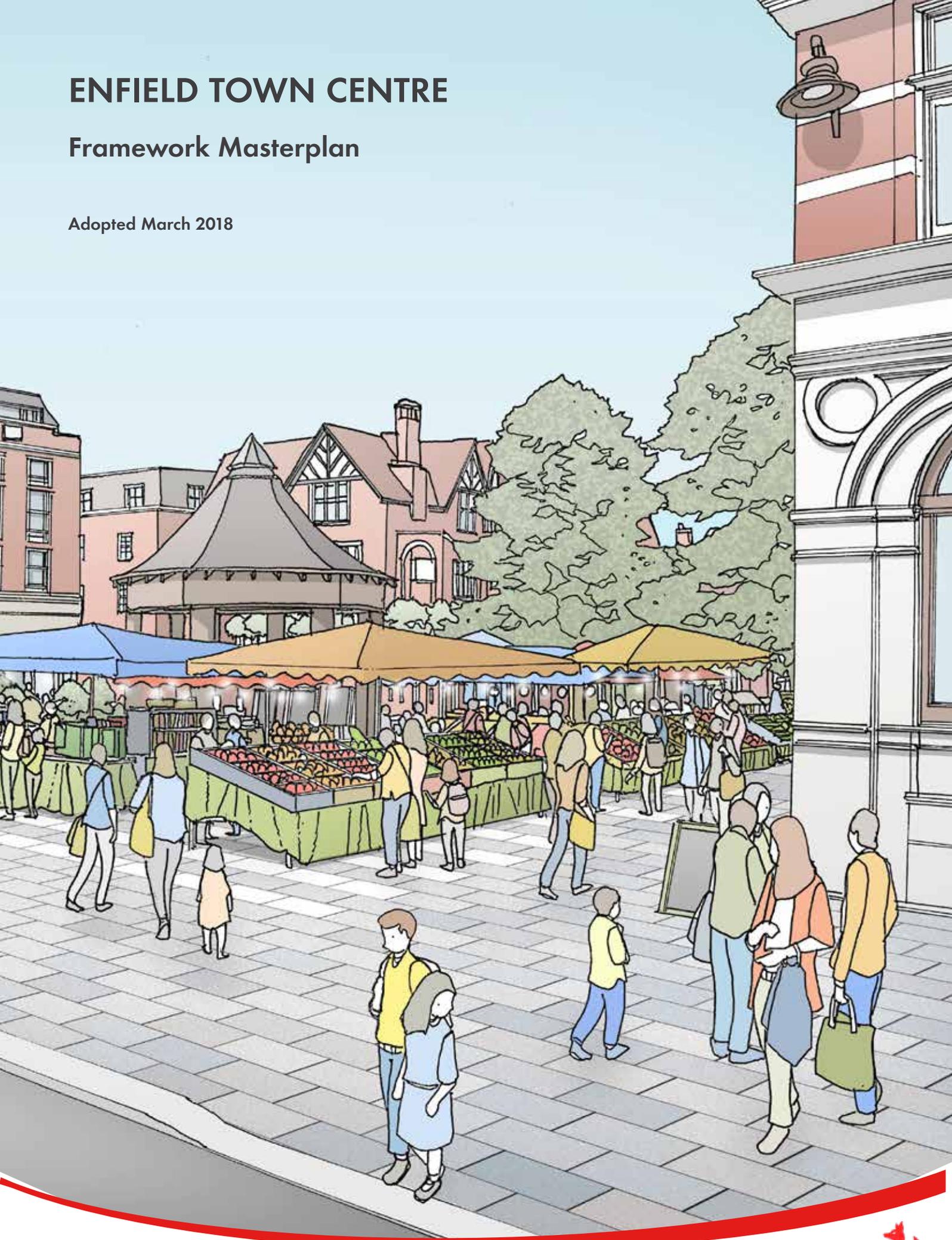


ENFIELD TOWN CENTRE

Framework Masterplan

Adopted March 2018



FOREWORD



The ancient Greek philosopher Heraclitus once wrote, "Change is the only constant in life". Few if any voices have ever disagreed with this truism in the millennia since it was first expressed. The main thing that distinguishes societies then is how they react to the permanence of change.

At London Borough of Enfield, we view change with optimism and confidence in our people's ability to craft a better future. There may be elements of our historic market town that we love and will continue to protect, enhance and carry forward into the 21st century. But nostalgia has never given good counsel.

With the explosion in online shopping and significant competitive advantage of modern retail parks, consumer behaviour has changed, probably for good. What we now want from our town centres are leisure experiences such as eating out and other forms of recreation. It is a dramatic change and one that makes it almost impossible to imagine ever returning to the spatial commercial organisation that we had in the past. The implications for Enfield town centre and our high street are obvious and indisputable – the functions they serve in the future will be very different from the ones they performed until now. Enfield Town needs to adapt and plan for this change. The present document is a first step in that direction.

This adopted framework masterplan has developed extensively beyond the draft document that was sent out for consultation in summer 2017. It takes many of respondents' aspirations for change into account, as well as their concerns.

