

## 21. Sub-area 4: Isle of Dogs and South Poplar

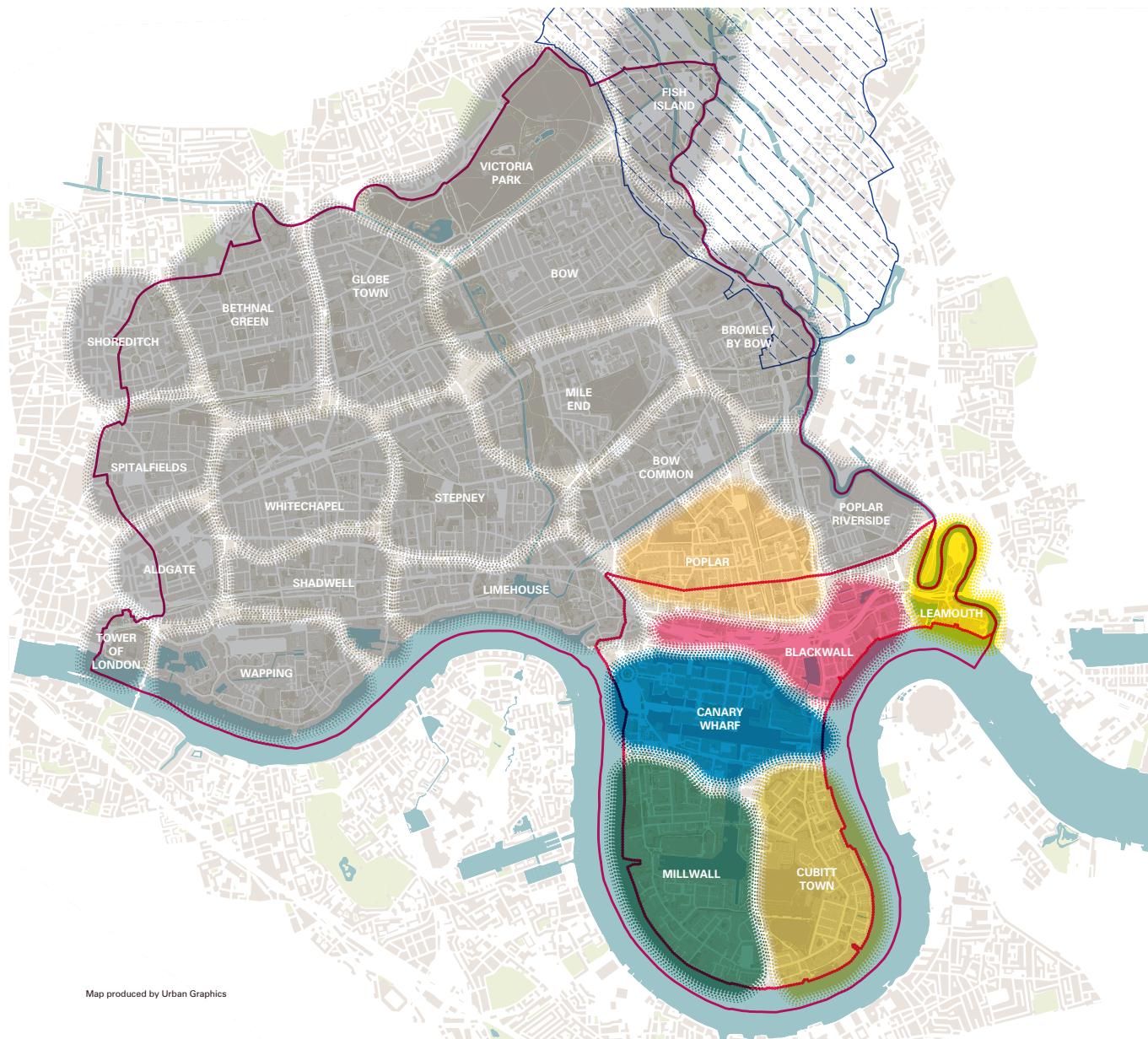
### Location

21.1 The Isle of Dogs and South Poplar sub-area is located to the south-east of the borough, bounded by the River Thames to the south, River Lea and the London Borough of Newham to the east, and East India Dock Road to the north.

21.2 The sub-area falls within the London's Plan's Isle of Dogs and South Poplar opportunity area.

21.3 The sub-area is a collection of vibrant and distinctive town centres, employment hubs, transport interchanges and residential areas. The sub-area comprises eight distinct character places (see Figure 36). The Tower Hamlets Urban Structure and Characterisation Study provides further information on the key elements of the local character of each place.

Figure 36: Character places in the Isle of Dogs and South Poplar



## Vision for Isle of Dogs and South Poplar

**By 2031, the Isle of Dogs and South Poplar will have a cohesive mix of housing, employment and leisure uses within distinctive, inclusive and vibrant neighbourhoods, which have a strong sense of place.**

**South Poplar will be integrated with neighbouring areas in the Isle of Dogs, capitalising on the opportunities in Canary Wharf and Blackwall. New development at Canary Wharf will reinforce and strengthen its role as a global business centre. There will be additional local employment opportunities in South Poplar and Isle of Dogs to support a range of flexible start-ups and small-to-medium enterprises.**

**Development will be of exemplary quality and capable of accommodating densities to support sustainable places and reinforce local character, where appropriate. This will result in a greener and more attractive living and working environment, befitting the waterfront setting.**

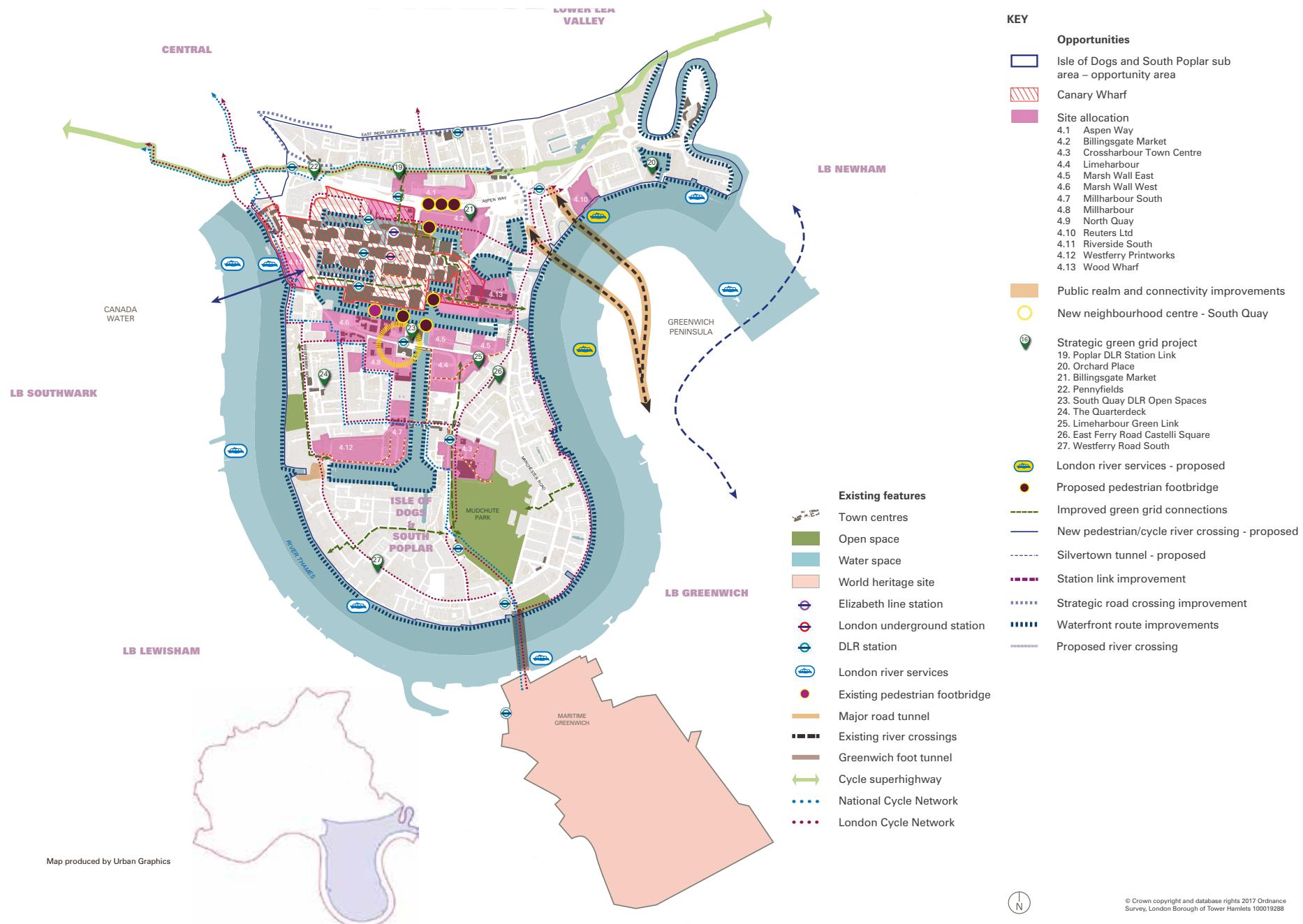
**Canary Wharf will achieve re-designation to a Metropolitan Centre in the town centre hierarchy. Redevelopment of sites will also support revitalised town centres (including new neighbourhood centres at South Quay and London City Island) and a range of functions, such as community facilities and play spaces.**

**The opening of the Elizabeth line will facilitate the provision of new homes and jobs to serve both existing and future communities. New and enhanced connections across strategic roads, docks and the River Thames, together with public realm improvements, will enhance walking and cycling across the area. Further improvements to the sustainable transport network (including enhancements to the Docklands Light Railway and river-based services) will allow people to better access jobs, services and visitor attractions.**

**21.4 To achieve this vision, our objectives are to:**

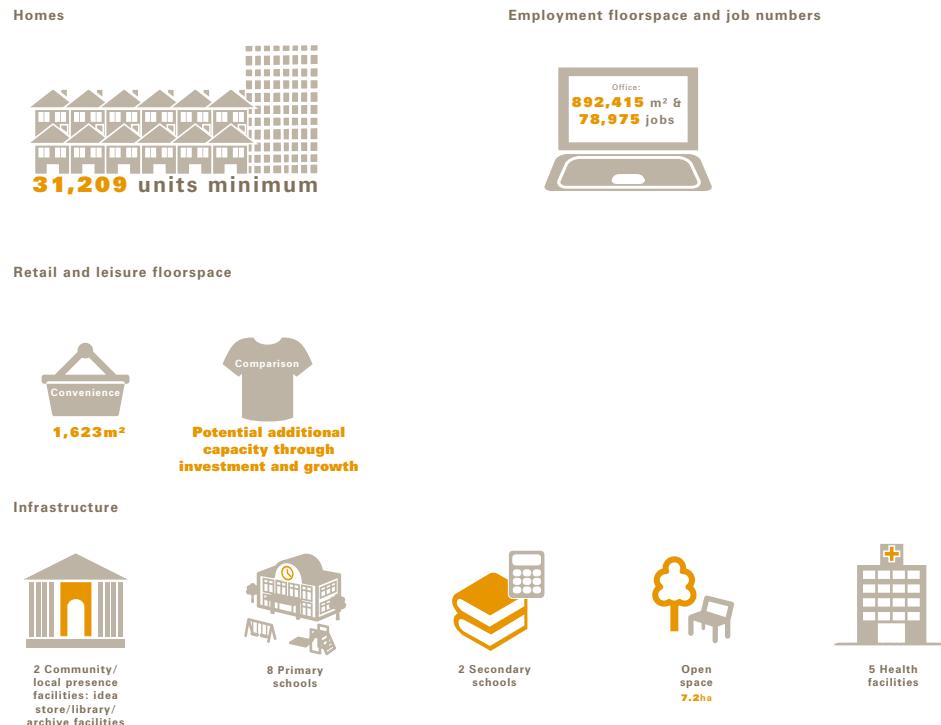
- a. Support the delivery of high quality interconnected places which respond to local heritage assets and the area's distinctive character
- b. Address severance across the area and to surrounding areas through connectivity enhancements as well as new linkages over the waterways and road network
- c. Manage development intensification and associated impacts on the environment and existing communities
- d. Support vibrant and mixed town centres through enhancing the office employment offer in Canary Wharf as well as a range of flexible small-to-medium enterprises in surrounding areas
- e. Deliver new and improved open and water spaces, which are accessible and well integrated into new development
- f. Improve the transport network and secure the necessary strategic and local infrastructure, such as schools, health and community facilities.

Figure 37: Vision for Isle of Dogs and South Poplar



## Development potential

**21.5** By 2031, development within the Isle of Dogs and South Poplar will be required to accommodate the following uses to meet the future needs of the borough<sup>84</sup>.



