

# THE CHOCOLATE FACTORY



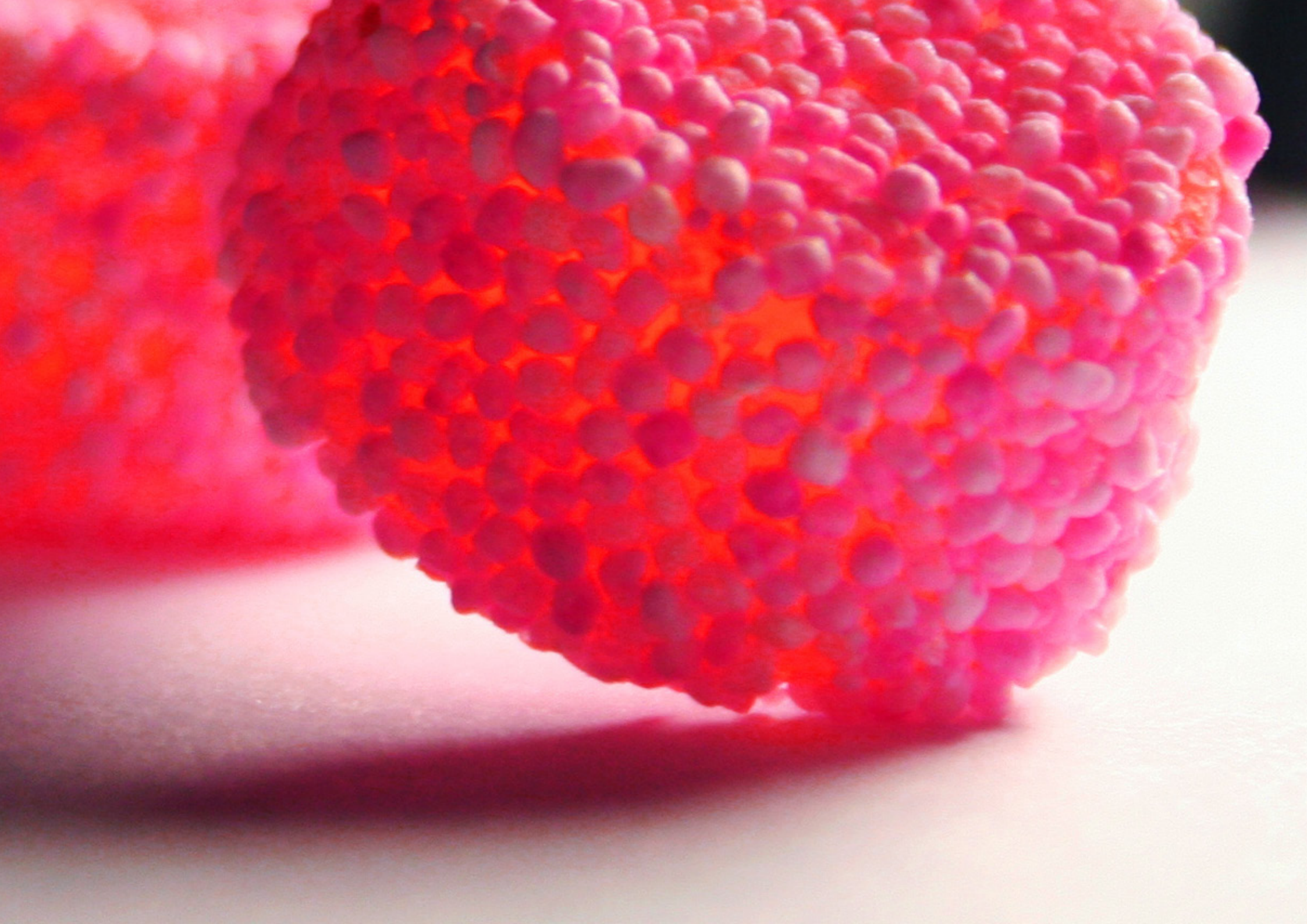


# Workspace's aspirations for the Chocolate Factory

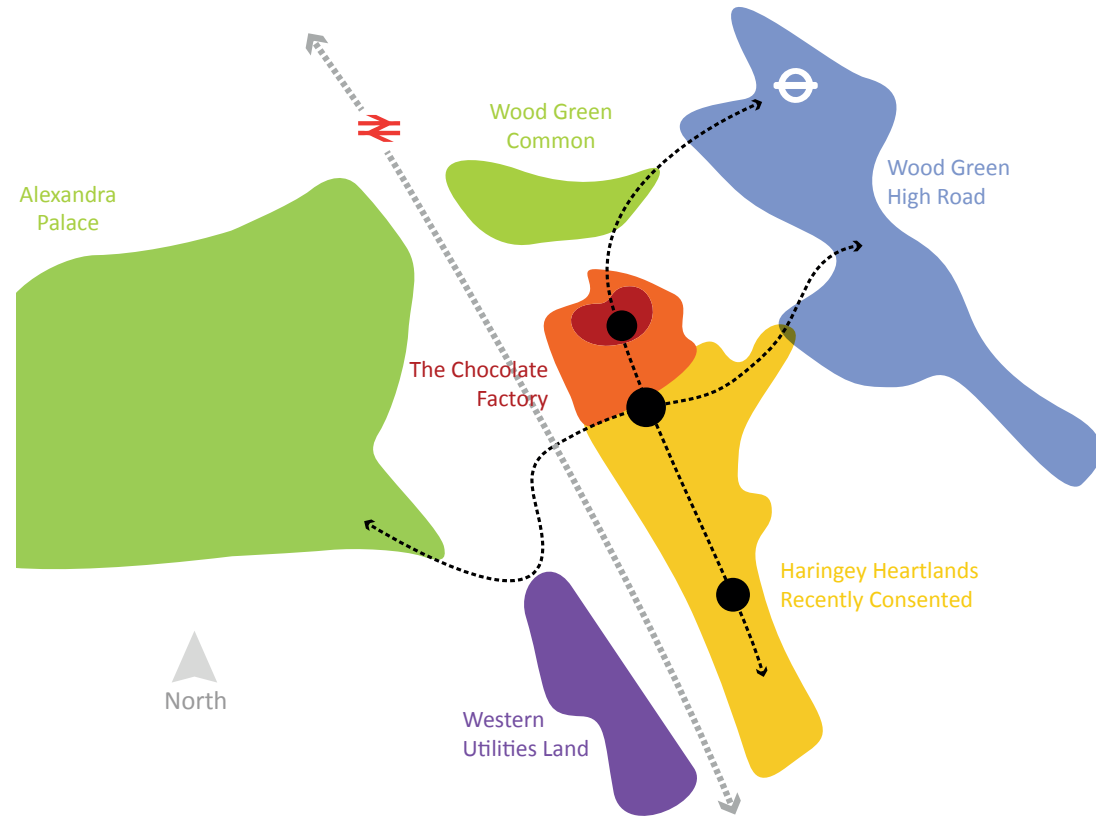
**The Chocolate Factory, owned and managed by Workspace, already plays a key role in the Wood Green Cultural Quarter. As the major landowner in the Cultural Quarter Workspace are able to deliver regeneration. Using the existing buildings, adjacent landholdings and working proactively with adjacent landowners Workspace propose to evolve the quarter to provide improved employment space, an enhanced and vibrant public realm and new residential accommodation.**

