

CHARACTER AREAS AND TOWNSCAPE

LOCAL STREET/MASTERPLAN STREET

The treatment along the western edge of the Printworks development must cater for the interim relationship with the neighbouring Peacock Industrial Estate and also when the future masterplan is realised.

In the interim scheme Peacock Mews is detailed as a gated lane with a 2.0m high brick wall with hit and miss vertical planting, creating a physical and visual separation to the industrial estate. The brickworks will complement the building and create an acoustic buffer for residents.

When the future masterplan is realised this wall is removed and the ground floor duplex clusters can directly address the new street and avenue of trees that are intended



FIGURE 209. Duplex Cluster 1F



FIGURE 210. Duplex Cluster GF

KEY

- KDL
- Duplex Cluster 1
- Duplex Cluster 2
- Duplex Cluster 3
- ▶ Duplex Cluster Entrance Door

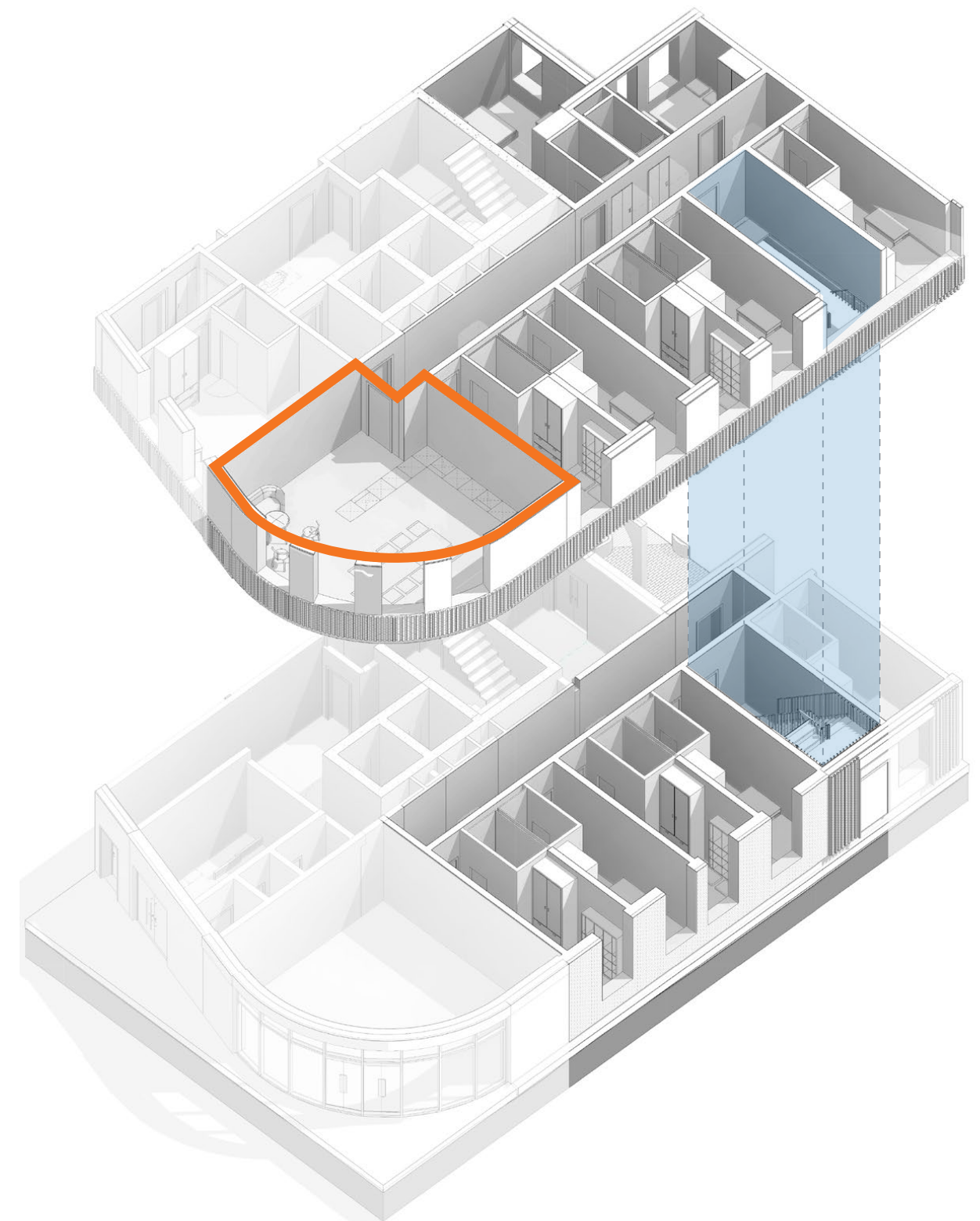


FIGURE 211. Duplex Cluster Axo Example (Duplex Cluster 1)



