



ST ANN'S HOSPITAL HARINGEY LONDON SALES & MARKETING SUITE DESIGN & ACCESS STATEMENT



January 2023

1. INTRODUCTION

The St Ann's Sales & Marketing Suite forms part of a wider residential development to be delivered by Peabody & Hill Residential (Ref: HGY/2022/1833)

Planning permission is sought for residential development (Use Class C3) for up to 995 homes and up to 5,000sqm (GEA) of flexible Commercial Business and Service (hereafter "Commercial") and/or Local Community and Learning space (hereafter "Community") within Use Classes E/F1/F2 along with open space and landscaping.

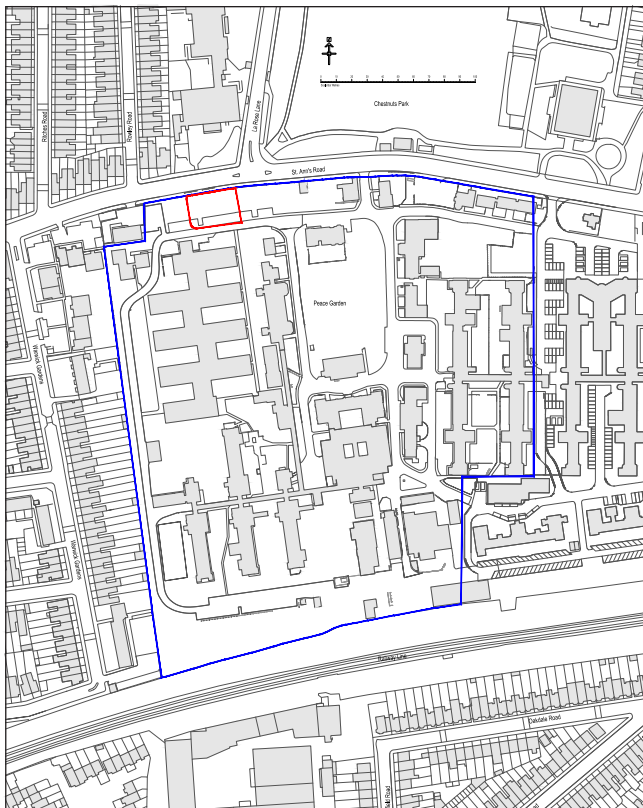
Designed as a temporary structure, the marketing suite will be in place for a period of 12 years, providing a high quality building and environment to promote and experience the scheme.

The facility will provide an on-site sales and marketing space where customers can experience the design and specification that is proposed for the scheme.

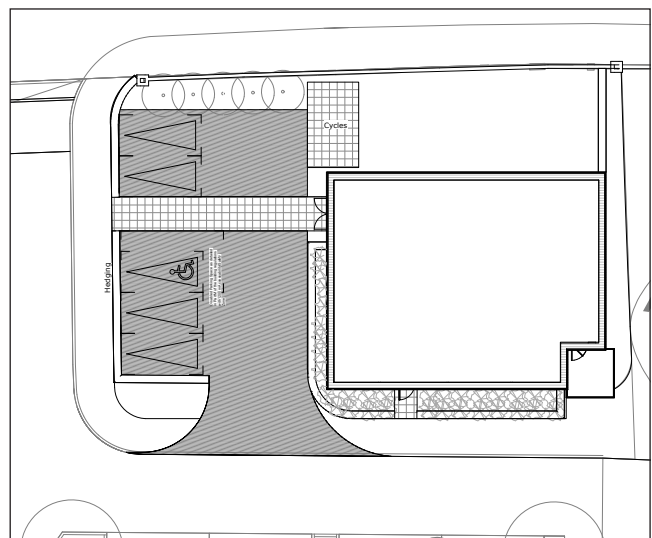
The proposal is for the following:

"Erection of a temporary (12 years) two storey Sales & Marketing Suite that allows flexible space for sales, exhibitions, offices, storage and events in connection with the marketing of residential development at St Ann's Road Site, together with parking, soft landscaping & ancillary works."

The proposed site is located off St Ann's Road, Haringey and will be temporarily situated in the north western corner of the site. Amendments have been made to the hard and soft landscaping for the intended life of the building. New dedicated pedestrian footpaths and associated car & cycle parking have been included in this proposal.

