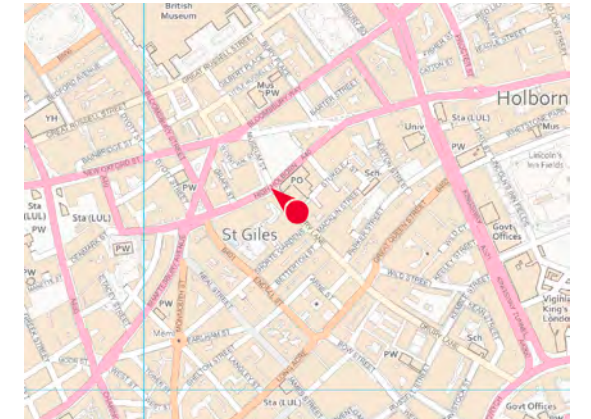


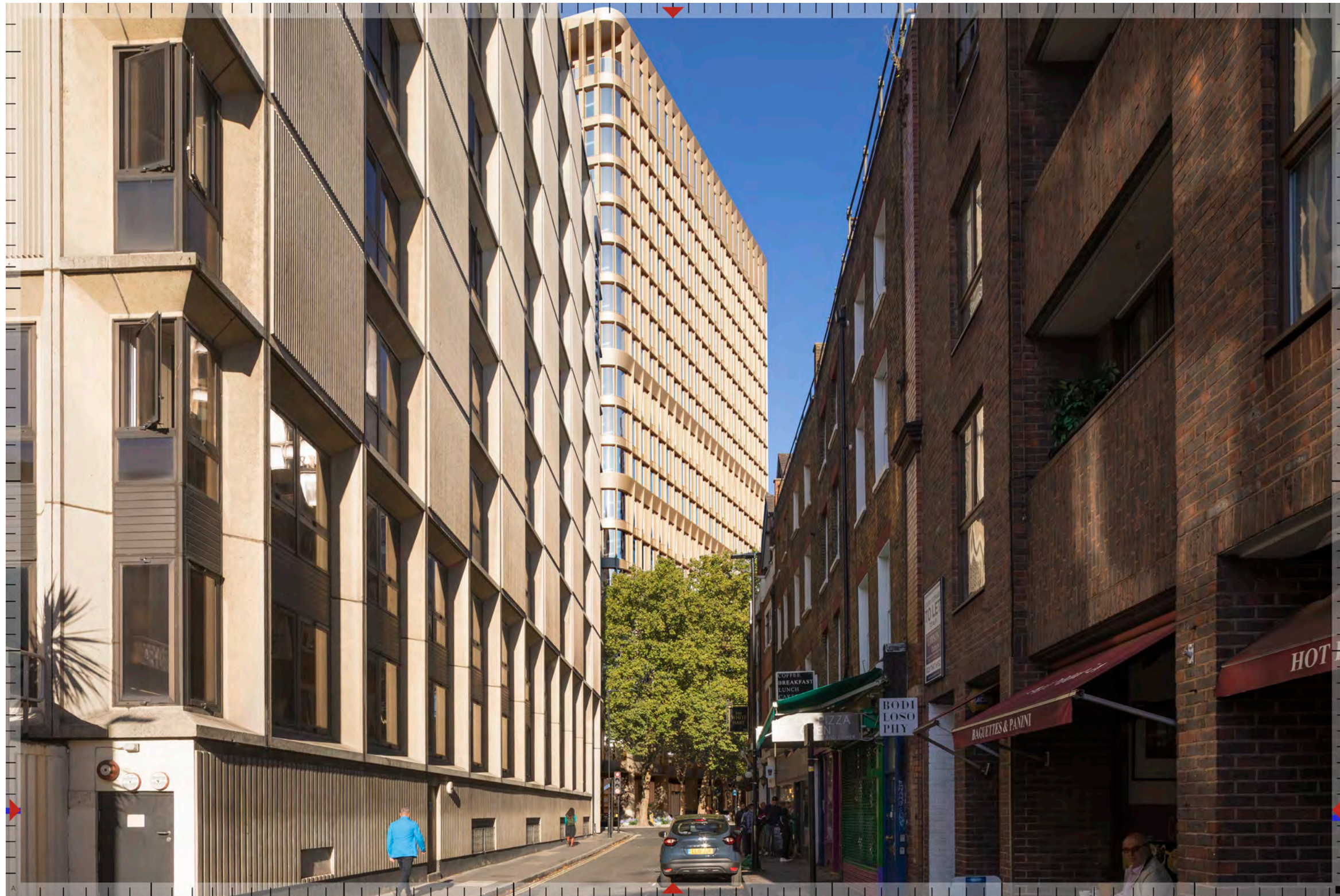
Existing



View as existing

- 5.156 This view is located to the south-east of the Site along Drury Lane, looking north-west. The viewpoint is located in the Seven Dials (Covent Garden) Conservation Area. The view demonstrates the mixed quality and character of the buildings to the south of the Site.
- 5.157 This section of Drury Lane accommodates a range of buildings of different ages, scales and styles. The Travelodge building at the northern end of Drury Lane appears to the left of the view with the existing Selkirk House on the Site in the centre of the view, both robust in appearance and indicating the 20th century character of buildings along High Holborn. In the foreground to the right of the view there are smaller scale nineteenth century terraces with shops at ground level.



