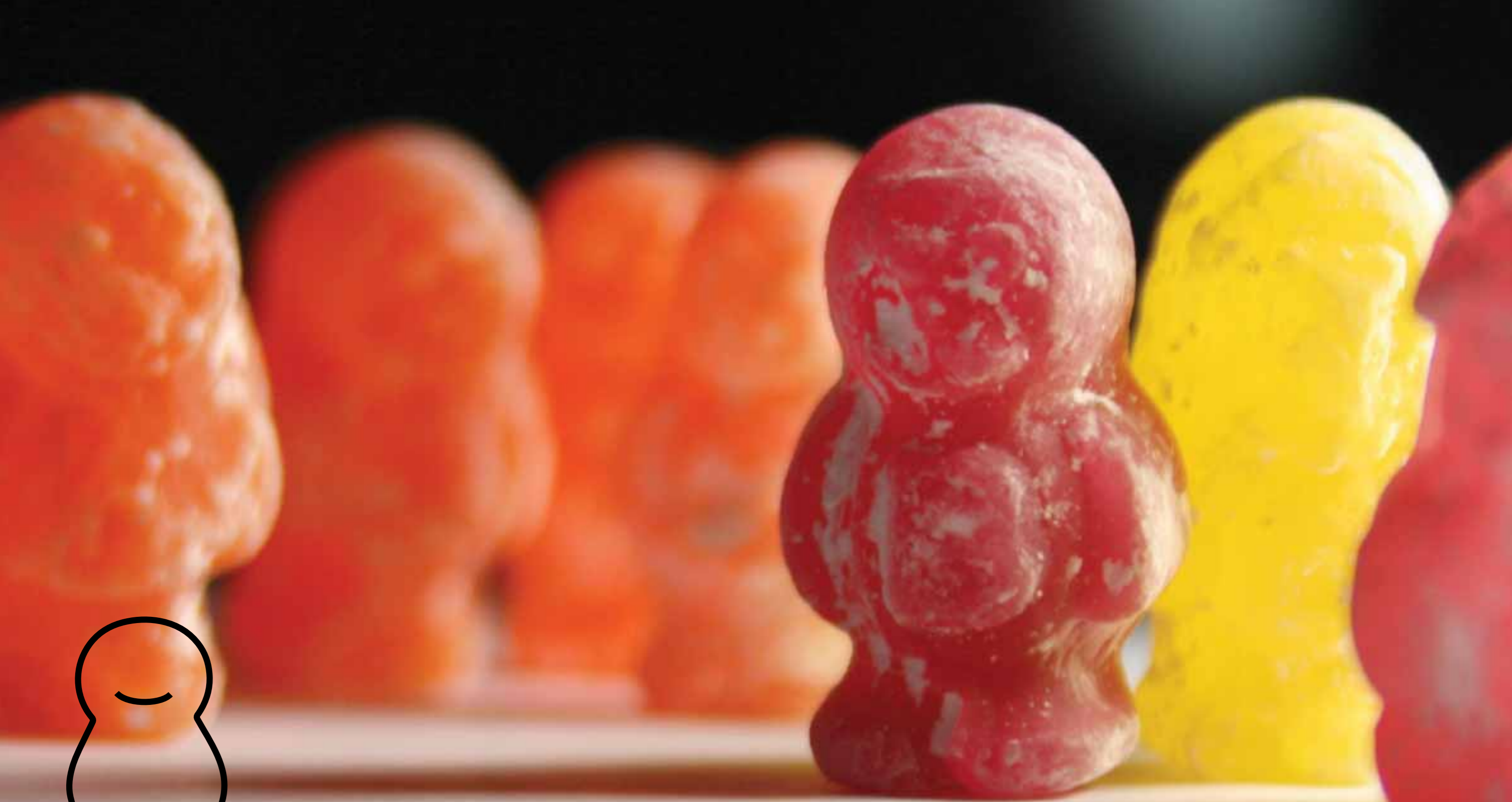


**APPENDIX 2**  
**PRE-APPLICATION REPORT (DECEMBER 2015)**



# THE CHOCOLATE FACTORY

PRE APPLICATION REPORT

DECEMBER 2015

## CONTENT:

- 01 INTRODUCTION
- 02 SITE ANALYSIS
- 03 PREVIOUS OPTIONS/ DESIGN EVOLUTION
- 04 INTEGRATION STRATEGY
- 05 WIDER ILLUSTRATIVE MASTERPLAN
- 06 PUBLIC REALM - DETAILED PLANNING APPLICATION
- 07 BUILT FORM DESIGN PRINCIPLES
- 08 PROPOSED MASSING ANALYSIS
- 09 BUILT FORM DESIGN DETAIL
- 10 PROPOSED DESIGN COMMERCIAL
- 11 PROPOSED DESIGN RESIDENTIAL/ MIXED USE
- 12 DRAWING SET FOR DETAILED PLANNING APPLICATION
- 13 HIGHWAYS LAYOUT PLAN AND SUMMARY NOTE

Doc No. 20716 21b

Project Ref: 20716/A5/Reports  
Status: Final  
Issue/Rev: 02  
Date: 22/12/2013  
Prepared by: RW/MK  
Checked by: JH



# 01 INTRODUCTION

“The Chocolate Factory of today is a far cry from the original Barratt’s and Caxton’s Factory of 1880s which produced famous brands like: Liquorice Allsorts, Aniseed Balls, Jelly Babies, Dolly Mixtures, Sherbet Fountain and chocolates; the new Chocolate Factory continues to make a vital contribution to creativity, innovation and to the economy in London UK and to linked developments across Europe.”

[Chocolatefactoryartists.co.uk](http://Chocolatefactoryartists.co.uk)








## 1.1 INTRODUCTION

The purpose of this document is to present the proposed redevelopment of the site known as The Chocolate Factory, Wood Green. Workspace, a successful owner of over 100 properties in London together with Barton Willmore are in the process of formulating a scheme and intend to submit a Full Planning application in the near future.

The proposal is to regenerate the area and provide a commercial space which will result in increase of the employment in the area as well as housing. The development will comprise of the refurbished early 20th century industrial building of The Chocolate Factory and new build with carefully designed landscaping and attractive public square.

Key:

 Detailed Planning Application Boundary









# 02 SITE ANALYSIS

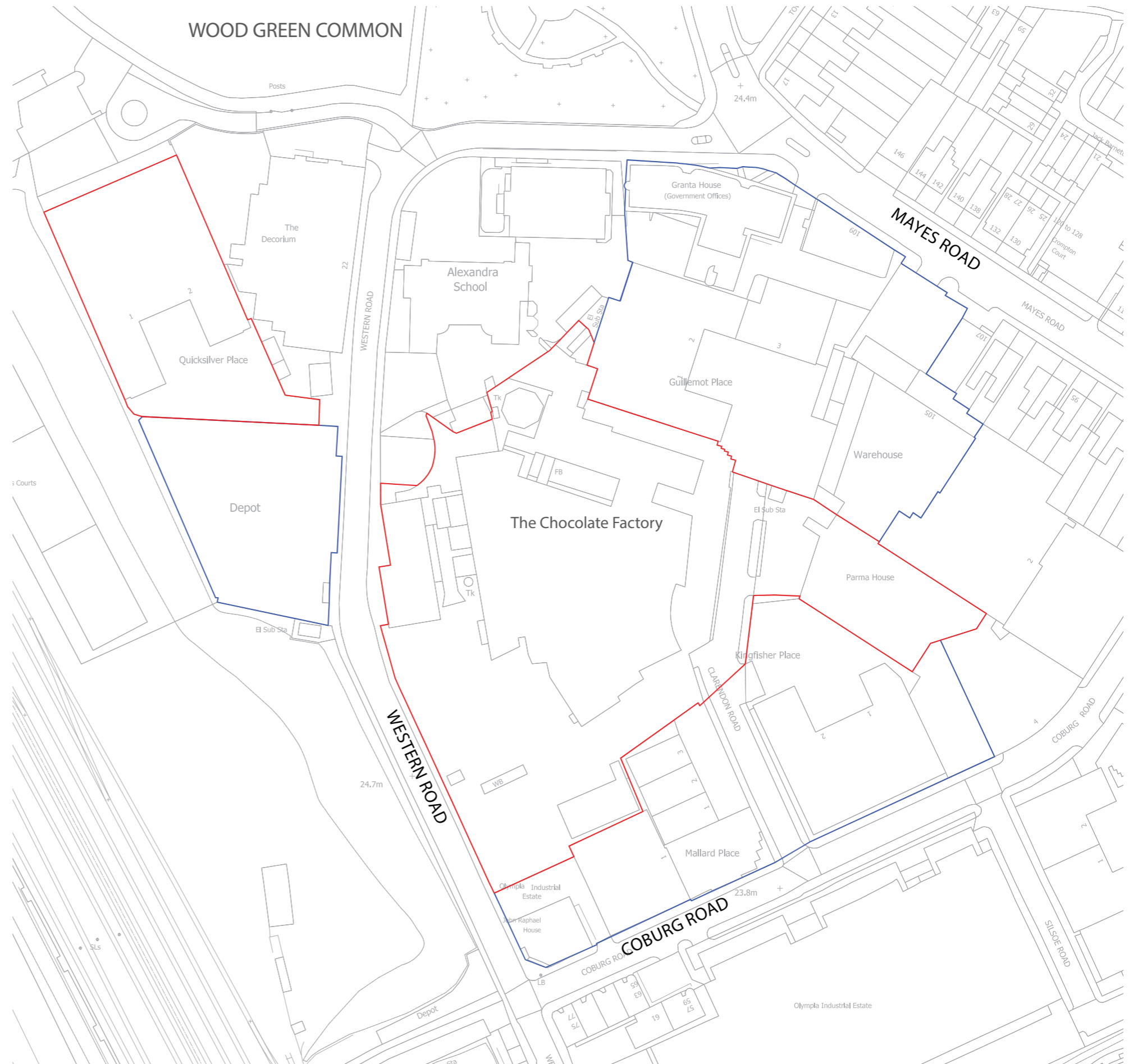


## 2.1 THE SITE

The Chocolate Factory site is located to the south west of Wood Green Metropolitan Town Centre. The site currently comprises a cluster of buildings of differing size and scale, which are predominately occupied by creative businesses. The surrounding area is intensively developed, generally with buildings of 2 to 3 storeys.

The site comprises 1.68 ha. This will form the extent of the area to be included within a FULL planning application. A further 1.74 ha sits adjacent to the Workspace land and will be master planned only.

An Ownership Plan is shown on this page.



Key:

— Detailed Planning Application Boundary

— Illustrative Masterplan Boundary



## 2.2 CURRENT SITE USE

The Chocolate Factory creative industries complex 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, 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, and small factory units at corner of Coburg and Western Roads. Western Road forms the western boundary of the site; to the west is a Council depot and vacant railway land.



1. The Chocolate Factory

2.



4. Parma House



Current Use Diagram.  
All areas shown indicatively only.



## 2.3 SITE LOCATION- WIDER AREA

Wood Green is a district of north London, in the London Borough of Haringey. It is 6.7 miles (10.8 km) north of Charing Cross, and is west of Tottenham, south of Palmers Green and north of Haringay. The London Plan identifies the area as one of the metropolitan centres in Greater London.

Wood Green is a busy urban activity centre with a sizeable shopping area with two cinemas, bars, nightclubs, numerous restaurants and cafes and a shopping area, The Mall, close to the tube station. The High Road, the main shopping spine, is part of Green Lanes and stretches from the Wood Green tube station to the next stop on the Piccadilly line, Turnpike Lane, and is lined with shops along its route.

The Chocolate Factory was set up by Haringey Arts Council in 1996 to develop artists' studios, and now has a second building. The project houses 200 local artists, music, film and multi media studios, photographic studios, and several performing arts organisations.





Terraced houses, Wood Green Common, Conservation area



Terraced houses, Noel Park, Conservation area



Heartlands High School, view from Wood Green Common



Wood Green Underground Station



Wood Green Shopping Centre



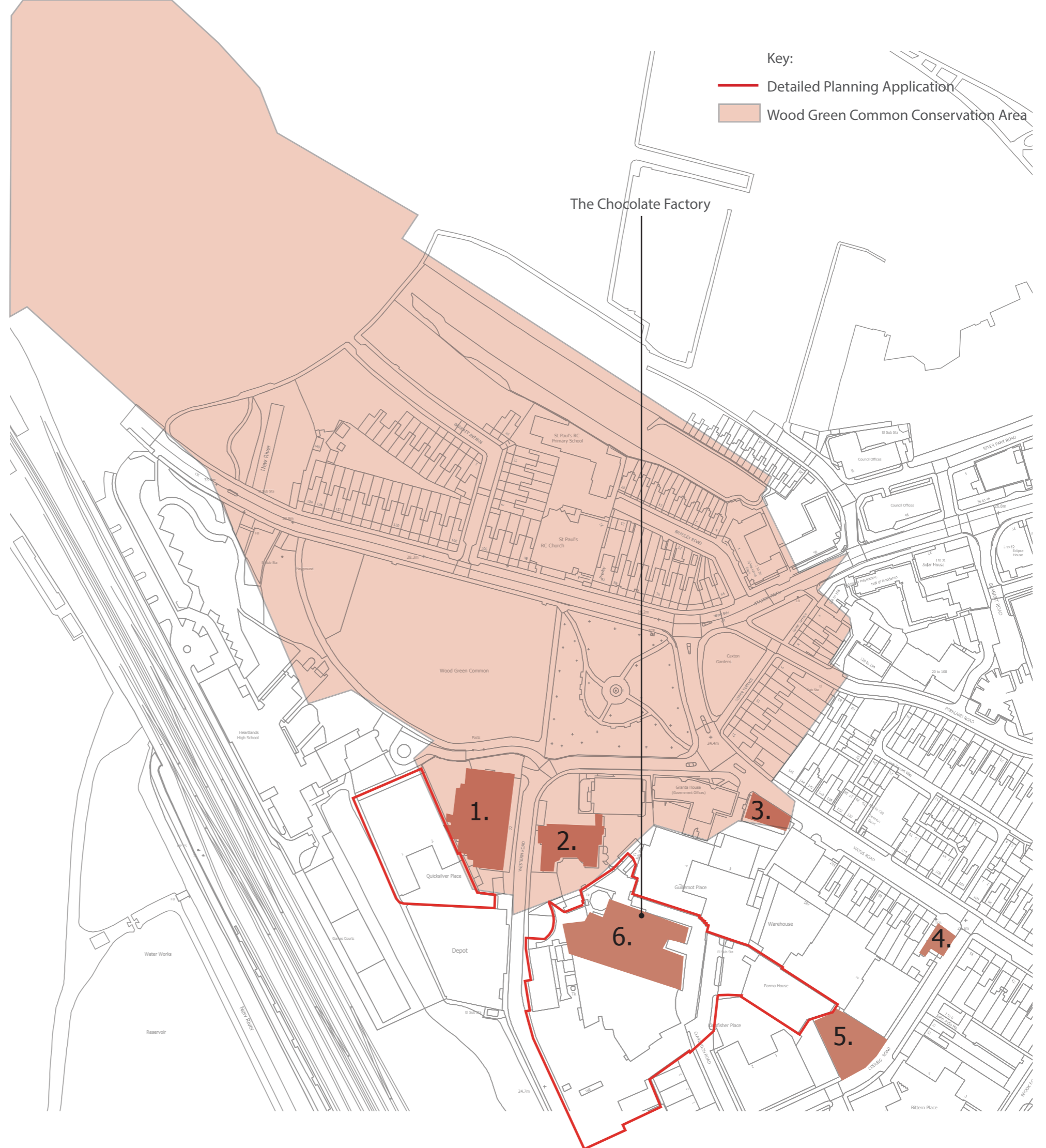
The Sandlings, housing estate



## 2.4 SITE HERITAGE

The site and area immediately adjacent to the site do not contain designated heritage assets however there are some prominent historic buildings within the close vicinity to the site of which some are included on Haringey's Register of Local Buildings of Merit.

The site itself has some historic interest as part of the former Barratt's Confectionary factory. This historic interest is understandable through historic maps and in the external form of the buildings which reference industrial uses.







1. The Decorium



2. Alexandra Primary School,

Located to the north of the Chocolate Factory. This is an early 20th century building with prominent gables and some good quality detailing.



3. Mayes Rd Entrance

Former Barratt's Factory entrance, Cambridge House. This building is on Haringey's list of local buildings of merit.



4. The Duke of Edinburgh Public House

is on the Haringey list of buildings of merit



5. Select recording studio



## 2.5 SITE HERITAGE- THE CHOCOLATE FACTORY

The main part of the site formed part of the former Barratt's Confectionary Factory and its development is shaped by that company's development and growth over the course of the late 19th and 20th centuries.

The name 'Chocolate Factory' covers a large structure of several parts, of which only the older sections dating to 1904, 1907 and 1933-35 have a greater degree of architectural merit. The following elements have been identified in Built Heritage Advice Note produced by Archaeology Collective:

I. 1904 section: painted brick with cambered window heads, date AD1904 just visible above later entrance lobby. Aspects of other brick lettering 'Barratt's confectionary' visible within internal stair.

II. 1907 section west of the earlier block and with similar fabric and detailing, date 1907 partly obscured on northern elevation. Channelled brick pilasters between window bays. Large steel columns survive internally but nothing else to reference factory use.

III. Built by 1935-55 OS: modernist style block with pressed concrete panels and balconies set to the south of the 1904/7 blocks and enclosing a courtyard which is partly open to the west. Internal spaces subdivided with concrete block walls and no relics of former industrial use.



Archive Photo



Internal courtyard, view looking west

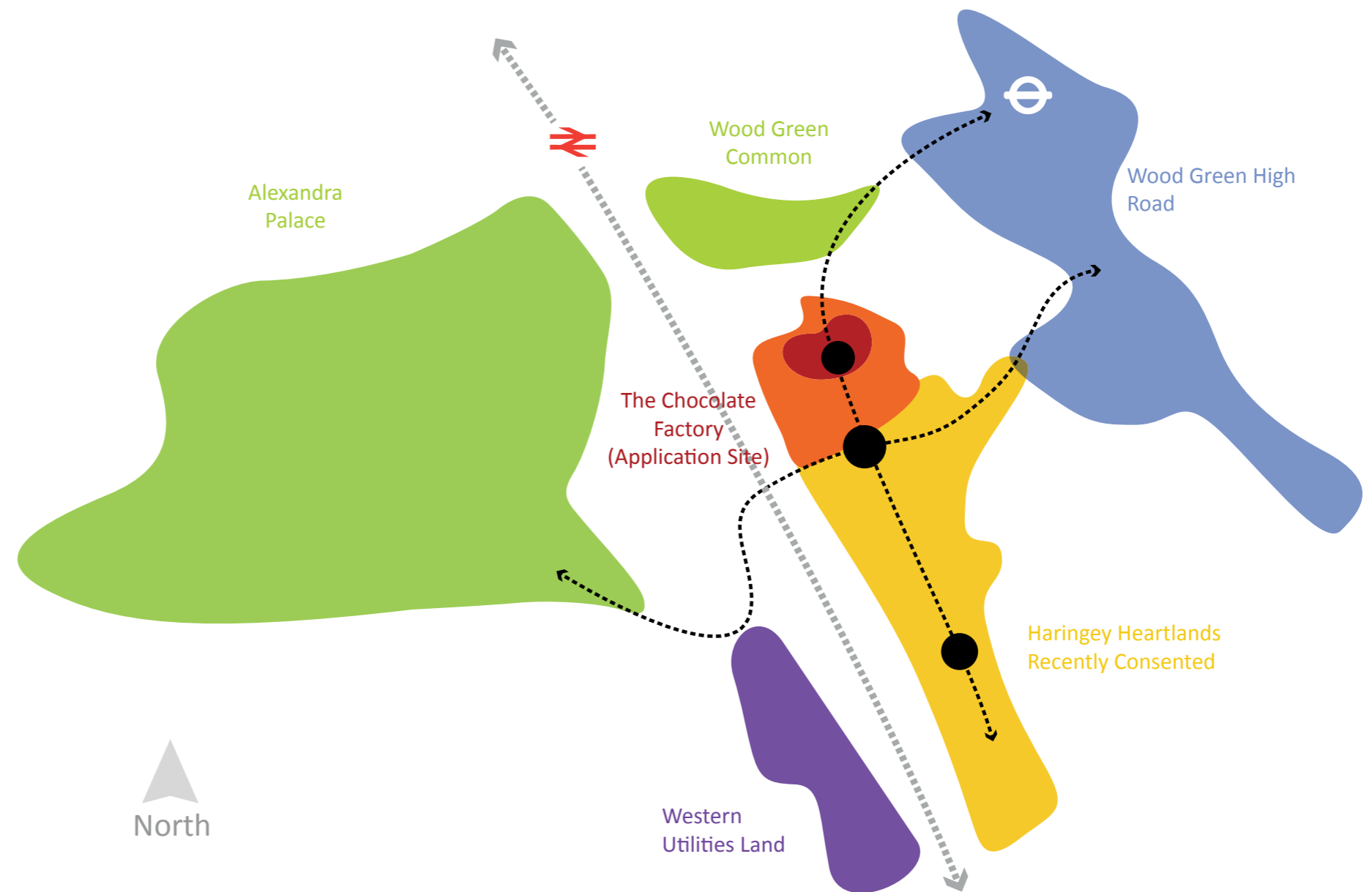


Front elevation



## 2.6 WIDER SITE OPPORTUNITIES

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).



