

**From:** LDF  
**Subject:** FW: New River Studios - Site Allocation DPD  
**Attachments:** New River Studios SA DPD response.doc

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**From:** Ellis Gardiner  
**Sent:** 07 March 2014 18:07  
**To:** LDF  
**Subject:** New River Studios - Site Allocation DPD

Dear LBH,

I am writing to you in response to the Site Allocations DPD whose first stage of consultation closes today.

New River Studios is a new studio complex on Eade Road in South Tottenham and falls just inside designated area S3 of the Council's Site Allocation DPD. It provides affordable studio space and shared facilities, first and foremost to the artistic community which has grown up in the surrounding area, but also to creative businesses which have been attracted to the facility, including film makers, set designers, a firm of architect and an animator.

New River Studios CIC is a not-for-profit organisation whose aims are primarily to enhance artists' commercial prospects, support new creative businesses, and to promote engagement with the community through the arts and culture-led regeneration.

We have a long lease on the building so obviously we have a vested interest in the future of the area. We are currently negotiating a capital funding grant from Beggars Group and UK Music to develop a music facility for young people at New River Studios and Haringey Council has committed to funding the revenue aspect of this project. It has a minimum lifespan of three years, though we hope it will continue much longer.

New River Studios is very much a product of the warehouse community. So far it has been privately funded, developed and staffed by warehouse residents and it has attracted interest and support from across the community. The landlord, Provewell, also recognises the value of the project and has agreed generous terms to ensure it comes to fruition.

### Draft Site Allocation

New River Studios supports a reallocation of the area around 199 Eade Road to mixed-use. Although we have no residential use at the studios at all, we are in favour of the existing residential use of other parts of 199 Eade Road because it has attracted the kinds of creative and enterprising people we need to make New River Studios a success.

### The design principles

New River Studios will employ several staff, but it's contribution to employment in the area is more significant in terms of the small businesses it has already attracted and we hope will continue to attract.

Furthermore, many people are attracted to the area because it offers them the opportunity to combine their work, life and often their art into one location. New River Studios has an obvious place in such a mixed-use environment.

We further consider that New River Studios' activities are more compatible with residential use than

with industrial use. The kinds of modern working practice that take place there are clean and quiet and are not likely to disturb residential uses.

While the building we occupy is not especially significant, either architecturally or historically, we would argue for its preservation on broader heritage grounds. Old buildings are meaningful and can never be replaced. This one provides a connection with the area's industrial past and that is part of the attraction. Industrial places attract industrious people. We intend to improve the building as funds become available, and have already started doing this, but we do not want to lose the essential character. The adaptive reuse of industrial spaces is a central characteristic and quality of the area and one we want to preserve.

#### Potential development capacity

Depending on the way the sites are considered and broken down, we can see that the ratio of roughly 40% residential to 60% employment could be accommodated, but we would look for further evidence before supporting this slightly top-down approach. Certain parts of S3 suit residential use very well, and certain parts are better suited to new development. We would prefer potential development capacity figures that took these kinds of discrepancies into account and were more closely site specific, but we are aware this kind of detailed analysis will come later.

#### Implementation considerations

At the consultation meeting for these documents, Stephen Kelly said the responses that would carry the most weight would be evidential rather than aspirational. New River Studios is evidence that the kind of self-developing regeneration and mixed-use community we suggest for 199 Eade Road and its immediate surroundings is already in existence and functioning well. We would like to see a planning policy that reflects and supports this.

I hope you find these comments and observations useful. If you would like more information on New River Studios, or would like to further discuss any of the issues I have raised, please don't hesitate to contact me at this email address.

For convenience, I have also attached this text.

Regards,

Ellis Gardiner