

# THE GOODSYARD

Environmental Statement Addendum:  
Townscape and Visual Impact Assessment Volume 3

September 2019 - Part 4 of 4

ballymore.



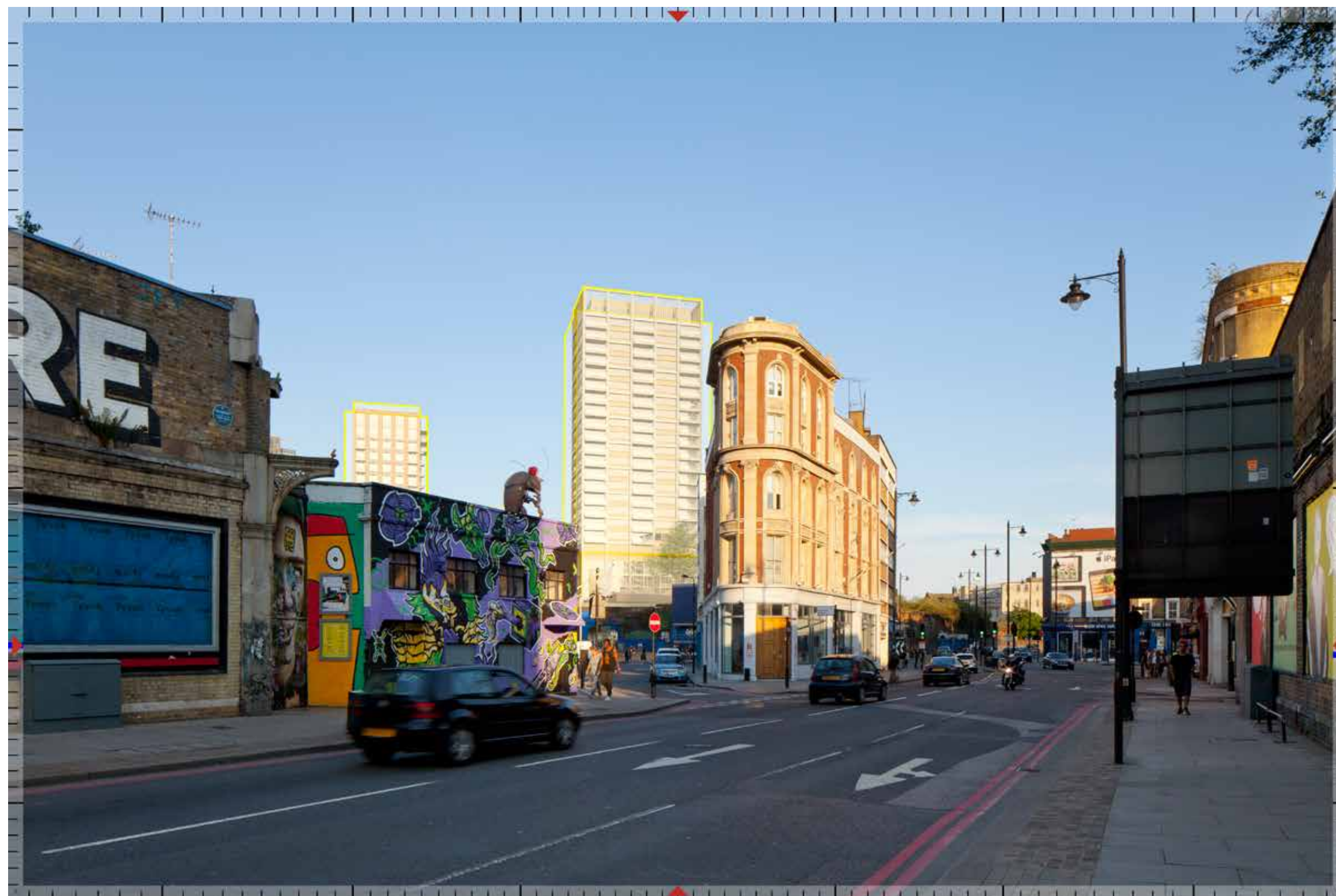
**View as proposed**

A6.61 The western block on Plot 8 will be prominent in this view, and the top of the tallest building on Plot 4 will be seen to the left (facing), returning and urban scale and quality to this view.

A6.62 This is a 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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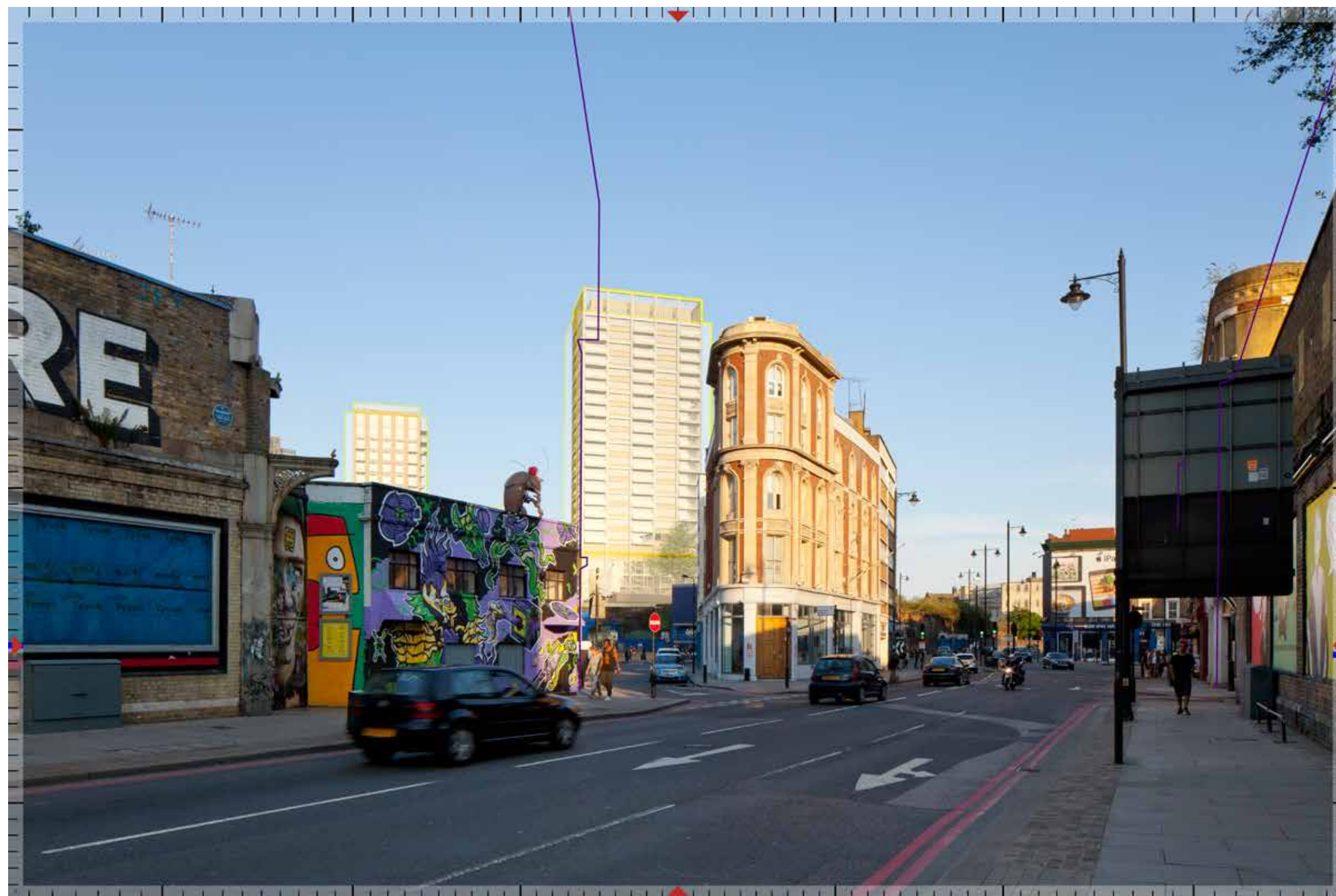


**Cumulative**

A6.63 Taking into account cumulative schemes, nos. 201-207 Shoreditch High Street will be prominent to the left (facing) and the Stage will be visible to the right, and the Limited Development Scenario of the Proposed Amendments scheme, there will be a change of moderate magnitude to a view of low to medium sensitivity.

The significance is minor to moderate.

The effect is beneficial.



Cumulative





Existing





**View as proposed**

A6.64 The tallest building on Plot 5 will be visible towards the centre of the image, to the left (facing), of the Avant Garde tower and screened to a large degree by the tree canopies. If noticed it will contribute to the varied context of this estate on the edge of the City.

A6.65 The Boundary Estate Conservation Area and listed buildings will remain prominent in the foreground.

A6.66 This is a negligible to minor change to a view of medium sensitivity.

The significance is minor.

The effect is neutral.



Proposed



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**Cumulative**

A6.67 Taking into account cumulative schemes, none of which are visible in this view, and the Limited Development Scenario of the Proposed Amendments scheme, there will be a negligible to minor change to a view of medium sensitivity.

The significance is minor.

The effect is neutral.



Cumulative





Existing



3897\_2071



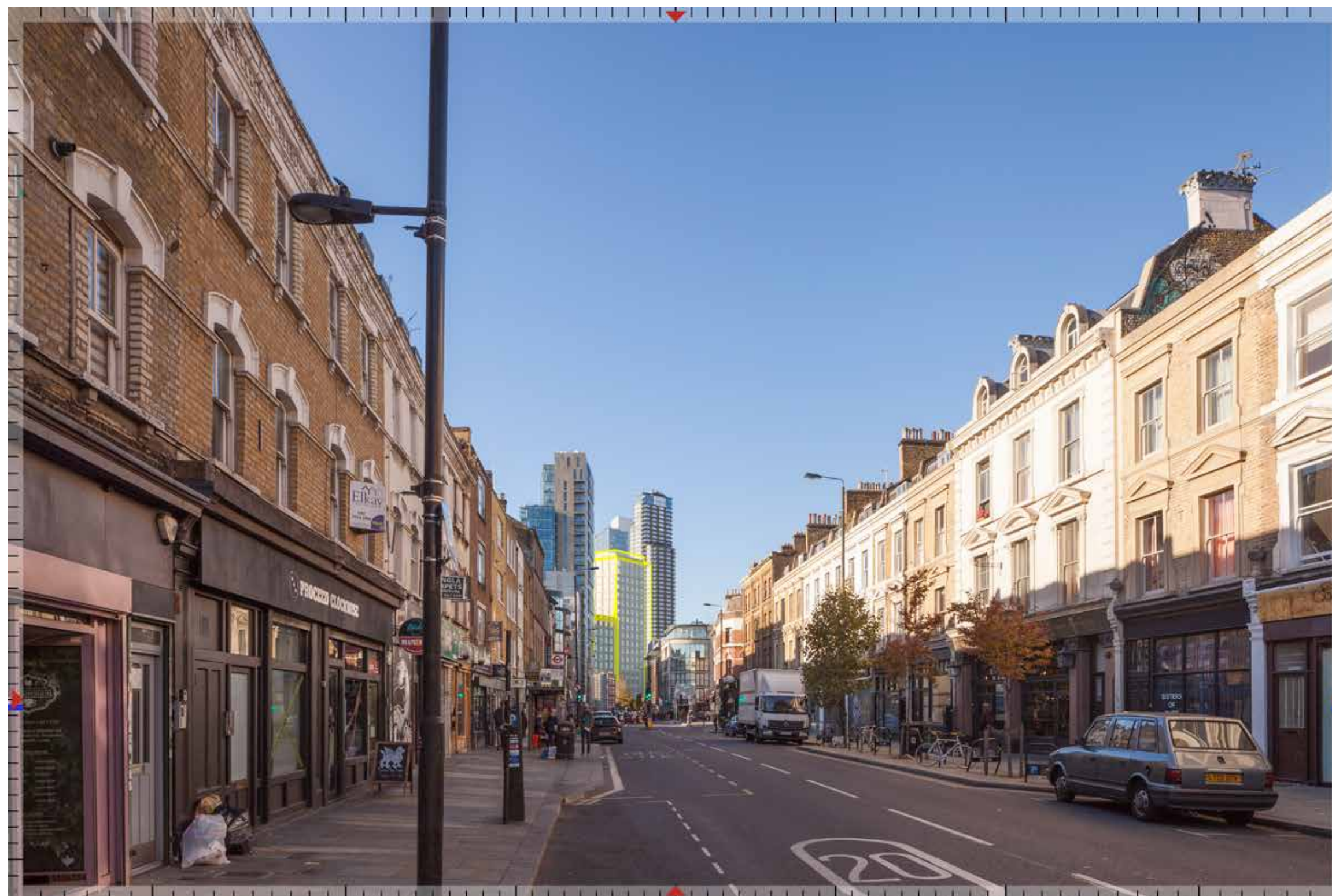
**View as proposed**

A6.68 The western section of the building on plot C will be visible beyond the Avant Garde tower against the backdrop of the Principal Place tower and Broadgate Tower.

