

# Tottenham

## TOTTENHAM, LONDON INVESTMENT PROSPECTUS



TOTTENHAM HAS ENORMOUS  
POTENTIAL, WITH MULTI-MILLION  
POUND PUBLIC AND PRIVATE  
SECTOR INVESTMENT AND LARGE  
SCALE DEVELOPMENT UNDERWAY





12 mins to central London by Tube



# LONDON'S NEXT BIG GROWTH OPPORTUNITY

**Superb transport links** – less than 12 minutes from central London, with direct Tube and rail links to King's Cross, Stratford and Stansted Airport, a rebuilt Tottenham Hale Station by 2017, Crossrail 2 and track upgrades set to slash journey times across Haringey

**Destination of choice** – affordable London living with some of the capital's richest heritage and architecture, some of the country's best schools, a top Premier League football team, London's biggest open space and waterways on your doorstep, scores of arts organisations and award-winning artisan manufacturers

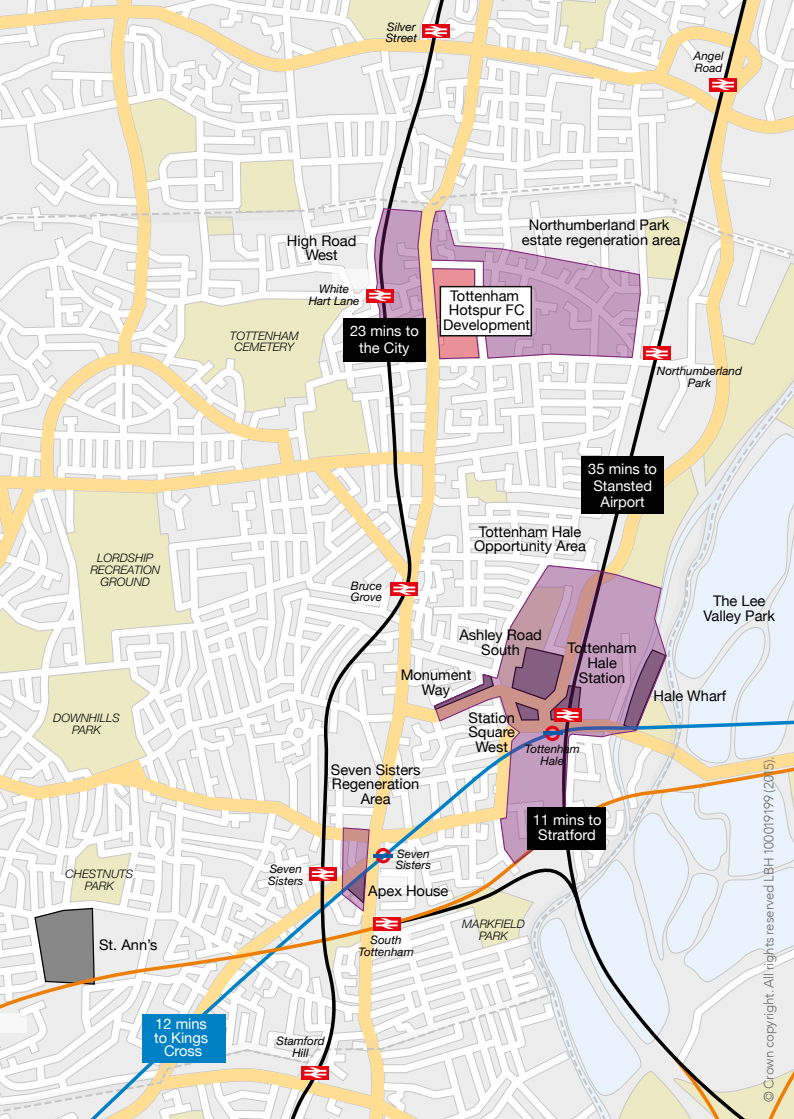
**Enormous potential** – a development opportunity bigger than the Olympic Park, with plans for a designated Tottenham Housing Zone; unlocking sites for development and creating a modern district centre at Tottenham Hale, and in North Tottenham, an 11ha masterplan opposite the planned new football stadium, bringing forward 1,200 new homes

# WHY INVEST IN TOTTENHAM?

Tottenham is the next chapter of London's regeneration story. It is one stop away from Stratford City, 12 minutes by Tube to central London, and located in the heart of the Upper Lee Valley, where there will be at least 16,000 new homes during the next 15 years.