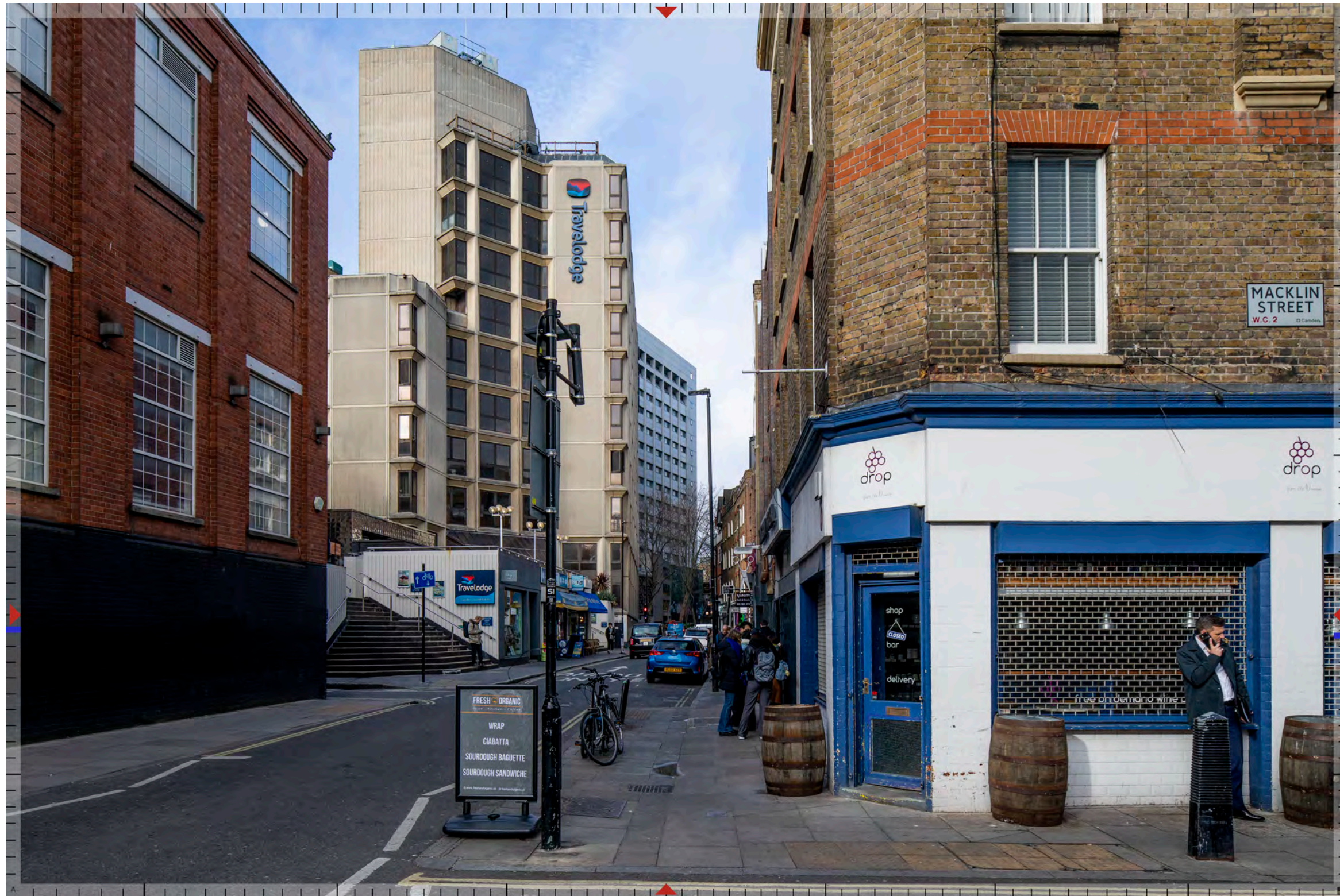


Proposed

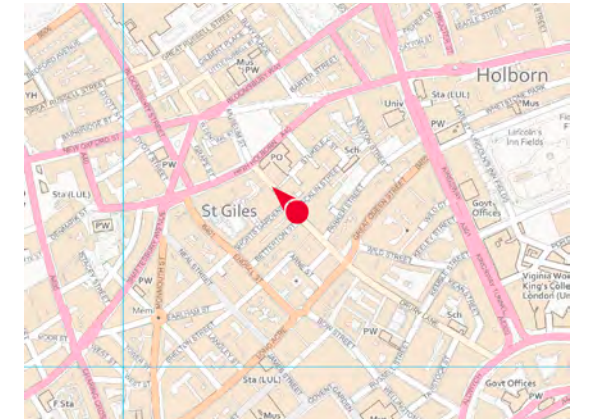
**View as proposed**

- 5.158 The proposed tall element within the Proposed Development would appear prominently on the western side of Museum Street and closing the view at the top of Drury Lane.
- 5.159 The architecture of the proposal would be of much higher quality than the existing podium and slab block. There would be depth and articulation in the facades. The improved materiality of the proposed is also highly visible from this location. The ordered and articulated nature of the elevations are readily appreciated in this view, along with the quality of its projecting cornices.
- 5.160 Overall, the quality of this part of the wider route between Covent Garden and the British Museum would be substantially improved by the Proposed Development.



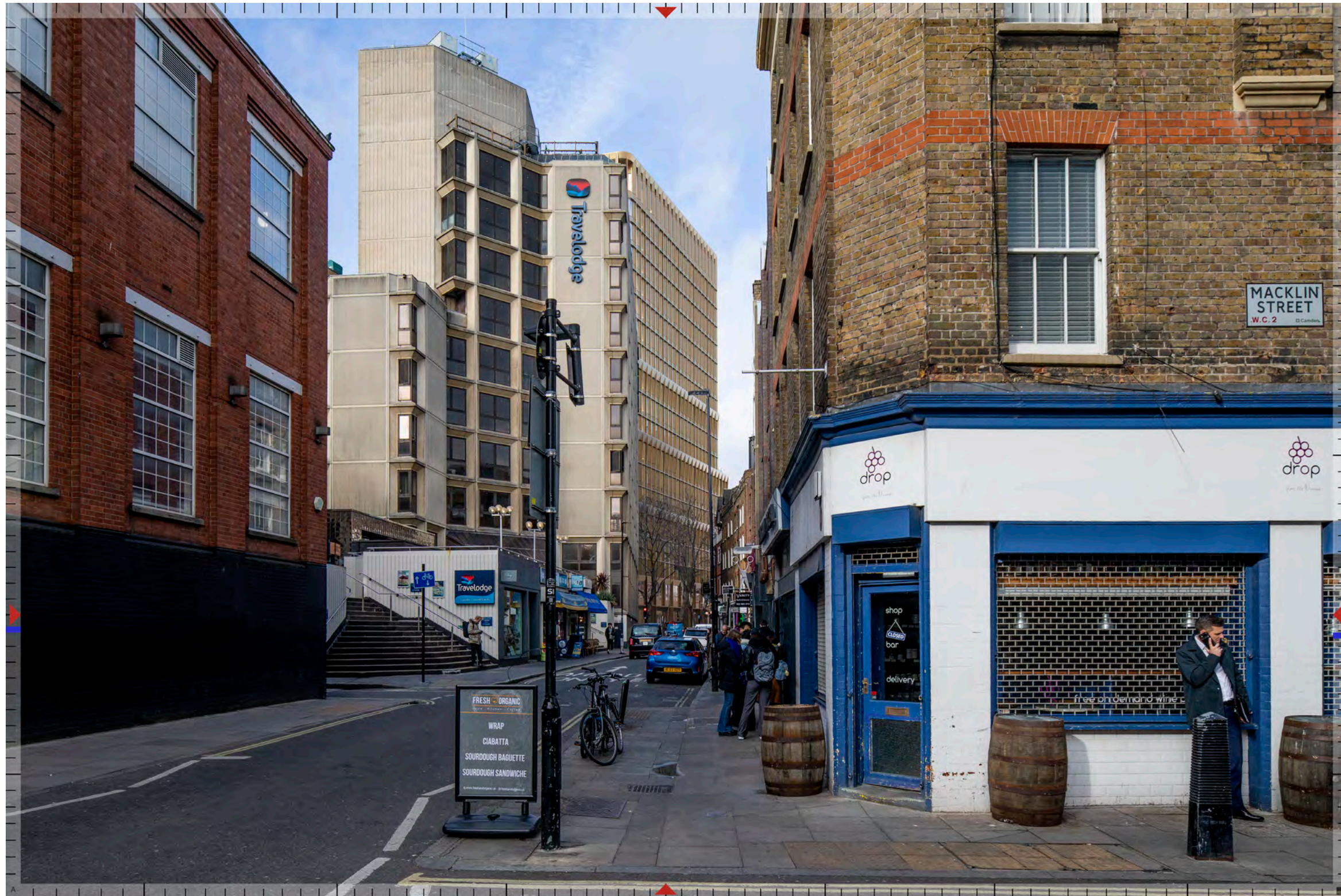


Existing

**View as existing**

- 5.161 This view is located to the south-east of the Site along Drury Lane, looking north-west. The viewpoint is located in the Seven Dials (Covent Garden) Conservation Area. The view demonstrates the mixed quality and character of the buildings to the south of the Site. The quality of townscape moving along Drury Lane is generally inconsistent in nature, owing to the lane's unplanned and narrow character, with many backs rather than frontages of buildings.
- 5.162 This section of Drury Lane accommodates a range of buildings of different ages, scales and styles. The Travelodge building at the northern end of Drury Lane and the existing Selkirk House on the Site appear in the middle of the view, both robust in appearance and indicating the 20th century character of buildings along High Holborn. In the foreground, there are smaller scale nineteenth century terraces with shops at ground level.





Proposed

**View as proposed**

- 5.163 The proposed tall element within the Proposed Development would appear partly behind the Travelodge hotel and at the same apparent height as this building.
- 5.164 The proposals are read as complementary to the character of this view; the proposed building would be of substantially higher architectural quality than the existing Selkirk House. It would have ordered facades, with depth and articulation provided through the projecting elements within the frame and deep corning, and would have a distinctive top on the skyline with its projecting crown.





