

Planning Statement

**For: Peabody Trust, Catalyst
by Design and Hill Residential
Limited**

**St Ann's New
Neighbourhood
Haringey
N15 3TH**

**Sales and Marketing Suite
Planning Application**

June 2023

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Report Issue Date: 26 June 2023

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Signed: *Mary-Jane O'Neill*

For and on behalf of Lambert Smith Hampton

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1.0 Introduction

- 1.1 This Planning Statement has been prepared by Lambert Smith Hampton (LSH) in support of a temporary planning application, on behalf of Peabody Trust, Catalyst by Design and Hill Residential Limited ('the applicant'), for the development of a Sales and Marketing Suite ('the Suite') at St Ann's New Neighbourhood.
- 1.2 The Suite relates to the residential led development proposed at St Ann's New Neighbourhood (ref. HGY/2022/1833) located St Ann's Road, in the London Borough of Haringey (LBH). St Ann's New Neighbourhood received a resolution to grant at the London Borough of Haringey's Planning Committee on 29 November 2022. The hybrid application comprised the following:
- (1) Detailed planning permission for Phase 1A, for: (a) the change of use, conversion and alteration of seven existing hospital buildings for a flexible range of non-residential uses within Use Class E, F1/F2; (b) the demolition of other existing buildings (in accordance with the demolition plan); (c) the erection of new buildings for residential uses (Use Class C3); (d) alterations to the existing access roads and site boundaries to enable the provision of new vehicular, pedestrian and cycle accesses; (e) landscaping including enlargement of the Peace Garden; and, (f) associated car and cycle parking spaces and servicing spaces;*
- (2) The demolition of existing buildings and structures in Phases 1B, 2 and 3 (in accordance with the demolition plan); and*
- (3) Outline planning permission (with all matters reserved except for access) for Phases 1B, 2 and 3, for: (a) the erection of new buildings for residential development (Use Class C3) and a flexible range of non-residential uses within Use Class E, F1/F2; (b) provision of associated pedestrian and cycle accesses; (c) landscaping including enhancements to the St Ann's Hospital Wood and Tottenham Railsides Site of Importance for Nature Conservation (SINC); and, (d) car and cycle parking spaces and servicing spaces.*
- 1.3 The proposed Suite will be utilised to support the marketing and sale of residential units at St Ann's Neighbourhood, performing an essential role in the successful delivery of the development.
- 1.4 This Planning Statement assess the planning considerations associated with the proposed development in the context of national, regional and local planning policy and guidance.
- **Section 2** details the context of the Site and its surroundings;
 - **Section 3** outlines the proposed development;
 - **Section 4** summarises the pre-application discussions;
 - **Section 5** sets out the planning policies relevant to the proposals;
 - **Section 6** assesses the proposals within the context of key planning policies; and
 - **Section 7** summarises the proposed development and sets out our conclusions.

2.0 Site and Surroundings

- 2.1 The Site is located on the northern boundary of St Ann's New Neighbourhood, as indicated in Figure 1 (Site Location Plan). Although the Site's northern boundary lies adjacent to St Ann's Road, there is a boundary wall between the road and Site. At present, the Site is occupied by areas of hardstanding used for parking and several trees.
- 2.2 Directly north of the proposed Site, beyond St Ann's Road, is Chestnuts Primary School and predominantly residential area, with Chestnuts Park to the north-east. The wider St Ann's site lies to the east and south of the Site, with further residential development beyond its boundary to the west. Access to the Site is currently gained from St Ann's Road from a junction east of the Site. Existing heights surrounding the Site are predominantly two-three storey residential dwellings albeit this context is changing with the approval of St Ann's New Neighbourhood for up to 995 new homes in buildings of up to 9-storeys in height.

