

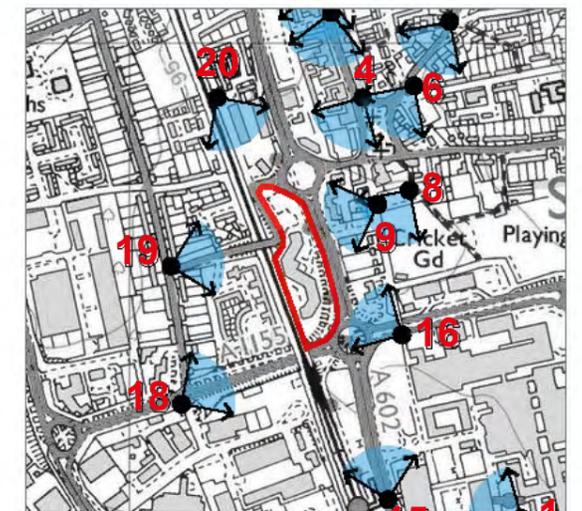


Baseline

### Existing Baseline Situation

6.55 The view represents a close proximity view towards the Site from within the Old Town High Street Conservation Area. It is experienced by pedestrians and is a typical view for TCA2. The viewpoint is located approximately 120m to the east of the Site.

6.56 The framed view faces west along Gates Way and is terminated by the glazed façade and central atrium of the existing building within the Site. The two residential buildings framing the wider view located on Ditchmore Lane and the southern end of the High Street are identified as Buildings of Local Importance. A three storey red brick hotel and block of flats are also visible to the middle ground. Mature trees partially obscure parts of the surrounding built form. The view demonstrates the varied appearance of built form at a transition point between character areas.



Viewpoint location



Rendered image of proposed development with cumulative schemes – Type 4 verified image

### Sensitivity

6.57 The view is considered to be of Medium Value due to its association with the Old Town High Street Conservation Area and buildings of local importance. The experience of views and visual amenity is likely to be of moderate importance to pedestrians travelling through the townscape. The visual receptor has a Medium Susceptibility to Change and a Medium Sensitivity.

### Predicted Effects – Proposed

6.58 Due to the close proximity of the viewpoint, the Proposed Development would form a prominent new feature

terminating the view along Gates Way. The additional height of built form would create further enclosure to the view. The composition of buildings across the Site with their varied heights would be sympathetic to the scale of surrounding built form with the 13 storeys to the centre of the Site forming a central gateway feature. The break between these two buildings would preserve open sky and a visual break in the view. The brick facades of the new buildings would reflect materials seen in the local context and would introduce architecture of high quality to the view. The important features of the view would be preserved, although the 16 storey building to the southern edge of the Site would disrupt the roofline of the rendered nos. 1

and 2 Ditchmore Lane which is identified as a building of local importance. On balance, the proposed development would have a beneficial effect on the character and appearance of the view.

6.59 The magnitude of change is considered to be Medium and the type of effect would be Beneficial.

### Predicted Effects – Proposed with Cumulative Schemes

6.60 No cumulative effects.

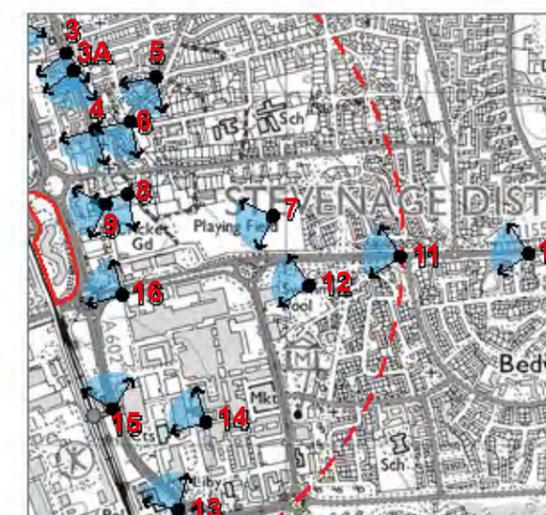


Baseline

**Existing Baseline Situation**

6.61 The view represents views experienced by pedestrian and road users traveling west on the A1155 Fairlands Way on a key approach route to the town. The viewpoint is located approximately 1.2km to the east of the Site.

