

Broad Lane SCI

Statement of Community Involvement



On behalf of Broad Lane Properties Limited
February 2023



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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, Broad Lane Properties Limited. This report supports a planning application to redevelop the site on Broad Lane formerly occupied by a car wash facility. The proposed redevelopment provides an exciting opportunity to provide a flexible commercial building that will aid the regeneration of the local area.

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 March 2017.

The council strongly encourage applicants, prior to submitting an application, to discuss their proposal with likely affected parties, such as neighbours. Consultation should be as early as possible; and should submit a consultation statement that summarises the consultation organised, the key issues raised, and how the applicant has addressed those issues.

The council recognise that there are many benefits associated with pre-application community involvement, providing the local community and other stakeholders with the opportunity to let. Pre-application involvement will, where appropriate, be encouraged for schemes other than major proposals, especially if they are likely to be contentious.

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 in to 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



The site (above)

The former car wash site is located in Haringey, north London and is approximately 0.5Km south of Tottenham Hale. Tottenham Hale is undergoing intensification and diversification with the creation of a new retail area centred on the station as part of the Tottenham Hale Area Action Plan. The area is undergoing significant growth and seeks to be a leisure destination with new services/facilities, jobs and homes that will complement the current vibrancy of the area.

The proposed redevelopment provides an exciting opportunity to provide a flexible commercial building that will aid the regeneration of the local area.

3. Our Consultation Process

PUBLIC CONSULTATION

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 635 properties, as shown in the map below. The letter was delivered on 19 January 2023.



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The company that hand-delivered the letter uses GPS to show their delivery – the map below shows this GPS report.



There were a few properties that were unable to be delivered – these were 33-54 Lea Court. As a result, we posted letters to these properties using Royal Mail.

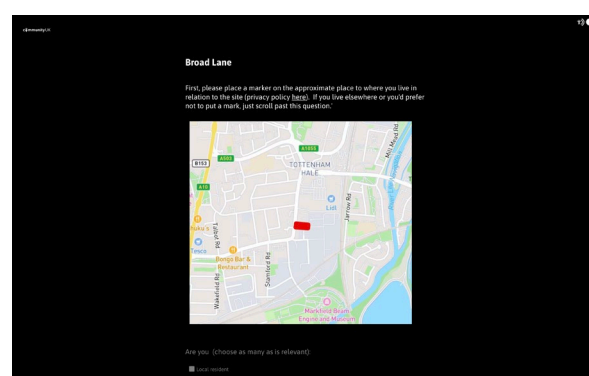
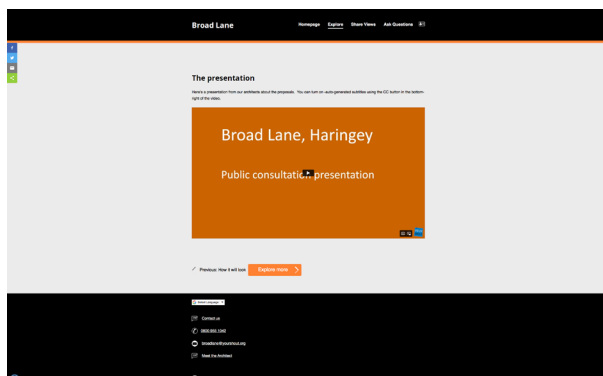
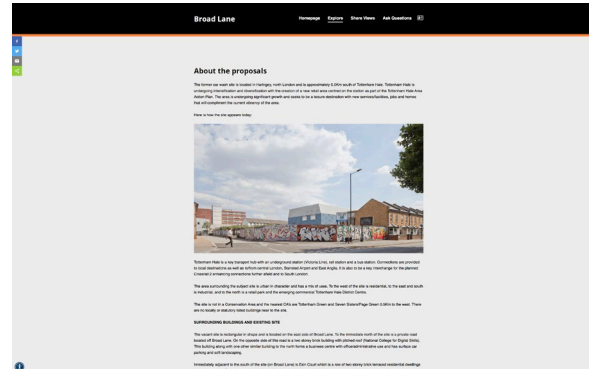
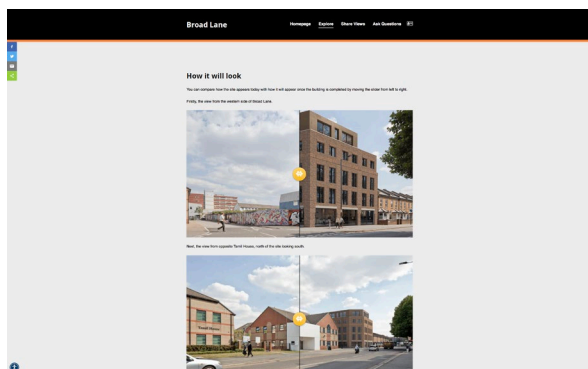
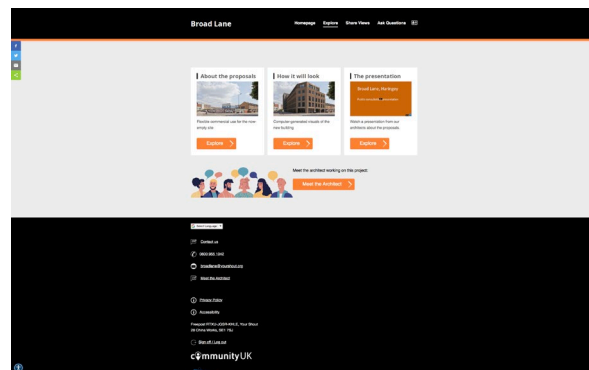
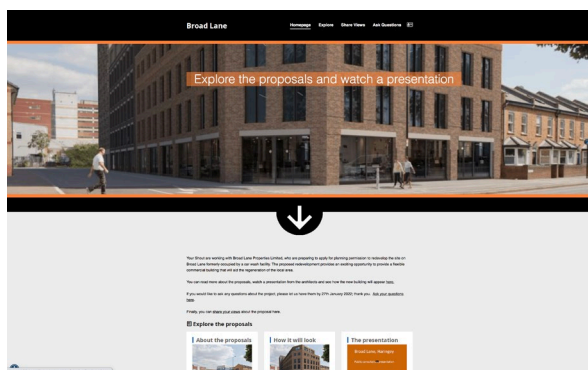
The objective of the letter was to publicise the project website, to communicate information about the scheme, and to encourage local residents to share their views about the proposal. The letter included a freephone number and freepost address, to increase accessibility in the consultation. A copy of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

