

**View as proposed**

- 5.72 The proposed 1 Museum Street within the Proposed Development would appear prominently on the western side of Museum Street. The open space on Museum Street would be enhanced with new hard landscaping and planting, with the retention of the street trees.
- 5.73 The ground floor of the proposed building would appear as an animated façade, with extensively glazed facades and active uses set behind. The colonnade along Museum Street would form a covered pedestrian area of generous size along this route, also expanding the quality of public realm.
- 5.74 The architecture of the proposed building would be of much higher quality than the existing podium and slab block as seen here. The improved materiality of the proposed is also highly visible from this location.
- 5.75 While only seen to a partial extent from this point, the extended building at 10-12 Museum Street and new building at 18 West Central Street would contribute positively to the quality of the view, through the creation of a finished elevation rather than view to the rear of the buildings fronting New Oxford Street.
- 5.76 Overall, the quality of this part of the wider route between Covent Garden and the British Museum would be substantially improved by the Proposed Development.

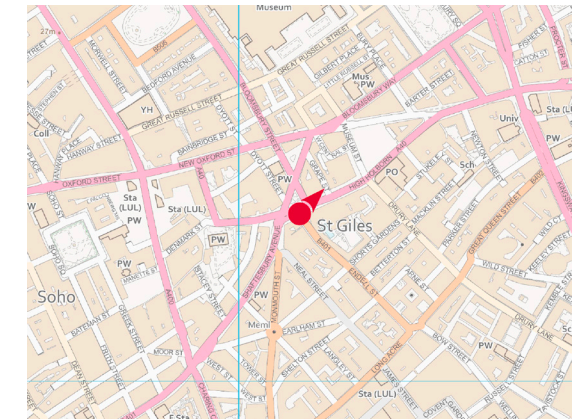


Proposed





Existing

**View as existing**

- 5.77 This view looks east along High Holborn from the junction of Shaftesbury Avenue with Endell Street. It is located within the Seven Dials Conservation Area.
- 5.78 The grade II listed building of the Shaftesbury Theatre is prominent on the corner of the northern side of High Holborn and Shaftesbury Avenue. Development on the southern side of High Holborn, on the right side of this image, is similar in its height and massing and somewhat monotonous in appearance as a result.
- 5.79 The existing Selkirk House building appears to the north of High Holborn and is seen directly behind the Shaftesbury Theatre. It appears as a rather taller element within the townscape, with a different form to the 'samey' development on the southern side of High Holborn, and it adds some variety to the townscape. However, its drab appearance and undifferentiated massing detract from the quality of the view overall.