



DRAFT

BROAD OPTIONS FOR A LONG-TERM PLAN & IDEAS FOR SHORT-TERM PROJECTS





EXECUTIVE SUMMARY

1. Overview

1.1 Introduction

Between February and April 2016 a public consultation was conducted on four Options for the regeneration of Wood Green Town Centre in support of the production of an Area Action Plan for the area and the publication of the AAP Issues & Options Document by Haringey Council (formally known as Regulation 18 consultation). The main purpose was to test four different scenarios and levels of development to inform the development of a preferred option; which will be consulted on later this year. This report has been prepared by Soundings, independent consultation company who has also facilitated the public engagement to date.

1.2 Consultation activities

Over 30 events and 2 online surveys were used to collect the views of a broad range of local residents, businesses, traders, service providers, community organisations, landowners and public bodies. These included pop-ups, door-to-door sessions, targeted meetings and workshops; with the main activity being a public drop-in exhibition at a vacant shop on the High Street, attended by the Council and Fluid design team and Soundings independent consultation experts.

1.3 Facts and figures

Over 23,000 flyers and letters, 100 posters, banners and vinyls in relevant locations in Wood Green and over 2000 digital messages and posts, were used to promote the consultation. Over 1,100 people have been engaged with over 500 forms of feedback received, including 23 written responses from public bodies and landowners to the AAP Issues and Options Document. These have all been databased, categorised and analysed to inform the findings in this report.

1.4 Overall response to the Options

The community and major landowners of Wood Green, together with relevant

public bodies are mostly supportive of widespread redevelopment (Option 3) or significant transformation of Wood Green town centre (Option 4). The majority of people agree that major change is required to deliver the agreed goals of: Improving the uses of the town centre; Making unique places for people; Creating a well connected place; and Developing Haringey's sustainable capital.

2. Synopsis of findings:

2.1 Statutory consultees

There is general support for the direction of travel, including suitability for tall buildings and for improved east west connectivity. Recommendations include further consideration of the transport strategy including all modes (vehicular, bus, cycle and pedestrian). Further work is recommended on locations of tall buildings in relation to heritage assets and strategic local views. A number of consultees comments relate to the provision of social infrastructure for healthcare, sports and the protection and enhancement of green space. Other recommendations relate to natural resources, the environment and well-being - with the need to address air and water quality, drainage, watercourses and water demand.

2.2 Major landowners

Landowners positively received the ambitious plans for Wood Green including a central Crossrail 2 station that would maximise connectivity and assist in delivering high levels of housing and workspace. The proposed east west link to the Cultural Quarter and Alexandra Palace are welcomed. Landowners would like to see flexibility in the plan in approach to density and mix and design. They also emphasise the importance of growth being supported by social and transport infrastructure.

2.3 Community

There is widespread agreement with the ambitious intentions of the plans shown in Options 3 & 4. Many shared

the concern that Options 1 & 2 lack ambition. This reflects a readiness for change. There was concern though about the way such plans would be delivered, especially regarding the relocation of residents whose homes will be redeveloped, the re-provision of work and retail space, and the likelihood of disruption caused by construction works. Developing small and meanwhile projects to improve Wood Green in the short-term and involving local people to make the place unique are considered a good approach.

3. Key themes from the public consultation

3.1 Transport and circulation

People are supportive of the arrival of Crossrail 2 with many seeing the benefit of a single central station. A number of people are concerned that the area around Turnpike Lane station will as a result be left out of the plans and will not receive the improvements and regeneration it needs.

Many were happy with the replacement of the Mall by a street-based and opened up town centre.

There was great support for the green link connecting the High Road with the Cultural Quarter and Alexandra Park.

Managing traffic to reduce congestion and pollution is a big local priority including the provision of cycle lanes and measure to restrict rat running and use of residential streets for access and parking.

3.2 Housing (and affordability)

Rehousing current residents in better homes was a much appreciated idea. Most people accept the need for more housing; however concerns were raised about the affordability of the new homes. Others were concerned about being priced out of the area.

3.3 Social Infrastructure

People want to be assured that sufficient social facilities and amenities will be provided for the increased of population.

3.4 Employment

Many people felt that diversifying the uses of the town centre would significantly improve the local economy and create employment and that Crossrail 2 would attract more people to spend time and money in the area. At the same time there was concern over the loss of workspace within the Cultural Quarter for existing tenants of the Chocolate Factory.

