

BUILT HERITAGE, TOWNSCAPE AND VISUAL IMPACT ASSESSMENT: VOLUME 2 OF ENVIRONMENTAL STATEMENT

ENDERBY PLACE

NOVEMBER 2023



Written by: XXXX

© Copyright 2023. All worldwide rights reserved. No part of this publication may be reproduced, stored in a retrieval system or transmitted in any form by any other means whatsoever: i.e. photocopy, electronic, mechanical recording or otherwise without the prior written permission of the copyright holder.

Any enquiries should be directed to:

Montagu Evans

70 St Mary Axe,

London, EC3A 8BE

Tel: +44 (0)20 7493 4002

All Ordnance Survey Plans are © Crown Copyright.

All rights reserved. Licence Number: 100007624

CONTENTS

1.0	INTRODUCTION	4	4.0	VISUAL CHARACTERISTICS OF THE DEVELOPMENT AND EMBEDDED MITIGATION	60
	Previous Consents				
	Purpose of the BHTVIA		5.0	LIKELY EFFECTS OF THE DEVELOPMENT AND THEIR SIGNIFICANCE	64
	Structure of the BHTVIA			HERITAGE RECEPTORS	
2.0	ASSESSMENT METHODOLOGY AND SIGNIFICANCE CRITERIA	8		Cumulative effects	
	Introduction			Section Summary	
	Legislation and Planning Policy			ASSESSMENT: TOWNSCAPE	
	Assessment Methodology			ASSESSMENT: VISUAL	
	Heritage		6.0	ADDITIONAL MITIGATION/ENHANCEMENT AND LIKELY RESIDUAL EFFECTS OF THE DEVELOPMENT AND THEIR SIGNIFICANCE	92
	Townscape and Visual			The Works	
	Cumulative Effects			The Completed and Operational Development – heritage receptors	
	Mitigation		7.0	LIKELY RESIDUAL CUMULATIVE EFFECTS AND THEIR SIGNIFICANCE	94
	Policy Discussion			The Works	
3.0	RELEVANT BASELINE CONDITION	24		Completed Development	
	Historical Development		8.0	CONCLUSION	96
	Relevant baseline condition: Built Heritage			Assessment Method	
	Designated Heritage Receptors			Findings	
	Locally listed buildings				
	Section Summary				
	Relevant baseline condition: Townscape				
	Townscape Character Areas				
	Townscape Summary				
	Relevant baseline condition: Visual				
	Visual Receptors				
	Summary				

APPENDICES

01: AVRS PREPARED BY MILLER HARE

02: AVR METHODOLOGY PREPARED BY MILLER HARE

03: GLHER DATA

04: NON-VERIFIED TEST VIEW FROM ISLAND GARDENS, PREPARED BY MILLER HARE

1.0 INTRODUCTION

ENDERBY PLACE

INTRODUCTION

- 1.1 Montagu Evans has been instructed by Maritime View Ltd (hereafter referred to as the 'Applicant') to provide consultancy services and produce this Built Heritage, Townscape and Visual Impact Assessment (the 'BHTVIA') in support of proposals which are subject to a detailed planning application at Enderby Place, London, SE10 0AG (the 'Site').
- 1.2 The Development is subject to Environmental Impact Assessment (EIA). The BHTVIA forms Volume 2, Main Text and Figures of the Environmental Statement (ES) which is submitted with the application. The assessment is undertaken in accordance with the Town and Country Planning (Environmental Impact Assessment) Regulations 2017 (as amended) ('the EIA Regulations').
- 1.3 The description of development (the 'Development') and the Site is provided within Volume 1 ES Chapters. The Site is located in the Royal Borough of Greenwich (the 'Royal Borough', 'Council' or 'RBG'). **Figure 1.1** shows the boundary of the Site, and an aerial view is provided at **Figure 1.2**.



Figure 1.1 Site Plan



Figure 1.2 Aerial View. Source: Google (base map)

PREVIOUS CONSENTS

- 1.4 The Site at Enderby Place has been subject to a number of previous applications, including two consents for residential led schemes that were granted in 2010 and 2015 ('2015 consent') respectively which have now lapsed. The 2015 extant consent (ref: 15/0973/F) comprised a scheme with three tall buildings of 24, 28 and 32 storeys and a medium-rise block of 11 storeys. The scheme included a two-storey cruise liner terminal, with an associated pontoon and jetty on the river.
- 1.5 The Development continues to represent the optimisation of brownfield land that would contribute to the delivery of much needed housing, including an uplift in affordable housing relative to the 2015 consent; however, the Development has a clear design concept and is driven by the creation of an attractive and spatially engaging place.

PURPOSE OF THE BHTVIA

- 1.6 The BHTVIA provides an assessment of likely significant effects of the Development on heritage (the historic environment), townscape and visual receptors. Separate assessments are provided for each discipline (heritage, and townscape and visual) using separate methodologies.
- 1.7 The (built) heritage assessment describes the significance of any heritage assets affected by the Development, including any contribution made by their setting.
- 1.8 The townscape assessment will consider the Development within its urban context, including the buildings, the relationships between them, the different types of urban open spaces, including green spaces and the relationship between buildings and open spaces.

- 1.9 The visual assessment will consider the impact of the Development upon visual receptors e.g. people. The assessment relates to how the amenity of people in the area affected by development will change (positive, negative or neutral). Visual receptors are always people (although usually visual receptors are defined according to use e.g. residential, business, road, footpath etc.), rather than landscape features. Impact on landscape components is treated under the heading townscape (when in cities).
- 1.10 The assessment as a whole is informed by visual tools, including a zone of theoretical visibility (ZTV), non-verified massing studies and 23 accurate visual representations ('AVRs'). The tools inform the assessment of the impact of the Development on heritage, townscape and visual receptors e.g. they allow an understanding of the geographical extent and magnitude of visibility from representative locations. The tools are not receptors themselves, unless comprising strategic views designated in the development plan, such as, in London, the 2012 London View Management Framework. The locations have been agreed with the RBG and the adjacent London Borough of Tower Hamlets (the 'LBTH') through the pre-application process.

STRUCTURE OF THE BHTVIA

- 1.11 The BHTVIA is structured as follows:
- The methodology for undertaking the BHTVIA for the ES assessment is provided at **Section 2.0**;
 - The relevant baseline conditions, including the future baseline, are explained at **Section 3.0**. **Section 3.0** comprises a description of the historical development of the Site and surrounding area, the assessment of the significance of heritage receptors which have been identified for assessment and the description of the existing townscape and visual amenity;
 - The visual characteristics of the Development and embedded mitigation are set out at **Section 4.0**.
 - The likely effects of the Development and their significance are discussed at **Section 5.0**;
 - Additional mitigation/enhancement and likely residual effects of the Development and their significance are described at **Section 6.0**;
 - Likely residual cumulative effects and their significance are discussed at **Section 7.0**;
 - The BHTVIA is concluded at **Section 8.0**.

2.0 ASSESSMENT METHODOLOGY AND SIGNIFICANCE CRITERIA

ENDERBY PLACE

ASSESSMENT METHODOLOGY AND SIGNIFICANCE CRITERIA

INTRODUCTION

- 2.1 This section describes the framework for heritage assessment, and townscape and visual assessment. The method for each discipline is the product of legislation, policy and best practice guidance set out above. The assessment is proportionate and no longer than is necessary to assess properly the potential likely significant effects of the Development. All impacts deemed relevant or material to planning are identified and the consequent effects appraised.

LEGISLATION AND PLANNING POLICY

- 2.2 The assessment has been informed by the following legislation, policies and published guidance.
- National Legislation and Policy
 - Planning and Compulsory Purchase Act (2004);
 - Planning (Listed Buildings and Conservation Areas) Act (1990);
 - Section 66
 - Section 72¹
 - NPPF (2023)²
 - Paragraph 130
 - Paragraph 132
 - Paragraph 134
 - Paragraph 194
 - Paragraph 195
 - Paragraph 197
 - Paragraph 199
 - Paragraph 200
 - Paragraph 201
 - Paragraph 202
 - Regional Policy
 - London Plan (March 2021)³
 - SD1 – Opportunity Areas
 - D1 – London’s form character and capacity for growth
 - D3 – Optimising site capacity through the design-led approach
 - D4 – Delivering good design
 - D5 – Inclusive design
 - D8 – Public realm
 - D9 – Tall Buildings
 - HC1 – Heritage conservation and growth

- Local Policy
 - Royal Greenwich Local Plan: Core Strategy with Development Management Policies (2014)
 - Policy DH1 Design
 - Policy DH2 Tall Buildings
 - Policy DH3 Heritage Assets
 - Policy DH4 Maritime Greenwich World Heritage Site
 - Policy DH (g) Local Views
 - Policy DH (h) Conservation Areas
 - Policy DH (i) Statutory Listed Buildings
 - Policy DH (j) Locally Listed Buildings
- Guidance and Industry Standards
 - PPG (online)⁴;
 - Guidelines for Landscape and Visual Impact Assessment Third Edition (GLVIA) (2013)⁵;
 - An Approach to Landscape Character Assessment (2014)⁶;
 - Visual Representation of Development Proposals Technical Guidance Note (2019)⁷;
 - Historic Environment Good Practice Advice in Planning Note 2: Managing Significance in Decision-Taking in the Historic Environment (2015)⁸;
 - Historic Environment Good Practice Advice in Planning Note 3: The Setting of Heritage Assets (2017)⁹;
 - Historic England Tall Buildings Advice Note 4: (2022)¹⁰;
 - Principles for Cultural Heritage Impact Assessment, IEMA, ClfA and IHBC (2021)
 - The London View Management Framework SPG (2012)¹¹;
 - Royal Borough of Greenwich, Peninsula West Masterplan SPD (2012);
 - Royal Borough of Greenwich, Characterisation and Intensification Study (2023); and
 - Maritime Greenwich World Heritage Site Management Plan (2014); and
 - Royal Borough of Greenwich Conservation Area Appraisals.

¹ Section 72(1) of the Planning (Listed Buildings and Conservation Areas) Act 1990 states: “In the exercise, with respect to any buildings or other land in a conservation area, of any of the provisions mentioned in subsection (2), special attention shall be paid to the desirability of preserving or enhancing the character or appearance of that area”. This refers expressly to buildings or land in a conservation area. The site is not located in a conservation area. The consideration of the setting of a conservation area, and its contribution towards overall significance, is provided through the Development Plan and National Planning Policy Framework (2023).

² Department for Levelling Up, Housing and Communities, 2023. National Planning Policy Framework

³ Greater London Authority, March 2021. The London Plan: The Spatial Development Strategy for London.

⁴ DLUHC and MHCLG, 2023. Planning practice guidance available from: <https://www.gov.uk/government/collections/planning-practice-guidance> [accessed 25 October 2023]

⁵ Landscape Institute and Institute of Environmental Management and Assessment, 2013. Guidelines for Landscape and Visual Impact Assessment Third Edition

⁶ Natural England, 2014. An Approach to Landscape Character Assessment

⁷ Landscape Institute, 2019. Technical Guidance Note 06/19 Visual Representation of Development Proposals

⁸ Historic England, 2015. Historic Environment Good Practice Advice in Planning Note 2: Managing Significance in Decision-Taking in the Historic Environment

⁹ Historic England, 2017. Historic Environment Good Practice Advice in Planning Note 3: The Setting of Heritage Assets, 2017

¹⁰ Historic England, 2022. Historic England Tall Buildings Advice Note 4;

¹¹ Greater London Authority, 2012. London View Management Framework, Supplementary Planning Guidance. London. GLA.

ASSESSMENT METHODOLOGY

2.3 Throughout this analysis, and across all disciplines, the reader will be presented with the words impact and effect. 'Impact' is defined as the action being taken, and 'effect' is the change resulting from the action. The overall effect is also given a nature of effect (beneficial, adverse or neutral). There is no direct correlation between magnitude of impact and nature of effect, since change is by definition not necessarily adverse or beneficial. Similarly, and dependent on context, one can have a high magnitude of impact which is neutral in effect, which may strike some readers as peculiar or perverse. For example, however, it is possible for a major change to be so similar to others that have occurred and are anticipated that practically speaking it is neither beneficial or detrimental to the value of the receiving receptor (and hence is neutral).

ASSESSMENT SCOPE

2.4 This assessment is based on the Scoping Report submitted to the Council on the 7th of October 2020 and agreed in the Scoping Opinion received 17th December 2020 (ref. 20/3133/EIA). The Scoping process identified the heritage, townscape and visual receptors which would be assessed in the ES. Where a design has evolved or material changes to the baseline occur to an extent that that scope has changed, reasoned justification is provided.

2.5 Due to the passage of time, the Applicant also reengaged the Royal Borough and the LBTH to confirm the scope of verified views to support the application.

SITE VISITS

2.6 A field survey of the baseline situation was undertaken by Montagu Evans in 2020 and, again, during October 2023.

STUDY AREA

2.7 The study area for the BHTVIA comprises:

- All heritage receptors (designated and non-designated) up to 750 m from the Site;
- Townscape character areas up to 750 m from the Site;
- Visual receptors up to 6 km from the Site.

2.8 The plans at the respective baseline sections identify all of the receptors identified in the study area.

2.9 Site observations, a manual desk-based review of OS maps, characterisation studies and relevant heritage receptors were used to determine the study area. It has been informed by building locations and heights, topography and townscape features, and an understanding of the scale of the Development.

2.10 A Zone of Theoretical Visibility (ZTV) has been produced to outline the potential areas where the Development may be visible, up to a 2 km² study area surrounding the Site (**Figure 2.1**). The ZTV has been produced using topographically referenced three-dimensional models from VuCity software. It is a tool for a high-level understanding of the extent of visibility, which was further interrogated through review of individual viewpoints using field surveys and digital software.



Figure 2.1 ZTV of the Development prepared by Montagu Evans.



Figure 2.2 ZTV of the Development in the cumulative scenario, prepared by Montagu Evans.

ACCURATE VISUAL REPRESENTATIONS AND VISUAL AIDS

- 2.11 The assessment of each discipline is informed by AVRs. The location of the viewpoints has been agreed with the Council during the pre-application and EIA Scoping process.
- 2.12 The AVRs are provided in the following scenarios:
 - Existing = baseline photography
 - Proposed = Existing plus the Development
 - Cumulative = Development plus Cumulative Schemes as identified in ES Volume 1.0, Chapter 2: EIA Methodology.

2.13 The AVRs are independently prepared by Miller Hare according to an industry standard method provided at **Appendix 2.0**. The variables include angle of lens, framing of shot and orientation. TGN 06/19 Visual Representation of Development Proposals Technical Guidance Note (2019) prepared by Landscape Institute recommend one set of considerations, but these are not universally applied and are not suited often to certain urban environments because the angle of lens, 50 degrees, often eliminates context in close and medium-distance shots.

- 2.14 AVRs are merely tools of assessment, to be applied on site, and to act as aide memoires afterwards. They do not represent visual perception. The objective of an AVR is to simulate the likely visual changes that would result from a development. AVRs are two-dimensional and cannot capture the complexity of the visual experience. It is an approximation of the three-dimensional visual experience the observer would receive on site. Neither do they capture transient significant effects arising from noise or traffic on perception, or that wider range of expectations and associations that anyone in an urban scene may have.
- 2.15 A non-verified test view from Island Gardens has been prepared by Miller Hare. It is provided at **Appendix 4.0** to further inform the assessment of the impact of the Development on heritage, townscape and visual receptors. Email correspondence with the LBTH confirmed that the non-verified view was sufficient to understand the potential visual impact of the Development from Island Gardens, and a verified view was not required.
- 2.16 Artists' impressions based on geometrically accurate information (models) or characteristics of computer-generated images (CGIs) may sometimes be used. Whilst not independently verified, these can be very helpful in establishing and assessing the way a proposal will affect its immediate environment (to take one example only) and/or convey particular characteristics of development. This is because the AVR methodology is generally less helpful for assessing up close effects or, for example, in capturing the interaction of new landscape with buildings. Illustrative views are not used to inform the assessment of applications for outline permission but may be provided as a useful reference of what could be achieved through implementation of a design code.
- 2.17 The qualitative text accompanying the visual assessment seeks to contextualise the views. Inevitably one must accept that professional judgement is involved in this specialist area on the basis of the above and the importance of design quality in the operation of policy. A visit to the location from which the photographs were taken is required to appreciate and understand the visual impact.

2.18 Changes to visual amenity should not be judged in relation to static views (which are abstractions and not real) but in relation to the overall experience of an area and dependent upon the particular experiences and expectations of different receptors. The modelled viewpoints are often selected to show schemes at their maximum impact and not capture their typical impact in a receiving area or location. The impact assessment considers both the particular impact illustrated and the overall impact to come to a net assessment which more accurately reflects the overall experience than a single view.

HERITAGE

2.19 The term ‘heritage receptor’ is used within this assessment to describe a designated or non-designated heritage asset, as defined by the NPPF.

2.20 The assessment does not consider below-ground archaeological receptors, including scheduled monuments, unless the archaeological feature has been scoped into the assessment. This occurs in some cases where the understanding of an archaeological feature with no upstanding remains is affected by perceptions of its setting.

2.21 In accordance with paragraph 194 of the NPPF the relevant historic environment record has been consulted as part of this assessment (HER search reference 18113).

HERITAGE VALUE

2.22 Planning policy requires an applicant to describe the significance of any heritage receptors affected by a proposed development, including any contribution made by their setting. ‘Significance’ (for heritage policy) is defined in the NPPF Annex 2 as:

the value of a heritage asset to this and future generations because of its heritage interest. That interest may be archaeological, architectural, artistic or historic. Significance derives not only from a heritage asset’s physical presence, but also from its setting.

2.23 The term ‘heritage value’ is interchangeable in this assessment with ‘heritage significance’ and has been adopted to avoid conflation between ‘EIA significance’. Heritage value is assessed against the criteria contained in **Table 2.1**; the categories allow some flexibility in their practical application to the facts of any case. The typical examples for each category are indicative, mindful that the buildings/sites/areas cover a wide spectrum of character, history, features, and group relationships. The reader is referred to the qualitative assessment which outlines the particular nature of the value.

2.24 Paragraph 194 of the NPPF states that the “level of detail [to describe the significance of heritage assets] should be proportionate to the assets’ importance”. Great weight has been given to the conservation of all designated heritage receptors, although a gradation of value is appropriate. This is reinforced by the 2018 DCMS Principles for Selection of Listed Buildings which states “listed buildings are graded to reflect their relative special architectural and historic interest”:

Grade I buildings are of exceptional special interest;
Grade II buildings are particularly important buildings of more than special interest;*
Grade II buildings are of special interest, warranting every effort to preserve them.

2.25 The value of heritage receptors may be expressed with reference to their historical or architectural value identified in the Planning (Listed Buildings and Conservation Areas) Act 1990 (the ‘1990 PLBCA Act’), or the other values set out in the NPPF: archaeological, architectural, artistic or historic. For World Heritage Sites, the cultural value described within each site’s Statement of Outstanding Universal Value forms part of its value.

2.26 Where a proposal may affect the surroundings in which the heritage receptor is experienced, a qualitative assessment is made of whether, how and to what degree setting contributes to the value of heritage receptors. The assessment is informed by the check-list approach contained in Historic Environment Good Practice Advice in Planning Note 3: The Setting of Heritage Assets (2017) (hereafter ‘GPA3’). Setting is defined in the NPPF as:

The surroundings in which a heritage asset is experienced.
Its extent is not fixed and may change as the asset and its

surroundings evolve. Elements of a setting may make a positive or negative contribution to the significance of an asset, may affect the ability to appreciate that significance or may be neutral.

2.27 The heritage baseline articulates the contribution made by relevant aspects of setting towards value. Again, the level of detail is proportionate to the receptors’ importance and no more than is sufficient to understand the potential impact of the proposal to their value; however, each heritage receptor’s susceptibility to change derives from the particular nature of its heritage value, the existing character of its setting and the type of development proposed. The baseline assessment therefore describes what is sensitive about each heritage receptor and its setting without providing a sensitivity rating, which follows later in the assessment stage.

HERITAGE VALUE		
Value	Typical Criteria	Typical Examples
Very High	Building/site/area of international heritage value	World Heritage Sites, grade I statutorily listed buildings and registered parks and gardens, and some scheduled monuments, grade II* statutorily listed buildings and registered parks and gardens.
High	Building/site/area of national heritage value	Some scheduled monuments, Grade II* and II registered parks and gardens, grade II* and II statutorily listed buildings and conservation areas.
Medium	Building/site/area of lower national or particular local heritage value	Some grade II registered parks and gardens, grade II statutorily listed buildings and conservation areas.
Low	Building/site/area of local heritage value	Locally listed buildings (or equivalent non-designated heritage assets).
Very Low	Building/site/area of low local heritage value	Receptors not formally identified, but which may have a degree of value meriting consideration in planning decisions

Table 2.1 Heritage Value Criteria

HERITAGE SENSITIVITY

2.28 The first stage in assessing the impact of the Development upon the heritage value of a receptor is to identify its sensitivity to change. Sensitivity is identified by calibrating the baseline value of the receptor with its susceptibility to change, defined as the ability of the heritage receptor to accommodate the type and/or nature of development without change to its value (see **Table 2.2**). In relation to heritage setting, paragraph 17 of GPA3 provides guidance on the relationship between heritage value and the potential impact of development upon that value by virtue of changes to its setting:

All heritage assets have significance, some of which have particular significance and are designated. The contribution made by their setting to their significance also varies. Although many settings may be enhanced by development, not all settings have the same capacity to accommodate change without harm to the significance of the heritage asset or the ability to appreciate it. This capacity may vary between designated assets of the same grade or of the same type or according to the nature of the change. It can also depend on the location of the asset: an elevated or overlooked location; a riverbank, coastal or island location; or a location within an extensive tract of flat land may increase the sensitivity of the setting (ie the capacity of the setting to accommodate change without harm to the heritage asset's significance) or of views of the asset. This requires the implications of development affecting the setting of heritage assets to be considered on a case-by-case basis.

2.29 Cases of direct changes to the fabric of heritage receptors may be more likely to be susceptible to change, although this may be moderated according to the facts of the case. The qualitative text should clearly articulate where any deviation is made from this judgement.

HERITAGE SUSCEPTIBILITY TO CHANGE CRITERIA	
High	The setting of the receptor or receptor itself has a low ability to accommodate the type of change without change to its value.
Medium	The setting of the receptor or receptor itself has a moderate ability to accommodate the type of change without change to its value.
Low	The setting of the receptor or receptor itself has a high ability to accommodate the type of change without change to its value.

Table 2.2 Susceptibility of Heritage Receptor to Change Criteria

2.30 The value of the receptor and its susceptibility are calibrated using the matrix at **Table 2.3**. Sensitivity is recorded in a verbal scale (high, medium or low), supported by a clear narrative linked to evidence from the baseline study and an assessment of susceptibility.

HERITAGE SENSITIVITY			
Receptor Value	Susceptibility of Receptor to Change		
	Low	Medium	High
Very Low	Low	Low	Low/Medium
Low	Low	Low/Medium	Medium
Medium	Low/Medium	Medium	Medium/High
High	Medium	Medium/High	High
Very High	Medium/High	High	High

Table 2.3 Heritage Sensitivity (Nature of Receptor Likely to be Affected)

HERITAGE MAGNITUDE

2.31 The magnitude of change to the receptors' heritage value is then considered. In relation to setting impacts, although the change arising from the Development may be large in physical scale or geographical extent, there may nonetheless be little or no impact on heritage value, and vice versa. The heritage impacts of the Development have been considered in relation to the degree of change caused to those parts of the receptor and/or its setting which contribute to its heritage value.

2.32 The judgement of magnitude considers the size or scale, geographical extent or duration and reversibility of the impact and whether the Development:

- Conforms with the pattern, scale, mass, grain and historic features of the receptor;
- Creates a loss or restoration of key features of the receptor;
- Contributes to the identified receptor character; and
- Accords with national, regional and local planning policy and guidelines.

2.33 The magnitude of impact is a qualitative judgement supported by the narrative text within the assessment. The professional judgement is quantified using criteria at **Table 2.4**.

HERITAGE MAGNITUDE OF IMPACT	
High	Major change to the value of the receptor. Loss of or major alteration to key elements/features/characteristics that contribute to value. The duration of this impact may be permanent and non-reversible.
Medium	Moderate change to the value of the receptor. Alteration to one or more key elements/features/characteristics that contribute to value. The duration of this impact may be semi-permanent and partially reversible.
Low	Minor change to the value of the receptor. Minor alteration to one or more elements/features/characteristics that contribute to value. The duration of this impact may be temporary and reversible.
Very Low	Negligible change to the value of the receptor. Very minor alteration to one or more key elements/features/characteristics of the baseline. The duration of this impact may be temporary and reversible.
Nil	No change to the value of the receptor.

Table 2.4 Magnitude of Impact to Heritage Receptor Criteria

HERITAGE LIKELY EFFECTS

2.34 Likely effects are determined by combining the judgements of sensitivity and the magnitude of impact (**Table 2.5**). For this assessment, moderate, moderate to major and major effects are considered ‘significant’. A ‘significant impact’ is defined as it is defined in the EIA Regulations (2014): “an impact that may have a notable effect on one or more aspects of the environment or may result in non-compliance with accepted environmental quality standards, thresholds or targets and is determined through rating the positive and negative effects of an impact on the environment based on criteria such as duration, magnitude, intensity and probability of occurrence”¹². Based on the definition of ‘significant’ effects as notable ones that affect a receptor, the magnitude of impacts that would lead to minor and below would not cause that. Criteria defining the scale of effect is provided at **Table 2.6**.

HERITAGE LIKELY EFFECT ON RECEPTOR			
Magnitude	Sensitivity		
	Low	Medium	High
Nil	None	None	None
Very Low	Negligible	Negligible	Negligible / Minor
Low	Minor	Minor / Moderate	Moderate
Medium	Minor / Moderate	Moderate	Moderate / Major
High	Moderate	Moderate / Major	Major

Table 2.5 Likely Effect on Heritage Receptor Matrix

2.35 The scale of effect requires a qualitative discussion to describe and elucidate this judgement to the reader. This is necessary because heritage assessment is not a strict quantitative process and some of these considerations will depend on expert judgements. Accordingly, there is an emphasis on qualitative text throughout the assessment to describe the receptors and the judgements in regard to the significance of the identified effects.

2.36 Professional judgement is also required to determine the nature of the likely effects. For example, there will be cases where a high magnitude of impact produces a major scale of effect, on the basis that the component

is prominent or noticeable, but notwithstanding that the quality of effect is beneficial as a consequence of design quality or other benefits. This approach arises most often as a consequence of major developments in areas positively identified for transformational change. Often, such impacts will have varied effects such that a hard and fast categorisation is finely balanced as between beneficial or harmful. In many instances, therefore, the final identification of impact and effect will turn on discursive analysis. Criteria defining the nature of effect is provided at **Table 2.7**.

HERITAGE SCALE OF AN EFFECT	
Major	The change resulting from the impact of the Development upon the heritage value of the receptor would give rise to a very significant effect.
Moderate	The change resulting from the impact of the Development upon the heritage value of the receptor would give rise to a significant effect.
Minor	The change resulting from the impact of the Development upon the heritage value of the receptor would give rise to an effect, but this would not be significant.
Negligible	The change resulting from the impact of the Development upon the heritage value of the receptor would give rise to a barely discernible effect. This would not be significant.
None	The change resulting from the impact of the Development upon the heritage value of the receptor would have no effect.

Table 2.6 Scale of an Effect

HERITAGE NATURE OF AN EFFECT	
Beneficial	An enhancement to a receptor
Neutral	An effect that on balance, is neither beneficial nor adverse to a receptor, and therefore preserves the receptor.
Adverse	A harmful impact to a receptor

Table 2.7 Nature of an Effect

¹² Environmental Impact Assessment Regulations, published under GN R982 in GC 38282 (4 December 2014).

TOWNSCAPE AND VISUAL

2.37 The framework for assessment of townscape and visual impact has been prepared using the GLVIA3. The two components of townscape and visual assessment are:

1. The assessment of townscape effects: assessing effects on the townscape as a resource in its own right; and
2. The assessment of visual effects: assessing effects on the general visual amenity experienced by people. Specific views are also assessed where they form strategic views designated in the development plan, or where agreed with the competent authority.

TOWNSCAPE AND VISUAL VALUE

TOWNSCAPE VALUE

2.38 The townscape baseline assessment describes character areas/types and their characteristics. It defines the distinct and recognisable patterns of elements, or characteristics that make one area different from another, rather than better or worse. Areas are defined and mapped with boundaries that suggest a sharp change from one townscape area to another; however, on site, changes can be more subtle and practically, this often represents a zone of transition. Criteria to assess townscape character areas and apportion value is contained in **Table 2.8**.

2.39 Assessment is informed by an understanding of how an area has evolved, the use of aerial photography and field survey, along with desk-based research as appropriate and to a level commensurate with the sensitivity of the receptor and its susceptibility to change. Important published sources will normally comprise formal character assessments prepared, for example, as part of local plan making or agencies or county authorities.

2.40 The objective of identifying the existing context is to provide an understanding of the townscape in the area that may be affected – its constituent elements, its character and the way this varies spatially, its geographic extent, its history, its condition, the way the townscape is experienced and the value attached to it. This assessment cannot practically and objectively capture what local people in an area feel about their area (unless of course this has been subject to a specific study which is produced in an objective or reflective manner). Thus, this value analysis reflects professional judgment.

TOWNSCAPE RECEPTOR VALUE			
Value	Importance	Typical Criteria	Typical Features / Characteristics
Very High	International / National	Unique or outstanding townscape with clearly distinctive characteristics, features and elements; Widespread use of quality materials; Very strong urban structure, characteristic patterns and balanced combination of built form and open space; Appropriate management for land use; No, or very limited, detracting features.	International or national designation, and/or designated heritage receptors of significant importance
High	National / Regional / Local	Distinctive or unusual townscape with notable features and elements; Evident use of quality materials; Strong urban structure, characteristic patterns and balanced combination of built form and open space; Appropriate management for land use with limited scope to improve; Limited detracting features.	National or regional designation, and/or designated heritage receptors
Medium	Regional / Local	Attractive townscape with occasional distinctive features; Recognisable urban structure, characteristic patterns and combinations of built form and open space; Scope to improve management for land use; Some detracting features.	Regional or local recognition, including local plan designations, with value possibly expressed through literature and cultural associations.
Low	Local	Commonplace or ordinary townscape with limited variety or distinctiveness; Distinguishable urban structure, characteristic patterns and combinations of built form and open space, although often fragmented; Scope to improve management or land use; Potentially some dominant detracting features and areas of very low value.	Some positive townscape features but largely degraded and may benefit from regeneration, restoration or enhancement.
Very Low	Local	Very common townscape, often in decline; Weak or degraded urban structure, characteristic patterns and combination of built form and open space; Lack of management has resulted in degradation; Frequent dominant detracting features; Disturbed or derelict land requires treatment.	Heavily degraded townscape and/or identified for change.

Table 2.8 Townscape Receptor Value Criteria

VISUAL AMENITY VALUE

- 2.41 The visual baseline assessment established the area in which the development may be visible, the different groups of people who may experience views of the development, the places where they will be affected and the nature of the views and visual amenity at those points.
- 2.42 The baseline study identifies individuals and/or defined groups of people within the area who will be affected by changes in the views, 'visual receptors'. The following visual receptors are identified by GLVIA3 as being likely to be the most susceptible to change:
 - Residents and other frequent users of the area;
 - People, whether residents or visitors, who are engaged in outdoor recreation, including use of public rights of way, attractions or those whose attention or interest is likely to be focused on the landscape and on particular views; and
 - Communities where views contribute to the landscape setting enjoyed by residents in the area.
- 2.43 Representative viewpoints are identified based on a comprehensive review of the surrounding area, including the following criteria:
 - Heritage receptors;
 - Townscape character;
 - Where the development may be prominent;
 - Be visible from concentrations of residential areas;
 - Open spaces (parkland, publicly accessible space);
 - Potentially sensitive receptors (e.g. schools);
 - Accessibility to the public;
 - The viewing direction, distance and elevation;
 - Townscape and transport nodes.
- 2.44 The identification of viewpoints also considers any strategic or local viewpoints identified by the local planning authorities or other relevant bodies.
- 2.45 The visual amenity value of locations is assessed using the criteria contained in **Table 2.9**. Amenity is a broad concept in planning, and the Planning Portal [online] defines it as "A positive element or elements that contribute to the overall character or enjoyment of an area. For example, open land, trees, historic buildings and the inter-relationship between them, or less tangible factors such as tranquillity." Changes in

amenity are typically assessed through changes to what people see and perceive, and the shorthand for this are 'views' and 'visual impact'.

- 2.46 The places at which or in which these individuals will experience a change will always be a publicly accessible place, in line with best practice. The visual assessment is therefore separate to a 'residential amenity assessment', which considers private viewpoints from residential properties (refer to GLVIA3, paragraph 6.17). In some instances, the visual impact assessment will address impacts from private land, but that is only where this topic has been scoped with the decision maker and a specific methodology agreed. Such private land amenity assessments often rely on other concepts in town planning/measurements such as privacy and enclosure or overbearing.

VISUAL AMENITY VALUE	
Value	Criteria / Examples
Very High	Areas of national or international importance and/or identified strategic views of national or international importance. Very enjoyable area with multiple positive elements and/or Very High townscape value.
High	Areas of national or regional importance, or particular local importance and/or static view identified in the development plan. Enjoyable area with several positive elements and/or High townscape value.
Medium	Areas of regional or local importance and/or static view identified in planning guidance, including conservation area appraisals. Pleasant area with some positive elements and/or Medium townscape value.
Low	Commonplace areas with limited positive elements and/or Low townscape value, often with detracting elements.
Very Low	Area of Very Low townscape value (e.g. industrial areas/busy main roads) that has very few positive characteristics, usually with significant detracting elements.

Table 2.9 Visual Amenity Value Criteria

TOWNSCAPE AND VISUAL SUSCEPTIBILITY

- 2.47 The first stage in the assessment of the Development on a townscape or visual receptor is to identify its sensitivity to the Development. Sensitivity is identified by calibrating the baseline value of the receptor with its susceptibility, defined as the ability to accommodate the particular type and/or nature of development without undue consequences for the maintenance of the baseline situation and/or the achievement of planning policies and strategies. The criteria for determining townscape susceptibility is described at **Table 2.10** and visual susceptibility at **Table 2.11**.
- 2.48 GLVIA3 explains landscape susceptibility at pages 88–89. There is no specific definition of townscape susceptibility. Professional judgement is applied based on the understanding of landscape susceptibility to reach judgements on townscape susceptibility.
- 2.49 GLVIA3 describes susceptibility to change of landscape receptors as "the ability of the landscape receptor (whether it be the overall character or quality/condition of a particular landscape type or area, or an individual element and/or feature, or a particular aesthetic and perceptual aspect) to accommodate the proposed development without undue consequences for the maintenance of the baseline situation and/or the achievement of landscape planning policies and strategies."
- 2.50 Susceptibility is relative to the general type of development proposed e.g. a receptor may be more or less susceptible to a proposal for an industrial facility as opposed to a residential building depending on the receiving environment. Equally, a receptor may be more or less susceptible to a tall building than a low-rise development depending on the receiving environment.

2.51 Effects are particular to the specific landscape / townscape in question, which includes reference to aspects such as the quality, nature and condition of the receptor, or, existing scale and grain e.g. if the existing townscape is of a similar scale and / or grain as the development, it may have a greater ability to accommodate the development and thus a lower susceptibility to change, subject to those existing characteristics not undermining or undue consequence arising from that baseline condition or anticipated achievement of relevant townscape / landscape planning policies, which includes site allocations or anticipated development identified in the statutory development plan.

TOWNSCAPE SUSCEPTIBILITY TO CHANGE CRITERIA	
High	The receptor has a low ability to accommodate the specific proposed change e.g. the existing townscape / landscape comprises very limited or no similar types of development to that proposed and/or the townscape / landscape policies do not anticipate this type of development.
Medium	The receptor has a moderate ability to accommodate the specific proposed change e.g. the existing townscape / landscape comprises some similar types of development to that proposed and/or the townscape / landscape policies anticipate some of this type of development.
Low	The receptor has a high ability to accommodate the specific proposed change e.g. the existing townscape / landscape comprises several similar types of development to that proposed and/or the townscape / landscape policies anticipate this type of development.

Table 2.10 Susceptibility of Townscape Receptor to Change Criteria

VISUAL SUSCEPTIBILITY

2.52 GLVIA3 explains visual susceptibility at pages 113–114. Page 113 sets out that susceptibility of different visual receptors to changes in views and visual amenity is mainly a function of:

- The occupation or activity of people experiencing the view at particular locations;
- The extent to which their attention or interest may therefore be focused on the views and the visual amenity they experience at particular locations.

2.53 Visual receptors who are more likely to have a high susceptibility to change include residents at home, people who are engaged in activities that involve an appreciation of the surrounding landscape or townscape, and visitors to heritage assets or other attractions. This is the advice of GLVIA3; however, the guidance also makes it clear that this will not be true in all cases since susceptibility to change is to some extent, as noted, a function of context.

2.54 Again, and subject to that qualification, visual receptors who are more likely to have a low susceptibility to change include users of amenity space that does not depend on or involve an appreciation of the surrounding landscape / townscape such as people engaged in sports activities. GLVIA3 states that *“each project needs to consider the nature of the groups of people who will be affected and the extent to which their attention is likely to be focused on views and visual amenity.”*

VISUAL SUSCEPTIBILITY TO CHANGE CRITERIA	
High	The receptor has a low ability to accommodate the specific proposed change e.g. the visual receptor is likely to be heavily engaged on the view/visual amenity and/or the type of development is incongruent to the baseline condition or would undermine the enjoyment of the visual receptor.
Medium	The receptor has a moderate ability to accommodate the specific proposed change e.g. the visual receptor is likely to be partially engaged on the view / visual amenity and/or the type of development is congruent to aspects of the baseline condition or would undermine some aspects of the enjoyment of the visual receptor.
Low	The receptor has a high ability to accommodate the specific proposed change e.g. the visual receptor is likely to be not engaged on the view / visual amenity and/or the type of development is congruent to the baseline condition or would not undermine the enjoyment of the visual receptor.

Table 2.11 Susceptibility of Visual Receptor to Change Criteria

TOWNSCAPE AND VISUAL SENSITIVITY

2.55 The baseline value of the receptor and its susceptibility are calibrated using the matrix at Table 2.12. Sensitivity is recorded in a verbal scale (high, medium or low), supported by the clear narrative linked to evidence from the baseline study and an assessment of susceptibility.

TOWNSCAPE AND VISUAL SENSITIVITY			
Receptor Value	Susceptibility of Receptor to Change		
	Low	Medium	High
Very Low	Low	Low	Low/Medium
Low	Low	Low/Medium	Medium
Medium	Low/Medium	Medium	Medium/High
High	Medium	Medium/High	High
Exceptional	Medium/High	High	High

Table 2.12 Townscape and Visual Sensitivity (Nature of Receptor Likely to be Affected)

TOWNSCAPE AND VISUAL MAGNITUDE

2.56 The magnitude of impact is a qualitative judgement supported by the narrative text within the assessment. The professional judgement is quantified using criteria at **Table 2.13**. The judgement of magnitude considers the size or scale, geographical extent or duration and reversibility of the impact.

TOWNSCAPE AND VISUAL MAGNITUDE OF IMPACT	
High	Major change to the value of the townscape receptor or visual amenity. The proposals would be very noticeable, comprising a notable change over an extensive area or an intensive change over a more limited area. May comprise major alteration to key elements/features/characteristics of the receptor. The duration of this impact may be permanent and non-reversible.
Medium	Moderate change to the value of the townscape receptor or visual amenity. The proposals would be noticeable, comprising a recognisable change over a large area or a moderate change over a more limited area. May comprise alteration to one or more key elements/features/characteristics of the receptor. The duration of this impact may be semi-permanent and partially reversible.
Low	Minor change to the value of the townscape receptor or visual amenity. The proposals would be noticeable, although comprising a small change over a limited area or similar to a main component of the receptor. May comprise minor alteration to one or more key elements/features/characteristics of the receptor. The duration of this impact may be temporary and reversible.
Very Low	Barely discernible change to the value of the townscape receptor or visual amenity. The proposals would not be noticeable, although comprising a very small change over a very limited area or very similar to the main components of the receptor. May comprise very minor alteration to one or more key elements/features/characteristics of the receptor. The duration of this impact may be temporary and reversible.
Nil	No change to the value of the townscape receptor or visual amenity.

Table 2.13 Magnitude of Impact Criteria

TOWNSCAPE AND VISUAL LIKELY EFFECTS

2.57 Likely effects are determined by combining the judgements of sensitivity and the magnitude of impact using a common matrix shared across all topic areas (**Table 2.14**). For this assessment, moderate, moderate to major and major effects are considered 'significant'. A 'significant impact' is defined as it is defined in the EIA Regulations (2014): "an impact that may have a notable effect on one or more aspects of the environment or may result in non-compliance with accepted environmental quality standards, thresholds or targets and is determined through rating the positive and negative effects of an impact on the environment based on criteria such as duration, magnitude, intensity and probability of occurrence."¹³ Based on the definition of 'significant' effects as notable ones that affect a receptor, the magnitude of impacts that would lead to minor and below would not cause that. Criteria defining the scale of effect is provided at **Table 2.15**.

2.58 Professional judgement is required to determine the nature of the likely effects. Criteria defining the nature of effect is provided at **Table 2.16**. For example, there will be cases where a high magnitude of impact produces a major scale of effect, on the basis that the component is prominent or noticeable, but notwithstanding that the quality of effect is beneficial as a consequence of design quality or other benefits. This approach arises most often as a consequence of major developments in areas positively identified for transformational change. Often, such impacts will have varied effects such that a hard and fast categorisation of an effects quality is finely balanced as between beneficial or harmful. In many instances, therefore, the final identification of impact and effect will turn on discursive analysis. This makes a necessary professional adjustment to the tabular analysis format which can produce inaccurate reporting.

2.59 The assessment of nature of effect also requires a qualitative discussion to describe and elucidate this judgement to the reader. This is necessary because townscape and visual assessment is not a strict quantitative process and some of these considerations will depend on expert judgements. Accordingly, there is an emphasis on qualitative text throughout the assessment to describe the receptors and the judgements in regard to the significance of the identified effects.

¹³ Environmental Impact Assessment Regulations, published under GN R982 in GC 38282 (4 December 2014).

TOWNSCAPE AND VISUAL LIKELY EFFECT ON RECEPTOR			
Magnitude	Sensitivity		
	Low	Medium	High
Nil	None	None	None
Very Low	Negligible	Negligible	Negligible / Minor
Low	Minor	Minor / Moderate	Moderate
Medium	Minor / Moderate	Moderate	Moderate / Major
High	Moderate	Moderate / Major	Major

Table 2.14 Likely Effect on Receptor Matrix

TOWNSCAPE AND VISUAL SCALE OF AN EFFECT	
Major	The change resulting from the impact of the Development upon the receptor would give rise to a very significant effect.
Moderate	The change resulting from the impact of the Development upon the receptor would give rise to a significant effect.
Minor	The change resulting from the impact of the Development upon the receptor would give rise to an effect, but this would not be significant.
Negligible	The change resulting from the impact of the Development upon the receptor would give rise to a barely discernible effect. This would not be significant
None	The change resulting from the impact of the Development upon the receptor would have no effect.

