

# haringey heartlands

## development framework

April 2005

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This Development Framework has been prepared by:

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# Vision and Objectives

## 7. The Heartlands Vision

Central to this framework is an overarching vision, shared by all of the main agencies:

**To create a vibrant, sustainable and attractive new urban quarter where people want to work, live and visit, which acts as the cultural Heart of Haringey and which intergrates and benefits wider communities.**

Development proposals in the area should meet this vision. The objective is to establish Haringey Heartlands as a significant new high quality mixed use quarter where people will want to work, live and visit. This will be achieved by actively promoting comprehensive sustainable development, including economic, social and environmental improvements, which supports Wood Green Town Centre, the further development of the emerging Cultural Quarter focused on the Chocolate Factory, an expanded and diversified economy centred on high value employment uses, the delivery of high quality new homes, and the regeneration of Hornsey High Street. Development of the Haringey Heartlands area will be key to revitalising and ensuring the long term sustainability of Wood Green as a Metropolitan Town centre serving North London.

Haringey Heartlands provides the opportunity to create an attractive urban environment that has its own distinct character, but which is also well intergrated into the physical, social and economic nature of the surrounding area. The challenge facing the borough and its partners is to create a new destination that will attract investment and provide a high quality environment for businesses, residents and visitors. The development should be a landmark in terms of environmental sustainability, exemplifying best practice in terms of energy, water, materials use and recycling, biodiversity and transport.

To support the vision, there are seven principal aims for the project, backed up by a number of key objectives, against which against which proposals will be monitored and appraised. These aims and objectives stem from policies in the London Plan and Haringey's draft Revised Unitary Development Plan.

The philosophy behind this framework is one of flexibility. These objectives will be used as 'performance criteria' against which schemes can be judged. This will provide designers and developers with the creative freedom to innovate and find new ways of achieving the identified objectives.

## 8. Framework Aims and Objectives

### AIM

- **A comprehensive development that regenerates the framework area**

### OBJECTIVES:

- To regenerate the eastern utilities lands as a co-ordinated, coherent and integrated site.
- To secure strategic regeneration of the area for intensification.
- To deliver a sustainable community in line with best practice.
- To ensure a viable scheme with sufficient value, to ensure that objectives such as decontamination, mixed use, maximising affordable housing and the provision of infrastructure, and high quality public realm are met.

### AIM

- **A large area of brownfield and contaminated land brought into beneficial use**

### OBJECTIVES

- To reclaim a minimum of 2ha of vacant brownfield land and to intensify a total of at least 30ha in brownfield use.
- To successfully remediate contamination on the Heartlands Framework area without risk to public health.
- To successfully relocate the travellers facility, in consultation with the travellers.
- To successfully relocate the waste transfer/recycling facility and building services depot.

#### AIM

- **The creation of a cultural and enterprise cluster generating significant new investment and employment in a deprived area, building on and complimenting the success of the Cultural Quarter.**

#### OBJECTIVES

- To contribute to the generation of 1,500 net additional jobs by 2016 (excluding jobs from transferred enterprises), in the Haringey Heartlands/Wood Green area, focussing on Small and Medium Sized enterprises and creative industries in affordable premises.
- To target 25% of new jobs, businesses and learning opportunities for Black & Ethnic Minority (BME) communities.
- To successfully relocate businesses that need to move if possible within the Haringey area.
- To contribute towards meeting neighbourhood renewal floor targets.
- To promote the provision of improved cultural facilities within the framework area including provision to meet the needs of Mountview Theatre School.
- To deliver a business enterprise centre to support the development of the cultural cluster and to create new opportunities for SMEs associated with the creative and cultural sector.
- To enhance the Cultural Quarter, by providing appropriate ground floor uses, thereby ensuring that it becomes a key destination in a vibrant new urban quarter.
- To link any new cultural and creative components within the Cultural Quarter to the envisaged east west boulevard that connects the eastern and western utilities lands to the town centre.

