

Pre-application briefing to Committee Item No.

1. DETAILS OF THE DEVELOPMENT

Reference No: PPA/2018/0012

Ward: Tottenham Hale

Address: Ashley Park Tottenham Hale

Proposal: Detailed planning application for up to 97 residential units, new public realm, associated amenity space, cycle and disabled car parking.

Applicant: Notting Hill Genesis

Agent Nathaniel Lichfield & Partners

Ownership: Private

Case Officer Contact: James Farrar

2. BACKGROUND

- 2.1 The proposed application is being reported to Planning Sub Committee to enable members to view the proposal prior to submission. Any comments made are of a provisional nature only and will not prejudice the final outcome of any reserved matters application submitted for formal determination. Pre-application discussions have been ongoing.

3. SITE AND SURROUNDS

- 3.1 The Ashley Park site sits within the wider Ashley Road South (ARS) Masterplan. The northern part of the site comprises part of the Ashley Link, which is a green route running east-west across the Ashley Road South masterplan. The proposed development comprises a single linear block located on the southern side of the Ashley Link, to the south of the proposed Notting Hill Genesis's Ashley House development (currently being pursued through a separate reserved matters application due to be considered by the committee). The site forms part of site allocation (TH5) and requires town centre uses on all frontages to Ashley Road.
- 3.2 The ARS Masterplan encompasses land controlled by the respective developers, Notting Hill Genesis and Berkeley Square Developments (BSD), who are collaborating to bring forward the redevelopment of the sites. A plan showing the relationship to the wider masterplan is provided at Appendix B. A site boundary plan is provided at Appendix A.

4. PROPOSED DEVELOPMENT

- 4.1 It is anticipated that the forthcoming planning application will seek detailed approval for up to 97 residential units (Class C3), new public realm, landscaped amenity space, car and cycle parking and all associated works. 40% of the homes are proposed to be affordable. The detailed housing mix is subject to detailed testing and further discussions with officers. Currently, three disabled car parking spaces are proposed with safeguarding for additional spaces, subject to demand.
- 4.2 Haringey Council officers have held four pre-application meetings with the applicant team. A range of issues have been discussed, particularly the layout and design of the block, requirement for the site to provide the maximum amount of employment floorspace, the inclusion of commercial space to activate the Ashley Road frontage, access issues and the balance between car parking and amenity space.
- 4.3 The applicant worked jointly with council officers to explore alternative options for the layout and ground floor treatment, in order to achieve the optimum outcome for mix of uses, bedroom mix, residential quality, amenity, and visual appearance from the park and Ashley Road. The access arrangements resulting from the layouts explored, particularly for disabled users, has also been discussed.

5 CONSULTATION

5.1 Internal/external consultation

- 5.2 This scheme is currently at pre-application stage and therefore no formal consultation has been undertaken. There has been no external consultation as yet as the planning application has not yet been submitted.

5.3 Development Management Forum

- 5.4 The proposal is due to be presented to a Development Management Forum later this month and feedback incorporated into the proposals.

5.5 Quality Review Panel

- 5.6 The Quality Review Panel considered the pre-application proposals on 12 September 2018.
- 5.7 The Quality Review Panel consider that a considerable amount of work has gone into the development of the scheme so far, and it is generally supportive of how the scheme has evolved throughout this design process. It feels that the scale of the development is appropriate, and that the commercial element is well-considered; and that the high-level decisions in terms of massing, layout, architectural expression and external space have a lot of merit.

5.8 It feels that some scope for improvement remains within the configuration of the easternmost section of the block at Ashley Road, which could facilitate a reduction in the impact of parked cars on the rear communal open space. Potential also exists to explore alternative configurations for the deck access, circulation corridors and amenity spaces, in order to improve the quality of accommodation and the amenity space that the units benefit from.

5.9 The current proposals have evolved further since the QRP review and respond to many of the above points with the main change being the switch to decked access on the northern elevation.

6 MATERIAL PLANNING CONSIDERATIONS

6.1 Officers consider that the proposals have evolved positively through pre-application discussions with each design iteration making improvements on the last. The main changes have been:

- The principle of the deck terrace access/core orientation and the proposed unit layouts has been subject to further detailed design work.
- Following careful consideration, including sunlight and daylight analysis of individual flats, the deck has been relocated to the north elevation above ground floor level overlooking the Ashley Link. This helps to activate this important elevation, whilst also enabling a different approach to the southern façade;
- At a detailed level, the deck access has been located within the existing framing structure of the façade to provide a strong edge to the street, overlooking the Ashley link;
- Maisonettes have been preferred to apartments on the ground floor to further improve the residential mix;
- The elevation facing Down Lane Park has been reviewed in detail given the importance of the corner;
- The proportion of family units has increased as the mix was too heavily proportioned towards smaller units;
- The inclusion of the commercial unit on Ashley Road is considered beneficial to the scheme and better addresses the requirement for a more active frontage on the corner block between Ashley Road and the Ashley Link;
- Changes to the massing of 8-6-8 storeys rather than 9-7-8 storeys (east to west). The development has a stronger relationship with the Ashley House site opposite rather than the Argent Related Ashley Road West / East scheme;

- Consideration to providing three separate blocks rather than continuing a long linear block. The break-up of the massing through appropriate articulation and the elevational treatment.

