

7.0 ASSESSMENT OF EFFECTS ON VISUAL RECEPTORS (CONTD.)
VIEW 17 - HIGH ROAD SOUTH OF LORDSHIP LANE (EXISTING)

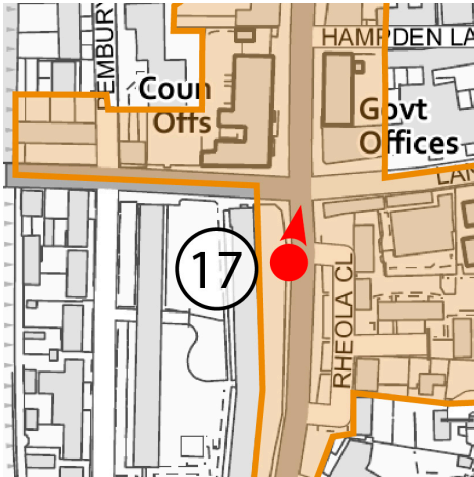
Existing

The view is from the North Tottenham Conservation Area looking north along the High Road from the western pavement and south of the junction with Lansdowne Road/Lordship Lane. To the left is the former Council offices at Grade II listing from the early 20th century, in a neo-Jacobean style. On the opposite side of the road is the locally listed Nos.636-638, a former department store in an Art Deco style built in 1930, and recently reconstructed after being severely damaged in the 2011 riots. The Stadium appears in the background and the Site lies between it and street trees.

Sensitivity of the view

The sensitivity of the view in the direction of the Site is **medium**.

VIEWPOINT LOCATION



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VIEW 17 - HIGH ROAD SOUTH OF LORDSHIP LANE (PROPOSED - WIRELINE)



Proposed

The upper parts of the Hotel element of the Development are clearly visible and operate as a landmark for the regenerated area. It has a slender form with its layered planes seen 'end on'. Its architectural quality is high as extrapolated from rendered views. The Residential Buildings are obscured by the Art Deco building in the foreground.

Magnitude of change

The magnitude of change is of a **medium** level.

Residual effect

This has a **moderate** effect on the view while adding a qualitative and meaningful landmark to the townscape. It is therefore a **beneficial** effect.

VIEW 17

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7.0 ASSESSMENT OF EFFECTS ON VISUAL RECEPTORS (CONTD.)
VIEW 17 - HIGH ROAD SOUTH OF LORDSHIP LANE (CUMULATIVE)



Cumulative effect

The Joyce Avenue And Snells Park Estates Scheme will be marginally visible to the left of the Stadium. It would not act cumulatively with the Development owing to its limited visibility and distance away. There would 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 Hotel Section 73 / Plot 3
 - NDP / Plots 4 to 6
 - Joyce Avenue And Snells Park Estate
- The Development

VIEW 17

7.0 ASSESSMENT OF EFFECTS ON VISUAL RECEPTORS (CONTD.)
VIEW 18 - HIGH ROAD AT LANSDOWNE ROAD (EXISTING)

Existing

Further towards the Site and still within the North Tottenham Conservation Area, more of the Stadium is revealed and the full elevation of the Grade II listed former Council Offices provides a historic western street enclosure. The east side is less coherent. Except for the locally listed Art Deco corner building, historic buildings on this side are either obscured owing to the acute angle of the street frontage or so distant as to be indistinguishable.

Sensitivity of the view

As a view from within a conservation area, the sensitivity is **medium**.



VIEWPOINT LOCATION