#### AIM

- **A connected place unifying communities which connects to Wood Green Town Centre reinforcing its role as a metropolitan centre, and regenerates Hornsey as a district centre.**

#### OBJECTIVES

- To extend the retail offer of Wood Green Town Centre by providing complementary retail facilities which will assist in meeting the identified need for comparative and convenience retailing, plus restaurants/food and drink uses etc. arising from the Wood Green Area, the Cultural Quarter and the new development.
- To provide improved links to Wood Green Town Centre and Hornsey Local Centre so that their viability and vitality is sustained and enhanced.
- To create new and improved links to the Heartlands sites from the East and West, which could include a new pedestrian/cycle bridge across the railway if practical and viable, and a sequence of high quality public spaces and the potential widening and extension of Coburg Road to create a new boulevard connection between the eastern and western utilities lands and the town centre.

#### AIM

- **An outstanding place to live, work, and visit with a rich mix of uses which demonstrates the highest standards in the public realm and of high density mixed use, sustainable urban design.**

#### OBJECTIVES

- To ensure a vibrant and compatible mix of uses throughout the framework area.
- To create a safe and accessible environment that takes into account the principles of designing out crime.
- To create a high quality public realm including a new public space or boulevard that enhances an east west connection between the eastern and western utilities lands and the town centre.

- To create developments that look outward to streets to create animated frontages, which connect the parts of development to each other and to the surrounding street networks. In the case of the eastern utilities lands to recreate Coburg Road and Clarendon Road as a pedestrian spines.
- To provide a gradation of collective and private spaces which offer a wide range of amenity.
- To create an identifiable urban quarter in the eastern utilities lands, through the utilisation of design and materials of the highest standards and quality.
- To consolidate and enhance the Cultural Quarter in the eastern utilities lands, through high quality public spaces and high quality innovative mixed use buildings.
- To ensure the equitable distribution of residential and non-residential uses throughout the eastern utilities lands and wherever possible, to ensure the development of a dynamic and sustainable urban quarter.
- To protect and enhance Wood Green Common Conservation Area.
- To promote an appropriate scale of the development which respects the prevailing character of the surrounding area, open spaces, industrial heritage and conservation areas where relevant, whilst maximising the use of the framework area and in the Eastern Utilities Lands, ensuring the development of an urban quarter with a distinctive identity. To protect and enhance views of Alexandra Palace.
- To enhance overall biodiversity and nature conservation, protecting mature trees where possible and take into account part of the sites designation as an Ecological Corridor.

#### AIM

- **To provide housing and associated facilities that maximise use of the site, building on its good access to public transport and proximity to established town centres.**

#### OBJECTIVES

- To meet and exceed where possible the London Plan target of a minimum of 1,000 additional homes for the whole of Haringey Heartlands/Wood Green overall.
- To meet the full spectrum of housing needs in the area, including the provision of affordable housing based on the targets set in the London Plan (including key worker/intermediate housing).
- To achieve a high density scheme which makes full and effective use of the site.
- To achieve a mixed and balanced community.

#### AIM

- **Provides for the need for improved community facilities**

#### OBJECTIVES

- To enhance the existing library and promote it as a gateway to the Heartland's area from Wood Green High Road.
- To provide a new primary care facility within the framework area, in partnership with and in accordance with the requirements of the Primary Care Trust.
- To enhance New River Walk.
- To protect and enhance Wood Green Common for the enjoyment of the community in partnership with the Guardians of Wood Green Common Residents Association and which protects its status as a 'Town Green'.
- To meet the need for new school places, through the development of a new school facility within the framework area, which will be subject to separate consultation.

- To secure financial contributions towards the provision community facilities from all aspects of development within the Framework area.
- To provide a network of improved links to the wider area and general improvements to the public realm.
- To develop an Enterprise Hub to accommodate and supply new and emerging SMEs.

#### AIM

- **To improve transport infrastructure and access to, around and through the area.**

#### OBJECTIVES

- To help bring forward and maximise opportunities for improved public transport services.
- To contribute to the provision of an improved interchange at Alexandra Palace and Hornsey Stations and improve linkages from here to Wood Green town centre and Hornsey.
- To provide good bus access and links.
- To develop the eastern utilities land around the needs of the pedestrian and not private car owners.
- To limit on and off-street parking to levels which do not harm access and amenities in the surrounding area.
- To enhance facilities for pedestrians and cyclists.
- To create new vehicular and pedestrian routes through the framework area to reduce impacts of intensive developments on existing roads, including a spine link access road.
- Improve the existing junctions in the Framework area, where appropriate.