

Nag's Head Town Centre Strategy

Adopted May 2007



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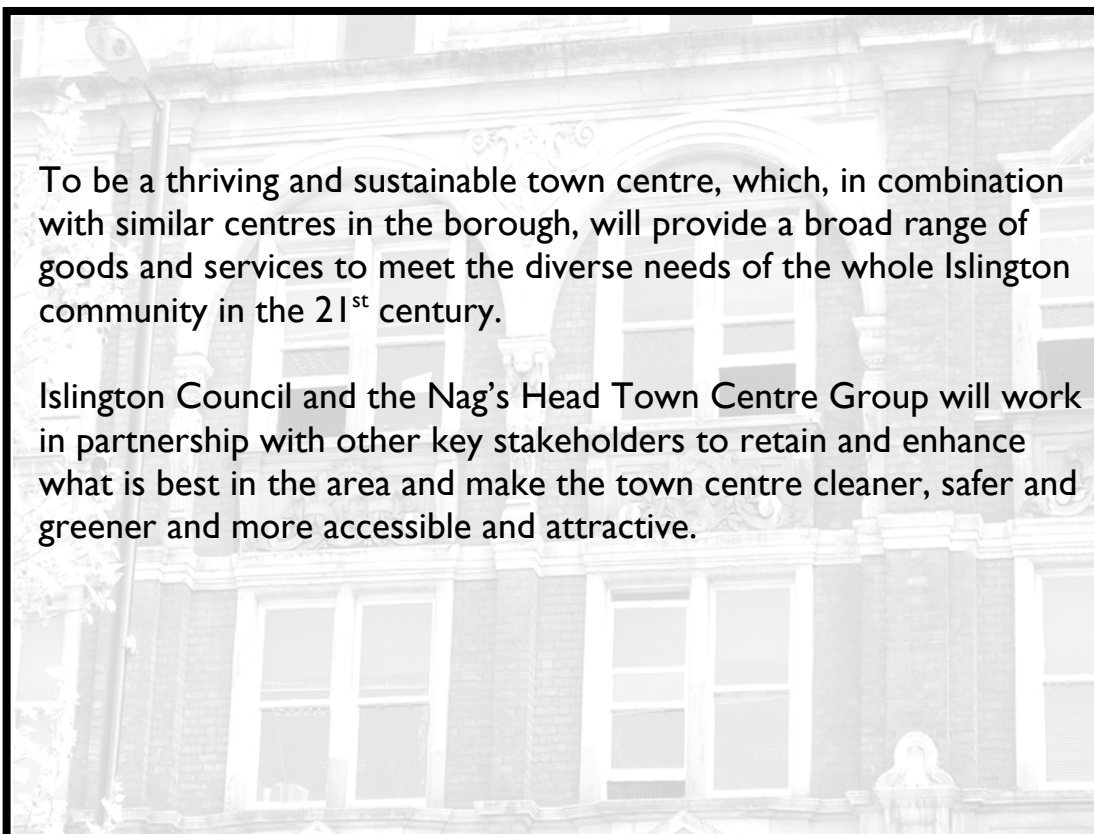
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A Vision for the Nag's Head Town Centre

To be a thriving and sustainable town centre, which, in combination with similar centres in the borough, will provide a broad range of goods and services to meet the diverse needs of the whole Islington community in the 21st century.

Islington Council and the Nag's Head Town Centre Group will work in partnership with other key stakeholders to retain and enhance what is best in the area and make the town centre cleaner, safer and greener and more accessible and attractive.



Introduction

Background to the Strategy

The Nag's Head is one of two major centres for retailing and employment in Islington: the other is the Angel. They are identified as such in the London Plan as part of the network of centres providing the range of goods, services and work needed to keep the city running. The town centre boundary, which defines the area covered by the Strategy, is shown on the attached Plan 1.

Until about twenty years ago the Nag's Head town centre was the Borough's main shopping centre and continues to offer a range of retail and other town centre uses to the people living in central and north Islington. However, a more affluent population and more opportunities for new retail and commercial development elsewhere have led to it being perceived as declining in the last decade.

The main issues for the town centre are the impact of traffic on pedestrians and the nuisance to users from illegal street traders, particularly those selling counterfeit cigarettes. The town centre is divided from east to west by the A1, Holloway Road. This heavily trafficked key route linking London with the north of the UK runs directly through the town centre creating a major barrier to pedestrian movement. The negative impact of traffic on pedestrians in the area is reinforced by the Seven Sisters Road/Tollington Road gyratory one-way system.

The development of a strategy to assist in supporting and improving the Nag's Head town centre has been a council objective for some years. In 1992 a successful bid for central government funding led to setting up the Nag's Head Urban Partnership – a partnership between the council, local businesses and residents – to seek investment and improve the environment. Islington's Unitary Development Plan, July 2002, set out a requirement for a town centre strategy. The Nag's Head is also one of the key nodes identified as needing improvement in the A1 Borough Project [2004].

In 2004 Islington Council appointed a Nag's Head Town Centre Manager to work in partnership with the council, local businesses and key stakeholders to create a thriving, vibrant town centre and to establish a Town Centre Management Group, to play an active role in improving the town centre.

Scope and Purpose of the Strategy

The Strategy has been developed through collaboration between various divisions of Islington Council - principally Planning, Regeneration, Street Management and Public Protection - the Nag's Head Town Centre Management Group, Transport for London [TfL], which is responsible for managing the road network in the town centre, and other key stakeholders including the Metropolitan Police.

Data and comments collected during the extensive public consultations carried out for the A1 Project were used to begin defining the key issues for the town centre as the basis for the first stage of consultations on the Strategy in July and August 2006. Responses to that consultation from East, West and North Area Committees as well

as stakeholders and members of the public were used to develop the first draft of the Strategy itself. The statutory consultation was held in January and February 2007. Feedback from the respondents to that, again including the Area Committees, has been incorporated in this document.

The purposes of the Strategy are:

- ❖ To set out a vision for the future of the town centre which will change people's perception of the area by building on its strengths: liveliness of its streets, variety and value offered by its traders and its convenience
- ❖ To identify the key issues for the town centre and opportunities for addressing them through a variety of programmes and projects to be delivered by the key stakeholders working in partnership
- ❖ To create a framework for decision-making not only for the council but also for businesses and other communities operating in, using, or wishing to develop in the town centre
- ❖ To build on the council's Core Strategy, which provides the overarching vision for retailing, employment and town and district centres in Islington, and to apply its general objectives and policies to the Nag's Head Town Centre area and its economy
- ❖ To indicate how other borough strategies, programmes and day-to-day management could contribute to tackling the key issues identified in the Strategy.
- ❖ To provide a context for allocating spending and seeking funding for projects to improve the area from various sources including s106.

The Strategy is a Supplementary Planning Document [SPD] and part of Islington's Local Development Framework [LDF]. It was prepared to meet the requirements of both the council's own 'Listening to Islington' policy and the Planning and Compulsory Purchase Act 2004, with two rounds of public consultation in July 2006 and January 2007.

While revisions to detailed planning matters contained in Islington's Unitary Development Plan [UDP] were discussed during those consultations the new legislation prevents their inclusion in an SPD: these will be dealt with in the Development Plan Documents which will be prepared to deal with Development Control Policies and Site Allocations as set out in the Local Development Scheme [LDS]. In the mean time the overarching policy remains Chapter Eight of the UDP, which is attached as Appendix 1.

The Strategy is set out in four sections:

Section One briefly describes the town centre and sets out the wider area and policy context which affect it.

Section Two identifies opportunities to address the key issues for the town centre identified in section one through principally physical change

Section Three identifies opportunities to tackle these key issues by improved management

Section Four identifies a series of specific projects to be delivered by a range of stakeholders working in partnership with the council, the town centre manager and the Nag's Head Town Centre Management Group. This will be updated as more information about each project becomes available.

The Strategy is supported by a Baseline Report, a Sustainability Appraisal and the Statement of Consultation. These documents are published on the council's website www.islington.gov.uk.

Key Issues for the Town Centre

The key issues for this strategy and the future of the Nag's Head Town Centre, have been identified through consultation with the public and discussion with key stakeholders and are explored in more detail in the Sections Two and Three. They are:

- ❖ to protect existing shopping and business provision in the town centre and to make the most of development opportunities to provide new shops and to improve open space, particularly green space, provision in the area
- ❖ to address the problems of pedestrian movement caused by the volume of traffic passing through the town centre whilst recognising the role of Holloway Road as part of the strategic road network
- ❖ to integrate the town centre by improving pedestrian circulation – making it safer and easier for people to walk within the town centre
- ❖ to improve the quality and cleanliness of the public realm by looking at the way it is managed and maintained
- ❖ to continue to enforce against illegal street trading and to manage licensed street trading to minimise the nuisance caused to town centre users
- ❖ to improve the safety, and perception of safety, of the town centre and to apply the principles of “designing out crime” to existing public spaces and new development
- ❖ to look at the quality of the existing buildings and consider what is worth conserving and where re-development should be encouraged
- ❖ to look at ways to expand the evening and leisure economy without impacting adversely on those who live in the town centre

Section One

Description of the Area and its Context



Nag's Head Town Centre

The Nag's Head town centre is located in the centre of the borough on Holloway Road [A1] around its junction with Seven Sisters Road and approximately halfway between Archway and Highbury Corner. It serves a densely populated local residential area within easy walking distance and is easily reached by public transport, both tube and bus. It also has two shoppers' car parks attached to its supermarkets.

