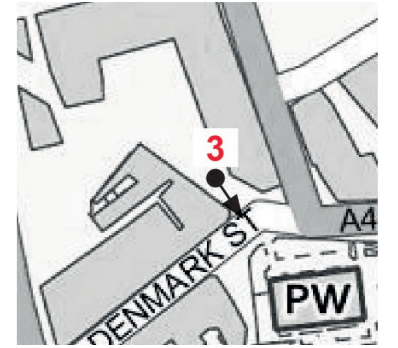




## View 3: St Giles Square (south) - proposed



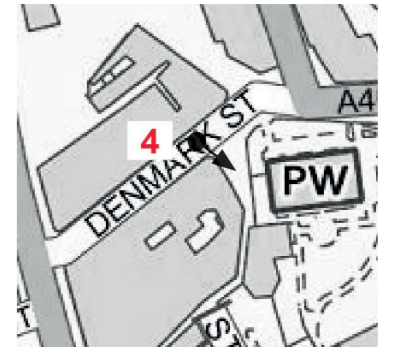
9.17 Depicted as a blue wireline with greater detail shown in the fully rendered Views 1 and 11, a small portion of the upper level of the Proposed Development would be visible in the centre of the view and on the approach towards the Church of St Giles would be quickly occluded behind its roofline.

9.18 From this viewpoint position, during summer months, the Proposed Development would be entirely occluded by trees within St Giles Churchyard. During winter months and similar to Endeavour House, the Proposed Development would be obscured by trees within the St Giles Churchyard with its brighter facade being more recessive in the background of the view and blending to some extent with the sky. In both cases, the tower of the church would remain the focus of the view, with the Proposed Development maintaining its visual hierarchy and remaining subservient to listed buildings in the foreground.

9.19 The Proposed Development would be heavily screened and only its form would be somewhat legible from this viewpoint position within the background of the view. While this visibility is new, it is partial and should be understood in relation to the longer dynamic procession from View 2, from which the existing building upon the Site is visible. The Proposed Development would remain subservient to the church due to the prominence of the spire. It would have a limited impact on the setting of the church and be considered a contextual addition within the wider urban context. The level of change to this view is considered to be very low, with the Proposed Development being generally obscured in the background.



## View 4: Denmark Street - existing



Viewpoint map

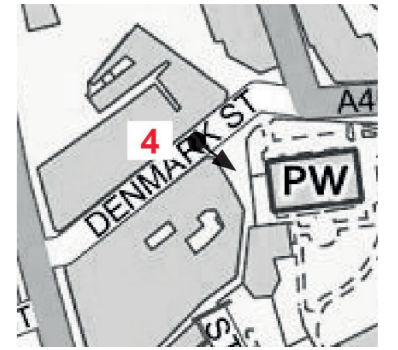
9.20 The viewpoint is located on Denmark Street which joins Charing Cross Road to the west and intersects with Flitcroft Street at the Church of St Giles which forms the focus of the view. The viewpoint is directed towards the tower of St Giles Church and is the principal position from which its significance is most readily appreciated, with its lantern and spire extending above the frame.

9.21 On the right of the view, a sympathetic twentieth century building in dark brick marks the corner of Denmark Street and to its left the principal elevation of the Elms Lester Painting Rooms is visible. In the background of the view, beyond the Lych Gate and to the right of the Church of St Giles, the existing building upon the Site is partially visible and understood in relation to Endeavour House, which is visible on the left, beyond the party wall of a building on St Giles High Street and another building in brick on New Compton Street.





## View 4: Denmark Street - proposed



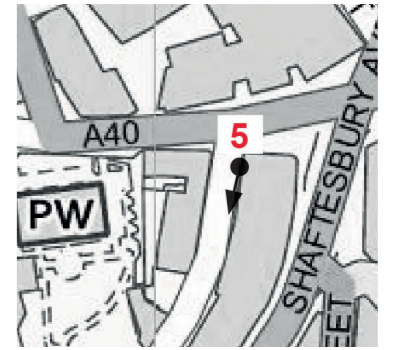
9.22 Depicted as a blue wireline with greater detail shown in the fully rendered Views 1 and 11, the upper levels of the Proposed Development would be partially visible to the right of the Church of St Giles, seen to replace the existing building upon the Site. Highly obscured during winter months, the changes would be understood through an adjustment of tone and rhythm, with the Proposed Development having a more contextual fenestration pattern and materiality, which is particularly expressed at the upper levels. During summer months, it is expected that the Proposed Development would be entirely obscured by the dense foliage of London plane trees within the churchyard.

