



**Wood Green**

**Strategic Regeneration Framework**

**Appendix 1 – Cabinet January 2018**

## **Foreword from Cllr Joe Goldberg, Cabinet Member for Economic Development, Social Inclusion and Sustainability**

Wood Green is a place bursting with character, full of potential and inspiring people. The area has fantastic strengths, including culture, diversity and a superb location, just minutes from central London. It has shops, restaurants and lots of open spaces, but through a number of consultations, residents have made it clear they want more for Wood Green, and we do too.

In Haringey we need to build well designed neighbourhoods, with mixed communities that provide high quality homes for residents at all stages of their lives. We also need to create more jobs throughout different levels of income and support our residents to access these opportunities.

As we work towards these aims, it is essential that growth is delivered in a responsible way, in line with the aspirations of the community. As part of this, Haringey has accepted a challenge from Andrew Gould, Chair of the Zero by 2050 Commission, to ensure that the physical and economic regeneration of the borough is low-carbon, environmentally sustainable, low-pollution, and supports green space.

Wood Green is one of the borough's major growth areas and reducing our economy's carbon levels and creating cleaner, greener, more sustainable ways of living and travelling are central to our regeneration proposals.

Informed by feedback from residents, businesses and stakeholders, this document unveils just how this ambitious transformation can be achieved, what our thoughts behind it are and how we, together with the community, can help Wood Green achieve its remarkable potential once more.

The vision is that Wood Green will become North London's most prosperous and sustainable town centre, a beating heart for our economy where an innovative new commercial area in the west of Wood Green complements a revitalised town centre.

Cosmopolitan, dynamic and creative, it will benefit from 6,400 new homes and 4,000 new jobs, outstanding transport links and countless opportunities for new and existing residents and entrepreneurs. The plans will help the area's economy to grow, supporting current businesses – many of whom have shared their regeneration ideas with us – to expand and evolve. Exciting plans will also bring in larger firms that can provide a much-needed boost.

As Wood Green is rejuvenated, people who already live and work here will feel the benefit – from having access to new jobs, training and work experience to enjoying top quality facilities. Better open spaces and green streets will also be created promoting wellbeing and positive mental health.

A better environment, with jobs, homes and a booming economy will be a reality for Wood Green.

## **Wood Green Today**

### Economy

Wood Green is a well-connected Metropolitan town centre, serving as a northern gateway to central London. It will be an Opportunity Area in the next London Plan boasting fast direct links to King's Cross and Moorgate. With Piccadilly Line updates and the potential for a new Crossrail 2 station, Wood Green's accessibility is set to continue improving with links to south west London and beyond.

There are approximately 650 businesses in Wood Green. Approximately half are retail, food and beverage while the third largest area is creative, arts and entertainment, which includes several sole occupants in the Chocolate Factory studios and along Coburg Road. While the number of businesses in Wood Green is steadily growing, the number of jobs has remained relatively static at around 9,000, suggesting that while there are many small businesses and start-ups, larger employers are leaving the area.

The cost of business accommodation is higher in London than many other cities, leading to many businesses in the capital being priced out. With its accessible location, Wood Green has an opportunity to attract these businesses and boost the local economy.

The aim is to deliver a mix of employment spaces, including an increase in the supply of good quality office space, plus workshops and other light industrial space. By using land more efficiently and creating a well-connected and urban location, more workspace and jobs will be available.

### Neighbourhoods/ People

There are approximately 12,000 people living in Wood Green, about 1 in 25 Haringey residents. The area is diverse, brings together a number of different communities, and is home people of many languages and backgrounds.

There are more young people living in Wood Green than the average in Haringey and more than 6% of children in Wood Green live in temporary accommodation. The educational achievement levels of young people in the area are less than the Haringey average, though performance is improving rapidly.

Wood Green has high levels of inequality in terms of skills and income levels. Employment opportunities in Haringey and in Wood Green are limited and the borough has the fourth lowest number of jobs per working age resident of any borough in London. Some residents commute to other areas of London for work, but many others are unemployed or in insecure, low-paid roles.

Much like the rest of London, inequality is stark. Parts of Wood Green are amongst the 20% most deprived areas in England. To the west are neighbourhoods with larger proportions of high income households living in expensive owner-occupied or high rent properties.