Recent History

In 1992 central government funded the Nag's Head Urban Partnership and the council set up a local board involving the council, local businesses and residents to promote investment in the town centre. This led to the development of the Nag's Head Shopping Centre and around the same time the conversion of the Jones Brothers department store, part of the John Lewis Partnership, into a Waitrose supermarket, with an additional retail unit and offices. The Odeon cinema was refurbished, converting it from a single screen to an eight-screen operation. The Partnership also carried out a number of environmental improvement schemes including installation of benches, bins and bus shelters which displayed the town centre logo, the refurbishment and repainting of the Holloway Road rail bridge and its supporting walls and planting trees in the centre of Holloway Road. The Partnership Board was dissolved in 1997 when central government funding ceased.

In September 2004 the council appointed a Nag's Head Town Centre Manager whose primary role was to develop a new partnership between the council, local businesses and key stakeholders for them to work together to create a thriving, vibrant town centre which is clean, safe, green and accessible. The Town Centre Management Group was successfully constituted in March 2006 with a membership drawn not only from local retailers but other town centre businesses including banks and estate agents and community organisations such as Grafton Primary School.

Retail Provision in the Town Centre

The Nag's Head provides both value and variety in the goods currently on offer. As a town centre it has a good number of anchor businesses: the Odeon cinema; Marks and Spencer, Boots, Morrisons, James Selby and Waitrose. It also has a Post Office crown counter, Argos and a number of the other high street franchises one would expect to find in a town centre. It also has a larger number of small independent retailers which contribute to the liveliness and variety of the area.

The Nag's Head Shopping Centre, indicated on Plan 1, contains a 4000m² supermarket, currently occupied by Morrisons with an adjoining 300 space car park, some retail units and a small central public meeting space with entrances not only from Morrisons but also Boots, Marks and Spencer and James Selby. It also links with the covered market and through the market with Seven Sisters Road.

This car park in conjunction with the smaller one attached to Waitrose are adequate to serve the town centre's vehicle parking needs for the present and near future,

though there should be scope to switch provision to cater for increased use of cycles and motorcycles and scooters.

There are two markets in the town centre, a permanent, covered, privately managed market between Seven Sisters Road and the Nag's Head Shopping Centre and a very popular 'boot' market held every weekend on the Grafton School playground, which lies north of Seven Sisters Road.

The Nag's Head is liked by many of its users because of its convenience and close proximity to their homes and for the diversity of its shops and services. Encouraging and supporting local shopping not only benefits the borough economy but also helps to build a sustainable local community. Having a good shopping centre within walking distance of people's homes can also assist in improving health and reducing carbon emissions from transport.

Retail and services provision in Nag's Head town centre by number of units

Type	No of Units	% of Total	National Average %	Variance %
Comparison	99	38	48	-10
Convenience	40	15	9	6
Service	111	43	30	13
Vacant	11	4	11	-7
Total	261	100		

Source: Experian Goad, 2004

Notes: Percentages do not always total 100% owing to rounding

Services include cafes, restaurants, pubs, hot food takeaways; as well as financial, personal and professional services such as hairdressers, estate agents, banks, etc.

The Islington Retail Study [Dec 2005] indicates that there is approximately 58,000m² of ground floor space in 261 units in the town centre. These shops, particularly the units in Seven Sisters Road, are largely smaller than the minimum shop unit size of 150m² required by high street and multiple traders, which could explain why the proportion of convenience goods units is 6% higher than the national average.

The area also has a proportion of service units 13% higher than the national average and of comparison goods retail units 10% lower than the national average. More importantly there are almost as many services units as retail which indicates that services are almost as important as retailing in Nag's Head. However, there is a very low level of vacancy, possibly because rental levels are considerably lower than at Angel or in Camden Town. Generally the centre is well stocked with small independent traders and food stores but lacks multiple fashion retailers, music and book stores and similar traders. These topped the list of additions to the town centre offer shoppers would like to see.

Leisure and the evening economy

The town centre currently has limited evening and leisure activities with most shops shutting before 7pm, though the supermarkets, restaurants, bars and takeaways are open in the evening. There are concerns about personal safety in using the town centre after dark from both town centre users and businesses wishing to ensure staff

get home safely. These should be alleviated once the new pedestrian lighting scheme is installed, as described in Project 9, and now the Nag's Head has a dedicated Safer Neighbourhood Team.

Members of the public wish to see more leisure provision for young people and for families. This sector could be further developed through the Odeon cinema, expansion of the services offered at the Sobell Leisure Centre, City and Islington College, the National Youth Theatre and the Scout Centre in Holloway Road and the Tower Theatre which should open as part of the development of the former Hornsey Road Baths site on the town centre boundary.

Although the Rocket Complex, 166-220 Holloway Road, exists primarily to support a wide variety of social events for London Metropolitan University students, it also actively supports the local community by providing a venue for social and educational events and music and dance programmes; all open to the public.

Employment

Most of the employment available in the town centre is provided in the service sector, in retailing or financial businesses. There are small offices on the upper floors on Holloway Road which are mostly let, though the office market is currently slow in central and inner London.

Concern about local levels of unemployment has led to the council opening an internet café in the Scout Centre to provide assistance for job-seekers. Ensuring that there is space for new businesses to start up and expand contributes to maintaining a good local economy and a sustainable community.

Residential provision

There are approximately 8000 households in the housing immediately adjoining the town centre although outside its boundary. While some residential is desirable within the town centre to ensure a good mix of uses and use of the area throughout the day, there is an inherent conflict between town centre businesses which create noise and other nuisance, particularly late at night and early in the morning, and residents' quiet enjoyment of their homes.

The Nag's Head Town Centre does have a residential population of approximately 800 -1000, living mostly above shops. The parades on the west of Holloway Road, nos. 347-379 and 403-417 have flats above, as do most of the properties in Seven Sisters Road. The latest figures in the Local Land and Property Gazetteer show there 578 dwellings in the town centre plus another 94 live/work units. 67-83 Seven Sisters Road was given permission for conversion from office space to 100+ flats in 2006. There is also housing for 365 London Metropolitan University students at 385-401 Holloway Road.

Public realm, transport and traffic

Character of the area

The Nag's Head is a small linear town centre based on the street frontages in Holloway and Seven Sisters Roads. The limited depth of these street blocks and the need for off-street servicing mean there are few large or standard shop units within the town centre but many small and medium-sized units.

The size of units and its linearity are due to the way the centre has developed over time. Holloway Road, as part of the Great North Road, is an ancient route into London and has attracted ribbon development from medieval times onwards, including dozens of taverns and inns to support the passing and overnight trade. Camden Road and Seven Sisters Road became an important route in Victorian times, linking Camden Town and the West End to the new Victorian suburbs of Finsbury Park and Tottenham. The intersection of Holloway and Seven Sisters Road became a natural focus for a shopping centre, and public transport interchange with the development of new tram routes, which have now been replaced by buses.

The town centre has a large number of architecturally and historically interesting buildings with an eclectic variety of buildings and styles, showing evidence of incremental development on individual or small groups of plots, from mid-Victorian right through late-Victorian, Edwardian to inter-war and post-war and creating a lot of visual interest in the area. Generally, the architectural variety keeps to a consistent and human scale, with a few "landmark" exceptions such as the Odeon cinema, the former Jones Brothers tower, 67-83 Seven Sisters Road, and a consistent building line, again with just a few exceptions such as the Seventh Day Adventists church on the west side of Holloway Road. The Nags Head has had a number of famous residents including Edward Lear, who lived in the area, and in the 1960s Joe Meek set up Triumph Recording Studios at 304 Holloway Road.

Transport Links

The area has good public transport links, particularly buses, on both north-south from Archway to Angel and London Bridge and east-west routes from Hackney to Camden. It also has the Holloway Road Tube Station on the Piccadilly line and is within easy walking distance of Caledonian Road, Finsbury Park and Highbury and Islington stations. All of which gives it an excellent rating for public transport accessibility.

Traffic

The biggest obstacle to achieving more investment in the Nag's Head economy and attracting new businesses and customers is the amount of traffic which travels through the town centre, and the measures put in place to ensure it flows quickly. The width of the Holloway Road carriageway, six lanes in some sections, through the town centre combined with the central reservation and its guard-rail encourages drivers to increase their speed and try to overtake other vehicles creating an environment which intimidates pedestrians to the point of making them feel unsafe using the few crossing points which are available.

The one-way system [gyratory] for east-west traffic movement using Isledon/Tollington Road and Seven Sisters Road/ Parkhurst Road also encourages vehicles to travel quickly through the area. Although the footways in Seven Sisters Road have been widened recently there is still concern about the conflict between pedestrians and vehicles here, given the numbers of both using the street.

Public realm

The town centre generally has a poor physical environment due to the heavy traffic, the footways being too narrow in places and congested and cluttered in others. There has also been an accumulation over time of street furniture, licensed pitches for street trading and litter bins and signs. These have often been placed without regard to what exists or removal of what they replace.

Greenspace provision

The nearest green spaces to the town centre are shown on Plan 1 as Biddestone Open Space, Kinloch Park and the area around the Sobell Leisure Centre. There is scope to improve all, especially in their accessibility from the town centre.

The Nag's Head Partnership, and more recently the A1 Project, have planted trees in the town centre, particularly in the central reservation on Holloway Road. In 2006 the town centre also enjoyed floral baskets placed on the central guardrail. As long as the guardrail remains this approach provides colour to the town centre, though the scope for other types of planting needs to be explored.

