Hear about our new vision
for Ashley Road

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Welcome to the Public Exhibition for the Ashley Road Masterplan

Re:shape is preparing to bring forward planning applications for two sites in Tottenham Hale as part of the Ashley Road South Masterplan. Re:shape is excited to share its vision for the sites, which will deliver 35% social housing, accommodation for single persons living, amongst other uses and meaningful community benefits. We would like to discuss a scheme with you today that proposes the following:

- **New town centre uses and employment opportunities, including affordable workspace**
- **35% affordable housing, including family-sized homes, 82% of which are suitable for 4 + persons**
- **Accommodation for single persons living including best in class on site amenities**
- **Community space, creating a genuine mixed community**
- **New Ashley Park link and significant public realm improvements**
- **Other complementary planning uses, such as student and visitor accommodation**

Today's exhibition is an opportunity to:

- → Meet the project team.
- → Learn about the proposals for the site.
- → Ask more detailed questions about the plans.
- → Share your ideas on how the proposals could be improved.
- → Suggest organisations that could partner with Re:shape as part of its Community Investment Programme.

About Re:shape

Re:shape is a UK-based developer and operator specialising in shared living to deliver much needed single person housing for the younger generations.

As Re:shape intend to build out and operate these buildings, they have a vested interest in the quality and legacy of these buildings for the local community.

They intend to legally obligate themselves to support a number of community initiatives through their Community Investment Programme, which they would be happy to provide further detail today.

Meet the team

re:shape
Developer and Operator

dla
Architect

LICHFIELDS
Planning Consultant

Lowick
Engagement Consultant

carbon. climate. certified.
Sustainability + Social Value Consultant

AND
Employment Strategy Consultant

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Planning history

Both Ashley House and the Cannon Factory have a detailed planning history, with a series of applications and consents having been secured across both sites in the past decade. The current proposals represent the next chapter in the ongoing transformation of this part of the Ashley Road masterplan.

Ashley House and The Cannon Factory

The Cannon Factory had Outline Planning Permission granted in 2016 (ref. HGY/2016/4165). This included the demolition of the existing buildings at both the Cannon Factory and Ashley House, allowing for the creation of three new buildings delivering 3,171 sqm of commercial floorspace and 256 new homes.

In August 2018, a Non-Material Amendment (NMA) was approved, amending the parameter plans approved under the outline planning permission. This was subsequently followed by a Reserved Matters Application (RMA) (ref. HGY/2018/2353) covering the buildings appearance, landscaping, layout, and scale, receiving approval in March 2023.

The site today

The previous buildings on both sites were demolished in August 2023, under the extant planning permissions. The sites were cleared and have been vacant since. The previous owners were not able to take forward the development and have recently sold the site to Re:shape.



The site today


View toward the former Cannon Factory site

Ashley Park

A full planning application (ref. HGY/2019/0108) was submitted in April 2019 for the demolition of the existing building to provide 97 new homes. Having initially been refused by London Borough Haringey. The application was subsequently approved in 2020.

The refreshed proposals represent a fundamental rethinking of what the Ashley House and Cannon Factory sites can deliver, drawing on the lessons of their planning history to bring forward a scheme that is more viable, deliverable and better aligned with local need and the evolving character of Tottenham Hale.

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Community Investment Programme

Central to Re:shape's work is their Community Investment Programme (CIP) initiative. Through this, they provide access to spaces within the scheme for local groups, creating opportunities for events and collaboration.

The community spaces form a key part of the proposals and will be designed flexibly to ensure the space can accommodate a wide range of uses, events, and exhibitions. It is envisaged that the space will be inclusive, making a longer-term contribution to the local economy.

In order to build the plan for this CIP, Re:shape have met and will continue to meet with local groups to discuss how they could be supported most with a community space, employment and skills opportunities, and the wider proposals.

Potential partners could include youth organisations, cultural groups, employment providers and local charities.