There is a strong consensus among business people, economists and academics alike that the town centres which will thrive in the future are the ones incorporating greater leisure and entertainment into their offer. This plan welcomes that vision and lays the groundwork for its implementation. Your Council is going to do everything it can to retain and sustain as many as possible of the wonderful assets comprising our beautiful Enfield Town. But this can only be achieved if we combine our conservation agenda with a real willingness to embrace the changes that are the only way of attracting the residents and consumers we need to ensure the future viability of our Town and the businesses operating there.

Thank you for reading this document in the same optic of realistic aspiration as the one that guided the authors. It is high time that plans to mould the future of Enfield Town be as bold as the forces rocking it. Thomas Paine once wrote that a person of good faith "smiles in trouble, gathers strength from distress and grows brave by reflection". Let us be brave together and populations yet unborn will thank us for the changes made today.

Cllr. Sitkin
Cabinet Member for Economic
Regeneration and Business

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The central premise of this masterplan framework for Enfield Town is to preserve and enhance its historic market town identity while helping to develop a town centre that meets the future needs of a growing London borough. Enfield Town will become a distinctive centre for residents, one that can meet the demands of diverse employment, better connections, living spaces and cultural activities.



Artists's impression of Enfield Town Market Square which is the spiritual and ceremonial heart of Enfield Town. A rejuvenated Market Square will be more intensively used for market related events, with less parking and an improved range of stalls

Illustrative only - subject to planning and relevant Council policies

Artists's impression of a converted and renovated Magistrate's Court building on Windmill Hill. The building has become a focal point for this part of Enfield, with a restaurant on the ground floor level with flexible start-up office studios available elsewhere in the building.

Illustrative only - subject to planning and relevant Council policies





Artists' impression of Church Street looking east from the Library Square towards Enfield Town Station. Church Street frontages have been transformed with new restaurants and cafe bars taking advantage of their south facing aspect and spilling out onto the pavement. Upper floors have been brought back into use and modern new apartments, set back from the main facade, have been added at rooftop level. Combined with an adjacent redeveloped Little Park Gardens bus stand site, the location has radically transformed as the new high quality gateway to the town centre from the west.

Illustrative only - subject to planning and relevant Council policies

Hand drawn axo-aerial view of the Enfield Town Centre masterplan framework proposals. A number of different types of intervention are envisaged, as follows:

1. Public realm improvements - alongside future initiatives to enhance both walking and cycling, a range of other public realm and environmental improvements could be prioritised including investment in the Market Place, improved market activity and reducing the levels of public parking in the Square.

2. Development opportunities - a range of key development opportunities have been identified in the centre, with a particular focus on available sites in the immediate vicinity of Enfield Town Station.

3. A diverse programme of activities across Enfield's key spaces. Such a programme could see major family friendly events taking place in Town Park for example. Such a programme would help to promote the town and increase seasonal footfall in the principal shopping streets.

Illustrative only - subject to planning and relevant Council policies



1

1.1 INTRODUCTION TO THE ENFIELD TOWN SPD

Enfield Town is the cultural hub of the borough as well as its primary shopping, commercial and administrative centre. Enfield Town is designated as one of London's thirty five Major Centres in the London Plan and as such provides an important shopping and service centre for the entire Borough and beyond.

The majority of the town is designated as a Conservation Area and contains many listed buildings, the historic Market Place and other heritage assets. The environment within the town centre is further complemented by the presence of numerous green spaces such as Town Park and Chase Green and the New River which runs through the centre.

Enfield Town benefits from good strategic connections. This commercial heart runs alongside the A110, which represents one of the key east to west corridors through the Borough. Enfield also contains two train stations, Enfield Town and Enfield Chase, which provide access to London's Liverpool Street and Moorgate stations to the south, and Welwyn Garden City and Stevenage to the north.

Enfield's prominent commercial and civic role is focused on the high street environment of Church Street, the Palace Gardens and Exchange Shopping Centres, the Council's own administrative headquarters and chambers, civic facilities such as the Library, a collection of heritage assets, the Market Place and a focal point for bus services and a gateway for rail services. Enfield Town Centre has seen new housing and retail developments. The Town Centre has traded well through an era of significant change in the retail sector.





The Grade II* listed St Andrew's Church, Enfield which has 12th Century origins

Opportunities and challenges

However, Enfield Town Centre now needs to respond to a series of challenges and opportunities in order to successfully define its future. These include:

- A series of site development opportunities, which need a coordinated response
- Future retail directions and roles for the town centre
- Future civic roles
- Strengthening the visitor and evening economy role
- The potential for new housing
- The form, quality and density of new development
- Creating a high quality public realm network, including gateways, connections and destinations
- Integrating with investment in the transport and highways network
- Preserving and enhancing the character and setting of the conservation area and its setting through redevelopment of sites having a negative impact and carefully interrogating modern developments in historically sensitive settings
- Ensuring an active, vibrant town centre with well occupied business space and attractive services for the residents of Enfield and surrounding communities

Purpose of the SPD

Within this context Enfield Council has prepared this Supplementary Planning Document for Enfield Town Centre. This SPD has investigated:

