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London N22 8HQ

Dear Valerie

30-36 Clarendon Road, London N8 0DJ (Planning Portal Reference PP-11611363)

Introduction

On behalf of our client, Paul Simon Magic Homes, we are pleased to submit a planning application for a mixed-use development comprising 51 residential units and 560 sqm of commercial floorspace within a part two, part six, part eight and part eleven storey block, with basement, at 30-36 Clarendon Road (the Jessica Buttons Factory site), which is located to the north west of the junction of Turnpike Lane and Clarendon Road. The scheme has been designed as part of a wider master plan which incorporates the Clarendon Recovery College and the West Indian Cultural Centre. However, this application is only for the development of 30-36 Clarendon Road. Master Plan options for the wider area are submitted with the application for illustrative purposes only and to demonstrate that the current scheme allows for the future development of these sites. The proposal will re-provide commercial floorspace and provide much needed sustainable new homes, including affordable homes.

Planning permission is sought for:

Demolition of the existing building and construction of a part two, six, eight and eleven storey building, with basement, to provide 51 residential units and 560 sqm of commercial floorspace, with access, landscaping and car and cycle parking.

Background

The Jessica Buttons Factory site at 30-36 Clarendon Road was previously part of a wider development proposal for a scheme which incorporated the West Indian Cultural Centre and the Clarendon Recovery College and proposed the demolition of the three existing buildings and the construction of a part 12/14 building and a part 6/8/10 storey building incorporating a two storey base to provide a new cultural centre, co-workspace, gym and cafe, 85 residential units and 140 co-living units, with access, landscaping and car and cycle parking. It has not however been possible to bring forward the wider site for development due to landownership issues and the intention now is to develop the three development parcels independently of each other, within a master plan framework.

The comprehensive scheme was the subject of a Planning Performance Agreement with Haringey Council and a series of meetings took place with planning, design and highways officers between

February 2020 and January 2021. The scheme was also subject to Design Reviews in August and November 2020; a meeting with the GLA in August 2020; and a presentation to members in January 2021.

The amended scheme for the site at 30-36 Clarendon Road only has been discussed with Haringey officers at pre-application meetings in April, July and September 2022; has been considered by a Design Review in August 2022; and has been presented at a DM Forum in September 2022. In addition, a website was set up to inform local residents of the application (jessicabuttons.communityuk.site).

In accordance with Policy DM55 a masterplan approach has been undertaken, incorporating the site and immediate land, in order to ensure that development on other land parcels would not be compromised and to ensure that any necessary infrastructure improvements are taken into account. In addition, a detailed urban design analysis has been included in the supporting documents to assess the existing urban grain, spatial hierarchy, accessibility and movement and to justify the proposed scale of development. Verified views of the proposed development are included in the DAS.

Below we set out information about the site and the proposed scheme and details of the drawings and supporting information being submitted to support the planning application.

The Application Site and Surrounding Area

The site at 30-36 Clarendon Road comprises 0.078 hectares and is located on the west side of Clarendon Road; near its junction with Turnpike Lane. The site is bound by Clarendon Road to the north/north east and west; Hornsey Park Road to the east and Turnpike Lane to the south and forms an important gateway site to the Haringey Heartlands. The site is currently occupied by a 1970's two storey industrial unit (the Jessica Buttons factory), which is in use as an office and a temporary nursery. The site has nine parking spaces. The site is not in a conservation area and no buildings are listed.

Immediately to the south east of the application site is the two-storey West Indian Cultural Centre (850 sqm); and to the south west, the Council's Day Centre (the Clarendon Recovery College) (635 sqm). These sites have 23 parking spaces and seven parking spaces respectively, accessed from Clarendon Road. The Cultural Centre offers a number of community activities.

There are existing mature trees along Hornsey Park Road, along the eastern boundary of the site. The site has good accessibility (PTAL 5) and is within 5 minutes-walk of Hornsey Station, 10 minutes-walk from Turnpike Lane station and 10 minutes-walk from Wood Green shopping centre. Development of the site provides an opportunity to improve the approach into the Heartlands and enhance the surrounding public realm longer term.