## 2.7 EXISTING LAYOUT CONSTRAINTS

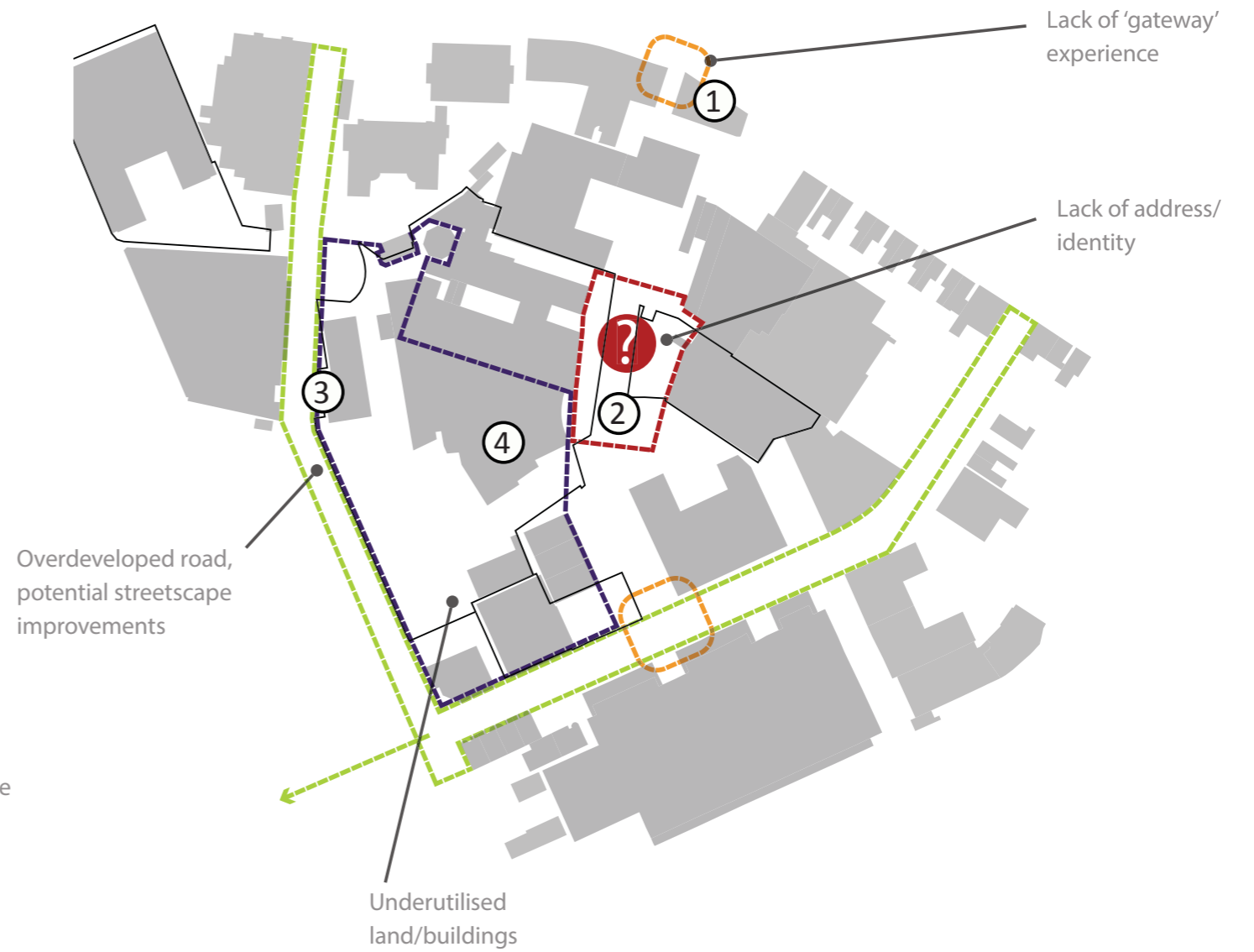
### Movement and Access

Currently, to navigate to the Site, pedestrians have to tolerate a long and confusing route leading ultimately to a dead end.



### Spaces

There is a distinct lack of quality public open space within the Site. Some architectural assets are found within the site but are lost within a muddled streetscape.





① Mayes Rd Entrance

The old HQ of the chocolate factory could play a key role in a revised circulation pattern for the area.



② Clarendon Road

Poor quality existing streetscape looking along Clarendon Road (northwards towards the Chocolate Factory).



③ Western Road

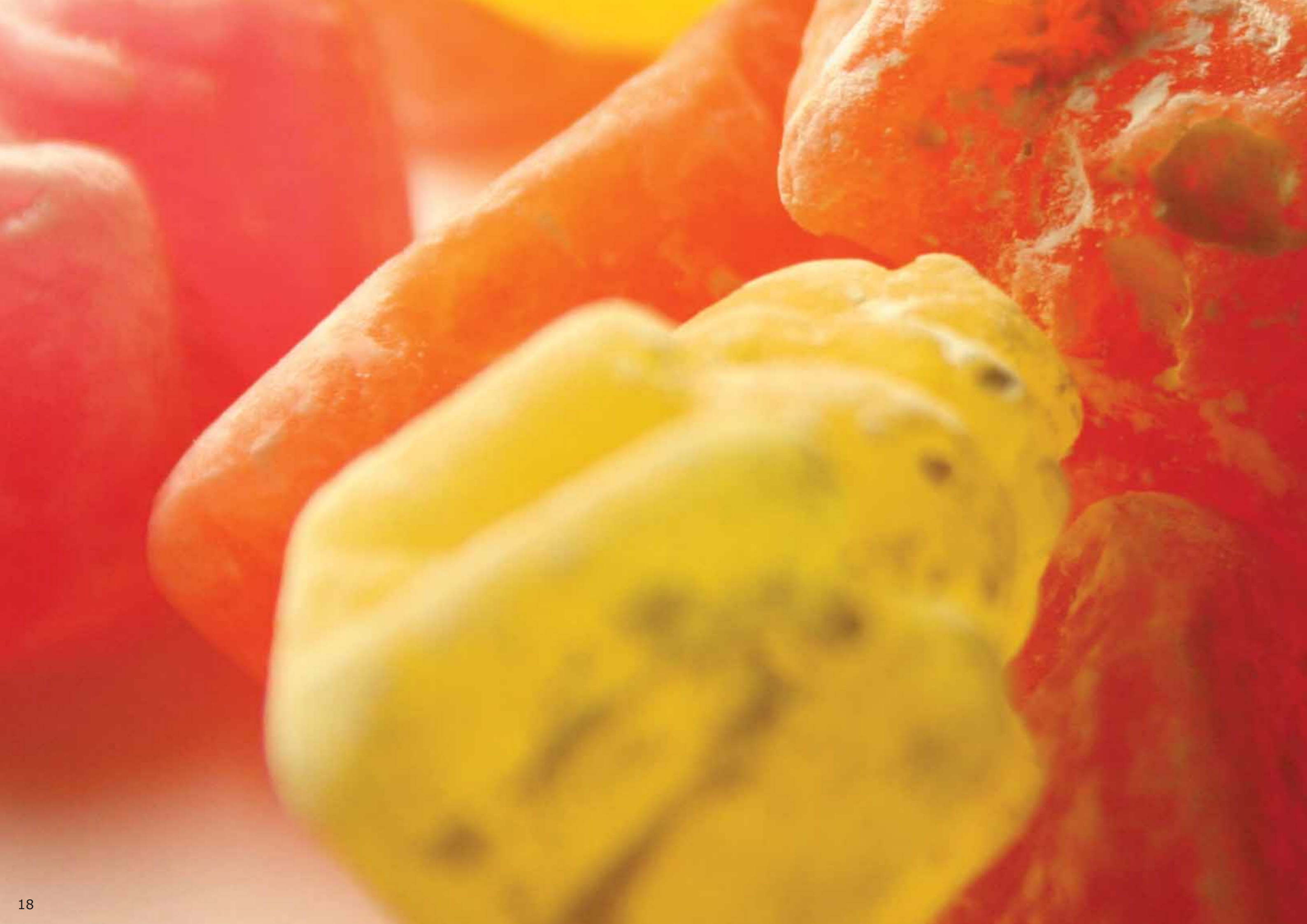
Potential to improve streetscape along Western Road.



④ Chocolate Factory Yard

Existing condition, behind the Chocolate Factory. Currently underutilised space.







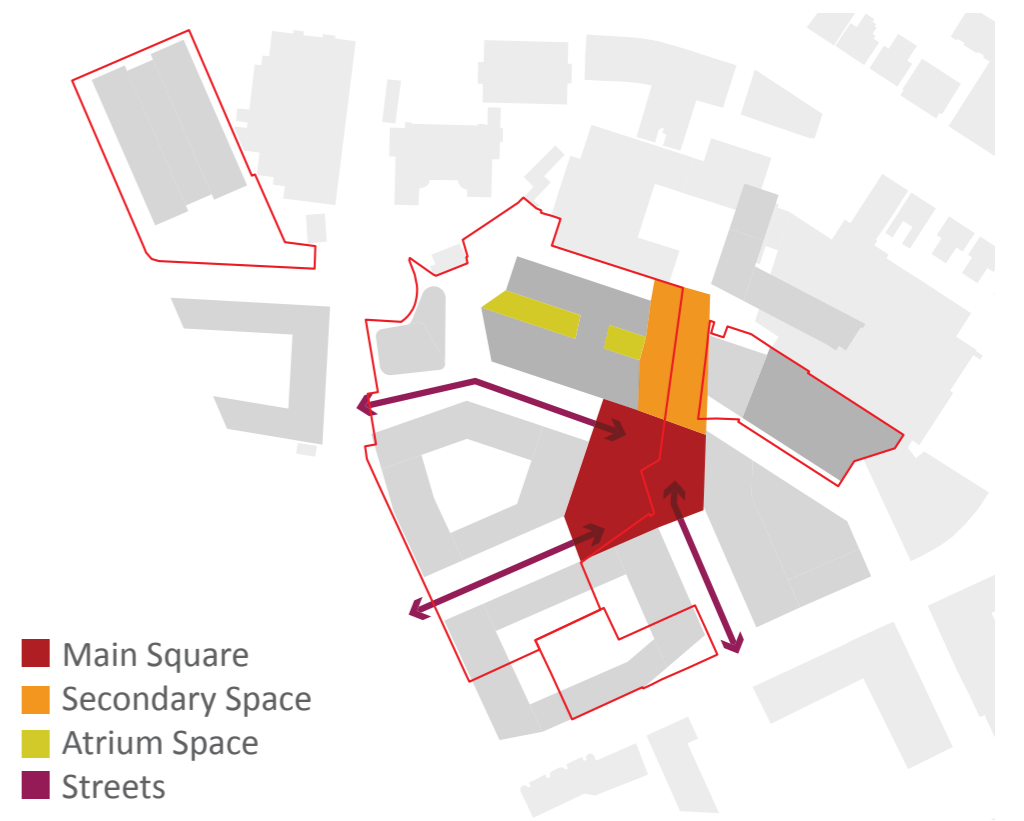
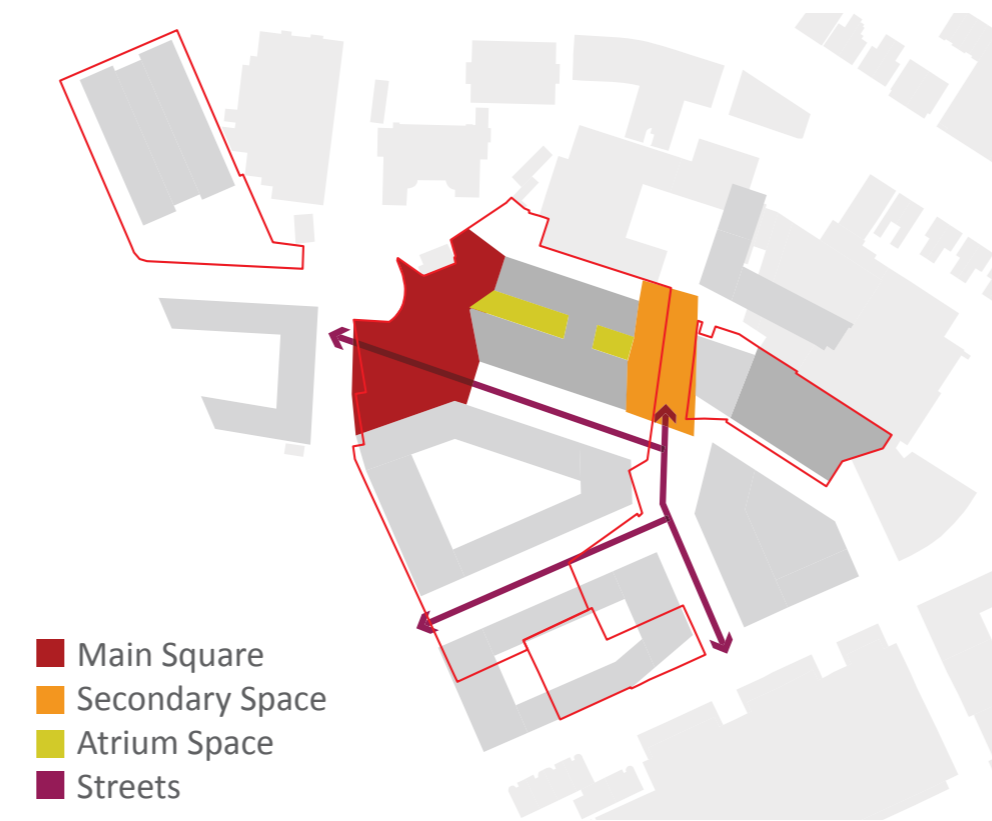
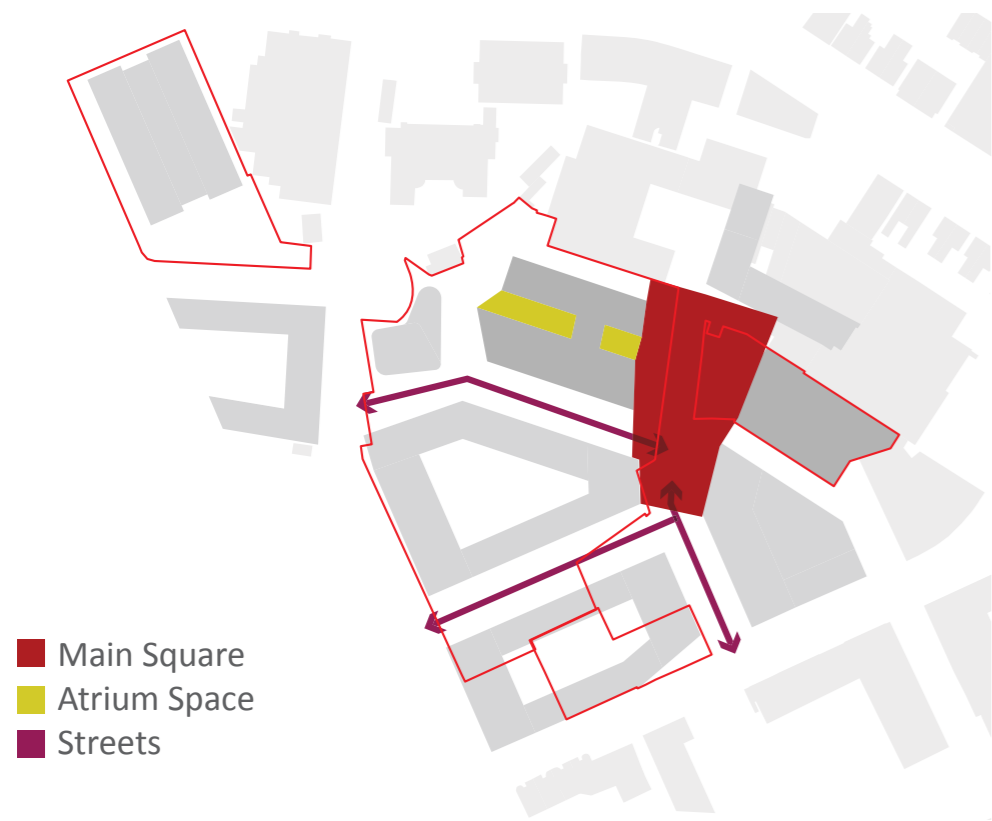


# 03 PREVIOUS OPTIONS/DESIGN EVOLUTION



### 3.1 DESIGN EVOLUTION

Diagrams depict a series of early studies investigating potential location of key spaces





## Preferred Option C

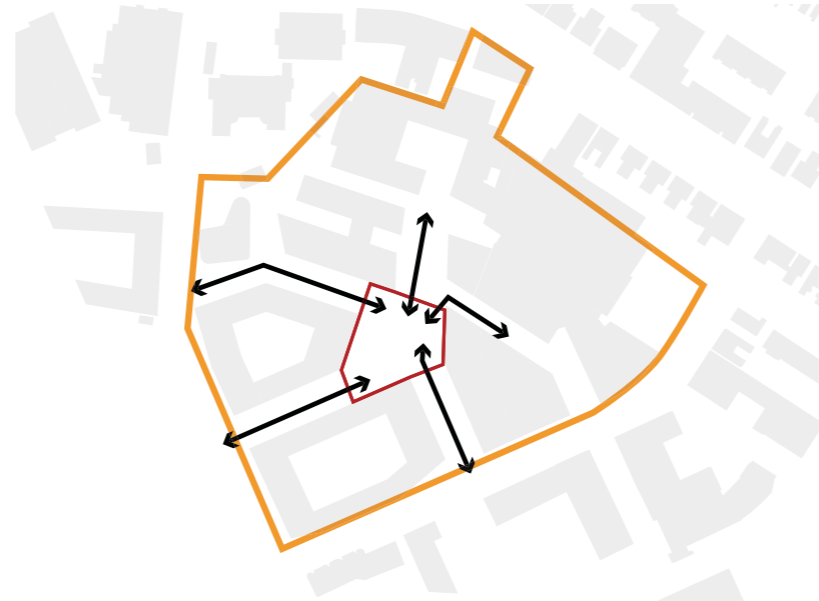
Option C provides a helpful distribution of spaces throughout the site that supports wayfinding along strategic through routes (from both day one and long term aspirations to connect to Mayes Road)

### Distribution of Spaces

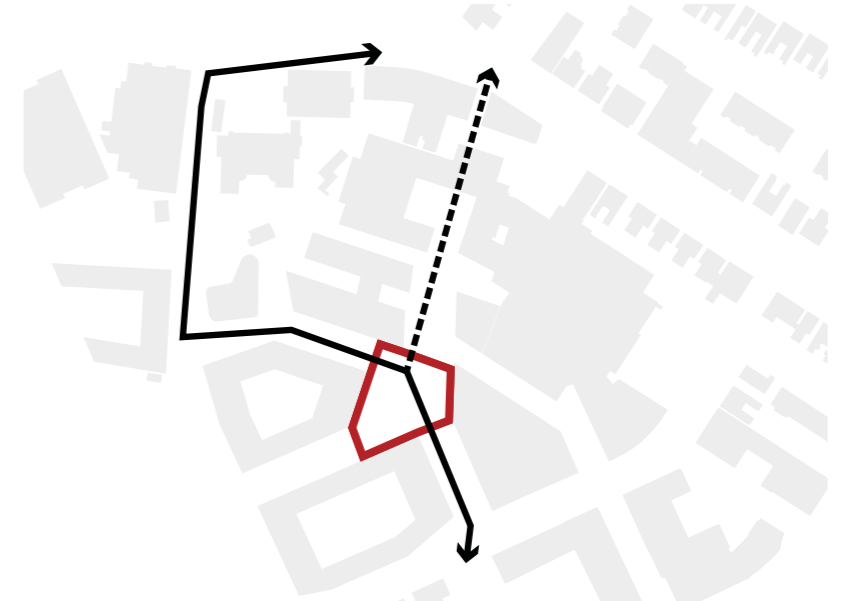


- Central Square
- Exhibition Space
- Atrium
- Gateway Spaces
- Yard
- Strategic Route (Day One)
- - Strategic Route (Long term Aspiration)

