

# ANNEX 2.0

VIEW 8 FROM TURLEY HTVIA (2019)



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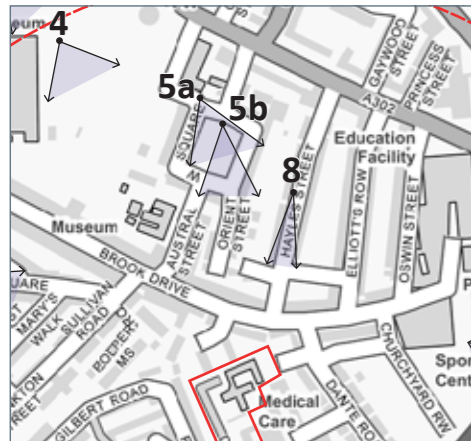
Existing



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Proposed

**REPRESENTATIVE VIEWPOINT 8: Hayles Street**



**Existing Baseline Situation**

- 6.60 This view looks south along Hayles Street to the north of the Site. The linear view is focused along this residential street which is located within the Elliot's Row Conservation Area. The view is framed by a relatively consistent frontage of mid-rise residential buildings set back from the street by narrow front garden spaces.
- 6.61 The view lacks focus, with the end of the street having limited definition, comprising of low-rise buildings of moderate visual interest. From viewpoints on the left side of the road the former Water Tower building can be seen within the background of the street.

**Predicted Effects – Proposed**

**Sensitivity**

- 6.62 This viewpoint is located within the Elliot's Row Conservation Area therefore is identified as being of **High-Medium Value**. The experience of views and visual amenity is likely to be of moderate importance to users therefore has **Medium Susceptibility to Change** and is of **High-Medium Sensitivity**.

**Effect on View**

- 6.63 The tower element of the proposed development would introduce a significant feature to the terminus of this street, appearing beyond modern buildings which sit outside of the conservation area. The tower is significantly taller than the terraced housing which makes up the foreground of this view and would dominate views along the street.
- 6.64 The proposed development would introduce a contemporary quality to the view that is distinct from the buildings within the foreground. The light materials and detailing of the tower would help to increase the elegance of the building in this view. The framed parapet detailing helps to soften its appearance on the skyline. The tower would become a landmark feature of the view; which would serve as a wayfinding tool and announce the location of the Site and Cinema Museum complex.
- 6.65 Some potential adverse effects have been identified including the introduction of a tall building in a view which currently comprises of low density development, and potential overshadowing created by the tower element.
- 6.66 It should be noted that the alignment of Hayles Road focuses on the location of the tower element. Due to the linear urban grain of streets in the wider Elliot's Row Conservation Area, it is likely that views of this tall building would be screened from other streets within the Conservation Area, where alignment focuses on other tall buildings within the Elephant and Castle Opportunity Area.
- 6.67 Overall, the proposed development would constitute a **High Magnitude of Change of Adverse Effect**.