

POPLAR
RIVERSIDE

E14

Poplar Riverside Development Update

November 2024



OUR VISION
2030
TRANSFORMING TOMORROW

St William
Designed for life

01. OUR VISION

Our vision is to be East London's most progressive riverside community, motivating people to be more sustainable and inspiring them to appreciate and nurture the natural landscape they live in.

Highlights



Computer generated image of Phase 1, Park and River View



up to 2,900 high quality homes*



35% affordable housing provision



2.5 acre riverside park



10,000 sq ft urban community square



community hub to be delivered in 2026



secondary School safeguarded into the Masterplan

(*2,800 homes are consented under consented masterplan ref: PA/18/02803 and an additional 100 homes are proposed under Phase 2 & 3 Hybrid Application ref: PA/23/02037)

02

POPLAR RIVERSIDE

The Past

The Limmo Peninsula, Goodluck Hope/Leamouth Peninsula, 1951

The Past



River Lea, South Bromley, 1951

1823

Riverside marshland site bought by Macintosh Family and turned into Market Gardens and family farmhouse.

1864-65

Series of terraced streets were built by Macintosh to create Aberfeldy. The Scottish street names span the alphabet from Ailsa and Aberfeldy to Zetland, and reflect Macintosh’s Scottish background.

1878

Poplar Gasworks established by reclaiming marshland using excavated soil from East India Docks. Gas was both produced and stored on the site which contained three retort houses and three gasholders.

World Wars

Aberfeldy Estate was badly hit by German bombers. Extensive bombing in Poplar led to significant replanning and numerous new buildings among the original Victorian streets.

1950s

Technological improvements in the storage of gas resulted in the gasholders being made redundant, providing the opportunity for the site to be redeveloped.

2010s

Part of the site was remediated and the gasholders were removed. St William has retained three vertical and two horizontal sections of Gasholder 1 so that it can be refurbished and used in the future public realm.

03

POPLAR RIVERSIDE

The Existing Masterplan

Canning Town Station 

The O2

London City Island

East India Station 

Canary Wharf

Poplar Station 

River Lea

**POPLAR
RIVERSIDE**
E14

Tower Bridge

The City

The Existing Masterplan



2,800

mixed-tenure Homes



35%

affordable housing



500m

riverfront walk



2.5 acre park



community centre



Car Club
spaces



commercial offering
to include a nursery,
retail & food
and beverage



space for
secondary school



space for
access bridges



Leven central green
space, green links &
podium landscaping



public square for
community events

Site Plan of Poplar Riverside consented
masterplan (ref: PA/18/02803)

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POPLAR RIVERSIDE

The Masterplan Evolution

Computer generated image of Phase 1 Commercial and Park frontage

The Masterplan Evolution



REVISED PHASE 2 & 3 PROPOSALS PHASE 2 AND 3 HYBRID APPLICATION

The 2019 Hybrid Permission for the next phases of the site (Phase 2 and 3) have now been reviewed. Some key changes are now proposed:

- Up to 2,900 mixed-tenure homes including:
 - More dual aspect homes (+19%)
 - More homes with view of a river or green space (+28%)
- New core designs to accommodate a second staircase in each building, in line with emerging building regulations
- Provision of more quality, usable open space from 7% to 16% (+9%)
- Connectivity within the site and wider connections; further design integration of the future bridge landings

HOMES FOR ALL

		Private Housing	Affordable Housing	Total Homes
Completed	Phase 1	156	219	375
Under construction	Phase 1	268	-	268
Future completions	Phase 2	766	223	989
	Phase 3	699	246	945
	Phase 4	245	78	323
Total		2134	766	2900

Site Plan of Poplar Riverside proposed masterplan (ref: PA/23/02037).
Phase 1, 4, school and park phases consented under existing masterplan (ref: PA/23/02037)
Programme dates indicative & subject to change
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Computer generated image of Proposed Scheme
from across the River Lea (ref: PA/23/02037)

Phase 2 & 3 Hybrid Application



Computer generated image of Proposed Leven
Central Green Space (ref: PA/23/02037)

05

Poplar Riverside

Nature and Green Space

Computer generated image of Poplar Riverside Park Illustrative View

Approach to Landscaping



THE LOWER LEA VALLEY CORRIDOR

The development site's position between the Aberfeldy Estate and the River Lea has influenced the landscape design.

To the south, closest to the existing house estate, landscaping is more formal and garden-like. In contrast, the northern part of the site is more organic, inspired by the site's natural wetland heritage, and proximity to the River Lea Valley.

