

7.0 ASSESSMENT OF EFFECTS ON VISUAL RECEPTORS (CONTD.)

VIEW 23 - PARK LANE AT DENMARK STREET (CUMULATIVE)



Cumulative effect

As no cumulative schemes will be visible in this view, there is **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 Hotel Section 73 / Plot 3
- NDP / Plots 4 to 6
- High Road West (Lendlease Scheme)
- The Development

VIEW 23

7.0 ASSESSMENT OF EFFECTS ON VISUAL RECEPTORS (CONTD.)
VIEW 24 - ARGYLE ROAD TOWARDS VICARAGE ROAD (EXISTING)

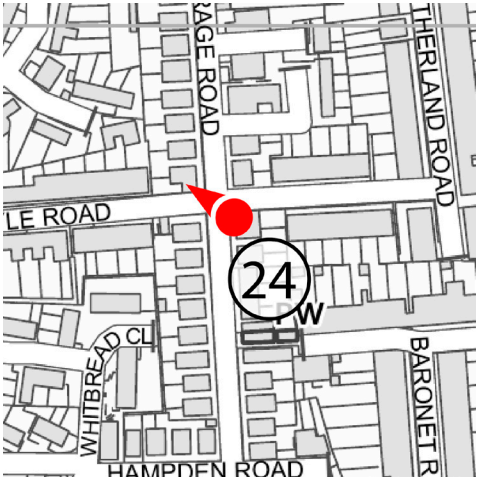
Existing

This view is a further example of how the large scale of the Consented Scheme on the Site interacts with the domestic scale. In this case, a series of handsome semi-detached villas provide the context. The view is chosen to allow a low angle of visibility across a junction and reveals the upper parts of the Stadium seen to the right.

Sensitivity of the view

With the Stadium visible there is a medium sensitivity, but with the whole Development having been consented partly in detail and partly in outline, the sensitivity of the view is **low**.

VIEWPOINT LOCATION



7.0 ASSESSMENT OF EFFECTS ON VISUAL RECEPTORS (CONTD.)
VIEW 24 - ARGYLE ROAD TOWARDS VICARAGE ROAD (PROPOSED - WIRELINE)



Proposed

Through the extrapolation of rendered views, in particular View 25 from a similar direction, the attributes of the design are apparent. The contrast with the context is already accepted in the extant consent and the consented Residential Buildings at Plot 5 are most prominent in this view. However, the amended Hotel element worthily takes on the landmark role through its position and design quality.

Magnitude of change

The magnitude of change is **high**.

Residual effect

The effect is **major**, while the quality illustrated by the design of the proposed Hotel reflecting its landmark status is **beneficial**.

VIEW 24

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VIEW 24 - ARGYLE ROAD TOWARDS VICARAGE ROAD (CUMULATIVE)



Cumulative effect

As no cumulative schemes will be visible in this view, there is **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**.

VIEW 24

7.0 ASSESSMENT OF EFFECTS ON VISUAL RECEPTORS (CONTD.)
VIEW 25 - 17 BROMLEY ROAD (EXISTING)

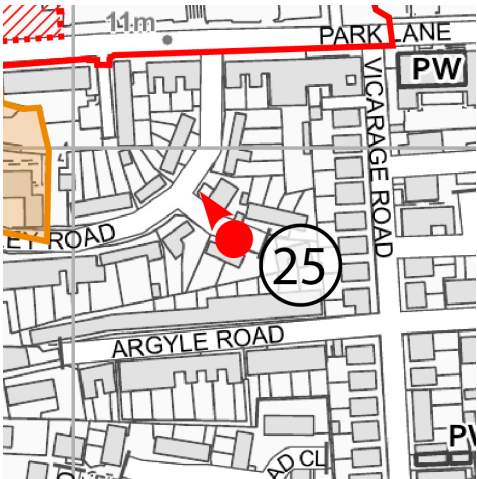
Existing

From the cul-de-sac off Bromley Road, the residential street scene is composed of simple but elegant, stucco-faced, pitched roof semi-detached houses. However, the poor boundary and front garden treatments lowers the quality of the street scene. The Stadium is apparent and is seen as a much larger scale feature above the two-storey houses. There is a contrast between this small-scale environment and the large-scale Stadium.

Sensitivity of the view

The sensitivity of the view is **medium**.

VIEWPOINT LOCATION



7.0 ASSESSMENT OF EFFECTS ON VISUAL RECEPTORS (CONTD.)

VIEW 25 - 17 BROMLEY ROAD (PROPOSED - RENDER)



Proposed

The Hotel at Plot 3 and Residential Buildings at Plot 5 are of a contrasting large scale compared to the small scale of the foreground. The Stadium is mostly obscured by other elements of the Development. The Extreme Sports Building at Plot 4 and the already consented Residential Buildings together consolidate the large-scale contrast. The detailed design of the Hotel with its divided planes, articulated profile and textured surfaces are designed to provide a contextual relationship, with the lower part taking on the colouration of the residential materiality.

Magnitude of change

The magnitude of change is **high**.

Residual effect

The residual effect is **major** in quantum but **beneficial** in providing a building with an architectural quality worthy of its landmark status.

VIEW 25

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