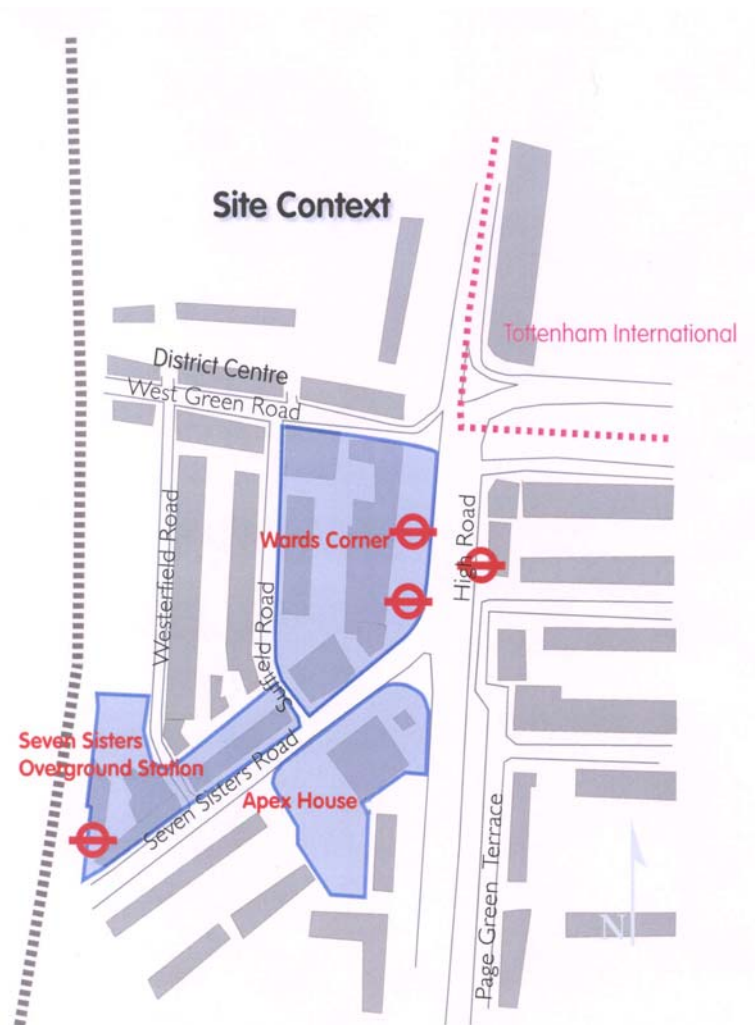


Wards Corner/Seven Sisters Underground Development Brief.



January 2004

1. Background



This site comprises Seven Sisters Underground Station and its entrances and frontage buildings on Seven Sisters Road, West Green Road and Tottenham High Road, as well as the 'Apex' building to the immediate South. The area is generally referred to as 'Wards Corner' after the former Wards Department store which traded from this site. This brief focuses on the Wards Corner site, which is the one most likely to come forward in the short term. The two related sites are included for completeness in the event that they come forward at a later stage, but consideration should be given to linking the Wards Corner and Seven Sisters sites together, if at all possible.

This is widely recognised as a 'gateway' location into the borough at a very prominent location. At the current time the area is dominated by a number of vacant and derelict buildings which present a real development opportunity to upgrade the environment of the area.

The Seven Sisters/Bridge New Deal for Communities (NDC) and Haringey Council wish to facilitate a high quality redevelopment and the regeneration of this key site.

2.Regeneration Context

The area around the station is perceived as unsafe by the local community and suffers from a high degree of crime. The range of shops and facilities in the area is considered poor and regeneration of West Green is one of the objectives of the adopted UDP.

The east of Haringey is recognised as one of the most deprived areas in London in the draft London Plan and is targeted for regeneration. This is being linked to improved transport links, training programmes and capacity building initiatives.

Haringey is taking a co-ordinated approach towards development along Tottenham High Road. This is an historic corridor which runs on the alignment of the Roman Ermin Street from the southern to the northern borders of the borough. It is split into six conservation areas which run its full length, however there has been an overall lack of investment in the building stock and the whole area suffers from high levels of deprivation. A Heritage Economic Regeneration Scheme (Hers) operates along the High Road.

Haringey has agreed a strategy for Tottenham High Road and in support of this is preparing briefs which are supplementary to the borough's draft replacement Unitary Development Plan. This will provide the context for regeneration of Tottenham High Road. The sites are also very close to the Tottenham International Area which is subject to major regeneration initiatives, in partnership with the London Development Agency.

