

5.0

5.0 30-36 CLARENDON RD - DESIGN DEVELOPMENT

5.1 ILLUSTRATIVE MASTER PLAN A - PRINCIPLES

RETAINED FEATURES OF THE PREVIOUS MASTERPLAN

- DELIVERABLE PHASED APPROACH WHILST RETAINING PREVIOUSLY AGREED PRINCIPLES.
- ON SITE REPROVISION OF THE WICC
- PLACEMAKING WITH NEW PUBLIC REALM:
 - A CENTRAL OPEN SPACE WITH IMPROVED PERMEABILITY AND CONNECTIONS
 - POTENTIAL WICC COMMUNITY GARDEN
- PROVISION OF MARKER BUILDINGS
- ACTIVE FRONTAGES TO CLARENDON ROAD
- SIMILAR HEIGHTS AND MASSING
- RETAINED EXISTING TREES AND ENHANCING THE SETTING

PREVIOUS SCHEME SUMMARY

COMMERCIAL SPACE - 1,533m²

WICC - 1,062m²

85 HOMES - 8,500m² GIA

CRC+ JESSICA BUTTONS

140 CO-LIVING ROOMS + AMENITIES - 6,500m²

TOTAL FLOOR SPACE: 17,595m²

LIVING ACCOMMODATION:

STUDIO x 4

1B x 23

2B x 47

3B x 11

85 HOMES + 140 CO-LIVING ROOMS

PROPOSED SCHEME SUMMARY + Masterplan A

COMMERCIAL SPACE (CRC +WICC) - 1,300m²

WICC - 1,100m²

85 HOMES - 8,300m²

CRC+ JESSICA BUTTONS

91 HOMES - 7,500m²

TOTAL FLOOR SPACE: 18,600m²

LIVING ACCOMMODATION:

STUDIO x 11

1B	x 66
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2B	x 85
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182 HOMES

PROPOSED SCHEME SUMMARY + Masterplan B

COMMERCIAL SPACE (CRC +WICC) - 1,680m²

WICC - 950m²

85 HOMES - 8,300m²

CRC+ JESSICA BUTTONS

91 HOMES - 7,500m²

TOTAL FLOOR SPACE: 18,600m²

LIVING ACCOMMODATION:

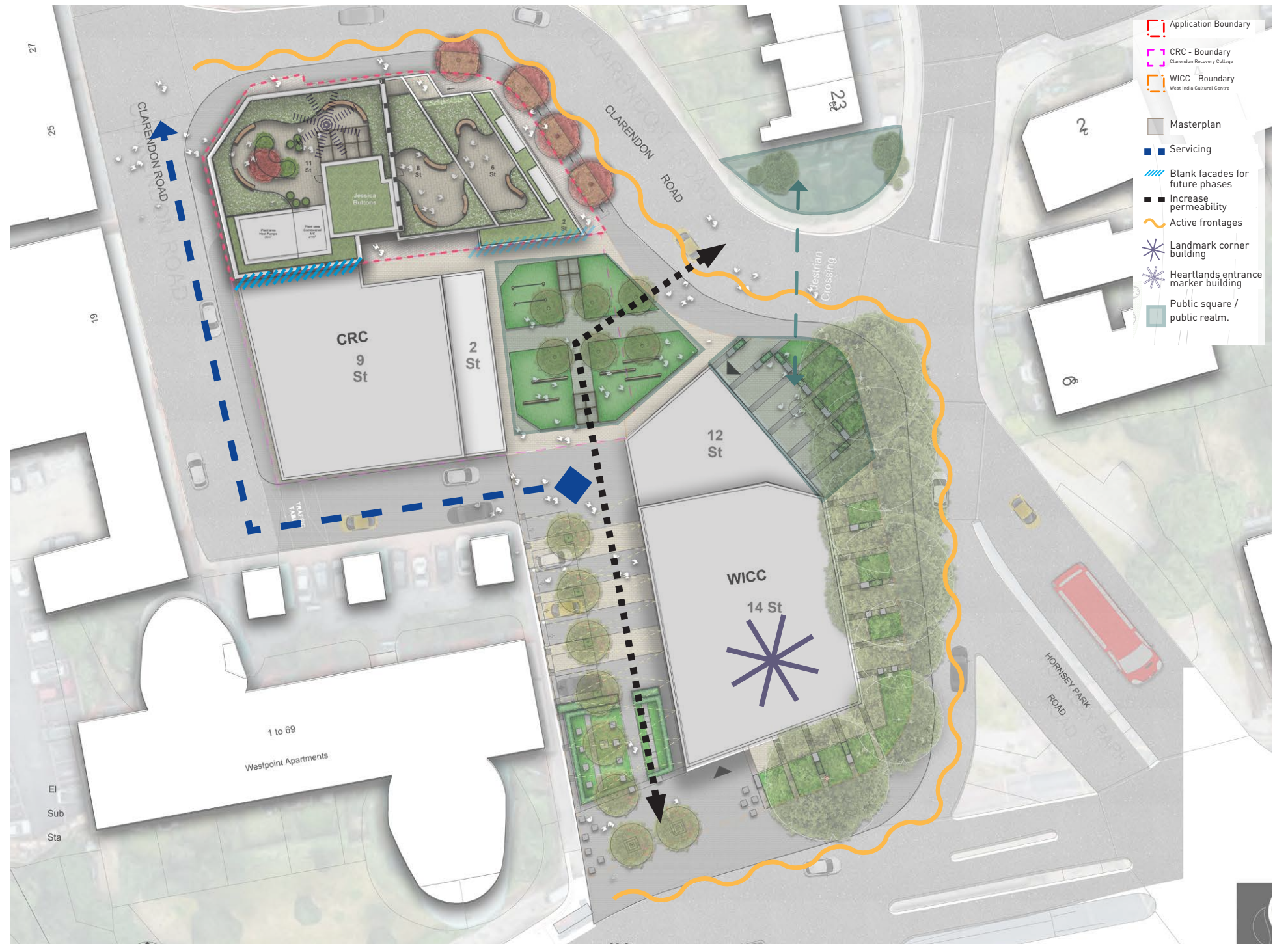
STUDIO x 10

1B	x 63
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2B	x 88
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3B	x 21
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182 HOMES



