



412 Muswell Hill Broadway, N10 1DJ

Design & Access Statement

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Client

Imrose Properties Limited

Submission Date

July 2023

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Planning Authority

London Borough of Haringey

Note: The images in this document are representational and are NOT to scale. For scaled drawings, please refer to the separate numbered drawings. Images in this document are intended to provide supplementary information only.



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1.00 Introduction

Located at the heart of Muswell Hill's Commercial Zone, this application relates to the re-development of 412 Muswell Hill Broadway to provide 7 residential flats above the existing commercial unit.

1.01 About this Document

The Design and Access Statement (D&A) should be read in conjunction with all of the documents, drawings and reports submitted as part of this application, which are listed below. This document provides a detailed site analysis, brief, and demonstrates the proposed design together with commentary explaining the details of the proposal.

For technical details, refer to the additional documentation (outlined below) submitted alongside this document, which focuses on the design resolution of the scheme.

1.02 Associated Documents

- Application Form
- Community Infrastructure Levy Form
- Location & Block Plans
- Full Existing & Proposed Drawings
- Transport Report (including Parking Stress Survey)

1.03 Crawford Partnership

Our projects are driven by a clear and concise design-led philosophy that is concerned with maximising opportunities to create interesting spaces and forms that combine dramatic use of materials and light, and address issues of sustainability and energy efficiency. We work largely in the residential sector, with numerous projects in and around Crouch End, Haringey and across London.

Working from small conversions of properties to larger mixed-use projects in and around Conservation Areas and listed buildings in some of London's historic areas, the practice has a record of sensitively enhancing and working within the grain of existing areas whilst providing residential schemes with over a hundred units.



Latest Aerial Photography, Google

1.04 Timeline

Crawford Partnership was initially appointed on the project in 412 Muswell Hill Broadway in 2017, and during this time we have submitted three planning applications, none of which have been progressed due initially to the problems and challenges presented by Covid 19, followed by other client related issues, and more recently the impact that inflation has had on all construction projects in the intervening period to date.

Nevertheless, the clients intentions have always aspired to realise the project with the intention of bringing it to construction. However, due to the aforementioned circumstances, the project has experienced significant delays with these factors resulting in a longer timeline than was ever originally anticipated.

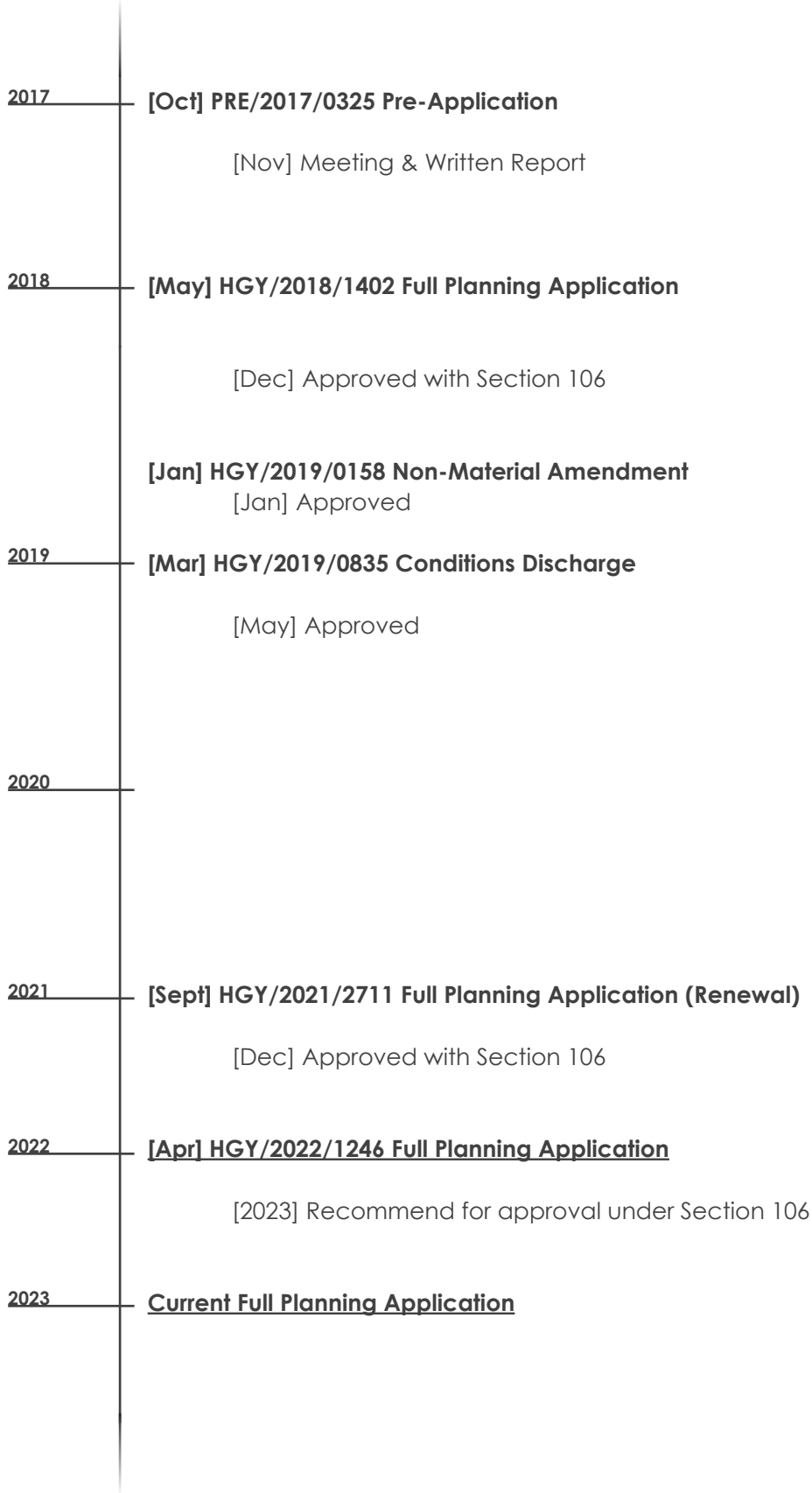
The details of the recent planning applications are as follows:

- **HGY/2018/1402 and HGY/2021/2711**
Retaining the existing building while adding a new mansard roof and additional floor space at the rear in a 'hybrid' structure. This proposal provided 9 new flats with a commercial use at ground floor and part first floor rear.
- **HGY/2022/1246 (Section 106)**
Demolishing the existing building and constructing an entirely new structure with an additional rear extension. This proposal provided 9 new flats with a commercial use at ground floor and part first floor rear.

The current application now submitted takes a simpler approach, providing 7 new flats with a commercial use at ground floor and part first floor rear in a 'retrofit' scheme with no additional floors proposed, and with minimal alteration to the existing structure. The design focuses on utilising existing unused spaces on upper floors within the existing building which are to be adapted and reconfigured as part of a new 'Fit Out' proposal. Taking account of inflated building costs and also in consideration of climate action and particularly a greater focus on an existing building's embodied carbon, this is considered the most suitable course of action, given the extensive process the project has already undergone. It aims to ensure efficiency and simplicity for all parties involved.

1.05 Advantages of 2023 Proposal.

- Retains embodied carbon of existing structure by avoiding demolition.
- Shorter construction programme to complete all works means less disruption.
- Renews the Broadway façade with a more animated and proportioned design.
- Maintains the presence of a new commercial retail tenant at ground floor in a new upgraded layout.
- Provides seven new flats in the upper floors formerly redundant and largely unused space.



2.00 Site & Context Analysis

2.01 Site Location

Muswell Hill is located in the north-west of the borough. It is located on high ground and forms the eastern edge of the northern heights, part of the distinctive land-form that spans across the majority of North London.

The top of Muswell Hill forms the town centre, with residential streets radiating outwards in all directions. With the town centre serving the surrounding communities as well as being a node for the area. Muswell Hill Broadway therefore forms the heart of this community.

East of the Broadway is the Victorian Alexandra Palace which sits on the edge of a large landscaped park and includes views to St Paul's Cathedral. North leads into Barnet Council, with Crouch End to the south, and Highgate to the west.

2.02 Transport

The borough is strategically well connected, by transport infrastructure. The North Circular Road (A406) is easily accessible from the Broadway, connecting to the wider area. However, the roads are congested.

The site has a 'very good' PTAL of 5 reflecting the access to public transport in the area. There are 7 different bus services accessible within 1 minutes walk from the site. Alexandra Palace Railway Station, on the East Coast Mainline, and the London Underground Stations of East Finchley and Highgate, both on the Northern Line, are all within approximately 22 minutes walk, with public buses connecting to them in around 12 minutes.

Parts of Muswell Hill are being consulted on inclusion into a Controlled Parking Zone.



2.03 Site Context

The site is at the heart of the Muswell Hill Conservation Area, and near to an Area of Archaeological Importance.

Muswell Hill Broadway forms the District Centre of the area, and the site is part of the Primary Frontage near the roundabout at the top of Muswell Hill. As such, this is a Primary Shopping Area, to reflect the local strategic importance of the shopping parade and immediate vicinity of the site.

Along parts of the Broadway, there is a high degree of consistency and uniformity to the buildings, however the site and immediate context depart from that. There are a variety of building sizes, typologies, styles and periods surrounding the site, creating opportunities for a sensitive contextual insertion of an appropriate design.

The area benefits from numerous amenities, from schools and places of worship, to the nearby Alexandra Palace Park and similar greenery. Being located within the District Centre, there are a host of commercial, retail and leisure facilities also within a short radius of the site.



(From Haringey Urban Character Study, Haringey Council Feb 2015)

From Haringey Planning Policy documents, it's clear that there's a drive to "intensify" Muswell Hill Broadway.

One of the ways to achieve this is by protecting and enhancing existing uses, as well as enabling mixed-use projects in the area to build in robustness. Redevelopment "optimises the use of land" alongside protections to the area through enhancing buildings which "detract from the character and quality of the area."

Increasing density in central areas with good public transport, also helps protect the vibrancy of the area to prevent the decline of high streets such as in this location.



2.04 Birds-Eye Views



1. View North



2. View South

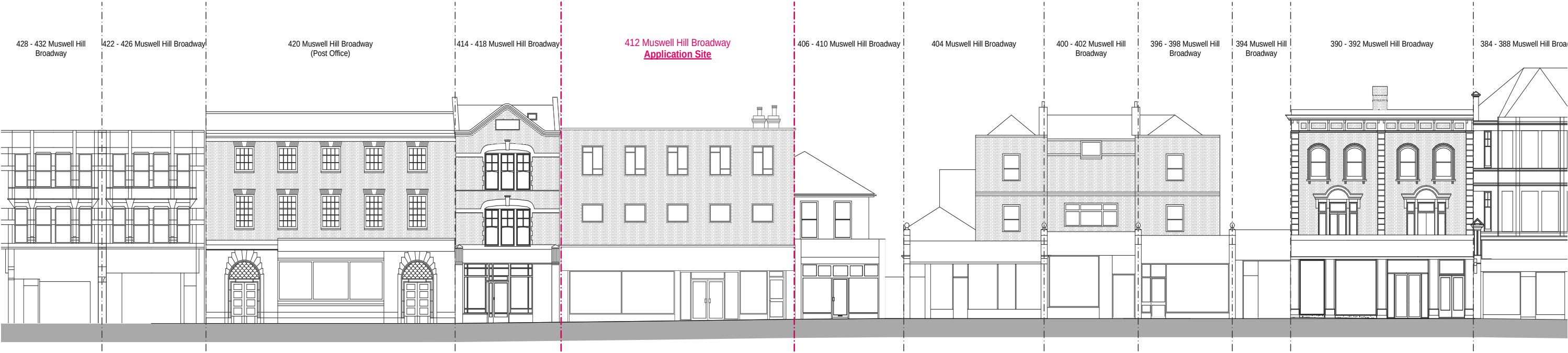


3. View East



4. View West

2.05 Muswell Hill Broadway Streetscene



The eastern side of Muswell Hill Broadway is quite different. There are parts of original architecture, generally located at either ends of the town centre, however the Application Site lies within an area of exception.

The buildings around the site, in both directions, are variable development over several decades. Some of these respect and follow established datums or styles, whilst others deviate significantly.

Generally, they are three-storey, although some have a pitched roof meaning the overall height is similar to the buildings opposite.

From the Post Officer at 420 Muswell Hill Broadway through to Waitrose at 390-392, the form of development differs from the regular rhythm and continuity present on the opposite side of the road.

The Post Office itself is Edwardian, designed by Edmondson and re-fronted in 1936. It reflects a Neo-Georgian style breaking the established width and signage patterns present elsewhere.

The Application Site is a 1960s building, with a simple elevation, small windows and lack of detail. This places it in contrast to the prevailing character of the area.

To the south lies the most visually incongruous stretch of the Broadway, with set back buildings above ground floor and a break in the general enclosure to the street. No. 396 - 402 (even) returns to a more similar elevation, and is included in the Council's Register of Local Buildings of Merit.

Waitrose, returns to a more conventional form, despite being stylistically different with rounded headed windows and other features not generally dominant in the area.

Beyond this, the general terraced development returns. The ground floors are mostly continuous, with established datums and a rhythm, and although this is broken at points the development of the Application Site provides an opportunity to reinforce some of these traditional features and provide a more suitable building for this location, reflecting some of the details present in the streetscene.



2.06 Muswell Hill Conservation Area

Muswell Hill was originally an Edwardian suburb that developed around a former rural village built on high ground and on one of the main routes into and out of London.

The majority of it's active development was completed in a relatively short period of around 20 years (1890s - 1920s) creating a consistent vernacular through the majority of it's original buildings and street pattern.

As a result, the Muswell Hill Conservation Area was created in 1974, with various extensions since. It now represents a significant area, and has protected the character and consistency of the town centre.

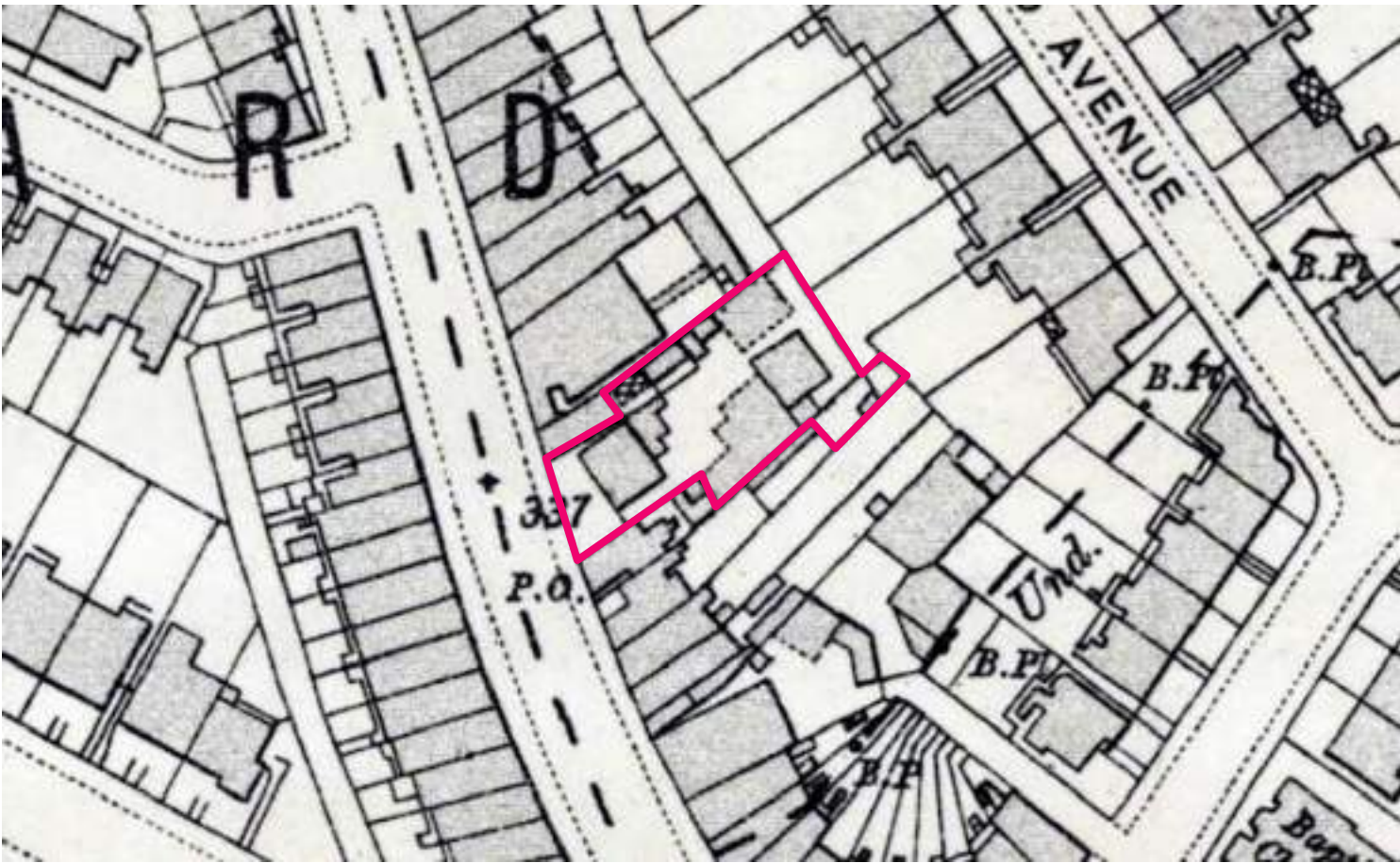
The original boundary included the central shopping area along the Broadway, considered a well-preserved Edwardian shopping centre. There is significant continuity in the pattern of development and detailing, although some elements of this have been lost over the years.

