PART 4: TOTTENHAM HALE DISTRICT CENTRE FRAMEWORK

Tottenham Hale has been identified through the London Plan as part of a potential future District Centre. There will be opportunities for new shops, community and leisure facilities. The Council’s Housing Zone bid proposes 4,000 new jobs which will be delivered through both intensified existing and new business uses.
4.1 THE MASTERPLAN

Building on the key principles for investment in Tottenham Hale identified above, a list of essential components for the establishment of a district centre begins to emerge.

The DCF masterplan incorporates all these key components.

- **High quality schools and associated sports facilities**
  
  Good schools are critical for successful communities. The creation of new homes will yield the need for new school places. A well-performing school can play a profound role in helping to establish successful and stable neighbourhoods in which people choose to raise their families.

- **Local shopping facilities**
  
  Whilst district centres will have a wider and more strategic retail function with catchments extended beyond the local area, one of their primary functions will be to ensure the everyday retail needs of the area are met. Convenience retailing should be located in an accessible and prominent location.

- **Supporting leisure uses**
  
  Leisure uses and places to dwell have become increasingly important elements in successful high streets. Bars and cafés as well as larger format municipal or commercial leisure uses should be easily accessible from or within a district centre.

- **Improved community infrastructure**
  
  District centres have a key role to play in providing accessible community infrastructure for the local community. Key services will include health and community facilities, local schools, a post office and other civic uses.
4.1.1 Building height and tall buildings

The most appropriate location for new tall buildings is the central area of the DCF, immediately adjacent to Tottenham Hale station. Identified opportunity sites which might be considered appropriate for tall buildings include the following:

- Station Square - the site is considered appropriate for a tall building towards its southern end although such a development is not currently anticipated to come forward in view of site constraints.
- Retail Park - with potential for taller buildings on the Ferry Lane frontage;
- Station Square West (south of Hale Road) - with scope for a new cluster of up to four taller buildings including, two north and two south of Station Road;
- Hale Village - already with outline planning consent for a taller building next to an improved entrance to the station;
- Hale Wharf - a highly accessible but sensitive site within the Upper Lea Valley Regional Park and adjacent to the green belt.
- Welbourne Centre site - a key site, highly visible from the station area suitable for one single taller building orientated towards the central area;
Proposed storey heights
4.1.2 Delivering a variety of housing types

**Houses**
- Dual aspect
- 8-10m deep
- 2/3 storeys
- Street access

**Maisonettes**
- Dual aspect
- Stair access or 4 units / core
- 10-12m deep

**Flats (deck access)**
- Dual aspect
- 8 flats / floor / core
- 2 lift / core
- 12m deep

Accordia, Cambridge

Whitmore Road, Harrow

Accordia, Cambridge

Culverin Court, Holloway
**Flats (deck access)**
Predominantly single aspect
8 flats / floor / core
2 lift / core
16m deep

**Tower**
Predominantly dual aspect
8 flats / floor / core
2 lift / core
25m deep
4.1.3 DCF LONG ELEVATION

DCF Proposed long elevation from Tottenham High Road to Tottenham Hale
4.1.4 Key opportunity sites

A number of key opportunity sites have been identified through the planning process for redevelopment or intensification. These were first identified through the Site Allocations process and have been subject to public consultation during the production of the AAP and earlier stages of DCF preparation. The DCF deals only with the sites in the Tottenham Hale area west of the railway tracks. Guidance contained in the DCF is relevant to other sites in the area that are already or might come forward for redevelopment.

Site references correspond with Tottenham AAP site allocations:

TH2 Station Square;
TH4 Station Square West;
TH5 Station Square North;
TH6 Ashley Road South;
TH7 Ashley Road North;
TH3 Tottenham Hale Retail Park; and
TH10 Welbourne Centre and Monument Way.

A number of additional adjacent or nearby known development opportunity sites located in the Tottenham Hale area are identified and allocated in the Tottenham AAP but are not addressed in the Tottenham Hale District Centre Framework. These sites are either known to be the subject of an emerging planning application and already at an advanced stage of design development or are considered to not form part of the new district centre environment.
Tottenham AAP sites with the Tottenham Hale District Centre Framework area
4.2 TOTTENHAM HALE STATION

4.2.1 Recent improvements

Since the station opened in 1840, historic plans indicate that there has always been a generous space on the west side of the track – the station’s principal entrance.

