



Regeneration of Wards Corner, 231-243 High Road, Tottenham, N15 5BT

Design and Access Statement

Prepared for West Green
Road and Seven Sisters
Development Trust and
Wards Corner Community
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Outcomes of The Community Plan

- Community led development fosters citizenship and active community participation
- All existing businesses remain with additional local business support
- Estimated 300 permanent new jobs created
- Creation of a multi-cultural destination for the people of Tottenham and beyond
- Conservation area is enhanced

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INTRODUCTION



Figure 1 Inside the corner building at Wards Corner

INTRODUCTION

The boundaries of this planning application are confined to the site of the former Wards department store at 231 to 243 Tottenham High Road, N15 5BT. However, it would be foolish to view this highly significant spot in isolation from its surroundings. Haringey Council's "Wards Corner and Seven Sisters" development brief of 2004 stipulates that any development at Wards Corner should be mindful of the wider site. Therefore this document frequently refers to the surrounding area in order to demonstrate both how this plan can play a major part in contributing to the regeneration of the whole area and how the wider area is well set up to support the success of this plan.



Figure 2 The cafe at the front of the market

The Ward's Corner Community Coalition's (WCC) vision for Seven Sisters junction is to create a distinctive landmark development that is truly Tottenham; a development which aims to make the most of the many remarkable assets and qualities, intrinsic to this particular site.

Our approach is based on appreciation, respect and affection for these attributes.

Within the boundaries of the site we see:

- A well-established market place with a proven track record for providing a launching pad to ethnically diverse, independent enterprise
- An abundance of successful and resilient, small businesses
- Intergenerational community cohesion
- Non-corporate cultural and self-expression
- An attractive, locally listed building which has survived structurally intact despite decades of neglect
- Vast and empty interior space with a plenitude of natural light
- A lively cafe culture on the street and within the interior
- Potential space for roof gardens

All this, situated right at the hub of an excellent public transport infrastructure, in an area of high footfall and in the middle of the Seven Sisters/Page Green conservation area, has inspired the firm conviction that:

- An ambitious restoration project is justified and can be sustained on this site.
- The attributes listed above can be nurtured and amplified.
- The site's potential can be fulfilled in a way which will bring increased social cohesion, along with interesting, creative employment opportunities back to the heart of Tottenham.

In 2007 traders on the site were shocked to learn of Haringey Council's plan to allow developers to demolish our site along with its entire surrounding block. In 2008 the Wards Corner Community Coalition (WCC) was formed to oppose demolition and to campaign for this alternative vision. The coalition is made up of local residents and traders on the threatened block. For the reasons listed above, we rejected some people's view of the area as a "dump" that deserved to be trashed. We discovered, through regular conversations with the public at numerous street stalls, festival stalls and public meetings taking place over the following five years, that there was a groundswell of passion for the resonant ambience of the site. This is what has sustained the campaign.



Figure 3 Rendering of restored first floor



Figure 4 Birds eye view of the restored market

Market traders spoke of how important the site has been for them – giving them access to business opportunities and also, for many, a sense of home away from home. Newcomers to the area, on hearing of the proposed demolition, would express dismay – why didn't Transport for London (TFL) and Haringey council appreciate the value of this site? It was one of the things that attracted them to the area! Long-standing elderly residents nostalgically recalled the glory of the old Wards stores where as children they had marvelled at the overhead cash-carrier track. Artistic types swooned over the lofty ambience of the upper floors. Most commonly, all kinds of people expressed concern for the fate of many family businesses on the block that were set to lose the benefit of their life's work. The vast majority of people appreciated the relatively human scale of the block, and said that they would favour restoration over demolition if it were financially possible.

INTRODUCTION

We have calculated it to be financially viable and propose that the West Green Road and Seven Sisters Development Trust take responsibility for brokering and levering funds (details in chapter 3). We hope that this document clarifies the interdependent nature of the market building, the wider site and the development trust.

We believe that it is not necessary to demolish existing historic assets or to dislocate an entire community that has lived and worked on the site for a generation and more. We regard restoration as a more sustainable form of regeneration, building as it does on already existing community assets. Top-down, developer-led regeneration is not the only way. We are pleased to present a community-led development plan for Wards Corner following over a year of consultation with local traders, residents and community leaders.

Thank you in advance for your attention to this document. We look forward to discussing responses received.

Layout and summary of this document

Chapter 1 of this document presents Ward's Corner in the context of the local area, to set the scene.

Chapter 2 focuses on the Ward's Department store itself and goes into detail about the planning application for the site at 231-243 High Road, Seven Sisters Indoor Market, N15 5BT.

Chapter 3 focuses specifically on the criteria in Haringey Council's Development Brief for the Wards Corner Site and identifies how the community plan is working within these criteria.

Chapter 4 introduces the West Green Road/Seven Sisters Development Trust and its role as the delivery vehicle for the organisation and running of the market. The trust will be responsible for bringing about community-led development at Seven Sisters.

There are 2 appendices, the first with policy references that the plan complies to beyond those in the development brief. The second looks at what consultation WCC have carried out, and outlines what the next steps of consultation will be,

We hope that by presenting this project in its totality the holistic nature of community-led development will be clear and the interdependent nature of the market building, the wider site and the development trust will be clear.



Figure 5 Wards Corner Campaigners

CHAPTER 1: The Wider Site

The areas shaded in grey depict the proposed areas of Seven Sisters that are defined under Haringey Council's Seven Sisters Development Brief of 2004 designated for regeneration. From now on this will be referred to as 'the wider site'.

The shaded area outlined with a red line is the main focus of this proposal. From now on this will be referred to as 'the site'.

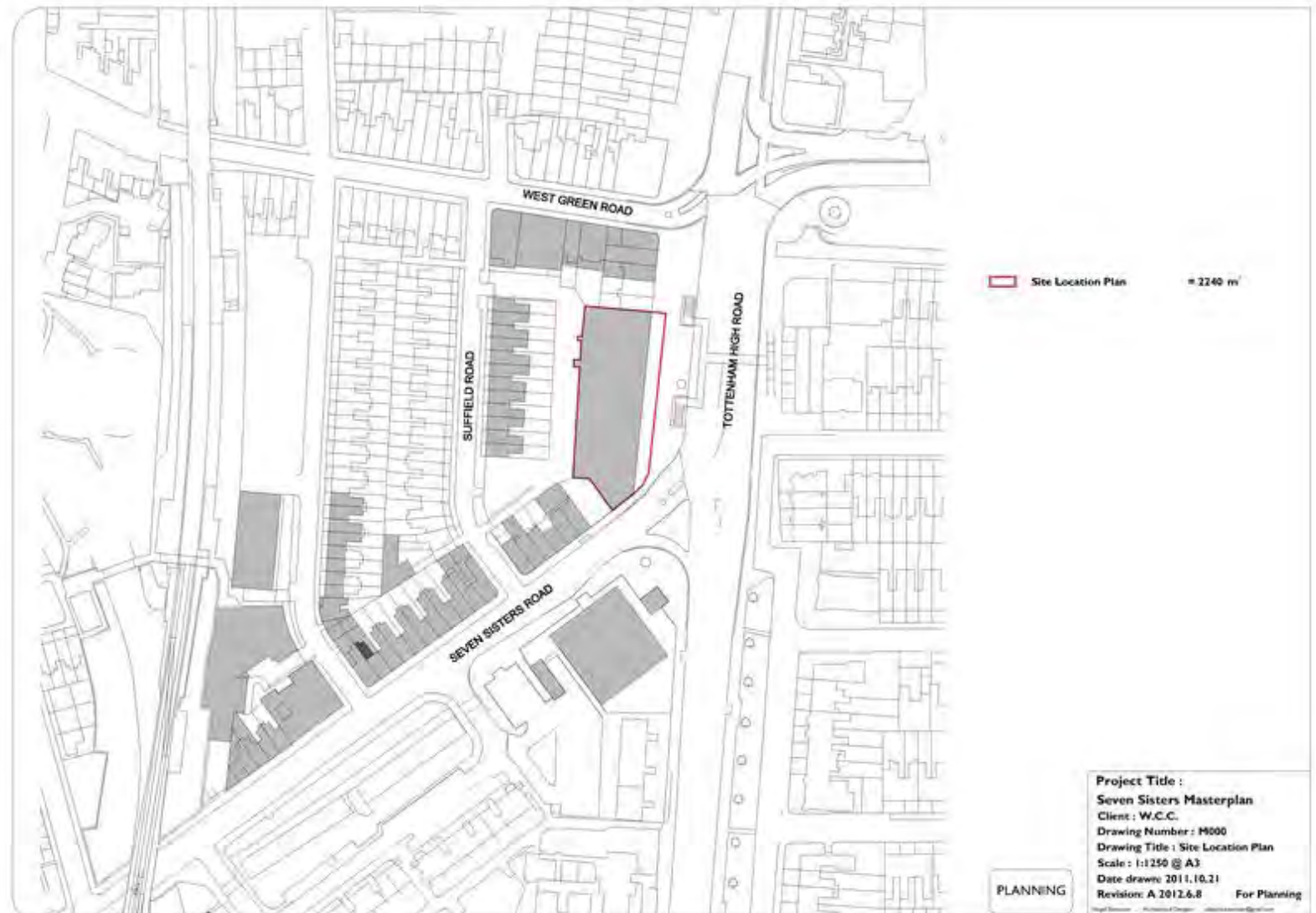


Figure 6 Site location Plan



Figure 7 Schedule of Existing Areas Within Development Brief Area



Figure 8 Existing Uses Within Development Brief Area



Figure 9 Existing Site Sections

1.1 A Catalyst for Growth






The historic Wards Corner site has had an emblematic presence in South Tottenham throughout the 20th century, giving Seven Sisters junction a strong identity as a hub for business and trade. Ward's Corner can regain its significance as a hub for a new "Seven Sisters Town Centre" encompassing West Green Road, Seven Sisters Road, Apex House and Page Green Area across the High Road. See figure 10.

Wards Corner sits at the nexus of 3 fragmented but interdependent retail centres that make up the bulk of Tottenham's retail offer. A short walk or bus ride to the east sits Tottenham Hale Retail Park, to the west stretches West Green Road while upper Tottenham High Road extends to the north. In the spaces between these centres the Bernie Grants Art Centre, the College of Haringey, Enfield and North East London (CHENEL), Tottenham Chances, Spurs Football Ground, The Selby Centre and Bruce Castle, to name but a few, are part of Tottenham's strong cultural and social infrastructure. Wards Corner is well placed to be a catalyst in this growing scene. See Figure 11.

Wards Corner already acts as an attractor to the West Green Road area creating footfall and business. There is a collective interactive relationship between Ward's Corner and West Green Road that we believe can be extended further, e.g. to Seven Sisters Road, Suffield Road and Apex House.



Figure 10
 Landmarks
 and
 gateways

-  GATEWAY STRUCTURE OR LANDMARK
-  GATEWAY ENHANCED BY TOWNSCAPE / ROAD LAYOUT OR TOPOGRAPHY
-  LOCAL LANDMARK
-  IMPORTANT PUBLIC OR COMMUNITY USE BUILDING
-  TUBE + RAIL STATIONS

NB THIS DRAWING DOES NOT DEAL WITH LISTED BUILDINGS, RATHER WITH THOSE WHICH STAND OUT AS DISTINCTIVE OR FULFIL A 'GATEWAY' FUNCTION

WARDS CORNER WC, AL, SK02 - 12.01.19
CONTEXT STUDY - SEVEN SISTERS TOWN CENTRE
GATEWAYS AND LANDMARKS - BUILT FORM
DRAFT FOR DISCUSSION
ANNIE LENNIX 19/01/12

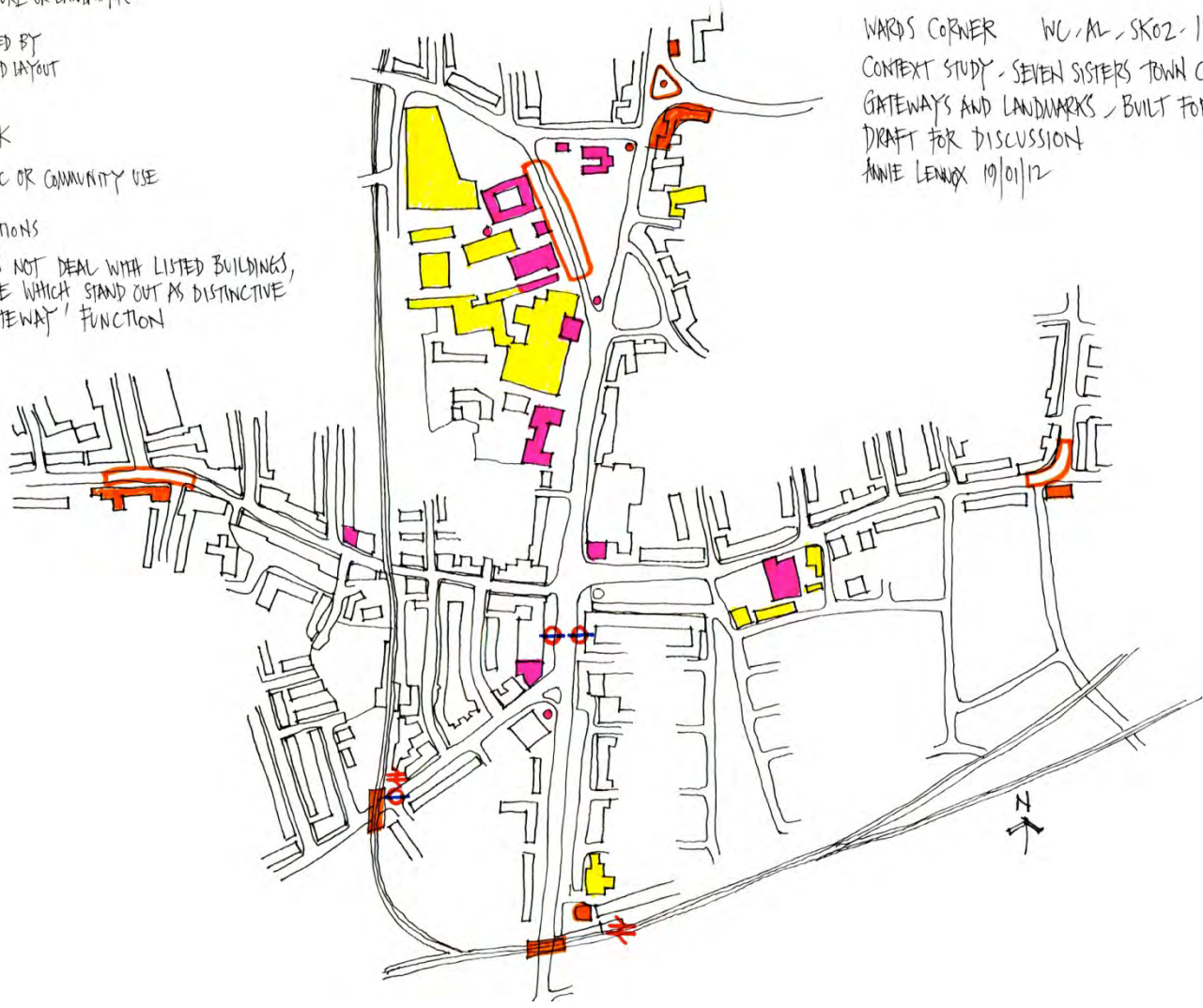


Figure 11.
Town centre
character

1.2 A Town Centre and Gateway

Haringey Council's Local Plan for 2013 to 2026 states that the West Green Road /Seven Sisters district centre has become an important shopping destination for the local community (see figure 12). The Seven Sisters location has all the ingredients to become the popular town centre it once was in the heyday of the Ward's Department Store.



Figure 12 Shops on West Green Road

There already exists a good mixture of shopping facilities, good transportation links and good green connections. It is thus well positioned to become once again a vibrant gateway to a regenerated Tottenham as envisaged in the Haringey LDF.

West Green Road offers a variety of shops including bakeries, butchers and fish mongers, travel agents, estate agents, newsagents, jewellers, solicitors, hairdressers, a wine merchant, and pubs, proving the area's healthy mercantile climate producing plenty of home-grown businesses. Cuisines on offer include Chinese, Turkish, Asian, Caribbean, African, and Portuguese.



Figure 13 Popular cafe in the market

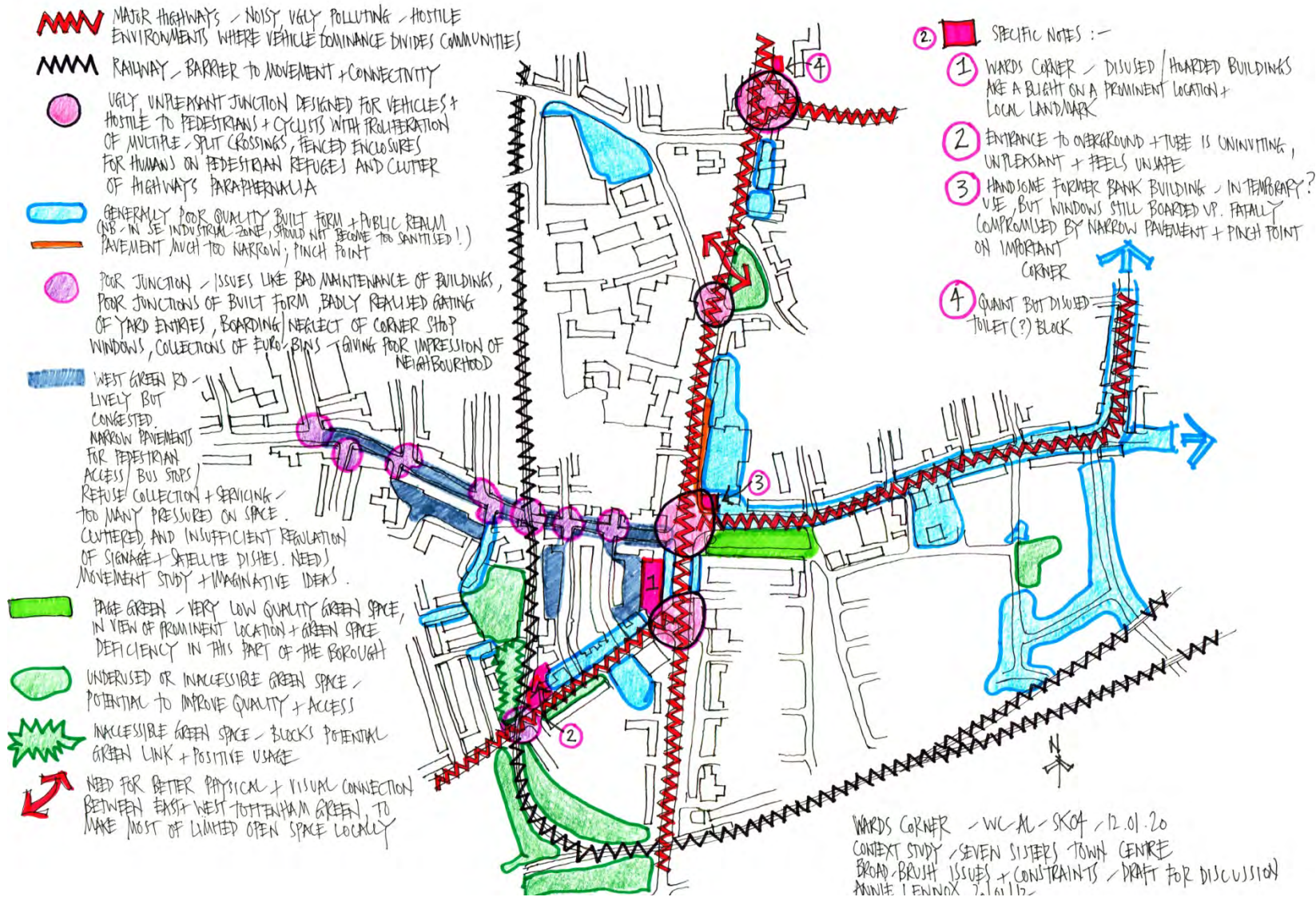


Figure 14 Site Issues and constraints



Figure 15 Natural assets

1.3 Natural Assets

The natural assets around the location (Figure 15) mean there are a variety of green spaces with different uses, from trees along the High Road to small park areas and wider green connections. Markfield Park links the area up with the River Lea and the Olympic park. There is a second “green link” connecting West Green Road and Seven Sisters Road, through the Brunswick Road Open Space. It provides a good pedestrian link connecting West Green Road and Seven Sisters Rail station.



Figure 16 The bridge to the south of the site on the High Road

1.4 Transport Connections

The site is very well connected with the A10 passing through from London Bridge to Cambridge and the North, the A503 (Seven Sisters Road) connecting the east and the west regions of the borough towards central London.

There is an excellent public transport infrastructure that connects Wards Corner (Seven Sisters) into and across London, these include Seven Sisters underground and over-ground stations, South Tottenham Station and Tottenham Hale underground and over-ground stations, as well as a dozen bus routes. The resulting proximity to many of the cities’ key locations makes the site a promising area for growth.

The Victoria line to Central London and Network Railway to Liverpool Street means key London locations are just 15 to 20 minutes away. Being an important transport node within the London transport network means there is a considerable amount of footfall generated on a daily basis which, if fully harnessed, could generate a sizeable amount of additional business.

Seven Sisters junction is considered the gateway to Tottenham. The three railway bridges to the South (figure 16) and West spanning the High Road, Seven Sisters Road and West Green Road lay the foundations that give Seven Sisters a gateway characteristic. With a little care to improve their appearance this effect could be amplified in a more positive light, (as planned for the bridges over nearby Green Lanes in Haringay, N8).

1.5 Current Traffic and Public Space Provisions

The Tottenham gyratory was aimed at maximising vehicular throughput and had little regard for the pedestrian user, making it a major constraint to creating a sense of place at Seven Sisters junction. The works removing it and returning the two-way traffic are due for completion by spring 2014, but the area remains dominated by three busy roads.



Figure 17 Looking towards the site from across the road and to the north

Currently narrow pavements on West Green Road and Seven Sisters Road create points of conflict between pedestrians and people waiting for buses. With cars having priority over much of the public space and poor crossing provisions, the two sides of the High Road are separated.



Figure 18 Existing open space analysis(open space shown shaded)

In order to create a sense of place and a more human scale, the junction needs to be married up through better visual and physical linking for the benefit of pedestrians and cyclists.



Figure 19 West Green Road streetscape proposals

1.6 Planned Local Improvements to Gyratory and Tottenham Hale

Transport for London (TfL) is working with Haringey Council to return the one-way road system to two-way working. Work commenced in autumn 2012 and is due for completion by the end of 2014 (Figure 20).

