

Representative Viewpoint 4 – View from Store Street (Winter Conditions – 4 December 2024)

Existing Baseline Situation (updated)

6.34 This view again looks westward along Store Street towards the Site buildings as well as Tottenham Court Road and Windmill Street beyond. Under winter conditions a little more of that part of the curved redbrick frontage of 10 South Crescent can be seen from this viewpoint, albeit still behind Store Street's succession of street trees with reduce foliage. To the left of the view's centre the view opens up more under these conditions onto Tottenham Court Road, here one can make out the façade of the Grade II listed Rising Sun Public House. To the left and also right of the Rising Sun Public House, the mix of different buildings on Windmill Street and then along Tottenham Court Road (including 47) can be seen to the townscape backdrop, albeit only slightly more visible under winter conditions and the reduced leaf cover of intervening street trees. The main townscape element of this view's right-hand (southern) side is again 22 Store Street and 226 Tottenham Court Road. Both represent part of the existing more historic buildings on Site with a positive contribution to the townscape. However, to the right of this the unappealing 1990s glazed link building on Site is visible along Alfred Place. These facades and roof line of the Site buildings are slightly more visible under winter conditions from this viewpoint.

Sensitivity

6.35 This view is of **Medium Value**, irrespective of changing seasonal conditions. The experience of views and visual amenity is likely to be of some importance to pedestrians and road users travelling along Store Street. The visual receptor has a **Medium Susceptibility** to change and a **Medium Sensitivity**.

Effect on View (updated)

6.36 The proposed introduction of a new link building / entrance façade on Site that fronts Alfred Place will be visible as a minor visual component found this view's middle ground, which would be visible under both summer or winter conditions. Again, the new infill seen in this view would blend into the existing row of buildings that currently line the western side of Alfred Place due to its quality and considered scale, building line, proportions and fenestration pattern. Which would replace that existing obtrusive minor part of this view, which that out-of-character modern glazed link building as existing. As has been previously described, the well-designed proposed new roof pavilion element for the host building on Site is to be built in a complementary turquoise/blue material and set-back recessively from the parapet line. Again, it will only represent a minor change to a small part of this view that will during the year be screened / filtered in part by street trees and the proposed roof planting. The updated winter visual further illustrates this; where this roof top element would be seen in this view as a comfortable and deferential addition to the host building, albeit slightly more visible with a reduced leaf cover to intervening street trees. This change would integrate within the prevailing building heights and varied roofscape of the townscape as seen in this view. Under both summer and winter conditions the magnitude of change for this view would be **Low**, and the type of effect would be **Neutral** with no overall harm or improvement.



Figure 6.9: Representative Viewpoint 4 – Existing



Figure 6.10: Representative Viewpoint 4 – Proposed