Table 2.15 Scale of an Effect

TOWNSCAPE AND VISUAL NATURE OF AN EFFECT	
Beneficial	An advantageous effect to a receptor
Neutral	An effect that on balance is neither beneficial nor adverse to a receptor.
Adverse	A detrimental effect to a receptor

Table 2.16 Nature of an Effect

CUMULATIVE EFFECTS

2.60 The map at **Figure 2.1** shows all Cumulative Schemes assessed as part of this BHTVIA, listed below:

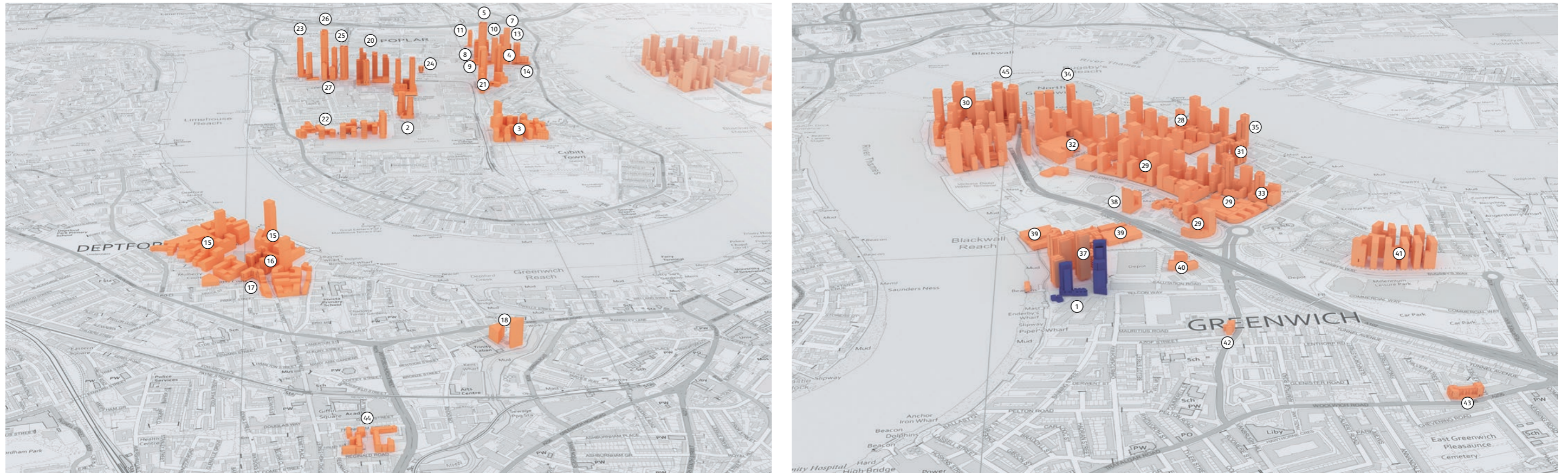


Figure 2.3 Dimetric View of Cumulative Schemes

1. Enderby Place (Proposed) (Greenwich)
2. Millharbour 49–59 Millharbour, 2–4 Muirfield Crescent And 23–39 Pepper Street, London, E14 (PA/16/03518/A3) (THBC)
3. Crossharbour District Centre (2019) 151 East Ferry Road, London, E14 3BT (PA/19/02534/A1) (THBC)
4. Wood Wharf – Reserved Matters – RM02 Wood Wharf RM02 (Development Plot F2) Wood Wharf, Prestons Road, London (PA/15/00236/P1) (THBC)
5. Wood Wharf – Reserved Matters – RM03 – Plots E3 and E4 Wood Wharf RM03 (Development Plots E1/E2 and E3/ E4) Wood Wharf, Prestons Road, London (PA/15/00286/P2) (THBC)
6. Wood Wharf – Reserved Matters – RM08 Wood Wharf RM08 (Blackwall Basin), Prestons Road, London (PA/16/02952/NC) (THBC)
7. Wood Wharf – Reserved Matters – RM10 Wood Wharf RM10 (Development Plot G3) Wood Wharf, Prestons Road, London E14 9PZ (PA/17/02609/P1) (THBC)
8. Wood Wharf – Reserved Matters – RM12 Wood Wharf RM12 (Development Plot C2), Prestons Road, London (PA/18/03041/S) (THBC)
9. Wood Wharf – Reserved Matters – RM14 Wood Wharf RM14 (Development Plot D3 & D4), Prestons Road, London (PA/19/00112) (THBC)
10. Wood Wharf – Reserved Matters – RM16 Wood Wharf RM16 (Development Plots G1, G2, G4, G5, G6 and G8 – buildings G1 and G5), Prestons Road, London (PA/19/01612) (THBC)
11. Wood Wharf – Reserved Matters – RM17 Wood Wharf RM17 (Development Plot B2), Prestons Road, London (PA/19/01614) (THBC)
12. Wood Wharf – Reserved Matters 20 Wood Wharf RM 20 (Development Plots E3 and E4), Prestons Road, London E14 9SF (PA/21/01440/NC) (THBC)
13. Wood Wharf – Reserved Matters 21 Wood Wharf RM 21 (Development Plots J1, J2 and J3), Prestons Road, London, E14 9SF (PA/21/01441/NC) (THBC)
14. Wood Wharf – Reserved Matters 22 Wood Wharf, RM22 (Development Plots J4 and J5) Prestons Road, London E14 9SF (PA/21/02059/S) (THBC)
15. Convoys Wharf – Parameter Plans Convoys Wharf, Prince Street, London, SE8 3JH (DC/13/83358) (Lewisham)
16. Convoys Wharf – Phase 1 – Plot 08 Convoys Ltd, Price Street, London, SE8 3JH (DC/18/107698) (Lewisham)

17. Convoys Wharf – Phase 1 – Plot 15 Convoys Ltd, Prince Street, London, SE8 3JH (DC/19/111912) (Lewisham)
18. Creekside Village (East) 2014 Land bounded by Deptford Creek, Copperas Street and Creek Road (Creekside East), London, (DC/18/108548) (Greenwich)
19. 225 Marsh Wall (2016) 225 Marsh Wall, London, E14 9FW (PA/16/02808) (THBC)
20. Millharbour Village (2020) Two Sites: SITE 1 Land at 3 Millharbour and SITE 2 land at 6, 7 and 8 South Quay Square, South Quay Square, London (PA/20/01969) (THBC)
21. Skylines Village (2017) Skylines Village, Limeharbour, London (PA/17/01597/A1) (THBC)
22. Former Westferry Printworks (2015) 235 Westferry Road, London, E14 8NX (PA/15/02216) (THBC)
23. Cuba Street (2020) Cuba Street Site, Land At North East Junction Of Manilla Street And Tobago Street, Tobago Street, London (PA/20/02128/A1) (THBC)
24. South Quay Plaza 3 South Quay Plaza, 183–189 Marsh Wall, London (PA/14/00944) (THBC)
25. 54 Marsh Wall 54 Marsh Wall, London, E14 9TP (PA/16/01637/A1) (THBC)
26. 50 Marsh Wall – 63–69 Manilla Street 50 Marsh Wall, 63–69 And 68–70 Manilla Street London, E14 9TP (PA/15/02671/R) (THBC)
27. 56–58 Marsh Wall (PA/22/00591/A1) (THBC)
28. Greenwich Peninsula – 2015 Masterplan – Lower Riverside Land at Greenwich Peninsula, to the south of the O2, SE10 (15/0716/O) (Greenwich)
29. Greenwich Peninsula – 2015 Masterplan – Lower Brickfields Land at Greenwich Peninsula, to the south of the O2, SE10 (15/0716/O) (Greenwich)
30. Greenwich Peninsula – 2015 Masterplan – Meridian Quays Land at Greenwich Peninsula, to the south of the O2, (SE10 15/0716/O) (Greenwich)
31. Greenwich Peninsula – Reserved Matters – Plot 19.05 – 2021 Plot 19.05, Chandlers Avenue, Lower Riverside Greenwich Peninsula, London SE10 (21/2077/R) (Greenwich)
32. Greenwich Peninsula – 2019 Masterplan – Outline Greenwich Peninsula Masterplan and Plots 18.02 & 18.03, London, SE10 (19/2733/O) (Greenwich)
33. Greenwich Peninsula – 2019 Masterplan – Detailed Plots 18.02 and 18.03 Greenwich Peninsula Masterplan and Plots 18.02 & 18.03, London, SE10 (19/2733/O) (Greenwich)
34. Greenwich Peninsula Plot No201 Plot No201, Peninsula Square, Greenwich, SE10 0DX (23/2150/F) (Greenwich)
35. Greenwich Peninsula – Plot M0121 Plot M0121, Lower Riverside, Greenwich Peninsula, Greenwich, SE10 (23/1565/F) (Greenwich)
36. Silvertown Tunnel – Tunnel Services Compound Envelope – South Land At Thameside West And Carlsberg Tetley, Dock Road, Silvertown, London, E16 (17/2658/K) (Greenwich)
37. Morden Wharf (2020) Morden Wharf located off Tunnel Avenue, Greenwich, London, SE10 0NU (20/1730/O) (Greenwich)
38. 1 Boord Steet n/a (19/0939/F) (Greenwich)
39. Temporary bus garage Go-ahead London, Northern Warehouse Go-Ahead London, Northern Warehouse, Morden Wharf Road, Greenwich, London, SE10 0NU (23/1161/F) (Greenwich)
40. Peterboat Close Unit 2 & 7 Peterboat Close and 165 Tunnel Avenue, London SE10 0PX (22/1026/F) (Greenwich)
41. Greenwich Millennium Village Plots 401 402 403 404 405 Parcel 4 of Greenwich Millennium Village , Phase 3, 4 & 5, Peartree Way, Greenwich, SE10 0HZ (19/4075/R) (Greenwich)
42. 87 Blackwall Lane 87 Blackwall Lane, Greenwich, SE10 (0AP 19/0512/F) (Greenwich)
43. 141–143 Woolwich Road 141–143 Woolwich Road, London, SE10 (0RJ 21/3944/F) (Greenwich)
44. Sam Manners 57 Tuskar Street (former Sam Manners House) Greenwich, SE10 (9UJ 20/1815/F) (Lewisham)
45. Meridian Quays – RMA – Plots 1.02 and 1.03 n/a (23/0418/R) (Greenwich)
46. Sun Wharf SUN WHARF, CREEKSIDE, LONDON, SE8 3DZ (DC/20/118229) (Lewisham)
47. Saxon Wharf n/a (18/1594/F) (Greenwich)
48. Ravensbourne Wharf n/a (23/1414/F) (Greenwich)
49. Charlton Riverside 9, 40–45 HERRINGHAM ROAD, 55 NEW LYDENBERG STREET, UNITS 1–32 NEW LYDENBURG COMMERCIAL ESTATE, LONDON, SE7 (19/3456/F) (Greenwich)
50. The Bellamy 15–27 Byng Street, 29 Byng Street (Flats 1–6 Dowlen Court) and 1–12 Bellamy Close, London, E14 (PA/21/02776/A1) (THBC)
51. Ensign House (2021) Ensign House, Admirals Way, London, E14 9XQ (PA/21/00952/A1) (THBC)
52. Quay House (2020) Quay House, Admirals Way, London, E14 3AG (PA/20/02649) (THBC)
53. HQW1 – Heron Quays West Heron Quay, London, E14 (PA/16/02956) (THBC)
54. Millennium Village (Parcel 4 and 5 (Plot 401–405 and 501–503)) 12/0022/O (Greenwich)
- 2.61 Cumulative schemes Victoria Deep Water Terminal (17/1142/F) and Land North of Northern Warehouse, Morden Wharf, Morden Wharf Road, London, SE10 0NU (19/3298) are omitted from the cumulative assessment. They have limited impact in their built form given that one is a temporary concrete batching plant and the other is the construction of hardstanding; therefore the two schemes will have no material impact on heritage, townscape or visual effects.
- 2.62 The following cumulative schemes are nearing completion and their massing is therefore captured in the baseline condition:
1. One Thames Quay (PA/21/00900)
 2. 111–113 Mellish Stret (PA 19/01299/A1)
 3. South Quay Plaza Phase 4 (15/03073/B1)
 4. Frankham Walk (Tidemill Primary School) (DC/16/095039)
- HERITAGE**
- 2.63 Paragraph 36 of GPA3 states:
- Cumulative assessment is required under the EU Directive on EIA. Its purpose is to identify impacts that are the result of introducing the development into the view in combination with other existing and proposed developments. The combined impact may not simply be the sum of the impacts of individual developments; it may be more, or less.*
- 2.64 The word ‘cumulative’ in this context should be taken to mean incremental and the practical effect of this would generally be to increase the degree of harmful impact in specific cases, judged on a qualitative basis. Instances of incremental harm have as matters of practice normally come about when previous development is recognised to have created a harmful condition, to which a specific proposal adds, so potentially augmenting the pre-existing harm. In all cases, however, a freestanding assessment is required.

- 2.65 GPA3 states:
Where the significance of a heritage asset has been compromised in the past by unsympathetic development affecting its setting, to accord with NPPF policies consideration still needs to be given to whether additional change will further detract from, or can enhance, the significance of the asset. Negative change could include severing the last link between an asset and its original setting; positive change could include the restoration of a building's original designed landscape or the removal of structures impairing key views of it.
- 2.66 Paragraph 40 of GPA3 states:
Where attributes of a development affecting setting may cause some harm to significance and cannot be adjusted, screening may have a part to play in reducing harm. As screening can only mitigate negative impacts, rather than removing impacts or providing enhancement, it ought never to be regarded as a substitute for well-designed developments within the setting of heritage assets.
- 2.67 GPA3 and other guidance (for example, the Greater London Authority's guidance on World Heritage Sites) uses the word cumulative differently, and in relation to past impacts which have been negative. Thus, according to this approach (which is accepted in decision making), the assessor should consider whether past changes are positive or negative and, if the latter, whether the proposed new change adds to pre-existing harm, and so increases the overall harm caused by proposals. This form of assessment is fact specific and often relies on published documents confirming there has been past harm and why. There is no requirement, however, for such external validation and the matter can arise in individual assessments or through discussions with the competent authority and other stakeholders.

TOWNSCAPE AND VISUAL

- 2.68 GLVIA3 sets out two main approaches to inter-project effects between any given proposed development and cumulative schemes (See GLVIA, paragraph 7.18). The first approach is to focus:
primarily on the additional effects of the main project under consideration... on top of the cumulative baseline

- 2.69 The second approach is to focus:
on the combined effects of all the past, present and future proposals together with the new project
- 2.70 This assessment takes the second approach, which is to consider the in-combination effects of the Development with other cumulative schemes. It is considered that this approach is best suited to an urban environment, in which the cumulative effects between the Enderby Place Development and other cumulative schemes may be complex (including situations in which the effect of the Development could be lessened or removed entirely by cumulative schemes). If the building in isolation has no effect, i.e. where it cannot be seen, then there is also no cumulative effect as there would be no combined effect.

MITIGATION

- 2.71 Mitigation measures proposed to prevent, reduce or offset any significant likely adverse effects have been identified and developed as part of the pre-application design process. The primary mitigation measures have become embedded into the project design, commonly referred to as embedded mitigation. The mitigation arising from design development and consultation responses is identified at **Section 7.0**.

- 2.72 The likely effects of the Development include embedded mitigation. As a result, there is no requirement for additional mitigation and thus likely residual effects remain the same as the likely effects, unless otherwise stated.

POLICY DISCUSSION

PRINCIPLE OF HIGH DENSITY

- 2.73 The Site is located in an area that the development plan identifies as acceptable in principle for higher density development, including tall buildings.
- 2.74 The most up to date tall buildings policy is the London Plan. Policy D9 of the London Plan provides criteria to assess tall buildings, plus a specific requirement for local authorities to identify areas where tall buildings are acceptable.
- 2.75 Policy DH2 (Tall Buildings) of the Local Plan states that "*Tall buildings may be appropriate in [...] Greenwich Peninsula West*". The Site is located within the Greenwich Peninsula West area, and therefore meets the locational requirement of policy D9. Any proposed tall building will still need to

- consider its impact on the existing character of the area and the policy requirements set out in the Development Plan.
- 2.76 The supporting text to policy D9 clarifies that it is informed by policies D1, D2 and D3.
- 2.77 The first, D1, is a plan making policy defining a strategic approach, and requires LPAs to undertake appraisals of their plan area's social, demographic and physical characteristics to ascertain the capacity for growth. The Site clearly meets the criteria for growth. This links to D2, which seeks to integrate development densities to planned and future levels of infrastructure not just existing ones, whilst being proportionate to the site's connectivity, including access to local services and PTAL. The 2014 Core Strategy with Development Management Policies set out the vision for movement, including the Emirates Airline cable service, a Thames Clipper stop at Enderby Wharf and improved bus services.

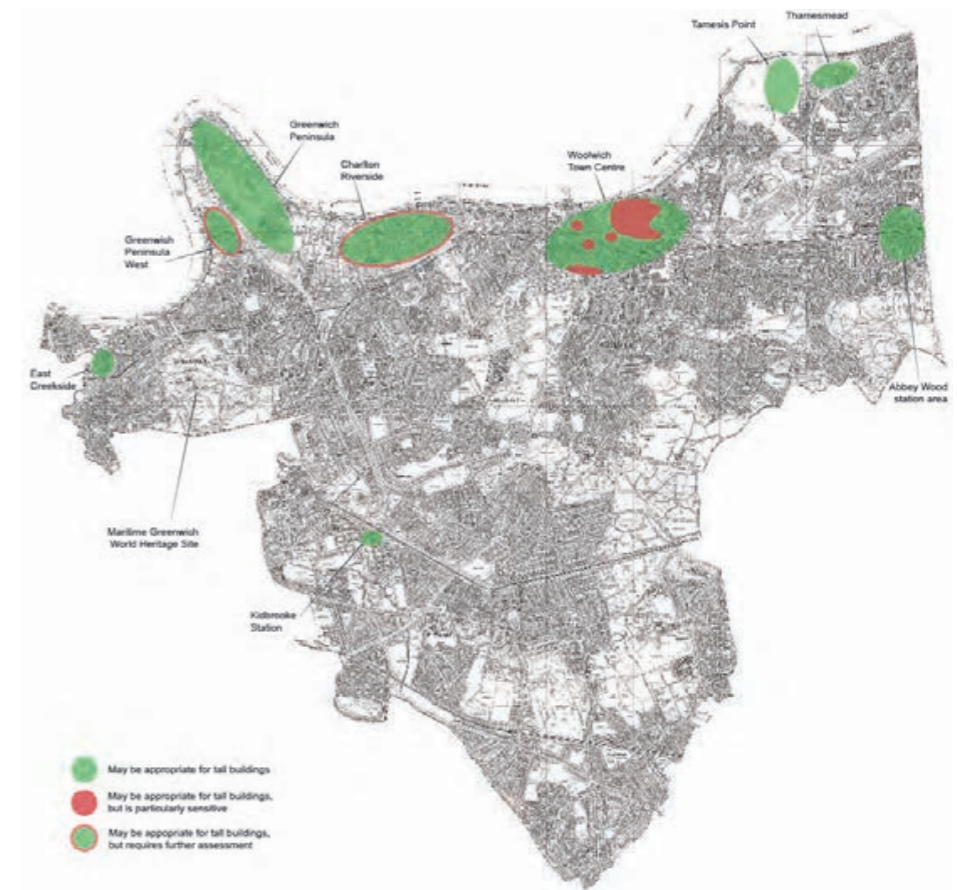


Figure 2.4 Areas where tall buildings may be appropriate (Source: Tall Buildings Assessment, RBG, 2011).

2.78 D1 and D2 effectively combine in D3, which seeks what the plan calls design-led optimisation, which means ensuring opportunities to deliver density are taken, whilst having regard to context and function of an area, as well as its physical structure and characteristics. The Development has been through a pre-application process that has shaped the design of the buildings, the spaces they create and their uses. The process has involved input from various stakeholders, including design and conservation officers at the Royal Borough, and the independent Design Review Panel appointed to assist the Council. The submitted Development represents the design-led optimisation of the Site.

VIEWS

2.79 Policy DH(g) (Local Views) of the Local Plan states that planning permission will only be given for development which would not have a materially adverse effect on the overall perspective and essential quality of the Local Views. Of the 11 views identified in the Local Plan, only two take in the Site:

- Local View 1: Shooters Hill to Central London
- Local Views 5: Eltham Park (North) to Central London

2.80 The Site is not located within the Landmark Viewing Corridor nor the Wider Setting Consultation Area of any identified strategic views in the London View Management Framework (2012). The Site is, however, visible from LVMF 5A.1 – Greenwich Park: the General Wolfe Statue, and a full assessment of this view is provided at **Section 5.o**.

2.81 The views, and CGIs submitted in the Design and Access Statement, demonstrate the impact of the Development in long-range, mid-range and immediate views. This satisfies the policy requirement of London Plan policy D9.

HERITAGE

2.82 Policy DH3 (Heritage Assets) states that the Council will protect and enhance heritage assets and the settings of Royal Greenwich.

2.83 Policy DH (h) (Conservation Areas) provides the Borough's approach to development in conservation areas. This states that planning permission will only be granted for proposals which pay special attention to preserving or enhancing the character or appearance of conservation areas. The closest conservation areas are the East Greenwich Conservation Area and Greenwich Park Conservation Area.

The Westcombe Park Conservation Area falls outside the study area, but offers views across the Site towards East London and the Greenwich Peninsula; for this reason, it is included in the assessment. The Island Gardens Conservation Area is located on the opposite side of the River Thames in the LBTH.

2.84 Policy DH (i) (Statutory Listed Buildings) contains the Borough's policy for development of listed buildings. It is stated that proposals that would detract from the setting and proportions of a listed building or group will be resisted.

2.85 Policy DH (j) provides the Council's policy for locally listed buildings and states "*substantial weight will be given to protecting and conserving the particular characteristics that account for their designation. Consequently, proposals for the demolition or unsympathetic alteration of locally listed buildings will be strongly discouraged.*"

2.86 The NPPF requires an applicant to describe the significance of any heritage asset affected by a proposed development, including any contribution made by their setting.¹⁴ Setting is defined as:
*The surroundings in which a heritage asset is experienced. Its extent is not fixed and may change as the asset and its surroundings evolve. Elements of a setting may make a positive or negative contribution to the significance of an asset, may affect the ability to appreciate that significance or may be neutral.*¹⁵

2.87 Section 66(1) of the Planning (Listed Buildings and Conservation Areas) Act 1990 requires that for development which affects a listed building or its setting the decision maker shall have "*special regard to the desirability of preserving the building or its setting or any features of special architectural or historic interest which it possesses.*" The effect of that provision is that the desirability of preserving the setting of a listed building must be treated as a matter of "*considerable importance and weight*,"¹⁶ with such a duty presenting a "*strong presumption*" against a grant of planning permission where harm to a designated heritage asset is identified.¹⁷

¹⁴ DLUHC, National Planning Policy Framework, rev. edn (London: HMSO, 2023) p56

¹⁵ Ibid. p71

¹⁶ Barnwell v East Northamptonshire District Council [2014] EWCA Civ 137

¹⁷ South Lakeland District Council v Secretary of State for the Environment and Another [1992] 2 AC 141

2.88 Setting is not, however, an asset in its own right. 'Its importance lies in what it contributes to the significance of the heritage asset or to the ability to appreciate that significance.'¹⁸ The Setting of Heritage Assets (hereafter 'GPA3') provides "*advice on understanding setting and how it may contribute to the significance of heritage assets.*"¹⁹ It recommends a staged approach to proportionate decision taking.

2.89 If, having carried out stages one to four, a proposed development is held to cause harm to the significance of a designated heritage asset, the NPPF stipulates it be categorised as either 'less than substantial' or 'substantial'.²⁰ The NPPF does not define 'substantial', and national guidance simply states it is a 'high test'.²¹ Lord Justice Lindblom, in the Court of Appeal, stated: 'what amounts to "substantial harm" or "less than substantial harm" in a particular case will always depend on the circumstances', based on 'matters of fact and planning judgment'.²²

2.90 A separate Court of Appeal judgement confirmed that where a development would affect a listed building or its setting in different ways, some positive and some negative, the decision maker may conclude that although each of the effects has an impact, taken together there is no overall adverse effect on the listed building.²³ This approach was upheld by Lord Justice Lindblom who stated that the NPPF policies 'do not preclude a balancing exercise as part of the decision-making process'.²⁴ Where public benefits – including heritage benefits – outweigh the identified harm, then permission may be granted subject to a proportionate assessment being undertaken.

¹⁸ Historic England, The Setting of Heritage Assets, Historic Environment Good Practice Advice in Planning Note 3, 2nd edn (Swindon: Historic England, 2017) p4

¹⁹ Ibid. p1

²⁰ DLUHC, National Planning Policy Framework, rev. edn (London: HMSO, 2023)

²¹ DLUHC and MHCLG, National Planning Policy Guidance: Historic Environment <<https://www.gov.uk/guidance/conserving-and-enhancing-the-historic-environment>> [3 May 2023]

²² Bramshill v SSHCLG [2021] EWCA Civ 320

²³ Palmer v Herefordshire Council & ANOR [2016] EWCA Civ 1061

²⁴ Bramshill v SSHCLG [2021] EWCA Civ 320

3.0

RELEVANT BASELINE CONDITION

ENDERBY PLACE

RELEVANT BASELINE CONDITION

HISTORICAL DEVELOPMENT

- 3.1 This section provides a description of the historical development of the Site and that of the surrounding area. The section and the heritage baseline have been informed by secondary sources, including:
- The National Heritage List for England maintained by Historic England;
 - Local heritage list (RBG);
 - The Historic Environment Record ('HER search reference 18113') provided at **Appendix 3.0**;
 - Cherry, B and Pevsner, N, 1983, London 2: South;

HISTORY OF GREENWICH PENINSULA

- 3.2 Originally marshland and converted to pastureland by Dutch engineers in the 17th century, the Greenwich Peninsula remained in agricultural use until the 19th century. John Rocque's Map of 1746 (**Figure 3.1**) shows the Greenwich Peninsula as an area of open land which is divided into fields. A singular highway connects the north of the peninsula with Woolwich Road between Greenwich and Woolwich. There were no buildings on the peninsula at this date, apart from the magazine building used for gunpowder storage, visible on the 1746 map.
- 3.3 Samuel Enderby founded his whale oil business at Enderby Place in the late 18th century. It evolved to be one of Britain's largest shipping, whaling, and sealing companies.
- 3.4 With the decline of the British whaling industry, Enderby House was sold to Glass, Elliott and Company in the 1850s, which became famous for manufacturing the first transatlantic telegraph cable. Other cable companies followed, such as Telcon, Submarine Cables Ltd, STC, Nortel and Alcatel.



Figure 3.1 John Rocque's Map of London (1746). Source: British Library.



Figure 3.2 The Samuel Enderby ship, leaving Cowes Road for London (September 1834). Source: Royal Museum Greenwich Collections.

- 3.5 The OS map of 1869 illustrates the Telegraph Works on site, with an Old Concrete Works immediately adjacent. Much of the wider surrounding area remains as open fields by this time. A number of industrial sites including Thames Soap Works, Iron Works and Stone Yard front the River Thames, with the residential development of West Greenwich emerging to the south.
- 3.6 Greenwich Peninsula attracted a diverse range of industrial activities in the 19th century, including ordnance works, chemicals, metals and ship building, later oil mills, Portland cement and gas works. The gas works were the largest in Europe and produced coke, tar and chemicals as secondary products. The gasholders and neighbouring Blackwall Point Power Station were widely visible landmarks in the area.
- 3.7 At this point, housing was spreading eastwards from Greenwich along the Woolwich Road, now Trafalgar Road, and by the end of the 19th century, Greenwich, Charlton and Woolwich had been connected by development. The land north of Mauritius Road was occupied by warehouses, sheds, wharfs and factories.
- 3.8 In 1897, the Greenwich Peninsula was linked with East London through the opening of the Blackwall Tunnel. The tunnel was designed by Sir Alexander Binnie and built by Pearson & Sons between 1892 and 1897 and formed a major transport project to improve commerce and trade and connect the East End with the rest of London.



Figure 3.3 OS Map of 1869. Source: Promap.

3.9 The OS map of 1898–1899 shows the extent of the expansion of industry by the end of the 19th century. The river frontage was by now almost entirely made up of various industrial works and wharves. To the south, further residential expansion had taken place, but remained separate from the industrial areas to the north. Land to the north, along Blackwall Lane still remained undeveloped by this time.

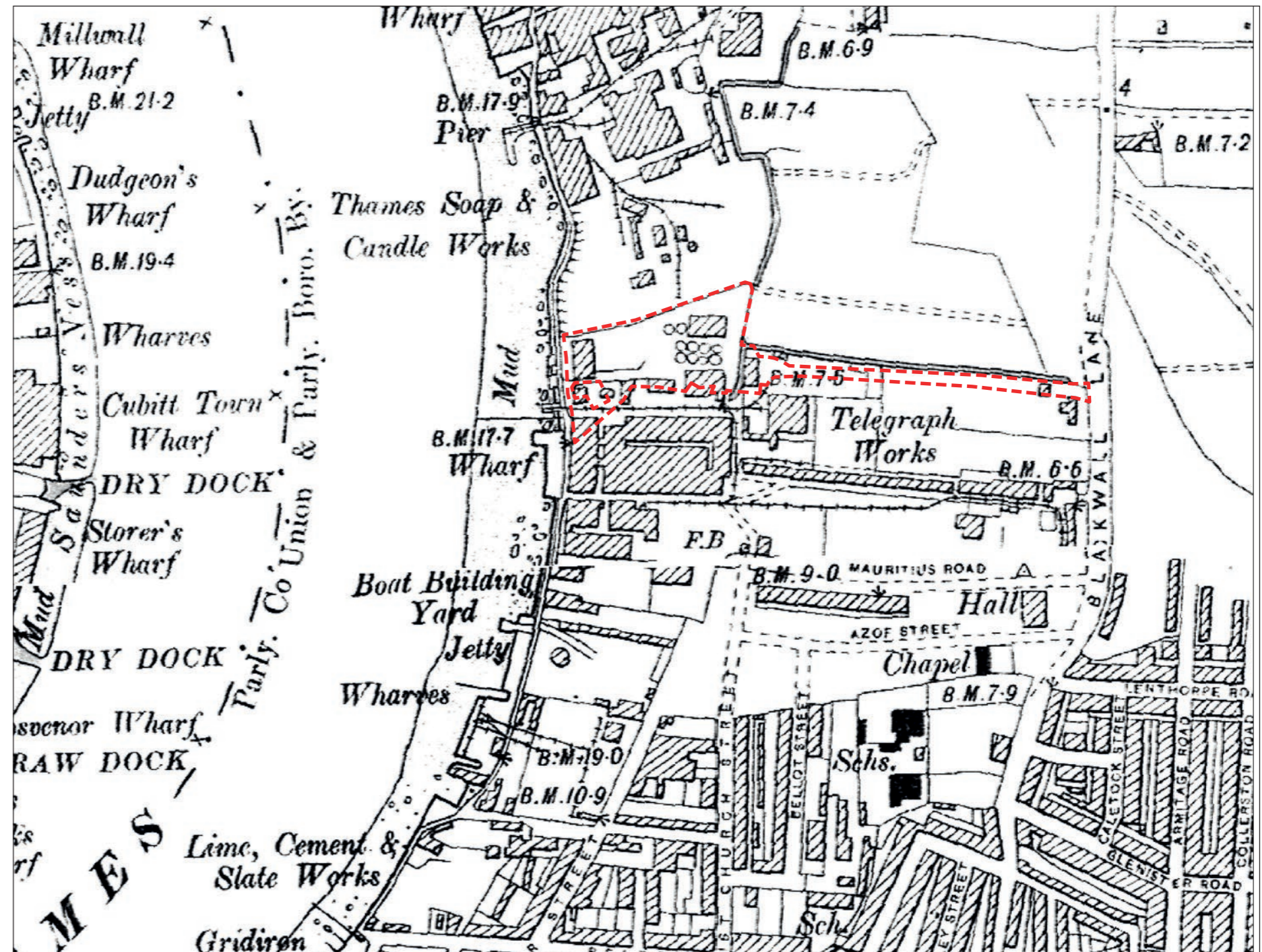


Figure 3.4 OS map of 1898–1899. Source: Promap.

3.10 By 1916, the OS map at **Figure 3.5** illustrates that the residential development to the southeast was now complete, reflecting the streetscape that makes up the East Greenwich CA today. To the north, the industrial areas remained much as they did at the latter half of the 20th century. The most significant change was the expansion of the Thames Soap and Candle Works on a sandwich site between the River Thames and the main road.

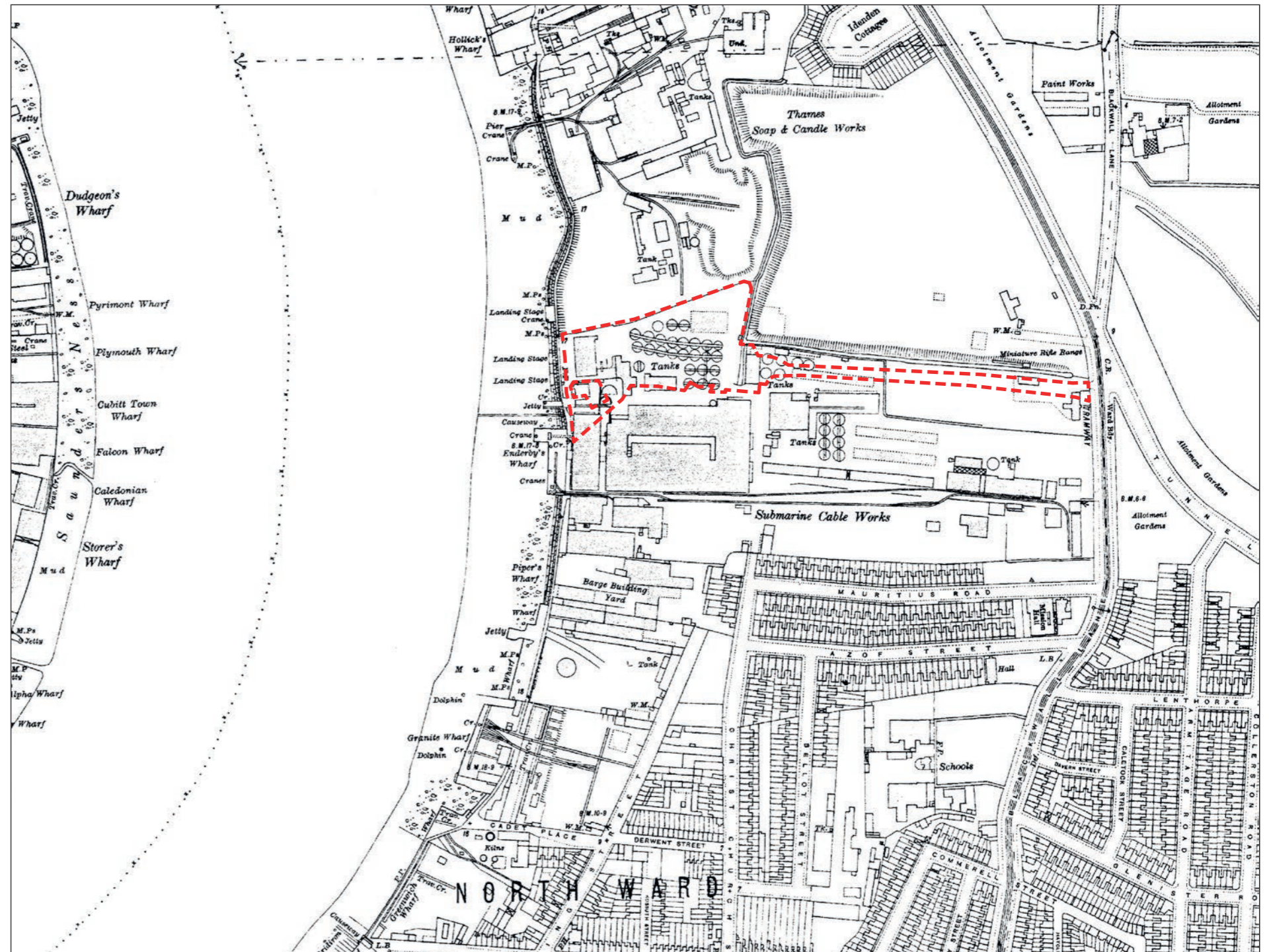


Figure 3.5 OS map of 1916. Source: Promap.

3.11 Despite the presence of important industries, the peninsula was less affected by World War II than other parts of London, particularly the Isle of Dogs, Surrey Quays or Poplar. The London County Council ('LCC') Bomb Damage Map (Figure 3.6) indicates that the residential areas to the north of Trafalgar Road had been severely damaged while the industrial estates further north survived largely undamaged. The undamaged nature of the area is illustrated through the series of aerial photos at Figure 3.7.



Figure 3.6 LCC Bomb Damage Map. Source: British Library



Figure 3.7 Aerial photos of the Telcon Cable Works at Enderby's Wharf, the River Thames and environs, Greenwich, 1946. Source: Britain from Above.

- 3.12 The A102 was built in between the mid and late 1960s as part of a new main route between northeast and southeast London and the new Blackwall Tunnel which opened in 1967.
- 3.13 The entire peninsula remained heavily industrialised until the late 20th century. The discovery of North Sea Gas, changing production methods and many industries becoming obsolete left most of the peninsula a barren wasteland. Much of the land remained heavily contaminated.
- 3.14 Regeneration efforts since the 1990s has brought about dramatic change. In 1997 English Partnerships purchased 300 acres of disused land on the peninsula, with the aim of regenerating the area, including enhancing the transport network and developing more homes, parkland, commercial spaces and community facilities.

- 3.15 North Greenwich underground station, served by the Jubilee Line, opened in 1999, ahead of the opening of the Millennium Dome. The dome was publicly renamed The O2 and redeveloped into an entertainment venue which opened in 2007.
- 3.16 Greenwich Millennium Village was the first new residential development, and many other large-scale projects followed. In recent years, the strategic designations of the of the Thames Estuary North and South Opportunity Area and Greenwich Peninsula Strategic Development Location has led to a new phase of transformational change to the peninsula, including tall and large development.
- 3.17 Policy designations promote the development of new housing, commercial development and infrastructure, linked to existing or potential improvements in public transport connectivity and capacity.



Figure 3.8 Aerial view of Enderby's Wharf in 1965, looking eastward from the river towards Marsh Lane, shows the factory buildings, Enderby House, and cable being loaded on to CS Mercury. Source: SCL publicity photograph dated 23 August 1965.



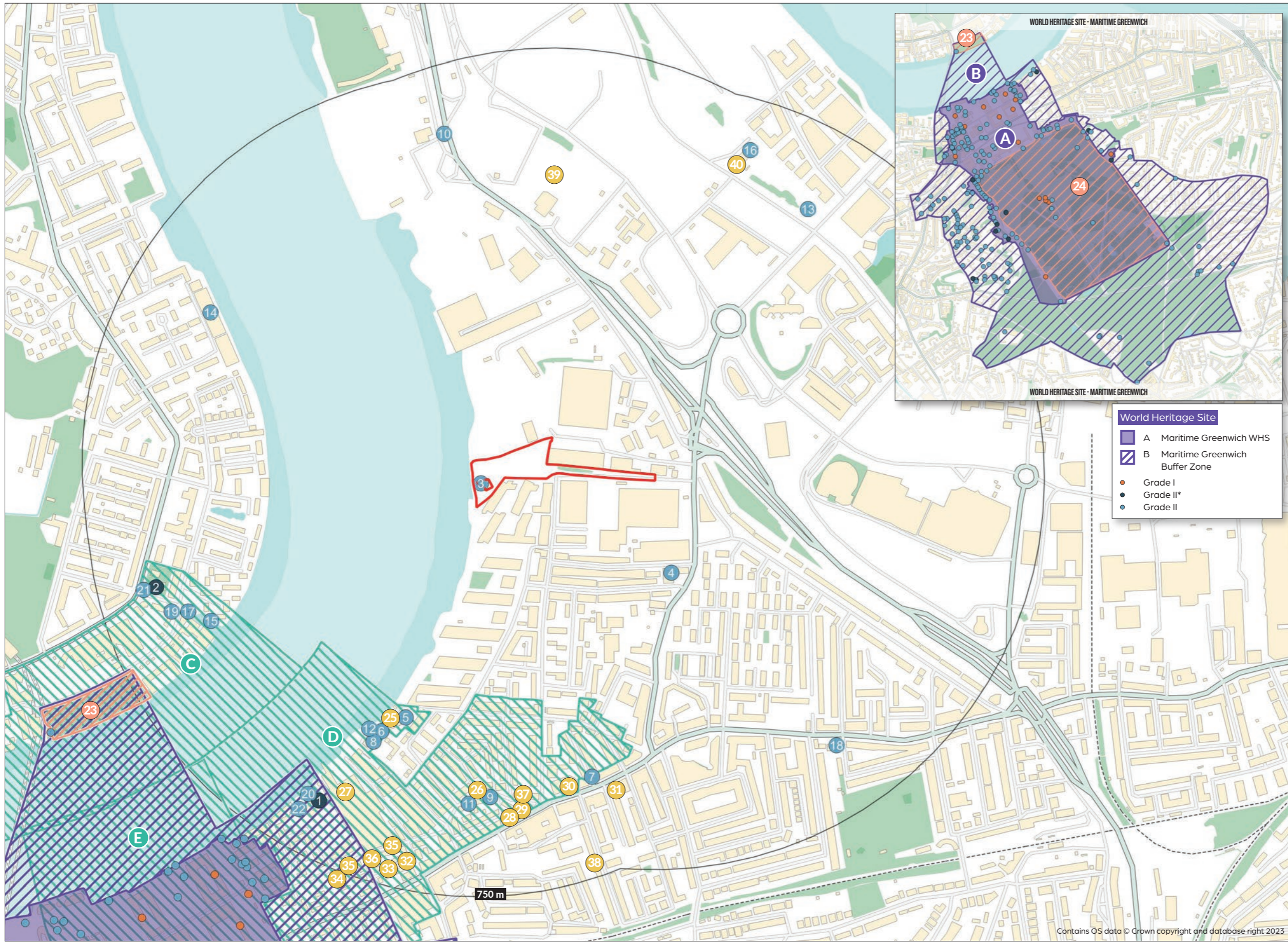
Figure 3.9 Photograph of Enderby House, 1965. Source: History of the Atlantic Cable & Undersea Communications.

HISTORY OF THE SITE

- 3.18 There is an interesting and rich history to the Site which is linked to commerce, industry and communications. The name of the wharf derives from the Enderby family, who established themselves in the 18th century as Britain's pre-eminent whaling enterprise under Samuel Enderby & Sons. The Enderby's, who by 1790, had a total of 68 whaling vessels, were the first to successfully campaign for fishing rights in the South Atlantic and South Pacific – the latter formerly monopolised by the East India Company – and through which they gained their commercial success. The Enderby's are memorialised in Herman Melville's novel Moby Dick, when the vengeful protagonist comes across an Enderby vessel and its crew in his search for the White Whale.
- 3.19 In 1830, Samuel Enderby Senior's grandsons, Charles and George, purchased the Thames-side site in Greenwich, and adopted the rope and twine industry that had already been established on the conveniently located wharf, expanding it significantly throughout the next decade under the name Enderby Rope Works. In 1845, a devastating fire on the site destroyed the industrial works and ultimately brought an end to this Enderby Venture. Despite this, by June of the same year, work had begun on Enderby House under Charles' instruction.
- 3.20 In the following year, Charles re-established himself in the familiar family business and set up the Southern Whale Fisheries Company. The company had limited commercial success and Charles was declared bankrupt in 1854.
- 3.21 In 1857, the Site passed into the hands of submarine cable manufacturers, Glass, Elliott & Co and W.T. Henley. In the 1860s, a transatlantic telegraph cable was manufactured at Enderby's Wharf and was successfully laid by the SS Great Eastern, significantly reducing the communication time between North America and Europe, formally conducted by messages set via ship.
- 3.22 The industrial narrative of the Site continued throughout the 20th century; it most recently formed part of the Alcatel Submarine Works, prior to its sale for development.
- 3.23 This rich history presents an opportunity to lend the development a certain character or identity, bearing in mind, however, that the historic legacy is a contentious and complex aspect of our shared environmental history.

RELEVANT BASELINE CONDITION: BUILT HERITAGE

- 3.24 This section identifies the value of heritage receptors in the baseline that may be affected by the Development. The location of the built heritage receptors identified in this assessment are shown at **Figure 3.10**. The ZTV with an overlay of the heritage receptors identified in the study area is provided at **Figure 3.11**.
- 3.25 The built heritage baseline is summarised at **Table 3.1**, including receptors scoped in and out of the full assessment. The ZTV was used to identify at the baseline stage if there were any heritage receptors which could be scoped out from further assessment because there would be no intervisibility with the Development, or where there would be no change to their setting or heritage value by any other means, including historical associations.
- 3.26 A qualitative assessment of the heritage value of the remaining receptors is provided below, including the contribution made by setting.
- 3.27 Receptors to the east of the Blackwall Tunnel Approach have been excluded from further assessment, including the East Greenwich Gas Works War Memorial (map ref.: 13), and nos. 70–84 River Way, a row of eight late Georgian cottages (map ref.: 18), all listed at grade II, and The Pilot Public House at River Way (map ref.: 39) and the site of Former Gasholder No. 2 (map ref.: 40), now demolished, which are locally listed.
- 3.28 All these receptors are embedded in the emerging townscape of the Greenwich Peninsula. The original setting, comprising industrial structures and shipping related activities, has been replaced by numerous tall residential buildings, the O2 Arena, associated car parking and strips of new parkland. Given the separating distance of approximately 750 m, interposing development and the change of character of the wider area, it is anticipated that the Development would not impact on the setting of these receptors. Immediately to the east are buildings of ten storeys, closer to the riverfront are buildings between 24 and 33 storeys.
- 3.29 While located outside of the study area, the Westcombe Park Conservation Area has been included in the assessment. The conservation area sits on an elevated position, affording long-distance views across the Site and the River Thames to East London and the City.