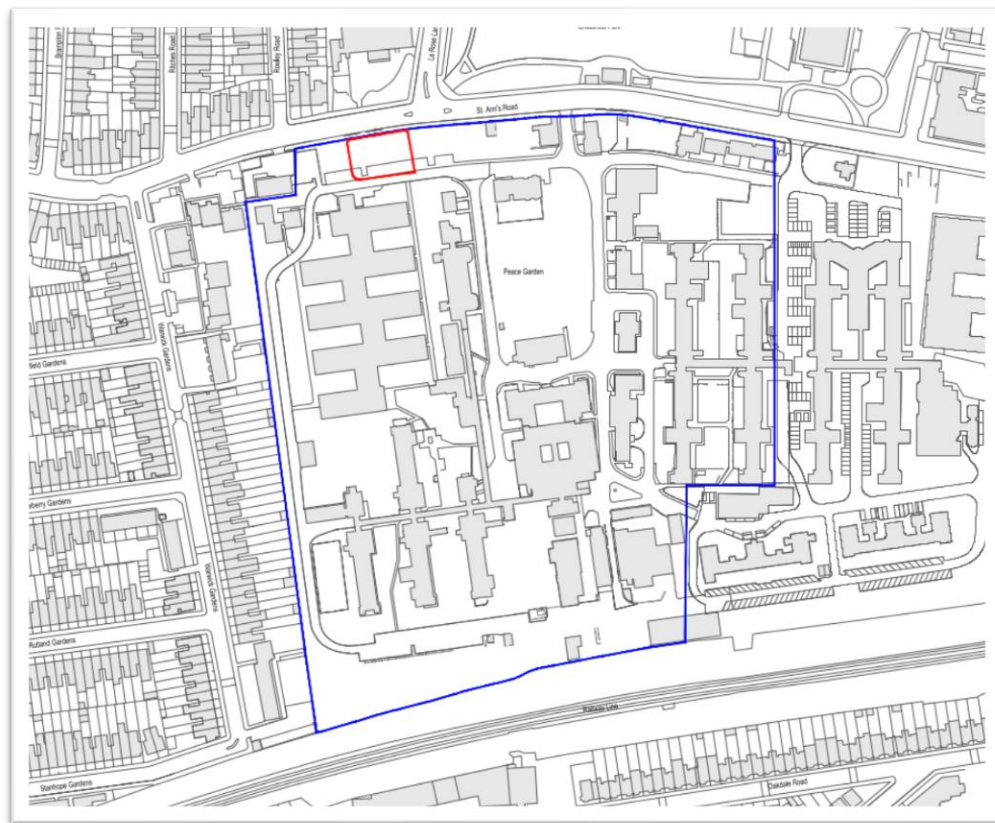


Figure 1: Site Location

- 2.3 The Site is readily accessible by public transport, with bus routes running along St Ann's Road, and stops 150 metres east and west from the Site, providing connections to Wood Green and Waterloo. Seven Sisters tube station is approximately 1.6km east of the Site.
- 2.4 The Environment Agency's 'Flood Map for Planning' shows that the Site lies within Flood Zone 1 and is therefore at low risk of flooding.

3.0 The Proposed Development

3.1 The description of development is as follows:

“Erection of a temporary 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 New Neighbourhood, together with parking, soft landscaping & ancillary works.”

3.2 A Location Plan, Site Plan, Floor Plans and Elevations have been submitted in support of the application. The Site Plan includes the outline of the approved Plot A houses under the hybrid consent on the Site and the elevations include the ridge height of the Plot A houses.

Use

3.3 The Suite will be a key marketing asset for the wider development proposals, providing uses and services such as consultation areas; virtual video conference rooms; meeting rooms and a show apartment with balcony.

3.4 It is proposed that the marketing suite will be in place for a period of 12 years, which is the current expected maximum time to complete residential sales on the St Ann's New Neighbourhood. Following this, the homes approved under the hybrid application (known as “Plot A”) within Phase 1A will be built on the Site.

Footprint, Height and Massing

3.5 The footprint occupies approximately 184 sqm with a total GIA of 363sqm over the two storeys. The building sits directly adjacent to the highway (separated by the wall running along St Ann's Road), with new pedestrian paths and dedicated parking accessed from the side of the building.

3.6 The proposed Suite is 2-storeys in height but sits below the ridge height of the approved surrounding buildings A1 and A2 within Phase 1A, as indicated on the submitted Elevations Plan. It is set back from the road, being located towards the southern boundary of the Site.

3.7 The footprint of the Suite is also less than that of the approved homes (Building A2) within Plot A that are located on the Site.

Appearance and Landscaping

3.8 The materials proposed for the Suite have been chosen to reflect those within the approved hybrid application, matching both the material palette and architectural detailing. Although temporary in nature, the proposed Suite is of high-quality, and in compliance with building regulations and the latest design standards.

3.9 Soft landscaping will be utilised to soften the visual impact of the building on the road, complementing the green character of St Ann's Road and the wider Site. This will be in addition to the landscaping plans approved within the hybrid application, which retain the existing group of trees fronting onto St Ann's Road.

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- 3.10 Presence-detection lighting will be provided to light all routes to the marketing Suite, and surrounding signage to aid wayfinding.

