



Sketch of Aberfeldy Street, reimagined and enhanced.

# HELP SHAPE THE ABERFELDY NEW MASTERPLAN

## AUTHENTICALLY EAST LONDON

Poplar HARCA and Ecoworld are working in partnership with local residents on a new masterplan for the Aberfeldy neighbourhood in Poplar. We want to hear your views on our early ideas.

[aberfeldynewmasterplan.commonplace.is](http://aberfeldynewmasterplan.commonplace.is)

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## INTRODUCTION & PROCESS

Poplar HARCA and Ecoworld are working in partnership with local residents on a new masterplan for the Aberfeldy neighbourhood in Poplar. Masterplan architects Levitt Bernstein and a team of expert designers and consultants are starting to put together plans for a once in a lifetime opportunity to enhance the area and we want to hear your views. Using what local residents have told us so far, we have produced these early proposals.

### Estate ballot

Following many years of discussions with local residents about options for their estate to stay the same, be refurbished or regenerated, a ballot of tenants, leaseholders and freeholders was held in September-October this year. 93.1 per cent were in favour of proceeding with regeneration on a 91.1 per cent turnout, a near-record positive result for an estate regeneration ballot.

### Scope of this consultation

We will be consulting with Aberfeldy residents, the wider public, local groups, businesses

and institutions to ensure that everyone understands our plan and can have a say in the future of the area.

The extensive engagement with local residents over the last 18 months has been really positive, with high quality and affordable housing, new retail space, faith facilities, green open spaces and healthy streets all noted as a priority. We want to co-design an authentically east London neighbourhood, rooted in the community which lives there, while embracing opportunities for positive change.

As we now move to preparing a planning application, we are widening our conversations to the whole Poplar neighbourhood.

### How to have your say

This phase of the consultation is focussed on the key principles of the new masterplan. In parallel we will be holding workshops with the Aberfeldy Residents' Steering Group (RSG) on issues that are of particular interest to them, such as the design of their new

homes and green spaces, as well as conversations with children and young people about the places which are important to them. We are committed to working with residents to deliver what they want for their area.

We will hold a second round of consultation in the new year, with the aim to submit a planning application in Spring 2021.

Aberfeldy residents can join the RSG at any time. Please Contact Fintan, from Poplar HARCA, on **07852 998909**. You can also contact Independent Tenant & Leaseholder Advisor, Mo Ali, on **07940 431503** or **mo.ali@talktalk.net** for advice and guidance.

To tell us your thoughts and ideas please visit our online consultation hub at **aberfeldynewmasterplan.commonplace.is** where there is more information about the proposals and an opportunity to register for updates and the latest news.

For those who would prefer to respond on paper, we have included a feedback form with this pack and a freepost reply envelope. You can also call or email the team with the details below. If you need translation, large print or other accessible formats please get in touch.

Social distancing rules unfortunately prevent us from holding in-person events at the moment, but you can still come to our 'meet the team' online events where you can ask any questions you have. Visit **aberfeldynewmasterplan.commonplace.is** to register.

FREEPHONE: **0800 999 1249**

EMAIL: **hello@aberfeldynewmasterplan.co.uk**

## TIMELINE

This timeline shows when we could deliver each of the next phases of the Aberfeldy New Masterplan, based on statutory timescales and processes. These timescales are not guaranteed and are subject to planning approval from Tower Hamlets Council.

Submission of outline planning application (including detail of Phase A)	Spring 2021
Planning approval of outline planning application (including detail of Phase A)	Spring 2022
Phase A	Start on site: Spring 2022
	Completion: Spring 2024
Phase B	Start on site: Early 2024
	Completion: Late 2026
Phase C	Start on site: 2027
	Completion: 2030
Phase D	Start on site: 2030
	Completion: 2032



## THE SITE

As most residents will be aware, the regeneration of Aberfeldy has been ongoing for some time. Phases 1, 2 and 3a of the original Aberfeldy Village masterplan, which received planning consent in 2012, have been completed and Phase 3b is currently on site. These are shown in pink. The New Masterplan includes the remaining phases and a larger area.

The site covers the Nairn Street Estate to the north of Aberfeldy, the Culloden Primary School site, Balmore Close, Millennium Green, Abbott Road, Blairgowrie Court, Braithwaite Park and Leven Road MUGA.

Other new developments are emerging close to the Aberfeldy neighbourhood. Collectively these new developments present an opportunity to work together to enhance the area, provide new open spaces and significantly improve connections for pedestrians and cyclists.