- The future of key sites such as: Genotin Road Car Park, St Anne's School, 34/38 London Road, the Royal Mail/GPO and Tesco site and a range of smaller infill sites across the town centre
- The future retail and commercial role of London Road
- Targeted redevelopment of the island site between Genotin Road and London Road
- The challenges facing the town centre including Market Place, vacancies along Church Street and connectivity and integration between the existing shopping centres and the wider centre
- Potential intensification of the Tesco / GPO site
- Potential intensification around Enfield Chase Station
- The potential role of other, smaller sites
- Interfacing with the options being assessed for the Cycle Enfield initiative – technically and in terms of timetable
- Future configuration of the station and its entrances
- Assumptions regarding linking Southbury Road and Genotin Road
- Other highway projects
- The future of parking at Market Place

The purpose of the SPD is to provide a strong and deliverable vision for the future of the town. Through technical investigation, design analysis and consultation this will advance the policy framework for the town centre and key locations beyond that set out in the Local Plan.

The Enfield Town Centre SPD provides a planning policy framework for the area, addressing development, public realm and movement domains. The SPD also provides guidance for key sites. The SPD will play a vital role in ensuring that high quality, successful schemes are delivered across the Town Centre and ensure that plans for individual sites integrate with the surrounding townscape and each other; while preserving and enhancing the character and setting of the conservation area.

The process involved in preparing the SPD has also provided a key opportunity for members of the local community and local stakeholders to have a significant input into the future of Enfield Town Centre.

SPD vs AAP

The adopted Enfield Core Strategy (2010) refers to an Enfield Town Area Action Plan, supported by a masterplan, being prepared to help co-ordinate the regeneration of the area around Enfield Town Station. A view has been taken by Enfield Council to progress with a high level town-wide masterplan. There are a number of reasons for the decision to progress with a masterplan alone rather than an AAP and for the extent of the masterplan to be widened out to:

1. The programme implications associated with AAP production are considerable – it takes a significant amount of time to produce and adopt an AAP;
2. The progress being made on the Cycle Enfield initiative and other town-wide initiatives suggested that a town-wide strategy was required rather than one that focussed on the future of the area around Enfield Town Station alone;
3. The emergence of key sites and the need for development, planning and design guidance to help guide investment decisions as quickly as possible.
4. The emergence of a renewed vision for Enfield Town.
5. Respond to current retail challenges facing the high street including the cluster of town centre vacancies.



what
you
said...

1.2 CONSULTATION FEEDBACK

Consultation on the draft Enfield Town Masterplan Framework SPD took place between 10 July and 25 September 2017. During this time there were four drop-in sessions combined with more focused engagement with key local stakeholders and local groups.

Approximately 200 comments were received, many of which addressed a number of issues. A summary of the key issues that emerged through consultation can be outlined as follows:

- Identifying the tension between accommodating new growth and protecting the market town character of Enfield;
- In particular, the issues associated with new development and its impact on heritage assets and the need for good quality design;
- The tensions between town centre activity, promoting new residential and mixed-use developments and the impact on the amenity of established neighbourhoods;
- The potential loss of accessible surface car parking was a concern for both residents visiting the centre and local business;
- The need for supporting infrastructure to be planned-in to support any growth was emphasised; and
- Concerns regarding promoting new retail growth in the context of increasing retail vacancies of existing units.

The SPD Masterplan Framework has been revised in light of this feedback.

2

2 ENFIELD TOWN IN CONTEXT

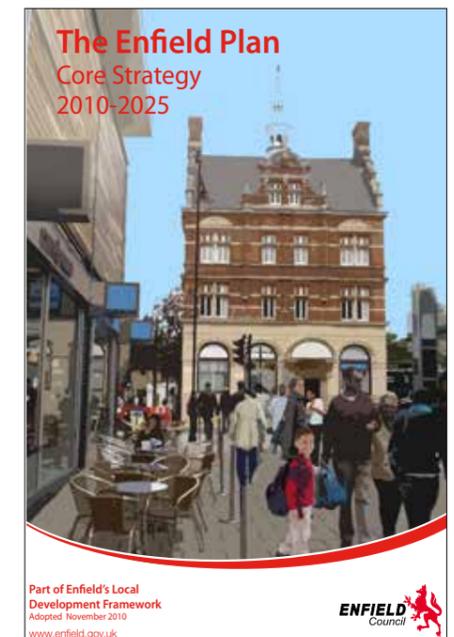
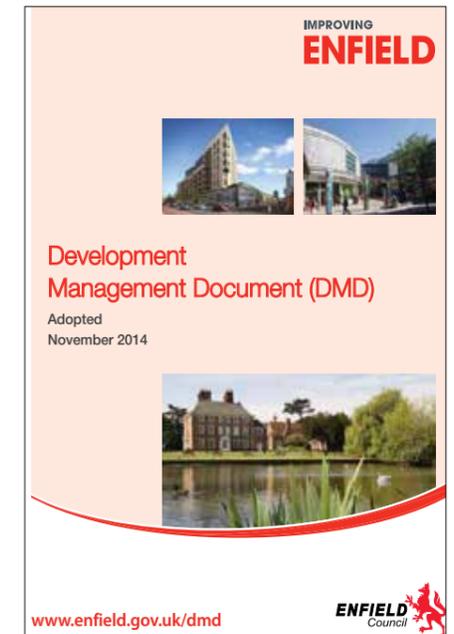
2.1 INTRODUCTION