Access and Parking

- 3.11 The Suite is proposed to be accessed via a new vehicular and pedestrian access point from St Ann's Road to the west of the site, which has been approved within the detailed application. Vehicle access to the Suite will be kept separate from the construction traffic entering the Site.
- 3.12 There is a further pedestrian access adjacently east of the Site boundary, from which a direct, safe, vehicle-free route to the entrance is available.
- 3.13 As indicated on the Proposed Site Plan, 5 car parking spaces – including 1 accessible space – and secure cycle parking are provided on the Site for staff and visitors.

4.0 Pre-Application Discussions

- 4.1 A pre-application meeting was held between the applicant team and the London Borough of Haringey on 5 June 2023.
- 4.2 The emerging proposals were presented at this meeting, along with a range of other information including the design and sustainability approaches. Feedback is set out below:
- *The proposal for a Sales and Marketing Suite to supplement the sale of homes at St Ann's New Neighbourhood is supported in principle, subject to the building being removed after an agreed period. This will need to be secured by planning condition*
 - *The general design of the proposals is considered to be acceptable, noting the temporary nature of the building and the context it sits. From a heritage perspective, no concerns were raised.*
 - *Pedestrian access should be improved to the Sales and Marketing Suite from St Ann's Road and the layout will need revising to accommodate this.*
 - *Further information should be provided on the sustainability credentials of the proposals.*
 - *Information to support and justify the proposals should be proportionate.*
- 4.3 Following this meeting, the design team have revised the proposals to include a better access for pedestrians.
- 4.4 It is accepted that a condition would be placed on any future consent to ensure this is removed at the end of 12 years.

5.0 Planning Policy Context

- 5.1 Section 38(6) of the Planning and Compulsory Purchase Act 2004 necessitates that development proposals are determined in accordance with the statutory Development Plan unless material considerations indicate otherwise.
- 5.2 An important material consideration in the determination of planning applications is that of Government planning policy and guidance, which takes the form of the National Planning Policy Framework (NPPF) and National Planning Policy Guidance (NPPG) respectively.
- 5.3 The site lies within the London Borough of Haringey (LBH). The Development Plan in force for the area is:
- The London Plan (2021);
 - LBH Development Management DPD (adopted July 2017);
 - LBH Strategic Policies (adopted March 2013, consolidated with alterations in 2017);
 - LBH Site Allocations DPD (adopted July 2017).
- 5.4 There are a number of adopted guidance documents which form part of the Development Plan. The following planning guidance documents could also be considered relevant to this application:
- Sustainable Design & Construction SPD (Adopted March 2013);
- 5.5 The following are also material considerations:
- The National Planning Policy Framework (July 2021); and
 - National Planning Policy Guidance.
- 5.6 Section 5 of the report considers the proposed Suite within the context of the key planning policies outlined above, to demonstrate the acceptability of the proposals. Consideration is also given to the possible planning issues arising from the proposed development, including:
- Principle of Development
 - Design and Heritage
 - Transport and Access
 - Environment, Sustainability and Energy
 - Planning Obligations and Community Infrastructure Levy

6.0 Planning Assessment

- 6.1 This Section will assess the proposals within the context of the planning policy documents outlined within Section 5.

Principle of Development

- 6.2 Policy SA28 of the Site Allocations DPD allocates the St Ann's Hospital Site for residential development, providing policy support for delivery of the St Ann's New Neighbourhood, which has also received resolution to grant at Planning Committee in November 2022. Accordingly, this secures the principle of residential development on the Site, for which the Suite will be a vital marketing tool to ensure successful delivery and sale of these units. This also enables the ambitions of Policy SP2 (Housing) in the Strategic Policies document to be met, through delivery of excellent quality homes to meet identified need in Haringey.
- 6.3 Policy SP0 (Presumption in Favour of Sustainable Development) states that the Council will seek to approve proposals where they improve the economic, social and environmental conditions of Haringey. The Suite is a key enabler to delivering the St Ann's New Neighbourhood, which will achieve improvements and benefits across all three strands of sustainability.
- 6.4 As highlighted, the Suite is to be temporarily constructed for a maximum period of 12 years, following which the private homes will be delivered, approved under the hybrid application. Accordingly, there is no incentive to retain the Suite for longer than is necessary as these are private homes. The Suite will not hold up the delivery of affordable homes.
- 6.5 Additionally, the Suite will provide employment opportunities through the sales team and associated jobs required for the running of the Suite. According to Strategic Policy SP8 (Employment), local employment and regeneration aims will be supported.
- 6.6 Subject to a condition requiring the removal of the Suite after 12 years, the principle of development is supported by policies set out within the LBH's Strategic Policies DPD and Development Management DPD, as a key tool to deliver the wider benefits of the St Ann's New Neighbourhood.