The history of the Application Site is complex, as reflected in the maps below, with it showing several smaller structures and a mixed development.

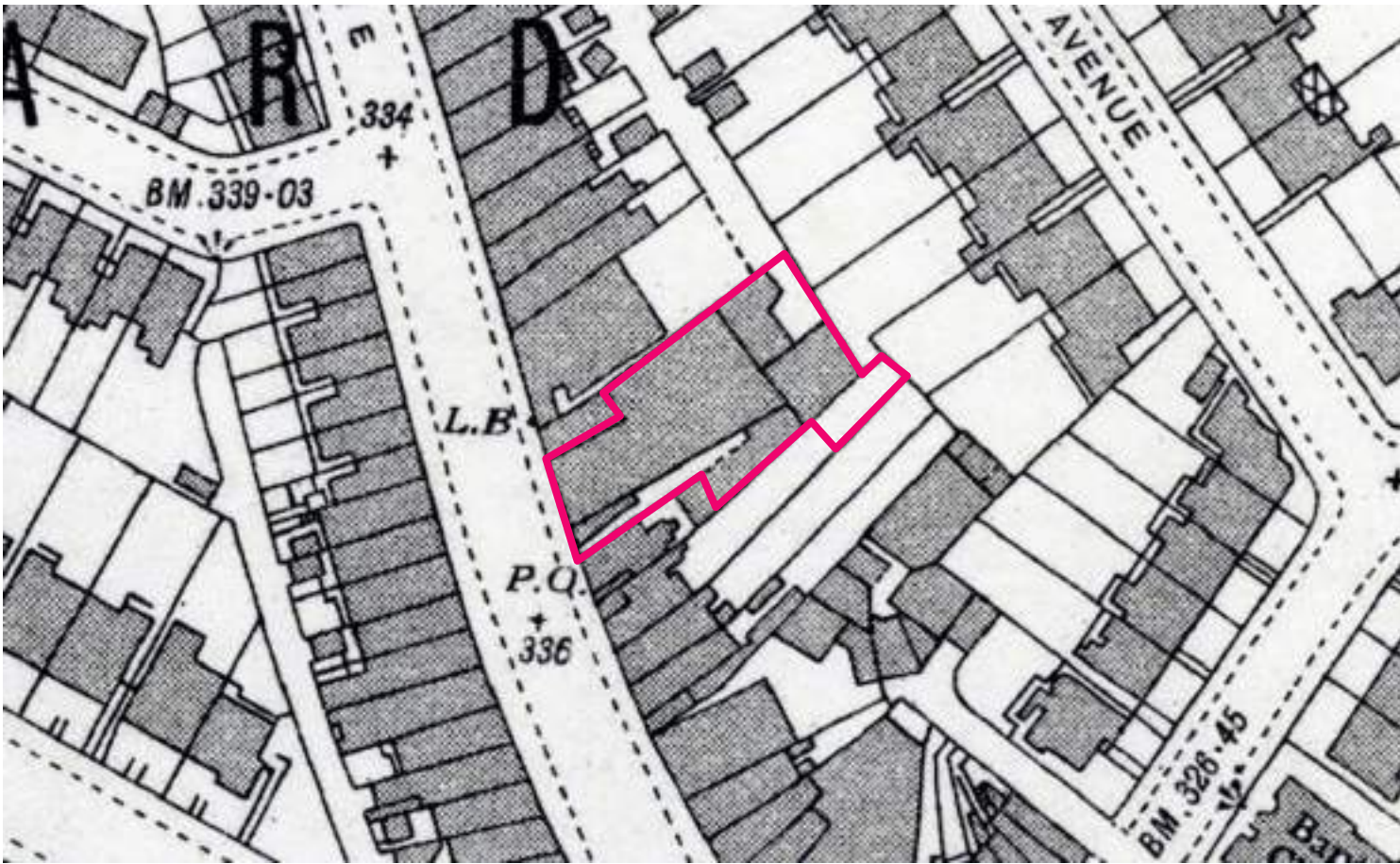
More recently, the existing 1960s building replaced a smaller Woolworths store, dating back to 1935 with an adjoining builder's yard to the rear. The current building has consolidated the oddly-shaped site into a single structure, reinstating some elements of the prevailing vernacular as it faces onto the Broadway.

However, the building is noted as not contributing positively to the character and appearance of the area.

Therefore, a sympathetic and appropriate design, reflecting some contemporary features, but which follows the established datums, building lines and detailing of the Broadway could enhance the streetscene to the benefit of the Conservation Area.



1910-11 Middlesex XXI.5 Map



1935-36 Middlesex XXI.5 Map

2.07 Site Location & Boundary

The Application Site is on the eastern side of Muswell Hill Broadway, within the ‘stop and shop’ commercial area.

The footprint of the site is entirely ‘brownfield’ and built upon by the existing ground floor commercial space. This is accessible from Muswell Hill Broadway, although there is also a secondary access to the rear from Muswell Mews.

The building itself is comprised of three-storeys fronting onto the Broadway, stepping down to the rear by one floor. It was constructed during the 1960s, with a simple elevation aligning generally with the predominant building lines of the area.

Currently unoccupied, 412 Muswell hill was recently vacated by its long term tenant; Poundland (formerly Woolworths). The ground floor space provides for retail uses, with the first floor space allocated to storage and then ancillary spaces, primarily for staff, located on the second floor.

There is a service area to the rear, however this is not used to support the commercial premises. There is a paved area, with parking for one or two members of staff or visitors. However, the gates accessing the site are kept locked due to problems they have created through criminal behaviour.

The present use of the site does not fulfil the potential that this location and size of site presents, with areas of poor quality and wasted space.

The building is of a low quality design, reflecting the time it was constructed in. It is incongruous with significant aspects of it's context, without regard for established alignment or design features.



2.08 Site Photos



2. Rooftop View South



3. Rooftop View to North



4. Rear Access to Muswell Mews

412 Muswell Hill Frontage



Rear Roof Level Looking East



Muswell Mews



412 Muswell Hill Frontage View Looking North



Rear Roof Level Looking North



Muswell Mews Road End



Rear Roof Level Looking West



Rear Roof Level Looking North



Back of House Staircase



Rear Roof Level Looking West



Front Block Second Floor Interior



Back of House Loading bay



2.09 Site Elevation

Despite the variations in the surrounding buildings, materially there is some continuity through the use of red-brown brickwork and the band of signage running at generally the same level.

The specific datums and alignment of windows, the rhythm and widths of plots and other features, including the level of detail on each facade, does vary.

This provides some opportunities for the Application Site to restore some of these elements to reinforce the character of the area. Careful consideration of the heights, widths and surrounds to the windows, as an example, would benefit the architecture of the area.



3.00 Design

3.01 Brief

Our key design aim is to regenerate the streetscape, bringing the existing building back to full use with new commercial / retail use at ground floor and with residential use in the former partly underused upper floors, whilst at the same time sympathetically modernising the existing front façade, enhancing and improving it with simple contextual design and materials alterations.

The ground floor and a small area at the first floor of the rear block will be occupied by a new tenant, with a separate planning application being submitted by this incoming tenant for their own signage and shopfront design alterations and any other changes required by them.

The first and second floors of the existing building will be refurbished with the internal spaces reconfigured in the front block and rear block to incorporate 7 new flats with modern standards of living accommodation. Each new flat will be designed to meet the space standards set out in the London Plan, and will also benefit from individual areas of private amenity space.

Building on earlier approved proposals, the design presented in the current submission, extends our original analysis of the local context, and has provided us with a series of important considerations in designing each aspect of the building. Throughout the process, our intention has been to respect, improve, and enhance the character of the Conservation Area by creating a contemporary architectural design that responds to the needs of future occupants whilst embracing the unique qualities of Muswell Hill as a whole.



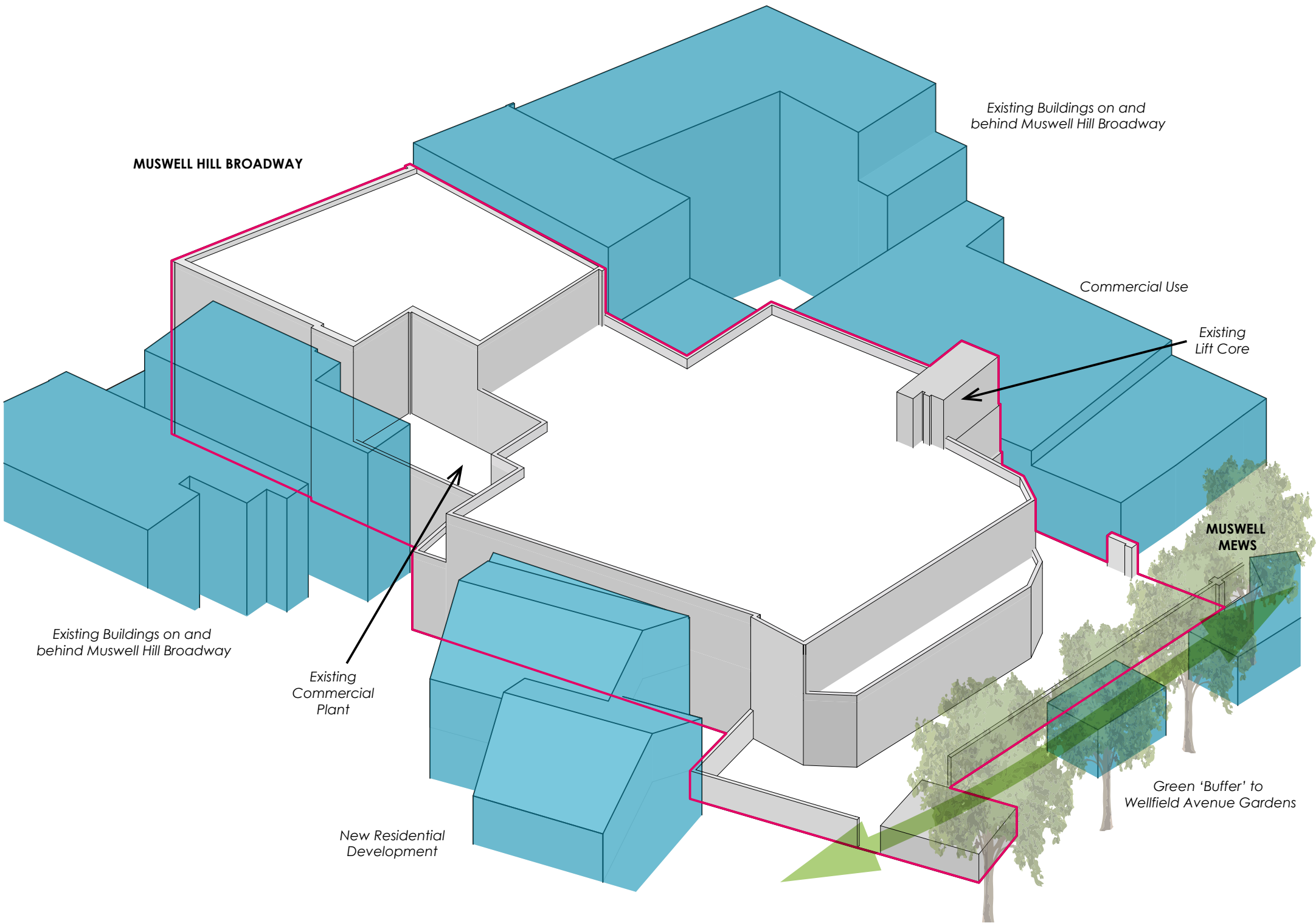
3.02 Existing Massing

The existing building, in use by a single commercial tenant, is one of the larger shops in this part of Muswell Hill. It's location also provides opportunities, however the existing 1960s building is incongruous with the surrounding area, and in need of modernisation and improvement.

Currently, the site is primarily surrounded by other commercial uses, with some residential accommodation above the ground floors fronting onto Muswell Hill Broadway.

To the south and east are predominantly residential, with Wellfield Avenue's gardens adjoining the site with significant greenery providing a visual and acoustic 'buffer' between the two uses.

A new development, believed to be recently completed lies to the south but is a new dense 'mews'-style project, which is surrounded on all sides by a variety of uses.