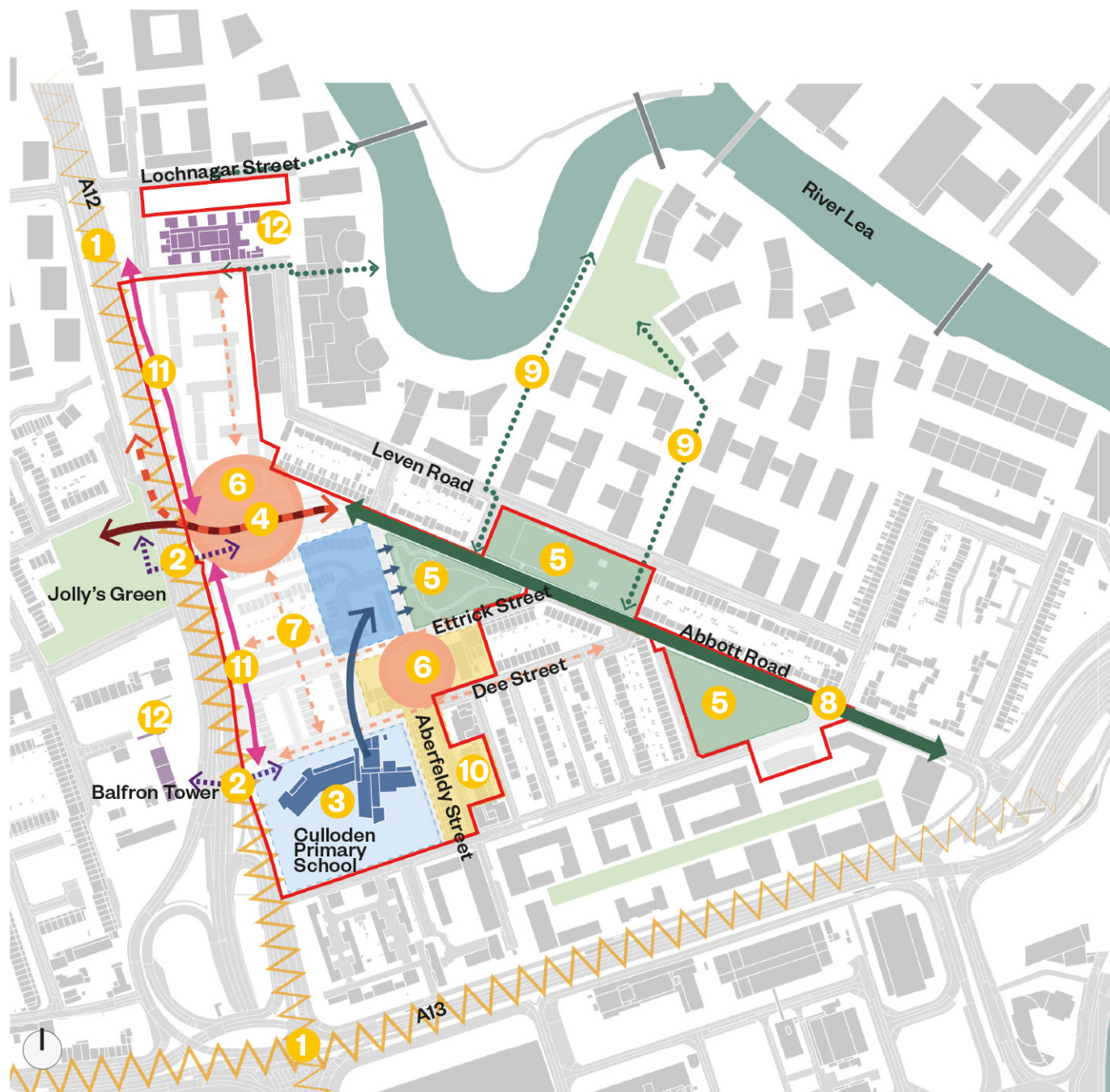
Due to its expanded scope, the Aberfeldy New Masterplan presents a unique opportunity to secure significantly improved benefits and facilities for the community, as well as increase the overall number of new homes delivered.

### Site history

Between the late 1800s and WWII, the site was home to dock workers, but after it was bombed extensively in the war it was redeveloped. The A12 and A13 were introduced in the 20th century which isolated Aberfeldy from the rest of the borough. The area has a notable connection with the rag trade. Poplar Works, which opened in 2019 is looking to reinvigorate this.

Issues with the quality of the housing led to conversations with residents about whether the option to regenerate, rather than refurbish or stay the same, would have better outcomes. An extensive listening campaign and major 'planning for real' exercise over the last year has informed this emerging new masterplan and is based on what local residents have told us they love about their area, and what they want to see improved.

# CHALLENGES AND OPPORTUNITIES



## Challenges and Opportunities

This diagram maps the challenges of the site and its immediate surroundings which are an important considerations in the design of the masterplan. The site also presents some notable opportunities for positive change, particularly how streets and green spaces can be made more attractive, safer and child friendly as well as how Aberfeldy connects with the wider neighbourhood.

