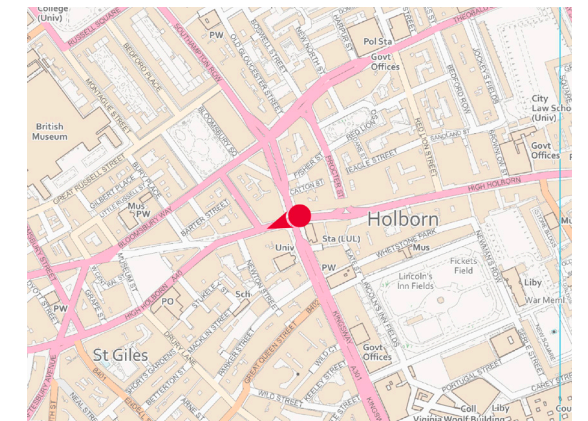




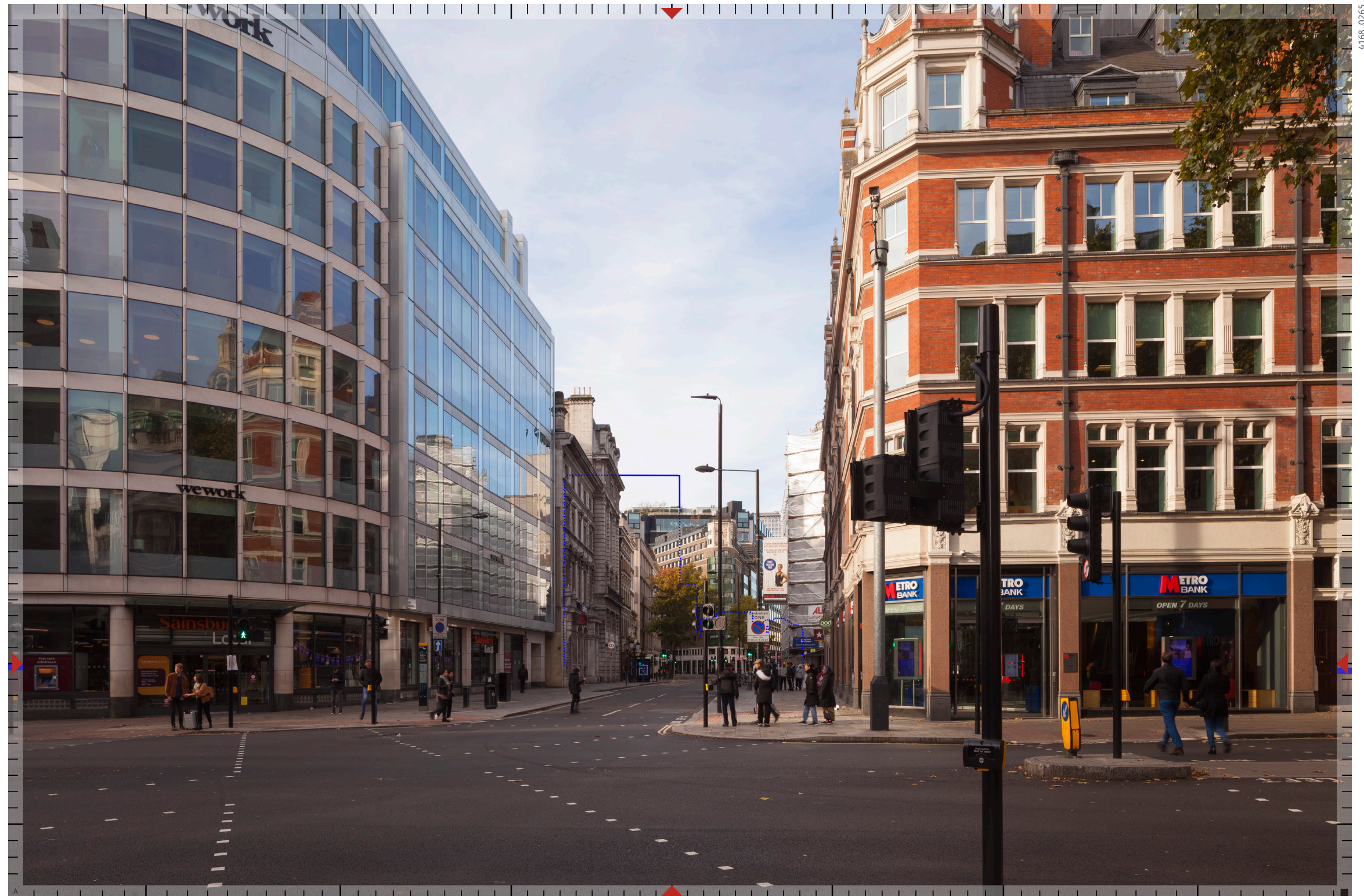
Existing

**View as existing**

- 5.103 This viewpoint is located on the north-eastern corner of the junction between High Holborn and Southampton Row. It is located within the Kingsway Conservation Area. The view is looking west in the direction of the site.
- 5.104 The immediate foreground is occupied by the road surface of the junction. The south-western corner beyond is dominated by a large scale modern building, nine storeys tall and extensively glazed. A number of listed buildings are visible on the southern side of High Holborn beyond this but are not seen to best effect from this location. The north-eastern corner of the junction is occupied by a red-brick and stone building which, to judge from its appearance, dates from the early 20th century.
- 5.105 Commonwealth House appears in the middle distance and forms something of a focal point. The Post Building rises to a considerably greater apparent height behind it, as does Centre Point.

View as proposed

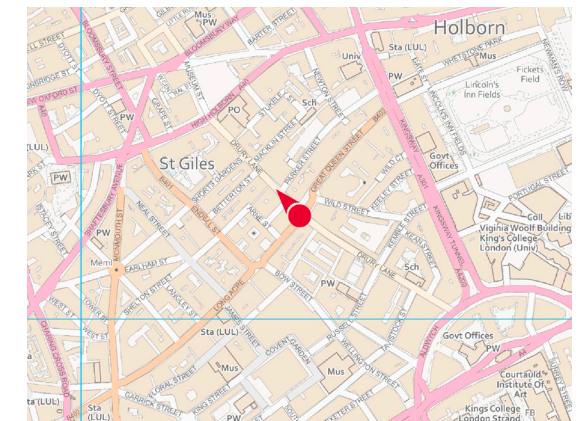
- 5.106 Part of the proposed tall element within the Proposed Development would appear behind the Post Building. It would be consistent with the existing character of the view and would appear as a high quality building. The extended top storey, with projection crown, will be seen in this view creating a pleasing termination of the part of the building seen in this view.



