

## 7.11 Visual Impact and Townscape Studies

### View Fifteen: Rochester Road

This view is taken from Rochester Conservation Area looking south-east towards Agar Grove Estate.

The existing Lulworth House is visible in the distance beyond the intervening Camden Square Conservation Area. However, its visual impact is limited given the distance and dominating character of the foreground. The proposed extensions to Lulworth House will increase the overall massing of the building; however, the increased visual impact is very marginal given the distance and mitigated by the significant improvement to the appearance of the building.



15 - Rochester Road

### View Sixteen: Agar Grove

This view is taken from the northern side of Agar looking south-west towards Agar Grove Estate.

The existing view is dominated by the existing Lulworth Houses but in overall terms has a wide and open aspect as a result of the railway cutting and low lying development along Camley Street and within Agar Grove itself.

The application proposals will result in a significant increase in mass within the Estate; however, the general scale of the proposed buildings is commensurate with the character of the wider area and sits comfortably along Agar Grove and Camley Street. The extensions to Lulworth House and the proposed 18 storey Block B will be highly visible in this view; however, the generally open aspect of the skyline will remain due to the lack of built development along the railway cutting / Camley Street.

The overall impact of the new and extended buildings is mitigated by the townscape benefit of repairing

the Agar Grove frontage and overall high-quality appearance of the development, whilst the setting of the Conservation Area is not unduly harmed and the designated area remains a clearly legible part of the wider townscape.



16 - Agar Grove