3.03 Already Approved Massing

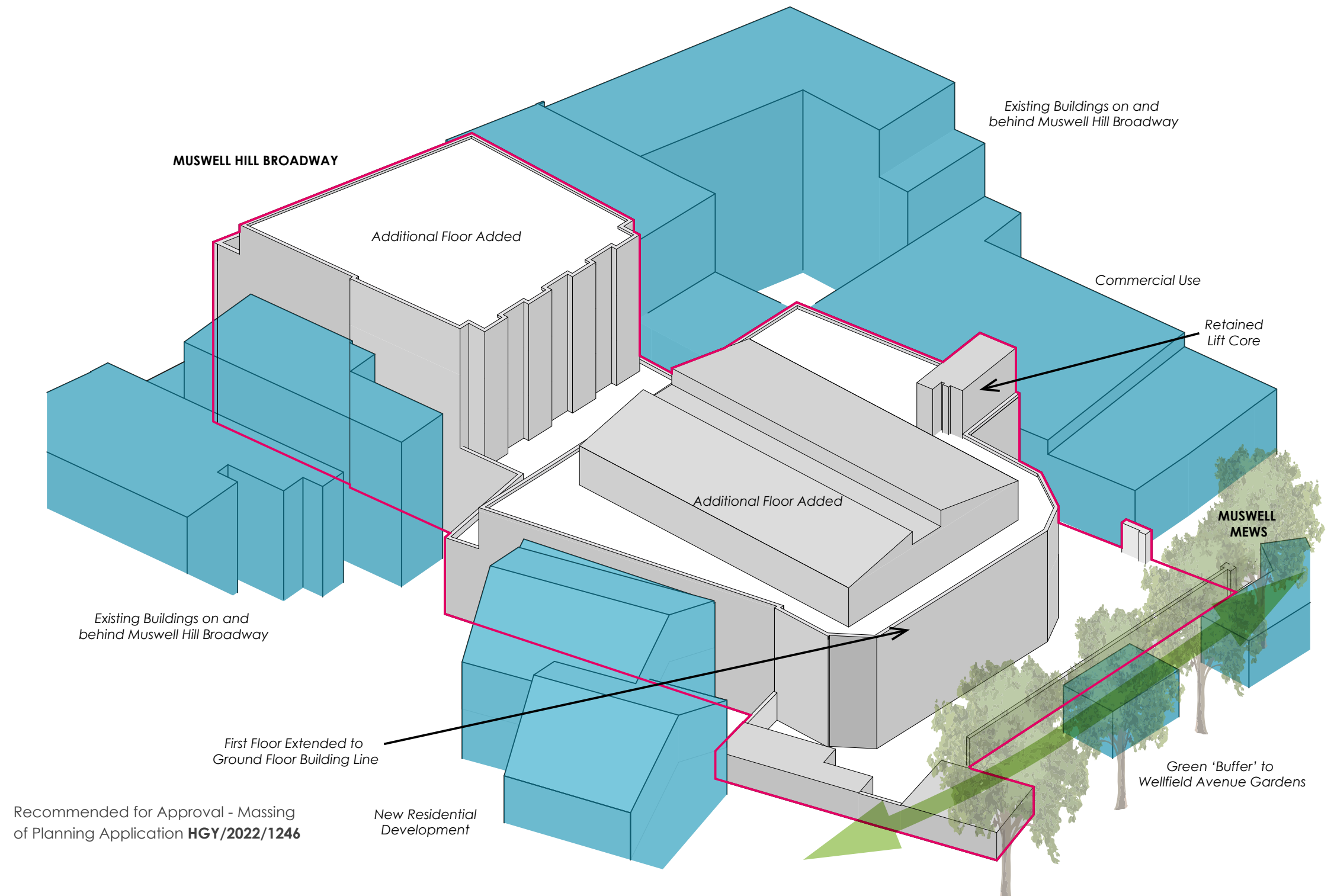
Significant works to the existing building, including demolition, have already been approved (**HGY/2018/1402** & **HGY/2021/2711** & **HGY/2022/1246**).

In the past application, the building underwent several changes. The massing was carved to remove part of the first floor, creating two distinct blocks: Block A at the front and Block B at the rear.

Block A was transformed into residential space above the ground floor level. A set-back third floor was added, and alterations were made to the front elevation to achieve a more respectful and contextual design facing the Broadway.

The ground floor of the building continued to be allocated for retail usage, while the first floor in Block B was reduced to provide ancillary spaces and storage for the shop. The first floor was extended to align with the ground floor.

Above the commercial spaces, three new flats were added in a new configuration. The design aimed to maximize distances to neighboring properties, ensuring there would be no overlooking or negative impact on others.

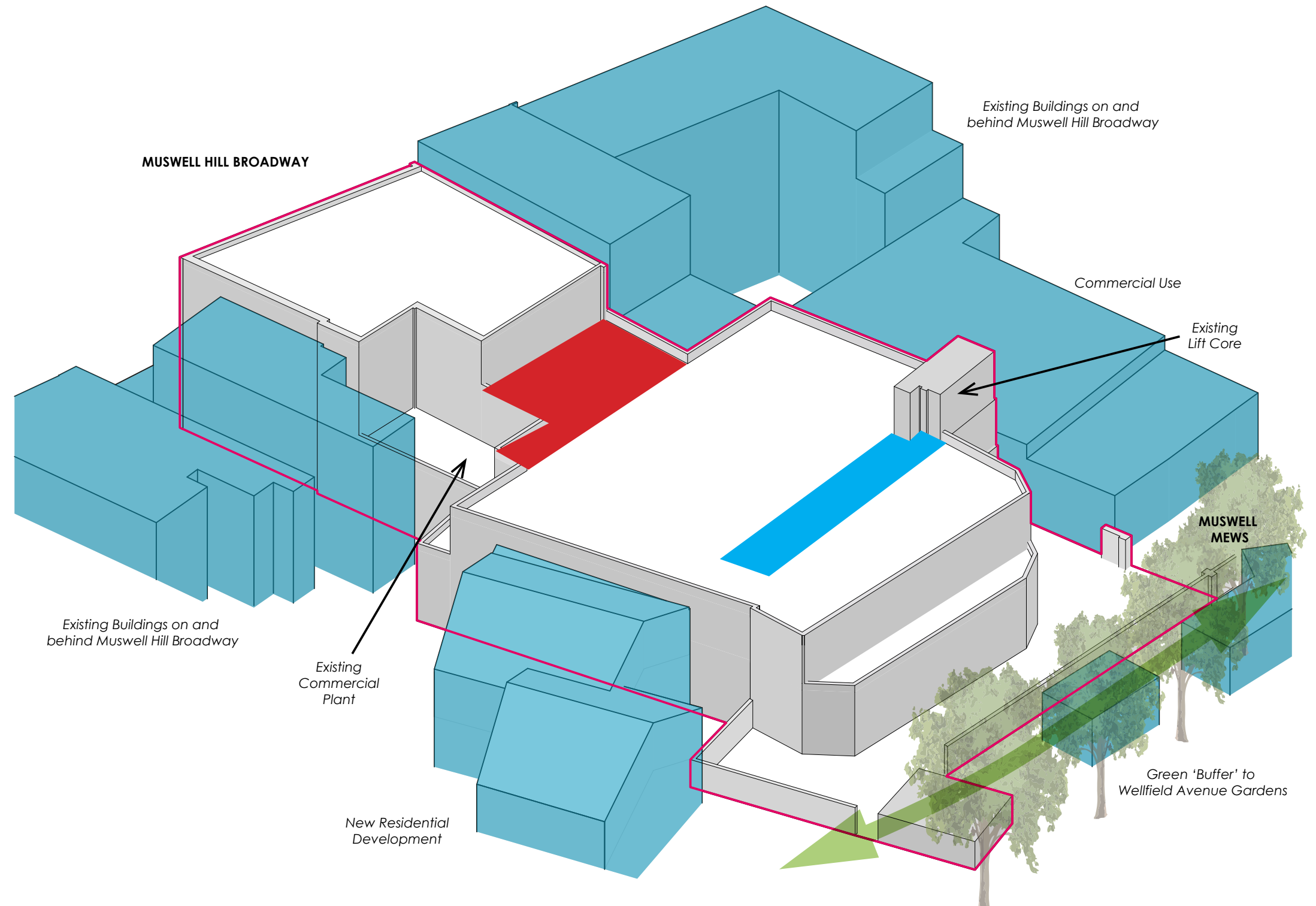


3.04 Changes to Existing Massing

As part of the reconfiguration of the existing building, it is proposed to remove part of the existing first floor flat roof between the 3 storey front block and the two storey rear block (area highlighted in red). This will facilitate new windows and entrance doors to be introduced at first floor level opening onto the new access and amenity courtyard, allowing natural daylight and sunlight to enter the proposed first floor flats and creating a spacious area between the front and rear block.

Similarly, it is proposed to remove a portion of the first floor rear roof in the middle section of the rear block (area highlighted in blue) to generate private open amenity courtyards for the 3 flats located in that area. Again, this will provide natural daylight and sunlight with minimal visible intrusion.

These roof cut out areas at the first floor will provide a functional open space creating access and amenity, and will incorporate a tiled floor, planting, screening and seating opportunities, providing the occupants with a useful outdoor space.



3.05 Proposed Massing

Earlier approved applications incorporated new extensions that increased the height and length of the existing building increasing the overall bulk and massing. However, in the present application, for reasons explained in the D&A Statement, the existing building is retained with its present bulk and massing, and accommodating 7 new flats in lieu of 9 flats in the approved applications.

The present proposals will nominally reduce the existing building massing to create a design that prioritises natural light, ventilation, and the new open spaces for the benefit of the residents. By not adding any height, there will be no issues resulting from overshadowing or loss of amenity to neighbours, with minimal disruption to the surrounding community.



3.06 Planning Policy Analysis

The Planning Policy backdrop for the proposed designed has been considered, from the National and Regional down to Local and Neighbourhood considerations.

London Plan

Policy SD6 Town centres and high streets

A The vitality and viability of London's varied town centres should be promoted and enhanced by:

2) identifying locations for mixed-use or housing-led intensification to optimise residential growth potential, securing a high-quality environment and complementing local character and heritage assets

6) supporting the role of town centres in building sustainable, healthy and walkable neighbourhoods with the Healthy Streets Approach embedded in their development and management.

C The potential for new housing within and on the edges of town centres should be realised through mixed-use or residential development that makes best use of land, capitalising on the availability of services within walking and cycling distance, and their current and future accessibility by public transport.

Alongside other alignments, the proposed mixed-use development to enhance the site and provide additional housing is supported by the London Plan.

In addition to these specific extracts, the Space Standards and other aspects of the document are reflected in the design put forward.

Haringey Local Plan

1.4.15 The promotion of health and well-being cuts across many issues. There is an important link between how places are planned and the health of the people who live in them.

1.4.23 It is recognised that climate change will affect all our lives and those of future generations, with global changes having local impacts. We need to respond to this by greatly reducing Haringey's impact on the environment by planning measures to deal with the cause and effects of climate change in the borough.

Sustainability and well-being an key factors in the proposal, to create generous residential accommodation above the commercial use.

1.4.25 Future developments in the borough will be driven by the need to make better use of key resources such as land, buildings and construction materials, water, energy and waste, whilst reducing emissions that contribute towards climate change.

1.4.26 Land is a finite resource and in responding to housing and population growth we must seek to reuse brownfield land and promote the more efficient use of land as an alternative to developing on green spaces.

A key facet of the design is to densify and improve the commercial offering on the site, re-using brownfield land and adding a secondary compatible use (namely residential) as well as improving the fabric, sustainability and flexibility of the space provided.

1.4.28 High quality design is a key element in achieving sustainable development as it can

create safe environments, make best use of a site responding to its setting and context, minimise the use of resources through sustainable design and construction and make developments accessible to everyone.

2.1.8 New schemes should be of high quality design and sensitively consider the character and built form of their surroundings, particularly in Conservation Areas.

Careful consideration of the existing context have informed the design, which follows principles reflected in the original planning approval.

2.1.9 The provision of an appropriate mix of uses, both within areas and in individual buildings, can also contribute to successfully managing future growth in Haringey and making efficient use of land. A mix of uses can also:

- Reduce commuting and the need for some other journeys, helping to cut congestion in the borough and improve air quality;
- Increase the provision of much needed housing; and
- Promote successful places that have a range of activities, increasing safety and security.

The scheme aims to provide a suitable mix, as previously agreed, whilst enhancing the existing building and surrounding area.

5.3.1 Haringey's town centres are more than just areas in which to shop - they provide an "experience" including leisure for shoppers (e.g. cinema and leisure centres), community facilities, as well as employment in the form of offices, and places to live.

6.1.5 Development schemes should improve the quality of existing buildings, landscaping and the street environment and, through this, improve the experience of the borough for residents and visitors

6.1.7 Layout and design and construction of buildings have significant effect on a building's environmental and energy performance.

Development Management DPD

Policy DM1: Delivering High Quality Design

Character of development

B Development proposals should relate positively to their locality, having regard to:

- a Building heights;
- b Form, scale & massing prevailing around the site;
- c Urban grain, and the framework of routes and spaces connecting locally and more widely;
- d Maintaining a sense of enclosure and, where appropriate, following existing building lines;
- e Rhythm of any neighbouring or local regular plot and building widths;
- f Active, lively frontages to the public realm; and
- g Distinctive local architectural styles, detailing and materials.

The design has considered each element in this list and seeks to meet all the relevant criteria.



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Policy DM11: Housing Mix

A Proposals for new residential development, including mixed-use schemes comprising residential accommodation, should provide a mix of housing having regard to:

a Individual site circumstances, including location, character of its surrounds, site constraints and scale of development proposed;

The town centre location of the site, and generous space given to each of the flats, means that the accommodated provided will suit and meet the needs of a variety of potential users.

Policy DM21: Sustainable Design, Layout and Construction

A All new development, including building and landscape works, will be expected to consider and implement sustainable design, layout and construction techniques

Sustainability and well-being an key factors in the proposal, to create generous residential accommodation above the commercial use.

Policy DM32: Parking

B The Council will strongly encourage contributions to car club schemes or the provision of car club bays as an alternative to on-site car parking.

C The Council will support proposals for new development with limited or no on-site parking where:

a There are alternative and accessible means of transport available;

b Public transport accessibility is at least 4 as defined in the Public Transport Accessibility Index;

c A Controlled Parking Zone (CPZ) exists or will be provided prior to the occupation of the development;

d Parking is provided for disabled people; and

e Parking is designated for occupiers of developments specified as car capped.

The site meets the criteria for a car-free development, and references to a car club contribution, in addition to other elements of a sustainable Transport Plan for the residents, are included elsewhere in the report.

Policy DM37: Maximising the use of employment land and floorspace

b Wherever possible, is designed to allow for future flexibility of use including subdivision and/or amalgamation to provide for a range of business types and sizes, including small businesses;

The additional floor to ceiling heights proposed for the commercial elements of the scheme are specifically to provide for a more flexible and future-proof space, able to used by a variety of businesses in this primary shopping location.

d Improves and enhances the quality of the environment of the site and business area; and

e Makes a demonstrable improvement in the use of the site for employment purposes, having regard to:

i The quality and type of employment floorspace

provided;

ii The quality and density of jobs to be accommodated on-site; and

iii The proposal's contribution to the achievement of economic objectives and outcomes set out in the Local Plan and the Council's other key plans and strategies

Policy DM45: Optimising the Use of Town Centre Land and Floorspace

A The Council will seek to optimise the use of land and floorspace within town centres by encouraging new mixed use development, including new or re-used space above shops and commercial premises.

Muswell Hill Conservation Area Character Appraisal

In reviewing Muswell Hill Broadway notes that generally between Nos. 372 to 388 (even) "the continuous three storey terraces are broken." And that the pattern of development returns to this form at Nos. 422 to 492 (even) where it returns to the similar "scale and materials...at the other end of the Broadway."

This provides opportunities for the site, which sits within this zone of exception, to reinforce the more traditional features and enhance the area.

The existing building is described as:

"No. 412 is a 1960s building with a simple elevation that returns to the predominant building line and pattern of three storey development along the street. Built in a light brown brick, it has a parapet with simple concrete copings, projecting concrete

surrounds to the windows, a wide frontage and a blank rendered flank wall that is prominent in views north along the street. It replaced a smaller Woolworths building of 1935 and adjoining builder's yard."

This does not reflect the dominant character of the area, and is noted elsewhere as being lacking the quality of other buildings.

Haringey Urban Character Study - Muswell Hill

Character Analysis - Bad

- Some very patchy, poor quality infill developments which don't contribute to the areas character

This does not specify which buildings, but could be used to describe the existing building on the Application site.

Opportunities

- Some limited opportunity for development intensification along main routes – respecting and contributing to the historic grain.
- Aging and shrinking families in larger Edwardian houses – many would be willing to down size if provided with attractive alternatives"

The site could provide comfortable town centre living for a large variety of people.

4.00 Proposal

4.01 Block Plan

The proposed Block Plan shows the scheme in context, reflecting the various datums and building lines which have been considered in preparing the design.

This diagram demonstrates the distances to varying neighbours or adjacent buildings. In most cases, a distance of 18m or greater is achieved to any residential properties. The only exceptions to this are where, given the town centre urban location, there is a reduced or no expectation to achieve this level of separation.

