

5.0 30-36 CLARENDON RD - DESIGN DEVELOPMENT

5.5 COMMUNITY INVOLVEMENT

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



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)

- 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 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

6.0

6.0 URBAN DESIGN RATIONALE

6.1 MASTERPLAN SITE ALLOCATION

LAND PARCELS

The proposals have been developed within a potential masterplan for the adjacent sites in Haringey's Site Allocation.

The applicant has made contact with the owners of each plot within SA23, in order that the proposal can come forward as part of a coherent phased redevelopment. However, none of the owners have made themselves available to discuss this.

In the absence of this, a masterplan has been considered that will allow co-ordinated regeneration without prejudicing development for any site.



POTENTIAL DEVELOPMENT PARCELS

SITE 1

- 1a - Jessica Buttons
- 1b - Clarendon Recovery College
- 1c - West Indian Cultural Centre

SITE 2

- 2a - London Alevi Cultural Centre
- 2b - London Alevi Cultural Centre
- 2c - London Alevi Cultural Centre

SITE 3

- Civica Election Service

SITE 4

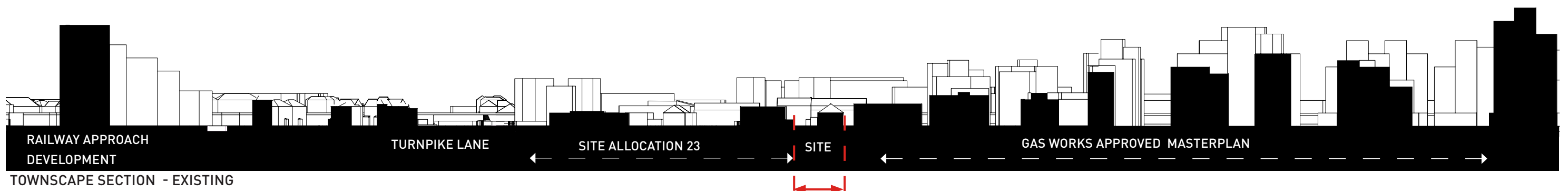
- Hertie Ltd + Adajio Ltd

SITE 5

- 5a - Virgin Media
- 5b - Virgin Media

SITE 6

- Residential development to remain



6.0 URBAN DESIGN RATIONALE

6.2 MASTERPLAN FRAMEWORK

POTENTIAL FUTURE DEVELOPMENT

The proposals have been considered within the wider context of the site allocation.

CLARENDON ROAD SOUTH - THE SPINE ROAD

There is opportunity to improve this important approach road to and from the Heartlands. The deep plots on the west side of the road have the ability to offer enhanced public realm with a setback that allows tree planting and more generous landscaped pavement. There is also potential for improved cycle routes along this road.

TALLER BUILDING JUSTIFICATION

The site falls outside any locally significant views and vistas, however the site has an important role in contributing to the wider townscape, being located uniquely between the entrance to Heartlands and Hornsey Station.

The junction with Turnpike Lane lacks order and there is an opportunity to mark the corner with a distinctive, taller building that can announce the entrance to heartlands and improve way-finding. This building is proposed at 14 storeys - the same height as the Railway Approach development to the south of Turnpike Lane.

The use of height here, to signify proximity to the station and announce arrival at the Heartlands, has been tested through key views and long distance sequential views to fully assess the townscape opportunities.

Transition elements break the mass down and follow the precedent set by Clarendon Gasworks to the north. The base remains a strong link to the immediate context. The proposed pavement widening & highway improvements marks the entrance to the Heartlands and provides a green frontage addressing the rear of houses at 23-31 Horsey Park Road.



6.0 URBAN DESIGN RATIONALE

6.3 TALL BUILDING STRATEGY: CONTEXTUAL HEIGHT & MASSING

TALLER BUILDING JUSTIFICATION
The site falls outside any locally significant views and vistas, however the site has an important role in contributing to the wider townscape, being located uniquely between the entrance to Heartlands and Hornsey Station.

The junction with Turnpike Lane is nebulous and chaotic. There is an opportunity on the site for a set of distinctive, taller buildings that can announce the entrance to heartlands and improve way-finding. This building is proposed at 11 storeys with illustrative master plan suggesting 14 storeys on Turnpike Ln (same height as Railway Approach to the south of Turnpike Lane). The use of height here, to signify proximity to the station and announce arrival at the Heartlands, has been tested through key views and long distance sequential views to fully assess the townscape opportunities.

