

## **Pre-application briefing to Committee**

### **1. DETAILS OF THE DEVELOPMENT**

**Reference No:** PRE/2015/0418

**Ward:** Noel Park

**Address:** The Chocolate Factory, Clarendon Road, Wood Green N22 6XJ

**Proposal:** The proposal is for the redevelopment of the site to provide up to 225 residential units together with 14,128sqm of commercial floorspace, including the retention of the main 'Chocolate Factory' building.

**Agent:** Barton Willmore

**Ownership:** Private

**Case Officer Contact:** Adam Flynn

### **2. BACKGROUND**

- 2.1 The proposed development is being reported to Planning Sub-Committee to enable members to view it at an early stage. Any comments made are of a provisional nature only and will not prejudice the final outcome of any planning application submitted for formal determination. It is anticipated that the proposal will be presented to the Planning Committee later in the year.

### **3. SITE AND SURROUNDS**

- 3.1 The site is located to the south-west of Wood Green Metropolitan Town Centre. It comprises a cluster of buildings of differing size and scale, which are predominantly occupied by creative businesses. The main Chocolate Factory building towards the centre of the site is up to 5-storeys in height, and is to be retained. The remainder of the buildings on the site, and later extensions of the Chocolate Factory, ranging in heights up to 5-storeys are to be demolished.
- 3.2 The main site is bordered to the west by Western Road and by Coburg Road to the south. The other portion of the site, currently used by the Metropolitan Police, lies on the western side of Western Road, to the west of the Decorium building.
- 3.3 The surrounding area is intensively developed, generally with buildings of 2-3 storeys in height, in a mixture of uses, including a school to the north, and the Mountview Academy to the south. The site lies adjacent to the southern boundary of the Wood Green Conservation Area.

- 3.4 The site forms part of Site SA19 in the Site Allocations DPD, which has just concluded its consultation on modifications phase. The proposed Site Allocation states: 'Enhancement of the Wood Green Cultural Quarter through improvements to Chocolate Factory and creation of high quality urban realm. Comprehensive redevelopment of the remaining sites for employment-led mixed use development with residential.'

#### **4. PROPOSED DEVELOPMENT**

- 4.1 The proposal is for the redevelopment of the site to provide up to 225 residential units together with 14,128sqm of commercial floorspace, including the retention of the main 'Chocolate Factory' building.
- 4.2 The commercial floorspace will be made up of the Chocolate Factory building, which will have its later additions and alterations demolished, and be extended by the provision of a new 6<sup>th</sup> floor. The Metropolitan Police Building on the opposite side of the road will be demolished and replaced with a new 4-storey building. A small 3-storey building will be added to the west of the Chocolate Factory building, with ground floor commercial uses in the other buildings making up the remainder.
- 4.3 The residential units are proposed in four buildings, with a main residential block of up to 7-stories fronting Western Road, a tower building up to 13-stories fronting the main internal square, and two 6-storey blocks to the south-west of the site fronting Coburg Road.

#### **5. PLANNING HISTORY**

- 5.1 There is no recent planning history for the site relevant to this application.

#### **6. CONSULTATION**

##### **6.1 Internal/external consultation:**

- 6.2 The applicant has been advised that the requirements of the National Planning Policy Framework (NPPF) and the Council's Statement of Community Involvement (SCI) (2011), which sets out the requirement of the developer engaging with and consulting the local community in planning and development issues. As outlined in the NPPF and the Council's SCI applicants of major schemes are advised to undertake early community involvement before submitting an application to the Council. The applicant has already undertaken their own consultation, and will undertake further consultation prior to the submission of the application. This is as required by the NPPF and the Council's statement of community involvement (SCI) which sets out details of the developer undertaking community engagement.

### **6.3 Development Management Forum**

- 6.4 The proposal was presented to a Development Management Forum on 19 January 2017. The key concerns highlighted at the meeting were an future and ongoing consultation and communication with existing tenants, the timeframes involved in the proposals, the maintenance of the Cultural Quarter and retaining the uniqueness, intrinsic uses and tenants, the provision of affordable housing, the locations of green/open space, land ownership, and car parking. Feedback from the Forum will be included within the written report to a forthcoming planning sub-committee.

