

Introduction

Re:shape & DLA Collaboration

Electric Works, London

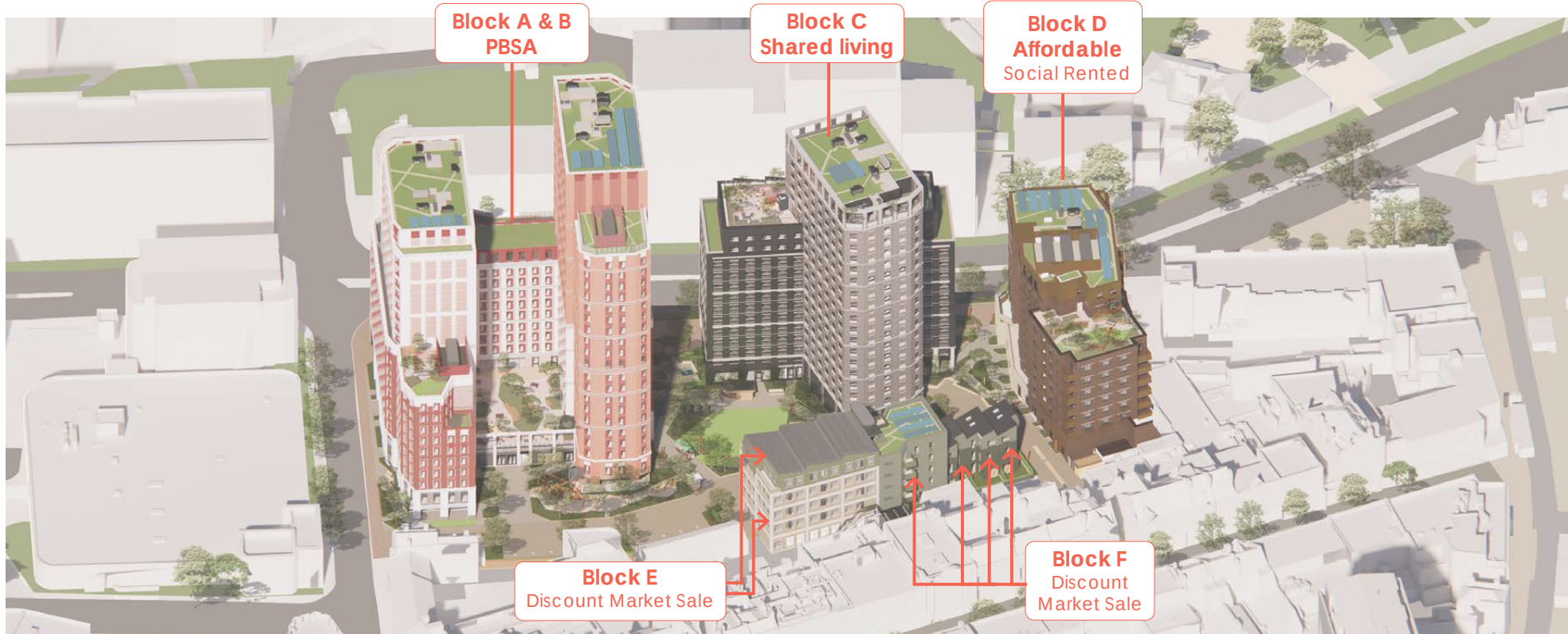
Client : Reshape

Overview : Shared Living, PBSA, Residential C3, Community, Commercial

DLA and Reshape secured a Resolution to Grant Planning Permission in 2025 for a major regeneration scheme in Woolwich Town Centre. The scheme is currently progressing through the design development stages, with construction anticipated to commence on site in Q3 2027.

The mixed-use development will deliver 930 purpose-built student accommodation (PBSA) beds, 425 shared-living studios and 93 social rented homes (Use Class C3). The scheme also incorporates commercial uses (Use Class E) and community space at ground floor level, alongside the replacement of the Market Pound hard and soft landscaping.

The proposals include associated ancillary plant, servicing and enabling works, providing a comprehensive regeneration of the prime site and contributing to the wider regeneration of Woolwich Town Centre.