Not to scale

CHARACTER AREAS AND TOWNSCAPE

LOCAL STREET/MASTERPLAN STREET



Not to scale

KEY

- ❶ Northern gated access point with access control for residents
- ❷ Small unit, clay style paving surfacing
- ❸ Southern gated access point with access control for residents
- ❹ Small unit sett pavers to the continuation of Percival court.



FIGURE 212. Key Plan



FIGURE 213. Extract from Illustrative Landscape Masterplan

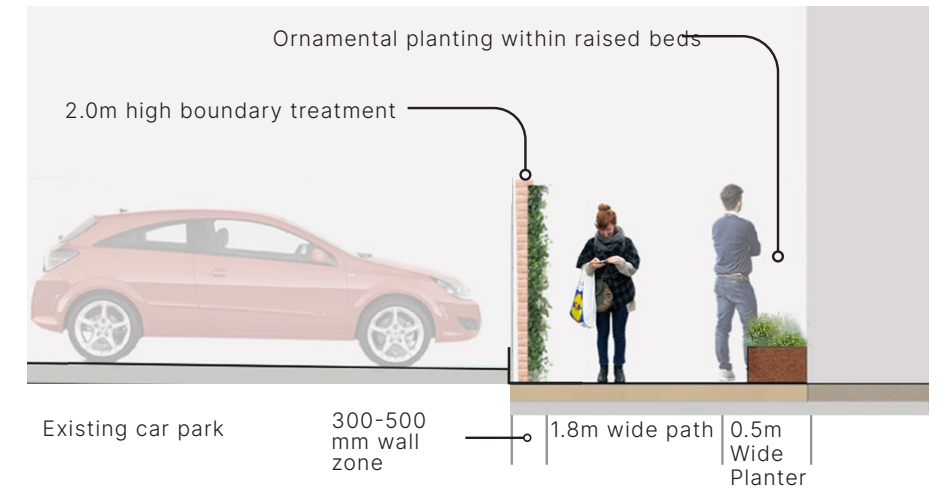


FIGURE 214. Section across street width - Interim treatment

KEY

- Duplex Cluster 1
- Duplex Cluster 2
- Duplex Cluster 3
- Duplex Cluster Entrance Door

CHARACTER AREAS AND TOWNSCAPE

4.7.7 COURTYARDS

The Courtyard Character Area relates to the majority of the PBSA within the development, and forms two of the main shared private amenity spaces in the form of the courtyard gardens themselves.

It also has an important edge condition with Brunswick Square as this space bleeds into the courtyards by way of the entrances to the north. The experience of the two spaces is different given their public and private use, but some of their architectural language is shared, particularly in terms of the arch and colonnade aesthetic which ties the scheme together from 'outside' to 'inside'.

The arches to Brunswick Square, at the entrance, and at the turning head, continue as cloistered elements in both courtyards which link to the street and provide sheltered circulation between the PBSA cores and High Road entrance.

The courtyards are animated by the student amenity accommodation which predominately lies within the central range, looking onto both external spaces, but a visual link is also provided to the potential gym to the north and into the entrance reception by way of large picture windows. Landscaping provides a focal point for the gardens with raised beds and seating, all set out to aid circulation.

The eastern courtyard is further animated by projecting balconies and a terrace at first floor, to the rear of the High Road studios, providing private external amenity space.