Design and Heritage

- 6.7 There are a number of local and regional policies of relevance to the proposed design of the Suite, to ensure it is of high-quality and sensitive to the height, massing character of the neighbouring buildings.

Design

- 6.8 Policy DM1 (Delivering High Quality Design) and Strategic Policy SP11 (Design) requires new development to enhance Haringey's built environment, creating attractive, sustainable, safe

buildings accessible to all. Policy DM1 requires proposals to have regard to building heights, form, scale, massing, urban grain, public realm and architectural detailing.

- 6.9 London Plan Policy D5 (Inclusive Design) and Policy DM2 (Accessible and Safe Environments) of the Development Management DPD also requires buildings to be entered, used and exited easily and safely for all.
- 6.10 The proposals are accompanied by a set of drawings and a design and access statement which sets out the location, siting, height, design and scale of the proposals.
- 6.11 The proposed Suite lies within a similar footprint to the "Plot A" houses within Phase 1a. It lies parallel to St Ann's Road and the existing wall and perpendicular to the new access that will serve the proposals. It is considered this location is the most appropriate for the Suite, given the proximity to St Ann's Road and the bus stops. This location can also be easily separated off from the main construction activities as part of Phase 1a.
- 6.12 In terms of height, the Suite sits below the maximum roofline of the buildings approved within Phase 1A of the hybrid application, and therefore is sensitive to its future surrounding development. The trees along the northern boundary of the Site are to be retained in accordance with the landscaping plans approved within the hybrid application. This will soften the impact of the Suite on the character of St Ann's Road, by preserving its green character and reducing its impact on the street scene.
- 6.13 To aid safe movement through the Site, and legibility from the surrounding area, lighting is proposed to light key pedestrian routes into the Site, and to light signage.

Heritage

- 6.14 Due to the Site's location within St Ann's Conservation Area, the proposals have been developed sensitively in accordance with the relevant local and regional heritage policy.
- 6.15 London Plan Policy HC1 (Heritage Conservation and Growth) requires development proposals affecting heritage assets to conserve their significance, by being sympathetic to the assets' significance and the character of their surroundings. This is echoed by Strategic Policy SP12 (Conservation), which requires conservation of the historic significance of heritage assets and their setting. Policy DM9 (Management of the Historic Environment) states that where the significance of an assets is conserved and enhanced, proposals will be supported. For Conservation Areas, Policy DM9 requires the redevelopment of sites to be sensitive to and compatible with the characteristics of the surrounding area.
- 6.16 As way of background, a thorough Heritage Baseline Assessment and Heritage Report was undertaken for the development proposals set out within the hybrid application. This set out the key heritage assets and their significance and setting.
- 6.17 The proposals are broadly within the plot limits of the Phase 1A homes which have been approved in detail. The proposed materials for the Suite effectively mirror those for the wider

Phase 1A, which received detailed permission under the hybrid application in November. The material pallet took cues from the materials present within the locality of the Site and are therefore sensitive to and reflective of the character of the Site's surroundings, which form the Conservation Area. This includes similar window detailing, balcony details and general design quality relating to the approved buildings within Plot A.

- 6.18 The proposals are also temporary and as such will not be a lasting feature within St Ann's Conservation Area. Additionally, the backdrop over the coming years whilst the Suite is in situ is Plot C and the rest of Phase 1A which has been thoroughly assessed as part of the hybrid consent. The proposals will form a temporary and relatively minor part of this part of the Site.
- 6.19 Accordingly, the proposals satisfy the requirements of the relevant heritage policies, conserving the character and significance of the Conservation Area through utilising materials that are reflective of the locality, and of those that have previously received resolution to grant in the hybrid application. Furthermore, the visual impact of the Suite on views into and out of the Conservation Area is limited by it being set back from the frontage with St Ann's Road, the retention of trees along its northern boundary and the emerging development context at St Ann's New Neighbourhood.

Transport and Access

- 6.20 Policy DM31 (Sustainable Transport) of the Development Management DPD and Policy SP7 (Transport) of the Strategic Policies document support the inclusion of pedestrian links and cycle routes to connect a development to the surrounding area and nearby transport hubs, minimising congestion and reducing the environmental impacts of travel.