The Seven Sisters/Bridge NDC is responsible for regeneration of the area from Seven Sisters Underground south-westwards towards the borough boundary. The area suffers from high levels of deprivation and in particular from high levels of crime. Their previous public consultation exercises have highlighted the problems surrounding this site and their determination to improve matters. The borough's Haringey Retail Capacity Assessment (September 2003) also identifies that the Wards Corner site should be the focus for redevelopment, acknowledging the need to improve West Green's shopping environment and consolidate the amount and quality of facilities.

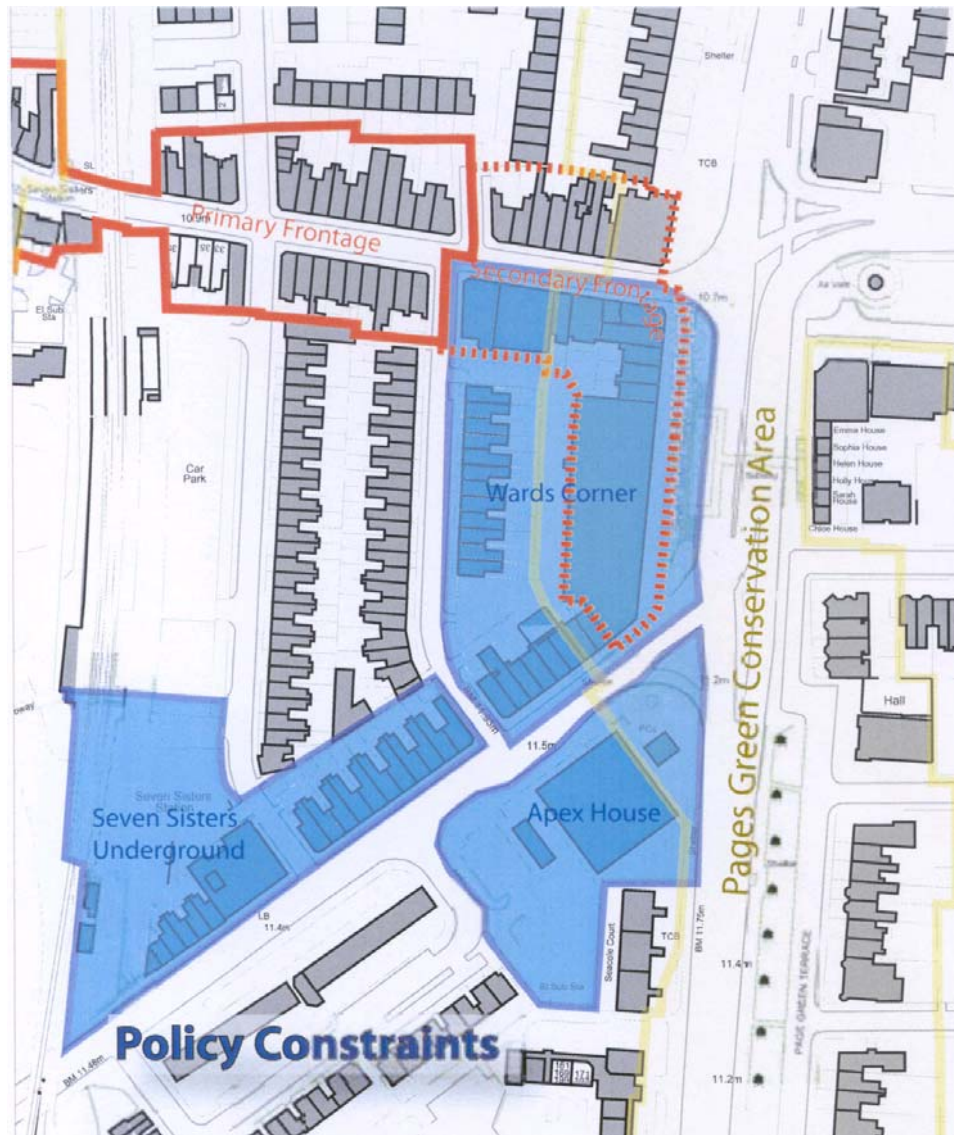
3.Site Description and Context

The brief area includes three separate, but geographically closely related parcels of land. The first is 'Wards Corner', bounded by the High Road, Seven Sisters Road, Suffield Road and West Green Road. The second is the Seven Sisters underground building on Seven Sisters Road, and an adjoining parade of shops. The final parcel is a Council office building on the High Road, called Apex House. In the short term, only the Wards Corner site is likely to come forward for development and so the brief focuses on this site, but opportunities to link it to the other two sites should be explored.