Wider area context

There are a number of major facilities in the area around the Nag's Head town centre which will affect the future success of its economy and its ability to use what opportunities for improvement exist. These are shown on Plan 2 - Context Plan.

Arsenal Regeneration

Arsenal Football Club's new 60,000 seater Emirates Stadium is south east of the town centre. Its main entrance is about 0.5km from the junction of Holloway and Seven Sisters Roads and less than 250m from its southern boundary. The wider Arsenal regeneration scheme includes a large amount of new housing and commercial development. The 2500 or so new dwellings in the Hornsey Street/Lough Road development, west of Holloway Road, result in a likely increase in the population to be served by the town centre of 7500: this will increase further once the proposals for the site in Queensland Road are determined. This is clearly a significant increase in the potential spend for the town centre, and an opportunity for the existing traders to seize.

The impact of 60,000 or so people coming into the area for matches still has to be completely assessed. It was anticipated that regular match-goers from Highbury would continue to follow their regular match-day rituals and use the same pubs they have always done. However, there are approximately 20,000 new season ticket-holders establishing their own pre-match rituals using some of the pubs and

restaurants in the town centre despite there being a substantial amount of food and drink outlets within the new stadium.

London Metropolitan University/City and Islington College

There are two major further and higher education establishments in and on the boundary of the town centre providing both a significant student population to support the core retailing, services provision and the evening and leisure economy, and many employment opportunities for support as well as teaching staff.

The London Metropolitan University's North Campus lies immediately south of the rail bridge straddling Holloway Road around its junction with Hornsey Road. It houses approximately 15,000 full and part-time students attending daytime and evening courses here and about 2,500 staff. The Campus is open Monday to Saturday, closing at 9pm on weekdays.

City and Islington College, a further education college, has one of its sites, Marlborough House, within the town centre, and a second in Camden Road to the west of the town centre.

Sobell Leisure Centre

The Sobell Leisure Centre is one of the borough's main sports centres providing space and activities not only for adults but also training from the centre's specialist staff for pupils from the borough's schools. It was built in 1970 and is now in need of upgrading. The council is currently looking at options for possible redevelopment of the site, achieving a better arrangement of green space and buildings and improving the pedestrian routes from the leisure centre to the town centre and Finsbury Park.

The leisure centre is in use seven days a week, 51 weeks a year, from early morning until 10:30pm, so the leisure and evening activity of the town centre could benefit significantly from the large numbers using the centre – footfall is estimated at 1million for the year.

Former Hornsey Road Baths

Planning approval was given in May 2006 for a mixed use scheme to refurbish and redevelop this site to the north east of the town centre as indicated on the Context Plan, Plan 2, which includes the former Hornsey Road public baths. The new development will give the area another 206 residential units, some offices, premises for Sure Start, a café and space for the Tower Theatre, a community theatre group moving from Canonbury.

Planning Policy Context

The London Plan

The London Plan, produced by the Greater London Authority for the Mayor of London, provides the regional planning policy context for Islington. This contains a number of sub-regional development frameworks setting out more detailed requirements for spatial development. The Nag's Head is included in the Central London Sub-regional Development Framework as a major centre for delivering retail and town centre services. This framework asks the local planning authority to consider the potential for regeneration and redevelopment in the town centre, with the key focus being to expand the amount of retail [A1] floorspace. Studies carried out for the GLA indicate a need for an additional 5000 - 8000m² of comparison goods retailing by 2016 at the Nag's Head.

The network of major centres is part of the delivery of sustainable shopping throughout London by trying to ensure there is local provision of town centre services e.g. banks, solicitors, post offices and so on within easy travel of most metropolitan residents. This also includes opportunities for local employment so, while the Nag's Head is not considered as a major office centre, there is encouragement for office and other commercial space to be provided here as part of larger mixed use development schemes. This approach is supported by Islington's own Employment Study, which is one of the supporting documents for the Local Development Framework.

Islington Local Development Framework [LDF]

The LDF is the suite of planning policy documents which will gradually and eventually replace the Islington Unitary Development Plan [2002].

Core Strategy

The Core Strategy, which was adopted by the council in October 2006 and has been submitted for an Examination in Public by an independent inspector, is the overarching document within the LDF and sets out the vision for the borough. All the elements of the Core Strategy vision apply to the town centre but some elements are more relevant to this area than others, specifically:

- "to ensure that Islington's urban environment is of the highest possible quality
- to contribute to global sustainability, and maintaining the world's natural resources
- to raise living standards by encouraging sustainable economic regeneration and a vibrant local economy
- to improve accessibility whilst reducing the amount of road traffic and its adverse impact on the environment
- to promote improved services and facilities for those who live in, work in or visit Islington"

The key policy within the Core Strategy specific to the Nag's Head town centre is Policy CS8 which sets the aim:

“ to support and expand the Nag's Head, Angel and Archway to ensure these centres complement rather than compete with each other and to improve and expand the range of goods and services on offer within the borough.”

Finsbury Park Area Action Plan

In parallel with this document an Area Action Plan [AAP] is being prepared for Finsbury Park. Once approved it will be a Development Plan Document within the LDF.

The Finsbury Park Area Action Plan provides a development framework for the area around Finsbury Park station. The AAP sets out policies for the development of key sites in this area, in terms of appropriate land use, building size and scale. In addition to housing and business uses there will be new retail provision, however the retail provision at Finsbury Park is not intended to change the role of Nag's Head as the nearest town centre or Archway as a district centre.

Archway Development Framework

The council is in the process of producing a framework in order to regenerate the Archway district centre. This will provide the necessary planning guidance to assist the regeneration of Archway and ensure that any future development at Archway complements its role as a district centre with that of the Nag's Head as a town centre in the hierarchy of shopping in the north of the borough.

It is a major opportunity along the A1 corridor to deliver a beacon of sustainable development creating a thriving district centre, improving the environment for local residents, while creating a vibrant mix of uses to give Archway a strong and improved sense of identity.

Other Council strategies

“One Islington”

The Council's overarching strategy is 'One Islington' as set out in the Corporate Plan of 2006-9, with the three key themes of Listening to Islington, Stronger Communities and a cleaner, safer and greener borough. These principles underlie the work done to produce this document.

Town Centre Management

The Town Centre Management Group, which was established in 2006, has set up sub groups to deal with the issues they consider to be priorities for the town centre: crime and anti- social behaviour; marketing and events; and cleansing. The Town Centre Manager and the Group work closely with the Safer Neighbourhood Team to tackle illegal trading in cigarettes and DVDs in the town centre as the public identify this as their major concern in the area. Recent press reports indicate that the

policing strategy is beginning to work in identifying suppliers and seizing their stocks and achieving a noticeable reduction in the number of sellers on the street.

The Group are also working on a Marketing Strategy to promote the town centre and encourage more people to use it. This will contain a programme of fun and exciting events to be enjoyed by all ages. A welcome pack containing information about what the town centre offers has been produced for new residents, especially those moving into the Arsenal developments, to encourage them to shop locally and sustainably.

The Town Centre Manager is working with the Street Management Division and the council's cleansing contractor ICSL to improve refuse collection and street cleaning in the town centre, particularly access for the street cleaning machines.

A1 Borough Project

The A1 Borough Project was launched in 2004 to begin to implement some of the council's key aims for neighbourhood renewal and to improve its day to day management practices for the public realm. It centres on the A1 road running along Goswell Road, Upper Street and Holloway Road from the boundary with the City of London to Archway.

The analysis and appraisal work done as the project's first stage identified a number of principal nodes, including the Nag's Head, where works are required to improve pedestrian movement. In this town centre the proposals are to improve pedestrian crossing to better link the east and west sides of Holloway Road: to 'stitch' them together. Improvements are also proposed along Holloway Road from the town centre to the Highbury and Islington roundabout.

The A1 Project is improving the Council's management of its streets with better cleansing, refuse collection, removal of clutter, improved street lighting and control of street use by traders. There are proposals to plant more trees, improve the green spaces adjoining the highway and other measures to support the Borough's biodiversity plan.

Sustainable Transport Strategy

The Sustainable Transport Strategy [STS] for Islington sets out the council's transport objectives and policies to improve Islington's transport environment over the next ten years. It was approved by the Mayor of London in October 2006 and formally adopted by the council in December 2006. The strategy forms the basis of annual funding bids to Transport for London, which provides the bulk of funding for the strategy's implementation. The STS contains a range of transport programmes to be delivered over the next ten years, and a range of transport improvements will be delivered in the Nag's Head town centre.

Section 2

Issues and Opportunities



Issues and Opportunities

This section of the strategy expands on the key issues listed on page 6 and sets out the opportunities for change which the council wishes to pursue with the Nag's Head Town Centre Management Group, Transport for London and other key stakeholders. Specific projects which will take these opportunities forward and assist with bidding for future funding from various sources, including s106 negotiations, are set out in the Projects table in Section Four.

I. Economy

Issues

The Islington Retail Study 2004 and Central London Sub-regional framework indicate a need for growth in floorspace to meet increased demand for both convenience and comparison goods in Islington. The town centre has limited scope for large scale development but needs to attract new investment to expand the range of goods and services on offer and ensure a viable economy for the future.

It also suffers from the perception of a poor, unsafe environment and lack of quality in the goods on offer. There is also an over-concentration of some types of retailer e.g. phone shops and a lack of others e.g. bookstore.

