

View as proposed with cumulative schemes

- 6.143 A large number of cumulative schemes would be visible, further reducing the visibility of the Proposed Development from this park. Taking this into account, the Proposed Development would represent a change of **very low** magnitude to a view of **medium** sensitivity. The significance of effect would be **minor/negligible** (not significant). The effect would be **neutral**.
- 6.144 The effect is at borough level and long term.

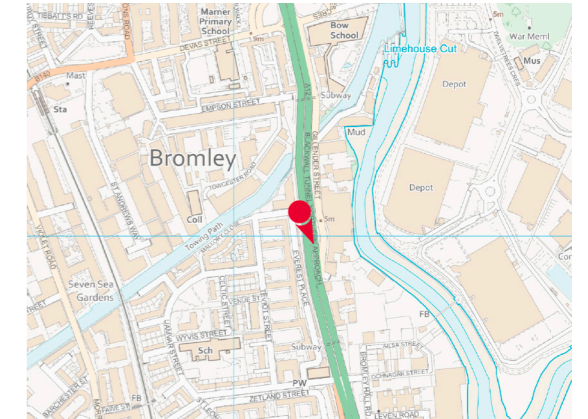


Cumulative

4496_0576



Existing



View as existing

- 6.145 This viewpoint is situated on the A12, at the corner with Teviot Street. The view looks south-east, along the A12, in the direction of the Site, which lies approximately 300m from this viewpoint. The foreground takes in the west pavement and highway of the A12. On the east side of the A12 one sees a late 20th century warehouse building framing the left side of the image, and a LCC fire station of 1910 (grade II LB) to the right of that. Bromley Hall (grade II* LB), a domestic scaled building, is seen centrally in the image. Several modern tall buildings are visible in the distance, as well as the Balfour Tower. Appreciation of the heritage assets seen in this view is somewhat diminished by the busy highway lying between them and the viewer.
- 6.146 It is likely that viewers in this location will comprise a mix of local residents and workers, the majority in moving vehicles heading north-bound (and so not focussed on the view).
- 6.147 This is a view of **low to medium** sensitivity.

View as proposed

- 6.148 The Proposed Development would appear centrally in the view. The mid-rise and tall buildings lying within Phase B, outlined here in purple, would be seen to step up in height to towards the south. The tallest building would mark the location of Highland Place and the adjacent underpass. The buildings of Phase C, indicated by the yellow line, would then step down again away from this point of significance in the townscape. The Proposed Development as a whole would be indicative of the major neighbourhood regeneration taking place on the Site, and provide a sense of balance on a skyline that includes other tall late 20th century and 21st century buildings. The proposed buildings would have no effect on one's ability to see or appreciate the listed buildings located along the A12.
- 6.149 This would be a change of **low to medium** magnitude to a view of **low to medium** sensitivity. The significance of effect would be **minor to moderate** (not significant). The effect would be **beneficial**.
- 6.150 The effect would be at borough level and long term.



Proposed



A12, junction with Teviot Street