Health inequalities in Wood Green are also significant.

### Town Centre

Wood Green is one of London's 13 Metropolitan Town Centres (the second largest category of town centre in the London Plan) and should play a vital role in meeting residents' retail, leisure and civic

needs but it has been in decline for a number of years, with falling trade a result of its limited offer, dated design and the rise of newer alternative London shopping destinations.

The Centre is failing to attract top brands for its retail offer, with little destination appeal. There is also a need for more quality leisure opportunities, which can boost footfall. A lack of employment space is exacerbating the loss of the town centre's vibrancy. Other issues include intensive traffic on the High Road, congested pavements, a lack of green infrastructure and poor air quality. Crime and the fear of crime has also been a deterrent to attracting better investment.

Working with innovative social enterprises, we have already taken steps to draw people back to Wood Green, supporting places like Blue House Yard – packed full of creative sellers for five years on an old council car park as it awaits comprehensive redevelopment – and the Green Rooms hotel, which provides a social hub, pop-up food offerings, drinks and entertainment.

## **Community Priorities**

Understanding the needs and aspirations of the community has been central to plans for the future of Wood Green. Between 2015 and 2017 there were three public consultations, and from engagement sessions to questionnaires, community feedback has informed every stage.

We asked residents, businesses and stakeholders what level of regeneration they wanted to see, from rejuvenating the high street to major town centre transformation. The vast majority made it clear that they favoured significant changes. This feedback allowed us to produce our ambitious Area Action Plan – mapping out how a transformed Wood Green may look and feel.

Feedback on our plans showed us exactly what is important to local residents. There is support for replacing the Mall with streets of shops, opening up the town centre, creating better east-west connectivity and expanding the shopping and restaurant offer by bringing in new businesses, while protecting and supporting existing ones. And there is a desire to improve accessibility and outdoor and leisure space. Lots of participants also said they wanted to see more trees and better waste and traffic management, including cycling infrastructure to improve the environment.

One of the biggest issues for residents was a promise from us that the new, better quality housing on offer as part of the plans, would be affordable for those already living in the borough. Residents also want to see adequate social and community infrastructure including schools, health centres and sport and recreation space.

### **Noel Park Big Local**

Noel Park is one of 150 Big Local areas in the UK – each awarded £1million to improve their community with lasting, positive change. Funded by the Big Lottery Fund, it enables people who live and work in the area to act on their own needs to make their areas even better places to live.

The Noel Park group's aim in the next 10 years is to be a great place to live where "everyone comes together and feels proud to belong". Key priorities are: Community hubs & activities (such as a community choir and social events), wider provision for young people, groups for the elderly, environment projects (such as community gardening) and boosting opportunities for local people.

### **Business community**

Wood Green town centre is not attracting shoppers like it used to and is struggling to compete with neighbouring town centres. Residents and businesses agree that significant transformation is required to make Wood Green a prosperous and well used destination and a place where people choose to live, work and spend time.

Members of Wood Green's business community have highlighted their key aims for the future. These include creating a strong and vibrant image for the area, working to reduce crime, and being a voice for businesses in future developments.

This community input and feedback has helped us shape our plans to make Wood Green an ambitious, thriving and welcoming place that works for everyone.

## **Vision**

A busy, vibrant and well-connected part of North London, Wood Green has some brilliant strengths. Our plans recognise this, and identify ways that we can develop and grow even further.

*Our vision is that Wood Green will become North London's most prosperous and green town centre – a place where people can succeed and are proud to live and work. It will combine outstanding and sustainable places for people to shop, socialise and create, with a wide and varied range of businesses. It will be a focus for opportunity and growth, a productive economic capital for Haringey, where people can come together, exchange ideas and put them into action.*

Based on community feedback, our own Corporate Plan and our Area Action Plan, we have identified the three overarching themes to underpin the sustainable transformation of Wood Green:

### **Opportunities on your Doorsteps**

Increasing employment levels – with increased earnings and educational achievement – is a key aim through this transformation. The plans look to create a greater proportion of jobs in more highly skilled sectors, such as sustainable technology, digital design and skilled/craft manufacturing, while delivering training and support so that our residents can access the range of roles created. Existing businesses will be given better opportunities to grow, and Wood Green will attract new businesses able to thrive in a bustling, rejuvenated, environment.