Doc No. 20716 18

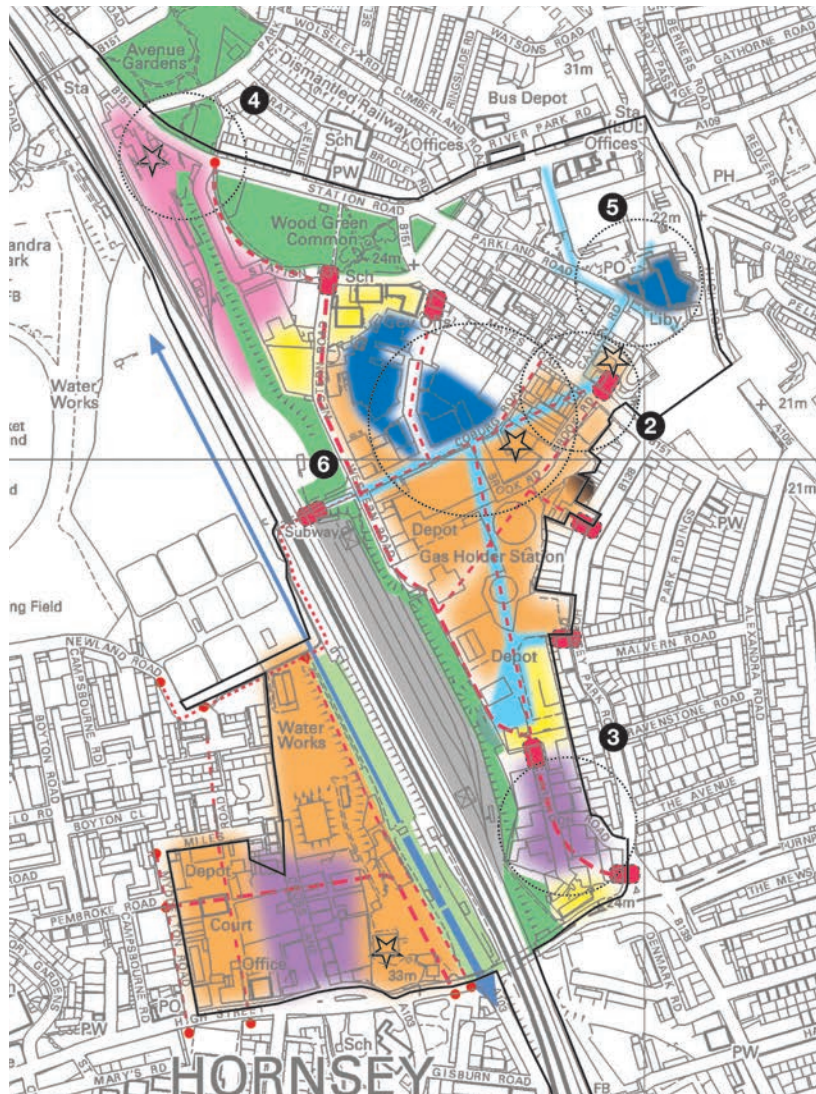
Project Ref: 20716/A5/Reports  
Status: draft  
Issue/Rev: 00  
Date: 0812/12/2014  
Prepared by: RW  
Checked by: JH



# THE WIDER PICTURE



Haringey Heartlands is an area that has been identified as an area for regeneration and growth. There has been considerable progress in achieving this policy aspiration. The Western Utilities Land area has been successfully redeveloped while the former British Gas site to the south of the Cultural Quarter benefits from the granting of a recent planning permission for a residential led regeneration scheme. The Chocolate Factory and its environs represent the last piece in the puzzle, completing the regeneration of the Heartlands.



**Key**

- Educational
- Land required for railway-related purposes pending review of operational requirements
- New public open space
- Sequence of new public spaces
- Opportunity for high profile 'landmark' uses
- Existing employment area with potential for environmental improvement / regeneration
- Residential
- Mixed use development
- Ecological corridor/green space
- Key pedestrian / cycle link to the surrounding area requiring upgrading
- Secondary access route
- Indicative route linking quarters together. Routes must be designed to be pedestrian friendly.
- Gateways
- Cultural Quarter: focussed on the Chocolate Factory and providing a mix of employment / cultural / retail / residential activities linked to the Town Centre.
- Key nodes
- Development framework area

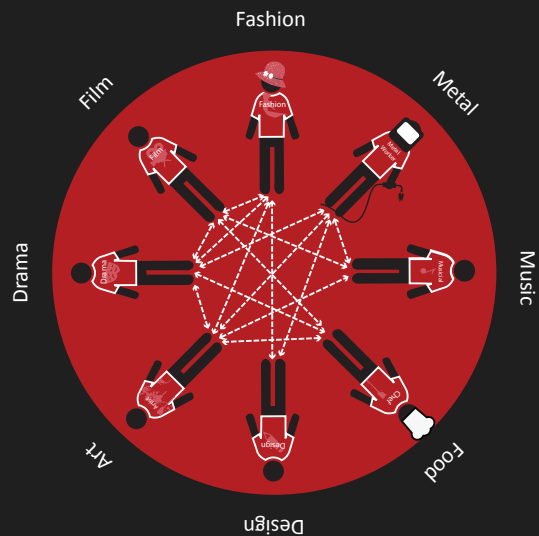
- 1** Potential for opening up Chocolate Factory and MHT building by creating route through existing self-storage use or Granta House. Good opportunity for transforming perception of cultural quarter from 'backland' site to make it more visible from Mayes Road. Chocolate Factory forms backbone of the Cultural Quarter, along with Palma House and 1930's building on Coburg Road
- 2** Reinforce Eastern Gateway. Formalise connection to Wood Green Town Centre. Potential to create dramatic east/west connection
- 3** Potential long-term redevelopment/regeneration of Clarendon Road Estate to create higher quality Southern Gateway and presence on Turnpike Lane
- 4** Potential site for school with landmark building framing the common and reinforcing the Northern Gateway Opportunity to link into Alexandra Park Station mixed use redevelopment initiatives. Potential to incorporate or ecological corridor within school grounds
- 5** Potential to reinforce pedestrian connections to town centre, library and council offices
- 6** Embankment to provide strong linear feature with ecological value. Penstock Path to be upgraded and straightened to provide link with western utility lands and Hornsey High Street



Recently consented Haringey Heartlands Masterplan

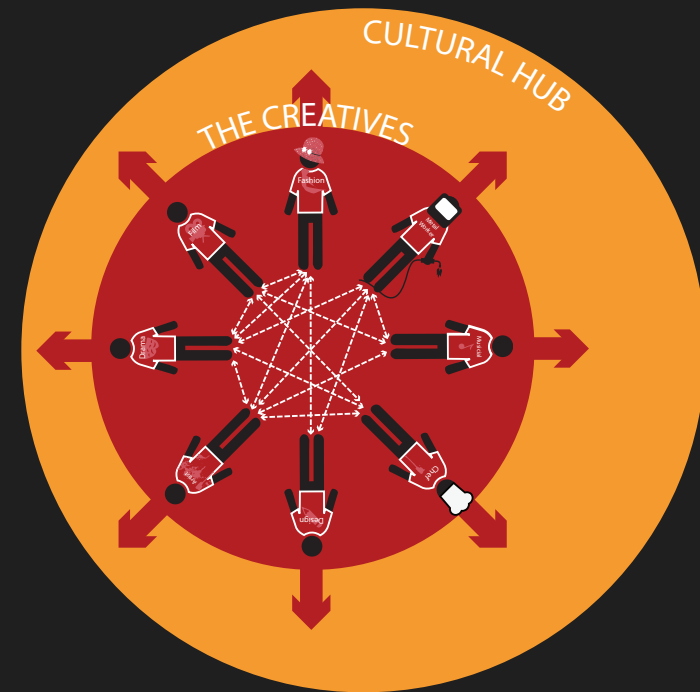
Diagrams from Haringey Heartlands Development Framework. Apr 2005