The communityUK platform for this project has a unique URL – BroadLane.site. This went online on 19 January 2023 and will be maintained throughout the planning application process.

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Below are screenshots of some of the website pages.



Other sections on the website include:

1. Home page
2. Explore
3. Share your views
4. Ask questions
5. Here are ways to contact us

Response mechanisms

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

- A survey on the CommunityUK portal, which is now closed
- Questions to the team, via the Ask Questions page, available until 27 January 2023
- A freephone number, staffed during office hours: 0800 955 1042
- A consultation event hotline
- A bespoke email address: broadlane@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 Broad Lane 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
19 January 2023	Letters sent to local community, and online platform goes live
January 2023	Ongoing engagement with stakeholders
February 2023	Submission of planning application

4. Consultation Responses

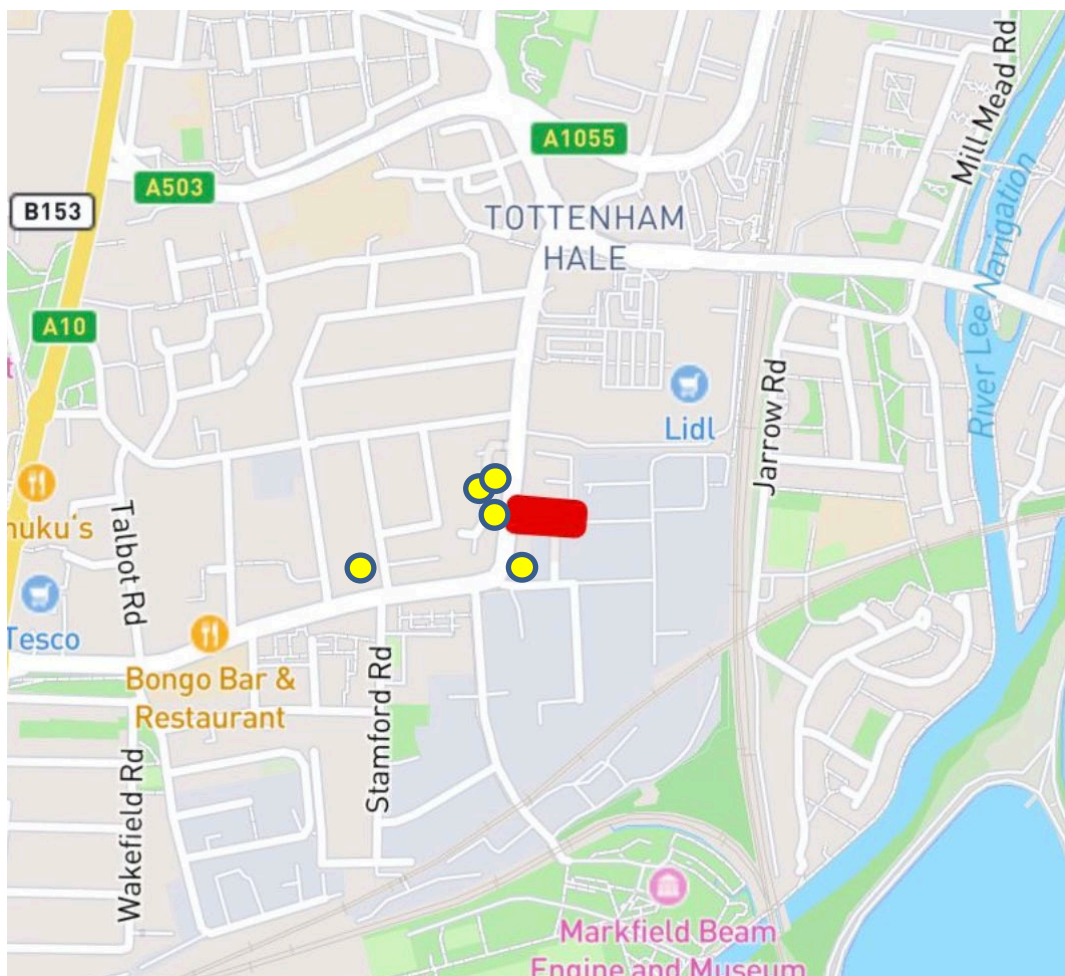
Two people submitted questions using the website's 'Ask Questions' page.

As of 30 January, **no** residents emailed our dedicated email address.

We have had **five** responses to the feedback form (as of 30 January). A full set of results can be found online here

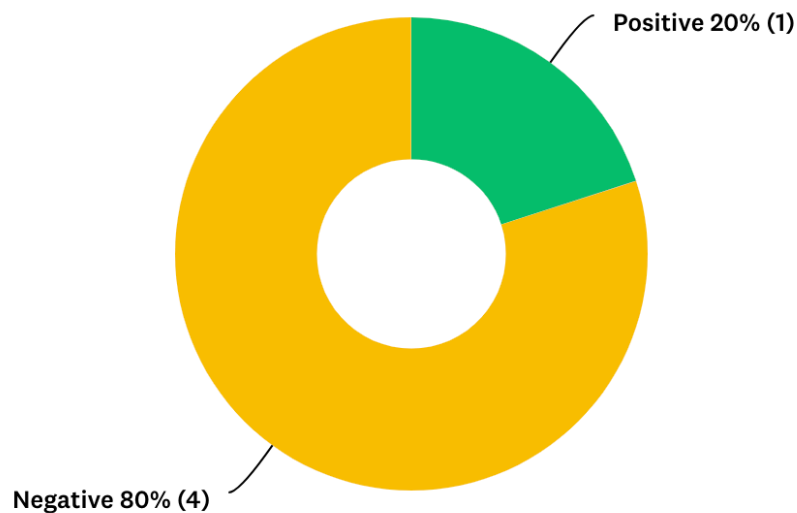
<https://broadlane.communityuk.site/dashboard>. Here is the summary:

Respondents were asked to mark on a map the approximate place where they live in relation to the site.



Respondents were asked whether they were local residents. All respondents identified themselves as such.

Respondents were asked how they felt about the plans. Everyone responded to this question.



