

5.7 TOWNSCAPE STRATEGY

Townscape Impact Assessment

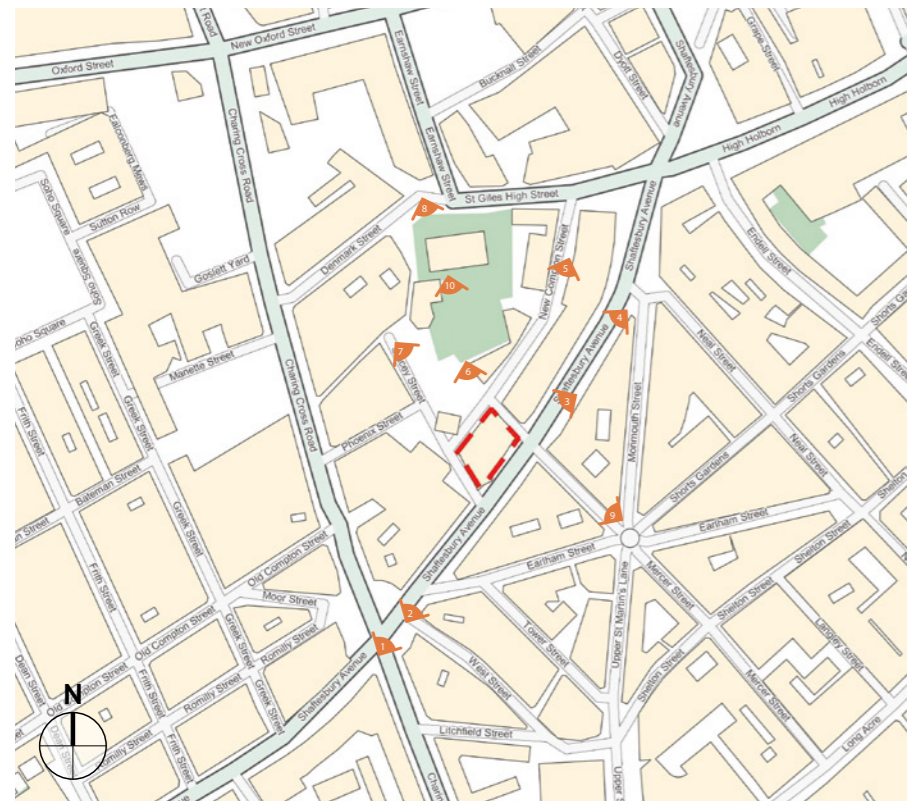
The area around the site is characterized by a mix of low to mid-rise buildings, with some structures adjacent to the site being even larger. The urban environment maintains a pedestrian-friendly scale, fostering a lively street atmosphere and providing a backdrop to the diverse cultural and commercial activities in the area.

The scheme has been designed to minimise the wider visual impact to the local area and in particular the adjacent conservation areas. A Visual Impact Appraisal has been prepared by Montagu Evans on behalf of the Applicant. The study area for the VIA includes both the Site and its wider context radiating from its boundary.

This section summarises the selected views that have been tested. Each view shows the before and after, with 'wirelines' used where sight of the building is obscured. Further analyses of the view can be found in the Visual Impact Appraisal.

Where the building is obscured, building outline is drawn with a wireline:

— Proposed



View 01: Existing



View 01: Proposed (Wireline)

View 01 The viewpoint is located on Cambridge Circus, the junction of Charring Cross Road and Shaftesbury Avenue. The view is representative of sight lines within the West End.



View 02: Existing



View 02: Proposed

View 02 This viewpoint is located 50m to the southwest of the site on Shaftesbury Avenue, at the junction with Earlham Street.

