



30-36 Clarendon Road, N8 0DJ DESIGN & ACCESS STATEMENT

OCTOBER 2022 FINAL FOR SUBMISSION 221014



CLARENDON ROAD, HORNSEY

DESIGN & ACCESS STATEMENT

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1.0

1.0 INTRODUCTION 1.1 CLIENT VISION & TEAM

PAUL SIMON MAGIC GROUP

Paul Simon Magic Group are one of the largest developer landlords in north London, creating new and refurbished accommodation that includes luxury homes, student living, care homes and supported living, as well as build to rent private sector accommodation. The Company owns and manages around 2,000 properties and has an experienced management team that has been built over 30 years.

PSM Group's approach is to see the bigger picture, transforming areas, creating new neighbourhoods and growing communities. They are also interested in sustainable, eco-friendly design. Building and managing their own properties, they are inherently vested in a long term vision. They have built a reputation for care, quality and attention to detail.

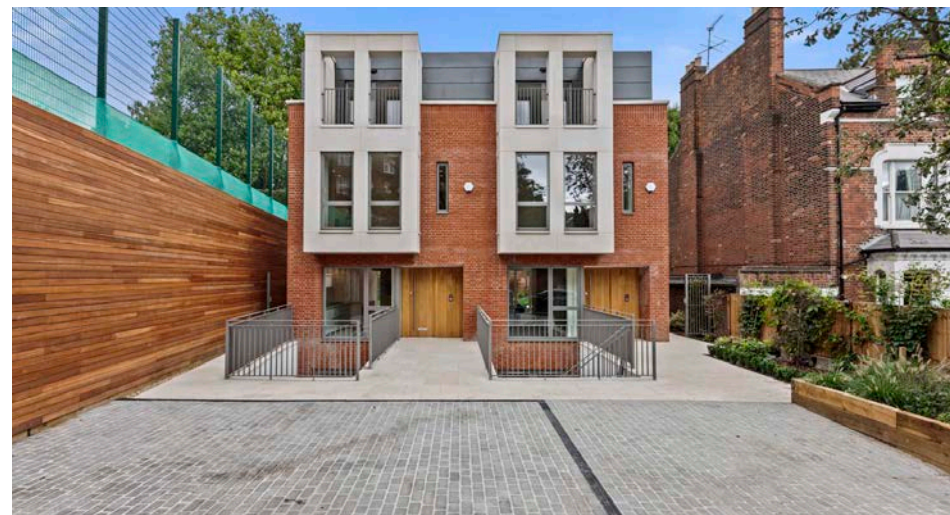
PSM Group's ambition is to diversify their residential portfolio to include new housing models such as co-living.

Together with the design team, Stockwool has been appointed to submit planning proposals for the site at 30-36 Clarendon Road, Hornsey.

This presentation outlines a vision for how the site could contribute to the regeneration of this part of Haringey, with a vibrant mixed-use scheme that announces the southern entrance to Haringey's Heartlands.



ST. GEORGES TERRACE N6



WINCHESTER PLACE N6



LAWRENCE ROAD N15



FORE STREET N18

1.0 INTRODUCTION

1.3 SUMMARY SCHEME & BACKGROUND

BACKGROUND

In 2019 Stockwool were appointed by Paul Simon Magic Group to prepare a comprehensive redevelopment of three sites to provide a new state of the art cultural centre together with flexible workspace, new homes and co-living facilities. In addition new public realm, including a community garden for the West Indian Cultural Centre (WICC).

Following a positive 12 month design process, working with Haringey Planning Officers, the scheme received the support of Officers and the QRP. However, the planning application was not submitted due to difficulties arising from land owner discussions.

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.

- JESSICA BUTTONS FACTORY SITE SCHEME BROUGHT FORWARD INDEPENDENTLY
- WITHIN A MASTER PLAN CONTEXT
- 51 NEW RESIDENTIAL UNITS WITH 35% AFFORDABLE AND A MIX OF UNIT SIZES.
- AROUND 560 M² OF EMPLOYMENT SPACE
- 2 DISABLED PARKING SPACES AND CYCLE SPACES TO LONDON PLAN STANDARDS
- LANDSCAPED PUBLIC REALM & HIGHWAYS IMPROVEMENTS
 - Roof Gardens and roof terraces accesible to all tenures
 - Integrated play space for 0-11-year-olds and communal gardens.
 - Net gain in biodiversity and meets 0.4 urban greening factor.
- ENERGY STRATEGY FOLLOWS LONDON PLAN ENERGY HIERARCHY
- SUSTAINABLE PRINCIPLES INCORPORATED



2.0

2.0 SITE CONTEXT 2.1 SITE LOCATION

INTRODUCTION

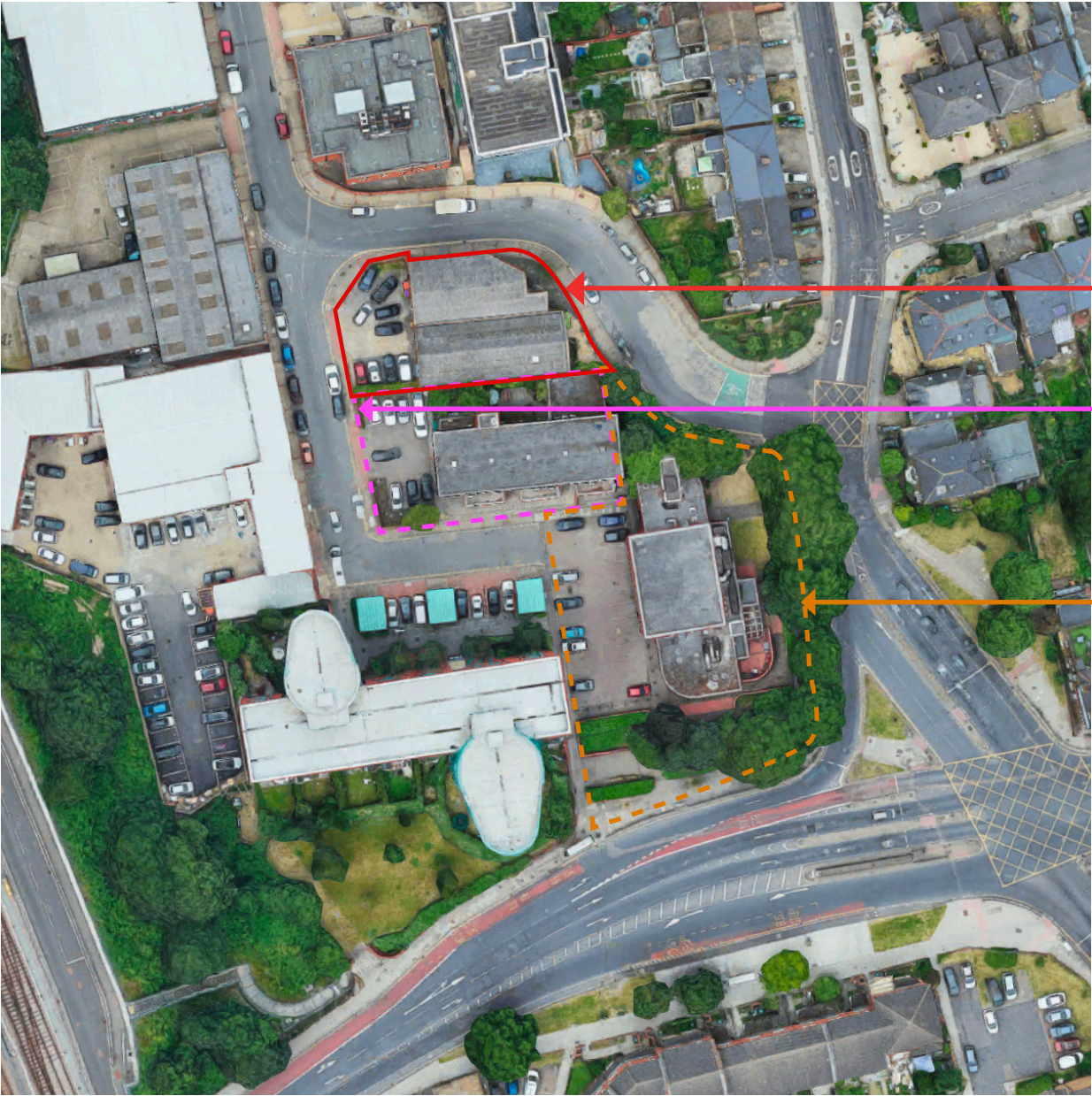
This is an exciting, sustainable location at the southern end of Haringey Heartlands, within walking distance of both Hornsey and Turnpike Lane stations.