Existing

**View as existing**

- 5.165 This viewpoint is located on the east side of Drury Lane, at the junction with Great Queen Street. The view is looking north in the direction of the Site. It is located in the Covent Garden Conservation Area.
- 5.166 This section of Drury Lane accommodates a range of buildings of different ages, scales and styles. The view is characterised by 19th terraces in the foreground to the left hand side of the view, but with a mix of 20th century architectural styles on the right hand side of Drury Lane.
- 5.167 The Travelodge building at the northern end of Drury Lane and the existing Selkirk House on the Site appear in the middle distance. These buildings visually close off the end of the road, indicating a change of townscape and road layout.
- 5.168 The quality of townscape moving along Drury Lane is inconsistent in nature, owing to the lane's unplanned and narrow character, with many backs rather than frontages of buildings.





Proposed

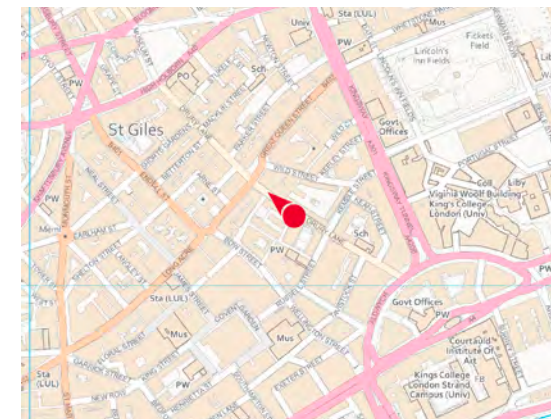
**View as proposed**

- 5.169 The proposed tower within the Proposed Development would appear in the background of the view. It would be understood to lie in the middle distance, rising above the height of the Travelodge seen in front of it.
- 5.170 The proposals are read as complementary to the northern end of this view sitting in an area of separate and differing character to that of the Covent Garden Conservation Area. The Proposed Development further distinguishes Drury Lane from the change in built development as it meets Museum Street, providing a useful marker at the end of Drury Lane.
- 5.171 The proposed tower would be of substantially higher architectural quality than the existing Selkirk House. It would have ordered facades, with depth and articulation provided through the projecting elements within the frame and deep corning, and would have a distinctive top on the skyline with its projecting crown.





Existing



## View as existing

- 5.172 This view is located to the south of the Site on the junction of Martlett Court and Drury Lane. The view looks into the Covent Garden Conservation Area, in the middle-ground of the view, but is located outside its boundary.
- 5.173 This part of Drury Lane comprises larger scale, and footprint, mid and late 19th century buildings. The narrowness of the street is particularly perceptible in this view, as is the character of the lane as a series of mostly rear elevations rather than frontages.
- 5.174 The lane curves up to the north. In the background of the view, the Selkirk House part of the buildings on the Site is visible above the Travelodge building, indicating a different townscape character area of larger scale 20th century development.



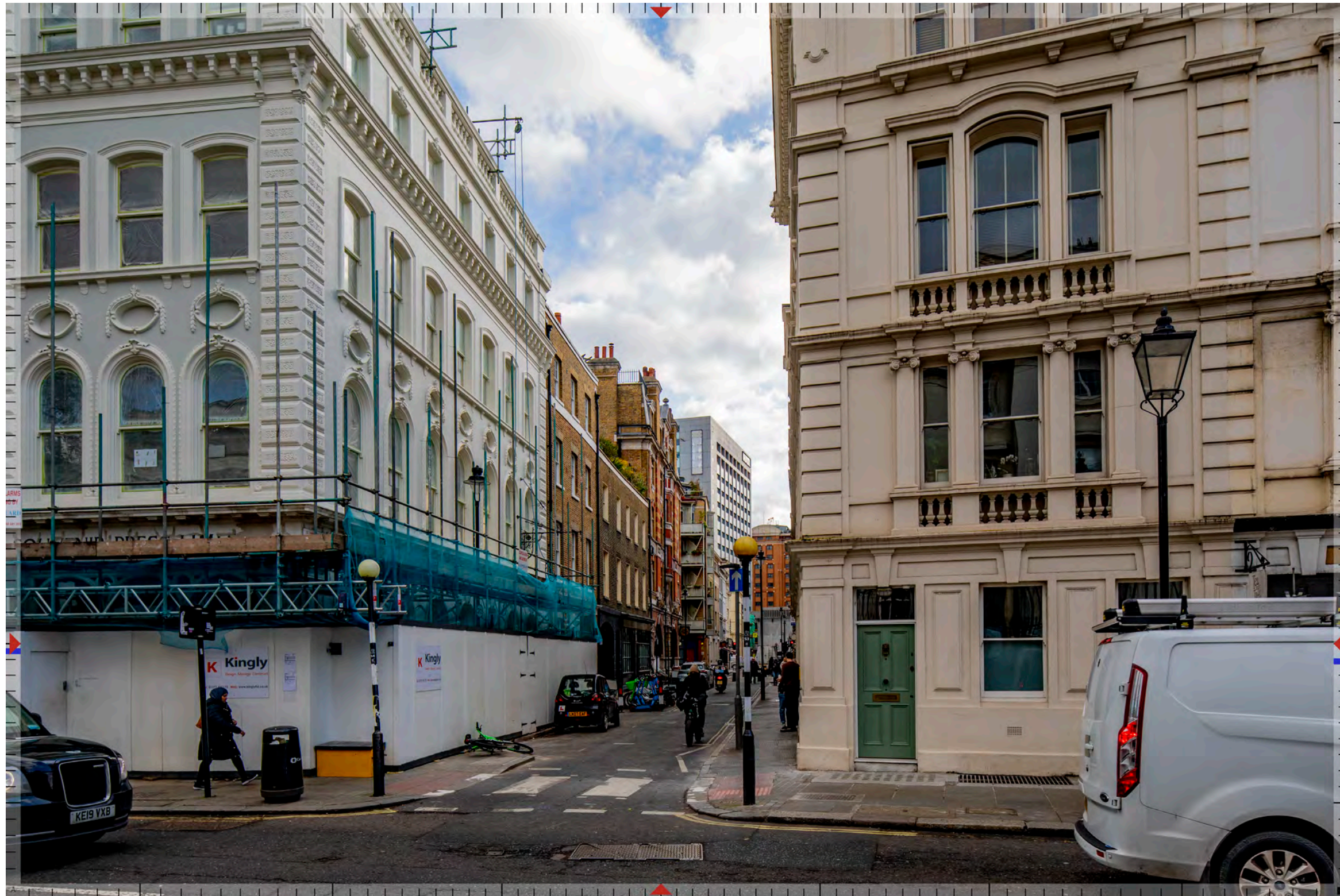


Proposed

**View as proposed**

- 5.175 The proposed tower within the Proposed Development would appear in the background of the view. It would be understood to lie in the middle distance, rising above the height of the Travelodge seen in front of it and sitting at the same apparent height of the buildings on the east side of the road in this view.
- 5.176 The proposals are read as complementary to the northern end of this view sitting in an area of separate and differing character to that of the Covent Garden Conservation Area in the middle-ground of the view. The Proposed Development further distinguishes Drury Lane from the change in built development as it meets Museum Street, providing a useful and well designed marker at the end of Drury Lane.
- 5.177 The proposed tower would be of substantially higher architectural quality than the existing Selkirk House. It would have ordered facades, with depth and articulation provided through the projecting elements within the frame and deep cornicing, and would have a distinctive top on the skyline with its projecting crown.