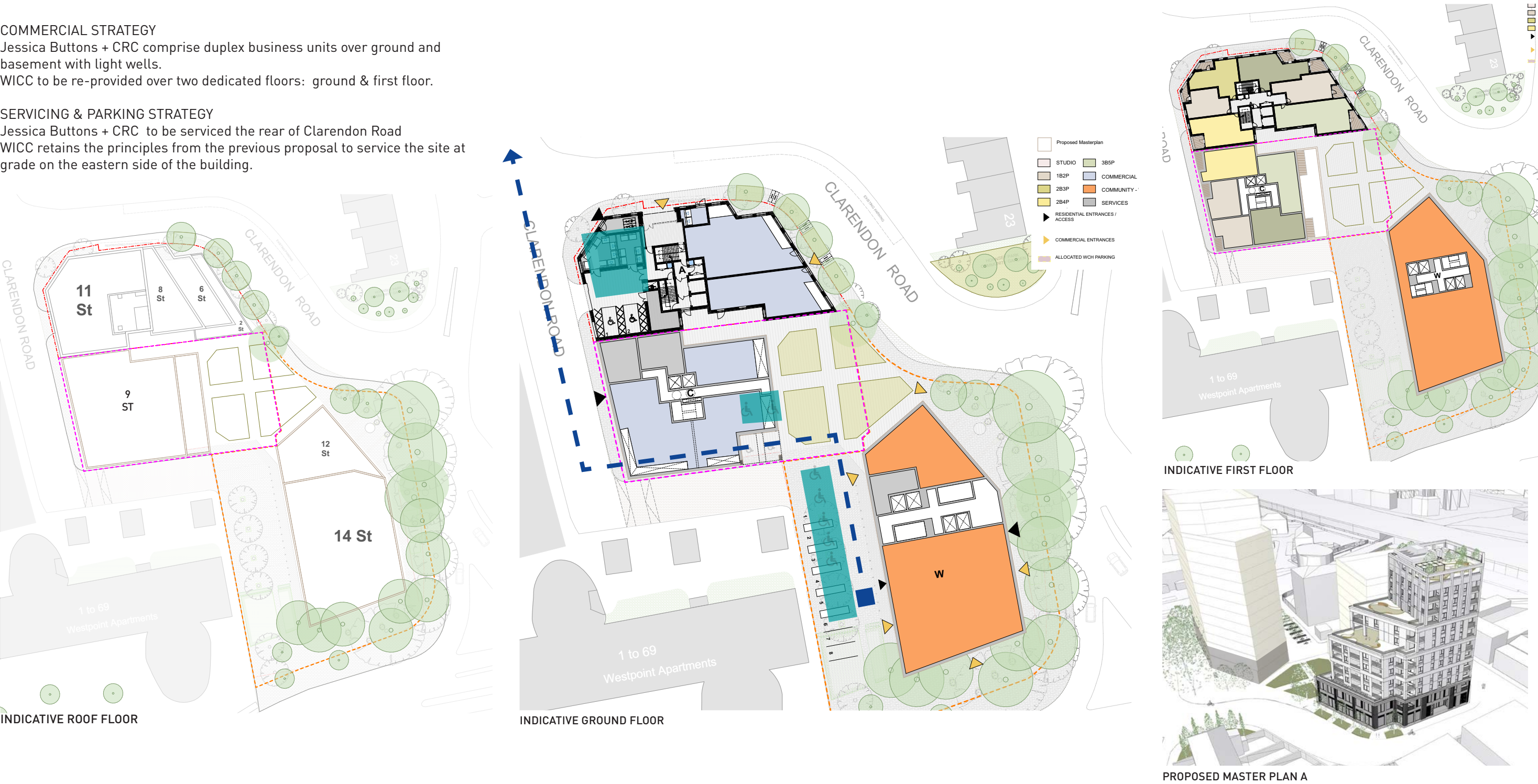
MASTER PLAN PRINCIPLES

5.0 30-36 CLARENDON RD - DESIGN DEVELOPMENT

5.2 ILLUSTRATIVE MASTER PLAN A - SUMMARY

COMMERCIAL STRATEGY
Jessica Buttons + CRC comprise duplex business units over ground and basement with light wells.
WICC to be re-provided over two dedicated floors: ground & first floor.

SERVICING & PARKING STRATEGY
Jessica Buttons + CRC to be serviced the rear of Clarendon Road
WICC retains the principles from the previous proposal to service the site at grade on the eastern side of the building.



5.0 30-36 CLARENDON RD - DESIGN DEVELOPMENT

5.2 ALTERNATIVE MASTER PLAN B

COMMERCIAL STRATEGY

- Jessica Buttons + CRC comprise duplex business units over ground and basement with light wells.
- WICC to be re-provided mostly at ground floor.
- Co-working spaces allowed for on first floor of two storey base.

SERVICING & PARKING STRATEGY

- Jessica Buttons + CRC to be serviced the rear of Clarendon Road
- WICC retains the principles from the previous proposal with most servicing of the site at grade on the eastern side of the building. And some basement car parking.



INDICATIVE ROOF FLOOR



INDICATIVE GROUND FLOOR



INDICATIVE FIRST FLOOR



ALTERNATIVE MASTER PLAN B

5.0 30-36 CLARENDON RD - DESIGN DEVELOPMENT

5.3 ILLUSTRATIVE MASTER PLAN A- VIEWS



AERIAL VIEW - SW



AERIAL VIEW - SE



AERIAL VIEW - NE - WIDER CONTEXT

5.0 30-36 CLARENDON RD - DESIGN DEVELOPMENT

5.4 PRE-APPLICATION 1 - APRIL 2022

COMMENTS FROM OFFICERS

Richard Trustcott "was impressed how the scheme had progressed and felt that the proposed approach was logical. He queried whether there was scope to look at alternative master plan options which could include, for example, a two storey element with podium roof garden or an open space to the west of the site.

RT felt that the proposed massing of the scheme was very promising and he liked the more slender appearance of the building and felt that the different elements of the building related well to each other. He noted that there was scope to have a contrasting base to the building.

north facing single aspect one bed room units at floors 4 to 6 be revised?

He also queried whether the workspace units should be north facing,

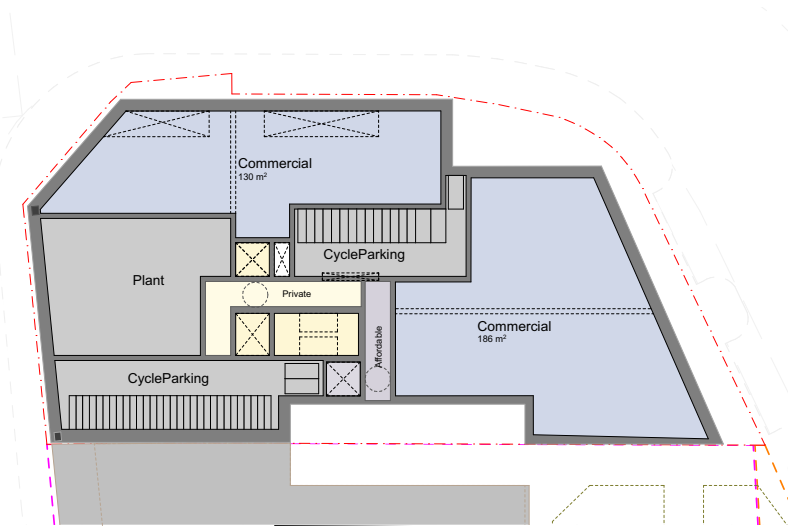
"noted that the lpa did not normally allow disabled parking on-street as there was then no control over who could use it. He also felt that some of the cycle parking should be provided at ground floor level, whilst some could be provided in the basement."