Tottenham Hale bus station has recently benefitted from a significant investment programme as part of TfL’s £34m Tottenham Hale Gyratory Project. Key improvements already delivered through this major investment programme include:

• A bigger and better bus station;
• Improved interchange with Underground and National Rail services;
• More cycle parking;
• Environmental enhancements;
• Two-way traffic on the High Road, Monument Way and Broad Lane; and
• Improved bus operations in terms of bus stops and routes.

4.2.2 Constraints and opportunities

• The new bus station has only recently been delivered as part of TfL’s Tottenham Hale Gyratory Project.
• Whilst efficient for bus operations, the bus station is expansive and visually dominant in the heart of the Tottenham Hale area.
• Bus standing arrangements often create a dominant visual and physical barrier to east-west movement.
• The over station development site provides an exciting opportunity to radically improve the setting of Station Square and introduce new commercial uses at its prominent eastern edge.
• The eastern elevation of the eastern parcel of the Station Square West proposal will provide enclosure and activity on the western edge of Station Square.
• Pedestrian movements across the bus station are not encouraged, with people being directed around either north or south of the bus standing area.
• The share point of access and egress requires all buses to turn within the bus station demise – which requires a large bus station footprint.
• Station Square is a key public space in the heart of Tottenham Hale and located immediately adjacent to the proposed north-south axis which extends from the southern end of Ashley Road, across the station island site and Ferry Lane to the Retail Park site. The edge of the bus station would not define this important local route well.
• The DCF proposes a new development to sit between a reconfigured bus station and this proposed local route which can help better define both these important elements of Tottenham Hale’s public realm network.
Bus standing creates a dominant visual and physical barrier on the western edge of Station Square.
4.2.3 Scope for future improvements

The preparation of the DCF has been informed by close collaborative working with key partners including the transport stakeholders. Already an important space in Tottenham Hale, Station Square will only become yet more important as developments in the area are completed and new residents move in.

The existing station square has been provided as part of a major TfL investment programme which focused on the removal of the traffic gyratory in the local area. Working with these transport partners and building on the investments already made, the DCF envisages a further programme of improvements to Station Square which would ensure it is a place where the needs of local people using the area, passengers using the interchange and public transport operators are all appropriately catered for.

Key objectives for Station Square include the following:

1. Support east-west and north-south movement
2. A station environment enclosed by activities which help to attract people and increase dwell times
3. An environment which is easy, safe and pleasant for people to move through
4. A station environment which supports excellent and efficient public transport facilities

The proposed new bus station arrangement will enable the delivery of further improvements to the operational and environmental efficiency of the bus interchange.

4.2.4 Tottenham Hale Station and over station development

The station site itself is a significant development opportunity. Planning permission, funding and a development programme is already in place for the replacement of the station building itself, works on which are due to commence in the near future.

The over station development presents an opportunity for commercial / retail ground floor uses to frame the Station Square space and add interest and activity to it. The site is also a significant residential development opportunity, with capacity for approximately 200 dwellings.

This opportunity is the subject of a dedicated design competition.
Preferred option isometric
4.4

STATION SQUARE
WEST & NORTH

The Station Island site will be a new focal point of the new Tottenham Hale District Centre and the central link in a new chain of development sites.
Create strong frontage
Community Facility
New facility
Buffer Zone
Key Pedestrian Route
Primary Street
Secondary Street
Tall Building
Heritage Building
Public Realm
Active frontage
Live - Work Area
4.4.1 Station Square West

Station Square West will be a hub of activity throughout the day and into the evening. Station Square West will be at the thriving heart of the new district centre. The pedestrian friendly north-south route flanked by commercial uses on either side will align with much improved crossings to adjacent areas. Station Road will be a quieter street with hotel, commercial and residential uses. In view of its mixed land ownership, the area will need to be delivered through comprehensive redevelopment in order to meet its potential and enable the wider vision for the area to come forward.

4.4.2 Existing issues and context – neighbourhood character

Since the station opened in 1840 historic plans indicate that there has always been a generous space from the main approach from the west. Anchored by a corner pub at The Hale, Station Road provided direct access to the station from the west. Today, the area south of Hale Road has little townscape merit, with drive-through format retailing on the southern site and an uncoordinated mix of commercial activities to the north. On the north side of Hale Road, a terrace of Victorian houses survive which have the potential to contribute positively to local townscape quality.
### 4.4.3 Constraints and opportunities