A6.69 This is a minor change to a view of low to medium sensitivity.

The significance is minor.

The effect is beneficial.



Proposed

3897\_2077



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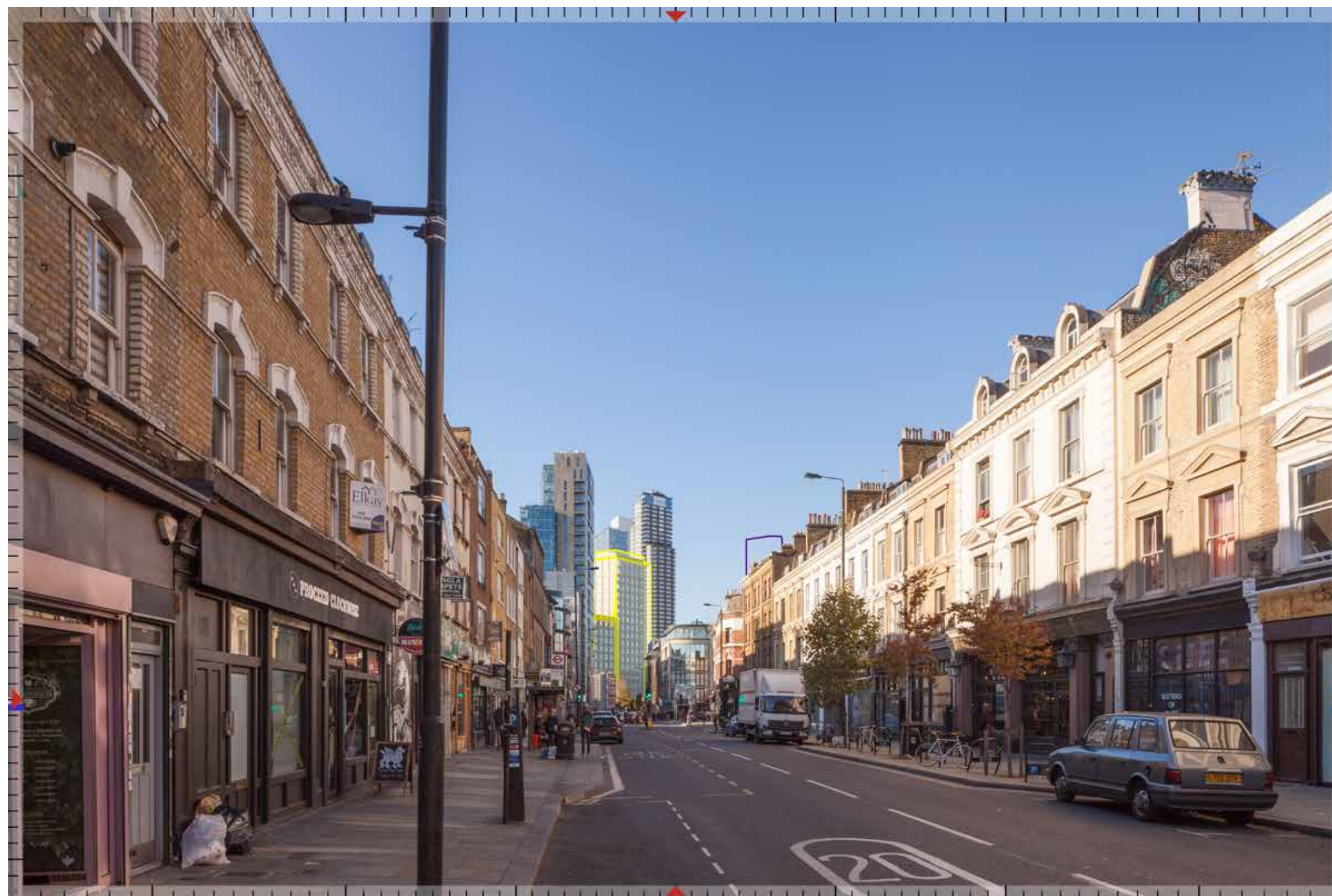


**Cumulative**

A6.70 Taking into account cumulative schemes and the Limited Development Scenario of the Proposed Amendments 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\_0881



Existing



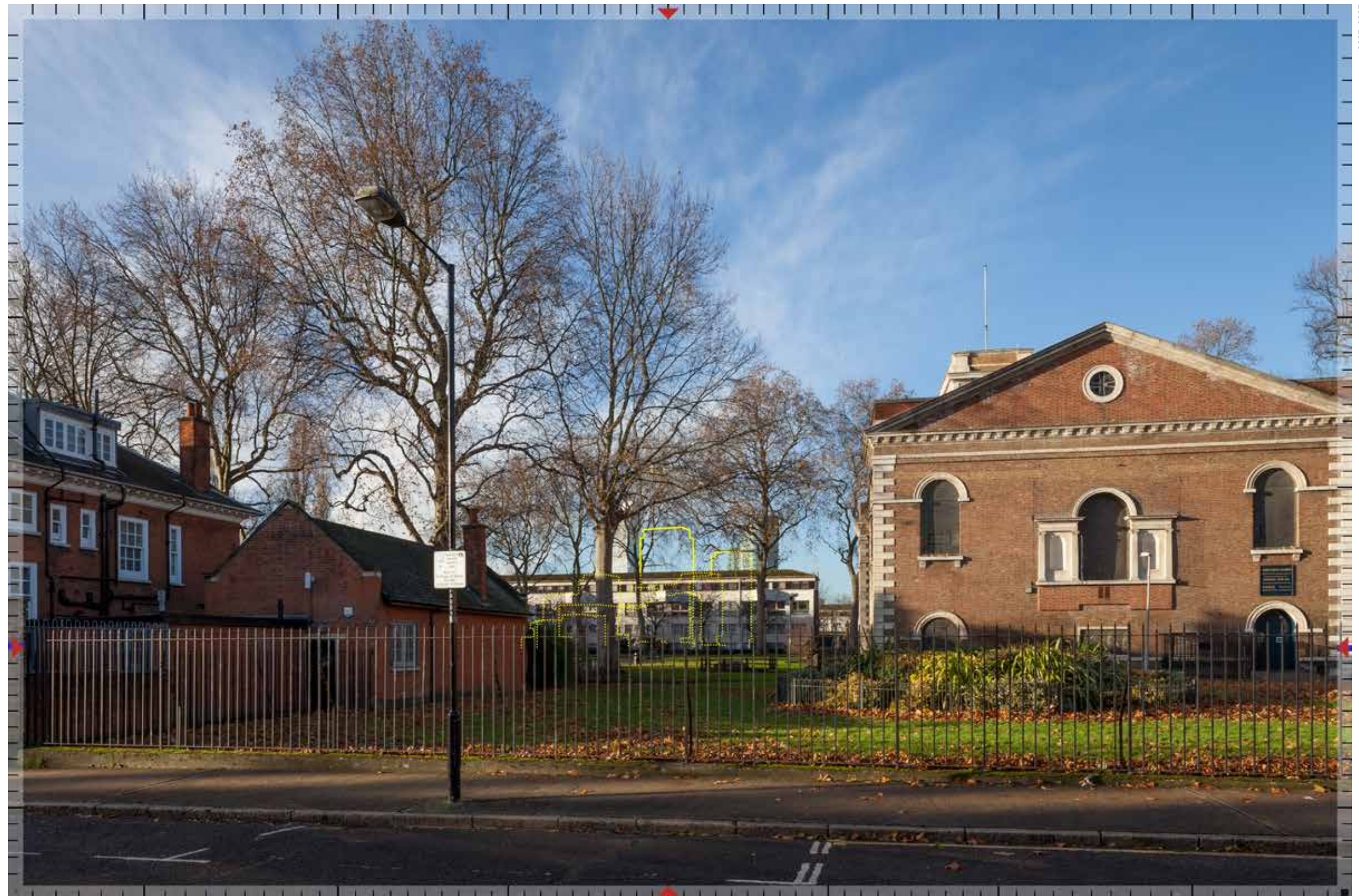
**View as proposed**

A6.71 The upper floors of the tallest building on Plot 8 and part of the top of the tallest building on Plot 4 of the Proposed Amendments Limited Development Scenario of the Proposed Amendments scheme will be visible in the distance, the former in front of the tower of Principal Place, the latter to the right of and partially screened by the Avant Garde tower. The Limited Development Scenario of the Proposed Amendments scheme will be screened to a very large degree in the summer when the trees are in leaf.

A6.72 This is a negligible change to a view of low to medium sensitivity.

The significance is minor / negligible.

The effect is neutral.



Proposed

3897\_0887



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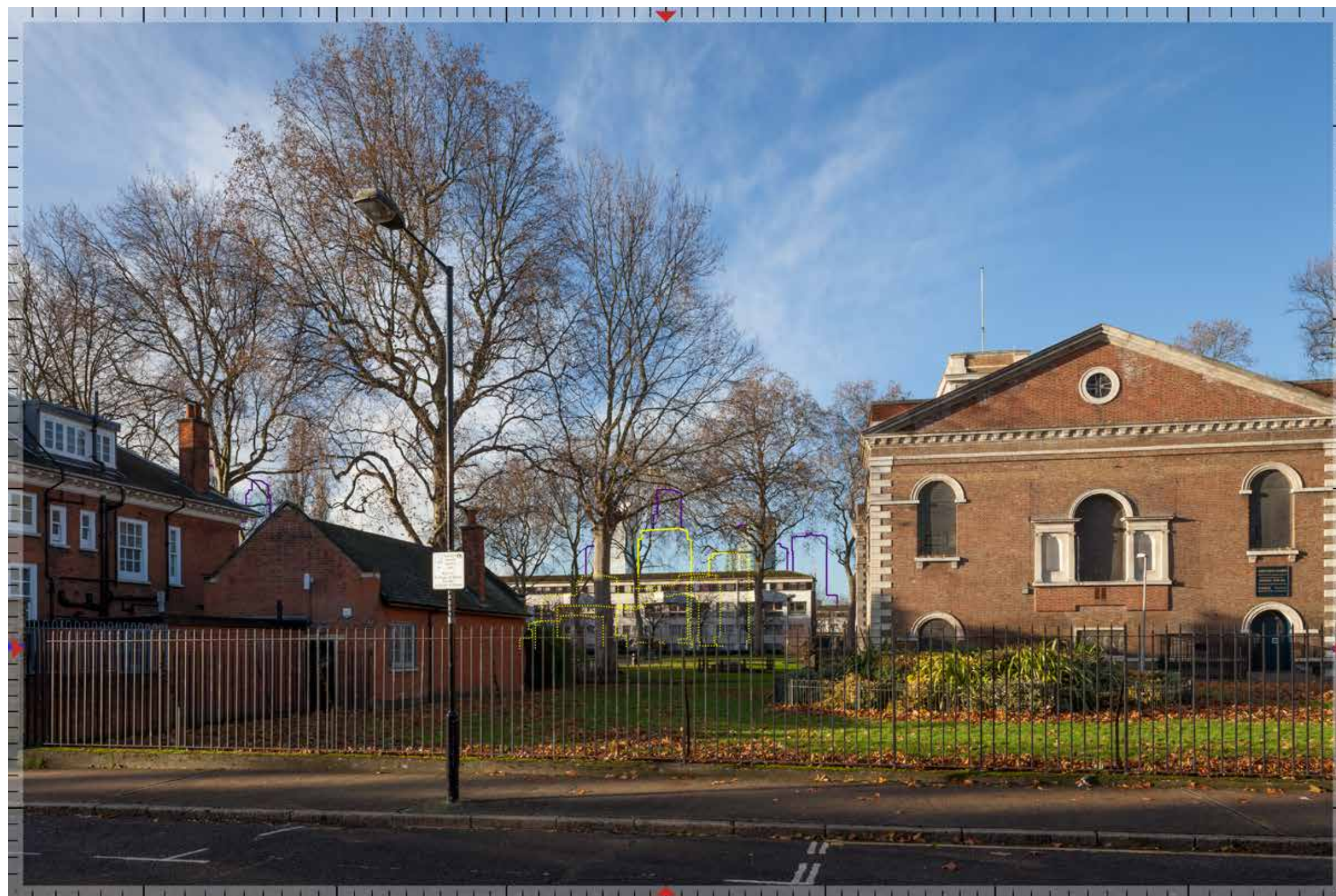


**Cumulative**

A6.73 Taking into account cumulative schemes (including the Stage and nos. 201-207 Shoreditch High Street) and the Limited Development Scenario of the Proposed Amendments scheme there will be a change of minor magnitude to a view of low to medium sensitivity.