# WHAT MAKES A CULTURAL HUB?



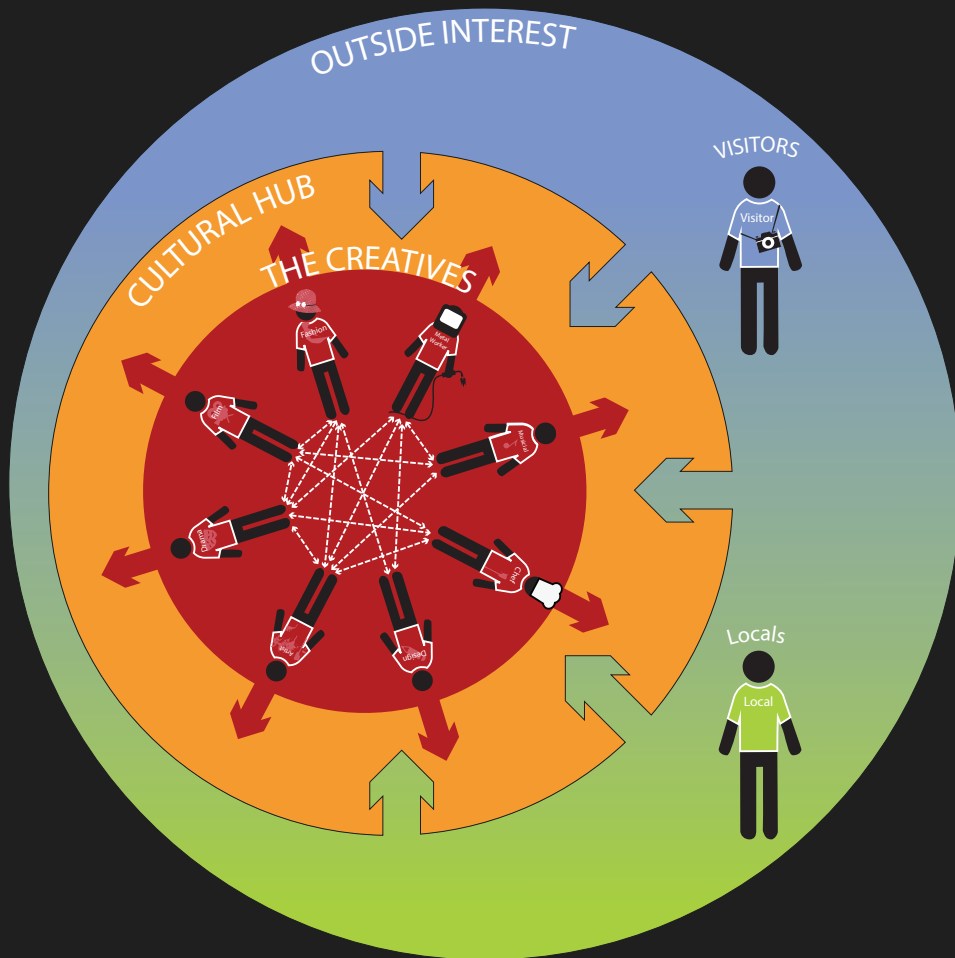
## The Inner creative Core

The core to a cultural hub is its creative inhabitants expressing, sharing, innovating and fabricating ideas and designs.



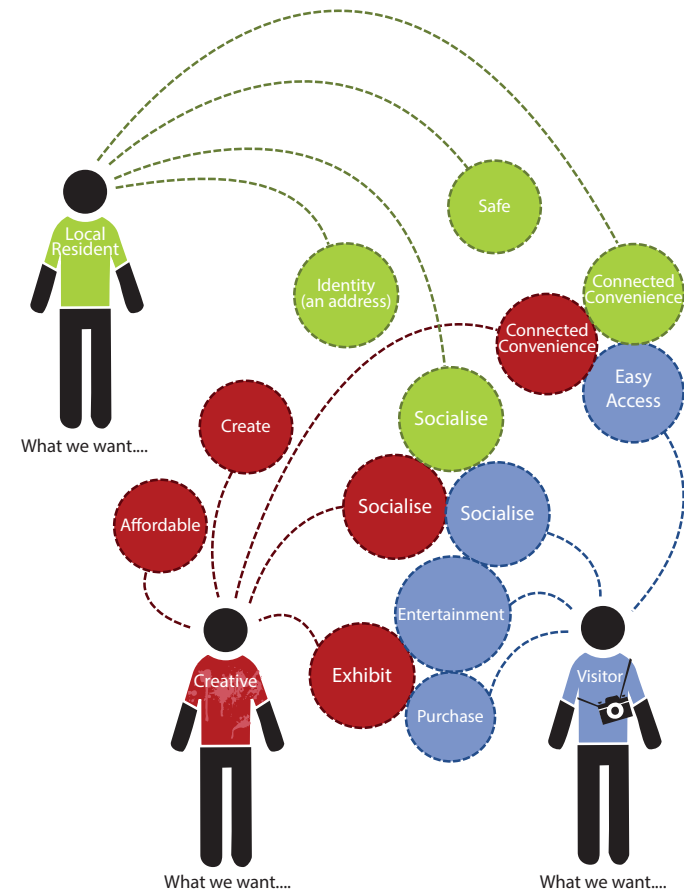
## Exhibit

The creative tenants wish to exhibit their works through exhibitions, galleries, theatre, cinema, retail outlets, cafes, restaurants and bars.



### Invite the outside world

The wider world is attracted to the hub to see the creative products and enjoy the cultural and social environment.



### Benefits

The interrelationship between the three main user groups of the Cultural Hub benefits all parties through creating a dynamic social, economic and physical environment. A further benefit is the continuous occupation of the area throughout the day and night by the varying user groups, residents are likely to be present in evenings and weekends and workers during the day.

# EXAMPLES OF CULTURAL HUBS

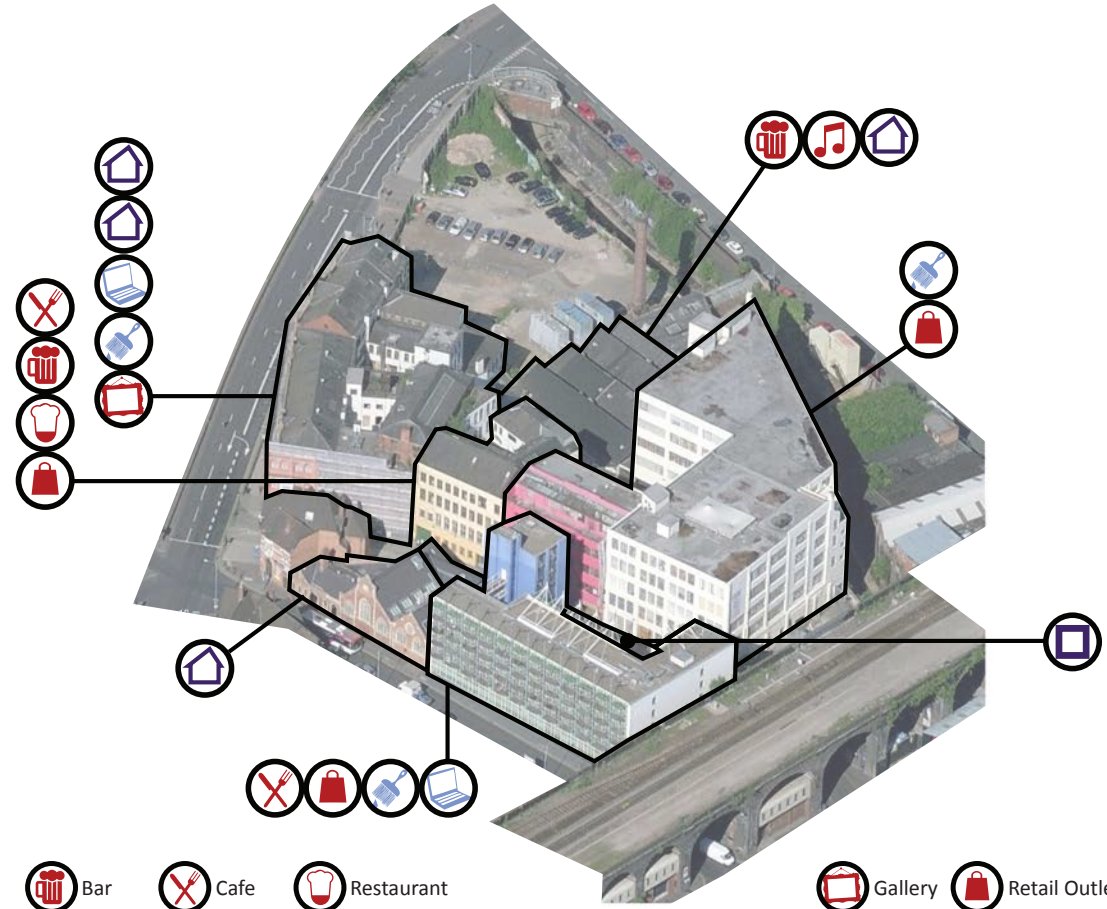
## CUSTARD FACTORY - Digbeth, Birmingham

"Provides an inspiring, entertaining and commercially fertile environment for one hundred and one independent creative enterprises".

