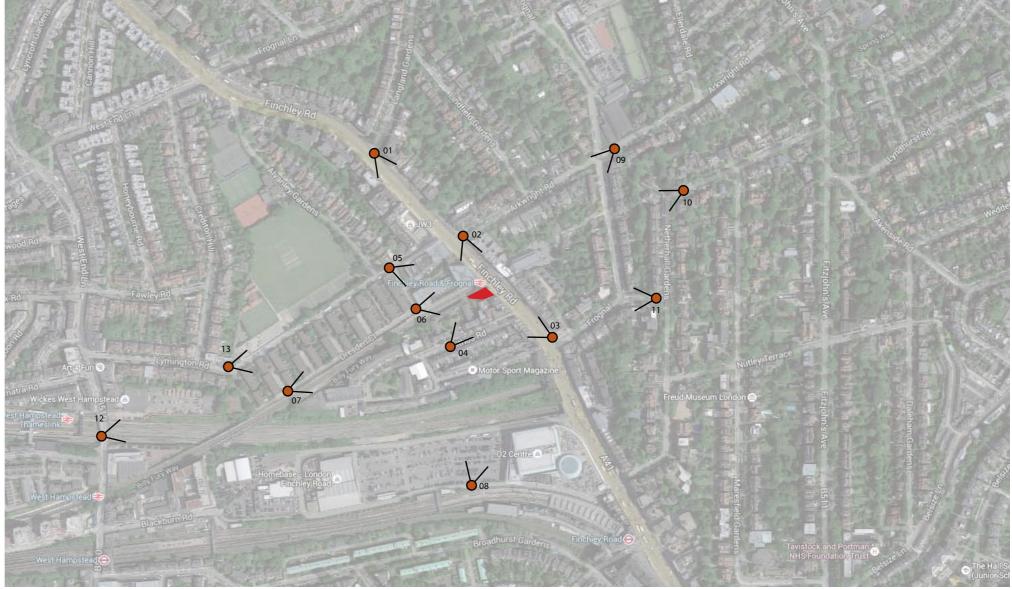
Below right is a key to photographs on the following pages also illustrating the proposal at ground plus nine floors taken along Finchley Road and neighbouring streets. These were used to again gauge possible heights and broken down massing to ensure only part of the footprint (15%) rises to ground plus nine floors to become a slender pinnacle instead of extending the full site. Additionally these viewpoints ensured that the landmark is only effective as such once on Finchley Road and not a looming presence on any neighbouring residential roads.

In conclusion the urban analysis encouraged massing and height to serve as a slender landmark when on the arterial road and seeking direction while at the same time limiting height and mass to ensure any potential development does not create an unwelcome presence across the surrounding residential neighbourhoods.



Key Plan - Distant Views



01 - Finchley Road, looking south



02 - Finchley Road, looking south



03 - Finchley Road, looking north



04 - Lithos Road, looking north east



05 - Lymington Road, looking east



06 - Dresden Close, looking east



07 - Dresden Close, looking east



08 - O2 Centre Car Park, looking north



09 - Arkwright Raod, looking south west



10 - Netherhall Gardens, looking south west



11 - Netherhall Way, looking west



12 - West End Lane



13 - Lymington Road