## Delivering sustainable places: Isle of Dogs and South Poplar sub-area development

**21.6** In line with Policy S.SG1, all development in the Isle of Dogs and South Poplar sub-area will seek to deliver the following.

### Creating attractive and distinctive places

1. Reinforce or complement the local historic distinctiveness to create a sense of place that responds positively to the waterways, views, the setting and significance of existing buildings, streetscape and the wider context, including character and heritage assets.
2. Deliver massing in a varied but coherent manner that provides defined and engaging streets and spaces, while maximising levels of natural light and a transition in scale from surrounding areas.
3. Address the setting of taller buildings at street level with urban block structures comprising podiums and plinths to ensure a sense of human scale and clear street pattern that defines and improves routes and spaces.
4. Deliver a well-defined urban block pattern with active frontages focusing on non-residential uses facing onto primary routes including Marsh Wall, Millharbour, Limeharbour, docksides and public open spaces, with clear distinctions between public, communal and private spaces.

<sup>84</sup> Development potential figures are indicative and should not represent a ceiling on new development. They are derived from the housing trajectory (see Appendix 7), the Employment Land Review and Town Centre Retail Capacity Study.

## Meeting housing needs

5. Deliver a range of housing typologies to include town houses, flats, maisonettes, and duplexes, with high quality and well-defined private amenity space, including winter gardens that are separated from the main house.
6. Provide wheelchair accessible and family housing with generous floor space and well-designed private amenity space on the lower levels to enable ease of access to street level.

## Delivering economic growth

7. Protect existing and direct new large office employment floorspace to Canary Wharf (preferred office locations) to maintain its role and function, benefiting from improved access via the new Elizabeth line.
8. Provide a range of flexible and affordable employment space around Marsh Wall, Poplar High Street, Blackwall (local employment location) and Leamouth to support the growth of small-to-medium enterprises as well as supporting services (e.g. childcare space) to help break down barriers to employment.

## Revitalising our town centres

9. Support the re-designation of Canary Wharf to a Metropolitan Centre in the London Plan and promote the expansion of retail, leisure and complementary commercial employment provision to support its continued role as a higher order town centre.
10. Strengthen the role and function of Crossharbour as a district centre by creating a 'high street' environment along Pepper Street, focusing food and leisure around Glengall Bridge with community uses within the Crossharbour Town Centre site allocation (4.3).

11. Facilitate the provision of new neighbourhood centres at South Quay and London City Island, with ground floor active retail units along key routes, and support the convenience needs of the emerging community.

## Protecting and managing our environment

12. Support the expansion of the borough's energy network by exploring the potential of creating a district heating centre at Canary Wharf.
13. Improve the ecology of the area and ensure an overall net gain in biodiversity.
14. Support the provision of innovative waste management and recycling storage and collection systems.
15. Improve air quality and reduce exposure to poor air quality.

## Enhancing open spaces and water spaces

16. Facilitate the delivery of useable, high quality new and improved publicly accessible open space that is well integrated into the green grid network, including improvements to Millwall Outer Dock Slipway to increase the usability of this existing open space.
17. Improve the green grid network through the greening of facades, provision of green features, such as trees, green walls and planters, particularly at Poplar DLR station, Orchard Place, East India Dock Basin, Billingsgate Market, West India Dock, Canary Wharf, Quarterdeck, Limeharbour and along East Ferry Road and Westferry Road.
18. Create a series of smaller open spaces, particularly around South Quay station.

## Improving connectivity and travel choice

19. Overcome barriers to movement, particularly across the A13, Aspen Way and the waterways to ensure existing and new communities across the sub-area are integrated via a network of new and improved strategic and local connections, including the promotion of walking, cycling and the use of public transport.
20. Ensure a continuous and vibrant publicly accessible riverside walkway along the Thames Path, linking Greenwich to the River Lea Park.
21. Optimise the efficiency of freight and waste collection services, including onsite consolidation centres and support the reuse of Orchard Wharf to facilitate freight services.
22. Support the extension of river services: a new pier at Canary Wharf East and additional crossings between Leamouth and Canning Town and between Canary Wharf and Canada Water to meet immediate demand for these connections to the surrounding area.

## Relevant links

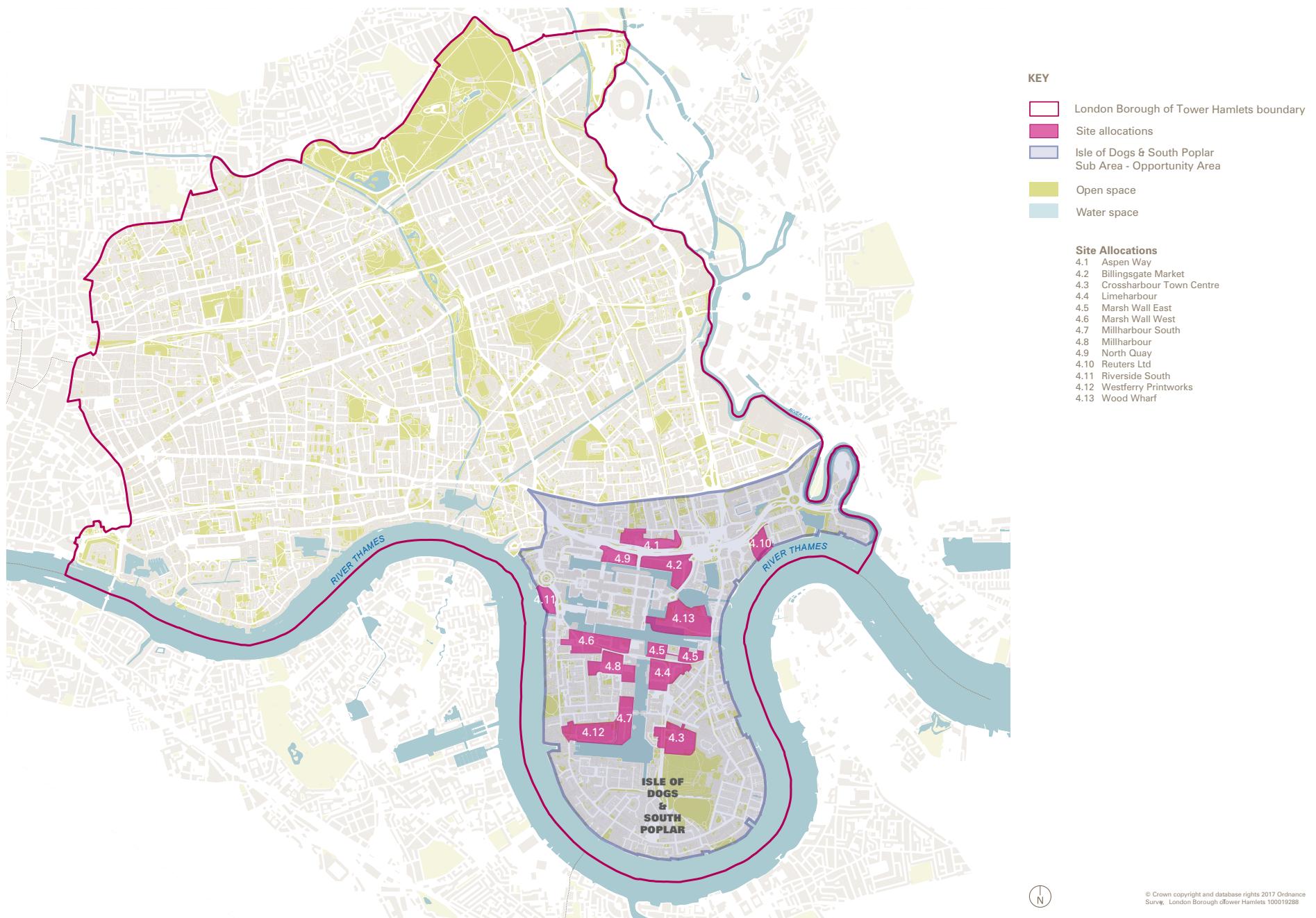
**21.7** A number of planning policy documents are particularly relevant to this area (e.g. Isle of Dogs Opportunity Area Planning Framework) and should be considered alongside the guidance in this section.

## Site allocations

**21.8** The site allocations for the Isle of Dogs and South Poplar sub-area are:

- 4.1: Aspen Way
- 4.2: Billingsgate Market
- 4.3: Crossharbour Town Centre
- 4.4: Limeharbour
- 4.5: Marsh Wall East
- 4.6: Marsh Wall West
- 4.7: Millharbour South
- 4.8: Millharbour
- 4.9: North Quay
- 4.10: Reuters Ltd
- 4.11: Riverside South
- 4.12: Westferry Printworks
- 4.13: Wood Wharf

**21.9** The land use, infrastructure and design requirements for each site allocation are set out in the following profiles.

**Figure 38: Isle of Dogs and South Poplar site allocations**

## 4.1: Aspen Way

### Design principles

Development will be expected to:

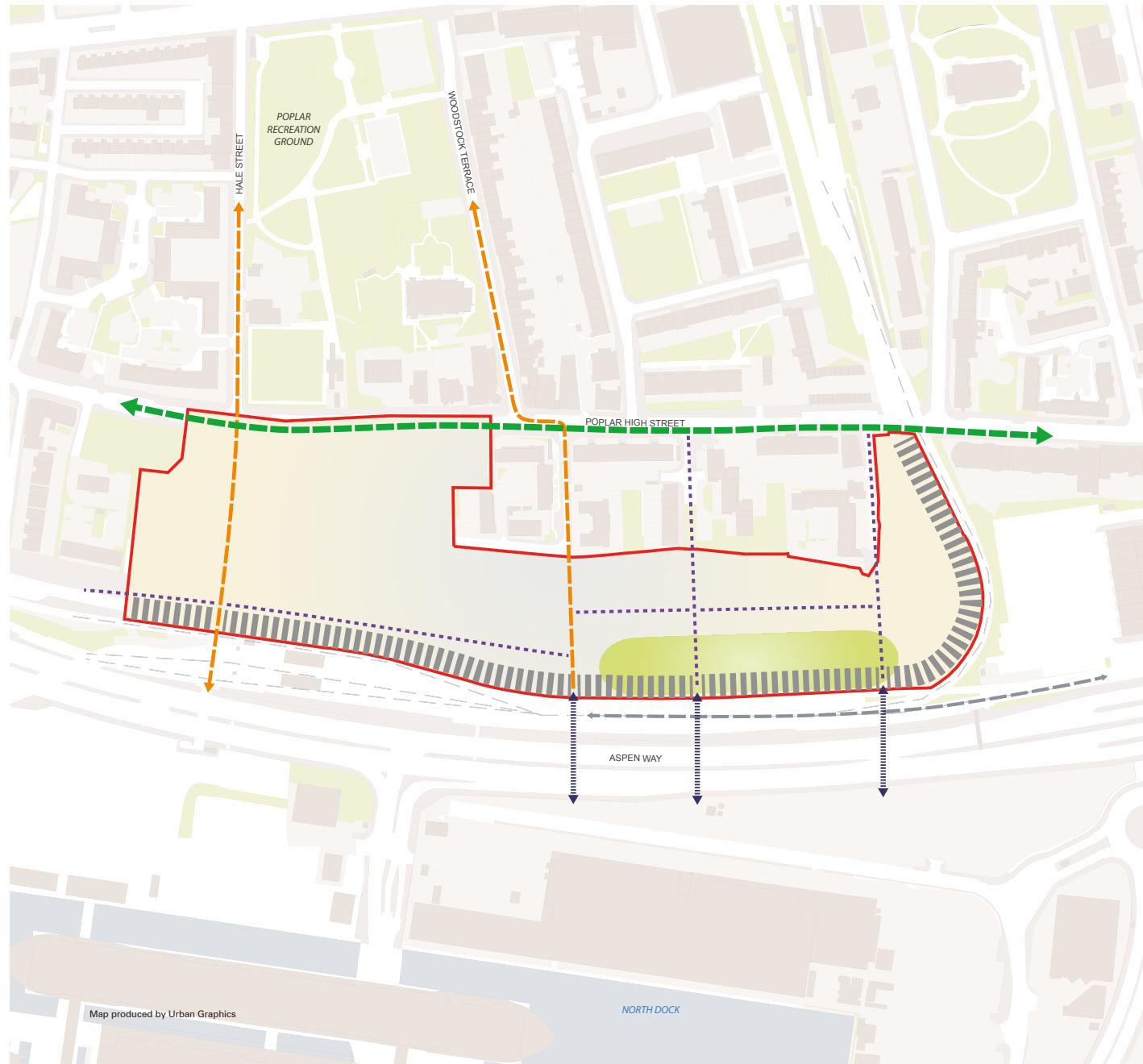
- a. respond positively to the existing historic character, scale, height, massing and urban grain of the surrounding built environment including the St Matthias Church Conservation Area. The setting of adjacent housing should also be protected through appropriate screening and landscaping
- b. protect or enhance heritage assets on site and in the surrounding areas, including the grade II listed college building situated along the northern boundary
- c. restore and/or enhance connections between neighbouring site allocations and ensure the streetscape and the wider context, including design and character are addressed
- d. maximise the provision of family homes
- e. address the physical barriers and poor connectivity created by Aspen Way, with new and improved walking and cycling routes. This could be facilitated through the provision of new bridges or decking across Aspen Way connecting the site to Billingsgate Market
- f. integrate the site with the green grid route along Poplar High Street
- g. improve the quality of spaces around and between buildings and movement through the area
- h. strengthen walking and cycling connections to Poplar DLR station, Poplar High Street, East India Dock Road and Canary Wharf station
- i. address the environmental impacts of Aspen Way with a green buffer and/or alternative mitigation measures, and
- j. create a positive sense of place with a public square and public green open space that integrates north-south links and Poplar DLR station.

