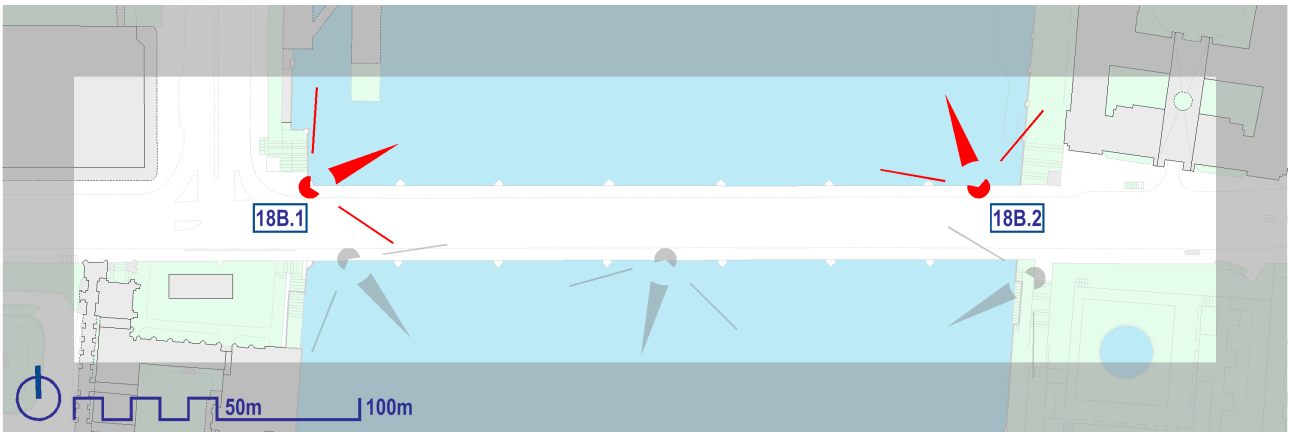


Viewing Location 18B Westminster Bridge: downstream



N.B for key to symbols refer to image 1



Panorama from Assessment Point 18B.1 Westminster Bridge: downstream – at the Westminster bank



Panorama from Assessment Point 18B.2 Westminster Bridge: downstream – at the Lambeth bank

Landmarks include:

Golden Jubilee/Hungerford
Footbridges
The London Eye
Whitehall Court (II*)

Also in the views:

Norman Shaw North (I) & South (II*)
(Formerly Old & New Scotland Yard)
Ministry of Defence
Embankment Place
Shell Mex House (II)
Flèche of the Royal Courts of
Justice (I)
Shell Centre tower
County Hall (II*)

Description of the View

- 321 The Westminster Bridge downstream location extends across the north pavement of the bridge. Two Assessment Points are located in the place. 18B.1 represents views towards the Lambeth bank, where the London Eye, County Hall and the Shell Centre are prominent. 18B.2 represents views north towards the Golden Jubilee/Hungerford footbridges and beyond to the boundary between Westminster and the City. These buildings and structures create an ensemble within the wider prospect, with the flat plane of the river providing the foreground, County Hall and the London Eye existing in the middle ground, and the Shell Centre being the only significant element in the background.
- 322 Views orientated towards the north bank of the river are quite different. They are notable for the perspective that the Embankment buildings provide, along with the trees, pylons of the Golden Jubilee/Hungerford footbridges, and the structures in the background, including the flèche of the Royal Courts of Justice, the spire of St Clement Danes and the Shell Mex Building. There is a strong sense of formality created by the civic scale of the buildings and their relationship to the river. Particular elements, such as the regular pavilions of the Ministry of Defence and the spires of Whitehall Court contribute to this characteristic.

Visual Management Guidance

Foreground and Middle Ground

- 323 The foreground is the river and the middle ground is the Embankment, which leads the eye to the various landmark buildings forming it.
- 324 The setting of the group of buildings including County Hall, the London Eye and the Shell Centre, should be carefully considered. New development in the view should contribute positively to that setting and the significance of heritage assets in the view.



View from Assessment Point 18B.1 Westminster Bridge: downstream – at the Westminster bank (At head of stairs leading up from Victoria Embankment). 530339.0E 179677.9N. Camera height 10.36m AOD. Aiming at The London Eye (Western tip of axis of wheel). Bearing 65.0°, distance 0.6km.

Background

- 325 The civic nature of the buildings on the north bank in this view has a clarity that should not be diminished by development in the background.
- 326 New tall buildings at the Waterloo Opportunity Area should contribute to the development of a legible cluster that respects the prominence of County Hall, and does not diminish its role in establishing a horizontally oriented riverfront composition. These buildings should be of the highest design quality, respect the historic environment and should, as part of the cluster, enhance the juxtaposition between the vertical London Eye and the horizontal County Hall. No new building should dominate landmark buildings or diminish their relationship with the river.

Management of the Viewing Location

- 327 The quality of the Viewing Location on the downstream side of Westminster Bridge is poor. Opportunities to improve the location, including an effective cleaning strategy, should be taken to ensure that views continue to be enjoyed by its many visitors.



View from Assessment Point 18B.2 Westminster Bridge: downstream – at the Lambeth bank (On Axis of the London Eye). 530573.2E 179673.1N. Camera height 10.70m AOD. Aiming at Embankment Place (Centre of River (SE) Façade). Bearing 341.2°, distance 0.7km.