The significance is minor.

The effect is neutral.

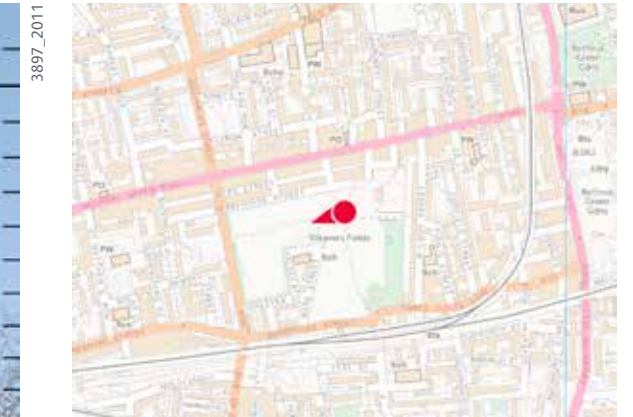


Cumulative





Existing



3897\_2011



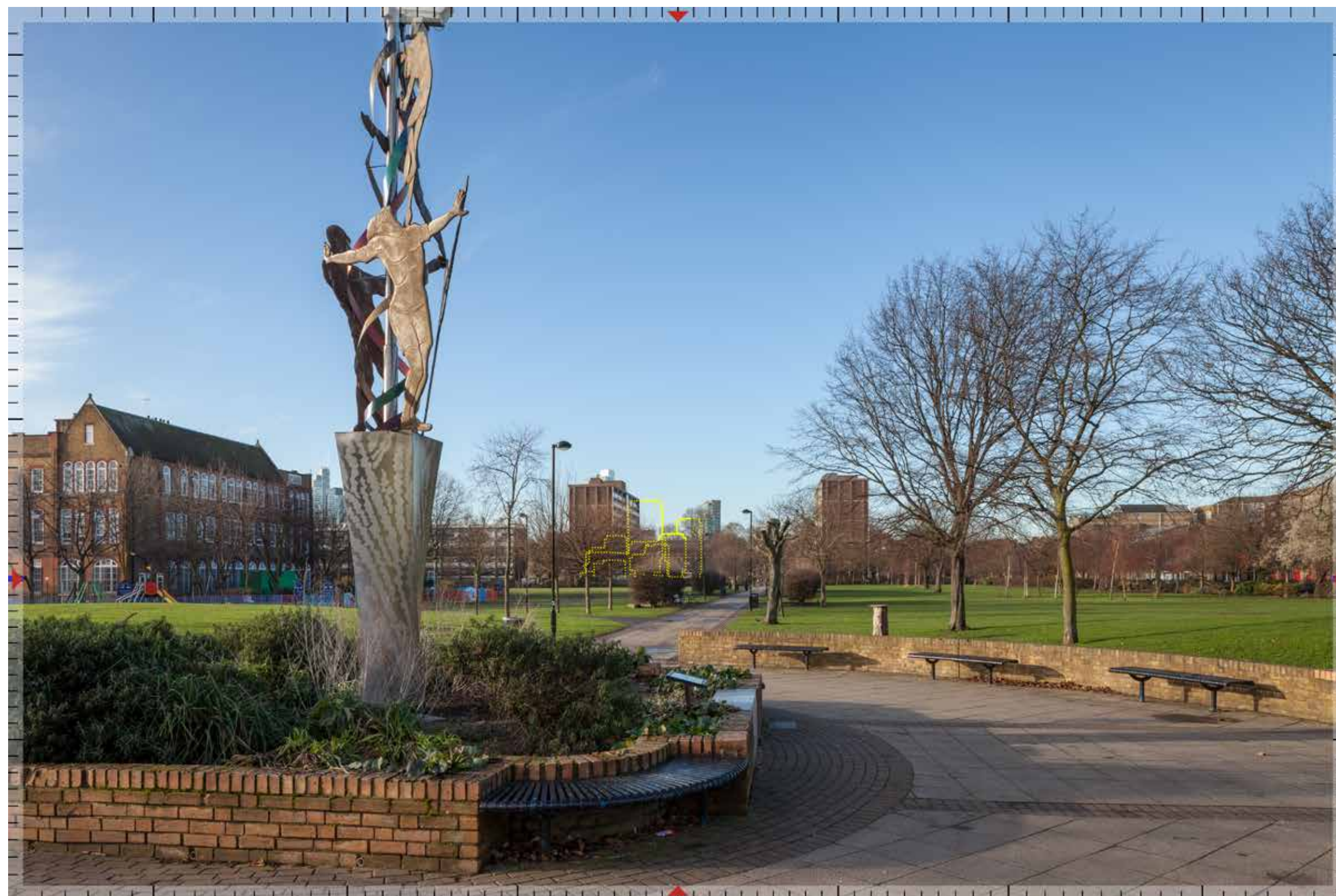
**View as proposed**

A6.74 The western block on Plot 8 and the top of the tallest blocks on Plots 4 and 5 will be visible in the distance, the former in front of the tower of Principal Place, the latter to the right of the Avant Garde tower.

A6.75 This is a negligible to minor change to a view of low to medium sensitivity.

The significance is minor.

The effect is neutral.



Proposed

3897\_2017



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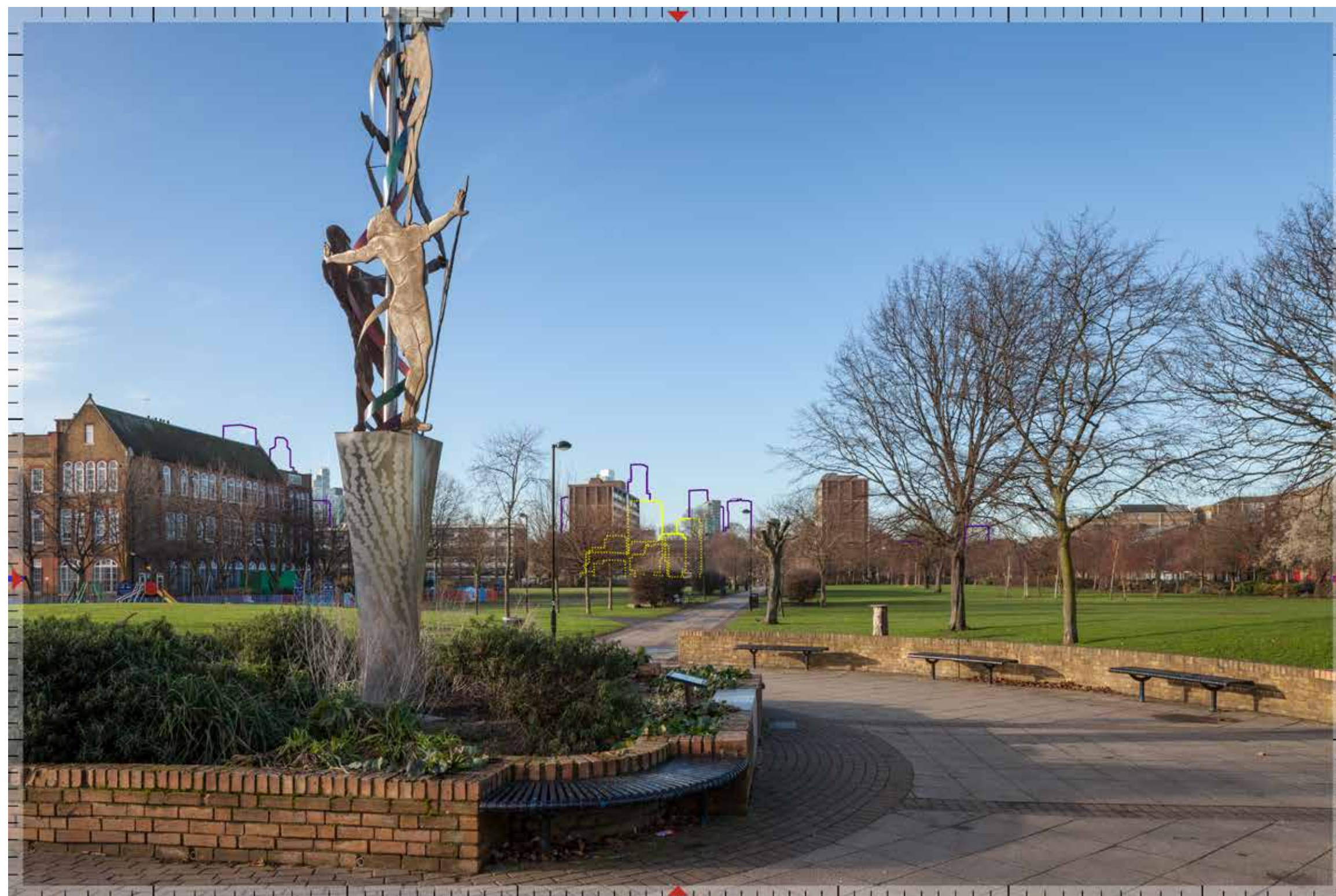


**Cumulative**

A6.76 Taking into account cumulative schemes and the Limited Development Scenario of the Proposed Amendments scheme there will be a change of minor magnitude to a view of low to medium sensitivity.

The significance is minor.

The effect is neutral.



Cumulative

3897\_2018





Existing



3897\_0911



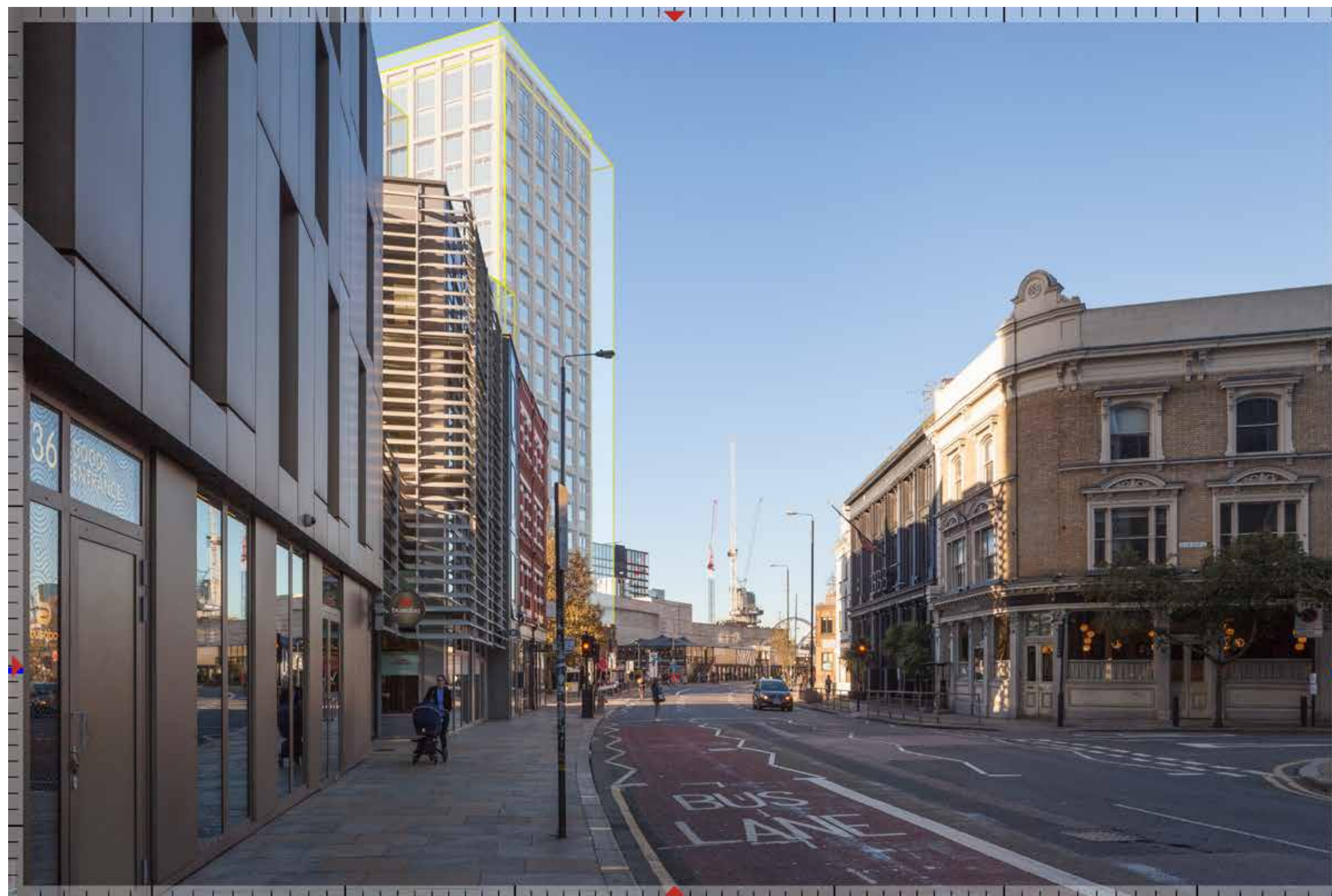
**View as proposed**

A6.77 The tallest block on Plot 4 will be visible beyond and to the right of the Avant Garde tower. It will define a positive built edge to this part of Bethnal Green Road.