### Delivery considerations

- a. Development should enable the continued use of the existing depot.
- b. Landowners in the Aspen Way, North Quay and Billingsgate site allocations are strongly encouraged to work together (ideally through a masterplan) to better connect Poplar and Canary Wharf and positively address the social, economic and environmental disparities between the areas.
- c. Development of the site allocation provides a unique opportunity to positively address the social, economic and environmental disparities between Poplar and Canary Wharf.
- d. Development should support aspirations for enhanced and/or new bridge(s) over Aspen Way to better connect Poplar and Canary Wharf.
- e. Development should accord with any flood mitigation and adaptation measures stated within the borough's Strategic Flood Risk Assessment and the sequential test.

<b>Address</b>	Aspen Way
<b>Size (hectares)</b>	6.10
<b>Public transport accessibility levels</b>	3-5 , 3-6a (2021)* , 3-6a (by 2031)
<b>Flood zone(s)</b>	3a
<b>Land use requirements</b>	<ul style="list-style-type: none"> <li>● Housing</li> <li>● Employment: a range of floorspace sizes, including small-to-medium enterprises</li> </ul>
<b>Infrastructure requirements</b>	<ul style="list-style-type: none"> <li>● Strategic open space (minimum of 1 hectare)</li> <li>● College (re-provision)</li> <li>● Community centre and associated football pitches (re-provision)</li> <li>● Re-provision of DLR depot (Transport for London)</li> <li>● Improvement and enhancement of existing pedestrian bridge over Aspen Way and routes to it</li> </ul>

\*the year 2021 has been used due to the arrival of the Elizabeth line at Canary Wharf

**Figure 39: Aspen Way**

**4.1: Aspen Way**  
(For illustrative purposes)

**KEY**

- Site boundary
- Open space
- Noise or air screening/green buffer
- Strategic pedestrian/cycling routes
- Green grid
- Local pedestrian/cycling routes
- Proposed bridge connection
- Rail viaduct



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## 4.2: Billingsgate Market

### Design principles

Development will be expected to:

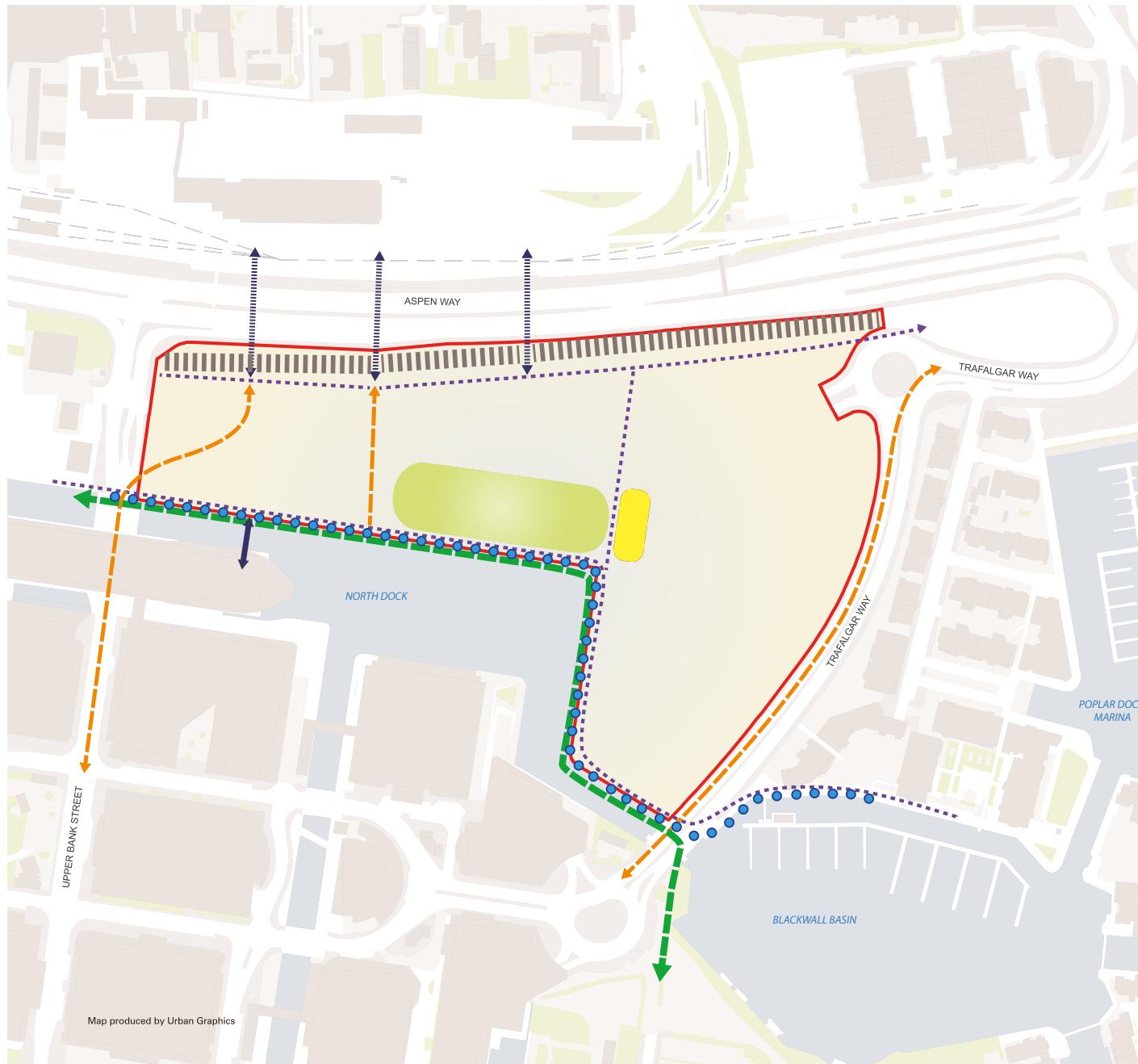
- a. respond positively to the existing character of the surrounding built environment, particularly the dockside, and the existing residential developments on the eastern side of Trafalgar Way
- b. restore and/or enhance connections between neighbouring strategic site allocations and ensure the streetscape and the wider context, including design and character, are addressed
- c. protect or enhance the statutory listed accumulator tower
- d. improve walking and cycling connections to, from and within the site, particularly with a new east to west cycle route through the site. Walking and cycling routes should specifically address the barrier of Aspen Way and integrate the site with Poplar to the north; North Quay and Canary Wharf Elizabeth line station; and to the wider area. These routes should align with the existing urban grain to support permeability and legibility
- e. improve biodiversity and ecology along the water edges and within open spaces
- f. improve public realm to address the severance caused by Trafalgar Way
- g. enhance legibility and have a clear distinction between public and private spaces, by way of improving public realm particularly along the dockside, providing a continuous walkway with supporting active ground floor uses and frontages
- h. address the environmental impacts of Aspen Way with a green buffer and/or alternative mitigation measures
- i. prevent excessive overshadowing and enable activation of the dockside by stepping back development from West India Dock, and
- j. maximise accessibility to the waterside and enhance its setting.

### Delivery considerations

- a. The operations of Billingsgate Market should be appropriately re-provided at a suitable location within London.
- b. Landowners within the Aspen Way, North Quay and Billingsgate site allocations are strongly encouraged to work together (ideally through a masterplan) to better connect Poplar and Canary Wharf and positively address the social, economic and environmental disparities between the areas.
- c. Development should support the aspirations for enhanced and/or new bridge(s) over Aspen Way to better connect Poplar and Canary Wharf.
- d. Development should accord with any flood mitigation and adaptation measures stated within the borough's Strategic Flood Risk Assessment and the sequential test.
- e. An assessment should be carried out to understand the potential contamination on site prior to any development taking place.
- f. Development of the site allocation provides a unique opportunity to positively address the social, economic and environmental disparities between Poplar and Canary Wharf.

<b>Address</b>	Trafalgar Way
<b>Size (hectares)</b>	5.74
<b>Public transport accessibility levels</b>	4-6a (2021)*, 4-6a (by 2031)
<b>Flood zone(s)</b>	2-3a
<b>Land use requirements</b>	<ul style="list-style-type: none"> <li>● Employment: Preferred Office Location (secondary) with ancillary supporting uses such as gyms, hotels, restaurants and retail.</li> <li>● Housing</li> </ul>
<b>Infrastructure requirements</b>	<ul style="list-style-type: none"> <li>● Small open space (minimum of 0.4 hectares)</li> <li>● Secondary school</li> </ul>

\*the year 2021 has been used due to the arrival of the Elizabeth line at Canary Wharf

**Figure 40: Billingsgate Market**

**4.2: Billingsgate Market**  
(For illustrative purposes)



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## 4.3: Crossharbour Town Centre

### Design principles

Development will be expected to:

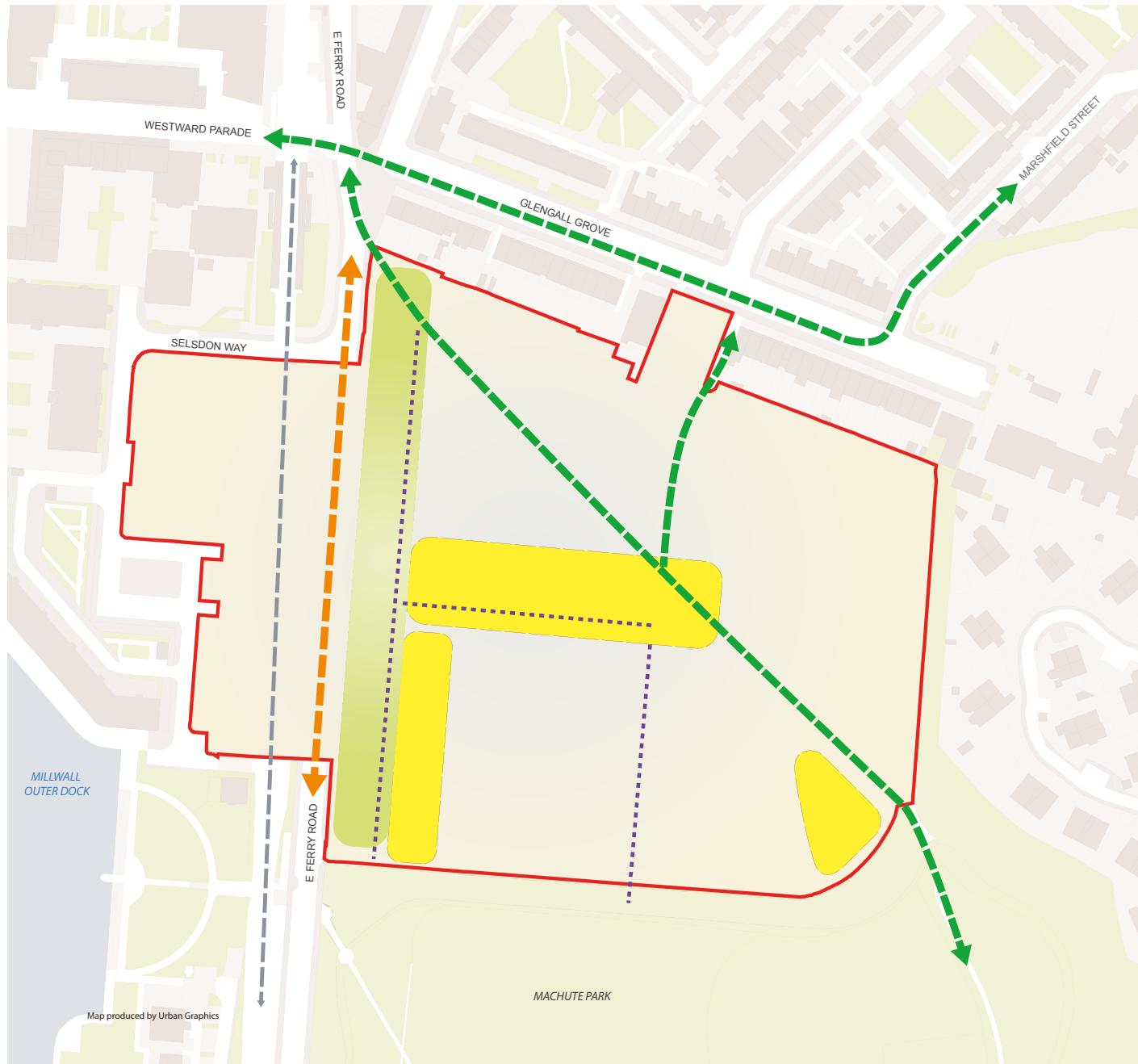
- a. create a new town centre with an anchor supermarket and a range of retail, leisure and community uses with sizes which can support independent providers. Retail streets and other routes should provide active frontages
- b. respond positively to the existing character of the surrounding built environment, provide a transition in scale, height, massing and urban grain from the low rise nature of the immediate residential area to the north and east, and address the setting of the local nature reserve and Mudchute Park
- c. reinforce and complement local distinctiveness and create a positive sense of place with the provision of a new public square in the centre that is framed by the development
- d. integrate the development into the green grid route
- e. protect or enhance the setting of the Maritime Greenwich world heritage site and other surrounding heritage assets
- f. improve biodiversity and ecology within open space and green infrastructure
- g. improve walking and cycling connections to, from and across the site to establish connections to the new public square, Crossharbour DLR station and Mudchute Park. These routes should acknowledge the existing urban grain to support permeability and legibility
- h. secure the provision of a bus interchange which should be incorporated into the redevelopment of the site, and
- i. improve public realm with active site edges, specifically along East Ferry Road and adjacent to Mudchute Park.

