

10.0 EFFECTS ON VISUAL RECEPTORS (CONTD.)

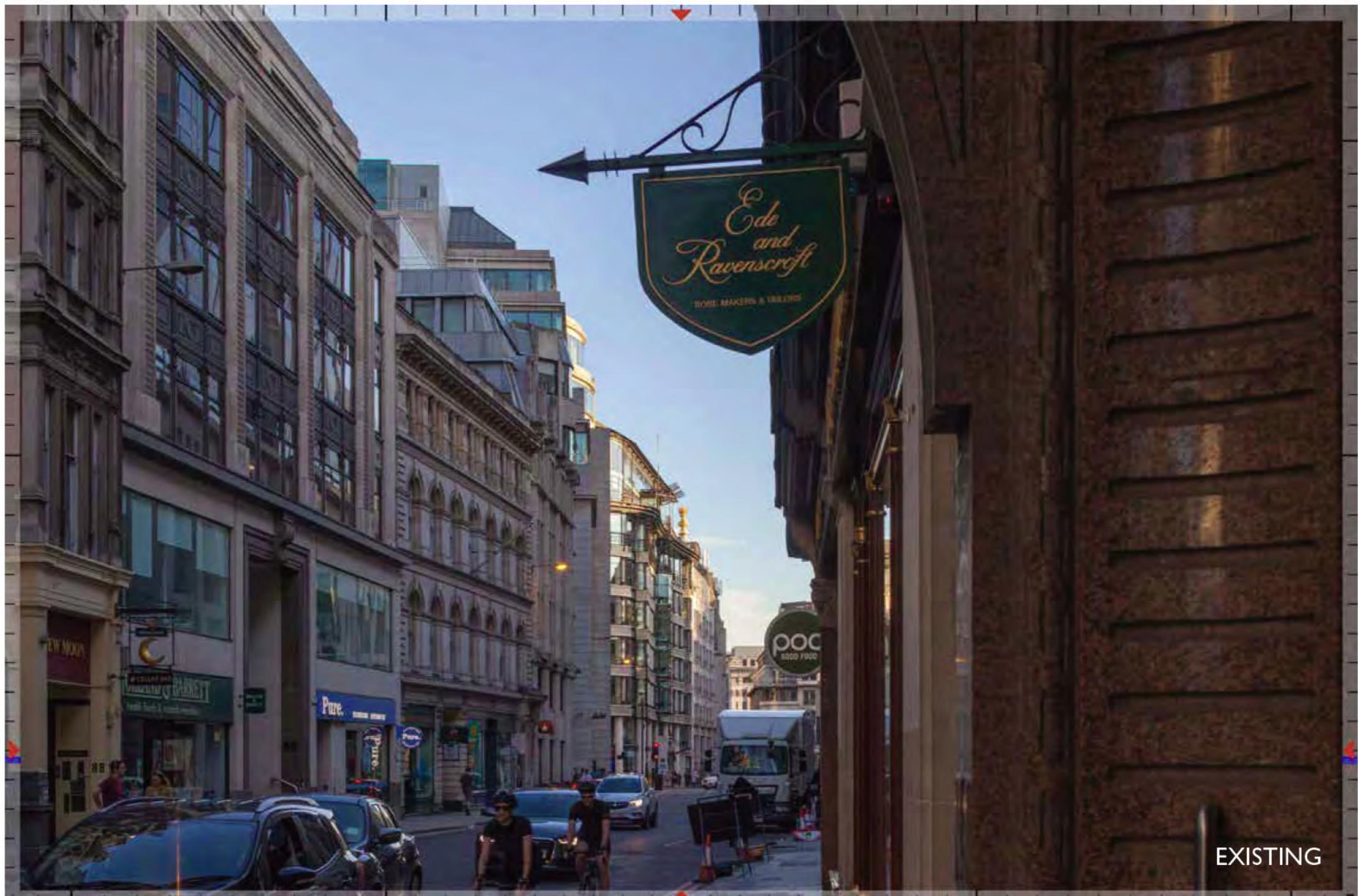
VIEW 42B - GRACECHURCH STREET, OUTSIDE NO. 1 - EXISTING

Existing

This view looks south along Gracechurch Street outside No. 1 and opposite the entrance to the Grade II* Leadenhall Market. The facades of the eastern side of Gracechurch Street are the main focus of the view which are part of the Leadenhall Market Conservation Area. The building heights increase to the south of this, with late 20th century commercial architecture. The gilded top of the Grade I listed Monument is seen rising above the buildings in the distance, partly obscured by the curved pediment of the existing building on the development site. The view along Gracechurch Street is terminated by the Portland stone façade of Monument Underground Station.