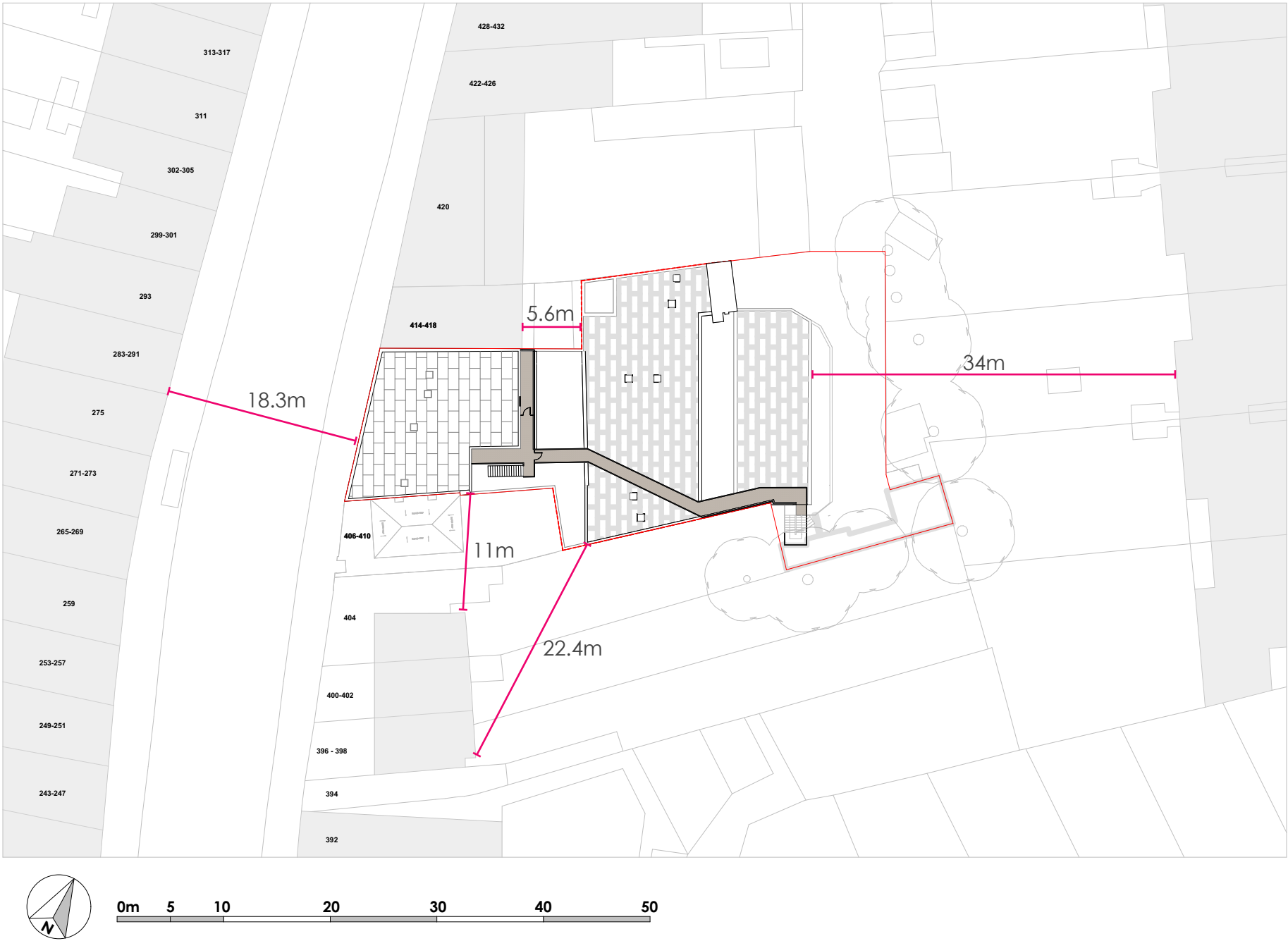
Access to the adjacent site to the south has been severed, and the site still benefits from access to Muswell Mews at the rear.

The forecourt circulation from Muswell Mews connects to the refuse, cycle, plant and emergency escape access for both the commercial and residential components of the scheme.

4.02 Density

The density of the scheme, for the residential area and their amenity and service spaces

- 40.00 dw/ha



4.03 Schedule of Accommodation

The areas of the various elements are broken down in these tables to demonstrate the allocation of space and compliance with the Minimum Space Standards.

Each individual flat has an average of 80m2.

Moreover, the table shows the overall area of the development and outdoor areas as well as the Refuse and Cycle storage areas.

From these figures it can be seen that the building has been designed in such a way as to far exceed the minimum standards and offer two bedroom flats that go beyond the minimum London Plan residential area standards while also providing private amenity spaces where possible.

Room	Existing	Proposed
	sqm	sqm
Ground Floor		
Residential Entrance	6.3	10.4
Bicycle Store and Refuse Store	N/A	71.2
Total		81.6
First Floor		
Flat 1a	N/A	86.1
Terrace	N/A	7.7
Flat 1b	N/A	82.9
Terrace	N/A	6.9
Flat 1c	N/A	80.4
Terrace	N/A	18.8
Flat 1d	N/A	73
Terrace	N/A	20.9
Flat 1e	N/A	96.1
Terrace	N/A	14.3
Total		487.1
Second Floor		
Flat 2a	N/A	88.6
Terrace	N/A	5.2
Flat 2b	N/A	76.2
Terrace	N/A	6.3
Total	6.3	176.3
Grand Total		745

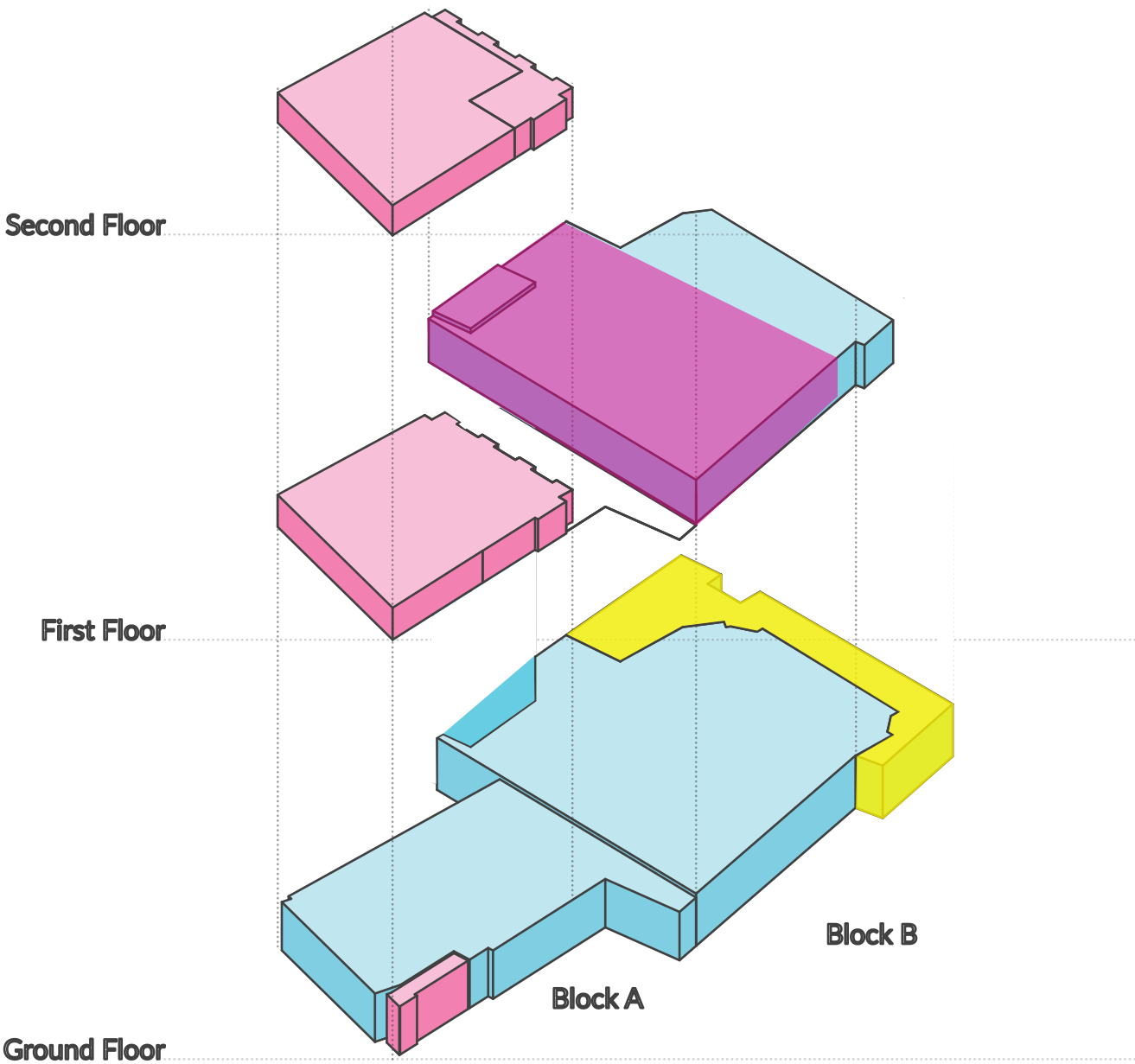
4.04 Land Use

The diagram illustrates the optimal allocation of land use for the proposed development. The strategically positioned red-shaded area indicates the proposed location of the new residential units within the overall massing. These units are thoughtfully situated to take advantage of land utilization while adhering to spatial considerations and design principles.

Meanwhile, the blue-highlighted area denotes the reserved commercial space intended for future tenants. This unoccupied space is intentionally preserved to accommodate future needs.

Adjacent to Muswell Mews, the yellow-highlighted area delineates the outdoor space at the rear of the project. This space serves multiple functional purposes, including hosting the fire staircase for emergency egress, a designated refuse store for waste management, and secure bike storage facilities for residents.

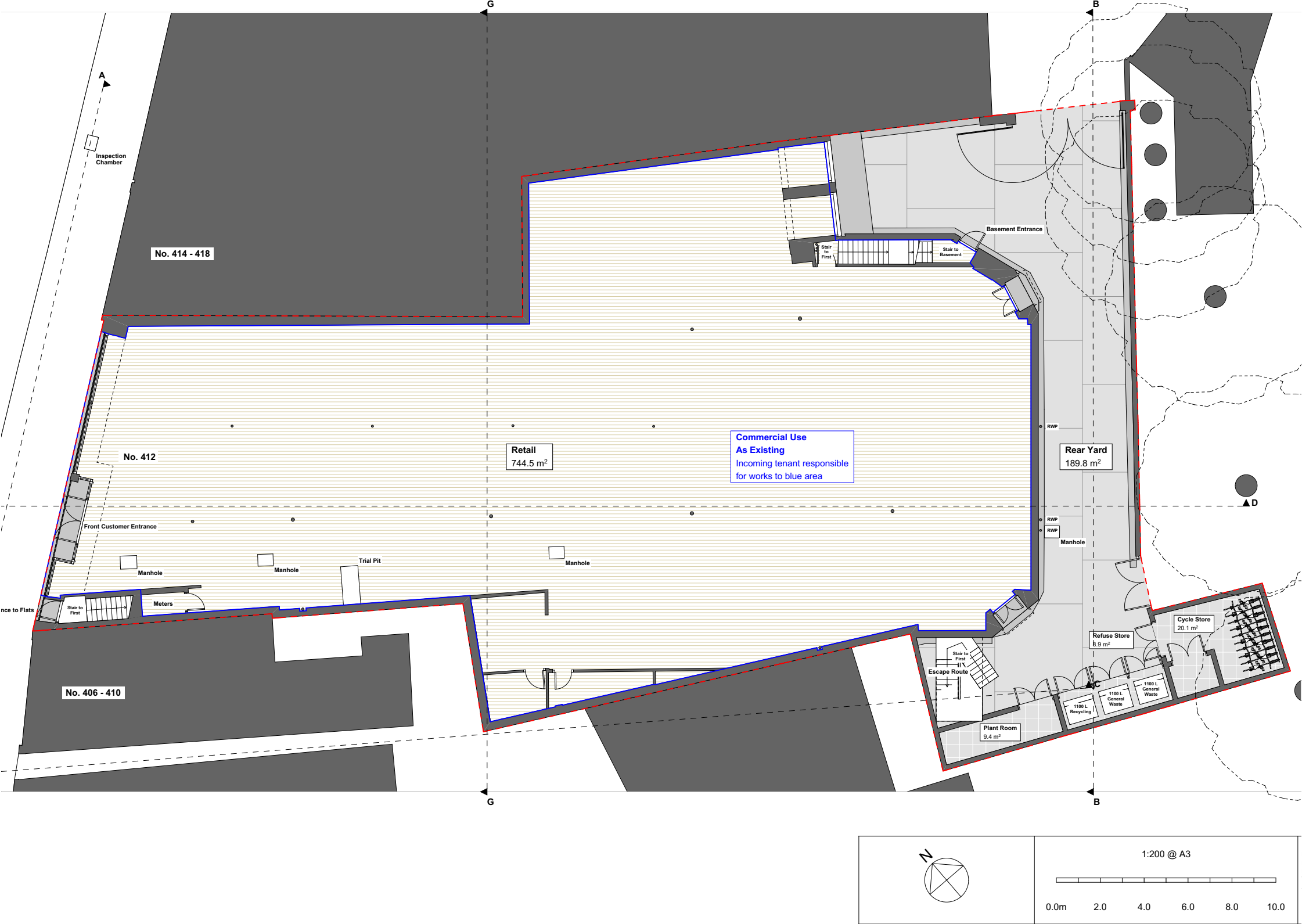
By meticulously planning and allocating the land for various purposes, the design optimizes the use of available space, ensuring a harmonious integration of residential units, future adaptability, and the provision of essential amenities and services.



4.05 Ground Floor

The main ground floor retail area, the existing rear basement area, and part of the first floor rear area which is given over to the commercial / retail space, do not form a part of the present application, with any modifications required in these areas to be submitted by the new commercial / retail tenant. However, the main front entrance for residents and visitors to the upper floor flats is located on Muswell Hill Broadway, and is included in this application, with the main change being to replace the existing entrance door with a new secure entrance door.

