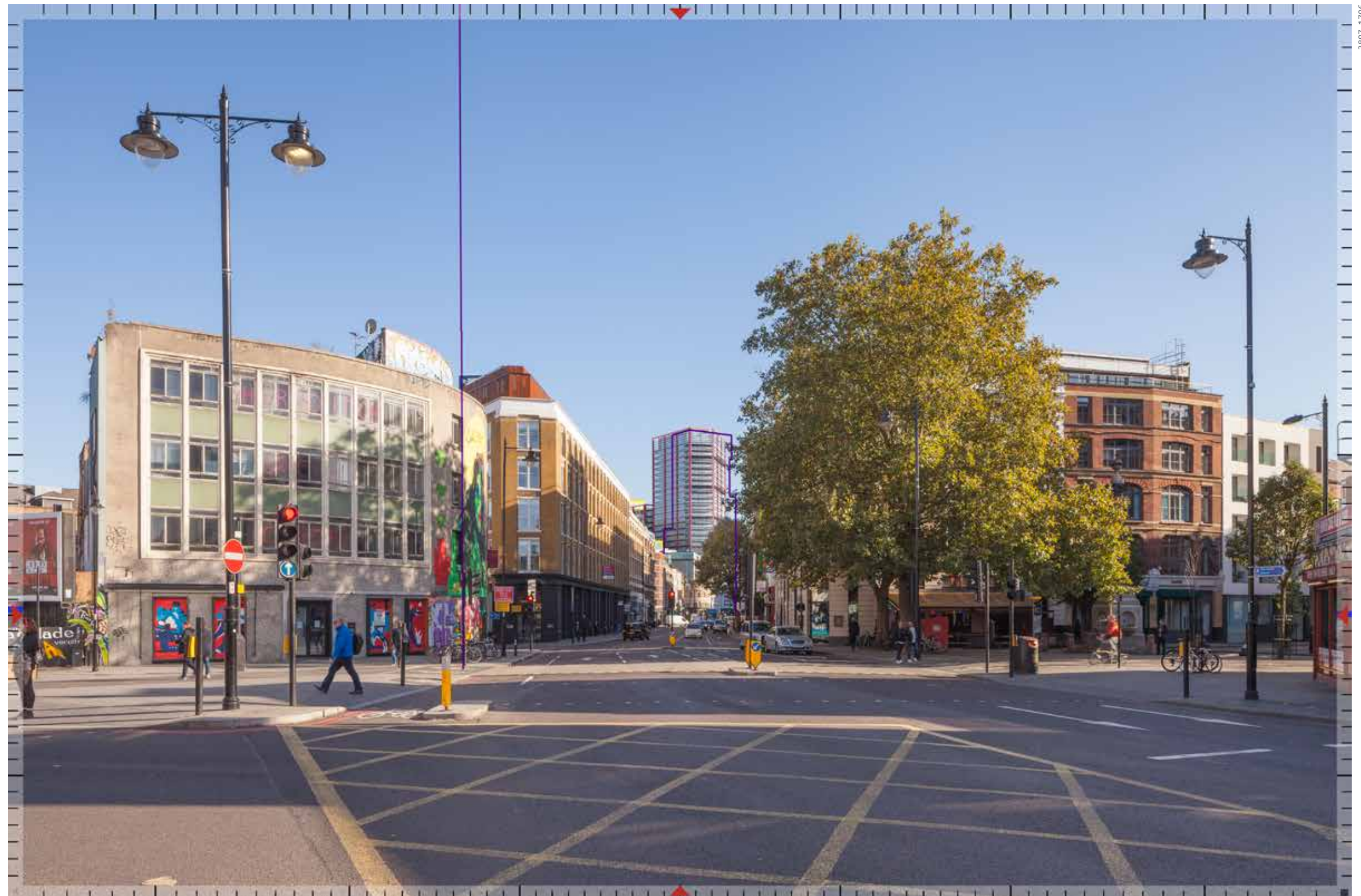
View as cumulative

6.153 The tower of no. 201 – 207 Shoreditch High Street will screen much of the building on Plot 2 in this view, and the Art'otel development will be prominent in the foreground to the left, drawing attention away from the schemes in the distance.

6.154 Taking into account cumulative schemes and the Revised Scheme there will be a change of moderate to major magnitude to a view of medium sensitivity.

The significance is moderate.

The effect is beneficial.



Cumulative



Existing

**View as existing**

- 6.155 This view is a winter shot of View 26, described above.
- 6.156 When the tree in the foreground is not in leaf the built edges to both sides of Great Eastern Street are visible, including no. 91 which turns the corner into Paul Street.
- 6.157 This is a view of medium sensitivity.

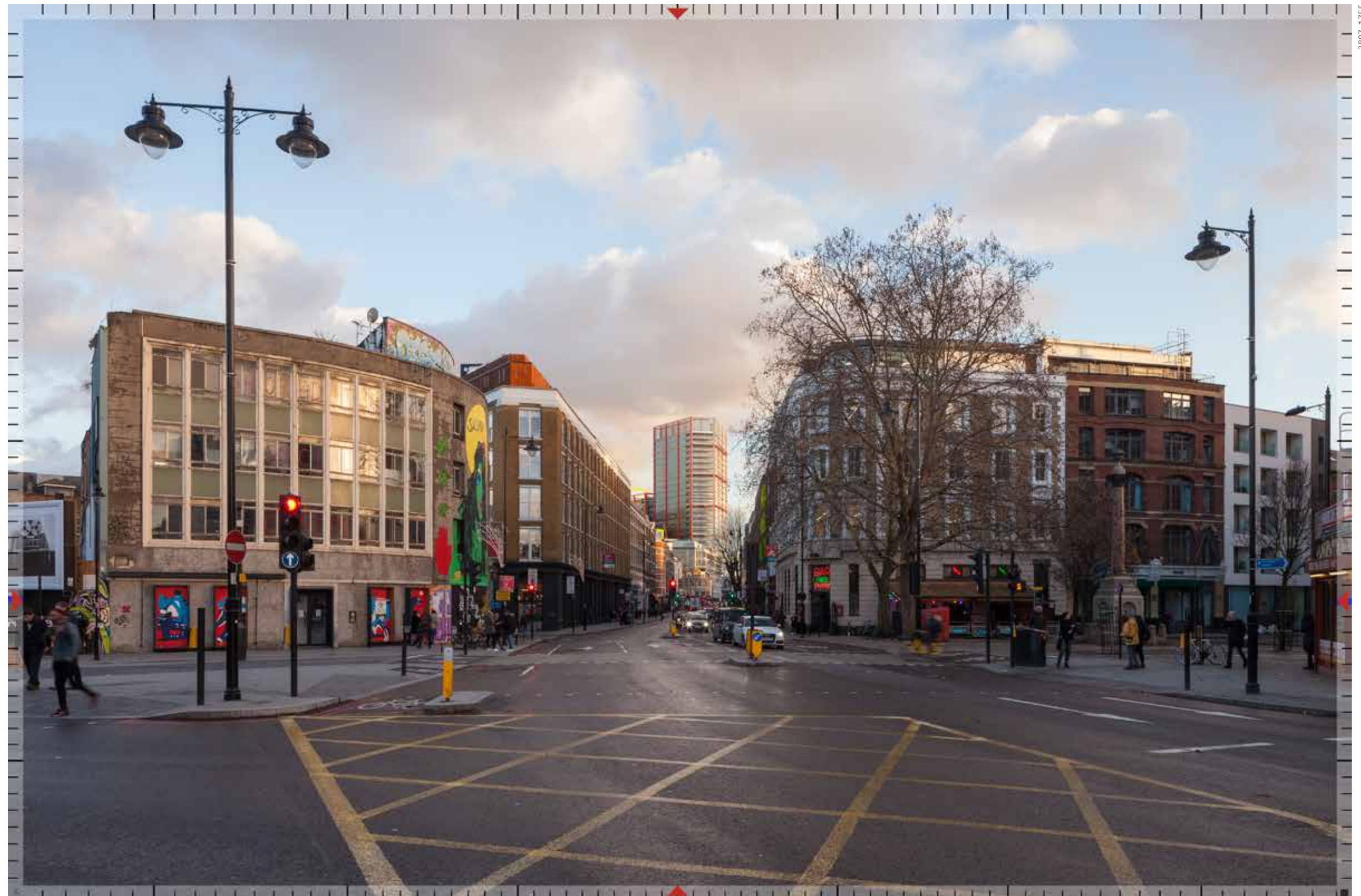
View as proposed

6.158 The building on Plot 2 of the Revised Scheme will be more visible than in the summer view. Its red super-cladding grid and the ordered glazed elevations will be evident. Parts of the upper floors of the tallest building on Plot 8, and the building on Plot 1, will also be visible. The Revised Scheme will provide a marker of the A10 at the end of the street, and the direction of the City. It will act as a beacon of the regeneration of the Goodsyrd site and this City fringe area around Shoreditch High Street.

6.159 This is a moderate change to a view of medium sensitivity.

The significance is moderate.

The effect is beneficial.



Proposed



26w

Great Eastern Street: traffic island at junction with Old Street | Winter

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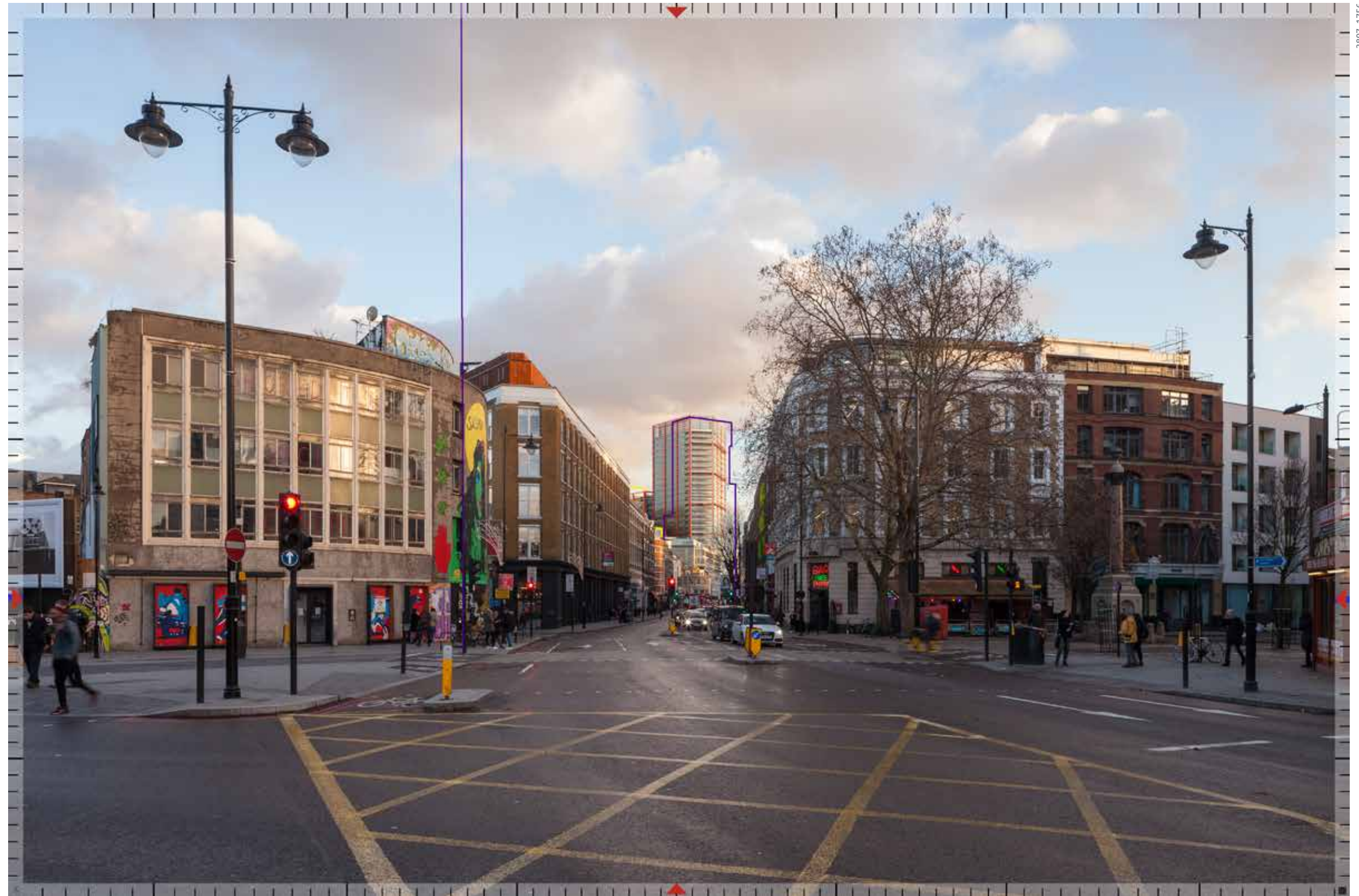
View as cumulative

6.160 The tower of no. 201 – 207 Shoreditch High Street will screen much of the building on Plot 2 in this view, and the Art'otel development will be prominent in the foreground to the left, drawing attention away from the schemes in the distance.

6.161 Taking into account cumulative schemes and the Revised Scheme there will be a change of moderate to major magnitude to a view of medium sensitivity.

The significance is moderate.

The effect is beneficial.



Cumulative



Existing

**View as existing**

- 6.162 This view is from the south-west corner of the junction of Great Eastern Street and Curtain Road looking in the direction of the site. The view is looking across and beyond the South Shoreditch Conservation Area.
- 6.163 This is a view of mixed character. The foreground is dominated by the road junction and traffic island. To the right and left are post-war blocks. To the right of the image is a 9 storey car park; and to the left a large, 8 storey office block, with a recent extension. The Principal Place tower is seen rising above the car park. There is little of interest in this view. The listed building at the junction with Fairchild Place is just visible in the middle ground left of the centre of the image.
- 6.164 This is a view of low to medium sensitivity.

View as proposed

- 6.165 The building on Plots 2 of the Revised Scheme will be visible, terminating the view along the street, beyond the built edge to the north side of the street. It will provide a marker at the end of the street of the A10 and the direction of the City. The building on Plot 3 is also visible but will not be readily noticeable in this view.
- 6.166 This is a minor change to a view of low to medium sensitivity.
- The significance is minor.
- The effect is beneficial.



Proposed

3897_2905

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View as cumulative

- 6.167 The tower at nos. 201 – 207 Shoreditch High street will screen the building on Plot 2. The Stage development will be visible to the right of the image (screening the top of the tower at Principal Place), adding to the cluster of tall buildings in the area.
- 6.168 Taking into account cumulative schemes and the Revised Scheme there will be a change of minor magnitude to a view of medium sensitivity.

The significance is minor.

The effect is beneficial.



Cumulative



Existing

**View as existing**

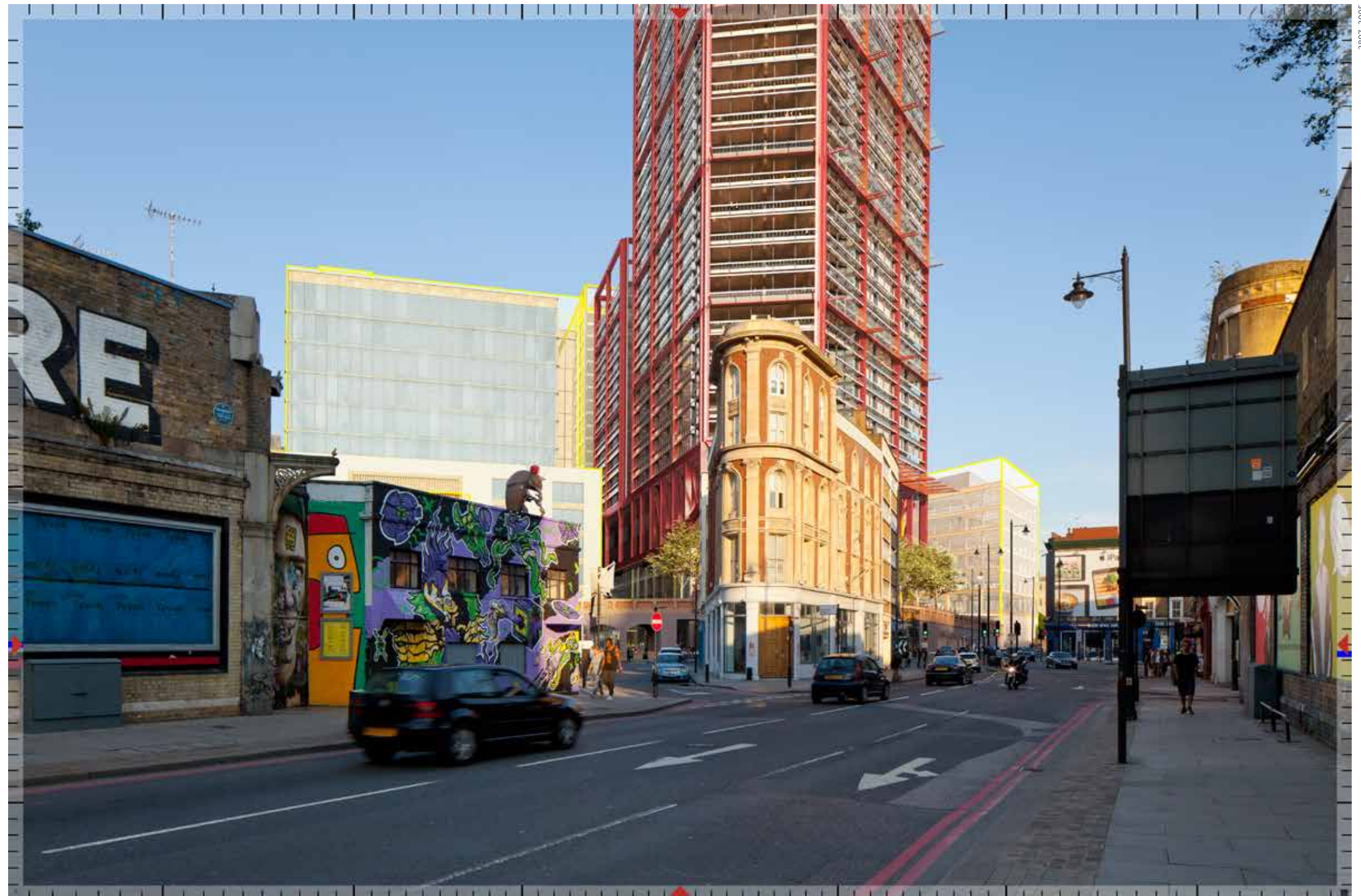
- 6.169 This viewpoint is on the south-west footway of Great Eastern Street, close to and looking at the west corner of the site. The foreground (up to the site) is within the South Shoreditch Conservation Area and includes two grade II listed buildings, No. 6 to 8 Great Eastern Street (right of centre facing) and No. 15 (visible to the far right).
- 6.170 This is a view of poor quality townscape, illustrating the piecemeal and fragmented poor environmental quality of the City fringe area. No. 6 to 8 sits in isolation in a largely derelict environment, despite the proximity of the A10 and the City to the south.
- 6.171 This is a view of low to medium sensitivity.

View as proposed

- 6.172 The Revised Scheme will return an urban scale and quality to this view with development of a high quality design bringing life to the site through providing an animated edge to the site and a new network of space and routes within. The retained and enhanced listed boundary wall, integrated within the retail element of the scheme will be seen either side of nos. 6-8 Great Western Street.
- 6.173 The building on Plot 2 will provide a marker of Shoreditch High Street Station and the A10, a main route to the nearby City. The detailed design reflects the commercial use of this building and the banded glazed elevations within the red super-cladding will add depth and articulation. This image has cut off the upper floors of the tower which would be visible to the viewer on site.
- 6.174 The building on Plot 1 will be visible to the left (facing) and the building on Plot 3, right of centre (facing) will enhance the built edge to Commercial Street. The illustrative scheme suggests how buildings on Plots 1 and 3 could appear.
- 6.175 This is a major change to a view of low to medium sensitivity.

The significance is moderate.

The effect is beneficial.



Proposed

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View as cumulative

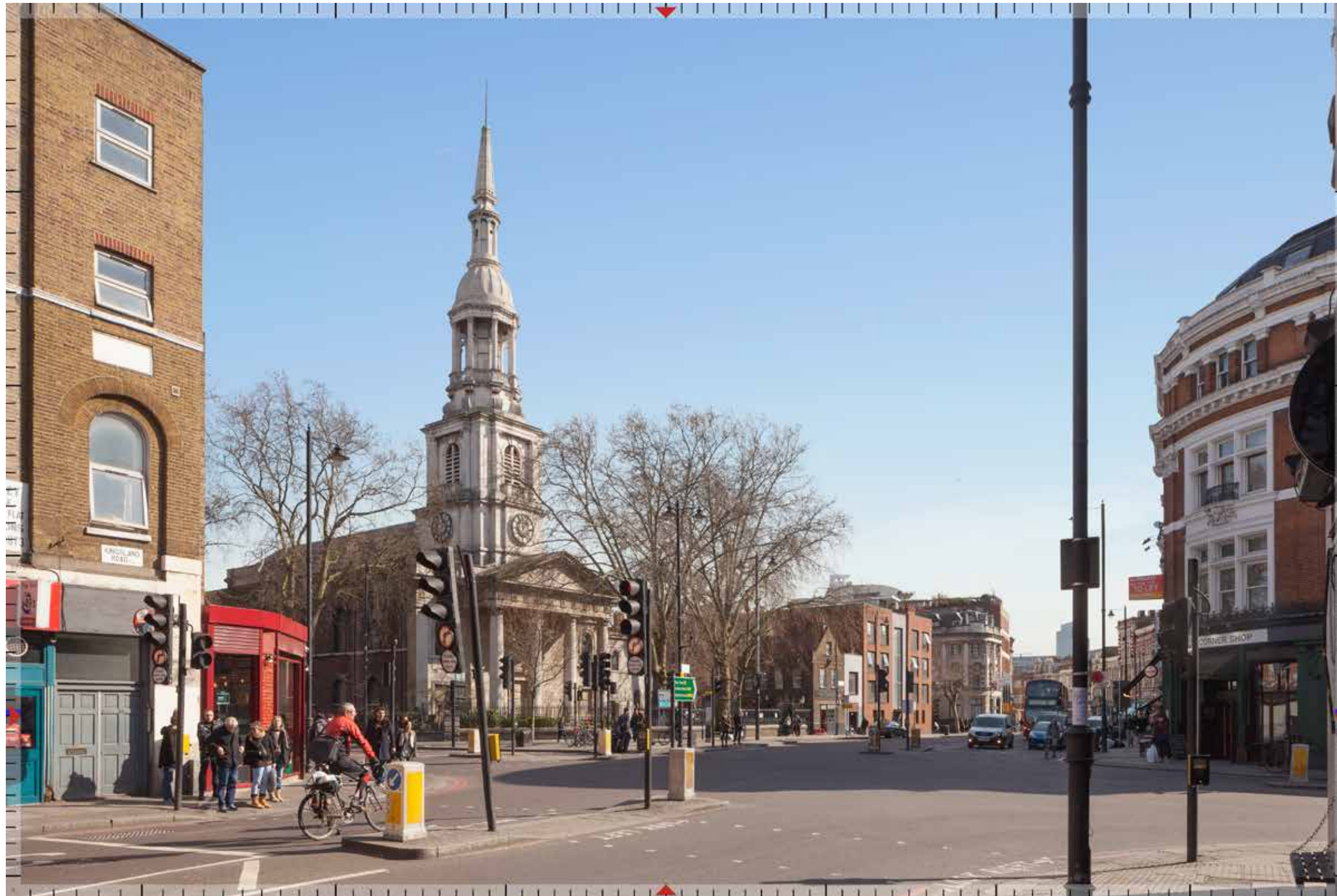
6.176 Nos. 201-207 Shoreditch High Street will screen views of the building on Plot 1. Taking into account cumulative schemes and the Revised Scheme there will be a change of major magnitude to a view of low to medium sensitivity.