Opportunities

For the future the Council wishes to see:

- a better range of shops – both size of unit and goods on offer, particularly to fill gaps in provision of goods and services within Islington; consultations with shoppers highlighted that they would like to see more multiples, although they thought the area was good for food with perhaps over-provision of small food shops especially fruit and vegetables.
- the Nag's Head Town Centre to complement provision at Angel and Archway so that the two town centres and district centre together provide a substantial proportion, if not all, of the town centre functions and services needed by borough residents.
- the Nag's Head regarded as a centre offering convenience, value and variety and so encourage development investment here and to encourage more Borough residents to shop here.
- linking the two sides of Holloway Road, to improve trading for the businesses on the west side
- business co-ordination and promotion. This is a joint activity between the Council and local businesses. The Town Centre Manager and a strong, active Town Centre Management Group with a wide membership of key local businesses and stakeholders are key to creating a vibrant, sustainable town centre and attracting new visitors.

- encouraging and supporting development of local businesses, employment and training
- improvement of the physical, management and public transport links between the Nag's Head and Angel Town Centres and so support, encourage and promote improvement of retailing, restaurant and leisure businesses along Upper Street and Holloway Road.
- retailing concentrated in the primary frontages which are Holloway Road [both sides] and Seven Sisters Road.
- the major anchors of the Town Centre - Odeon Cinema, Marks and Spencer, Boots, James Selby, Waitrose and Morrison's – remaining within the town centre accompanied by sufficient smaller chains and independent traders for the centre to be sustainable with a distinctive character providing a good mix of national and independent traders.
- the Nag's Head markets contributing to the local choice and diversity in shopping and the overall vitality of the town centre with improved entrances to the Grafton School boot market
- the opportunity taken to include specialised or themed markets and other events to encourage shoppers to use the town centre

There are some opportunities for new development in the town centre which will be further explored in the Site Allocations Development Plan Document (see page 5). These sites could include:

Address	Description
297 – 299 Holloway Road	Holloway tube station and railway arches south of the bridge
254 – 268 Holloway Road	Shops and offices
368 – 376 Holloway Road	Argos and adjoining shops
363 Holloway Road	Marlborough House - City & Islington College
8-32 Seven Sisters Road	Small shops, snooker club, covered market
556 – 564 Holloway Road	Northstar House – government offices
477-453 Holloway Road	Warehousing including Safestore
429-431 Holloway Road	Council hostel
Nag's Head Shopping Centre	See below

A development control advice note is in preparation for the sites at 305 – 323 Holloway Road, which include the arches north of the railway bridge, the old Shell

garage, the Scout centre and improvements to the Biddestone open space. This recommends a mix of uses including retailing or restaurant on the ground floor.

a] Nag's Head Shopping Centre

Issues

The shopping centre has a number of design issues:

- Pedestrian circulation through the centre between Holloway Road and Hertslet/Seven Sisters Roads is not clear. Pedestrians cut through the car park and service yard rather than the route designed into the scheme running between Hertslet Road and Holloway Road.
- The central public space within the scheme is not an attractive one with poor lighting and planting.
- It presents a dead frontage to Hertslet Road.

The management and maintenance of the centre particularly, cleaning of the service yard, need to be significantly improved.

Opportunities

The council has begun working with the owners of the shopping centre to look at ways to improve management with better cleaning of the public areas, better service yard management with the reinstatement of the gates and control of the market and parking in the service yard.

The potential for additional development and internal reorganisation of the centre is also being explored looking at:

- improvements to the central seating area by control of the pigeons; better lighting and possibly allowing a café
- possibility of increasing Morrisons' trading space
- improving the pedestrian access through the centre and creating safer routes through to Seven Sisters and Hertslet Roads
- possible additional development on top of the existing car park
- maximising the linkages and synergies with the Nag's Head covered market, and better managing the market area
- in the longer term, it may be possible to reconfigure the car park to use the ground level for additional retailing/café/service space

b] Evening and Leisure Economy

Issues

The Town Centre currently has little evening trading: many businesses shut in the late afternoon/early evening. The main leisure businesses are the Odeon Cinema and the Sobell Leisure Centre but there doesn't seem to be the linkage between those uses and restaurants, cafes and pubs that exists in other areas.

Some pubs are seen as not friendly to families and so not catering for the main town centre shoppers.

The centre is also seen as unsafe after dark by both shoppers and workers, which discourages businesses from late night opening.

Opportunities

There is potential for businesses to intensify their use, for example most of the Odeon Cinema audience arrive shortly before the film they wish to see. Adding a good café/bar could increase the offer for cinema goers.

Increasing the services the town centre provides by extending the hours of operation into the evening could not only increase the amount of trade but also encourage more restaurants and cafes to start up and improve the sense of safety by having more people in the area.

The National Youth Theatre and proposed Tower Theatre at the former Hornsey Road Baths development will add to the range of leisure opportunities in the area.

The possibility of looking at music licenses for pubs in the area could also be explored.

2. Crime

Issues

People perceive that the area is unsafe especially late at night, even with awareness of the CCTV coverage within the town centre.

The illegal sellers of counterfeit cigarettes and DVDs are seen both as a major nuisance in the area and as a deterrent to attracting new users to the town centre

Shoplifting and pickpocketing, the latter contributed to by the congestion on some of the footways, particularly the area around the Seven Sisters Road/ Holloway Road junction and the stretch between Marks and Spencer and James Selby are an issue.

Opportunities

To reduce crime, and the fear of crime, in the town centre through projects such as the Nag's Head Safer Neighbourhood Team and investment in improving the accessibility and cleanliness of the public realm

To change people's perceptions by explaining what has been and is being done to make the area safe, for instance raising awareness not only of the CCTV coverage but how it is used to improve public safety, and of the help point kiosk, installed on the Holloway Road/Seven Sisters Road junction, which provides a direct link to the CCTV control room allowing cameras to be focussed on the caller and the police to be alerted if necessary.

To remove the illegal sellers of counterfeit cigarettes and DVDs from the town centre and ensure they do not return

To reduce retail crime – shoplifting and pickpocketing – by using the town centre Shopwatch and developing a parallel Pubwatch scheme for the area.

3. Environment

a] Pedestrian movement

Issues

The biggest obstacle to achieving more investment in the Nag's Head economy and attracting new businesses and customers is the amount of traffic which travels through the town centre creating barriers to easy pedestrian movement.

Islington Council and Transport for London share the long-term aims of reducing traffic in London especially use of private cars for short trips and encouraging people to travel by walking and cycling, which can also improve health, and by public transport.

Encouraging people to walk and cycle requires giving them more space on the highway and making it easier for them to move around. This means looking at pavements widths and clearing out obstructions and crossing the roads.

The Seven Sisters Road/Tollington Road gyratory system is part of the network of Red Routes managed by TfL and is considered to cause traffic to speed through the town centre. The Council has an aspiration to reinstate two-way working although TfL, following a recent study, consider this is not feasible at present.

Opportunities

To develop a strategy to improve the street environment to create better pedestrian circulation within the town centre and give pedestrians priority over traffic, which is particularly important in the central section of Holloway Road at the heart of the town centre. The Public Realm Improvements plan, attached as Plan 3, indicates ways in which this might be addressed.

To improve the quality and safety of the pedestrian environment and ease of movement within the area. Specifically, to

- make it easier to cross the main roads,
- make drivers aware they are in an area of heavy pedestrian movement
- address the quality of the surrounding streetscape
- create better pedestrian routes between the Nag's Head Shopping Centre and its car park and Holloway Road and Seven Sisters Road.
- reduce pedestrian congestion on the east side of Holloway Road and south side of Seven Sisters Road

To ensure the public realm and premises serving the public in the town centre are fully accessible, to encourage all businesses to comply with the Disabilities

Discrimination Act and to ensure that any and all development in the area complies with part M of the Building Regulations.

To continue to discuss with Transport for London the possibility of reinstating two-way traffic in Seven Sisters Road/Tollington Road, and to keep this long-term aspiration in mind in commenting on or preparing any streetworks schemes here.

b] Holloway Road [A1]

Issues

The Nag's Head is on the A1 Holloway Road which is a major traffic route into and out of London for public transport, delivery vehicles and long distance private travel.

The width of the Holloway Road carriageway through the town centre combined with the central reservation and its guard-rail encourages drivers to increase their speed and try to overtake other vehicles creating an environment which intimidates pedestrians to the point of making them feel unsafe using the few crossing points which are available.

Opportunities – Working with Transport for London

Transport for London is preparing a Network Management Plan for the A1 in Islington and Haringey, which will consider all modes of transport in the corridor including pedestrians, cyclists and freight. It will look at both north-south and east-west movement, and consider how public spaces can be improved by examining and balancing competing demands for space within the corridor. It will provide an important tool for looking at how the environment and accessibility of the town centre can be improved for all users.

As part of this process the council will encourage Transport for London and the Mayor for London to give priority to pedestrians over traffic within the town centre by considering the following:

- removing all the guard-rail from the town centre, especially the one in the centre of the road which creates a visual as well as a physical barrier within the town centre
- exploring opportunities to provide additional pedestrian crossings to enable crossing between the two sides of Holloway where the “desire lines” exist
- reducing the carriageway width so that Holloway Road has a consistent width from Windsor Road to Highbury and Islington
- increasing the footways on both sides of Holloway Road to create a better pedestrian environment
- using the additional footway space to create meeting spaces, plant trees and allow for more use by restaurants and pubs
- exploring better arrangements for street trading and special events
- providing more cycle parking

c] Seven Sisters Road

Issues

Seven Sisters Road forms the east-bound section of the gyratory system around the Nag's Head town centre. The footways in Seven Sisters Road cause particular problems for pedestrians from their narrowness combined with their use by shopkeepers and licensed traders for sales.