We want to partner with more charities in Tottenham Hale who can take some space in our building so they can continue the good work they do in the borough.

If you know of any groups who might be able to benefit from the CIP, please let us know by contacting the consultation team.

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The vision

We believe there is an opportunity to redevelop the existing buildings, bringing them back into active use and allowing both to make a positive contribution to the local area. The proposals for the site include:

- 531 shared living studio units.
- 87 affordable social rented units (which is 35% on site).
- A new hotel and student accommodation.
- A new community space with views onto Down Lane Park.
- Approximately 245 sqm of new commercial and employment spaces.
- New social infrastructure and community space.
- A substantially enhanced public realm, with fresh landscaping to deliver a location where people want to live and visit.



Indicative sketch of the new routes through the site

We have been working closely with both the London Borough of Haringey, the Design Review Panel and the Greater London Authority to align with the wider masterplan and to accommodate the potential development of the row of terraced houses along Hale Road to the south. However, we are keen to hear your views and provide the community with a genuine opportunity to influence the design.

What is shared living?

Shared living is a modern and flexible housing solution for the younger generations that combines well designed urban scale apartments with state-of-the-art shared amenities.

Shared living developments make a significant contribution to Haringey's housing targets. This type of urban scale apartment has become more popular in recent years through a combination of factors, including:

- A lack of professionally managed housing for smaller households, such as young single professionals.
- A preference for traditional, family sized homes, to be kept for families rather than split into house-shares or houses of multiple occupation (HMOs).
- The high cost of independent accommodation.
- Single-person households seeking balance between privacy and avoiding the increasing loneliness epidemic.
- A growing desire for more flexible living and avoiding restrictive long-term contracts.

Through the provision of en-suite bathrooms, tenancy agreements, and secure premises at a more affordable price, shared living can provide conditions for people to thrive, whether they are establishing themselves in a new city for the first time or looking for a more sustainable way to live locally.

Shared living apartments

All units will meet the Mayor of London's space standards for shared living accommodation. All apartments benefit from spacious, high quality communal amenity areas and access to good quality external spaces.



Precedent Imagery
Wembley Ark lobby space



Precedent imagery communal kitchens within the Wembley Ark

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Shared Living Rooms

The shared living block forms the southern anchor of the Ashley House site. A slender 24 storey tower element is proposed, providing 531 rooms. It is designed to front Ashley Road with an active ground floor, chamfered double-height entrance that draws pedestrians to the new Ashley Link, and a distinctive crown formed by two top floors stepping back from the main body of the building.

The block is managed and operated independently of the adjoining housing, with its own entrances, cycle storage, refuse and plant facilities.

The rooms

Rooms are arranged consistently throughout the building. The rooms are planned to provide a generous en-suite space near the entrance, with a separated sleeping and living/kitchenette areas.

Shared Facilities

Residents will benefit from a generous range of communal spaces throughout the building including a gym on the first floor, laundry facilities at ground level, residents' lounge and social spaces across multiple floors. The crown amenity rooms to the top of the building will provide new views across Tottenham and the Lee Valley.

Location

The block is located a four minute walk away from Tottenham Hale Underground and Overground station, within the Upper Lee Valley Opportunity and Tottenham Hale District Centre. The site benefits from excellent public transport accessibility and is identified as suitable for a residential development of this nature, as part of the wider regeneration of this part of Tottenham Hale.







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Ashley House

Our vision for Ashley House is to create a connected, sustainable, and vibrant place that integrates with the wider area.

The proposals will deliver new, welcoming routes around and through the site including new permeable surfaces, rain gardens and pedestrian paths that promote biodiversity and enhance connectivity between the park and the surrounding neighbourhood.

The south of the site will provide new affordable homes including ground and first floor maisonettes with individual front doors and communal spaces to activate the street and encourage interaction between neighbours. All homes will be dual aspect maximising daylight and avoiding single aspect north facing homes.