Respondents were asked to give comments about the scheme. The issues they raised were as follows:

- Construction noise
- Impact on privacy
- Impact on daylight/sunlight of neighbouring properties
- Lack of local need
- Inappropriate location

The full comments are:

- The residents of Lea Court will be opposing your planning application. We are a block of 54 flats, mostly front facing. Our reasons are: 1) noise, dirt & disturbance from the construction works (we already have road pollution to deal with which creates black dirt on curtains, carpets & furniture. 2) Lack of privacy. The offices will look directly into the windows and balconies of Lea Court. 3) It will block both the view and stop the sun coming into windows in the morning. 4) It will make the space feel dark and claustrophobic. There are no other buildings opposite higher than 2 stories. We do want our street and our cycle path to be in the shade. We will submit a formal letter of complaint and a petition signed by residents to Haringey Council if required.
- Our flat is already dark and your building will block the sun. We do not want construction noise.
- No! Absolutely not! I live directly opposite. Our flats are dark enough as it is. This building will block even more natural light. People will be able to see directly into my living room, bedroom & balcony. We will not be able to tolerate the noise and dust from the construction work. Please do not do this to us. There is already empty office space next door and in various other buildings around Tottenham Hale and Seven Sisters, it's not needed.
- Suggested property is simply not appropriate for the location. It does not blend in well with the residential area. It would be a massive invasion of privacy to the local residents at Esin Court. There are issues with the size of the building. It's simply not the right project for the area. It doesn't add any value to the community or residents near by. Broad Lane is largely a residential area, block of offices should not be built opposite and adjacent to residential houses. This planning permission will certainly be disputed. This is clearly a project motivated by money and not adding value to the community. I am very optimistic that this plan will get rejected by the council.
- I think the block looks like it will fit well into the area in terms of style/building height and has been designed well.

5. Our response and continued consultation

Applicant's response table

Issue	Applicant's response
Noise and disturbance	Disturbance from noise, dust and traffic will be mitigated by a construction management plan as part of the planning condition. Furthermore, modern construction methods tend to have less impact on its neighbours. The contractor appointed will be a member of the Considerate Construction Scheme.
Impact on daylight/sunlight of neighbouring properties	A daylight and sunlight assessment has been undertaken by a RICS Daylight and Sunlight surveyor which confirms that the impact of the proposed building is acceptable.
Inappropriate location	Planning policy dictates that brownfield sites should be prioritised.
Impact on privacy	Impact on privacy will be minimal since all windows facing the gardens will be opaque up to 1.7m height.
Local need	The applicant has undertaken market research on the demand for office space in the London Borough of Haringey and determined that there is sufficient local demand for this development.

Feeding-back to participants and the wider community, and opportunities for continuing involvement

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

February 2023

Appendices

[Appendix: Public consultation – example invitation letter](#)

[Appendix: Project website – screenshots](#)

[Appendix: List of questions submitted using the online form](#)

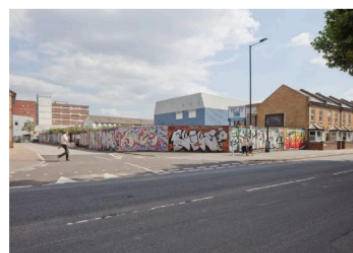
[Appendix: Comments submitted by email or Freepost](#)

Appendix: Public consultation – example invitation letter



Dear Neighbour,

Your Shout are working with Broad Lane Properties Limited, who are preparing to apply for planning permission to redevelop the site on Broad Lane formerly occupied by a car wash facility shown in the first picture on the right.



The proposed redevelopment provides an exciting opportunity to provide a multi-function office building that will aid the regeneration of the local area and will create local employment. A computer-generated image of the building is shown below right.

Following a lengthy design process, we are now in a position to share the emerging proposal with you.



You can read more about the emerging draft proposals and watch a presentation by the project's architect on our dedicated project website which you can access by scanning the QR code (below right) or go to **BroadLane.site**

If you have any questions, please contact us via the website and we will provide you with answers. Please contact us with any questions by 5pm on Friday 27 January. You can also contact us in the following ways:

Freephone: 0800 955 1042

Email: BroadLane@yourshout.org

Freepost address: Freepost RTXU-JGSR-KHLE Broad Lane, Your Shout, 28 China Works, SE1 7SJ

The phone line is staffed between 9am and 5:30pm Monday to Friday. If you are not able to call between these times, please let us know, and we will make separate arrangements for you.

If you cannot access the internet, we can send you printed material – please contact us using the details above.



Thank you for your interest in these proposals, and we look forward to hearing from you.

