



Landmarks can be used to emphasise key routes and hierarchy

The design of streets, the concentration of commercial, community and civic uses in centres and the use of distinctive landscaping and building forms will all help create a place that is easy to read. This is crucial if users are to orientate themselves within a place and between different places.

3.6.1 LANDMARKS

Make it easy to find your way around

People find it easier to orientate themselves and recognise where they are when new development safeguards important views between places or creates new ones, whilst respecting or adding new local landmarks. To ensure that a particular place reads, assess the relationship between existing elements and, in consulting local people, determine how proposals contribute to a linked series of spaces and markers that make it easy to get from A to B and on to C.

Emphasise the hierarchy of a place

Landmarks such as distinctive buildings, particularly those of civic status, towers or statues help to provide reference points and emphasise the hierarchy of a place. These are best created at main centres of activity, where they are the focus of converging major streets. Offsetting the angle of streets whose axes focus on landmark buildings helps to increase their sense of surprise, as opposed to more symmetrical alignments.

Show the way

High-rise buildings can be used to emphasise key locations - rising above areas with a more uniform profile - though their potential benefits have to be weighed against possible negative impacts (see 5.3.1 on building height). In strong market conditions, cluster tall buildings in central locations, rather than allowing their siting to be decided by arbitrary market decisions. The best tall buildings attend to the human scale at the bottom, and locate the most visible compositional elements at the top.



London Eye has added a new landmark to the London skyline