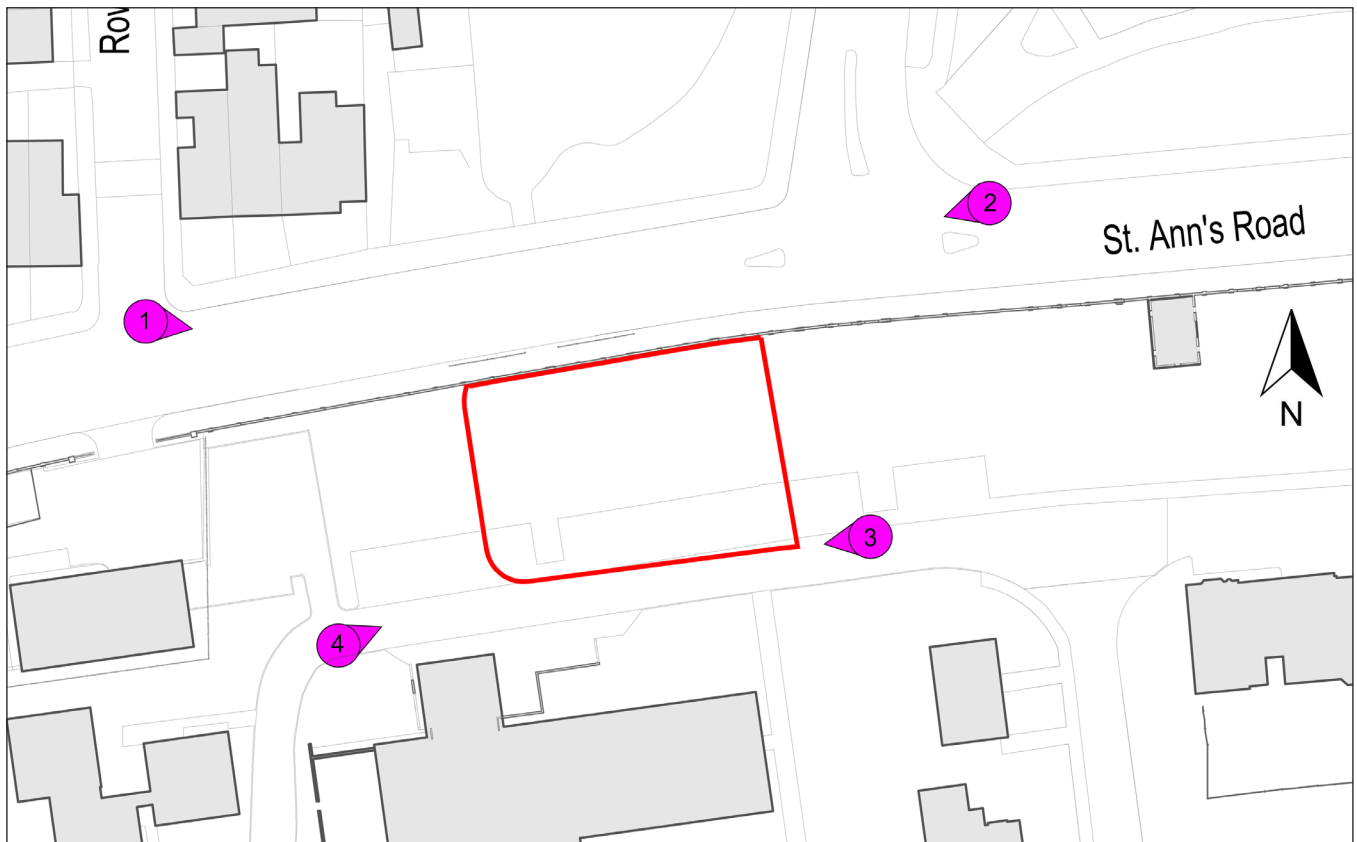


Location Plan



Illustrated site plan

2. SITE LOCATION



Location Plan and Views



1 - View from north western boundary looking east onto St Anns Road



2 - View overlooking the nearby roundabout and north eastern site boundary



3 - South eastern site boundary view



4 - South western boundary view onlooking the existing carpark

3. PROPOSAL

The St Ann's Site Sales & Marketing Suite is to become the key marketing asset for this development.

The building will be a focal point of the development, easily seen from St Ann's Road ensuring the successful promotion and management of this project.