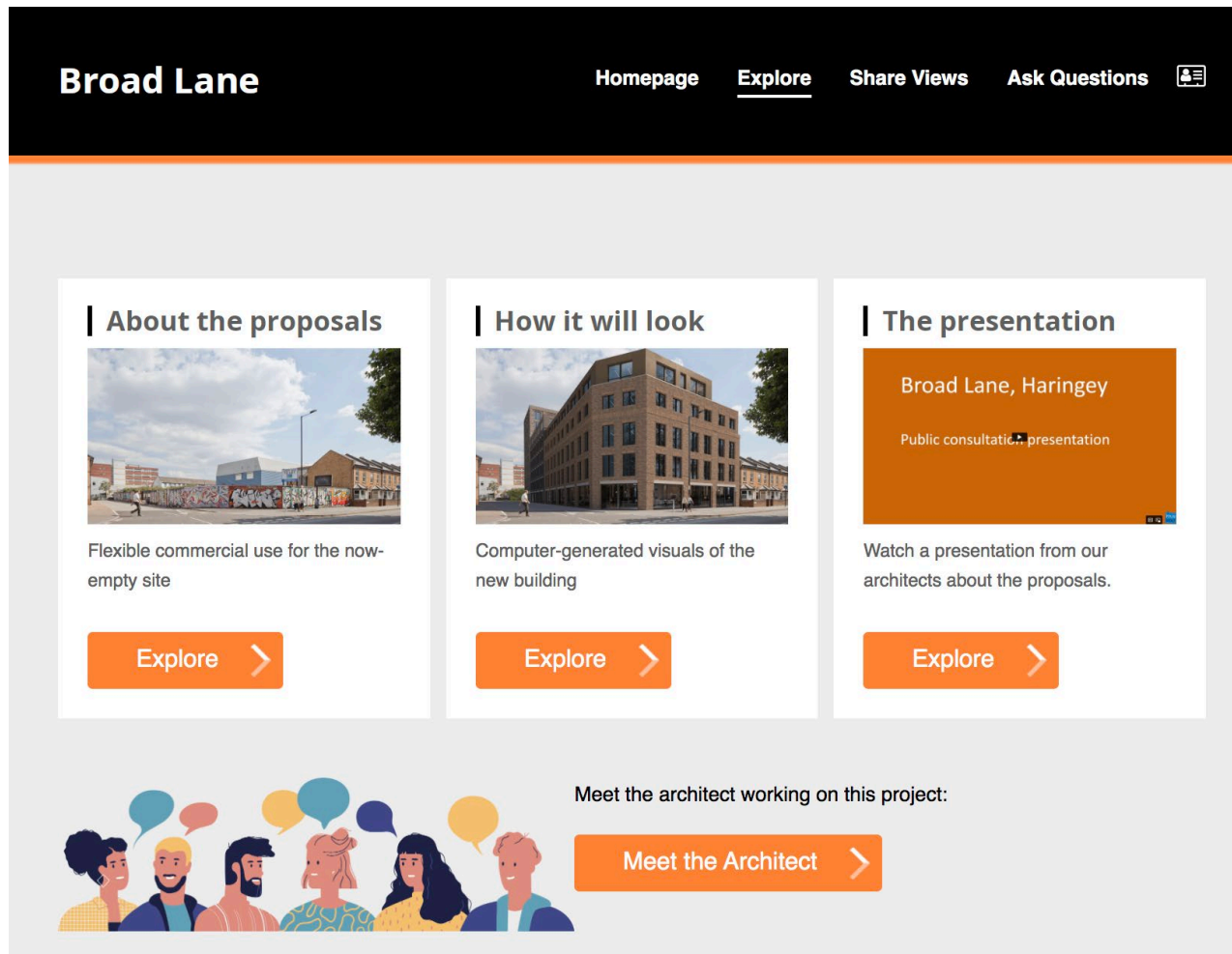
Yours sincerely,

Your Shout

On behalf of the Broad Lane team

Sent by Your Shout, 28 China Works, SE1 7SJ. 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 Broad Lane project. You are also confirming you are aged 16 or over. Your comments may be given to the London Borough of Haringey as part of the planning application. 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.

Appendix: Project website – screenshots



About the proposals

The former car wash site is located in Haringey, north London and is approximately 0.5Km south of Tottenham Hale. Tottenham Hale is undergoing intensification and diversification with the creation of a new retail area centred on the station as part of the Tottenham Hale Area Action Plan. The area is undergoing significant growth and seeks to be a leisure destination with new services/facilities, jobs and homes that will compliment the current vibrancy of the area.