- Construction has commenced on a new hotel along Station Road which will provide the area with early investment.
- This development also strengthens the role Station Road will play as sites come forward.
- The area benefits from three principal redevelopment sites – parcels to the north and south of Station Road and a new development parcel alongside Station Square.
- The parcel south of Station Road is in single ownership which will help delivery.
- Land ownership across the other two parcels is more complex but comprehensive development of these parcels is considered necessary given the important role the site will play in linking major adjacent regeneration areas north and south.
- The alignment of the Victoria Line service tunnel across the site is a major constraint and will increase construction costs which is likely to influence the form of development.
4.4.4 Design guidance and parameters

Form of development

• With key buildings on prominent positions on each of the three land parcels, the area will accommodate the widest range of activities including high quality retail.
• Planning permission has already been granted for a new station building.
• Station Road alignment will be retained and the parcels either side of it developed comprehensively with two podium blocks.
• A new building is proposed between the Station Road sites and the bus interchange space – to both help define a new north-south connection on the western side to Ashley Road and the retail park respectively. The block also helps to define and enclose the Station Square to the east.
• Blocks on the north-south alignment are typically 16m deep. Blocks on an east-west alignment are typically 12m deep to enable natural light to penetrate the block courtyard.
• New blocks should respect the existing alignment of all perimeter routes.
• The framework identifies four locations considered appropriate for taller buildings. These are (i) on the southern end of the eastern parcel, (ii) on the western end of the southern parcel, (iii) on the eastern end of the northern parcel, and, (iv) on the western side of the northern parcel.
• These locations accord with and reflect the strategy towards tall buildings outlined earlier in this DCF. Opportunities for taller buildings as envisaged can help to provide a strong and well defined built form to help aid local navigation and legibility.
• Care will be required on south facing east-west aligned frontages to limit heights to avoid overshadowing of block courtyards.

Access and movement

• Direct access to the bus station should be provided through the eastern parcel.
• New generous pedestrian crossings to the north and south should be provided, across Hale Road and Ferry Lane respectively.
• Development should be car free or have only very limited car parking provision in view of proximity to the public transport interchange.
• Station Road will remain open to two-way local traffic via the junction with The Hale to enable vehicular access to development parcels including the new hotel. However, the junction between Station Road and Hale Road is one way with vehicles only being able to exit Station Road to join Hale Road and not vice versa.
• In the longer term, Station Road and Hale Road could provide carriageway space to accommodate bus standing should this additional capacity be required.
• Station Road may have a function as one of several local station drop-off/pick-up locations.
4.4.5 Active frontages and streets

- The interchange square needs enclosure and active edges – which would be provided by a new building on its western edge (as well as the over-station development to the east).
- Commercial uses would occupy lower floors on developments along Station Road.
- Buildings addressing Hale Road would also present active commercial uses at ground floor.
- This would also be the case for south facing buildings on the north side of Ferry Lane.
- It may be possible or appropriate to accommodate residential uses on lower floors along The Hale.
4.4.6 Land uses

- All three development parcels are to be mixed-use with non-residential / commercial grounds floors and predominantly housing development on upper floors.
- A range of residential unit types and tenures should be provided on the upper floors.
4.4.7 Station Square West

These images provide an impression of the potential new character of the sites if all sites were completed. Buildings are envisaged to be modern in design and materiality set within an environment of high quality public realm.
View from Ashley Road looking south toward Station Square West
4.4.8 Area schedule

This table provides an overview of the housing and employment capacity of the Station Square West site.

These figures are not intended to be definitive but do provide a good estimate of overall housing and employment capacities across the Station Square.

The appropriate housing mix for new residential development across this area as a whole is:

40% 1-bed dwellings;
50% 2-bed dwellings; and
10% 3-bed+ dwellings.

This equates to an average unit size of 64 sqm.

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<th>Area (ha)</th>
<th>Developed (ha)</th>
<th>Hotel, Office &amp; Light Industry Jobs (sqft)</th>
<th>Retail, Food &amp; Leisure Jobs (sqft)</th>
<th>Jobs</th>
<th>Community</th>
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Development capacity schedule

Axonometric view of Station Square west site massing
4.5
ASHLEY ROAD SOUTH

Ashley Road will be a thriving mixed-use area with a vibrant mix of high density businesses and homes occupying converted and new purpose built accommodation.
Create strong frontage
Community Facility
New facility
Buffer Zone
Key Pedestrian Route
Primary Street
Secondary Street
Tall Building
Heritage Building
Public Realm
Active frontage
Live - Work Area
4.5.1 Ashley Road South

Ashley Road will be a thriving mixed-use area with a vibrant mix of high density businesses and homes occupying converted and new purpose built accommodation. New connections will provide the area with both a high quality environment. Ashley Road itself will be flanked at the southern end by a mix of commercial and community uses, with businesses along the ground floor level further north and employment uses towards Watermead Way. New homes will benefit from views over Down Lane Park.