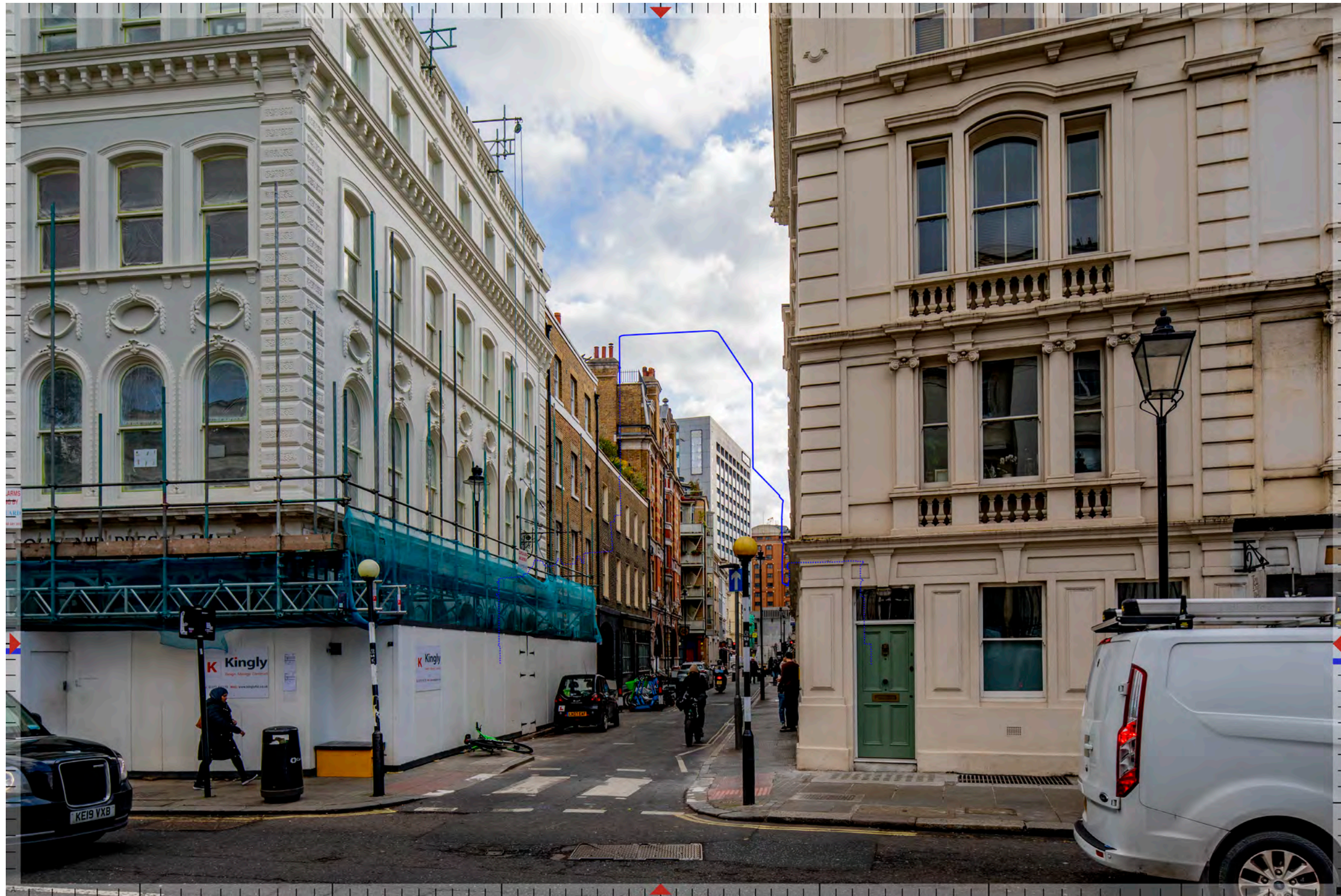


Existing

**View as existing**

- 5.178 This viewpoint is located on Great Russell Street, outside the grounds of the British Museum which sit behind this viewpoint location. It is within the Bloomsbury Conservation Area. This viewpoint is slightly to the west of View 4 (render) and was requested by a community group during consultation.
- 5.179 The view is looking south along Coptic Street, with buildings turning the corner to Great Russell Street framing either side of the image. The townscape along Coptic Street includes a mixture of 19th century buildings in stucco, stock brick and red brick. Although varied in appearance, the consistent building line and similar heights of the buildings lend coherence to the streetscape.
- 5.180 The straight alignment of Coptic Street is such that the view has a directional quality. The focus is disappointing, however, comprising the concrete car park on the Site at lower levels and a non-descript red brick building on High Holborn beyond.
- 5.181 The existing Selkirk House building is visible in the middle distance and to the side of the car park, appearing as a drab building with a somewhat monolithic form.





Proposed

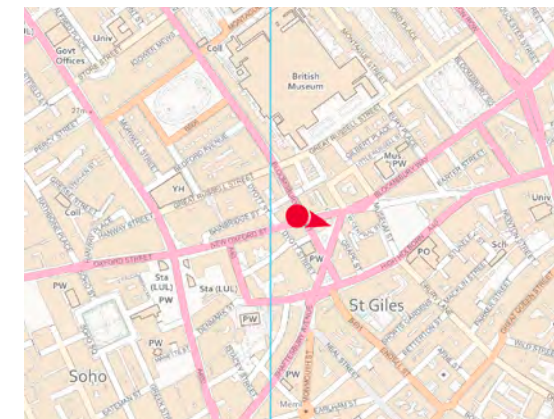
**View as proposed**

- 5.182 The Proposed Development would be visible in the middle ground of the view. It would appear as a modern large scale development, which would be understood to lie south of New Oxford Street and to be distinct from, and to sit in an area of differing urban character to the historic development in the foreground of the view.
- 5.183 The new route through the site, allowing direct access from the viewpoint location to High Holborn and Covent Garden beyond, would be visible. The development would provide high quality and animated frontages to the route.
- 5.184 The stepped massing of the proposed tower would successfully break up its form and scale, and would help it to relate to the heights of existing lower scale buildings in the local area, taking clear datums from surrounding development. The stepped massing and projecting cornicing also provides a clear sense of base, tiered middle and tower element terminating with a generous crown. and the design benefits from a clear hierarchy of forms, and shares an architectural rhythm with the buildings in the foreground of this view.
- 5.185 The tower would appear as a high quality building, with ordered elevations and depth and articulation provided through the frame with its projecting piers and horizontal fins.





Existing



## View as existing

- 5.186 This viewpoint is located on the north-western corner of the New Oxford Street and Bloomsbury Street junction, a busy traffic intersection. The view is looking south-east in the direction of the Site. It is located within the Bloomsbury Conservation Area. This viewpoint is slightly to the north of View 7 (render) and was requested by a community group during consultation.
- 5.187 The foreground is occupied by the road surface of the junction. A small urban block including the grade II\* listed James Smith and Sons building and other 19th century buildings is prominent to the south-east of the junction. Part of the West Central Street urban block appears further east (left in this image).
- 5.188 Large post-war and modern buildings appear further in the background of the view and behind 19th century buildings, including the Post Building and the Berkshire House building on High Holborn. A small part of the existing Selkirk House tower also appears behind the James Smith and Sons urban block.



