





## 3.0 DESIGN PRINCIPLES

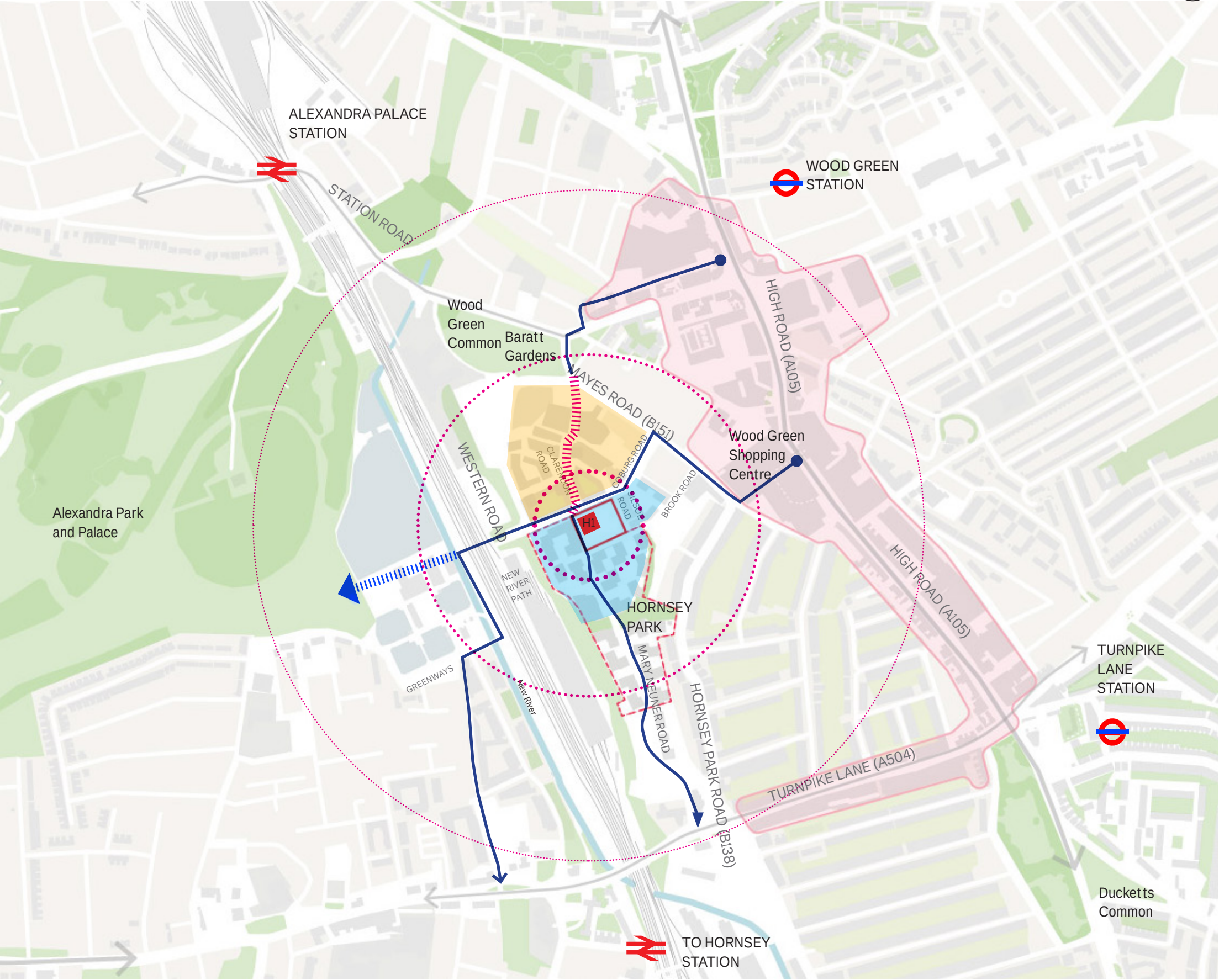
3.0 DESIGN PRINCIPLES

3.1 Design Ambition

Since consent of the masterplan in 2018 the context for the Phase 4 has continued to evolve, with emerging regeneration particularly to the north and east of the plot. This has given Phase 4 increased prominence and a more significant role to connect, mark and orientate at the threshold of the Clarendon Gasworks Masterplan, and on the axis of Mary Neuner Road and Coburg Road. Our design intent has been to evolve a response that fully embraces the regeneration ambition and provides a significant positive contribution to the future community with a character particular to the locality.

Key:

- Site Boundary
- Clarendon Gas Works Site Boundary
- Wood Green High Street and Local Shopping
- Cultural Quarter
- Urban Quarter
- H1 Landmark Building
- Main roads
- Main pedestrian links
- Main roads
- Local vehicular routes
- Proposed future pedestrian link
- Proposed Cultural Quarter future link