3.5 Retail (A new Town Square)

A large number of people liked the idea of a new central multifunctional town square with a new library, council customer service centre, shops, community events and a market linked to a new Crossrail 2 station. People would like to see quality and independent shops, a department store, cafes and restaurants and a range of diverse community facilities, including a theatre and possibly a swimming pool. Providing things for young people to do is critical.

3.6 Accessibility and inclusion

There is agreement that making the area more walkable, safe and easy to get around will improve the sense of well-being for many.

Human scale design, pedestrian-friendly streets and new public places for people to meet and relax received a good response.

People also feel that traffic reduction, street cleaning and designs encouraging active lifestyle would improve health.

Accessible and inclusive design for all and especially for the elderly and disabled is a priority.

3.7 Environment and sustainability (a green town centre)

Lots of participants liked the idea of planting more trees and greening the area as well as providing better waste and traffic management systems to improve the environment.

Providing new open private and public spaces and greening the streets

were seen as good ways to increase biodiversity.

Some concerns were mentioned about overcrowding and overshadowing from tall buildings having a negative impact.

3.8 Local distinctiveness and culture

Generally people said that well designed buildings and spaces such as the green link, the new market or library would make Wood Green a new attractive destination in London and a unique place residents are proud of. Providing room for local initiatives, such as community-led projects, was suggested as a solution to help make the emerging plans unique. Some thought that the town centre redevelopment concept could be bolder.

A large number of participants said that the Cultural Quarter could be a greater asset and a key character area but there is a need to enable existing artists to (afford to) stay.

Lots of people said they were happy that the Mall will be redeveloped and shop fronts improved on the High Road to make the place more harmonious and visually pleasing. Time and again people said that they want better 'quality' for Wood Green.

3.9 Short-term projects and LAB

99 short-term project cards were selected and filled-in by the community. People said they liked the idea of engaging the community to develop quick and unique solutions to improve Wood Green in the short-term. The most popular projects were about sustainable transport, local food growing or selling and extraordinary events and cultural activities. To make these ideas real Soundings propose the formation of a LAB (Local Actions Band) with participants that are interested in helping developing these projects further.

4. Next steps and getting involved

4.1 Next steps

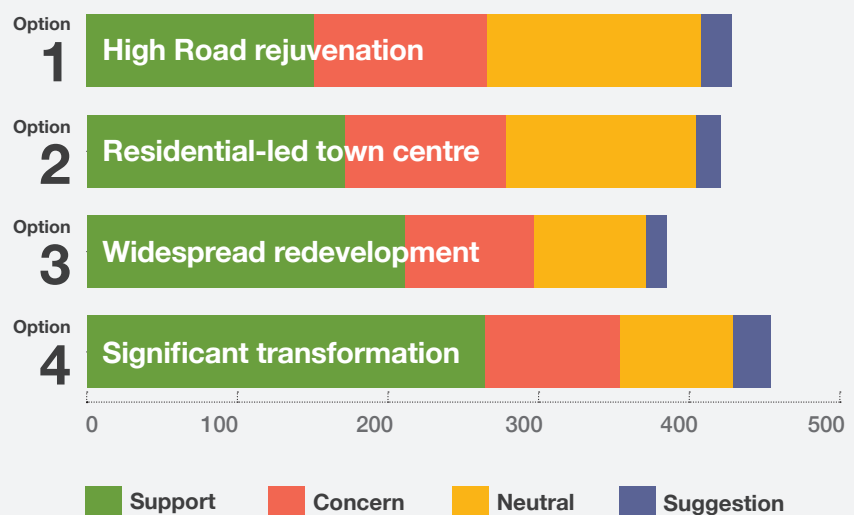
Together with Haringey's officers, the project team is now developing a more detailed plan that include consideration of deliverability before coming back to the community later this year with a preferred option. This will include taking account of the views, knowledge and aspirations of the community, the public bodies, landowners and other key stakeholders. The preferred option will be subject to a second round of Regulation 18 public consultation (Stage 3B). The aim is that this will take place in late 2016 / early 2017.

4.2 Getting involved

In the meanwhile, there are many ways for people to get involved in this long-term regeneration process by:

- Becoming a member of a local resident association or other specific local organisation that is part of Wood Green's Future - Community Liaison Group (CLG). The CLG will meet with the project team to input to the emerging plan;
- Forming a group where a street or an area doesn't have any representation (this could be informal) to be able to join the CLG;
- Becoming a member of the Wood Green LAB to develop short-term projects by sending an email to Soundings (see email at the back of the report).