The sites are located within the West Green Road/Seven Sisters District Centre. The buildings on West Green Road and High Street are within its secondary frontage in the adopted Unitary Development Plan, which is proposed to be redesignated primary frontage in its Replacement.

The Wards Corner site is predominately two-three storey late Victorian commercial buildings, some of which are derelict, as well as Seven Sisters Market. The

commercial buildings on the High Road frontage are all located within the Page Green conservation area, although they are considered to make a neutral contribution to its character and appearance. At the rear there is a car park and a residential terrace on Suffield Road.

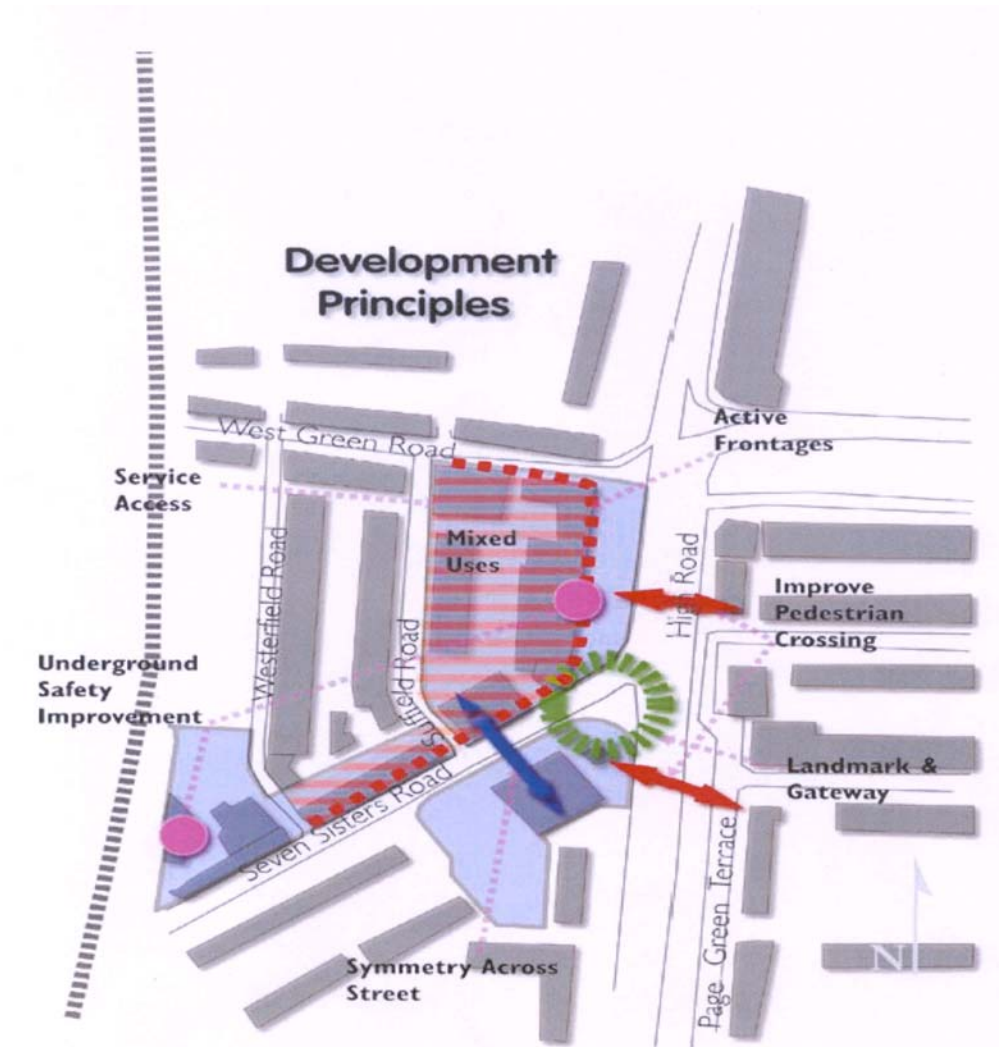


4.Vision

Create a landmark development that acts as a high quality gateway to Seven Sisters, providing mixed uses with improved facilities and safer underground station access.

The remainder of this brief is set out in the form of development principles, which are design and planning objectives in order to bring about this vision. A planning obligation will be used, where appropriate, to help to secure these objectives.

5. Development Principles



A) Urban Design

- Development must provide an attractive and high quality landmark and gateway to the Seven Sisters/Tottenham High Road area.

The sites visual prominence provides a great opportunity for an imaginative development.

