Welcome to Ashley Road South Masterplan Vision Event!

“Ashley Road South will be a place that inspires people. It is aspirational, and has the potential to be the best development site in Tottenham Hale. We want to work collaboratively to make a unique mixed use neighbourhood in which to live, learn and work” Berkeley Square Developments & Notting Hill Housing

TEAM

Client Berkeley Square Developments
Berkeley Square Developments Limited is a privately owned property development company formed in 2012 and operates across a range of commercial, retail and residential sectors in the UK and Ireland. We invest our own funds into site assembly, planning applications and strategic investment, focused on tenants with strong covenants.

Client Notting Hill Housing Group
Notting Hill Housing is a leading London housing association and one of the most innovative in the UK. We’re also one of the largest property developers in London. We’ve been doing this for more than 50 years and we’ll continue to play our part in creating 21st century neighbourhoods for London.

Architect John McAslan + Partners
John McAslan + Partners is a leading architectural practice based in London. The practice is known for its extensive portfolio of international award-winning projects in the commercial, infrastructure, hospitality, residential, education, cultural, heritage, urban design, and landscape sectors. A notable example of the practice’s success has been the acclaimed transformation of King’s Cross Station in time for the 2012 London Olympics, which has won more than 20 international awards.

Planning Consultant Nathaniel Lichfield & Partners
Nathaniel Lichfield & Partners (NLP) has long been recognised as the leading planning and development consultancy in the UK. As an established planning practice for over 50 years, we are market leaders in innovation, developing planning tools and methodologies to work on the UK’s most important development projects.

Structural Engineer WSP Parsons Brinckerhoff
Traffic, Transport and Servicing Consultant WSP Parsons Brinckerhoff
Public Relations Belgrave Communications
Existing site and Local Context

**Down Lane Park**
- A well-used local facility
- Important green space in Tottenham
- Popular pedestrian route to Tottenham Hale transport hub
- Open green space, sports courts, nursery, play area, BMX track, bowling green

**Berol House**
- Early 20th Century Factory
- Important heritage asset
- Existing workspace

**Hale Village**
- 12 Storey buildings
- Mix of homes
- NHS clinic
- Local Supermarket/24 hour gym

**Tottenham Hale Train and Bus Station**
- Main transport hub
- New Bus station
- Very good connectivity
- Regeneration planned

**Tottenham Marshes**
- A local and regional asset
- A natural pausing point
- Limited connectivity

**Park View Road**
- Two/three-storey Victorian and Edwardian terraced housing
- Traditional Street pattern
- Overlooking Down Lane Park

**KEY**
- 01 Cannon Futon Factory
- 02 Berol House
- 03 Keep Out Limited
- 04 Ice World
- 05 Ashley House
- 06 Cannon Street Jersey Fabrics
- 07 Restore
What do local people want from Tottenham Hale?

- Haringey Council’s ambition is for Tottenham Hale to become London’s next great neighbourhood.
- To help enable this, throughout 2014 and 2015 Haringey Council undertook a series of consultation events with the Tottenham Hale community as it developed the Tottenham Hale District Centre Framework.
- The Framework is the Council’s strategy to enhance what is already great about the area and deliver a new district centre around Tottenham Hale Station.
- It has an ambitious plan to oversee the development of 5,000 new homes and 4,000 new jobs in Tottenham Hale.
- The consultation showed that Tottenham Hale residents have the following community priorities that any future development should try to take into account:

01. Ensure there are enough community facilities such as doctors, schools and community space.
02. Design good quality buildings that reflect the area and don’t just look like everywhere else.
03. Open up public spaces, make them more welcoming.
04. Create safe, pleasant connections between areas of Tottenham Hale.
05. Deliver affordable homes for local people, including family homes.
06. Maintain and support the variety of workspaces and businesses currently in the area.
07. Encourage a greater variety of shops.
08. Provide activities and places to meet in the evening.
Ashley Road South Vision

EDUCATION + WORK + HOMES + OPEN SPACE

College
- 6000 sqm GIA
- In the 16-18 age group the courses are initially likely to include a BTEC in Computer Science, and A and AS Levels in Graphics, Business Studies, Maths, Further Maths, and Physics.
- In the 19+ age group there is likely to be a Foundation Course and a Degree Apprenticeship in Digital Innovation.
- Short Courses and Teacher Training likely to be offered.
- The College itself is likely to employ over 80 people FTE.

