

7.0 ASSESSMENT OF EFFECTS ON VISUAL RECEPTORS (CONTD.)

VIEW 19 - HIGH ROAD AT HAMPDEN LANE (PROPOSED - RENDER)



Proposed

The proposed Hotel element of the Development rises behind the eastern range of historic buildings, beyond the northern edge of the conservation area. It is designed as a landmark building and its architectural quality, through the layering of angled planes at a variety of levels, together with their surface quality, is integral to their quality. The three stages of the building show a reduced width as it rises. The lower stage has an earthy materiality and colour, rigorously textured, and provides a relationship with the surrounding context. The other two stages have a similar expression which is lighter, seen acutely, and the blades appear to be solid by virtue of projecting mullions. They embrace the ladder-like stack of balconies and pass beyond it at the top. Its verticality is a beneficial counterpart to the more ground-hugging stadium. The Extreme Sports Building at Plot 4 can be seen to the right of the Hotel. The Residential Buildings at Plot 5 of the Development are partially obscured by trees but also rise above the historic street buildings.

Magnitude of change

The scale and prominence of the Hotel in this view means that the magnitude of change is **high**.

Residual effect

The effect is **major** through the introduction of a tall landmark building into a high quality and historic townscape. Its complementary form in relation to the Stadium and its high quality of design give rise to a **beneficial** effect.

VIEW 19

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7.0 ASSESSMENT OF EFFECTS ON VISUAL RECEPTORS (CONTD.)
VIEW 19 - HIGH ROAD AT HAMPDEN LANE (CUMULATIVE)



Cumulative effect

The Joyce Avenue and Snells Park Estates Scheme will be very marginally visible to the left of the Stadium. It would not act cumulatively with the Development owing to its very limited visibility and distance away. There would be **no cumulative effect**.

Cumulative effect without High Road West (Lendlease Scheme)

There would be no change to the above effect, i.e., **no cumulative effect**.

- NDP / Plots 4 to 6
- Joyce Avenue And Snells Park Estate

VIEW 19

7.0 ASSESSMENT OF EFFECTS ON VISUAL RECEPTORS (CONTD.)
VIEW 20 - HIGH ROAD AT CEDAR ROAD (EXISTING)

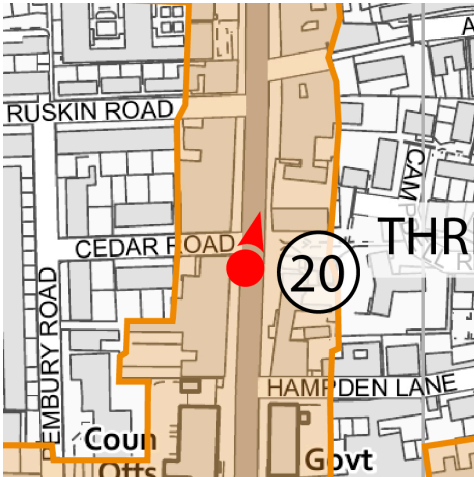
Existing

The view is characterised by the wide street and pavement with mainly three storey buildings framing the view within the North Tottenham Conservation Area. The shops on the west side provide a varied character and activity at ground level. Along the western frontage the upper storey residential buildings are set back from the shop frontage, which adds to the sense of width and space within the street scene. The built style and character vary but largely retain their visual continuity due to the consistency in the form and massing of this historic street. These buildings are locally listed. A more varied group of buildings on the east side provide a less coherent, though rich, street scene. In the backdrop the Stadium is clearly evident as a large-scale backdrop to the view. The Stadium currently provides a focus within the local community, enhancing human activity. The Brewery Building on the right is listed as Grade II.

Sensitivity of the view

Owing to the rich historic foreground, the sensitivity of the view is high.

VIEWPOINT LOCATION



7.0 ASSESSMENT OF EFFECTS ON VISUAL RECEPTORS (CONTD.)

VIEW 20 - HIGH ROAD AT CEDAR ROAD (PROPOSED - RENDER)



Proposed

The Hotel element of the Development rises behind the eastern range of historic buildings, beyond the northern edge of the conservation area. It is an intentional landmark building and its architectural expression, through the layering of planes at a variety of levels, together with their surface quality, is integral to its quality. The top of the Extreme Sports Building at Plot 4 can just be seen. It will be more visible without the roof-top scaffolding in the foreground. The Residential Buildings at Plot 5 are partially obscured by trees but also rise above the historic street buildings.

Magnitude of change

The scale and prominence of the Hotel means that the magnitude of change is **high**.

Residual effect

The effect is **major** through the introduction of a landmark into a high quality and historic townscape. Its complementary form in relation to the Stadium and its high quality of design give rise to a **beneficial** effect.

VIEW 20

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7.0 ASSESSMENT OF EFFECTS ON VISUAL RECEPTORS (CONTD.)
VIEW 20 - HIGH ROAD AT CEDAR ROAD (CUMULATIVE)



Cumulative effect

There is **no cumulative effect**, the cumulative schemes on the High Road being obscured by the west frontage buildings and foreground trees.

Cumulative effect without High Road West (Lendlease Scheme)

There would be no change to the above effect, i.e., **no cumulative effect**.

- NDP / Plots 4 to 6
- Joyce Avenue And Snells Park Estate