FIGURE 215. Character Area Plan

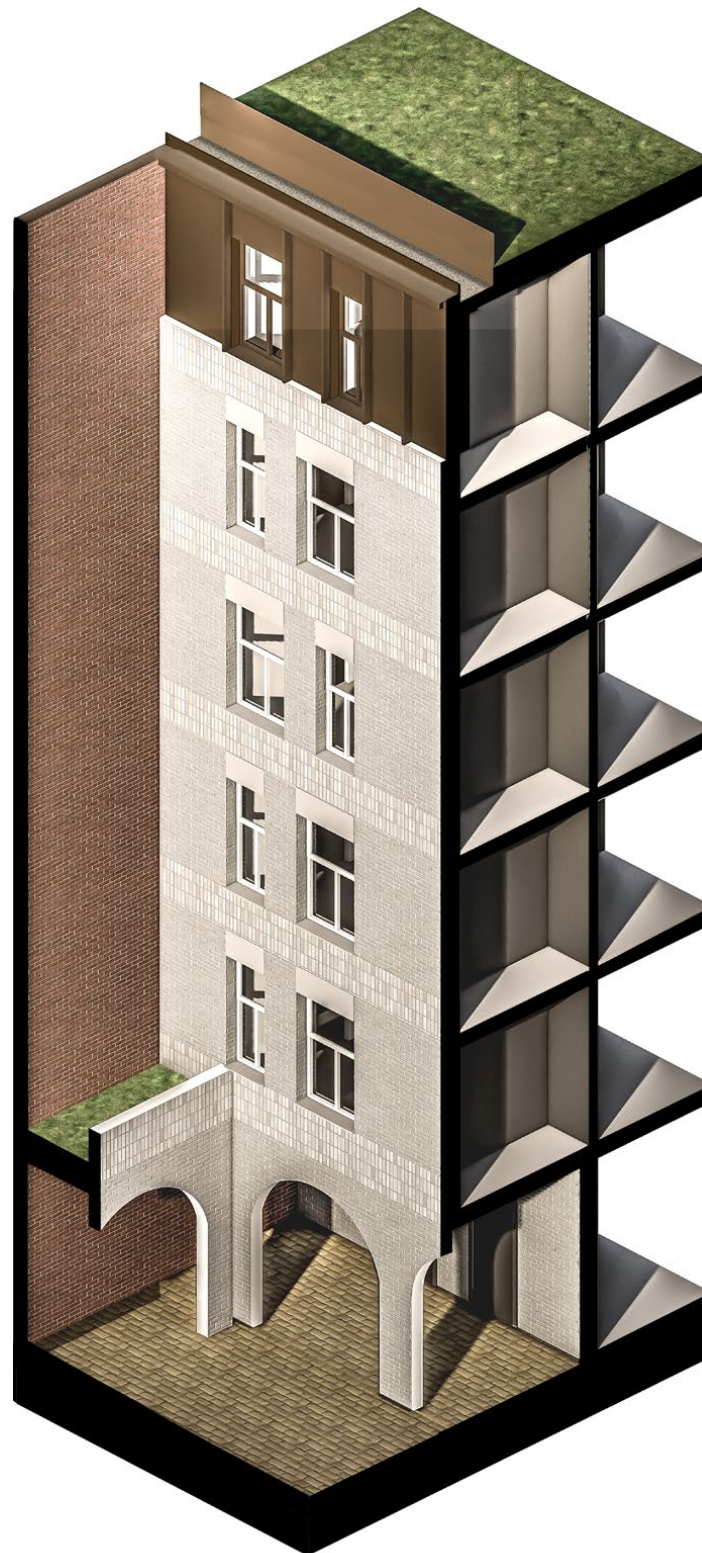


FIGURE 216. Courtyard Bay Study



FIGURE 217. Courtyard plans

CHARACTER AREAS AND TOWNSCAPE

COURTYARDS

The nature of the internal courtyard is designed to be contrasting to the exterior of the building. The facade treatment is more playful with white brickwork and an arched colonnade to the west.



