Tottenham High Road Team

**Tibbalds Planning and Urban Design**
Lead Consultant/Engagement lead

**BBP Property and Economic Development Consultancy**
Property and Economic Development Consultancy

**Marko & Placemakers**
Arts and culture, place identity and distinctiveness

**The Retail Group**
Retail Health checks

**Urban Flow**
Transport and parking strategy; urban movement and public realm
Contents

The story so far  5
Study area  6
Movement and open space  8
Heritage  9
Bruce Grove  10
Tottenham Green  11
Seven Sisters  12
West Green Road  13
Broad Lane  14
North Tottenham  14
How you can have your say  15
The story so far

Tottenham encapsulates the inclusive and diverse spirit of London. It has rich history, a cohesive community, north London’s best transport links, a successful Premier League club, huge talent and a growing network of new businesses taking root in the area.

Seven Sisters is the gateway to Tottenham, with superb transport links, making it a welcoming place to do business and socialise through the day and evening. Tottenham Green is the civic heart of Tottenham. Following a £1.5 million revamp it provides local people and businesses with better opportunities to meet up, shop and have fun. Bruce Grove is a historic town centre at the heart of Tottenham’s business and community life.

Since 2012 we’ve been working with the community to deliver improvements to the town centres, green, public and community spaces along the High Road. They include: Tottenham Green, Tottenham Green war memorial, shopfront improvements, West Green Road Tropical (Pocket) Park, West Green Road Bridge Art, 639 Enterprise Centre, Bruce Grove public realm improvements, Holcombe Road Market and Albert Place amongst others. Many were delivered with funding from the Mayor of London’s Growth on the High Road project, with more projects planned and underway.

Where are we now?

Tibbalds, planning and design consultants appointed by Haringey Council, have been working with the local community through a series of workshops, interviews and surveys to find out what you think about the High Road.

They have engaged with residents, businesses and conducted retail surveys. All of this feedback has been incorporated into the draft strategy which is what we are asking you to feedback on.

The High Road Strategy

This strategy considers Tottenham High Road district and local centres and identifies future priorities for new projects to make the High Road a great place to shop, visit, work and spend time in. The town centres are defined in the Haringey Local Plan and Tottenham Area Action Plan (AAP) as:

- Seven Sisters / West Green Road (district centre)
- Bruce Grove (district centre)
- North Tottenham (local centre)
- Broad Lane (local centre).

The High Road Strategy also:

- Provides a clear and up to date position on the existing health and performance of the High Road centres
- Looks at previous studies and planning policies
- Includes projects / sites already delivered or underway
- Considers future land use and regeneration priorities for the High Road
- Includes comments of people and organisations in Tottenham and engagement with local residents

How you can have your say

We want your feedback on how to make the High Road the best it can be. What would you like to see more of? Are there specific areas that need more investment?

You can read the full strategy online at www.tottenham.london/HRS and fill in an online feedback form.

Alternatively hard copies of the strategy are available in Marcus Garvey Library for review as well as feedback forms that can either be left in the feedback box provided or posted back to Haringey Council using the freepost envelopes. Please return your feedback forms by Friday 23rd March 2018.

Consultation on the proposals runs from 21 February to 23 March, with an exhibition at Marcus Garvey Library throughout the consultation period and public drop-in sessions on March 1 (4pm-7pm), March 3 (11am-3pm) and March 14 (5pm-8pm), also at the library.
Study area

The High Road is two and a half miles long within the borough, and stretches from South Tottenham to the boundary with Enfield borough south of the North Circular Road.

From South Tottenham to the junction with Bruce Grove, the High Road is the A10, a strategic route and key movement corridor from London Bridge, towards East Anglia. The A10 uses Bruce Grove to access the Great Cambridge Road at the North Circular Road near Palmers Green. Once the A10 leaves the High Road, the A1010 takes over, out of the borough towards Waltham Cross.

The High Road has distinct areas along its length –

- **Seven Sisters** where the High Road is wide and dominant. Major roads come from the east and west, a cycle superhighway and a hectic public realm which focuses around the Latin American market and the mouth of West Green Road. There’s a busy interchange with the Underground and Overground stations and buses.

- **West Green Road**, a major route between Seven Sisters and Wood Green. The retail environment is ordered and consistent – a two storey terrace of small shops and businesses sinuously stretching to Lawrence Road a third of a mile from the High Road. This high street type environment differs in offer and character from the interchange closer to Seven Sisters.