The site forms part of the wider Site Allocation SA23: Clarendon Road South in Haringey's Site Allocations DPD, which promotes an employment-led mixed-use development which incorporates the re-provision of the Cultural centre. Draft site allocation WGSA24 (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. The site is also within the 'Wood Green' growth area. The combined site of the Jessica Buttons Factory, Clarendon Recovery College and the WICC comprises 0.37 ha or 22% of the site allocation. The site is not a designated employment area.

The surrounding area is characterised by a mix of residential and employment uses - to the south west of the site there is a six/seven storey housing block (Westpoint Apartments); to the west an

existing Turkish and Kurdish community centre (London Alevi Cultural Centre); whilst to the east, Hornsey Park Road and adjoining roads are characterised by Victorian semi-detached properties. The area is, however, changing following a number of recent planning permissions, including the Clarendon Road gas works site (Berkeley Group) immediately to the north of the site, which has permission for a phased residential-led mixed-use development comprising 1,714 residential units, with elements of up to 18 and 20 storeys; and the development of the Railway Approach site (Fairview Homes) to the south of the site, which comprises two buildings of 4 and 14 storeys and incorporates 174 residential units and 294 sqm of flexible B1 floorspace.

The main vehicular routes in the area run north-south and west-east. The site is currently accessed from Clarendon Road by a short cul-de-sac that also serves a number of neighbouring sites.

There are a number of open spaces within 20 minutes' walk of the site, including Alexandra Palace to the north west and Ducketts Common to the east. There is also a new river path within five minutes' walk to the west. In addition, the scheme is close to the new public spaces within the Clarendon development which includes Hornsey Park which incorporates a new children's play area.

The Proposed Scheme

The proposed scheme for 30-36 Clarendon Road is a part two, part six, part eight and part eleven storey scheme, with basement, comprising 51 residential units and approximately 560 sqm of commercial floorspace at basement and ground floor level. The scheme's height drops down from west to east, to reflect the scale of properties on Hornsey Park Road. with the highest element in the north east.

Commercial floorspace is provided at basement level (four units of 30 sqm (plant) , 83 sqm, 90 sqm and 86 sqm) and at ground floor level, (four units of 16 sqm (plant), 57 sqm, 80 sqm and 78 sqm), providing a total of 560 sqm including circulation space and plant. This is broadly similar to the existing 595 sqm of employment floorspace on the site, although as shown in the submitted Economic Impact Assessment shows, the number of jobs will increase. The commercial element of the scheme has been designed to attract a range of smaller businesses.

A mix of residential unit sizes is provided, comprising 19 no. 1-bed (37.3%), 26 no.-2-bed (51%) and 6 no. 3-bed units (11.8%). The proposed mix reflects the character and location of the site.

Six affordable units are provided at first floor level; a mix of four affordable rent and two intermediate units at second floor level; and a mix of five intermediate and one private unit at third floor. Units on the fourth to eleventh floor are private.

Approximately 35% of the units by hab room will be affordable, as shown by the breakdown below:

- Affordable rent - 29 hab rooms (21%);
- Intermediate – 19 hab rooms (14%); and
- Private - 89 hab rooms (65%).

All units have their own private amenity space and three communal areas (incorporating play space and seating areas) are proposed at roof level and at the sixth and eighth floor as follows:

- Sixth floor – comprising 105 sqm of play space for 0-4 year olds and 45 sqm of communal amenity garden;
- Eighth floor – 39 sqm of play space for 5-11 year olds and 54 sqm of communal amenity garden; and

- Roof – 193 sqm of communal amenity area.

The proposed play space for 0-4 and 5-11 year olds meets the GLA play space requirements for the anticipated child yield for under 12's. Older children will have access to a number of green spaces in the vicinity of the site, including Clarendon Square, Lordship Recreation Grounds, Ducketts Common and Alexandra Park.

The principles of the landscape strategy for the wider site have been retained and as part of the master plan approach, existing trees will be retained to the south and east of the site and additional trees introduced along the eastern edge of the site. The master plan will provide a net gain in usable public space and will improve the pedestrian experience along Clarendon Road with wider paths, street furniture and planting. Public art will be introduced within the widened public realm to the east of the building. Bio-diverse roofs will also be introduced and the proposed scheme will achieve a net bio-diversity gain incorporating ecological enhancements and an urban greening factor of 0.4 by utilising roofs for biodiversity gain and street tree planting.