HOW WELL DID EACH OPTION DO ACCORDING TO THE COMMUNITY?



Nature and amount of comments for each option (out of 1688 comments)



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CHAPTER 01 INTRODUCTION

Purpose of this report

A future plan

This interim consultation report has been prepared by Soundings, on behalf of Haringey Council to support the development of a future plan for Wood Green. It provides a record of the public consultation and stakeholder engagement events carried out between February 2016 and March 2016 on the stage “Issues and Options” of the development of Wood Green Area Action Plan (AAP).

Methods of consultation

Two ways of responding to the proposals showed in the ‘Issues and Options’ document were offered to the consultees: a direct and formal method and a more accessible method through a series of events. Public bodies, statutory stakeholders and landowners were generally involved in the formal consultation while the community and Wood Green visitors were primarily involved in the informal consultation. This report aims to provide a record of the two methods of consultations.

Objects of consultation

The accessible consultation had a double purpose:

1. To catch the views of the community and local stakeholders on four approaches and options for a long-term regeneration plan (15-20 years). The options respond to the needs, opinions and aspirations that local people and users of the area expressed during the initial stages of the consultation from June to November 2015.
2. To take further the community’s interest and motivation in developing different kinds of short-term projects to improve Wood Green over the next three years.

Toward a preferred option

The findings from the consultation are presented in this report broken down by, stakeholder type, options, redevelopment topics, town centre uses, geographical character areas, and placemaking qualities. Feedbacks will inform the plan development.

The developed plan will be presented as the ‘preferred option’ and will be subject to consultation in late 2016 / early 2017.

Start of the Wood Green LAB

Another part of the findings is about the short-term projects. It aims to help the community initiating and developing the Wood Green LAB (Local Actions Band). The LAB will gather people that are interested in taking part in often small-scale, quick-to-realise, low-budget, community-led projects to improve Wood Green in the meanwhile.

About Wood Green

The heart of Haringey

First recorded in 1502 as a clearing of Tottenham Wood, then an attractive location for country retreats by the New River, and then later a farmer community, Wood Green has kept reinventing itself. Most recently, since the borough was formed in 1965, it has become the heart of Haringey. It draws in people from across Haringey and beyond to shop, work, commute and have fun.

Great assets

With its own bustling and diverse community, outstanding transport connections, a busy High Road, the iconic Alexandra Palace on its doorstep and beautifully designed housing estates, Wood Green has great heritage and the potential for an even better future.









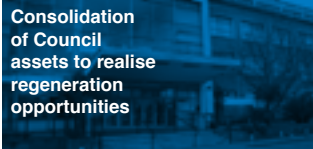


Unique identity

Vital ingredients exist in Wood Green that provide the area with a unique character. The aim is to make sure this strong identity is protected and celebrated as the plan is being developed.



Noel Park & Woodside wards
*As above, excluding self employed & sole traders

Wood Green's assets

<p>Area for intensification in the London Plan</p>	<p>A minimum of 4600 new homes in next 15 years</p>		<p>4000 new jobs by 2030</p>
<p>£1 billion inward investment to Haringey</p>	<p>Supply & Access to affordable housing</p>	<p>Metropolitan Town Centre status to be retained The lowest market position alongside Hounslow</p>	<p>Crossrail Alexandra Palace & Turnpike Lane</p>
<p>Enhance accessibility and cross-borough links</p> 	<p>Diversify high street to increase resilience</p> 	<p>Competition from Westfield & Brent Cross</p>	
<p>Large number of potential development sites</p> 	<p>Co-ordinated Vision for the town centre</p> 	<p>11% increase in Haringey's population by 2026</p>	<p>48.5ha of new open space require in Haringey to meet growth</p>
<p>Demand for affordable workspace</p> 	<p>Increase education & employment prospects</p>	<p>30th for jobs per density ratio out of 33 London boroughs</p>	<p>Grow the cultural quarter</p> 
<p>Achieve 80% satisfaction as a place to live</p> 	<p>Consolidation of Council assets to realise regeneration opportunities</p> 	<p>Household earning to align with London Average by 2030</p> 	<p>Public realm improvements to increase retail market engagement</p> 
<p>CHANGE DRIVERS</p>			

Wood Green's Future Plan

Prepare for the future

Everyone with a connection to Wood Green is rightly proud of its history as a thriving town centre, and excited about its future as a place to live, work and visit.