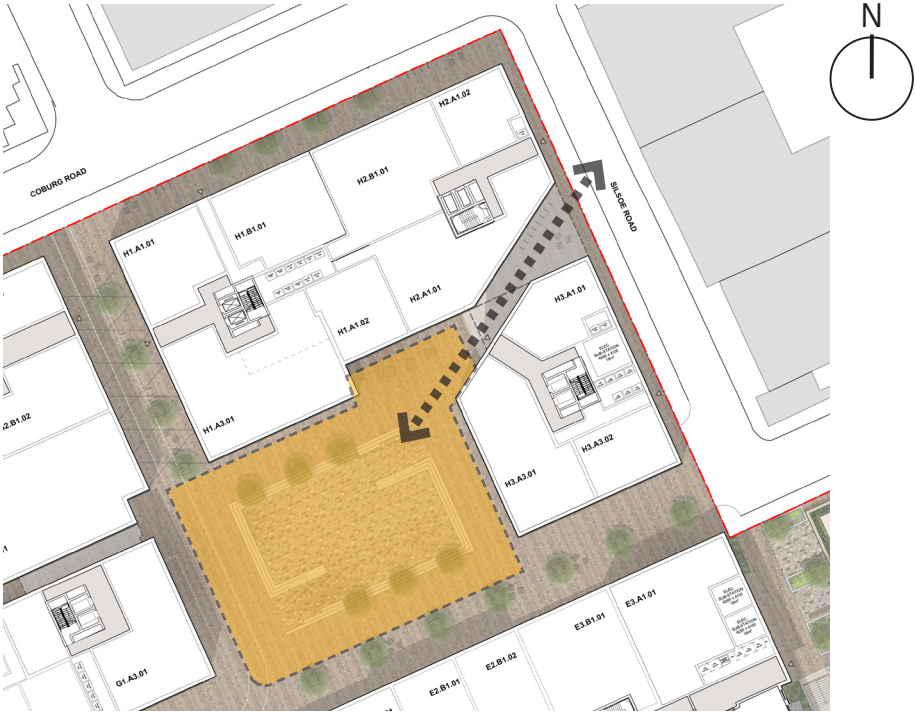


3.2 Development of the Illustrative Scheme

The illustrative design to the masterplan has been used as our starting point and benchmark in developing the architectural response for Phase 4. Our analysis of this illustrative scheme, along with further understanding of the emerging local regeneration, outlined the following key opportunities:

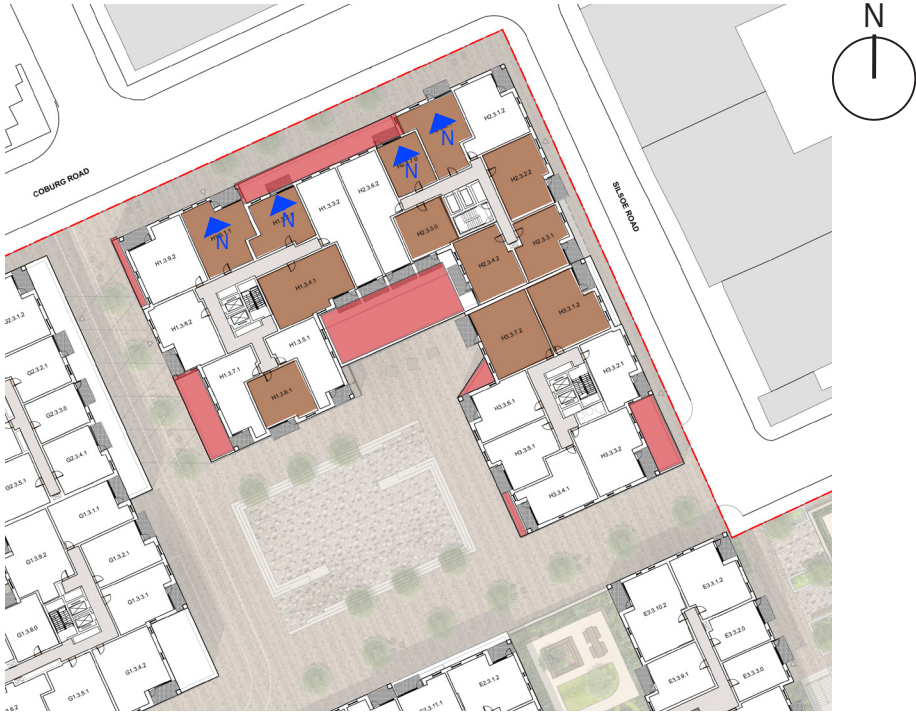
- Potential to make a more welcoming and visible link from Coburg Road to the new public square
- Potential for a clearly identifiable ‘marker’ building that would denote the presence of the square and the key axial routes connecting to the Cultural Quarter and along Coburg Road

- Potential to provide a more active square, responsive to the community needs and with increased greenery, giving it a more local identity
- Potential to consolidate and improve the common external amenity offer for Phase 4 residents
- Opportunity to incorporate improved fire safety with 2 escape stairs per core



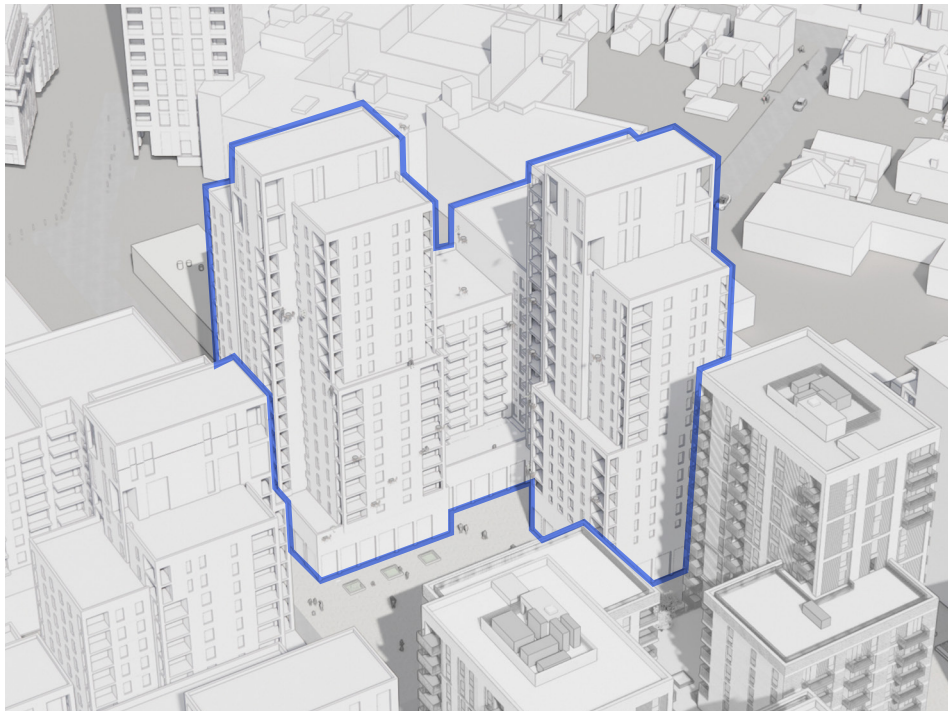
Phase 4 Illustrative Scheme Ground Floor Plan

Route between the square and Silsoe Road provided via an undercroft link, concerns raised over safety and management.