Also, within the rear courtyard area, the proposed design illustrates the new extended fire escape staircase as required for emergency escape, and also providing a secure route for the residents of the upper flats to the proposed bicycle and refuse store accommodated in the rear enclosed yard area (all as a similar design to the previously approved applications),



4.06 First Floor

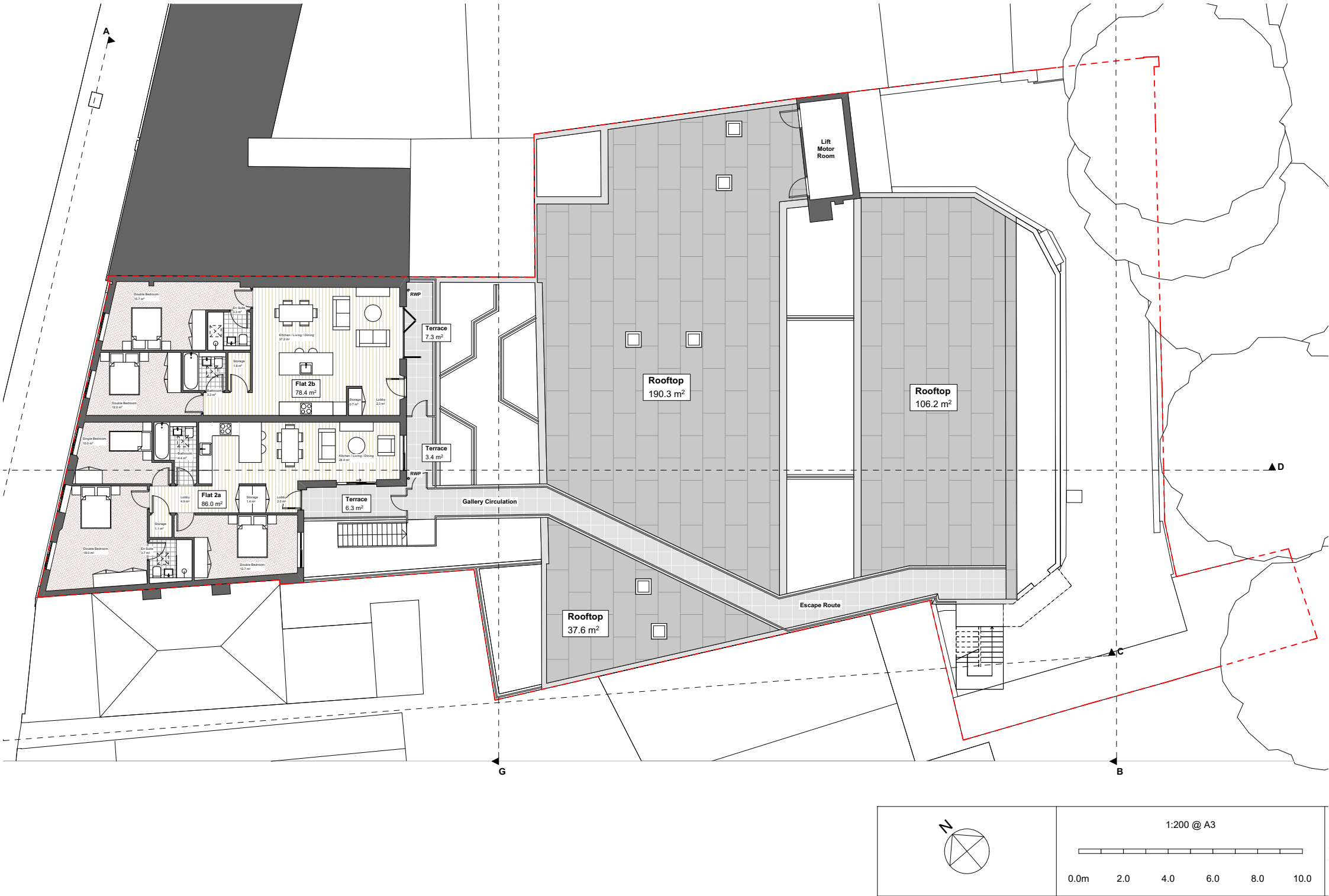
Each of the 5 new flats at this level will feature an open plan layout, seamlessly integrating the kitchen, dining, and living areas, and with a main bathroom and an ensuite bathroom enhancing convenience and privacy for residents. All flats open onto private and secluded terraces and amenity spaces incorporated into the new open courtyards, creating inviting spaces for relaxation.



4.07 Second Floor

The second floor front block accommodates two new flats.

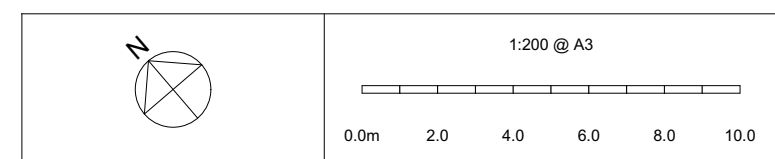
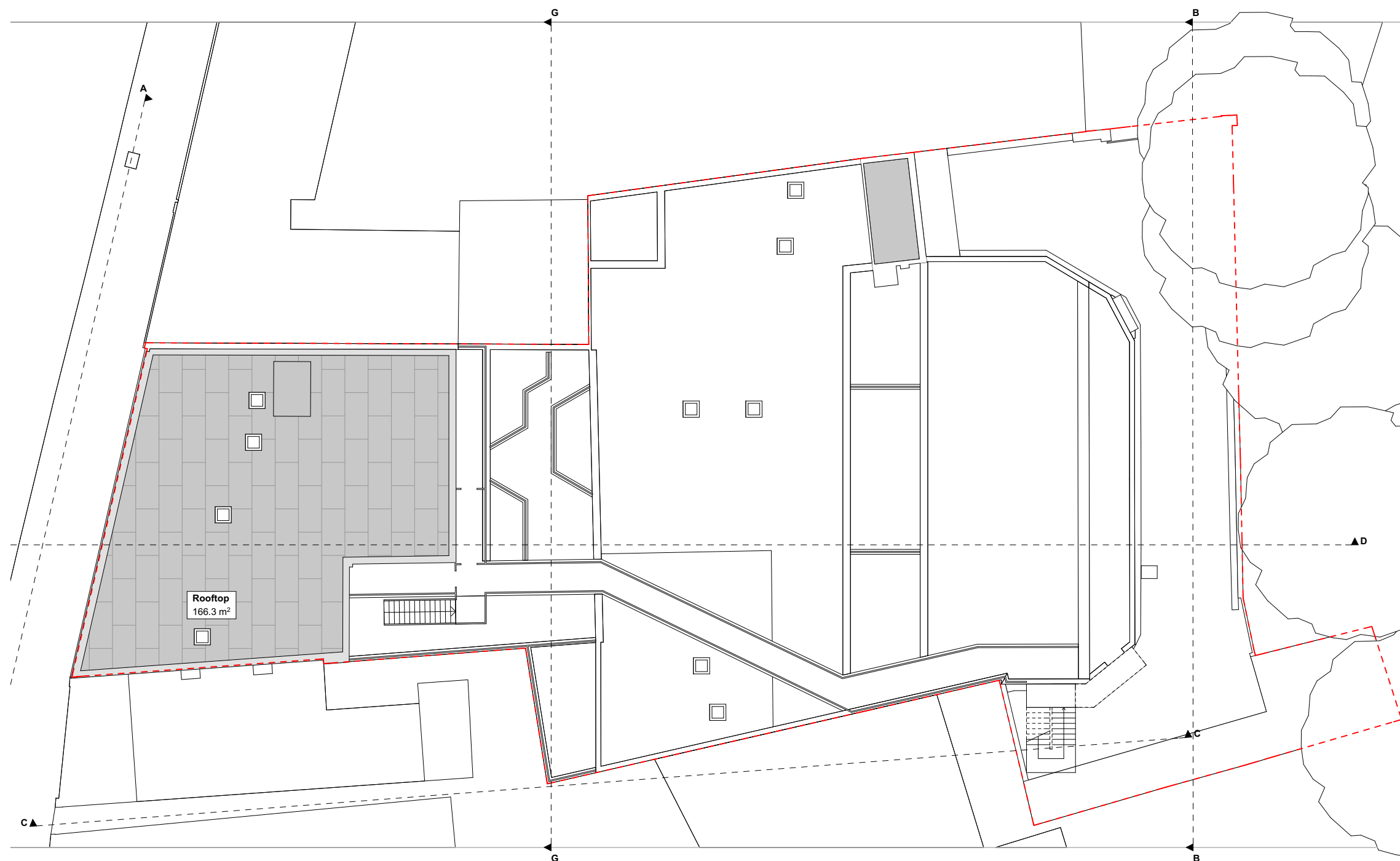
Again, these flats incorporate exterior areas that can be utilised as small terraces. At this upper level, these spaces take advantage of the building's elevated position, offering views out and a sense of openness to the residents.



4.08 Roof Plan

This illustrates the main areas of the existing building where we have implemented modifications to the existing flat roofs to create new outdoor areas to provide ventilation and natural light to all seven apartments. Additionally, we have incorporated rooflights for 5 flats to provide natural daylight to internal bathroom spaces where windows are not possible. The roof design has also been modified to allow for emergency escape.

Since this is an existing building, the roof will remain largely unchanged in terms of its structure. However, we will introduce new finishes and elements to give it a more modern aesthetic. This approach ensures that the architectural integrity of the original roof is preserved while adding contemporary touches to enhance its overall appearance.



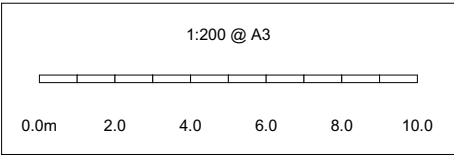
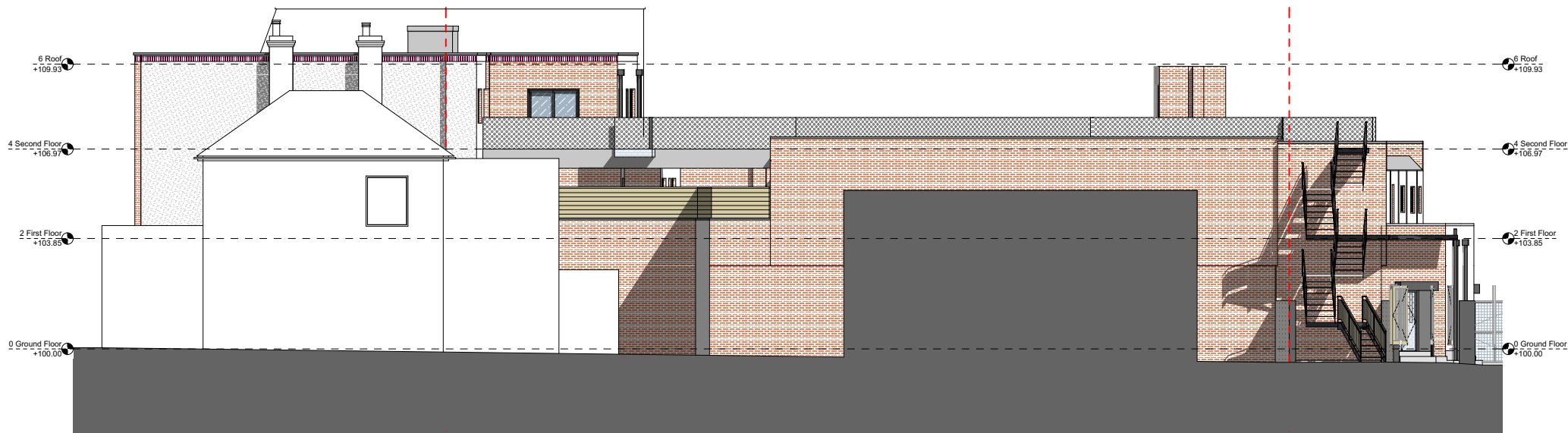
4.09 West (Front) Elevation

- The proposed architectural changes to the front elevation involve minor adjustments. The extra floor that was previously included has been omitted, maintaining the same height level for the front facade.
- One of the main modifications is the replacement of all windows. Additionally, the height of the windows on the first floor has been increased to improve the view of Muswell Hill Broadway for the new residents. This adjustment also aims to achieve better proportions and match the window sizes with those on the second floor.
- The facade maintains a symmetrical design, which corresponds to the required structural grid and the proportions of features along the broader Broadway.
- At the ground floor level, there is a clearly defined entrance with signage above. The specific details of the signage will be subject to separate approval when a tenant is in place.
- To facilitate deliveries and collections without impacting shoppers or the public, a secondary service entrance has been created.
- The existing segregated and covered entrance to the residential component above remains unchanged.
- In terms of detailing, there are brick elements at the head and sill of the windows. These elements, along with extruded features, add a richer sense of detail that is in line with the traditional architectural style of the area.



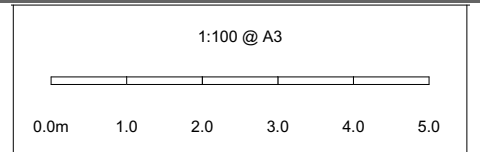
Elevation

- Much of the elevation is obscured by neighbouring buildings, however this shows the relationship of the massing within context.
- Given the commercial nature of the adjacent buildings at ground floor, the impact of the development will be minimal to the neighbouring properties.
- the design will not impact on sunlight or cause overshadowing.
- All the changes proposed are to improve the longevity and flexibility of the commercial shop space, which will benefit the surrounding area.
- Revised Escape Staircase shown as part of fire strategy.
- *(Note: context updated to reflect adjacent development.)*



4.13 East (Rear) Elevation

- The current area will undergo minimal changes and will largely retain its existing features. However, there will be additions of new services and the inclusion of fire escape elements.
- The rear will be entirely camouflaged by the existing trees in the neighbouring gardens.
- This will obscure any views onto the site, avoiding any feeling of enclosure, and meaning that there should be no impact on the amenity of the properties fronting onto Wellfield Avenue.
- The level at the end of Muswell Mews means that the building will be 450mm higher than this entry level, with the cycle and refuse stores remaining at the lower level to aid access.
- The commercial shop has a separate fire escape to this area, and another staff entrance to the internal circulation space.



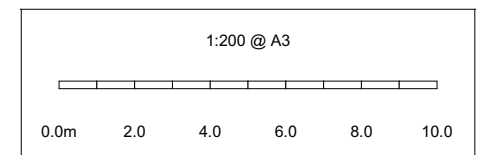
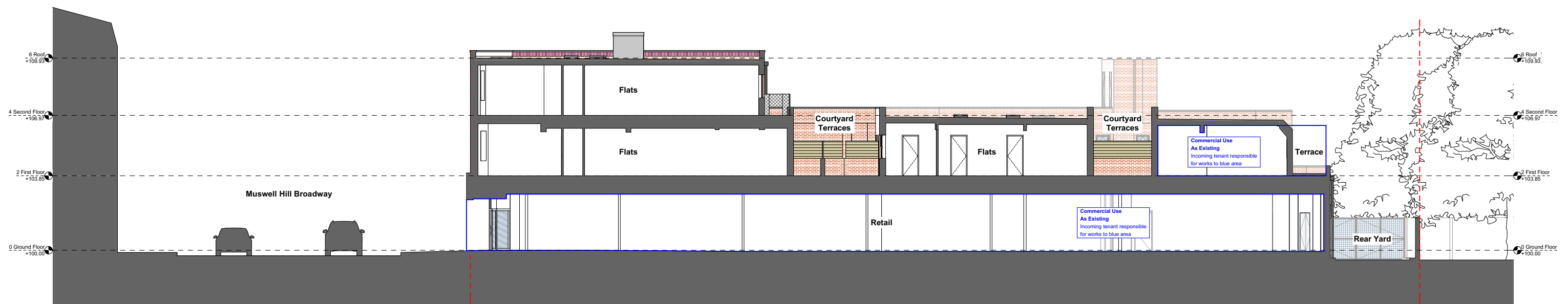
4.14 Section G-G

- As part of the proposed alterations to the existing building, part of the existing first floor roof area will be cut away to create a new exterior space. The new open space will incorporate screen walls 1.5 metres high to flats opening onto the space, and also along the south facing boundary to provide a low level visual barrier between the new courtyard space and the neighbouring property, avoiding overlooking, maintaining the privacy of neighbours and the future occupants of 412.
- The facade will resemble the front facade, incorporating brick elements at the windows' head and sill, along with a combination of wood cladding and brick for the outdoor terraces.
- A communal exterior area will be created in front of this facade, including outdoor terraces and wide circulation paths for emergency escapes.
- The absence of a loft on this facade ensures that the adjacent flats surrounding the property will not lose sunlight.

