Wood Green Economy & Employment Space Study

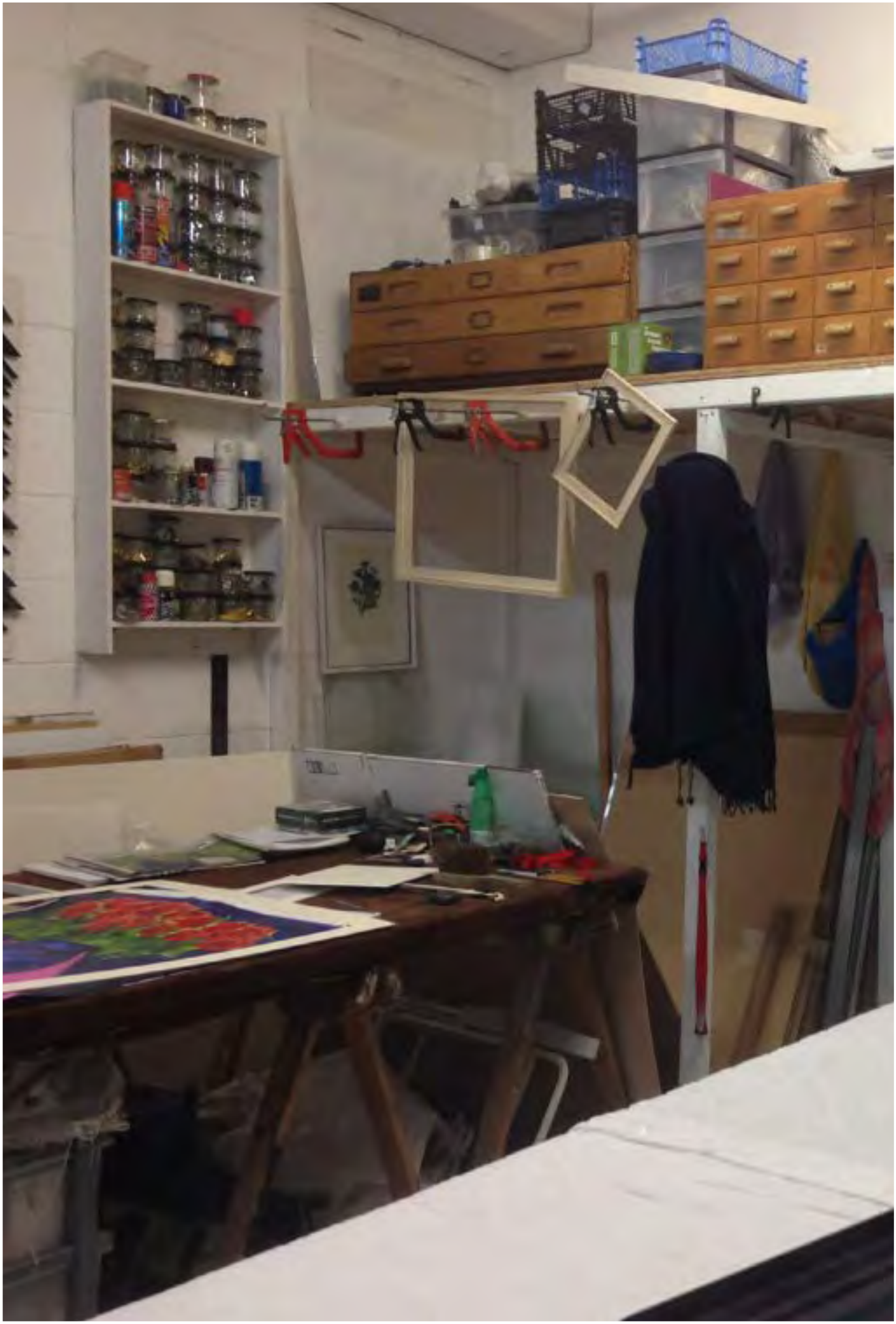
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1.0 Executive Summary

Introduction

This study was commissioned in the context of Wood Green's emerging Area Action Plan. The Council's approach to the Area Action Plan is employment led, and focussed on achieving 4,000 jobs as well as over 6,000 homes. This economic ambition goes beyond Wood Green's role as Metropolitan town centre: it acknowledges the significant broader potential of its economy. Already, Wood Green comprises a great diversity of businesses, from office-based to industrial activities and from creative industries to the social purpose sector, altogether providing over 6,500 non-retail jobs.

In this context, the Economy and Employment Space Study is focussed on creating a better understanding of the current non-retail economy, its potential future growth given both local and London-wide changes, and its spatial needs both in the long and the short term: what type of premises and buildings do current businesses occupy, how might this change in the future, and what kind of town centre environment would be beneficial to businesses?

This is particularly critical given both the pace of change already affecting the employment areas of the town centre, where several key buildings might soon be redeveloped, and the scale of change projected for the near and further future. If we better understand Wood Green's existing business base, we can understand both how it will be affected by ongoing regeneration, and what opportunities there are to support the growth of the economy in the future - both through local growth and by attracting businesses from elsewhere.

A London-wide discussion

This study takes places against the background of changes right across Haringey and all of London, where employment space - and particularly, affordable employment space - is under growing pressure. The emerging New London Plan acknowledges that in order to achieve inclusive growth, London must preserve space to accommodate and grow a diversity of businesses, including SME's in the creative sector and industrial activities. A recent study published by the LEAP, backed by the GLA and the Mayor's Workspace Providers Board, is simply called 'The Affordability Crisis' (and focuses on the role of Business Rates alongside rent). Another GLA-backed study, Places that Work, makes recommendations on planning, finance and institutional changes that could support greater delivery of mixed employment space. In other words, there is a London-wide discussion about how to maintain and deliver sufficient, and sufficiently diverse, employment space for a growing SME economy. Through its approach in Wood Green as well as elsewhere in the Borough, Haringey Council could be at the forefront of this discussion.

Diverse employment space in a mixed use setting

This study provides insight in the spatial requirements of existing and new businesses in Wood Green; it sketches out the wide range of premises they need and how these could be integrated in the town centre. The existing economy is characterised by diversity and geographical differentiation: different parts of the town centre already accommodate different types of businesses serving different markets. This is currently a source of strength and we strongly suggest Wood Green's future growth potential will be diversified - from professional services to digital media, and from social enterprises or sign-makers to high value craft production. This means Wood Green will need a mix of employment spaces. Future requirements include, for example

- flexible, high-spec office environments for businesses locating near Wood Green station;

- B1c studio-workshop spaces in the Cultural Quarter for a wide range of growing businesses that design and produce anything from fashion to sophisticated virtual reality system and from sound equipment to event catering;
- venue space for social enterprises or community groups delivering vital services to local people;
- and a wide array of small office-workspace for local professionals and creatives, whether event organisers, architects, or accountants.

Such highly different spaces will logically be located in different parts of the town centre, in a range of flexible building typologies which are set out in this study. Importantly, the vast majority of these activities can take place in a mixed-use setting; with the right design approach, such workspace, including some activities that could be considered 'light-industrial' can be successfully delivered next to or in combination with high density housing, retail or civic space (and therefore falls within planning use class B1c). In fact, whether located on ground floors or upper floors, such a diversity of activities will generate a unique attractive sense of place to complement Wood Green's retail and leisure heart - and, by generating local jobs across a wide range of skills profiles, enable inclusive growth and employment opportunities.

The role of the Council

Delivering on this unique economic, social and place-making opportunity requires an innovative approach to delivery and would need Wood Green to be at the cutting edge of new development typologies and delivery partnerships. The Council, building on its successful meanwhile projects in Wood Green, has a key role to play as a leader, facilitator and co-investor to deliver new space. Not only does the AAP and subsequent design guidance need to set appropriate parameters and expectations for workspace growth, it should also provide clear site specific guidance on the types of space to be delivered and the requirements of a 'working' public realm that makes it easy for businesses to operate. Where the Council owns land, it can lead on the delivery of new types of employment space, often in a mixed use typology - and it should do so both in the short term, to provide options for businesses who face relocation because of redevelopment, and in the longer term to enable growth. And across the town centre, improvements to the public realm, key routes and the leisure, food & drink and markets offer will have to complement this ambitious approach to employment space.

In sum, Wood Green's employment and enterprise space faces a moment of risk and opportunity. Without a proactive approach, many existing businesses could face having to move out of an area that is vital to their success; but a proactive, jobs-led approach to the town centre's physical regeneration would create the conditions for inclusive growth whilst also enabling the achieving of housing targets. By enabling local businesses to flourish and attracting new businesses from elsewhere, Wood Green can provide the fertile ground for business rates growth, innovation, and a wide array of jobs.

Wood Green Today

This study was undertaken in the context of the emerging Wood Green Area Action Plan (AAP) which aims to deliver over 6,000 homes and 4,000 jobs through the delivery of highly accessible well-designed places. It used desk-top analysis, a survey of 75 non-retail businesses, and a design-led approach to understand the current business base, future economic trends as a driver of change, and the physical typologies and interventions required in Wood Green to enable broad-based and inclusive economic growth. The key messages are summarise below.

An economy with significant reach

The economic reach of Wood Green businesses is significant. Whilst there is a strong local inter-related cluster and network within Wood Green, they also have a remarkable reach that extends far beyond the town centre and Haringey. Businesses located in Wood Green form a key part of the supplier base for creative, corporate and institutional activity across London, the UK and internationally. Businesses or organisations such as Island records, Sony, Warner Bros, Asos, Topshop, River Island, Pain Quotidian, Whole Foods, Planet Organic, The British Press Photographers Association, Disney, the BBC, the Royal College of Art are being supplied from Wood Green, as are several musicians.

The key strengths of the Wood Green economy, besides serving its local population through town centre uses, are in fashion design and manufacturing; music industry businesses right across the supply chain from recording studios and studio equipment to PR; bespoke, high end manufacturing; digital media; and social enterprises serving the needs of the needs of vulnerable populations. Activities in such businesses, such as sign makers Goodwin & Goodwin,frequently fall in between traditional 'sectors':they are not traditional 'fine arts' or 'industrial' companies but hybrid activities that include a physical production component alongside design or marketing. Whilst more 'traditional' activities within the manufacturing or fine arts activities (for example) do exist, they are certainly not in the majority nor are they key areas of the Wood Green economy that have experienced (or will experience) growth.

Providing space for the local economy

Despite these strengths and successes the Wood Green economy is somewhat hidden and under-appreciated, both physically and in the minds of many people who use the town centre everyday. It is, at heart, an SME economy, and such smaller businesses frequently do not have as high a profile as larger employers, despite the creative, innovative or otherwise valuable activities they undertake. Whilst several business-to-business focused enterprises don't need 'visibility' as such, if not fully understood this could lead to them being undervalued as the town centre changes, with the risk of being lost as premises and sites are redeveloped. Equally, most businesses mention the 'business environment' as being suboptimal, e.g. the quality of public realm, way-finding or food and drink venues for e.g. client meetings. Again if the value of this economy is not appreciated, delivering an environment to meet their needs is less likely to be made a priority.

The current success has been achieved within the existing built fabric of the town centre and the 'Cultural Quarter' in (former) industrial premises. Within these premises, businesses adapt, intensify and re-purpose dated industrial and office space to meet their needs, and benefit from relative affordability as well as accessibility. As a result space utilisation is much higher than would normally be the case based on the built stock; vacancy rates are significantly lower than in many of London's other metropolitan town centres. The rapid and near-complete take-up of SME business space initiatives like Blue House Yard and Wood Green Works suggests that a lack of appropriate supply is constraining the growth of the economy.

Enabling inclusive growth

Looking into the future there are a number of risks facing the existing Wood Green economy:

- The flexible, affordable business spaces that Wood Green offers, many of which

accommodate light industrial activities that can be mixed with residential (planning use class B1c), face possible demolition and are hard to re-provide at low cost, putting local jobs and businesses at risk.
- A degree of 'higher spec' premises, such as being proposed by Workspace Group in their consented scheme, will complement the existing offer - which is welcome - but not meet every need.

To enable diverse growth in the existing business base, it is therefore important to;

1) offer additional capacity in advance of demolition so that businesses have somewhere to move to;
2) re-create capacity for a diverse business base in (residential-led) mixed-use schemes;
3) the Council has the opportunity to invest in employment space on sites it owns because of the multiple positive returns they could make, whether long term revenue income, Business rates, economic multipliers and social impact (local jobs, local service offer).

Our study of several AAP sites shows that with the right typologies and delivery approach, it is possible to meet housing targets and exceed employment space targets, creating opportunities on people's doorstep as well as delivering sustainable urban living and revitalising the town centre.

In detail: The Value of the Existing Business Mix

The Wood Green economy, like many other urban economies, has in recent years been undergoing a quiet but significant period of change. Productivity and output of the businesses within Wood Green has steadily grown whilst overall employment levels (as recorded by Government statistics) have remained relatively constant.

This enhanced economic value has been driven by economic transition as the non-retail business base has transitioned towards a greater mix of activities, either through business diversification or new inward investment. Many are now operating within innovation and growth focused sectors such as creative or digital technology and professional services, achieving much higher output per worker (or even square metre) than the traditional manufacturing base within the town centre.

Despite official ONS data suggesting that employment in the 'B Class' (non-retail) sectors in Wood Green has remained at around 6,500 jobs our survey evidence suggests this may be an underestimate as a number of businesses (and the jobs they provide) have simply not been counted within the data. As such the B class activities may be much higher, particularly as many of these businesses lie within the professional, creative and social sectors which have seen relatively faster growth than the London and UK economy as a whole.

The social value of the Wood Green economy should also not be underestimated. The town is home to many social enterprise activities that service not only local but Haringey and London-wide vulnerable communities, i.e. communities scoring poorly on one or several aspects of deprivation as defined by the Index of Multiple Deprivation. Many of these activities have a strong local presence and are reliant on the accessibility the town centre location provides them.

Often economic activity is valued in terms of the activity/output of an individual business, however this misses the intrinsic value created by proximity and the clustering of businesses into a single location. There is significant evidence from the survey that the Wood Green business network is vital and adds a significant amount to productivity. Local businesses trade amongst each other through an intricate supply chain network, which helps their competitiveness.



Beautiful Ornate Pieces, Blue House Yard

In detail: Significant Future Growth Potential

Building on existing strengths

Understanding the make-up of the Wood Green economy in more detail enables us to understand its future potential– if approaches to future growth and regeneration are geared to securing the types of space, environment and amenities that can secure this growth.

Critically, the increasing focus of the Wood Green economy lies within activities that are set to drive the growth of the London economy more broadly: its activities cut across creative endeavour, digital technology, software, product and content design and small batch production on the one hand and professional services on the other. A further growth component will be around businesses with a social purpose, again an area where Wood Green has particular strengths.

As the existing networks amongst local businesses show, all of these activities benefit greatly from proximity to linked activities. This helps both 'endogenous' growth (i.e. growth of local firms) as well as the attraction of businesses from elsewhere, as businesses can be more competitive in their market place. Therefore, building on existing economic strengths can form a key driver of future growth.

Wood Green is already the servicing hub for many local SME's based in the borough (and more widely this part of North London) through its cluster of legal, accountancy and other business service activity. As regeneration in the borough and beyond increases economic activity Wood Green's role as a key service centre will be strengthened. Sat alongside its social enterprise and cultural activities the town centre remains a focal point for services that will be in increasing demand as the population and business base across the borough grows.

External growth factors

There are also a number of external factors that can help drive growth in Wood Green, particularly if the strengths of the existing offer are better recognised.

The migration of businesses from inner to outer London is well recognised and understood: business are moving out from areas adjacent to the CAZ, like Hackney and Islington; this pattern replicates itself in several parts of London such as the Lee Valley and Old Kent Road, which see growing pressure from central London and dislocation of local business to areas that are further out, including outside London.

However, these relocation decisions aren't arbitrary: businesses seek locations where they can benefit from a range of conditions that can support their growth and success. Accessibility, cost, workforce, business networks and culture all play a role in attracting this business migration to certain locations.

Certainly Wood Green has a number of these 'assets' either in place or in plan, with future transport upgrades playing an important role in shifting the perception of Wood Green as an economic hub. Upgrades to the Piccadilly Line and the potential introduction of Crossrail 2 will complement existing national rail services to make Wood Green very well connected to key economic hubs in Central London. In addition, the success of meanwhile projects such as Green Rooms and Blue House Yard is further changing external perceptions of Wood Green as a potential business location.

Taken together, endogenous growth and growth driven by external factors both form a significant opportunity, particularly positioning Wood Green as a base for innovative hybrid businesses and social enterprises, most likely at the smaller end (up to 100 employees) scale. This makes Wood Green more similar to a town centre like Brixton than to places which are forecasting large scale office growth like Stratford.

In detail: Challenges in Maintaining and Growing the Economy

Whilst Wood Green clearly has both a number of the existing ingredients and a series of planned interventions that could deliver enhanced levels of economic activity in the future, it is by no means a given that these opportunities will be

realised. A range of factors threaten the ability of Wood Green to secure the scale and nature of change that would see its economy blossom.

Critically, to achieve higher levels of economic activity in the future a number of key challenges will need to be addressed:

1. Competition – Wood Green has a strong cluster of businesses in growth sectors, however this is not unique in Haringey let alone the rest of London. A large number of similar areas and town centres are targeting the same type of growth in the future, as such it cannot be assumed businesses will naturally move to Wood Green.
2. Crowding Out – Competition predominantly threatens Wood Green's chances of inward investment. Crowding out however impacts businesses that are already here and could undermine the existing economic foundations. As regeneration and development is delivered many of the workspaces and amenities that attracted businesses in the first place could be lost, disrupting the whole economic DNA of the town centre.
3. Cost Increases – As set out above the risk is that existing low cost, flexible adaptable 'B1c' space of diverse size and spec is lost through redevelopment without being replaced by suitable alternatives. New space delivered risks being uniformly higher spec and is nearly always higher cost, therefore may displace businesses
4. A lack of diversity in space provision - Besides cost increases, 'the wrong spec' (geared only towards office activities) would also be problematic as 'hybrid' activities are frequent, encompassing 'production' (light manufacturing) as well as office activities. To accommodate this, employment space needs to be of varying size, adaptable and with a mix of ceiling heights, offering both ground floor and upper floors, and suitable for accommodating and servicing production / light industrial activities. Several examples in this study show it is possible to integrate them successfully in a residential / town centre environment.

Recommendations: An Intelligent Approach to Employment Space

These challenges aren't insurmountable. They can be successfully addressed through a series of planned and deliberate interventions, including the use of planning policy, direct investment, new partnerships, positive place-making and promotion by the Council and its partners.

Geographical differentiation across the town centre

Achieving a mix and balance of workspace is critical, as is the ability to ensure they are accessible and attractive to a range of businesses. To deliver this mix of space and value, growth should be focused on making the most of Wood Green's existing assets, aligning these with types of occupier demand and therefore shaping propositions and value sets. Future growth should recognise the different qualities of each part of the town centre and how they support particular business activities. Working with geographic attributes and assets can strengthen clusters and provide the 'right' space in locations where occupiers will most demand it.

We recommend potential spatial considerations should include:

- A focus on higher quality office activity would be best orientated in close proximity to Wood Green station where businesses would be able to benefit from easy access to / from their clients across London and also the core amenities of the town centre.
- Hybrid design, production and creation spaces are more suited to the Cultural Quarter, where existing activities of this nature are clustered, road access is good and interaction with wider pedestrian, cycle and other movements lower.
- Third sector / social purpose and other start up spaces do not require high visibility but do need to be accessible to local residents and wider amenities. These spaces are well suited to 'secondary' locations along the High Road or on key access routes.

Operational Viability
The successful delivery of commercial spaces will rely on the creation of new employment space on a scale that meets the requirements of occupiers and operators. This is particularly important if professional workspace operators are to be introduced to the area, where scale will make their operation more viable.

We recommend the approach in the future should:
- Provide areas of focus (in line with the above) that deliver a critical mass of space in suitable areas, rather than a thin crust of small spaces pepper-potted across sites
- Provide an ability to co-locate uses to encourage interaction between activities and support scheme viability
- Provide flexible venue space which can be used for cultural activities, meeting space, exhibitions, social enterprise service delivery as well flexible employment space in order to encourage start-up activity

Diverse typologies of integrated workspace
Given most sites are considered for mixed use development, the vertical or horizontal integration of residential and workspace will be key.

There are several typologies and delivered projects that show how even larger scale industrial, wholesale or distribution activities could be mixed with residential use. Whilst such larger scale typologies will only be appropriate on a select number of edge of town centre sites, across the town centre and Cultural Quarter we recommend much broader mixes of activity within one site (with employment buildings next to housing or even within one building (with housing above mixed workspace). It is crucial that both the physical design and delivery process also provides the exhibition, meeting and start-up spaces and community infrastructure a creative and inclusive economy needs to function, alongside a range of flexible units for more established SME businesses. How currently under-utilised sites are unlocked early and intensified will be fundamental to creating truly additional capacity in an early stage.

A public realm that supports the economy
These spaces will also benefit from improved visibility and permeability to enhance the understanding of Wood Green as an economic entity and attractive place.

In particular we recommend,
- Better integration of workspace into the wider town centre offer, which will benefit businesses and the 'high street' offer
- Improving wayfinding between key assets and locations, in particular the station(s), Mall and Cultural Quarter as the three footfall anchors
- Enhancing the quality of the public realm within employment areas, with a particular focus on ensuring public realm supports rather than hinders business activity

Ultimately the approach to B class business growth needs to include wider, non-B class activities, given these are fundamental to creating the type of environment that will attract businesses. The wider town centre offer in terms of food and beverage, leisure, cultural and civic amenities can all contribute to the town centre as a business location, and recent meanwhile projects show what can be achieved.

Bringing it together
Bringing these factors together requires careful planning and thoughtful design if it is to achieve a sufficiently high quality that attracts businesses in the future. A new design guide across the town would help Wood Green achieve appropriate approaches to:
- Vertical and horizontal mix of use types including commercial / light industrial with residential.
- Specification of work space access, servicing, ceiling heights, size range and fit out level.
- Public realm specifications that enable businesses servicing

We recommend that, drawing on this study, such design guidance is created as complement to the AAP.



QRI Stiletto

The Capacity Does Exist, but Careful Approach to Delivery needed

The development opportunities identified within the AAP, and tested in more detail within this study, show there is plenty of capacity within Wood Green to accommodate significant expansion of the local economy without impacting negatively on housing growth targets. There are also increasing signs that when good quality space is provided, demand exists and the space will be occupied.

Creating additional capacity first

However, new development should not come at the expense of the diversity of existing businesses and their intricate supply chains and networks, which lie at the heart of Wood Green's current success. As such, development will need to create additional space and capacity first before too much is lost - otherwise there is significant risk of losing businesses who are often unable to relocate more than once in a short period of time. This 'additional capacity first' approach, across a wide range of typologies and economic activities, would also help demonstrate market demand and encourage more developers to include a greater range of employment spaces. With Wood Green Works and Blue House Yard, alongside current Good Growth-funded projects, the Council has already taken a leadership role in this regard - and it is vital to continue in this direction, e.g. unlocking sites like Dagmar Road.

Using the Council's land assets

The Council's role should extend beyond policy and design guidance to include the utilisation of its own land assets to meet the objectives for Wood Green, demonstrating to the wider development community the potential of a true mixed use approach to growth, and creating demonstration projects through partnership with a range of co-investors. This will require different approaches to delivery and measurement of return. For example, the Council would need to decide how best to balance a choice between an early capital receipt or a long term (rental or Business Rates) income stream (or indeed how to achieve a blend of both). Critically wider ideas of value should also be captured in the decision making process, particularly where a particular space provision may create long term saving on other expenditure (such as social care).

Overall, the Council will need to be bold and take a strong leadership role if it is to see Wood Green fulfil its potential. It will need to work closely with private sector partners, either to negotiate site specific issues or create new delivery structures that enable a diverse and dynamic economy to grow. This could include mission-driven investors, many which are increasingly looking at investment in employment space to achieve inclusive growth outcomes.

Grasping this opportunity should not be feared. The evolution of the Brixton economy provides an excellent learning point for how a location with little or no market presence can evolve to attract high value business activity. Through a combination of accessibility, careful public interventions (in public realm and meanwhile uses in particular), a vibrant cultural offer and night-time economy and a 'grass roots' of creative businesses Brixton has now grown into one of the most attractive locations for businesses to locate to. A range of workspace providers, including both not-for profit 'social purpose' and commercial operators are seeking to gain a foothold in the area to meet this demand, whilst major businesses have also begun to move in. The Council continues to be at the forefront of the initiative, despite a range of challenges, and is working to balance the old and new opportunities in a successful, high quality town centre. Learning from such approaches, Haringey Council has the opportunity to work in partnership with the private sector, the GLA and a range of mission-aligned investors to create the physical conditions for inclusive growth.



2.0 Introduction

2.1 Objectives of the study

The objective of this study is to present an alternative way to deliver the aspirations of the AAP. While the AAP sets out the minimum employment space and residential requirement; this study sets out ambitious employment space configuration on allotted sites, as guidance for investors and developers. The main components of the study are:

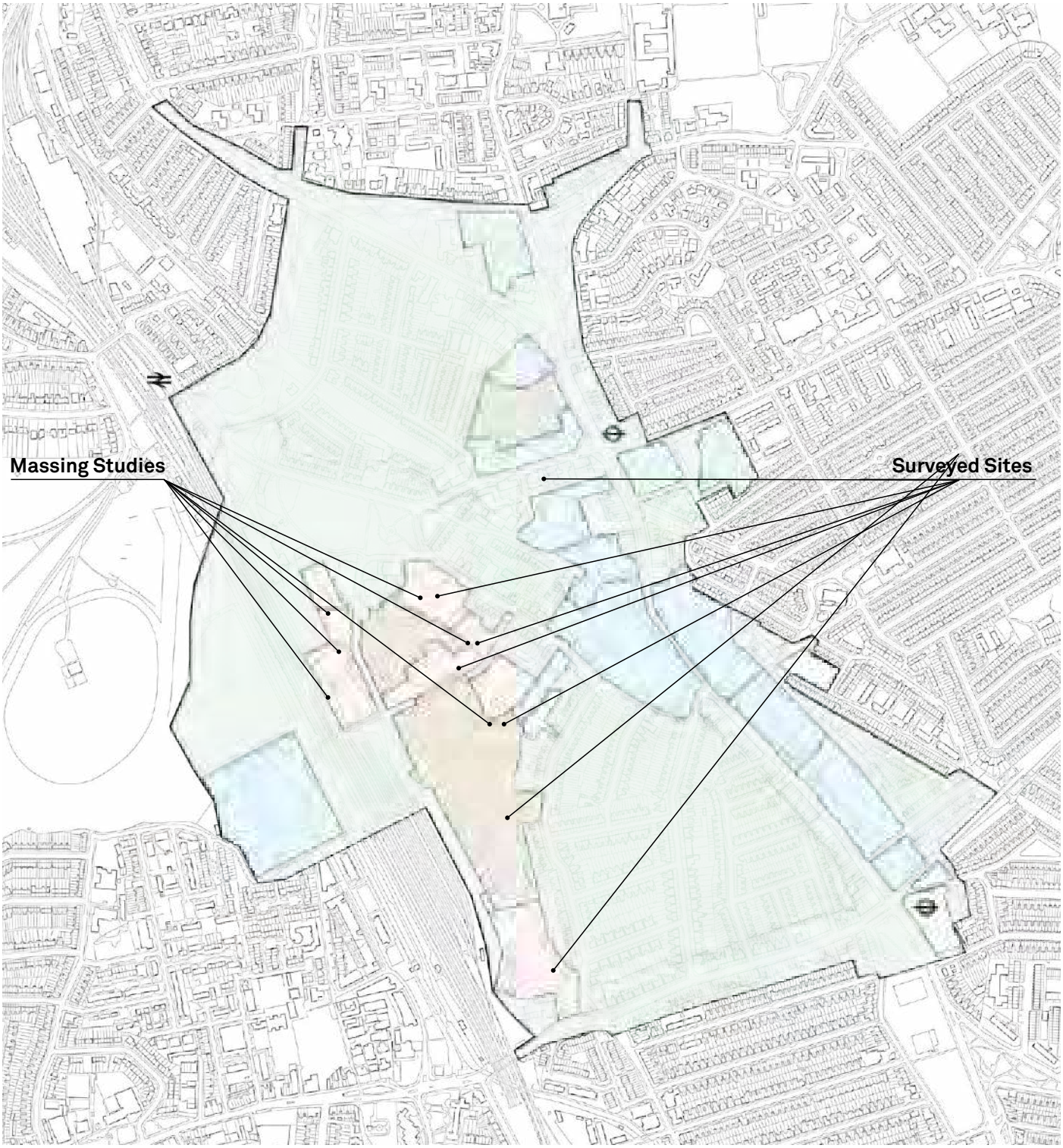
Supply and demand review
Identifying and quantifying the demand and supply for office and employment space in London, and Wood Green over the next 20 years. This includes providing an understanding about the economic capacity and employment capacity of Wood Green, how we deliver the jobs aspirations for the area, and an outline for the employment space requirements for that employment growth

Review Employment Space (type and quantum) requirement
Undertake desktop study, fieldwork and interviews to understand local business activity (clustering and supply chain, and customer/ user base), and requirements (premises, infrastructure, local facilities). This includes analysing the findings to identify sectors and activities that are likely to, and can be encouraged to grow in Wood Green, and review the corresponding employment space requirement in the emerging AAP.

Social enterprise and creative economy study
Provide insight into the social enterprise and creative economy sectors in Wood Green, and set out criteria to measure value for Wood Green. This includes, looking at the existing and future economy in Wood Green, and making recommendations showing how employment space (re)provision could retain existing businesses by providing the right mix of space for them.

Stage 4 – masterplanning and design work
Developing an overarching urban design framework to enable coordinated development of sites in the AAP area. This includes, providing ad hoc support in terms of master-planning and design, especially in the cultural quarter to support the assessment of the planning applications that are coming through in the cultural quarter, and also the sites that are not in the Planning pipeline. As well as, providing recommendations on the design and specification of the new employment space for the AAP, in cognisance of the special requirements of the creative and cultural economy of Wood Green.

Site Allocations in Wood Green



Spread Site Allocations In depth w/ survey + buildings + massing study (for sites: 16,17,20,27)
Spread Site Allocations In depth w/ massing study (for sites: 21,22,23

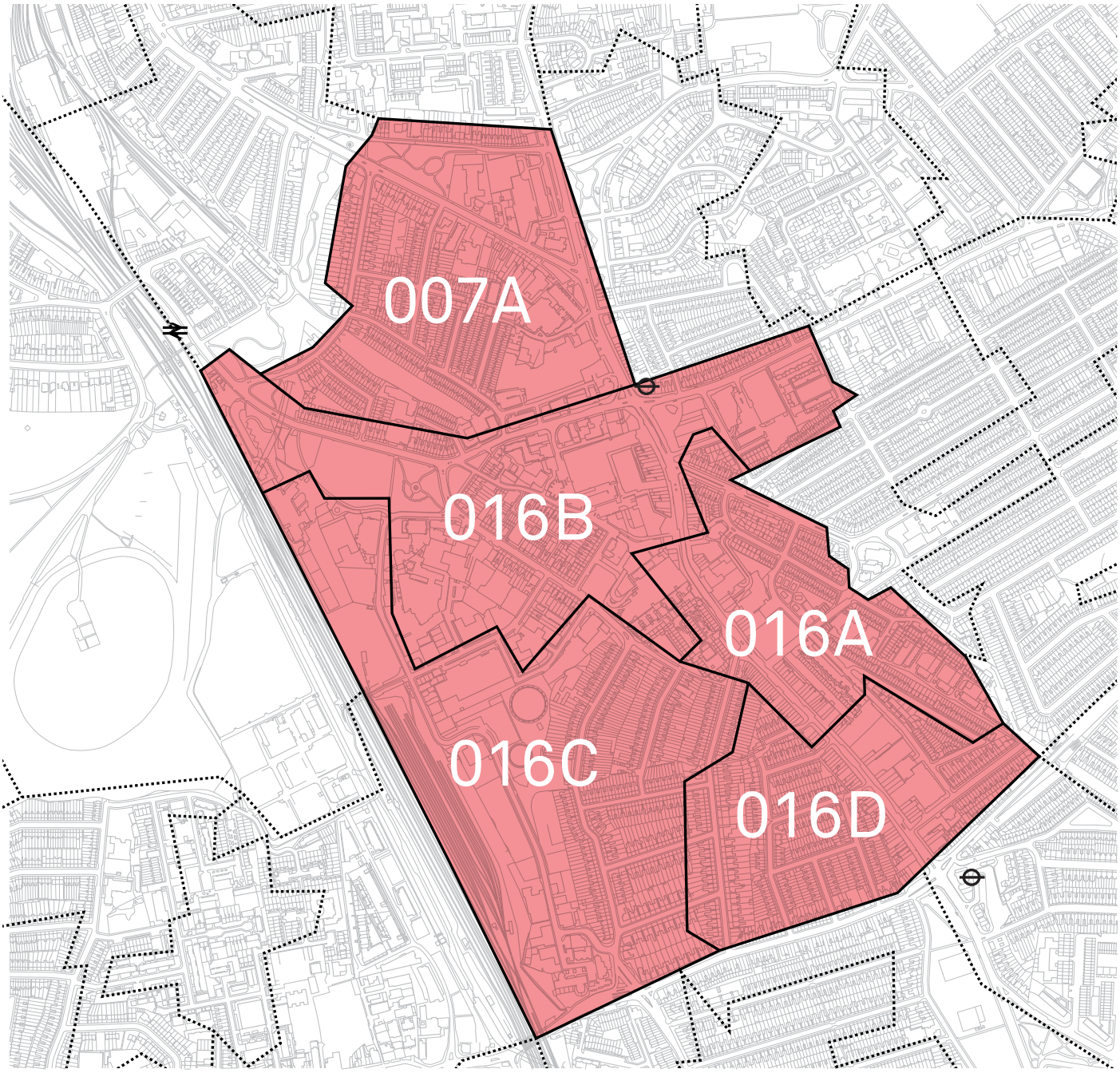
Spread Site Allocations In depth w/ survey + buildings (for sites: 4,18,19,24)

Site allocation normal (for sites: 1,2,3,5,6,7,8,9,10,11,12,13,14,15,)



3.0 Analysis

The socio-economic analysis for Wood Green is based on data for 5 Lower Level Super Output Areas (Haringey 007A, 016A, 016B, 016C, 016D) that broadly make-up Wood Green.



3.1 Policy Context

The future of Wood Green is being shaped and steered by a range of strategic and local policies and strategies. The majority of these are well established and have directly informed the current draft AAP for Wood Green. They are, therefore, well understood and integral to the current approach.

However since the draft AAP was prepared the policy landscape had changed significantly, as such this new information needs to be understood and its relevance to Wood Green considered. In this section we consider those policies and strategies that are not fully integrated into the AAP in order to ensure this Study builds from this updated context.

The London Plan

Both the existing and draft London Plan identify Wood Green as a Metropolitan town centre, and a Strategic Area for Regeneration with potential for both residential and commercial growth. For Wood Green an Opportunity area, the draft London Plan states: "Mixed-use regeneration of these sites will deliver an expanded employment, retail and leisure offer, as well as new homes." And: "opportunity to build on the area's industrial heritage through new and refurbished workspace in the west of the area, and support retail provision".

While the town centre classification is silent on office development guidelines in Wood Green, other draft policies, and the principle of Good Growth in general, provide a robust basis for intensification of both general employment and office use in particular, as well as residential and retail uses in the Wood Green AAP area, particularly around the Piccadilly line stations, and proposed Crossrail 2 stations. For instance, the draft London Plan seeks, for existing viable office floorspace capacity in locations outside the CAZ and NIOD to be retained while facilitating the redevelopment, renewal and re-provision of office space where viable, particularly in town centres. In particular, it aims for "Improvements to the competitiveness and quality of office space of different sizes (for micro, small, medium-sized and larger enterprises) (...) supported by new office provision, refurbishment and mixed- use development." Conversely, it encourages proposals to redevelop, intensify and change in use of surplus office space to other uses including housing.

The draft London Plan makes particular mention of securing "sufficient space to support the growth of new start-up companies and to accommodate SME's" and seeks to introduce

new policies to deliver low-cost and affordable business space, including reproved it where it risks being lost. In particular, proposals for new B1 business floorspace over 2,500 sqm (GEA) should 'consider the scope' to provide a proportion of flexible workspace suitable for SME's. Separately, it seeks for affordable workspace to be secured at rents maintained below the market rate where there is existing affordable workspace on-site, in areas where cost pressures could lead to the loss of affordable workspace for SME's (such as in the City Fringe and around the CAZ) and in locations where the provision of affordable workspace would be necessary or desirable to sustain a mix of business or cultural uses which contribute to the character of an area.

The draft London Plan clarifies that London's land and premises for industry, logistics and services falls into three categories 1) Strategic Industrial Locations (SIL); 2) Locally Significant Industrial Sites (LSIS); and 3) non-Designated Industrial Sites.

Under draft London Plan policy even on non-designated sites there is greater focus on the retention of industrial floorspace capacity if sites are redeveloped (Policy E7, Clause D,Point 3). This will be an important factor in Wood Green, and the Cultural Quarter in particular, given it retains significant industrial stock.

The evidence base for the emerging new London Plan highlights the rapid loss of employment space and demand Boroughs to respond to this through a mix of intensified employment space and mix in key areas of change for both industrial and non-industrial. As such, the Mayor seeks that there is no overall net loss of industrial floorspace 'capacity' within SIL and LSIS locations but the release of industrial land can be accepted in order to manage issues of long-term vacancy and to achieve wider planning objectives, this could be facilitated through the processes of industrial intensification, collocation and substitution. The Plan encourages Boroughs to be proactive in considering whether certain logistics, industrial and related functions in selected parts of SIL and LSIS could be intensified (mezzanines, small units, multi-storeys etc.). Further, whether industrial uses in LSIS can be co-located with residential and other uses, such as social infrastructure, and in particular, to contribute to town centre renewal.

Policy E7 states:

- "Intensification should facilitate the consolidation of the identified SIL to support the delivery of residential and other uses, such as social infrastructure, or to contribute to town centre renewal."
- "Development Plans and planning frameworks should be proactive and consider whether certain logistics, industrial and related functions in selected parts of LSIS could be intensified and/or co-located with residential and other uses, such as social infrastructure, or to contribute to town centre renewal. [below - within the draft London Plan Page 247] This approach should only be considered as part of a plan-led process of LSIS intensification and consolidation (and clearly defined in Development Plan policies maps) or as part of a co-ordinated masterplanning process in collaboration with the GLA and relevant borough, and not through ad hoc planning applications."

Haringey Strategic Regeneration Framework

The Strategic Regeneration Framework (SRF) for Wood Green (presented to Cabinet in January 2018) establishes a vision for Wood Green's growth that will see Wood Green

"....become North London's most prosperous and green town centre – a place where people can succeed and are proud to live and work. It will combine outstanding and sustainable places for people to shop, socialise and create, with a wide and varied range of businesses. It will be a focus for opportunity and growth, a productive economic capital for Haringey, where people can come together, exchange ideas and put them into action."

To realise the vision the SRF identifies three strategic themes that will shape the approach to regeneration, each of which has a relevance, impact and reliance on the growth of Wood Green's economy and hence employment opportunities for residents.

In achieving the delivery of 4,000 new jobs the SRF recognises the need to deliver a range of commercial workspaces across Wood Green underpinned by the provision of high quality infrastructure to reinforce Wood Green as a business destination.

Retaining, growing and leveraging the existing cluster of creative businesses is also seen as key to future success, ensuring space is provided at affordable rents for these activities to flourish and using meanwhile strategies as a means to create opportunities for residents.

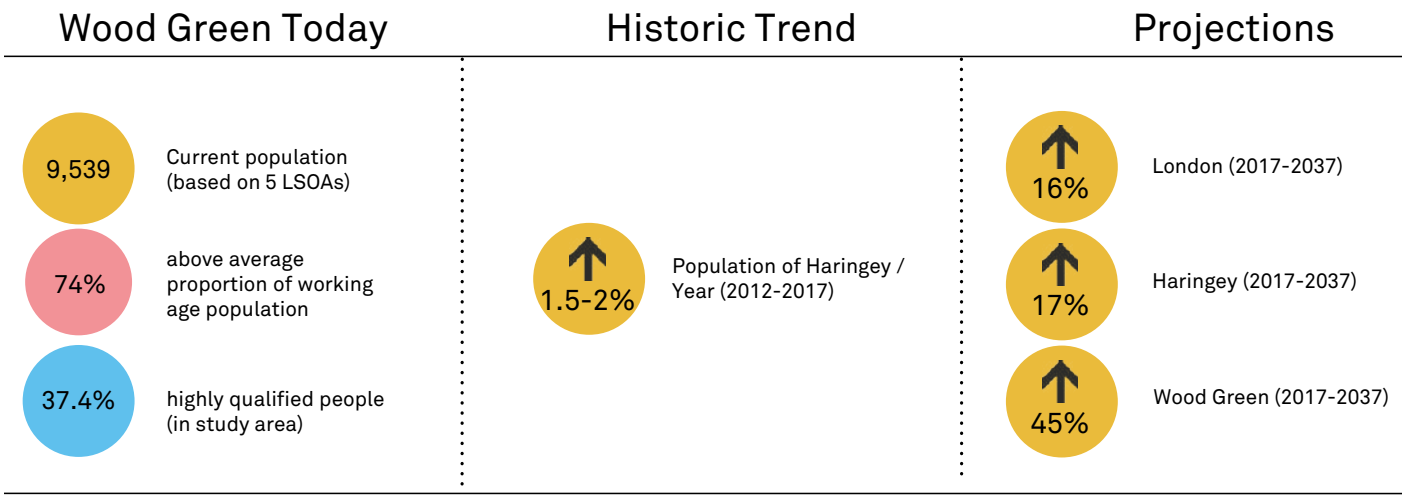
Ultimately the SRF recognises a need to shift the perceptions of Wood Green if economic and housing objectives are to be achieved. Coordinated upgrading of the public realm, enhanced wayfinding within Wood Green, improved strategic accessibility and a broader, higher quality retail offer are all seen as vital components of the Wood Green regeneration story.

3.2 Demographic and household data

Population

There was 22% growth in Wood Green population between 2001 – 2011 Census. This is:
c. 4% higher than the borough level growth, and
c. 8% higher than London growth

The 2016 mid-year population estimate for the 5 Lower Level Super Output Area (Haringey 007A, 016A, 016B, 016C, 016D) that broadly make-up Wood Green is 9,539 (Source: ONS). The ONS mid-year population estimates from 2017-2037 also suggests that the population of the two wards that broadly make up the Wood Green area (Noel Park and Woodside) is predicted to grow faster than the Haringey average over the next 20 years. Equally, the population growth rate of Haringey is higher than the London average.



	Population projected CAGR 2017 - 2037	2017	2037
Noel Park Ward	50%	15,472	23,850
Woodside Ward	19%	16,404	19,100
Wood Green	45%	9,539	13,823
Haringey Borough	17%	282,397	330,431
London	16%	8.9 mil	10.3 mil

Figure 1 : Source : ONS

Age profile

More than half the Wood Green population is in the economically active 20 – 44 age group. This is above both the borough and London levels

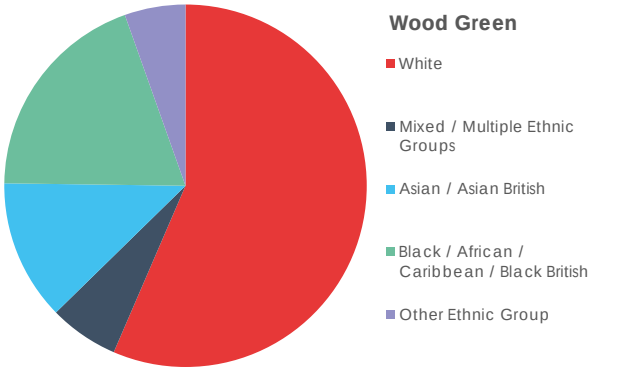
	2001	2011	2001 - 2011 Change (%)
Wood Green	6,755	8,263	22.3
LB Haringey	216,507	254,926	17.7
London	7,172,091	8,173,941	14.0

	Wood Green		LB Haringey		London	
	2001	2011	2001	2011	2001	2011
0-4	6%	6%	7%	7%	7%	7%
5-14	10%	10%	13%	12%	12%	11%
15-19	7%	6%	6%	6%	6%	6%
20-44	52%	51%	47%	46%	43%	43%
45-64	17%	18%	18%	20%	20%	21%
65+	9%	9%	10%	9%	12%	11%

Source: Census 2001 & 2011

Ethnicity

More than half of the Wood Green population in 2011 was White, which is c. 5% lower than the proportion in Haringey. There was a slightly higher Asian / Asian British population in Wood Green (13%) compared to the borough level (9%).



	Wood Green		LB Haringey		London	
White	4,667	56%	154,343	61%	4,887,435	62%
Mixed / Multiple Ethnic Groups	512	6%	16,548	6%	119,425	2%
Asian / Asian British	1,036	13%	24,150	9%	1,511,546	19%
Black / African / Caribbean / Black British	1,599	19%	47,830	19%	1,088,640	14%
Other Ethnic Group	449	5%	12,055	5%	281,041	4%
All residents	**8,263**	**100%**	**254,926**	**100%**	**7,888,087**	**100%**

Source: Census 2011

1 Changes to the UK economy generally have seen increases in 'self-employment' with a greater number of roles being delivered through small start-ups or individuals working as freelancers for larger corporates. This would include a range of activities that do not require businesses premises. As such self-employment data (considered in isolation) could over-state the level of activity that may reasonably be expected to seek to locate in a small enterprise workspace and should therefore be treated with caution if used for this purpose.

Skills and qualifications profile

The Wood Green qualifications profile in 2011 was comparable to that of the borough. 22% of residents had no qualifications, 34% had Level 1– 4 qualifications, and 43% had other qualifications (incl. apprenticeships).

Between the 2001 and 2011 Census the proportion of self-employed residents in Wood Green increased significantly by 108%. This was a much greater level of increase than in the borough (83%) and London (50%)[1].
The proportion of Wood Green residents in employment, unemployed, and the economically active total also increased above the borough level, but less significantly than for self-employed.

Professional occupations were the largest group in Wood Green in 2011 (21%), followed by associate professional and technical (15%), and elementary (14%). This broadly reflects the pattern for the borough and London.

	Wood Green	LB Haringey	London
No qualifications	22%	20%	20%
Level 1 qualifications	10%	10%	12%
Level 2 qualifications	11%	12%	13%
Level 3 qualifications	1%	1%	2%
Level 4 qualifications and above	12%	11%	12%
Other qualifications inc. Apprenticeships	43%	46%	42%

Source: Census 2011

	2001-11 % Change		
	Wood Green	LB Haringey	London
In Employment	10.4%	1%	-3%
Self-employed	108.3%	83%	50%
Unemployed	46.9%	24%	38%
Economically Active Total	39.3%	30%	22%
Retired	2.2%	2%	-2%
Student	2.8%	19%	37%
Looking after home or family / long-term sick or disabled / other	-12.8%	-14%	-13%
Economically Inactive Total	-5.2%	-2%	1%

Source: Census 2001 & 2011

	Wood Green	LB Haringey	London
1. Managers, directors and senior officials	9%	10%	12%
2. Professional occupations	21%	24%	22%
3. Associate professional and technical occupations	15%	17%	16%
4. Administrative and secretarial occupations	10%	10%	12%
5. Skilled trades occupations	10%	9%	8%
6. Caring, leisure and other service occupations	8%	8%	8%
7. Sales and customer service occupations	9%	7%	7%
8. Process plant and machine operatives	4%	4%	5%
9. Elementary occupations	14%	12%	10%

Source: Census 2011

Household stock and household size

In 2011, purpose built flats were the most common stock type In Wood Green (37%), followed by terraced houses (25%) and flats in part of a converted or shared house (23%). This reflects the pattern in the borough and London (with some minor distinctions in figures).

In 2011 single person households in Wood Green make up the largest proportion of all households (36%) followed by two person households (28%). The proportion decreases as the households size increases. This follows the pattern for Haringey and London; however for Wood Green the dominance of single person households is slightly stronger than for the other comparators.

Household Spaces	Wood Green	LB Haringey	London
Detached	4%	4%	6%
Semi-detached	7%	9%	19%
Terraced	25%	27%	23%
Flats (purpose built)	37%	31%	38%
Flats (part of converted or shared house)	23%	25%	13%
Flats (in a commercial building)	3%	3%	2%
Caravan / mobile / temporary structure	0%	0%	0%

Source: Census 2011

	Wood Green	LB Haringey	London
1 person in household	36%	32%	32%
2 people in household	28%	29%	29%
3 people in household	17%	16%	16%
4 people in household	11%	13%	13%
5 people in household	5%	6%	6%
6 people in household	2%	3%	3%
7 people in household	1%	1%	1%
8 or more people in household	1%	1%	1%

Source: Census 2011

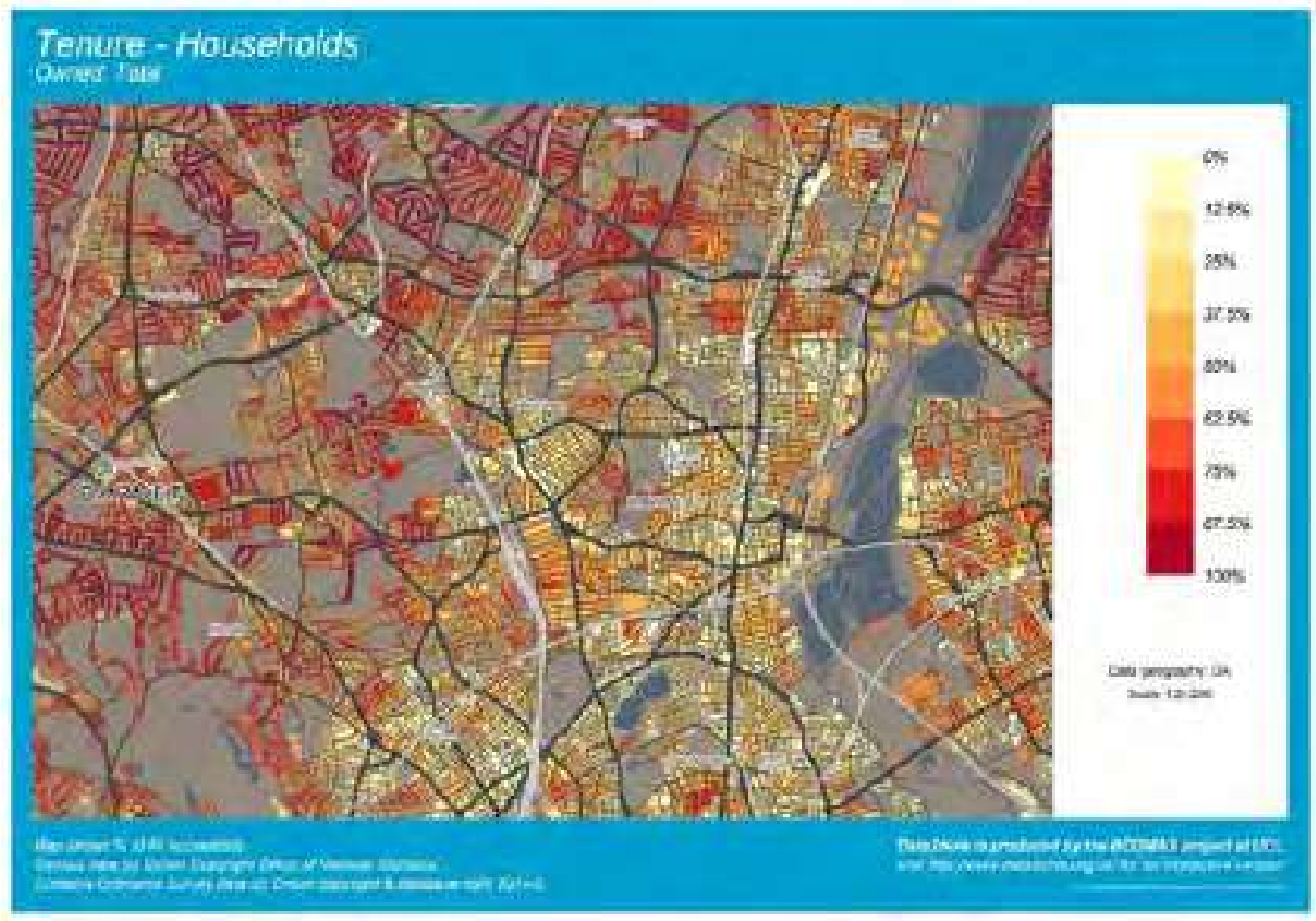
Tenure

Household tenure in 2011 in Wood Green was dominated by renting: Social rented: 34% and Private rented: 33%. This follows the pattern for the borough and London, but is more pronounced.

Home ownership in Wood Green is less prominent than in comparator areas
The map on the right hand side shows the low level of home ownership in Wood Green and other nearby areas to the east and south (i.e. Tottenham), compared to neighbouring areas to the north and west (i.e. Palmers Green and much of Barnet)

	Wood Green	LB Haringey	London
Owned outright	12%	16%	21%
Owned with mortgage	15%	23%	27%
Shared ownership	4%	2%	1%
Social rented	34%	27%	24%
Private rented	33%	31%	25%

Source: Census 2011



Source: Datashine, 2018

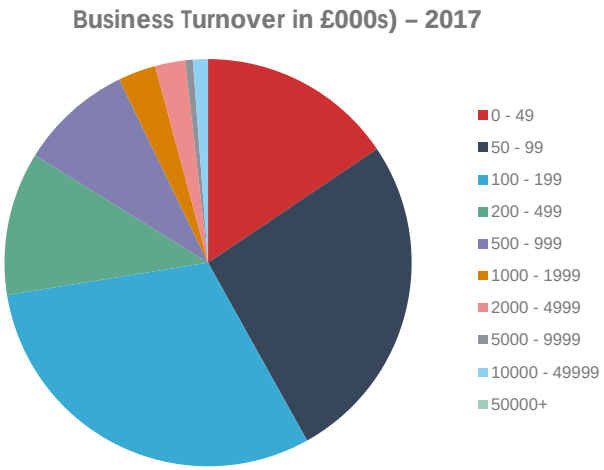
Business size and turnover

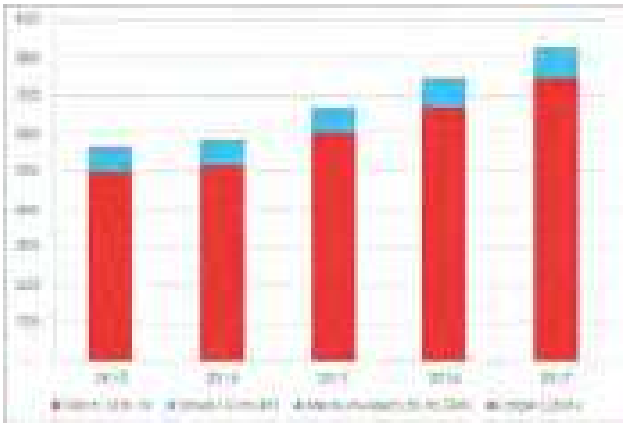
ONS data shows that there were 825 businesses counted in 2017 compared to 565 in 2013 – a 46% growth in the number of businesses. The most substantial increase has been in the number of micro businesses (260 new businesses / 49% growth from 2013 – 17) Small businesses also increased in number by 15 (27% growth from 2013 - 17), but medium-sized and large businesses had not grown in number by 2017. In 2017 micro businesses made up 90% of all businesses in the area, compared to 8% of small, 1% of medium-sized and 1% of large businesses.

The growth in small business stock is typical of many Outer London economies and reflects a wider trend within the economy which is seeing a greater opportunity for entrepreneurial activity, a revitalisation of self employment and growth of the 'gig' economy.As shown in the next section, in the context of other Metropolitan town centres this dominance of micro/small businesses is uncommon, with most centres having a larger proportion of medium/large enterprises.

Ultimately this has an impact on the approach to economic growth in Wood Green and, hence, future space requirements. Small businesses will be much more cost sensitive, whilst development to provide space for them may be considered more risky. As such innovative approaches to delivery will be required if these activities are to be retained and form the basis of future growth.

In 2017 the largest number of businesses in Wood Green fell into the £50,000 - £99,000 and £100,000 - £199,000 turnover bands (27% and 31% respectively). Only 7% of businesses fell into the top five turnover categories, with none in the highest turnover category. The most substantial increase from 2013-17 has been in the number of businesses in the £500,000 - £999,000 turnover range (35 more businesses / 88% growth). Over this period there has not been a reduction in the number of businesses in any of the turnover ranges.





Source: ONS – UK Business Counts (2013 – 2017)

Wood Green	2013	2014	2015	2016	2017	% growth (2013 - 17)
0 to 4	430	440	520	590	655	**52%**
5 to 9	65	75	85	80	95	**46%**
Micro (0 to 9)	500	515	600	670	745	**49%**
Small (10 to 49)	55	55	60	65	70	**27%**
Medium-sized (50 to 249)	5	10	5	5	5	**0%**
Large (250+)	5	5	5	5	5	**0%**
Total Counts	**565**	**585**	**670**	**745**	**825**	**46%**

Source: ONS – UK Business Counts (2013 – 2017)
N.B. Figures may not sum due to rounding

	85	90	100	120	130	53%
	150	145	160	195	220	47%
	170	170	210	220	255	50%
	70	75	95	95	95	36%
	40	40	50	55	75	88%
	20	30	30	25	25	25%
	15	15	20	15	20	33%
	5	5	5	5	5	0%
	-	10	10	10	10	-
	-	-	-	-	-	-
	565	**580**	**680**	**740**	**825**	46%

Source: ONS – UK Business Counts (2013 – 2017)
N.B. Figures may not sum due to rounding

3.3 Employment data

The economy, and hence employment offer, of Wood Green has changed over time. Both the historic nature of this change and the current profile of employment help in the understanding of how the economy may evolve in the future.

Sector split

Today, drawing on data provided by the ONS, there are just over 9,000 jobs in Wood Green. Employment is shared across of a range of sectors that are 'typical' of a town centre in London and dominated by non-B class sectors including Retail (28%), Public Administration (18%), and accommodation and food services (10%) provide more than half the jobs in Wood Green.

No single B class activity has a particularly strong presence within Wood Green with employment shared across Transport and storage (8%), Property (7%), Professional, scientific and technical (7%), Arts and entertainment (7%) and Business administration and support services (7%) which provide one third of the jobs in the Wood Green. The rest of the jobs are in (in decreasing order) Manufacturing, Education, Finance and insurance, Wholesale, Health, and Information and communication. The low levels (proportionally) of B class employment are somewhat unusual within London Metropolitan centres, as they tend to have a much stronger office based economy.

Employment – sector split 2009 - 2016

Industry	2009	2010	2011	2012	2013	2014	2015	2016
2 : Mining, quarrying & utilities (B,D and E)	1.10%	1.08%	0.21%	0.10%	0.11%	0.10%	0.00%	0.00%
3 : Manufacturing (C)	1.59%	1.73%	1.08%	2.13%	1.47%	2.34%	3.46%	3.16%
4 : Construction (F)	1.65%	0.92%	0.67%	0.61%	0.56%	0.63%	0.65%	1.68%
5 : Motor trades (Part G)	0.27%	0.27%	0.15%	0.20%	0.23%	0.44%	0.27%	0.16%
6 : Wholesale (Part G)	1.21%	1.41%	1.03%	1.12%	1.86%	1.66%	1.78%	1.58%
7 : Retail (Part G)	25.38%	29.41%	30.62%	27.66%	30.73%	26.78%	27.57%	26.63%
8 : Transport & storage (inc postal) (H)	7.58%	7.46%	7.11%	10.96%	7.57%	15.32%	7.24%	7.37%
9 : Accommodation & food services (I)	5.38%	3.68%	4.02%	4.92%	5.14%	5.02%	6.32%	6.95%
10 : Information & communication (J)	2.80%	3.51%	3.66%	2.84%	2.66%	1.80%	2.16%	1.58%
11 : Financial & insurance (K)	1.76%	1.73%	1.91%	1.83%	2.15%	1.90%	2.43%	2.11%
12 : Property (L)	4.12%	2.92%	3.35%	3.35%	3.11%	2.24%	2.27%	5.32%
13 : Professional, scientific & technical (M)	3.30%	3.46%	3.66%	3.45%	3.90%	3.07%	2.70%	5.68%
14 : Business administration & support (N)	8.57%	8.76%	9.54%	6.50%	6.33%	5.37%	8.59%	4.37%
15 : Public administration & defence (O)	17.58%	18.16%	16.70%	16.45%	18.08%	15.61%	16.76%	16.84%
16 : Education (P)	2.47%	2.76%	2.89%	3.40%	3.62%	3.27%	4.92%	2.63%
17 : Health (Q)	3.19%	5.68%	5.41%	6.35%	5.31%	5.12%	5.14%	5.00%
18 : Arts, entertainment, recreation & other	7.80%	7.57%	6.24%	7.61%	8.31%	7.71%	9.03%	6.95%
Total Jobs	9100	9250	9700	9850	8850	10250	9250	9500

Historic trend

Comparison of the growth in jobs and businesses in the last five years shows that while the number of businesses is growing, the number of jobs in Wood Green has been relatively static around 9,000 jobs. This suggests that small businesses and start-ups employing fewer people are replacing larger employers, reflecting the trend noted above regarding the nature of new businesses within Wood Green.

The historic trend of employment growth/decline in Wood Green 2009-16 shows that jobs have increased only in the following broad Industrial Groups (in decreasing order):

- Health
- Professional, scientific and technical
- Education
- Retail

The growth in these sectors is largely driven by population growth, with services such as health and education in particular expanding to meet increasing needs of a larger resident population in the borough, to a large degree this is also true in the retail sector. In general London has experienced similar trends in these population led sectors.

Growth projections

There are a number of forecasts available to help us understand how the economy of Haringey and Wood Green may change in the future. Both the GLA and Experian produce regular employment growth forecasts at the borough and Greater London level, however no forecasts below this level exist - hence there is no commonly available source of employment growth projections for Wood Green itself.

To overcome this we have developed a bespoke forecast which draws on current employment levels by sector within Wood Green (sourced from BRES) and applies the growth rates for both Haringey and Greater London identified by Experian. The rationale for using Experian rather than GLA forecasts is based on the availability of sector level forecasts for the borough, which the GLA do not produce/publish.

Experian projections suggest that employment growth rates in Haringey are generally lower than Greater London in most sectors. Projected growth rates are the same in sectors such as: Health, Education, Retail, and Public administration. Projected growth rates are higher that Greater London in sectors like: Wholesale, Recreation, Private services, Residential and social care.

However, projections for the next 20 years suggests that the make-up of the economy in Wood Green is changing and the following sectors will have an increased share of total employment in Wood Green:

- Arts, entertainments, recreation and other services
- Professional, scientific and technical
- Property
- Finance and insurance
- Transport and storage

This would suggest, based on trends (and re-emphasised by the survey of businesses), future need for a mix of spaces, including an increase in the supply of good quality office floor space, and on-going need for workshops and light industrial.

Experian projections broadly take into account existing economic clusters, and past trends to model growth that is purely economic capacity led. These projections do not take into account policy aspirations, such as the emerging AAP for Wood Green and how that changes the proposition to occupiers. As such, we have taken the Experian forecast as a starting point, and overlaid that with the findings of business surveys to set out the interventions that will influence the scale of growth, and in particular will shape the narrative of change in Wood Green to meet Haringey's aspirations for growth and change in Wood Green.

Encouragingly for Wood Green the core sectors identified as strengthening within the town in recent years form the backbone of how the GLA expect the London economy to grow within their forecasts and the Mayor's draft Economic Development Strategy (2017). There is, therefore, significant potential to build on the existing base of activity, alongside the interventions envisaged in the AAP, to capture a greater share of London's overall economic growth.

Employment – 20 year growth projections

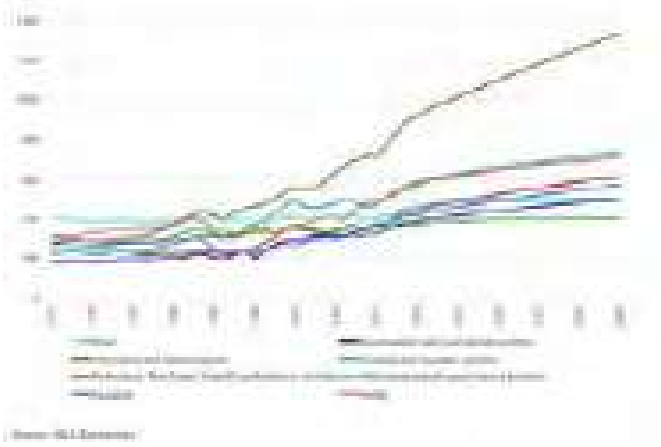
Sector	Sector split of jobs in Wood Green today		Growth forecast in Wood Green based on Experian 20 year forecast for Haringey		Growth forecast in Wood Green based on Experian 20 year forecast for London	
	Numbers	Percentage share	Numbers	Percentage share	Numbers	Percentage share
Manufacturing	280	3.07 %	179	1.71 %	198	1.87 %
Wholesale	165	1.81 %	202	1.93 %	185	1.74 %
Retail	2,530	27.70 %	2,875	27.57 %	2,847	26.81 %
Transport & storage	705	7.72 %	804	7.71 %	875	8.24 %
Accommodation & food services	900	9.85 %	1,188	11.40 %	1,240	11.68 %
Information & communication	75	0.82 %	81	0.77 %	87	0.81 %
Financial & insurance	195	2.13 %	228	2.18 %	240	2.26 %
Property	650	7.12 %	786	7.54 %	835	7.86 %
Professional, scientific & technical	625	6.84 %	718	6.89 %	774	7.29 %
Business administration & support services	400	4.38 %	438	4.20 %	444	4.18 %
Public administration & defence	1,600	17.52 %	1,652	15.84 %	1,649	15.53 %
Education	250	2.74 %	284	2.72 %	286	2.69 %
Health	160	1.75 %	208	1.99 %	202	1.91 %
Arts, entertainment, recreation & other services	600	6.57 %	786	7.54 %	757	7.13 %
Total	9135	100.00	10,427	100.00	10,621	100.00

3.4 London-wide economic and employment space trends

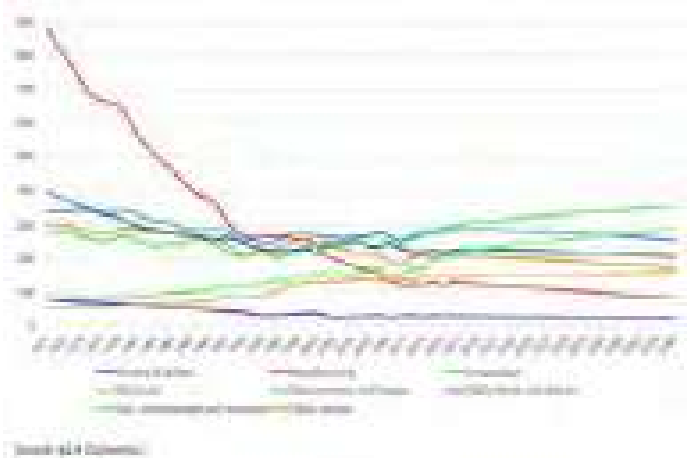
Drawing on the Mayors draft Economic Development Strategy (2017) and the economic forecasts which underpin them it is clear that a number of broad sectors will be central to employment growth in the future. The following six sectors account for nearly three fifths of the expected total London increase in jobs to 2041:

- Professional, real estate, scientific and technical
- Administrative and support services
- Accommodation and food services
- Information and communication
- Health
- Education

Historic and projected employment ('000s) in London's largest sectors 1971 to 2041



Historic and projected employment ('000s) in London's smaller sectors 1971 to 2041



There is increasing evidence of growth of creative sector in new locations partly because of an increased penetration of 'creative' activities into general economic activity (i.e. it is now a core part of economy rather than a more peripheral support sector) and partly as a result of ongoing rises in rental cost in traditional employment locations, which displace businesses to cheaper locations. Wood Green is an area which has always had a key concentration of such activity, which is now being supplemented by recent newcomers. According to TheMillCo [stakeholder interviews], the area has in many ways a similar market dynamics and potential occupier profile as Tottenham creative economy which itself has grown partially in response to people being priced out from more central areas like Shoreditch / Hackney; for example, the tenant and waiting list for Collage Arts has over time shifted from being mostly local to being London-wide, as similar buildings close or see price increases, as well as being less confined to fine arts, having become more focussed on a wider segment of creative business.

Catering to a range of business sizes
While such dynamics give Wood Green an opportunity to capture the emerging sectors in London, this is not necessarily guaranteed - unless interventions are put in place to improve the town centre's proposition for businesses, employers, and employees/talent. Equally, the analysis in this report highlights that while there is scope for more office-based activity in Wood Green, significant growth in large firms occupying large office floor plates (like in Croydon) is unlikely. More likely is a combination of local growth, and relocation of small to medium sized enterprises in these growth sectors wanting to move here because they are being dislocated out of Hackney and City fringe.

Accessibility, affordability, adaptability
Based on our survey [see chapter 4] recently a number of small to medium sized enterprises have moved to Wood Green from neighbouring boroughs and across London. The reason for this is that relative to its accessibility profile Wood Green offers affordable work space, which is diverse and adaptable. For instance, virtual reality businesses highlighted the availability of hybrid office maker space which is not readily available in other accessible parts of London.

More generally, the phenomenon of small and medium size offices and workspace becoming attractive outside London's office core is also visible in other parts of London. For example the office component in the regeneration aspirations for Canada Water, a much larger employment space component than Wood Green in an area does not currently have a high profile as an office location, is mostly driven by its attractive accessibility / price profile vis-a-vis nearby Canary Wharf.

Co-locating different activities
Across London, there is growth in productive activities like small scale food production, small batch production (high-end craft), as well as a continuation of vital local supply chains in fashion or cultural sector. In particular, technology-enabled micro-manufacturing, such as smaller scale CNC cutting, milling, printing, is growing. In many instances, technological advancement has led to many 'light industrial' businesses operating with reduced environmental impacts. This has led to real and perceived shifts in the kind of activities that can be co-located with residential accommodation. Light industrial uses, previously seen as something to be limited to industrial estates, can now be accommodated in proximity to housing without the environmental issues that once prevented such co-location.

Equally, we are seeing a growth in hybrid activities, such as combining traditional light industry / making / repair with food and beverage, or combining co-working with leisure (e.g.. Look Mum No Hands at Old Street; breweries with tasting rooms in Bermondsey, co-working spaces with crèches), or social and community infrastructure with space to support start-ups (e.g. LJ Works, Lambeth). Such hybrid spaces, often led by entrepreneurial developer-operators, are relevant as they generate both economic opportunity and add to an area's character and vibrancy.

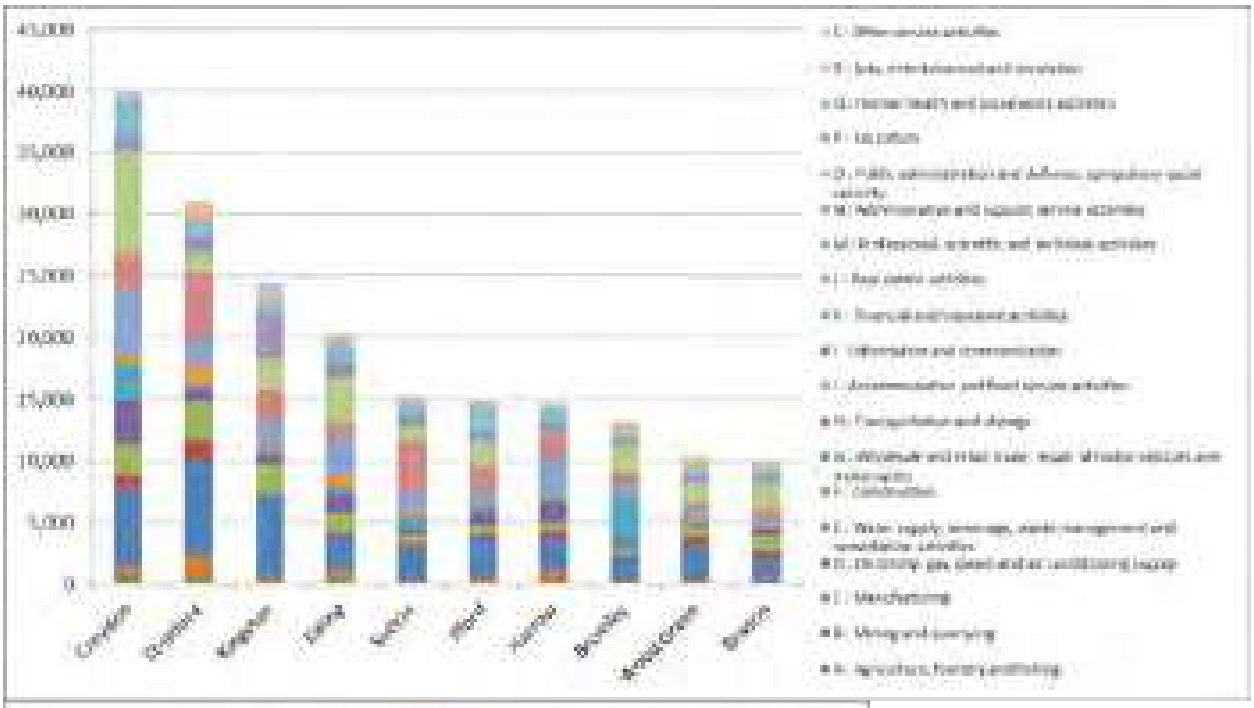
3.5 Wood Green in Context

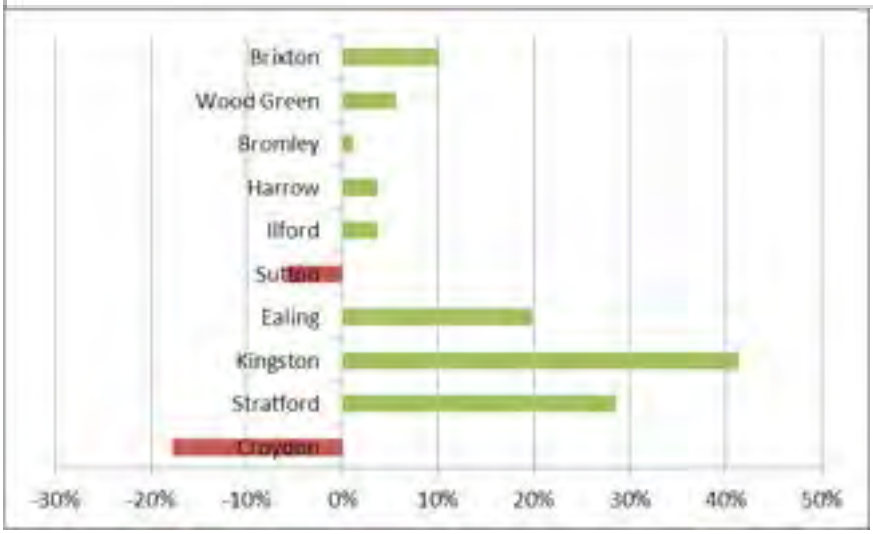
To understand both the potential of the Wood Green economy and also its competitiveness as a business location within London it is helpful to understand how it compares to other similarly located and designated town centres across London. Wood Green is designated as a Metropolitan town centre (MTC) within the London Plan reflecting both its scale and importance as a focus for a range of retail, leisure and employment activity. There are a further 12 Metropolitan Centres designated within the London Plan, each with a different scale and character.
To understand how Wood Green compares in economic terms we have drawn together a sample set of indicators for a selection of the MTC's. What has become clear in the analysis is that on many indicators Wood Green has a significantly different scale to most MTC's, as such we have also included Brixton (which is designated as a Major town centre) as an alternate comparator.
It should be noted that due to the limitations in data collection analysis here for each town centre is not limited to the designated town centre boundary. For ONS data we have used the nearest approximation possible to this using Mid-Layer Super Output Areas, however these do capture the wider hinterland around the town centres themselves. For commercial property data we have used a 'best fit' area that reflects what would be considered the relevant property market within/linked to that town centre.

Employment
MTC's are considered to be a focus for employment within London outside of the CAZ, providing a range of spaces to accommodate a broad spectrum of economic activity. In considering employment levels within the MTC's provided by the BRES dataset it is clear that Wood Green (in 2016) lags significantly behind in terms of total employment.

What is equally noticeable is that the proportion of employment within Wood Green in B class sectors (such as professional services, finance, real estate etc.) is considerably lower than other MTC's. However, the scale of employment within non-B class activities such as retail, public administration etc. is more broadly in line with the other MTC's, that being said even in non-B class activities Wood Green is under-represented within sectors covering the food and beverage and leisure activities that would normally located in a town centre.

Similar data can be tracked over time to provide an understanding of how these economies have been changing – however it should be noted that due to data collation and coverage changes within BRES data pre-2016 is not directly comparable to post-2016 data.
Broadly, the data for 2009 shows that the scale of employment activity within Wood Green has not significantly changed, unlike a number of other MTC's, however growth has been proportionally stronger than the likes of Bromley, Harrow and Ilford. Stratford and Kingston have seen the most significant growth both in total numbers and proportionally, driven by a mix of B class, retail and arts/cultural activities. Both Sutton and Croydon have seen a contraction in employment.




