

STATEMENT OF COMMUNITY INVOLVEMENT

Cascade Avenue, Haringey

The Community Communications Partnership
on behalf of Realia Capital



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consultation website
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Purpose of this document

This Statement of Community Involvement has been prepared by The Community Communications Partnership on behalf of Realia Capital ('the Applicant') and provides a record of the pre-application public consultation and stakeholder engagement carried out between Autumn 2022 and January 2023.

This document describes the process and findings whilst providing an overview of how the Applicant has reacted to consultation feedback.

Key findings

People were largely supportive of the plans. One particular area of support was around the architectural design of the proposed homes. Local people were pleased that the style of the designs was in perfect keeping with the Rookfield Estate and wider Muswell Hill area.

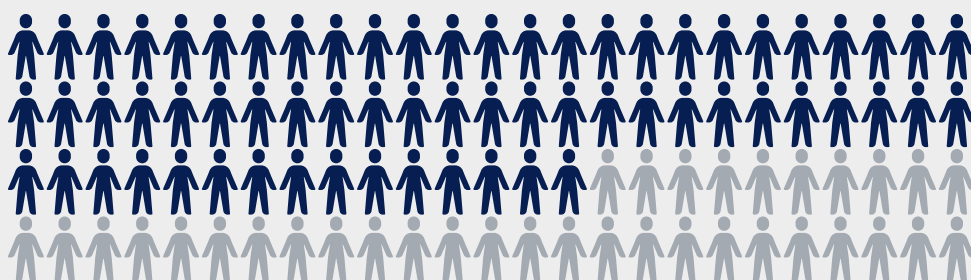
Some criticisms were lodged over the provision of parking spaces, citing that they did not believe the current parking provision had space for another nine vehicles.

Key statistics

- 65% of feedback was positive.
- 100% of the positive feedback cited 'architectural design' as a reason for their support.
- 79% of respondents felt that the provision of tennis courts in the local area was already satisfactory



Local support



65% of people were generally supportive of the proposals

2.1 Stakeholder contact log

Activity	Consultee	Date
Email	CLlr Cathy Brennan	12th December 2022
Email	CLlr Pippa Connell	12th December 2022
Phonecall	CLlr Cathy Brennan	13th December 2022
Email	CLlr Cathy Brennan	13th December 2022
Email	Chair of C&C Residents Association	13th December 2022
Website launch	Public	14th December 2022
Newsletters delivered	Public	14th December 2022
Social media campaign	Public	14th December 2022
Virtual Exhibition published	Public	14th December 2022
Phonecall	CLlr Cathy Brennan	15th December 2022
Voicemail	CLlr Pippa Connell	20th December 2022

3.1 - Newsletter

A newsletter (see appendix 1) was distributed accross the Rookfield Estate to approximately 500 homes on Wednesday 14th December 2022.

The main aim of the newsletter was to provide residents with the basic information about the proposed development, and to answer many of the usual questions. The newsletter contained information on the housing being offered, the architectural style, and the historical context within which the designs were drawn up

The centrefold of this newsletter contained a two-page spread of the masterplan, labelled for clarity.

The newsletter also contained a QR code that took residents to the website (www.collinscourt.uk) which contained a virtual exhibition (see 3.3)

The newsletter also contained contact information for the CCP and the principle member of staff responsible for the project.

3.2 - Website

A website (www.collinscourt.uk) was commissioned to provide residents with more detailed information than what was possible to contain within a newsletter. This included a virtual exhibition, a page about the local history that has informed our plans, detailed plans, details on local sports provision, sustainability, biodiversity and landscaping, and a feedback form

During the consultation period 625 individual users visited the website. A large proportion of these visitors arrived at the website via the social media advertising, which was targeted at the North London area. Other traffic reached the website via the QR code found on the newsletter. The feedback form received 10 responses, with the team also receiving 4 emails and 2 phone calls.

3.3 - Virtual Exhibition

The CCP has devised a Virtual Exhibition which delivers the information that is typically found upon traditional exhibition boards, in a video format. The short film took residents on a virtual site tour, explaining in detail what the plans entailed. To overcome the lack of interaction that comes from this format, the contact details of a member of the team were included in the Virtual Exhibition, newsletter, and website. This team member was on-hand to answer any queries from residents, and we plan to have further conversations with these individuals.

3.4 - Social media campaign

We are committed to a programme of the widest possible engagement and therefore endeavoured to utilise social media to widen the coverage of the consultation exercise. A Facebook advertising campaign was launched on 12th December alongside the website, Virtual Exhibition, and the delivery of the newsletters. The advert was geographically targeted to the North London area

The advert reached 6406 people, of which 180 followed the link to visit the website.