### **Sustainable Urban Living**

Growth, in line with local ambitions, will be delivered in a responsible manner, ensuring neighbourhoods are affordable, sustainable and appealing. A growing population will be supported by the community and social infrastructure that it needs, with good quality, low carbon neighbourhoods creating a healthy and accessible town centre.

### **Revitalising the Town Centre**

With outstanding connections to the rest of London, people will want to live, work, shop and socialise in Wood Green. The new town centre will be easy to get to, accessible and better connected to the rest of Wood Green and Haringey. From the arts, creative industries, to the market, library, independent restaurants and businesses and provisions for young people, Wood Green's vast and varied culture will be retained and celebrated, so that there truly continues to be something for everyone.

## **Vision for Character Areas**

### **Wood Green North**

Vibrant street cafes and restaurants on Station Road will sit amongst brand new offices, injecting life into the north of the centre. A transport hub, linking Haringey to central London and beyond, it will be the first thing many visitors see as they come into Wood Green, an impressive signal of what the area has to offer. Green links will lead to quieter family areas nearby, connecting residents to a healthier, livelier Wood Green for all to enjoy.

### **Wood Green Central**

Wood Green Mall will be redeveloped to create a new street-based town centre, reconnecting the historical street pattern to ensure a well-connected and lively town centre. A buzzing town square, bustling pedestrianised shopping streets, a market and expansion towards Alexandra Palace will make the centre of Wood Green the go-to destination for north Londoners. Residents will have leisure, employment, shops and entertainment right on their doorsteps, making them part of a lively, flourishing part of the capital.

### **Turnpike Lane**

As new life is breathed into Wood Green High Road, the benefits will run all the way to Turnpike Lane, with wider pavements, pedestrianised walkways, shops and food and drink spots. The aim is that Turnpike Lane will be an extension of Green Lanes with a well-used, safe and active Ducketts Common at the gateway. All kinds of small businesses – including many of those already there – will contribute to the eclectic and inclusive scene.

### **Chocolate Factory and Coburg Road**

A business destination, booming with ideas, creativity and energy will be home to outstanding London artists and makers – a destination for residents and visitors alike. The new Civic Centre will combine office accommodation for Haringey staff and a cultural focus with a new Library and a council chamber which can be used for events and exhibitions. The area will be easy to get to and well connected to the High Road, Station Road and Alexandra Park and Palace where there will be new leisure attractions including water sports and swimming in Palace Ponds.

**Wood Green Objectives:**

Opportunities on your Doorstep	Sustainable Urban Living	Revitalise the Town Centre
Build a bigger Metropolitan Town Centre with more employment space, delivering 4,000 new jobs	Deliver 6,400 new homes for existing and new residents to rent and buy in high quality, characterful neighbourhoods	Secure investment in a well-connected, destination which draws people from Haringey and beyond
Maximise opportunities for local residents through education, training, skills and employment	Invest in social and community infrastructure, including parks and a new library	Celebrate, protect and build on Wood Green's diversity and heritage
Support a business destination with the infrastructure in place for existing businesses to grow and to attract new businesses	Design a healthy and accessible town centre with welcoming spaces where people enjoy spending time	Make Wood Green a destination of choice, with a strong cultural offer both day and night



## **Opportunities on your Doorstep: Build a bigger Metropolitan Town Centre with more employment space, delivering 4,000 new jobs**

Offering more, and varied, spaces for workers and thousands more jobs, employment will be at the forefront of our plans for a revitalised and sustainable local economy.

There is a need for a mix of employment spaces, and connectivity between sectors including an increase in the supply of good quality office space, and an ongoing need for workshops and communal/co-working space and other light industrial space. By using land more efficiently and creating a well-connected and urban location, more workspace and jobs will be available. Expanding on what is already great about the area, exciting new businesses of all shapes and sizes will be welcomed, and current entrepreneurs will be able to expand, flourish and grow, resulting in a mixed and resilient town centre economy.

Grade A office space – usually aimed at tech companies and large employers – will make the area around Wood Green Underground Station very desirable for major firms, while the ground floor of Station Road will play host to lively street cafes and restaurants.

