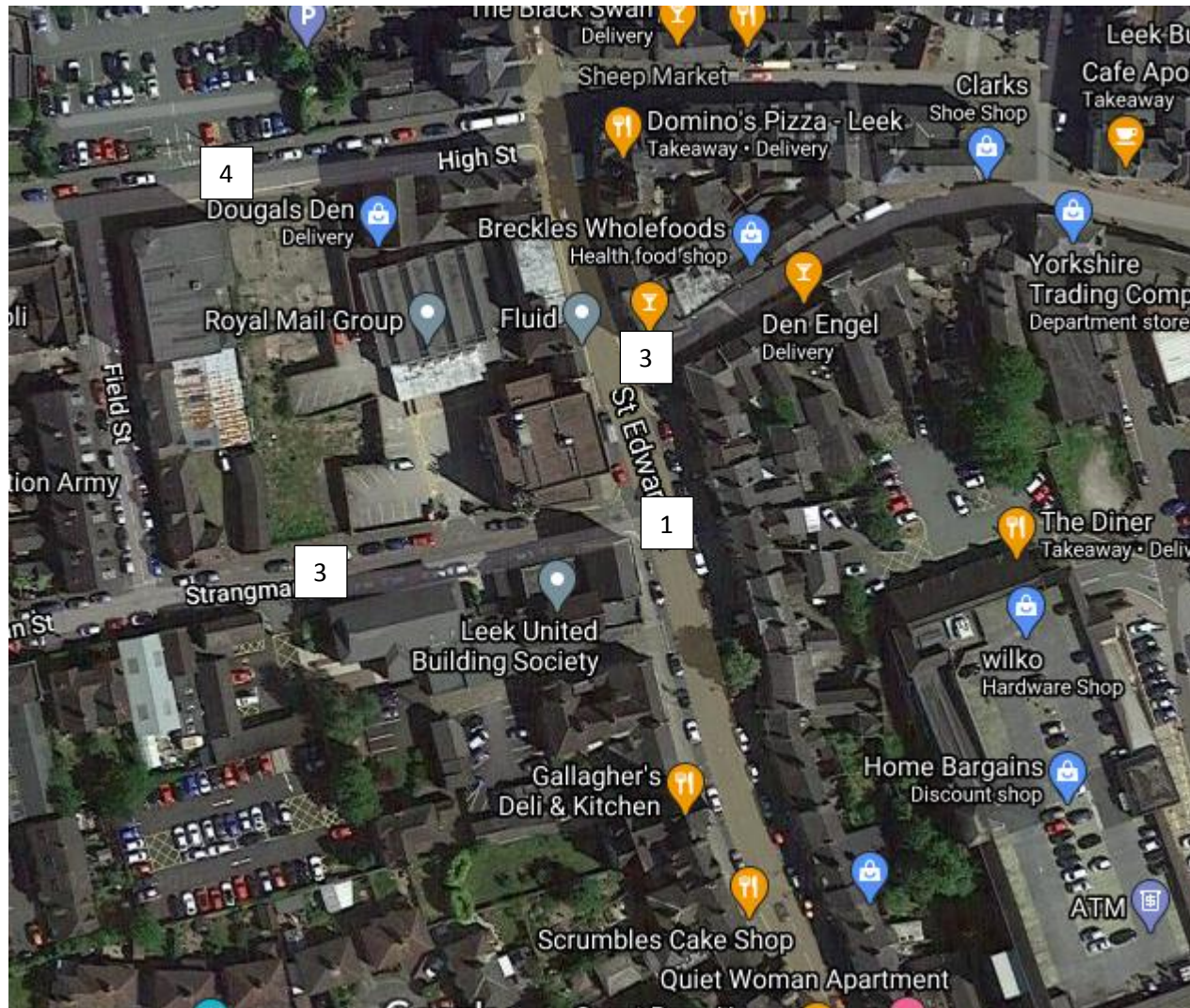


Visual Impact Assessment – Leek Conservation Area

Leek ATE, St Edward Street, Leek, Staffordshire, ST13 5QQ



1 View from St Edward Street North West towards the Telephone Exchange (20m) Source: Google Street View

The proposal is located on the raised section of the roof where the best line of sight can be achieved. Due to this section building being stepped back from the street and its height, the views from the street will be limited to glimpses when passing the intersection of Strangman Street and St Edwards Street. The perspective from the street scene obscures the view of the installation from passer-by's views up to this point with the rooflines on St Edward street being populated with chimney stacks, aerials and pitched roofs of the varied building types that contribute towards the areas character. With the main section being stepped back from the road elevated 4 storeys it is unlikely the proposed installation will detract from the amenity of the conservation area. The gradient of the street increases to the north which eases the harshness of the tower in these views as there are higher points and features in the views ahead.



2 View from Strangman Street East towards the Telephone Exchange (35m) Source: Google Street View

The most prominent views of the installation will be on approach east along Strangman Street, at a distance of 35m the established telecommunications site can be seen directly. Being located on the quieter Strangman Street used mainly for parking both on-street and in the Post Office depot. The scale of the apparatus is not large and when installed should look proportionate to the structure as a whole. The antennas are similar to the existing electronic communications apparatus installed on the building although higher and closer to the edge of the rooftop to meet the especial technical and operational requirements of 5G. They will therefore be seen in the context of this apparatus and will not appear as incongruous or jarring additions to the building or look out of place within the heritage area.



3 View from Stanley Street and St Edward Street West towards the Telephone Exchange (30m) Source: Google Street View

Looking west towards the Telephone Exchange from the busy shopping street Stanley St it can be seen again that the local topography should help minimise views. Insofar as the apparatus may be visible from other points around the Telephone Exchange they should look straight forward in appearance and reflect its function. To that extent they should in time become accepted features of the local environment as with other forms of communications networks and essentially public utility infrastructure, such as roads and railways.



4

View from High Street South East towards the Telephone Exchange (90m) Source: Google Street View

Looking South East from High Street the installation will again be visible on the highest point of the Telephone Exchange. A combination of design, topography and natural and manmade features should help keep any perceived changes to views and the skyline to within acceptable limits. Indeed, within the context of this urban location the attention of the casual observer is likely to remain be focussed more upon the streetscape.

