

7.0 ASSESSMENT OF EFFECTS ON VISUAL RECEPTORS (CONTD.)
VIEW I - FORE STREET AT STERLING WAY (CUMULATIVE)



Cumulative effect

The emerging 50-56 Fore Street scheme largely obscures the Hotel element of the Development while the Residential Buildings are subdued. The contribution for a cumulative effect is effectively, therefore, only in respect of the Residential Buildings. This is therefore a **minor** though **beneficial** contribution.

Cumulative effect without High Road West (Lendlease Scheme)

The Lendlease Scheme will not be visible from this view position; the Development's contribution to the cumulative effect remains the same, i.e. **minor** and **beneficial**.

- NDP Hotel Section 73 / Plot 3
 - NDP / Plots 4 to 6
 - 50-56 Fore Street
 - Joyce Avenue And Snells Park Estate
- The Development

VIEW I

7.0 ASSESSMENT OF EFFECTS ON VISUAL RECEPTORS (CONTD.)
VIEW 2 - HIGH ROAD NEAR BROOK HOUSE PRIMARY SCHOOL (EXISTING)

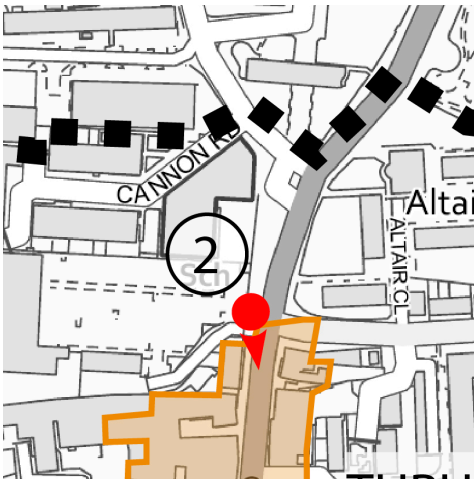
Existing

At the point at which the Stadium is identifiable from the west of the High Road, the quality the townscape is good, consisting of locally listed buildings to the left and a listed residential building to the right within the North Tottenham Conservation Area. This quality continues with a variety of architectural styles and uses of materials. The scale is generally domestic and of three to four storeys.

Sensitivity of the view

This area has undergone much regenerative change, and more is expected. Such change needs to respect the qualities of the townscape. The sensitivity level is therefore **medium**.

VIEWPOINT LOCATION



7.0 ASSESSMENT OF EFFECTS ON VISUAL RECEPTORS (CONTD.)

VIEW 2 - HIGH ROAD NEAR BROOK HOUSE PRIMARY SCHOOL (PROPOSED - WIRELINE)



Proposed

The upper third of the proposed Hotel at Plot 3 is visible above the Stadium. The top two stages of the stepped form are apparent and the varied elevational expression between the north and the west elevation visibly articulates the form in an elegant and worthy manner for the intended landmark building.

Magnitude of change

The comparative scale of the existing elements in the view when compared to the proposed gives rise to a **low** magnitude of change. However, the townscape and landmark qualities make it a meaningful addition.

Residual effect

The effect is **minor** in its physical contribution but **beneficial** in its townscape purpose and architectural qualities.

VIEW 2

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7.0 ASSESSMENT OF EFFECTS ON VISUAL RECEPTORS (CONTD.)
VIEW 2 - HIGH ROAD NEAR BROOK HOUSE PRIMARY SCHOOL (CUMULATIVE)



Cumulative effect

The consented High Road West (Lendlease Scheme) and the Northumberland Terrace scheme at Nos.798-808 High Road will be seen together with the proposed Hotel. The Hotel will make the principal contribution in the cumulative effect, which will be **minor** and **beneficial**.

Cumulative effect without High Road West (Lendlease Scheme)

Were the Lendlease Scheme to be refused, the Development's contribution to the overall minor cumulative effect would be **minor** and **beneficial**.

- NDP Hotel Section 73 / Plot 3
- Northumberland Terrace, 798-808 High Road
- High Road West (Lendlease Scheme)

VIEW 2

7.0 ASSESSMENT OF EFFECTS ON VISUAL RECEPTORS (CONTD.)
VIEW 3 - HIGH ROAD AT NORTHUMBERLAND PARK (EXISTING)

Existing

The viewpoint is close to the north-western corner of the NDP Site, at the junction of High Road and Northumberland Park, from within the North Tottenham Conservation Area. While the predominant focus to the view is along the High Road, the Stadium makes a major impact as a backdrop to a group of Georgian listed buildings currently being restored by the football club. They create a visually distinctive and attractive grouping forming a largely contiguous built frontage within the street scene. Their qualities do not appear to have diminished owing to the backdrop rather the Consented Scheme on the NDP Site has revitalised them. Northumberland Park provides a secondary road. The Thames Bookmakers (Paddy Power) building creates a distinctive building at the corner of the two roads. In contrast Northumberland Park has a less distinctive and more fragmented built frontage.

Sensitivity of the view

The mixed scale and layering together with the high quality of the existing architecture classifies the sensitivity at **medium**.

VIEWPOINT LOCATION



7.0 ASSESSMENT OF EFFECTS ON VISUAL RECEPTORS (CONTD.)
VIEW 3 - HIGH ROAD AT NORTHUMBERLAND PARK (PROPOSED - RENDER)



Proposed

As the view position gets closer to the Stadium, less of the proposed Hotel is visible. However, it retains its landmark role by proclaiming its unique profile and visible six floors.

Magnitude of change

There is **low** magnitude of change.

Residual effect

The effect is **minor** in relation to its context and **beneficial** in character. However, even with so little of the proposed Hotel visible, the upper profile indicates its more profound landmark role.

VIEW 3

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