<http://www.zellig.co.uk>

### KEY POINTS

- Began in 1992
- Creative community continuing to expand
- Occupies both refurbished and new buildings
- Unique and bold street art/sculptures
- A new vibrant district in an undervalued inner urban context





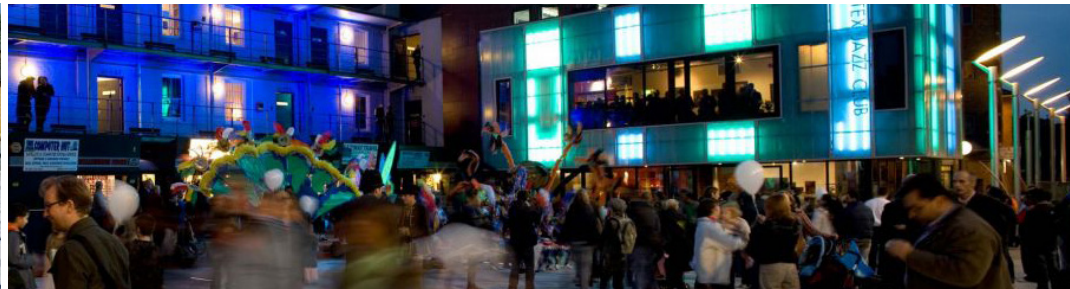
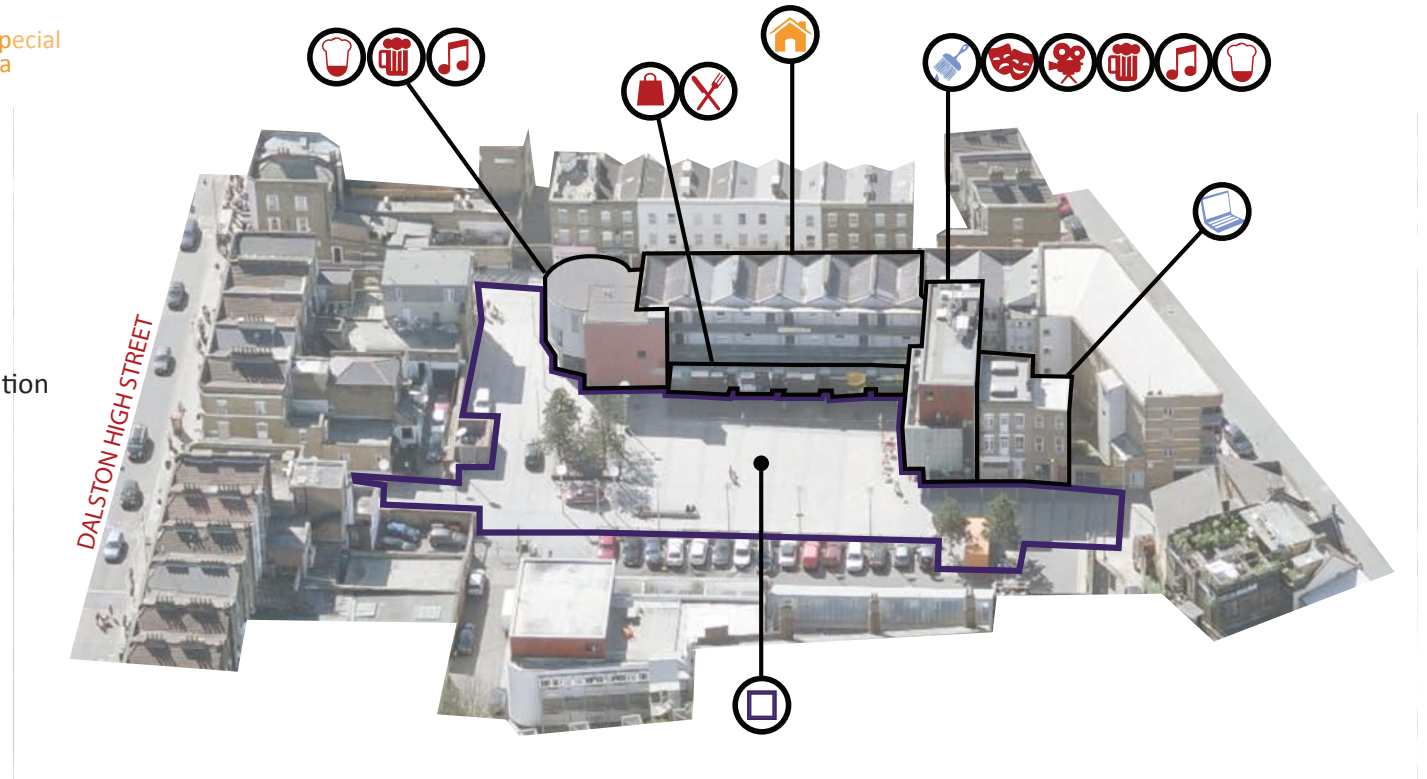
## GILLETT SQUARE - Dalston

"The local community were determined to create a special space that could represent the local cultures and speak improvement throughout the community".

<http://www.worldarchitecturenews.com>

### KEY POINTS

- Continuing, community lead project
- A project 25 years in the making
- Public square has become a valued space in Dalston's emerging cultural scene
- Small kiosks are a simple but effective intervention



# CREATIVE HUB, COMMON CRITERIA

## 1. ATTRACT CREATIVES

- Provide an environment, both physical and financial, that draws a range of creative/innovative people and industries.

## 2. CREATE SOCIAL PERMEABILITY

- Create a place that encourages visual and social interaction.

## 3. CREATE OPPORTUNITIES TO EXHIBIT

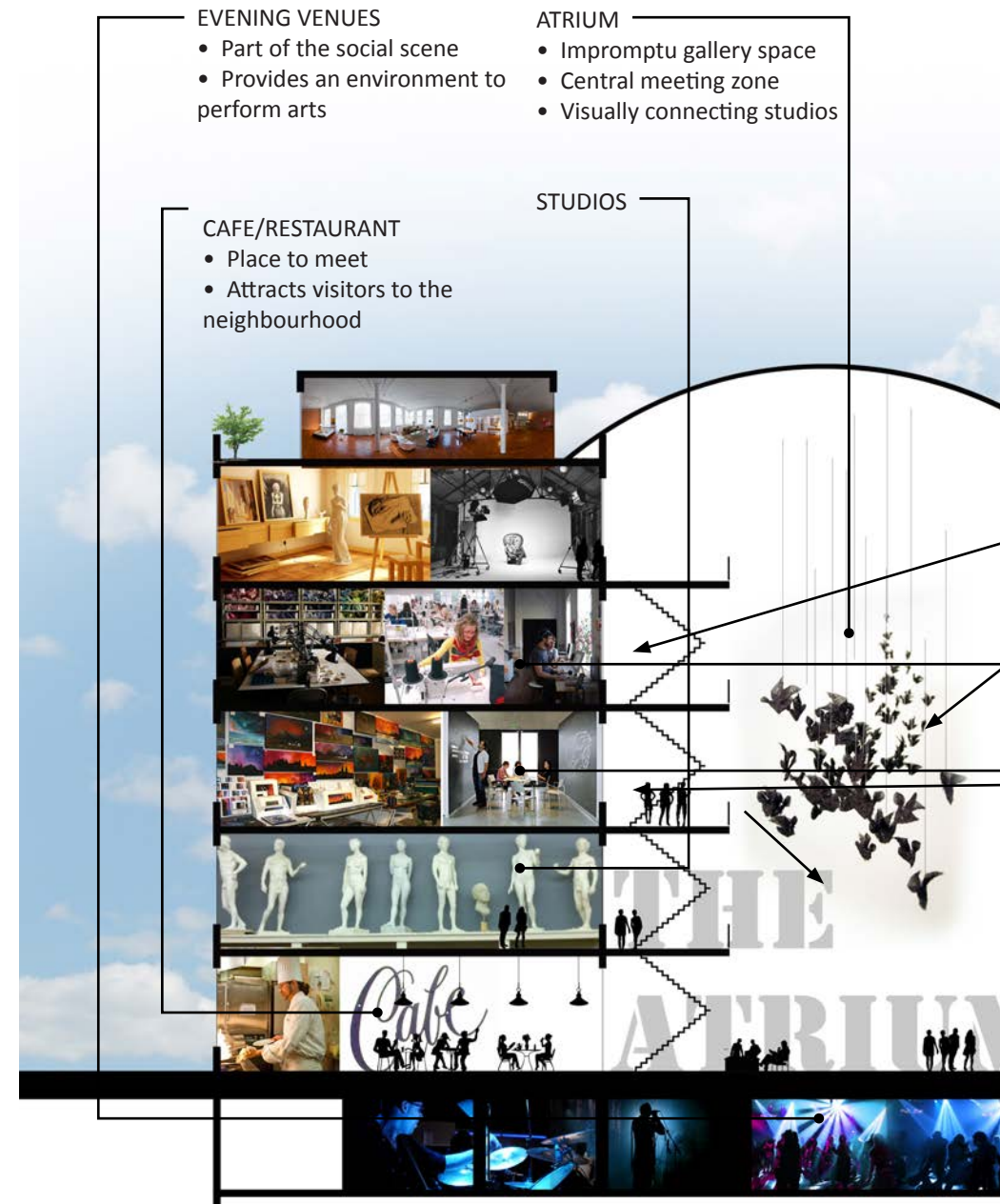
- Provide both formal and impromptu, internal and external space to share and display works.

## 4. LURE THE OUTSIDE WORLD

- Through a vibrant cultural and social scene and an environment that oozes creativity.

## 5. ENCOURAGE OWNERSHIP AND A SENSE OF FREEDOM

- By nurturing an atmosphere that welcomes freedom of expression.