The improvement works include the creation of Cycle Superhighway 1, increasing the number of pedestrian crossings along the high road, positioning bus stops so as to facilitate easier changeover to the Seven Sisters Underground station and more convenient routes from Wards Corner to the Tottenham Hale retail park.

A new public square and bus station will be created in front of Tottenham Hale Station giving greater priority to alternative modes of transport, encouraging use by pedestrians and bicycles.

The existing one-way system carrying a high volume of traffic with few pedestrian crossings creates a substantial barrier to movement for those living within the one-way system.

The Tottenham Hale transport improvement scheme aims to reduce the impact of traffic on the local area, and increase capacity to cope with future demand. This will enable the regeneration of the area as set out in the Tottenham Hale Urban Centre SPD, and directly facilitate a significant residential-led development on the existing island site.

The removal of the gyratory system will have a similarly beneficial effect on the Ward's Corner Site and the community wants to build on the achievements of the new layout at Tottenham Hale.

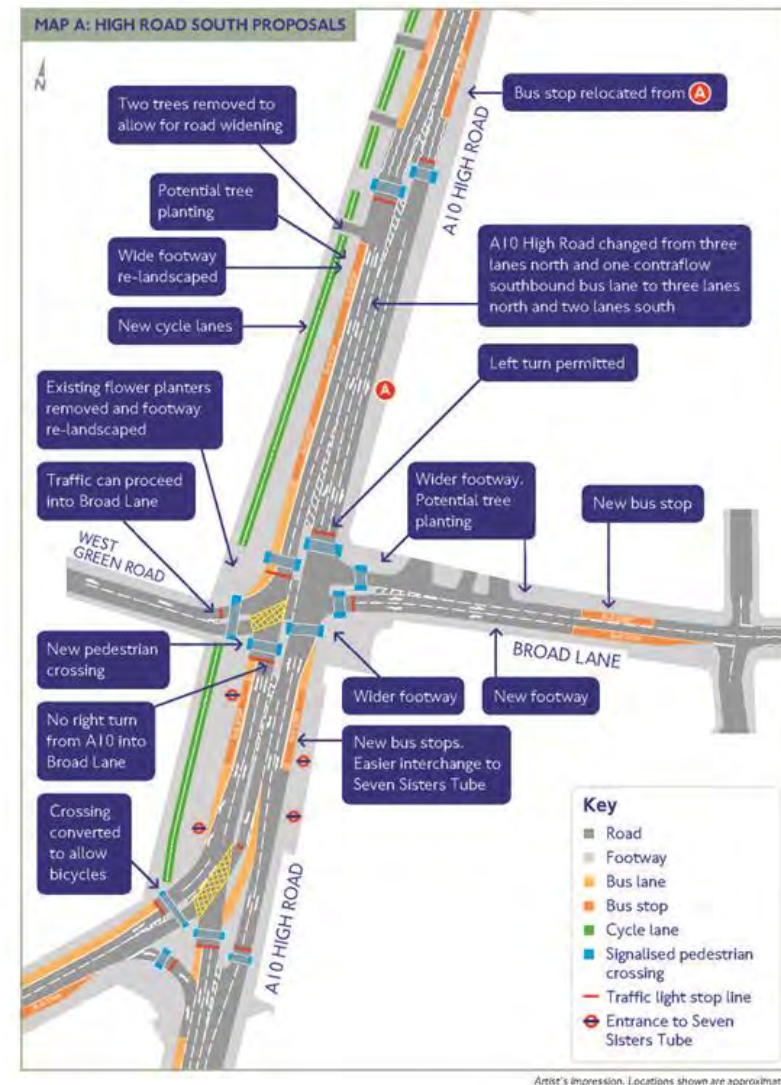


Figure 20 Amendments to the roads around the site as part of the removal of the gyratory system



Figure 21 The Seven Sisters and Page Green Conservation area is shown here labelled 26

conservation areas and are part of a string of iconic buildings along the High Road that links Seven Sisters with Tottenham.



Figure 22 Tottenham Wines on West Green Road

1.7 Conservation Area

Tottenham High Road has a variety of destinations and buildings that are distinctive in character giving rise to it being classed as the Tottenham High Road Historic Corridor, a series of six conservation areas.

Two of the buildings belonging to the former Ward's Department store are especially important in terms of architectural merit and historic significance: Wards Corner, now disused and boarded up, and numbers 1-2 West Green Road, Tottenham Wine retailer (Figure 22). These buildings are locally listed and part of Tottenham's historic corridor of six

The historic frontages of this most southerly tip of this designated historic corridor must be conserved in order not to break up the historic lineage linking Seven Sisters with the rest of Tottenham.

See Appendix 1 – London plan links 7.1,7.4, 7.8, 7.9



Figure 23 Carpet right formerly the co-op store further north on the High Road

The Wards store was the first steel-frame corner design in the High Road; a mile north along the High Road, the Co-op store which opened in 1930 had a similar appearance (figure 23). This was tragically destroyed by fire in 2011. Instead of building to a new design, it is being entirely rebuilt with a replica of that original Art Deco building.

1.8 Consultation on this proposal

Between 22nd November 2011 and 20th January 2012 the exhibition of the proposal in Seven Sisters Market was widely publicised using a combination of door to door leafleting, posters and email lists. The stall was regularly staffed, opening from 12 – 5 at least 3 days a week, with opening days and times publicised and displayed in the stall. The exhibition, displayed in English and Spanish, consisted of a series of floor plans, elevations, historic and current photos, diagrams and explanatory text. The exhibition was visible at all times, even when the stall was closed.



Figure 24 The exhibition of the community plan in the market Nov 2011

The WCC used a mobile version of the exhibition to consult on the proposal at public events. This saw its most effective use at Tottenham Winter Wonderland where hundreds of people were able to look at the plans, comment on them and ask questions of the architectural designer who drew them.

The WCC collected written feedback on the proposal in a number of ways. Questionnaires were available both at the stall and with the mobile exhibition and provided a structured way for people to give feedback on the plans. Use of post-it-notes was encouraged, allowing people to quickly and easily comment about specific parts of the plan. The information gained from these sources is summarised below.

The WCC website also has a section dedicated to the proposal, the display is accessible in digital form along with space for people to post comments about the plan.

Please see appendix 2 for more detail on public consultation.

1.9 Ownership

This planning application is concerned only with the area of the market and the Wards department store, freehold of which is held by TFL. However ownership of the wider site is varied. Since the boundary area of this plan is in single ownership, it presents a good opportunity for securing long term use of the space from TFL.

Haringey Council has ownership of four properties in Suffield Road. This is a low number in comparison to the people who either own or rent their properties from private landlords.

Other housing is owned by Circle 33 and Grainger plc.

Shops on Seven Sisters Road and West Green Road are owned by private individuals.

The tenants and owners, who are residents, need to have an influential voice in the on-going discussion about their area. They want to remain in their homes and to continue running their viable businesses.

The majority of these people have been here between two years and 30 years, with a large percentage veering more towards 30 years. They want to make their businesses work and to improve their futures as well as their livelihoods.

Tenancy prices in the area are rising faster than ever. There are more and more 'For Sale' boards around forcing the local population out from the wider site because they can no longer afford their rent. Residential as well as business tenants are affected by this.



Figure 25 Land Ownership map 2007

1.10 Economy & Jobs

For the last 28 years the indoor market has provided a launching pad for small businesses.

The community plan is to open the corner store and two floors above, as well as restoring the market hall, thus tripling the floor space. It will lead to growth in the micro economy that exists on the site through a better trading environment and increased footfall resulting from the proposed refurbishments of the building and Wards Corner's promotion as a retail destination. Not only will the plan strengthen the position of the businesses that currently trade on the site, it will also provide space for the retail offer at Wards Corner to grow, drawing in a wider range of customers making full use of the site's strategic position above Seven Sisters Station.

I am Fabian Cataño and I own and run Manantial, one of the **Colombian Cafés** located in the indoor market on the Ward's Corner site in Seven Sisters.

Manantial has been operating successfully as an independent café since 2007. We serve eat-in and take-away, traditional dishes to customers who come to the market to shop or just to get food from us. The café is very busy at weekends when many customers from the Colombian community come in to get the Latin American food that we always have for sale.

The business provides a livelihood for my family as well as those of my 4 permanent employees who live locally.

The site currently supports around 60 businesses, providing around 150 jobs. Following construction this number is expected to rise by 300 long-term full and part-time jobs, bringing the number of jobs provided up to approximately 450.



Figure 26 Inside Wards Corner.

The construction process will create a number of temporary jobs as well as providing training and apprenticeship opportunities in partnership with local education institutions, providing both short term economic gain and longer term stability in a skilled workforce.

See Appendix 1 London plan refs policy 3.1 and 4.8

A key aim of the West Green Road/Seven Sisters Development Trust is to support and foster the creation of new businesses in Tottenham. The provision for incubation and start-up businesses on the site will provide a reliable structure for new businesses to grow in Tottenham, drawing on the wealth of entrepreneurial talent in the area. This will not only have a positive impact on the micro economy at Wards Corner but will have a boosting effect on the rest of the borough as businesses grow and relocate.



Figure 27 The beauty salon

I am Maria Osorio and I own and run Azukita, a clothes boutique in the indoor market on the Wards Corner site in Seven Sisters.

Azukita has been operating successfully since 2005 when I took over the then video shop from my husband. As an independent business it provides a livelihood for myself and my family - two of my children work here with me and it allows me to put the other two through university. I also have 2 part-time employees.

We sell casual and party clothes, dress outfits, shoes and accessories. The prices are reasonable, suiting the budgets of the people who come here and we sell items that aren't found in chain shops. Because of this customers come here from all over Tottenham and further afield. I have regular customers from Elephant and Castle and Northampton for example. Of course many customers are from the Latin American community. But the boutique is extremely popular with customers from the Caribbean, African and East European and native English communities. I'd like to expand because space is tight but the situation with the market is uncertain so I can't make that decision now.

See Appendix 1 London plan ref 4.1.2

1.11 Improved Social Cohesion

Seven Sisters /West Green Road is one of Haringey's five District Town Centres. Seven Sisters market currently provides vital social space to a large number of people who visit the site on a regular, sometimes daily, basis. There is very little in the way of public space in Tottenham and the market gives people a safe place to meet informally, socialise and pass the time.



Figure 28 An article highlighting the plight of the Latin American community in London, pushed out by development

The plan will extend this function providing space for people to dwell without creating clutter or blocking access ways and improve it by offering a platform for local artists or groups to provide entertainment inside the market. Further to this the proposed art gallery on the first floor will provide an additional focus, giving people an extra reason to visit the market and facilitating the involvement of local artists in the space.

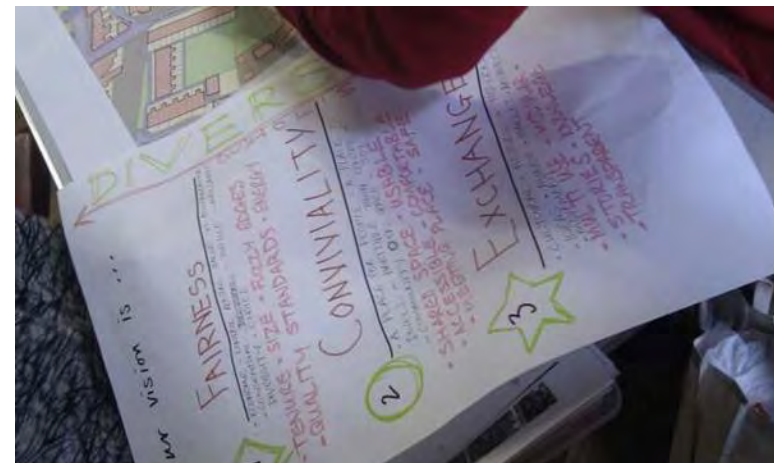


Figure 29 The results from a community planning workshop 2012

The extension of community facilities into the corner building will make Wards Corner a new hub destination for more people in the area, somewhere that they feel comfortable and somewhere they can find help and support. This will give people a feeling of belonging and a greater sense of ownership over the space.

These improvements to the site will greatly enhance the existing vibrant indoor market, creating the inclusive and accessible town centre that Tottenham is missing, facilitating greater integration between the many diverse communities that live in and visit the area.

**CHAPTER 2 : 231 – 243
High Road Background
and proposal**



*Figure 30 Proposed restored
interior of the market*

Introduction

In this section of the document we will look specifically at the existing wards corner building 231-243 High Road, N15 5BT and describe it in a historical context as well as how it connects with the existing economic, cultural and social reality. We will then go on to look in detail at how the market operates and connects to its surrounding site. This includes the recent planning history. The existing building fabric is then assessed and its function examined.

Following this we outline local people's wishes for the site, then comes the proposal for the restoration of the market, articulating how this will fit in with the context as outlined here.

Brief Outline

- Roman times - Ermine Street created as route from London to the North
- c.1885 - row of terraces built during the Victorian expansion of London
- c.1900 - bought by the wards family and a steel frame rear extension added to create the Wards stores
- 1970 - Seven Sisters Underground Station opens
- 1972 - Wards Stores closes
- 1973 - Wards Stores acquired by Transport for London (TFL) by compulsory purchase order
- 1980 – District and Provincial Investment Company took over the lease and stripped away a lot of original features.
- c.1985 – An indoor market opens on the ground floor. African and Caribbean Stall holders well represented.
- c.2001 – Richard Oakley takes over the lease of the ground floor and sets up Seven Sisters Indoor Market. New stall holders move in and start establishing a market place with a strong Latin American cultural identity.

2.1.0 Historic Context

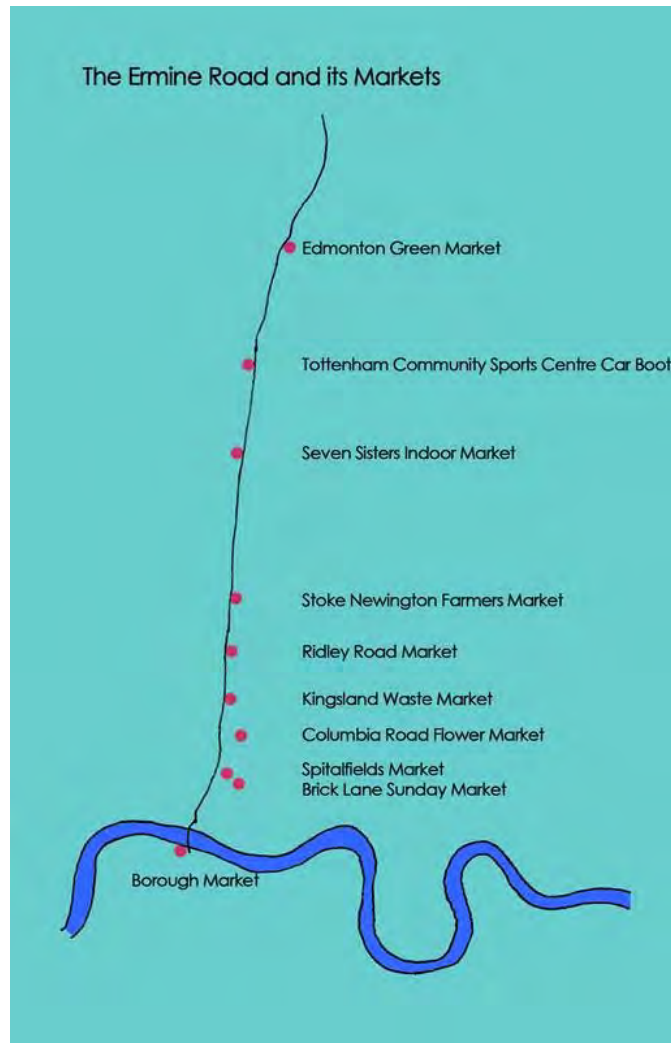


Figure 31 Ermine Street and its markets

2.1.1 Ermine Street

Wards Corner sits on an historic route into and out of London. Ermine Street, often described as the Roman Road from London to the North of England, ran from Bishopsgate all the way to York and was one of the country's main arterial routes.

Now the A10, it holds equal significance within London joining together important cultural centres and heritage sites as it runs through Hoxton, Dalston, Stoke Newington, Stamford Hill, and Tottenham, on to Edmonton and Enfield (figure 31).

Protected by a string of conservation areas including the Tottenham High Road/Page Green Conservation area and with help from the Heritage Lottery Fund, parts of this Historic Corridor have seen much investment in heritage-led regeneration and as such the route maintains a distinct character.

2.1.2 Markets

Also running the London length of Ermine Street is a string of unique shopping locations characterised by the prominence of local, independent businesses and the mixture of specialised goods and those aimed at the local populace; from Spitalfields Market, Kingsland Waste Market, Ridley Road Market, Stoke Newington Farmers Market to Seven Sisters Market, and on to Edmonton Green Market.

See Appendix 1 London plan ref 2.1.2 re markets

“Markets have existed for millennia and, historically, ensured the residents of towns and cities had access to affordable fresh food and other commodities. They have also acted as a key source of retail innovation. Markets were the retail nursery that created many of today’s multi-national retailers e.g. Tesco (Hackney, East London), Marks & Spencer (Leeds), and Morrison’s (Bradford). This innovation is still being displayed today through, for example, Farmers’ and Christmas markets.”

Mary Portas



Figure 33 Other successful markets - The English Market in Cork, Ireland



Figure 32 Existing photo montage of High Road elevation



Figure 34 Wards Stores postcard

steel frame was added. On the first and second floors the terraces revert to their existing structure of solid brick party walls.

The store opened circa 1901 and was Tottenham's own smaller, but nonetheless impressive, version of Selfridges and other grand stores of the day.

Ward's emporium had a wide reputation for quality and distinguished services which drew shoppers to Tottenham. Along with the diverse small shops that developed along Seven Sisters and West Green Road, Wards Store served the new suburban commuters and their families who had moved into the expanded stock of small and medium sized Victorian housing. Employees were now able to commute to work across London on the new trains and trolley buses. The department store traded until 1972, three years after the Victoria Line opened.

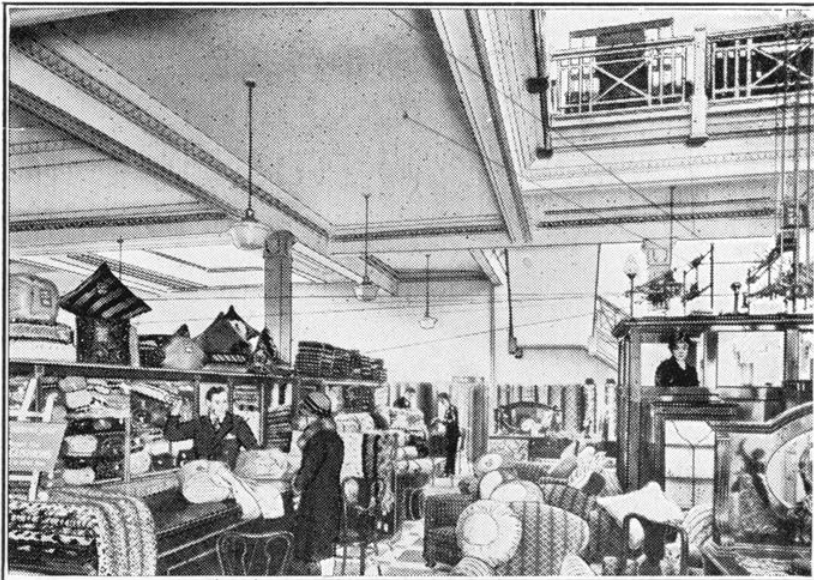
2.1.3 Development of the Wards Corner building

'Wards Corner' takes its name from the prominent steel framed Edwardian building that lines the High Road frontage and once housed Wards Department Stores.

Starting with one small site, the Ward brothers gradually acquired houses from the terrace along the High Road

The original residential brick terraces were built c.1885 and in the early 1900's a rear extension and the grand corner three storey building were added. The houses were converted (knocked through) to provide the necessary accommodation for a department store. This extension was a steel frame structure and the existing terraced houses at the front of the market were incorporated into the remodelling of the interior when the

The Wards Corner building, as well as having architectural merit in its own right and being locally listed, is also a strong part of Tottenham's identity and history. Its opening in many ways marked the transition of Tottenham from being 'rural outskirts' - a staging post for drovers of herds of sheep and cattle coming to central London markets via Ermine Street - to a bustling, urban, lively place, following the mass local housing boom defining the area's emergence into the twentieth century. The store served this purpose well, matching the modern culture of its time, and was well supported by local people in consequence.



A Corner of our Furnishing Drapery Dept., showing the Cretonne, Casement and Blind counters.

Figure 35 An excerpt from the old catalogue of the Wards Stores



Figure 36 The First Floor of the Wards Store today

2.1.4 Seven Sisters London Underground Station

The Wards Store building was acquired in 1973 by Transport for London (TFL) (then, London Underground Limited). The site sits just metres above the tube ticket office and escalator shafts. Despite being in public ownership, this significant building and its great potential have not been fully realised for the benefit of Tottenham.

TFL and other freeholders on the site have not effectively supported the ongoing use of this site by the very large number of small businesses that have continued to trade over decades, and many others that have applied unsuccessfully to use the space. The intention has been to demolish existing buildings across the whole site and create private (commuter) housing and chain retail. This approach denies the reality of the site and the potential it offers.

The site is positioned directly above Seven Sisters Underground station. The ticket hall roof structure is approximately 1m below the market. As such this has major structural implications and limitations for any building work above.



Figure 37 View of a remodelled curtilage to the market, improved public realm and new tube entrance at Seven Sisters

2.1.5 Current Landownership and Management

When Seven Sisters Underground station was built over 40 years ago London Underground Limited took over the ownership of the Wards building with a compulsory purchase order, with Transport for London (TFL) holding the freehold which they retain to this day.

In 1980 District and Provincial Investment Company took over the lease for the entirety of the Wards Department store. It was during this time that the bay windows on the first floor were removed along with the existing staircase and light-wells from the first to ground floor. There was a new roof put on too, that did away with the dormers to the front and the rear and the chimneys as well as the dormer windows on the first floor. During this time the building stood empty.

In 2001 Richard Oakley and his father took over the lease of the ground floor of the Wards building. His requests to take on the lease of the corner building and first floor were denied. They converted the ground floor for use as a market which continues to this day. There has been a wide mix of ethnicities in the market since its beginnings from Anglo Saxon and Asian, then Afro Caribbean and most recently for the last twelve years or so, South American. The space is now run by Jill Oakley who is both the lease holder and market manager; she sells licences for use of the market stall space. The licence holders are responsible for service charges for their individual property and upkeep of their stalls, Jill is responsible for the upkeep of the communal areas whilst TFL remains responsible for the upkeep of the building.

