

View 3 - EXISTING: The Cut, between Nos. 39A-41, looking north into Greet Street

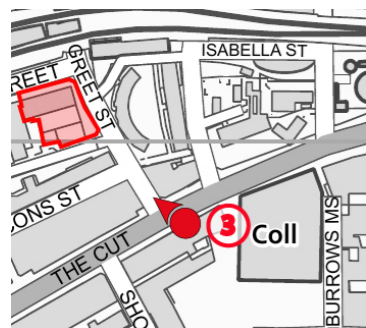
Existing:

This view is taken from the southern pavement of The Cut, looking north-west into Greet Street. The viewpoint provides a glimpse of the existing site through the gap at Greet Street. This view is largely dominated by the buildings along the northern pavement of The Cut, including the Young Vic Theatre building to the left, the top floors of the Ipsden flats behind (featuring yellow-brick terraced flats with chimney stacks) and Nos. 42-48 The Cut, which have a coffee shop on the ground floor and residential flats above this, on the right.

The visual receptors here are local residents, office and other workers, students and the general public, including people visiting the theatre.



Viewpoint map



View 3 - PROPOSED: The Cut, between Nos. 39A-41, looking north into Greet Street



Proposed:

The proposed development is depicted as fully rendered in this view. Only the top floors of the southern elevation, rising up to eight storeys, and a small part of the taller element are seen from this angle. The curved corner balconies, together with the carefully composed horizontal emphasis to the façade, as expressed by the half storey banding, will enhance the visual amenity and legibility of this view through the addition of a high quality building. The greened rooftop terrace over the lower wing will also animate the roofscape, adding interest to the view. Therefore the proposed development is considered to be a **beneficial** addition to this already layered townscape view.

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View 3 - CUMULATIVE: The Cut, between Nos. 39A-41, looking north into Greet Street



Cumulative:

The only cumulative scheme that will interact with the proposed development in this view is the Doon Street development, which will be only minimally visible in conjunction with the chimney stacks of the Ipsden flats building. This will cause a minor change in the view, resulting in a mostly **negligible** and, where visible, still **beneficial** cumulative effect on visual amenity.

View 4 - EXISTING: Baylis Road, at the northern corner of Waterloo Millennium Green, looking north-east

Existing:

This view is taken from the edge of Waterloo Millennium Green, on Baylis Road at the Waterloo Road intersection. The most prominent landmark in this view is the Grade II* listed Old Vic Theatre on the right-hand side foreground. The left-hand side is framed by Mercury House and the small public space to its front. The site lies in the centre of the view, but is not visible behind the post-war residential blocks. The centre middle ground also features a number of developments of mixed architectural styles and ages, including No. 1 Blackfriars Road, which is the tallest element in this view, as well as the top parts of No. 240 Blackfriars Road, with its vertical glazed façade, and Colombo House, with its horizontally oriented façade.

The visual receptors here include a large variety of people, including those travelling along Waterloo Road and Baylis Road, local residents and visitors to the theatre and park.



Viewpoint map