### **6.5 Quality Review Panel**

- 6.6 The scheme was presented to the Quality Review Panel on two occasions, these dates being 27 April 2016, and 06 July 2016. The summaries of the Panel's views are as follows:

#### 27 April 2016 Review:

The Quality Review Panel recognises that the Chocolate Factory site represents a welcome opportunity to bring forward a high quality development that should set the standard for the area around the Haringey Heartlands. The panel broadly supports the emerging proposals, and feels that it has the potential to become a good scheme. They identify, however, a number of issues that need to be resolved, in particular the configuration and nature of the northwest section of the site adjacent to the school, and the clarity and role of the central space. They also remain to be convinced by the location and nature of both towers, and suggest that further thought is required.

The panel also identified that the public realm across the site requires further scrutiny in terms of scale, hierarchy and design. The courtyard block could be very successful; the panel drew a parallel with the Custard Factory in Birmingham as an example of how the special character of a place has been retained and expressed in a very successful development. The importance of early consideration and integration of public art was highlighted.

#### 6 July 2016 Review:

The Quality Review Panel is generally supportive of the way that the scheme has developed following the previous QRP meeting on 27 April. They welcome the reduction in height of a storey from Block I (Metropolitan Police site), and removal of the tower to the north-west of the site, and the opportunities that this has enabled for the creation of some positive spatial relationships within the Chocolate Factory courtyard, and with the school to the north of the site. The tower located adjacent to the square remains an interesting proposition, but the

panel feels that further justification and testing of the scale is needed, with regard to long views. The emerging sketch designs for the tower show promise; the panel further feels that the tower would need to have very special qualities to justify its scale.

The panel is broadly supportive of the distribution of uses and emerging architectural design, but suggest that there is scope for fine-tuning, especially with regard to over-shadowing. Further consideration (in discussion with officers) is also required concerning short-term boundary conditions of the first phase of development to mitigate or avoid negative impacts like overlooking. The panel also finds much to admire in the design of the public realm - but feels that there is scope to further refine the design of the square. More detailed comments are provided below.

## **7. MATERIAL PLANNING CONSIDERATIONS**

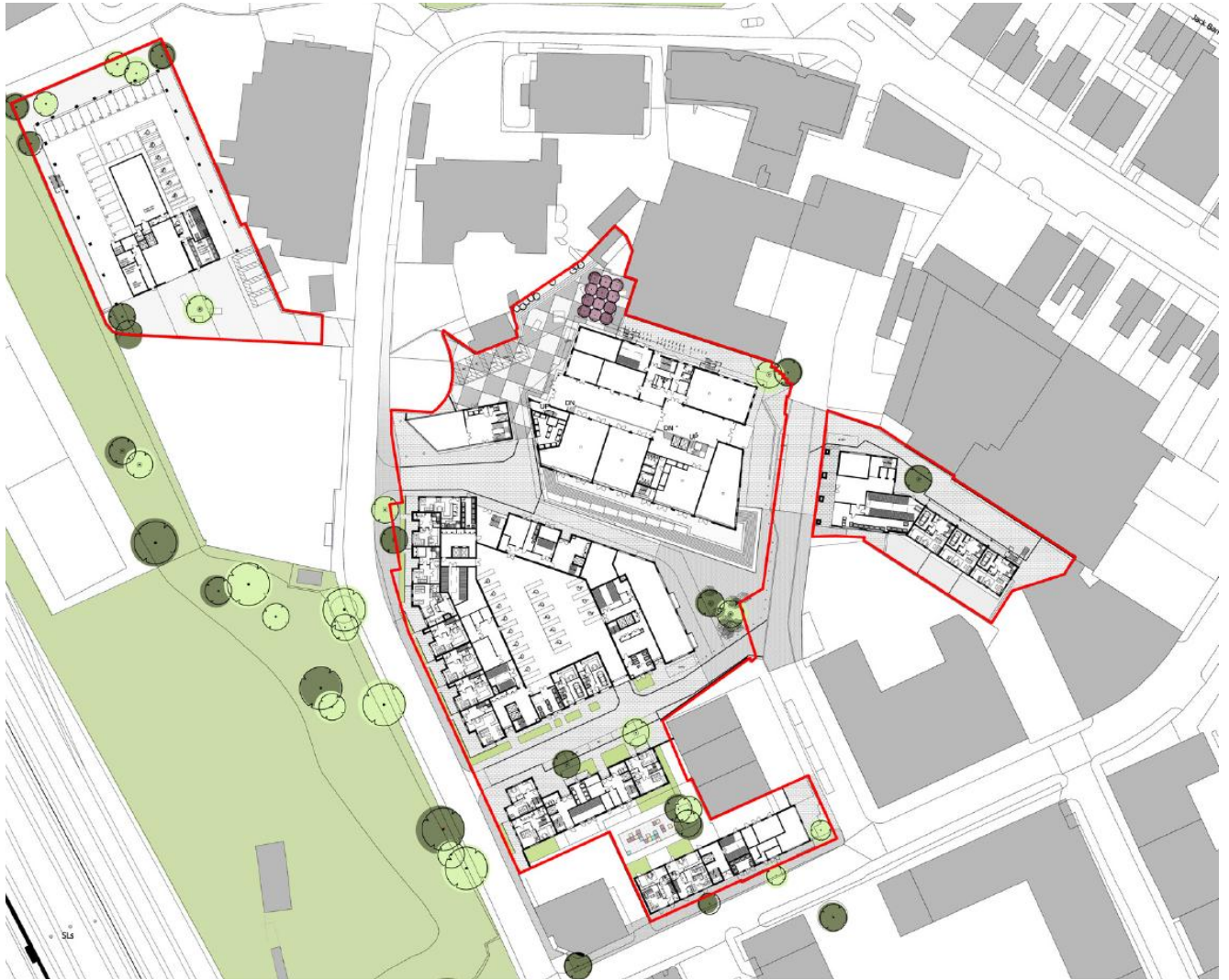
### **7.1 The main planning issues raised by the proposed development are:**