A6.78 This is a moderate change to a view of low sensitivity.

The significance is minor to moderate

The effect is beneficial.



Proposed



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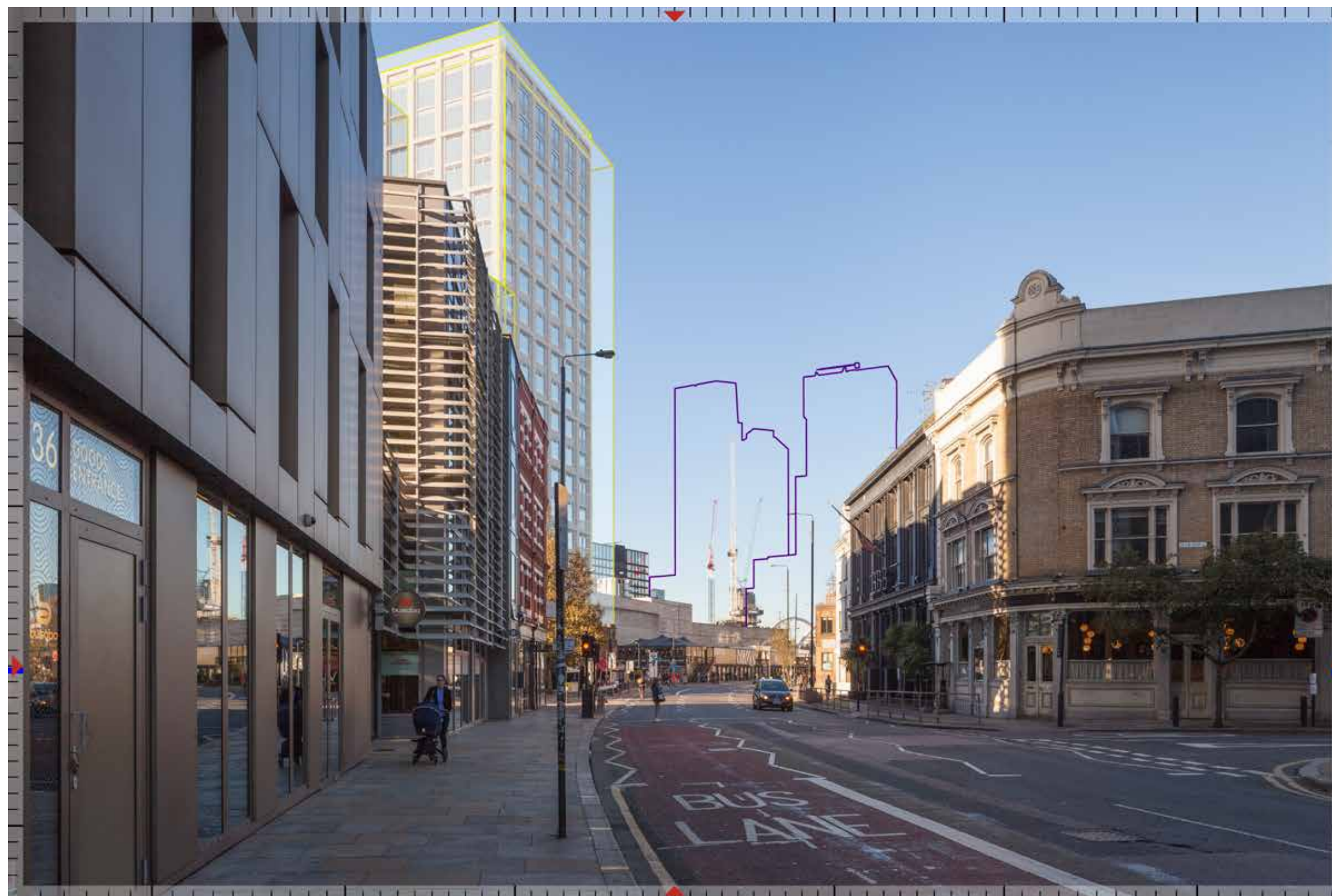


**Cumulative**

A6.79 The Stage and nos. 201- 207 Shoreditch High Street towers will be visible in the centre of the image. Taking into account cumulative schemes and the Limited Development Scenario of the Proposed Amendments 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





Existing



3897\_0921



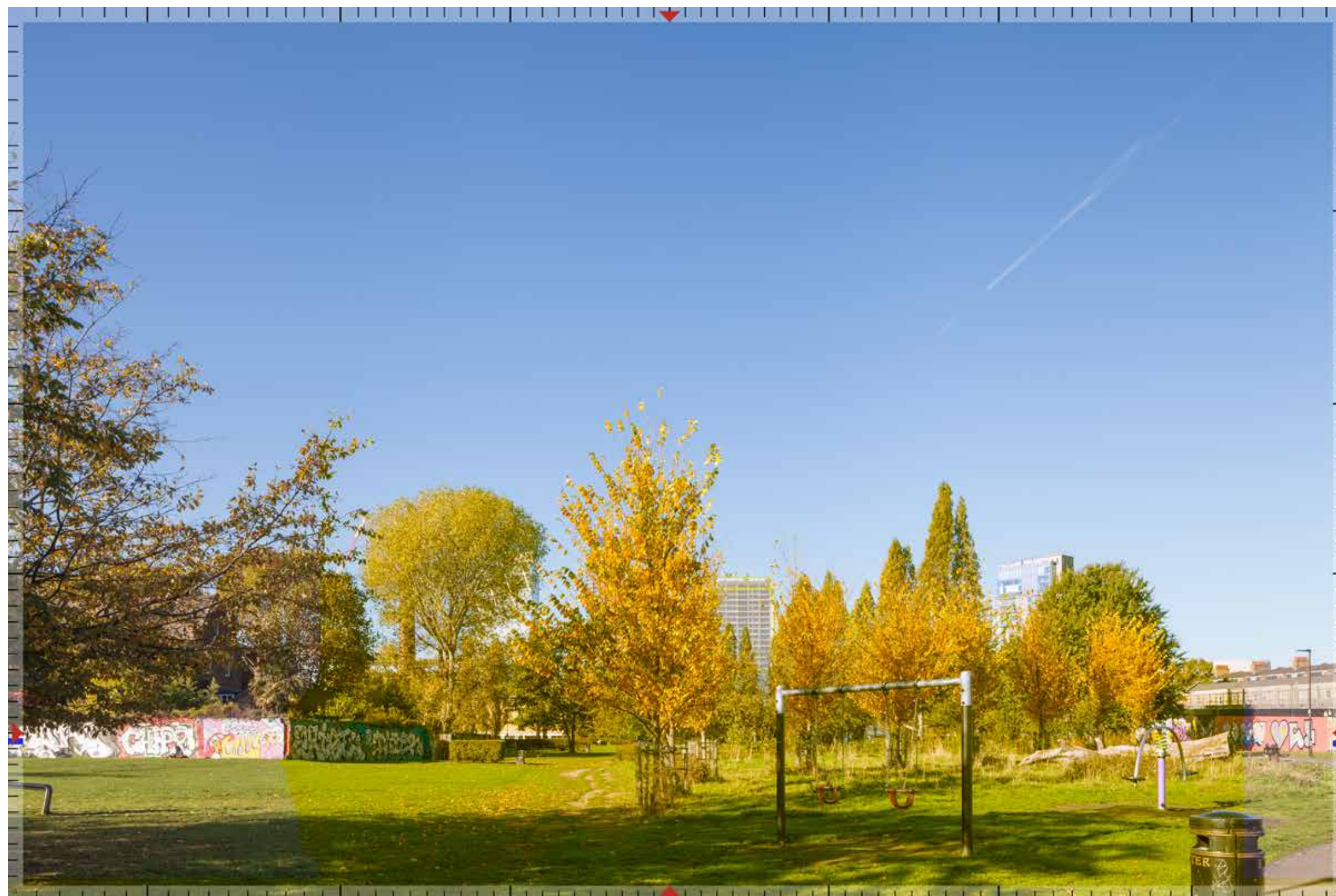
**View as proposed**

A6.80 The western block of the building on Plot 8 of the Limited Development Scenario of the Proposed Amendments scheme will be visible beyond the tree canopies, as is the Avant Garde tower to the right (facing).

A6.81 This is a minor to moderate change to a view of low sensitivity.

The significance is minor to moderate.

The effect is neutral.



Proposed

3897\_0927



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**Cumulative**

A6.82 The Stage and nos. 201- 207 Shoreditch High Street towers will add further to the sense of a cluster of towers along the A10 in the City fringe.

A6.83 Taking into account cumulative schemes (which are mostly screened by trees) and the Limited Development Scenario of the Proposed Amendments scheme there will be a change of minor to moderate magnitude to a view of low sensitivity.

The significance is minor to moderate.

The effect is neutral.