The number of bus routes which use the street cause congestion both of buses and passengers at the bus stops in the street. This makes it difficult for people walking along the street especially those with walking difficulties, accompanied by buggies or small children or laden with shopping. It causes particular problems when secondary school pupils congregate to travel home and can lead to people missing their bus.

Opportunities

Some of these issues will be addressed in the Access Audit project, which is included in the Projects Table in Section Four, as project number 23.

The layout of the bus stops and the area around them should be reviewed. The issue of buses arriving in groups may be alleviated by the new bus priority measures being installed along the 253 route.

For the Street Trading Officer enforce licensing of footways for tables and chairs, and A-boards to remove clutter. The requirement for cafes, restaurants and pubs to be smoke-free from 1 July 2007 is expected to lead to more of these premises to apply for licences.

Bus route works have already widened the southern footway slightly but there are opportunities for further environmental improvements both here and in Tollington Road, the other arm of the gyratory.

The gyratory system should be regularly monitored and reviewed with a view to improving the environment and safety for pedestrians and cyclists

d] Tollington Road/Isledon Road

Issues

This is the eastbound section of the gyratory system around the Nag's Head town centre. Traffic travels very quickly along this road and there are few pedestrian crossings.

There is a section along the boundary of the Sobell Leisure Centre without a footway as the pedestrian route is directed through the leisure centre grounds.

Opportunities

The gyratory system should be regularly monitored and reviewed with a view to improving the environment and safety for pedestrians and cyclists as these roads

combined with Hornsey Road are an important part of the walking routes from Finsbury Park to the town centre and from the town centre to the rail and tube stations at Finsbury Park, and the Park itself: the largest green space in the vicinity.

Reinstating the pedestrian footway on the northern side along the boundary with the Sobell Leisure Centre would encourage people to use this as a walking route.

e] Public Realm

Issues

The town centre has a poor physical environment due to the heavy traffic, the footways being too narrow in places and congested and cluttered in others. There are conflicting demands for footway space between pedestrians and traders.

It has no central gathering space to create a focus for the town centre.

There is also an accumulation over time of street furniture, licensed pitches for street trading, litter bins and signs. These are often placed without regard to what exists or removal of what they replace. Despite recent efforts by TfL and the council there are still areas which need rationalisation, redesign or better enforcement of licences.

There are some alleyways and corners where rubbish can be dumped or misused for other purposes.

Opportunities

As set out in project 23 there will be an Access Audit of the whole area which will provide information for improving the streets and premises in the area to ensure they are fully accessible and comply with the Disabilities Discrimination Act and part M of the Building Regulations.

The Access Audit should also identify areas where licences for tables, chairs, A-boards and trading from the footway can be allowed and where they should be restricted.

All proposals for installation of new street furniture and street works should comply with the Islington Streetbook (February 2005) to ensure high quality of design acknowledging what exists already.

The principles of 'designing out crime' should also be applied to environmental improvement schemes and developments within the town centre.

Continuing to improve street cleaning and refuse collection systems from litter bins.

Developing a wider recycling scheme for businesses and encouraging its use.

Continuing to review refuse collection systems to minimise the amount of time rubbish sacks are left on the street before it is collection. In parallel with requiring space for refuse storage to be provided within all new development and refurbishment schemes in the town centre.

f] Rail Bridges

Issues

The Holloway Road East Coast Mainline bridge should be recognised, and recognisable, as an entrance to the town centre. It is regularly covered in graffiti though it has recently been repainted.

The area in front of Holloway Road tube station links with the area under the bridge to create the pedestrian entrance to the town centre. This area also links with the crossings to London Metropolitan University and Hornsey Road. It is cluttered and the pedestrian routes confusing and convoluted.

The bridge over Seven Sisters Road at Finsbury Park can also be perceived as an entrance to the town centre for people approaching from the east, on the buses from Hackney. Though it is more properly a project for the Finsbury Park strategy improving it would add to the attractiveness of the town centre.

Opportunities

The Holloway Road bridge has recently been painted to cover up the graffiti which has significantly improved its appearance. The 1992 Nag's Head Partnership commissioned designs for a mural panel to be installed on the bridge face to be not only an original piece of graphic design but also a sign welcoming visitors to the town centre and a way of preventing further graffiti appearing on the bridge. A similar approach could be revisited which could also introduce some public art into the area.

The area under the bridge could have a new lighting scheme possibly with displays or artwork on the walls, and painting the underside of the bridge and the central pillar to make the area feel lighter and safer especially at night and so encourage people to come into the town centre.

This should be integrated with an environmental improvement scheme for the tube station forecourt and the Hornsey Road junction to improve accessibility, pedestrian movement and the physical environment, and encourage people to walk into the town centre, as indicated on Plan 3.

g] Lighting

Issues

People feel unsafe at night and have commented that better street lighting will help to overcome this.

Opportunities

The council will be installing a pedestrian lighting scheme for the town centre in 2007. This scheme will make the area feel safer and more secure at night by providing additional lighting over the Holloway Road footways. It will also help to give the town centre a positive identity and define the area that it covers.

The scheme could be extended to the lighting and appearance of Holloway Road Bridge to link the town centre with Holloway Road Tube Station, the Emirates Stadium and the Lough Road and Queensland Road developments.

Lighting key buildings within the town centre can add to the overall lighting levels in the streets and create a more pleasant ambience in an area. Project 23 indicates the desire for this to be explored.

h] Buildings

Issues

The town centre is historically important in the development of the borough and contains a significant number of architecturally and historically interesting buildings with a wide range of styles. Some of these buildings need investment in maintenance and repair and so detract from the attractiveness of the area.

Only a small portion of the town centre, around the Odeon cinema is included in the Mercers Road/Tavistock Terrace Conservation Area, although there are other listed and locally listed buildings in the area and a visual appraisal would indicate that overall the building quality is comparable with other areas which have conservation area status in Islington.

Opportunities

Achieving Conservation Area status would bring additional powers to the local planning authority, most notably control over the demolition of buildings. It also opens the way for the Council, in partnership with English Heritage, to initiate a grant scheme which could assist property owners in improving the public frontages of their buildings, such as shopfronts, and improvements to the public realm. The Council has already operated similar schemes successfully in other commercial conservation areas such as Whitecross Street, Caledonian Road and Chapel Market.

Designating a conservation area requires a separate assessment of the historic and architectural quality of an area. This will be undertaken during 2007 as set out in project 29. Once completed the detailed Conservation Area policy statement and any Article 4 direction (which restricts permitted development rights) found to be necessary will be attached to this strategy.

i] Greenspace and planting

Issues

The town centre has no open space within its boundary and little planting. The open spaces on its perimeter are in need of investment and being open to town centre users.

While there are some well-established street trees in the town centre finding sites for them has not always been easy: tree planting on the central reservation only began in the early 1990s.

Removing the guardrail from the centre of Holloway Road will also remove the floral baskets which provide a much needed splash of colour within the town centre.

Opportunities

While the floral baskets were popular these are not sustainable in terms of watering. Removing the guardrail would allow more creative use of the central reservation, possibly adding permanent planters or expanding the tree pits to allow a wider range of planting here.

New development in the area should have green roofs and good landscaping on the frontages to the public spaces.

Creating an open frontage for the Biddestone Open Space on to Holloway Road would allow passers-by to see the greenery there, even if access was not possible.

Any reworking of the Sobell Leisure Centre would include measures to create a more usable safe and accessible green space with links to Kinloch Park.

Identifying the town centre

a] Boundary markers

Issues

The town centre is linear making it hard for users and businesses to identify it precisely.

Opportunities

Marking its boundaries will help to define it as a centre and assist in developing its character.

This could be achieved by the introduction of specially designed markers; either by commissioning an artist to create pieces of public art or by installing wayfinding pillars on the town centre boundaries. This will need further discussion with the Town Centre board and TfL.

b] Public Art in the town centre

Issues

There is little existing public art in the town centre. Public art can assist in providing an identity for the town centre and generally add to the interest and attractiveness of public spaces.

Opportunities

Ways to introduce public art into the town centre need to be explored and sites identified. Art and crafts can be built into development and environmental

improvement schemes by applying the percent-for-art policies contained in the UDP 2002, where 1% of the construction costs are used to incorporate art and craft work in a development scheme.

Other sites with some potential for installations include:

- the Odeon cinema Holloway Road elevation
- the area in front of the cinema should the pedestrian crossing/road junction be rationalised
- the wider footways in Camden Road
- the central reservation once the guard rail is removed

However, it should be borne in mind that some of these sites also provide opportunities for additional tree planting and a balance has to be struck between the two aims.

Section 3

Management of the Area



Management of the area

Good day-to-day management of the area by both the council and the other stakeholders is essential to achieving the level of improvement everyone wants to see in the town centre.

Town Centre Manager and Group

The Town Centre Management Group (TCMG) has developed into a strong, active body which is working closely with the council to manage and improve the town centre. The board of the TCMG meets monthly, and has quarterly meetings with the Director and Assistant Directors of the council's Environment and Regeneration department.