FIGURE 218. Podium Precedents



FIGURE 219. Section Through the Courtyard Looking North



FIGURE 220. Section Through the Courtyard Looking South



FIGURE 221. Section Through the Courtyard Looking West

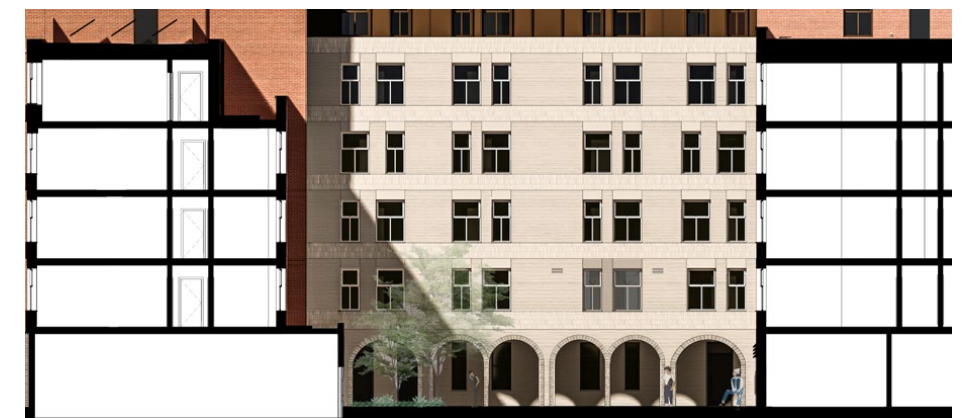


FIGURE 222. Section Through the Courtyard Looking East

4.8 PURPOSE BUILT STUDENT ACCOMMODATION

4.8.1 OVERVIEW

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. There is an undeniable demand for PBSA in London. The new London Plan acknowledges this by identifying the need for 3,500 beds a year for the life of the plan.

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 student accommodation development pipeline is diminishing, despite a growing student population. Within the borough under 1,000 PBSA beds has been consented over the last couple of years, which is very low relative to the catchment c.240,000 full time students.

The applicant has also engaged in detailed discussion with Middlesex University who have expressed interest in the proposed Printworks scheme to supplement their existing stock of student accommodation.

A number of meetings were held to develop the project to Middlesex University's requirements, resulting in their providing a letter of support to accompany the forthcoming Planning Application for the scheme.

Furthermore, the University has expressed early interest in opening a campus within the Paxton17 development located to the east of the High Road, and are working on preliminary space planning for these buildings support their creative courses.



FIGURE 223. Middlesex University

PURPOSE BUILT STUDENT ACCOMMODATION AND AMENITY



Not to scale

4.8.2 CATCHMENT AREA

- PW** Printworks & PAXTON17 Creative Quarter
A Middlesex University

Universities within a 40min Catchment

- 1 BSix College
- 2 LMA London
- 3 SAE Institute - London Campus
- 4 UAL Central Saint Martins
- 5 BPP University London - King's Cross
- 6 Queen Mary University of London
- 7 The university of Law London Moorgate
- 8 York St. John University London Campus
- 9 UAL CSM Archway
- 10 UAL London College of Fashion - Mare street Campus
- 11 Point Blank music school
- 12 UCL Institute of Ophthalmology
- 13 Newham College - Stratford Campus
- 14 UAL London College of Fashion - Golden Lane Campus
- 15 London school of Business and Finance
- 16 EC London English School and EC London 30+ Adult English centre
- 17 Glasgow Caledonian University - London Campus
- 18 Staffordshire University London - Digital Institute
- 19 Birkbeck - Stratford Campus
- 20 Royal Veterinary College
- 21 Central Film School
- 22 INTO University of Stirling - London Campus
- 23 City Academy London
- 24 London Contemporary Dance School
- 25 American Musical Theatre Academy - London
- 26 Nacel English School London
- 27 City, University of London
- 28 The Urdang Academy
- 29 Bayes Business School
- 30 Italia Conti of Theatre Arts
- 31 Conservatoire for Dance and Drama - London Contemporary Dance School
- 32 London Metropolitan University
- 33 International College of Musical Theatre
- 34 Paris Dauphine University
- 35 UAL London College of Fashion - Curtain Road Campus
- 36 Westminster Kingsway College
- 37 Guildhall School of Music and Drama
- 38 Loughborough University - London Campus
- 39 London Studio Centre
- 40 University of East London - Stratford Campus
- 41 McQueens Flower School
- 42 Global Banking School (GBS) London Olympic Park Campus
- 43 Queen Mary University of London - Charterhouse Square Campus
- 44 Cass Business School