- 1 The A12 and A13 are physical barriers to the site with noise and air pollution.
- 2 The pedestrian underpasses could be made more attractive and safer.
- 3 Potential for Culloden Primary School to be relocated adjacent to Millennium Green.
- 4 The vehicular underpass could be transformed into a new walking and cycling route across the A12.
- 5 Existing green spaces could be improved and mature trees retained.
- 6 New public spaces created for the community.
- 7 Safer streets with front doors that look on to the street, and car free routes where possible.
- 8 Transform Abbott Road into a pedestrian and cycle friendly healthy street.
- 9 Improve connections to Poplar Riverside and the River Lea.
- 10 Improve the retail spaces along Aberfeldy Street to create a new local centre.
- 11 Introduce a new creative hub along the A12, continuing Poplar Works.
- 12 Respect nearby heritage assets, including Balforn Tower and Bromley Hall School.

# OUR VISION

The Aberfeldy New Masterplan is a mixed-use redevelopment of the existing estate that will maintain the local vibrancy and community feeling, improve local infrastructure and facilities, and provide new homes for existing and future residents.

The aim is to enhance this central Poplar location and strengthen the local offering including a revitalised local centre with new retail, workspace, and faith facilities, and improved public realm focused on making it safer and easier to walk and cycle. The proposals will deliver up to 1,880 new homes and include social rent, shared ownership and private sale homes. Poplar HARCA tenants and resident leaseholders will be offered a new home on the estate.

Some of the key objectives of the project are:

- Improved infrastructure, including social facilities and transport options
- Making communities safer and more cohesive
- Building more high quality, affordable housing which meets the needs of residents
- Encourage and support local enterprise
- Reducing inequality, particularly health inequality, and enhancing wellbeing
- Improve the public realm and environment with cleaner streets better air quality and more green spaces
- Boost local employment
- Open up the town centre and new markets



## OUR GUIDING PRINCIPLES

### Proudly made of East London

A key part of our vision is to protect and enhance the local heritage of the site and encompass East London's architecture and public space.

### Creatively Made

We will create new local jobs that help the area grow by opening up new retail, studios and workspaces. There will be support and options for businesses who wish to stay in Aberfeldy.

### Live Well

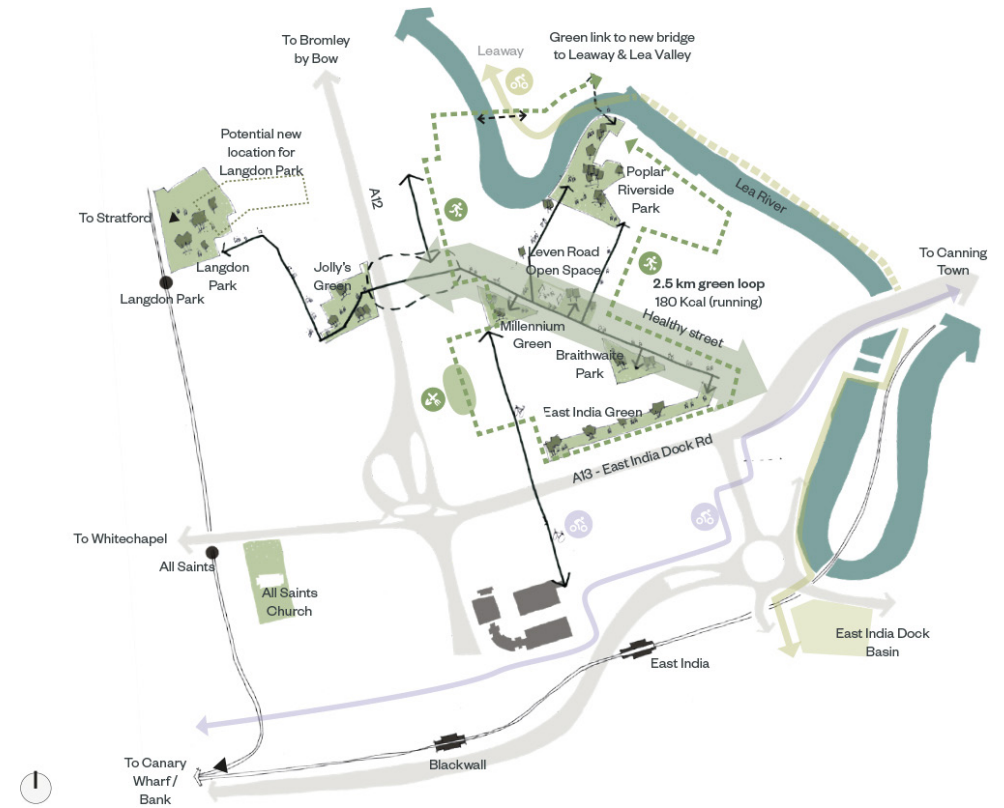
We want to create safer, healthier, better quality and more environmentally friendly spaces and neighbourhoods.