To the north, the site will accommodate the shared living units with communal areas at ground level to create a sense of place. A double height corner space along Ashley Road will define the entrance to the site and will provide visual interest and permeability through to the residents' courtyard. The taller element has been carefully positioned away from the existing homes on Rosa Luxemburg.



Proposed groundfloor plan

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Affordable social homes

The Ashley House proposal will deliver 87 new affordable social homes, all provided at 100% social rent. The most genuinely affordable tenure available and the one most needed by residents on Haringey's housing register.

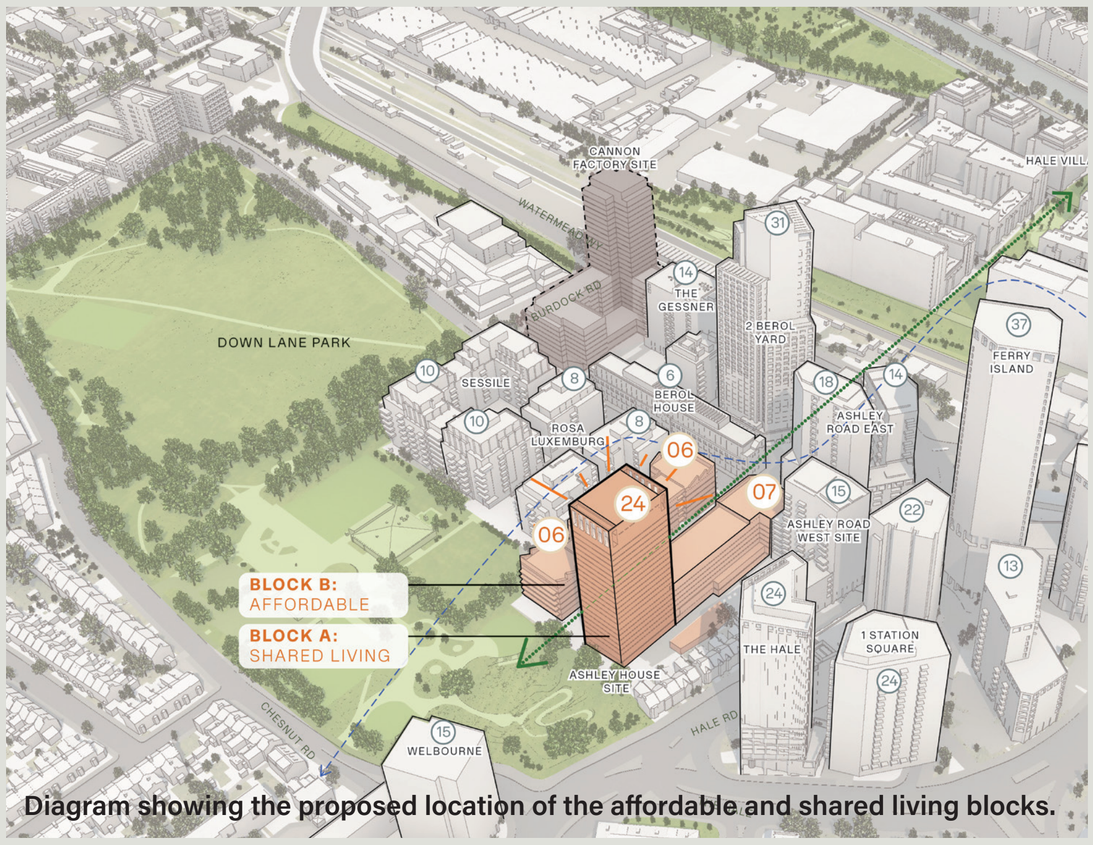


Diagram showing the proposed location of the affordable and shared living blocks.

These homes sit at the core of what we are looking to deliver for Tottenham Hale, providing high-quality, permanently affordable accommodation for families and individuals who might otherwise have no realistic prospect of securing a stable home in the area.

