

30-36 Clarendon Road, London N8 0DJ

Statement of Community Involvement



**New and
affordable homes**



**Sustainable
development**



**Increase in
employment**



**High quality
amenity spaces**

**On behalf of Paul Simon Magic Group
October 2022**



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1. Introduction and Policy Framework

This Statement of Community Involvement has been compiled by specialist community consultation group Your Shout, part of Thorncliffe, on behalf of the applicant Paul Simon Homes. This report supports a planning application to redevelop 30-36 Clarendon Road, London, N8 0DJ to provide 51 new homes as well as commercial units on the ground floor.

This report details the public consultation we have carried out to inform the evolution of the proposals, in accordance with national and regional policies, and the London Borough of Haringey's Statement of Community Involvement (SCI), adopted in 2017.

We have adopted many of the consultation methods and principles in the Haringey SCI, namely:

2. Emails and letters to local residents
3. Notifications via social media
4. Plans published on our website
5. A Development Management Forum, conducted by Haringey Council

The aims of the pre-application stage of public consultation are:

- To let local residents, businesses, councillors and other stakeholders know about the ideas for redevelopment on the site.
- To understand local views, engage with the community, help identify concerns and opportunities, and feed these into the evolving proposals.
- To show how we have responded to the issues of the community and stakeholders, and how changes have been made to the proposals.
- To pledge our continuing commitment to engagement throughout the statutory consultation period and beyond.

We adhere to the Consultation Principles set out by successive governments through the Cabinet Office. Some of these principles are:

- Using plain English and avoiding jargon. Making the whole process clear and concise.
- Using the right tools, whether digital, collaborative, informative or ongoing. Only asking questions where we do not have a final view.
- Ensuring the affected people, groups and businesses are aware, targeted, and allowed proper time to respond. Making sure each group can access and respond to the consultation, however and using whatever means they engage with us.
- Early pre-application engagement and front-loading, where early engagement has significant potential to improve the efficiency and effectiveness of the process for all parties. We recognise that the more issues can be resolved at pre-application stage, the greater the benefits.
- Analysing and responding objectively and properly to consultations, published in writing and online through this document, and by direct contact if possible. Responses will be published where possible, with due regard to GDPR regulations.

This SCI deals with the public consultation, the consultation with neighbouring residents and community groups. Details of engagement with statutory and non-statutory consultees, whose engagement are being led by the team's planning consultant, are contained in other reports submitted as part of this planning application.

This consultation also has regard to the London Plan, adopted March 2021. Planning decisions should be taken as close as possible to the communities and interests they affect, and in as inclusive way as appropriate. Community and voluntary groups, local business organisations and other interest groups have valid contributions to make to planning, and we support their involvement.

2. The Proposals



Current site (above)

The site is currently occupied by the Jessica Button factory, on Clarendon Road, in the London Borough of Haringey. The site was originally part of a wider comprehensive redevelopment plan to redevelop the adjacent Clarendon Recovery College and the West India Cultural Centre in delivering state-of-the-art cultural and community facilities, as well as flexible working spaces and new homes. After much discussion, it has been decided to submit a stand-alone application for the Jessica Buttons factory site.