LOCATION

2.0 SITE CONTEXT

2.2 SITE OWNERSHIPS

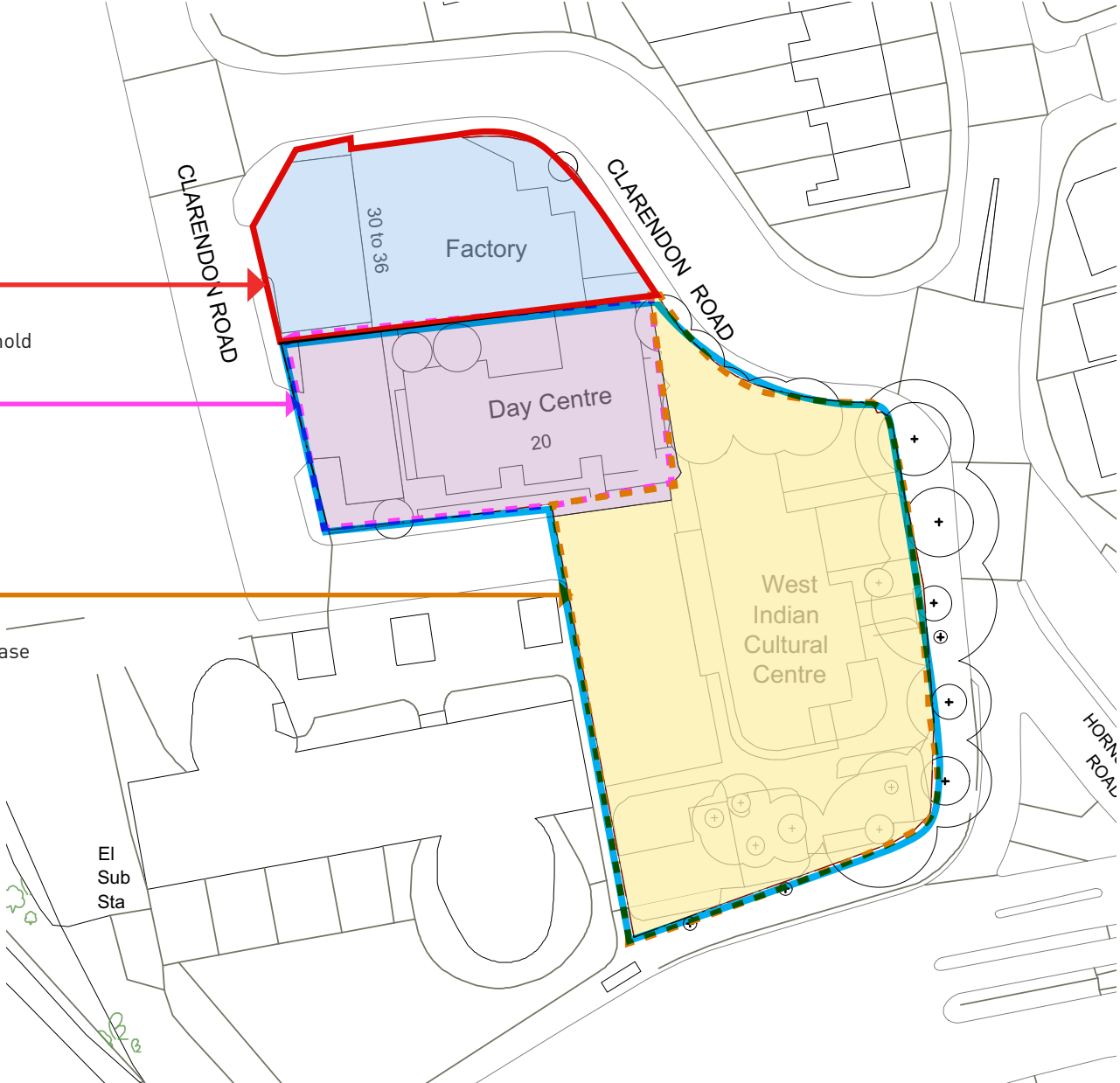


SITE BOUNDARY

EXISTING USES Area:

1. Jessica Buttons Factory - (PSMG)
The building is no longer being used for its original purpose and is currently being used as a temporary nursery. It is ideal for redevelopment.

- 2. Clarendon Recovery College (LBH) The Council has plans to relocate the day centre in Wood Green
- 3. West Indian Cultural Centre (WEST INDIAN LEADERSHIP COUNCIL - 95 YEAR lease)