### Celebrating Community

We are also focusing on a destination that is inclusive and welcoming, a place to meet and celebrate cultural diversity.



## A greener, safer, more connected Aberfeldy



The proposed masterplan strives to encourage an active and healthy lifestyle built around connected green spaces, and safe, attractive walking and cycling routes.



# THE THREADS OF THE MASTERPLAN

To help connect Aberfeldy with its surroundings a series of threads, or key elements, have been incorporated into the design. They are:



## HEALTHY STREET

- Improve the character of Abbott Road, reducing traffic to create a pedestrian focussed street that links green spaces.
- The existing vehicular underpass across the A12 will be reimagined as a pedestrian connection with Jolly's Green.



## ENTERPRISE YARD

- Extending Poplar Works, which runs adjacent to the A12 by Nairn Street Estate.
- Introducing new light industrial activities and workspace to create a creative north-south route.
- Non-residential uses act as a buffer to the A12.

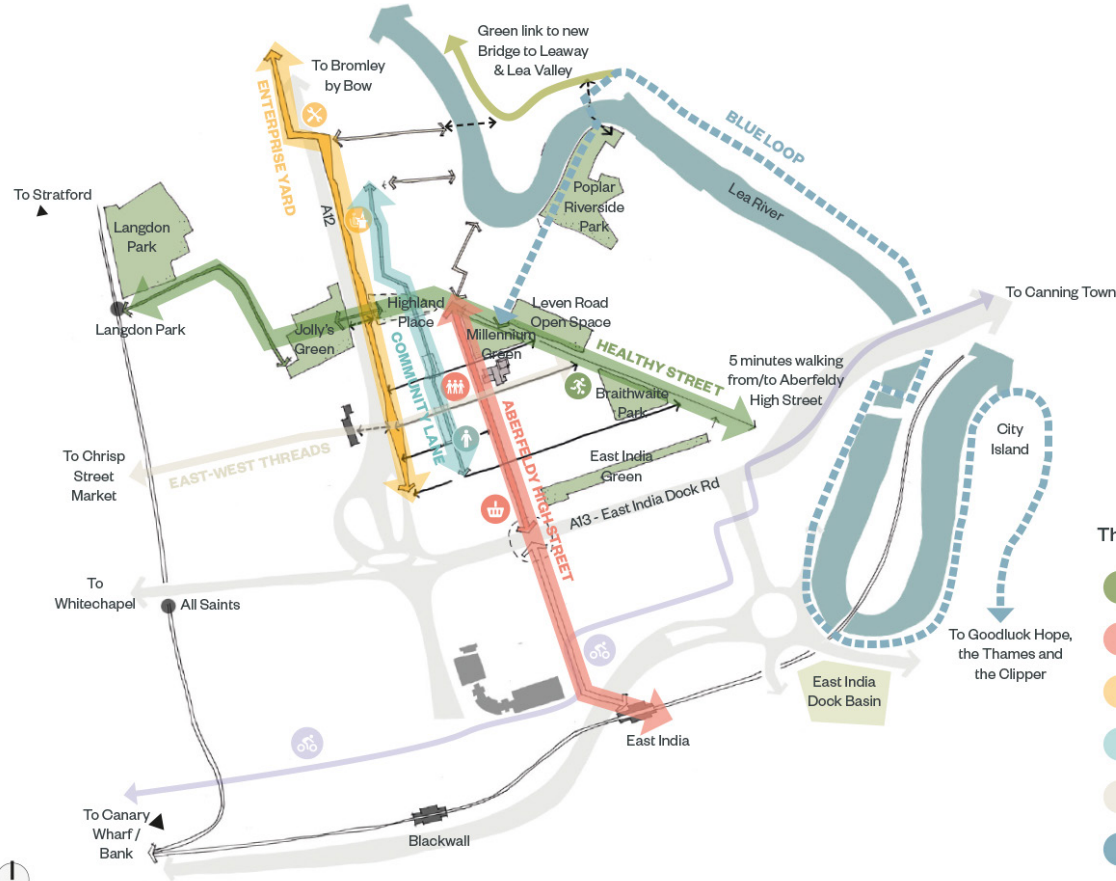


## COMMUNITY LANE

- A north-south connection running from Nairn Street Estate to Blair Street.
- This residential link will be pedestrian priority with doorstep play and front doors onto the street.

## ABERFELDY HIGH STREET

- A new local centre along Aberfeldy High Street with retail, faith and potentially education uses.
- Enhanced link between Nairn Street, The Republic to the south of the A13, and East India DLR, as well as Cycle Superhighway 3.