On Wards Corner a development of 5-6 storeys in height may be appropriate, stepping down to three storeys on Suffield Road. On Apex Corner there is scope for a higher, landmark development, taking the opportunity presented by a corner site. The treatment of the roofline will be particularly important. There should, however, be a symmetry and consistency of architectural treatment across Seven Sisters Road, which together should act as a gateway into the Bridge community area. A public

feature of equal, or preferably greater, landmark merit as the clocktower should be included and the public lavatories should be replaced.

At the Seven Sisters Underground there is potential for an 'airrights' development (that is over the station) which also brings the station entrance further forward towards the street. Development here could be around 4 storeys in height.

- New development should regenerate and improve the living and working environment and make best use of the opportunities presented by the site.

The area is run-down and the buildings on the Wards Corner site in particular, are in need of physical renewal. However, the former Wards department store building itself is considered to have some architectural merit and any development scheme should reflect, and retain, the architectural features of the store, if at all possible. Any new development on the site should take the opportunity to reduce the opportunities for crime, by embracing the concepts set out in the Police's "Secured By Design".



- Development must enhance the Page Green Conservation Area.

The buildings at Wards Corner make only a neutral contribution to the character and appearance of the conservation area, (although the Wards store itself has some merit). In these circumstances, national policy PPG15 ("Planning & the Historic Environment") sees such sites as a spur to high quality, imaginative development. Pages Green itself has the potential to be an attractive open space which has the opportunity for environmental enhancement and much improved links to the Wards Corner area.

- Buildings should be of a distinctive and imaginative modern design with simple and robust detailing to provide a low maintenance and sustainable solution.

On this side of the High Road there is a lack of strong context at this point. This provides the opportunity for bold and creative design.

- Development should include active frontages, and visual variety and interest, onto the West Green Road, High Road and Seven Sisters Road frontages.

Maintaining activity of the street will be particularly important, in particular more uses that are open in the evening looking out onto the street.

- Development should take its cue from the richness and diversity of the communities and small shops in the West Green Road area.

This diversity is one of the great strengths of the area. The development should add to rather than detract from this richness.

- Development should include significant and co-ordinated improvement to the public realm, including public art and street trees. A wide pavement and clear building line along the High Road should be maintained.

The current wide pavement and street tree cover, with opportunities for forecourt seating, is a strong positive feature of the area. The existing Wards Corner building line should be retained, so far as is possible, in order to maintain this sense of space. Mature trees should be protected where possible, and additional hard and soft landscaping introduced. The air duct for the underground is subject to graffiti and should be replaced or improved, if possible.

- Development should incorporate the principles of sustainable design including use of waste and recycling.

B) Transport and Access

- Development must be designed, in conjunction with the Police and the British Transport Police, to reduce opportunities for crime, especially around the Station entrances.

The need to improve the negative perception of public safety, and reduce the opportunities for crime, both in and around buildings, and improve access and security around the underground entrances, are key considerations in the proposed regeneration of the site. Although there would be the need to secure agreement with London Underground, it is considered that the potential to develop a single, and safe, at grade pedestrian entrance and concourse, to replace the existing arrangements, should be investigated.

- It should improve access to the Seven Sisters Underground and Overground Stations, and achieve improved interchange between them. To achieve this, comprehensive development is promoted.

Seven Sisters underground station is programmed to be refurbished, under the public private partnership, in due course, with works likely to include CCTV, help points, escalator modernisation, access improvements, etc. The timetable is not known at



this stage. The Brief must be seen in the context of the plans of London Underground and the franchisees (Metronet's). However, development of the site should be seen as enabling development, with a view to improving underground access at ground level. Financial contributions to go towards these improvements will be secured by a planning obligation. Piecemeal development will be resisted. Although it would be a matter for London Underground, improvements could involve excavating a new concourse, with an entrance onto the street frontage, or alternatively a lightweight street level structure on top of the existing concourse and station entrances.

- The development should consider improvements to pedestrian access and safety in the area. Returning the gyratory to a two-way flow may facilitate this.

Transport for London (TfL) are responsible for both Tottenham High Road and Seven Sisters Road. It is their policy to phase out gyratory systems, as these have higher speeds and more accidents, as well as creating an unfriendly pedestrian environment. Although outside the remit of the Brief, studies have been undertaken by TfL, in order to identify potential modifications to the gyratory system, as part of the Tottenham International Development Framework. The study will determine the feasibility of this proposal.

- Development should include improved bus waiting and interchange facilities

This is an important interchange between tube and bus, and opportunities should be investigated as to how this interchange could be improved, for the benefit of all passengers.

- some public car parking for the shopping centre should be retained. Private car parking should be minimised.

At Westerfield Road the car park is already being reduced in size, by about half, due to London Underground development. As West Green needs to retain sufficient shoppers car parking, it is not envisaged that it will come forward for development in the short term. Any retail car parking should be shared parking for the centre as a whole.