This part of the site will harness the river's edge as a resource for both recreational activities and improved biodiversity, through which the community will benefit from a renewed connection to the surrounding landscape.

The Lea Valley is a London Wildlife Trust's 'Living Landscape'. London's 'Living Landscapes' are rich in wildlife, highly valued and accessible to people. They provide opportunities for learning and enhance wellbeing. What is good for wildlife is good for people too!

St William has worked with the London Wildlife Trust and LDA Landscape Design to produce a Landscape Ecology Management Plan. This sets out the biodiversity strategy, ecological features and management of the landscape on a site-wide basis.



Updating The Park Masterplan



Site Plan of Poplar Riverside consented Masterplan (ref: PA/18/02803)

PARK PHASE A DETAILED PROPOSALS:

Reserved Matters planning consent for Phase A of the park was secured in May 2024.

A detailed design has now been developed, which includes the following features:

- 1.4 acres of open green space including lawn and large areas of open mosaic habitat
- Gasholder guideframe retained and installed on a new raised platform
- Terraced seating and signage installed at the base of the gasholder guideframe to create a social space

Key features of Park Phase A detailed design:

- Phase A total area at 0.5827 hectares
- Inclusion of the retained gasholder guideframe located on a new raised platform within the park
- A new activated social space at the base of the gasholder guideframe, with information boards and terraced seating
- Amenity lawn for a variety of uses
- Creation of large areas of open mosaic habitat



Computer generated image of Gas Holder Terrace
Illustrative View (ref: PA/23/00527)

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POPLAR RIVERSIDE

Community
and Social Value

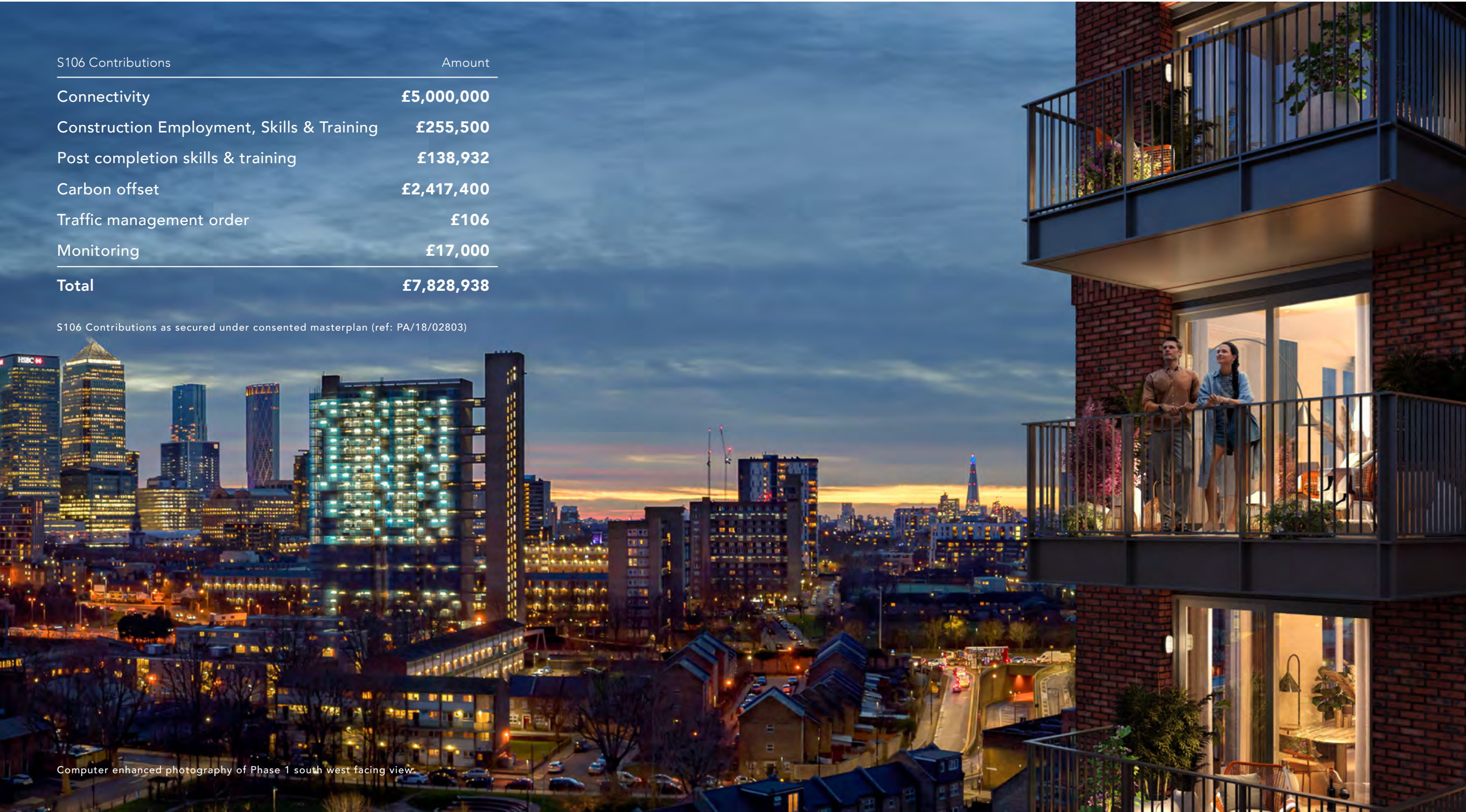
Illustration of Cody Dock, by Tomartacus, local artist, commissioned to create artwork of the area

