

22.0 COMMUNITY BENEFITS

22.1 SUMMARY

The community benefits include:

- New street landscaping
- Smart street facade with activated ground floor
- Increased commercial offer, potentially including a cafe and maker facilities in addition to existing tenants
- Longterm connection to a wider masterplan linking with Crusader Estate and Arena Design District
- Public Artworks integrated with the street facade
- The potential for enlarged creative communities



23.0 MASSING AND VIEWS

23.1 TALL BUILDING STATEMENT

Policy DM6

"Proposals for taller buildings that project above the prevailing height of the surrounding area must be justified in urban design terms and should conform to the following general design requirements:

- a) Be of a high standard of architectural quality and design, including a high quality urban realm;*
- b) Protect and preserve existing locally important and London wide strategic views in accordance with Policy DM5; and*
- c) Conserve and enhance the significance of heritage assets, their setting, and the wider historic environment that would be sensitive to taller buildings (see Policy DM9)."*

We have designed Blocks A, B and C to be of a high quality and have taken into consideration the surrounding residential buildings. The massing is highest at the North-West of the site, where the embankment levels are naturally higher.

The massing and design of the facades have been carefully considered, with the top storeys set back from the main facades and designed with a lightweight architectural treatment.

The courtyard facades are designed to reference the original warehouses in both form and materiality. The form of the original warehouses is imprinted on the facade, which is made using demolition materials from the original buildings.

The spaces between the buildings have been considered in detail and deliver a high-quality urban realm creating an activated courtyard for the occupiers, as well as integrating with the wider routes and masterplan for the area.

We have analysed the strategic key views to Alexandra Palace (section 20.2) and believe the proposals do not detrimentally impact on these views.