HERITAGE ASSET PLAN

Application Site

Conservation Areas

- C. Island Gardens E. Greenwich Park
- D. East Greenwich

Listed Buildings

Grade II*

- 1. Trinity Hospital 2. Christ Church

Grade II

- 3. Enderby House
- 4. Rothbury Hall
- 5. Harbour Master's Office
- 6. 8, 9, 10, and 12-16, Ballast Quay SE10
- 7. K2 Telephone Kiosk at Junction With Trafalgar Road
- 8. The Cutty Sark Public House and 7, Ballast Quay
- 9. 140, and 142, Old Woolwich Road
- 10. Southern Gatehouse to The Blackwall Tunnel
- 11. 122, 124, 126 and 126a, Old Woolwich Road
- 12. Setted Road Structure
- 13. East Greenwich Gas Works War Memorial
- 14. Millwall Wharf Riverside Range of Warehouse
- 15. Newcastle Draw Dock
- 16. 70-84, River Way SE10
- 17. Bollards at Dock Entrance to Newcastle Draw Dock
- 18. 18, Woolwich Road SE10 and Wall to East, and Gates and Gate Piers to North, of Number 18
- 19. The Watermans Arms
- 20. Front Wall to Trinity Hospital
- 21. Isle of Dogs War Memorial
- 22. Lodge to Trinity Hospital, West of Main Block

Registered Park and Gardens

- 23. Island Gardens 24. Greenwich Park

Locally Listed Buildings

- 25. 18 Ballast Quay
- 26. Old Woolwich Road, 130-138 (even) 'Morden Place'
- 27. Greenwich Power Station and Coal Jetty
- 28. Trafalgar Road, 155-157 The 'William IV' Public House
- 29. Trafalgar Road, 173-177
- 30. Trafalgar Road, Christ Church
- 31. Trafalgar Road, 208 'The British Queen' Public House
- 32. Hoskins Street, SE10 1-11 (odd)
- 33. Trenchard Street, SE10 1-19 (odd) & 2-20 (even)
- 34. Old Woolwich Road, Meridian School
- 35. Old Woolwich Road, 48-54 & 62-80
- 36. Old Woolwich Road, 60 'Star and Garter' Public House
- 37. Old Woolwich Road, 95-113 (odd)
- 38. Earlswood Street, SE10 50-56 (even)
- 39. Gasholder No. 2
- 40. The Pilot Public House

LOCATION:
Enderby Wharf

DATE:
November 2023

SCALE:
1:7,500 @ A3

FIGURE 3.10 Heritage Asset Plan

▲ NORTH

MONTAGU EVANS
CHARTERED SURVEYORS
5 BOLTON STREET,
LONDON W1J 8BA
T: 020 7493 4002
WWW.MONTAGU-EVANS.CO.UK



HERITAGE ASSET PLAN ZTV OVERLAY

- Application Site
- Conservation Areas** ■
- C. Island Gardens E. Greenwich Park
- D. East Greenwich
- Listed Buildings
- Grade II***
- 1. Trinity Hospital 2. Christ Church
- Grade II**
- 3. Enderby House
- 4. Rothbury Hall
- 5. Harbour Master's Office
- 6. 8, 9, 10, and 12-16, Ballast Quay SE10
- 7. K2 Telephone Kiosk at Junction With Trafalgar Road
- 8. The Cutty Sark Public House and 7, Ballast Quay
- 9. 140, and 142, Old Woolwich Road
- 10. Southern Gatehouse to The Blackwall Tunnel
- 11. 122, 124, 126 and 126a, Old Woolwich Road
- 12. Setted Road Structure
- 13. East Greenwich Gas Works War Memorial
- 14. Millwall Wharf Riverside Range of Warehouse
- 15. Newcastle Draw Dock
- 16. 70-84, River Way SE10
- 17. Bollards at Dock Entrance to Newcastle Draw Dock
- 18. 18, Woolwich Road SE10 and Wall to East, and Gates and Gate Piers to North, of Number 18
- 19. The Watermans Arms
- 20. Front Wall to Trinity Hospital
- 21. Isle of Dogs War Memorial
- 22. Lodge to Trinity Hospital, West of Main Block
- Registered Park and Gardens** ■
- 23. Island Gardens 24. Greenwich Park
- Locally Listed Buildings**
- 25. 18 Ballast Quay
- 26. Old Woolwich Road, 130-138 (even) 'Morden Place'
- 27. Greenwich Power Station and Coal Jetty
- 28. Trafalgar Road, 155-157 The 'William IV' Public House
- 29. Trafalgar Road, 173-177
- 30. Trafalgar Road, Christ Church
- 31. Trafalgar Road, 208 'The British Queen' Public House
- 32. Hoskins Street, SE10 1-11 (odd)
- 33. Trenchard Street, SE10 1-19 (odd) & 2-20 (even)
- 34. Old Woolwich Road, Meridian School
- 35. Old Woolwich Road, 48-54 & 62-80
- 36. Old Woolwich Road, 60 'Star and Garter' Public House
- 37. Old Woolwich Road, 95-113 (odd)
- 38. Earlswood Street, SE10 50-56 (even)
- 39. Gasholder No. 2
- 40. The Pilot Public House

LOCATION:
Enderby Wharf

DATE:
November 2023

SCALE:
1:7,500 @ A3

FIGURE 3.11 Heritage Asset Plan with overlay of the ZTV (Proposed and Cumulative Scenarios). Source: Montagu Evans



MONTAGU EVANS
CHARTERED SURVEYORS
5 BOLTON STREET,
LONDON W1J 8BA
T: 020 7493 4002
WWW.MONTAGU-EVANS.CO.UK

HERITAGE ASSET PLAN CUMULATIVE ZTV OVERLAY

Application Site

Conservation Areas

- C. Island Gardens
- D. East Greenwich
- E. Greenwich Park

Listed Buildings

Grade II*

- 1. Trinity Hospital
- 2. Christ Church

Grade II

- 3. Enderby House
- 4. Rothbury Hall
- 5. Harbour Master's Office
- 6. 8, 9, 10, and 12-16, Ballast Quay SE10
- 7. K2 Telephone Kiosk at Junction With Trafalgar Road
- 8. The Cutty Sark Public House and 7, Ballast Quay
- 9. 140, and 142, Old Woolwich Road
- 10. Southern Gatehouse to The Blackwall Tunnel
- 11. 122, 124, 126 and 126a, Old Woolwich Road
- 12. Setted Road Structure
- 13. East Greenwich Gas Works War Memorial
- 14. Millwall Wharf Riverside Range of Warehouse
- 15. Newcastle Draw Dock
- 16. 70-84, River Way SE10
- 17. Bollards at Dock Entrance to Newcastle Draw Dock
- 18. 18, Woolwich Road SE10 and Wall to East, and Gates and Gate Piers to North, of Number 18
- 19. The Watermans Arms
- 20. Front Wall to Trinity Hospital
- 21. Isle of Dogs War Memorial
- 22. Lodge to Trinity Hospital, West of Main Block

Registered Park and Gardens

- 23. Island Gardens
- 24. Greenwich Park

Locally Listed Buildings

- 25. 18 Ballast Quay
- 26. Old Woolwich Road, 130-138 (even) 'Morden Place'
- 27. Greenwich Power Station and Coal Jetty
- 28. Trafalgar Road, 155-157 The 'William IV' Public House
- 29. Trafalgar Road, 173-177
- 30. Trafalgar Road, Christ Church
- 31. Trafalgar Road, 208 'The British Queen' Public House
- 32. Hoskins Street, SE10 1-11 (odd)
- 33. Trenchard Street, SE10 1-19 (odd) & 2-20 (even)
- 34. Old Woolwich Road, Meridian School
- 35. Old Woolwich Road, 48-54 & 62-80
- 36. Old Woolwich Road, 60 'Star and Garter' Public House
- 37. Old Woolwich Road, 95-113 (odd)
- 38. Earlswood Street, SE10 50-56 (even)
- 39. Gasholder No. 2
- 40. The Pilot Public House



LOCATION:
Enderby Wharf

DATE:
November 2023

SCALE:
1:7,500 @ A3

▲ NORTH



MONTAGU EVANS
CHARTERED SURVEYORS
5 BOLTON STREET,
LONDON W1J 8BA
T: 020 7493 4002
WWW.MONTAGU-EVANS.CO.UK

DESIGNATED HERITAGE RECEPTORS

WORLD HERITAGE SITE

MARITIME GREENWICH (MAP REF.: A AND B)

3.30 The Maritime Greenwich World Heritage Site (the 'MGWHS') was inscribed by UNESCO in 1997. In July 2013 UNESCO formally adopted the Statement of Outstanding Universal Value (OUV) for the MGWHS.

3.31 The northern boundary of the MGWHS is located approximately 1 km to the southwest of the Site.

3.32 The current structures on the Site are not visible from within the MGWHS, with the exception of riparian views from the Thames frontage.

HISTORICAL OVERVIEW

3.33 The MGWHS designation recognises the historical development of the royal palaces at Greenwich and maritime institutions which emerged since the 15th century, when Henry VII and Henry VIII remodelled the Palace of Placentia into the Palace of Greenwich. Greenwich remained the main site of the royal court until the English Civil War in the 1640s.

3.34 At the beginning of the 17th century Inigo Jones was commissioned to design Queen's House. It was the first building in Britain to introduce the new classical style that had emerged on the continent. The Royal Park was influenced by designs by André Le Nôtre, the renowned court gardener of King Louis XIV of France.

3.35 In 1675, Charles II commissioned the Royal Observatory to investigate astronomy with the intention of improving navigation and establishing ways to determine longitude when at sea. Sir Christopher Wren designed the first part of the facilities.

3.36 By 1770, the Observatory had been influential in progress in the 'longitudinal problem' and the Hospital had set up a school and large naval orphanage. From 1851 the modern Greenwich Meridian was fixed here and later become home of world time.

3.37 The Palace of Greenwich was remodelled by Wren from the mid-1690s as the hospital for sea men, a national charitable home for injured seamen. Greenwich Hospital eventually comprised a series of quadrants with four main buildings (the "Courts"), arranged along the central axis from the Queen's House to the river. Wren, Nicholas Hawksmoor and Sir John Vanbrugh drew up the designs for the buildings, which were completed in the current form in the late 18th century, following rebuilding after a devastating fire.

3.38 Hawksmoor also designed the Church of St Alfege in the town centre nearby.

3.39 The Royal Naval College was established in the buildings in 1873 after the hospital had closed in 1869. The college departed in 1998 when the buildings were opened to the public.

3.40 Heritage value: **Very High**
OUTSTANDING UNIVERSAL VALUE (OUV)

3.41 The Statement of OUV identifies the MGWHS as the most outstanding group of Baroque buildings in England, symmetrically arranged overlooking the River Thames. The WHS encompasses the following highly graded buildings: Old Royal Naval College (Grade I), The Queen's House (Grade I) and Observatory (Grade I) as well as the Royal Park (Grade I Registered) and other designated structures.

3.42 The historical interest of the WHS relates to the long history of this site, from the royal palace to the naval hospital and later naval college. The construction of the Royal Observatory at Greenwich is also of high historical interest for the scientists and discoveries associated with the institution.

3.43 The MGWHS is also of exceptional architectural interest as a result of the notable buildings and their composition and exquisite interiors, including the Queen's House, associated with Palladianism and Inigo Jones, Greenwich Hospital/Royal Naval College and the Royal Observatory, associated with Wren, Hawksmoor and Vanbrugh.

- 3.44 The OUV attributes are:
- The architectural ensemble of the Queen's House, the Royal Observatory, the Royal Hospital and The Royal Park;
 - The masterplan of buildings and designed landscape;
 - The Grand Axis;
 - The Royal Observatory;
 - Greenwich Town Centre and St Alfege Church;
 - Royal Patronage;
 - Relationship with the River Thames; and
 - Silhouettes.

CONTRIBUTION OF SETTING TO OUV

3.45 The setting of the MGWHS covers an expansive area including Greenwich to the west, Blackheath to the south and Vanbrugh Park to the east. Due to the topography of the land, the setting of also includes the north side of

the River Thames and panoramic views are provided across the city to the north, including the Isle of Dogs, Canary Wharf and Blackwall and beyond.

3.46 This assessment has had regard to the MGWHS Management Plan (2014), London's World Heritage Site – Guidance on Setting SPG (2012) and the LVMF which identifies strategic views from the escarpment in Greenwich Park (LVMF 5A). The Management Plan discusses the current situation in the MGWHS and its setting at paragraph 5.8.3. It principally highlights the scarp in Greenwich Park, leading up to General Wolfe and LVMF 5A.1, is part of the composition of grand buildings down below. The intervening land was designed in the grand French manner by André Le Nôtre, but this design does not survive.

3.47 The complex of tall and mostly commercial buildings at Canary Wharf has grown since the 1980s and have now "clustered to provide a dense background scene" (5.8.3.3). At the time when the London Dockland Development Corporation conceived the designs of One Canada Square, the centrepiece of the first masterplan, that tower was "deliberately located to the east of Wren's Grand Axis... so as not to dominate the view from the Wolfe statue in Greenwich Park" (5.8.3.6).

3.48 In relation to the 2004 Greenwich Peninsula masterplan and various consents for tall buildings in that area, it states that:
"these developments will not impinge significantly on the views out from the World Heritage Site due to a combination of distance and being at the extreme end of the field of view from Greenwich Park."

3.49 The Management Plan specifically references the 2015 Consent on the Site at paragraph 5.8.3.5:
"As well as these two areas of intense development in the immediate setting, many of the former wharf sites along the river are or have recently been the subject of planning applications. In most cases the schemes are of a considerably greater scale and massing than the industrial sites which they would replace. Schemes include Alcatel Lucent works (272 homes up to 18 storeys), Lovells and Granite wharves (revised scheme with 439 homes up to 10 storeys) and Enderby Place (cruise liner terminal and 770 homes up to 14 storeys) to the east of the World Heritage Site and Convoys Wharf (up to 3,500 homes and up to 50 storeys) to the west."

- 3.50 The MP goes on to state that:
"5.8.3.7 Over the ensuing years, the commercial success of Canary Wharf has resulted in the development of a number of towers around the original tower. Whilst these are visible in a wide range of views across London, and in particular from Greenwich Park, they form part of a coherent tall building cluster and as such are not considered to pose a significant threat to the Outstanding Universal Value of the World Heritage Site. However, there are concerns that, unchecked and not sensibly managed, the continuing expansion of this tall building cluster westwards on the Isle of Dogs, and in particular in the South Quay development area, could result in a 'table top' effect due to the blocking impact of height, mass and density, destroying an important part of skyline and undermining the significance of the Wren's Grand Axis itself and the setting of the World Heritage Site".
- 3.51 In summary, the considerations highlighted by the Management Plan are:
- *The desirability of maintaining a coherent cluster;*
 - *Avoiding a table top effect (lack of picturesque silhouette); and*
 - *Detracting from appreciation of the Grand Axis.*
- 3.52 Therefore, insofar as the tall building developments in the Greenwich Peninsula does not inhibit the ability to appreciate the axial view from the Royal Observatory – which is represented in LVMF Views 5A.1 – the area of emerging development in which the Site is located, is considered to make a neutral contribution to the heritage value of the MGWHS.

LISTED BUILDINGS

TRINITY HOSPITAL, GRADE II* (MAP REF.: 1) FRONT WALL, GRADE II (MAP REF.: 20) AND LODGE, WEST OF MAIN BLOCK, GRADE II (MAP REF.: 22)

- 3.53 Listed on 19 October 1951, the receptor lies approximately 760 m to the southwest of the Site. The building originates from 1613–17 when Henry Howard, Earl of Northampton, set up a charity and gifted funds for the almshouses. The complex was remodelled in the early 19th century. The stuccoed front and gothic appearance with battlements, pointed windows, tracery and stepped gable ends, date from this era. A clock tower, flanked by tall chimneys, sits above the main entrance. Set in a

large garden adjacent to the Thames embankment, Trinity Hospital is built around a central courtyard.

- 3.54 The receptor has historical and architectural significance as a charitable institution, founded four centuries ago and as a handsome example of a gothic design fashionable in the early 19th century.
- 3.55 Heritage value: **Very High**
- CONTRIBUTION OF SETTING TO HERITAGE VALUE**
- 3.56 The setting of the receptor is formed by the Greenwich Power Station and Wren's Naval College buildings. The river frontage is part of the Greenwich vista, recognised by the world heritage site designation, in whose buffer zone Trinity Hospital falls. Trinity Hospital faces the River Thames, overlooking the Thames path which runs along the site's boundary. From the embankment, tall recent development on the Greenwich Peninsula, the Isle of Dogs, Blackwall and beyond are visible.

- 3.57 Greenwich Power Station, which is locally listed, stands immediately to the east and dominates the scene. Built at the beginning of the 20th century, the power station's stone-clad brick cover has been a constant neighbour for more than 100 years.

- 3.58 The river location and relationship with the buildings within the MGWHS make a significant contribution to the receptor's heritage value.

- 3.59 The Site does not form part of the receptor's setting and does not contribute to its significance. Given its monumental scale, the power station separates the receptor from the land to the east, The ZTV indicates that there would be no intervisibility with the Development from within the hospital complex. There is limited intervisibility from the waterfront, from where viewers would experience the receptor within the setting of the modern capital city.

- 3.60 For this reason, the receptor will not be further assessed.

CHRIST CHURCH, GRADE II* (MAP REF.: 2) AND ISLE OF DOGS WAR MEMORIAL, GRADE II (MAP REF.: 21)

- 3.61 The receptor is located approximately 875 m to the southeast of the Site. It was listed on 27 September 1973. Christ Church is a parish church that was built in 1852–1854 by Frederick Johnstone in the Early English style for William Cubitt to serve Cubitt Town, developed by Cubitt on the eastern side of the Isle of Dogs around the middle of the 19th century. The vestry of the church was enlarged in 1906–1907.

- 3.62 The church is constructed from stock brick with Portland stone dressings. In 1982–1983, the interior of the church was modified to accommodate community rooms. The interiors, fittings and finishes survive largely intact.

- 3.63 The asset primarily has historical interest due to its association with Cubitt's estate and his development within the local area.

- 3.64 The war memorial was erected following World War I to commemorate the local servicemen who died during the war. The listing description notes the architectural interest as *"an elegant wooden Calvary cross displaying a high level of craftsmanship"*.

- 3.65 Heritage value: **Very High**
- CONTRIBUTION OF SETTING TO HERITAGE VALUE**

- 3.66 The setting of the heritage asset can be described as mixed-twentieth century residential and commercial development, having replaced the original setting of the church during the decades following World War II. The church forms a group with the old vicarage on Manchester Road and The Waterman's Arms public house (map ref.: 19) opposite on the corner of Ness Road, which is listed at grade II. The grade II listed Newcastle Draw Dock and bollards (map ref.: 15 and 16) immediately to the south of The Waterman's Arms is a rare surviving element of the former dock landscape.

- 3.67 The mature trees and planting scheme within the church yard and the vicarage make a positive contribution to the asset's setting.

- 3.68 In relation to wider setting, the low-scale development of the surrounding area means the asset can be appreciated from some distance, particularly the church spire, which is higher than the majority of surrounding buildings.

- 3.69 The Site does not form part of the receptor's setting and does not contribute to its significance. The ZTV indicates that there would be no intervisibility with the Development. For this reason, the receptor will not be further assessed. The relationship between the receptor and the other assets nearby will be discussed below in the section on the Island Gardens Conservation Area.

ENDERBY HOUSE (MAP REF.: 3)

- 3.70 The receptor is not located within the Site boundary but is enveloped by the Site. It was listed on 08 June 1973.
- 3.71 Enderby House dates from the early to mid-19th century. As set out above, the Enderby family ran a successful whaling business during the Georgian era, financed expeditions around the world and pioneered the exploration of the Antarctic.
- 3.72 The two storey building has been adapted and reworked many times over its existence, particularly externally. Until recently, the house was severely neglected and in a poor condition. A rear extension and new main entrance were added recently when the building was converted into a public house.
- 3.73 The building comprises a "handsome octagonal first floor room", as set out in the listing description, with a doomed roof light. The detailing and rendered front have some elegance and interest.
- 3.74 From the octagonal first floor room, Charles Enderby kept sight over his approaching vessels from along the river. This architectural feature, thus, reinforces the historic character of the building, providing evidence of its function.
- 3.75 The asset has architectural and historic significance. It is a rare surviving piece of early 19th century domestic architecture in this part of London. The listing entry states that "the building is listed partly for its important associations with the history of industry and technology, especially the laying of the first transatlantic cable".
- 3.76 Heritage value: **High**

CONTRIBUTION OF SETTING TO HERITAGE VALUE

- 3.77 The setting of the receptor has changed dramatically over the last years. Originally embedded in the industrial landscape that emerged on the Greenwich Peninsula over the last two centuries, Enderby House stands now between vacant brownfield sites and modern high-density residential developments adjacent to the first phase of the Enderby Place redevelopment. A few industrial and commercial sheds remain in the wider area. The Enderby Place proposals represent a high quality addition to the townscape in an area of emerging character. Whilst the new buildings and landscape treatment are a transformative change in the setting of the listed building, they do not negatively affect the intrinsic historical and architectural value of Enderby House.

- 3.78 The relationship with the River Thames is a key aspect of the receptor's setting. The building was designed to allow the owner to watch the vessels approach the wharf after their long journeys.

ROTHBURY HALL (MAP REF.: 4)

- 3.79 Added to the National Heritage List on 13 February 1995, the receptor is located approximately 400 m to the southeast of the Site. The building was built in 1893-4 for the Congregational mission, then taken over by the East Greenwich United Reformed Church and is now used as an arts centre. The building has two storeys and comprises two halls. It is built in red brick with stone dressings and has a slate roof. Elaborate timber dormers, a central cupola, prominent stacks and finials give the building a highly ornate roofscape, described in Buildings of England, London 2: South as a "very weird and exotic" design.
- 3.80 For this reason, the receptor is considered to be of architectural significance. It also contributes to the understanding of the life in the area at the beginning of the 20th century.

- 3.81 Heritage Value: **High**

CONTRIBUTION OF SETTING TO HERITAGE VALUE

- 3.82 Despite the regeneration of the Greenwich Peninsula, the construction of the Blackwall Tunnel Approach in the 1960s and the departure of many of the industrial companies that used to be in the area, the receptor's relationship with the surrounding residential streets is still legible. Azof Street and Mauritius Road retain much of their original character, and allow the receptor to be experienced within the church's original catchment area.
- 3.83 The Site is separate from the receptor by the residential blocks of the Cable Walk development. It does not form part of the receptor's setting and does not contribute to its significance.

SOUTHERN GATEHOUSE TO THE BLACKWALL TUNNEL (MAP REF.: 10)

- 3.84 The receptor was listed on 08 June 1973. It is located approximately 650 m to the north of the Site. The gatehouse was built in 1897 to designs by Thomas Blashill ahead of the opening of the Blackwall Tunnel. Blashill first worked for the Metropolitan Board of Works and after its abolition continued was the Superintending Architect for the London County Council, delivering a number of important designs, including the Boundary Estate in Shoreditch. By the 1930s, the Blackwall Tunnel was too small.

Redevelopment was delayed by World War II and the new tunnel only opened in 1967. The northern gatehouse was demolished in 1958.

- 3.85 The gatehouse contained accommodation for the tunnel's superintendent and caretaker. It is constructed in yellow and red sandstone and has a slate roof and lead covered cupolas above the corner turrets, designed in an Arts and Crafts Scots-Baronial style. The interiors survive relatively intact.
- 3.86 As a result, the receptor has both architectural and historical value. The Blackwall Tunnel was an important achievement of late Victorian infrastructure technology, and the gatehouse's design matches the ambition of the tunnel engineering.

- 3.87 Heritage Value: **High**

CONTRIBUTION OF SETTING TO HERITAGE VALUE

- 3.88 The receptor continues to straddle the approach road of the Blackwall Tunnel. As a result, the immediate setting of the gatehouse remains similar to the condition when it was built. The wider setting of the receptor is evolving and now comprises the new developments at Greenwich Peninsula, comprising numerous large scale developments and buildings of considerable height.
- 3.89 The Site does not form part of the receptor's setting and does not contribute to its significance.

MILLWALL WHARF RIVERSIDE RANGE OF WAREHOUSE (MAP REF.: 14)

- 3.90 The Millwall Wharf Riverside Range of Warehouse is located approximately 600 m to the southwest of the Site.
- 3.91 Built in c.1870, the receptor comprises a long range of single storey gabled warehouses, constructed of London Stock Brick. Each warehouse comprises a single, round arched window with red brick surrounds. Only one warehouse retains its original armoured door under the segmental arch, the rest have been altered and enlarged for vehicular access and contemporary use. The warehouses were originally built as workshops and storage facilities for the shipyards established in this area.
- 3.92 The warehouses derive historic interest as one of the few remaining industrial buildings on the Isle of Dogs and serve as a remnant of the area's industrial past. Architecturally, they derive interest, principally from their exterior elevations which reflect late 19th century trends in industrial architectural.

- 3.93 Heritage value: **High**

CONTRIBUTION OF SETTING TO HERITAGE VALUE

- 3.94 Millwall Wharf is situated on the river frontage, the location of which positively contributes to an understanding of their historic function as buildings associated with the surrounding shipyards and docklands.
- 3.95 They survive as one of few remaining industrial buildings in the area, owing to extensive bomb damage during the Second World War. As such, the surrounding built form, predominantly comprising mid to late 20th century housing, does not bear any relationship to the warehouses.
- 3.96 On the opposing side of the river, tall, modern residential development is perceptible and evidently, the wider area is undergoing transformative change.
- 3.97 Their setting of the warehouses also includes the green open spaces of Mudchute and Millwall Park, both of which have been established as part of the 20th century redevelopment of the area. Consequently, these areas, whilst attractive in terms of greenery and vegetation, do not contribute to an understanding of the receptor's significance.
- 3.98 To the northeast of the receptor, the urban cores of Canary Wharf and Millwall are perceptible, defined by the tall residential development which is perceptible from the immediate setting of the receptors.
- 3.99 The Site does not form part of the receptor's setting and does not contribute to its significance.
- 18, WOOLWICH ROAD SE10 AND WALL TO EAST, AND GATES AND GATE PIERS TO NORTH, OF NUMBER 18, GRADE II (MAP REF.: 18)**
- 3.100 The receptor is located approximately 820 m to the southeast of the Site. It was listed on 08 June 1973.
- 3.101 No. 18 Woolwich Road is a two storey house, dating from the mid-19th century. It is constructed in yellow brick with detailing and ornamentations in stone, including block quoins, cill strings, architraves with frieze and cornice. A loggia with Doric columns and a tall brick chimney give the building a grand appearance, reinforced by the gate with rusticated stone piers, ball finials and the double wrought Iron gates. There is an inscription: "*Greenwich Hospital, 1857*".
- 3.102 The receptor is a fine Victorian building, linked to the Royal Hospital. It has architectural and historical significance.

CONTRIBUTION OF SETTING TO HERITAGE VALUE

- 3.103 The house stands on the busy road between Charlton and Greenwich, occupying a corner plot. The main front addressed the side street, Chevening Road. The separately listed gate opens onto Woolwich Road.
- 3.104 While Woolwich Road have been partially redeveloped in recent years and now comprises taller buildings, the road retains much of its historic appearance with varied building typologies, such as modest two-storey terraces, some with flats above shops, larger houses set back from the road with a front garden, the former public library further east and modern blocks of flats.
- 3.105 The presence of motor traffic detracts from the quality of the receptor and the wider area.
- 3.106 The Site does not form part of the receptor's setting and does not contribute to its significance. The ZTV indicates that there would be no intervisibility with the Development. For this reason, the receptor will not be further assessed.
- 3.107 Heritage Value: **High**

CONSERVATION AREAS

ISLAND GARDENS CONSERVATION AREA (MAP REF.: C)

- 3.108 The Island Gardens Conservation Area was designated by the London Docklands Development Corporation in March 1971. The boundary of Island Gardens Conservation Area is located approximately 570 m from the Site at its closest distance, albeit physically separated by the River Thames.
- 3.109 The Conservation Area boundary incorporates the Grade II listed Island Gardens Registered Park and Garden, developed to protect the axial views across the river of the Royal Naval College and the Queen's House in Greenwich and providing valuable amenity space.
- 3.110 The character of the Conservation Area is defined by its open space and low density development, as well as a significant quantity of established planting. Post-war destruction of Victorian terracing resulted in post-war clearance and subsequently new estates of public housing. The majority of buildings are residential, constructed during the late 1970s and early 1980s and are of varying character and material. Very few surviving buildings

date from the area's preindustrial period or industrial heyday, including Christ Church, The Waterman's Arms public house and Newcastle Draw Dock. The views over the dock across the Thames towards Greenwich are noted in the conservation area appraisal.

- 3.111 Island Gardens Park was designed by Lieutenant Colonel John J. Sexby, the chief officer of the London County Council's parks department. The park acted as a materialisation of the idea proposed by John Lidell in 1848 that the area would be set aside across the river from the Greenwich Hospital to '*prevent the total closure of its vistas, and to shut out the annoyances of gloomy, unsightly and offensive buildings*' (Island Gardens Conservation Area Appraisal, 2007).
- 3.112 The park was formerly opened on 3 August 1895. Its character then, as now, is Victorian municipal parkland; it is a typical example of its kind. The park provides exceptional views across to the MGWHS. The importance of these views, both to and from the Greenwich buildings, has secured the park's inclusion in the Buffer Zone of the MGWHS. A non-verified test view from the conservation area is provided at **Appendix 4.o**.
- 3.113 The Island Gardens Conservation Area primarily possesses historical interest as it incorporates the only post-war remnants of the local area's pre-20th century urban history.
- 3.114 Heritage value: **Medium**
- CONTRIBUTION OF SETTING TO HERITAGE VALUE**
- 3.115 The setting of Island Gardens Conservation Area is characterised by varied late twentieth century, primarily residential development and municipal open space. The southern boundary of the Conservation Area fronts the River Thames and provides highly significant views across to the Maritime Greenwich World Heritage Site.
- 3.116 The late twentieth century development surrounding the Island Gardens Park and the lack of general urban cohesion it reflects do not contribute significantly to the heritage value of the conservation area. However, the positioning on the bank of the Thames and the prominent visual connection with other important heritage assets make a highly positive contribution to the value of the conservation area.

EAST GREENWICH CONSERVATION AREA (MAP REF.: D)

- 3.117 The East Greenwich Conservation Area is located approximately 450 m to the south of the Site. It was designated in 1992 and extends from the River Thames, to the border of the MGWHS to the south and partially to the residential estates to the east; occupying the area of land between the Royal Naval College, Maze Hill railway line and the River Thames. The western section of the conservation area falls within the buffer zone of the MGWHS.
- 3.118 East Greenwich is predominantly residential in character, the irregular layout of streets dictated by the bend of the river and the routes of the principal roads including the Old Woolwich Road. Dominant landmarks include the Greenwich Power Station, which is locally listed (map ref.: 32). It contrasts with the residential and domestic nature of the surrounding townscape. There are key views from within the conservation area towards the Royal Naval College and Church of St Alfege.
- 3.119 Other landmarks include Trinity Hospital, discussed above, and the former Christ Church, which is locally listed (map ref.:35). There are a number of statutorily listed buildings on Ballast Quay, including the former Harbourmasters’ Office from 1855 (map ref.: 5), The Cutty Sark public house (map ref.: 8) and nos. 8, 9, 10, and 12–16, Ballast Quay from the late Georgian period which are all listed at grade II (map ref.: 6). The road structure of this part of Ballast Quay is listed at grade II (map ref.: 12) and 18 Ballast Quay is locally listed (map ref.: 25).
- 3.120 Nos. 40, and 142, Old Woolwich Road (map ref.: 9) and nos. 122, 124, 126 and 126a Old Woolwich Road (map ref.: 11) are also listed at grade II. Several buildings on Old Woolwich Road (map ref.: 27– 31) and Trafalgar Road (map ref.: 33–36) are locally listed.
- 3.121 The area is comprised of a range of housing types including the Morden College Estate from the 1830s onwards (map ref.: 31), Arts and Crafts houses on Trenchard Street, of which several are locally listed (map ref.: 37 and 38), and social housing estates designed by the LCC and GLC. Pockets of more modern development have also been built, including High Bridge Wharf, close to the river frontage.
- 3.122 Heritage value: **High**

CONTRIBUTION OF SETTING TO HERITAGE VALUE

- 3.123 To the west, the conservation area is bordered by the Greenwich Park Conservation Area which predominantly comprises Greenwich Park and buildings of the Old Royal Naval Collage, National Maritime Museum and former Queen’s House. The proximity of the WHS positively contributes to an understanding of the special interest of the East Greenwich Conservations Area which evolved next to this Royal Hospital and Naval College.
 - 3.124 To the east, the conservation area is bordered predominantly by more peripheral residential estates, which date to the mid-20th century onwards, terminated by the more commercial/industrial character of Greenwich Peninsula further east.
 - 3.125 On the opposing side of the River Thames, the tall building clusters of Mill Wall and Canary Wharf form a juxtaposition to the historic, open character of the West Greenwich Conservation Area.
- WESTCOMBE PARK CONSERVATION AREA (MAP REF.: N/A)**
- 3.126 Designated in 2002, the Westcombe Park Conservation Area comprises predominantly two and three storey Victorian and Edwardian houses of good quality with rich detailing. The houses are either detached or semidetached villas with pitched roofs, projecting double height bays and various decorative elements. The houses are predominantly built in red or yellow stock brick with timber joinery and terracotta or stucco elements for the elevational treatment. The Westcombe Park Conservation Area adjoins both the Greenwich Park Conservation Area and the Blackheath Conservation Area. Woodlands House is a substantial Georgian House that survives at the heart of the conservation area. Woodland House is the only statutorily listed building (grade II*) in the conservation area. There are a number of locally listed buildings.
 - 3.127 The area has a green character due to the presence of mature trees, both in the front and substantial rear gardens. Gaps between the buildings allow for vistas across the area, creating a generous and welcoming appearance. Streets and buildings follow the contours of the landscape rather than being laid out following a planning principle. The conservation area comprises a number of small publicly accessible green spaces.
 - 3.128 Heritage Value: **High**

CONTRIBUTION OF SETTING TO HERITAGE VALUE

- 3.129 Located in an elevated position, the Westcombe Park Conservation Area has a different character from the low-lying areas the old neighbourhoods of Greenwich along the riverfront and the former industrial areas of the Greenwich Peninsula below. The railway from London to North Kent further emphasises the separation of Westcombe Park from the areas to the north. To the west, Westcombe Park connects to Greenwich Park.
 - 3.130 The conservation area appraisal notes the views from within the conservation area towards the Millennium Dome and North Greenwich and across the Thames to Canary Wharf and East London. The tall buildings in those areas form the part of the setting of the conservation area.
- LOCALLY LISTED BUILDINGS**
- 3.131 Locally listed buildings located in conservation areas have been covered in the sections above. Those located to the east of the A102, including The Pilot Public House at River Way (map. Ref: 39) and the site of Former Gasholder No. 2 (map ref.: 40), now demolished, have not been included in the assessment because of the separating distance and the surrounding townscape of the emerging Greenwich Peninsula masterplan which comprises numerous tall buildings.

SECTION SUMMARY

- 3.132 **Table 3.1** below presents a summary of the built heritage baseline.

Table 3.1 Summary of Built Heritage Baseline

MAP REF.	NAME	GRADE (IF APPLICABLE)	HERITAGE VALUE	FULL ASSESSMENT REQUIRED?
Designated Heritage Receptors				
Listed Buildings				
1	Trinity Hospital, Front Wall (20) and Lodge to Trinity Hospital, West of Main Block (22)	II*/II	High	No
2	Christ Church and Isle of Dogs War Memorial (21)	II*/II	High	As part of C
3	Enderby House	II	Medium	Yes
4	Rothbury Hall	II	Medium	Yes
5	Harbour Master's Office	II	Medium	As part of D
6	8, 9, 10, and 12-16, Ballast Quay	II	Medium	As part of D
7	K2 Telephone Kiosk at Junction with Trafalgar Road	II	Medium	As part of D
8	The Cutty Sark Public House and 7 Ballast Quay	II	Medium	As part of D
9	140, and 142, Old Woolwich Road	II	Medium	As part of D
10	Southern Gatehouse to The Blackwall Tunnel	II	Medium	Yes
11	122, 124, 126 and 126a, Old Woolwich Road	II	Medium	As part of D
12	Road structure of Ballast Quay	II	Medium	As part of D
13	East Greenwich Gas Works War Memorial	II	Medium	No
14	Millwall Wharf Riverside Range of Warehouse	II	Medium	Yes
15	Newcastle Draw Dock	II	Medium	As part of C
16	70-84, River Way	II	Medium	No
17	Bollards at Dock Entrance to Newcastle Draw Dock	II	Medium	As part of C
18	18, Woolwich Road and Wall to East, and Gates and Gate Piers to North, of Number 18	II	Medium	No
19	The Watermans Arms	II	Medium	As part of C
World Heritage Sites				
A, B	Maritime Greenwich	WHS	Very High	Yes
Conservation Areas				
C	Island Gardens	CA	Medium	Yes
D	East Greenwich	CA	Medium	Yes

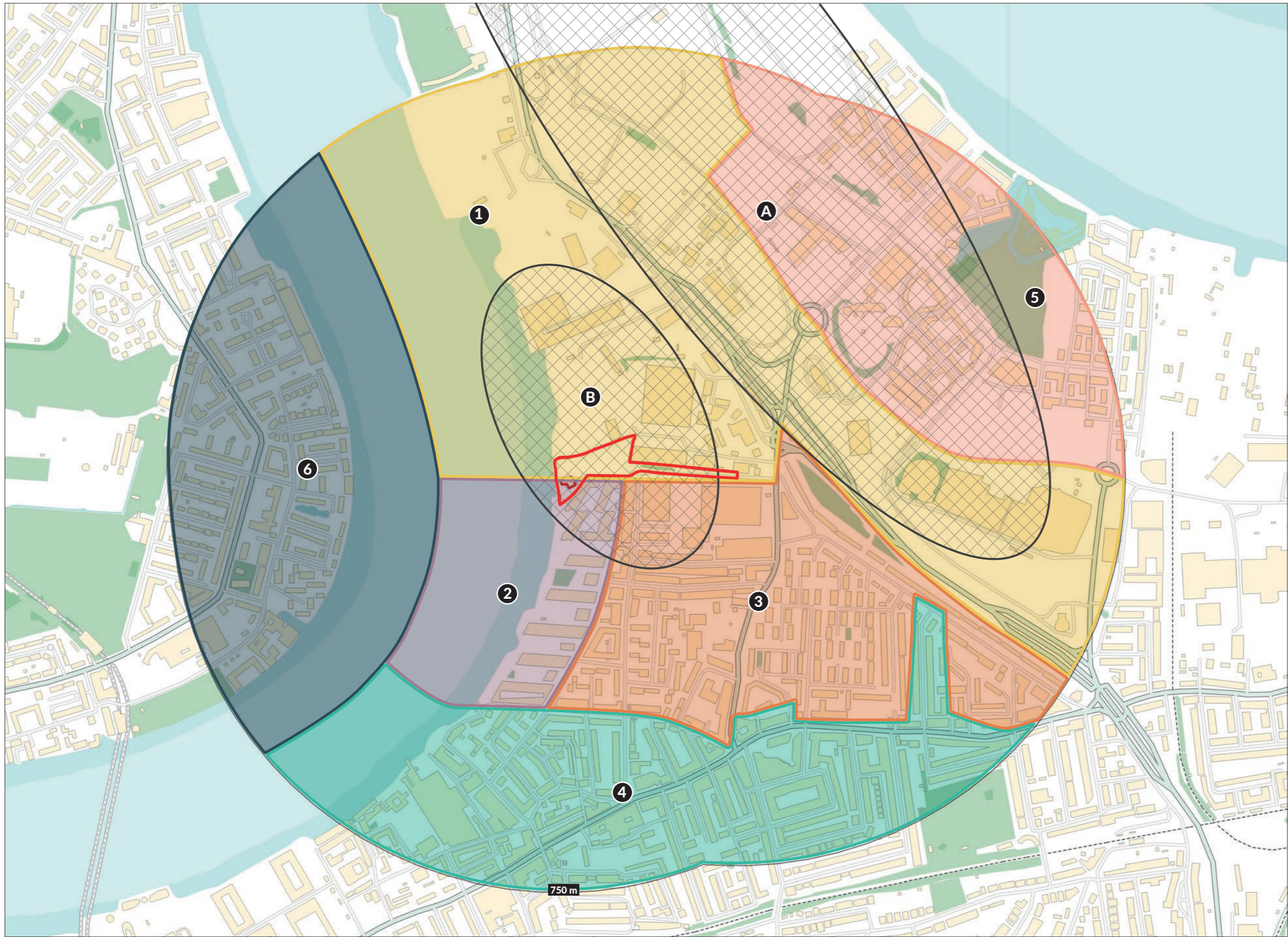
MAP REF.	NAME	GRADE (IF APPLICABLE)	HERITAGE VALUE	FULL ASSESSMENT REQUIRED?
n/a	Westcombe Park	CA	Medium	Yes
Registered Park and Garden				
23	Island Gardens	RPG	High	As part C
24	Greenwich Park	RPG	High	As part of A and B
Non-designated Heritage Receptors				
Locally listed buildings				
25	18 Ballast Quay	LL	Low	As part of D
26	Earlswood Street, SE10 50-56 (even)	LL	Low	As part of D
27	Old Woolwich Road, 95-113 (odd)	LL	Low	As part of D
28	Old Woolwich Road, 60 'Star and Garter' Public House	LL	Low	As part of D
29	Old Woolwich Road, 48-54 and 62-80	LL	Low	As part of D
30	Old Woolwich Road, Meridian School	LL	Low	As part of D
31	Old Woolwich Road, 130-138 (even) 'Morden Place'	LL	Low	As part of D
32	Greenwich Power Station and Coal Jetty	LL	Low	As part of D
33	Trafalgar Road, 155-157 The 'William IV' Public House	LL	Low	As part of D
34	Trafalgar Road, 173-177	LL	Low	As part of D
35	Trafalgar Road, Christ Church	LL	Low	As part of D
36	Trafalgar Road, 208 'The British Queen' Public House	LL	Low	As part of D
37	Trenchard Street, SE10 1-19 (odd) & 2-20 (even)	LL	Low	
38	Hoskins Street, SE10 1-11(odd)	LL	Low	As part of D
39	The Pilot Public House	LL	Low	No
40	Site of Former Gasholder No. 2 (now demolished)	LL	Low	No

RELEVANT BASELINE CONDITION: TOWNSCAPE

- 3.133 This section provides analysis of the townscape study area and the identified character areas. It has been informed by existing studies, including the Peninsula West Masterplan SPD (2012) and the RBG Characterisation and Intensification Study (2023) which includes a section on the Greenwich Peninsula.
- 3.134 The 2023 characterisation study highlights the diverse nature of the peninsula, with the O2 Arena and the district centre in the north, large car park areas, industrial and port-related uses to the west and new residential developments to the east. The character is evolving. High-density mixed-use, institutional and residential developments, including tall buildings, are emerging across the north, east and south-west of the peninsula. The tallest buildings stand at the northernmost tip of the peninsula. The dome of the O2 Arena and the Cable Car form part of the iconic scenery of the Greenwich Peninsula, while the Blackwall Tunnel and approach road compromise the area's townscape quality.
- 3.135 The Site, which comprises a total of 1.24 hectares, is located on the western side of the Greenwich Peninsula, fronting the River Thames. It sits approximately half way between The O2 to the north-east and the Royal Naval College to the south-west. Accessed from the east via Telcon Way, the road merges with Telegraph Avenue and marks the southern boundary of the Site. In recent years, the former buildings and structures on the Site have been demolished and cleared in anticipation of redevelopment. The Thames Path runs along the western boundary of the Site, separated by temporary hoardings.
- 3.136 The Site forms the northern half of the historic Enderby's Wharf and is referred to as Enderby Place. The site to the south, which has been recently redeveloped with a residential-led scheme of up to 13 storeys, is referred to as Enderby Place. There are further development sites nearby, including Morden Wharf to the north, which has been recently consented (ref: 20/1730/O).

TOWNSCAPE CHARACTER AREAS

- 3.137 The townscape surrounding the Site may be categorised into six distinct areas. These broadly comprise residential and industrial and commercial usages. For the purposes of this assessment the character areas are referred to as:
1. Industrial/commercial and brownfield land
 2. Greenwich Peninsula (West)
 3. North Greenwich (post-World War II housing)
 4. Historic townscape
 5. Greenwich Peninsula
 6. Isle of Dogs (post-World War II housing)
- 3.138 The broad boundaries of the character areas are identified in **Figure 3.12**. The character and appearance of the character areas is discussed below.
- 3.139 The Townscape Character Area Analysis (also at **Figure 3.12**) demonstrates that large scale residential blocks are replacing the industrial footprints on the Greenwich Peninsula. The finer grain of historic townscape can be seen to the south.