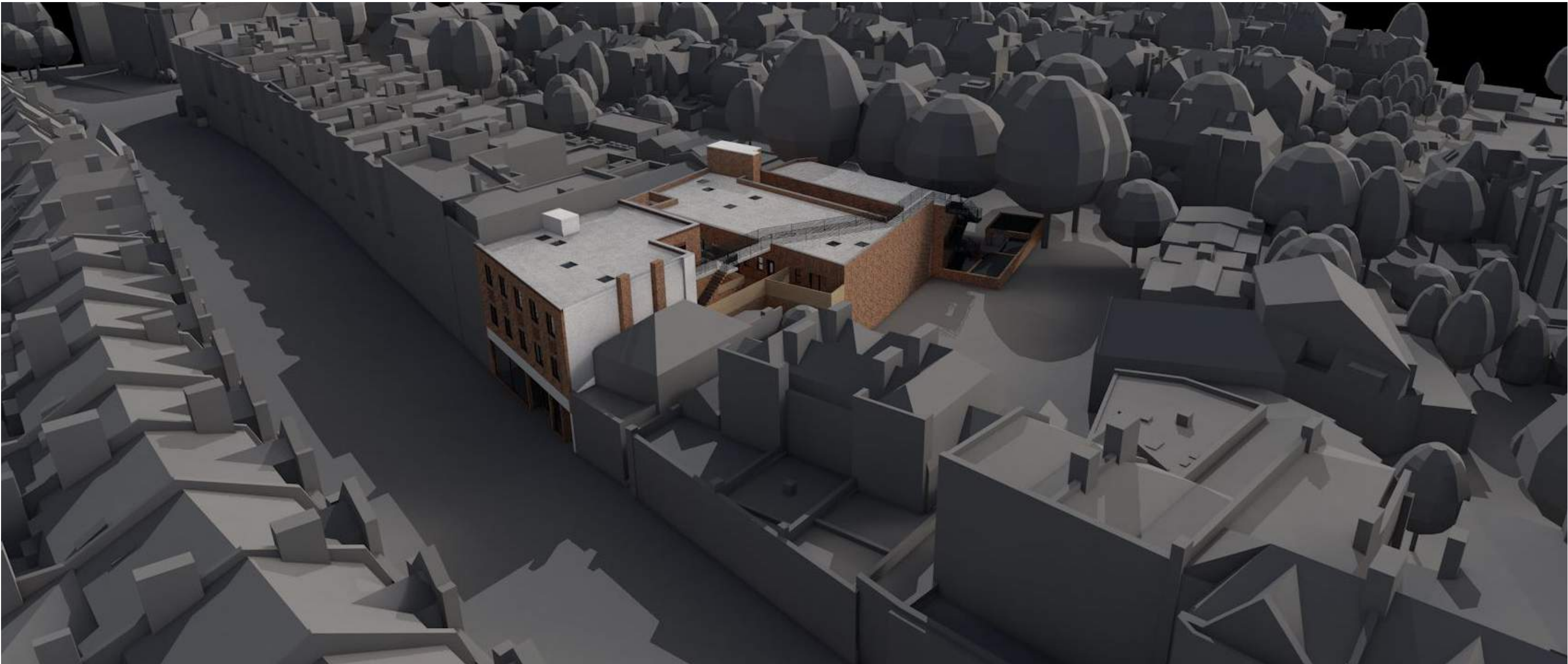


4.15 Section D-D (Next Page)

- The long section clearly illustrates the spacious future shopping area, which will be appropriately separated from the residential flats above, as depicted.
- The levels internally, including for the amenity space, and to the rear Forecourt access are identified, with easy-going steps at the rear.
- The view of the building to the rear will be entirely obscured by the tall trees and greenery growing in the neighbouring gardens.



4.16 Renders



Render -View of the Proposed Project in Relation to the Surrounding Context



Render- View north west across the proposed new rear roof open courtyard



Render - Aerial View: Fire Escape Exit, Cut-ins and Location of Rooflights in the Proposed Design

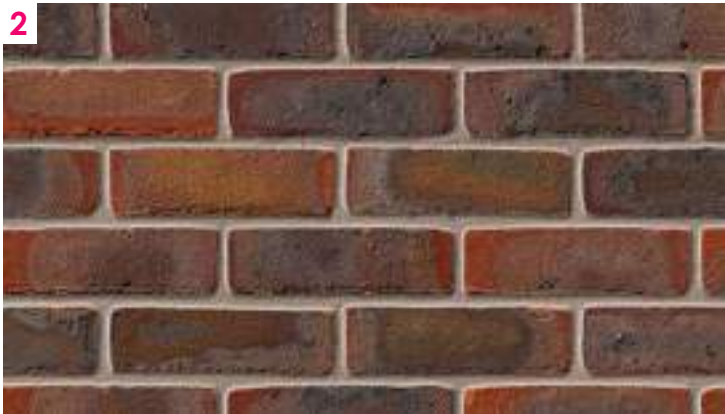
4.17 Materials

The following materials, previously approved for the same site, are proposed to be used for the external treatment. They have been selected to be sympathetic to the local vernacular.

- 1. Primary Brick
Ibstock Bexhill Red (A4010A), Dark Mortar
- 2. Second Brick
Ibstock Medium Multi Brick (A4528A)
Window Surrounds
- 3. Doors & Windows
Powder Coated Aluminium Window
Anthracite Grey (RAL 7016)
- 4. Copings
Anthracite Grey (RAL 7016)
Precast concrete
- 5. Outdoor terraces' walls.
Western Red Cedar Cladding
- 6. Flat Roof Waterproofing Finish
Single Ply Membrane
Anthracite Grey (RAL 7016)
- 7. Balustrades & Escape Staircase
Perforated Metal Panels
Anthracite Grey (RAL 7016)



Primary Brick - Ibstock Bexhill Red (A4010A), Dark Mortar



Ibstock Medium Multi Brick (A4528A) Dark Mortar Window Surrounds



Powder Coated Aluminium Windows (RAL 7016) Residential Window Frames



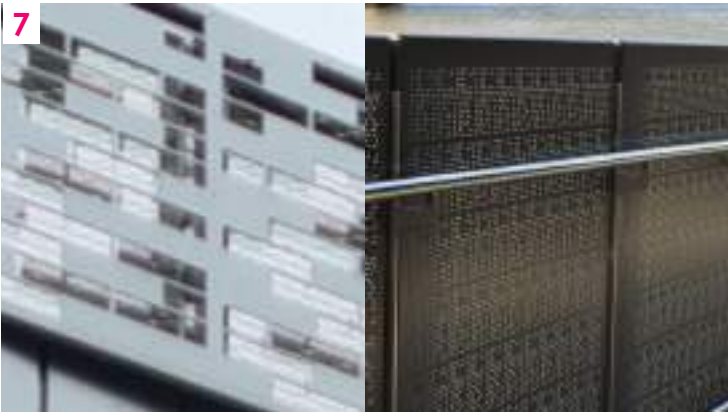
Powder Coated Aluminium (RAL 7016) Copings



Western Red Cedar Cladding Outdoor terraces' walls.



Single Ply Membrane, Anthracite Grey Flat Roof Waterproofing

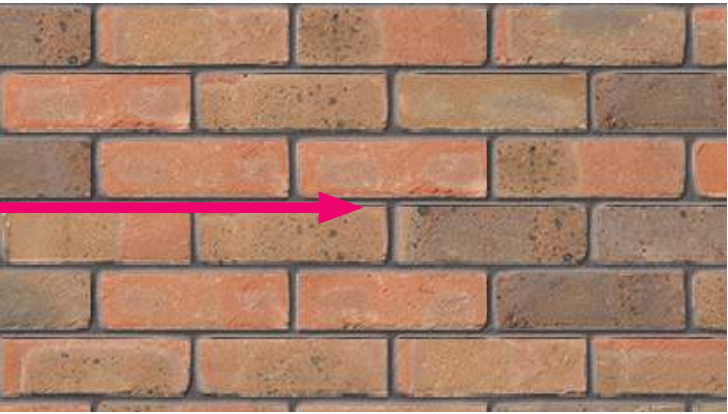


Perforated Metal Sheets & Railings Balustrades & Escape Staircase

The front elevation, being completely re-built, will only utilise the new proposed brickwork. Elsewhere on the project, the existing red brick will be retained where possible.

The proposed brick will provide a subtle contrast, enabling the palimpsest history of the building to be sensitively read.

As much of the existing fabric as possible will be retained, to conserve materials and the embodied carbon invested to date, however some repair, demolition and upgrading will be required.



4.18 Proposed Front Elevation Materials



Proposed West Elevation

**4.19 Revitalizing the Existing Building:
A Project of Renewal**

To ensure minimal on-site work and disruptions in Muswell Hill Broadway, Muswell Mews, and generally within the local neighbourhood, a decision has been made to exclusively focus on building any new development within the existing structure. This approach has several advantages, including a significant reduction in construction time and waste generation. Moreover, the neighbouring residents will not be affected for as long a timescale by any potential impact resulting from the construction works.

As part of the design proposals, sections of the existing rear flat roof of the building are proposed to be removed to provide natural light and ventilation to the new flats. The overall massing of the building will therefore be reduced and the incorporation of the new flats will help to revitalise what was otherwise redundant and generally unusable space.



5.00 Access Statement

5.01 Introduction

This project has been developed over several years through discussions with various departments and officers. The design team and agents have contributed to the high-quality design for the site. The process began in 2017, and three planning applications have been submitted since then.

The 2018 and 2021 application aimed to retain the existing building by adding a new mansard roof and additional floor space at the rear, creating a 'hybrid' structure (HGY/2018/1402 and HGY/2021/271).

The 2022 application proposed the demolition of the existing building and the construction of a completely new structure (HGY/2022/1246).

Due to external obstacles that have caused project delays, the applicant has considered an alternative approach that allows for quicker construction without the need for additional floors or demolition.

The 2023 application focuses on retaining the existing building in a 'hybrid' structure without any new additions.

Overall, this project aims to minimize environmental impact by preserving the existing structure, reducing embodied carbon, and avoiding demolition. It also offers a shorter construction program to minimize disruptions. The Broadway façade will be renewed with an improved and visually appealing design. Additionally, the ground floor will feature an upgraded layout to accommodate a new commercial retail tenant. Furthermore, the previously unused upper floors will be transformed to provide seven new flats, increasing the housing capacity of the building.

5.02 Application Fee

Confirmation Pending for Planning Application Fee.

5.03 Approach to Existing Building

The existing building will be retained and reused during and after the construction works are completed.

This is part of a genuine desire to reduce wasted carbon emissions already invested into the project, as well as to minimise disruption and new energy used to complete the works as proposed.

Every element of the existing building will be carefully reviewed and there will always be a preference to reuse if possible.

5.04 Access

Given this is an existing building, it is understood that "Part M4(1) Category 1: Visitable dwellings" applies to the scheme.

However, it is the intention of the design team to go beyond this and to achieve "Part M4(2) Category 2: Accessible and adaptable dwellings" where possible. The only exception to this is anticipated to be that providing a passenger lift to the residential occupants is impractical given the number of flats and their configuration.

Beyond this, every other aspect will be designed into the scheme as far as possible to aid in access for all into and around the building.

Some of the flats are significantly in excess of the minimum space standards to provide for a better quality of accommodation. However, these also provide opportunities for future adaptation. Beyond this, every other aspect will be designed

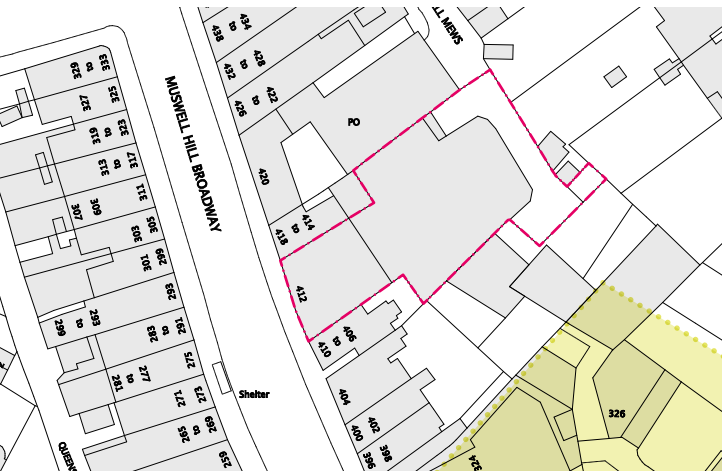
into the scheme as far as possible to aid in access for all into and around the building.

Some of the flats are significantly in excess of the minimum space standards to provide for a better quality of accommodation. However, these also provide opportunities for future adaptation.

5.05 Archaeology

The site is located near to an Archaeological Priority Area which covers parts of Muswell Hill. This has never previously been an issue in relation to the Application Site.

Given this Area is over 18m from the nearest face of the main building, with the land in between having recently been developed for housing, it is not considered that any further input is required.



Location Plan, with Archaeological Priority Area (yellow)

5.06 Basement

The existing building benefits from a small existing basement, used exclusively as plant space. This will be retained.

The 2018 approved design included a new increased size basement, as ancillary space for the commercial retail unit. This larger sized basement is removed in the current design.

5.07 Crime Prevention

Every effort has been made in the design and consideration of the scheme to follow common-sense principles to design out crime.

Presently, the rear access of the site is known to be a location for criminality and anti-social behaviour, and the proposals put forward are anticipated to combat this through creating more observed and secure places.

All sides of the site will be formed by either an elevation of the building or a boundary wall, all of which will discourage crime, protecting both the current neighbourhood and future occupants of the scheme.

5.08 Economic Benefits

By the provision of 7 additional flats and a refurbished ground floor commercial unit, this scheme ensures that this area of Muswell Hill and consequently Haringey Council benefits from the ongoing revitalisation of the shopping area, and also from an inflow of people looking to make this area their home.

5.09 Energy & Sustainability Strategy

Climate change is now an essential component of all construction projects, and although this is an existing building where as much of the original fabric will be retained or recycled as possible, the scheme seeks to incorporate long-term environmental sustainability as a key facet of the design.

This is an all-encompassing philosophy from the construction methodology, use of locally sourced materials and labour, through to a robust fabric enhanced through efficient technology controlling heating, cooling and ventilation and the use of renewable technology.

All aspects of the design will be carefully considered and reviewed regularly up until works commence on site to explore realistic methods to achieve in-construction and in-use energy saving and sustainability techniques.

This will be for the benefit of future occupants, building users, employees and the surrounding area by working to improve the built environment's resilience in the face of the on-going 'climate crisis.

5.10 Crime Prevention

The Applicant is proposing to name the building as follows:

"Imrose House"

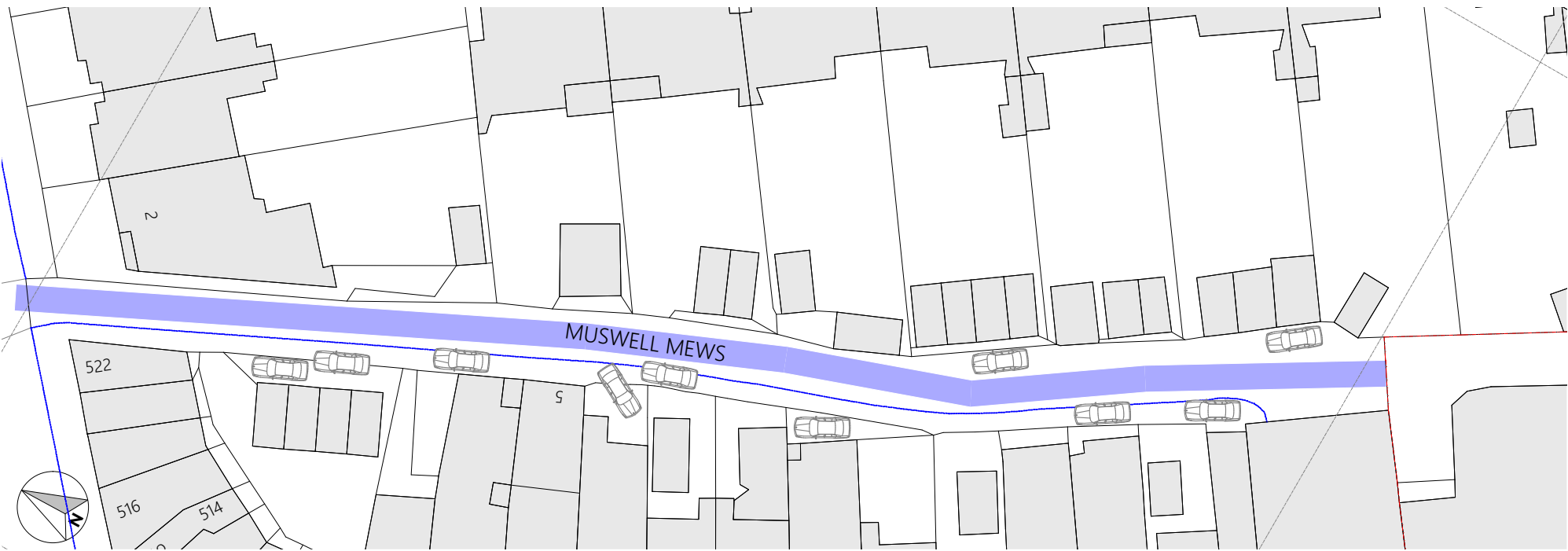
5.11 Existing Rear Access (Muswell Mews)

Rear access directly to the site is available via Muswell Mews, a narrow and congested single lane road that terminates at the site.