Cumulative





Existing



3897\_0941



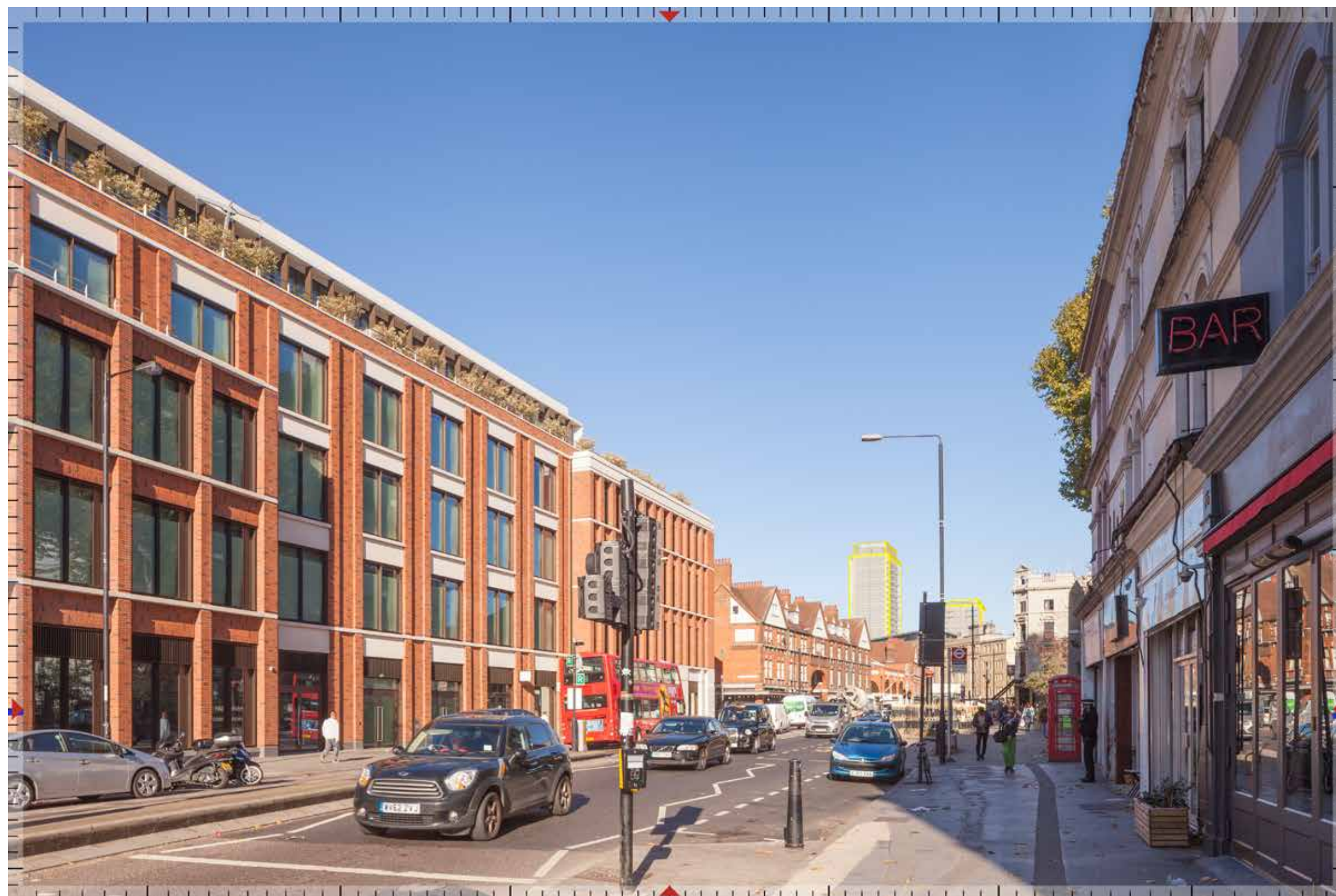
**View as proposed**

A6.84 The western block of the building on Plot 8 and the top of the tallest building on Plot 4 of the Limited Development Scenario of the Proposed Amendments scheme will be visible terminating the view along the street.

A6.85 This is a moderate change to a medium sensitivity.

The significance is moderate.

The effect is neutral.



Proposed



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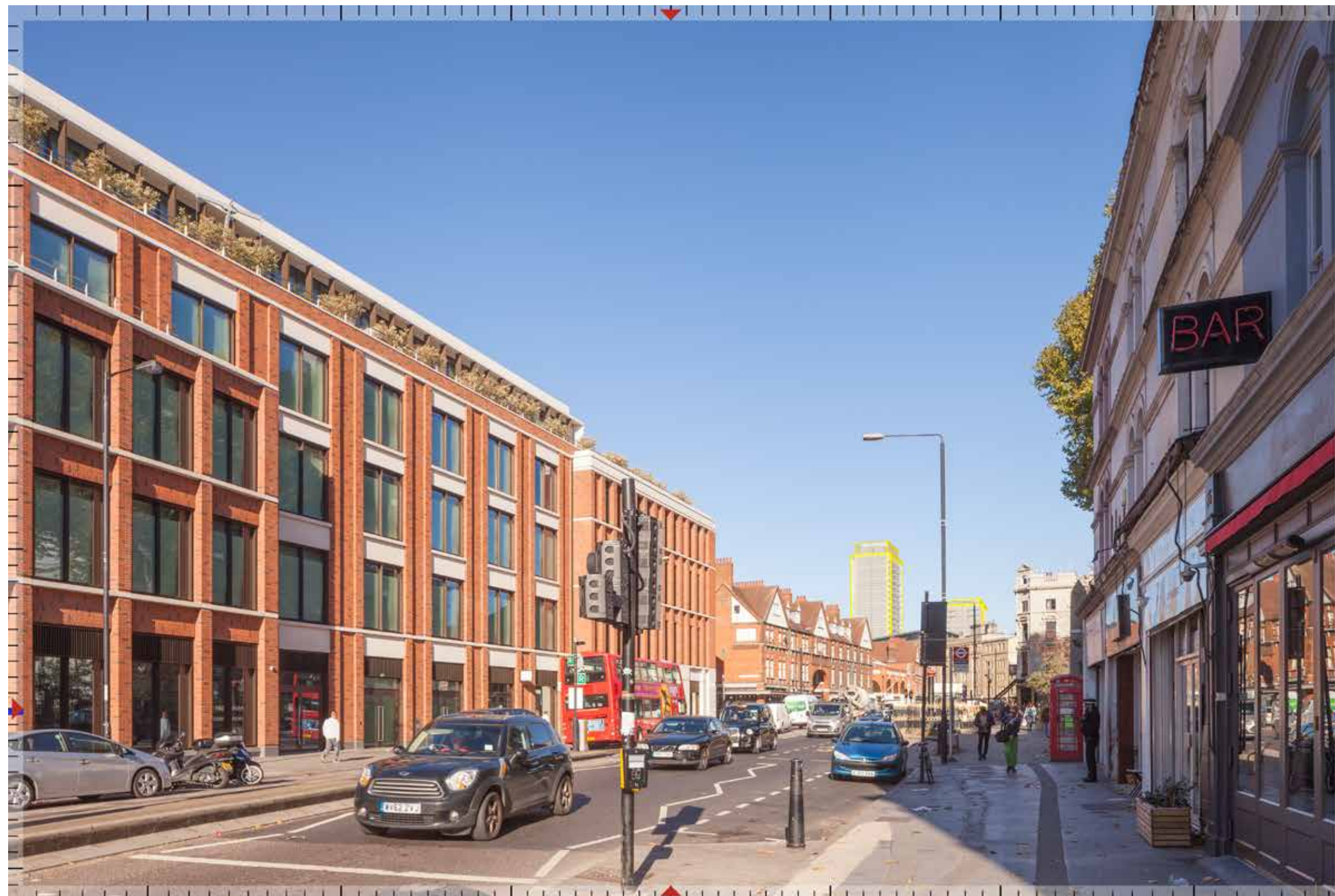


**Cumulative**

A6.86 No cumulative schemes are visible. There will be a change of moderate magnitude to a view of medium sensitivity.

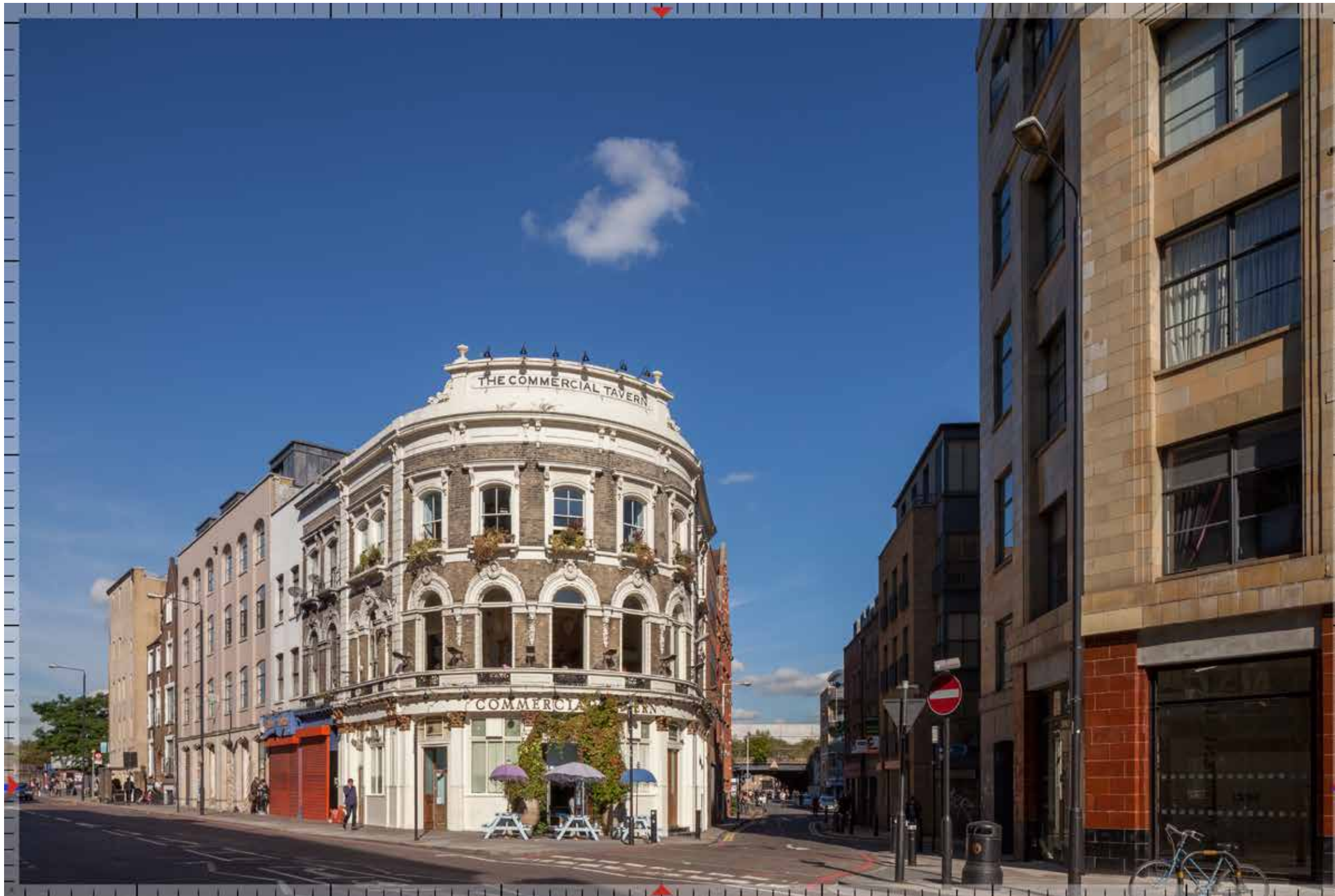
The significance is moderate.

The effect is neutral.



Cumulative





Existing

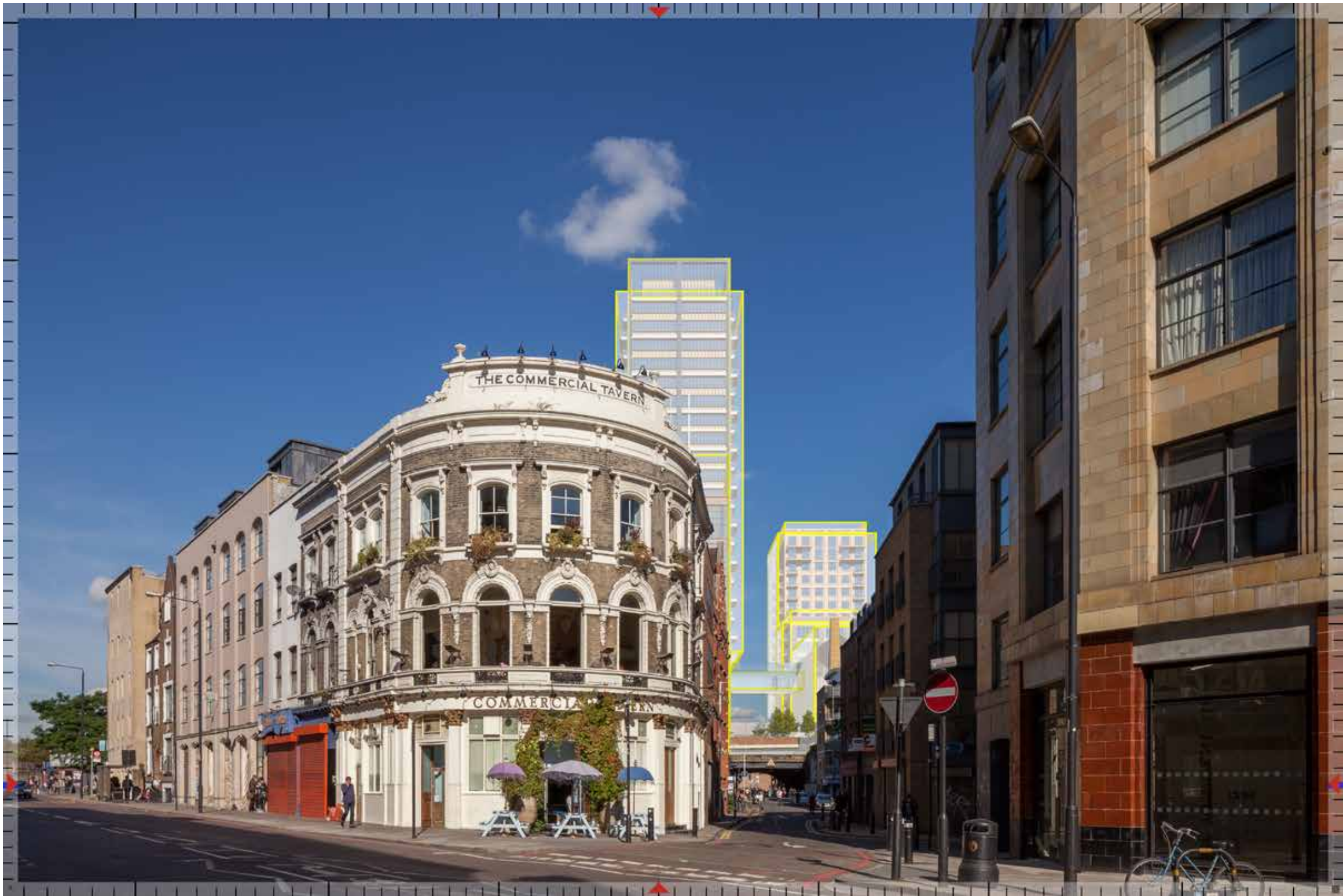


3897\_3101



View as proposed

- A6.87 The western block of the building on Plot 8 (and the bridge link across Brathwaite Street and end western end of the central block on Plot 8 will be visible in the middleground towards the centre of the image. The taller building on Plot 4 will be visible on the east side of Braithwaite Street beyond the latter. The scale of development will provide an addition of a distinct character to the surrounding area, separated from the foreground by the mainline railway cutting
- A6.88 This is a moderate change to a view of medium sensitivity.
- The significance is moderate.
- The effect is beneficial.