Philip Crowther confirmed that a mixed use scheme was acceptable

Tobias Finlayson noted that the scheme currently provided 34.7% affordable, which would need to be increased to 35% for a fast track approach.



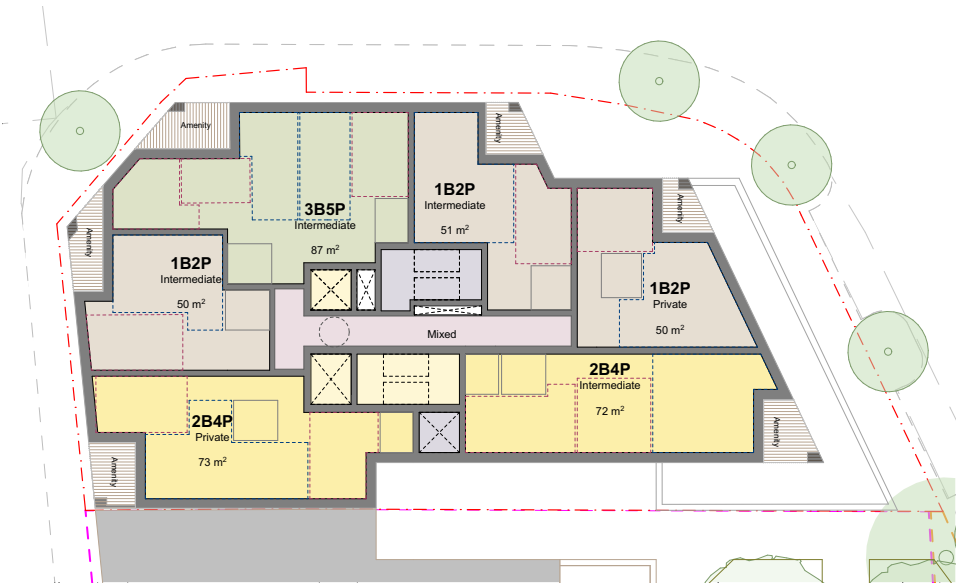
ENTRANCE TO HEARTLAND VIEW



PROPOSED BASEMENT FLOOR PLAN



PROPOSED GROUND FLOOR PLAN



PROPOSED THIRD FLOOR PLAN

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5.4 PRE-APPLICATION 2 - JULY 2022

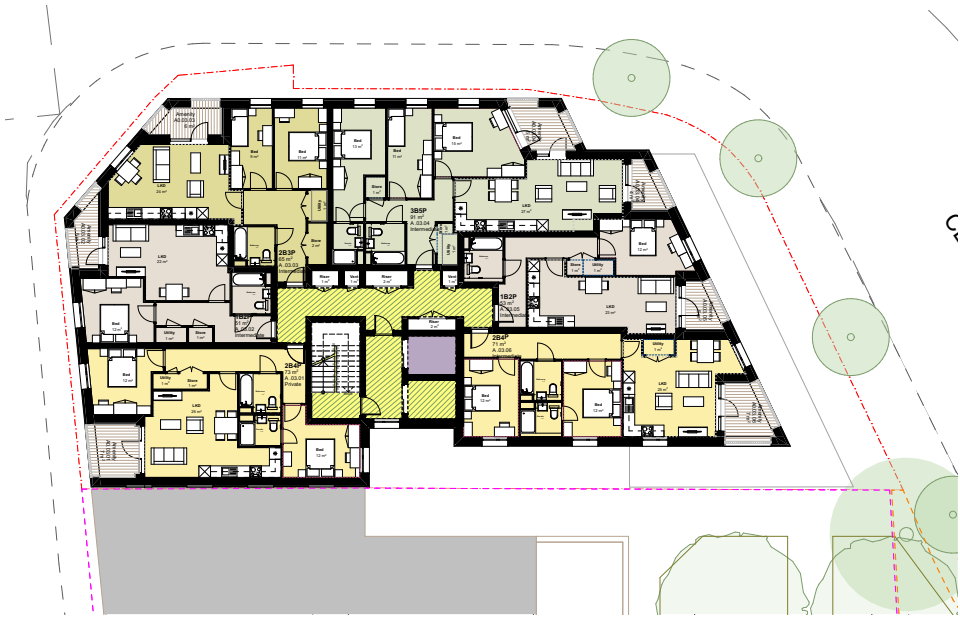
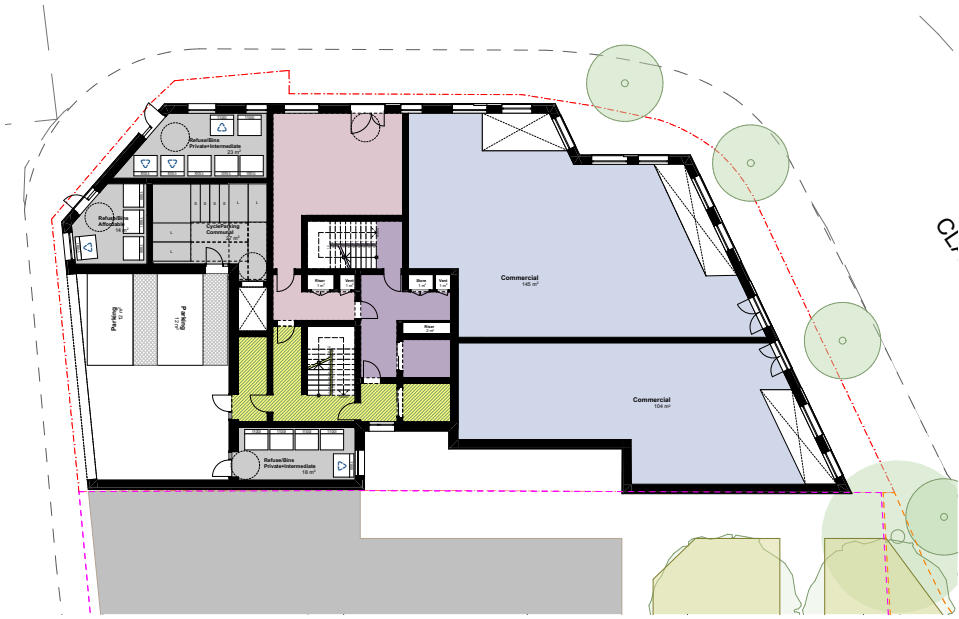
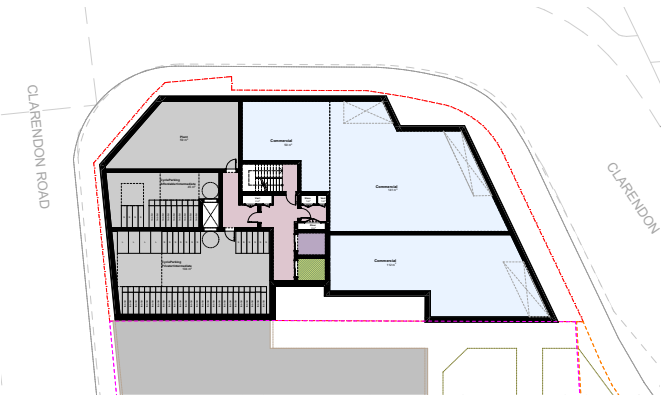
CHANGES

