

4.4 Strategic view no. 2: The new St. George's development obscures any view of the proposal

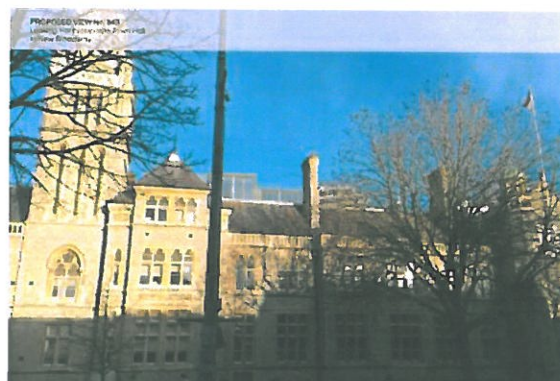
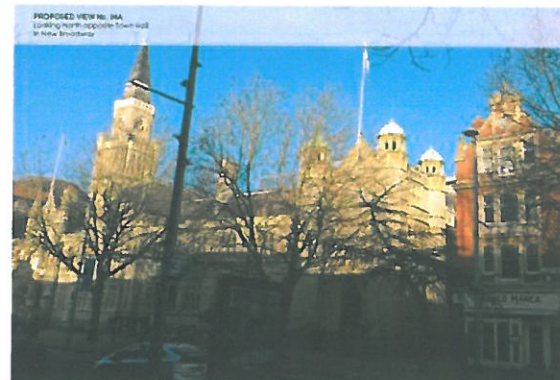
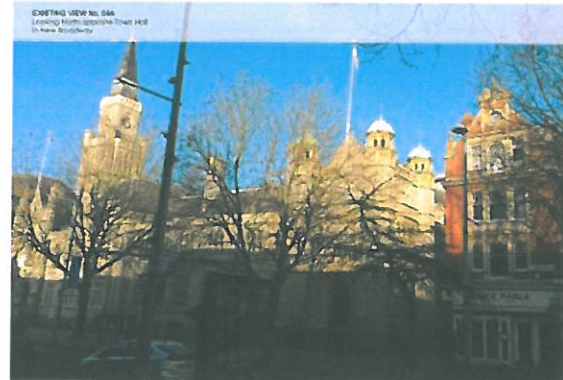


4.5 Strategic view no. 3: looking north-west from New Broadway and Bond Street junction. The proposal is just visible above the row of shops

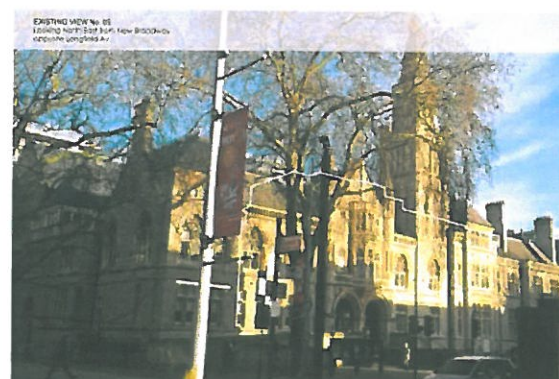
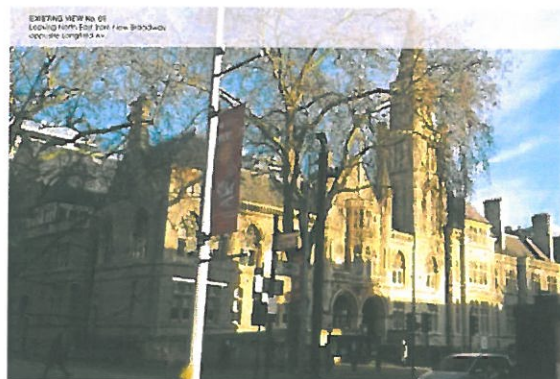




- 4.6 Strategic views nos. 4a & 4b looking north opposite the town hall in New Broadway. In these strategic views along the length of the Town Hall, the tall Dickens Yard building are clearly visible above the Town Hall roof line. The rear part of the hotel extension which is set 22 metres back from the Town Hall façade is visible, but no higher than the much taller Dickens Yard buildings. It is therefore considered that from these viewpoints, there will be no detrimental effect on the character and appearance of the town hall.