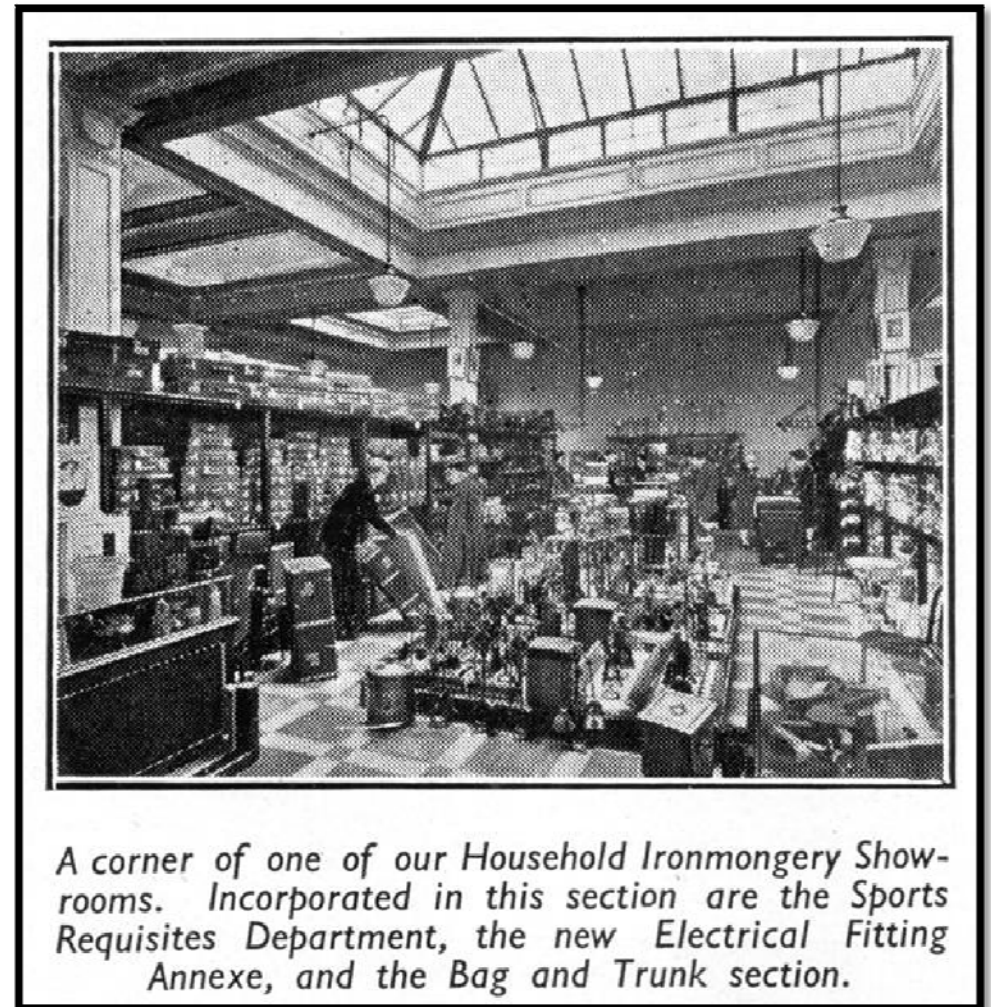


Figure 38 Showing the first floor with its lightwells and skylights before access was denied by removal of the grand staircase

2.1.7 Ward's Corner Planning History

- September 2003 - Publication of London Borough of Haringey's Ward's Corner/Seven Sisters Underground Draft Development Brief for public consultation.
- 27 November 2003 - Deputation to Haringey Council's Regeneration and Partnerships Scrutiny Panel about the Ward's Corner proposals. The deputation of local residents and Seven Sisters Market Proprietor asked for:
 - a new, properly planned and advertised public consultation
 - immediate measures to restore the burnt out buildings near to the tube entrance
 - a written guarantee from the Council of proper public consultation in future for all developments in Tottenham.
 - the thriving multi-cultural Seven Sisters market community to be celebrated and supported
 - the elegant and distinctive Wards Stores building to be restored to create an attractive shopping and café area.
 - The deputation wanted to know:
 - why the whole site was up for redevelopment when the thriving market could be refurbished for a lesser cost?
 - why the businesses in the market were not consulted?
- 11 August 2007 - Meeting of residents and traders who were concerned about the Grainger's proposed development plans for Wards Corner.
- 20 December 2007 - Formation of Wards Corner Community Coalition (WCC) to involve local residents and traders in plans for Real Regeneration of Wards Corner.
- 18th January 2008 - HGY/2008/0177 – Planning submission by the market traders for Seven Sisters Market Hall, 231-243 High Road - Erection of first floor rear extensions, alterations to rear elevation. Alterations to front elevation, including new bays at first floor level and dormer windows to front roof-slope, installation of new shop-front, alterations to 3 storey corner block, internal alterations to create new shops/workshops/offices/cafe (A3) use on ground / first floors and creation of 8 x one bed flats at second floor.
- 6th February 2008 - Grainger application HGY/2008/0303 for Demolition of existing buildings and erection of mixed use development comprising Class C3 residential and Class A1/A2/A3/A4 with access parking and associated landscaping and public realm improvements. HGY/2008/0322 – Grainger Application - Conservation Area Consent for demolition of existing buildings 227 – 259 High Road 1a, 1b and 1 West Green Road N15
- 28 February 2008 - Public meeting attended by some 350 people to introduce the alternative Community Plan submitted by Architect Ricardo Pelayo on behalf of Wards Corner Community Coalition and Market Traders.

- 20 March 2008 - Development Control Forum to discuss the Community Plan application HGY/2008/0177 Erection of first floor rear extensions, alterations to rear elevation. Alterations to front elevation, including new bays at first floor level and dormer windows to front roof slope, installation of new shopfront, alterations to 3 storey corner block, internal alterations to create new shops/workshops/offices/cafe (A3) use on ground / first floors and creation of 8 x one bed flats at second floor to restore Wards Corner. Not determined.
- 12 November 2008 - At the Mayor's Question Time, Boris Johnson said he saw the wonderful market when he visited Wards Corner and was determined to try to save it. He thought the developer's proposed design could have been more imaginative.
- 17th November 2008 - HGY/2008/0322 Conservation Area Consent for demolition of existing buildings 227 – 259 High Road. Granted.
- June 2010 - WCC had a victory in a precedent-setting High Court ruling. This overturned Grainger plc's planning permission to demolish and rebuild, on the grounds of breach of equalities legislation by the council.
- 18 April 2011 - HGY/2008/0177 letter from London Borough of Haringey to WCC confirming 'happy to waive the fee should you want to resubmit the application'.



Figure 39 WCC and friends celebrate after the court of appeal decision, June 2010

- 11 July 2011 - HGY/2011/1275 - External alterations to front and rear elevation including new shop-fronts, angled bay windows and dormers, and reinstatement of rear upper floor windows and formation of new windows. Application by Glen Lake, on behalf of Market Traders. Not determined.
- 20 July 2011 - Haringey Council refused planning permission for Grainger application HGY/2008/0303. The application shown above has been refused for the following reasons:
 1. The proposed development by virtue of its bulk massing and design neither preserves nor enhances the historic character and appearance of the Tottenham High Road Corridor / Seven Sisters / Page Green Conservation Area. Consequently the proposal is

contrary to the aims and objectives of National Planning Policy Statement (PPS) 1: Creating Sustainable Communities (2005); PPS 5, Policies UD3 'General Principles' & UD4 'Quality Design' and CSV1 'Development in Conservation Areas' of the Haringey UDP.

- 2. The proposed development would involve the loss of designated heritage assets as defined in Annex 2 of PPS 5 and would constitute "substantial harm". The applicant has failed to demonstrate that the substantial harm is necessary in order to deliver substantial public benefits that outweigh that harm.
- 27 October 2011 – WCC meeting with Lyn Garner 'Director Place and Sustainability' and Alan Strickland 'Councillor Noel Park' to discuss resubmission of the community plan. Helpful comments taken on board.
- November 2011 – WCC exhibition of community plan in the Market and consultation with local people.
- April 2012 - Appeal by Grainger APP/Y5420/A/1/2169907 against refusal of planning permission HGY/2008/0303 (subsequently dropped).
- May 2012 - Submission of new Grainger planning application HGY/2012/0915 and HGY/2012/ 0921.
- June 14 2012 – Community Plan application submitted to Haringey planning department, not registered.
- 7 July 2012 – Letter received from London Borough of Haringey requesting further information with regard to The Community Plan that was submitted in June.
- June 26 2012 - HGY/2012/0915 and HGY/2012/ 0921 Grainger planning application granted permission at planning sub-committee on the grounds that:
 - a) It is considered that the principle of this development is supported by National, Regional and Local Planning policies which seek to promote regeneration through housing, employment and urban improvement to support local economic growth.
 - b) Having regard to paragraphs 128 and 129 of the National Planning Policy Framework the local planning authority agrees with the expert advice produced on behalf of the applicant regarding the significance of
 - the designated heritage asset. In particular, it is accepted that:
 - the character of the Conservation Area has been substantially determined by the High Road (together with the buildings flanking it) and the impact of changing transport requirements/ infrastructure, land use, social structures and retail facilities;
 - the Conservation Area and its immediate setting are not now generally characterised by consistency of architectural or townscape style, appearance or quality;
 - the Wards Corner building has been substantially altered and significant elements of its original design have been lost, all of which detract from any significance that it had;
 - the terrace formed by 229 - 259 High Road has been seriously compromised by alterations and poor quality shop-fronts; and

- with the exception of 1A and 1B West Green Road where a small positive contribution is acknowledged, the buildings on site are considered to provide only a neutral contribution.
 - c) The scheme is considered to be of a high-quality design which enhances the character and appearance of the conservation area by having a bulk, massing and design which is commensurate to the location and is sympathetic to the architectural language of the Tottenham High Road Corridor/Seven Sisters /Page Green / Conservation Area. The scheme reinforces local distinctiveness and addresses connectivity between people and places and the integration of new development into the built historic environment. It is considered that the development proposal will result in less than substantial harm to the significance of the designated heritage asset and any harm is outweighed by the public benefits brought about by regeneration of the site. The scheme is considered to comply with paragraph 134 of the National Planning Policy Framework. Even if (which is not accepted by the local planning authority) the proposal was considered to result in substantial harm to the designated heritage asset, it is considered that such harm is outweighed by the substantial public benefits that arise.
- July 26 2012 Presentation of WCC Community Plan at Tottenham Chances.
 - 18th August 2012 Wards Corner submit claim for judicial review



Figure 40 Members of the local community looking at The Community Plan

**2.2.0 Detailed
Assessment of the
Existing Condition of
the Market**



*Figure 41 Picture of
the corner building as
it lays now, unused*



Figure 42 Drawing of Existing Ground Floor

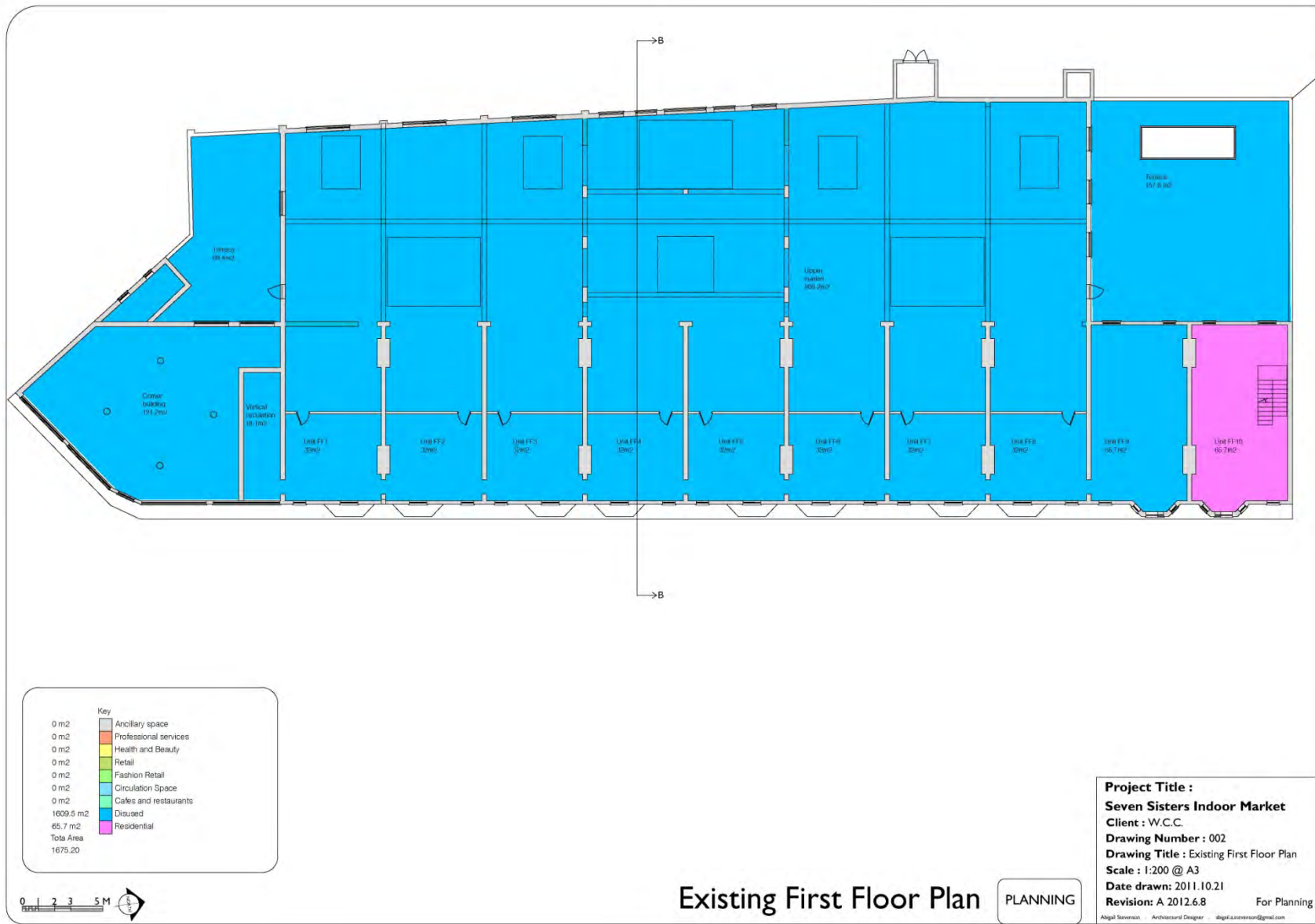


Figure 43 Drawing of empty existing First Floor

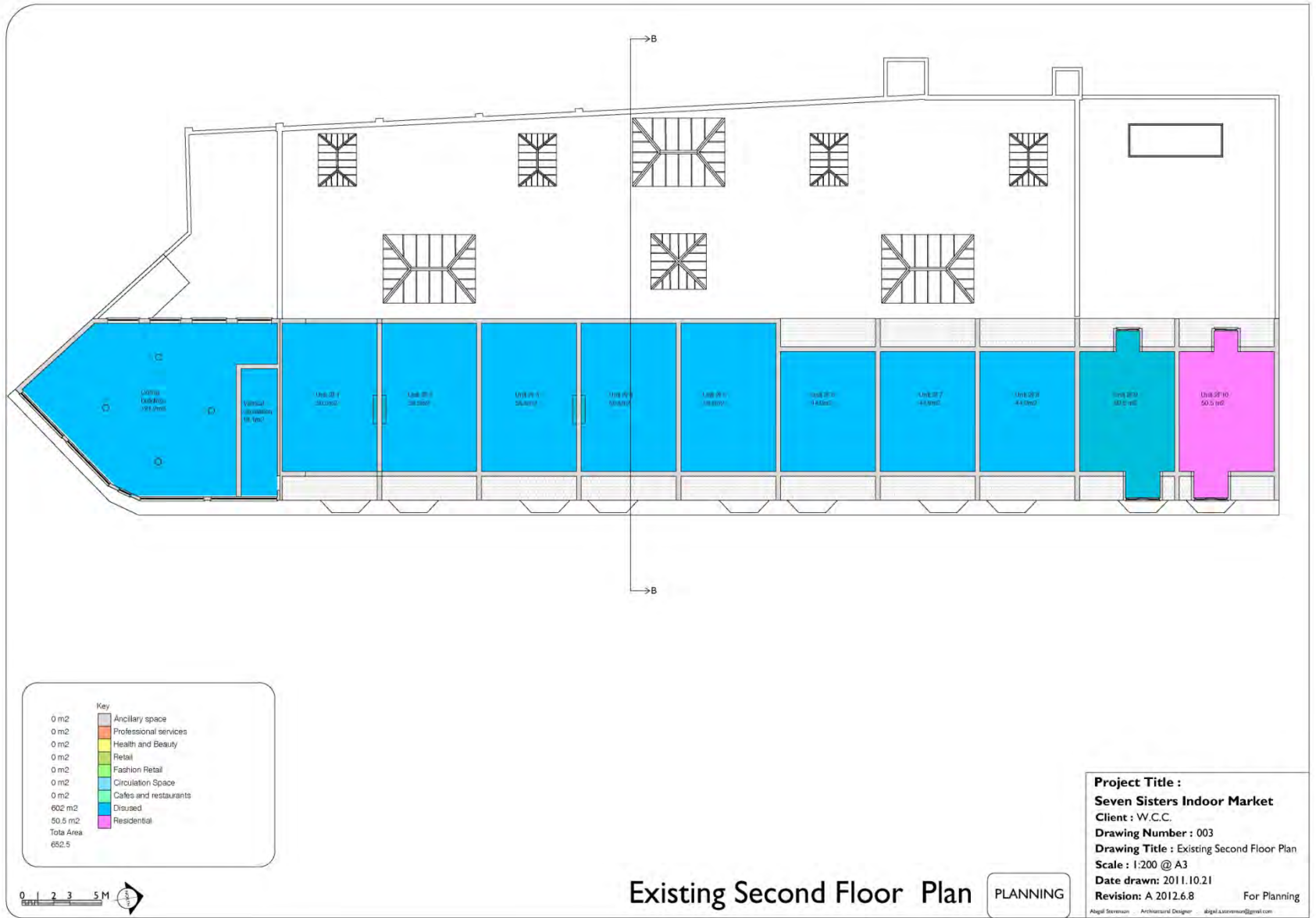


Figure 44 Drawing of Existing Second Floor

Existing Second Floor Plan

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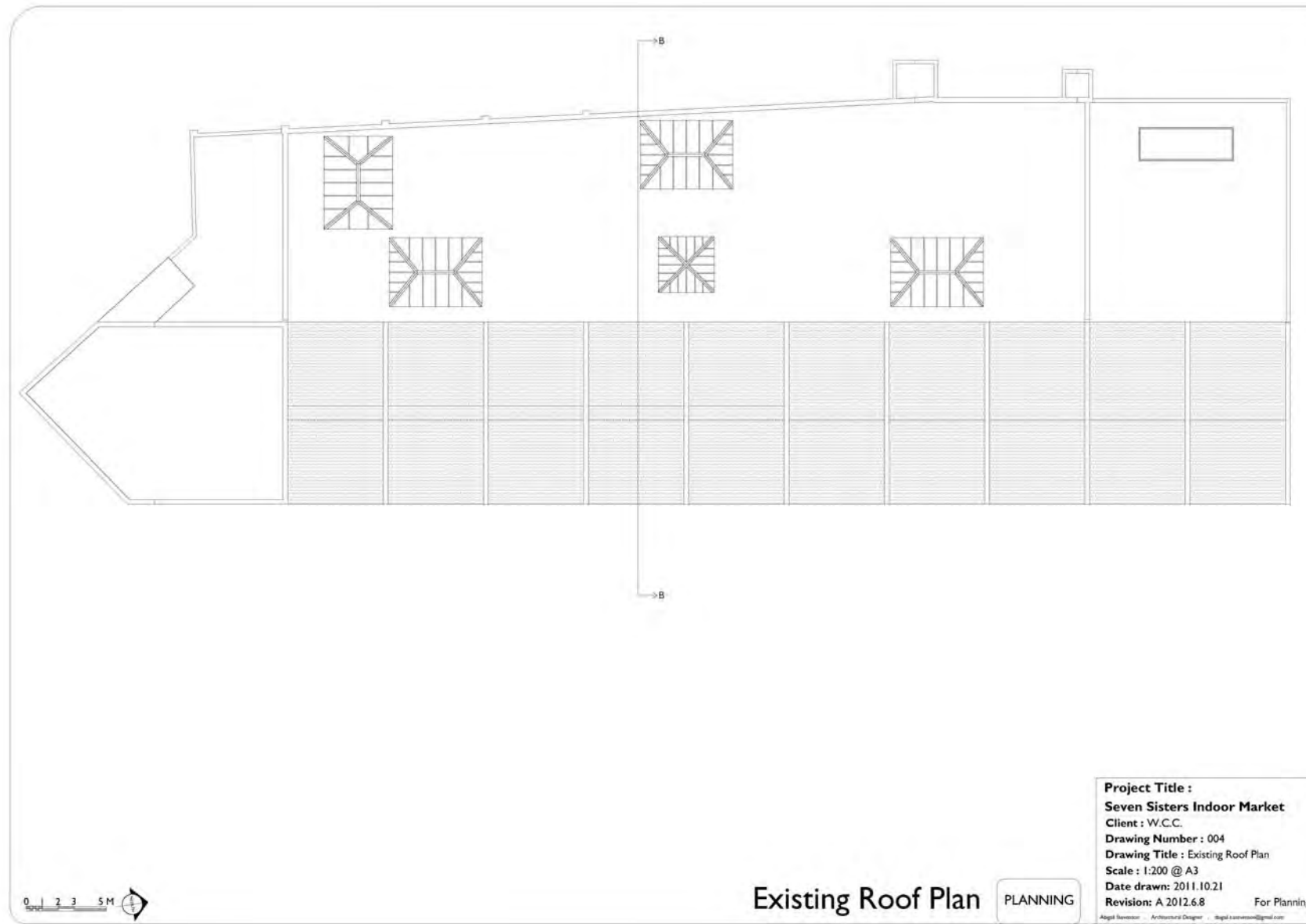


Figure 45 Drawing of the existing roof plan



Existing Front Elevation



Photomontage of Front Elevation
Image courtesy of Pam Isherwood

Figure 46 Drawing and photograph of the front elevation of the existing market



PLANNING

Project Title :
Seven Sisters Indoor Market
Client : W.C.C.
Drawing Number : 005
Drawing Title : Existing Front Elevation
Scale : 1:200 @ A3
Date drawn: 2011.10.21
Revision: A 2012.6.8 For Planning
Project Seminars - Architectural Design - digital.xenonmedia@gmail.com



Figure 47 Existing public realm in front of the market, with clutter and poor signage

2.2.1 Curtilage

Ten businesses open on to the High Rd frontage and use the curtilage for displaying goods or for seating. The café is a prominent feature on the High Rd and gives the area a lively feel, however the medley of activity on the frontage adds to the clutter. The constant presence of customers and passers-by serves to reduce crime and anti-social behaviour on this section of the High Road.