1. *Principle of the development* – The redevelopment of the site to create a mixed use development comprising a comprehensive amount of commercial floorspace together with residential units is acceptable in principle, and in accordance with the site allocation for the site. Provision of affordable workspace would be expected to be provided as part of the application.
2. *Design and appearance* – The general principle of the layout of the development and the block position is considered acceptable, however the overall bulk, massing and height is still being developed. Careful treatment of the design, especially to the tower building, the Metropolitan Police building, and the building fronting Coburg Road, is essential. The design and layout of the scheme has been evolving, but this still requires some refining prior to submission.
3. *Affordable housing* – Local Plan Policy SP2 requires developments of more than 10 units to contribute to the Borough's target of 50% of affordable housing contributions to the Borough's affordable housing stock (current Draft Published Local Plan Amendment 40% affordable housing). However, any proposed scheme providing less than the required affordable housing must submit a viability report for assessment. The quantum of affordable housing units is not yet known.
4. *Density* – The density of the proposal is still evolving, however the density of the proposal would be expected to be in line with the guidance in the London Plan Density Matrix of 70-260 u/ha and 200-700 hr/ha for an Urban location with a PTAL of up to 5.

5. *Housing mix* – The proposed mix is presently 34 x family sized (3-bed plus) units (15%), 112 x 2-bed units (50%), and 79 x 1-bed units (35%), which is welcomed and considered to provide a good mix of units.
  6. *Impact on residential amenity* – The proposal should consider the impact on the amenity of the surrounding properties regarding loss of daylight / sunlight / enclosure overlooking, loss of privacy and noise levels. Any formal submission should include a BRE sunlight and daylight study in relation to any redevelopment of the site and a noise report with mitigating measures if required.
  7. *Quality of accommodation* – London Plan policy 3.5 and Local Plan policy SP2 require high quality development to meet the standards of the Mayor's Housing SPG. From the plans provided, it appears that the proposed units would be of a good size and layout, with good sized rooms and access to amenity space.
  8. *Parking and highway safety* – The applicant has taken a pre-emptive approach to the preparation of the transport assessments which is acceptable. Trip generation, surveys and net trips will influence the modelling. Parking will need to be assessed on the basis of the mixture of uses proposed. An assessment of the PTAL of the site will be required, as part of the site falls within PTAL 3. Depending on the results of this assessment, some element of car-free development may be considered acceptable. Disabled parking would be required at a rate of 1 per wheelchair unit (10% of the units proposed). This would need to be provided on the site. Cycle parking will also be required at London Plan standards.
  9. *Accessibility* – All units would comply with the relevant standards and 10% of the number of residential units would be required to be wheelchair accessible.
  10. *Sustainability* – The London Plan requires all new homes to achieve a 35 per cent carbon reduction target beyond Part L 2013 of the Building Regulations. This would be expected to be outlined in an Energy Strategy to be submitted with any application.
- 7.2 These matters are to be assessed prior to the application being considered at a planning sub-committee.

## PLANS AND IMAGES

### Indicative Site Layout





## Aerial View



## Indicative Aerial View