3.5 - Engagement with residents

Some residents used the contact details provided to contact the CCP with their questions. These surrounded the areas of:

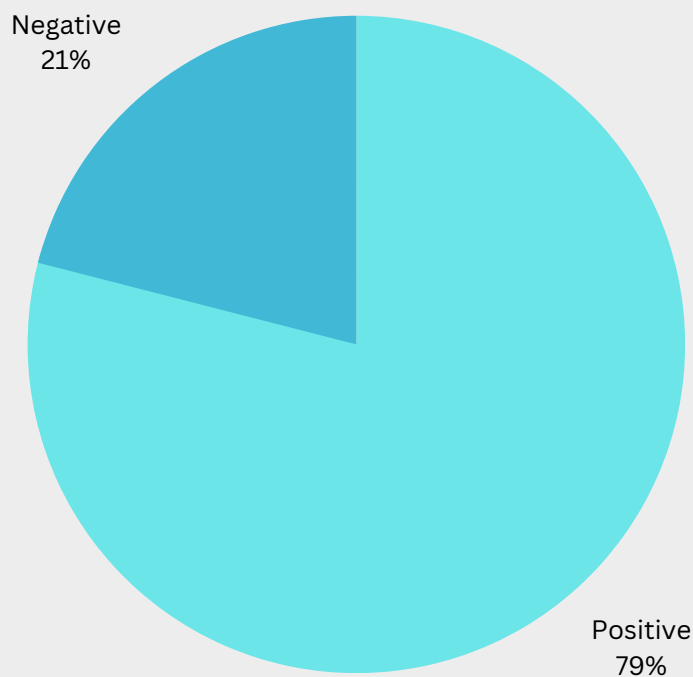
- Parking
- Affordability
- Accessibility

3.6 - Engagement with elected members

The CCP reached out to the two ward councillors (Cllr Connell, Cllr Brennan) with an email briefly explaining the proposals, with a digital copy of the newsletter attached.

The CCP talked with Cllr Brennan regarding the proposals, explaining in detail what they consist of and what the benefits of the scheme are. Cllr Brennan suggested that there should be onsite affordable housing, to which the Applicant has responded by offering the conversion of the former clubhouse into an onsite affordable unit that would be ideal for older people or key worker accommodation.

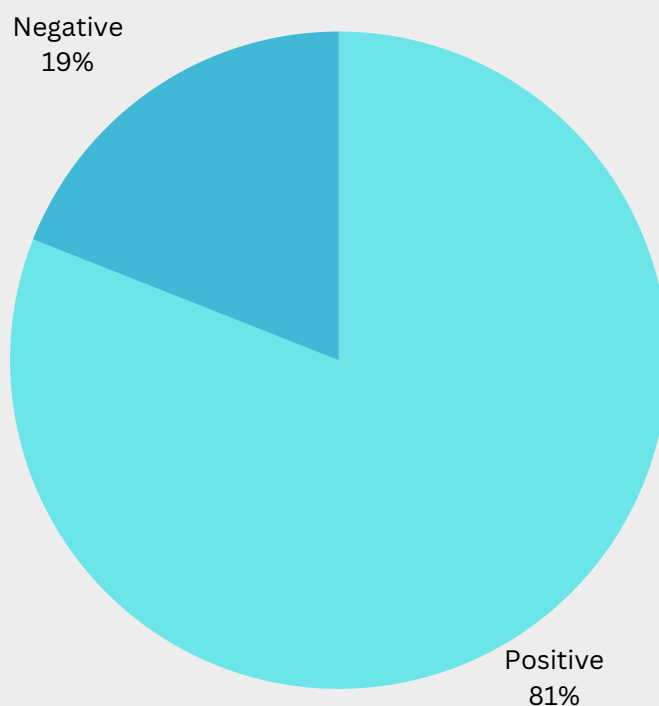
Question 1: Do you feel that the Muswell Hill area has a satisfactory provision of tennis courts?



ANALYSIS

The overwhelming majority of people who took part in the consultation believe that the Muswell Hill area has a satisfactory provision of tennis courts.