The affordable homes will be delivered as conventional C3 dwellings built and finished to a high quality standard. They will be consistent in appearance from the outside, fully integrated within the building and designed to meet the same space standards and quality benchmarks. The affordable offer will include a proportion of family-sized homes, directly responding to London Borough Haringey's identified priority for larger social rented dwelling within the new development.



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The Cannon Factory

We are also preparing a second planning application for the Cannon Factory, which is earlier in the process than Ashley House. The site will still be subject to the same pre-application processes with the Greater London Authority, London Borough of Haringey and all other stakeholders. We hope to submit a planning application later this year.

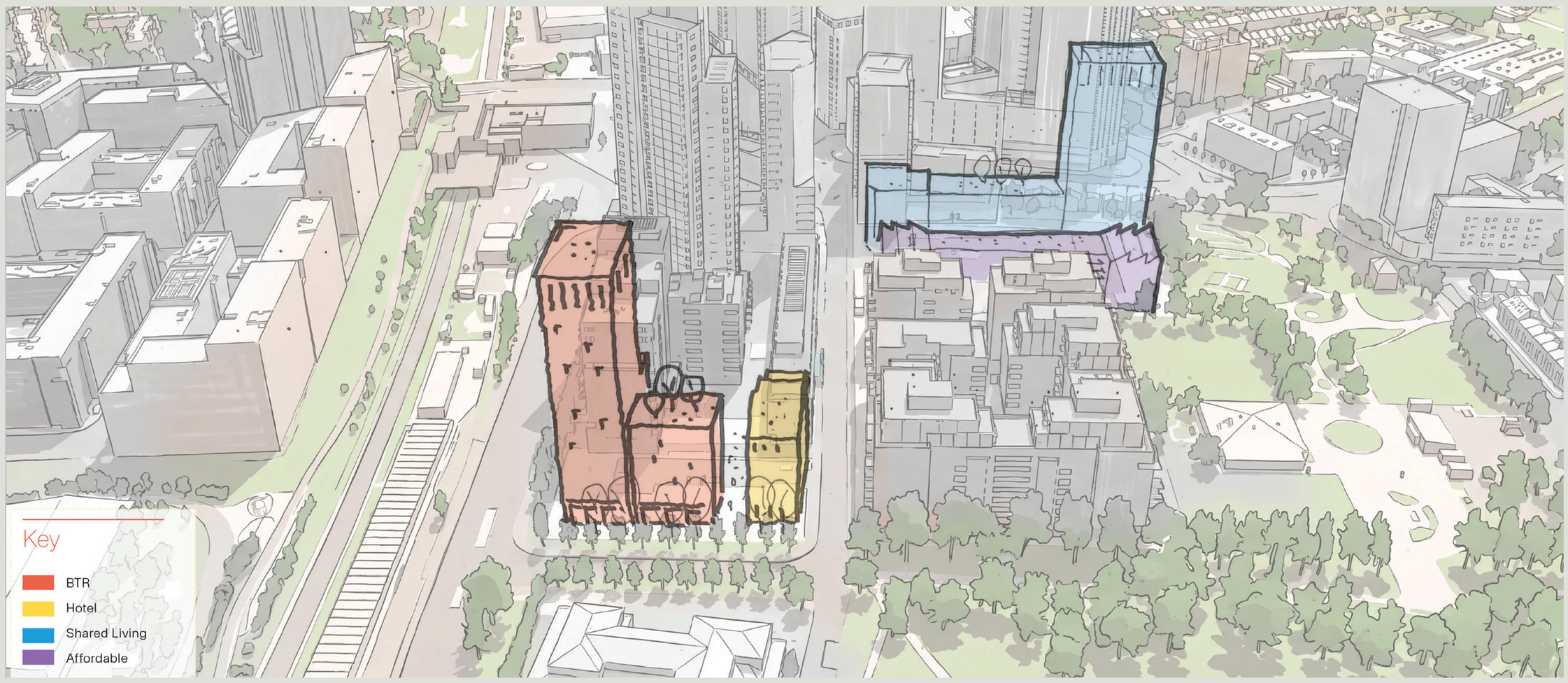
To bring the site back into active use, create footfall and support the growth of Tottenham's Town Centre, we are proposing to deliver new affordable workspace, a hotel and student accommodation.