Proposed



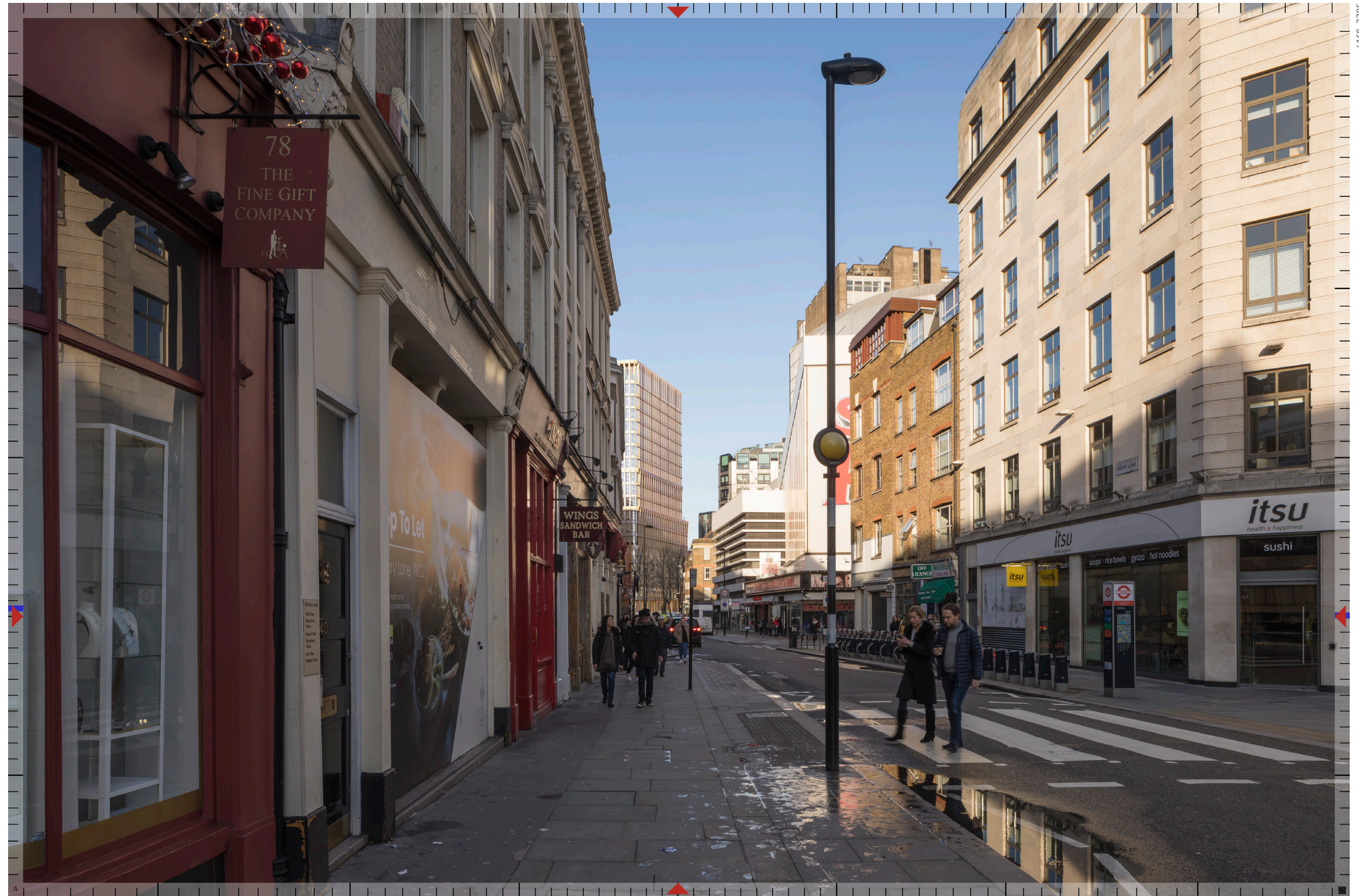
Existing

**View as existing**

- 5.107 This viewpoint is located on the western side of Drury Lane, at the junction with Long Acre. The view is looking north in the direction of the Site. It is located in the Covent Garden Conservation Area.
- 5.108 This section of Drury Lane accommodates a range of buildings of different ages, scales and styles. The post-war apartment block at Winter Garden House is seen rising above buildings on the eastern side of the street.
- 5.109 The Travelodge building at the northern end of Drury Lane and the existing Selkirk House on the Site appear in the middle distance, as does the Post Building.
- 5.110 The quality of townscape moving along Drury Lane is inconsistent in nature, owing to the lane's unplanned and narrow character, with many backs rather than frontages of buildings.

View as proposed

- 5.111 The proposed mid-rise tower within the Proposed Development would appear in the background of the view. It could be understood to lie in the middle distance, consistent with the existing character of the view, and would rise to a lower apparent height than that of Winter Garden House (closer to the viewpoint).
- 5.112 The proposals are read as complementary to the Post Building and sitting in an area of separate and differing character to that of the Covent Garden Conservation Area. The shifting of the visible building line to the east further distinguishes Drury Lane from the change in built development as it meets Museum Street, providing a useful marker at the end of Drury Lane.
- 5.113 The proposed tower would be of substantially higher architectural quality than the existing Selkirk House. It would have ordered facades, with depth and articulation provided through the projecting elements within the frame and deep cornicing, and would have a distinctive top on the skyline with its projecting crown.
- 5.114 In kinetic views, the proposals with the two storey reduction will often be perceived in line with the prevailing parapet line of buildings either side of Drury Lane. Further south the proposal will appear taller in comparison, but will remain in scale with the streetscape overall.



Proposed