The site benefits from ground level shops which open towards the surrounding streets. The existing shops provide a variety of functions and services which support the local economy.

2.2.2 Existing Parking Provision

The backyard is a car park, used by shop owners, and customers. A portion of the site is a car park for the TfL underground staff. Customers frequenting the shops also use the adjoining car parks on Westerfield Road, as well as the parking spaces created behind Apex House.



Figure 48 View of the rear of building

2.2.3 Current Deliveries & Waste Management

The goods delivery for the shops on the site occurs through the front and/or the rear of the shops (Figure 33). While this allows shops to operate on an individual delivery cycle it creates the need for large open spaces at the back in order to facilitate delivery thereby decreasing the quality of the area. A more streamlined approach to delivery will yield big improvements, unlocking space to the rear and generating less congestion.

The existing provision is to the rear of the market with access from Suffield Road. Seven Sisters market is served by double doors to the rear of the building while the Bag Shop and the International Market each have a door to the rear of the premises. The waste is collected weekly from wheelie bins that sit exposed in the car park.

2.2.4 Interior of the market

The ground floor of the building houses Seven Sisters Market. This space is partitioned into individual retail units, each one customised by its occupying trader. Each stall has a distinct character and this myriad selection of architectural styles and colours gives the market a vibrant and busy feel.



Figure 49 Interior of the market today

2.2.5 Original features

Much of the original corncicing on the beams and mouldings on the columns remains, running through the market and adding a richness to the space, however these original features are in need of some restoration.



Figure 50 Existing cornice on first floor

The first floor (Figure 36) has laid empty for the last 30 years. It is mostly in good condition though some repair work is needed on the existing decorative plasterwork which has in places been removed to check the structural integrity of the steel frame (Figure 35).



*Figure 51 Inside the corner building on the second floor.
The circular window originally held a clock.*

2.2.6 Floor finishes

The ground floor is a mixture of different finishes, ranging from concrete slab to herringbone timber tiles. The majority of the market has a short pile blue carpet covering the floor, which causes maintenance problems and detracts from the quality of the interior.

There is a timber floor throughout the first and second floors. This is mostly in good order but will need patching in areas due to structural investigations.



Figure 52 Existing Floor finish on the ground floor

2.2.7 Exterior of Ward's Corner and Ward's Store

The large flat roof of the market building has been patched where lead flashings were stolen. The roof to the converted terraces at the front of the market was replaced in the 80's. When this occurred the original dormers were removed, as well as the chimneys and bay windows at first floor level.



Figure 53 Old photo showing bays, dormers, original frontages and chimneys now removed

2.2.8 Existing Services, Utilities and Power

The existing services run below the finished floor level.

Electricity meters were installed to each market unit in 2005 and stall holders pay for the power they use. The electricity for the shared spaces is paid for by the market manager. There is no heating in the common areas of the market and the stall holders are responsible for heating their own space, which is mostly done via inefficient electrical heaters. There is a gas supply to each of those units with a kitchen.



Figure 54 Poor natural daylighting in the existing market

The lighting mostly consists of T8 and T5 fluorescent tubes throughout the market, with individual stall holders installing their own lights to meet

their requirements. There is limited natural light in the market, as the only windows into the space are via the shop-fronts at the front.

2.2.8 Existing Sustainability

The existing building has very little insulation resulting in poor energy efficiency performance. As a result of the lack of natural light and aged fittings the energy requirements for lighting are not in line with current requirements.

The existing condition is very reminiscent of the existing housing stock in the area, particularly the converted terraces at the front of the building. There is therefore an opportunity to trial and demonstrate different retrofitting techniques here so that the results can be available to the general public to help inform them about carrying out such works to their own homes.

2.3.0 Development Aims for Ward's Corner



Figure 55 Proposed new art gallery space on the first floor of the restored building

Local people have come together and articulated what they would like to see at Wards corner. These are broadly in line with the councils own objectives for the area, however they focus on restoration and retention of existing homes and businesses.

The aims are listed below;

- To preserve and enhance a sense of place – to create a catalyst space for diverse communities to come together, a place where everybody is proud to belong.

- To bring the 2150 m2 of empty space back into use in order to allow for the expansion of the market and creation of retail, office and workshop space. Restoration of the main Wards Corner department store and indoor market, bringing the corner building and upper floors into retail, service industry, artistic and community use.



Figure 56 Local residents discussing the community plan 2012

- To retain, restore and renovate the distinctive Wards Corner Store buildings in keeping with the historical context of the conservation area and High Rd. This work should encompass both the interior and the exterior of the buildings.
- To restore the existing market providing a better amenity for businesses to operate out of, with better use of the space,

providing additional space for existing businesses to grow and for more to move in.

- To create hub space on the second floor (with cheaper rents) allowing small start up businesses to rent a desk (a similar model to that of the Westminster and Kings Cross Hubs).
- To contribute towards creating an uplifting town centre where local businesses serve local people as well as establishing a destination point for people from outside the area including tourists and people seeking specialist / niche goods and services.
- To create an active, well maintained 'town square' at the rear of Wards Corner, with access via Suffield Road, Seven Sisters Road and West Green Road, overlooked by both day and evening retail/catering activity and the surrounding residential accommodation particularly in Suffield Road new build.
- To improve the public realm around the site by coordinating our plans with Transport for London and in keeping with Haringey's Local Development Framework 2007 and Local Plan 2013.
- To create an exemplar model of sustainable development employing a range of environmentally friendly technologies and design features.
- To bring forward community-led development through a development trust controlled and funded by local people and supporting organisations and manage the site through a viable and established form of not for profit management. The community plan retains the existing small independent

businesses on the site, as well as existing residential accommodation. Through the delivery vehicle of the Development Trust, the existing buildings will be improved; this will be delivered in three areas:

- To renovate the shop frontages on the High Road, West Green and Seven Sisters Roads to enhance their Victorian and Edwardian and twentieth century heritage.
- To provide support and guidance for existing businesses in the town centre area to improve their premises, in line with the restoration conservation approach outlined in the wider vision.
- To create new housing in Suffield Road directly adjoining the site for mixed use, up to three storeys with aspects onto street and onto town square at rear. New build in vacant plots across the site for residential, retail and other uses following the principles of densification that we propose.



Figure 57 Proposed ground floor plan



Figure 58 Proposed first floor plan



Figure 59 Proposed second floor plan

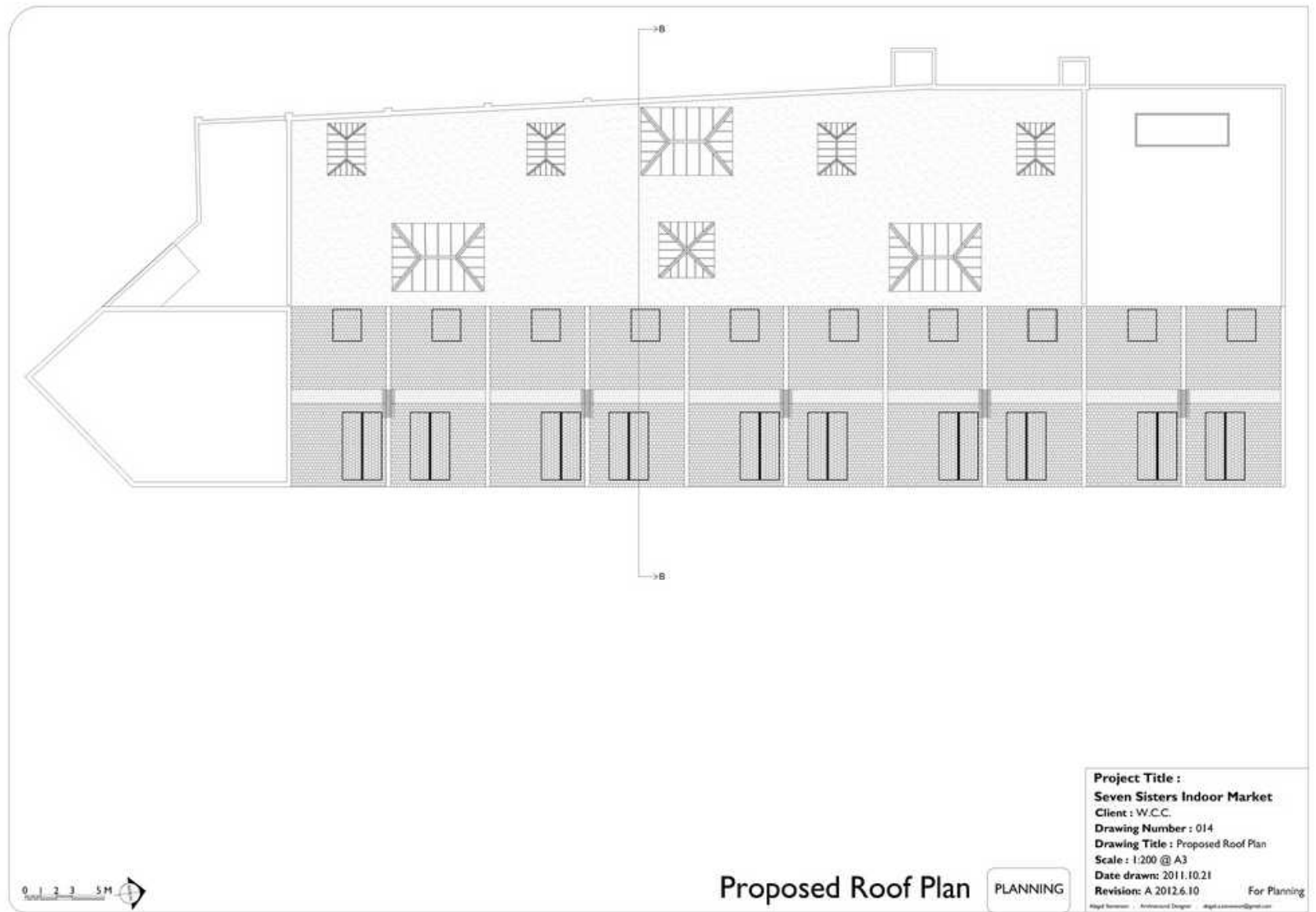
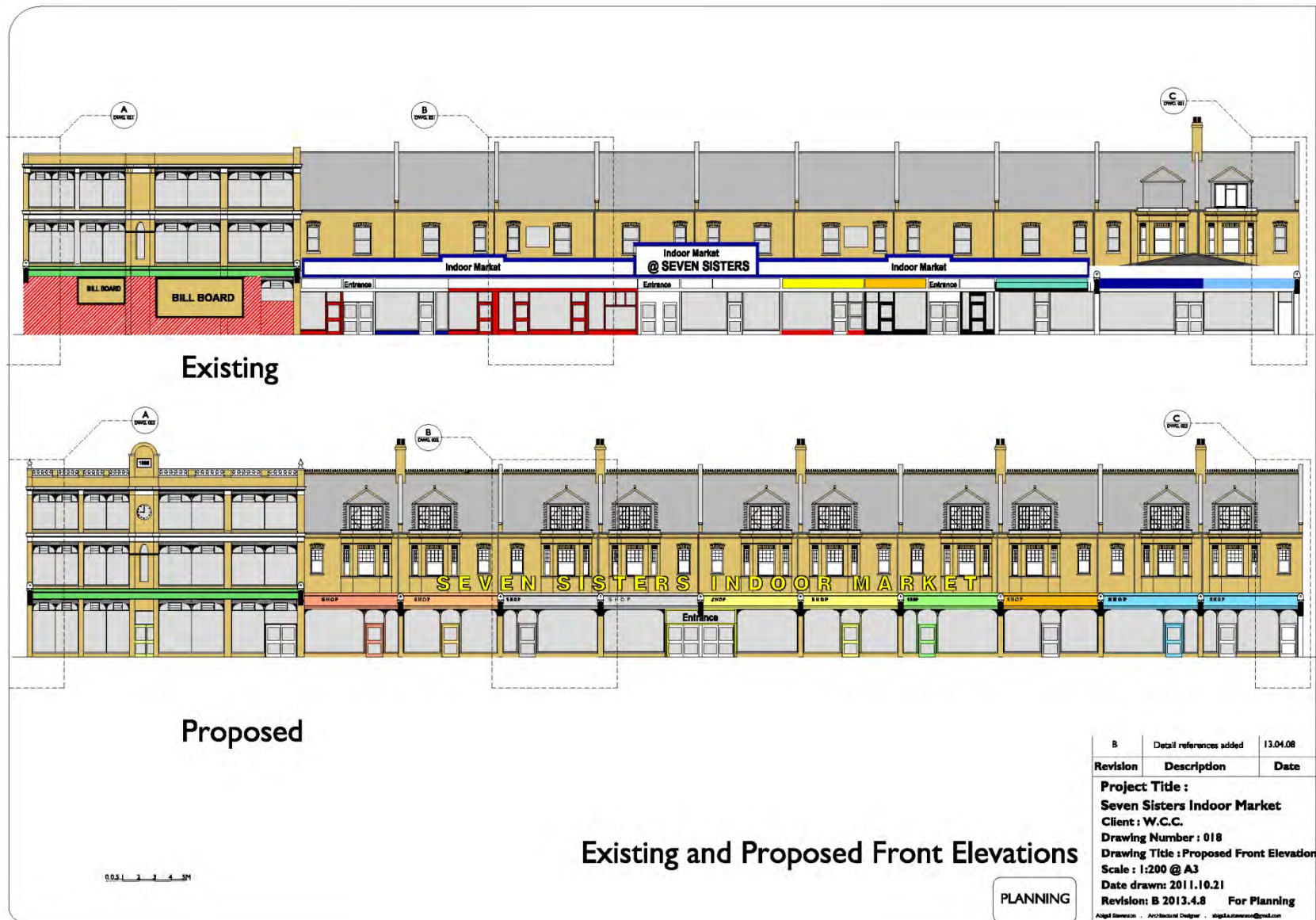