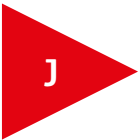


Proposed

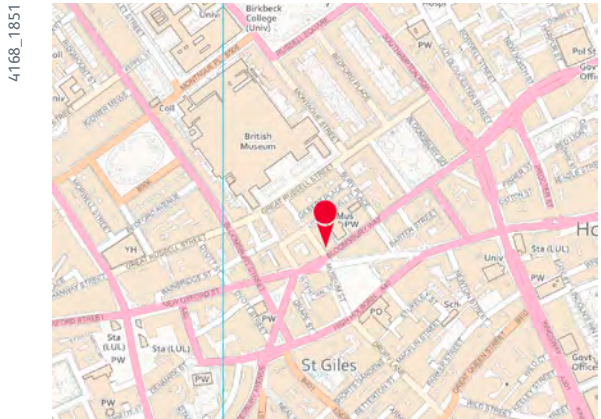
**View as proposed**

- 5.189 Part of the proposed tower element would appear in the middle distance, behind the James Smith and Sons (Hazelwood House) urban block. It would appear distinct from the 19th century buildings further in the foreground of the view, and would form a high quality addition to an existing layer of townscape comprising modern and post-war buildings such as the Post Building and Berkshire House visible on High Holborn..
- 5.190 Although shown in wireline here, the proposed tower would appear as a high quality building, with a distinctive form and ordered elevations. Depth and articulation would be provided through the frame with its projecting piers and horizontal fins, which would be further revealed as the viewer moves east.
- 5.191 The primacy of Hazelwood House would remain unaltered in this view, with its attractive and characterful shopfront providing the main feature of interest.





Existing



View as existing

- 5.192 This viewpoint is located on Little Russell Street and the view is looking west. It is located within the Bloomsbury Conservation Area. This viewpoint is slightly to the east of View 9 and was requested by a community group during consultation.
- 5.193 The view is focused on the north-end of the grade I listed St. George's Church and the grade II listed 5 Little Russell Street. The character of the view is 18th century in its composite elements.



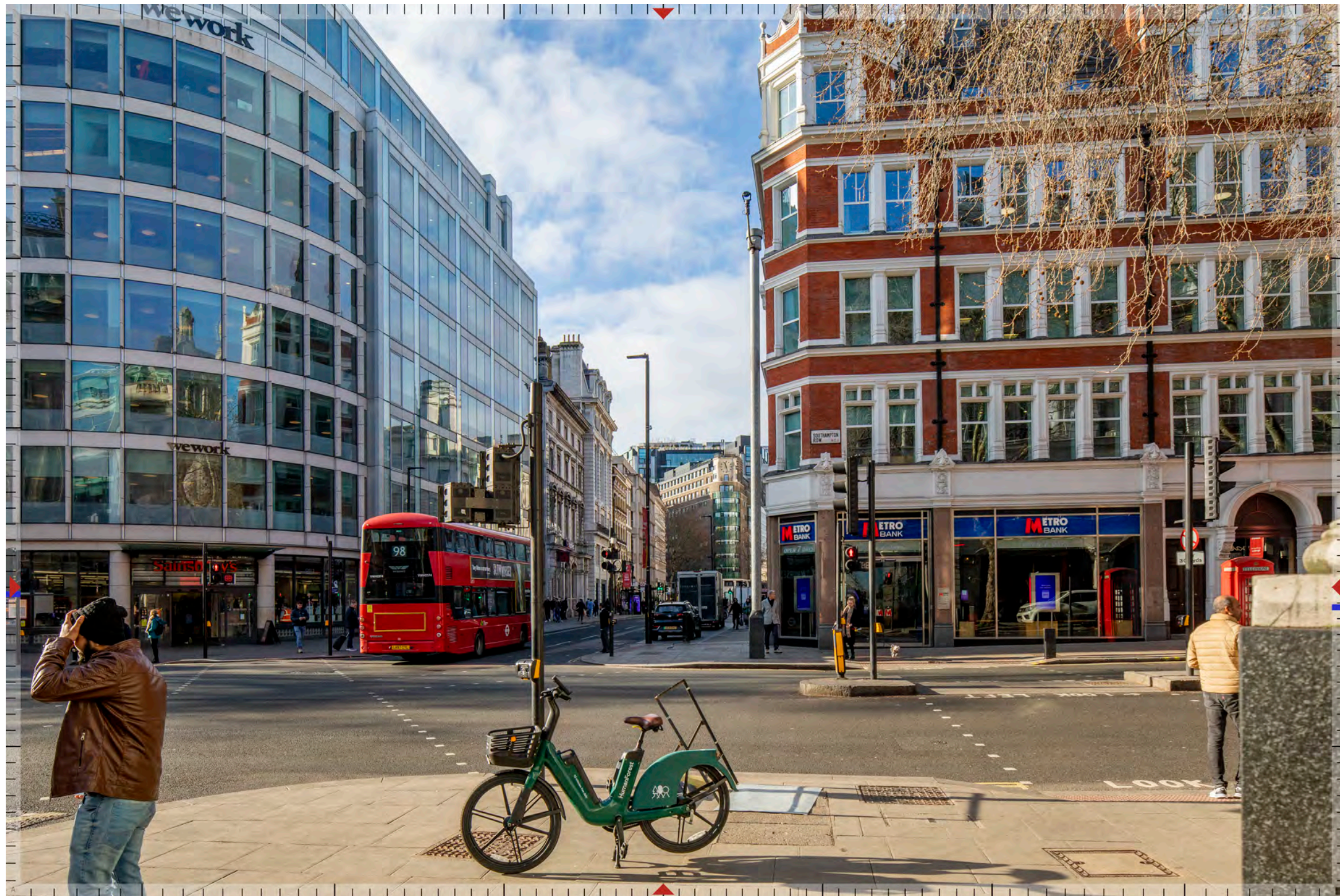


Proposed

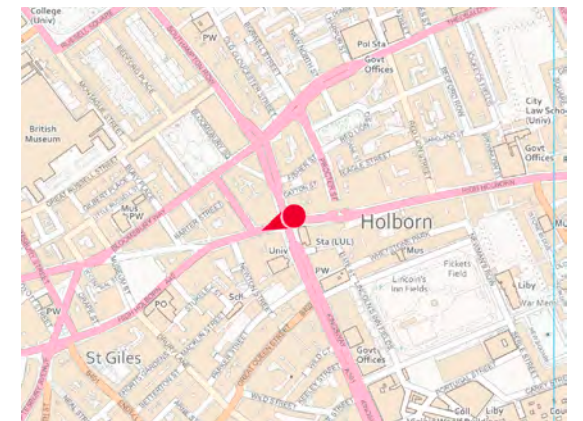
**View as proposed**

- 5.194 The Proposed Development would not be visible in this view (its location behind the foreground buildings is represented by a dotted blue line).