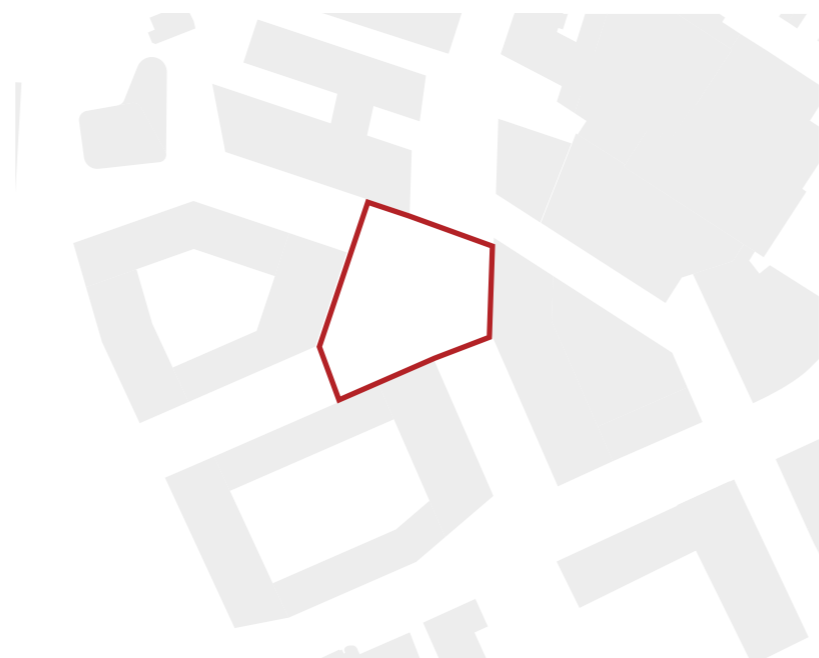
### Design Rationale



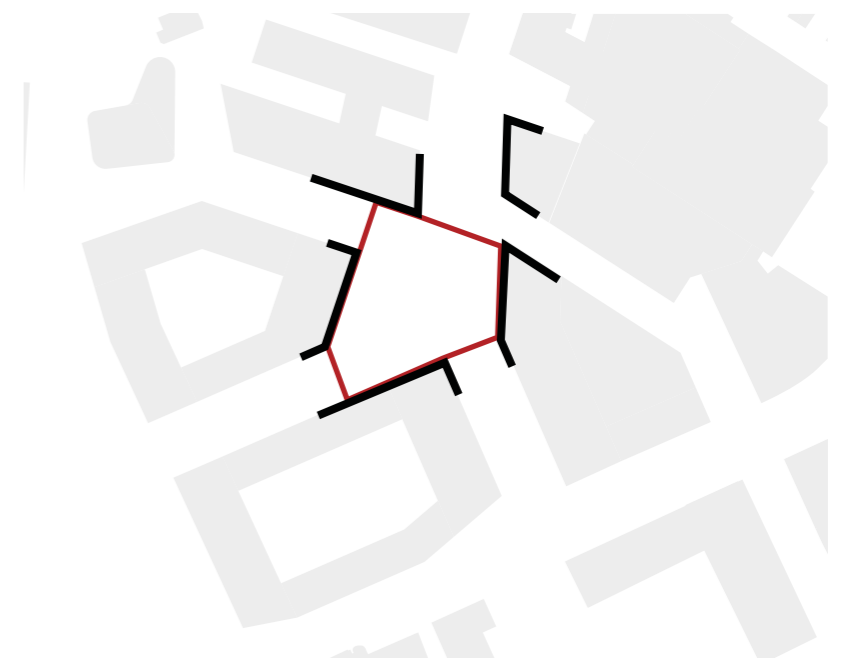
1. The Square location is a useful navigational space with all routes leading to it and at the centre of the Cultural Quarter



2. Location allows for the creation of effective north south route in workspace control at day one (with secondary long term route on 3rd party land also available)



3. The space created is dynamic in form and suitably proportioned



4. The square will benefit from a number of buildings addressing the space that can host a range of use types











# UNDERSTANDING CONTEXT

To help inform design proposals at and around the Chocolate Factory a study into how the Chocolate Factory and surrounding sites fit into the wider context has been produced to help guide a long term vision for the Quarter. This has been broken into three stages described below.



## 1. Integration Strategy

A study of the wider urban and landscape context investigating how the redevelopment of the Chocolate Factory Quarter can have far reaching benefits. In particular the study has explored the potential of key connections across the region.



## 2. Wider Illustrative Masterplan

The wider masterplan framework creates a design aspiration for the wider Chocolate Factory Quarter. The framework incorporates surrounding streets and plots that may evolve at a later date providing an understanding of a future context and setting for the Chocolate Factory.



## 3. The Chocolate Factory - Detailed Planning Application

The Chocolate Factory Proposals focus on the development within the boundary of Detailed Planning Application". The proposed design responds to the wider context studies to create a successful, permeable scheme in the short and long terms.



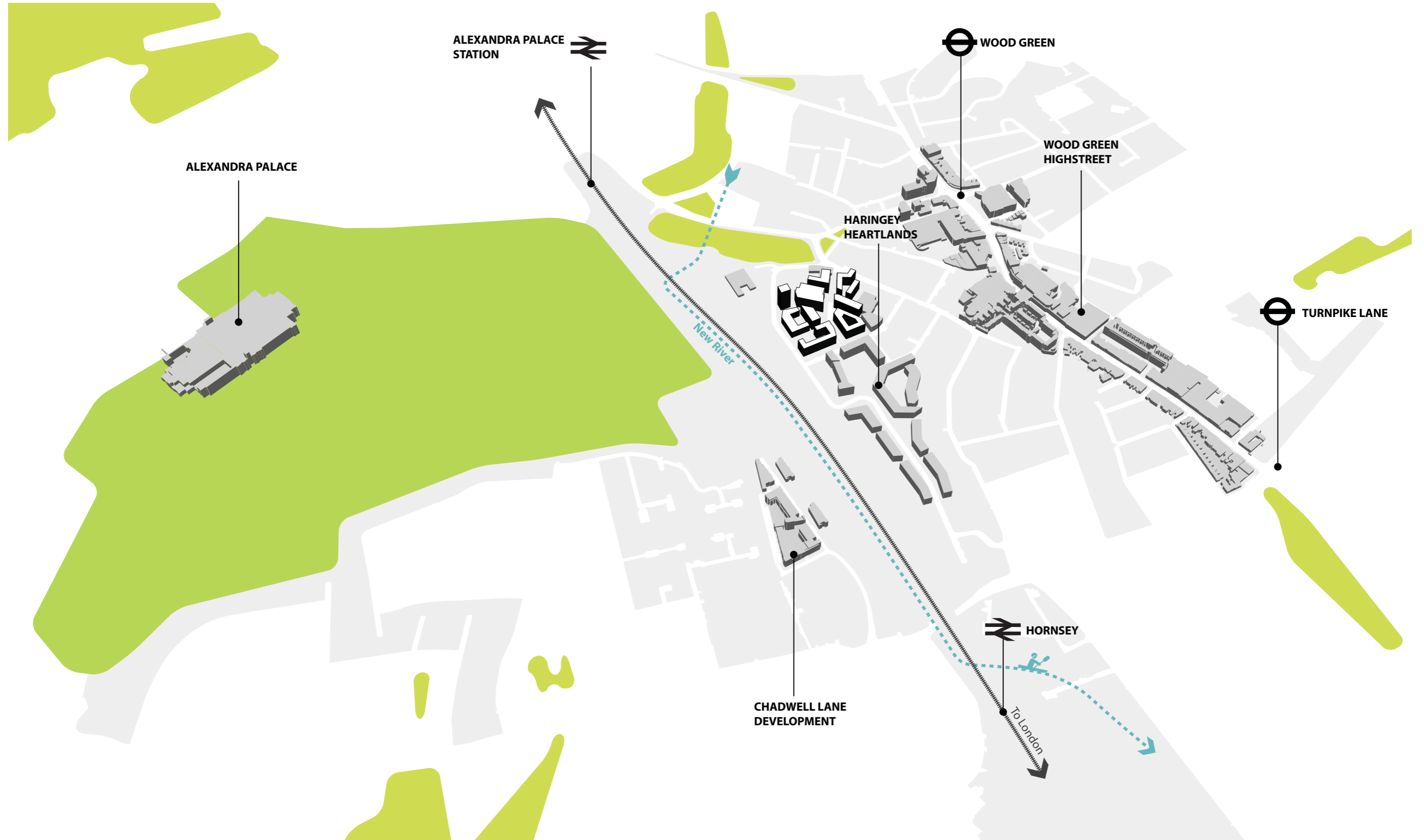
# 04 INTEGRATION STRATEGY

A close-up photograph of several colorful wooden blocks, likely from a child's toy set. The blocks are in various colors including red, yellow, and purple. They are arranged in a way that shows their edges and surfaces, with some blocks overlapping others. The background is a soft, out-of-focus mix of these colors.



## 4.1 CONTEXT

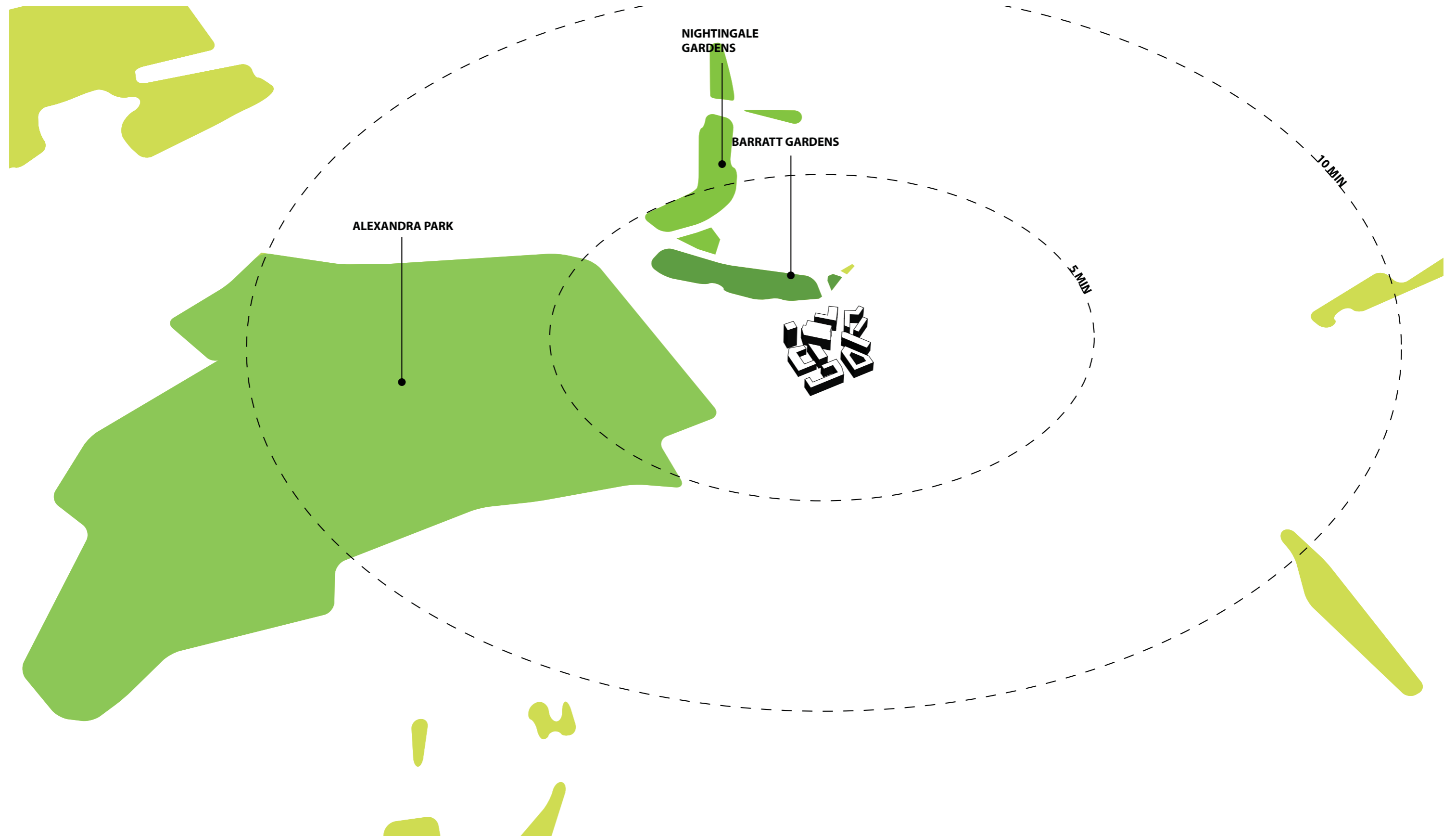
The chocolate factory within context of surrounding attractions and public transport nodes





## 4.2 LOCAL GREEN INFRASTRUCTURE

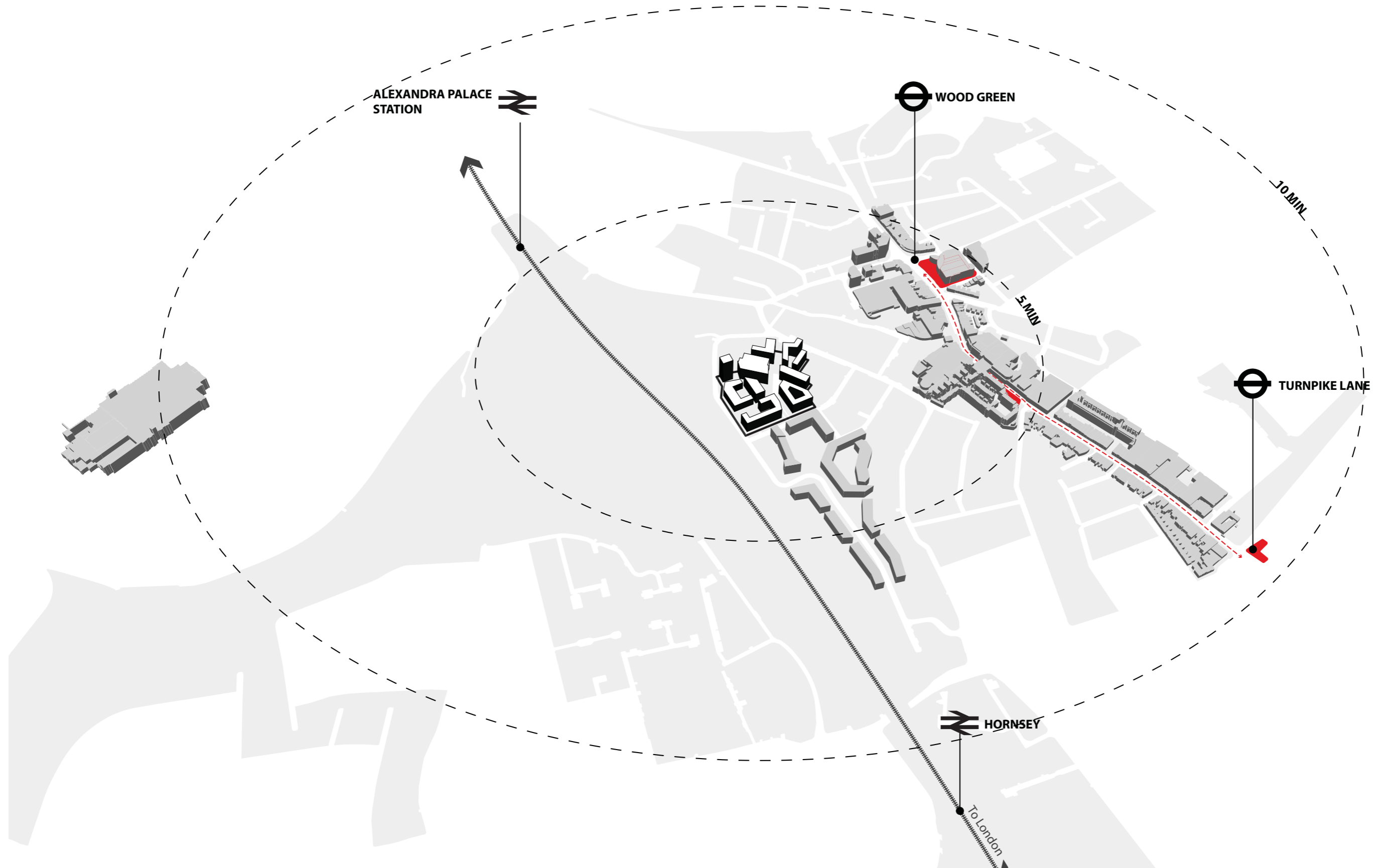
The site benefits from close proximity to large open green spaces including Alexandra Place and Wood Green Common/Barratt Gardens





### 4.3 LOCAL HARD SPACES

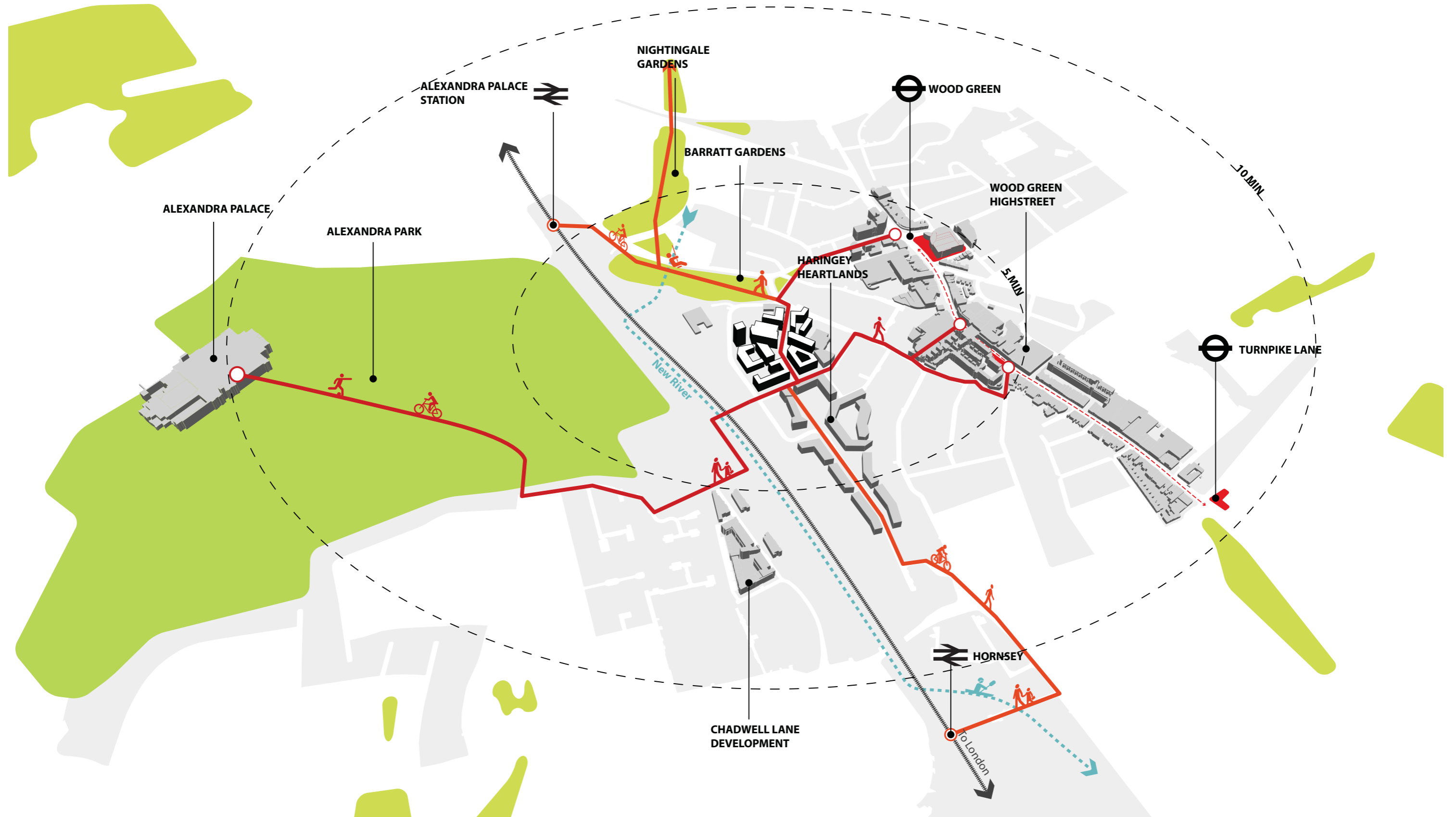
This region of Wood Green does not have many public hard spaces something the Chocolate Factory could provide?





