

THE PRINTWORKS

PURPOSE BUILT STUDENT ACCOMMODATION SCHEME

819-829 HIGH ROAD, TOTTENHAM, N17

BCLG PRESENTATION

AUGUST 2023



SCHEME OVERVIEW

Following the principles set out in the adopted masterplan, the proposals build on the 'behind the High Street' typology to provide new, high quality homes for students, associated amenity spaces, and places to work in Tottenham within the heritage context of the High Road and Conservation Area.

The conservation, restoration, and extension of the existing historic terrace forms the central driver for the scheme as this 'front door' setting informs the massing, access, and architectural treatment of the proposed new buildings beyond.

The area behind Nos. 819-829 High Road is partly car park and partly covered by a light industrial shed providing a key opportunity for redevelopment. A series of new buildings have been designed around courtyards to accommodate PBSA, commercial space, and amenity spaces at a density and distribution appropriate to the overall masterplan and heritage context.

Brunswick Square is re-imagined as an active, vibrant, and welcoming gateway, providing a safe and fully accessible entrance to the Printworks scheme. This new public space facilitates an east-west link to the wider masterplan sites in the future and marks this important threshold to the new neighbourhood.

The careful consideration of access is further supported through the revised designs for Percival court, to the south of The Site, where another masterplan link is enabled, with due regard for the consented proposals at No. 807 High Road, also submitted by the same Applicant.

Importantly, the design now proposed retains the principles already accepted and established by the extant permissions at the Printworks site.

Positive feedback was received from LBH Design Officers during the Pre-Application consultation process:

Officers stated that they were satisfied that F3's presentation had responded positively to all previous concerns raised. They could see a coherent design that creates an attractive student complex, with active and vibrant ground floor frontages. The use of duplex units to the western façade were also considered to be a positive and a clever way of addressing previous concerns.

Officers stated that the historic context has been thoroughly considered and all historic aspects appear to have been addressed.



FIGURE 1. Aerial View

THE SITE



The Site red line application boundary is located within the London Borough of Haringey (LBH) close to the northern boundary with the London Borough of Enfield. It sits within the High Road West portion of the NT5 allocation earmarked for future development. The eastern portion of The Site sits within the North Tottenham Conservation Area, and the Tottenham High Road Historic Corridor.

The overall application site area is 0.36 Ha (0.89 acres).

The Site is located on the west side of the historic Tottenham High Road, with Peacock Industrial Estate forming its western boundary. It is enclosed by Brunswick Square to the north of The Site, and a number of sheds and a High Road building to the south, meeting Percival Court in the south west corner.

It extends back 70.2m from the High Road, and 43.7m north to south, extending a further 18.5m in the south west corner to encompass a small car park to the south of the large shed behind nos. 819-821 High Road.



FIGURE 2. View of Printworks looking from the HR (1)



FIGURE 3. The Printworks looking south east (2)



FIGURE 4. Aerial Photograph of The Site (3)



FIGURE 5. Site Keyplan



FIGURE 6. High Road Context

Nos. 819-829 High Road

THE PRINTINGWORKS

The Tottenham and Edmonton Weekly Herald was published from circa. 1860 and survived in various forms up until the 1980s.

Crusha and sons Printers was present on The Site from at least the 1880s, employing four men and ten boys in 1881. Edwin Herbert Crusha worked as a publisher's assistant and reporter in the 1860s before becoming the editor of the Tottenham and Edmonton Weekly Herald and registrar of births, deaths and marriages for Tottenham.

Both the printers and newspaper offices started out in No 823, in which they remained, and were present for a brief period in 821 in the 1930s. From the 1950s onwards, the business expanded into 825-827, encompassing 829 in the 1960s. .

The larger Herald print works was constructed behind No. 819 and No. 821 in the early 20th Century – much of the brick walls to this structure can still be seen on site today.

The proposed scheme restores the High Road buildings, and the history of the Printworks informs the design of the new building by way of it's ribbon like elevations and curved corners, reminiscent of the printing press.