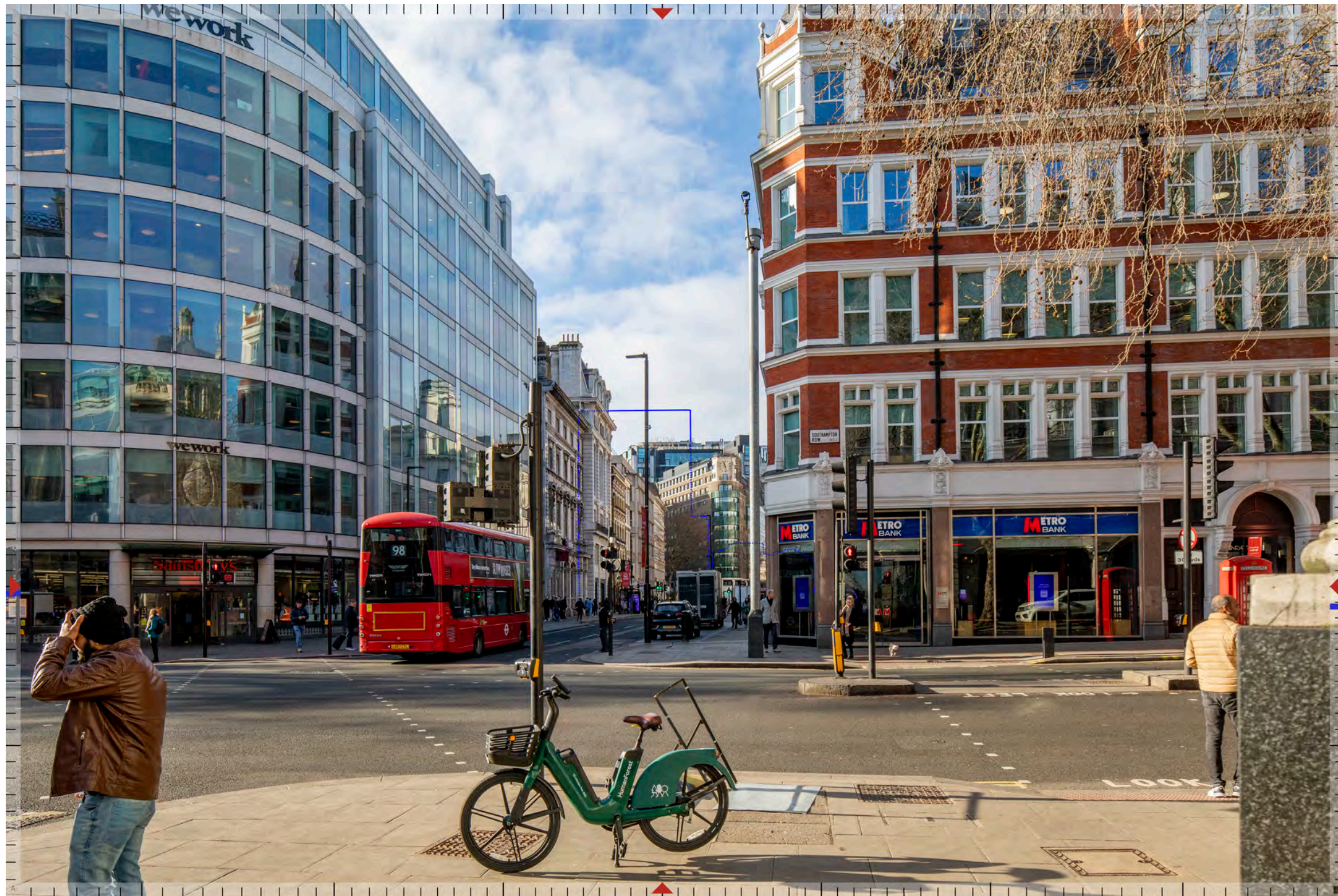


Existing

**View as existing**

- 5.195 This viewpoint is located on the north-eastern corner of the junction between High Holborn and Southampton Row. It is located within the Kingsway Conservation Area. The view is looking west in the direction of the site. This viewpoint is slightly to the east of View 17 and was requested by a community group during consultation.
- 5.196 The immediate foreground is occupied by the road surface of the junction. The south-western corner beyond is dominated by a large scale modern building, nine storeys tall and extensively glazed. A number of listed buildings are visible on the southern side of High Holborn beyond this but are not seen to best effect from this location. The north-eastern corner of the junction is occupied by a red-brick and stone building which, to judge from its appearance, dates from the early 20th century.
- 5.197 Commonwealth House appears in the middle distance and forms something of a focal point. The Post Building rises behind it.





Proposed

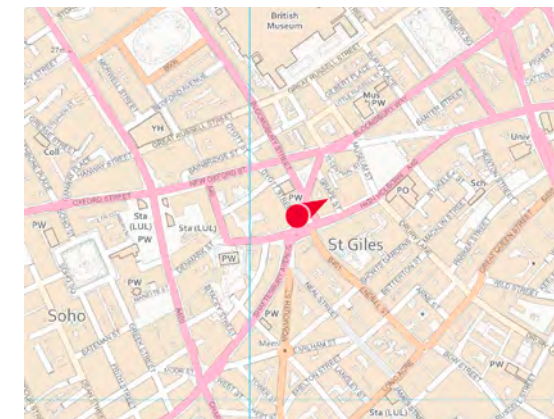
**View as proposed**

- 5.198 Part of the proposed tower within the Proposed Development would appear behind the Post Building. It would be consistent with the existing character of the view and would appear as a high quality background building. The extended top storey, with projection crown, will create a pleasing termination of the part of the building seen in this view.





Existing



## View as existing

- 5.199 This viewpoint is located to the south-west of the Site, at the southern end of Dyott Street as it meets Shaftesbury Avenue. It looks towards the north-east and Selkirk House. The viewpoint location is within the Bloomsbury Conservation Area.
- 5.200 In the foreground of the view are the elaborate late Victorian / Edwardian retail and residential mansion blocks of grade II listed King Edward Mansions and Sovereign House; and the grade II listed Shaftesbury Theatre.
- 5.201 The existing Selkirk House building appears in the background, above the main body of the theatre building and its recent extended element. To the right of the view, the glass and steel elevation of Berkshire House indicates the different character of High Holborn. The character of the view is therefore one in which large scale modern and post-war buildings are seen in the background, distinct from the deeply modelled late nineteenth century buildings in the foreground.
- 5.202 The existing Selkirk House building appears as a drab and unattractive building, sat squat and barely articulated, its grey panels appearing particularly out of character with the surroundings in this view.





Proposed

**View as proposed**

- 5.203 The proposed tower would appear behind the main body of the listed Shaftesbury Theatre and whilst taller than the existing Selkirk House tower, the proposed tower would be of much higher visual quality. Its architectural and material character would be more consistent with the existing character of the view. The proposed development would form part of a background layer of modern and post-war development that is distinct from the historic development further in the foreground.
- 5.204 The proposed tower would appear as an attractive building, with ordered elevations and depth and articulation provided through the projecting piers and horizontal cornices, the rhythm of which has a positive correlation with the foreground mansion blocks. The extended final floor, with projecting crown, would provide it with a distinct top on the skyline.





Existing

**View as existing**

- 5.205 This view is located to the south-east of the site within Lincoln's Inn Fields, looking north-west. Buildings on the Site are not visible within this view. The viewpoint is located in the Bloomsbury Conservation Area at its southern end.
- 5.206 In foreground of the view is the open grass and tree lined edges of Lincolns Inn Fields, a grade II listed RPG. To the northern side of the part, to the right of the view, terraces line the edge of the large square, including the grade I listed Sir John Soane's House.
- 5.207 Larger scale development can be seen in the background of the view, to the west, with the recently constructed Parker Tower on Parker Street emerging in the background of the buildings on the western side of the square. Towards the centre of the image, the upper levels of Africa House are visible behind the tree cover, reaching a slightly higher datum than is prevalent across the northern part of the square. In summer, much of this building would be occluded in this view by leaf growth.





Proposed

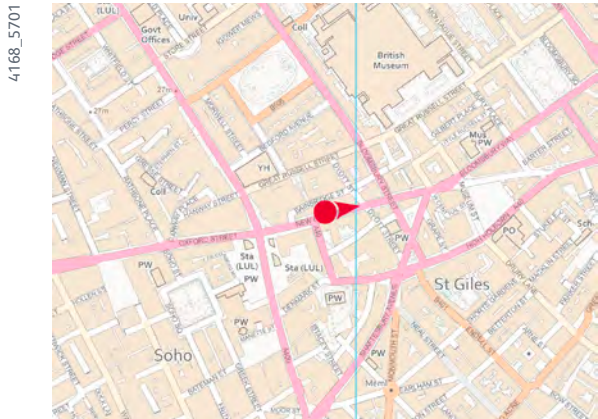
**View as proposed**

- 5.208 The proposed tower element of the Proposed Development would be barely visible through the through the trees / branches between Africa House and Parker Tower, appearing at a lower apparent height than both. The proposed building may be difficult to see with the naked eye in this view. If visible, it would be experienced as a built element consistent with the larger scale background buildings in this view.
- 5.209 During summer months the tower element would be wholly occluded by foliage.