Here is how the site appears today:



Tottenham Hale is a key transport hub with an underground station (Victoria Line), rail station and a bus station. Connections are provided to local destinations as well as to/from central London, Stansted Airport and East Anglia. It is also to be a key interchange for the planned Crossrail 2 enhancing connections further afield and to South London.

The area surrounding the subject site is urban in character and has a mix of uses. To the west of the site is residential, to the east and south is industrial, and to the north is a retail park and the emerging commercial Tottenham Hale District Centre.

The site is not in a Conservation Area and the nearest CA's are Tottenham Green and Seven Sisters/Page Green 0.5Km to the west. There are no locally or statutory listed buildings near to the site.

SURROUNDING BUILDINGS AND EXISTING SITE

The vacant site is rectangular in shape and is located on the east side of Broad Lane. To the immediate north of the site is a private road located off Broad Lane. On the opposite side of this road is a two storey brick building with pitched roof (National College for Digital Skills). This building along with one other similar building to the north forms a business centre with office/administrative use and has surface car parking and soft landscaping.

Immediately adjacent to the south of the site (on Broad Lane) is Esin Court which is a row of two storey brick terraced residential dwellings with pitched roofs. Towards the middle of the subject site (and to the south) is a three-storey metal clad warehouse adjacent to a hand car wash site. To the west of the subject site is The High Cross Centre which is an industrial site consisting of warehouse type buildings, typically metal clad but some brick with saw-tooth roofs. Uses range from retail, manufacturing and office/studio.

On the opposite side of Broad Lane to the west are multiple three-storey brick residential buildings with pitched roofs and surface car parking. These buildings are separated from Broad Lane by a narrow strip of open space lined with trees.

PROPOSED BUILDING

This proposal will expand on an existing implemented office approval and provide 5,694 sq.m. (61,290 sq.ft.) of new, much needed, high quality multi-functional office space - Class E(g)(i). This will greatly improve the efficiency of the land and make best use of this previously developed land. It will also support the regeneration of Tottenham towards a highly successful place by attracting new business and job opportunities in a location with excellent public transport connections.

The proposed building is of high architectural quality with elegant brick detailing and green roofs. It has been purposefully designed to ensure that it integrates into the surrounding context and street scene.

The lower massing element is four storeys (12.7m) adjacent to the terraced housing on Broad Lane. The massing of the proposal gradually steps up in height towards the west terminating in a taller elegant tower. The upper storeys at the west and middle sections are set back to create a vertical hierarchy for a complete urban composition.

The proposal addresses the urban context and creates a new active frontage to the side street off Broad Lane which will improve the space immediately in front of the building. The corner between the two primary elevations is chamfered to highlight the building entrance.

A variety of high-quality brick tones reflect the principal material character of the area. Brown brick on the lower section facing the residential area integrates the proposal into the existing Broad Lane streetscape. Lighter bricks are used on the taller element picking up the lighter tones of the industrial area to the east. The setback upper storeys are clad in high-quality metal (in natural metal tones) which adds another layer of variety and interest to the building and streetscape.

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The proposed building is energy efficient, well insulated, and also generates electricity through PV panels on the roof. The building has been designed to deliver a reduction on carbon emissions that exceeds the requirements under Building Regulations and achieves an Excellent BREEAM sustainability rating. Energy efficient and low water-use fittings will be installed throughout, and recycling and re-use will be encouraged through separate waste storage facilities. The provision of an internal cycle store will support sustainable transport options and reduce road pollution. A sustainable urban drainage system in the form of a green roof will delay storm water to reduce impact on flooding in the local area. Lastly, all spaces are fully accessible with lift access to all floors.

Next: How it will appear

Next: How it will look



Broad Lane

[Homepage](#)

[Explore](#)

[Share Views](#)