The TCMG plan to produce an annual Delivery Plan by which their achievements can be measured, and have already set up sub-groups to focus on their priority areas: crime and anti-social behaviour; events and marketing; and cleansing. The Group has already:

- Produced a draft Marketing Strategy to promote the town centre and the diverse range of shops and goods it offers. It contains an events programme which not only aims to offer enjoyable events for existing users of the town centre, but also to attract new people to the area. This will include special events such as the various specialist markets which have been arranged in 2006, with the hope of developing an annual festival.
- Investment in the area from existing businesses. Over the last two years businesses have contributed thousands of pounds towards the festive lights and provide in kind support through meeting space and refreshments given free of charge. Many businesses have invested in refurbishments and as progress is made in the town centre, businesses will increasingly see the value in investing both in their own properties and projects to improve the whole town centre.
- A Shopwatch radio link scheme is in operation, which includes the police. With the assistance of the police the scheme will be improved and extended to smaller, more vulnerable businesses, especially those who have been repeat victims of crime.
- Pubwatch – developing a scheme for the town centre in parallel with Shopwatch would assist in making people feel safe in using the town centre, particularly on match days when there are more visitors to the pubs and restaurants in the town centre.

Policing against cigarette sellers and other illegal street-trading

Illegal trading was identified as the major issue to be tackled in the town centre and the consultation in 2006 shows it causes more annoyance to the public than any other matter.

A strategy has been developed to eradicate illegal trading from the Nag's Head, the main part of which was to obtain dedicated enforcement. This has been achieved by creating a Safer Neighbourhood Team specifically for the Nag's Head Town Centre and the appointment of a Street Trading Officer focusing solely on the area.

There are two parts to dealing with this:

- Removing the sellers; tackling both the supply and campaigning to reduce the demand from shoppers
- Letting the public know what is being done and how they can assist

This is a joint operation between the Council, Police, Town Centre Management Group, Revenue and Customs, PCT and immigration service. So far the following actions have been taken:

- An advertising campaign to raise public awareness that the cigarettes being sold are counterfeit.
- The Safer Neighbourhood Police Team [SNT] becoming operational in August 2006
- The street-trading officer starting work in September 2006
- Additional CCTV cameras installed to reassure the public and monitor crime and illegal trading hot spot areas.
- Confiscating goods from buyers began in September 2006, with a poster campaign informing the public that this was going to happen displayed throughout the town centre in July/August. Persistent offenders will risk prosecution.
- Dedicated solicitor to be appointed to deal with prosecutions and develop arrangements with the courts to process the trials and sentencing

By May 2007 this strategy has achieved a 70% reduction in the number of illegal traders in the area and two of them receiving custodial sentences from magistrates.

Next steps will include:

- Further advertising and a possible press conference in 2007 to publicise results.
- Campaigning with London and Central government to provide better laws for dealing with these issues.
- Exploring setting up ways for the public to pass information about illegal trading to the police
- Increasing confiscations from buyers
- Obtaining more ASBOs and injunctions against the sellers

To continue this work the Council recognises there is a pressing need for premises in the area to be a base of operations for the Safer Neighbourhood Team and a contact point within the town centre and will look for appropriate contributions to be secured by s106 from development proposals which increase the demand on policing.

Communication & monitoring

Consideration needs to be given as to how to best explain what the council is doing to improve the town centre, especially where change is gradual and so possibly not perceptible to regular users of the town centre.

Publicity campaigns to raise awareness of the illegal street trading problems in the area and how we are tackling it have proved quite successful with a decrease in the numbers buying from the sellers. The arrival of the Nag's Head Safer Neighbourhood Police Team has also been well publicised and part of the strategy is to produce a steady stream of press releases and good news stories to keep the public informed about the progress being made.

It is important that all progress being made in the town centre is publicised, including the work of the Town Centre Management Group and the investment being made by the council. Given the amount of work that will be generated through this and the town centre marketing strategy, the council needs to consider what resources can be allocated to properly deliver it. The case for employing a dedicated town centres communications officer should be explored.

Street trading

Legal street trading can give colour to the streets and provide goods at low prices provided that it is properly managed. The Council is producing a strategy for markets throughout the borough dealing not only with the street markets but also off-street markets and scattered pitches

In Seven Sisters Road more attention needs to be given to ensuring that trading from the footways and the use of the footway for tables and chairs and A board displays is properly licensed. The council published advice on this in 2006/7 in "Assisting Pedestrians and Shoppers", which sets out not only how to apply for a licence but also what criteria the licensee must abide by.

Waste reduction and cleansing

The Council has been working to improve its refuse collection service to residents and businesses, recycling and street cleaning. There are still issues in the town centre to be addressed which include:

- the need for increased street cleaning in Seven Sisters Road and management of the street traders' refuse
- litter throughout the area but particularly around the fast food outlets
- dealing with graffiti
- ensuring that business refuse collection is all done to the same standard

- improve recycling by encouraging all businesses, particularly retailing and food to continue to reduce packaging, use packaging supplied from bio-degradable/ recycled and recyclable materials
- and to recycle – there is a pilot scheme for collecting glass from pubs and restaurants at the Angel which should be extended to this town centre
- ensuring that the private areas managed by businesses and their cleaning contractors, particularly the service yard for the Nag's Head Shopping Centre and the area around the covered market, are also cleaned to good standards and dumping dealt with promptly.

Section 4: Projects



Projects : underway and potential

	Title	Description	Timescale	Costs/ Funding	Manager
Town centre management and regeneration					
1	Nag's Head Safer Neighbourhood Police Team	Primary role is to remove the illegal cigarette and DVD sellers permanently. Also to provide a visible and reassuring police presence to reduce crime and equally the fear of crime	Operational now	Funded by Met Police	Superintendent Alan Baldwin
2	Street Trading Officer	Enforcement against illegal street trading, control of the scattered sites [kiosks] in the town centre and licensing trading in front of shops and cafes.	Until April 2008.	£25,000 from Community Enforcement funding	Public Protection
3	Internet café in Scout centre	Job search assistance	On-going .		Regeneration
4	Marketing Strategy	To promote and brand the town centre to encourage more shoppers To devise and implement an programme of events	Drafting underway. Some events already held	£20,000	Town Centre Board
5	Business assistance	Shopfront grants and advice to support declining businesses		£30,000 from LDA	Regeneration

6	Environment & Regeneration Management Team and Nag's Head Town Centre Group quarterly meetings	To discuss better management of the town centre and develop the partnership between the town centre board and the council	Underway and on-going		Kevin O'Leary, Director of Environment and Regeneration
Public realm/ highways					
7	Bowmans Mews/Hercules Place	Highways maintenance – repaving, replacing the school fence, new planting, restricting access and creating 3 parking spaces to prevent fly tipping	Completion by March 2007	£50,000	Owen Davies, Street Management
8	Bowmans Mews/Hercules Place	Installation of CCTV camera	By March 2007	£30, 000	George Heath, Parking Services
9	Improved pedestrian lighting for the town centre	This will introduce additional lighting directed at the footways in Holloway Road, with the lights at a lower level than the ones used for vehicle traffic.	Summer 2007	A1 Borough Project	Martijn Coolijmans, Street Management
10	Improve northern section of Hercules Place	Resurfacing and improved cleaning. Consider measures to prevent dumping.			
11	Improvements to Holloway Road rail bridge [and possibly Finsbury Park]	Lighting the bridge and improving the lighting underneath for pedestrians			

Transport for London					
12	Works on 253 bus route	Improvements to bus lanes and travel times for this route; some changes to public realm and footways as a result. Footways in Seven Sisters Road already widening slightly on south side.	Scheme development in progress	TfL	Dain Street TfL
13	Central London pedestrian study	Underway	Underway	TfL	
14	Network Management Plan. Looking at all traffic movement along and across the A1 corridor and considering impact on public realm and environment	Underway		TfL	
15	Improve area in front of Holloway Tube Station including both bus stop congestion and improving the pedestrian crossing at Hornsey Road/Holloway Road junction to give better access to Holloway Road tube station.				
16	Freight partnership work			TfL	Street Management

17	Safer crossing of Holloway and Seven Sisters Roads	Aspiration to be further discussed between LBI and TfL			
18	New pedestrian crossing	Install new crossing midway between Seven Sisters and Tollington Roads			
19	Removal of guard-rail from centre of Holloway Road	Aspiration to be further discussed between LBI and TfL		Possible application of s106 environmental improvement monies	
20	Improve footway drainage in Seven Sisters Road				
21	Reinstate footway on Tollington Road alongside the Sobell Leisure Centre site to Finsbury Park	Aspiration to be further discussed between LBI and TfL			
22	Reduce speed of traffic through town centre	Aspiration to be further discussed between LBI and TfL			
Environmental improvements					
23	Lighting landmark buildings	Uplighting architecturally interesting buildings to improve the appearance of the town centre		£50 – £70,000 – est Funding to be sought	
24	Access audit	To fully audit the accessibility of the town centre – footways, pedestrian crossings and entrances to shops – to create a database of deficiencies which can then be addressed through future planning applications/building control applications and the design of highways schemes.	Audit has been completed. Draft report is being reviewed.	£15,000	Disability Action in Islington/ Islington Access Officers

