

7.0 ASSESSMENT OF EFFECTS ON VISUAL RECEPTORS (CONTD.)
VIEW 25 - 17 BROMLEY ROAD (EXISTING)

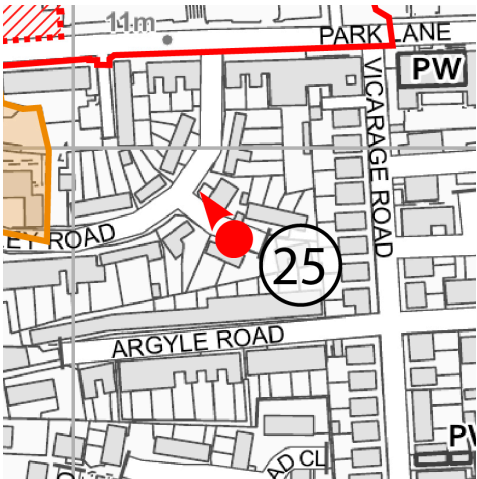
Existing

From the cul-de-sac off Bromley Road, the residential street scene is composed of simple but elegant, stucco-faced, pitched roof semi-detached houses. However, the poor boundary and front garden treatments lowers the quality of the street scene. The Stadium is apparent and is seen as a much larger scale feature above the two-storey houses. There is a contrast between this small-scale environment and the large-scale Stadium.

Sensitivity of the view

The sensitivity of the view is **medium**.

VIEWPOINT LOCATION



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VIEW 25 - 17 BROMLEY ROAD (PROPOSED - RENDER)



Proposed

The Hotel at Plot 3 and Residential Buildings at Plot 5 are of a contrasting large scale compared to the small scale of the foreground. The Stadium is mostly obscured by other elements of the Development. The Extreme Sports Building at Plot 4 and the already consented Residential Buildings together consolidate the large-scale contrast. The detailed design of the Hotel with its divided planes, articulated profile and textured surfaces are designed to provide a contextual relationship, with the lower part taking on the colouration of the residential materiality.

Magnitude of change

The magnitude of change is **high**.

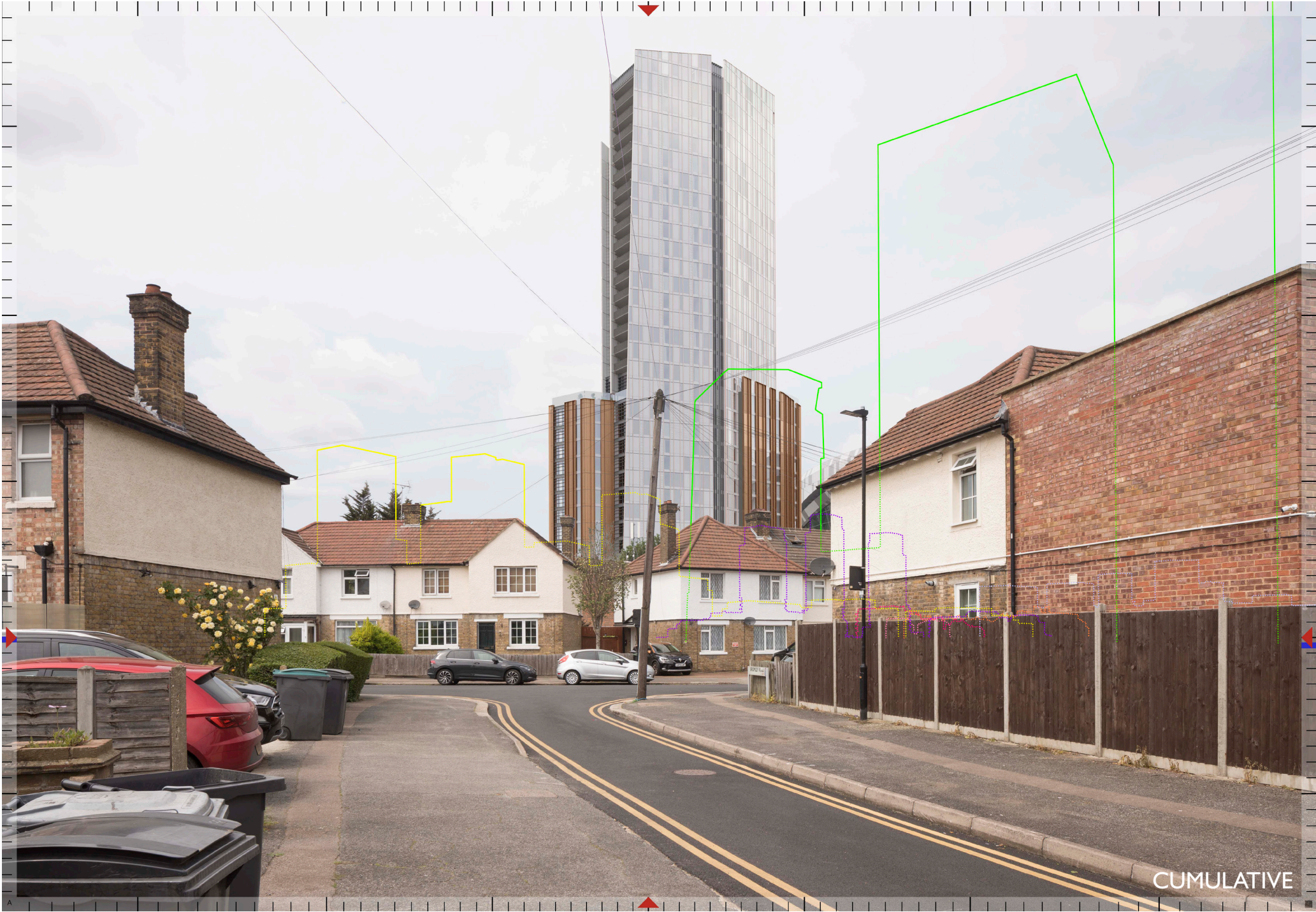
Residual effect

The residual effect is **major** in quantum but **beneficial** in providing a building with an architectural quality worthy of its landmark status.

VIEW 25

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7.0 ASSESSMENT OF EFFECTS ON VISUAL RECEPTORS (CONTD.)
VIEW 25 - 17 BROMLEY ROAD (CUMULATIVE)



Cumulative effect

The yellow outlines depict the consented High Road West (Lendlease Scheme). It continues the larger scale of development but being further away is less visible compared to the Hotel and companion residential buildings. The Development's contribution to a cumulative effect is **major** and **beneficial**.

Cumulative effect without High Road West (Lendlease Scheme)

Without the Lendlease Scheme, there will be no cumulative schemes visible in this view and therefore **no cumulative effect**.

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

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