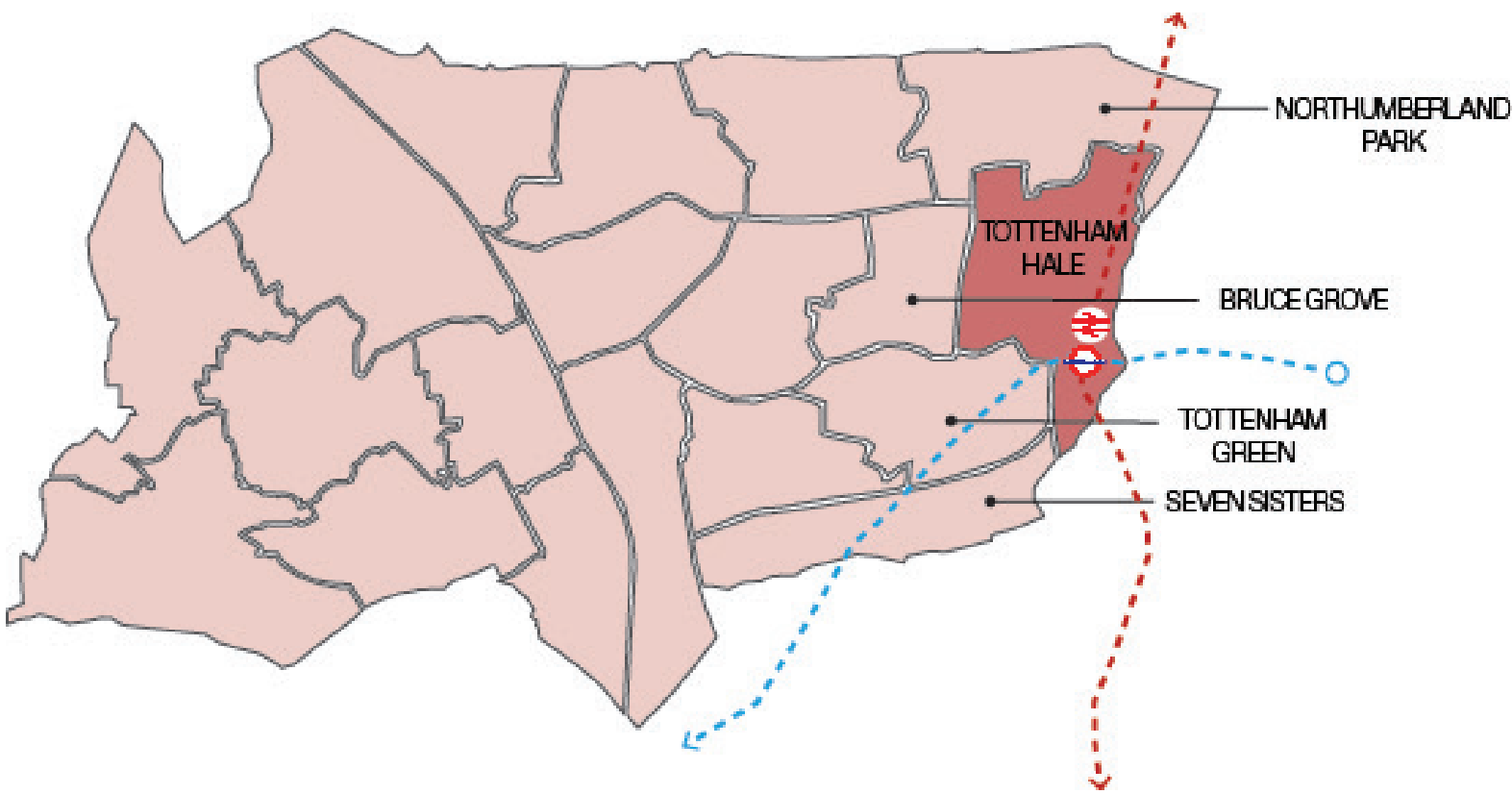


Site Context



Site Context

Wider Site Location - London Boroughs



Key

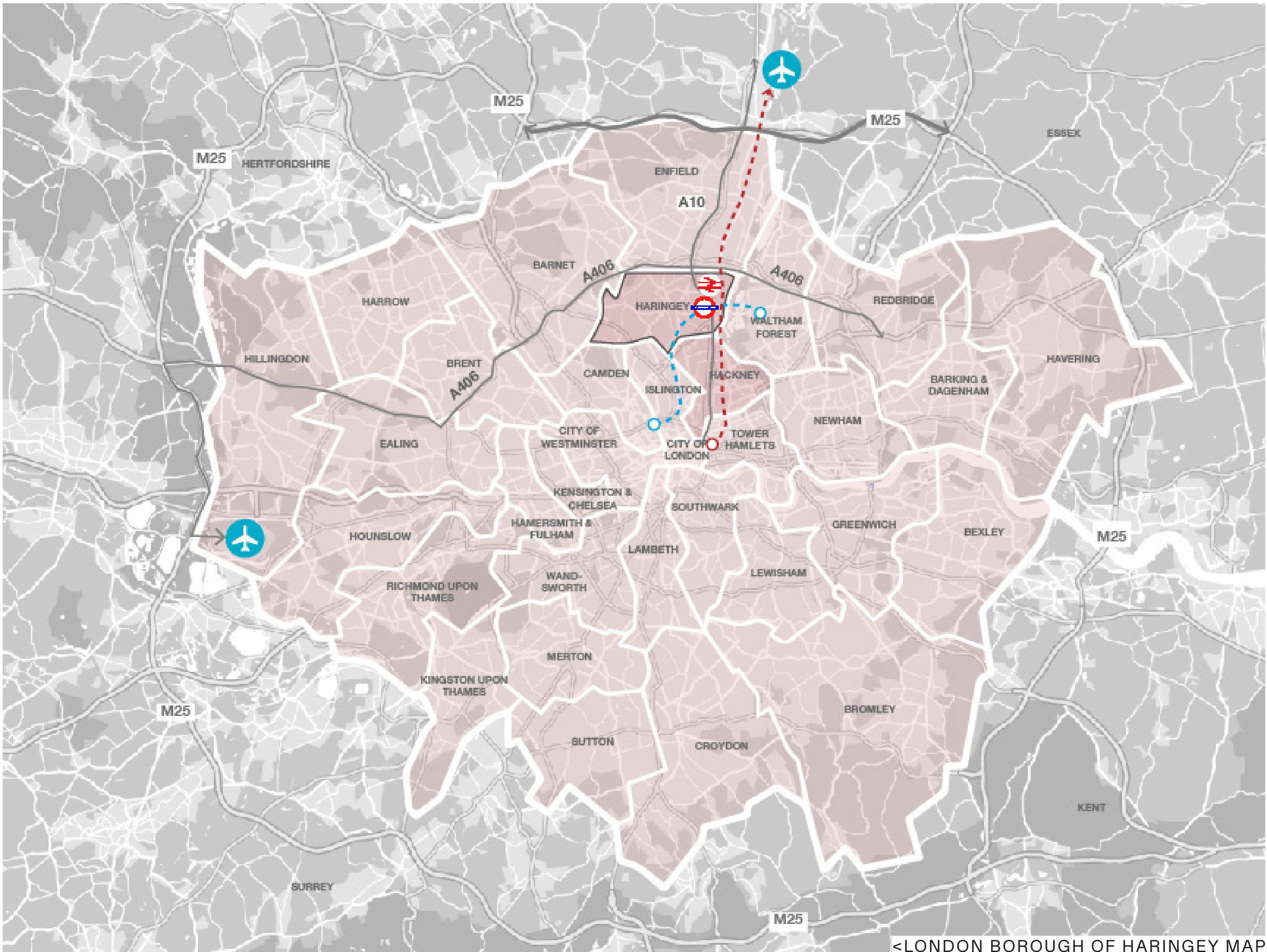
- London Boroughs
- London Borough of Haringey
- Tottenham Hale Ward
- Underground Line - Victoria Line
- Stansted Express from Liverpool Street
- Major Road - M25
- Minor Roads - A10, A406
- Stansted Express Station
- Underground Station
- Heathrow/Stansted Airport

Transport

- PTAL Rating 6a
- Tottenham Hale Station to:
- Walthamstow Station... 4 minutes - 2 stops
- London Kings Cross... 10 minutes - 4 stops
- Stansted Airport... 33 minutes - 2 stops

Vehicular Travel to:

- M25 Junction 25... 33 minutes - 7.8 miles

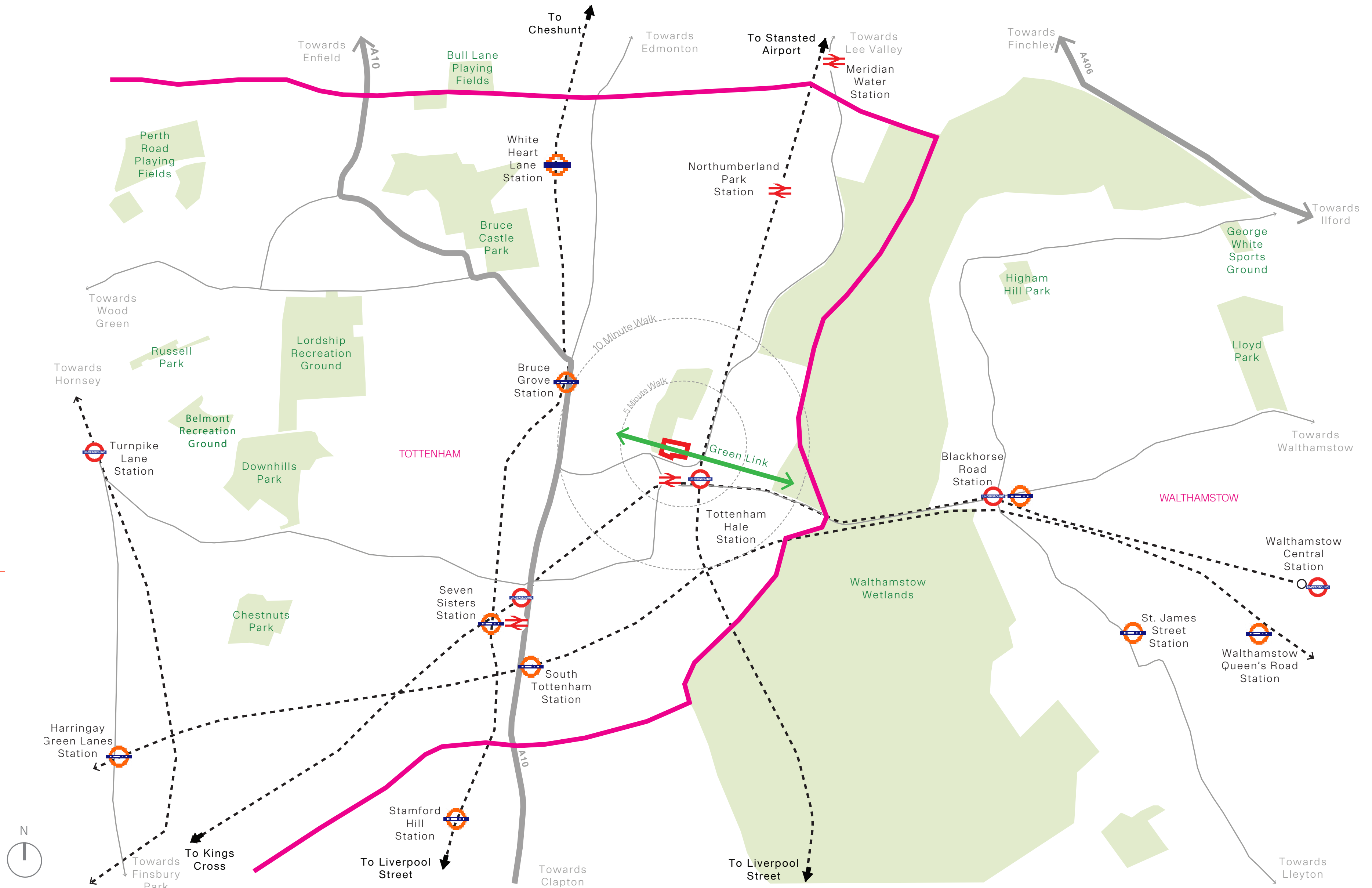


<LONDON BOROUGH OF HARINGEY MAP

Site Context

Wider Site Location

- Key
- Application Site
 - Borough Boundary
 - Roads
 - Train Lines
 - Green Spaces
 - Train Station
 - Underground Station
 - Overground Station
 - Green Link

