

Pre-Application Briefing to Committee

1. DETAILS OF THE DEVELOPMENT

Reference No: PPA/2019/0011

Ward: West Green

Address: 300-306 West Green Road N15 3QR

Proposal: Demolition of the existing buildings and redevelopment of the site to provide a five storey building which includes a recessed top floor comprising of mixed use development of 1 x retail unit of 186.7 sqm plus stock room of 180.8 sqm on the ground floor and ancillary retail accommodation at basement level with residential flats above (19 units comprising 11 x 1 bed, 6 x 2 bed and 2 x 3 bed units).

Applicant: Stephen Adams

Agent: First Plan

Ownership: Private

Case Officer Contact: Valerie Okeiyi

2. BACKGROUND

- 2.1. The proposed development is being reported to Planning Sub-Committee to enable members to view it in good time ahead of a full planning application submission. Any comments made are of a provisional nature only and will not prejudice the final outcome of any formally submitted planning application.
- 2.2. It is anticipated that the planning application, once received, will be presented to the Planning Sub-Committee in 2019. The applicant has been recently engaged in pre-application discussions with Haringey Officers.

3. SITE AND SURROUNDINGS

- 3.1 The site is located on the corner of West Green Road and Langham Road. It currently comprises part of a terrace of two and three storey buildings. The existing uses comprise two retail units and a restaurant at ground floor level and four residential units above. There is a private forecourt to the front and rear of the building.
- 3.2 On the opposite side of Langham Road is Strawbridge Court which is predominantly a four storey building comprising retail and an A2 units on the ground floor and residential above. It has a contemporary design with a mix of brick and render and a higher roof height at both ends of the main frontage.

- 3.3 Adjoining the site to the east is a row of two storey terraces with pitched roofs comprising retail/commercial uses at ground floor level and residential above.
- 3.4 On the opposite side of West Green Road is a row of three storey terraces with retail uses at ground floor level and residential above. To the rear of the site is Ashley's Alley is a private road, which provides access to the rear of the terraces. Beyond this is Park View School, which has buildings set back away from the site.
- 3.5 The site does not comprise any statutory or locally Listed Buildings and is not located within a Conservation Area.

4. PROPOSED DEVELOPMENT

- 4.1. The proposal comprises the demolition of the existing buildings and redevelopment of the site to provide a five storey building which includes a recessed top floor comprising of mixed use development of 1 x retail unit of 186.7 sqm plus stock room of 180.8 sqm on the ground floor and ancillary retail accommodation at basement level with residential flats above (19 units comprising 11 x 1 bed, 6 x 2 bed and 2 x 3 bed units).
- 4.2. The scheme would include 3 car parking spaces fronting Ashley's Alley plus 28 cycle parking spaces.
- 4.3. The scheme would enable Ashley's Alley and this part of Langham Road to have an active frontage.

5. PLANNING HISTORY

- 5.1 HGY/2004/0944 - Change of use of ground floor from A1 (retail) to A3 (restaurant) – Granted 10/06/2004

6. CONSULTATIONS

6.1. Public Consultation

- 6.2. This scheme is currently at pre-application stage and therefore no formal consultation has been undertaken. The applicant is yet to undertake pre-application public consultation as far as officers are aware.

6.3. Quality Review Panel

- 6.4. The proposal was assessed by the Quality Review Panel (QRP) on 14th November 2018. The QRP's report is attached as **Appendix 1**.

6.5. Following the QRP review the applicant amended the scheme. The QRP were in support of the layout, scale and massing however further refinements to the layout were advised.

6.6. The submission of a full planning application is anticipated September 2019.

7. MATERIAL PLANNING CONSIDERATIONS

7.1. The Council's initial views on the development proposals are outlined below:

7.2. Principle of Development

7.3. The development proposal for a mixed use scheme on this site is considered acceptable in land use planning policy terms.

7.4. Design and Appearance

7.1. The proposal is to replace four units in a two-storey terrace with a four-story (plus set back fifth floor) terrace. The undistinguished late Victorian or Edwardian existing terrace has some consistency, with ground floor retail, a slightly set back residential floor above, and a gabled attic on either end.

7.2. The applicants have prepared an indicative masterplan for the whole terraced parade, to demonstrate how the whole terrace could be re-developed independently but in a complimentary form to this proposal.

