



30-36 Clarendon Road, N8 0DJ
DESIGN & ACCESS STATEMENT
FEBRUARY 2023 REVISION 230203



CLARENDON ROAD, HORNSEY

DESIGN & ACCESS STATEMENT

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1.0

1.0 INTRODUCTION 1.1 CLIENT VISION & TEAM

PAUL SIMON MAGIC GROUP

Paul Simon Magic Group are one of the largest developer landlords in north London, creating new and refurbished accommodation that includes luxury homes, student living, care homes and supported living, as well as build to rent private sector accommodation. The Company owns and manages around 2,000 properties and has an experienced management team that has been built over 30 years.

PSM Group's approach is to see the bigger picture, transforming areas, creating new neighbourhoods and growing communities. They are also interested in sustainable, eco-friendly design. Building and managing their own properties, they are inherently vested in a long term vision. They have built a reputation for care, quality and attention to detail.

PSM Group's ambition is to diversify their residential portfolio to include new housing models such as co-living.

Together with the design team, Stockwool has been appointed to submit planning proposals for the site at 30-36 Clarendon Road, Hornsey.

This presentation outlines a vision for how the site could contribute to the regeneration of this part of Haringey, with a vibrant mixed-use scheme that announces the southern entrance to Haringey's Heartlands.



ST. GEORGES TERRACE N6



WINCHESTER PLACE N6



LAWRENCE ROAD N15



FORE STREET N18

1.0 INTRODUCTION

1.3 SUMMARY SCHEME & BACKGROUND

BACKGROUND

In 2019 Stockwool were appointed by Paul Simon Magic Group to prepare a comprehensive redevelopment of three sites to provide a new state of the art cultural centre together with flexible workspace, new homes and co-living facilities. In addition new public realm, including a community garden for the West Indian Cultural Centre (WICC).

Following a positive 12 month design process, working with Haringey Planning Officers, the scheme received the support of Officers and the QRP. However, the planning application was not submitted due to difficulties arising from land owner discussions.

The current standalone proposal set out for the Jessica Buttons Factory site, at 30-36 Clarendon Road, is for an independent scheme that forms the first phase of a wider masterplan that could deliver the same ambitions of the previously agreed comprehensive redevelopment proposal. The proposal will reprovide commercial space together with much needed, sustainable, new homes, including affordable homes.

- JESSICA BUTTONS FACTORY SITE SCHEME BROUGHT FORWARD INDEPENDENTLY
- WITHIN A MASTER PLAN CONTEXT
- 51 NEW RESIDENTIAL UNITS WITH 35% AFFORDABLE AND A MIX OF UNIT SIZES.
- AROUND 560 M² OF EMPLOYMENT SPACE
- 2 DISABLED PARKING SPACES AND CYCLE SPACES TO LONDON PLAN STANDARDS
- LANDSCAPED PUBLIC REALM & HIGHWAYS IMPROVEMENTS
 - Roof Gardens and roof terraces accesible to all tenures
 - Integrated play space for 0-11-year-olds and communal gardens.
 - Net gain in biodiversity and meets 0.4 urban greening factor.
- ENERGY STRATEGY FOLLOWS LONDON PLAN ENERGY HIERARCHY
- SUSTAINABLE PRINCIPLES INCORPORATED



