

**PLANNING SERVICE  
DEVELOPMENT MANAGEMENT TEAM**

**MINUTES**

Meeting : Development Management Forum - HGY/2013/1984  
165 Tottenham Lane, N8 9BY

Date : 5<sup>th</sup> November 2013

Place : Rokesly School, Tottenham Lane, N8

Present : Emma Williamson (Chair) Aaron Lau, Cllr Weber, Winskill, The applicant's agents, approx 45 attendees.

Minutes by : Tay Makoon

Distribution :

|    |  | <b>Action</b> |
|----|--|---------------|
| 1. | <p>Emma Williamson welcomed everyone to the meeting, introduced officers, members and the applicant's representatives. She explained the purpose of the meeting that it was not a decision making meeting, the house keeping rules, she explained the agenda and that the meeting will be minuted and attached to the officers report for the Planning Committee.</p>  |               |
| 2. | <p><b>Proposal</b></p> <p>Redevelopment of the site at No. 165 Tottenham Lane to provide a screen cinema, ancillary cafe/bar, roof top plant and associated infrastructure and other works.</p> <p><b>Presentation by Architect – Holly Smallman, Mark Panther from Picture House</b></p> <p>Welcome Councillors and local residents, we like people coming around as it shows interests. We have been working on this site since 2006; this has been going on for a long time. We nearly had a contract signed a couple of years ago but for some reason we were not able to sign, we worked on our planning application over the summer. I distributed 1,000 leaflets door to door. We also had 2 consultation evenings in this school where we had a good turn out of people coming to hear and see the boards. The reason we choose Crouch End because it is such a great customer potential here and we think I we can provide you the local residents with a really good cinema which is different to the opposite to the multiplex around this area. We are different we will show main stream films and also show art house independent films, live digital films from or recorded ones from the National Theatre. We started in 1989; we have 21 cinemas across the country, 5 in London and the rest across the country. We think we can provide something different here, we want people to walk here from where they live, and we want to serve the 10 minute community.</p> <p>It is not about drawing people in from outer areas. Every cinema is different,</p> |               |

some are Grade 2 Listed Building and some contemporary, there is no theme to them, some are called Picture House and some not. We tailor our operations to the local community, the manager will listen and give you what you want, if you want left field films or a broader mix then you can have that. We do special screenings, toddler time, silver screening for the retired with free cups of coffee, autism friendly and light levels change. We do a lot for schools, show educational films programming to fit with the development of youth.

Distributed 1,000 leaflets, the scheme will have 29 cinemas and in a town centre location. As a member you can choose to go pay as you go and have great discounts off your bar and have a number of free tickets each year. We open from 8am – for schools to come in and watch programmes, you might want a coffee and use the Wii-Fii, and you may want to use it as a place to hang out. That is what we are about a place to be. There is a ground floor cafe and foyer ticket sale and onto 1<sup>st</sup> floor bar. We can do live performances, we can do exhibitions and music exhibitions, film shows Quiz night, educational matters, private screenings, and galas. In terms of the hours we would like to start at 8am and open till half past midnight from Sunday to Wednesday, Thursday and Saturday to give you the customer choice to watch as many films as you want to watch till 1.30am. That is the last screen, most films will finish by 11.30pm, there are an increasing number of films that is three hours long and we need to be able to show them as people work and need to be able to have access to the films they want to watch. It is infrequent and it does allow you choice. Performances are staggered not all four screens are used at once, so you won't get everyone going and going at the same time. We really are about the community, we want to extend the choice to you for leisure destination.

In conjunction with other leisure facilities coming up we want to work together to create a cultural hub, we want to be a significant cultural offer on the high street for you, employment we think 20 full time management roll of which two or three may not be from the area and 50 apart time jobs ad we hope that will be welcomed. We want to be a partner with you in the local community, here for charities; here for hire and we are a good neighbour otherwise we would not have 21 other cinemas. We will partner the art house and work together to programme films as it is not worth fighting each other. We will do things differently and so will they but we will do it in unison. Design & Construction – Mark Panther gave information relating to the history of the site and using slide presentation of the proposed scheme explained the design and construction of the scheme.

#### **Question from Floor**

Q1: Have you had a look at parking in the street this evening, there is no parking spaces and you are proposing that people leave the cinema at 1.30, you have pointed out that this is a residential area and the noise will be very disturbing for people who live in this area,

Ans: In relation to parking, we have commissioned a parking survey company on Friday and Saturday night they walked around the streets as talked about on the earlier plans and they have counted the total amount of available spaces for parking and have counted the number of cars parked in those spaces on an hourly basis from 7pm to 11pm on Friday and Saturday night yes

we have a clear understanding of the number of parking in the area and what it uses.