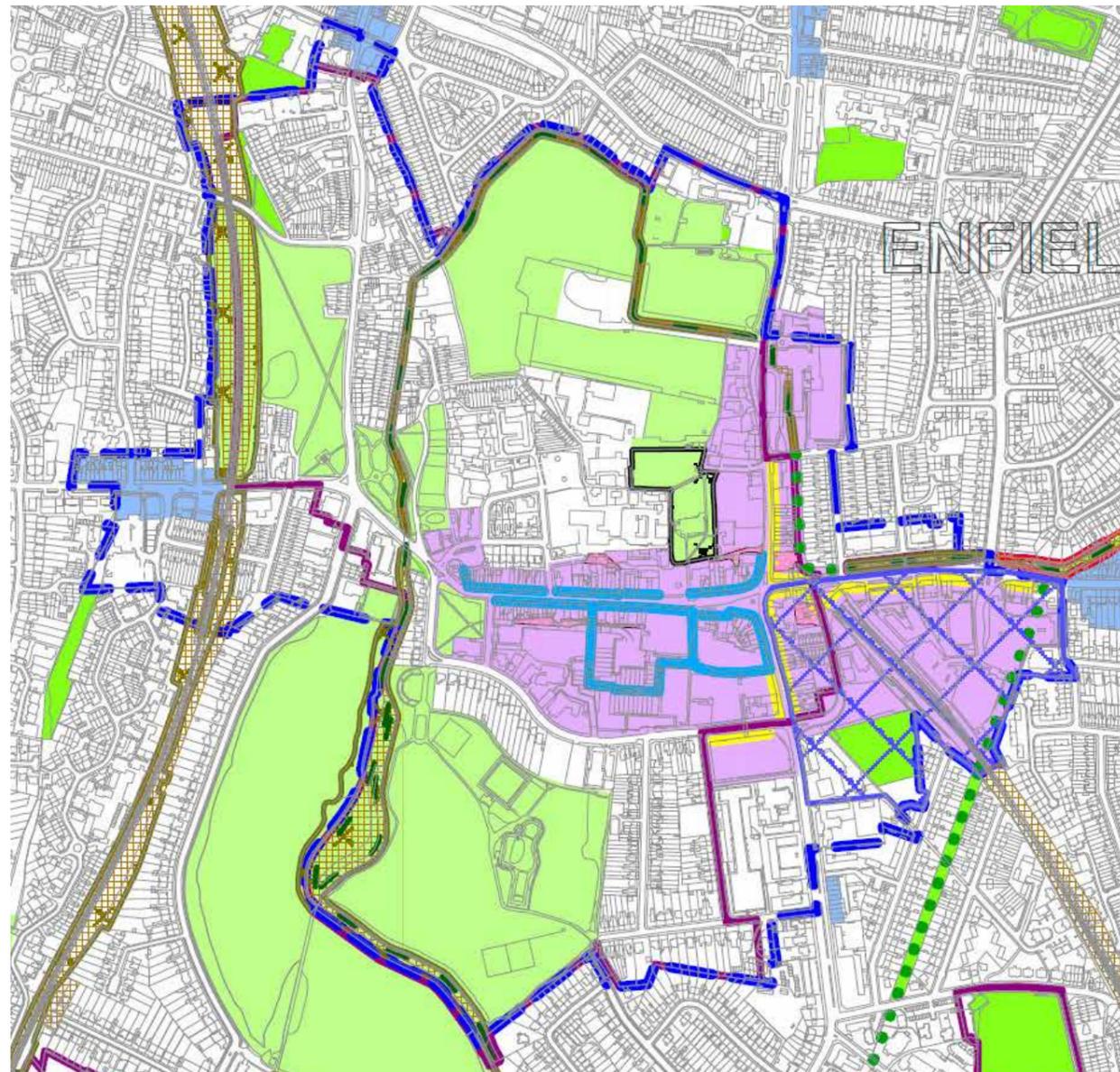
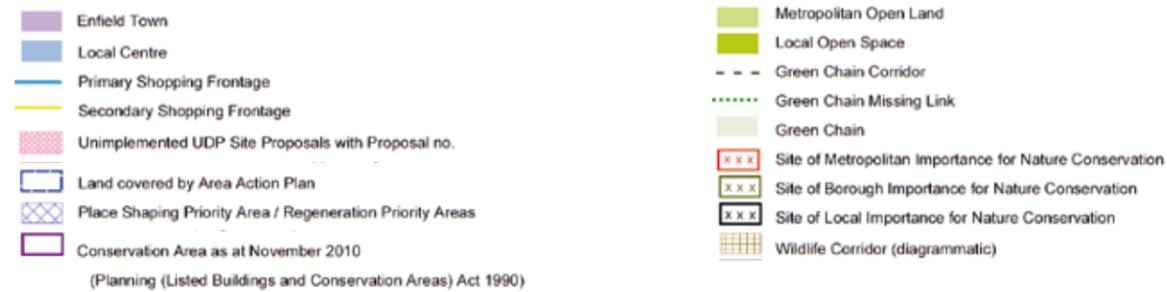
This section will provide a review of the policy, socio-economic and property market context within which the SPD has been prepared.