6.62 The view demonstrates the structure of mature trees and pedestrian / cycle ways that run alongside the main roads running through the town. The mature trees heavily filter views of the residential areas to the north and south of the road. The topography slopes down gently towards the junction between Fairlands Way and Lytton Way where the roofline of the existing building within the Site is seen above the intervening tree line. The view extends to the open farmland and woodland beyond the western edge of the town where the topography rises. The building within the Site with its glazed façade and central atrium is a recognisable feature in the background of the view.



Viewpoint location



Wireline image of proposed development with cumulative schemes – Type 4

### Sensitivity

6.63 The view is considered to be of Ordinary Value due to it not being identified in planning policy or associated with heritage assets. The experience of views and visual amenity is likely to be of moderate importance to road users and pedestrians moving through the townscape. The visual receptor has a Medium Susceptibility to Change and a Medium-Low Sensitivity.

### Predicted Effects – Proposed

6.64 Parts of the Proposed Development would be seen to the background of the view and would break the skyline formed by the wooded ridge in the background. This would result in a small yet noticeable change to the view, obscuring some of the open views of the rural landscape surrounding the town. The varied profile of the proposed buildings would add visual interest to the skyline. The Proposed Development would create a high quality marker for the edge of the town centre and would reflect the evolving bold vernacular of the town.

6.65 The magnitude of change is considered to be Low and the type of effect is considered to be Beneficial with the introduction of a new landmark as experienced on a key approach to the town.

### Predicted Effects – Proposed with Cumulative Schemes

6.66 No cumulative effects.



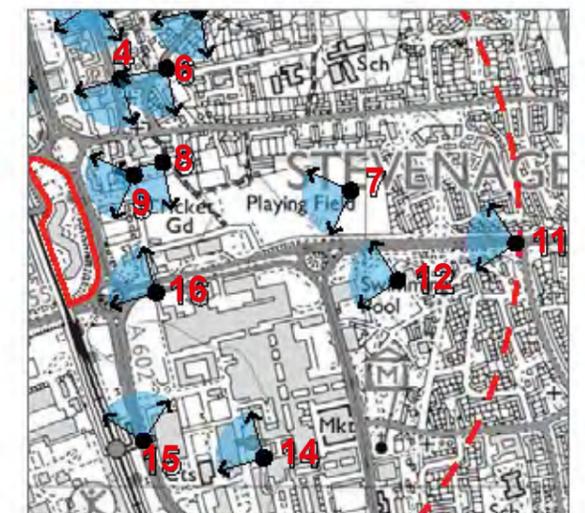
Baseline

### Existing Baseline Situation

6.67 The A1155 Fairlands Way is a key access route to and from the town centre. View RV3 represents views experienced by road users on the A1155 travelling westwards towards the town centre and is representative of views from the edge of the Bedwell townscape character area (TCA6).

6.68 The view demonstrates the typically wide network of roads and adjacent pedestrian / cycle routes that run through Stevenage. To either side of the carriageway are residential

properties of two to three storeys in height. An 18 storey residential tower block forms a contrast to this on the horizon line. The topography falls slightly towards the junction with St Georges Way to the middle ground of the view. The upper storeys and roof level of the existing building within the Site is seen to the background of the view, amongst the tree line. In winter a greater extent of the east facing façade would be visible. The building is a recognisable feature seen on the approach to the town centre, but its condition has declined and the architectural quality is mediocre.



Viewpoint location



Wireline image of proposed development with cumulative schemes – Type 4

### Sensitivity

**6.69** The View is considered to be of Ordinary Value. The view is not identified in planning policy or associated with any heritage or townscape designations. The view is typical of the character of the busy roads running through Stevenage. The view would be experienced by a relatively large number of motorists on approach to the town centre. The experience of views and visual amenity is likely to be of moderate importance to road users. The visual receptor has a Medium Susceptibility to Change and a Medium-Low Sensitivity.

