

JS/ST/P5463  
06 March 2014

London Borough of Haringey  
Planning Policy  
Level 6, River Park House  
225 High Road  
Wood Green  
London  
N22 8HQ

Dear Sir/Madam,

**London Borough of Haringey  
Site Allocations DPD and Tottenham AAP Consultation January – March 2014**

On behalf of our client, **Berkeley Homes (Capital) PLC**, please find enclosed representations to the current consultation on the Site Allocation DPD and Tottenham AAP.

Berkeley Homes have a proven track-record of delivering award-winning regeneration projects across London. Berkeley are currently working with the London Borough of Hackney to deliver a sustainable community of over 5000 new homes, new school, shops and community facilities at Woodberry Down, on the southern border with Haringey.

Berkeley Homes recognises the opportunities at Tottenham. The area has a proud heritage with a resilient local business community. The delivery of new infrastructure and the substantial investment envisioned by the Council will help secure a significant number of new homes and new jobs, which will help to further transform the area.

Berkeley Homes wholeheartedly supports the regeneration of Tottenham and would certainly be interested in becoming a development partner to help deliver this exciting vision. With that in mind, our comments are designed to help shape the documents and ensure they will deliver their objectives.

**Tottenham Area Action Plan**

**Purpose of the Area Action Plan**

Haringey is a diverse borough and it is agreed that an AAP is the best planning mechanism to deliver large scale regeneration in Tottenham. The AAP can fully appreciate the unique opportunities and challenges within the area and present a positive approach to aid in delivering the development opportunities to achieve change.

**Socio Economic Snapshot**

New development can directly help address unemployment rates in the area, particularly

DD 020 7556 1525  
E jons@rolfe-judd.co.uk

**Architecture Planning Interiors**  
Old Church Court, Claylands Road, The Oval, London SW8 1NZ  
T 020 7556 1500  
www.rolfe-judd.co.uk

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unemployment amongst young people, with opportunities for construction apprenticeships and training.

Berkeley is committed to maximising local opportunities and has worked with REDS10 on recent schemes, including Goodmans Fields in the London Borough of Tower Hamlets and the aforementioned Woodberry Down in the London Borough of Hackney. REDS10 is an independent Social Enterprise that aims to unlock apprenticeship opportunities in construction by identifying 'job ready' local residents and directly employing them for 24 months. As part of this process all candidates are enrolled at a local college and gain valuable experience on site.

#### Built Environment Snapshot

Tottenham has good, existing public transport infrastructure and that will be significantly strengthened in the future. The improvements in infrastructure will make the area more attractive to homebuyers and employers.

Many of Tottenham's problems are a direct consequence of the demise of its manufacturing base. Those jobs have not been replaced. Manufacturing in London has evolved and is now geared towards high-quality, bespoke products which are designed and made in London. There is a real opportunity to encourage the burgeoning creative manufacturing industries of East London into the area and help develop the existing growing businesses in Tottenham.

#### The Scale of Change

The AAP will be informed by emerging studies, notably the Haringey Urban Characterization Study. Whilst it is important the character of existing areas is recorded, and the strengths of those areas are enhanced, there is scope for major change in Tottenham. Modern development can create sustainable high-density living with substantial amenity space through the use of well-designed tall buildings, innovative architectural thinking and effective on-site management

#### Issues and Challenges

The creation mixed and balanced communities has been demonstrated to have numerous benefits for regeneration areas, not least in improving the perceptions of an area, creating safer communities and increasing access to employment opportunities. A similar approach is being adopted at Woodberry Down. It is important that there is flexibility on affordable housing requirements to ensure new housing can be delivered, and be of a tenure which will really encourage long-term change.

New development in Tottenham offers the chance to address some of the public realm issues which have blighted the area's image for visitors and create better permeability and safer routes for existing and future residents. There is a real opportunity to create new green spaces and improve linkages to the Lee Valley.

Tottenham Hale will have excellent transport links across London and the East of England. The opportunity for well-designed, high density sustainable development should not be missed.

#### Site Allocations DPD

It is noted that the development parameters for the High Road West area will be progressed as a Masterplan, and the Tottenham Hale Masterplan will be refreshed. These are also likely to be influenced by the Urban Characterisation Study.

As a general comment, Berkeley consider the assumptions on height of 8 -10 storeys for the

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Tottenham Hale station area to be somewhat conservative, given there are buildings of 20 storeys envisioned on the adjacent sites at Hale Village and Ashley Road North. In such an accessible location, it is considered there would be real scope for a tall marker building here to define the area.

Subsequent to the commencement of this consultation, the Mayor has published the Draft Further Alterations to the London Plan (FALP) for consultation. The London Plan revisions recognise the need to plan for substantial population growth and is seeking an uplift in housing numbers across London from 32,000 homes per year to 42,000 homes per year.

Haringey has been identified for significant growth, with the draft target increasing from 820 homes to 1,502 homes per year. Given the existing residential character and parklands of the West of the borough, it is felt the scope for growth is in the East of the borough, within the AAP areas. It is considered that sustainable residential development, in the form of higher densities and well-designed taller buildings in accessible locations, needs to be positively promoted through emerging policy in order to meet these targets.

Thank you for involving us in your consultation, we look forward to being involved further as the Tottenham regeneration proposals are carried forward towards submission and the draft Masterplans are produced. If you have any queries, please do not hesitate to contact the undersigned.

Yours faithfully



Jon Sheldon  
Rolfe Judd Planning Limited

cc. Emily Harris - Berkeley Homes