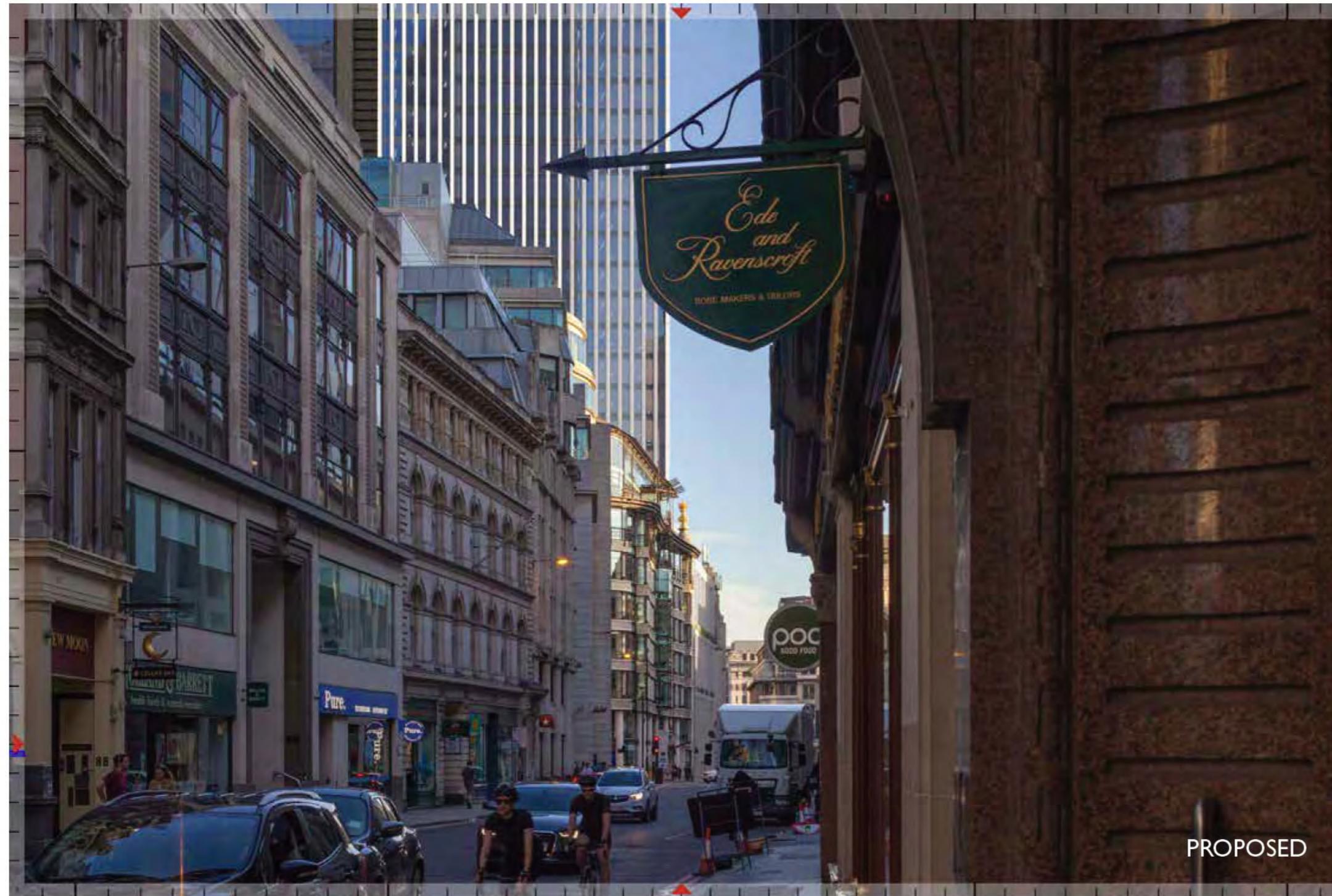
Sensitivity of the view

The sensitivity to change in this view is **medium** with a mix of historic buildings and new developments, although it is of high sensitivity in relation to the visibility of the Monument.