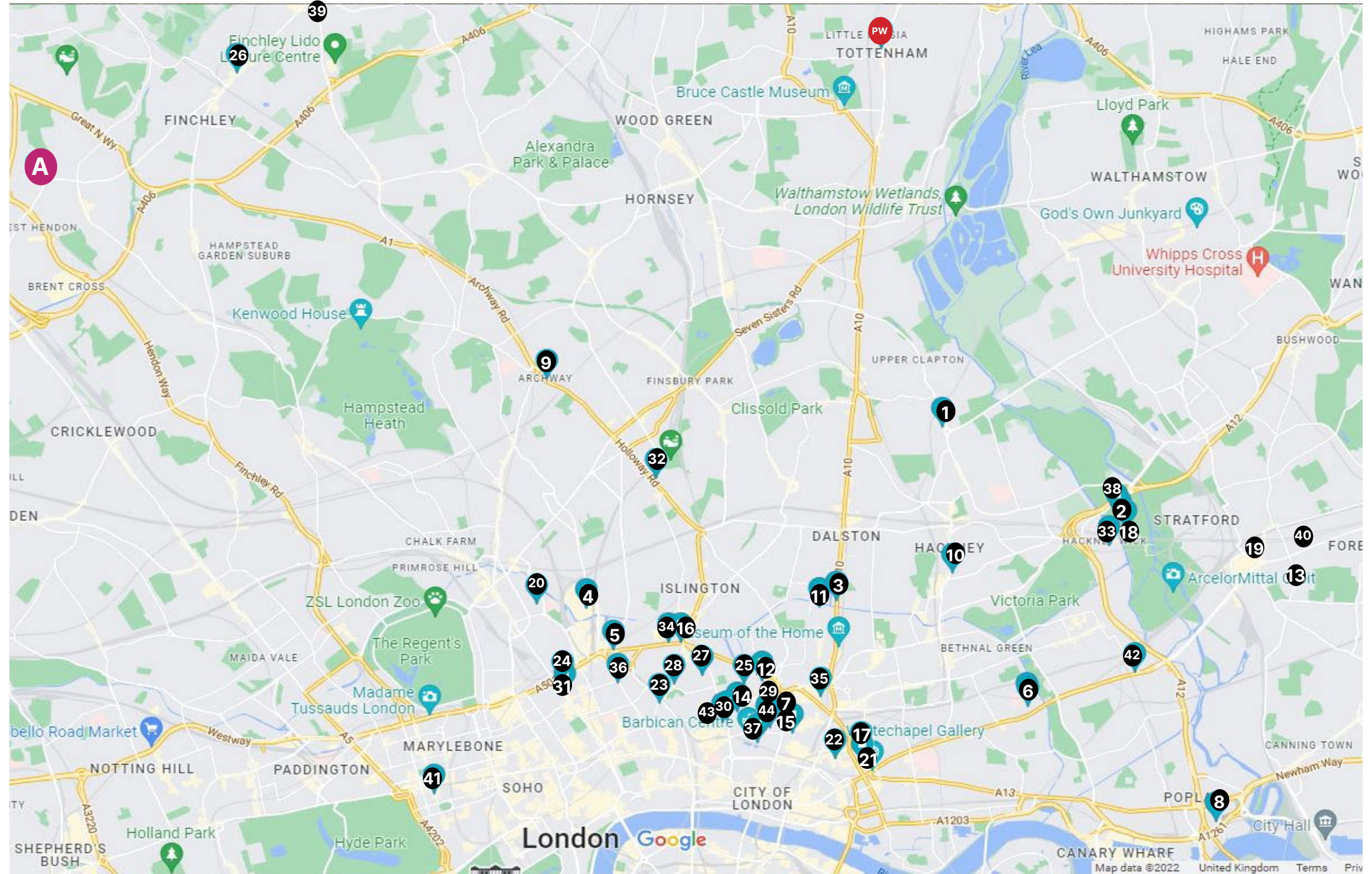


FIGURE 224. Map showing Higher Education Institutes approximate locations.

PURPOSE BUILT STUDENT ACCOMMODATION AND AMENITY

Not to scale

4.8.3 AMENITY SPACES

The drawing adjacent highlights an illustrative scheme for how the flexible ground floor student amenity space could be inhabited:

The courtyard gardens support this internal space and link the reception with the main body of amenity accommodation at the centre of the project.

The potentially most active and public facing opportunities for these spaces are shown to the north to help animate Brunswick Square.

- ❶ Entrance/Reception
- ❷ Laundry
- ❸ Screening room
- ❹ Breakout/Games room
- ❺ WCs
- ❻ Study
- ❼ Cafe
- ❽ Gym



FIGURE 225. Ground Floor Amenity Spaces

PURPOSE BUILT STUDENT ACCOMMODATION AND AMENITY

4.8.4 PRECEDENTS

The client brief for the project calls for high quality and the aspiration is to deliver a best in class proposal.