- Two Master plan options explored – Master Plan A which incorporates a central open space; and Option B which builds over the central space.
- Incorporating a two storey base provides a strong design approach.
- Topic meeting held with highways in May confirmed need to park within red line boundary
- Residential entrance is relocated on northern elevation
- plant room is located on the basement level
- commercial floorspace is provided at ground and basement level
- The scheme has been amended to provide more dual aspect units and no single aspect north facing units. 68% of units will be dual aspect. removal of 1B north facing unit.
- Amenity terraces accesible to all tenures provided on the sixth floor with a play area for 0-4 year olds and which has access via the lifts. The eight floor terrace will be accessible to all floors and will be for 5-11 year olds
- 35% of the accommodation by habitable room is affordable, with the aim of achieving an approximate 60/40 split affordable rent/intermediate

COMMENTS FROM OFFICERS

Richard Trustcott "The elevational treatment of the scheme is impressive

*RT felt that the internal entrance layout had become too complex.
RT queried whether the entrance area could be recessed; and whether the yard area could be better utilised
Haringey will require views from greater distance to demonstrate the scheme's visibility from Hornsey High Street, Hornsey Water works, Hillfield Avenue Alexandra Palace etc*



5.0 30-36 CLARENDON RD - DESIGN DEVELOPMENT
5.4 QUALITY REVIEW PANEL (QRP) - AUGUST 2022



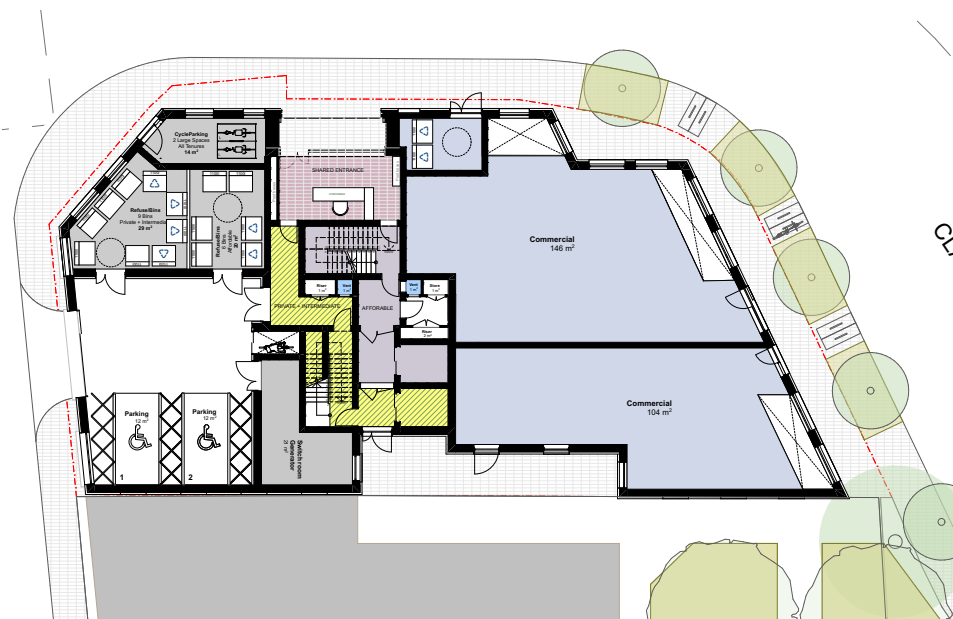
AXO VIEW PRESENTED AT QRP



PROPOSED ENTRANCE



ENTRANCE TO HEARTLANDS VIEW



PROPOSED GROUND FLOOR PLAN



VIEW FROM CLARENDON ROAD

5.0 30-36 CLARENDON RD - DESIGN DEVELOPMENT

5.4 QUALITY REVIEW PANEL (QRP) - RESPONSES - AUGUST 2022

The panel broadly supports the proposed scheme, which it feels makes a welcome contribution to the local area and has the potential to create a prominent gateway building.

The Design Team welcomes the panel’s support for the proposed scheme, which will provide a key gateway building into the Haringey Heartlands.

The panel understands the land ownership constraints informing the wider development and supports Masterplan A, which it feels is the more deliverable option and offers greater permeability given the surrounding context.

The Design Team agrees that Master Plan Option A, which provides a green open space on Clarendon Road, is the preferred option. The inclusion of other options demonstrates that there is more than one way of developing the site, whilst retaining the agreed design principles. which will provide a key gateway building into the Haringey Heartlands.

The overall scale of the development seems appropriate, as well as the proposed mix of uses, particularly the commercial space along the Clarendon Road frontage.

The Design Team are pleased to note that the proposed tenure mix and unit sizes are supported by the Panel. The inclusion of commercial floorspace at basement and ground level will ensure employment levels are retained on the site, in accordance with Policy SA23 and also introduce activity along Clarendon Road.

As design work continues, the panel would encourage further work to create greater variety and texture across the scheme’s facades, to improve the appearance of the building, both from a distance and at ground / podium level.