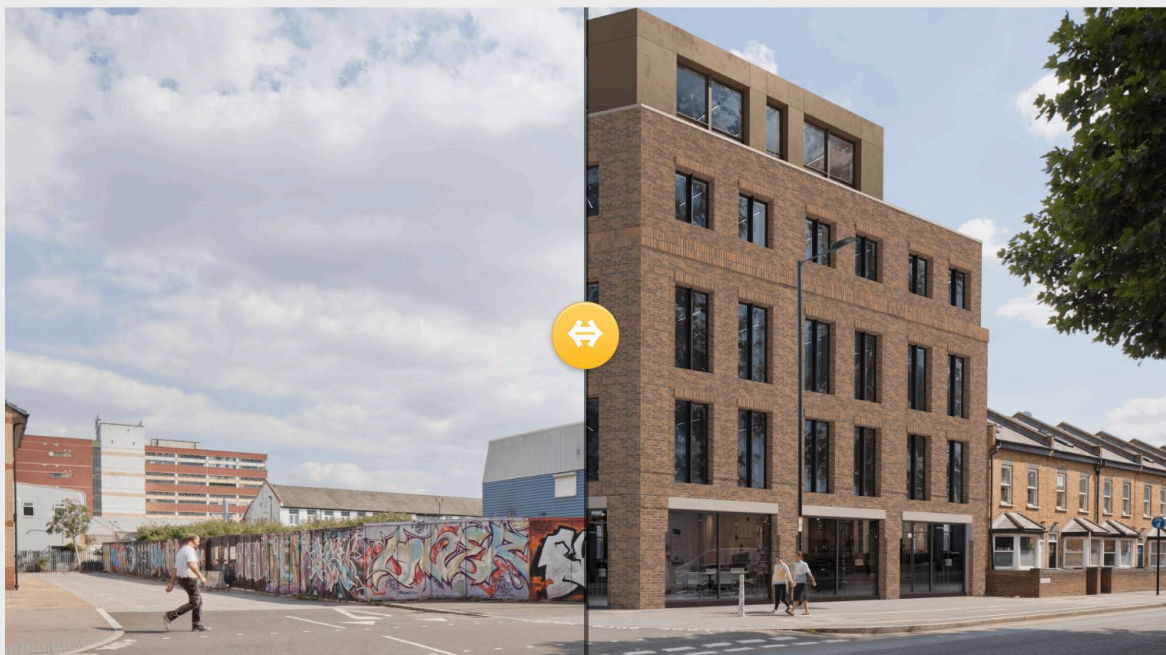
[Ask Questions](#)



How it will look

You can compare how the site appears today with how it will appear once the building is completed by moving the slider from left to right.

Firstly, the view from the western side of Broad Lane.



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Next, the view from opposite Tamil House, north of the site looking south.



Finally, a view from south of the site looking north.



Broad Lane[Homepage](#)[Explore](#)[Share Views](#)[Ask Questions](#)

The presentation

Here's a presentation from our architects about the proposals. You can turn on -auto-generated subtitles using the CC button in the bottom-right of the video.

Broad Lane, Haringey

Public consultation presentation



[< Previous: How it will look](#)[Explore more >](#)

The team

Mark Smith Architects Ltd is a design-led Chartered practice with extensive experience in residential and commercial developments throughout London. The studio has a focus on new sustainable and redevelopment projects and is adept at finding creative solutions for complex sites. MSA Ltd employs a contextual design approach and specialises in the planning design stage having obtained permissions for a range of different sites including those near heritage assets and in Conservation Areas. Principal and director Mark Smith has worked for some of London's well known and largest Architectural design firms and has experience across a range of sectors.

■ ■ ■



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



communityUK is a consultation platform and tool for engaging communities on consultation projects, major or minor. Our platform helps deliver trust with the community, increase accessibility, generate excellent participation, and improve interactivity.