4.5.2 Existing issues and context – neighbourhood character

The Ashley Road area is an established employment location well connected to the strategic road network with its eastern border with the A1055 Watermead Way which connects the area directly with nearby strategic employment locations in the Upper Lee Valley such as Central Leeside and Brimsdown.

The area has played an important role in the industrial heritage of Tottenham Hale. Key employers in the area included Eagle Pencils which operated from their Ashley Road base between 1907 and 1992 which encompassed the time when the company were acquired by Berol; Cannon Rubber which had factory facilities along Ashley Road; the Ever Ready Company who produced batteries along Ashley Road; and Lorilleux & Bolton Ltd who operated from their site at Eclipse Works, Ashley Road. More recently the area has accommodated a range of employment uses including fabric production, a petrol filling station and offices.
4.5.3 Built character

The Ashley Road South area benefits from some heritage buildings which help to define a strong built character for the area. Berol House, the early C20 factory premises, has received significant investment and provides a range of commercial unit sizes. Some buildings on the opposite side of the road also have considerable townscape merit and add positively to the character of the area.

4.5.4 Constraints and opportunities

- The existing character employment buildings in the area – which creates an existing townscape context which new development will need to respond positively to.
- The busy and noisy environment along Watermead Way and Hale Road make the eastern side of the area a more suitable location for employment uses.
- New green connections will form the southern boundary of the site and will provide a high quality environment as the density of activities intensify towards the heart of the district centre.
- The relationship with Down Lane Park makes the west of the area an attractive prospect for residential developments.
- A foul sewer runs north-south beneath the eastern part of the site which might impact development capacity or increase development costs. Ideally this would be rerouted east beneath the Watermead Way pavement.
- The opportunity to enhance the setting of existing heritage assets of Berol House and the existing Cannon Street Jersey Fabrics office building. These buildings set the tone for future development.
4.5.5 Design guidance and parameters

Form of development

- Ashley Road will remain the key public and movement spine of the area.
- The block structure should respond to the retention of Berol House and other employment buildings of heritage value including the existing frontage of the Cannon Street Jersey Fabrics building.
- Development parcels should define a network of parallel and broadly equidistant east-west routes which connect Ashley Road with Down Lane Park to the west and Watermead Way to the east.
- The southern boundary of the site forms the northern edge of the green link and will play an important role in defining and creating an active edge to this key route.
- Typical block proportions will be approximately 80m deep and 40m long along its Ashley Road frontage.
- This preferred form of development will help to integrate the regeneration of the Ashley Road South area into the wider area which is comprised of traditional perimeter blocks.
- Development blocks between Ashley Road and Watermead Way are shown in this Framework as courtyard blocks. All other blocks are podium blocks with private residential amenity spaces over private parking.
- The resultant form of development creates strong built edges to all public routes, streets and the edge of the Down Lane Park.
- The building line adjacent to the park should be pulled back to enable retention of existing trees around the perimeter and enable access to buildings directly from the front.
- On the east side of Berol House, commercial buildings will provide overlooking and a strong built edge to Watermead Way.

Access

- Physical access to new buildings should be made directly from the street, with the primary street address for new development being Ashley Road and secondary access points being taken off this key spine.
- Vehicular access should generally be gained via Ashley Road, with access to individual development blocks from connecting lanes.
- To protect the commercial viability of the eastern side of the area, it will be necessary to allow service vehicles to pass behind Berol House from the north and exit right along a short stretch of the pedestrian link to the south and then turn right again on to Ashley Road.
- The opportunity should be taken to open up connections to the Park between new urban blocks.
- Vehicular access will be required along the western side of the green fingers in this location to provide service access to buildings which directly address this route.
- In the longer term, it might be necessary to utilise Ashley Road or Burdock Road for temporary bus standing space as improvements are made to Tottenham Hale station and public transport services.
4.5.6 Active frontages and streets

- New buildings should address existing and proposed streets and public routes.
- Where buildings do not physically address a street – for example, commercial buildings along Watermead Way which may be accessed from proposed side streets and apartment buildings looking over Down Lane Park, buildings should provide overlooking with windows and balconies.
- Care should be taken to ensure good quality frontages address the edges of the green fingers as it forms the southern boundary of the site.
4.5.7 Land uses

- The primary land use for development east of Ashley Road should be employment generating.
- Residential land uses will predominate in development to the west of Ashley Road.
- Retail and other public-facing commercial uses should concentrate at the southern end of Ashley Road and Hale Road.
- The east side of the site is also appropriate for education uses, particularly those associated with vocational training which would complement the employment character of the area.
4.5.8 Ashley Road

Brick warehouses, industrial heritage, live-work uses, creative industries, flexible work spaces – these all evoke the character of the Ashley Road South area which will continue to play an important role in protecting existing, fostering and creating new job opportunities for local people and the wider Upper Lee Valley sub-region.