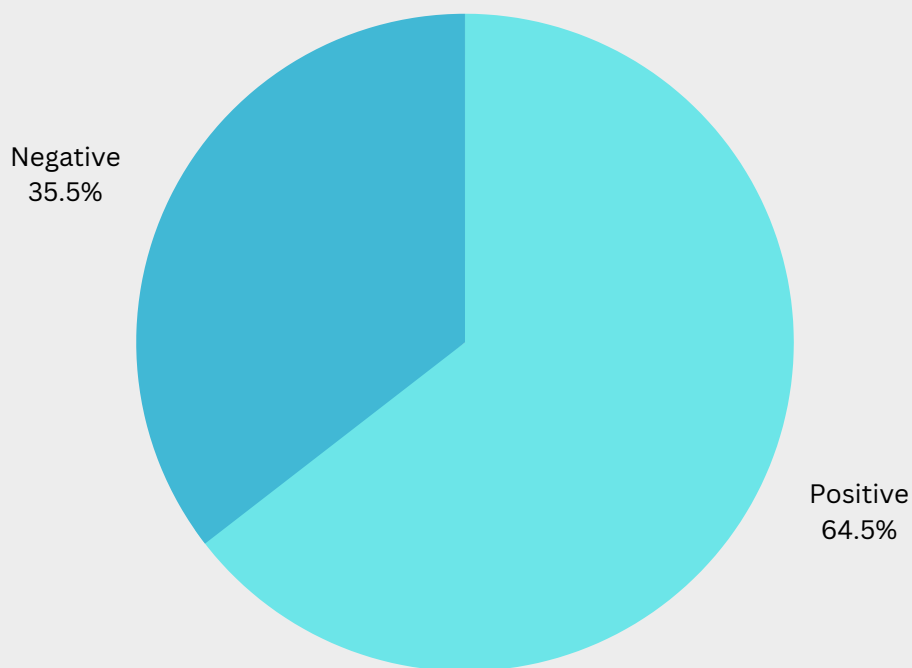
Question 2: Do you agree that the designs of any proposed development on the Rookfield Estate should aim to replicate the 'Arts and Crafts movement' architectural style found on the estate?



ANALYSIS

Almost all respondents agreed with the architectural style chosen for the plans, showing that there is support for the aesthetic qualities of the proposed development.

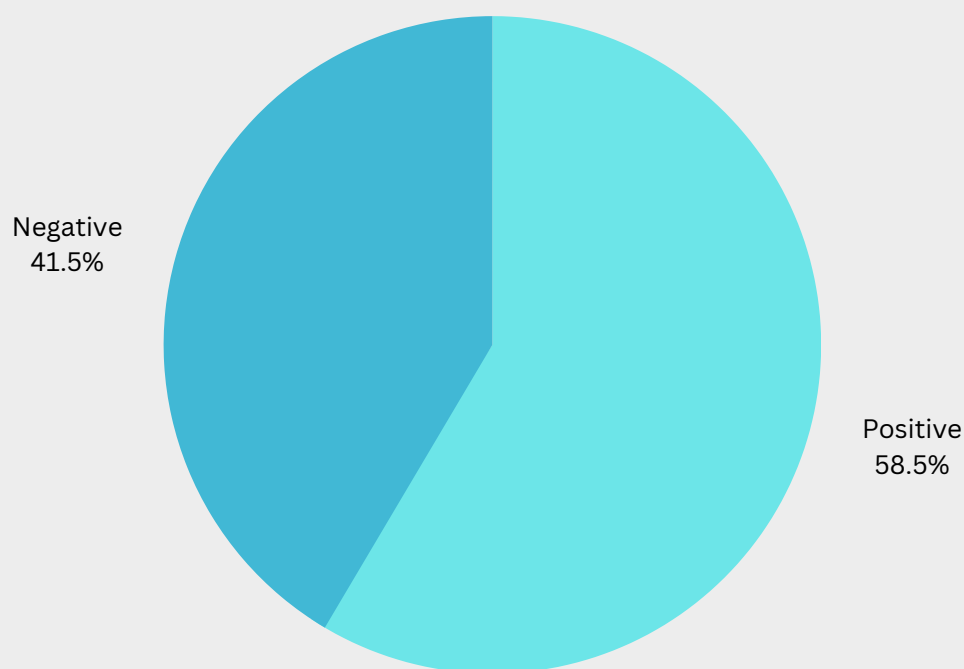
Question 3: Would you benefit from improvements to Cascade Avenue and the Chine?



ANALYSIS

A majority of respondents felt that the road improvements (found under the 'roads' page of the website) would benefit them.

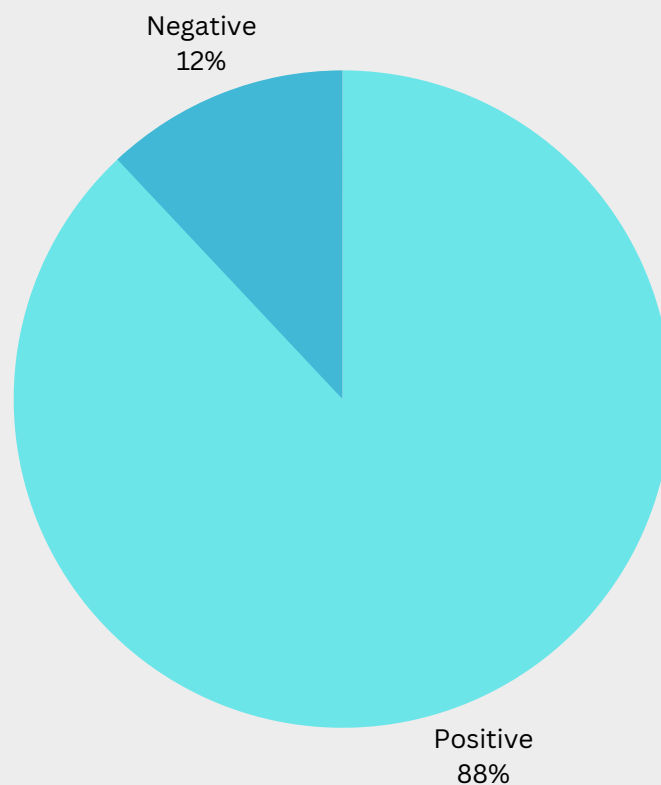
Question 4: Would you support the installation of automatic gates, operated by a key, on the road to prevent non-residents from parking on the street overnight?



