

Proposed with cumulative schemes

- 6.38 There would be no cumulative schemes visible in this view. The Proposed Development would continue to represent a change of moderate to major magnitude to a view of low sensitivity. The significance is moderate. The effect is beneficial.



View 5: Herringham Road

Existing

- 6.39 This viewpoint is located on Herringham Road and the view is looking west in the direction of the Site. It is likely that most people in this location would be workers at local businesses.
- 6.40 Herringham Road runs west through the centre of the view. It is lined by a concrete fence on one side and a metal fence on the other. Various office and warehouse buildings are visible, to various degrees, to either side and beyond the road.
- 6.41 This is a view of low sensitivity.

Proposed

- 6.42 Building A East would be the most visible part of the Proposed Development, with the tops of Buildings A1, A2 and Building 3 appearing further in the middle distance. The Proposed Development would appear beyond the warehouse and office buildings in the foreground, forming a distinct layer of townscape in the background of the view. It would signal the location of an area of regeneration, and would be of a much higher architectural quality than the existing buildings in the view.
- 6.43 The manner in which Building A East South and Building A East North would increase in height in the opposite direction to each other would provide them with a dynamic visual relationship. The faceted facades, resulting in a 'sawtooth' appearance, would provide the elevations with depth and articulation which could be appreciated to some extent at this distance. The tops of Buildings A1, A2 and Building 3 would appear as light additions to the skyline, and provide a visual contrast with the more solid elevations of Building A East.
- 6.44 This would be a change of moderate to major magnitude to a view of low sensitivity. The significance is moderate. The effect is beneficial.



Viewpoint: 5 - Existing.



Viewpoint: 5 - Proposed.

Proposed with cumulative schemes

- 6.45 There would be no cumulative schemes visible in this view. The Proposed Development would continue to represent a change of moderate to major magnitude to a view of low sensitivity. The significance is moderate. The effect is beneficial.



View 6: Stone Lake Industrial Park

Existing

- 6.46 This viewpoint is located on the approach to the Stone Lake Industrial Park, and the view is looking west in the direction of the Site. It is likely that most people in this location would be workers at local businesses.
- 6.47 Beyond the road and open grassed area in the foreground, the buildings of the Stone Lake Industrial Park, which are mostly brick and metal sheeting warehouses, are visible. They are of low visual quality.
- 6.48 This is a view of low sensitivity.

Proposed

- 6.49 Buildings on Plot A, primarily Building A East and Buildings A1 and A2, would appear to the north (right in this image) of Building B East and Building B3 on Plot B. The gap between the two plots would suggest the location of a major east-west route through the Site, and potentially forming part of a longer east-west route through the Charlton Riverside area (as envisaged within the Charlton Riverside adopted SPD and the illustrative masterplan produced by the architects of the Proposed Development). The Proposed Development would appear beyond the warehouse and office buildings in the foreground, forming a distinct layer of townscape in the background of the view.
- 6.50 The manner in which Building A East South and Building A East North would increase in height in the opposite direction to each other would provide them with a dynamic visual relationship. The faceted facades, resulting in a 'sawtooth' appearance, would provide the elevations with depth and articulation. The extensively glazed Buildings A1 and A2 would form a visually interesting contrast with Building A East. Building B3 would appear as a distinctive, sculptural tall building in the middle distance.
- 6.51 Overall, the Proposed Development would form a striking area of development, with buildings of a much higher architectural quality than the existing buildings in the view, and it would effectively signal the location of an area of regeneration.
- 6.52 This would be a change of major magnitude to a view of low sensitivity. The significance is moderate. The effect is beneficial.



Viewpoint: 6 - Existing.



Viewpoint: 6 - Proposed.

Proposed with cumulative schemes

- 6.53 There would be no cumulative schemes visible in this view. the Proposed Development would represent a change of major magnitude to a view of low sensitivity. The significance is moderate. The effect is beneficial.



View 7: Anchor and Hope Lane (spur road)

Existing

- 6.54 This viewpoint is located on the spur road off Anchor and Hope Lane that leads to the Anchorage Point business park, and the view is looking south. It is likely that most people in this location would be workers at local businesses.
- 6.55 Beyond the road in the foreground, the view is occupied by the buildings of the business park, which are in brick and grey cladding. They are of no particular visual or architectural interest.
- 6.56 This is a view of low sensitivity.