10.0 EFFECTS ON VISUAL RECEPTORS (CONTD.)

VIEW 42B - GRACECHURCH STREET, OUTSIDE NO.1 - PROPOSED

**Proposed**

The tall element of the proposed development is set back to give space to the top of the Monument. The base forming the Gracechurch Street frontage is kept lower to reveal more of the top of the Monument. The proposed development then rises up with a strong vertical emphasis.

Magnitude of change

The change is **large**.

Residual Effect

The effect is **major** and **beneficial**, partly on account of the high quality architecture and partly because more of the Monument is revealed.

V.42B

10.0 EFFECTS ON VISUAL RECEPTORS (CONTD.)

VIEW 42B - GRACECHURCH STREET, OUTSIDE NO. 1 - CUMULATIVE WITH PRE-EMERGING

**Cumulative Effect**

As no cumulative schemes will be visible in this view, there is no cumulative effect and therefore **no change**.

Cumulative Effect with Pre-Emerging 70 Gracechurch Street

No. 70 Gracechurch Street will overlap with the proposed development at the upper levels, where it will obscure a large part of the proposed development. The latter's contribution to the cumulative effect will be **moderate** and **beneficial**.

10.0 EFFECTS ON VISUAL RECEPTORS (CONTD.)

VIEW 53 - EASTCHEAP, AT JUNCTION WITH LOVAT LANE, LOOKING NORTH-WEST - EXISTING

Existing

This narrow view looks north-west from the junction of Eastcheap and Lovat Lane at the richly detailed, neo-classical style building on the corner of Eastcheap and Philpot Lane. Seen on the right is a corner of the Grade II listed No.23-25 Eastcheap, of polychrome brick with painted dressings, built in 1862. The buildings lie within the Eastcheap Conservation Area.

Sensitivity of the view

The sensitivity of the view is **medium**, the view being within a conservation area.



10.0 EFFECTS ON VISUAL RECEPTORS (CONTD.)

VIEW 53 - EASTCHEAP, AT JUNCTION WITH LOVAT LANE, LOOKING NORTH-WEST - PROPOSED

**Proposed**

The proposed development presents a contemporary backdrop to the conservation area buildings. It consists of two contrasting forms, separated by a dark strip of a ventilation zone. The darker eastern element is seen with variedly treated facades, the south one revealing a dynamic diagonal structure. Though not visible in the image, this element rises higher than its counterpart, creating a hierarchy of form. The architecture is sophisticated, simple and elegant.

Magnitude of change

The level of change is **large**.

Residual Effect

The effect is **major and beneficial**.

V.53

10.0 EFFECTS ON VISUAL RECEPTORS (CONTD.)

VIEW 53 - EASTCHEAP, AT JUNCTION WITH LOVAT LANE, LOOKING NORTH-WEST - CUMULATIVE WITH PRE-EMERGING

**Cumulative Effect**

As no cumulative schemes will be visible in this view, the cumulative effect is **no change**.

Cumulative Effect with Pre-Emerging 70 Gracechurch Street

No.70 Gracechurch is visible beyond the proposed development. It consists of three tower forms, with wide, set-back, connecting terraces with rich greenery. The contribution of the proposed development to the cumulative effect is **major** and **beneficial**.