The design team have therefore considered a series of other comparable schemes as precedent to benchmark the project against.



- A** Prince Consort Village (London) courtyard
- B** Symons House (Leeds) cinema
- C** Chapter Kings Cross (London) gym
- D** Chapter Old Street (London) entrance hall
- E** Symons House (Leeds) games room
- F** Symons House (Leeds) roof terrace

FIGURE 226. PBSA Precedents

PURPOSE BUILT STUDENT ACCOMMODATION AND AMENITY

4.8.5 BENEFIT TO LOCAL AREA

Economic Benefits*Additional Spend*

Student expenditure would be beneficial to the local economy. As the majority of students have limited or no access to a car, a high proportion of this spend would likely be retained in the local area. This additional expenditure can support the establishment of new shops/services/leisure facilities in the immediate surrounding vicinity. It can also create/expand the night-time economy, with additional activity in the area after office hours being able to support new leisure facilities. (Lichfields, 2016)

Additional Jobs

The increased level of student expenditure can support the creation of new jobs in a local area, driven by additional demand for goods and services. (Lichfields, 2016)

Reduced Pressure on Private Rental Values

The development of specific student accommodation can take pressures off the local private rental market, providing a suitable alternative for students. This, in turn, can potentially help to address rising house prices for local communities, driven by high demand in 'student areas'. In addition, Local Council Tax revenues can also increase as a result of housing being released back into the mainstream market. (Lichfields, 2016)

Local Skills Retention

The creation of high-quality student accommodation can play a key role in attracting and accommodating higher numbers of students attending the universities. It can also contribute to the enjoyment of living in a particular location, presenting a key opportunity to support higher levels of graduate retention. (Lichfields, 2016)

Social Benefits*Improvements in Site Safety*

The creation/expansion of a night-time economy means there would be additional activity in the area after hours. Therefore, increasing the local footfall would improve the safety of cities after dark.

Social Cohesion

If the student accommodation building also brought forward additional uses it could create and encourage social cohesion within the local area. For example, by providing publicly accessible open space/cafés/ community facilities, these would provide opportunities for the local community to interact and therefore integrate. (PBSA News, 2022)

Sources of Information

Lichfields (2016), Planning Matters: The Economics of Student Housing <https://lichfields.uk/blog/2016/february/3/the-economics-of-student-housing/>

PBSA News (2022), Broader Benefits of PBSA: Creating Value for Local Communities <https://pbsanews.co.uk/2022/04/21/broader-benefits-of-pbsa-creating-value-for-local-communities/>

4.9 ACTIVE FRONTAGE AND SERVICING STRATEGY

4.9.1 ACTIVE FRONTAGES

The scheme proposes the restoration and remodelling of the High Road active frontage to create a cohesive run of shop fronts which respond to their historic context while promoting a more vibrant outlook for the high street. This is achieved by treating Nos. 819 to 827 as a whole, considering colour, signage design, and the architectural detail to promote new, more active, uses.

Central to re-imagining, and reactivating, this run of High Road units is sitting the PBSA entrance right at the centre of this historic terrace – the ground floor shop front to No. 823 is converted as a student reception and works well with its wide, glazed elevation, and pair of columns which flank the new entrance doors.

The commercial unit at the junction of the High Road and Brunswick Square extends the active frontage around the corner onto what is currently an inactive and unwelcoming lane and activates the small new public space created through the removal of No. 829 with a series of new windows.

The existing shop front arrangements from Nos. 819 to 827 are largely intact in terms of the pilasters, fascia, architraves and clerestory glazing, but in need of improvement, subject to further site investigation and trials. With the units now under one ownership there is also the opportunity to consider them as a consistent group in terms of decoration and advertising, in line the 'North Tottenham Conservation Area Appraisal and Management Plan' guidance.

A key move is, however, to lower the existing shop front plinths, and reveal/restore the existing glazed brickwork to them where possible, increasing the glazed area to the street. The glazed tile embellishments to the pilasters will also be recovered where possible. 'The Printworks' sign associated with the Herald Newspaper occupation is also restored, further activating the elevation.