ANALYSIS

Over half of respondents were supportive of the idea of installing automatic gates that would help to mitigate parking issues, and free up more spaces as part of the development.

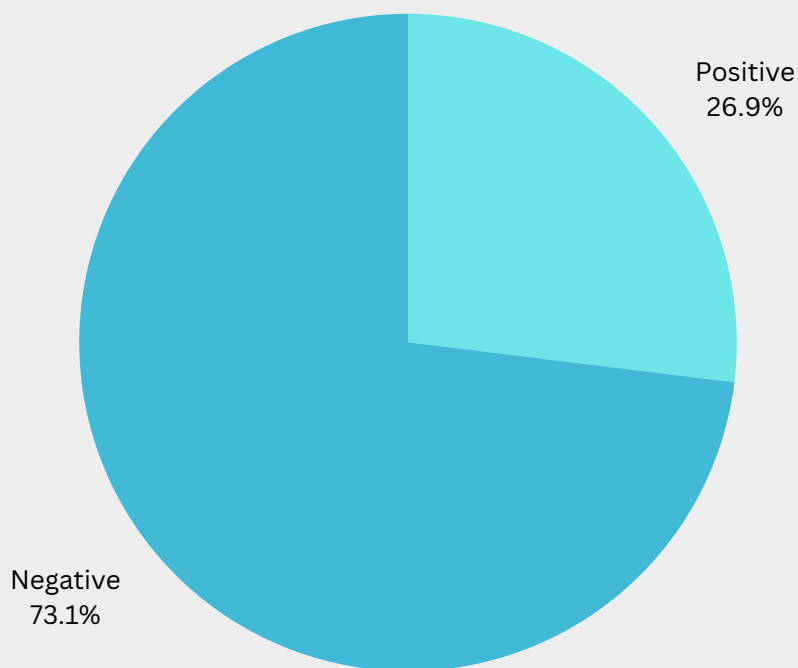
Question 5: Do you prefer the look of the current designs over modernist architecture?



ANALYSIS

Almost all respondents preferred the proposed designs over typical modernist designs. This is likely linked to the level of support for architectural continuity throughout the Rookfield Estate.

Question 6: Do you believe that the current site is being fully utilised?



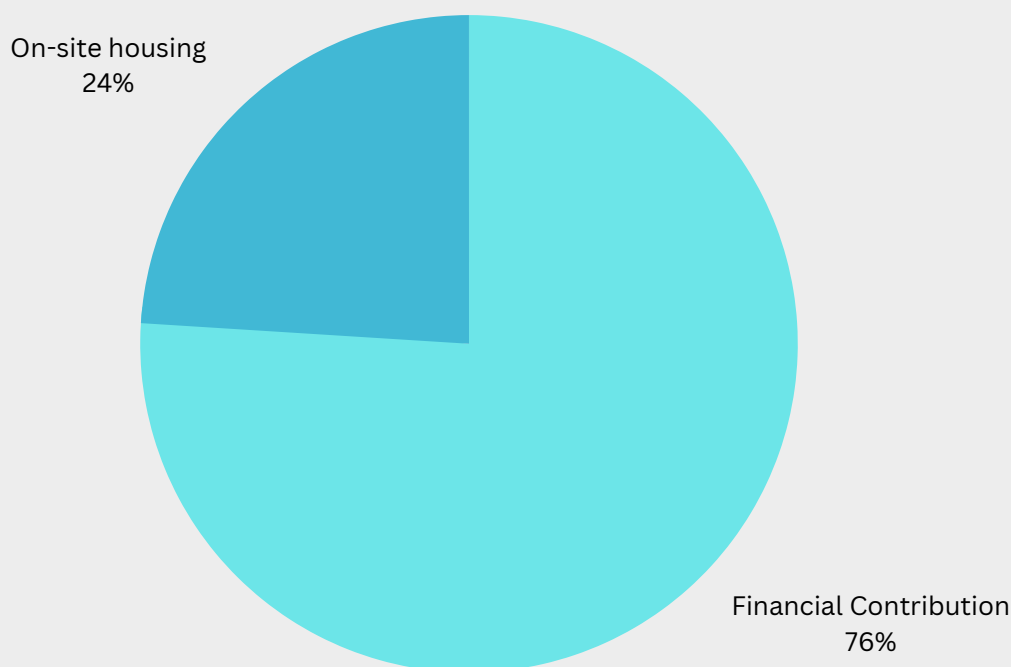
ANALYSIS

Almost three quarters of participants did not think that the site, in its current form, was the best use of the land.