Haringey Council is committed to the future of Wood Green and rejuvenation is a key objective in the Corporate Plan 2015-18. It wants to address a number of challenges including bringing transport improvements with Crossrail 2, securing thousands of new homes and jobs, bringing new life to the high street for long-term economic growth, creating more welcoming public spaces and making the most of its connections to immediate neighbours like Alexandra Palace.

Wood Green regeneration projects

The council is creating a detailed regeneration plan for Wood Green that will determine how to fulfil the area's potential and to secure the investment needed to make this happen. The regeneration plan will also help the council to make well-informed decisions on its own housing and the future use of the land it owns.

The regeneration also includes an Area Action Plan (AAP), which provides specific planning policy and guidance for an area where significant regeneration or investment needs to be managed. The AAP will set out how change could happen, e.g. where new buildings might go, and what parts of Wood Green's character should be protected and enhanced.

Change is already being kickstarted by the council's support of a number of meanwhile projects on the Station Road and the establishment of a BID (Business Improvement District).

Wood Green's opportunities

Project team

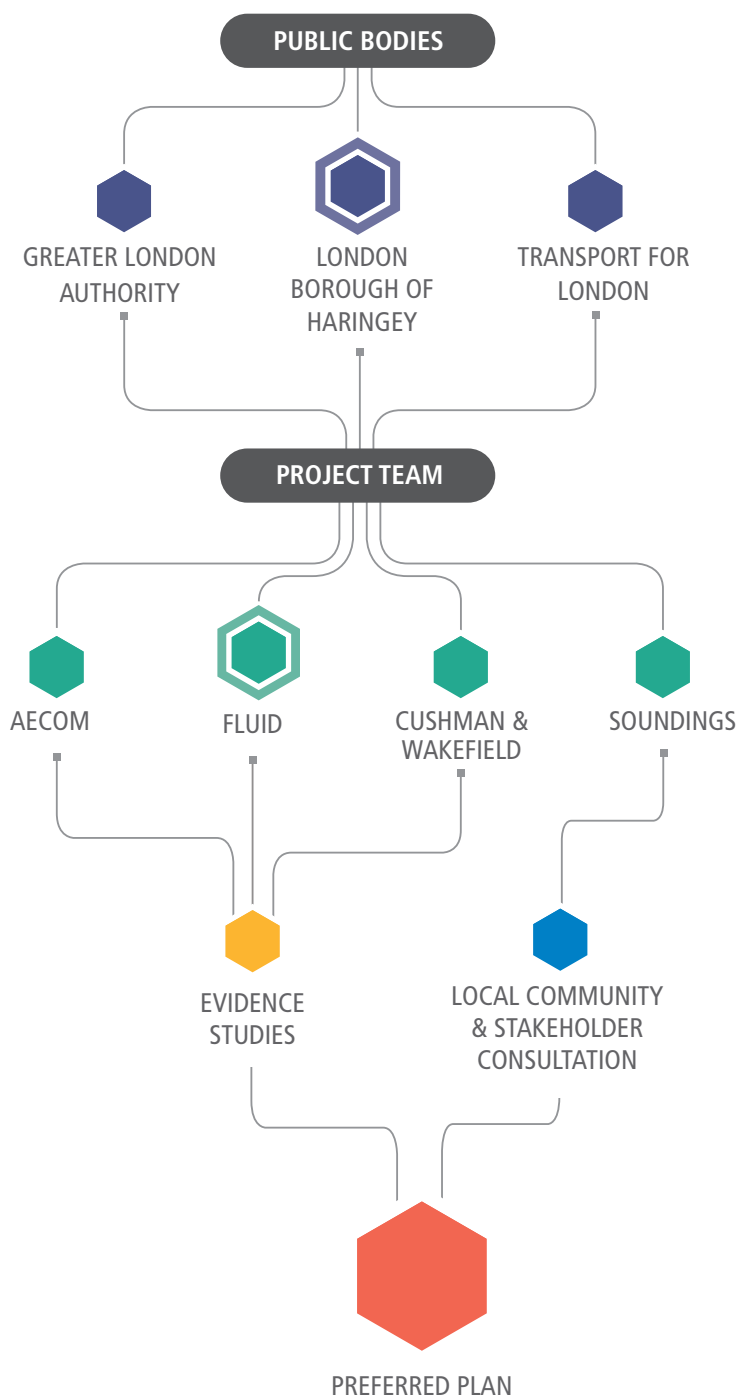
The Area Action Plan plan is both supported by evidence-based studies and an independent stakeholder and public consultation process.