9.23 Despite an increase in height, the Proposed Development would maintain the visual hierarchy of the view and remain subservient to the Church of St Giles, with no conjunction with the tower and considerable screening of trees within the churchyard. As with the existing condition, views towards the church that take in the Site would be framed by contemporary buildings on Shaftesbury Avenue, with the Proposed Development reinforcing the horizontal datum that defines this boundary to the Denmark Street Conservation Area.

9.24 The Proposed Development would have a limited impact on the setting of the church and be considered a contextual addition within the wider urban context. The level of change to this view is considered to be very low, with the Proposed Development being generally obscured in the background.



## View 5: St Giles High Street - existing



Viewpoint map

9.25 The viewpoint is located at the intersection of New Compton Street and St Giles High Street. The view is directed south towards the Site which terminates the view at the curve in the roadway.

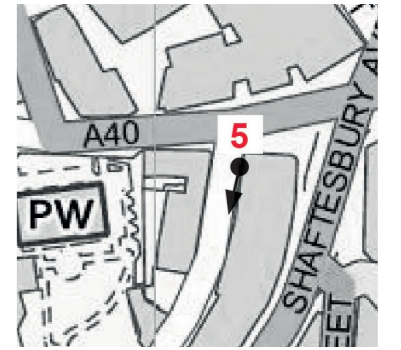
9.26 On the left of the view, Endeavour House is seen at a glancing angle with its prominent west-facing curtain wall reflecting the sky between large portions in stock brick. To its right, Glass House is visible and relatively diminutive, with a prominent shaft in brick rising as a party wall and obscuring the existing building on the Site with its split elevational treatment fully articulated in the view and canted upper levels prominent. Buildings on the right of the view contrast in scale and character, predominantly in brick, they are within the Denmark Street Conservation Area with a post-war apartment block seen to complement earlier terraces despite relatively severe detailing. These buildings obscure the rear elevations of the former Saville Theatre and 125 Shaftesbury Avenue, which become prominent further along this northern approach to the Site.

9.27 The view illustrates the back-of-house character of New Compton Street, with buildings on the left fronting Shaftesbury Avenue providing limited activation both in use and architectural expression to what is otherwise a small residential street.





## View 5: St Giles High Street - proposed

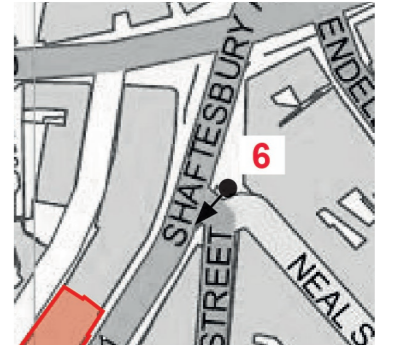


9.28 The New Compton Street elevation of the Proposed Development would be visible in the view, with changes to materiality, fenestration, and massing fully appreciated from this viewpoint position. The view illustrates the balanced approach of the architectural design, with an increase in height correcting the out-of-character canted glazed sections of the existing building, its stepped form corresponding to the upper levels of Endeavour House, Glass House, and the obscured 125 Shaftesbury Avenue. The introduction of brick responds to other buildings on New Compton Street and together with the more regular vertical rhythm of the elevation would be more contextual in general.

9.29 The Proposed Development would be seen to reinforce the character of the view and provide some benefit through the removal of canted glass elements of the upper levels of the existing building. The level of change to this view is considered to be moderate, with the Proposed Development being a positive addition to the area of an appropriate scale and character.



## View 6: Shaftesbury Avenue / Neal Street - existing



Viewpoint map

9.30 This viewpoint is located at the intersection of Neal Street, Monmouth Street, and Shaftesbury Avenue. It is oriented south-west along the avenue and towards the Site, representing part of the treelined northern approach from Princes Circus towards Cambridge Circus.

9.31 On the left of the view, an entry to Seven Dials is visible along the extension of Monmouth Street, separated from Shaftesbury Avenue by a late Victorian development in red brick and terracotta which is characteristic of this side of the avenue. The centre of the view is taken up by Shaftesbury Avenue itself, with the existing building upon the Site visible between Glass House and the former Saville Theatre, which is seen at an acute angle. Both Glass House and the existing building upon the Site appear incongruous in the view, the former due to its post-war styling, and the later due to the expansive and projecting curtain wall which draws attention away from more significant development within the Seven Dials Conservation Area and on Shaftesbury Avenue due to its highly reflective material and out of character green tint.