### Delivery considerations

- a. The health centre and community facility should be re-provided in association with the new community/local presence facility.
- b. A new supermarket should be provided before the existing supermarket is redeveloped to ensure a continued service for local people.
- c. Delivery of new routes and the public square should be prioritised within the phasing timetable.
- d. Development should connect or demonstrate potential to connect to the Barkantine energy centre to help expand the local energy network.
- e. Development should accord with any flood mitigation and adaptation measures stated within the borough's Strategic Flood Risk Assessment and the sequential test.

<b>Address</b>	East Ferry Road
<b>Size (hectares)</b>	4.89
<b>Public transport accessibility levels</b>	1b-5 (2015), 1b-5 (by 2031)
<b>Flood zone(s)</b>	3a
<b>Land use requirements</b>	<ul style="list-style-type: none"> <li>● Redevelopment of the district centre providing retail floorspace and other compatible uses*.</li> <li>● Housing</li> </ul>
<b>Infrastructure requirements</b>	<ul style="list-style-type: none"> <li>● Primary school</li> <li>● Community/local presence facility</li> <li>● Health facility (re-provision and expansion)</li> </ul>

\*Please note: part of the site allocation lies outside of the district centre boundary.

**Figure 41: Crossharbour Town Centre**

4.3: Crossharbour Town Centre  
(For illustrative purposes)

## KEY

- Site boundary
- Open space
- Public square
- Strategic pedestrian/cycling routes
- Green grid
- Local pedestrian/cycling routes
- Rail viaduct



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## 4.4: Limeharbour

### Design principles

Development will be expected to:

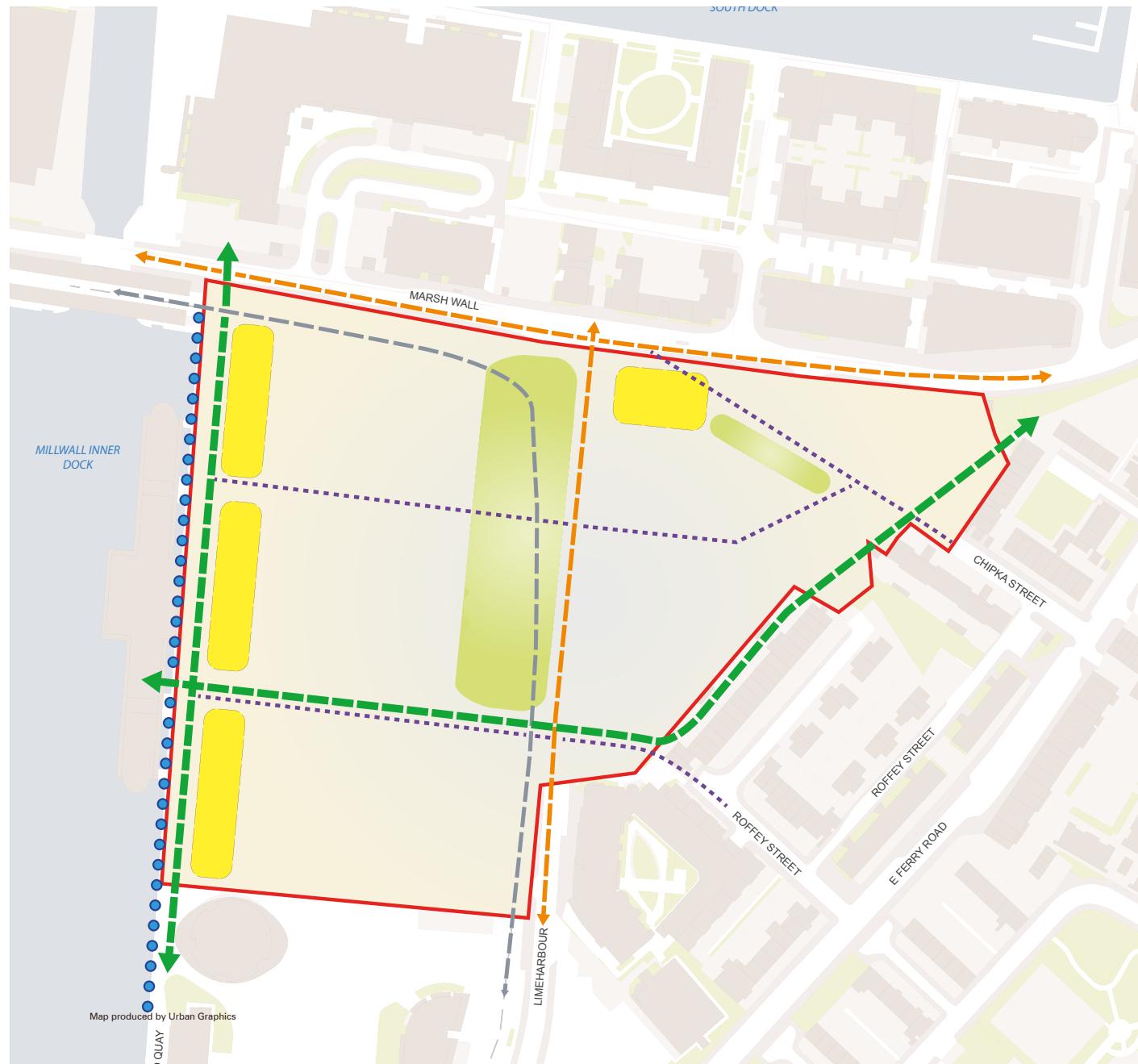
- a. provide an appropriate transition in building heights and generous spacing between buildings, in order to respect the existing character, specifically its dockside location and the surrounding low to mid-rise built environment of Cubitt Town to the south-east
- b. create a series of buildings scales with a well-articulated built form and skyline, avoiding significant adverse environmental impacts, including overshadowing of adjacent sites either within the area or outside, particularly along the main routes of Marsh Wall and Limeharbour
- c. protect or enhance the setting of heritage assets in and around the area, including the historic docks and the setting of the Maritime Greenwich world heritage site to the south
- d. create a legible, permeable and well-defined movement network through the site, centred on Millwall and Marsh Wall connected to the surrounding existing street network and docksides, with a new bridge crossing to the north
- e. integrate buildings with improved public realm and ensure development is stepped back from the docksides with fully accessible active frontages
- f. maximise the provision of family homes
- g. improve walking and cycling connections to, from and within the site – specifically between Oakland Quay and Limeharbour; Limeharbour and East Ferry Road; and between the dock sides, Canary Wharf Major Centre and Mudchute Park. These routes should align with the existing urban grain to support permeability and legibility
- h. improve biodiversity and ecology along the water edges and within open spaces

- i. provide active frontages and access along the dockside to create a series of interconnected spaces in accordance with the green grid
- j. improve the quality of and create a positive sense of place with an arrival point in the form of an active square at the corner of Marsh Wall and Limeharbour, and
- k. provide well defined public green open space or public squares with active building frontages around the DLR viaduct. The open space should be well integrated into the development.

### Delivery considerations

- a. Development should accord with the design principles set out in the latest supplementary guidance for South Quay.
- b. Development should connect or demonstrate potential to connect to the Barkantine energy centre to help expand the local energy network.
- c. Development should accord with any flood mitigation and adaptation measures stated within the borough's Strategic Flood Risk Assessment and the sequential test.

<b>Address</b>	Limeharbour
<b>Size (hectares)</b>	4.87
<b>Public transport accessibility levels</b>	3-4 (2015), 3-4 (by 2031)
<b>Flood zone(s)</b>	3a
<b>Land use requirements</b>	<ul style="list-style-type: none"> <li>● Housing</li> <li>● Employment: a range of floorspace sizes, including small-to-medium enterprises</li> </ul>
<b>Infrastructure requirements</b>	<ul style="list-style-type: none"> <li>● Strategic open space (minimum of 1 hectare)</li> <li>● Primary school</li> </ul>

**Figure 42: Limeharbour**

4.4: Limeharbour  
(For illustrative purposes)

## KEY

- Site boundary
- Open space
- Public square
- Waterfront walk
- Strategic pedestrian/cycling routes
- Green grid
- Local pedestrian/cycling routes
- Rail viaduct



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## 4.5: Marsh Wall East

### Design principles

Development will be expected to:

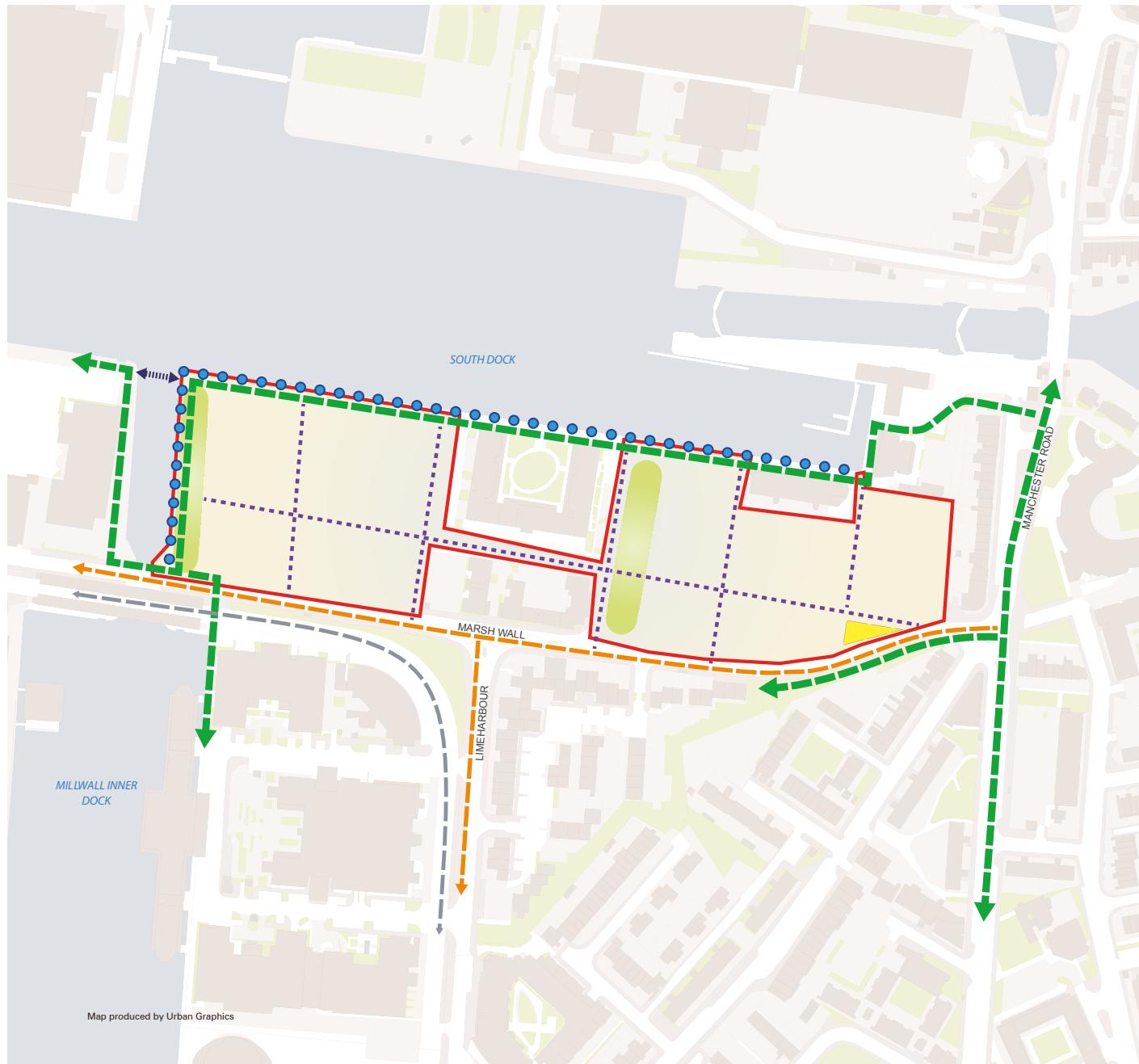
- a. maintain the existing block structure whilst respecting its dockside location and surrounding built environment (in particular provide a transition in scale in relation to the lower rise buildings of Cubitt Town to the south-east and ensure appropriate spacing between buildings to enable visual permeability between Marsh Wall and South Dock)
- b. create a series of building scales with a well-articulated built form and skyline, avoiding significant adverse environmental impacts, including overshadowing of adjacent sites either within the area or outside, particularly along the main routes of Marsh Wall and Limeharbour
- c. protect or enhance the setting of heritage assets in and around the area, including the historic docks and the setting of the Maritime Greenwich world heritage site to the south
- d. create a legible, permeable and well-defined movement network through the site, centred on Millwall and Marsh Wall connecting to the surrounding existing street network and docksides
- e. integrate tall buildings with improved public realm and ensure development steps back from the docksides with fully accessible active frontages
- f. improve walking and cycling connections to, from and within the site, specifically to the dock sides, Canary Wharf Major Centre and Mudchute Park. These routes should align with the existing urban grain to support permeability and legibility
- g. improve biodiversity and ecology along the water edges and within open spaces
- h. provide active frontages and access along the dockside to create a series of interconnected spaces in accordance with the green grid
- i. improve the quality of, and create a positive sense of place with an arrival point in the form of an active square at, the corner of Marsh