Figure 60 Proposed roof plan



Existing and Proposed Front Elevations

Figure 61 Existing and Proposed Front Elevations

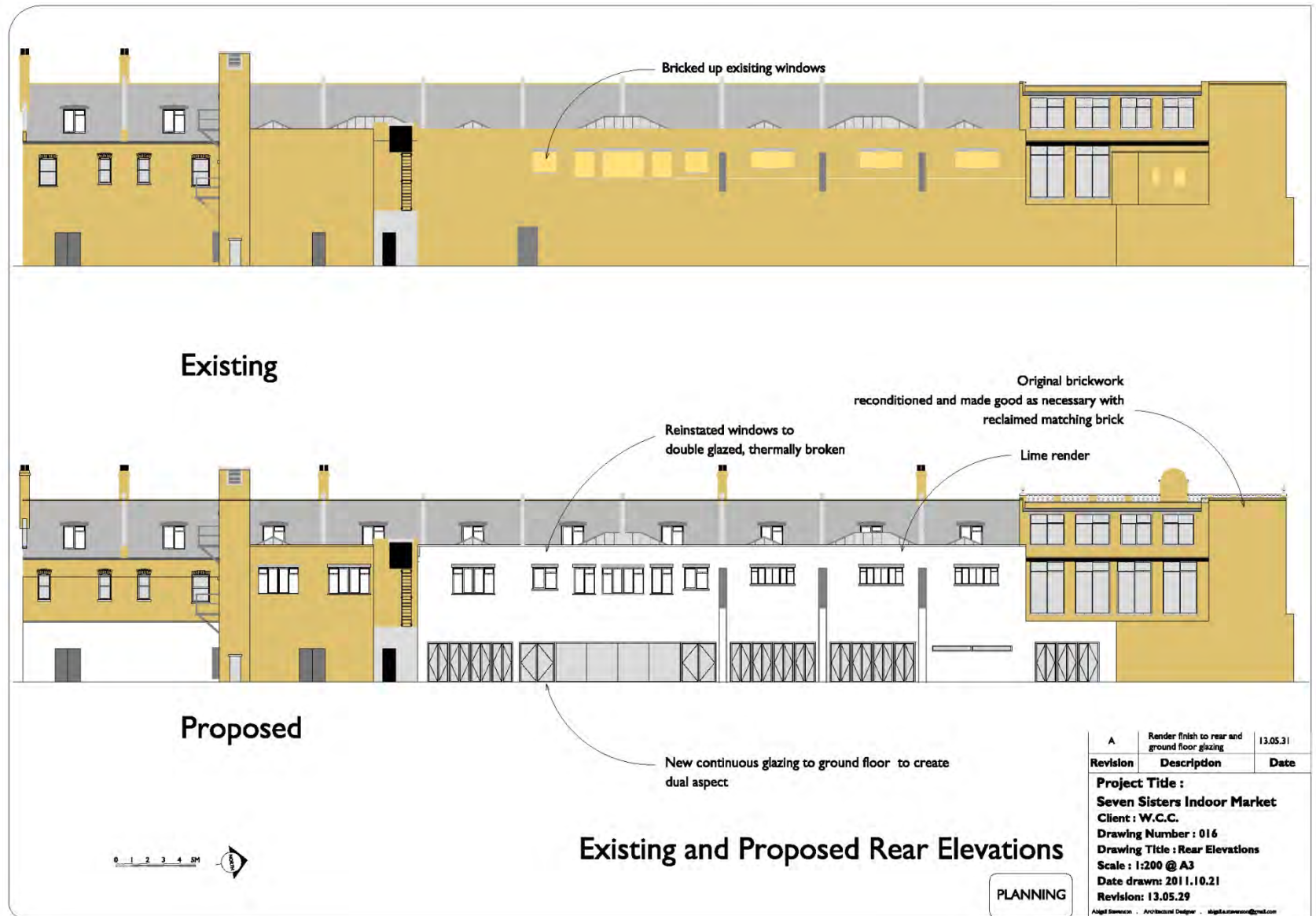


Figure 62 Existing and Proposed rear elevation

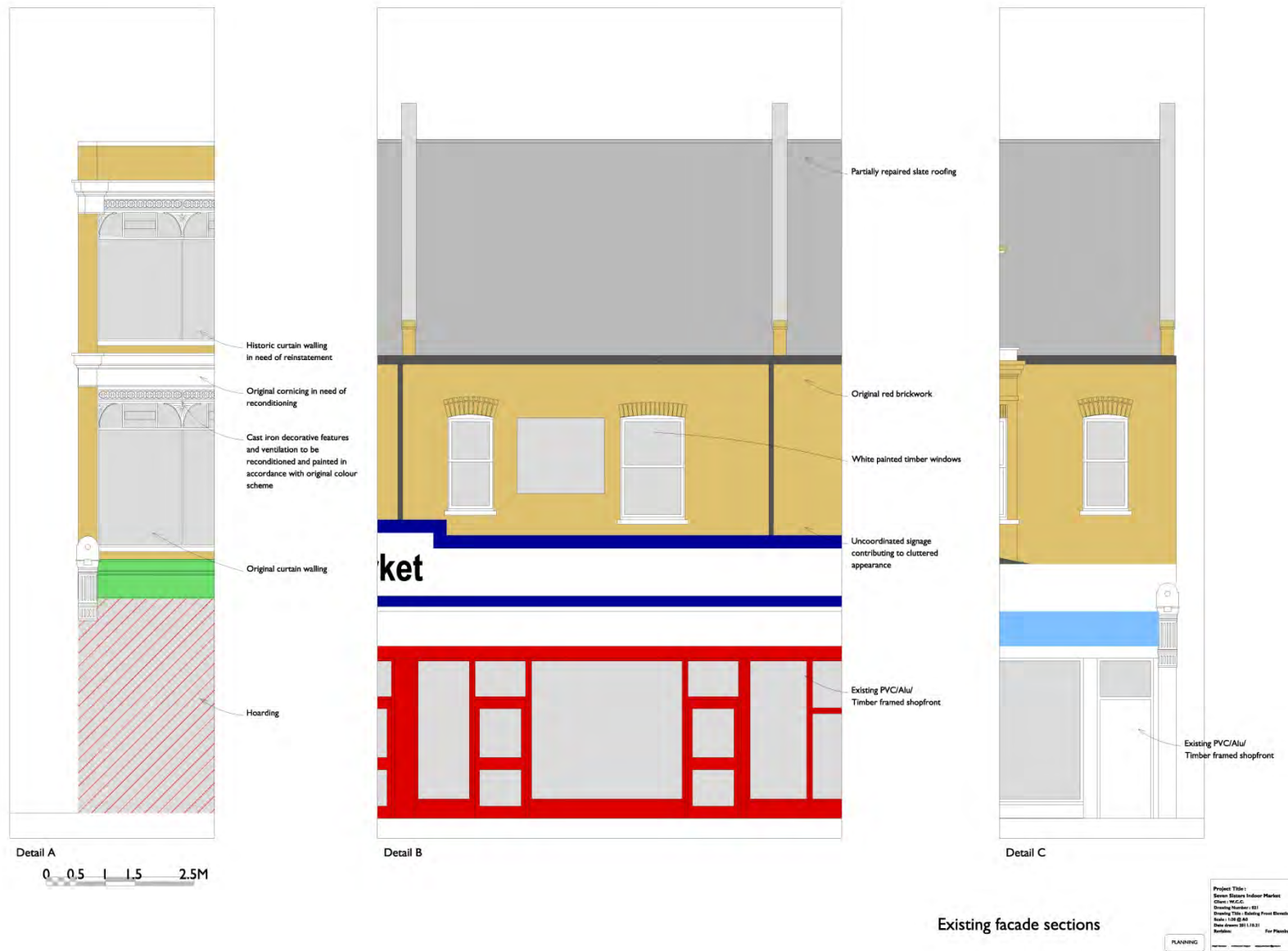


Figure 63 Detailed Existing Elevation

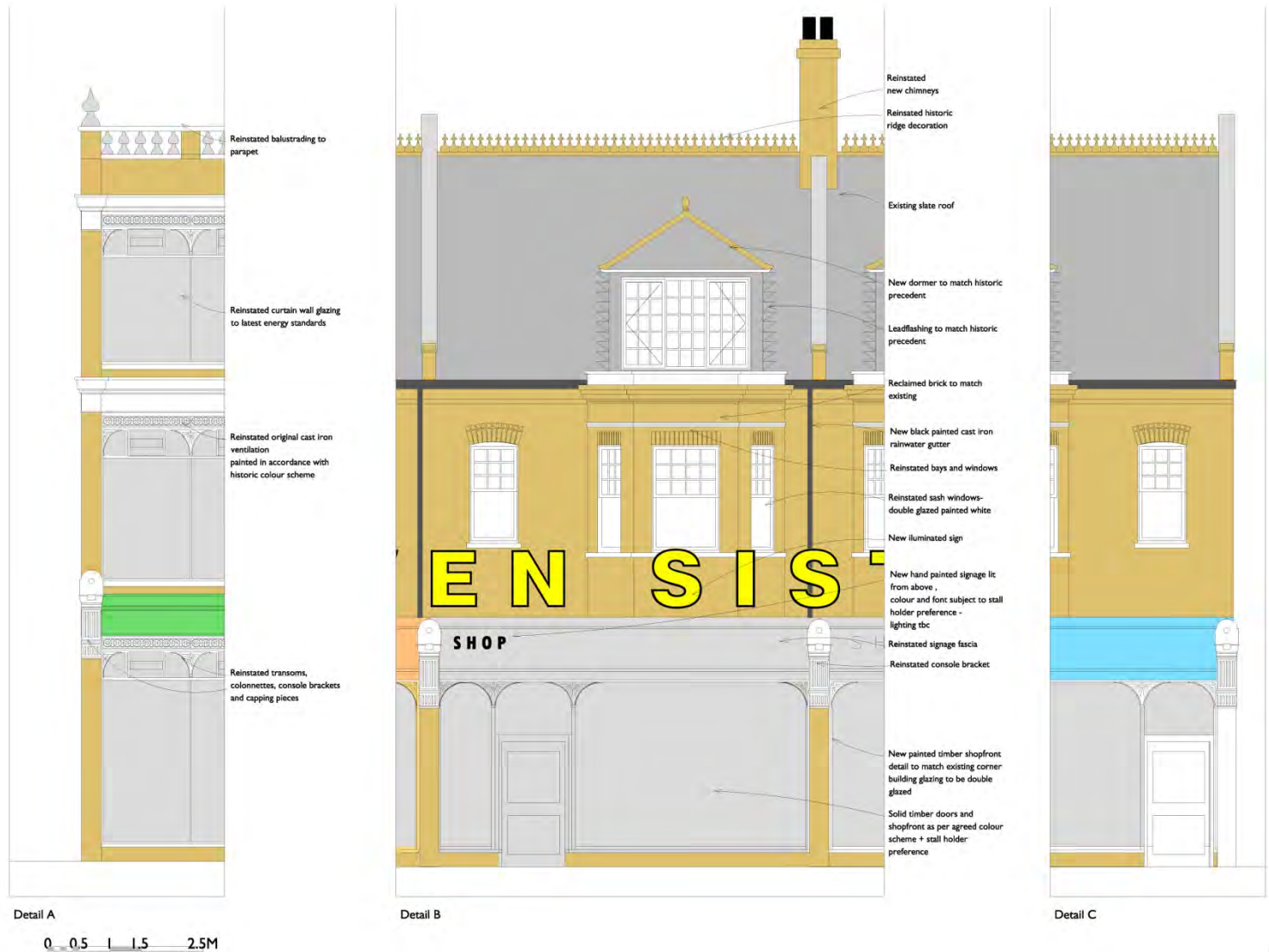


Figure 64 Detailed Proposed Elevation

Proposed Front Elevation

Project Title 1
 Severn Siders Indoor Market
 Client: W.G.C.
 Drawing Number: 022
 Drawing Title: Proposed Front Elevation
 Scale: 1:100 @ A1
 Date: 08/01/2021
 Author: [redacted] For Planning

PLANNING

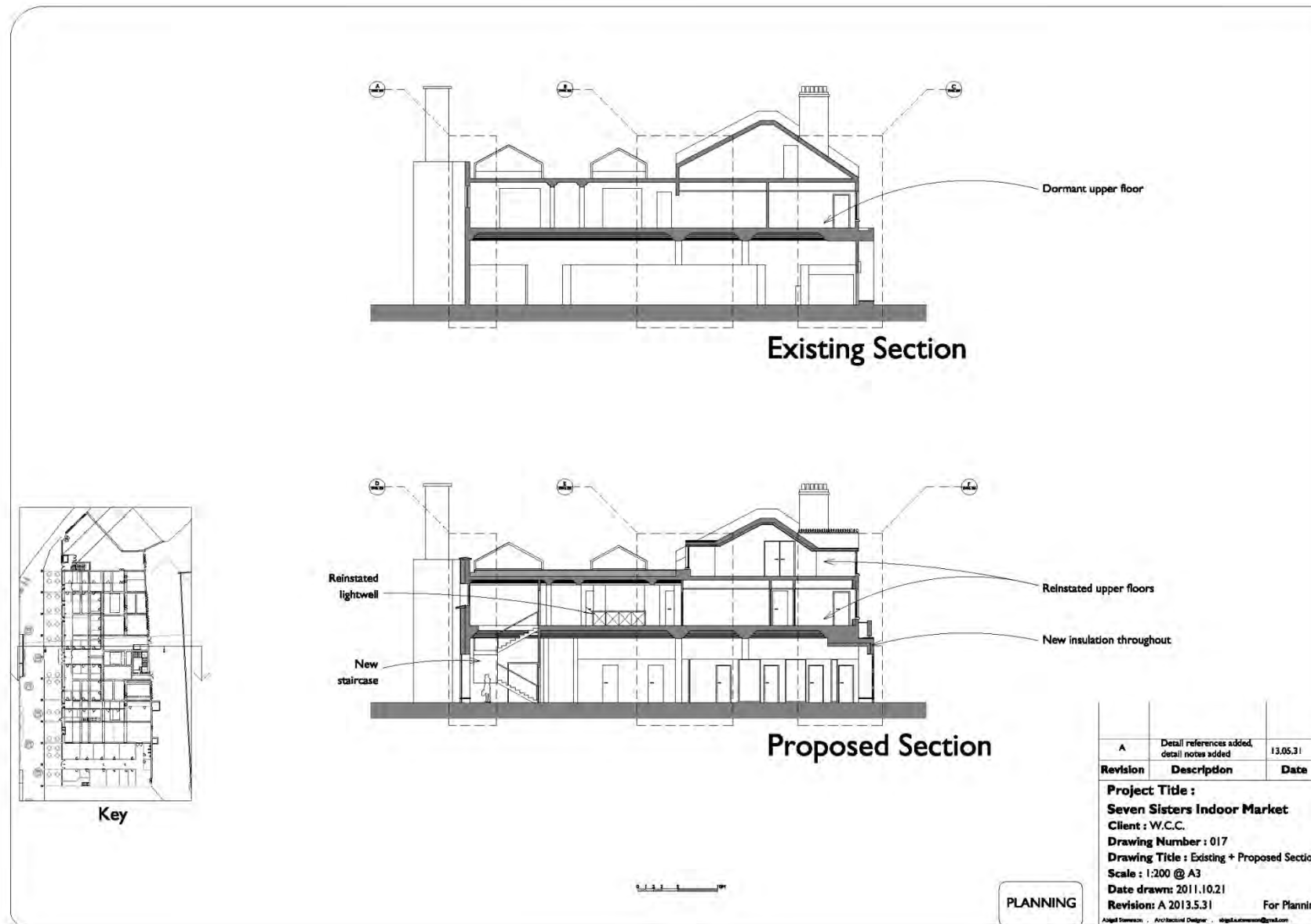


Figure 65 Existing and Proposed Sections

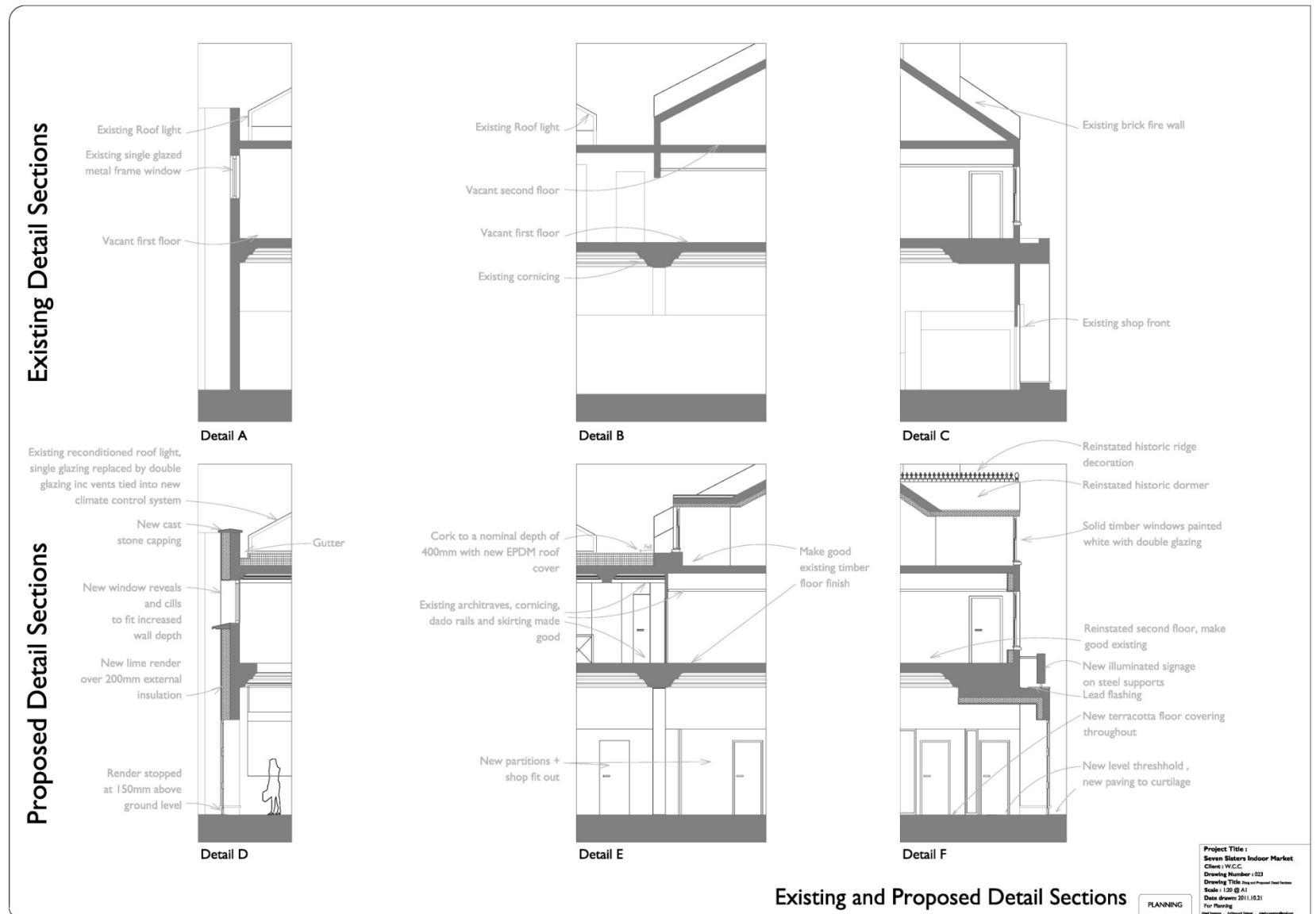


Figure 66 Detailed Existing and Proposed Sections



Figure 67 Showing how the corner building could be inhabited



Ward's Stores Ltd, Seven Sisters Tottenham High Road, c. 1900 began when the family-owned acquired a house in 1901 and over the entire parade. A dept sold furniture, furnishings and Shoppers paid for their goods payment control system. The still retains its original steel-fr possibly the first of their type this day the area is often refer Corner'.

Ward's Stores closed its doors Now Seven Sisters Market, at businesses from Colombian e Caribbean food stalls and lug the local community and pas from the nearby tube station

Figure 68 A photo from a book showing the frontage of the old Wards Store

2.3.0 Proposal Introduction

The design solutions to meet the objectives outlined previously are explained in this section. It is envisaged that the Seven Sisters and West Green Road Development Trust will be the body responsible for the realisation of these plans, by brokering partnerships and leveraging finance. The trust will then be responsible for the day to day managing of the market and the delivery of wider regeneration in the local area, please refer to chapter 3 for a summary of the trust and its objectives.

2.3.1 Design and Restoration



Figure 69 Historic postcard showing the Wards stores in its hey-day

Many of the key architectural features that gave the Wards Department Store its unique character will be restored. The corner building will be restored, the cornicing and clock replaced, the hoardings removed and the frontage at street level replaced. The bay windows at first floor level

along the High Rd frontage will be reinstated, along with the chimneys and dormer windows to the front and rear of the building, increasing the usable floor space on the second floor and providing a robust architectural armature for the restored market interior.

This restoration will echo the remaining historic features of the buildings on the High Road, West Green and Seven Sisters Road, creating architectural cohesion on the site and re-forging the strong links between Wards Corner and the heritage buildings further along the High Road.



Figure 70 Proposed new entrance to the market

See appendix 1 for reference to London plan points 7.4, 7.8, 7.9



Figure 71 Rendering showing the restored grand staircase

Internally the aim is to restore the historic grandeur of the building and rearrange the interior space to provide a better internal environment for customers. The original features that remain will be reinstated, we will reintroduce light-wells from the first to ground floor allowing daylight to penetrate the building and we will reinstate the grand staircase allowing clear and generous passage to the first floor.

There will also be a new passenger and goods lift installed, to allow for disabled access to the first and second floors. The new layout will aim to

strike a balance between allowing the stallholders to retain the unique colourful look of the existing market, and reduce clutter.

2.3.2 Scale, Bulk and Massing

The height and footprint of the building will remain the same. The addition of dormer windows to the front and rear and the reinstating of bay windows on the first floor will have a negligible impact on the bulk of the building and are in keeping with the character of the area.



Figure 72 Rendering of the proposed first floor

2.3.3 Public Realm and Frontage

The plan aims to remodel the public realm to the front of the Market to create a coherent street-scene by simplifying and harmonising the Wards Department Store frontage, and by improving and modernising the entrances to Seven Sisters Underground Station.

There will be new paving that will renew the appearance of the site and better delineate the curtilage of the Wards Building. There will also be improvements to the entrance to Seven Sisters Underground Station, simplifying the existing planters and introducing bold new signage.

There will be space set aside for the new bus stops with provision for 2 kiosks to improve the amenity for bus users.

There will also be careful management of the frontage to strike a sensitive balance between business promotion and a pleasing appealing façade. The improved street presence will add much needed interest to passers -by and a clear orientation point for people arriving.

We will coordinate our plans with TFL and LBH to ensure that they are in keeping both with TFL's planned modifications to the gyratory system and with the relevant LBH policy.



Figure 73 New seating and signage to the front of the site

2.3.4 Rear Aspect

There will be new glazed doors fitted at the rear of the building to allow for light and access to the existing space, currently a service yard. Care will be paid to the potential future uses of the space to the rear of the Wards Department Building which will be designed to facilitate both current usage and future changes.

2.3.5 Materials

In keeping with the heritage sensitive approach to design we will re-use materials where ever possible and otherwise use materials that match the existing fabric. This approach is key to retaining the tactile quality and memory associated with the character these old materials bring.

2.3.6 Flooring

The new tiled flooring on the ground floor will be robust and easy to maintain, allowing for easy cleaning and maintenance. The flooring on the first and second floor will be the existing timber floor reconditioned and treated with a hard-wearing protective coating.

2.3.7 Recycling

Appropriate recycling facilities will be provided and through effective town centre management the removal of waste will be carried out in a timely and efficient manner.



Figure 74 New ground floor finish is robust paving

2.3.8 Biodiversity

Biodiversity will be encouraged by creating habitats on the areas of flat roof that are not set aside for terraced seating; these will consist of a mixture of green and brown roofs. Water will be collected for keeping these areas well maintained in dry weather, and by their nature they will help to mitigate run off during times of severe wet weather.

2.3.9 Use

The plan proposes a mix of uses including A1, A2, A3, B1, D1 and D2. The ground floor of the building will retain its current primary function as a market, the first floor will contain a mixture of retail and office/retail space and the second floor will be primarily for office and workshop use in keeping with plans to provide incubation space for start-up businesses.

Art and performance uses will be integrated alongside the primary uses of the space. Beneath the central staircase there will be a stage/performance space, this will act as an auditory hook to draw people into the market and will allow evening performances. The space created by the installation of bay windows on the first floor will be used as an art gallery.

The corner building will house a restaurant on one floor with the other floors given over to community or leisure use. We will investigate the potential for the relocation of the 'LBH one stop shop' from its current site in Apex house to the new space available in the Wards Building, giving LBH an improved presence within this diverse community.

This will bring the total usable indoor space of the site up to 3680 m². Please see proposed plans drawing number 011-014 for exact breakdown of areas.



Figure 75 Proposed new frontage to the site

2.3.10 Market Units

The existing market units will be rearranged and rebuilt to conform to all current building regulations, taking special notice of fire safety and security. The final details of the layout will be finalised in collaboration with West Green Road/Seven Sisters Development Trust as market manager and the traders leasing the space, within the borders set out on the floor plans submitted with this application.

On the second floor of the market it is proposed that there are small incubation spaces for fledgling businesses, so that start-up's can be given the opportunity they need to prosper. This will include desk space to hire at a reasonable per hour price, and offices to rent on a monthly basis.

See appendix 1 for reference to London plan point 4.9 re small business and start- ups.

2.3.11 Terraces & Roof

The two terraces on the first floor will be attached to cafés/restaurants so that English summers can be enjoyed to their full with outdoor dining. These both face the rear of the site which is significantly sheltered from the traffic noise on the High Street.

The large flat roof over the rear of the market will have a green/brown roof to promote biodiversity on the site.



Figure 76 Render showing the new roof terrace and green roof

2.3.12 Crime Prevention by Design

The development will 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 entrance and concourse at pedestrian level, to replace the existing arrangements, should be investigated.

While the crime figures for Tottenham are no higher than those in similar parts of Haringey, fear of crime is often cited as one of the top concerns of local people. The plan will decrease crime, fear of crime and anti-social behaviour at Seven Sisters improving the happiness and quality of life for local people.

The extended morning and evening opening times, increased street presence of the businesses, the creation of a night-time economy, and the redesigned public realm will mean more people overlooking the area outside the Wards Building, making people feel safer and decreasing anti-social behaviour.

The West Green Road/Seven Sisters Development Trust's model of community investment will create a strong sense of ownership of the site and will encourage both customers and traders to take better care of the site and discourage anti-social behaviour.

In its role as market manager the Seven Sisters Development Trust will make available support and training for lease holders to reduce their individual energy consumption.



Figure 77 View of the market from the south side of Seven Sisters Road and the High Road

2.3.13 Sustainability

A heritage-led approach need not solely be about restoring the original features of the building. The plan will see Wards Corner become an exemplary model of environmentally friendly retrofitting, bringing the building up to the highest energy efficiency standards and employing innovative energy saving and recycling technologies.

We will improve the insulation and air tightness of the building, reducing heat loss by approximately 75% and allowing for the implementation of a controlled ventilation strategy. We will explore the potential to generate renewable energy on site and liaise with TFL about utilising the warm air escaping from the subway.

The building will be retrofitted throughout with internal insulation to the front elevation, therefore exposing the original brickwork and in keeping the character of the conservation area. The rear elevation will have external insulation added covered with a render finish. The roofs will also be insulated, internally to the front and externally to the rear flat roof, allowing for a green roof to be added. A full structural survey will be carried out beforehand to ensure the additional loading is accounted for.

By incorporating the wishes of the local people we will ensure that The Community Plan is also socially sustainable. The economic landscape of the area has also been taken into account and this plan expands on it and strengthens it, by providing business promotion and support, as well as small affordable premises for start up businesses.

2.3.14 Lighting

The addition of the light-wells in the first floor will bring natural daylight to the ground floor level further reducing the energy demands of the building, as less artificial lighting will be needed. All new artificial lighting will be energy efficient.

2.3.15 Deliveries & Waste Management

There will be a designated waste area to the rear of the market enclosed to provide a better quality external space, with separate bins for recycling which will be actively encouraged on-site.

Access for deliveries will be managed so as to ensure a smooth flow of traffic and less disruption in the internal market area during peak hours.

A delivery and waste management programme should clearly set out recycling strategies, times of delivery and waste collection etc making the logistics of the process as efficient as possible and lowering the bills of the traders. The rules are to be further outlined in conjunction with the WGSSDT (The Development Trust)

2.3.16 Access

The existing access is through double and single doors that provide a level threshold.

The access to the market will be improved with the addition of automatic doors at the main entrance. Level thresholds will be maintained and vertical circulation will have both generous stairways and lift access. All facilities in the restored market will be DDA (Disability Discrimination Act) compliant. Extra secure bike storage will be provided at the front and rear of the site as part of the public realm improvements.

2.3.17 Site Management

The West Green Road/Seven Sisters Development Trust will lease the building from TFL and will be responsible for managing the market. The Trust will employ a team of full and part-time members of staff to manage the space. The Trust aims to empower local people giving them an active role in the management of the site, fostering community participation and an increased sense of ownership and pride in the area.

Please refer to the business plan for the Development Trust in Chapter 4 which contains more detail on the aims of the Trust and its strategy for managing the site.



Figure 78 View of the restored staircase

2.3.18 Construction Stages For Ward's Department Store

This restoration will be phased to allow for trading to continue on the site. The Seven Sisters Development trust will employ an experienced construction manager to oversee the construction process. Below is an overview of the anticipated phasing of construction (See figure 52 below).

Stage 1

- Make improvements to the signage for the existing market, improving footfall and visibility of the market to passers by.
- Restore the corner building

Stage 2

- Temporarily move traders into the corner building
- Restore the remainder of the building installing bay & dormer windows, chimneys, light-wells and grand staircase. Finish layout and fitting on ground floor.

Stage 3

- Move traders back into the market and move new tenants into the corner building.
- Finish fitting first and second floor and move new tenants in.

Stage 4

- Restore frontage with new shop-fronts, restore existing architectural features and install new awnings.
- Make improvements to the public realm, lay new paving and install new kiosks at Seven Sisters Station entrances.
- Support local businesses to settle back into their new accommodation, organize events and promote the market.

Phased Development

A soft transition to retain community cohesion.