Fluid is leading the team developing the vision plan for Wood Green. Fluid believes that understanding place, social and economic dynamics are fundamental to creating successful places. Previous projects have included High Street 2012: a vision for the six-kilometre stretch of high street environments that make up the A11 route from Aldgate to the Olympic precinct in Stratford, the co-production process on the Brixton Town Centre Masterplan and the Kings Cross Central Framework.

AECOM provides professional technical and management support services on a wide range of areas such as transportation, utilities, planning and social infrastructure.

Cushman and Wakefield is a global real estate adviser. They ensure that the vision is viable and deliverable.

Soundings has been commissioned to devise and help run the community consultation process. They are an impartial, independent voice in the process and are responsible for reporting back the findings to the council and ensuring that these feed into the vision plan for Wood Green.



Process overview

The consultation and engagement programme has been organised into four stages.

This report is about Stage 3A's consultation activities and findings.

Stage 1: Taking soundings

- Raise awareness of the project and consultation,
- Develop a database of interested organisations and individuals,
- Develop a better understanding of the local area and the community's needs and aspirations.
- Establish a Community Liaison Group (CLG) for ongoing consultation.

Stage 2: Objectives and ideas

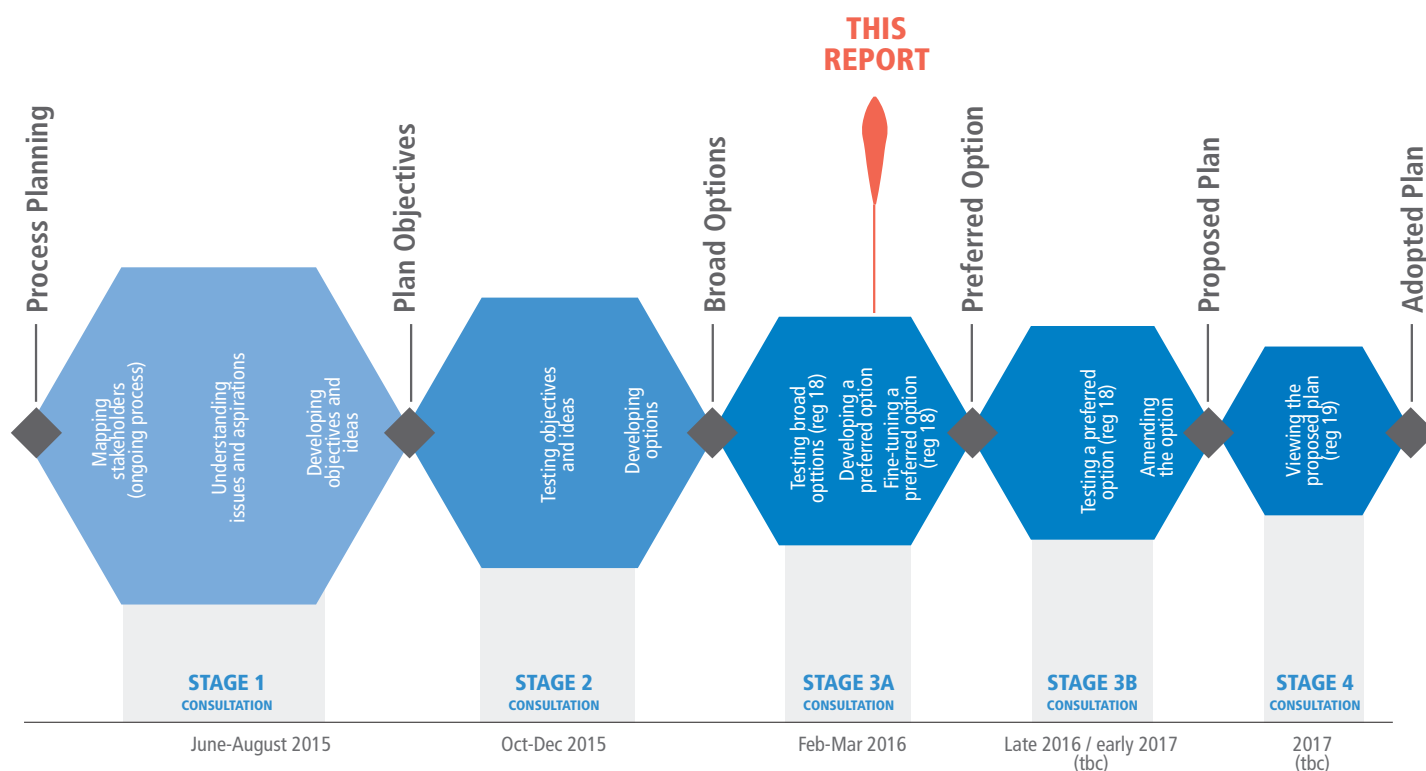
- Get feedback on initial thoughts and principles guiding the plan,
- Check that the issues, initial ideas and objectives are in line with local views,
- Target any under represented section of the local community (geographic, demographic or interest).