2.0

2.0 SITE CONTEXT 2.1 SITE LOCATION

INTRODUCTION

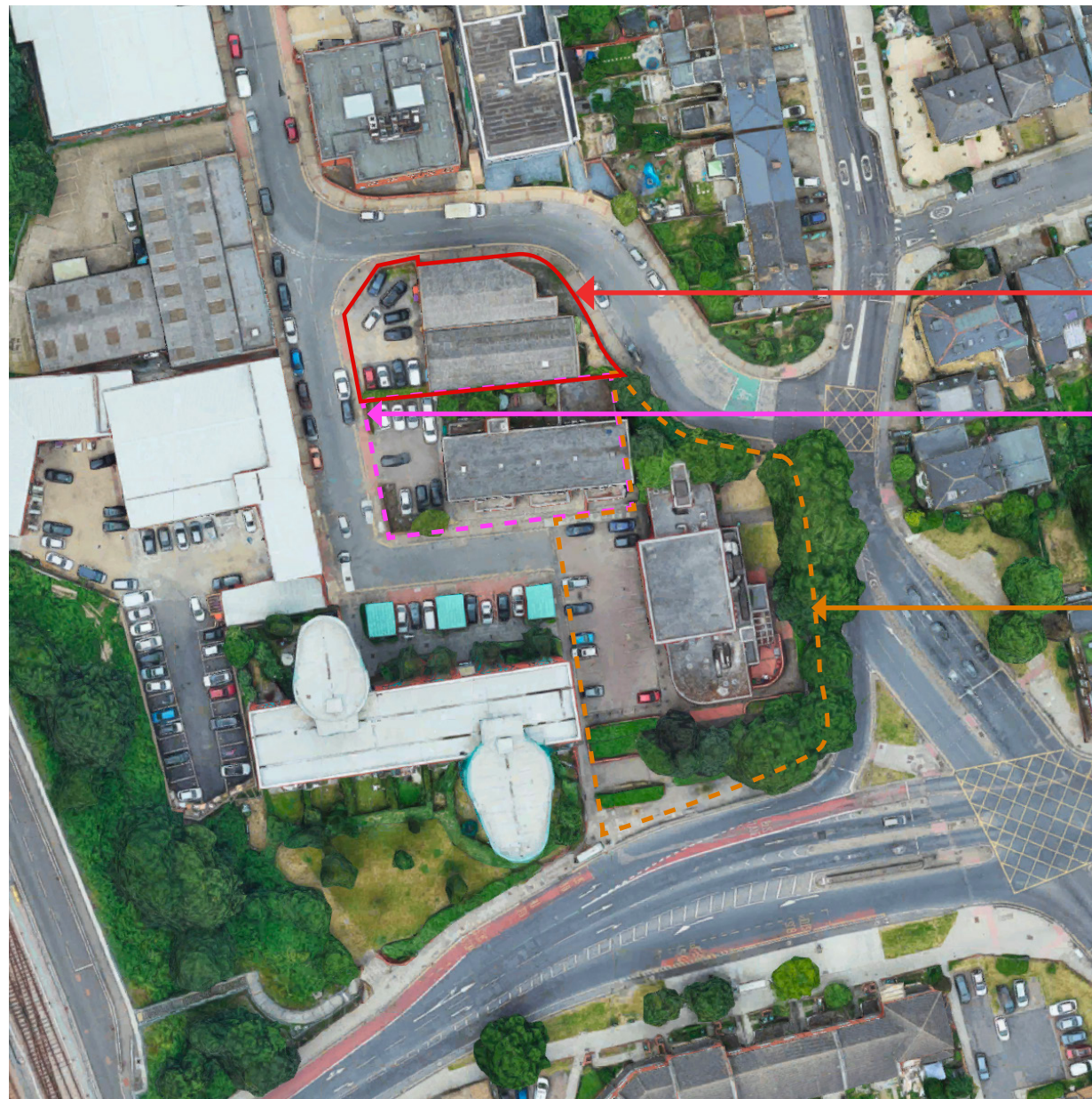
This is an exciting, sustainable location at the southern end of Haringey Heartlands, within walking distance of both Hornsey and Turnpike Lane stations.



LOCATION

2.0 SITE CONTEXT

2.2 SITE OWNERSHIPS



SITE BOUNDARY

EXISTING USES Area:

1. Jessica Buttons Factory - (PSMG)

The building is no longer being used for its original purpose and is currently being used as a temporary nursery. It is ideal for redevelopment.