The significance is moderate.

The effect is beneficial.



Cumulative



Existing

**View as existing**

- 6.177 This viewpoint is located on the west side of Kingsland Road at its very southern end, at the junction with Old Street and Hackney Road. It looks south along Shoreditch High Street towards the west end of the street.
- 6.178 The foreground is dominated by the busy highway junction and the mature trees of the churchyard of St Leonard's Church and the church spire, which rises above. The built edge of Shoreditch High Street, comprising a variety of mainly late 19th and 20th century commercial buildings with retail frontages at ground floor level, defines the middle ground. The top of the Nido tower is visible in the distance, right of centre behind the light column.
- 6.179 This is a view of medium sensitivity.

View as proposed

6.180 The building on Plot 2 will provide a marker of the regeneration of the Goodsyrd site and the direction of the City along the A10. It will rise above the mostly 20th century development in the middle-ground. The order elevation design set within a red super-cladding grid will be apparent. Part of the upper floors of the buildings on plot 1 and 8 will be visible, but to a lesser extent.

6.181 The building of plot 2 will appear of a similar height to the mature trees framing St Leonard's Church from this viewpoint and the spire of the church will remain the prominent feature in the view.

6.182 This is a moderate to major change to a view of medium sensitivity.

The significance is moderate.

The effect is beneficial.



Proposed

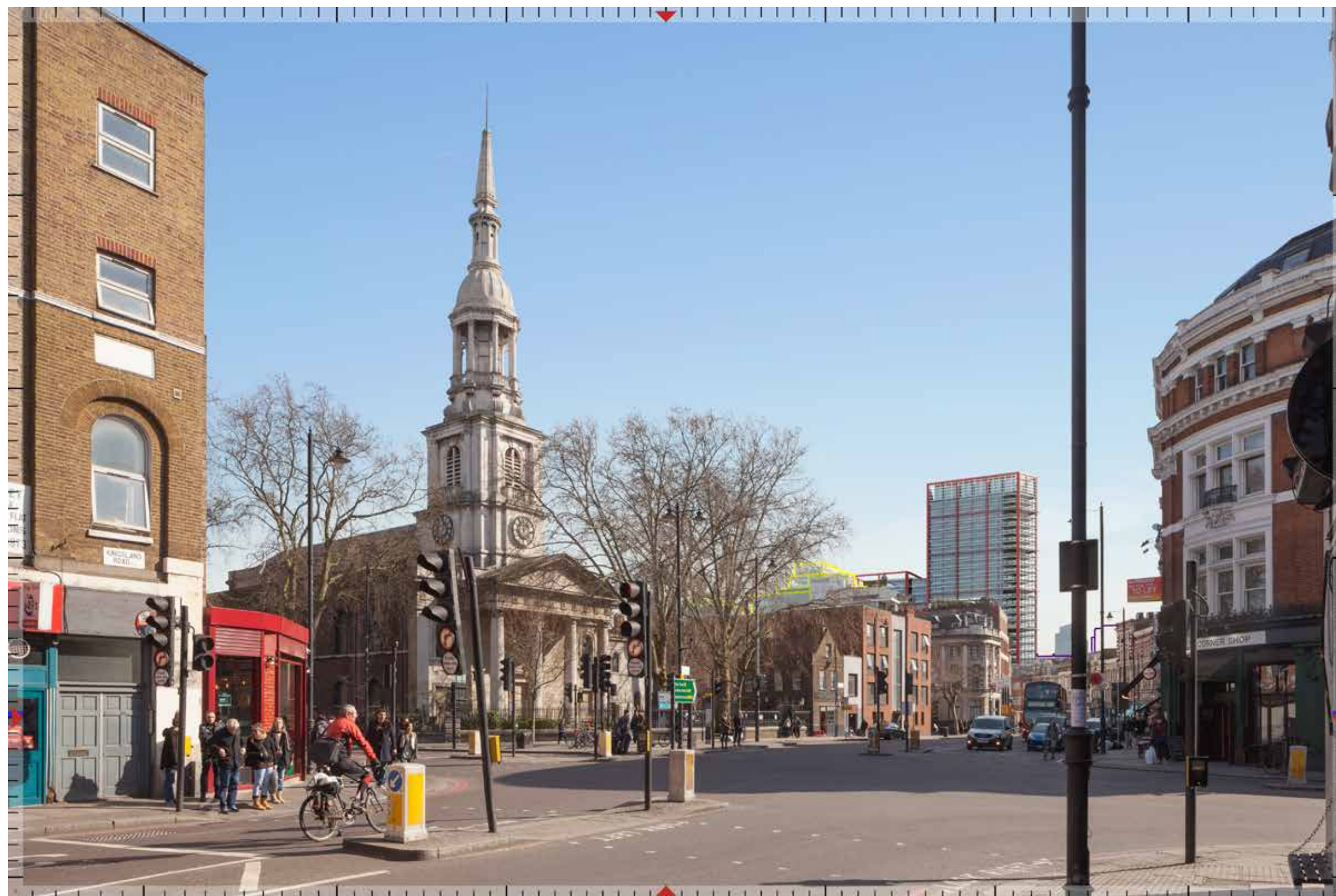
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View as cumulative

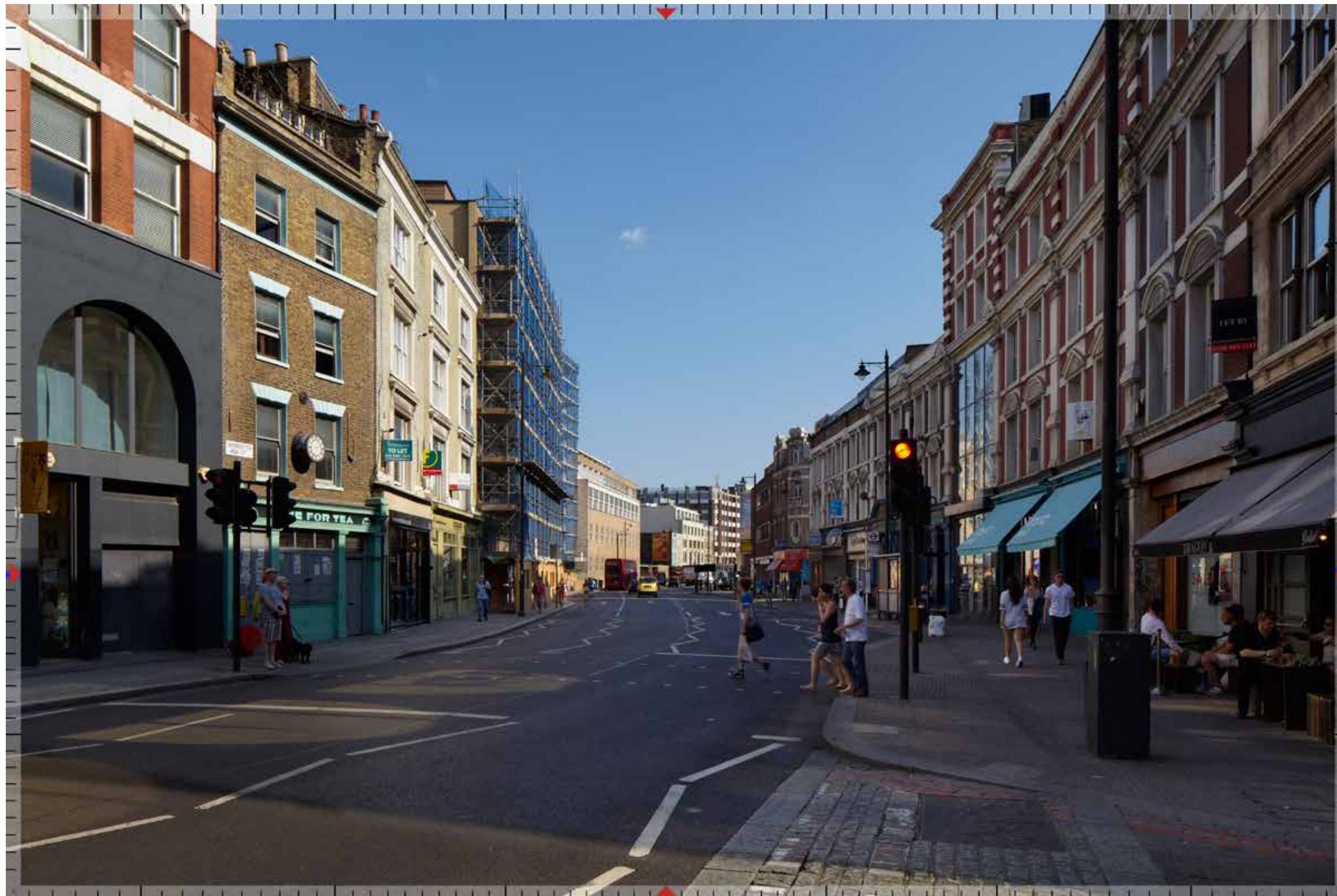
6.183 Taking into account cumulative schemes and the Revised Scheme there will be a change of moderate to major magnitude to a view of medium sensitivity.

The significance is moderate.

The effect is beneficial.



Cumulative



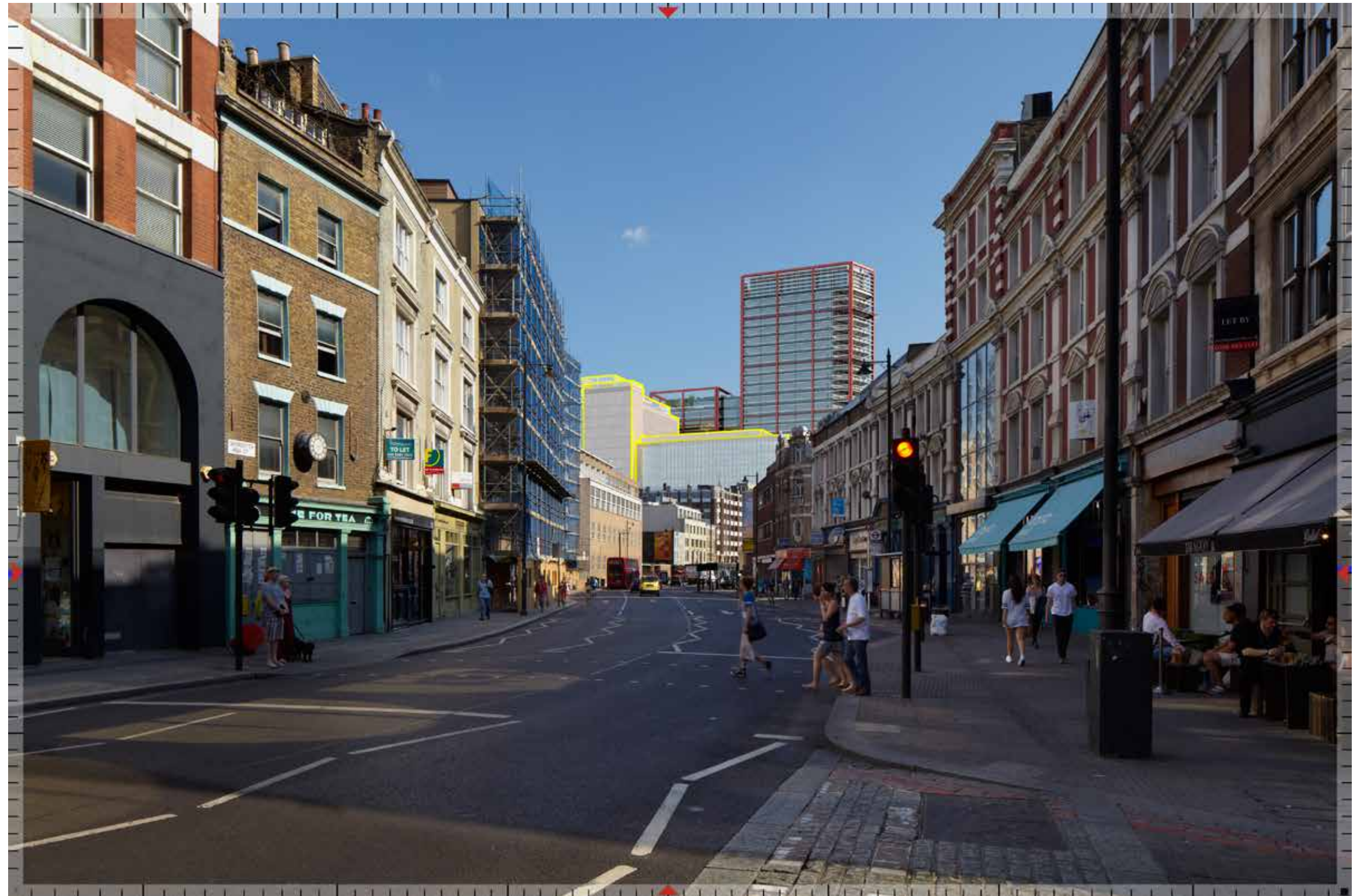
Existing

**View as existing**

- 6.184 This viewpoint is on the west footway of Shoreditch High Street at the junction with Rivington Street. It is looking in the direction of the site. The viewpoint is within and the view is of the South Shoreditch Conservation Area.
- 6.185 The continuous built edges on both sides of Shoreditch High Street provide a hard urban character, articulated by the bend in the road and the junctions with side streets. The buildings comprise a variety of mainly late 19th century commercial buildings with retail front – ages at ground floor level, some altered, as well as some larger scale infill developments. The Tea Building, at the junction of Shoreditch High Street and Bethnal Green Road opposite the site, is visible terminating the view towards the centre of the image. The development along the street rises in height towards this corner building.
- 6.186 This is a view of low to medium sensitivity.

View as proposed

- 6.187 The buildings on Plots 1 and 2 of the Revised Scheme will terminate the view along the street. The taller building on plot 2, the subject of a detailed planning application, will provide a marker of the regeneration of the Goodsyrd site and the direction of the City along the A10.
- 6.188 The yellow outline illustrates the maximum parameters of the building on Plot 1, which steps down to Shoreditch High Street to the west. The Design Guidelines will set design principles for the detailed design of these blocks. The illustrative scheme demonstrates a possible application of these.
- 6.189 This is a moderate to major change to a view of low to medium sensitivity.
- The significance is moderate.
- The effect is beneficial.



Proposed



Shoreditch High Street: junction with Rivington Street

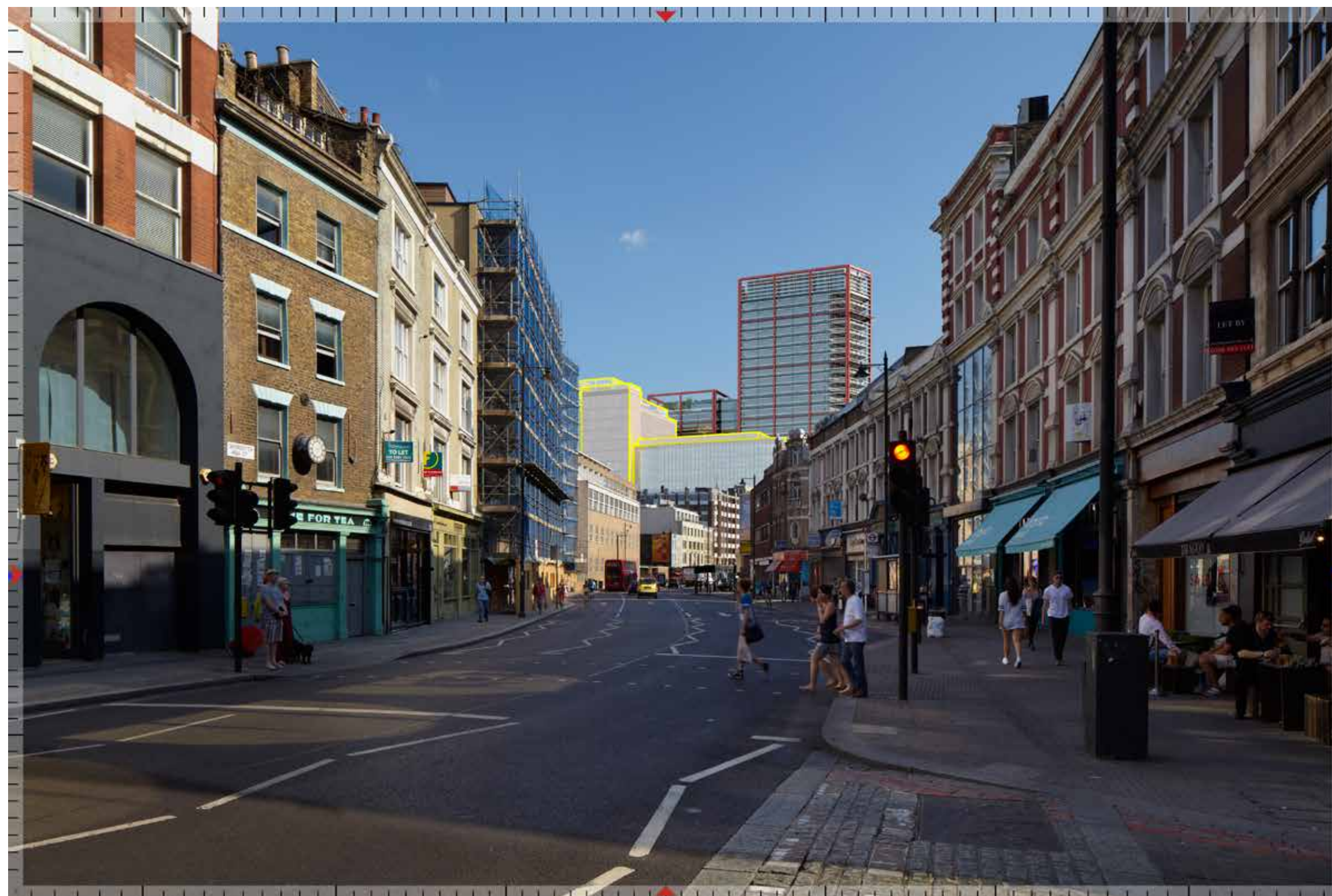
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View as cumulative

6.190 Taking into account cumulative schemes, none of which are visible in this view, and the Revised Scheme there will be a change of major magnitude to a view of low to medium sensitivity.

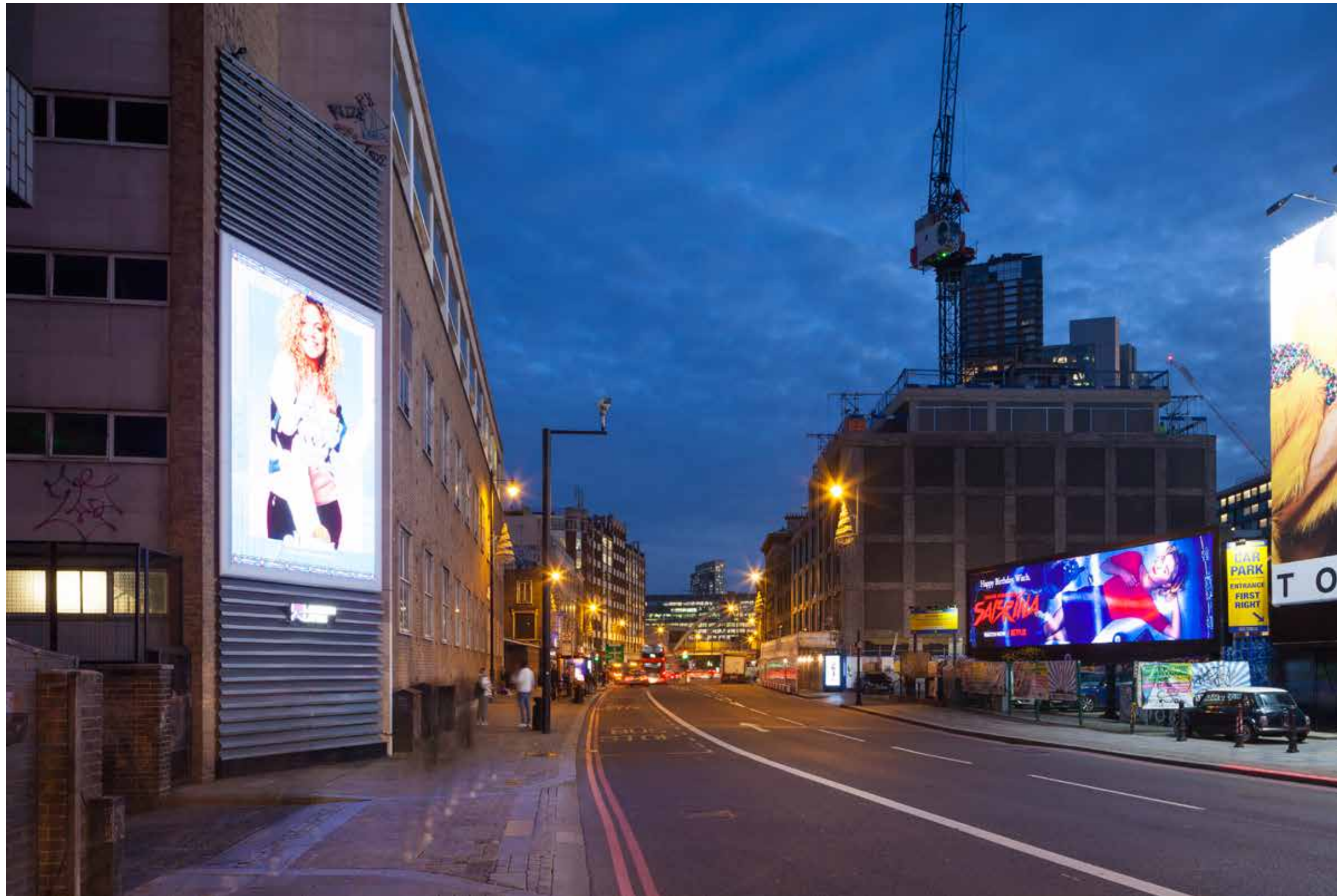
The significance is moderate to major.

The effect is beneficial.



Cumulative

3897_1806



Existing

**View as existing**

- 6.191 This viewpoint is located on the east footway of Shoreditch High Street, close to Bateman Row. The foreground and middleground are within the South Shoreditch Conservation Area.
- 6.192 There are a number of views from the north along Shoreditch High Street and this one is illustrated as a night time view to illustrate the Revised Scheme at different times of the day. The poor quality of the immediate environment is evident with a vacant site to the right, and large advertisement hoardings on both sides of the street. The tops of Broadgate Tower and the Principal Place tower (under construction in this image) can be seen in the distance, proving a view typical of those found in the City fringe area.
- 6.193 This is a view of low sensitivity.

View as proposed

- 6.194 The building on Plot 2 of the Revised Scheme will provide a marker of the regeneration of the Goodsyrd site and the direction of the City along the A10, balancing the Broadgate Tower and Principal Place towers on the opposite side of the street to the right (facing), and consolidating the cluster of tall buildings.
- 6.195 The yellow outline illustrates the maximum parameter of the building on Plot 1. Part 4 of the Design Guidelines will set design principles for the detailed design of these blocks. The illustrative scheme demonstrates a possible application of these.
- 6.196 This is a moderate to major change to a view of low sensitivity.
- The significance is moderate.
- The effect is beneficial.



Proposed

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View as cumulative

- 6.197 The consented proposals for The Stage and nos. 201-207 Shoreditch High Street will be visible in this view and lie to the right of the Revised Scheme. They will screen the Principal Place and Broadgate towers.
- 6.198 Taking into account cumulative schemes and the Revised Scheme there will be a change of moderate to major magnitude to a view of low sensitivity.
- The significance is moderate.
- The effect is beneficial.



Cumulative

3897_2456



Existing

**View as existing**

- 6.199 This viewpoint is from the edge of the central open space of Arnold Circus looking along Camlet Street towards the west end of the site. The Circus lies at the heart of the Boundary Estate Conservation Area, with views out in all directions, and all the buildings visible are listed grade II.
- 6.200 Whilst there are a number of radial routes from this central open space, it has a strong sense of enclosure derived from the robust red brick blocks. The scale and density of the blocks provide a distinctly urban environment of a cohesive character. The mature trees are prominent, despite not being in leaf.
- 6.201 This is a view of medium sensitivity.