- Wall and Limeharbour, and
- j. provide well-defined public green open space, particularly along the South Dock waterfront and public squares with active building frontages. The open space should be well integrated into the development.

### Delivery considerations

- a. Development should accord with the design principles set out in the latest supplementary guidance for South Quay.
- b. Effective engagement between landowners and developers will be required to facilitate comprehensive development.
- c. Other social infrastructure needs should be considered and where necessary provided as part of the development in the event that a health centre is not required to support the level of growth.
- d. Development should connect to or demonstrate potential to connect to the Barkentine energy centre to help expand the local energy network.
- e. Development should accord with flood mitigation and adaptation measures stated within the borough's Strategic Flood Risk Assessment and sequential test.

<b>Address</b>	Marsh Wall
<b>Size (hectares)</b>	3.42
<b>Public transport accessibility levels</b>	3- 4 (2015), 3-4 (by 2031)
<b>Flood zone(s)</b>	2-3a
<b>Land use requirements</b>	<ul style="list-style-type: none"> <li>● Housing</li> <li>● Employment: a range of floorspace sizes, including small-to-medium enterprises</li> </ul>
<b>Infrastructure requirements</b>	<ul style="list-style-type: none"> <li>● Small open space (minimum of 0.4 hectares)</li> <li>● Primary school</li> <li>● Health facility</li> </ul>

**Figure 43: Marsh Wall East**

**4.5: Marsh Wall East**  
(For illustrative purposes)

**KEY**

- Site boundary
- Open space
- Public square
- Waterfront walk
- Strategic pedestrian/cycling routes
- Green grid
- Local pedestrian/cycling routes
- Rail viaduct
- Proposed bridge connection



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## 4.6: Marsh Wall West

### Design principles

Development will be expected to:

- a. provide appropriate building heights, whilst positively complementing the existing character, specifically its dockside location and surrounding built environment, particularly the lower rise buildings of Millwall to the south-west
- b. create a series of building scales with a well-articulated built form and skyline, avoiding significant adverse environmental impacts, including overshadowing of adjacent sites either within the area or outside, particularly along the main routes of Marsh Wall
- c. improve biodiversity and ecology along the water edges and within open spaces
- d. protect and enhance the setting of the Maritime Greenwich world heritage site and other surrounding heritage assets, including the historic dockside promenade
- e. prevent excessive overshadowing of the riverside and enable activation of the waterfront by ensuring development is stepped back
- f. integrate the site with the green grid route along Marsh Wall, Byng Street, Mastmaker's Road, Millharbour and the edges of South Dock and Millwall Inner Dock
- g. create a legible, permeable and well-defined movement network, centred on Millharbour and Marsh Wall
- h. incorporate active frontages to surrounding streets and spaces, including the waterside and accessible high quality public space along the entire dockside
- i. improve and enhance walking and cycling connections to, from and within the site, and provide legible and pedestrian friendly connections between Marsh Wall and South Quay Walk, particularly from Mastmaker Road to the South Quay footbridge and from

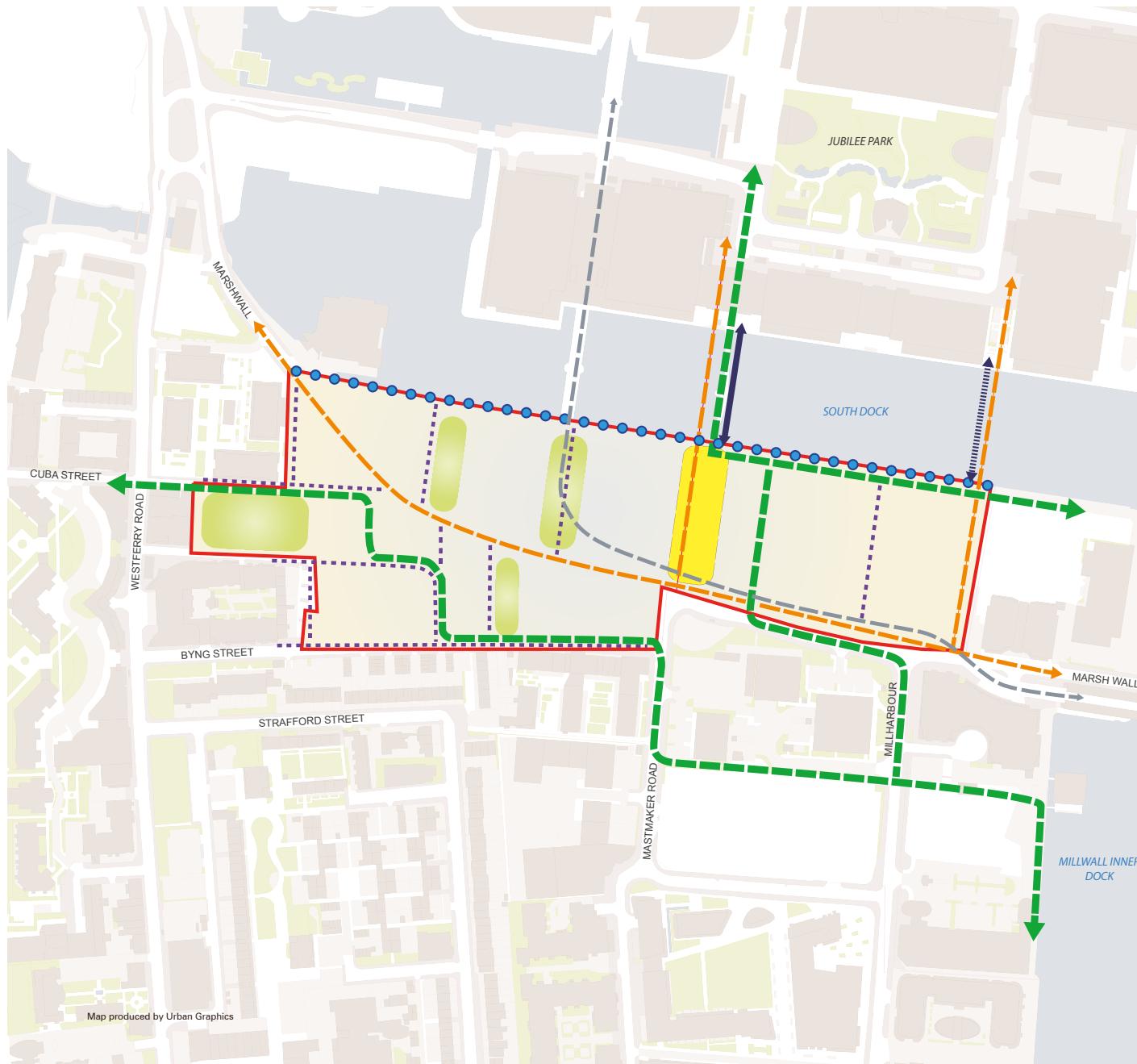
Millharbour through a newly proposed footbridge to Upper Bank Street , and

- j. create the open spaces around the DLR that should be well defined by public green space or public squares and active building frontages.

### Delivery considerations

- a. Development should accord with the design principles set out in the latest supplementary guidance for South Quay.
- b. Effective engagement between landowners and developers will be required to facilitate comprehensive development. This will potentially require land assembly and a strong partnership approach to bring forward developments on a joint basis.
- c. Other social infrastructure needs should be considered and where necessary provided as part of the development in the event that a health centre is not required to support the level of growth.
- d. Development should connect to or demonstrate potential to connect to the Barkentine energy centre to help expand the local energy network.
- e. Development should accord with any flood mitigation and adaptation measures stated within the borough's Strategic Flood Risk Assessment and the sequential test.

<b>Address</b>	Marsh Wall
<b>Size (hectares)</b>	6.39
<b>Public transport accessibility levels</b>	4 (2015), 4-5 (2031)
<b>Flood zone(s)</b>	3a
<b>Land use requirements</b>	<ul style="list-style-type: none"> <li>● Housing</li> <li>● Employment: a range of floorspace sizes, including small-to-medium enterprises</li> </ul>
<b>Infrastructure requirements</b>	<ul style="list-style-type: none"> <li>● Small open space (minimum of 0.4 hectares)</li> <li>● Primary school</li> <li>● Health facility</li> </ul>

**Figure 44: Marsh Wall West**

**4.6: Marsh Wall West**  
(For illustrative purposes)

**KEY**

- Site boundary
- Open space
- Public square
- Waterfront walk
- Strategic pedestrian/cycling routes
- Green grid
- Local pedestrian/cycling routes
- Rail viaduct
- Existing bridge connection
- Proposed bridge connection



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## 4.7: Millharbour South

### Design principles

Development will be expected to:

- a. respond positively to the surrounding built environment and its dockside location; specifically, it should step down from Marsh Wall to the smaller scale residential areas south of Millwall Dock and enable visual permeability between Millharbour and Millwall Inner Dock
- b. protect and enhance the setting of the Maritime Greenwich world heritage site and other surrounding heritage assets, including the historic dockside promenade
- c. protect or enhance the waterside setting, ensuring public accessibility along the entire waterfront
- d. improve biodiversity and ecology along the water edges and within open spaces
- e. prevent excessive overshadowing and enable activation of the riverside by ensuring development is stepped back from the waterside
- f. integrate the site with the green grid route along Marsh Wall, Byng Street, Mastmaker's Road, Millharbour and the edges of South Dock and Millwall Inner Dock
- g. create a legible, permeable and well-defined movement network, centred on Millharbour, Pepper Street and the dockside
- h. reinforce and complement local distinctiveness and create a positive sense of place along Pepper Street by supporting a mix of uses
- i. incorporate active frontages to surrounding streets and spaces (including the waterside) and accessible, high quality public space along the entire dockside
- j. improve and enhance walking and cycling connections to, from and within the site, and provide legible and pedestrian friendly connections across Glengall Bridge, and

- k. incorporate high quality public green open spaces along Millharbour extending to a park at the south end of Greenwich View facing Millwall Outer Dock.

### Delivery considerations

- a. Development should connect or demonstrate potential to connect to the Barkantine energy centre to help expand the local energy network.
- b. Other social infrastructure needs should be considered and where necessary provided as part of the development in the event that a health centre is not required to support the level of growth.
- c. Open space provision in this location has the potential to expand the permitted open space at Westferry Printworks site allocation.
- d. Development should accord with any flood mitigation and adaptation measures stated within the borough's Strategic Flood Risk Assessment and the sequential test.