A smart town centre will be home to a redeveloped mall, offering quality leisure and shopping options, plus an expanded high street and a series of distinct shopping streets (reinstating the historic east-west connections) which combine higher-end offers with more typical high street brands. Wood Green market traders will get a new space to operate from.

The Chocolate Factory and buildings along Coburg Road are currently home to outstanding individual artists and SME creative industries, and by making this cluster bigger, arts and culture will remain a key part of Wood Green alongside new higher value office space

A new public library and civic centre will be an anchor for the expanded modern town centre. Thoughtful redevelopment, with the retention of heritage warehouses, will deliver unique and creative workspaces, with businesses on Coburg Road helping to animate a well-used east-west link.

The southern end of the High Road and Turnpike Lane will retain its historic buildings and small retail units to support the local independent retailers our residents value so much, and core to borough's identity and sense of place.

### **Achieving the objective**

- Provide a **range of commercial space** to meet the needs of different business groups including Grade A conventional office; grow-on/move on space; and SME Managed workspace/ co-working as set out in the **Economy and Employment Space Study**
- Increase the amount of employment space for creative industries around the Chocolate Factory and Coburg Road area
- Deliver a **new Civic Centre** with Library providing an anchor in the new employment area
- Develop **Grade A office** space around Wood Green Station to attract major companies and new employers
- To significantly redesign and grow the town centre with a better choice of retail and leisure and strong anchor tenants and make Wood Green a retail and leisure destination

## **Opportunities on your Doorstep: Maximise opportunities for local residents through education, training, skills and employment**

At the heart of our ambitions for Wood Green are our residents. This bold transformation has been informed by our conversations with the community, and every change we make is with the aim of creating a thriving place where people can succeed and be proud to live and work.

Education in the borough has progressed in leaps and bounds – and that will continue with increased access to training and support so that Wood Green’s residents can compete in the wider labour market. We will create partnerships with successful local businesses, providing apprenticeships, work experience and job opportunities.

Older residents who want to learn and train will also have access to great opportunities springing from our growing businesses and economy. We are expecting an employment boom in Wood Green, and we want to fill these roles with confident, well-trained local people.

We will work with developers to ensure that construction roles are available for Haringey residents, providing training, skills and support so local residents can access these jobs.

### **Achieving the objective**

- Use evidence from the **Economy and Employment Space Study** to develop a strategy to incentivise companies to locate in Wood Green
- Develop programmes and facilities to equip local job seekers with the **skills and confidence** to find work and **access job opportunities** across London
- **Employments and skills training** and **apprenticeship** opportunities to be delivered through **Haringey Employment and Skills Team (HEST)** and **Haringey Adult Learning Service (HALS)**
- Leverage resources to Wood Green through **Developer Contributions** for Employment and Skills Training and support.
- Career development and **work experience** for students attending schools in Wood Green
- **Create partnerships** with successful businesses to provide apprenticeship, work experience and vocational opportunities for local young people, increasing their ability to compete in the wider labour market (i.e. **extend the Tottenham Charter to Wood Green**)
- Ensure that those firms that win major contracts to construct new buildings or deliver contracts and services in Wood Green create **training and job opportunities** for Wood Green residents

## **Opportunities on your Doorstep: Support a business destination with the infrastructure in place for existing businesses to grow and to attract new businesses**

*“Innovation depends upon the clustering, diversity & intermixing of people in places”<sup>1</sup>*

The aim here is ambitious – to make Wood Green the most prosperous town centre in North London. From great places to live, to booming businesses; a thriving arts & culture and innovative places to learn, residents and visitors alike will recognise Wood Green as a place of innovative people and places. By protecting existing jobs and creating the conditions for job growth, we are enabling the Town Centre to thrive by improving the day, night and overall economy.

In line with the Economic Development and Growth Strategy, we want to increase employment levels for Haringey’s working age population, increase earnings and improve educational achievement for our residents. The aim is to deliver a better range of jobs, including a greater proportion of jobs in more highly skilled sectors, such as sustainable technology, digital design and skilled/craft manufacturing.