View as proposed

- 6.202 The building on Plots 1 and 2 of the Revised Scheme will be visible in the view along the street, as would any new development of a substantial scale on the application site. The tower on plot 2, of a clearly commercial appearance will act as marker of the City and contribute to the varied context of this estate on the edge of the City. The red structural frame will complement the red brick buildings in the foreground and it will appear as a distinct element in the distance and not part of the Boundary Estate.
- 6.203 The maximum height and massing of the building on Plot 1 is shown by the yellow wireline outline. Part 4 of the Design Guidelines will set design principles for the detailed design of these blocks. The illustrative scheme demonstrates a possible application of these.
- 6.204 This is a moderate to major change to a view of medium sensitivity.

The significance is moderate.

The effect is neutral.



Proposed



32w

Arnold Circus Roundabout: Boundary Gardens, southern steps | Winter

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View as cumulative

6.205 Taking into account cumulative schemes, none of which are visible in this view, and the Revised Scheme, there will be a change of moderate to major magnitude to a view of medium sensitivity.

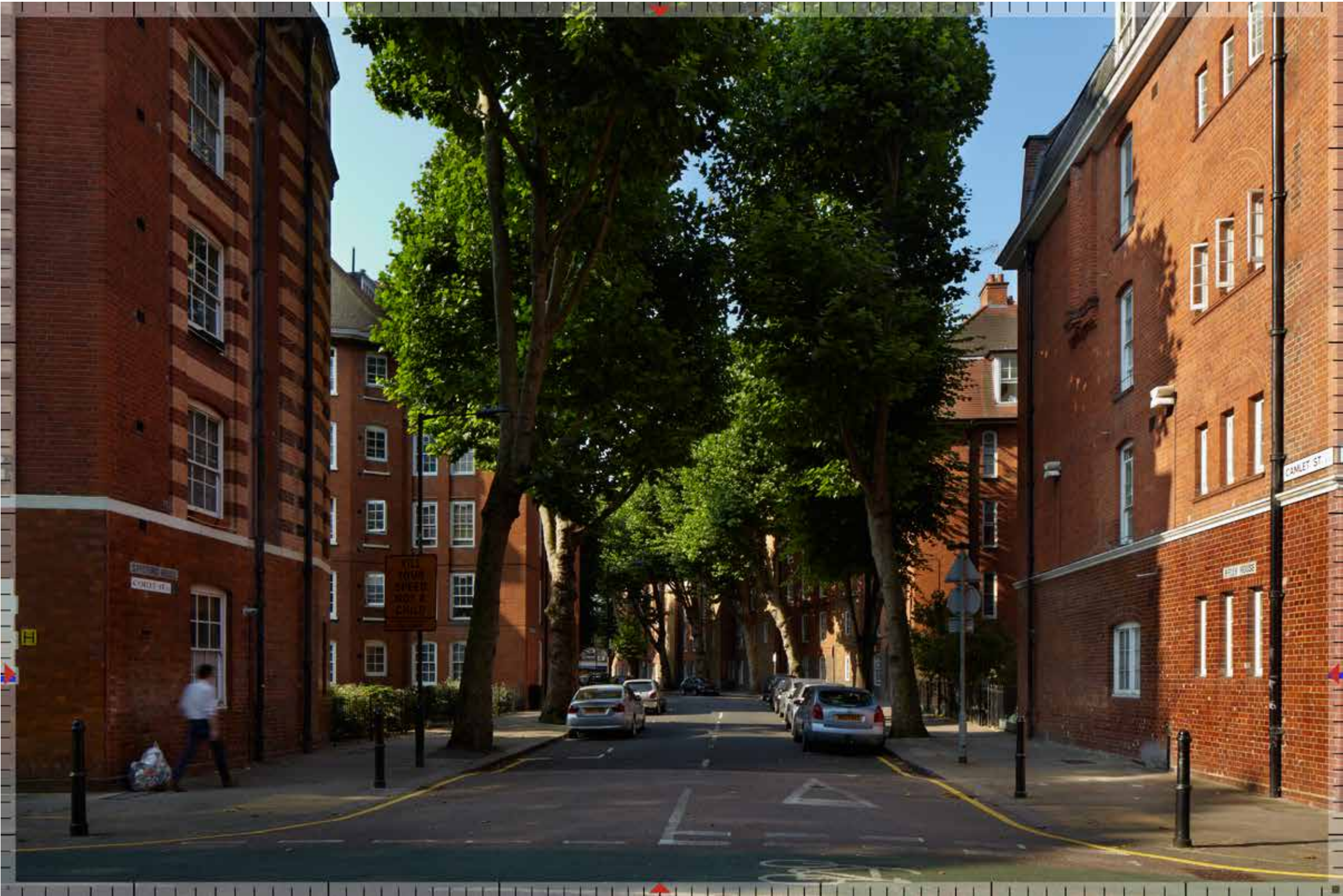
The significance is moderate.

The effect is neutral.



Cumulative

3897_0596



Existing



3897_1901

View as existing

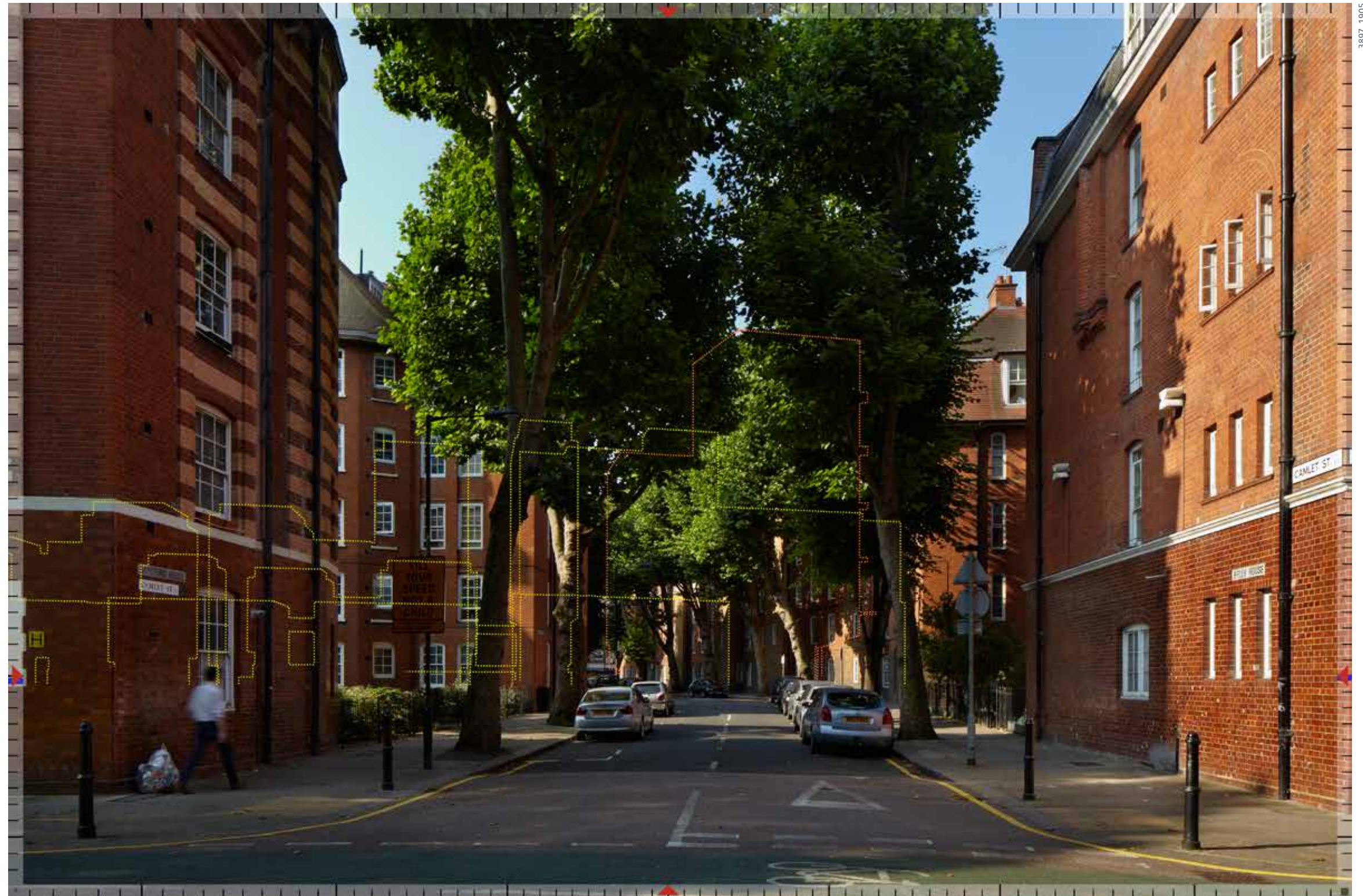
- 6.206 This viewpoint is from the edge of the central open space of Arnold Circus looking along Camlet Street towards the west end of the site. The Circus lies at the heart of the Boundary Estate Conservation Area, with views out in all directions, and all the buildings visible are listed grade II.
- 6.207 Whilst there are a number of radial routes from this central open space, it has a strong sense of enclosure derived from the robust red brick blocks. The scale and density of the blocks provide a distinctly urban environment of a cohesive character. The mature trees dominate the view.
- 6.208 This is a view of medium sensitivity.

View as proposed

- 6.209 The Revised Scheme is almost entirely screened by the trees when in leaf. The building on plot 2 can be glimpsed through the trees.
- 6.210 This is a negligible change to a view of medium sensitivity.

The significance is minor / none.

The effect is neutral.



Proposed



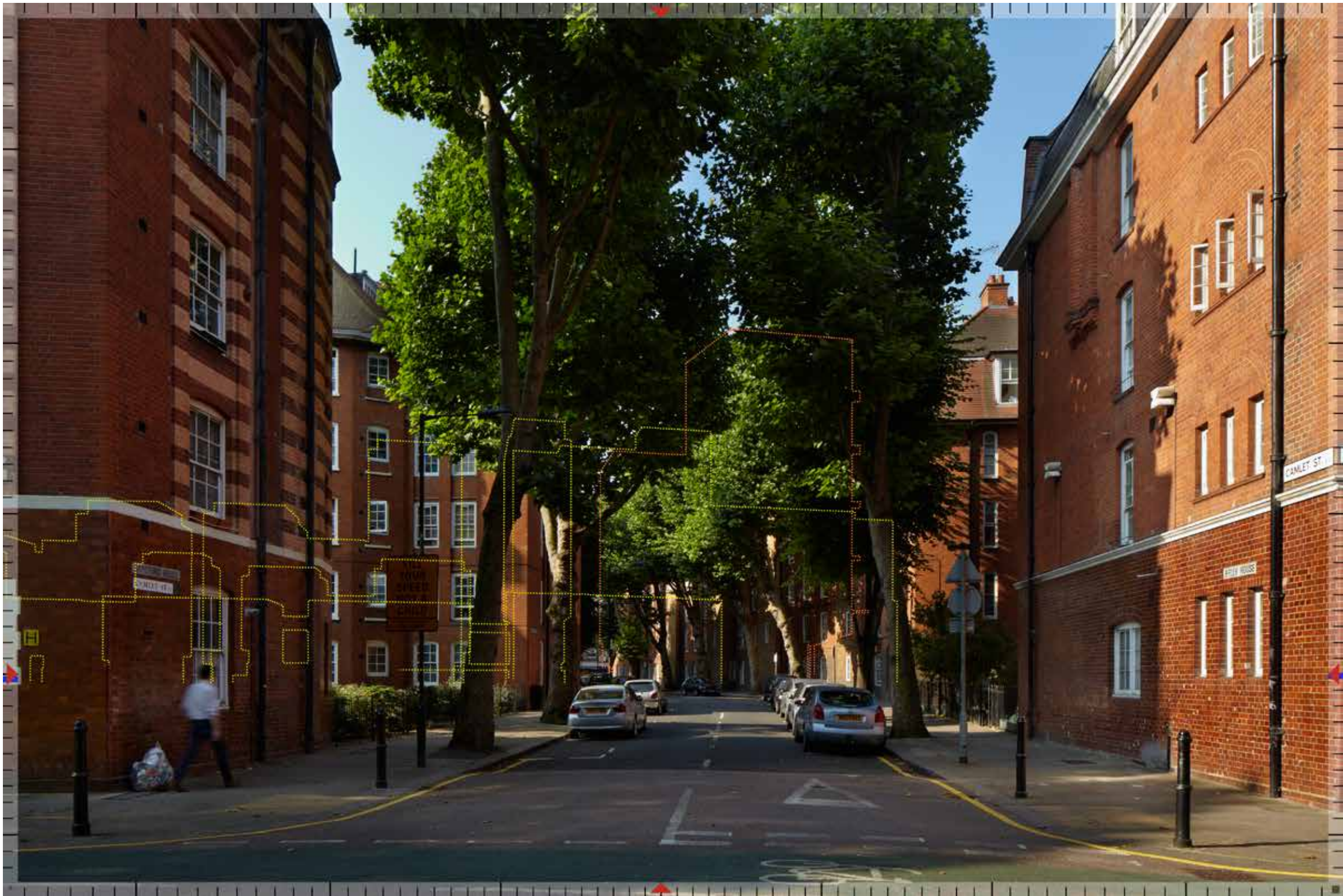
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View as cumulative

6.211 Taking into account cumulative schemes, none of which are visible in this view, and the Revised Scheme, there will be a change of negligible magnitude to a view of medium sensitivity.

The significance is minor / none.

The effect is neutral.



Cumulative

3897_1906



Existing

**View as existing**

- 6.212 This viewpoint is from an elevated position at the edge of the central open space of Arnold Circus looking along Club Row towards the central part of the site. The Circus lies at the heart of the Boundary Estate Conservation Area and all the buildings visible are listed grade II.
- 6.213 Whilst there are a number of radial routes from this central open space, it has a strong sense of enclosure derived from the robust red brick blocks. The scale and density of the blocks provide a distinctly urban environment of a cohesive character. The Avant Garde tower is visible in the background in the centre of the image.
- 6.214 The mature trees will dominate the view when in leaf in the summer (as seen in the summer image of view 32 above, along a neighbouring street).
- 6.215 This is a view of medium sensitivity.

View as proposed

- 6.216 Part of the very top of the building on Plot 2 of the Revised Scheme will be visible in the background, through the tree canopies, to the far right (facing) of the image. It will not be readily noticeable. The yellow wireline outline in the immediately to the right of the Avant Gard tower indicates the maximum height and massing of the buildings on plot 5. The illustrative scheme demonstrates a possible application of the Design Guidelines for these.
- 6.217 The Boundary Estate Conservation Area and listed buildings will remain prominent in the foreground.
- 6.218 This is a minor change to a view of medium sensitivity.

The significance is minor.

The effect is neutral.



Proposed

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View as cumulative

6.219 Taking into account cumulative schemes, none of which are visible in this view, and the Revised Scheme, there will be a change of minor magnitude to a view of medium sensitivity.

The significance is minor.

The effect is neutral.



Cumulative

3897_2506



Existing



3897_2091

View as existing

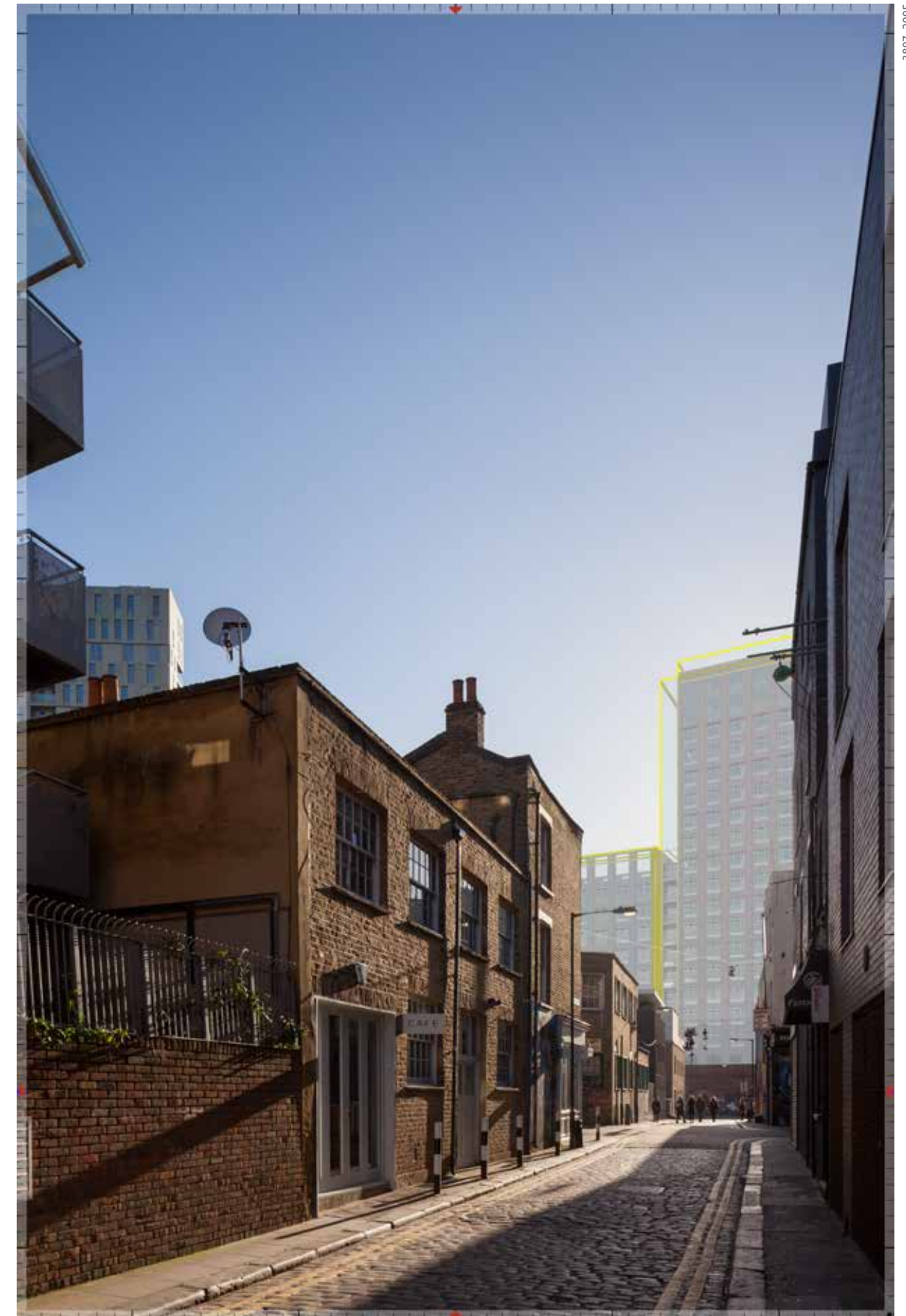
- 6.220 This viewpoint is located on the west side of Chance Street just south of the junction with Old Nichol Street. It is looking south at the site. The foreground buildings are within the Redchurch Street Conservation Area.
- 6.221 The 19th century brick workshop and mews to the left in the foreground are the most prominent features in the view. The balconies of a modern apartment block are visible to the far left, and a recent infill development can be seen to the right. The view along Chance Street is terminated by the boundary wall on the site and the concrete box enclosing the railway that runs through the site. The upper floors of the Avant Garde tower are visible in the background to the left.
- 6.222 This is a view of low to medium sensitivity.

View as proposed

- 6.223 The buildings on Plot 4 would terminate the view along the street, enhancing the street edge to Bethnal Green Road. They would provide a distinct layer of townscape in the background of this view, and would act as markers for the regeneration of the site.
- 6.224 The yellow wireline outline indicates the maximum height and massing of the buildings. The illustrative scheme demonstrates a possible application of the Design Guidelines for these.
- 6.225 This is a moderate change to a view of low to medium sensitivity.

The significance is moderate.

The effect is beneficial.



Proposed

This page has been left blank intentionally.

View as cumulative

6.226 Taking into account cumulative schemes, none of which are visible in this view, and the Revised Scheme, there will be a change of moderate magnitude to a view of low to medium sensitivity.

The significance is moderate.

The effect is beneficial.



Cumulative



3897_5501

**View as existing**

- 6.227 This viewpoint is on the west footway of Shoreditch High Street looking at the west end of the site. The viewpoint and foreground are within the South Shoreditch Conservation Area. The terraced buildings to the right of the image, Nos. 187 to 191, are listed grade II.
- 6.228 The foreground is dominated by the Tea Building to the left which forms a bold corner building at the junction of Shoreditch High Street and Bethnal Green Road. To the right the foreground comprises a terrace of run down brick-fronted listed buildings, some dating from the 18th century.
- 6.229 The north-west corner of the site is visible beyond the Tea Building and includes the west end of the concrete box of the London Overground Line, which continues from the distinctive arched bridge crossing Shoreditch High Street. This varied and fragmented town –scape typifies the contrast in the age and scale of development seen in the City fringe areas.
- 6.230 This is a view of low to medium sensitivity.

Existing

View as proposed

- 6.231 The buildings on Plots 1 and 2 of the Revised Scheme will become a prominent feature in the view and a marker of the site. The building on Plot 2 will have a clear commercial character and an ordered and well articulated elevations. It will form a cluster along the A10 with the Broadgate Tower and Principal Place tower (not visible in this image). The contrast of large scale high quality new development and smaller scale run down historic development (right of image, facing) is typical in the City and is becoming characteristic of the City fringe area.
- 6.232 The building on Plot 1 will provide a positive feature at the junction of Bethnal Gren Road and Shoreditch High street, defining this highly visible corner of the site and largely enclosing the railway box. The maximum extent of the volume is expressed by the yellow wireline outline. The illustrative scheme illustrates how a building could be designed to sit on this plot, in accordance with the Design Guidelines. Part 4 of the Design Guidelines will set design principles for the detailed design of the elevation of this block.
- 6.233 The white line shows where this image has been extended upwards so as to include all of the building on Plot 2.
- 6.234 This is a moderate change to a view of low to medium sensitivity.

The significance is moderate.

The effect is beneficial.



Proposed

This page has been left blank intentionally.

View as cumulative

6.235 Taking into account cumulative schemes, none of which are visible in this view, and the Revised Scheme, there will be a change of moderate magnitude to a view of low to medium sensitivity.

The significance is moderate.

The effect is beneficial.