It is constrained and hazardous along it's 115m length to the gated entrance at 412 Muswell Hill Mews. The width fluctuates and the mews is not straight or easy to traverse. Alongside the fixed geography, there are trees, garages and other hazards combined with parking vehicles and refuse bins.

It is understood that no HGV or refuse vehicles use the mews, unless they reverse from the junction with Muswell Road.

Smaller vehicles, up to LWB vans, commonly use the mews including for access to the Post Office. There are no public turning spaces.



Location Plan of Muswell Mews (1:500)



Entrance to Muswell Mews, from Muswell Road
(Narrow access, with raised edges and bollards)



5 Muswell Mews / Rear 476-480 Muswell Hill Broadway
(Changes in road direction, parked vehicles, refuse stored)



4 Muswell Mews / Rear 464-468 Muswell Hill Broadway
(Congested, limited manoeuvring, local obstructions)



End of Muswell Mews / Rear 412 Muswell Hill Broadway
(Parking and garages, regular access for Royal Mail)



Entrance to Muswell Mews, from Muswell Road
(Narrow access, with raised edges and bollards)



Entrance to Muswell Mews, from Muswell Road
(Narrow access, with raised edges and bollards)



Entrance to Muswell Mews, from Muswell Road
(Narrow access, with raised edges and bollards)



Entrance to Muswell Mews, from Muswell Road
(Narrow access, with raised edges and bollards)



Entrance to Muswell Mews, from Muswell Road
(Narrow access, with raised edges and bollards)

Numerous sites, fronting either to Muswell Hill Broadway or Muswell Mews, store their refuse externally - on the pavement or road itself.

It's sensible to assume that both residential and commercial refuse is stored and collected from Muswell Mews, given the varied nature of the properties around. The exact arrangements for each property could not be determined, however it seems that the three main options would be:

- they are taken to the junction with Muswell Road for collection and then returned to their primary locations afterwards.
- refuse vehicles reverse from Muswell Road down to make collections.
- smaller refuse vehicles are used for collections to be made.

The previously-approved scheme contained a Transport Statement which shows the possibility for larger vehicles to turn within the proposed site (including for 7.5t Box Van and Phoenix 2-15N Refuse Truck).

Although the current building does allow this potential, the site has not been used in that way throughout the duration of the previous occupant's lease (since 2003). Private vehicles have used the site, for example management of the store, however no deliveries or collections (refuse or servicing) have occurred from this rear access given the constraints.

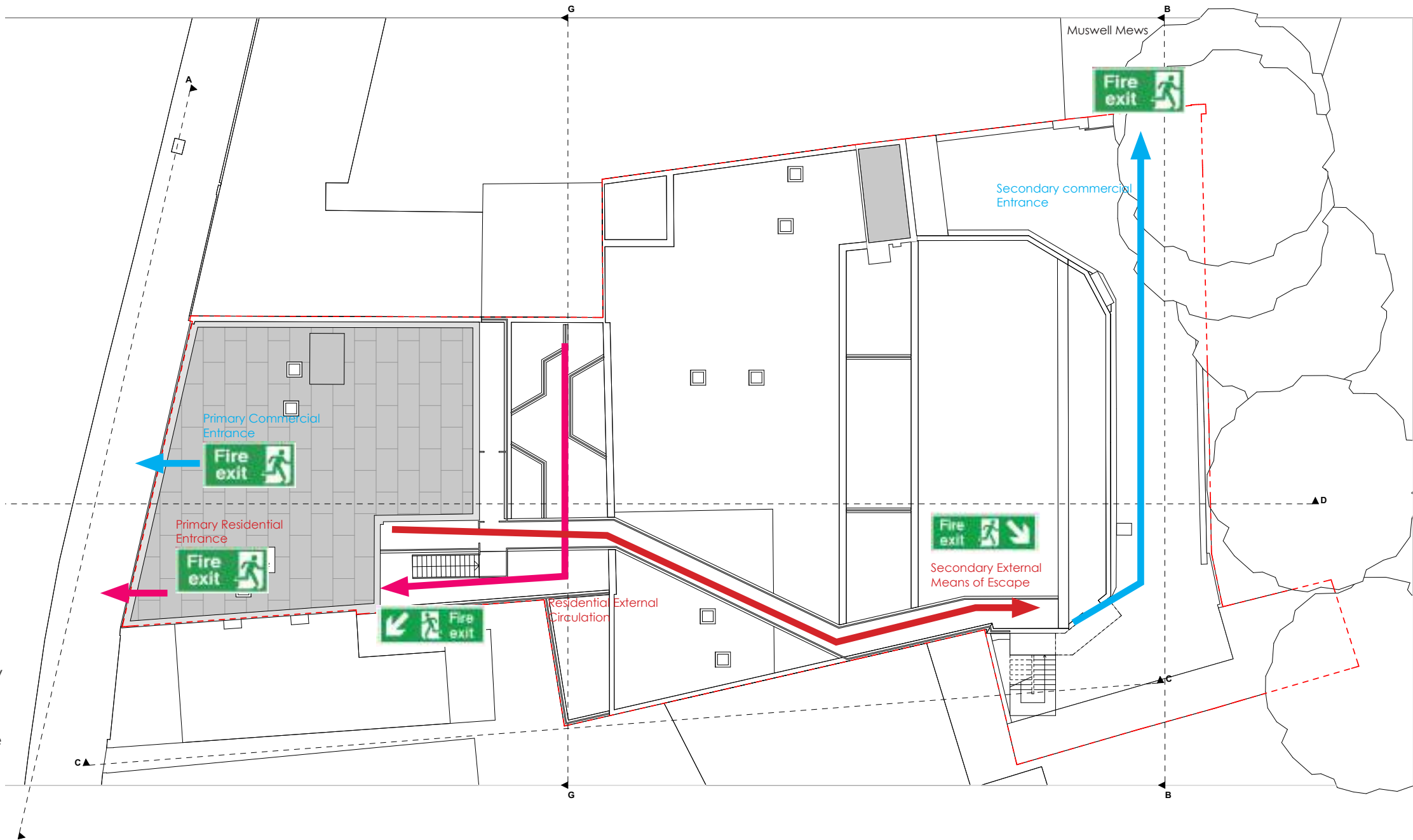
Dated photos show the gate being left open, which was understood to be common prior to 2019. Since then, the gates have been kept closed (due to them being used to commit crime) so no access or turning has been possible for any vehicles.

5.12 Fire & Escape Strategy

The details of the proposed fire and escape strategy will be carefully consulted with the appointed Approved Building Control Inspector, who in turn will discuss with the London Fire Brigade.

The following are the basic principles of the design at this stage, subject to further review:

- 1. The commercial shop has both front and rear fire escape access to the public realm.
- 2. Commercial and residential circulation is separated, with fire resistant construction for 60mins or greater (also providing acoustic and thermal performance).
- 3. Residential circulation leads to Muswell Hill Broadway at the front, and Muswell Mews at the rear via a secondary means of escape (via an external escape stair).
- 4. The residential circulation primarily fronts onto Muswell Hill Broadway, with access to all flats from there.
- 5. The first floor commercial space might also be given emergency access to this.
- 6. Given the distances involved, a Dry Riser is likely required to aid Fire Brigade access.
- 7. There is an Automatic Opening Vent to provide emergency smoke ventilation, activated in the event of a fire being detected for the communal circulation spaces.
- 8. A comprehensive detection and wayfinding system will be embedded within the project.



6.00 Refuse and Cycle Storage Strategy

6.04 Cycle Strategy

Reflecting the number and size of properties, the scheme is required to provide secure cycle storage for 18 bicycles on site. There is also a requirement to provide a reasonable allocation of easily accessible spaces.

As was previously approved, the small unused structure at the rear of the site, which has been derelict for a significant amount of time, will house these spaces in the following allocation:

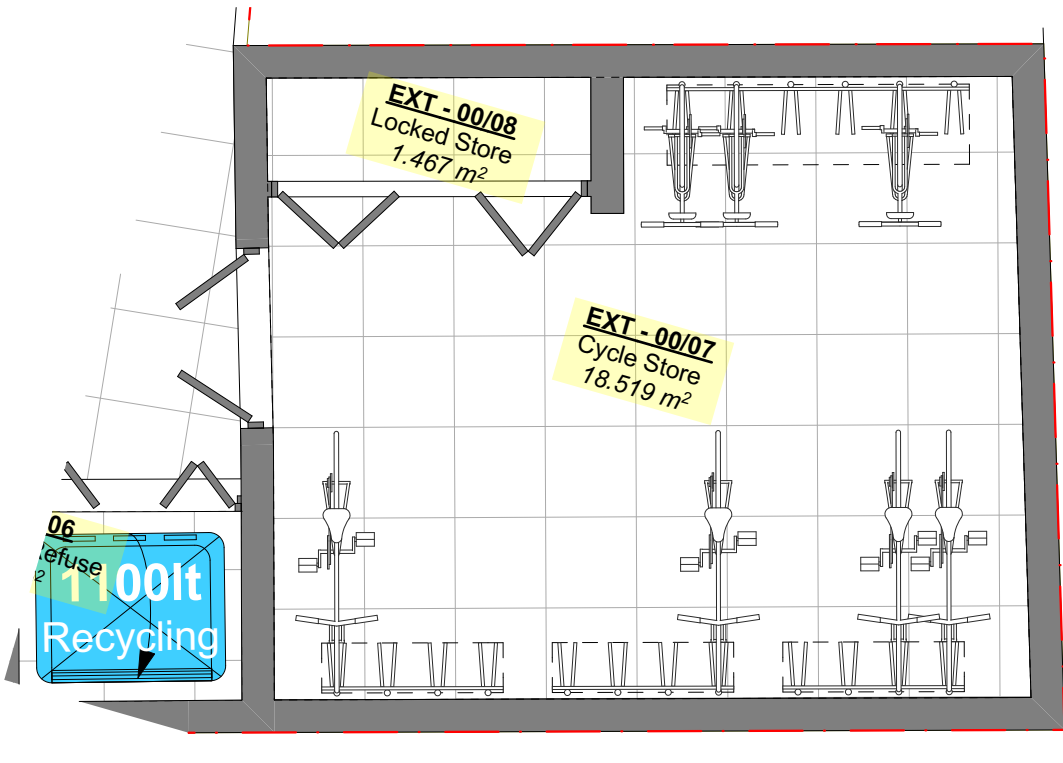
- 12 x Horizontal Cycle Hoops (for easy access)
- 6 x Vertical Cycle Hoops

All will be located, accessible from the end of Muswell Mews, via secured gates and doorways. Residents will each be given an electrical fob to access these areas.

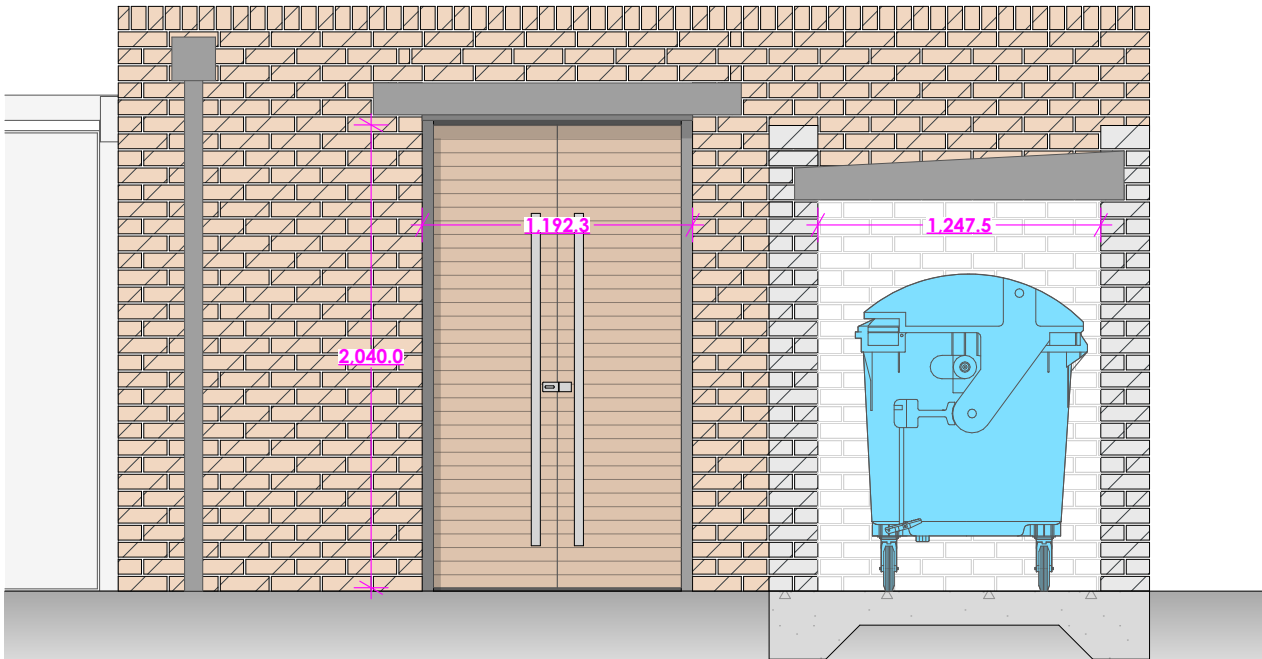
The existing structure will be retained if possible, with a new watertight roof and remedial works to ensure it's suitability. Should the structure be found to be defective, then it would be re-built to match both the existing and drawings shown here.

The height of the building will be raised by 400mm in order to accommodate the height of the bicycles and new roof parapet.