## 4.4 KEY CONNECTIONS

The Chocolate Factory Quarter can significantly support key routes both north/south and east/west helping navigation and wayfinding within the streetscape and between major local attractions

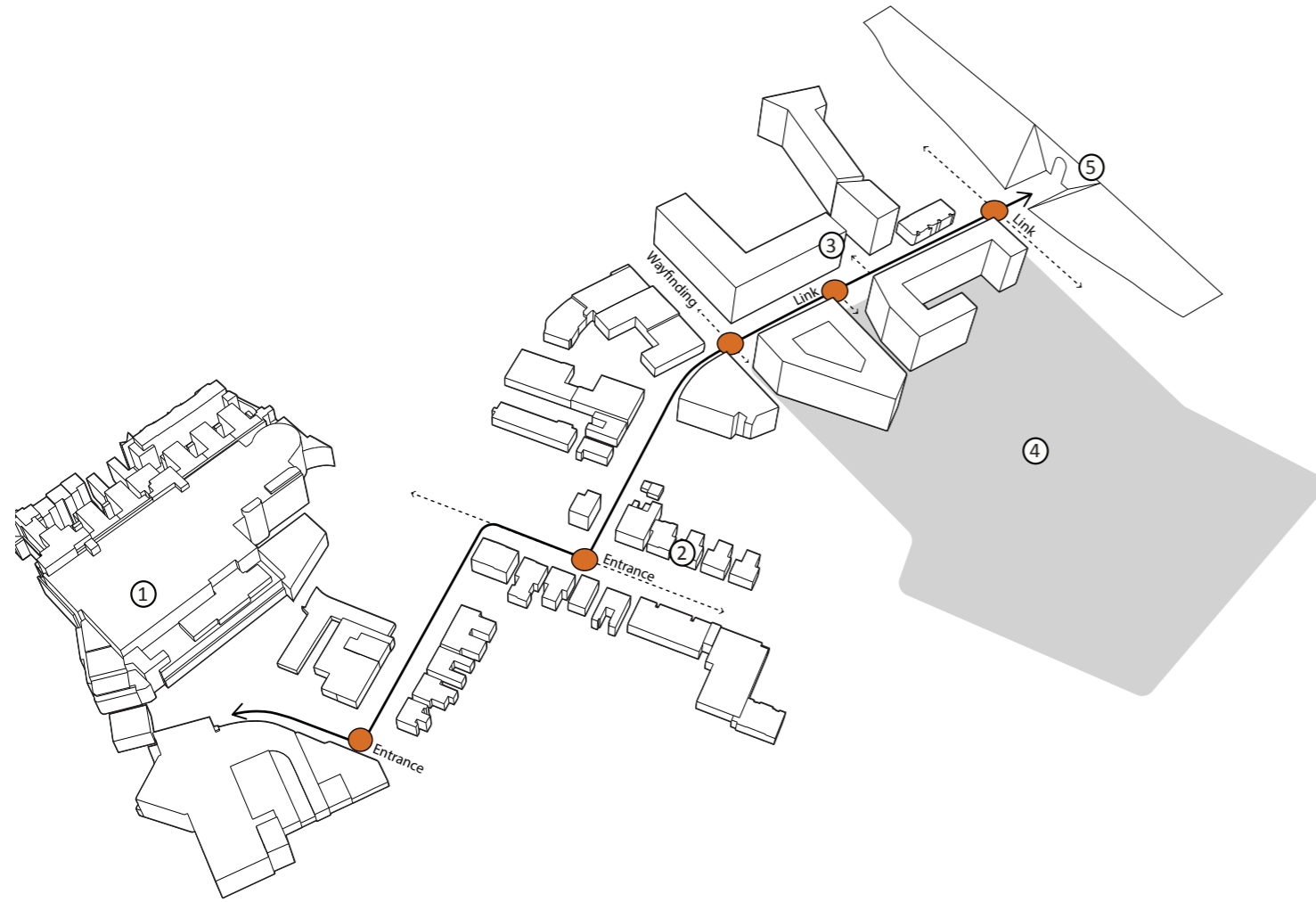




## 4.5 ROUTE UPGRADE - EAST/WEST LINK

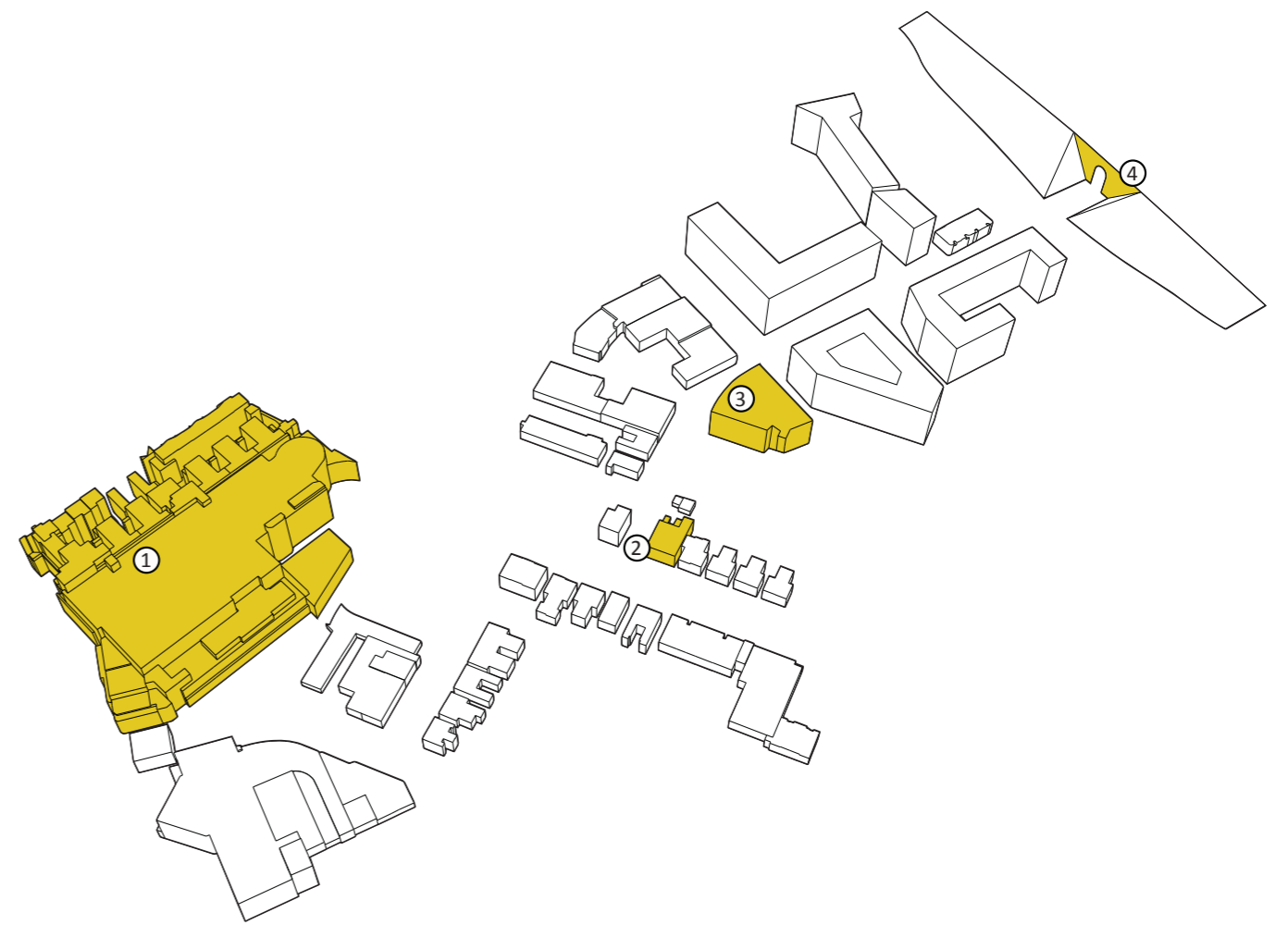
### Wood Green High Street to Alexandra Palace Railway Tunnel

The pedestrian relationship the Chocolate Factory has to Wood Green is one that could be built upon to enhance footfall and integrate the new development to the existing urban fabric. A clearly defined route from Wood Green's main shopping centre to the foot tunnel, a local landmark, could turn the Chocolate Factory into a prominent waypoint on the route from Wood Green tube station to Alexandra Palace.



Links & Nodes

- ① Wood Green shopping mall
- ② Local pub
- ③ Haringey Heartlands development
- ④ Chocolate Factory development
- ⑤ Pedestrian tunnel to Alexandra Palace



Landmark Buildings



① Wood Green shopping mall



② Local pub

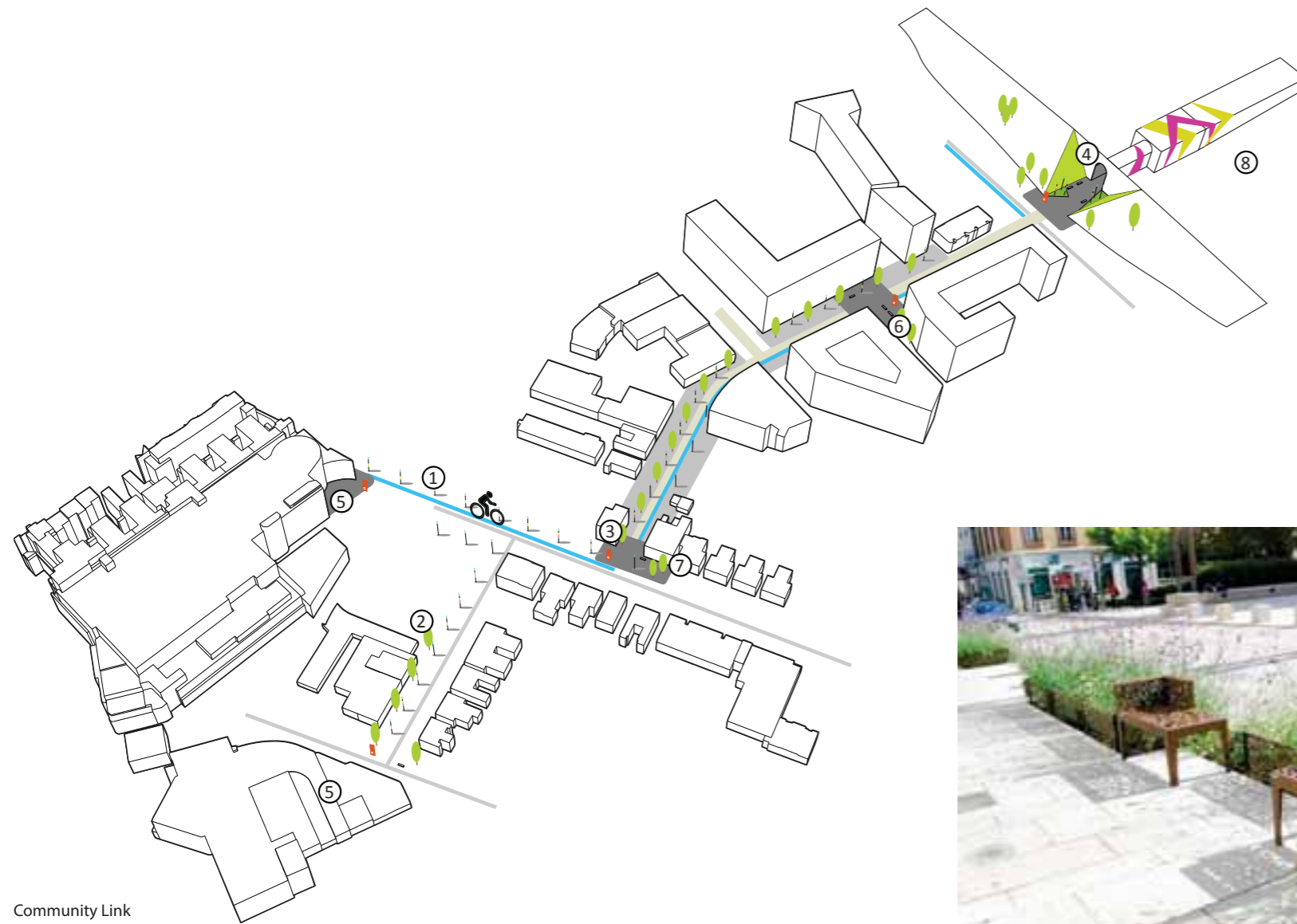


③ Chocolate Factory 2

④ Pedestrian tunnel to Alexandra Palace



A clearly defined pedestrian route can be achieved through the select application of small scale improvements to the public realm. This could include actions as simple as implementing bike lanes, planting street trees or providing clear signage. The compounded affects of these improvements would provide a significant and measurable benefit to locals and visitors alike.



Community Link

- ① Lighting elements
- ② Street trees
- ③ Wayfinding devices
- ④ Pedestrian tunnel
- ⑤ Enhanced mall entrance
- ⑥ Chocolate Factory Entrance Space
- ⑦ Local pub wayfinding node
- ⑧ Tunnel lighting installation

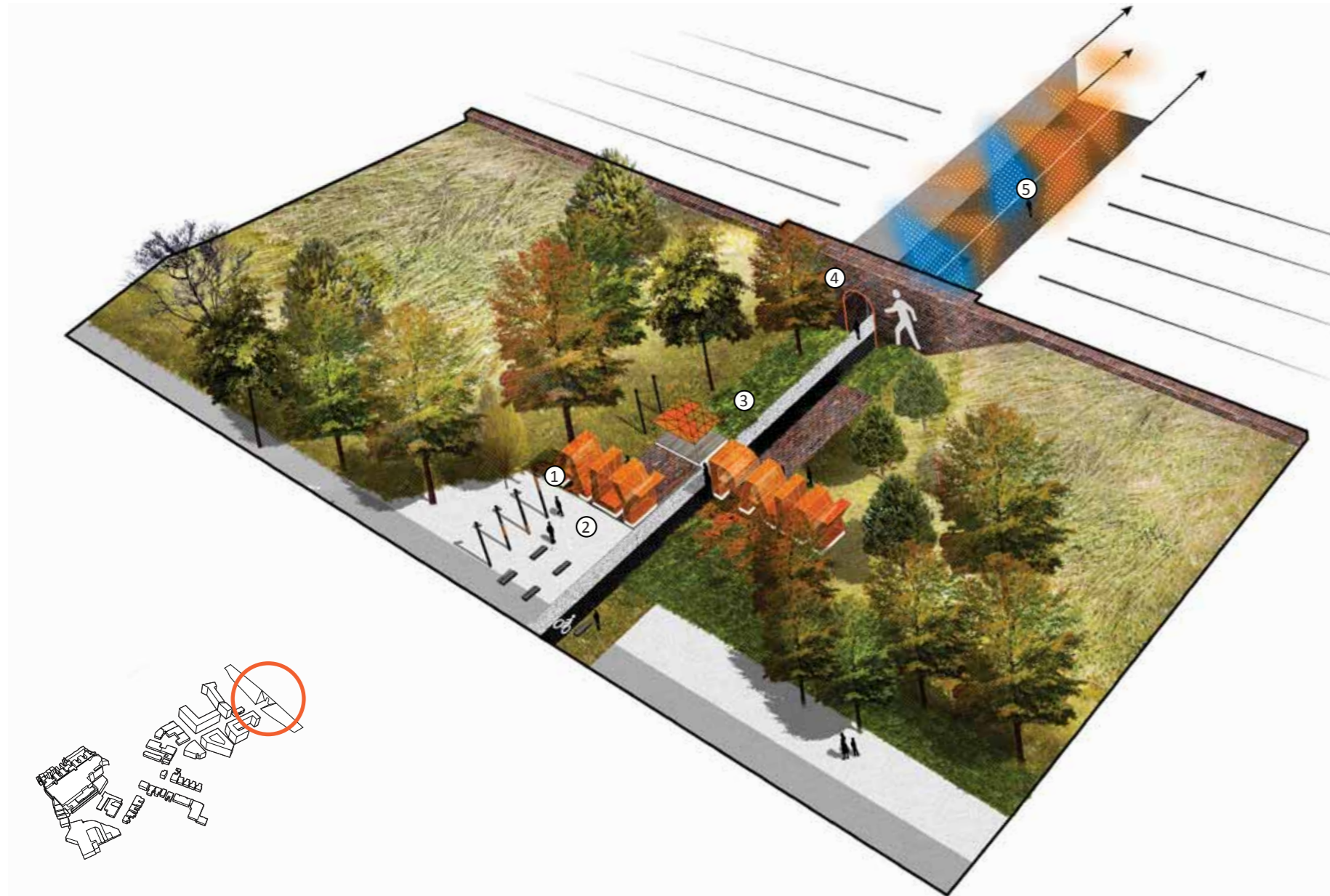


Community Link Precedents



## 4.6 PEDESTRIAN TUNNEL TO ALEXANDRA PALACE SUGGESTED IMPROVEMENTS

More intensive improvement works to key spaces or 'nodes' along the route would help to catalyse awareness of the link. The pedestrian tunnel is a prime example of a local feature that has the potential to become a well-used and loved landmark space.