Specific focus is placed on the relevant evening economy context of Enfield as this is a sector seen to have an increasingly important role in the future of the town.

This section is structured as follows:

- Planning policy context review
- Socio-economic profile
- Employment and business profile
- Retail, leisure and evening economy profile





Extract from Enfield Council's adopted Proposals Map

2.2 PLANNING POLICY CONTEXT

National and regional policy context

At the national policy level the National Planning Policy Framework (NPPF) acts as the over-arching policy context for this Masterplan. The London Plan, which designates Enfield Town as a Major Town Centre, provides the regional policy framework.

The London Plan contains a range of relevant planning policies

Local policy context

At the local level Enfield Council has adopted its Core Strategy (2010) and Development Management Document (2014), with the Core Strategy indicating within the Borough's spatial vision that "Enfield Town will be the focus for the Borough's retail, leisure and cultural growth whilst retaining its historic and green market town character", adding that new retail led mixed use development will be promoted in the east of the town centre around Enfield Town Station.

There are a set of objectives contained within the Local Plan policies which set the specific context for the Enfield Town area. This Masterplan relates specifically to a number of policies governing the Enfield Town area.

Enfield Town is one of the Council's identified Strategic Growth Areas (within Core Policy 1) and is detailed specifically in Core Policy 42 – Enfield Town. This Masterplan builds on each of the elements set out within this policy providing a development framework, design principles and identification of potential development sites, which specifically reinforce the retention of market town character and protection of heritage assets as part of a balanced environment supportive of new development opportunities and an enhanced commercial function, strengthening and promotion of the evening economy offer (including all forms of food & beverage, retail and commercial leisure activities), accommodation of new residential development and accommodation of a proportion of the Enfield Borough's projected retail growth (in line with Core Policy 18).

The Masterplan provides further focus on the Enfield Town Station Place Shaping Priority Area set out in Core Policy 43 - Area around Enfield Town Station, by considering the potential development site opportunities that support the creation of integrated development around the station, a "high quality new urban environment and gateway to the town, which complements its historic core", and "retail-led mixed use development".

The Masterplan also bolsters the statements of Core Policy 17 – Town Centres supporting Enfield Town as a main destination for retail and commercial leisure activities. Other relevant Core Strategy Policies for Enfield Town and informing the Masterplan include, but are not limited to, Core Policies 2, 7, 8, 9, 10, 12, 18, 19, 24, 30 and 31.

In addition to the Core Strategy Policies discussed, the Masterplan is guided by a number of key Development Management Document policies including, but not limited to, DMD 22, 25, 26, 31, 32, 33, 43 and 44. DMD 26 – Enfield Town is the most directly relevant DMD policy for the town centre. As a Supplementary Planning Document, the masterplan framework will supplement these relevant planning policies.

The revised Enfield Town Conservation Area Character Appraisal (2015) and accompanying Management Proposals set out how the Council will meet its statutory duty to preserve and enhance the character of the Enfield Town Conservation Area. This is supported by Article 4 Directions.

Tall buildings policy context

Proposals for new tall buildings in the town centre will be considered against relevant local and strategic planning policies. Enfield's DMD Policy 43 addresses tall buildings and highlights that conservation areas, their immediate settings and the setting of local and statutory listed buildings are generally considered to be inappropriate locations for new tall buildings. The policy outlines a number of key criteria against which proposals for new tall buildings will be assessed.

As is made clear under DMD Policy 43, the criteria outlined under this policy would be supported by those outlined under London Plan Policy 7.7 regarding the location and design of large and tall buildings. In addition, Historic England has recently updated their guidance on tall buildings. Their Advice Note 4 provides an update on the guidance originally prepared with CABE and will also be relevant in the consideration of relevant proposals.

Existing Taller Buildings and Structures in Enfield

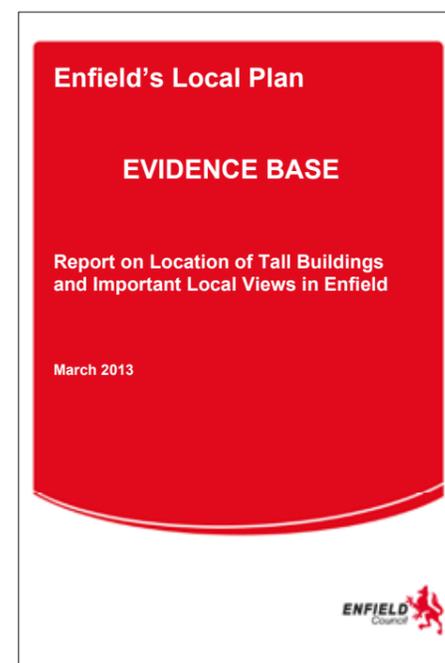
The Report on Location of Tall Buildings and Important Local Views in Enfield applies a traffic light key to define appropriateness of the location for a tall building and of the current building on the site as follows:

- Red: Inappropriate Location for Tall Building / Inappropriate Existing Tall Building
- Amber: Sensitive Location for Tall Building / Inappropriate Existing Tall Building
- Yellow: Appropriate Location for Tall Building / Inappropriate Existing Tall Building
- Green: Appropriate Location for Tall Building / Appropriate Existing Building

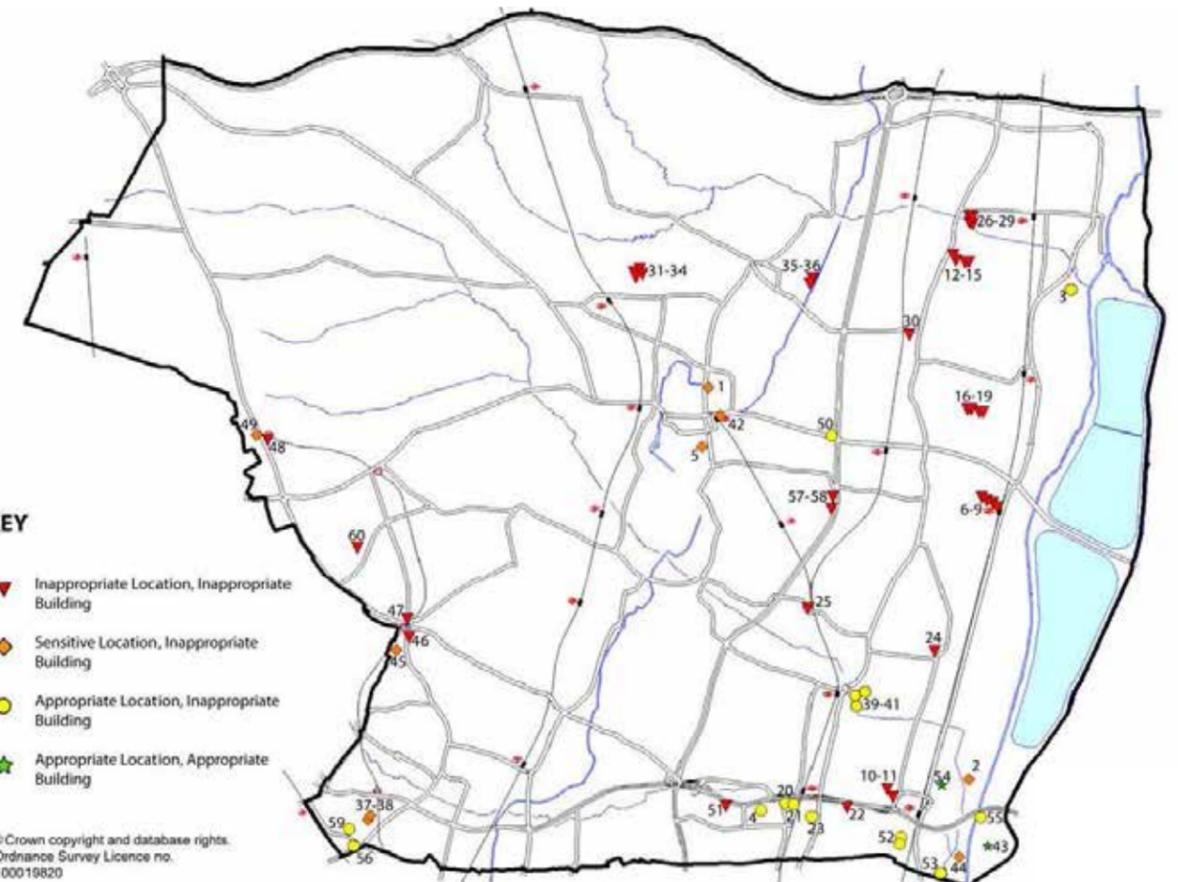
Three locations within or near Enfield Town have been highlighted as 'Amber' in the adjacent Existing Tall Buildings Assessment:

1. 'Civic Centre (Location 1) - Immediately adjacent to Conservation Area where tall buildings likely to be considered inappropriate. However location is adjacent to major town centre, in a regeneration area with good access to public transport; appropriate for existing office and civic function use. Existing stainless steel clad Civic Centre very distinctive landmark signifying civic function use in both townscape and longer distance views. Possibly appropriate location for high quality building that is taller than the surrounding area but differently designed.'

