

VIEW 2: Old Cottage on Bridge Road

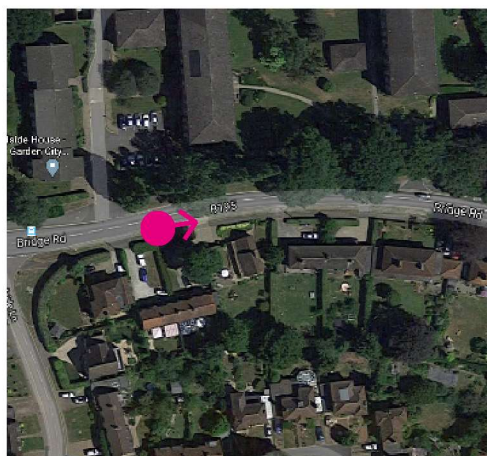


As existing

Description of the view: The view is located on Bridge Road, approximately in front of the Grade II listed Old Cottage (visible on the right). The modern 4-storey Woodside House apartment block is visible on the left and contrasts with the semi-detached and detached low scale houses set in individual gardens on the south side of Bridge Road. The mature trees are part of Sherrardswood. Only part of the wood survives west of The Campus and is an important contributor toward the countryside setting of WGC. The crowns of the mature trees are very important from foreground to background, always seen clearly against the open sky.

Susceptibility toward change: This is not a particularly sensitive townscape viewpoint but illustrates the juxtaposition of one of the earliest surviving buildings in WGC (the Old Cottage) with the late 20th century phases of development. The dense band of trees along the northern side of Bridge Road is a historic reminder of the countryside setting within which WGC is located.

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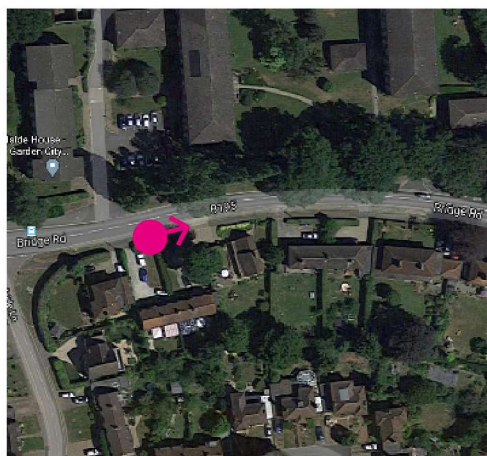
VIEW 2: Old Cottage on Bridge Road



Proposed

Even during wintertime, the proposed development will remain completely obscured. The existing built form as well as landscaping (both deciduous and evergreen) will completely obscure the proposed car park structure. There will not be any effect on the Heritage, Townscape and Visual qualities of this view.

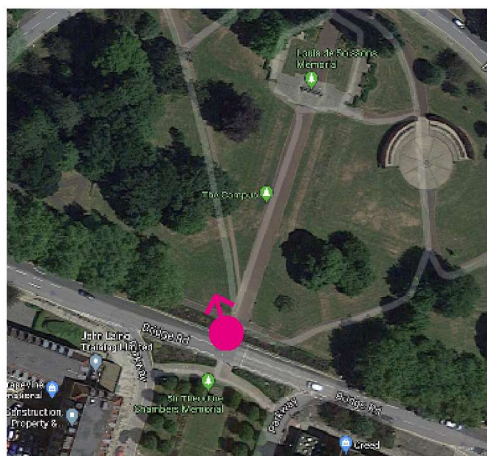
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VIEW 3: Southern end of The Campus



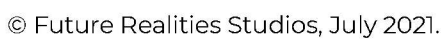
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As existing

Description of the view: The viewpoint is located at the southern end of The Campus central green space and directed north-west toward The Campus West library building and the adjacent surface level car park. The informal tree groupings within the green space limit full visibility of the built form beyond even during wintertime. The key element in the view is the generous green space comprising trees from the original Sherrardswood that were kept as part of de Soissons' masterplan. The undisturbed sky behind adds to the openness of view. The built form along this part of the exedra, however, diverts from the original masterplan and has created both large gaps in the townscape (i.e. the surface level car park) and built form that contrasts with its surroundings (Campus West library building) and modern architecture of The Campus West library which contrasts with the established Neo-Georgian character of WGC.

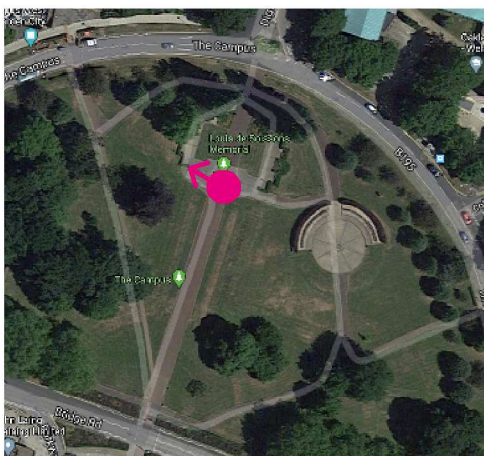
Susceptibility toward change: The openness and green character of the view help to illustrate the significance of this part of WGC. The modest low-scale built form around the edges allows the extensive green space to become the key feature in the view. This hierarchy should be preserved by any new developments.