### Landmark Creation

- ① Lighting elements
- ② Wayfinding device
- ③ Planting
- ④ Pedestrian tunnel
- ⑤ Tunnel display lighting

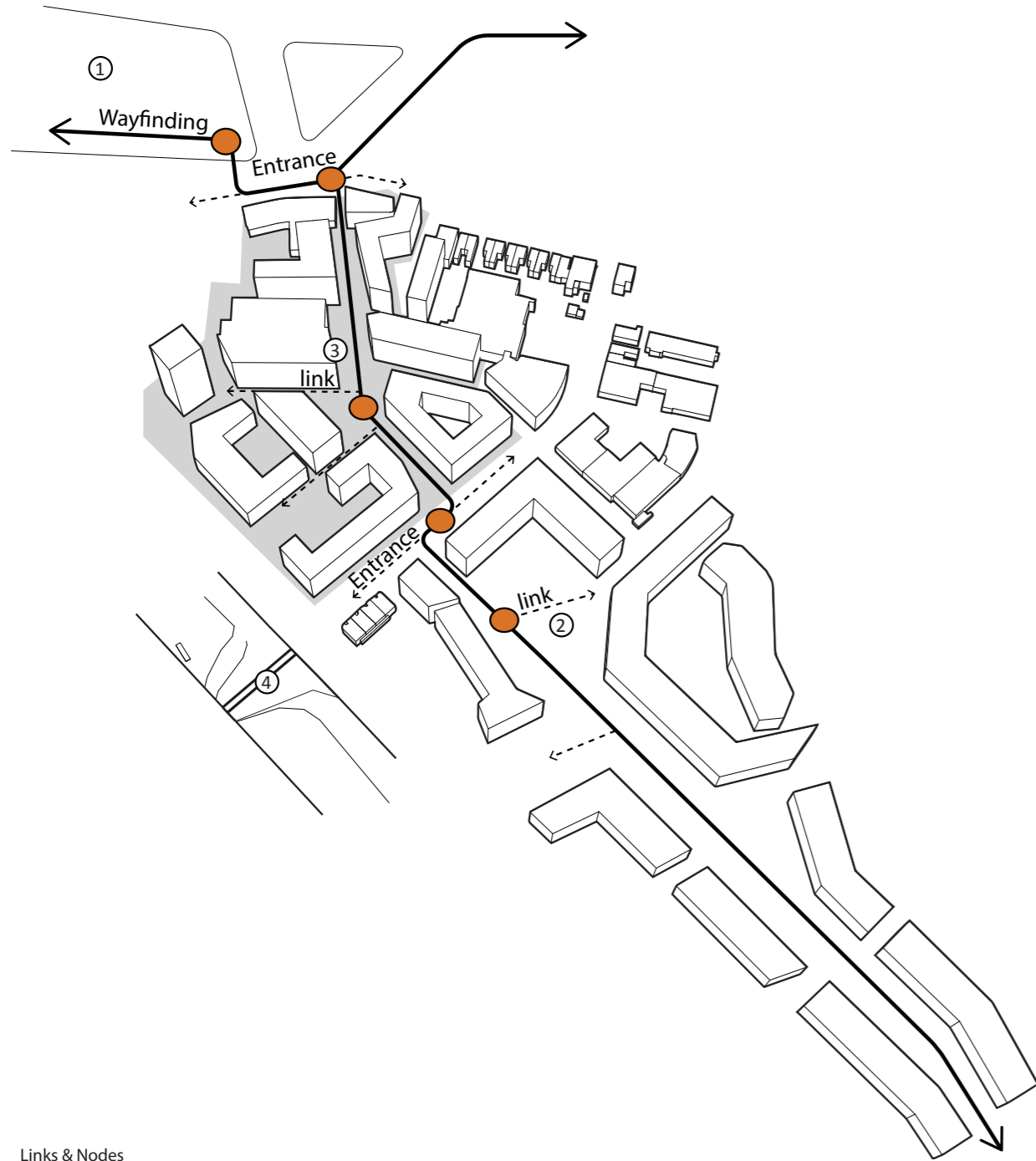


Node Improvement Precedents



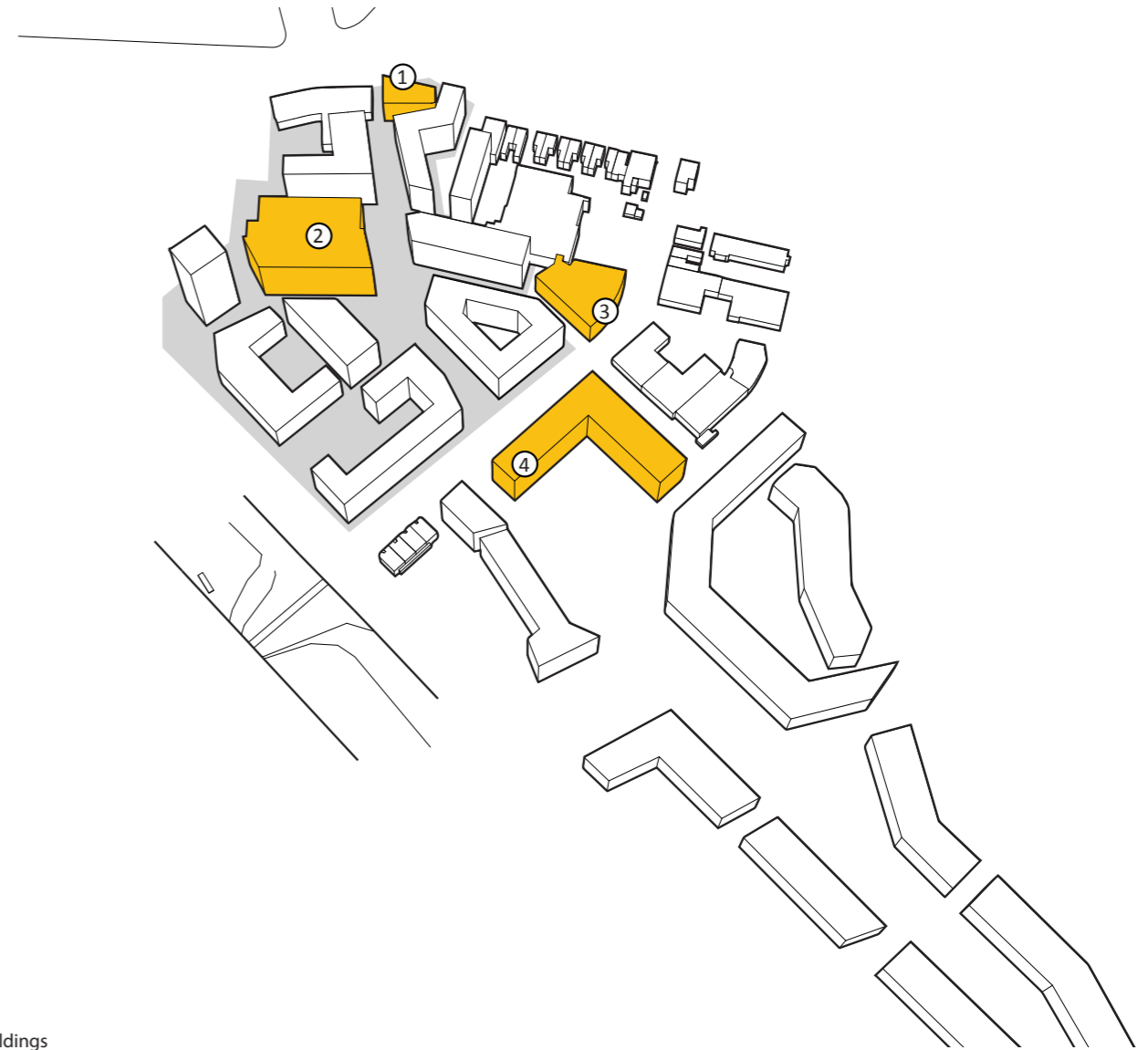
## 4.7 ROUTE UPGRADE - NORTH/SOUTH LINK

The North-South Link travels through the proposed Heart of Haringey development through the Chocolate Factory site and onto Wood Green Common. This corridor is focused on the movement of local residents into the larger pedestrian circulation network of Wood Green, making the most of a yet to be built route.



### Links & Nodes

- ① Wood Green Common
- ② Haringey Heartlands development
- ③ Chocolate Factory Development
- ④ Pedestrian tunnel to Alexandra Palace



### Landmark Buildings



① Cambridge house

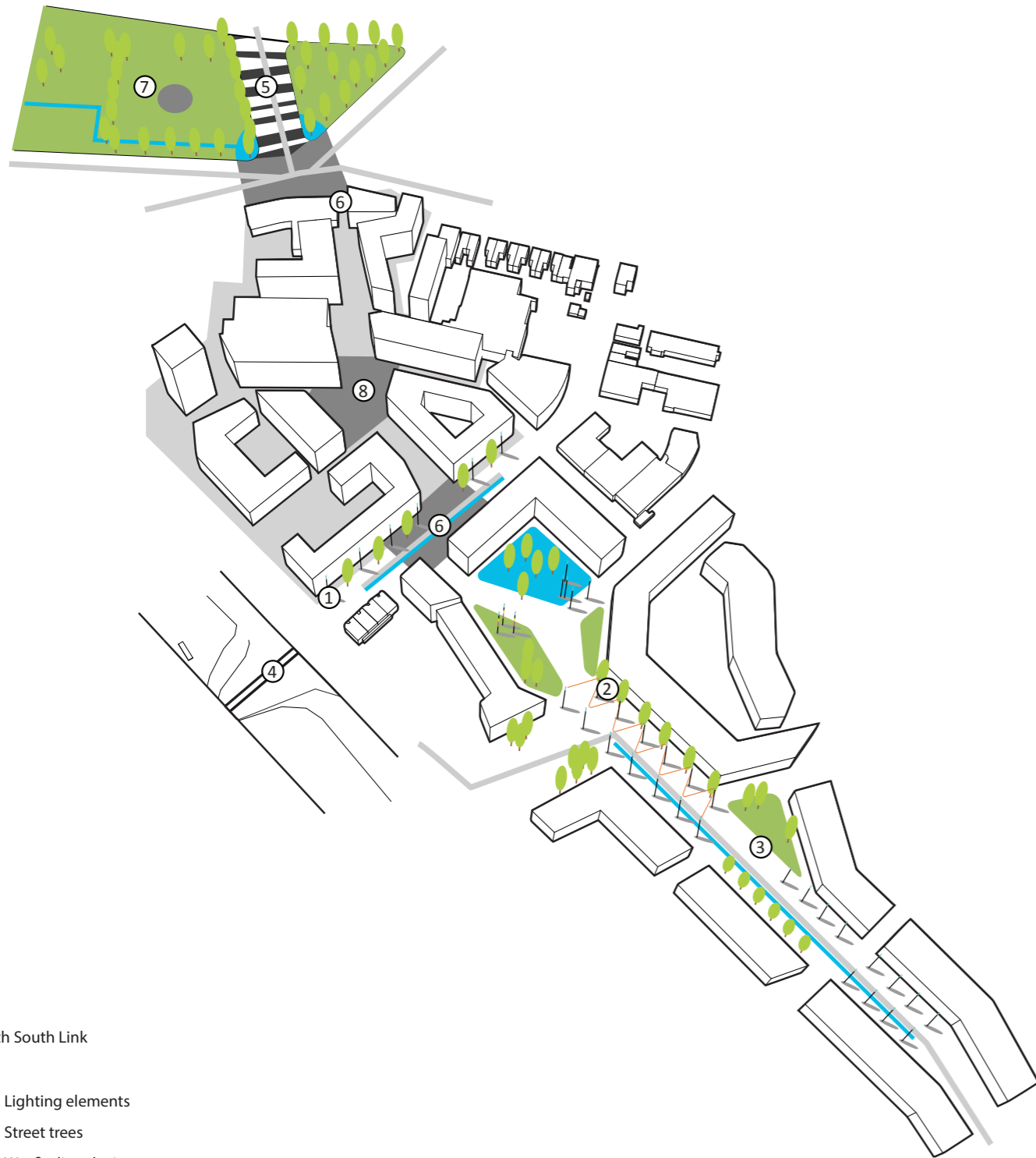
② The Chocolate Factory

③ Chocolate Factory 2

④ Haringey Heartlands development



The Haringey Heartlands development could provide a direct link through to the Chocolate Factory by focusing on the transition of spaces between the two sites. At the northern end of the link a new shared space/cycle hub ties in to Barratt Gardens and Wood Green Common.



- North South Link
- ① Lighting elements
  - ② Street trees
  - ③ Wayfinding devices
  - ④ Pedestrian tunnel
  - ⑤ Mayes Road
  - ⑥ Chocolate Factory entrance space
  - ⑦ Barratt Gardens
  - ⑧ Chocolate Factory public space



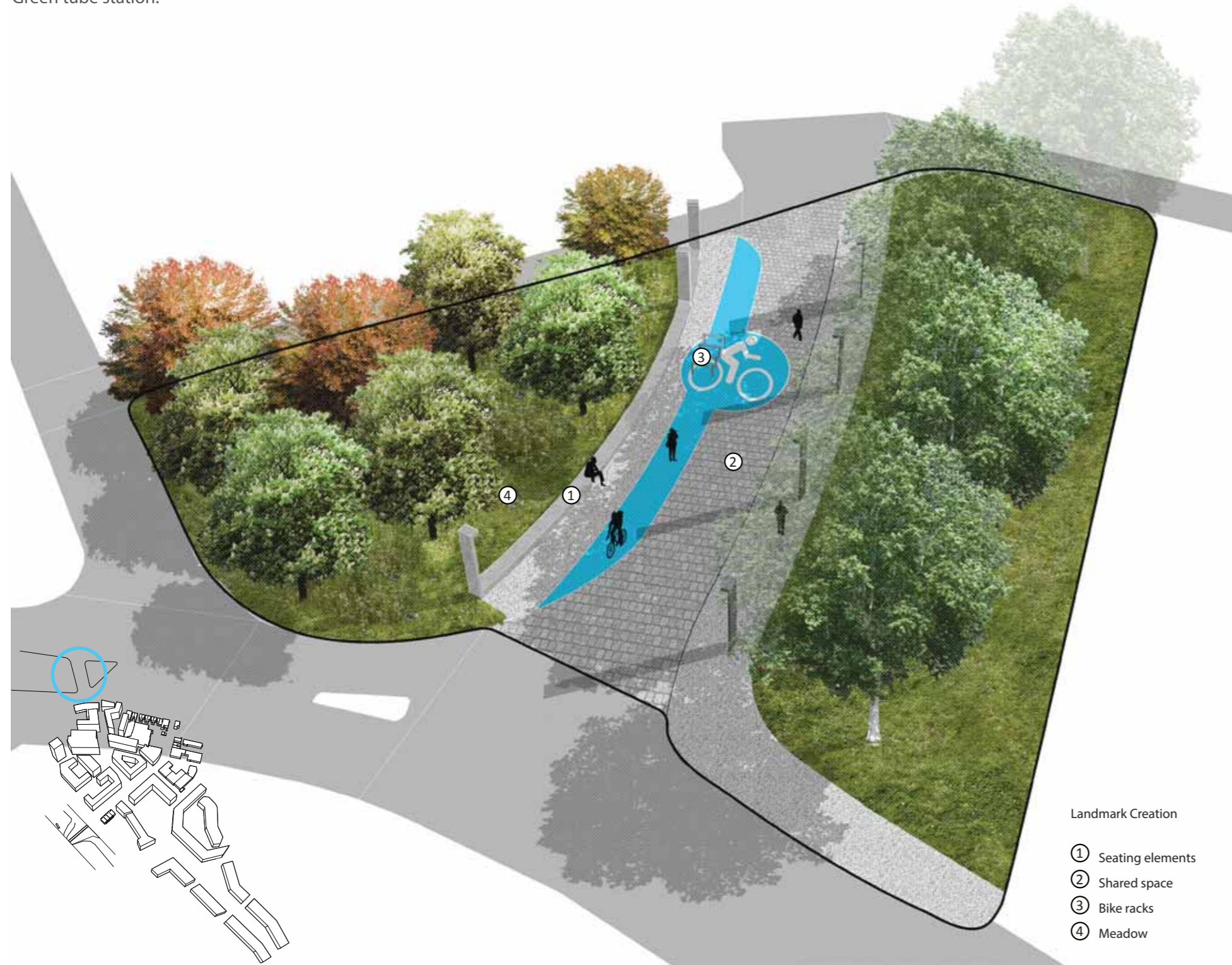
Green Transport Link Precedents





## 4.8 MAYES ROAD SUGGESTED IMPROVEMENTS

At the northern entrance to the Chocolate Factory sits the pleasant green of Barratt Gardens. Mayes Road which divides the space into two could be transformed into a shared space pedestrian and bicycle hub. This small improvement would unite and enliven the green space while also providing an anchor point to the North-South Link, as well as a visual connector to Wood Green tube station.



### Landmark Creation

- ① Seating elements
- ② Shared space
- ③ Bike racks
- ④ Meadow



Cycle Hub Precedents







A close-up photograph of several overlapping, textured objects in shades of red, orange, and yellow. The objects have a soft, almost fabric-like or paper-like texture and are arranged in a way that creates a sense of depth and layering. The lighting is warm, highlighting the edges and creating a rich, vibrant color palette.

# 05 WIDER ILLUSTRATIVE MASTERPLAN



5.1 WIDER MASTERPLAN FRAMEWORK

- ① Chocolate Square
- ② Chocolate Factory Forecourt
- ③ Chocolate Yard
- ④ Residential Courtyards
- ⑤ Green residential streets
- ⑥ Proposed spine connection north/south
- ⑦ Landmark feature
- ⑧ Large trees
- ⑨ Planting in street
- ⑩ Improved treatment at nodal points
- ⑪ Wayfinding features
- ⑫ Improved railway arch
- ⑬ Future Haringey Heartlands development
- ⑭ Wood Green Common/Barratt Gardens