Already home to over 100,000 passionate and proud residents – many young, creative and entrepreneurial – Tottenham is seeing the benefit of a £1bn+ public and private investment programme that is already transforming the area.

A strong partnership between Haringey Council, the Mayor of London, Transport for London and the private sector is committed to the delivery of at least 10,000 new homes and more than 5,000 new jobs by 2025.



Silver Street

Angel Road

High Road West

Northumberland Park estate regeneration area

White Hart Lane

Tottenham Hotspur FC Development

23 mins to the City

TOTTENHAM CEMETERY

Northumberland Park

35 mins to Stansted Airport

LORDSHIP RECREATION GROUND

Tottenham Hale Opportunity Area

Bruce Grove

The Lee Valley Park

DOWNHILLS PARK

Ashley Road South

Tottenham Hale Station

Hale Wharf

Monument Way

Station Square West

Tottenham Hale

Seven Sisters Regeneration Area

11 mins to Stratford

CHESTNUTS PARK

Seven Sisters

Seven Sisters

Apex House

MARKFIELD PARK

St. Ann's

South Tottenham

12 mins to Kings Cross

Stamford Hill

# SUPERB TRANSPORT LINKS

TOTTENHAM IS ONE OF THE BEST  
CONNECTED PLACES IN NORTH  
LONDON. ACCESSIBLE BY RAIL,  
TUBE AND ROAD

Direct high frequency Tube and rail services to:

- Stratford City 11 mins
- Kings Cross 12 mins
- Liverpool St 14 mins
- Oxford Circus 16 mins
- Stansted Airport 35 mins
- Cambridge 60 mins

With one change to:

- City Airport 33 mins
- Heathrow Airport 1hr 10mins
- Paris 2hrs 45 mins





UNDERGROUND

Seven Sisters Tube

# £200M INVESTMENT UNDERWAY

- A new Tube, rail and bus station at Tottenham Hale, including 190 new homes in a mixed use development
- Increased train frequency connecting Tottenham and Stratford by 2018
- £130m committed for Tottenham Housing Zone
- Further improvements to all Tottenham stations and rail services as they transfer to London Overground from 2015





A new rail and underground station at  
Tottenham Hale by 2017

# CROSSRAIL 2

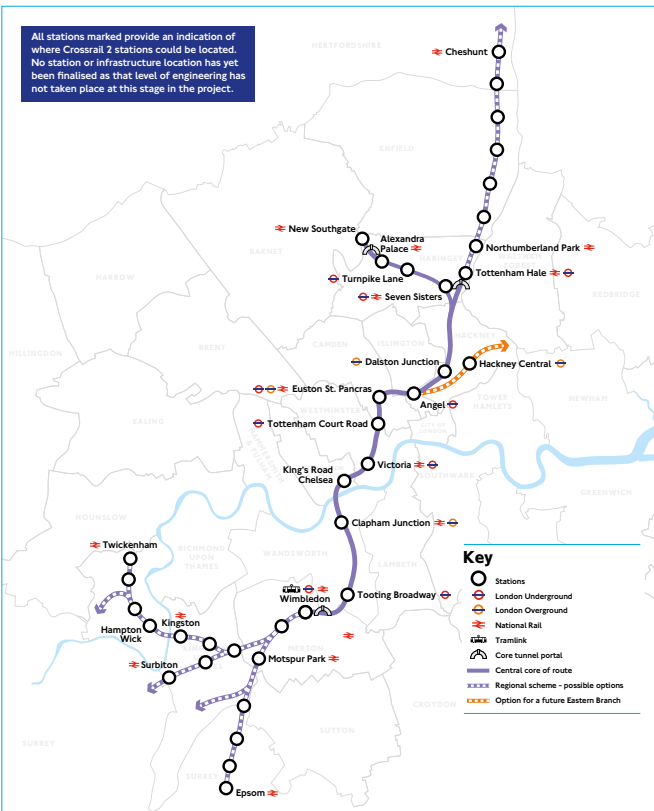
Plans are well underway for a second Crossrail route linking north east and south west London. The 'regional route', backed by business leaders, will connect Tottenham stations at Seven Sisters, Tottenham Hale and Northumberland Park with central and south London.