Phase 4 Illustrative Scheme Typical Floor Plan

The 3 co-joined buildings provide less opportunity for dual aspect at typical level



Phase 4 Illustrative Scheme Massing

Phase 4 massing is highly articulated, similar to earlier lower scale phases of the masterplan, with equal hierarchy between H1 and H3

### 3.3 Design Evolution

To explore the potential opportunities identified in the analysis of the illustrative scheme we developed a varied array of site 'diagrams', shown opposite and on the adjacent page.

Schemes relating to these diagrams were appraised through the pre-application dialogue with the London Borough of Haringey. The selected option (highlighted in blue) was agreed to provide the best potential benefits to the site.



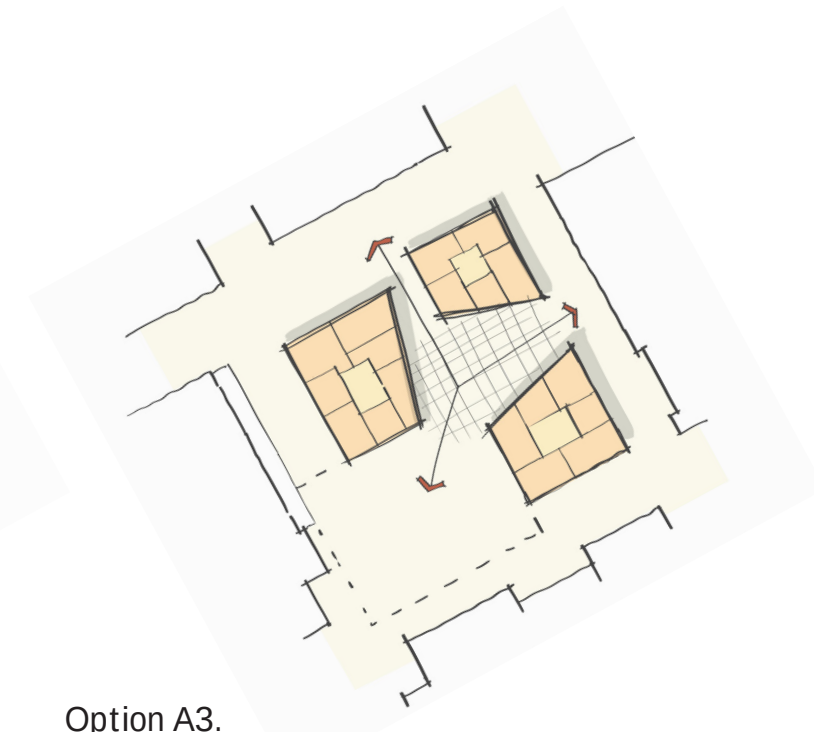
Option A1.

Co-joined buildings with positive courtyard – provides a strong definition of the square and residents amenity but less permeability to Coburg Road



Option A2.

Separated buildings opening routes – provides the maximum permeability to Coburg and Silsoe Road but concerns raised over the quality of the new space generated between the buildings



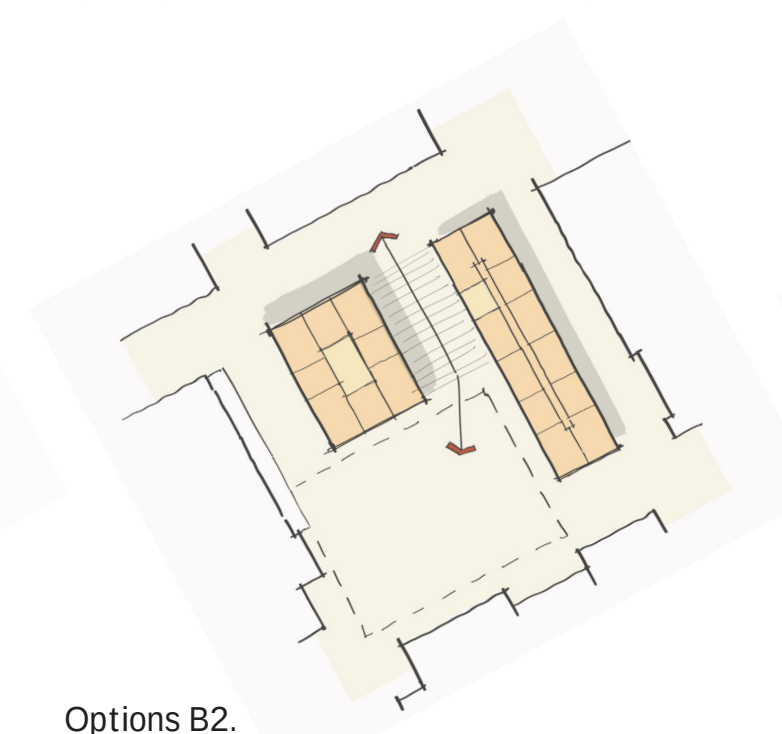
Option A3.

Three similar buildings shaped to improve courtyard – distinct, similar character to all three buildings forming a more positive space between them, concern over relation to masterplan and requirement for space between them



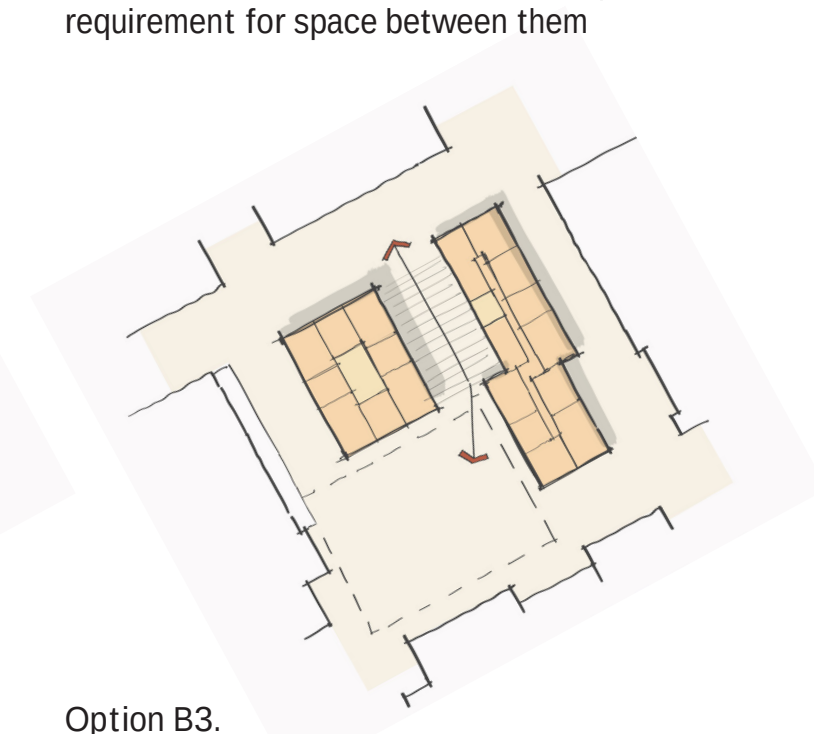
Option B1.