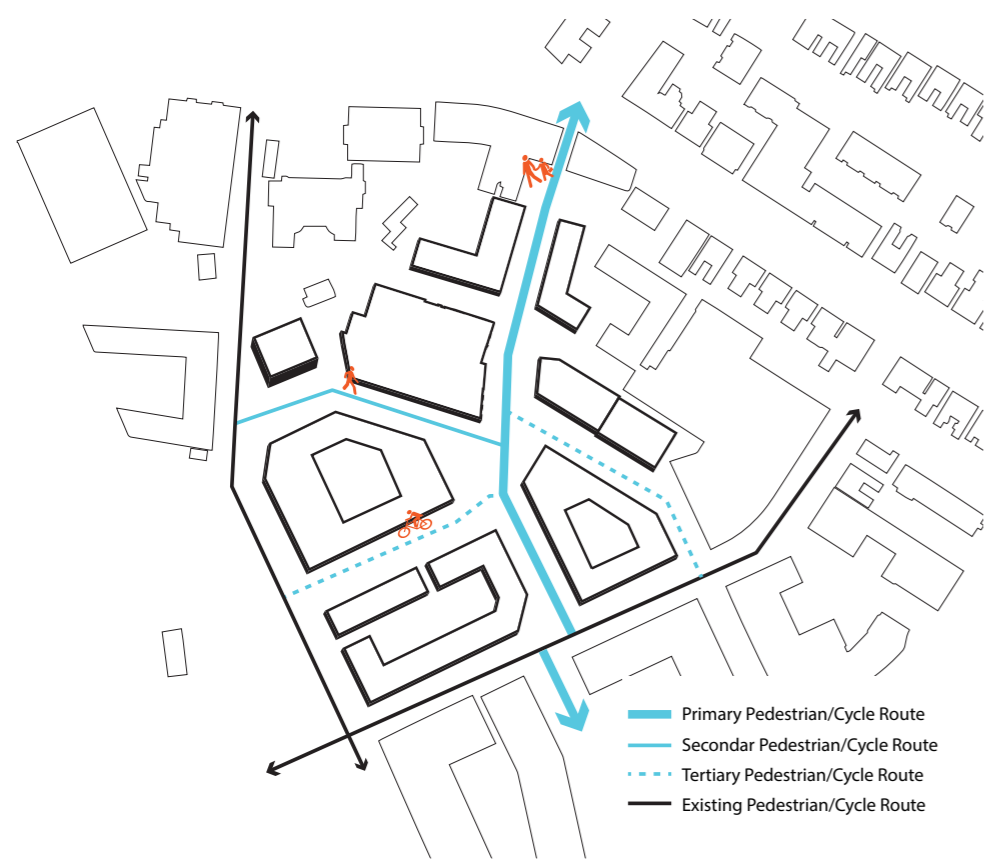




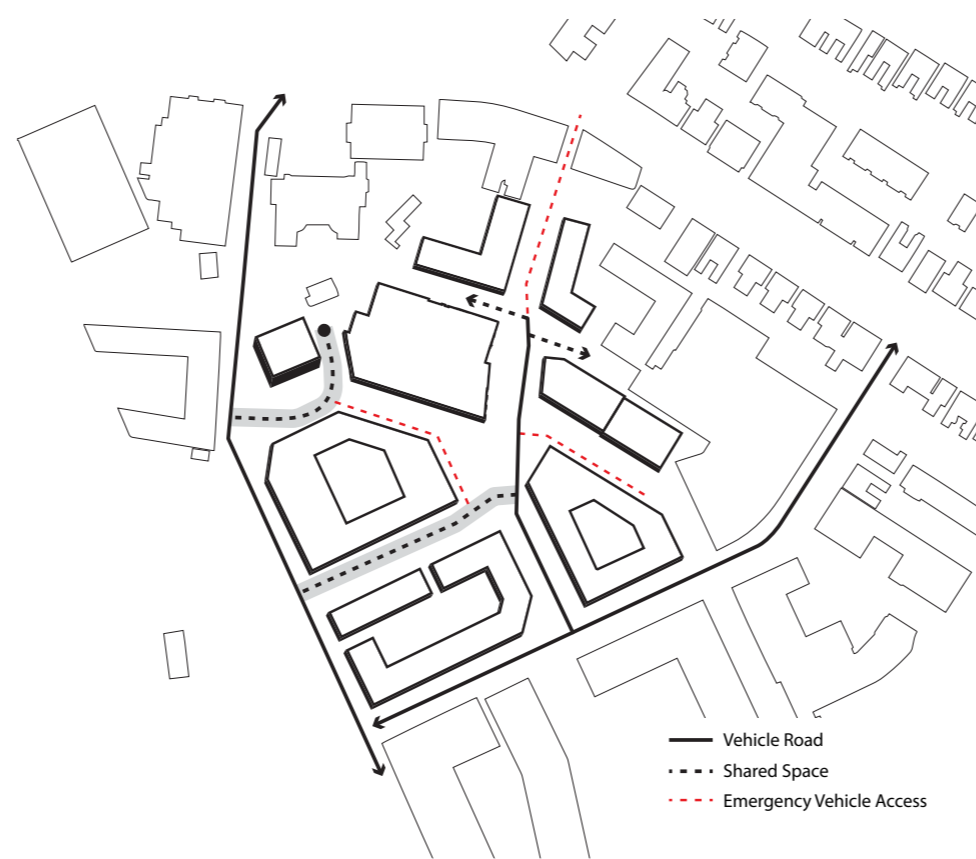


## 5.2 WIDER MASTERPLAN FRAMEWORK DESIGN PARAMETERS

Movement



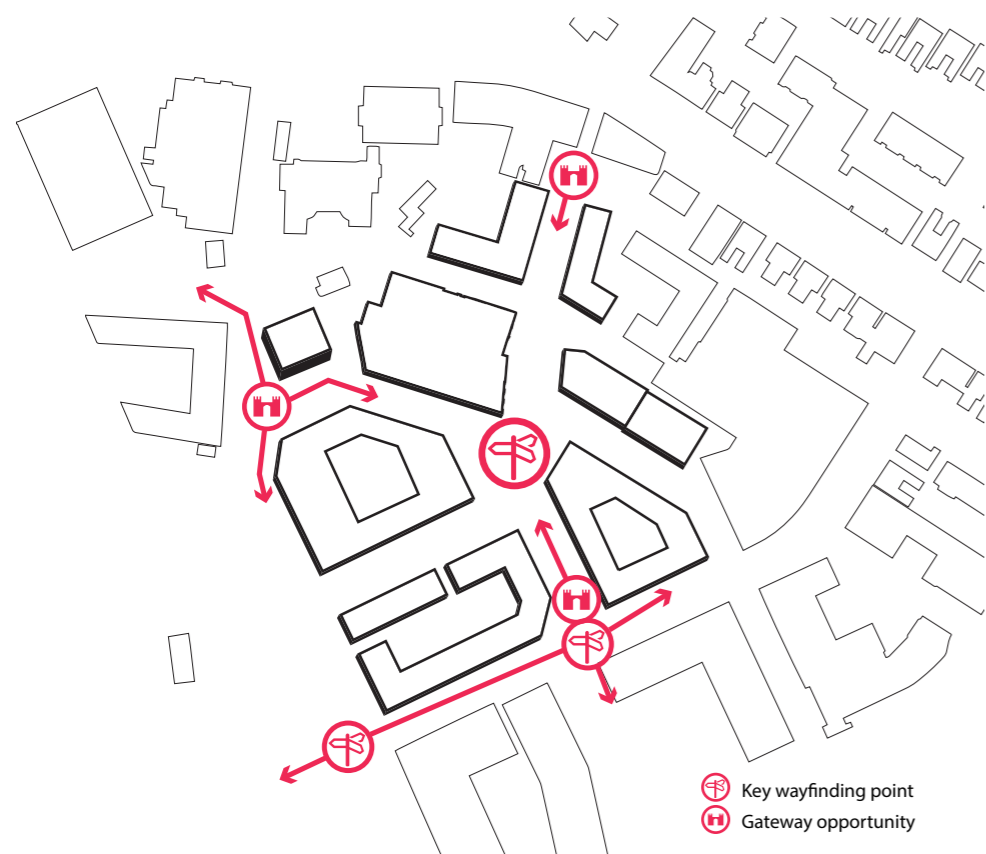
Access



Green Elements



Wayfinding





## 5.3 SPACE TYPES AND FUNCTION

Within the Chocolate Quarter a range of space types are provided that can cater for a variety of uses and users whilst creating an intriguing and stimulating environment to pass through.

Below is a brief description of the range of spaces and what activities are likely to occur within them.



### Chocolate Square

#### Key Attributes

- Central orientation space
- Has a Chocolate Quarter identity
- Caters for locals and visitors
- A welcoming environment to meet, sit and relax in

#### Uses



### Gateway Streets

#### Key Attributes

- Create a sense of arrival
- Support intuitive navigation through site
- Provides strong links to adjacent communities

#### Uses



### Residential Street

#### Key Attributes

- Green streets
- Careful treatment of private and public thresholds
- Shared surface
- Pedestrian dominant

#### Uses



### The Courtyards

#### Key Attributes

- Provides semi private space for residents
- Green environment
- A sheltered space
- \* Contains Play space

#### Uses



### Yard Space

#### Key Attributes

- Semi private, secluded space for workers and visitors to enjoy
- Green, relaxed environment
- Provides space for external events

#### Uses



Use Buttons - Levels of Activity







# 06 PUBLIC REALM - DETAILED PLANNING APPLICATION









6.2 DETAILED PLANNING APPLICATION

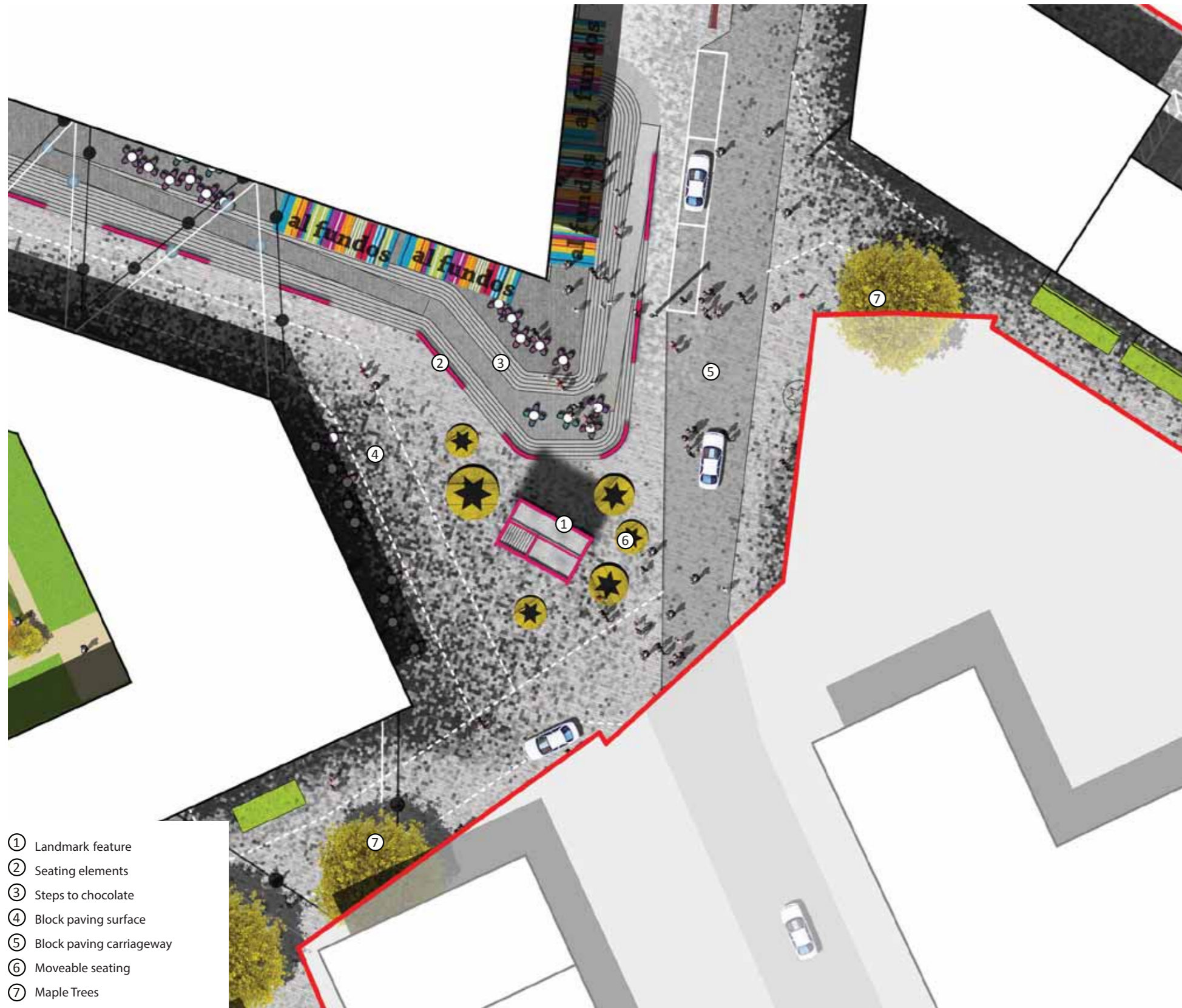


- ① Chocolate Square
- ② Chocolate Factory Forecourt
- ③ Chocolate Yard
- ④ Play space
- ⑤ Green residential streets
- ⑥ Residential courtyard



## 6.3 CHOCOLATE SQUARE

All routes lead to Chocolate Square which is located at the centre of the Chocolate Factory Quarter. The square benefits from five access points, is addressed by a number of blocks and has a range of uses, most of which are active, around its periphery.



- ① Landmark feature
- ② Seating elements
- ③ Steps to chocolate
- ④ Block paving surface
- ⑤ Block paving carriageway
- ⑥ Moveable seating
- ⑦ Maple Trees

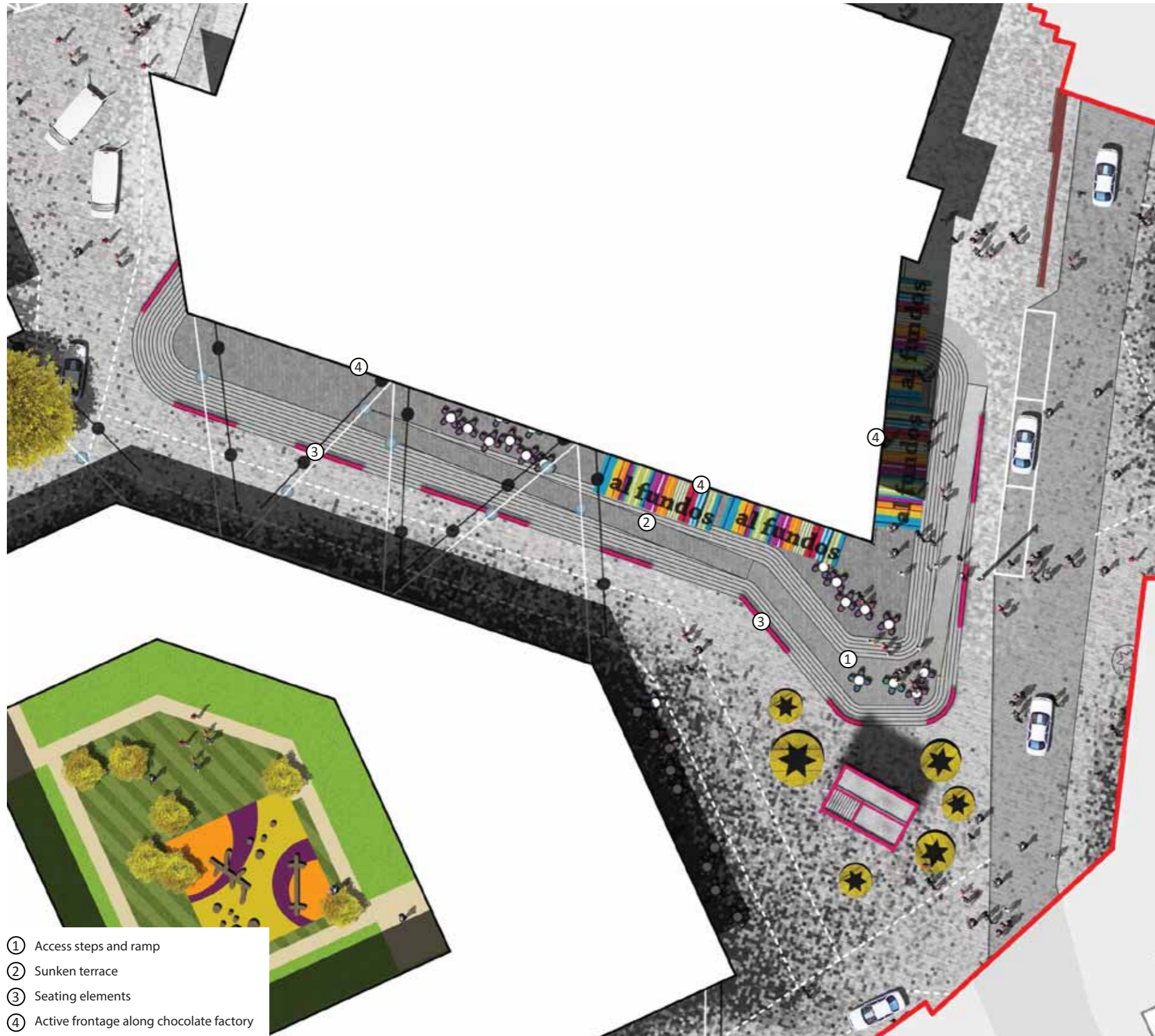
### Precedent Images



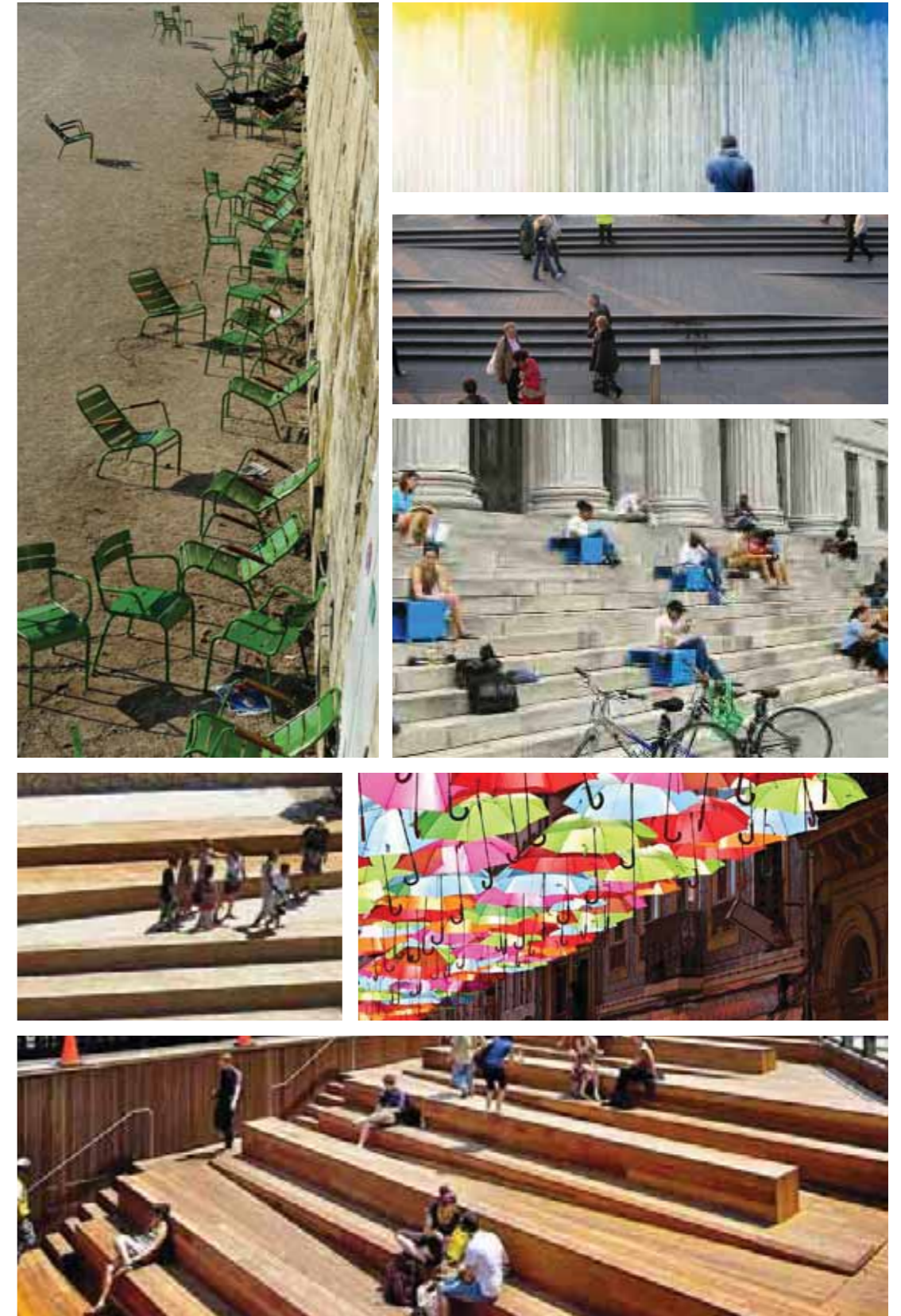


## 6.4 CHOCOLATE FACTORY FORECOURT

A level change between the chocolate factory and surrounding streets provides an opportunity for a sunken terrace along the Chocolate Factories south facing façade providing an impromptu place to sit and space for activities spilling out from the chocolate factory. The forecourt and Chocolate Square work together to provide a vibrant heart to the scheme.



Precedent Images





## 6.5 CHOCOLATE YARD

Tucked away at the back of the Chocolate Factory is a yard space. Much of the yard is used for everyday functional purposes; loading, parking, circulation, the northern section has been populated with fruit trees to create a green, simple, human scaled space for the occupants of the chocolate factory to utilise.



- ① Fruit Trees
- ② Chocolate Factory spill out space
- ③ Chocolate factory yard space
- ④ Accessible parking
- ⑤ Block paving

### Precedent Images





## 6.6 RESIDENTIAL STREET

The residential streets are pedestrian and cycle friendly shared surfaces. The layout allows for large trees to be populated close to the centre of the streets and further greening is provided through planting stripes that also act as a privacy barrier between the ground floor residential dwellings and streetscape



### Precedent Images





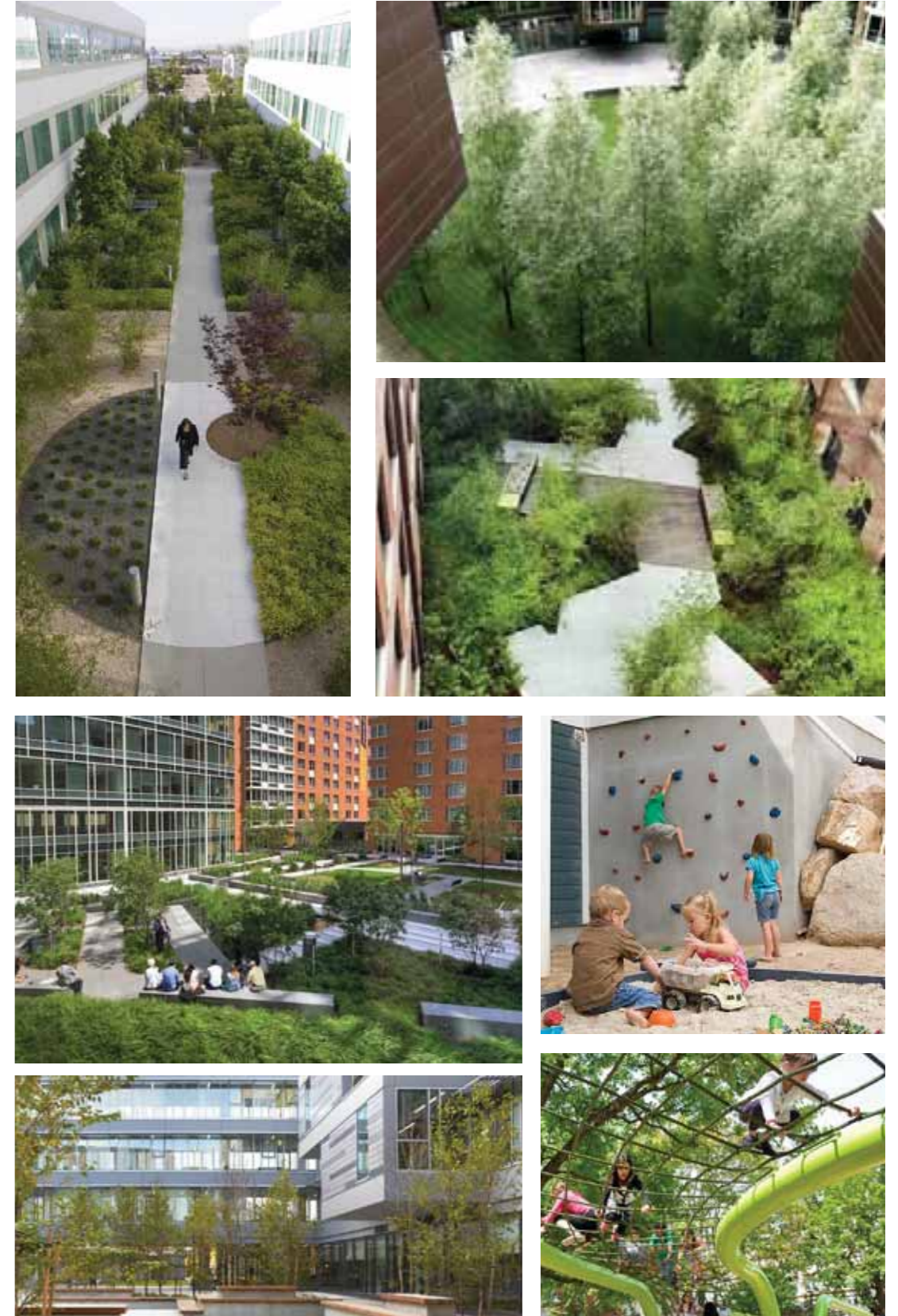
## 6.7 RESIDENTS COURTYARD GARDEN

The residential courtyard provides both a central communal garden area for all of the blocks resident and some private back gardens for adjacent dwellings. Within the courtyard gardens is a play area aimed at 0-5yr olds.