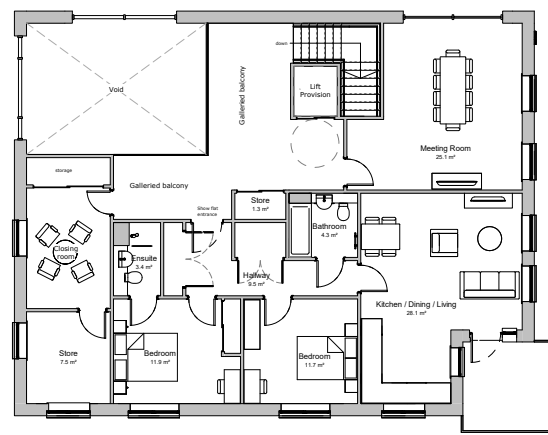
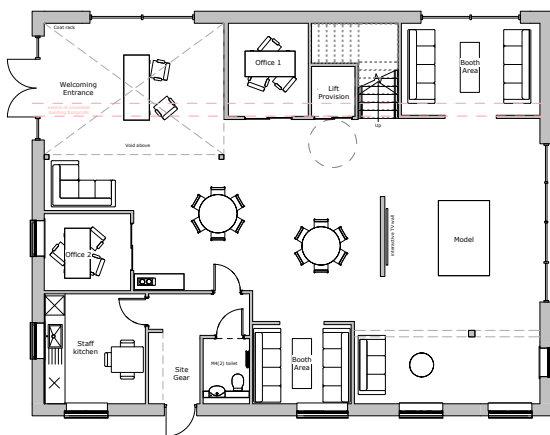
The marketing suite will provide space for the following opportunities:

- Sales and Marketing Space / Desk / Consultation Areas
- Virtual video conference rooms for sales staff
- Meetings room
- Show apartment with balcony
- Ancillary kitchen / storage / WC facilities
- Interactive scale model space

The building whilst temporary in construction is designed with a minimum intended lifespan of 12 years, complying with building regulations and latest design standards.

The proposed design seeks to provide a welcoming building that sits sympathetically within the context of the overall scheme. It achieves this through a matched material palette and architectural detailing. Hard landscaping will provide dedicated parking and paths to access the suite. Soft landscaping will be introduced to soften the impact of the building.

The footprint occupies approximately 184 sqm with a total GIA of 363sqm. The building sits directly adjacent to the highway, with new pedestrian paths and dedicated parking accessed from the side of the building. The marketing suite is orientated to allow a prominent position on the site which allows for ease of access for the public. The remaining space is given over to landscaping which will be designed by a landscaping consultant.



Proposed Floor Plans

4. STRATEGY

Access

The sales unit is situated to the North-West of the site. Vehicular and pedestrian access to the Sales unit is located inside the site with the front elevation facing St Ann's Road. A hard landscaped area off the shared construction traffic road allows for 5 visitor parking spaces including 1 disabled access space. Dedicated cycle racks will also be provided, with all areas lit with bollards throughout the area. The site has 4 train stations within a 2km distance and benefits from easy access to multiple nearby bus stops.

A direct route from the pavement to the entrance has been accommodated giving a clear desire line and simple wayfinding crossing a low speed shared surface.

A total of 5 parking spaces have been provided, 1 of which is a disabled space, along with cycle parking spaces for staff and visitors. The management of the car park during the day will be via signs and responsibility of the staff.

Vehicle access into the proposed site will be separate from that of construction traffic.

Delivery and servicing

Delivery vehicles will utilise the construction access road ensuring St Ann's Road will be free from delivery vehicles. This will also be the strategy for servicing the marketing suite.

Landscaping

A landscape consultant will be appointed to provide details on vegetation and hard & soft landscaping.



View looking West - (from peace garden)



View looking West (from St Ann's Road)



View from entrance

Proposed External Views

Lighting

Presence detection lighting will be provided to light all routes into the marketing suite in addition to graphic perimeter lighting and ambient light from the building itself. Clear and branded signage will be proposed to clearly direct access the entrance with the exterior signage to be either backlit or uplit.

Bollard Specification: 'ZONE - 25W LED Commercial Bollard' (1300LM & 4000K) - or similar approved.



Up/down lighters: 'Auraglow Up & Down Outdoor Wall Light - WINCHESTER - Black' (1100LM) - or similar approved.



Energy Statement

A temporary electricity supply will be connected for the works. The UK Power Network will run an underground cable to the Sales & Marketing Suite meter which will be connected for the duration of the buildings lifespan.

Waste Management

The marketing suite will employ cleaning contractors to manage waste away from the proposed building on a daily basis.

Drainage

Foul and surface water will be disposed via main sewer connections.



Example Hill Sales & marketing Suite at Lampton Road Parkside



The Hill Group
The Power House
Gunpowder Mill

Powdermill Lane
Waltham Abbey

EN9 1BN

t: 0208 527 1400

e: headoffice@hill.co.uk