Pedestrian Access

- 6.21 Pedestrian access to the Suite will be available from a pedestrian-only gate directly east of the Site, in addition to the north-west entrance approved under the hybrid application, both visible on the Proposed Site Plan. Both entrances provide a route from St Ann's Road, which several bus services operate along.
- 6.22 As the north-west entrance has been approved under the hybrid application, it has been thoroughly assessed and designed to ensure appropriate capacity and safety for both vehicles and pedestrians within the Site and the immediately surrounding road network.
- 6.23 To satisfy the afore mentioned London Plan Policy D5 (Inclusive Design) and Policy DM2 (Accessible and Safe Environments), a pedestrian walkway is available across the car park of the Suite, connecting directly to the entrance, maximising safety for staff and visitors. This also accords with Policy DM33 (Crossovers, Vehicular Access and Adopting Roads) of the Development Management DPD which seeks to ensure that proposals do not result in a reduction in pedestrian or highway safety.

Cycle access

- 6.24 Policy DM32 (Parking) of the Development Management Plan and Policies T5 (Cycling) sets out cycle parking requirements for development proposals in Haringey.
- 6.25 Regarding cycling provision, it is anticipated that the development proposals will exceed the cycle standards set out in the London Plan. As indicated on the submitted Proposed Site Plan, a secure cycle store will be provided for the use of visitors and staff, encouraging active transport to the market suite in accordance with the above local policy.

Vehicular Access and Car Parking

- 6.26 As a first principle, vehicle access for visitors and users will be kept separate from that of construction traffic whilst the Suite is in operation.
- 6.27 Vehicle access is proposed to be adjacent to the Site in the new entrance approved as part of the hybrid consent. This is shown on the Site Plan.
- 6.28 In accordance with Policy DM32 of the Development Management Plan, and Policies T5 (Cycling) and T6 (Car Parking) vehicle and cycle parking will be providing in accordance with the London Plan standards.
- 6.29 For vehicles, the Suite proposes five car parking spaces, including one accessible parking space, all of which meet the required standards. This provision has been informed by the below parking standards outlined within the London Plan. Although the Use Class of a marketing suite is Sui Generis, the closest use given within the London Plan is Use Class B1 (office), which has been applied below.

Maximum office parking standards		Proposed GIA of Suite	Proposed Parking Provision
Outer London	Up to 1 space per 100sqm (GIA)	363sqm	5 spaces including 1 disabled.

Figure 2: Car Parking Provision

- 6.30 The proposals are considered to broadly comply with the London Plan car parking standards for the development.

Environmental, Sustainability and Energy

- 6.31 Strategic Policy SP4 (Working Towards a Low Carbon Haringey) outlines that the Council will promote measures to reduce energy use and carbon emissions during design, construction and occupation in new developments. Policy DM21 (Sustainable Design, Layout and Construction) requires proposals to implement sustainability measures and techniques.
- 6.32 Sustainable Design and Construction SPD (2013) provides general guidance on how development proposals should incorporate sustainability measures into the Scheme.
- 6.33 The proposal is very small in scale and is a temporary building. As such policies relating to sustainability should be proportionate. The Development Management DPD sets out that

planning policy requirements for major development may not be fully financially viable or technically feasible for minor and household development. Much will depend on individual site circumstances and the nature and scale of development proposed.

- 6.34 As such, it is proposed that a temporary electricity supply will be connected for the works during its lifespan. The energy usage at the Suite will be minimal and the proposals will utilise low-energy fixtures and fittings such as lighting and heating. As such, the Suite will incorporate energy efficient measures, including maximising natural light to reduce energy consumption.
- 6.35 To minimise the carbon emitted from the development during its demolition, it is proposed that as far as possible, materials are recycled, reclaimed and re-used at the end of its lifespan, in accordance with London Plan Policy SI7 (Reducing waste and supporting the circular economy).
- 6.36 Following its lifespan, the Suite will be de-constructed giving consideration to the least impactful methods upon air quality, and carbon release. Fixtures, fittings, furnishings, and other items will be reclaimed and used in other similar Suites where possible. This is in accordance with London Plan Policy SI1 (Improving air quality).

Drainage

- 6.37 As the Site lies within Flood Zone 1, it is at low risk of flooding. However, foul and surface water will be disposed via main sewer connections in accordance with Development Management Plan Policy DM29 (On-site Management of Waste Water and Water Supply), which requires adequate surface water, foul drainage and sewerage treatment capacity to serve new development.

