

HERITAGE STATEMENT

ALEXANDRA PARK AND PALACE PARKING MANAGEMENT SYSTEM, ALEXANDRA PALACE WAY, LONDON N22 7AY

Introduction

This Heritage Statement has been prepared and submitted in support of an application for planning and advertisement consent for the installation of various infrastructure consisting of pay terminals, Automatic Number Plate Recognition (ANPR) camera columns and signage for the Car Park Management System (PMS) project at Alexandra Park and Palace. This statement should be read in conjunction with other supporting information provided as part of the application.

Proposed Development

Installation of Variable Message Signs, (VMS) tariff information signs, Automatic Number Plate Recognition (ANPR) cameras and pay terminals at Alexandra Park and Palace as part of the introduction of a new Parking Management System (PMS).

The ANPR columns, payment terminals and signage are to be sited in various locations, mostly close to car park entrances and along Alexandra Palace Way, towards the Palace.

Rationale for introducing parking charges

The reason we are intending to charge for parking at Alexandra Palace is because we want to continue to provide great experiences, spaces and entertainment, for everyone, for generations to come. To do this, it is vital to continue to build physical and financial resilience, finding new ways to generate more income that can be re-invested back into the Park and Palace.

It costs £3.6million each year to keep Alexandra Park and Palace open. All the money we generate from events, fundraising and other activities onsite contribute towards this. However, our costs are rising and the backlog of repairs and list of significant maintenance works required is growing each year. We need to generate more income; at least another £0.5million - £1million per year to be able to continue our work to repair, maintain and restore the Park and Palace.

All monies raised by parking charges, as with all income raised from our activities on site, would go directly towards our charitable purposes. We also believe that managing our car parks through charging will help to deter the increasing levels of antisocial behaviour that has a negative impact on our visitors' enjoyment, our neighbours, and increases our security, repair and litter collection costs.

Site and surrounding area

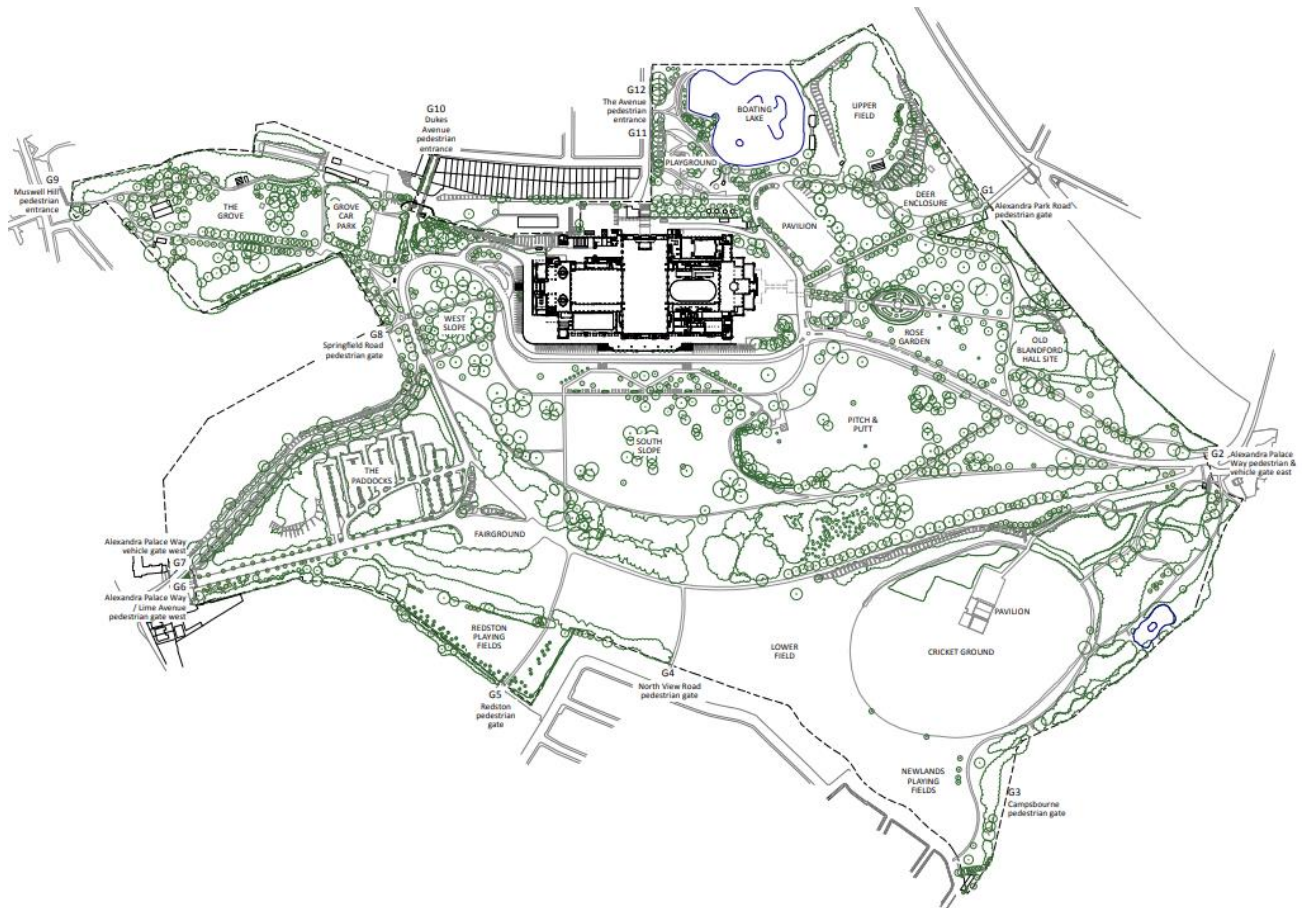
The site comprises the Alexandra Palace building and grounds. The Palace building is Grade II listed and is located within the Alexandra Palace and Park Conservation Area. The Palace is also set within an Historic Park and Garden.