7.3. The setting of the proposal would need greenery, in particular on Langham Road which should have defensible landscaping. West Green Road should have island planting and cycle stands and should be treated as a shopping frontage with Langham Road having residential character. Ashley's Alley may need further public realm improvements.

7.4. Child play space is yet to be identified and agreed.

7.5. Residential Unit Mix and Affordable Housing

7.6. The development would provide 11x1 bed flats, 6 x 2 bed flats and 2 x 3 bed which is acceptable in this area. The details of the affordable housing mix have not yet been provided. Further information on this matter has been requested by officers.

7.11 The applicants intends to retain in its ownership the retail (ground floor) element of the development as well as the residential upper floors, and manage the apartments as a Build to Rent scheme. The NPPF definition does not strictly require a registered provider however as the affordable is 100% discount market rented which is not in line with Appendix C of the Housing Strategy if the discount

is only 20%. The Councils policy is Discount Market Rent at London Living Rent Levels. This is still being discussed with the developer

7.7. *Density*

7.8. The appropriate density range within an urban setting with PTAL 3 for the site would be between 200 - 450 hr / hectare.

7.9. *Transportation and Parking*

7.10. The site has a relatively moderate PTAL rating of 3. The development would comprise of three parking spaces fronting Ashley's Alley. Discussions are currently taking place with Transportation.

7.11. *Impacts on Amenity of Surrounding Residents*

7.12. The existing 2-storey building sits at the western end of a parade of similar buildings with commercial uses on the ground floor and residential uses above. All development proposals are expected to maintain and respect the living conditions currently enjoyed by occupants of adjacent residential properties.

7.13. Any scheme would be required to comply with BRE guidelines and ensure that there are no material adverse impacts on the amenity of neighbouring residents and occupiers regarding increase sense of enclosure, overbearing structures and excessive noise levels.

7.14. *Conclusion*

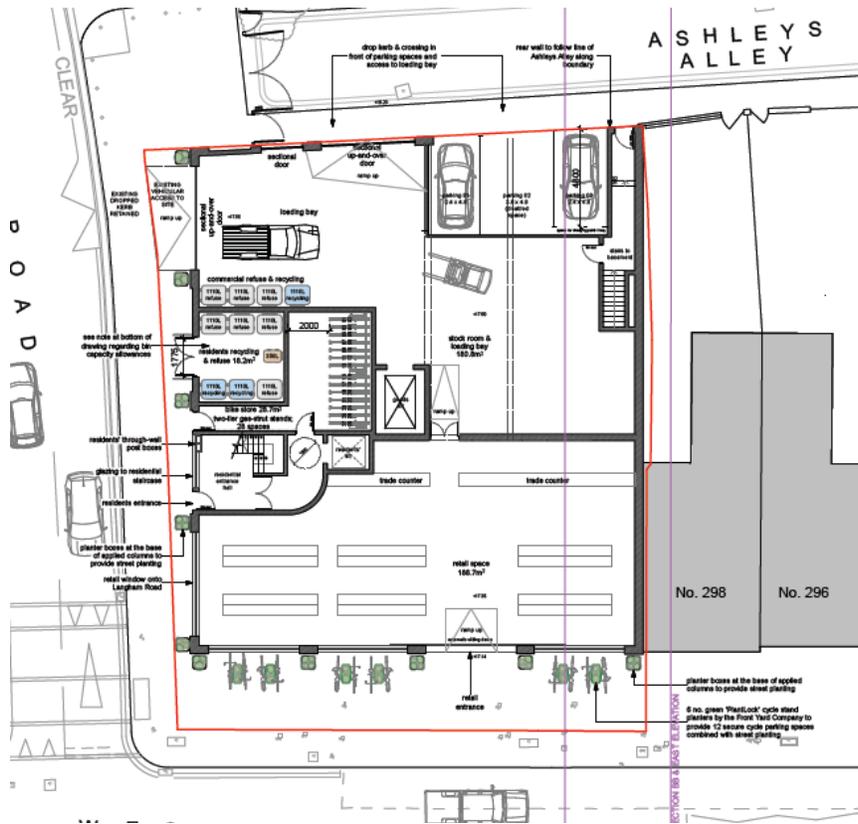
7.15. The proposal is acceptable in principle, however detailed matters need to be developed and assessed at application stage. The scheme is considered to be at a stage that can now be presented to Members for feedback.