VIEW 4: The Campus looking south-east



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As existing

Description of the view: The viewpoint is located at the paved area in the northern section of The Campus central green space. The Louis de Soissons' memorial is visible in the foreground. The defining element of The Campus is the exedra that determines the linear Parkway to the south. The development of The Campus, much like the commercial part of the Town Centre, dates from various decades throughout the 20th century. Whilst the underlying layout established as per de Soissons' masterplan in 1920 survives, the individual elements somewhat detract from the underlying core principle of symmetrical harmony in the townscape as envisioned by de Soissons. Namely, the 1970s Campus West library building is a tall, prominent and bulky element in the view and its distinctly modern appearance contrasts with the more restrained Neo-Georgian character along the eastern side of the exedra (i.e. Council offices).

Susceptibility toward change: The openness of the space and the mature trees illustrate the significance of this part of WGC as originally envisioned by de Soissons. The green space is the key feature in the view and although the taller element of The Campus West library is immediately noticeable due to its height and massing, the primacy of The Campus green space should be preserved by any new emerging developments.

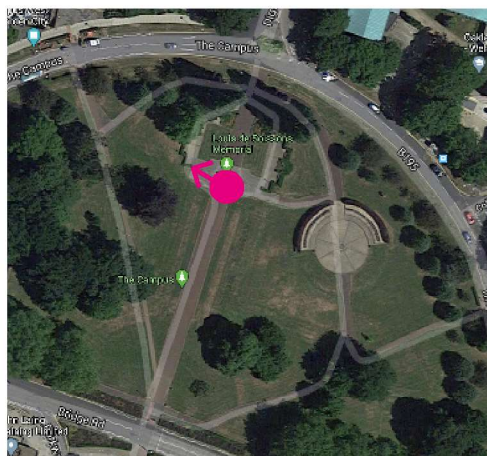
VIEW 4: The Campus looking south-east



Proposed

The majority of the development will remain obscured even during winter months. This is due to the extensive vegetation comprising mature trees along the south-eastern boundary of the Site and within the exedra. Part of the proposed structure will also be obscured by the existing Leisure Centre on the right of the image. A limited section of the development will remain visible from this location. This comprises the main entrance to the decked car park. The entrance is marked by the slightly taller element of the stair core that provides access to the upper deck. The brown and orange toned panelling of the stair core and the vertical angled aluminium fins will help to integrate the building into this part of The Campus. Signage will be kept to a minimum to reduce visual clutter. During summer months, the visibility of the majority of the structure will be even more limited. Overall, there will not be any effect on the townscape and heritage qualities of this view.

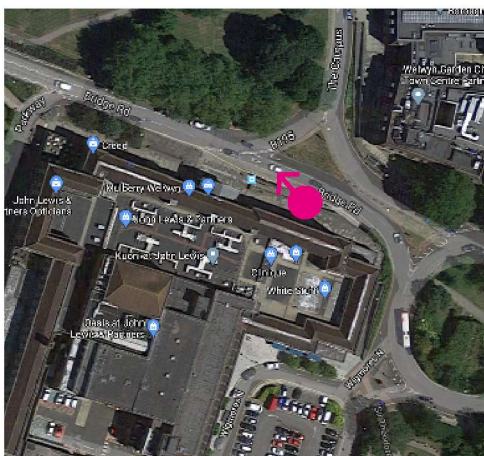
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VIEW 5: West from Bridge Road, in front of the John Lewis department store



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As existing:

Description of the view: The viewpoint is located on the southern side of Bridge Road, in front of the John Lewis department store (left). The tall portico entrance to the store adds formality to the space. The elevation is an important anchor and edge marking the northern extent of the commercial core and despite its massive scale, the application of the geometric Neo-Georgian elements, including the rhythmic pattern of sash windows, helps the scale of the building to harmonise with the surroundings. The mature oak trees along the southern boundary of the green space of The Campus are a remnant the original wood that covered the area. The openness of the green space beyond can be appreciated through the branches of the trees in the foreground. In the background of the view, the uninterrupted line of trees conveys a countryside character and creates an impression of *rus in urbe*.

Susceptibility toward change: The openness of the space and the mature oak trees illustrate the significance of this part of WGC as originally envisioned by de Soissons. The green space is the key feature in the view and although the taller element of The Campus West library is visible to a limited extent, the primacy of The Campus green space should be preserved by any new development.