2. 'New River House (Location 42)- Immediately adjacent to Conservation Area where tall buildings likely to be considered inappropriate. Existing red brick and glass building is visible in both local townscape and more long distance views. The site is edge of major town centre, in a regeneration area at a 'gateway' location adjacent to Enfield Town station with good access to public transport indicating that a high quality building that is slightly taller than, but respecting those in surrounding area, might be acceptable.'
3. 'Tower Point (Location 5) - Immediately adjacent to Conservation Area where tall buildings likely to be considered inappropriate. The existing building has been compromised by the addition of green balconies making it highly visible in both local townscape and more long distance views. However this is an edge of town centre location adjacent to a regeneration area with reasonable access to public transport indicating that a high quality building that is slightly taller than those in surrounding area might be acceptable in this location.'



Location of Tall Buildings and Important Local Views in Enfield, 2013

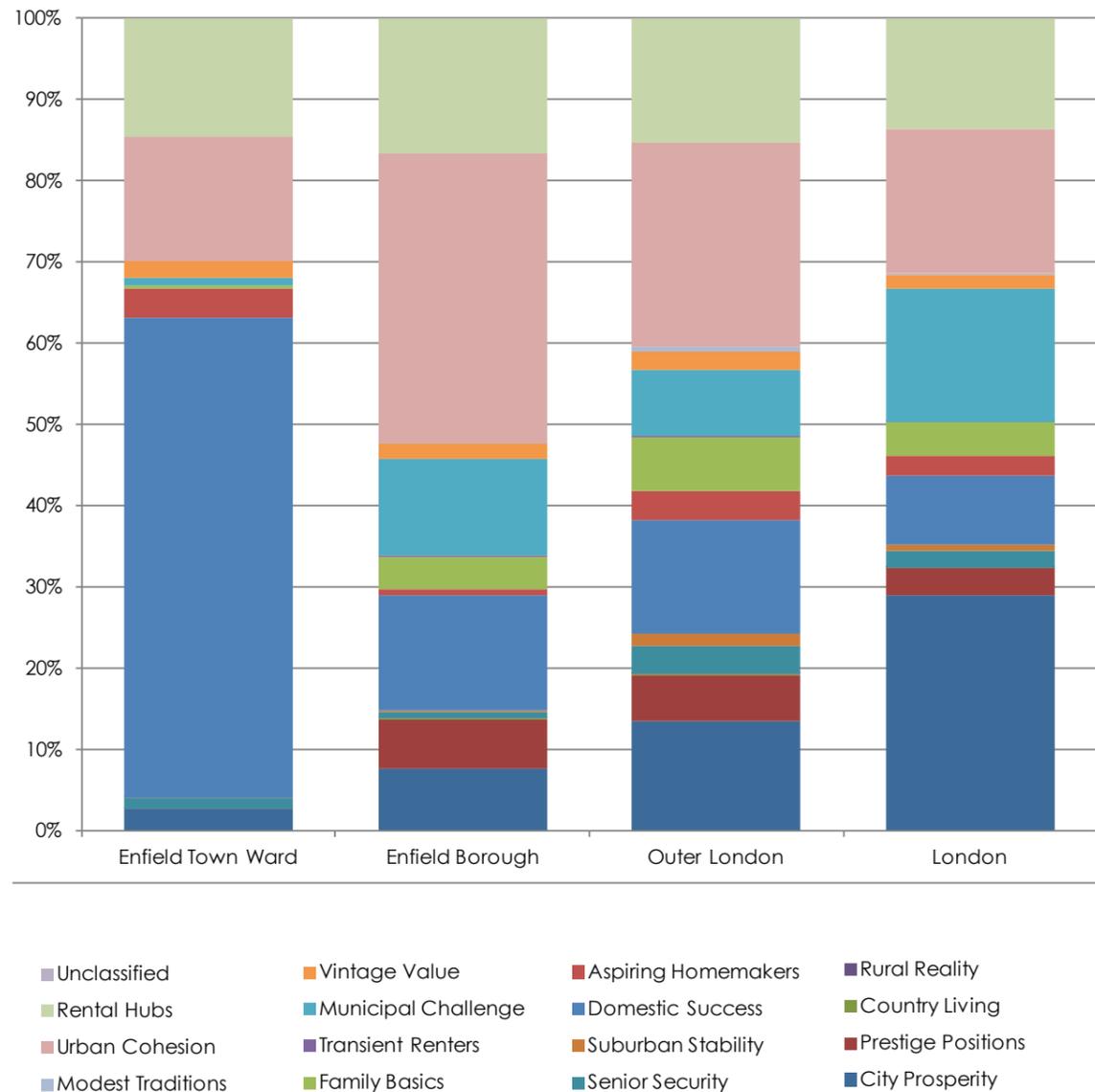


- KEY**
- ▼ Inappropriate Location, Inappropriate Building
 - ◆ Sensitive Location, Inappropriate Building
 - Appropriate Location, Inappropriate Building
 - ★ Appropriate Location, Appropriate Building

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Existing Tall Buildings Assessment

ENFIELD TOWN Masterplan Framework February 2018



Enfield Town's socio-economic profile. Source: Experian Location Analyst, 2017

2.3 SOCIO-ECONOMIC PROFILE

In the context of London's population growing significantly in recent years and projected to grow at even greater levels going forward, Enfield Borough, and Enfield town, has a role to play in capturing a share of this growth.