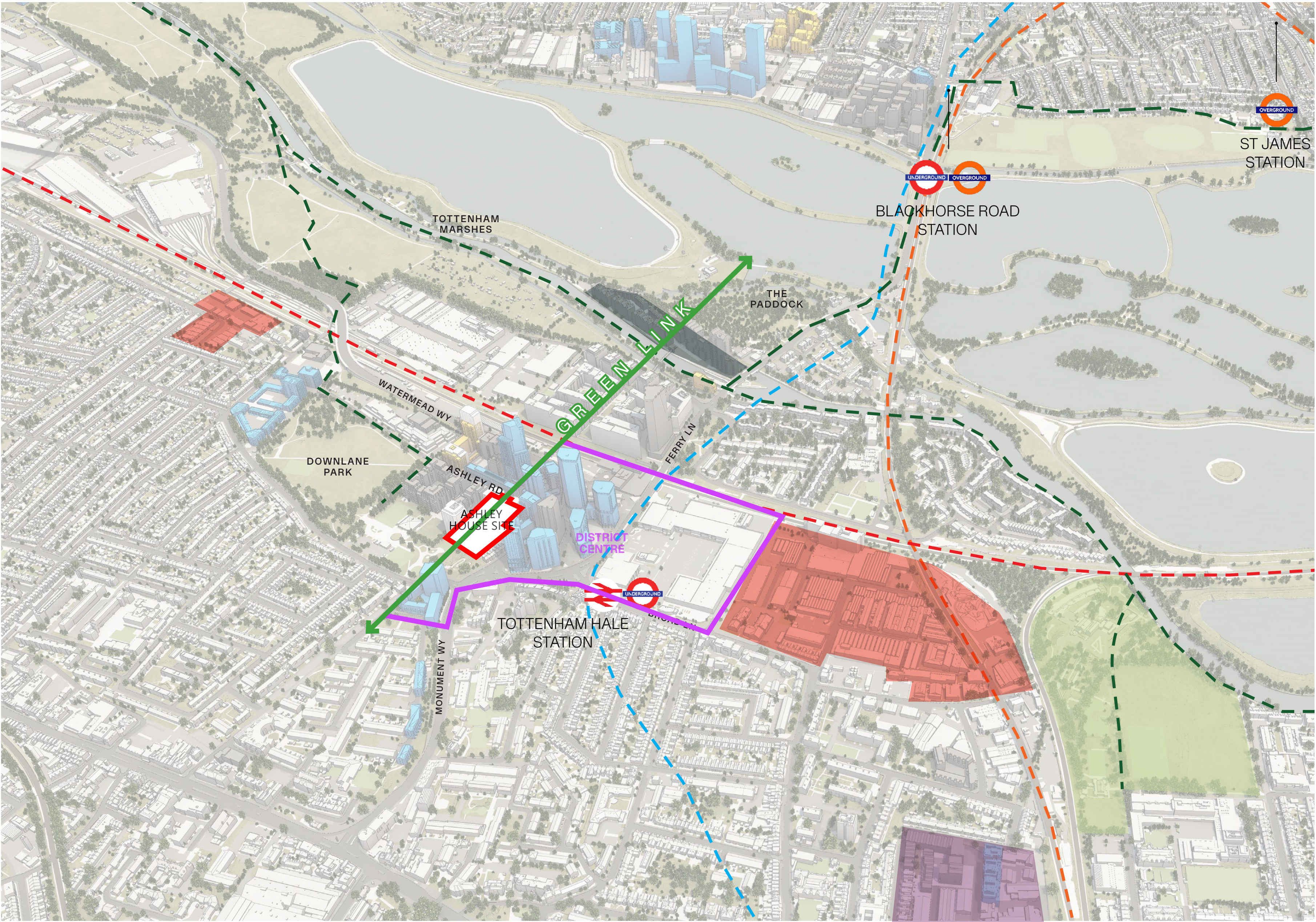


Site Context

Wider Site Location

Key

- Application Site
- Parks
- Pedestrian Links between the Parks
- Green Link
- Train Station
- Underground Station
- Overground Station
- Victoria Line (TFL)
- Overground Line (TFL)
- Stansted Express / Greater Anglia
- Strategic Industrial Land (SIL)
- Locally Significant Industrial Site (LSIS)
- Local Employment Area (LEA) Local
- District Centre



Site Context

Building Typology and Uses

Key

- Residential
- Student Accommodation
- Education
- Transport
- Commercial
- Industrial



Site Context

Policy Background

The Statutory Development Plan for the site comprises the: London Plan (2021) and LBH Local Plan (2017).

The London Plan was adopted in 2021 and is the Spatial Development Strategy for Greater London. Importantly, it includes Policy H16 Large-scale purpose-built shared living, which established the strategic policy context for the delivery of shared living schemes within London. The London Plan is in the process of being updated, with consultation on a new full proposed draft open until October 2026. An earlier ‘Towards a new London Plan’ consultation also held in 2025. At the current time, the draft holds limited weight, however this will increase as the plan progresses towards adoption in early 2028.

The Local Plan comprises the following documents, setting strategic policies and direction for the Borough as well as providing more detailed and area-specific policy:

- Local Plan: Strategic Policies (adopted 2013, consolidated with alterations since 2017);
- Local Plan: Development Management Development Plan Document (DM DPD) (adopted 2017);
- Local Plan: Site Allocations DPD (SA DPD) (adopted 2017); and
- Local Plan: Tottenham Hale Area Action Plan (AAP) (adopted 2017).

The Tottenham Hale AAP provides the planning framework for the coordinated regeneration of Tottenham Hale until 2032, and includes a vision for the creation of a new District Centre focussed around the station with high quality urban neighbourhoods, new employment and education opportunities and enhanced connections to the Lee Valley Park and beyond. Prior to the adoption of the Local Plan, site allocations and AAP, mixed use developments in Ashley Road South were promoted by the GLA’s The Upper

