



REGENERATION STATEMENT

THE PRINTWORKS (819-829 HIGH ROAD), TOTTENHAM

AUGUST 2023

QUOD

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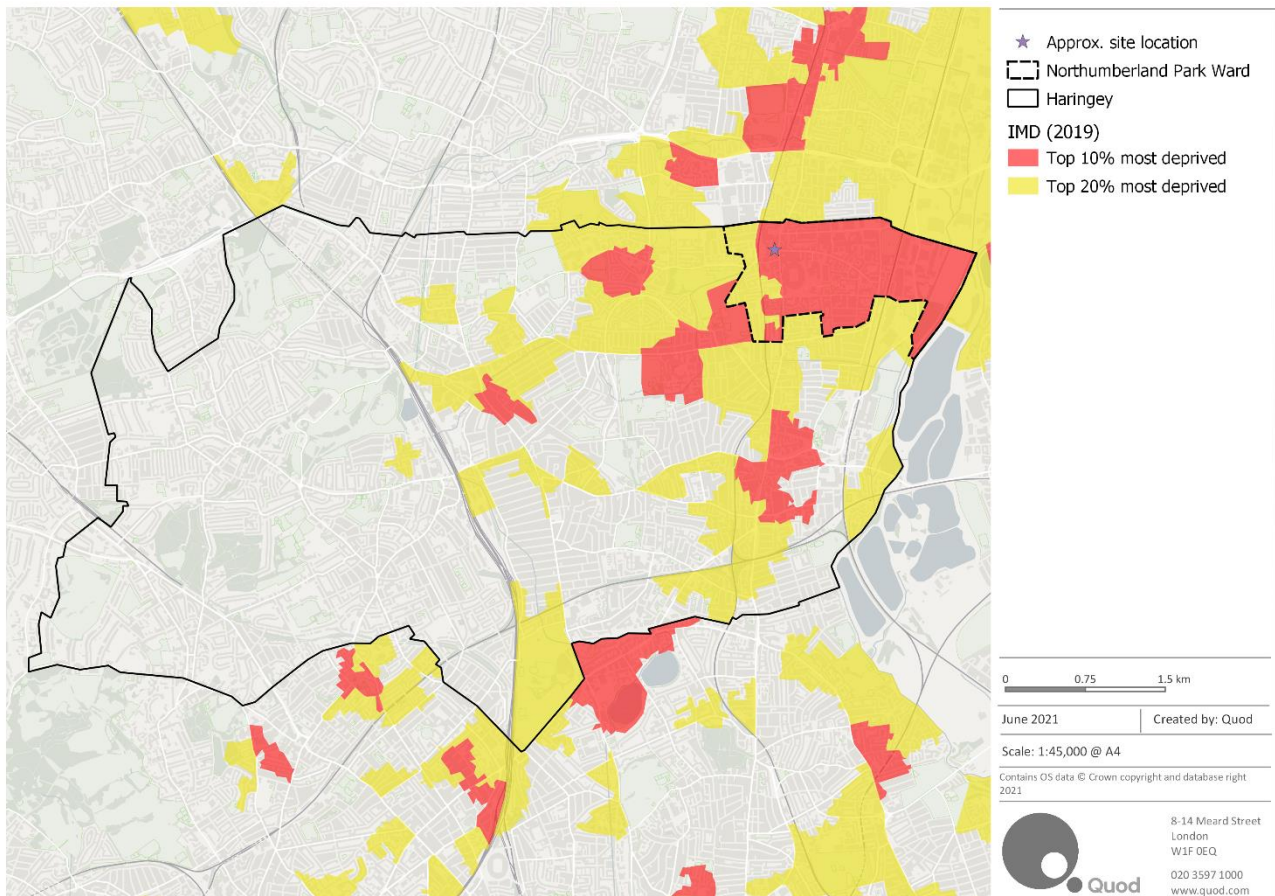
1 Introduction