10.0 EFFECTS ON VISUAL RECEPTORS (CONTD.)

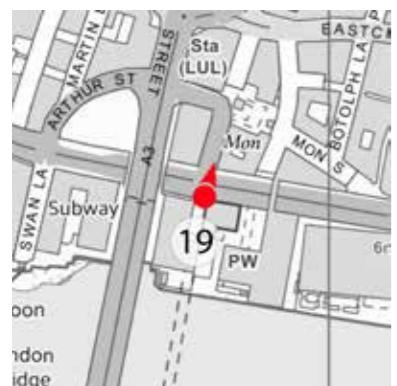
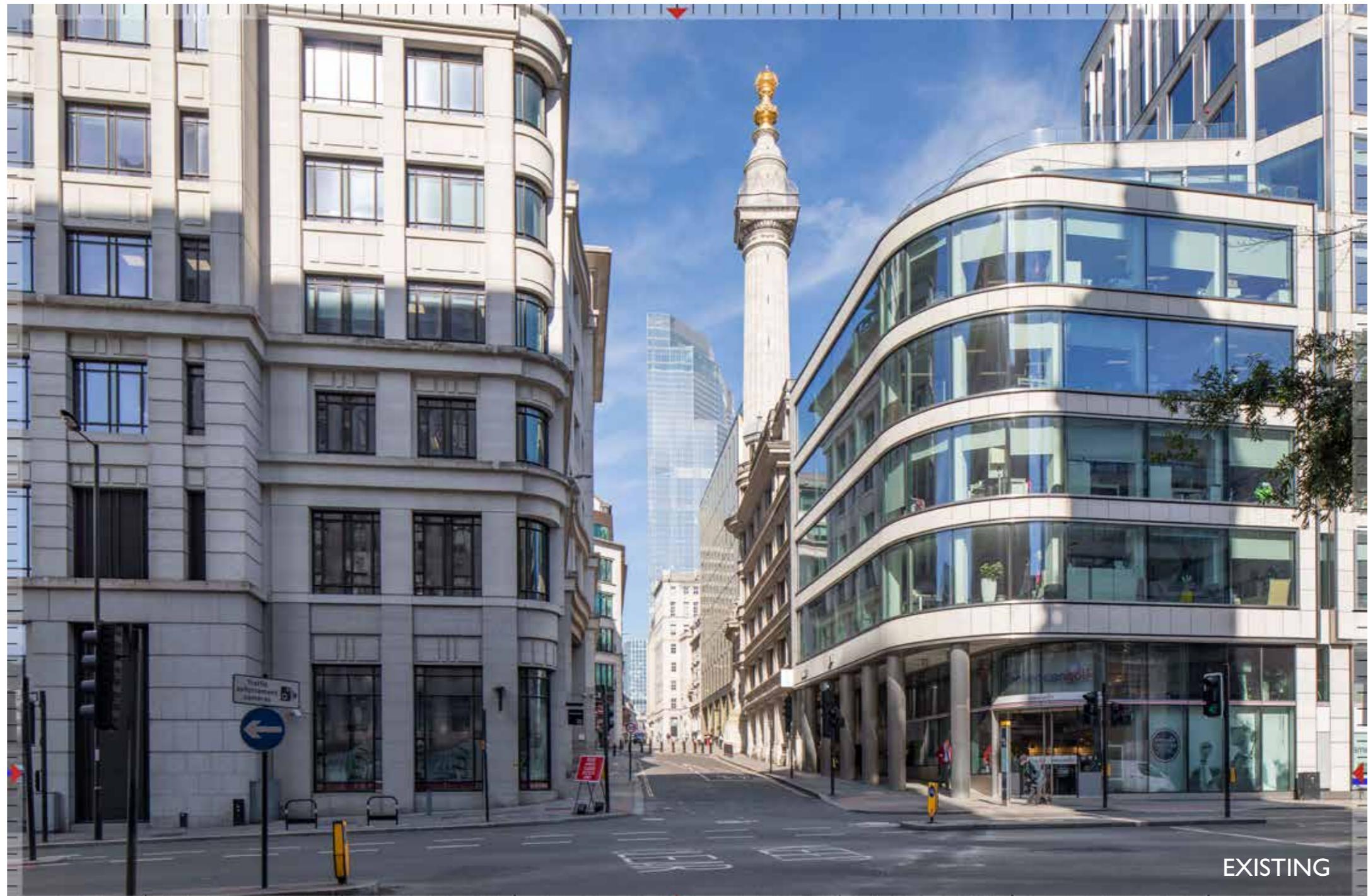
VIEW 19 - LOWER THAMES STREET, OUTSIDE GATES OF THE CHURCH OF ST MAGNUS-THE-MARTYR - EXISTING

Existing

The view looks northwards across Lower Thames Street towards the Grade I listed Monument. Lower Thames Street is a very busy highway and the viewpoint from the church gate is downgraded in quality by this fact. The viewer's eye is drawn along Fish Street Hill where large commercial developments line either side of the narrow street, creating a strong sense of enclosure. The Doric column of the Monument rises above the commercial development, acting as an impressive and iconic focal point within the view. No.22 Bishopsgate is seen to echo the Monument's vertical presence further along the vista, creating a duality of forms, not entirely sympathetic to the Monument.