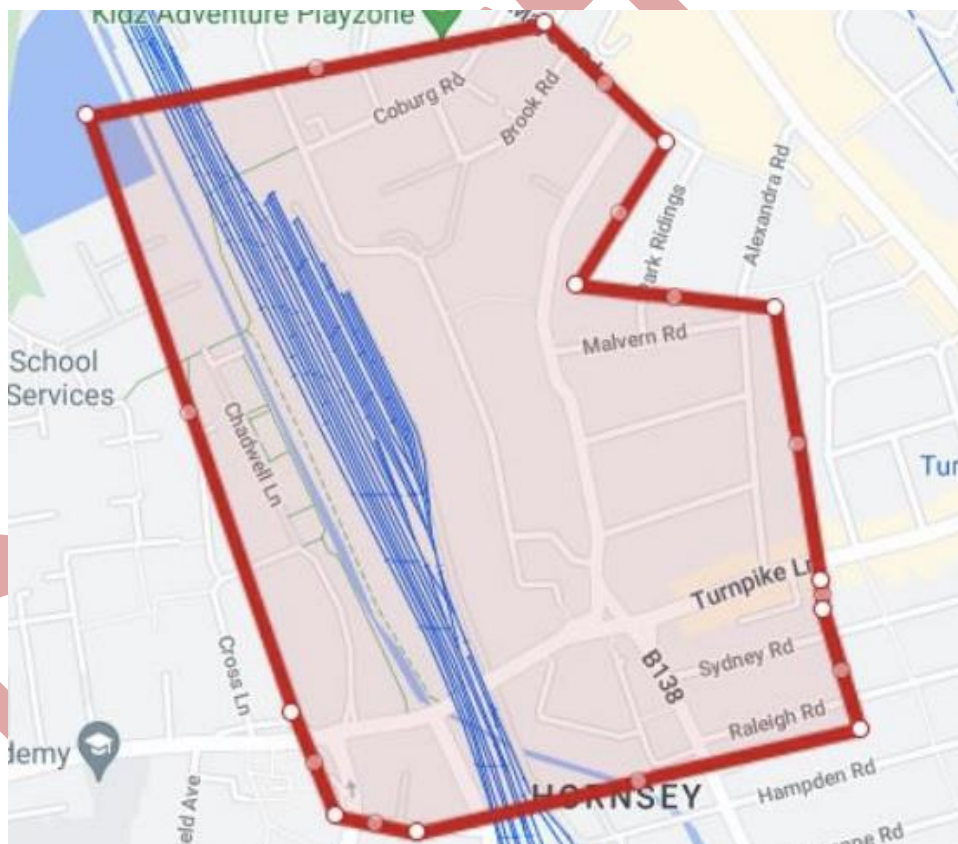
We are proposing 51 new homes across 11 storeys. The ground floor and basement will contain spaces for businesses, shops or offices as well as associated servicing facilities for the building.



3. Our Consultation Process

Invitation letter

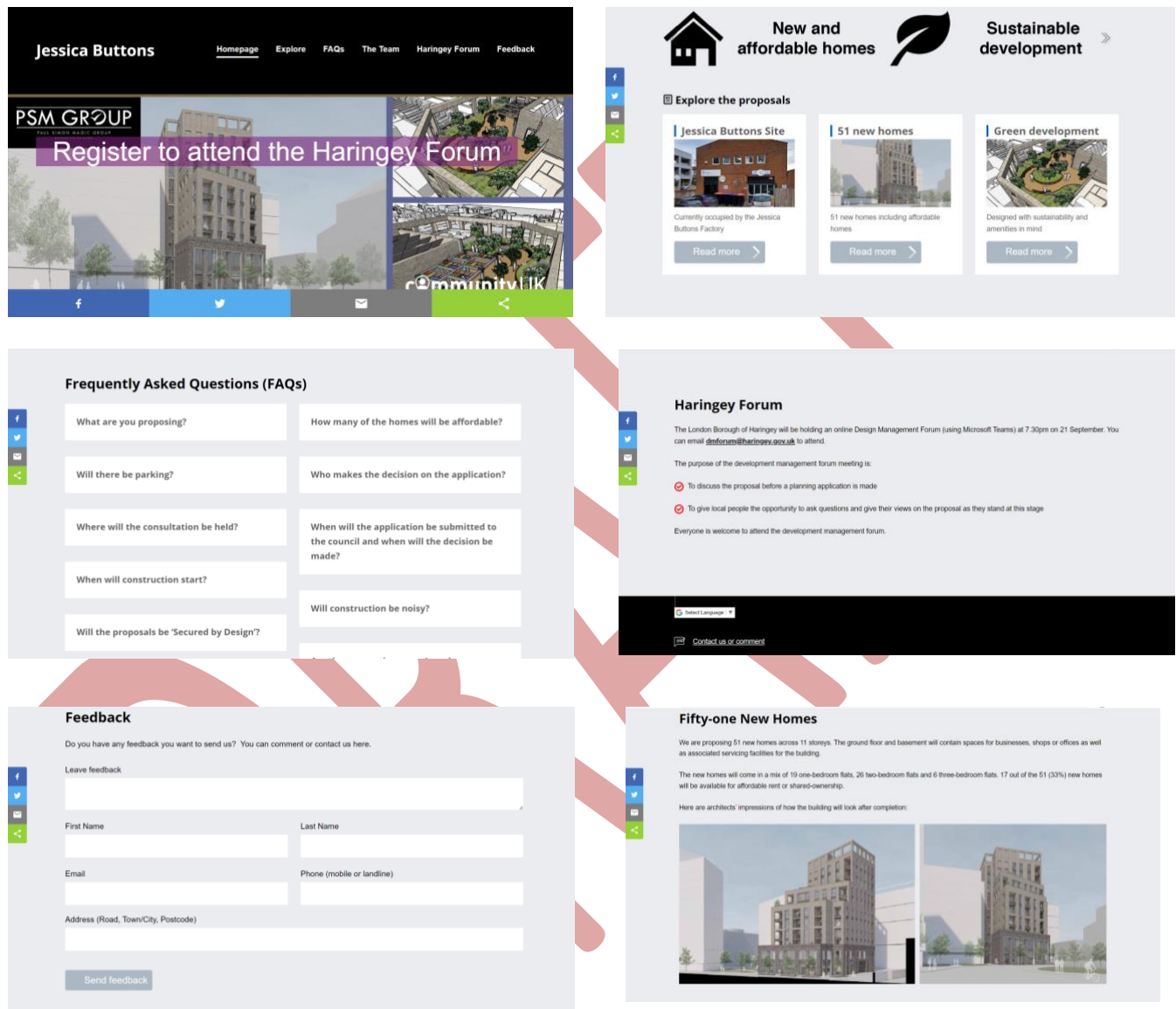
We publicised the consultation to the households and businesses surrounding the site, using GPS-tracked hand delivery to distribute the information letter to 2,460 properties, as shown in the map below. The letter was posted on 14 September 2022.