- 1.1 These proposals will deliver student accommodation, small-scale commercial uses, open space/public realm, and ancillary facilities in an area of Tottenham that is seeing significant investment change and growth. The Site sits within the High Road West site allocation (as per the Tottenham Area Action Plan), an area earmarked for housing-led regeneration.
- 1.2 This Statement sets out the key regeneration benefits from the Development including its contribution towards local policy objectives and aspirations not just in terms of the improved physical fabric of the area but also in terms of the social, economic and well-being outcomes for local people and communities – both new and existing.
- 1.3 The report is structured as follows:
 - Section 2: Policy Objectives and Aspirations – highlights the long-term vision for the Tottenham area and specifically the High Road West site allocation. It also identifies policies which seek to ensure that existing communities are able to access and benefit from the opportunities that development can bring;
 - Section 3: The Site and Existing Uses – provides information on the existing site including current occupiers;
 - Section 4: The Proposals – provides an overview of the proposals and sets out the benefits expected to arise from the scheme. These benefits are then considered in the context of the policy objectives identified in Section 2; and
 - Section 5: Conclusions and Summary.

2 Policy Objectives and Aspirations

- 2.1 Deprivation and inequality are clear issues locally. Figure 2.1 shows that the Site is located in one of the most deprived areas in England i.e. in the top 10% or 20% most deprived.
- 2.2 Local planning policy recognises that there are stark contrasts in levels of deprivation within the Borough itself with the west generally less deprived than the east.

Figure 2.1: Deprivation in Haringey (2019)



- 2.3 As a result of the challenges facing the area, it has been the focus of targeted regeneration planning policy and visioning which has already led to significant redevelopment activity and investment, particularly over the last decade. The redevelopment of the Tottenham Hotspur Football Club (THFC) stadium has provided a catalyst and an anchor for the High Street and the wider area. New links between the stadium, White Hart Lane and Northumberland Park stations, and the Lee Valley Regional Park have increased access to and activity throughout the area.
- 2.4 Haringey's Local Plan¹, the Tottenham Area Action Plan² (TAAP) and the Mayor of London's Upper Lee Valley OAPF³ identify Tottenham, and particularly High Road West, as an area suitable for comprehensive regeneration.

¹ London Borough of Haringey, 2017. Haringey's Local Plan – Strategic Policies 2013 to 2026 (formerly the Core Strategy) March 2013 consolidated with alterations since 2017.

² London Borough of Haringey, 2017. Tottenham Area Action Plan

³ Greater London Authority (GLA), 2013. Upper Lee Valley Opportunity Area Planning Framework (OAPF)

- 2.5 The emerging new Local Plan⁴ considers the borough as seven key areas. Area 2: Northumberland Park, Tottenham Hale and South Tottenham is described as an area experiencing significant change and growth with approximately 5,000 homes currently consented or under construction.
- 2.6 The overall vision for Tottenham, as articulated by the AAP, is based on achieving seven strategic objectives as follows:
- **World-class education and training** – by working with existing schools and providers and attract new schools and new providers to ensure Tottenham residents have opportunities equal to the best life chances in London. Also included in this objective is improved access and higher participation rates in apprenticeships and university.
 - **A prosperous hub for businesses and local employment** – ensuring that Tottenham provides better access to the competitive global jobs market. Key to this will be supporting local business growth and to attract new investment in successful and growing business sectors to provide new jobs in and for Tottenham.
 - **High quality public realm** – there is an ambition for well-designed public spaces to be at the heart of the district centres. These spaces should create a pleasant and functional pedestrian urban realm. There should also be a focus on improving access to significant local open spaces such as Walthamstow Wetlands and Lee Valley Regional Park.
 - **A different kind of housing market** – creating a place with a high quality yet affordable housing market with homes at a range of prices and tenures.
 - **A fully connected place with even better transport links** – through working to improve connections within Tottenham for all types of transport including walking and cycling.
 - **A strong and healthy community** – ensuring that the growing population of Tottenham is supported through improved health care provision, leisure opportunities, a continued joint effort to further reduce crime and support to foster strong and new social networks.
 - **Enhancement of heritage assets** – promoting the enhancement of heritage assets through appropriate and sensitive redevelopment.
- 2.7 These objectives are supported by a range of area-wide policies.
- 2.8 The spatial strategy for Tottenham, as set out by the AAP identifies four neighbourhood areas including North Tottenham – an area which covers Northumberland Park, the Tottenham Hotspur Stadium and High Road West. The priority for this area is to ensure that, even on non-match days, the area is lively and attracts people to make the most of the stadium development, the High Road, and wider urban public realm improvements that have and will take place. The overarching aim is to strengthen the area's reputation as a premier leisure destination within North London.
- 2.9 Within each neighbourhood area, opportunity sites are identified. The site falls within Site Allocation NT5 (High Road West). This designates the site and the surrounding area for 'masterplanned, comprehensive development creating a new residential neighbourhood and a new leisure destination for London'. The development capacity of this area is anticipated to be:
- A minimum of 1,200 new homes (net additional);