25	Replacing the existing benches	Opportunity to install well-designed and well-crafted street furniture		Could be a project for s106 funding.	
26	Tree planting	Some sites identified. Could replace central guard-rail			
27	Hanging baskets and flower baskets	Installation on central guard-rail has been applauded and appreciated. Alternative provision should be made when the guardrail is removed		Funding for 2007/8 agreed	Greenspace Bob Gilbert
28	Additional cleaning of Seven Sisters Road	Additional street sweeper to be employed. Need to explore resources available			LBI/ICSL
29	Grafton School Travel Plan	Being prepared by Road Safety team			
30	Grafton School playground	Possible s106 scheme for improvements to playground and boundaries			
	Other				
31	Holloway Road Hostel – 429-431 Holloway Road	Council owned property to be disposed of. Planning advice will be needed		Potential s106 funding	Planning
32	Conservation Area status & improvement works thereafter	Analysis of area to establish whether CA status achievable/appropriate. Development of bid for funding for grant aiding improvements and repairs e.g. HERS A number of buildings on Holloway Road have already been identified as of interest	Aim to report to Area committees in 2007	Within Planning revenue budget for staffing costs	Planning – Design and Conservation

		and listed or locally listed. An visual survey of Seven Sisters Road indicates other buildings which should be further assessed. Together these show some of the properties which could form the basis of a new conservation area for the Nag's Head. There are various options for this ranging from a small nucleus around the junction itself to a much wider coverage, including longer sections of Holloway Road and Seven Sisters Road. The opportunity would also be taken to rationalise the boundaries of the existing nearby Mercers Road/Tavistock Terrace Conservation Area which already includes various buildings on Holloway Road, such as the Odeon Cinema. The Odeon Cinema might, for example, be 'moved' into a new Nag's Head Conservation Area.			
33	Public art	Installation of public art on junction of Holloway Road and Camden Road			
34	Borough markets and street trading strategy	Overview of how all markets – street, boot, private and scattered pitches – are managed in Islington.	Expected delivery May/June 2007	Public Protection budget	Dave Fordham Public Protection

35	To develop the practice of businesses not only delivering large items e.g. white goods but also collecting, and correctly disposing of, the item being replaced.				
36	To encourage more sustainable shopping by asking stores to make it possible for customers to shop for large items without having to travel by car and to encourage further freight and deliveries initiatives through the Freight Quality Partnership.				

Plans and Appendices

Appendix I

Current planning policy: – Islington Development Plan Chapter 8

The existing planning policies for this area are set out in Chapter 8 of Islington's Borough Plan 2002 as follows:

- S1 The Council has designated the Nag's Head and the Angel as town centres, and wishes to encourage new investment which enhances their quality and the range of services on offer; including retail, leisure, health facilities and other appropriate town centre uses. The Council will monitor the health and vitality of the two centres and will identify their assets, any opportunities for change and their capacity to accommodate new investment.**

- S2 The Council will promote the comprehensive and co-ordinated improvement of retail uses, other town centre uses and related facilities, in order to make the town centres more attractive, efficient and convenient. Where appropriate the Council will designate sites for new retail or other associated uses.**

- S3 To ensure that sites considered critical to the improvement of the Nag's Head and the Angel are made available for development by the use of compulsory purchase powers if necessary.**

PPS6, the latest advice from Central Government on Retailing policies published in 2002, asks local authorities to identify sites to meet development need for the next 5 years. Islington has seen a substantial growth in residential development in the last 5 years and needs to provide for the retail, leisure, entertainment needs of those residents.

Work being done to develop a retailing framework for London to implement the London Plan has identified a need for retailing growth linked to both current and projected population growth in the capital and current and projected increases in disposable income.

Protected Town Centre Shopping Frontages

- S4 In the town centres, the Council will designate core retail frontages and secondary retail shopping frontages, as shown on the Proposals Map, where the concentration and consolidation of retail activity will be encouraged.**

8.1.9 Changes in shopping habits, and past population decline, now mean that a more centralised form of shopping is appropriate. Policies for each of the above designations are set out in policies S5 and S6, and paragraphs 8.1.10 to 8.1.12 below. The boundaries of the protected areas are shown on the Proposals Map and on Map 20. Addresses are listed in schedule 5 (S1-S4).

Core Retail Frontages

S5 Within ‘core retail frontages’ the Council will not normally permit redevelopments or changes of use which would result in a net loss of retail floorspace. However proposals for changes of use from class A1 (retail) on the ground floor of core retail frontages may be permitted where:

- i) the overall proportion of non-class A1 units in the core area does not rise above 20%;**
- ii) the use makes a positive contribution to the vitality of the core retail area (e.g. building societies, banks and restaurants);**
- iii) the use does not result in a gap of more than one non-class A1 use in any frontage;**
- iv) the use will not detract from the appearance and character of the retail frontage.**

8.1.10 Core retail frontages are where retail activity is concentrated and where the Council wishes to consolidate shopping facilities. Whilst other uses, particularly those in A2 use (professional uses) and A3 use (restaurants and the like), may contribute to the vitality of a core retail frontage, an over concentration of such uses are just as likely to undermine and detract from its retail character. More importantly, they will also result in a loss of class A1 (retail) floorspace. Certain class A2 uses are considered to be more suited to secondary retail areas than to core retail areas, e.g. betting offices, insurance brokers, employment and estate agencies. The Council will therefore resist proposals for the location of such uses in its core retail frontages.

8.1.11 This policy will be implemented on ground floors. However in relation to major retail redevelopment schemes and existing department stores and multiples, the policy may be applied to floors above or below ground level as well, with each case being judged of its own merits. Advice on how the Council will apply the policy is included in the Planning Standards Guidelines. It should be noted that sub-section (iii) above is not intended to prevent A2/A3 uses expanding into adjacent premises.

Secondary Retail Frontages

S6 Within secondary retail shopping frontages the Council will seek to retain the general retail character of the frontage while permitting a limited number of non-retail units. Suitable non-retail uses include banks, building societies, job centres, small service offices, advice centres, restaurants and community uses which are appropriate to a town centre. In judging the acceptability of non-retail uses in these frontages the Council will have particular regard to the following:

- i) the existing proportion of non-retail units. These should normally be limited to a maximum of one-third. Gaps of more than two non-retail uses in any frontage should be avoided;
- ii) the number of similar uses in and around the area;
- iii) the compatibility of the use with a shopping frontage;
- iv) the impact on the physical environment and whether the use would adversely affect the appearance of the frontage.

8.1.12 Outside the core retail frontage a less rigid policy on changes of use from shops to other uses appropriate to a shopping centre is adopted. These frontages contribute to the range of shopping facilities offered, whilst allowing a suitable mixture of retail and non-retail uses.

Town Centres - Core Retail Frontages

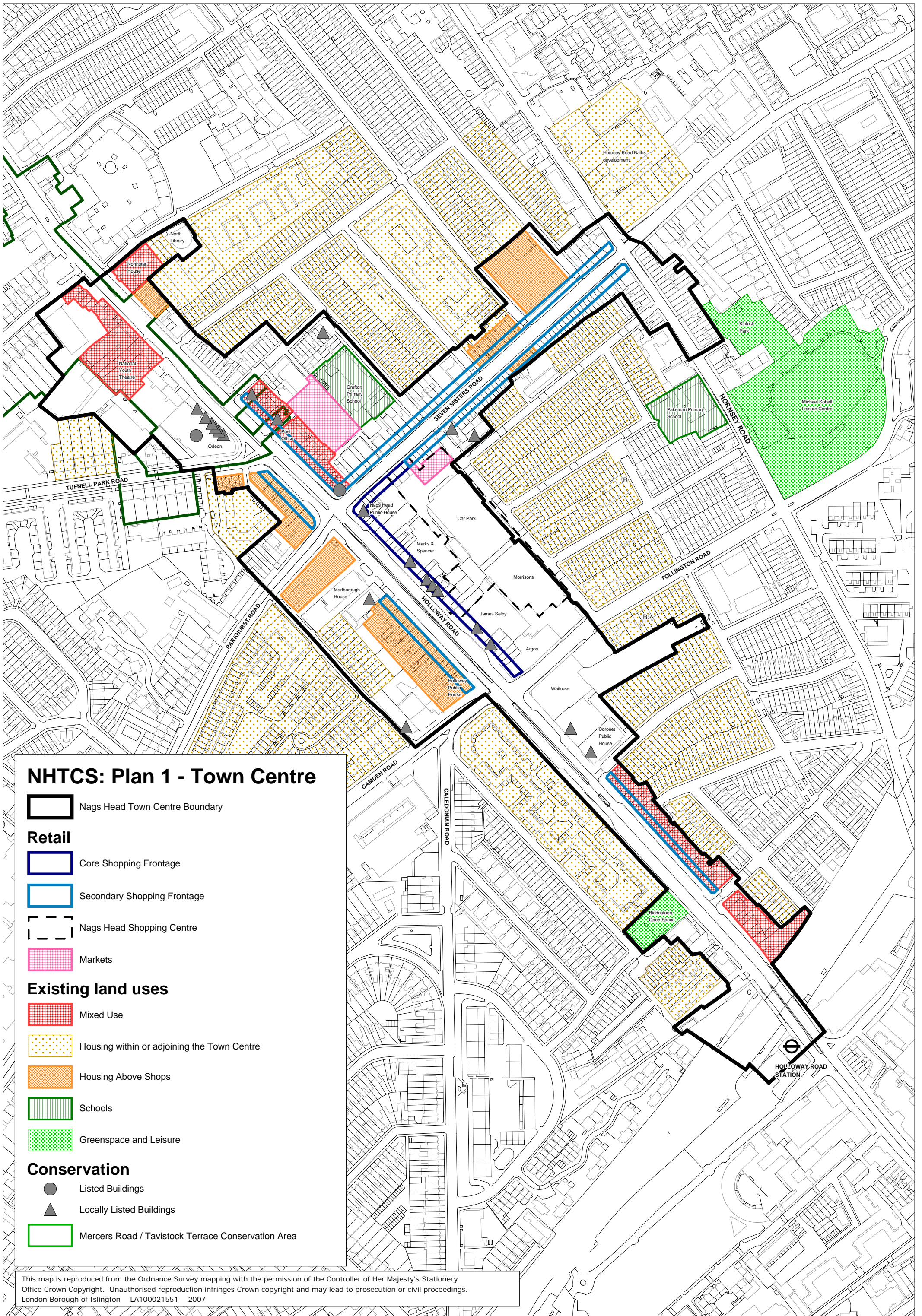
(see policy S5)