Cumulative



Existing

**View as existing**

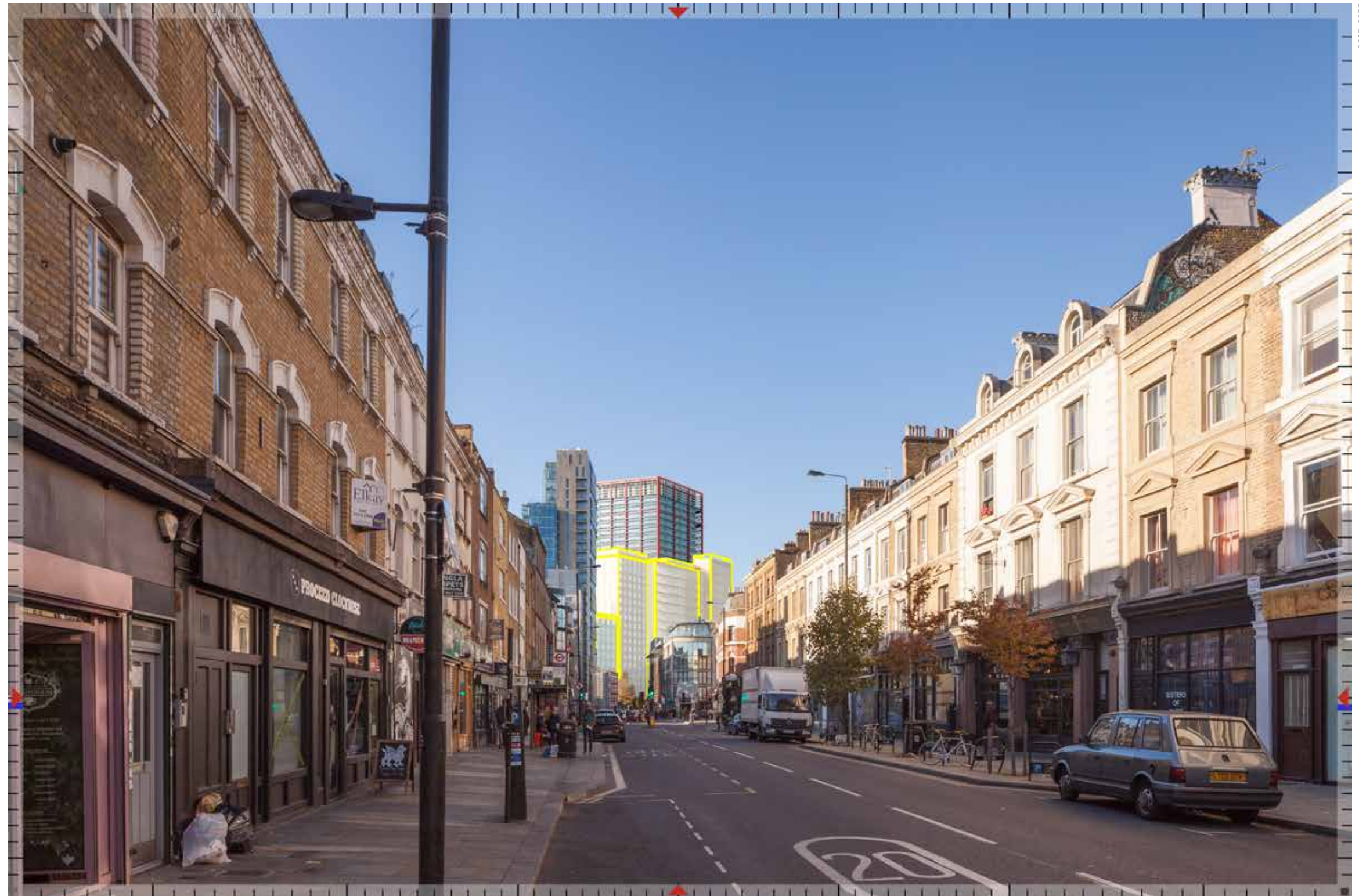
- 6.236 This view is looking south-west along Bethnal Green Road towards the site from the southern footway close to the junction with Chilton Street. The right side of the street (in this image) is within the Redchurch Conservation Area, and Nos. 123 to 159 (odd) form a grade II listed mid to late 19th century terrace (shrouded by scaffolding).
- 6.237 The foreground comprises a mix of mainly mid to late 19th century terraced development with a mix of generally low quality retail front – ages. The recently completed 25 storey high Avant Garde tower, and the fifty storeys high Principal Place tower are visible towards the centre of the image, with the Broadgate Tower on Bishopsgate visible beyond.
- 6.238 This is a view of low to medium sensitivity.

View as proposed

- 6.239 The buildings on Plots 1, 2 and 4 of the Revised Scheme will terminate the view along the street, appearing to the right of the Avant Garde tower. It will continue the pattern of the increases in the height of buildings along the route, set by the Avant Garde tower, running towards the Principal Place tower and the Broadgate Tower en route to the City.
- 6.240 The building on Plot 2 will have a clear commercial character with the red super-cladding grid and banded glazed elevations. The yellow wireline outline illustrates the maximum volume of the buildings on Plots 1 and 4 which will define positive edge along the southern edge of Bethnal Green Road. The illustrative scheme illustrates how buildings could be designed to sit on these plots, in accordance with the Design Guidelines.
- 6.241 This is a moderate change to a view of low to medium sensitivity.

The significance is moderate.

The effect is beneficial.



Proposed

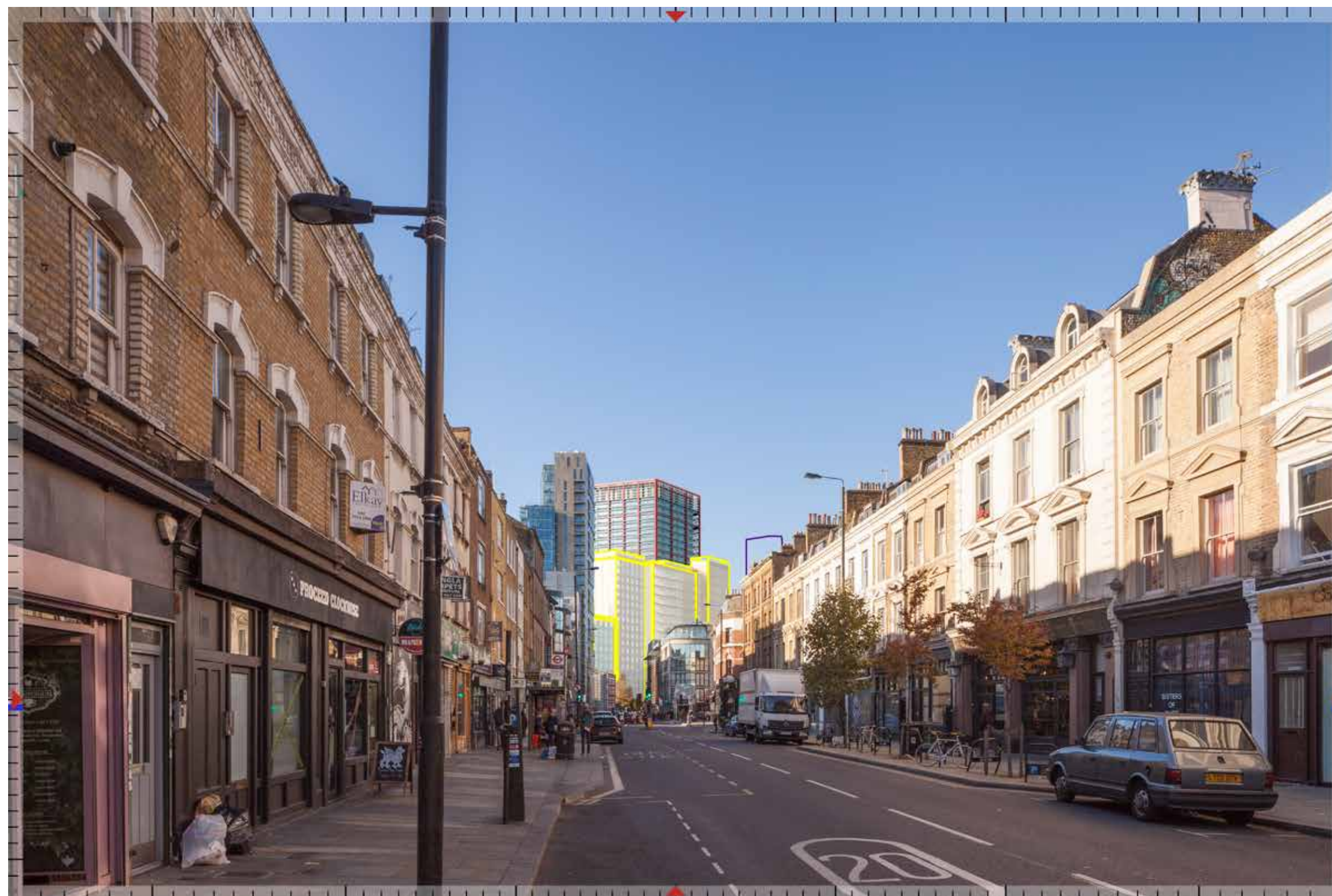
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View as cumulative

6.242 The top of nos. 201-207 Shoreditch High Street will be visible towards the centre of the image. Taking into account cumulative schemes and the Revised Scheme there will be a change of moderate magnitude to a view of low to medium sensitivity.

The significance is moderate.

The effect is beneficial.



Cumulative



Existing



View as existing

6.243 This is a night time shot of view 36.

6.244 This is a view of low to medium sensitivity.

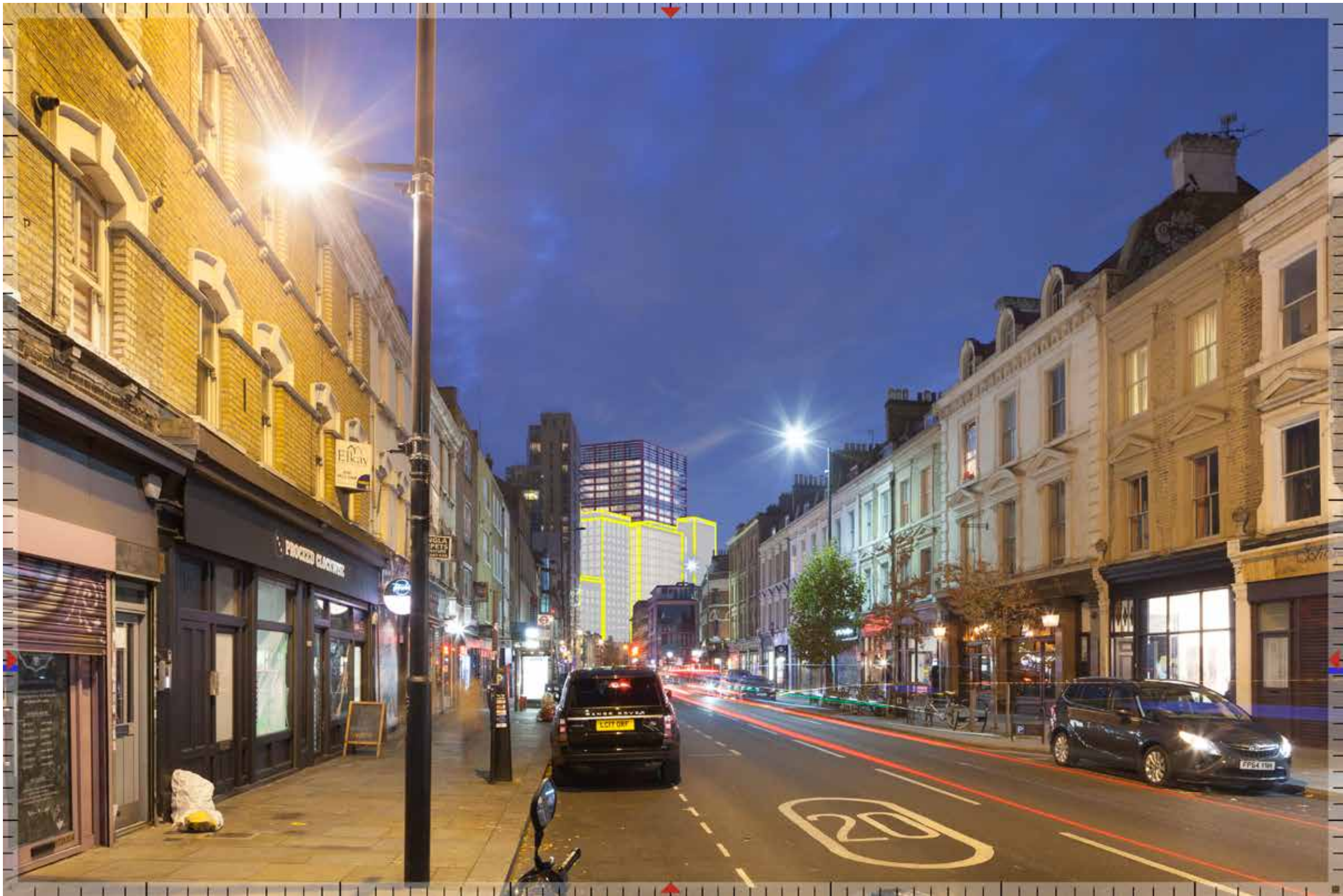
View as proposed

6.245 The Revised Scheme will be less noticeable at night than during the day. The prominent elements in the night time view are the illuminated highway and the shopfronts and associated signage in the foreground.

6.246 This is a minor to moderate change to a view of low to medium sensitivity.

The significance is minor to moderate.

The effect is beneficial.



Proposed



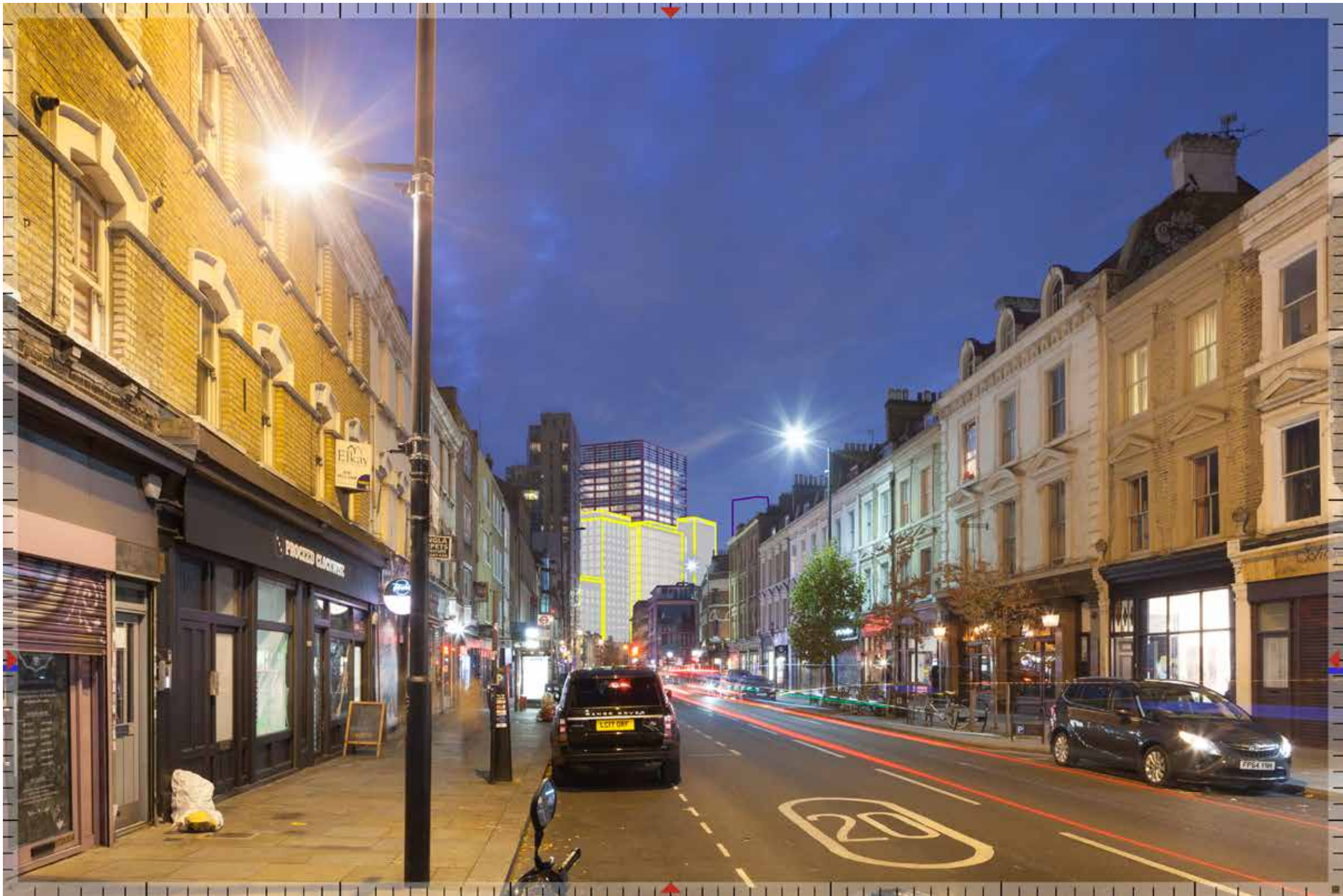
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View as cumulative

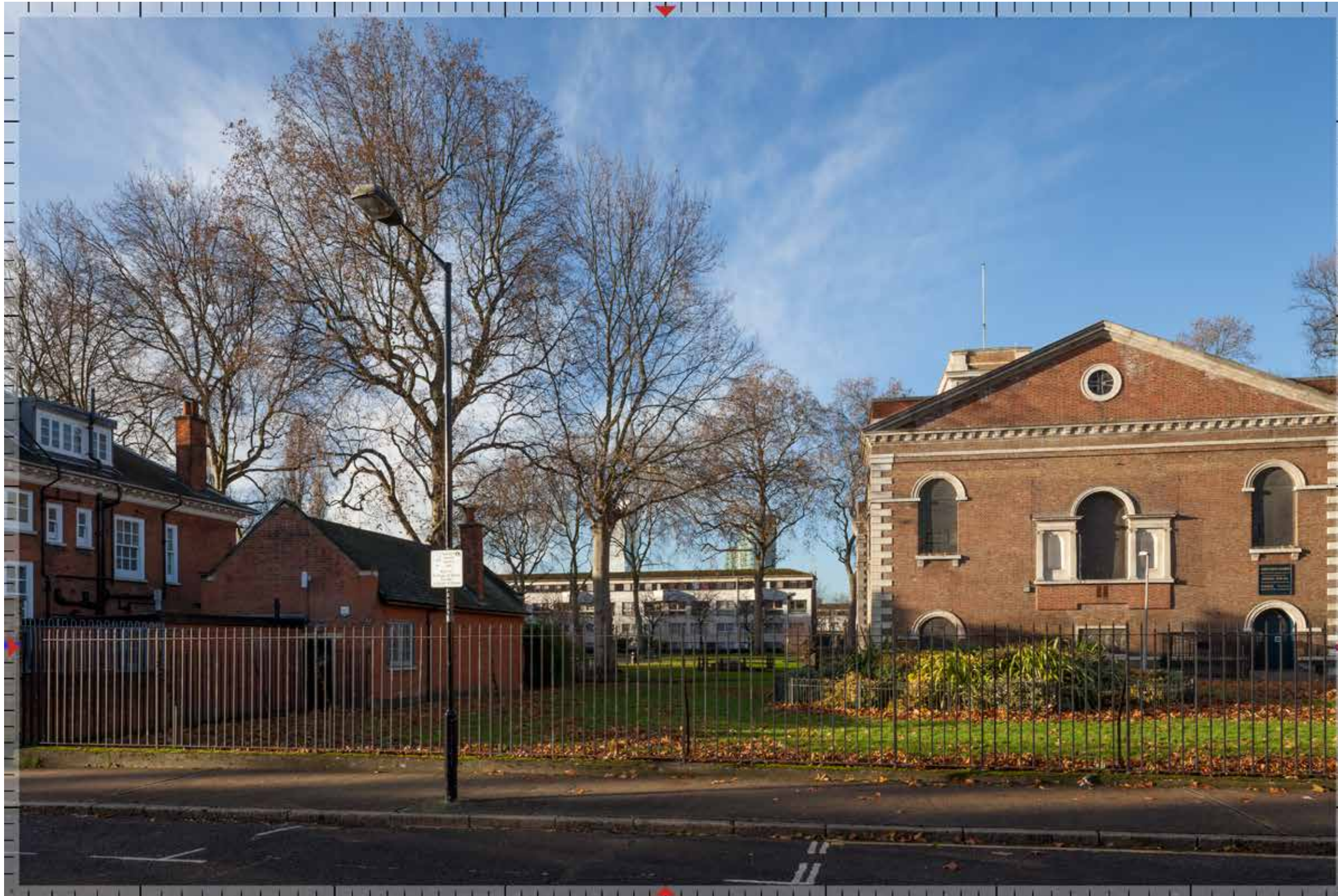
6.247 The top of nos. 201 – 207 Shoreditch High Street will be visible towards the centre of the image. Taking into account cumulative schemes and the Revised Scheme there will be a change of minor to moderate magnitude to a view of low to medium sensitivity.

The significance is minor to moderate.

The effect is beneficial.



Cumulative



Existing

**View as existing**

- 6.248 This viewpoint is located on Hereford Street looking across St Matthew's Churchyard in the direction of the site. The viewpoint and fore – ground are within the Fournier Street and Brick Lane Conservation Area. St Matthew's Church is listed grade II*. The railings, wall and gate piers to the Churchyard are listed grade II.
- 6.249 The church was built in 1743-46 and designed by George Dance senior. To the left is the red brick rectory. A post-war local authority housing block can be seen in the middleground.
- 6.250 This is a view of low to medium sensitivity.

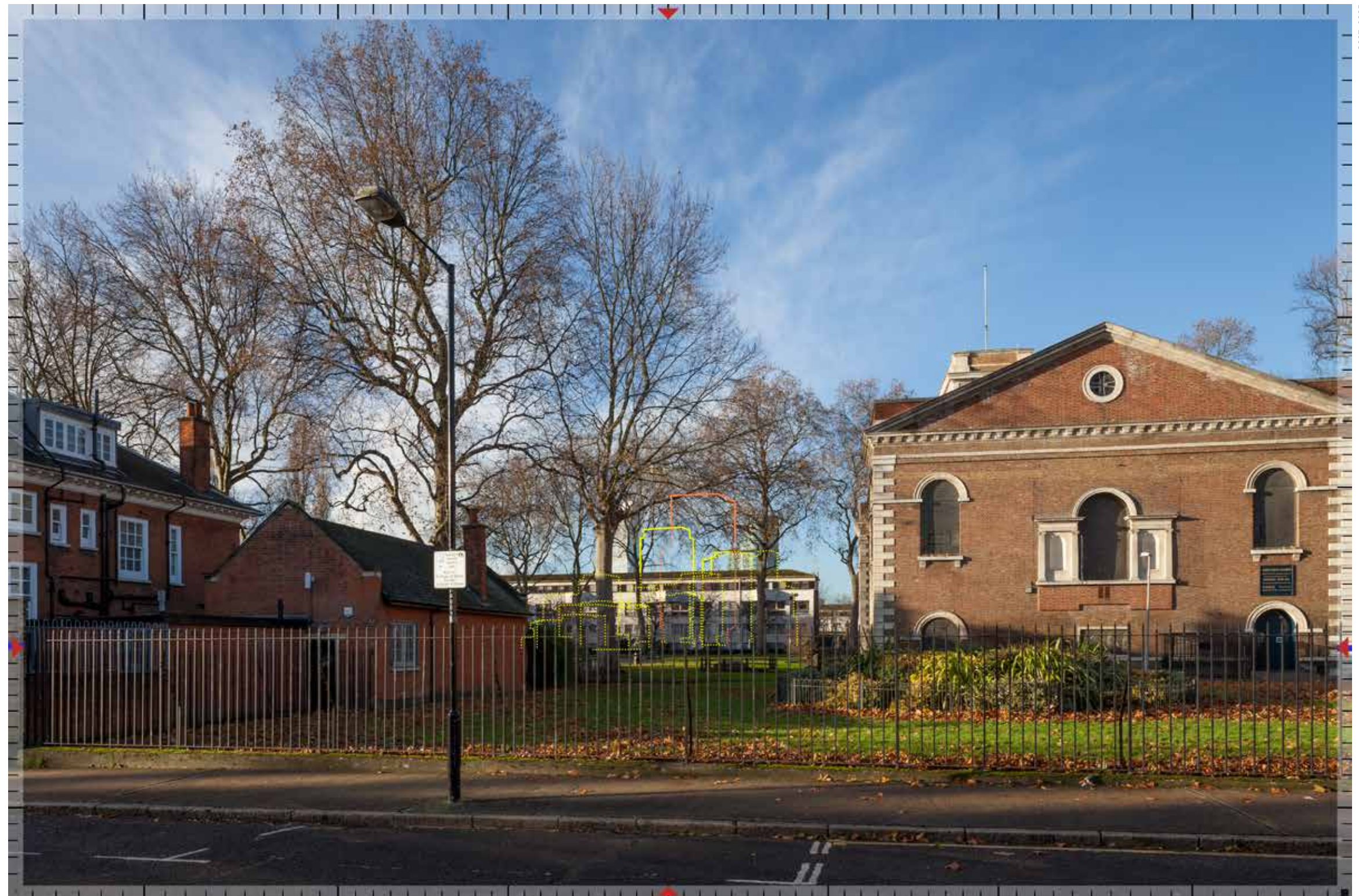
View as proposed

6.251 The Revised Scheme will be visible in the distance, above the post-war block, acting as a marker for the City. It will be a distinct element of townscape clearly in the distance. The Revised Scheme will not be visible in the summer when the trees are in leaf.