New developments will make more intensive use of available space, so the maximum benefit can be made from the area’s exceptional access to public transport infrastructure.
Artist’s impression of Ashley Road looking north across the axis of the Green Grid
PART 4: TOTTENHAM HALE DISTRICT CENTRE FRAMEWORK

TOTTENHAM HALE DISTRICT CENTRE FRAMEWORK    December 2015
4.5.9 Area schedule

This table provides an overview of the housing and employment capacity of the Ashley Road South site.

These figures are not intended to be definitive but do provide a good estimate of overall housing and employment capacities across Ashley Road South.

The appropriate housing mix for new residential development across this area as a whole is:

35% 1-bed dwellings;
35% 2-bed dwellings; and
30% 3-bed+ dwellings.

This equates to an average unit size of 68 sqm.

<table>
<thead>
<tr>
<th>Area (ha)</th>
<th>Developed (ha)</th>
<th>Hotel, Office &amp; Light Industry</th>
<th>Jobs</th>
<th>Retail, Food &amp; Leisure</th>
<th>Jobs</th>
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Development capacity schedule

Axonometric view of Ashley Road south massing
4.6
ASHLEY ROAD NORTH

The Ashley Road North site will deliver family housing and improved school facilities for the new Harris Academy.
4.6.1 Ashley Road North

The Ashley Road North site will deliver high quality mixed housing development which combines more traditional family housing typologies which would reflect the grain of the existing housing streets in the area with higher density park-side apartments. Extending the Ashley Road axis through the site, the land to the east will accommodate new sport, recreation and play space facilities for the new Harris Academy. New development will take advantage of the south facing aspect across Down Lane Park.

4.6.2 Existing issues and context – neighbourhood character

This Council depot occupies a site immediately north of Down Lane Park but otherwise within an established residential community with streets of terraced Edwardian housing. To the east, the site falls under the shadow of the A1055 Watermead Way as it rises above the railway line. A public footbridge and underpass at the far eastern end of Park View Road provides pedestrian access to Tottenham Marshes with a cycle link south to Tottenham Hale.
4.6.3 Constraints and opportunities

- The site presents a valuable opportunity to deliver family homes in the area.
- The site benefits from a prominent south facing aspect overlooking Down Lane Park.
- The site is adjacent to the new Harris Academy through-school and provides potential to help meet their expanding space requirements.
- There is scope to improve pedestrian and cycle access to Tottenham Marshes and the Regional Park.
- There is an opportunity to re-integrate this site within its immediate context – extending Ashley Road north to meet with Park View Road and introducing new street blocks of a scale appropriate for the delivery of mixed family housing.
4.6.4 Design guidance and parameters

Form of development

- Development proposals should respect the prevailing east-west grain of the area.
- Development should take the form of east-west aligned terraced housing blocks.
- Higher density apartment-based housing blocks would be appropriate on the east and southern edges of the site, on the Ashley Road axis and park frontage respectively.

Access

- The site would be developed through the natural extension of the local street network.
- All buildings would be accessed directly from new or existing streets.
- A new connection should be made between the housing and school uses connecting the north of Ashley Road with Park View Road.
- Local cycle routes should be protected and improved where possible.
- Development should be undertaken in conjunction with improvements to the link toward Tottenham Marshes as part of a wider open spaces strategy.
- Given barriers created by major infrastructure, there is a need to retain/enhance an east-west connection between the north of Down Lane Park to existing bridges which link to Tottenham Marshes.
4.6.5 Active frontages and streets

- All housing should address new or existing streets.
- Building fronts, where front doors are located, will face other building fronts across public streets. Private back garden and amenity areas will abut each other.
- Development on the southern boundary of the site should provide overlooking to Down Lane Park.
4.6.6 Land uses

- The principal land use will be family dwellings.
- Higher density apartments would be appropriate on the eastern and southern boundaries of the residential part of the site.
- The centre of the site would be appropriate for smaller scale traditional or mews-style housing.
- The east of the site will be used for education uses associated with the newly established Harris Academy.
4.6.7 Park View Road

A number of residential environments can be created on this regular and reasonably sized development site to the north of Tottenham Hale. With traditional terraced housing streets beyond, development in the northern side of the site would most appropriately echo this form of development. To the south and east, there are opportunities for higher density forms of development which benefit from an Ashley Road frontage or direct views south over Down Lane Park.