Further consideration has been given to the elevational treatment of the building, particularly the southern elevation, where an increased rhythm has been introduced. In order to break up the vertical emphasis horizontal banding has been introduced, along with different materials and fenestration,

The panel also feels that the verticality of the building might be reduced by revisiting the current window treatment, and further consideration given to, for example, horizontal banding at junctures across its facades. As noted above, a greater horizontal banding and changes to the window arrangement has been introduced to reduce the verticality of the building.

The panel also feels that daylighting of the scheme’s entrance, and the clarity of layout and ease of circulation within this area is problematic and would benefit from a more generous and welcoming treatment.

The entrance approach and ground floor has been opened up and a straight access to the lift area created. The cycle store has been relocated, allowing for a more generous lobby area.

It also asks for further thought about the flat layouts in terms of daylighting levels, particularly at the lower floors.

Following liaison with the daylight/sunlight consultants and initial testing, the layout of the flats with deep plan layouts have been altered to improve levels of daylight/sunlight. Kitchens have been relocated closer to windows; windows have been enlarged; and lightwells introduced. The scheme will maximise light from the wintergardens and by opening up balconies to the east.

It also feels that the area occupied by the proposed disabled parking provision is excessive, and suggests that Highways are engaged further to consider how this might be reduced.

The two disabled parking spaces have been retained but the area now allows for access to the plant area below in order to better utilize the area.

While recognising the provision of green / amenity space at various levels throughout the building, the panel has concerns about the low level of green / amenity space at ground floor level.

The scheme achieves 0.4 greening factor. Public realm improvements and tree planting will be introduced along Clarendon Road. A small outdoor space will be introduced at the southern elevation.

The panel suggests further consideration is given to the design and layout of the building’s main entrance at ground level. The arrangement of the reception area, corridors and stair / lift access appears overly complex and unresolved.

This has been reconsidered as shown on the revised floor plan. There is now a more direct route to the lift area.

Similarly, with the current scheme proceeding independently of prospective future development of the College and Cultural Centre sites, the panel expresses its concern about the low level of provision of amenity / green space at ground level.

The scheme provides an opportunity to enhance the public realm around the site, with improved landscaping

The panel is confident that its concerns can be addressed by the project team in consultation with Haringey officers and, on this basis, is happy to support the scheme.

A number of changes have been made to the scheme which will be discussed with Haringey officers at a pre-application meeting on 14 September.



CROWN DETAIL PRESENTED AT QRP

5.0 30-36 CLARENDON RD - DESIGN DEVELOPMENT

5.4 QUALITY REVIEW PANEL (QRP) - RESPONSES - AUGUST 2022

While supportive of Masterplan A's permeability, the panel has concerns about the approach to the scheme from the south / Turnpike Lane. It suggests that further thought is given to how this vista might be opened up, and how the detailing of the building at ground level might support this.

Additional consideration has been given to the treatment of the ground/ first floor, particularly when viewed from the south and to give the building greater clarity in long views.

The panel recommends further work with Highways to address the disabled parking provision, where creating two bays with forward-access both in and out is leading to an excessive allocation of space. Re-allocating a proportion of the current parking provision to create a more generous entrance to the building at that location would be beneficial to the scheme overall.

As noted above, part of the parking area will be used to provide access to the basement plant area, thereby making better use of this space.

The panel is broadly supportive of how the building sits within its surrounding context, with the tallest element of the scheme appropriately signalling as a 'gateway' building. However, the panel recommends further consideration of the detailing of the building to increase 'elegance' and 'delight'.

The building has been designed to respond to the scale of the surrounding context. Further consideration has been given to the detailing and the upper floor with a crown treatment to visually reduce it and increase the elegance of the building.

The treatment of each of the building's elevations would benefit from further thought, with a view to introducing variety across the facades. This might be achieved through changes in windows / materials / brickwork, with this detailing being sensitive to the context faced by each different elevation.

Further detailed design has been undertaken to address the Panel's comments on the elevational treatment – see response above.

In addition, the panel would welcome further thought on the design of the building's base / podium, middle and top, with consideration given to the introduction of variety and texture through these levels.

The design has been developed further to distinguish between the base, middle and top of the building through the choice of materials and detailed design treatment

The aim should be to lighten the appearance of the building, which the panel feels is currently quite heavy. The panel points to the brick textures and colours used in other recently completed buildings in the area as reference points.

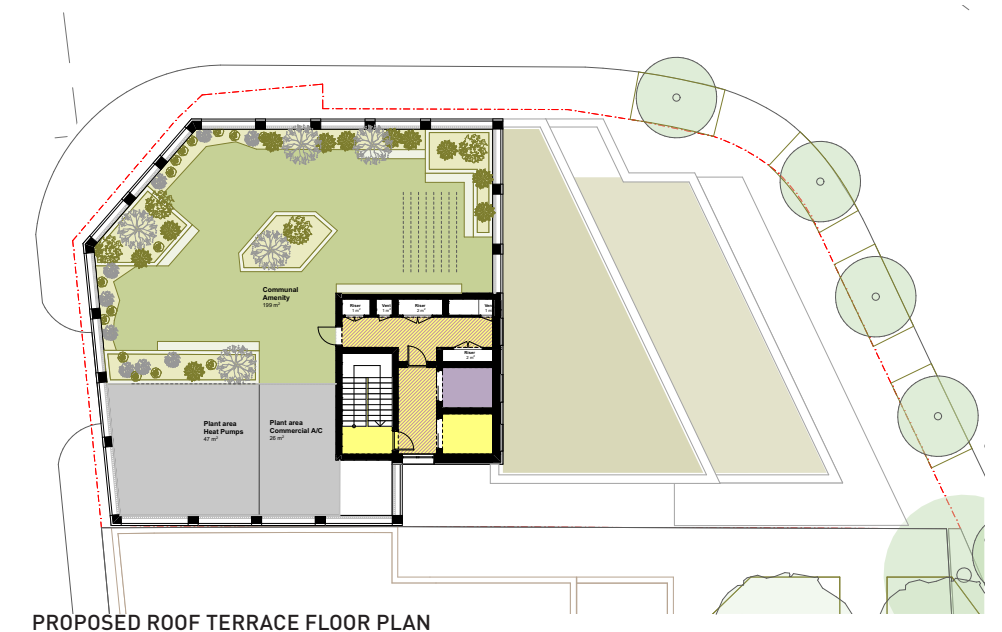
The Design Team has given further consideration to the choice of materials in order to lighten the appearance of the building. This has included looking at materials being used in surrounding developments, notably the Clarendon Gas Works scheme for St Williams.

The panel welcomes the increase in dual-aspect provision since the scheme's last review. However, the panel has concerns about daylighting to some of the deeper flats' interior spaces, particularly at the lower floors. It recommends further improvements to this aspect of the scheme are considered.