Brixton
Wood Green
Bromley
Harrow
Ilford
Sutton
Ealing
Kingston
Stratford
Croydon
-30%
-20%
-10%
0%
10%
20%
30%
40%
50%

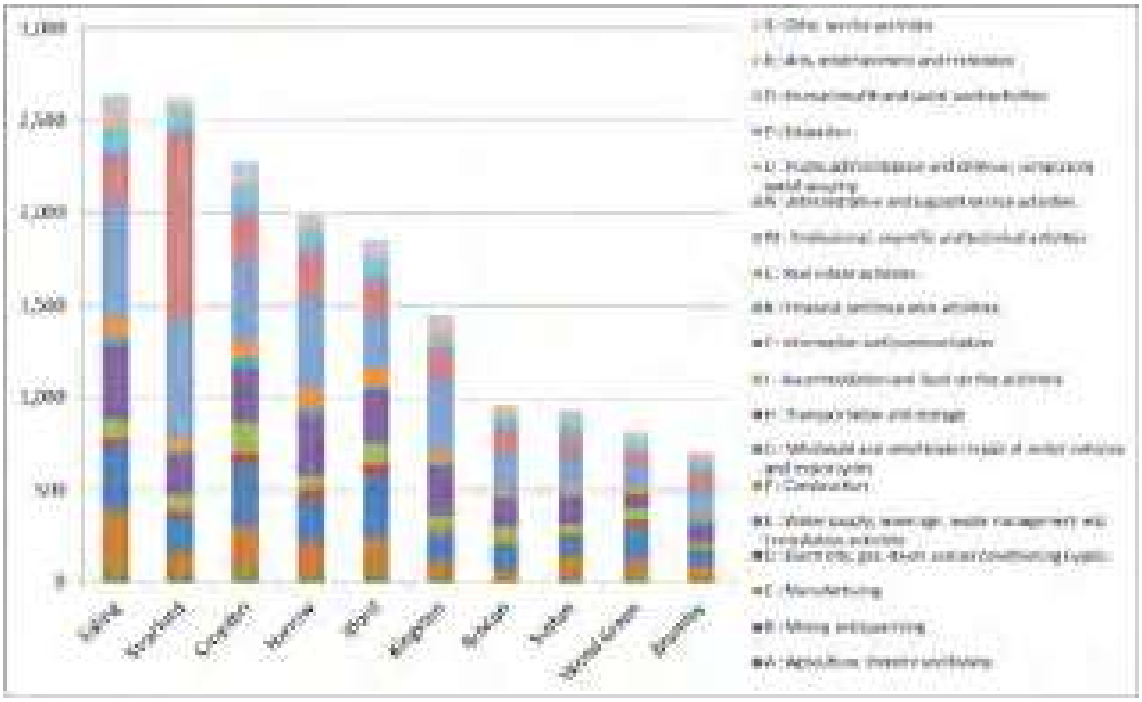
Business Activity

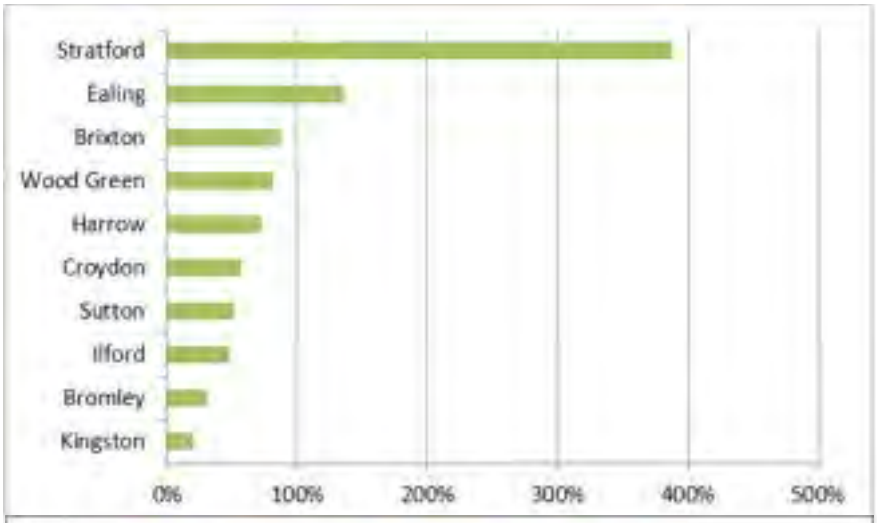
In line with the employment data set out above, Wood Green also has a relatively low stock of businesses than is typical in other MTC's. The two main areas of business activity are retail and professional services, reflecting the pattern in most other MTC's, with the exception of Stratford which has a much higher representation of administrative services. Comparatively, Wood Green also has a stronger proportional representation of businesses within the arts and ICT sectors than a number of other MTC's, however these remain relatively small numbers of businesses given the limited total stock. Wood Green also accommodates a relatively significant share of 'industrial' activity (ranging from manufacturing through to construction) than appears typical in MTC's.

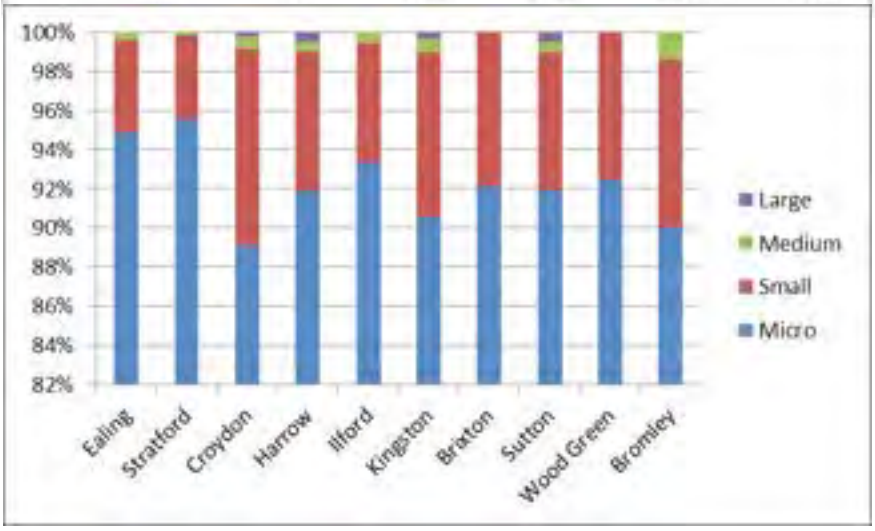
Positively, Wood Green has experienced a relatively strong growth in business stock between 2010 and 2017 when compared to other MTC's. Unsurprisingly Stratford has experienced the strongest growth, largely driven by the large scale regeneration of the town centre and Olympic Park which has attracted a range of new business activity.

The ONS Business Count data also reveals a further distinction for Wood Green when compared to other MTC's. As shown below Wood Green's business stock (as recorded by ONS) is completely dominated by small and micro businesses. None of the other MTC's reflect this trend, indeed the only location with a similar profile is Brixton, which is a major rather than metropolitan centre.

The largest MTC's (in business stock and employment terms) unsurprisingly have a higher representation of medium and large businesses. Whilst Stratford doesn't yet show a significant presence of these larger businesses, new occupiers in the International Quarter will have a considerable impact when updated data is published.

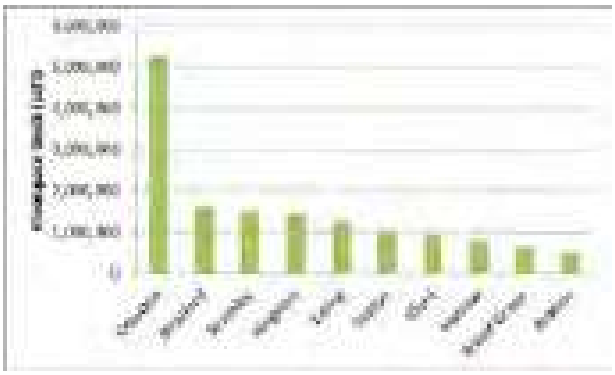



Stratford
Ealing
Brixton
Wood Green
Harrow
Croydon
Sutton
Ilford
Bromley
Kingston
0%
100%
200%
300%
400%
500%


100%
98%
96%
94%
92%
90%
88%
86%
84%
82%
Large
Medium
Small
Micro
Ealing
Stratford
Croydon
Harrow
Ilford
Kingston
Brixton
Sutton
Wood Green
Bromley

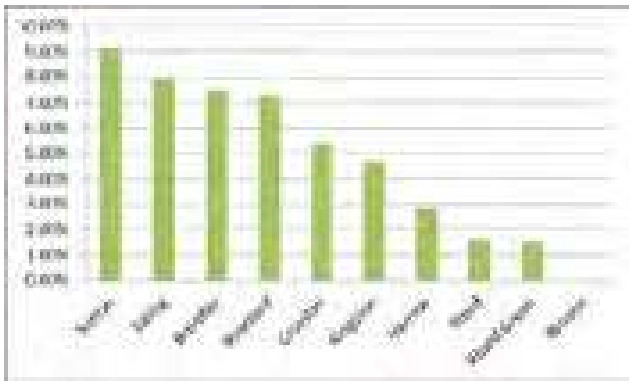
Commercial Property Market

As noted elsewhere in this study Wood Green has not traditionally been viewed as a major office location, with limited stock available to businesses who may wish to locate there. When compared to the other MTC's this limited floorspace provision is stark, with only Brixton (which is not an MTC) providing less space.

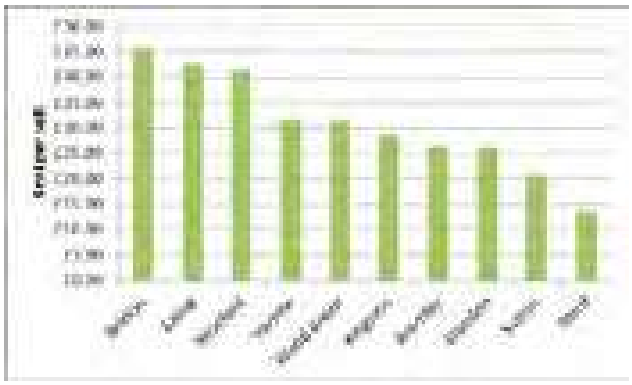


Each of the MTC's considered are experiencing differing market conditions at present with some (most notably Stratford, Ealing and Brixton) experiencing growth in demand and stock in recent years whilst others have tended to see a reduction in overall space provision. Croydon to a large degree is experiencing both of these trends at present, with older stock being converted to residential use at the same time as new space being developed. However, overall, this is leading to a contraction in space provision. Stratford will see significant change in the next 12 months with over 800,000sqft of space currently under construction, which will almost double the total stock in this area.

Availability rates also vary across the MTC's. Unsurprisingly with large development pipelines Stratford and Croydon have reasonably high availability rates, the likes of Sutton, Bromley and to a degree Ealing have rates principally driven by the nature of stock, which is dated and less attractive to occupiers.

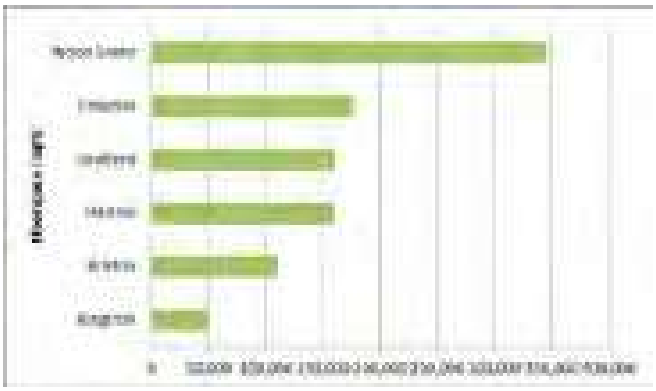


What is more noticeable is that in both Wood Green and Brixton, where there is a considerably lower floorspace stock vacancy rates are incredibly low (i.e. below 1.5%), suggesting there is likely to be unmet demand within the market. This demand is reflect in the rents being achieved with both Brixton and Wood Green demonstrating high rental levels given the scale of market and nature of stock provided, both locations have seen considerable increases in average rents in the last 5 years. In part this is also a function of the type of space provided, with Wood Green in particular dominated by small office units and suites within serviced office centres which tend to achieve a 'premium' over larger volume (similar quality) space.



Conversely, whilst Wood Green does not perform strongly as an MTC in terms of office stock, it does retain a significant supply of industrial floorspace – which as shown below is unusual for an MTC. A number of the MTC's considered contained little or no industrial floorspace, those that did tended to have considerably less than Wood Green. As noted elsewhere in this study this industrial floorspace provides accommodation for a range of activities

including those which might 'normally' be considered to occupy office space.



It is unsurprising that the other areas with a significant stock of industrial space are those that have traditionally had a strong industrial economy and continue to retain various forms of industrial activity.

Lessons for Wood Green

As shown, in terms of its employment offer, Wood Green does not compare favourably with a number of other Metropolitan Town Centres in London. It lacks a critical mass of employment, businesses and floorspace to enable it to compete with the likes of Stratford, Croydon or Ealing in the future. These centres have grown on the back of established office markets or have seen significant investment in transport, public realm and commercial development (or in the case of Ealing and Croydon have benefited from both) in order to continue to attract major corporate scale business activity. In reality it is unlikely that Wood Green will be able to compete with these locations for large scale office development in the future.

Wood Green's performance has much more in common with centres such as Harrow and Brixton, where activity has been focussed on smaller scale businesses across a diverse range of activities. Much like Wood Green both town centres are undergoing change, both in terms of market perceptions and their economic mix, influenced by a range of development activity within and on the periphery of the town centres. Brixton, whilst not being a MTC, offers an interesting comparable for Wood Green. It is gradually undergoing major change in its economic make up, driven in part by its accessibility via the upgraded Victoria Line, in part by the changing population demographics and, to a larger degree, the small scale creative businesses and artists and businesses that for a long time populated its underused commercial spaces.

Brixton is now experiencing considerable demand for office style workspace, a demand that has been grown from an initial focus on smaller studio spaces and the provision of more professionalised shared or serviced office provision. This has evolved into higher quality spaces such as Piano House which has a range of high profile tenants and also attracted larger creative employers, the most significant being Squire and Partners who moved here from King's Cross.

The evolution of the Brixton economy highlights how a location with little or no market presence can attract high value business activity, provided a range of other assets are in place. It is unlikely that Brixton will attract large floorplate corporate offices found in locations such as Stratford or Croydon, however by integrating a range of smaller spaces alongside a diverse leisure and food and beverage offer and the perception of good connectivity a broader range of activities have been attracted. It is more likely that the evolution of Wood Green will resemble Brixton than it will Stratford or Croydon.


INER

4.0 Business Survey

4.1 Introduction

To understand the Wood Green economy today and its potential, it is important to appreciate what businesses currently operate in the area, and to explore their reality beyond what databases can tell us. To that end, we undertook a survey of non-retail businesses within the Wood Green Area Action Plan boundary. The aim of this survey was to complement the database and trend-based data and forecasts presented in chapter 3; the analysis undertaken gives us an insight in how businesses operate and what their needs are regarding the different employment spaces they operate from, now and in the future.

Key Messages

We are aware that a detailed understanding of the present business base cannot tell us all we need to know about the future, however it contains important clues of what strengths the area can build on in the future, what needs and opportunities exist that could be addressed through the Area Action Plan, and what potential risks exist in the regeneration process.

The key messages from the survey can be summarised as follows:

- There are more businesses in Wood Green than is apparent from existing databases, which appear out of date. This leads us to suggest that the number of jobs currently in the area is greater than assumed.
- The Wood Green economy is dominated by independent creative and professional services businesses as well as a wide range of manufacturers and makers; many of Wood Green's business are part of the supply chain of some of the UK's top brands.
- A large part of the business base (40%) currently occupies B1c space, mostly light industrial units or low-spec studio/ workroom units that can be flexibly used as artist&design studio, cheap office or making space. More traditional office accommodation makes up only a small part of the stock.
- Across all sub-sections of its employment spaces, Wood Green businesses seem to have a higher employment density than national averages.
- More than 73% of businesses in Wood Green expect to grow in the coming year; yet the cost and availability of premises is the most important growth constraint for many.
- The main issues about the area raised by businesses concern safety, poor image and lack of parking, as well as cost of business premises and the potential risk of the regeneration process causing dislocation / rent increases
- The creative & social economy are vital to Wood Green, and are often intertwined.

Methodology

The survey focussed on the businesses relevant to the purpose of the employment and enterprise space study; for that reason, retail and food & beverage were excluded as they are town centre functions that fall beyond this study. Social, cultural and community infrastructure was however included. To inform the total business list, information was gathered by compiling existing data from CoStar, complemented by desktop research and on-site observational surveys.

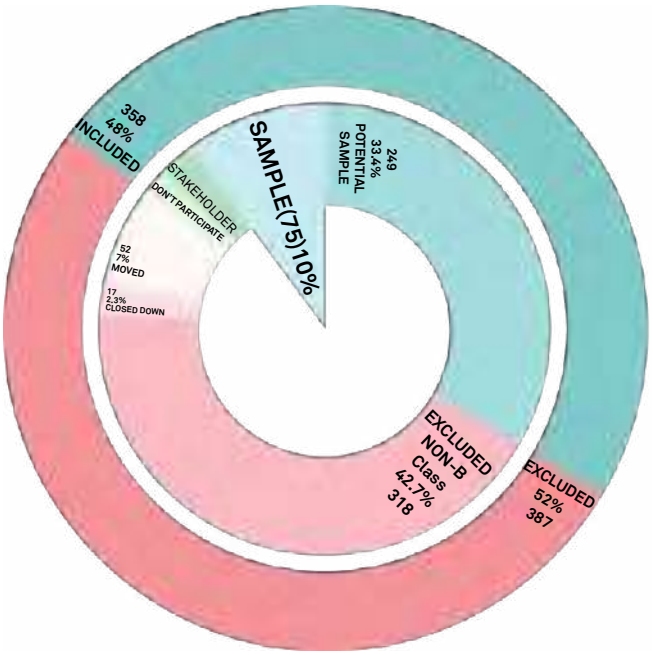
The survey included a wide range of services, artists, creative businesses and other industrial businesses that broadly fall within the B and D use classes. Out of this, a hand-picked sample of 75 businesses was selected for interview. An initial list was compiled based on a representative sector spread of Wood Green within AAP sub-areas. However, as several were unable to participate (they had either left the area or were reluctant to take part), it was agreed to complement the sample by focussing on sites likely to be developed in the near future.

The final sample interviewed is therefore not a fully representative sample of the sector spread in Wood Green: certain areas and businesses

were included for interview because of their particular importance to the client, particular emphasis was placed on businesses in creative business sectors, social enterprise, and buildings at risk of demolition within key site allocation areas. The findings were collected over a 6-week period between the 24th October 2017 to 30th November 2017 within the Wood Green AAP area.

Because it is not a fully randomised sample, it is important to view the data as indicative, not fully representative. Data expressed in percentages, refers to the proportion of the total 75 businesses interviewed.

Due to a large range of unit types and tenures across the businesses interviewed, interview responses regarding unit dimensions, rent values and employment densities should be considered as indicative as they are based on user-reported data.



4.2 Businesses in Wood Green: the key numbers

The survey has found a total number of approximately 690 businesses in the Wood Green area. This is significantly higher than the figure estimated by combined initial database information (derived from Co-Star, VAT registration and Business Rates - yielding 575 initial data); we assume this is because CoStar data is based on formal real estate transactions, whereas evidence shows there are lots of businesses informally sharing space; many of them moreover are not VAT / Rates registered, meaning they may not show up in other data bases either. A consequence of this is that particularly small businesses, and the jobs they generate even if just self-employment, are likely to have been undercounted.

Of the 690 businesses in the area, 318 have been excluded from the study because they are retail, food and beverage - all of which are 'town centre' uses which are beyond this study; 10 have been approached as 'stakeholders' rather than businesses to be surveyed; these include, for example, William Hill's headquarters, The MillCo who run the Green Rooms, Meanwhile Space who run Blue House Yard, and Sanctuary Housing Association. Hence the total approximate sample population of Wood Green non-retail businesses comprises around 365 businesses.

In our sample of 75, we found a total of 837 jobs - an average of ~11 per business, and varying between many self-employed businesses and over 150 employees. Just under 400 of them are from Haringey; and just under 300 are from BAME backgrounds.

A brief introduction to Wood Green Businesses

The non-retail element of the Wood Green economy is dominated by independent creative businesses and professional services, as well as a wide range of manufacturers and makers. Wood Green has joiners; specialist graphics projection software and hardware developers; social enterprise cafés; places of religious worship with associated community services; self-employed fashion designers; larger scale fashion and fashion accessories manufacturing and wholesale businesses; craft furniture makers; sign-makers; sculptors and other artists and creative graphic businesses; care providers; festival organisers; several film and video producers; car mechanics; music PR specialists; construction industry companies or manufacturers and suppliers of specialised construction products; sausage makers; caterers; the official body organising the UK's elections; tuition and creative writing companies; an indoor children's playground; event and wedding planners; social enterprises working with people recovering from severe and enduring mental illness; several music recording studios; a baker; accountants; language schools; photographers; property agents; watch repairers; specialist holiday package providers; saddle makers; solicitors; advanced acoustics and sound technology businesses; architects; martial arts companies; removal companies...and the list goes on. It is a mixed and diverse economy.

Many of these are well established businesses, playing a role in the supply chains of some of the UK's top brands. Businesses and organisations such as Island records, Sony, Warner Bros, Asos, Topshop, River Island, Pain Quotidian, Whole Foods Planet Organic, The British Press Photographers Association, Disney, the BBC and the Royal College of Art are being supplied from Wood Green, and several well known musicians use recording studios in the area. This counteracts the image of activities in the area being somehow 'marginal' in economic terms, and is in line with findings of recent research undertaken about the supply chain of the Barbican as a cultural institution: London's core sectors and (inter)nationally famous cultural institutions depend on a fine-grained network of business right across London, on designated and undesignated employment sites. Wood Green is a typical part of this ecology.

Apart from a few outliers such as a housing association headquarters, William Hill's offices and the Council as employer, the Wood Green economy is an independent, small business


12
Businesses
8
Interviewed
Parma House
45
Businesses
5
Interviewed
Chocolate Factory 3
15
Businesses
7
Interviewed
Blue House Yard
93
Businesses
12
Interviewed
Chocolate Factory 1
7
Businesses
5
Interviewed
Cypress House
8
Businesses
3
Interviewed
Coburg Road
Council Building
46
Businesses
4
Interviewed
Chocolate Factory 2
6
Businesses
3
Interviewed
Bittern Place

economy. Of the businesses interviewed, 6% are franchises or headquarters and 93% are independent businesses; over 50% have under 5 employees, whereas just 10% have over 25 employees. This is not unusual compared to the UK or London economy as a whole, where the vast majority of businesses have either no or under 50 employees: such businesses, which are classified as micro or small businesses, accounted for 99.3% of all private sector businesses in the UK at the start of 2017.

The ownership structure of businesses is diverse: in our sample, around 45% of businesses were owned by White British owners, 19% by non-British Europeans including Greeks and Cypriots, and around 30% by other BAME groups (a sizeable minority did not respond on this question). Female business owners make up around a third of businesses interviewed. This makes Wood Green comparable to Brixton in terms of gender diversity and slightly less diverse than a town centre like Brixton which is known for its great ethnic diversity.

Sector Split (SIC codes)

Taking a closer look, the subdivision of businesses according to the Standard Industrial Classification (SIC) shows how important creative sector activities are for Wood Green's non-retail economy (see diagram). The creative arts and entertainment alone (SIC code 90) form 25%% of all non-retail businesses (and only retail businesses are a larger category). A large number of these businesses were not found in existing databases. SIC code 59 (Motion picture; video and television programme production; sound recording and music publishing activities) forms another 6%.

A wide range of professional services (SIC codes 64; 68; 69; 74) makes up another 20% of businesses, whereas a range of industrial activities, including manufacture, repair (including car repair), maintenance, construction and warehousing make up another 15%. The remainder is dominated by social and public service activities (at 12%; encompassing most of the social enterprise economy), personal services (6%), and sports and recreation (2.5%).

'Pure digital' activities like SIC 62 (Computer programming; consultancy and related activities) are a minority - most tech activities seem to be included in SIC 59.

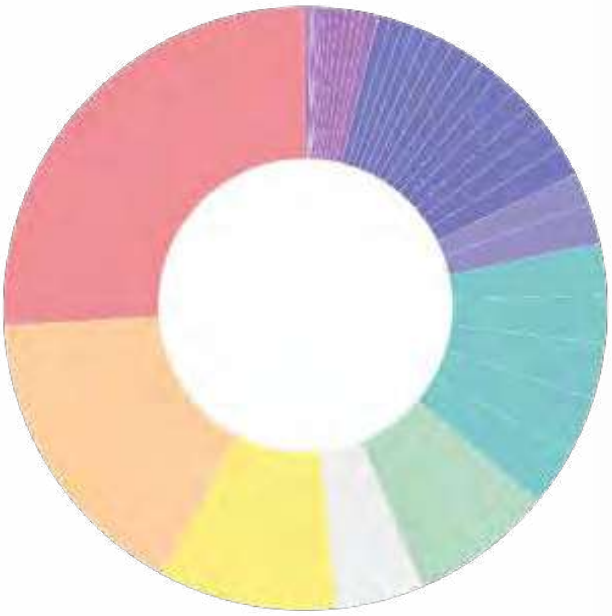
What emerges are some distinct sector concentrations:

- in fashion design and manufacturing, including an element of wholesale of accessories. This seems partly an extension to the fashion clusters elsewhere in Haringey and East London in general, which is a combination of historical heritage and current competitive advantage;
- a concentration of music businesses, both recording studios and other elements of the supply chain such as specialist music PR, sound technology, recording studio furniture and technology, and promotions. Many stakeholders reported the importance of Wood Green in London's music scene.
- a series of bespoke manufacturing companies from signs to woodwork, from furniture to home-ware
- A group of tech-heavy media organisations, working TV and video production but also on software and hardware solutions for projecting graphics.
- a wide range of social enterprises and community organisations serving local people, which will be discussed further in Section 4.5

Business longevity

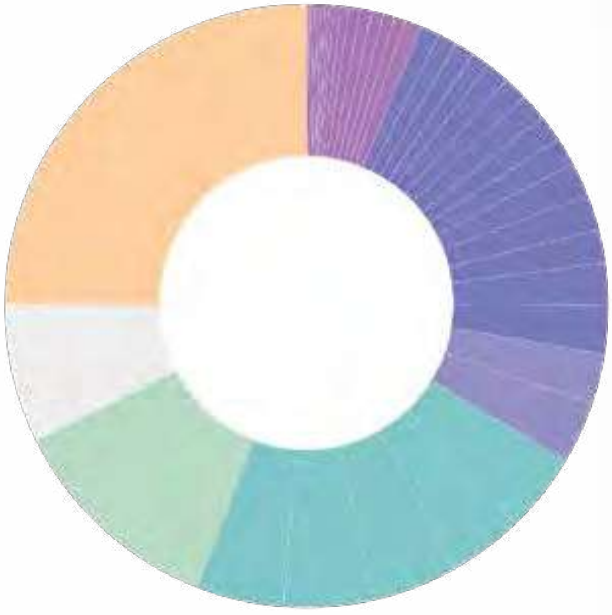
The sample consisted in large part of businesses that are fairly well established. Of businesses interviewed, 60% are over 10 years old, and just 10% of businesses interviewed have operated for less than 2 years. In terms of longevity to Wood Green, a mixed picture arises. The number of businesses operating from the area for a long time (~30% have been based in Wood Green for 10+ years) is similar to newcomers: ~30% have either set up in or moved to Wood Green less than 1 year ago. This is very distinct from a recent survey undertaken in Brixton,

SIC code spread including retail (red) and food & beverage (yellow)



%	n*	SIC Code
26	194	47 - Retail trade; except of motor vehicles and motorcycles
16	121	90 - Creative; arts and entertainment activities
9	70	56 - Food and beverage service activities
5	35	69 - Legal and accounting activities
4	28	59 - Motion picture; video and television programme production;
4	28	96 - Other personal service activities
3	23	14 - Manufacture of wearing apparel
3	23	74 - Other professional; scientific and technical activities
3	21	88 - Social work activities without accommodation
3	20	64 - Financial service activities
3	20	68 - Real estate activities
2	13	85 - Education
2	12	93 - Sports activities and amusement and recreation activities
1	11	49 - Land transport and transport via pipelines
1	9	86 - Human health activities
1	9	92 - Gambling and betting activities
1	9	94 - Activities of membership organisations
1	7	33 - Repair and installation of machinery and equipment
1	7	43 - Specialised construction activities
1	7	78 - Employment activities
1	6	16 - Manufacture of wood and of products of wood and cork
1	6	46 - Wholesale trade; except of motor vehicles and motorcycles
1	5	58 - Publishing activities
1	5	73 - Advertising and market research
1	5	84 - Public administration and defence; compulsory social security
1	5	95 - Repair of computers and personal and household goods
1	4	25 - Manufacture of fabricated metal products
0	3	10 - Manufacture of food products
0	3	41 - Construction of buildings
0	3	52 - Warehousing and support activities for transportation
0	3	77 - Rental and leasing activities
0	3	79 - Travel agency; tour operator
0	2	62 - Computer programming; consultancy and related activities
0	2	91 - Libraries, archives, museums and other cultural activities
0	1	15 - Manufacture of leather and related products
0	1	17 - Manufacture of paper and paper products
0	1	18 - Printing and reproduction of recorded media
0	1	55 - Accommodation
0	1	71 - Architectural and engineering activities
0	1	81 - Services to buildings, Cleaning activities
0	1	87 - Residential care activities

SIC code spread excluding retail and food & beverage



n*	SIC Code
121	90 - Creative; arts and entertainment activities
35	69 - Legal and accounting activities
28	59 - Motion picture; video and television programme production
28	96 - Other personal service activities
23	14 - Manufacture of wearing apparel
23	74 - Other professional; scientific and technical activities
21	88 - Social work activities without accommodation
20	64 - Financial service activities; except insurance and pension funding
20	68 - Real estate activities
13	85 - Education
12	93 - Sports activities and amusement and recreation activities
11	49 - Land transport and transport via pipelines
9	86 - Human health activities
9	92 - Gambling and betting activities
9	94 - Activities of membership organisations
7	33 - Repair and installation of machinery and equipment
7	43 - Specialised construction activities
7	78 - Employment activities
6	16 - Manufacture of wood and of products of wood and cork
6	46 - Wholesale trade; except of motor vehicles and motorcycles
5	58 - Publishing activities
5	73 - Advertising and market research
5	84 - Public administration and defence; compulsory social security
5	95 - Repair of computers and personal and household goods
4	25 - Manufacture of fabricated metal products; except machinery and equipment
3	10 - Manufacture of food products
3	41 - Construction of buildings
3	52 - Warehousing and support activities for transportation
3	77 - Rental and leasing activities
3	79 - Travel agency; tour operator and other reservation service and related activities
2	62 - Computer programming; consultancy and related activities
2	91 - Libraries, archives, museums and other cultural activities
1	15 - Manufacture of leather and related products
1	17 - Manufacture of paper and paper products
1	18 - Printing and reproduction of recorded media
1	55 - Accommodation
1	71 - Architectural and engineering activities; technical testing and analysis
1	81 - Services to buildings and landscape activities - including Cleaning activities
1	87 - Residential care activities

a useful comparison area as it is also a fast-changing town centre in zone 2-3: a study of 249 businesses, including retail businesses, undertaken for the BID and Lambeth Council, found that around 60% of businesses had been trading the local area for more than 10 years. This suggests greater dynamism in the Wood Green context.

Who are the new businesses? The businesses interviewed that have set up in or moved to Wood Green under 1 year ago belong to the creative economy, cultural related construction, logistics, advertising, marketing, event managers; and new businesses to Wood Green that belong to tech industries include: Vox Don't Miss a Word (producing software & hardware for private guided tours in UK) and Igloo Vision (making projection and mapping systems for visualisation events, training & architecture).

Map of All Businesses



- Social services and social economy
- Creative economy
- Professional services
- Personal services
- Public administration
- Sports and leisure
- Other services
- Manufacturing: paper, printing and publishing
- Manufacturing: metal, wood products
- Manufacturing: fashion and related
- Constructuon and related
- Wholesale trade
- Transport

Map of Sample Businesses





P.J. Johnson & Company timber merchant and building wholesaler on Coburg Road, established 31 years ago

Space Type: XLarge Industrial/ warehouse Unit
Space Size: 1300 sqm.
Which floor: Ground floor.
Height: Minimum 5 meter floor to ceiling height, warehouse.
Number of employees: 14 employees, 2 from BAME background.
Expectation for growth: Expect to grow and increase staff, depending on the market
Similar Businesses in the area: Paul Davies Joinery, Screed Force among others.

4.3 Employment and Enterprise space

There are a range of employment spaces and sizes currently in the area. The smallest space in our sample is 4 sqm (a self employed fashion designer-maker based at Blue House Yard) while the largest is around 3000 sqm (Turnaround Publisher); spaces exceeding this will include William Hill's headquarters and Council offices. Remarkably, beyond part of the Council's offices, we found no vacancies via our survey, reflecting the general low vacancy rate in commercial premises reported property databases (c. 1.5%).

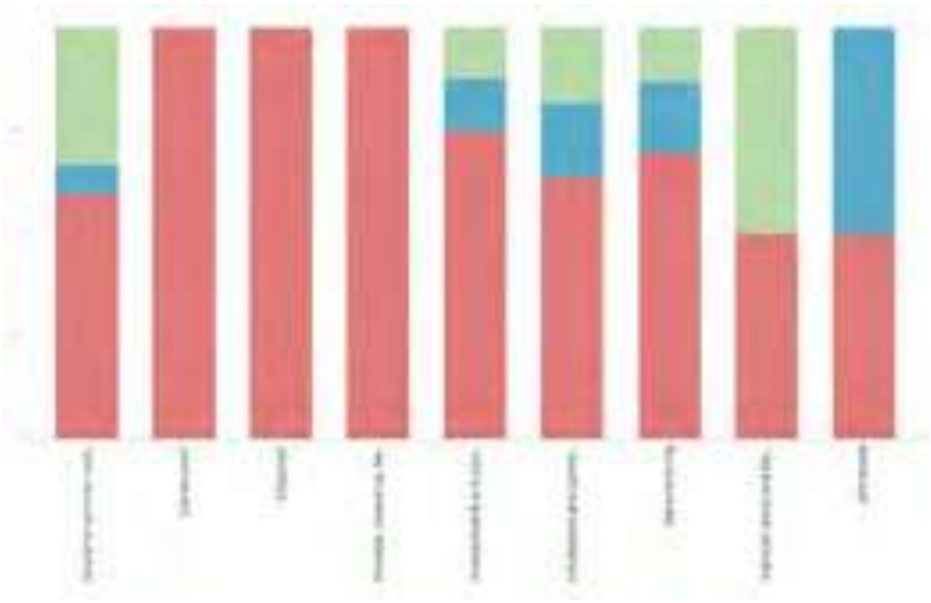
In terms of typologies of space usage, we can discern the following within our sample (see annex ii for further details):

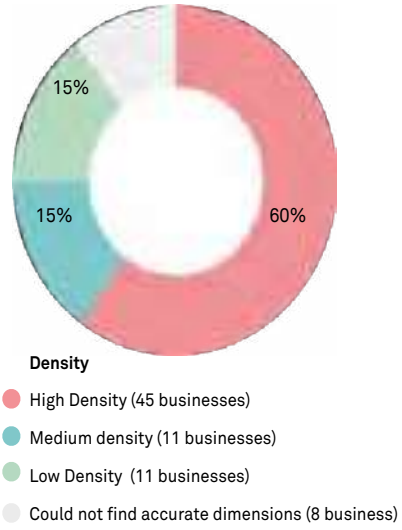
- ~ 34% use "Workroom/Studios" space: flexible B1c space, mostly light industrial units (including ground floor units), or low-spec studio/workroom units that can be flexibly used as artist&design studio, cheap office or making space. The latter tend to be on upper floors of buildings in the Cultural Quarter, and include many office functions despite not being purpose-built offices. The smallest is a 4sqm unit within Blue House Yard; the largest is a film production company using around 115sqm in a unit in Parma House
- ~ 30% use "Small / Medium Industrial" spaces (between 100-500sqm), with ground floor access; the smallest is a stand-alone 100sqm joinery business unit on a residential road, whereas the largest in this category is a car repair business on Eastern Road. Units in this category tend to have ceiling heights of at least 4m, going up to 8 or 9m, and have purpose build roller shutter doors or other access solutions.
- ~12% are business which, despite not being primarily retail / town centre uses, depend on their active frontages because of an element of direct sales to the public. These include craft businesses in units that serve both as workshop and retail unit, such as can be found in Blue House Yard; or hybrid arts venue / cafés / social enterprises like Karamel or Shine.
- ~10% use "Large Industrial" spaces, between 500 and 1000 sqm; these include, on the smaller end, a sign maker in Chocolate Factory 1; and the largest in this category is a fashion manufacturing business in Guillemot Place. It is important to note that these can both be part of multi-storey premises like Chocolate Factory, or in purpose built industrial units. Units in this category tend to have ceiling heights of at least 4m, going up to 8 or 9m, and have purpose build roller shutter doors or other access solutions, as well as shared or dedicated yards
- ~6% are in 'SME office units,' either in serviced office / buildings such as Ashley House or in converted residential premises, e.g. above shops. These tend to have ceiling heights of between 2.6 and 3m and have no particular access needs
- ~7% use "XLarge Industrial" spaces (above 1000 sqm) The smallest is a 1022sqm fashion manufacturer in Cypress House, whereas the largest is a publisher occupying 3066sqm on the Olympia Way trading estate. Units in this category, are similar to Large industrial spaces, tending to have ceiling heights of at least 4m, going up to 8 or 9m, and have purpose build roller shutter doors or other access solutions, as well as shared or, in most cases, dedicated yards.

A large number of the spaces are hybrid units involving teaching space, service delivery space, cafés, or units that combine office and production floors, either clearly demarcated or mixed.

A number of recent studies, such as the GLA Industrial Intensification Primer or the LLDC Employment Space Study, have undertaken extensive typological analysis. Salient points are summarised in Annex ii.

Employment density by sector







High Density
~11sqm/Job
Green Hippo, Parma House



Average Density
~28sqm/Job
DNM Fashion, Parma House



Low Density
~93sqm/Job
P.J Johnson

Use class

There is no one-on-one overlap between such use types and planning use classes. In terms of use class, our estimate of uses within the sample is the following (see chart) Because of their use, we would classify 10 of the 75 businesses as occupying D1 spaces, which mix in an element of service delivery such as education or care.

Unit usage and employment density

Across the sample, 60% of businesses have an employment density between 4 and 30 sqm per job (high density). This is to be expected for office-based activities, which according to the 2015 HCA Employment Density Guide tend to use around 10-15 sqm per job, as well as for co-working and some making activities. A wide range of office based activities in our Sample, such as software developers and consultancy activities fall within this category, as do most of the activities occupying 'studio-workroom' space. But even some textile and food manufacturing businesses have employment density averages of around 15-20 sqm per job, meaning they significantly exceed averages for industry (B1c light industry: 47 sqm / job; B2 industrial &n manufacturing: 36 sqm / job).

In the medium job density category (40-70 sqm / job) we find a wide range of industrial activities, including fashion, some digital hardware manufacturers, sign-makers, social enterprises relying on service delivery space (venue space), as well as some creatives and artists. There are few outliers who have lower job densities; they include car mechanics, a timber merchant / wholesaler, and a publisher. It should be remarked that at ~90sqm / job, even the wholesaler is above average as the HCA guide has this at 200 sqm / job; however such outliers do influence the average job density for the sample which is around 28 sqm per job. Given the relatively low representation of office premises and activities, and the high representation of manufacturing activities, this is not surprising.

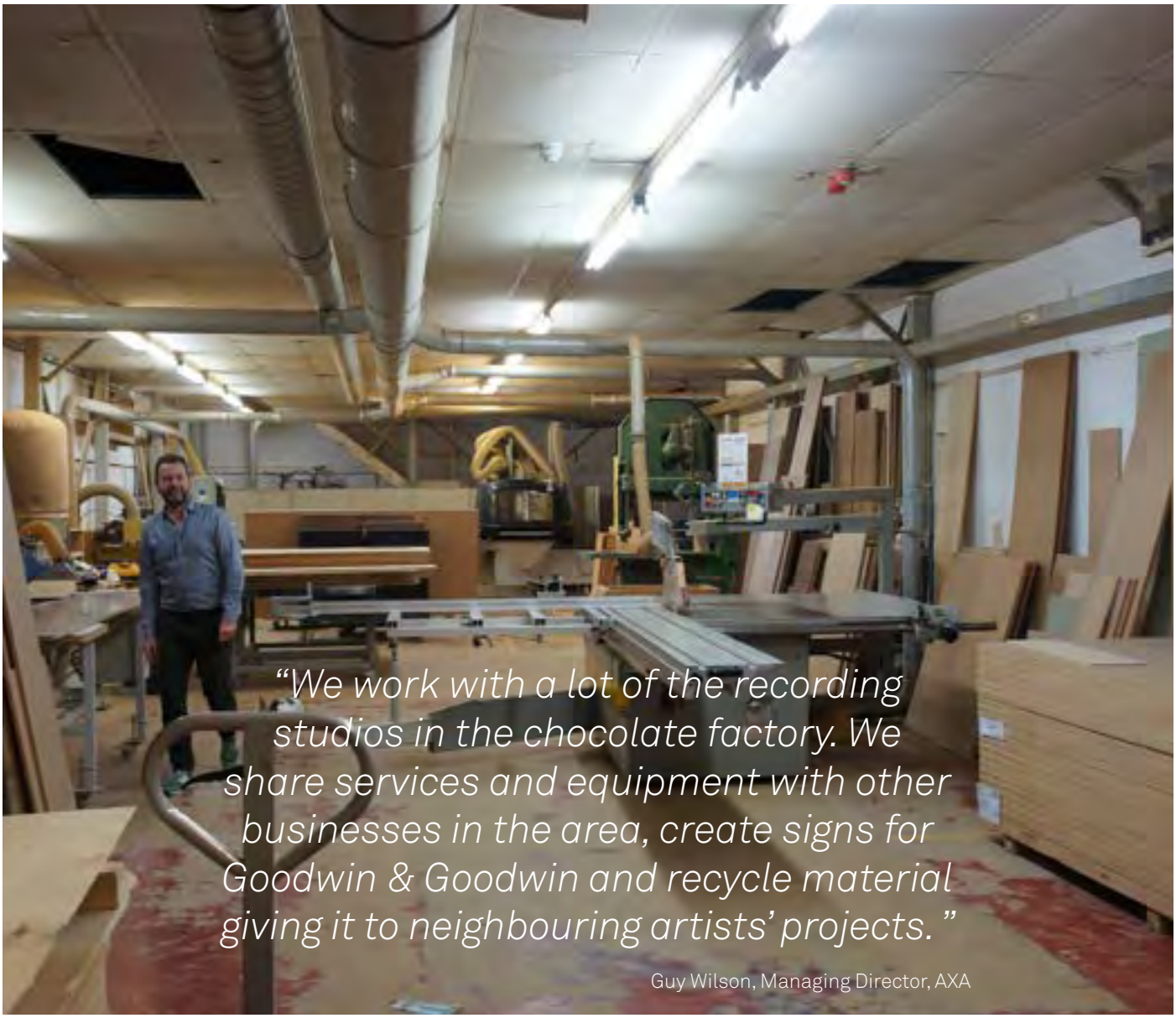
In other words, there are hints that even within 'lower density' activities, categories, higher densities are still prevalent. This means, in each of the categories, businesses in Wood green use their space efficiently, meaning that potentially the actual numbers of employees could consistently exceed estimates based on HCA averages.

One factor, certainly for the office and B1c 'studio-workroom' activities is that single units are frequently sub-divided and shared with other businesses to make them more affordable, meaning a lot of 'invisible' small enterprises are accommodated alongside bigger ones, and higher employment densities. This coincides with the finding that, of the businesses that answered this question, 50% reported needing larger premises (the remainder reported that the current premises were sufficient; none needed less space). Another element of intensification within existing units is that many business owners have modified their units according to their needs, starting from a basic B1c studio / workroom / light industrial unit and installing subdivisions, mezzanines, storage, etc.

Rent levels

Regarding rent levels, it is important to keep in mind that the self-reported data from the survey may not be fully accurate as they are based on estimates of unit size and reported annual rent levels, which may include service charges. Therefore the data should be read alongside real estate database data and stakeholder interview data. A margin of error of 15% should be taken into account.

Nevertheless, the picture as emerges from [rental levels.png] is instructive: the average rent across the sample is around £20/sqft, with 'active frontage', office-based and (somewhat surprisingly) D1 space (social enterprise) above that, and both industrial and light industrial as well as studio-workroom below that. The range is as interesting as the average. The lowest rent levels are for ground floor uses in Turnpike Lane (around £5/sqft for an internet cafe, and £7sqft for a social enterprise cafe); the highest in the sample (£42/sqft) is for an architect based at Ashley House, followed by a music PR business based in Blue House Yard.



AKA Design, for 25 years in London and for 18 years based in Kingfisher Place, Wood Green has designed and manufactured custom studio furniture desks for the post production, broadcast, recording studio and editing facilities and media environments worldwide.

Space Type: Large Industrial Unit with B1a, B2 use class mostly allocated to production while storage space is in Sheffield.
Space Size: 900 sqm with 70% workshop space, 100 sqm of office space, 200sqm of storage.

Which floor: Ground and first floor.
Height: Minimum 4-5 meter floor to ceiling height (need forklift).
Number of employees: 16 employees, potentially would need more but would require more space.
Expectation for growth: Looking for a new space of about 1600-1700 sqm.
Similar Businesses in the area: Goodwin & Goodwin, Paul Davies Joinery, Screed Force among others.

Employment space - summary: risks and opportunities

What emerges is a highly distinct mix of space which sets Wood Green apart from many other town centres. The legacy of multi-storey former factory buildings has led to an abundance of affordable, flexible 'studio workroom' units, which are complemented by ground floor light industrial and larger industrial units. Whilst there are some small office premises and larger offices, these are under-represented compared to other town centres, as is co-working - where other town centres like Brixton have seen multiple co-working initiatives, often supported by the Council, this is still absent in Wood Green.

It is important to remark that many of the versatile, affordable high density studio-workroom and light industrial units are in buildings that stand to be affected by ongoing redevelopment and regeneration. Wood Green's key distinct advantages may therefore be at risk - affecting a wide range of productive businesses, including but not limited to fine artists. Bakers, fashion designers and manufacturers, sign-makers and part of the music cluster may all be at risk - however, from understating the units that they are in, as discussed above, comes the opportunity to re-provide such units - not for particular companies, as that is generally hard to achieve, but by providing units across a range of sizes, with the right ceiling height, access arrangements and, in some cases yards.



London Calling, Print distributors based in the Bittern Place, Wood Green

Space Type: Large Industrial Unit with B1a, B2 use class.
Space Size: ~600m2
Which floor: Ground and first floor.
Height: Very high (head height office, warehouse space enough for forklift / two pallets high, 7.5 m)
Number of employees: 25 employees
Expectation for growth: Remain the same
Similar Businesses in the area: MDA Fashion, Turnaround Publisher Services.

* Richmond Business Improvement District Analysis Perception Report, 2016, https://berichmond.london/wp-content/uploads/2017/11/Perception-Analysis-Summary-Report.pdf

** Brixton Economic Action Plan 2017, https://www.lambeth.gov.uk/sites/default/files/Brixton-Economic-Action-Plan-2017-v1.pdf

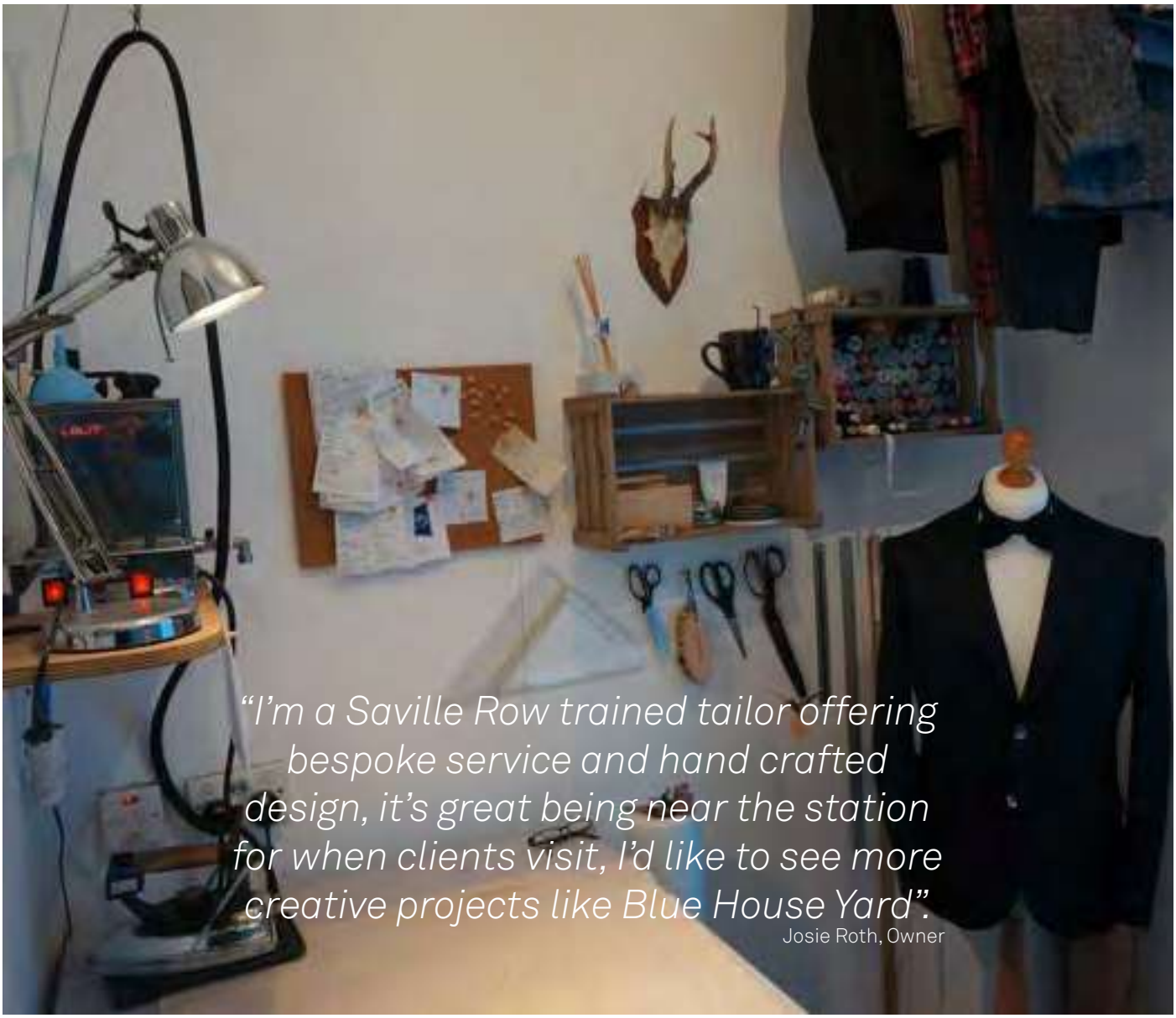
4.4 Business views

A range of questions were asked about how businesses saw the future, their space needs and how this interrelated with the regeneration plans for the area. One key outcome is that around 75% of the businesses surveyed in Wood Green expect to grow in the coming year, versus 25% staying the same, and just one businesses expecting to shrink. Though the questions asked differ slightly, this would put Wood Green in solid positive territory in the ICAEW Business Confidence Index, a widely accepted business confidence measure, with which it would compare favourably for the first quarter of 2018. In particular, it compares favourably with the BCI outcomes for London as whole, which are negatively influenced by negativity in the Banking, Finance and Insurance, and property sectors, particularly in larger firms. Wood Green's diverse, creative SME economy is more optimistic, and the differences per sector amongst the sample are fairly small. These data show the general forecasting from last chapter is supported by survey data, which gives additional confidence about the potential for endogenous growth (growth from existing sectors) to add to other sources of growth.

In terms of growth constraints, the cost and availability of premises is the most important growth constraint for many: cost was cited by 21% of businesses surveyed, whereas availability and suitability of premises was cited by 23%. General confidence in market opportunities developments were cited by 19% as main constraint, more so than skills issues, cited by 12% - mainly a factor for a group of production-based businesses requiring semi-skilled labour. This compares favourably with a survey recently undertaken in Richmond by the BID* where skills shortages affected 58% of respondents.

The businesses report being attached to Wood Green, citing that there is a sense of belonging in the area and many business have local supplier and collaboration networks. Many businesses and local networks and institutions share space, resources, skills, exchange labour, train local people and involve young people as well as cooperating with and producing work for each other. While 30% of businesses were unable to list any negative feelings about Wood Green, the main issues raised were safety, poor image and lack of parking - which are issues that are frequently mentioned by other local business surveys such as recent ones in Brixton** and Richmond, as well as in findings by the Future Wood Green Business Improvement District. These findings are not out of the ordinary, but give some relevant clues for improvement.

Regarding the Area Action Plan, data are hard to compare with other town centres as this is not a question often asked. Generally businesses are unaware of the future plans for Wood Green and how this will impact the area, and a seizable 30% of businesses interviewed have negative feelings with regards to the impact of the Wood Green Area Action Plan on their business - nearly always caused by anxieties of having to relocate or face increased space costs.



Josie Roth, Bespoke tailor based in Blue House Yard, Wood Green

Space Type: Workroom/ studios with a yard used for outdoor markets and events
Space Size: 5 sqm
Which floor: first floor
Height: standard floor to ceiling height.
Number of employees: 1, self-employed.
Expectation for growth: Plans to grow and increase.
Similar Businesses in the area: Beautiful Ornate Pieces, Tattersal Hammarling And Silk among others.

4.5 Wood Green's Social enterprise and creative economy

The creative and social economy are vital to Wood Green, and are often intertwined in that many creative businesses in the area have a social mission and many social enterprises or charities use creative approaches.

In Wood Green, creative arts and enterprises, defined as made up of SIC Code 59 and 90, made up 31% of all businesses, and social enterprises around 12%. It has to be remarked that the SIC code definition is not flawless for this purpose; for example, Nesta's "A Manifesto for the Creative Economy" remarks that fashion design does not have its own SIC code designation and is an important part of fashion manufacture; actual creative content in the Wood Green business base is therefore likely to be higher than reported here.

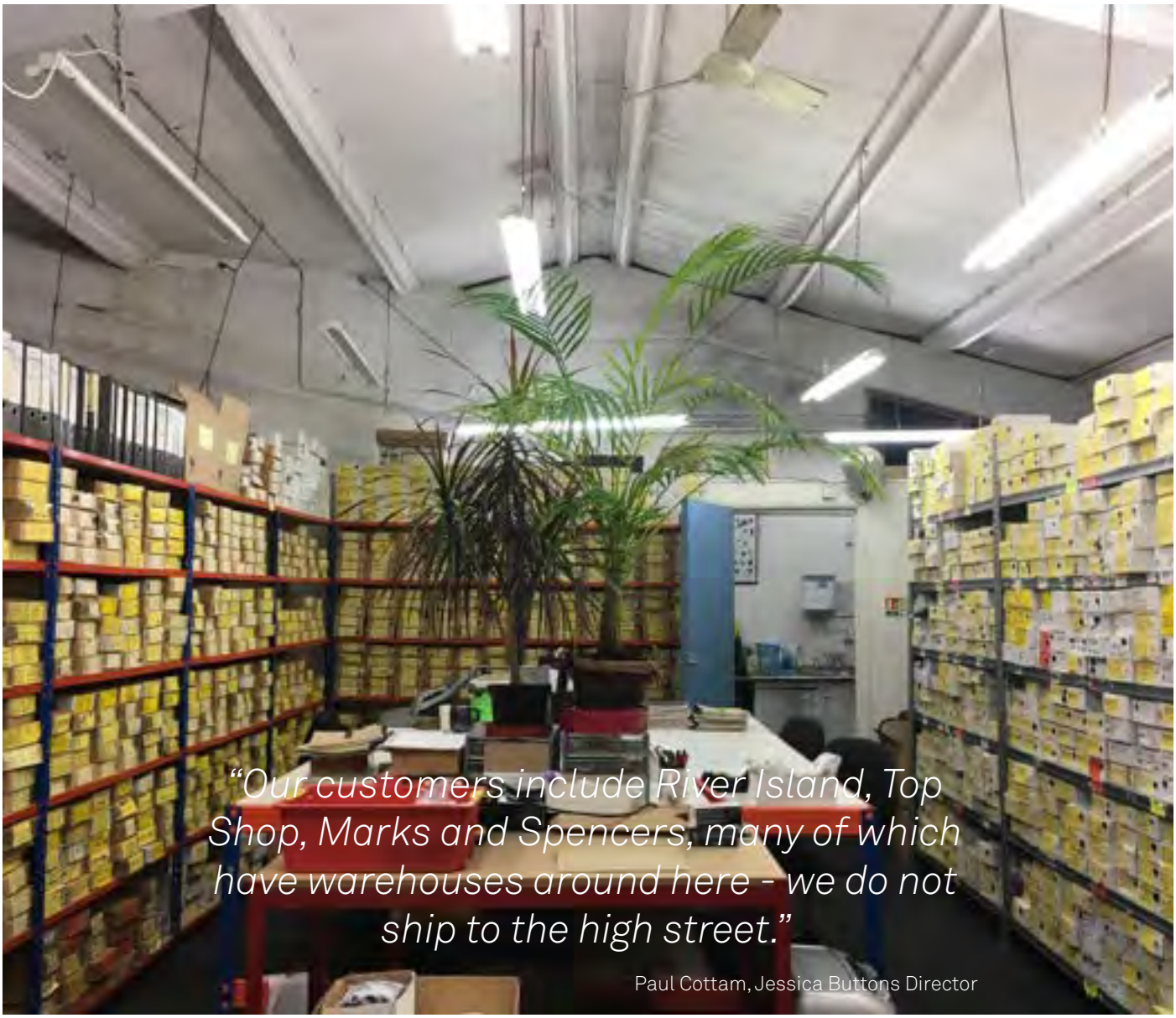
In the section below we summarise the key findings of the survey regarding both sectors, complemented by a general commentary and comments from the stakeholder interviews. The headline message is that both sectors have clear growth potential, which even though other factors also matter could be either enhanced by an intentional approach to employment space or stymied if such an approach is not taken.

Wood Green's creative economy - introduction

Wood Green has a strong existing presence of cultural and creative businesses, centred on the area known as the cultural quarter or Wood Green Cultural Quarter. Though many of the buildings in this area started out primarily accommodating a large number of fine artists, for many of whom their arts activities were not their main source of income, this has changed more recently and the area is now home to a wide range of creative enterprises, from fine arts to music and from fashion to creative media and a host of other 'digitally native' companies. This mirrors a broader London trend across both the UK and London, of growth and diversification in the creative industries. Whilst the sector is notoriously hard to define, in this document we have used Nesta's proposed specification of DCMS' standard definition of the creative industries, namely "those sectors which specialise in the use of creative talent for commercial purposes" (REF Nesta 2013). As remarked above, it is crucial to understand how within the cultural sectors, complex value and supply chains mean that well-known cultural institutions and sectors are often connected to more industrial activities across a wide range of locations (REF Made in London); Haringey's fashion manufacturing activities are for example intimately connected to the high end fashion sector and events in the West End.

One of the key characteristics across the UK and London has been the relatively faster growth of the creative economy than the economy as a whole, both in terms of jobs and value (REF Nesta 2016). In 2017, the creative industries' output in London was £34.6 billion, accounting for 47.6% of the UK total and 10.7% of the total Gross Value Added in the London economy (REF GLA Economics 2015). At the same time, competition from residential and other higher-value uses is pushing out industrial and commercial activities, beginning with the lower-value activities. The fast pace of industrial land loss has been documented in the evidence base for the new London Plan, and with regards to creative production spaces in particular 3,500 sites of production are projected to be lost between 2015 and 2020 (GLA CLT research and recently confirmed), threatening the continued innovation in the creative industries and cultural economy.

Even irrespective of its growth, the creative economy's role within the London economy is significant. In 2017, the creative industries' output in London was £42 billion, accounting 11.1% of the total Gross Value Added in the London economy (up from 10.7% in 2014) (GLA Economics 2017), and providing 882,900 jobs (In



Jessica Buttons, an independent wholesaler of buttons -owned by a Haringey resident - supplying large name high street retail at the lower end of Clarendon Road.

Space Type: Small medium industrial in B1c Unit.
Space Size: 204 sqm .
Which floor: Second floor.
Height: Double height
Number of employees:7, with 3 living locally.
Expectation for growth: Plans to grow with required increase needs in floorspace.
Similar Businesses in the area: Gimme5/Stussy

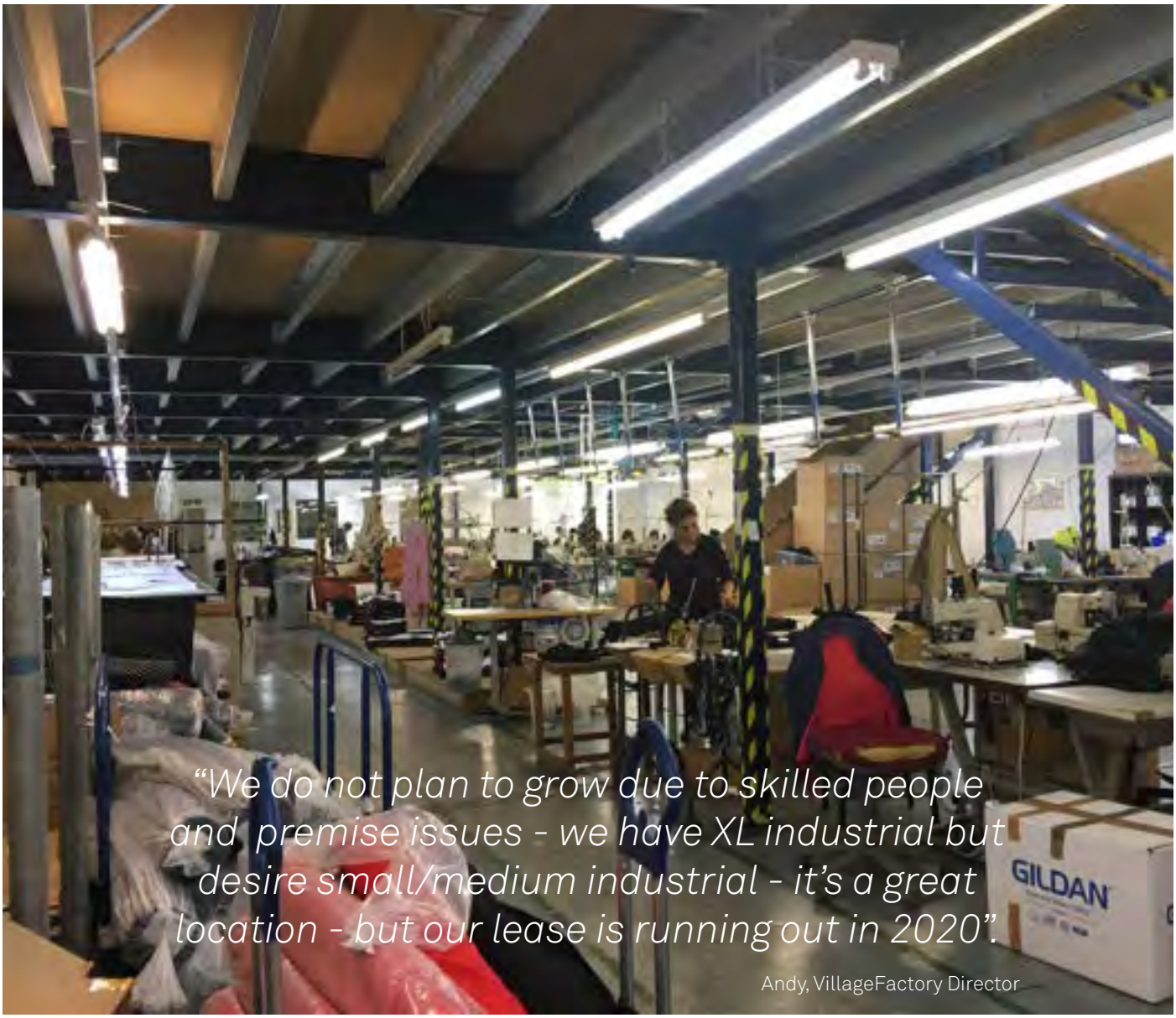
2014, this stood at 795,800 jobs) (GLA Economics 2015/2017).

We already remarked how, beyond fine arts a few clear sub-sectors emerge, including fashion design & manufacturing, music recording and production, and a wide range of 'small batch' production and small scale manufacture activities, which includes activities such as sign-making, furniture and other woodwork. Notably, all three of these are growth activities. For example, the economic value of fashion in East London alone grew from £805million to £1.282billion pa (an increase of 59%) between 2010 and 2015. The sector has added more than 10,000 jobs (22,700 to 32,800 - a rise of 45%) in the same period. In addition, fashion manufacturing in East London bucked the trend of decline seen across manufacturing in London to be the fastest-growing sub-sector, with a 94% increase in employment (an additional 2,600 jobs) and 128% increase in GVA, to £217m. (BOP 2017). Haringey's role in this east London fashion industry has been important, with the Manor House fashion cluster being a key location for both training and production. Interviews show that the Wood Green fashion activities, which includes businesses such as Blue Nile Clothing, DNM Fashion, QRI Limited and Village Factory, but also self-employed designer-makers like Josie Roth can be seen as an extension of this cluster. Meanwhile, across the UK the fastest growing area of creative industry employment since 2011 has been Music, Performing and Visual Arts, again a sector in which Wood Green has significant strength, although the loss of Mount View theatre school is widely recognised as a loss to the area.

Wood Green's creative economy - key findings from the survey

Regarding the survey data, where with 23% of the sample businesses in SIC Code 59 and 90 were only slightly under-represented vis-a-vis the total non-retail business population, a few key points emerge. Because the overall numbers within the sample are logically small, these are captured here as qualitative points rather than quantitative data.

- Diversity: from fine art printing to advanced event graphics projection, and from sculptors to complex niche activities in the music sector, this is a group of activities and businesses that is hard to summarise, but which certainly far exceeds the confines of pure 'fine arts' - even without taking the fashion sector into account. This move from 'pure fine arts' to creative businesses' is increasingly a feature of the creative economy in Wood Green, according to several stakeholder interviews. The point of diversity also regards business size and longevity: there are a few very established businesses, such as Goodwin & Goodwin (formally a manufacturing business hence not part of the narrow creative economy category), who started in age area eight years ago occupying a 12 sqm unit, and grew first to ~600 sqm and now occupy 1000m2, with a £1m annual turnover and 28 employees. But equally there are also a great number of sole traders and other micro businesses, as well as recent arrivals in the area, particularly those operating on the intersection digital and manufacturing activity, such as the intersection of hardware and software development for specialist events and creative sector supply chains.
- Space needs: the diversity implies a great diversity in space needs; many of the fine artists occupy small studio/workrooms (4-20 sqm) in the area's well-known creative buildings like the Chocolate Factory or, more recently, Blue House Yard. Others occupy larger studio/workroom spaces (e.g. post production studio Stella Polaris: 50 sqm in Chocolate Factory 1, or video producers Cheekyfire: 100 sqm in Parma House), small or medium size industrial units, such as graphics protection specialists Green Hippo (which occupy ~300 sqm on the third floor of Parma House and who are looking to grow) or AKA Design, bespoke designers and manufacturers of custom studio furniture desks for the music industry, who occupy ~900 sqm on a ground and first floor unit in Kingfisher Place. What this shows is that the creative sector activities in Wood Green



"We do not plan to grow due to skilled people and premise issues - we have XL industrial but desire small/medium industrial - it's a great location - but our lease is running out in 2020".

Andy, VillageFactory Director

Village Factory, a maker of womenswear.

Space Type: Extra Large industrial, made up of office space, communal cantine, storage space on the higher mezzanine, sample room and showroom.
Space Size: 1022 sqm.
Which floor: Ground Floor.
Height: 5ft height.
Number of employees: 5, with 80% from Haringey.
Expectation for growth: No growth expected.

frequently crosses over into manufacturing activities, and maintaining the current strengths of the area would require larger light industrial and small manufacturing units as well as smaller flexible studio-workroom space. The earlier example of Goodwin & Goodwin also shows that growth trajectories can be fast - the idea of this economy as purely a micro-business economy is not correct. What is evident is the reliance on affordable space - a higher than average number of businesses cite this as a main concern.

- Cluster behaviour: proximity in the same area does not always imply 'cluster' behaviour, which implies valuable economic ties between co-located businesses. In the former case, businesses may just be attracted to similar location factors such as affordability, space availability, transport links and access to talent, whereas clusters actually mean firms are attracted to and derive value from being near specific other businesses. Both seem to be occurring in Wood Green: around a quarter of the businesses interviewed shared not just space but also e.g. equipment, networks, staff or other resources, or traded with each other; and this was particularly prevalent amongst the fashion industry and wider creative sector - and many say this is critical to their survival. The Wood Green 'eco-system' therefore clearly appears to be more than just a large number of businesses located in proximity.
- Business growth potential: though the numbers of this sub-sample are small, roughly the same percentage of the cultural & creative businesses are looking to grow in the coming year, a slightly higher figure than for the sample as whole. In our interviews, many of the businesses in this sub-group have told us of us of their space constraints and how it impacts on growth.
- There is some suggestion that space demand is suppressed by supply. Meanwhile Space, who have lots of comparable sites across London, were struck by the high quality of local applicants to their affordable creative studio offer, suggesting to them that pent-up demand for this kind of creative studio / sales space is higher than elsewhere and suggesting significant growth potential). This is true for both the studio and retail space / market offer in Blue House Yards, and something that chimes with other areas in London, such as Old Kent Road: because of the overall pressure on affordable, versatile space, new offers of studio-workroom space or small and medium scale making space tend to fill up fast.
- Consumption as well as production space: a sub-segment of the businesses rely own direct sales to the public, and both stakeholders and some of the businesses remark that there is a lack of opportunities locally for the 'consumption' of creative production - both venue space and (potentially shared) retail / gallery space for the creative output of the area is lacking.
- There is overlap between the creative and social economy; with many social enterprises and charities using creative means to achieve their aims, such as Studio 306 Collective CIC, whose motto is "Recovery through Creativity": a group of skilled arts and craft practitioners specialising in designing high quality ceramics, jewellery, sewing craft and screen printed products, their aim is to empower disadvantaged local individuals by offering a creative routes to recover from mental illness.

Creative economy - conclusions

Our survey interviews show both the diversity and appetite for growth in the creative sector in Wood Green. The creative economy in Wood Green is not a marginal activity but a diverse, broad-based and dynamic sector. This reflecting the growing strength, relevance and growth potential of this sector to London and the UK as a whole. In various definitions, which can include 'digitally native' companies in the tech sector as well the growth in high end specialist 'small batch' production (which can include e.g. food as well as furniture and fashion), nearly all activities with a high creative content stand to grow in the London economy. The influential



"We are a family owned business, which supplies to Asos."

Farida, Blue Nile Product Designer

Blue Nile Clothing, a sample manufacturer and designer of garments for high street companies and internet buyers, mostly for London customers with a production base in Romania. Manufacturing and design of garments.

Space Type: Large industrial, made up of office space, storage space on the higher mezzanine, sample room and showroom.
Space Size: 839 sqm.
Which floor: Ground and first floor.
Height: 6 meter minimum with mezzanine.
Number of employees: 40 , 20 from BAME background.
Expectation for growth: Grow, yet no more requirements for workspace.

LSE economist Carlotta Perez says that novel job-creating activities for advanced urban regions like London involve, amongst others, high end production such as highly customised products with rapid adaptability, including digital manufacturing as well as traditional craft, as well as the 'experience economy' and emphasis on well-being driving creative industries as well as food and leisure. Wood Green is well-positioned to benefit from this, with its deep roots in the creative sector complemented by an availability of a wide range of spaces sizes and specifications.

However, this type of space - and therefore the wider potential of the creative sector in Wood Green - is at risk in the context of redevelopment proposals, some of which are now in an advanced stage. A proactive approach is needed, firstly to ensuring space remains available and affordable, and that the space range on offer does not get narrowed to merely offering 'creative offices' without the physical production element.

Ensuring a mix of broad B1c spaces between 10m2 and 300m2, with a diverse range of ceiling heights, ground floor access for productive purposes and a degree of active frontages will be the key to survival and success of this cluster; given the increasing scarcity of this space in London and evidence of suppressed demand, this is not just about responding to existing or ready-quantified demand - it is also about attracting such activity from across London, which could enhance both the wood Green economy and its unique character as a place. On the other hand, if its was to be lost, it is not necessarily evident what would replace it

Whilst space has been the focus of our study, it is important to reflect on the fact that this is not the only factor that matter. Nesta's Creative Economy Manifesto makes a particular point about this, citing that investing in creative and entrepreneurial skills, supporting local institutions underpinning and representing the sector, or attracting new ones, all matter. "It is creative talent which, ultimately, drives innovation and growth in the creative economy. Policymakers should always weigh the opportunity costs of investments in 'bricks and mortar' against the benefits of other interventions (for example, training sessions or work placements and internships for creative graduates) which may have less visible outputs, but be more beneficial in the long run."

Therefore, maintaining space for this sector is not about creating highly specific (sub)sector 'cluster' buildings, high profile 'creative business incubators' or arts centres (it is well understood that public sector attempts to create clusters in this manner have generally had mixed success at best). Instead, it is about a focus on general condition setting - ensuring diversity of space, including for productive and higher value activities, so that the existing critical mass can flourish. To quote from Nesta again: "The lesson is to recognise and build on existing strength and let it evolve over time rather than to build something new from scratch or stamp a particular direction on it; and to focus on people as well as buildings, in on-going engagement with existing and new businesses as well as potential anchor institutions and partners."his in turn will enable Wood Green to be known for this which could serve to maintain and attract high quality workforce, and strengthen the residential and retail market of the town centre.



Stella Polaris, a boutique audio post-production studio nestled in the Chocolate Factory 1, providing a first-class professional yet friendly service and welcoming environment to activate, stimulate and encourage creativity.

Space Type: Workroom/Studio which has been self retrofitted to host two main recording studio and a small highly insulated studio a small mezzanine for storage and kitchen.
Space Size: 50sqm
Which floor: 2nd floor of Chocolate Factory 1.
Height: Minimum 4 sqm for good acoustics.
Number of employees: 5 employees.
Expectation for growth: grow, ideally one more studio, would like to partner up with other people and set a bigger business, create a film production company. The goal is to help using film to create awareness.
(e.g.. Movies for refugees).
Business Network: BBC united E, the Voice.
Similar Businesses in the area: Creative Youth Zone, Sonustech Digital Solutions among others.

Wood Green's social economy - introduction

Wood Green has strong existing presence of social ventures, with a presence across the AAP area. Their activities are a mix, in that some of them fall within the traditional voluntary and community sector, encompassing religious groups, community organisations and social service delivery organisations amongst others, whereas others are social enterprises, creative ventures with a social mission or entrepreneurial charities.

The social economy is similar to the creative economy in that it is notoriously hard to define. There is no neat definition according to SIC codes, as the activities of social ventures can go across 'sectors': the social economy is as much about how ventures are run as about what they do. In this study, we included self-defined social enterprises, charities and other businesses that emphasise their social mission; this comprises 14% of the total business population and 30% of the sample.

Compared to the creative economy, the social enterprise economy is less theorised and researched, particularly at sub-national level. London-level data are harder to come by - last GLA report into social enterprise is over 10 years old. At national level Social Enterprise UK's annual report gives insight in the growth and importance of the social enterprise sector, which contributes £24 billion to the economy and employs nearly a million people. Moreover, it reports that, like the creative economy, this is a sector in the economy which grows faster than average: "it continues to outperform mainstream SME's against a range of business metrics: turnover growth, innovation, business optimism, start-up rates, diversity in leadership and more", though austerity has impacted on growth rates and future expectations.