### Predicted Effects – Proposed

**6.70** The Proposed Development would be seen on the skyline towards the background of the view in place of existing glimpsed views of the existing building. The scale of the new built form would appear appropriate to its context as a larger scale development on the approach to the town centre and would be read in conjunction with the existing 18 storey residential tower on Silam Road. The Proposed Development would result in a noticeable change to a localised part of the view and the removal of a recognisable building on the approach to the town centre. The high quality Proposed Development would make a more positive contribution to the skyline and the increased height of the

new building would create a legible marker for the edge of the town centre. The varied profile of the seven buildings would provide visual interest to the skyline. In winter, a greater extent of the new buildings would be visible.

**6.71** The magnitude of change to the view would be Low and the effect is considered to be Beneficial on account of the proposals integrating with the existing character and urban structure of the townscape and introducing a high quality development experienced on a key approach to the town.

### Predicted Effects – Proposed with Cumulative Schemes

**6.72** No cumulative effects.

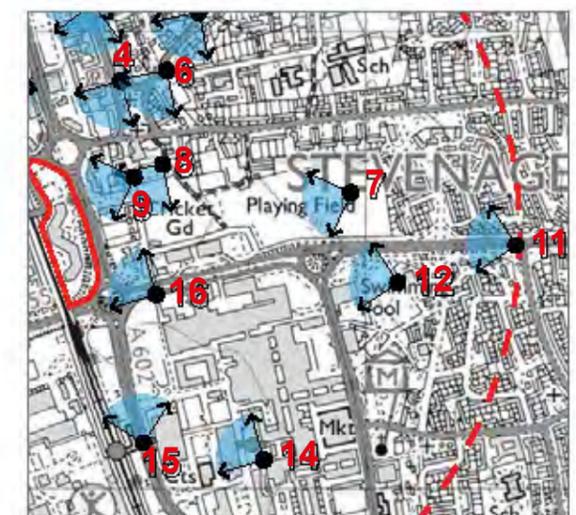


Baseline

**Existing Baseline Situation**

6.73 The view demonstrates views experienced by users of the Town Centre Gardens public open space. The viewpoint is approximately 650m to the east of the Site. The view encompasses an open area of amenity grassland located to the north of the more ornamental gardens within the public open space. The building with the blank clad façade and metal chimney seen at the edge of the open space is the Stevenage Swimming Centre. Other office and retail buildings, of a similar

height and scale, are seen to the background of the view and have little relationship with the open space. Mature trees to the northern boundary of the open space obscure views of the A1155 Fairlands Way. The Site is also partially obscured by these trees, with just the glazed roof of the office building glimpsed in the background.



Viewpoint location



Wireline image of proposed development with cumulative schemes – Type 4

### Sensitivity

6.74 The View is considered to be of Ordinary Value due to it not being identified in planning policy or related to any designated heritage assets. The experience of views and visual amenity is likely to be of high importance to users of the open space. The visual receptor has a High Susceptibility to Change and a Medium Sensitivity.

### Predicted Effects – Proposed

6.75 The Proposed Development would be partially obscured by intervening built form and mature trees in the Town Centre Gardens. In winter, filtered views of the seven buildings would increase to a degree but the density of branches would provide year round containment. The height of the proposed buildings would appear appropriate to the town centre context and would not be prominent in the view. There would be little change to the overall character and appearance of the view.

6.76 The magnitude of change to the view would be Very

Low with a small change to the background of the view and the type of effect is considered to be Neutral on account of the proposals integrating with the structure of the townscape in the view, with no overall improvement or deterioration to the quality of the view.

### Predicted Effects – Proposed with Cumulative Schemes

6.77 A small part of the proposed SG1 development in the town centre would also be visible on the skyline to the south-east of the viewpoint.