As noted above, further consideration has been given to the internal layout of units and the location and size of glazing to improve the internal daylight and sunlight of the building, particularly at ground and first floor level.

The panel welcomes the access afforded to the rooftop garden spaces for all tenures. However, it still has concerns about the level of this provision given the number of residents to be accommodated.

The proposed playspace meets GLA standards for under 12's and the scheme offers a range of outdoor amenity spaces as well as providing each home with its own private amenity space. The scheme is close to a number of green spaces including Clarendon Square, Lordship Recreation Grounds, Ducketts Common and Alexandra Park.



PROPOSED ROOF TERRACE FLOOR PLAN



PROPOSED LANDSCAPING FLOOR PLAN

5.0 30-36 CLARENDON RD - DESIGN DEVELOPMENT

5.5 COMMUNITY INVOLVEMENT

CONSULTATION PROCESS

We publicised the consultation to the households and businesses surrounding the site, using GPS-tracked hand delivery to distribute the information letter to 2,460 properties, as shown in the map below. The letter was posted on 14 September 2022.

The objective of the letter was to publicise the project website, to communicate information about the scheme, and to encourage local residents to share their views about the proposal. The letter included a freephone number and freepost address, to increase accessibility in the consultation. A copy of this letter is available in Appendix 1.

Invitation letters were also sent to all the elected representatives and stakeholders.

We have a project website with a unique URL – jessicabuttons.site. This went online in early September 2022 and will be maintained throughout the planning application process. Below are screenshots showing a few sections of the site

We attended a Development Management Forum arranged by Haringey Council on 21 September.



DISTRIBUTION MAP

30-36 Clarendon Road,
London N8 0DJ
Statement of Community
Involvement



New and
affordable homes



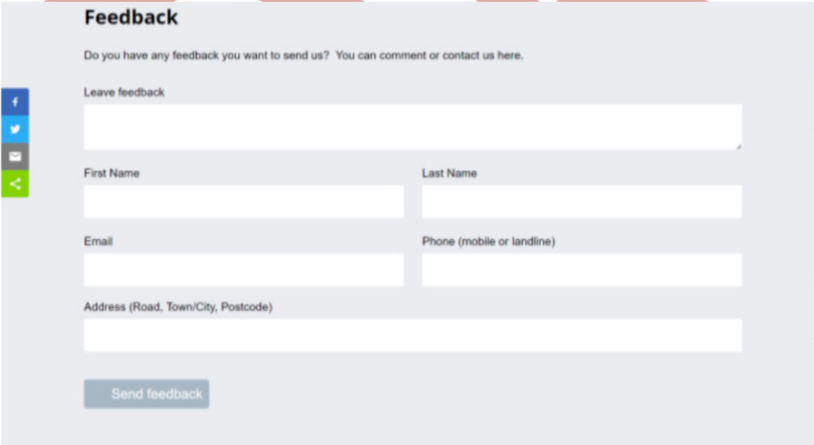
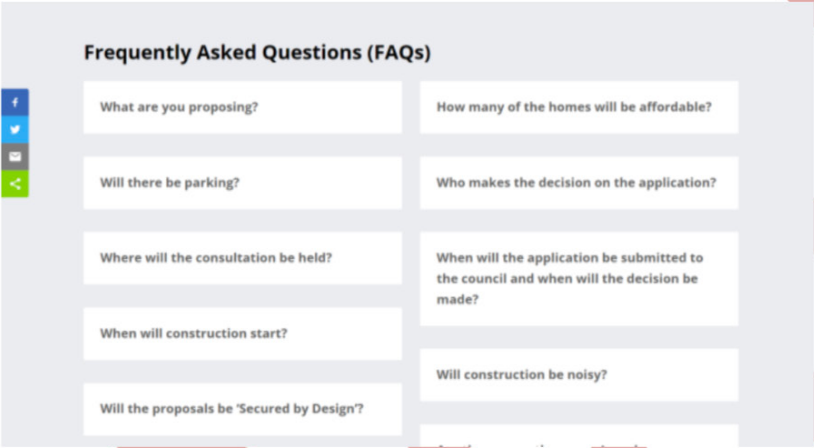
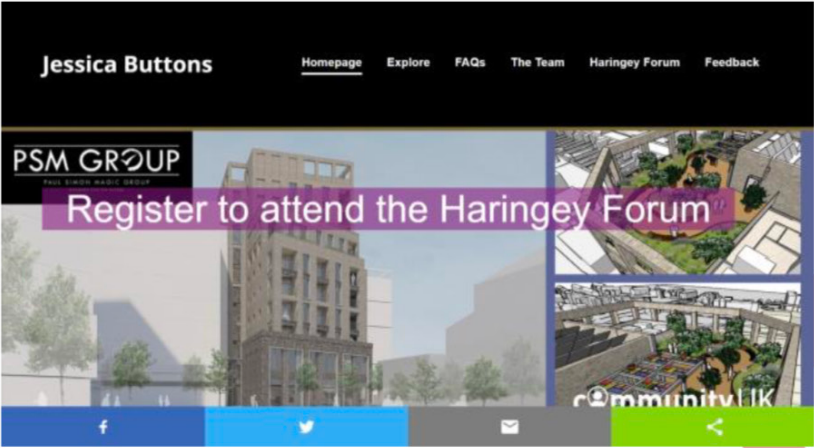
Sustainable
development