Cycle parking is provided at basement and ground level and will be provided to London Plan standards. Plant areas are provided within the basement and at roof level. Refuse bins will be provided at ground floor level, in the north west of the building. Separate bin storage is provided for the different tenures and for the commercial floorspace.

Vehicular access will be provided from Clarendon Road at the north of the site. The scheme will generally be car free, but two disabled parking spaces are provided on site at the south west of the building. Servicing of the building will be from the west of the building.

An open space will be created to the south of the new building in order to separate it from the new buildings which could be developed to the south, including a new cultural centre.

The proposed energy strategy will incorporate energy efficiency measures to reduce energy demand; and the scheme will be designed in accordance with the GLA's SPG on Sustainable Design and Construction.

An all-electric energy strategy is being proposed which will include a site-wide heat network incorporating ASHPs. Provision for future connection and adaptability to a district heat network (DHN) will be incorporated. The London Plan Energy Hierarchy will be followed and will include 10% and 15% Be Lean carbon savings for domestic and non-domestic elements respectively and total on-site carbon savings of at least 35%, following Be Clean and Be Green stages, with all remaining emissions to Net Zero Carbon being offset (all savings will be against Building Regulations Part L 2021).

The wider master plan (Illustrative only)

Two master plan options have been put forward, both of which ensure that the cultural centre and the site allocation requirements for employment floorspace can be re-provided in the future. The Master Plans allow for a deliverable phased approach whilst retaining the previously agreed principles.

The Master Plans (Option A and B) have been developed with reference to the surrounding context, which includes the Clarendon Road gas works site to the north, with elements of up to 18 and 20 storeys; the Railway approach site (Fairview Homes) to the south comprising two buildings of four and 14 storeys; and the existing two storey residential properties to the east.

Master Plan Option A incorporates a central open space between the northern and western elements (two, six, eight and eleven storeys) and the southern element (twelve and fourteen storeys); whilst Option B infills this central area. Option A provides for a new cultural centre over two floors; whilst Option B provides for a single storey cultural centre. Both options provide for circa 1,300 sqm of commercial floorspace; circa 1,100 sqm of cultural floorspace; and 182 new homes.

The masterplans incorporate key features from the previous masterplan for the comprehensive redevelopment of the three sites, including improved public realm and a community garden; strengthening the primary route with active frontages; a servicing strategy along the back of the site from Clarendon Road; and the introduction of a marker building at the entrance to the Haringey Heartlands. Commercial floorspace is provided at ground and basement level. Parking is provided at grade to the west and south of the central building.

As part of the longer term strategy, there is scope to widen and enhance Clarendon Road as the vehicular approach into Heartlands.

These master plans do not form part of the current planning application and are included for illustrative purposes only.

Benefits of the Scheme

The proposed development of the Jessica Buttons site will make effective use of the site for much needed new homes, whilst retaining employment uses on the site. A mix of unit sizes will be provided, along with 35% affordable homes. The scheme will generally be car free, except for two disabled parking spaces. The development embodies the principles of sustainable development promoted through the NPPF and London Plan and will provide a catalyst for the regeneration of the immediate area.

Supporting Information

In support of the planning application, we are providing the following information:

1. Location Plan at 1:1250;
2. Site Plan at 1:500;
3. Existing and Proposed Plans and Elevations at 1:100 (please see Table at Appendix 1);
4. Demolition Plans;
5. Accommodation Schedule;
6. Completed Planning Application Forms and Ownership Certificate;
7. CIL Information Form;
8. Design and Access Statement prepared by Stockwool;
9. Planning Statement prepared by DLP Planning;
10. Landscape Strategy prepared by Standerwick Design;
11. Preliminary Ecological Assessment prepared by Ecology & Land Management;
12. Transport Assessment prepared by Canapero Associates;
13. Draft Delivery and Servicing Plan prepared by Canapero Associates;
14. Draft Travel Plan prepared by Canapero Associates;
15. Draft Construction Logistics Plan prepared by Canapero Associates;
16. Economic Impact Assessment prepared by SPRU;
17. Flood Risk and SUDs Report prepared by Graphic Structures;
18. Affordable Housing Statement (included within the Planning Statement);
19. Energy Statement prepared by XC02;
20. Overheating Assessment prepared by XC02;