Stage 1

Improve the signage to the existing market. Restore the corner building and move tenants in.



Stage 2

Restore the first and Second floors, adding bays, dormers and chimneys. Move Tenants into flats on second floor.



Stage 3

Create new staircase to first floor and light wells to ground floor. Move tenants into market stalls and art gallery upstairs.



Stage 4

Re-design ground floor layout to create a more amenable space, with large internal plaza.



Stage 5

Restore frontage to original as above, allowing for a new main entrance.



Anticipated time from steps 1 - 5 = 3 years

Figure 79 Phases of development

2.3.19 Context: Wider Vision

The Wards Department Store forms one part of a much larger retail area and as such cannot be considered as an exclusive site. While this application is specifically for the Wards building it must be viewed in the context of the emerging Master Plan that addresses the wider site, including the land specified in the Wards Corner/Seven Sisters Development Brief.

Please refer to the Preliminary Master Plan documents submitted with this application (fig. 80 –85) for a sense of the direction and scale of the vision that the West Green Road/Seven Sisters Development Trust and the Wards Corner Community Coalition have for this part of Tottenham.

Bridges

These railway bridges can be utilised for signage promoting the new square, thereby assuming a physical gateway function with the added advantage of improving the quality of the spaces beneath the bridges due to the necessary general maintenance work required for upkeep. Proposed works at South Tottenham station should improve the appearance of that bridge, hopefully to tie in with concurrent improvements to the West Green Road bridge. The railway bridge over the High Road is scheduled for replacement late in 2013.

The wider vision also suggests using the railway bridges leading to the site, on Seven Sisters Road, the High Road and West Green Road as 'gateways' by working with local artists and schools to create artistic interventions creating interest as you approach the site.

Apex House

The wider vision for the site proposes densification at Apex Corner providing provision for much needed social housing, with commercial space on the ground floor.

Strategy

Within the wider vision we see that the development trust will provide a framework for improvements and densification to the existing housing stock, as well as seeking out development partners to carry out further regeneration in the area outlined in the development brief.

The areas identified for housing in the wider vision have been carefully selected so as not to remove existing homes or businesses, these are Apex corner and at the seven sisters rail station and the car park beyond (refer to drawing M5), these proposals will need to go through further consultation with local residents, and the development trust is happy to work with the council and local people and stakeholders to ensure the most appropriate solution is found.

Additional information on improving the rear of the buildings is to be outlined, such as additional access, additional shops at the back oriented towards the proposed square with the added benefit of overlooking the square to allow natural surveillance.

Proposal Ground Floor Use
Urban Realm Strategy
Phase 1



Figure 80 Proposed urban realm strategy – phase 1

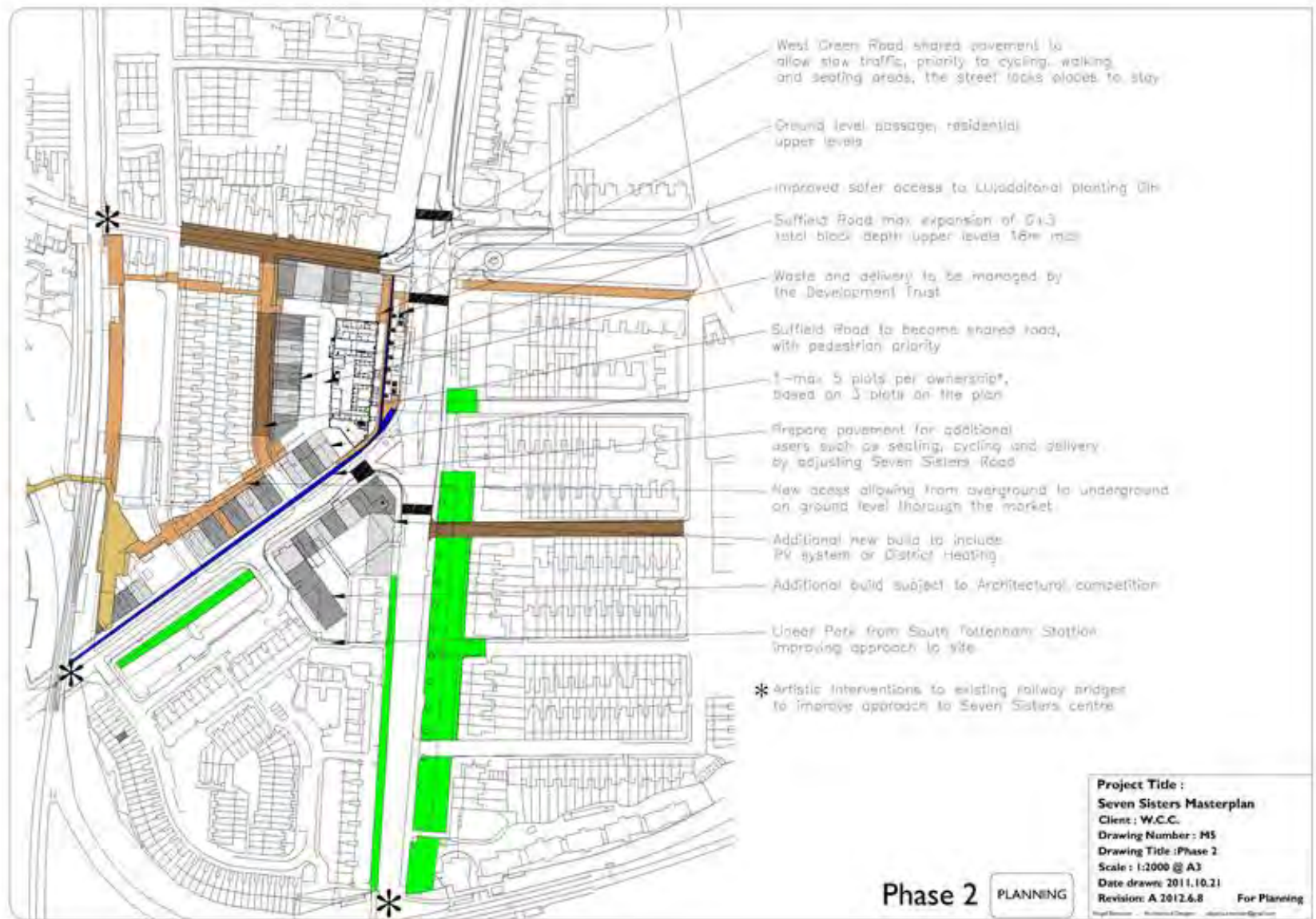


Figure 81 Urban realm strategy - phase 2



Figure 82 Proposed urban realm strategy - uses



Figure 83 Proposed urban realm strategy - Sections

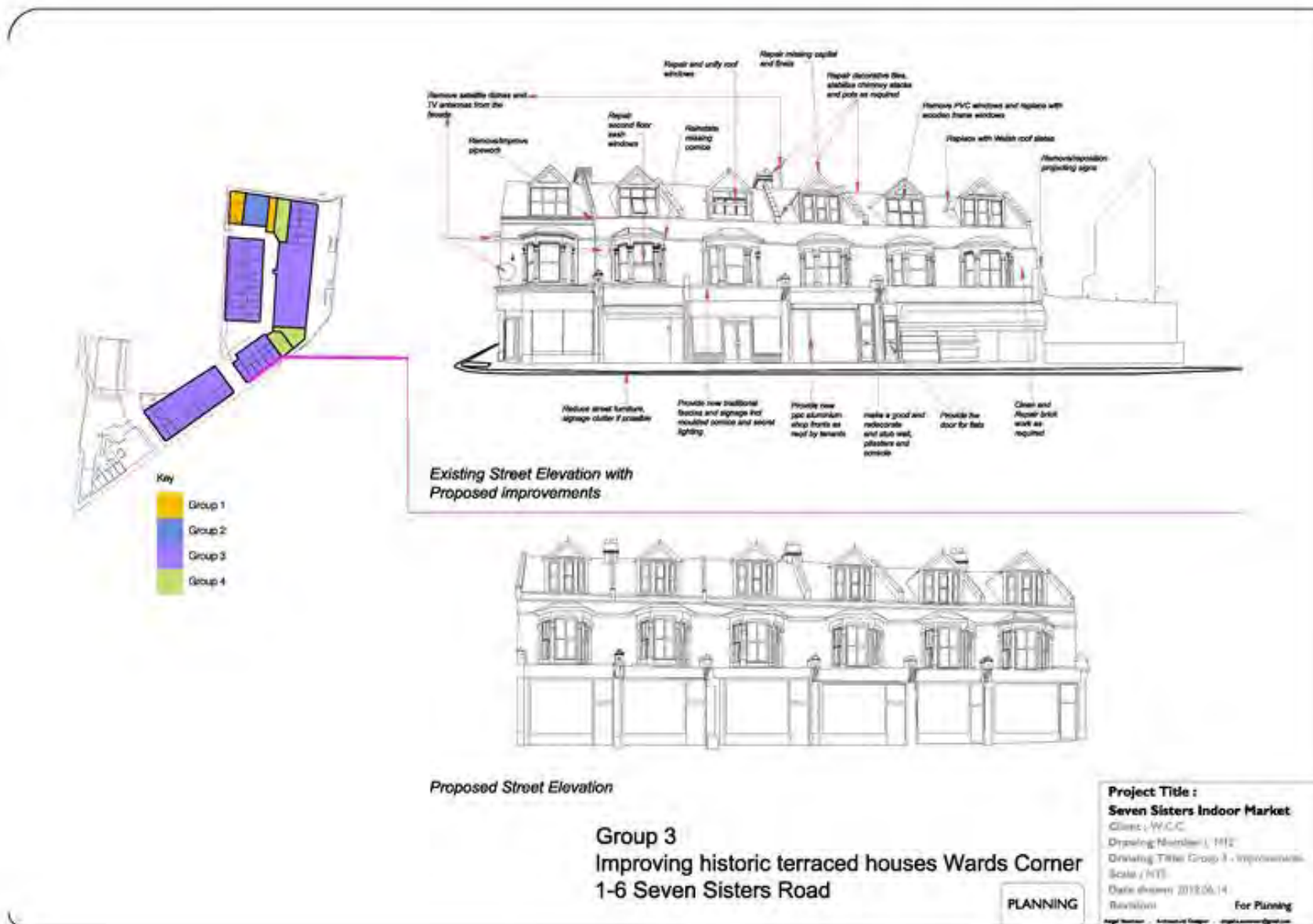
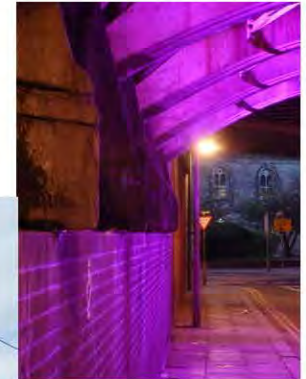


Figure 84 Proposed urban realm strategy – improved elevations

Repainting of the metal work and support structures for a clean finish also tidy up any brick work with damp damage or other damage.



Lighting under the bridge to add interest and style. Below is a simple lighting example from a railway bridge in Manchester. Purple LED lights are placed inbetween the supports and it creates an atmosphere that is far more welcoming and interesting



The side walls under the bridge which are currently very ugly and damp could have a lighting feature. similar to ones around the southbank area. The design for the point of interest under the bridge could involve a competition between local schools and colages. This would give the local youth a sence of ownership and respect for the area.

Figure 85 Proposed improvement to bridges to Wards Corner – by Gemma Seddon (Local Artist)

2.7.3 Public Consultation Strategy moving forwards

Wards Corner Community Coalition and the West Green Road and Seven Sisters Development Trust are committed to engaging the public to best inform the future plans for the area. As a group they have gained a vast amount of experience with public engagement, which puts them in a good place to continue.

The objectives of the development trust and how it will be run will be the next focus of engagement.



Figure 86 Wards Corner Coalition member talking to the general public about the campaign

CHAPTER 3: The West Green Road and Seven Sisters Development Trust

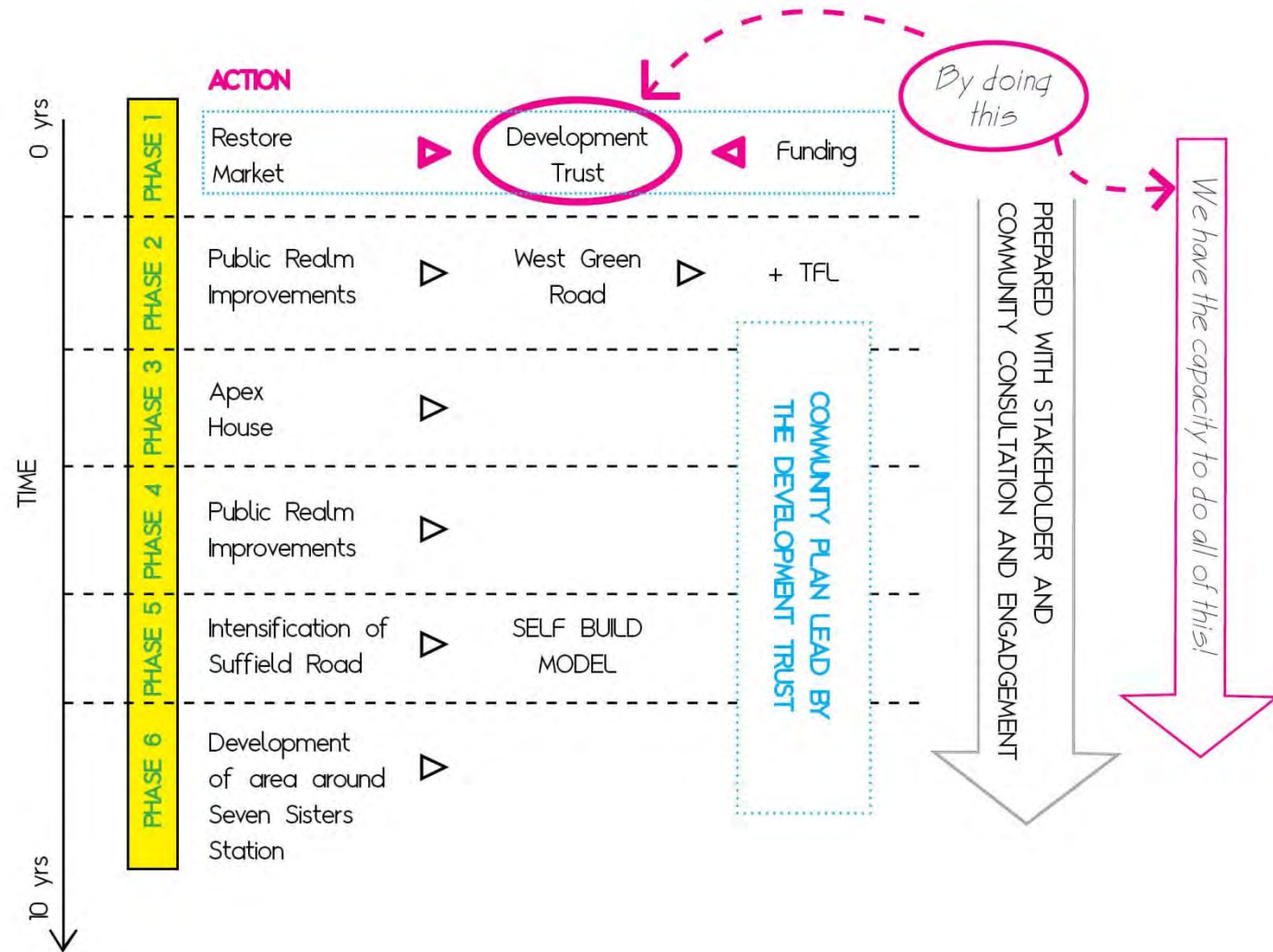


Figure 87 Strategy for the future of the development trust

The trust and its objectives are an outline at this stage and will be developed by wide consultation with local stakeholders.

3.0 Introducing the West Green Road and Seven Sisters Development Trust

The West Green Road and Seven Sisters Development Trust, was set up in 2008 and is registered in England and Wales (number 06645798).

The trust will employ staff who will be paid for by the running of the market. It is envisaged that there will be a board responsible for steering the direction of the trust and adding a further level of accountability to its operations.

The Wards Corner site presents us with an opportunity to engage in a better way of managing a space. Over the last 10 years new approaches, including innovative mechanisms for community ownership, management, development and planning, have been encouraged and are now culminating under the heading of The Big Society. The trust will investigate these new approaches and implement them where possible and appropriate.

3.1 The Trust's Objectives:

To promote the West Green Road and Seven Sisters area as the 'Gateway' to a multi-cultural rich, diverse Tottenham.

To promote, support and facilitate the local community to take part in and deliver this vision.

To acquire, hold and manage assets, and actively seek out opportunities to deliver regeneration within the West Green Road/Seven Sisters area for community benefit.

To promote social enterprise and sustainable economic development via supporting local business, start-up's and facilitate training.

To manage Seven Sisters Indoor Market, and the surrounding public realm.

To promote the West Green Road and Seven Sisters area as the 'Gateway' to a multi-cultural rich diverse Tottenham. To promote, support and facilitate the local community to take part in and deliver this vision.

This will include:

Establishing a community-led development with social, environmental and economic sustainability of the area as its main driver; creating opportunities for the local community to be part of the development..

Connecting and partnering with local, London-wide and international networks for the benefit of promoting the best interests of the local community.

Engaging with the community via events, publications and meetings in order keep local people well informed and involved with the project.

Exploring the possibility of allowing the local community to buy shares in the project, in order to create a strong community of people invested in its future and to cushion traders from falling profits when rents rise.

To acquire, hold and manage assets, and actively seek out opportunities to deliver regeneration within the West Green Road/Seven Sisters area for community benefit

This will include;

Actively seeking out avenues to deliver community-led development in the area, by approaching Responsible Social Landlords to work in partnership to provide social housing in the West Green Road and Seven Sisters area.

Working with all businesses and land owners on the Wards Corner site brokering partnerships to ensure they commit to enhance the area, work within agreed Trust covenants and contribute to the costs of upkeep of the site including the active management of the nearby public realm via a Town Management Team.

Working in partnership with a consortium of investors – which may include local small and medium developers – accessing finance from the open market for development of the Wards Corner site plus subsidy from specialist funders.

To promote social enterprise and sustainable economic development via supporting local business, start-ups and facilitate training.

This will include:

Providing support to local businesses on how to improve their existing premises and methods of operation to increase trade.

Encouraging social enterprise, through connecting with existing organizations already performing this function (The Selby Trust, The Enterprise Centre 639 High Street, Bernie Grant Enterprise Centre).

Working in partnership with other existing organizations (Tottenham Traders Partnership (TTP), Federation of Small Business (FSB), London Borough of Haringey (LBH)) to promote Tottenham and all the businesses within, as a multi-cultural rich diverse destination.

Establishing and managing a Business Incubation Hub.

Creating regular networking opportunities where the existing and start-up businesses can share knowledge and experience for mutual benefit.

To manage Seven Sisters Indoor Market, and the public realm surrounding it.

This will include:

Seeking a minimum 40 year lease with TFL for the management of the existing market and the upper floors, with a view to retrofitting and expanding the market for community benefit. A long term lease will be necessary to make the retrofitting of the market financially viable, enabling for a reasonable payback time on investment. This will be informed and developed by negotiations with TFL and based on the costs associated with the works.

Improving street presence and indoor amenity in the market to increase footfall and bolster profits thus allowing for the current business to expand and hire more local staff.

Setting the first two floors of the corner building aside for leisure and or dining use in order to increase the footfall in the building and to further reinforcing the site's identity as a destination venue.

Establishing a Community Hub on the second floor of the corner building, allowing for various groups and clubs to gather for events and meetings. The Community Hub will have strong links with the Business Incubation Unit (also on the second floor) . We anticipate that the two groups will be able to offer each-other a great deal of support.

The aim will be to allow the current market licence holders to remain in the market.

Art Gallery - There will be an art gallery on the first floor to promote the work of local artists. This will be run by a part time curator. Openings to exhibitions will bring people into the market further promoting it as a cultural destination. There will be opportunities for artists and artisans to work in the market providing them greater outreach into the community.

Stage - The area beneath the central staircase will be a stage, to showcase and support local talent. This will act as an auditory hook in the day to draw people in and with evening performances, create a convivial atmosphere after dark.

Public Realm - The curtilage will be designated as a seating area and will aim to minimise street clutter thus allowing for ease of access to the market. The up-keep of this space will provide another source of income for the trust and enable scope for providing training and work-placements.

3.2 The Legal Structure

The legal requirements that apply to the Trust will be dependent on the Community agreeing on the objectives of the trust as outlined in this document. From initial research and advice from other similar organisations (Brixton Green, Creation Development Trust, Locality and Wessex Community Assets LTD) the legal structure can be tailored to meet the objectives of the trust based on an agreed business plan.

3.3 Tenure

A long term lease of at least 40 years is required by the trust for all parts of the old Wards Department Store (currently owned by TfL). This will ensure that the investment put in to deliver the restoration will be recouped by the running of the expanded market.

It is envisaged that the Trust will offer 1, 5 and 10 year leases for units on the ground floor of the market. For units on the first floor the Trust will offer flexi/short term, 6 month, 1 year and 2 year leases designed to facilitate start-up businesses. Leases for the corner building will be negotiated on an individual basis. The second floor will be let in a more flexible manner with a sliding scale membership to the hub dictating the amount of space and time allocated, ideal for new and digital enterprises.

3.4 Community Development

Currently there are a number of organizations offering community development in the area. These range from local residents associations, to third sector organizations (The Selby Trust, The Enterprise Centre 639 High Street, Bernie Grant Enterprise Centre). and business promotion groups (Tottenham Traders Partnership (TTP), Federation of Small Business (FSB), London Borough of Haringey (LBH)). The Trust

would look to work in partnership with existing organizations in the area, for mutual benefit rather than compete to provide the same services.

3.5 Pricing

The Trust has a commitment to the existing licence holders to keep their rent fair and reasonable. At the moment the rate per square foot increases for a unit with a street frontage and is more reasonable if your unit is inside.

There have been attempts to contact TFL to ascertain the rental price for the existing market and the ground floors to no avail, so based on current rental paid by existing stall holders we have taken a worse-case scenario (assuming high overheads) to base the rent of the market on. The salaries of staff and other overheads have then been included to determine the per square foot price, allowing for decreasing in value as travelling inwards and upwards in the new market.

Based on current assumptions it is hoped the rental value will not be subject to further increase, however once market factors are better established this may change.

3.6 Visual coherence

The management team will ensure that the rules governing the appearance of the various market stalls is in accordance with the terms set out with and agreed by the Development Trust.