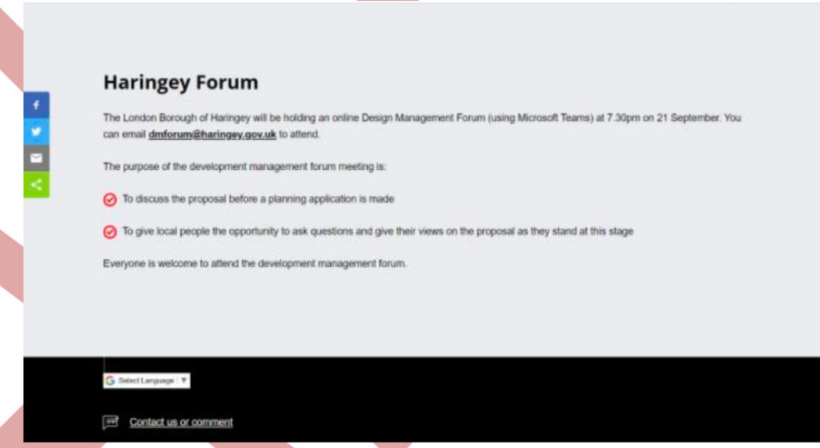
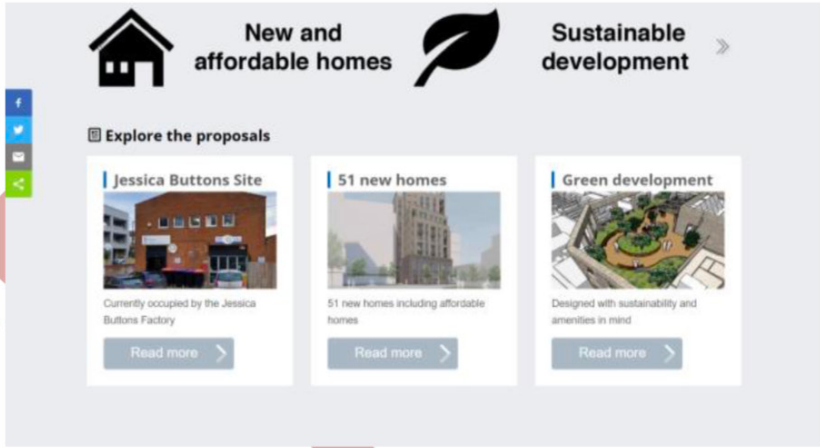
Increase in
employment



High quality
amenity spaces



WEBSITE



5.0 30-36 CLARENDON RD - DESIGN DEVELOPMENT

5.5 COMMUNITY INVOLVEMENT

Jessica Buttons Factory:
Public consultation on new homes

September 2022



The existing site



Image of the Proposal

Dear Neighbour

Your Shout is working with Paul Simon Magic Group and Haringey Council to engage with the local community on the plans to deliver 51 new homes and ground-floor commercial space on the site currently occupied by the Jessica Buttons Factory at 30 Clarendon Road. In 2021 we consulted local residents and groups on a larger proposal which included the African Caribbean Cultural Centre. Paul Simon Homes are now bringing forward the northern part of the site as the first part of the development.

17 out of the 51 new homes will be available for affordable rent or shared ownership. A rooftop garden will be provided on the eleventh floor and two playgrounds will be located on the sixth and eighth floors. The new homes will include two parking spaces for Blue Badge holders, a commitment to restrict future occupants from obtaining parking permits to park on local roads, as well as cycle storage facilities.

For more information on the proposals, you can simply scan the QR code to the right or go to our website – jessicabuttons.site

The London Borough of Haringey will be holding an online Design Management Forum meeting (using Microsoft Teams) at **7.30 pm** on **21 September** to hear your views.

The purpose of the development management forum meeting is to discuss the proposal before a planning application is made and give local people the opportunity to ask questions and give their views on the proposal as they stand at this stage.

Everyone is welcome to attend the development management forum. You can email dmforum@haringey.gov.uk to attend.

If you are unable to access the website, we can send you printed material - please contact us on 0800 955 1042 or JessicaButtons@yourshout.org

Yours sincerely,

Your Shout
Jessica Buttons Project Team



SCAN ME

The majority of feedback has come through the Development Management Forum, held on 21 September 2022. At that meeting, four residents asked questions and made comments, as follows:

AB (resident since 1993)

- There is no civic infrastructure. We need doctor surgeries, dentists, schools, number of trains running from Hornsey station. We don't need a branch of Gail's or Tesco's.
- Inclusion of shared ownership - a very problematic tenure. It's not shared and it's not ownership. No evidence to support the claims for the long-term outcomes for shared ownership.

C (resident of Westpoint Apartment flat that will be directly opposite)

- Currently there are no obstructions on my view, nobody looks at my flat. Biggest concern is blocking sunlight into our flats and privacy. Nobody can see into my flat at present but with this development, a lot of flats will be able to see into my flat. I am in favour of redeveloping, but my concerns are whether it has been factored in or not.

D and J (residents of Westpoint)

- Light and privacy - what does the daylight/sunlight assessment includes and what is undertaken - Do they assess each individual flat. We don't get a lot of light as it is. You say this part of the development has no windows seeing this way. Will it have windows facing us at the first floor?
- Consistency with the other buildings (cultural centres) - if you're going to do it in different stages, work going on will be over several years and you don't know what it will look like. It will make the area unattractive. There are limitations on what the other two buildings will look like and will it be under your control.
- Can you give us more information on specifics about issues with ownership. You're building it in partnership with Haringey council – an issue with with developing west Indian cultural site was it was owned by Haringey council. Why are they not in agreement of developing the whole site? The West Indies are not being involved, that's why it's not being developed. Development can look very different. It could look disjointed and unattractive. That is a concern. Limitations around what is allowed, what is already here to make sure it is consistent.
- Works are going to go on for many years and for people working from home, it will be disturbing.
- A working group will be welcome. I don't want to feel like Haringey's housing targets are coming before what is best for us. I know Haringey has targets, but it will come at the detriment of disturbing our existence.
- Also, you mentioned section 106, how will that be allocated? How would we benefit as neighbours?
- About infrastructure, there is a huge development influx, infrastructure isn't dealing with it. We're having internet issues, water issues. This development will create more issues.
- Also, you mentioned the commercial areas before. It feels like it's a tick box for developments, I don't ever see it, they're never filled. It's empty. It doesn't look attractive where it's never rented out. If it wasn't rented out after a year or two, would you be willing to lower the rent. The space has to be filled up, otherwise it's wasted space. Better used as a residential or a community thing. looks unattractive and sad.

J, Resident:

- Stated he was an architect that had designed a 12-storey building.
- Will there be an environmental impact assessment?
- Overall height of the scheme. Density of the height gets higher towards the north and lower in the south. it's going to be 12 storeys. Lots of overshadowing of gardens. Looks like a mini-Manhattan. Scheme has become over-developed. It's gone too high in this case. New river development is more joyful. This one is more sombre.
- Complemented Stockwool's New River development

6.0

6.0 URBAN DESIGN RATIONALE

6.1 MASTERPLAN SITE ALLOCATION

LAND PARCELS

The proposals have been developed within a potential masterplan for the adjacent sites in Haringey's Site Allocation.

The applicant has made contact with the owners of each plot within SA23, in order that the proposal can come forward as part of a coherent phased redevelopment. However, none of the owners have made themselves available to discuss this.

In the absence of this, a masterplan has been considered that will allow co-ordinated regeneration without prejudicing development for any site.