KEY

- | | |
|--|---|
|  Active PBSA Frontage |  Duplex Front Door |
|  Active Commercial Frontage |  Commercial Front Door |
|  Core Front Door |  Courtyard Entrance |



FIGURE 227. Active Frontages Diagram

Not to scale

ACTIVE FRONTAGE AND SERVICING STRATEGY

Exposing the north gable wall of No. 827 allows for three new ground floor windows to be added into the commercial unit, fronting the revised entrance to Brunswick Square. Supported by new seating, planting, lighting, information point, and gateway arch, the small public space promotes activity and celebrates the character of the High Road with its multitude of lanes heading off to the east and west.

A rhythm of glazing continues along Brunswick Square either looking into the students gym, core lobbies, or the commercial unit at the western end of the street. There are also two openings into the courtyards, and these elements all work to transform the character of this space via passive surveillance and new pedestrian movement.

‘Secured by Design’ principles have been followed to reduce the number of recessed spaces around the ground floor footprint of the scheme, combined with the use of ‘D’ ended corners and fencing/gates, where necessary, to generally combat anti-social behaviour.

The north-west and south-west corners of the scheme are anchored by commercial units which lead pedestrian movement around from Brunswick Square and Percival Court to the route down the western boundary. This new street is activated by ground floor front doors and windows to duplex clusters.

Some ground floor frontage is necessary to be given over to less active uses, such as plant space, and bin and cycle stores – the design has carefully considered the need to balance such open and closed sections of the elevation with the front doors and shop fronts evenly distributed around the perimeter and at key focal points.



FIGURE 228. Peacock Mews Elevation

ACTIVE FRONTAGE AND SERVICING STRATEGY

4.9.2 SERVICING STRATEGY

The servicing strategy for the project has been developed in close collaboration with the specialist transport consultant, following discussion with officers, and the potential waste removal operator for The Site. Anticipated trip generation has been analysed to inform the design, specifically to understand the size and number of loading bays needed, along with the necessary tracking and turning locations to permit service vehicle movement.

The scheme has been considered both in terms of the interim phase and the future masterplan scenario as the wider, long term, aspirations for the neighbourhood result in very good access being provided on the west side of The Site.

The detailed design development around the No. 807 High Road scheme, and its impact on Percival Court, has been given due regard as context to The Printworks servicing strategy. The 2.8m width of Percival Court, at the junction with the High Road, precludes this route being used for waste removal as it is too narrow, and so, as per the plans for No. 807, this access to The Site is prioritised for private vehicles.

KEY

-   Commercial Bin Store
-   Delivery Access
-   Bicycle Parking Access
-   PBSA Bin Store
-   Waste Collection Access
-   Car Parking/Basement Access



FIGURE 229. Servicing Strategy Diagram

ACTIVE FRONTAGES AND SERVICING STRATEGY

SERVICING STRATEGY

Private vehicles accessing The Printworks would be limited to cars entering The Site at the south-west corner where a single accessible car parking space is accommodated. Therefore the scale of traffic movement here would be very minimal, maintaining the quiet nature of the lane. Splitting the servicing of The Site between the southern access, and that to the north, Brunswick Square, reduces pressure on Brunswick Square which leads to the Peacock Industrial Estate. Existing vehicle movements have been analysed, along with those associated with the new proposals, and appropriate measures taken to accommodate both.

The mouth of Brunswick Square is of sufficient width to accommodate the necessary 3.4m dimension for a bin lorry but the lane narrows to just 3m immediately on entering the street with buildings hard up against the road on each side with no existing pavement to alter. This has resulted in the need to widen the lane and the opportunity has been taken to improve pedestrian access at the same time.

The design led response to Brunswick Square, given its relationship with the future masterplan, has resulted in a new piece of place making which incorporates service access requirements and the ability to safely accommodate pedestrian movement.

As Brunswick Square extends to the west, loading bays are built into the overall street width by carefully setting back the proposed building line. These bays allow vehicles to serve both the PBSA and commercial components of the scheme. The bays are followed by a hammer head which allows a bin lorry to turn and exit back onto the High Road without having to navigate the private Peacock Industrial Estate road network to the west. Brunswick Square is an adopted highway.

The north-west and north-east cores have associated ground floor bin stores which open directly onto the street and can be readily accessed by the bin lorry with parking within the necessary 10m drag distance for bins. However, in the interim phase, the bin stores associated with the south-west core, will be part of a management strategy to bring waste up to Brunswick Square.

