

Townscape View Assessment

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