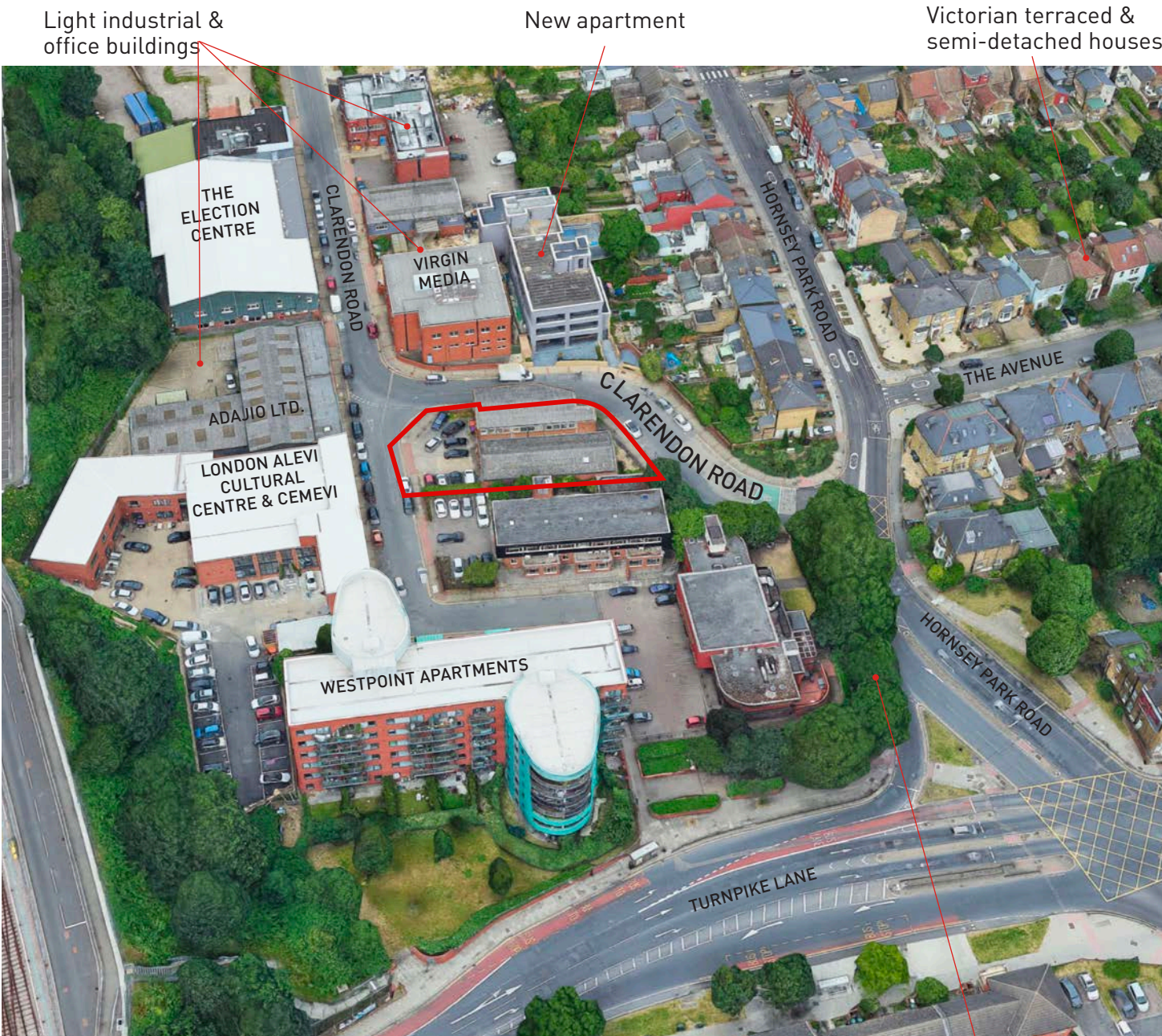


SITE PLAN SHOWING EXISTING OWNERSHIPS

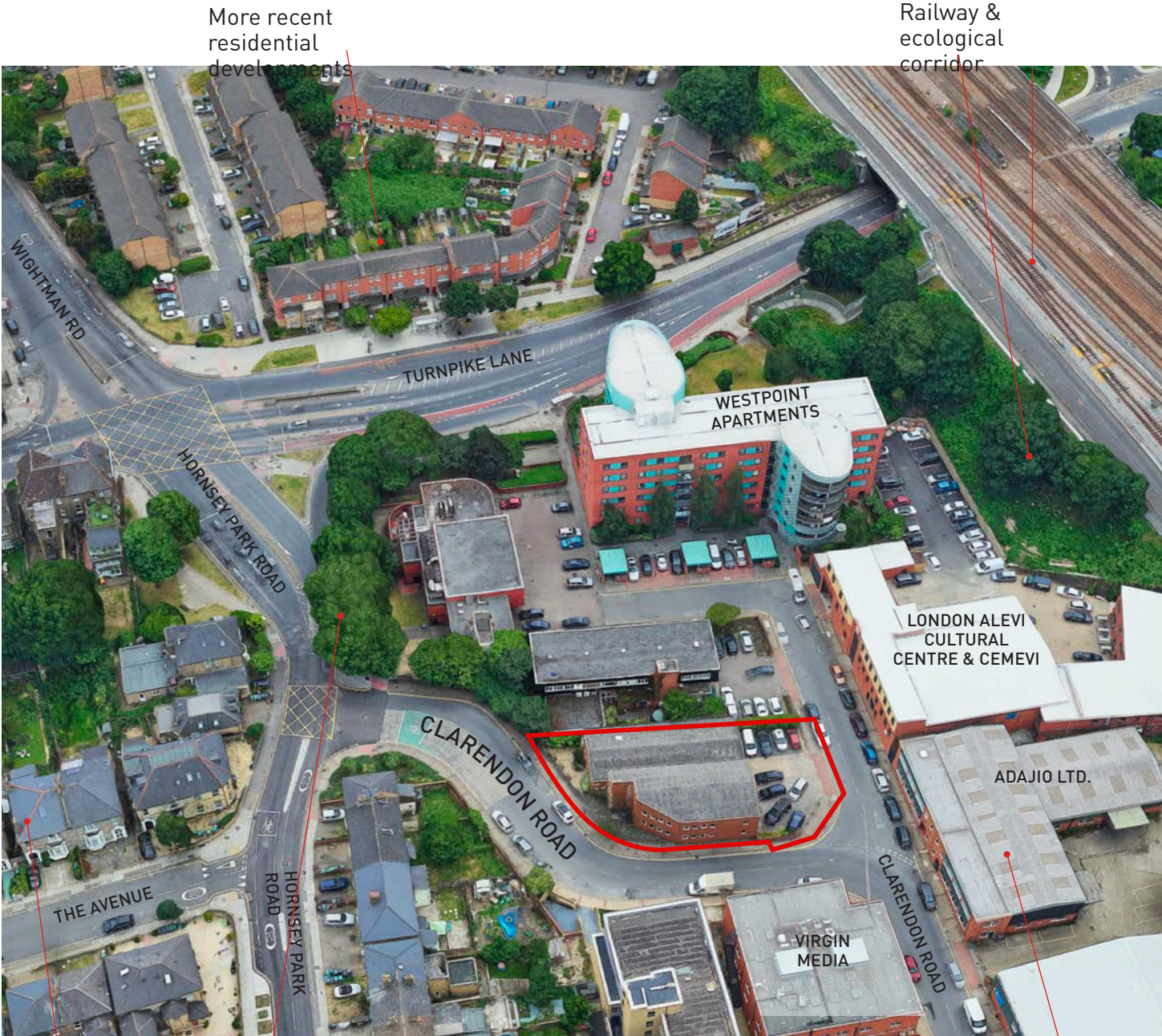
Factory	779 sq m	21%	Site Ownership (0.0779 Ha)
Day Centre	930 sq m	25%	Illustrative master plan site area
WICC	2016 sq m	54%	