Proposed



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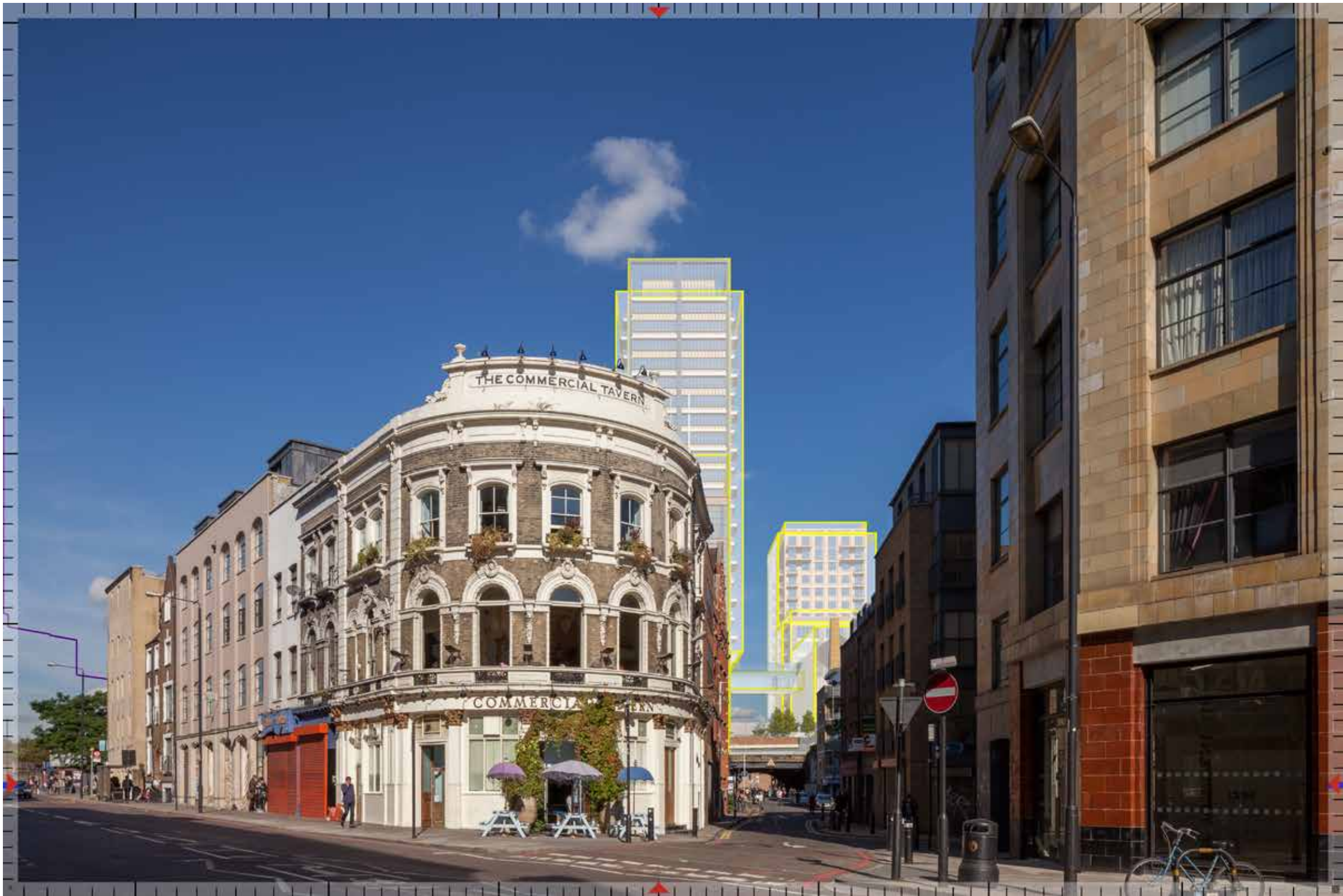


Cumulative

A6.89 Taking into account cumulative schemes, and the Limited Development Scenario of the Proposed Amendments scheme, there will be a change of moderate magnitude to a view of medium sensitivity.

The significance is moderate.

The effect is beneficial.



Cumulative





3897\_2351



Existing



View as proposed

- A6.90 The buildings at the western ends of on Plot 8, and Plot 4 beyond, will be prominent in this view. The Limited Development Scenario of the Proposed Amendments scheme will bring much needed life to the area and provide a positive sign of the investment in this area of fractured townscape.
- A6.91 This is a moderate to major change to a view of low sensitivity.
- The significance is moderate.
- The effect is beneficial.



Proposed





Norton Folgate: opposite junction with Fleur de Lis Street: Night

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Cumulative

A6.92 Taking into account cumulative schemes and the Limited Development Scenario of the Proposed Amendments scheme there will be a change moderate to major change to a view of low sensitivity.

The significance is moderate.

The effect is beneficial



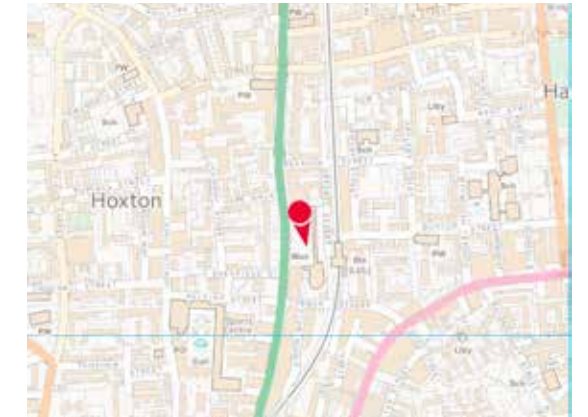
Cumulative

3897\_2358





Existing





**View as proposed**

A6.93 The Limited Development Scenario of the Proposed Amendments scheme will not be visible.

There is no effect



Proposed

3897\_3857



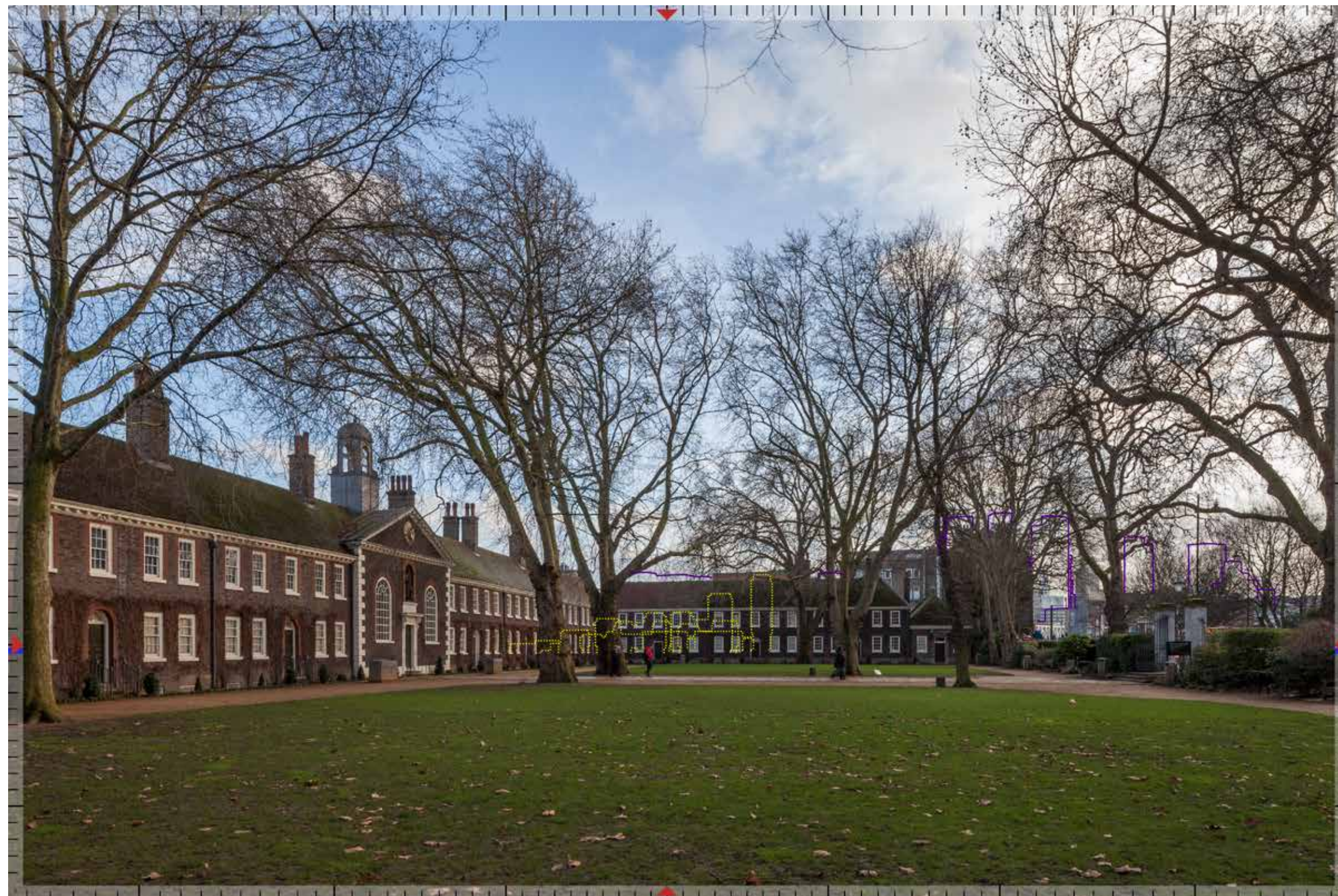
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**Cumulative**

A6.94 The Limited Development Scenario of the Proposed Amendments scheme will not be visible.

