

PRESTIGE PLANNING LTD

Moses David Motzen
Prestige Planning Limited
6 Grosvenor Way
London
E5 9ND
T: 0203 935 3434
DD: 0203 935 3421
M: 0782 462 8403
E: mdmplanning71@gmail.com

ECONOMIC STATEMENT

SITE: Unit 11, High Cross Centre, Fountayne Road, N15 4QL

PROPOSAL: Intensification of employment use through the addition of a first-floor height extension and a new second-floor level to enable the creation of a multi-unit business hub with communal amenity space.

PREPARED BY: Kate Wadeson, Prestige Planning Ltd.

DATE: 20th February 2026

CONTENTS:

1. Introduction.....	3
2. Site and Surrounding Context.....	3
3. Proposed Economic Benefits.....	4
4. Policy Context.....	6
5. Economic Conclusion.....	7

1. Introduction

1.1 This Economic Statement is submitted in support of a full planning application for the intensification of Unit 11 at the High Cross Centre.

1.2 The existing site consists of a single-occupancy industrial unit. The applicant seeks to relocate and expand existing business functions while providing high-quality, flexible workspace for small and medium-sized enterprises (SMEs) in Tottenham.

1.3 The purpose of this statement is to outline the anticipated economic and employment benefits associated with the proposal and to demonstrate compliance with Haringey's policies regarding Locally Significant Industrial Sites (LSIS).

2. Site and Surrounding Context

2.1 The application site is located within the High Cross Centre on Fountayne Road, a designated Locally Significant Industrial Site (LSIS) in the London Borough of Haringey.

2.2 The area is characterised by a high concentration of industrial and commercial activity, with a growing demand for modern, smaller-scale business units that can support the local maker economy and professional services.

2.3 The site benefits from excellent connectivity, being within walking distance of Seven Sisters and Tottenham Hale transport hubs, facilitating access for local employees and clients.

3. Proposed Economic Benefits

Strategic Context:

London Plan Policy E7 & Haringey Strategic Policy SP8

The proposal represents a direct response to London Plan Policy E7, which encourages the intensification of industrial land through the "introduction of small units" and "multi-storey schemes." By optimising the site at Unit 11, the development proactively addresses the chronic shortage of high-quality, flexible SME workspace in North London, ensuring that the South Tottenham LSIS (Locally Significant Industrial Site) remains a competitive engine for the regional economy.

3.1 Agglomeration and Job Density Uplift

- **From Warehouse to Hub:** The transition from a traditional, low-density warehouse to a 14-unit managed hub facilitates a significant increase in job density. While a single B8 warehouse of this size might typically support 5–8 employees, the intensified multi-unit model is projected to support a diverse workforce of 40–60 individuals.
- **Sector Diversity:** The physical layout—featuring heavy-load ground floors and light-filled upper studios—is designed to foster an "industrial ecosystem." This allows for a mix of high-value sectors, including:
 - **Advanced Manufacturing:** 3D printing, fashion tech, and light engineering.
 - **Creative Production:** Digital media, architectural modeling, and fine arts.
 - **Last-Mile Logistics:** Localised courier hubs and e-commerce fulfillment.
- **The "Multiplier Effect":** According to standard economic modeling, every 10 jobs created within an industrial hub support an additional 2–3 jobs in the wider local supply chain.

3.2 Catalysing the "Maker Economy" & Incubator Success

- **Lowering Barriers to Entry:** The unit sizes (Units 1–14) specifically target the "Start-up" and "Incubator" demographic. By offering manageable floorspace on flexible terms, the development provides a "stepping stone" for local entrepreneurs who have outgrown home offices or temporary "meanwhile" spaces.
- **Knowledge Exchange:** The design includes 241sqm of communal gardens and a 22sqm ground-floor canteen. These are not just amenities; they are "collision spaces" designed to facilitate networking and knowledge sharing between the 14 business units, a key driver of innovation and business survival rates in incubator environments.
- **Tenant Retention:** By providing high-quality on-site facilities, the development encourages businesses to stay within the borough as they scale, preventing "tenant flight" to neighbouring boroughs.

