

**BY SPECIAL DELIVERY (LDF@haringey.gov.uk)**

Site Allocations Regulation 18 Consultation  
Planning Policy Department  
Planning, Regeneration & Economy  
Level 6  
River Park House  
225 High Road  
London  
N22 8HQ

21650/A3/EH

7 March 2014

Dear Sir/Madam

**HARINGEY SITE ALLOCATIONS DPD: REGULATION 18 PUBLIC CONSULTATION**

**THE CHOCOLATE FACTORY, WOOD GREEN (POLICY HH2)**

We write on behalf of Workspace Management Limited with regard to the proposed redevelopment of the Chocolate Factory site at Wood Green, Haringey. Barton Willmore act on behalf of Workspace and submit the following information with respect of the ongoing consultation into the Site Allocations Regulation 18:

- Initial Concept Design document, prepared by Barton Willmore LLP in July 2013;
- Redline Boundary Plan (Drawing SK-1000).
- GLA pre application advice dated 7 November 2013; and,
- LBH Site Allocation Form dated 7 March 2014;

***The Chocolate Factory***

Workspace owns The Chocolate Factory and a number of surrounding buildings. The Chocolate Factory is located to the south west of Wood Green and currently offers a variety of studio and start up units for small businesses directed at artists and creative businesses. The surrounding properties within their control offer a range of employment uses to varying degrees of success in terms of employment offer and contribution towards the townscape quality of the area.

The wider area known as Haringey Heartlands is the subject of historic and emerging designations as an area for regeneration and growth to provide new homes and jobs. The designation covers a wide area from Wood Green Underground Station to Hornsey to the south with land either side of the railway (SPG, 2010). The character of the area has been the subject of change. The Western Utility Lands (to the west of the railway) have been subject to regeneration and part of the Eastern Utility Lands (including the Gas Works site) is the subject of a recent grant of planning permission (March 2012) for mixed use development including 1,080 new homes, offices, restaurant and community uses (LPA Ref: HGY/2009/0503).

The Local Plan: Strategic Policies document was adopted on Monday 18 March 2013. This seeks to continue the above growth, focusing on the remaining areas of the Eastern Utility Lands and specifically promoting and expanding the original UDP designation of Wood Green as a Cultural Quarter. The focus of the Cultural Quarter is the Chocolate Factory (para 7.2.9).

Workspace wishes to build on the success of the Chocolate Factory and explore with Officers the existing offer of the Cultural Quarter and opportunities to secure its future in the long term in accordance with policy. To facilitate discussions at this stage of the consultation process, we have prepared an Initial Concept Design Document, which although high level, provides a useful starting point for discussions.

### ***Planning Policy Context***

Development of the Chocolate Factory site is designated in the emerging Site Allocations DPD as policy HH2. The purpose of policy HH2 is as follows:

*Enhance the cultural quarter through limited conversion of this site predominantly to enhance small scale business/workshop use. Improvement of the public realm, and enhancing community facilities to serve the growing population in this area.*

### ***Site and Surrounding Context***

The policy HH2 preamble explains that the site occupied by the Chocolate Factory creative industries complex, which is part of the cultural quarter; consists of various buildings in the north of the site. The Mountview Academy of Theatre Arts is housed in an industrial building to the centre; three small industrial units are used as an annex to Mountview Academy; Area 51, a specialist education provider for teenagers and young adults is housed in an industrial building; with other community and commercial uses occupying industrial premises. The site also includes land north of Clarendon Road. About 40% of the site is used for surface car parking.

North of the site is a school and factory units to the rear of the Job Centre. To the east is Parma House (HH1), in part adjoining and in part over Clarendon Road North. The southern boundary is Coburg Road; south of this are small scale industrial units and beyond the disused gasholders which form part of the Clarendon Square redevelopment site (HH3), and small factory units at corner of Coburg and Western Roads that form HH6. Western Road forms the western boundary of the site; to the west is a Council depot and vacant railway land (HH 5).

Coburg Road forms a primary east-west pedestrian and cycle route linking Alexandra Park and Muswell Hill to the west with Wood Green, Noel Park and Tottenham to the east. Western Road forms part of the improved north-south vehicular access route created recently to open up the development potential of this and all the other Haringey Heartlands sites. The surrounding area intensively developed, generally 2 to 3 storeys – most premises appear occupied.

### ***Design Principles***

The policy HH2 preamble and supporting guidance explains that high density development is anticipated in Haringey Heartlands due to its allocation as a Growth Area. Heights of eight storeys may be permissible on this site. The main former Chocolate Factory buildings in the centre-north of the site form a good basis for establishing parameters, and their retention would be preferred.

It is also advise that the site is large enough to include a network of public routes: this would probably include an east-west route; some or all of which could be pedestrian/cycle only. Coburg Road forms an important east-west pedestrian/cycle route running from Wood Green and Tottenham to Hornsey and Muswell Hill. It also forms the crucial connection back to the centre of Wood Green Metropolitan Centre. As this forms the southern edge of the site, active frontages should be included here.

The approved scheme for Haringey Heartlands (HH3 - outline planning permission) creates a new square directly opposite the site over Coburg Road; with retail & live-work use on the ground floor of blocks facing the square. It also extends the line of Clarendon Road South, up to and through this square, to align with the line of Clarendon Road North on the eastern side of this site, fulfilling a key requirement of the Heartlands Masterplan. The south east corner of this site therefore sits on a key node for the wider Heartlands area.

It is also confirmed that there are no particular restrictions on design and materials, but site wide coordination in a design code and/or masterplan, along with coordination with Parma House, Clarendon Square and Clarendon Gateway (HH1, 3 & 4) would be encouraged. Workspace supports the concept of site wide masterplans and providing one element of the site doesn't fetter the interests of another, it should be able to come forward in advance.

### ***Potential Development Capacity HH2***

Draft policy HH2 advises that commercial elements on site should amount 52,000m2 (including existing). The aspiration is clearly to maintain and enhance the Cultural Quarter uses and Workspace supports this position. However, whilst the viability of creative industries should be secured to ensure the Cultural Quarter continues to thrive, this must be set against the viability of the site as a whole.

Policy HH2 does not mention the provision of housing to supplement the wider uses. This is something that Workspace has proposed at pre-application stage and have met officers to discuss. Workspace therefore requests that the policy wording includes wording that states that an element of housing is proposed within the overall scheme.

### ***Pre Application Advice***

The Workspace consultant team met with the GLA in October 2013 and received written comments in November 2013 which are enclosed with this letter. The comments were encouraging, and subject to suggested design changes, the GLA supports emerging mixed use proposals for the site.

The development team also met with Haringey Officers on 29 January 2014 to present the scheme as a whole, as well as the comments received previously from the GLA. We are waiting for a formal written response. Once this is in hand we will collate the comments received and address and amend the scheme where appropriate.

Both the GLA and LBH were asked to comment on the enclosed Initial Concept Design Document. Once the LBH comments are received, an update of this document will be prepared. The final stage will be to prepare a 'Full' planning application for submission to LBH later in the year.

Should you have any queries, please do not hesitate to contact myself or my colleague Sophie Jamieson (sophie.jamieson@bartonwillmore.co.uk) at this office.

Yours faithfully



**ED HANSON**

Associate

Cc: Ian Dubber – Workspace Management Ltd

Enc. As above