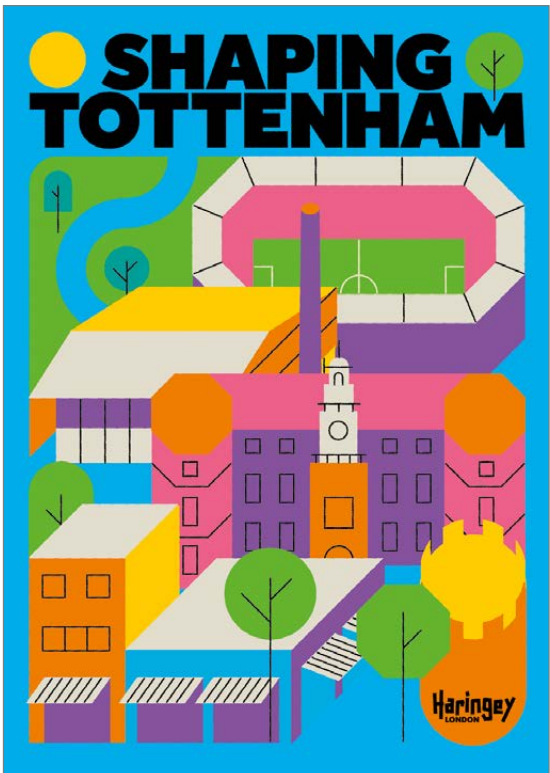
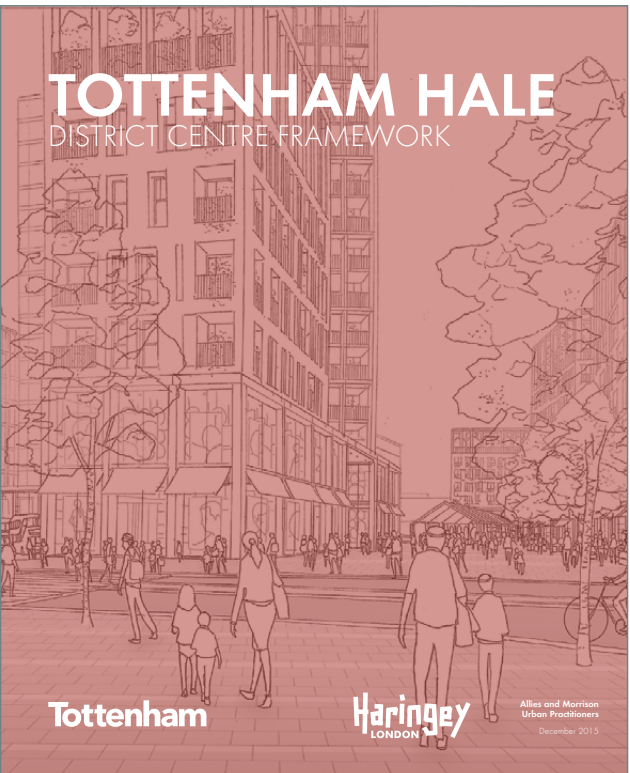
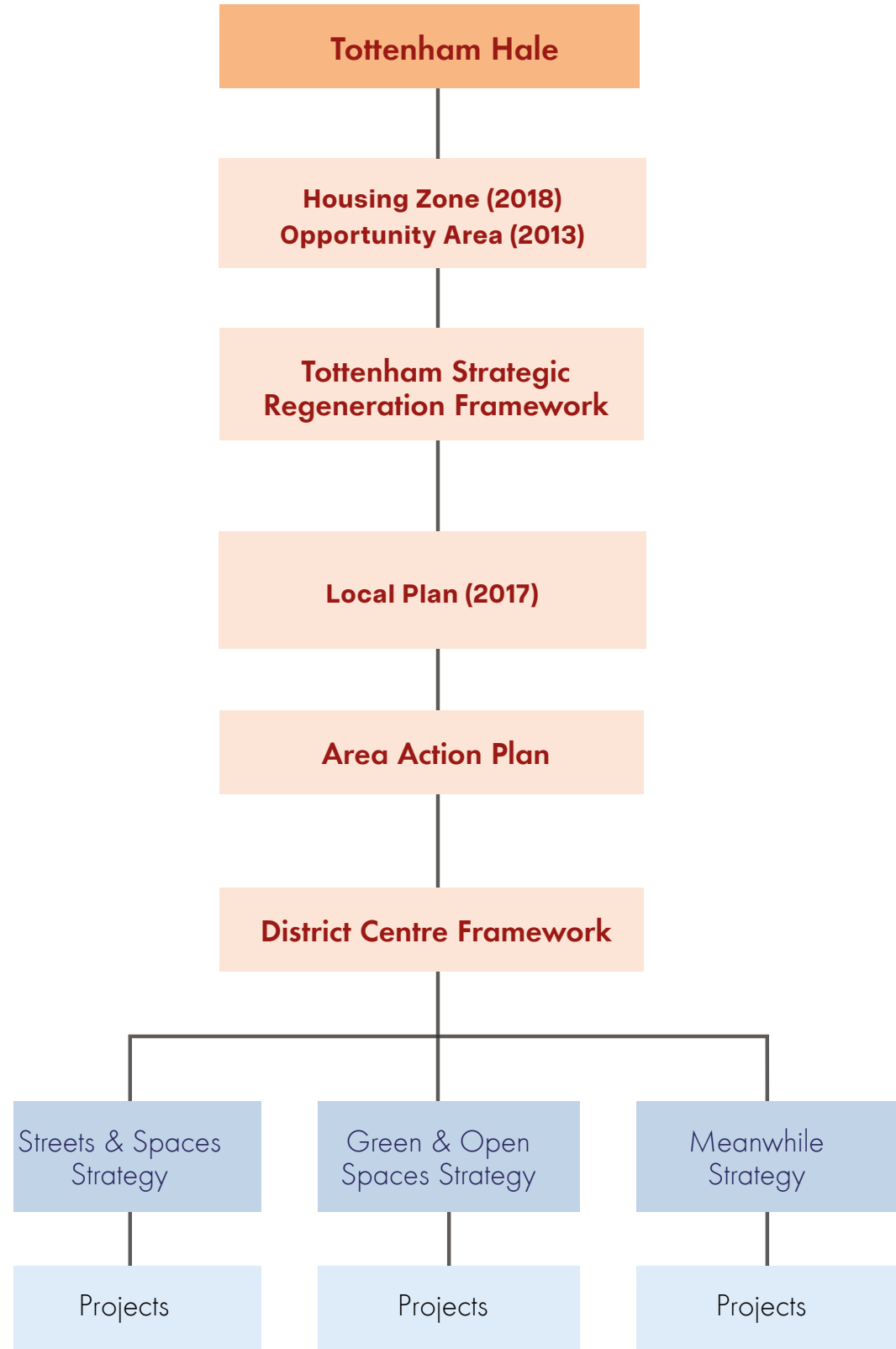
Lee Valley Opportunity Area Planning Framework (2013), Tottenham Strategic Regeneration Framework (2014) and Tottenham Hale District Centre Framework (2015). The District Centre Framework (DCF) (2015) was prepared to guide the strategy for the regeneration of Tottenham Hale and to deliver the new District Centre. This was also identified within the London Plan (2021) and envisaged by the Tottenham Area Action Plan (2017). The area was also allocated as a GLA Housing Zone in 2018.

LBH released a draft Local Plan in October 2025, which underwent consultation until December 2025. The Draft Local Plan is the first full draft of the New Local Plan setting out the Council’s proposed 15-year spatial vision for new buildings and development in the borough, together with a borough-wide framework for placemaking. Re:shape submitted representations to this consultation and continues to be involved in the Local Plan process. At present the early draft holds limited weight as the Council is currently collating and analysing the comments received. Having regard to these, it will then prepare and consult on a Proposed Submission Local Plan (Regulation 19) in the second half of 2026. The policies will gain more weight once the Regulation 19 draft is released and as the consultation process towards adoption of a new Local Plan continues.

LBH Regeneration Team has more recently released the ‘Shaping Tottenham’ (2025) regeneration strategy, which sets out a long-term vision and placemaking strategy for Tottenham, developed in consultation with local residents.

The proposed development has been informed by relevant GLA guidance including the Large Scale Purpose Built Shared Living LPG (2024) and Support for Housebuilding LPG (2026). Please see the Planning Statement for further information

on relevant policies and an assessment of the development against relevant policy.