2.0 SITE CONTEXT

2.3 SURROUNDING CONTEXT



AERIAL VIEW FROM SOUTH



AERIAL VIEW FROM NORTH

2.0 SITE CONTEXT

2.3 SURROUNDING CONTEXT



CLARENDON ROAD LOOKING TOWARDS HORNSEY PARK ROAD, ADJACENT HOUSES



CLARENDON ROAD CUL DE SAC SECTION, RECOVERY COLLEGE AND CULTURAL CENTRE APPROACH



OVERVIEW OF THE SITE FROM CLARENDON ROAD



WESTPOINT APARTMENTS FROM TURNPIKE LANE



CLARENDON ROAD REAR OF HOUSES FACING HORNSEY PARK ROAD



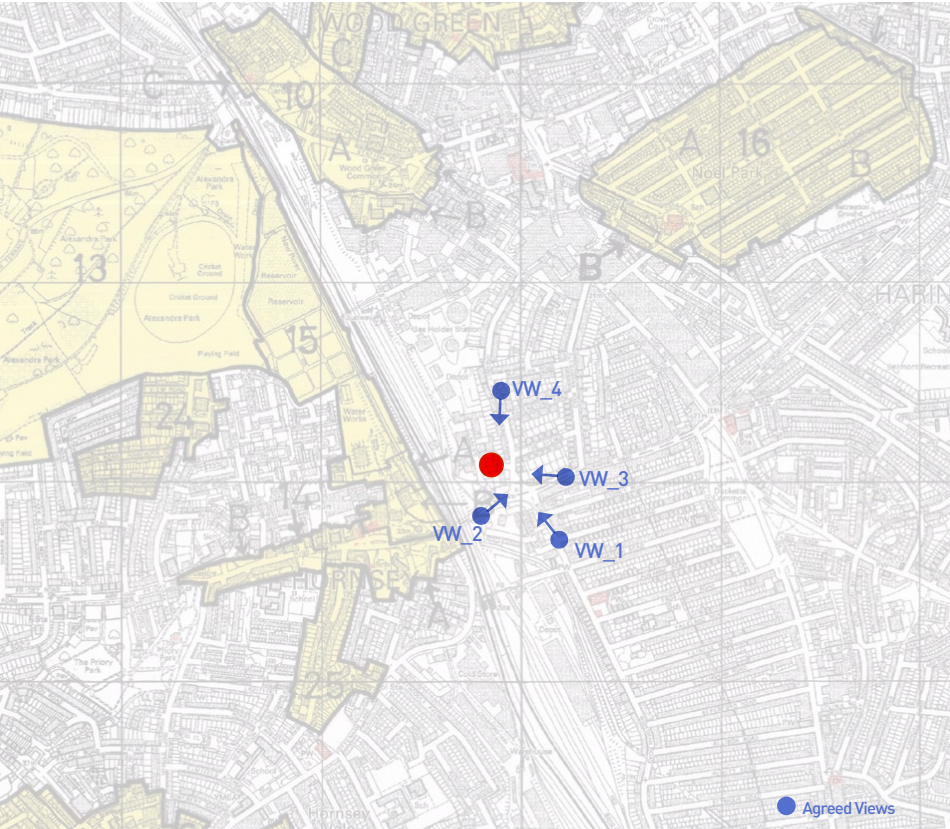
CLARENDON ROAD SITE APPROACH FROM THE NORTH

2.0 SITE CONTEXT

2.4 KEY VIEWS

The proposals have been rigorously tested from six key view points. And design has been developed using these.

In addition to these local approach views to the site, longer views have been tested from the surrounding conservation areas.