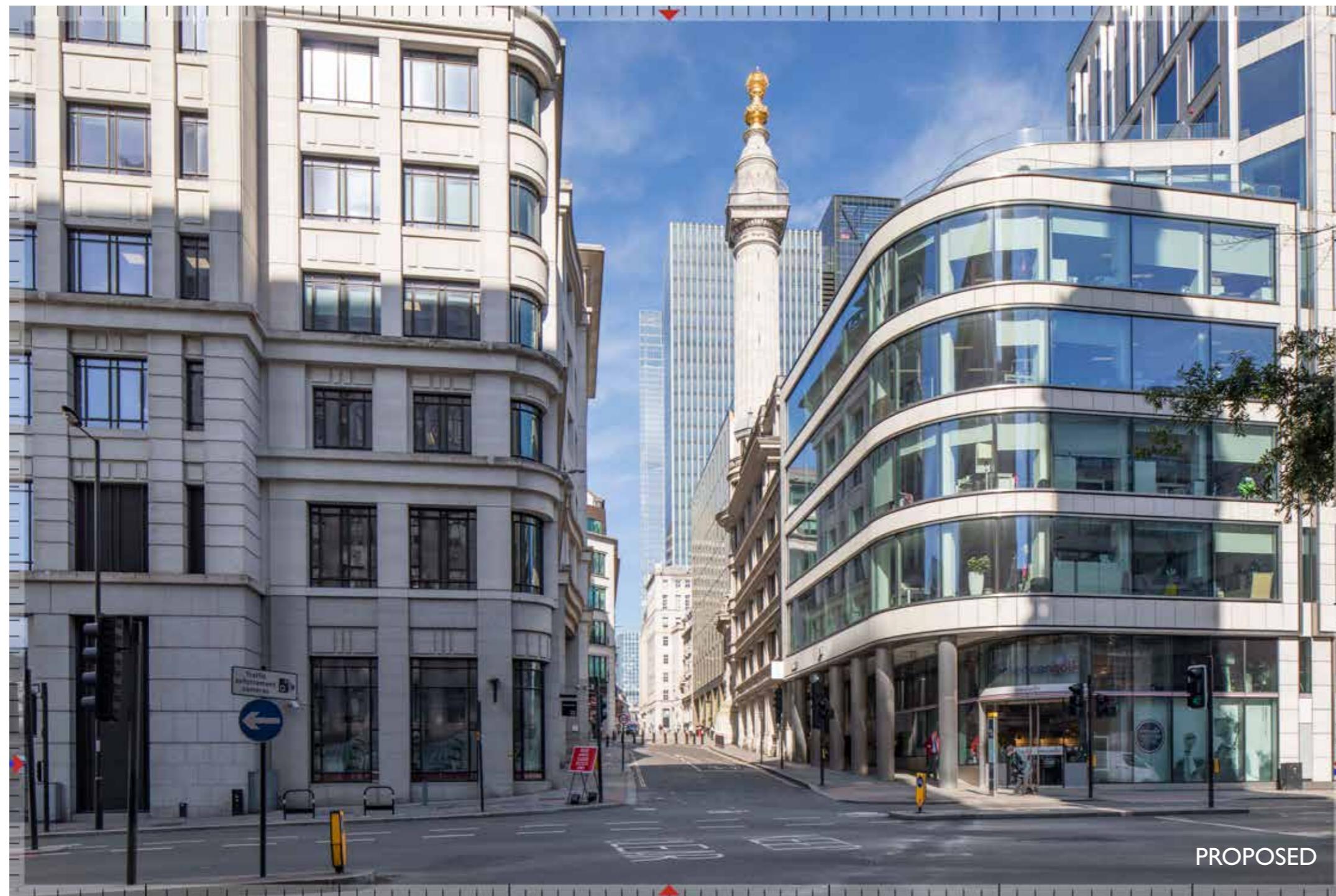
Sensitivity of the view

The sensitivity to change in the context of the view is **medium**, when taking into account the high significance of the Monument and the busy highway in between the viewer and the Monument.



10.0 EFFECTS ON VISUAL RECEPTORS (CONTD.)

VIEW 19 - LOWER THAMES STREET, OUTSIDE GATES OF THE CHURCH OF ST MAGNUS-THE-MARTYR - PROPOSED



Proposed

From this position at the gates of the church, the western section of the proposed development is on a virtual axis with the Monument. It also relates well with the transition from shaft to viewing platform and top piece, striking as it does through the centre line of the capital. This actual geometric relationship is a virtue which goes some way to redeeming the taking away of the sky around the shaft. A further redeeming factor is the simplicity of the architecture in terms of its visually soft outline and its striated verticals which appear to be on similar pitch to the fluting of the shaft. This analysis is important in providing a rating of effect which recognises the sensitivity of the design as well as the very minor imposition it makes in the backdrop of one of London's most important landmarks.