Two similar buildings with gallery access arms – buildings form a strong courtyard with link through to Coburg Road



Options B2.

Point block and linear building - two distinct buildings as a marker and perimeter block with direct route connecting Coburg Road and the square

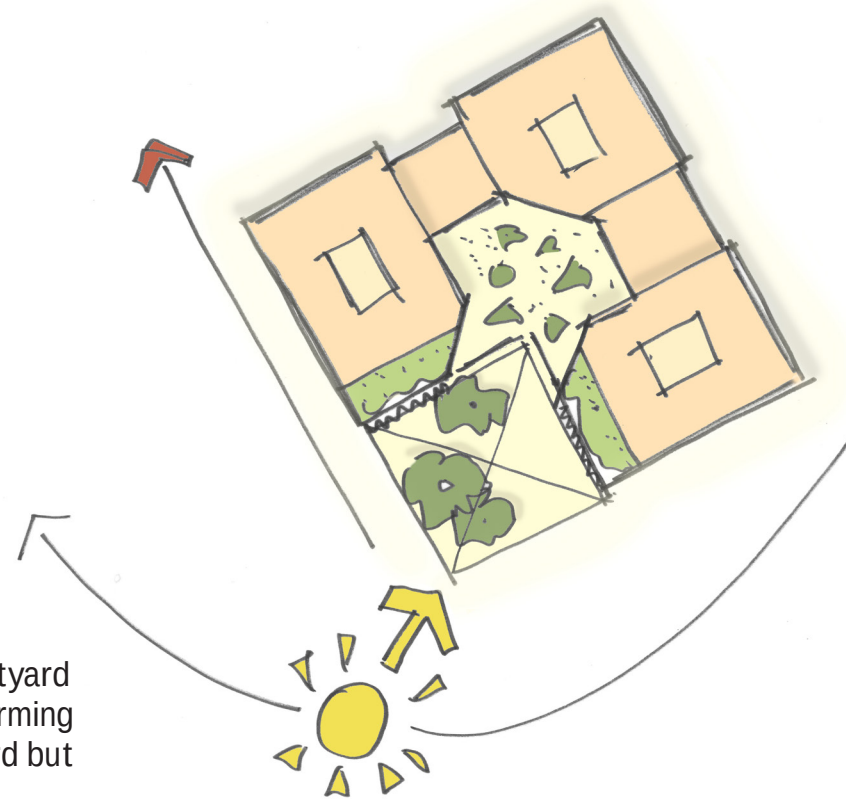


Option B3.

Point block and staggered linear building – as Option B2 but with break in the linear form to provide more corners and dual aspect

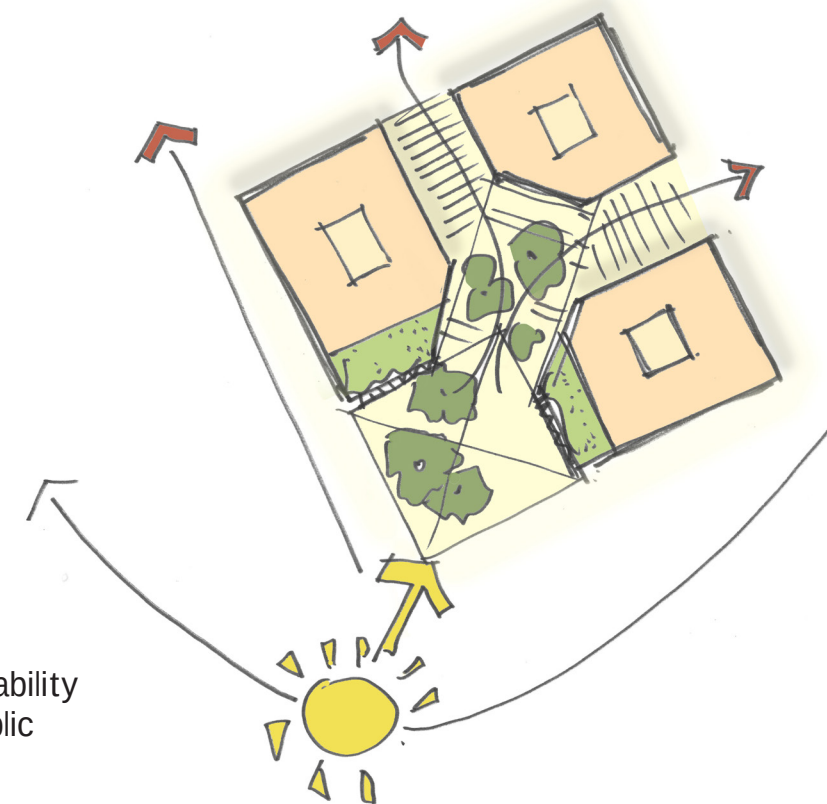
#### Option A4.