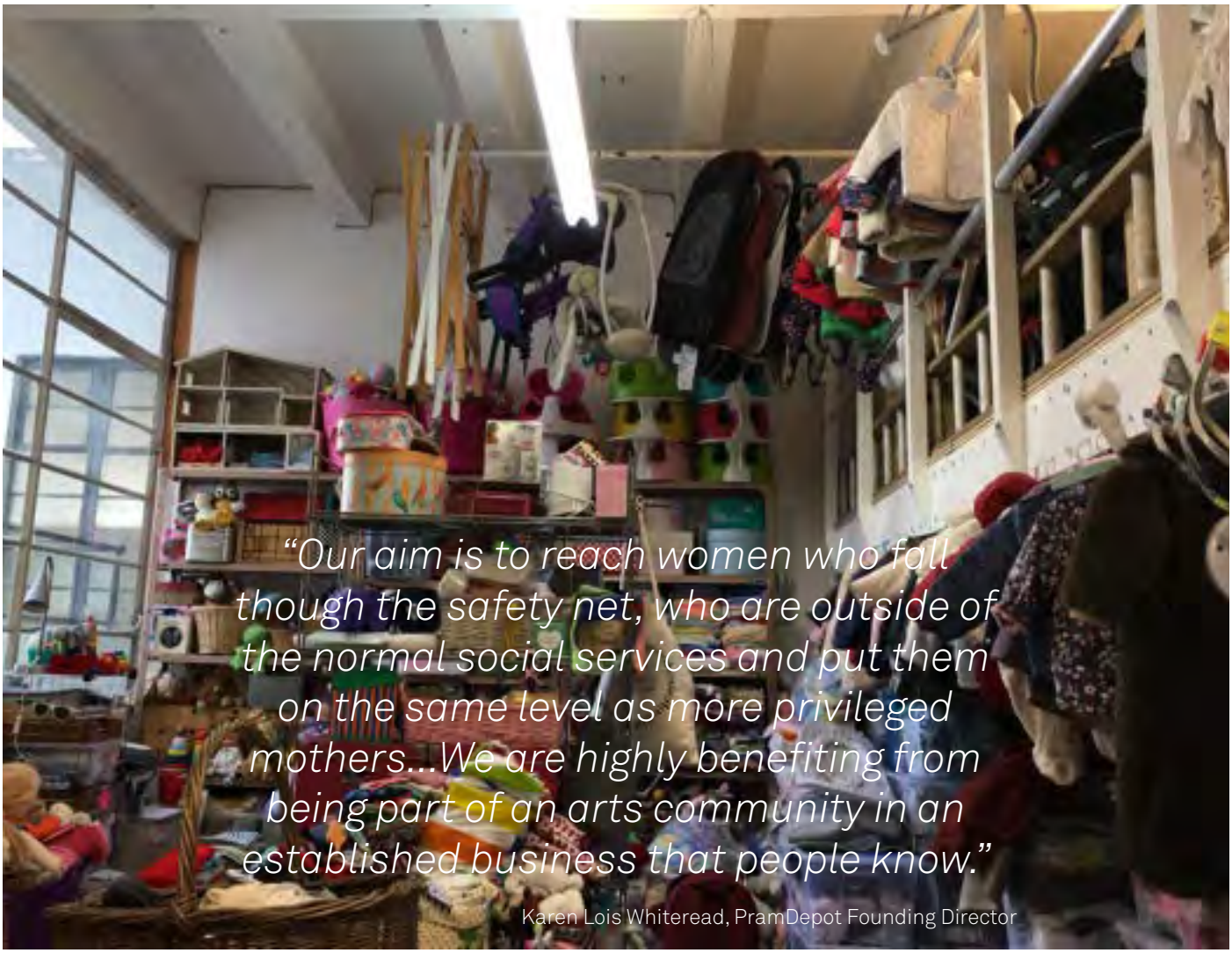
Many, though not all, social enterprises and charities, are small or micro, and provides goods or services directly to the general public. With higher than average start-up rates, 25% of social enterprises are under 3 years old, three times the proportion of start-ups compared to SME's (8%). Over a third nationally operate at a neighbourhood or local level, with reach into communities; eight out of ten (79%) social enterprises recruit over half of their staff locally. Frequently, they employ people from disadvantaged backgrounds - for many, like 306 Collective, a social enterprise, that is their mission.

Wood Green's social economy - key findings from the survey

At hyperlocal level, national data is complemented by a recent report on the Haringey and Noel Park ward focussing on the Noel Park Big Local Group, UnLtd activity, as well as generally emphasising the benefits of the sector. The document highlights how the recent momentum in the local social enterprise sphere has been driven largely by the Noel Park Big Local Group, UnLtd activity in the area and active members of the community coming together to devise ways to support the growth and development of social enterprise; however, beyond the many recent start-ups in Wood Green, there are also more established organisations like the EDFAL Community Association and mosque, who have been in their present location for 20 years.

Across the sample, a number of key points emerge. Again, because the overall numbers within the sample are logically small, these are captured here as qualitative points rather than quantitative data, and survey data have been complemented by stakeholder interviews.

- The social economy in Wood Green goes beyond the 'charity' economy: Across the area as well as in the sample, social enterprises or other businesses with an explicit social mission outnumber charities 3 to 1.
- Like the creative sector, the social economy is extremely diverse - not just in sector but also in development stage. In sector, many ventures build on the creative cluster: besides the Studio 306 Collective, this ranges from self-employed artists working actively to share skills with young people to Shine, a multifunctional space creative and



Pram Depot, a project that provides emotional support, recycled baby clothes and equipment to new vulnerable, disadvantaged and marginalized mums (asylum seeker, mental health, prisoner, escaping domestic violence).

Space Type: Workroom / Studio with showroom, extensive storage, small open desk/office and kitchen.
Space Size: ~90sqm with mezzanine and 8sqm of other storage space.
Which floor: Upper Floor of Chocolate Factory 1.
Height: High ceiling enough to have mezzanine.
Number of employees: 5 employees, 2 from local area 50 volunteers.
Number of beneficiaries: 300-500 mothers who are 90% from BAME background and very often don't speak English, most of them are women with mental health issues, in prison (form 3 prisons), with drug or alcohol abuses, asylum seekers, refugees and escaping domestic violence, trafficked women (prostitutes). 50% of the supported women from Birth Companion live in Haringey and receive home deliveries.
Expectation for growth: Planning to expand due to a big problem with balancing stock and delivery. A larger space would allow them to involve disadvantaged women in the process.
Similar Businesses in the area: St. Ignatius, Challenge consultancy, Urban Futures, among others.
Business Network: Work with Helen Bamba foundation, Birth companions, Haringey Migrant Support, HMS mums in Tottenham and are part of local networks like Stripy Stalk Network, Muswell Hill mums, Wood green parents.

enterprise space providing opportunities for people in the recovery from alcohol issues, or Creative Youth Zone, supporting young people with music aspirations and enterprise. On the other hand, established service delivery charities include for example, St Ignatius, which provides accommodation and support to vulnerable adults; other notable social enterprises include PramDepo, who provide high quality baby clothes and equipment to struggling families, Area 51, a specialist education college focussed on people with severe learning disabilities and Challenge Consultancy, an equalities and workplace rights training organisation. In development stage, the difference between established and fledgling organisations is important: a range of established organisations manage complex operations and their associated spaces, whereas young organisations sometimes work from home or use a range of local ventures.

- Logically, space needs are as diverse as the activities within this group, ranging from martial arts studios, goods sales, tuition centres, consultancy and training organisations, arts studios to a wide range of service delivery spaces. The spaces used by these ventures range from 15-50 sqm studio workrooms (e.g., a mission driven artist in Chocolate Factory 3) to medium-sized light industrial / studio space (e.g. 306 Collective: ~140 sqm, also in Chocolate Factory 3) to up to 300 sq m of flexible space (Shine) or Area 51, occupying over 1100 sqm in a former candy factory. Some, like Explore Learning, a tuition centre, use ground floor retail units; many mix in with the space infrastructure of the Creative Quarter. Many established organisations aim for expansion and are severely constrained by current facilities, whereas particularly for new organisations, there seems scope for co-location of some organisations. This may enable them to share office space, part-time co-working space, and flexible, low-threshold bookable venue space that can be used for a wide range of service delivery activities whether creative, physical activity-related or educational.
- In terms of beneficiaries - we estimate that this could run well into the 1000s; in our sample, based on 14 organisations that answered this, we estimate around 400 beneficiaries on average per venture, meaning our sample alone could support up to 6000 people with various needs; ranging from homeless people, people struggling with addiction, those with severe learning disabilities, to struggling families with young children, and women form specific ethnic minority groups. Even the more fledgling social enterprises, not all of which may survive after initial start-up support by organisations like UnLtd, frequently provide pathways for their founders from unemployment to entrepreneurship or employment. The social value of this - though hard to quantify, is enormous both in terms of social capital and networks, itself the driver of several health and well-being outcomes and specific impacts on various target populations which would otherwise rely more heavily on Council services.
- Growth potential: though the numbers of this sub-sample are small, like the creative economy roughly the same percentage of the social economy are expecting to grow in the coming year

Social economy - conclusions

Like the creative economy, the social economy in Good Green is vibrant and diverse. Given the diversity of activities across this group, there are no typical social enterprise spaces; rather they rely on the availability of affordable, flexible spaces across a wide range of size and specification. For example, a ground floor unit across a range of 50 to 150 sqm with generous ceiling height of 4-5m of clear space could (and in some cases, already do) function as retail / food and beverage unit, as office with mezzanine, as studio/workspace, as light industrial unit - or as places of religious worship, training provision or other service provision. In many cases it is not the type of unit in itself, but the affordability, lease arrangements and fit-out provisions at the moment of delivery that enables or hampers its successful use for community purposes.



Shine, a multi-purpose community-led social enterprise and small business hub on turnpike lane, which aims to help train local people who are experiencing difficulties with homelessness, drugs, alcohol and mental health.

Space Type: Small / Medium Industrial with active frontage. 10% office and the rest multi-purpose holistic space used for classes and exhibitions.
Space Size: ~350 sqm.
Which floor: Ground Floor, facing the high street.
Height: Standard retail floor to ceiling height.
Number of employees: 5 and 3 volunteers of which 2 are from the local area (Planning to take on two more people staff and four volunteers).
Number of beneficiaries: Supporting Haringey based clients through fitness and well-being classes (465 people), skills and personal development classes (198 people), events and exhibitions (163 people).
Expectation for growth: Plan to remain in existing space but convert some of the current use into cafe.
Business Network: Part of the social enterprise is based on forum while collaborating on projects, sharing space with other social enterprises / businesses.
Similar Businesses in the area: Haringey Literature Live, Karamel Restaurant, EFDAL community centre, Ategi - Shared Lives, among others.

It is crucial to note that the classification of space as D1 instead of B1a / B1c can be helpful in lowering its real estate value and hence increasing its affordability to a broad range of social ventures as work, service delivery or flexible venue space. For example, Impact Hub Kings Cross on York Way, a workspace and events venue for mission driven businesses is located in the Regents Quarter office development but can afford its central location because of occupying a unit designated for community, health and educational purposes.

Other recommendations regarding the social enterprise sector have already been captured in Haringey's 2017 social enterprise report, which was based on survey work undertaken in the Noel Park ward area in particular, and which highlights the importance of creating accessible space for social enterprise, as well as the need for capacity building in the sector and for fundraising support to enable the sector to become more resilient. An accessible space could become the platform for such support infrastructure.

It is also worth noting that Councils such as Hackney and Lambeth have explicitly recognised the role of this sector, in Hackney by becoming part of Social Enterprise UK's 'Social enterprise place' network, and in Lambeth by explicitly including it as a key sector in the Brixton Economic Action Plan. Lambeth Council as also enabled and co-invested in local facilities for mission driven businesses such as Impact Hub Brixton, co-funded by the London Regeneration Fund on a Council-owned 5-year meanwhile site, and International House, a large Council-owned office building on a 5-year meanwhile lease to a provider offering both commercial rate office space and free / heavily discounted space for community ventures and other social impact initiatives.

Like with the creative sector, the future success of the social enterprise sector is about more than space. Procurement, network development, financial support and talent development all play a role. However, there is an opportunity to increase the visibility and critical mass of this sector by creating a space that can act as a hub for social enterprises - including co-working and venue space. Such a space, if positioned and managed well, could act as a platform for peer network development, events and relationships with funders. This is the role fulfilled by The Social Justice and Human Rights Centre in Vauxhall, a 6000 sqm shared office and events space facility focussed on charities and social enterprises, developed by the Ethical Property Company and funded through commercially competitive investment from a range of large charities. Alongside a diversity of spaces across the AAP area, such a building could add to the dynamics and success of the sector.



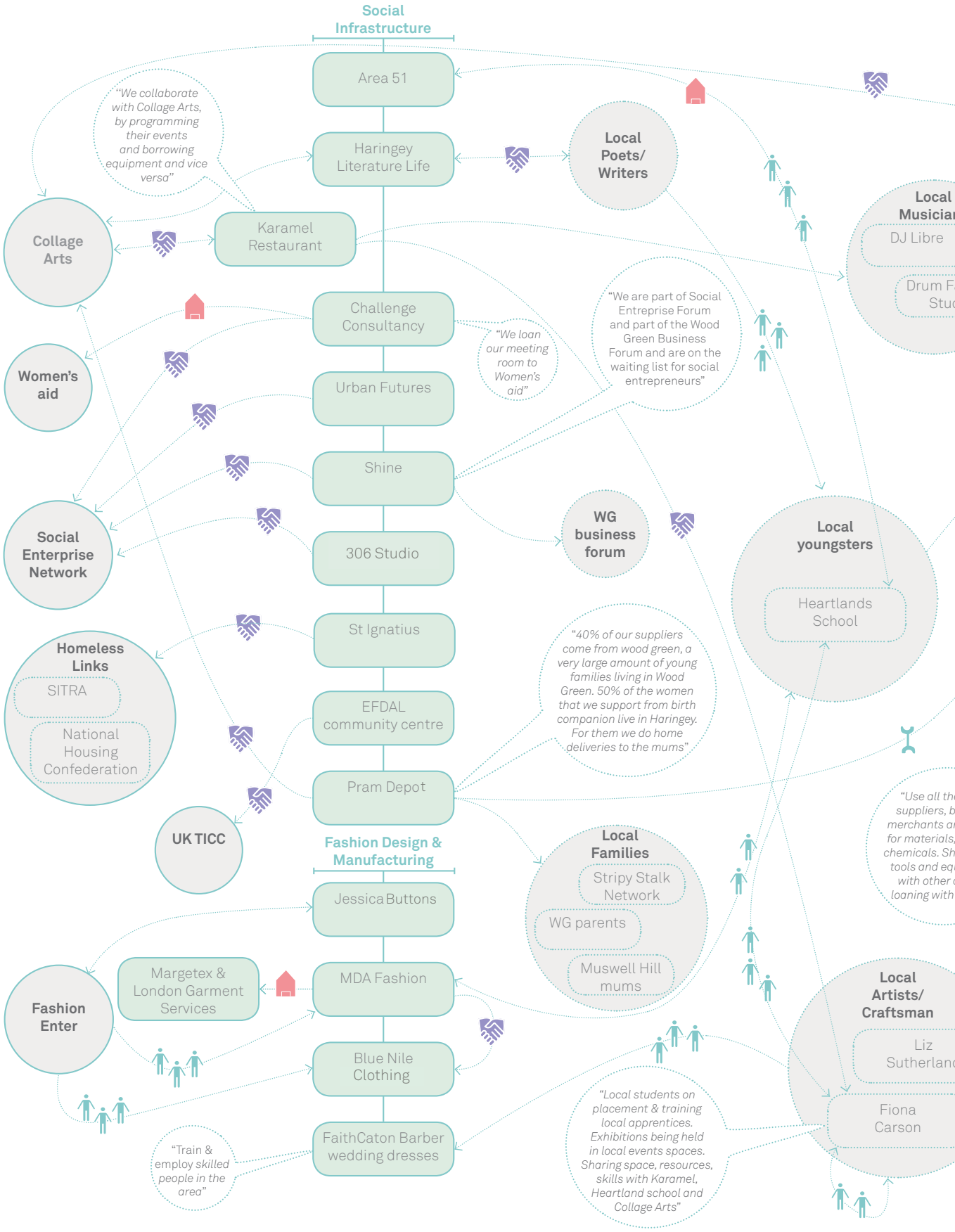
Kidz Adventure Zone, Indoor and soft play area based on Coburg Road, Wood Green

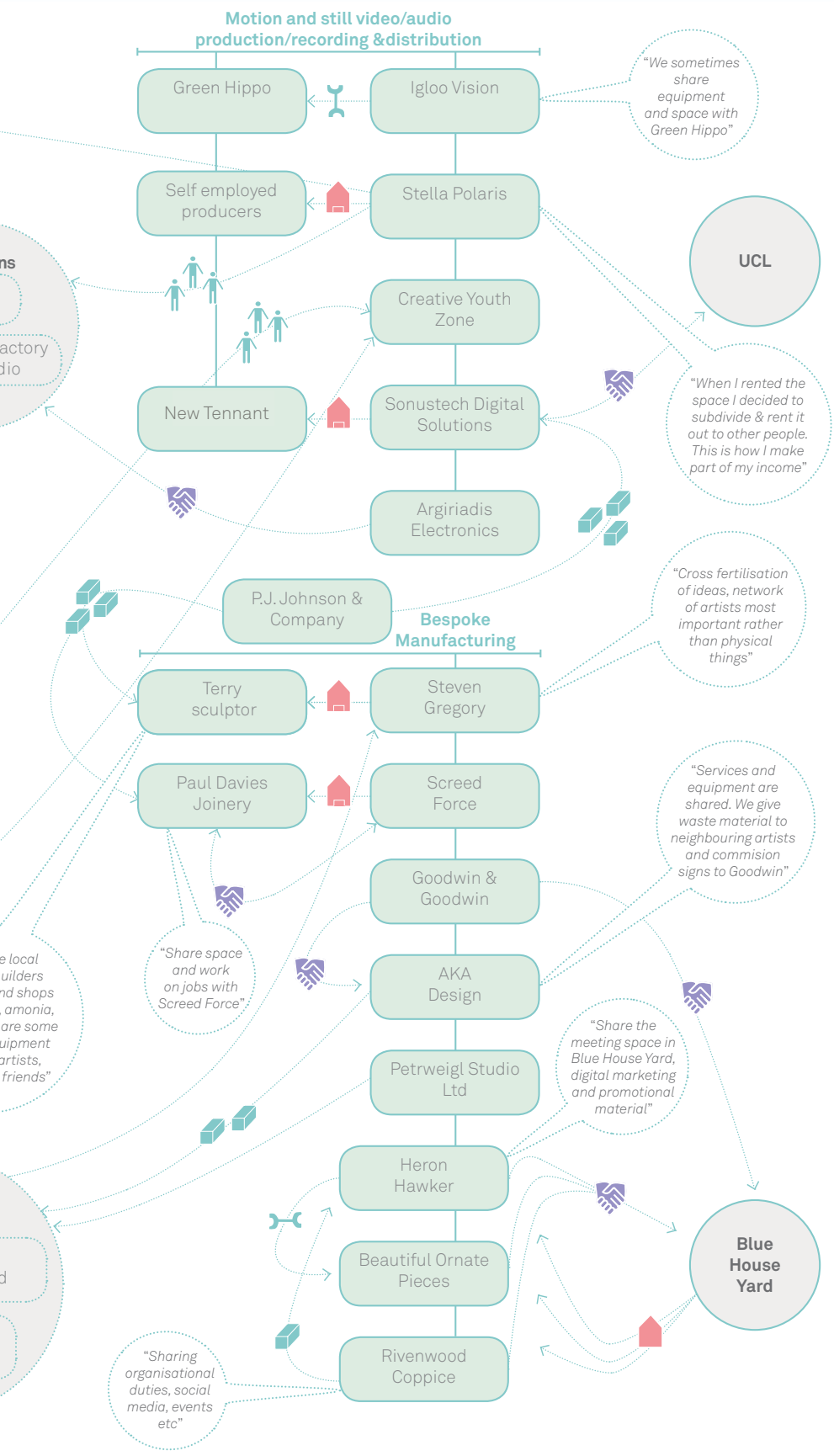
Space Type: Small/ Medium Industrial. Leisure / Assembly Unit
Space Size: ~350 sqm.
Which floor: Ground Floor, no street frontage
Height: Very high, double height needed for play area.
Number of employees: 9, of which 7 are from the local area (Planning to take on two more people staff and four volunteers).
Expectation for growth: Plan to remain the same.
Business Network: They chair meetings with similar services across London (i.e.: other indoor play providers).
Similar Businesses in the area: Noah's Ark Day Nursery, Efdal Kids Club


sokko.



Blue House Yard, Wood Green


Social Infrastructure
Area 51
Haringey Literature Life
Karamel Restaurant
Challenge Consultancy
Urban Futures
Shine
306 Studio
St Ignatius
EFDAL community centre
Pram Depot
Fashion Design & Manufacturing
Jessica Buttons
MDA Fashion
Blue Nile Clothing
FaithCaton Barber wedding dresses
"We collaborate with Collage Arts, by programming their events and borrowing equipment and vice versa"
Collage Arts
Local Poets/ Writers
Local Musician
DJ Libre
Drum F
Stuc
"We loan our meeting room to Women's aid"
Women's aid
"We are part of Social Entreprise Forum and part of the Wood Green Business Forum and are on the waiting list for social entrepreneurs"
Social Enterprise Network
WG business forum
Local youngsters
Heartlands School
Homeless Links
SITRA
National Housing Confederation
"40% of our suppliers come from wood green, a very large amount of young families living in Wood Green. 50% of the women that we support from birth companion live in Haringey. For them we do home deliveries to the mums"
UK TICC
Local Families
Stripy Stalk Network
WG parents
Muswell Hill mums
"Use all th
suppliers, b
merchants a
for materials,
chemicals. Sh
tools and eq
with other
loaning with
Fashion Enter
Margetex & London Garment Services
Local Artists/ Craftsman
Liz Sutherlan
Fiona Carson
"Train & employ skilled people in the area"
"Local students on placement & training local apprentices. Exhibitions being held in local events spaces. Sharing space, resources, skills with Karamel, Heartland school and Collage Arts"



Types of sharing and exchanges among business from Wood Green

- Share Space or Sublet Space to an other business
- Share Tools
- Share employees, train people or work with local professionals
- Share Material
- Exchange commissions or work for an other business
- Business Name
- Employee or Business owner quote
- Local Institution or group
- Non Local Institution or group



5.0 Opportunities to Grow the Wood Green Economy

The first part of the Economy and Employment Space Study has considered the current employment activity and 'offer' within Wood Green, drawing on both central data sources and engagement with local businesses in order to establish a detailed understanding of the local economy.

Within this section we consider how the existing characteristics, coupled with wider trends in the London economy, can be harnessed to deliver economic growth and identify the key interventions required to ensure this potential is realised.

5.1 Strategic Factors Create a Positive Growth Context

Haringey is a borough which is experiencing significant change – a series of market dynamics, strategic infrastructure investments and development projects are steering growth and creating new economic opportunities. While many of these are beyond the control of Haringey Council, understanding them will help identify opportunities and should inform future investment and policy approaches to ensure positive benefits are harnessed for the benefit of the borough and its residents.

Market dynamics

A key dynamic driving the commercial property market from Zone 2 outwards, and the diversification of employment activity in 'outer' London is that businesses who have traditionally operated on the fringes of the CAZ have suffered as their premises have been redeveloped for higher value (often residential) and a lack of supply has driven up rents. This is leading to significant migration out to the next optimal place for their business operation, in terms of affordability and business infrastructure. Haringey is already benefiting from this in Tottenham, where businesses (and their owners) in certain sectors are migrating along the Victoria Line. With the right kind of interventions, Wood Green can compete with other outer London locations to become an attractive option for many businesses given it offers connections directly back to the City, Old Street and (via Finsbury Park) Euston – Crossrail 2 will only enhance this opportunity

Advancement in technology allows businesses to be more footloose, and operate from anywhere. However, it is also causing business to agglomerate and cluster more densely than ever before in a bid to share knowledge and expertise. Wood Green could be an affordable location for businesses that service businesses in Central London, but do not need to be located in Central London. However, to capture this potential a much more varied property and amenity offer will be required.

Wider infrastructure provision (e.g.. fibre optic broadband) will be vital to attract the next generation of businesses as activity is increasingly more reliant on the transfer of big data. Given the strategic growth sectors that the GLA expect to drive London's economy over the next 25 years and the recent signs of change within Wood Green, there is the potential to capture this migration in key sectors that will deliver higher value activity within the town. Recommendations proposed in this study will make Wood Green an attractive location for the clustering of emerging sectors in London.



View from Alexandra Palace

Transport infrastructure
Transport infrastructure, proximity to Central London (in terms of travel time and convenience), and accessibility for the supply chain and the customer base, bears significant weight on economic decisions. Given that there is a perceived problem about connectivity to Wood Green, the commitment to upgrade Piccadilly Line will positively affect businesses considering to locate in Wood Green, irrespective of decisions around Crossrail 2.

There is a risk of improved connectivity through Crossrail 2 and Piccadilly line upgrade with Haringey residents making the most of affordable house prices, and commuting out to Central London for work, shopping, and leisure. This study presents a proposition for the property offer of Wood Green to attract businesses, in order to be able to strike a balance between the housing offer and business offer.



Housing offer and people
Population growth in Wood Green and demographic change in the neighbouring areas will also drive economic growth, with new residents demanding new offers within the borough and also acting as a new source of start-up and entrepreneurial activity.

The GLA predicts significant population growth in Wood Green (45% from 2017 to 2037). Wood Green is still a comparatively affordable place to live in London and has started to attract young professionals and younger families. Changing demographic will inevitably lead to different demands, changing labour markets and supply chains. Based on our analysis of the changing demographic we are advising on how to prepare for demands that will underpin the future economy. For instance, low home ownership, a reasonable balance between social and private renting, and higher proportion of single person households (compared to Haringey and London) signals that Wood Green is increasingly becoming popular for young professionals, alongside families. This could have an impact on demand and feasibility of providing smaller flats, for sale and private rent, in future development projects.

Stakeholder conversations and the experience of projects like Blue House Yard suggests that a significant amount of workspace and venue demand already comes from local residents who are self-employed or run SME's - right across a broad spectrum of professional services, creative tech or locally focussed social enterprise. Further housing growth is likely to increase this demand, and it is likely that greater supply of suitable employment space types will drive demand (unlocking latent demand from people who would otherwise be mostly working from home), hence enabling businesses to benefit from the multiple outcomes offered by co-working space, or B1a / B1c workspace with greater or lesser degree of shared facilities.



Wood Green Station

5.2 Realising this Potential Requires Current Challenges to be Overcome

The strategic growth context for Wood Green suggests there a range of new opportunities which could benefit the local economy, helping existing businesses to grow and succeed and bringing new activities to the area. However, if the conditions are not in place to harness this growth the opportunity could pass Wood Green by as businesses seek to locate in other London locations that provide the environment and facilities they require.

To ensure Wood Green is able to retain and attract business activity there are a series of challenges that policy and investment will need to address directly to if economic opportunities are to be expanded.

Work spaces

Findings from the desktop analysis and business survey both suggest that there will need to be a strong focus in Wood Green on the potential of growing the business base that already exists here, allowing existing professional/business service, production and creative businesses to grow and flourish. Equally, as the London economy continues to evolve there is the potential to attract new businesses to Wood Green, expanding existing sectors and capturing a greater level of digital and other technology based business activity.

Growing and attracting business activity across a broad spectrum of activities will require an enhancement in the business workspace provided within Wood Green. At present the offer to businesses is limited both in terms of typologies and amount of space, meaning businesses are unable to find the space they need to expand or move into the area.

Given the existing clustering of (light) industrial uses, the offer of Wood Green will have some level of productive activity in the future, and is likely to drive demand in the short to medium term. This will also influence the type of businesses that will move to Wood Green.

We see a need for maintaining the current quantum of existing workshops and industrial spaces to support and retain creative and other productive activities including an element of B2 industrial space in mixed-use typologies. While we encourage re-use of existing buildings, we recommend investment to provide the next generation of adaptable, professional work spaces of the type set out in Appendix iii.

Based on the projections we see an emerging need for a greater amount of small-scale professionalised office environments, and shared office spaces for use by micro to small professional and administrative as well as growing creative and tech businesses. Largely this will be good quality, B1a office stock for micro to small businesses (co-working space and shared/serviced offices) with adequate adaptability to accommodate future demand from larger businesses, for instance technology, computing, media, and telecoms (which will require larger floorplate B1a space or larger units within a serviced office provision).

We feel that we can draw value from the one major office occupier that is required to be in Wood Green and also is a landowner, Haringey Council. The Council through this double role can up the specification of the office stock offer in locations where it has control to help demonstrate the potential for larger, higher quality provision within Wood Green. The redevelopment or improvements of sites within short walking distance of Wood Green tube station, such as River Park House, have the potential to create a greater sub-regional draw for employees, suppliers, and are likely to be the focus for this new offer.

As explored in Section 8, the future of River Park House will have a significant impact on the future perception of Wood Green as a 'business location' and hence is reliant on the approach the Council takes to its own relocation programme and the need for this site to fund the development of a new Civic facility elsewhere. New office space in this location can work alongside the enhancement of Wood Green's



Haringey Literature Live, Chocolate Factory 3



Karamel Restaurant, Chocolate Factory 2

'retail' offer to create a new gateway to the town centre and improve its Metropolitan Centre status. A medium to long term view may need to be taken in terms of any commercial development in this location given current challenges to viability. Balancing longer term returns against short term capital receipts for the Council alongside consideration of the wider economic objectives this asset could unlock will be critical in understanding the true value that can be achieved.

A Coherent Offer – Creating and Connecting Destinations

Wood Green has a wide range of 'hidden' or under-utilised assets which can work harder to create a positive impression of the business environment within Wood Green. Projects like Green Rooms and Blue House Yard are already making a significant impact both at a local level and in terms of drawing London-wide attention, whilst Alexandra Palace is a key marker for those in the creative/cultural industries sector (even if it has little direct business impact). The Cultural Quarter itself is almost invisible from the core of the town centre, yet accommodates a large number of high value, dynamic and an innovative businesses in a range of cutting edge sectors.

Coupled with direct access from/to Central London via the Piccadilly Line and significant retail offer within the core town centre these assets should provide the bedrock of the proposition to businesses and offering a compelling (connected) set of activities that demonstrate the vibrancy and diversity of the local economy.

As such, regeneration will need to 'join up' these points of interest to create attractive and legible routes from the Station(s) along the High Road and into the heart of the Cultural Quarter. Some initial stepping stones are in place along Station Road (Green Rooms, Blue House Yard) and we suggest building on these early wins. A more animated (business orientated) 'gateway' on the ground floor of River Park House would be a significant signal to the market, as would improving the ground floors of premises, some of them privately owned, further west along Station Road.

Particularly, a next round of meanwhile projects should be identified across the AAP area - some of these are already in planning through the Good Growth Fund, such as Olympia Trading estate and new initiatives for the current Library building. Planning pro-actively to future change, such as sites in Council ownership becoming temporarily available (e.g., current Civic Centre / or Kingfisher Place, the potential future Civic Centre site) and linking these to entrepreneurial operators through London-wide open calls for proposals, in conjunction with clear business and local community participation, will be crucial. It is such projects that can further change the place narrative of Wood Green as well as address the defects that many stakeholders and business comment on (lack of



E5 Bakery
Shopfront
Railway Arches, London Fields



E5 Bakery
Interior
Railway Arches, London Fields



Weber Industries
Shopfront
Space Studios, Old Kent Road



Weber Industries
Interior
Space Studios, Old Kent Road

attractive nightlife, lack of pop-up test trading opportunities e.g. pop-up markets, lack of low threshold venue space or spaces for 'cultural consumption').

Coordinated development of sites in the AAP area, and legible wayfinding (through good quality public realm and markers such as green and public spaces) throughout the town, is essential to link up the identified local / sub-regional destinations and create a sense of place. Additionally, improved public realm for cycle and pedestrian movement across Wood Green will reinforce the economic success of the employment sites, and the offer along the routes. The current Good Growth fund bid has a proposed public realm 'loop' linking the station area to Wood Green Cultural Quarter and back to the High Road. Inevitably, because of the complexity and indirect nature of the route, improvements will take place over time through a combination of public realm improvement and development of sites nearby.

Improving the Perception of Wood Green as a Place to do Business

Apart from the Cultural Quarter, Wood Green does not have (and historically has not had) a critical mass of B-class use, particularly within office based activities. Wood Green did not benefit from the post war decentralisation of public sector and office based activity, unlike other metropolitan centres in London. The majority of employment undertaken in office space in particular has been underpinned by the need to service the existing population from a local base and is hence dominated by the local authority, local service providers and small professional/business service activities.

Within the property market Wood Green is therefore not seen as an office destination and has therefore not been an area of focus for investment, meaning what stock that does exist is not of optimal quality. Equally, the offer of the wider supporting environment – public realm, and complementary uses (retail, food and beverage, and leisure) – has not evolved to service an indigenous working population and therefore does not provide the range of services and amenities an occupier would expect from their business location.

Increasingly businesses are reliant on the talent they employ to generate value and innovation, rather than machinery, as such the most successful business locations tend to be integrated alongside a range of leisure and other cultural facilities for employees to access around their working day. A coordinated approach to ground floor uses, public realm and commercial floorspace delivery can secure new amenity provision and enhance the visibility of those assets which already exist, shifting perceptions of Wood Green as a place to locate a business as workers will see the positive benefits of being based there. It will also have the mutually beneficial impact (as employment levels grow) of broadening the customer base for retail and leisure businesses who would otherwise be solely reliant on residents.

Perceptions of Wood Green are also challenged by the nature of the connections back to Central London for businesses seeking to access these markets. Whilst in journey times the Piccadilly Line and mainline services offer a reasonable connection they are seen to offer a slow (and in the case of mainline services infrequent) service which also suffers from dated rolling stock. The Victoria Line highlights the impact an upgraded service can provided via improved reliability, enhanced capacity and increased frequency of service, with significant economic growth occurring along the line from Brixton to Walthamstow. Upgrades to the Piccadilly Line and the eventual delivery of Crossrail 2 can offer a significant benefit to the perceptions of Wood Green in the future.

A Complete work-life package

There is an increasing demand from a range of entrepreneurs to be able to more closely align their place of work and where they live. As such, the housing offer of an area (and its affordability) can be as much a factor in economic growth as workspace provision in some sectors.

Building on the strength of the family housing offer and diversifying the housing offer to attract a 'new demographic' of young professionals, Wood Green will need a diverse portfolio which includes standard high density housing, standard family housing, but also offers – tethered live-work, some PRS, some level of co-living – all of that part being a staircase, enabling young people to come to area, and then stay as their family and income grows.

Tech businesses (for example) will locate where they can attract skilled people; if a varied, contemporary housing offer is delivered alongside some early office developments and a supportive environment that enhances the area's identity, then the Wood Green offer can be the 'complete work-life package'. It may not be enough to just provide flats or PRS here; there is an opportunity, particularly on the sites that the Council owns, to take a bolder approach to attract and support a different demographic with a tailored approach. Working with creative developers with a proven track record in delivering outcomes-focussed developments, (fro example Igloo; TheMillCo; housing associations that work with studio providers such as Peabody), the Council may seek to deliver a 'tethered live-work project' where (affordable) housing and (affordable) workspace are offered through a linked contract to early stage entrepreneurs, artists or creative business owners in key sectors similar to that being brought forward at Bernard Works in South Tottenham. Evolving the housing and business offer has to come hand-in-hand – this needs to be a joined-up approach in delivering on the aspirations of the AAP.



Temporary Seating
The Little Cafe - National Maritime museum, G



Mobile Seating
Stockwool - Hackney Wick , Wallis Road



Flat Kerb
Haworth Tompkins - Fish Island Village



Plants in Large Mobile Pots
Maltby Street, Bermondsey



Flat Kerb
Stockwool - Hackney Wick, Wallis Road



Shared Sidewalk for Loading & Pedestrian
Russel Square



Creative Youth Zone, Chocolate Factory 1

5.3 Focused Interventions to Capture Three Complementary Forms of Economic Growth

The evidence and research underpinning this study suggests that future employment and economic growth will be driven from three key sources:

1. By utilising locational and existing concentrations of business activity as a base for capturing a greater share of London-wide growth, particularly as technology enables businesses to be less constrained in their location choices
2. Working with the existing creative industries cluster (largely within the Cultural Quarter) to support their growth and attract complementary businesses to the area to expand the sector activity.
3. Continue to accommodate the range of professional, business and community service activities that already choose to locate in Wood Green in order to service the resident population of Haringey.

Specific interventions will be required in order to create the conditions for each of these areas of growth.

DRIVERS OF CHANGE ALREADY IN PLAY

- reference to ch.6 -

INTERVENTIONS TO UN

Market dynamics
Making the dynamics of the London market and its outward growth work for Wood Green

1. Growing and improving a diverse employment space offer.
2. Improving amenity offer.
3. Improving broader infrastructure e.g. fiber broadband.

Transport
Anticipate transport upgrades to avoid Wood Green becoming 'dormitory' area

1. Growing and improving a diverse employment space offer.
2. Improving local linkages to improved public transport.

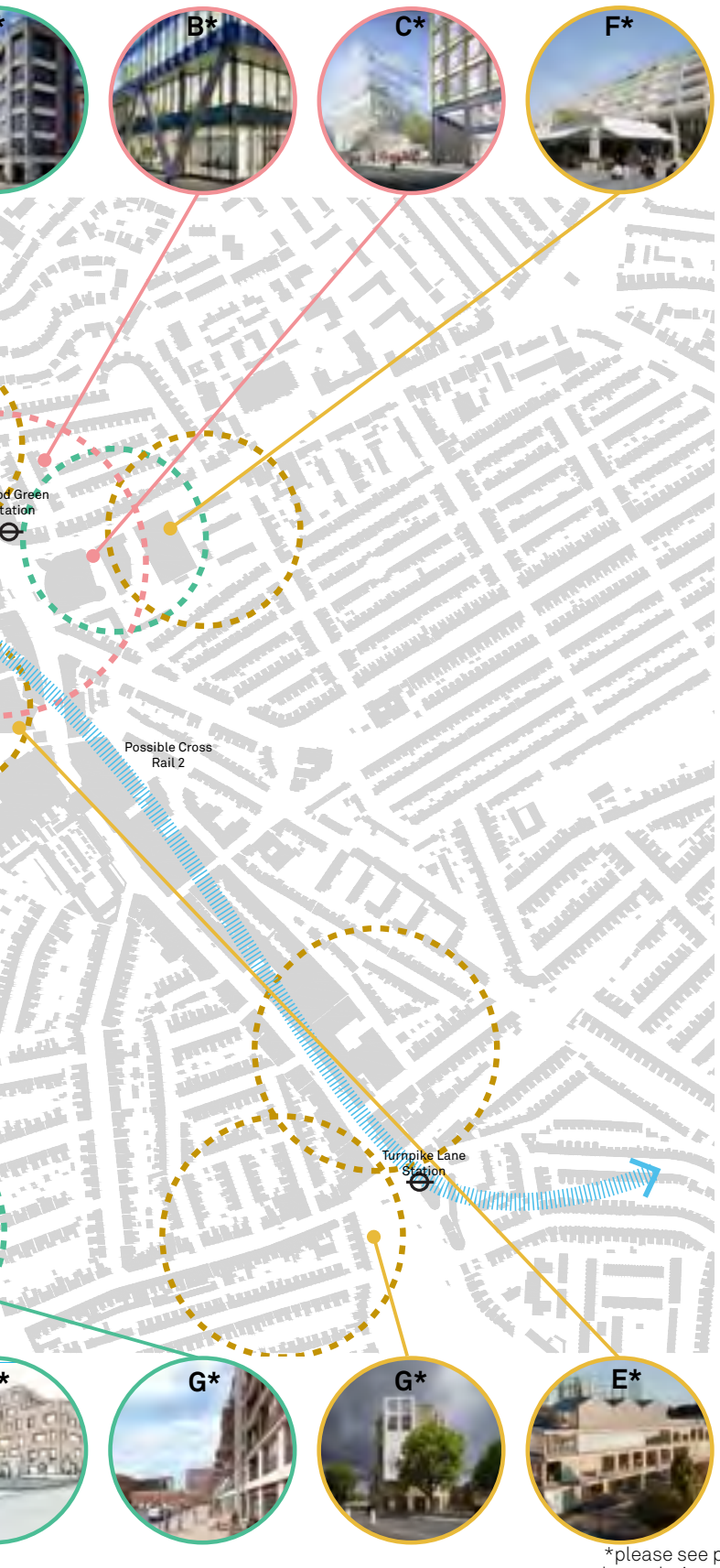
Housing / Demographic growth
Maximise the potential for people to work locally in a diverse economy

1. Growing a diverse housing offer complementing Wood Green's current strengths.
2. Growing and improving a diverse employment space offer.



NLOCK FURTHER CHANGE

OUTCOMES
- reference to ch. 7 -



1

Clustering of emerging sectors

Appropriate property typologies: B1a flexible offices; B1a SME office units / co-working space.

Key locations (p.93): Proximity to station for larger scale office users; Wood Green Cultural Quarter for smaller / medium size office / studio users.

2

Fostering the evolution of creative businesses

Appropriate property typologies: B1a SME office units / co-working space; B1c studio / workroom space / B1c light industrial units / minor element of B2 industrial space.

Key locations (p.97):Wood Green Cultural Quarter, Wood Green North, Dagmar Road studios.

3

Supporting small businesses providing services to local communities

Appropriate property typologies: B1a SME office units / co-working space; B1c studio / workroom space; D1 service delivery / places of worship.

Key locations (p.101): Wood Green Cultural Quarter, Wood Green North, High Street, Turnpike Lane.

*please see precedents' description in following sub-chapters, follow letter and outline colour relating to 1) Clustering of emerging sectors, 2), Fostering the evolution of creative businesses 3) Supporting small businesses providing services to local communities

DRIVERS OF CHANGE ALREADY IN PLAY

- reference to ch.6 -

INTERVENTIONS TO UN

Market dynamics
Making the dynamics of the London market and its outward growth work for Wood Green

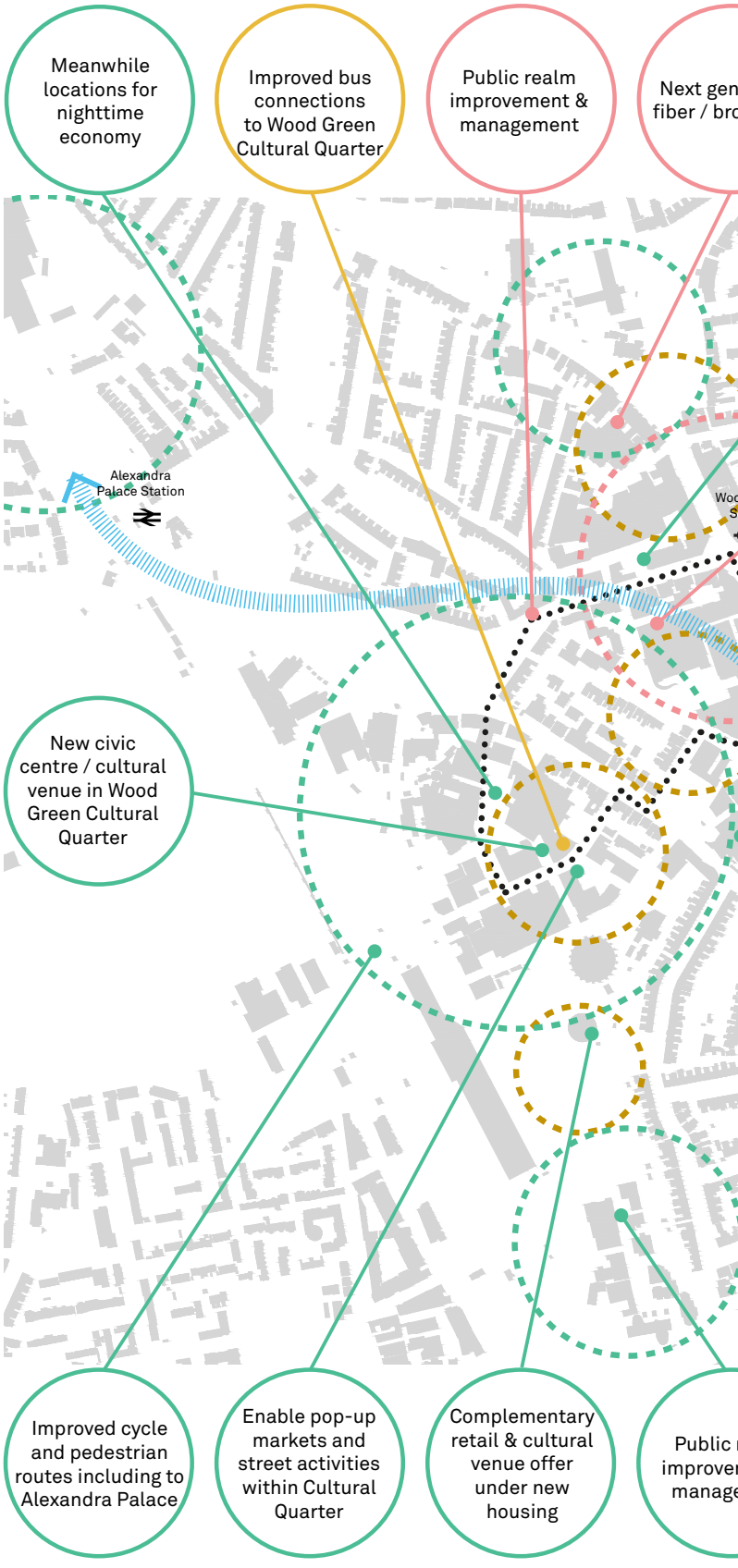
1. Growing and improving a diverse employment space offer.
2. Improving amenity offer.
3. Improving broader infrastructure e.g. fiber broadband.

Transport
Anticipate transport upgrades to avoid Wood Green becoming 'dormitory' area

1. Growing and improving a diverse employment space offer.
2. Improving local linkages to improved public transport.

Housing / Demographic growth
Maximise the potential for people to work locally in a diverse economy

1. Growing a diverse housing offer complementing Wood Green's current strengths.
2. Growing and improving a diverse employment space offer.



NLOCK FURTHER CHANGE

OUTCOMES

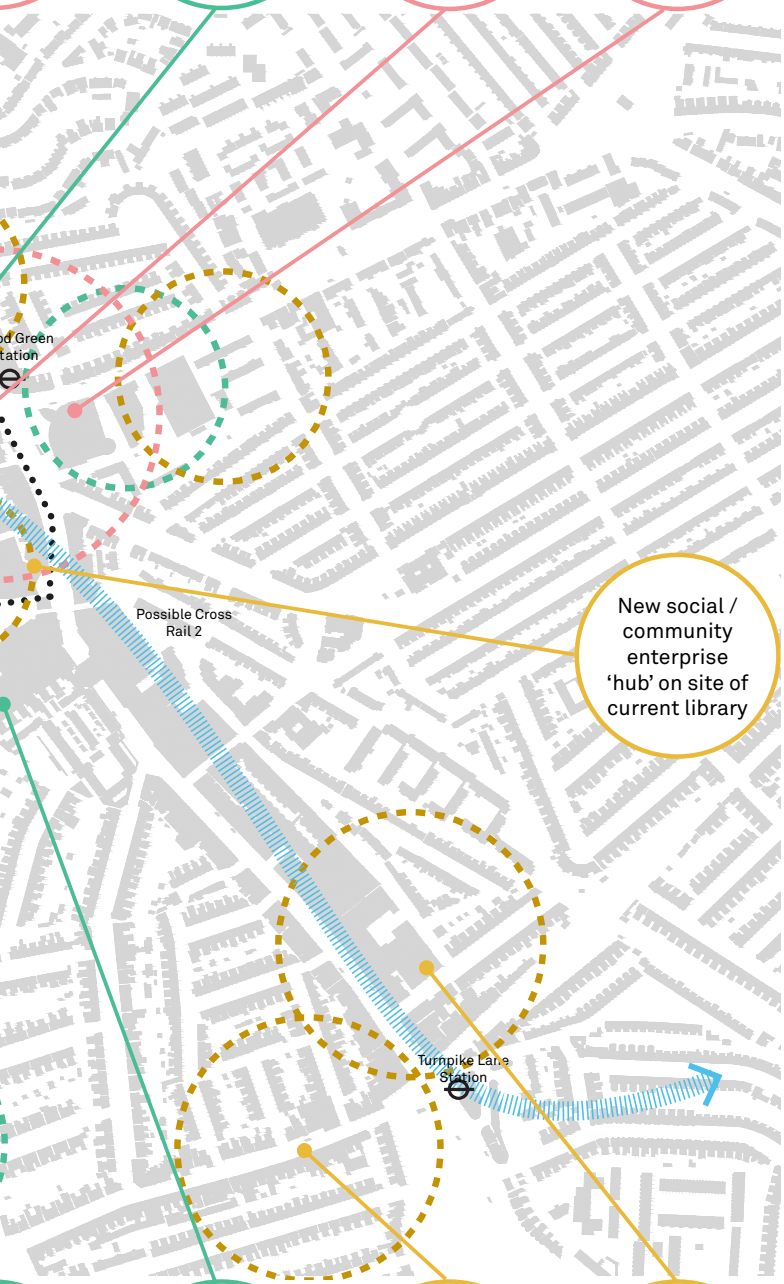
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Active frontages to activate public realm on Station Road'

Public realm 'loop' between Wood Green station, Wood Green CQ and High Street.

Complementary retail & cultural venue offer



New social / community enterprise 'hub' on site of current library

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Support existing market

Public realm improvement & management

Next generation fiber / broadband

1

Clustering of emerging sectors

Active frontages along Station Road, including food & drink and cultural venues
Ensure next generation fiber / broadband throughout town centre
Improved public realm 'loop' connecting station area to Cultural Quarter (see section 7.1 for details)

2

Fostering the evolution of creative businesses

Improved public realm 'loop' connecting station area to Cultural Quarter (see section 7.1 for details)
Improved public realm management through partnership
Positive licensing to pop-up street markets and other public realm activities
Positive approach to meanwhile use
Flexible cultural venue space for exhibitions, pop-up shops, meetings

3

Supporting small businesses providing services to local communities

Social / community enterprise 'hub' offering flexible service delivery, venue and start-up space
Ensure next generation fiber / broadband throughout town centre
Improved public realm management

*please see precedents' description in following sub-chapters, follow letter and outline colour relating to 1) Clustering of emerging sectors, 2), Fostering the evolution of creative businesses 3) Supporting small businesses providing services to local communities

WG AAP Matrix

The following table aims to collect the main site allocation existing, AAP targets and The employment study recommended information as well as including the quantum and type of space, and businesses. Whilst it focuses on the B Class employment uses the EESS outputs have regard to other uses that could form part of the development mix and will enhance the vitality of the town centre.

The approach moves beyond the 'blanket' approach currently adopted in the draft AAP which essentially treats all sites the same in terms of relative proportions of different use types regardless of site size or context. We believe this places the delivery of the AAP targets at risk as (in some cases) it proposes a scale of use that would not necessarily be operationally attractive either in terms of potential viability or its fit with the wider context.

Site Description		EXISTING						AAP TARGET				
Name	AAP18 Area (m²)	Ptal	JOBS (LBH)	Employment (m²)	Town Centre (m²)	Employment space type - TYPOLOGY	USE	JOBS - outdated no job provision in new AAP18 (LBH)	Net Residential Units	Employment (m²)*	Town Centre (m²) *	Other (m²)
SA 1 LBH Civic Centre	10000	6a	**191**	1,798	1,750	B1a Office / Civic	Civic Centre & Council Offices	**138**	116	2034	0	0
SA 2 Green Ridings House	6000	6a	**572**	10,965	0	B1a Office / Sui generis	Offices (former telephone exchange)	**958**	146	2721	680	0
SA 3 Wood Green Bus Garage	14,000.00	6	**286**	22,848	0	B1a Office / Sui generis	Bus Garage and ancillary buildings	**703**	237	6630	1,658	8288
SA 4 Station Road Offices	12000	6a	**2810***	33,717	0	B1a Office, B1c Studio / workroom	Council offices, private headquarter offices, creative workspace and meanwhile workspace / retail space	**520**	197	4,248	2,124	1,062
SA 5 Vue Cinema	6000	6a	**122**	0	7,240	Town centre uses (A / D2)	Cinema, town centre uses at ground floor	**362**	99	3,077	1,539	3,846
SA 6 Mecca Bingo	8000	6a	**96**	0	3.447	Town centre uses (A / D2)	Bingo Hall	**327**	209	4,176	2,088	0
SA 7 Morrison's Wood Green	10000	6a	**495**	0	8.419	Town centre uses (A)	Supermarket, shopping mall, surface and multi-storey car parking	**394**	234	5,038	2,519	1260
SA 8 Wood Green Library	9000	6a	**211**	0	6,700	Town centre uses (A / D1)	Library, shopping centre	**369**	195	2,100	4,200	1050
SA 9 Wood Green Town Centre West AAP18 - The Mall West	28,000	6a	**?**	0	100,000	Town centre uses (A), B1a Office	Shopping centre with multi-storey car parking	**x**	388	6,941	13,883	3471
SA 10 The Mall (east)	18,000	6a	**?**	0	60,455	Town centre uses (A), B1a Office	Shopping centre with multi-storey car parking, and residential units on top	**x**	432	4,322	8,644	0
SA 11 Iceland Site	4000	4	**57**	0	977	Town centre uses (A)	Iceland - vacant land	**149**	84	422	422	1,689
SA 12 Bury Road Car Park	12000	6a	**556**	0	10568**	Town centre uses (A), B1a Office	Multi-storey car parking, with large floor plate retail at ground floor level, and residential on top	**718**	249	3,053	3,053	0
AAP18 - SA13 Salvation Army	3,000	6a							74	735	735	735

To provide an alternate view we have considered the AAP sites individually to understand their potential, capacity and the appropriate mix of space that should be brought forward.

**no space for in depth description as no surveyed businesses on site*
*** Council to clarify what are the most updated AAP employment and town centre space targets: WG AAP preferred consultation Draft of February 2017 or 'P4 Homes and Jobs - 2017-08 - WG extract 2' the latest internally released spreadsheet with residential, employment and town centre existing and proposed targets.*
****AAP18 refers to the spreadsheet from council: P4 Homes and Jobs - 2017-08 - WG extract 2*

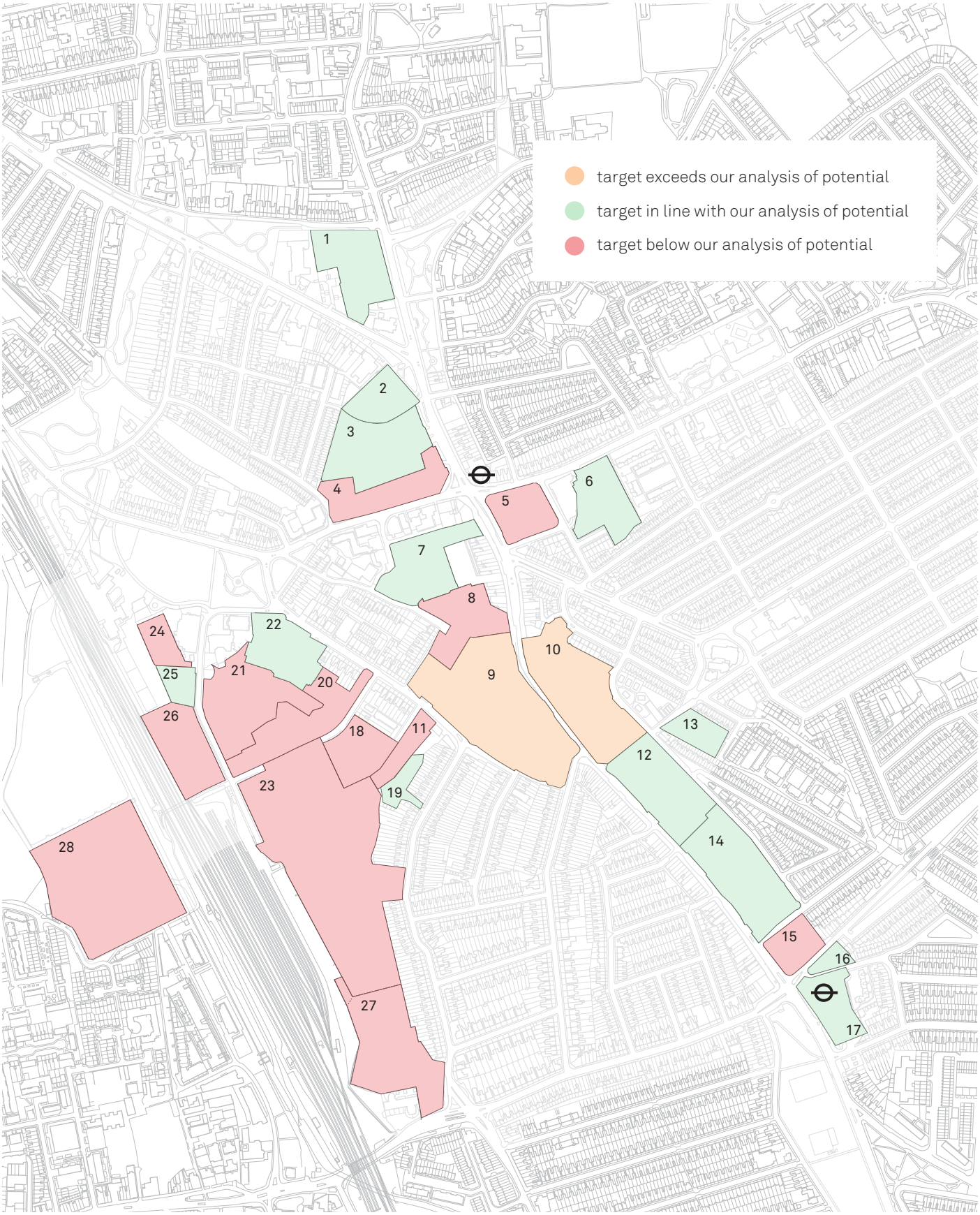
			STUDY OUTPUT						
	Other Use	**Proposed Site Allocation**	**JOBS - outdated no job provision in new AAP18** (Range or Quantity Commentary)	Net Residential Units	Employment (m²)	Town Centre (m²)	Other (m²)	Output employment space type - **TYPOLOGY**	**USE**
	-	Extension and conversion, or if suitably justified, redevelopment of the Civic Centre building, exploiting the site's capacity to develop onto the car park area, to create a mix of employment and residential buildings.	~138+	Not investigated in this study	Aim for no net loss	Employment space more suitable to this site		B1a SME office, B1c studio / workroom	- Accommodate workspace within the existing Civic Centre building; - - New mixed use development
		Redevelopment of existing telephone exchange building for masterplanned new residential and employment mixed use development in association with the redevelopment of Wood Green bus garage.	958 TBC	Not investigated in this study	Aim to exceed AAP target	~680 (towards High Road)		B1a SME office, B1c studio / workroom	- New mixed use residential, town centre and employment development; - Master plan / design-led capacity study for this site, ideally in conjunction with SA3 and SA4.
	Bus Garage, new open space	Reprovision of bus stabling on the site, with the construction of a podium level above, creating new mixed use development including town centre, residential and office uses, increased permeability through the area, and a new piece of urban public realm.	Aim to exceed AAP target with mixed employment activities	Not investigated in this study	Aim to exceed AAP target	Enough to provide active frontage	Open space not relevant to employment study	B2/B8 (Bus garage); B1a Flexible office, B1a SME office, B1c studio workroom, B1c light industrial	Site closest to the Wood Green station could be positioned as part of the larger-scale B1a 'office' quarter, whereas the rear could part of a residential-led mixed use area with ground floor active frontages either as B1a or B1c.
	New Open Space	Redevelopment of existing office buildings to create new mixed use development with town centre uses at ground floor, a mix of offices and residential above, and improved public realm and connections through the area. Potential use of the lower ground floor as a new bus garage.	AAP target could be significantly exceeded on Council owned land (~1000-1500 jobs on Coucil owned land alone)	Not investigated in this study	AAP target could be significantly exceeded on Council owned land (~10-15,000m2)	Site suited for active frontage closer to the station	Open space not relevant to employment study	B1a Flexible office / co-working; B1a SME office	Primary site for larger scale B1a flexible office space, taking the form of open-plan, subdividable office floors served by a shared entrances / cores, of approximately 10-12,000 sqft per floor, with ground floor town centre uses.
	Replacement open space, Cycle hub	Redevelopment of existing office buildings to create new mixed use development with town centre uses at ground floor, a mix of offices and residential above, and improved public realm and connections through the area. Potential use of the lower ground floor as a new bus garage.	Aim to exceed AAP target	Not investigated in this study	AAP target could be exceeded	Site suited for active frontage and mantaining existing quantum of town centre use, particularly leisure use.	Open space not relevant to employment study	B1a Flexible office / co-working;	Larger scale B1a flexible office space as part of a mixed use scheme (including the very successful cinema)
	-	Redevelopment of existing office buildings to create new mixed use development with town centre uses at ground floor, a mix of offices and residential above, and improved public realm and connections through the area. Potential use of the lower ground floor as a new bus garage.	Aim to achieve AAP target though D use may have lower employment density	Not investigated in this study	Maintain AAP target	Site suited for edge-of-town-centre 'destination' leisure use		B1a, D leisure uses	Mixed use comprehensive redevelopment with groudn floor Town centure (leisure) use, and B1a SME offices above
	New open space	Redevelopment of existing office buildings to create new mixed use development with town centre uses at ground floor, a mix of offices and residential above, and improved public realm and connections through the area. Potential use of the lower ground floor as a new bus garage.	no net loss	Not investigated in this study	Maintain AAP target	Could exceed AAP target. Site suited for large scale retail under employment space and residential development	Open space not relevant to employment study	B1a SME office, B1a co-working	Mixed use redevelopment with same or greater quantum of of town centre (supermarket) useME offices under residential
	town square	Redevelopment of existing office buildings to create new mixed use development with town centre uses at ground floor, a mix of offices and residential above, and improved public realm and connections through the area. Potential use of the lower ground floor as a new bus garage.	Aim to achieve or exceed AAP target	Not investigated in this study	Exceed AAP target	Site suited for retail under employment space residential development (possible crossrail) and D1 public service delivery	Open space not relevant to employment study	B1a (SME office / co-working), D1 venue / service delivery space	Social enterprise 'hub' providing co-working / venue / small ofice units, above town centre uses, in combination with Crossrail station and public realm
	3471	Redevelopment of existing shopping city and surrounding properties to create a refreshed town centre focussed around a new Town Square, with new mixed use development comprising of town centre ground floor uses along a new street layout, with a mix of residential and office uses above.	TBC depending on reconsidering AAP target	Not investigated in this study	Reconsider AAP target downwards	No net loss	Open space not relevant to employment study	B1a SME offices / co-working	Small office units / co- working space / managed workspace under residential development, above ground floor town centre uses (refurbished / redeveloped Mall)
		Redevelopment of existing shopping city to create new mixed use development with town centre uses along active frontages at ground floor level, and a mix of residential and employment above.	TBC depending on reconsidering AAP target	Not investigated in this study	Reconsider AAP target downwards	No net loss		B1a SME offices / co-working	Small office units / co- working space / managed workspace under residential development, above ground floor town centre uses (refurbished / redeveloped Mall)
	GP	Comprehensive redevelopment creating a new health facility, retail, and employment uses use at ground floor, with residential above.	Maintain or exceed AAP target	Not investigated in this study	Exceed AAP target	No net loss	existing target provides good services to local community	B1a SME offices	New small office units / managed workspace under residential development, above or in conjunction with ground floor town centre uses.
		Comprehensive masterplanned redevelopment of the rear of this site, including new laneway linkages off Wood Green High Road creating new mixed use development comprising town centre, employment and residential uses.	Maintain or exceed AAP target	Not investigated in this study	Maintain AAP target	No net loss		B1a SME office, B1c studio / workroom	Small office units / managed workspace under residential development, above ground floor town centre uses
	place of worship	Comprehensive masterplanned redevelopment to create new mixed use development comprising a replacement community use and new town centre, employment and residential uses.		Not investigated in this study	Maintain AAP target	active frontage is suitable	valuable community use	B1a, D leisure uses	Mixed use comprehensive redevelopment with groudn floor Town centure (leisure) use, and B1a SME offices above

Site Description		EXISTING						AAP TARGET				
SA 14 16-54 Wood Green High Road	16,000	6a	**291**	0	26,170**	Town centre uses (A)	Ground and some first floor town centre uses with mix of commercial and residential uses above	**603**	420	3,849	3,849	0
SA 15 Land Between Westbury & Whymark Aves	5,000	6b	**305**	0	5,802**	Town centre uses (A)	Retail with a mix of residential and commercial activities above	**394**	117	1,114	1,114	0
SA 16 Turnpike Lane Triangle	2,000	6b	**27**	0	509**	Town centre uses (A)	Mixture of town centre uses, with some residential above	**12**	41	0	199	199
Name	AAP18 Area (m²)	Ptal	**JOBS** (LBH)	Employment (m²)	Town Centre (m²)	Employment space type **- TYPOLOGY**	**USE**	**JOBS - outdated no job provision in new AAP18** (LBH)	Net Residential Units	Employment (m²)*	Town Centre (m²) *	Other (m²)
AAP18 - SA17 Turnpike Lane Station	6,800	6b							85	835	835	8,345
SA18 Bittern Place	7000	6a	**90***	4,240	0	B1c studio-workroom, B1c light industrial, B2 industrial	Commercial	**362**	173	3,224	806	0
AAP18 - SA19 Hornsey Park Road Steelyard	2,600	4							72	1,264	0	0
SA20 AAP Coburg Road North	12,000	4	**971***	AAP17-8,736 KCA-16,553	,	B1c studio-workroom, B1c light industrial, B2 industrial, D1, D2 (cultural venues), town centre uses (A3)	Commercial, leisure, pub	**632**	181	5,645	1,411	8,467
SA21 Wood Green Cultural Quarter (south)	14,000	4	**1505***	18,061	0	B1a office / studio, B1c studio-workroom, B1c light industrial, B2 industrial, D1, D2 (cultural venues), town centre uses (A3)	Existing Cultural Quarter	**1405**	341	6,826	-	1706
SA22 Wood Green Cultural Quarter (north)	9000	5	**567**	AAP 18 - 13,508 KCA-12,337	0	B1c studio-workroom, B1c light industrial, B2 industrial,	Job centre, Self store, industrial uses	**413**	265 AAP18 - 153	4952 AAP18 - 4291	0	0 AAP18 - 6436
SA23 Clarendon Road	50000	4-6	**220***	10,352	0	B1c studio-workroom, B1c light industrial, B2 industrial, D1	Vacant former gas works, commercial premises	**1695**	1465	6,105	6,105	6105
SA24 Western Road Car Park	3000	4	**364**	4,372	0	B1c/B2	Car parking and warehouse/business uses	**157**	108 AAP18 - 92	1882 AAP18 - 1615	0	0
SA25 AAP Western Road Depot	3000	4	**24**	1,898	0	B2/B8	Recycling Depot	**73**	0	3253	0	3253
SA26 L/A Coronation Sidings	9000	3	**0**	0	0	B2/B8	Primarily vacant land, some lorry parking	**252**	173 AAP18 - 173	3026 AAP18 - 3020	0	0
SA27 Clarendon Road South	17000	4	**481***	11,466	0	B1a office / studio, B1c studio-workroom, B1c light industrial, B2 industrial, D1	West Indian Cultural Centre, Day Centre, Commercial Premises	**475**	201	8,435	0	8,343
SA28 Hornsey Filter Beds	32000	4	**0**	0	0	sui generis	Filter beds (water treatment)	**0**	304 AAP18 - 304	0	0	AAP18 - 10475

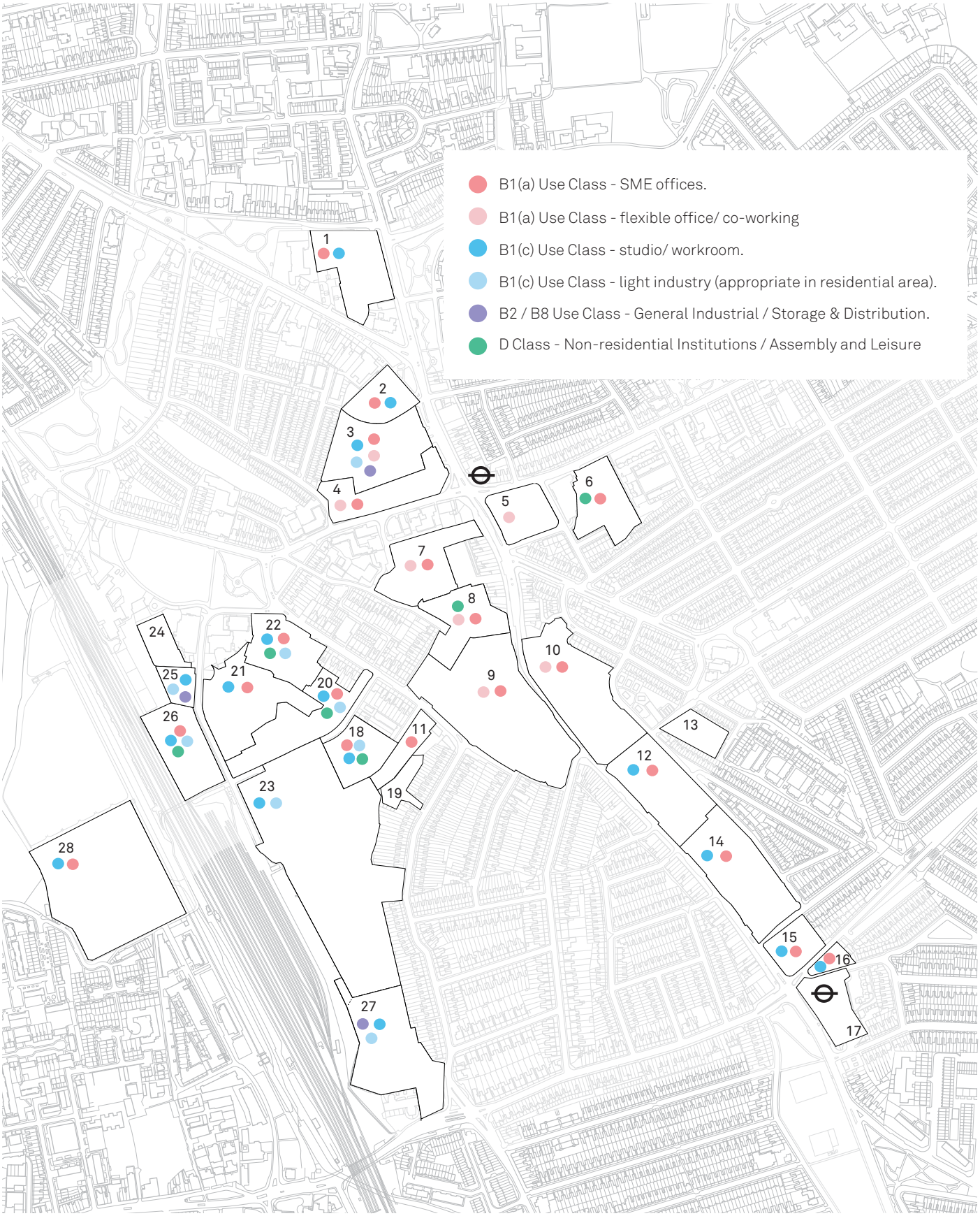
			STUDY OUTPUT						
		Comprehensive redevelopment of current buildings for mixed use development consisting of town centre uses at ground and first floor level, with residential and employment uses above.	Maintain AAP target	Not investigated in this study	Maintain AAP target	No net loss		B1a SME office, B1c studio / workroom	Small office units / managed workspace under residential development, above ground floor town centre uses
		Redevelopment of existing town centre buildings to create a new gateway development marking the entrance to Wood Green from Turnpike Lane Station, with town centre uses at ground floor level, and residential above.	Exceed AAP target	Not investigated in this study	Exceed AAP target	No net loss		B1a SME office, B1c studio / workroom	Small office units / managed workspace under residential development, above ground floor town centre uses
	cycle hub	Comprehensive redevelopment creating a mix of town centre and residential uses which increase the multimodal transport function of Turnpike Lane tube station.	Maintain AAP target	Not investigated in this study	Maintain AAP target	No net loss	Open space not relevant to employment study	B1a SME office, B1c studio / workroom	Small office units / managed workspace under residential development, above ground floor town centre uses.
	Other Use	**Proposed Site Allocation**	**JOBS - outdated no job provision in new AAP18** (Range or Quantity Commentary)	Net Residential Units	Employment (m²)	Town Centre (m²)	Other (m²)	Output employment space type - **TYPOLOGY**	**USE**
	transport infrastructure	Redevelopment of bus standing area to create new town centre and residential uses, and improve the multimodal transport function of Turnpike Lane tube and bus station.		Not investigated in this study	Maintain AAP target	No net loss	Not investigated in this study	B1a SME office, B1c studio / workroom	Small office units / managed workspace under residential development, above ground floor town centre uses.
	LBH offices AAP18 - no other uses	Extension of Wood Green Town Centre Westwards, including mixed use development comprising predominantly civic/employment uses with a mix of residential and employment uses above, the establishing of a new east-west link to Heartlands, including the creation of the eastern portion of a new Civic Boulevard on Coburg Rd.	Opportunity to significantly exceed AAP target	107	4,603	1,267	0	B1a SME office, B1c studio / workroom, B1c light industrial, D (cultural venue / place of worship)	Flexible creative workspace of diverse specification on ground and first floor of mixed use development, and ancillary town centre uses
		Comprehensive redevelopment creating new employment and residential uses and an improved pedestrian network.		Not investigated in this study	Maintain or exceed AAP target			B1c light industrial	Light industrial workspace on ground floor of mixed use development
	Civic Boulevard) AAP18 - Boulevard/ civic centre/ library	Employment-led mixed use development establishing the northern edge of a new Civic Boulevard linking Wood Green and the West of the borough via the Penstock Foot Tunnel, with new active frontages to the new piece of urban realm, and a mix of employment and residential uses above and behind.	Opportunity to significantly exceed AAP target even without Civic Centre site	241	9,639	2,250	Civic Centre site not included in study, subject to separate feasibility study	B1a SME office, B1c studio / workroom, B1c light industrial, D (cultural venue / place of worship)	Flexible creative workspace of diverse specification on ground and first floor of mixed use development, with potential cultural venue / place of religious worship, and ancillary town centre uses
	urban realm	Enhancement of the Wood Green Cultural Quarter through improvements to Chocolate Factory and creation of high quality urban realm at the Cultural Quarter's heart. Comprehensive redevelopment of the remaining sites for employment-led mixed use development with residential.	Maintain or exceed AAP target	Not investigated in this study	As per AAP target / no net loss; Planning application to differentiate between A, B and D uses	Planning application to differentiate between A, B and D uses	Open space not relevant to employment study	B1a SME office, B1c studio / workroom	As per AAP descritiption
	Access, school expansion	Comprehensive redevelopment enhancing the Wood Green Cultural Quarter, including creation of a new north south link between Clarendon Rd and Wood Green Common, creating mixed use development and the potential extension of Alexandra Primary School.	No net loss	146	4,246	2,610	1,238	B1a SME office, B1c studio / workroom, B1c light industrial, D (cultural venue / place of worship)	Flexible creative workspace of diverse specification on ground and first floor of mixed use development, and ancillary town centre uses
	New open space/ boulevard	Creation of comprehensive mixed use development, including new employment, residential, and, a new urban square with ancillary retail centre uses, a decentralised energy hub, community uses, and establishing new north-south and east-west connections through the area.	Maintain or exceed AAP target	Not investigated in this study	Seek to maximise AAP target	Seek to maximise AAP target	Open space not relevant to employment study	B1c studio / workroom, B1c light industrial, D1	As per AAP descritiption, with consideration for servicing and specification needs for B1c units
		Redevelopment for employment and residential mixed use development.	no net loss	102	2,327	0			
	waste facility	Subject to suitable reprovision of the licensed waste capacity, use of the site for employment use.	Opportunity to significantly exceed AAP target	98	2,383	0	low density employment space will not have much impact on job uplift targets	B1c studio / workroom, B1c light industrial, B2/8 reprovided waste depot	Creative workspace / light industrial space above indoor waste depot in mixed use development
		Creation of employment-led mixed use development with residential.	Opportunity to significantly exceed AAP target	182	4,992	950	0	B1a SME office, B1c studio / workroom, B1c light industrial, D (cultural venue / place of worship)	Flexible creative workspace of diverse specification on ground and first floor of mixed use development, with potrential place of religious worship, and ancillary town centre uses
	WICC/ Alevi/ ERS	Subject to appropriate reprovision of the existing community uses, creation new mixed use development including community, employment and residential uses.	No net loss	Not investigated in this study	AAP target could be significantly exceeded through re-allocation of educational space (~15,000m2)	Not suitable for town centre uses		B1c studio / workroom, B1c light industrial, B2 industrial, D1	Provision of B1c and B2 light industrial and industrial premises for existiig and future users, in combination with residential accomodation
	Biodiversity/ leisure/ accessibility	Redevelopment to establish a new direct connection between Wood Green and Alexandra Palace, provide an appropriate complementary use to the locally listed and SINC Hornsey Reservoir, and MOLappro use.	Create new target	Not investigated in this study	Design led capacity study to allocate percentage of ground floors to employment space	Not suitable for town centre uses	Open space not relevant to employment study	B1a SME office, B1c studio / workroom	Inclusion of minor element of ground floor employment space within residential-led development

**no space for in depth description as no surveyed businesses on site*
*** Council to clarify what are the most updated AAP employment and town centre space targets: WG AAP preferred consultation Draft of February 2017 or 'P4 Homes and Jobs - 2017-08 - WG extract 2' the latest internally released spreadsheet with residential, employment and town centre existing and proposed targets.*
****AAP18 refers to the spreadsheet from council: P4 Homes and Jobs - 2017-08 - WG extract 2*

Relation Of 2018 AAP Employment Space Targets To Our Analysis Of Potential



Building Typology Recommendations



5.3.1. Capturing a Greater Share of London's Growth

Making the dynamics of the London market work for Wood Green

The growth rate of London's emerging sectors in outer London boroughs are still lower than inner London. This means that firms that are growing, but getting priced out of Central London, may not naturally be moving to outer London. Anecdotally, there is some evidence that IT based firms are moving operations off-shore rather than to Outer London locations. In the absence of an institutional base or a university nearby, or a major employer, Wood Green needs to pro-actively attracting businesses with a comprehensive property offer, which includes: 1. Competitive rents, 2. flexible terms, 3. world-class digital offer, and 4. high quality building stock. The property offer and in particular the quality of the building stock and digital connectivity should be designed with the need to attract younger firms and their workforce people that are likely to work in the emerging sectors. Equally, the affordability of rent and flexibility of terms should be planned for adaptability to suit businesses that are likely to scale up. To ensure that growth is broad-based as opposed to suitable only for a sub-set of future growth, this offer needs to work across a wide range, from higher spec B1a small office units to lower spec B1c studio / workroom spaces where 'quality' should be considered in typological requirements (building heights, ability to create mezzanines, access & servicing arrangements that work).

Preparing for the infrastructure upgrade/ investment

Our work suggests that improvements to the accessibility of Wood Green through an upgraded Piccadilly Line and, ultimately, the delivery of Crossrail 2 will provide a catalyst for an increased scale of economic growth, driving demand for larger scale B1a office space than is currently achievable. However, whilst this demand is likely to materialise in the medium to long term sites will need to be identified and protected for such uses now, with preparatory work undertaken to enshrine them in planning policy,

Experience from a range of transit orientated development projects suggests that this demand will most likely be focussed within a 5-8 minute walk from the station entrance, meaning in the future Wood Green Station will lie at the heart of a cluster of activity. The station itself will be the gateway to this enhanced business offer and even in the short term will need to be considered not just as a location for out commuting but as a first experience of Wood Green for office occupiers and investors. Creating a positive proposition at the station and on sites around it will demonstrate to investors that Wood Green is a location geared for business activity.