The site is located within the London Borough of Haringey with the Muswell Hill and Hornsey Wards to the South, the Fortis Green Ward to the West and Alexandra Ward to the North. The site is bound by Alexandra Park Road, Vallance Road, Duke Road to the north, the railway (Great Northern) to the east, Dukes Avenue to the west and Alexandra Palace Way, Redston Road, North View Road and Newland Road to the south. The surrounding area is predominately residential and suburban in character with a range of mainly residential properties located to the north, primarily Edwardian houses of up to three storeys in height (Dukes Avenue).

Alexandra Park and Palace is unusual as an events venue and as a site open to the public for recreation, in that it is currently free to park on site at all times.

There are seven car parks in operation. Some are in daily use (East and Grove), others are frequently opened (Dives, Pavilion, Paddocks and Fairground) depending on the activity happening on site. The Lower Road car park is used very occasionally when parking demand is especially high.

Figure 1: Image of the site (including car parks)



Under Section 66 of the Planning (Listed Buildings and Conservation Areas) Act 1990 local authorities must consider the desirability of preserving the setting of listed buildings when assessing applications.

Similarly, Section 72 of the Planning (Listed Buildings and Conservation Areas) Act 1990 any land or buildings in a conservation area, special attention shall be paid to the desirability of preserving or engaging the character or appearance of that area.

Assessing significance is embedded in national planning policy. Heritage values contribute to a greater understanding of significance are identified by Historic England in 'Conservation Principles, Policies and Guidance (April 2008)' as being:

- Evidential
- Historical
- Aesthetic
- Communal

There are four commonly accepted levels of significance. These are as follows:

- Outstanding
- High
- Medium
- Low

Below this would be described as 'no interest'.

Both the Park and Palace are Grade II listed. The reason for designation (Palace) is as follows:

Historic interest: a rare survival of a large-scale Victorian exhibition and entertainment complex, and for the surviving BBC Studios where the world's first high-definition television programme was transmitted in 1936; also the complete set of Victorian stage machinery in the Theatre

Architectural interest: for the surviving Victorian fabric and internal spaces, as described above. The former railway station has special interest, as a well-detailed building in the Italianate style, and for close historical associations with Alexandra Palace; it has strong visual group value with Alexandra Palace

Relevant planning policy and guidance

This section summarises the key relevant national, regional and local planning policies relevant to the application proposal.

