

7.0 ASSESSMENT OF EFFECTS ON VISUAL RECEPTORS (CONTD.)
VIEW 7 - CHURCH ROAD (PROPOSED - RENDER)



Proposed

The proposed Hotel at Plot 3 presents in a similar manner to View 6 with its distinct vertical planes providing landmark qualities and truncating the view of the Stadium. The lower plane of earthy hue is no longer a focus to the view but can now be seen to integrate aesthetically with the existing perimeter Stadium buildings. The main tower planes exhibit a lightness which relates to the light panels which clad the Stadium. A greater level of detail can now be seen of the southern fully balconied elevation.

Magnitude of change

This is a **high** level of change.

Residual effect

The effect is similar to View 6 in providing a **major** change, but it remains a **beneficial** effect owing to its townscape contribution to the immediate streets as a significant landmark.

VIEW 7

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7.0 ASSESSMENT OF EFFECTS ON VISUAL RECEPTORS (CONTD.)
VIEW 7 - CHURCH 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 7

7.0 ASSESSMENT OF EFFECTS ON VISUAL RECEPTORS (CONTD.)
VIEW 8 - SOMERSET ROAD (EXISTING)

Existing

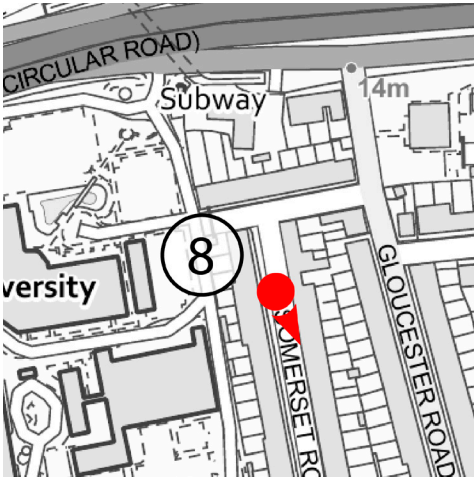
This view is from Somerset Road, Enfield, looking south-east towards the Plot 3 Site which lies on its axis. It is one of very few cases where an axial view exists other than from Fore Street and the High Road. The typology of the context is of Victorian terraced houses in bricks with pitched roofs, white painted bay windows, narrow front gardens with low walls to define their boundaries, and sporadic trees. The 23-storey Rivers Apartments tower is seen on the right.

Sensitivity of the view

The view's sensitivity to change is **low**, being an ordinary residential street, and the position of the Site being some distance away.



VIEWPOINT LOCATION



7.0 ASSESSMENT OF EFFECTS ON VISUAL RECEPTORS (CONTD.)
VIEW 8 - SOMERSET ROAD (PROPOSED - WIRELINE)



Proposed

The darker green outline shows how the proposed Hotel will appear as a distinct landmark albeit filtered by foreground trees. The lighter green depicts the consented Residential Buildings of the Development. While less visible than Rivers Apartments, when visible, the Development's expressive architecture provides a landmark quality which is not apparent in the design of the former.

Magnitude of change

The proposed change is **low** in magnitude.

Residual effect

Owing to the Development's axial and landmark relationship, there is a **minor** effect on the view despite the low sensitivity. The effect is **beneficial** on account of the landmark nature and high quality design of the Hotel.

VIEW 8

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