



View 6: High Holborn – opposite Red Lion Street

Existing

- 6.21 This viewpoint is on the south side of High Holborn, to the east of the Site. This viewpoint is from a similar position as for view 7, but from closer to the Site. The viewpoint and foreground are within the Bloomsbury Conservation Area. The grade II no. 233 High Holborn is visible to the right of the light column, towards the left of the image (facing).
- 6.22 The busy road and group of red brick commercial buildings to the right of the image dominate the foreground. The latter includes no. 72 the Old Red Lion pub, no. 73 to 78, and no. 79 - 80 with decorative stone dressings, which adjoins the Site. Beyond these, to the left of centre of the image, is the street tree in front of the Site. The upper floors of Templar House (on Site) are visible behind the street tree and no 79-80.



View 6: High Holborn – opposite Red Lion Street

Proposed

- 6.23 The Proposed Development will be a welcome addition to the north side of High Holborn contributing to a sense of place along this busy route. The three distinct elements of the commercial block are evident, the base following the prevailing building line and ridge line / parapet along the street; the second level set back at an angle horizontally so that it recedes into the Site towards the east in this oblique view (providing a dynamic quality to the elevation); and the set back mirrored glass curtain walling clad volume above.
- 6.24 There is a clear vertical hierarchy to the building which articulates the massing ensures an appropriate visual relationship with the buildings in the foreground.



View 7: High Holborn / Chancery Lane

Existing

- 6.25 This viewpoint is on the south side of High Holborn, close to the junction with Chancery Lane. The viewpoint and foreground are within the Bloomsbury Conservation Area.
- 6.26 The foreground comprises the busy road and commercial buildings of a varied age and style. The distinctive silhouette of MidCity Place is evident just left of centre of the image. Beyond, nos. 73 - 78 and the building on Site are visible behind and above the two street trees.



View 7: High Holborn /
Chancery Lane

Proposed

- 6.27 The commercial block of the Proposed Development will appear at a similar height to MidCity Place in the foreground, from this viewpoint. It will be a welcome new addition to the north side of High Holborn contributing to a sense of place along this busy route. The high quality design will provide a robust frontage to High Holborn.



View 8: High Holborn / Gray's Inn Road

Existing

- 6.28 This viewpoint is on the north side of High Holborn, close to the junction with Gray's Inn Road. The middleground is within the Bloomsbury Conservation Area.
- 6.29 The foreground comprises the busy road and a variety of modern commercial buildings, no. 326 to the left to the image, being the most noticeable. The distinctive profile of MidCity Place is visible to the left of centre of the image at the bend in the Street. Beyond is no. 73 to 78 (adjoining the Site) and the upper floors of the building on Site are just visible beyond this.



View 8: High Holborn / Gray's Inn Road

Proposed

- 6.30 The commercial block of the Proposed Development will appear at a similar height to MidCity Place from this viewpoint, terminating the view along the street at the bend in High Holborn. It will be a positive feature in the distance.



View 9a: Sandland Street

Existing

- 6.31 This viewpoint is from the centre of Sandland Street, in front of the road island with the grade II listed cast iron water pump, looking west in the direction of the Site. The viewpoint and view are within the Bloomsbury Conservation Area. The brick flank, right of centre (facing) is of the grade II listed terrace on Bedford Road and there is a single grade II listed terraced house on the opposite side of Sandland Street (left of centre).
- 6.32 This view is of a relatively cohesive townscape derived from the common use of materials and its (originally) residential character. The four storey terraced building with commercial ground floor terminating the view along the street is no. 65 Red Lion Street.



View 9a: Sandland Street

Proposed

- 6.33 The Proposed Development is visible but not very noticeable. The articulated corner of the gridded return elevation of the upper two floors of the 11 storey element of the residential block can be seen against the sky towards the centre of the image.



View 9b: Sandland Street

Existing

- 6.34 The foreground is dominated by the roadway and junction with Bedford Row, and no. 44 is prominent to the right (facing). The rear of MidCity Place is visible to the left towards the centre of the image. The altered 19th century terrace nos. 65 and 66 Red Lion Street terminate the view along the street (Eagle Street is visible to the right), with the flank of no. 28 to 34 Eagle Street just visible above.



View 9b: Sandland Street

Proposed

- 6.35 The Proposed Development is visible but not very noticeable. The corner of the gridded return elevation of the upper two floors of the 11 storey element, and part of the flank of the 14 storey element of the residential block can be seen above MidCity Place and against the sky towards the centre of the image.