- ① Equipped area of play
- ② Colourful wet pour surface
- ③ Small Trees
- ④ Lawn Area
- ⑤ Private back gardens

### Precedent Images













# 07 BUILT FORM DESIGN PRINCIPLES

A close-up photograph of several cylindrical objects, possibly pieces of wood or stone, arranged in a row. The objects are in various colors: red, orange, and yellow. The lighting is soft, creating a warm, textured appearance. The objects are slightly out of focus, emphasizing their organic shapes and colors.



## 7.1 DESIGN PRINCIPLES

The scheme comprises a commercial heart of the refurbished and extended Chocolate Factory with a series of residential courtyard blocks which define key routes and spaces



- Site Boundaries
- Existing Buildings
- Consented Heartlands Development
- Proposed Residential Buildings
- Proposed Commercial Buildings
- Renovated Chocolate Factory
- Wood Green Common Conservation Area
- Green Buffer
- Railway Line
- Existing Vehicular Routes
- Existing Pedestrian Links
- Proposed Links
- Green Streets
- Chocolate Square
- Marker Buildings
- Ground Floor Commercial Frontage

Link to Alexandra Park and  
Alexandra Palace

To Alexandra Palace Station -  
7 minute walk

Wood Green Common

Heartlands High School

Alexandra Primary  
School

To Wood Green Centre &  
Underground Station 5  
minute walk

MAYES ROAD

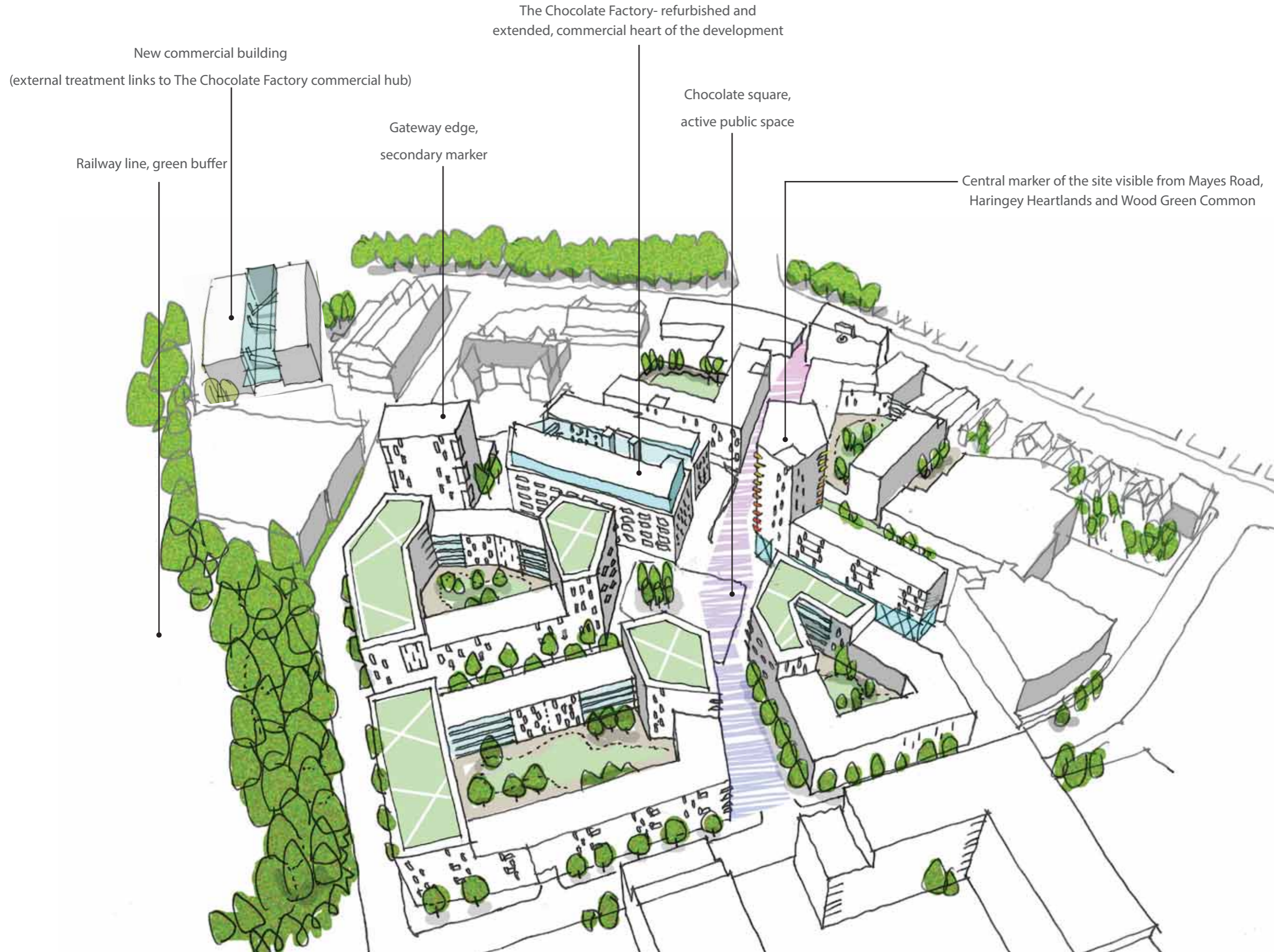
WESTERN ROAD

COBURG ROAD

Haringey Heartlands  
Development

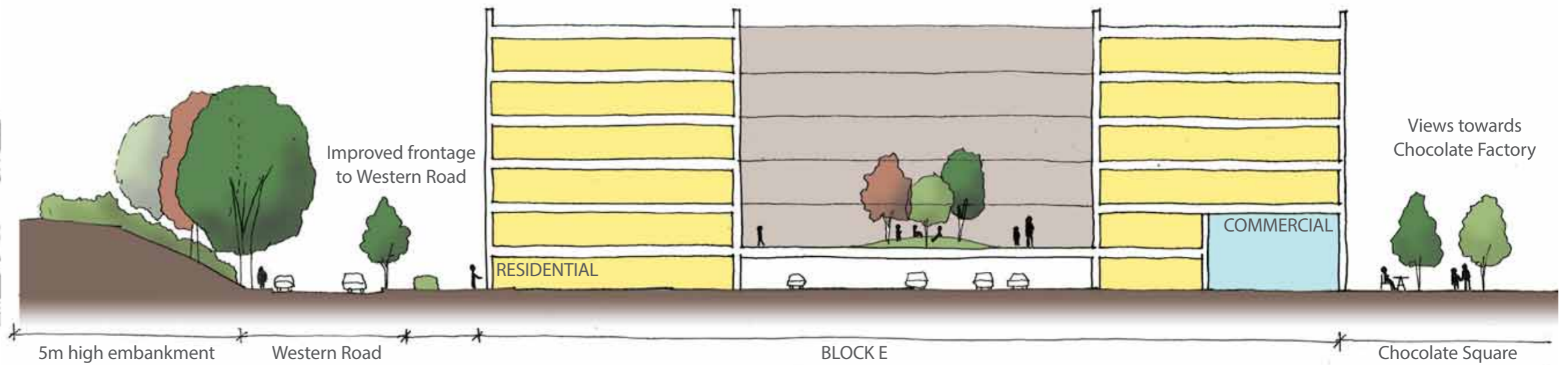
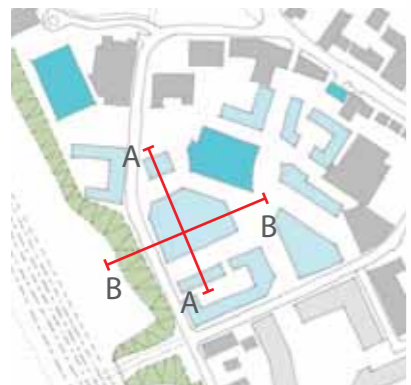
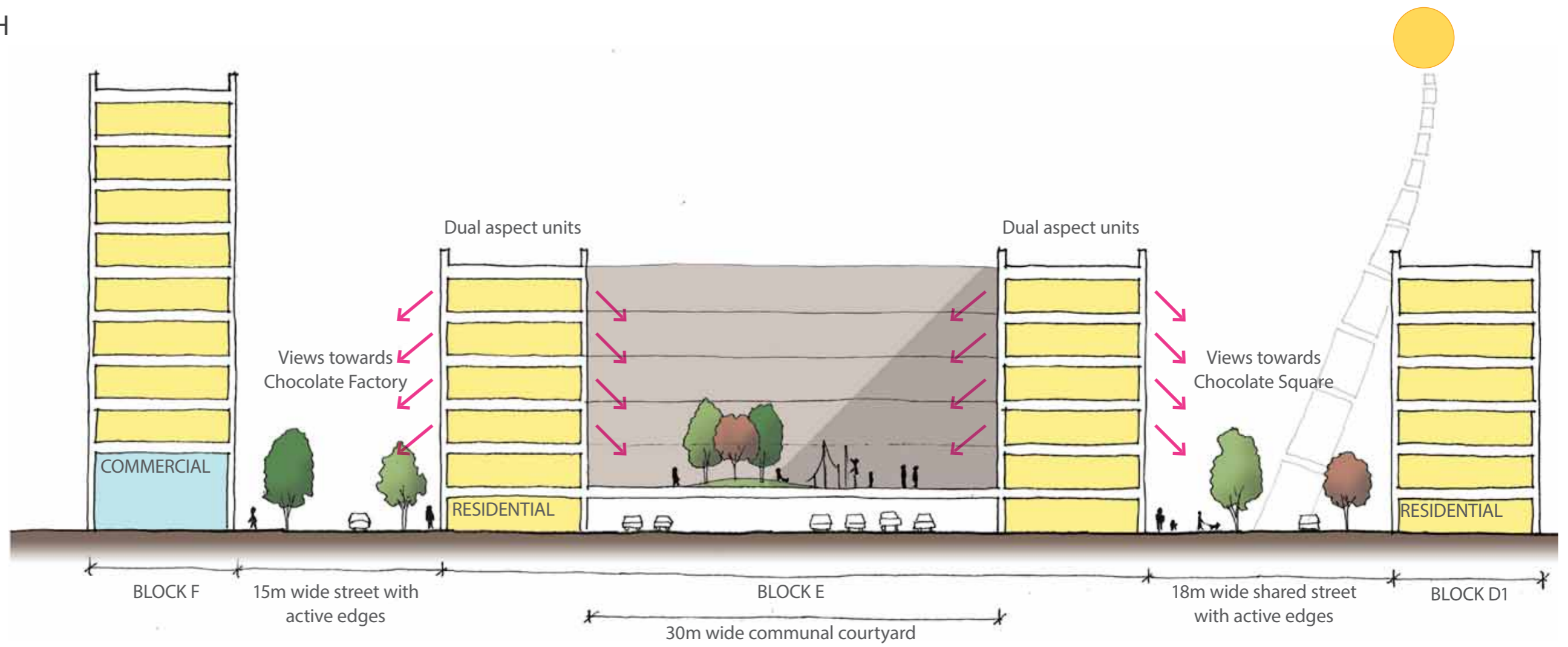


## 7.2 EARLY CONCEPT SKETCH





7.3 SECTION SKETCH





7.4 INITIAL SKETCHES







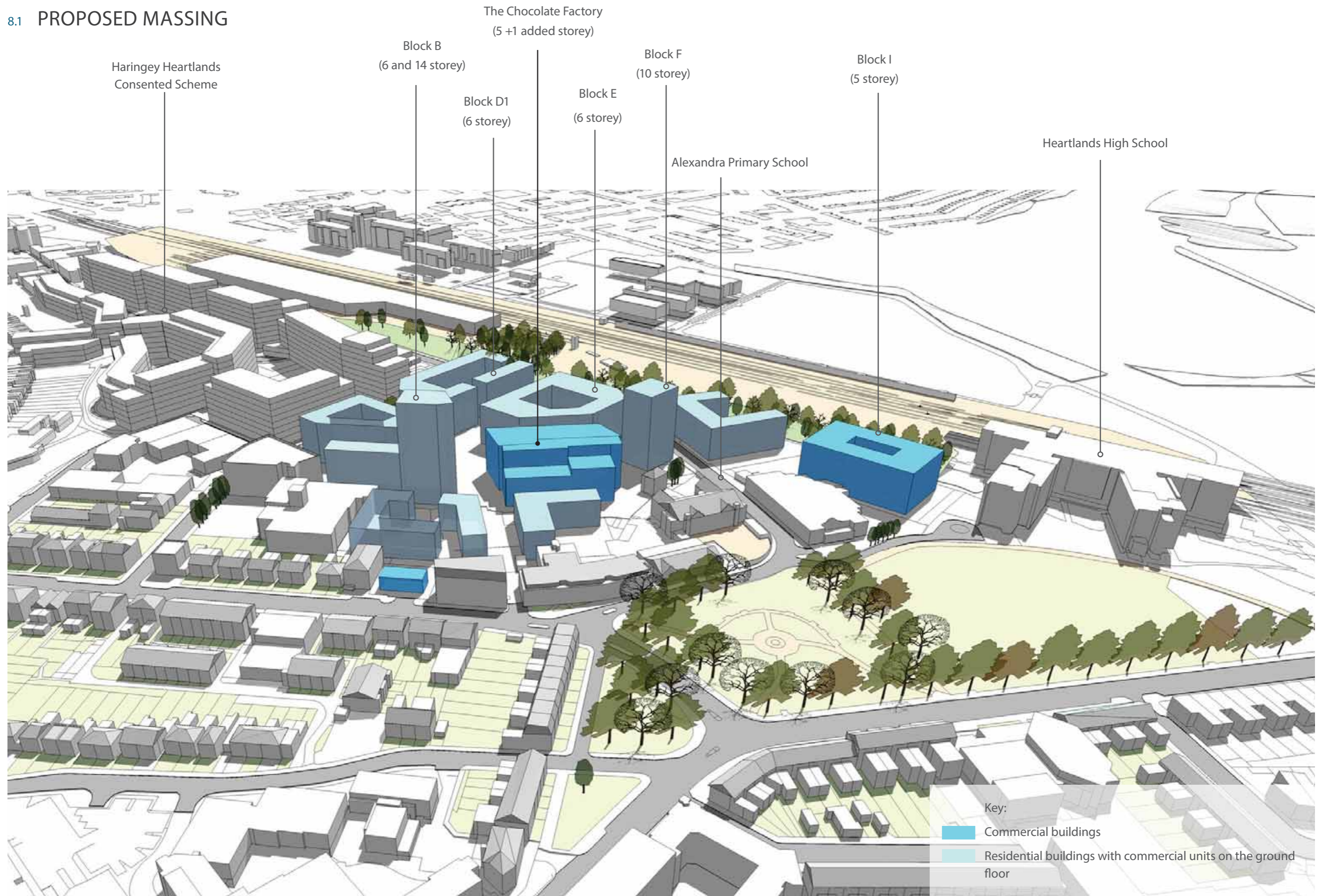


# 08 PROPOSED MASSING ANALYSIS



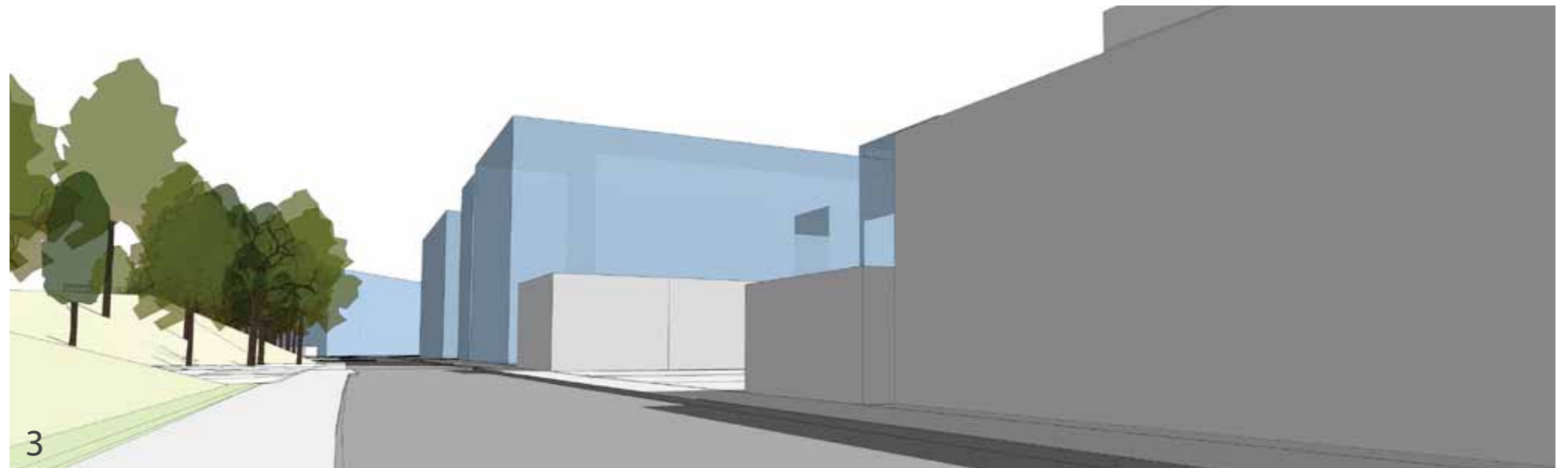
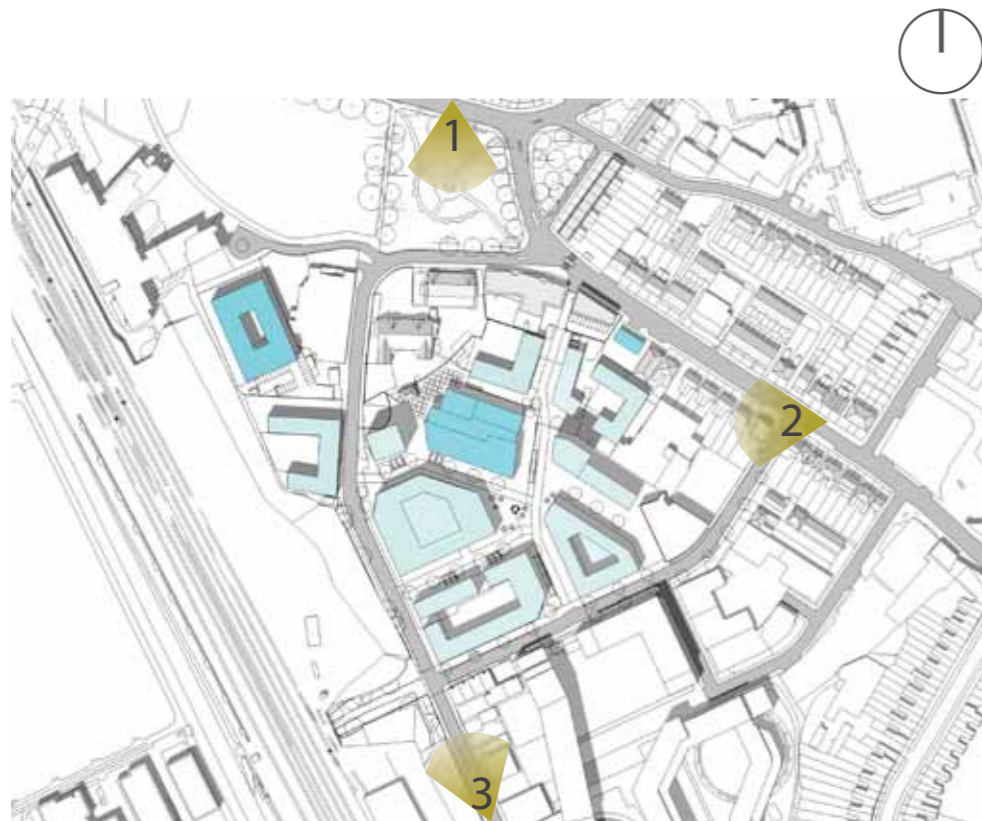
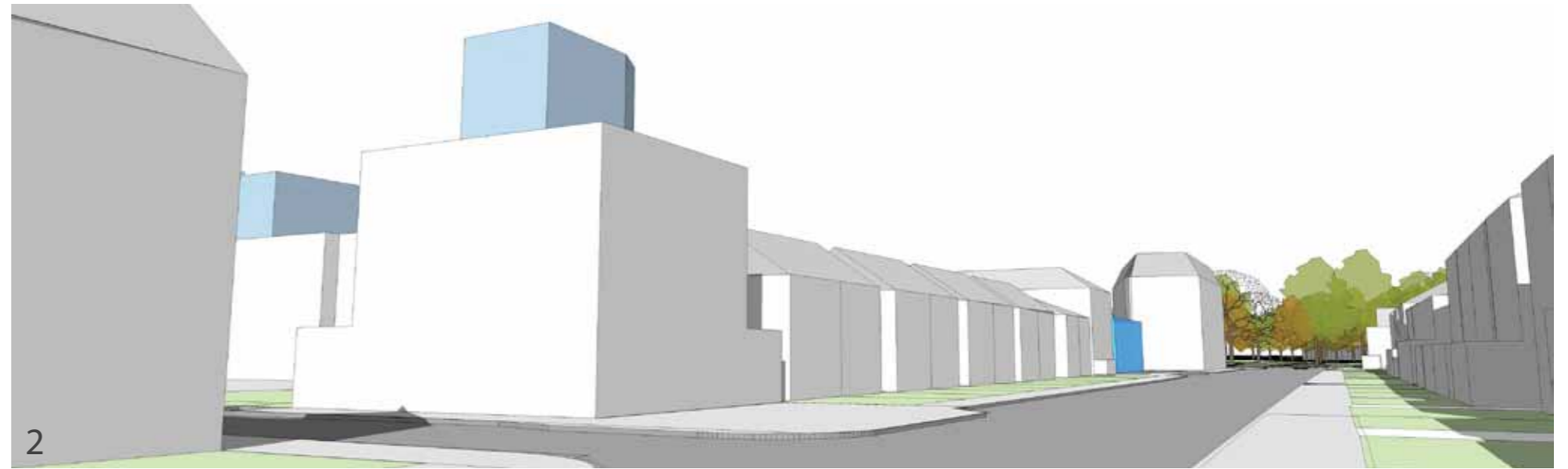