Three shaped buildings with positive courtyard amenity – partially connected buildings forming strong relation to the square and courtyard but less permeability



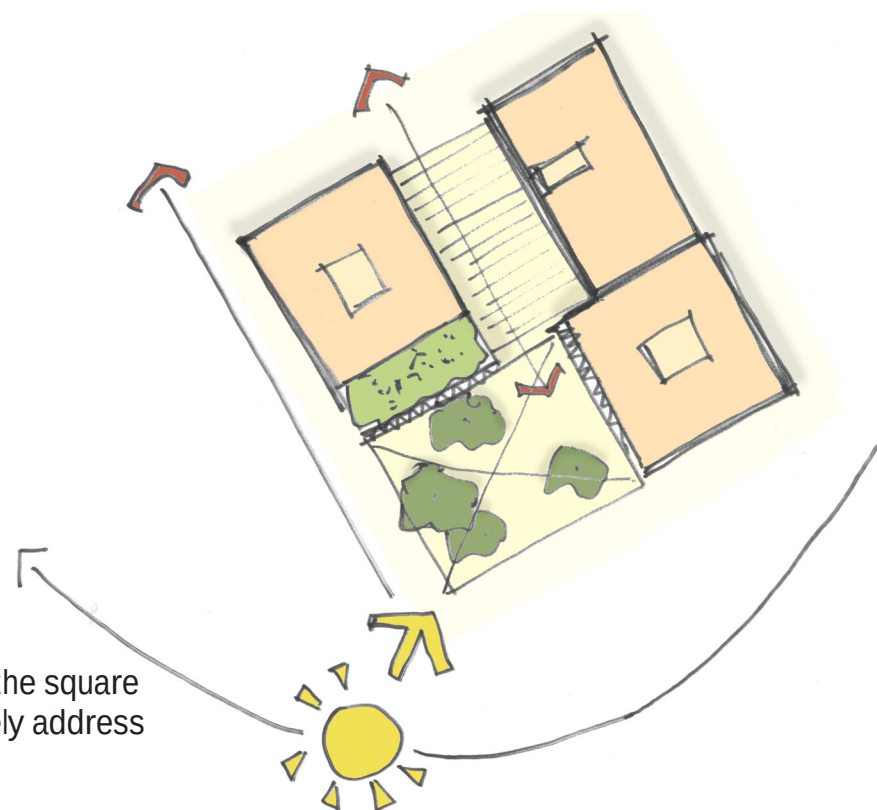
#### Option A5.

Three shaped buildings with public permeability – 3 distinct similar buildings form new public avenues to Coburg Road and Silsoe Road



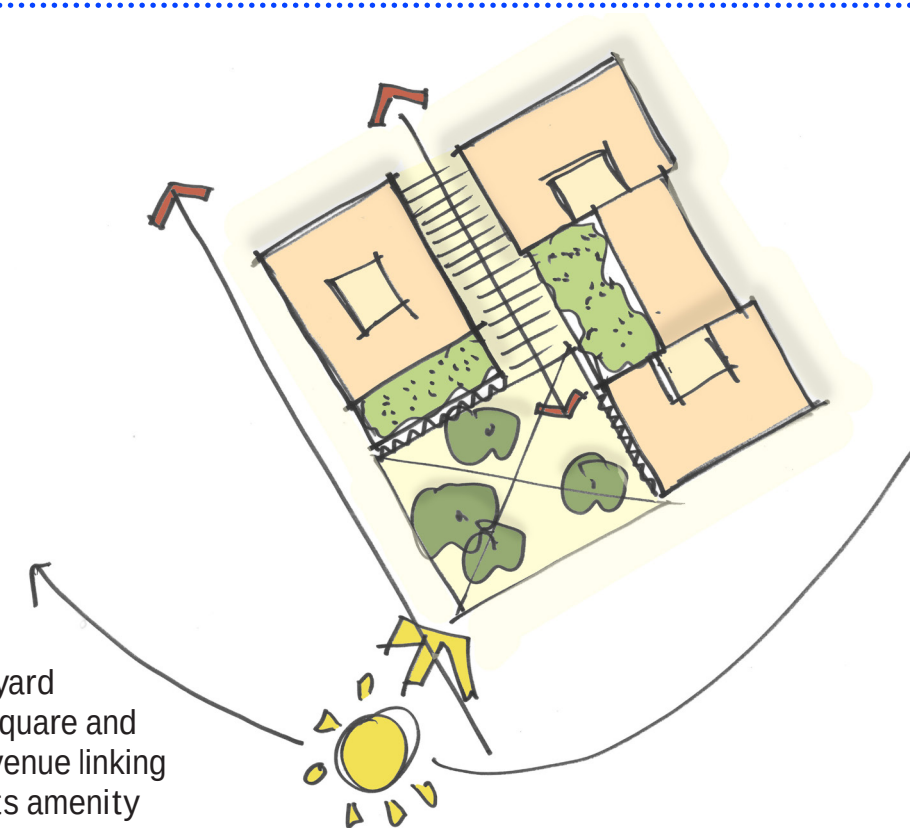
#### Option B4.

Buildings creating stronger address to the square – both taller buildings turned to positively address the square



#### Option B5.

All corners defined and raised courtyard introduced – positive definition to square and outer corners of the plot, defined avenue linking to Coburg Road, and raised residents amenity incorporated