Projections show a need for a mix of employment spaces, including an increase in the supply of good quality office space, and an ongoing need for workshops and other light industrial space. By using land more efficiently and creating a well-connected and urban location, more workspace and jobs will be available.

Existing businesses must be supported, while new office-based businesses will spur higher growth, in particular in the creative, arts, professional, administrative, business services and computing and media areas which are already showing promise here.

### **Achieving the objective**

- Support **Wood Green Business Forum** and the **Business Improvement District (BID)** and work together to ensure a **Stronger Business Community** (joint procurement, events, lobby, leadership)
- Engage and **build relationships** with Wood Green’s strategically important and high growth companies - to support their business retention and expansion
- Secure investment to deliver a modern and future proof **high-speed broadband** infrastructure to help generate growth, new tech and creative businesses and jobs and improve internet access to public buildings and spaces
- Support start-ups and local business growth by seeking funding for **training programmes, shop front improvement grants and fiscal incentives**
- Develop a strategy for the **decant and relocation** of directly impacted businesses
- Develop an **Inward Investment Strategy** and work with partners to follow- up inward investment enquiries and leads and to promote Haringey’s offer to **London/UK and foreign investors**

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<sup>1</sup> Richard Florida

## **Sustainable Urban Living: Deliver 6,400 new homes for existing and new residents to rent and buy in high quality, characterful neighbourhoods**

Full of life and variety, Wood Green's new neighbourhoods will go hand in hand with the distinctive character of those that already exist. A choice of good quality, secure, housing options will be available for current and future residents, across a range of tenures and prices.

There will be more genuinely affordable home ownership and a range of affordable rents. This means we can continue to not only build homes, but create welcoming and stable communities that have something for everyone.

As Wood Green develops and grows, responsible energy will be integral to our plans. Buildings will be sustainable, designed and constructed to high environmental standards. New and existing buildings will benefit from improved energy efficiency standards in all of the new and expanded neighbourhoods.

- Trinity Gardens Conservation Area and Wood Green Common Conservation Area are in the original location of the 17<sup>th</sup> century hamlet of Wood Green. The Civic Centre site, to be redeveloped for housing, will provide additional quality family homes in this area.
- Alongside the Victorian and Edwardian terraces of the Parkside Malvern neighbourhood will be Clarendon Square, offering apartments with shared gardens and a public square to complement the expanding and exciting creative industries quarter.
- In the east, Noel Park's 1883 to 1907-built terraced red brick cottages and villas have an arts and crafts style, which will be honoured and reflected in development sites near the estate and will provide improved links to the high street.
- In the buzzing heart of the revitalised town centre, above the bustling activity of the shopping and leisure spaces, there will be the opportunity to live in taller buildings with stunning views over Wood Green and Alexandra Palace.

### **Achieving the objective**

- Develop **well designed** new neighbourhoods that create **mixed communities** and increased housing choice for people at all stages in their lives.
- Adopt a Design Code for buildings and public realm which recognises the importance of **green infrastructure, living buildings, local play, community growing, wellbeing and mental health**
- **Respect** existing communities with housing commitments to existing tenants set out in the **Estate Renewal and Rehousing Policy (EERRP)**
- Leverage additional funding to **unlock development sites** and **improve existing housing** stock
- Deliver **new supported housing** for the elderly and adults with special needs
- Deliver **Zero Carbon** developments through the delivery of a **Decentralised Energy Hub** and Network
- Work towards **Net Energy Positive Haringey** through carbon positive developments

## **Sustainable Urban Living: Invest in social and community infrastructure, including parks and a new library**

As the population in Wood Green rises, so too will provisions for education, health and leisure. There will be a new health centre, a primary school in the Heartlands area, plus places to meet, socialise and worship. We will work with partners to secure supported housing for the elderly and for residents with mental health issues.

Residents can look forward to a new public library, fit for the 21<sup>st</sup> century, packed with books, resources, information and top technology for the digital age and space for performance and exhibitions. This will be part of the new civic centre, where political decisions will be made and most council staff will be based, while weddings, civil partnerships and citizenship services will be held at the beautifully restored Woodside House.

The Wood Green of the future includes plenty of open space, nurturing a healthier and happier environment for residents and visitors alike. Many of our parks, sports grounds and open spaces will be improved, better-designed and linked across the borough as a green infrastructure network.