A key opportunity will be River Park House, both in its current form and via any future redevelopment. If this site does not provide an attractive, commercially orientated offer on its key frontage to the Station attracting activity to other, less immediately prominent sites, will be increasingly difficult.

Much like many other rejuvenated station environments which act as a new entrance to an improved business offer (Vauxhall being a relevant example) unlocking Wood Green Station as a gateway to an enhanced business cluster will also require a coordinated approach to enhancements of the public realm and permeability.

Given most office uses will exist above ground floor the impact of traffic will be somewhat mitigated, however the connections across the High Road, Lordship Lane and Station Road would need to be enhanced for pedestrians.

Provision of good quality and varied office space

Given the dynamics of demand established through this study, it is clear that an element of good quality, larger scale offices will be necessary in order to provide a full portfolio of space to capture the full range of business activity that could be attracted to Wood Green. As noted above this will be best located close to the Station to maximise its attractiveness. New, purpose built, well specified, B1a office space will be a natural evolution of space



Health Rock, San Francisco. An accelerator that aims to fund and support entrepreneurs working at the intersection of healthcare and technology, companies improving the quality, safety, and accessibility of our healthcare system.



Work Life, London. Workspace specialist provider for star-ups, small businesses and free-lancers with medium-high quality premises that allow face to face collaboration, intimate spaces and tight-knit communities.



IdeaLondon, Hoxton. A post-accelerator centre empowering tech start-ups to grow faster, stronger and further than they could alone .

from the current provision, providing more professionalised work environments than are currently provided in existing stock (such as Ashley House) or will be provided through refurbishment within the Cultural Quarter (such as the rejuvenated Chocolate Factory).

The scale and specification of these new office spaces is, whilst they won't mirror the scale, nature and fit out level of new office space in Central London or that of major office developments in other major/metropolitan town centres locations (such as Wembley, Brent Cross or Stratford) they will provide good quality space for larger (20 employees plus) businesses than are currently accommodated. This good quality space will need to ensure it provides

>> adaptability – office space that can accommodate small teams (micro-small businesses) to grow-on premises, and expand to a sizeable business within 2-3-5 years. This includes considerations such as floor to ceiling heights of 2.7 meters, and fibre optic capacity;
>> sustainability – offices that exceed environmental performance, encourage active travel or use of public transport (proximity to tube stations, bike racks and showers);
>> quality, well-being, efficiency – buildings that provide flexible breakout spaces and café culture to encourage clustering of businesses and greater occupancy ratio than 10m2 of traditional offices.

The nature of work and office occupancy is changing, with greater levels of shared workspace or more flexible suites in more managed multi-occupier environments – even larger businesses are now found in serviced office provision as it provides them the flexibility to scale their space up and down as their workforce changes. It is therefore likely that a proportion of office space at least is operate as a serviced space, early engagement with the likes of the Office Group or WeWork would help to ensure space is specified to meet demand.

Addressing Affordability

As shown within this Study rents vary significantly across Wood Green by location, premises type and operational model. The affordable nature of the current space provision (when compared to more central locations) is a key attractor for businesses and will need to be carefully managed and monitored to ensure the Wood Green proposition continues to be competitive.

At this point in time affordability across use classes is not an issue affecting occupier demand, however there are signs that, for office space in particular, regeneration may affect this position.

Whilst some small office spaces are achieving rents in excess of £40/sqft in general offices rents tend to be closer to £30/sqft and have doubled in the last 5 years. It should be noted however that these averages are based on limited data, reflecting the lack of stock in Wood Green, and also that spaces tend to be 'serviced office space' which command a higher equivalent per square foot value. We would expect larger space to achieve rents significant below this.

Through the research it has become clear that new planned space will most likely see rents in the area increase. However, where these spaces are operated by known workspace providers it is apparent that these will still lie within the reach of most small businesses. As such specific policies to provide space at 'affordable' (i.e. discounted) rent may not be necessary. However, where larger office spaces are being proposed that will be let directly to end users there may be a need to seek (subject to viability) a contribution towards affordable space provision. As the market strengthens this would most likely only be required around the Station.

A further risk for the future will be the ability of a number of more artisanal activities to access space within the town, particularly as the existing industrial stock is redeveloped or re-purposed for other uses. In part this will be this will be a question of stock type and in

part will also reflect affordability issues. These activities are key to the economic DNA of Wood Green, therefore to retain them specific policy interventions may be required to ensure major developments provide the appropriate space at an appropriate price.

Suitable sites in Wood Green, key considerations

Suitable areas for this in Wood Green are:

- Character Area 3 (High Road North).
This is a relatively limited area in the immediate vicinity of the station, where comprehensive redevelopment of key (Council) assets needs to both create the right office specification and quality of place (ground floor active frontage town centre uses)



B) WeWork Moorgate, London. The first 2 floors of the eight-story employment building, would be appropriate for the Wood Green Bus garage site. This would be able to provide providing a mixture co-working space, lounge areas, conference rooms, a bike room and a bar as well as residential upper floors units and amenities



A) Angel Building, London. The first 3 floors of the good quality active frontage six-storey office building, with retail and restaurants at ground floor, would be appropriate for River Park House corner, energizing the public realm as well as providing a solid base of medium-high spec employment space, while being perfectly compatible with new homes at the upper floors.



C) Tottenham Court Road, Eastern Ticket Hall
The high quality public space fronting the new-built Tottenham court road station as well as the density of the overall development would be essential to revive the Vue Cinema site.

Site Description		EXISTING						AAP TARGET	STUDY OUTPUT									
Name	AAP18 Area (m²)	Plot	JOBS (LBH)	Employment (m²)	Town Centre (m²)	Employment space type - TYPOLOGY	USE	JOBS - outdated no job provision in new AAP18 (LBH)	Net Residential Units	Employment (m²)*	Town Centre (m²) -	Other (m²)	Other Use	Proposed Site Allocation	JOBS - outdated no job provision in new AAP18 (Range or Quantity Commentary)	Net Residential Units	Employment (m²)	Town Centre (m²)	Other (m²)	Output employment space type - TYPOLOGY	USE
SA 3 Wood Green Bus Garage	14,000.00	6	**286**	22,848	0	B1a Office / Sui generis	Bus Garage and ancillary buildings	**703**	237	6630	1,658	8288	Bus Garage, new open space	Reprovision of bus stabling on the site, with the construction of a podium level above, creating new mixed use development including town centre, residential and office uses, increased permeability through the area, and a new piece of urban public realm.	Aim to exceed AAP target with mixed employment activities	Not investigated in this study	Aim to exceed AAP target	Enough to provide active frontage	Open space not relevant to employment study	B2/B8 (Bus garage); B1a Flexible office, B1a SME office, B1c studio workroom, B1c light industrial	Site closest to the Wood Green station could be positioned as part of the larger-scale B1a 'offices' quarter, whereas the rear could part of a residential-led mixed use area with ground floor active frontages either as B1a or B1c
SA 4 Station Road Offices	12000	6a	**2810***	33,717	0	B1a Office, B1c Studio / workroom	Council offices, private headquarter offices, creative workspace and meanwhile workspace / retail space	**520**	197	4,248	2,124	1,062	New Open Space	Redevelopment of existing office buildings to create new mixed use development with town centre uses at ground floor, a mix of offices and residential above, and improved public realm and connections through the area. Potential use of the lower ground floor as a new bus garage.	AAP target could be significantly exceeded on Council owned land (~1000-1500 jobs on Coucil owned land alone)	Not investigated in this study	AAP target could be significantly exceeded on Council owned land (~10-15,000m2)	Site suited for active frontage closer to the station	Open space not relevant to employment study	B1a Flexible office / co-working; B1a SME office	Primary site for larger scale B1a flexible office space, taking the form of open-plan, subdividable office floors served by a shared entrances / cores, of approximately 10-12,000 sqft per floor, with ground floor town centre uses.
SA 5 Vue Cinema	6000	6a	**122**	0	7,240	Town centre uses (A / D2)	Cinema, town centre uses at ground floor	**362**	99	3,077	1,539	3,846	Replacement open space, Cycle hub	Redevelopment of existing office buildings to create new mixed use development with town centre uses at ground floor, a mix of offices and residential above, and improved public realm and connections through the area. Potential use of the lower ground floor as a new bus garage.	Aim to exceed AAP target	Not investigated in this study	AAP target could be exceeded	Site suited for active frontage and mantaining existing quantum of town centre use, particularly leisure use.	Open space not relevant to employment study	B1a Flexible office / co-working;	Larger scale B1a flexible office space as part of a mixed use scheme (including the very successful cinema)

For larger see annex iv



Map showing 15 character areas. Character area 3 would be fit for attracting and clustering the emerging sectors.

5.3.2. Fostering the evolution of creative businesses

Strengthening the local creative economy in Wood Green

From the survey and stakeholder interviews it is already becoming clear that the creative sector in Wood Green is evolving and growing. The influx of businesses from elsewhere, as well as local start-ups is shifting the creative sector away from a narrower 'artist' / lifestyle business segment to creative tech, media, music industry. Evidently, as ever the boundaries of the 'creative sector' are blurred, with advanced VR or digital graphic design technology firms being good examples of 'creative tech', and high-end small-batch production in e.g. fashion, housewares, set design and food shifting the traditional understanding of the textile and food industry.

Such activity has clear potential for further growth, as rapid shifts in advanced manufacturing technology and sophisticated demand (both for business-to-business and business-to-consumer items) across London will enable customised production and or repair of items such as furniture or accessories. Wood Green has existing roots in some of such sub-sectors (notably fashion, music and food), serving London-wide and even international markets, but to a degree new growth may come from other sub-sectors as well as they are relatively footloose. On the whole, they require a mix of skills from higher skills digital and design capabilities to lower skill making/repair abilities, meaning their could be a driver of broad-based job growth and beneficial local impact.

In the future, such activity may be further spurred by institutional partnerships or business support programmes led by operators, where e.g. academic institutions or corporates may seek accommodation for and / or sponsor particular programmes for artists or new activity strands such as Internet of Things-related activity or Artificial intelligence. However, Wood Green currently has few such linkages, despite some corporate-supported studio bursary schemes in Collage Arts.

The space requirements of such wide-ranging activities are on the one hand hard to summarise but on the other hand fairly flexible. They tend to differentiate between 'office-dominated' type activities like creative media or digital design or 'mixed activity'. The former we have summarised in Appendix iii as SME office units or Co-working space (B1a), the latter as Workroom/studios (B1c).

The B1a offer for this segment is frequently offered by workspace provider organisations like Workspace Group, the Office Group, Trampery or Impact Hub. Co-working may be part of their model integrated with the small office units, or a stand-alone activity.

The B1c activity can take place wide in a wide range of unit sizes. Depending on business servicing needs, a mix of ground floors and upper floors are appropriate. The key differentiator between the B1a officer is often level of fit-out and price with a particular focus on affordable prices over flexible lease terms in this segment. Affordability is frequently achieved through simple specifications (often summarised as 'shell&core-plus', including facade and plumbing / utilities, but little else) allowing for customisation. Shared 'maker spaces' offering shared by-by-use or membership-based access to facilities may be part of such activity, potentially offering business advice / start-up support of skills training. Thus, there may be a blurred line between more 'office-based' activities that may be part of such businesses, and more light-industrial 'making' - many businesses combine them within one premise, and premises are frequently shared and sub-let. A B1c use class (workshop / studio / workroom) is more appropriate than classifying such space as B1a.

Linking to the infrastructure upgrade/ investment

The movement requirements of this activity are partly the same as for the larger-scale office-sectors projected around the Station. In addition to that, a series of considerations apply: in particular connectivity with local public transport network (Alexandra Palace station and local bus routes), cycling infrastructure, as

well as connectivity with the road infrastructure: there is a significant dependence on vehicular traffic (vans, deliveries, cars), and a need for strategic but selective location of car parking. The connectivity with other walking and cycling routes is crucial too: visibility from thoroughfare, signage, and legibility and permeability (walking and cycling routes) all matter as much as longer distance connections and should frequently be seen alongside place-making interventions.

Provision of space for workshop and light industrial

A further typology relevant for this sector is B1c Light Industrial - small-medium workshop for production space (see Appendix iii). The activities taking place in such units are differentiated from B1c studio / workroom by a higher emphasis on production activities e.g. food & drink, textile, furniture and other craft activities with greater servicing needs and hence a greater premium on ground floor locations, particularly above average ceiling heights, possibly enabling mezzanines. Such premises and the activities they accommodate can be co-located with residential without complex building typologies. Often it is less the activities in the premises than their servicing (delivery of materials and finished products) which requires careful consideration. Where servicing can take place from the street, in many cases such premises have similar characteristics as retail shops - servicing can e.g. be managed through time restrictions. There are now examples of solutions where mixed-use blocks have a covered service yard (under a first floor residential courtyard) servicing units from this yard rather than the street.

It is important to recognise that there is no neat division between B1c studio / workroom and B1c light industrial; certain activities, like artist studios or small batch production, could take place in either, and it is very much dependent on the precise requirements of a particular business and their priorities in allocating their spending on real estate.
There are few examples of activities relevant to the future of Wood Green that cannot in principle



RARA Workspace, Clapton. An open access workspace providing long and short term users with affordable space with wood and metal workshop.



Bootstrap Company, Dalston. Not for profit affordable workspace provider with a variety of employment/civic space: B1c industrial with yard space and vehicular access, D1,D2 (crèche, theatre, training social enterprises), A2,A3 (micro finance, cafés)and workroom/studio space at upper floors.



Brooklyn Fashion + Design Accelerator, Brooklyn. A joint venture between the Pratt Institute, Brooklyn council and the State of NY provides designers with the resources they need to transform their ideas into successful businesses.

be co-located with residential. Across London there are now examples of complex solutions to suit particular requirements such as the Travis Perkins with student accommodation above near King's Cross. It tends to be the viability / deliverability of such specific solutions that determines how and where they happen, and frequently it is particular end users such as building merchants or safe storage facilities driving particular solutions. In Wood Green, the Electoral Reform Society might be an example of such a business with unique requirements driving a particular solution.

Suitable sites in Wood Green, key considerations

>> To suit this segment of the economy, suitable areas for supporting *flexible small-scale B1a office units*, in managed workspace arrangements or otherwise, in Wood Green are

- Character Area 3 (High Road North), in that parts of this area further away from the station may well be less attractive to larger scale office users, particularly when the depth of demand remains limited;
- Character Area 4 (Lordship Lane)
- Character Area 5 (Morrison's site) - above the town centre / retail uses, cspace or flexible office units would be appropriate
- Character Area 6 (Library site) - the Council could lead on an (affordable) employment space development, possibly including a social enterprise hub, above town centre uses.
- Character Area 12 (Cultural Quarter / Wood Green Cultural Quarter), where existing managed workspace providers are already planning such units as an upgrade to the existing offer, and where first floors above B1c ground floors could be flexible office units

>> Suitable areas for supporting *flexible B1c workshop / studio / workroom units or B1c light industrial premises*, in managed workspace arrangements, independent ground floor units or otherwise, are:

- Character Area 1 (depending on aspirations of the Civic Centre site, this could be an site for affordable workspace / artist studio)
- Character Area 3 (bus garage site and Green Ridings House, as part of masterplanned approach to workspace further away from the station)
- Character area 12 (Cultural Quarter / Wood Green Cultural Quarter, where all ground floors should be sought to be of this nature)
- Character area 13 (Ground floors in Gasworks Site development)

>> Suitable sites for supporting *larger scale B2 activities in mix with B1c and residential* development include

- Character area 12 (West of Western Road)
- Character area 13 (Clarendon South)
- Dagmar Road, in Council ownership would be an appropriate area for larger scale provision of B1c / B2 artist studio / light industrial units to create significant supply of such space, ideally in advance of redevelopment of sites elsewhere



A) Industriegebouw, Rotterdam. The retrofitted, standalone employment Industriegebouw could be referenced if the existing structures on LBH Civic Centre site were to be preserved.



Map showing 15 character areas. Three relevant areas would be fit for attracting and clustering the emerging sectors.



B) Bernard Works, Tottenham. If a new built mixed use redeveloped was to be proposed on the car park, it could aspire to similar qualities as the Mill Co. Project, providing affordable housing and affordable workspace.



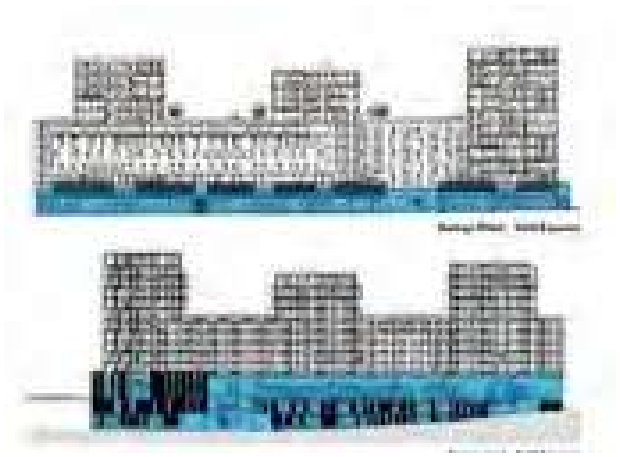
E) Carpenter Centre, Boston. This mixed use employment/ civic development could be appropriate for public owned sites on Coburg Rd. Hosting a mix of B1c light industrial premises serviced by a forklift ramp and goods lift and workroom/studios at the higher floors and civic uses at ground floor (flexible gallery space and ancillary rooms), could help support benefit existing businesses and community.



C) Regent Studios, London
Dagmar Road would be an appropriate area for larger scale provision of B1c / B2 artist studio / light industrial units possibly retrofitting the existing structures.



F) Travis Perkins, Kings Cross, London.
Such large scale mixed use development could be appropriate for Clarendon Rd South, possibly providing and B2 units at the ground floor and residential units above.



D) Strathcona, Vancouver
This large scale mixed use development providing B1c units at ground floor and residential units above would be appropriate for Coronation Sidings Site.



G) Royal Albert Wharf, London
Bow Arts affordable workspace provider and Notting Hill Housing will provide artists studios and community facilities and 5-8 story residential units above. This could be an appropriate solution for Clarendon Rd South.



I)Dace Road, Hackney Wick. The mixed-Use Development for Hackney Wick would be a great fit for a new built Olympia Estate. This provides 110 new homes as well as 6,300 sq m (GIA) of commercial and light industrial space arranged around a central landscaped courtyard, which provides an appropriate public realm for both residents and businesses.



L) The Arts Building. The new built standalone employment building providing workroom studio spaces serviced by vehicular access and goods lift would be an appropriate development for the depth of High Road North.

Site Description		EXISTING						AAP TARGET						STUDY OUTPUT						
Name	AAP18 Area (m²)	PTal	JOBS (LBH)	Employment (m²)	Town Centre (m²)	Employment space type - TYPOLOGY	USE	JOBS - outdated no job provision in new AAP18 (LBH)	Net Residential Units	Employment (m²)*	Town Centre (m²) *	Other (m²)	Other Use	Proposed Site Allocation	JOBS - outdated no job provision in new AAP18 (Range or Quantity Commentary)	Net Residential Units	Employment (m²)	Town Centre (m²)	Other (m²)	Output employment space type - TYPOLOGY	USE
SA 1 LBH Civic Centre	10000	6a	**191**	1,798	1,750	B1a Office / Civic	Civic Centre & Council Offices	**138**	116	2034	0	0	-	Extension and conversion, or if suitably justified, redevelopment of the Civic Centre building, exploiting the site's capacity to develop onto the car park area, to create a mix of employment and residential buildings.	~138+	Not investigated in this study	Aim for no net loss	Employment space more suitable to this site		B1a SME office, B1c studio / workroom	- Accommodate workspace within the existing Civic Centre building. - - New mixed use development
SA 2 Green Ridings House	6000	6a	**572**	10,965	0	B1a Office / Sui generis	Offices (former telephone exchange)	**958**	146	2721	680	0		Redevelopment of existing telephone exchange building for masterplanned new residential and employment mixed use development in association with the redevelopment of Wood Green bus garage.	958 TBC	Not investigated in this study	Aim to exceed AAP target	~680 (towards High Road)		B1a SME office, B1c studio / workroom	- New mixed use residential, town centre and employment development; - Master plan / design-led capacity study for this site, ideally in conjunction with SA3 and SA4.
SA 3 Wood Green Bus Garage	14,000.00	6	**286**	22,848	0	B1a Office / Sui generis	Bus Garage and ancillary buildings	**703**	237	6630	1,658	8288	Bus Garage, new open space	Reprovision of bus stabling on the site, with the construction of a podium level above, creating new mixed use development including town centre, residential and office uses, increased permeability through the area, and a new piece of urban public realm.	Aim to exceed AAP target with mixed employment activities	Not investigated in this study	Aim to exceed AAP target	Enough to provide active frontage	Open space not relevant to employment study	B2/B8 (Bus garage); B1a Flexible office, B1a SME office, B1c studio workroom, B1c light industrial	Site closest to the Wood Green station could be positioned as part of the larger-scale B1a 'offices' quarter, whereas the rear could part of a residential-led mixed use area with ground floor active frontages either as B1a or B1c.
SA 7 Morrison's Wood Green	10000	6a	**495**	0	8,419	Town centre uses (A)	Supermarket, shopping mall, surface and multi-storey car parking	**394**	234	5,038	2,519	1260	New open space	Redevelopment of existing office buildings to create new mixed use development with town centre uses at ground floor, a mix of offices and residential above, and improved public realm and connections through the area. Potential use of the lower ground floor as a new bus garage.	no net loss	Not investigated in this study	Maintain AAP target	Could exceed AAP target. Site suited for large scale retail under employment space and residential development	Open space not relevant to employment study	B1a SME office, B1a co-working	Mixed use redevelopment with same or greater quantum of of town centre (supermarket) useME offices under residential
SA18 Bittern Place	7000	6a	**90***	4,240	0	B1c studio-workroom, B1c light industrial, B2 industrial	Commercial	**362**	173	3,224	806	0	LBH offices AAP18 - no other uses	Extension of Wood Green Town Centre Westwards, including mixed use development comprising predominantly civic/employment uses with a mix of residential and employment uses above, the establishing of a new east-west link to Heartlands, including the creation of the eastern portion of a new Civic Boulevard on Coburg Rd.	Opportunity to significantly exceed AAP target	107	4,603	1,267	0	B1a SME office, B1c studio / workroom, B1c light industrial, D (cultural venue / place of worship)	Flexible creative workspace of diverse specification on ground and first floor of mixed use development, and ancillary town centre uses
SA20 AAP Coburg Road North	12,000	4	**971***	AAP17-8,736 KCA-16,553	.	B1c studio-workroom, B1c light industrial, B2 industrial, D1, D2 (cultural venues), town centre uses (A3)	Commercial, leisure, pub	**632**	181	5,645	1,411	8,467	Civic Boulevard) AAP18 - Boulevard/ civic centre/ library	Employment-led mixed use development establishing the northern edge of a new Civic Boulevard linking Wood Green and the West of the borough via the Penstock Foot Tunnel, with new active frontages to the new piece of urban realm, and a mix of employment and residential uses above and behind.	Opportunity to significantly exceed AAP target even without Civic centre site	241	9,639	2,250	Civic Centre site not included in study, subject to separate feasibility study	B1a SME office, B1c studio / workroom, B1c light industrial, D (cultural venue / place of worship)	Flexible creative workspace of diverse specification on ground and first floor of mixed use development, with potential cultural venue / place of religious worship, and ancillary town centre uses
SA21 Wood Green Cultural Quarter (south)	14,000	4	**1505***	18,061	0	B1a office / studio, B1c studio-workroom, B1c light industrial, B2 industrial, D1, D2 (cultural venues), town centre uses (A3)	Existing Cultural Quarter	**1405**	341	6,826	-	1706	urban realm	Enhancement of the Wood Green Cultural Quarter through improvements to Chocolate Factory and creation of high quality urban realm at the Cultural Quarter's heart. Comprehensive redevelopment of the remaining sites for employment-led mixed use development with residential.	Maintain or exceed AAP target	Not investigated in this study	As per AAP target / no net loss; Planning application to differentiate between A, B and D uses	Planning application to differentiate between A, B and D uses	Open space not relevant to employment study	B1a SME office, B1c studio / workroom	As per AAP description
SA22 Wood Green Cultural Quarter (north)	9000	5	**567**	AAP 18 - 13,508 KCA-12,337	0	B1c studio-workroom, B1c light industrial, B2 industrial,	Job centre, Self store, industrial uses	**413**	265 AAP18 - 153	4952 AAP18 - 4291	0	0 AAP18 - 6436	Access, school expansion	Comprehensive redevelopment enhancing the Wood Green Cultural Quarter, including creation of a new north south link between Clarendon Rd and Wood Green Common, creating mixed use development and the potential extension of Alexandra Primary School.	No net loss	146	4,246	2,610	1,238	B1a SME office, B1c studio / workroom, B1c light industrial, D (cultural venue / place of worship)	Flexible creative workspace of diverse specification on ground and first floor of mixed use development, and ancillary town centre uses
SA23 Clarendon Road	50000	4-6	**220***	10,352	0	B1c studio-workroom, B1c light industrial, B2 industrial, D1	Vacant former gas works, commercial premises	**1695**	1465	6,105	6,105	6105	New open space/ boulevard	Creation of comprehensive mixed use development, including new employment, residential, and, a new urban square with ancillary retail centre uses, a decentralised energy hub, community uses, and establishing new north-south and east-west connections through the area.	Maintain or exceed AAP target	Not investigated in this study	Seek to maximise AAP target	Seek to maximise AAP target	Open space not relevant to employment study	B1c studio / workroom, B1c light industrial, D1	As per AAP description, with consideration for servicing and specification needs for B1c units
SA24 Western Road Car Park	3000	4	**364**	4,372	0	B1c/B2	Car parking and warehouse/business uses	**157**	108 AAP18 - 92	1882 AAP18 - 1615	0	0		Redevelopment for employment and residential mixed use development.	no net loss	102	2,327	0			
SA25 AAP Western Road Depot	3000	4	**24**	1,898	0	B2/B8	Recycling Depot	**73**	0	3253	0	3253	waste facility	Subject to suitable reprovision of the licensed waste capacity, use of the site for employment use.	Opportunity to significantly exceed AAP target	98	2,383	0	low density employment space will not have much impact on job uplift targets	B1c studio / workroom, B1c light industrial, B2/B8 reprovided waste depot	Creative workspace / light industrial space above indoor waste depot in mixed use development
SA26 L/A Coronation Sidings	9000	3	**0**	0	0	B2/B8	Primarily vacant land, some lorry parking	**252**	173 AAP18 - 173	3026 AAP18 - 3020	0	0		Creation of employment-led mixed use development with residential.	Opportunity to significantly exceed AAP target	182	4,992	950	0	B1a SME office, B1c studio / workroom, B1c light industrial, D (cultural venue / place of worship)	Flexible creative workspace of diverse specification on ground and first floor of mixed use development, with potential place of religious worship, and ancillary town centre uses
SA27 Clarendon Road South	17000	4	**481***	11,466	0	B1a office / studio, B1c studio-workroom, B1c light industrial, B2 industrial, D1	West Indian Cultural Centre, Day Centre, Commercial Premises	**475**	201	8,435	0	8,343	WICC/ Alexil/ ERS	Subject to appropriate reprovision of the existing community uses, creation new mixed use development including community, employment and residential uses.	No net loss	Not investigated in this study	AAP target could be significantly exceeded through re-allocation of educational space (~15,000m2)	Not suitable for town centre uses		B1c studio / workroom, B1c light industrial, B2 industrial, D1	Provision of B1c and B2 light industrial and industrial premises for exisitig and future users, in combination with residential accomodation
SA28 Hornsey Filter Beds	32000	4	**0**	0	0	sui generis	Filter beds (water treatment)	**0**	304 AAP18 - 304	0	0	0	AAP18 - 10475	Biodiversity/ leisure/ accessibility	Redevelopment to establish a new direct connection between Wood Green and Alexandra Palace, provide an appropriate complementary use to the locally listed and SINC Hornsey Reservoir, and MOLappro use.	Create new target	Not investigated in this study	Design led capacity study to allocate percentage of ground floors to employment space	Not suitable for town centre uses	Open space not relevant to employment study	B1a SME office, B1c studio / workroom	Inclusion of minor element of ground floor employment space within residential-led development

For larger see annex iv

5.3.3 Supporting small businesses providing services to local communities

Responding to market trends and forecasts

Haringey is likely to see growth in sectors that are dominating the jobs growth in London, which includes professional, administrative and support services. In particular, many businesses in the pervasive London sectors are rooted in the local communities of Wood Green, servicing local business clients or resident clients and as such likely to stay or grow. These include locally focussed solicitors and accountants, who for example currently occupy a significant element of Ashley House.

Equally the social economy plays an important role in servicing a segment of the local population. As discussed before, they have requirements for venue space as well as workspace.

Making more of the infrastructure upgrade/ investment

For the small scale professional services market serving local businesses and residents, we suggest encouraging small office hubs around peripheral infrastructure nodes such as Turnpike Lane Station and Alexandra Palace Station, in the second tier beyond the core office offer around Wood Green Station, and along secondary movement routes (along local bus routes) to cascade out the benefits of inward investment that is more feasible around Wood Green station.

This will provide good accessibility to local markets, and more central locations as required but also work with the value dynamics of Wood Green, offering the opportunity for cheaper space to be available than in the core part of the town centre.

Provision of SME office space

The demand analysis, survey outputs and strategic growth trends for London all provide evidence that there will be an emerging need for small professionalised office environments, and shared office spaces for use by micro to small professional and administrative businesses. In early phases this will be provided by maintaining and improving existing office stock, such as over shops; either through refurbishment or as a component of new development. However, it should be recognised that the ability to retain existing stock such as this is limited by the permitted development rights enabling the conversion of office to residential.

In later phases, perhaps as the second or third round of development, purpose built office space in mixed use developments could be encouraged. There is a degree of overlap with the smaller scale B1 office units; differentiation may lie more in visual spec, marketing and identity - and hence price - of space rather than in differentiated functional requirements.

Regarding the social economy, the need here is hybrid, being both for 'office' premises for established ventures who may be displaced by redevelopment, for supportive co-working for earlier stage or small scale ventures, and for flexible venue space for service delivery. Many of these could be shared facilities in a social enterprise 'hub', whereas other activities, such as places of religious workshop with associated community services, could make use of flexible, tall-ceiling ground floor premises of the same basic spec (in terms of ceiling height and relation to residential accommodation above) as B1c units, provided they are of sufficient size.

Suitable sites in Wood Green, Key considerations

To suit the small scale professional services segment of the economy, suitable areas for supporting flexible small-scale B1a office units are

- Character Area 3 (High Road North), in that parts of this area further away from the station may well be less attractive to larger scale office users, particularly when the depth of demand remains limited;
- Character Area 4 (Lordship Lane)
- Character Area 8,9, and 10 (Turnpike Lane) where such accommodation should be sought above retail uses under residential development

Precedents: Ashley House

To suit the needs of the social economy, a focus on combined 'affordable workspace' and venture space would be suitable in

- Character Area 6 (Library site), the Council has the opportunity to support such 'community focussed ventures' through a targeted development on a site that it owns such as the current Library site, which is accessible from across Wood Green.
- Character area 12 (Cultural Quarter / Wood Green Cultural Quarter, where the flexible nature of ground floor premises could accommodate a range of uses including venue space or space for religious worship), but where the affordability of such space should be safeguarded through using D-designation rather than B1a/B1c)
- Character area 13 (Ground floors in Gasworks Site development, where the flexible nature of ground floor premises could accommodate a range of uses including venue space or space for religious worship), but where the affordability of such space should be safeguarded through using D-designation rather than B1a/B1c)

Precedents: Impact Hub KX (D1 venue space), CAF Mezzanine, the Foundry, the Health Foundry



Third Door, London.
Third Door is a collaborative community where members can excel in their careers and be around for their children, focus on work, confident that children are being cared for in a warm and stimulating environment.



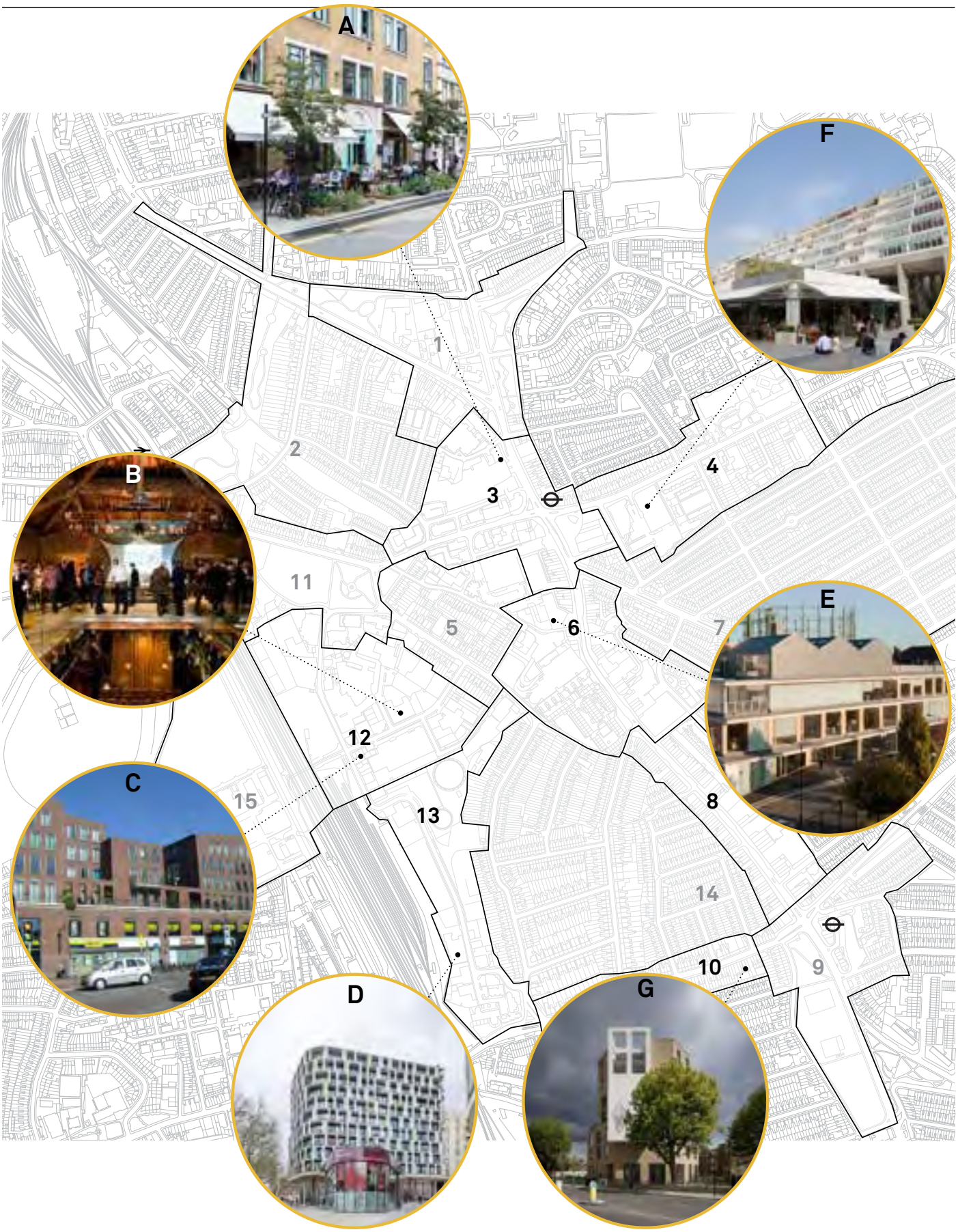
Foundry, Vauxhall.
A flexible workspace for organisations working in social justice and human rights, as well as an event space and community learning resources .



Health Foundry, London. Accelerator that aims to support digital innovation in healthcare, bringing together a diverse range of people who understand healthcare challenges, as well as digital solutions and opportunities.

Site Description		EXISTING						AAP TARGET				
Name	AAP18 Area (m²)	Ptal	JOBS (LBH)	Employment (m²)	Town Centre (m²)	Employment space type - TYPOLOGY	USE	JOBS - outdated no job provision in new AAP18 (LBH)	Net Residential Units	Employment (m²)*	Town Centre (m²) *	Other (m²)
SA 2 Green Ridings House	6000	6a	**572**	10,965	0	B1a Office / Sui generis	Offices (former telephone exchange)	**958**	146	2721	680	0
SA 3 Wood Green Bus Garage	14,000.00	6	**286**	22,848	0	B1a Office / Sui generis	Bus Garage and ancillary buildings	**703**	237	6630	1,658	8288
SA 7 Morrison's Wood Green	10000	6a	**495**	0	8.419	Town centre uses (A)	Supermarket, shopping mall, surface and multi-storey car parking	**394**	234	5,038	2,519	1260
AAP18 - SA13 Salvation Army	3,000	6a							74	735	735	735
AAP18 - SA17 Turnpike Lane Station	6,800	6b							85	835	835	8,345
SA18 Bittern Place	7000	6a	**90***	4,240	0	B1c studio-workroom, B1c light industrial, B2 industrial	Commercial	**362**	173	3,224	806	0
SA20 AAP Coburg Road North	12,000	4	**971***	AAP17-8,736 KCA-16,553	,	B1c studio-workroom, B1c light industrial, B2 industrial, D1, D2 (cultural venues), town centre uses (A3)	Commercial, leisure, pub	**632**	181	5,645	1,411	8,467
SA21 Wood Green Cultural Quarter (south)	14,000	4	**1505***	18,061	0	B1a office / studio, B1c studio-workroom, B1c light industrial, B2 industrial, D1, D2 (cultural venues), town centre uses (A3)	Existing Cultural Quarter	**1405**	341	6,826	-	1706
SA22 Wood Green Cultural Quarter (north)	9000	5	**567**	AAP 18 - 13,508 KCA-12,337	0	B1c studio-workroom, B1c light industrial, B2 industrial,	Job centre, Self store, industrial uses	**413**	265 AAP18 - 153	4952 AAP18 - 4291	0	0 AAP18 - 6436
SA23 Clarendon Road	50000	4-6	**220***	10,352	0	B1c studio-workroom, B1c light industrial, B2 industrial, D1	Vacant former gas works, commercial premises	**1695**	1465	6,105	6,105	6105
SA24 Western Road Car Park	3000	4	**364**	4,372	0	B1c/B2	Car parking and warehouse/business uses	**157**	108 AAP18 - 92	1882 AAP18 - 1615	0	0
SA25 AAP Western Road Depot	3000	4	**24**	1,898	0	B2/B8	Recycling Depot	**73**	0	3253	0	3253
SA26 L/A Coronation Sidings	9000	3	**0**	0	0	B2/B8	Primarily vacant land, some lorry parking	**252**	173 AAP18 - 173	3026 AAP18 - 3020	0	0
SA27 Clarendon Road South	17000	4	**481***	11,466	0	B1a office / studio, B1c studio-workroom, B1c light industrial, B2 industrial, D1	West Indian Cultural Centre, Day Centre, Commercial Premises	**475**	201	8,435	0	8,343

			STUDY OUTPUT						
	Other Use	**Proposed Site Allocation**	**JOBS - outdated no job provision in new AAP18** (Range or Quantity Commentary)	Net Residential Units	Employment (m²)	Town Centre (m²)	Other (m²)	Output employment space type - **TYPOLOGY**	**USE**
		Redevelopment of existing telephone exchange building for masterplanned new residential and employment mixed use development in association with the redevelopment of Wood Green bus garage.	958 TBC	Not investigated in this study	Aim to exceed AAP target	~680 (towards High Road)		B1a SME office, B1c studio / workroom	- New mixed use residential, town centre and employment development; - Master plan / design-led capacity study for this site, ideally in conjunction with SA3 and SA4.
	Bus Garage, new open space	Reprovision of bus stabling on the site, with the construction of a podium level above, creating new mixed use development including town centre, residential and office uses, increased permeability through the area, and a new piece of urban public realm.	Aim to exceed AAP target with mixed employment activities	Not investigated in this study	Aim to exceed AAP target	Enough to provide active frontage	Open space not relevant to employment study	B2/B8 (Bus garage); B1a Flexible office, B1a SME office, B1c studio workroom, B1c light industrial	Site closest to the Wood Green station could be positioned as part of the larger-scale B1a 'office' quarter, whereas the rear could part of a residential-led mixed use area with ground floor active frontages either as B1a or B1c.
	New open space	Redevelopment of existing office buildings to create new mixed use development with town centre uses at ground floor, a mix of offices and residential above, and improved public realm and connections through the area. Potential use of the lower ground floor as a new bus garage.	no net loss	Not investigated in this study	Maintain AAP target	Could exceed AAP target. Site suited for large scale retail under employment space and residential development	Open space not relevant to employment study	B1a SME office, B1a co-working	Mixed use redevelopment with same or greater quantum of of town centre (supermarket) useME offices under residential
	place of worship	Comprehensive masterplanned redevelopment to create new mixed use development comprising a replacement community use and new town centre, employment and residential uses.		Not investigated in this study	Maintain AAP target	active frontage is suitable	valuable community use	B1a, D leisure uses	Mixed use comprehensive redevelopment with groudn floor Town centure (leisure) use, and B1a SME offices above
	transport infrastructure	Redevelopment of bus standing area to create new town centre and residential uses, and improve the multimodal transport function of Turnpike Lane tube and bus station.		Not investigated in this study	Maintain AAP target	No net loss	Not investigated in this study	B1a SME office, B1c studio / workroom	Small office units / managed workspace under residential development, above ground floor town centre uses.
	LBH offices AAP18 - no other uses	Extension of Wood Green Town Centre Westwards, including mixed use development comprising predominantly civic/employment uses with a mix of residential and employment uses above, the establishing of a new east-west link to Heartlands, including the creation of the eastern portion of a new Civic Boulevard on Coburg Rd.	Opportunity to significantly exceed AAP target	107	4,603	1,267	0	B1a SME office, B1c studio / workroom, B1c light industrial, D (cultural venue / place of worship)	Flexible creative workspace of diverse specification on ground and first floor of mixed use development, and ancillary town centre uses
	Civic Boulevard) AAP18 - Boulevard/ civic centre/ library	Employment-led mixed use development establishing the northern edge of a new Civic Boulevard linking Wood Green and the West of the borough via the Penstock Foot Tunnel, with new active frontages to the new piece of urban realm, and a mix of employment and residential uses above and behind.	Opportunity to significantly exceed AAP target even without Civic Centre site	241	9,639	2,250	Civic Centre site not included in study, subject to separate feasibility study	B1a SME office, B1c studio / workroom, B1c light industrial, D (cultural venue / place of worship)	Flexible creative workspace of diverse specification on ground and first floor of mixed use development, with potential cultural venue / place of religious worship, and ancillary town centre uses
	urban realm	Enhancement of the Wood Green Cultural Quarter through improvements to Chocolate Factory and creation of high quality urban realm at the Cultural Quarter's heart. Comprehensive redevelopment of the remaining sites for employment-led mixed use development with residential.	Maintain or exceed AAP target	Not investigated in this study	As per AAP target / no net loss; Planning application to differentiate between A, B and D uses	Planning application to differentiate between A, B and D uses	Open space not relevant to employment study	B1a SME office, B1c studio / workroom	As per AAP descritiption
	Access, school expansion	Comprehensive redevelopment enhancing the Wood Green Cultural Quarter, including creation of a new north south link between Clarendon Rd and Wood Green Common, creating mixed use development and the potential extension of Alexandra Primary School.	No net loss	146	4,246	2,610	1,238	B1a SME office, B1c studio / workroom, B1c light industrial, D (cultural venue / place of worship)	Flexible creative workspace of diverse specification on ground and first floor of mixed use development, and ancillary town centre uses
	New open space/ boulevard	Creation of comprehensive mixed use development, including new employment, residential, and, a new urban square with ancillary retail centre uses, a decentralised energy hub, community uses, and establishing new north-south and east-west connections through the area.	Maintain or exceed AAP target	Not investigated in this study	Seek to maximise AAP target	Seek to maximise AAP target	Open space not relevant to employment study	B1c studio / workroom, B1c light industrial, D1	As per AAP descritiption, with consideration for servicing and specification needs for B1c units
		Redevelopment for employment and residential mixed use development.	no net loss	102	2,327	0			
	waste facility	Subject to suitable reprovision of the licensed waste capacity, use of the site for employment use.	Opportunity to significantly exceed AAP target	98	2,383	0	low density employment space will not have much impact on job uplift targets	B1c studio / workroom, B1c light industrial, B2/8 reprovided waste depot	Creative workspace / light industrial space above indoor waste depot in mixed use development
		Creation of employment-led mixed use development with residential.	Opportunity to significantly exceed AAP target	182	4,992	950	0	B1a SME office, B1c studio / workroom, B1c light industrial, D (cultural venue / place of worship)	Flexible creative workspace of diverse specification on ground and first floor of mixed use development, with potential place of religious worship, and ancillary town centre uses
	WICC/ Alevi/ ERS	Subject to appropriate reprovision of the existing community uses, creation new mixed use development including community, employment and residential uses.	No net loss	Not investigated in this study	AAP target could be significantly exceeded through re-allocation of educational space (~15,000m2)	Not suitable for town centre uses		B1c studio / workroom, B1c light industrial, B2 industrial, D1	Provision of B1c and B2 light industrial and industrial premises for existiig and future users, in combination with residential accomodation


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A) Bootstrap Company, Dalston. The spacial qualities, employment space and leasehold type of this refurbished standalone employment and civic building would be appropriate for a new built development for the part of Wood Green riding house and Wood Green Bus garage facing the high street as it would upgrade the public realm while activating the main road.





B) Impact Hub, Kings Cross. Wood Green would benefit from providing the appropriate premises to support small businesses providing services to local communities. The impact of Hub in Kings Cross is a great example of such an offer and facility.



C) Zuidpoort_Delft, Delft
This residential led development with ground floor civic uses (cinemas, shopping) accessed from a new cultural square shared with the existing theatre and local library is a great example of mixed use development with raised residential over productive podium.



G) Green Lanes, Hackney. This mixed-use residential development with a church at the ground floor would be appropriate for a small corner plot that would require to host community and religious activities (D1,2) while respecting the housing target.





D) Atkins square, Dalston Lane. Mixed use development with Hackney Vineyard Church, cafe and supermarket at ground floor would be appropriate for larger sites such us Clarendon Road south that require hosting a mixture of community and religious activities (D1,2), daily retail and cafe (A1,A3) while respecting the housing target and providing good quality public realm.





E) Foundry, Vauxhall. This, flexible workspace for organisations working in social justice and human rights, as well as an event space and community learning resources would be an appropriate reference for the Library Site.





F) The Brunswick Centre, Bloomsbury. This development would be a great fit for the bingo site, as it provides a mixture of retail and community services such as a large supermarket and cinema, while respecting the housing target and providing good quality public realm.



6.0 Design Guidance

6.1 Building Typologies

Emerging Building Typologies.
The Cultural Quarter masterplanning study has given rise to 5 building typologies which are adapted to the specific site conditions in each case but have some generalities. The following assumptions have been made in all cases:

- The ground floor is always reserved for employment use apart from residential access.

- Street frontage should be active with main entrances to work space at ground floor or above and communal residential access facing onto the street.

- Commercial access and/or cores should be separated from residential access and/or cores.

- Wherever possible exterior, employment yard space is provided with off street access for vehicles.

-Residential amenity space is provided at higher levels, above employment space which might have a deeper plan than the residential above.

- Lighter employment uses such as B1(a), is or B1(b) in some cases, is provided immediately below residential floors to buffer noise and vibration.

- B2 and B8 uses are never below residential floors.

- Wherever possible, double height ground floors are provided which allow mezzanine floors to be installed.

Type 1: Ideal.
Ground Floor: double height B1(c) space (possible mezzanine floors) with dedicated ground floor access from street or yard.
Floor 1: single storey B1(a) accessed through dedicated core.
Floor 2+: Residential.
Use: preferred typology to be used wherever building is 7 storeys or more.

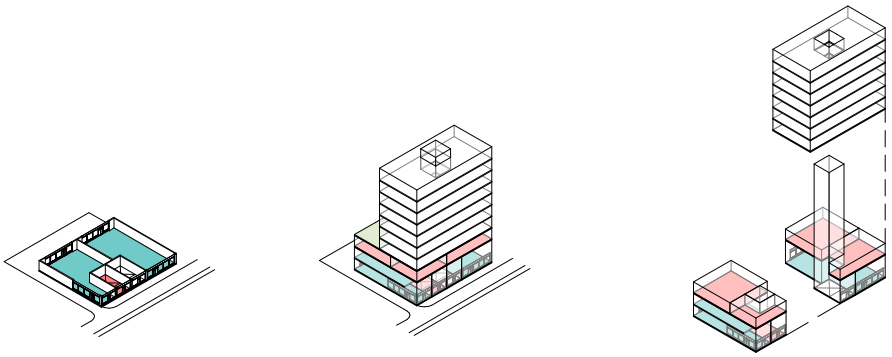
Type 2: Height Restricted.
Ground Floor: Double height B1(b) space (possible mezzanine floors) with dedicated ground floor access from street or yard.
Floor 1+: Residential.
Use: In places where height is restricted (or other constraints apply) and building is below 7 storeys.

Type 3: Height Restricted +.
Ground Floor: single height B1(b) space with dedicated ground floor access from street or yard.
Floor 1: single height B1(a) space with access through ground floor work space (combined units).
Floor 2+: Residential.
Use: In places where height is restricted (or other constraints apply) and building is below 7 storeys, but B1(a) or ground floor commercial space is required.

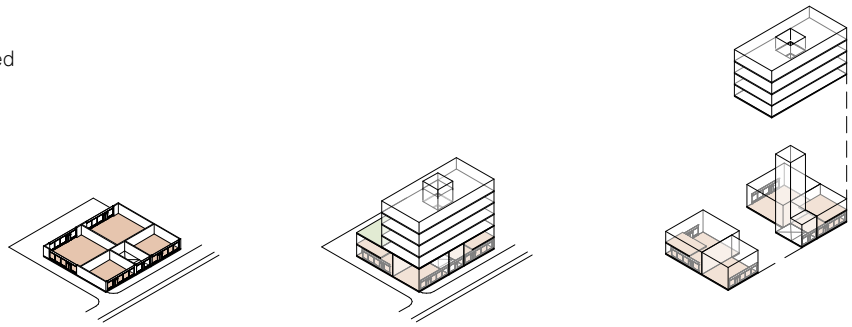
Type 4: General Industry.
Ground Floor: single height B1(b) space with dedicated ground floor access from street or yard.
Floor 1: single height B1(a) space with access through ground floor work space (combined units).
Podium Deck: B2 or B8 space with residential courtyard podium deck above heavy vehicular access from street through dedicated yard.
Floor 2+: Residential.
Use: Where heavier B2 or B8 uses are required within a site but should have good separation of acoustic and vibration from residential units.

Type 5: Super Restricted.
Ground Floor: single height B1(a) space with separate ground floor access from street or yard. Ideally affordable work space style units.
Floor 1+: Residential.
Use: In severely height restricted sites (or other constraints apply) and building is below 5 storeys.

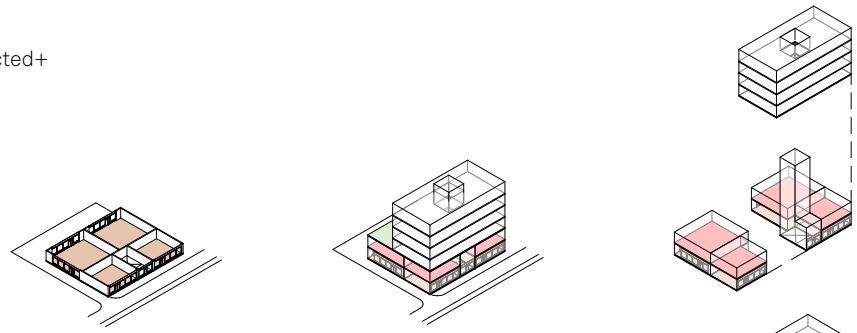
Type 1: Ideal



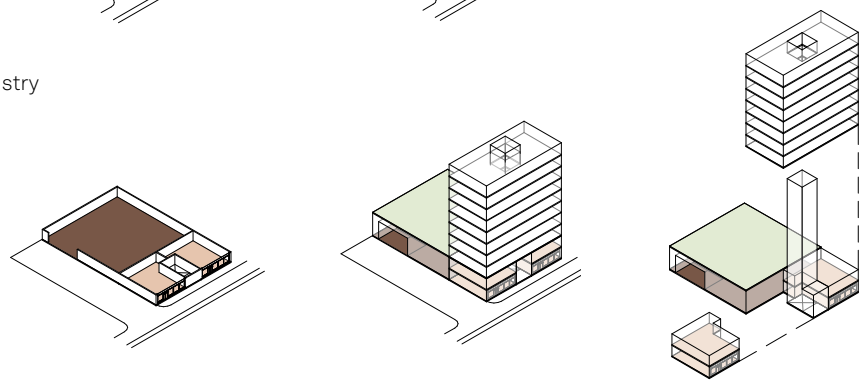
Type 2: Height Restricted



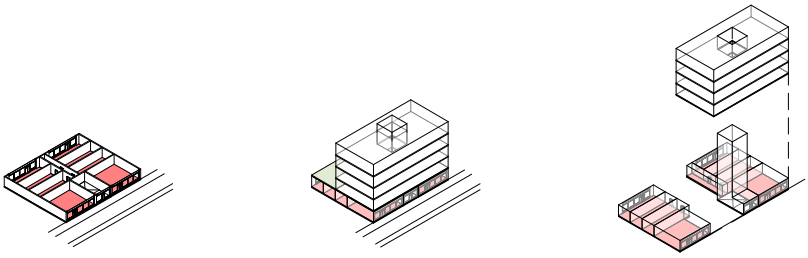
Type 3: Height Restricted+



Type 4: General Industry



Type 5: Super Restricted



- B1(a) Use Class - Offices
- B1(b) Use Class - Research and Development
- B1(c) Use Class - Light Industry (appropriate in residential area)
- B2 / B8 Use Class - General Industrial / Storage & Distribution
- Residential (core and access)
- Residential amenity

Employment Space Specs

Workroom / studio space tend to be small, flexible units with a basic fit-out, without direct ground floor access or active frontage, used flexibly as artist&design studio, cheap office or making space. Active frontage can refer to both retail, restaurants as well as workspace units such as small / medium light industrial units and units with public-facing frontages. Industrial units, need ground floor access and ground to ceiling height between 5m and 9m+.

B1(a)
Workroom / Studio
10 - 100 Sqm



eg. Jolie Roth,
Blue House Yard
110 sqm

B1(b) / B1(c)
Small/Medium Industrial
100 > 500 SQM



eg. Brock Farm Sausages Ltd
Brock Rd
250 sqm

B1(b) / B1(c) / A3 / A4 / A5
Active Frontage



eg. Havanel
350 sqm

B2 / B8
Large Industrial
500 >1,000 SQM



eg Goodwin and Goodwin,
Chocolate Factory
667 sqm

B2 / B8
XLarge Industrial
1,000>10,000 SQM



e.g. Village Factory,
Parma House
1,222 sqm



Type 1: Precedent

Bow Arts affordable workspace provider and Notting Hill Housing will provide artists studios and community facilities and 5-8 story residential units above.



Type 2: Precedent

Double height B1c workroom/ Studios employment space at ground floor with 4-6 storey residential above.



Type 3: Precedent

The mixed-Use Development for Hackney Wick. This provides 110 new homes as well as 6,300 sq m (GIA) of commercial and light industrial space arranged around a central landscaped courtyard, an appropriate public realm for both residents and businesses.



Type 4: Precedent

Large scale mixed use development that could possibly provide B1c- B2 units at the ground floor and residential units above.


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7.0 Cultural Quarter Masterplan

7.1 Cultural Quarter Masterplan

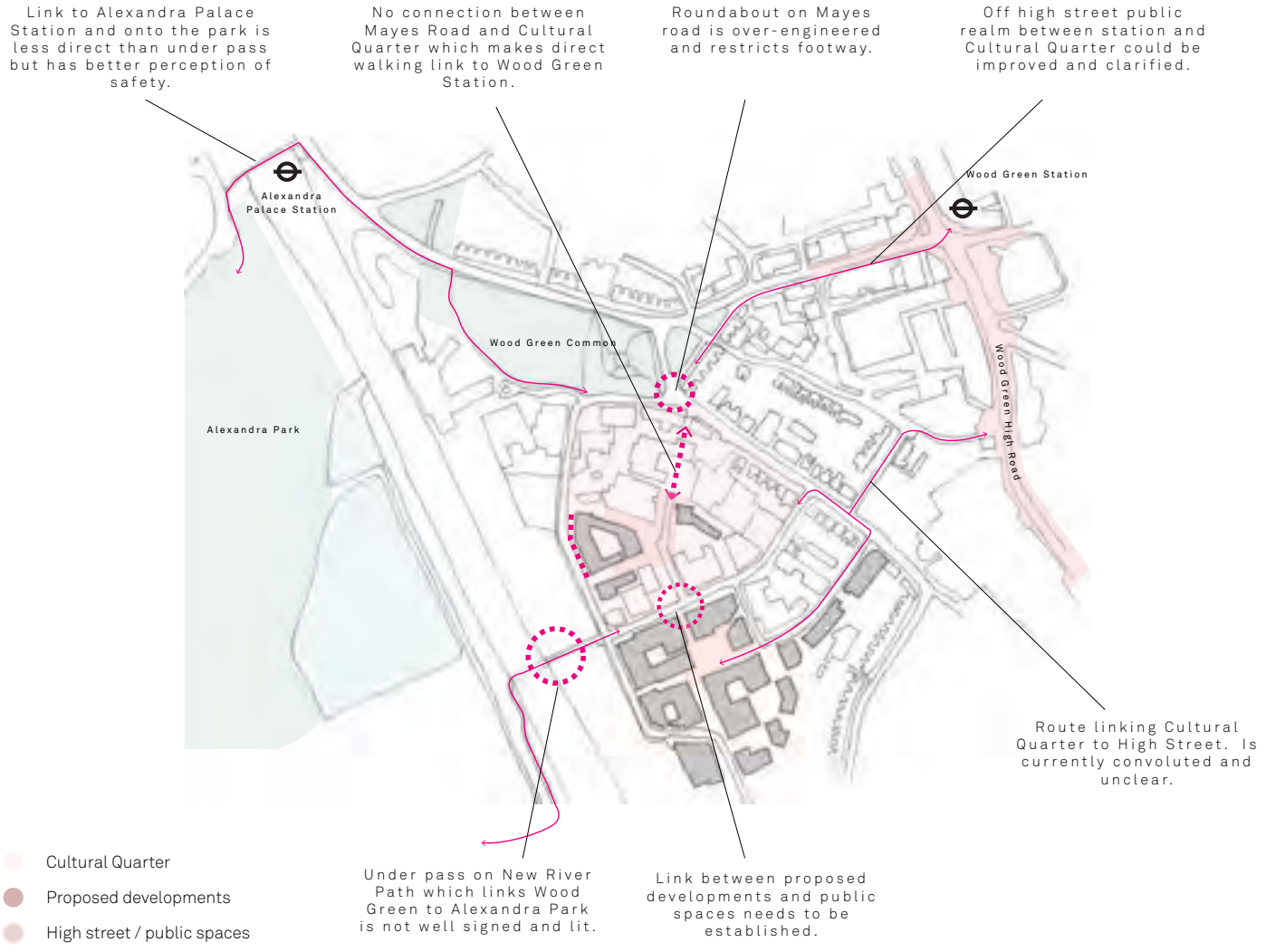
Issues and constraints

The area loosely defined as the Cultural Quarter, bounded by Mayes Road, Western Road and Coburg Road, is currently almost entirely employment use. The draft Wood green AAP, which is an employment led AAP, sets out a vision and policy for a mixed use place with a high level of employment space provision as well as residential development.

The quarter is currently not well linked to key infrastructure in the area including Wood Green Station to the north east and Wood Green High Road which runs parallel to the east. The Cultural Quarter does have better links to Alexandra Park and Alexandra Palace Station but these routes could be improved in terms of clarity, quality of public realm and perception of safety especially the Railway underpass.

There are two major proposed developments; Clarendon Road to the south of the Cultural Quarter and the Chocolate Factory which is in the heart of the area itself. Both establish central public spaces with commercial and employment ground floors but have not clearly established widely links or routes between one another well.

Being an employment-led area the streets will need to maintain a certain functionality and robustness to accommodate work-related traffic whilst offering decent walking networks and public realm to local residents. The level of footfall will no-doubt increase a great deal throughout the area with increased development and the public realm will need to adapt to accommodate this.

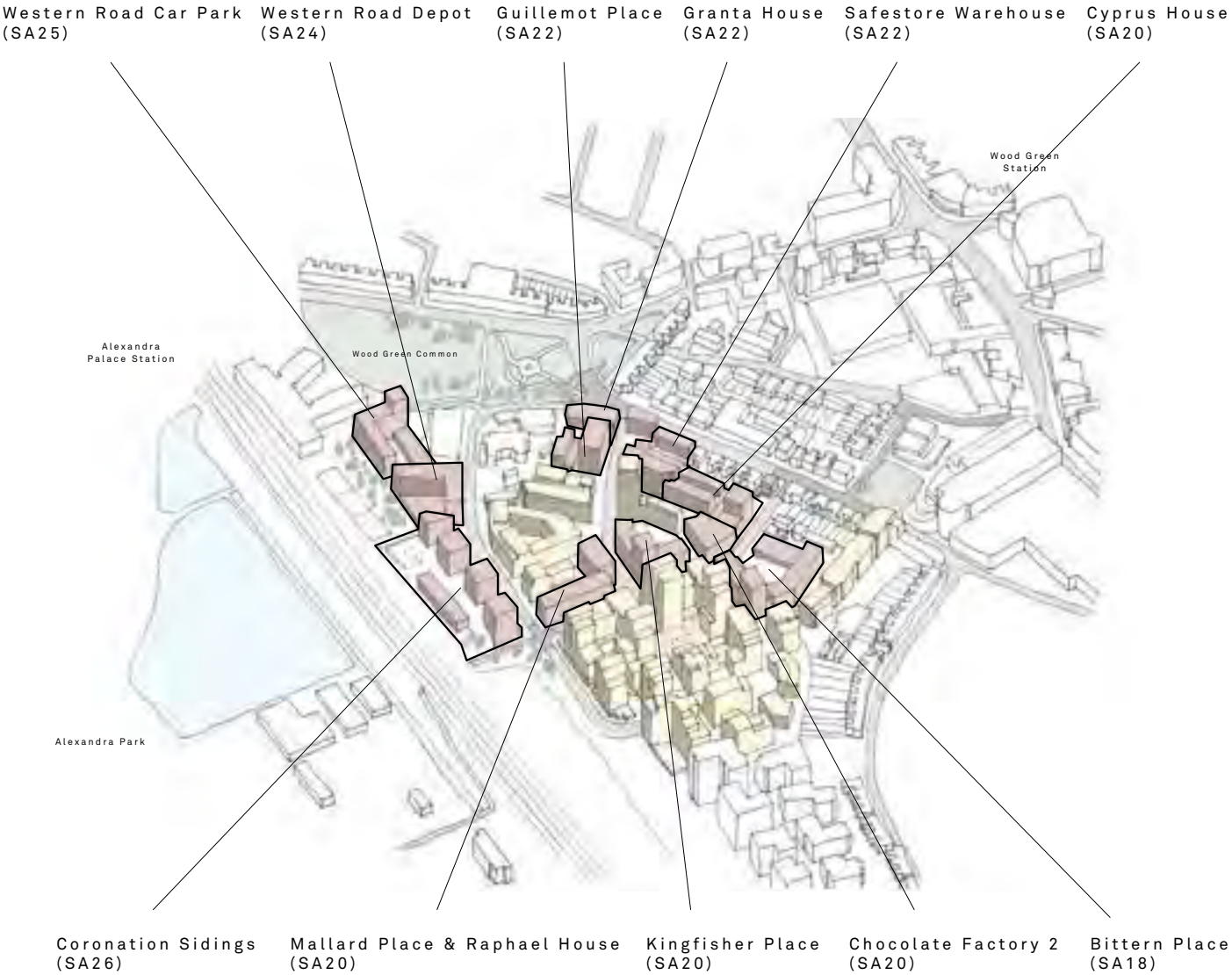


Masterplan Sites

Beyond the three relevant live planning applications (Clarendon Road, Chocolate Factory and the Iceland Site), the masterplanning work has considered 11 other sites in the Cultural Quarter area, some of which are with council ownership. Each site is discussed in detail in Annex 4.

Our assumption in each case is that the site should at least reach AAP residential targets but attempt to exceed employment space targets if possible. This has largely been successful apart from sites that have particular constraints or additional ambitions such as Guillemot Place which is constrained by the link between the Cultural Quarter and Mayes road as well as the proposed Alexandra Palace viewing corridor, discussed in this chapter.

Generally speaking the even spread of employment space throughout the area which the AAP proscribes is potentially a good approach to the area but is heavily reliant on every site delivering its share of employment use. The issue with this approach is the risk involved in negotiating this relatively unusual approach on multiple sites. The risk is not only in the mechanics of agreeing such an approach with many different land owners / developers but also in finding enough work space operators who will take forward small pocket of space.



With this in mind, it might be desirable to also consider some more clustered nodes which might relieve pressure on other sites. For instance Coronation Sidings or Bittern Place. These sites, which are relatively unconstrained could deliver significant employment space, along with other uses, and begin to offset the risk of under delivering employment space targets in the wider Cultural Quarter area. These sites might be options for council investment or council led development.

In terms of delivering mixed-use buildings with significant B-class use through private investment, one major issue is that the established model would be to sell off non-residential space to funds which do not traditionally invest in workspace. This is not an issue of to spatial design or building design itself. The building design does not alter radically if a space is intended as an A class use or a B1a/B1b/B1c work type space. What does alter is the people who might buy and operate the space. One way in which the council might consider mitigating this issue is setting up a panel of workspace operators who would be interested in working with developers to bring forward such space in the Wood Green area. This approach has been successful elsewhere in the area including on the Clarendon Road development.



Overview of Wood Green AAP area showing site allocations which the master planning work has focused on.

Wood Green Economy and Employment Space Study | LBH



Hellenic TV

High Level Capacity Studies for Selected Site Allocations within the Cultural Quarter

	USE	PTAL	SITE AREA (Ha)	PROPORTION OF SA (%)	EMPLOYMENT SPACE (m²)*	RESIDENTIAL SPACE (units)**	TOWN CENTRE (m²)*	OTHER (m²)*
SITE NAME: Bittern Place (SA18)								
EXISTING	Employment	6a	0.50	100	5,773	0	0	0
AAP TARGET (Feb 2018)	Employment / residential	6a	0.50	100	3,224	173	806	3,273
STUDY OUTPUT	Employment / residential / commercial	6a	0.50	100	3,476	150	1,267	3,273
DIFFERENCE AAP TARGET / STUDY					**108%**	**87%**	**157%**	**0%**
SITE NAME: Mallard Place & Raphael House (SA20)								
EXISTING	Employment	4	0.28	28	2,915	0	0	0
AAP TARGET (Feb 2018)	Employment / residential	4	0.28	28	1,597	51	399	0
STUDY OUTPUT	Employment / residential / cultural venue	4	0.28	28	908	70	2,250	0
DIFFERENCE AAP TARGET / STUDY					**57%**	**137%**	**564%**	**100%**
SITE NAME: Cyprus House (SA20)								
EXISTING	Employment	4	0.27	27	4,390	0	0	0
AAP TARGET (Feb 2018)	Employment / residential	4	0.27	27	1,540	49	385	0
STUDY OUTPUT	Employment / residential	4	0.27	27	1,726	71	0	0
DIFFERENCE AAP TARGET / STUDY					**112%**	**144%**	**0%**	**100%**
SITE NAME: Kingfisher Place (SA20)								
EXISTING	Employment	4	0.27	26	2,788	0	0	0
AAP TARGET (Feb 2018)	Employment / residential	4	0.27	26	1,483	48	371	0
STUDY OUTPUT	Employment / residential	4	0.27	26	2,465	100	0	0
DIFFERENCE AAP TARGET / STUDY					**166%**	**210%**	**0%**	**100%**
SITE NAME: Chocolate Factory 2(SA20)								
EXISTING	Employment	4	0.14	14	4,540	0	0	0
AAP TARGET (Feb 2018)	Employment / residential	4	0.14	14	798	26	200	0
STUDY OUTPUT	Employment / residential	4	0.14	14	4,540	0	0	0
DIFFERENCE AAP TARGET / STUDY					**596%**	**0%**	**0%**	**100%**
SITE NAME: Guillemot Place (SA22)								
EXISTING	Employment	5	0.34	41	1,872	0	0	0
AAP TARGET (Feb 2018)	Employment / residential	5	0.34	41	1,758	63	0	0
STUDY OUTPUT	Employment / residential	5	0.34	41	1,683	57	0	0
DIFFERENCE AAP TARGET / STUDY					**96%**	**91%**	**100%**	**100%**

	USE	PTAL	SITE AREA (Ha)	PROPORTION OF SA (%)	EMPLOYMENT SPACE (m²)*	RESIDENTIAL SPACE (units)**	TOWN CENTRE (m²)*	OTHER (m²)*
SITE NAME: Safestore Warehouse (SA22)								
EXISTING	Employment	5	0.26	31	7,848	0	0	0
AAP TARGET (Feb 2018)	Employment / residential	5	0.26	31	1,344	48	0	0
STUDY OUTPUT	Employment / residential	5	0.26	31	2,351	95	0	0
DIFFERENCE AAP TARGET / STUDY					**175%**	**198%**	**100%**	**100%**
SITE NAME: Granta House (SA22)								
EXISTING	Employment	5	0.17	20	2,000	0	0	0
AAP TARGET (Feb 2018)	Employment / residential	5	0.17	20	879	31	0	0
STUDY OUTPUT	School	5	0.17	20	0	0	2,610	0
DIFFERENCE AAP TARGET / STUDY					**0%**	**0%**	**N/A**	**100%**
SITE NAME: Western Road Car Park (SA24)								
EXISTING	Waste recycling.	4	0.33	100	4,372	0	0	0
AAP TARGET (Feb 2018)	Employment / residential / waste recycling.	4	0.33	100	1.615	92	0	0
STUDY OUTPUT	Employment / residential / waste recycling.	4	0.33	100	2,383	102	0	0
DIFFERENCE AAP TARGET / STUDY					**148%%**	**111%**	**100%**	**100%**
SITE NAME: Western Road Depot (SA25)								
EXISTING	Waste recycling.	4	0.26	100	0	0	0	0
AAP TARGET (Feb 2018)	Employment / residential / waste recycling.	4	0.26	100	3,253	0	0	3,253
STUDY OUTPUT	Employment / residential / waste recycling.	4	0.26	100	2.372	98	0	1,104
DIFFERENCE AAP TARGET / STUDY					**148%**	**N/A**	**100%**	**34%**
SITE NAME: Coronation Sidings (SA26)								
EXISTING	Vacant	3	0.96	0	0	0	0	0
AAP TARGET (Feb 2018)	Employment / residential	3	0.96	100	3,026	173	0	0
STUDY OUTPUT	Employment / residential / community	3	0.96	100	4,992	182	950	0
DIFFERENCE AAP TARGET / STUDY					**165%**	**105%**	**N/A**	**N/A**

*All figures for employment, town centre and other uses given as estimated GEA.

** Residential units are defined as 70m^2 of GIA floor space per 1 unit. GIA is assumed to be 85% of GEA. This methodology is reflective of that used in the draft AAP (February 2017). The assumption should be treated as a comparative tool only, actual unit yield might vary.

Ground Floor Use

The ground floor use that is emerging from the three planning applications which will affect the character of the Cultural Quarter and the street which link it to Wood Green High Road describe a new arm of A and D class use building along Brook Street and into the proposed Clarendon Square. For this reason the we have proposed, in order to strengthen the character of this link, that the 'town centre' uses within the Bittern Place site be located on the Brook Street edge. This strategy means that whilst Brook Street might have a more pedestrian character, becoming a high street spur off of the high street, Coburg Road could retain a more 'London street' character, suitable for servicing work space along the road from either Mayes Road or Western Road.

The Cultural Quarter itself will (in the scenario drawn within the current chocolate factory application) begin to take on a more residential character with much smaller employment floor areas at the ground floor. This proposed employment is also likely to be more of a B1(a) or B1(b) character with a large loss of B1(c) and B2/B8. For this reason we have tried to establish typologies of building which can accommodate B1(c) and B2/B8 uses within the ground floor with the maximum area possible.

The drawing adjacent shows the emerging cluster of 'high street' type use (A and D class) which could form a more high street character route from the High road to Clarendon Square which then links into the Cultural Quarter. Coburg Road then becomes closer to a typical London street which is suitable for servicing employment use in the Cultural Quarter as well as pedestrian and cycle movement. The emerging masterplan for the Wood Green Shopping City site might offer opportunities to provide a more direct link between Mayes Road and Wood Green High Road.

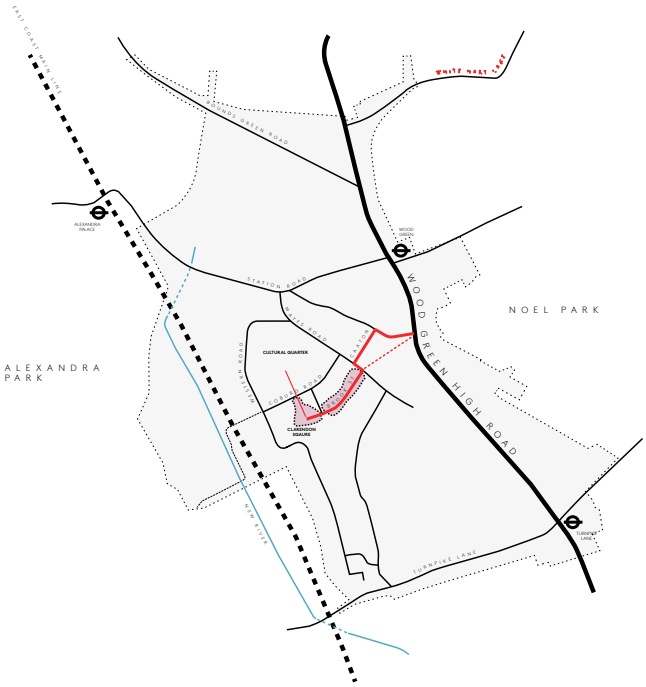


Diagram showing the emerging 'town centre' use link between the High Road, the proposed Clarendon Square and the Chocolate Factory site. Should a proposal for Shopping City come forward then the route between Brook Street and the High Road could be more direct.



Existing ground floor use plan

- B1(a) Use Class - Offices.
- B1(b) Use Class - Research and Development.
- B1(c) Use Class - Light Industry (appropriate in residential area).
- B2 / B8 Use Class - General Industrial / Storage & Distribution.
- A Class - Retail / Food and Beverage.
- D Class - Non-residential Institutions / Assembly and Leisure
- C Class - Residential

The existing ground floor use pattern is of a predominantly B class use in the cultural quarter and an A or D class use along Wood Green High Road. These two clusters are separated by a residential cluster between Mayes Road and Parkland Road.



Live applications ground floor use plan

- B1(a) Use Class - Offices.
- B1(b) Use Class - Research and Development.
- B1(c) Use Class - Light Industry (appropriate in residential area).
- B2 / B8 Use Class - General Industrial / Storage & Distribution.
- A Class - Retail / Food and Beverage.
- D Class - Non-residential Institutions / Assembly and Leisure
- C Class - Residential

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The three significant applications which are relevant to the Cultural Quarter have started to define a new area of mixed use, with a significant A class element along Brook Street and into a new square within the Clarendon Road development (proposed). The chocolate factory site will change from a purely workspace ground floor to a more residential ground floor with small pockets of commercial space.



Masterplan sites ground floor use plan

- B1(a) Use Class - Offices.
- B1(b) Use Class - Research and Development.
- B1(c) Use Class - Light Industry (appropriate in residential area).
- B2 / B8 Use Class - General Industrial / Storage & Distribution.
- A Class - Retail / Food and Beverage.
- D Class - Non-residential Institutions / Assembly and Leisure
- C Class - Residential

The masterplan studies have assumed that all ground floors should be employment use or, where the AAP targets require A classes then these should also be located at ground floor. In the case of Bittern Place (SA18) this is located along Brook Street to reinforce the emerging retail-led connection between Clarendon Square and the High Road.

Alexandra Palace TV Mast Viewing Corridor.
The maximum parapet heights required in order to protect the view of the TV aerial at Alexandra Palace from Wood Green High Road (outside of the current Metro Bank building are given below. These datums assume that:

- The base height of Alexandra Palace is 93m AOSD as shown on the OS plan master map edition spot height data.

- The TV aerial tower parapet is 114m AOSD, estimated from photographs.

- The base height of the footway outside of the Metro Bank building is 20.3 AOSD as shown on the OS plan master map edition spot height data.

- The base height of the areas in between, shown on the plan opposite, are as given in the OS plan master map edition spot height data.

Maximum Parapet Datums
Area 1, High Road.
0m / 0 Storeys / N/A AOSD*.

Area 2, Library to Caxton Road.
4.9m / 2 Storeys / 25.9m AOSD* (or whichever is lowest).

Area 3, Caxton Road to Mayes Road.
9.7m / 3-4 Storeys / 30m AOSD* (or whichever is lowest).

