

7.0 ASSESSMENT OF EFFECTS ON VISUAL RECEPTORS (CONTD.)
VIEW 22 - HIGH ROAD AT BROMLEY ROAD (EXISTING)

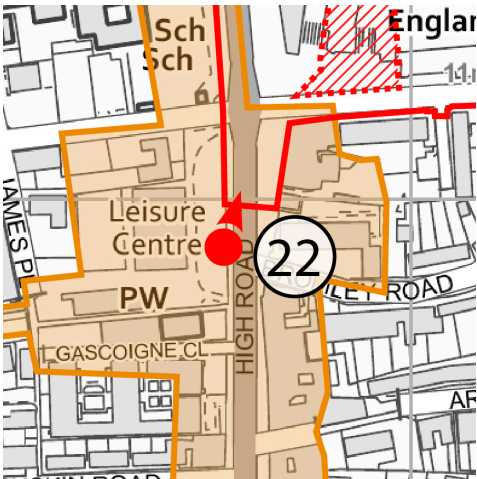
Existing

The completed Stadium has a contrasting character, replacing what was the continuation of the North Tottenham Conservation Area with more generous public space. The visible heritage assets contributing to the conservation area are limited to the Grade II listed Warmington House, surrounded by the completed buildings of the Consented Scheme on Plot 2. The western side of the High Road at this position lacks the urban edge coherence of other parts of the High Road but replaces it with a rich mixture of deciduous mature trees. The Stadium introduces a large scale and regular high movements of people around it.

Sensitivity of the view

Because of the already large-scale open character of this part of the High Road, the sensitivity to change is **medium**.

VIEWPOINT LOCATION



7.0 ASSESSMENT OF EFFECTS ON VISUAL RECEPTORS (CONTD.)

VIEW 22 - HIGH ROAD AT BROMLEY ROAD (PROPOSED - RENDER)



Proposed

The Hotel element of the Development and the lower neighbouring Plots 4 and 5 will appear above and beyond the foreground buildings. The contrast in scale is a celebration of regeneration and the architecture is of a suitable quality to honour that role. The layers of changing form and colouration have been carefully conceived to help this large-scale landmark complement both the ground-hugging form of the Stadium and the smaller scale of the historic context.

Magnitude of change

Owing to the already all-encompassing scale experience of the Stadium and broad open spaces, the magnitude of change in the view will be **high**.

Residual effect

This will represent a **major** effect on the view while its character will be **beneficial** in its clear landmarking of the regenerative initiative and the high quality of the architecture.

VIEW 22

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7.0 ASSESSMENT OF EFFECTS ON VISUAL RECEPTORS (CONTD.)
VIEW 22 - HIGH ROAD AT BROMLEY ROAD (CUMULATIVE)



Cumulative effect

The High Road West (Lendlease Scheme) and The Goods Yard And The Depot Scheme are shown in wireline to the far left of the view, but the density of foreground trees, even in the winter condition, means that they will be heavily screened and barely visible in this view. Only a small slither of the emerging Joyce Avenue And Snells Park Estates Scheme will be visible to the left of the Stadium. As the visibility of the cumulative schemes will be very limited there will effectively 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
- The Goods Yard and The Depot
- Northumberland Terrace, 798-808 High Road
- Joyce Avenue And Snells Park Estate
- High Road West (Lendlease Scheme)

VIEW 22

7.0 ASSESSMENT OF EFFECTS ON VISUAL RECEPTORS (CONTD.)
VIEW 23 - PARK LANE AT DENMARK STREET (EXISTING)

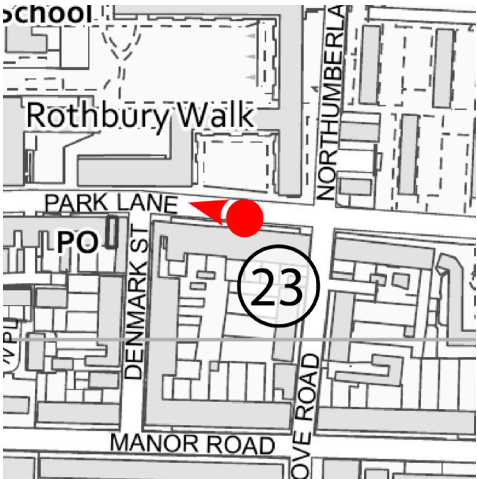
Existing

This residential street scene has two-storey residential terraced properties with bay windows forming one side, and four-storey residential blocks over retail on the opposite side. Each side reflects the boundaries of different architectural character. There is no visual evidence of the Stadium in this view.

Sensitivity of the view

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

VIEWPOINT LOCATION



7.0 ASSESSMENT OF EFFECTS ON VISUAL RECEPTORS (CONTD.)
VIEW 23 - PARK LANE AT DENMARK STREET (PROPOSED - WIRELINE)



Proposed

The Residential Buildings at Plot 5 largely obscure the Hotel element at Plot 3, though its distinctive form can just be seen. The Residential Buildings, being consented in their present form, reduce the effect of the amended Hotel.

Magnitude of change

This is a **medium** level of change while the amount of change to the Consented Scheme owing to the amendments to the Hotel is low.

Residual effect

The residual effect is **minor** and **beneficial**, though very little of the Amendments to the Hotel will be visible.

VIEW 23

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