Waste

- 6.38 Strategic Policy SP6 (Waste and Recycling) outlines that the Council supports sustainable waste management. To manage waste on-site, cleaning contractors will be employed to manage waste on a daily basis, whilst delivery and servicing will take place via the north-western entrance west of the Site.

Planning Obligations and Community Infrastructure Levy

- 6.39 LBH adopted their revised CIL Charging Schedule on 1 September 2022. This sets out that Sui Generis uses are not liable to pay CIL. The building is also temporary. As such, CIL is not required to be payable.
- 6.40 It is not expected that any planning obligations are required to be secured as part of this proposal.

7.0 Public and Planning Benefits

7.1 As highlighted previously, the hybrid application for St Ann's New Neighbourhood (ref. HGY/2022/1833) received a resolution to grant at the London Borough of Haringey's Planning Committee on 29 November 2022.

7.2 This was in recognition of the scheme's accordance with local, regional and national planning policy, and the considerable public and sustainability benefits that will be created as a result of the development, outlined below.

St Ann's New Neighbourhood

7.3 The redevelopment of the former St Ann's Hospital Site will create a high-quality, sustainable new neighbourhood, delivering a substantial contribution to LBH's housing targets, comprising 60% affordable housing of mixed tenure and size including older adults accommodation and Community Land Trust homes.

7.4 St Ann's New Neighbourhood will deliver 5,000sqm of flexible use class E, F1/F2 uses, facilitating up to 170 new jobs, in addition to new care jobs, building management, maintenance and landscaping jobs generated by the new residential units.

7.5 The scheme is of consistently high-quality design throughout, responding positively and sensitively to its surroundings, including the nearby Conservation Area and other heritage assets. The creation of new entrances increases the permeability of the Site, providing linkages to new publicly accessible open space, in addition to enhancements to the existing Peace Garden.

7.6 The Neighbourhood meets zero-carbon aspirations, delivering 12% Biodiversity Net Gain, 0.416 Urban Greening Factor, additional trees and wider ecological improvements throughout, improving the quality of the natural environment on a currently brownfield Site.

Summary

7.7 Accordingly, the Suite will play an integral role in the successful delivery of St Ann's New Neighbourhood, by providing an attractive, high-quality base from which to promote and advertise the sale of residential units on-site, welcoming visitors and offering consultation services and meeting space.

8.0 Summary

- 8.1 This Planning Statement has demonstrated that the proposed temporary Sales and Marketing Suite at St Ann's New Neighbourhood accords with local and regional policy.
- 8.2 The principle of development has been established due to the Suite playing a vital role in the successful delivery of St Ann's New Neighbourhood, and its temporary nature, whereby following its use it will be removed and replaced with the houses as approved under the hybrid application (ref. HGY/2022/1833) for the wider scheme, as allocated for residential development within local policy.
- 8.3 St Ann's New Neighbourhood will be a high-quality, highly sustainable development providing a mix of new homes, jobs, open space and linkages with the surrounding area, within a biodiverse, ecologically enhanced environment.
- 8.4 The Suite will therefore reflect the quality of the wider St Ann's New Neighbourhood. The client is committed to delivering a high-quality building, as it will be a focal point of the development, welcoming potential buyers to the site, sitting attractively within the backdrop of the wider development.
- 8.5 The proposed height, massing and materials of the Suite have been developed sensitively to respect and protect the character and heritage significance of the locality and St Ann's Conservation Area. The proposed Suite will be set back from St Ann's Road, and a group of trees retained under the hybrid application will result in a softening of the visual impact along St Ann's Road, and upon the Conservation Area.
- 8.6 The Suite will be safely accessible to pedestrians, cyclists and vehicles, encouraging active transport choices and connections with public transport methods. The proposed parking complies with the London Plan Standards for both vehicle and cycle parking, and disabled parking provision is included.
- 8.7 The proposed Suite will incorporate energy efficient measures and will not utilise gas for heating or power. Once it reaches the end of its lifespan, the Suite will be de-constructed to have the least impact on air quality, with the materials being recycled and re-used elsewhere where feasible.
- 8.8 In summary, the proposed temporary Sales and Marketing Suite would provide an attractive, high-quality building, sensitive to the significance of the surrounding Conservation Area, to support residential sales and marketing on the approved St Ann's New Neighbourhood.
- 8.9 For the reasons listed above, we consider the proposed scheme should be approved, as it is in accordance with local and regional policy, and integral to the delivery of a Council-supported scheme which will deliver significant benefits to Haringey and its residents.

Lambert Smith Hampton

June 2023