- 4.7 Strategic view no. 5: looking north-east from New Broadway opposite Longfield Avenue. In this view, the Dickens Yard development is clearly visible above the Town Hall roof line in three separate locations whereas the proposed hotel extension that is set 22 metres back from the Town Hall façade is concealed from view

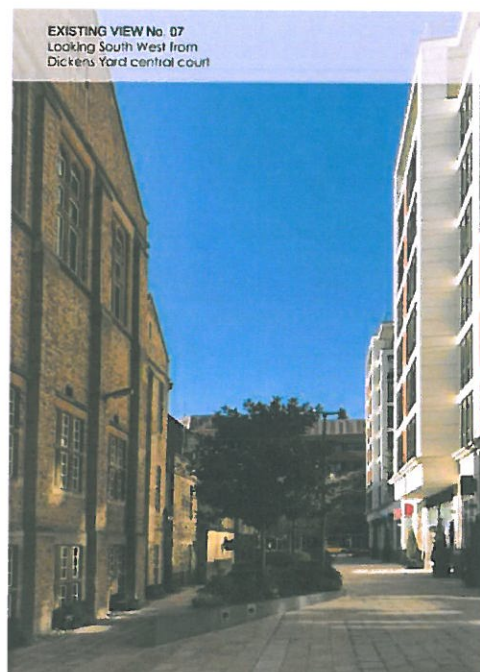




- 4.8 Strategic view no. 6: looking south-east from Council Office in Longfield Avenue. This view demonstrates how the existing haphazard low-level massing provides a weak backdrop to Victoria Hall and creates a visual imbalance with the new development to the north and east, namely the Dickens Yard development. The proposed new building will create a new frontage that will enhance the proposed vibrant pedestrian precinct and provide a considered transition in scale between the much taller Dickens Yard development and the Town Hall



- 4.9 Strategic view no. 7: looking south-west from Dicken's Yard central court. This view again demonstrates the very weak townscape quality presented by the haphazard development between the rear of the DRP wing and Victoria Hall. The proposed new development is approx. over 11 metres lower at the boundary than the Dickens Yard buildings opposite and therefore provides a transition in scale and a balance of elements in the setting of Dickens Yard.



- 4.10 Strategic view no. 7A: Additional strategic view requested during the consultation period.



- 4.11 Strategic view no. 8: looking east by Exchange Plaza in Uxbridge Road. This was one of the strategic views requested by the council. Neither the town hall, nor the proposed development will be visible from this location, however, a white circle indicates the location of the town hall.