Q2: What you are saying is that there is more parking on a Saturday night which says to me there is going to be more noise for the residents

Ans: The nature of people who go to the picture house are not rowdy, the reality is that people come an hour or so earlier before their film and have a glass of wine or a coffee and watch a film and the nature of our customer base is that they quietly go home and not the kind of customers that would hang around and make noise, we are not a pub or vertical drinking place, it is a cinema, there are very few occasions where people will come out of the establishment inebriated very rare , there are 4 screens, one 160 seats, one 170, one 150 and 110 it would be one of those screens that would still be in use till 1.30 and I estimate it being once or twice a month, it is about how many times the films come our way, most of our cinemas stop films around 11.30 and people quietly dissipate home. The 12.30 is to allow you to watch a film after work, we have staff that we want to get home early too. We do not encourage that kind of behaviour.

Q3: The comparable of 14% is based on Hackney cinema and TFL was defending the idea that it should be compared with Dulwich cinema which is more like Crouch End which has only buses, train station is quite far, no tube. It's 26% in Dulwich which when the cinema is full will have about 200 cars and it will be near the other cinema so you are talking 800 seats capacity if you have 25% that is 100 cars, why have you not looked at the area on Saturday afternoons or Sunday afternoon, this area is very busy on those afternoons.

Ans: On the modal split the percentage of cars we looked at got data from two picture house cinemas Hackney and Greenwich and Hackney the car use was about 8% and Greenwich was 22% and TFL did suggest to look at a more robust 22%. Greenwich has a river on one side and it is restricted how people can come to the site and there is also a large park backing onto the centre there, it is not densely populated residential as Crouch End is. Greenwich also has a couple of large car parks in the town centre there which makes it more attractive to drive there than here perhaps. One thing with transport is that whatever the mode of transport is will be governed by the number of parking available. The 14% is the recent data we had and that seems to be accepted by the Council with the conversation we had so far.

Statement: Lots of families have cars in the area, you are talking of Highgate, Hampstead, and Turnpike Lane further north and lots of people have cars.

Ans: We do focus on a much closer area, we do not envisage people coming from Highgate and Archway, there are 40,000 people living within a 10minute walking distance of this area and 90% of those peoples 41% are likely to be our customers. The MD set this company up for local community and not asking people to come from far, if another site came along in another area, then we would do the same as well because we think there is enough demand here.

Q4: Resident of Fairfield Gardens and have issues with parking, current the is nowhere to park are you suggesting that I join the search for parking like those 59 others trying to do the same within the parameter of the cinema, we will all

be looking for the same spaces, people who drive will try to get as close to the cinema as possible as I said currently I live in that road there are no available spaces so you might have done your research but I live here and I know what that looks like.

Q5: I want to say I am very excited about the idea of picture house coming to Crouch End and I have come along to support the application. I think we should be discouraging people from using cars rather than worrying about where they will allow them to park. Too many people use their cars in my view and we should be discouraging them, I remember the same arguments being put forward when Waitrose application came in, everyone said it would destroy Crouch End by coming in cars. Nobody goes to Waitrose in cars because they can't and I think the same will happen with the cinema. I go to the Phoenix a lot and I go by public transport, it is similar a residential area, shows similar kind of films and I wouldn't dream of using a car to get there. I wish I didn't have to get a bus up there but able to walk and see a film locally. Also the noise issue, if the cinema doesn't take over this site, will it be another bar? Bars as it use to be before Art House took over. Look at the Earl Haig, I fully support what they have done to it but it is quite noisy there now. If you live in Fairfield gardens then you probably already have a lot of noise from that place. It worries me that something has to happen to it as it is an eyesore now and we need to develop it and do it sympathetically. It is an Iconic building and it is the only building of that era in Crouch end. It has been designed sympathetically and we do need to support it.

Q6: The only warning bell for me is that all the deliveries will be in Tottenham Lane, having seen what happens in Tesco's on the High Street. I want to know the volumes of deliveries, does it also mean we will have unsightly recycling bins in Tottenham Lane.

Ans: In terms of refuse & recycling, it is stored inside the building and brought out when the lorries turn up. There are loading bays in front of the building which will be use by refuse & recycling collection and delivery lorries, deliveries will normally be 8-10am so they don't happen all day and the lorries are not huge lorries like supermarkets. This won't impact on traffic running on Tottenham Lane and will not be any different from any other shop getting deliveries in the morning.