Area 4, Mayes Road to Chocolate Square
18.6m / 5-7 Storeys / 38.9m AOSD* (or whichever is lowest).

Area 5, Chocolate Square to Western Road.
24.6m / 8-9 Storeys / 44.9m AOSD* (or whichever is lowest).

Area 6, Western Road to Rail Line.
32.7m / 10-12 Storeys / 53m AOSD* (or whichever is lowest).

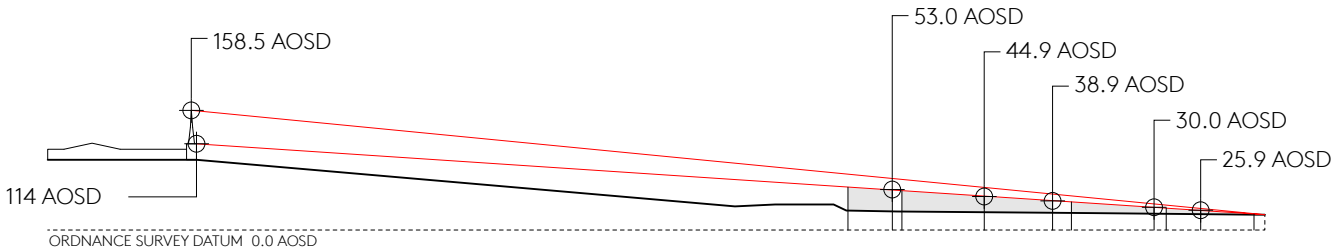
*AOSD = Above Ordnance Survey Datum.

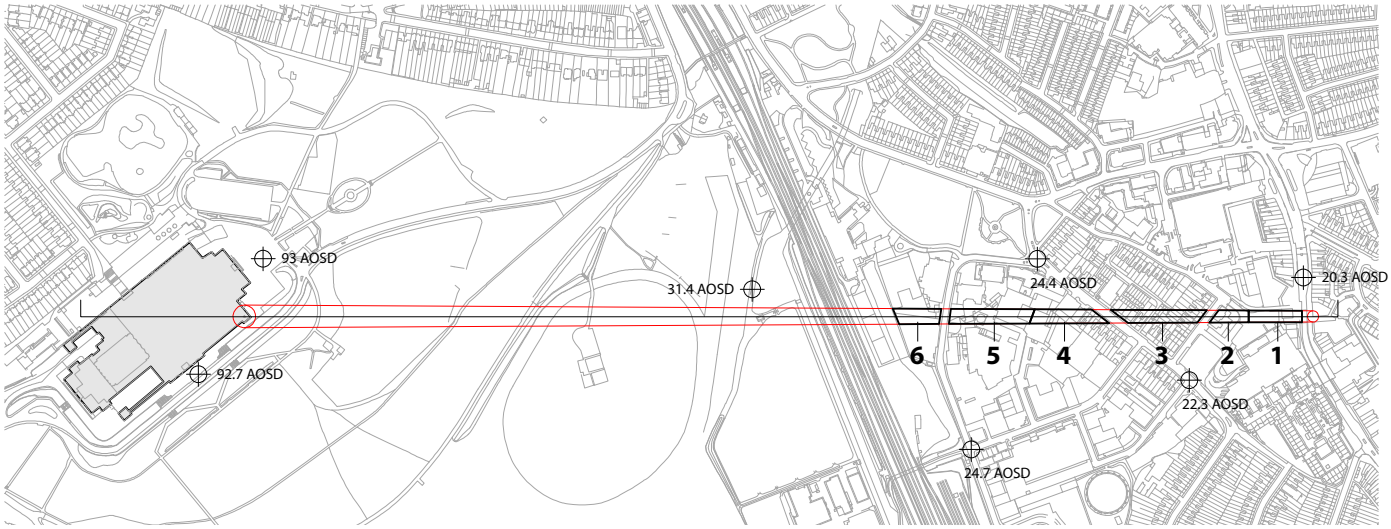
These datums have been taken from the leading edge of each area i.e. the lowest possible, as a robust policy. It may be possible to exceed this datum in specific instances with careful planning and verified views.

There are currently two buildings which will obscure any possible views, those being the 185a High Road which is immediately adjacent to shopping city and the recent roof extension to the mosque building on 10 Caxton Road. For any viewing corridor to be implemented these buildings will need to be demolished or reworked.

The current Chocolate Factory application (HGY/2017/3020) partially obscures Alexandra Palace but not the view of the TV mast. Any additional buildings of height north of the current tower location will have a serious impact on the viewing corridor.

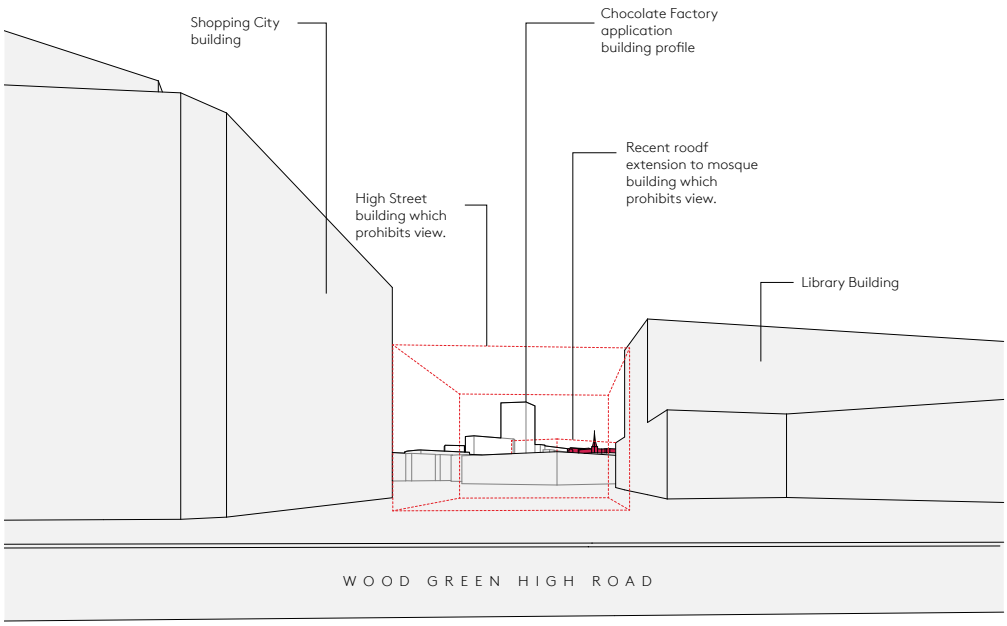
It is also important to remember that although it is likely that the mast will be visible at all times of the year, tree cover from tall ,mature trees in the park is likely to obscure the any view of Alexandra Palace itself for much of the year.





Protected view cone.

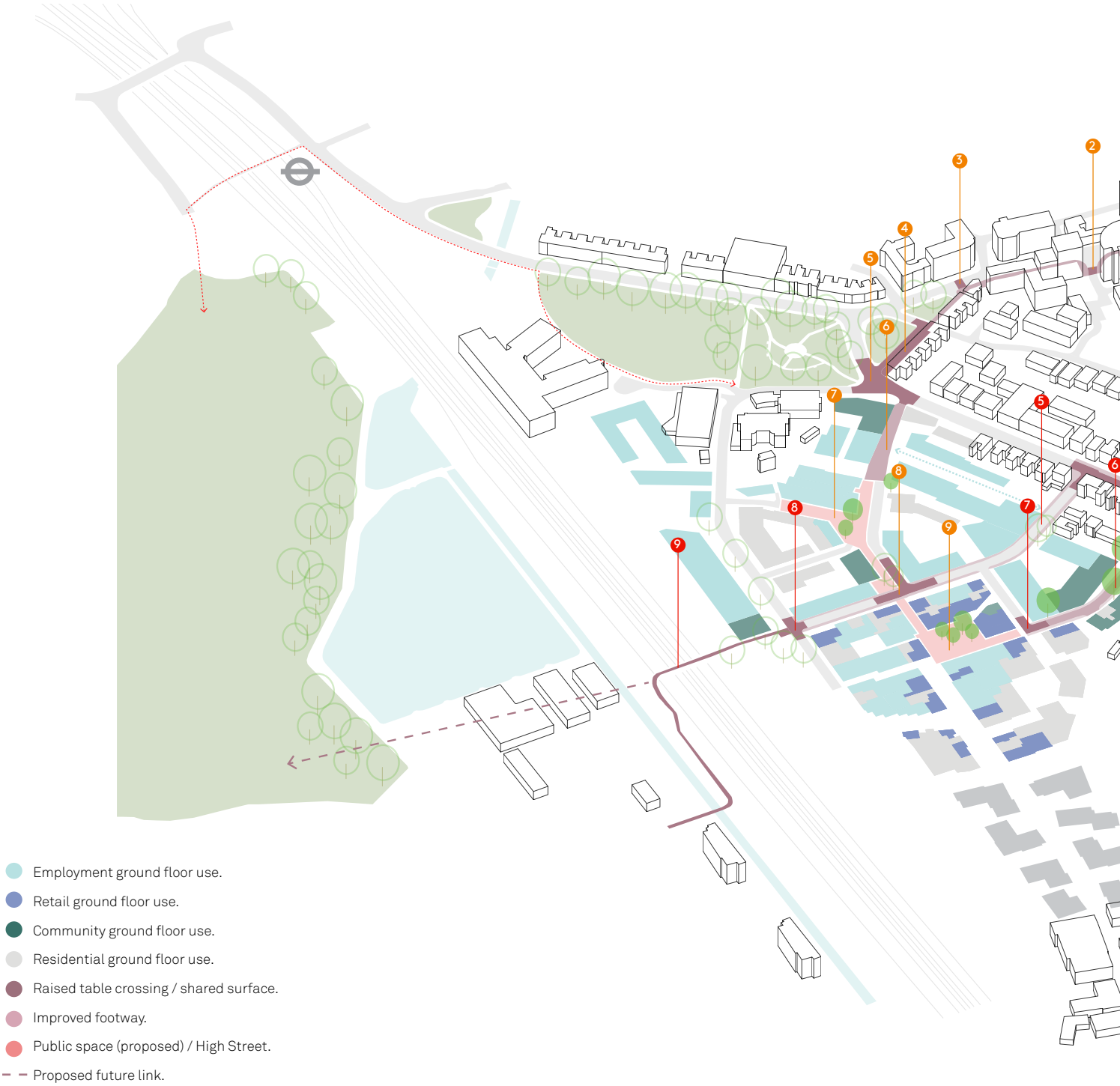
Alexandra Palace.



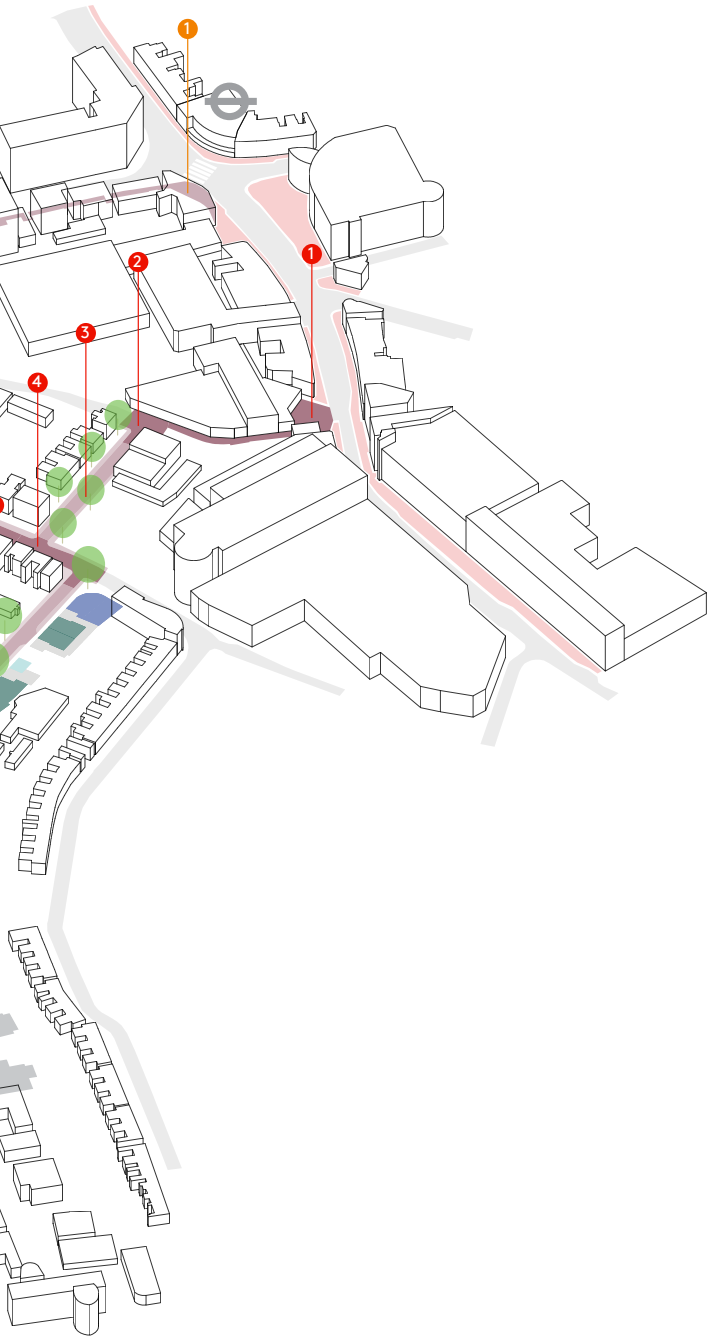
View from eye level showing Chocolate Factory tower proposal in relation to proposed protected view.

Public Realm Masterplan

The Cultural Quarter would benefit from strengthened links between the Station and the High Road as well as onto Alexandra Park. These links could be made with a couple of key adjustments and some relatively simple public realm improvements.



- Employment ground floor use.
- Retail ground floor use.
- Community ground floor use.
- Residential ground floor use.
- Raised table crossing / shared surface.
- Improved footway.
- Public space (proposed) / High Street.
- Proposed future link.



Station to Clarendon Square Link.

1. Improved wayfinding between Cultural Quarter and Station junction. Existing diagonal crossing facilitates use of southern edge of Station Road which is preferable. Footways along Station Road to be upgraded.

2. Raised table crossing at junction between Brabant Road and Station Road.

3. New crossing linking northern edge of Station Road to Tower Terrace.

4. Shared surface on Tower Terrace with existing parking retained but improved pedestrian movement.

5. Roundabout removal on Mayes Road with reduced carriageway and extended footways, along with new crossings.

6. Link between Cultural Quarter and Mayes Road through Guillemot Place and Granta House sites 8m width to safeguard future vehicle use in one direction.

7. Proposed Chocolate Square public space, see planning application HGY 2017/3020.

8. Raised table crossing on Coburg Road linking Chocolate Square to Clarendon Square.

9. Proposed Chocolate Square public space, see planning application HGY 2017/3117.

High Road to Alexandra Park Link.

1. Improved wayfinding between Cultural Quarter and High Road at existing library square.

2. Improved footway and raised table crossing between Library Square and Caxton Road.

3. Tree planting along Caxton Road and Brook Street.

4. Large raised table crossing between three junction linking Caxton Road, Coburg Road and Brook Street.

5. Improved footways on Coburg Road with crossovers for employment space vehicle access.

6. Level carriageway and improved footways on Brook Street, along with new street trees.

7. Raised table crossing on corner of Silsoe Road and Brook Street.

8. Raised table crossing on junction between Coburg Road and Western Road, linking to New River Path. Wayfinding element related to Alexandra Park.

9. Improved environment including lighting and tree lighting in Penstock Tunnel. Ambition for a more direct link to park through Hornsey Filter Beds site.

Active frontages:

- New larger-scale B1a developments (flexible offices / co-working) should always have active town centre uses on ground floors
- B1a SME units on upper floors should be collocated above B1c or above a minor element of town centre uses (A/D)
- All residential development should have employment space (small scale) B1a / B1c any ground floor, prioritising activities with active frontages at ground floor.
- Even light-industrial B1c units without retail / direct public facing elements can add to the character of the neighbourhood, particularly if they are creative uses. Frequently they will be 'hybrids' providing e.g a mix of food and beverage, workspace and retail / making space. Such hybrids should be encouraged
- Well designed façades / garage doors / roller shutters can enable even B1c light industrial uses to be a positive part of a vibrant neighbourhood, including a degree of 'spilling out' of activities onto the pavement (e.g. Weber Industries, Old Kent Road or E5 bakery, Hackney)
- Such an approach to ground floors and public realm can strengthen the unique identity of particularly Wood Green Cultural Quarter as an entrepreneurial and creative neighbourhood.

Character, Street Furniture and Green Space Requirements

- In site allocation areas with a significant element of employment uses, it is important to conceive of the public realm as a place with a 'working' character. The reference for the Cultural Quarter of 'Clerkenwell' or 'Shoreditch' is useful as a high-density, dynamic area with a mostly hard-surface public realm.
- As part of such a 'working' public realm, it is important to avoid fixed street furniture where it will impede required vehicular servicing. Instead, mobile street furniture should be provided as part of the 'shared space' public realm as it allows a greater degree of flexibility in the use/circulation of the public roads.
- Plants & flowers should be planted in large pots that can be moved according to local needs.
- Significant amounts of planting and play space may not always be accommodated at ground floor; instead, they should be accommodated on upper levels (terraces and rooftops), whether accessible to the public or as collective amenity space for building users and residents.

Accessibility, Servicing

- In recent new mixed use developments e.g. Fish Island, the public realm is conceived as shared space that is accessible to pedestrians, cyclists and vans servicing employment space. A level treatment (at kerbs) can use different patterns marking areas that can be used for loading and unloading of vans
- Raised kerbs can also be used for parking / loading / unloading; when not in use they effectively form part of the sidewalk
- Servicing hours may need to be specified for non-retail activities as well as for retail / food&beverage to minimise disruption to other uses
- Comprehensive masterplanning, like in the planning applications currently in process for Wood Green Cultural Quarter, but also potential masterplanned areas like SA2-3-4, should take such servicing / access needs into account, avoiding wholly pedestrianised zones or green infrastructure that impedes ground floor business promise servicing.



Fish Island , London
Good example of high quality public space. With no raised curbs the public realm, works for both residents and workers.



Brewery Square, Islington
Mixed use development with good practice business and residential amenities. Vehicular access coexists with the open space of the square and pedestrian shop front and residential access.



Weber Industries, Old Kent Road
B1c industrial unit with Active frontage


CHOCOLATE FACTORY
ALLISON KISELEFF
& COMPANY LTD

8.0 Key Areas of Intervention and Action

8.1 The Council's Role as a Leader

The council's leadership is likely going to be most influential in setting of a sequence of changes that can deliver growth and place-making objectives. Using a design-led approach and the innovative e delivery and management tools that are available to the council, we are confident that it is possible to grow both the quantum of housing in the town centre whilst also preserving, and indeed enhancing, the scale of economic activity. Our analysis suggests that Wood Green has the capacity to achieve and even exceed the current minimum targets set out in the AAP over the long term.

However, this success is not guaranteed. A 'hands on' role for the Council is likely to be required to achieve the scale, quality and mix of development envisaged. Utilizing its own assets in imaginative ways will establish the expectation of development in Wood Green in the future, setting a new standard for private sector developers and investors. However allied policy direction and wider investment in the quality of place will be required to create the conditions to growth, whilst intelligent interventions to support businesses through the transition will be vital to retain a diverse employment offer

Policy & Guidance

The Council, through the AAP, is setting out a positive proposition for Wood Green in its planning policy, however this should be seen as a starting point for ongoing evolution of the development and design guidance deployed to steer the market to produce desired outcomes. The development of further area-wide guidance on space typologies, design and operation of development across Wood Green can provide further certainty to landowners, positively support the delivery of functional employment space and help to manage land value expectations.

This design guidance should seek to provide clear guidance on the scale of different activity types, both in terms of total space to make it operationally viable and the size of units to meet the range of needs identified.

The guidance could also link to the borough's wider approach to approved workspace providers that residential developers can seek to work with in order to secure better outcomes from mixed use development. This could have a significant benefit for Wood Green given many sites will be brought forward by house-builders who have (traditionally) had limited experience of new types of commercial workspace.

The preparation of site-specific development briefs / capacity studies of similar nature to that undertaken for Wood Green Cultural Quarter sites within this study would be a valuable tool to ensure that employment space is integral to site development ambitions, contributing to sense of place as well as employment ambitions. This should be focussed on developing more detailed guidance on sites such as SA3, SA4 and SA5, where the development approach is likely to be complex and involve multiple activities. For this station orientated cluster a joined up approach that captures the potential for growth driven by transport investment will be critical, ensuring development opportunities are optimised and station entrances fully integrated and planned to maximise the benefits to the town centre.
The creation of a detailed public realm vision

/ design code that balances the needs of businesses with wider requirements of residents and ecological needs will ensure Wood Green is 'business ready without compromising on the quality or standards of the urban realm. For example robust kerb-less shared surfaces would enable businesses to be serviced without the need for separate routes can also create informal public spaces; integrating child-friendly / family friendly public space can help to animate the area, particularly where more is provide as a public rather than semi-private provision; ecological value may need to be achieved on roofs, façades, courtyards rather than heavy emphasis on 'greening' of streetscape, again creating space for business servicing.

Timing & Sequencing of Delivery

What is apparent throughout this Study is that the economy of Wood Green will evolve over time, building on the foundations already laid by the existing business mix, capturing a greater share of London's growth and business migration and benefiting from enhanced transport infrastructure.

This evolution will incrementally attract new forms of space demand and requirements, reflecting the experience of town centres such as Brixton and Walthamstow, where light industrial/ studio demand has evolved into demand for smaller (and then progressively) larger office provision.

Ultimately the demand for more significant new office stock on sites such as River Park House will most likely present a longer term opportunity when projects such as the Chocolate Factory and Clarendon Road have established a much larger and more diverse business base and transport upgrades are in place or fully committed. In the interim re-use of the existing building similar to the approach used for Wood Green Works can provide further workspace for businesses.

The introduction of a catalyst use could hasten the growth trajectory of the Wood Green economy. The introduction of a new higher education institution (for example) could attract a series of businesses to locate alongside it and enhance the cluster of activity within the town centre. Any institution should seek to link to the existing specialisms and activities within the town centre and also complement wider offers such as ADA.

Business Relocation

Successful growth and regeneration in Wood Green should balance the retention of existing businesses with the creation of new spaces for people to live and work in, inevitably some business displacement will occur through the process but it is vital that this is kept to a minimum.

It is critical that any business disruption is kept to a minimum and therefore the Council should seek to develop a relocation strategy that ensures any single business only has to move once as a result of redevelopment of employment sites.

This will be a complex process and will require in depth engagement with individual businesses to understand their needs and sensitivities. However what has become clear through this study is that to deliver a 'single move' strategy for businesses new, permanent additional workspace will be required early in order to move businesses out of early sites.

This means a new development would be required on a site that doesn't currently provide workspace or where workspace provision can be greatly enhanced. For example Coronation Sidings could have a key role to play given it is currently underutilized and therefore could deliver truly additional space within the Cultural Quarter. Similarly an approach at the Civic Centre that provides a significant workspace component could create additional 'office' style space elsewhere in the town centre.

The Council will need to consider its own development and asset strategy carefully if it is to successfully retain, and support the growth of, existing businesses using every

opportunity to increase workspace provision across Wood Green. Wider support, such as a pooled relocation fund (set up from developer contributions – subject to S106 – and public funding), can also help to minimise the impact and support businesses to continue trading.

Development Typologies

The mix of complementary activities that exist in, and can be attracted to, Wood Green will require new forms of development to be delivered that can provide a mix of housing, a range of workspace, community spaces and retail and leisure opportunities. Through its land ownership the Council can help set a new standard for development in Wood Green in terms of both the quantum and nature of space provided. Integrating office space into key sites such as River Park House will help shift the perception of Wood Green as a business location as well as provide leverage in future planning discussions on other sites.

Through its development partner selection process the Council can work with some of the industry's most innovative developers and investors to realise Wood Green's potential. It should seek to establish new products such as 'tethered' live-work, resi/workspace buildings that integrate yard spaces for industrial servicing, integration space for social enterprises and other 'meeting' spaces or exhibition facilities to meet a range of needs in the community and creative sectors. A range of precedents exist across London and Europe for this type of development, which would enshrine long-term economic capacity / value and lead the wider market delivery.

The Council should positively promote the concept of vertical space provision, both in terms of use mixes, as a mechanism for optimising workspace provision and as an approach for managing use conflicts. For example on sites of sufficient scale an industrial ground floor could support a studio workspace proposition above, with residential on floors above these. This would act as a natural acoustic and vibration barrier between uses as well as creating complementary employment spaces, potentially reducing build costs and optimising values. This approach would also maximise land capacity and provide flexibility, for example a new space for a workspace provider such as Collage could be in one multi-storey new-build or disaggregated across ground/first floors.

Partnerships & Market Testing

The Council should continue to take a 'hands on' role in unlocking the workspace potential of Wood Green.

On its own sites the Council should seek to maximise the quantum of workspace delivered. It should seek to work up proposals with providers, allowing them to help shape plans for sites to ensure the development provides space that they can make a success. In the immediate term (and drawing on the work in this Study) the Council should consider undertaking soft market testing with a range of providers to begin to generate interest in Wood Green. This should extend beyond those currently active or interest in the area to address the full range of space requirements, targeting office providers such as The Office Group, as well as innovative developers/funders such as Derwent to understand their level of interest and also the types of opportunity they would seek to engage with.

On other sites the Council should continue to actively broker between residential developers and potential employment space operators. It should seek to work with both parties to support the development of proposals that work for both housebuilders and workspace operators and (where necessary) setting clear conditions in planning negotiations around detailed space typological questions and lease arrangements to ensure an investable product is delivered, allowing operators to raise funding. can lever investment).

Anchoring the Cultural Quarter

Wood Green's Cultural Quarter is the creative heart and economic hub of the town, accommodating a diverse range of artistic,

productive and creative business activities. However, the identity of the area is strongly linked to the presence of key 'institutions' and facilities such as the Mountview Academy and the Karamel Theatre, both of which are potentially 'at risk' from development in some way. Ultimately this could lead to a Cultural Quarter that lacks a cultural heart.

Development in the Cultural Quarter will need to re-provide facilities that can retain and enhance the offering, ensuring there remains shared facilities that act as an anchor destination/ animator of the area. Retaining and enhancing performance and exhibition space, attracting new education activity or introducing major new workspace can all help retain this character.

The way the Council uses its assets in this area will be critical. The new Civic Centre development can contribute to place identity through the creation of an open building that provides a range of public spaces and, potentially, flexible venue space. More widely the integration of new cultural/creative anchors into development should be encouraged through policy and positively considered as part of any Council-led development. An investment case should be made on the wider value this generates to the economy of Wood Green and the potential positive impacts it can have on values in the area.

Investment Approach

On a number of council-owned sites, such as the Library site and Mallard Place/ Raphael House, the Council can deploy creative ways to deliver employment space in a mixed use scheme that can ultimately be financially viable. However this may require alternative views of return to be taken, focused on long term returns rather than short term capital receipts, it may also involve the inclusion of broader fiscal impacts of more mixed development as part of any assessment of 'viability' – such as the inclusion of business rates receipts into the assessment model.

The capacity and expertise of Council officers in understanding investment and return will greatly influence how the Council engages in this field and the scale of risk they are prepared to take on. However across Wood Green the Council could utilise its assets in partnership with a range of different investors in order to ensure the wider needs of the Wood Green population are met.

For example, partnering with mission driven investment such as Trust for London, Barrow Cadbury Trust, JRF, Bridges Ventures could unlock opportunities to share a commercially competitive return whilst also creating space to accommodate a range of 'third sector' agencies that are vital for Haringey. This could have wider benefits beyond financial return, for example re-circulating resources within the for-benefit domain, enabling tenants to co-locate in a facility (increasing impact and sharing of knowledge), providing pooled resources rather than each agency funding their own space – all of which help make these operations more sustainable. The Foundry Social Justice and Human Rights Centre in Vauxhall is an example of this type of investment, developed by Ethical Property Company with mission driven investment from the endowments of several prominent charities.

The Council can also initiate new approaches to investing in a wide range of employment space, levering in GLA funding or social investment in order to improve viability of employment space fit-out and management, and thus achieving overall affordability. For example, Leaside Accents in Bow is set up as a partnership between a Housing Association (Poplar HARCA), the Local Authority and the GLA to curate the commercial space in a sequence of significant new housing developments on the basis of long leases, in order to create long term economic and social value.

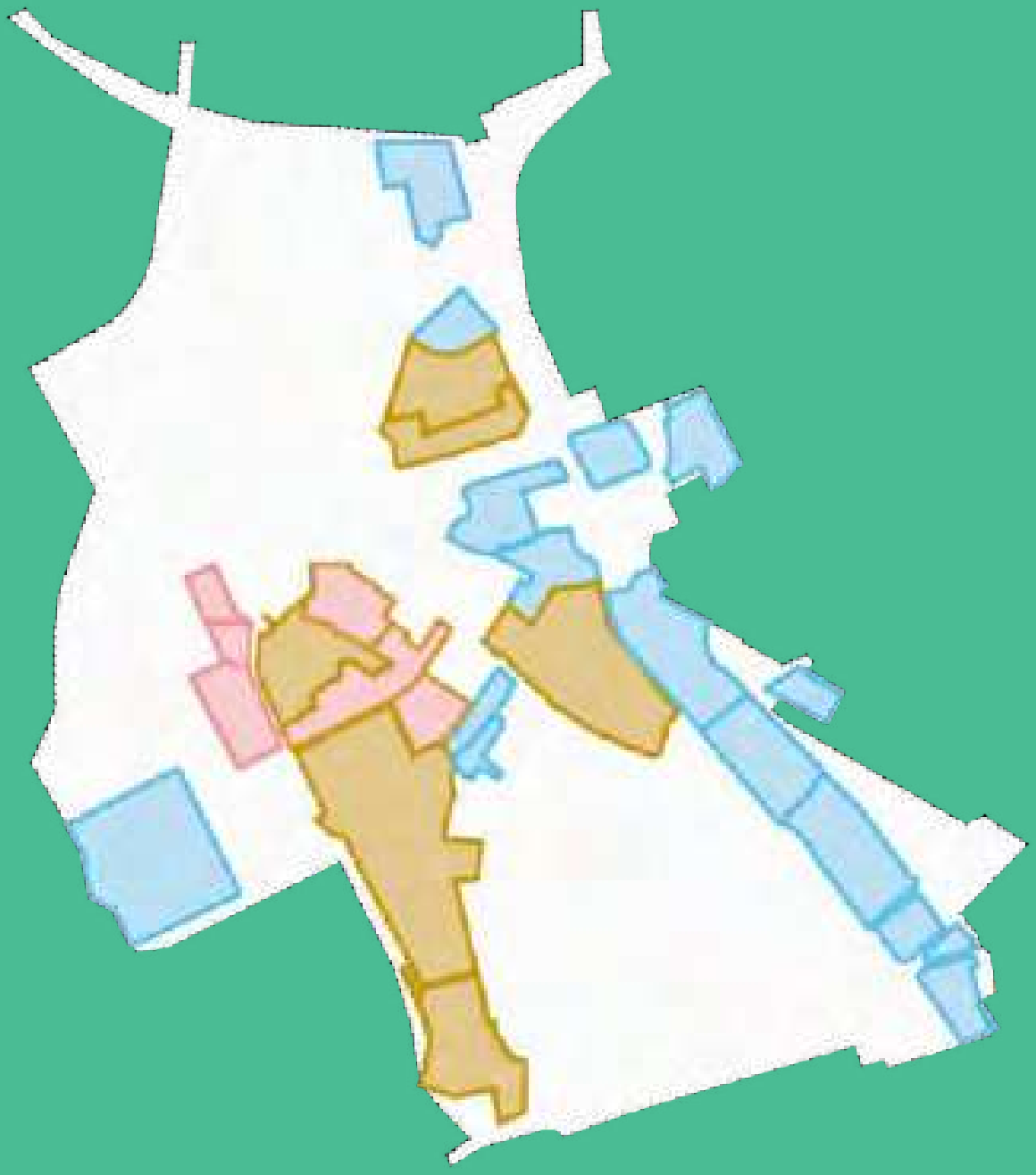
Affordability

Affordability of workspace is a key asset for Wood Green, however not all businesses or activities require this support and blanket provision policies can lead to a number of unintended outcomes that harm the delivery and operational viability of commercial space.

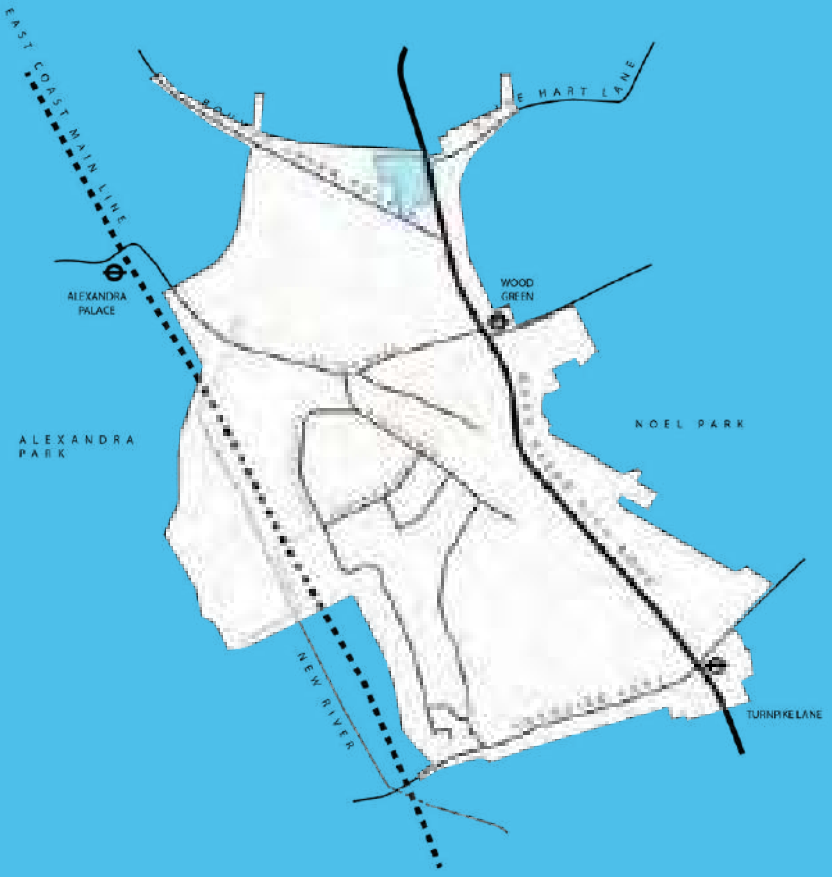
A more finely tuned approach will secure the most appropriate types of space in the most relevant locations in order to enable a wider range of businesses to remain in the area. A mixed approach that secures re-provision of space on sites with sufficient quantum, whilst securing contributions to 'off-site' development from sites where affordable space is less appropriate will mean the Council can better target provision to ensure it benefits those who need it most.



Magnus Long



Annex i: Site Allocations Study


EAST COAST MAIN LINE
HART LANE
ALEXANDRA PALACE
WOOD GREEN
ALEXANDRA PARK
NOEL PARK
NEW RIVER
TURNPIKE LANE

SA 1. LBH Civic Centre

Compared to the AAP Site allocation targets, other options could deliver:

The employment and town centre uses recommended for this site are modest and achievable, and could be wholly be accommodated on the ground floor of a mixed use development, or within the existing Civic Centre building if this was to be retained.



SA 1 View.

SA 1	USE	PTAL	SITE AREA (Ha)	JOBS	EMPLOYMENT SPACE TYPE	EMPLOYMENT SPACE (m²)*	RESIDENTIAL SPACE (units)**	TOWN CENTRE (m²)*	OTHER (m²)*
EXISTING	Civic Centre & Council Offices	6a	1	191	B1c Office / Civic	1,798	0	1,750	-
AAP TARGET	-Extension and conversion or redevelopment of the Civic Centre building. -Mix of employment and residential buildings with capacity to develop onto the car park area.			No jobs target in AAP 2018	-	2,034	116	0	-
STUDY OUTPUT	- Accommodate workspace within the existing Civic Centre building. - New mixed use development			~	B1a SME office, B1c studio / workroom	Aim for no net loss	Not investigated in this study		-

*All figures given as estimated GEA.

** Residential units are defined as 70m² of GEA floor space per 1 unit. This methodology is reflective of that used in the draft AAP (February 2017). The assumption should be treated as a comparative tool only, actual unit yield might vary.

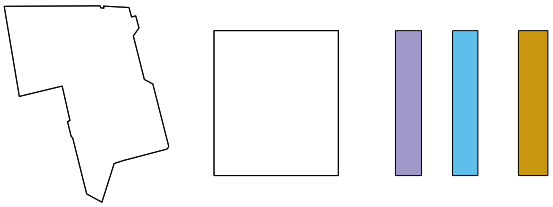
Recommendations.

The AAP target of 2,034 m2 should be regarded as a minimum target.

The Council should undertake a design-led housing capacity study with reference to employment space typologies for this site.

Existing site conditions.

There are no businesses on this site currently.



Existing and AAP Proposed Town Centre & Employment use space quantum

- Site Area
- Existing Employment Area
- Existing Town Centre Area
- AAP 2018 Target Employment Area
- AAP 2018 Target Town Centre Area
- AAP 2018 Target Other Area

Precedent 1

Bernard Works, Tottenham.
If a new built mixed use redeveloped was to be proposed on the car park, it could aspire to similar qualities as the Mill Co. Project, providing affordable housing and affordable workspace.



Precedent 2

Industriegebouw, Rotterdam.
The retrofitted, standalone employment Industriegebouw could be referenced if the existing buildings on LBH Civic Centre site were to be preserved and retrofitted to host a variety of retail space at the front, B1c industrial units at the back and workroom/studios at the upper floors.



Key considerations for future employment space typologies & business archetypes:

Employment space on this site could take different forms depending on the site development strategy:

- If part or all of the existing Civic Centre building was preserved, part of it could be B1c units for affordable studio/workroom space for artists/creative businesses, social enterprises and other small businesses. The site is large enough to achieve high-density residential accommodation at the rear.
- If the Civic Centre was demolished, a mix of ground floor employment space / town centre uses underneath residential could achieve active frontages with both B1a small office units and B1c studio/workroom units. Potential users: small-scale professional services servicing local economy; small businesses providing services to local communities; small-scale creative sector.
- For these typologies, sufficient floor to ceiling height, and a movement framework / public realm that enables easy access and servicing are essential.

Future Business Type on this site could include:



Stella Polaris
Video-Sound recording studio, Chocolate Factory 1

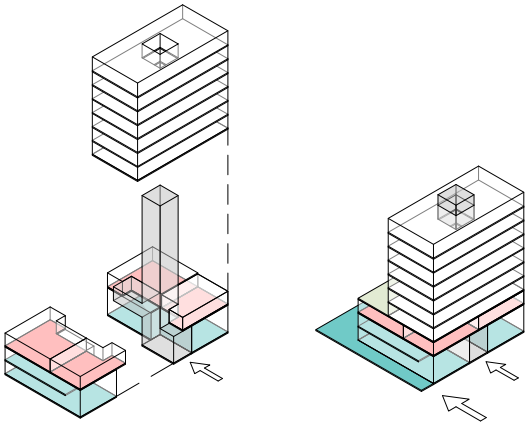
Business currently in Wood Green requiring B1c workroom/studios.



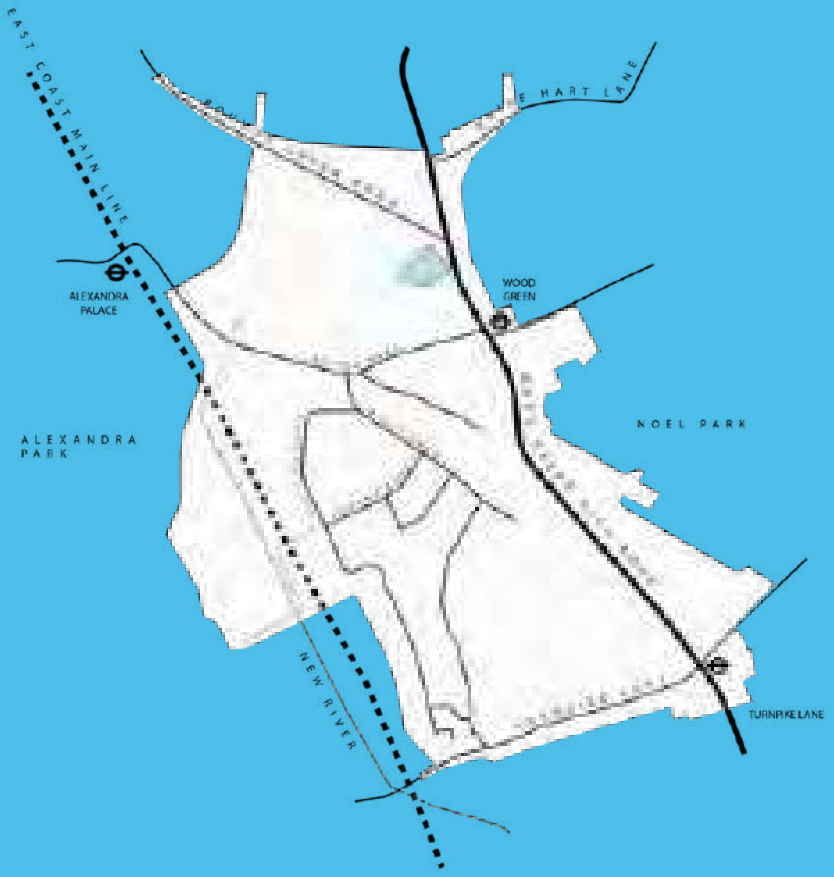
Bow Arts Studios

Workspace Management providing B1c workroom/ studios.

- B1(a) / A2 Use Class - Offices / Professional and Financial Services
- B1(b) / A3/4/5 Use Class - Research and Development; Restaurants and Cafés, Pubs and Takeaways.
- B1(c) / A1/3/4/5 Use Class - Light Industry (appropriate in residential area); Shops; Restaurants and Cafés, Pubs and Takeaways.
- B2 / B8 / D1 / D2 Use Class - General Industrial / Storage & Distribution; Non-residential Institutions; Assembly and Leisure.
- Residential Core
- Residential amenity



Type1: Ideal.
Appropriate typology for SA1


EAST COAST MAIN LINE
HART LANE
ALEXANDRA PALACE
WOOD GREEN
NOEL PARK
ALEXANDRA PARK
NEW RIVER
TURNPIKE LANE

SA 2. Green Ridings House

Compared to the AAP Site allocation targets, other options could deliver:

The employment and town centre uses recommended for this site are modest and achievable, and could be wholly be accommodated on the ground floor of a mixed use development. Different options for this exist.



SA 2 View.

SA 2	USE	PTAL	SITE AREA (Ha)	JOBS	EMPLOYMENT SPACE TYPE	EMPLOYMENT SPACE (m²)*	RESIDENTIAL SPACE (units)**	TOWN CENTRE (m²)*	OTHER (m²)*
EXISTING	Offices (former telephone exchange)	6a	0,4	572	B1a Office / Sui generis	10,965	0	0	-
AAP TARGET	- New residential and employment mixed use development in association with Wood Green bus garage			No jobs target in AAP 2018	-	2,721	146	680	-
STUDY OUTPUT	- New residential, town centre and employment mixed use development - Master plan / design-led capacity study for this site, ideally in conjunction with SA3 and SA4.			?	B1a SME office, B1c studio / workroom	Aim to exceed AAP target	Not investigated in this study	~786 (towards High Road)	-

*All figures given as estimated GEA.

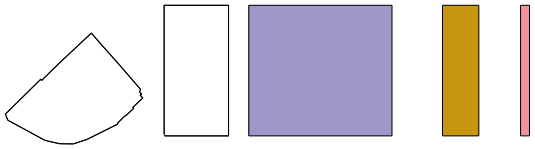
** Residential units are defined as 70m² of GEA floor space per 1 unit. This methodology is reflective of that used in the draft AAP (February 2017). The assumption should be treated as a comparative tool only, actual unit yield might vary.

Recommendations.

The AAP target of 2,721m2 should be regarded as a minimum target. The Council should support creating a master plan / design-led capacity study for this site, ideally in conjunction with SA3 and SA4.

Existing site conditions.

The site allocation is currently vacant, therefore there are no businesses on site.



Existing and AAP Proposed Town Centre & Employment use space quantum

- Site Area
- Existing Employment Area
- Existing Town Centre Area
- AAP 2018 Target Employment Area
- AAP 2018 Target Town Centre Area
- AAP 2018 Target Other Area

Precedent

Brewery Square, Islington

Mixed use development with efficiently designed business and residential amenities. Vehicular access coexists with the open space of the square and pedestrian shop front and residential access.



Precedent

Highmead, London

Double height commercial ground floor providing good quality active frontage with 4-8 story residential above.



Key considerations for future employment space typologies & business archetypes:

Several potential typologies exist; a future choice of typology depends on whether the employment space on site is positioned as part of the 'office' quarter near Wood Green station or as part of a residential-led mixed use area with ground floor active frontages;

- B1a: small office units / managed workspace, above or in conjunction with ground floor town centre uses facing Wood Green Road, in an office-led scenario, and / or lower ground + ground floor along Watsons Road. Potential users: small-scale professional services servicing local economy; small businesses providing services to local communities; small-scale creative sector.
- B1c: ground floor light industrial / workroom units, e.g. along Watsons Road, possibly with 'working yard' under first floor residential courtyard, in comprehensive masterplan including SA3 and SA4. Potential users: creative economy e.g. creative tech, designer/ makers with retail element, small scale advanced manufacturing.

For these typologies, sufficient floor to ceiling height, and a movement framework / public realm that enables easy access and servicing are essential. As this site is likely to come forward after SA4, future decisions on positioning of this site could be made dependent on market take-up of employment space in SA4 and elsewhere in Wood Green.

Future Business Type on this site could include:



E5 Bakery

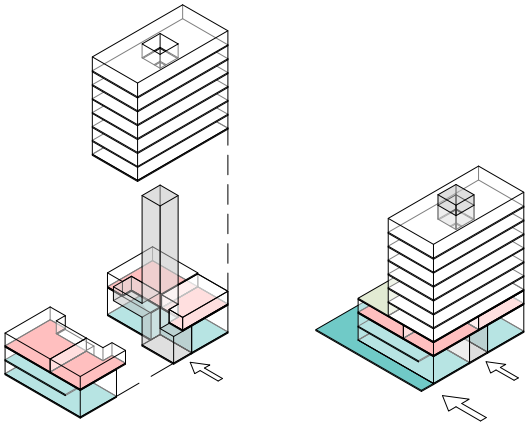
Business currently in Hackney requiring B1c ground floor industrial unit.



Urban Futures

Social enterprise currently based in Chocolate Factory 1 using a B1a and D1 space.

- B1(a) / A2 Use Class - Offices / Professional and Financial Services
- B1(b) / A3/4/5 Use Class - Research and Development; Restaurants and Cafés, Pubs and Takeaways.
- B1(c) / A1/3/4/5 Use Class - Light Industry (appropriate in residential area); Shops; Restaurants and Cafés, Pubs and Takeaways.
- B2 / B8 / D1 / D2 Use Class - General Industrial / Storage & Distribution; Non-residential Institutions; Assembly and Leisure.
- Residential Core
- Residential amenity



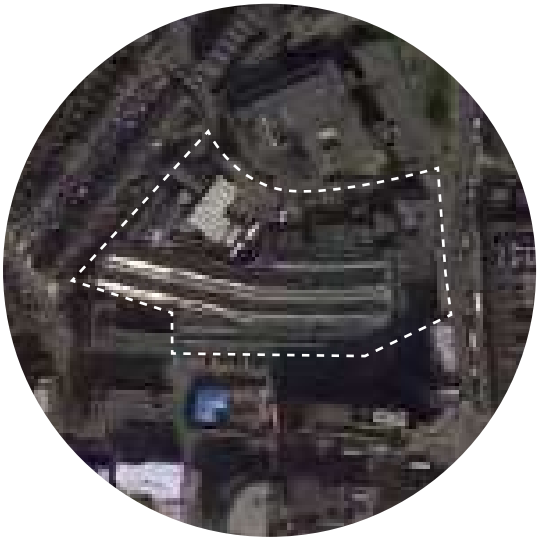
Type1: Ideal.
Appropriate typology for SA2


EAST COAST MAIN LINE
HART LANE
ALEXANDRA PALACE
WOOD GREEN
ALEXANDRA PARK
NOEL PARK
NEW RIVER
TURNPIKE LANE

SA 3. Wood Green Bus Garage

Compared to the AAP Site allocation targets, other options could deliver:

The employment and town centre uses recommended for this site are modest and achievable, and could be wholly be accommodated on the ground floor of a mixed use development. Different options for this exist.



SA 3 View.

SA 3	USE	PTAL	SITE AREA (Ha)	JOBS	EMPLOYMENT SPACE TYPE	EMPLOYMENT SPACE (m²)*	RESIDENTIAL SPACE (units)**	TOWN CENTRE (m²)*	OTHER (m²)*
EXISTING	Bus Garage and ancillary buildings.	6	1,3	286	Sui generis, large scale	22,848	0	1,904	-
AAP TARGET	- Reprovision of bus stabling on site with the construction of a podium level with: - New mixed use development including town centre, residential and office uses - Increased permeability through the area, and a new piece of urban public realm			No jobs target in AAP 2018	-	6,630	237	1,658	8,288 bus garage, new open space
STUDY OUTPUT	Site closest to the Wood Green station could be positioned as part of the larger-scale B1a 'office' quarter, whereas the rear could part of a residential-led mixed use area with ground floor active frontages either as B1a or B1c.			Aim to exceed AAP target with mixed employment activities	B2/B8 (Bus garage); B1a Flexible office, B1a SME office, B1c studio workroom, B1c light industrial	Aim to exceed AAP target***	Not investigated in this study	Enough to provide active frontage	-

*All figures given as estimated GEA.

** Residential units are defined as 70m² of GEA floor space per 1 unit. This methodology is reflective of that used in the draft AAP (February 2017). The assumption should be treated as a comparative tool only, actual unit yield might vary.

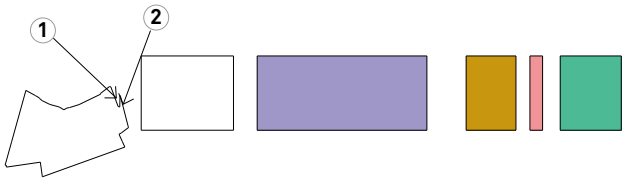
Recommendations.

The AAP target of 6,630m2 should be regarded as a minimum target. The Council should initiate a master plan / design-led capacity study for this site, ideally in conjunction with SA2 and SA4.

Existing site conditions.

The site is occupied by the Bus Garage as well as Asley House, which accommodates a series of businesses supporting the local community as well as SME in professional sectors. These users have evident economic and social value for Wood Green; Ashley House charges commercial rates and, as long as there is adequate alternative B1c small office unit provision in new development, relocation to several sites should be possible.

There are around 31 businesses on site of which 3 are social enterprise and 1 is a charity. 2 businesses out of 31 have been interviewed.



Existing and AAP Proposed Town Centre & Employment use space quantum

- Site Area
- Existing Employment Area
- Existing Town Centre Area
- AAP 2018 Target Employment Area
- AAP 2018 Target Town Centre Area
- AAP 2018 Target Other Area

1) Key Business
Name: Trevor Brown Architect
Use Class: B1a
Space Type: Workroom Studio
Description: Independent Micro business, Professional Architectural Services

'*Crossrail would really help as a catalyst even if on 15 year time-frame.*'



Business



Business space

2) Key Business
Name: Ategi - Shared Lives
Use Class: B1a - D1
Space Type: Workroom Studio
Description: Social Services

'*We create a network of support for ordinary people to look after vulnerable people.* '



Business



Business space

Key considerations for future employment space typologies & Business archetypes:
Several potential typologies exist; the part of the site closest to the Wood Green station could be positioned as part of the larger-scale B1a 'office' quarter, whereas the rear could part of a residential-led mixed use area with ground floor active frontages either as B1a or B1c.

- The Wood Green High Road frontage is most suitable for larger-scale B1a offices over town centre uses;
- Ground floor employment space top the rear of the site could 'wrap' around the re-provided bus garage to mitigate its impact on the public realm. - B1a: larger-scale flexible offices ./ co-working with ground floor town centre uses facing Wood Green Road.
- Potential users: professional services, larger scale creative economy / tech firms, smaller scale headquarters (e.g. social enterprise / charity head office); B1c / B1c: small ground floor office / light industrial / workroom units towards rear of site. Potential users: creative economy e.g. creative tech, designer/makers with retail element, small scale advanced manufacturing.
- For these typologies, sufficient floor to ceiling height, and a movement framework / public realm that enables easy access and servicing are essential.

Future Business Type on this site could include:



RARA

Wood manufacturing business currently based in a B1c ground floor industrial unit.

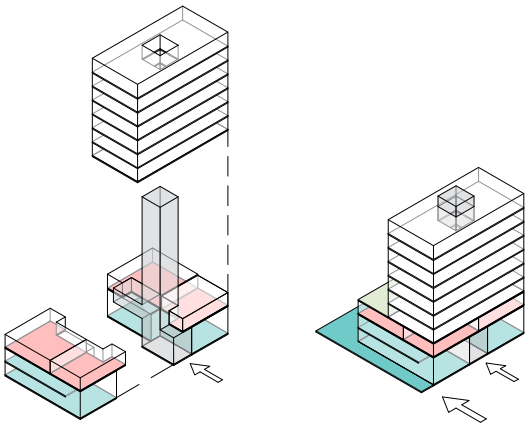
Precedent

Waste management, Chelsea

Large scale residential developmental wrapped around waste management facility. Raised podium allows for large open space to be located in front of residential units.

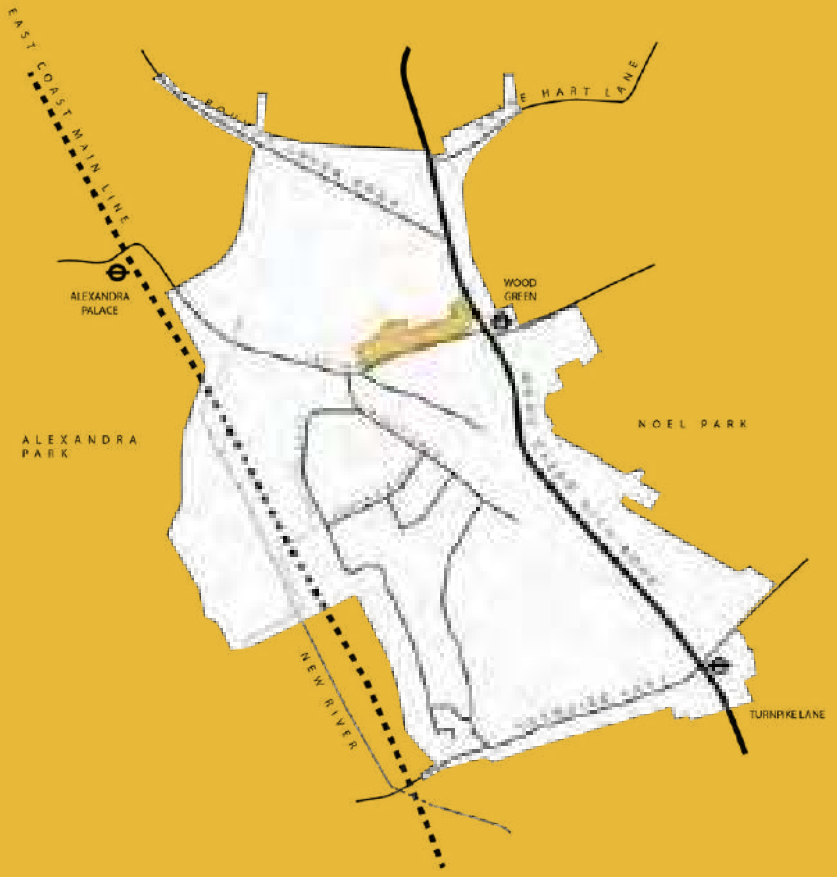






Type1: Ideal.
Appropriate typology for SA3

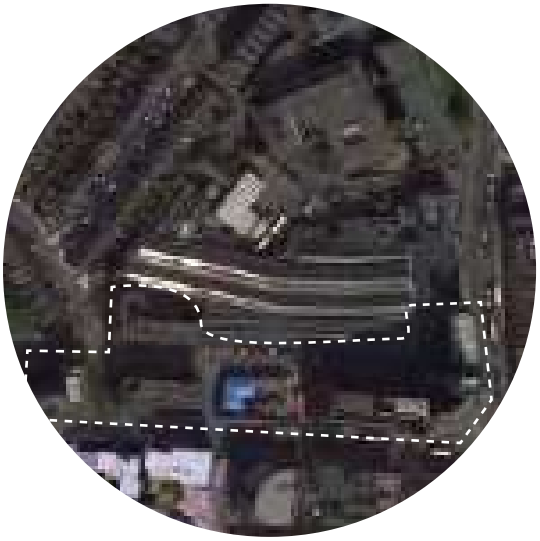
- B1(a) / A2 Use Class - Offices / Professional and Financial Services
- B1(b) / A3/4/5 Use Class - Research and Development; Restaurants and Cafés, Pubs and Takeaways.
- B1(c) / A1/3/4/5 Use Class - Light Industry (appropriate in residential area); Shops; Restaurants and Cafés, Pubs and Takeaways.
- B2 / B8 / D1 / D2 Use Class - General Industrial / Storage & Distribution; Non-residential Institutions; Assembly and Leisure.
- Residential Core
- Residential amenity


EAST COAST MAIN LINE
HART LANE
ALEXANDRA PALACE
WOOD GREEN
NOEL PARK
ALEXANDRA PARK
NEW RIVER
TURNPIKE LANE

SA 4. Station Road Offices

Compared to the AAP Site allocation targets, other options could deliver:

The employment and town centre uses recommended for this site are modest and achievable, and could easily be achieved on part of the site. This minimum target risks under-achieving the employment potential on this key site in light of its public transport accessibility and may be below the space quantum considered viable for this type of office development. The Council has the opportunity to deliver a greater quantum of employment space on the sites it controls. This site is likely to be the primary site for larger scale B1a flexible office space.



SA 4 View.

SA 4	USE	PTAL	SITE AREA (Ha)	JOBS	EMPLOYMENT SPACE TYPE	EMPLOYMENT SPACE (m²)*	RESIDENTIAL SPACE (units)**	TOWN CENTRE (m²)*	OTHER (m²)*
EXISTING	Predominantly B1a office use	6a	1.1	2,810***	Workroom Studio	33,717	0	0	-
AAP TARGET	- Redevelopment of existing office buildings with: - New mixed use development with town centre use at ground floor, a mix of offices and residential above - Improved public realm and connections through the area. - Potential use of the lower ground floor as a new bus garage.			No jobs target in AAP 2018	-	4,248	197	2,124	1,062 new open space
STUDY OUTPUT	Primary site for larger scale B1a flexible office space, taking the form of open-plan, sub-dividable office floors served by a shared entrances / cores, of approximately 10-12,000 sqft per floor, with ground floor town centre uses.			At least no net loss	B1a Flexible office / co-working; B1a SME office	AAP target could be significantly exceeded on Council owned land (~10-15,000m2)	Not investigated in this study	Site suited for active frontage closer to the station.	-

*All figures given as estimated GEA.

** Residential units are defined as 70m² of GEA floor space per 1 unit. This methodology is reflective of that used in the draft AAP (February 2017). The assumption should be treated as a comparative tool only, actual unit yield might vary.

*** This number has been calculated assuming an average density or 12sqm/job. However, thanks to the survey, we have identified a significant number of B1c workspace, especially in Chocolate Factory 3 and Blue House Yard. This makes the existing number of jobs calculated optimistic but not totally far off. In fact, even if the businesses fall into B1c use class, their average density is never higher than 20sqm/job.

Recommendations.

The AAP target of 4,248m2 should be regarded as a minimum target as this quantum could easily be achieved by redeveloping just one of the existing office buildings. The critical mass for viable delivery of a larger scale flexible office building should be considered in the plan-making for this site. The Council should initiate a master plan / design-led capacity study for this site, ideally in conjunction with SA2 and certainly SA3, with particular reference to the viability of the office element in relation to its modest scale as currently proposed in the AAP. The Council should seek delivery of a higher portion of B1a office space on the sites it controls, of up to 10,000-15,000m2

Existing site conditions.

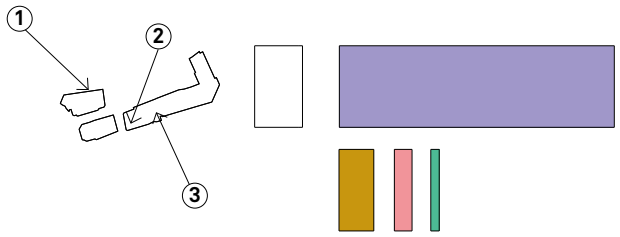
This area supports a wide range of businesses from corporate headquarters to creative meanwhile enterprises, as well as a range of social enterprises. The presence of the meanwhile project has been credited with creating a positive change of perception to the general Wood Green area. Many of the creative meanwhile and social enterprises are local to the area and pay sub-market rents, and would be vulnerable if their current sites were redeveloped without alternative provision of affordable workspace, as meanwhile or permanent accommodation.

1) Key Business
Name: Beautiful Ornate Pieces
Use Class: A1 - B1c
Space Type: Workroom Studio
Description: Cake and event planning, cake decorating classes, and soon baking classes.

2) Key Business
Name: Tattersal Hammarling And Silk
Use Class: B1a
Space Type: Workroom Studio
Description: Graphic Artist

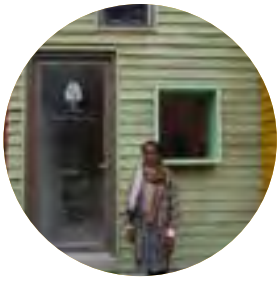
3) Key Business
Name: Haringey Literature Live
Use Class: D1
Space Type: Workroom Studio
Description: Run creative writing courses and events. Organize joint events with local schools.

There are around 61 businesses on site of which 3 are social enterprise and 1 is a charity. 12 businesses out of 61 have been interviewed.

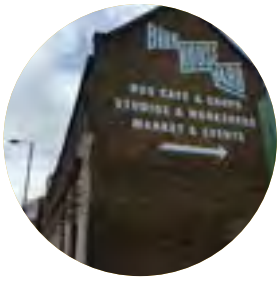


Existing and AAP Proposed Town Centre & Employment use space quantum

- Site Area
- Existing Employment Area
- Existing Town Centre Area
- AAP 2018 Target Employment Area
- AAP 2018 Target Town Centre Area
- AAP 2018 Target Other Area



Business



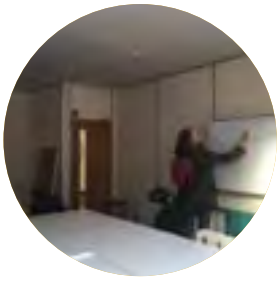
Business space



Business



Business space



Business



Business space

Key considerations for future employment space typologies & Business archetypes:

- B1a Larger-scale flexible office space is appropriate for this site, taking the form of open-plan, sub-dividable office floors served by a shared entrances / cores, of approximately 10-12,000 sqft per floor, with ground floor town centre uses.
- Potential users: Typically established commercial businesses due to rent/charges/ rates, medium-larger scale businesses

Precedent

Angel Building, London.

The first 3 floors of the good quality active frontage six-story office building, with retail and restaurants at ground floor, would be appropriate for River Park House corner, energizing the public realm as well as providing a solid base of medium-high spec employment space, while being perfectly compatible with new homes at the upper floors.



Precedent

25 Kent, Brooklyn

The first 3 story of the large standalone workspace bundling featuring 350,000 sqft of office space, 70,000 sqft of retail, and 80,000 sqft of light manufacturing, with active ground-floor would also be appropriate for River Park House corner, adding residential units as per housing targets.

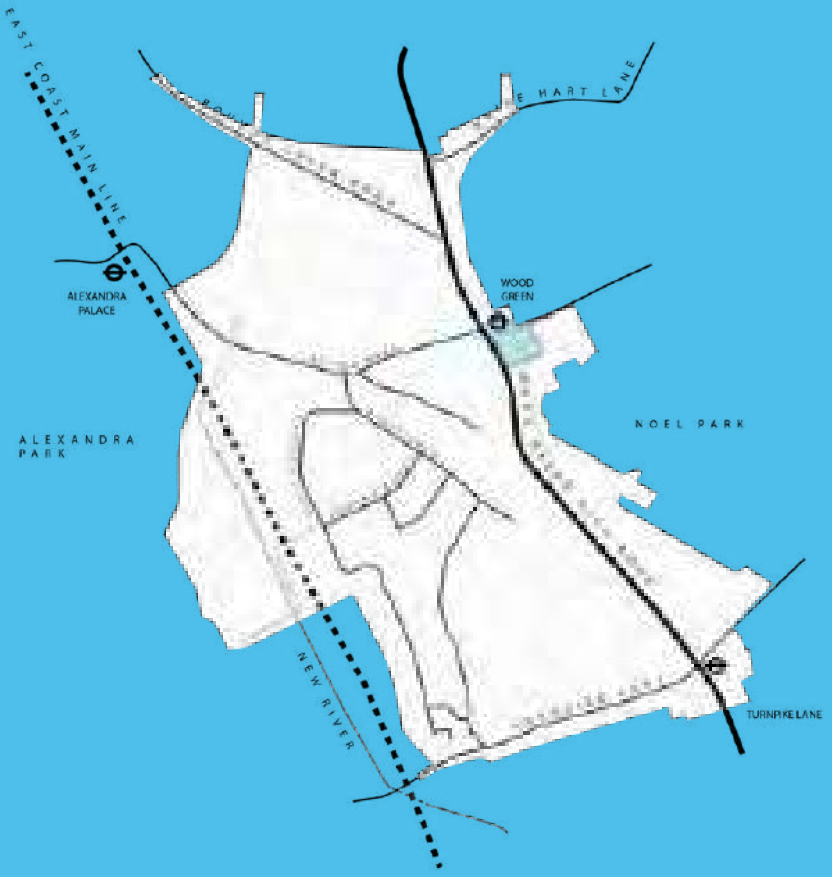


Future Business Type on this site could include:



3D Printing, Hub Studio

Business currently in the city, requiring B1c workroom/studio space.


EAST COAST MAIN LINE
HART LANE
ALEXANDRA PALACE
WOOD GREEN
ALEXANDRA PARK
NOEL PARK
NEW RIVER
TURNPIKE LANE

SA 5. Vue Cinema

Compared to the AAP Site allocation targets, other options could deliver:

The employment and town centre uses recommended for this site are modest and achievable, and could easily be achieved on part of the site. This minimum target risks under-achieving the employment potential on this key site in light of its public transport accessibility, and may be below the space quantum considered viable for this type of office development. Together with SA4 this site is likely to be the primary site for larger scale B1a flexible office space as part of a mixed use scheme (including the very successful cinema), though as the potential site for a Crossrail station this is a site of great complexity.



SA 5 View.

SA 5	USE	PTAL	SITE AREA (Ha)	JOBS	EMPLOYMENT SPACE TYPE	EMPLOYMENT SPACE (m²)*	RESIDENTIAL SPACE (units)**	TOWN CENTRE (m²)*	OTHER (m²)*
EXISTING	Cinema, town centre uses at ground floor	6a	0,5	122	Town Centre with active frontage	0	0	7,240	-
AAP TARGET	- Comprehensive mixed use development for town centre and residential uses - Establishing an enhanced public plaza fronting Wood Green High Rd - Town centre uses complementing an enhanced piece of urban realm			No jobs target in AAP 2018	-	3,077	99	1,539	3,846 open space, cycle hub
STUDY OUTPUT	Larger scale B1a flexible office space as part of a mixed use scheme (including the very successful cinema)			Aim to exceed AAP target	B1a Flexible office / co-working.	AAP target could be significantly exceeded	Not investigated in this study	Site suited for active frontage and maintaining existing quantum of town centre use, particularly leisure use	-

*All figures given as estimated GEA.

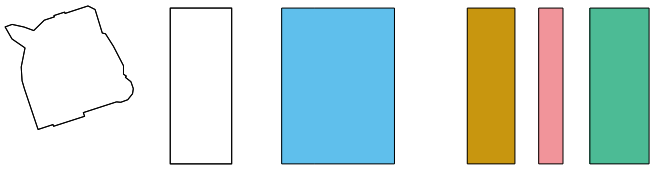
** Residential units are defined as 70m² of GEA floor space per 1 unit. This methodology is reflective of that used in the draft AAP (February 2017). The assumption should be treated as a comparative tool only, actual unit yield might vary.

Recommendations.

The Council should support creating a master plan / design-led capacity study for this site, with particular reference to the viability of the office element in relation to its modest scale as currently proposed in the AAP.

Existing site conditions.

The businesses in this site allocation are not part of this employment study. (i.e. Vue Cinema).



Existing and AAP Proposed Town Centre & Employment use space quantum

- Site Area
- Existing Employment Area
- Existing Town Centre Area
- AAP 2018 Target Employment Area
- AAP 2018 Target Town Centre Area
- AAP 2018 Target Other Area

Precedent

Tottenham Court Road, Eastern Ticket Hall

The high quality public space fronting the newly built Tottenham court road station as well as the density of the overall development would be appropriate to revive the Vue Cinema site.





Key considerations for future employment space typologies & business archetypes:

- B1a Larger-scale flexible office space is appropriate for this site, taking the form of open-plan, sub-dividable office floors served by a shared entrances / cores, of approximately 10-12,000 sqft per floor, with ground floor town centre uses.
- Potential users: Typically established commercial businesses due to rent/charges/ rates, medium-larger scale businesses.

Future Business Type on this site could include:



Rohan Silva , Second home

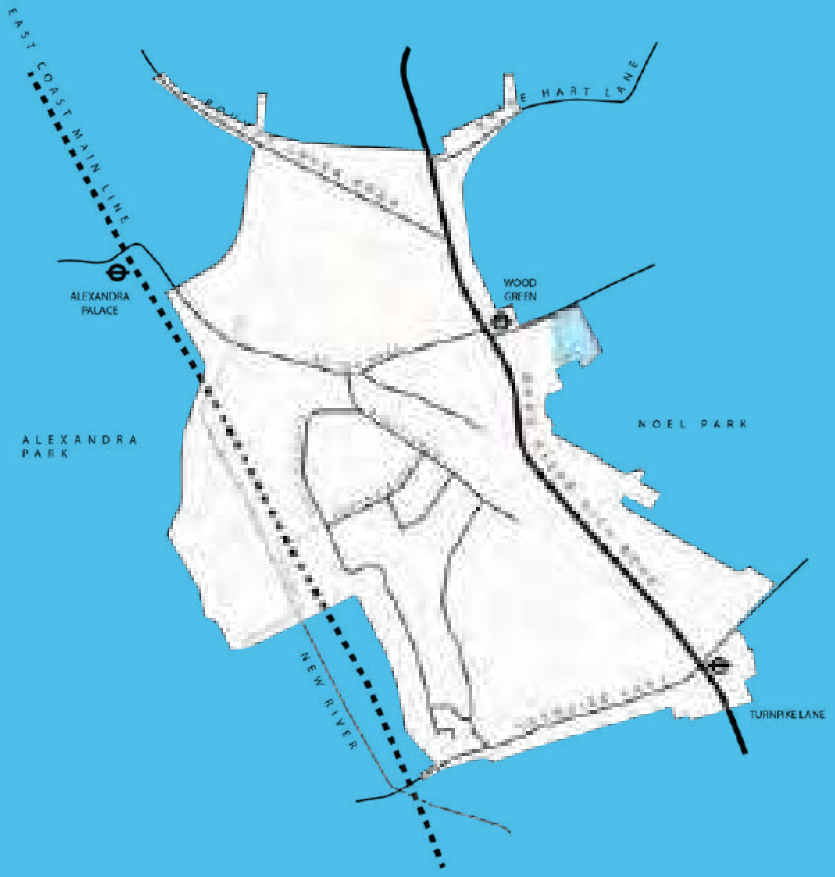
Workspace Management providing B1a workroom/ studios in Spitalfield, Holland Park, London Fields & Lisboa.



Freelance, Work-Live

Workspace Management providing B1a workroom/ studios in London and worldwide.

- B1(a) / A2 Use Class - Offices / Professional and Financial Services
- B1(b) / A3/4/5 Use Class - Research and Development; Restaurants and Cafés, Pubs and Takeaways.
- B1(c) / A1/3/4/5 Use Class - Light Industry (appropriate in residential area); Shops; Restaurants and Cafés, Pubs and Takeaways.
- B2 / B8 / D1 / D2 Use Class - General Industrial / Storage & Distribution; Non-residential Institutions; Assembly and Leisure.
- Residential Core
- Residential amenity


EAST COAST MAIN LINE
HART LANE
ALEXANDRA PALACE
WOOD GREEN
NOEL PARK
ALEXANDRA PARK
NEW RIVER
TURNPIKE LANE

SA 6. Mecca Bingo

Compared to the AAP Site allocation targets, other options could deliver:

The employment and town centre uses recommended for this site are achievable, and could be wholly be accommodated above a edge-of-town-centre 'destination' leisure use (bingo hall; commercial indoor children's play facility).



SA 6 View.

SA 6	USE	PTAL	SITE AREA (Ha)	JOBS	EMPLOYMENT SPACE TYPE	EMPLOYMENT SPACE (m²)*	RESIDENTIAL SPACE (units)**	TOWN CENTRE (m²)*	OTHER (m²)*
EXISTING	Bingo Hall	6a	0,8	96	Town Centre	0	-	3.447	0
AAP TARGET	Redevelopment of bingo hall for town centre uses with a mix of office and residential above. Improved public realm			No jobs target in AAP 2018	-	4,176	209	2,088	-
STUDY OUTPUT	Mixed use comprehensive redevelopment with ground floor Town centre (leisure) use, and B1a SME offices above			Aim to achieve AAP target though D use may have lower employment density	B1a, D leisure uses	Maintain AAP target	Not investigated in this study	Site suited for edge-of-town-centre 'destination' leisure use	-

*All figures given as estimated GEA.

** Residential units are defined as 70m² of GEA floor space per 1 unit. This methodology is reflective of that used in the draft AAP (February 2017). The assumption should be treated as a comparative tool only, actual unit yield might vary.

Recommendations.

The Council should seek delivery of its AAP employment space target in a mixed use scheme; it would be beneficial for ground floor town centre use space to have tall ceilings and wide span floorplate so it could accommodate several D-class leisure uses rather than being focussed exclusively on retail.

Existing site conditions.

The businesses in this site allocation are not part of this employment study. (i.e. Mecca Bingo).



Existing and AAP Proposed Town Centre & Employment use space quantum

- Site Area
- Existing Employment Area
- Existing Town Centre Area
- AAP 2018 Target Employment Area
- AAP 2018 Target Town Centre Area
- AAP 2018 Target Other Area

Precedent

Zuidpoort_Delft, Delft

This residential led development with ground floor civic uses (cinemas, shopping) accessed from a new cultural square shared with the existing theatre and local library is a great example of mixed use development with raised residential over productive podium. Also the high quality public space has been carefully designed as the shopping is organised around a new pedestrian square with houses and apartments grouped around roof gardens above the shops.





Key considerations for future employment space typologies & business archetypes:

- B1a: small office units / managed workspace under residential development, above or in conjunction with ground floor town centre uses facing Lordship Lane.
- Potential users: small-scale professional services servicing local economy; small businesses providing services to local communities; small-scale creative sector.

Future Business Type on this site could include:



The London Wing Chun Academy

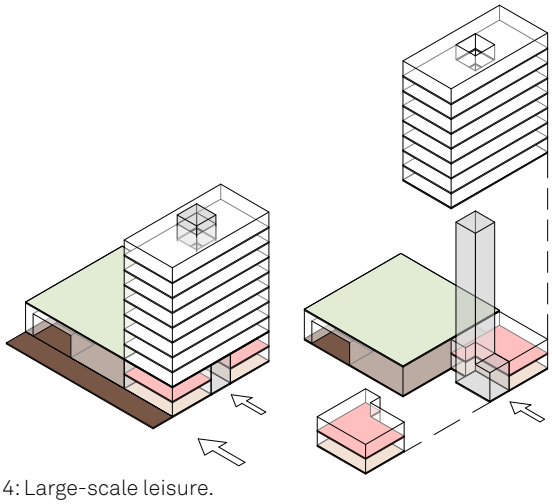
Business currently in Wood Green requiring D2 space with front desk, changing room and restroom facilities.