TOWNSCAPE CHARACTER AREAS

- Application Site
- 1** Industrial/commercial and brownfield land
- 2** Greenwich Peninsula (West)
- 3** North Greenwich (post-War II housing)
- 4** Traditional townscape
- 5** Greenwich Peninsula
- 6** Isle of Dogs (post-War II housing)

- Tall Building Zones** A
- A.** Greenwich Peninsula: May be appropriate for tall buildings
 - B.** Greenwich Peninsula West: May be appropriate for tall buildings, but requires further assessment

LOCATION:
Enderby Wharf

DATE:
November 2023

SCALE:
1:7,500 @ A3

FIGURE 3.12 Townscape Character Area Plan and Townscape Character Area Analysis

▲ NORTH

GROUND FIGURE PLAN

□ Application Site



LOCATION:
Enderby Wharf

DATE:
November 2023

SCALE:
1:7,500 @ A3

FIGURE 3.13 Townscape Character Area Plan and
Townscape Character Area Analysis

▲ NORTH



MONTAGU EVANS
CHARTERED SURVEYORS
5 BOLTON STREET,
LONDON W1J 8BA
T: 020 7493 4002
WWW.MONTAGU-EVANS.CO.UK

TOWNSCAPE CHARACTER AREA 1: INDUSTRIAL/COMMERCIAL AND BROWNFIELD LAND

- 3.140 Character Area 1 is located to the centre of the study area and includes the Site. The character area is bound to the west by the River Thames, to the north and south by residential development, including the recent large-scale developments along the riverfront and further north at Greenwich Peninsula and the established low-rise developments built during the second half of the 20th century. The Blackwall Tunnel Southern Approach cuts through the area, splitting it into a northern and southern part. The southern part comprises the last remaining active industrial uses along the riverfront, where the Site is located.
- 3.141 The Blackwall Tunnel Southern Approach (A102), Bugsby’s Way and Woolwich Road (A206) form important thoroughfares through the study area and are subject to heavy traffic, contributing to the sense of a busy urban environment.
- 3.142 The buildings in the character area are medium to large blocks are set within hard landscaped areas, often surrounded by storage space and car parking. Building typologies reflect the commercial and industrial nature of the character area and are generally light industrial units and warehouses, dating from the mid- to late twentieth century, and are ally utilitarian in appearance and of no architectural merit. They typically range between one and four storeys. Brick, corrugated metal and steel form the predominant building materials, with many buildings having low pitched or flat roofs.
- 3.143 The topography of the character area is largely flat. After almost two hundred years of industrial use, much of the area is covered by tarmac and nothing of the original marshland character is left. Vegetation is largely absent.
- 3.144 The Site comprises several metal-clad warehouses of no architectural merit, car parking and vacant land to the west of the Site adjacent to Enderby House which overlooks the Thames Path and the river.
- 3.145 Associated viewpoint: 12
- 3.146 Townscape value: **Low**



Figure 3.14 Enderby House, located at the interface of Townscape Character Areas 1 and 2



Figure 3.15 View across the Site towards industrial land and the O2 Arena

TOWNSCAPE CHARACTER AREA 2: GREENWICH PENINSULA (WEST)

- 3.147 Located on the riverfront between the historic town and the surviving industrial uses of Greenwich Peninsula, the townscape character area comprises tall, large-scale residential developments, which form part of the emerging new townscape at this part of the Borough.
- 3.148 Buildings within this TCA were built over the last years, and comprise the Enderby Place development to the south of the Site with blocks between 6 and 18 storeys. The buildings have a unified character which is derived from their shared material palette and colours which includes various cladding materials, brick and glass.
- 3.149 The area is interspersed with pocket parks and zones of green space. The building blocks are laid out regularly on an east-west grid, while the most recent buildings of the Enderby Place development have a north-south orientation.
- 3.150 Associated viewpoints: 8, 13, 21 and 23
- 3.151 Townscape value: **Medium**

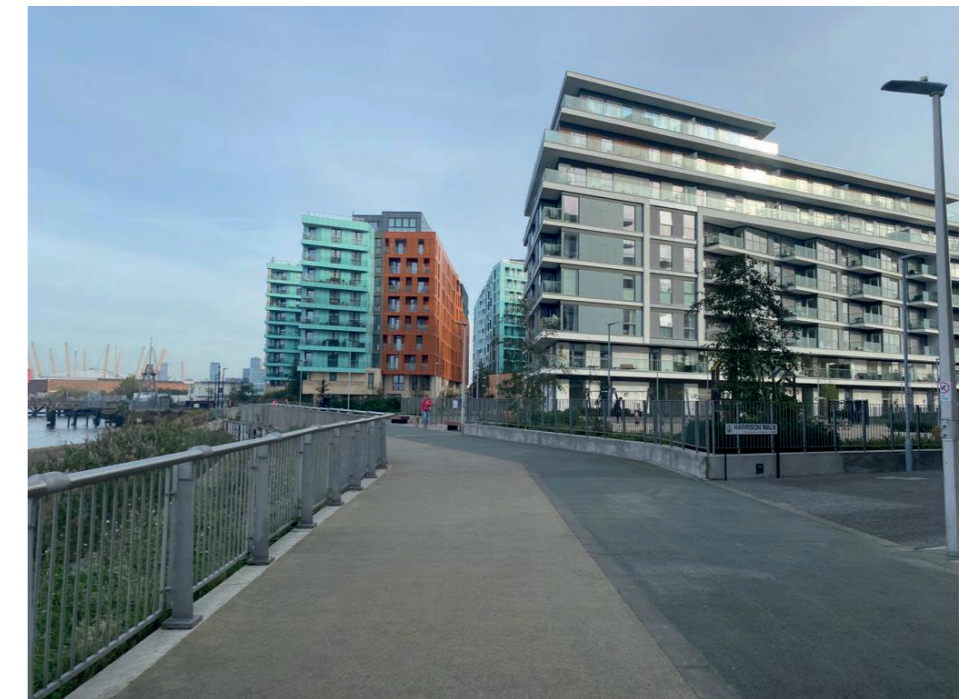


Figure 3.16 River Gardens development within Townscape Character Area 2

TOWNSCAPE CHARACTER AREA 3: NORTH GREENWICH (POST-WORLD WAR II HOUSING)

- 3.152 TCA3 lies to the north of the established residential areas of Greenwich (TCA4). It was developed after the departure of many of the industrial uses that previously occupied the land. The tunnel approach forms the eastern boundary, modern residential blocks (TCA2) separate TCA3 from the river frontage.
- 3.153 TCA3 comprises residential streets, developed predominantly in the second half of the 20th century. There are terraces and blocks of flats, arranged in parallel rows. They have predominantly between two and three storeys and are built in yellow or red brick. There are pockets of traditional Victorian and Edwardian terraces along Mauritius Road and Azof Street, which were originally built between the factories.
- 3.154 The properties have rear gardens. Trees and greenery can be found in the public green spaces, which combined with ample tarmac areas create an open character. However, most of these areas appear underutilised.
- 3.155 Associated viewpoint: n/a
- 3.156 Townscape value: **Low**



Figure 3.17 Blackwall Lane at the interface between Townscape Character Areas 1 and 3

TOWNSCAPE CHARACTER AREA 4: HISTORIC TOWNSCAPE

- 3.157 TCA4 is located to the south of the study area, and it is a mixed residential area, which overlaps with the East Greenwich Conservation Area and partially sits within the MGWHS buffer zone. The TCA is bound to the north by the residential developments of TCA2 and TCA3.
- 3.158 The A206 is the principal highway that runs east to west through TCA4 (as Trafalgar Road) and further east forms its northern boundary (Woolwich Road). The highway is a busy thoroughfare between Deptford and Greenwich in Kent and it is subject to heavy vehicular traffic, creating to the sense of a busy urban environment. The rest of the TCA comprises quite residential streets.
- 3.159 The built form within the TCA varies in age, form and height, comprising the eastern fringes of Greenwich town centre adjacent to the old Naval Hospital, Victorian terraces and some more modern developments. The terraces have two stores and are largely built from yellow stock brick.
- 3.160 Properties across the character area have continuous building lines and are set behind a small front garden, with substantial gardens to their rear. There are some groups of listed buildings along the Woolwich Road.
- 3.161 The East Greenwich Pleasance is a public park which formally formed part of the burial ground of the old Royal Hospital at Greenwich. The formal tree lined park is made up of large grassed area containing formalised paths, and a children’s playground. The park is bound on all side by a low rising brick boundary wall, with the eastern and southern boundary of the park being further made up by a collection of mature trees. The park forms a complementary usage to the surrounding residential development.
- 3.162 Associated viewpoints: 8, 17 and 18
- 3.163 Townscape value: **Medium**



Figure 3.18 Ballast Quay in Townscape Character Area 4

TOWNSCAPE CHARACTER AREA 5: GREENWICH PENINSULA

- 3.164 This townscape character area is located between the Blackwall Tunnel approach and the river. It comprises the recent, large-scale residential developments of the Greenwich Peninsula Masterplan area that stretches from the O2 Arena and the Design District next to the North Greenwich station to the industrial uses of Charlton Riverside. The buildings are set along regular, planned streets and open spaces, allowing for views through to the river.
- 3.165 TCA5 is similar in character to TCA2. Large areas of open green space and communal gardens create a welcoming and pleasant appearance. The quality of the architecture is high, comprising various design approaches and modern building materials. The heights vary and include tall buildings such as The Waterman at Tidemill Square which has 33 storeys.
- 3.166 Other uses in the character area includes the education establishments of Millennium Primary School and St Mary Magdalene High School, both of which are complementary to the surrounding residential uses.
- 3.167 Associated viewpoint: 15 and 21
- 3.168 Townscape value: **Medium**

TOWNSCAPE CHARACTER AREA 6: ISLE OF DOGS (POST-WORLD WAR HOUSING)

- 3.169 TCA6 is located on the opposite side of the river and occupies the easternmost part of the Isle of Dogs in the LBTH. It's character is very similar to the appearance and functioning of TCA3.
- 3.170 The TCA comprises various housing typologies, predominantly terraces and blocks of flats. Some of the buildings reflect the historic warehouses and maritime legacy of the wider area.
- 3.171 The buildings are surrounded by ample open space, often elaborately decorated, which creates a sense of openness and a pleasant atmosphere.
- 3.172 Associated viewpoint: 22
- 3.173 Townscape value: **Low**

TOWNSCAPE SUMMARY

3.174 **Table 3.2** presents a summary of the townscape receptor baseline information.

REF.	TOWNSCAPE CHARACTER AREA	TOWNSCAPE VALUE	FULL ASSESSMENT REQUIRED?
1	Industrial/commercial and brownfield land	Very Low	Yes
2	Greenwich Peninsula (West)	Medium	Yes
3	North Greenwich (post-World War II housing)	Low	Yes
4	Historic townscape	Medium	Yes
5	Greenwich Peninsula	Medium	Yes
6	Isle of Dogs (post-World War housing)	Low	Yes

Table 3.2 Table 3.2 Summary of Townscape Receptor Baseline.

RELEVANT BASELINE CONDITION: VISUAL

EXTENT OF VISIBILITY

- 3.175 A ZTV has been produced to outline the potential areas where the Development may be visible, up to a 2 km² distance from the Site. The ZTV has been produced using topographically referenced three-dimensional models from VUCITY software. It is a tool for a high-level understanding of the extent of visibility, which was further interrogated through review of individual viewpoints using field surveys and digital software.
- 3.176 The ZTV illustrates that visibility of the Development varies between the immediate and wider townscape.
- 3.177 Clear views of the Development are to be obtained from the River Thames frontage. The Development will be readily perceptible from the Thames Path located on the east side of the Isle of Dogs, and the Thames Path on the south side of the River Thames in Greenwich. Further inland on the Isle of Dogs, visibility of the Development is very limited, with the exception of areas of open space where longer views are afforded over existing rooftops.
- 3.178 From the Greenwich Peninsula, the Development would be prominent in the immediate townscape surrounding the Site, particularly along the approach roads of Telecon Way and Christchurch Way. These areas are mixed in character, including industrial land to the east of the Site. To the north and south of the Site, the land use is undergoing a state of transition, moving from former industrial land to residential-led high density development, in accordance with the development plan.
- 3.179 In the wider townscape, the alignment of streets and fine grain of urban development means that visibility is more intermittent, usually glimpsed views between buildings. Accordingly, in established residential areas to the south-east of the Site such as Mauritius Road and beyond, the visibility of the Development would generally be limited to glimpses.
- 3.180 The northern areas of Greenwich Peninsula would experience greater visibility. These areas are a mix of low-rise but coarse grain industrial buildings and cleared sites awaiting redevelopment as part of the masterplan prepared in accordance with the development plan. The extent of visibility will therefore change in the cumulative context.

REPRESENTATIVE VIEWS

- 3.181 The Scoping Opinion and pre-application discussions with the LPA identified 23 AVRs to support the assessment. The location of the representative views has been informed by the preparation of the ZTV and the two sets of data are overlaid at **Figure 7.2** The baseline photography for each view is provided at **Sections 7.0** and 11, as well as **Appendix 1.0**.
- 3.182 The views are representative of the experience of visual receptors within an area. The rationale for the selection of each view is provided at **Table 3.3**.

STATIC VIEWS

- 3.183 In addition to the visual amenity experienced by people – informed by representative views – the assessment has considered the following strategic views designated in the development plan, or that were agreed with the competent authority:
- Static View: LVMF 5A.1 – Greenwich Park: the General Wolfe Statue (Panorama) (Same location as AVR1)
 - Static View: View 1 – Shooters Hill to Central London (Policy DH(g) Local Views) (Same Location as AVR4)
 - Static View: View 5 – Eltham Park (North) to Central London (Policy DH(g) Local Views) (Same Locations as AVR5)
- 3.184 For these static views, a description of the existing scene for each identified view and the likely visual receptors are provided at **Section 11.0**. This description is set alongside a corresponding AVR of the Development and analysis of any significant effect occurring.

VISUAL RECEPTORS

- 3.185 The text below sets out the different groups of people who may experience views of the development, the places where they will be affected and the nature of the views and visual amenity at those points.



VIEW LOCATION PLAN

- Application Site
- 1. LVMF 5A.1 – Greenwich Park: the General Wolfe Statue (Panorama)
- 2. Greenwich Park, north of the Observatory Telescope
- 3. Greenwich Park, north of Flamsteed House
- 4. Shooters Hill to Central London (Policy DH(g) Local Views 1)
- 5. Eltham Park (North) to Central London (Policy DH(g) Local Views 5)
- 6. Royal Park
- 7. Royal Naval College
- 8. Ballast Quay
- 9. Invicta Wharf
- 10. Cubitt Town Wharf
- 11. Millwall Wharf
- 12. Blackwall Lane Boulevard
- 13. Azof Street
- 14. Riverside at Barrier Park
- 15. Blackwall Entrance Pier
- 16. Charlton Road Bridge over the A102
- 17. Hadrian Street, southern end
- 18. Christchurch Way, southern end
- 19. Greenwich High Road and Stockwell Street
- 20. Greenwich Reach East
- 21. John Harrison Way
- 22. Mudchute Park, Isle of Dogs (Panorama)
- 23. Riverside Walkway

LOCATION:
Enderby Wharf

DATE:
November 2023

SCALE:
1:15,000 @ A3

FIGURE 3.19 View Location Plan

▲ NORTH

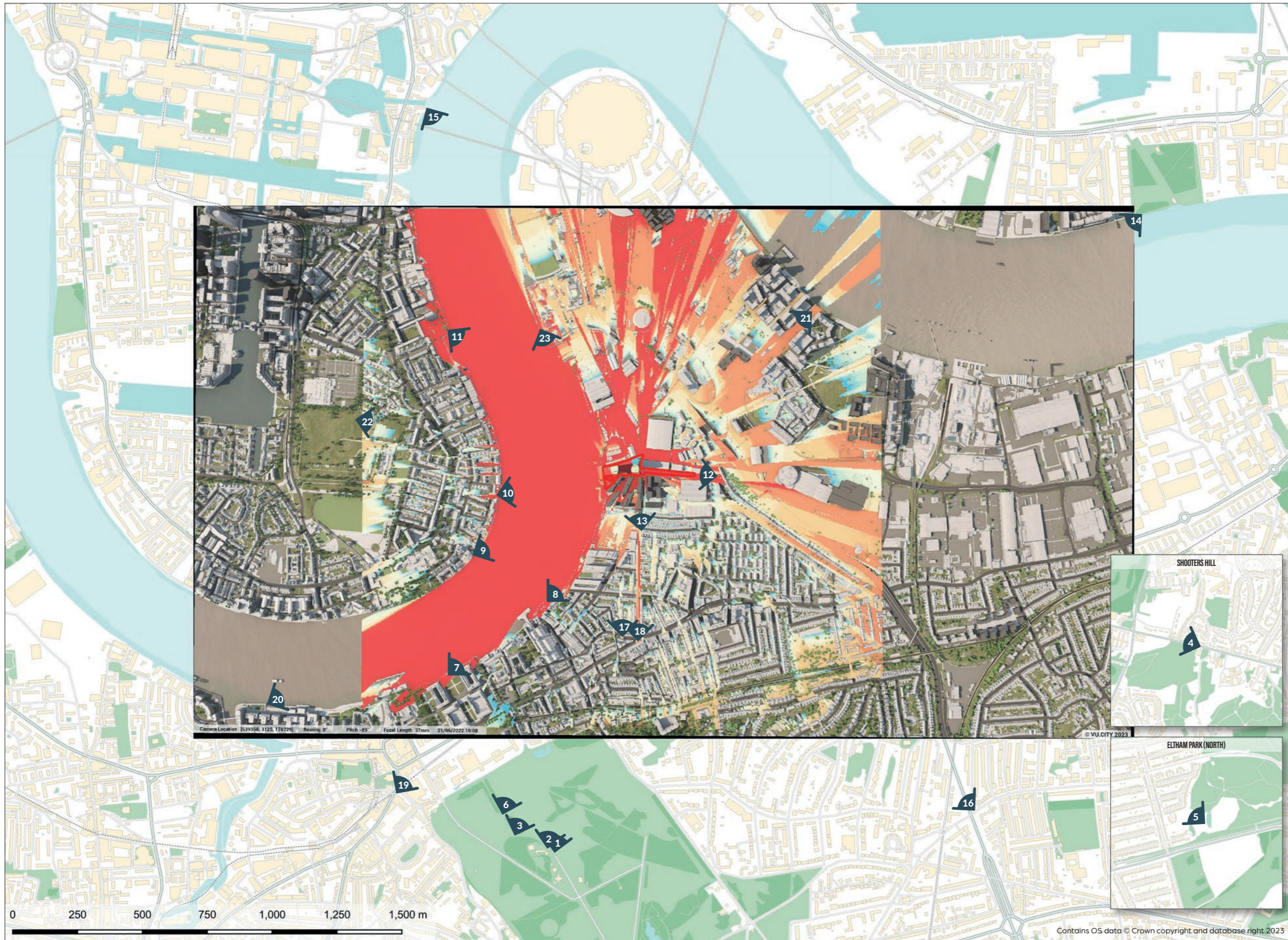


MONTAGU EVANS
CHARTERED SURVEYORS
5 BOLTON STREET,
LONDON W1J 8BA
T: 020 7493 4002
WWW.MONTAGU-EVANS.CO.UK

Contains OS data © Crown copyright and database right 2023

VIEW LOCATION PLAN ZTV OVERLAY

- Application Site
- 1. LVMF 5A.1 – Greenwich Park: the General Wolfe Statue (Panorama)
- 2. Greenwich Park, north of the Observatory Telescope
- 3. Greenwich Park, north of Flamsteed House
- 4. Shooters Hill to Central London (Policy DH(g) Local Views 1)
- 5. Eltham Park (North) to Central London (Policy DH(g) Local Views 5)
- 6. Royal Park
- 7. Royal Naval College
- 8. Ballast Quay
- 9. Invicta Wharf
- 10. Cubitt Town Wharf
- 11. Millwall Wharf
- 12. Blackwall Lane Boulevard
- 13. Azof Street
- 14. Riverside at Barrier Park
- 15. Blackwall Entrance Pier
- 16. Charlton Road Bridge over the A102
- 17. Hadrian Street, southern end
- 18. Christchurch Way, southern end
- 19. Greenwich High Road and Stockwell Street
- 20. Greenwich Reach East
- 21. John Harrison Way
- 22. Mudchute Park, Isle of Dogs (Panorama)
- 23. Riverside Walkway



LOCATION:
Enderby Wharf

DATE:
November 2023

SCALE:
1:15,000 @ A3

FIGURE 3.20 View Location Plan with overlay of the ZTV (Proposed and Cumulative Scenarios). Source: Montagu Evans

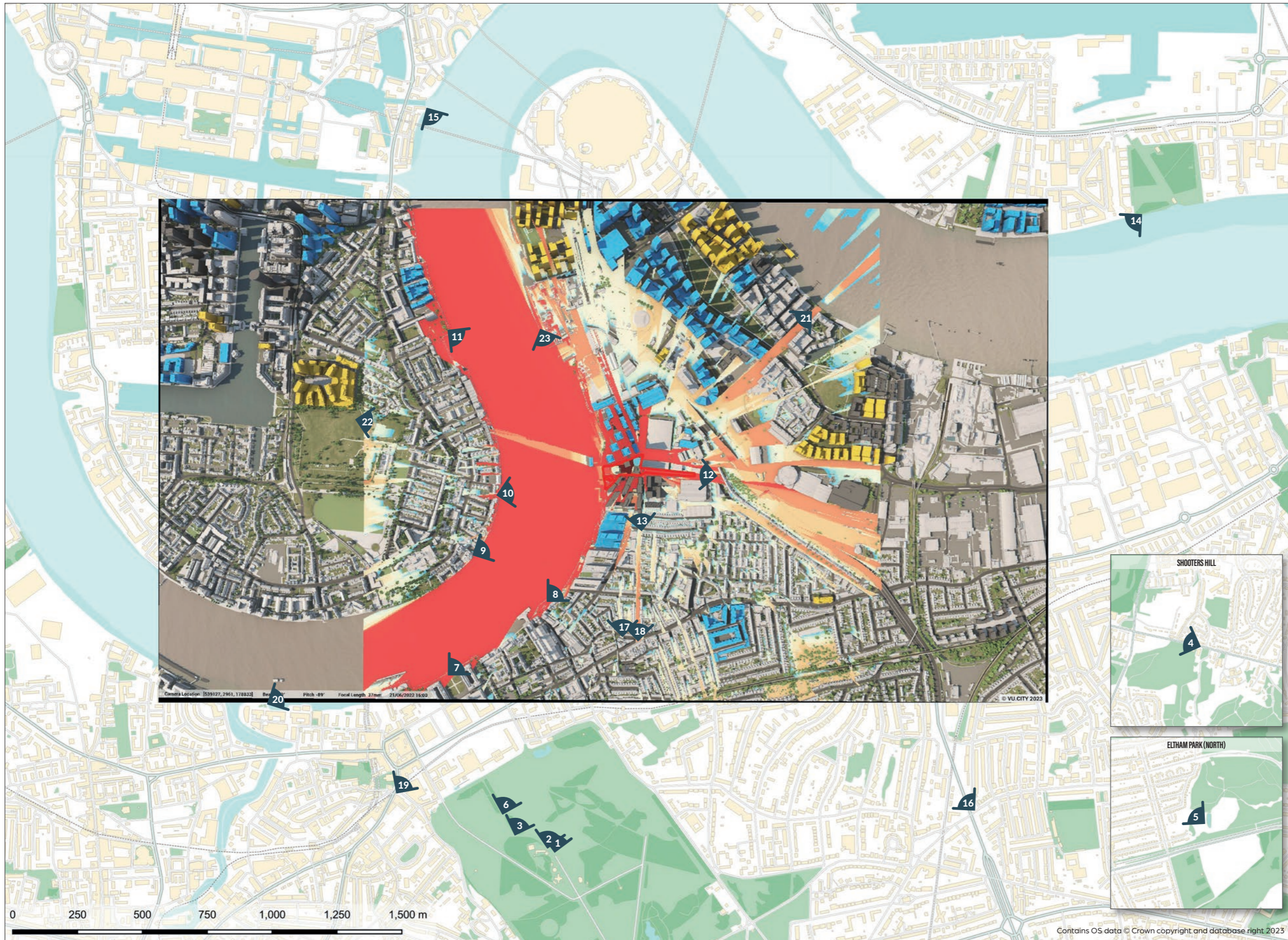
▲ NORTH



MONTAGU EVANS
CHARTERED SURVEYORS
5 BOLTON STREET,
LONDON W1J 8BA
T: 020 7493 4002
WWW.MONTAGU-EVANS.CO.UK

VIEW LOCATION PLAN CUMULATIVE ZTV OVERLAY

- Application Site
- 1. LVMF 5A.1 – Greenwich Park: the General Wolfe Statue (Panorama)
- 2. Greenwich Park, north of the Observatory Telescope
- 3. Greenwich Park, north of Flamsteed House
- 4. Shooters Hill to Central London (Policy DH(g) Local Views 1)
- 5. Eltham Park (North) to Central London (Policy DH(g) Local Views 5)
- 6. Royal Park
- 7. Royal Naval College
- 8. Ballast Quay
- 9. Invicta Wharf
- 10. Cubitt Town Wharf
- 11. Millwall Wharf
- 12. Blackwall Lane Boulevard
- 13. Azof Street
- 14. Riverside at Barrier Park
- 15. Blackwall Entrance Pier
- 16. Charlton Road Bridge over the A102
- 17. Hadrian Street, southern end
- 18. Christchurch Way, southern end
- 19. Greenwich High Road and Stockwell Street
- 20. Greenwich Reach East
- 21. John Harrison Way
- 22. Mudchute Park, Isle of Dogs (Panorama)
- 23. Riverside Walkway



LOCATION:
Enderby Wharf

DATE:
November 2023

SCALE:
1:15,000 @ A3

FIGURE:

▲ NORTH



MONTAGU EVANS
CHARTERED SURVEYORS
5 BOLTON STREET,
LONDON W1J 8BA
T: 020 7493 4002
WWW.MONTAGU-EVANS.CO.UK

AMENITY USERS OF MGWHS

3.186 This receptor group includes visitors to the MGWHS, as well as visitors to Greenwich, as well as local residents, employees and students and staff. A number of representative and strategic views have been identified to illustrate the receptor groups movement around the WHS, Grade I RPG and other designated heritage assets, and is represented by the following viewpoints:

- View 1: LVMF 5A.1 Greenwich Park – The General Wolfe Statue (at the orientation board)
- View 2: Greenwich Park, north of the Observatory Telescope
- View 3: Greenwich Park, north of Flamsteed House
- View 6: Royal Park
- View 7: Royal Naval College

3.187 The primary focus of receptors within the WHS would be on the prominent listed buildings and structures forming part of the Old Royal Naval College, National Maritime Museum and Queens House. As receptors move between the buildings, they will be able to readily appreciate their individual quality including their English baroque design and materiality palette including that of Portland stone and brick.

3.188 To the centre of the complex, buildings are arranged symmetrically around the Grand Axis, which afford axial views towards the Queen’s House and General Wolfe statue to the south and views towards the Isle of Dogs to the north, aided by the openness of the river trajectory.

3.189 In views north, the River Thames forms an open breadth of space between the historic buildings and later development to the Isle of Dogs. In these views, the tall and large building cluster at Canary Wharf is evident and seen above existing interposing development and trees to the north or the river. The cluster whilst visible, would be seen over some distance and would form an attractive distant feature on the skyline. This is particularly prominent from LVMF viewpoint 5A.1.

3.190 As visual receptors move northwards, towards Greenwich Park, their focus will be on using the space for amenity, sports and enjoyment of the green and open space. Users of the space will also be focussed on travelling and moving through the area to and from Greenwich town centre and the surrounding residential areas to the east and west of the park.

3.191 Receptors will also include visitors to the listed Royal Observatory complex which sits on an elevated piece of land in the centre of the park.

3.192 As receptors travel through this part of the WHS, their visual experience is characterised by the open greensward of the park. The historic buildings forming part Old Royal Naval College, National Maritime Museum and Queen’s House will form attractive feature from immediate views southwards, out from the park, with the mix of Portland Stone and stuccoed elevations forming a complementary composition in views.

3.193 Moving south easterly through park, the topography rises to form a hill like feature. As receptors travel towards to One Tree Hill and the Royal Observatory complex, long views are afforded towards Canary Wharf, and the tall and large buildings form part of this cluster area become readily visible. Again, whilst the cluster of tall buildings is apparent in the backdrop of the view, their distance away allows for the continued visual appreciation of the buildings forming part of the WHS.

3.194 Visual amenity value: **Very High**



Figure 3.21 View 2 Greenwich Park, north of the Observatory Telescope (Existing). Source: Miller Hare



Figure 3.22 View 3 Greenwich Park, north of Flamsteed House (Existing)). Source: Miller Hare



Figure 3.23 View 6: Royal Park (Existing) Source: Miller Hare

AMENITY USERS OF MUDCHUTE AND MILLWALL PARK

- 3.195 This receptor comprises of users of the green and open spaces forming part of Mudchute and Millwall Park. The receptor group is represented by the following viewpoint:
- View 22: Mudchute Park
- 3.196 Receptors within the open spaces are likely to be people using the space for amenity, sports and enjoyment, with their focus being on the green and open space, in an otherwise urban environment. Routes through the open spaces lead to areas of more formalised landscapes and facilities such as areas of urban farming as well as areas of seating and play and sports equipment. Whilst mature trees mark the boundaries and sub areas of these spaces, views are gained above and between trees of tall and large development, most notably that of buildings within Canary Wharf and Millwall Dock. Cranes in the views emphasises the ongoing transformation within the Isle of Dogs.
- 3.197 The receptor’s attention will likely be focussed on their respective activities within the open space, however receptors will also have an awareness of the surrounding, tall building development comprising the urban core of Canary Wharf. This will remain as a peripheral, background feature to the activities of visual receptors within this group.
- 3.198 Visual amenity value: **Medium**



Figure 3.24 View 22: Mudchute Park, Isle of Dogs (Existing). Source: Miller Hare

AMENITY USERS OF THAMES PATH (ISLE OF DOGS)

- 3.199 Receptors within this group are likely to be amenity users of the Thames Path, located to the north of the River Thames. The focus of receptors using and moving along the Thames Path will chiefly be reserved to the enjoyment of the amenity space and the picturesque, yet urban riverside views afforded, as well as the riparian setting of the space. The following representative viewpoints have been identified to illustrate the experience of this group of receptors:
- View 9: Invicta Wharf
 - View 10: Cubitt Town Wharf
 - View 11: Millwall Wharf
 - View 14: Riverside at Barrier Park
 - View 15: Blackwall Entrance Pier
- 3.200 The Thames Path is a principal walking path which follows the trajectory of the River Thames. To the north of the river, the path is predominantly pedestrianised with dense riverside development, giving this area a more urban character. To the east, around the location of View 14, the urban character of the area is more industrial, and as receptors travel westwards along the Thames, the character of riverside urban development becomes distinctively more residential.
- 3.201 The experience of receptors visual amenity is consistently characterised by the open views across the River Thames to the opposing bank. Receptors will have an awareness of the tall scale residential development that is perceptible on and around the Greenwich Peninsula. The evolving character of this visual amenity area is further reinforced by the presence of cranes and larger areas of undeveloped land, set between emerging development schemes. The changing nature and demise of industrial character is thus perceptible to receptors.
- 3.202 As receptors travel further south along this side of the riverbank, the distinctive architectural character of Greenwich becomes perceptible, illustrated by the distinctive Royal Naval Collage, Cutty Sark and other notable historic buildings located on the river front. Whilst it is acknowledged that riverside views of Greenwich are of a high visual amenity, the majority of this area of visual amenity is characterised by areas of industry, undeveloped land and emerging residential schemes. As such, the visual amenity value of the area is Medium.
- 3.203 Visual amenity value: **Medium**

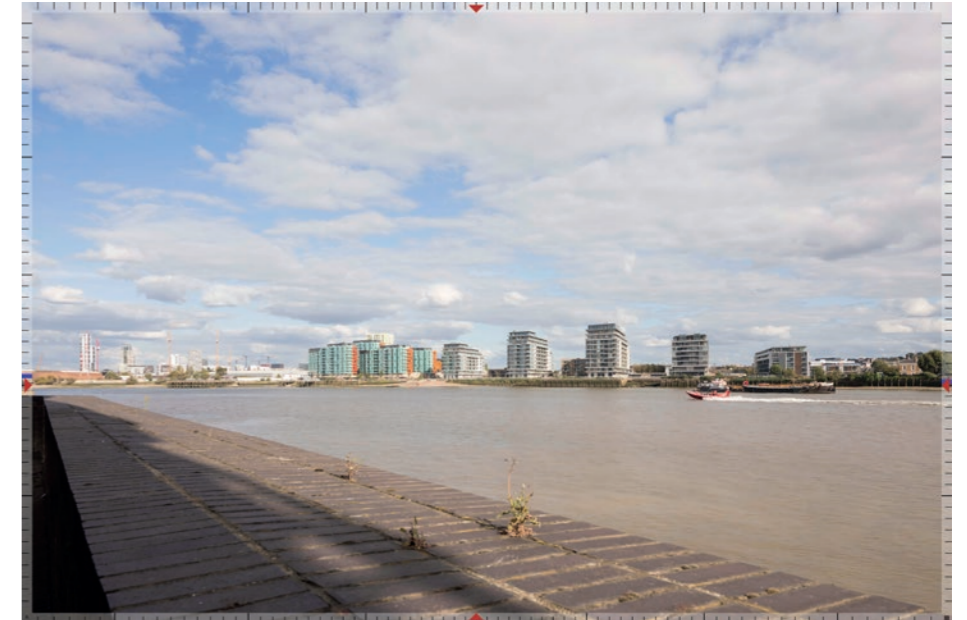


Figure 3.25 View 9: Invicta Wharf (Existing). Source: Miller Hare



Figure 3.26 View 10: Cubitt Town Wharf (Existing). Source: Miller Hare



Figure 3.27 View 11: Millwall Wharf (Existing). Source: Miller Hare



Figure 3.29 View 15: Blackwall Entrance Pier (Existing). Source: Miller Hare

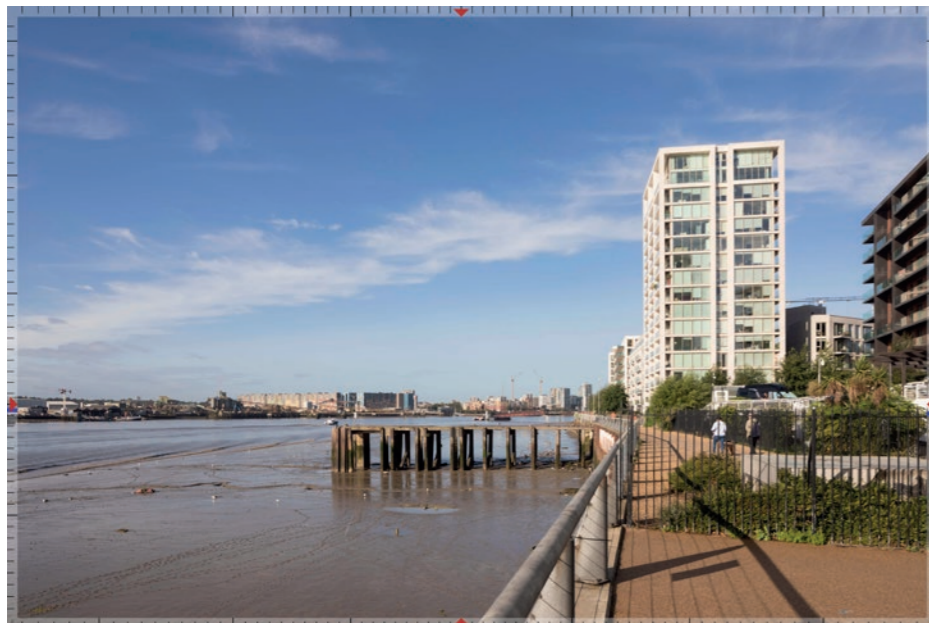


Figure 3.28 View 14: Riverside at Barrier Park (Existing). Source: Miller Hare

AMENITY USERS OF THAMES PATH (GREENWICH)

3.204 Receptors within this group are likely to be amenity users of the Thames Path, located to the south of the River Thames. The focus of receptors using and moving along the Thames Path will chiefly be reserved to the enjoyment of the amenity space and the picturesque, yet urban riverside views afforded, as well as the riparian setting of the space. The following representative viewpoints have been identified to illustrate the experience of this group of receptors:

- View 7: Royal Naval College
- View 8: Ballast Quay
- View 20: Greenwich Reach East
- View 23: Riverside Walkway

3.205 The Thames Path is a principal walking path which follows the trajectory of the River Thames. To the south of the river, the path is predominantly pedestrianised with pockets of dense residential riverside areas, particularly around Deptford Creek and East Greenwich, but also characterised by areas of brownfield land, which are yet to be developed, and also more formally landscaped and historic areas, particularly around Greenwich.

3.206 The experience of the receptors' visual amenity is consistently characterised by the open views across the River Thames to the opposing bank. Receptors will have an awareness of the dense urban development on this side of the River Thames, but also the emerging tall building context in views looking east. The evolving character of this visual amenity area is further reinforced by the presence of cranes and larger areas of undeveloped land, set between emerging development schemes. The changing nature and demise of industrial character is thus perceptible to receptors.

3.207 In views looking north, the backdrop of tall buildings which form the Canary Wharf cluster are readily perceptible and further reinforce the urban character of the area.

3.208 The architectural character and quality of buildings on this side of the river is higher, owing to the nearby presence of MGWHS and associated listed buildings. As such, the visual amenity value of the area is **High**.

3.209 Visual amenity value: **High**

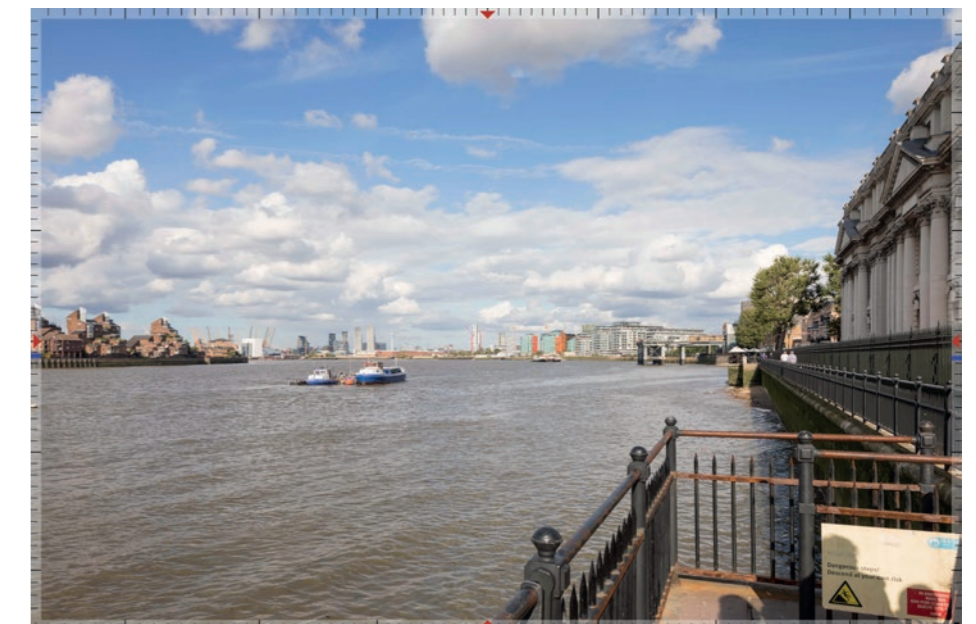


Figure 3.30 View 7: Royal Naval College (Existing). Source: Miller Hare



Figure 3.31 View 8: Ballast Quay (Existing). Source: Miller Hare



Figure 3.33 View 23: Riverside Walkway (Existing). Source: Miller Hare



Figure 3.32 View 20: Greenwich Reach East (Existing). Source: Miller Hare

RESIDENTS OF CUBITT TOWN

3.210 Receptors within this group comprise residents of Cubitt Town, a network of residential estates on the opposing side of the River Thames. The following representative viewpoints have been identified to illustrate the experience of this group of receptors:

- View 9: Invicta Wharf
- View 10: Cubitt Town Wharf

3.211 The residential area of Cubitt Town, on the opposing side of the River Thames is characterised by low to mid rising development dating from the mid and late twentieth century as part of the redevelopment of the Isle of Dogs. A range of building typologies are evident to visual receptors moving through the area and includes that of terraces, flats and maisonettes. Set back from the main road, the area has a quiet, residential character.

3.212 The tight knit urban grain of the area allows for a sense of enclosure, predominantly from within the smaller, residential streets. Along those north-south orientated streets, the linearity of which affords unobstructed views towards the cluster of tall buildings comprising Canary Wharf to the north.

3.213 Residents will therefore be aware of their proximity to the urban centres including that of tall and large development, but this is more prominent from within streets closer to Canary Wharf with streets further east maintaining an enclosed character.

3.214 To the far east of the area of visual amenity area, the openness afforded by the river trajectory allows long views across to the opposing side of the Thames. From here, the increasingly residential character of the Greenwich Peninsula is perceptible to the group of receptors. It partially erodes the quiet, residential character which is predominant throughout the rest of visual amenity area.

3.215 Visual amenity value: **Low**

RESIDENTS OF WEST GREENWICH

3.216 Receptors within this group are likely to be residents of the housing areas to the immediate southeast of the Site, which also comprise the East Greenwich CA. The following representative viewpoints have been identified to illustrate the experience of this group of receptors:

- View 8: Ballast Quay
- View 13: Azof Street
- View 17: Hadrian Street
- View 18: Christchurch Way, southern end

3.217 Visual amenity of this area is characterised by the residential character of the East Greenwich CA, articulated by the historic street pattern and rows of Victorian terraces. There are a number of listed buildings on Ballast Quay dating from the late Georgian period, including the former harbourmasters’ office. Other landmarks within the area include the former Christ Church, which add to the visual amenity of the area.

3.218 Given the orientation of residential streets and consistent alignment of terraced housing on either side, there is a sense of visual enclosure afforded. In linear roads looking towards the River Thames, glimpsed views are afforded of the more modern residential development on the peninsula.

3.219 Receptors are aware of the mixed residential character which comprises Georgian and Victorian terraces, as well as pockets of more modern development including High Bridge Wharf, close to the river frontage.

3.220 Visual amenity value: **Medium**



Figure 3.34 View 13: Azof Street (Existing) Source: Miller Hare



Figure 3.36 View 18: Christchurch Way, southern end (Existing). Source: Miller Hare



Figure 3.35 View 17: Hadrian Street (Existing). Source: Miller Hare

RESIDENTS OF GREENWICH PENINSULA

- 3.221 Receptors within this group are likely to be residents of the more recent residential estates, which have emerged in the area since the 1990s onwards. This includes the Greenwich Millenium Village, which mostly comprises mid to tall scale apartment blocks. The following representative viewpoint has been identified to illustrate the experience of this group of receptors:
 - View 21: John Harrison Way
- 3.222 The experience of receptors within this group is defined by the residential character of the visual amenity area, defined by the various residential estates which, interlinked by a network of residential streets and boulevards.
- 3.223 At street level, a sense of visual enclosure is afforded in views looking north and south and east, given the tight knit grain of the area. This is until receptors reach the busy main road of Pilot Busway/W Parkside, which opens up views to the north and east. Here, views are afforded of the tall buildings which comprise Canary Wharf. Much of the land directly east is yet to be developed, but the presence of emerging residential blocks give a sense of the changing character of the visual amenity area.
- 3.224 In views looking west, the openness of the river trajectory affords long views across to the opposing side of the River Thames.
- 3.225 Visual amenity is reinforced by the architectural quality of modern residential blocks, as well as the extent of vegetation which characterises areas of public amenity, as well as the general streetscape.
- 3.226 Visual amenity value: **Medium**

WORKERS OF GREENWICH PENINSULA

- 3.227 Receptors within this group are likely to be workers of the remaining industrial and trading estates on the Greenwich Peninsula. The following representative viewpoint has been identified to illustrate the experience of this group of receptors:
 - View 12: Blackwall Lane Boulevard
- 3.228 The visual experience of workers is defined by the east to west orientated A2203, a busy main road, the associated traffic and noise reinforcing the urban character of this area of visual amenity. The road is definitive in separating the residential area to the south with that of the industrial, trading estate to the north.