To the east of Ashley Road, the major road and rail corridors create barriers to pedestrian movement. All opportunities to improve east-west connections between Down Lane Park and Ashley Road and Tottenham Marshes should be taken.
3.6.8 Area schedule

This table provides you with an overview of the housing and employment capacity of the Ashley Road North site.

These figures are not intended to be definitive but do provide a good estimate of overall housing and employment capacities across Ashley Road North.

The appropriate housing mix for new residential development across this area as a whole is:

10% 1-bed dwellings;
30% 2-bed dwellings; and
60% 3-bed+ dwellings.

This equates to an average unit size of 78 sqm.

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<th>Area (ha)</th>
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<th>Jobs</th>
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Development capacity schedule
4.7
TOTTENHAM HALE RETAIL PARK

The retail park will be comprehensively transformed into the commercial heart of the new district centre.
4.7.1 Existing issues and context – neighbourhood character

Built on the site of a large former rubber factory, the Tottenham Hale Retail Park currently has approximately 24 retail and leisure stores supported by approximately 550 surface parking spaces where the first three hours are free. The retailing takes an ‘out of centre’ format with large retail units facing a large central area of surface parking. The principal vehicular access to the retail park is via Broad Lane. Generally, the retail activity on the retail park currently turns away from Ferry Lane.
4.7.2 Constraints and opportunities

- The retail park is an inward looking environment. Ferry Lane in particular suffers from a lack of activity and address with long expanses of flank walls of large retail units.
- There is a major opportunity for the site to present a much more positive frontage to Ferry Lane and more directly address the station.
- The retail units are of an out-of-centre format, set within a car dominated environment.
- Continuity of public parking will be required to facilitate phased redevelopment.
- The Victoria Line tunnel passes beneath the site.
- The railway presents a hard edge to the east.
- Crossrail 2 alignment impacts directly on the eastern edge of the site.
- Pedestrian connections to the site are important given the nature of the roads around the site.
- Existing lease arrangements will have a direct bearing on how and when sites come forward for redevelopment.
- Redevelopments should accommodate potential new connection to the south.
4.7.3 Design guidance and parameters

Form of development

- The site should be developed as a series of irregularly sized development parcels to enable different uses to be accommodated.
- The different frontage should be used to accommodate a range of different unit types and sizes. Broad Lane lends itself to smaller units suitable for independent local traders. The Ferry Lane and site interior frontages would suit larger retailers and operators.
- The scale of the site provides a valuable opportunity to provide new larger scale retail and leisure floor plates which will be important in ensuring the heart of the district centre complements the role and function of other nearby retail centres.
- Broad Lane frontage provides an early opportunity for the provision of a decked parking area. This could be a permeable structure and masked by other uses.
- Sites where commercial and residential uses are combined should take the form of podium blocks where private amenity courtyards for residents are provided over private resident parking areas.
- Historical analysis of the site together with the existing grain of the immediate hinterland should inform a new urban grain.
- New development should be organised around a central high quality public space in which pedestrians are the priority.
- New development should address Ferry Lane and Broad Lane directly.
- The form of development should encourage the creation of future connections south.
- The arrangement of the masterplan for the site should be such that the Crossrail 2 safeguarding area to the east of the site, could come forward separately in its own later phases.
- Residential development on upper floors should be good quality accommodation and not dominated by single-aspect flats. There is scope to use the upper floors of the residential accommodation to provide some larger family units which benefits from larger private amenity spaces.
- Care will need to be taken to ensure appropriate levels of sunlight and daylight are provided to key retail frontages public outdoor spaces.

Access

- Existing vehicular access to, and egress from, the site can be maintained from Broad and Ferry Lanes respectively. This however, would only be used by service and staff vehicles outside peak hours.
- Normally, the main areas would be car free.
- Provision for future connections to the south should be incorporated.
- Routes around the outer perimeter of the blocks provide scope for surface parking for residents.
- The junction on Broad Lane acting as the main access route to/from the proposed multi-storey car park (MSCP) is currently operating as the B&Q servicing access. Given the likely traffic volumes as a result of the redevelopment, consideration should be given to signalling the junction and providing dedicated pedestrian / cycle crossing facilities.
- Vehicular access and servicing of the residential units away from the key link roads will need to be considered. Whilst residential development could come forward as car free, to accord with London Plan Standards 10% of units must be disabled accessible and thus have access to a dedicated car parking space. Car Parking in the MSCP is considered too far away from the residential units, particularly for disabled homeowners.
- The pedestrian crossing in its current form (post completion of the bus stop) is sited to the east of the current pedestrian desire line. Relocating the junction to the east would strengthen the key north / south link running through the Masterplan.
Masterplan
4.7.4 Active frontages and streets