## 3.4 Design Concept

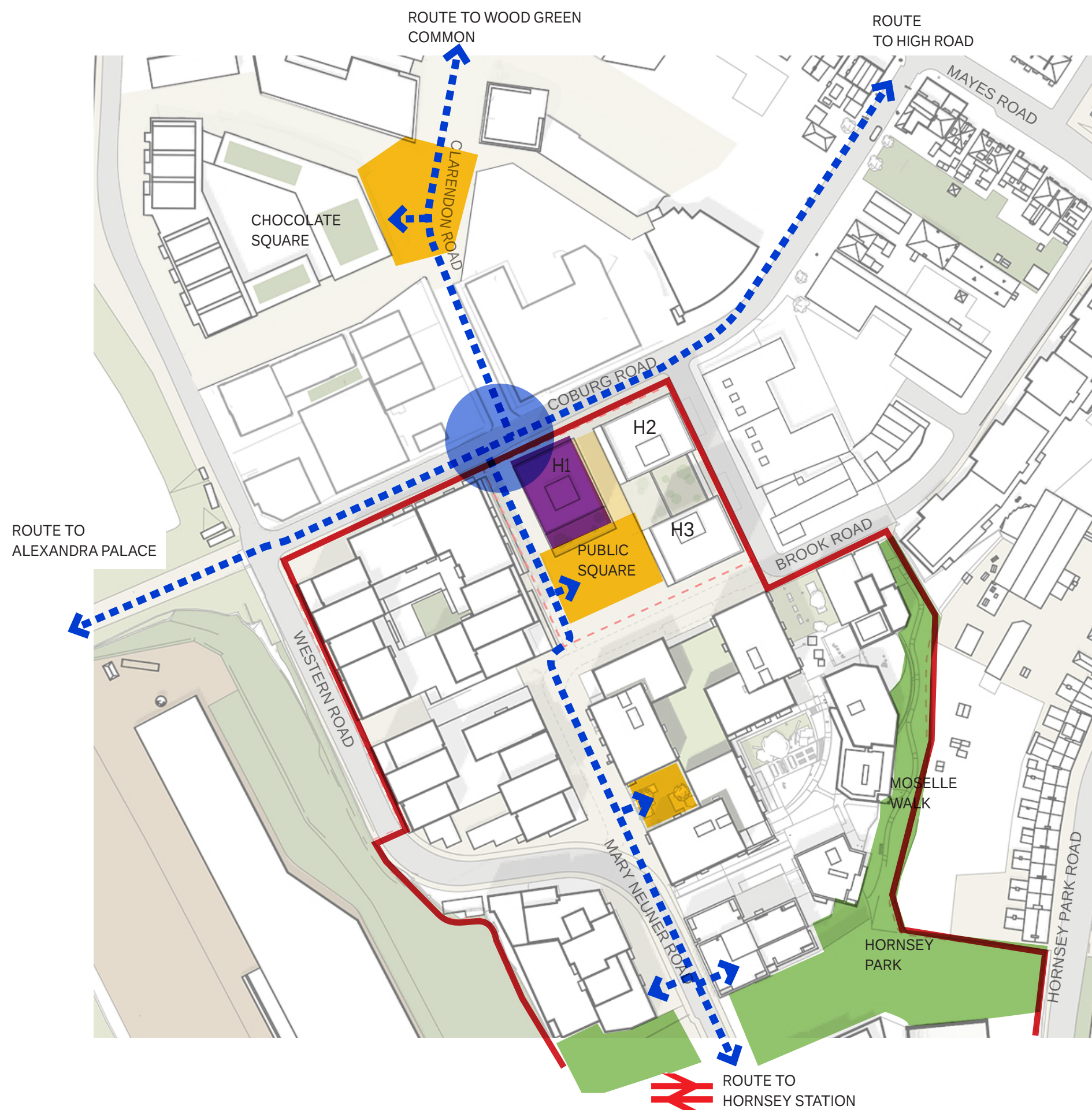
### 3.4.1 Building Hierarchy

The proposals for the site have developed in response to the regeneration aspirations set out in the Wood Green Area Action Plan, and the urban strategies outlined in the Illustrative masterplan and Parameter Plans.

This phase is located at a strategic junction between Coburg Road, a primary east-west route linking Wood Green Station and High Street to Alexandra Palace, and a new north-west spine which connects the developments of the masterplan to the emerging cultural quarter to the north of the site. This location offers a unique opportunity to create a marker building of high quality, designed with the principles of sustainability at its core, which will become a landmark and exemplar for the area.

Key:

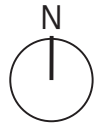
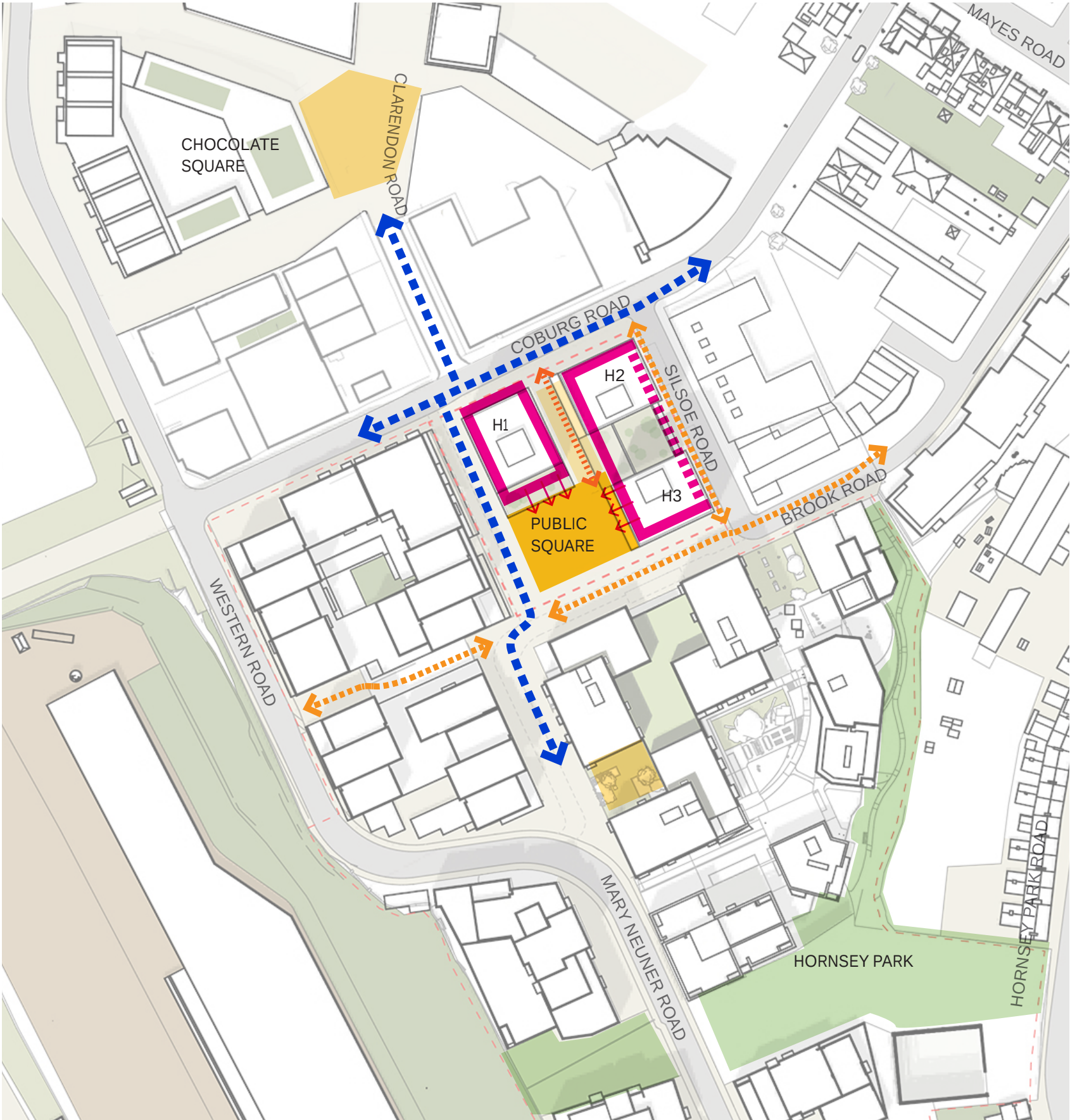
- Public urban spaces
- Public green spaces
- Marker building
- Key routes and connections