There is strong support for more opportunities for swimming in Haringey and we will work with partners on the feasibility of opening up the Hornsey Filter Beds for outdoor swimming, as a key move to improve the access to Alexandra Park from the communities to the east.

From sport to recreation, green open spaces can boost feelings of safety and wellbeing, and our green commitment does not stop there. All our future developments will be environmentally friendly, focusing on water efficiency and low carbon levels, for example.

### **Achieving the objective**

- **Reduce inequalities** in life expectancy and health outcomes by investing in public health initiatives and a new **Primary Care Health Centre** able to provide care for up to 20,000 patients
- Meet the education needs of the growing population with additional **Primary School** places in school expansion projects, and a sixth form for **Heartlands School**
- Deliver high **quality childcare** for 0 – 5 year olds to give children the best start in life and ensure the foundations are in place for better health and educational achievements throughout their lives
- A replacement **Public Library** and **Customer Service Centre**
- Work with private sector partners to secure **new leisure** activities
- Invest in existing **open spaces** to provide leisure and sport, biodiversity and community growing and create new open spaces
- Work with partners to secure **outdoor swimming** at the Palace Ponds

## **Sustainable Urban Living: Design a healthy and accessible town centre with welcoming spaces where people will enjoy spending time**

We want to enhance the general appearance of Wood Green – making it a more attractive place to spend time. Particularly, people want *cleaner, pleasanter streets, street planting, an easier environment for walking and cycling, better pedestrian links and better designed buildings.*

To make Wood Green work for everyone, each aspect of its regeneration needs to be connected. The scale and quality of the plans mean that easy access and movement around town is essential, from highways to cycle and pedestrian routes. Day or night, spaces should feel well-maintained, attractive and safe.

Streets and spaces will play host to a range of activities, and each will have a character that is unique and identifiable to Wood Green.

Meeting the needs of the existing and new communities, from residents with mobility issues to our growing elderly population, streets will be welcoming and accessible. In the future, Wood Green town centre will have a smart, digitally enhanced urban realm which supports residents, businesses and visitors.

A key gateway to Wood Green is Ducketts Common and Turnpike Lane where we will lobby for funding to improve the public realm and open space and work with traders to improve this area.

### **Achieving the objective**

- Support **Wood Green Business Forum** and the **Business Improvement District (BID)** to work together to ensure a Better Experience (wardens, crime prevention, resilience training, improve gateways, lighting and shop fronts, additional cleaning)
- Invest in new and improved **streets** and **spaces** which are accessible, welcoming, playful and active, with places to dwell and are designed for all of the community
- Invest in a key **East West** and **North South** Pedestrian and Cycle Routes
- Strengthen the **natural environment** with a connected blue and green network, integrated flood storage and reduced air pollution, noise and improved microclimates
- **Redevelop sites** where buildings create a negative impact on the built environment and invest in **heritage shop fronts** and **heritage buildings**

## **Revitalise the Town Centre: Secure investment in a well-connected destination which draws people from Haringey and beyond**

An accessible, lively destination, Wood Green will be a go-to spot for Haringey residents and Londoners from other boroughs alike.

With outstanding connections to the rest of London, our aim is that people will want to live, work, shop and socialise in Wood Green. The new town centre will be accessible and better connected to the rest of Wood Green and Haringey, and routes for sustainable transport such as walking and cycling, and public transport, will make the area easy to visit and navigate, improve the health and wellbeing of Haringey's residents and reduce car use.

Better links from Coburg Road and Penstock Tunnel to the town centre and improved pedestrian and cycle routes to areas around Turnpike Lane, will create a larger, more inclusive feel to this expanding hub. And connections from Noel Park to Alexandra Palace will provide easy access to the new public and employment spaces planned for the west of Wood Green, plus the area's popular green spaces.

There are already approved plans for Piccadilly Line upgrades which will deliver faster, more frequent and more reliable journeys with the first new trains serving from 2023, improving access in to and out of Wood Green. We will continue to work with partners to secure Crossrail 2 at Wood Green.