### The Threads

- Healthy Street
- Aberfeldy High Street
- Enterprise Yard
- Community Lane
- East-West Links
- Blue Loop

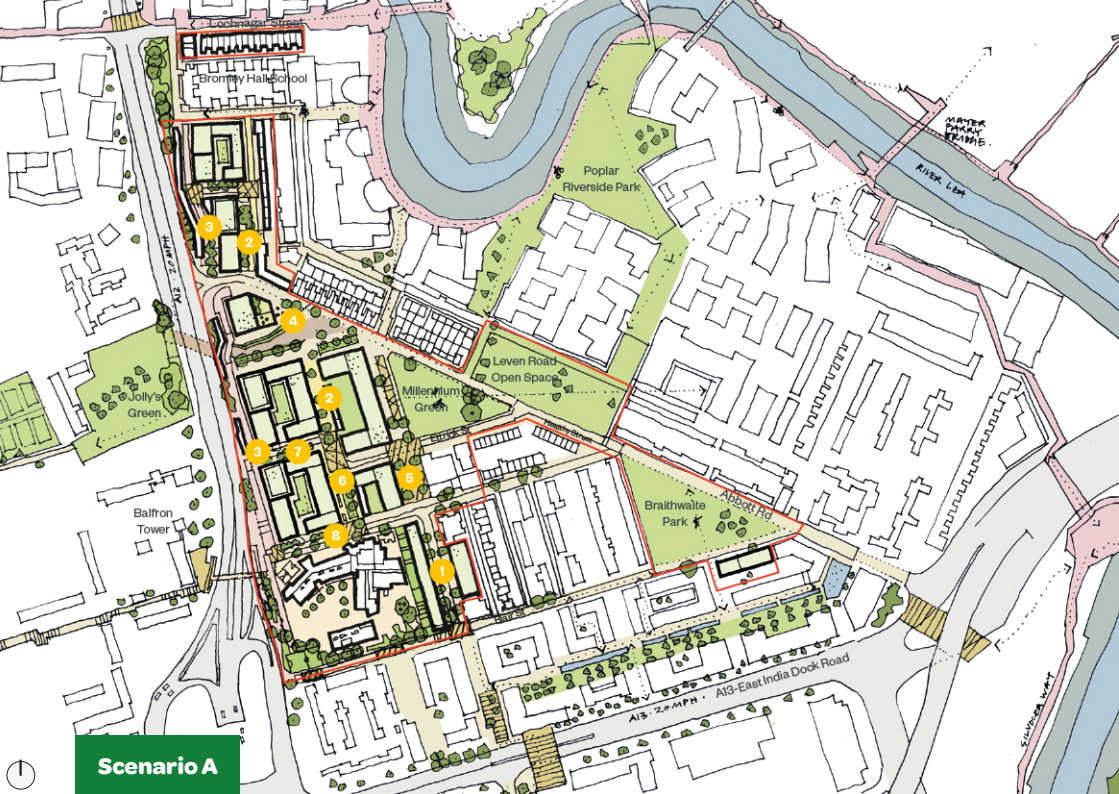
## THE BLUE LOOP

- Whilst the site is in close proximity to the River Lea, it is not easily accessible.
- New bridges across the River Lea and improved links within the neighbourhood will encourage local residents to use the river as a leisure route.
- The new masterplan improves connections and access to the blue loop.

## EAST-WEST LINKS

- The masterplan will improve the east-west links.
- The existing pedestrian underpass by Dee Street would be improved.
- A new link to Jolly's Green would be created from Highland Place by closing the vehicular route to traffic.



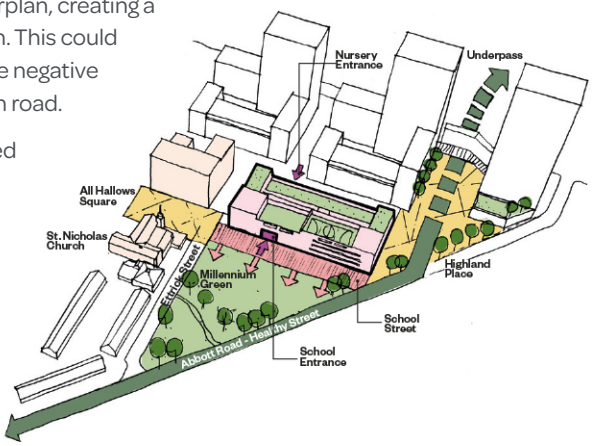


# THE EVOLVING MASTERPLAN

## Relocating Culloden Primary School

Poplar HARCA and Ecoworld have been in dialogue with the Paradigm Trust, who run Culloden Primary School regarding the opportunity of relocating the school away from its site adjacent to the A12 to the centre of the new masterplan, creating a strong connection to Millennium Green. This could provide brand new facilities without the negative air quality and noise impact of the main road.