- A new commercial frontage to Ferry Lane is a priority for any regeneration of the site.
- Principal retail frontages would address a new landscaped central space.
- Multi-storey retailing on the corner of Ferry and Broad Lanes would present ground floor retail to these two principal street edges.
- Decked car parking should be wrapped in secondary active community or commercial uses.
- Residential frontages will line inner streets and lanes and the outer perimeter of the site.
- Developments within the Crossrail 2 safeguarded zone should be undertaken so as to facilitate initial phases of development coming forward.
4.7.5 Land uses

- Redevelopment will be led by larger format retailing of a scale appropriate for a district centre.
- Opportunities to accommodate office accommodation adjacent to the station entrance should be explored.
- High density residential uses on upper floors will provide a range of units types, tenures and sizes which benefit from exceptionally high levels of accessibility.
- Provision for community uses at the heart of the retail park site should be made. Such provision might be in the form of a light weight pavilion structure.
4.7.6 Retail park

A vibrant retail mix comprising a range of smaller retail units together with mid-sized and some larger units will be accommodated in a new retail environment with high density residential and office accommodation.
Aerial view of Retail Park site massing looking west
4.7.7 Area schedule

This table provides an overview of the housing and employment capacity of the Retail Park site.

These figures are not intended to be definitive but do provide an estimate of overall housing and employment capacities across the Retail Park site.

The appropriate housing mix for new residential development across this area as a whole is:

- 35% 1-bed dwellings;
- 35% 2-bed dwellings;
- 30% 3-bed+ dwellings.

This equates to an average unit size of 68 sqm.

<table>
<thead>
<tr>
<th>Area (ha)</th>
<th>Developed (ha)</th>
<th>Hotel, Office &amp; Light Industry</th>
<th>Jobs</th>
<th>Retail, Food &amp; Leisure</th>
<th>Jobs</th>
<th>Community</th>
</tr>
</thead>
<tbody>
<tr>
<td>4.8</td>
<td>4.8</td>
<td>169,560 sqft</td>
<td>1,313</td>
<td>214,174 sqft</td>
<td>1,059</td>
<td>16,048 sqft</td>
</tr>
</tbody>
</table>

Development capacity schedule

Axonometric view of Retail Park site massing
Artist's impression of Ferry Lane, looking east.
4.8

WELBOURNE CENTRE & MONUMENT WAY

The Welbourne Centre provides an opportunity for a new health centre and associated community uses and Monument Way has scope to support the delivery of new family and affordable housing.
Create strong frontage
Community Facility
New facility
Buffer Zone
Key Pedestrian Route
Primary Street
Secondary Street
Tall Building
Heritage Building
Public Realm
Active frontage
Live - Work Area
4.8.1 Welbourne Centre and Monument Way

The Welbourne Centre and Monument Way sit within an established residential community to the west of the proposed district Centre. The Welbourne Centre site marks the entrance to the Tottenham Hale district centre when approached from Tottenham High Road along Monument Way. The site will be a community hub with new health and community uses on the lower floors alongside improved landscaped grounds. The Monument Way site lies between the Chestnut estate and the bus road corridor of Monument Way itself – so development in this location will need to do an important job of buffering the existing community from the harsh road environment.

4.8.2 Existing issues and context – neighbourhood character

Despite the removal of the gyratory, the environment along Monument Way remains one dominated by fast moving traffic. The lack of buildings addressing this key route, the lack of any on-street parking and the paucity of pedestrian crossings has resulted in an environment which prioritises the fast flow of traffic above non-motorised modes.