Question 7: All developments must include either a financial contribution towards affordable housing or provide affordable housing on-site. Should the affordable housing contribution be:

A) A financial contribution

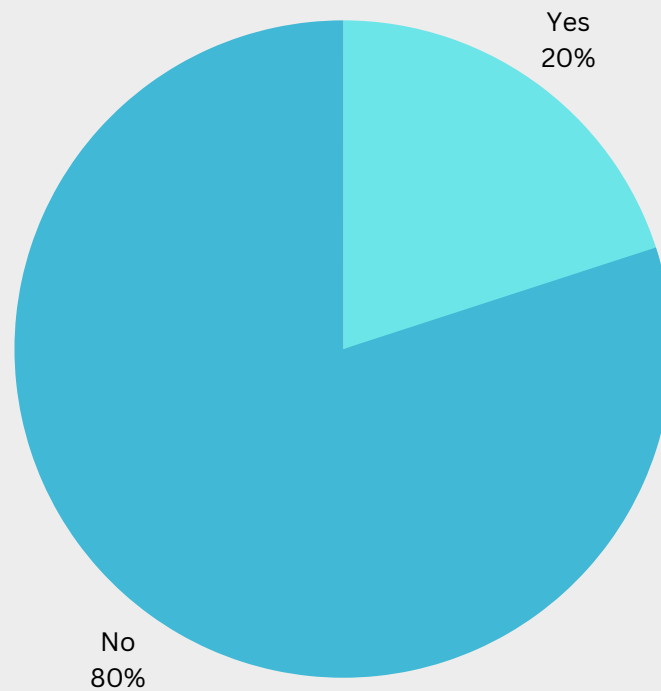
B) Provision of affordable housing on-site



ANALYSIS

Over three quarters of respondents expressed that they have a preference for a financial contribution to be made instead of an on-site provision of affordable housing.

Question 8: Would you or someone you know be interested in buying one of these new homes?



ANALYSIS

20% of respondents (representing a greater number of individuals than there are proposed homes) either know someone who would be interested in buying one of the proposed homes, or would be interested themselves

5.1

As demonstrated in the Statement of Community Involvement, we have conducted a very extensive programme of consultation with hundreds of residents, and aimed to engage with the entirety of the local area. A significant number of local residents took part in the consultation.

We will take all of the respondents comments and suggestions into consideration as we move forward with the planning process and will be in further contact with residents and stakeholders as the proposals progress.

We are also still pursuing further dialogue with the Councillors and the Residents' Association.

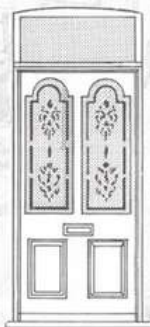
6.1 - Newsletter

THE COLLINS FAMILY

The history of the Fortismere and Rookfield Estates is the history of the Collins family. W.J. Collins was a speculative builder in the early twentieth century, who bought parcels of land near the newly opening train stations of North London.

Muswell Hill

The Muswell Hill area began to urbanise in the late nineteenth century, with Edmondson and Collins as the principle builders of the area. Development continued throughout the twentieth century, culminating in one of the most desirable areas of the capital. The area is characterised by Edwardian architecture, quaint shopping streets and an abundance of open green space.



Arts & Crafts

One of W.J. Collins sons, William Collins, helped in the drawing up of designs for the Rookfield Estate. He followed the architectural style of the Arts and Crafts movement, associated with Voysey, Lutyens, and Shaw; large, red-brick houses with upper floors adorned by balconies, and wide canopies bounded by white joinery. This style of architecture can be found throughout Muswell Hill.

Lasting influence

Our plans aim to respect and honour the legacy left by the Collins family, thus the naming of the proposed development: "Collins Court". Adam Architects have designed eight traditional, large houses completely in keeping with the design ethos of the Rookfield Estate. In the drawing up of these plans, it has been of paramount importance to ensure that the new houses will seamlessly integrate into the street, unlike other modern style developments in the local area.



Early sketches of the proposed development (subject to change)*

Cascade Avenue & The Chine

The Chine and Cascade Avenue are private roads and the ownership of these roads is attached to the former tennis courts.