⁴ London Borough of Haringey, 2020. New Local Plan. First Steps Engagement.

- 4,353sqm of commercial floorspace;
- 11,740 town centre units; and
- 1,200sqm of other non-residential floorspace.

2.10 The site requirements of NT5 (TAAP p.104) state that any proposed development should accord with the principles set out in the most up-to-date Council-approved masterplan⁵.

2.11 Prepared by Arup on behalf of the Council, the 2014 Masterplan sets out the vision and potential layouts for the High Road West area through what is described as a 'once in a lifetime opportunity to bring wide-reaching improvements to North Tottenham' (p.28). The vision for the Masterplan Framework (p.10) identifies five key themes, summarised below:

- A well-connected place creating neighbourhoods which are accessible by all forms of transport and have attractive walkable streets.
- A safe and welcoming neighbourhood with active street frontages and attractive open space.
- A significant increase in the provision of community facilities and the local community will have the best possible access to services, infrastructure and public transport.
- A balanced place to live and work, providing a mix of homes of different tenure and types alongside new workspaces and local job opportunities.
- A cohesive community which promotes social interaction with new public open spaces to foster community cohesion and social inclusion.

2.12 Since the Masterplan Framework and the TAAP were published, the Council has appointed Lendlease as its development partner. Early consultation on a potential revised Masterplan Framework took place in March 2021 which suggested an increased capacity of new homes (c. 2,600) as well as wider optimisation of the development of Site Allocation NT5. This approach has been followed through into planning applications submitted within the masterplan area since the Framework was published⁶.

2.13 As well as area-specific policies guiding future development in Haringey, there are also those that seek to ensure that local people and communities derive benefit from development that comes forward in their neighbourhoods. These policies cover aspects such as improved access to: a range of good quality living accommodation; services and facilities; open spaces; and employment and training opportunities.