The relocation of the school would need to go through an approval process and would therefore be in a later phase of the development. No decisions have been made and further detailed consultation would be required with parents, staff, pupils and the education authorities.



## The two scenarios

You will see two scenarios for the Aberfeldy New Masterplan, one with, and one without, the school relocation. The intention is to submit a planning application which retains the flexibility for both options to come forward in the future, subject to further scrutiny and approvals prior to any final decision to relocate Culloden Primary School

- **Scenario A**, without school relocation
- **Scenario B**, with school relocation: The plot facing Millennium Green could become the school, with new housing provided on its former site. This also allows Community Lane to connect with Blair Street and Phase 1-3 of Aberfeldy Village.

## Key

- 1 Aberfeldy High Street:** An enhanced local centre with additional shops, cafes and community facilities
- 2 Community Lane:** A quieter, pedestrian friendly street, with play facilities and front doors linking the whole estate north to south
- 3 Enterprise Yard:** Extending Poplar Works south along the A12 with light industrial workspace and a buffer to the A12
- 4 Highland Place:** A major new public space, with a landmark building and home to the residents' hub
- 5 All Hallows Square:** A flexible market square with multiple community uses facing onto it.
- 6 Culloden Green:** A special landscaped moment, where the route widens with a focus on play and larger family homes.
- 7 Etrick Street**
- 8 Dee Street**
- 9 Relocated Culloden Primary School**

# SCALE AND MASSING

## Scale and massing

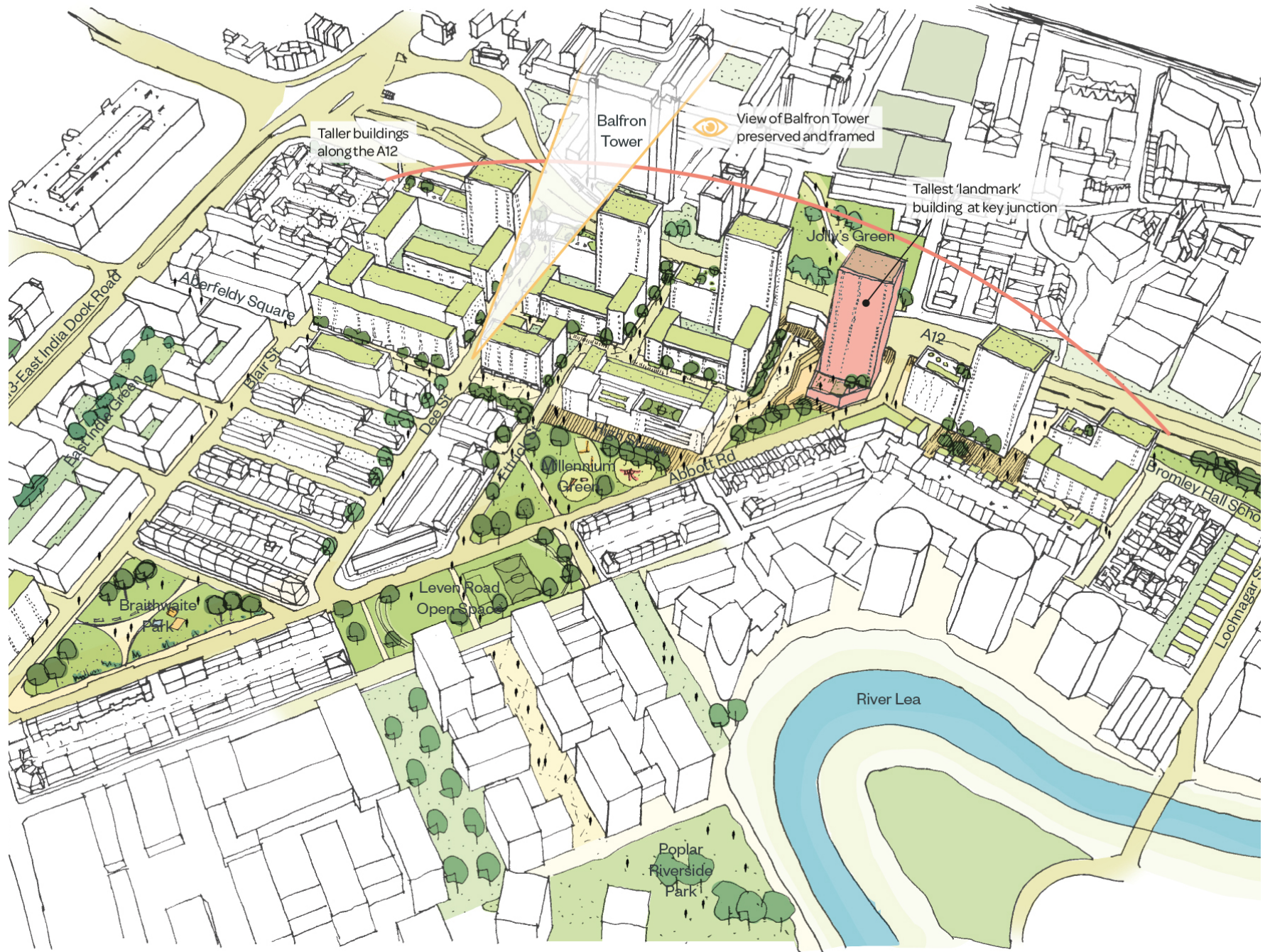
This summer we held a virtual Planning for Real exercise with Aberfeldy residents. A key insight from the responses was the preferred location for taller buildings was along the A12 corridor rather than toward the centre of the site or facing open spaces.

