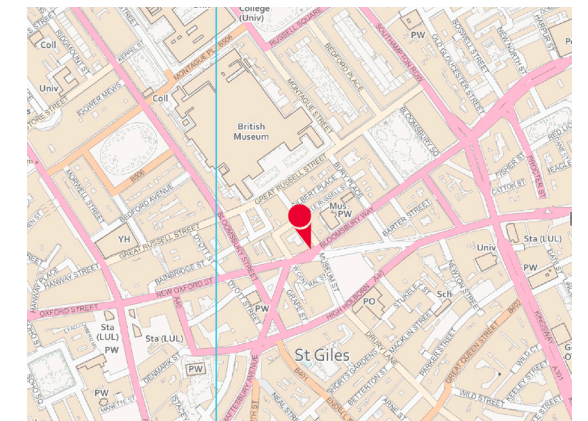




Existing

**View as existing**

- 5.11 This viewpoint is located on Great Russell Street, outside the grounds of the British Museum which sit behind this viewpoint location. It is within the Bloomsbury Conservation Area.
- 5.12 The view is looking south along Coptic Street, with buildings turning the corner to Great Russell Street framing either side of the image. The townscape along Coptic Street includes a mixture of 19th century buildings in stucco, stock brick and red brick. Although varied in appearance, the consistent building line and similar heights of the buildings lend coherence to the streetscape.
- 5.13 The straight alignment of Coptic Street is such that the view has a directional quality. The focus is disappointing, however, comprising the concrete car park on the Site at lower levels and a non-descript red brick building on High Holborn beyond.
- 5.14 The existing Selkirk House building is visible in the middle distance and to the side of the car park, appearing as a drab building with a somewhat monolithic form.



View as proposed

- 5.15 The tower within the Proposed Development would appear beyond the western side of Museum Street. It would appear as part of an existing layer of large scale modern development to the south of New Oxford Street, together with the Post Building, and consistent with the existing character of the view, which both shows the finer urban grain which predominates the Bloomsbury Conservation Area and this transition to a different character to the south.
- 5.16 The Proposed Development would appear as a high quality building. It would have a distinctive form, with rounded corners, and ordered elevations with depth and articulation provided through the frame with its projecting piers and horizontal fins. The extended final floor would provide it with a distinct top on the skyline.



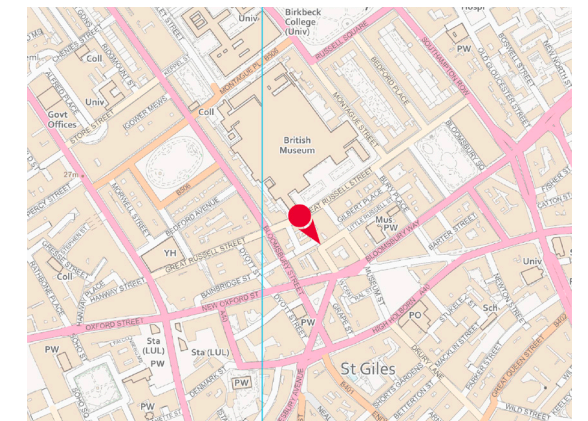
Proposed

4168\_0125





Existing

**View as existing**

- 5.17 This viewpoint is located on Great Russell Street, outside the grounds of the British Museum which sit behind this viewpoint location. It is within the Bloomsbury Conservation Area.
- 5.18 The view is looking south along Coptic Street, with buildings turning the corner to Great Russell Street framing either side of the image. The townscape along Coptic Street includes a mixture of 19th century buildings in stucco, stock brick and red brick. Although varied in appearance, the consistent building line and similar heights of the buildings lend coherence to the streetscape.
- 5.19 The straight alignment of Coptic Street is such that the view has a directional quality. The focus is disappointing, however, comprising the concrete car park on the Site at lower levels and a non-descript red brick building on High Holborn beyond.
- 5.20 The existing Selkirk House building is visible in the middle distance and to the side of the car park, appearing as a drab building with a somewhat monolithic form.



View as proposed

- 5.21 The Proposed Development would be visible in the middle ground of the view. It would appear as a modern large scale development, which could be understood to lie south of New Oxford Street and to be distinct from, and to sit in an area of differing urban character to, the historic development in the foreground of the view.
- 5.22 The new route through the site, allowing direct access from the viewpoint location to High Holborn and Covent Garden beyond, would be readily seen. The proposed 1 Museum Street and Grape Street buildings would provide high quality and animated frontages to the route.
- 5.23 The stepped massing of the proposed would successfully break up its form and scale, and would help it to relate to the heights of existing lower scale buildings in the local area, taking clear datums from surrounding development. The stepped massing and projecting cornicing also provides a clear sense of base, tiered middle and expressed top, with horizontality and hierarchy, which shares an architectural rhythm with the buildings in the foreground of this view. The design cues of the taller element, taken from C.Fitzroy Doll buildings within the conservation area, are expressed clearly here.
- 5.24 The Proposed Development would appear as a high quality building, with ordered elevations and depth and articulation provided through the frame with its projecting piers and horizontal fins. The extended final floor would provide it with a distinct top on the skyline.



Proposed