The objective of the letter was to publicise the project website, to communicate information about the scheme, and to encourage local residents to share their views about the proposal. The letter included a freephone number and freepost address, to increase accessibility in the consultation. A copy of this letter is available in Appendix 1.

Invitation letters were also sent to all the elected representatives and stakeholders.

We have a project website with a unique URL – jessicabuttons.site. This went online in early September 2022 and will be maintained throughout the planning application process. Below are screenshots showing a few sections of the site:



We attended a Development Management Forum arranged by Haringey Council on 21 September.

We maintain several response mechanisms for the local community and stakeholders to share their views about the scheme, including:

- A feedback form on the CommunityUK portal:
<https://jessicabuttons.communityuk.site/feedback>
- A freephone number, staffed during office hours: 0800 955 1042
- A bespoke email address: jessicabuttons@yourshout.org
- A freepost address: FREEPOST RTXU-JGSR-KHLE, Your Shout, 28 China Works, London, SE1 7SJ

All survey information was held in a GDPR-compliant format, with the following privacy notice published on the invitation letter and online portal:

Data will be held by Your Shout and the project team. By volunteering this information you are giving your consent for us to process your data regarding the Jessica Buttons Factory project. Your comments will be given to the council as part of the planning application process. You are also confirming you are aged 16 or over. You can withdraw consent for us to use your data at any time by emailing us at privacy@yourshout.com. You have a right to complain to the Information Commissioner's Office at any time if you feel there is a problem with the way we are handling your data.

TIMELINE AND SUMMARY OF OUR CONSULTATION

Date	Event
14 September 2022	Letters sent to local community
14 September 2022	Online platform goes live
21 September 2022	Online Development Management Forum (organised by LB Haringey)
October 2022	Submission of planning application

4. Consultation Responses

The majority of feedback has come through the Development Management Forum, held on 21 September 2022.

At that meeting, four residents asked questions and made comments, as follows:

AB (resident since 1993)

- Name is like Disneyland
- There is no civic infrastructure. We need doctor surgeries, dentists, schools, number of trains running from Hornsey station. We don't need a branch of Gail's or Tesco's.
- Inclusion of shared ownership - a very problematic tenure. It's not shared and it's not ownership. No evidence to support the claims for the long-term outcomes for shared ownership.

C (resident of Westpoint Apartment flat that will be directly opposite)

- Currently there are no obstructions on my view, nobody looks at my flat. Biggest concern is blocking sunlight into our flats and privacy. Nobody can see into my flat at present but with this development, a lot of flats will be able to see into my flat. I am in favour of redeveloping, but my concerns are whether it has been factored in or not.

D and J (residents of Westpoint)

- Light and privacy - what does the daylight/sunlight assessment includes and what is undertaken - Do they assess each individual flat. We don't get a lot of light as it is. You say this part of the development has no windows seeing this way. Will it have windows facing us at the first floor?
- Consistency with the other buildings (cultural centres) - if you're going to do it in different stages, work going on will be over several years and you don't know what it will look like. It will make the area unattractive. There are limitations on what the other two buildings will look like and will it be under your control.
- Can you give us more information on specifics about issues with ownership. You're building it in partnership with Haringey council – an issue with developing west Indian cultural site was it was owned by

Haringey council. Why are they not in agreement of developing the whole site?