As well as providing the greatest economic benefit and being the most cost-effective option, the 'regional route' will deliver up to 26 trains per hour to Tottenham and lead to an average cut of 16 minutes for journey times to Tottenham Court Road and the interchange with Crossrail 1.

Crossrail 2 could further unlock Tottenham's potential for major mixed-use developments near key transport hubs. The project would be a catalyst for investors seeking to take advantage of the step change in connectivity, capacity and frequency around state-of-the-art new stations.

Crossrail 2 Regional Route –  
transforming frequency,  
connectivity and capacity  
between Tottenham and  
central and south London

All stations marked provide an indication of where Crossrail 2 stations could be located. No station or infrastructure location has yet been finalised as that level of engineering has not taken place at this stage in the project.



### Key

- Stations
- London Underground
- London Overground
- National Rail
- Tramlink
- Core tunnel portal
- Central core of route
- Regional scheme - possible options
- Option for a future Eastern Branch

MAYOR OF LONDON



# DESTINATION OF CHOICE

## TOTTENHAM OFFERS THE BEST ASPECTS OF LONDON LIVING

With 10,000 new homes planned and a wealth of existing family-sized properties, Tottenham is the perfect place for affordable London living.

With a diverse range of tenures available, Tottenham is an affordable and realistic place to buy a home. Alongside major private residential schemes, shared ownership and rent-to-buy projects are helping more people get a foot on the housing ladder.

Tottenham is already a thriving suburb of London. And it's growing. Choosing from traditional Victorian streets, modern spacious apartments or the fantastic Georgian high street is a welcome dilemma for the young professionals and new families flooding into the area.

And why not settle in Tottenham? With all secondary schools rated 'good' or 'outstanding', a new University Technical College specialising in sports and medicine and a state-of-the-art Harris Federation Academy opening in 2015, Tottenham will help young people achieve their potential.



The historic Bruce Castle Museum

Family life is on your doorstep. Watch Premier League football at Tottenham Hotspur FC's new 56,000-seater stadium; take a stroll in the green haven of the Lee Valley Regional Park; jump on the train to Stratford and be in Westfield or the Queen Elizabeth Olympic Park in a matter of minutes, or shop in the eclectic mix of independent and high street stores in Tottenham.

Enjoy a real community. Tottenham has distinct neighbourhoods, each with their own character, facilities and opportunities for investment. With Tottenham Hale being transformed to create London's next great neighbourhood, Tottenham offers a choice of ways to enjoy affordable London living at its best.

# TOTTENHAM GREEN THE CIVIC HEART

A peaceful respite from the bustle of the High Road, splendid Tottenham Green is home to a successful college, newly-improved leisure centre, a modern arts centre and library.

Alongside the architectural beauty of Grade II listed Tottenham Town Hall – now enjoying a new life as a centre for community events and entrepreneurs – this network of civic facilities ensures the Green is busy day and night.

A £1.5m landscaping project has recently been completed, creating a public park with dedicated performance space, lighting and public realm improvements and more space for local people to relax.

The award-winning Newlon Housing Trust, Isobel Place development of one and two bedroom apartments complements the architectural heritage of the area well. There are also further opportunities for high quality residential development around The Green, Tottenham's civic heart.





Tottenham Town Hall – a thriving business  
centre in Tottenham's civic heart

# SEVEN SISTERS TOTTENHAM'S GATEWAY

Seven Sisters' story is at least 600 years old. Legend has it that the seven sisters were due to part ways, and so each planted seven elms to leave a lasting legacy to their family.