The Councils' maximum parking standards in the replacement Unitary Development Plan apply and car parking should be kept to a minimum given the site's excellent public transport accessibility. The Council would consider "car-free" housing, controlled by legal agreement, in this location. Parking for the residential units behind Apex House will not be affected. Minimum disabled persons and cycle parking standards should be met.

All servicing for the Wards Corner site should be from Suffield Road and not the High Road.

- Development should give priority to pedestrians and cyclists.

The proposals must emphasise sustainable modes of transport, including facilities for cyclists and retaining existing streets as through routes.

- Development should be accessible to all

The development should be accessible to the whole community irrespective of age or disability. (see Haringey Council's SPG4 "Access for All – Mobility Standards".)

C) Land Uses and Development

- The development is suitable for a range of land uses, including retail uses to promote the vitality and viability of the West Green Road/Seven Sisters District Centre.

Development should be for a vital mix of land uses. As a District Centre, development suitable to its scale and function would be welcomed, providing it fulfils a qualitative need. Replacement of the covered market, although outside the remit of the Brief, would be welcomed.

Housing is suitable as part of the range of uses, especially at above ground floor level. Any housing lost on Suffield Road should be replaced as part of the overall scheme. Affordable housing, meeting the needs of the borough will be secured, although it is unlikely that pure social housing would be sought. Key worker or shared

ownership would be encouraged, which is supported by the Tottenham High Road Strategy. The amount of affordable housing should be in accordance with the policies of the Council, but will take account of the other planning benefits being enabled by the development and of commercial viability.

The One-Stop-Shop at Apex house should be retained or replaced as part of the development, as this provides a vital service to the South Tottenham area.

- **Development of the Wards Corner Site should take place comprehensively secured by compulsory purchase if necessary**

The objectives of the brief, in particular improvement of the underground and providing new retail facilities, are highly unlikely to be achieved by piecemeal development of the Wards Corner site. Although it is likely that the landowners will co-operate to secure this, compulsory purchase cannot be ruled out at this stage.

The entire Bridge NDC area was declared a Housing Renewal Area in 2003. Housing Renewal status provides the Council with additional powers for land clearance and forms part of the renewal strategy to regenerate a particular rundown area.

6.Delivery

The London Borough of Haringey, through its ownership of the Council offices and 713 Seven Sisters Road, is in a key position to secure a comprehensive and successful development.

Consultants have carried out discussions with all of the principal landowners and the majority are enthusiastic about bringing forward development. However, the possibility of using proactive planning powers to secure the whole site cannot be ruled out at this stage.

The Council are aware that the London Transport Board has secured easements, or rights of passage, over/under a number of properties, for the purpose of “using the subsoil or maintaining in or through such subsoil or under surface tunnels or works authorised by the 1955 British Transport Commission Act together with the space occupied by such tunnels and works etc..”. These rights have been secured over the properties at:

711,713,715,717,719,721,723,727/249,247,251/259 Seven Sisters Road

7.Planning Obligation

The vision of the project will be secured, in part, by a planning obligation, negotiated through the planning process.

The priorities include improving underground station access, reducing opportunities for crime, securing safer pedestrian crossing of principal roads, ensuring adequate affordable housing to meet the Borough’s needs, improving the environmental quality of the area, provision of public art and securing local employment benefits, through training and local labour schemes.

8.Content of a Planning Application

Any planning application should be accompanied by sufficient information to enable the application to be determined. On major cases, Haringey strongly encourages applicants to undertake their own consultation and to include a statement of the outcome of this in their application.

The scheme should include:-

- Urban Design Statement
- Full drawings including perspective and illustrative drawings
- Policy statement, including retail policy
- Statement as to how the affordable housing will be delivered
- Transport Assessment.
- Conservation assessment of any buildings in the conservation area proposed to be demolished.

9. Further Information

This Development Brief gives guidelines on how the site could be satisfactorily redeveloped. Haringey Council's Planning Applications Sub-Committee (PASC) in December 2003 considered the results of the public consultation that took place on the Brief and it was agreed by the Executive of the Council in January 2004 for adoption as the approved Brief for the site. Once adopted, the Brief becomes a material consideration in determining any future planning application on the site and Supplementary Planning Guidance, as part of the review of the Haringey Unitary Development Plan.

The UDP is undergoing a review and the guidelines set out in this Development Brief will be adopted by the emerging plan and become policy for the site.

The Council considers that the development scheme for the site should be the subject of a design competition, in order to secure high quality redevelopment, that would lead to the overall enhancement, and regeneration, of the area.



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