Q7: Cllr Winskill I think we need to acknowledge the parking stress in Crouch End generally, and the concerns and worry from local residents needs to be taken seriously. Emma can you tell me if Haringey granted the application could it technically impose a condition which said when the thing opened and there were problems with extra cars coming in and we can ask the operators to pay for a consultation to see if residents wanted an extra hour put on the CPZ time say 9pm in the evening and they would be hit by the no permit and they then would not park in the area. This would mean local residents and go out and still have spaces to park on their return and not have their space taken by cinema goers not leaving till 1 to 2 o'clock in the morning. In conjunction with that would Picture House accept it as a condition?

Ans: Emma Williamson said we would have to take it away and talk it over with our transportation colleagues as part of this application and Picture House

would like to take it away and think about it outside this meeting, it is what local residents want. The impact on business is strong as well and we will need to think about it, putting an extra hour on in the evening, the impact on businesses could be equally strong to existing businesses, their customers are coming in and parking and sometime local businesses struggle as well so we need to think about it outside the meeting.

Q8: Resident in Hamden Ave – I don't know when you did your survey but it is impossible to park outside of the CPZ times. I've got two children and if I got to take them out anywhere I cannot get a parking space anywhere on my return. It is very noble to think people will come by public transport and there is free parking which there is outside 10 and 12 O'clock in the morning, people will park there. It just means local residents are penalised.

Ans: The survey did show some of the roads to be busier than others, you get to Tottenham Lane the busier they are and the higher you go the greater the capacity and we do acknowledge there is and yes they will park but as you point out there is less available space there the more capacity there are afield and people will park further afield.

Statement: No it won't be cinema goers that will park further afield, it will be the local residents and it will be the residents that won't go out and do things because once I'm gone with my children I will not get a parking space and therefore will stop me from going out and doing things with my children.

Q9: Roskesly Ave resident: I am also a enthusiastic cinema goer and was a planner some time ago and it does result in looking at this that there are conflicts going on and I do not think the conflicts are resolved by using enthusiastic planning for transport and I think the way you have done your modelling is based on false assumptions. It seems to me you can base the average of somewhere else but you have localised it to here. One of the attraction of Crouch End and everybody that lives here is one of the most difficult place in London in terms of public transport accessibility, that will reflected in the modal split and I think your 14% assumption is pretty over optimistic and would ask you in terms of your sensitivity analysis you have done vary in that percentage and what impact that has on the figures you have Already talked about. I would also ask the Council representative whether they have done their own transport assessment or are you relying on the assessment of the applicants.

Ans: The data from which is included in the transport statement which we carried out to accompany the planning application carried out 10<sup>th</sup> September of this year, prior to that the site had been looked at for a long time and surveys were carried out March of this year as well. In discussion with the Council over the data from the original survey, and they did ask us to vary the scope of the survey and the data is robust. The data that we put in out in our September statement was discussed with the Council before commissioning the survey. The sensitivity test that the Council have asked us to do, we have done which is an addendum report which is going to the Council this week, they have asked us to work out the average cinema use on a Friday and Saturday night at the busiest and asked us to see what would happen if the cinema was a 100% full in practice it is never full as all screens are never in full

use at the same time.

Statement from Emma Williamson: I can hear concerns about the transport assessment and I will take that away and talk to our transportation colleagues about it, they assess the impact and the way the development has been assessed in that regard.

Q10: Resident of Fairfield Gardens, yes I am very concerned about parking. The agenda you distributed tonight, in June when I looked at the scheme the cladding was brown wood and in this picture is shows a pleasant silvery grey. Has it changed?

An: The cladding at the rear of the building has been changed after the scheme went to the Design Panel who made the suggestion that it not be timber and wanted something that didn't change with time. The problem with timber is that it changes over time, it starts off brown and then goes grey and they felt brick cladding so plants could grow on the brick work would be more suitable.

Statement: The problem is that in Fairfield there will be a feel on enclosure by this building and the build is going to take over 9 /12 months and no consideration has been given to those of us living close this, in terms of health and noise, this is a serious concern and have not been addressed in any information leaflets or on website.

Ans: The construction phase will first be the roof and rear elevation and will take a third of the construction time and the vast of the construction time will take place inside the building and because all the access will be in Tottenham Lane and you won't be disturbed throughout the construction process in Fairfield gardens. There is a large sheet of asbestos roof there and will be taken carefully and will be replaced by a different kind of steel roof which goes up very quickly, once up and sealed, all the activity will be inside the building.