As the masterplan street to the west, Peacock Mews, is brought forwards, bin lorry access is provided to the west, and south west, along with another turning head, and the management of waste to move bins around The Site would no longer be required.



FIGURE 230. Percival Court Elevation

4.10 APPEARANCE AND MATERIALS

4.10.1 EXISTING MATERIALITY

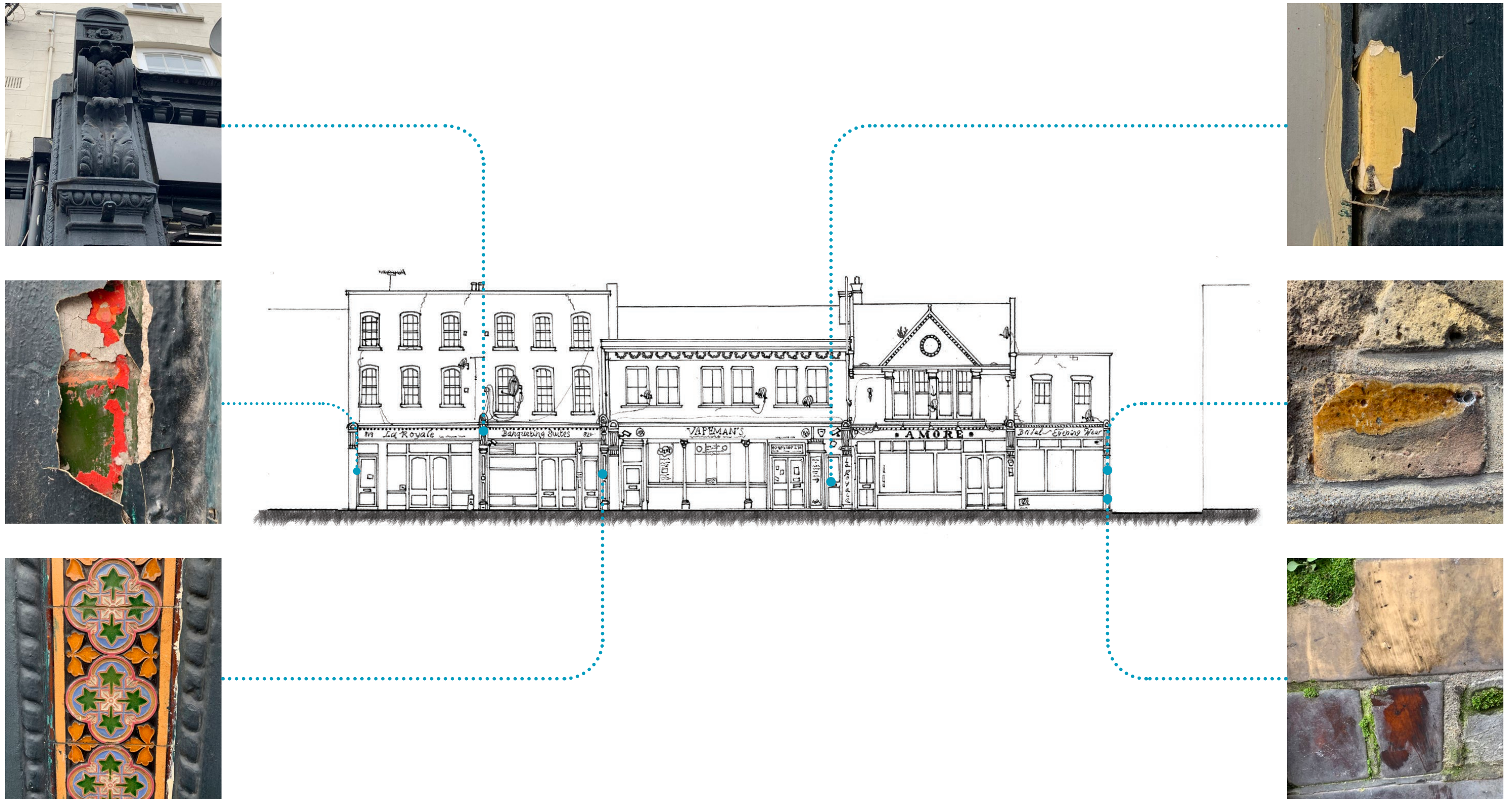


FIGURE 231. Existing High Road Materiality Diagram