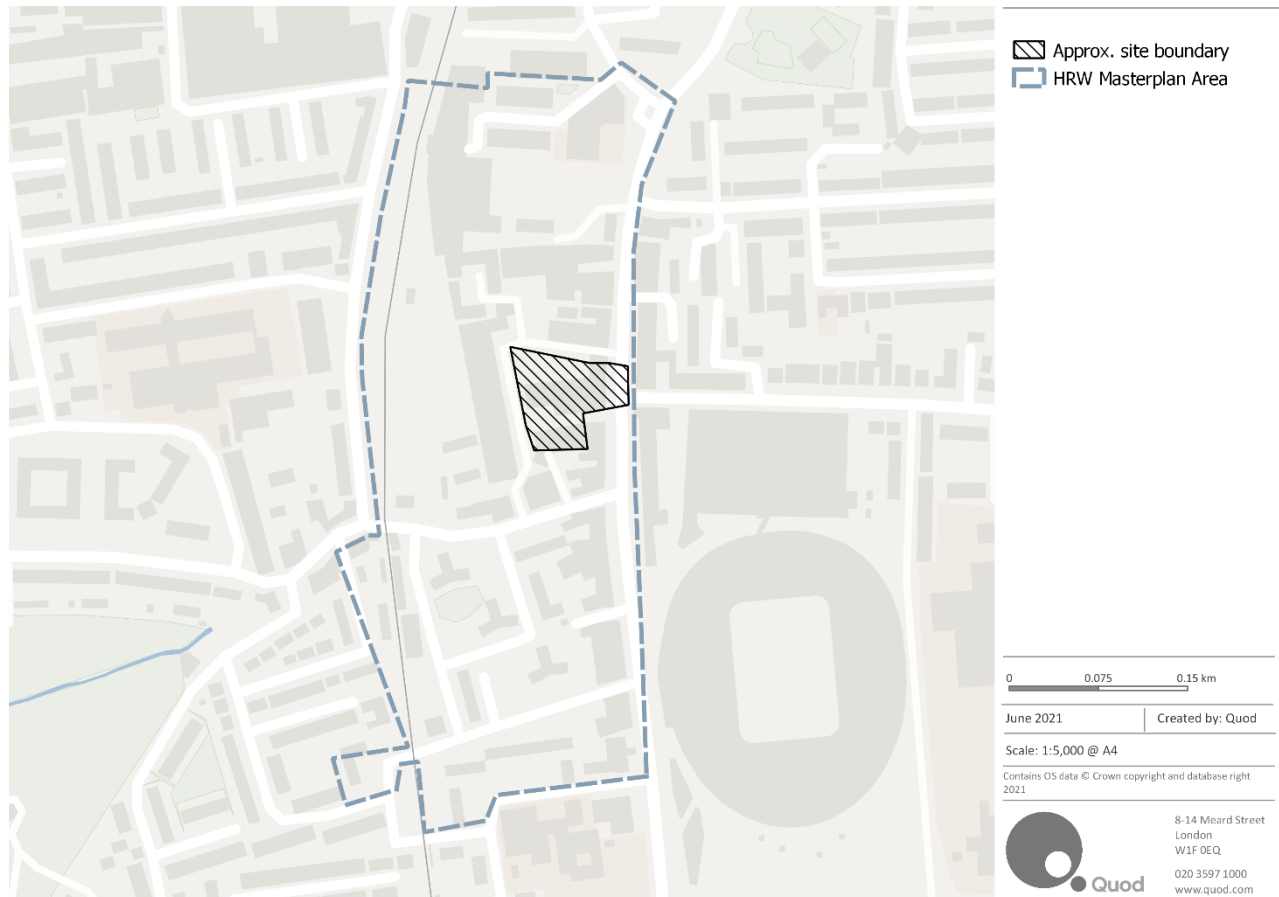
⁵ Being the High Road West Masterplan Framework (HRWMF), Arup, September 2014.

⁶ High Road West – Masterplan and Whitehall Mews Update, London Borough of Haringey and Lendlease, August 2021.

3 The Site and Existing Uses

3.1 The site (and its relationship to the High Road West Masterplan Area) is shown on Figure 3.1.

Figure 3.1: The site



- 3.2 The Printworks site was formerly home to the Head Offices of the Tottenham and Edmonton Weekly Herald newspapers. The printers – Cusha and Son – were based at No.823 from around 1890. The larger Herald print works was constructed behind No. 819 and No.821 in the early 20th Century.
- 3.3 The site is currently home to several uses based in buildings fronting the High Road and premises behind. One of these includes the La Royale Banqueting Suite – an event space which hosts weddings, birthday celebrations, christenings, charity fundraisers, gala balls, Christmas parties, and corporate events. The venue has capacity for up to 850 people. It has a frontage onto High Road (Nos. 819 and 821) but uses the large structure built within the footprint of the former print works behind.
- 3.4 In addition, there are retail premises at the ground floor level of the buildings from Nos.823 to 829 High Road. Also based on-site currently at ground floor level are a nail bar and a bridal shop. In total, it is estimated that these uses accommodate approximately 15 jobs (FTE). The Banqueting Suite also supports part-time staff when hosting events.
- 3.5 As well as the commercial units currently on-site, there are also residential uses. There are a total of 13 flats mainly studio and one-bedroom properties. These are occupied on a short-term leasehold basis. All existing uses/occupiers on-site would be displaced as a result of the proposals.