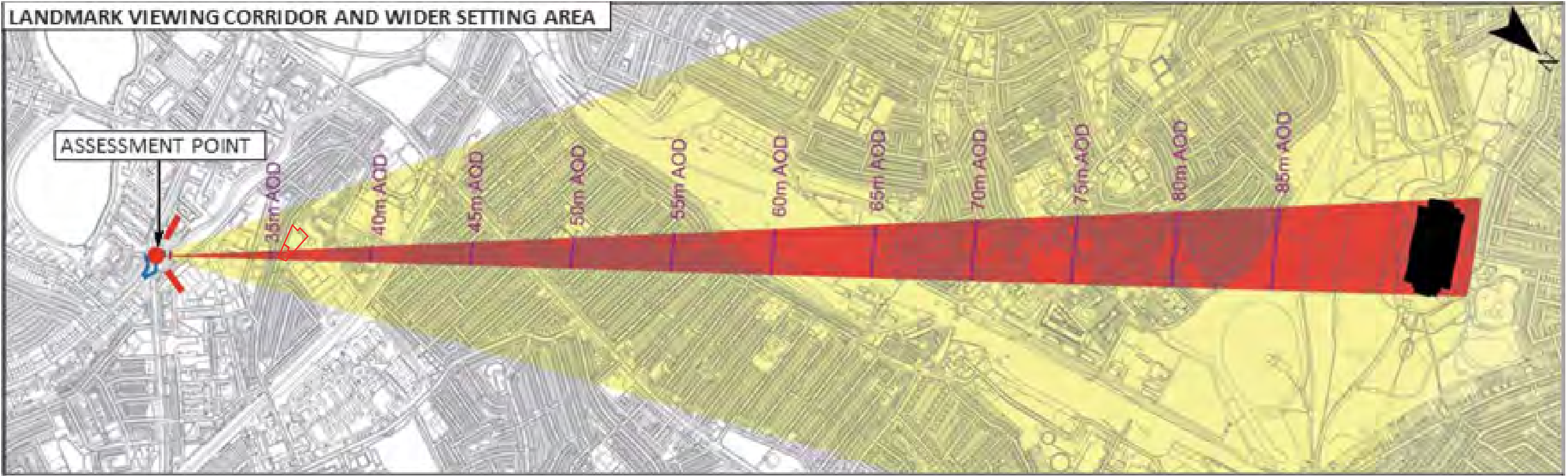
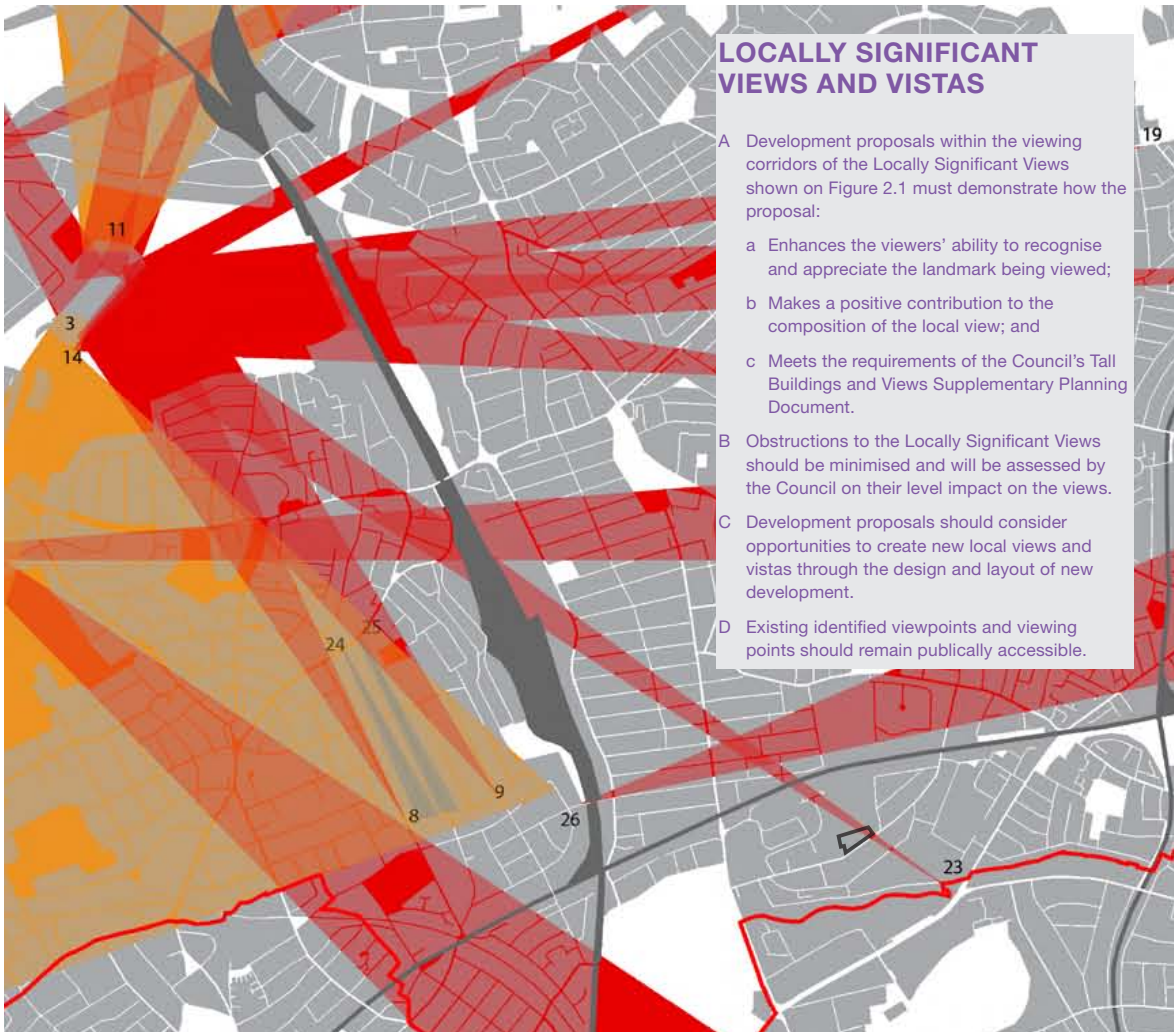
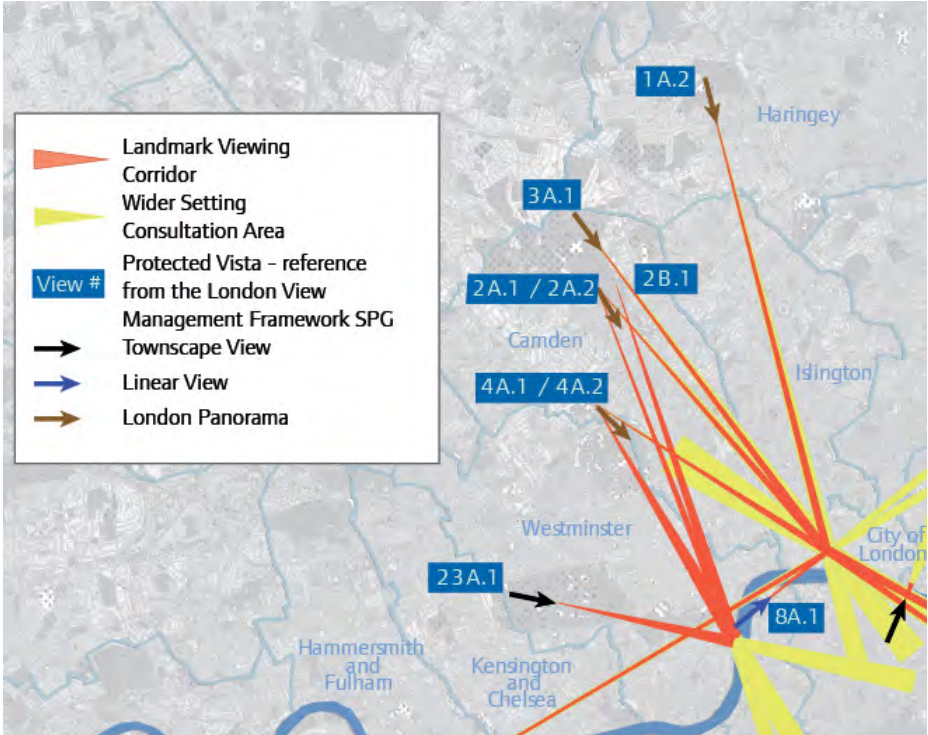
The historic facade on Hermitage Road is retained and celebrated. Throughout the design, the historic facade and warehouse typology of the surrounding area has been referenced and is evident through the choice of materials, profiles and architectural detailing, ensuring the new development is sensitive to wider historic environment.