The waste management and deliveries to the market will be controlled to ensure smooth running with least disruption to customers also adding to the de-cluttering of the space.

3.7 Opening hours

Opening hours will be extended, both in the morning, to take advantage of the large volume of foot traffic as people go to work, and in the evening to encourage a night-time economy in the area. The market will also be open on Sundays, to facilitate leisure shopping and browsing of art, and organized cultural events.

The design accounts for this and allows for parts of the building to be closed while others remain open facilitating the early and late opening times of the restaurants and cafés working alongside the shorter opening hours of the first and second floor office and workshop space.

The opening times will be finalised by the market manager in collaboration with the traders and LBH, however suggested times are;
Monday to Friday 7am – 11pm
Saturday and Sunday 9am – 11pm

3.8 Suggested Staff Members Needed

Below are suggestions for roles to be fulfilled to ensure the trusts objectives are achieved.

Managing Director

Will be responsible for the day to day running of the trust liaising with board members, and connect with local, London-wide and international networks for the benefit of promoting the best interests of the local community.

Market Manager

To ensure the efficient running of the market to collect the rent from the stall holders, to pay all the invoices and bills associated with running the market.

Business Support and Promotion Manager

To facilitate business support in the West Green Road and Seven Sisters area. Manage the Business Incubation Hub in the Market, Promote social enterprise as a sustainable economic model of business development, ensure that the latest developments in sustainable economic models are fed through to the local businesses.

Facilities Manager

To ensure the facilities of the market are kept in good order, arrange everyday and preventative maintenance of the market building and public realm remit. Ensure that current Health and Safety regulations are adhered to, Responsible for managing the energy use of the building, and implementing energy efficient training and initiatives

Caretaker

To carry out the care-taking and cleaning duties of everyday, preventative and scheduled maintenance on the market building and public realm remit, as outlined by the Development Trust.

Arts And Events Co-ordinator

To maintain a vibrant array of cultural activities in the market including music events and art exhibitions and openings. Work in partnership with existing arts organizations and artists and musicians in Tottenham to promote local art and music. To promote all events widely so as to increase the visibility of the market as a cultural destination

3.9 Development Partners

The likely current partners include:

- Commissioned architects: House design, East, Glasshouse, Local Architects.
- Pueblito Paisa, Multicultural Traders Association,
- Tottenham Traders Association (TTP)
- The Federation of Small Businesses (FSB)
- London Borough of Haringey (LBH)
- Local Social Housing Providers
- Local Developers
- OPEN Dalston Limited public interest company
- English Heritage
- Wards Corner Community Coalition (WCC)

3.10 List of Advisors

The Trust has been working with Locality to gain support and advice to guide the formation of the trust. In addition the Trust has also sought advice from:

- Civic Voice
- New Economics Foundation
- Various Iberian-American Consulates/Embassies
- Pedro Achata Trust
- Locality
- Planning Aid for London
- Wessex Community Assets
- London Forum

3.11 Sourcing Finance

The Market will be self sustaining providing employment to the various staff responsible for the upkeep and promotion of the market as well as those providing business support.

The main expense will be the restoration of the market, for which finance will be sought.

The Trust hopes to generate at least 50% of necessary capital from local investors and possibly community shares, allowing the greatest buy in from the local community.

Through the wide coalition of partners, some of whom can bring investment finances of their own, further funding will be sought from heritage, regeneration, crime reduction, artistic, national governmental and European union sources.

The breadth of the partnerships and interest groups set to benefit from this development. – with sustainability and community involvement at its heart – makes securing funding more likely.

A provisional costing has suggested the vision may cost up to £13m. Further detailed work on the means of delivering the project is needed. The trust is interested in pursuing a community-build approach, increasing opportunities for training to be facilitated as part of the work, helping to reduce costs and increase community participation and improve the skills base in the area.

We are in touch with organisations that can provide funding for feasibility studies. A further financial breakdown is available to partners but due to the sensitive nature of this information it is not published here.

CHAPTER 4:

The Wards Corner/Seven Sisters Underground Development Brief (2004)

Principles for Development, and how this Scheme Responds.



Figure 88 Boris Johnson visiting the market talking with traders and WCC representatives

4.0 Development Principles

This section explains how the community plan satisfies the development principles from the LBH Wards Corner / Seven Sisters Underground Development Brief 2004.

Each box contains a development principle and the following text responds to the principle in question and directly addresses how the community plan meets it.

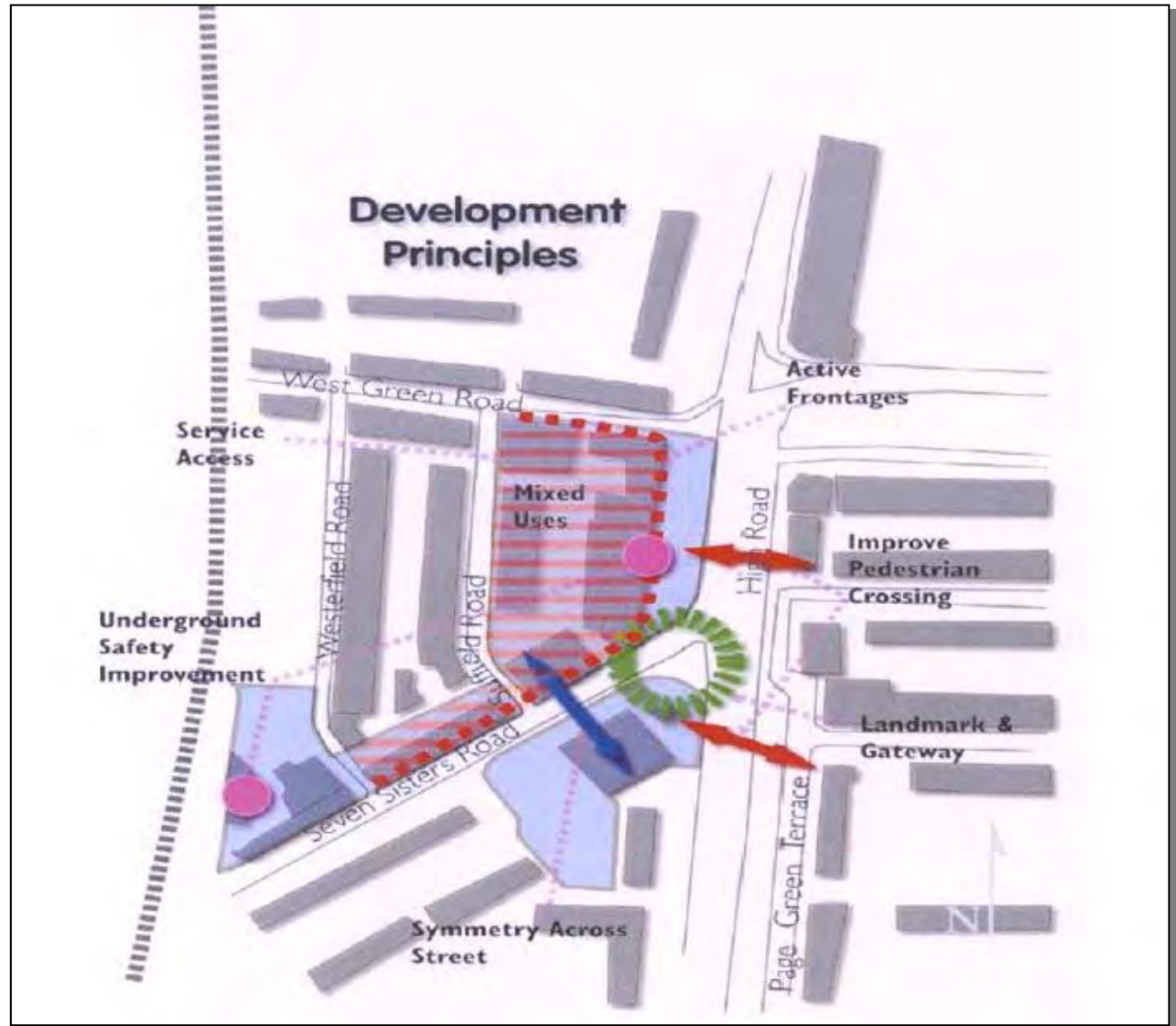


Figure 89 A brief site analysis presented in the development brief, the blue shaded areas are the areas covered by the development brief

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

The site's 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 roof line 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 clock tower 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.

The Community plan restores the existing historic building that is already a landmark in the area. This will reinforce the sense of place and belonging that people already feel. As with the Ritzy cinema in Brixton, a well restored and used historic building lends itself very well to creating a ‘gateway’.

The wider vision also suggests using the railway bridges leading to the site, on Seven Sisters Road, the High Road and West Green Road as ‘gateways’ and, by working with local artists and schools, to create artistic interventions which will stimulate interest and a strong sense of place as you approach the site.

The wider vision for the site proposes that a new building at Apex Corner provides provision for much needed social housing, with commercial space on the ground floor.

2. “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 considerable architectural merit and any development scheme should reflect, and retain, the architectural features of the store where 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”.

The community plan retains the existing small independent businesses on the site, as well as existing residential accommodation. Through the delivery vehicle of the development trust the existing buildings and environment will be improved. This will be delivered in 3 areas;

Restoring the existing market providing a better amenity for businesses to operate out of, encouraging better use of the space, and providing additional space for businesses to grow and for more businesses to move into the space. There will also be a hub space on the second floor (with cheaper rents) allowing small start up businesses to rent a desk (similar model to the Westminster Hub).

Creating support and guidance for existing businesses in the town centre area to improve their premises, in line with the restoration conservation approach outlined in the wider vision, details of delivery of business support can be found in Chapter 5.

Within the wider vision we see that the development trust will provide a framework for improvements and densification to the existing housing stock, as well as seeking out development partners to carry out further regeneration in the area outlined in the development brief.

The areas identified for housing in the wider vision have been carefully selected so as not to remove existing homes or businesses, these are Apex corner and at the seven sisters rail station and the car park beyond (refer to drawing M5), these proposals will need to go through further consultation with local residents, and the development trust is happy to work with the council and local people and stakeholders to ensure the most appropriate solution is found.

3. “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 considerable merit). National policy PPG15 “Planning & the Historic Environment”) sees such sites as a spur to high quality, imaginative development. Page 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.

The Community plan restores the existing historic building on the site, which is already a landmark in the area. This in turn reinforces a sense of place and helps to tell the story of the local area, enabling the people living here to read the story of how the area became what we know today.

The existing building once restored will greatly enhance the conservation area, its locally listed status is testament to that.

By having restoration as the first move in the regeneration of the area it sets a precedent for new additions to be sensitive to the conservation area designation.

4. “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.

The opportunity for modern design will be taken by using cutting-edge sustainability techniques as the vanguard for the restoration of the public realm and the treatment of the street, the new entrances to the underground station will complement the restored historic building.

All work to restore the existing buildings will improve the building fabric to improve the thermal comfort of the buildings (to passive house standard or as close as practical), reducing energy consumption and preventing future fuel poverty as fuel costs continue to rise.

It is hoped that the areas of development on Apex Corner and at the Seven Sisters rail station and the car park beyond (refer to drawing M5), will be of modern design, adding high quality juxtaposition to the surrounding historic buildings, albeit with careful respect paid to appropriate scale and massing. The community plan returns a strong architectural presence through restoration, with a bold and creative interior and modern, sustainable technology.

The restoration of the existing building is the most sustainable solution as the majority of the building materials are on site and only a relatively small amount of material needs to be brought to site as compared with a full demolition, where all of the material needs to be removed and replaced with new materials. The embodied energy in this process is reduced by a restoration led approach to development.

5. “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.

Historic restoration is the cornerstone of the treatment to the frontages, improving the appearance of the area and empowering the local community with an improved identity expressed through built form.

The existing variety and interest of the businesses will be managed to improve the experience of the public and customers, promoting growth within the existing local economy.

The improvement to the public realm is an essential element to the success of this initiative and the development trust will work diligently with the council and TFL to ensure this is carried out.

The extended opening hours will create a night-time economy creating a busier street scene and improving the safety of the area.

6. “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.

By restoring the wards store and market building we are preserving a building of unique character; similar styled buildings further along the High Road create a visual link, strengthening the historic distinctiveness of Tottenham.

Local businesses will be preserved and supported allowing the diversity of small independent shops in the area to prosper. Additional space will be made available for local businesses to set up bringing additional diversity to the retail experience at Seven Sisters. The hub space will be available for cultural and community activities, allowing greater appreciation of the rich diversity in the area

The Development Trust will actively promote the diversity of the area to raise its profile as a destination for shoppers and visitors.

By restoring the market building we are preserving a building of unique character that also has the same style further along the High Road creating a visual link strengthening the historic distinctiveness of Tottenham.

Local businesses will be preserved and supported allowing the diversity of small independent shops in the area to prosper.

Additional space will be made available for local businesses to set up bringing additional diversity to the retail experience at Seven Sisters.

The hub space will be available for cultural and community activities, allowing a greater transparency of the rich diversity we have in the area The Development trust will actively promote the diversity of the area to raise its profile as a destination for shoppers and visitors

7. “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.

PUBLIC ART – at bridges – in the market a gallery space will be created, open to the public and encouraging people up onto the first floor. Public art will be installed at the bridges leading to the site, this will consist of light sculptures and treatments, helping to create excitement as pedestrians and motorists arrive, this will also have the added benefit of illuminating areas that are currently very poorly lit.

In the market a gallery space will be created on the first floor, encouraging movement within the market.

STREET – to be coordinated with TFL's plans so as not to duplicate work, Development Trust to ensure wide community participation in consultation.

CLEAR BUILDING LINE – the restoration of the existing building protects the existing building line.

8. “Development should incorporate the principles of sustainable design including use of waste and recycling.”

Our current commitment in the UK stipulates that we must reduce our emissions by 80% of 1990 levels by 2050, we also expect that at least 80% of our existing building stock will still be with us at that time.

Haringey Council's 40/20 pledge to reduce emissions by 40% by 2020 is an additional target.

We therefore have a great opportunity with the sensitive restoration of this building to showcase how we can make old buildings perform well, without losing character. With restoration of the building we also reduce all of the onsite carbon emissions associated with demolition and new build.

Restoration and retrofitting of the market, a public building where people can see for themselves the installation and implementation of green technologies and building management strategies, provide very tangible access to best practice.

Provide proper recycling facilities and through effective town centre management manage the removal of waste.

Restoration and retrofitting of market a public building where people can see for themselves the installation and implementation of green technologies and building management strategies, providing a very tangible access to best practice as well as becoming a pioneering tool for building improvement in the area.

9. “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. 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.

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 West Green Road and Seven Sisters Development Trust is committed to pursuing the development of the area which would include the improvements to Seven Sisters Overground Station.

Furthermore, there is the agenda to extend the opening hours of the market and other potential businesses on the site as it will contribute to further pedestrian use around the site whilst reducing the impact of any possible negative perception of public safety.

10. 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 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 Community Plan, as it focuses primarily on the Old Wards Store building does not address the improvement of the interchange between the overground and underground directly as it is not within the boundary of the site. However the addition of glazed double doors to the rear of the market does allow for access to be created in the future, which could be part of a new thoroughfare of pedestrians through the market as a route from the overground to the underground station, this increase in footfall would also bolster sales and the visibility of the market.

11. “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.

Transport for London (TfL) are responsible for both Tottenham High Road and Seven Sisters Road. As these have higher speeds and more accidents, as well as creating an unfriendly pedestrian environment. The gyratory system is being phased out; this is due for completion by 2014.

12. “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.

The existing improvement plans proposed by TFL as part of work to remove the Gyratory System will be integrated into and supported by work undertaken as part of the implementation of the Community Plan.

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 West Green Road and Seven Sisters Development Trust is committed to pursuing the development of the area which would include the improvements to Seven Sisters Overground Station.

The interchange between the underground and overground stations is considered a key challenge and opportunity of the site.

13. “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.

The Community Plan proposes to retain the existing parking to the rear of the market. This is mainly used for traders and customers and therefore would not increase the parking for residential use. Access to the car park at the rear of the market will continue to be from Suffield Road.

14. “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.

The plans by TFL go a long way to improving pedestrian and cycle safety.

We propose widening of the pavement on Seven Sisters Road on the north side where the shops are, reducing the pavement on the south side where much less activity occurs and improving, widening and landscaping of the east side of the High Road between the junction of Seven Sisters Road and down to South Tottenham Rail Station.

This would vastly improve the pedestrian journey to and from the rail station as well as creating a pleasant view up the High Street from the bridge to the south.

Cycle paths will be incorporated into the development where agreed with local stakeholders and TFL. Secure cycle parking should be incorporated.

15. “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”.)

The Community Plan proposes to have level thresholds at every entrance point to the market, and the addition of new lifts will ensure that access is equal for all throughout. The external terraces will also provide level thresholds so that the new first floor amenity can be enjoyed by all.

The improved daylighting and new lighting layout will improve the light levels in the space improving legibility for the elderly and the visually impaired.

16. “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 indoor 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 through change of use following the proposed conversion to mixed use 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 Tottenham area, albeit with a greater street presence than is currently the case and part of the structure given over to housing.

The Community Plan with its restored historic building will be a great asset in achieving the visibility of the West Green Road and Seven Sisters District Centre. The Development trust will work to promote the area therefore supporting its vitality and growth.

The old Wards Store will continue to be predominantly used for retail and services, with the addition of a hub working space for start ups, an art gallery on the first floor and a stage on the ground floor that will create a much needed focal point for local artists and performers.

The Masterplan outlines where we anticipate residential densification can occur, without the need for the costly demolition of a much loved heritage asset. The development trust is committed to working with responsible social landlords to achieving housing development that is within the reach of local people and affordable.

The development trust suggests the relocation of the one stop shop at Apex House to inside the restored market. This would have a multitude of benefits including providing Council services with a visible place for outreach and support for local people, reasonable rent and the use of the community facility to hold events.

17. “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.

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.

The Community Plan would rather work with local stakeholders for mutual benefit than rely upon compulsory purchase orders to achieve comprehensive development of the site. This approach is guided by the view that the existing market and businesses are an asset from which to grow, rather than a problem.

Appendices

Appendix 1: Policy Context

Appendix 2: Consultation document

Appendix 1:Policy Context

Policy Context - Introduction

This document reflects on the compatibility of the Community Plan with the current policy climate.

The following London Borough of Haringey policy documents have been considered in the creation of this application.

Haringey Local Plan

Haringey Core Strategy 2010 (proposed submission)

Development Management DPD 2010 (draft)

Haringey Unitary Development Plan (2009 saved policies)

Sustainable Design and Construction SPD 2010 (draft)

Tottenham High Rd Conservation Area Appraisal

Haringey 4020 Carbon Commission Report

Special Attention has also been paid to the guidance in the following regional and national policies:

London Plan 2011

Mayors Cultural Strategy 2004

Planning for Equality SPG 2007

National Planning Policy Framework (NPPF) 2012

Haringey Local plan

Local Plan Vision

1.5.2 Haringey Strategic Partnership developed Haringey's Sustainable Community Strategy 2007 - 2016 which identifies priorities and a ten year vision for the borough. The overall vision of the Community Strategy is that Haringey will be:

1.5.3 A place for diverse communities that people are proud to belong to. The six outcomes identified in the Community Strategy to achieve its vision are set out below.

Strategic Outcomes:

People at the Heart of Change by delivering new homes and new jobs, with supporting services and transport and utility infrastructure at the right place and the right time.

An Environmentally Sustainable Future by responding to climate change and managing our environmental resources more effectively to make Haringey one of London's greenest boroughs.

Economic Vitality and Prosperity Shared by All by meeting business needs and providing local employment opportunities and promoting a vibrant economy and independent living.

Safer for All by reducing both crime and fear of crime, through good design and improvements to the public realm and by creating safer, cleaner streets.

Healthier People with a Better Quality of Life by providing better housing, meeting health and community needs and encouraging lifetime well-being at home, work, play and learning.

People and Customer Focused by providing high quality, accessible services that give value for money, respond to people's need and meet their aspirations. Put greater emphasis on community engagement and tackle social exclusion.

Haringey Core Strategy 2010 (proposed submission)

SP8 – Employment

“The Council will secure a strong economy in Haringey and protect the borough's hierarchy of employment land. The Council will: ...

- Support local employment and regeneration aims;
- Support environmental policies to minimise travel to work;
- Support small and medium sized businesses that need employment land and space;”

“5.1.26 Small and medium sized enterprises are important elements in the sub-regional economy and they need to be fully supported”

“5.2.3 The Council is committed to providing new jobs and training wherever possible through the reuse of vacant sites and more intensive use of sites already in employment use.”

“5.2.8 Despite under-representation in comparison to London, there has been an increase in the number of large companies with 200 or more employees in the borough. There are 53 known organisations within this sector in the borough, with the majority based in Tottenham. The Council is committed to encouraging small start-up units in new developments and supporting small and medium sized units on existing sites or in existing buildings. The Council will work with local business groups and partnerships., and recognise their role in supporting Haringey's growth.”

SP10: TOWN CENTRES

Distribution of retail across Haringey

The Council will promote the distribution of retail growth to meet the required additional 13,800m² gross comparison goods floorspace and an additional 10,194m² net convenience goods floorspace by 2016. The majority of this additional retail growth will be met in Wood Green Metropolitan Centre and the five District Town Centres.

Protecting and enhancing Haringey's Town Centres

The Council will promote and encourage development of retail, office, community, leisure, entertainment facilities, recreation uses, arts and cultural activities within its town centres according to the borough's town centre hierarchy.

The District Town Centres of Bruce Grove/ Tottenham High Road, Crouch End, Green Lanes, Muswell Hill and West Green Road/Seven Sisters will continue to be supported and strengthened as important shopping and service centres to meet people's day-to-day needs. The Council will take a proactive partnership approach to reinvigorating these town centres, widening their role and offer, developing their identities, improving the public realm and accessibility to them.

Haringey's Local Shopping Centres will continue to be supported in providing core local shopping facilities and services (such as convenience store, post office, and newsagent) for their respective local communities, largely catering for a catchment area within walking distance.

SP11 - Design

All new development should enhance and enrich Haringey's built environment and create places and buildings that are high quality, attractive, sustainable, safe and easy to use. To achieve this all development shall:

- Be of the highest standard of design that respects its local context and character and historic significance, to contribute to the creation and enhancement of Haringey's sense of place and identity;
- Ensure impacts on health, climate change, natural resources and biodiversity are minimised by adopting and improving sustainable design and construction techniques;
- Incorporate solutions to reduce crime and the fear of crime, such as promoting social inclusion; creating well-connected and high quality public realm that is easy and safe to use; and by applying the principles set out in 'Secured by Design' and Safer Places;
- Promote high quality landscaping on and off site, including improvements to existing streets and public spaces;
- Seek the highest standards of access in all buildings and places; and
- Ensure buildings are designed to be flexible and adaptable – and able to integrate services and functions.