Potential Activity in a Creative Hub

ROOF GARDENS

- Provides secluded spaces to enjoy
- Allows users to overlook their neighbourhood

GALLERY SPACE

PODS

- Small outlets, add a layer of activity to the public square

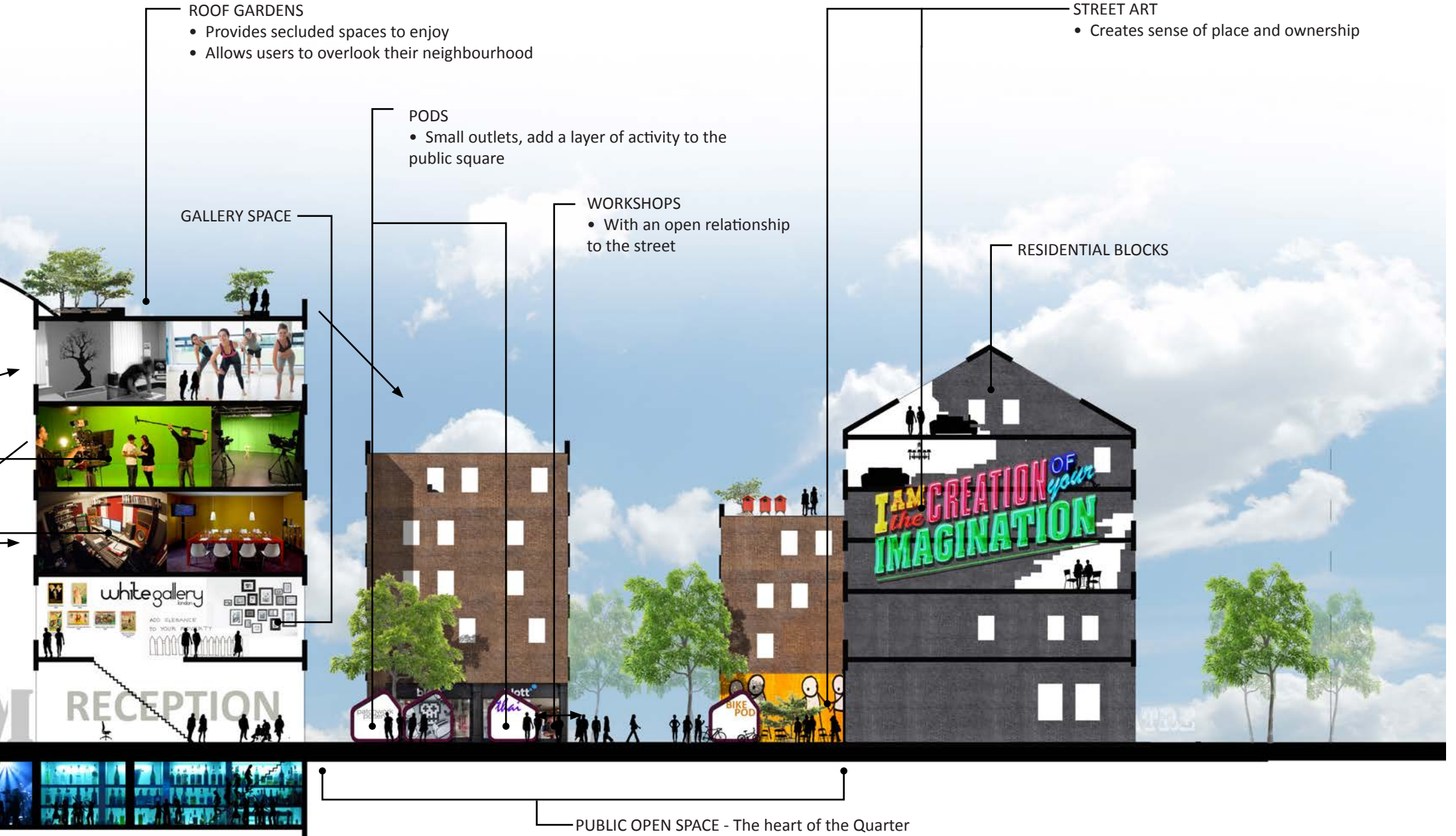
WORKSHOPS

- With an open relationship to the street

STREET ART

- Creates sense of place and ownership

RESIDENTIAL BLOCKS



PUBLIC OPEN SPACE - The heart of the Quarter

- Providing for everyday activities e.g. having lunch, meeting place, wait, watch, socialise
- Capable of hosting events e.g. markets, exhibitions, outdoor cinema