Site Context

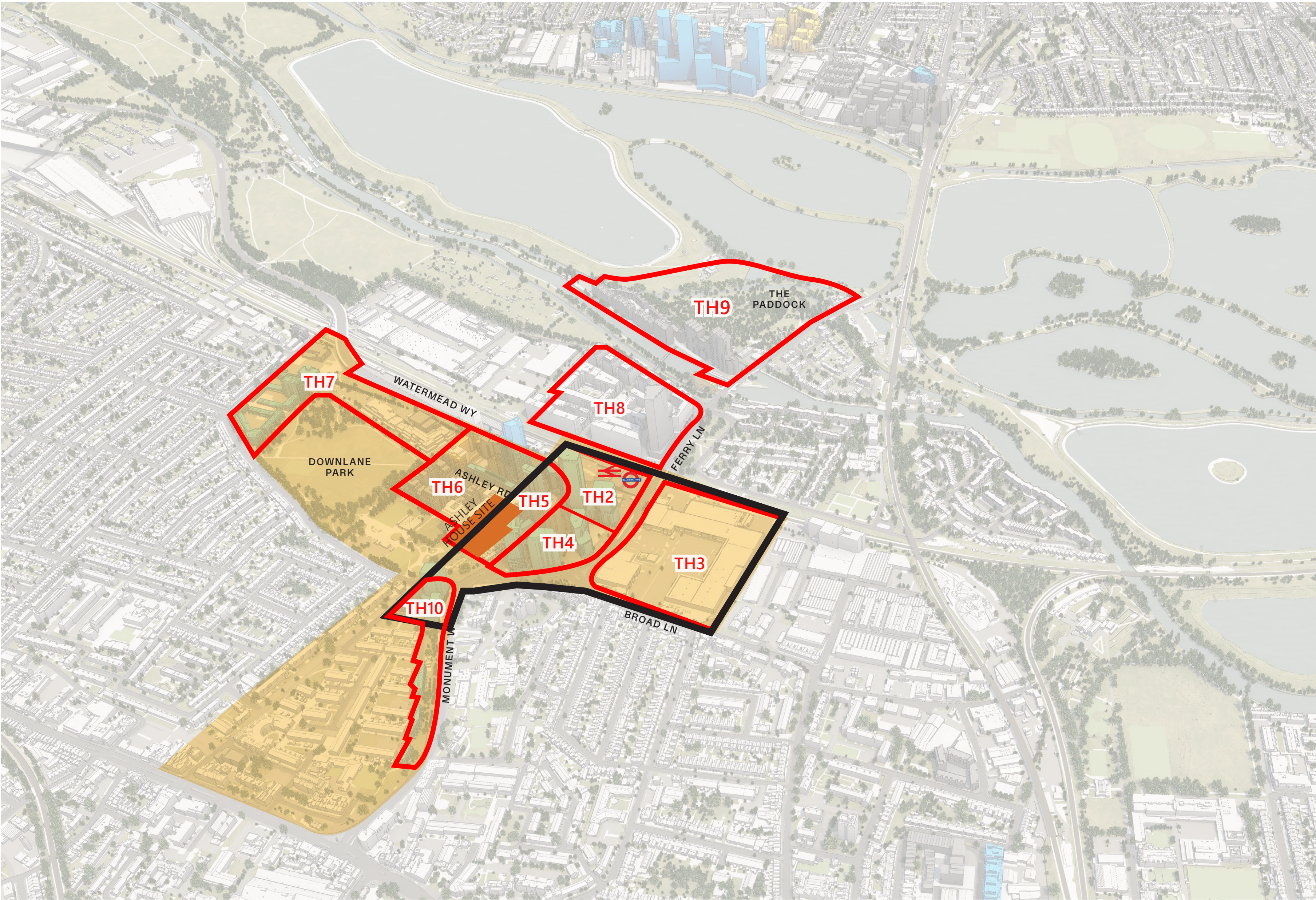
Tottenham Hale District Centre

The sites allocated for development in the Tottenham AAP and addressed in the DCF are:

- TH2: Over station development at Tottenham Hale Station;
- TH3: Tottenham Hale Retail Park;
- TH4: Station Square West;
- TH5: Station Square North;
- TH6: Ashley Road South Employment Area;
- TH7: Ashley Road North; and
- TH10: Welbourne Centre & Monument Way.

Key

-  Application Site
-  Train Station
-  Underground Station
-  Overground Station
-  Development Parcels in AAP
-  District Centre



District Centre Framework boundary. extract from Tottenham Hale District Centre Framework, December 2015

Site Context

Site History

Tottenham Hale has a rich industrial heritage, which is strongly connected its proximity to the London Docks via the River Lee.

Historical timeline

- 1800s greenfield area
- 1900 - 1940s industrial area with surrounding areas developed as homes for employees working in various industries in the area
- 1960s decline of manufacturing industry
- 1980s area developed for housing, some buildings remained as storage facilities and small industries