Existing



**View as existing**

- 5.210 This view is located to the west of the Site on New Oxford Street. The view looks east. It is located within the Bloomsbury Conservation Area, with the boundary of the area running along the middle of the road.
- 5.211 The view gives a good sense of the bustle of New Oxford Street, with its continuous pedestrian and road traffic in the day. The view is dominated by a variety of larger scale 20th and 21st century buildings on the southern side of New Oxford Street, with mixed masonry types and steel and glazing. The view captures the long funnelled road character and the sense of enclosure of the space.
- 5.212 Further to the east, the corner of the Post Building is visible. Below this, a small part of the lower, primarily 19th century, frontage on the north side of the site is just visible behind winter trees. Most of the site, however, is occluded by other built development.





Proposed

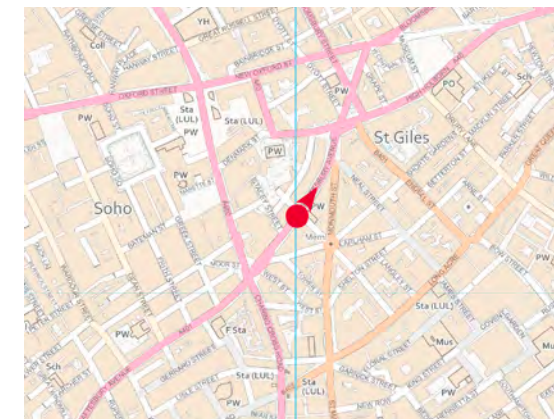
**View as proposed**

5.213 New buildings of the proposed development, including the tower element, will not be visible from this viewpoint. The visible parts of the New Oxford Street buildings will be enhanced through their repair, although will be occluded through most of the year by leaf cover.





Existing

**View as existing**

- 5.214 This viewpoint is located to the south-west of the Site, looking north-east. The viewpoint is located on the boundary of the Seven Dials (Covent Garden) Conservation Area, which continues to the right of the view. It is taken from a pedestrian stopping point in the middle of Shaftesbury Avenue.
- 5.215 In the foreground, the contrasting architectural composition of buildings on either side of the avenue is seen. Larger scale 20th century buildings sit to the north, whilst late 19th century masonry mansion blocks and the Shaftesbury Hospital building sit to the south, holding a lower and consistent height datum along the street.
- 5.216 The view is also characterised by the avenue's trees. These provide considerable verdant leaf coverage in the summer months, changing the character of this view when not in winter.
- 5.217 The existing tower at Selkirk House can be seen in the far background of the view rising above the terrace of four storey brick buildings where the road curves to the north. Where the building is visible, it appears as a low quality architectural element.





Proposed

**View as proposed**

- 5.218 The proposed tower would appear taller and slightly more to the south than the existing Selkirk House tower. Its architectural and material character would be more consistent with the existing character of the view.
- 5.219 Whilst considerably occluded by tree branches in winter months and by leaves in the summer, the proposed tower (where visible) would appear as an attractive building, with ordered elevations and depth and articulation provided through the projecting piers and horizontal fins, the rhythm of which has a positive correlation with the foreground 19th century development. The extended final floor, with projecting crown, would provide it with a distinct top on the skyline.
- 5.220 It would be read as a high-quality, yet background building.



6 Assessments of the effects of the Proposed Development

Architecture, urban design and townscape		
6.1	The Proposed Development would represent a development of substantially higher architectural quality than the buildings currently on the site, and would provide significant benefits in terms of urban design and the public realm. It would relate well to the local townscape character which is characterised by a mixture of large scale modern development, such as the Post Building and Central St. Giles, and mediate well with the lower scale 18th, 19th and early 20th century development in the wider area.	
6.2	The scale and massing of the different elements of the Proposed Development would respond logically to the different contexts addressed by the Site. The preserved and enhanced buildings within the site on New Oxford Street and Museum Street will be improved within the townscape and in the manner in which they appear in views from New Oxford Street and within the Bloomsbury Conservation Area. The taller new buildings within the West Central Street part of the Site would retain the townscape character of the West Central Street block as a whole, whilst also improving the architectural character of the buildings on this part of the Site. These buildings would be located towards the proposed tall element, with little visual impact in views from the north. The six storey height of the 16a West Central Street replacement building would allow it to form a strong corner to the urban block, and respond positively to the increased visibility it would have due to the opening up of the pedestrian route through the Site (Vine Lane). The Vine Lane and High Holborn blocks would be of a comparable overall scale to their neighbours and would carry through the rhythms and proportions of the buildings to their immediate boundaries.	
6.3	While the proposed tower would be greater in height than the existing Selkirk House tower, its stepped massing would break down its overall scale and would help it to relate successfully to the varied heights of other buildings in the local area. The 5th and 8th floor set-backs and projecting cornices would relate to the buildings on Grape Street, West Central Street and the Post Building, while the 11th floor set-back would relate to a general datum height of buildings along High Holborn. This stepped approach would compare favourably to the uniform, slab-like massing of the existing Selkirk House building. The refinements to the taller element, which has moved the proposals away from a tower, to a building more closely to a mid-height building (compared with the nearby Centre Point and more akin to Senate House) more embedded in its context. The prominent entablatures and cornices across the building relates to the themes across C. Fitzroy Doll's designs, and themes that characterise his work, across the nearby area.	
6.4	The massing, form and architecture of the proposed tower would combine to give it a distinctive and attractive appearance. The stepped massing of the tower would be reinforced in the architecture of the building, through the use of projecting cornices to cap each step in the form. The rounded corners of	
		the proposed tower would soften its form and visual character, and would echo the rounded corner towers of local historic buildings.
6.5	There would be a strong sense of order to the architecture of the proposed tower, with a clear base, middle and top part to the building. The elongated height of the top floor, the angling of the fins at this level and its capping with a parapet would result in a distinct 'crown' on the skyline. The taller element's elevations, comprising a regular frame of projecting vertical and horizontal fins with inset cladding and glazing, would have a highly ordered and regular quality, and considerable depth and articulation. The use of a limited palette of materials would make for a cohesive appearance.	
6.6	As set out further in the DAS, the architectural approach across the Proposed Development has been informed by extensive consideration of surrounding historic architecture, particularly the work of C. Fitzroy Doll, and in many respects it would reflect a modern and thoughtful interpretation of the themes evident in his work.	
6.7	Each of the buildings would each have a clear sense of order, with an identifiable base, middle and top. Different materials and elevational approaches would be used from building to building in a manner that would successfully respond to the conditions each building addresses. The elevations of some buildings would be richly textured – for example those of the High Holborn block, which would enliven a varied streetscape on this main road location – while others would be pared down – for example, the relatively simple elevational style of 16a West Central Street with its subtle arch headed openings, would complement the listed building adjacent to it at No. 16 West Central Street and the wider Bloomsbury Conservation Area.	
6.8	The urban design benefits of the Proposed Development would include enhancing permeability in the local and wider area, through the opening up of the new Vine Lane route through the Site; public realm improvements, including proposed hard and soft landscaping along Museum Street; and the provision of strong definition and animation at ground floor level to the streets addressed by the Site. This would significantly improve the appearance of these streets and the pedestrian experience within them and – as Vine Lane, the western part of West Central Street and Museum Street would connect south to Covent Garden and north towards the British Museum – it would also enhance the overall quality of wider pedestrian routes between two important central London destinations.	
6.9	The High Holborn and New Oxford Street townscape character area, within which the Site is located, would be enhanced through the replacement of a slab-like existing tower of poor appearance with a taller, higher quality building with a varied form and elegant elevations. The height of the tower would provide a piece of townscape 'punctuation' along High Holborn, which is otherwise dominated by post-war and modern	
		buildings of a somewhat homogenised height and scale. The Vine Lane, High Holborn and West Central Street blocks would represent well considered and traditionally scaled interventions within the townscape character area's urban form. The public realm and urban design benefits of the Proposed Development as noted above would also substantially enhance the High Holborn and New Oxford Street townscape character area, and would reinforce and amplify the effect of public realm improvements underway as part of the West End Project, in the area immediately west on Shaftesbury Avenue.
6.10	The enhanced permeability and public realm would also be of benefit to the Bloomsbury townscape character area and the Seven Dials and north of Covent Garden townscape character area, as the experience of moving between Covent Garden and Bloomsbury would be enhanced.	
6.11	From these and other townscape character areas, the existing Selkirk House is visible in many views, and it forms one of a number of large scale post-war and modern buildings in the local area which include the Post Building, Central St. Giles and Centre Point; but it is of a notably poorer architectural quality than any of those three developments. While the proposed tower within the Proposed Development would be taller than the existing Selkirk House, and more visible from surrounding townscape character areas, it would be consistent with this existing general character but would be of much higher visual and architectural quality.	
Views		
6.12	As illustrated by the selection of views presented in Section 5, the Proposed Development would enhance short, medium and longer range views in the local and wider area around the Site.	
6.13	In short range views, the buildings within the West Central Street component would contribute to a coherent streetscape with adjacent and nearby 19th century buildings, and the proposed tower, Vine Lane and High Holborn blocks would appear as high quality buildings of a contemporary character relating to the new C21 context in the immediate vicinity.	
6.14	In medium to longer range views, including those from locations within or looking towards heritage assets such as Bedford Square and the British Museum, the taller element would appear in the middle distance in a similar manner to the existing Selkirk House and other large scale post-war and modern buildings such as Central St. Giles and Centre Point. It would appear distinct from, and legibly in a different townscape character area than the historic development further in the foreground of such views; and while taller than the existing Selkirk House, the proposed taller element would be of significantly higher visual and architectural quality.	
6.15	In long distance views from LVMF locations, the Proposed Development would typically form a minor, mostly barely	
		perceptible, element within the view in question and would appear in a manner consistent with the view's existing character, in the background of the view and appearing distinct from landmarks and townscapes of interest further in the foreground. The changes made to the proposed development, to reduce its overall height by two storeys, has reduced its visibility in longer views to the degree that it would be in most cases imperceptible. This is particularly notable in respect of the LVMF location from the centre of Lambeth Bridge, where the proposed development will not appear between the pinnacles or finials of the Protected Silhouette of the Palace of Westminster. In all of these LVMF views, the view's existing character is maintained.