That legacy is now Tottenham's southern gateway, boasting well-connected Tube, rail and bus services and a welcoming place to do business and socialise through day and night.

It is now delivering its development potential, with Bellway's Lawrence Road scheme on site bringing more than 260 new homes.

Located next to a Victoria Line station with a 12 minute connection to central London, Grainger's Seven Sisters Regeneration Scheme is delivering 40,000 sq ft of first-class retail development and hundreds of new homes. With the potential for a major mixed-use scheme on the Apex House site, Seven Sisters is the place to invest now.





Grainger's Seven Sisters  
regeneration scheme

# BRUCE GROVE THE HISTORIC CENTRE

A beautiful and historic town centre at the heart of Tottenham's business and community life, Bruce Grove is attracting new businesses, professional services and homeowners to its fine Victorian streets and houses.

Taking its name from Robert the Bruce – whose family owned land in the area – nearby Grade I listed Bruce Castle Museum houses a unique collection of local history in its stunning 16th Century manor house.

Bruce Grove provides the perfect spot for families looking to buy family-sized, traditional homes a stone's throw from the local town centre. Connected to the London Overground network from 2015, The City and central London are just 20 minutes away.

New investment is already underway, with Bruce Grove Station scheduled for a facelift and a project to upgrade the bustling Holcombe Road food market.





PARADE

Windsor Parade

ALREADY HOME TO 100,000  
PASSIONATE AND PROUD  
RESIDENTS, MANY OF WHOM  
ARE YOUNG, CREATIVE AND  
ENTREPRENEURIAL





A mix of brand names are choosing to locate in  
Tottenham. Costa Coffee, Seven Sisters

# TOTTENHAM'S GOT TALENT

ALREADY HOME TO A THRIVING  
YOUNG COMMUNITY OF  
ENTREPRENEURS AND ARTISTS,  
TOTTENHAM IS ONE OF LONDON'S  
CREATIVE HUBS.

Birthplace of award-winning worldwide star Adele as well as chart-toppers Chip and Lemar, Tottenham is already part of Britain's 21st Century musical success story.

This creativity is reflected in innovative businesses who are leaders in their fields, such as the forthcoming Fashion Academy, supported by ASOS, and the N17 Design Studio, being delivered in partnership with globally-renowned architects John McAslan + Partners.

Tottenham also has a rich industrial heritage that continues today, with a diverse range of award-winning independent and artisan food manufacturers choosing to set up shop in the area in the last few years.

- **Redemption Brewery** Tottenham's own handcrafted beer company
- **Wildes Cheese** London's only urban cheesemaker
- **Flourish Craft Bakery** Traditional bread-making renowned in north London





Redemption Brewery

LONDON'S LARGEST  
OPEN SPACE AND  
WATERWAYS







HOME TO SUCCESSFUL  
PREMIER LEAGUE  
FOOTBALL CLUB  
TOTTENHAM HOTSPUR FC





Tottenham Hotspur FC £430m investment will deliver a new stadium, 285 homes as well as major commercial and leisure space

One of London's largest  
Sainsbury's stores opened in  
November 2013 with a new  
University Technical College  
opening summer 2014.



ainsbury's

Northumberland Park

# ENORMOUS POTENTIAL

## WELCOME TO TOTTENHAM HALE

Tottenham Hale is London's next great neighbourhood – the first phase of the Tottenham Housing Zone, a new town centre, stunning new 'green link', international transport hub and residential quarter with 30 hectares of development and investment opportunities.

The Hale is fast becoming north London's focus for new residential and commercial investment, with a diverse mix of uses, and an attractive network of streets and public spaces all in accordance with a refreshing new place making master plan.

Set alongside the stunning vistas, abundant open space and waterways of the Lee Valley Regional Park, Tottenham Hale offers an increasing range of fantastic places to live, work and shop – including a successful retail park with 24 brand-name stores.