PLANS AND IMAGES

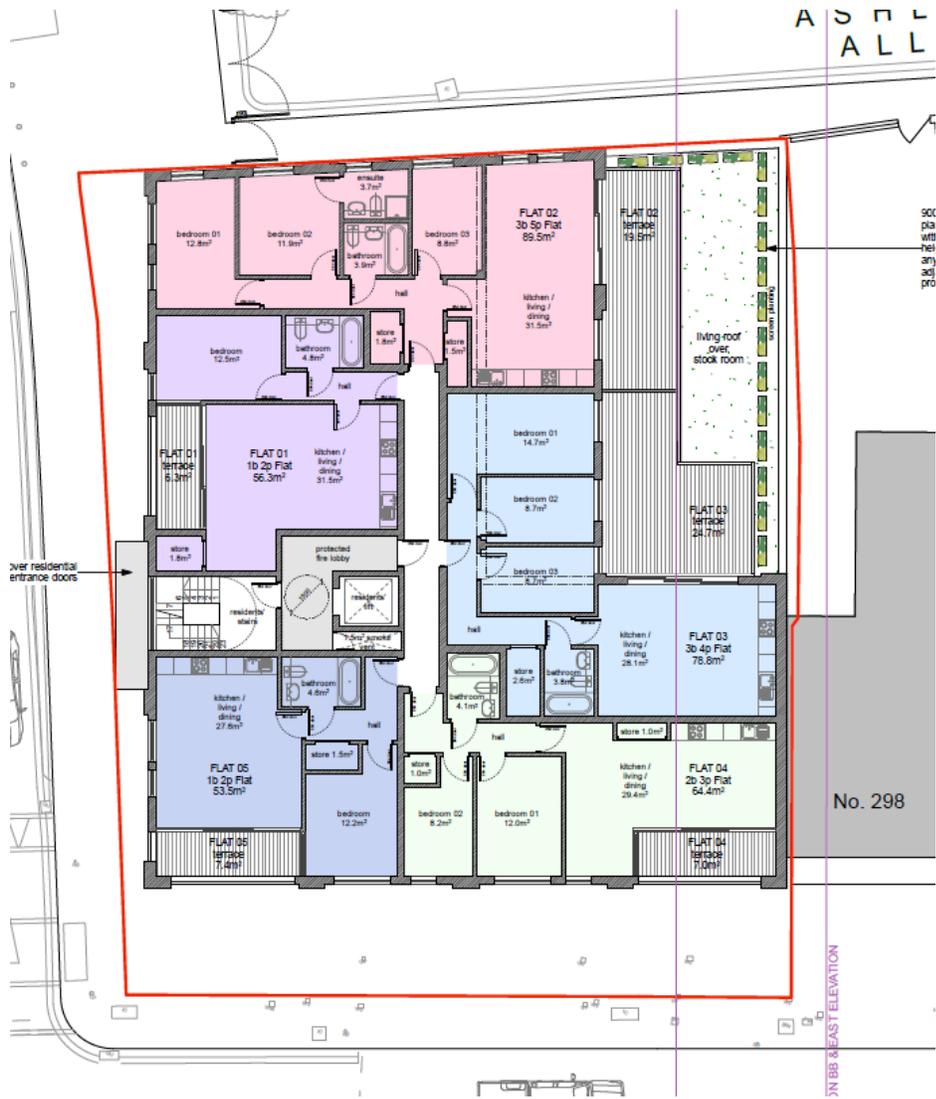
Site location plan



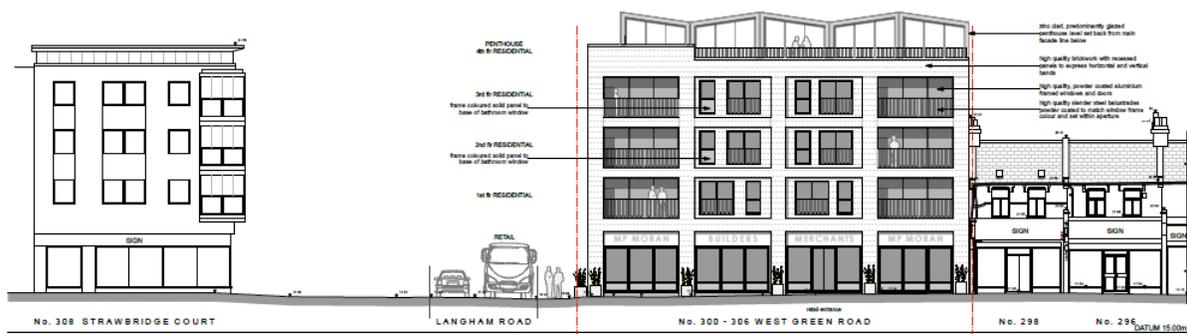
Proposed ground floor



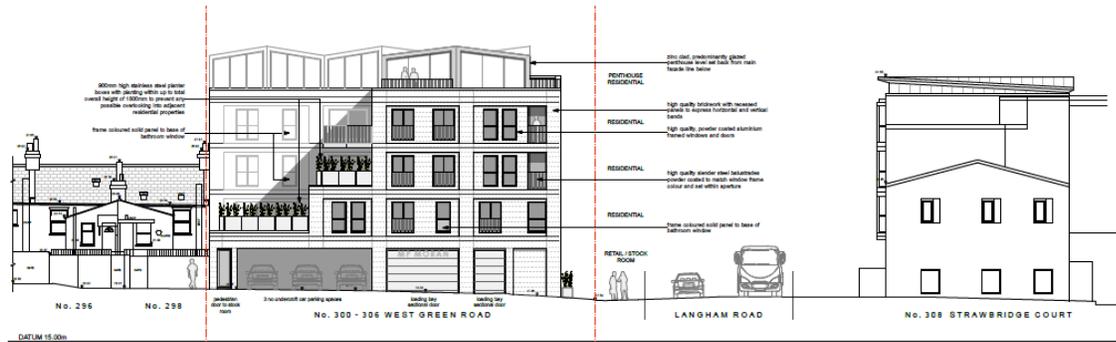
Proposed first floor



Proposed south elevation



Proposed north elevation



PROPOSED NORTH ELEVATION
onto Ashleys Alley

APPENDIX 1

1. Project name and site address

300-306 West Green Road: 300-306 West Green Road, London, N15 3QR

2. Presenting team

David Bellis	Bellis Architects
Rorie Ash	Bellis Architects
Chris Jones	Firstplan Ltd

3. Aims of the Quality Review Panel meeting

The Quality Review Panel provides impartial and objective advice from a diverse range of experienced practitioners. This report draws together the panel's advice, and is not intended to be a minute of the proceedings. It is intended that the panel's advice may assist the development management team in negotiating design improvements where appropriate and in addition may support decision-making by the Planning Committee, in order to secure the highest possible quality of development.

4. Planning authority's views

The site is located on the corner of West Green Road and Langham Road. It currently comprises part of a terrace of two and three storey buildings. The existing uses comprise two retail units and a restaurant at ground floor level and four residential units above. There is a private forecourt to the front and rear of the building. On the opposite side of Langham Road is Strawbridge Court which is predominantly a four-storey building comprising retail, A2 units on the ground floor, and residential above. It has a contemporary design with a mix of brick and render and a higher roof height at both ends of the main frontage.

The site does not comprise any statutory or locally Listed Buildings and is not located within a Conservation Area. Adjoining the site to the east is a row of two storey terraces with pitched roofs comprising retail/commercial uses at ground floor level and residential above. On the opposite side of West Green Road is a row of three storey terraces with retail uses at ground floor level and residential above. To the rear of the site is Ashley's Alley, a private road which provides access to the rear of the terraces. Beyond this is Park View School, which has buildings set back away from the site.

Officers broadly support the principle of a mixed-use development on this site. They also support the design approach, as it addresses previous concerns following the first pre-application meeting. Officers consider the current design, height and massing, to be acceptable with reference taken from the new built development at No. 270-274 West Green Road. A 'mini' masterplan for this terraced parade has been produced in order to demonstrate how the whole terrace can be re-developed comprehensively in the future.

5. Quality Review Panel's views

Summary

The Quality Review Panel supports the overall layout, scale, massing and residential typology of the scheme at 300-306 West Green Road. As the proposals are refined further prior to the submission of the planning application, the panel feels that at a detailed level there is some scope for improvement in the design and generosity of the internal circulation areas and access to the bin- and bicycle- stores, in addition to the architectural expression and the roofscape.