6.252 This is a minor change to a view of low to medium sensitivity.

The significance is minor.

The effect is neutral.



Proposed

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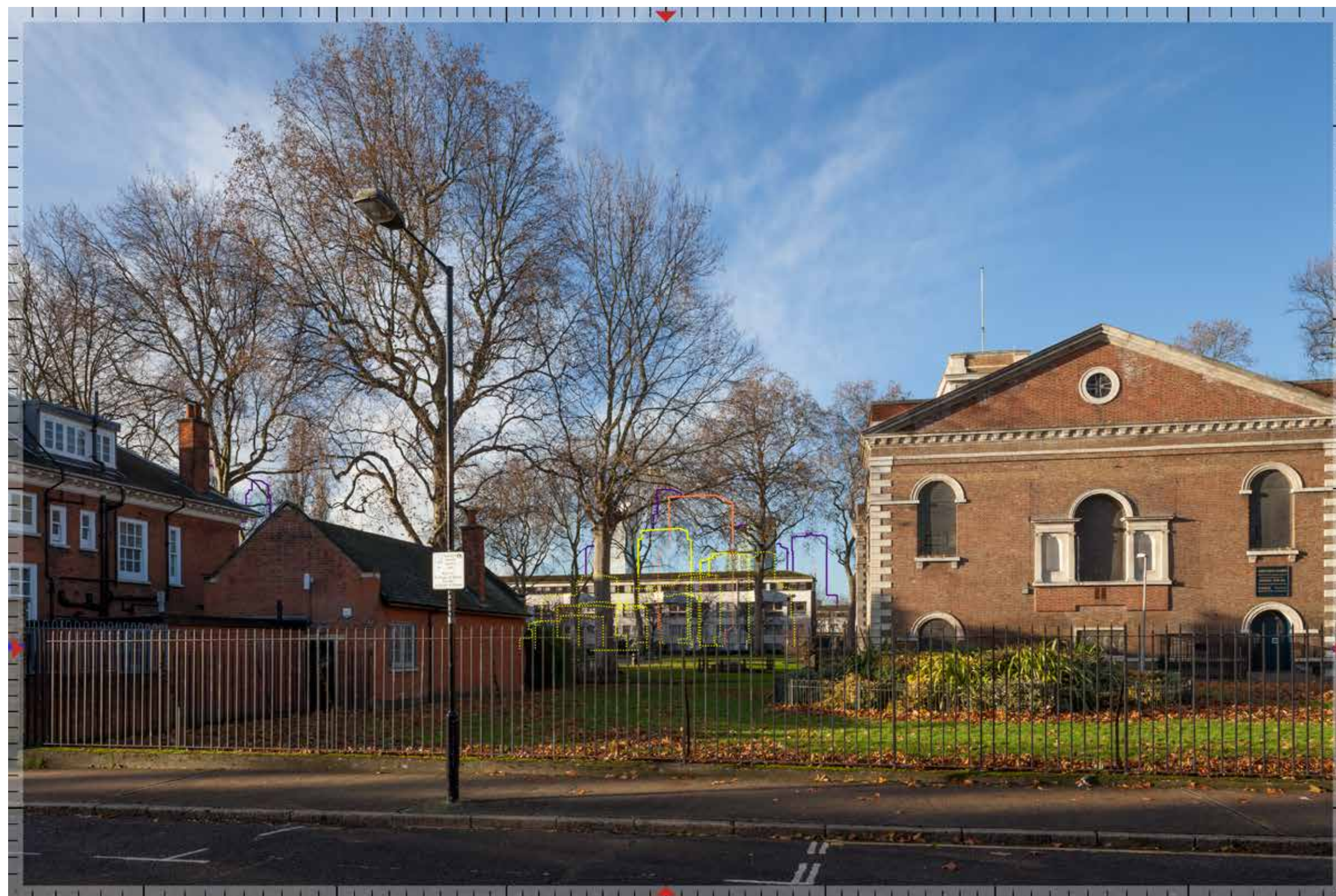
View as cumulative

6.253 The upper floors of The Stage and nos. 201-207 Shoreditch High Street will be visible close to the Revised Scheme in this view.

6.254 Taking into account cumulative schemes and the Revised Scheme there will be a change of minor magnitude to a view of low to medium sensitivity.

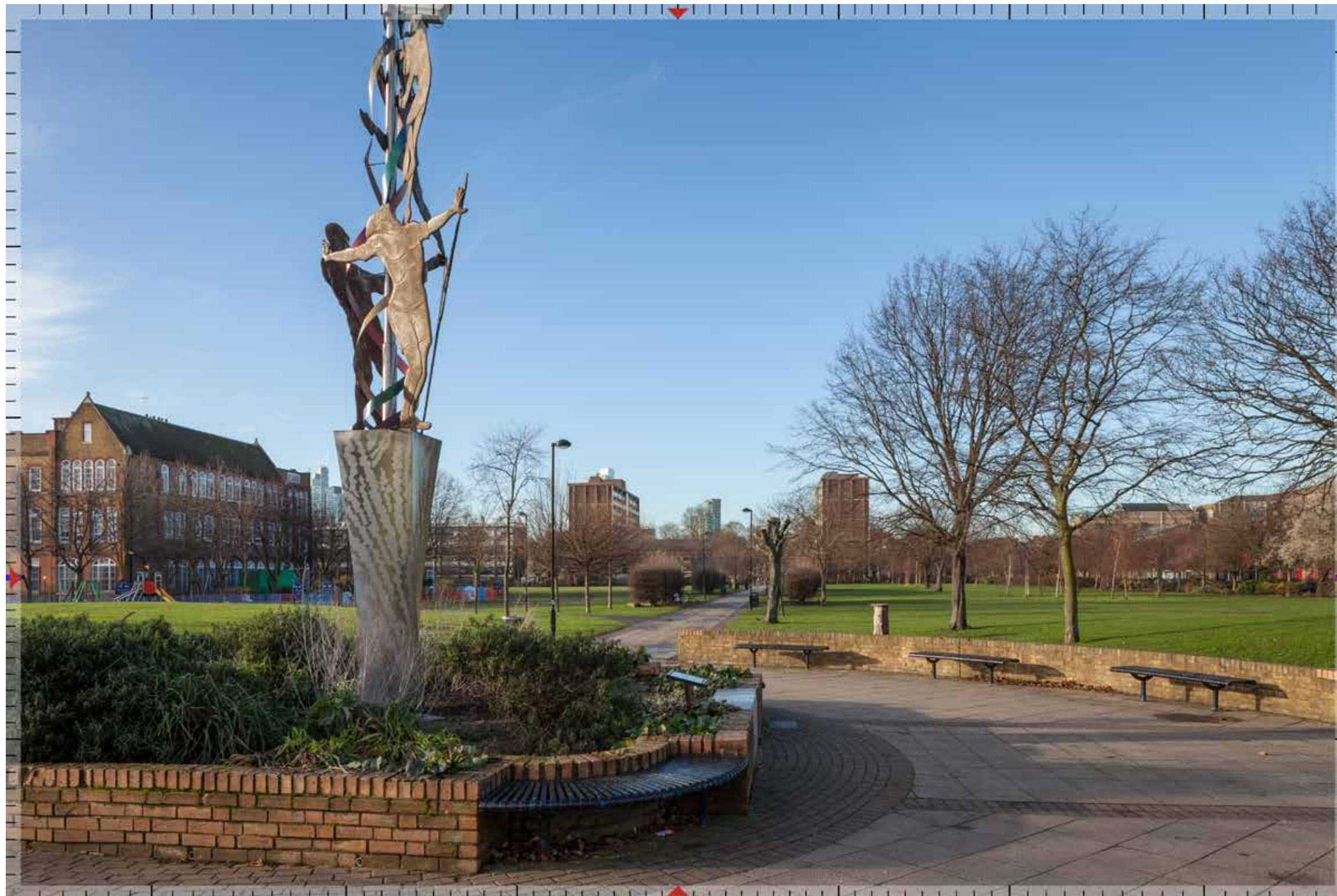
The significance is minor.

The effect is beneficial.



Cumulative

3897_0886



Existing

**View as existing**

- 6.255 This viewpoint is located in Weavers Field at the meeting point of the main footpaths towards its north-east corner. It is looking south-west in the direction of the site.
- 6.256 This large green open space in Bethnal Green is an important local amenity but is unremarkable in respect of the quality of townscape or landscape. The foreground comprises a large modern sculpture and an area of bench seating. Post-war housing blocks are visible in the middleground and the Avant Garde tower is visible in the distance towards the centre of the image. The trees will be prominent features when in leaf.
- 6.257 This is a view of low to medium sensitivity.

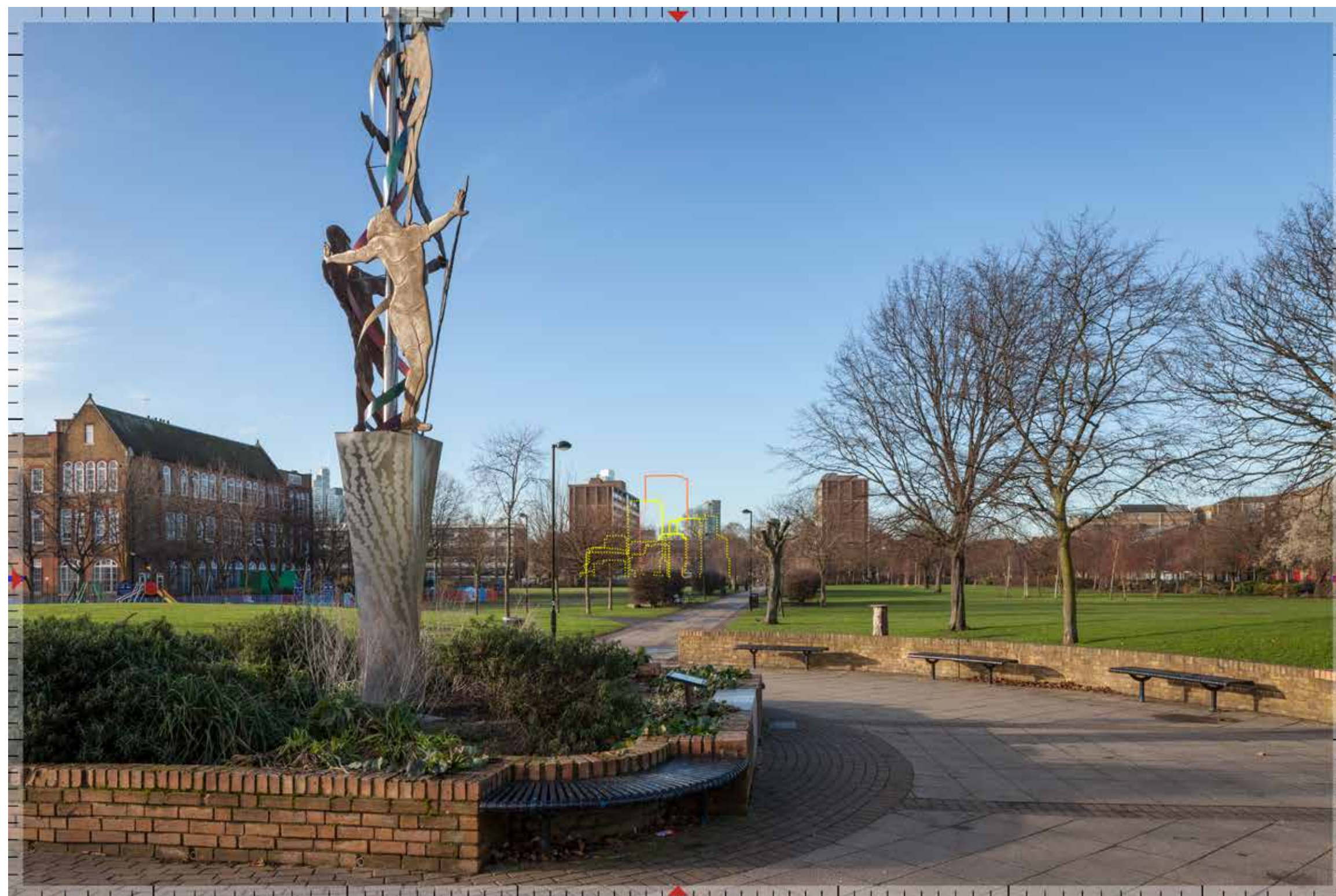
View as proposed

6.258 The Revised Scheme will be visible in the distance, behind a post-war apartment block, acting as a marker of the site and Shoreditch High Street.

6.259 This is a minor change to a view of low to medium sensitivity.

The significance is minor to moderate.

The effect is neutral.



Proposed

3897_2015

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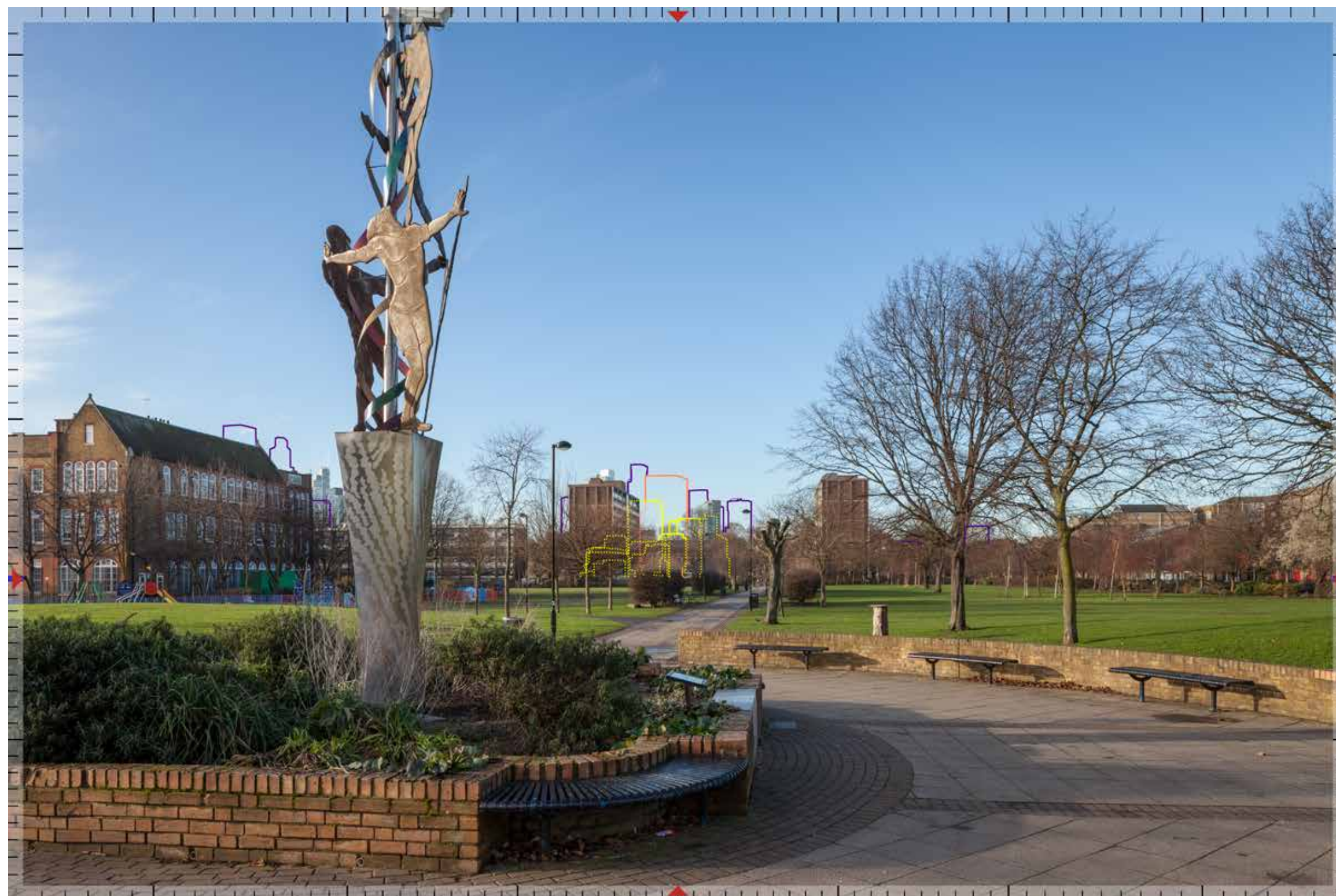
View as cumulative

6.260 Parts of the towers of the Stage and nos. 201 – 207 Shoreditch High developments will be visible to the right (facing) of the Revised Scheme.

6.261 Taking into account cumulative schemes and the Revised Scheme there will be a change of minor to moderate magnitude to a view of low to medium sensitivity.

The significance is minor to moderate.

The effect is neutral.



Cumulative

3897_2016



Existing

**View as existing**

- 6.262 This viewpoint is located on the north footway of Cheshire Street, close to St Matthew's Row, looking west in the direction of the site. The foreground to the left of the image is within the Fournier Street and Brick Lane Conservation Area.
- 6.263 The foreground to the left includes a recent residential scheme which provides a hard built edge at the back of the footway to the street edge, creating an urban character. A late 19th century terrace terminates the view at a bend along the street, with the Broadgate Tower and the Principal Place tower visible above as distinct elements in the distance.
- 6.264 This is a view of low to medium sensitivity.

View as proposed

6.265 The Revised Scheme will be barely visible in this view. Small parts of the buildings on Plots 8 and 10 will be visible to the right (facing) of the Principal Place tower.

6.266 This is a negligible change to a view of low to medium sensitivity.

The significance is minor / none.

The effect is neutral.



Proposed

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View as cumulative

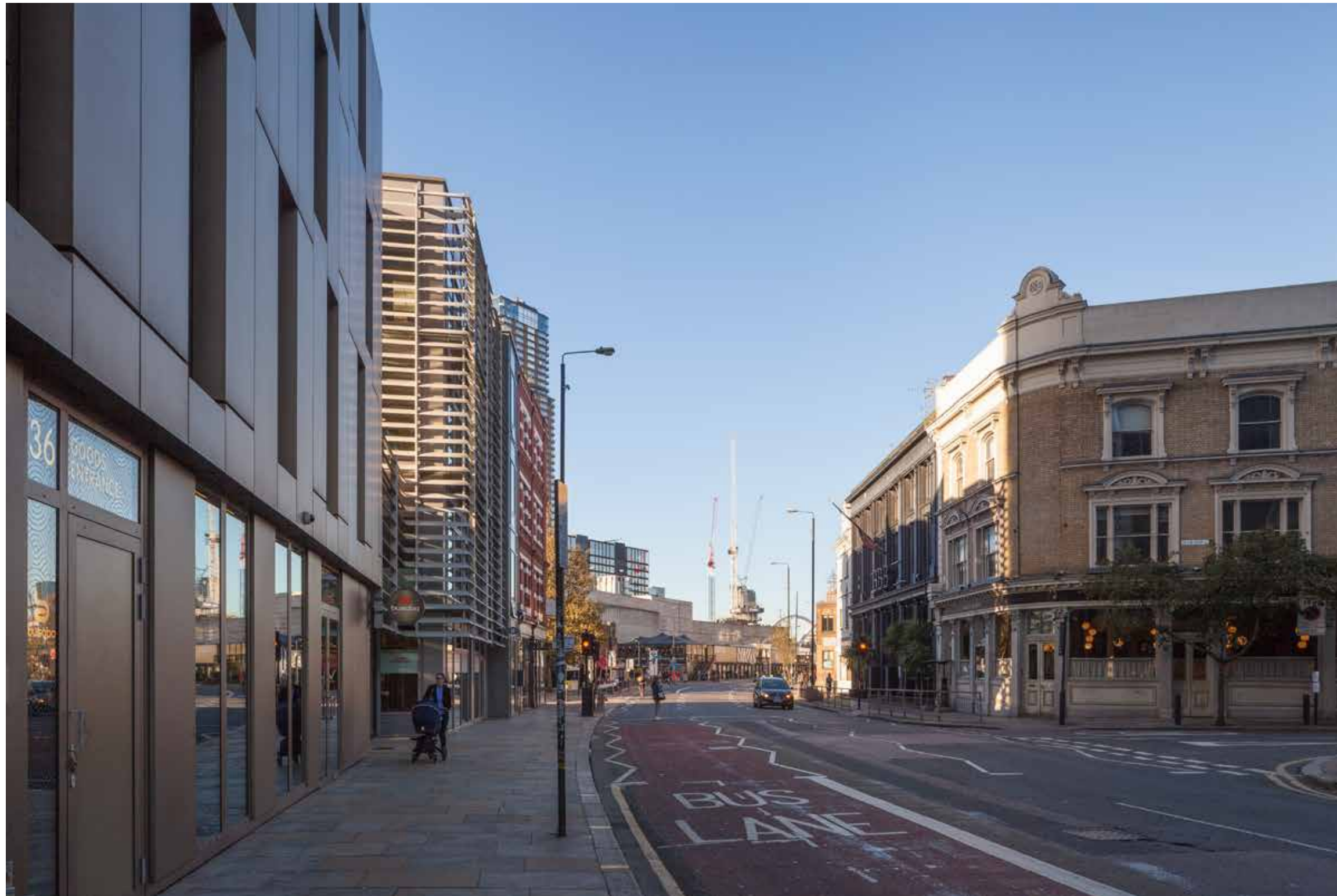
6.267 Taking into account cumulative schemes and the Revised Scheme there will be a change of minor magnitude to a view of low to medium sensitivity.

The significance is minor to moderate.

The effect is neutral.



Cumulative



Existing

**View as existing**

- 6.268 This view is looking south-west towards the site from Bethnal Green Road at the junction with Sclater Street. The foreground to the right is within the Redchurch Conservation Area and the former public house is listed grade II. Grade II listed residential towers on the Barbican Estate are visible in the distance.
- 6.269 To the left, the foreground includes the base of the Avant Garde tower. Part of the brick wall to the former Bishopsgate Goodyard site is visible beyond, followed by the concrete box of Shoreditch High Street London Underground Station, the railway line and the temporary Box Park development along the edge of Bethnal Green Road. Beyond, the Principal Place scheme can be seen (tower and lower block), and cranes on the site of the Stage are visible towards the centre of the view. To the right are late 19th century buildings in the Redchurch Street Conservation Area.
- 6.270 This is a view of low sensitivity.