As the first London interchange for passengers arriving from Stansted Airport and with increased services to Stratford City, Tottenham Hale is undergoing a transport revolution – £110million investment in a new Tube, rail and bus station, road network improvements and public realm works complete by 2017.





The Hale is already being delivered, with successful schemes including:

- The award-winning Hale Village scheme bringing thousands of new homes and leisure facilities
- An all-through Harris Federation Academy opening in 2015
- A new bus station, public realm and road network improvements

This emerging new town centre is already becoming a hugely desirable place to do business. Join us as we build the Tottenham Hale of the future.

# MAJOR DEVELOPMENT AND INVESTMENT OPPORTUNITIES READY TO GO

Phase 1 of the Tottenham Housing Zone will see the accelerated delivery of 5,000 new homes in Tottenham Hale, including:

- Hale Station Development – up to 190 residential units at a landmark location
- Station Square West – 750 new homes alongside major new commercial development
- Ashley Road South – 500 new homes overlooking the park
- Hale Wharf – up to 340 high quality homes with fantastic waterside living
- Welbourne – a signature development of 180 new residential units and new health facilities
- Tottenham Retail Park – 770 new homes, new streets and major retail facilities





- 1 Hale Station Development
- 2 Station Square West
- 3 Ashley Road South
- 4 Hale Wharf
- 5 Welbourne
- 6 Tottenham Retail Park

# HALE VILLAGE

The £350m investment in the award-winning Lee Valley Estates, Hale Village scheme has already brought almost 1,000 new homes and 1,200 student flats, with another 300 homes being delivered over the next few years.

Hale Village is at the heart of Tottenham Hale's emerging new town centre, with a diverse range shops, first-class public spaces and new health facilities in partnership with London's highly-regarded Royal Free Hospital.

Already a vibrant and youthful home to more than 1,000 students from Central St. Martin's College of Arts and Design and London Metropolitan University, the development has the potential to support a creative, dynamic community playing an active role in local life and fully utilising Tottenham's shops, bars and restaurants.

Heavily influenced by Sweden's landmark Hammarby Sjöstad environmental district, Hale Village has sustainability at its core, built to Level 4 under the Code for Sustainable Homes and powered by a £5million biomass heating system.

With the Lee Valley Regional Park on its doorstep, Hale Village boasts direct cycle and pedestrian routes to the Olympic Park alongside a beautiful network of rivers, canals and reservoirs.

Hale Village tells the story of Tottenham's potential: an abandoned furniture factory transformed into a thriving urban village with a stunning riverside landscape on its doorstep.





Hale Village, Lee Valley Estates

# TOTTENHAM: OPEN FOR BUSINESS

- A £500million government borrowing guarantee to underwrite housing and transport improvements
- £1 billion+ of developments already on site and building
- Flexible approaches to planning and tenure mix
- Willingness to use major public sector assets with potential for deferred land receipt
- Commercial approach and pro-active land acquisition strategy

## Q1 2012

- Planning secured for Spurs' stadium redevelopment

## Q2 2013

- Planning secured for Grainger's Seven Sisters Regeneration Scheme
- £500m borrowing guarantee announced

## Q2 2014

- New Tottenham Green public park complete
- New bus station at Tottenham Hale open

2012

2013

2014

## Q3 2013

- 500th new home delivered on Hale Village
- 72,000 sqft Sainsbury's superstore opened
- Bellway's 264 unit Lawrence Road scheme on site
- Isobel Place development at Tottenham Green launched

## Q3 2014

- University Technical College open
- 142 new homes at Hale Village Pavilions 3 and 4 complete
- N17 Design Studio open for business

# N17



N17 Design Studio

## Q1 2015

- Tottenham Housing Zone announced

## 2017

- Hub rail and Tube station at Tottenham Hale open

## 2018

- New White Hart Lane London Overground Station opens
- First phase of High Road West redevelopment starts

2015

2017

2018

## Q3 2015

- Harris Federation Academy School open and on site in Tottenham Hale

**Further information and enquiries**

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**[www.haringey.gov.uk](http://www.haringey.gov.uk)**



**Haringey Council**