There is no effect



Cumulative

3897\_3858





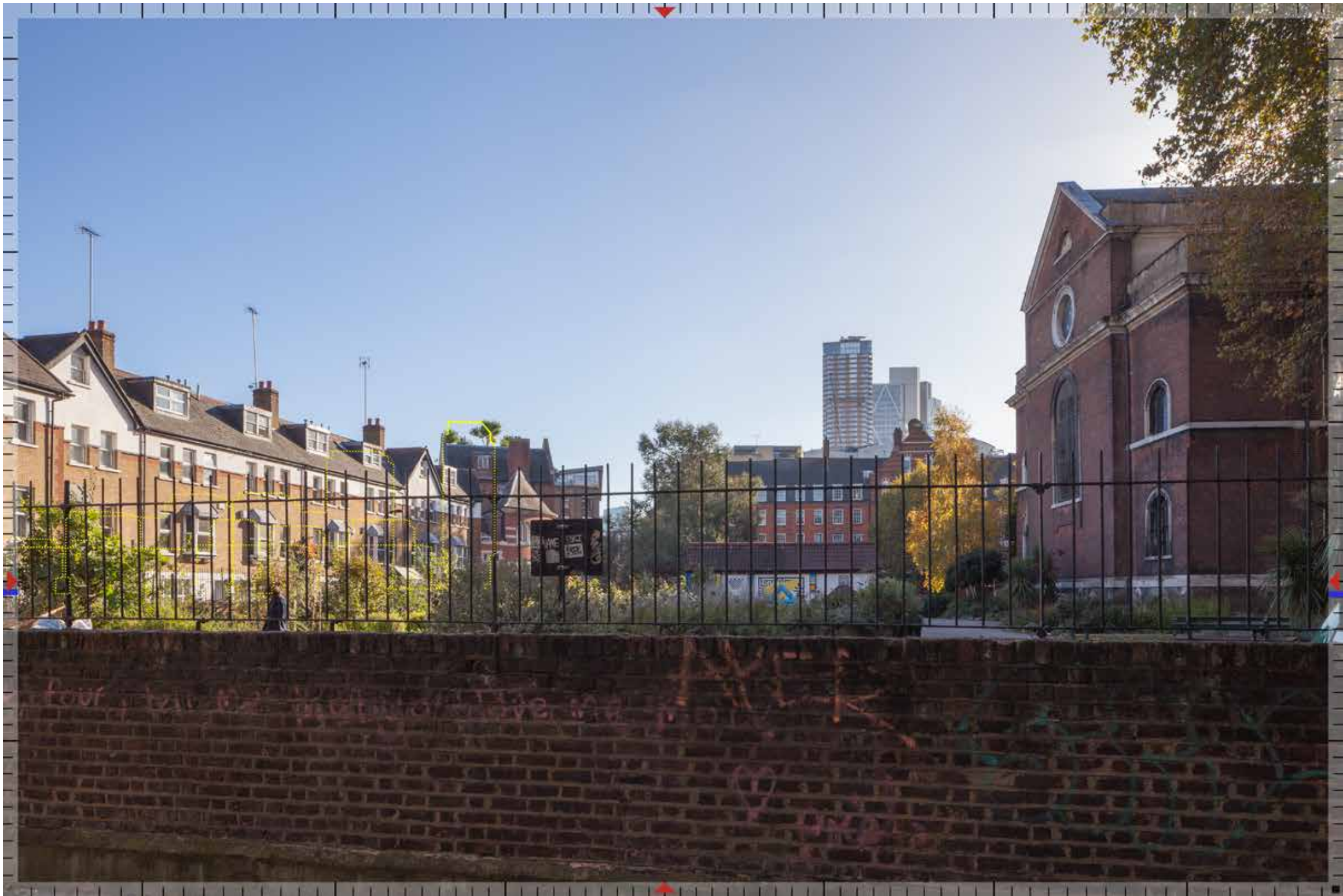
Existing





View as proposed

- A6.95 The very top of the tallest building on Plot 8 will be visible against the sky and partially screened by a mature tree. It will appear as a distinct element in the distance above a block in the middleground, left of centre of the image (facing). It will not be very noticeable
- A6.96 This is a negligible to minor change to a view of low to medium sensitivity.
- The significance is minor.
- The effect is neutral.



Proposed

3897\_4007



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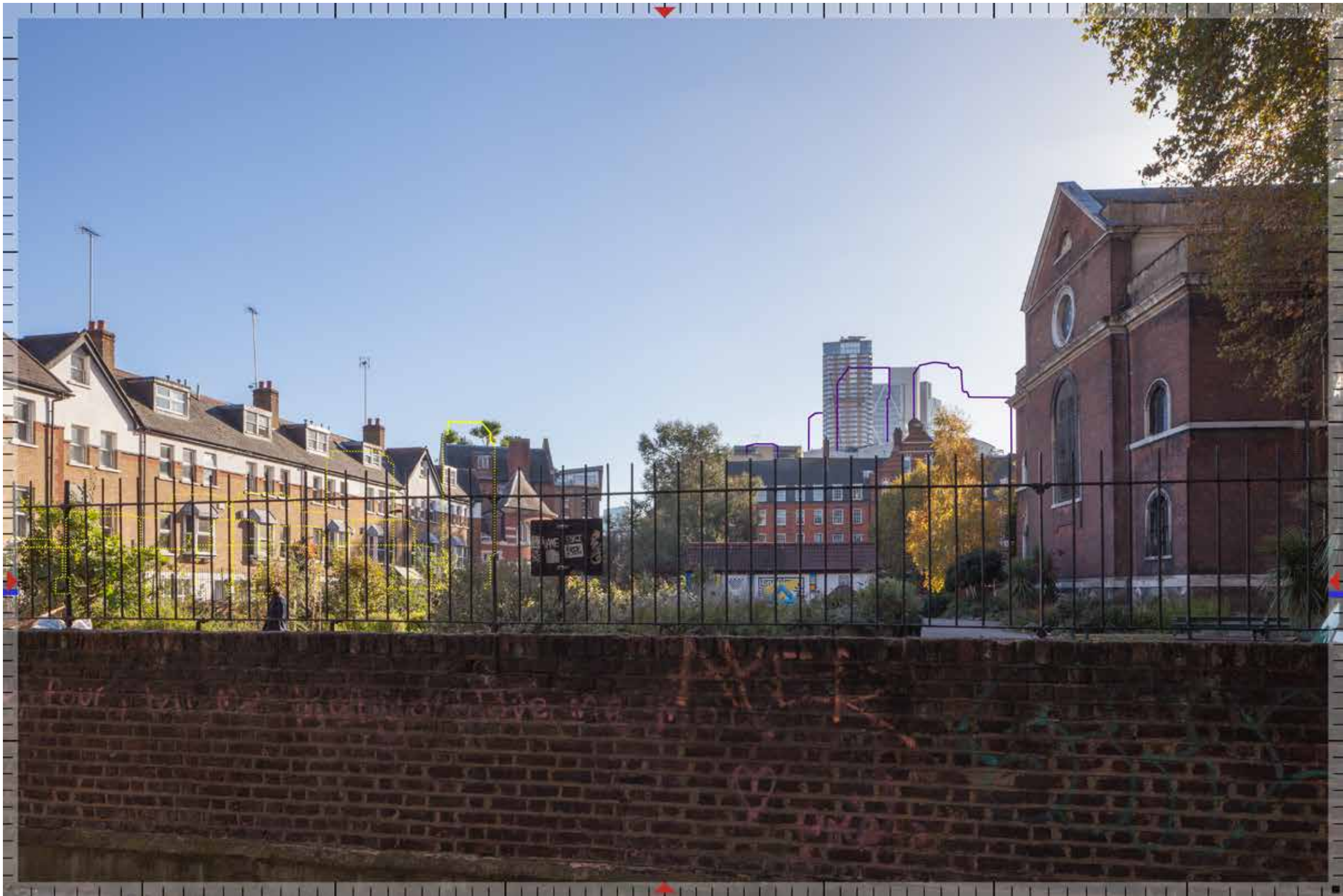


Cumulative

A6.97 Taking into account cumulative schemes, the Stage and nos. 201-207 Shoreditch High Street will be visible to the right (facing) and the Limited Development Scenario of the Proposed Amendments scheme there will be a change of minor magnitude to a view of low to medium sensitivity.

The significance is minor.

The effect is neutral.



Cumulative





Existing





# View as proposed

A6.98 The development on Plot 8 will be prominent in this view and return and urban scale of buildings to the Site, enhancing the view. The pavilion above the railway viaduct will also be seen (to the left, facing, of the street tree).

A6.99 This is a major to major change to a view of low sensitivity.

The significance is moderate.

The effect is beneficial.



Proposed



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**Cumulative**

A6.100 Taking into account cumulative schemes, none of which are visible in this view, and the Limited Development Scenario of the Proposed Amendments 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



<b>Demolition and construction effects</b>					
A6.101	This will be the same as for the TVIA, see section 7.				
<b>Cumulative effects</b>					
A6.102	The consented schemes illustrated in the views images are set out in Appendix 2 of this report and considered in ES Volume I, Chapter 20 – Impact Interactions and Cumulative Impact Assessment. The cumulative impact is assessed according to the methodology for this ES.				
A6.103	There are a number of views where the Limited Development Scenario of the Proposed Amendments scheme is not visible and the cumulative effect will be the same in the TVIA. These include views 3, 8, 9w, 10, 10a, 10n, 10B, 11, 12, 13, 14, 19, 20, 21, 25, 27, 31, 32, 35, 42, 43, 43n, 47, 48, 50, 59, 60, 63 and 64.				
A6.104	For the majority of views the cumulative effects will be the same as for the operational effects: <ul style="list-style-type: none"> <li>Views where there are no cumulative schemes visible and the effect remains the same are 32, 32w, 33w, 34, 44, 46, 49, 49n, 51, 52, 53, 54 and 62.</li> <li>Views where cumulative schemes will be visible but where the significance of effect remains the same as for the Limited Development Scenario of the Proposed Amendments scheme are 19, 28, 30, 36, 36n, 37, 38, 39, 41, 44, 46, 51n, 55, 56, and 56w, 58.</li> </ul>				
A6.105	There are a number of views where the effect of the cumulative schemes and the Limited Development Scenario of the Proposed Amendments scheme will be greater than that of Limited Development Scenario of the Proposed Amendments scheme. These are views 1, 2, 4, 6, 37 and 61 where the significance of effect is minor to moderate or below; and views 26 s/w, 29, 36, 40, 55 and 58 with a moderate or moderate to major significance of effect. The Limited Development Scenario of the Proposed Amendments scheme will be screened by the cumulative development in views 17 and 18. The effects in all cases are beneficial or neutral.				
<b>Mitigation</b>					
A6.106	ES Volume I, [Chapter 3 – Alternatives and Design Evolution and Chapter 4 – Limited Development Scenario of the Proposed Amendments scheme describe the evolution of the design], which included the exploration of a number of options. The iterative design process for a complex project on an urban site such as the subject of this assessment is inherently one whereby visual and townscape effects are taken into account at each stage.				
A6.107	Visual impacts and effects on townscape have been considered as part of the design development process from the start,				
	and draft versions of the key view images in this document have been produced to support the design iterations during this process. The comments of the consultees such as the local authority planning officers, Historic England and the GLA (based on detailed knowledge of the site and surroundings and of planning policies affecting them) are part of the input into this process and have directly influenced the design evolution of the Amended Scheme.				
A6.108	By virtue of the careful attention that has been given to the design of the new buildings and the public realm (either through the detailed plots or in the comprehensive design guidelines which address spaces and buildings) through this thorough process, therefore, any unacceptable visual and townscape effects have, wherever possible, been mitigated by the design team as an integral part of the design development iterations. The Design Guide deals with detailed design and architectural expression and will ensure a suitable quality of architecture in the reserved detailed applications for the outline plots which will each be the subject of consideration by the local planning authority.				
<b>Effect of the Limited Development Scenario of the Proposed Amendments scheme on townscape and conclusions</b>					
A6.109	The Limited Development Scenario of the Proposed Amendments scheme is outlined and assessed in section 3 of this assessment. The DAS sets out in detail how the design has evolved and has been based on a clear appreciation and understanding of the site and its context. ES Volume I, Chapter 16 – Built Heritage describes the heritage context in detail and assesses the effect of the Limited Development Scenario of the Proposed Amendments scheme on heritage significance.				
<b>Urban design, townscape and architecture</b>					
A6.110	The Limited Development Scenario of the Proposed Amendments scheme is of a high quality of design, based on a clear understanding of the site and its context. It will establish a high quality urban environment of a new distinct character for the site, incorporating the heritage assets and operational rail infrastructure. A strong sense of place and identity will be achieved through the comprehensive Design Guidelines that have been prepared for the outline plots, which focus on place making as well as the detailed design of buildings. There are also separate Design Guidelines for the public realm and landscape.				
A6.111	The Limited Development Scenario of the Proposed Amendments scheme will interact positively with its surroundings, with new public routes providing links east / west across this long site, improving connectivity between the surrounding areas, as well as two new north / south routes, improving connectivity into the site from the north. The new buildings will provide enhanced continuity and enclosure to the				
	existing (and proposed) streets, providing an active built edge to all the site's street frontages, with an appropriate rhythm and grain of development. The active ground and 1st floor commercial and retail frontages will animate and encourage movement along these streets.				
A6.112	The masterplan sets out a clear pattern for the massing and height of development across the site. The height of development steps down to the east to Brick Lane.				
A6.113	The Limited Development Scenario of the Proposed Amendments scheme includes a new urban park, on top of the viaduct structure, as well as a variety of other spaces, and all are designed and finished to a high quality. This mixed offer, in respect of the size and type of space, clearly associated with the different built elements of the project, holds out the prospect of a valuable local resource. Residents will have access to a variety of communal open spaces.				
<b>Townscape Character Areas</b>					
A6.114	Informed by the views analysis, it is possible to assess the effect of the Limited Development Scenario of the Proposed Amendments scheme on each of the townscape character areas previously identified. This is based on section 10 of the TVIA.				
<b>1 The site</b>					
A6.115	The Limited Development Scenario of the Proposed Amendments scheme will affect a significant intervention to the eastern part of this townscape character area. It will establish a new part of the City with a distinct character of its own; one that continues the pattern of large scale development and tall buildings to the south in the City, and the Avant Garde tower to the north, as seen in views 34, 36, 40, 46, 51, 61 and 62 (there are other views of areas within the site in the DAS, including along the new routes).				
A6.116	Townscape character area 1 is of low sensitivity.				
	The magnitude of change is major and the significance is moderate.				
	The effect is beneficial.				
<b>2 Shoreditch</b>					
A6.117	The Limited Development Scenario of the Proposed Amendments scheme will not be visible from a large part of this townscape character area as seen in views 25, 26, 27, 29, 30, 31, 35, 57 and 59; and not very noticeable in views 26 and 29. Where visible, the tower on Plot 8 will provide a complementary element to the Avant Garde tower beyond and signify the regeneration of the wider area, as seen in views 24, 28, 30 and 51. The top of the tower on plot 8 is visible in view 58.				
A6.118	Townscape character area 2 is of medium sensitivity.				
	The magnitude of change is minor (but less so towards the north and west) and the significance is minor.				
	The effect is beneficial.				
<b>3 Bethnal Green Road</b>					
A6.119	The Limited Development Scenario of the Proposed Amendments scheme is of a high architectural, urban design and townscape quality (as assessed above). It will become a marker of the regeneration of the wider area and provide a bold new distinctive townscape character on site. It will provide significant enhancements on site and particularly along Bethnal Green Road and Sclater Street, where it will return an active street frontage and introduce two new routes running south into the site; this will directly benefit this townscape character area. This is visible in views 34, 36 and 40.				
A6.120	Townscape character area 3 is of medium sensitivity.				
	The change is moderate and the significance is moderate.				
	The effect is beneficial.				
<b>4 Spitalfields</b>					
A6.121	This townscape character area lies to the south of the site and immediately east of the City of London. As would be expected, the effect of the Limited Development Scenario of the Proposed Amendments scheme is greater the closer you are to the site, and in these cases the development is generally seen from areas where there are views of existing tall buildings and the central London townscape. The tallest buildings on Plots 4 and 8 will be seen in views 44 and 46; the buildings on Plot 8 will be visible in view 61 and 62; and the buildings on Plot 10 will be visible in view 53.				
A6.122	The Limited Development Scenario of the Proposed Amendments scheme will not be very noticeable from along Brick Lane as seen in view 54; and it is not visible in views 43, 49, and 60.				
A6.123	The Limited Development Scenario of the Proposed Amendments scheme will significantly enhance the area immediately to the north of this townscape character area, including the route along Braithwaite Street to Shoreditch High Street London Underground station. This is where the effect will be most noticeable, particularly the tallest building on Plot 8. The effect on this townscape character area overall is minor.				
A6.124	Townscape character area 4 is of medium sensitivity.				
	The change is minor and the significance is minor to moderate.				
	The effect considered in the round is beneficial.				