# 8.1 PROPOSED MASSING



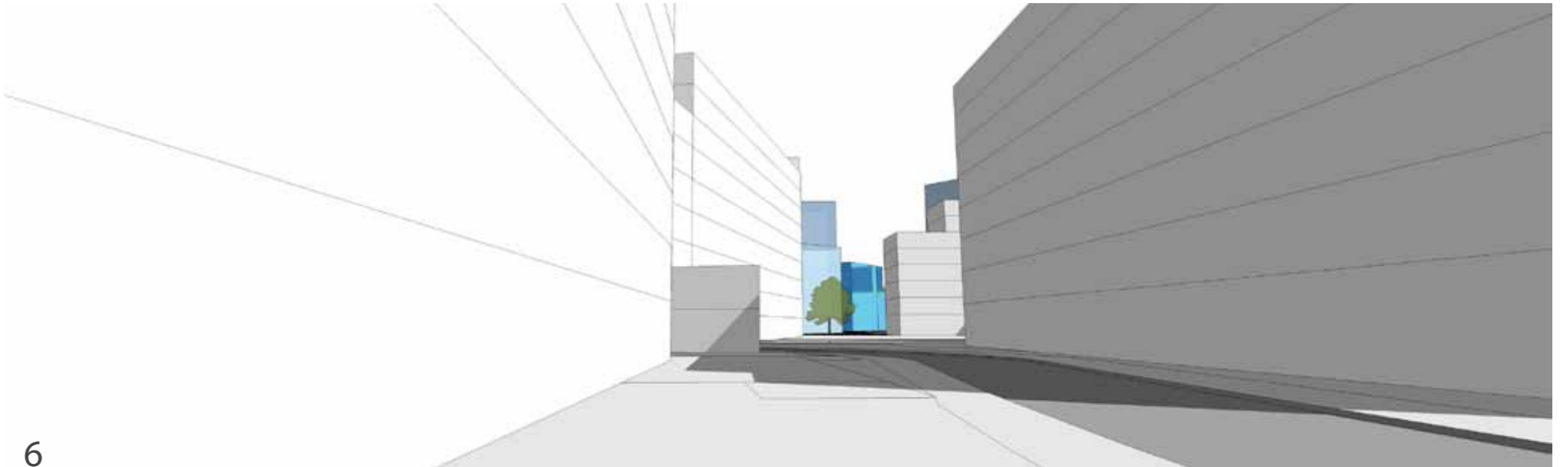
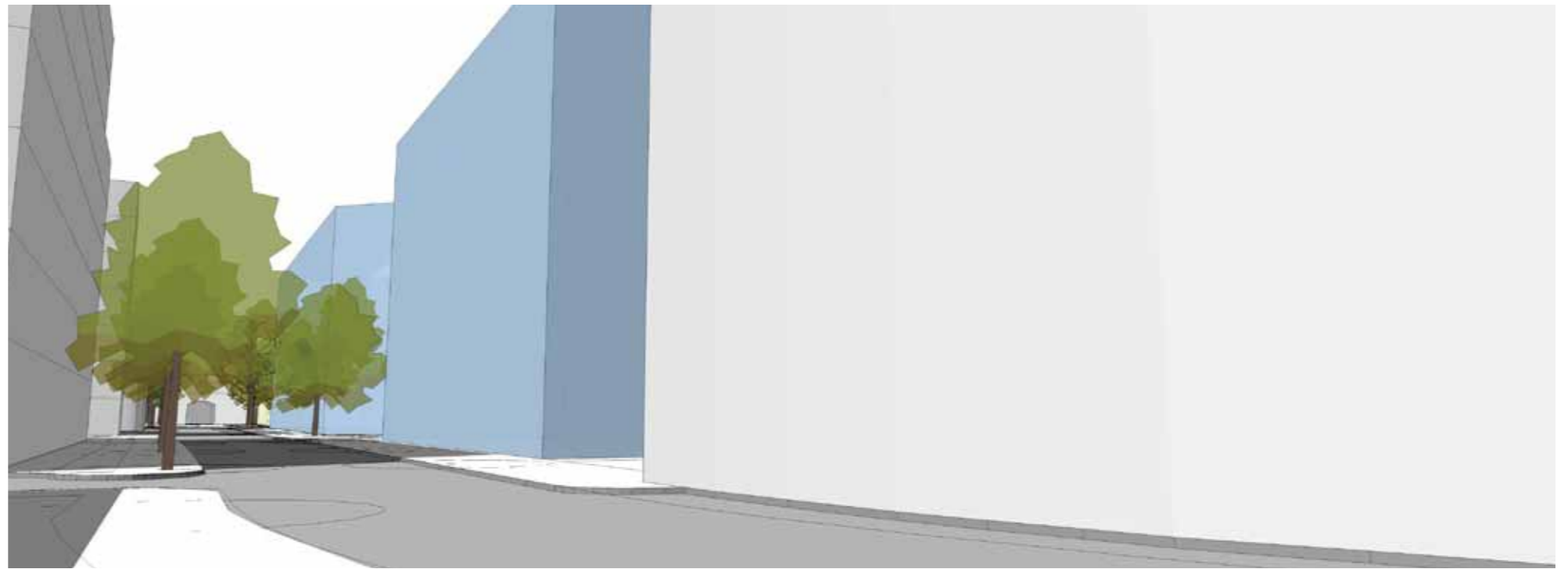
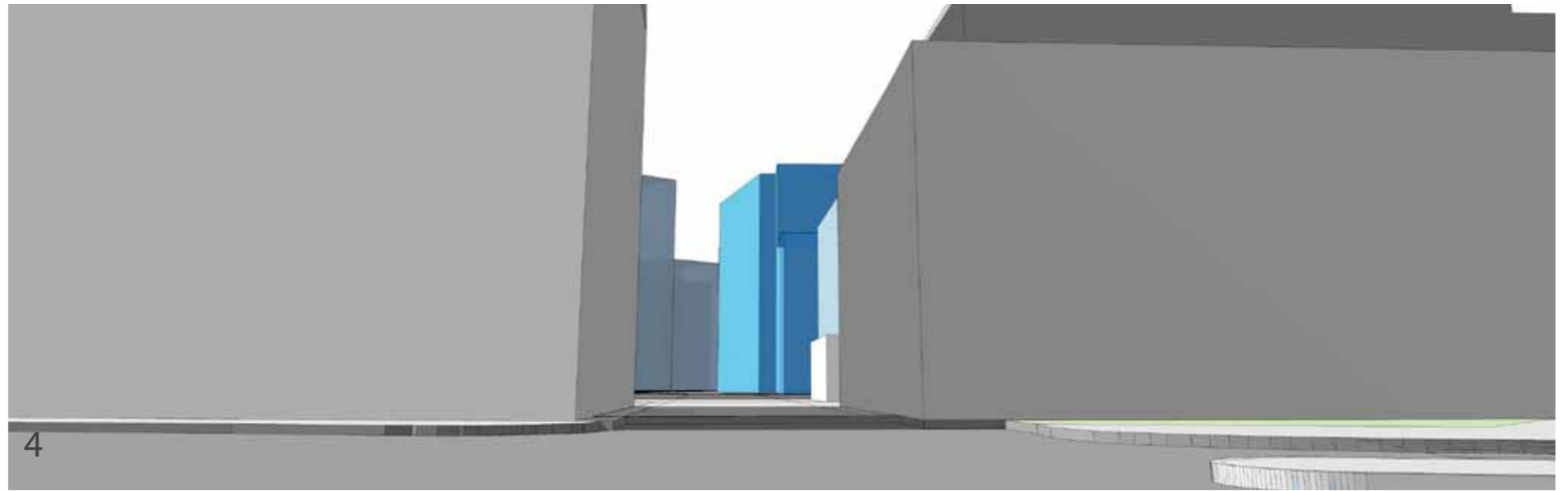


8.2 MASSING VIEWS





8.3 MASSING VIEWS











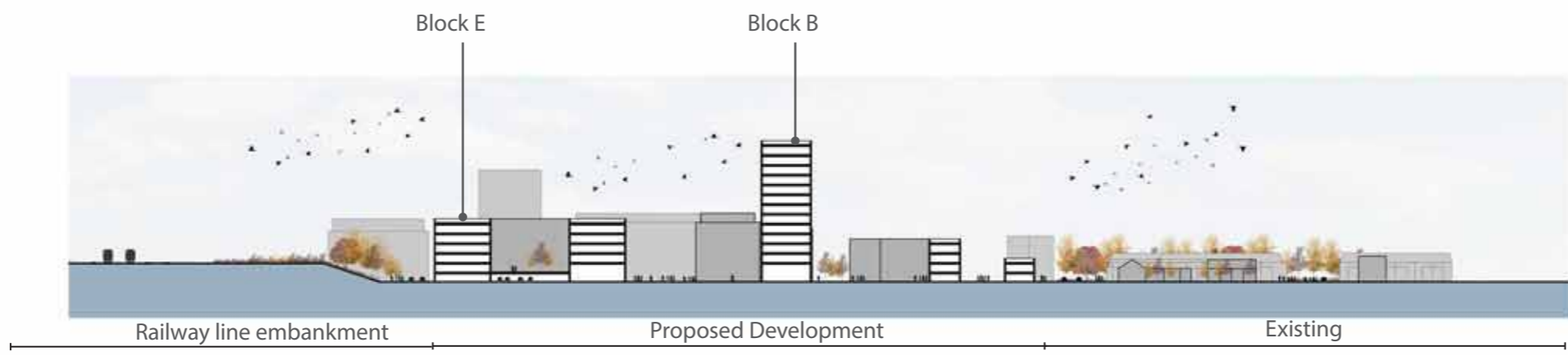
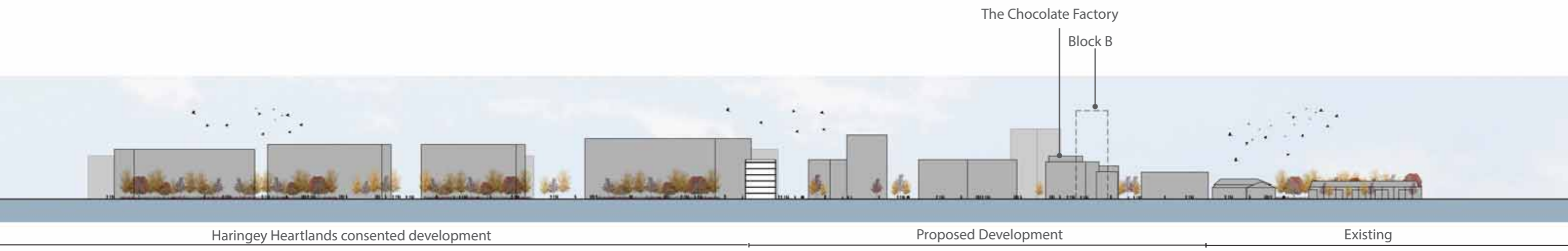
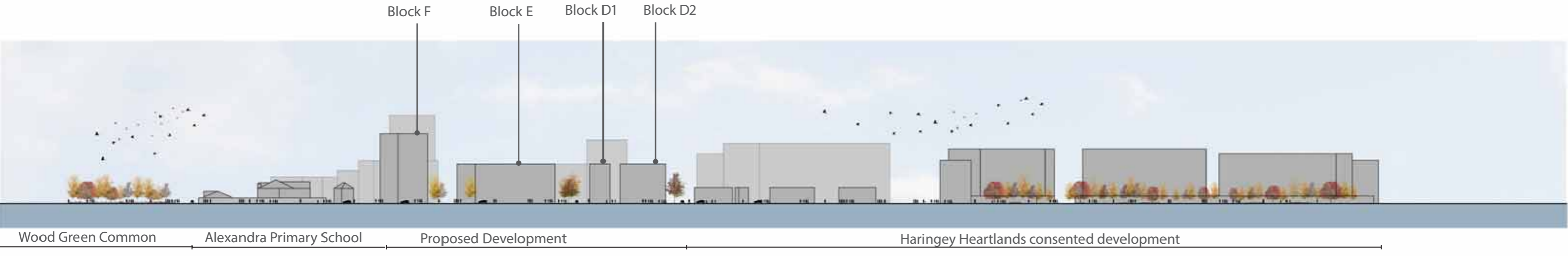




# 09 BUILT FORM DESIGN DETAILS



9.2 ILLUSTRATIVE MASTERPLAN - SITE SECTIONS

























## 9.8 SCHEDULES

All Areas are approx only, subject to detailed design

### Proposed

#### Commercial Space

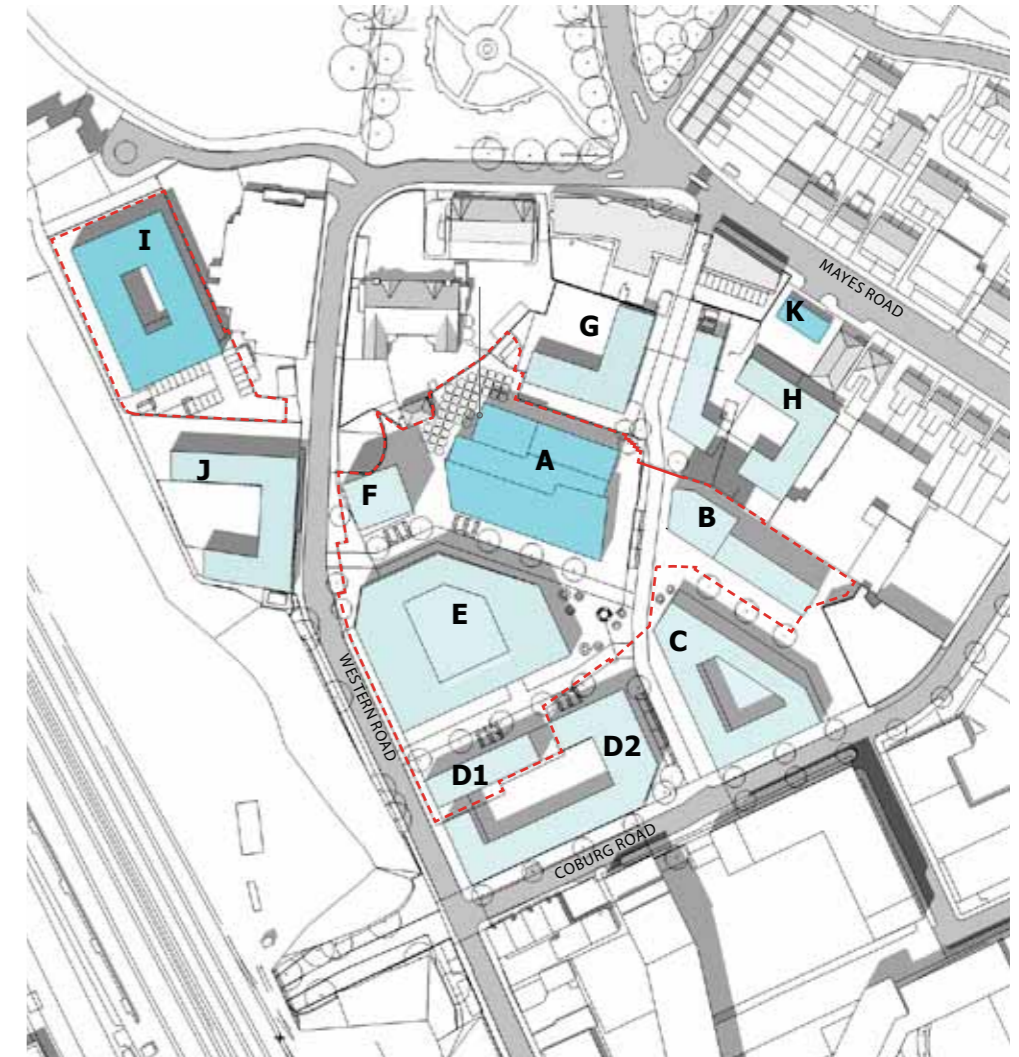
Block A	Chocolate Factory	8805 m <sup>2</sup>
Block B		410 m <sup>2</sup>
Block E		320 m <sup>2</sup>
Block F		100 m <sup>2</sup>
Block I	1300sqm x 4no floors	5200 m <sup>2</sup>

Detail App.	Grand Total	14835 m <sup>2</sup>
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#### Residential

Block	Unit Type	Number of Units
Block B	1B 50m <sup>2</sup>	5
	2B 70m <sup>2</sup>	25
	3B 86m <sup>2</sup>	24
	duplex 80-100m <sup>2</sup>	3
	<b>57</b>	
Block D1	1B 50m <sup>2</sup>	0
	2B 70m <sup>2</sup>	16
	3B 86m <sup>2</sup>	0
	duplex 80-100m <sup>2</sup>	4
	<b>20</b>	
Block E	1B 50m <sup>2</sup>	42
	2B 70m <sup>2</sup>	44
	3B 86m <sup>2</sup>	12
	duplex 80-100m <sup>2</sup>	9
	<b>107</b>	
Block F	1B 50m <sup>2</sup>	18
	2B 70m <sup>2</sup>	18
	3B 86m <sup>2</sup>	0
	duplex 80-100m <sup>2</sup>	0
	<b>36</b>	
Detail App	Grand Total	220

Unit Types	Total Units
1B / 2 Persons	65
2B / 4 Persons	103
3B / 5 Persons	36
Duplex 2B / 4 Persons	5
Duplex 3B / 5 Persons	11
<b>Grand Total</b>	<b>220</b>



Key:

- Commercial buildings
- Residential buildings with commercial units on the ground floor

Note:

10% wheelchair units to be provided



