

## 10.0 TOWNSCAPE & VISUAL ASSESSMENT

- 10.1 The following section provides a detailed assessment of how the proposed development performs in local townscape views.
- 10.2 2 viewpoints were chosen to analyse the visual effect of the proposed scheme on nearby townscape receptors. The map in Fig. 10.3 shows the location of the viewpoints selected and the following pages provide assessments of these views.
- 10.3 Each assessment consists of a fully surveyed photograph showing the existing condition and a second photograph showing a computer model accurately superimposed onto it, rendered to produce a photorealistic view. A further photograph shows an enlarged version of the photomontaged condition. The viewpoints are the positions from where the Accurate Visual Representations (AVRs) have been produced. The methodology for the production of these views can be found in Appendix 1.
- 10.4 The consultancy has assessed the visual effect of the proposed development on the local environment, making use of both the quantitative and the qualitative material. The consultancy has considered all the views in real time over several site visits. The observations have been related in writing, in conjunction with the rendered AVRs created by AVR London to give the reader a real sense of the visual effect of the proposed development. The written work includes both objective and subjective commentary. The assessment is not of the two dimensional photographs but of the interpretation of the likely effect using the images as a tool. There is, however, no substitute to actually visiting the site with this document to hand, which is highly recommended.
- 10.5 It has been ensured that the redeveloped roof level is not apparent from the ground level from within Grape Street. Views from the extreme ends of Grape Street are most significant and exclude visibility of the proposed roof. The proposed roof is invisible from the southern pavement of Holborn (View 1). In this case, the barrier of the busy traffic (Figs 10.1 and 10.2) and the glimpse nature of the view clearly makes the view less than significant. The images on this page illustrate the level of disturbance when taking in these glimpsed views.



Fig. 10.1: View No 1 showing normal traffic acting as a barrier.



Fig. 10.2: Viewpoint no 1, context photo showing traffic.



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10.6 The following verified views have been assessed:

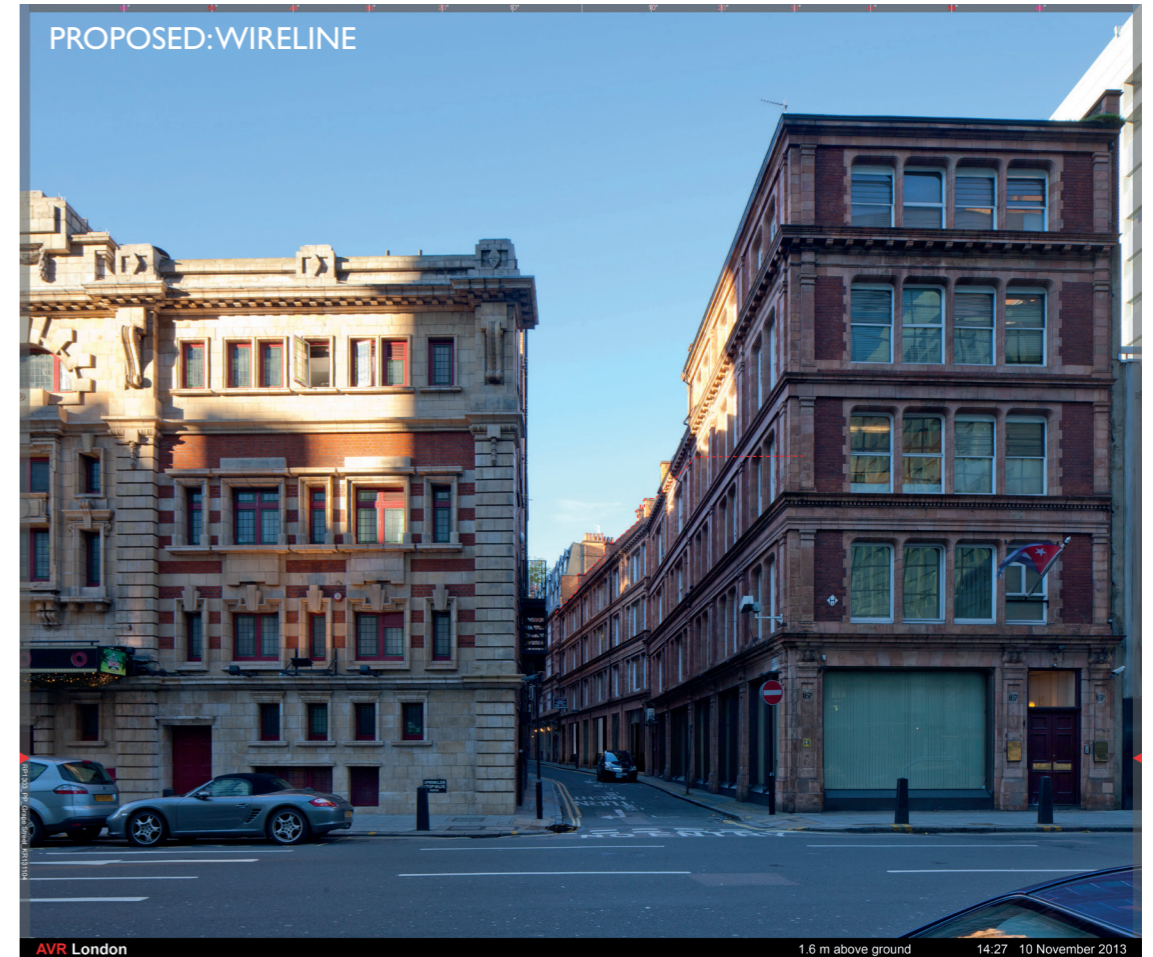
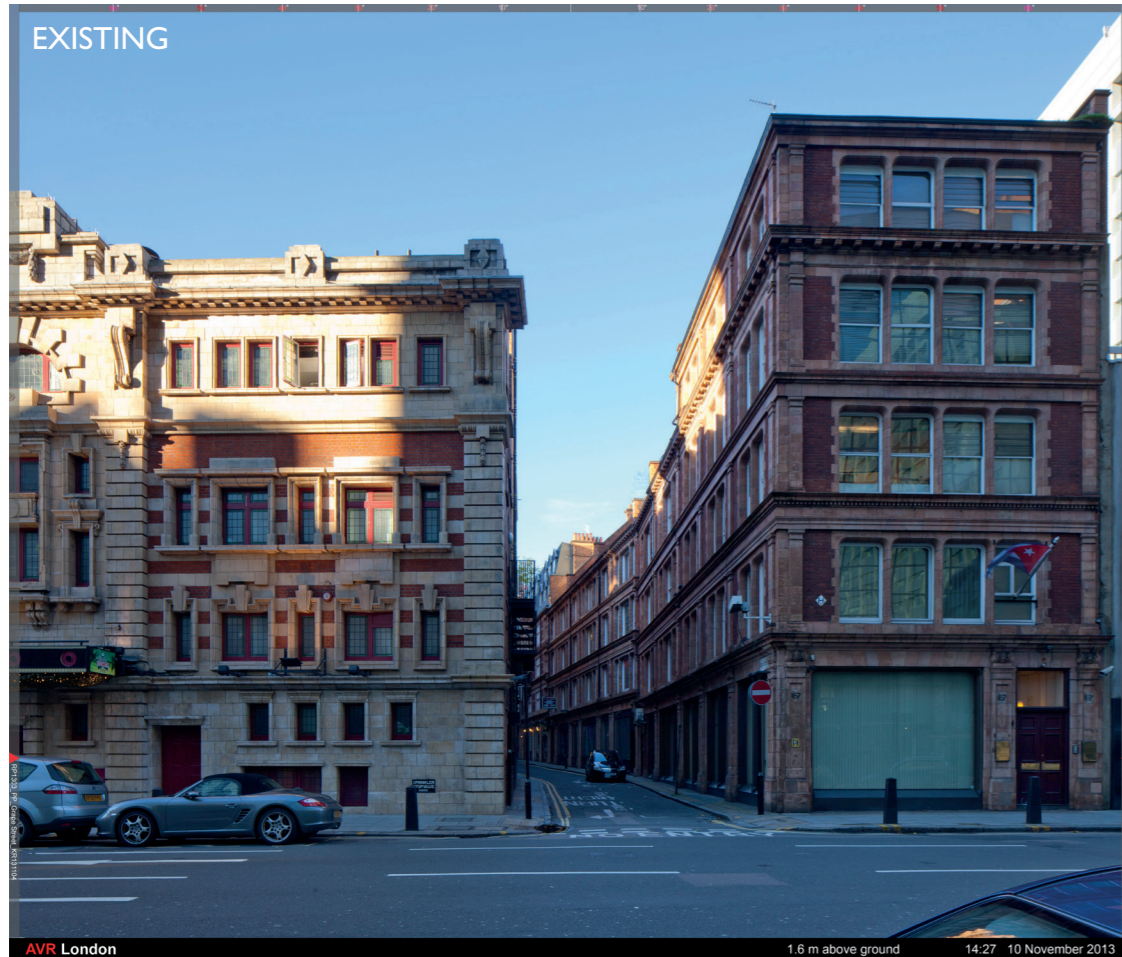
View 1: Looking north from High Holborn

View 2: Looking south-west from West Central Street



Fig. 10.3: Viewpoint map showing the two viewpoints and their locations with the development site highlighted in red.

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 VIEW 1 - LOOKING NORTH FROM HIGH HOLBORN



**Existing**

The glimpse view from the south side of High Holborn up Grape Street gives the sense of a meandering canyon of rich materiality. While a roof form can be seen at the end, the street wall generally finishes abruptly with only minor features breaking the parapet line.

**Proposed/ Effect**

The development refurbishes the building, re-orders the ground floor elevation adding fritted glass to the windows and adds a roof storey, which is setback and invisible as is indicated by the dotted red line. The windows and the new ground floor elevation enhance the appearance of the building on Grape Street. This constitutes an enhancement of the street and therefore the settings of listed buildings in it, and to the character and appearance of the area. There is, however, very little change perceptible in this view.