- The West Indies are not being involved, that's why it's not being developed. Development can look very different. It could look disjointed and unattractive. That is a concern. Limitations around what is allowed, what is already here to make sure it is consistent.
- Works are going to go on for many years and for people working from home, it will be disturbing.
- A working group will be welcome. I don't want to feel like Haringey's housing targets are coming before what is best for us. I know Haringey has targets, but it will come at the detriment of disturbing our existence.
- Also, you mentioned section 106, how will that be allocated? How would we benefit as neighbours?
- About infrastructure, there is a huge development influx, infrastructure isn't dealing with it. We're having internet issues, water issues. This development will create more issues.
- Also, you mentioned the commercial areas before. It feels like it's a tick box for developments, I don't ever see it, they're never filled. It's empty. It doesn't look attractive where it's never rented out. If it wasn't rented out after a year or two, would you be willing to lower the rent. The space has to be filled up, otherwise it's wasted space. Better used as a residential or a community thing. looks unattractive and sad.

J, Resident:

- Stated he was an architect that had designed a 12-storey building.
- Will there be an environmental impact assessment?
- Overall height of the scheme. Density of the height gets higher towards the north and lower in the south. it's going to be 12 storeys. Lots of overshadowing of gardens. Looks like a mini-Manhattan. Scheme has become over-developed. It's gone too high in this case. New river development is more joyful. This one is more sombre.
- Complemented Stockwool's New River development

In addition, we had one feedback response through our website.

- I don't see any parking facilities for at least 51 cars in these plans. How will you manage your commitment to stop residents using present spaces.

5. Our response and continued consultation

Issue	Applicant's response
Infrastructure required	The delivery of the project will be accompanied by a Community Infrastructure Levy Payment to the Council which will allow Haringey to fund any necessary social and infrastructure improvements. These will be planned at a strategic level. There is also an opportunity for the Council to require funding for specific infrastructure through a s106 Agreement, if considered necessary.
Sunlight issue	A full analysis of the changes of levels of daylight and sunlight to surrounding properties as a result of the new development and levels of daylight and sunlight within the proposed properties has been undertaken. These will be submitted as part of the planning application.
Construction disturbance	A Construction Management Plan will be provided to the LPA that will show how demolition and construction will be undertaken in such a way as to minimise any loss of amenity and disturbance to local residents and businesses.
Parking issue	Council and London Plan policies are aimed at reducing dependence on the private car. The scheme will be 'car-free', except for two disabled parking spaces, and residents of the new building will be unable to obtain parking permits for any Controlled Parking Zones in the borough.

During the course of discussions with the LPA and following the DRP and consultation, the following changes have been made:

- The layout of flats has been altered to improve levels of daylight/sunlight
- Additional outdoor space has been provided, including a small outdoor space at the southern elevation
- Further consideration has been given to the detailed design and elevational treatment of the building, including materials
- Master Plan Options for the Clarendon Recovery College and WICC have been progressed in order to ensure that the proposed scheme will not impact on their future development

One of the main objectives of this Statement of Community Involvement is to help record individual and collective responses to the proposals and how these responses have affected our proposals.

This report also allows us to feed back this information, in a more readily digestible form to the local community, respondents, other stakeholders and councillors.

This Statement of Community Involvement will be made available, alongside other planning documents, as part of the planning submission to LB Haringey.

We remain committed to keeping in touch with local groups, individuals and all those that have participated throughout this consultation exercise. We will be available to meet consultees again as appropriate.

This Statement of Community Involvement fully demonstrates the applicant's commitment to thorough and meaningful public consultation and meets the requirements set out by LB Haringey. The submission of the planning application does not mark the end of this consultation and the team will continue to meet with local groups and individuals as appropriate throughout this process.

Your Shout

October 2022

Appendix 1: Public consultation - invitation letter

**Jessica Buttons Factory:
Public consultation on new homes**

September 2022



The existing site



Image of the Proposal

Dear Neighbour

Your Shout is working with Paul Simon Magic Group and Haringey Council to engage with the local community on the plans to deliver 51 new homes and ground-floor commercial space on the site currently occupied by the Jessica Buttons Factory at 30 Clarendon Road. In 2021 we consulted local residents and groups on a larger proposal which included the African Caribbean Cultural Centre. Paul Simon Homes are now bringing forward the northern part of the site as the first part of the development.