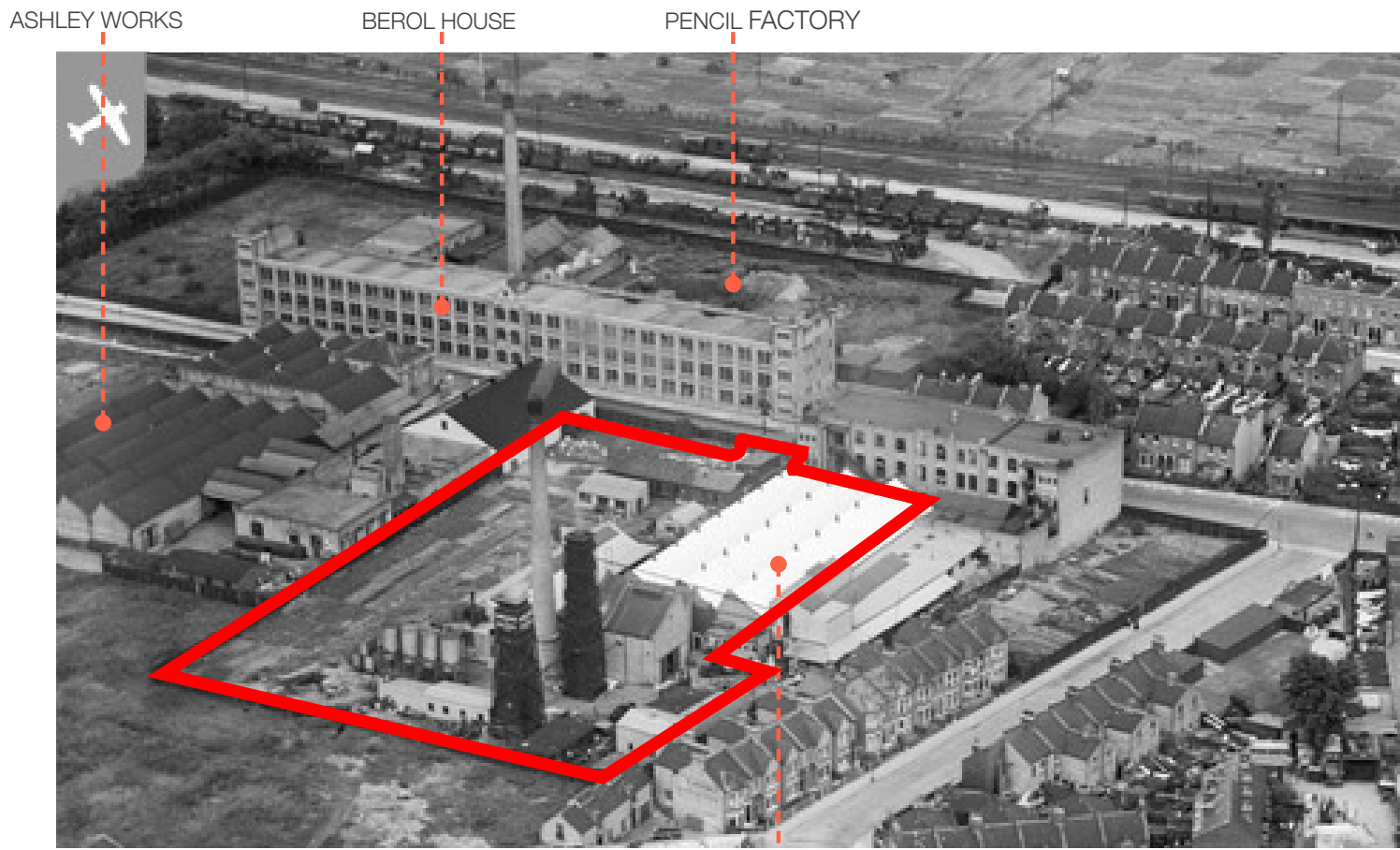


BEROL HOUSE

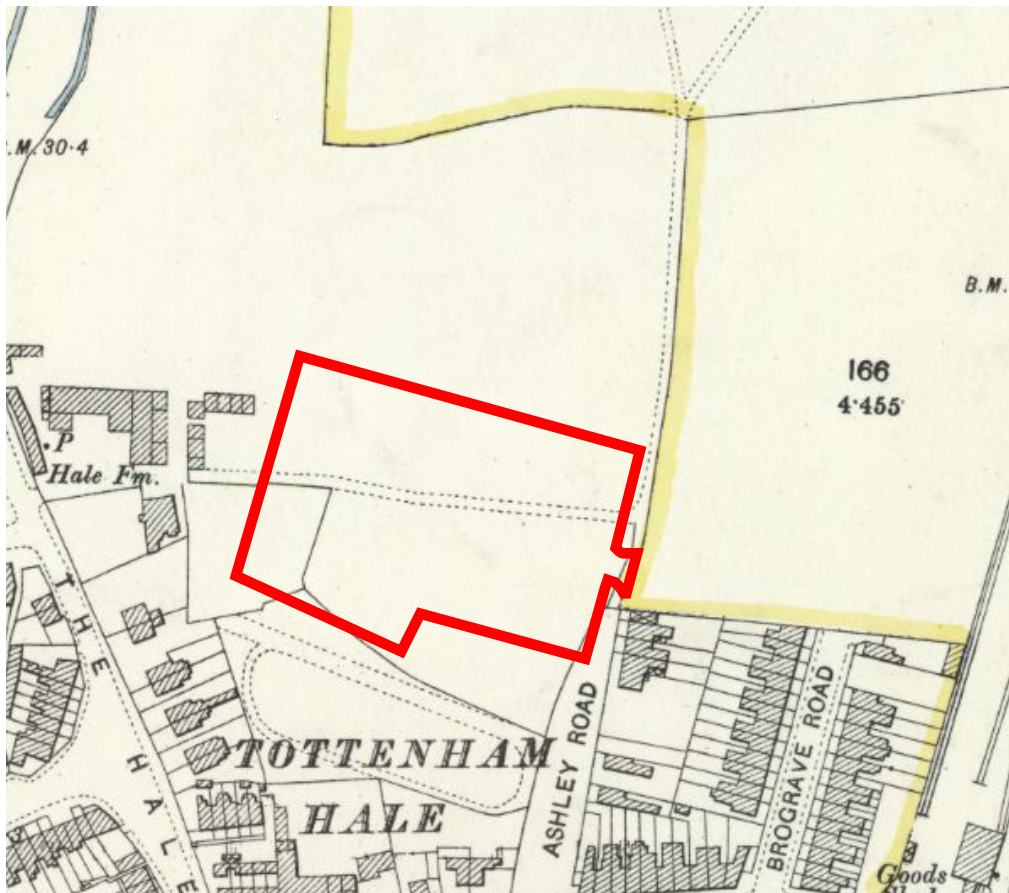
Berol House, formerly the Eagle Pencil Works, is a locally listed building. It is currently being refurbished, retained and extended as part of the Berol Quarter mixed-use scheme.