Whilst landscaping measures have recently been introduced, the road corridor remains one that local people choose to avoid. The landscape treatment and features along Monument Way currently provide Chesnut Estates residents with highly valued environmental mitigation from the busy road environment.
4.8.3 Constraints and opportunities

- Residents of the Chesnut Estate value the existing physical separation between their residential neighbourhood and Monument Way itself.
- Very few buildings provide Monument Way with any sort of address, activity or frontage. The road corridor is more hostile for pedestrians as a result.
- The land between Fairbanks Road and Monument Way provides an opportunity to maintain a level of environmental mitigation for existing residents whilst also ensuring new development has a more direct relationship with the principal road corridor.
- The Welbourne Centre site provides an exciting opportunity to deliver a new health centre together with higher density residential uses above.
- The most straightforward design response would be to have buildings which back on to Monument Way and front on to Fairbanks Road, but this would exacerbate the harsh environment along Monument Way which is the key approach corridor to Tottenham Hale and the upper Lee Value.
- Realignment of Fairbanks Road would release land adjacent to the existing housing blocks which would enable new housing development to create a positive street edge to Fairbanks Road and Monument Way beyond whilst also buffering the environmental impacts of Monument Way for existing residents of the Chesnut Estate.
- Community safety is an important issue in this location – so new development should demonstrate how it will help to make streets and public routes safer both during the day and into the evening.
4.8.4 Design guidance and parameters

Form of development

• A range of development options have been developed and reviewed – with less intense forms of development along a realigned Fairbanks Road combined with higher density development on the Welbourne Centre site.
• New development along this axis should seek to improve the environment along Monument Way.
• New development should complete the exposed ‘block-ends’ along Fairbanks Road.
• Building heights along Fairbanks Road should echo the heights of those around them.
• Building heights on the Welbourne Centre site should range from approximately 5 storeys with a tall building element oriented to the east which addresses the core of the district centre.
• This taller building will help legibility and is visible from Station Square.
• The lower shoulder of the Welbourne development will provide street frontage to Monument Way.
• New development should help protect the existing private amenity of existing residents from the environment along Monument Way.

Access

• New development should be accessed off a realigned Fairbanks Road.
• Fairbanks Road should be moved south to release developable land adjacent to the existing Fairbanks Road terraces.
• Vehicular access off Chesnut Road to Fairbanks Road will continue to be required – potentially relocated west to better connect the existing area of public open space with the proposed new community facilities on the Welbourne Centre site.
• The potential for establishing future vehicular access to the Chesnut Estates directly off Monument Way should be explored. Such an approach would require provision of a link road between Hamilton Road and Fairbanks Road.
• From an environmental perspective, Monument Way would benefit from more elements which would help to moderate the traffic speeds – more on-street parking, bus stops, junctions and pedestrian crossings.
• On-street parking should be accommodated along Fairbanks Road for new and existing residents.
• Dedicated parking is likely to be required for the new health/community uses on the Welbourne Centre site.
4.8.5 Active frontages and streets

- The Framework seeks to deliver new south-facing residential development which provides an address to a realigned Fairbanks Road and, correspondingly, provides frontage, activity and overlooking to Monument Way.
- The redevelopment of the Welbourne Centre site is orientated towards the central Tottenham Hale area and is an integral part of the district centre itself.
4.8.6 Land uses

- The Welbourne Centre site will be a mixed-use building with a health centre and associated community space on the lower floors and flatted residential dwellings on the upper floors.
- The priority for the Monument Way site is the delivery of family sized and affordable housing which will be accessible to local people.
4.8.7 Public realm strategy

The principal public realm objective is to make the area feel safer whilst continuing to protect the amenity of local residents from the busy environment of Monument Way. Being a key strategic east-west axis across the Lee Valley, Monument Way is perceived as a thoroughfare with fast flowing traffic and few reasons for pedestrians to be there. But it is a key bus route and provides access to local primary schools and the most direct connection between Tottenham High Road and Tottenham Hale station. The environment along it should therefore be seen as an important part of the local public realm network. It will be important to maintain a landscape buffer including mature street trees between Monument Way and the realigned Fairbanks Road. The public open space adjacent to the Welbourne Centre could become a more useful local amenity if it were more closely associated with new community facilities provided on this site. This could be achieved through the realignment west of the junction between Fairbanks Road and Chesnut Road.
Aerial view of Monument Way and Welbourne Centre massing looking east
4.8.8 Area schedule

This table provides an overview of the housing and employment capacity of the Welbourne Centre and Monument Way sites.

These figures are not intended to be definitive but do provide an estimate of overall housing and employment capacities across the Welbourne Centre and Monument Way sites.

The appropriate housing mix for new residential development on the Welbourne Centre site is:

40% 1-bed dwellings;
50% 2-bed dwellings; and
10% 3-bed+ dwellings.

The appropriate housing mix for new residential development on the Monument Way site is:

40% 2-bed dwellings; and
60% 3-bed+ dwellings.

This equates to an average unit size of 64 sqm for the Welbourne Centre and 80 sqm for Monument Way.