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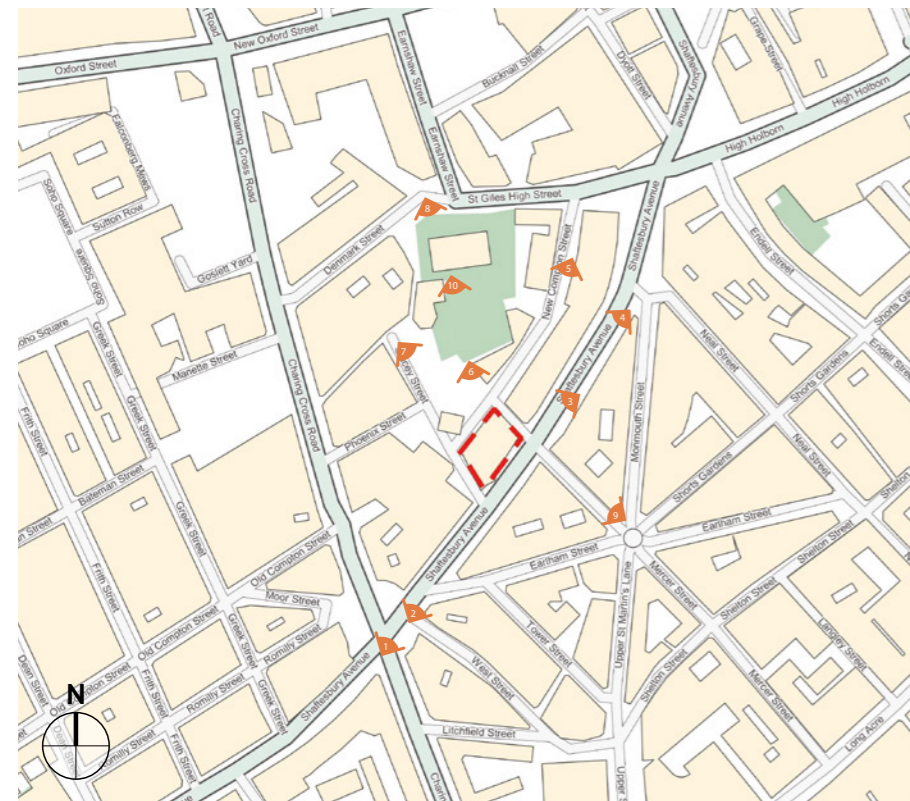
View 03: Existing



View 03: Proposed

Where the building is obscured, building outline is drawn with a wireline:

— Proposed



View 04: Existing



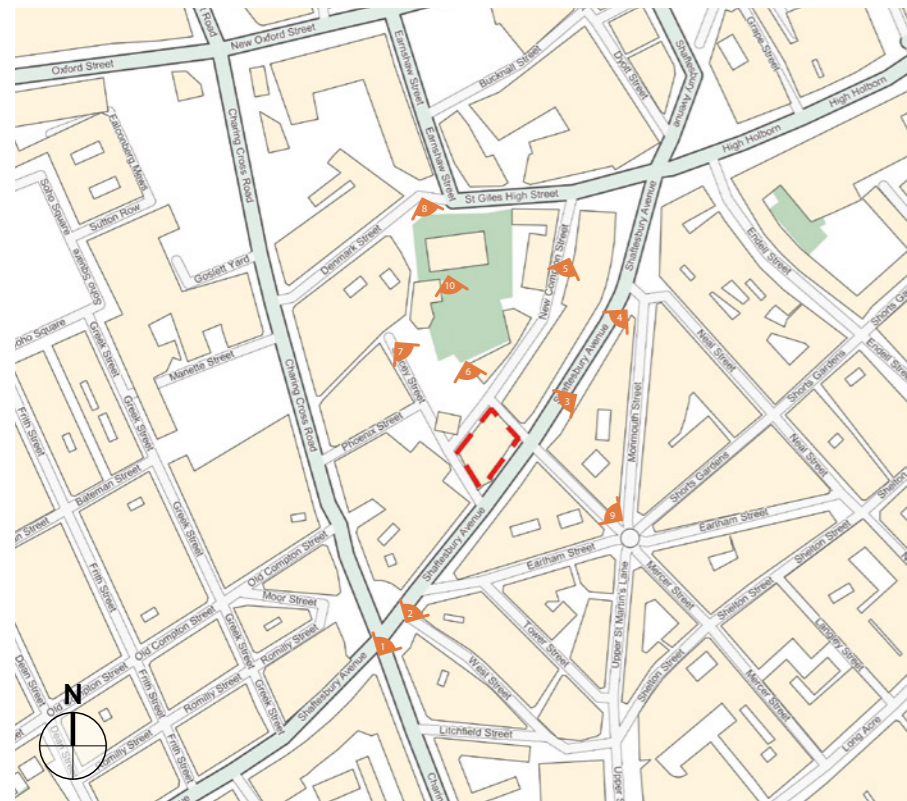
View 04: Proposed (Wireline)