KEY VIEWS FROM WHICH THE PROPOSAL HAS BEEN ASSESSED



VIEW 1 LOOKING NORTH FROM THE HORNSEY PARK JUNCTION



VIEW 2 LOOKING EAST FROM TURNPIKE LANE

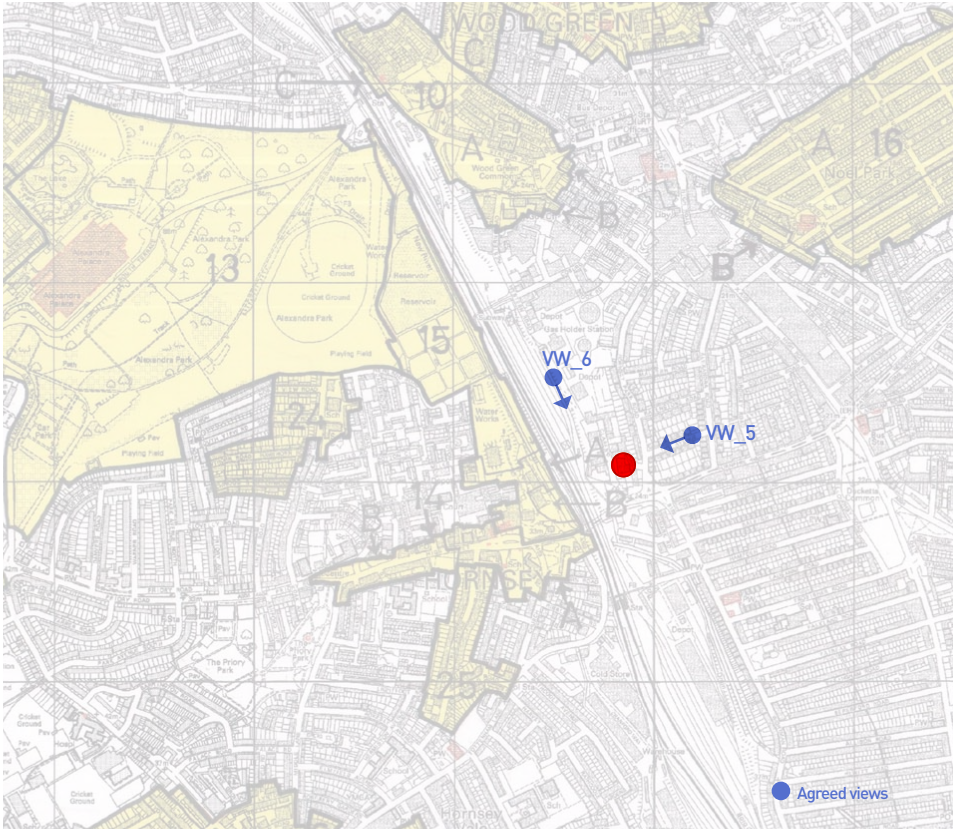


VIEW 3 LOOKING WEST FROM TURNPIKE LANE



VIEW 4 LOOKING SOUTH FROM HORNSEY PARK ROAD

2.0 SITE CONTEXT
2.4 KEY VIEWS



KEY VIEWS FROM WHICH THE PROPOSAL HAS BEEN ASSESSED



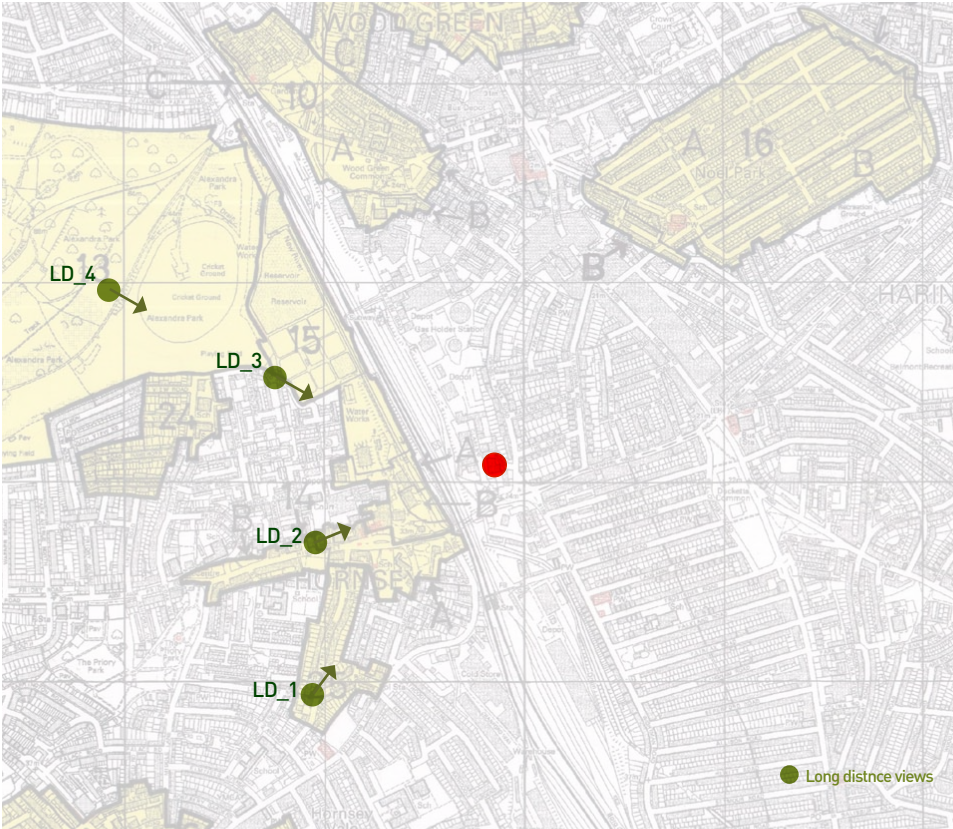
VIEW 5 LOOKING EAST FROM THE AVENUE



VIEW 6 LOOKING SOUTH FROM CLARENDON ROAD

2.0 SITE CONTEXT

2.4 KEY VIEWS



KEY VIEWS FROM WHICH THE PROPOSAL HAS BEEN ASSESSED



LONG DISTANCE VIEW 01 LOOKING FROM HILLFIELD AVENUE



LONG DISTANCE VIEW 02 LOOKING FROM HORNSEY HIGH STREET



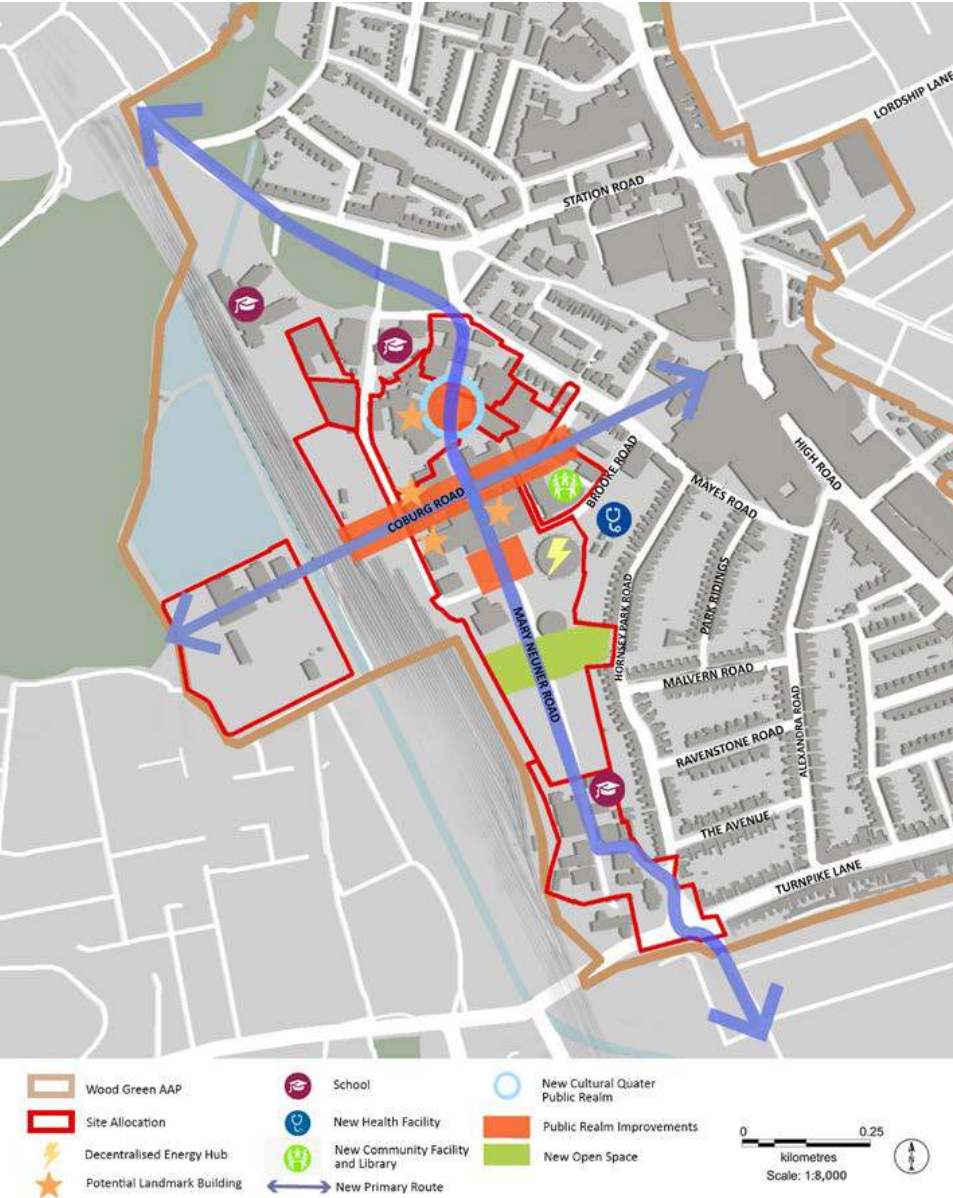
LONG DISTANCE VIEW 03 LOOKING FROM WATERWORKS



LONG DISTANCE VIEW 03 LOOKING FROM WATERWORKS

2.0 SITE CONTEXT

2.5 PLANNING POLICY



HARINGEY HEARTLANDS ACTION AREA PLAN

Statutory Development Plan

The Statutory Development Plan for the site comprises:

- The updated London Plan 2021
- Haringey's Local Plan Strategic Policies 2013 – 2026 (March 2013, consolidated with alterations since 2017);
- Haringey's Development Management DPD (July 2017); and
- Haringey's Site Allocations DPD (July 2017).