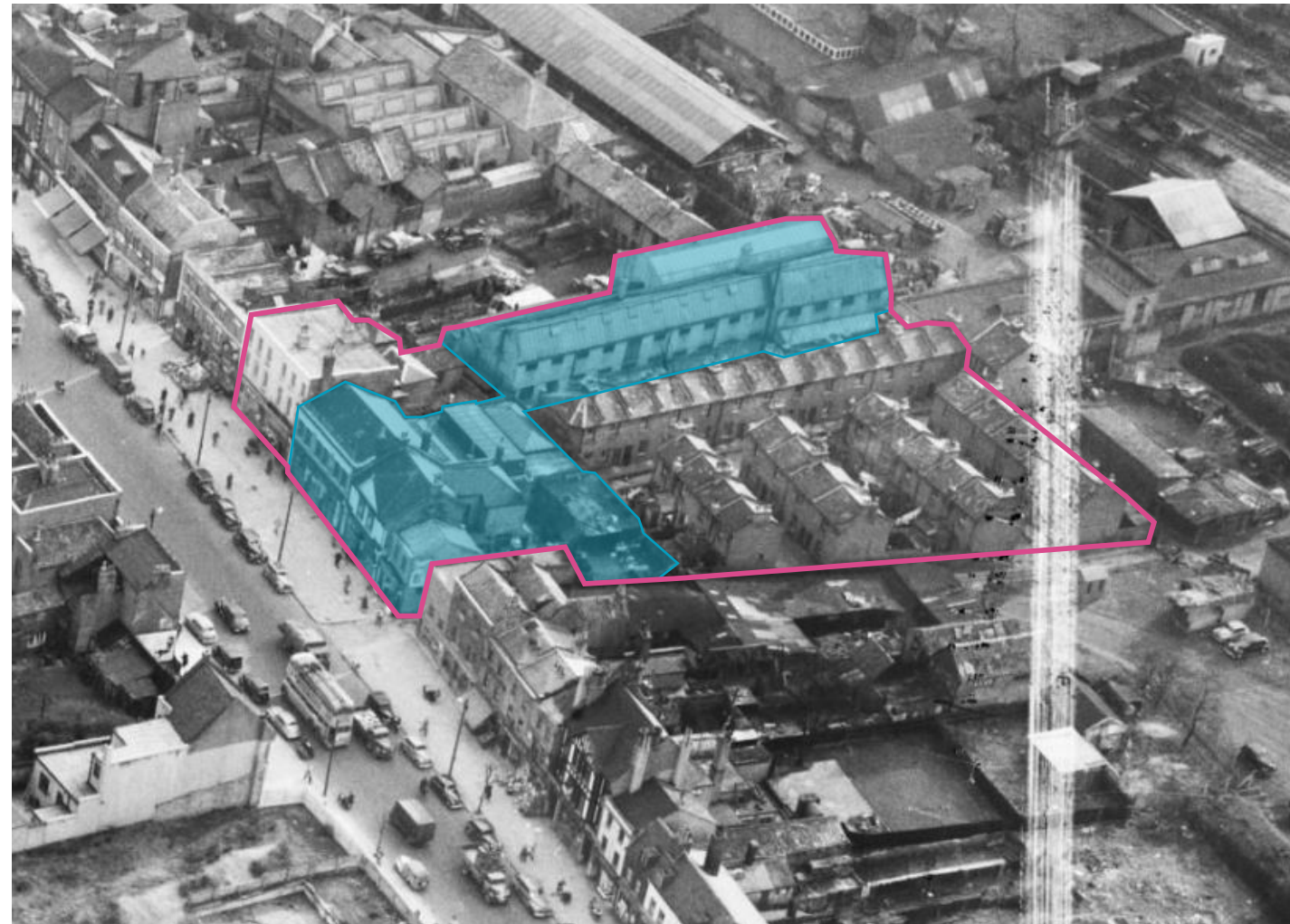


FIGURE 7. Aerial Photo 1952

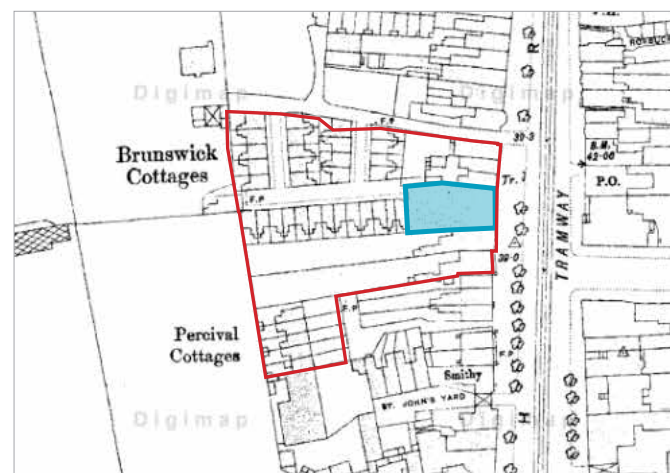


FIGURE 10. 1890s

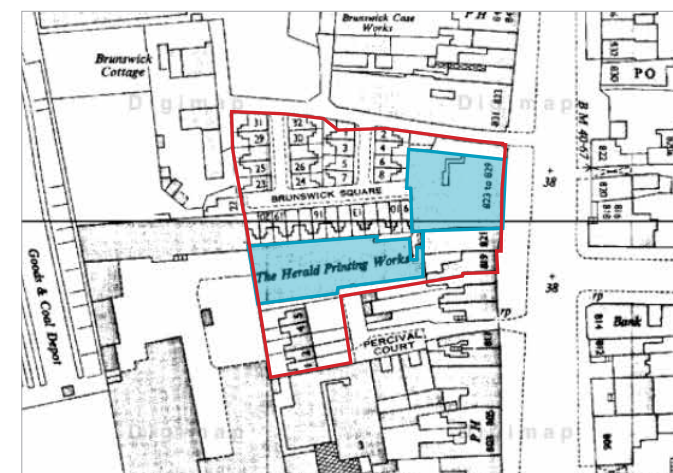


FIGURE 11. 1950s

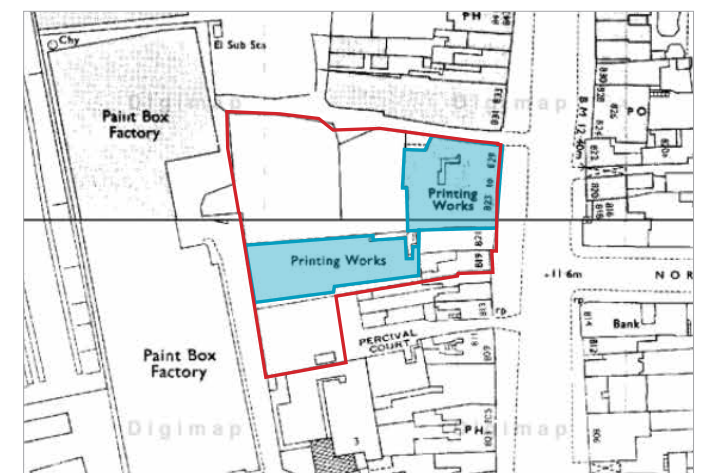


FIGURE 12. 1970s

KEY

- Site Boundary
- The Print Works

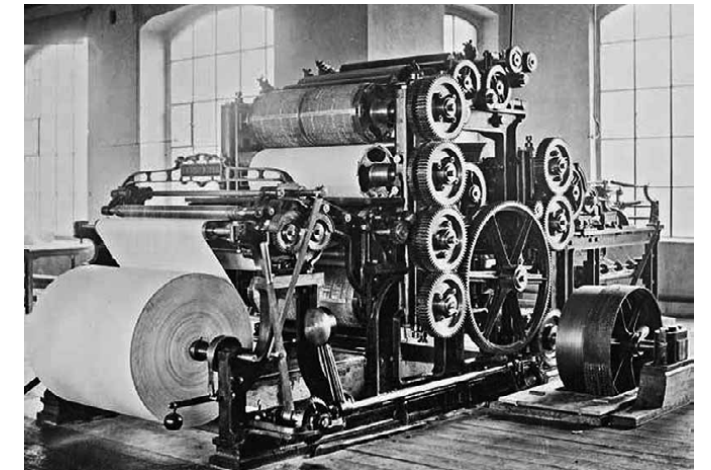


FIGURE 8. Example of Late 19c Printing Press



FIGURE 9. Example of Newspaper Printing Roller

LENLEASE APPROVED MASTERPLAN

Figure 13 depicts the proposed development together with the recently approved Goods Yard and The Depot schemes, and the remainder of the recently consented Lendlease masterplan (ref: HGY/2021/3175), north of WHL.