"6.1.5 Development schemes should improve the quality of existing buildings, landscaping and the street environment and, through this, improve the experience of the borough for residents and visitors."

SP12 - Conservation

The Council shall ensure the conservation of the historic significance of Haringey's heritage assets, their setting, and the wider historic environment. The borough's heritage assets include Statutory Listed Buildings, Conservation Areas, Registered Parks and Gardens, Archaeological Priority Areas, and other locally important heritage assets such as Locally Listed Buildings, Local Historic Green Spaces and Sites of Industrial Heritage Interest. Where archaeological excavation is required, findings should be published, disseminated, and used as the basis for archaeological interpretation on site.

The Historic Environment should be used as the basis for heritage-led regeneration and as the basis for good design and positive change. Where possible, development should help increase accessibility to the historic environment. All development shall protect the Strategic view from Alexandra Palace to St Paul's Cathedral as protected in the London Mayoral "London View Management Framework" Revised SPG, July 2010, and key local views.

6.2.16 The eastern part of the borough is where most of Haringey's future growth will take place. Where this growth is adjacent to the Tottenham High Road Historic Corridor, the Council will seek to ensure that future development takes into account its sensitive context and maximises opportunities and benefits for the local area as a whole.

SP15 - Culture and Leisure

"The Council will safeguard and foster the borough's cultural heritage and promote cultural industries and activities through:

1. The development of the following cultural areas across the borough:
 - Tottenham Green;
 - Tottenham Hotspur;
 - Hornsey Town Hall;
 - Wood Green/Haringey Heartlands/Alexandra Palace; and
 - Haringay Green Lanes.
2. Supporting the provision of new work spaces and cultural venues that support cultural businesses particularly in cultural areas;
3. Protecting and enhancing, where feasible, existing cultural facilities throughout the borough."

"6.1.7 Layout, and design and construction of buildings have significant effect on a building's environmental and energy performance. The construction and use of buildings currently accounts for around half of the carbon emissions in Haringey. The Council considers it is important that all new and redeveloped buildings are designed to have a beneficial impact on their environment."

"6.1.8 Key areas of focus are reducing energy demand and carbon emissions by improvements to the building fabric, the use of passive solar energy and natural light and ventilation, choosing materials with low embedded energy, and the utilisation of low carbon technologies. These measures should be considered alongside policies on climate change (SP4)6.1.14 The Council will encourage appropriate use of landscaping in the form of green roofs and brown roofs which have a number of environmental benefits, such as providing wildlife habitats, in helping to cool and insulate buildings and in retaining water and helping to reduce flooding, in addition to being visually attractive."

Haringey UDP 2009 (saved policies)

UD4: QUALITY DESIGN

“Any proposals for developments and alterations or extensions, which require planning permission or listed building consent, will be expected to be of high design quality. The spatial and visual character of the development site and the surrounding area/street scene should be taken into account in the design of schemes submitted for approval. The following, often inter-related, elements should be addressed in a positive way:

- a) urban grain and enclosure;
- b) building lines;
- c) form, rhythm and massing;
- d) layout;
- e) height and scale;
- f) landform, soft and hard landscape, trees and biodiversity;
- g) fenestration (i.e. window design together with the positioning, or arrangement of the window openings in the wall);
- h) architectural style, detailing and materials;
- i) historic heritage context, including listed buildings and their setting, locally listed buildings, conservation areas and archaeological areas (see the Conservation Chapter);
- j) living frontages and public realm;
- k) any identified local views;
- l) designing out crime and the fear of crime (including designing out graffiti, where feasible); and
- m) walkability; new housing, shops, public buildings and places of work need to be located and designed so that they can be reached easily on foot.”

UD6: MIXED USE DEVELOPMENTS

“Where appropriate, developments should include a mix of uses in order to ensure sustainable development, particularly where such developments are located in town centres, areas of high public transport accessibility and within major new developments.”

CSV1: DEVELOPMENT IN CONSERVATION AREAS

“The Council will require that proposals affecting Conservation Areas:

- a) preserve or enhance the historic character and qualities of the buildings and/or the Conservation Area,
- b) recognise and respect the character and appearance of Conservation Areas; and
- c) protect the special interest of buildings of architectural or historic interest”

CSV5: ALTERATIONS AND EXTENSIONS IN CONSERVATION AREAS

“The Council will require that alterations or extensions to buildings in Conservation Areas:

- a) preserve or enhance the character of the Conservation Area; and
- b) retain or reinstate characteristic features such as doors, windows or materials of buildings.”

TCR1: DEVELOPMENT IN TOWN AND LOCAL SHOPPING CENTRES

“Developments within the identified town and local shopping centres will be supported provided that the proposal:

- a) is appropriate to the scale, character and function of the centre;
- b) does not harm the vitality and viability of the centre or other centres;”

CLT1: PROVISION OF NEW FACILITIES

“The preferred location for new facilities is in the Borough’s metropolitan and district town centres, the Cultural Quarter and Tottenham Green. Small-scale local facilities meeting a local need will be supported in local shopping centres.”

Development Management DPD 2010 (consultation draft)

DMP25 Haringey's Heritage - Conservation Areas

The Council will require that alterations or extensions to buildings in Conservation Areas:

- a) preserve or enhance the character of the Conservation Area;
- b) retain or reinstate characteristic features such as doors, windows or materials and
- c) seek to protect buildings within Conservation Areas, by refusing applications for their demolition or substantial demolition if it would have an adverse impact on the character and appearance of the Conservation Area.

Sustainable Design and Construction SPD 2010 (draft)

4.1: Lean - use good design to minimise energy needs

“Before any mechanical systems are considered development should be made as energy efficient as possible by having good standards of insulation and maximising the use of sunlight, thermal mass and site microclimate to provide natural lighting, heating and cooling of buildings. Green roofs and walls and high ceilings and windows heights (for natural light and ventilation) are preferred”

4.1: Clean - make the most use of energy efficient heating and cooling

“If mechanical heating, cooling and ventilation are needed, this needs to be as efficient as possible. The priority is to use local (“decentralised”) energy sources, in particular combined heat and power (CHP) systems”

Haringey 4020 Carbon Commission Report

Conclusion

By investing in the transformation of the economy Haringey can help to provide the basis for the boroughs future prosperity. The purpose of the Commission was not to list a set of technical requirements to address carbon reduction but rather, to identify actions and approaches that address inequality and increase well-being. The set of recommendations detailed in the report aim to support systemic change across the borough, requiring social, technological and financial innovation.

The Council needs to play a proactive role and support action in a number of ways including direct provision, working in partnership and fostering strong local relationships where people are supported to shape their own communities. A supportive national policy framework is required to fully realise the 40% CO2 reduction and associated economic and social benefits.

Appendix 7 A summary of the recommendations

16. Use major development activity in the borough such as the Football stadium and social housing renewal to provide visible examples of low carbon technology.

21. Skills and training partnerships between private sector, local HE college CHENEL and community organisations.

26. Haringey 40:20 network to encourage local groups and businesses to bring forward ideas supporting sustainable lifestyles for prototyping and piloting.

The London Plan 2011

Policy 2.15 – Town Centres

“C. Development proposals in town centres should conform with policies 4.7 and 4.8 and:

- a. sustain and enhance the vitality and viability of the centre
- b. accommodate economic and/or housing growth through intensification and selective expansion in appropriate locations
- c. support and enhance the competitiveness, quality and diversity of town centre retail, leisure, arts and cultural, other consumer services and public services
- d. be in scale with the centre
- e. promote access by public transport, walking and cycling
- f. promote safety, security and lifetime neighbourhoods
- g. contribute towards an enhanced environment, urban greening, public realm and links to green infrastructure
- h. reduce delivery, servicing and road user conflict.”

Policy 3.1 – Ensuring equal life chances for all Planning decisions

“B. Development proposals should protect and enhance facilities and services that meet the needs of particular groups and communities. Proposals involving loss of these facilities without adequate justification or provision for replacement should be resisted.”

Policy 4.7 – Retail and town centre development

“B. In taking planning decisions on proposed retail and town centre development, the following principles should be applied:

- a. the scale of retail, commercial, culture and leisure development should be related to the size, role and function of a town centre and its catchment
- b. retail, commercial, culture and leisure development should be focused on sites within town centres, or if no in-centre sites are available, on sites on the edges of centres that are, or can be, well integrated with the existing centre and public transport
- c. proposals for new, or extensions to existing, edge or out of centre development will be subject to an assessment of impact.”

Policy 4.8 - Supporting a successful and diverse retail sector

“B LDFs should take a proactive approach to planning for retailing and:

- c. provide a policy framework for maintaining, managing and enhancing local and neighbourhood shopping and facilities which provide local goods and services, and develop policies to prevent the loss of retail and related facilities that provide essential convenience and specialist shopping
- d. identify areas under-served in local convenience shopping and services provision and support additional facilities at an appropriate scale in locations accessible by walking, cycling and public transport to serve existing or new residential communities
- e. support the range of London’s markets, including street, farmers’ and, where relevant, strategic markets, complementing other measures to improve their management, enhance their offer and contribute to the vitality of town centres”

Policy 7.1 - Building London's neighbourhoods and communities

"D The design of new buildings and the spaces they create should help reinforce or enhance the character, legibility, permeability and accessibility of the neighbourhood.

Policy 7.3 - Designing out crime

"B Development should reduce the opportunities for criminal behaviour and contribute to a sense of security without being overbearing or intimidating. In particular:

a routes and spaces should be legible and well maintained, providing for convenient movement without compromising security

b there should be an indication of whether a space is private, semi-public or public, with natural surveillance of publicly accessible spaces

c design should encourage a level of human activity that is appropriate to the location, incorporating a mix of uses where appropriate, to maximize activity throughout the day and night, creating a reduced risk of crime and a sense of safety at all times

d places should be well designed to promote a sense of ownership and respect

e places, buildings and structures should incorporate appropriately designed security features

f schemes should be designed with on-going management and future maintenance costs of the particular safety and security measures proposed in mind."

Policy 7.4 - Local character

"A Development should have regard to the form, function, and structure of an area, place or street and the scale, mass and orientation of surrounding buildings. It should improve an area's visual or physical

connection with natural features. In areas of poor or ill-defined character, development should build on the positive elements that can contribute to establishing an enhanced character for the future function of the area.

B Buildings, streets and open spaces should provide a high quality design response that:

a has regard to the pattern and grain of the existing spaces and streets in orientation, scale, proportion and mass

b contributes to a positive relationship between the urban structure and natural landscape features, including the underlying landform and topography of an area

c is human in scale, ensuring buildings create a positive relationship with street level activity and people feel comfortable with their surroundings

d allows existing buildings and structures that make a positive contribution to the character of a place to influence the future character of the area

e is informed by the surrounding historic environment."

Policy 7.6 - Architecture

"B Buildings and structures should:

c comprise details and materials that complement, not necessarily replicate, the local architectural character

d not cause unacceptable harm to the amenity of surrounding land and buildings, particularly residential buildings, in relation to privacy, overshadowing, wind and microclimate. This is particularly important for tall buildings

e incorporate best practice in resource management and climate change mitigation and adaptation

f provide high quality indoor and outdoor spaces and integrate well with the surrounding streets and open spaces

g be adaptable to different activities and land uses, particularly at ground level.”

Policy 7.8 - Heritage assets and archaeology

“C Development should identify, value, conserve, restore, re-use and incorporate heritage assets, where appropriate.

D Development affecting heritage assets and their settings should conserve their significance, by being sympathetic to their form, scale, materials and architectural detail.”

Policy 7.9 - Heritage-led Regeneration

“A Regeneration schemes should identify and make use of heritage assets and reinforce the qualities that make them significant so they can help stimulate environmental, economic and community regeneration. This includes buildings, landscape features, views, Blue Ribbon Network and public realm.

B The significance of heritage assets should be assessed when development is proposed and schemes designed so that the heritage significance is recognised both in their own right and as catalysts for regeneration. Wherever possible heritage assets (including buildings at risk) should be repaired, restored and put to a suitable and viable use that is consistent with their conservation and the establishment and maintenance of sustainable communities and economic vitality.”

Mayors Cultural Strategy 2004

“5.98 These projects represent an important reinterpretation of London’s built heritage for a modern economic and cultural context, facilitating new life and vitality as well as preservation. Older buildings can be robust and adapt well to new uses; people are often attracted to the building itself as well as the new use. Older buildings and streets also provide texture and give identity to an area. As London’s diverse communities change and develop, there is an increasing need to make London’s built heritage accessible to all by ensuring that new communities can make use of them.”

Policy 9:

“Cultural activity should be encouraged in the development and regeneration of London Proposals

9.1 Support the development of cultural quarters and promote their role in London’s regeneration

9.2 Promote the role of culture in neighbourhoods”

Planning for Equality SPG 2007

SPG Implementation Point 3o: Supporting local employment centres

“Boroughs are asked to support local hubs of employment. Proposals that combine social services provision, health and social care provision and childcare can provide employment opportunities for many people who are disadvantaged in the labour market. Developments should seek to provide a range of services fully accessible by public transport, reducing car dependency in line with London Plan policies 2A.5 Town Centres, 3B.1 Developing London’s Economy and 3D.1 Supporting Town Centres.”

SPG Implementation Point 4.5b: Supporting food markets and retailing

“Boroughs are advised to identify the needs of local communities and where appropriate to encourage the provision of and access to faith based food markets and retailing, perhaps through local strategic partnerships.”

Implementation Point 2d: Identifying the issues in Community Involvement

“Boroughs, developers and their agents are asked to consult with, and engage, local communities including people from the target groups covered in this SPG throughout the plan making process and in decision-making.”

Implementation Point 3b: Promoting ethnic diversity and multiculturalism

“Boroughs are asked to consider measures that respect and enhance areas which benefit from a distinct minority ethnic character.”

Implementation Point 3d: Promoting community cohesion

“Boroughs are asked to give special consideration to those planning measures that improve community cohesion.”

Implementation Point 3h: Creating safe and inclusive urban environments

“Ensuring that wherever possible urban environments are overlooked and well-used, with direct routes, safe street scaping and good lighting will help all people, but especially the more vulnerable, to feel more confident in the urban environment and will work well alongside other public policy measures to reduce discrimination.”

Appendix 2: Consultation Document

Consultation Statement

Introduction

This document details the public engagement and consultation carried out by the Wards Corner Community Coalition (WCC) between 2007 and 2012. The WCC has been actively engaged in the regeneration of Wards Corner during this time and as a result has gained a broad understanding of the aspirations of the community who use the site, and the local residents in Seven Sisters.

Our Ethos

The WCC believe in a community-led approach to regeneration, taking inspiration and guidance from the people who live on, work in and use the space. The WCC are acutely aware of the inaccessibility of planning to most people and as a result pay great care to ensuring the use of a broad range of techniques for gathering information, enabling people to give their aspirations for the site in the way they feel most comfortable.

The WCC mainly operates on consensus and avoids, where possible, delegating decisions to experts. However, the WCC actively encourages collaboration between experts and local people, empowering and enabling untrained people to give input at all stages of the development process.

History of Public Engagement

Since 2007 the WCC has maintained a visible public presence in Tottenham, working to insight debate and encourage discussion about Wards Corner, looking at all issues that affect the site. This engagement

has afforded the WCC an understanding of a wide ranges of views about Wards Corner and forms a vital part of the basis for this application. These activities are detailed below.



Figure 90 WCC Talking to passers by outside the site

Events

The WCC often runs a stall at big local events. The stall has displays with text, photos and drawings about Wards Corner and is staffed by residents and traders who are on hand to discuss the site and give out leaflets with more detailed information. A presence at these events meant that the WCC had the opportunity to engage with a hugely diverse range of people from across the borough. Below is a list of many but not all of the main events the WCC attended:

- Lordship Rec festival - Sept '08

- Car free day, Wood green - Sept '08
- Haringey Independent Day - May '09
- Tottenham Carnival - June '09
- Chestnuts Park festival - June '09
- Haringey Green Fair, Ducketts Common - June '09
- Lordship Rec festival - Sept '09
- Tottenham Carnival - June '10
- Haringey Green Fair, Ducketts Common - June '10
- Tottenham Winter Wonderland - December '11



Figure 91 The local community watching a presentation of the plan 2012

Large Meetings

In Feb 2008 the WCC hosted a meeting at the College of North East London marking the creation of the coalition, 350 people attended

making it one of the biggest public meetings seen in Tottenham since the 80's. A large part of this meeting was devoted to workshops discussing the issues listed below in relation to Wards Corner;

- Heritage & Conservation
- Crime & Safety
- Community Facilities
- Diversity & Inclusion
- Economics, Wealth & Prosperity
- Sustainability
- Public & Green Space
- Housing
- Health & Wellbeing
- Design & Place-making

The WCC has held numerous stakeholder meetings and workshops at Wards Corner, bringing together residents and traders to talk about the site.

Connecting with Professionals

In May 2008 the WCC, in collaboration with The Glass-House and East Architects, ran a 2 day long workshop attended by 28 stakeholders, both residents and traders. The professionals from East Architects facilitated workshops and discussions exploring the many issues surrounding Wards Corner and potential ideas for the future of the site.

In October 2009 3 local architects spent a day in Seven Sisters Market talking with traders and residents about their aspirations for Wards Corner.

Since 2008 the WCC has held at least 3 open public meetings a year on the site. These meetings are publicised through door to door leafleting

and posters and provide a forum for updates about the WCC's activities and for stakeholders to ask questions and raise concerns.



Figure 92 WCC attending a workshop

A Stall in the Market

Between summer 2010 and April 2012 the WCC occupied unit 27, Seven Sisters Market. This stall acted as a hub for the group's activities and hosted a permanent display containing text, photos and drawings about Wards Corner as well as information about the group's projects. The stall was manned on an adhoc basis for most of this time, on average at least one day a week.

The WCC's regular presence on site helped the coalition form closer relationships with traders and customers and gave the WCC an insight into the day to day running of the market over a long period of time. Local traders and other interested people would often visit the stall to catch up on the coalition's activities. The stall was used to host an exhibition of the community plan, detailed below.

Consultation on this Proposal

This proposal underwent an extensive first round of consultation starting in November 2011 and finishing in March 2012. The core of this consultation process was a permanent exhibition of the plans and accompanying text in Unit 27, Seven Sisters market. To ensure the widest possible reach the WCC also brought the exhibition to events and, where possible, presented it at meetings. The WCC website also has a section dedicated to the proposal, the display is accessible in digital form along with space for people to post comments about the plan.

The WCC directly approached stakeholders, elected representatives, local organisations, and interested parties for feedback on the proposal.

These groups included:

- Tottenham Traders Partnership
- Tottenham Civic Society
- Residents Associations
- Sustainable Haringey
- David Lammy
- Joanne McCartney
- Tottenham Green Councillors
- Transport for London
- Princes Regeneration Trust
- Locality

Exhibition

Between 22nd November 2011 and 20th January 2012 the exhibition of the proposal in Seven Sisters Market was widely publicised using a combination of door to door leafleting, posters and email lists. The stall was regularly staffed, opening from 12 – 5 at least 3 days a week, with opening days and times publicised and displayed in the stall. The exhibition, displayed in English and Spanish, consisted of a series of floor plans, elevations, historic and current photos, diagrams and explanatory text. The exhibition was visible at all times, even when the stall was closed.



Figure 93 Joanne McCartney with WCC display in Seven Sisters market

The WCC used a mobile version of the exhibition to consult on the proposal at public events. This saw its most effective use at Tottenham Winter Wonderland where hundreds of people were able to look at the plans, comment on them and ask questions of the architectural designer who drew them.

The WCC collected written feedback to the proposal in a number of ways. Questionnaires were available both at the stall and with the mobile exhibition and provided a structured way for people to give feedback on the plans. Use of post-it-notes was encouraged, allowing people to quickly and easily comment about specific parts of the plan. The information gained from these sources is summarised below.

Findings

Whilst the written feedback about this proposal, in the form of questionnaires and post-it-notes, makes up the majority of this consultation it is important to note the WCC's understanding of the general public sentiment about Wards Corner gained through years of public engagement. The WCC understands that:

- Overwhelmingly people would like to see some form of regeneration at Wards Corner.
- The majority of people asked express a desire to retain the independent businesses and the historic buildings at Wards Corner.
- People can see the potential for increasing the range of services on offer at Wards Corner and are excited at the prospect of community facilities there.

Generally the responses from the questionnaire's and post its mirror the sentiment above. Below are some notes on the responses taken from the collated post-it-notes and consultation questionnaires.

There was support from most for increased natural light in market, and general support for skylights as a way to do this. However there were some concerns about the noise pollution between floors and the potentially prohibitive cost of installation.

Lots of enthusiasm for the art and performance spaces, respondents felt it would be a good way of improving both the area and the image of the area. There were minor concerns about clashing with Bernie Grants centre.

Lots of support for the inclusion of community space in the proposals.

Suggestions for uses include;

- community bank
- language school /educational space
- zumba/dancing
- meeting space
- youth centre
- advice centre
- crèche

Respondents were pleased with the redesign of the market to allow more open space, they felt it would help foster a greater sense of community.

General support for resign of the market signage. However there was some concern about visibility of market entrance and visibility and ability of the redesign to draw more people into the market.

Lots of support for more housing on the site, especially that which is affordable / social to meet the needs of the area. However also lots of concern about the size of units.

Respondents felt the drawings lacked clarity about loading and storage space, this was not clear on drawings.

There was a lot of support for retaining and enhancing the Latin American character of the market.

There was, however, equal support for efforts to broaden the cultural appeal of the market and diversify the retail offer. Some respondents made reference to this being a difficult balancing act.

The most frequent concern raised by the respondents was availability of funding. They were unclear how the proposals would be implemented and if they would be viable.



Figure 94 Discussing the plan

Changes

It is clear from the consultation carried out by the WCC that there is broad support for the Community Plan, for both its principles and the detail of the design. This is a reflection of the plans faithfulness to aspirations of local people understood from the WCC's earlier public engagement on the issue.

The most notable change arising from the consultation period is the removal of the proposed housing units on the second floor and their replacement with space for business incubation. Although more housing is needed on the site, especially affordable housing, the physical constraints of the building mean that the Wards Department Store is not the best place to put this much needed new housing stock. To

counteract the loss of housing in the Wards Department Store the Preliminary Master Plan proposes housing on the adjacent Apex House site.