4 The Proposals and their Regeneration Benefits

The Proposed Development

- 4.1 The proposals for the site include the delivery of 282 student bedspaces and 238sqm (GEA) of commercial floorspace. These buildings will be surrounded by carefully designed public realm which will provide areas of open space, play space, parking (car and cycle), refuse storage as well as routes between the buildings and through the site to the surrounding area.

Employment (construction and operational phase)

- 4.2 The current project programme indicates that the Development could take approximately two years to complete. Subject to planning, it is anticipated that work will begin on-site in March/April 2024 with completion targeted for March/April 2026. The construction phase of the Development is expected to support an average of approximately 110 full-time (FTE) jobs.
- 4.3 The 238sqm (GEA) of commercial floorspace proposed as part of the Development could accommodate up to 25 FTE jobs (an uplift of up to 10 jobs in relation to employment currently estimated to be based on-site). This ensures that the site will continue to have an economic role in the long term as well as fulfilling the residential role that local policy specifies for this part of Tottenham.
- 4.4 The Applicant is keen to enhance the benefits of employment generation and ensure that local people (particularly those who are unemployed or who have low qualification attainment) are able to access the opportunities created on-site during both the construction and end-use phases of the scheme.
- 4.5 The Applicant for the site has also been responsible for the delivery of the stadium redevelopment project to the east of the site. Through this project, as well as their wider community outreach work in the area, the Tottenham Hotspur Foundation has launched a Construction Academy which places teenagers who are interested in a career in the construction industry on a two-week programme that involves on-the-job training and experience. The Academy has successfully reached out to local young people on other regeneration projects in the area too and seeks to promote the employment and skills opportunities associated with the construction sector. It is envisaged that the Development could also benefit from this initiative.

New student accommodation

- 4.6 Haringey's Local Plan (Strategic Policy 2: Housing) aims to provide a sufficient amount of suitable, affordable and high-quality designed housing to meet the diverse needs of the borough's residents. This includes 'delivery of specialist housing, including student accommodation in accordance with the priorities and indicative targets of the London Plan and Haringey's Housing Strategy'.
- 4.7 Haringey's latest Housing Strategy⁷ (which is currently in the process of being updated) does not specifically identify a need for additional student housing in the borough. However, the more recently published London Plan⁸ includes Policy H15 which encourages the provision of purpose-built student accommodation (PBSA) to address local and strategic need. It identifies a requirement for 3,500 PBSA bedspaces across the capital per year. It also states that net non-self-contained accommodation for students should count towards meeting housing targets on the basis of a 2.5:1 ratio i.e. two and a half bedrooms/units being counted as equivalent to a single home (Policy H1). On that basis, the 282

⁷ London Borough of Haringey, 2016. Housing Strategy 2017-2022.

⁸ Mayor of London, 2021. The London Plan – The Spatial Development Strategy for Greater London

student bedspaces proposed on-site could contribute c.100 homes towards Haringey's housing target (this figure takes into account the 13 homes existing on-site).

- 4.8 In the context of the London Plan annual regional-wide target for new student bedspaces, the Development represents 8% of that annual target.
- 4.9 The London Borough of Haringey is earmarked to deliver 15,920 new homes by 2028/29 according to the ten-year housing target set out within the London Plan (2021). These 100-equivalent net additional new homes proposed to be delivered as part of the Development represents c.0.6% of that borough total.
- 4.10 Looking at housing delivery targets in the local area more specifically, the Development would deliver c.4% of the emerging 2,500+ home target for the High Road West Masterplan area (as identified in the LBH Cabinet Report March 2020⁹ and the emerging HRW Masterplan¹⁰).
- 4.11 More generally, well-managed student accommodation gives students greater security and access to support services. By contrast, students renting accommodation in the general private-rental sector can be subjected to poor housing conditions, awkward lease terms misaligned with term length and unregulated landlords. These conditions affect both the students and their neighbours. The provision of PBSA can also help reduce pressure to convert family homes into Housing in Multiple Occupation (HMOs). Therefore, provision of PBSA generates economic and social value both to students and the local community.