### **Achieving the objective**

- Delivery of **Piccadilly Line** investment
- Continue to lobby for **Crossrail 2** that will provide high frequency route linking Seven Sisters and Wood Green and Haringey and Central London, unlocking economic opportunity and town centre development sites
- Lobby Transport for London for **step free access** to Wood Green Station and Turnpike Lane Station and a **low emission bus zone**
- Connect communities, work places and high streets through investment in **healthy streets**, walking and cycle paths to reduce transport emissions
- Improve town centre vehicle **servicing** and Town Centre **parking** levels to be optimised
- More **electrical vehicle charging points** to improve air quality and noise for businesses and residents

## **Revitalise the Town Centre: Celebrate and build on Wood Green’s heritage and diverse communities**

We, like our residents, are incredibly proud of the culture, diversity and heritage that runs through Wood Green’s veins. People from all backgrounds, ethnicities and religions call this place home, and we want that to continue far into the future.

Residents and visitors alike come to Wood Green and nearby Green Lanes for incredible Turkish food, while the market in the Mall is vital to the fabric of the area with produce available from across the globe— something residents made clear in consultations. Our long-term plans are ambitious, and we will be bringing existing market traders with us with a brand new high quality market. Further steps to support small businesses that the community have told us they value, are also in our plans.

A huge asset for Wood Green is its wealth of community space – something we are committed to protecting and promoting. Our heritage will be key as we move forward, and will be showcased and celebrated -Alexandra Palace, with its unbeatable views, and Noel Park’s unique garden city prototype, the Gaumont Palace and heritage shop fronts, are all to be invested in.

Healthy, happy communities will help Wood Green to flourish. By increasing social and business connections, supporting social enterprise and support between communities we will make an even more inclusive neighbourhood, that every resident can truly feel part of.

A new market and library, improved open spaces and protection for small and independent retailers will mean the area will retain its variety and charm.

There is a large and growing community of social enterprise in Wood Green and by supporting these we will provide a more inclusive employment offer for residents. Social enterprise provides opportunities for the community to learn new skills, be leaders and deliver tangible and sustainable change. As we take the lead on boosting social enterprise in the area, we will also give the community the tools to support this growth themselves.

### **Achieving the objective**

- **Support community groups** which may be affected by the redevelopment
- Develop a new **high quality market** in the town centre for existing market traders.
- Support local artists and artisans in the Chocolate Factory and buildings along Coburg Road and secure **affordable workspace**
- Support local **independent business** for example Turnpike Lane traders
- Work with local organisations/ groups and partners to **build capacity** within the community to enable **community led** and deliverable sustainable and tangible **socio economic change**



## **Revitalise the Town Centre: Make Wood Green a destination of choice, with a strong cultural offer both day and night**

From the established to hidden gems - Alexandra Palace, Cinemas, independent traders, plenty of restaurants and great transport links - Wood Green has a lot to offer. In recent years the footfall on the high street has decreased; by expanding the retail offer – improving the mix and quality of shops, restaurants and cafes, while retaining existing businesses bursting with character – Wood Green has the potential to be a major destination.

Current businesses have the opportunity to be actively involved in the transformation. Haringey will work with traders and independents in the town centre to improve their Victorian shop fronts and help will be available to help smaller firms expand. During the development, Wood Green’s current terraced shops will remain the same size, protecting opportunities for smaller firms.

Music has a strong history and reputation in the borough, the area around the Chocolate Factory and Coburg Road is already home to talented musicians and their studios, and with new music venues planned across the town centre, Wood Green’s rich musical heritage will continue to draw audiences from across the UK and beyond.

Haringey is part of a world city renowned for its arts & culture bringing considerable social and economic benefits to the borough and beyond. Haringey is a place of huge diversity and of great opportunity built on a dynamic history and flourishing communities. With our potential for growth, we are the future of London.

Not only integral the local economy, culture plays a vital role in the borough’s sense of place, wellbeing, cohesion and identity. Through a strengthened cultural offer achieved through working closely with existing and new businesses and residents will ensure that Wood Green remains a place that individuals feel connected to – a place that everyone can call their own.