POTENTIAL DEVELOPMENT PARCELS

SITE 1

- 1a - Jessica Buttons
- 1b - Clarendon Recovery College
- 1c - West Indian Cultural Centre

SITE 2

- 2a - London Alevi Cultural Centre
- 2b - London Alevi Cultural Centre
- 2c - London Alevi Cultural Centre

SITE 3

Civica Election Service

SITE 4

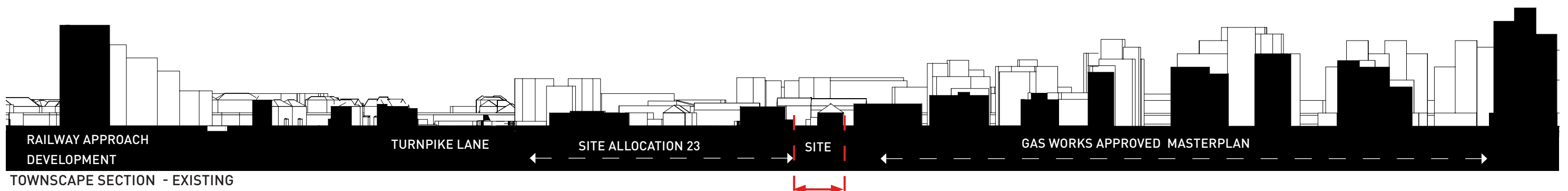
Hertie Ltd + Adajio Ltd

SITE 5

- 5a - Virgin Media
- 5b - Virgin Media

SITE 6

Residential development to remain



6.0 URBAN DESIGN RATIONALE

6.2 MASTERPLAN FRAMEWORK

POTENTIAL FUTURE DEVELOPMENT
The proposals have been considered within the wider context of the site allocation.

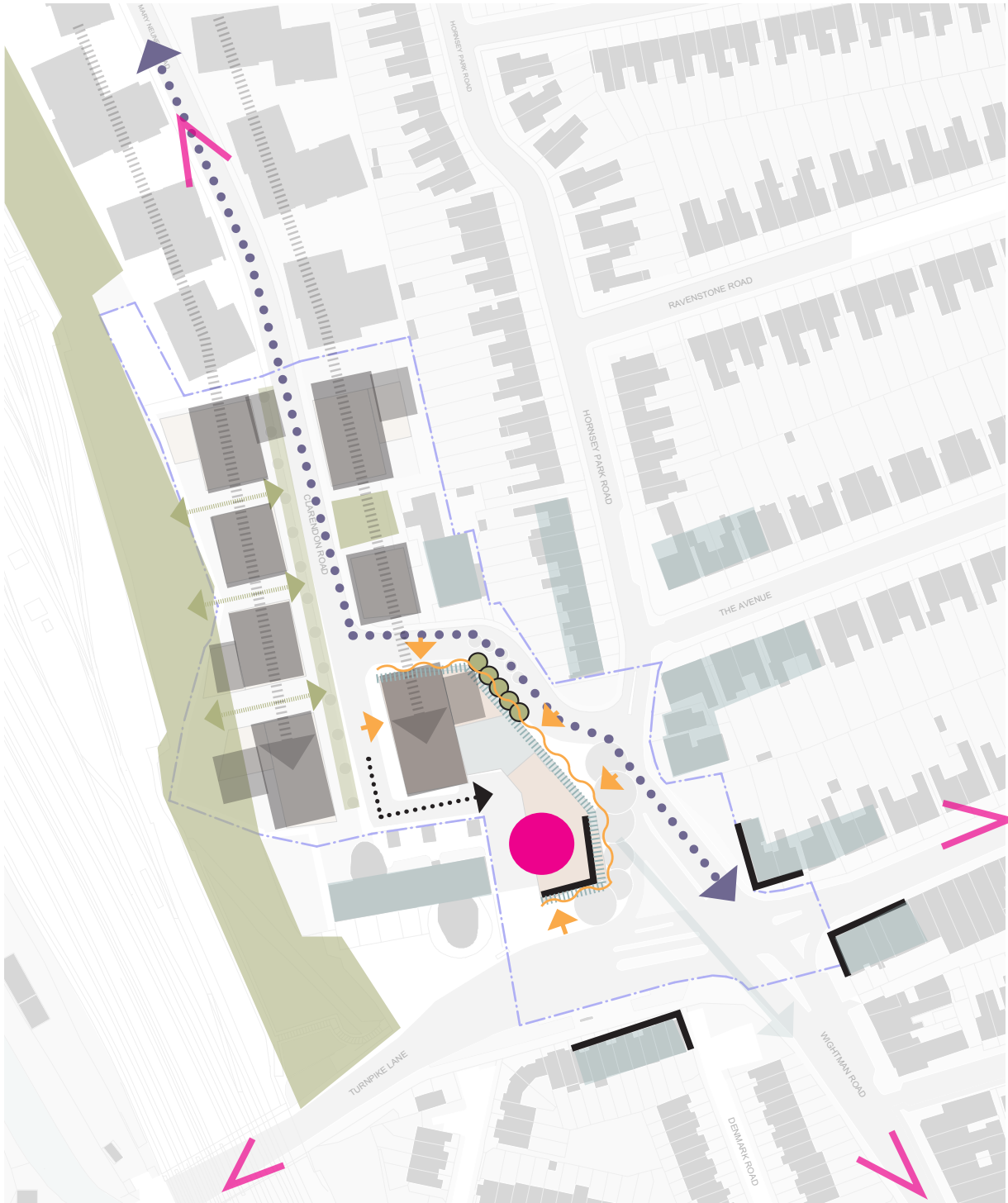
CLARENDON ROAD SOUTH - THE SPINE ROAD
There is opportunity to improve this important approach road to and from the Heartlands. The deep plots on the west side of the road have the ability to offer enhanced public realm with a setback that allows tree planting and more generous landscaped pavement. There is also potential for improved cycle routes along this road.

TALLER BUILDING JUSTIFICATION
The site falls outside any locally significant views and vistas, however the site has an important role in contributing to the wider townscape, being located uniquely between the entrance to Heartlands and Hornsey Station.

The junction with Turnpike Lane lacks order and there is an opportunity to mark the corner with a distinctive, taller building that can announce the entrance to heartlands and improve way-finding. This building is proposed at 14 storeys - the same height as the Railway Approach development to the south of Turnpike Lane.

The use of height here, to signify proximity to the station and announce arrival at the Heartlands, has been tested through key views and long distance sequential views to fully assess the townscape opportunities.

Transition elements break the mass down and follow the precedent set by Clarendon Gasworks to the north. The base remains a strong link to the immediate context. The proposed pavement widening & highway improvements marks the entrance to the Heartlands and provides a green frontage addressing the rear of houses at 23-31 Horsey Park Road.



URBAN DESIGN FRAMEWORK DIAGRAM