

7.0 ASSESSMENT OF EFFECTS ON VISUAL RECEPTORS (CONTD.)
VIEW 5 - BRERETON ROAD (PROPOSED - RENDER)



Proposed

The Hotel sits behind the locally listed group, the low profile of which exposes almost all of its full height and each of its set-back stages. Its full sculptural form is thus appreciated, and the landmark qualities of the architecture can be appreciated and understood. From here can be seen the angled planes of the blades and how they generate a distinctive skyline profile. The set backs which separate the blades are recessive in tone, being of darkened glass panels with overlaying vertical brise soleil but still incorporating fenestration. The lower more earthily coloured portion integrates the building, through scale, dimension and detail, into what little context can be seen here. The Hotel acts as a counterpart to the Stadium with similar material attributes, but in the vertical, in contrast to the Stadium's horizontality. The remaining Residential Buildings of the Development at Plot 5 appear to be secondary to the main landmark building.

Magnitude of change

This represents a **medium** magnitude of change to the view, given that part of the Consented Scheme, i.e., the Stadium, has already been completed.

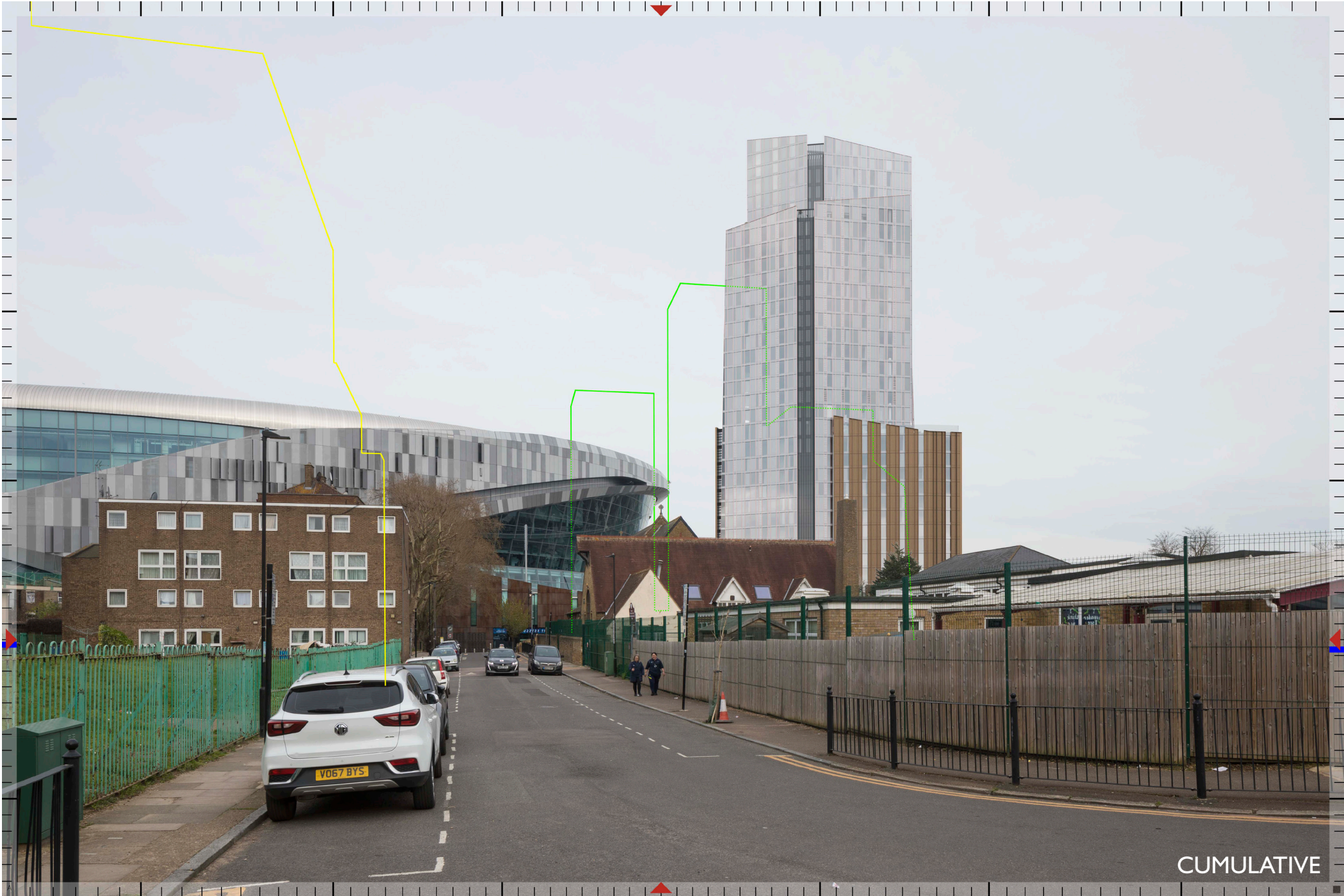
Residual effect

The effect is **moderate** and the qualities which categorise it as a landmark give rise to a **beneficial** effect.