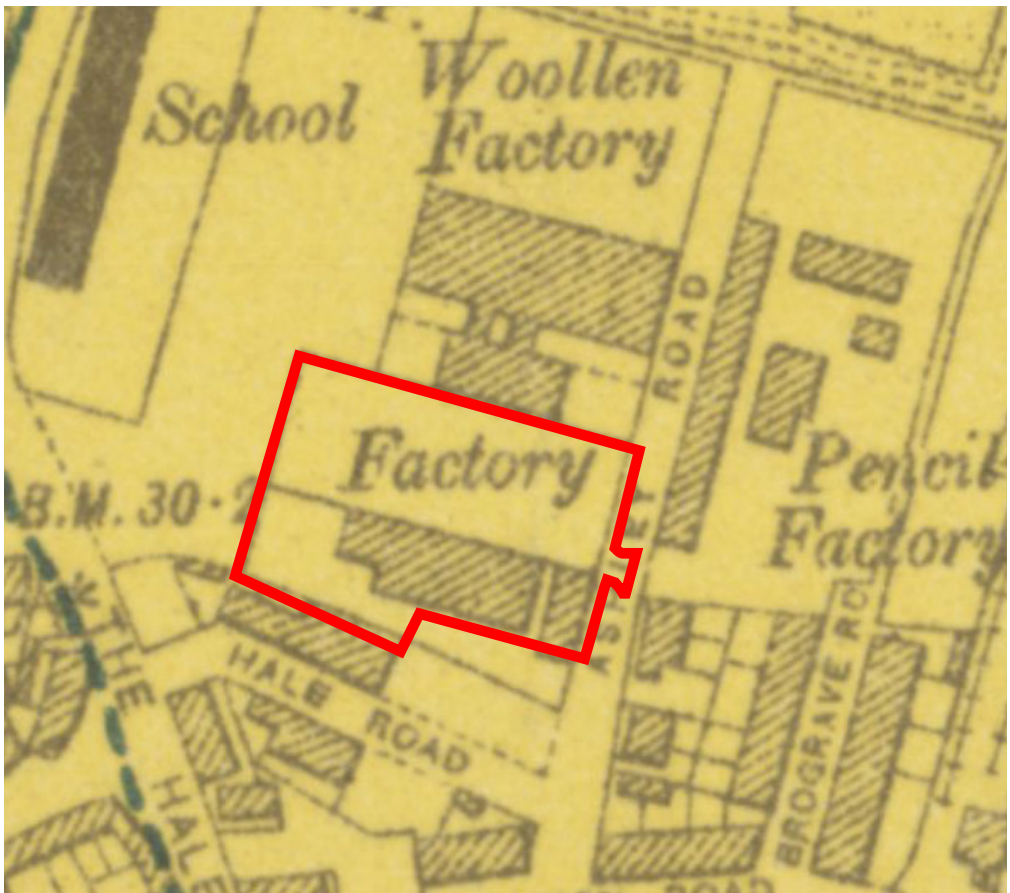
1960 AERIAL PHOTOGRAPH SHOWING INDUSTRIAL AREA AND PROXIMITY TO RIVER LEE



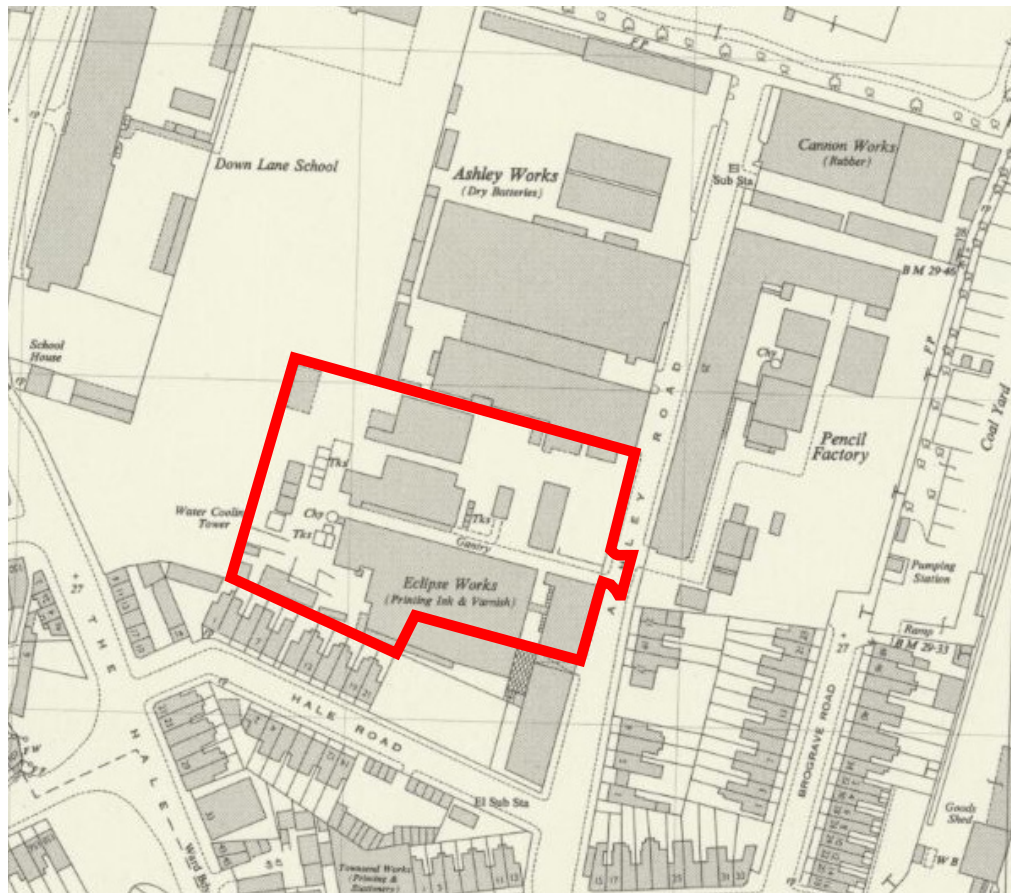
LORILLEUX & BOLTON LTD (printing inks)



1885 - 1900



1900 - 1940



1940-1974

Site Context

Site History & Heritage- Ashley Road



Lorilleux & Bolton Printing Ink Manufacturer

The South Site was home to the printing ink manufacturing company Lorilleux & Bolton who produced some of the principal colours used in the printing trade.

They provided expert knowledge and advice within the trade, with research into special purpose inks, knowledge of printing methods, ink properties on varied mediums and new printing processes.

1919-1991

This industrial and manufacturing heritage has informed the materiality, roof forms, colour selection and approach to public artwork

“Their use will facilitate production and give maximum fastness to light, brilliance and intensity”



Site Context

Site Opportunities and Constraints

Opportunities

- Proximity to transport nodes: Tottenham Hale Underground Station and Train Station / Bus Stop: Burdock Rd/Lee Valley Technopark
- Benefiting from public open spaces
- Views onto park
- Existing vehicular access from Ashley Road
- Potential for new green and public realm link as per the masterplan aspiration for the Ashley Link and south-north link
- Benefiting from vehicular access
- South facing homes
- No designated heritage assets within the site, with Berol House opposite constituting the nearest non-designated heritage asset
- Potential for south facing accommodation with optimal daylight and sunlight amenities
- Potential for a new community hub for Re:shape's CIP partners.

Constraints

- Potential overshadowing to terraced homes on Hale Road and the Down Lane Park
- Potential overlooking onto homes on Hale Road and Rosa Luxembourg
- Some existing trees on neighbouring sites in proximity to the boundary
- Existing enclosure of a decommissioned electric substation
- Potential impact to daylight and Sunlight amenities to neighbouring properties

Key

- | | | | |
|--|---------------------------------------|--|-------------------------------------|
| | Site Boundary | | Vehicular Access |
| | Application Boundary | | Existing Bus Station |
| | Existing Facade with Windows | | Locally Listed Building |
| | Noise | | Commonly Used Pedestrian Route |
| | Victoria Line tunnel below | | Loading Only |
| | Green Space | | No Loading |
| | Potential Green and Public Space Link | | Blue Badge |
| | Sun Path | | Car Club |
| | Existing Trees | | Suitable location for tall building |
| | Trees to be removed | | |