<b>Address</b>	Millharbour, South
<b>Size (hectares)</b>	4.09
<b>Public transport accessibility levels</b>	2-3 (2015), 2-3 (by 2031)
<b>Flood zone(s)</b>	3a
<b>Land use requirements</b>	<ul style="list-style-type: none"> <li>● Housing</li> <li>● Employment: a range of floorspace sizes, including small-to-medium enterprises</li> </ul>
<b>Infrastructure requirements</b>	<ul style="list-style-type: none"> <li>● Small open space (minimum of 0.4 hectares)</li> <li>● Primary school</li> <li>● Health facility</li> </ul>

**Figure 45: Millharbour South**

## 4.8: Millharbour

### Design principles

Development will be expected to:

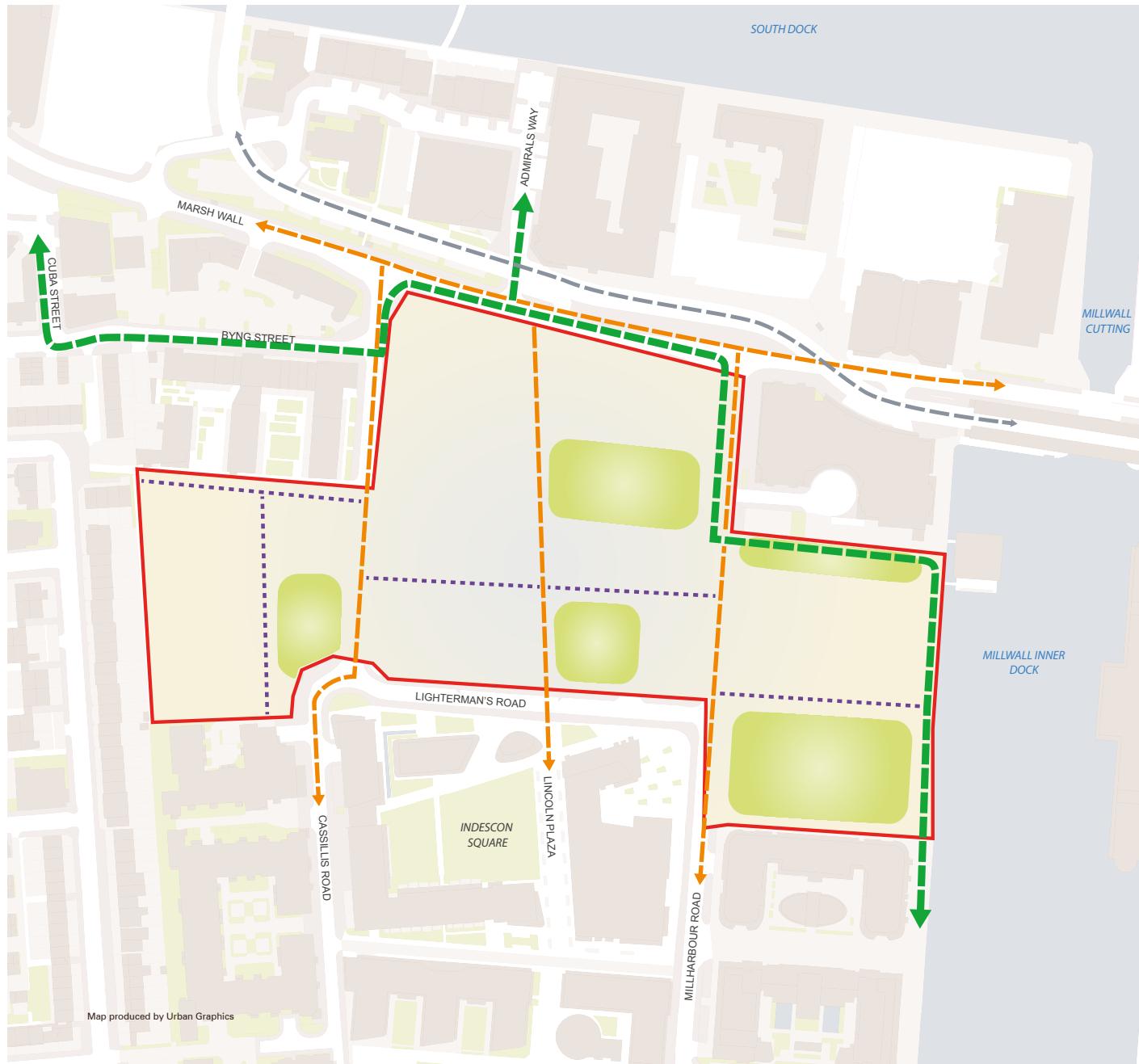
- a. respond positively to the local character of the surrounding built environment and its dockside location; specifically, step down from Marsh Wall to the smaller-scale residential areas south of Millwall Dock
- b. protect and enhance the setting of the Maritime Greenwich world heritage site and other surrounding heritage assets including the historic dockside promenade
- c. prevent excessive overshadowing and enable activation of the riverside by ensuring development is stepped back from the waterside
- d. integrate the site with the green grid route along Marsh Wall, Byng Street, Mastmaker's Road, Millharbour and the edges of South Dock and Millwall Inner Dock
- e. create a legible, permeable and well-defined movement network, centred on Millwall Inner Dock, Millharbour and Marsh Wall
- f. improve biodiversity and ecology along the water edges and within open spaces
- g. incorporate active frontages to surrounding streets and spaces (including the waterside) and accessible, high quality public space along the entire dockside
- h. improve and enhance walking and cycling connections to, from and within the site, and provide legible and pedestrian friendly connections between Marsh Wall and South Quay Walk, particularly from Mastmaker Road to the South Quay footbridge and from Millharbour through a newly proposed footbridge to Upper Bank Street
- i. create a positive sense of place with an arrival point in the form of an active square at the corner of South Quay footbridge and Marsh Wall/ Mastmaker Road, and

- j. incorporate high quality public green open spaces within each street block in order to provide sufficient green amenity space.

### Delivery considerations

- a. Development should accord with the design principles set out in the latest supplementary guidance for South Quay.
- b. Effective engagement between landowners, developers and leaseholders will be required to facilitate comprehensive development. This will potentially require land assembly and a strong partnership approach to bring forward developments on a joint basis.
- c. Other social infrastructure needs should be considered and where necessary provided as part of the development in the event that a health centre is not required to support the level of growth.
- d. Development should connect or demonstrate potential to connect to the Barkentine energy centre to help expand the local energy network.
- e. Development should accord with any flood mitigation and adaptation measures stated within the borough's Strategic Flood Risk Assessment and the sequential test.

<b>Address</b>	Marshwall, Millharbour
<b>Size (hectares)</b>	3.58
<b>Public transport accessibility levels</b>	2-3 (2015), 2-3 (by 2031)
<b>Flood zone(s)</b>	3a
<b>Land use requirements</b>	<ul style="list-style-type: none"> <li>● Housing</li> <li>● Employment: a range of floorspace sizes, including small-to-medium enterprises</li> </ul>
<b>Infrastructure requirements</b>	<ul style="list-style-type: none"> <li>● Small open space (minimum of 0.4 hectares)</li> <li>● Primary school</li> <li>● Health facility</li> <li>● Re-provision of existing alternative provision secondary school</li> </ul>

**Figure 46: Millharbour**

**4.8: Millharbour**  
(For illustrative purposes)

## KEY

- Site boundary
- Open space
- Strategic pedestrian/cycling routes
- Green grid
- Local pedestrian/cycling routes
- Rail viaduct



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## 4.9: North Quay

### Design principles

Development will be expected to:

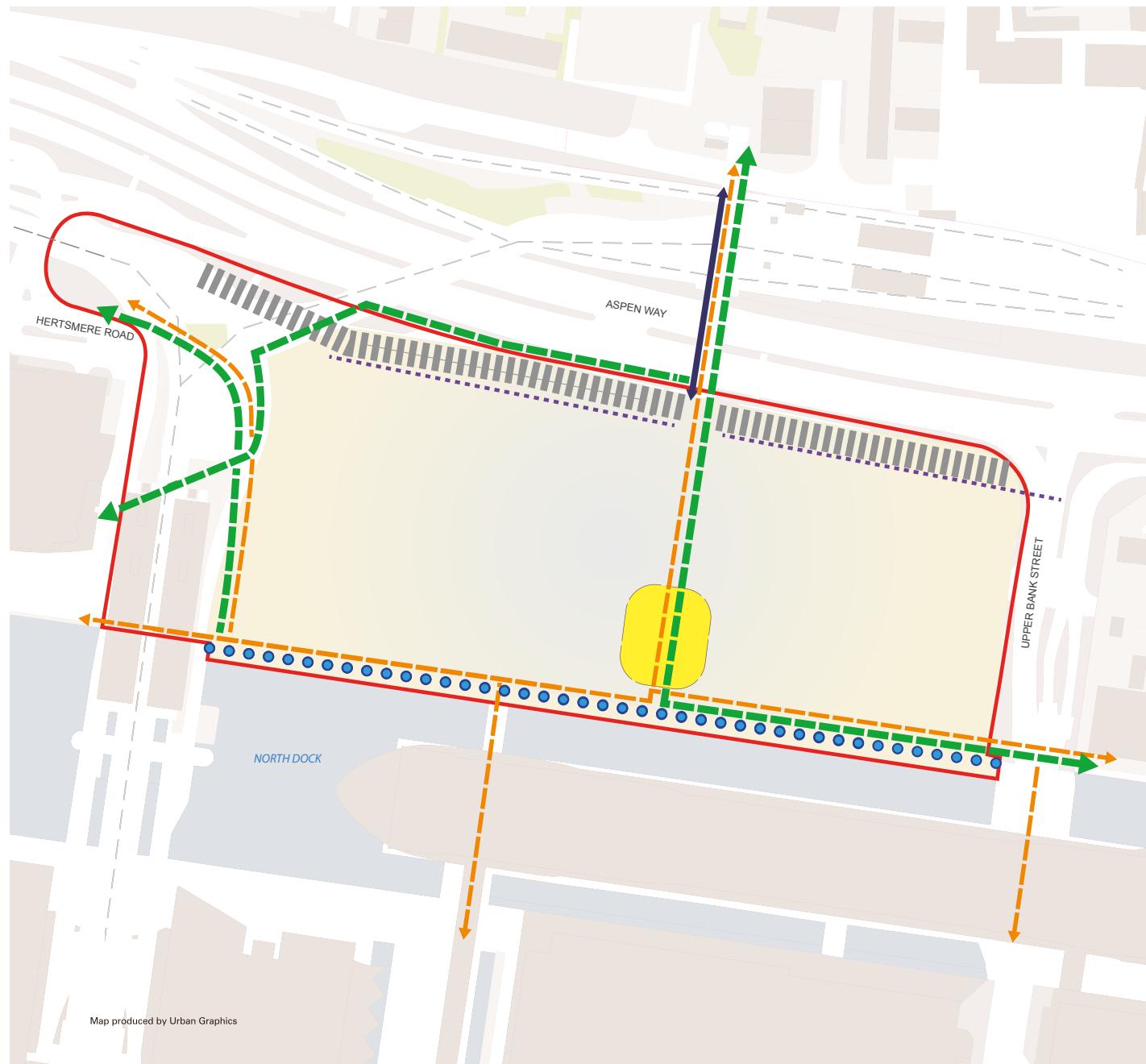
- a. respond positively to the existing character of the surrounding built environment and its dockside location
- b. improve strategic links from Canary Wharf to Poplar High Street through the provision of enhanced north-south links
- c. protect or enhance the waterside setting, ensuring public accessibility along the entire waterfront
- d. address noise mitigation measures in areas bordering Aspen Way with a green buffer and/or alternative measures
- e. provide active frontages and access along the dockside to create a series of interconnected spaces in accordance with the green grid
- f. improve biodiversity and ecology along the water edges and within open spaces
- g. create a positive sense of place through the delivery of an active public square connecting the Canary Wharf Elizabeth line station and the dockside promenade to Poplar DLR station and Poplar High Street
- h. accommodate a new east-to-west pedestrian route through the site which facilitates connections to the wider movement network and the DLR and underground stations adjoining the site, and
- i. address the barrier of Aspen Way and integrate the site with Poplar High Street to the north, and the Canary Wharf Elizabeth line station and the Canary Wharf estate to the south. These routes should align with the existing urban grain to support permeability and legibility.