View 04 This viewpoint is located 75m to the northeast of the site on Shaftesbury Avenue, nearer the junction with Monmouth Street.

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Where the building is obscured, building outline is drawn with a wireline:

— Proposed



View 05: Existing



View 05: Proposed

View 05 This viewpoint is located 75m to the northeast of the site on New Compton Street.



View 06: Existing



View 06: Proposed

View 06 This viewpoint is located 50m to the north of the site from St Giles Churchyard.

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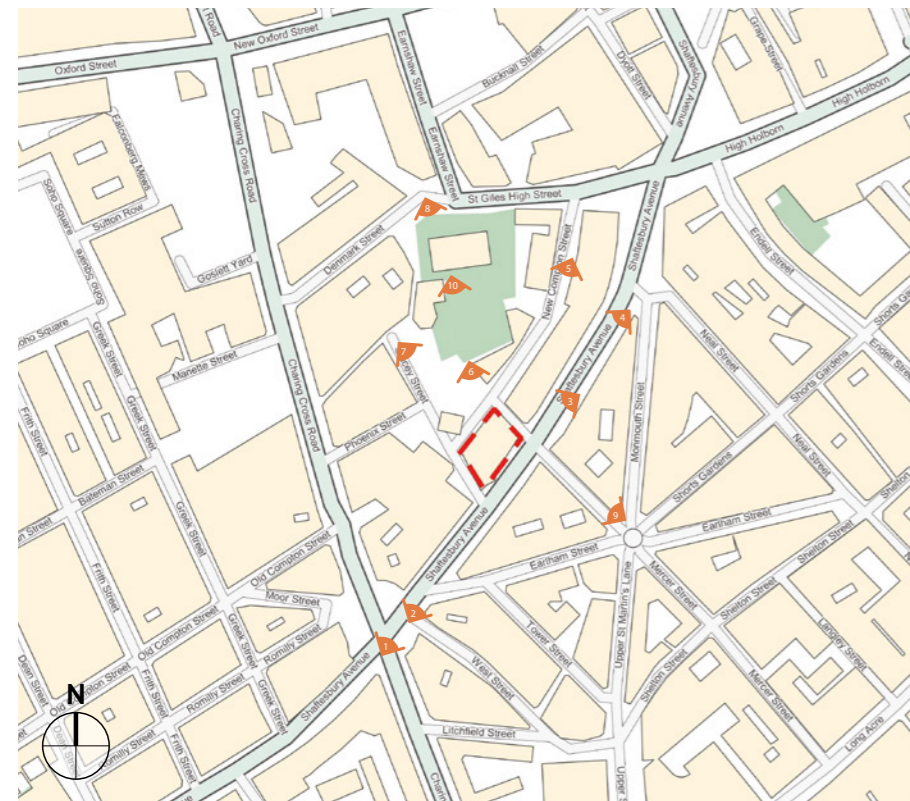
View 07: Existing



View 07: Proposed

Where the building is obscured, building outline is drawn with a wireline:

— Proposed



View 08: Existing



View 08: Proposed (Wirelines)

View 08 This viewpoint is located 150m to the north of the site from the Denmark Street frontage of St Giles-in-the-Fields.