3.4.2 Site Permeability

Additional (open to air) permeability provides more active frontage, landscape opportunity and connectivity to enliven this crucial part of the masterplan

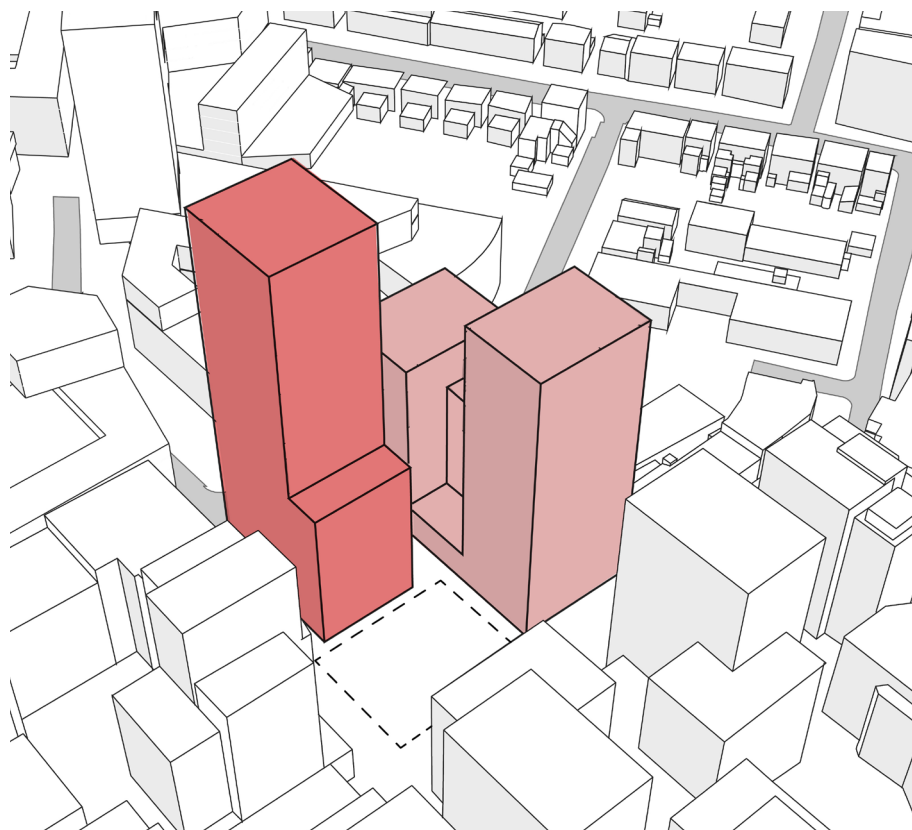
- Key:
- Public urban spaces
  - Public green spaces
  - Primary frontage
  - Secondary frontage
  - Primary routes
  - Secondary routes



3.5 Massing Concept

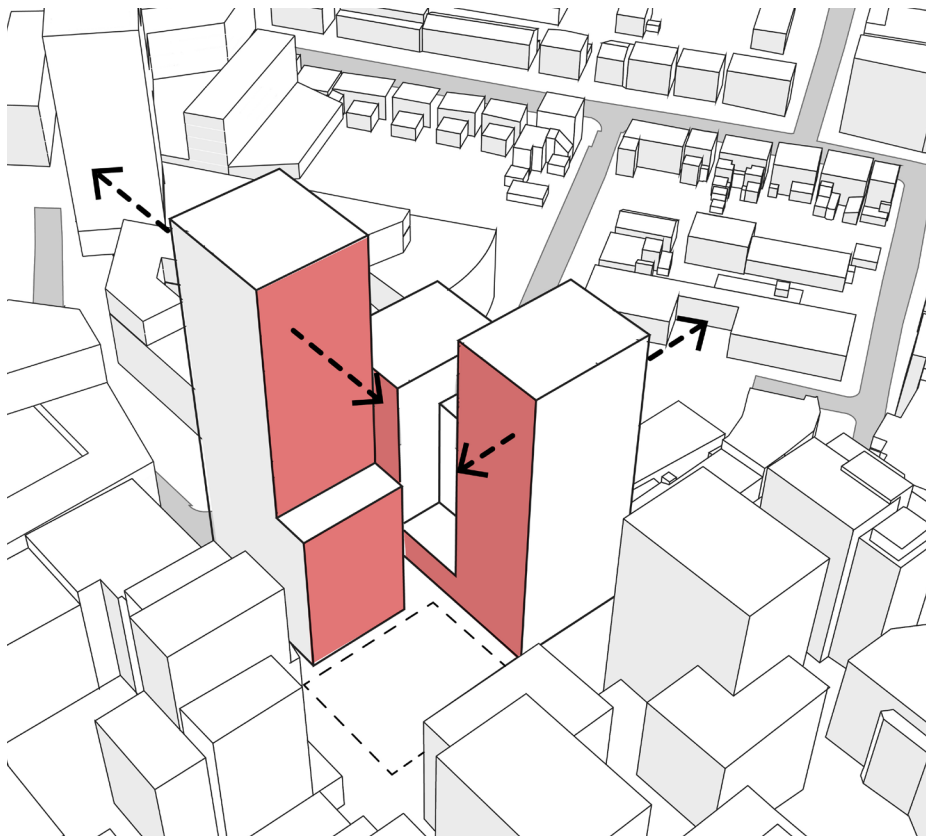
The proposed scheme has been designed holistically to make full use of the benefits and opportunities of the site, respond to its strategic location and the aspirations set out in the AAP, and maximise the provision of good quality homes and public realm.