Our intention is to transfer the ownership of these roads to the residents who live on them. The intention is to set up a freehold company that owns the roads and, in turn, the owners of the houses will be entitled to hold a share of this freehold company.

When homeowners sell their home, the shares in the freehold company will be sold with the house to the new owner.

Sustainability

Sustainability is a huge priority, and we will not compromise on going to great lengths to ensure that these houses are as environmentally friendly as possible.

From the way the houses are constructed, to the materials that we use, to the features that these houses will be fitted out with - this will be a sustainability-first project. Owing to the quality of the houses we plan to construct, they will be highly energy efficient and built with the best modern environmental practices.



Proposed layout*

Why here?

The restoration and upkeep of the currently existing tennis courts is financially infeasible; the courts have been dilapidated and unused for over 10 years, and given the vast number of other courts within minutes walking distance, there is no business case for the expensive restoration and running of the courts. Instead, we propose to build 9 beautiful homes with large gardens, which architecturally complement the surrounding area.

COLLINS COURT



What is being planned?

We are planning to build 8 high quality homes on Cascade Avenue and convert the clubhouse into a new one bedroom home. The planned homes are beautifully designed, in perfect keeping with the surrounding area, and designed by award-winning classical and traditional architects, Adam Architecture.

Architectural tradition

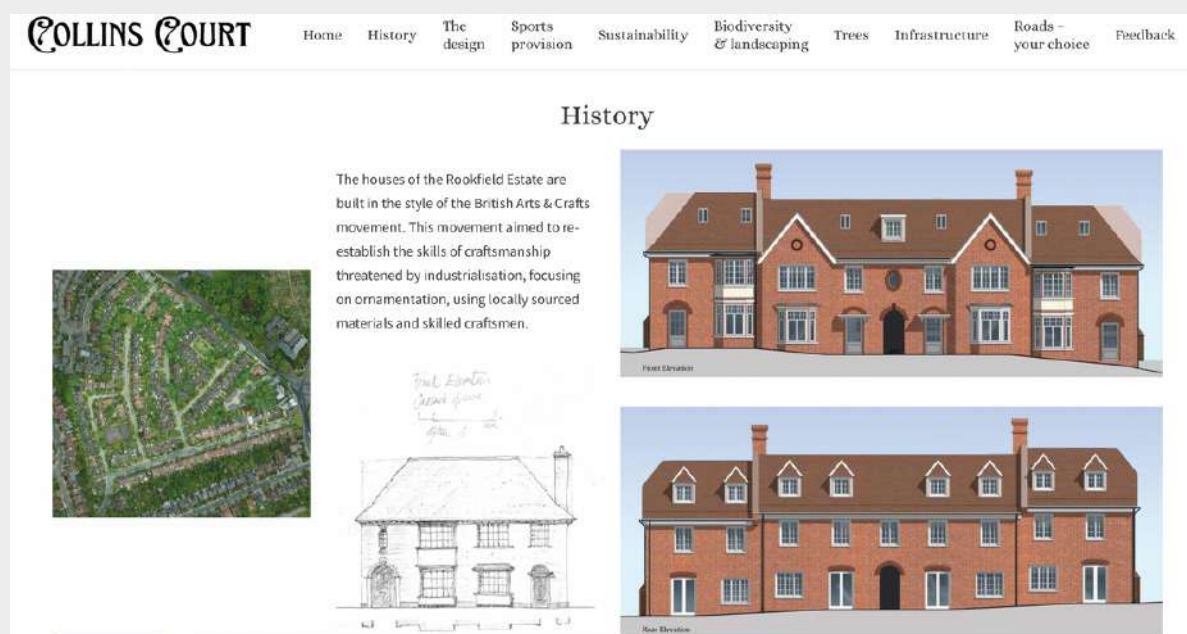
Our team of world-renown architects have gone to great lengths to understand the architectural tradition of the Rookfield Estate and the surrounding Muswell Hill area. All of the houses will be completely in keeping with beautiful designs of the Collins family, and aim to complement Cascade Avenue & The Chine.



This is your community and we want to hear from you. Follow the QR to find out more and take part in our community consultation, or contact Harry on 07874269732 or harry@theccp.net.



6.2 - Website



6.2 - Website



The Collins family



The history of the Fortismere and Rookfield Estates is the history of the Collins family. W.J. Collins was a speculative builder in the early twentieth century, who bought parcels of land near the newly opening train stations of North London.

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COLLINS COURT

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The design

The design follows the lower key architecture found adjacent to the site, where simplicity and attention to the human scale is reflected in the architectural detail. The two terraces facing The Chine and Cascade Avenue respectively, replace the rather unkempt and over grown perimeter of the tennis court, while retaining the existing mature trees as part of their front gardens. As well as the two terraces, the old tennis pavilion has been retained and converted into a new dwelling. The small front gardens will follow the streetscape set by its neighbours, designed as small but richly landscaped, transforming the site from an unkempt green edge to a more appropriately suburban one.