Figure 3.37 View 21: John Harrison Way (Existing). Source: Miller Hare

- 3.229 Beyond the A2203, the visual experience of receptors is characterised by the utilitarian warehouses and industrial sheds, which are defined by their large urban footprints and associated car parks and industrial yards.
- 3.230 The quality of visual amenity is limited, given the lack of green open space, vegetation, public realm and historic structures or buildings. The streetscape is utilitarian in character, in line with the wider land use of the area of visual amenity.
- 3.231 The evolving townscape character of this area is also perceptible given the adjacent residential blocks which are visible in views looking southeast.
- 3.232 Given the predominantly low-scale height of the industrial sheds and warehouses which are prominent within this area, views are afforded of Canary Wharf in the distance, forming a backdrop of tall buildings. Receptors are thus aware of their proximity to the urban centre.
- 3.233 Visual amenity value: **Very Low**



Figure 3.38 View 12: Blackwall Lane Boulevard (Existing). Source: Miller Hare

- ### ROAD USERS OF A102
- 3.234 Receptors within this group are likely to be motorists travelling in and out of London. The following representative viewpoint has been identified to illustrate the receptor groups movement along the A102:
 - View 16: Charlton Road Bridge over the A102
 - 3.235 The visual experience is dominated by the road infrastructure of the A102 and the associated Charlton Road Bridge. The visual experience is dominated by the busy dual carriageway of the A102 which forms a central trajectory with long views afforded towards and out of London.
 - 3.236 The visual experience of receptors is heavily urbanised, reinforced not only by the noise and traffic of the A102, but also the backdrop of tall buildings which form the Canary Wharf Cluster. These are perceptible in views looking northwards towards the urban centre, acting as a visual way finder for receptors who are increasingly aware of their proximity to London. Defining the experience of the receptor is also the presence of other iconic landmarks including the O2 Greenwich, the unique roof form of which is perceptible on the peripheral skyline.



Figure 3.39 View 16: Road Charlton Road Bridge over the A102 (Existing). Source: Miller Hare

3.237

3.238 The visual amenity of the area is also characterised by vegetation, but this is limited to that of the trees and greensward of the dual carriageway embankment and are not of an environmental quality to add to the visual amenity of the view.

3.239 Visual amenity value: **Very Low**

COMMERCE USERS OF GREENWICH HIGH ROAD

3.240 Receptors within this group are likely to be amenity and commerce users of Greenwich High Road and Greenwich town centre. The following representative viewpoint has been identified to illustrate the pedestrian movement of receptors within this group:

- View 19: Greenwich High Road and Stockwell Street

3.241 The visual experience of receptors is dominated by the main Greenwich High Street and associated retail outlets, cafes and restaurants. The busy A206 reinforces the urban character of this central shopping area.

3.242 The quality of townscape is high, given the number of listed buildings within the immediate vicinity including the grade II listed Borough Halls in views looking west and the Grade I listed Church of St Alfege. The predominantly historic streetscape, with limited modern infill reinforces the historic character of this central Greenwich location.

3.243 As receptors move further west along the Greenwich High Road, the quality of townscape changes with increasing infill development which is unsympathetic to the historic character of Greenwich. It is thus recognised that the visual amenity for this group of receptors is one that fluctuates.

3.244 The consistently aligned development on both sides of the Greenwich High Road provides a sense of visual enclosure throughout the visual amenity area. As receptors move further west, to the junction of Greenwich High Road and Greenwich South Street, views are opened up to the north. Between breaks in the building line, views are afforded of the residential development to the north of Greenwich High Road, comprising Deptford Creek. Thus, this group of receptors will have some awareness of the extent of surrounding residential development.

3.245 Visual amenity value: **Medium**



Figure 3.40 View 19 Greenwich High Road and Stockwell Street (Existing). Source: Miller Hare

SUMMARY

3.246 **Table 3.3** below provides an overview of the visual receptor considerations, including any additional considerations such as the proximity to key transport nodes.

REF	VISUAL RECEPTOR / STATIC VIEW	REPRESENTATIVE VIEWS AND RATIONALE FOR SELECTION	VISUAL AMENITY VALUE
Visual Receptors			
1, 2, 3, 6, 7	Amenity users of Greenwich WHS	Viewpoints selected are representative of the experience of amenity users of Greenwich WHS.	Very High
22	Amenity users of Mudchute and Millwall Park	Viewpoints selected are representative of the experience of amenity users of Mudchute and Millwall Park.	Medium
9, 10, 11, 14, 15	Amenity users of Thames Path (North)	Viewpoints selected are representative of the pattern of amenity user movement along the northern Thames Path. Viewpoints selected show maximum points of impact, as well as a kinetic, transient experience along this side of the riverbank.	Medium
8, 7, 20, 23	Amenity users of Thames Path (South)	Viewpoints selected are representative of the pattern of amenity user movement along the southern Thames Path. Viewpoints selected show maximum points of impact, as well as a kinetic, transient experience along this side of the riverbank.	High
9, 10, 11	Residents of Cubitt Town	Viewpoints selected are representative of the experience of residents of Cubitt Town.	Low
8, 13, 17, 18	Residents of West Greenwich	Viewpoints selected are representative of the experience of residents of West Greenwich.	Medium
21	Residents of Greenwich Peninsula	Viewpoints selected are representative of the experience of residents of the Greenwich Peninsula	Medium
12	Workers of Greenwich Peninsula	Viewpoints selected are representative of the experience of workers of Greenwich Peninsula	Very Low
16	Road users of A102	Viewpoints selected are representative of the experience of road users of the A102 approach road to the Site	Very Low
19	Commerce users of Greenwich High Road	Viewpoints selected are representative of the experience of commerce users of Greenwich High Road	Medium
Static Views			
1	Static View: LVMF 5A.1 – Greenwich Park: the General Wolfe Statue (Panorama)	This is a static view identified in the London View Management Framework of the London Plan.	Very High
4	Static View: Shooters Hill to Central London (Policy DH(g) Local Views 1)	This is a static view identified in the Greenwich Development Plan.	Very High
5	Static View: Eltham Park (North) to Central London (Policy DH(g) Local Views 5)	This is a static view identified in the Greenwich Development Plan.	Very High

Table 3.3 Summary of Visual Receptor Baseline.

4.0

**VISUAL CHARACTERISTICS OF THE
DEVELOPMENT AND EMBEDDED MITIGATION**

ENDERBY PLACE

VISUAL CHARACTERISTICS OF THE DEVELOPMENT AND EMBEDDED MITIGATION

4.1 This section refers to the design characteristics which have informed the relevant assessments of receptors. The characteristics are set out in the Design and Access Statement prepared by the architects, Buckley Gray Yeoman. In summary, the Development comprises the redevelopment of the remaining part of the Enderby Wharf site, currently occupied by industrial uses and partially vacant. The Development seeks to connect with earlier phases of residential redevelopment along the Thames riverfront, both in terms of the architecture and landscape design. Recent schemes include the first phase of the Enderby Wharf redevelopment, to the immediate south of the Site and the Morden Wharf scheme, to the immediate north. The observations made by stakeholders and the Morden Wharf consent informed the proposed design strategy.

4.2 The Development would deliver a piece of public urban space adjacent to the recent developments between Telcon Way and Manilla Walk which are linked with the earlier River Gardens development further south. Enderby House enveloped by the Site, forms a key feature next to the proposed Riverside Park. Telegraph Avenue would become a new east-west connection, linking the neighbourhoods to the east with the River Thames.

4.3 The design is of the highest architectural quality and has significant urban design benefits. It promotes high levels of sustainability and helps raise the standard of design more generally in the area.

MASSING AND COMPOSITION

4.4 The Development underwent an iterative design process taking into account commentary from RBG officers, statutory consultees and professional consultants, including the Greenwich Design Review Panel. The design evolution of the Development is set out within the Design and Access Statement submitted with the planning application. Of greatest significance, was the fundamental revision to the design approach following the first meeting with the Greenwich Design Review Panel in December 2020. The layout, form and massing of the Development was

comprehensively revisited at this stage. The changes to the Development have given rise to the following principal improvements / affects:

- Reconsideration of building footprint and layout to create a landscape-led scheme comprising large south-facing open space within the centre of the site;
- Retention and integration of the historic retaining wall along the northern boundary of the site. The wall will form a ha-ha on the northern boundary of the development that visually connects the proposed large area of open space and that within Morden Wharf. Physical permeability between the two sites will be achieved by bridge links along desire lines;
- Provision of duplex housing along Telecon Way to reinforce the street separating the site from the adjacent Enderby Wharf development;
- Reconsideration of building form and scale to create a balanced skyline composition with Morden Wharf (north) and Enderby Wharf (south). Building scale subservient to the Morden Wharf consent that commits to jointly delivering a new Thames Clipper stop alongside the Enderby Place site. Overall scale commensurate with building location in Greenwich Peninsula West, which is identified as acceptable for tall buildings.
- Due consideration for strategic and local views, including:
 - London View Management Framework (2012) 5A.1 – in views from the General Wolfe statue the proposals would be complementary to and step down from the consented Morden Wharf development. The important axis of the view, from the Royal Observatory towards Queen's House, would remain unaffected due to the position of the development on the outer edge of the panorama.
 - Greenwich Power Station – in views from Greenwich Park (view 3) the proposals would be set off to one side and largely subservient to the chimney stacks of the locally listed Power Station. In views from Royal Park (view 4) the proposed height would appear wholly subservient to the chimney stacks.

- Royal Park – in more general views from Royal Park (view 4) the proposed height would sit below the canopy of trees bounding the east side of the open space. The foreground WHS buildings, and its immediate setting of parkland and the Greenwich Power Station, would remain fully legible and the clear focus of the view.
- Removal of previously proposed low-rise massing adjacent to the river Thames to open up views north and improve outlook from the recently restored Grade II listed Enderby House. The proposals also continue to provide an open and permeable landscape along the Thames frontage, which is in contrast to the extant consent that included the clipper stop that created a marked change in levels.

4.5 Throughout the pre-application process, the design was further refined to improve the relationship with Enderby House, the riverfront, the adjoining Modern Wharf site and the wider townscape.

4.6 The proposed collection of buildings would form a visual marker at Enderby Place at the western end of the Greenwich Peninsula, indicating a destination in itself and aiding wayfinding in the wider townscape. That location is best appreciated in riparian views from the Thames and areas to the south and west, including the Isle of Dogs opposite the Greenwich Peninsula (see Views 5 and 7). A new Thames Clipper stop alongside Enderby Place is proposed. Its location would be marked by the Development.

4.7 The height and composition of buildings has been designed to create an attractive skyline, forming a transition from the lower-rise development at Enderby Wharf to the immediate south of the Site. A row of duplex housing would line Telecon Way, reinforcing the street and addressing the adjacent Enderby Wharf development.

- 4.8 It has also been set to create a balanced skyline composition with the consented development at Morden Wharf, located to the north. The proposed height, while subservient to the Morden Wharf consent, would serve to create a visual connection from here to the eastern side of the Peninsula across the A102 dual carriageway, as suggested by the 2011 Tall Building Assessment, supporting orientation and legibility. The perception of height in the area is evolving as more consented schemes are completed, both along the eastern side of the peninsula and along the northern bank.
- 4.9 The scale of the Development would be elegant in its form. The component buildings would address the different parts of the Site, including the river frontage where the blocks step down, the neighbouring recent development, established residential developments and industrial estates to the east.
- 4.10 The integration of the historic retaining wall along the northern boundary of the site is proposed. The wall would form a ha-ha on the northern boundary of the development that visually connects the proposed large area of open space and that within the consented development at Morden Wharf. Physical permeability between the two sites would be achieved by potential future links along the desire lines.
- 4.11 The Development is described in detail in ES Volume 1, Chapter 5: The Development.

ARCHITECTURE AND DESIGN

- 4.12 The Development would establish a family of buildings with similar design components. The elevational treatment would create a sense of belonging for the residents of each building, while enhancing wayfinding in the area.
- 4.13 The building articulation and elevational treatment would follow classic ordering principles. Each block has a clearly expressed top, base and middle section.

LANDSCAPE

- 4.14 The Site is located within an area where existing publicly accessible green space is very limited, a point that is reinforced by its inclusion within a 'Local Park Deficiency Area'. The deficient area covers the majority of the western side of the Greenwich Peninsula (Policy OS(c) of the Core Strategy).
- 4.15 The Development would deliver substantial accessible public realm and green space, all of which is at ground level, and open and permeable in form and character, maximising the potential of the prominent riverside location to provide amenity space for future and neighbouring residents and members of the public. The proposed landscape design takes into account the expansive views towards the Isle of Dogs, the Royal Naval College, the Cutty Sark and the Millennium Dome visible in the distance. A large south-facing soft-landscaped open space would be created within the centre of the Site.
- 4.16 The proposals would respond to the proposed ground floor uses of the residential blocks, creating a synergy between the internal and external spaces, which will contribute to an active and lively environment at ground level. Furthermore, the activation of site boundaries, the provision of pedestrian routes and the creation of landscaped areas would encourage pedestrian movement through the Site and connect the Site with the neighbouring developments and Thames Path. As a result, the Site would make a considerable offering of public realm and green space along the western side of the Greenwich Peninsula.

5.0

**LIKELY EFFECTS OF THE DEVELOPMENT
AND THEIR SIGNIFICANCE**

ENDERBY PLACE

LIKELY EFFECTS OF THE DEVELOPMENT AND THEIR SIGNIFICANCE

HERITAGE RECEPTORS

5.1 This section assesses the impact of the Development on the built heritage receptors identified in **Section 3.0**. A summary of the effects arising from impacts to heritage receptors is provided at **Table 5.1**.

THE WORKS

5.2 ES Volume 1, Chapter 6: The Works sets out the anticipated programme of Works and the key activities that would be undertaken on the Site necessary to facilitate the construction of the Development. The likely effect of these activities on the value of the heritage receptors identified in the baseline is assessed below.

5.3 The Site is cleared. This phase would introduce new environmental conditions into the setting (and experience) of the heritage receptors: there will be increased noise, vibration, dust and traffic in the surrounding area, which could affect a heritage receptor's significance.

5.4 There will be no permanent change to the way the heritage value of the receptors identified in the baseline is appreciated or understood arising from this phase of the Development. The appearance of construction activity for the receptors where there is some visual relationship between the Site and the receptor is not considered to have any effect on their heritage value, which is defined by the intrinsic value in their character and appearance. The magnitude of impact can be described as **Very Low**.

5.5 This also applies to Enderby House, abutting the Site whose wider setting has included construction activities since the redevelopment of this part of the Greenwich Peninsula began.

5.6 Overall, the Works effects are considered to have a likely effect of **Negligible Adverse** on the heritage value of the receptors identified in the baseline. Any construction activity that will form part of the experience of the receptors will be indirect, short to medium term in duration and there will be no long-term effects at any scale.

THE COMPLETED AND OPERATIONAL DEVELOPMENT

WORLD HERITAGE SITES

MARITIME GREENWICH WORLD HERITAGE SITE (MAP REF.: A AND B)

- 5.7 The heritage value of the MGWHS is identified at **Section 3.0** as **Very High**. The WHS is one of Britain's most complex and well-preserved Baroque architectural compositions, designed by Wren, Hawksmoor and Vanbrugh, who are among the country's most famous architects. The buildings are integrated into the parkland originally designed by André Le Nôtre, Louis XIV's court gardener, set along the Grand Axis from the Queen's House to the River Thames. The significance of the axis was recognised when the view from the General Wolfe statue was added to the protected views set out in the LVMF.
- 5.8 The Site is located approximately 900 m to the east of the MGWHS. Between the Site and the MGWHS, existing large-scale developments are located along the River Thames frontage.
- 5.9 The MGWHS is embedded in the emerging townscape of south-east London, comprising the tall building zones at Canary Wharf, Millwall, Blackwall and the Greenwich Peninsula. The MGWHS Management Plan recognises that the cluster of tall buildings on the north side of the River Thames continues to evolve. From the MGWHS, other tall building zones across the capital can be seen, for example the Eastern Cluster in the City of London and the Canada Water cluster which is under construction. To the south of the MGWHS the observer is also aware of existing and emerging development at Lewisham and Kidbrooke.
- 5.10 The Site is located in a planned area for tall and high density development. It would sit within the context of existing and emerging development and, as a result, the receptor has a **Low** susceptibility to the Development. This results in a **Medium to High** sensitivity.

- 5.11 Due to the separating distance of the Site from the MGWHS, the potential impact of the Development is limited to intervisibility. The Site is located to the north-east east of the MGWHS, and significantly away from the Grand Axis running through Queen's House and the Royal Naval College, particularly when seen from the General Wolfe statue (view 1).
- 5.12 In views from Greenwich Park (view 3) the proposals would be set off to one side. The Development would therefore be a peripheral feature to this visual setting. The important Grand Axis of the view would remain unaffected due to the position of the Development on the outer edge of the panorama. Equally, in views from Royal Park (view 6) the proposed height would sit below the canopy of trees bounding the east side of the open space. The foreground MGWHS buildings, and its immediate setting of parkland and the Greenwich Power Station, would remain fully legible and the clear focus of the view.
- 5.13 The Development would be understood as part of the emerging skyline of the Greenwich Peninsula. The Site is closer in proximity to the strategic viewpoint than some other taller buildings within the Greenwich Peninsula, although the sense of depth within the view would be perceptible and marked by the layering created by the open parkland, dense tree canopy and existing built form. The Development would therefore not alter the consented skyline composition.
- 5.14 The views as a whole demonstrate the Development would not give rise to any setting impacts that would adversely impact the Outstanding Universal Value of the MGWHS. Following extensive consultation, the Maritime Greenwich World Heritage Site Executive found no harmful impacts in relation to the 2015 consent. The same conclusion was identified by the Greater London Authority and Historic England.
- 5.15 The Development would not impact the viewer's ability to appreciate the OUV. The magnitude of impact is considered to be **Nil** and the likely effect **None**.

LISTED BUILDINGS

ENDERBY HOUSE (MAP REF.: 3), GRADE II

- 5.16 **Section 3.0** identifies Enderby House as a High value heritage receptor. The receptor is excluded from the redline boundary. Enderby House is the only surviving historic structure left from the early phase of the area’s industrial development, and forms part of the industrial legacy of Greenwich Peninsula, first as the home of the Enderby family who ran the largest British whaling business, then in relation to transatlantic cable manufacturing and telecommunication.
- 5.17 The setting of the receptor has been fundamentally altered since the regeneration efforts of the 20th and early 21st century. Today, Enderby House stands adjacent to modern large-scale developments and is experienced against the tall buildings of the Isle of Dogs, Canary Wharf and the Greenwich Peninsula.
- 5.18 The receptor has a **Low** susceptibility to the Development because of the extent of change to its setting. In accordance with the matrix at **Table 2.5**, this results in a **Medium** sensitivity.
- 5.19 The Development would have a visual impact, but this would not impair any understanding or appreciation of the special interest of Enderby House. The heritage receptor would be embedded into the new high quality landscape design delivered as part of the Development, reinforcing the intrinsic historic relationship with the river frontage. The existing quality of the asset’s setting is very poor, comprising temporary hoardings and a vacant site, that contributes little to nothing to an interpretation or understanding of the Site’s rich heritage and of the special interest of the 19th century house. The benefits would include a considerable increase in the provision of accessible public realm and green space and the enhancement of the setting of the listed house.
- 5.20 Given the proximity with the receptor, the Development is therefore considered to have a **Medium** magnitude of impact on the heritage value of the receptor.
- 5.21 The Development would have a **Moderate** likely effect on the receptor. The effect would be **beneficial** owing to the transformation of the public space between the receptor and the Development. The effect is significant. This effect would be indirect, long-term and local.

ROTHBURY HALL (MAP REF.: 4), GRADE II

- 5.22 **Section 3.0** identifies Rothbury Hall as a High value heritage receptor. The Site is located approximately 250 m to the northeast of the receptor. The receptor is a well-detailed, opulently decorated former church that served the residential community of the Greenwich Peninsula for more than 100 years.
 - 5.23 The wider setting of the receptor has evolved since the arrival of the Blackwall Tunnel Southern Approach (the A102), a multilane motorway nearby, the departure of much of the former industrial uses and the development of large-scale residential buildings over the last few decades. Mauritius Road and Azof Street continue to provide a sense of the historic character of the area.
 - 5.24 As a result, the receptor has a **Low** susceptibility to the Development because of the extent of change to its setting. In accordance with the matrix at **Table 2.5**, this results in a **Medium** sensitivity.
 - 5.25 Separated from the receptor by interposing warehouses and the new buildings at Telcon Way, the Development would contribute to the overall regenerative uplift of the wider area, including providing a new, welcoming route to the riverfront. The Development is therefore considered to have a **Low** magnitude of impact on the heritage value of the receptor.
 - 5.26 The Development would have a **Minor** likely effect on the receptor. The effect would be **neutral** given that the Development would be understood as belonging to the emerging new townscape at Greenwich Peninsula. The effect is not significant. This effect would be indirect, long-term and local.
- SOUTHERN GATEHOUSE TO THE BLACKWALL TUNNEL APPROACH (MAP REF.: 10), GRADE II**
- 5.27 **Section 3.0** identifies the gatehouse as a High value heritage receptor. The Site is located approximately 660 m to the south of the receptor. The receptor is an attractive Art Nouveau inspired building, built as part of the Blackwall Tunnel – an impressive piece of late Victorian infrastructure. The gatehouse continues to straddle the access road into the tunnel, having served this function for more than a century.
 - 5.28 Its environment, however, has changed fundamentally. Formerly surrounded by manufacturing and industrial estates, the gatehouse now overlooks brownfield land and the new residential developments of the Greenwich Peninsula.

- 5.29 As a result, the receptor has a **Low** susceptibility to the Development because of the extent of change to its setting. In accordance with the matrix at **Table 2.5**, this results in a **Medium** sensitivity.
 - 5.30 Separated from the receptor by some distance and interposing development, the Development would be understood as part of the evolving townscape of the Greenwich Peninsula, embedded in the tall building zones within this part of London. The gatehouse’s relationship with the dual carriageway on top of which it sits would not be affected by the Development.
 - 5.31 The Development is therefore considered to have a **Nil** magnitude of impact on the heritage value of the receptor. The Development would have a **None** likely effect on the receptor. The Development would be understood as belonging to the emerging new townscape at Greenwich Peninsula. The effect is not significant. This effect would be indirect, long-term and local.
- MILLWALL WHARF RIVERSIDE RANGE OF WAREHOUSE (MAP REF.: 14), GRADE II**
- 5.32 **Section 3.0** identifies the warehouse as a High value heritage receptor. The Site is located approximately 600 m to the southeast of the receptor. The receptor is a rare surviving historic warehouse on the Isle of Dogs, bringing the mercantile activities of the former dock landscape back to life. Much of the structure was demolished in the late 20th century when the warehouse was converted into housing.
 - 5.33 Apart from the jetty, nothing is left of the receptor’s former setting. The warehouse is embedded in the new residential context of the Isle of Dogs. It continues to overlook the River Thames, and the connection with the water remains a key feature. The receptor has a **Low** susceptibility to the Development, mindful that the intrinsic setting relationship is with the River Thames and the Site does not comprise any buildings that are contemporary to the warehouse. In accordance with the matrix at **Table 2.5**, this results in a **Medium** sensitivity.
 - 5.34 From the receptor, the Development would be seen against the tall buildings on the eastern side of the peninsula and understood as part of the evolving townscape of this part of London. The receptor’s relationship with the river would not be affected by the Development.
 - 5.35 The Development is therefore considered to have a **Nil** magnitude of impact on the heritage value of the receptor.

5.36 The Development would have a **Nil** likely effect on the receptor. The effect would be **None** given that the Development would be understood as belonging to the emerging new townscape at Greenwich Peninsula, physically and visually separated from the receptor by the River Thames. The effect is not significant. This effect would be indirect, long-term and local.

CONSERVATION AREAS

ISLAND GARDENS CONSERVATION AREA (MAP REF.: C)

5.37 The conservation area was designated to protect Island Gardens, the park that was established to safeguard the views of the Royal Naval College and the Queen's House in Greenwich across the River Thames. This relationship is highlighted by the fact that the park falls within the buffer zone of the MGWHS.

5.38 This part of the Isle of Dogs was formerly occupied by terraced worker's housing, manufacturing and shipping related activities. The conservation area comprises the remaining historic structures that survived the clearance works of the post-World War II decades. The heritage value of the conservation area is identified at Baseline: Built Heritage to be **Medium**.

5.39 The principal setting relationship of Island Gardens is the view south from the park towards the Royal Naval College, which was once painted by Canaletto in the 18th century. The wider setting is marked by large-scale modern development, particularly the tall buildings of the Isle of Dogs, Canary Wharf, Blackwall and Greenwich Peninsula on the opposite side of the river. This part of the capital has been identified as a major growth area since the 1980s when the regeneration of the docks and industrial land along the River Thames began. As a result, the susceptibility of the receptor to the Development is considered to be **Low**, resulting in a **Medium** sensitivity.

5.40 The Site is physically and visually separated from the Conservation Area by the River Thames. A non-verified test view from Island Gardens has been prepared by Miller Hare. It is provided at **Appendix 4.0**. to further inform the assessment of the impact of the Development on heritage, townscape and visual receptors. Email correspondence with the LBTH confirmed that the non-verified view was sufficient to understand the potential visual impact of the Development from Island Gardens, and a verified view was not required.

5.41 The non-verified view demonstrates the Development would be screened by existing buildings and the trees and planting within the park. Tree trunks and branches would provide sufficient filtering even during the winter months. The non-verified test view from Island Gardens is provided at **Appendix 4.0**.

5.42 The view from Island Gardens across the Thames towards the MGWHS would not be affected by the Development. The Site sits to the east of the view, away from the buildings of the MGWHS.

5.43 Taller elements would be understood as part of the emerging skyline of this part of the London as set out in the Local Plans of the surrounding boroughs. The setting of the key historic buildings and the overall character would not be altered, and the Development would not detract from the special qualities of the conservation area.

5.44 Overall, it is judged that the Development would have a **Nil** magnitude of impact on the receptor. The effect is judged to be **None** owing to the lack of intervisibility from many parts of the conservation area. The effect is not significant. This effect would be indirect, long-term, and local.

EAST GREENWICH CONSERVATION AREA (MAP REF.: D)

5.45 The conservation area was designated to protect the predominantly residential developments of the mid- to late 19th century to the east of the WHS and Greenwich town centre. The conservation area comprises a number of statutorily and locally listed buildings, such as the Georgian and early Victorian buildings on Ballast Quay. These face the river and have group value and are related to the maritime activities at Greenwich. The eastern part comprises the cottages of the Morden College Estate, a uniform, well preserved housing development from the first half of the 19th century. The heritage value of the conservation area is identified at Baseline: Built Heritage to be **Medium**.

5.46 While the western part of the conservation area falls within the buffer zone of the Maritime Greenwich WHS, the wider setting is marked by large-scale modern development, particularly the tall buildings of the Greenwich Peninsula, Isle of Dogs, Canary Wharf and Blackwall. This part of the capital has been identified as a major growth area since the 1980s and the end of the dock and industrial activities along the River Thames. As a result, the susceptibility of the receptor to the Development is considered to be **Low**, resulting in a **Medium** sensitivity.

5.47 The scale of change to the conservation area is small, given that the Development would be separated from it by recent large scale residential development. Taller elements would be understood as part of the emerging skyline of this part of the London as set out in the Local Plans of the surrounding boroughs. The setting of the key historic buildings and the overall character would not be altered, and the Development would not detract from the special qualities of the conservation area.

5.48 In views from Greenwich Park (Views 1, 2, 3 and 6), the proposed height would appear subservient to the chimney stacks of the locally listed Greenwich Power Station, a key feature within the conservation area. The Site would be physically separated from the Power Station within these kinetic views, particularly relative to existing consented development that backdrop the chimney stacks. The development would not impair the ability of the observer to recognise and appreciate the non-designated asset, nor detract from its significance.

5.49 The conservation area appraisal highlights the views from Harian towards the tower of the former Christ Church and the eastward view along Trafalgar Road. The Development would not appear in these views. The tall elements would, however, appear prominently in the views northwards along Hadrian Street and Christchurch Way (Views 17 and 18). Christchurch Way marks the eastern boundary of the conservation area; its northeastern section where a four storey block of flats replaced the uniform early 19th century terrace, is already outside the conservation area.

5.50 Overall, it is judged that the Development would have a **Very Low** magnitude of impact on the receptor.

5.51 The effect is judged to be **Negligible Neutral** in the western part of the conservation area owing to the lack of intervisibility and **Negligible Adverse** from the streets to the east due to the difference in scale of the proposed elements in relation to the low-rise buildings of the Modern Estate in the foreground.

5.52 Given the size and significance of the Modern College Estate, the effect for the entire East Greenwich Conservation Area is judged to be **Negligible Adverse**. The effect is not significant. This effect would be indirect, long-term, and local. As a result, the effects on all heritage receptors within the conservation area, located away from Hadrian Street and Christchurch Way, would be judged to be Negligible Neutral owing to the lack of intervisibility and interposing existing buildings.

WESTCOMBE PARK CONSERVATION AREA (MAP REF.: N/A)

- 5.53 Westcombe Park is a neighbourhood located between Greenwich to the west and Charlton to the east, to the south of the Site. It comprises large residential properties, dating from the late Victorian and early Edwardian period, many of which are locally listed. The heritage value of the conservation area is identified at Baseline: Built Heritage to be **Medium**.
- 5.54 Given its elevated position, the conservation area benefits from views across London and specifically vistas of East London. While the streets within the conservation area are well-preserved and continue to give the impression of a homogenous early 20th century residential neighbourhood, the views outwards firmly anchor Westcombe Park in the 21st century capital with tall buildings visible on the horizon from Charlton, Silvertown and the Royal Docks in the east to Blackwall, Isle of Dogs and Canary Wharf in the west. As a result, the susceptibility of the receptor to the Development is considered to be **Low**, resulting in a **Medium** sensitivity.
- 5.55 Overall, only glimpses of the Development would be possible from the streets within the conservation area. It would be seen against the backdrop of the emerging skyline of this part of London which already includes numerous tall buildings. The quality and character of Westcombe Park with tree lined residential streets and large, well-designed houses would not be altered, and the Development would not detract from the special qualities of the conservation area.
- 5.56 The Development would have a **Nil** magnitude of impact on the receptor. The effect is judged to be **None**. The effect is not significant. This effect would be indirect, long-term, and local.

CUMULATIVE EFFECTS

- 5.57 The heritage receptors which might experience cumulative effects include:
 - Maritime Greenwich WHS
 - Enderby House
 - Southern Gatehouse to the Blackwall Tunnel
 - Millwall Wharf Riverside Range of Warehouse
 - Island Gardens Conservation Area
 - East Greenwich Conservation Area
 - Westcombe Park Conservation Area
- 5.58 As described in **Section 3.0**, the respective settings of these heritage receptors have already experienced considerable later change, which altered the character of their surroundings and introduced a later style and intensity of development. The Development would continue the trend established by previous developments.
- 5.59 The Development would be understood in the context of London’s changing skyline, from Canary Wharf to the Greenwich Peninsula and beyond. As a result, the combined effects of the Development and the Cumulative Schemes, would remain as per the ‘Proposed’ scenario.

SECTION SUMMARY

- 5.60 It is noted that for the Morden Wharf development the Royal Borough identified less than substantial harm to the setting of Maritime Greenwich World Heritage Site, East Greenwich Conservation Area, Thames Barrier and Bowater Conservation Area, and the grade II listed Southern Gatehouse to the Blackwall Tunnel Approach. The Greater London Authority concurred with a finding of less than substantial harm to the East Greenwich Conservation Area and the Grade II listed Southern Gatehouse to the Blackwall Tunnel Approach, and considered the “*Outstanding Universal Value of the WHS would remain fully appreciable*” e.g. no harm.
- 5.61 Historic England, a statutory consultee for proposals impacting World Heritage Sites, did not object to Morden Wharf scheme and the World Heritage Site Committee itself, did not find any harm in relation to the WHS.

- 5.62 The findings of the assessment of likely effects of the Development on heritage receptors is summarised at **Table 5.1** below. The assessment concludes that the Development would not harm the significance of any heritage receptors in the surrounding area. Moreover, by virtue of improving the immediate landscape setting of Enderby Wharf, whilst also retaining its intrinsic relationship with the Thames, the Development would enhance its setting and significance.

REF	HERITAGE RECEPTOR	SENSITIVITY	MAGNITUDE (WORKS)	LIKELY EFFECT (WORKS)	SIGNIFICANT EFFECT (WORKS)	MAGNITUDE (COMPLETED)	LIKELY EFFECT (COMPLETED)	SIGNIFICANT EFFECT (COMPLETED)	LIKELY EFFECT (CUMULATIVE)	SIGNIFICANT EFFECT (CUMULATIVE)
2	Christ Church and Isle of Dogs War Memorial (21)	Medium	Very Low	Negligible Adverse	No	Nil	None	No	None	No
3	Enderby House	Medium	Very Low	Negligible Adverse	No	Medium	Moderate Beneficial	Yes	Moderate Beneficial	Yes
4	Rothbury Hall	Medium	Very Low	Negligible Adverse	No	Low	Minor neutral	No	Minor neutral	No
5	Harbour Master's Office	Medium	Very Low	Negligible Adverse	No	Very Low	Negligible Neutral	No	Negligible Neutral	No
6	8, 9, 10, and 12-16, Ballast Quay	Medium	Very Low	Negligible Adverse	No	Very Low	Negligible Neutral	No	Negligible Neutral	No
7	K2 Telephone Kiosk at Junction with Trafalgar Road	Medium	Very Low	Negligible Adverse	No	Very Low	Negligible Neutral	No	Negligible Neutral	No
8	The Cutty Sark Public House and 7 Ballast Quay	Medium	Very Low	Negligible Adverse	No	Very Low	Negligible Neutral	No	Negligible Neutral	No
9	140, and 142, Old Woolwich Road	Medium	Very Low	Negligible Adverse	No	Very Low	Negligible Neutral	No	Negligible Neutral	No
10	Southern Gatehouse to the Blackwall Tunnel Approach	Medium	Very Low	Negligible Adverse	No	Nil	None	No	None	No
11	122, 124, 126 and 126a, Old Woolwich Road	Medium	Very Low	Negligible Adverse	No	Very Low	Negligible Neutral	No	Negligible Neutral	No
12	Road structure of Ballast Quay	Medium	Very Low	Negligible Adverse	No	Very Low	Negligible Neutral	No	Negligible Neutral	No
14	Millwall Wharf Riverside Range of Warehouse	Medium	Very Low	Negligible Adverse	No	Nil	None	No	None	No
15	Newcastle Draw Dock	Medium	Very Low	Negligible Adverse	No	Nil	None	No	None	No
17	Bollards at Dock Entrance to Newcastle Draw Dock	Medium	Very Low	Negligible Adverse	No	Nil	None	No	None	No
19	The Watermans Arms	Medium	Very Low	Negligible Adverse	No	Nil	None	No	None	No
23	Island Gardens	Medium	Very Low	Negligible Adverse	No	Nil	None	No	None	No
24	Greenwich Park	Medium to High	Very Low	Negligible Adverse	No	Nil	None	No	None	No
25	18 Ballast Quay	Medium	Very Low	Negligible Adverse	No	Very Low	Negligible Neutral	No	Negligible Neutral	No
26	Earlswood Street, SE10 50-56 (even)	Medium	Very Low	Negligible Adverse	No	Very Low	Negligible Neutral	No	Negligible Neutral	No
27	Old Woolwich Road, 95-113 (odd)	Medium	Very Low	Negligible Adverse	No	Very Low	Negligible Neutral	No	Negligible Neutral	No
28	Old Woolwich Road, 60 'Star and Garter' Public House	Medium	Very Low	Negligible Adverse	No	Very Low	Negligible Neutral	No	Negligible Neutral	No
29	Old Woolwich Road, 48-54 and 62-80	Medium	Very Low	Negligible Adverse	No	Very Low	Negligible Neutral	No	Negligible Neutral	No

REF	HERITAGE RECEPTOR	SENSITIVITY	MAGNITUDE (WORKS)	LIKELY EFFECT (WORKS)	SIGNIFICANT EFFECT (WORKS)	MAGNITUDE (COMPLETED)	LIKELY EFFECT (COMPLETED)	SIGNIFICANT EFFECT (COMPLETED)	LIKELY EFFECT (CUMULATIVE)	SIGNIFICANT EFFECT (CUMULATIVE)
30	Old Woolwich Road, Meridian School	Medium	Very Low	Negligible Adverse	No	Very Low	Negligible Neutral	No	Negligible Neutral	No
31	Old Woolwich Road, 130-138 (even) 'Morden Place'	Medium	Very Low	Negligible Adverse	No	Very Low	Negligible Neutral	No	Negligible Neutral	No
32	Greenwich Power Station and Coal Jetty	Medium	Very Low	Negligible Adverse	No	Very Low	Negligible Neutral	No	Negligible Neutral	No
33	Trafalgar Road, 155-157 The 'William IV' Public House	Medium	Very Low	Negligible Adverse	No	Very Low	Negligible Neutral	No	Negligible Neutral	No
34	Trafalgar Road, 173-177	Medium	Very Low	Negligible Adverse	No	Very Low	Negligible Neutral	No	Negligible Neutral	No
35	Trafalgar Road, Christ Church	Medium	Very Low	Negligible Adverse	No	Very Low	Negligible Neutral	No	Negligible Neutral	No
36	Trafalgar Road, 208 'The British Queen' Public House	Medium	Very Low	Negligible Adverse	No	Very Low	Negligible Neutral	No	Negligible Neutral	No
37	Trenchard Street, SE10 1-19 (odd) & 2-20 (even)	Medium	Very Low	Negligible Adverse	No	Very Low	Negligible Neutral	No	Negligible Neutral	No
38	Hoskins Street, SE10 1-11(odd)	Medium	Very Low	Negligible Adverse	No	Very Low	Negligible Neutral	No	Negligible Neutral	No
A, B	Maritime Greenwich	Medium to High	Very Low	Negligible Adverse	No	Nil	None	No	None	No
C	Island Gardens Conservation Area	Medium	Very Low	Negligible Adverse	No	Nil	None	No	None	No
D	East Greenwich Conservation Area	Medium	Very Low	Negligible Adverse	No	Very Low	Negligible Adverse	No	Negligible Adverse	No
n/a	Westcombe Park Conservation Area	Medium	Very Low	Negligible Adverse	No	Nil	None	No	None	No

Table 5.1 Summary of likely effects on heritage receptors.

ASSESSMENT: TOWNSCAPE

- 5.63 This section assesses the effect of the Development on the townscape character areas identified in **Table 3.2**.
- 5.64 A qualitative assessment is provided below. A summary of the effects arising from impacts to townscape receptors is provided at **Table 5.2**.
- ### THE WORKS
- 5.65 ES Volume 1, Chapter 6: The Works sets out the anticipated programme of Works and key activities undertaken on site necessary to facilitate the Development.
- 5.66 The construction stage would directly affect Townscape Character Area 1: Industrial/commercial/brownfield land, the character area in which the Site is located, and the adjoining established residential areas, Townscape Character Area 2: 21st century residential development and Townscape Character Area 3: 20th century residential development. Townscape Character Area 1 is identified as having Very Low value, Townscape Character Area 2 as Medium value and Townscape Character Area 3 as Low value.
- 5.67 The activities linked to construction on the Site would be screened by hoarding which would mitigate the impact on the experience and visual amenity of the streets surrounding the Site for pedestrians and road users. It is not considered that taller construction equipment would change the context in which the townscape is experienced materially. The appearance of cranes, for example, associated with the development of nearby sites is not considered to change the value of the townscape. Other effects would include construction traffic, and noise, dust and vibration associated with the works on site to deliver the Development. These activities would be temporary and of short term duration.
- 5.68 The Greenwich Peninsula is undergoing major changes, and construction works are to be expected. This type of activity is common in Townscape Character Areas 1 to 3, due to the development of Enderby Wharf and wider regeneration efforts in this part of the Royal Borough.
- 5.69 For this reason, the susceptibility of the townscape receptors is judged to be **Low**. Using professional judgement, the study area as a whole is identified as having a **Low** sensitivity.
- 5.70 The magnitude of impact on Townscape Character Area 1 is **Low**. The likely construction effects would accordingly be **Minor Adverse** as they are temporary and short to medium term, and local in nature.

- 5.71 For Townscape Character Areas 2 and 3 which abut the Site, the magnitude of impact **Low**. The likely construction effects would accordingly be **Minor Adverse** and would be temporary, short term and local in nature.
- 5.72 For the Townscape Character Area 4, the likely effects at the construction stage of the Proposed would be largely limited to construction traffic. Therefore, the magnitude of impact would be **Very Low**. The likely construction effects would accordingly be **Negligible Adverse** as they are temporary and short to medium term, and local in nature. For Townscape Character Area 5 and 6, located at some distance from the Site, the magnitude of impact would be **Very Low** and the effects would be **Negligible Neutral**.

THE COMPLETED AND OPERATIONAL DEVELOPMENT

TOWNSCAPE CHARACTER AREA 1: INDUSTRIAL/COMMERCIAL AND BROWNFIELD LAND

- 5.73 This Townscape Character Area includes the Development Site. The potential townscape impacts to this area are substantial and beneficial. They arise from the integration of high quality new architecture, landscaping and open space in the place of a vacant brownfield site that detracts from the vitality of the area.
- 5.74 Comprising brownfield sites, remaining industrial complexes and warehouses and the road infrastructure associated with the Blackwall tunnel, the susceptibility of the Townscape Character Area is **Low** and its sensitivity **Low**. Given the size of the character area, the magnitude of impact will be **Medium**.
- 5.75 The scale of the Development would be appropriate to the surroundings next to the Enderby Wharf development and the consented Morden Wharf development on the adjoining site. The reuse of the vacant Site and introduction of high quality architecture and substantial open green space would have a wider regenerative impact on the character area and surrounding land.
- 5.76 A **Moderate Beneficial** likely effect would be identified. The effect would be local, direct and long-term.
- ### TOWNSCAPE CHARACTER AREA 2: GREENWICH PENINSULA (WEST)
- 5.77 Townscape Character Area 2 is located to the south of the Site and comprises recent residential blocks, including the Enderby Wharf development, completed over the last years. Enderby Wharf comprises tall buildings of up to 18 storeys.

- 5.78 Tall buildings are a characteristic element of this townscape receptor and its setting. As a consequence, the visibility of new tall buildings is unlikely to affect the townscape value. The susceptibility of Townscape Character Area 2 is considered to be **Low**, especially considering the ongoing works and regeneration efforts in the wider area. The sensitivity of Townscape Character Area 2 is therefore **Low**.
- 5.79 The Development would introduce a high quality piece of townscape that compliments the earlier residential developments, particularly Enderby Wharf opposite, by introducing the row of duplex houses along Telegraph Avenue and ample open green space across the Site. The river frontage would become an attractive resource for residents and visitors alike offering amenity space, views across the river and soft landscape elements, planting and trees.
- 5.80 The magnitude of impact is considered to be **Medium** and thus the likely effect is **Moderate**. The effect is **Beneficial**. The likely effect would be local, indirect and long-term.
- ### TOWNSCAPE CHARACTER AREA 3: NORTH GREENWICH (POST-WORLD WAR II HOUSING)
- 5.81 Located to the south of the Site, Townscape Character Area 3 comprises the low-rise residential developments built in the post-World War II decades between the historic town centre, the A102 dual carriageway and the then still active industrial uses along the river.
- 5.82 With the departure of the industrial companies and development of new housing over the last decades, Townscape Character Area 3 is changing. The wider regeneration efforts in this part of the Royal Borough are tangible and the character area continues to evolve. As a result, the susceptibility of the Townscape Character Area is **Low** and its sensitivity **Low**.
- 5.83 The Development would remove an inaccessible brownfield site that sits between the residential area and the waterfront. The proposed new routes, planting and overall landscape design would enable residents to access the amenity space on the Site and the Thames Path. The high quality architecture of the buildings would contribute to the regenerative uplift of the wider area.
- 5.84 The magnitude of impact is considered to be **Medium** and thus the likely effect is **Moderate**. The effect is **Beneficial**. The effect would be local, direct and long-term.