View as proposed

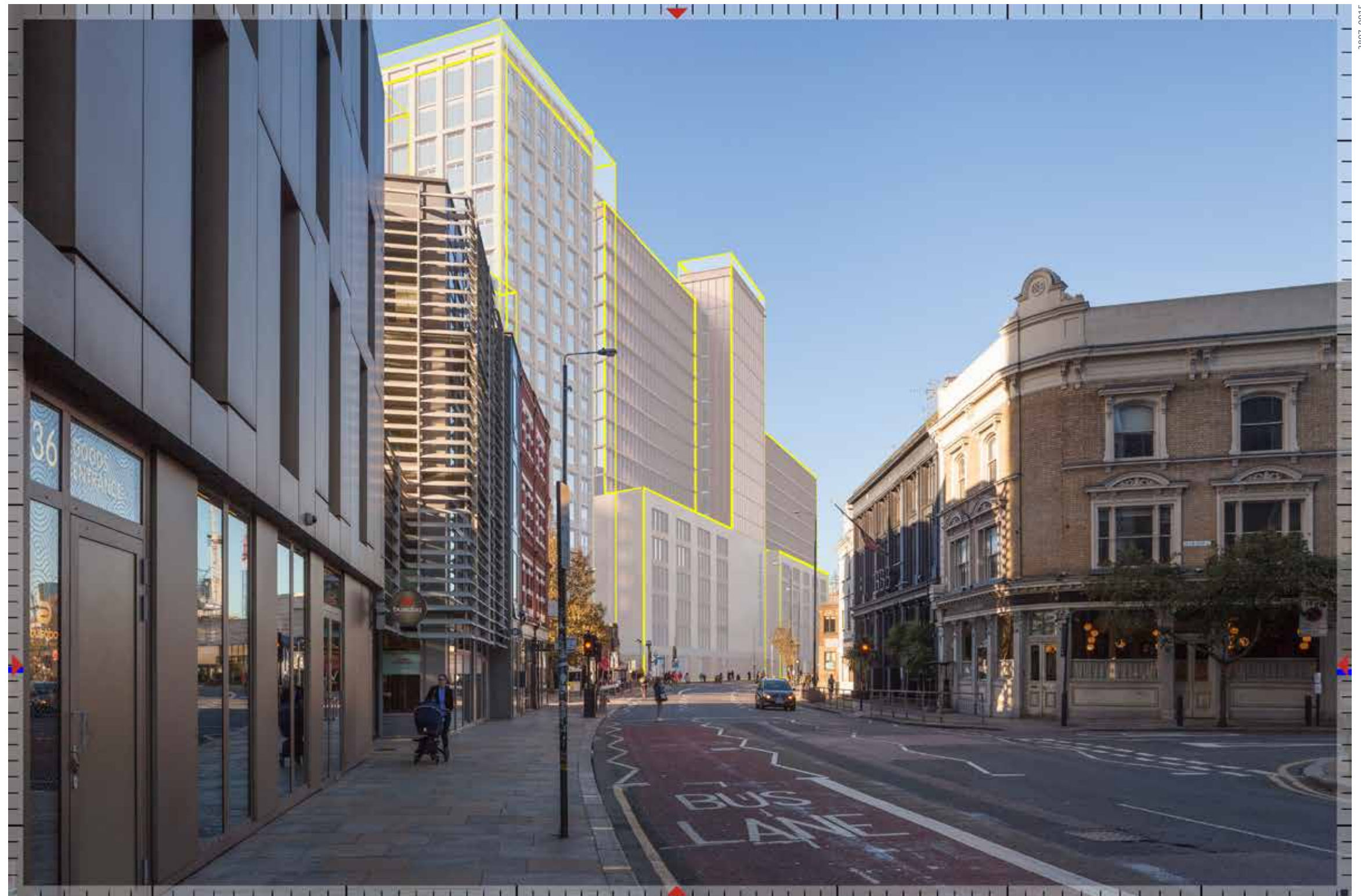
6.271 The buildings on Plots 1 and 4 of the Revised Scheme will return a built edge of an urban quality to the south side of Bethnal Green Road (left of the image), stepping down to Shoreditch High Street to the west. The building on Plot 4 incorporating elements of the retained boundary wall.

6.272 The yellow wireline outline illustrates the maximum volume of the buildings on Plots 1 and 4. The illustrative scheme illustrates how buildings could be designed to sit on these plots, in accordance with the Design Guidelines, with active street frontages.

6.273 This is a moderate to major change to a view of low sensitivity.

The significance is moderate.

The effect is beneficial.



Proposed

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View as cumulative

6.274 Nos. 201-207 Shoreditch High Street will be visible in the distance. Taking into account cumulative schemes and the Revised Scheme there will be a change of major magnitude to a view of low sensitivity.

The significance is moderate.

The effect is beneficial.

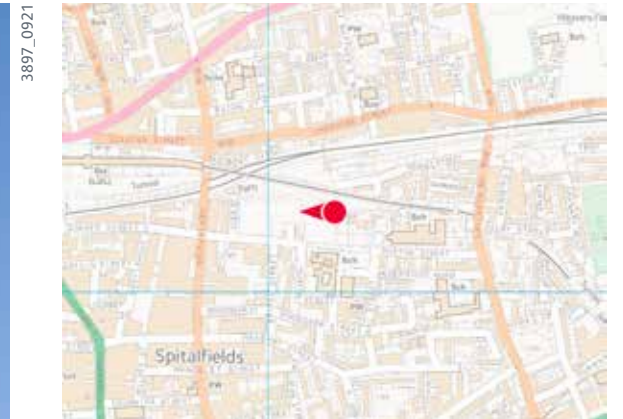


Cumulative

3897_0916



Existing

**View as existing**

- 6.275 This view is looking in the direction of the site from the centre of Allen Gardens. The view – point and foreground are within the Brick Lane and Fournier Street Conservation Area.
- 6.276 The grassed open space of Allen Gardens and some utilitarian items of play equipment define the foreground together with the boundary wall to the garden of No. 37 Buxton Street to the left of image. The haphazard collection of trees, provides some definition and sense of enclosure to the open space but overall it is of average quality. The Broadgate Tower and tower of Principal Place are visible in the distance (left of centre of the image), screened by trees. The recently completed Avant Garde tower is visible towards the right of the image.
- 6.277 This is a view of low sensitivity.

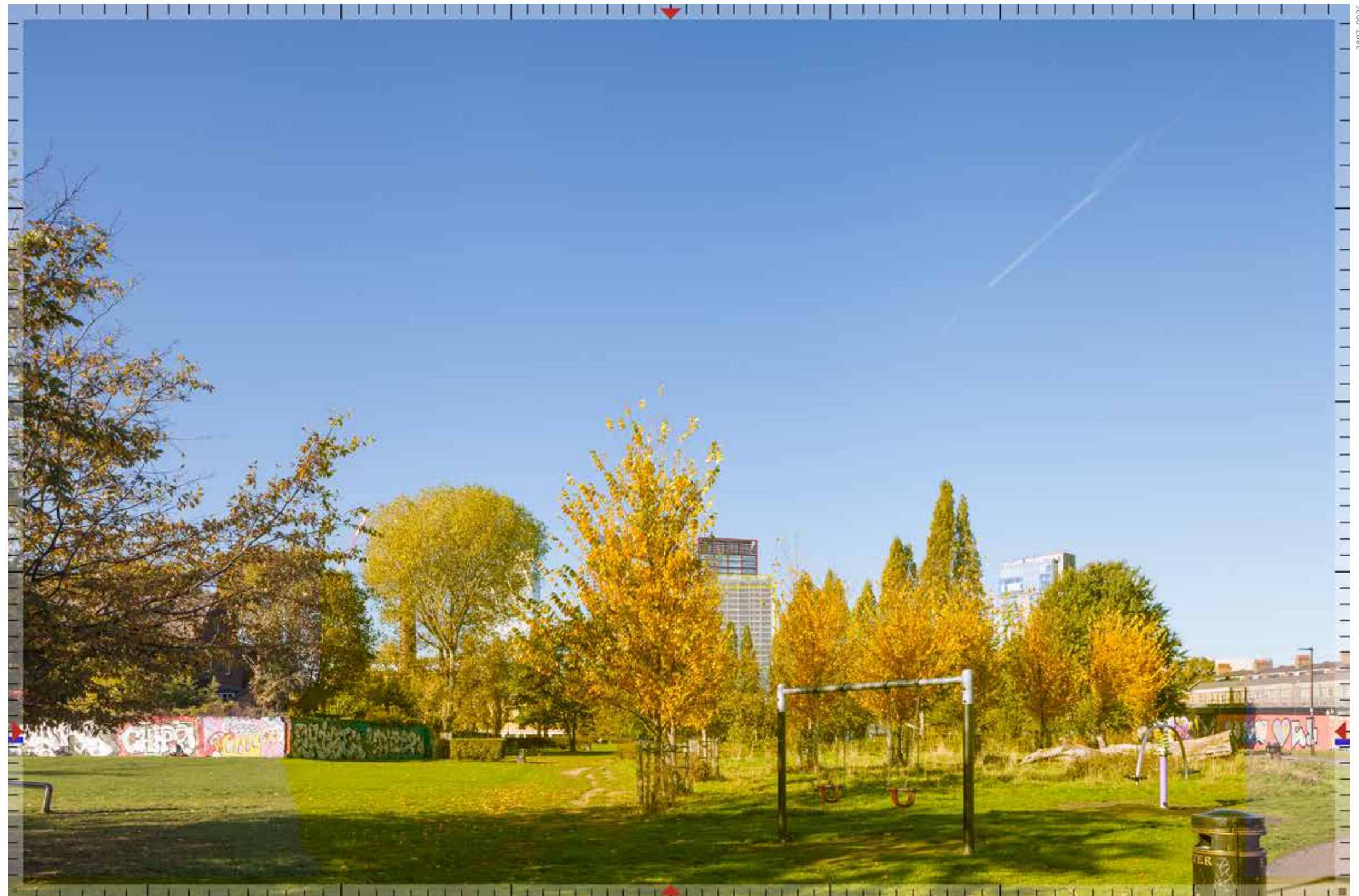
View as proposed

6.278 This is an open space of nondescript quality. Buildings on Plots 1, 2, 3, 4 and 8 of the Revised Scheme will be visible to varying degrees against the sky to the right of the Broadgate Tower and Principal Place tower (those on Plots 1, 4 and 8 largely screened by trees). They will enhance the sense of place within the wider, evolving urban setting. The building on Plot 2 will be of a similar apparent height to other taller buildings on the skyline, assisting in marking the location of Shoreditch High Street.

6.279 This is a moderate change to a view of low sensitivity.

The significance is moderate.

The effect is beneficial.



Proposed

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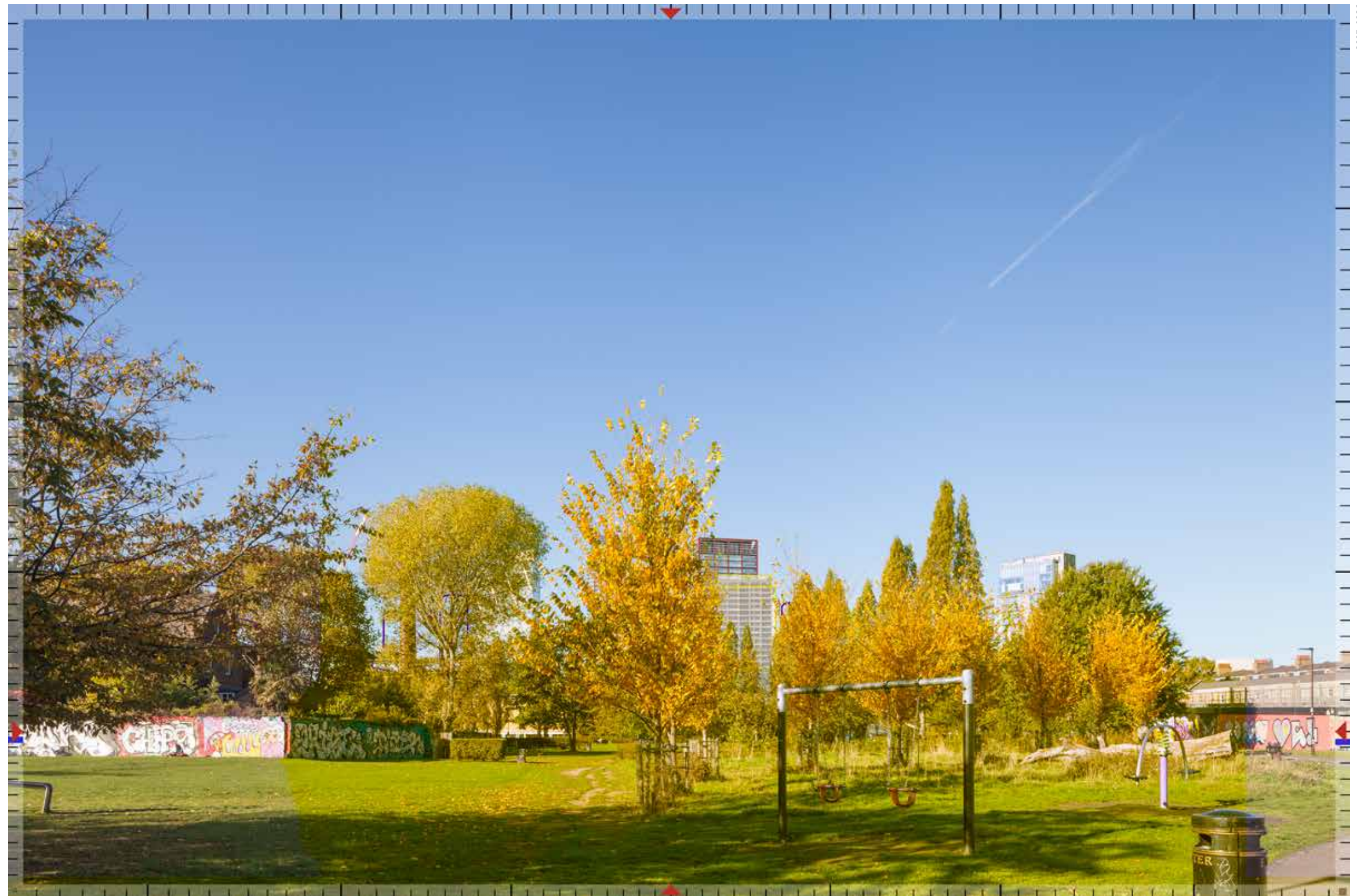
View as cumulative

6.280 The top of the tower of nos. 201-207 Shoreditch High Street development will add further to the sense of a cluster of towers along the A10 in the City fringe.

6.281 Taking into account cumulative schemes and the Revised Scheme there will be a change of moderate magnitude to a view of low sensitivity.

The significance is moderate.

The effect is beneficial.



Cumulative

3897_0926



Existing

**View as existing**

- 6.282 This view is looking along Woodseer Street in the direction of the site from the footway on Deal Street. The foreground to the right is within the Brick Lane and Fournier Street Conservation Area.
- 6.283 A post-war estate defines the foreground to the left, with the 19th century terrace to the right built in 1858 for the Metropolitan Association for Improving the Dwellings of the Industrious Classes (not listed due to alterations to doors). This is a typical view in the inner suburbs in the eastern fringe where buildings varied in scale and age sit next to each other. Broadgate Tower and the tower of Principal Place (the later not in this photography but now largely complete on site), are visible in the distance, left of centre, beyond the post-war block.
- 6.284 This is a view of low to medium sensitivity.

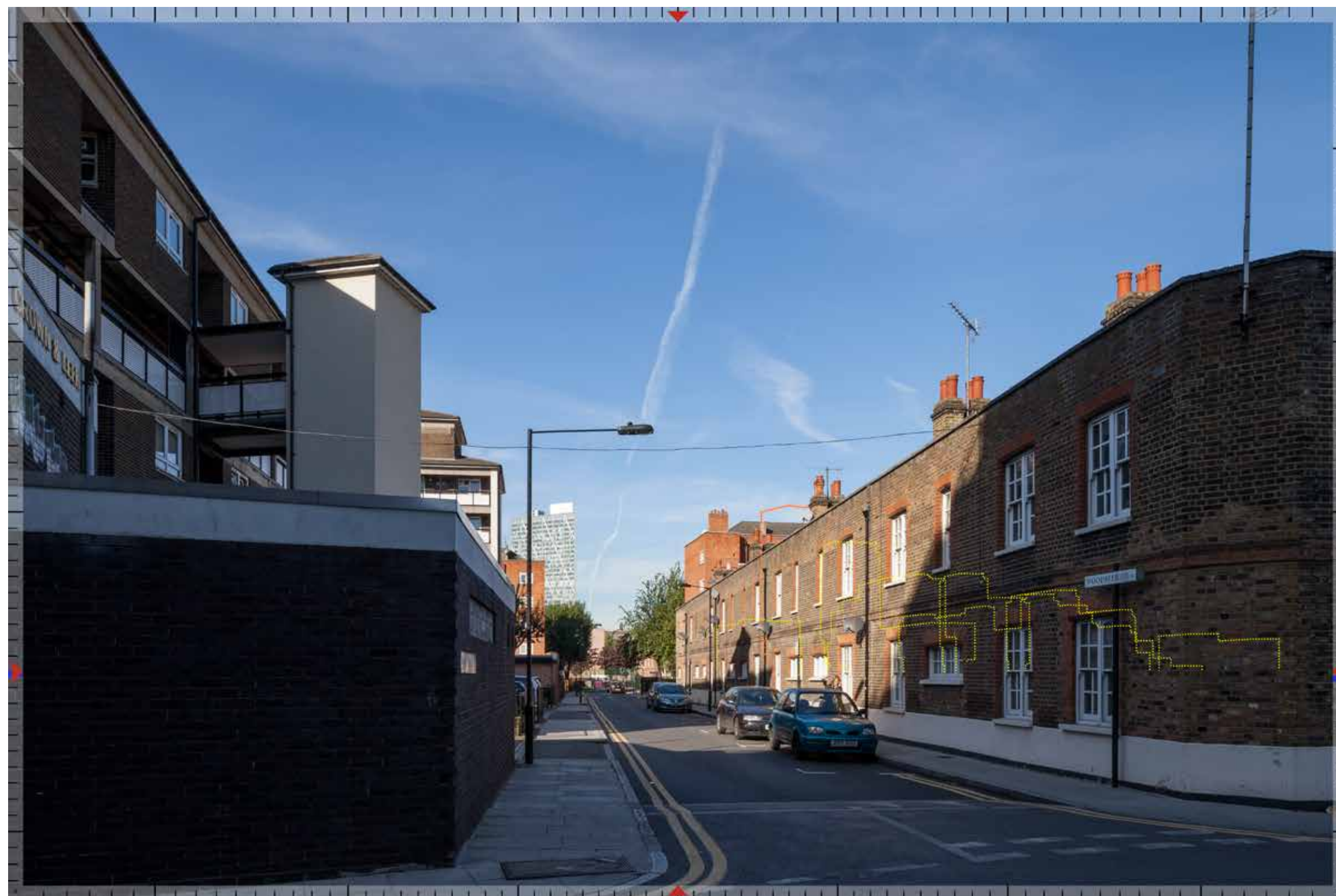
View as proposed

6.285 Part of the top of the Building on Plot 2 of the Revised Scheme is briefly visible above the foreground development to the right of the view, but would not be readily noticeable.

6.286 This is a minor to negligible change to a view of low to medium sensitivity.

The significance is minor.

The effect is neutral.



Proposed

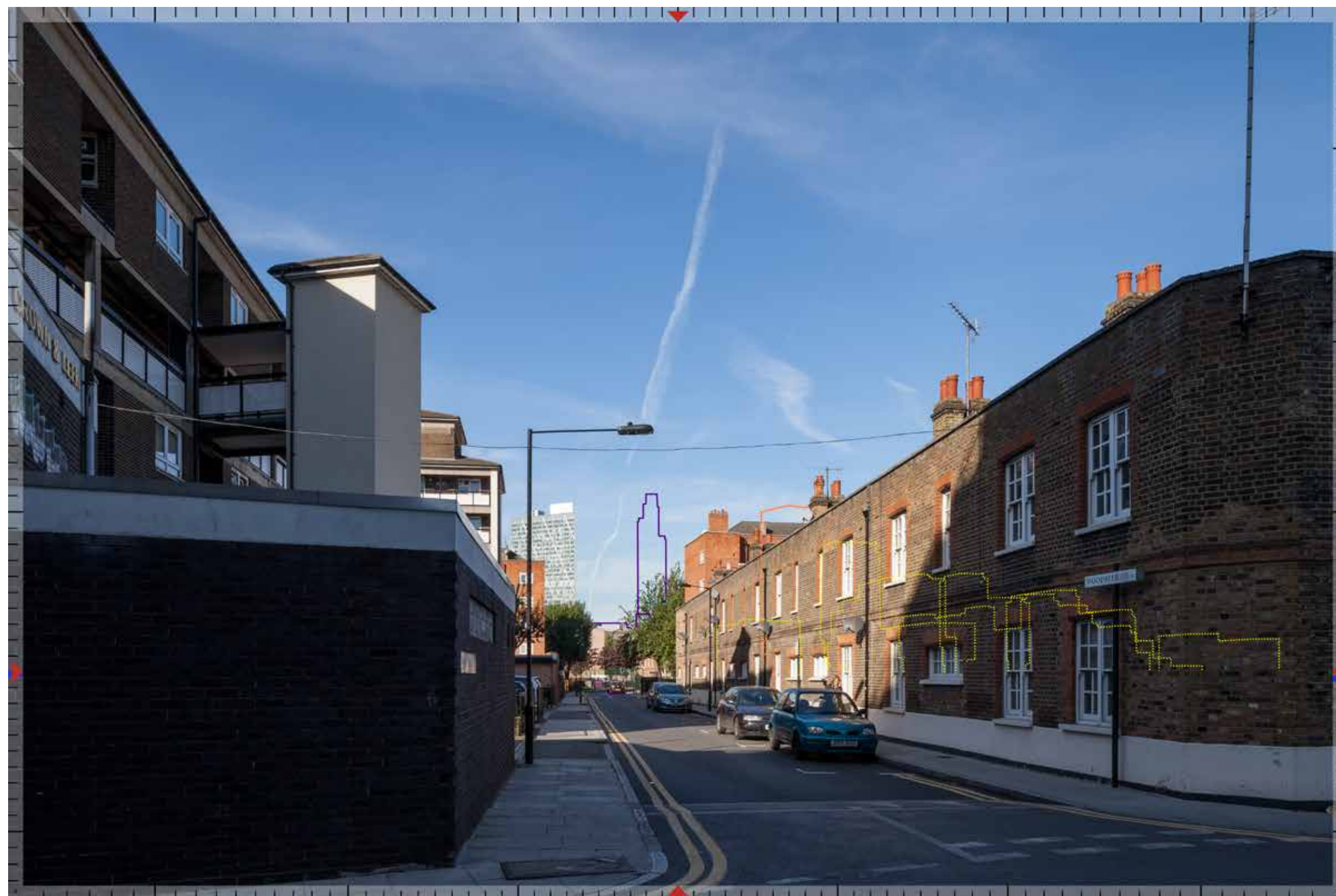
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View as cumulative

6.287 Taking into account cumulative schemes (none of which are visible) and the Revised Scheme there will be a change of minor to negligible magnitude to a view of low to medium sensitivity.

The significance is minor.

The effect is neutral.



Cumulative



Existing

**View as existing**

- 6.288 This viewpoint is on the east side of Commercial Street at the junction with Hanbury Street. The view is looking north-west towards the site. The right side of the image (facing) is within the Brick Lane and Fournier Street Conservation Area and the left side, beyond Folgate Street, is within the Elder Street Conservation Area. The top of the Principal Place tower is seen rising above the foreground buildings on the left. The two corner buildings in the mid distance towards the centre of the image, one either side of the road, are listed grade II.
- 6.289 The foreground comprises a variety of developments providing a strong built edge and urban quality to the street. The use of materials and elevations with punched openings provides a cohesive townscape.
- 6.290 This is a view of medium sensitivity.

View as proposed

- 6.291 The building on Plot 2 of the Revised Scheme will provide a positive feature in the centre of the view, terminating the view along the street and acting as a marker of the London Overground Station at Shoreditch High Street. The red super-cladding grid with well ordered glazed facades within, will be apparent, as will its clearly commercial appearance. The top of the lower part of this building will be seen beyond the foreground development to the right (facing).
- 6.292 The building on Plot 3 will be visible in front of that on Plot 2. The yellow wireline outline illustrates the maximum volume of the proposed building, and the illustrative scheme illustrates how the building could appear on site.
- 6.293 This is a major change to a view of medium sensitivity.

The significance is moderate to major.

The effect is beneficial.



Proposed

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View as cumulative

6.294 The tower at nos. 201-207 Shoreditch High will appear in the background to the left (facing) of the Revised Scheme.

6.295 Taking into account cumulative schemes and the Revised Scheme there will be a change of major magnitude to a view of medium sensitivity.