Stage 3: Testing the option(s)

- Consult on the broad options for Wood Green and elements within them (3A) and later on a detailed preferred option (3B),
- Get feedback on the council's preferred direction as part of the Statutory Consultation process Regulation 18.
- Ensure potentially impacted groups are engaged.

Stage 4: Preferred plan

- Present the preferred plan in response to feedback from Stage 3 and as part of the Statutory Consultation process Regulation 19,
- This will be the last stage of consultation on the wider Wood Green's Future project. The statutory consultation will be about the legal compliance of the document.



Summary of previous consultation findings

During November 2015 a week long series of events tested ideas to address identified issues affecting Wood Green.

General reception

With a few exceptions, people supported the ambition for change and were generally interested, positive and enthusiastic at the prospect of a regeneration of Wood Green, recognising the need to enhance the town centre and unlock its potential.

Some people were unsure about the feasibility of the vision (costs and timeline), concerned about the potential raises in taxes and/or rents and the potential impacts on the community of major changes.

About the Four Goals

Most participants agreed with the Four Goals presented for Wood Green.

These were:

- Improving the town centre
- Making places for people
- Creating a connected place
- Developing the Capital of Haringey.

About the ideas by topic

The exhibition explored key topics for Wood Green:

- Belong
- Live
- Shop
- Work
- Enjoy
- Connect
- Respect
- Quick wins.

A high-level summary of what people said is to be seen on the right.



BELONG | Identity and character

The priority for most is to address the issues that give Wood Green a poor reputation whilst introducing more greenery, enhancing local assets and improving quality generally.



ENJOY | Leisure and Recreation

Top needs for leisure and recreation are multipurpose leisure centres such as a modern library including community and cultural activities and a multisports facility including a swimming-pool.



LIVE | Housing

People generally support the drive for new and better homes but only if they benefit the local community.



ENJOY | Public and Green Spaces

There is agreement that Wood Green needs more greenery overall and that existing and new public spaces should be more accessible, better maintained, with seating and spaces to socialise and for active lifestyles.



LIVE | Safety and Well-being

For many this is a top priority with making the place more attractive and better designed a desired outcome.



CONNECT | Transport and Parking

This is seen as a key issue for Wood Green to resolve. Many people would like to see less surface parking and better defined spaces for public transport, cyclists and pedestrians.



SHOP | High Street

Most people desire a better range of shops combined with other uses such as art, culture, community activities and housing.



CONNECT | Links and wayfinding

It is felt the area needs more visual reference points such as community art and better physical connections with the West towards the Cultural Quarter and Alexandra Palace.



SHOP | Shopping City / Mall

People find the Mall generally oppressive and unaesthetic with unsafe and unwelcoming backs. People are enthusiastic about improving or even redeveloping this part of the town centre



RESPECT | Environment

The idea of a local energy production centre combined with other uses such as leisure was welcomed with enthusiasm. Greener transport systems, ecology, better use of natural resources and developing sustainable buildings were considered as good ideas.



WORK | Cultural Quarter

The Cultural Quarter is considered by most that know it a great asset which should be better promoted, used and integrated, to create more jobs and support new enterprises and to build on Haringey's heritage of engineering and manufacturing.



QUICK WINS | Meanwhile projects

For meanwhile projects and quick wins, several participants were keen to see community-led projects developed to improve Wood Green in the short-term.