7 Conclusions

- 7.1
- The Site is located between Covent Garden and Bloomsbury, and it addresses two important east-west routes in the form of New Oxford Street and High Holborn. In its existing state – occupied by a drab tower with an undifferentiated form, a car park that blocks movement through the Site, and historic but run-down buildings in the northern part of the Site – it offers little that is positive to the local townscape and views. It is a disappointing piece of the urban fabric given its central London location.
- 7.2
- The Proposed Development would constitute a substantial improvement on the existing situation. It would introduce high quality new architecture to the Site and the local area, would enhance the public realm, and would take advantage of the urban design and townscape opportunities provided by the Site’s location and substantively enhance the character of the historic buildings in the West Central Street block.
- 7.3
- The Proposed Development would have significant urban design and public realm benefits. It would enhance permeability in the local and wider area by opening up a new route between West Central Street and High Holborn, ‘Vine Lane’, which would provide the opportunity to connect north and south through the site to Bloomsbury and the British Museum on the one hand and Covent Garden on the other. New hard landscaping and planting would enhance the quality of the public realm elsewhere around the Site including on Museum Street, also a route between the British Museum and Covent Garden. The streets surrounding the Site would be animated by active frontages. The experience of walking along West Central Street – currently addressed by inactive frontages on the Site, with no natural surveillance – would be particularly improved.
- 7.4
- In respect of the West Central Street part of the Site, the facades of the 19th century buildings on New Oxford Street and Museum Street contribute to the local streetscape but are currently in a poor state through modifications over recent decades. The Proposed Development would appropriately retain and repair these frontages, whilst providing internal and external enhancements which are considered in detail in the LBHS. The buildings at 16a-18 West Central Street, which contribute less positively to the local townscape, would be replaced with new buildings at a scale that would relate well to neighbouring historic buildings, reflect the architectural appearance of the Bloomsbury Conservation Area in a contemporary manner and would help to form a transition to the southern part of the Site and a positive engaging frontage to the new Vine Lane.
- 7.5
- In respect of the Selkirk House part of the Site, while the proposed tower would be taller than the existing Selkirk House, its stepped massing would successfully break up its scale and provide a series of set-backs which would relate to the varying heights of buildings in the surrounding area. The stepped massing and rounded form of the proposed tower, complemented by its projecting cornices and deep reveals, would be distinctive and attractive, and it would be of substantially

- 7.6
- The Vine Lane and High Holborn blocks would be of comparable scale with the buildings around them. Along with the tall element to the south, they would echo, in an appropriately modern way, the architectural approach of nearby historic buildings, providing a reinterpretation of Charles Fitzroy Doll’s architectural approach. The themes that characterise Doll’s work have been pushed further in the later re-designs for the taller building, creating a building of more mid-height character, more embedded in its context, with its pronounced entablatures and cornices and moving away from the previous form of the design.
- 7.7
- The Proposed Development would enhance short, medium and longer range views in the local and wider area around the Site, through the high quality architecture of all its component parts and, in the case of the most visible part of the Proposed Development, through the visually interesting stepped form of the proposed tower, the manner in which this helps to mediate its scale, and the ordered and articulated nature of its elevations. Existing large scale development such as Centre Point, Central St. Giles and the existing Selkirk House building typically appear in the background of views from and including heritage assets in the local area, and the appearance of the Proposed Development in such views would be consistent with this existing character. While appearing taller than the existing Selkirk House in such views, the proposed tower would be of significantly higher visual quality.
- 7.8
- In long range LVMF views, the taller element within the Proposed Development would form a minor addition in the background of the views, consistent with their existing characters. It would have no effect on the Protected Silhouette of the Palace of Westminster. The visibility of the Proposed Development to the side of the Palace of Westminster in the view from the centre of Lambeth Bridge would be minimal, and consistent with its existing character.
- 7.9
- The effect of the Proposed Development on the High Holborn and New Oxford Street townscape character area within which the Site is located would be positive, due to the enhancement of the public realm, opening up of a new route to enhance permeability, and provision of high quality architecture. The new route through the Site and improved public realm would also be of benefit to adjacent townscape character areas (Bloomsbury, and Seven Dials and north of Covent Garden). The effect on these and other townscape characters areas would otherwise largely derive from visibility of the proposed tower, which would be seen as an attractive element in views from these character areas and a very substantial improvement on the visual condition of the existing Selkirk House.
- 7.10
- In conclusion, the Proposed Development would be a high quality and ambitious development which would positively transform an underutilised central London site. The Proposed

Development would improve its immediate and local townscape, would enhance the experience of pedestrians moving between Covent Garden and the British Museum, and would form a high quality architectural element in a range of views.