Q11: No significant noise pollution is mentioned everywhere in your literature and you mentioned it tonight, for someone who lives and works from home, it seems something different to me than to others.

Ans: In relation to the operation of the cinema, we know you will not hear any sounds from this, we have provided an acoustics report to the Council, we have build similar cinemas in similar residential areas and we have done sound tests through the night at the top of the building as it exists, we have measured the background noise, we have put sound sensors on the back of the building, we have tested the noise in Fairfield Gardens and we have designed the plant to be below the ambient levels, when the cinema is not in operation the plant will be off.

Statement: But it operates from 8am till 1.30 in the morning. What does below ambient means, it does not mean silent.

Q12: My name is Mr Marsh and all I can hear is people saying no, I think we are missing the bigger picture Crouch End doesn't have anything or come close to anything that we can call a cultural centre, we have a Grade 11 listed building

which is a town hall that has been in disrepair for many years, this should be housing so many things, cinema, theatre,. There has been 7 schemes come forward for this site, I think this is a really good opportunity to bring something like this to Crouch End. It is one thing that is missing from Crouch End. We can have 60 cups of coffee in 60 different places but you cannot see a film or anything close to culture. On the Councils website people are saying about the clientele, an art theatre is not a rowdy place, if you put the demographics down. I have been to all the art theatres in London and I never drive to them you don't drive to those places and people won't be a big problem here. No one here is saying is this going to be a nice cultural centre for education, school, for people to be able to come and see a film, all you are talking about is the noise why don't you say let's get rid of all the restaurants in Crouch End. When I tell people I live in Crouch End and they say we go up there for a meal, this place is becoming a place where people come eat and have a drink. I use to live above the laundrette in Fairfield Gardens and I know what is like to deal with noise and appreciate what people are saying about the noise, but feel people are missing the point and saying it is about the noise, people and it will be bad, it's the cars, the 14%, can you not for once embrace something that culturally add to this place. I am passionate about this because we are sitting in a building where I did two designs for Rokesly School for nothing as a contribution, I also did some paid work for the school as I am an architect, I have also been involved with the town hall, what I am talking about is engaging with the community so we can have something sensible here and not just loads of coffee shops. You can with the cars, people, noise but to something cultural like this taking place is here is throwing away an opportunity.

Q13: When you are talking about the Town hall are you saying this will be better in the town hall?

Ans: No what I am saying is this project will benefit local people of Crouch End and provide us with cultural activities.

Q14: I am also very excited at having cinemas here however my questions are why do we need 4 screens? I understood that this site would be on the site of the music palace and the architecture is rather ugly and doesn't look like other buildings in the area.

Ans: In terms of less than 4 screens, for us to produce a viable business, we need as many screens as we can, for you the customer to see a film it comes out for a week and then it goes to screen 2 second week and so on, so it means we can show it for 4 weeks, it cycles down from largest screen to the smallest. We have more screens to allow you the customer to see it within 4 weeks instead of one.

Q15: My property backs onto your development and will have a sense of enclosure it is a much a higher building.

Ans: The building is not much higher; the back of Roseberry house will get nearer to you it is still a way away that it won't affect the light into your property. You will have a building closer to you and it will appear higher, it nearer not higher.

Q16: Can I ask about the planting, who will manage the planting?

Ans: The cinema management will maintain the planting, There will be an automatic watering system which will use rain water and in case of a drought we will use mains water

Q17: Does it not strike anyone that this is ludicrous that we have art picture house and next door we have the new wonder, I live locally and didn't know anything about it. I thought it was a fantastic idea to have a local cinema then I get something in my door about this we are going to have an abundant of cinemas just like Tesco's, budgets, Waitrose, I just don't understand it.

Ans: I cannot stop art house for finding a site and want to build on it, in March we heard that they were developing their project with cinema and they heard about ours, we were equally shocked; We are both going to be opening if this get planning permission and we will work together with Mountview.

Q18: Statement: I agree with the cultural hub but finds it ridiculous to have two cinemas close together and I am very concerned about the parking,

Q19: Will you go away and amend the plans after listening to our comments?

Ans: We will consider all the comments this evening but it will be difficult to deliver this scheme.

Q20: I would like to welcome picture house to the area, it is a fantastic opportunity to bring this end of Crouch End in line with the rest of Crouch End, and there will be disruption, parking stress whilst you build something that will enhance the area.

