

7.0 ASSESSMENT OF EFFECTS ON VISUAL RECEPTORS (CONTD.)
VIEW 4 - WILLIAM STREET (CUMULATIVE)



Cumulative effect

The existing gap of lower buildings will remain as part of the consented High Road West (Lendlease Scheme). The experience of the proposed Hotel element will be the same, contributing to the cumulative effect in a **minor** and **beneficial** way. The rest of the Development is largely obscured.

Cumulative effect without High Road West (Lendlease Scheme)

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

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

VIEW 4

7.0 ASSESSMENT OF EFFECTS ON VISUAL RECEPTORS (CONTD.)

VIEW 5 - BRERETON ROAD (EXISTING)

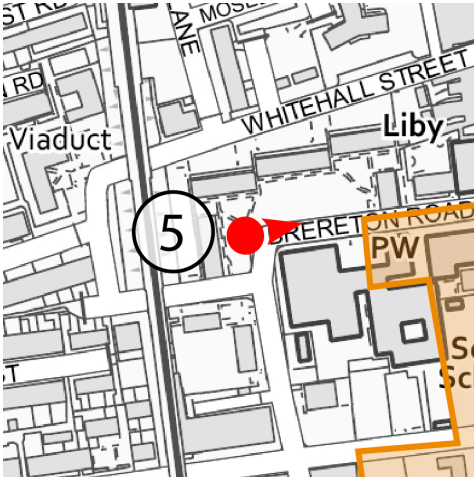
Existing

This is from a vantage point west of the North Tottenham Conservation Area, the qualities of which are minimised in this view by the foreground fenced-in spaces. A group of locally listed buildings, indicated by the group of white gables is to the right. Other heritage assets are obscured from view. The lack of urbanity here allows open views of the Stadium which commands the character of this particular area.

Sensitivity of the view

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

VIEWPOINT LOCATION



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.

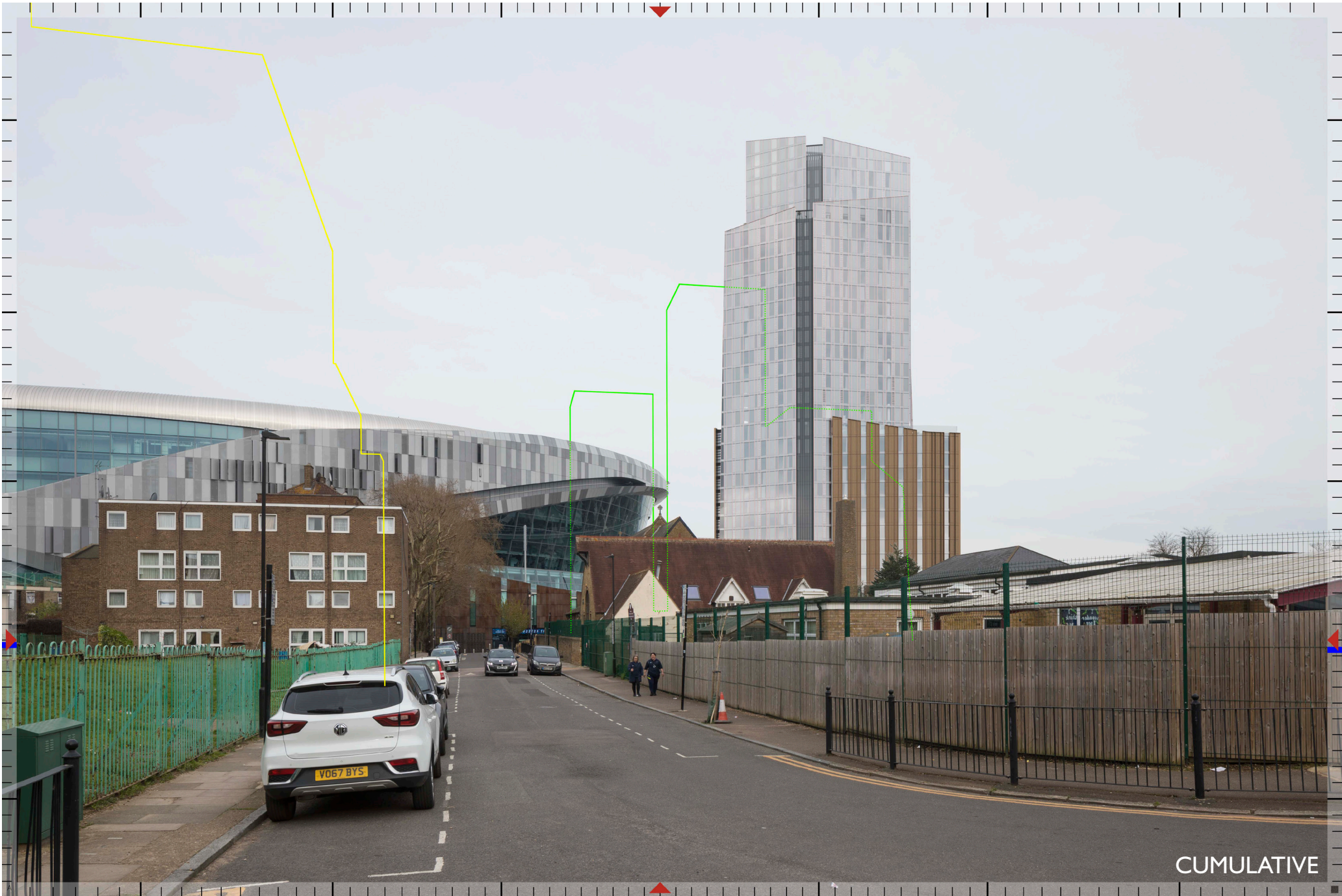
Residual effect

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