### Delivery considerations

- a. Development should support the aspirations for enhanced and/or new bridge(s) over Aspen Way to better connect Poplar and Canary Wharf.
- b. Landowners within the Aspen Way, North Quay and Billingsgate site allocations are strongly encouraged to work together (ideally through a masterplan) to better connect Poplar and Canary Wharf and positively address the social, economic and environmental disparities between the areas.
- c. Development should accord with any flood mitigation and adaptation measures stated within the borough's Strategic Flood Risk Assessment and the sequential test.
- d. Development of the site allocation provides a unique opportunity to positively address the social, economic and environmental disparities between Poplar and Canary Wharf.

<b>Address</b>	Upper Bank Street
<b>Size (hectares)</b>	3.27
<b>Public transport accessibility levels</b>	5-6a (2021)*, 6a (by 2031)
<b>Flood zone(s)</b>	2-3a
<b>Land use requirements</b>	<ul style="list-style-type: none"> <li>● Employment: Preferred office location (secondary) with ancillary supporting uses such as gyms, hotels, restaurants and retail.</li> <li>● Housing</li> </ul>
<b>Infrastructure requirements</b>	<ul style="list-style-type: none"> <li>● Small open space (minimum of 0.4 hectares)</li> <li>● Improvement and enhancement of existing pedestrian bridge over Aspen Way and routes to it</li> </ul>

\*the year 2021 has been used due to the arrival of the Elizabeth line at Canary Wharf

**Figure 47: North Quay**

4.9: North Quay  
(For illustrative purposes)

## KEY

- Site boundary
- Public square
- Waterfront walk
- Noise or air screening/green buffer
- Strategic pedestrian routes
- Green grid
- Local pedestrian routes
- Existing bridge connection



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## 4.10: Reuters Ltd

### Design principles

Development will be expected to:

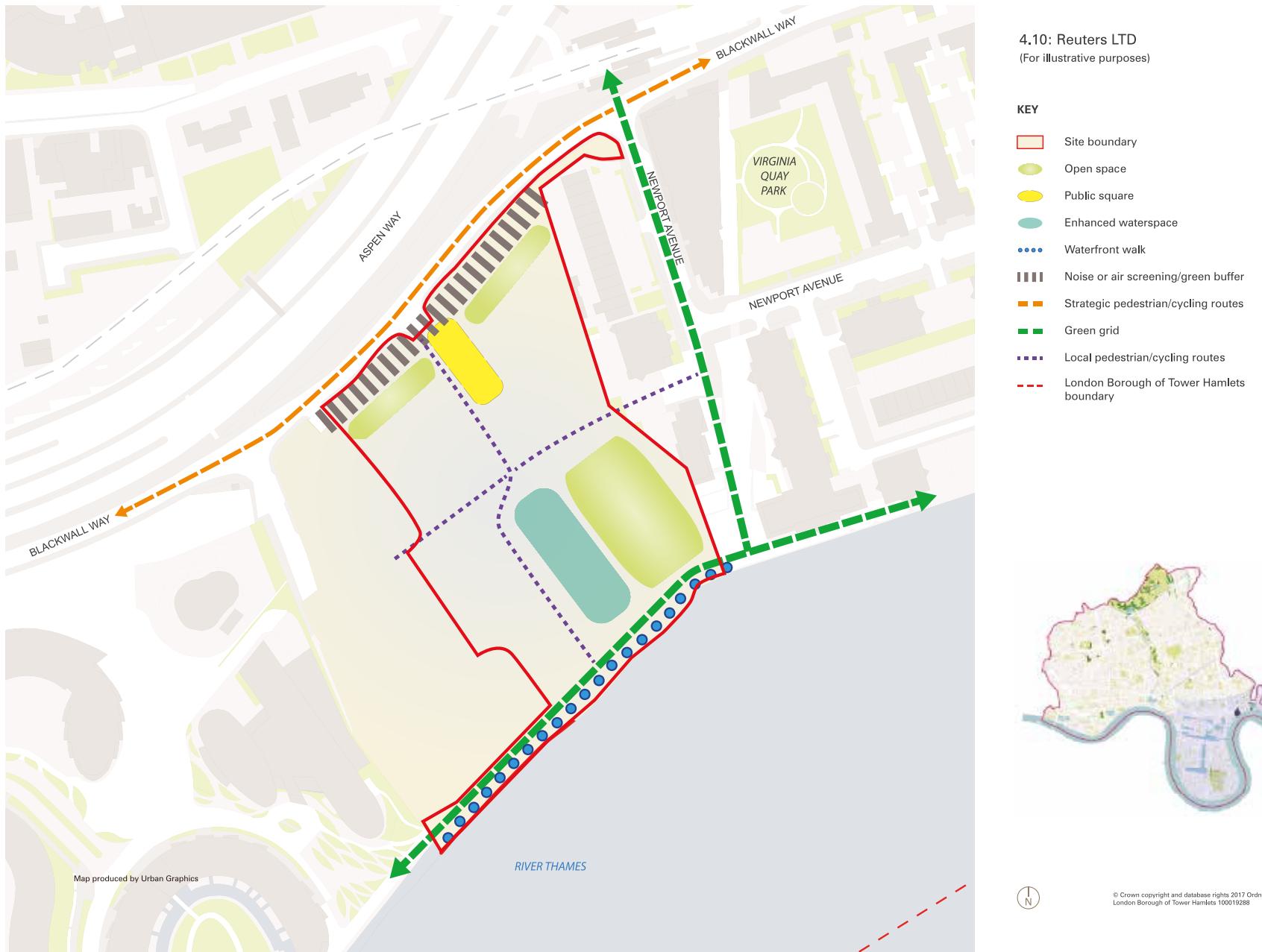
- a. respond positively to the existing character, scale, height, massing and fine urban grain of the surrounding built environment and its dockside location. Specifically, buildings should step down from the neighbourhood centre towards the river and enable visual permeability between Blackwall Way and the River Thames
- b. retain, reuse or enhance the existing heritage assets, including the grade II listed dock and adjacent grade II listed northern ventilation shaft
- c. provide green buffer and/or alternative mitigation measures along Aspen Way or Blackwall Way to mitigate the noise and air pollution impacts
- d. integrate buildings with improved public realm and ensure development is stepped back from the riverside with fully accessible active frontages
- e. improve walking and cycling connections to, from and within the site, specifically to address the connections to adjacent sites. A continuous pedestrian and cycle link along the Thames Path should be provided
- f. improve movement through the area and repair fragmented urban form by reinforcing the route with active uses from East India DLR station and Blackwall Way towards the Thames Path and the Blackwall Yard Graving Dock
- g. create a positive sense of place with an arrival point in the form of an active public square at the corner of Blackwall Way, through Blackwall Yard to the Thames waterfront

- h. reinforce and complement local distinctiveness with the re-provision of the existing waterspace on site and integrate its function with the open space to maximise amenity provision, and
- i. improve biodiversity and ecology along the water edges and within open spaces.

### Delivery considerations

- a. Development should accord with any flood mitigation and adaptation measures stated within the borough's Strategic Flood Risk Assessment and the sequential test.

<b>Address</b>	Paul Julius Close
<b>Size (hectares)</b>	2.71
<b>Public transport accessibility levels</b>	2-4 (2015), 2-4 (by 2031)
<b>Flood zone(s)</b>	3a
<b>Land use requirements</b>	<ul style="list-style-type: none"> <li>● Housing</li> <li>● Employment: re-provision of existing employment by way of intensifying employment job numbers</li> </ul>
<b>Infrastructure requirements</b>	<ul style="list-style-type: none"> <li>● Small open space (minimum of 0.4 hectares)</li> <li>● Primary school</li> </ul>

**Figure 48: Reuters Ltd**

## 4.11: Riverside South

### Design principles

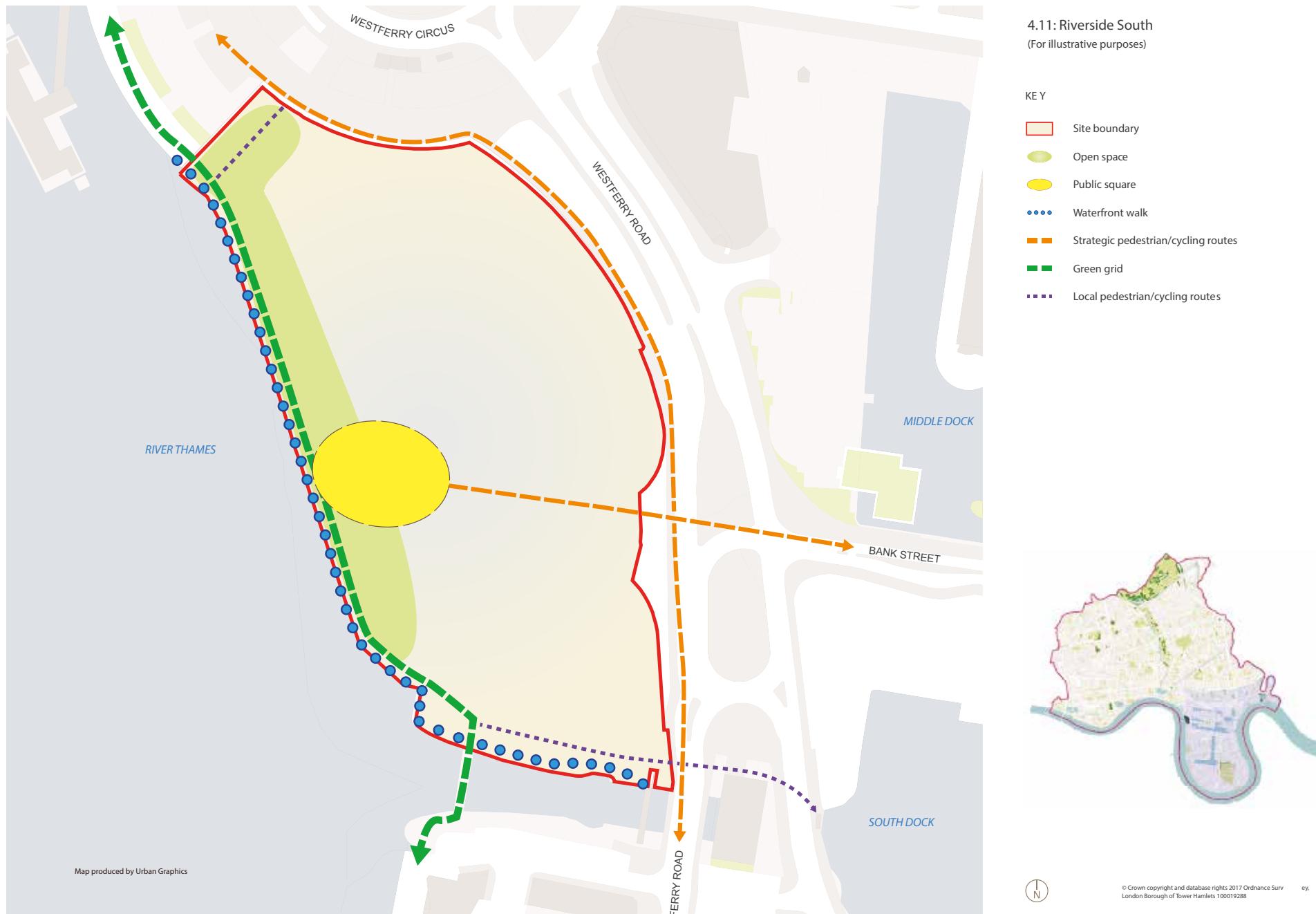
Development will be expected to:

- a. respond positively to the existing character of the surrounding built environment and enable visual permeability between Westferry Road and the River Thames
- b. retain, reuse or enhance the existing heritage assets, including a listed lock wall that forms the eastern boundary of the site
- c. integrate buildings with improved public realm and ensure development is stepped back from the riverside with fully accessible active frontages
- d. protect or enhance the waterside setting, ensuring easy public access along the entire waterfront with active retail and commercial uses
- e. improve walking and cycling connections to, from and within the site - specifically to address connections to Westferry Circus, Westferry Road and the River Thames
- f. reinstate the active street frontage and pedestrian route along Westferry Circus and Westferry Road, with strong visual and activity links to the riverside amenity
- g. improve biodiversity and ecology along the water edges and within open spaces
- h. provide green open space along the River Thames which is activated with commercial uses and expands on the leisure activity hub at Westferry Circus, and
- i. create a new route with a strong visual connection from Bank Street/ Westferry Road to the Thames Riverside and integrate it a new riverside walk and public square.

### Delivery considerations

- a. Development should not prejudice the potential delivery of a River crossing across the Thames.
- b. Development should accord with any flood mitigation and adaptation measures stated within the borough's Strategic Flood Risk Assessment and the sequential test.