Ref	Street	Address
S1 Nag's Head	Holloway Road Seven Sisters Road	338-456 (inc Nag's Head Centre) 2-22

Town Centres - Secondary Retail Frontages

(see policy S6)

Ref	Street	Address
S3 Nag's Head	Holloway Road Holloway Road Seven Sisters Road	280-336, 458-504 341-375, 379, 403-417 1-95, 24-124



NHTCS: Plan 1 - Town Centre

Nags Head Town Centre Boundary

Retail

Core Shopping Frontage

Secondary Shopping Frontage

Nags Head Shopping Centre

Markets

Existing land uses

Mixed Use

Housing within or adjoining the Town Centre

Housing Above Shops

Schools

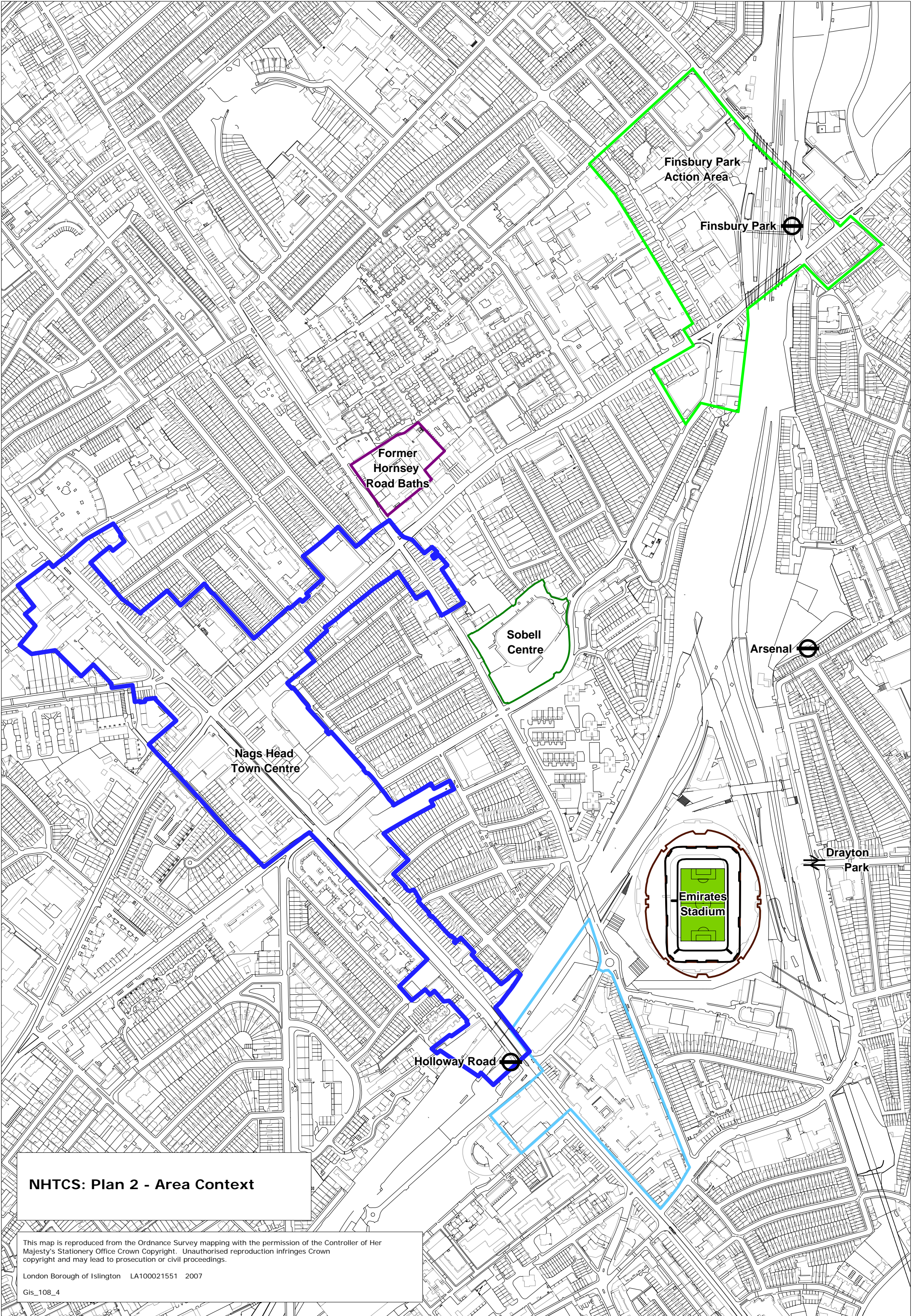
Greenspace and Leisure

Conservation

Listed Buildings

Locally Listed Buildings

Mercers Road / Tavistock Terrace Conservation Area

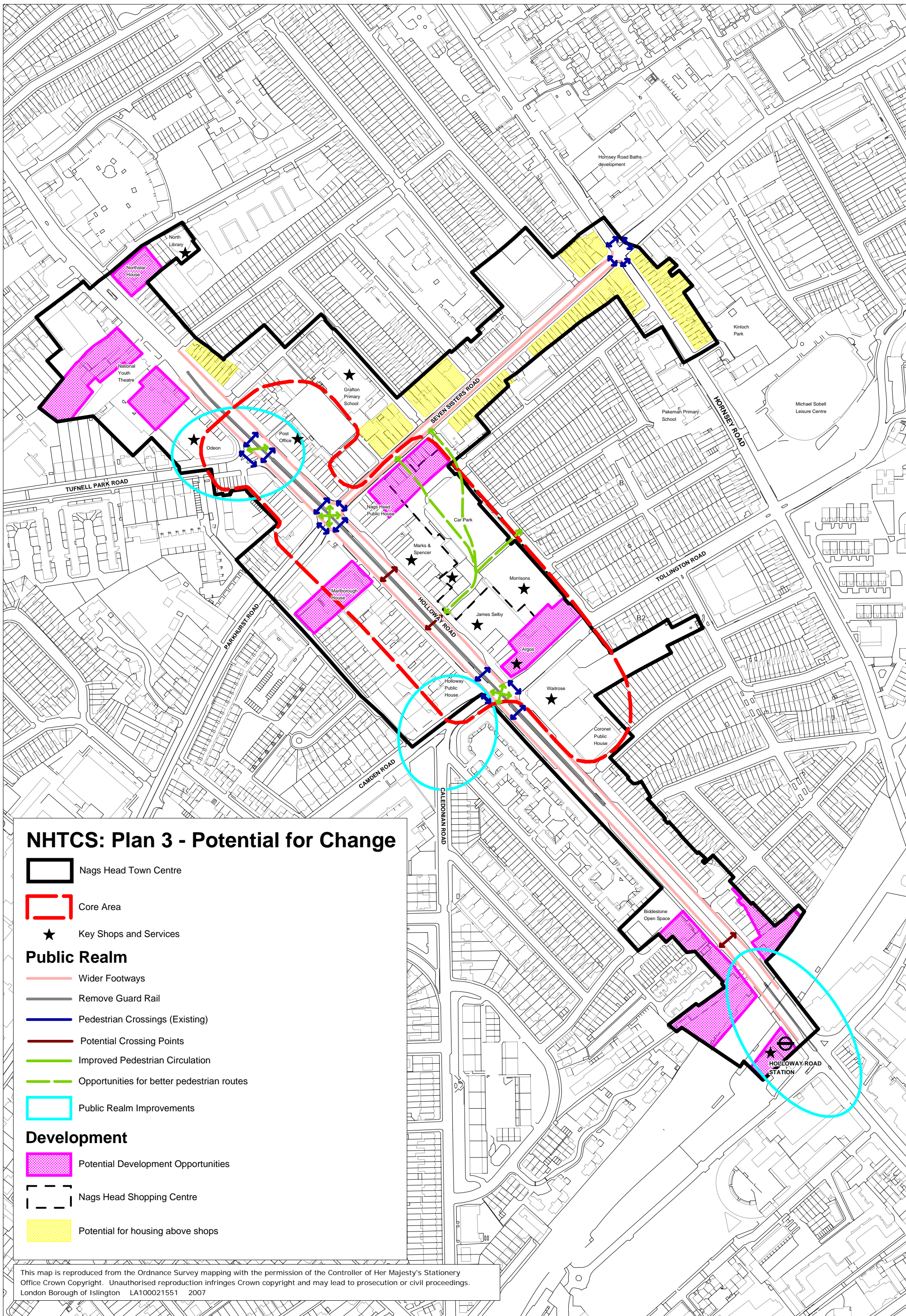


NHTCS: Plan 2 - Area Context

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NHTCS: Plan 3 - Potential for Change

Nags Head Town Centre

Core Area

Key Shops and Services

Public Realm

Wider Footways

Remove Guard Rail

Pedestrian Crossings (Existing)

Potential Crossing Points

Improved Pedestrian Circulation

Opportunities for better pedestrian routes

Public Realm Improvements

Development

Potential Development Opportunities

Nags Head Shopping Centre

Potential for housing above shops

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