- **Broad Lane** runs east from the High Road at Seven Sisters station, towards Tottenham Hale. An extensive length of retail outlets on the northern side of the road looks underused and run down. The route between Seven Sisters and Markfield Road is not pleasant. Page Green at the western end, is a narrow open space.

- The relative calm of **Tottenham Green**, still on the High Road, is a welcome green space covered with grass and mature trees and flanked on both sides by historic buildings that define the spaces. The west side has a range of cultural, civic and community buildings.

- **Bruce Grove**, a high street that has a poor quality environment but demonstrates few vacant retail units and lots of activity, particularly around Bruce Grove station and Holcombe Market. The presence of the High Road is felt through noise and congestion, but the road is narrower than at Seven Sisters, and becomes less so further north as the A10 becomes the A1010 through north Tottenham.

- **North Tottenham**, defined as a local centre and focused around White Hart Lane and Northumberland Park, has a healthy mix of shops and services within a historic environment of grand villas and terraces. East and west of the High Road are several housing estates.
What is a district centre?
District centres provide convenience goods (like food and groceries) and services (like hairdressers) for local communities and are accessible by public transport, walking and cycling. They are usually not destination shopping centres that people travel a long way to visit.

What is a local centre?
They are smaller than district centres and include local shopping parades and small cluster of shops, mostly for convenience goods and other services.
Movement and open space

The High Road is a key north-south road in and out of London. Movement east-west both to and across the High Road is much more challenging. This is an issue, because the people who need to use the High Road for their local shopping live in the areas to the east and west of it.

Consultation findings and issues:

- Moving from east to west is difficult
- It is uninviting for pedestrians and shoppers to spend lots of time there as it’s such a busy road
- Poor quality of air due to pollution
- Lack of greenery and green spaces
- Street clutter and poor quality benches, bins etc.
- Large traffic signs dominate the street
- Difficulty in crossing the road
- Cycle routes need improvement

Actions:

- Improve existing open spaces prioritising Tottenham Green East and Page Green Common
- Improve key routes to open spaces, such as Bruce Grove and Tynemouth Road
- Monitor the use of Hartington Park to identify if improvements are required
- Prioritise east-west movements onto the High Road e.g St Loys Road, Forster Road, Holcombe Road, Tynemouth Road, Broad Lane
- Improve bridge links over the railway to Lee Valley
- Work with businesses and residents to support and lead on environmentally friendly changes such as travel to work plans
- Introduce pollution monitoring stations
- Declutter and replace poor quality benches, bins etc
- Plant street trees, planting and green walls
- Improve West Green Road by reviewing on street parking and loading arrangements and prepare a public realm design for the entire street to include new paving, lighting and trees, and remove unnecessary street clutter

Consider a significant environmental improvement scheme for the High Road between Seven Sisters and Bruce Grove town centre to improve air quality and create a more pleasant place to walk and cycle in...
Heritage

The High Road has a rich collection of historic buildings - listed and locally listed - that tell the story of its growth and development and still define its character today. The area’s heritage - which is a huge asset to Tottenham cherished by the local community - is protected and managed through the designation of several Conservation Areas along and close to the High Road.

Consultation findings and issues:

Some heritage buildings have been reused and restored - including the four buildings on the west side of Tottenham Green and some properties in North Tottenham.

However many other important heritage buildings are not living up to their full potential and there are opportunities to bring buildings back into more public use to enhance both the economy and physical environment of the High Road.

Actions:

The strategy looks at the assessments made in the Conservation Area Appraisals 2017 by Haringey Council’s conservation team.

Because of their prominence and importance, the heritage buildings which will be prioritised for improvements, such as enhancements to the front of buildings and better lighting, they are:

- South side of Bruce Grove (1-10 Bruce Grove)
- Bruce Grove toilets
- The Palace Cathedral, Bruce Grove
- St. Mark’s Church, Bruce Grove
- Holy Trinity Church - Former Nursery building
- Former Barclays bank, 220 - 222 High Road

Alternative uses for these buildings could also be considered where there is an opportunity to do so.
Bruce Grove

Bruce Grove district centre is located around Bruce Grove station at the heart of Tottenham, halfway between Seven Sisters and the football stadium. There are a high number of listed buildings on the south side of Bruce Grove and various locally listed buildings on the High Road.