Residential
- Approximately 800 new homes
- A mix of 1, 2 and 3 Bed homes
- Majority of proposed buildings to provide between 30% - 50% new affordable homes for Haringey (subject to viability)
- Affordable Housing to include Affordable Rent and Shared Ownership

Commercial:
- Retention of Berol House maintaining flexible commercial use for office space including workshops and co-working spaces for small to medium sized companies.
- Create a strong relationship between the internal uses and the public realm.
- Create activity at street level along Ashley Road through glazed commercial frontages.
- Potential to provide community spaces at ground floor.

Proposed Green Spaces
- Network of public, semi-public and private spaces
- Proposed public areas create a place for new and existing residents to use.
- A 'campus' feel around the college.
- Embrace the adjacency of the park into the developing Masterplan.
Ada. National College for Digital Skills

Ashley Road Campus

- Ada, the National College for Digital Skills is the first brand new Further Education College to open in 23 years.
- The Founding Industry Partners of Ada are Deloitte, IBM, Bank of America Merrill Lynch, Gamesys and King.
- The College has raised £31m in the capital project across all the sites and for equipment. This is largely from the Department of Business, Innovation and Skills and the London Enterprise Panel (GLA).
- The National College will open in Ashley Road in September 2018.
- In time it can offer any qualification under a Masters degree but it will start by offering Apprenticeships in Digital Innovation for post 18 learners.
- It also has a sixth form focused on computer science offering A-level and B-tech qualifications as part of an extended day. This is opening in Broad Lane this September.
- Within five years it will educate 5,000 learners through a variety of courses.
Workspace

It is important to us to create a thriving new neighbourhood where small and medium sized companies can run their business and contribute towards the Tottenham economy.

COMMERCIAL UNITS STRATEGY

Creative Quarter Character Area

The site creates potential for flexible office use with workshops and co-working spaces, as well as other non-residential uses. This area should be characterised through creating a strong relationship between the internal activities and the public realm. The commercial frontages should be primarily glazed to allow people on the street to see the activity within, especially along Ashley Road at the heart of the scheme.
New Homes

We want to help create a new neighbourhood where there are homes that meets residents’ needs throughout their lifetime, providing a range of accommodation to suit everyone. We want to design buildings that stand the test of time, with robust materials that will age well and buildings that Tottenham can be proud of.

RESIDENTIAL STRATEGY

- Approximately 800 new homes proposed
- A mix of 1, 2 and 3 bedroom homes
- New family homes for Haringey Residents
- Majority of proposed buildings to provide between 30% - 50% new affordable homes for Haringey (subject to viability)
- Affordable Housing to include Affordable Rent and Shared Ownership
Public Spaces and Connectivity

We want to design a new neighbourhood that introduces new open spaces that reconnects the area to the surrounding streets, homes and most importantly, the park.

NEW PUBLIC SPACES
- Proposed new public spaces
- Developing a relationship between Down Lane Park and the proposed development
- Proposed development embraces the park
- Intention is to integrate park into development (Green fingers)
- Proposed public areas create a place for new and existing residents to use

CONNECTIVITY
- Strengthening North-South and East-West connections
- Greater visual permeability through site and buildings
- Moves pedestrian movement away from existing playground and moves connection further north
- A safe place for pedestrian movement at less busy times of the day
- Integrates the Council's design for a new Watermead Way bridge
Next Steps

Prior to submission of the planning application another public consultation will take place so you can see how the plans for Ashley Road South have developed over Summer.

PLANNING APPLICATION SITES
- Our intent is to submit two Outline Planning Applications and one Detailed Planning Application in the Autumn. This means that the majority of the site will still not be designed in detail and we will be able to continue to consult on the emerging designs after we submit the applications.

OUTLINE APPLICATION NO. 01
- Developer: Berkeley Square Developments
- Buildings: 1 & 8a
- Residential Units: up to 395 units
- Non-residential space: up to 600sqm - Shops, Cafes, Offices, Workspaces, Community

OUTLINE APPLICATION NO. 02
- Land Owners: Notting Hill Home Ownership
- Buildings: 2, 3, 8b & 9
- Residential Units: up to 309 units
- Non-residential space: up to 1,468sqm - Shops, Cafes, Offices, Workspaces, Community

DETAILED APPLICATION
- Developer: Berkeley Square Developments
- Buildings: 4, Berol House, NCDS
- Residential Units: up to 196 units
- Non-residential space: up to 9,000sqm - Shops, Cafes, Offices, Workspaces, Community, College

Next Public Consultation
September 2016

Submit Planning Applications
September/October 2016

Planning Committee and Planning Permission
Early 2017

Construction Commencement
May 2017

Construction Completion
September 2020
Your Views - tell us what you think!

We are keen to hear your views and what you think about our masterplan.