The heights we are proposing respond to the existing context, while seeking to achieve variety and interest. The tallest buildings are positioned adjacent to the A12, where overshadowing of the road and Enterprise Yard is less sensitive.

Our plans include a range of buildings including family townhouses of 2-3 storeys, and courtyard buildings predominantly between 5 and 9 storeys. The more intimate, pedestrian friendly Community Lane had lower heights than the High Street or Enterprise Yard.

Taller buildings along the A12 corridor would range in height between 14 and 28 storeys.

The tall buildings have been sensitively positioned so as to preserve and frame designated views of the listed Balfron Tower.



# STREETS & SPACES

## Highland Place

New public realm is proposed at the heart of the new masterplan, which we have provisionally named 'Highland Place'. It would be created by closing the vehicular underpass and creating a new junction to the A12, removing the segregation of Nairn Street Estate and Aberfeldy West and dramatically improving east-west pedestrian and cycle routes.

## Abbott Road Healthy Street

Abbott Road will be re-designed to reduce traffic, narrowing the road to create a pedestrian-focussed street that links Langdon Park with Braithwaite Park and Millennium Green. This will help east-west connectivity and independent mobility for children. The 309 bus may need to be rerouted slightly to accommodate these changes, and we are in discussion with TfL about the feasibility of this.

## Aberfeldy High Street

As well as building new homes, EcoWorld and Poplar HARCA are developing public spaces and amenities in Poplar.

The intention of the work on Aberfeldy Street is to celebrate it as the heart of the neighbourhood and bring more activity to the high street. We are supporting businesses to provide a varied offer that reflects the needs of the diverse community, with a focus on supporting local, independent trade.

The Start Here programme, giving the high street a brand-new look and providing support to existing and new businesses, is an important starting point. It aims to build sustainable businesses that could move into Aberfeldy Street once it is redeveloped. The programme includes some affordable tenancies for local businesses and a one year rent free period for three new businesses, all of whom have close links to the area.

We will continue to develop Aberfeldy Street's retail and commercial strategy working closely with the local community.



(right) Concept sketch for the transformation of the underpass under the A12, linking Highland Place to Jolly's Green

# NEW HOMES

The primary aim of the Aberfeldy New Masterplan is to deliver modern, well-built new homes. We will be honouring the extensive commitments given to existing tenants and resident leaseholders within the estate.

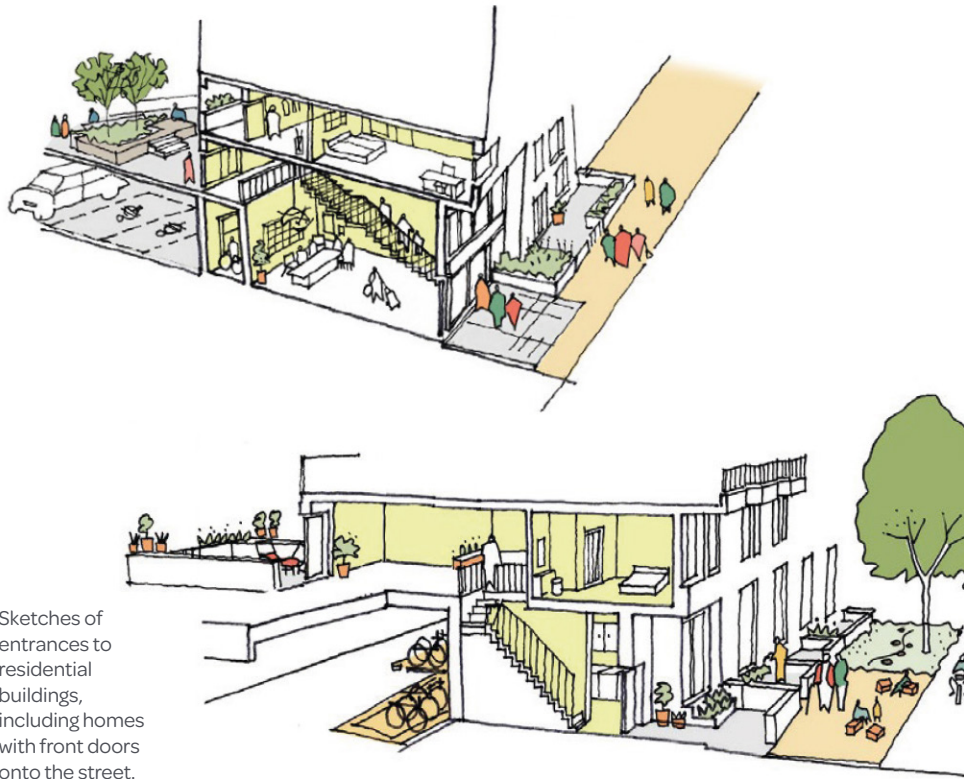
To fund the new homes, and wider improvements and enhanced facilities, there will of course need to be a significant increase in the number of homes.