The proposed hotel will seek to build upon the increased demand for visitors accommodation due to the opening of the new Tottenham Hotspur Stadium and the Borough's designation as the London Borough of Culture 2027.

We hope the new hotel would bring a significant hospitality offer to Tottenham Hale, activating the ground floor with a publicly accessible entrance and complementary uses that animate the street edge. New affordable workspace will also help provide employment opportunities for the area.

We are also proposing to deliver accommodation for students here at the Cannon Factory. Across London, a significant number of students take up space in HMOs or traditional family accommodation. In delivering bespoke accommodation for students (as well as affordable housing and single persons housing on our Ashley House site) we hope to alleviate some of the local housing pressures caused by higher demand from students.



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Public realm and sustainability

Our vision is to open up the ground floor of the site, creating new welcoming routes around and through the site.

The Ashley House site will introduce a new east-west pedestrian route to complete the green link and connecting Down Lane Park to the surrounding neighbourhood. There is also an opportunity to introduce a north/south connection within the Cannon Factory Site.

Ashley House will be designed with permeable surfaces, rain gardens and tree planting, drawing nature and greenery through the heart of the site. Ground floor maisonettes with individual front doors and front gardens will aid natural surveillance, dissuading anti-social behaviour and promoting community ownership of the public realm.

Our proposals for Ashley House and the Cannon Factory have been developed with sustainability at the forefront of our decision making. Our sustainability aspirations for the site include:

- Use of circular and low carbon materials with a high proportion of these recycled or locally sourced.
- A fabric first approach, to prioritise building performance and passive design principles to reduce energy demand.
- Active community stewardship and social value generation, through targeted investment in local organisations, employment pathways and community facilities — ensuring the benefits of development are felt by existing residents and businesses in the surrounding neighbourhood.
- Openable perforated panels allowing for natural ventilation.
- Renewable energy generation on site through the provision of photovoltaic panels at roof level.
- An extensive urban greening strategy, including fresh landscaping at ground level and green courtyards.
- Green roofs to enhance biodiversity locally, targeting a biodiversity net gain of 10%.
- Targeting a BREEAM rating of excellent.









Indicative sketch of the proposed Ashley-Link

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Public benefits

We are confident that our proposal for the Ashley House and the Cannon Factory will deliver a comprehensive suite of public benefits. These include:

A new landscaped street completing the link between Hale Village and Down Lane Park.

A distinctive, characterful community that is diverse, multi-generational and safe.

Completing the Ashley Road masterplan with new homes across a range of tenures.

New community spaces and social infrastructure, with local partnerships secured through a dedicated Community Investment Programme.

A thoughtful approach to massing that delivers 35% social housing, including family homes.

A high quality, green public realm that enhances local air quality and biodiversity.

Exemplary architecture by award-winning designers, using high quality materials to enhance the local townscape.

New commercial and employment spaces creating opportunities for local businesses and people.

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Have your say & next steps

We are keen to understand the views of our neighbours and the local community ahead of submitting a planning application to the London Borough Haringey.

We would therefore be grateful, if you could share your views by completing a feedback form and handing it to a member of the project team.

Alternatively you could provide your feedback via our dedicated consultation website and visiting the Have Your Say page or by scanning the QR code.

Next Steps

- **2025** — Engagement with London Borough Haringey begins
- **June 2026** (WE ARE HERE) — Public consultation
- **August 2026** — Submission
- **Winter 2026** — Determination
- **2027** — Start on site
- **2029** — Completion



If you have any further questions or wish to provide your feedback to the project team directly. Please get in touch via the details below.

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