17 out of the 51 new homes will be available for affordable rent or shared ownership. A rooftop garden will be provided on the eleventh floor and two playgrounds will be located on the sixth and eighth floors. The new homes will include two parking spaces for Blue Badge holders, a commitment to restrict future occupants from obtaining parking permits to park on local roads, as well as cycle storage facilities.

For more information on the proposals, you can simply scan the QR code to the right or go to our website – jessicabuttons.site



SCAN ME

The London Borough of Haringey will be holding an online Design Management Forum meeting (using Microsoft Teams) at **7.30 pm** on **21 September** to hear your views.

The purpose of the development management forum meeting is to discuss the proposal before a planning application is made and give local people the opportunity to ask questions and give their views on the proposal as they stand at this stage.

Everyone is welcome to attend the development management forum. You can email dmforum@haringey.gov.uk to attend.

If you are unable to access the website, we can send you printed material - please contact us on 0800 955 1042 or JessicaButtons@yourshout.org

Yours sincerely,

Your Shout
Jessica Buttons Project Team

Appendix 2: CommunityUK project website – screenshots

Jessica Buttons[Homepage](#)[Explore](#)[FAQs](#)[The Team](#)[Haringey Forum](#)[Feedback](#)

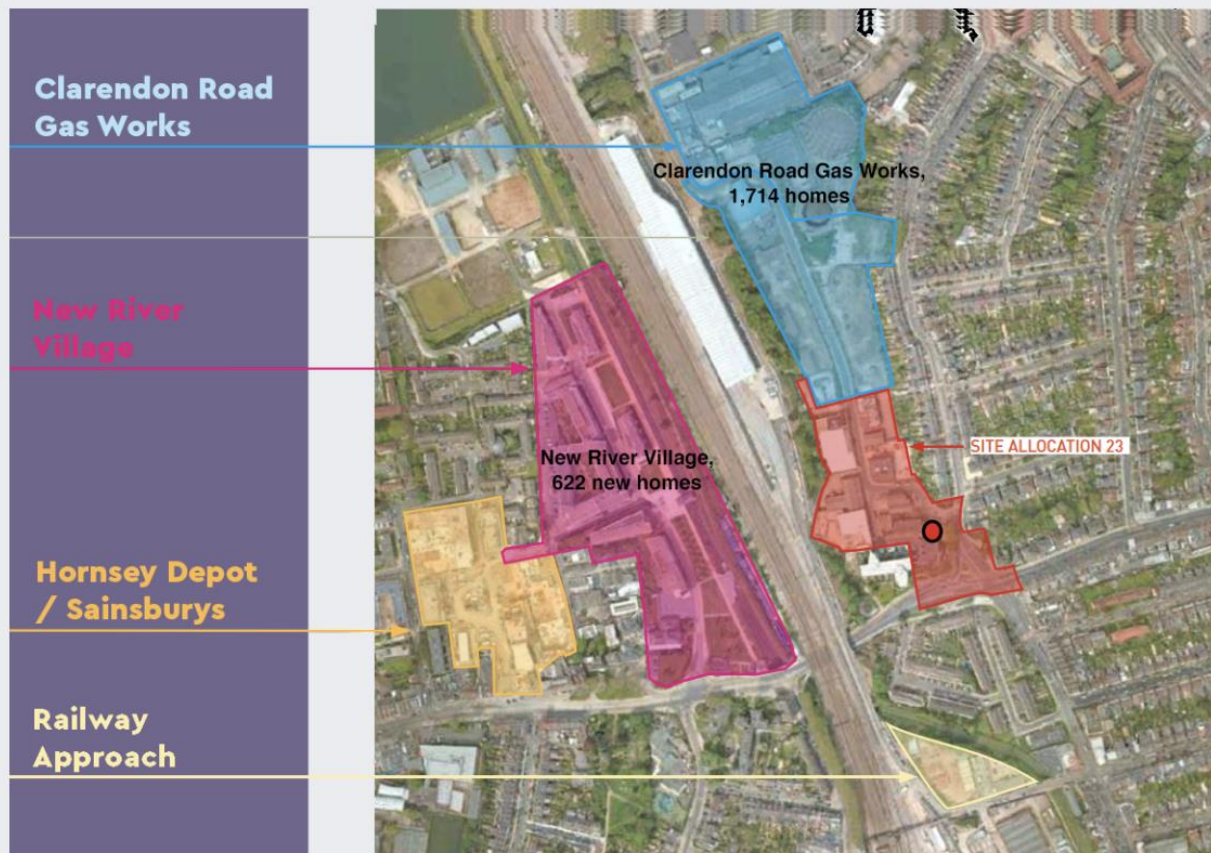
The Jessica Buttons Site

The site is currently occupied by the Jessica Button factory, on Clarendon Road, in the London Borough of Haringey. The site was originally part of a wider comprehensive redevelopment plan to redevelop the adjacent Clarendon Recovery College and the West India Cultural Centre in delivering state-of-the-art cultural and community facilities, as well as flexible working spaces and new homes. After much discussion, it has been decided to submit a stand-alone application for the Jessica Buttons factory site.

The current standalone proposal set out for the Jessica Buttons Factory site, at 30-36 Clarendon Road, is for an independent scheme that forms the first phase of a wider masterplan that could deliver the same ambitions of the previously agreed comprehensive redevelopment proposal. The proposal will reprovide commercial space together with much needed, sustainable, new homes, including affordable homes.

Here are two aerial views showing the location of the site and the site in context of other major development sites.





The site is located close to the alignment of the East Coast Main Line. It is in close proximity to the major development site of the former Clarendon Road Gas Works and the New River Village.

The site has very good access to public transport, with close proximity to Hornsey train station (6-minute walk) and Turnpike Lane Underground Station (10-minute walk) with good connection to The City, other parts of Central London and Heathrow Airport.

Next: 51 new homes



Jessica Buttons[Homepage](#)[Explore](#)[FAQs](#)[The Team](#)[Haringey Forum](#)[Feedback](#)