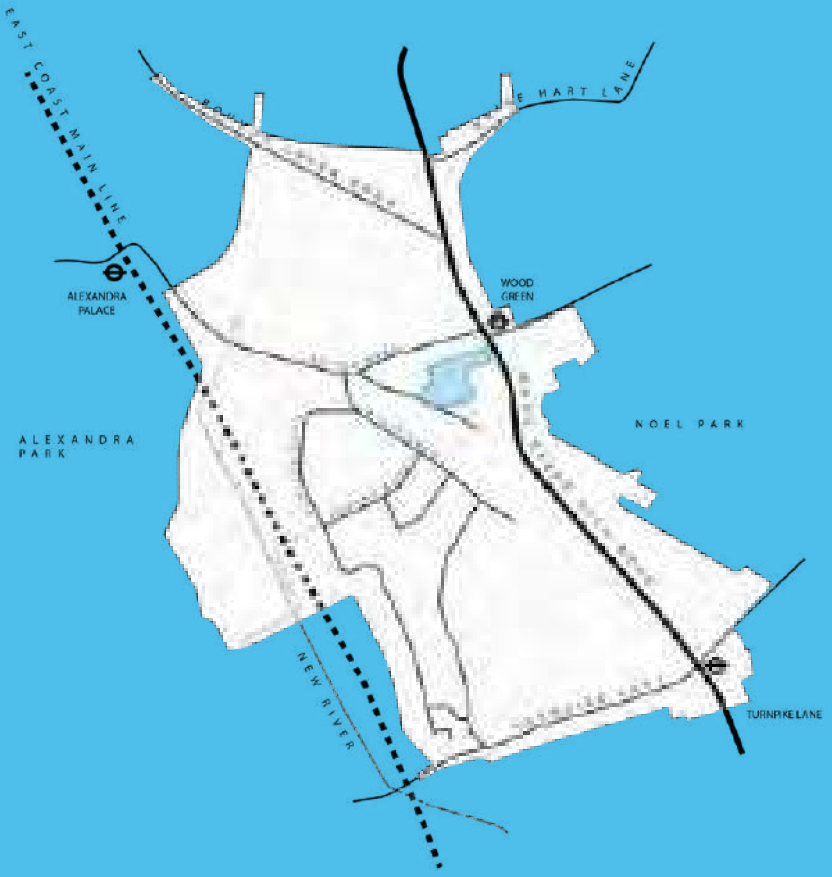
Ategi, shared lives, Ashley house

Workspace Management providing B1a & D1 workroom/studios.

- B1(a) / A2 Use Class - Offices / Professional and Financial Services
- B1(b) / A3/4/5 Use Class - Research and Development; Restaurants and Cafés, Pubs and Takeaways.
- B1(c) / A1/3/4/5 Use Class - Light Industry (appropriate in residential area); Shops; Restaurants and Cafés, Pubs and Takeaways.
- B2 / B8 / D1 / D2 Use Class - General Industrial / Storage & Distribution; Non-residential Institutions; Assembly and Leisure.
- Residential Core
- Residential amenity



Type 4: Large-scale leisure. Appropriate typology for SA6


EAST COAST MAIN LINE
HART LANE
ALEXANDRA PALACE
WOOD GREEN
ALEXANDRA PARK
NOEL PARK
NEW RIVER
TURNPIKE LANE

SA 7. Morrison's Wood Green

Compared to the AAP Site allocation targets, other options could deliver:

The employment and town centre uses recommended for this site are modest and achievable, and could be wholly be accommodated on the ground floor of the site; it is likely that a greater quantum of retail space would be sought by the landowner as the current quantum of retail space is larger than the AAP target.



SA 7 View.

SA 7	USE	PTAL	SITE AREA (Ha)	JOBS	EMPLOYMENT SPACE TYPE	EMPLOYMENT SPACE (m²)*	RESIDENTIAL SPACE (units)**	TOWN CENTRE (m²)*	OTHER (m²)*
EXISTING	Supermarket, shopping mall, surface and multi-storey car parking	6a	0,8	495	Town Centre with active frontage	0	0	8.419	-
AAP TARGET	Mixed use development with town centre uses on the ground floor + new routes through the centre and residential and commercial uses above.			No jobs target in AAP 2018	-	5,038	234	2,519	1260 new open space
STUDY OUTPUT	Mixed use redevelopment with same or greater quantum of town centre (supermarket) useME offices under residential			no net loss	B1a SME office, B1a co-working	Maintain AAP target	Not investigated in this study	Could exceed AAP target. Site suited for large scale retail under employment space and residential development	-

*All figures given as estimated GEA.

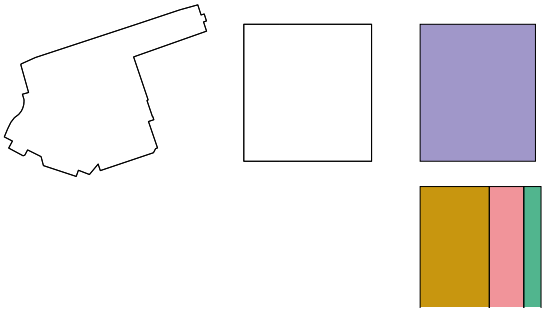
** Residential units are defined as 70m² of GEA floor space per 1 unit. This methodology is reflective of that used in the draft AAP (February 2017). The assumption should be treated as a comparative tool only, actual unit yield might vary.

Recommendations.

The Council should seek delivery of its AAP employment space target in a mixed use scheme; it would be beneficial for the Council to seek or support a masterplan / capacity study approach for this site in conjunction with sites to the South of Station Road.

Existing site conditions.

The businesses in this site allocation are not part of this employment study. (i.e. Morrison's Wood Green).



Existing and AAP Proposed Town Centre & Employment use space quantum

- Site Area
- Existing Employment Area
- Existing Town Centre Area
- AAP 2018 Target Employment Area
- AAP 2018 Target Town Centre Area
- AAP 2018 Target Other Area

Precedent

The Brunswick Centre, Bloomsbury.

This development would be a great fit for the site, as it provides a mixture of retail and community services such as a large supermarket and cinema, while respecting the housing target and providing good quality public realm both at the front and at the back of the site.



Precedent

Brewery Square, Islington

Mixed use development with efficiently designed business and residential amenities. Vehicular access coexists with the open space of the square and pedestrian shop front and residential access.



Key considerations for future employment space typologies & business archetypes:

B1a: small office units / co-working space / managed workspace under residential development, above ground floor town centre uses;

- Potential users: small-scale professional services servicing local economy; small businesses providing services to local communities; small-scale creative sector; self-employed people.

Future Business Type on this site could include:



Gloriouse Food, Impact Hub

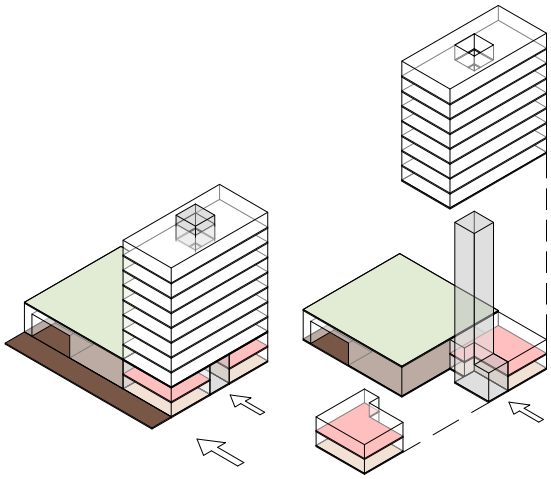
Social Workspace Management providing B1a workroom/studios.



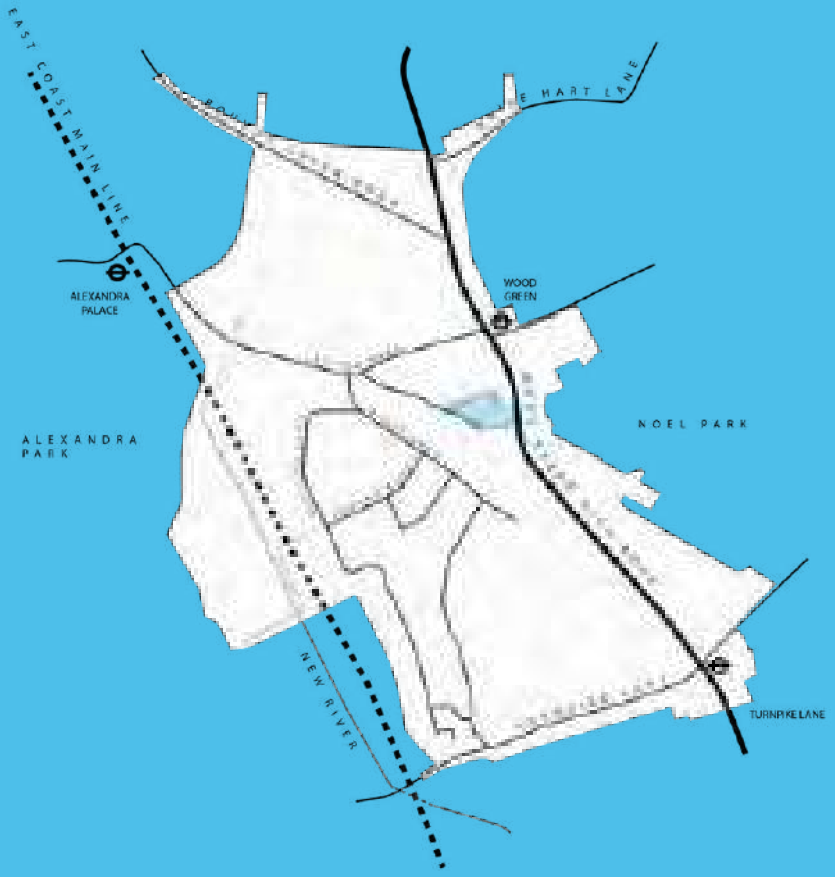
Freelance, Work-Live

Workspace Management providing B1a workroom/ studios in London and worldwide.

- B1(a) / A2 Use Class - Offices / Professional and Financial Services
- B1(b) / A3/4/5 Use Class - Research and Development; Restaurants and Cafés, Pubs and Takeaways.
- B1(c) / A1/3/4/5 Use Class - Light Industry (appropriate in residential area); Shops; Restaurants and Cafés, Pubs and Takeaways.
- B2 / B8 / D1 / D2 Use Class - General Industrial / Storage & Distribution; Non-residential Institutions; Assembly and Leisure.
- Residential Core
- Residential amenity



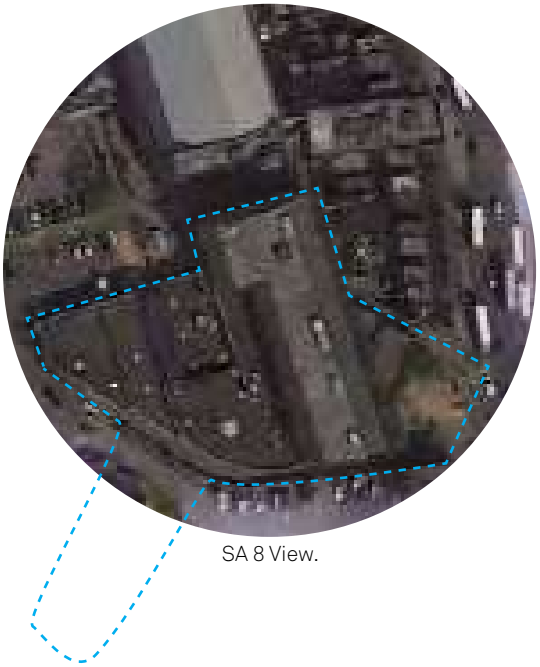
Type 4: Large-scale Retail. Appropriate typology for SA6


EAST COAST MAIN LINE
HART LANE
ALEXANDRA PALACE
WOOD GREEN
ALEXANDRA PARK
NOEL PARK
NEW RIVER
TURNPIKE LANE

SA 8. Wood Green Library

Compared to the AAP Site allocation targets, other options could deliver:

The employment and town centre uses recommended for this site are low as the site allocation area has increased in size but employment space has not increased proportionally. The expanded site allocation area now includes a significant amount of existing D1 use space raising discussions about retention or re-provision.



SA 8 View.

SA 8	USE	PTAL	SITE AREA (Ha)	JOBS	EMPLOYMENT SPACE TYPE	EMPLOYMENT SPACE (m²)*	RESIDENTIAL SPACE (units)**	TOWN CENTRE (m²)*	OTHER (m²)*
EXISTING	Library, shopping centre	6a	0,9	211	Town Centre with active frontage	0	0	6,700	-
AAP TARGET	Crossrail Station entrance, new town square with enhanced town centre uses and residential and commercial uses above.			No jobs target in AAP 2018	-	2,100	195	4,200	1,050 town square
STUDY OUTPUT	Social enterprise 'hub' providing co-working / venue / small office units, above town centre uses, in combination with Crossrail station and public realm			Aim to achieve or exceed AAP target	B1a (SME office / co-working), D1 venue / service delivery space	Maintain or exceed AAP target	Not investigated in this study	Site suited for retail under employment space residential development (possible Cross Rail) and D1 public service delivery	-

*All figures given as estimated GEA.

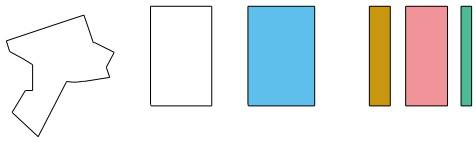
** Residential units are defined as 70m² of GEA floor space per 1 unit. This methodology is reflective of that used in the draft AAP (February 2017). The assumption should be treated as a comparative tool only, actual unit yield might vary.

Recommendations.

Given the location of the site, a focus on ground floor town centre uses is logical, depending on the use of the site for a Crossrail station entrance. As the Council owns this site, it could lead delivery of an employment proposition on (part of) the upper floors that fulfils multiple objectives, such as provision of affordable workspace. This could take the form of a 'hub' for mission driven / social / community businesses, possibly together with a degree of social enterprise / public service delivery space. The current employment space quantum indicated in the AAP should be regarded as the minimum.

Existing site conditions.

The businesses in this site allocation are not part of this employment study. (i.e. Library).



Existing and AAP Proposed Town Centre & Employment use space quantum

- Site Area
- Existing Employment Area
- Existing Town Centre Area
- AAP 2018 Target Employment Area
- AAP 2018 Target Town Centre Area
- AAP 2018 Target Other Area

Precedent

Foundry, Vauxhall.

This, flexible workspace for organisations working in social justice and human rights, as well as an event space and community learning resources would be an appropriate reference for the Library Site



Precedent

St Jakub's Foundation, Zürich

Mixed use employment and civic development with light Industry and the back (bakery) and retail and cafe at the front with offices and flexible work space for special needs charity above.



Key considerations for future employment space typologies & business archetypes:

B1a: small office units / co-working space / managed workspace under residential development, above ground floor town centre uses; D: social enterprise start-up, co-working and service delivery space, possibly with ancillary facilities such as nursery

Future Business Type on this site could include:



Free-lancer in Circus Performances, Bootstrap

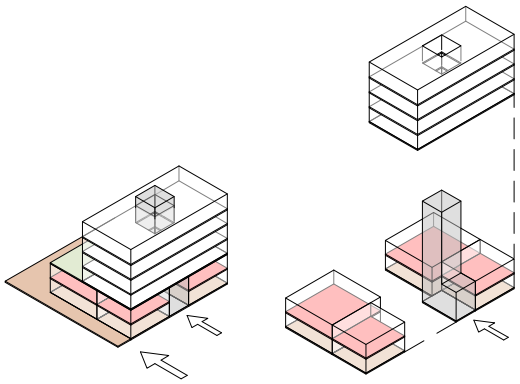
Social Workspace Management providing B1c, B1a workroom/studios as well as civic uses.



Bloomsbury Beginnings

Social Workspace Management providing B1a workroom/studios and crèches.

- B1(a) / A2 Use Class - Offices / Professional and Financial Services
- B1(b) / A3/4/5 Use Class - Research and Development; Restaurants and Cafés, Pubs and Takeaways.
- B1(c) / A1/3/4/5 Use Class - Light Industry (appropriate in residential area); Shops; Restaurants and Cafés, Pubs and Takeaways.
- B2 / B8 / D1 / D2 Use Class - General Industrial / Storage & Distribution; Non-residential Institutions; Assembly and Leisure.
- Residential Core
- Residential amenity



Type 3: Height Restricted +. Appropriate typology for SA8


EAST COAST MAIN LINE
HART LANE
ALEXANDRA PALACE
WOOD GREEN
NOEL PARK
ALEXANDRA PARK
NEW RIVER
TURNPIKE LANE

SA 9. The Mall (West)

Compared to the AAP Site allocation targets, other options could deliver:

The significant quantum of employment use projected for this site in the AAP may not be achievable given market conditions, as this is unlikely to be a primary area for employment space.



SA 9 View.

SA 9	USE	PTAL	SITE AREA (Ha)	JOBS	EMPLOYMENT SPACE TYPE	EMPLOYMENT SPACE (m²)*	RESIDENTIAL SPACE (units)**	TOWN CENTRE (m²)*	OTHER (m²)*
EXISTING	Shopping centre with multi-storey car parking	6a	2.8	-	Town Centre with active frontage	0	?	was 100k 75,000?	-
AAP TARGET	New mixed use development with a refreshed town centre focused around a new Town Square, mix of residential and office uses above.			No jobs target in AAP 2018	-	6,941	388	13,883	3,471 town square
STUDY OUTPUT	Small office units / co-working space / managed workspace under residential development, above ground floor town centre uses (refurbished / redeveloped Mall)			TBC depending on reconsidering AAP target	B1a SME offices / co-working	Reconsider AAP target downwards	Not investigated in this study	no net loss	-

Recommendations.

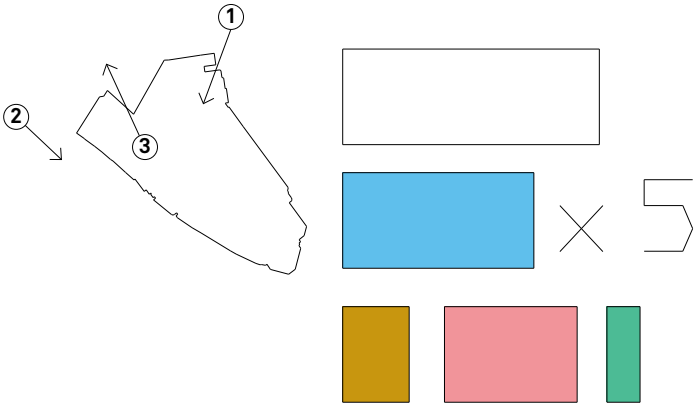
The Council should consider how re-allocation of some of the employment space quantum projected for this site could be achieved on different sites, particularly sites it controls through ownership and other sites where market dynamics favour different types of high density employment space

Existing site conditions.

This area contains a number of important community venues / a religious workshop site as well as well-known creative businesses such as Livingston Studios. In the case of redevelopment, such users are vulnerable if they are not supported in a potential relocation process, both in terms of finding suitable / affordable accommodation and in terms of the actual relocation cost (sunk cost in existing premises).

There are around 5 businesses (that have been considered as part of the employment study), of which 2 are charities. 2 businesses out of 5 have been interviewed.

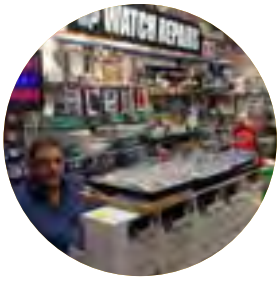
Key business 2 and 3 are no longer in SA9 in updated AAP 2018



Existing and AAP Proposed Town Centre & Employment use space quantum

- Site Area
- Existing Employment Area
- Existing Town Centre Area
- AAP 2018 Target Employment Area
- AAP 2018 Target Town Centre Area
- AAP 2018 Target Other Area

1) Key Business
Name: Tick Tock
Use Class: A1 - B1c
Space Type: Workroom/studio with active frontage
Description: watch repair boutique.



Business



Business space

2) Key Business
Name: EFDAL community centre
Use Class: D1
Space Type: Large Unit
Description: Community educational centre and Mosque, mostly serving the local Muslim community. Also has accommodation for IMAM, day care centre for children and after-work school club.
'*The building is very central to the community, it keeps children off out of gangs*'



Business



Business space

3) Key Business
Name: Livingston Studios
Use Class: B1c
Space Type: Workroom / studio
Description: recording studio



Business



Business space

Key considerations for future employment space typologies & Business archetypes:

B1a: small office units / co-working space / managed workspace under residential development, above ground floor town centre uses;

- Potential users: small-scale professional services servicing local economy; small businesses providing services to local communities; small-scale creative sector; self-employed people

Precedent

Royal Albert Wharf, London

Bow Arts affordable workspace provider and Notting Hill Housing will provide artists studios and community facilities and 5-8 story residential units above. This could be an appropriate solution for the site as it could connect the high street and the cultural quarter with high quality and active ground floor space.



Precedent

Dace Road, Hackney Wick.

The mixed-Use Development for Hackney Wick would be a great fit for the site too as it similarly provides new homes as well as commercial and light industrial space arranged around a central landscaped courtyard, which provides an appropriate public realm for both residents and businesses.



Future Business Type on this site could include:



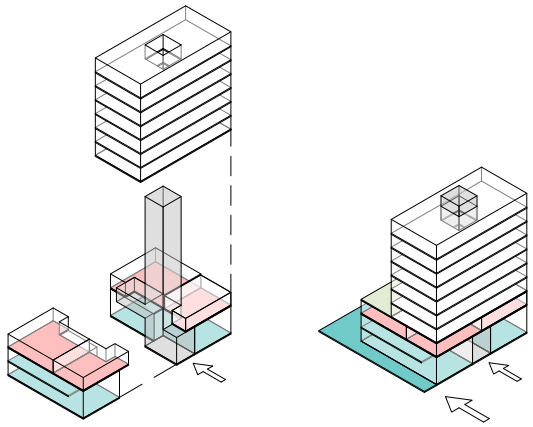
Expolearing

D1 space with public frontage, already existing behind Wood Green shopping city.



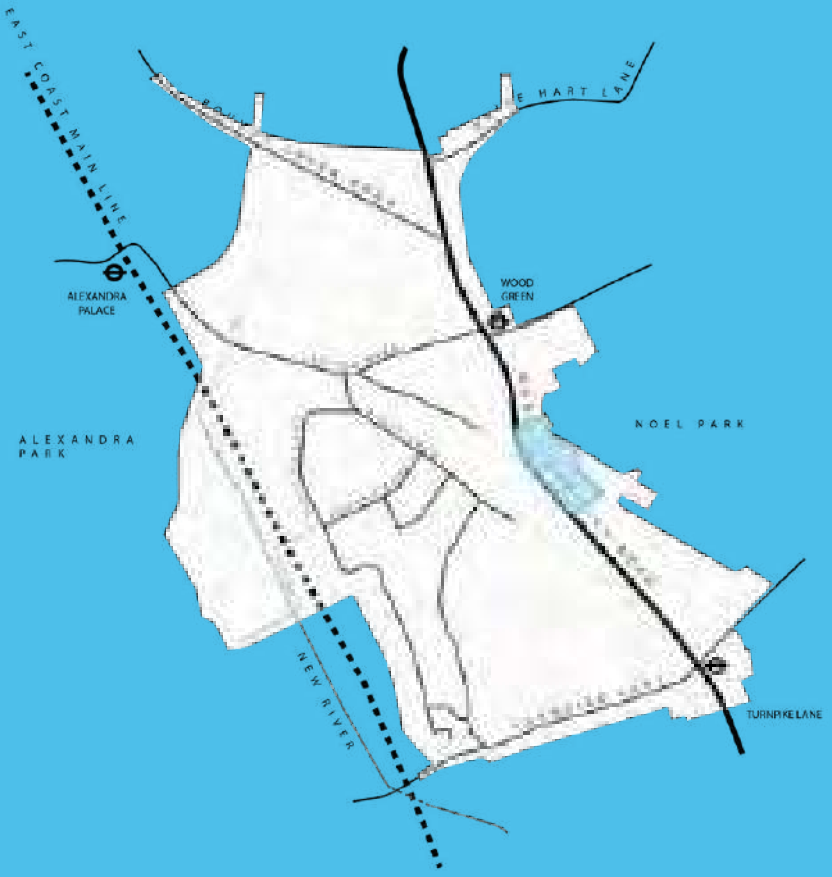
Places of worship

Place of worship using flexible A/D-class ground floor unit



Type1: Ideal.
Appropriate typology for SA9.

- B1(a) / A2 Use Class - Offices / Professional and Financial Services
- B1(b) / A3/4/5 Use Class - Research and Development; Restaurants and Cafés, Pubs and Takeaways.
- B1(c) / A1/3/4/5 Use Class - Light Industry (appropriate in residential area); Shops; Restaurants and Cafés, Pubs and Takeaways.
- B2 / B8 / D1 / D2 Use Class - General Industrial / Storage & Distribution; Non-residential Institutions; Assembly and Leisure.
- Residential Core
- Residential amenity


EAST COAST MAIN LINE
HART LANE
ALEXANDRA PALACE
WOOD GREEN
NOEL PARK
ALEXANDRA PARK
NEW RIVER
TURNPIKE LANE

SA 10. The Mall (East)

Compared to the AAP Site allocation targets, other options could deliver:

The significant quantum of employment use projected for this site in the AAP may not be achievable given market conditions, as this is unlikely to be a primary area for employment space.



SA 10 View.

SA 10	USE	PTAL	SITE AREA (Ha)	JOBS	EMPLOYMENT SPACE TYPE	EMPLOYMENT SPACE (m²)*	RESIDENTIAL SPACE (units)**	TOWN CENTRE (m²)*	OTHER (m²)*
EXISTING	Shopping centre with multi-storey car parking, and residential units on top	6a	1.6	-	Town Centre with active frontage	0	-	60,455	-
AAP TARGET	New mixed use development with a refreshed town centre focused around a new Town Square, mix of residential and office uses above.			No jobs target in AAP 2018	-	4,322	432	8,644	-
STUDY OUTPUT	Small office units / co-working space / managed workspace under residential development, above ground floor town centre uses (refurbished / redeveloped Mall)				B1a SME offices / co-working	Reconsider AAP target downwards	Not investigated in this study	No net loss	-

*All figures given as estimated GEA.

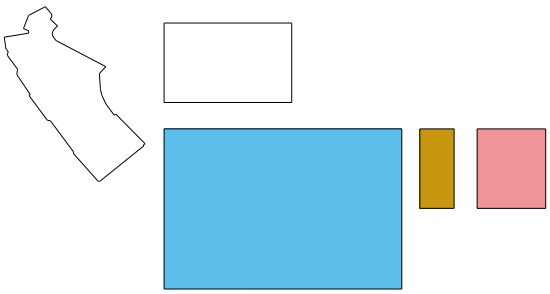
** Residential units are defined as 70m² of GEA floor space per 1 unit. This methodology is reflective of that used in the draft AAP (February 2017). The assumption should be treated as a comparative tool only, actual unit yield might vary.

Recommendations.

The Council should consider how re-allocation of some of the employment space quantum projected for this site could be achieved on different sites, particularly sites it controls through ownership and other sites where market dynamics favour different types of high density employment space.

Existing site conditions.

The businesses in this site allocation are not part of this employment study. (i.e. Wood Green Shopping City).



Existing and AAP Proposed Town Centre & Employment use space quantum

- Site Area
- Existing Employment Area
- Existing Town Centre Area
- AAP 2018 Target Employment Area
- AAP 2018 Target Town Centre Area
- AAP 2018 Target Other Area

Precedent

Zuidpoort_Delft, Delft

This residential led development with ground floor civic uses (cinemas, shopping) accessed from a new cultural square shared with the existing theatre and local library is a great example of mixed use development with raised residential over productive podium. Also the high quality public space has been carefully designed as the shopping is organised around a new pedestrian square with houses and apartments grouped around roof gardens above the shops.



Precedent

Industriegebouw, Rotterdam.

The retrofitted, standalone employment Industriegebouw could be referenced if the existing shopping mall was to be preserved and retrofitted to host a variety of retail space at the front, B1c industrial units at the back and workroom/studios at the upper floors.



Key considerations for future employment space typologies & business archetypes:

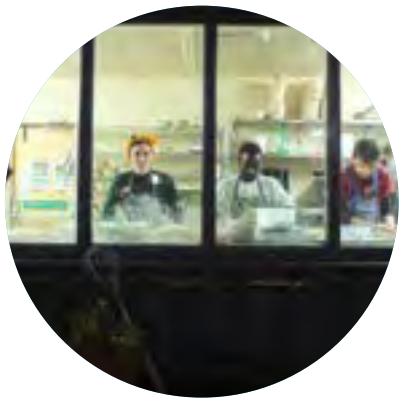
- B1a: small office units / co-working space / managed workspace under residential development, above ground floor town centre uses;
- Potential users: small-scale professional services servicing local economy; small businesses providing services to local communities; small-scale creative sector; self-employed people

Future Business Type on this site could include:



Bike shop

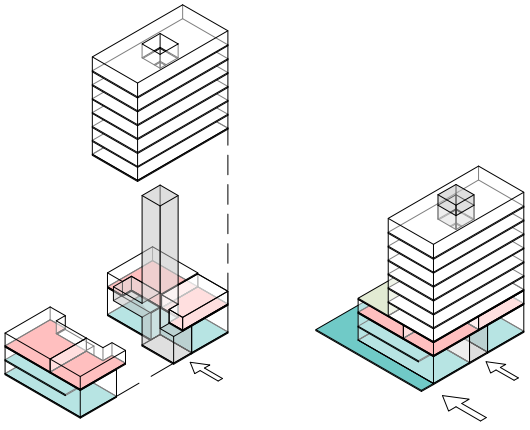
Business currently in Hackney requiring B1c micro industrial unit with active frontage.



Dusty Knuckle Bakery

Business currently in Hackney requiring B1c industrial unit with active frontage.

- B1(a) / A2 Use Class - Offices / Professional and Financial Services
- B1(b) / A3/4/5 Use Class - Research and Development; Restaurants and Cafés, Pubs and Takeaways.
- B1(c) / A1/3/4/5 Use Class - Light Industry (appropriate in residential area); Shops; Restaurants and Cafés, Pubs and Takeaways.
- B2 / B8 / D1 / D2 Use Class - General Industrial / Storage & Distribution; Non-residential Institutions; Assembly and Leisure.
- Residential Core
- Residential amenity



Type1: Ideal.
Appropriate typology for SA10


EAST COAST MAIN LINE
HART LANE
ALEXANDRA PALACE
WOOD GREEN
ALEXANDRA PARK
NOEL PARK
NEW RIVER
TURNPIKE LANE

SA 11. Iceland Site

Compared to the AAP Site allocation targets, other options could deliver:

The employment and town centre uses recommended for this site are achievable, and could be accommodated in a mix of ground floor and first floor smaller B1a units



SA 11View.

SA 11	USE	PTAL	SITE AREA (Ha)	JOBS	EMPLOYMENT SPACE TYPE	EMPLOYMENT SPACE (m²)*	RESIDENTIAL SPACE (units)**	TOWN CENTRE (m²)*	OTHER (m²)*
EXISTING	Iceland - vacant land	4	0,3	57	Town Centre	0	0	977	-
AAP TARGET	New health facility, retail, commercial use at ground floor and residential above.			No jobs target in AAP 2018	-	422	84	422	1,689 GP Surgery
STUDY OUTPUT	New small office units / managed workspace under residential development, above or in conjunction with ground floor town centre uses.				D1, A2 & B1a	B1a SME offices	Not investigated in this study	No net loss	Existing target provides good services to local community.

* All figures given as estimated GEA.

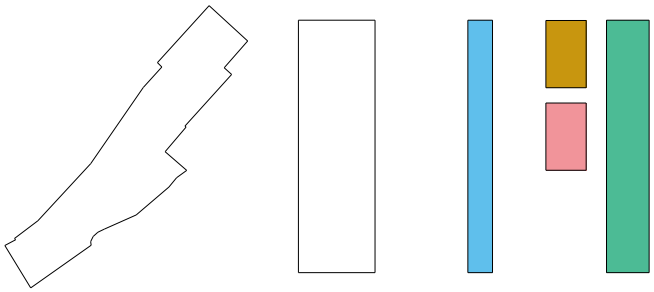
** Residential units are defined as 70m² of GEA floor space per 1 unit. This methodology is reflective of that used in the draft AAP (February 2017). The assumption should be treated as a comparative tool only, actual unit yield might vary.

Recommendations.

The Council should seek delivery of its AAP employment space target in a mixed use scheme.

Existing site conditions.

The businesses in this site allocation are not part of this employment study. (i.e. Island).



Existing and AAP Proposed Town Centre & Employment use space quantum

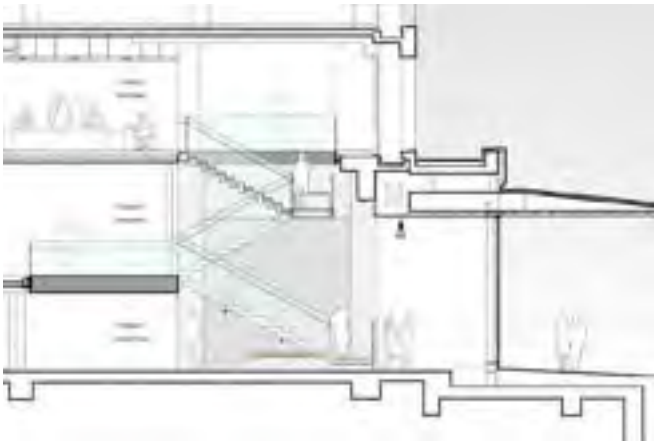
- Site Area
- Existing Employment Area
- Existing Town Centre Area
- AAP 2018 Target Employment Area
- AAP 2018 Target Town Centre Area
- AAP 2018 Target Other Area

Precedent

Stephen Street, Tottenham Court Road

High quality spec residential led development with ground floor double height studio space and first floor office with residential above.





Key considerations for future employment space typologies & business archetypes:

- B1a: small office units / managed workspace under residential development, above or in conjunction with ground floor town centre uses.
- Potential users: small-scale professional services servicing local economy; small businesses providing services to local communities; small-scale creative sector.

Future Business Type on this site could include:



Park-Vue Dental

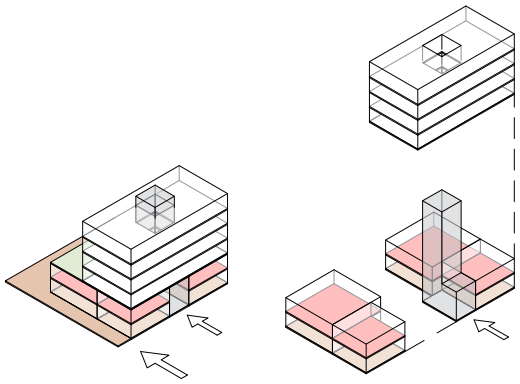
public service facility usually occupying ground floor (retail) unit



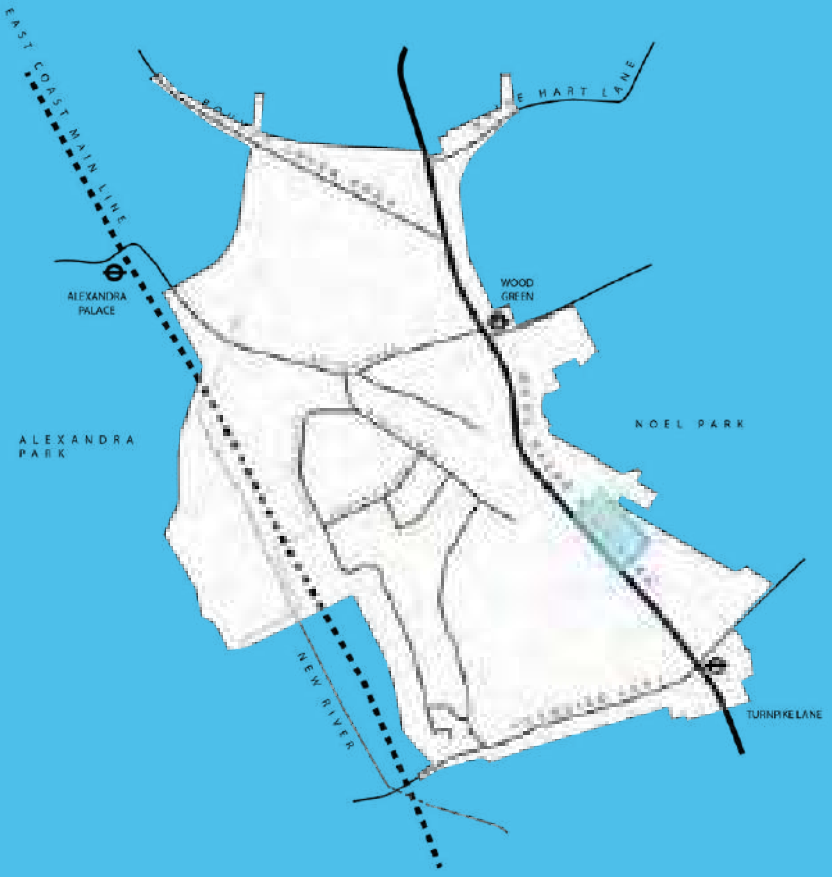
Poulsom Middlehurst Architects

professional services using small scale flexible B1a / B1c office / workspace unit

- B1(a) / A2 Use Class - Offices / Professional and Financial Services
- B1(b) / A3/4/5 Use Class - Research and Development; Restaurants and Cafés, Pubs and Takeaways.
- B1(c) / A1/3/4/5 Use Class - Light Industry (appropriate in residential area); Shops; Restaurants and Cafés, Pubs and Takeaways.
- B2 / B8 / D1 / D2 Use Class - General Industrial / Storage & Distribution; Non-residential Institutions; Assembly and Leisure.
- Residential Core
- Residential amenity



Type 3: Height Restricted +.
Appropriate typology for SA11


EAST COAST MAIN LINE
HART LANE
ALEXANDRA PALACE
WOOD GREEN
ALEXANDRA PARK
NOEL PARK
NEW RIVER
TURNPIKE LANE

SA 12. Bury Road Car Park

Compared to the AAP Site allocation targets, other options could deliver:

The significant quantum of employment use projected for this site in the AAP may be achievable depending on evolving market conditions for smaller scale B1a offices, though this is unlikely to be a primary area for employment space.



SA 12 View.

SA 12	USE	PTAL	SITE AREA (Ha)	JOBS	EMPLOYMENT SPACE TYPE	EMPLOYMENT SPACE (m²)*	RESIDENTIAL SPACE (units)**	TOWN CENTRE (m²)*	OTHER (m²)*
EXISTING	Multi-storey car parking, with large floor plate retail at ground floor level, and residential on top	6a	1	556	Town Centre with active frontage	-	-	10,568	-
AAP TARGET	Comprehensive masterplanned redevelopment of the rear of this site, including new laneway linkages off Wood Green High Road new mixed use development comprising town centre and residential uses.			No jobs target in AAP 2018	-	3,053	249	3,053	0
STUDY OUTPUT	Small office units / managed workspace under residential development, above ground floor town centre uses			Maintain or exceed AAP target	B1a SME office, B1c studio / workroom	Maintain AAP target	Not investigated in this study	No net loss	-

*All figures given as estimated GEA.

** Residential units are defined as 70m² of GEA floor space per 1 unit. This methodology is reflective of that used in the draft AAP (February 2017). The assumption should be treated as a comparative tool only, actual unit yield might vary.

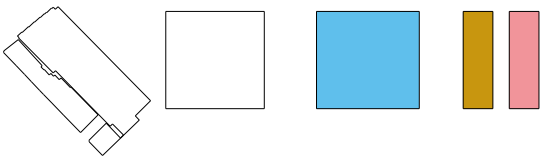
*** Council to clarify what are the most updated AAP employment and town centre space targets: WG AAP preferred consultation Draft of February 2017 or 'P4 Homes and Jobs - 2017-08 - WG extract 2' the latest internally released spreadsheet with residential, employment and town centre existing and proposed targets.

Recommendations.

The Council should seek delivery of its AAP employment space target in a mixed use scheme. Fragmented ownership may make this harder to achieve as any single site may not have the critical mass to sustain a viable quantum of B1a development; the Council should lead on the creation of a development brief / design-led capacity study, including the ground floor of Bury Road.

Existing site conditions.

The businesses in this site allocation are not part of this employment study. (i.e. high road retail).



Existing and AAP Proposed Town Centre & Employment use space quantum

- Site Area
- Existing Employment Area
- Existing Town Centre Area
- AAP 2018 Target Employment Area
- AAP 2018 Target Town Centre Area
- AAP 2018 Target Other Area

Precedent

Highmead, London

Double height commercial ground floor with 4-8 storey residential above.



Precedent

St Jakub's Foundation, Zurich

Mixed use employment and civic development with light Industry and the back (bakery) and active frontage retail and cafe at the front with offices and flexible work space for special needs charity above.



Key considerations for future employment space typologies & business archetypes:

- B1a: small office units / managed workspace under residential development, above ground floor town centre uses; B1a/B1c SME office / studio/workroom on ground floor of Bury Road.
- Potential users: small-scale professional services servicing local economy; small businesses providing services to local communities; small-scale creative sector.

Future Business Type on this site could include:



Third Door, Cowork Nursery

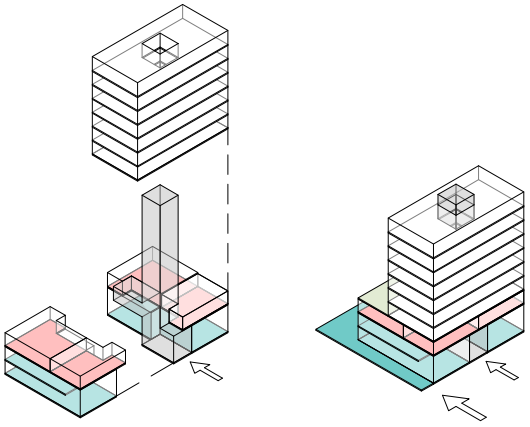
co-working / crèche using flexible B1a/B1c typology workspace on ground or upper floor



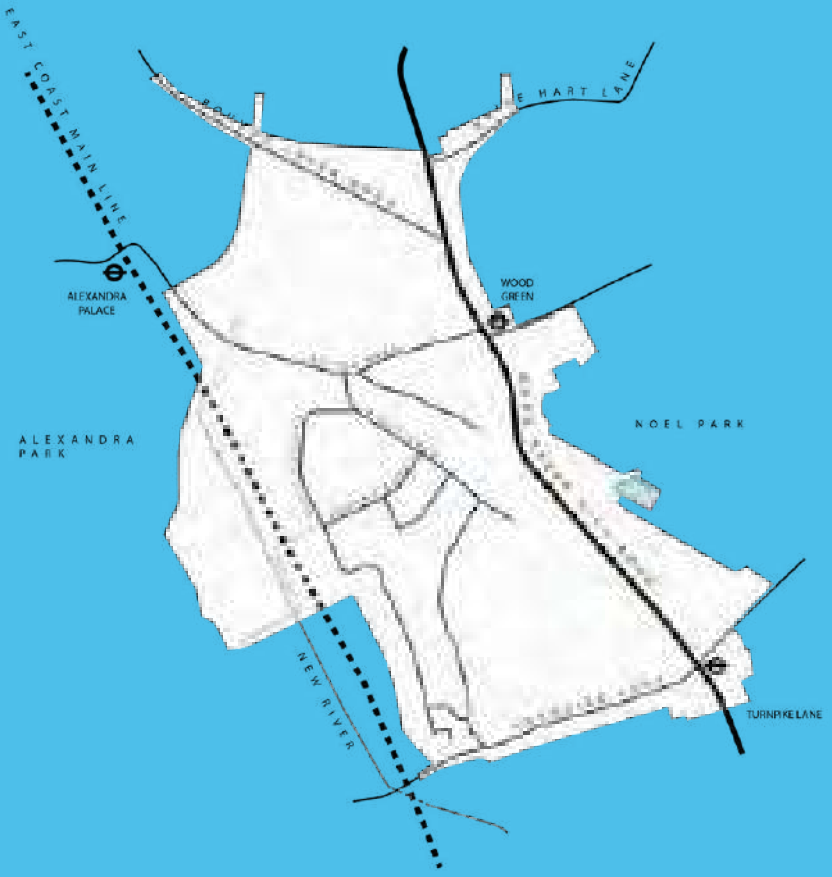
Workroom - pottery

creative activities using flexible B1c type affordable units

- B1(a) / A2 Use Class - Offices / Professional and Financial Services
- B1(b) / A3/4/5 Use Class - Research and Development; Restaurants and Cafés, Pubs and Takeaways.
- B1(c) / A1/3/4/5 Use Class - Light Industry (appropriate in residential area); Shops; Restaurants and Cafés, Pubs and Takeaways.
- B2 / B8 / D1 / D2 Use Class - General Industrial / Storage & Distribution; Non-residential Institutions; Assembly and Leisure.
- Residential Core
- Residential amenity



Type1: Ideal.
Appropriate typology for SA12


EAST COAST MAIN LINE
HART LANE
ALEXANDRA PALACE
WOOD GREEN
ALEXANDRA PARK
NOEL PARK
NEW RIVER
TURNPIKE LANE

SA 13. Salvation Army

Compared to the AAP Site allocation targets, other options could deliver:

The employment and town centre uses recommended for this site are achievable, and could be wholly be accommodated above a edge-of-town-centre destination leisure use in combination with new Salvation Army accommodation.



SA 13 View.

SA 13	USE	PTAL	SITE AREA (Ha)	JOBS	EMPLOYMENT SPACE TYPE	EMPLOYMENT SPACE (m²)*	RESIDENTIAL SPACE (units)**	TOWN CENTRE (m²)*	OTHER (m²)*
EXISTING	Ground and some first floor town centre uses with mix of commercial and residential uses above	6a	0.3	?	?	?	?	?	?
AAP TARGET	Mixed use development consisting of town centre uses at ground and first floor level, with residential above.			No jobs target in AAP 2018		735	74	735	735 place of worship
STUDY OUTPUT	Small office units / managed workspace under residential development, above ground floor town centre uses			?	B1a, D leisure uses	Maintain AAP target	Not investigated in this study	?	-

*All figures given as estimated GEA.

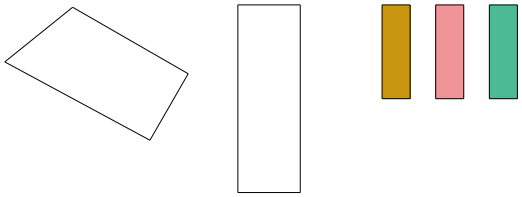
** Residential units are defined as 70m² of GEA floor space per 1 unit. This methodology is reflective of that used in the draft AAP (February 2017). The assumption should be treated as a comparative tool only, actual unit yield might vary.

Recommendations.

The Council should seek delivery of its AAP employment space target in a mixed use scheme; it would be beneficial for ground floor town centre use space and potential place of worship to have tall ceilings and wide span floorplate so it could accommodate several uses rather than being focussed exclusively on retail.

Existing site conditions.

Car-parking and community uses



Existing and AAP Proposed Town Centre & Employment use space quantum

- Site Area
- Existing Employment Area
- Existing Town Centre Area
- AAP 2018 Target Employment Area
- AAP 2018 Target Town Centre Area
- AAP 2018 Target Other Area

Precedent

Zuidpoort_Delft, Delft

This residential led development with ground floor civic uses (cinemas, shopping) accessed from a new cultural square shared with the existing theatre and local library is a great example of mixed use development with raised residential over productive podium. Also the high quality public space has been carefully designed as the shopping is organised around a new pedestrian square with houses and apartments grouped around roof gardens above the shops.





Key considerations for future employment space typologies & business archetypes:

B1a: small office units / co-working space/ managed workspace under residential development, above ground floor town centre uses; D: social enterprise start-up, co-working and service delivery space, possibly with ancillary facilities such as nursery

Future Business Type on this site could include:



The London Wing Chun Academy

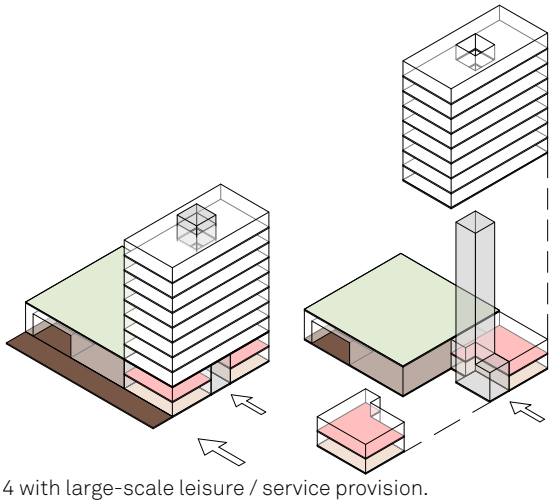
Business currently in Wood Green requiring D2 space with front desk, changing room and restroom facilities.



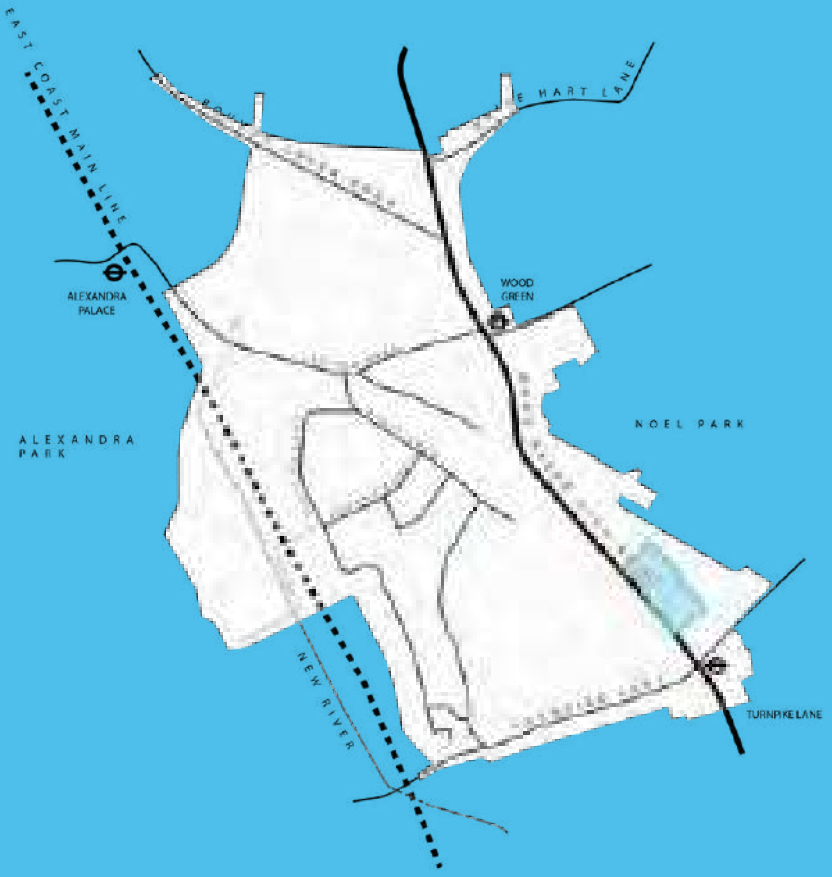
Ategi, shared lives, Ashley house

Workspace Management providing B1a & D1 workroom/studios.

- B1(a) / A2 Use Class - Offices / Professional and Financial Services
- B1(b) / A3/4/5 Use Class - Research and Development; Restaurants and Cafés, Pubs and Takeaways.
- B1(c) / A1/3/4/5 Use Class - Light Industry (appropriate in residential area); Shops; Restaurants and Cafés, Pubs and Takeaways.
- B2 / B8 / D1 / D2 Use Class - General Industrial / Storage & Distribution; Non-residential Institutions; Assembly and Leisure.
- Residential Core
- Residential amenity



Type 4 with large-scale leisure / service provision. Appropriate typology for SA13


EAST COAST MAIN LINE
HART LANE
ALEXANDRA PALACE
WOOD GREEN
ALEXANDRA PARK
NOEL PARK
NEW RIVER
TURNPIKE LANE

SA 14. 16-54 Wood Green High Road

Compared to the AAP Site allocation targets, other options could deliver:

The significant quantum of employment use projected for this site in the AAP may be achievable depending on evolving market conditions for smaller scale B1a offices, though this is unlikely to be a primary area for employment space.



SA 14 View.

SA 14	USE	PTAL	SITE AREA (Ha)	JOBS	EMPLOYMENT SPACE TYPE	EMPLOYMENT SPACE (m²)*	RESIDENTIAL SPACE (units)**	TOWN CENTRE (m²)*	OTHER (m²)*
EXISTING	Ground and some first floor town centre uses with mix of commercial and residential uses above	6a	1.4	291	Town Centre with active frontage	0	-	26,170	-
AAP TARGET	Mixed use development consisting of town centre uses at ground and first floor level, with residential above.			No jobs target in AAP 2018		3,849	420	3,849	-
STUDY OUTPUT	Small office units / managed workspace under residential development, above ground floor town centre uses			Maintain AAP target	B1a SME office, B1c studio / workroom	Maintain AAP target	Not investigated in this study	No net loss	-

*All figures given as estimated GEA.

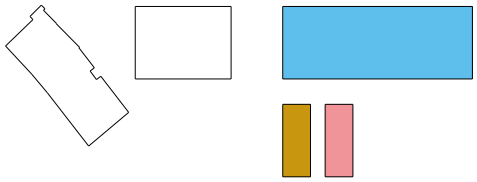
** Residential units are defined as 70m² of GEA floor space per 1 unit. This methodology is reflective of that used in the draft AAP (February 2017). The assumption should be treated as a comparative tool only, actual unit yield might vary.

Recommendations.

The Council should seek delivery of its AAP employment space target in a mixed use scheme. Fragmented ownership may make this harder to achieve as any single site may not have the critical mass to sustain a viable quantum of B1a development; the Council should lead on the creation of a development brief / design-led capacity study, including the ground floor of Bury Road.

Existing site conditions.

There are around 3 businesses (that have been considered as part of the employment study). None of them have been directly interviewed.



Existing and AAP Proposed Town Centre & Employment use space quantum

- Site Area
- Existing Employment Area
- Existing Town Centre Area
- AAP 2018 Target Employment Area
- AAP 2018 Target Town Centre Area
- AAP 2018 Target Other Area

Precedent

Cube, London

Double height commercial ground floor with 4-8 storey residential above.





Key considerations for future employment space typologies & business archetypes:

- B1a: small office units / managed workspace under residential development, above ground floor town centre uses; B1a/B1c SME office / studio/workroom on ground floor of Bury Road.
- Potential users: small-scale professional services servicing local economy; small businesses providing services to local communities; small-scale creative sector.

Future Business Type on this site could include:



Bespoke cupcakes

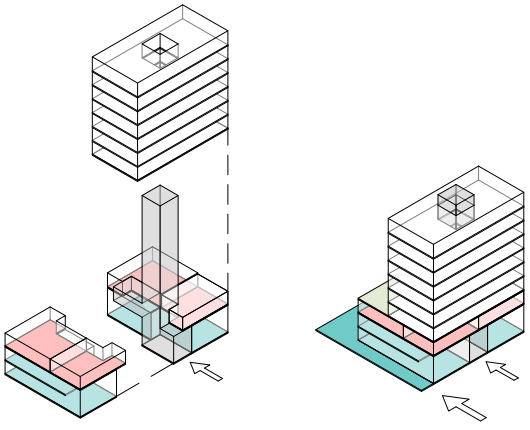
Business currently in Wood Green requiring B1c workroom/studios.



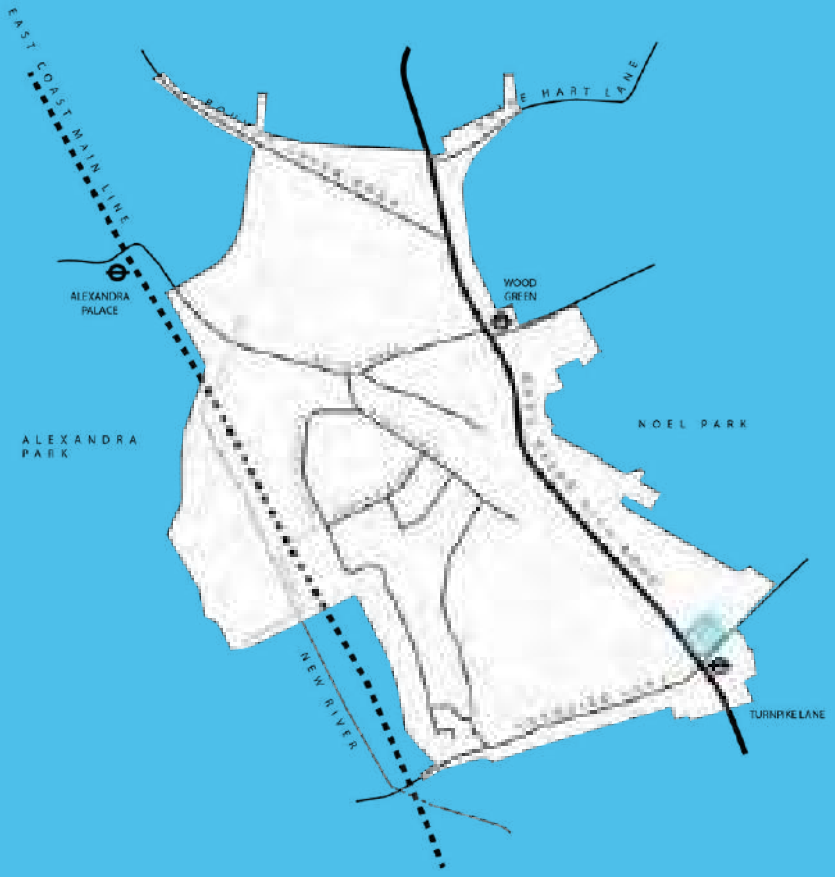
Net solutions

Workspace Management providing B1c workroom/ studios.

- B1(a) / A2 Use Class - Offices / Professional and Financial Services
- B1(b) / A3/4/5 Use Class - Research and Development; Restaurants and Cafés, Pubs and Takeaways.
- B1(c) / A1/3/4/5 Use Class - Light Industry (appropriate in residential area); Shops; Restaurants and Cafés, Pubs and Takeaways.
- B2 / B8 / D1 / D2 Use Class - General Industrial / Storage & Distribution; Non-residential Institutions; Assembly and Leisure.
- Residential Core
- Residential amenity



Type1: Ideal.
Appropriate typology for SA14.


EAST COAST MAIN LINE
HART LANE
ALEXANDRA PALACE
WOOD GREEN
ALEXANDRA PARK
NOEL PARK
NEW RIVER
TURNPIKE LANE

SA 15. Westbury & Whymark Aves

Compared to the AAP Site allocation targets, other options could deliver:

The quantum of employment use projected for this site in the AAP may be achievable depending on evolving market conditions for smaller scale B1a offices, though this is unlikely to be a primary area for employment space.



SA 15 View.

SA 15	USE	PTAL	SITE AREA (Ha)	JOBS	EMPLOYMENT SPACE TYPE	EMPLOYMENT SPACE (m²)*	RESIDENTIAL SPACE (units)**	TOWN CENTRE (m²)*	OTHER (m²)*
EXISTING	Retail with a mix of residential and commercial activities above	6b	1.4	305	Town Centre with active frontage	0	-	5,802****	-
AAP TARGET	New gateway development marking the entrance to Wood Green from Turnpike Lane Station, with town centre uses at ground floor level, and residential above.			No jobs target in AAP 2018	-	1,114	117	1,114	-
STUDY OUTPUT	Small office units / managed workspace under residential development, above ground floor town centre uses			Maintain AAP target	B1a SME office, B1c studio / workroom	Maintain AAP target	Not investigated in this study	No net loss	-

*All figures given as estimated GEA.

** Residential units are defined as 70m² of GEA floor space per 1 unit. This methodology is reflective of that used in the draft AAP (February 2017). The assumption should be treated as a comparative tool only, actual unit yield might vary.

*** Council to clarify what are the most updated AAP employment and town centre space targets: WG AAP preferred consultation Draft of February 2017 or 'P4 Homes and Jobs - 2017-08 - WG extract 2' the latest internally released spreadsheet with residential, employment and town centre existing and proposed targets.

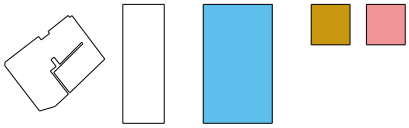
****LBH not sure if this includes residential.

Recommendations.

The Council should seek delivery of its AAP employment space target in a mixed use scheme. Fragmented ownership may make this harder to achieve as any single site may not have the critical mass to sustain a viable quantum of B1a development; the Council should lead on the creation of a development brief / design-led capacity study.

Existing site conditions.

The businesses in this site allocation are not part of this employment study. (i.e. high road retail).



Existing and AAP Proposed Town Centre & Employment use space quantum

- Site Area
- Existing Employment Area
- Existing Town Centre Area
- AAP 2018 Target Employment Area
- AAP 2018 Target Town Centre Area
- AAP 2018 Target Other Area

Precedent

Zuidpoort_Delft, Delft

This residential led development with ground floor civic uses (cinemas, shopping) accessed from a new cultural square shared with the existing theatre and local library is a great example of mixed use development with raised residential over productive podium. Also the high quality public space has been carefully designed as the shopping is organised around a new pedestrian square with houses and apartments grouped around roof gardens above the shops.



Precedent

Work Life, London.

Workspace specialist provider for star-ups, small businesses and free-lancers with medium-high quality premises that allow face to face collaboration, intimate spaces and tight-knit communities.



Key considerations for future employment space typologies & business archetypes:

- B1a: small office units / managed workspace under residential development, above ground floor town centre uses; B1c SME studio / workroom on above ground floor town centre uses;
- Potential users: small-scale professional services servicing local economy; small businesses providing services to local communities; small-scale creative sector.

Future Business Type on this site could include:



Accountant

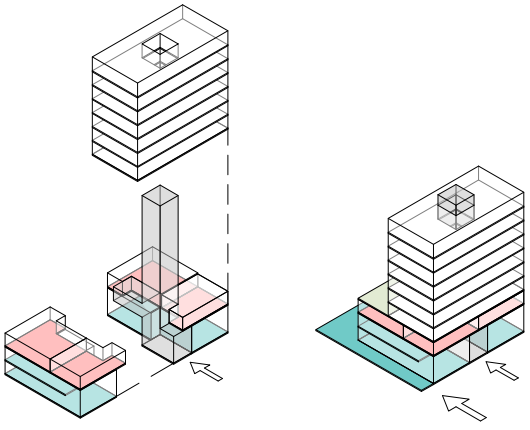
Business currently in Wood Green requiring B1c workroom/studios.



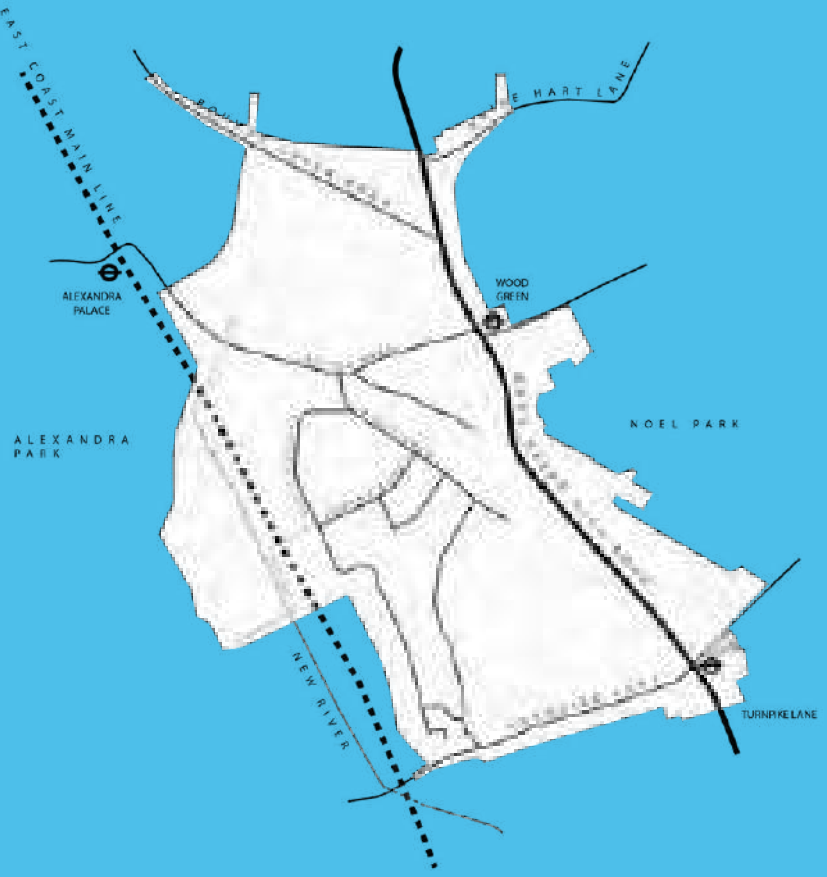
Etnocycle

Workspace Management providing B1c workroom/ studios.

- B1(a) / A2 Use Class - Offices / Professional and Financial Services
- B1(b) / A3/4/5 Use Class - Research and Development; Restaurants and Cafés, Pubs and Takeaways.
- B1(c) / A1/3/4/5 Use Class - Light Industry (appropriate in residential area); Shops; Restaurants and Cafés, Pubs and Takeaways.
- B2 / B8 / D1 / D2 Use Class - General Industrial / Storage & Distribution; Non-residential Institutions; Assembly and Leisure.
- Residential Core
- Residential amenity



Type1: Ideal.
Appropriate typology for SA15.


EAST COAST MAIN LINE
HART LANE
ALEXANDRA PALACE
WOOD GREEN
ALEXANDRA PARK
NOEL PARK
NEW RIVER
TURNPIKE LANE

SA 16. Turnpike Triangle

Compared to the AAP Site allocation targets, other options could deliver:

The small quantum of employment use projected for this small site in the AAP may be achievable as one or more small office units; market conditions could support a greater quantum in a comprehensive development.



SA 16 View.

SA 15	USE	PTAL	SITE AREA (Ha)	JOBS	EMPLOYMENT SPACE TYPE	EMPLOYMENT SPACE (m²)*	RESIDENTIAL SPACE (units)**	TOWN CENTRE (m²)*	OTHER (m²)*
EXISTING	Mixture of town centre uses, with some residential above	6a	0,1	27	Town Centre with active frontage	-	-	509***	-
AAP TARGET	Mix of town centre and residential uses which increase the multi-modal transport function of Turnpike Lane tube station.			No jobs target in AAP 2018	-	0	41	199	199 cycle hub
STUDY OUTPUT	Small office units / managed workspace under residential development, above ground floor town centre uses.			Maintain AAP target	B1a SME office, B1c studio / workroom	Maintain AAP target	Not investigated in this study	No net loss	-

*All figures given as estimated GEA.

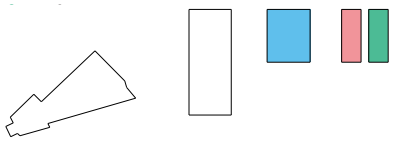
** Residential units are defined as 70m² of GEA floor space per 1 unit. This methodology is reflective of that used in the draft AAP (February 2017). The assumption should be treated as a comparative tool only, actual unit yield might vary.

Recommendations.

The AAP target of should be regarded as a minimum target in a comprehensive development.

Existing site conditions.

There are around 4 businesses (that have been considered as part of the employment study). None of them have been directly interviewed.



Existing and AAP Proposed Town Centre & Employment use space quantum

- Site Area
- Existing Employment Area
- Existing Town Centre Area
- AAP 2018 Target Employment Area
- AAP 2018 Target Town Centre Area
- AAP 2018 Target Other Area

Precedent

Shoredich Studios, London

High spec double height B1c workroom/Studios employment space at ground floor with 4-6 storey residential above.

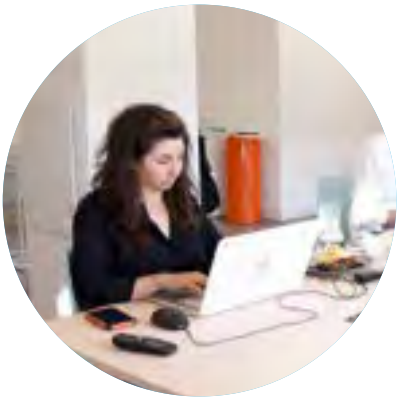




Key considerations for future employment space typologies & business archetypes:

B1a: small office units / managed workspace under residential development, above ground floor town centre uses

Future Business Type on this site could include:



Start-up

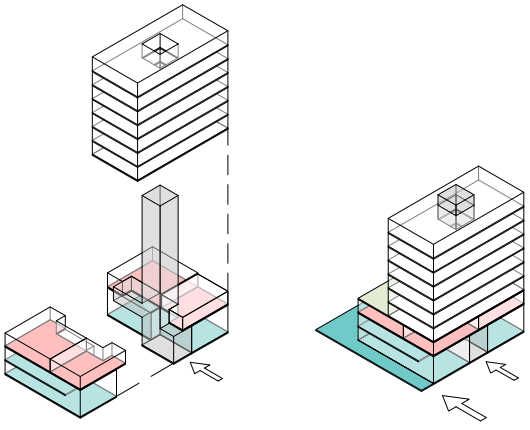
Business currently in Wood Green requiring B1c workroom/studios.



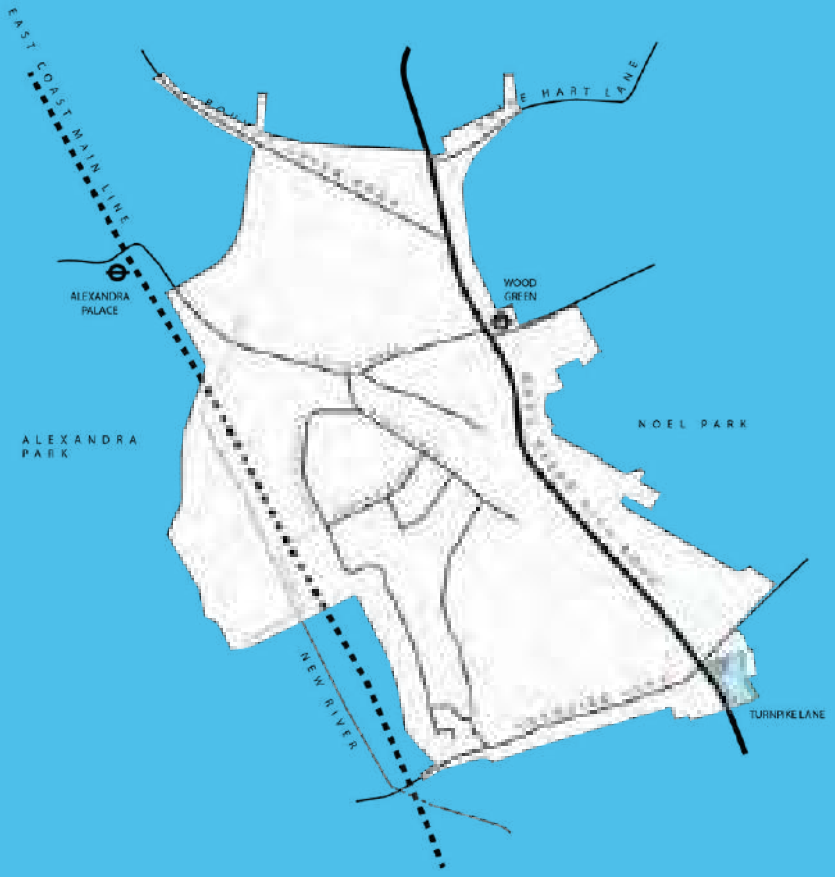
Architecture office

Workspace Management providing B1c workroom/ studios.

- B1(a) / A2 Use Class - Offices / Professional and Financial Services
- B1(b) / A3/4/5 Use Class - Research and Development; Restaurants and Cafés, Pubs and Takeaways.
- B1(c) / A1/3/4/5 Use Class - Light Industry (appropriate in residential area); Shops; Restaurants and Cafés, Pubs and Takeaways.
- B2 / B8 / D1 / D2 Use Class - General Industrial / Storage & Distribution; Non-residential Institutions; Assembly and Leisure.
- Residential Core
- Residential amenity



Type1: Ideal.
Appropriate typology for SA16.


EAST COAST MAIN LINE
HART LANE
ALEXANDRA PALACE
WOOD GREEN
ALEXANDRA PARK
NOEL PARK
NEW RIVER
TURNPIKE LANE

SA 17. Turnpike Lane Station

Compared to the AAP Site allocation targets, other options could deliver:

The small quantum of employment use projected for this small site in the AAP may be achievable as one or more small office units; market conditions could support a greater quantum in a comprehensive development. Development would need additional feasibility, as the site is constrained due to proximity to station.



SA 17 View.

SA 17	USE	PTAL	SITE AREA (Ha)	JOBS	EMPLOYMENT SPACE TYPE	EMPLOYMENT SPACE (m²)*	RESIDENTIAL SPACE (units)**	TOWN CENTRE (m²)*	OTHER (m²)*
EXISTING	Ground and some first floor town centre uses with mix of commercial and residential uses above	6b	0.68	?	?	?	?	?	?
AAP TARGET	Mixed use development consisting of town centre uses at ground and first floor level, with residential above.			No jobs target in AAP 2018		835	85	835	8,345
STUDY OUTPUT	Small office units / managed workspace under residential development, above ground floor town centre uses			?	B1a SME office, B1c studio / workroom	Maintain AAP target	Not investigated in this study	No net loss	-

*All figures given as estimated GEA.

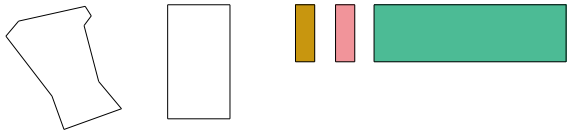
** Residential units are defined as 70m² of GEA floor space per 1 unit. This methodology is reflective of that used in the draft AAP (February 2017). The assumption should be treated as a comparative tool only, actual unit yield might vary.

Recommendations.

The AAP target of should be regarded as a minimum target in a comprehensive development.

Existing site conditions.

The site is constrained due to proximity to station.



Existing and AAP Proposed Town Centre & Employment use space quantum

- Site Area
- Existing Employment Area
- Existing Town Centre Area
- AAP 2018 Target Employment Area
- AAP 2018 Target Town Centre Area
- AAP 2018 Target Other Area

Precedent

Zuidpoort_Delft, Delft

This residential led development with ground floor civic uses (cinemas, shopping) accessed from a new cultural square shared with the existing theatre and local library is a great example of mixed use development with raised residential over productive podium. Also the high quality public space has been carefully designed as the shopping is organised around a new pedestrian square with houses and apartments grouped around roof gardens above the shops.



Precedent

Work Life, London.

Workspace specialist provider for star-ups, small businesses and free-lancers with medium-high quality premises that allow face to face collaboration, intimate spaces and tight-knit communities.



Key considerations for future employment space typologies & business archetypes:

- B1a: small office units / managed workspace under residential development, above ground floor town centre uses; B1c SME studio / workroom on above ground floor town centre uses;
- Potential users: small-scale professional services servicing local economy; small businesses providing services to local communities; small-scale creative sector.

Future Business Type on this site could include:



Accountant

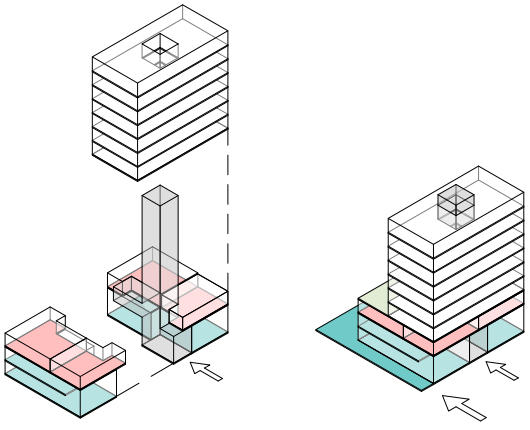
Business currently in Wood Green requiring B1c workroom/studios.



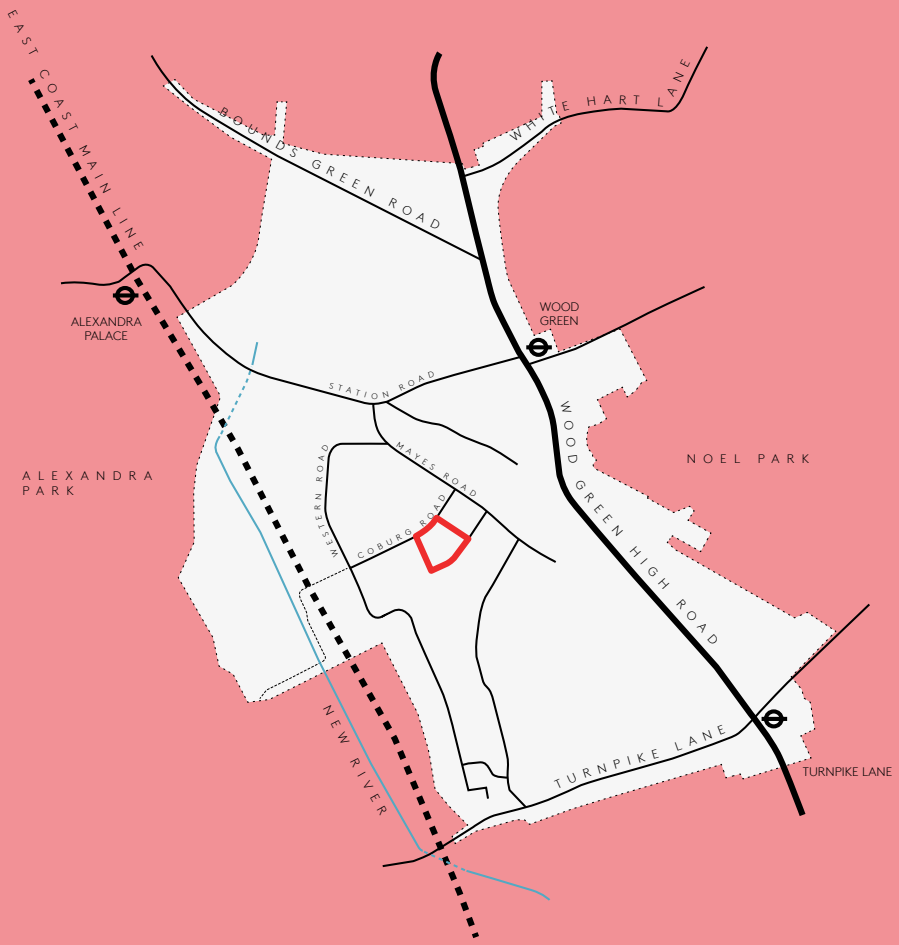
Etnocycle

Workspace Management providing B1c workroom/ studios.