Proposed

- 6.57 The Proposed Development would appear to the south of the Anchorage Point buildings, in the middle ground and background of the view. The Buildings A1, A2 and Building A East within Plot A would appear to the north and east (left in this image) of the Plot B buildings, primarily Building B3.
- 6.58 The faceted facades of Building A East would provide the building's frontages with depth and articulation. The extensively glazed Buildings A1 and A2 would form a visually interesting contrast with Building A East. The winter gardens in the centre and at the northern ends of Buildings A1 and A2 would appear as lighter elements within the buildings, the latter with horizontal louvres in the northern facades, and would help to provide them with a distinctly residential appearance.
- 6.59 Building B3 would appear as a distinctively sculptural tall building in the distance.
- 6.60 This would be a change of major magnitude to a view of low sensitivity. The significance would be moderate. The effect would be beneficial.



Viewpoint: 7 - Existing.



Viewpoint: 7 - Proposed.

Proposed with cumulative schemes

- 6.61 There would be no cumulative schemes visible in this view. The Proposed Development would continue to represent a change of major magnitude to a view of low sensitivity. The significance would be moderate. The effect would be beneficial.



View 8: Charlton Church Lane/ Woolwich Road

Existing

- 6.62 This view is located at the south-west corner of the junction of Charlton Church Lane and Woolwich Road. The view is looking north. It is likely that people in this location would be a mixture of local residents, and workers at, or users of, local businesses.
- 6.63 This is a major road junction and pedestrian crossing point between the residential areas to the south of Woolwich Road and the retail and light industrial uses to the north of Woolwich Road. Anchor and Hope Lane extends north from the road junction in the foreground, through the centre of the view. It can be seen that large warehouse and retail shed buildings line both sides of Anchor and Hope Lane, obscured to some extent by trees, and the northern side of Woolwich Road.
- 6.64 This is a view of low sensitivity.

Proposed

- 6.65 The Proposed Development would appear in the middle distance, north of the Charlton Gate business park. Building B3 would be the most visible part of the Proposed Development. It would present a relatively slender frontage in this view. The glazing and horizontal louvres to the winter gardens at the southern end of Building B3 would provide it with a light and distinctively residential appearance. The strongly expressed floor slabs would provide this frontage with a rhythmic quality. Building B East would appear at a much lower apparent height to the east of Building B3, with a distinctive 'stacked box' appearance.
- 6.66 Overall, the Proposed Development would be of much higher architectural and visual quality than the existing buildings within the view, and Building B3 in particular would help to mark the regeneration of the Site, and that proposed for the wider area as envisaged in planning policy.
- 6.67 This would be a change of major magnitude to a view of low sensitivity. The significance is moderate. The effect is beneficial.



Viewpoint: 8 - Existing.



Viewpoint: 8 - Proposed.

Proposed with cumulative schemes

- 6.68 There would be no cumulative schemes visible in this view. The Proposed Development would continue to represent a change of major magnitude to a view of low sensitivity. The significance is moderate. The effect is beneficial.



View 9: Charlton Train Station

Existing

- 6.69 This viewpoint is located on Charlton Church Lane, near the entrance to Charlton Railway Station, and the view is looking north. It is likely that most people in this location would be local residents, workers and users of local businesses.
- 6.70 The Railway Station appears in the foreground. The presence of the railway line (out of sight in this image but the road bridge across it is evident) ensures that the foreground of the view has an open aspect. Charlton Church Lane extends north from the viewpoint, and Anchor and Hope Lane can be seen to continue its line further into the middle distance. Large warehouse buildings in the area to the north of Woolwich Road can be seen, beyond trees, and the tall buildings of the 'Hoola' development at Canning Town can be seen in the distance.
- 6.71 This is a view of low sensitivity.

Proposed

- 6.72 The Proposed Development would appear in the middle distance. Building B3 would be the most visible part of the Proposed Development and would present a relatively slender frontage in this view. The glazing and horizontal louvres to the winter gardens at the southern end of Building B3 would provide it with a light and distinctively residential appearance. The strongly expressed floor slabs would provide this frontage with a rhythmic quality.
- 6.73 Building B East, Building A2 and Building A East-South would appear as high quality buildings to the east of Building B3, at a much lower apparent height than it, and at a similar apparent scale to each other.
- 6.74 Overall, the Proposed Development would be of much higher architectural and visual quality than the existing buildings within the view. The Proposed Development would appear as a substantial 'place' in its own right and with a character of its own, and it would help to mark the regeneration proposed for the wider area as part of planning policy.
- 6.75 This would be a change of moderate to major magnitude to a view of low sensitivity. The significance would be moderate. The effect would be beneficial.



Viewpoint: 9 - Existing.



Viewpoint: 9 - Proposed.