

GREATER **LONDON** AUTHORITY  
Development, Enterprise and Environment

**Edward Hanson**  
Barton Wilmore LLP  
7 Soho Square  
London  
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**Our ref:** D&P/3260/pre-app  
**Date:** 7 November 2013

Dear Edward,

**Town & Country Planning Act 1990 (as amended); Greater London Authority Act 1999 & 2007; Town & Country Planning (Mayor of London) Order 2008**

**Site: The Chocolate Factory**

**LB: Haringey**

**Our reference: D&P/3260/JA Pre-app**

Further to the pre-planning application meeting held on , I enclose a copy of the GLA's assessment which sets out our advice and matters which will need to be fully addressed before the application is submitted to the local planning authority.

The advice given by officers does not constitute a formal response or decision by the Mayor with regard to future planning applications. Any views or opinions expressed are without prejudice to the Mayor's formal consideration of the application.

Yours sincerely,



 **Colin Wilson**  
Senior Manager – Development & Projects

cc Alex Williams, TfL



7 November 2013

## The Chocolate Factory, Wood Green in the Borough of Haringey

### The proposal

To build on the success of the Chocolate Factory and explore with the GLA the existing offer of the Cultural Quarter and opportunities to secure its future in the long term in accordance with policy.

### The applicant

The applicant is **Workspace Management Ltd**, and the agent is **Barton Wilmore LLP**.

### Context

1 On 26 September 2013 A request was received for a pre-planning application meeting with the Greater London Authority on a proposal to develop the above site for the above uses. On 24 October 2013 a pre-planning application meeting was held at City Hall with the following attendees:

#### GLA

- Jonathan Aubrey, Senior Strategic Planner (Case Officer)
- Sarah Considine, Principal Planner
- Euan Mills, Design Officer
- Gordon Adam, Transport for London
- Kizzian Owen, GLA Energy team

#### Applicant

- Ian Dubber, Workspace Management Ltd
- Ed Hanson, Barton Wilmore LLP
- Paul Joslin, Barton Wilmore LLP
- Richard Webb, Barton Wilmore LLP

2 The advice given by officers does not constitute a formal response or decision by the Mayor with regard to future planning applications. Any views or opinions expressed are without prejudice to the Mayor's formal consideration of the application. Please note that the quality of the advice you receive will be dependent upon the documentation that you let us have in advance of the meeting.

3 The advice has been sent within ten working days of the pre-planning application meeting in accordance with the pre-application service standards.

## Site description

4 The Chocolate Factory site is located south west of Wood Green in the Borough of Haringey and is the focus of the Wood Green Cultural Quarter. The site currently accommodates a cluster of buildings of differing size and scale, which are predominantly occupied by artists and creative businesses.

5 The main site red line boundary sits with an urban block accessed by Clarendon Road and defined by Western Road, Coburg Road and Mayes Road and includes buildings to the west of Western Road. The PTAL for the development area ranges from 4 in the south (Coburg Road) to 5 in the north and northwest and 6a in the northeast corner and for sites within the site the PTALs falls to 2.

## Details of the proposal

6 To build on the success of the Chocolate Factory and explore with the GLA the existing offer of the Cultural Quarter and opportunities to secure its future in the long term in accordance with policy. The use mix (table 1) allows for c24,000 sq.m. of commercial floorspace and 386 residential units, 526 parking spaces.

Table 1: Land use mix

Use	Sq.m.
Workspace	22,620
Ground floor commercial	1,469
Relocated drama school	2,922
Residential	386

7 The masterplan proposals consist of the following elements:

- The demolition and partial demolition of existing buildings within the red line boundary.
- The opening up of the site area by creation of new routes and central public square.
- The retention of the original Chocolate Factory building and introduction of a new atrium but demolition of more recent extension.
- The introduction of perimeter block form development pattern with tower on Western Road entrance to the site.
- Ground floor use to predominantly commercial with residential use on upper floors with podium level amenity space.
- Aspiration of encouraging development of other landholdings to allow further linkages to the central public space.

## Strategic planning issues and relevant policies and guidance

8 The relevant issues and corresponding policies are as follows:

- Employment *London Plan; Industrial Capacity SPG; Land for Industry and Transport SPG*
- Education *London Plan*