- B1(a) / A2 Use Class - Offices / Professional and Financial Services
- B1(b) / A3/4/5 Use Class - Research and Development; Restaurants and Cafés, Pubs and Takeaways.
- B1(c) / A1/3/4/5 Use Class - Light Industry (appropriate in residential area); Shops; Restaurants and Cafés, Pubs and Takeaways.
- B2 / B8 / D1 / D2 Use Class - General Industrial / Storage & Distribution; Non-residential Institutions; Assembly and Leisure.
- Residential Core
- Residential amenity



Type1: Ideal.
Appropriate typology for SA17.


EAST COAST MAIN LINE
BOUNDS GREEN ROAD
WHITE HART LANE
ALEXANDRA PALACE
WOOD GREEN
STATION ROAD
WOOD GREEN HIGH ROAD
NOEL PARK
ALEXANDRA PARK
HAYES ROAD
WESTERN ROAD
COBURG ROAD
NEW RIVER
TURNPIKE LANE
TURNPIKE LANE

SA18 Bittern Place

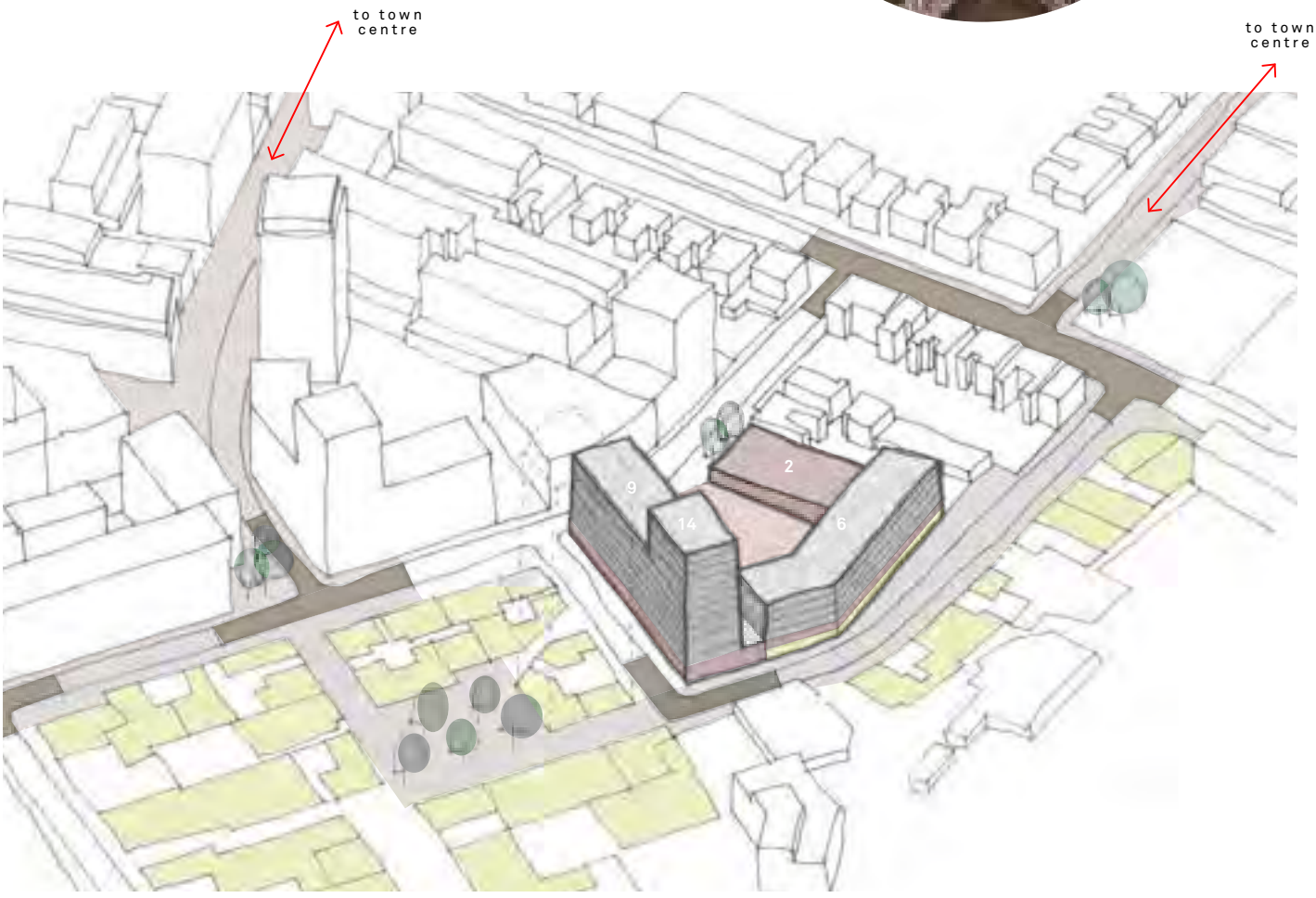
Compared to the AAP Site Allocation targets the study output is:

An estimated 108% of employment space.

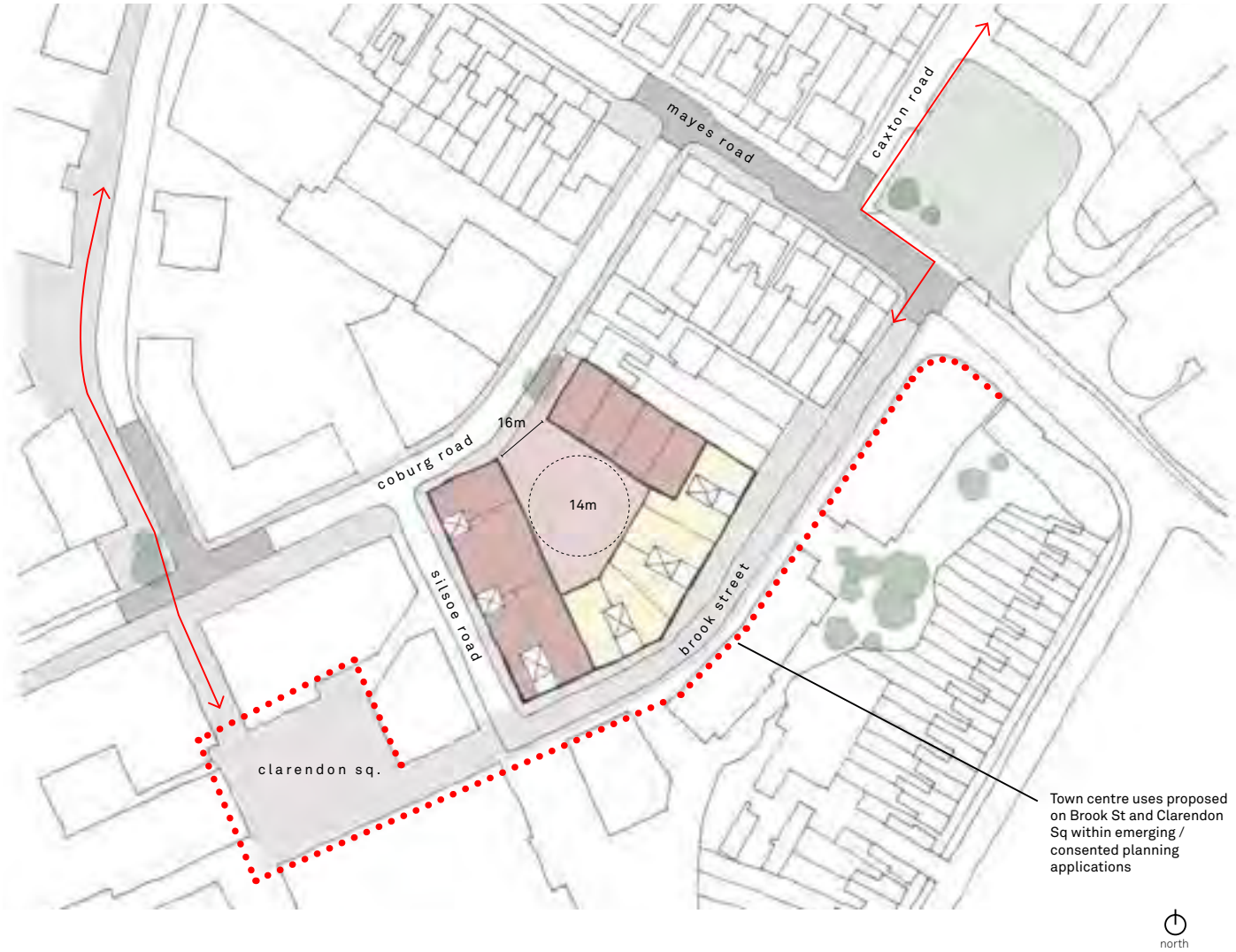
An estimated 87% of residential units.

An estimated 157% of town centre space.





- Residential access / core.
- Employment.
- Employment yard.
- Town centre (inc. schools and cultural use).
- Retained / proposed trees.
- Improved public realm.
- Residential



- Residential access / core.
- Employment.
- Employment yard.
- Town centre (inc. schools and cultural use).
- Retained trees.
- Improved public realm.
- Residential

SA18	USE	PTAL	SITE AREA (Ha)	PROPORTION OF SA (%)	EMPLOYMENT SPACE (m²)*	RESIDENTIAL SPACE (units)**	TOWN CENTRE (m²)*	OTHER (m²)*
EXISTING	Employment	6a	0.50	100	5,773	0	0	0
AAP TARGET	Employment / residential	6a	0.50	100	3,225	173	806	0
STUDY OUTPUT	Employment / residential / commercial	6a	0.50	100	3,476	150	1267	0
DIFFERENCE AAP TARGET / STUDY					**108%**	**87%**	**157%**	**-**

In terms of routes or public space, the adjacent emerging plans for Clarendon Road North include a significant public square as do the emerging plans for the Chocolate factory north of Coburg Road. With that in mind this study has not included a public within this site allocation. There is however 1,228m² of yard space to support ground floor employment space and the improved public space within the highways space that a development such as this implies.

*All figures for employment, town centre and other uses given as estimated GEA.

** Residential units are defined as 70m² of GIA floor space per 1 unit. GIA is assumed to be 85% of GEA. This methodology is reflective of that used in the draft AAP (February 2018). The assumption should be treated as a comparative tool only, actual unit yield might vary.

Recommendations.

Bittern Place is an employment site and compared to many sites in the area low on constraints to taller and denser development. The major constraint being the semi-detached residential buildings and gardens to the east of the site.

The proposed layout responds to emerging proposals on the Iceland site (SA11) and Clarendon Road North (SA18) which begin to set up a chain of town centre (A and D class) use along Brook Street and into the Clarendon Square development. For this reason ground floor town centre use is located on the Brook Street frontage, reinforcing this route. Coburg Road is possibly a better vehicular access for works vehicles than Brook Street and this arrangement allows a generous yard to be accessed from Coburg Road, servicing ground floor employment space.

All ground floors are employment use, apart from the Brook Street frontage, with another floor of employment use above. The three building wings each use a different typology. This variation in type of employment space has the potential for a development that is very mixed in types of use, including B1(a), B1(c), B2/B8 with single and double height spaces.

The proposed arrangement relatively easily exceeds employment and town centre AAP targets.

As previously stated, the building is restricted in height on the eastern edge but less so on the southern and western edges. The height of the adjacent proposal for Clarendon Road suggests that a taller element on the south western corner might be appropriate. With careful planning it is possible (see opposite) to provide a high number of larger, family sized units throughout with no north facing, single aspect units.

This study has not met AAP residential targets, however it is likely that this target could be met at the cost of a employment space and likely employment yard space. Although yard space might seem inefficient, many of the types of business that currently occupy the Cultural Quarter area rely on yard space to operate. If this were removed then the nature of business that could occupy the space would be limited.

Of the sites included in the detailed studies, this stands out as a relatively easy win which should be considered one of the most viable. In the context of three major proposals on neighbouring sites it seems sensible to assume that this site might come forward for development at an earlier stage than some others.


EAST COAST MAIN LINE
HART LANE
ALEXANDRA PALACE
WOOD GREEN
ALEXANDRA PARK
NOEL PARK
NEW RIVER
TURNPIKE LANE

SA19. Land rear of Hornsey Park Road

Compared to the AAP Site allocation targets, other options could deliver:

The small quantum of employment use projected for this small site in the AAP may be achievable as one or more small light industrial units



SA 19 View.

SA 19	USE	PTAL	SITE AREA (Ha)	JOBS	EMPLOYMENT SPACE TYPE	EMPLOYMENT SPACE (m²)*	RESIDENTIAL SPACE (units)**	TOWN CENTRE (m²)*	OTHER (m²)*
EXISTING	Ground and some first floor town centre uses with mix of commercial and residential uses above	4	0.3	?		?	?	?	?
AAP TARGET	Mixed use development consisting of town centre uses at ground and first floor level, with residential above.			No jobs target in AAP 2018		1,264	72	0	0
STUDY OUTPUT	Small office units / managed workspace under residential development, above ground floor town centre uses			?	B1c light industrial	Maintain or exceed AAP target	Not investigated in this study	?	-

*All figures given as estimated GEA.

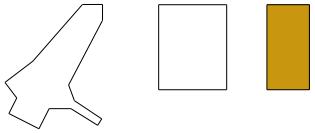
** Residential units are defined as 70m² of GEA floor space per 1 unit. This methodology is reflective of that used in the draft AAP (February 2017). The assumption should be treated as a comparative tool only, actual unit yield might vary.

Recommendations.

The Council should seek to retain the existing industrial capacity, as long as it is compatible with residential, as part of a mixed use development.

Existing site conditions.

Industrial uses, yardspace.



Existing and AAP Proposed Town Centre & Employment use space quantum

- Site Area
- Existing Employment Area
- Existing Town Centre Area
- AAP 2018 Target Employment Area
- AAP 2018 Target Town Centre Area
- AAP 2018 Target Other Area

Precedent

Royal Albert Wharf, London

Bow Arts affordable workspace provider and Notting Hill Housing will provide artists studios and community facilities and 5-8 story residential units above. This could be an appropriate solution for Clarendon Rd.



Precedent

Canal Buildings, London

Double height B1c workroom/Studios employment space at ground floor with 4-5 storey residential above.



Key considerations for future employment space typologies & business archetypes:

- B1c : small ground floor office / light industrial / workroom units towards rear of site.
- Potential users: creative economy e.g. creative tech, designer/makers with retail element, small scale advanced manufacturing.
- For these typologies, sufficient floor to ceiling height, and a movement framework / public realm that enables easy access and servicing are essential.

Future Business Type on this site could include:



Bespoke cupcakes

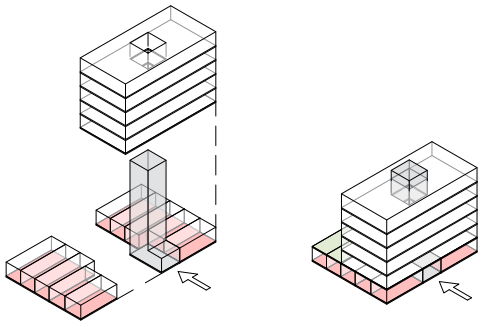
Business currently in Wood Green requiring B1c workroom/studios.



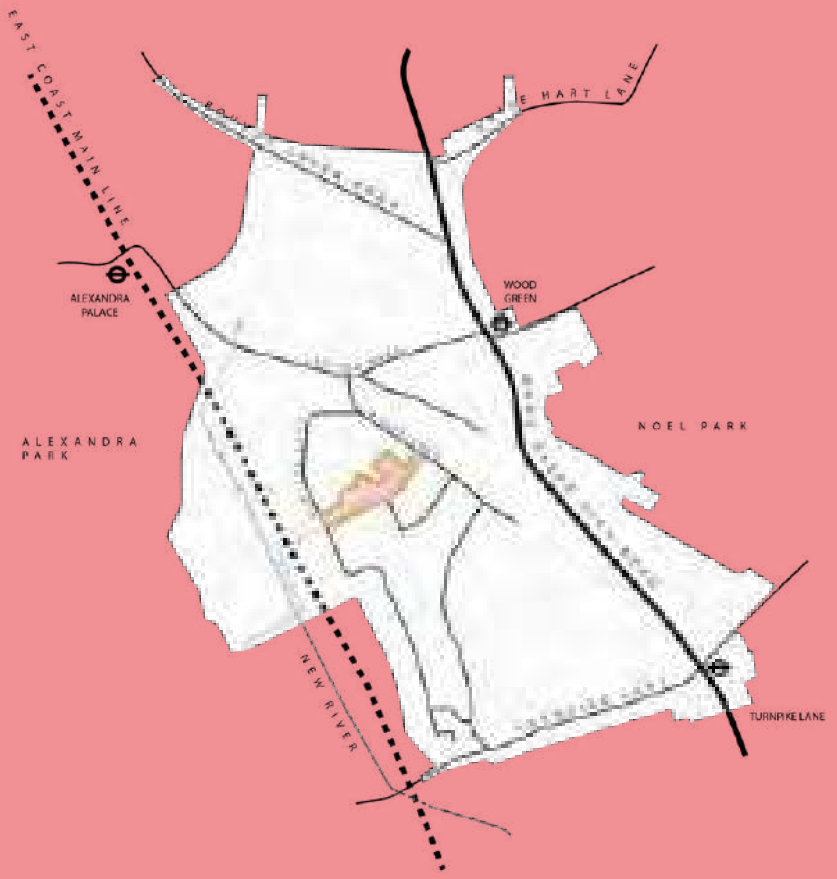
CNC Studio

advanced manufacturing using B1c unit

- B1(a) / A2 Use Class - Offices / Professional and Financial Services
- B1(b) / A3/4/5 Use Class - Research and Development; Restaurants and Cafés, Pubs and Takeaways.
- B1(c) / A1/3/4/5 Use Class - Light Industry (appropriate in residential area); Shops; Restaurants and Cafés, Pubs and Takeaways.
- B2 / B8 / D1 / D2 Use Class - General Industrial / Storage & Distribution; Non-residential Institutions; Assembly and Leisure.
- Residential Core
- Residential amenity



Type 5: Super Restricted.
Appropriate typology for SA19


EAST COAST MAIN LINE
E HART LANE
ALEXANDRA PALACE
WOOD GREEN
NOEL PARK
ALEXANDRA PARK
NEW RIVER
TURNPIKE LANE

SA20 Coburg Road North

Compared to the AAP Site Allocation targets the study output is:

An estimated 171% of employment space.

An estimated 133% of residential units.

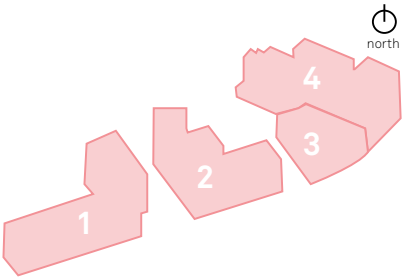
An estimated 159% of town centre space.





- Residential access / core.
- Employment.
- Employment yard.
- Town centre (inc.. schools and cultural use).
- Retained trees.
- Improved public realm.
- Residential

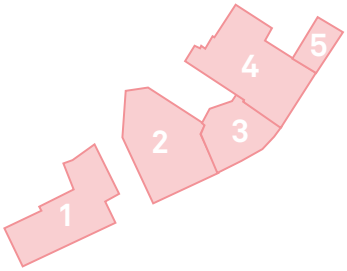
1. Mallard Place & Raphael House
2. Kingfisher Place
3. Chocolate Factory 2
4. Cypress House





- Residential access / core.
- Employment.
- Employment yard.
- Town centre (inc. schools and cultural use).
- Retained trees.
- Improved public realm.
- Residential

1. Mallard Place & Raphael House
2. Kingfisher Place
3. Chocolate Factory 2
4. Cypress House
5. Duke of Edinburgh Pub



Recommendations.

This is a key site allocation with potential to deliver important active ground floor uses and help define the main public routes through the Cultural Quarter.

The study is based on two assumptions; firstly that the Chocolate factory 2 site is retained as existing workspace due to its architectural heritage value. Secondly, that a stand alone cultural building is included in the Raphael / Mallard Place site. Despite these constraints the study has found that achieving the AAP targets is likely to be relatively viable and it might be possible to exceed these targets.

Although Cypress House is an important employment space building with a significant provision of affordable workspace, the study has looked at a scenario where this site is entirely demolished and redeveloped in order to test the AAP targets for the site allocation. Although demolition might not be desirable, for the purposes of this study it is necessary to look at this scenario otherwise the targets for floorspace given in the AAP will be disproportionately weighted on other sites. A second option where the building is retained is also given over leaf.

The study is based on an assumption that in appropriate places buildings might greatly exceed 6 storeys and therefore deliver at least two storeys of employment space at lower levels. Wherever possible residential access, which is preferred from street front, communal entrances, is separated from employment space access which is preferred to be from yard spaces that also offer vehicular access and parking for businesses.

Wherever possible lower storeys that house employment use are deeper in plan than residential storeys above. This arrangement means that amenity space for housing can be located at least partly above the employment space lower floors.

Coburg Road itself will be a key route between the High Street, the Cultural Quarter and Alexandra Park. It will therefore be an important pedestrian route but also an important route for businesses that require vehicular access to their sites.

SA20	USE	PTAL	SITE AREA (Ha)	PROPORTION OF SA (%)	EMPLOYMENT SPACE (m²)*	RESIDENTIAL SPACE (units)**	TOWN CENTRE (m²)*	OTHER (m²)*
EXISTING	Employment	4	1.15	100	16,553	0	0	0
AAP TARGET	Employment / residential	4	1.15	100	5,645	181	1,411	8,467
STUDY OUTPUT	Employment / residential	4	1.15	100	9,639	241	2,250	8,467
DIFFERENCE AAP TARGET / STUDY					**171%**	**133%**	**159%**	**-**
The assumption is that the 'boulevard' allocated as 'other' within this site allocation will not be delivered by any single site (below) but as part of the highways spaces around these sites, it is therefore included in the allocation but not individual sites below. The 'civic centre / library' target has not been incorporated into this study as this is being developed outside of this brief. The inclusion of this function into the Kingfisher site would significantly change the site allocations capacity in terms of residential unit delivery. An important note is that in all scenarios, AAP targets and study outputs, the employment space is reduced as Coburg Road North has a collection of pure employment space buildings that are sometimes large multi-level buildings with large floor plates.								
SITE NAME: Mallard Place & Raphael House								
EXISTING	Employment	4	0.28	28	2,915	0	0	0
AAP TARGET	Employment / residential	4	0.28	28	1,597	51	300	0
STUDY OUTPUT	Employment / residential / cultural venue	4	0.28	28	908	70	2,250	0
DIFFERENCE AAP TARGET / STUDY					**57%**	**137%**	**564%**	**100%**
A large, stand alone cultural venue building (classed as town centre use) has been included in this site as an important addition to the 'Cultural Quarter' offer which is not provided for in the draft AAP (Feb 2017) but is desirable for the area. Despite this the AAP targets have been exceeded by this study.								
SITE NAME: Cypress House								
EXISTING	Employment	4	0.27	27	4,390	0	0	0
AAP TARGET	Employment / residential	4	0.27	27	1,540	49	385	0
STUDY OUTPUT	Employment / residential	4	0.27	27	1,726	71	0	0
DIFFERENCE AAP TARGET / STUDY					**112%**	**144%**	**0%**	**100%**
Cypress house has a difficult set of adjacencies including low-rise terrace backs, a party wall with the Safestore warehouse to the north and the proposed adjacency to the Chocolate factory residential development to the west. This makes the site planning awkward but even so this study was able to meet and exceed the AAP targets. As discussed opposite the assumption that the existing building is demolished is not necessarily a desirable course but a full redevelopment scenario is required to test the AAP targets.								
SITE NAME: Kingfisher Place								
EXISTING	Employment	4	0.27	26	2,788	0	0	0
AAP TARGET	Employment / residential	4	0.27	26	1,483	48	371	0
STUDY OUTPUT	Employment / residential	4	0.27	26	2,465	100	0	0
DIFFERENCE AAP TARGET / STUDY					**166%**	**210%**	**0%**	**100%**
Kingfisher Place is a key site on an important public realm route linking the Cultural Quarter to the station and the High Street as well as Alexandra Park. The site is relatively free of constraints in terms of adjacent site conditions and can therefore afford to have some taller elements which can help to exceed residential targets by some margin and crucially free up lower storeys for employment space. This study assumes an employment / residential mix but the AAP site allocation requires a civic centre/library site to be found in the site allocation, this site is considered a viable option.								
SITE NAME: Chocolate Factory 2								
EXISTING	Employment	4	0.14	14	4,540	0	0	0
AAP TARGET	Employment / residential	4	0.14	14	798	26	200	0
STUDY OUTPUT	Employment / residential	4	0.14	14	4,540	0	0	0
DIFFERENCE AAP TARGET / STUDY					**569%**	**0%**	**0%**	**100%**
The study has assumed that the Chocolate Factory 2 building, being of some architectural merit and heritage value, would be retained in its present form with its present use.								

*All figures for employment, town centre and other uses given as estimated GEA.

** Residential units are defined as 70m^2 of GIA floor space per 1 unit. GIA is assumed to be 85% of GEA. This methodology is reflective of that used in the draft AAP (February 2018). The assumption should be treated as a comparative tool only, actual unit yield might vary.

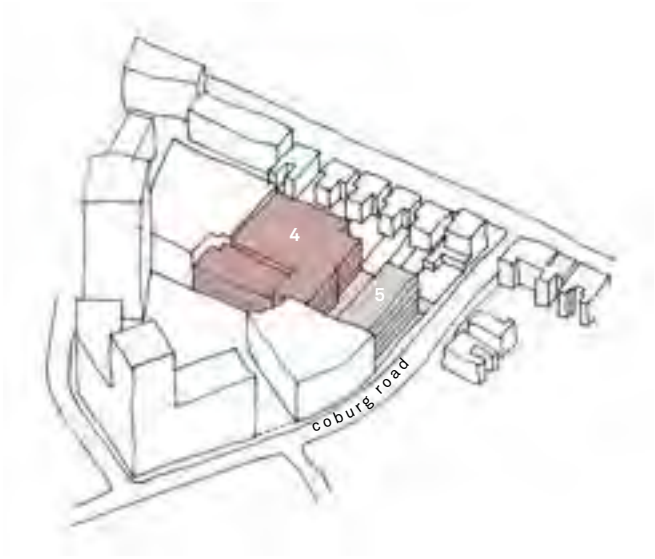
Cypress House Retention

In a scenario where Cypress House is retained in its existing form, with existing use it might be possible for the car park frontage on Coburg Road to be developed as a purely residential block which would deliver circa 23 units (using the methodology for calculation set out in the AAP.

This proposition would need some very careful design development and would likely be a challenging proposition in terms of gaining a planning permission due to the proximity of Cypress House which would over look the rear of the new block at a distance of 13 metres at the closest point. Access arrangements and parking for both residential and employment blocks would also be quite constrained.

If a development in this area was brought forward the site allocation could still deliver over and above the targets which are set out in the current AAP.

Considering the constraints to this development and the additional value that a comprehensive development would bring, it seems unlikely that a purely commercial interest would consider this a viable scenario. If the employment space that is existing in Cypress House is considered to be of an a quantity, typology and quality, the losing of which would irreparably damage the areas economy then a strategy for subsidising the retention of the building should be developed.



- Residential access / core.
- Employment.
- Employment yard.
- Town centre (inc. schools and cultural use).
- Retained trees.
- Improved public realm.
- Residential

north

SA20	USE	PTAL	SITE AREA (Ha)	PROPORTION OF SA (%)	EMPLOYMENT SPACE (m²)*	RESIDENTIAL SPACE (units)**	TOWN CENTRE (m²)*	OTHER (m²)*
EXISTING	Employment	4	1.15	100	16,553	0	0	0
AAP TARGET	Employment / residential	4	1.15	100	5,645	181	1,411	8,467
STUDY OUTPUT	Employment / residential	4	1.15	100	6,975	193	2,250	8,467
DIFFERENCE AAP TARGET / STUDY					**123%**	**106%**	**159%**	**-**
The assumption is that the 'boulevard' allocated as 'other' within this site allocation will not be delivered by any single site (below) but as part of the highways spaces around these sites, it is therefore included in the allocation but not individual sites below. The 'civic centre / library' target has not been incorporated into this study as this is being developed outside of this brief. The inclusion of this function into the Kingfisher site would significantly change the site allocations capacity in terms of residential unit delivery. An important note is that in all scenarios, AAP targets and study outputs, the employment space is reduced as Coburg Road North has a collection of pure employment space buildings that are sometimes large multi-level buildings with large floor plates.								
SITE NAME: Cypress House								
EXISTING	Employment	4	0.27	27	4,390	0	0	0
AAP TARGET	Employment / residential	4	0.27	27	1,540	49	385	0
STUDY OUTPUT	Employment / residential	4	0.27	27	4.390	23	0	0
DIFFERENCE AAP TARGET / STUDY					**112%**	**47%**	**0%**	**100%**
In a scenario where Cypress House is retained it might be possible to develop a pure residential block on the car park frontage on Coburg Road. This would be subject to very careful design considerations due to the proximity of the existing Cypress House block.								

*All figures for employment, town centre and other uses given as estimated GEA.

** Residential units are defined as 70m² of GIA floor space per 1 unit. GIA is assumed to be 85% of GEA. This methodology is reflective of that used in the draft AAP (February 2018). The assumption should be treated as a comparative tool only, actual unit yield might vary.

Existing site conditions.

Currently a site with a wide variety of enterprises both creative, social, commercial and community-focussed / religious; many of them are locally rooted and provide amenities or services to the local community; a number have moved in from other adjacent sites being developed or increasing rental prices. The robust and generous specs of Cypress house enables it to host large industrial and XL industrial businesses, mostly textile manufacturing or sampling businesses as well as D2 class uses (gyms and kids leisure park). Relocating such businesses, in particular those with industrial plant, would be complex in terms of business disruption cost. The recent departure of Mount View college is creating some spare capacity that could be used to accommodate other relocated businesses.

1) Key Business
Name: AKA Design
Use Class: A1 - B1c **Space Type:** Large Industrial
Description: design & manufacture bespoke music furniture.

2) Key Businesses
Name: Karamel Restaurant
Use Class: A3 - D1 **Space Type:** Active frontage
Description: Café, concert space, gallery.

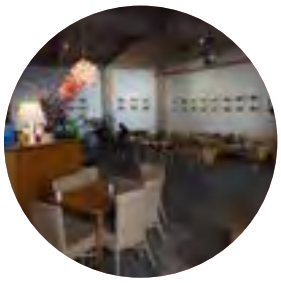
3) Key Businesses
Name: Adventure Kids Zone
Use Class: D1-D2 **Space Type:** Small / Medium Industrial. **Description:** design & manufacture bespoke music furniture.



Business



Business space



Business



Business space



Business



Business space

Precedent

Industriegebouw, Rotterdam.
The retrofitted, standalone employment Industriegebouw could be referenced if Cypress House was to be preserved and retrofitted to host a variety of active frontage community amenities at the front, B1c industrial units at the back and workroom/studios at the upper floors.



Precedent

The Arts Building.
The new built standalone employment building providing workroom studio spaces serviced by vehicular access and goods lift would be an appropriate development for new built development that would replace low density structure at the end of Coburg Road.



Key considerations for future employment space typologies & business archetypes:

Kingfisher Place has few site constraints and being a prominent location, might be an appropriate place for a taller building. For this reason a building typology similar to Type 1: Ideal (discussed in detail in chapter 6) would be preferred. This would deliver double height B1(c) space on the ground floor (excluding residential access), with B1(a) single storey floor above acting as a buffer to the residential floors above. The ground floor work space should be provided with some exterior yard that can be accessed off street. Residential amenity space could be provided on a deck above the employment space. All residential access should be from the street.

Cypress House and Mallard Place and Raphael House have a more restrictive context in terms of potential for building height and plot ratio. Therefore a building typology similar to type 2 should be used which would provide a double height space (with potential for mezzanines) at ground floor of B1(b) use class. The ground floor work space should be provided with some yard space that can be accessed off street. Some residential amenity space could be provided on a deck above the employment space. All residential access should be from the street.

An archetypal business for Kingfisher Place might be B1c creative makers / food business with exhibition / sales to the public. An archetypal business for Mallard Place and Raphael House might be D1 community services, or R&D & product development activities e.g. in digital sector.

Precedent

Green Lanes, Hackney.

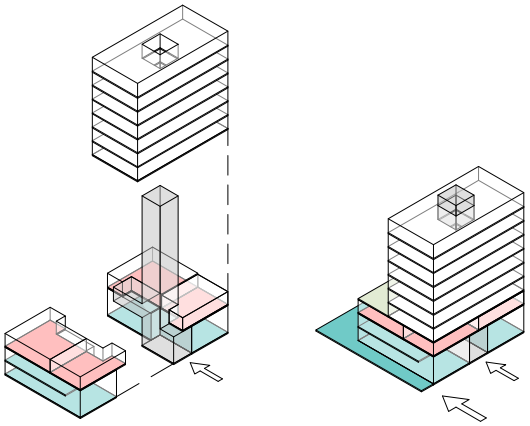
This mixed-use residential development with a church at the ground floor would be appropriate for a small corner plot that would require to host community and religious activities (D1,2) while respecting the housing target.



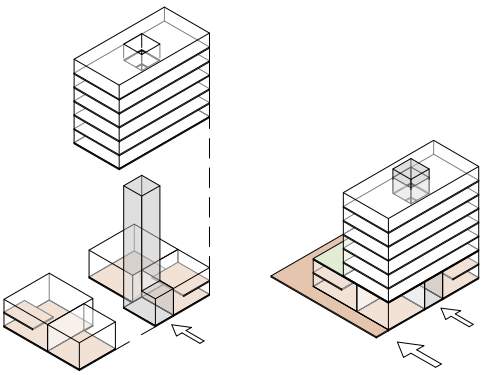
Future Business Type on this site could include:



Entocycle
Business currently in Wood Green requiring B1c workroom/studios.



Type1: Ideal.
Appropriate typology for Kingfisher Place.



Type2: Height Restricted.
Appropriate typology for Mallard Place and Raphael House / Cypress House.

- B1(a) Use Class - Offices
- B1(b) Use Class - Research and Development
- B1(c) Use Class - Light Industry (appropriate in residential area)
- B2 / B8 Use Class - General Industrial / Storage & Distribution
- Residential Core
- Residential amenity

Existing site conditions.

The site currently accommodates a range of larger industrial businesses e.g. food and textile manufacturing & wholesale. Such uses service the local economy as well as central London as well as providing semi-skilled and skilled jobs. Retaining such uses in the area is only possible if appropriate new B2 stock was provided in advance of redevelopment, as the process of relocation would be highly disruptive to business operations.

1) Key Business

Name: Blue Nile Clothing
Use Class: B2, B1c and B2
Space Type: Large industrial
Description: Sample manufacturing and design of garments for high street companies and internet, production in Romania.



Business



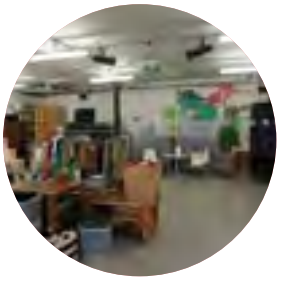
Business space

2) Key Businesses

Name: Gimme5
Use Class: B8
Space Type: Large Industrial
Description: Storing clothes and distribution for Stussy



Business



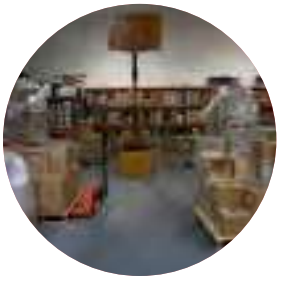
Business space

3) Key Businesses

Name: London Calling Art Ltd
Use Class: B8
Space Type: Large Industrial
Description: Distribution side of London calling, promotional material for arts organisations.



Business



Business space

Precedent

Bernard Works, Tottenham.
The Mill Co. Project, is a great mixed use development that jointly provides high quality affordable housing and workspace.





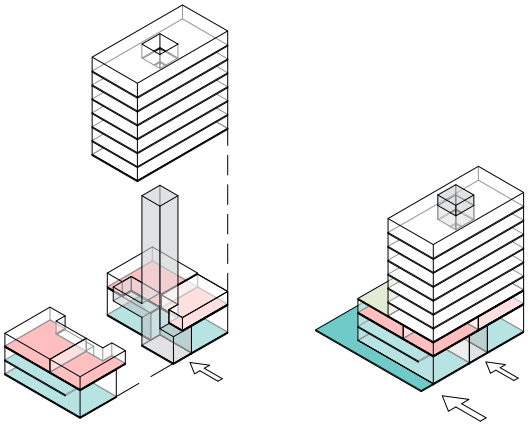
Key considerations for future employment space typologies & business archetypes:

The Silsoe Road site frontage has few constraints in terms of building height and should therefore adopt an Ideal typology (see chapter 6 for detail). This would provide double height B1(c) space (with potential for mezzanine floors) on the ground floor with a buffer layer of B1(a) above before the upper floors become residential. The space could have street frontage as well as yard access from the rear with residential access from the street only. Residential amenity can be provided on the deck of employment space.

The Brook Street frontage is a little more height restricted due to the north facing aspect and adjacent development, it should therefore adopt Height Restricted + typology to allow for a ground floor commercial frontage. A B1(a) buffer layer sits above this with residential floors on top. The commercial space could have street frontage as well as yard access from the rear with residential access from the street only. Residential amenity can be provided on the deck of employment space.

The Eastern wing could adopt a 'type 4' building typology with a residential podium above a B2 or B8 double height space accessed from the yard off of Coburg Road.

An archetypal business for Bittern Place might be a larger food producing business with sales to the public.



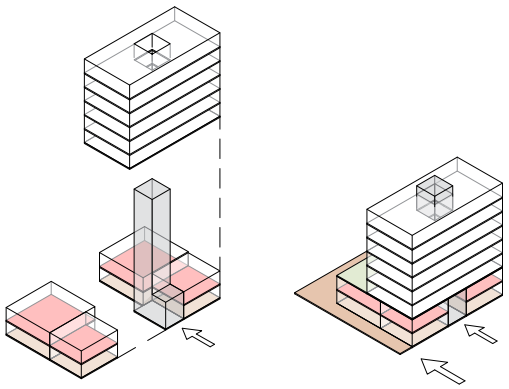
Type1: Ideal.
Appropriate typology for Silsoe Road frontage.

- B1(a) Use Class - Offices
- B1(b) Use Class - Research and Development
- B1(c) Use Class - Light Industry (appropriate in residential area)
- B2 / B8 Use Class - General Industrial / Storage & Distribution
- Residential Core
- Residential amenity

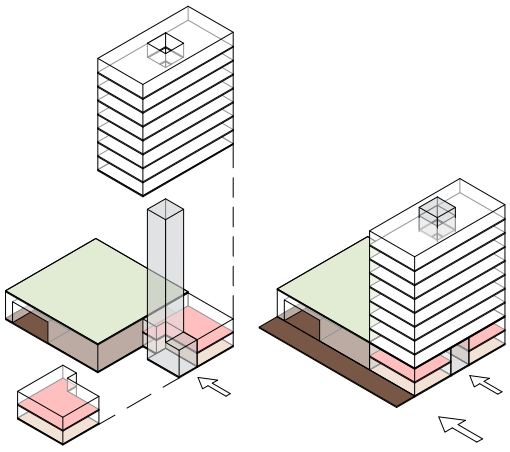
Future Business Type on this site could include:



E5 Bakery
Business currently in Wood Green requiring B1c workroom/studios.



Type3: Height Restricted+.
Appropriate typology for Brook Street Frontage (with commercial space on the ground floor rather than B1(b).



Type4: General Industry.
Appropriate typology for eastern site edge and yard space.


EAST COAST MAIN LINE
HART LANE
ALEXANDRA PALACE
WOOD GREEN
NOEL PARK
ALEXANDRA PARK
NEW RIVER
TURNPIKE LANE

SA 21. Wood Green Cultural Quarter (south)

Compared to the AAP Site allocation targets, other options could deliver:

Consented Scheme



SA 21 View.

SA 21	USE	PTAL	SITE AREA (Ha)	JOBS	EMPLOYMENT SPACE TYPE	EMPLOYMENT SPACE (m²)*	RESIDENTIAL SPACE (units)**	TOWN CENTRE (m²)*	OTHER (m²)*
EXISTING	Existing Cultural Quarter	4	12.8	1,505***	Workroom Studio, Small / Medium Industrial, Large Industrial, Town Centre	18,061	0	0	-
AAP TARGET	- Improvements to Chocolate Factory - High quality urban realm. - Comprehensive employment-led mixed use development with residential.			No jobs target in AAP 2018	-	6,826	341	0	1,706 urban realm
STUDY OUTPUT	As per AAP description			Maintain or exceed AAP target	B1a SME office, B1c studio / workroom	As per AAP target / no net loss; Planning application to differentiate between A, B and D uses	Not investigated in this study	Planning application to differentiate between A, B and D uses	-

*All figures given as estimated GEA.

** Residential units are defined as 70m^2 of GEA floor space per 1 unit. This methodology is reflective of that used in the draft AAP (February 2017). The assumption should be treated as a comparative tool only, actual unit yield might vary.

*** This number has been calculated assuming an average density of 12sqm/jobs for B1(a) General Office space. However, thanks to the survey, we have noticed that the businesses fall into B1a, B1c, B2 & D1 class. This makes the existing number of jobs calculated optimistic, but not too far off. According to the survey the average job density doesn't go higher than 30 sqm/job.

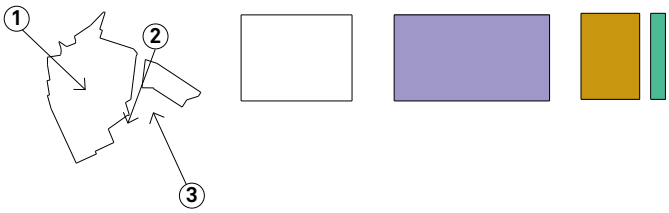
Recommendations.

Consented Scheme

Existing site conditions.

The site currently accommodates a very diverse range of enterprises, providing services to local community as well as servicing central London. Some of the businesses have retrofitted their units at significant expense, implying that any relocation process would be disruptive.

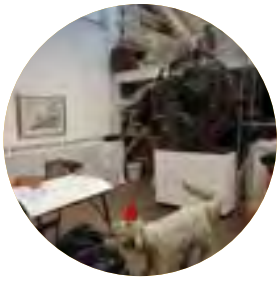
There are about 104 businesses on site of which 10 are social enterprises and 1 is a charity. 22 businesses out of 104 have been interviewed.



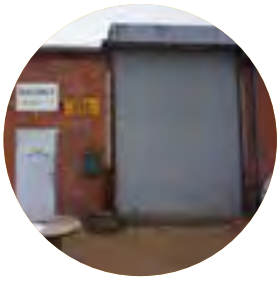
Existing and AAP Proposed Town Centre & Employment use space quantum

- Site Area
- Existing Employment Area
- Existing Town Centre Area
- AAP 2018 Target Employment Area
- AAP 2018 Target Town Centre Area
- AAP 2018 Target Other Area

1) Key Businesses
Name: Steven Gregory Sculptor
Use Class: B1c
Space Type: Micro Industrial/Workshop/Studios/ Managed Workspace
Description: Artist, Painter, Scuptor



Business

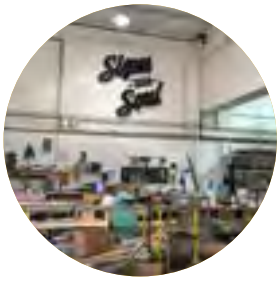


Business space

2) Key Businesses
Name: Goodwin and Goodwin
Use Class: B2
Space Type: Large Industrial/Warehouse Unit
Description: Bespoke Carpenter, Metalworker, Framer, Potter, Bespoke furniture maker, Leader maker, Instruments maker



Business

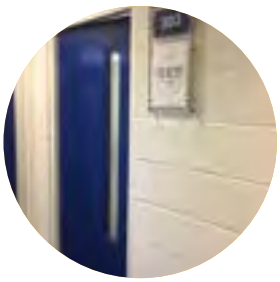


Business space

3) Key Businesses
Name: DNM Fashion
Use Class: B1c
Space Type: Small Industrial/Studio Space
Description: Fashion Design & Manufacturing



Business



Business space

Key considerations for future employment space typologies & Business archetypes:

Consented Scheme

Future Business Type on this site could include:



Cheeky Fire

video production business
currently in Parma House

Precedent

Work Life, London.

Workspace specialist provider for star-ups, small businesses and free-lancers with medium-high quality premises that allow face to face collaboration, intimate spaces and tight-knit communities.

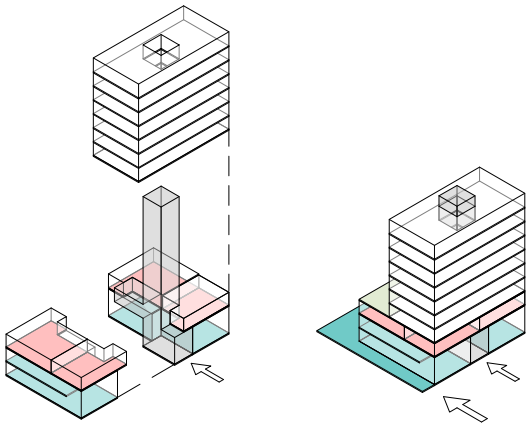


Precedent

Space Studios, Old Kent Road.

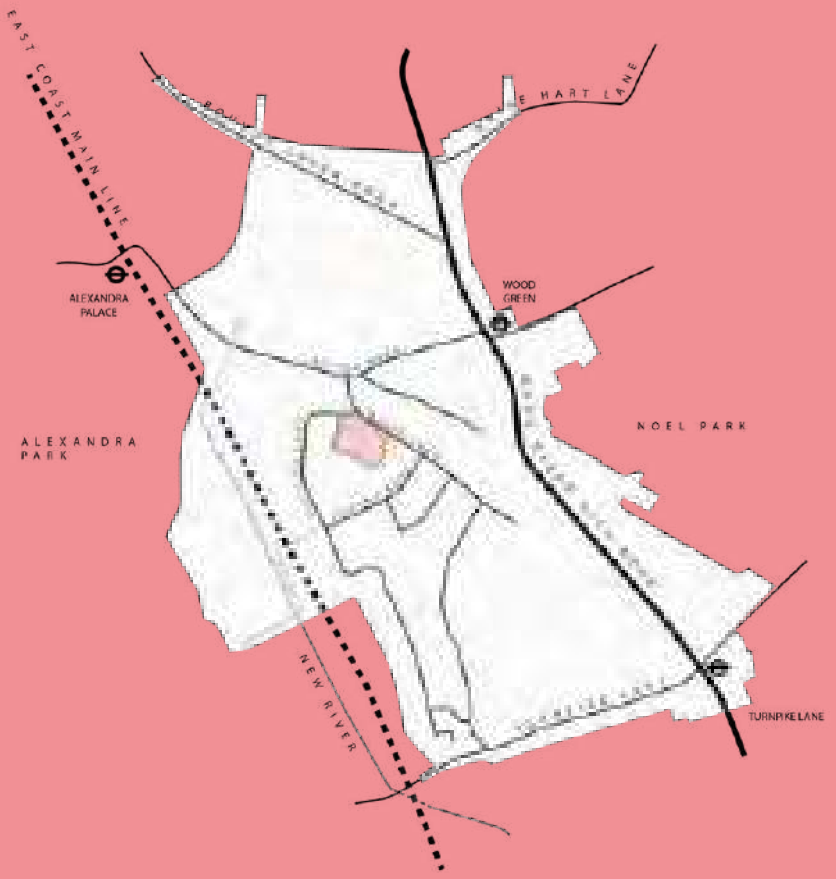
Currently occupied by Weber Industries, the B1c industrial premise is a good example of active frontage, which positively impacts the public space.





Type1: Ideal.
Appropriate typology for SA21

- B1(a) / A2 Use Class - Offices / Professional and Financial Services
- B1(b) / A3/4/5 Use Class - Research and Development; Restaurants and Cafés, Pubs and Takeaways.
- B1(c) / A1/3/4/5 Use Class - Light Industry (appropriate in residential area); Shops; Restaurants and Cafés, Pubs and Takeaways.
- B2 / B8 / D1 / D2 Use Class - General Industrial / Storage & Distribution; Non-residential Institutions; Assembly and Leisure.
- Residential Core
- Residential amenity


EAST COAST MAIN LINE
HART LANE
ALEXANDRA PALACE
WOOD GREEN
NOEL PARK
ALEXANDRA PARK
NEW RIVER
TURNPIKE LANE

SA22 Wood Green Cultural Quarter North

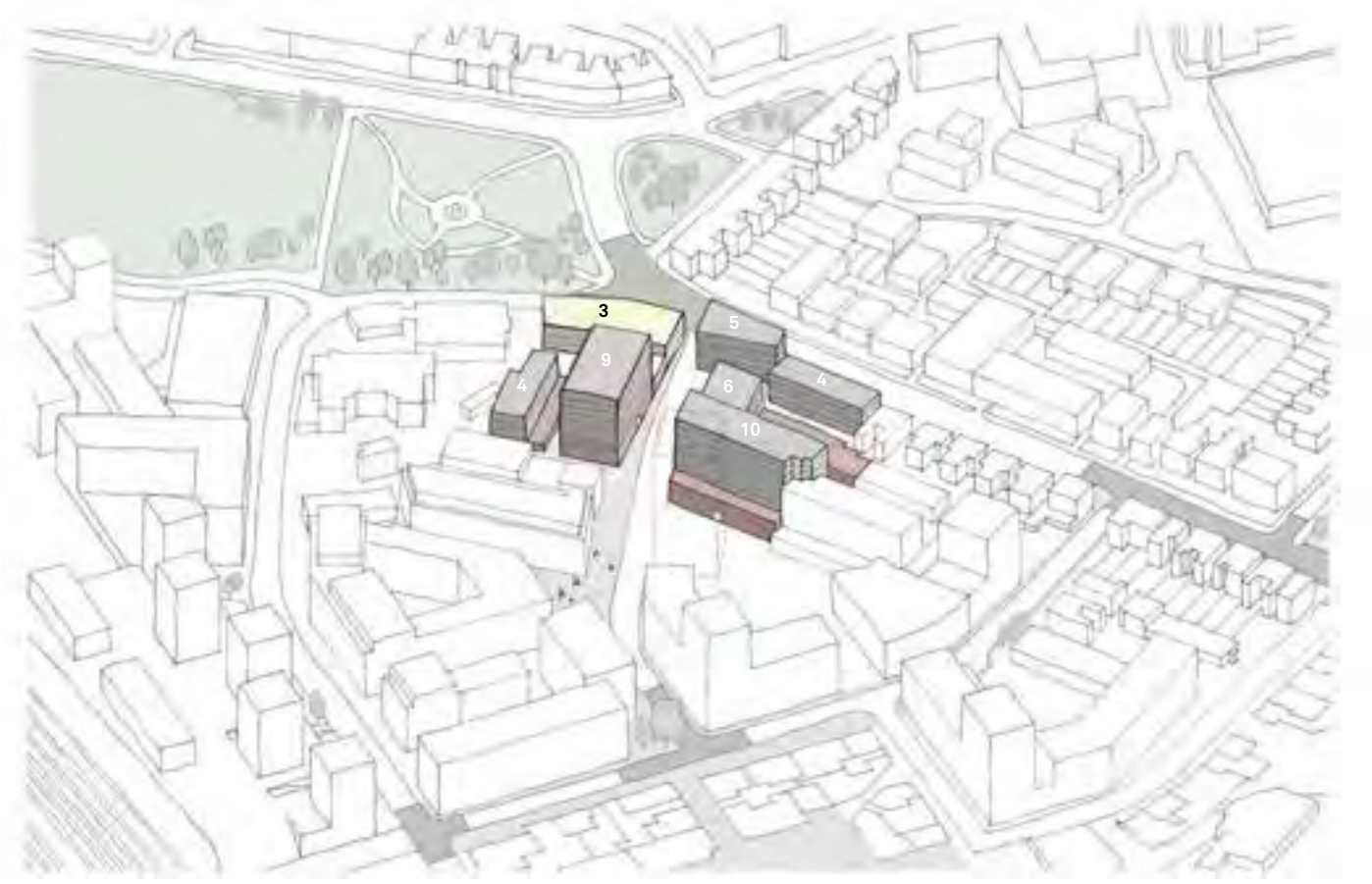
Compared to the AAP Site Allocation targets the study output is:

An estimated 94% of employment space.

An estimated 112% of residential units.

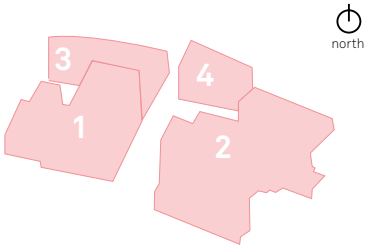
And accommodate a new school building.

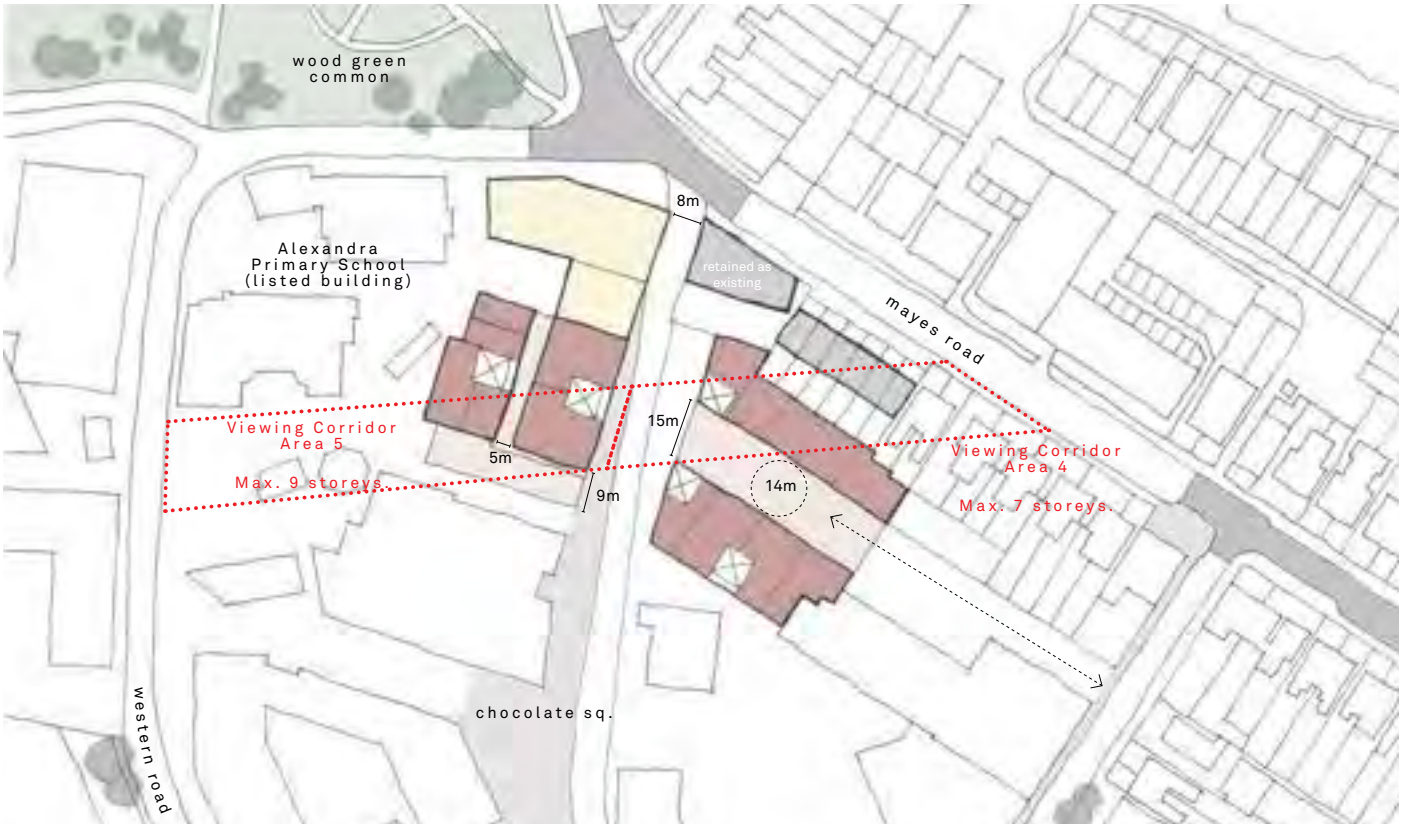




- Residential access / core.
- Employment.
- Employment yard.
- Town centre (inc. schools and cultural use).
- Retained trees.
- Improved public realm.
- Residential

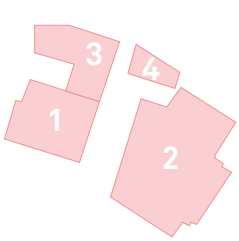
1. Guillemot Place
2. Safestore Warehouse
3. Granta House
4. Cambridge House





- Residential access / core.
- Employment.
- Employment yard.
- Town centre (inc. schools and cultural use).
- Retained trees.
- Improved public realm.
- Residential

1. Guillemot Place
2. Safestore Warehouse
3. Granta House
4. Cambridge House



north

Recommendations.

The Cultural Quarter North site allocation is a complex set of sites and adjacencies. A public link through the Guillemot Place and Granta House sites, linking Mayes Road to the future Chocolate Square is key for creating a route between Wood Green Underground station, the Cultural Quarter and onto the Clarendon Road area. It also links into the Penstock Tunnel path which gives more direct access from Wood Green to Alexandra Park.

The route however does constrain Guillemot Place to an extent where the AAP targets have not been met for either employment or residential on this site. This is also partly due to the sites adjacency to Alexandra Primary School and the proposed Alexandra Palace viewing corridor both of which constrain the building heights on the site.

One possible solution to this issue might be a land swap with Granta House (currently assumed to be a new school adjoining Alexandra Primary). This would give the school a better relationship to the existing, neighbouring school and give an opportunity for a taller development on the corner of Mayes Road, overlooking Wood Green Common, subject to a sensitive design approach in relation to the adjacent school building which is listed.

The Safestore Warehouse is an important part of the local economy and is therefore preferred to remain but this study has assumed that it is worthwhile exploring a future development scenario. Despite a complex set of adjacencies the site is highly developable and capable of easily meeting residential targets and exceeding employment targets which somewhat balances the site allocation targets. An scenario where the building is retained is given overleaf.

The study assumes that a yard space can be cut through the site to adjoin to a yard on the Cypress House site (SA16) which could create a route through the two sites linking to Coburg Road for employment vehicle use. This could be desirable in order to take heavier traffic off of the proposed Chocolate Square.

SA22	USE	PTAL	SITE AREA (Ha)	PROPORTION OF SA (%)	EMPLOYMENT SPACE (m²)*	RESIDENTIAL SPACE (units)**	TOWN CENTRE (m²)*	OTHER (m²)*
EXISTING	Employment	5	0.83	100	12,337	19	0	0
AAP TARGET	Employment / residential	5	0.83	100	4,291	153	0	6,436
STUDY OUTPUT	Employment / residential	5	0.83	100	4,034	171	0	6,436
DIFFERENCE AAP TARGET / STUDY					**94%**	**112%**	**100%**	**100%**
The assumption that the 'other' target which is given as 'access' is delivered by opening up a route that connects Mayes Road to Chocolate Square. This falls largely into the Guillemot Place site boundary. The 'school expansion' which is classified as 'other' is delivered in the Granta House site.								
SITE NAME: Guillemot Place								
EXISTING	Employment	5	0.34	41	1,872	0	0	0
AAP TARGET	Employment / residential	5	0.34	41	1,758	63	0	3,826
STUDY OUTPUT	Employment / residential	5	0.34	41	1,683	57	0	3,826
DIFFERENCE AAP TARGET / STUDY					**96%**	**91%*** **	**100%**	**100%**
Guillemot place falls slightly short of AAP targets on both employment and residential targets for due to several site constraints including a proposed viewing corridor to Alexandra Palace which limits buildings heights and the desire to create a link between Mayes Road and Chocolate Square. *** A 'bridge' building which would link the site to a development on the Safestore Warehouse site could provide an additional 13 units, which would bring the total yield for the site up to 70 units, exceeding AAP targets.								
SITE NAME: Safestore Warehouse								
EXISTING	Employment	5	0.26	31	7,848	0	0	0
AAP TARGET	Employment / residential	5	0.26	31	1,344	48	0	0
STUDY OUTPUT	Employment / residential	5	0.26	31	2,351	95	0	0
DIFFERENCE AAP TARGET / STUDY					**175%**	**198%**	**100%**	**100%**
The study assumes that, although Safestore is a valuable asset to the area, there might be a future scenario where the site is developed. The study therefore looks at a possible arrangement in order to better understand the scenarios for the adjacent sites.								
SITE NAME: Granta House								
EXISTING	Employment	5	0.17	20	2,000	0	0	0
AAP TARGET	Employment / residential	5	0.17	20	879	31	0	2,610
STUDY OUTPUT	School	5	0.17	20	0	0	0	2,610
DIFFERENCE AAP TARGET / STUDY					**0%**	**0%**	**100%**	**100%**
Granta House is assumed to be a site for a stand alone new school / school extension.								
SITE NAME: Cambridge House								
EXISTING	Employment	5	0.06	7	0	19	0	0
AAP TARGET	Employment / residential	5	0.06	7	346	19	0	0
STUDY OUTPUT	Employment / residential	5	0.06	7	0	19	0	0
DIFFERENCE AAP TARGET / STUDY					**0%**	**100%**	**100%**	**100%**

Cambridge house has recently (before this study) been converted from B use class to 19 residential units. We have assumed that this contributes to the AAP targets.

*All figures for employment, town centre and other uses given as estimated GEA.

** Residential units are defined as 70m² of GIA floor space per 1 unit. GIA is assumed to be 85% of GEA. This methodology is reflective of that used in the draft AAP (February 2018). The assumption should be treated as a comparative tool only, actual unit yield might vary.

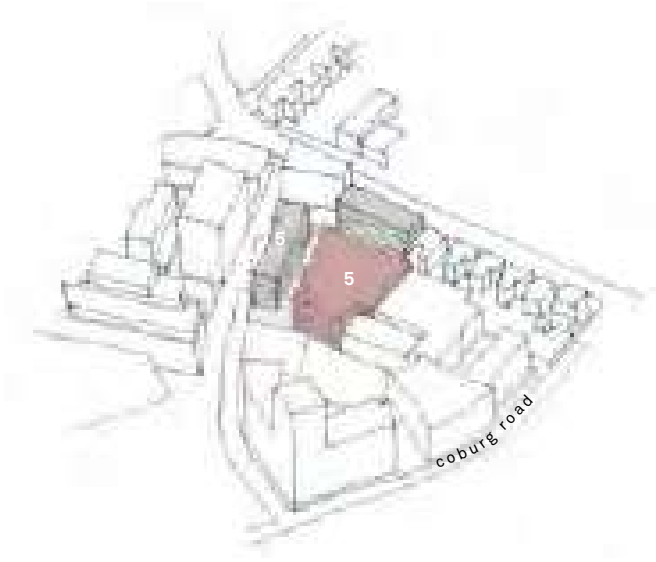
Safestore Building Retention

In a scenario where the Safestore building is retained in its existing form, with existing use it might be possible for the car park frontages on the western and north-edges to be developed as a purely residential blocks which would deliver circa 42 units (using the methodology for calculation set out in the AAP.

This proposition would need some very careful design development and would likely be a challenging proposition in terms of gaining a planning permission due to the proximity of the Safestore Building which would over look the rear of the new blocks at a distance of 9 metres at the closest point, a very close proximity which is slightly mitigated by the north - south aspect of the western block. Access arrangements and parking for both residential and employment blocks would also be quite constrained.

If a development in this area was brought forward the site allocation would be over delivering on employment space by more than 100% but missing the residential target by almost one quarter.

Considering the constraints to this development and the additional value that a comprehensive development would bring, it seems unlikely that a purely commercial interest would consider this a viable scenario. If the employment space that is existing in the Safestore building is considered to be of an a quantity, typology and quality, the losing of which would irreparably damage the areas economy then a strategy for subsidising the retention of the building should be developed.



- Residential access / core.
- Employment.
- Employment yard.
- Town centre (inc. schools and cultural use).
- Retained trees.
- Improved public realm.
- Residential

north

SA22	USE	PTAL	SITE AREA (Ha)	PROPORTION OF SA (%)	EMPLOYMENT SPACE (m²)*	RESIDENTIAL SPACE (units)**	TOWN CENTRE (m²)*	OTHER (m²)*
EXISTING	Employment	5	0.83	100	12,337	19	0	0
AAP TARGET	Employment / residential	5	0.83	100	4,291	153	0	6,436
STUDY OUTPUT	Employment / residential	5	0.83	100	8,800	118	0	6,436
DIFFERENCE AAP TARGET / STUDY					**205%**	**77%**	**100%**	**100%**
The assumption that the 'other' target which is given as 'access' is delivered by opening up a route that connects Mayes Road to Chocolate Square. This falls largely into the Guillemot Place site boundary. The 'school expansion' which is classified as 'other' is delivered in the Granta House site.								
SITE NAME: Safestore Warehouse								
EXISTING	Employment	5	0.26	31	7,848	0	0	0
AAP TARGET	Employment / residential	5	0.26	31	1,344	48	0	0
STUDY OUTPUT	Employment / residential	5	0.26	31	7,117	42	0	0
DIFFERENCE AAP TARGET / STUDY					**529%**	**88%**	**100%**	**100%**
These figures relate to an option where the Safestore building is retained.								

*All figures for employment, town centre and other uses given as estimated GEA.

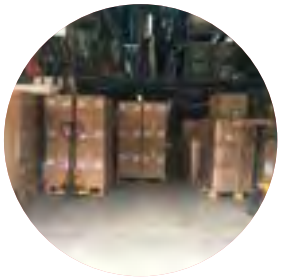
** Residential units are defined as 70m² of GIA floor space per 1 unit. GIA is assumed to be 85% of GEA. This methodology is reflective of that used in the draft AAP (February 2018). The assumption should be treated as a comparative tool only, actual unit yield might vary.

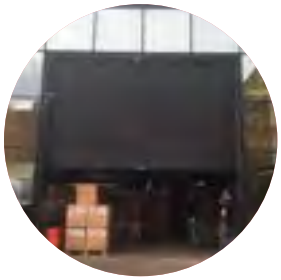
Existing site conditions.

The site currently accommodates a range of larger industrial businesses like textile manufacturing. Such uses service the local economy as well as central London as well as providing semi-skilled and skilled jobs. Retaining such uses in the area is only possible if appropriate new B2 stock was provided in advance of redevelopment, as the process of relocation would be highly disruptive to business operations.

There are around 3 businesses (that have been considered as part of the employment study). 1 business out of 3 have been interviewed.

1) Key Business
Name: MDA Fashion LTD
Use Class: B8
Space Type: Large Industrial
Description: Distribution and warehousing and a part of manufacturing (samples and small batches)


Business


Business space

2) Key Business
Name: Liberty Coffee
Use Class: B1a and B1c
Space Type: small/medium industrial
Description: Coffee company management (production in warehouse out of London).


Business


Business space

3) Key Business
Name: Safe Store
Use Class: B8
Space Type: XLarge Industrial
Description: Safe-Storage warehouse


Business


Business space

Precedent

Brewery Square, Islington
Mixed use development with good practice business and residential amenities. Vehicular access coexists with the open space of the square and pedestrian shop front and residential access.



Precedent

Kings Wharf, London
Live-work units with good quality natural lighting and external balconies, vehicular access and goods lift through internal courtyard.



Key considerations for future employment space typologies & business archetypes:

The Safestore Warehouse site and part of the Guillemot Place site, being over 7 storeys should adopt a 'type 1' building typology (see chapter 6). This would provide double height B1(c) space (with potential for mezzanine floors) on the ground floor with a buffer layer of B1(a) above before the upper floors become residential. The space could have street frontage as well as yard access from the rear with residential access from the street only. Residential amenity can be provided on the deck of employment space.

The western side of Guillemot place is very height restricted due to the adjacent school site it should therefore adopt Height Restricted + typology to allow for a ground floor commercial frontage. A B1(a) buffer layer sits above this with residential above. The commercial space could have street frontage as well as yard access from the rear with residential access from the street only. Residential amenity can be provided on the deck of employment space.

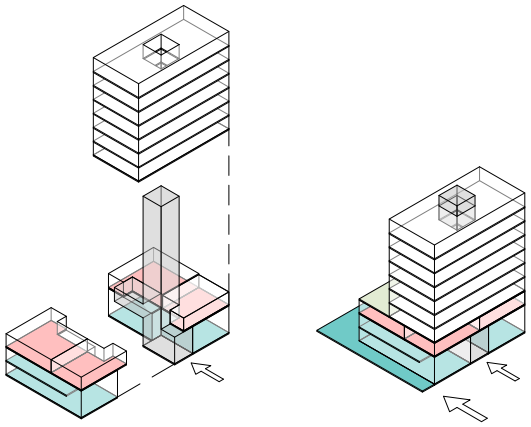
- B1(a) Use Class - Offices
- B1(b) Use Class - Research and Development
- B1(c) Use Class - Light Industry (appropriate in residential area)
- B2 / B8 Use Class - General Industrial / Storage & Distribution
- Residential Core
- Residential amenity

Future Business Type on this site could include:

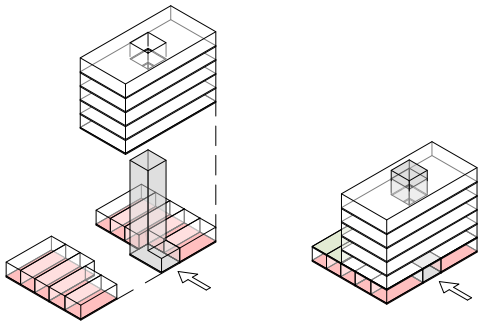


E5 Bakery

Business currently in Wood Green requiring B1c workroom/studios.



Type1: Ideal.
Appropriate typology for Guillemot Place and Safestore Warehouse sites.



Type 5: Super Restricted.
Appropriate typology for Guillemot Place where building height is highly constrained by adjacency to school.


EAST COAST MAIN LINE
HART LANE
ALEXANDRA PALACE
WOOD GREEN
NOEL PARK
ALEXANDRA PARK
NEW RIVER
TURNPIKE LANE

SA 23. Clarendon Road

Compared to the AAP Site allocation targets, other options could deliver:

The employment and town centre uses recommended for this site are modest and achievable, and could be wholly be accommodated on the ground floor of mixed use development. Different options for this exist.



SA 23 View.

SA 23	USE	PTAL	SITE AREA (Ha)	JOBS	EMPLOYMENT SPACE TYPE	EMPLOYMENT SPACE (m²)*	RESIDENTIAL SPACE (units)**	TOWN CENTRE (m²)*	OTHER (m²)*
EXISTING	Vacant former gas works, commercial premises.	6a	8.2	220***	Workroom Studio, Small / Medium Industrial	10,352	0	0	-
AAP TARGET	Comprehensive mixed use development, including new employment, residential, and a new urban square with ancillary retail centre uses, a decentralized energy hub, community uses, and establishing principle north-south and east-west connections through the area.			No jobs target in AAP 2018	-	6,105	1,465	6,105	6,105 new open space
STUDY OUTPUT	As per AAP description, with consideration for servicing and specification needs for B1c units			Maintain or exceed AAP target	B1c studio / workroom, B1c light industrial, D1	As per outline planning AAP; potential to achieve more	Not investigated in this study	As per outline planning AAP	civic centre out of scope of study

*All figures given as estimated GEA.

** Residential units are defined as 70m² of GEA floor space per 1 unit. This methodology is reflective of that used in the draft AAP (February 2017). The assumption should be treated as a comparative tool only, actual unit yield might vary.

*** This number has been calculated assuming an average density of 47 sqm/job for B1(c) light Industrial workspace. However, thanks to the survey, we have noticed that the businesses fall into B1a, B1c, B2 & B8 class. However this doesn't' particularly skew the existing number of jobs calculated.

Recommendations.

The AAP target of 6,105m2 should be regarded as a minimum target. Specification and financial parameters of units will impact on the viability of these for a wide range of creative, social and commercial businesses.

Existing site conditions.

The site currently accommodates a host of locally tooted businesses, mostly large scale industrial, wholesale & production, as well as places of religious worship. Unless alternative and appropriate accommodation was provided in advance of redevelopment, such ventures are particularly vulnerable in the regeneration process. At the same time, as this is likely to be one of the first sites to come forward, it could provide overflow space for businesses relocated from other sites.

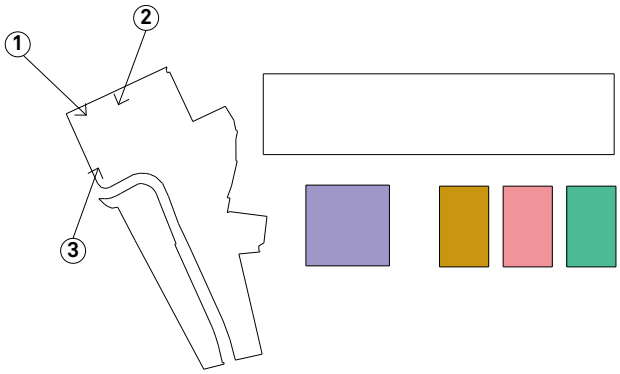
There are around 9 businesses (that have been considered as part of the employment study) on site of which 3 are social enterprises. 7 businesses out of 9 have been interviewed.

1) Key Businesses
Name: GW Twilley and Son Ltd (office)
Use Class: B1a and yard
Space Type: workroom studio & large industrial
Description: removal company

2) Key Businesses
Name: P. J. Johnson
Use Class: B2
Space Type: XL Industrial
Description: Timber merchant and building wholesaler

3) Key Businesses
Name: Turnaround Publisher Services
Use Class: B2 with an element of office
Space Type: XL Industrial
Description: wholesale distributor of independent books

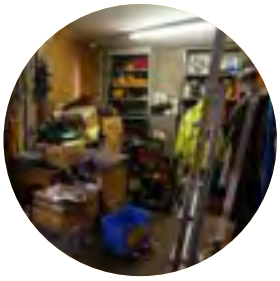
'we have been in area since the 1990s and *we play an important role in supporting very small businesses* '

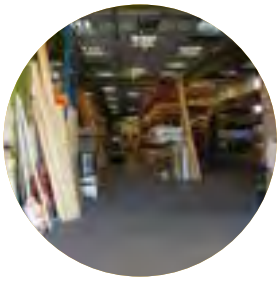


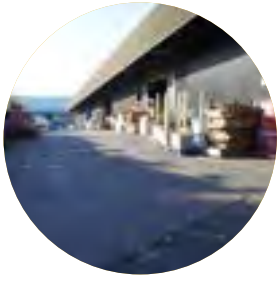
Existing and AAP Proposed Town Centre & Employment use space quantum

- Site Area
- Existing Employment Area
- Existing Town Centre Area
- AAP 2018 Target Employment Area
- AAP 2018 Target Town Centre Area
- AAP 2018 Target Other Area


Business


Business space


Business


Business space


Business


Business space

Key considerations for future employment space typologies & Business archetypes:

- B1c / B1c: small ground floor office / light industrial / workroom units towards rear of site.
- Potential users: creative economy e.g. creative tech, designer/makers with retail element, small scale advanced manufacturing.
- For these typologies, sufficient floor to ceiling height, and a movement framework / public realm that enables easy access and servicing are essential. D: social enterprise start-up, co-working and service delivery space, possibly with ancillary facilities such as nursery

Precedent

Royal Albert Wharf, London

Bow Arts affordable workspace provider and Notting Hill Housing will provide artists studios and community facilities and 5-8 story residential units above. This could be an appropriate solution for Clarendon Rd.



Precedent

Canal Buildings, London

Double height B1c workroom/Studios employment space at ground floor with 4-5 storey residential above.



Future Business Type on this site could include:



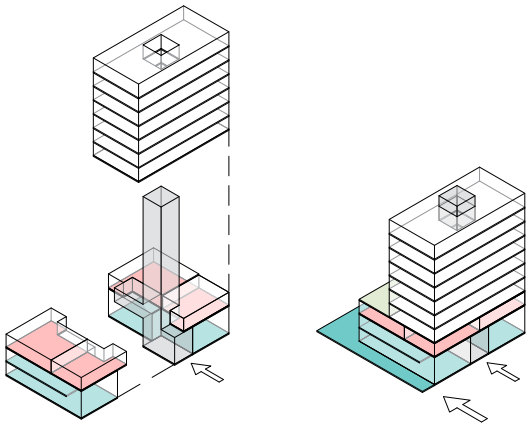
E5 Bakehouse

Business currently in Wood Green requiring B1c workroom/studios.