TOWNSCAPE CHARACTER AREA 4: HISTORIC TOWNSCAPE

- 5.85 Townscape Character Area 4 comprises the historic streets and building to the east of Greenwich town centre, covered to a large extent by the East Greenwich Conservation Area designation. The area comprises statutorily and locally listed buildings. It also comprises the early 20th centuries terraces at Fingal Street. The area is embedded in the industrial activities to the north which falls within character area 1 and modern development within character areas 2 and 3.
- 5.86 With the regenerative efforts over the last decades and the arrival of large scale residential development in the study area, Townscape Character Area 3 is located within a quickly evolving part of London. More development on either side of the river is under way. As a result, the susceptibility of the Townscape Character Area is **Low** and its sensitivity **Low**.
- 5.87 Separated from the Site by the buildings within character areas 2 and 3, Townscape Character Area 4: Historic townscape is enclosed by taller buildings to the northeast and more tall buildings are visible in the distance at Canary Wharf and the Isle of Dogs. The top elements of the Development would be visible in the north-south oriented streets within the character area, such as Christchurch Way or Hadrian Street. The high quality architecture would make a positive contribution to the local townscape.
- 5.88 The open space at the heart of the Site, connected with the waterfront and the Thames Path would be accessible from Townscape Character Area 4.
- 5.89 The magnitude of impact is considered to be **Low** and thus the likely effect

is **Minor**. The effect is **Beneficial**. The effect would be local, direct and long-term.

TOWNSCAPE CHARACTER AREA 5: GREENWICH PENINSULA

- 5.90 Townscape Character Area 5 is located at some distance from the Site to the east of the Blackwall Tunnel Approach. It comprises the recent residential high density developments which form part of the Greenwich Peninsula Masterplan.
- 5.91 With the arrival of the Jubilee line and the construction of the O2 Arena more than 20 years ago, the Greenwich Peninsula underwent fundamental change. Much of the masterplan has been built out, but large parcels of land along the A102 and next to the Central Park await development. As a result, the susceptibility of the Townscape Character Area is **Low** and its sensitivity **Low**.
- 5.92 Separated from the TCA by the A102 and interposing development, the Development would be perceived as a small element of the emerging townscape in this part of London, blending into the skyline of the Isle of Dogs and Canary Wharf.
- 5.93 The magnitude of impact is considered to be **Very Low** and thus the likely effect is **Negligible**. The effect is **Neutral**. The effect would be local, direct and long-term.

TOWNSCAPE CHARACTER AREA 6: ISLE OF DOGS (POST-WORLD WAR II HOUSING)

- 5.94 Located on the northern bank of the River Thames in the LBTH, Townscape Character Area 6 comprises low-rise residential developments built in the post-World War II decades after the closure of the docks. Since the development of Canary Wharf from the 1980s onwards, the wider area is

undergoing major change and is still evolving. As a result, the susceptibility of the Townscape Character Area is **Low** and its sensitivity **Low**

- 5.95 Separated from the TCA by the river, the Development would be perceived as a small element of the emerging skyline of the Greenwich Peninsula. Despite the distance, the high quality architecture of the buildings, the careful composition and fine detailing would be noticeable.
- 5.96 The magnitude of impact is considered to be **Very Low** and thus the likely effect is **Negligible**. The effect is **Neutral**. The effect would be local, direct and long-term.

CUMULATIVE

- 5.97 Located in a quickly evolving part of London, all townscape receptors might experience cumulative effects.
- 5.98 As described in **Section 3.0**, the townscape in the study area has already experienced considerable change, which altered the character of their surroundings and introduced large-scale tall development. The Development would continue the trend established by previous developments.
- 5.99 The Development would be understood in the context of London's changing skyline, from Canary Wharf to the Greenwich Peninsula and beyond. As a result, the combined effects of the Development and the Cumulative Schemes would remain the same as in the Proposed scenario for all townscape receptors.

SECTION SUMMARY

- 5.100 The assessment on townscape receptors is summarised in **Table 5.2** below.

REF	TOWNSCAPE RECEPTOR	SENSITIVITY	MAGNITUDE (WORKS)	LIKELY EFFECT (WORKS)	SIGNIFICANT EFFECT (WORKS)	MAGNITUDE (OPERATIONAL)	LIKELY EFFECT (OPERATIONAL)	SIGNIFICANT EFFECT (OPERATIONAL)	LIKELY EFFECT (CUMULATIVE)	SIGNIFICANT EFFECT (CUMULATIVE)
1	Industrial/commercial and brownfield land	Low	Low	Minor Adverse	No	Medium	Moderate Beneficial	Yes	Moderate Beneficial	Yes
2	Greenwich Peninsula (west)	Low	Low	Minor Adverse	No	Medium	Moderate Beneficial	Yes	Moderate Beneficial	Yes
3	North Greenwich (post-World War II housing)	Low	Low	Minor Adverse	No	Medium	Moderate Beneficial	Yes	Moderate Beneficial	Yes
4	Historic townscape	Low	Very Low	Negligible Adverse	No	Low	Minor Beneficial	No	Minor Beneficial	No
5	Greenwich Peninsula	Low	Very Low	Negligible Neutral	No	Very Low	Negligible Neutral	No	Negligible Neutral	No
6	Isle of Dogs (post-World War II housing)	Low	Very Low	Negligible Neutral	No	Very Low	Negligible Neutral	No	Negligible Neutral	No

Table 5.2 Summary of likely effects on townscape receptors.

ASSESSMENT: VISUAL

5.101 This section assesses the likely effect arising from the impact of the Development on the visual receptors identified in **Table 5.3**.

REPRESENTATIVE VIEWS

5.102 The assessment is informed by the ZTV at **Figure 2.1** and the verified views provided at **Appendix 1.0** and within this section.

THE WORKS

5.103 ES Volume 1 Chapter 6: The Works sets out the anticipated programme of Works and the key activities that would be undertaken during site clearance and construction necessary to facilitate the Development.

5.104 The Works will have a limited effect on the value of visual receptors identified in the baseline of this chapter. This is because construction effects are temporary, of short to medium-term duration, indirect and local. The susceptibility and sensitivity to change is summarised at the beginnings of the assessment for each receptor, which apply to the demolition and construction phase also.

5.105 In terms of the likely effects on visual receptors, the activities at this stage of the Development would include the visibility of construction activities in the local area, such as hoarding, construction traffic and tall equipment. The demolition of the existing building would also be visible in closer-range views, to visual receptors in immediate surroundings. This stage of the Development would also include cranes appearing as part of the skyline.

5.106 There would be a marked increase in the quantum of activity and scale of construction apparatus required on Site relative to the existing condition. Each receptor group would experience the demolition and construction phase in a similar way, although the environmental impacts from noise, dust, traffic and general activity would be most acute from the immediate surroundings of the Site. Residents of the immediate area would also experience some of these environmental impacts, but mainly the visual impact of cranes and other construction equipment.

5.107 The nature of the effect often reverts to Adverse owing to the changes to the ability to appreciate the visual amenity where close in proximity to the Site. Impacts from a distance are more likely to be neutral in nature due to the relatively limited visual impact, often experienced in transit and as part of a wider panorama.

5.108 These visual and environmental impacts would vary in magnitude according to proximity and orientation of visual receptors in relation to the Site. For the following views, a Nil magnitude of impact, resulting in an effect of None during the Works phase is identified:

- 4, 5, 9, 10, 11, 16, 22

5.109 For the following views, a Very Low magnitude of impact, resulting in an effect of Negligible Adverse during the Works phase is identified:

- 1, 2,3,6,7, 19

5.110 For the following views, a Low magnitude of impact, resulting in an effect of Minor Adverse during the Works phase is identified:

- 8, 14, 15, 20, 21

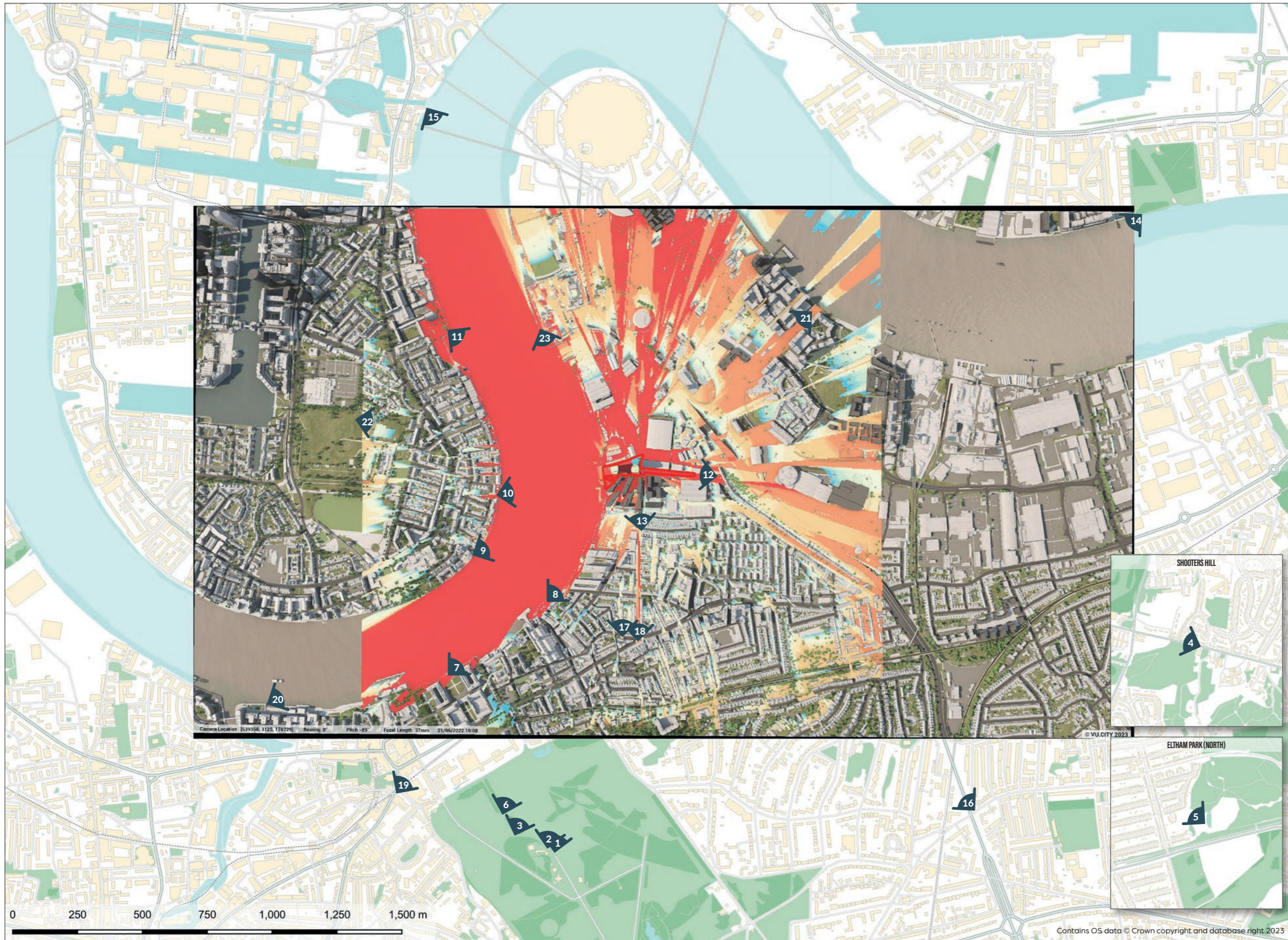
5.111 For the following views, a Medium magnitude of impact, resulting in an effect of Moderate Adverse during the Works phase is identified:

- 12, 13, 17, 18

5.112 The effects are temporary, short-term and reversible.

VIEW LOCATION PLAN ZTV OVERLAY

- Application Site
- 1. LVMF 5A.1 – Greenwich Park: the General Wolfe Statue (Panorama)
- 2. Greenwich Park, north of the Observatory Telescope
- 3. Greenwich Park, north of Flamsteed House
- 4. Shooters Hill to Central London (Policy DH(g) Local Views 1)
- 5. Eltham Park (North) to Central London (Policy DH(g) Local Views 5)
- 6. Royal Park
- 7. Royal Naval College
- 8. Ballast Quay
- 9. Invicta Wharf
- 10. Cubitt Town Wharf
- 11. Millwall Wharf
- 12. Blackwall Lane Boulevard
- 13. Azof Street
- 14. Riverside at Barrier Park
- 15. Blackwall Entrance Pier
- 16. Charlton Road Bridge over the A102
- 17. Hadrian Street, southern end
- 18. Christchurch Way, southern end
- 19. Greenwich High Road and Stockwell Street
- 20. Greenwich Reach East
- 21. John Harrison Way
- 22. Mudchute Park, Isle of Dogs (Panorama)
- 23. Riverside Walkway



LOCATION:
Enderby Wharf

DATE:
November 2023

SCALE:
1:15,000 @ A3

FIGURE 5.1 View Location Plan overlaid with ZTV.
Source: Montagu Evans.

▲ NORTH



MONTAGU EVANS
CHARTERED SURVEYORS
5 BOLTON STREET,
LONDON W1J 8BA
T: 020 7493 4002
WWW.MONTAGU-EVANS.CO.UK

THE COMPLETED AND OPERATIONAL DEVELOPMENT

AMENITY USERS OF GREENWICH WHS

- 5.113 Amenity users of Greenwich WHS will have a **Low** susceptibility to the Development, given their high engagement with the surrounding landscape and historic environment. The focus of receptors would primarily be on the prominent listed buildings and structures forming part of the Old Royal Naval College, National Maritime Museum and Queens house, as well as recreational activities within the WHS. When their Low susceptibility is calibrated with the **Very High** value, the sensitivity of this group is **Medium**.
- 5.114 The topography of the WHS also makes a valuable and dramatic contribution to the area, with long views north across the Thames towards the Isle of Dogs. Receptors would be aware of the existing tall and large building cluster surrounding Canary Wharf within the backdrop of the view.
- 5.115 The ZTV at **Figure 2.1** illustrates that there will be some visibility of the Development, from within the Greenwich WHS.
- 5.116 In views from Greenwich Park (illustrated by AVR Views 2 and 3) the proposals are perceptible, given the elevated topography of this part of the WHS. Where visible, the proposals would be set off to one side and largely subservient to the chimney stacks of the locally listed Power Station. The Site is physically separated from the Power Station within these kinetic views, particularly relative to existing consented development that backdrop the chimney stacks.
- 5.117 Furthermore, the Development is appreciated as part of the existing backdrop of tall buildings, which comprise Canary Wharf, as well as an emerging cluster of tall building development further east; around Silvertown on the northern side of the river, as well as the Greenwich Peninsula.
- 5.118 In views from Royal Park (AVR View 6) the proposed height would sit below the canopy of trees bounding the east side of the open space. The foreground WHS buildings, and its immediate setting of parkland and the Greenwich Power Station, would remain fully legible and the clear focus of the view.

- 5.119 The views as a whole demonstrate the Development would not give rise to any setting impacts that would adversely impact the OUV of the WHS. Overall, the magnitude of impact would be **Very Low**, resulting in an effect of **Negligible Neutral**. A neutral nature of effect is identified because it is seen in conjunction with existing tall, modern development which makes up a considerable feature of the visual amenity experience. The effect is direct, long term, permanent and is not significant.

CUMULATIVE ASSESSMENT

- 5.120 For amenity users of Greenwich WHS, the Proposed Development is seen in combination with a large number of cumulative schemes and therefore the combined effect of the Proposed Development and the Cumulative Schemes is de-minimis. The effect remains at **Negligible Neutral** in the cumulative scenario.



Figure 5.2 View 2 Greenwich Park, north of the Observatory Telescope (Proposed). Source: Miller Hare



Figure 5.3 View 2 Greenwich Park, north of the Observatory Telescope (Cumulative). Source: Miller Hare



Figure 5.4 View 3 Greenwich Park, north of Flamsteed House (Proposed). Source: Miller Hare



Figure 5.6 View 6 Royal Park (Proposed). Source: Miller Hare



Figure 5.5 View 3 Greenwich Park, north of Flamsteed House (Cumulative). Source: Miller Hare



Figure 5.7 View 6 Royal Park (Cumulative). Source: Miller Hare

AMENITY USERS OF MUDCHUTE AND MILLWALL PARK

- 5.121 Amenity users of Mudchute and Millwall Park have a **Low** susceptibility to the Development, given their focus on the attractive open greensward and recreational activities associated with the park. When calibrated with the Medium value, this results in a sensitivity of **Low**.
- 5.122 The ZTV overlaid with the view location plan at **Figure 5.1** illustrates that there will be some visibility of the Development from within both parks.
- 5.123 AVR View 22 demonstrates this visual impact and given the extent of separation distance and interposing vegetation the proposal remains largely occluded from view. Where it may be seen, in glimpses between breaks in the tree line, it will be understood as part of the existing surrounding tall building development comprising Millwall Inner Dock and Canary Wharf to the north, as well as the Greenwich Peninsula to the south.
- 5.124 The Development thus merely adds to the established context of surrounding tall buildings which already characterises the visual receptors' experience.
- 5.125 The magnitude of impact of the Development will be **Nil**, resulting in an effect of **None**.

CUMULATIVE ASSESSMENT

- 5.126 Given that the effect of the Development in isolation is None, in this view the cumulative effect would be **None**.



Figure 5.8 View 22 Mudchute Park, Isle of Dogs (Proposed). Source: Miller Hare



Figure 5.9 View 22 Mudchute Park, Isle of Dogs (Cumulative). Source: Miller Hare

AMENITY USERS OF THAMES PATH (ISLE OF DOGS)

- 5.127 Amenity users of the Thames Path (North) have a **Low** susceptibility to the development, given the existing and surrounding tall building context, as well as the focus of receptors on picturesque yet urban views across the River Thames. When calibrated with the Low value of the area of visual amenity, this results in a sensitivity of **Low**.
- 5.128 The ZTV at **Figure 2.1** demonstrates that there will be visibility of the Development from large extents of the Thames Path (north), owing to the openness afforded by the river trajectory, allowing for long vistas across to the opposing side of the River Thames. This is illustrated by AVR Views 9, 10, 11, 14, and 15. No verified view was required from the locally designated viewpoint of Island Gardens, as agreed via email correspondence with LBTH dated 18th October 2023 and in reference to the model shots contained in **Appendix 4.0**.
- 5.129 As receptors travel along the pedestrianised Thames Path, the Development will form a new feature within the backdrop of the views. Whilst a predominant feature, there will be pockets of limited visibility, given the extent of separation distance. AVR View 14 demonstrates the extent of visibility from further along the Thames Path (North) where the Development is a peripheral element, understood and appreciated as part of the existing and emerging tall building context of the Greenwich Peninsula. Similarly, AVR 15 demonstrates the visual experience of receptors on their approach westwards, in which the proposals are not readily discernible and remain as part of the emerging tall building context.
- 5.130 The maximum point of visibility is illustrated by AVR View 9 and 10 which lie in closest proximity to the Development. From here, the Development would be seen as part of the existing mid-scale residential development along the river frontage, stepping up in scale with a staggered approach to massing.

- 5.131 Given the interposing distance, the detail of the elevation is not readily appreciated, but the Development would be understood in the context of similar buildings. However, the slender form, vertical rhythm and careful elevational treatment would be perceived.
- 5.132 Given the alignment of the river trajectory from the northern side of the Thames Path, the Development is continually seen in the context of tall building development, being that of Canary Wharf in views looking eastwards or that of Silvertown in views looking West. Furthermore, the introduction of tall scale, modern residential development is anticipated given the area's designation as a tall building zone under the Greenwich local plan.
- 5.133 As such, the magnitude of impact would be **Low**, resulting in an effect of **Minor Beneficial**. The effect is long term, permanent and is not significant.

CUMULATIVE ASSESSMENT

5.134 For amenity users of the Thames Path (Isle of Dogs), the Proposed Development is seen in combination with a large number of cumulative schemes and therefore the combined effect of the Proposed Development and the Cumulative Schemes is de-minimis. The effect remains at **Minor Beneficial** in the cumulative scenario.



Figure 5.10 View 9 Invicta Wharf (Proposed). Source: Miller Hare



Figure 5.12 View 10 Cubitt Town Wharf (Proposed). Source: Miller Hare

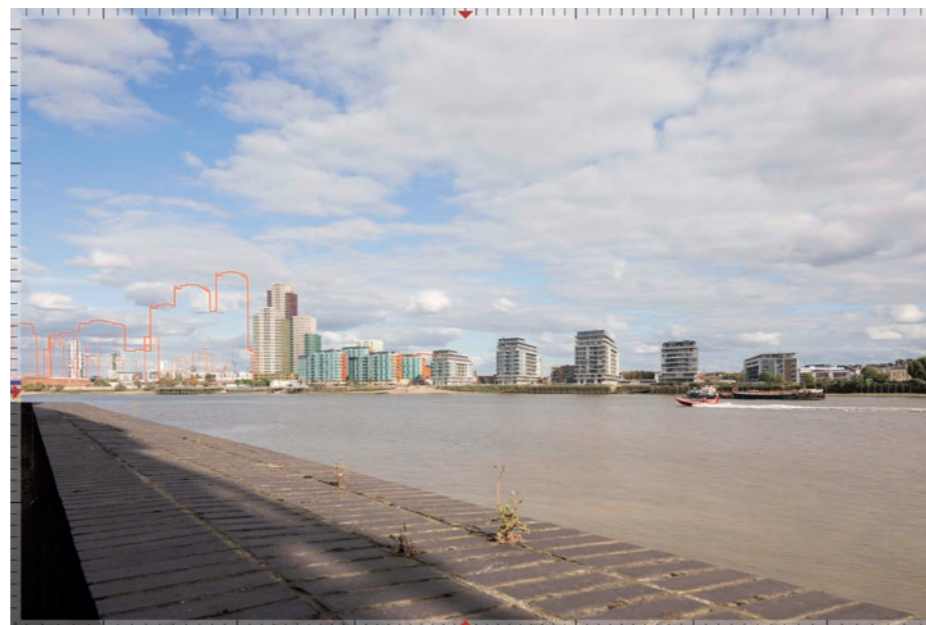


Figure 5.11 View 9 Invicta Wharf (Cumulative). Source: Miller Hare



Figure 5.13 View 10 Cubitt Town Wharf (Cumulative). Source: Miller Hare



Figure 5.14 View 11 Millwall Wharf (Proposed). Source: Miller Hare



Figure 5.16 View 14 Riverside at Barrier Park (Proposed). Source: Miller Hare



Figure 5.18 View 15 Blackwall Entrance Pier (Proposed). Source: Miller Hare



Figure 5.15 View 11 Millwall Wharf (Cumulative). Source: Miller Hare



Figure 5.17 View 14 Riverside at Barrier Park (Cumulative). Source: Miller Hare

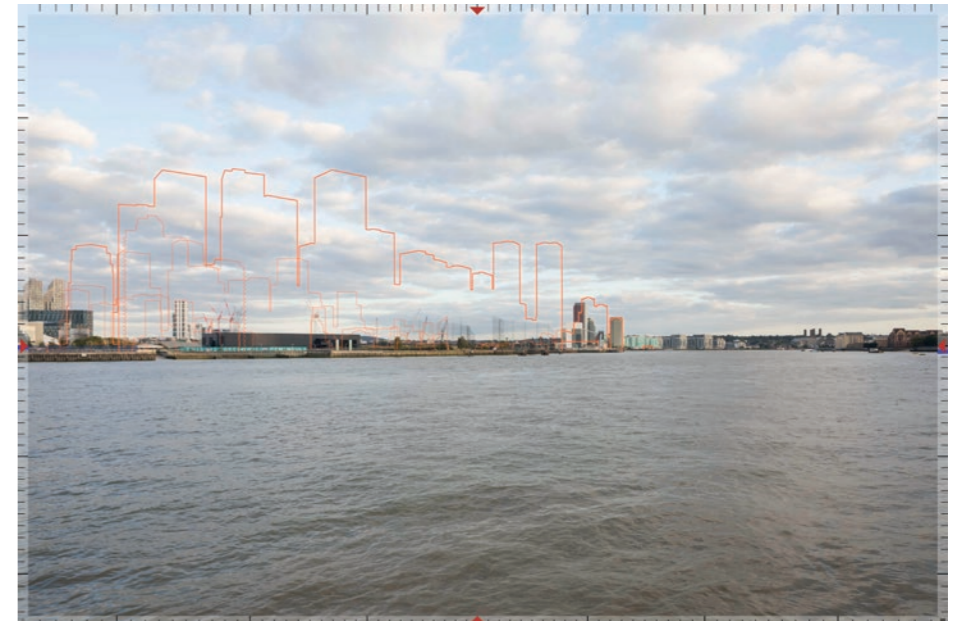


Figure 5.19 View 15 Blackwall Entrance Pier (Cumulative). Source: Miller Hare

AMENITY USERS OF THAMES PATH (GREENWICH)

- 5.135 Amenity users of the Thames Path (South) have a **Low** susceptibility to the Proposed development, given the existing and surrounding tall building context, as well as the focus of receptors on long views across the River Thames. When calibrated with the **High** value of the area of visual amenity, this results in a sensitivity of **Medium**.
- 5.136 The ZTV at **Figure 2.1** demonstrates that there will be visibility of the Development from large extents of the Thames Path (south) owing to the openness afforded by the river trajectory.
- 5.137 As receptors travel along the pedestrianised Thames Path, the Development will form a new feature within the backdrop of the views, as illustrated by AVR View 20. The Proposals are seen to introduce new buildings of scale, stepping up from the neighbouring mid-scale residential development. The staggered approach to massing is perceptible, which reinforces the slenderness of the tallest block at 34 storeys.
- 5.138 As receptors travel further eastwards along the Thames Path, towards the Development, an understanding of the existing tall building context is appreciable. This is demonstrated by AVR Views 7 and 8 in which the proposals are seen against the backdrop of tall buildings on the Greenwich Peninsula and Silvertown on the opposing side of the river. Given the interposing distance, the detail of the elevation is not readily appreciated, but the slender form, vertical emphasis and careful elevational treatment would be perceived.
- 5.139 AS the observer gets closer towards the Site, as illustrated in views 8 and 23, the landscape improvements to the River Thames frontage would be readily perceptible. This would enhance the landscape setting of the Grade II listed Enderby House and improve the general visual amenity of the area, further enhancing the Thames Path.
- 5.140 Furthermore, the introduction of tall scale, modern residential development is anticipated given the area’s designation as a tall building zone under the Greenwich local plan.
- 5.141 As such, the magnitude of impact would be **Medium**, resulting in an effect of **Moderate Beneficial**. The effect is long term, permanent and is significant.

CUMULATIVE ASSESSMENT

- 5.142 For amenity users of the Thames Path (Greenwich), the Proposed Development is seen in combination with a large number of cumulative schemes and therefore the combined effect of the Proposed Development and the Cumulative Schemes is de-minimis. The effect remains at **Moderate Beneficial** in the cumulative scenario.



Figure 5.20 View 7 Royal Naval College (Proposed). Source: Miller Hare



Figure 5.21 View 7 Royal Naval College (Cumulative). Source: Miller Hare



Figure 5.22 View 8 Ballast Quay (Proposed). Source: Miller Hare



Figure 5.24 View 20 Greenwich Reach East (Proposed). Source: Miller Hare



Figure 5.26 View 23 Riverside Walkway (Proposed). Source: Miller Hare



Figure 5.23 View 8 Ballast Quay (Cumulative). Source: Miller Hare



Figure 5.25 View 20 Greenwich Reach East (Cumulative). Source: Miller Hare



Figure 5.27 View 23 Riverside Walkway (Cumulative). Source: Miller Hare

RESIDENTS OF CUBITT TOWN

- 5.143 Residents of Cubitt Town will have a **Low** susceptibility to the Development given the extent of separation distance, including the River Thames from the Site, as well as the existing tall building context, which includes the clusters of Canary Wharf and Millwall Inner Dock. When calibrated with the Low value of this visual amenity area, this results in a sensitivity of **Low**.
- 5.144 The ZTV at **Figure 2.1** demonstrates that there is likely to be some limited visibility between the Development and receptors within this area of visual amenity, particularly from along the river frontage, given the openness of the river trajectory; as well as the linear east-west orientated streets that intersect the Thames Path.
- 5.145 Yet given the tight knit urban grain of development and sense of enclosure afforded by the neighbouring residential estates on this side of the river, visibility is generally limited from the residential streets set back from the rivers edge.
- 5.146 Where visible, the Development is likely to be glimpsed in breaks between the building line, or from areas of open space directly setback from the rivers edge. The Development will be seen in the context of existing mid-scale residential development and emerging tall building development on the Greenwich Peninsula, given the areas designation as a location for tall buildings under the Greenwich Local Plan.
- 5.147 Despite the intermittent intervisibility with the Development, it remains peripheral to the experience of the visual receptor and does not alter their experience of the existing visual amenity.
- 5.148 The magnitude of impact of the Development will be **Nil**, resulting in an effect of **None**.

CUMULATIVE ASSESSMENT

- 5.149 Given that the effect of the Development in isolation is **None**, in this view the cumulative effect would be **None**.

RESIDENTS OF WEST GREENWICH

- 5.150 Residents of West Greenwich will have a **Medium** susceptibility to the Proposals, given their familiarity of the area, and proximity to the Development. When calibrated with the Medium value of the visual amenity area, this results in a sensitivity of **Medium**.
- 5.151 The ZTV at **Figure 2.1** demonstrates that there is likely to be visibility of the proposals, particularly in views looking north along Christchurch Way, Hadrian Street and Azof Way. This is owing to the low-scale nature of development that characterises the visual amenity area, combined with the orientation of linear streets affording open vistas towards the proposals.
- 5.152 The Development will introduce three new buildings of up to 34 storeys in views looking north from within the visual amenity area. This visual impact is demonstrated by AVR views 13, 17 and 18. The mid to upper elements of the proposals are seen, appearing above the roof forms of the lower scaled development which aligns both side of the street. The Development will be visible as part of the existing mid-scale residential development along the river frontage, stepping up in scale with a staggered approach to massing.
- 5.153 Visual receptors will be able to appreciate the high quality of architectural design, textured articulation and contextual design approach, which seeks to mitigate the perception of mass. From these close up views, the elevational treatment comprising a modular, detailed twist adds visual interest and responds to the industrial heritage of the Site.
- 5.154 Subtle variations including colour and the use of vertical proportions are integrated into the building to articulate the form and further emphasise the massing principles. The introduction of a central tower allows the buildings to appear as a slimmer, more elegant form on the skyline. The crown of the tower is raised up to further enhance its lightweight, vertical proportions.

- 5.155 In views looking north along Azof Street, the slenderness of the Proposals, here seen as a singular entity, is appreciable.
- 5.156 Whilst the Development introduces new buildings of scale, it is understood and appreciated within a surrounding context of existing and emerging tall building development. This includes the tall building clusters of Canary Wharf and Millwall Inner Dock to the north, as well as those emerging on the Greenwich Peninsula and around Silvertown, in views further east.
- 5.157 The introduction of tall scale, modern residential development is anticipated given the area's designation as a tall building zone under the Greenwich local plan. Furthermore, it is seen within the context of surrounding existing and peripheral tall buildings. As such, the magnitude of impact of the Development will be **Low**, resulting in an effect of **Minor to Moderate Neutral**. The effect is long term, permanent and is not significant.

CUMULATIVE ASSESSMENT

- 5.158 For residents of West Greenwich, the Proposed Development is seen in combination with a large number of cumulative schemes and therefore the combined effect of the Proposed Development and the Cumulative Schemes is de-minimis. The effect remains at **Minor to Moderate Neutral** in the cumulative scenario.



Figure 5.28 View 13 Azof Street (Proposed). Source: Miller Hare



Figure 5.30 View 17 Hadrian Street, southern end (Proposed). Source: Miller Hare



Figure 5.32 View 18 Christchurch Way, southern end (Proposed). Source: Miller Hare



Figure 5.29 View 13 Azof Street (Cumulative). Source: Miller Hare



Figure 5.31 View 17 Hadrian Street, southern end (Cumulative). Source: Miller Hare



Figure 5.33 View 18 Christchurch Way, southern end (Cumulative). Source: Miller Hare

RESIDENTS OF GREENWICH PENINSULA

- 5.159 Residents of Greenwich Peninsula have a **Low** susceptibility to the Development, given the physical separation from the Site owing to distance and the busy A102; as well as the existing tall building context of Canary Wharf. When calibrated with the **Medium** value of this visual amenity area, this results in a sensitivity of **Low**.
- 5.160 The ZTV at **Figure 2.1** demonstrates that there is likely to be some visibility between the Development and receptors within this area of visual amenity, particularly given the extent of interposing land, which is either vacant or comprising low-scale industrial warehousing, affording long vistas towards the Development. Consequently areas of maximum potential visibility are predominantly from the areas of open amenity space including Central Park.
- 5.161 From within the residential areas to the east of the Greenwich Peninsula, the arrangement of apartment blocks and orientation of streets affords a sense of visual enclosure resulting in limited visibility of the Development. This is illustrated by AVR View 21 in which the Development is almost wholly occluded from view by the presence of interposing vegetation and development.
- 5.162 Where visible, the proposals will be seen in the context of the existing and emerging context of tall buildings on the Greenwich Peninsula which is designated as a tall building zone within the Greenwich Local Plan.
- 5.163 Consequently, the magnitude of impact on this group of receptors is **Nil**, resulting in an effect of **None**.

CUMULATIVE ASSESSMENT

- 5.164 Given that the effect of the Development in isolation is **None**, in this view the cumulative effect would be **None**.



Figure 5.34 View 21 John Harrison Way (Proposed). Source: Miller Hare



Figure 5.35 View 21 John Harrison Way (Cumulative). Source: Miller Hare

WORKERS OF GREENWICH PENINSULA

- 5.165 Workers of the Greenwich Peninsula industrial and trading estates have a **Medium** susceptibility to the Proposals, given their familiarity of the area and proximity to the Development. When calibrated with the Low value of the visual amenity area, this results in a sensitivity of **Low**.
- 5.166 The ZTV at **Figure 2.1** demonstrates that there is likely to be visibility of the proposals, particularly in views looking west along Salutation Road and Telecon Way, as well as the open industrial yards and car parks to the immediate north of the Site.
- 5.167 The visual impact on the receptor is illustrated by AVR View 12, in which the Development introduces a new building of scale along the river frontage. The Development will be visible as part of the existing mid-scale residential development, stepping up in scale with a staggered approach to massing.
- 5.168 The proposals will introduce three buildings of up to 34 storeys, and given the proximity of the Development, visual receptors will be able to appreciate the elevational detail which comprises a modular, detailed twist; adding visual interest that responds to the industrial heritage of the Site.
- 5.169 Receptors will also be able to appreciate the use of vertical proportions and windows, which have been integrated into the building to articulate the form and reduce the perception of mass. The introduction of a central tower allows the buildings to appear as a slimmer, more elegant form on the skyline. The crown of the tower is raised up to further enhance its lightweight, vertical proportions.
- 5.170 Whilst the Development introduces new buildings of scale, it is understood and appreciated within a surrounding context of existing and emerging tall building development. This includes the tall building clusters of Canary Wharf and Millwall Inner Dock to the north, as well as those emerging on the Greenwich Peninsula and around Silvertown, in views further east.
- 5.171 Consequently, whilst the Development introduces new built form of considerable scale, this change is anticipated given the area's designation as a tall building zone under the Greenwich local plan. Furthermore, it is seen within the context of surrounding existing and peripheral tall buildings. As such, the magnitude of impact of the Development will be **Low**, resulting in an effect of **Minor Neutral**. The effect is long term, permanent and is **not significant**.

CUMULATIVE ASSESSMENT

5.172 For amenity users of Workers of Greenwich Peninsula, the Proposed Development is seen in combination with a large number of cumulative schemes and therefore the combined effect of the Proposed Development and the Cumulative Schemes is de-minimis. The effect remains at **Minor Neutral** in the cumulative scenario.



Figure 5.36 View 12 Blackwall Lane Boulevard (Proposed). Source: Miller Hare.

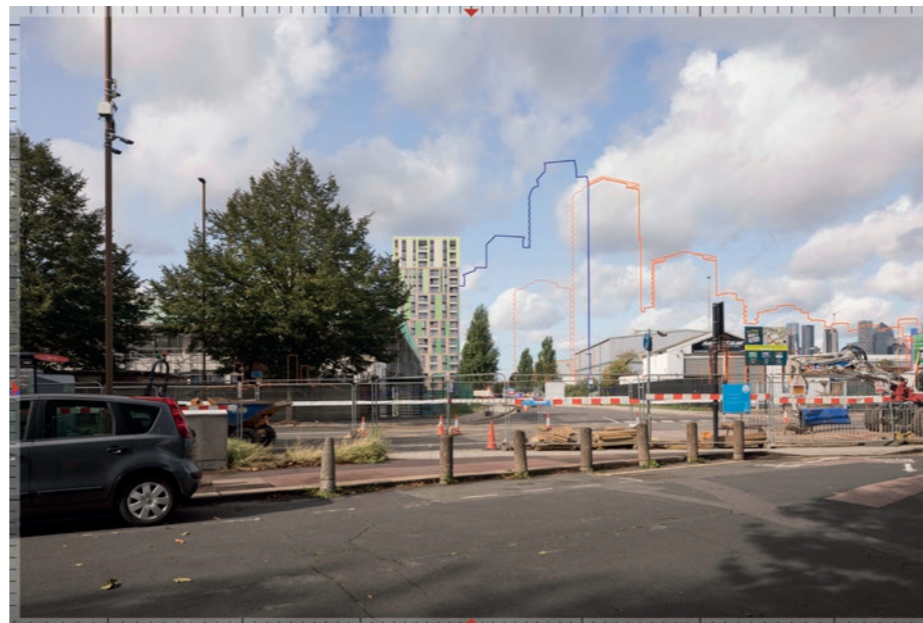


Figure 5.37 View 12 Blackwall Lane Boulevard (Cumulative). Source: Miller Hare

ROAD USERS OF A102

- 5.173 Road users of the A102 will have a **Low** susceptibility to the Development given the focus of their attention on activities associated with the road, and the extent of separation distance with the Development. When calibrated with the **Very Low** value, the sensitivity of this group is **Low**.
- 5.174 Given the extent of separation distance and interposing development and vegetation, views of the Development are limited to only the upper storeys of the building. Where visible, the proposals are seen in conjunction with the existing tall building cluster of Canary Wharf.
- 5.175 AVR view 16 demonstrates the visual impact, in which the upper elements of the building appear above the tree canopy in the background of the view.
- 5.176 Despite the proposals being visible, they remain peripheral to the experience of the visual receptor, reinforced by the general focus of receptors on the road and activities associated with it.
- 5.177 The magnitude of impact of the Development will be **Nil**, resulting in an effect of **None**.

CUMULATIVE ASSESSMENT

- 5.178 Given that the effect of the Development in isolation is **None**, in this view the cumulative effect would be **None**.



Figure 5.38 View 16 Charlton Road Bridge over the A102 (Proposed). Source: Miller Hare



Figure 5.39 View 16 Charlton Road Bridge over the A102 (Cumulative). Source: Miller Hare

COMMERCE USERS OF GREENWICH HIGH ROAD

- 5.179 Commerce users of Greenwich High Road will have a **Low** susceptibility to the Development, given the extent of separation distance and their focus on commerce activities within the area. When combined with the Medium value of visual amenity, this results in a sensitivity of **Low**.
- 5.180 Given the extent of separation distance and interposing development, views of the Development are largely occluded from view, as demonstrated by AVR View 19.
- 5.181 Given the lack of intervisibility, the magnitude of impact of the Development would be **Nil**, resulting in an effect of **None**.

CUMULATIVE ASSESSMENT

- 5.182 Given that the effect of the Development in isolation is **None**, in this view the cumulative effect would be **None**.



Figure 5.40 View 19 Greenwich High Road and Stockwell Street (Proposed). Source: Miller Hare



Figure 5.41 View 19 Greenwich High Road and Stockwell Street (Cumulative). Source: Miller Hare

STATIC VIEWS

- 5.183 In addition to the visual amenity experienced by people – informed by representative views – the assessment has considered strategic views designated in the development plan, or that were agreed with the competent authority.
- 5.184 For these static views, a description of the existing scene for each identified view and the likely visual receptors is provided below. This description is set alongside a corresponding AVR of the Development and analysis of any significant effect occurring.

THE WORKS

- 5.185 ES Volume 1 Chapter 6: The Works sets out the anticipated programme of Works and the key activities that would be undertaken during demolition and construction necessary to facilitate the Development.
- 5.186 Given the extent of separation distance between the static views and the Site, it is unlikely that the demolition and construction phase of the Development would have an impact on the visual receptors of the static views.

THE COMPLETED DEVELOPMENT

VIEW 1: LVMF 5A.1 – GREENWICH PARK: THE GENERAL WOLFE STATUE (PANORAMA)

EXISTING

5.187 This viewpoint is located in Greenwich Park and is a strategic view, identified in the LVMF as 5A.1 London Panorama at Greenwich Park from the General Wolfe statue.

5.188 The viewpoint is located approximately 1.5km from the Site at its closest distance. The view is orientated north and takes in the formal, axial arrangement between Greenwich Palace and the Queen’s House. The view also includes Greenwich Rech and the tall buildings on the Isle of Dogs. In relation to the foreground and middle ground of the view, the LVMF guidance states:

Development on the river edge at Deptford should help to reinforce the composition of the existing view. The low rise nature of the axial view to Greenwich Palace in the front and middle ground should be preserved with the cluster of taller buildings at Canary Wharf across the River providing layers and depth to the understanding of the panorama.

5.189 The primary visual receptors are pedestrians travelling through Greenwich Park or visiting the area and amenity users.

5.190 The strategic designation of the viewpoint and its heritage context means that the visual amenity as experienced by visual receptors is identified as having a **Very High** value.

PROPOSED

5.191 The susceptibility of visual receptors to the Development is considered to be **Medium**, given their focus on the axial view and the existing tall building cluster of Canary Wharf. When calibrated with the Very High visual amenity value, this equates to a sensitivity of **High**.

5.192 The Development is visible to the right hand side of the frame, partially occluded by interposing vegetation and development; given the extent of separation distance.

5.193 The proposals do not interact with the important Grand Axis of the view towards Queen’s House and the Royal Naval College, which would remain unaffected due to the position of the Development on the outer edge of the panorama.



Figure 5.42 View 1 LVMF 5A.1 – Greenwich Park: the General Wolfe Statue (Existing). Source: Miller Hare

5.194 It is noted that the Site is closer in proximity to the strategic viewpoint than some other taller buildings within the Greenwich Peninsula, although the sense of depth within the view is still perceptible and marked by the layering created by the open parkland, dense tree canopy and existing built form. The Development would therefore not alter the consented skyline composition.

5.195 The proposals would further consolidate the cluster of buildings, thus preserving the setting of the WHS and satisfying the management guidance.

5.196 As such, the magnitude of impact would be **Very Low**, resulting in an effect of **Negligible Neutral**. The effect is long term, permanent and is not significant.

CUMULATIVE

5.197 In the cumulative scenario, the orange wirelines indicate further tall building development within the backdrop of the view (in the tall building zones of Canary Wharf and Millwall Inner Dock), but also further east around Silvertown and the Greenwich Peninsula.

5.198 The Development is seen as a step down from the 2015 consent. As such, the magnitude of impact remains at **Very Low** and the effect remains at **Negligible Neutral**.



Figure 5.43 View 1 LVMF 5A.1 – Greenwich Park: the General Wolfe Statue (Proposed). Source: Miller Hare



Figure 5.44 View 1 LVMF 5A.1 – Greenwich Park: the General Wolfe Statue (Cumulative). Source: Miller Hare

VIEW 4: SHOOTERS HILL TO CENTRAL LONDON (POLICY DH(G) LOCAL VIEWS 1)

EXISTING

- 5.199 This viewpoint is located on Shooters Hill, approximately 4.5km to the southeast of the Site at its closest distance. The view is identified within Greenwich Local Plan as a local view.
- 5.200 The view is characterised by Shooters Hill Road which extends from fore to the middle ground of the view. The highway forms a busy throughfare between South London and Kent and would be subject to high vehicular traffic during peak times.
- 5.201 Buildings fronting onto the road largely date between the Victorian and Edwardian periods and vary in quality and architectural styles. The fore and middle ground is further made up of selection of mature trees which are located along the street, as well as marking boundary plots and areas of open space.
- 5.202 The elevated nature of the view affords views through to the backdrop of the view. In these views, long views are given towards Central London, with views being given of the tall building clusters at Canary Wharf, the City and London Bridge. Tall and large buildings in the city characterise the horizon of the view and form a feature on the backdrop.
- 5.203 The primary visual receptors would likely be pedestrians, road users and local residents.
- 5.204 The strategic designation of the viewpoint means that the visual amenity as experienced by visual receptors is identified as having a **Very High** value.

PROPOSED

- 5.205 The susceptibility of visual receptors to the Development is considered to be **Low**, given the focus on the existing tall building clusters of Canary Wharf and the City of London. When calibrated with the Very High visual amenity value, this equates to a sensitivity of **Medium**.
- 5.206 The dotted wireline indicates that the Development would be wholly occluded from view, given the extent of interposing development. As a result, the magnitude of impact would be **Nil**, resulting in an effect of **None**.