Other material considerations are the 'Wood Green Area Action Plan' (consultation draft March 2018), which, once adopted, will form part of the development plan; and the Council's adopted Haringey Heartlands Development Framework SPD (April 2005).

Site Designations

- The site is part of Site Allocation SA23: Clarendon Road South in Haringey's Site Allocations DPD and part of Site WGS24: Clarendon Road South, in the draft Wood Green Action Area Plan (Preferred Options Feb 2018).
- It is also within the 'Wood Green' growth area (ref: GA 2) for which Policy SP1 applies; and within the Wood Green/Heartlands Tall Building Growth Area, for which Policy DM6 applies.
- The site is not a designated employment site although it is partially in employment use.
- The site has a PTAL of 5.

Site Allocations

The site's allocation (SA23) promotes an employment-led mixed-use development which incorporates the re-provision of the West Indian Cultural centre. The allocation requires the maximum feasible quantum of employment floorspace but notes that residential development will be acceptable. In terms of scale and mass, the site allocation notes that taller development will be acceptable on the west of the site, but that on the east side account should be taken of the scale of properties on Hornsey Park Road. Draft site allocation WGS24 (Wood Green AAP) also recognises the potential for the site to be used more intensively to create a new mixed-use development including community, employment and residential uses.

Summary of Planning Policy Context

Maximising Capacity for homes and employment

The London Plan (2016) identified the Haringey Heartlands and Wood Green area in which the site is located as an intensification area; whilst the emerging London Plan (2019) identifies the area as an Opportunity Area, with scope to reuse employment designated land for mixed use

development. Haringey's Local Plan Strategic Policies also recognise the Wood Green area as appropriate for growth, with scope for maximising capacity for homes and employment on underused brownfield land.

Increasing housing supply and choice

Policy 3.3 of the 2016 London Plan promotes an increase in housing supply generally throughout London, and the targets by borough has increased in the draft 2019 London Plan. In Haringey, there is a requirement for an additional 19,580 new homes over the next ten years. Priority is given to development in areas of high public transport accessibility, such as Clarendon Road (PTAL 5), which is located close to Turnpike Lane tube station and Hornsey Road station.

Policies 3.8 (Housing choice) and 3.9 (Mixed and balanced communities) of the London Plan promote a range of housing types in order to develop mixed and balanced communities, and genuinely affordable housing. Policy DM11 of Haringey's Development Management DPD does not provide a definitive required housing mix, but states that the Council will not support an over-concentration of 1 or 2 bed units. Haringey's Housing Strategy also notes the requirement for larger homes, particularly in the social housing sector and the scheme will provide a mix of unit sizes. Policy WG2 of the draft Wood Green AAP also seeks to improve the diversity and choice of homes and supports the delivery of 6,400 additional new homes across the Wood Green AAP area to meet housing needs.

2.0 SITE CONTEXT

2.5 PLANNING POLICY

London Plan

Paragraph 4.18.3 of the draft London Plan notes that this type of accommodation is seen as providing an alternative to traditional flat shares and includes additional services and facilities. A management plan must be produced and submitted with the planning application showing how the whole development will be managed and maintained to ensure the continued quality of the accommodation, communal facilities and services, and that it will positively integrate into the surrounding communities (paragraph 4.18.4). In addition, buildings should be designed and managed in a way that lowers barriers to social interaction and encourages engagement between people, by for example, providing meeting space, communal kitchens and communal amenity space (paragraph 4.18.5).

Policy DM15: Specialist Housing of Haringey’s Development Management DPD supports proposals for different types of housing where it can be shown that there is a local need and where the accommodation is of high quality and accessible. Specifically in relation to hostel type accommodation, the Council will support such provision provided it does not result in a loss of permanent housing or existing shared accommodation and the scale and intensity of the use is appropriate to the size of the building and would not result in and adverse impact on residential amenity of neighbouring properties.

Affordable Housing

The draft London Plan promotes 50% affordable homes at a strategic level; whilst the Haringey Local Plan encourages 40% on sites over 10 units, split 60% affordable rent and 40% intermediate, subject to site characteristics and viability. The scheme will aim to maximise the level of affordable housing provision, subject to viability. Paragraph 4.18.7 of the draft London Plan notes that large scale shared accommodation will be required to contribute to affordable housing. However, because it does not meet minimum housing space standards and generally consists of bedrooms rather than housing units, it is not considered suitable as a form of affordable housing itself. Therefore, a financial contribution is required for affordable housing provided through the borough’s affordable housing programme. Part 8) of Policy H18 of the draft London Plan states that “Boroughs should seek this contribution for the provision of new C3 off-site affordable housing as either an: a) upfront cash in lieu payment to the local authority, or b) in perpetuity annual payment to the local authority”.

Employment land

In terms of loss of employment, Policy 4.4 of the current London Plan allows for the managed release of surplus industrial land, provided there is sufficient land and premises to meet future needs; whilst Policy E7 of the emerging London Plan recognises the scope to intensify employment use and introduce additional uses on existing employment sites, including housing. Policy SP8: Employment of the Haringey Local Plan also recognises the scope to intensify the use of existing employment areas, whilst Policy DM40 of the Haringey DPD states that on non-designated employment sites with highly accessible or otherwise sustainable locations, the Council will support proposals for mixed-use, employment led development where this is necessary to facilitate the renewal and regeneration (including intensification) of existing employment land and floorspace.

Cultural uses

Policy SP15 of the Local Plan and Policy DM49 of the Haringey DPD respectively aim to safeguard and foster the borough’s cultural heritage and promote cultural industries; and protect existing social and community facilities unless a replacement facility is provided. Replacement community floorspace will be incorporated in the proposed scheme.

Scale and Height

Policy DM6 states that the Council expects building heights to be of an appropriate scale which responds positively to the site’s surroundings, the local context and the need to achieve a high standard of design. Taller buildings must be justified in urban design terms. Policy DM55 requires that the allocated sites should be considered as part of a masterplan which shows that the proposal will not prejudice the future development of other parts of the site. These policies have been taken into account in developing the scheme for the site.

Transport

London Plan Policy 6.1 promotes the closer integration of transport and development and the reduction of travel by car. Cycling should be provided in accordance with London Plan standards (Policy 6.9). The draft London Plan stats that car-free development should be the starting point for all development in places that are well-connected by public transport (Policy T6), whilst Policy T2: Healthy Streets encourages patterns of land use that encourage shorter regular trips by walking or cycling. These objectives are reflected in the emerging scheme.