The Lendlease HRW hybrid planning application, DAS addendum May 2022, confirms that the Printworks development can be fully accommodated within the LL masterplan. (See Figure 14)

Page 62 excerpt (Lendlease HRW hybrid planning application, DAS addendum May 2022):

Printworks (submitted August 2021)

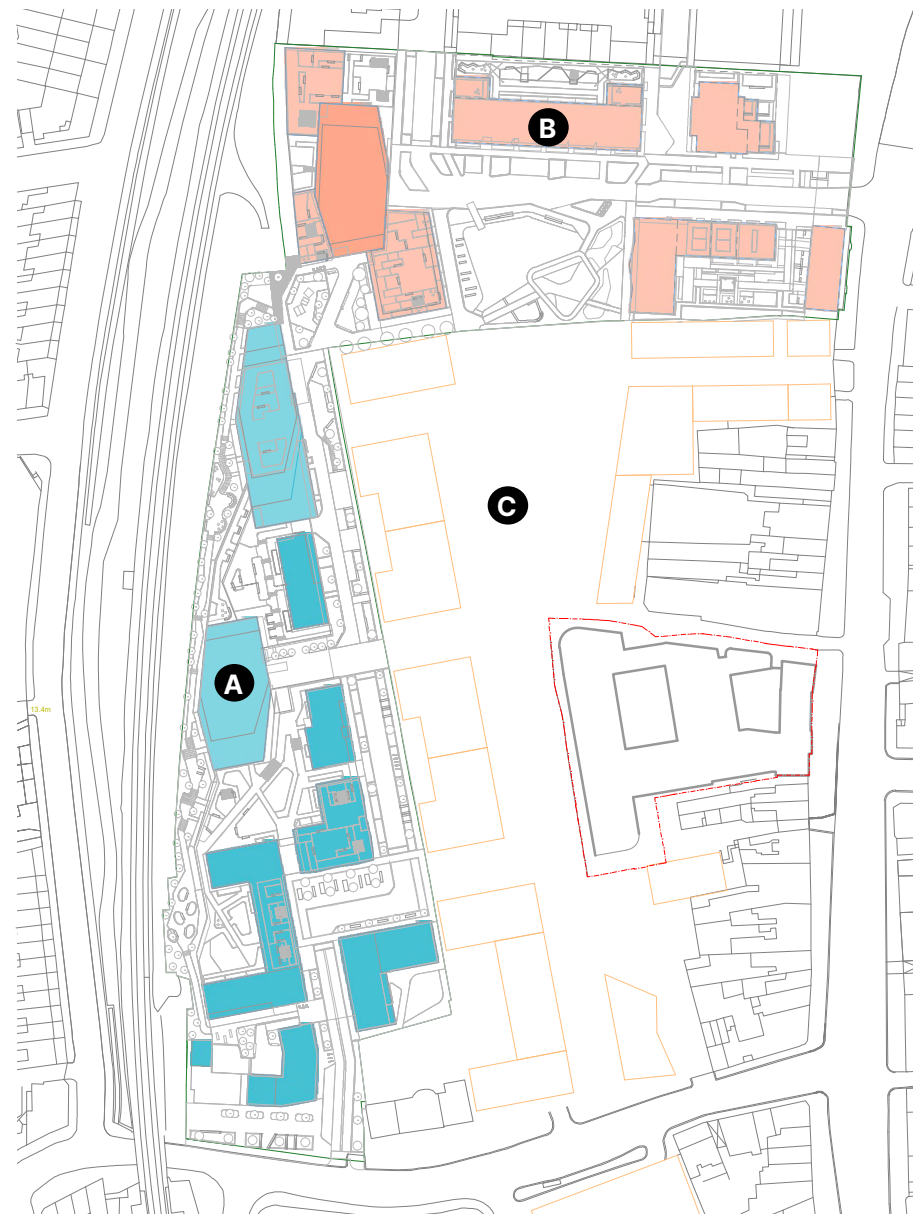
The planning application for the Printworks along the High Road (Ref: HGY/2021/2283) overlaps the red line boundary associated with the application for the Proposed Development.

*The Parameter Plans were not originally designed to reflect the Printworks development. However, should permission be granted for the Printworks **the Printworks could be accommodated within the Parameter Plans for the Proposed Development.***

HRWM Plot K1 is located within the Printworks planning application boundary. Plot K1 achieves a similar quantum of homes to the Printworks, but within a different layout and massing that allows for a larger park to be delivered within the Proposed Development.