Figure 5.45 View 4 Shooters Hill to Central London (Policy DH(g) Local Views 1) (Existing). Source: Miller Hare



Figure 5.46 View 4 Shooters Hill to Central London (Policy DH(g) Local Views 1) (Proposed). Source: Miller Hare

CUMULATIVE

- 5.207 Given that the effect of the Development in isolation is **None**, in this view the cumulative effect would be **None**.



Figure 5.47 View 4 Shooters Hill to Central London (Policy DH(g) Local Views 1) (Cumulative). Source: Miller Hare

VIEW 5: ELTHAM PARK (NORTH) TO CENTRAL LONDON (POLICY DH(G) LOCAL VIEWS 5)

EXISTING

- 5.208 This viewpoint is located in Eltham Park (north), approximately 6km to the southeast of the Site at its closet distance. The view is identified within Greenwich Local Plan as a local view.
- 5.209 The viewpoint is characterised by the open greensward of the park which travels from the foreground to the midground of the view, terminated by the border of various forms of vegetation including hedgerows and mature trees, defining the boundary of the park.
- 5.210 Beyond this, the rooftops of the surrounding houses are perceptible, reinforcing the immediate residential character of the area.
- 5.211 The elevated topography of the park, combined with its general openness and break in tree line, affords long views of the tall building cluster, forming Canary Wharf, in the backdrop of the view. Receptors are thus aware of their proximity to the urban centre, indicated by the presence of this tall and modern building development.
- 5.212 The primary visual receptors would likely be amenity users of Eltham Park.
- 5.213 The strategic designation of the viewpoint means that the visual amenity as experienced by visual receptors is identified as having a **Very High** value.

PROPOSED

- 5.214 The susceptibility of visual receptors to the Development is considered to be **Low**, given their focus on the existing tall building cluster of Canary Wharf, and the attractive open greensward of Eltham Park. When calibrated with the Very High visual amenity value, this equates to a sensitivity of **Medium**.
- 5.215 The dotted wireline indicates that the Development would be almost wholly occluded from view, given the extent of interposing development, vegetation and separation distance. A very minor element of the upper storeys of the Development is partially visible, although this has no impact on one's appreciation of the view given the existing tall building context of the Canary Wharf cluster.



Figure 5.48 View 5 Eltham Park (North) to Central London (Policy DH(g) Local Views 5) (Existing) Source: Miller Hare



Figure 5.49 View 5 Eltham Park (North) to Central London (Policy DH(g) Local Views 5) (Proposed) Source: Miller Hare

5.216 As a result, the magnitude of impact would be **Nil**, resulting in an effect of **None**.

CUMULATIVE

5.217 Given that the effect of the Development in isolation is **None**, in this view the cumulative effect would be **None**.



Figure 5.50 View 5 Eltham Park (North) to Central London (Policy DH(g) Local Views 5) (Cumulative) Source: Miller Hare

SECTION SUMMARY

5.218 The assessment on townscape receptors is summarised in **Table 5.3** below.

REF	VISUAL RECEPTORS	VISUAL AMENITY VALUE	SUSCEPTIBILITY	SENSITIVITY	MAGNITUDE (WORKS)	LIKELY EFFECT (WORKS)	SIGNIFICANT EFFECT (WORKS)	MAGNITUDE (OPERATIONAL)	LIKELY EFFECT (OPERATIONAL)	SIGNIFICANT EFFECT (OPERATIONAL)	LIKELY EFFECT (CUMULATIVE)	SIGNIFICANT EFFECT (CUMULATIVE)
1, 2,3,6,7	Amenity users of Greenwich WHS	Very High	Low	Medium	Very Low	Negligible Adverse	No	Very Low	Negligible Neutral	No	Negligible Neutral	No
22	Amenity users of Mudchute and Millwall Park	Medium	Low	Low	Nil	None	No	Nil	None	No	None	No
9, 10, 11, 14, 15	Amenity users of Thames Path (Isle of Dogs)	Medium	Low	Medium	Low	Minor Adverse	No	Low	Minor Beneficial	No	Minor Beneficial	No
8, 7, 20, 23	Amenity users of Thames Path (Greenwich)	High	Low	Medium	Low	Minor Adverse	No	Medium	Moderate Beneficial	Yes	Moderate Beneficial	Yes
9, 10, 11	Residents of Cubitt Town	Low	Low	Low	Nil	None	No	Nil	None	No	None	No
8, 13, 17,18	Residents of West Greenwich	Medium	Medium	Medium	Medium	Moderate Adverse	Yes	Low	Minor/Moderate Neutral	No	Minor/Moderate Neutral	No
21	Residents of Greenwich Peninsula	Medium	Low	Low	Low	Minor Adverse	No	Nil	None	No	None	No
12	Workers of Greenwich Peninsula	Very Low	Medium	Low	Medium	Moderate Adverse	Yes	Low	Minor Neutral	No	Minor Neutral	No
16	Road users of A102	Very Low	Low	Low	Nil	None	No	Nil	None	No	None	No
19	Commerce users of Greenwich High Road	Medium	Low	Low	Very Low	Negligible Adverse	No	Nil	None	No	None	No
1	Static View: LVMF 5A.1 – Greenwich Park: the General Wolfe Statue (Panorama)	Very High	Medium	High	Very Low	Negligible Adverse	No	Very Low	Negligible Neutral	No	Negligible Neutral	No
4	Static View: Shooters Hill to Central London (Policy DH(g) Local Views 1)	Very High	Low	Medium	Nil	None	No	Nil	None	No	None	No
5	Static View: Eltham Park (North) to Central London (Policy DH(g) Local Views 5)	Very High	Low	Medium	Nil	None	No	Nil	None	No	None	No

Table 5.3 Summary of likely effects on visual receptors.

6.0

**ADDITIONAL MITIGATION/ENHANCEMENT
AND LIKELY RESIDUAL EFFECTS OF THE
DEVELOPMENT AND THEIR SIGNIFICANCE**

ENDERBY PLACE

ADDITIONAL MITIGATION/ENHANCEMENT AND LIKELY RESIDUAL EFFECTS OF THE DEVELOPMENT AND THEIR SIGNIFICANCE

THE WORKS

- 6.1 As no additional mitigation would be proposed, the residual effects in relation to the Works would remain as reported in the assessment of likely effects section.

THE COMPLETED AND OPERATIONAL DEVELOPMENT - HERITAGE RECEPTORS

- 6.2 As no additional mitigation would be proposed, the residual effects in relation to the Works would remain as reported in the assessment of likely effects section.

7.0

LIKELY RESIDUAL CUMULATIVE EFFECTS AND THEIR SIGNIFICANCE

ENDERBY PLACE

LIKELY RESIDUAL CUMULATIVE EFFECTS AND THEIR SIGNIFICANCE

THE WORKS

- 7.1 The residual cumulative effects would remain as reported in the likely effects section.

COMPLETED DEVELOPMENT

- 7.2 The residual cumulative effects would remain as reported in the likely effects section.

8.0 CONCLUSION

ENDERBY PLACE

CONCLUSION

8.1 The proposals represent the optimisation of brownfield land that would contribute to the delivery of much needed housing, including an uplift in affordable housing relative to the 2015 consent. The proposals also have the opportunity to achieve architectural and urban design of the highest quality, a freestanding benefit which supports regeneration and enhances visual amenity. As a whole, the proposals would demonstrably improve the appearance, character and function of the townscape.

8.2 Design development has benefited from discussions with the RBG, the Greenwich Design Review Panel and other local and statutory stakeholders during the pre-application process. This has led to the design-led optimisation of the site as set out in Policy D3 (Optimising site capacity through the design-led approach) of the London Plan.

8.3 The Development would comply with the relevant policies within the development plan when read as a whole.

ASSESSMENT METHOD

8.4 The full assessment methodology for each discipline (heritage, townscape and visual) is provided at **Section 2.0**.

8.5 The assessment methodology is based on planning policy and best practice guidance. It relies on a mix of quantitative information (such as the location and grade of listed buildings) and qualitative professional judgements which are based on research and experience.

8.6 A study area comprising a radius of 750 m from the Site boundary was agreed during the scoping process, with the caveat that built heritage receptors located beyond this which may experience a change to their setting (as identified through the use of a Zone of Theoretical Visibility (ZTV)) would be assessed; this is the case for the Westcombe Park Conservation Area which falls outside the study area. An area of 2 km² was deemed to be an appropriate study area due to the geography, topography and townscape of the surrounding area.

8.7 A ZTV has been produced to highlight the indicative visibility of the Development. It indicates that visibility of the scheme would be most pronounced along the river front and to the east of the Site where low-rise industrial buildings provide little to no screening.

8.8 23 accurate visual representations (AVRs) informed the assessment. The location of the viewpoints was informed by architectural and historic accounts of the area, an appraisal of the existing site and surroundings, and relevant policy designations.

8.9 The viewpoint locations and split of wirelines (AVR1) and renders (AVR3) were agreed with the Royal Borough during pre-application process.

FINDINGS

8.10 The sections below outline the summaries and conclusions of the subject specific areas of this BHTVIA.

THE WORKS

8.11 The Works would have effects on heritage, townscape and visual receptors that range from **Negligible Adverse** (heritage receptors) to **Negligible Adverse** to **Minor Adverse** (townscape) and **None to Moderate Adverse** (visual receptors). As a result, effects on townscape character and views would be significant. All effects associated with the Works would be temporary and would last until the Development had been completed.

THE COMPLETED AND OPERATIONAL DEVELOPMENT

HERITAGE

8.12 This TVAGHA outlines the significance of heritage receptors and the contribution of setting to that significance. It provides an assessment of the impact of the emerging proposals upon setting and, therein, significance.

8.13 The Site is not located within a conservation area, nor does it contain any statutorily or locally listed buildings. However, Enderby House, listed at grade II, is enveloped by the Site. The Maritime Greenwich World Heritage Site, several conservation areas and other heritage receptors are nearby that may experience effects to their value as a result of change to their setting.

8.14 The Development would introduce a high quality piece of townscape, composed of several tall buildings and a row of duplexes, that respond positively to the historic context. In addition, new public space and landscaped areas would provide an appropriate setting for Enderby House, from which the receptor would be experienced and understood within the context of the river and the other vestiges of the maritime and industrial past of the peninsula. The Maritime Greenwich World Heritage Site to the west is oriented away from the Site. Both the LVMF view from the heart of the WHS at the General Wolfe statue and the view towards the Royal Hospital, Queen's House and Royal Observatory would be unaffected by the Development.

8.15 The Development considered the skyline composition, relationship to adjacent existing and emerging proposals and the setting of the heritage receptors in the study area. This report concludes that the Development would not be harmful to the setting of those receptors and therefore public benefits are not required as part of the overall planning balance. Notwithstanding, should the decision maker perceive there to be harm, this must be *'less than substantial'* in accordance with the extant consent or Morden Wharf development.

8.16 The Development would give rise to a **Moderate Beneficial (significant)** effect on Enderby House by virtue of the improvement of its setting and introduction of high quality public space that enables visitors to appreciate and experience the receptor; these effects are significant. The Development would not affect the Outstanding Universal Value of the Maritime Greenwich World Heritage Site. As the composition and Grand Axis of the site would remain unaffected, the effects are deemed neutral, and the Outstanding Universal Value remains intact.

8.17 The conservation areas nearby and the other receptors in the study area experience small changes to their setting and the effects range from **Negligible Neutral** to **Minor Neutral**. Given the proximity of the Development and the East Greenwich Conservation Area, a **Negligible Adverse** effect was identified. All these effects are **not significant**.

- 8.18 The BHTVIA identifies the Development would give rise to a degree of ‘less than substantial harm’ to the East Greenwich Conservation Area. The level of harm is at the lower end of the spectrum of less than substantial harm. The impact has been reduced and mitigated to this degree through option testing as part of the design-led optimisation of the Development.
- 8.19 Paragraph 202 of the NPPF requires the harm to be weighed against the public benefits of a proposal, which include heritage benefits. One such heritage benefit is the impact to the Grade II listed Enderby House, which should also be given importance and weight in the planning balance. It is also material to consider the planning designations for the site which is an area identified by various development plan policies for growth. The Development would give rise to significant beneficial urban design and townscape improvements to the study area, including its character and function. It would help deliver transformative change to the site and wider study area, in accordance with the aspirations of the development plan. Furthermore, through conforming to the principles of the design code, the BHTVIA demonstrates the architectural qualities of the development would demonstrably improve the appearance of the townscape.
- 8.20 The grant of planning permission would be consistent with the duties set out in Sections 16 and 66 of the Town and Country Planning Act (Listed Buildings and Conservation Areas) 1990.
- 8.21 The Development would be compliant with London Plan Policy HC1 (Heritage Conservation and Growth) and the specific historic environment policies at DH3 (Heritage Assets) and DH4 (Maritime Greenwich World Heritage Site) of the Local Plan.

TOWNSCAPE

- 8.22 The townscape assessment considers the proposals within their urban context, including the buildings, the relationships between them, the different types of open spaces and the relationship between buildings and open spaces.
- 8.23 Four townscape character areas were identified within the study area to understand the effects on the wider area. The Site falls within Townscape Character Area: 1 Industrial/commercial and brownfield land (TCA1) which comprises the remaining industrial and commercial uses of the Greenwich Peninsula. The westernmost corner of the Site falls within Townscape Character Area 2: Greenwich Peninsula (west). This part of the Site forms part of the waterfront and terminates the landscaped areas of the recent developments to the west.

- 8.24 The Development evolved through a detailed understanding of the Site, its surrounding context and the aspirations of the first phases of the Enderby Wharf development.
- 8.25 The Development has followed a design led approach to optimise site capacity in a location planned for growth in an attractive location as established by the Enderby Wharf development. The analysis contained within the BHTVIA demonstrates that the development would generate townscape benefits with buildings that are of a scale and appearance that respects the hierarchy of buildings between Enderby Wharf and Morden Wharf while working successfully with the established townscape to the south (Townscape Character Areas 3 and 4). The Development would incorporate new high quality public realm and landscaping supporting the proposed uses and buildings and well connected to the existing context, particularly linking the residential properties in Townscape Character Areas 3 and the riverfront.
- 8.26 During the completed and operational development phase the assessment of impact to townscape character areas identified that the Development would give rise to **Moderate Beneficial** effects for Townscape Character Areas 1, 2 and 3. Townscape Character Area 4 would experience **Minor Beneficial** effects, which would not be significant.
- 8.27 The Development would therefore be consistent with London Plan Policies D3 (Optimising site capacity through the design-led approach) and D8 (Public Realm). The Development received design advice from through the pre-application process and engaging with the Greenwich Design Review Panel, and would thus be consistent with the principles set out in London Plan Policy D4 (Delivering Good Design).
- 8.28 The Development would be consistent with the Royal Borough’s design policies, including DH1 (Design), DH3 (Tall Buildings) and DH(j) Local Views.
- 8.29 Compliance with policies on inclusive Design is outlined elsewhere in this submission.

VISUAL

- 8.30 The visual assessment has considered the impact of the Development upon visual receptors, defined as ten receptor groups. The assessment relates to how people will be affected by changes in views and visual amenity at different places, including publicly accessible locations. This report also assessed three static views, identified by the LVMF and Local Plan.

- 8.31 The verified views and ZTV have also informed the assessment of impacts to heritage and townscape receptors.
- 8.32 During the completed and operational development phase the Development would give rise to visual effects ranging from **None** where the Development is not visible (for the receptor groups outlined below) to **Negligible Neutral, Minor Neutral** and **Minor to Moderate Neutral (Not Significant)**.
- Amenity users of Mudchute and Millwall Park;
 - Residents of Cubitt Town;
 - Residents of Greenwich Peninsula;
 - Road users of A102;
 - Commerce users of Greenwich High Road.
- 8.33 For amenity users of the Thames Path (Greenwich) the effect is **Moderate Beneficial (significant)**.
- 8.34 The composition of the Development, including the skyline composition and relationship of individual buildings across the Site and with adjoining schemes (Morden Wharf), has been subject to detailed design development in line with the Enderby Wharf development.
- 8.35 Overall, the Development would form a congruent part of the local and wider townscape, relating to the adjoining sites, Enderby Wharf and Morden Wharf, the historic areas to the south and mixed townscape to the east. Visual receptors would benefit from the improved visual appearance of the redeveloped site, including the creation of landscaped areas and the route along the Site from the waterfront to the east.
- 8.36 The Development would be consistent with London Plan HC3 (Strategic and Local Views) and Policy HC4 (London View Management Framework). LVMF View 5A.1 Greenwich Park: the General Wolfe Statute (Panorama) has the potential to be affected by the Development and has been assessed in this report, as well as the locally designated views in the Local Plan, set out in Policy DH(g), View 1: Shooters Hill to Central London and View 5: Eltham Park (North) to Central London, which are oriented across the Site. For LVMF 5A.1, the effect during the completed and operational development phase is **Negligible Neutral** and for the two locally designated views, the effect is **None**.

CUMULATIVE EFFECTS

- 8.37 The Site is embedded in an area of growth and change. Since the beginning of the regeneration of the former dock landscape along the River Thames in the 1980s, this part of London has seen fundamental change, and more large scale development are in planning or have been consented.
- 8.38 This report assessed the combined effects of all the past, present and future proposals together with the new project. The Development would be seen against the backdrop of numerous tall buildings schemes at Canary Wharf, the Isle of Dogs, Blackwall and the Greenwich Peninsula. In the cumulative condition, the magnitude of impact of the Development would not change. As a result, the combined effects of the Development and the Cumulative Schemes would remain as identified above.

APPENDIX 1: AVRS PREPARED BY MILLER HARE

ENDERBY PLACE



LVMF 5A.1 | Greenwich Park: the General Wolfe statue | Panorama - Existing
7027_1101 version 230925



LVMF 5A.1 | Greenwich Park: the General Wolfe statue | Panorama - Proposed
7027_1105 version 231016



LVMF 5A.1 | Greenwich Park: the General Wolfe statue | Panorama - Proposed+Conse
7027_1106 version 231016



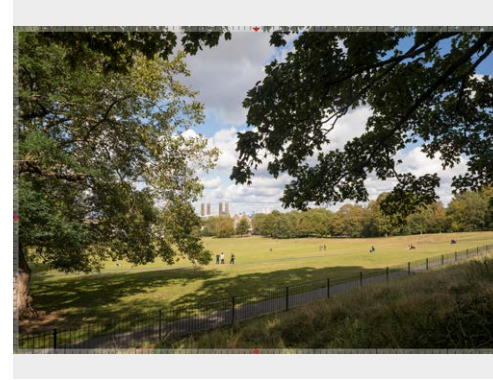
Greenwich Park, north of the Observatory Telescope - Existing
7027_2901 version 231016



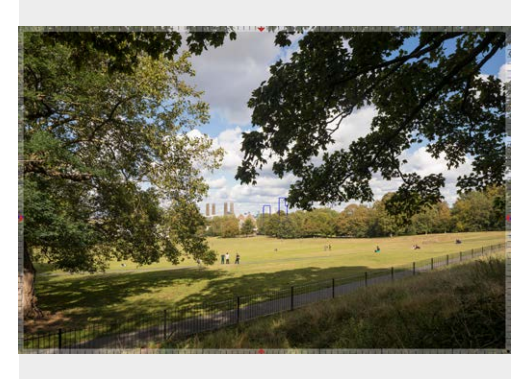
Greenwich Park, north of the Observatory Telescope - Proposed
7027_2905 version 231016



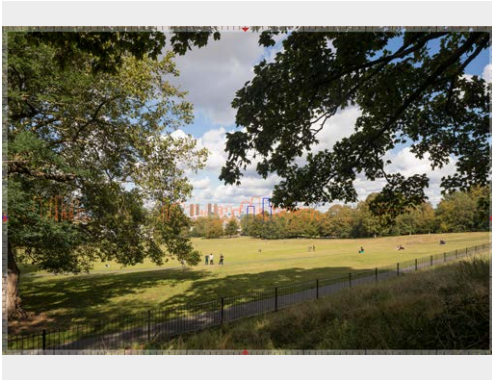
Greenwich Park, north of the Observatory Telescope - Proposed+Consented
7027_2906 version 231016A



Greenwich Park, north of Flamsteed House - Existing
7027_2601 version 231016



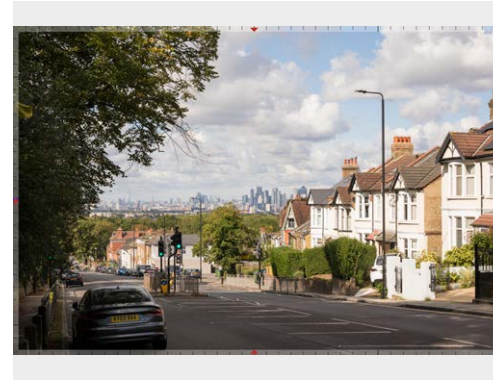
Greenwich Park, north of Flamsteed House - Proposed
7027_2605 version 231016



Greenwich Park, north of Flamsteed House - Proposed+Consented
7027_2606 version 231016



Shooters Hill to Central London (Policy DH(g) Local Views) - Existing
7027_3201 version 231016



Shooters Hill to Central London (Policy DH(g) Local Views) - Proposed
7027_3205 version 231016



Shooters Hill to Central London (Policy DH(g) Local Views) - Proposed+Consented
7027_3206 version 231016



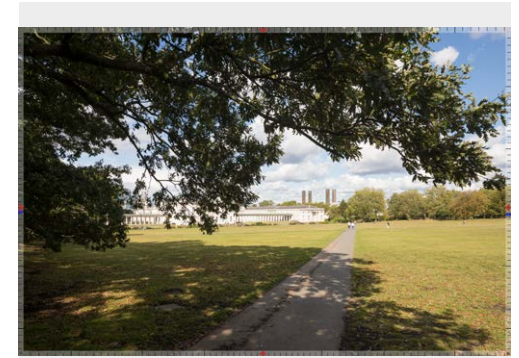
Eltham Park (North) to Central London (Policy DH(g) Local Views) - Existing
7027_3001 version 231016



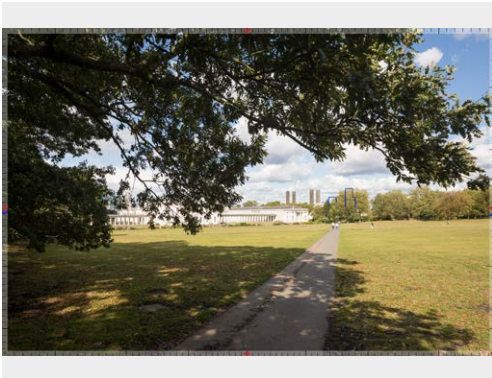
Eltham Park (North) to Central London (Policy DH(g) Local Views) - Proposed
7027_3005 version 231016



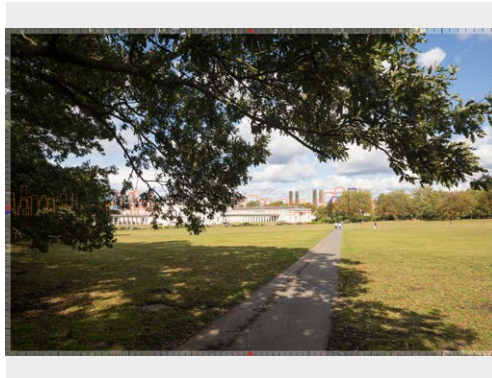
Eltham Park (North) to Central London (Policy DH(g) Local Views) - Proposed+Cons
7027_3006 version 231016



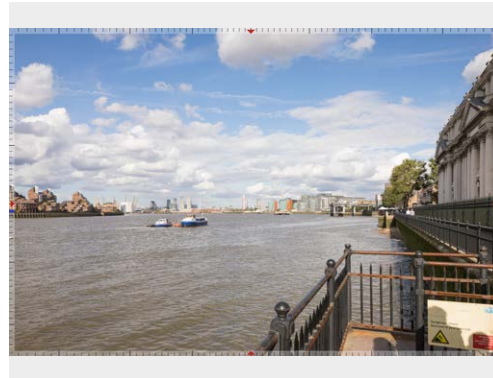
Royal Park - Existing
7027_1201 version 231016



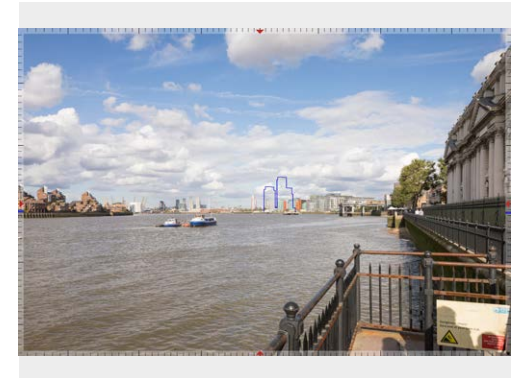
Royal Park - Proposed
7027_1205 version 231016



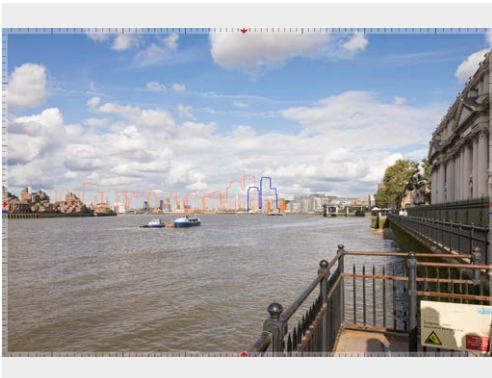
Royal Park - Proposed+Consented
7027_1206 version 231016A



Royal Naval College - Existing
7027_1301 version 231016



Royal Naval College - Proposed
7027_1305 version 231016



Royal Naval College - Proposed+Consented
7027_1306 version 231016



Ballast Quay - Existing
7027_1401 version 231016



Ballast Quay - Proposed
7027_1405 version 231016



Ballast Quay - Proposed+Consented
7027_1406 version 231016A



Invicta Wharf - Existing
7027_1501 version 231016



Invicta Wharf - Proposed
7027_1505 version 231024



Invicta Wharf - Proposed+Consented
7027_1506 version 231024



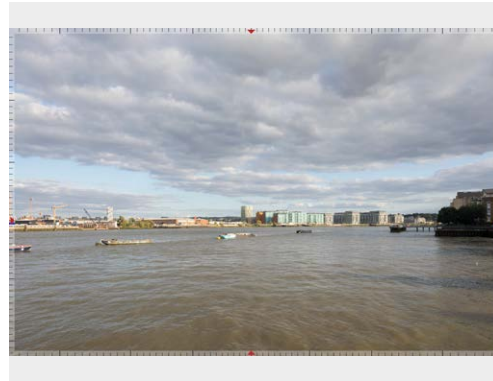
Cubitt Town Wharf - Existing
7027_1651 version 231016



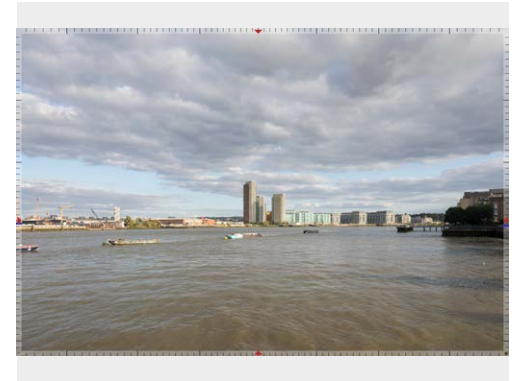
Cubitt Town Wharf - Proposed
7027_1655 version 231024



Cubitt Town Wharf - Proposed+Consented
7027_1656 version 231024



Millwall Wharf - Existing
7027_1701 version 231016



Millwall Wharf - Proposed
7027_1705 version 231024



Millwall Wharf - Proposed+Consented
7027_1706 version 231024



Blackwall Lane Boulevard - Existing
7027_1801 version 231016



Blackwall Lane Boulevard - Proposed
7027_1805 version 231016A



Blackwall Lane Boulevard - Proposed+Consented
7027_1806 version 231016A



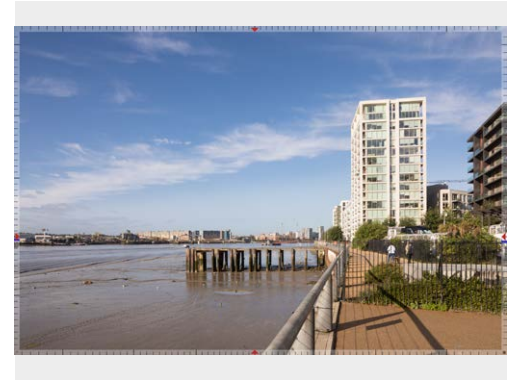
Azof Street - Existing
7027_1901 version 231016



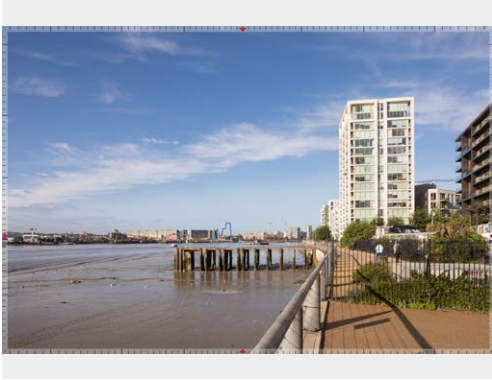
Azof Street - Proposed
7027_1905 version 231016A



Azof Street - Proposed+Consented
7027_1906 version 231016A



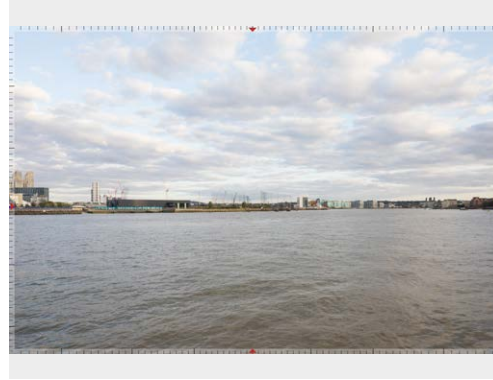
Riverside at Barrier park - Existing
7027_2001 version 231016



Riverside at Barrier park - Proposed
7027_2005 version 231016



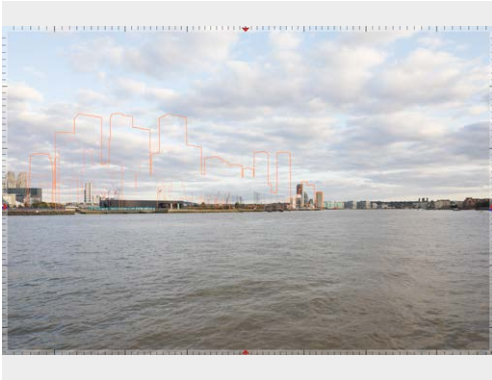
Riverside at Barrier park - Proposed+Consented
7027_2006 version 231016



Blackwall Entrance Pier - Existing
7027_2101 version 231016



Blackwall Entrance Pier - Proposed
7027_2105 version 231024



Blackwall Entrance Pier - Proposed+Consented
7027_2106 version 231024



Charlton Road Bridge over the A102 - Existing
7027_2201 version 231016



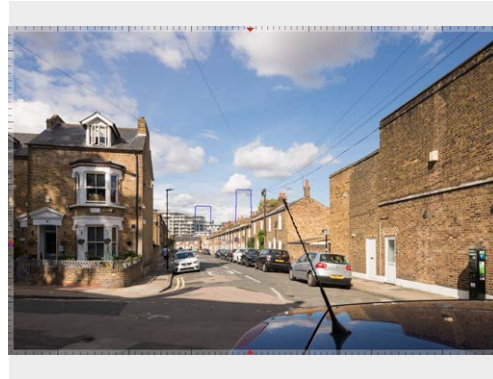
Charlton Road Bridge over the A102 - Proposed
7027_2205 version 231016



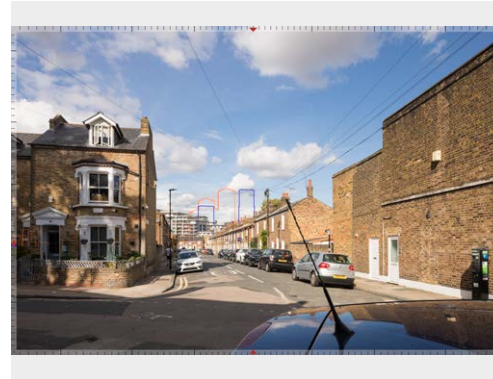
Charlton Road Bridge over the A102 - Proposed+Consented
7027_2206 version 231016



Hadrian Street, southern end - Existing
7027_2301 version 231016



Hadrian Street, southern end - Proposed
7027_2305 version 231016



Hadrian Street, southern end - Proposed+Consented
7027_2306 version 231016



Christchurch Way, southern end - Existing
7027_2401 version 231016



Christchurch Way, southern end - Proposed
7027_2405 version 231016



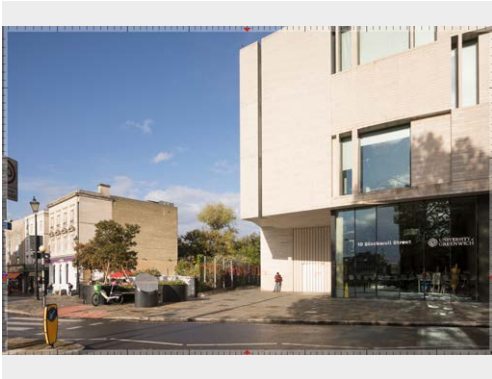
Christchurch Way, southern end - Proposed+Consented
7027_2406 version 231016



Greenwich High Road and Stockwell Street - Existing
7027_2501 version 231016



Greenwich High Road and Stockwell Street - Proposed
7027_2505 version 231016



Greenwich High Road and Stockwell Street - Proposed+Consented
7027_2506 version 231016



Greenwich Reach East - Existing
7027_2701 version 231016



Greenwich Reach East - Proposed
7027_2705 version 231016



Greenwich Reach East - Proposed+Consented
7027_2706 version 231016



John Harrison Way - Existing
7027_2801 version 231016



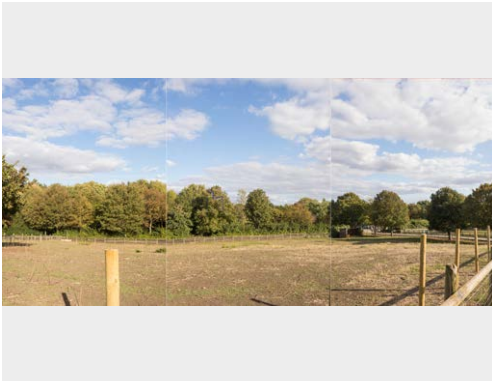
John Harrison Way - Proposed
7027_2805 version 231016



John Harrison Way - Proposed+Consented
7027_2806 version 231016A



Mudchute Park, Isle of Dogs | Panorama - Existing
7027_3101 version 230925



Mudchute Park, Isle of Dogs | Panorama - Proposed
7027_3105 version 231016



Mudchute Park, Isle of Dogs | Panorama - Proposed+Consented
7027_3106 version 231016





































































































































APPENDIX 2: AVR METHODOLOGY PREPARED BY MILLER HARE

ENDERBY PLACE

Appendices

A1 Details of schemes

index	scheme name	address	reference	PA	status	source of model data	positioning method	MH reference	colour
1	Enderby Wharf (2023)	n/a	n/a	Greenwich	Proposed	Paper planning application drawings from local authority	Best fit to Ordnance Survey	gwch0057.detail231009-bgy-proposed	Blue
2	Millharbour	49-59 Millharbour, 2-4 Muirfield Crescent And 23-39 Pepper Street, London, E14	PA/16/03518/A3	THBC	Legal Consent granted	Paper planning application drawings from local authority	Best fit to Ordnance Survey	iodb8-e.profile170824-dp-consented	Orange
3	Crossharbour District Centre (2019)	151 East Ferry Road, London, E14 3BT	PA/19/02534/A1	THBC	Submitted for planning	Paper planning application drawings from local authority	Best fit to Ordnance Survey	iodb11.mass200907-kt-consented	Orange
4	Wood Wharf - Reserved Matters - RM02	Wood Wharf RM02 (Development Plot F2) Wood Wharf, Prestons Road, London	PA/15/00236/P1	THBC	Legal Consent granted	Paper planning application drawings from local authority	Best fit to Ordnance Survey	wwf2.detail220622-da-proposed	Orange
5	Wood Wharf - Reserved Matters - RM03 - Plots E3 and E4	Wood Wharf RM03 (Development Plots E1/E2 and E3/E4) Wood Wharf, Prestons Road, London	PA/15/00286/P2	THBC	Legal Consent granted	Models supplied by respective architects and subsequently simplified by Millerhare	Position relative to O.S. supplied by architect	wwe3.profile140915-grid-proposed	Orange
6	Wood Wharf - Reserved Matters - RM08	Wood Wharf RM08 (Blackwall Basin), Prestons Road, London	PA/16/02952/NC	THBC	Legal Consent granted	Paper planning application drawings from local authority	Best fit to Ordnance Survey	n/a	Orange
7	Wood Wharf - Reserved Matters - RM10	Wood Wharf RM10 (Development Plot G3) Wood Wharf, Prestons Road, London E14 9PZ	PA/17/02609/P1	THBC	Legal Consent granted	Paper planning application drawings from local authority	Best fit to Ordnance Survey	wwg3.surface170815-bdp-proposed	Orange
8	Wood Wharf - Reserved Matters - RM12	Wood Wharf RM12 (Development Plot C2), Prestons Road, London	PA/18/03041/S	THBC	Legal Consent granted	Paper planning application drawings from local authority	Best fit to Ordnance Survey	wwc2.surface180813-pp-proposed	Orange
9	Wood Wharf - Reserved Matters - RM14	Wood Wharf RM14 (Development Plot D3 & D4), Prestons Road, London	PA/19/00112	THBC	Legal Consent granted	Paper planning application drawings from local authority	Best fit to Ordnance Survey	wwd3.surface181130-ahmm-proposed	Orange
10	Wood Wharf - Reserved Matters - RM16	Wood Wharf RM16 (Development Plots G1, G2, G4, G5, G6 and G8 - buildings G1 and G5), Prestons Road, London	PA/19/01612	THBC	Legal Consent granted	Paper planning application drawings from local authority	Best fit to Ordnance Survey	wwg1.surface211118-bdp-proposed	Orange
11	Wood Wharf - Reserved Matters - RM17	Wood Wharf RM17 (Development Plot B2), Prestons Road, London	PA/19/01614	THBC	Legal Consent granted	Paper planning application drawings from local authority	Best fit to Ordnance Survey	wwb2.surface190604-hta-proposed	Orange
12	Wood Wharf - Reserved Matters 20	Wood Wharf RM 20 (Development Plots E3 and E4), Prestons Road, London E14 9SF	PA/21/01440/NC	THBC	Legal Consent granted	Paper planning application drawings from local authority	Best fit to Ordnance Survey	ww3.detail210330-kpf-proposed-rm20	Orange
13	Wood Wharf - Reserved Matters 21	Wood Wharf RM 21 (Development Plots J1, J2 and J3), Prestons Road, London, E14 9SF	PA/21/01441/NC	THBC	Legal Consent granted	Paper planning application drawings from local authority	Best fit to Ordnance Survey	wj1.detail210420-grid-proposed-rm21	Orange
14	Wood Wharf - Reserved Matters 22	Wood Wharf, RM22 (Development Plots J4 and J5) Prestons Road, London E14 9SF	PA/21/02059/S	THBC	Legal Consent granted	Paper planning application drawings from local authority	Best fit to Ordnance Survey	wwj4.detail210623-da-proposed-rm22	Orange
15	Convoys Wharf - Parameter Plans	Convoys Wharf, Prince Street, London, SE8 3JH	DC/13/83358	Lewisham	Legal Consent granted	Paper planning application drawings from local authority	Best fit to Ordnance Survey	lews0001.mass140224-rb-proposed-parameter	Orange
16	Convoys Wharf - Phase 1 - Plot 08	Convoys Ltd, Price Street, London, SE8 3JH	DC/18/107698	Lewisham	Legal Consent granted	Paper planning application drawings from local authority	Best fit to Ordnance Survey	convoys-p08.profile191219-fa-proposed	Orange
17	Convoys Wharf - Phase 1 - Plot 15	Convoys Ltd, Prince Street, London, SE8 3JH	DC/19/111912	Lewisham	Legal Consent granted	Paper planning application drawings from local authority	Best fit to Ordnance Survey	convoys-p15.surface191219-gha-proposed	Orange
18	Creekside Village (East) 2014	Land bounded by Deptford Creek, Copperas Street and Creek Road (Creekside East), London, SE8	14/3795/F	Greenwich	Legal Consent granted	Paper planning application drawings from local authority	Best fit to Ordnance Survey	lews0025.profile170403-dp-proposed	Orange
19	225 Marsh Wall (2016)	225 Marsh Wall, London, E14 9FW	PA/16/02808	THBC	Legal Consent granted	Paper planning application drawings from local authority	Best fit to Ordnance Survey	sq7-e.mass170120-proposed	Orange
20	Millharbour Village (2020)	Two Sites: SITE 1 Land at 3 Millharbour and SITE 2 land at 6, 7 and 8 South Quay Square, South Quay Square, London	PA/20/01969	THBC	Submitted for planning	Paper planning application drawings from local authority	Best fit to Ordnance Survey	iodb4.detail200622-gha-proposed	Orange
21	Skylines Village (2017)	Skylines Village, Limeharbour, London	PA/17/01597/A1	THBC	Legal Consent granted	Paper planning application drawings from local authority	Best fit to Ordnance Survey	iodb10-a.mass181114-rb-consented	Orange
22	Former Westferry Printworks (2015)	235 Westferry Road, London, E14 8NX	PA/15/02216	THBC	Legal Consent granted	Paper planning application drawings from local authority	Best fit to Ordnance Survey	iodb7.profile160509-dp-consented	Orange
23	Cuba Street (2020)	Cuba Street Site, Land At North East Junction Of Manilla Street And Tobago Street, Tobago Street, London	PA/20/02128/A1	THBC	Legal Consent granted	Paper planning application drawings from local authority	Best fit to Ordnance Survey	iodb3-g.profile201106-dp-proposed	Orange
24	South Quay Plaza 3	South Quay Plaza, 183-189 Marsh Wall, London	PA/14/00944	THBC	Legal Consent granted	Model supplied by Foster+Partners	Position relative to O.S. supplied by architect	sq5.mass150918-fp-proposed-sqp3	Orange
25	54 Marsh Wall	54 Marsh Wall, London, E14 9TP	PA/16/01637/A1	THBC	Legal Consent granted	Paper planning application drawings from local authority	Best fit to Ordnance Survey	iodb6-a1.mass170120-rb-proposed	Orange
26	50 Marsh Wall - 63-69 Manilla Street	50 Marsh Wall, 63-69 And 68-70 Manilla Street London, E14 9TP	PA/15/02671/R	THBC	Legal Consent granted	Paper planning application drawings from local authority	Best fit to Ordnance Survey	iodb3-f.surface170419-alphasquare-proposed	Orange
27	56-58 Marsh Wall	56-58 Marsh Wall	PA/22/00591/A1	THBC	Proposed	Paper planning application drawings from local authority	Best fit to Ordnance Survey	iodb6-a.detail220701-rio-proposed	Orange

Appendices (continued)