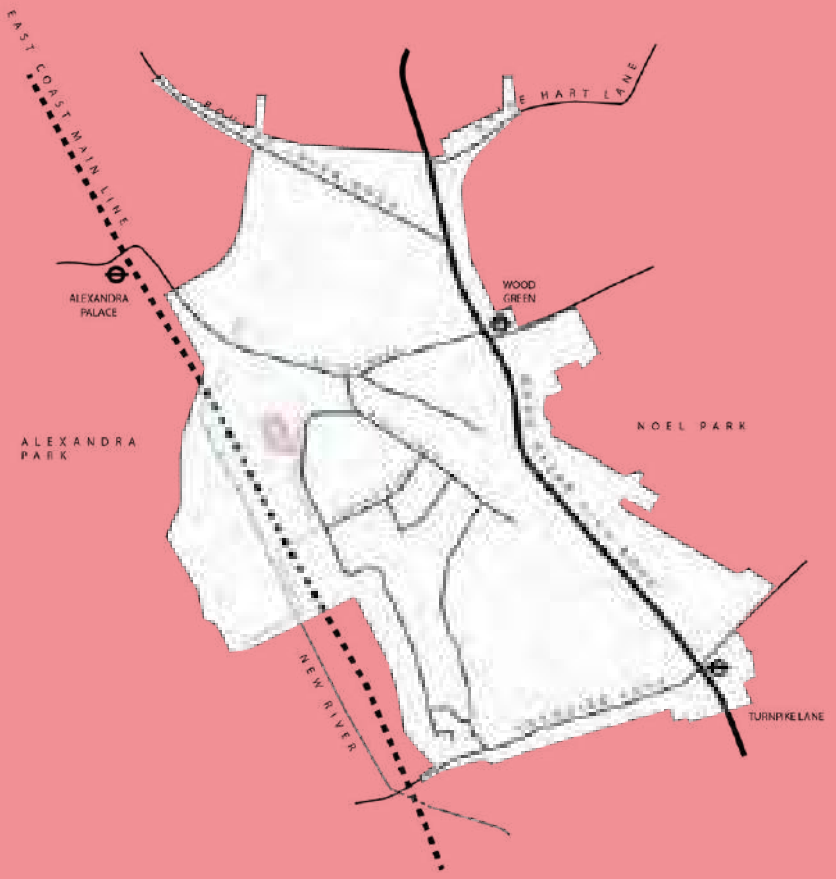
Urban Futures

Workspace Management providing B1c workroom/ studios.



Type1: Ideal.
Appropriate typology for SA23

- B1(a) / A2 Use Class - Offices / Professional and Financial Services
- B1(b) / A3/4/5 Use Class - Research and Development; Restaurants and Cafés, Pubs and Takeaways.
- B1(c) / A1/3/4/5 Use Class - Light Industry (appropriate in residential area); Shops; Restaurants and Cafés, Pubs and Takeaways.
- B2 / B8 / D1 / D2 Use Class - General Industrial / Storage & Distribution; Non-residential Institutions; Assembly and Leisure.
- Residential Core
- Residential amenity


EAST COAST MAIN LINE
HART LANE
ALEXANDRA PALACE
WOOD GREEN
ALEXANDRA PARK
NOEL PARK
NEW RIVER
TURNPIKE LANE

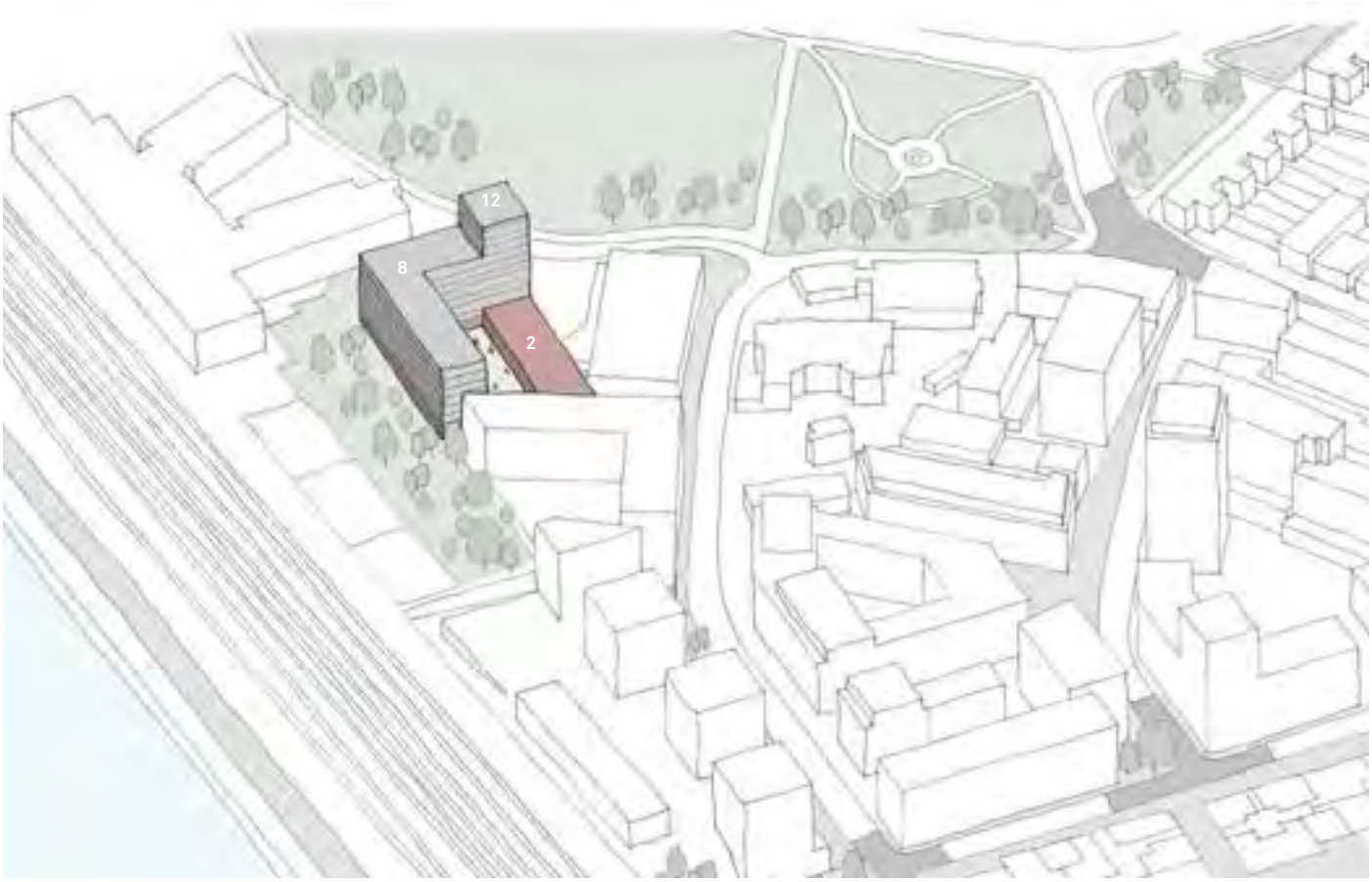
SA24 Western Road Car Park

Compared to the AAP Site Allocation targets the study output is:

An estimated 148% of employment space.

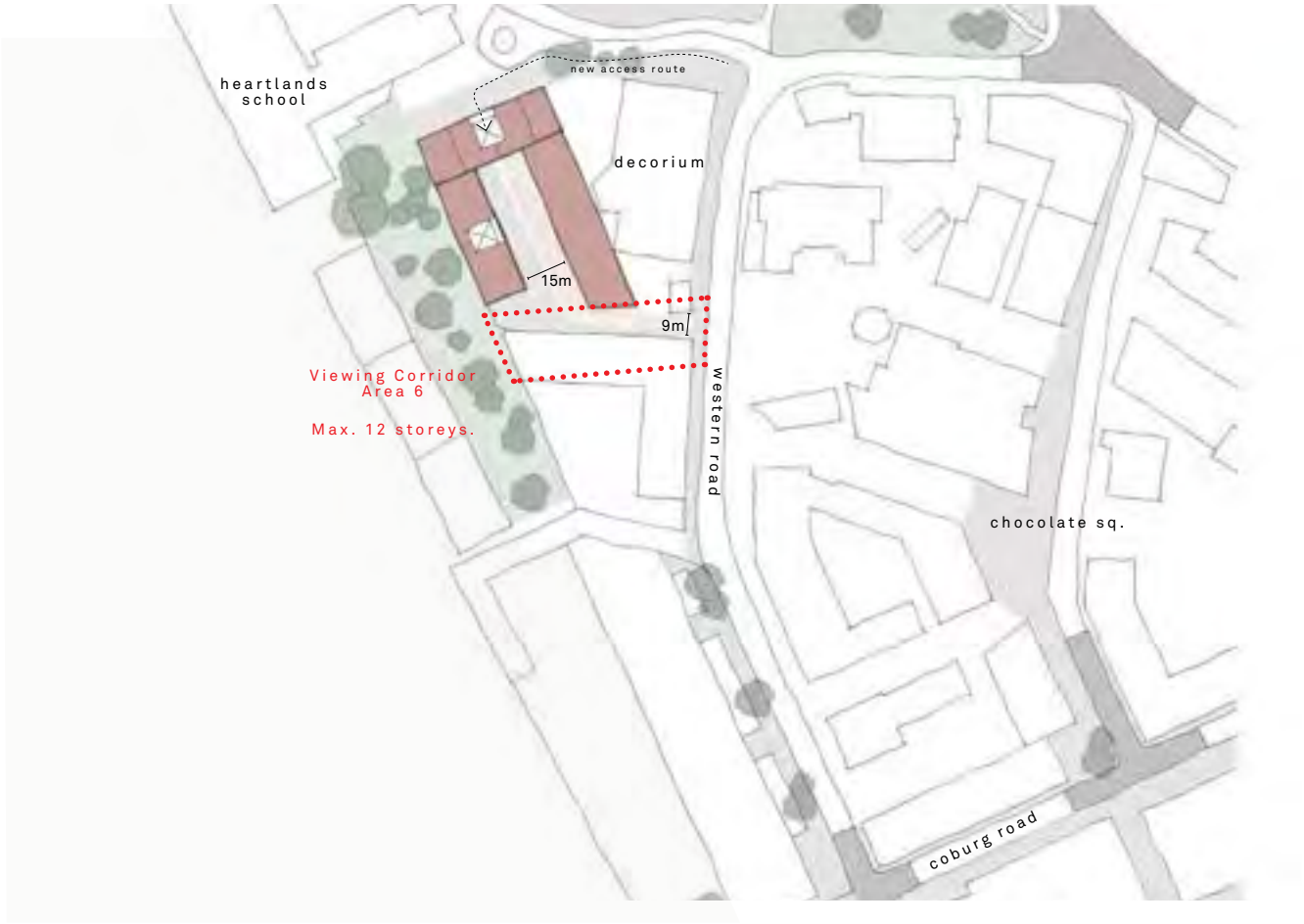
An estimated 111% of residential units.





north

- Residential access / core.
- Employment.
- Employment yard.
- Town centre (inc. schools and cultural use).
- Retained trees.
- Improved public realm.
- Residential



- Residential access / core.
- Employment.
- Employment yard.
- Town centre (inc. schools and cultural use).
- Retained trees.
- Improved public realm.
- Residential

Recommendations.

The Western Road Car Park site is currently a police car depot and is unlikely to come forward in the near future. The study has looked at a development scenario which assumes that the current ownership and function remains the same i.e. a police depot and offices but housing (possibly key-worker housing connected to the police function) is provided above an employment focussed ground floor.

The site is not constrained by the Alexandra Palace viewing corridor in a significant way but the Heartlands School building is located on the northern side of the site. The Decorium Hall which is of some heritage value is also located to the east of the site which constrains height on this edge.

The study has achieved the AAP targets relatively easily. A future opportunity which could simplify the access arrangements would be found in a packaging of this site with the Western Road Depot site (SA25).

SA24	USE	PTAL	SITE AREA (Ha)	PROPORTION OF SA (%)	EMPLOYMENT SPACE (m²)*	RESIDENTIAL SPACE (units)**	TOWN CENTRE (m²)*	OTHER (m²)*
EXISTING	Waste recycling.	4	0.33	100	4,372	0	0	0
AAP TARGET	Employment / residential / waste recycling.	4	0.33	100	1,615	92	0	0
STUDY OUTPUT	Employment / residential / waste recycling.	4	0.33	100	2,383	102	0	0
DIFFERENCE AAP TARGET / STUDY					**148%**	**111%**	**N/A**	**N/A**
The study assumed that the police depot will be retained with a similar yard use required but key-worker housing above.								

*All figures for employment, town centre and other uses given as estimated GEA.

** Residential units are defined as 70m² of GIA floor space per 1 unit. GIA is assumed to be 85% of GEA. This methodology is reflective of that used in the draft AAP (February 2018). The assumption should be treated as a comparative tool only, actual unit yield might vary.

Precedent

Rotabs Brewery NORT, Rotterdam

Residential new built development with ground floor commercial space with service access from internal courtyard.

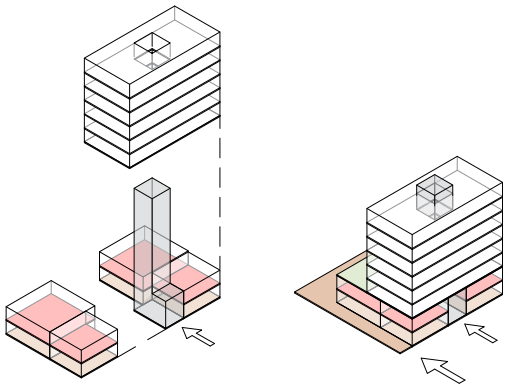


Future Business Type on this site could include:

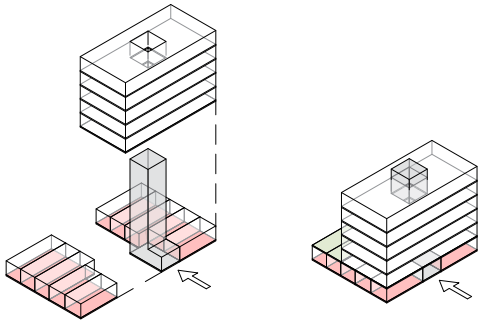


Beautiful Ornate Pieces

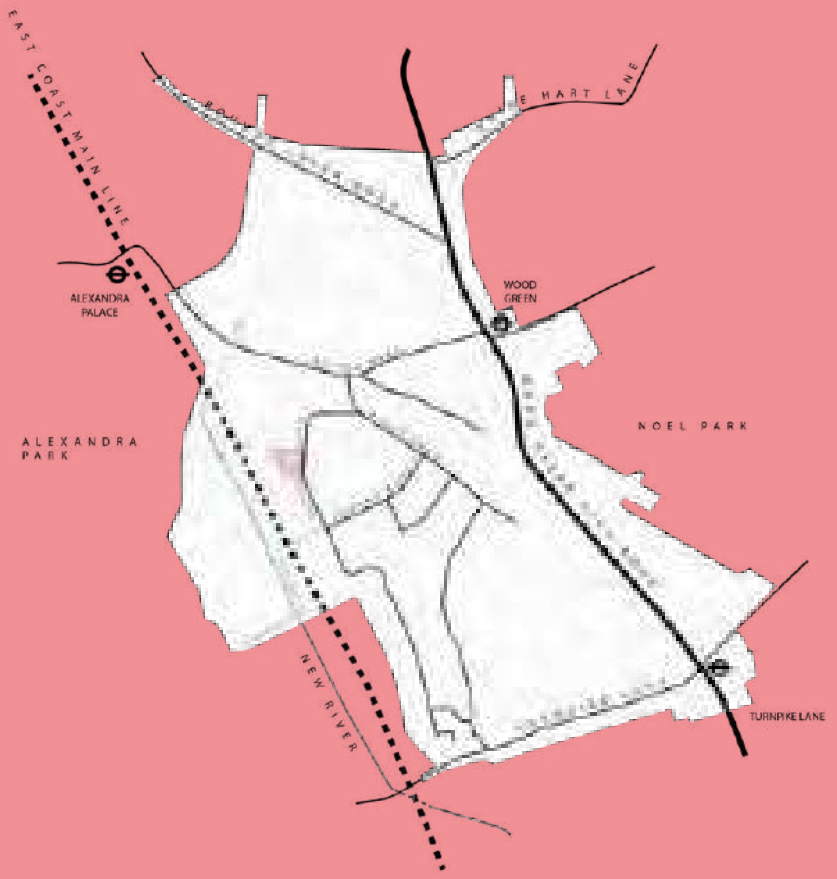
currently in Blue House Yard



Type3: Height Restricted+.
Appropriate typology for Brook Street Frontage (with commercial space on the ground floor rather than B1(b).



Type 5: Super Restricted.
Appropriate typology for Guillemot Place where building height is highly constrained by adjacency to school.


EAST COAST MAIN LINE
HART LANE
ALEXANDRA PALACE
WOOD GREEN
ALEXANDRA PARK
NOEL PARK
NEW RIVER
TURNPIKE LANE

SA25 Western Road Depot

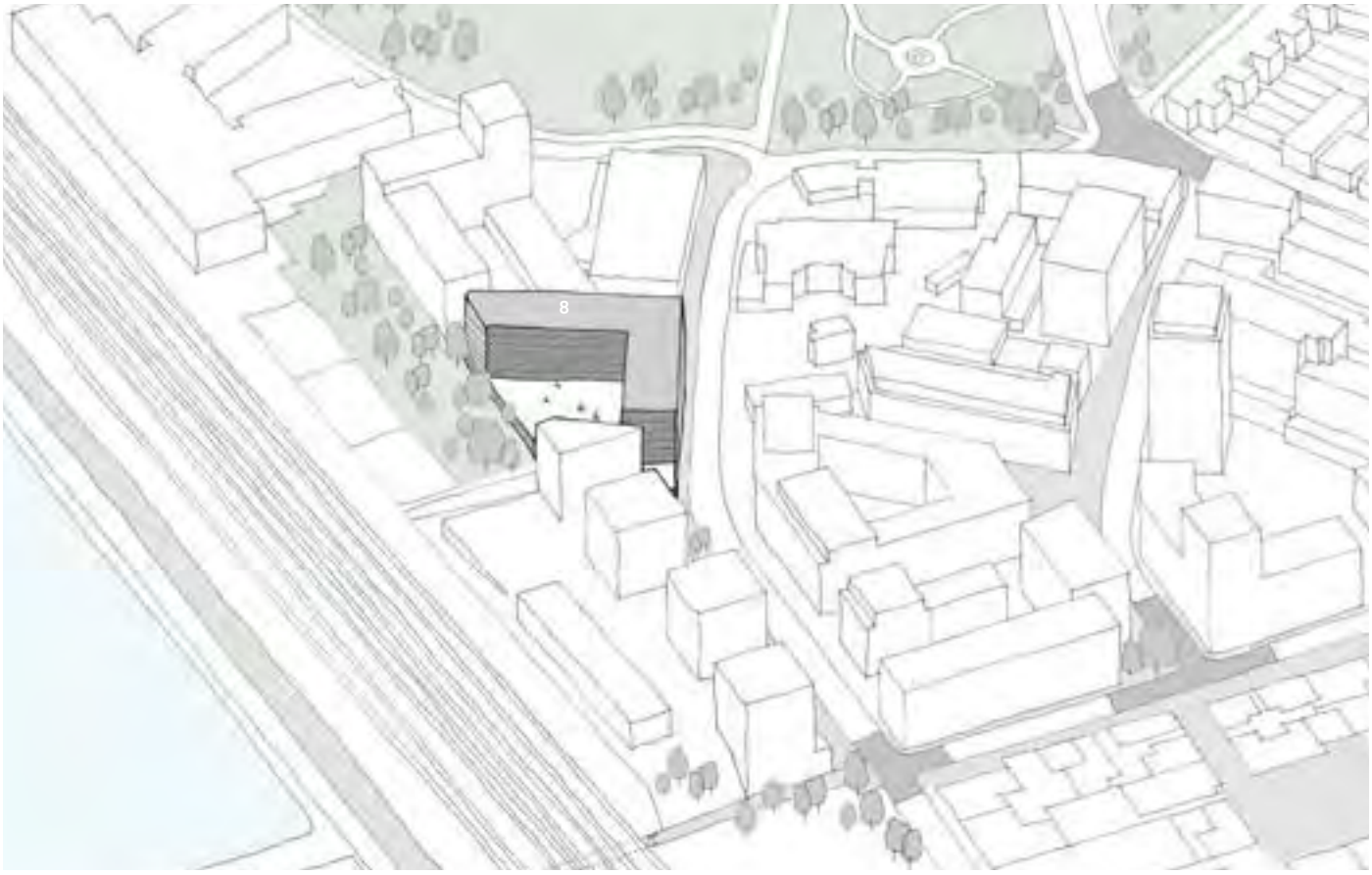
Compared to the AAP Site Allocation targets the study output is:

An estimated 72% of employment space.

An estimated 98 residential units.

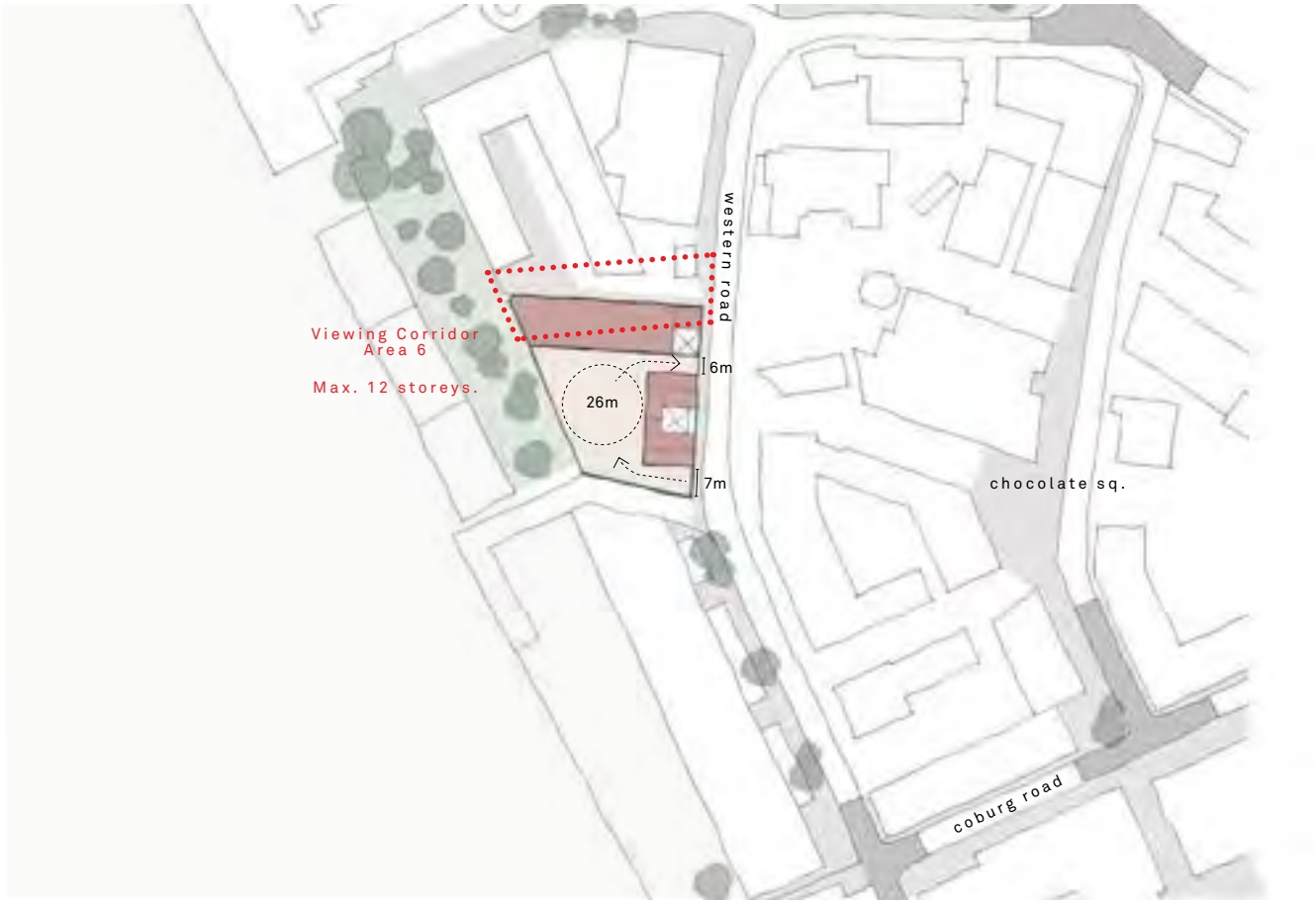
And a replacement waste recycling facility.





north

- Residential access / core.
- Employment.
- Employment yard.
- Town centre (inc. schools and cultural use).
- Retained trees.
- Improved public realm.
- Residential



- Residential access / core.
- Employment.
- Employment yard.
- Town centre (inc. schools and cultural use).
- Retained trees.
- Improved public realm.
- Residential

Recommendations.

Accommodating the waste recycling facility into a residential building typology seems problematic but in actual fact might not be radically different from building types that have car parks beneath residential podiums, which are very common. What is required spatially is a large and tall enclosure, as open in plan as possible with suitable access for larger vehicles.

The key conflicts to be aware of and plan carefully are around vehicular access to the waste recycling facility, operating hours, acoustic and vibration transfer within the structure and odours from the facility being present in residential amenity areas. All issues that are dealt with relatively frequently in urban contexts.

Outside of these technical issues the study has easily achieved the residential target and exceeded the employment target by over 300%.

One opportunity that might be investigated in the future is for this site to be packaged into one of the neighbouring sites. Either Coronation Sidings (SA21) or Western Road Car Park (SA23) could become a contiguous development site which would reduce the complexity of issues around separation of residential and industrial access.

SA25	USE	PTAL	SITE AREA (Ha)	PROPORTION OF SA (%)	EMPLOYMENT SPACE (m²)*	RESIDENTIAL SPACE (units)**	TOWN CENTRE (m²)*	OTHER (m²)*
EXISTING	Waste recycling.	4	0.26	100	0	0	0	2,592
AAP TARGET	Employment / residential / waste recycling.	4	0.26	100	3,253	87	0	3,253
STUDY OUTPUT	Employment / residential / waste recycling.	4	0.26	100	2.383	98	0	1,104
DIFFERENCE AAP TARGET / STUDY					**72%**	**-**	**100%**	**34%**
The current waste recycling facility is an open air yard. The assumption is that the facility can be accommodated on the same site beneath a residential podium.								

*All figures for employment, town centre and other uses given as estimated GEA.

** Residential units are defined as 70m² of GIA floor space per 1 unit. GIA is assumed to be 85% of GEA. This methodology is reflective of that used in the draft AAP (February 2018). The assumption should be treated as a comparative tool only, actual unit yield might vary.

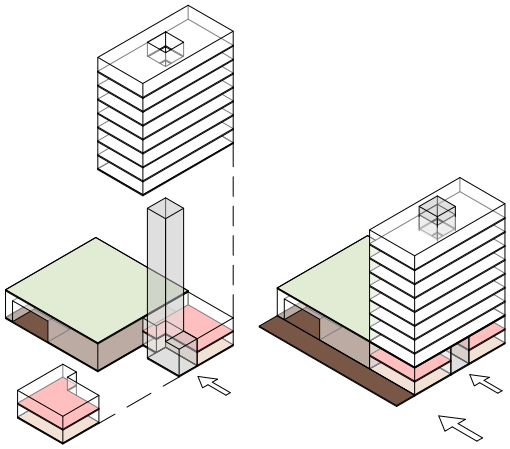
Precedent

Zuidpoort_Delft, Delft

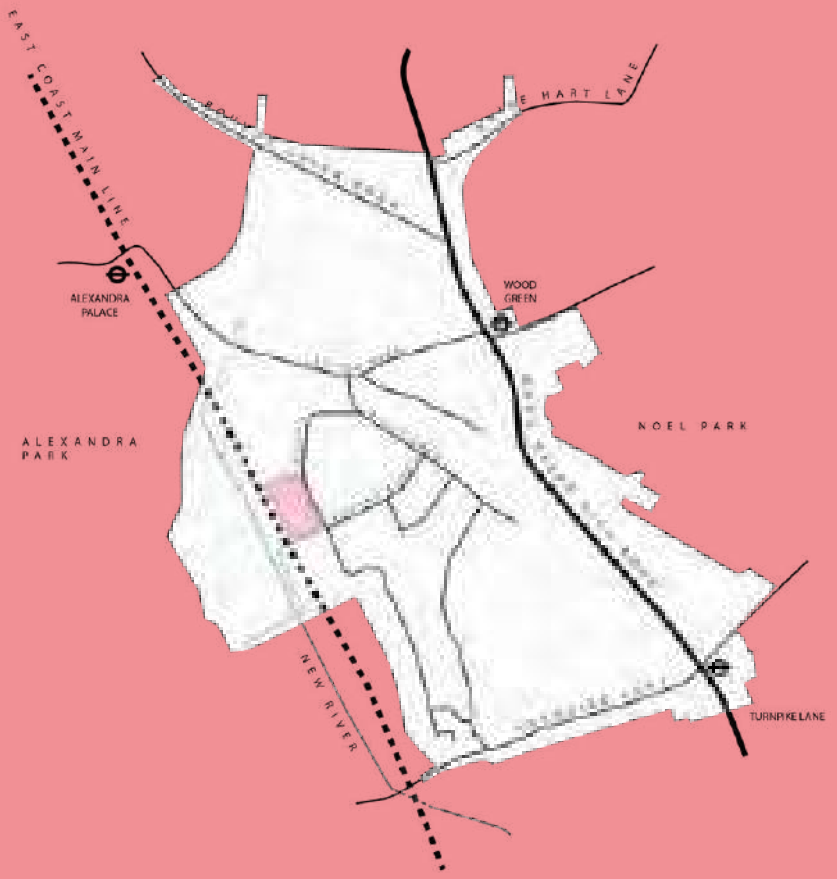
This residential led development with ground floor civic uses (cinemas, shopping) accessed from a new cultural square shared with the existing theatre and local library is a great example of mixed use development with raised residential over productive podium. Also the high quality public space has been carefully designed as the shopping is organised around a new pedestrian square with houses and apartments grouped around roof gardens above the shops.



- B1(a) Use Class - Offices
- B1(b) Use Class - Research and Development
- B1(c) Use Class - Light Industry (appropriate in residential area)
- B2 / B8 Use Class - General Industrial / Storage & Distribution
- Residential Core
- Residential amenity



Type4: General Industry.
Appropriate typology for inclusion of a waste recycling facility below a residential development.


EAST COAST MAIN LINE
E HART LANE
ALEXANDRA PALACE
WOOD GREEN
NOEL PARK
ALEXANDRA PARK
NEW RIVER
TURNPIKE LANE

SA26 Coronation Sidings

Compared to the AAP Site Allocation targets the study output is:

An estimated 165% of employment space.

An estimated 105% of residential units.

And accommodate a community building.





north

- Residential access / core.
- Employment.
- Employment yard.
- Town centre (inc. schools and cultural use).
- Retained trees.
- Improved public realm.
- Residential



Ground Floor Plan



Upper Ground Floor Plan

- Residential access / core.
- Employment.
- Employment yard.
- Town centre (inc. schools and cultural use).
- Retained trees.
- Improved public realm.
- Residential

north

SA26	USE	PTAL	SITE AREA (Ha)	PROPORTION OF SA (%)	EMPLOYMENT SPACE (m²)*	RESIDENTIAL SPACE (units)**	TOWN CENTRE (m²)*	OTHER (m²)*
EXISTING	Vacant	3	0.96	0	0	0	0	0
AAP TARGET	Employment / residential	3	0.96	100	3,020	173	0	0
STUDY OUTPUT	Employment / residential / community	3	0.96	100	4,992	182	950	0
DIFFERENCE AAP TARGET / STUDY					**165%**	**105%**	**-**	**100%**

*All figures for employment, town centre and other uses given as estimated GEA.

** Residential units are defined as 70m² of GIA floor space per 1 unit. GIA is assumed to be 85% of GEA. This methodology is reflective of that used in the draft AAP (February 2018). The assumption should be treated as a comparative tool only, actual unit yield might vary.

Recommendations.

Coronation Sidings is a split level site that abuts the East Coast Main Line. Although there is an inherent complexity and cost in the need to undertake some earthworks / removal to facilitate development, the two levels offer a great opportunity to deliver a generous, street facing employment frontage with an open residential deck above.

The study assumes that the street-side half of the site is excavated, with some of the spoil used to raise the remaining, higher ground to three storeys above street level. This means that a three storey employment building with a long street frontage on Western Road can be 'dug into' the bank.

Four residential towers and a terrace of family homes are then placed on top of this deck. Vehicle access to the upper ground level is via a long ramp to the north of the site, whilst access to the upper level by foot is either by communal residential entrances off of Western Road or via a landscaped access from the New River Path.

This strategy allows the site to easily exceed all AAP targets in employment and residential space as well as providing an additional 950m² of town centre use space which would be ideal for an active community space as it addresses the corner of Western Road and the New River Path. Overlooking and active frontage at this point would improve the perception of safety for people using the underpass to access Alexandra Park from Wood Green and vice versa.

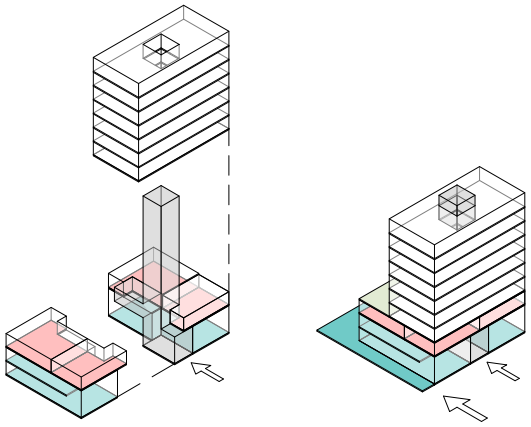
Mature trees along Western Road are retained by setting the building back 10m from the back of footway which should allow room for root protection areas and forms a generous public realm and street front yards for ground floor employment space.

Key considerations for future employment space typologies & business archetypes:

Coronation sidings is not constrained in terms of height or adjacency and is clearly a site on which taller buildings are viable therefore building typology 1 should be adopted on this site (see chapter 6 for details). This would provide double height B1(c) space (with potential for mezzanine floors) on the ground floor with a buffer layer of B1(a) above before the upper floors become residential. The space could have street frontage as well as yard access from Western Road with residential access from the street or a landscaped foot access from the New River Path. Residential amenity can be provided on the deck of employment space.

Existing site conditions.

The site is currently occupied by GW Twilley and Son Ltd removal company, the rest of the site is vacant (filled with wild nature).



Type1: Ideal.
Appropriate typology for Silsoe Road frontage.

- B1(a) Use Class - Offices
- B1(b) Use Class - Research and Development
- B1(c) Use Class - Light Industry (appropriate in residential area)
- B2 / B8 Use Class - General Industrial / Storage & Distribution
- Residential Core
- Residential amenity

Future Business Type on this site could include:



Place of Worship

place of worship using flexible A/D-class ground floor unit



Celtic Bakers

bakery currently in ground floor industrial unit in Chocolate Factory 1

Precedent

Strathcona, Vancouver

This large scale mixed use development providing B1c units at ground floor and residential units above would be appropriate for Coronation Sidings Site.



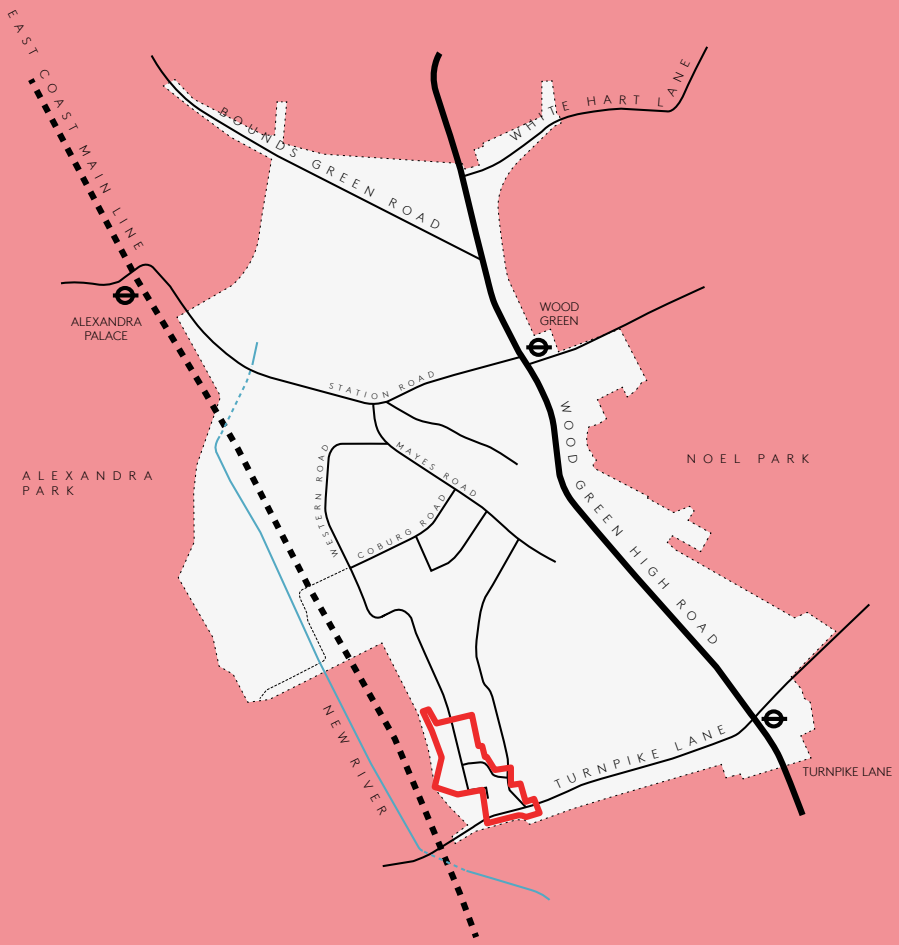
Precedent

De Kameleon, Amsterdam, The Netherlands

Large scale residential block raised above double height commercial and civic space, using car parking as a buffer between the two uses would also be a great example for the site.






EAST COAST MAIN LINE
BOUNDS GREEN ROAD
WHITE HART LANE
ALEXANDRA PALACE
WOOD GREEN
STATION ROAD
WOOD GREEN HIGH ROAD
NOEL PARK
ALEXANDRA PARK
HAYES ROAD
WESTERN ROAD
COBURG ROAD
NEW RIVER
TURNPIKE LANE
TURNPIKE LANE

SA27 Clarendon Road South

Compared to the AAP Site Allocation targets the study output is:

An estimated 101% of employment space.

An estimated 111% of residential units.

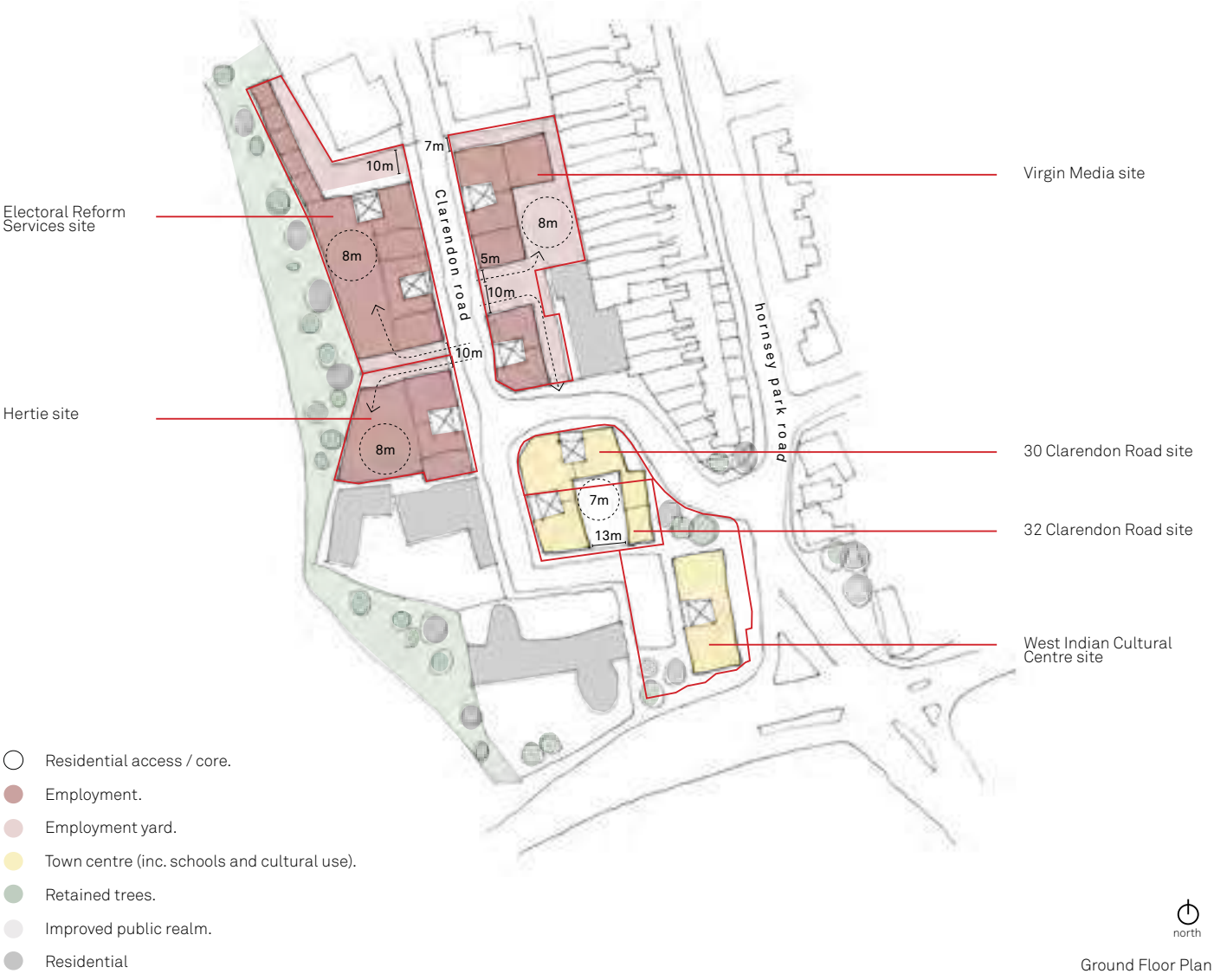
With retained community space.





north

- Residential access / core.
- Employment.
- Employment yard.
- Town centre (inc. schools and cultural use).
- Retained trees.
- Improved public realm.
- Residential



Ground Floor Plan

Recommendations.

This study has exceeded the targets set in the AAP in terms of residential development and matched the employment space target.

The eastern sites are constrained by adjacent low-rise residential development and proposed higher rise development to the north. The alignment of Clarendon road reduces the efficiency of the land but a realignment has been investigated and is thought to be infeasible without major restructuring works due to the relationship to Turnpike Lane.

The building heights established in the study are well above the current datum and that established by the Clarendon Road proposal to the immediate north but are similar to other parts of the Clarendon Road proposals.

Most of the sites are relatively large and are not overly constrained (other than by adjacent residential buildings which is quite normal in the context). 30 and 32 Clarendon Road are however smaller sites with roads on all sides. Assembling this land would create a more viable parcel and enable a better development with the potential for a good employment yard space at the ground floor.

In general the AAP targets represent a reduction in employment space. Not withstanding any retention of community use the AAP targets are reasonable and should provide a viable amount of residential and employment space. This does however rely on taller buildings of up to 12 storeys being accepted on the western side of the site allocation.

SA27	USE	PTAL	SITE AREA (Ha)	PROPORTION OF SA (%)	EMPLOYMENT SPACE (m²)*	RESIDENTIAL SPACE (units)**	TOWN CENTRE (m²)*	OTHER (m²)*
EXISTING	Employment / residential	4	1.7	100	9,090	71	3,311	0
AAP TARGET	Employment / residential	4	1.7	100	8,435	201 (additional)	0	0
STUDY OUTPUT	Employment / residential	4	1.7	100	8,525	223 (additional)	1,094	0
DIFFERENCE AAP TARGET / STUDY					**101%**	**111%**	**100%**	**N/A**
SITE NAME: Electoral Reform Services								
EXISTING	Employment / residential	4	0.27	27	3,942	0	0	0
AAP TARGET	Employment / residential	4	0.27	27	2,277	54	0	0
STUDY OUTPUT	Employment / residential	4	0.27	27	3,148	61	0	0
DIFFERENCE AAP TARGET / STUDY					**138%**	**113%**	**N/A**	**N/A**
SITE NAME: Hertie Site								
EXISTING	Employment / residential	4	0.13	13	983	0	0	0
AAP TARGET	Employment / residential	4	0.13	13	1,097	26	0	0
STUDY OUTPUT	Employment / residential	4	0.13	13	2,017	39	0	0
DIFFERENCE AAP TARGET / STUDY					**184%**	**147%**	**N/A**	**N/A**
SITE NAME: Virgin Media								
EXISTING	Employment / residential	4	0.26	26	2,834	0	0	0
AAP TARGET	Employment / residential	4	0.26	26	2,193	52	0	0
STUDY OUTPUT	School	4	0.26	26	1,531	38	0	0
DIFFERENCE AAP TARGET / STUDY					**70%**	**74%**	**N/A**	**N/A**
SITE NAME: 30/32 Clarendon Road								
EXISTING	Employment / residential	4	0.15	15	1,330	0	0	0
AAP TARGET	Employment / residential	4	0.15	15	1,265	30	0	0
STUDY OUTPUT	Employment / residential	4	0.15	15	1,829	32	0	0
DIFFERENCE AAP TARGET / STUDY					**145%**	**105%**	**N/A**	**N/A**
SITE NAME: West Indian Cultural Centre								
EXISTING	Employment / residential	4	0.19	19	0	0	1,029	0
AAP TARGET	Employment / residential	4	0.19	19	1,603	38	0	0
STUDY OUTPUT	Employment / residential	4	0.19	19	0	53	1.094	0
DIFFERENCE AAP TARGET / STUDY					**145%**	**105%**	**100%**	**N/A**

30 and 32 Clarendon have been considered as one site as this is the way that the most potential will be released from the space. Development of either or both individually will likely result in a much lower yield.

*All figures for employment, town centre and other uses given as estimated GEA.

** Residential units are defined as 70m² of GIA floor space per 1 unit. GIA is assumed to be 85% of GEA. This methodology is reflective of that used in the draft AAP (February 2018). The assumption should be treated as a comparative tool only, actual unit yield might vary.

Retention & Relocation of Electoral Reform Services.

ERS are a key business within the site allocation, they have a relatively high employment density of skilled and semi-skilled workers. It is therefore important to explored options for retention and/or relocation of the business within the immediate area on the basis that ERS is beneficial to Wood Green.

ERS occupies a site with 3,942m^2 of employment space on the western side of Clarendon Road. The business also uses approximately 620m^2 of additional ground floor space on the adjacent Hertie site. This would need to be re-provided as a minimum in any relocation or redevelopment option that would retain ERS in the site allocation.

All options require the acquisition of network rail land to the rear of the current ERS site for vehicular access across the site. This will also minimise the number of HGV movements which affect Clarendon Road.

Options that require a realignment of Clarendon Road in order to assemble a land parcel large enough to accommodate a new ERS facility have been ruled out due to the time and expense required to reconfigure the junctions between Clarendon Road, Hornsey Park Road and Turnpike Lane.

Option 1: Reprovision
This option tests the principle of developing the Hertie site as a mixed use development with ground floor employment space of 700m^2 which is over the current ground floor provision on site. As with both options this requires the purchase of some Network Rail land to the west of the site for access between employment yard space. This proposal allows the Hertie site to be developed as a mixed use building and provides more than the existing ground floor employment space which ERS currently use. As with both options some functions will have to be temporarily suspended in order to realise the building project.



Aerial View of Existing Arrangement

Option 2: Consolidation.
This option tests the principle of developing the southern wing of the current ERS building as a principally employment space building with the possibility of some limited residential development above which could provide cross subsidy. The benefit of this approach would be that ERS' facility is totally independent of any lease arrangements. The draw back is that with a reduced footprint the employment space needs to be stacked on upper floors which may or may not work functionally for the business.

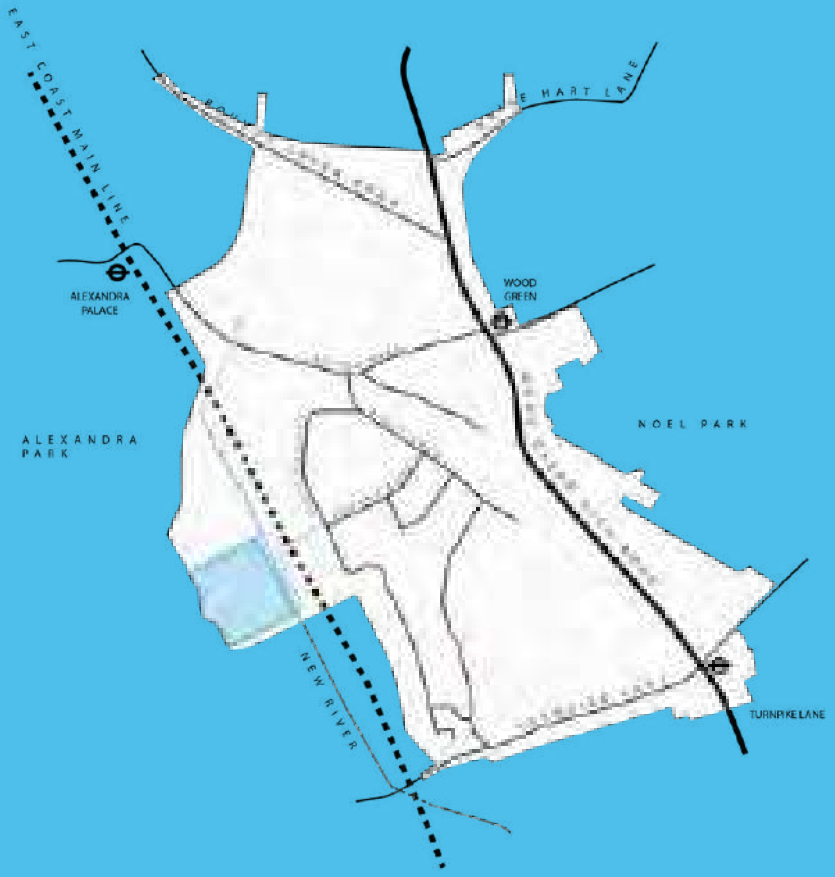
- Existing / Proposed ERS Facility.
- Residential.
- Employment Yard Space.



Aerial View - Option 1



Aerial View - Option 2


EAST COAST MAIN LINE
HART LANE
ALEXANDRA PALACE
WOOD GREEN
NOEL PARK
ALEXANDRA PARK
NEW RIVER
TURNPIKE LANE

SA 28. Hornsey Filter Beds

Compared to the AAP Site allocation targets, other options could deliver:

No employment uses are currently projected for this site in the AAP



SA 28 View.

SA	USE	PTAL	SITE AREA (Ha)	JOBS	EMPLOYMENT SPACE TYPE	EMPLOYMENT SPACE (m²)*	RESIDENTIAL SPACE (units)**	TOWN CENTRE (m²)*	OTHER (m²)*
EXISTING	Filter beds (water treatment)	4	3,1	Not specified in AAP and not part of Employment study	XL Industrial	Not specified in AAP and not part of Employment study	0	0	0
AAP TARGET	Redevelopment to establish a new direct connection between Wood Green and Alexandra Palace, provide an appropriate complementary use to the locally listed and SINC Hornsey Reservoir, and MOL appropriate use.			No jobs target in AAP 2018	-	0	304	0	10,475 biodiv. leisure access.
STUDY OUTPUT	Inclusion of minor element of ground floor employment space within residential-led development .			Create new target	B1a SME office, B1c studio / workroom	Design led capacity study to allocate percentage of ground floors to employment space		Not suitable for town centre uses	Not suitable for town centre uses

*All figures given as estimated GEA.

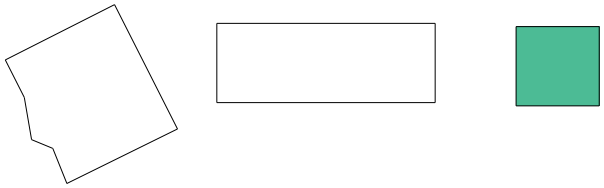
** Residential units are defined as 70m² of GEA floor space per 1 unit. This methodology is reflective of that used in the draft AAP (February 2017). The assumption should be treated as a comparative tool only, actual unit yield might vary.

Recommendations.

Given the proximity of this site to the heart of Wood Green Cultural Quarter employment area, with an improved East-West pedestrian/cycling link with Coburg Rd, a minor element of ground floor workspace (B1a/c) could be feasible in a residential-led neighbourhood.

Existing site conditions.

The site is currently occupied by the Hornsey Filter Beds. No business has been interviewed.



- Site Area
- Existing Employment Area
- Existing Town Centre Area
- AAP 2018 Target Employment Area
- AAP 2018 Target Town Centre Area
- AAP 2018 Target Other Area

Precedent

Cube, London

Double height commercial ground floor with 4-8 storey residential above.





Key considerations for future employment space typologies & business archetypes:

- B1a small office units and B1c studio/ workroom units.
- Potential users: small-scale professional services servicing local economy; small businesses providing services to local communities; small-scale creative sector.
- For these typologies, sufficient floor to ceiling height, and a movement framework / public realm that enables easy access and servicing are essential.

Future Business Type on this site could include:



The London Wing Chun Academy

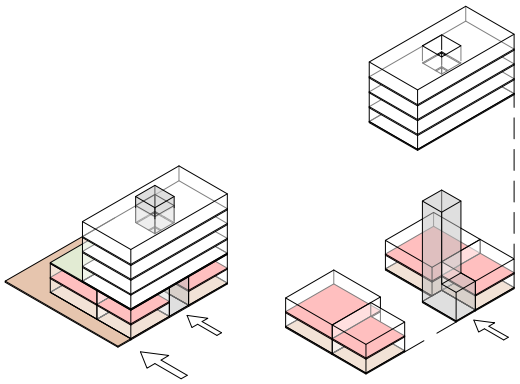
(e.g. SA13)



Green Hippo Limited

video projection business currently in Parma House

- B1(a) / A2 Use Class - Offices / Professional and Financial Services
- B1(b) / A3/4/5 Use Class - Research and Development; Restaurants and Cafés, Pubs and Takeaways.
- B1(c) / A1/3/4/5 Use Class - Light Industry (appropriate in residential area); Shops; Restaurants and Cafés, Pubs and Takeaways.
- B2 / B8 / D1 / D2 Use Class - General Industrial / Storage & Distribution; Non-residential Institutions; Assembly and Leisure.
- Residential Core
- Residential amenity



Type 3: Height Restricted +.
Appropriate typology for SA28



Annex ii: Space Types

i Employment Space: Grade A Office

Description

- Open Plan;
- Private Offices & Meeting Rooms
- High quality standard finishes/raised floors
- Modern IT equipment
- Current lift & HVAC systems
- Exceptional disability access
- Typically recent build
- 8-13 sqm / FTE (NIA) employment density
- Compatible with residential uses eg ground + 4 storey office podium with residential above
- Typically 2.6m-2.75m floor to ceiling clear height

Location/Demand

- Generally located in the most accessible / high value areas
- Premier office users; typically above average rents for the area
- e.g. Mayfair, West End, Moorgate
- Suitable for e.g. WG SA 2 / 3 / 4 / 5

Occupier Type

- Office based activities
- B1a Use Class
- Typically established commercial businesses due to rent/charges/rates
- Medium-Large scale businesses



Exterior Image
Fitzroy Place, W1 London, UK



Interior Image
standard floor plate



Example of Occupier Type
Spark44 - advertising agency with clients including Jaguar's global market advertising

i Employment Space: Co Working

Description

- Open Plan
- Exposed services
- Shared facilities (WC, Kitchen, front desk, meeting rooms)
- Typically spread over 1 - 2 storeys
- 8-15 sqm / FTE (NIA) employment density
- Compatible with residential uses eg ground + 4 storey office podium with residential above
- Typically 2.6m-2.75m floor to ceiling clear height

Location/Demand

- Accessible by public transport and Wood Green town centre
- Affordable co working could be located slightly further afield from town centre
- Cost effective / flexible terms
- e.g. Moorgate, City of London
- Suitable for e.g. WG SA 2 / 3 / 4 / 5 / 16 / 19 / 20

Occupier Type

- B1a Use Class
- Office based activities
- Startups / early stage businesses
- Micro businesses (1-5 persons)
- Freelancer / self-employed



Exterior Image
We Work - Old Street



Interior Image
Aldgate Tower 2
Leman Street



Example of Occupier Type
Marie Foster, Theatre Producer, Self Employed

i Employment Space: Workroom/Studios

Description

- Functional adaptable space with average or higher than average ceiling height
- Typically Grade C spaces - minimal finishes / unfinished; occasionally Grade B
- Typically managed by a workspace operator
- Converted industrial warehouse building
- Shared facilities with other tenants (WC, Kitchenette, Security)
- Typically 20-40 / FTE (NIA) employment density if light industrial use but could be closer to 10-15 if office users
- Typically above ground floors; compatible with residential e.g. podium with residential above

Location/Demand

- Demand in areas accessible by car/ vehicle as well as public transport
- Needs occasional HGV access / possibly goods lift / yard
- Typically further from Town Centre
- Loss of affordable stock across London creating high demand
- Cost effective / flexible terms
- e.g. Hackney, Blackhorse Road, Old Kent Road
- Suitable for e.g. WG SA 6 / 16-20

Occupier Type

- B1c Use Class
- Typically creative, 'maker' & small batch manufacturing businesses though could be office users too, attracted by affordability (lower spec)
- Micro / Small businesses (1-20 persons)
- Wide range of businesses from arts, furniture and textile to media / tech and social enterprise



Exterior Image
Arts Building, Finsbury Park



Interior Image
Bow Arts - Royal Albert Wharf, London



Example of Occupier Type
Magnus Long- high end furniture designer
Chocolate Factory 3

i Employment Space: SME Office Unit

Description

- Contained office units typically of Grade B
- Typically managed within 'managed workspace' building managed by operator; sometimes self-contained
- Fair to good finishes for the area
- Shared facilities with other tenants (WC, Kitchenette, Security)
- May include Grade C "functional space" of lower than average rent
- 10-15 / FTE (NIA) employment density
- Compatible with residential uses eg ground + 4 storey office podium with residential above
- Typically 2.6m-2.75m floor to ceiling clear height or higher; can include mezzanines

Location/Demand

- Demand in multiple locations close to and further afield from Wood Green Town Centre
- Wider range of public transport accessibility, driving price gradient
- Cost effective / flexible terms
- e.g. Hackney, South Bank,
- Suitable for potentially all WG SAs; concentration in 2 / 3 / 4 / 11 / 16-20

Occupier Type

- B1a Use Class
- Office based activities
- Micro / Small businesses (1-20 persons)
- Wide range of business users that are "average for the area"; price level and marketing influences user profile (e.g. social enterprise / media / tech)



Exterior Image
Workspace Group - Metal Box Factory
30 Great Guildford Street, London, SE1 0HS



Interior Image
Workspace Group - Kennington Park
1 -3 Brixton Road London, SW9 6DE



Example of Occupier Type
Chalcon Consultancy - work/ethics monitoring group - Western Road, WG

i Employment Space: B1c Light Industrial

Description

- Small-medium workshop for production space (< 500sqm)
- Above average ceiling height - 3-4.5m, occasionally up to 8m (sometimes with mezzanine); typically no HVAC
- Typically small scale on site storage
- Street loading bays (delivery vans) or operational parking access; occasionally loading bay (4m)
- 12-47/ FTE (NIA) employment density depending on activity type
- Roller shutter doors min 3.7m; may have spanning structure for column-free internal lay-out; 3 phase power

Location/Demand

- Demand in areas accessible by car/ vehicle as well as public transport
- Typically on edge of / outside town centre, though can be integrated in high density mixed use setting including occasional sales to the public (e.g. furniture maker / beer brewer)
- Suitable for e.g. WG 17 / 18 / 24 though requires very careful typologies for residential integration

Occupier Type

- B1c Use Class (though same unit may be B2 / B8)
- Small batch production / small scale logistics activities
- Micro / Small businesses (1-20 persons)
- Businesses in food & drink, textile and other small-scale craft manufacturing, small scale printing, advanced manufacturing (tech), servicing / repair, small scale storage & wholesale



Exterior Image
NorthSide Studios, Regent's Canal



Interior Image
Space Studios, Old Kent Road



Example of Occupier Type
Blue Nile Clothing Ltd- Clothes Manufacturing
Bittern Place, WG

i Employment Space: B2/B8 Industrial

Description

- Small-medium space for production/ manufacturing / trade (< 500sqm)
- Above average ceiling height - 4.5m-9m+
- Typically no HVAC
- Typically small scale on site storage
- Street loading bays (delivery vans) or operational parking access; may have bespoke indoor yard in high density setting
- 20-70 / FTE (NIA) employment density depending on activity type
- Roller shutter doors min 3.7m; may have spanning structure for column-free internal lay-out; 3 phase power

Location/Demand

- Demand in areas accessible by car/ vehicle as well as public transport
- Typically on edge of / outside town centre, though can be integrated in high density mixed use setting including occasional sales to the public (e.g. furniture maker / beer brewer)
- Suitable for e.g. WG 17 / 18 / 24 though requires very careful typologies for residential integration

Occupier Type

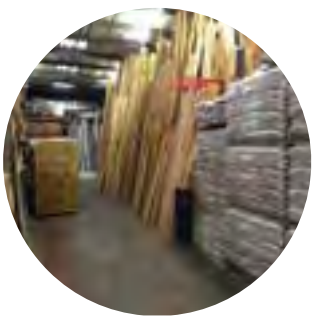
- B2 Use Class (though same unit may be B1c / B8
- Small batch production, small scale industrial and logistics activities including trade counters
- Wide range of businesses including branch locations
- Businesses in food & drink, metal and wood, advanced manufacturing, printing, servicing / repair, storage & wholesale



Exterior Image
Travis Perkins, King's Cross



Interior Image
Bianca Brewery - Old Kent Road



Example of Occupier Type
P.J. Johnson & Company Limited- Merchant
Olympia Industrial Estate, WG

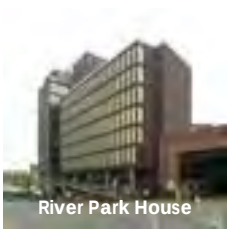

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Annex iii: Analysis

Property

Area 4:
- Tall c 6+ storey purpose-built offices near Wood Green station and smaller, ground two storey converted office properties along high street
- Large floorplate offices that would be best suited for single/ few occupiers
- These include River Park House, 40 Cumberland Road and Greenside House

Area 1:
- Converted factory properties used for workspace and offices
- Includes workspace in Chocolate Factory and Parma House
- Typically, the properties are 2-4 storeys and were completed in the 1960s or earlier
- Offices here are multi-tenanted

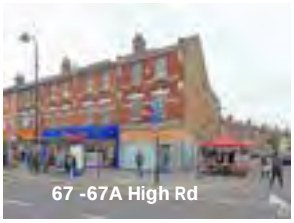

River Park House


40 Cumberland Rd


Greenside House



Area 2:
- Mainly ground floor retail and office on the upper floors
- Poor quality office space – suitable for SMEs


67 -67A High Rd


Cambridge House


Parma House

Area 3:
- **Appears to be a mix between large purpose-build office/ industrial properties along Clarendon Road, and converted houses used for personal services**


50 Clarendon Rd


60 Hornsey Park Rd

Property

Area 1:

- Industrial activity is situated to the left of B138 Road
- Predominantly, 2-3 storey larger floorplate warehouses
- A number of Industrial Estates; Olympia Industrial Estate and Bittern Place
- Typically single/few occupiers taking up large floorplates
- Very similar facade: reflective glass frontage. high eaves for access into warehouse


Feline House


1 Mallard Place




Guillemot Place


Olympia Industrial Estate


Unit 3 – 4 Bitten Place

Property

Office Costar Analytics

Availability	Survey	5-Year Avg
Rent Per SF	£12.03	£14.84
Vacancy Rate	0.10%	0.90%
Vacant SF	722	5,841
Availability Rate	0.30%	1.50%
Available SF	1,722	9,667
Sublet SF	1,722	208
Months on Market	6.8	16.8
Demand	Survey	5-Year Avg
12 Mo. Absorption SF	5,498	1,034
12 Mo. Leasing SF	0	2,536
Inventory	Survey	5-Year Avg
Existing Buildings	57	57
Existing SF	659,006	659,006
12 Mo. Const. Starts	0	0
Under Construction	0	0
12 Mo. Deliveries	0	0
Sales	Past Year	5-Year Avg
Sale Price Per SF	-	£255
Asking Price Per SF	-	-
Sales Volume (Mil.)	£0.00	£2.80
Yield	-	3.70%

Industrial Costar Analytics

Availability	Survey	5-Year Avg
Rent Per SF	-	£6.57
Vacancy Rate	0.80%	3.70%
Vacant SF	1,720	8,138
Availability Rate	0.80%	5.60%
Available SF	1,720	12,528
Sublet SF	0	0
Months on Market	2.9	13.6
Demand	Survey	5-Year Avg
12 Mo. Absorption SF	-1,720	1,413
12 Mo. Leasing SF	0	9,689
Inventory	Survey	5-Year Avg
Existing Buildings	11	11
Existing SF	222,452	222,452
12 Mo. Const. Starts	0	0
Under Construction	0	0
12 Mo. Deliveries	0	0
Sales	Past Year	5-Year Avg
Sale Price Per SF	-	-
Asking Price Per SF	-	-
Sales Volume (Mil.)	£0.00	£0.00
Yield	-	-

Annex iv

Source page 110

Site Description		EXISTING						AAP TARGET				
Name	AAP18 Area (m²)	Ptal	**JOBS** (LBH)	Employment (m²)	Town Centre (m²)	Employment space type - **TYPOLOGY**	**USE**	**JOBS - outdated no job provision in new AAP18** (LBH)	Net Residential Units	Employment (m²)*	Town Centre (m²) *	Other (m²)
SA 3 Wood Green Bus Garage	14,000.00	6	**286**	22,848	0	B1a Office / Sui generis	Bus Garage and ancillary buildings	**703**	237	6630	1,658	8288
SA 4 Station Road Offices	12000	6a	**2810***	33,717	0	B1a Office, B1c Studio / workroom	Council offices, private headquarter offices, creative workspace and meanwhile workspace / retail space	**520**	197	4,248	2,124	1,062
SA 5 Vue Cinema	6000	6a	**122**	0	7,240	Town centre uses (A / D2)	Cinema, town centre uses at ground floor	**362**	99	3,077	1,539	3,846

			STUDY OUTPUT						
	Other Use	**Proposed Site Allocation**	**JOBS - outdated no job provision in new AAP18** (Range or Quantity Commentary)	Net Residential Units	Employment (m²)	Town Centre (m²)	Other (m²)	Output employment space type - **TYPOLOGY**	**USE**
	Bus Garage, new open space	Reprovision of bus stabling on the site, with the construction of a podium level above, creating new mixed use development including town centre, residential and office uses, increased permeability through the area, and a new piece of urban public realm.	Aim to exceed AAP target with mixed employment activities	Not investigated in this study	Aim to exceed AAP target	Enough to provide active frontage	Open space not relevant to employment study	B2/B8 (Bus garage); B1a Flexible office, B1a SME office, B1c studio workroom, B1c light industrial	Site closest to the Wood Green station could be positioned as part of the larger-scale B1a 'office' quarter, whereas the rear could part of a residential-led mixed use area with ground floor active frontages either as B1a or B1c.
	New Open Space	Redevelopment of existing office buildings to create new mixed use development with town centre uses at ground floor, a mix of offices and residential above, and improved public realm and connections through the area. Potential use of the lower ground floor as a new bus garage.	AAP target could be significantly exceeded on Council owned land (~1000-1500 jobs on Coucil owned land alone)	Not investigated in this study	AAP target could be significantly exceeded on Council owned land (~10-15,000m2)	Site suited for active frontage closer to the station	Open space not relevant to employment study	B1a Flexible office / co-working; B1a SME office	Primary site for larger scale B1a flexible office space, taking the form of open-plan, subdividable office floors served by a shared entrances / cores, of approximately 10-12,000 sqft per floor, with ground floor town centre uses.
	Replacement open space, Cycle hub	Redevelopment of existing office buildings to create new mixed use development with town centre uses at ground floor, a mix of offices and residential above, and improved public realm and connections through the area. Potential use of the lower ground floor as a new bus garage.	Aim to exceed AAP target	Not investigated in this study	AAP target could be exceeded	Site suited for active frontage and mantaining existing quantum of town centre use, particularly leisure use.	Open space not relevant to employment study	B1a Flexible office / co-working;	Larger scale B1a flexible office space as part of a mixed use scheme (including the very successful cinema)

Source page 117

Site Description		EXISTING						AAP TARGET				
Name	AAP18 Area (m²)	Ptal	JOBS (LBH)	Employment (m²)	Town Centre (m²)	Employment space type - TYPOLOGY	USE	JOBS - outdated no job provision in new AAP18 (LBH)	Net Residential Units	Employment (m²)*	Town Centre (m²) *	Other (m²)
SA 1 LBH Civic Centre	10000	6a	**191**	1,798	1,750	B1a Office / Civic	Civic Centre & Council Offices	**138**	116	2034	0	0
SA 2 Green Ridings House	6000	6a	**572**	10,965	0	B1a Office / Sui generis	Offices (former telephone exchange)	**958**	146	2721	680	0
SA 3 Wood Green Bus Garage	14,000.00	6	**286**	22,848	0	B1a Office / Sui generis	Bus Garage and ancillary buildings	**703**	237	6630	1,658	8288
SA 7 Morrison's Wood Green	10000	6a	**495**	0	8.419	Town centre uses (A)	Supermarket, shopping mall, surface and multi-storey car parking	**394**	234	5,038	2,519	1260
SA18 Bittern Place	7000	6a	**90***	4,240	0	B1c studio-workroom, B1c light industrial, B2 industrial	Commercial	**362**	173	3,224	806	0
SA20 AAP Coburg Road North	12,000	4	**971***	AAP17-8,736 KCA-16,553	,	B1c studio-workroom, B1c light industrial, B2 industrial, D1, D2 (cultural venues), town centre uses (A3)	Commercial, leisure, pub	**632**	181	5,645	1,411	8,467
SA21 Wood Green Cultural Quarter (south)	14,000	4	**1505***	18,061	0	B1a office / studio, B1c studio-workroom, B1c light industrial, B2 industrial, D1, D2 (cultural venues), town centre uses (A3)	Existing Cultural Quarter	**1405**	341	6,826	-	1706
SA22 Wood Green Cultural Quarter (north)	9000	5	**567**	AAP 18 - 13,508 KCA-12,337	0	B1c studio-workroom, B1c light industrial, B2 industrial,	Job centre, Self store, industrial uses	**413**	265 AAP18 - 153	4952 AAP18 - 4291	0	0 AAP18 - 6436
SA23 Clarendon Road	50000	4-6	**220***	10,352	0	B1c studio-workroom, B1c light industrial, B2 industrial, D1	Vacant former gas works, commercial premises	**1695**	1465	6,105	6,105	6105
SA24 Western Road Car Park	3000	4	**364**	4,372	0	B1c/B2	Car parking and warehouse/business uses	**157**	108 AAP18 - 92	1882 AAP18 - 1615	0	0
SA25 AAP Western Road Depot	3000	4	**24**	1,898	0	B2/B8	Recycling Depot	**73**	0	3253	0	3253
SA26 L/A Coronation Sidings	9000	3	**0**	0	0	B2/B8	Primarily vacant land, some lorry parking	**252**	173 AAP18 - 173	3026 AAP18 - 3020	0	0
SA27 Clarendon Road South	17000	4	**481***	11,466	0	B1a office / studio, B1c studio-workroom, B1c light industrial, B2 industrial, D1	West Indian Cultural Centre, Day Centre, Commercial Premises	**475**	201	8,435	0	8,343
SA28 Hornsey Filter Beds	32000	4	**0**	0	0	sui generis	Filter beds (water treatment)	**0**	304 AAP18 - 304	0	0	AAP18 - 10475

			STUDY OUTPUT						
	Other Use	**Proposed Site Allocation**	**JOBS - outdated no job provision in new AAP18** (Range or Quantity Commentary)	Net Residential Units	Employment (m²)	Town Centre (m²)	Other (m²)	Output employment space type - **TYPOLOGY**	**USE**
	-	Extension and conversion, or if suitably justified, redevelopment of the Civic Centre building, exploiting the site's capacity to develop onto the car park area, to create a mix of employment and residential buildings.	~138+	Not investigated in this study	Aim for no net loss	Employment space more suitable to this site		B1a SME office, B1c studio / workroom	- Accommodate workspace within the existing Civic Centre building; - - New mixed use development
		Redevelopment of existing telephone exchange building for masterplanned new residential and employment mixed use development in association with the redevelopment of Wood Green bus garage.	958 TBC	Not investigated in this study	Aim to exceed AAP target	~680 (towards High Road)		B1a SME office, B1c studio / workroom	- New mixed use residential, town centre and employment development; - Master plan / design-led capacity study for this site, ideally in conjunction with SA3 and SA4.
	Bus Garage, new open space	Reprovision of bus stabling on the site, with the construction of a podium level above, creating new mixed use development including town centre, residential and office uses, increased permeability through the area, and a new piece of urban public realm.	Aim to exceed AAP target with mixed employment activities	Not investigated in this study	Aim to exceed AAP target	Enough to provide active frontage	Open space not relevant to employment study	B2/B8 (Bus garage); B1a Flexible office, B1a SME office, B1c studio workroom, B1c light industrial	Site closest to the Wood Green station could be positioned as part of the larger-scale B1a 'office' quarter, whereas the rear could part of a residential-led mixed use area with ground floor active frontages either as B1a or B1c.
	New open space	Redevelopment of existing office buildings to create new mixed use development with town centre uses at ground floor, a mix of offices and residential above, and improved public realm and connections through the area. Potential use of the lower ground floor as a new bus garage.	no net loss	Not investigated in this study	Maintain AAP target	Could exceed AAP target. Site suited for large scale retail under employment space and residential development	Open space not relevant to employment study	B1a SME office, B1a co-working	Mixed use redevelopment with same or greater quantum of of town centre (supermarket) useME offices under residential
	LBH offices AAP18 - no other uses	Extension of Wood Green Town Centre Westwards, including mixed use development comprising predominantly civic/employment uses with a mix of residential and employment uses above, the establishing of a new east-west link to Heartlands, including the creation of the eastern portion of a new Civic Boulevard on Coburg Rd.	Opportunity to significantly exceed AAP target	107	4,603	1,267	0	B1a SME office, B1c studio / workroom, B1c light industrial, D (cultural venue / place of worship)	Flexible creative workspace of diverse specification on ground and first floor of mixed use development, and ancillary town centre uses
	Civic Boulevard) AAP18 - Boulevard/ civic centre/ library	Employment-led mixed use development establishing the northern edge of a new Civic Boulevard linking Wood Green and the West of the borough via the Penstock Foot Tunnel, with new active frontages to the new piece of urban realm, and a mix of employment and residential uses above and behind.	Opportunity to significantly exceed AAP target even without Civic Centre site	241	9,639	2,250	Civic Centre site not included in study, subject to separate feasibility study	B1a SME office, B1c studio / workroom, B1c light industrial, D (cultural venue / place of worship)	Flexible creative workspace of diverse specification on ground and first floor of mixed use development, with potential cultural venue / place of religious worship, and ancillary town centre uses
	urban realm	Enhancement of the Wood Green Cultural Quarter through improvements to Chocolate Factory and creation of high quality urban realm at the Cultural Quarter's heart. Comprehensive redevelopment of the remaining sites for employment-led mixed use development with residential.	Maintain or exceed AAP target	Not investigated in this study	As per AAP target / no net loss; Planning application to differentiate between A, B and D uses	Planning application to differentiate between A, B and D uses	Open space not relevant to employment study	B1a SME office, B1c studio / workroom	As per AAP descritiption
	Access, school expansion	Comprehensive redevelopment enhancing the Wood Green Cultural Quarter, including creation of a new north south link between Clarendon Rd and Wood Green Common, creating mixed use development and the potential extension of Alexandra Primary School.	No net loss	146	4,246	2,610	1,238	B1a SME office, B1c studio / workroom, B1c light industrial, D (cultural venue / place of worship)	Flexible creative workspace of diverse specification on ground and first floor of mixed use development, and ancillary town centre uses
	New open space/ boulevard	Creation of comprehensive mixed use development, including new employment, residential, and, a new urban square with ancillary retail centre uses, a decentralised energy hub, community uses, and establishing new north-south and east-west connections through the area.	Maintain or exceed AAP target	Not investigated in this study	Seek to maximise AAP target	Seek to maximise AAP target	Open space not relevant to employment study	B1c studio / workroom, B1c light industrial, D1	As per AAP descritiption, with consideration for servicing and specification needs for B1c units
		Redevelopment for employment and residential mixed use development.	no net loss	102	2,327	0			
	waste facility	Subject to suitable reprovision of the licensed waste capacity, use of the site for employment use.	Opportunity to significantly exceed AAP target	98	2,383	0	low density employment space will not have much impact on job uplift targets	B1c studio / workroom, B1c light industrial, B2/8 reprovided waste depot	Creative workspace / light industrial space above indoor waste depot in mixed use development
		Creation of employment-led mixed use development with residential.	Opportunity to significantly exceed AAP target	182	4,992	950	0	B1a SME office, B1c studio / workroom, B1c light industrial, D (cultural venue / place of worship)	Flexible creative workspace of diverse specification on ground and first floor of mixed use development, with potrential place of religious worship, and ancillary town centre uses
	WICC/ Alevi/ ERS	Subject to appropriate reprovision of the existing community uses, creation new mixed use development including community, employment and residential uses.	No net loss	Not investigated in this study	AAP target could be significantly exceeded through re-allocation of educational space (~15,000m2)	Not suitable for town centre uses		B1c studio / workroom, B1c light industrial, B2 industrial, D1	Provision of B1c and B2 light industrial and industrial premises for existiig and future users, in combination with residential accomodation
5	Biodiversity/ leisure/ accessibility	Redevelopment to establish a new direct connection between Wood Green and Alexandra Palace, provide an appropriate complementary use to the locally listed and SINC Hornsey Reservoir, and MOLappr use.	Create new target	Not investigated in this study	Design led capacity study to allocate percentage of ground floors to employment space	Not suitable for town centre uses	Open space not relevant to employment study	B1a SME office, B1c studio / workroom	Inclusion of minor element of ground floor employment space within residential-led development

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