In Scenario A, without the relocation of Culloden Primary School, we expect to deliver around 1,500 new homes. If the school is relocated as outlined in Scenario B, the number of homes increases up to 1,880.

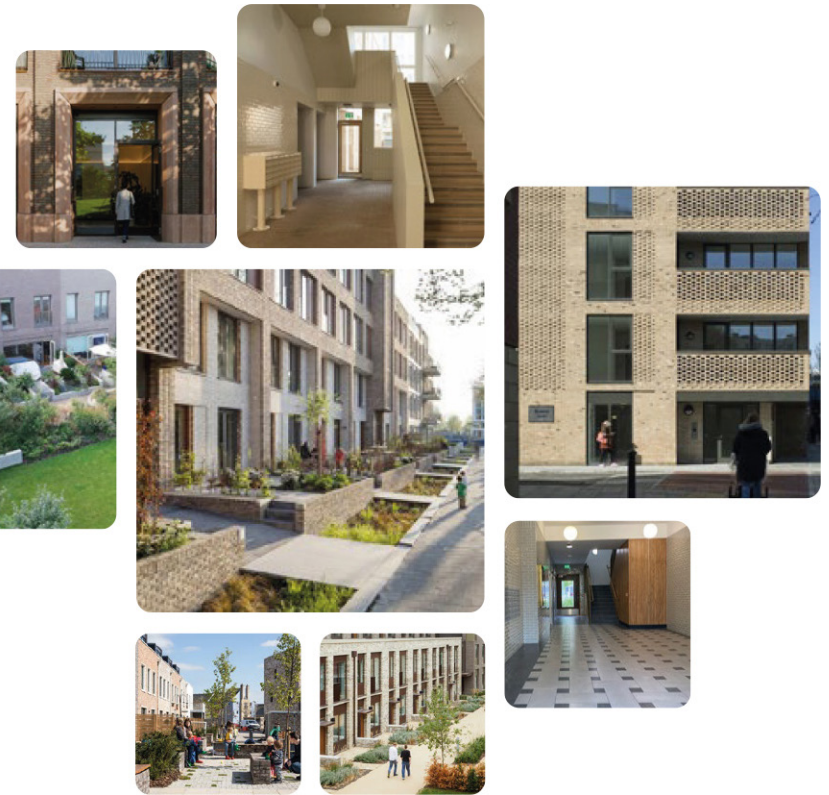
We will be replacing all homes on the estate with higher quality spaces that are up to 20 percent larger. There will be a range of types

and sizes including flats, maisonettes and houses, with a specific focus on providing larger homes for families which are currently overcrowded. For tenants, their rent and tenancy rights will remain the same, and options have been provided to suit all resident leaseholders so they can stay in the community.

For more information of the offer to Aberfeldy residents please visit the key documents section of our website or call the Independent Tenant & Leaseholder Advisor, Mo Ali, on **07940 431503** or **mo.ali@talktalk.net** for advice and guidance.



Sketches of entrances to residential buildings, including homes with front doors onto the street.



## Affordable Housing

The amount of affordable housing overall will increase, and we want as many of the new homes provided to be affordable; either at social rent, affordable rent or shared ownership so local people have housing options. At a minimum we will reprovide the same number of social rent homes as are demolished.

While there will be some funding from the Mayor of London, most of the costs of the scheme will need to be paid for by the private sale of homes. As a general rule, fewer new homes will mean less affordable housing.

All homes will come equipped with smart meters and have double or triple-glazed windows, designed to be easily cleaned. They'll also have improved energy efficiency, with better thermal and noise insulation, and ventilation.

All the homes will meet or exceed current building standards on fire safety, security, sound insulation, thermal insulation, ventilation and accessibility.

New homes will be built in phases so residents that want to stay in Aberfeldy can move straight into their new home.

The Residents' Steering Group (RSG) is taking decisions at every stage and will be closely consulted on the design of their new homes.

Sketch of Community Lane, a safe, pedestrian friendly and playful landscape.



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