### **Achieving the objective**

- Support **Wood Green Business Forum** and the **Business Improvement District (BID)** and work together to ensure a **Better Image for Wood Green**
- Ensure a **better choice** of retail and leisure which meets the needs of the current customer base and attracts people from outside its current catchment
- Improved leisure and upmarket retailers and destination brands to **drive footfall**
- Support existing **cultural spaces** and identify new locations for performance and events and ensure that culture is accessible to all
- Animate **streets and spaces** through music and performance
- Draw more people to Coburg Road and the Chocolate Factory buildings through **wayfinding, signposting and art trails**
- Deliver meanwhile uses to **activate underused spaces** and create opportunities for local people, artists and creatives to test their ideas
- Encourage innovative approaches to encourage visitors to **Alexandra Palace** to also spend time in Wood Green

## **Delivery**

The Strategic Regeneration Framework sets the strategic direction for the regeneration of Wood Green, providing a vision and set of objectives which brings together the council, residents, businesses and partners in a shared goal for the future of Wood Green.

Haringey has developed a Development Infrastructure and Investment Funding Study which will set out projects and priorities for the short, medium and long term.

Haringey will influence delivery by proactively intervening in the market and by providing confident place leadership. Priorities for the programme will be set out in a Delivery Plan, to be updated on an annual basis.

## Strategic Context

**Haringey Corporate Plan (2015 – 2018):** This document sets out an agreed vision to work with communities to make Haringey an even better place to live, by encouraging investment and creating opportunities for all to share in. The plan focuses on two areas, Wood Green and Tottenham, where need and opportunity are greatest. The plan is to deliver new homes and a rejuvenated town centre in Wood Green, with a commitment that people and businesses benefit with improved education and employment prospects, better housing, better health and a greater say in the decisions that affect them.

**Haringey Economic Development and Growth Strategy (2015):** This strategy sets the direction for Haringey's economic development and growth over the next five years: enhancing our talent base, growing our businesses and developing our infrastructure. The strategy focusses on addressing all areas where Haringey has a particular need to improve or a chance to grow and lead. The Strategy recognises that there is a strong risk of decline in Wood Green town centre, and calls for the restoration of the area's status as a key destination and the development of a Business Improvement District, further supporting the town centre's economic health.

**Zero Fifty Commission (2017):** The new Mayor of London has stated his ambition for London to be zero-carbon by 2050. Haringey is clear in its determination to take a lead among London boroughs in delivering that vision. An independent panel has put forward a set of recommendations, approved at Full Council on 4 December 2017, to inform decision making in the delivery of the major development and regeneration programmes in the borough, most notably in Tottenham and Wood Green. The Commission includes practical but ambitious recommendations including themes such as Mental Health and Physical Wellbeing, Climate Change, Carbon Reduction, Waste and Recycling, Clean Technology, New Build and Retrofit and Transport and Connectivity.

**Housing Strategy:** The Housing Strategy deals with housing need, supply and the approach to quality and management of existing and new housing stock. Wood Green is identified as a priority area for regeneration and growth. Haringey has recently adopted a revised Estate Renewal Rehousing and Payments Policy (ERRPP) which provides a set of commitments to residents whose properties will be demolished as part of a renewal scheme, including a guaranteed right to return to a replacement home in the new development. The ERRPP will be extended to housing association tenants in Page High and Sky City at the point which the scheme to develop the Mall is brought forward.

**The draft London Plan (2018):** The draft London Plan (2018) identifies Wood Green as an Opportunity Area and one of 14 Metropolitan town centres. The plan sets out the aim of creating a revitalised employment-led Metropolitan town centre. The area benefits from excellent and improving - subject to confirmation of Crossrail 2 coming to the area - public transport connections and capacity, which make Wood Green an ideal location for growth in employment and service provision to serve the central portion of north London. Key sites are identified which will deliver an expanded employment, retail and leisure offer, as well as new homes.

**Local Plan:** Wood Green is a Growth Area in The Local Plan: Strategic Policies (2013), and is the second major regeneration priority area in Haringey's Corporate Plan. The Area Action Plan (AAP) will set out a framework for delivering new jobs and new homes. The AAP is being prepared in order to ensure that the scale of development and change proposed for Wood Green through to 2026 and beyond is positively managed and guided by a planning framework. It aims to ensure that investment decisions meet the aspirations of the local community and the council for the area as a whole, as well as specific places and locations within it.