It would encourage the Council to clarify the long-term aspirations for Ashley's Alley at the earliest opportunity, as this will help to ensure that the whole urban block is coherently designed, and could also enable additional benefit to the immediate local area. Further details on the panel's views are provided below.

Massing and development density

- The panel notes that the datum level for the street is notionally 4 storeys; however, it understands that the design team has been encouraged to increase the scale of the development by Haringey officers.
- Within the local context, the contemporary development at Kane House (also located on West Green Road) is three-plus-one storeys, with a set back at top level.
- In this regard, the panel feels that the overall scale and layout of the scheme is generally good; it considers that in terms of the quantum of development, the proposals are at the absolute limit of what the site can support.

Place-making, landscape design and local context

- The location of MP Moran Builders Merchants within the retail unit at ground level within the scheme is very positive, and will bring a good level of activity to this part of West Green Road.
- The panel would welcome more clarity on the nature of the traffic that would be generated by the development. It notes that a school is located immediately to the rear of the site, and that around 8am is a very busy period in terms of children travelling to school, and walking along both West Green Road and Langham Road.
- It supports the intention to set the building line back along Langham Road which will create a wider pavement.
- The panel understands that the Council owns Ashley Alley, and wonders whether there might be potential for this to be opened up in future, perhaps to

provide dedicated play space or a play street. It would encourage the Council to consider the long-term future of the alley, and clarify the aspirations for it at the earliest opportunity, so that it can inform the development of this – and any other adjacent - site.

- The park is located at some distance from the site, so there would be a real benefit if external play space could be achievable within the boundary of Ashley's Alley.

Scheme layout

- The panel supports the recent amendments to the basement and ground floor plans; it is a very positive move to locate the entrance to the basement level at the rear of the site, onto Ashley's Alley.
- The detail and functionality of the plans would benefit from further interrogation at this early stage. The panel notes that adjusting the plans to accommodate the correct wall thicknesses, risers, smoke venting and core may result in the accommodation becoming very constrained and limited, especially in terms of the dimension and generosity of circulation areas.
- In this regard, it feels that scope for improvement remains in the size of the communal spaces at ground level and above. The panel would support further refinements that sought to increase the generosity within corridors (on all levels) and the entrance areas, to give more breathing space and to accommodate practical features such as mail boxes and deliveries.
- It welcomes the approach to locating the entrances to the affordable housing and market housing adjacent to each other, which seems very equitable.
- It also feels that where possible, the entrance to the bin store should be located away from street frontages; it would encourage the design team to explore the detailed layout in this regard. An option to explore includes accessing the bin store and bicycle store from the core, which could be designed as a generously sized 'wet' lobby.

Architectural expression

- As the design is further refined prior to submission of the planning application, the panel would encourage the design team to further explore the architectural expression of the proposals in order to introduce additional depth, richness and detail.
- The panel highlights that the local urban context within Haringey is notable for the level of richness, detail and contrast within the existing built forms, and it would encourage the design team to explore ways of enhancing the character

of the proposed development – and add colour and life - in an authentic and contemporary way.

- The panel would also encourage further consideration around how the internal scheme layout relates to – and shapes – the exterior of the building. In this regard, it notes that the stair element within the core is very visually dominant on the exterior. It also notes that the location of the bathrooms on the primary frontage has resulted in constraints within the design of the fenestration, and the overall rhythm of the elevation.
- The panel also questions whether the strong visual emphasis on the corner of the building is appropriate, as it is not located at a key junction. It remains to be convinced by the coping detail, and would encourage the design team to explore other local architectural precedents in greater detail.
- Further consideration of the materiality of the roof and its relationship to the elevation would also be welcomed; this might comprise referencing the materials of the roof within the façade to provide a greater visual coherence, or inclusion of a living roof or additional play space at roof level. It notes that sedum used at roof level is not ideal in terms of biodiversity.
- At a detailed level, the panel would also encourage the design team to explore how the issue of overlooking can be mitigated through design and landscape. In particular, striking a good balance between openness and privacy within the design of the balconies and the railings that enclose them would be welcomed.

Next Steps

The panel is confident that the project team will be able to address the points above, in consultation with Haringey officers.