Consultation findings and issues:

- Anti-social behaviour and management needs improving
- Retailers and shoppers want to see a cleaner and tidier centre, more visible security
- Shoppers and traders want a bigger and better offer, with more recognisable shops
- More food options during the day
- Marketing and promotion, and signage and branding, could be improved, particularly a stronger sense of arrival and identity at the heart of the centre
- There are few things to do in the evening for residents
- Some local residents are deterred from visiting because it can be difficult to get there, and by the limited offer of the shops
- It feels vibrant and busy and the shops have good footfall
- It has a large number of shops, including several multiple retailers like Asda and Superdrug
- Empty shops are brought back into use quickly
- It attracts local people, who are visiting to shop
- They visit on a very frequent basis and visiting at the same frequency or greater as last year. Overall, they are satisfied with the offer and appear loyal to it
- Shops are trading reasonably well and are positive about the future
- Improve promotion, marketing and image for the centre for example better town centre signage and town centre events
- Improve standards of maintenance and management, particularly day-to-day issues such as waste and dealing with anti-social behaviour

- Improve movement and wayfinding, particularly from nearby residential streets, and improve signage to car parks
- Make improvements to the public and social space in Bruce Grove, particularly where east-west routes meet the High Road at St Loys, Forster Road and Holcombe Road (for example, with signage and lighting)
- Improve listed and locally listed buildings, with a priority on St Marks Church, the Palace Cathedral and Bruce Grove toilets
- Retain existing employment sites such as Morrisons Yard
- Focus eating and drinking uses along Bruce Grove
- Focus shops and retail along the High Road
- Major leisure use will be sought to help boost the night time economy
- Less betting shops and takeaways
- Look for opportunities to add larger retail units for major High Street stores (multiple retailers)
**Tottenham Green**

Tottenham Green is the only green space on the High Road within Tottenham. It is a relatively small space, but it is historically important and is surrounded by some of Tottenham’s finest buildings, which gives more status to the Green as an important cultural and civic space for the whole community. In 2015 a £1.5 million revamp was completed and it now hosts the weekly Tottenham Green market.

**Consultation findings and issues:**

- Use of the Green can be improved
- There is poor signage and wayfinding to the Green and the buildings round it from Seven Sisters and surrounding streets
- More people could be using and visiting the Green on a regular basis
- The east side of the green is separated by the High Road and by the fencing and planting around it. It feels uninviting and attracts anti-social behaviour
- Monument Way is an accident hot spot and it can be difficult to cross the road here
- Cultural offer needs to be improved by better use of the existing buildings and public spaces

**Actions:**

**Tottenham Green:**

- Build a partnership amongst institutions at the Green to generate an area programme and attract people to the Green
- Extend the current Tottenham Green market to create more stalls both on the Green and along Town Hall Approach Road
- Improve signage and wayfinding from Seven Sisters to Tottenham Green
- Improve congestion around bus stops (particularly for pedestrians), e.g. through relocation of bus stops where possible
- Open up the planting and green spaces to create a more accessible, legible, inclusive, activated environment and improve security

- Consider temporary and/or permanent features, like the recent light installation, that aim to attract a range of local and wider users at different times of day and the year
- Provide a better link between Tottenham Green West and Tottenham Green East
- Promote the eastern side of the Green as a neighbourhood space; develop the play facilities
- Improve the link from the east via Tynemouth Way
- Animate all of the buildings that face onto the Green, particularly at ground floor level

**Monument Way Junction:**

- Introduce measure for safer crossing of pedestrians for example pelican crossing or green man crossings
- Consider major junction improvements

---

*Light installation - Tottenham Green*

*Tottenham Green Market*
Seven Sisters

Seven Sisters is the gateway to Tottenham, with well-connected tube, rail and bus services, a wide range of mainly independent shops and restaurants and Seven Sisters Market.

Consultation findings and issues:

- Seven Sisters serves those using the tube and people who come for specialist shops
- Trade appears to be steady and visitor frequency is maintaining, but the area doesn’t attract new shoppers/visitors
- A cleaner and tidier centre, with less visible waste, and more visible security is a priority for shoppers and traders
- Retailers are trading reasonably well, though seem less satisfied with the centre and trade than traders in Bruce Grove
- Anti-social behaviour is a key issue for Seven Sisters
- A wider variety of shops were wanted
- More restaurants as well as better quality daytime food, there are too many takeaways
- Major developments, ground floor uses and public space improvements will add to the town centre - Wards Corner, and Apex House as well as StackN15

Actions:

- Better promotion and information in and around the centre
- Address anti-social behaviour extend Public Space Protection Order, and work in partnership with Police and businesses
- Continue effective licensing of Housing in Multiple Occupation
- Improve the food and drink offer particularly as part of an evening economy,
- Improve signage from High Road to West Green Road and towards Tottenham Hale and Tottenham Green
- Improve shop fronts especially on West Green Road
- Improve the junctions around Seven Sisters station
- Continue independent focus of the retail on West Green Road

- In the short term improve lighting and cleaning of former Barclays Bank and look to bring it back into full use in the long term
- Improvements and improved maintenance, for example better lighting and paving in Page Green
- Intervention around the vent from the Underground (e.g. an art project)
- Improved walking routes along Page Green
West Green Road

West Green Road is part of the district centre at Seven Sisters. The businesses not only serve the needs of the local community but it is a destination for its specialist foods, tailoring services, beauty, independent travel agents and restaurants serving food from around the world.