Magnitude of change

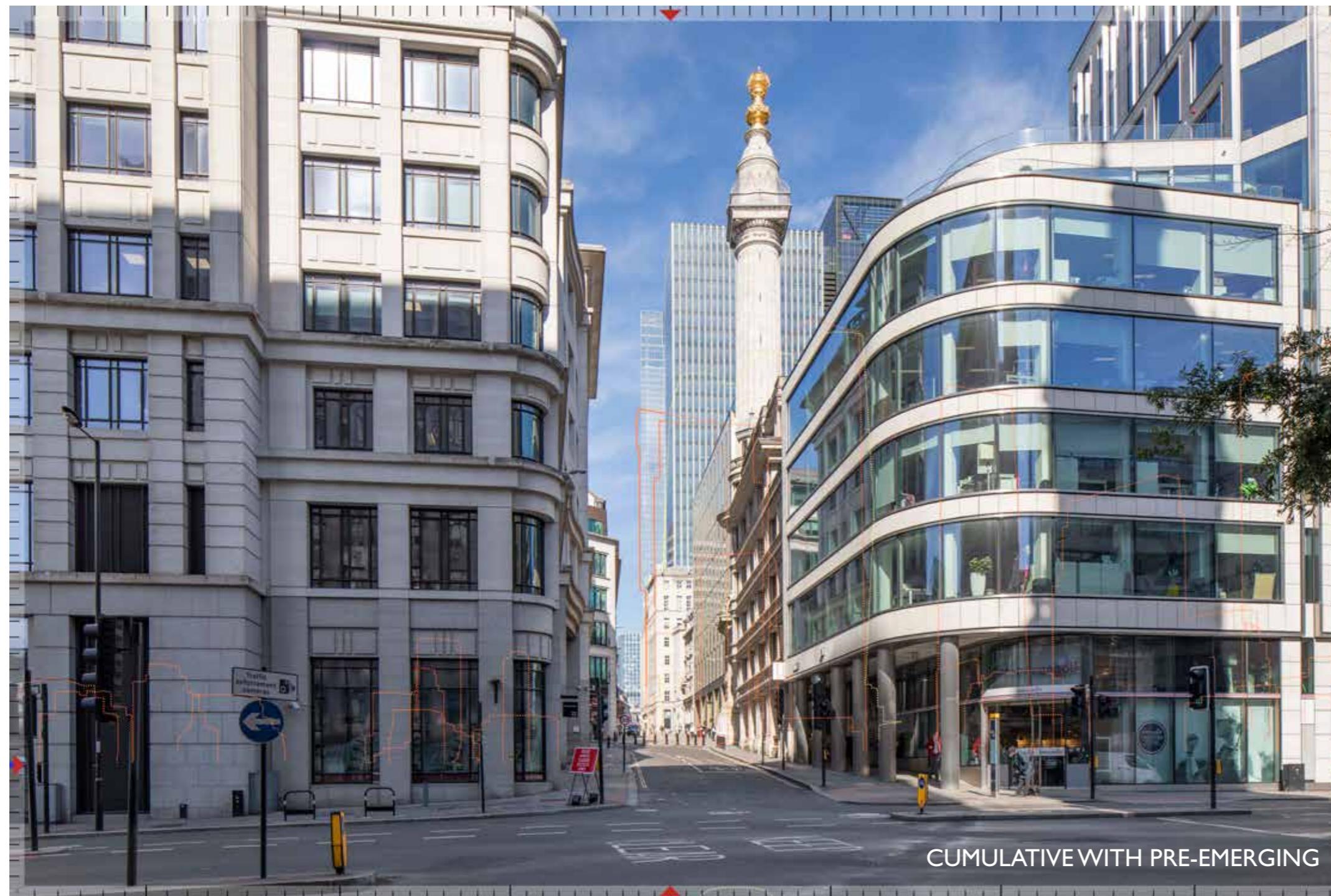
The magnitude of change is **large**.

Residual Effect

The residual effect is of significance and its character is mitigated by the sensitive design which reduces the adverse nature of the effect. A combination of medium sensitivity and large magnitude of change would normally give rise to a major effect, however in the context of the other tall buildings already experienced in the view, it is considered to be a **moderate** effect and **adverse**, albeit mitigated to some extent by the sensitive design.