SITE ALLOCATION SA23

2.0 SITE CONTEXT

2.6 EMERGING CONTEXT

CLARENDON RD GAS WORKS
HGY/2017/3117 (HYBRID APP)
1,714 RESIDENTIAL UNITS (CLASS C3)
7500SQM CLASS B1-BUSINESS
1500-3950SQM CLASS A1-A4
417SQM CLASS D1-DAY NURSERY
2500SQM CLASS D2 LEISURE

GAS WORKS SOUTH
HGY/2017/0362 RESERVED MATTERS DETAILED APPLICATION APPROVED 10.05.2019

2500SQM (USE CLASS D2-LEISURE)

NEW RIVER VILLAGE (STOCKWOOL)
COMPLETED: 2010
622 NEW HOMES WITH COMMERCIAL USES
WHAT HOUSE? AWARDS - BEST BROWNFIELD DEVELOPMENT: GOLD 2008
HOUSING DESIGN AWARDS - LONDON APARTMENTS: WINNER 2005

HORNSEY DEPOT / SAINSBURYS
HGY/2013/2019
3,250SQM FOODSTORE (A1 USE)
114 SPACE SURFACE LEVEL CAR PARKING FOR THE FOODSTORE; 438 RESIDENTIAL UNITS AND ANCILLARY RESIDENTIAL GYM 356SQM (GIA)
TWO LIVE/WORK UNITS

RAILWAY APPROACH
HGY/2016/1573
174 RESIDENTIAL UNITS (USE CLASS C3)
294SQM (USE CLASS B1)



GAS WORKS MASTERPLAN UNDER CONSTRUCTION



CLARENDON GASWORKS CGI



RAILWAY APPROACH DEVELOPMENT

3.0

3.0 SITE ANALYSIS

3.1 BUILDING HEIGHTS & URBAN GRAIN

BUILDING HEIGHTS

There is a gradual increase in height of buildings from the site towards the north, with outline approval for up to 20 storeys at the gas works scheme which is now on site. South of the site, the Railway Approach development reaches 14 storeys.

The site is flanked by a six and seven storey apartment building at the southern boundary and two to three storey light industrial buildings to the north and west.

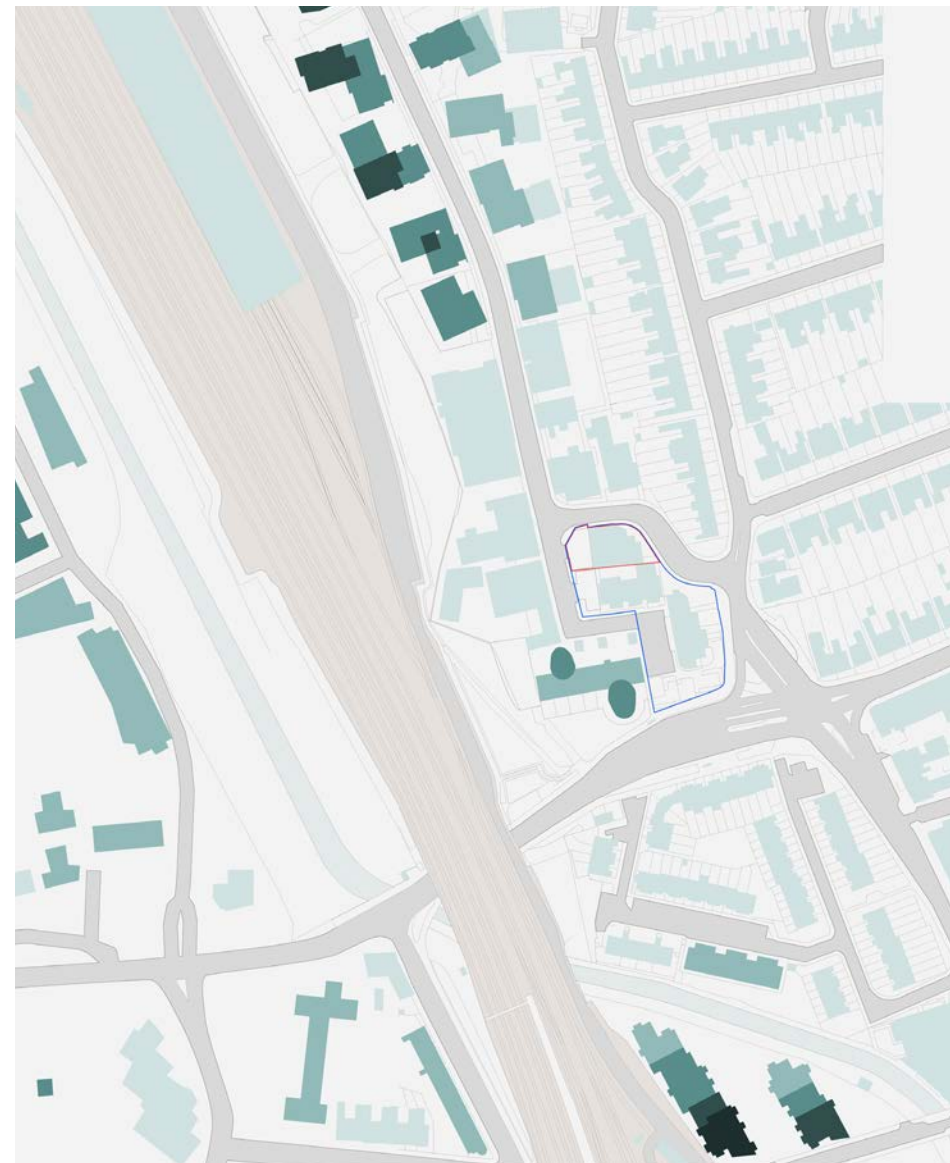
Towards the east, there are Victorian terraced houses with more modern three-storey houses to the immediate south.

URBAN GRAIN

The railway structure dominates the land to the west, severing the site from the context beyond. This western edge is characterised by recent residential developments - the buildings are typically apartment blocks with shared external spaces.