5 The City		Conservation Area is as for townscape character area 2 above.		On site		Views	
A6.125	There will be no effect on views from this townscape character area as seen in views 47, 48 and 50.	A6.133	The change will be minor and the significance will be minor.	A6.148	The significance of effect on the Braithwaite viaduct on site will be major and the effect will be beneficial enhancing its setting as an integral part of the new development.	LVMF views	
There is no effect		A6.134	The effect will be beneficial.	Close to the site		A6.154	There will be no effect on views, 3 (LVMF 3A.1), 8 (LVMF 9A.1), 9w (LVMF 10A.1), 11 (LVMF 15B.1), 12 (LVMF 15B.2), 17 (LVMF 17B.1), 18 (LVMF 17B.2), 19 (LVMF25A.1), 20 (LVMF 24A.2) or 21 (LVMF 21A.3), as illustrated in this assessment.
6 Boundary Estate		A6.135	The effect of the Limited Development Scenario of the Proposed Amendments scheme on the Redchurch Street Conservation Area is as for townscape character area 3 above.	A6.149	There are groups of listed buildings close to the site where the magnitude of change to the local area will be moderate to major. The Limited Development Scenario of the Proposed Amendments scheme will enhance the setting of most of these listed buildings which sit as individual elements within the varied densely developed urban fabric on the City fringe with a low to medium sensitivity to change to their setting. In most instances the significance of effect will be moderate and it will be beneficial due to the street level enhancements and improved connectivity in the wider area. Those groups of listed buildings to the south in townscape character area 4 include Commercial Street & Quaker Street / Wheler Street (grade II); in townscape character area 3, 25 Bethnal Green Road (grade II); and in townscape character area 2 these include Great Eastern Street south-east & Fairchild Place (grade II).	A6.155	The Limited Development Scenario of the Proposed Amendments scheme will be visible but there will be no significant effect in views 1 (LVMF 1.A1), 2 (LVMF 2.A1), 4 (LVMF4A), 15 (LVMF 5A.1) and 6 (LVMF 6A.1).
Townscape character area 6 is of medium sensitivity.		A6.136	The change will be moderate and the significance will be moderate.			Other middle distance views	
The change is minor and the significance is minor to moderate.		A6.137	The effect will be beneficial.	A6.150	The townscape settings of the grade II listed buildings in the Boundary Estate are of a medium sensitivity to change. They have a densely developed urban setting on the City fringe and together form a cohesive group, clearly different and visually distinct from its surroundings. There are varied views from this estate and there are already views of tall buildings to the south. In the round the significance of effect on the townscape setting of the listed buildings as a group, forming part of this cohesive estate, is minor and the effect will be neutral.	A6.156	The Limited Development Scenario of the Proposed Amendments scheme is not visible in all views beyond the 1km radius including views 9w; 10, 10a or 10b or 14 from the south bank, Tower Bridge or the Tower of London; or in view 56w from the Geffrye Museum.
The effect is beneficial.		A6.138	The effect of the Limited Development Scenario of the Proposed Amendments scheme on the Brick Lane and Fournier Street Conservation Area will be minor to moderate to the north which adjoins the southern and eastern edge of the site.			A6.157	It will be seen in the views from 37, 38 and 41 and 55 however there will be no significant effect in these views.
7 Eastern fringe		A6.139	The change will be minor and the significance will be minor.			Local views	
A6.128	The Limited Development Scenario of the Proposed Amendments scheme will be seen as an addition to the existing backdrop of tall buildings and large scale development in the City. The pattern of tall buildings, stepping up to the west, will be seen from the two main post-war open spaces, Weavers Field (view 38) and Allen Gardens (view 41). The Limited Development Scenario of the Proposed Amendments scheme is also visible, but to a lesser degree, across St Matthews's churchyard in view 37 and glimpsed from Cheshire Street in view 39.	A6.140	The effect will be beneficial.	A6.151	Other listed buildings where there will be a minor magnitude of effect include the Oriel and boundary wall on site in townscape character area 1. To the south, in townscape character area 5, these include Spitalfields Market (grade II) and Elder Street and Fleur De Lis Street (grade II); and in townscape character area 3, Bethnal Green Road east (grade II); and the Church of St Matthew (grade II*) to the east in townscape character area 7.	A6.158	Where there is a significant effect on local views, this effect is neutral or beneficial.
		A6.141	The effect of the Limited Development Scenario of the Proposed Amendments scheme on the Elder Street Conservation Area will be minor.			A6.159	The Limited Development Scenario of the Proposed Amendments scheme will have a major effect or above that is beneficial on views 34, 36, 44, 46, 51n and 62.
		A6.142	The change will be minor and the significance will be minor.			A6.160	The Limited Development Scenario of the Proposed Amendments scheme will have a minor to moderate or less, significance of effect in views 24, 26s / w, 28, 29, 30, 33, 36, 37, 38, 39, 40, 41, 45, 47, 48, 49, 49n, 50, 32s, 32w, 52, 53, 54, 55, 56w, 57, 58, 59, 60 And 61
A6.129	The Limited Development Scenario of the Proposed Amendments scheme will not be very noticeable or prominent in other views from the network of streets, largely screened by the foreground development.	A6.143	The effect will be neutral.			A6.161	The Limited Development Scenario of the Proposed Amendments scheme will not be visible in views, 13, 14, 25, 27, 31, 32, 35, 42, 43, 43n, 47, 48, 50, 56 s/w, 59, 60, 63 and 64.
		A6.144	The effect of the Limited Development Scenario of the Proposed Amendments scheme on the Boundary Estate Conservation Area is as for townscape character area 6 above.			Conclusion	
		A6.145	The change will be minor and the significance will be minor.	Others		A6.162	The site blights the local area today and detracts from the townscape character of the surrounding area, and it has done so for at least 50 years or so. That this is the case in such a prominent location so close to the heart of a world city does not reflect well on London's claims to that status. The site has been recognised as an area for significant intervention to form a new part of the City. It offers the opportunity to provide a new place of a large scale that will transform the site and its surroundings to a very large degree. Such an opportunity does not arise often.
		A6.146	The effect will be beneficial.	A6.152 There will be a negligible or no effect on the setting of identified grade I listed buildings. The effect will be neutral. These include the Church of St Leonard and St Michael's Church in townscape character area 2, and Christ Church in townscape character area 4.			
Heritage assets		Listed buildings		A6.153 There are other groups of grade II listed buildings identified in section 5 of the TVIA, some of which are located at a greater distance from the site. The settings of these listed buildings are of low to medium sensitivity to change. The significance of effect will be minor and the effect will be neutral.			
A6.131	The visual and townscape effects on heritage assets and their significance are considered below. Effects on heritage significance are considered in the Built Heritage Chapter 13 of volume 1 of the ES.	A6.147	This section assesses the effects on the townscape settings of the groups of listed buildings identified in the individual townscape character areas. Listed buildings are grouped at the end of each townscape character area section and identified where appropriate in each view. In general it should be noted that most listed buildings in the surrounding area are embedded as part of street frontages forming an integral part of the street edge. Effects on heritage significance are considered in the Built Heritage Chapter of this ES.				
Conservation areas (all of medium sensitivity)							
A6.132	The effect of the Limited Development Scenario of the Proposed Amendments scheme on the South Shoreditch						



- A6.163 Given the size of the site, it is inevitable and appropriate that the Limited Development Scenario of the Proposed Amendments scheme will have a new townscape character of its own; one that continues the pattern of large scale development and tall buildings seen to the south in the City, and the Avant Garde tower to the north-east. This is necessary in order to create a successful place, to make the most of the opportunities the site has to offer, and in order to meet the many clearly set out objectives for the site in the IPG.
- A6.164 The Limited Development Scenario of the Proposed Amendments scheme will provide an outward looking form of city development that positively addresses the existing and proposed street frontages with active edges. It will become a new place with its own distinctive character, one that is well connected to its surroundings, and will contribute to a wider network of streets with active frontages and uses.
- A6.165 Considered both in the round and in detail in relation to views and other receptors identified in this assessment, the effect of the Limited Development Scenario of the Proposed Amendments scheme will be entirely beneficial or neutral and the beneficial effects will be greatest and most noticeable in the immediate vicinity of the site. It will enhance the local townscape, integrating this large site, which presently makes no positive contribution to the townscape, as a valuable and positive element in terms of use, built form and design within the local area.
- A6.166 The Limited Development Scenario of the Proposed Amendments scheme will be a major contributor to the regeneration of the wider area, delivering significant social and economic benefits. It is in line with sections 7 and 12 of the NPPF and will contribute positively to making places better for people (in respect of architecture, urban design and townscape – para. 124); and contribute to local character and distinctiveness (para. 185). It is in line with the CABE / English Heritage ‘Guidance on tall buildings’, London Plan policies and guidance, and local policies and SPDs.







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Hammerson