

7.0 ASSESSMENT OF EFFECTS ON VISUAL RECEPTORS (CONTD.)

VIEW 18 - HIGH ROAD AT LANSDOWNE ROAD (PROPOSED - RENDER)



Proposed

The upper parts of the proposed Hotel element of the Development are clearly visible and operate as a landmark for the regenerated area. The Hotel has a slender form with its layered planes seen 'end on'. Its architectural quality is high as can be clearly seen in this rendered view. While the slender stack of balconies are clearly expressed, the receding blades east and west appear solid, being seen acutely. Alongside the Hotel element, the smaller Extreme Sports Building (Plot 4) appears marginally higher than the Stadium. The upper few floors of the Residential Buildings (Plot 5) are visible above a neutral contributor to the conservation area.

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 of high quality and distinctive architecture to the townscape. It is therefore a **beneficial** effect.

VIEW 18

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



Cumulative effect

There is **no cumulative effect**, the cumulative schemes on the High Road being obscured by the west frontage buildings and signage.

Cumulative effect without High Road West (Lendlease Scheme)

There would be no change to the above effect, i.e., **no cumulative effect**.

VIEW 18

7.0 ASSESSMENT OF EFFECTS ON VISUAL RECEPTORS (CONTD.)
VIEW 19 - HIGH ROAD AT HAMPDEN LANE (EXISTING)

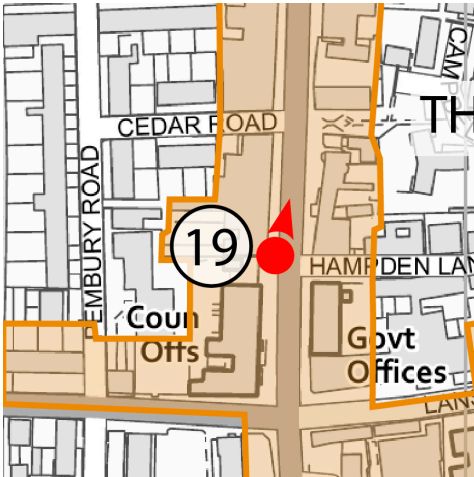
Existing

From this position on the High Road, virtually all buildings on both sides of the road are positive contributors to the North Tottenham Conservation Area and many are locally listed. Within the eastern range there are also three listed buildings. A group of mature trees enhance the quality of the street. However, the highly visible Stadium building forms a prominent part of the setting.

Sensitivity of the view

The sensitivity of the view to change is **high**.

VIEWPOINT LOCATION



7.0 ASSESSMENT OF EFFECTS ON VISUAL RECEPTORS (CONTD.)
VIEW 19 - HIGH ROAD AT HAMPDEN LANE (PROPOSED - RENDER)



Proposed

The proposed Hotel element of the Development rises behind the eastern range of historic buildings, beyond the northern edge of the conservation area. It is designed as a landmark building and its architectural quality, through the layering of angled planes at a variety of levels, together with their surface quality, is integral to their quality. The three stages of the building show a reduced width as it rises. The lower stage has an earthy materiality and colour, rigorously textured, and provides a relationship with the surrounding context. The other two stages have a similar expression which is lighter, seen acutely, and the blades appear to be solid by virtue of projecting mullions. They embrace the ladder-like stack of balconies and pass beyond it at the top. Its verticality is a beneficial counterpart to the more ground-hugging stadium. The Extreme Sports Building at Plot 4 can be seen to the right of the Hotel. The Residential Buildings at Plot 5 of the Development are partially obscured by trees but also rise above the historic street buildings.

Magnitude of change

The scale and prominence of the Hotel in this view means that the magnitude of change is **high**.

Residual effect

The effect is **major** through the introduction of a tall landmark building into a high quality and historic townscape. Its complementary form in relation to the Stadium and its high quality of design give rise to a **beneficial** effect.

VIEW 19

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7.0 ASSESSMENT OF EFFECTS ON VISUAL RECEPTORS (CONTD.)
VIEW 19 - HIGH ROAD AT HAMPDEN LANE (CUMULATIVE)



Cumulative effect

The Joyce Avenue and Snells Park Estates Scheme will be very marginally visible to the left of the Stadium. It would not act cumulatively with the Development owing to its very 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 / Plots 4 to 6
- Joyce Avenue And Snells Park Estate

VIEW 19