- Housing *London Plan; Housing SPG; Housing Strategy; draft Revised Housing Strategy; Shaping Neighbourhoods: Play and Informal Recreation SPG; Shaping Neighbourhoods: Character and Context, draft SPG*
- Affordable housing *London Plan; Housing SPG; Housing Strategy; draft Revised Housing Strategy*
- Density *London Plan; Housing SPG*
- Urban design *London Plan; Shaping Neighbourhoods: Character and Context, draft SPG; Housing SPG; London Housing Design Guide; Shaping Neighbourhoods: Play and Informal Recreation SPG*
- Parking *London Plan; the Mayor's Transport Strategy*
- Biodiversity/Geodiversity *London Plan; the Mayor's Biodiversity Strategy; Tree and Woodland Strategies; London's Foundations (Geodiversity) SPG*
- Access *London Plan; Accessible London: achieving an inclusive environment SPG; Planning and Access for Disabled People: a good practice guide (ODPM)*
- Sustainable development *London Plan; Sustainable Design and Construction SPG; Mayor's Climate Change Adaptation Strategy; Mayor's Climate Change Mitigation and Energy Strategy; Mayor's Water Strategy*
- Transport *London Plan; the Mayor's Transport Strategy; Land for Industry and Transport SPG*

9 For the purposes of Section 38(6) of the Planning and Compulsory Purchase Act 2004, the development plan in force for the area is the 18 March 2013 Haringey Local Plan: Strategic Policies, the Saved Unitary Development Plan polices (March 2013) and the 2011 London Plan.

10 The following are also relevant material considerations:

- The National Planning Policy Framework and Technical Guide to the National Planning Policy Framework
- The Haringey Heartlands development framework April 2005
- The Revised Early Minor Alteration to the London Plan

## **Summary of meeting discussion**

### **Principle of development**

11 The site is located in a predominantly employment based land use location in Wood Green, Haringey, but is not in a Strategic Industrial Land (SIL) designated area and for this reason there are no strategic concerns over the loss of employment land and the development proposals of retaining the cultural quarter is supported by London Plan policy 4.6. Furthermore, the site is identified in the Haringey Local Plan: Strategic Policies and the Proposals Map as a cultural quarter is further identified in the regeneration area of Haringey Heartlands/ Clarendon Square. The principle of mixed use redevelopment of the site is therefore acceptable in strategic planning terms and is supported by local planning policy.

12 There is however a need for the applicant to ensure a mechanism is put in place to ensure that the cultural offer remains viable and affordable to retain the existing vibrant nature of activity in the Chocolate Factory and surrounding building within the development proposals boundary. It also should ensure as part of the masterplan that measures are put place for the existing evangelical church to be rehoused. Finally the applicant should confirm that nearby Gas holders are to be decommissioned and are in the meantime outside the PADHI zone.

## Housing

### Housing mix & quality

13 London Plan Policy 3.8 encourages a full range of housing choice. This is supported by the London Plan Housing SPG, which seeks to secure family accommodation within residential schemes, particularly within the social rented sector, and sets strategic guidance for councils in assessing their local needs. Policy 3.11 of the London Plan states that within affordable housing provision, priority should be accorded to family housing. Also relevant is Policy 1.1, part C, of the London Housing Strategy, which sets a target for 42% of social rented homes to have three or more bedrooms.

14 The applicant information sets out a schedule for the housing and breaks down the housing mix by type and size of unit.

Table 1: residential unit mix

	Units	%
1 Bed	77	20
2 Bed	233	60
3 Bed	44	11
Duplex (3 bed+)	32	8
	386	100

15 The proposed masterplan provides for 310 one-two bed apartments accounting for 80% of the total units together with 11% three-bed houses (44 units) and c8% large (assumed 3 bed+) duplex (8 units). The applicant has chosen to adopt a variety of unit types and sizes and this is welcome. Although the site context is to be an active cultural quarter, it is requested that the level of larger three-four units be increased, as this will improve the overall housing mix and meet the requirements of London Plan.

### Affordable housing

16 London Plan policy 3.11 (affordable housing targets) requires borough councils to “seek the maximum amount of affordable housing and ensure an average of at least 15,200 homes”. In order to give impetus to a strong and diverse housing sector, 60% of affordable housing provision should be for social rent and affordable rent 40% for intermediate rent or sale. Priority should be accorded to provision of affordable family housing.”

17 Furthermore the revised early minor alterations include in policy 3.12 a new section C states that: ‘Affordable housing should normally be provided on-site. In exceptional cases where it can be demonstrated robustly that this is not appropriate in terms of the policies in this Plan, it may be provided off-site. A cash in lieu contribution should only be accepted where this would have demonstrable benefits in furthering the affordable housing policies in this Plan and should be ringfenced and, if appropriate, pooled to secure additional affordable housing either on identified sites elsewhere or as part of an agreed programme for provision of affordable housing.’

18 The applicant has provided an outline of the proposed development but no indication of the affordable residential component of the residential use mix and type or unit due to on-going

feasibility and viability work. The applicant should ensure that affordable housing provision is accommodated on-site.

19 The finalised unit mix and affordable housing provision should be supported by a viability assessment and this will be required to be independently verified by Haringey Council details of which should be shared with the GLA. The applicant should also identify an RSL or other body to adopt and manage the affordable housing component.