3.3 Local Spending and Regenerative Impact

- **Secondary Economic Stimulation:** The presence of a permanent, on-site workforce provides a consistent source of daily footfall for the Seven Sisters and Tottenham Hale high streets. This "lunchtime economy" directly supports local independent cafes, retail, and service providers along the A10 corridor.
- **Supporting Local Supply Chains:** The 14 units are expected to prioritize local procurement for services (maintenance, security, cleaning), further circulating wealth within the Haringey economy.
- **Social Value Alignment:** In accordance with Opportunity Haringey, the development creates accessible entry-level roles as well as high-skilled opportunities, providing a diverse range of employment pathways for the local Tottenham community.

4. Policy Context

4.1 National Planning Policy Framework (NPPF) 2024

The proposal is a textbook application of the NPPF's presumption in favour of sustainable development.

- **Building a Strong, Competitive Economy:** Paragraph 85 of the NPPF mandates that planning policies and decisions should help create the conditions in which businesses can invest, expand, and adapt. By transforming a static warehouse into a 14-unit hub, this scheme directly supports the "maker economy," placing significant weight on the need to support economic growth and productivity.
- **Effective Use of Land:** In accordance with Chapter 11, the development promotes the "industrial intensification" of a brownfield site. The NPPF encourages developments that make efficient use of land in areas where there is a high demand for housing or commercial space, provided the environment is maintained.
- **Climate Resilience:** By integrating sustainable transport and "Blue/Green" infrastructure, the proposal meets the NPPF requirements for mitigating and adapting to climate change.

4.2 The London Plan (2021) – Policies E4 & E7

The London Plan identifies a critical shortage of industrial capacity. This development acts as a catalyst for the Mayor's vision for Industrial Intensification.

- **Policy E4 (Stock of Industrial Land):** The Mayor requires the retention of industrial capacity within Locally Significant Industrial Sites (LSIS). This proposal does not result in the loss of industrial land; rather, it increases the efficiency of that land by providing multi-storey, high-density employment space.
- **Policy E7 (Intensification, Co-location and Substitution):** This is the core policy driver for Unit 11. It explicitly encourages the "intensification of industrial uses" through the introduction of smaller units and the innovative use of vertical space. The proposal demonstrates that "light industrial" and "creative production" can thrive in a multi-level format, maintaining the industrial integrity of the South Tottenham hub while doubling the employment output.

4.3 Haringey Local Plan (Policy DM38 & SP8)

At the local level, the development fulfills Haringey's mandate to protect and enhance its employment land.

- **Policy DM38 (Employment Locations):** Haringey policy requires that any development within an LSIS must support the functional needs of the borough's economy. The scheme justifies the transition to 14 units by addressing the specific "SME Gap" in Tottenham. Local evidence suggests that while large-scale logistics are well-catered for, there is a severe deficit in "incubator" spaces for start-ups.
- **Policy SP8 (Employment):** The scheme contributes directly to Haringey's target of providing high-quality, modern employment floorspace. By including a 22sqm canteen and 241sqm of communal gardens, the development exceeds the baseline requirements for staff wellbeing, ensuring the LSIS becomes a destination of choice for high-value creative and industrial sectors.
- **Strategic Justification:** The intensification is further justified by the site's high PTAL rating, ensuring that the increase in worker density is supported by sustainable transport infrastructure, as per Haringey Policy DM31.

5. Economic Conclusion

5.1 The economic case for the intensification of Unit 11 is robust and multifaceted. By transitioning from a low-density, single-occupancy use to a managed hub of 14+ business units, the development creates a resilient "industrial ecosystem" that supports local entrepreneurship and job creation.

5.2 The proposal aligns with the NPPF, the London Plan, and Haringey's Local Plan, providing a sustainable model for how industrial land can be optimized to meet 21st-century economic demands without sacrificing the character of the South Tottenham LSIS.