Fifty-one New Homes

We are proposing 51 new homes across 11 storeys. The ground floor and basement will contain spaces for businesses, shops or offices as well as associated servicing facilities for the building.

The new homes will come in a mix of 19 one-bedroom flats, 26 two-bedroom flats and 6 three-bedroom flats. 17 out of the 51 (33%) new homes will be available for affordable rent or shared-ownership.

Here are architects' impressions of how the building will look after completion:



The building is designed with stepping down in mind - there will be a genuine stepping down of the building from 11 storeys to 8 storeys and finally to 6 storeys tall. A rooftop garden will be provided on the eleventh floor and two playgrounds will be located on the sixth and eighth floor. Two blue badge parking spaces will be provided in compliance with the policy requirement laid out by Haringey council and the Greater London Authority, new residents will not be able to apply for parking permits.

You can see the gardens on the artist's impression below.



You can see a slideshow of the proposed floorplans below, [or click here to view the floor plans as a PDF](#)



◀ Previous: Jessica Buttons Site

Next: Green development ▶

Jessica Buttons

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A Green Development

When putting together the proposal, the design team has made sustainability and improving the local area a top priority.

The public spaces around the building will be improved by widening the streets, significantly improving walkability. It will also improve elements of urban greening, public arts and public furniture in line with “Healthy Streets” guidance.

For the residents, the team propose to provide a safe green oasis by utilising rooftop areas as a garden and a playground. An 89 sqm indoor-outdoor playground will be placed on the sixth floor, this area is specifically designed for children between 0-5 years old. In addition to that, there will be 64 sqm outdoor playground specifically designed for older children, between 5-11 years old on the eighth floor. Here are some elements that could be included in the design of the playgrounds:



The rooftop will be utilised as a rooftop garden as well as a green roof. The positioning of the garden is designed with the level of day sunlight and wind in mind. Ultimately, the design team hope to achieve a net gain in biodiversity by utilising all available areas in the roofs and on the streets. Here are the architects' impression on how the rooftop will look:



In meeting the sustainability requirement of the London Plan and Haringey Local Plan, the design team has incorporated passive design and energy efficient measures such as:

- ✓ All electric heating and hot water (air source heat pumps)
- ✓ Installation of solar panels across
- ✓ Sustainable urban drainage system
- ✓ Water efficient bathroom fittings and designs
- ✓ Optimal window glazing to maximise daylight, avoid overheating and reduce heat loss
- ✓ Responsible sourcing of building materials

Frequently Asked Questions (FAQs)

What are you proposing?