21. Sustainability Statement prepared by XC02;
22. Whole Life Carbon Assessment prepared by XC02;
23. Circular Economy Statement prepared by XC02;
24. Arboricultural Impact Assessment and Tree Survey prepared by MJC Trees;
25. Microclimate Assessment prepared by Hilson Moran (to follow);
26. Noise Impact Assessment prepared by the PES;
27. Air Quality Assessment prepared by EB7;
28. Daylight/Sunlight Assessment (Neighbouring Properties and Proposed Scheme) prepared by XC02;
29. Fire Statements prepared by My Studio.
30. Basement Impact Assessment prepared by GEA; and
31. Statement of Community Involvement prepared by Thorncliffe.

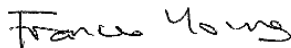
A list of the submitted drawings is provided at Appendix 1 of this letter.

Payment of the statutory planning application fee of £27,155 is being paid direct by Paul Simon Magic Homes.

Summary and Conclusion

We trust that you have all the information you require to validate the planning application but please do not hesitate to contact me should you have any queries in relation to this application. We look forward to receiving confirmation that the application has been validated.

Yours sincerely



Frances Young
Director

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Appendix 1: List of Drawings

Drawing no.	Plan Name
3572 PL(20) 001	Location Plan
3572 PL(20) 002	Site Layout Plan
3572 PL(20) D00	Demolition Plan
3572 PL(20) E01	Existing Site Plan
3572 PL(20) E01	Existing Floor plans
3572 PL(20) E02	Existing site elevations
3572_PL(20) B1	Proposed Basement Level
3572 PL(20) 100 00	Proposed Ground Floor Plan
3572 PL(20) 101 01	Proposed First Floor
3572 PL(20) 102 02	Proposed Second Floor
3572 PL(20) 103 03	Proposed Third Floor
3572 PL(20) 104 04	Proposed Fourth and Fifth Floor
3572 PL(20) 106 06	Proposed Sixth Floor
3572 PL(20) 107 07	Proposed Seventh Floor
3572 PL(20) 108 08	Proposed Eighth Floor
3572 PL(20) 109 09	Proposed Nineth and Tenth Floor
3572 PL(20) 111 11	Roof Terrace Floor
3572 PL(20) 120 RF	Proposed Roof Plan
3572 PL(20) 200	North Elevation
3572 PL(20) 201	West Elevation
3572 PL(20) 202	East Elevation
3572 PL(20) 203	South Elevation
3572 PL(20) 210	East + West Context Elevations +MP
3572 PL(20) 210 e	East + West Context Elevations +Existing
3572 PL(20) 211	North + South Context Elevations +MP
3572 PL(20) 211 e	North + South Context Elevations +Existing
3572 PL(20) 250	Bay Study 01 - Entrance
3572 PL(20) 251	Bay Study 02 - Crown
3572 PL(20) 252	Bay Study 03 – East Base
3572 PL(20) 300	Section AA – North/South
3572 PL(20) 301	Section BB – East/West
3572 SK 001	Amenity Diagram
3572 SK 002	Tenure
3572 SK 003	Aspect
3572 SK 004	Access
3572 SK 005	Parking
3572 SK 006	Fire Strategies
3572 SK 007	Bathroom Strategies
3572 SK(70) 01	Wheelchair Accessible Unit A.01.05
3572 SK(70) 02	Wheelchair Accessible Unit A.01.06
3572 SK(70) 03	Wheelchair Adaptable Unit A.06.04 & A.07.04
3572 SK(70) 04	Wheelchair Adaptable Unit A.07.05
3572 SK(SC) 01	Schedule Summaries
3572 SK(SC) 02	Schedule Detailed

3572 PL(20) MP – 150 00B	Basement level Master Plan (illustrative only)
3572 PL(20) MP – 151 000	Ground floor Master Plan (illustrative only)
3572 PL(20) MP – 152 001	First Floor Master Plan (illustrative only)
3572 PL(20) MP – 153 003	Typical lower floor Master Plan (illustrative only)
3572 PL(20) MP – 154 004	Typical upper floor Master Plan (illustrative only)
3572 PL(20) MP – 155 015	Roof plan Master Plan