Appendix a: Application Site Area

THE DESIGN PROPOSAL

2.1 LOCATION PLAN



Appendix B

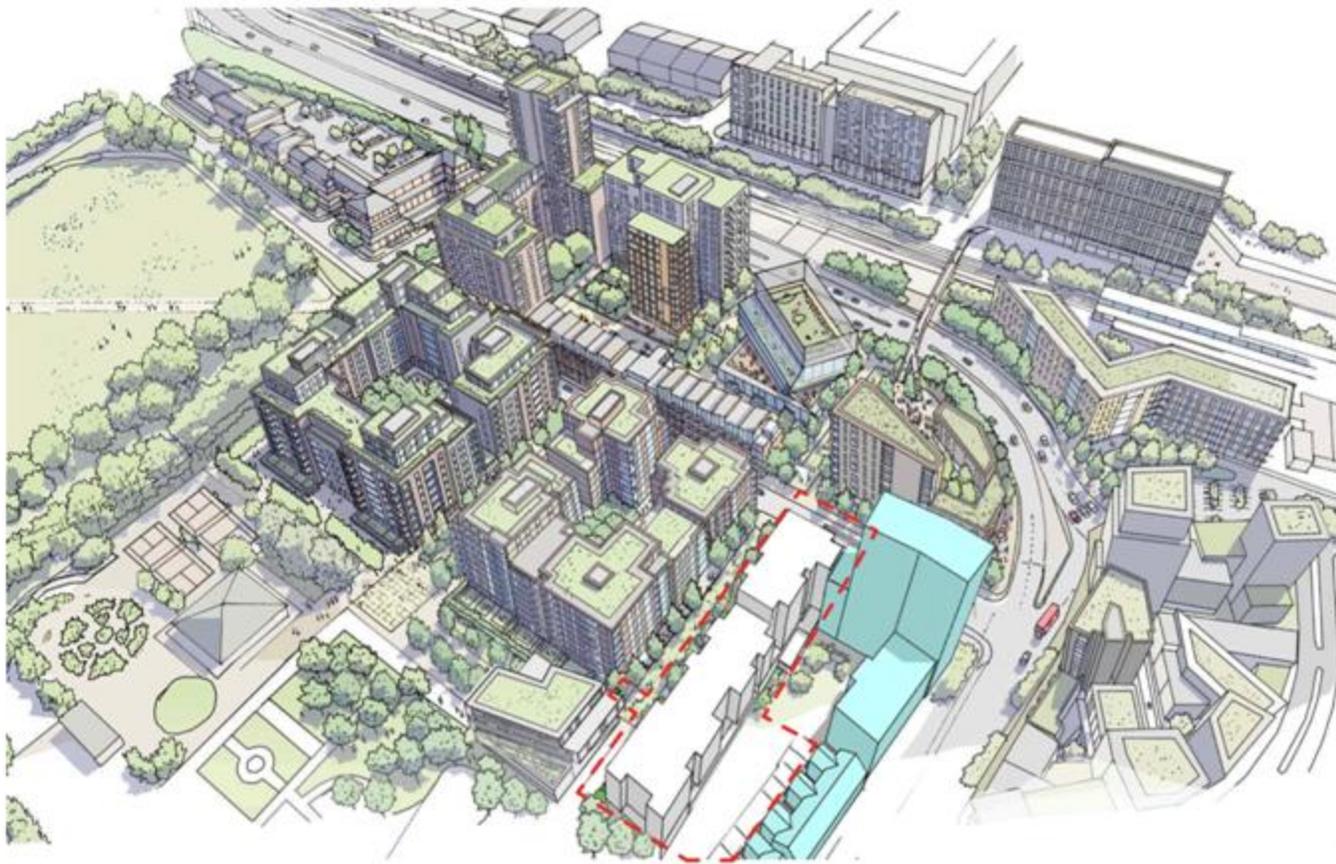
2.0 THE DESIGN PROPOSAL

2.5 DEVELOPMENT IN CONTEXT

Materials in context



DESIGN & DEVELOPMENT
MASSING STUDY



Aerial view showing scale and massing based on current proposals from AHB and AR together with surrounding context