Contributions

S106 Contributions	Amount
Connectivity	£5,000,000
Construction Employment, Skills & Training	£255,500
Post completion skills & training	£138,932
Carbon offset	£2,417,400
Traffic management order	£106
Monitoring	£17,000
Total	£7,828,938

S106 Contributions as secured under consented masterplan (ref: PA/18/02803)

Computer enhanced photography of Phase 1 south west facing view



Community and Social Value

SHE BUILDS UK

SHE BUILDS UK

St William and She Builds UK partnered to host an exhibition at Poplar Riverside that shines a light on women working in the construction industry.

Neil Perry, founder of She Builds UK, was inspired to launch the campaign when his 7-year-old daughter explained that she thought only men could work in construction. Neil sought to highlight more of the women working in the industry by exhibiting simple portraits alongside a career profile.

The exhibition was hosted in Poplar's newly completed commercial unit, free of charge throughout October 2023.

A series of school visits were held which consisted of a half-day workshop for the students to participate in a building activity, site tour and speak with the teams on site about their work, careers path and experiences.

A number of children returned to the exhibition with their parents with many enquiring about Berkeley's apprenticeship programme.



THE LINE

The Line is East London's public art trail. Connecting three boroughs (Newham, Tower Hamlets and Greenwich). Following the Greenwich Meridian, it runs between the Queen Elizabeth Olympic Park and The O2 on Greenwich Peninsula.

St William supported The Line for a 'Nature in Mind' art installation on the existing Cody Dock Cable Bridge. The bridge lands on the north-western corner of our site and connects with Newham. The Installation is by the late artist Madge Gill, whose brightly coloured, patterned work attracts visitors along the towpath that runs along the River Lea to the north of our site.

The 'Nature in Mind' installation was installed in 2021 and maintenance works have just taken place to keep the art in place until 2025.

Our Vision 2030

TRANSFORMING TOMORROW

At Berkeley Group our passion and purpose is to build quality homes, strengthen communities and improve people's lives. We are innovating, pushing boundaries and taking action to secure we have a long-term, positive impact that is good for our customers, the communities we touch, our business and the world around us.

We transform underused sites into exceptional places and we're also transforming the way we work; embracing technology and raising standards, as we continue to deliver an outstanding customer experience and create high quality homes that delight our customers.

Our Vision 2030 is our ten year plan which sets out how we will achieve this.



Computer generated image of Poplar Riverside Park Illustrative View (ref: PA/23/00527)



TRANSFORMING PLACES

Working with local people and partners we create welcoming and connected neighbourhoods where you can be proud to live.



TRANSFORMING LIFESTYLES

Taking action on climate change and giving you ways to live more sustainably. We're building efficient homes that use less energy over their lifetime, with sustainable travel choices on the doorstep.



TRANSFORMING NATURE

Creating beautiful places with habitats that help nature to thrive, meaning that every site is left with more nature than when we began.



TRANSFORMING FUTURES

Helping people to reach their potential through apprenticeships and training, and programmes supported by the Berkeley Foundation.



Please scan this QR code for more information on how we are Transforming Tomorrow



2,800

homes consented



271

homes completed



20.5

acres masterplan



2045

completion date



November 2024

For further information please contact:
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Computer generated image of Poplar Riverside
Park Illustrative View (ref: PA/23/00527)