VIEW 5

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7.0 ASSESSMENT OF EFFECTS ON VISUAL RECEPTORS (CONTD.)
VIEW 5 - BRERETON ROAD (CUMULATIVE)



Cumulative effect

The High Road West (Lendlease Scheme) is shown in yellow, forming a street edge. The proposed Hotel and the accompanying Residential Buildings beyond contribute to a cumulative effect with the Lendlease Scheme significantly increasing the scale of the area to beneficial effect, with the prospect of high quality urban and architectural design. The contribution of the Development to this cumulative effect is **major** and **beneficial**.

Cumulative effect without High Road West (Lendlease Scheme)

As no other cumulative schemes are visible in this view, were the Lendlease Scheme to be refused, there will be **no cumulative effect**.

- NDP / Plots 4 to 6
- High Road West (Lendlease Scheme)

VIEW 5

7.0 ASSESSMENT OF EFFECTS ON VISUAL RECEPTORS (CONTD.)
VIEW 5N - BRERETON ROAD (NIGHT-TIME) (EXISTING)

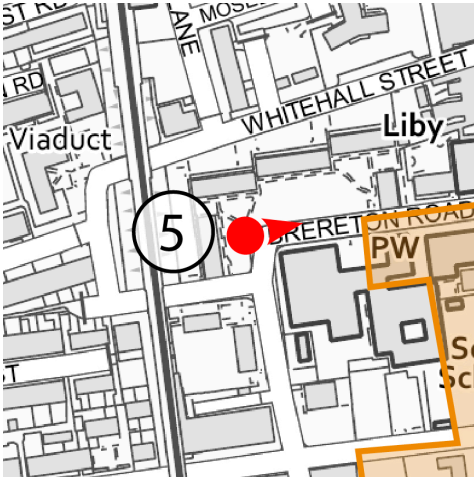
Existing

At night, the Stadium is subdued and other buildings emit very little light.

Sensitivity of the view

The sensitivity of this night-time view is **low**.

VIEWPOINT LOCATION



7.0 ASSESSMENT OF EFFECTS ON VISUAL RECEPTORS (CONTD.)
VIEW 5N - BRERETON ROAD (NIGHT-TIME) (PROPOSED - RENDER)



Proposed

Since the uses are hotel rooms and residential spaces, the light emittance from the proposed Hotel at Plot 3 is sporadic and subdued.

Magnitude of change

The change is experienced as more subtle at night but can be considered to be of **medium** magnitude.

Residual effect

The effect at night also remains **moderate** and **beneficial**.

Cumulative effect

Since it is difficult to project the light levels of cumulative unbuilt schemes, a cumulative image for night-time is not presented nor assessed here.

VIEW 5N

7.0 ASSESSMENT OF EFFECTS ON VISUAL RECEPTORS (CONTD.)
VIEW 6 - CHURCH ROAD (EXISTING)

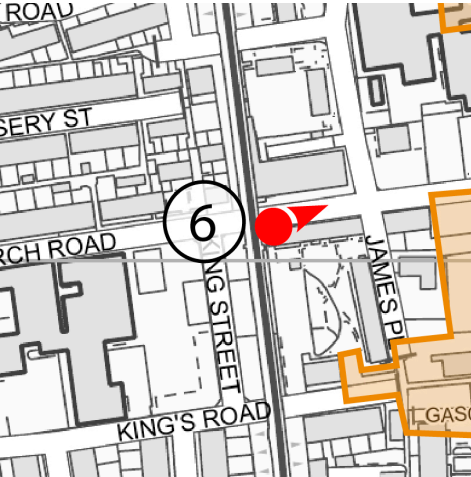
Existing

This is a view down Church Road towards the Stadium. The built frontage along the street creates a uniform but architecturally undistinguished appearance. On the north side of the road, there are retail units beneath two storeys of residential within an undistinguished design. There is presence of a number of mature trees, predominantly contained within the school grounds of St Francis De Sales primary school and an adjacent nursery school, as well as along the frontage of the High Road. When in leaf the trees largely screen the Stadium, but is clearly seen in winter.

Sensitivity of the view

The townscape in this view is unremarkable; its sensitivity is therefore **low**.

VIEWPOINT LOCATION



7.0 ASSESSMENT OF EFFECTS ON VISUAL RECEPTORS (CONTD.)
VIEW 6 - CHURCH ROAD (PROPOSED - RENDER)



Proposed

The proposed Hotel at Plot 3 presents a series of vertical overlapping planes at varied angles, obscuring the end of the Stadium and rising considerably higher than it. The lower plane is of an earthy hue and becomes an axial focus to Church Street at a lower scale than the other parts. The higher parts are of a lighter hue and together with their linking gaps and slender southern elevation, present a group of five elegant vertical elements. The Hotel obscures much of the Residential Buildings of the Development beyond, its corner position and its expressive architecture manifesting a landmark status.

Magnitude of change

This is a **high** level of change.

Residual effect

The Development affects the existing townscape in a **major** way, but its high quality of the architecture and landmark status give rise to a **beneficial** effect.

VIEW 6

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