

View as proposed

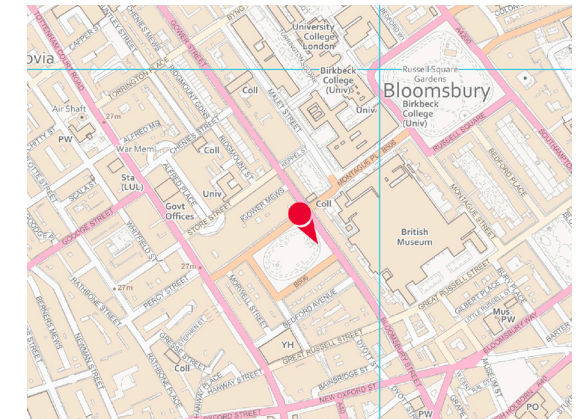
- 5.80 The Proposed Development would appear on the northern side of High Holborn. The taller element would have a distinctive and attractive form and profile, with stepped massing and rounded corners. The ordered and articulated nature of the elevations of the taller element could be readily appreciated in this view. It would be of substantially higher visual and architectural quality than the existing Selkirk House.
- 5.81 While the proposed tower would have a greater height than the existing Selkirk House building, its massing would be effectively broken up, stepping down towards existing lower scale buildings to the west, and with a main shoulder height and proportions that would relate well to the existing buildings on the southern side of High Holborn. Overall, the steps within the form would successfully mediate between surrounding buildings and the tallest element within the proposal, and the height of the taller element would allow it to appear as a piece of townscape 'punctuation', adding variety to the view.
- 5.82 The proposed High Holborn block would be visible to the west of the mid-rise tower. It would appear at a scale that would relate well to the Cuban Embassy building adjacent to it, and the level of its cornices would also be seen to relate well to those of the existing building. It would have a richly articulated facade that would enliven the streetscape and have a common tonality with the Shaftesbury Theatre roof extension.



Proposed



Existing

**View as existing**

- 5.83 This view is from the northern edge of Bedford Square, looking south in the direction of the Site. The garden at the centre of the square can be seen in the foreground of the view, on the right side of the image; it is a grade II* listed RPGSHI.
- 5.84 The square is lined by Georgian terraced buildings, most of them listed at Grade I, with Grade II listed buildings further to the south on Bloomsbury Street. The listed Centre Point tower appears prominently behind the buildings on the southern side of the square, as does the St Giles Hotel. Just out of the field of view, to the further right, the 1970s Central Cross building is visible behind the west terrace fronting Bedford Square.
- 5.85 The existing Selkirk House building on the Site is visible in the background of the view, behind the Grade II listed buildings on Bloomsbury Street which are beyond the square itself. It is of low visual quality and, whilst it does indicate an area of later development outside the conservation area boundary, does not add anything positive to the view.