

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



Cumulative effect

The consented High Road West (Lendlease Scheme) and the Northumberland Terrace Scheme will be seen in combination with the Development. All schemes will revitalise the High Road. The Development's contribution to a cumulative effect is **minor** and **beneficial**.

Cumulative effect without High Road West (Lendlease Scheme)

Similar to View 2, if the Lendlease Scheme is refused, the Development's contribution to the overall minor cumulative effect would be **minor** and **beneficial**.

VIEW 3

- NDP / Plots 4 to 6
- Northumberland Terrace, 798-808 High Road
- High Road West (Lendlease Scheme)

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

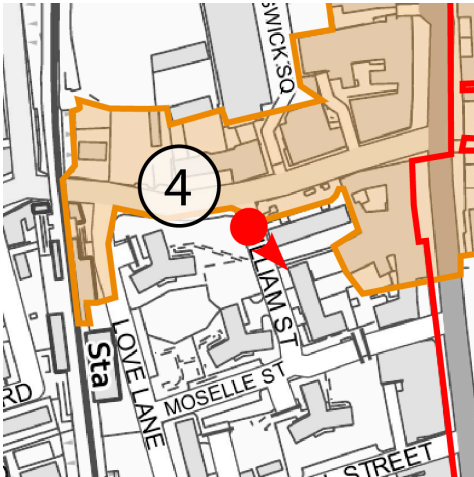
Existing

South of White Hart Lane looking along William Street, effectively from the William Street Garden with the viewer's back to the Grade II listed No.34 White Hart Lane (also known as the Grange). There is little of townscape value though a drop in development allows a view of the Stadium.

Sensitivity of the view

The view is not sensitive to change as the foreground is subject to major regeneration proposals and susceptible to change. The view as a whole is of **low** sensitivity.

VIEWPOINT LOCATION



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



Proposed

The top half of the proposed Hotel will be visible across the lower existing buildings to the right of the Stadium. It is a three-quarter view which allows a clear presentation of its architecture and landmark features, i.e., the clarity of the blades, the articulation between them and the very slender end elevations. The rest of the Development is only partially visible above the Stadium.

Magnitude of change

This is a **medium** level of change to the view.

Residual effect

The effect is of a **minor** quantum but through good design of landmark quality, its effect on the existing townscape provides connectivity and legibility and is, therefore, **beneficial**.

VIEW 4

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