The development plan comprises the Haringey Local Plan Strategic Policies Document 2013-2026 and the Development Management DPD and the London Plan. Consideration has also been given to the relevant Supplementary Planning Guidance (SPG) documents. Material consideration comprises the National Planning Policy Framework (NPPF) (2021).

Section 16 of the National Planning Policy Framework 2021 relates to conserving and enhancing the historic environment. **Paragraph 197** of that document states that in determining applications Council's should take account of: the desirability of sustaining and enhancing the significance of heritage assets and putting them to viable uses consistent with their conservation; the positive contribution that conservation of heritage assets can make to sustainable communities including their economic vitality; and the desirability of new development making a positive contribution to local character and distinctiveness. **Paragraph 201** of the NPPF states that where a development proposal will lead to less than substantial harm to the significance of a designated heritage asset, this harm should be weighed against the public benefits of the proposal including, where appropriate, securing its optimum viable use.

London Plan Policy HCI states that development affecting heritage assets and their setting should conserve their significance by being sympathetic to the asset's significance and appreciation within their surroundings.

Local Plan Policy SPI2 requires the conservation of the historic significance of Haringey's heritage assets. Policy DM9 of the Development Management Development Plan Document 2017 reflects this approach.

Impact of proposal on heritage assets

The proposal is seeking planning permission for the introduction of pay terminals, ANPR camera columns and associated signage. The proposals are not considered to be major development and the

proposed infrastructure has been located in order to limit any impact on the character and appearance of the listed Park and Palace.

The NPPF acknowledges the importance of this, recognising that developments should respond to local character and history, and respect the identity of local surroundings and materials, while not preventing or discouraging appropriate innovation. The proposals fully align themselves to the aims and ambitions of policy in this respect.

a) Signage

The proposed signage has been sensitively designed and is consistent with the branding of Alexandra Palace. The signs are similar in colour, size and scale to the existing signs to reduce their visual prominence within the Park. None of the signs would be illuminated in any way. The signage proposed is the minimum necessary to operate the car parks to the established guidelines.

b) Infrastructure

It is proposed to provide 9x payment terminals located around the site to allow customers to pay for their parking. The payment terminals are not of a substantial enough size, of an inappropriate design, or sufficiently numerous to have a negative impact on the visual amenity of the historic parkland, conservation area and listed building. See file 'APP PMS Project – Pay terminals dimensions FINAL' for more information.

It is also proposed to provide 6x ANPR columns on the site which will be used to monitor vehicles entering the site and allow the parking terminals to recognise vehicle registrations to determine how much customers need to pay. Again these columns have been sensitively designed to blend in with the surrounding parkland; they will be light grey to blend in with the natural surroundings. See file 'APP PMS Project – ANPR camera dimensions inc. height FINAL' for more information.

As evident in the detail contained in the two files listed above, the proposed infrastructure is minimal, and small in scale. The car park operator is bound by a prescribed set of guidelines set by the British Parking Association to ensure sufficient management of private car parks. It is considered that the proposal for Alexandra Park and Palace strikes an acceptable balance between prominence and over-proliferation.

Paragraph 201 of the NPPF states that where there is less than substantial harm, this harm should be weighed against the public benefits of the proposal including, where appropriate, securing its optimum viable use. The clear public benefits here are the provision of essential car parking infrastructure which brings people into the area and delivers economic benefits, whilst providing crucial information for car park users.

The parking charges will assist with the long term sustainability of the Park and Palace and therefore are entirely in accordance with the policies outlined in the NPPF.

Assessment and Conclusion

It is recognised Alexandra Park and Palace has operated a number of car parks on site for a long time; the proposal is seeking to improve the operational management of the site for both the Trust and its visitors, and ultimately ensure a much-needed new and regular revenue stream for the Charity, in turn providing a safer, fairer and more reliable parking offer.

The proposal will have no detrimental impact on the setting of the listed building and will preserve the character and appearance of the Conservation Area. There will be no impact on the heritage assets.