The adjacent series of diagrams describe the key concepts of the scheme.



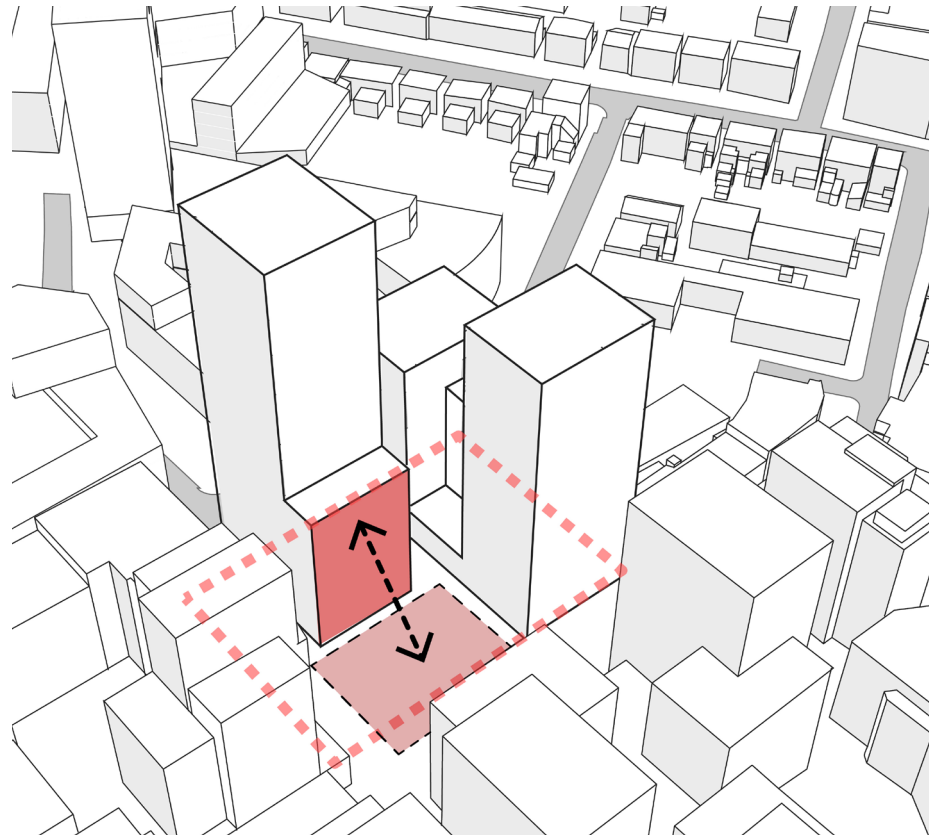
1. Building Typology | A Marker Tower

H1 as a distinct tower typology, contrasting with H2 & H3, and acting as a marker for the masterplan and new square



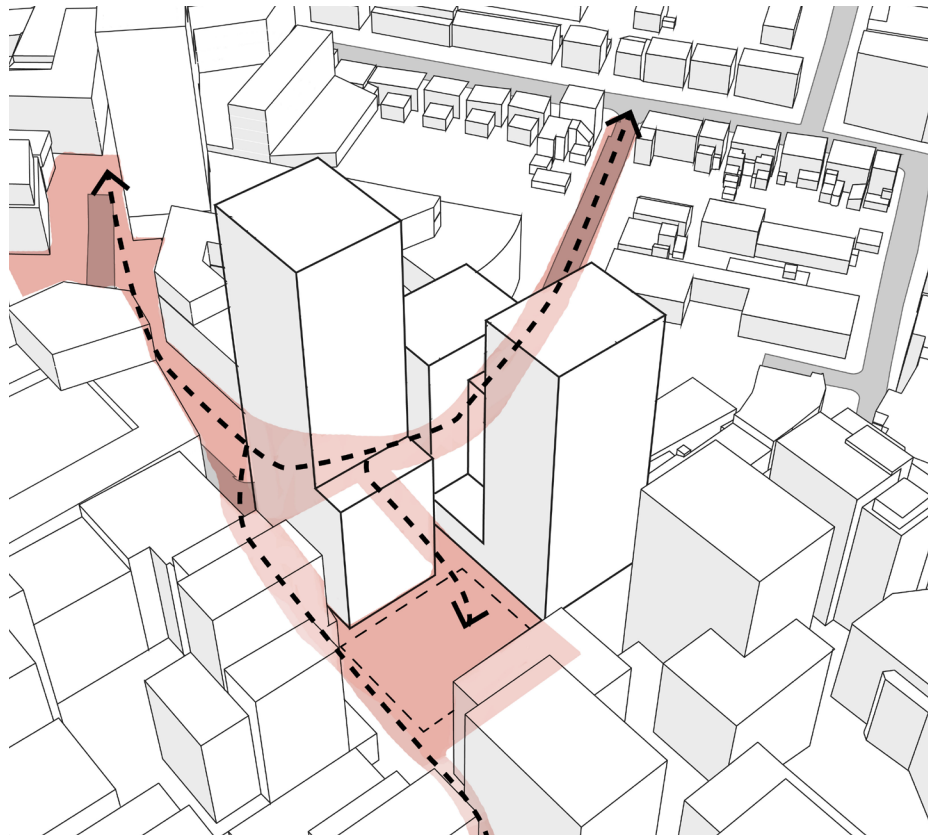
2. Aspect | Orientation

Rectangular buildings with facing shorter edges orientated to address the square



### 3. Addressing the Square

Building setbacks create lower datums to providing more intimate scale to the public spaces



### 4. Connectivity

Permeability on all sides of H1 helps to integrate the masterplan with the emerging regeneration to the north



### 5. Environmentally Responsive Design

Buildings formed to define residents amenity with good access to sunlight and views