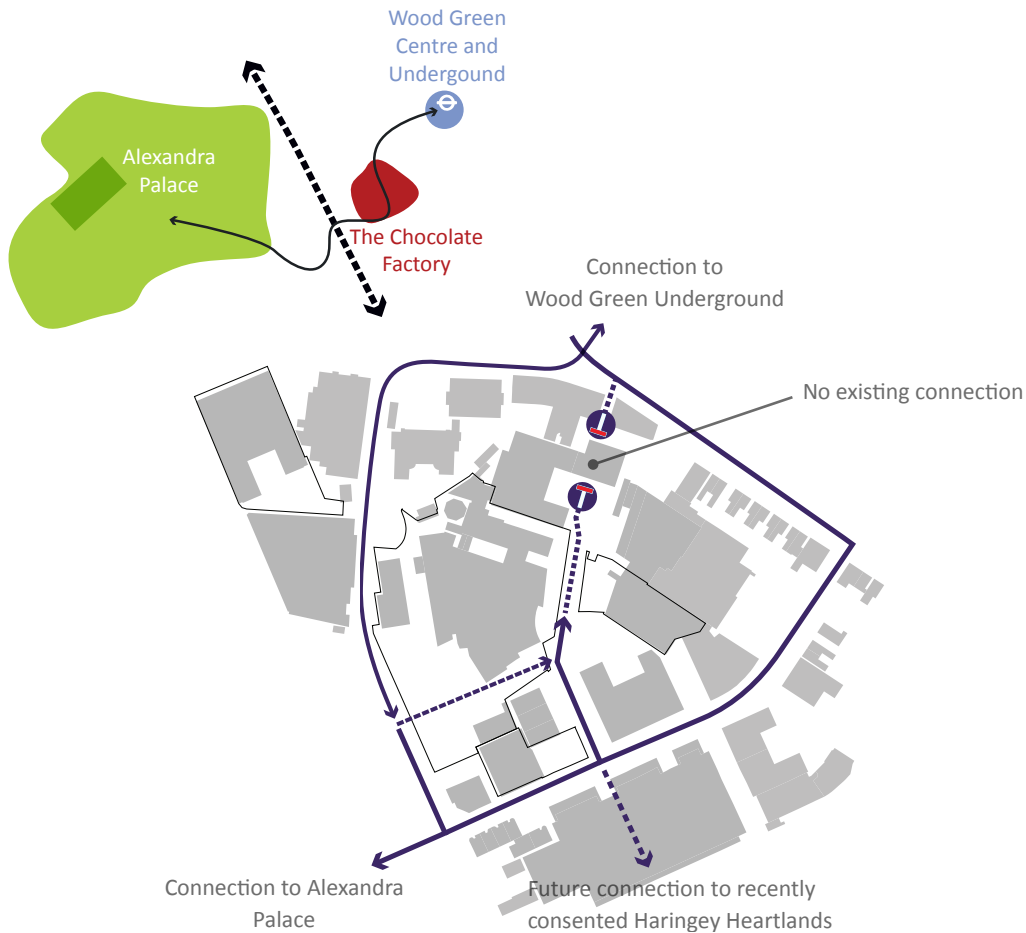
# SITE ANALYSIS



# ISSUES

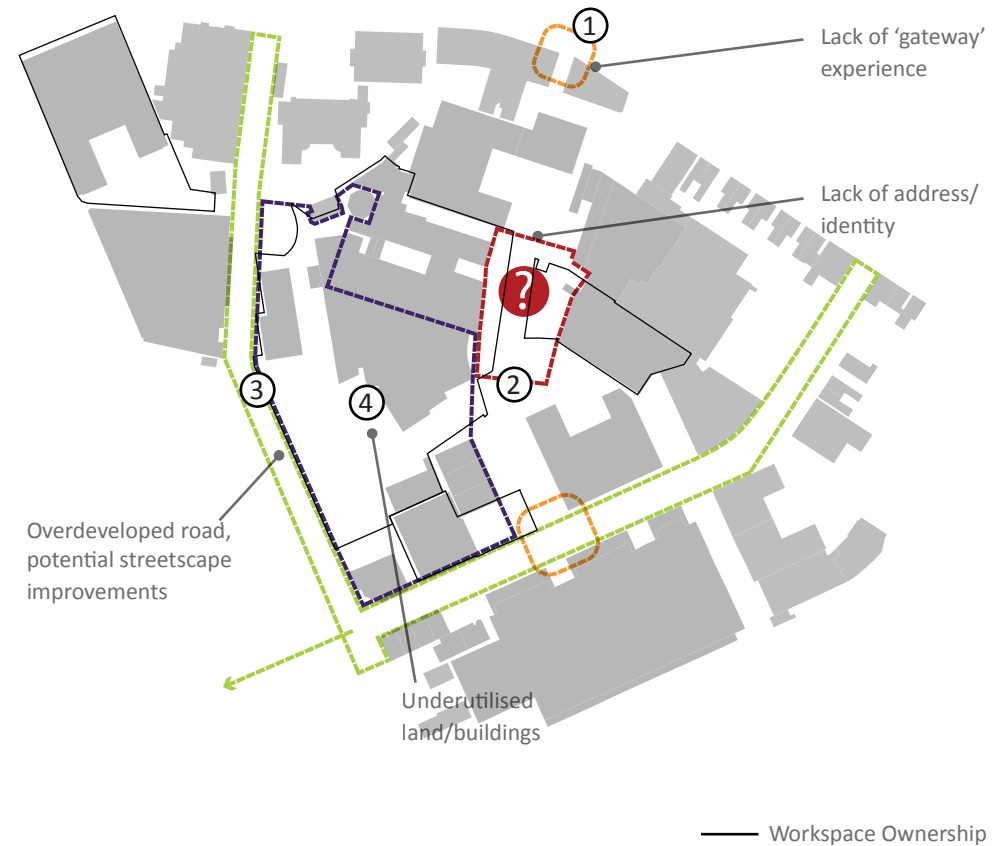
## Access and Movement

Currently, to navigate to the heart of the site and the Chocolate Factory pedestrians have to tolerate a long and confusing route leading ultimately to a dead end. There is potential to open up a new connection that will benefit the quarter as well as wider strategic links, in particular from Alexandra Palace to Wood Green Underground.



## Spaces

There is a distinct lack of quality public open space within the Chocolate Quarter. Some architectural assets are found within the site but are lost amongst 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.



# PUBLIC REALM DESIGN PRINCIPLES





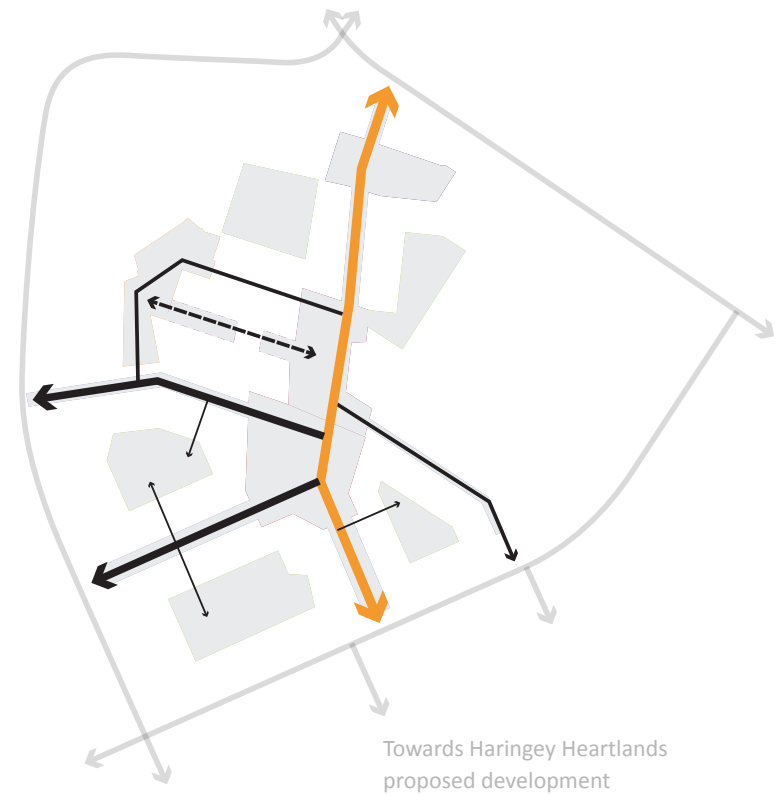
# DESIGN PRINCIPLES

The following illustrations highlight the core movement and space principles used to create the proposed urban framework. This framework provides the basis on which further built form and public realm design work will be created.



Existing Condition

Currently, there lacks a strong connection between Wood Green Underground and High Street and the Cultural Quarter. By providing a new central spine (highlighted in yellow, below) through the site from which secondary routes can link to, the quarter becomes a permeable and integrated urban environment.



## Redefine Connections

Examine the potential to create a new north south spine

Wayfinding and movement along the spinal route is supported by visual connections between a sequence of local landmarks, creating an easily navigable route.



**Support wayfinding**  
along the main spine route with landmark features and  
view corridors

Located along the spine sits the new square, the focal space of the quarter. This becomes a key space to orientate from as the majority of routes lead to/from this space.



**A New Square**  
at the heart of the Cultural Quarter

# DESIGN PRINCIPLES

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.



- Chocolate Square
- Chocolate Yard
- Chocolate Forecourt
- Gateways
- Courtyards
- Spine Route

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 green environment to meet, sit and relax

### Uses

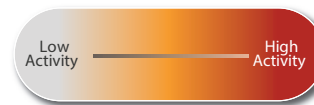


## Chocolate Forecourt

### Key Attributes

- Entrance space to the creative hub
- A creative and vibrant environment
- Flexible space
- Animated edges

### Uses



Use Buttons - Levels of Activity

## The Courtyards

### Key Attributes

- Provides semi private space
- Green environment
- A sheltered space

### Uses



## Chocolate Yard

### Key Attributes

- Provides play facilities for local residents and visitors
- Enclosed and sheltered space
- Green canopy

### Uses



## The Gateways

### Key Attributes

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

### Uses



## The Spine Route

### Key Attributes

- Guide people along main north-south route
- Connect into adjacent key routes
- Link key spaces and buildings within site