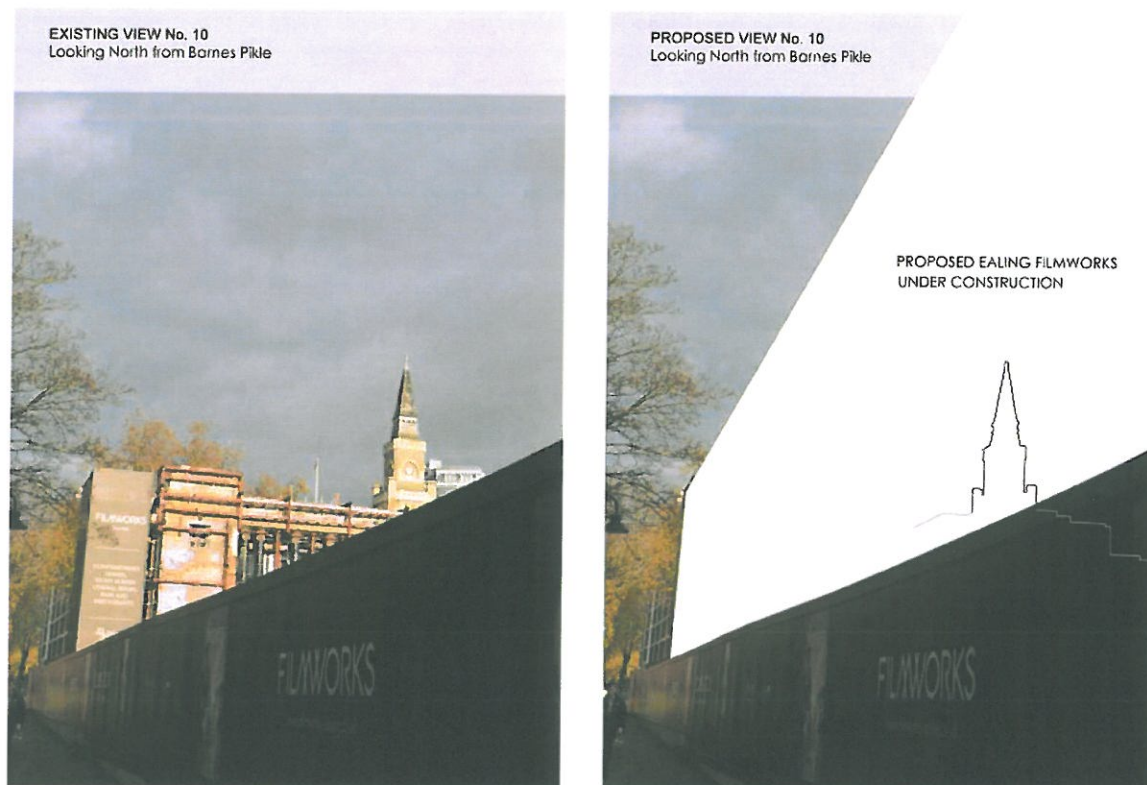




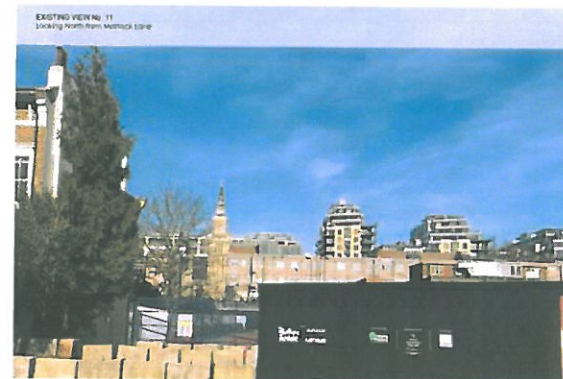
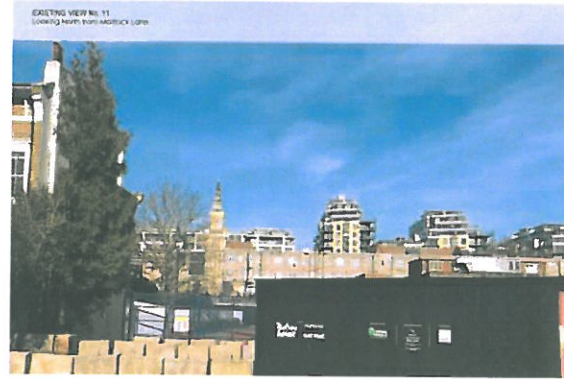
- 4.12 Strategic view no. 9: looking east from Uxbridge Road / St. Leonard's junction. In this view, Perceval House completely obscures views of the town hall. The proposed development of Perceval House will be somewhat higher and therefore this location will never afford views of the Town Hall.



- 4.13 Strategic view no. 10: looking north from Barnes Pike. A very small part of the proposed development is seen above the extended façade of the Ealing Cinema site; however, the proposed development once completed will totally obscure this and the whole of the Town Hall tower.



- 4.14 Strategic view no. 11: looking north from Mattock Lane. In this view the proposed development will be lower than the St. George development behind.



- 4.15 Strategic view no. 12: looking north from Ealing Green West footpath. In this view the proposed development will be lower than the St. George development behind.





- 4.16 Strategic view no. 13: looking north-west from Ealing Green central footpath. The proposal does little more than just screen the lower floors of the St George development behind.



- 4.17 Strategic view no. 14: looking north-west from Ealing Green east footpath. The proposal is fully screened by foreground buildings.