Consultation findings and issues:
West Green Road experiences a number of environmental issues:
- Narrow pavements which do not always offer enough space to walk
- Street clutter (rubbish, bins etc.)
- Limited green space
- On-street parking and loading bays block the road and pavements
- Traffic congestion with buses and cars often at a standstill
- Poor quality and cluttered shop fronts in some areas
- Anti-social behaviour is an issue
- The retail is mainly independent and can be a destination

Actions:
- Improve parking enforcement
- Develop proposals to improve the shopping environment including new paving and street furniture, decluttering, reviewing on-street parking and loading bays to reduce congestion and improve space for pedestrians
- Introduce another pedestrian crossing between Brunswick and Lawrence Road
- Consider the reduction in allowed parking time from 2 hours to 30 minutes
- Improve access, signage and layout of Brunswick Road car park
- Consider more shop front improvements to also include the upper floors of buildings
- Consider initiatives to work with businesses to promote healthy eating and healthier food choices
- Marketing and promotion of the centre
- A business partnership for West Green Road
- Restaurants and bars to improve the evening offer
- Improved junction layout at Lawrence Road as gateway to West Green Road
- Improved pedestrian crossings at junctions, i.e. Kirkton Rd, Grove Park Rd, Brunswick Road, Beaconsfield Road
- Better signage to Brunswick Road car park to promote its use rather than on-street parking
- Lighting and public art at the railway bridge; emphasise its role as a gateway
- Reduce encroachment of ‘A-boards’ and signage on the pavement, reducing clutter and obstruction

Shop front improvements

West Green Road- Tropical park
Broad Lane

Broad Lane is a small local centre which lies between Seven Sisters and Tottenham Hale. It has a small parade of shops with houses above them.

Consultation findings and issues:

- The retail surveys suggested that Broad Lane is a struggling local centre due to the high number of vacant shops, low footfall and poor environment
- Many units at the edges of the centre are vacant, underused or shuttered

Actions:

- Focus town centre public space improvements on the two sides of Broad Lane between Hanover Road and Antill Road
- Allow conversion of the retail units on the edge of the local centre boundary to residential uses
- Improve walking and cycling links between the High Road / Page Green and Tottenham Hale via Broad Lane through environmental improvements such as planting, better lighting and improvements to Page Green Common

North Tottenham

North Tottenham is a large local centre lying roughly between White Hart Lane and Roebuck Close. It is a busy area, full of activity because of its location at the junctions with White Hart Lane and Northumberland Park.

Consultation findings and issues:

- Better management of the centre – cleaner / tidier, less crime, better appearance of shops
- A better shopping and leisure offer - bigger shops, better facilities, more seating, more food options (daytime and evening), and more street food and markets
- Better marketing and promotion and more events

Actions:

- There is a future opportunity to create a new local centre or amend the boundary of the existing local centre
- The focus will be on the completion of physical and economic improvements in the short term to enhance the local centre for businesses, shoppers and visitors to the area
- These include heritage improvements to historic buildings (known as the North Tottenham Townscape Heritage Initiative), improvements to White Hart Lane to improve the street for pedestrians and cyclists, the refurbishment of White Hart Lane station, and business support initiatives for local traders and businesses
How you can have your say

We want your feedback on how to make the High Road the best it can be. What would you like to see more of? Are there specific areas that need more investment?

You can read the full strategy online at [www.tottenham.london/HRS](http://www.tottenham.london/HRS) and fill in an online feedback form.

Alternatively hard copies of the strategy are available in Marcus Garvey Library for review as well as feedback forms that can either be left in the feedback box provided or posted back to Haringey Council using the freepost envelopes. Please return your feedback forms by the Friday 23rd March 2018.

Consultation on the proposals runs from 21 February to 23 March, with an exhibition at Marcus Garvey Library throughout the consultation period and public drop-in sessions on March 1 (4pm-7pm), March 3 (11am-3pm) and March 14 (5pm-8pm), also at the library.

For more information on Tottenham go to [www.tottenham.london](http://www.tottenham.london)