We are proposing to provide 51 new homes on the site presently occupied by the Jessica Buttons Factory

How many of the homes will be affordable?

17 out of the 51 (33%) new homes will either be affordable rent or shared ownership.

Will there be parking?

The borough's planning policy aspires to lower the levels of private car usage. Therefore, the development will be 'car-free' – this means, residents will not be eligible for permits to park on local streets except for two blue badge parking spaces.

Who makes the decision on the application?

The council's planning team will analyse all the application documents and plans that will be submitted as part of the application. All these will be available to view on the council's website once the application has been submitted.

The summary of their analysis will be presented to a group of elected councillors – the Planning Committee. At a meeting open to the public, they will hear a summary of the application from the planning officers and will also hear from supporters and objectors. They will then decide whether or not the application should be approved.

The meeting will either be online or in person depending on the situation at the time.

Where will the consultation be held?

The consultation will be held at Haringey Council's Development Management Forum on 21 September 2022 at 7:30 pm. To attend the consultation event, [click on the link below and register your interest via email](#).

When will construction start?

The date that construction starts depends on when the local council make their decision.

When will the application be submitted to the council and when will the decision be made?

We expect to submit the application by the end of the year. The council are expected to take up to 13 weeks to make a decision on the application.

Will the proposals be 'Secured by Design'?

The proposals will be examined by the Metropolitan Police Service's 'Secured by Design' team that works to improve the security of buildings and their immediate surroundings to provide safe places to live, work, shop and visit.

Will construction be noisy?

Modern construction methods tend to be less noisy than in the past. Whilst there will inevitably be some disturbance, the hours of operation will be limited by the council to 8am to 6pm Mon to Fri and 8am to 1pm on Saturdays.

When will the application be submitted?

The application will be submitted to the London Borough of Haringey in Autumn 2022.

The selected contractor will be part of the Considerate Constructors Scheme.

Are there any other ways I can have my say on the proposals?

Yes, please call our freephone number 0800 955 1042 between 9am and 5.30pm, Monday-Friday. You can also email us at jessicabuttons@yourshout.org or write to our freepost address Freepost RTXU-JGSR-KHLE, Your Shout, 312 China Works, SE1 7SJ. Haringey Council is conducting the public consultation at Haringey Council's Development Management Forum.

DRAFT

Jessica Buttons

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The team

Developer: Paul Simon Magic Group

Paul Simon Magic Group are always looking to the future, they see the bigger picture and build on it. They have transformed areas from rubble to regeneration, encouraging people to look at new neighbourhoods and create growing communities. Their homes are as diverse as the people who we sell and rent to.

Planning Consultants: DLP Planning

DLP Planning has been providing expert planning advice on a range of housing and mixed-use projects for over 30 years. We understand the importance of bespoke planning and design strategies which take account of a site's characteristics and surrounding context; and the importance of integrating new development with existing and new communities. DLP's London Office has extensive experience of managing planning applications from inception through to securing planning permission and the team is involved at all stages of the development process.

Architect: Stockwool

Stockwool creates places that enrich all of our lives. A leading practice for urban regeneration, we design buildings and spaces that are well-considered and imaginative. Their work is commercially astute, context-led and prioritises townscape quality. Their team of architects and urbanists feel passionately that architecture can and does make a positive difference to the world we live in.

Consultation: Your Shout

Your Shout undertakes professional community consultation for the built environment. They work for developers, local authorities and other clients who wish to contact, consult and listen to people in a specific community, neighbourhood or area. They are committed to strengthening relationships between landowners, communities and local councillors.



Jessica Buttons

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Haringey Forum

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The purpose of the development management forum meeting is:

- ✓ To discuss the proposal before a planning application is made
- ✓ To give local people the opportunity to ask questions and give their views on the proposal as they stand at this stage

Everyone is welcome to attend the development management forum.

Jessica Buttons

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Feedback

Do you have any feedback you want to send us? You can comment or contact us here.

Leave feedback

First Name

Last Name

Email

Phone (mobile or landline)

Address (Road, Town/City, Postcode)

Send feedback

Appendix 3: Comments submitted by email

Comments submitted using the dedicated email address
None received.

Appendix 4: Comments submitted using the online feedback form

Comments submitted using the online feedback form
I don't see any parking facilities for at least 51 cars in these plans. How will you manage your commitment to stop residents using present spaces?

Your Shout

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Your Shout is part of Thorncliffe Communications Ltd