### Uses



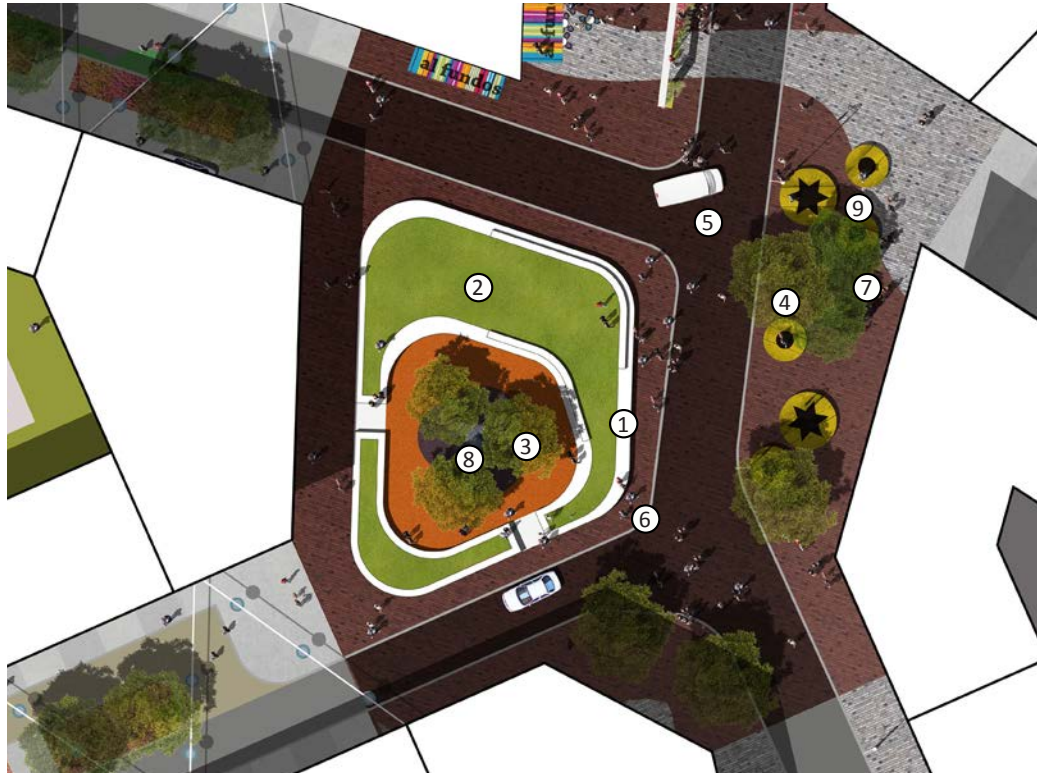
# SITEWIDE ILLUSTRATIVE PLAN



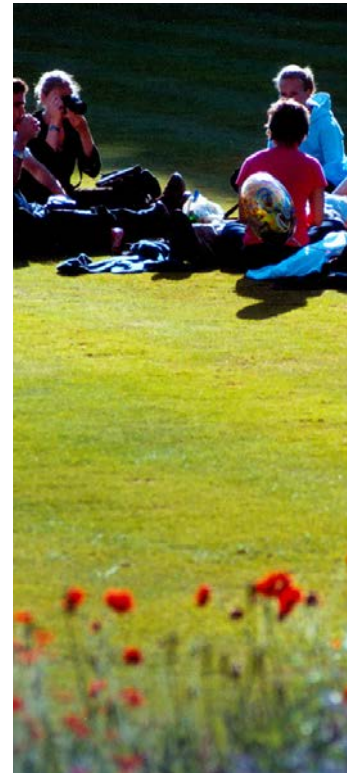
- ① Chocolate Square
- ② Chocolate Factory Forecourt
- ③ Chocolate Yard
- ④ Play space
- ⑤ Green residential streets
- ⑥ Spine route
- ⑦ Residential courtyards
- ⑧ Key gateway spaces

- ⑨ Cambridge House Courtyard
- ⑩ Chocolate Factory Atrium

# CHOCOLATE SQUARE



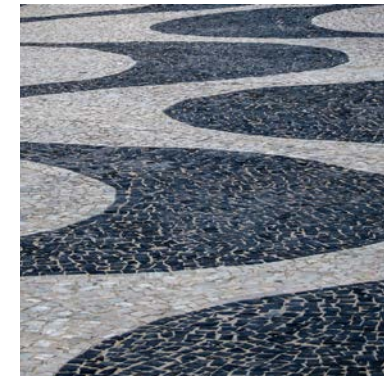
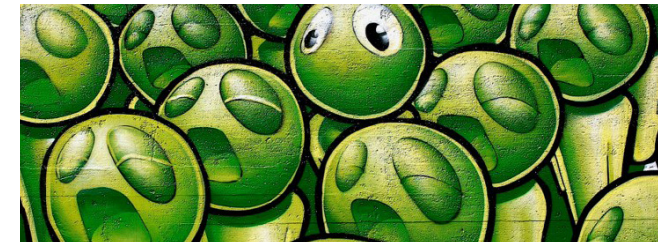
- ① Precast concrete bench/edge to grass area
- ② Raised grass area
- ③ Colourful bound gravel
- ④ Clay paver surface
- ⑤ Clay paver carriageway
- ⑥ 50mm Kerb
- ⑦ Maple Trees
- ⑧ Potential water feature
- ⑨ Wooden benches



# CHOCOLATE FORECOURT

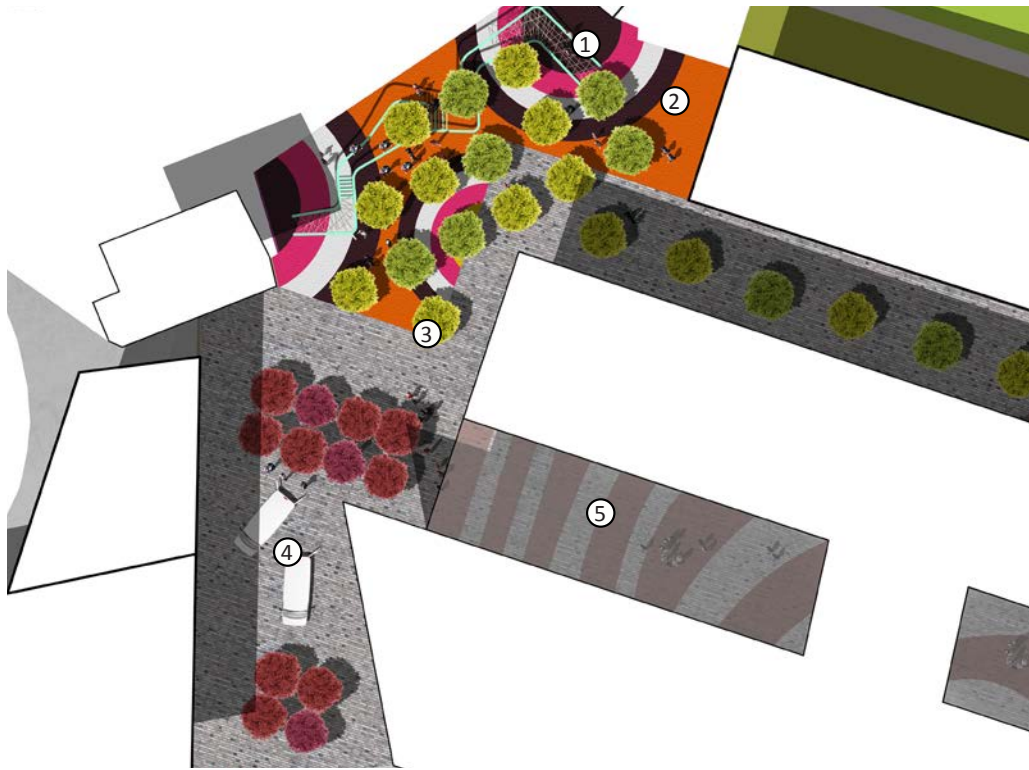


- ① 2 tone clay pavers
- ② Existing brick wall retained
- ③ 'Art' wall on western façade
- ④ Green (climbers) wall on eastern façade
- ⑤ Café spill out area
- ⑥ Space for exhibitions/kiosks/temporary installations
- ⑦ The Chocolate Factory Atrium
- ⑧ Wooden benches
- ⑨ 50mm Kerb
- ⑩ Maple Trees





# CHOCOLATE YARD



- ① Equipped area of play
- ② Colourful wet pour surface
- ③ Pollard trees
- ④ Clay pavers
- ⑤ Chocolate Factory Atrium



# BUILT FORM & SCHEDULES









# PLANS - Ground Floor



# PLANS - First Floor

- Workspace
  - Parking
  - Ground Floor Commercial
  - Relocated Drama School
- Residential**
- 1B 50m<sup>2</sup>
  - 2B 70m<sup>2</sup>
  - 3B 86m<sup>2</sup>
  - duplex 80-100m<sup>2</sup>



# PLANS - 2nd and 3rd Floors

- Workspace
  - Parking
  - Ground Floor Commercial
  - Relocated Drama School
- Residential**
- 1B 50m<sup>2</sup>
  - 2B 70m<sup>2</sup>
  - 3B 86m<sup>2</sup>
  - duplex 80-100m<sup>2</sup>





# PLANS - 4th Floor

- Workspace
  - Parking
  - Ground Floor Commercial
  - Relocated Drama School
- Residential**
- 1B 50m<sup>2</sup>
  - 2B 70m<sup>2</sup>
  - 3B 86m<sup>2</sup>
  - duplex 80-100m<sup>2</sup>



# PLANS - 5th Floor

- Workspace
  - Parking
  - Ground Floor Commercial
  - Relocated Drama School
- Residential**
- 1B 50m<sup>2</sup>
  - 2B 70m<sup>2</sup>
  - 3B 86m<sup>2</sup>
  - duplex 80-100m<sup>2</sup>



# PLANS - 6th Floor

- Workspace
  - Parking
  - Ground Floor Commercial
  - Relocated Drama School
- Residential
- 1B 50m<sup>2</sup>
  - 2B 70m<sup>2</sup>
  - 3B 86m<sup>2</sup>
  - duplex 80-100m<sup>2</sup>



# PLANS - 7th and Over

- Workspace
  - Parking
  - Ground Floor Commercial
  - Relocated Drama School
- Residential**
- 1B 50m<sup>2</sup>
  - 2B 70m<sup>2</sup>
  - 3B 86m<sup>2</sup>
  - duplex 80-100m<sup>2</sup>



# OPTION - Sketch



Birds eye view looking North





# PROPOSED AREAS

## Proposed

### Workspace

<b>Block A</b>	Chocolate Factory	10340 m <sup>2</sup>
		<b>10340 m<sup>2</sup></b>