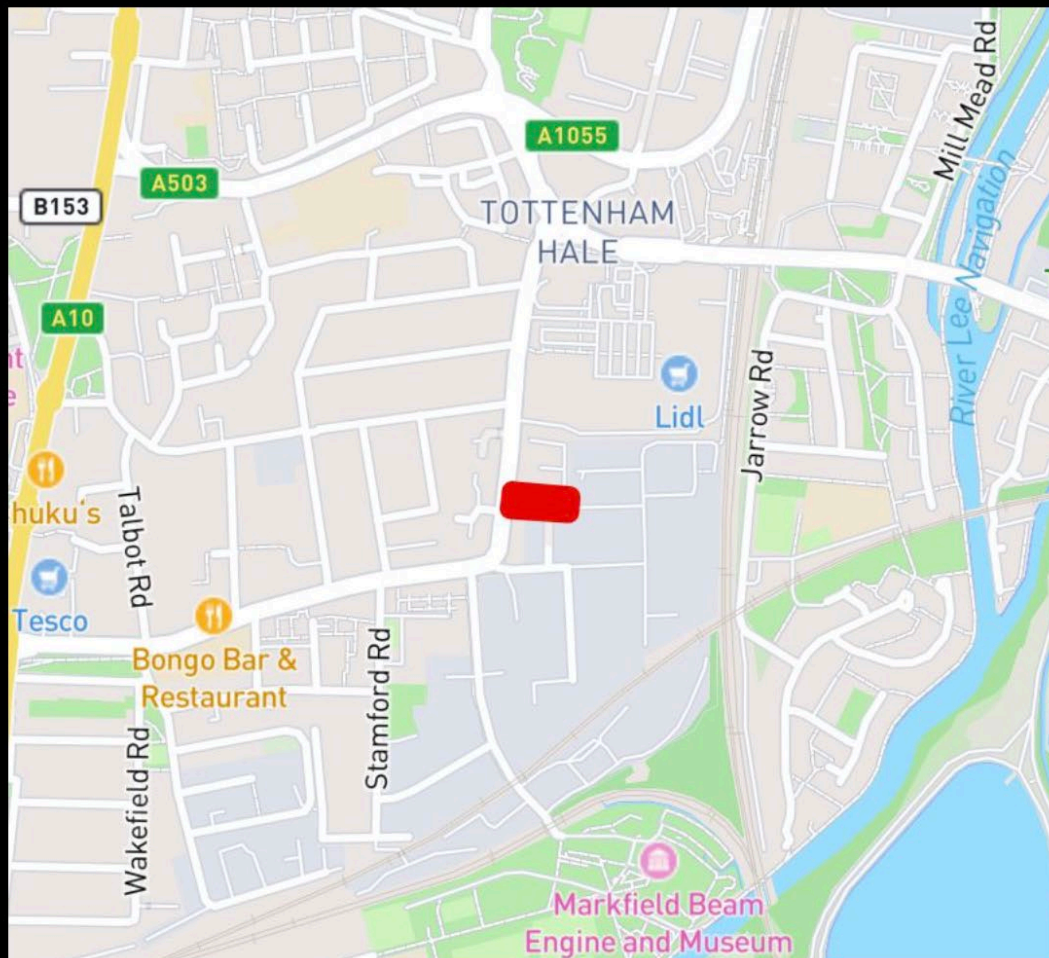


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Broad Lane

First, please place a marker on the approximate place to where you live in relation to the site (privacy policy [here](#)). If you live elsewhere or you'd prefer not to put a mark, just scroll past this question.'



Are you (choose as many as is relevant):

- ☐ Local resident
- ☐ Local business owner
- ☐ Local councillor
- ☐ Representative of a local organisation (please tell us which one)

Tell us how you feel about our plans

- ☐ Positive
- ☐ Neutral
- ☐ Negative

Do you have any comments?

NEXT

Submit questions to the team, prior to 27th January 2022.

Ask your question about the Broad Lane project

Question

Your email

Your name

Submit your question

You can also call us on our question line [0800 511 8225](tel:0800 511 8225) if you'd prefer to submit a question by phone. **To share your views, click the button:**

Share your Views >

Data will be held by Your Shout, communityUK and the project team. By volunteering this information, you are giving your consent for us to process your data regarding this project. You are also confirming you are aged 16 or over. Your comments may be given to the council as part of the planning application. 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. Our full privacy policy is [here](#).

Broad Lane[Homepage](#)[Explore](#)[Share Views](#)[Ask Questions](#)

Here's ways to contact us

-  Email us on broadlane@yourshout.org
-  Call us, during office hours, about the project - [0800 955 1042](tel:08009551042).
-  Share your views about the proposal, whilst the survey is open - [share your views here](#).
-  Ask a question about the project - [use the form here](#).
-  Call us on our question helpline - [0800 511 8225](tel:08005118225).
-  Or, lastly, if you want to send us a message - but do not need an urgent reply, you may do so on the form below.

Your message

First Name

Last Name

 Email

 Phone (mobile or landline)

 Address (Road, Town/City, Postcode)

Submit

Appendix: List of questions submitted using the online form

Questions and comments submitted using the online form
Regarding the impact on adjacent Esin Court: -Will any of the gardens be overlooked from windows, balconies etc of this building? - (how much) will it block light into these properties including the gardens? -What is the expected duration of the work and the working hours? and what impact would this have on sound and environmental pollution?
Can you please share similar projects in London where 8 floor office buildings were built right next to terraced houses?

Appendix: Comments submitted by email or Freepost

Questions and comments submitted using the dedicated email address or Freepost
None received

Your Shout

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hello@yourshout.com

Your Shout is part of Thorncliffe Communications Ltd