Q21: Cllr Weber I agree the Tottenham Lane end is Cinderella end of Crouch End and having two cinemas in the area will be good for residents, when looking at planning objections it is not a planning objections, planning considerations are things like height, dimensions of the building. I would like the Council and the developers to check the measurements at the rear of the building because the Quick Fit site was being proposed for development, there was a metre difference in the garden level and a metre can make a big difference. Work together to check the dimensions, Parking I understand I wonder if the Council and the developer have approached TFL because if you are talking 540 people and people coming to have a drink there, you also have the impact of the old Haig for example, the music Palace, there will be more people in the area, they are not necessarily going to be a nuisance but need to be able to get away by public transport, in order to change bus routes to add on extra buses you cannot do it within 6 months, it needs to be done ½ years time, bus routes are looked at every 2/3 years so I would like definitely from the Council and also the developers to press TFL as this would help with public transport. We have rotten public transport and you will have lots of people having around. Good to hear the planting are going to be maintained however the noise is at ambient level, however I would like to see that conditioned so there are regularly maintained. It is easy to let a couple of years go by and the noise creep up and they crack, if that could be conditioned it would solve a lot of problems down the line. In terms of build there is a little business called MEB motors. If you are putting a wall up there will be scaffolding and they



need access for their business so I am hoping the developers will liaise directly with them and ensure they are able to carry on their business as with bubbles car park and car wash. There is also the considerate contractors scheme which I hope the developers would be encourage to sign up to this scheme so residents have access to the site manager so if there was an issue it can be raised immediately. Mountview is taking long but is progressing as part of that the whole CPZ would be reviewed something the Council promised. There needs to be a holistic approach to the review as it cannot be done as a piece meal approach. Can I also ask that the Council circulate a list at the DM Forums of what materials considerations are?

Ans: Emma Williamson said the Council will look into the concerns you raised and the suggestions you've made. We can explain before the meeting what is considered to be material consideration.

Q22: Would there be any community use for young families and also tell me about the Environmental Impact Assessment.

Ans: In relation to community use, the top floor will be space for meeting room for all types of groups at affordable rates. Community groups will be discounted. We have an education team who go round and talk to local schools, films and following their studies, we work with schools to find out how we can be of help. With regards to the environment impact assessment we are using renewable PV panels on the roof, the trick is to use the stale air that you throw away to heat or cool down. The key is to reduce the use of electricity. These systems will be more efficient that cinemas are generally.

Q23: How long will it take for the green wall to grow and I noticed two fire escapes and this is by our precious parking bay in our street. Is the parking bay going to be moved made smaller?

Ans: I don't see why we can't make it work so we don't loose a parking bay and we can recess the doors so they don't to hit cars. With regards to the planting it will take about a year to grow so about two seasons. It will stay green all year round.

Q24: Fairview residents I have issues with parking, we already have the additional parking from the music palace, the old Haig and I do not know why Haringey is here with their own transport assessment incorporating those two new venues in addition to this venue and just buying a privately bought assessment. Where is Haringey on the transport assessment?

Ans: Emma Williamson said this evening is a conversation with the developers and the Council is still formulating its views and assessing what they have submitted and we cannot form a view until the consultation period has ended and we have looked at the application in detail. The transportation team will assess the information submitted and they will use their local knowledge if they require more work to be done then the applicants will have to comply. We will take back all the concerns raised this evening.

Q25: I will still be able to see the top of that building from my basement flat, it will block my light. I am inviting you to come to my flat and see for yourself. If

you had a 3D mode and proper photo montage it would help reduce the concerns people have. I also didn't know anything about this scheme until this evening.

Ans: I and my colleague posted in letter boxes 1,000 leaflets through doors and we held two consultation meetings. I apologise if you didn't get it.

Q26: Cllr Winskill: If something does fall off or break down and someone rings the Council, we need to know that someone from enforcement will come and investigate, can this be conditioned, we have had in Tops Parade a restaurant the noise from the ventilation was reported but nothing could be done,

Ans: We are looking at conditions in general and how that would work and the service of equipment this work is still ongoing and I do not want to commit to anything this evening, however I can confirm that I will look into it and see how we can condition and whether we can enforce against it as a way of moving forward.

Q27: Will picture house advertise the telephone number of the manager so local residents can report issues and concerns.

Ans: We want to be a good neighbour and if you feel you have to go to environmental health, then we have not been a good neighbour. You should be on first name terms with cinema manager, be able to raise your concerns and together working in partnership to resolve any issues that come up. If a number or email address is necessary then we will give it.

Emma Williamson reminded everyone to submit their comments to the Planning Service if not already done so and further representations can be made at Planning Committee. She thanked everyone for attending and contributing to the meeting.

End of meeting