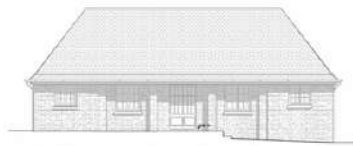
The nine proposed dwellings constitute an enhancement to the character and appearance of the site and have been conceived in the spirit of the Rookfield Estate's Arts and Crafts, with a modestly expressed style and block arrangement. The charm of each Rookfield individual house is undeniable, and we aim to contribute to the beautiful sum of elements which together form the essential character of the area.



Click on image to enlarge

Reflecting its neighbours' characteristics and following the Rookfield Garden Estate Design Guidelines, the proposed dwellings are staggered terraces built in red brick laid in Flemish bond on lime mortar, with plain clay tile roofs, cast iron painted gutters and downpipes and soffits, bargeboards and fascia boards painted in white.

- The chimney stacks are tall and simple in design, built in brick with clay pots and lead flashings.
- The windows are casement, made of timber, painted in white and composed of small panes, forming a uniform feature of the terrace composition.
- The doors are also painted timber, panelled, and are either covered by timber canopies or arched.
- The bay windows form an important feature and are expressed differently according to the façade they face: while the ones facing The Chine are canted, the ones to Cascade Avenue are rectangular.



Click on image to enlarge

This is a unique development that combines the highest standards of modern living with the traditional architecture of the Rookfield Estate. The designs are in true Arts and Crafts style, with every detail carefully considered and inspired by the character of its surroundings. The result is a modern interpretation and integration of these elements, providing a cohesive and refined scheme.

While following local precedent, we believe the design to set an example of the foremost importance, allowing for the highest quality contribution to the Rookfield landscape while demonstrating that it is possible to merge traditional design set within context with modern comfort and sustainable principles. Once built, it is our intention that the exterior of the new dwellings will be so similar to the existing that it will be impossible to distinguish them.

Renowned architect Nigel Anderson has considerable experience in designing in the Arts and Crafts style, over more than 30 years. Together with his team, they have designed a number of award-winning schemes that draw inspiration from Edwin Lutyens, Charles Voysey and other influential architects of the past.



Side Elevation

1 2 3 4 5 6
metres 0.1m

**Early architect sketch of the proposed development, which is not indicative of the final design.

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6.2 - Website



The tennis courts on the current site are dilapidated and have not been in use for over ten years. The costs associated with restoring and running these courts are substantial, and there is no commercial viability for such a project.

The site was marketed for 18 months, and unfortunately no viable options materialised.

The cost of restoring the courts sits at around £350,000, with ongoing costs of over £13,000. These costs would be to cover:

- Two staff members
- Business Rates
- Insurance
- Utilities
- Accounts
- Cleaning
- Office expenses
- Equipment
- Gardening
- Rent (£8,333 pcm minimum)

These financial costs are likely the reason that nobody has picked up the courts in over ten years, particularly given the substantial provision of tennis courts in the nearby area. For example, if local residents on The Chine & Cascade Avenue wanted to take on the courts, after the £350,000 restoration each household would foot a bill of around £1,800 per year in running costs.

Given that the local area conveniently sits beside Crouch End Playing Fields, home to 32 tennis courts and 7 tennis clubs (in addition to several more courts at other nearby locations), we are satisfied that the local need for tennis courts is already being met.

COLLINS COURT

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Sports provision

FAQ: Why can't the tennis courts be restored?

This option has been explored, but unfortunately the numbers don't add up. The courts would cost £350,000 to restore, and from this point a further £13,000 per month to maintain. The owner of the courts would be burdened with:



Staff x2 = £3,500



Business Rates = £208



Insurance = £1500 (per year)



Utilities = £350



Accounts = £60



Cleaning = £200



Office expenses = £50



Equipment = £150



Gardening = £150



Rent = £8,333

Total:

£13,002 pcm

Not including insurance*

If, for example, the local residents were to take financial stewardship of these courts - this would mean that each household would need to pay £1,800 per year toward the upkeep of these courts.

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Biodiversity & landscaping

The project will involve the creation of gardens and green space around the proposed buildings. The primary aim of the design is to soften the new built form and create a continuous and enhanced street scene. As well as creating these benefits, it will be essential to consider maximising biodiversity where possible and to make the scheme sustainable and successful in the long term.

Plant and tree varieties should aim to maximise benefits for wildlife. This includes birds, insects, and mammals. This can be done by providing flowering plants for nectar, fruiting plants for food and plants for habitat. Plants will generally provide greater benefit if they are native, although, certain non-native cultivated varieties can also be utilised. The use of non-native varieties can also be considered with global warming in mind. This is particularly important when considering tree species which, being long lived, could experience a considerable change in their environment. Layout of tree and shrub planting





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Sustainability



Sustainability is a huge priority, and we will not compromise on going to great lengths to ensure that these houses are as environmentally friendly as possible.