#### Housing density

20 The London Plan policy optimising housing potential (also refer to table 3.2) sets out specific policy in relation to density levels across the city. The finalised site density should be set out showing the habitable rooms per hectare. The current residential proposals appear very dense and this needs to be further justified in context of the proposed PTA and the quality of residential development created – the applicant should note paragraph 1.3.41 of the Mayor’s Housing SPG should a high density scheme to be pursued.

#### Schools provision

21 Policy 3.16 protection and enhancement of social infrastructure and policy 3.18 education facilities are of relevance to the delivery of 386 residential units. The applicant should demonstrate how the educational requirement for the development can be met with the borough of Haringey.

#### **Play space provision**

22 Children and young people need free, inclusive and accessible spaces offering high-quality play and informal recreation opportunities in child-friendly neighbourhood environments. Policy 3.6 of the London Plan seeks to ensure that all children and young people have access to such provision. The challenge facing boroughs and their partners in play provision will be to find opportunities to retain and increase the provision of play and informal recreation, particularly in housing developments.

23 Detailed guidance is set out with benchmark standards in the *Mayor’s Shaping neighbourhoods: play and recreation SPG (2012)*. The applicant’s design & access statement should fully respond to this guidance and indicate how children’s play space will be met both on-site and if necessary off-site.

24 The applicant should ensure that sufficient space is provided in accordance with the expected child population of the completed development. Door-stop play provision is expected on-site for the under-five’s as a minimum, and following a review of existing facilities in the immediate area, it may be necessary to also provide on-site play for older children, and/or provide a financial contribution to the provision, or improvement, of off-site play facilities.

#### **Urban design**

25 Good design is central to all objectives of the London Plan, in particular the objective to create a city of diverse, strong, secure and accessible neighbourhoods to which Londoners feel attached whatever their origin, background, age or status. Policies contained within chapter seven specifically look to promote development that reinforces or enhances the character, legibility, permeability and accessibility of neighbourhoods by setting out a series of overarching principles and specific design policies related to site layout, scale, height and massing, internal layout and visual impact.

26 The proposed development is generally well designed, creating a permeable and legible scheme that provides a good mix of uses and creates an active and high quality public realm. The comments below set out a number of requirements that will ensure that this quality will be delivered and suggestions of how its design can be improved.

27 The applicant has indicated that they will be submitting a hybrid application with parts of the site subject to a detailed application and the remainder in outline and to be dealt with through reserved matters. GLA officers have made it clear at the pre-application meeting that design codes and parameter plans will be required to accompany the outline element at this stage ensuring key elements of the scheme such as residential quality, building envelopes, ground floor layouts and landscaping will be of an acceptable quality, as the Mayor will not comment on reserved matters applications.

### Layout

28 Of particular relevance to this proposal is London Plan Policy 7.1, that sets out the requirement for developments to reinforce or enhance the permeability and legibility of neighbourhoods, so that communities can easily access community infrastructure, commercial services and public transport; and London Plan Policy 7.3 that sets out a series of overarching principals to ensure that the design of a development should look to reduce the opportunities for criminal behaviour by maximising activity throughout the day and night, clearly articulating public and private spaces, enabling passive surveillance over public spaces and promoting a sense of ownership and respect.

29 The comprehensive masterplanning approach, where sites beyond the ownership of the applicant have been considered, is strongly supported. This allows individual land owners to develop their sites independently whilst ensuring that they all form part of a coherent vision and approach to the area triggering the wider regeneration of the cultural quarter.

30 The creation of new routes to open up the substantive urban block to create a central public square is also welcomed. The applicant should explore the feasibility of improving views from surrounding streets into the central public square to increase its visibility and prominence in the area. In particular the new route from Western Road would be enhanced by the re-aligning of the tower to allow a visual link to the new public square.

31 The applicant has adopted an approach based on creating perimeter blocks with a raised podium surrounded by a mix of commercial and residential uses at ground level. This approach is strongly supported as it effectively defines public and private space and provides good quality frontage to the public realm. As set out above, design codes covering the quality of the frontage at ground level, distribution of entrances and how public facing back of house uses will be minimised will be a critical element to this.

### Scale, height and massing

32 London Plan Policy 7.4B sets out the requirement for buildings to provide a contemporary architectural response to a site whilst having regard to the pattern and grain of development in the wider area. London Plan Policy 7.6B sets out the requirement for development to be of a proportion, composition, scale and orientation that enhances activates and appropriately encloses the public realm.

33 The adopted approach to massing that can be interpreted from the material presented at the pre-application appears reasonable in context of the scale of the existing Chocolate Factory



and Parma House. However the applicant is asked to demonstrate how this fits with the wider surrounding context and long sections through the area should be provided.