10.0 EFFECTS ON VISUAL RECEPTORS (CONTD.)

VIEW 19 - LOWER THAMES STREET, OUTSIDE GATES OF THE CHURCH OF ST MAGNUS-THE-MARTYR - CUMULATIVE WITH PRE-EMERGING

**Cumulative Effect**

The marginal visibility of consented schemes creates a negligible change to the 'in isolation' residual effect. The contribution of the proposed development to the cumulative effect is **moderate** and **adverse**.

Cumulative Effect with Pre-Emerging 70 Gracechurch Street

The tiny visibility of No. 70 Gracechurch Street is insignificant with a negligible cumulative effect. The contribution of the proposed development to the cumulative effect remains **moderate** and **adverse**.

10.0 EFFECTS ON VISUAL RECEPTORS (CONTD.)

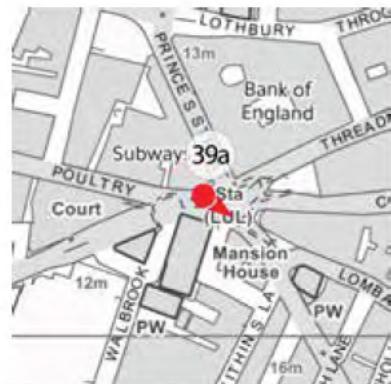
VIEW 39A - BANK JUNCTION, MANSION HOUSE STREET CORNER, LOOKING TOWARDS LOMBARD STREET - EXISTING

Existing

The view is taken from the north side of Mansion House Street, looking east towards the development site. The foreground is dominated by highly ornate classical architecture built in Portland stone, indicating the importance of the area in commercial and civic life. Seen in the centre of the view is the rounded corner of the Grade II listed No. 1 Cornhill. To the left of this the elevations of the buildings on the southern side of Cornhill are seen, including the Grade II* listed Nos.15-22 Cornhill. Seen to the left of the photograph is the eight columned portico of the Grade I listed mid-19th century Royal Exchange. Seen to the right of centre are the Grade I listed Church of St Mary Woolnoth, designed by Nicholas Hawksmoor and the Grade II listed No.1-6 Lombard Street. St Mary Woolnoth has a virtually full 20th century backdrop by virtue of Capital House. The towers of the Eastern Cluster rise above the historic foreground, namely the sloping forms of the Leadenhall Building and No.52 Lime Street and the curved top of No.20 Fenchurch Street, slightly divorced to the right. This gives rise to a contrasting modern backdrop, furthering the historic layering of commercial development in this part of the City. The viewpoint is not a place of comfort to view the church, it is a narrow pavement and the roads are heavily trafficked.

Sensitivity of the view

The view has a **medium** sensitivity, due to the presence of a number of foreground heritage assets set in the context of an ever-evolving modern backdrop.



10.0 EFFECTS ON VISUAL RECEPTORS (CONTD.)

VIEW 39A - BANK JUNCTION, MANSION HOUSE STREET CORNER, LOOKING TOWARDS LOMBARD STREET - PROPOSED

**Proposed**

The proposed development adds to the existing 20th century backdrop of St Mary Woolnoth. In doing so, it shields, to some extent, the large-scale top of No.20 Fenchurch Street. The reflective surface of the narrow 'end' of the western element of the proposed development is very close to being symmetrical with the two towers of the church. This is a virtue. The eastern element makes the whole composition asymmetrical, but its much darker colouration means that it recedes and allows the western element to be more prominent. The design is sensitive, leaving the historic church to be seen, understood and appreciated without dilution.

Magnitude of change

The change is **medium**.

Residual Effect

The effect is **moderate and balanced**, since it is both an intrusion, but also a design of considerable sensitivity in relation to this view, which is much compromised by heavy traffic and expanses of tarmac.

V.39A

10.0 EFFECTS ON VISUAL RECEPTORS (CONTD.)

VIEW 39A - BANK JUNCTION, MANSION HOUSE STREET CORNER, LOOKING TOWARDS LOMBARD STREET - CUMULATIVE WITH PRE-EMERGING

**Cumulative Effect**

There is no cumulative effect which bears on the condition created by the proposed development in this view; the consented schemes are either obscured or to the far left of the view. There is therefore a **negligible** contribution to the cumulative effect.

Cumulative Effect with Pre-Emerging 70 Gracechurch Street

As 70 Gracechurch Street will not be visible in this view, there is no cumulative effect, resulting in a rating of **no change**.

V.39A