LocalContext
This proposal is the linking piece to Clarendon Road's proposals at the southern edge of the Gasworks masterplan. Heights step down gradually towards the east, with the tallest part of the building featuring in the exit vista as you leave the Heartlands.

WiderContext
Consideration of the impacts of placing mass in relation to the immediate context and neighbours has informed the proposal from the outset. The proposed separation distances are shown on the next page.

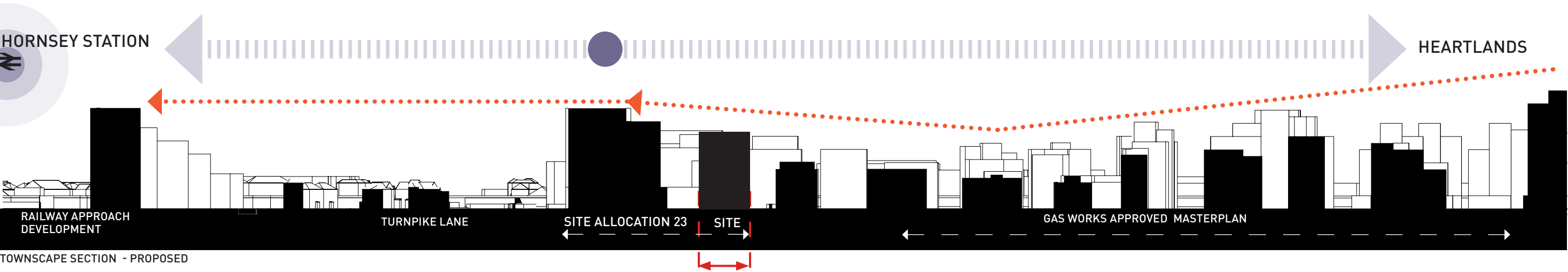


EXTRACT FROM HARINGEY'S LOCAL PLAN

- Haringey Borough Boundary
- Railway Lines
- Potential Locations Appropriate for Tall Buildings

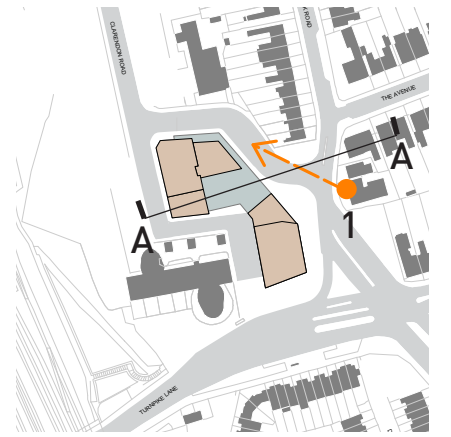


AERIAL VIEW OF PROPOSAL WITH POTENTIAL FUTURE MASTERPLAN



6.0 URBAN DESIGN RATIONALE

6.4 TALL BUILDING STRATEGY: ENTRANCE TO HEARTLANDS



KEY PLAN



PROPOSED OFFSET DISTANCES & MASTERPLAN

The two storey base is clearly legible and relates to the scale of the buildings on Hornsey Park Road. A six-storey transitional element then mediates from the base to the taller buildings which terminate and announce the entrance to the Heartlands. The proposed wider pavement, feature tree planting reinforces this arrival and provides a green frontage addressing the street and the rear of 23-31 Hornsey Park Road.



VIEW 1 - RELATIONSHIP OF BASE & TRANSITION BLOCK TO HORNSEY PARK HOUSES



CONTEXT SECTION A

6.0 URBAN DESIGN RATIONALE

6.5 ELEVATIONAL CONCEPTS

Scale
Our analysis of the local scale has concluded that the proposed 11 storey acts as a wayfinding feature that will sit comfortably within the emerging context as the masterplan continues to evolve.
The intent of the design is to establish a clear legible hierarchy, within the master plan site.
The Design Review Panel commented that they welcomed the approach of more open space and felt the scale was appropriate to mark the important junction.

Form and massing
The massing strategy has been developed to minimise the impact on neighbouring dwellings to the east, with the density stepping down to towards the west of Clarendon road.
The building has been designed following a careful consideration of how the building is perceived from different scales. Street, Mid range and

Long range views.
Designed with a clear legible Base, middle and top in the massing setbacks helps in the transition.