Wider economic benefits

- 4.12 The proposals include employment space, and as well as retaining an economic role for the site directly this also supports the local area through business rates payments, estimated at in the region of £14,000 per year depending on the type of occupiers.
- 4.13 Both the employees and the students brought to the site as a result of the Development would generate spending. In total, annual spending by workers and student residents could be in the region of £1.3m. Given the location of the site in relation to the shops, cafes, restaurants, facilities, and services on the High Road, it is expected that a proportion of this spending will be captured locally. This in turn will benefit the local economy.

Wider regeneration benefits

- 4.14 "Placemaking" is vital in underpinning change in and around major development areas. The 2014 High Road West Masterplan¹¹ was built on a placemaking foundation with the aim of delivering new high quality public realm and active frontages that foster social activity.
- 4.15 Including commercial floorspace at the ground floor level as part of the Development will encourage footfall and activity at street level. The Development will also provide improved pedestrian and cycle access linking the Development to its wider surroundings particularly nearby open spaces and transport hubs.

⁹ London Borough of Haringey, March 2020. Report for: CABINET 10th March 2020. Title: High Road West Scheme – Next Steps for Consultation on Resident Offers.

¹⁰ London Borough of Haringey and Lendlease, February 2021. High Road West Masterplan Information Booklet.

¹¹ See Footnote 4

- 4.16 New public realm, increased permeability and pedestrian priority will create an improved environment increasing site animation and opportunity for community activity. Community cohesion and increased animation creates a sense of security and reduced opportunity for crime and antisocial behaviour, feeding into the wider fabric of regeneration of the area.
- 4.17 The Development will provide approximately 836sqm of open space. This will be provided in a number of forms throughout the Site including: Brunswick Square; Peacock Mews; student courtyards (Paintbox Yard and Herald Yard); and roof gardens. This range of provision will give both the students and workers brought to the site, opportunities for recreation and relaxation as well as a safe and pleasant environment to move through to other parts of the surrounding area.

5 Conclusions and Summary

- 5.1 The Development will contribute to the delivery of the High Road West regeneration vision. It will drive forward ambitions for redevelopment in the area and create impetus for further sites in the area to fulfil the potential envisaged in the High Road West Masterplan.
- 5.2 The site will deliver a high-quality scheme comprising uses which complement existing and future uses in the area.
- 5.3 The student accommodation proposed will provide further variety to the range of residential accommodation available in the area thus contributing to the delivery of a mixed and balanced community.
- 5.4 There will continue to be an economic role for the site through the provision of ground floor level commercial uses. The Applicant will work with the Council to ensure that local people are able to access employment opportunities from the site during both the construction and end use phases of the scheme.
- 5.5 The proposals for this site have been developed with careful consideration given to all aspects of policy regarding design, specialist housing accommodation, open space and access as required by the High Road West Masterplan and Site Allocation in the Tottenham AAP. A mix of uses, new open space and public realm, and enhanced permeability will help contribute to the wider aspirations for High Road, and Tottenham.
- 5.6 In summary, the Development has the potential to generate a range of regeneration benefits, including:
 - Approximately 110 FTE jobs created in the construction phase;
 - 282 new student bedspaces (contributing to regional and local targets for PBSA and housing more generally);
 - Annual spending by employees and students of c.£1.3m on goods and services in the area;
 - Approximately £14,000 per year in business rates;
 - Physical regeneration including new public open spaces and high-quality public realm;
 - New ground floor commercial uses throughout the site supporting up to 25 FTE jobs (up to 10 net additional) and encouraging footfall and an active streetscape throughout the site and beyond;
 - Contributing to the delivery of the emerging High Road West Masterplan and to the wider regeneration of Tottenham.