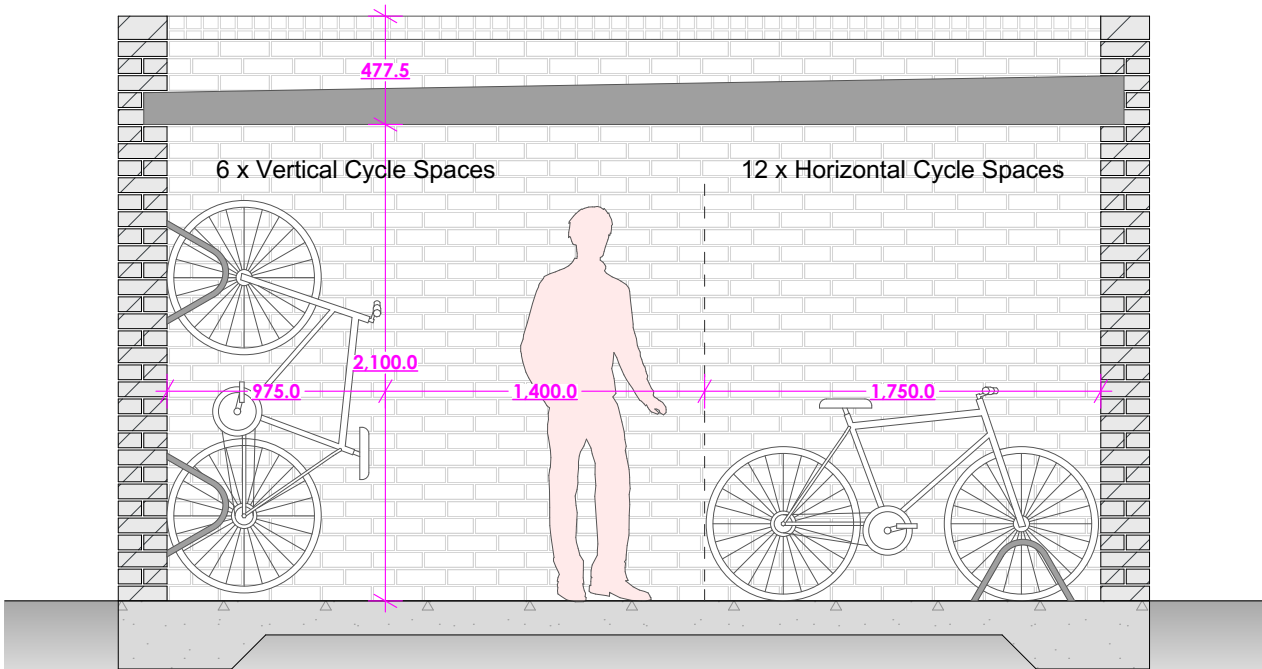
If any further information is required it would be appreciated if the Agent could be contacted.



Residential Cycle Store - Proposed Plan



Residential Cycle Store - Proposed Elevation



Residential Cycle Store - Proposed Section

6.06 Residential Refuse & Collection Strategy

Previous proposals for the site had provided for daily kerb-side collection of the proposed residential refuse and recycling from Muswell Hill Broadway.

However, given that policy has changed an alternative on-site option is provided within this application.

A covered and secured refuse and recycling store has been created at the rear of the site adjacent to the Cycle Store, for easy access.

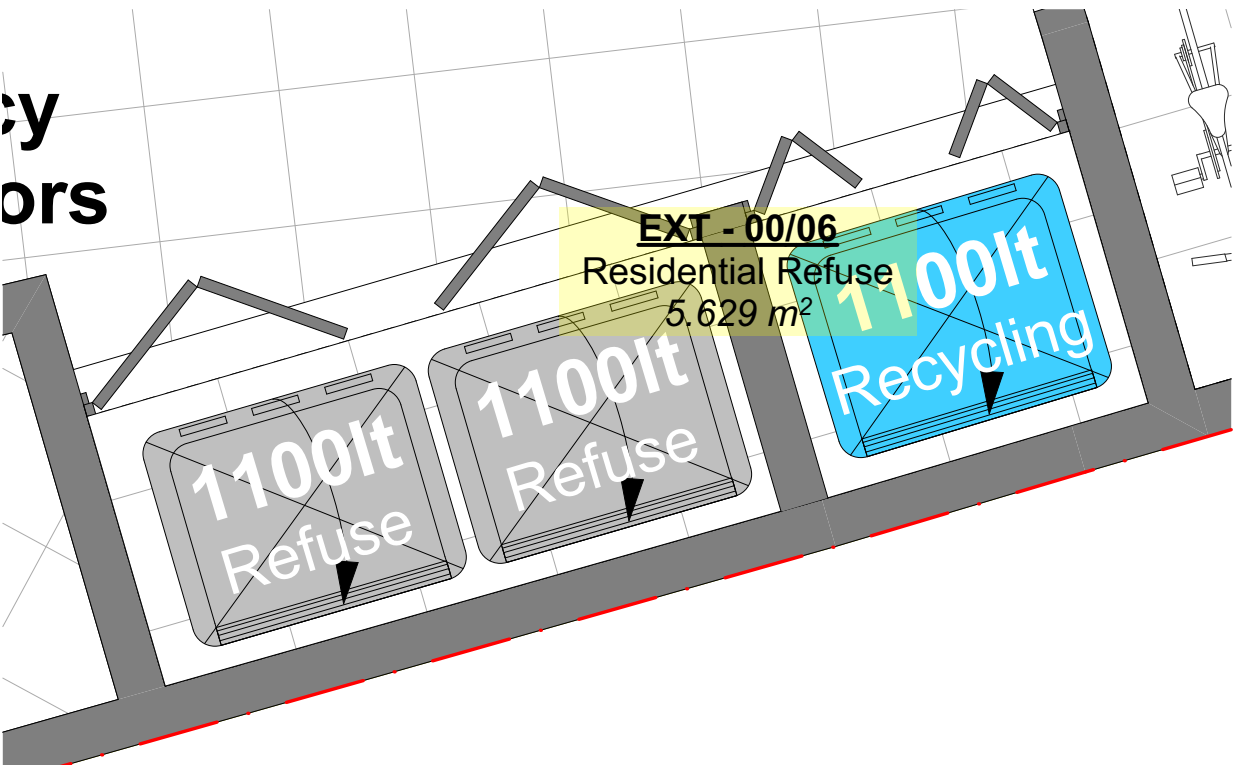
Collection can be completed by moving the bins to Muswell Mews at an agreed location and time for easy collection, being returned after.

The refuse store can be accessed by residents via the rear escape staircase or Muswell Mews and has the capacity for the following, based on a weekly collection for all nine of the flats proposed:

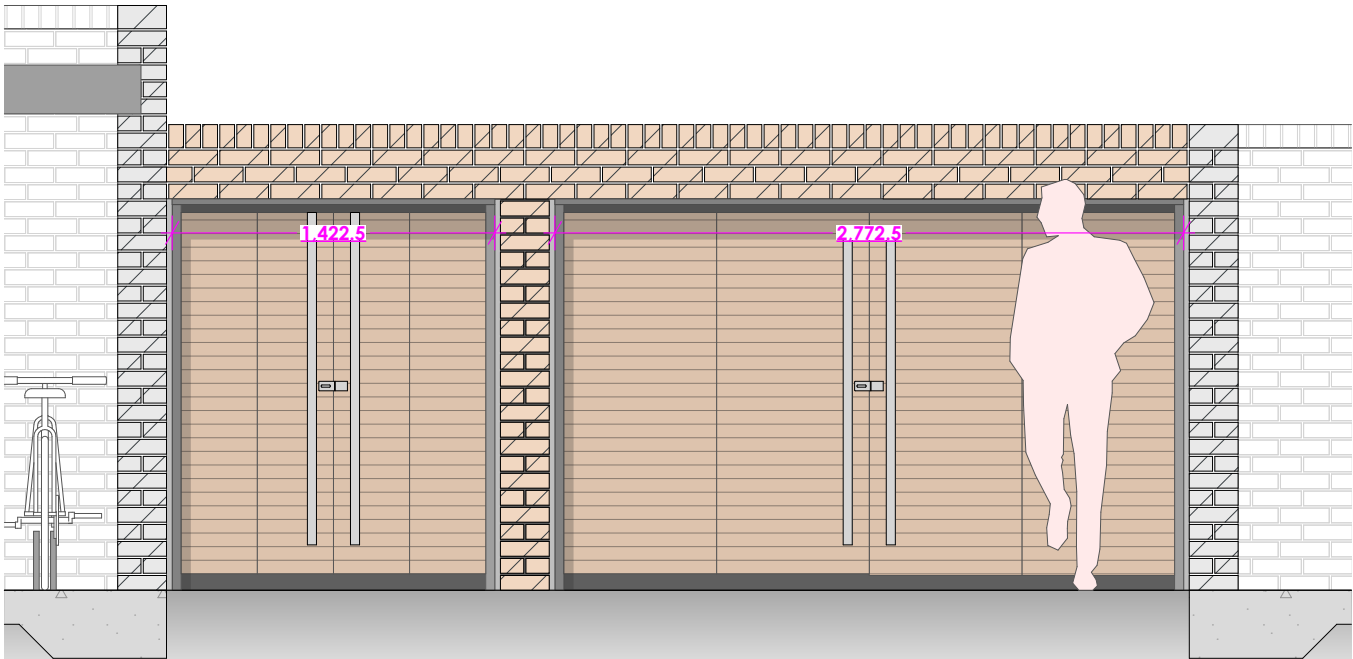
- 2 x 1,100L Eurobins for Refuse
- 1 x 1,100L Eurobin for Recycling

Residents will each be given an electrical fob to access the area and the store specifically.

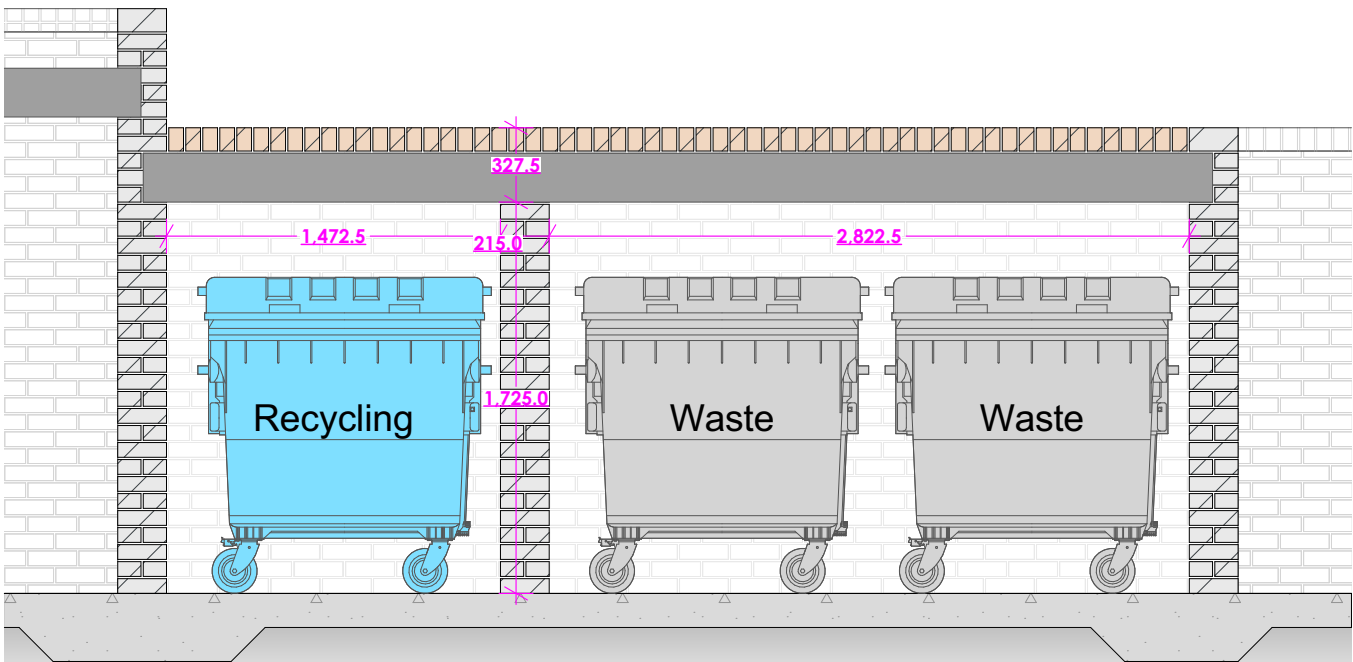
The existing boundary wall will be used along with matching bricks as far as possible. A simple flat roof will be constructed, with secure timber doors to match the cycle store.



Residential Refuse Store - Proposed Plan



Residential Refuse Store - Proposed Elevation

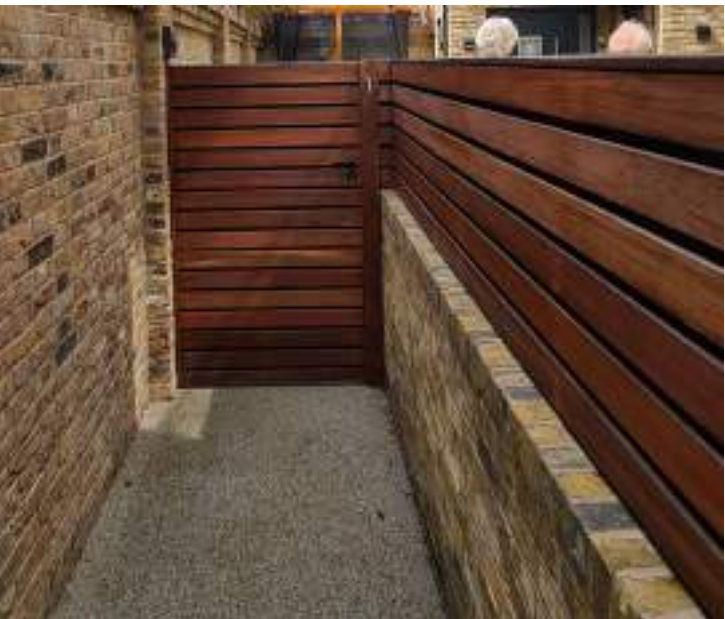


Residential Refuse Store - Proposed Section

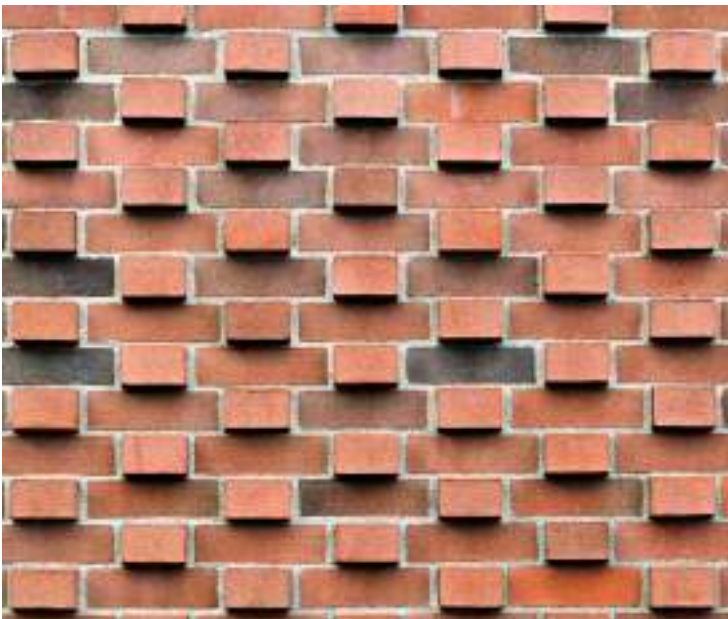
7.00 Precedents & Examples

7.01 Project & Material Precedents

Wood and Brick combined for small outdoor terraces' walls.
Pattison Road Project



Fretted Brickwork
Tottenham Lane Project



Aluminium Windows and Concrete Copping
Kenilworth Road Project



Soldier Course Brickwork
Dudden Hill Project



7.02 Crawford Partnership Precedents

We have a long record of designing and delivering residential developments of different scale and complexity across London. Often these are working in constrained sites, conservation areas or urban in-fill plots where we need to provide a high-quality of residential accommodation.

We understand the realities of delivering complex and challenging residential and mixed-use schemes, working closely with all stakeholders (planners, building control, neighbours, community groups and end-users) to create solutions to the on-going housing crisis.

This page shows some examples of our previous and current projects similar to the proposed.



(Below) Tottenham Lane, Crouch End

Arbutus Street, Hackney

(Above & below) George's Road, Islington





We have successfully completed numerous residential schemes using flexible design and innovative technology to make even the most difficult sites into wonderful new accommodation. These opportunities benefit both the end user and the wider context by creating new residential space from sites of very little architectural merit - helping to improve the street scene and encourage new use of derelict sites.

These kinds of properties have become part of our signature design ethos. Most of them come from land which would previously have been occupied by disused building stock.



The transformation of these sites into modern family homes with plenty of natural light are key in utilising brownfield sites in London.





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