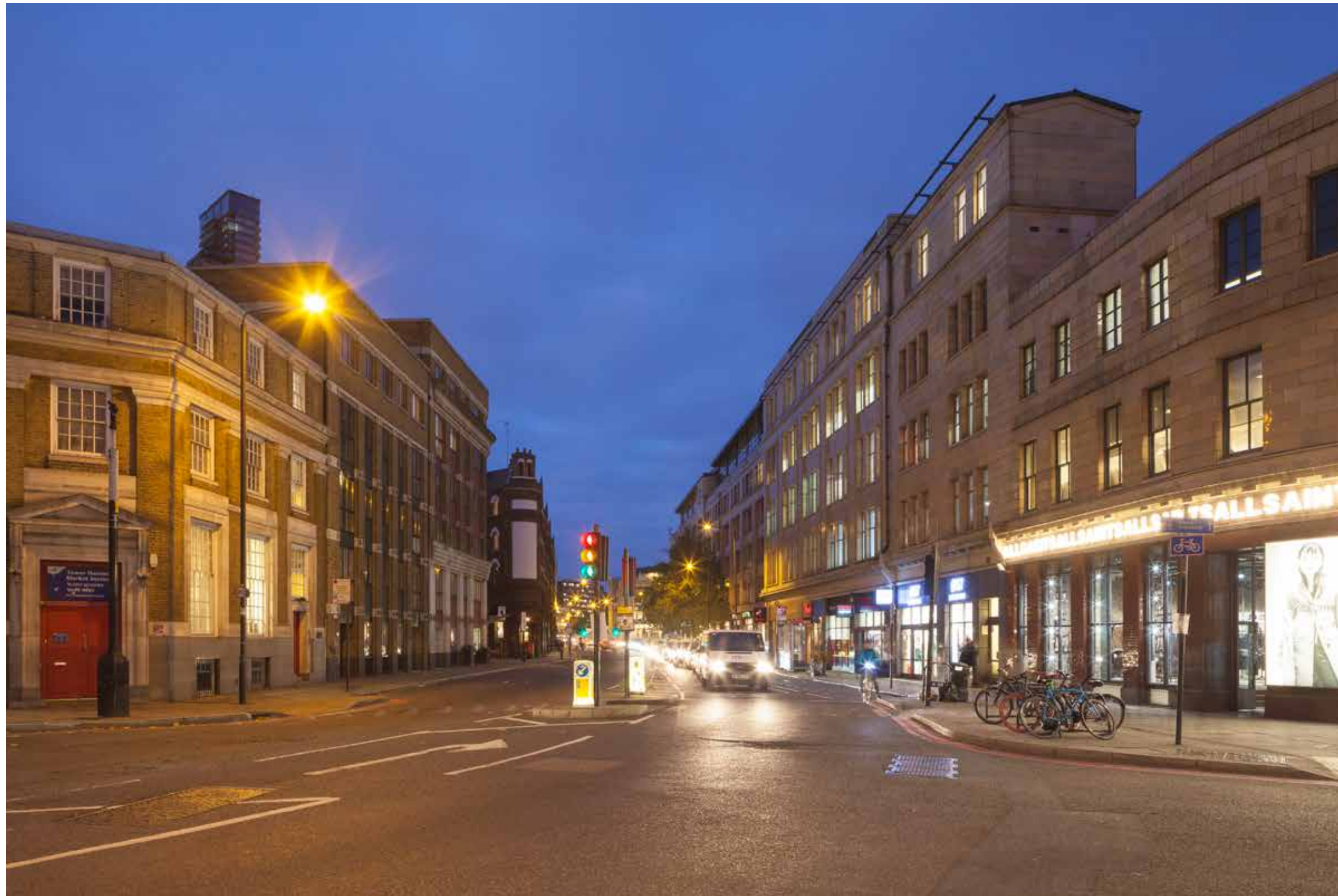
The significance is major.

The effect is beneficial.



Cumulative

3897_2106



Existing



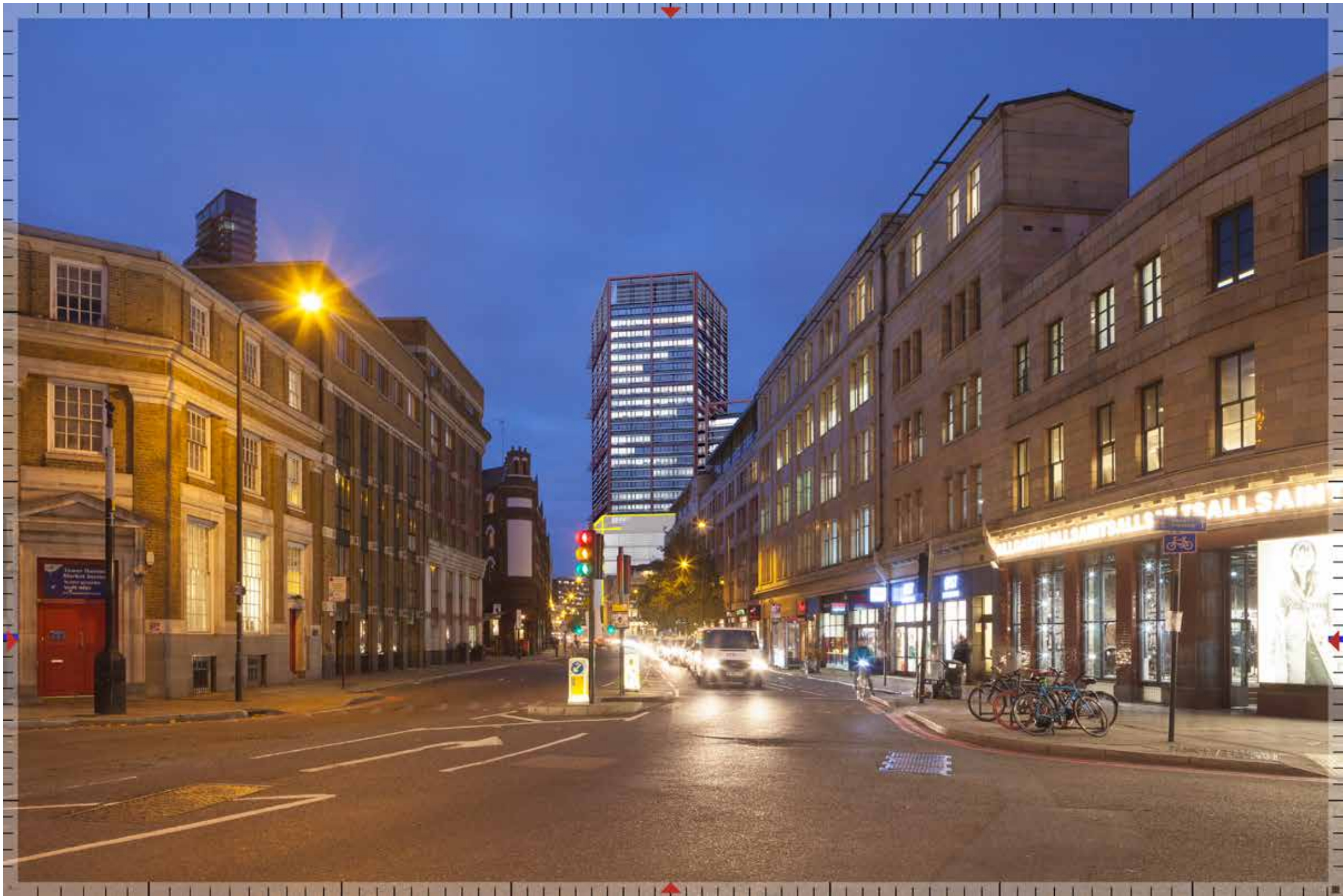
View as existing

6.296 This is a night time shot of view 43.

6.297 This is a view of medium sensitivity.

View as proposed

- 6.298 The Revised Scheme will add to the urban quality of the view providing features of interest in the backdrop. The level of lighting will appear consistent with the illumination of the foreground.
 - 6.299 This is a major change to a view of medium sensitivity.
- The significance is major.
- The effect is beneficial.



Proposed



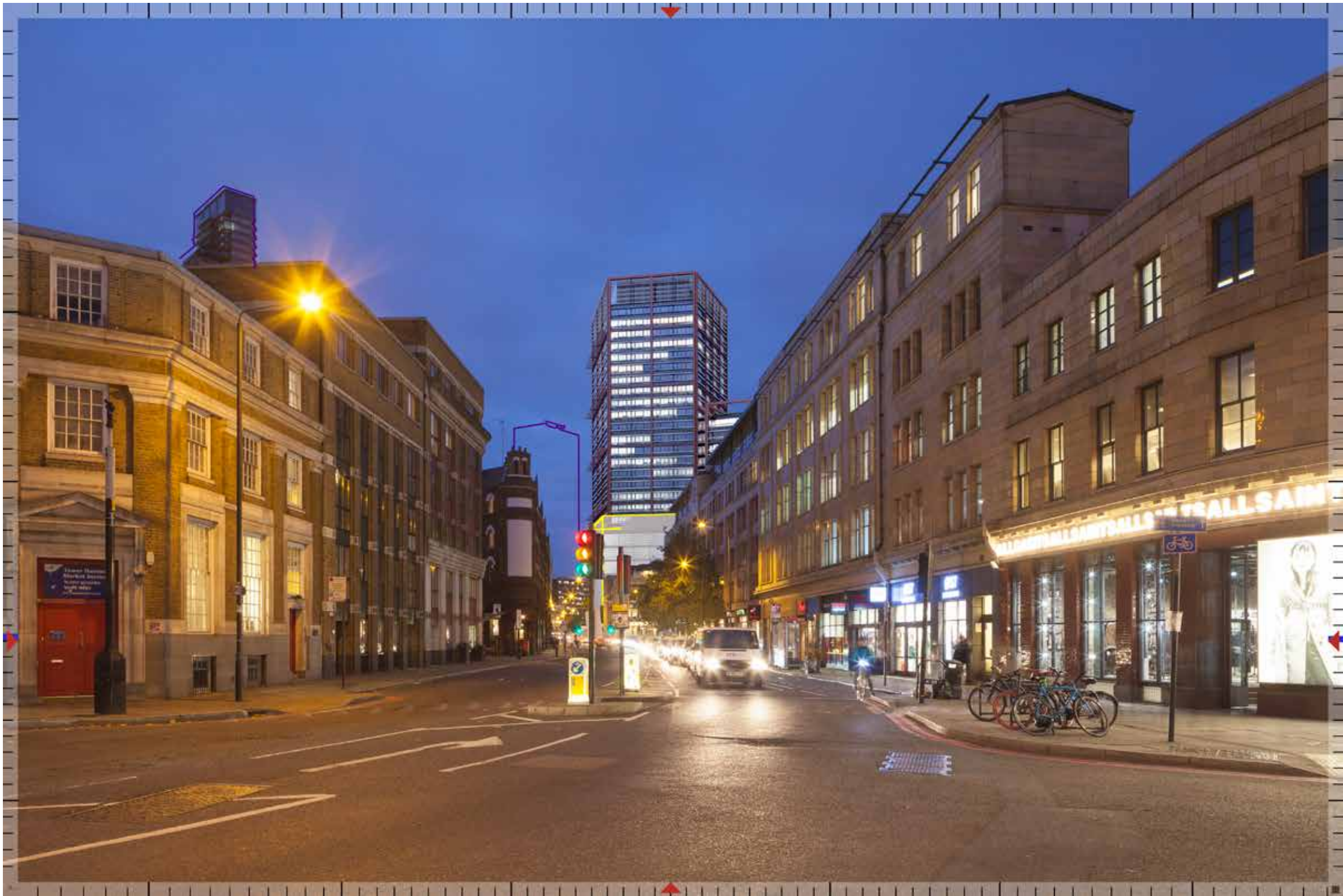
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View as cumulative

- 6.300 The tower at nos. 201-207 Shoreditch High will appear in the background to the left (facing) of the Revised Scheme.
- 6.301 Taking into account cumulative schemes and the Revised Scheme there will be a change of major magnitude to a view of medium sensitivity.

The significance is major.

The effect is beneficial.



Cumulative



Existing

**View as existing**

- 6.302 This viewpoint is on the east side of Commercial Street, close to the junction with Whites Row. The view is looking north-west towards the site. The foreground is within the Brick Lane and Fournier Street Conservation Area. There are a number of grade II listed buildings in the view (identified below).
- 6.303 The foreground to the left comprises the recent Fruit and Wool Exchange scheme, a five storeys high development of red brick. Beyond is the grade II listed Spitalfields market building. To the right there is a run of typical 19th century development with commercial ground floor use (Christchurch is set back to the right beyond this development, but it is not visible in this view). Buildings continue to define a strong built edge to the street into the middleground.
- 6.304 This is a view of medium sensitivity.

View as proposed

- 6.305 The Revised Scheme will be visible towards the centre of the view, appearing above the market building. The tallest, the building on Plot 2, will be of a high quality of design. The red super-cladding grid and ordered banded glazed elevations are visible in this view.
- 6.306 The yellow outline illustrates the maximum parameter of the buildings on Plot 1, 5 and 8 which would be visible to the left, of the building on Plot 2. The illustrative scheme demonstrates a possible application of the Design Guidelines.
- 6.307 The buildings would appear as a distinct but complementary layer of townscape in the distance, distinct from the foreground development.
- 6.308 This is a moderate change to a view of medium sensitivity.
- The significance is moderate.
- The effect is neutral.



Proposed



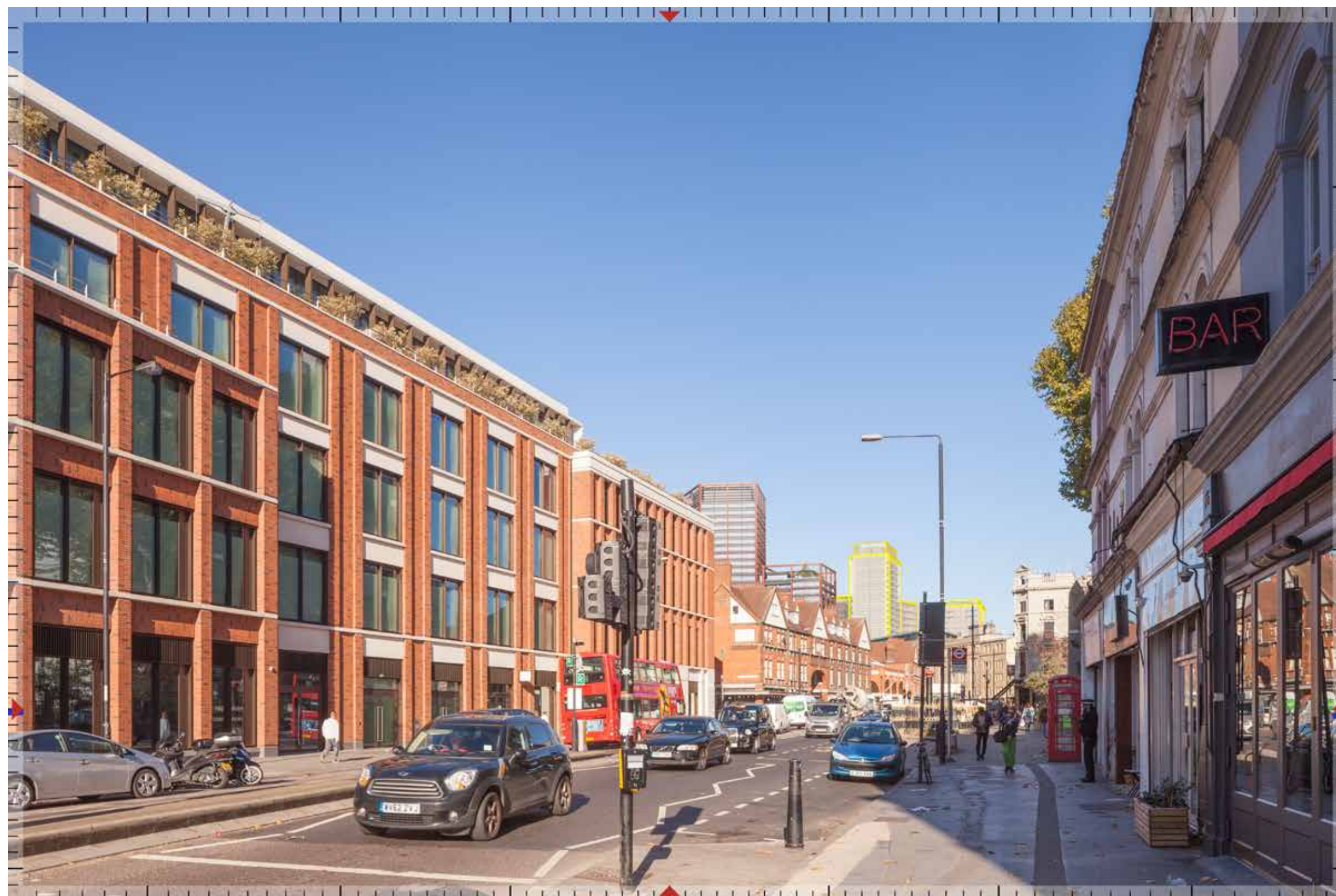
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View as cumulative

6.309 Taking into account cumulative schemes (there are no visible in this view) and the Revised Scheme there will be a change of moderate to major magnitude to a view of medium sensitivity.

The significance is moderate.

The effect is neutral.

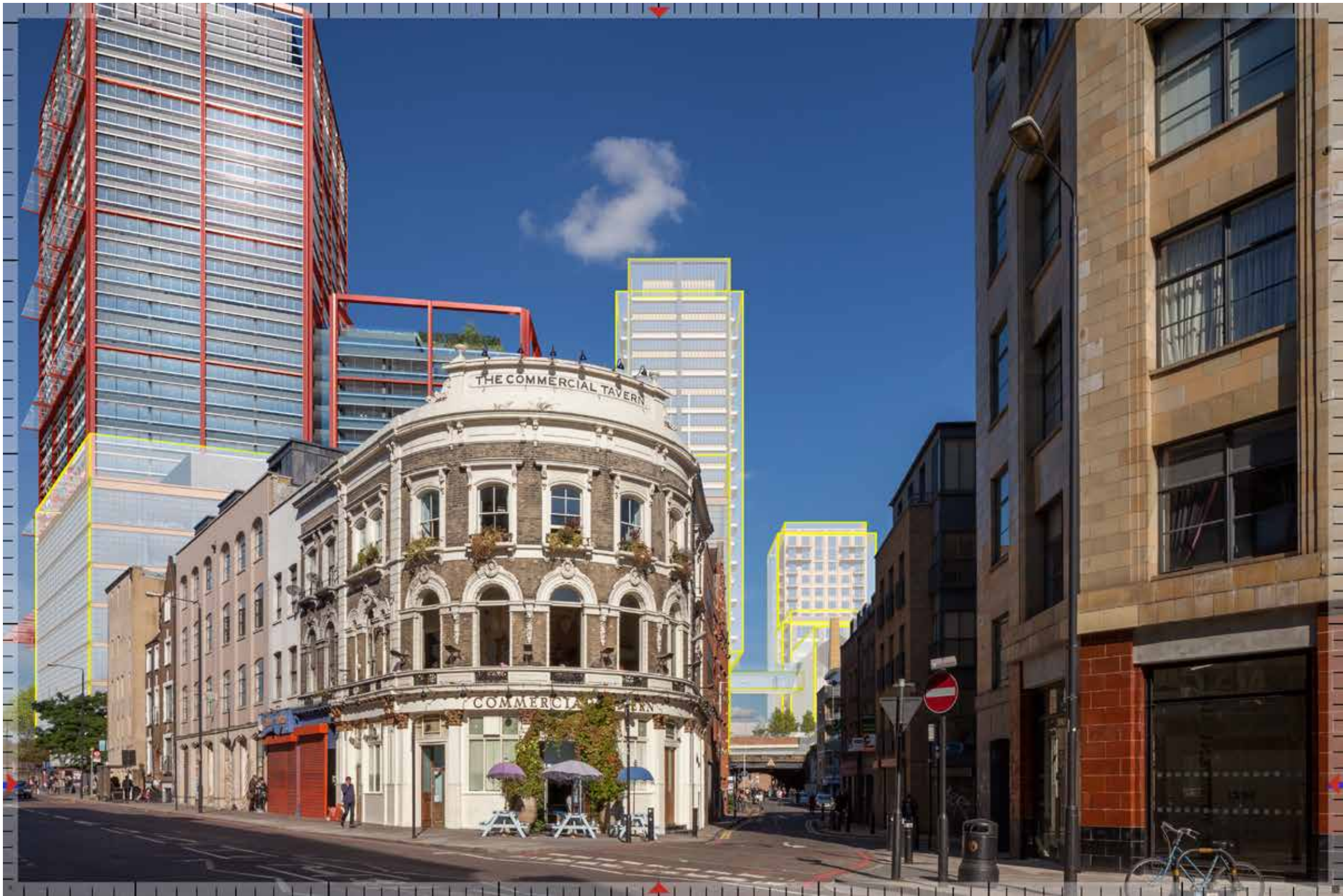


Cumulative

3897_09/46

View as proposed

- 6.313 The buildings on Plots 2, 3, 4, 8 and 10 of the Revised Scheme will be seen to varying degrees in the background of this view. The scale of development will provide a new neighbourhood of a distinct character. Other than Plot 3, they are all separated from the foreground development by the mainline railway cutting.
- 6.314 The red super-cladding grid of the commercial building on Plot 2 and its ordered banded glazed elevations will be evident.
- 6.315 The yellow outline illustrates the maximum parameter of the buildings on Plot 3, 4, 8 and 10. The tallest elements of the blocks on Plots 2 and 8 are visible, right of centre of the view (facing) either side of Braithwaite Street. The bridge between two of the Plot 8 blocks (connecting the hotel uses) can also be seen. Towards the far left, the building on Plot 3 will provide an enhanced built edge along Commercial Street. The illustrative scheme demonstrates a possible application of the Design Guidelines.
- 6.316 This is a major change to a view of medium sensitivity.
- The significance is moderate to major.
- The effect is beneficial.



Proposed

3897_3105

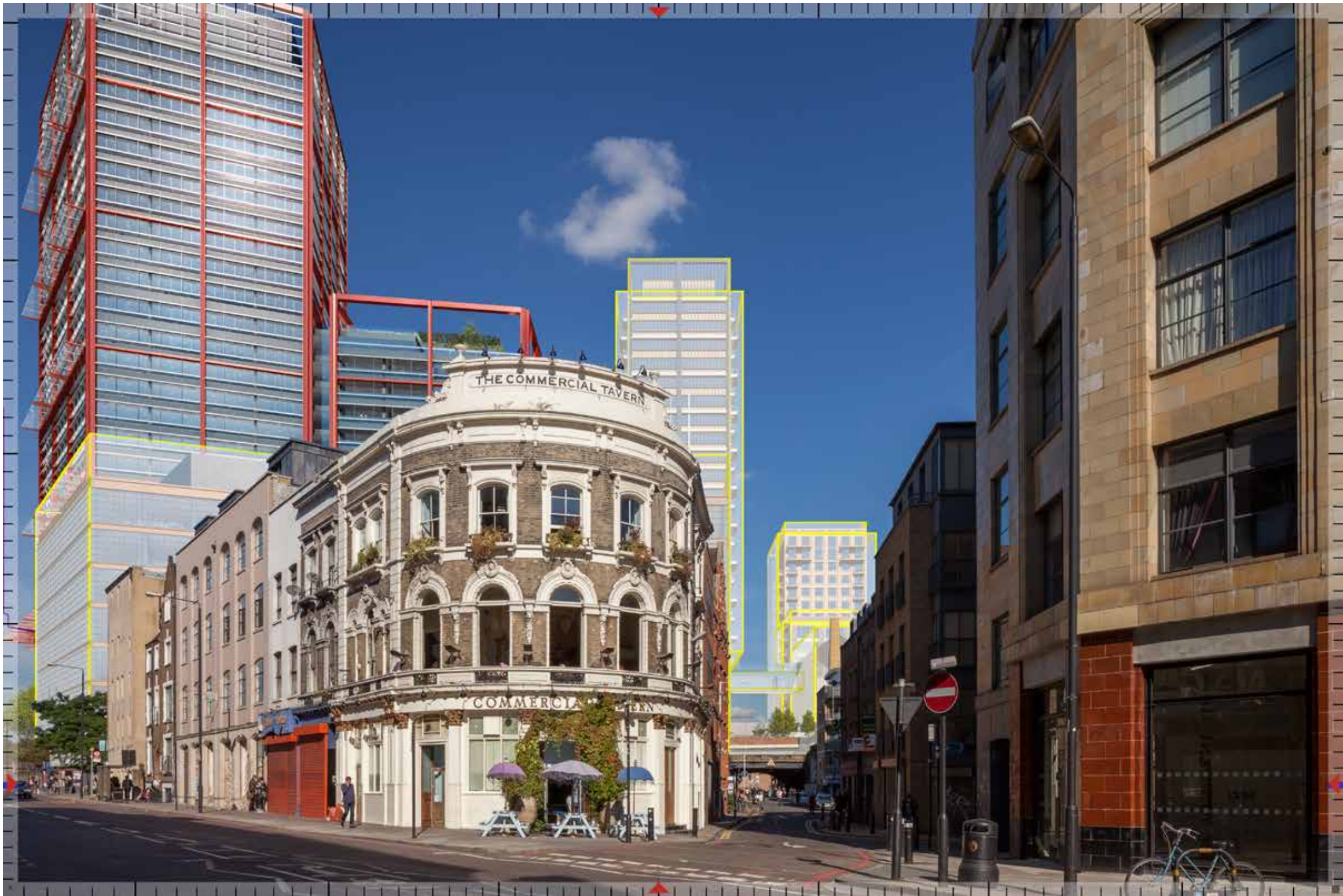
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View as cumulative

6.317 Taking into account cumulative schemes, part of the tower at nos. 201-2017 Shoreditch High Street is visible to the far left (facing), and the Revised Scheme, there will be a change of major magnitude to a view of medium sensitivity.