### Relocated Drama School

<b>Block B</b>	Parma House	2840 m <sup>2</sup>
		<b>2840 m<sup>2</sup></b>

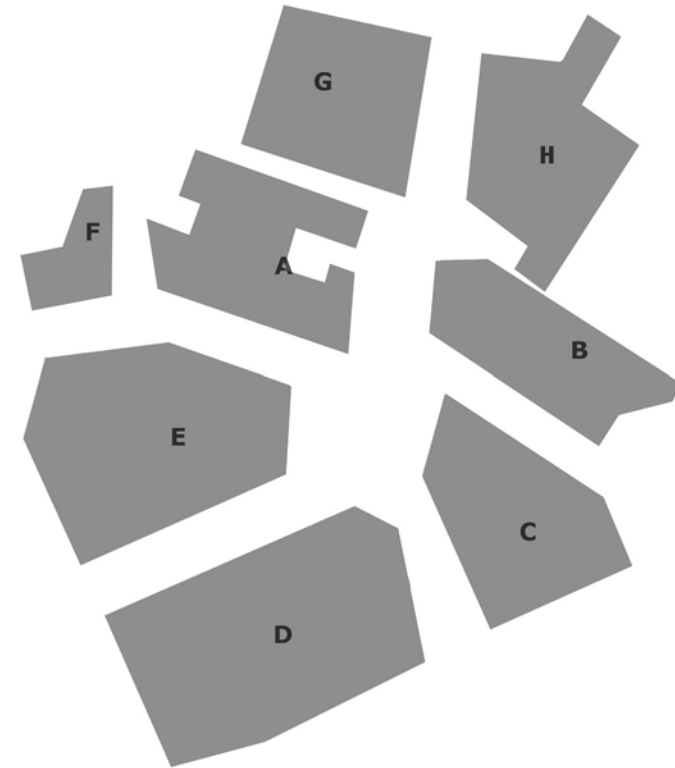
### Ground Floor Commercial

<b>Block C</b>		998 m <sup>2</sup>
<b>Block D</b>		440 m <sup>2</sup>
<b>Block E</b>		310 m <sup>2</sup>
<b>Block F</b>		260 m <sup>2</sup>
<b>Block G</b>		275 m <sup>2</sup>
<b>Block H</b>		530 m <sup>2</sup>
		<b>2813 m<sup>2</sup></b>

**Grand Total** **15993 m<sup>2</sup>**

### Parking

<b>Block D</b>	Ground Floor	1630 m <sup>2</sup>	54	spaces
<b>Block E</b>	Ground Floor	1125 m <sup>2</sup>	38	spaces
<b>Block G</b>	Ground Floor	1070 m <sup>2</sup>	36	spaces
<b>Block H</b>	Ground Floor	1400 m <sup>2</sup>	47	spaces
			approx. <b>174</b>	spaces <b>on Ground Floor</b>

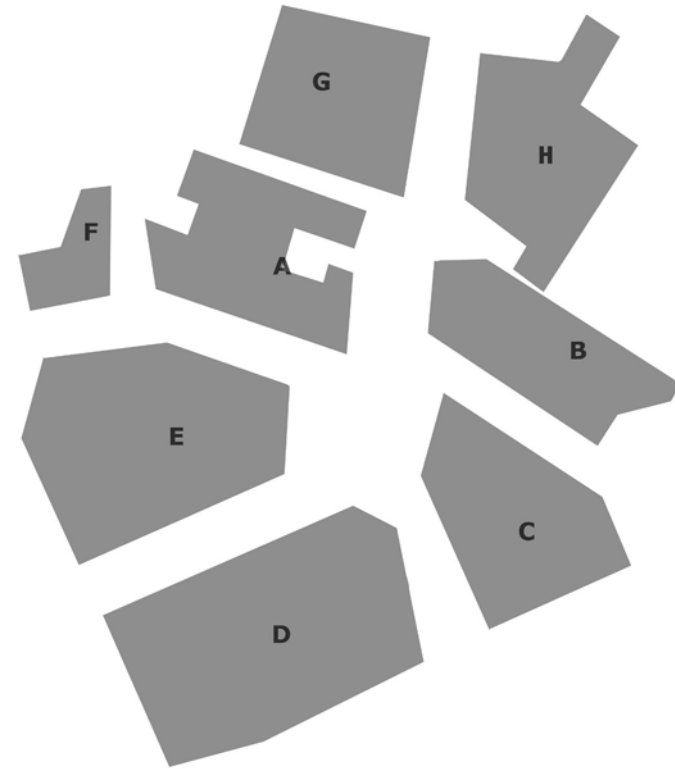




# OPTION C - (COMPREHENSIVE) RESIDENTIAL SCHEDULE OF ACCOMMODATION

## Residential

Block	Number of Units	GIA	HR
<b>Block B</b>			
1B 50m <sup>2</sup>	30	1500 m <sup>2</sup>	60
2B 70m <sup>2</sup>	34	2380 m <sup>2</sup>	102
3B 86m <sup>2</sup>	0	0 m <sup>2</sup>	0
duplex 80-100m <sup>2</sup>	0	0 m <sup>2</sup>	0
	<b>64</b>	<b>3880</b>	<b>0</b>
<b>Block C</b>			
1B 50m <sup>2</sup>	0	0 m <sup>2</sup>	0
2B 70m <sup>2</sup>	47	3290 m <sup>2</sup>	141
3B 86m <sup>2</sup>	10	860 m <sup>2</sup>	40
duplex 80-100m <sup>2</sup>	0	0 m <sup>2</sup>	0
	<b>57</b>	<b>4150 m<sup>2</sup></b>	<b>181</b>
<b>Block D</b>			
1B 50m <sup>2</sup>	58	2900 m <sup>2</sup>	116
2B 70m <sup>2</sup>	70	4900 m <sup>2</sup>	210
3B 86m <sup>2</sup>	6	516 m <sup>2</sup>	24
duplex 80-100m <sup>2</sup>	4	360 m <sup>2</sup>	16
	<b>138</b>	<b>8676 m<sup>2</sup></b>	<b>366</b>
<b>Block E</b>			
1B 50m <sup>2</sup>	12	600 m <sup>2</sup>	24
2B 70m <sup>2</sup>	86	6020 m <sup>2</sup>	258
3B 86m <sup>2</sup>	24	2064 m <sup>2</sup>	96
duplex 80-100m <sup>2</sup>	3	270 m <sup>2</sup>	12
	<b>125</b>	<b>8954 m<sup>2</sup></b>	<b>390</b>
<b>Block F</b>			
1B 50m <sup>2</sup>	18	900 m <sup>2</sup>	36
2B 70m <sup>2</sup>	18	1260 m <sup>2</sup>	54
3B 86m <sup>2</sup>	0	0 m <sup>2</sup>	0
duplex 80-100m <sup>2</sup>	0	0 m <sup>2</sup>	0
	<b>36</b>	<b>2160 m<sup>2</sup></b>	<b>90</b>
<b>Block G</b>			
1B 50m <sup>2</sup>	12	600 m <sup>2</sup>	24
2B 70m <sup>2</sup>	21	1470 m <sup>2</sup>	63
3B 86m <sup>2</sup>	0	0 m <sup>2</sup>	0
duplex 80-100m <sup>2</sup>	3	270 m <sup>2</sup>	12
	<b>36</b>	<b>2340 m<sup>2</sup></b>	<b>99</b>
<b>Block H</b>			
1B 50m <sup>2</sup>	4	200 m <sup>2</sup>	8
2B 70m <sup>2</sup>	30	2100 m <sup>2</sup>	90
3B 86m <sup>2</sup>	11	946 m <sup>2</sup>	44
duplex 80-100m <sup>2</sup>	0	0 m <sup>2</sup>	0
	<b>45</b>	<b>3246 m<sup>2</sup></b>	<b>142</b>
	<b>501</b>	<b>33406 m<sup>2</sup></b>	<b>1430</b>



Total	%	Number of Units	GIA	HR
1B 50m <sup>2</sup>	26.75	134	6700 m <sup>2</sup>	268
2B 70m <sup>2</sup>	61.08	306	21420 m <sup>2</sup>	918
3B 86m <sup>2</sup>	10.18	51	4386 m <sup>2</sup>	204
duplex 80-100m <sup>2</sup>	2.00	10	900 m <sup>2</sup>	40
		<b>501</b>	<b>33406 m<sup>2</sup></b>	<b>1430</b>



# BARRETT & CO CONFECTIONERY





**BARTON  
WILLMORE**  
Planning · Design · Delivery