From the way the houses are constructed, to the materials that we use, to the features that these houses will be fitted out with – this will be a sustainability first project. Owing to the quality of the houses we plan to construct, they will be highly energy efficient and built with the best modern environmental practices.

We will also respect all mature trees currently on the site, as we believe that their wellbeing is of paramount importance.

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CROUCH END PLAYING FIELDS

32 Tennis Courts & 7 clubs

Tennis-Courts-Minwellis

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Infrastructure

The estimated CIL contribution, based on sites of similar size/value, will be in the area of £700,000.

CIL contributions go towards local:

- Roads
- GP surgeries
- Schools
- Parks
- Street lighting

This injection of funding into the local budget will benefit a great number of local residents.

Exactly where this money would be spent will be negotiated with Haringey Council.

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Trees

Our proposed plans will retain all mature trees, and aim to create a biodiversity net-gain at this location. As you can see from the images on this page, these plans highly value the benefit of greenery on the two streets, and aim to continue/expand this.

As well as re-evaluating the building positions tree protection is a key consideration with the safeguarding of trees and their roots paramount in the minds of the designers. To achieve this, aim the landscape scheme has been designed to have a minimal impact on tree root zones. To this end all paths will be "floating" on a steel frame system with piled supports. These paths avoid excavation, compaction, and allows vital water and air to reach the roots. It will also allow plants to grow in these shady areas adding to biodiversity on site.

6.2 - Website


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Roads – your choice

The Chine and Cascade Avenue are private roads and the ownership of these roads are attached to the former tennis courts.

Our intention is to transfer the ownership of these roads to the residents who live on them. The intention is to set up a freehold company that owns the roads and in turn, the owners of the houses will be entitled to hold a share in this freehold company.

When homeowners sell their home, the shares in the freehold company will be sold with the house to the new owner.

Given that the roads on Cascade Avenue and the Chine are privately owned by the developer, wide-reaching improvements will be made as part of this development.

We will:

*" indicates required fields

- Repave the roads, saving residents money on road re-pavement fund contributions.

Would you benefit from having the road repaved, cost-free to residents, as part of the proposals? *

☐ Yes
 ☐ No

- Installation of Electric Vehicle (EV) charging point on lamp posts.

Do you support the proposed installation of EV charging points in lamp posts on Cascade Avenue and The Chine? *

☐ Yes
 ☐ No

- Install video surveillance alongside the road perimeter and contract a private security company.

Would you feel safer with (non-invasive) video surveillance on the street, operated by a private security company? *

☐ Yes
 ☐ No

- Make sure that the road is never included in the CPZ – meaning that it will remain free of charge for residents to park on. Each house will have two permits per household, and private parking enforcement will be introduced to trespassing cars with proceeds of ticketing funding the activities of the resident's association.

Do you support Cascade Avenue and The Chine not being a CPZ, in conjunction with enforcement against non-residents parking on the two streets? *

☐ Yes
 ☐ No

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Feedback

This is your community, and we want to hear your feedback. Your answers to the following questions form a vital part of our public consultation. If you want your voice to be heard, please fill in the below form before the end of the consultation period on 6th January 2023.

"" indicates required fields

Name *

First Last

Email *

Phone *

Address *

Do you feel that the Muswell Hill area has a satisfactory provision of tennis courts? *

☐ Yes
☐ No
☐ Don't know

Do you agree that the designs of any proposed development on the Rookfield Estate should aim to replicate the 'Arts and Crafts movement' architectural style found on the estate? *

☐ Yes
☐ No
☐ Don't know

Would you benefit from improvements to Cascade Avenue and The Chine (found under the 'roads' page of this website)? *

☐ Yes
☐ No
☐ Don't know

Would you support the installation of automatic gates, operated by a key, on the road to prevent non-residents from parking on the street overnight? *

☐ Yes
☐ No
☐ Don't know

Additional Feedback

Name *

First Last

Email *

Phone *

Address *

Consent *

☐ I agree to be contacted about the proposals for Collins Court. We will keep your information on file until the development is complete. We will NOT pass your details to ANY third party and you can be removed from the e-mail list by contacting GDPR@collinscourt.uk.

Submit

6.4 - Social media



The Community Communications Partnership

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We are proud to present proposals for nine beautiful new homes, all in keeping with the surrounding area, in Muswell Hill. Follow the link to learn more about the homes.

Collins Court
Cascade Avenue & The Chine

Public Consultation

13th December 2022 - 6th January 2023

collinscourt.uk
Collins Court Virtual Exh
Welcome to the Virtual ...

[Learn more](#)

Like Comment Share

6.5 - Newsletter delivery area

