The project was conceived as a major urban road improvement extending 20km east from the City of London to the boundary of the new Greater London Authority. The £150m investment by Transport for London was a major contribution to the regeneration of the East Thames River Corridor. In addition to significant engineering works and road improvements, the scheme corridor includes wider environmental enhancements, new public open spaces and parks, public art, new pedestrian and cycle links and ecological areas. CBA was appointed as landscape architects for the whole corridor and also provided environmental services. The landscape component was implemented as a private finance initiative; this Design Build Finance and Operate (DBFO) scheme also included the maintenance and operation of the new and existing road sections over a 30 year period. CBA was responsible for designing the hard and soft landscape elements of the scheme. This involved translation of the A13 landscape strategy into detail designs, liaison with the many local authorities and incorporation of an extensive Artscape project.