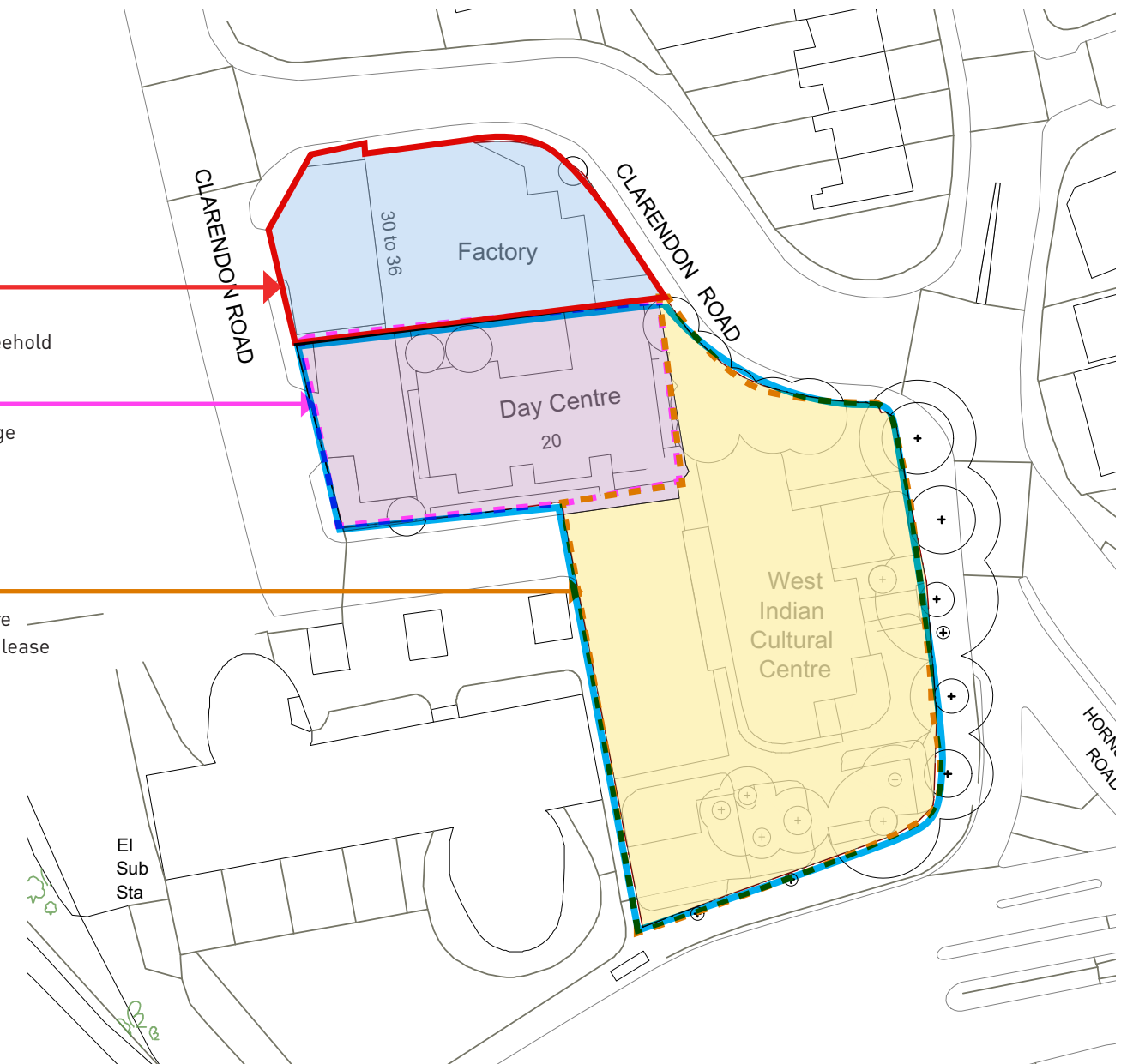
2. Clarendon Recovery College (LBH) The Council has plans to relocate the day centre in Wood Green

3. West Indian Cultural Centre (WEST INDIAN LEADERSHIP COUNCIL - 95 YEAR lease)

THE SITE
Jessica Buttons
Paul Simon Magic Group - Freehold

CRC
Clarendon Recovery College
Council freehold

WICC
West India Cultural Centre
Council freehold with 95 year lease
remaining to WICC.



SITE PLAN SHOWING EXISTING OWNERSHIPS

Factory	779 sq m	21%
Day Centre	930 sq m	25%
WICC	2016 sq m	54%

Site Ownership (0.0779 Ha)

Illustrative master plan site area