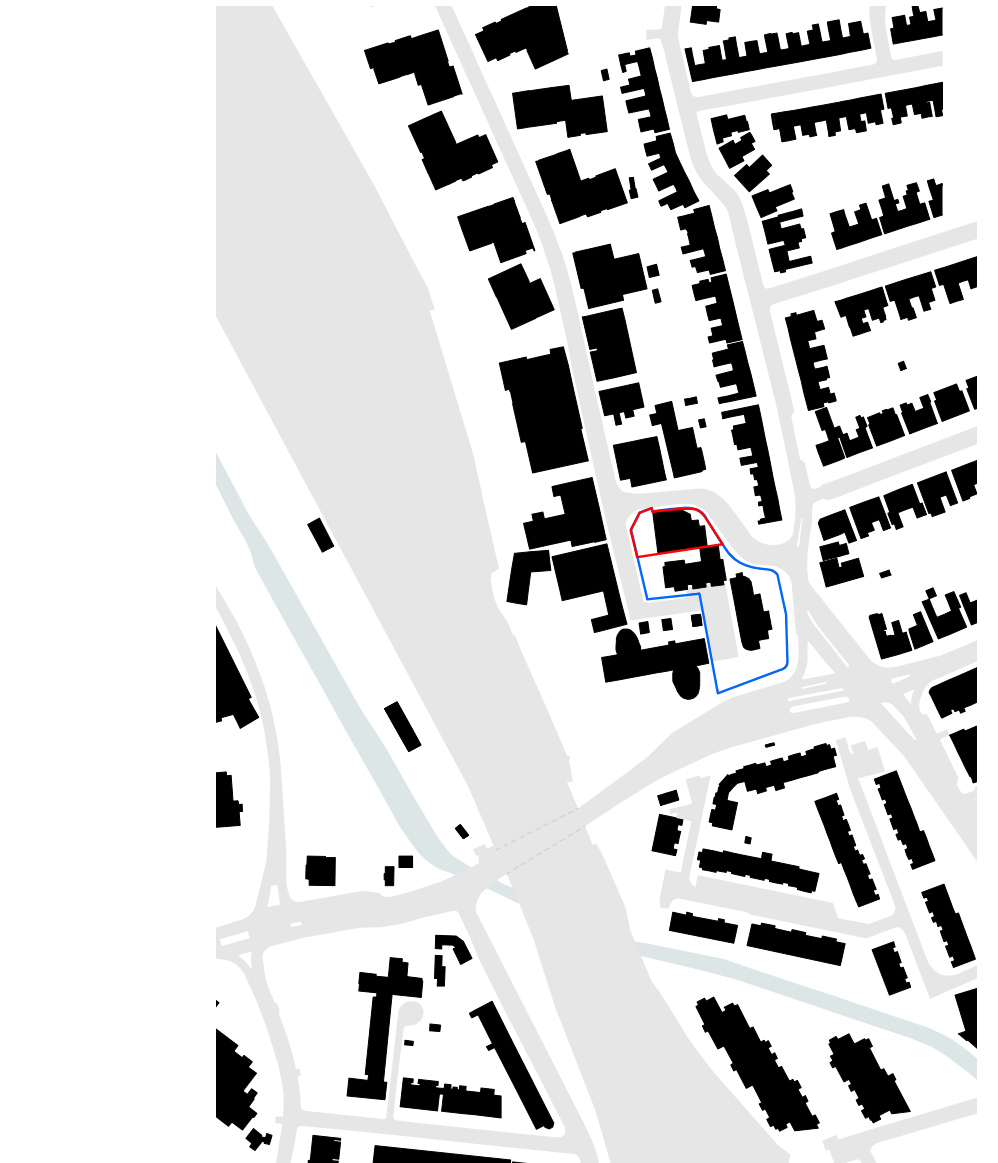
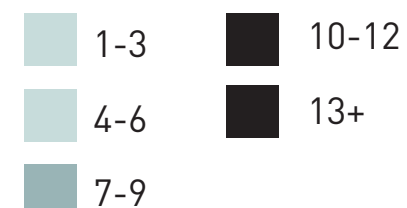
To the east and south-east, there is a finer-grain Victorian street pattern with terraced and semi-detached houses.

To the immediate south there is an irregular street pattern with modern terraced housing and flatted developments adjacent to the large scale Railway Approach buildings. The approved masterplan to the north sets a larger scale pattern with L-shaped apartment blocks with many set-backs and complicated forms.

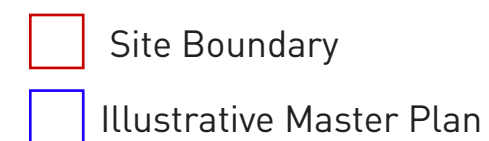


EXISTING BUILDING HEIGHTS

Number of storeys:



EXISTING URBAN GRAIN



3.0 SITE ANALYSIS

3.2 LAND USE & MOVEMENT



EXISTING LAND USES

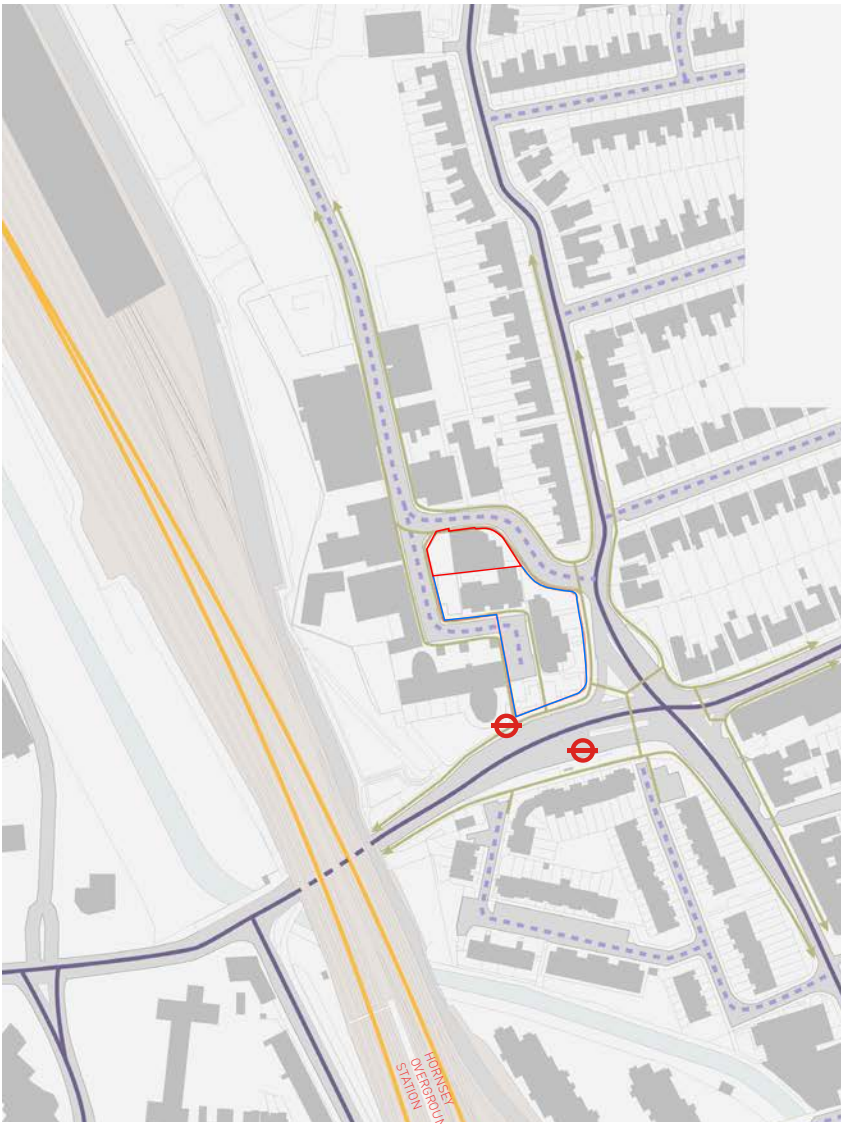
LAND USES
Residential streets surround the site, with light industrial and business uses to the immediate north.

There is a Turkish & Kurdish community centre to the west.

The application site is occupied by business & community uses

- Class A - shops+ retail
- Class B / E - Business
- Class C - Residential
- Class F - Community

- Site Boundary
- Illustrative Master Plan



EXISTING MOVEMENT

MOVEMENT
The main vehicular routes run north-south and east-west. Clarendon Road approach to the Heartlands is a secondary road and is dominated by construction of the masterplan at the northern end. The curve of Clarendon Road was created in the 1970-80s and wraps around existing mature trees.
Pedestrian routes around the site are poor with inactive frontages.

- Main vehicular routes
- Secondary vehicular routes
- Main pedestrian route
- Overground
- Bus stop