<b>Address</b>	Westferry Circus
<b>Size (hectares)</b>	2.17
<b>Public transport accessibility levels</b>	5 (2015), 5-6a (by 2031)
<b>Flood zone(s)</b>	3a
<b>Land use requirements</b>	<ul style="list-style-type: none"> <li>● Employment: Preferred office location (secondary) with ancillary supporting uses such as gyms, hotels, restaurants and retail</li> <li>● Housing</li> </ul>
<b>Infrastructure requirements</b>	<ul style="list-style-type: none"> <li>● Small open space (minimum of 0.4 hectares)</li> </ul>

**Figure 49: Riverside South**

## 4.12: Westferry Printworks

### Design principles

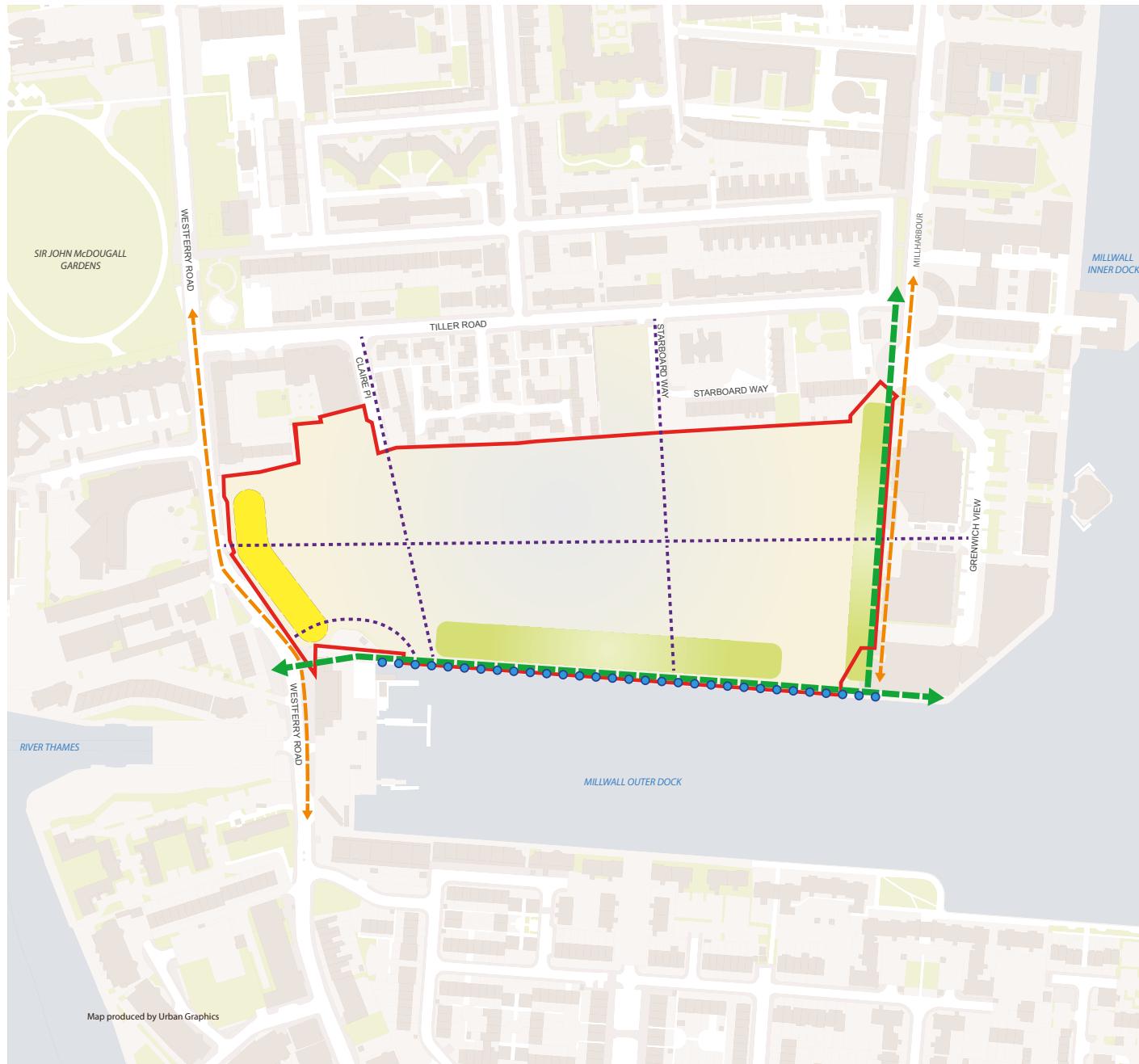
Development will be expected to:

- a. respond positively to the existing character of the surrounding built environment and its dockside location. Specifically, buildings should step down from Marsh Wall to the smaller scale residential properties within the southern part of the Isle of Dogs and to the west of Millharbour. Development should enable clear lines of sight between Millharbour and Millwall Outer Dock and ensure multiple visual and pedestrian permeability between Tiller Road and Millwall Outer Dock
- b. protect or enhance the setting of the Maritime Greenwich world heritage site and other surrounding heritage assets
- c. respect the waterside setting, ensuring public accessibility to the waterfront and active frontages provided with buildings stepped back
- d. maximise the provision of family homes
- e. improve biodiversity and ecology along the water edges and within open spaces
- f. improve walking and cycling connections to, from and within the site - specifically to improve connections to Millwall Outer Dock and to Barkantine Estate centre, Westferry Road centre and Crossharbour centre. These routes should align with the existing urban grain to support permeability and legibility. Public open space should be located adjacent to the Millwall Outer Dock and designed to facilitate sport and recreation activities, and
- g. improve public realm with active site edges, specifically along Westferry Road and Millharbour.

### Delivery considerations

- a. New development should be well connected to the existing leisure centre at Tiller Road.
- b. Development should accord with any flood mitigation and adaptation measures stated within the borough's Strategic Flood Risk Assessment and the sequential test.
- c. An assessment should be carried out to understand the potential contamination on site prior to any development taking place.

<b>Address</b>	Westferry Road
<b>Size (hectares)</b>	6.16
<b>Public transport accessibility levels</b>	1b-2 (2015), 1b-2 (by 2031)
<b>Flood zone(s)</b>	3a
<b>Land use requirements</b>	<ul style="list-style-type: none"> <li>● Housing</li> <li>● Employment: A range of employment space sizes, including small-to-medium enterprises</li> </ul>
<b>Infrastructure requirements</b>	<ul style="list-style-type: none"> <li>● Strategic open space (minimum of 1 hectare)</li> <li>● Secondary school</li> </ul>

**Figure 50: Westferry Printworks**

**4.12: Westferry Printworks**  
(For illustrative purposes)

## KEY

- Site boundary
- Open space
- Public square
- Waterfront walk
- Strategic pedestrian/cycling routes
- Green grid
- Local pedestrian/cycling routes



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## 4.13: Wood Wharf

### Design principles

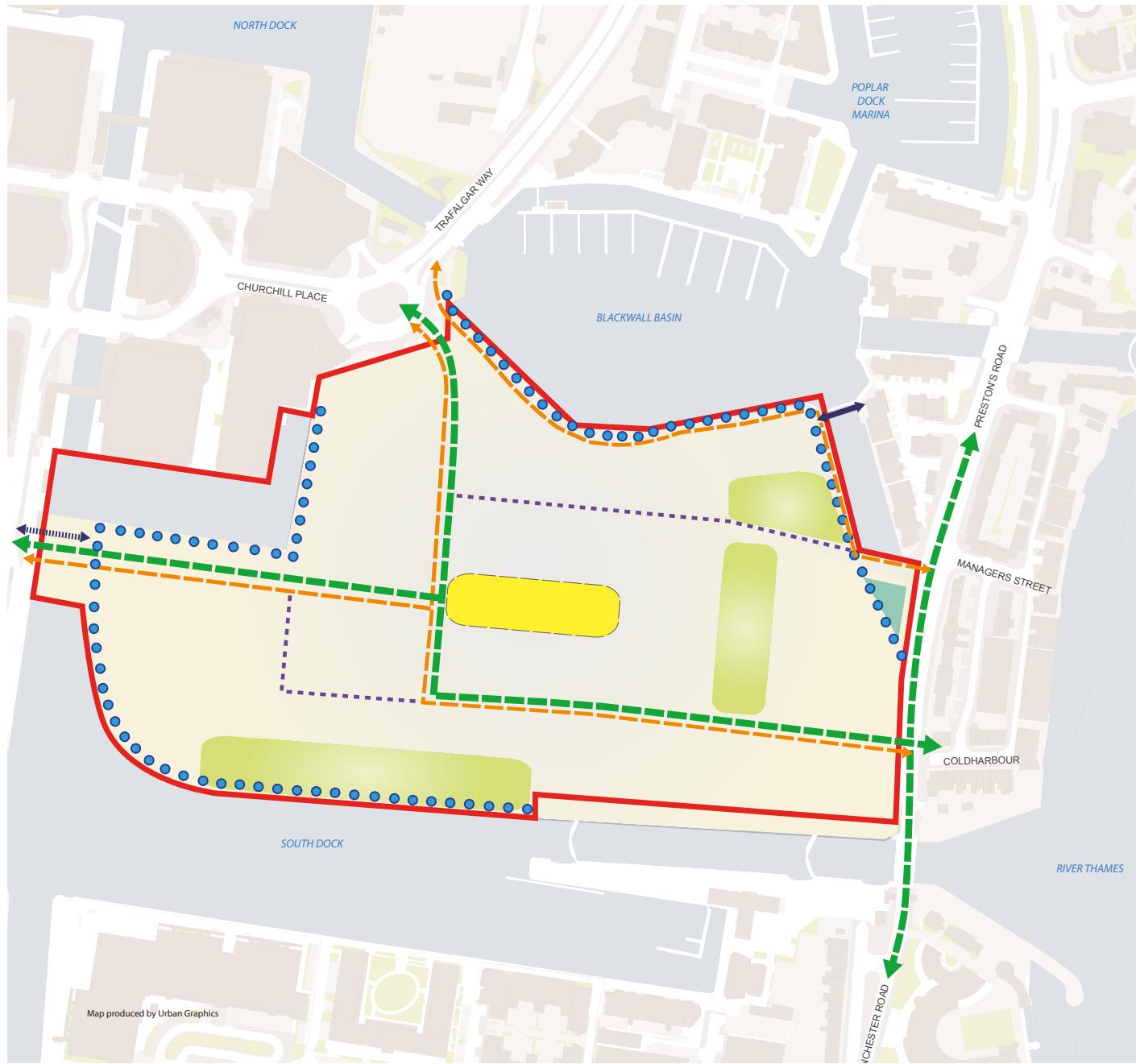
Development will be expected to:

- a. incorporate appropriate building heights, while respecting and being informed by the character of the surrounding built environment and its dockside location
- b. buildings should generally step down from One Canada Square in the west to the existing lower rise environment in Cubitt Town to the east
- c. protect or enhance the Blackwall Basin and former West India Dock walls and other surrounding heritage assets
- d. maximise the creation of family homes
- e. create new east-west and north-south walking and cycling routes. These should align with the existing grid geometry of Canary Wharf to support permeability and legibility, specifically connecting to Canary Wharf and Marsh Wall East
- f. provide a range of new publicly accessible open spaces
- g. integrate the site with the green grid route along Preston's Road, and
- h. prevent excessive overshadowing and enable activation of the riverside by ensuring buildings are stepped back from the water edge.

<b>Address</b>	Preston's Road
<b>Size (hectares)</b>	7.26
<b>Public transport accessibility levels</b>	3-5 (2015), 3-6a (by 2021)
<b>Flood zone(s)</b>	2-3a
<b>Land use requirements</b>	<ul style="list-style-type: none"> <li>● Housing</li> <li>● Employment: comprehensive mixed use development within the preferred office location (secondary) to provide town centre uses including small-to-medium enterprises and large floorplate offices</li> </ul>
<b>Infrastructure requirements</b>	<ul style="list-style-type: none"> <li>● Strategic open space (minimum of 1 hectares)</li> <li>● Primary school</li> <li>● Idea store</li> <li>● Health facility</li> </ul>

### Delivery considerations

- a. The need for the delivery of an idea store will be kept under review alongside the development of the Crossharbour District Centre site allocation and the existing operations of the idea store at Churchill Place to ensure the needs of communities are met in the most appropriate manner and in the most suitable location.
- b. Development should accord with any flood mitigation and adaptation measures stated within the borough's Strategic Flood Risk Assessment and the sequential test.

**Figure 51: Wood Wharf**

4.13: Wood Wharf  
(For illustrative purposes)

## KEY

- Site boundary
- Open space
- Public square
- Enhanced waterspace
- Waterfront walk
- Strategic pedestrian/cycling routes
- Green grid
- Local pedestrian/cycling routes
- Existing bridge connection
- Proposed bridge connection



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