The quantum and mix of non-residential uses also varies, however the Parameter Plans accommodate both scenarios.

Note: The proposed form and massing of the current Printworks scheme for student accommodation very closely resembles that of the consented scheme.



KEY

- Site Boundary
- A Goods Yard Site
- B The Depot Site
- C Future High Road West Masterplan (Lendlease)

FIGURE 13. Emerging masterplan



Fig.80 - HRW Masterplan overlaid with THFC planning application boundaries

- | | |
|---|--|
| ■ HRW Hybrid Planning Application Boundary | ■ Boundary |
| ■ Goods Yard Application Boundary | ■ Printworks Application Boundary |
| ■ The Depot Application | ■ 807 High Road Application Boundary |

FIGURE 14. HRW Masterplan Overlaid with THFC Planning Application Boundaries - from Lendlease HRW DAS

PLANNING HISTORY

Planning Permission ref: HGY/2021/2283

Listed Building Consent ref: HGY/2021/2284

A Full Planning and LBC application for a mixed use residential lead scheme prepared on behalf of TH at 819 to 829 High Road was submitted in July 2021.

The scheme on the 0.36Ha sites provides 72 new homes and approximately 1,500m² GIA commercial and leisure uses space.

The application received unanimous approval at LBH's Planning Sub-Committee on the 10 January 2022 and now benefits from a planning consent. The following is an excerpt from the design officer's planning report:

"These proposals are a well thought through and elegantly designed response to this site, that will play a part, along with other neighbouring sites also anticipated to be redeveloped, like this proposal in accordance with the adopted masterplan, as it continues to evolve, in accordance with changed priorities and conditions, to contribute to a more sustainable, viable, inclusive and appealing North Tottenham community"



FIGURE 15. View of the Scheme from the High Road



FIGURE 16. View Looking South East



FIGURE 17. Rendered Roof Plan



FIGURE 18. View of the Scheme from Peacock Park

PROPOSED SCHEME



London represents the largest student housing market in the UK – and Europe – with c. 400,000 full time students studying across over 40 major universities, as well as those at smaller institutions.

Whilst London has a large purpose-built student housing market, it does not come close to providing the amount of accommodation required to house London's students, with c.310,000 students having to find accommodation outside of this purpose built sector, mostly in Houses in Multiple Occupation, which puts further pressure on the residential market.

The location of the site is close to several transport hubs, which puts it within 40 minutes' door to-door travel time of a good representation of universities, that between them have c.240,000 full time students.

The revised proposals reimagine the Printworks as purpose built student accommodation, supported by commercial units at each corner of the site.

The current design very closely follows the consented footprint, massing, and height of the previous scheme, and the materials, and architectural composition of the elevations is also largely unchanged.

All other design principles established as part of the consented scheme have also been incorporated in the new proposal, particularly in terms of active frontage, amenity space, and how the project responds to its context, helping to facilitate the wider masterplan.



FIGURE 19. Proposed Ground Floor Plan

PROPOSED PLANS

Not to scale

Application Site Area:	0.36 Ha (3,598 m2).
Total Area:	Approx. 9580 m2 GIA
Total Beds:	287
Total New Beds:	276
Duplex Cluster Beds:	33 (12.0%)
Single Cluster Beds:	189 (68.4%)
Studios:	54 (19.6%)
High Road:	6 units (11 Beds)
Total Clusters:	28
Total KDL Number:	28
KDL Area:	958.4 m2 (4.3 m2/Bed)
Cycle Parking:	248 m2 (237 Spaces) (219 Long Stay + 18 Short Stay)
Internal Amenity:	405.2 m2 (1.4 m2/Bed)
GF External Amenity:	635 m2 (2.32 m2/Bed)
Terrace External Amenity:	210 m2 (0.76 m2/Bed)
Class E:	216 m2 (251.4 m2 with HR building)
Total Amenity:	4.55 m2/Bed

All numbers are approx. and subject to further design development

Commercial	Studio Standard	KDL
Amenity	Studio Premium	Stair Core
Apartment	Cluster	Corridor
Cycle	High Road Studio	



FIGURE 20. Level L00