23.2 STRATEGIC VIEWS

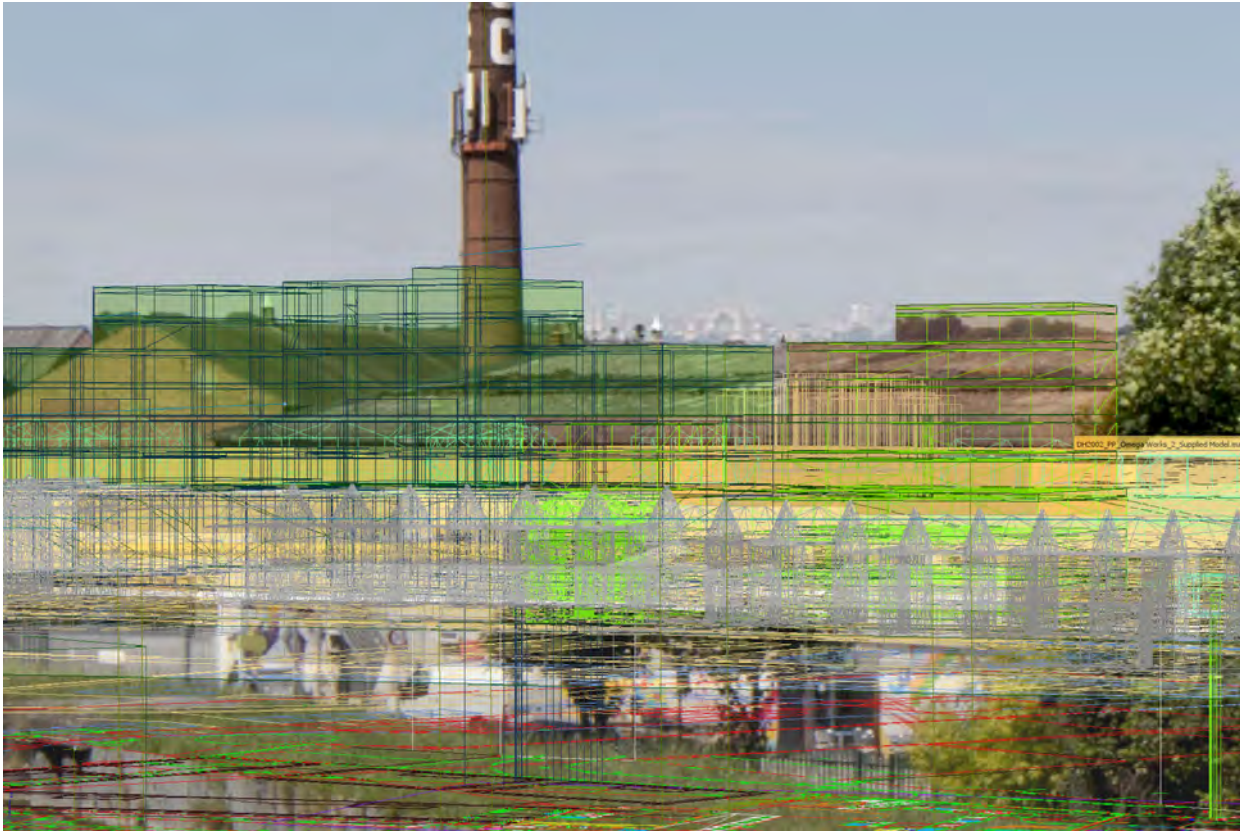
Policy DM5 indicates that the sites sit within two locally significant viewing corridors:

- 1. Strategic Panoramic View Ref: 1 – Alexandra Palace -> Central London (City and St Paul’s); and
- 2. Local Linear View Ref: 23 – Alexandra Palace -> from corner of Seven Sisters Road, Amhurst Park and Eade Road



23.3 VERIFIED VIEWS

These verified views show how the massing is lower within the strategic view to frame and preserve this long view of Alexandra Palace.



24.0 AREA SCHEDULES

24.1 SUMMARY OF EXISTING AND PROPOSED SCHEDULE OF ACCOMMODATION

EXISTING					PROPOSED												
COMMERCIAL	NO.	LIGHT INDUSTRIAL	TOTAL	3800 M ²	COMMERCIAL	NO.		LIGHT INDUSTRIAL (GROUND FLOOR)	TOTAL	3800 M ²							
	3	350 M ²	570 M ²			5	438 M ²	1041 M ²									
	NO.	STORAGE				NO.	LIGHT INDUSTRIAL (BASEMENT)										
	5	220 M ²				3	603 M ²										
WAREHOUSE	NO.	SUI GENERIS	TOTAL	3230 M ²	WAREHOUSE	NO.		SUI GENERIS	TOTAL	2759 M ²							
	18	3230 M ²	3230 M ²			8	2759 M ²	2759 M ²									
	NO. OF BEDS					NO. OF BEDS											
	55					67											
	WORK AREA					WORK AREA											
	820 M ²					585 M ²											
RESIDENTIAL	NO. OF UNITS		3B-UNITS	TOTAL	RESIDENTIAL	STUDIOS	1B UNITS	2B UNITS	3B UNITS (INCL. 2NO. ACCESSIBLE)	TOTAL	TOTAL						
	1		1	145 M ²		10	26	28	12	76	7214 M ²						
RESIDENTIAL COMMUNAL	CIRCULATION & SERVICES		TOTAL	1891 M ²		GIA				5323 M ²							
	1891 M ²					4749 M ²											
						EXTERNAL AMENITY AREA											
						574 M ²											

24.2 SCHEDULE OF ACCOMMODATION

SUMMARY

Block	Commercial		Warehouse Living (Sui Generis)					Residential			Residential Communal	
	No. of Units	GIA	No. of Beds	GIA Beds	GIA Work	GIA Live	GIA Circ/WCs	No. of Units	GIA	External Area	Circulation	Services
A	8	1041	14	232	159	132	137	16	1173	164	580	178
B	0	0	24	340	191	158	288	26	1676	180	430	79
C	0	0	29	407	235	156	324	34	1900	230	578	46
Subtotal	8	1041	67	979	585	446	749	76	4749	574	1588	303
Total		1041			2759				5323		1891	

ACCOMMODATION SCHEDULE

Unit Type	No. of Units	Total
1B-S	10	36
1B2P	24	
1B2P (ACC)	2	
2B3P	20	28
2B3P (ACC)	2	
2B4P	4	
2B4P (ACC)	2	
3B4P	4	12
3B4P (ACC)	2	
3B5P	6	
Total	76	76

ACC = accessible units - Part M4(3) compliant