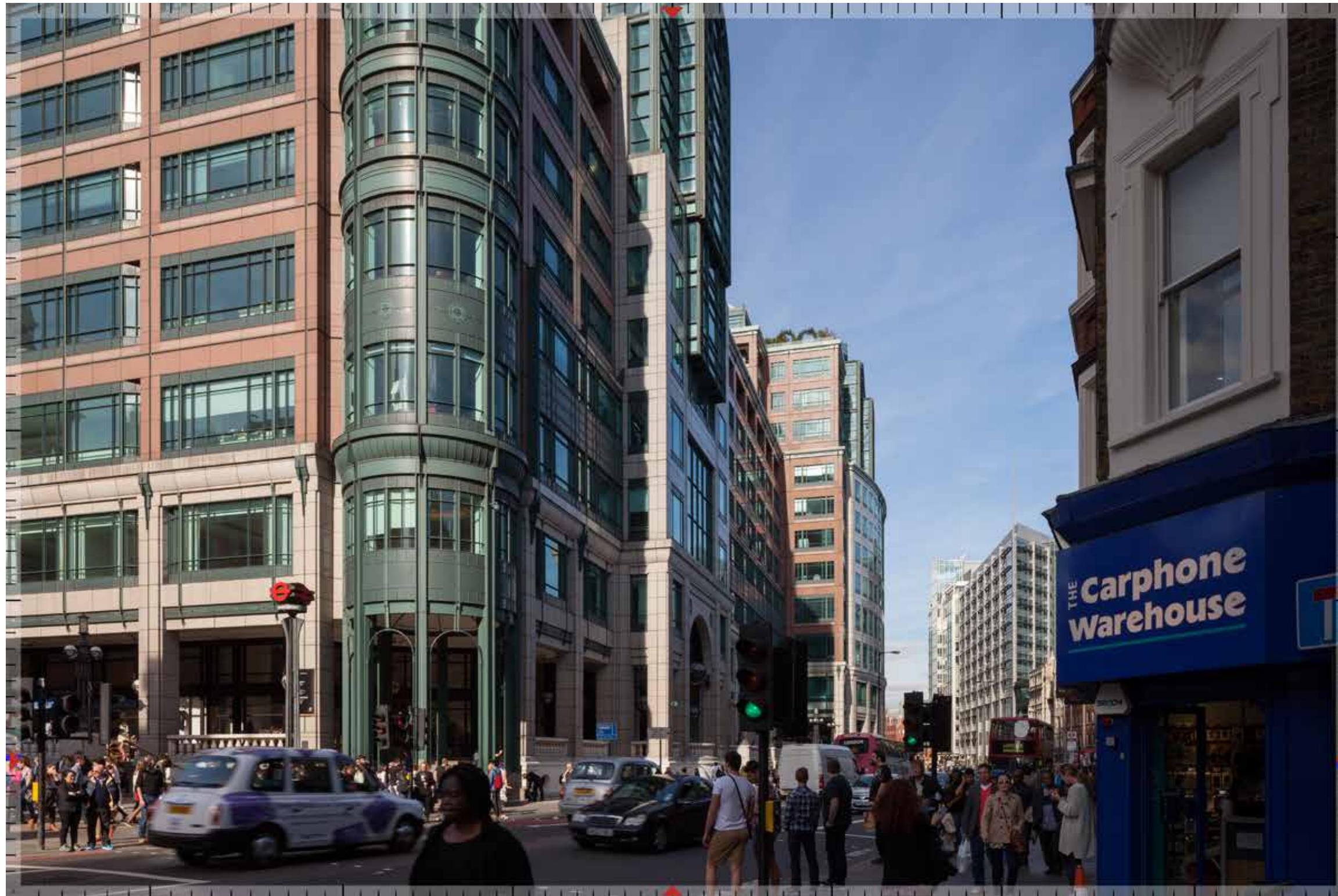
The significance is moderate to major.

The effect is beneficial.



Cumulative

3897_3106



Existing

**View as existing**

- 6.318 This view is looking north along Bishopsgate, in the direction of the site, from the east footway by the junction with New Street. The foreground to the east of Bishopsgate (right of image) is in the Bishopsgate Conservation Area in the City of London.
- 6.319 This is a typical view north up Bishopsgate with the large scale of the built edge of the Broadgate development defining the western street edge (left of image). To the right the built edge of Bishopsgate includes well maintained 19th century buildings. The contrast between the high quality design of the large scale commercial development and the 19th century built frontage forms an integral part of the townscape character of the area.
- 6.320 This is a view of low to medium sensitivity.

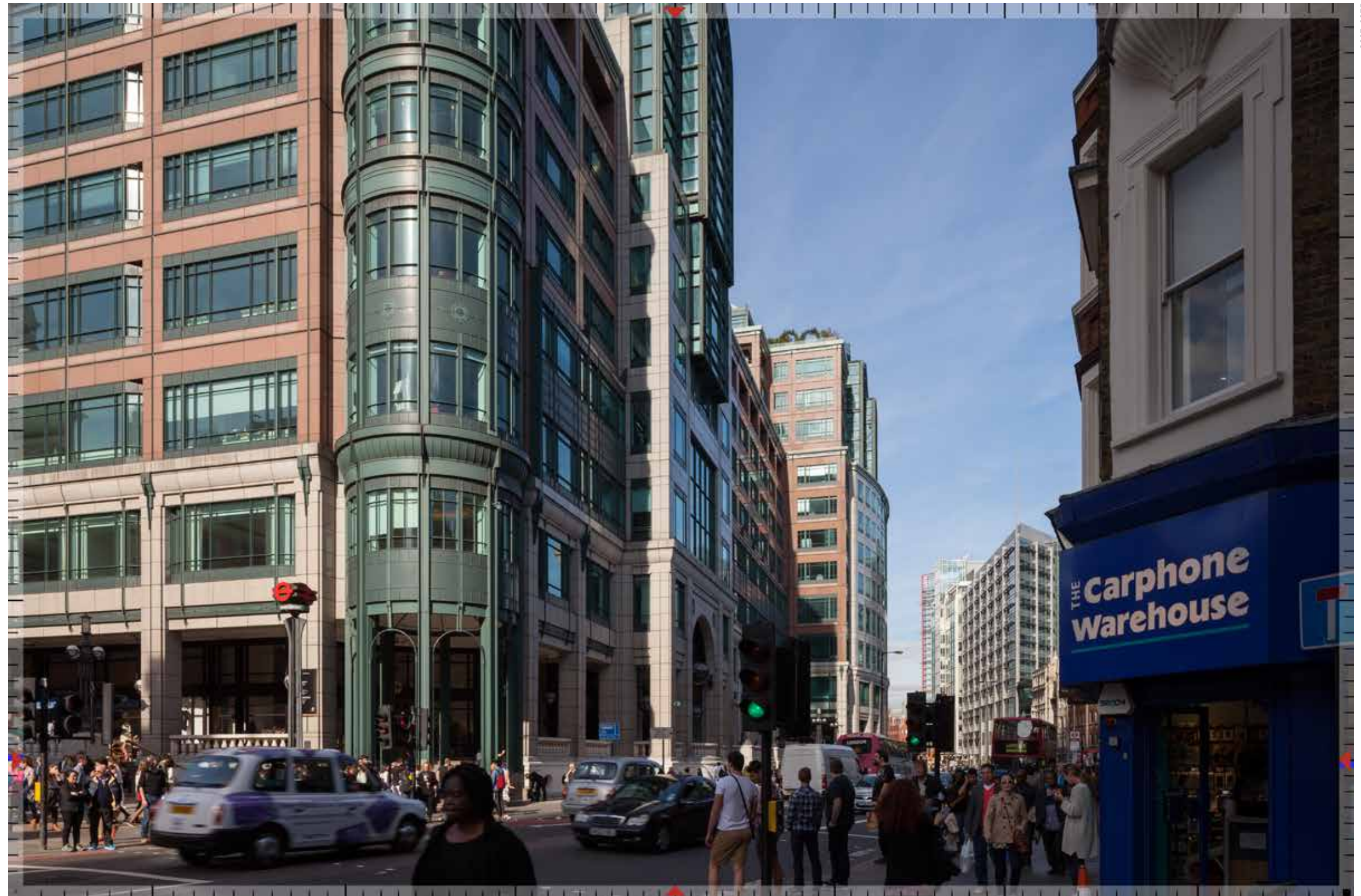
View as proposed

6.321 A narrow section of the building on Plot 2, and a small part of the top of the building on Plot 1, of the Revised Scheme will be visible in the distance, to the left (facing) of no. 280 Bishopsgate. Neither will be readily noticeable.

6.322 This is a negligible change to a view of low to medium sensitivity.

The significance is minor / none.

The effect is neutral.



Proposed

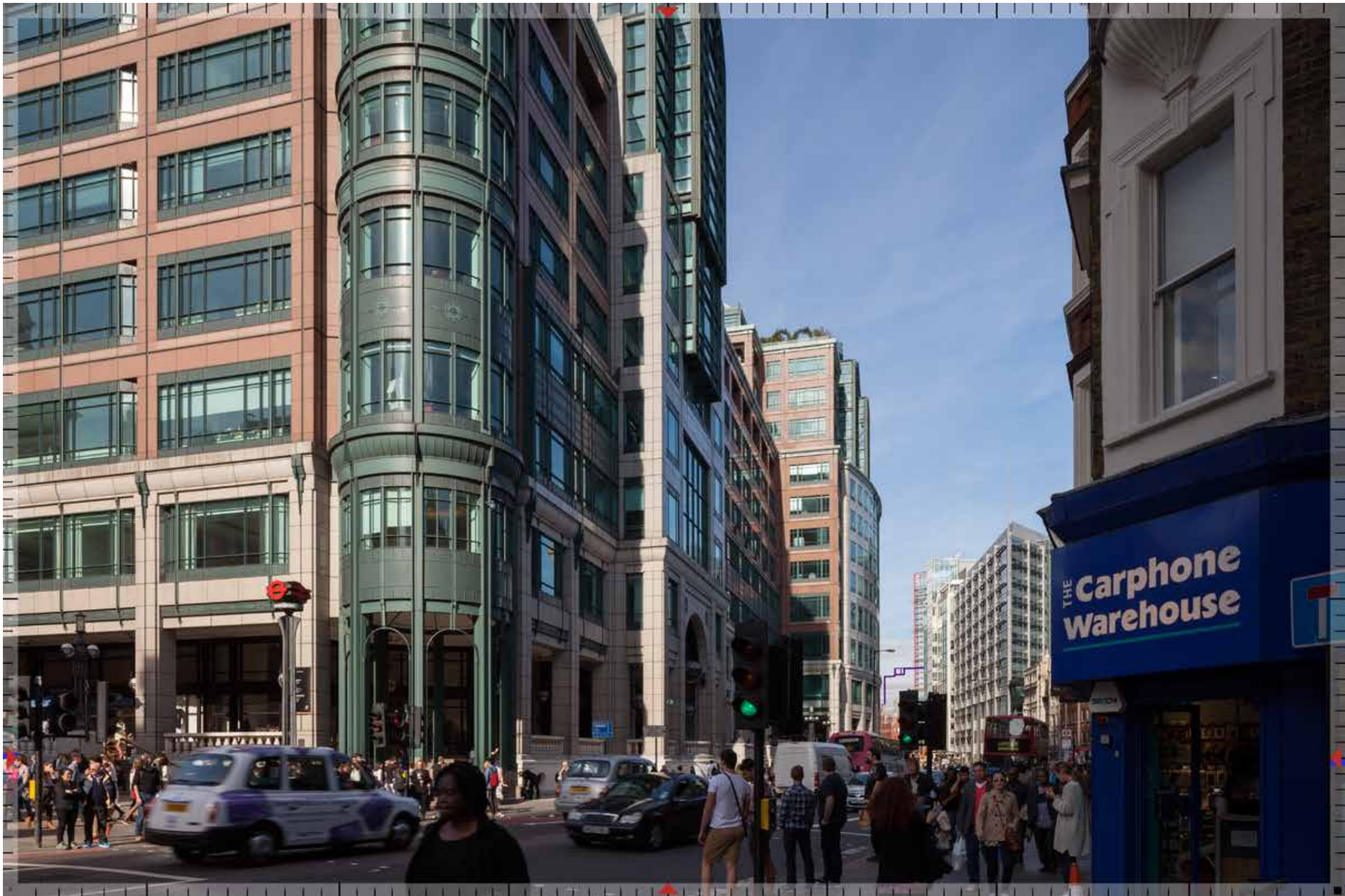
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View as cumulative

6.323 Taking into account cumulative schemes, none of which are visible in this view, and the Revised Scheme, there will be a change of negligible magnitude to a view of low to medium sensitivity.

The significance is minor / none.

The effect is neutral.



Cumulative



Existing

**View as existing**

- 6.324 This viewpoint is located on the south footway of Brushfield Street (in the Brick Lane and Fournier Street Conservation Area) looking across Bishops Square in the direction of the site.
- 6.325 The view comprises modern commercial development either side of the new high quality public open space with active ground floor frontages.
- 6.326 This is a view of low sensitivity.

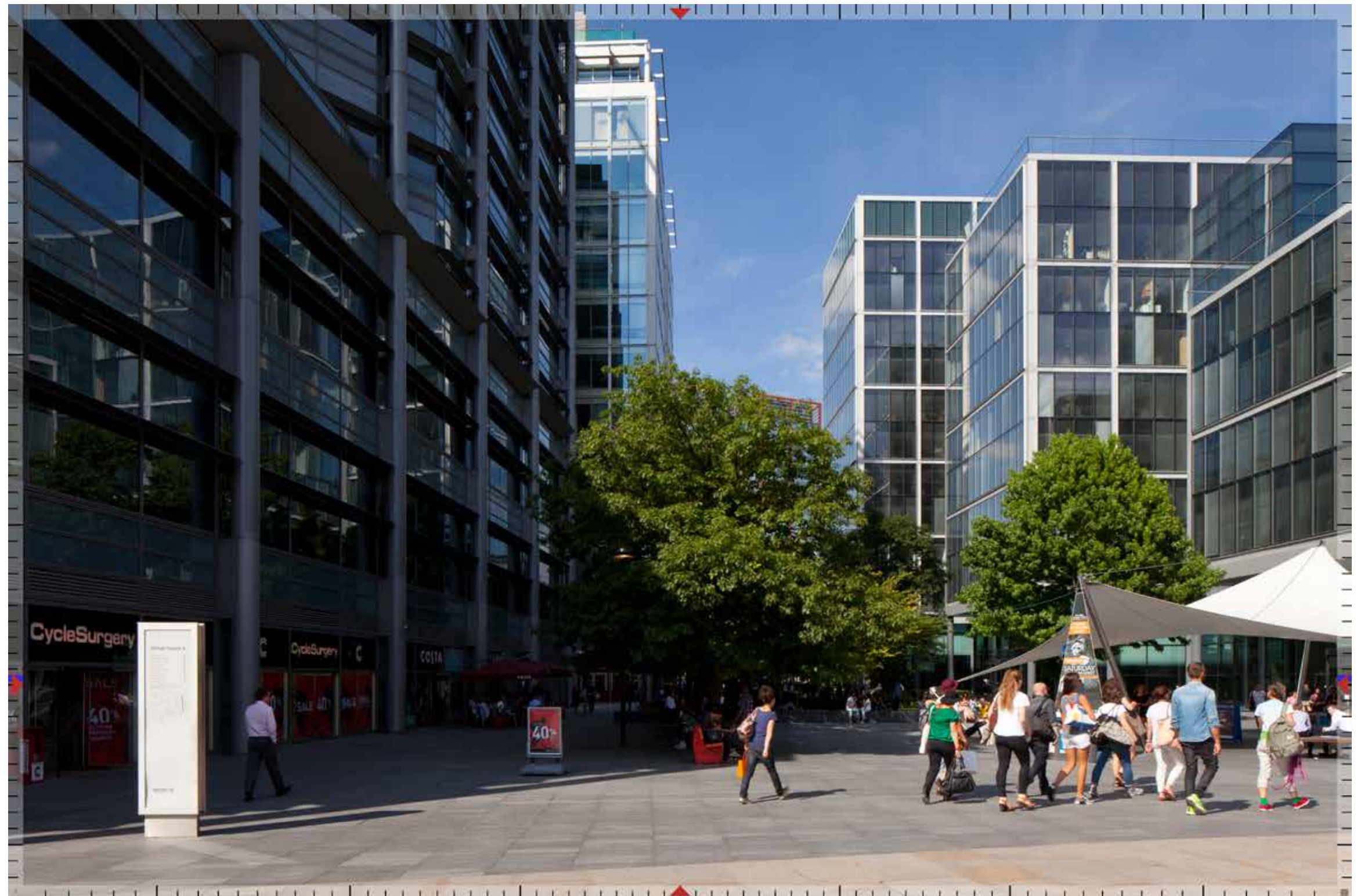
View as proposed

6.327 The top of the building on Plot 2 is visible in the centre of the view in the distance. It will complement the commercial development in the foreground. More of the Revised Scheme will be visible when the trees are not in leaf but this will not change the significance of effect on this view.

6.328 This is a negligible to minor change to a view of low sensitivity.

The significance is minor.

The effect is neutral.



Proposed

3897_3205

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View as cumulative

6.329 Taking into account cumulative schemes, none of which are visible in this view, and the Revised Scheme, there will be a change of negligible to minor magnitude to a view of low sensitivity.

The significance is minor.

The effect is neutral.



Cumulative

3897_3206



Existing

**View as existing**

- 6.330 This viewpoint is on the south footway of Norton Folgate looking north along Elder Street towards the western end of the site. The view – point and foreground are within Elder Street Conservation Area and most of the houses are listed grade II.
- 6.331 The view lacks a termination today due to the gap created by the mainline railway cutting and the lack of development on the site. This detracts from the overall quality of the view. This group of houses is an isolated remnant within the wider area. The street has a strong residential character defined by the 18th century terraced houses which define a hard street edge at the back of the footway, or behind a shallow lightwell. The brick elevations have a rich texture and different houses have subtle variations, one with a later rendered frontage.
- 6.332 This is a view of high sensitivity.

View as proposed

- 6.333 The buildings on plots 2 and 3 of the Revised Scheme will terminate the view along the street. They will appear as a distinct layer of townscape in the background of this view, clearly separate from the older houses in the foreground.
- 6.334 The building on Plot 2, forming a detailed part of this application, comprise two main parts, one taller than the other, and this is clearly evident in this view. Both have well articulated silhouettes, topped by open and louvered pergola screens. Being located to one side of the vista, the taller element is less impactful than if symmetrically placed in the vista. The ordered and highly glazed elevations, set within the red grind of the superstructure provide a well articulated and calm backdrop.
- 6.335 The building on Plot 3 will provide a focus terminating the view at street level. It will mediate between the foreground buildings and the tower behind, making legible the alignment of Commercial Street. The yellow wireline outline shows its maximum volume; the illustrative scheme shows how it could appear.
- 6.336 However, the effect on this view is likely to generate strong differences of opinion given the contrast in scale. In light of this and the cohesive nature of the existing view along this street, and the uniform townscape derived from the common elevation details, it is considered that on balance the effect on this view will be adverse (but less so than the submitted scheme). Whilst the significance of effect is major it is not considered that the adverse effect in this instance is major. It is simply a big change to the view that will cause some adverse townscape effects.
- 6.337 This is a major change to a view of high sensitivity.

The significance is major.

The effect is adverse.



Proposed

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View as cumulative

- 6.338 Taking into account cumulative schemes, (the Blossom Street current application would be visible in the foreground to the left) and the Revised Scheme, there will be a change of major magnitude to a view of high sensitivity.
- 6.339 Whilst the significance of effect is major it is not considered that the adverse effect in this instance is major. It is simply a big change to the view that will cause some adverse town-scape effects.

The significance is major.

The effect is adverse.



Cumulative



Existing



View as existing

6.340 This is a night time shot of view 49.

6.341 This is a view of high sensitivity.

View as proposed

6.342 The effect of the Revised Scheme will be broadly the same as the effect during the day. The level of lighting will appear consistent with that of other commercial buildings in the surrounding area.

6.343 This is a major change to a view of high sensitivity.

The significance is major.

The effect is adverse.



Proposed



Folgate Street on axis of Elder Street | Night

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View as cumulative

6.344 Taking into account cumulative schemes (the Blossom Street current application would be visible in the foreground to the right), and the Revised Scheme, there will be a change of major magnitude to a view of high sensitivity.

The significance is major.

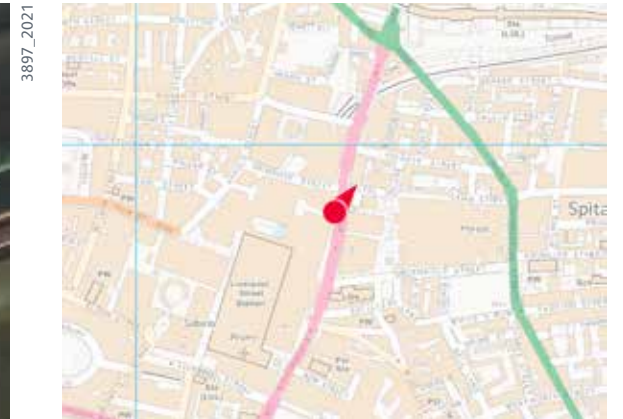
The effect is adverse.



Cumulative



Existing



6.345 View as existing

6.346 This view is looking north-east towards the west end of the site from Norton Folgate, south of the junction with Primrose Street. Parts of the middle ground are within the South Shoreditch Conservation Area.

6.347 The foreground is dominated by the A10 and modern commercial buildings, the lower block of the Broadgate Tower running along the street edge to the left, and the tower of the Principal Place development beyond it. The arched bridge of the London Overground Railway, as it crosses Shoreditch High Street can be seen in the middle ground. The site is not visible, screened by the foreground development.

6.348 This is a view of low sensitivity.

View as proposed

6.349 The upper floors of the building on Plot 2 will be visible rising above the modern foreground development. This type of townscape relationship is characteristic of the City fringe area. The building will be a high quality addition to the view.

6.350 This is a moderate change to a view of low sensitivity.

The significance is minor to moderate.

The effect is beneficial.



Proposed

3897_2025



Norton Folgate: junction with Primrose Street

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