A2 Details of schemes

index	scheme name	address	reference	PA	status	source of model data	positioning method	MH reference	colour
28	Greenwich Peninsula - 2015 Masterplan - Lower Riverside	Land at Greenwich Peninsula, to the south of the O2, SE10	15/0716/O	Greenwich	Legal Consent granted	Paper planning application drawings from local authority	Best fit to Ordnance Survey	gp06.mass150130-am-proposed-outline	Orange
29	Greenwich Peninsula - 2015 Masterplan - Lower Brickfields	Land at Greenwich Peninsula, to the south of the O2, SE10	15/0716/O	Greenwich	Legal Consent granted	Paper planning application drawings from local authority	Best fit to Ordnance Survey	gp04.mass150130-am-proposed-outline	Orange
30	Greenwich Peninsula - 2015 Masterplan - Meridian Quays	Land at Greenwich Peninsula, to the south of the O2, SE10	15/0716/O	Greenwich	Legal Consent granted	n/a	n/a	gp01.mass150130-am-proposed	Orange
31	Greenwich Peninsula - Reserved Matters - Plot 19.05 - 2021	Plot 19.05, Chandlers Avenue, Lower Riverside, Greenwich Peninsula, London SE10	21/2077/R	Greenwich	Submitted for planning	Paper planning application drawings from local authority	Best fit to Ordnance Survey	gwchmo113.detail230126-axis-proposed-chalk	Orange
32	Greenwich Peninsula - 2019 Masterplan - Outline	Greenwich Peninsula Masterplan and Plots 18.02 & 18.03, London, SE10	19/2733/O	Greenwich	Submitted for planning	Paper planning application drawings from local authority	Best fit to Ordnance Survey	gp02.mass190213-am-proposed-2019	Orange
33	Greenwich Peninsula - 2019 Masterplan - Detailed Plots 18.02 and 18.03	Greenwich Peninsula Masterplan and Plots 18.02 & 18.03, London, SE10	19/2733/O	Greenwich	Submitted for planning	Paper planning application drawings from local authority	Best fit to Ordnance Survey	gwchmo301.detail190603-sr-proposed-chalk	Orange
34	Greenwich Peninsula Plot N0201	Plot N0201, Peninsula Square, Greenwich, SE10 0DX	23/2150/F	Greenwich	Submitted for planning	Paper planning application drawings from local authority	Best fit to Ordnance Survey	gwchno201.mass231004-jt-proposed	Orange
35	Greenwich Peninsula - Plot M0121	Plot M0121, Lower Riverside, Greenwich Peninsula, Greenwich, SE10	23/1565/F	Greenwich	Submitted for planning	Paper planning application drawings from local authority	Best fit to Ordnance Survey	gwchmo105a.detail230421-ct-proposed	Orange
36	Silvertown Tunnel - Tunnel Services Compound Envelope - South	Land At Thameside West And Carlsberg Tetley, Dock Road, Silvertown, London, E16	17/2658/K	Greenwich	Legal Consent granted	Paper planning application drawings from local authority	Best fit to Ordnance Survey	gwch0066.mass190320-dr-consented-parameter	Orange
37	Morden Wharf (2020)	Morden Wharf located off Tunnel Avenue, Greenwich, London, SE10 0NU	20/1730/O	Greenwich	Legal Consent granted	Paper planning application drawings from local authority	Best fit to Ordnance Survey	gwch0058-c.detail200225-oma-consented	Orange
38	1 Boord Steet	1 Boord Steet	19/0939/F	Greenwich	Legal Consent granted	Paper planning application drawings from local authority	Best fit to Ordnance Survey	gwch0067-a.mass231004-fldo-consented	Orange
39	Temporary bus garage Go-ahead London, Northern Warehouse	Go-Ahead London, Northern Warehouse, Morden Wharf Road, Greenwich, London, SE10 0NU	23/1161/F	Greenwich	Submitted for planning	Paper planning application drawings from local authority	Best fit to Ordnance Survey	gwch0059.mass231004-or-proposed	Orange
40	Peterboat Close	Unit 2 & 7 Peterboat Close and 165 Tunnel Avenue, London SE10 0PX	22/1026/F	Greenwich	Submitted for planning	Paper planning application drawings from local authority	Best fit to Ordnance Survey	gwch0058.mass231004-rb-consented	Orange
41	Greenwich Millennium Village Plots 401 402 403 404 405	Parcel 4 of Greenwich Millennium Village , Phase 3, 4 & 5, Peartree Way, Greenwich, SE10 0HZ	19/4075/R	Greenwich	Proposed	Paper planning application drawings from local authority	Best fit to Ordnance Survey	gwch0092-p4.mass231004-jt-proposed	Orange
42	87 Blackwall Lane	87 Blackwall Lane, Greenwich, SE10 0AP	19/0512/F	Greenwich	Legal Consent granted	Paper planning application drawings from local authority	Best fit to Ordnance Survey	gwch0025.mass231005-rb-consented	Orange
43	141-143 Woolwich Road	141-143 Woolwich Road, London, SE10 0RJ	21/3944/F	Greenwich	Legal Consent granted	Paper planning application drawings from local authority	Best fit to Ordnance Survey	gwch0051.mass231005-hg-consented	Orange
44	Sam Manners	57 Tuskar Street (former Sam Manners House) Greenwich, SE10 9UJ	20/1815/F	Lewisham	Legal Consent granted	Paper planning application drawings from local authority	Best fit to Ordnance Survey	lews0019.mass231004-rb-consented	Orange
45	Meridian Quays - RMA - Plots 1.02 and 1.03	n/a	23/0418/R	Greenwich	Submitted for planning	Paper planning application drawings from local authority	Best fit to Ordnance Survey	gwchno608.mass231004-kt-consented	Orange
46	Sun Wharf	SUN WHARF, CREEKSIDE, LONDON, SE8 3DZ	DC/20/118229	Lewisham	Submitted for planning	Paper planning application drawings from local authority	Best fit to Ordnance Survey	lews0024.mass231003-jt-proposed	Orange
47	Saxon Wharf	n/a	18/1594/F	Greenwich	Legal Consent granted	Paper planning application drawings from local authority	Best fit to Ordnance Survey	gwch0088-d.mass231004-rb-consented	Orange
48	Ravensbourne Wharf	n/a	23/1414/F	Greenwich	Legal Consent granted	Paper planning application drawings from local authority	Best fit to Ordnance Survey	gwch0088.mass231004-rb-consented	Orange
49	Charlton Riverside	9, 40-45 HERRINGHAM ROAD, 55 NEW LYDENBERG STREET, UNITS 1-32 NEW LYDENBURG COMMERCIAL ESTATE, LONDON, SE7	19/3456/F	Greenwich	Proposed	Paper planning application drawings from local authority	Best fit to Ordnance Survey	gwch9801.mass231004-jt-proposed	Orange
50	The Bellamy	15-27 Byng Street, 29 Byng Street (Flats 1-6 Dowlen Court) and 1-12 Bellamy Close, London, E14	PA/21/02776/A1	THBC	Submitted for planning	Paper planning application drawings from local authority	Best fit to Ordnance Survey	iodb3-a.detail230922-ha-proposed-chalk	Orange
51	Ensign House (2021)	Ensign House, Admirals Way, London, E14 9XQ	PA/21/00952/A1	THBC	Submitted for planning	Paper planning application drawings from local authority	Best fit to Ordnance Survey	sq3.detail210326-proposed	Orange
52	Quay House (2020)	Quay House, Admirals Way, London, E14 3AG	PA/20/02649	THBC	Submitted for planning	Paper planning application drawings from local authority	Best fit to Ordnance Survey	sq3.detail201119-fldo-proposed-chalk	Orange
53	HQW1 - Heron Quays West	Heron Quay, London, E14	PA/16/02956	THBC	Legal Consent granted	Paper planning application drawings from local authority	Best fit to Ordnance Survey	hqw-1.profile170824-dp-consented	Orange

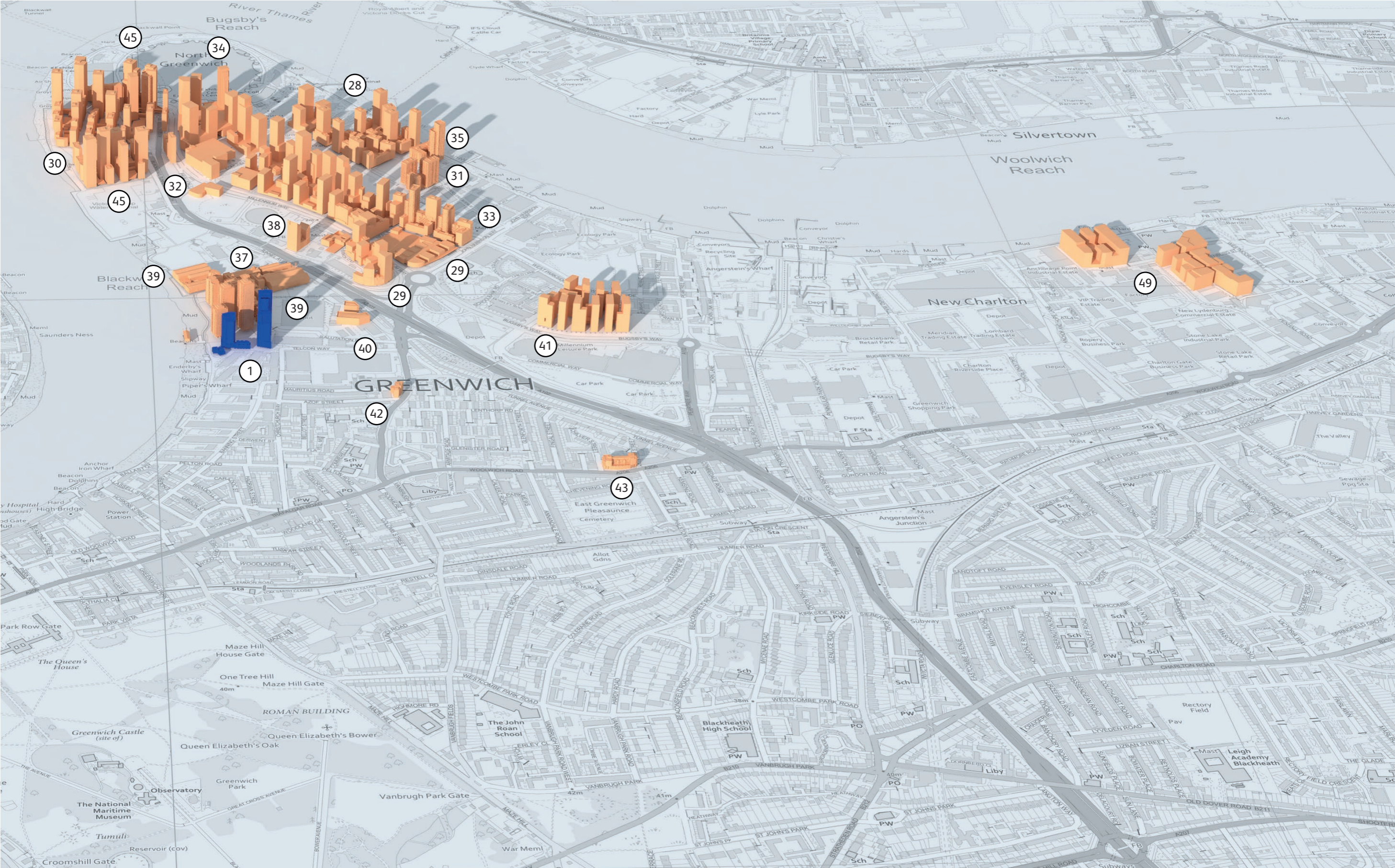
Aerial diagram showing location of schemes

Appendices



Aerial diagram showing location of schemes

Appendices (continued)



Aerial diagram showing location of schemes

Appendices

A3 Model Overview



Aerial view of Proposed Development

Appendices (continued)

A4 Accurate Visual Representations

A4.1 Each of the views in this study has been prepared as an Accurate Visual Representation (AVR) following a consistent methodology and approach to rendering. Appendix C of the London View Management Framework: Supplementary Planning Guidance (March 2012) defines an AVR as:

“An AVR is a static or moving image which shows the location of a proposed development as accurately as possible; it may also illustrate the degree to which the development will be visible, its detailed form or the proposed use of materials. An AVR must be prepared following a well-defined and verifiable procedure and can therefore be relied upon by assessors to represent fairly the selected visual properties of a proposed development. AVRs are produced by accurately combining images of the proposed building (typically created from a three-dimensional computer model) with a representation of its context; this usually being a photograph, a video sequence, or an image created from a second computer model built from survey data. AVRs can be presented in a number of different ways, as either still or moving images, in a variety of digital or printed formats.”

A4.2 The Landscape Institute Technical Guidance Note 06/19 “Visual Representation of Development Proposals” notes that the production of technical visualisations:

“should allow competent authorities to understand the likely effects of the proposals on the character of an area and on views from specific points.”

A4.3 Paragraph 2.2 highlights that the baseline photography should:

“be sufficiently up-to-date to reflect the current baseline situation”

“include the extent of the site and sufficient context;”

“be based on good quality imagery, secured in good, clear weather conditions wherever reasonably possible;”

A4.4 In this study the baseline condition is provided by carefully taken large format photography. The proposed condition is represented as an accurate photomontage, which combines a computer generated image with the photographic context. In preparing AVRs of this type certain several key attributes need to be determined, including:

- the Field of View
- the representation of the Proposed Development
- documentation accompanying the AVR

Selection of Field of View

A4.5 The choice of telephoto, standard or wide-angle lens, and consequently the Field of View, is made on the basis of the requirements for assessment which will vary from view to view.

A4.6 In the simple case the lens selection will be that which provides a comfortable Viewing Distance. This would normally entail the use of what most photographers would refer to as a “standard” or “normal” lens, which in practice means the use of a lens with a 35mm equivalent focal length of between about 40 and 58 mm.

A4.7 However in a visual assessment there are three scenarios where constraining the study to this single fixed lens combination would not provide the assessor with the relevant information to properly assess the Proposed Development in its context.

Field Of View

The term ‘Field Of View’ (FOV) or more specifically Horizontal Field of View (HFOV), refers to the horizontal angle of view visible in a photograph or printed image and is expressed in degrees. It is often generally referred to as ‘angle of view’, ‘included angle’ or ‘view cone angle’.

Using this measure it becomes practical to make a comparison between photographs taken using lens of various focal lengths captured on to photographic film or digital camera sensors of various size and proportions. It is also possible to compare computer renderings with photographic images.

Studies of this type use a range of camera equipment; in recent times digital cameras have largely superseded the traditional film formats of 35mm, medium format (6cm x 6cm) and large format (5in x 4in). Comparing digital and film formats may be achieved using either the HFOV or the 35mm equivalent lens calculation, however quoting the lens focal length (in mm) is not as consistently applicable as using the HFOV when comparing AVRs.

35mm Lens	HFOV degrees	Lens focal length (mm)
Wide angle lens	74.0	24
Medium wide lens	54.4	35
Standard lens	39.6	50
Telephoto lens	28.8	70
Telephoto lens	20.4	100
Telephoto lens	10.3	200
Telephoto lens	6.9	300

The FOV of digital cameras is dependent on the physical dimensions of the CCD used in the camera. These depend on the make and model of the camera. The comparison table uses the specifications for a Canon EOS-5D Mark II which has CCD dimensions of 36.0mm x 22.0mm.

A4.8 Firstly, where the relationship being assessed is distant, the observer would tend naturally to focus closely on it. At this point the observer might be studying as little as 5 to 10 degrees in plan. The printing technology and image resolution of a print limit the amount of detail that can be resolved on paper when compared to the real world, hence in this situation it is appropriate to make use of a telephoto lens.

A4.9 Secondly, where the wider context of the view must be considered and in making the assessment a viewer would naturally make use of peripheral vision in order to understand the whole. A print has a fixed extent which constrains the angle of view available to the viewer and hence it is logical to use a wide angle lens in these situations in order to include additional context in the print.

A4.10 Thirdly where the viewing point is studied at rest and the eye is free to roam over a very wide field of view and the whole setting of the view can be examined by turning the head. In these situations it is appropriate to provide a panorama comprising of a number of photographs placed side by side.

A4.11 The Landscape Institute Technical Guidance Note 06/19 Appendix 1 suggests that where a standard lens in landscape or portrait orientation cannot capture the view then the use of wider-angled prime lenses should be considered. Appendix 13 further notes:

“The 24mm tilt shift is typically used for visualisation work where viewpoints are located close to a development and the normal range of prime lenses will not capture the proposed site”

A4.12 For some views two of these scenarios might be appropriate, and hence the study will include two versions of the same view with different fields of view.

Representation of the Proposed Development and cumulative schemes

Classification of AVRs

A4.13 AVRs are classified according to their purpose using Levels 0 to 3. These are defined in detail in Appendix C of the London View Management Framework: Supplementary Planning Guidance (July 2007). The following table is a summary.

AVR level	showing	purpose
AVR 0	Location and size of proposal	Showing Location and size
AVR 1	Location, size and degree of visibility of proposal	Confirming degree of visibility
AVR 2	As level 1 + description of architectural form	Explaining form
AVR 3	As level 2 + use of materials	Confirming the use of materials

A4.14 In practice the majority of photography based AVRs are either AVR 3 (commonly referred to as “fully rendered” or “photoreal”) or AVR 1 (commonly referred to as “wire-line”). Model based AVRs are generally AVR 1.

AVR 3 – Photoreal



Example of AVR 3 – confirming the use of materials (in this case using a ‘photo-realistic’ rendering technique)

A4.15 The purpose of a Level 3 AVR is to represent the likely appearance of the Proposed Development under the lighting conditions found in the photograph. All aspects of the images that are able to be objectively defined have been created directly from a single detailed description of the building. These include the geometry of the building and the size and shape of shadows cast by the sun.

A4.16 Beyond this it is necessary to move into a somewhat more subjective arena where the judgement of the delineator must be used in order to define the final appearance of the building under the specific conditions captured by the photographic and subsequent printing processes. In this area the delineator is primarily guided by the appearance of similar types of buildings at similar distances in the selected photograph. In large scope studies photography is necessarily executed over a long period of time and sometimes at short notice. This will produce a range of lighting conditions and photographic exposures. The treatment of lighting and materials within these images will respond according to those in the photograph.

A4.17 Where the Proposed Development is shown at night-time, the lightness of the scheme and the treatment of the materials was the best judgment of the visualiser as to the likely appearance of the scheme given the intended lighting strategy and the ambient lighting conditions in the background photograph. In particular the exact lighting levels are not based on photometric calculations and therefore the resulting image is assessed by the Architect and Lighting Designer as being a reasonable interpretation of the concept lighting strategy.

Appendices (continued)

AVR 1 – Outline



Example of AVR 1 confirming degree of visibility (in this case as an occluded 'wire-line' image)

A4.18 The purpose of a wire-line view is to accurately indicate the location and degree of visibility of the Proposed Development in the context of the existing condition and potentially in the context of other proposed schemes.

A4.19 In AVR1 representation each scheme is represented by a single line profile, sometimes with key edges lines to help understand the massing. The width of the profile line is selected to ensure that the diagram is clear, and is always drawn inside the true profile. The colour of the line is selected to contrast with the background. Different coloured lines may be used in order to distinguish between proposed and consented status, or between different schemes.

A4.20 Where more than one scheme is represented in outline form the outlines will obscure each other as if the schemes were opaque. Trees or other foliage will not obscure the outline of schemes behind them. This is because the transparency of trees varies with the seasons, and the practical difficulties of representing a solid line behind a filigree of branches. Elements of a temporary nature (e.g. cars, tower cranes, people) will similarly not obscure the outlines.

Framing the view

A4.21 Typically AVRs are composed with the camera looking horizontally i.e. with a horizontal Optical Axis. This is in order to avoid converging verticals which, although perspective correct, appear to many viewers as unnatural in print form. The camera is levelled using mechanical levelling devices to ensure the verticality of the Picture Plane, being the plane on to which the image is projected; the film in the case of large format photography or the CCD in the case of digital photography.

A4.22 For a typical townscape view, a Landscape camera format is usually the most appropriate, giving the maximum horizontal angle of view. Vertical rise may be used in order to reduce the proportion of immediate foreground visible in the photograph. Horizontal shift will not be used. Where the prospect is framed by existing buildings, portrait format photographs may be used if this will result in the proposal being wholly visible in the AVR, and will not entirely exclude any relevant existing buildings.

A4.23 Where the Proposed Development would extend off the top of the photograph, the image may be extended vertically to ensure that the full height of the Proposed Development is shown. Typically images will be extended only where this can be achieved by the addition of sky and no built structures are amended. Where it is necessary to extend built elements of the view, the method used to check the accuracy of this will be noted in the text.

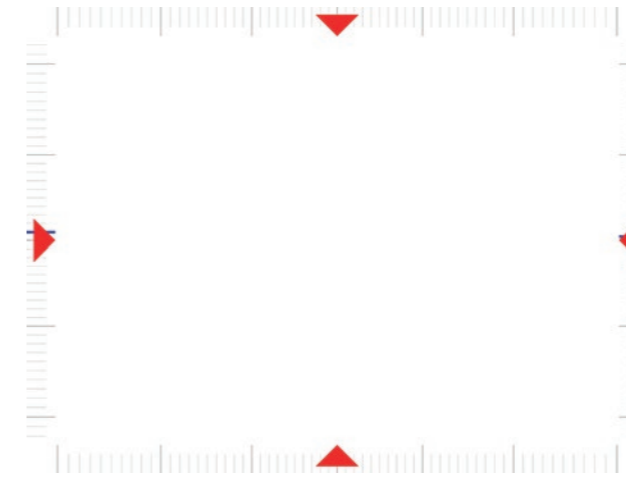
Documenting the AVR

Border annotation

A4.24 A Millerhare AVR image has an annotated border or 'graticule' which indicates the field of view, the optical axis and the horizon line. This annotation helps the user to understand the characteristics of the lens used for the source photograph, whether the photographer applied tilt, vertical rise or horizontal shift during the taking of the shot and if the final image has been cropped on one or more sides.

A4.25 The four red arrows mark the horizontal and vertical location of the 'optical axis'. The optical axis is a line passing through the eye point normal to the projection plane. In photography this line passes through the centre of the lens, assuming that the film plane has not been tilted relative to the lens mount. In computer rendering it is the viewing vector, i.e. the line from the eye point to the target point.

A4.26 If the point indicated by these marks lies above or below the centre of the image, this indicates either that vertical rise was used when taking the photograph or that the image has subsequently been cropped from the top or bottom edge. If it lies to the left or right of the centre of the image then cropping has been applied to one side or the other, or more unusually that horizontal shift was applied to the photograph.

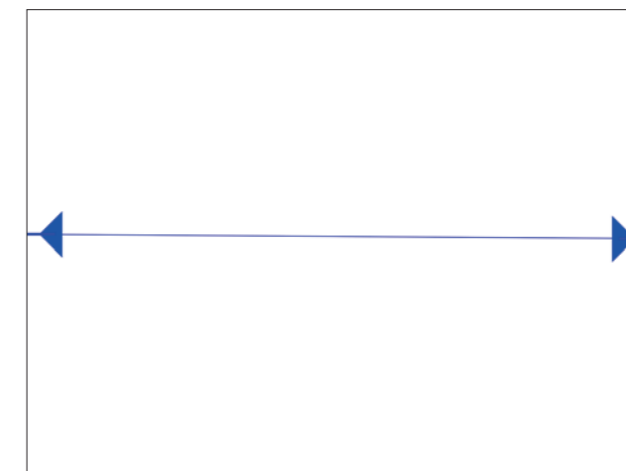


Sample graticule showing optical axis markers

A4.27 The vertical and horizontal field of view of the final image is declared using a graticule consisting of thick lines at ten degree increments and intermediate lines every degree, measured away from the optical axis. Using this graticule it is possible to read off the resultant horizontal and vertical field of view, and thereby to compare the image with others taken using specific lens and camera combinations. Alternatively it can be used to apply precise crops during subsequent analysis

A4.28 .

A4.29 The blue marks on the left and right indicate the calculated location of the horizon line i.e. a plane running horizontally from the location of the camera. Where this line is above or below the optical axis, this indicates that the camera has been tilted; where it is not parallel with the horizontal marking of the optical axis, this indicates that the camera was not exactly horizontal, i.e. that "roll" is present. Note that a small amount of tilt and roll is nearly always present in a photograph, due to the practical limitations of the levelling devices used to align the camera in the field.



Sample graticule showing horizon line markers

Comparing AVRs with different FOVs

A4.30 A key benefit of the index markings is that it becomes practical to crop out a rectangle in order to simulate the effect of an image with a narrower field of view. In order to understand the effect of using a longer lens it is simply necessary to cover up portions of the images using the graticule as a guide.

Appendices (continued)

A5 Methodology for the production of Accurate Visual Representations

Overview of Methodology

A5.1 The study was carried out by Millerhare (the Visualiser) by combining computer generated images of the Proposed Development with either large format photographs at key strategic locations around the site as agreed with the project team. Surveying was executed by Sterling Survey (the Surveyor).

A5.2 The methodology employed by Millerhare is compliant with Appendix C of the London View Management Framework: Supplementary Planning Guidance (March 2012) and Landscape Institute Technical Guidance Note 06/19.

A5.3 The project team defined a series of locations in London where the proposed buildings might have a significant visual effect. At each of these locations Millerhare carried out a preliminary study to identify specific Assessment Points from which a representative and informative view could be taken. Once the exact location had been agreed by the project team, a photograph was taken which formed the basis of the study. The precise location of the camera was established by the Surveyor using a combination of differential GPS techniques and conventional observations.

A5.4 For views where a photographic context was to be used additional surveying was carried out. A number of features on existing structures visible from the camera location were surveyed. Using these points, Millerhare has determined the appropriate parameters to permit a view of the computer model to be generated which exactly overlays the appropriate photograph. Each photograph has then been divided into foreground and background elements to determine which parts of the current context should be shown in front of the Proposed Development and which behind. When combined with the computer-generated image these give an accurate impression of the impact of the Proposed Development on the selected view in terms of scale, location and use of materials (AVR Level 3).

Spatial framework and reference database

A5.5 All data was assembled into a consistent spatial framework, expressed in a grid coordinate system with a local plan origin. The vertical datum of this framework is equivalent to Ordnance Survey (OS) Newlyn Datum.

A5.6 By using a transformation between this framework and the OSGB36 (National Grid) reference framework, Millerhare have been able to use other data sets (such as OS land line maps and ortho-corrected aerial photography) to test and document the resulting photomontages.

A5.7 In addition, surveyed observation points and line work from Millerhare's London Model database are used in conjunction with new data in order to ensure consistency and reliability.

A5.8 The models used to represent consented schemes have been assembled from a variety of sources. Some have been supplied by the original project team, the remainder have been built by Millerhare from available drawings, generally paper copies of the submitted planning application. While these models have not been checked for detailed accuracy by the relevant architects, Millerhare has used its best endeavours to ensure that the models are positioned accurately both in plan and in overall height.

Process – photographic context

Reconnaissance

A5.9 At each Study Location the Visualiser conducted a photographic reconnaissance to identify potential Assessment Points. From each candidate position, a digital photograph was taken looking in the direction of the Proposed Development using a wide angle lens. Its position was noted with field observations onto an OS map and recorded by a second digital photograph looking at a marker placed at the Assessment Point.

A5.10 In the situation where, in order to allow the appreciation of the wider setting of the proposal, the assessor requires more context than is practical to capture using a wide angle lens, multiple photographs may be combined to create a panorama, typically as a diptych or triptych. This will be prepared by treating each panel as a separate AVR and then combining in to a single panorama as a final process.

A5.11 The Visualiser assigned a unique reference to each Assessment Point and Photograph.

Final Photography

A5.12 From each selected Assessment Point a series of large format photographs were taken with a camera height of approximately 1.6m. The camera, lens, format and direction of view are determined in accordance with the policies set out above

A5.13 Where a panoramic view is specified the camera/tripod head is rotated through increments of 40 degrees to add additional panels to the left and/or right of the main view.

A5.14 The centre point of the tripod was marked and a digital photograph showing the camera and tripod in situ was taken to allow the Surveyor to return to its location. Measurements and field notes were also taken to record the camera location, lens used, target point and time of day.

Surveying the Assessment Points

A5.15 For each selected Assessment Point a survey brief was prepared, consisting of the Assessment Point study sheet and a marked up photograph indicating alignment points to be surveyed. Care was taken to ensure that a good spread of alignment points was selected, including points close to the camera and close to the target.

A5.16 Using differential GPS techniques the Surveyor established the location of at least two intervisible stations in the vicinity of the camera location. A photograph of the GPS antenna in situ was taken as confirmation of the position.

A5.17 From these the local survey stations, the requested alignment points were surveyed using conventional observation.

A5.18 The resulting survey points were amalgamated into a single data set by the Surveyor. This data set was supplied as a spreadsheet with a set of coordinates transformed and re-projected into OSGB36 (National Grid) coordinates, and with additional interpreted lines to improve the clarity of the surveyed data.

A5.19 From the point set, the Visualiser created a three dimensional alignment model in the visualisation system by placing inverted cones at each surveyed point.

Photo preparation

A5.20 From the set of photographs taken from each Assessment Point, one single photograph was selected for use in the study. This choice was made on the combination of sharpness, exposure and appropriate lighting.

A5.21 The selected photograph was copied into a template image file of predetermined dimensions. The resulting image was then examined and any artefacts related to the digital image capture process were rectified.

A5.22 Where vertical rise has been used the image is analysed and compensation is applied to ensure that the centre of the image corresponds to the location of the camera's optical axis.

Calculating the photographic alignment

A5.23 A preliminary view definition was created within the visualisation system using the surveyed camera location, recorded target point and FOV based on the camera and lens combination selected for the shot

A5.24 A lower resolution version of the annotated photograph was attached as a background to this view, to assist the operator to interpret on-screen displays of the alignment model and other relevant datasets.

A5.25 Using this preliminary view definition, a rendering was created of the alignment model at a resolution to match the scanned photograph. This was overlaid onto the background image to compare the image created by the actual camera and its computer equivalent. Based on the results of this process adjustments were made to the camera definition. When using a wide angle lens observations outside the circle of distortion are given less weighting.

A5.26 This process was iterated until a match had been achieved between the photograph and alignment model. At this stage, a second member of staff verified the judgements made. An A3 print was made of the resulting photograph overlaid with the

alignment model as a record of the match. This was annotated to show the extents of the final views to be used in the study.



Example of alignment model overlaid on the photograph

Preparing models of the Proposed Development

A5.27 A CAD model of the Proposed Development was supplied by the Architect. The level of detail applied to the model is appropriate to the AVR type of the final images.

A5.28 Models of the Proposed Development and other schemes are located within the spatial framework using reference information supplied by the Architect or, when not available, by best fit to other data from the spatial framework reference database. Study renders of the model are supplied back to the Architect for confirmation of the form and the overall height of the Proposed Development. The method used to locate each model is recorded. Each distinct model is assigned a unique reference code by the Visualiser.

Determining occlusion and creating simple renderings

A5.29 A further rendering was created using the aligned camera, which combined the Proposed Development with a computer-generated context. This was used to assist the operator to determine which parts of the source image should appear in front of the Proposed Development and which behind it. Using this image and additional site photography for information, the source file is divided into layers representing foreground and background elements.

A5.30 In cases where the Proposed Development is to be represented in silhouette or massing form (AVR1 or AVR2), final renderings of an accurate massing model were generated and inserted into the background image file between the foreground and background layers.

A5.31 Final graphical treatments were applied to the resulting image as agreed with the Architect and environmental and planning consultants. These included the application of coloured outlines to clarify the reading of the images or the addition of tones to indicate occluded areas.

Creating more sophisticated renderings

A5.32 Where more sophisticated representations of the Proposed Developments were required (AVR3) the initial model is

Appendices (continued)

developed to show the building envelope in greater detail. In addition, definitions were applied to the model to illustrate transparency, indicative material properties and inter-reflection with the surrounding buildings.

A5.33 For each final view, lighting was set in the visualisation system to match the theoretical sunlight conditions at the time the source photograph was taken, and additional model lighting placed as required to best approximate the recorded lighting conditions and the representation of its proposed materials.

A5.34 By creating high resolution renderings of the detailed model, using the calculated camera specification and approximated lighting scenario, the operator prepared an image of the building that was indicative of its likely appearance when viewed under the conditions of the study photograph. This rendering was combined with the background and foreground components of the source image to create the final study images.

A5.35 A single CAD model of the Proposed Development has been used for all distant and local views, in which the architectural detail is therefore consistently shown. Similarly a single palette of materials has been applied. In each case the sun angles used for each view are transferred directly from the photography records.

A5.36 Material definitions have been applied to the models assembled as described. The definitions of these materials have been informed by technical notes on the planning drawings and other available visual material, primarily renderings created by others. These resulting models have then been rendered using the lighting conditions of the photographs.

A5.37 Where the Proposed Development is shown at night-time, the lightness of the scheme and the treatment of the materials was the best judgment of the visualiser as to the likely appearance of the scheme given the intended lighting strategy and the ambient lighting conditions in the background photograph.

A5.38 Where a panoramic view is specified each panel is prepared by treating each photograph as an individual AVR following the process described in the previous paragraphs. The panels are then arranged side by side to construct the panorama. Vertical dividers are added to mark the edge of each panel in order to make clear that the final image has been constructed from more than one photograph.

Documenting the study

A5.39 For each Assessment Point a CAD location plan was prepared, onto which a symbol was placed using the coordinates of the camera supplied by the Surveyor. Two images of this symbol were created cross-referencing background mapping supplied by Ordnance Survey.

A5.40 The final report on the Study Location was created which shows side by side, the existing and proposed prospect. These were supplemented by images of the location map, a record of the camera location and descriptive text. The AVR level is described.

A5.41 Peripheral annotation was added to the image to clearly indicate the final FOV used in the image, any tilt or rise, and whether any cropping has been applied.

A5.42 Any exceptions to the applied policies or deviations from the methodology were clearly described.

A5.43 Where appropriate, additional images were included in the study report, showing the Proposed Development in the context of other consented schemes.

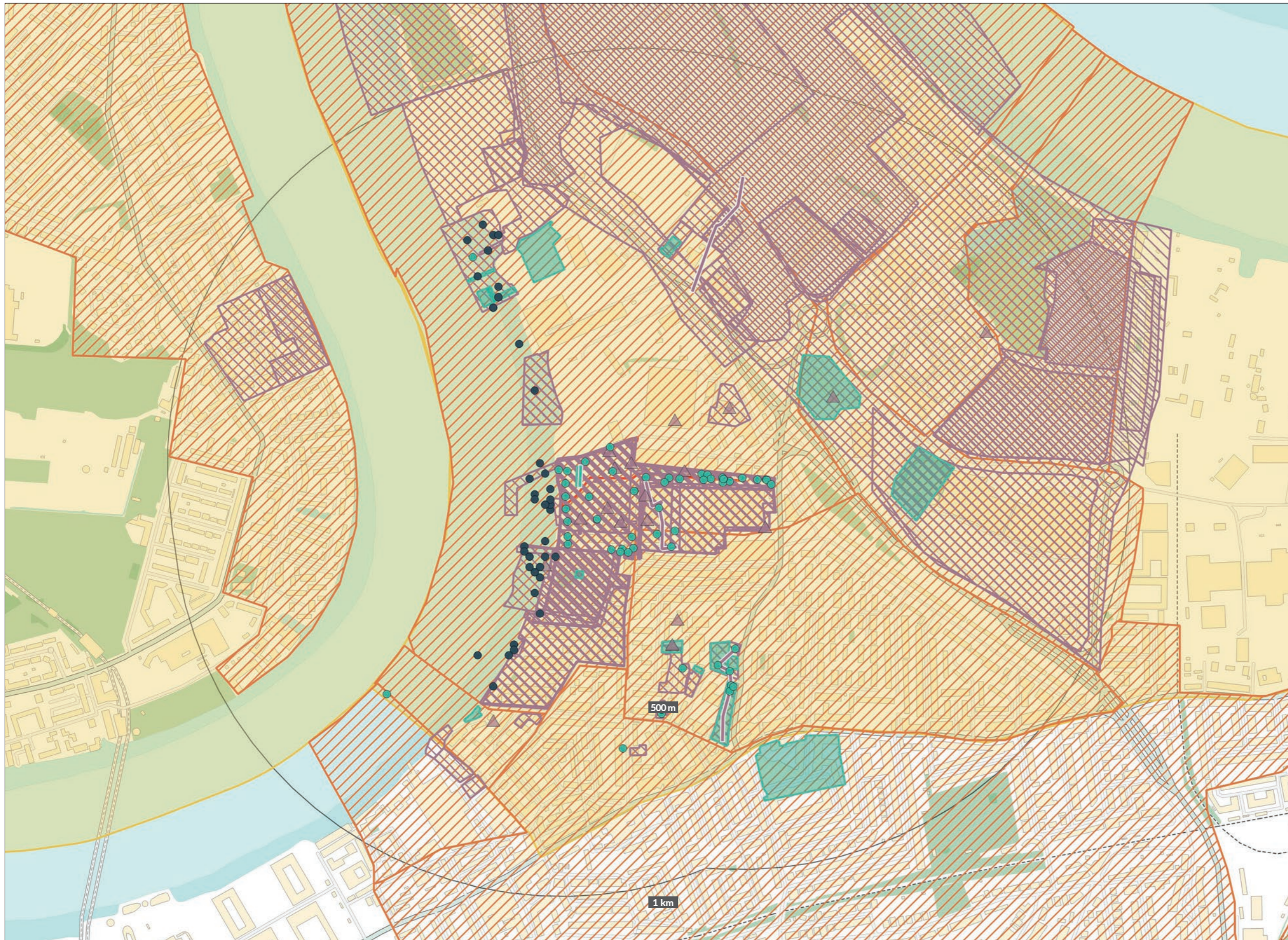
millerhare

APPENDIX 3: GLHER DATA

ENDERBY PLACE

GLHER REPORT

- Application Site
- Activity Geometry
 - Point
 - Polygon
 - Line
- Monument Geometry
 - Point
 - Polygon
 - Line
- ThamesArchSurv_Geometry
 - Point
- Rapid HLC Geometry
 - Polygon
- Area Geometry
 - Polygon



LOCATION:
Enderby Wharf

DATE:
October 2023

SCALE:
1:7,500 @ A3

FIGURE:

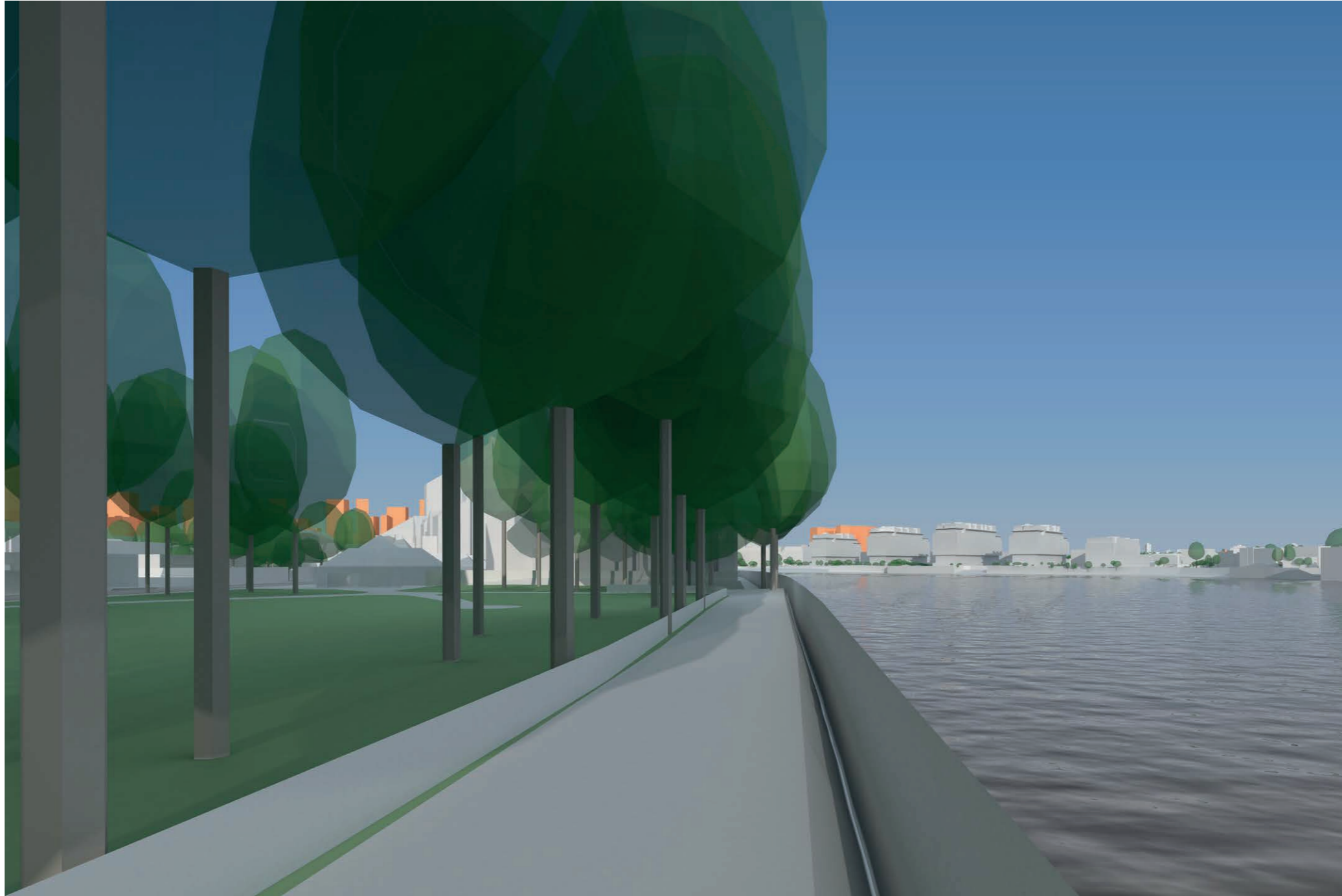
▲ NORTH



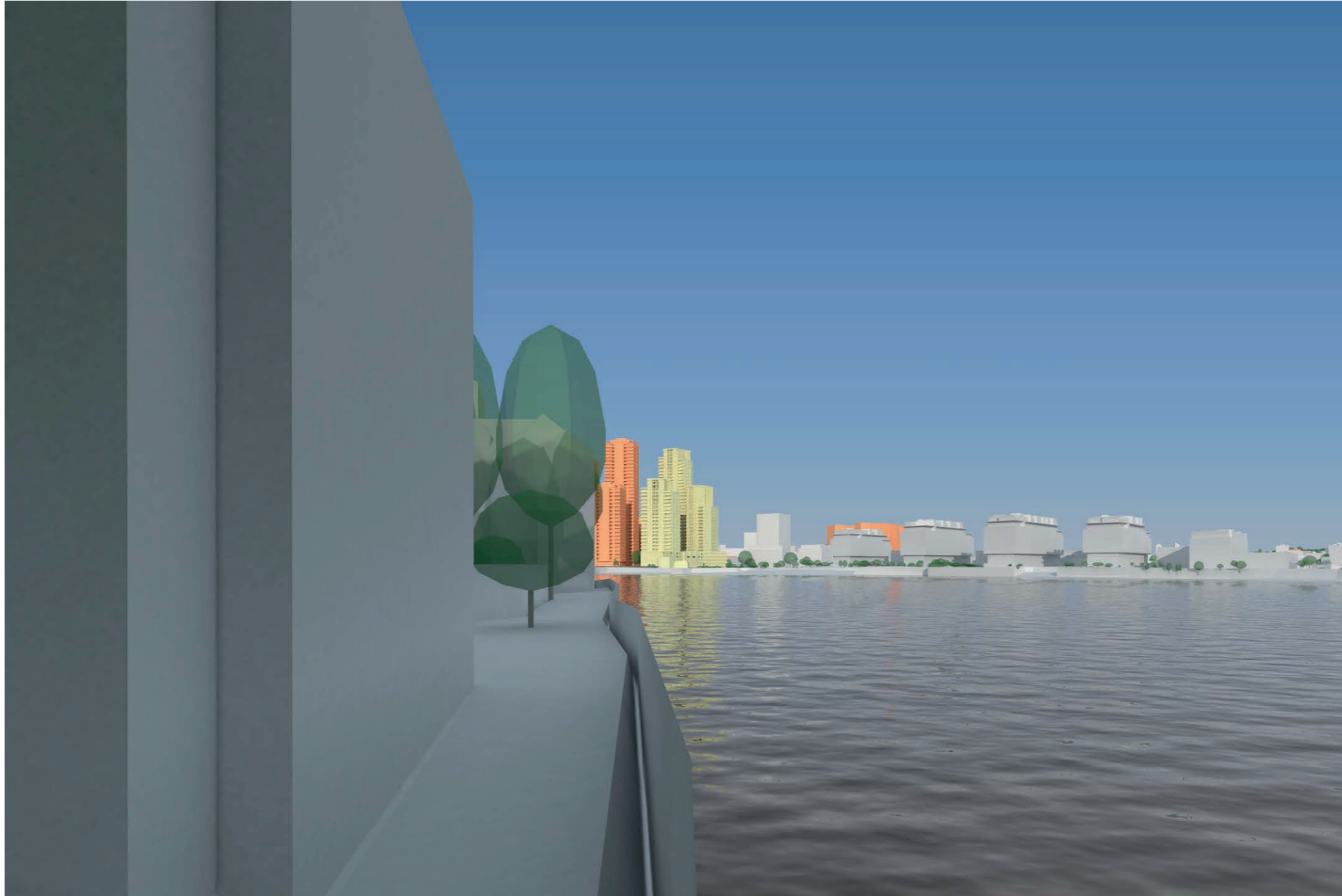
MONTAGU EVANS
CHARTERED SURVEYORS
5 BOLTON STREET,
LONDON W1J 8BA
T: 020 7493 4002
WWW.MONTAGU-EVANS.CO.UK

APPENDIX 4: NON-VERIFIED TEST VIEW FROM ISLAND GARDENS, PREPARED BY MILLER HARE

ENDERBY PLACE







MONTAGU EVANS

**70 ST MARY AXE,
LONDON, EC3A 8BE**

TEL: +44 (0)20 7493 4002



WWW.MONTAGU-EVANS.CO.UK
LONDON | EDINBURGH | GLASGOW | MANCHESTER