34 The perimeter block massing ensures all spaces are clearly defined with good levels of enclosure. However, the applicant is asked to illustrate that the internal courtyards will have a good level of daylight and avoid significant areas of shading and how this will be secured through the parameter plans.

#### Housing design quality

35 London Plan policy 3.5 Quality and design of housing developments states that in making planning decisions and in LDFs developments should incorporate minimum space standards and generally conform to Table 3.3 of the London Plan. The Mayor will, and boroughs should, seek to ensure that new development reflects these standards.

36 The pre-application proposals presented provides details of the compliance of the proposals to GLA space standards and the applicant is requested to provide a schedule by location of all units and how they are compliant.

37 The applicant has adopted a largely apartment led approach to development in the perimeter blocks and tower. Whilst the indicative plans indicate a high residential quality, due to the outline nature of the application, design codes securing proportions of single aspect units, access to cores at street level, number of units sharing the same landing, clear floor to ceiling heights and other relevant aspects of residential quality of the scheme will be required.

#### Access

38 Inclusive design principles if embedded into the development and design process from the outset help to ensure that all of us, including older people, disabled people, children and young people, can use the places and spaces proposed comfortably, safely and with dignity. The aim of London Plan Policy 7.2 is to ensure that proposals achieve the highest standards of accessibility and inclusion (not just the minimum). In reviewing the outline proposals presented the following points were made by the GLA:

- There is a need to fully indicate the site levels and provide sections of all routes, access points and public realm areas. Particular attention should be given to ensure easy access is provided, particularly all crossing and transition points and proposed linkages to and from the development site area.
- The applicant should identify locations for suitably sized and laid out Blue Badge parking spaces for residents and visitors. These should be located in close proximity to cores.
- The applicant should confirm that 100% of new homes would meet the Lifetime Homes standards. At least 10% of all homes should also be designed to be wheelchair accessible or easily adaptable for occupation by a wheelchair user. This will need to be demonstrated on plan as the design evolves.
- It should be clear on the plans where the wheelchair accessible flats are located and how many there are and these should be distributed across tenure types and flat sizes to give disabled and older people similar choices to non-disabled people. It is advisable to locate the wheelchair accessible flats so that they are served by 2 lifts not just one, so that level access can be maintained if maintenance or repair work is being carried out on one of the lifts.

- Where vehicular access is allowed on pedestrian priority areas, the designers need to ensure that there are safe zones where people who are mobility or visually impaired can use safely and comfortably.

39 The Design and Access Statement submitted with the application should clearly demonstrate how the principles of inclusive design have been achieved and should include typical house and flat room layouts to demonstrate compliance with the minimum accessibility standards referred to above.

## **Transport**

40 TfL have provide the following comments in relation to the transport aspects of the development proposals:

- The increased permeability is welcome particularly the aspiration to deliver a north-south route.
- A transport assessment will need to be carried out for the full development in accordance with TFL guidance.
- There is a need to investigate the inclusion of a delivery and servicing consolidation centre.
- There will need to be a wayfinding strategy for this site.
- All parking provision will need to follow the London Plan guidance and include accessible spaces and electric vehicle charging points.

## **Energy and Sustainability**

41 A full energy assessment following the format and guidance in the September 2013 GLA energy planning guidance should be produced. For new build elements Tables 1 and 2 of the guidance should be completed to provide the CO2 emissions and savings after each stage of the energy hierarchy. The updated GLA guidance can be found here: <http://www.london.gov.uk/priorities/planning/strategic-planning-applications/preplanning-application-meeting-service/energy-planning-gla-guidance-on-preparing-energy-assessments>. Energy compliance will need to be demonstrated for both the detailed and outline parts of any hybrid application.

## **The Mayor's CIL**

42 The Mayor has introduced a London wide Community Infrastructure Levy (CIL) which came into effect on 1st April 2012, and it will be paid on the commencement of most new development in Greater London that was granted planning permission on or after that date. The Mayor's CIL will contribute towards the funding of Crossrail. The Mayor has arranged boroughs into three charging bands. The rate for Haringey is £35 per square metre (gross internal area). The required CIL should be confirmed by the applicant and council once the components of the development have been finalised. More details are available via the GLA website <http://london.gov.uk/>.

## **Conclusion**

43 The principle of the redevelopment of the site for a mixed use commercial and residential development based on the cultural quarter concept is broadly supported by strategic planning policy. The design comments with the report provide guidance of the expected quality of urban form and development the finalised scheme should achieve and the need to ensure sufficient detail within the submission, particularly in relation to the outline element. In context of submission of

an application the issues raised in relation to housing mix, affordable housing, housing quality, children's playspace, access, energy and sustainability, and transport need to be addressed.

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for further information, contact Planning Decisions Unit:  
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