The projected household growth for Enfield Borough from 2013-2033 is 20%, relatively higher than the projections for Haringey (17%) and Waltham Forest (14%). Enfield has a young population with a high proportion of people aged between preschool to 15-19, and a significantly lower, yet still high proportion of 20-44 year olds. This age group are the precursor to the household formation age. Therefore, an increasing demand for housing, jobs and services in Enfield is anticipated in the medium to long term, and a substantial proportion of this requirement will need to be met within Enfield Town. In addition to this, Enfield's demographic includes a high proportion of people aged over 45 years, which could lead to an increase in demand for supported living accommodation in the longer term.

The current demographic profile for Enfield Town is predominantly family focused. Households within the town centre tend to spend higher than average amounts on comparison goods - something the town centre should be able to harness in the future. However, the tenure profile in the area has seen an increase in private rent levels and a reduction in owner occupation levels, which is a trend expected to continue.

Economic activity in Enfield Town outperforms the Borough level, however, the qualifications levels for the Borough outperform those in the Enfield Town ward (which are aligned with the London levels). At the Borough level there are indicators that the western side of the Borough out-performs the eastern side in a range of socio-economic indicators including levels of owner occupation, economic activity, occupation and qualification levels.

It is evident that Enfield Town has a growing and changing catchment. In light of this, the Enfield Retail Health Check findings endorses the need to improve the quality of the town centre's retail and leisure offer. This is an important consideration to support proactive planning for the future of the centre, which must be flexible and readily able to adapt to future changes in the demographic profile.

2.4 EMPLOYMENT AND BUSINESS PROFILE

Existing Offer

Beyond retail employment, Enfield Town currently accommodates a relatively modest scale of employment activity, with a limited number of major office occupiers. The major exception to this apart from the Council itself is the presence of Metaswitch Networks, currently located on the western end of Church Street close to Enfield Chase station. The area, which acts as a gateway to the conservation area from the west, is characterised by a modest clustering of office activity close to Enfield Chase Station, and other small, professional services businesses located along Church Street; primarily estate agents, banks and small serviced offices.

There is evidence of falling office floorspace demand in Enfield Town over recent years, with a number of office to residential conversions having taken place. Occupiers seem to be deterred from locating in Enfield Town for several reasons including the existing stock being fairly dated in nature, the limited number of other occupiers to reinforce a strong office activity cluster, and the limited provision of town centre facilities and amenities attractive to employees compared to other more central London locations.

Employment and Business Opportunities

There is limited potential for large-scale office development in Enfield Town, primarily due to space constraints. However, trends in home-working, telecommuting, outsourcing to small businesses and the recently rapidly rising costs of central city locations mean that the potential for providing new forms of workspace as an alternative to more traditional office floorspace could form an attractive component of the future Enfield Town offer, particularly along the western end of Church Street. Considering the connectivity of Enfield Chase station to Kings Cross, there may even be an opportunity to provide flexible workspace units to accommodate business activity aligned with the Kings Cross technology corridor. Kings Cross has shown how successful heritage-led regeneration can be in stimulating new employment opportunities.

Despite weaknesses in Enfield Town's office market activity, key employers are present and should be retained and supported within the Borough going forward.

The Council has responded by agreeing to progress an Options Agreement with Metaswitch Networks Ltd. on Genotin Road car park, as approved by Cabinet in late 2017. To revitalise the Chase side of Enfield Town and strengthen the town's east-west links between Enfield Town and Enfield Chase stations, there could be an opportunity to support a dedicated business cluster in the Chase area that maintains the dramatic entrance into the conservation area and its distinctive contrasts, as described in the appraisal. The area has a landscape character which could support a 'campus' style cluster, supported by the town's green and blue assets, which could create a positive environment for employees which is more desirable than the Enfield Town station location.

2.5 RETAIL, LEISURE & EVENING ECONOMY

Enfield Town is the main shopping and commercial centre in Borough, designated as a Major centre in the London Plan. It serves shoppers from across the Borough and beyond. However, Enfield town centre faces strong competition from nearby town centres, such as Enfield Retail Park on the A10 and Regional Shopping Centres. The result has been a steady decline in retail offer, particularly along Church Street, Burleigh Way and the east side of London Road.

Existing Retail Offer

Enfield Town provides a modest retail offer, with a representation of both independent and multiple retailers that caters to certain sectors of the market. The town centre includes an historic Market Place providing opportunities for local retailers, as well as more modern retail floorspace in the combined Palace Exchange and Palace Gardens shopping centres. There are also a range of more traditional retail units along Church Street, London Road and Baker Street. These units tend to struggle more than the newer modern units introduced in the core of the town centre.

However, high street vacancies particularly on the north side and towards the western end of Church Street suggest there is a need to develop a strategy to strengthen the existing offer, mixed with an enhanced leisure and evening economy offer, to revitalise and re-establish this end of the high street and the town centre more broadly. In doing so, this could provide an opportunity to address connectivity issues in the town and strengthen its east-west connections between Enfield Town and Enfield Chase stations.

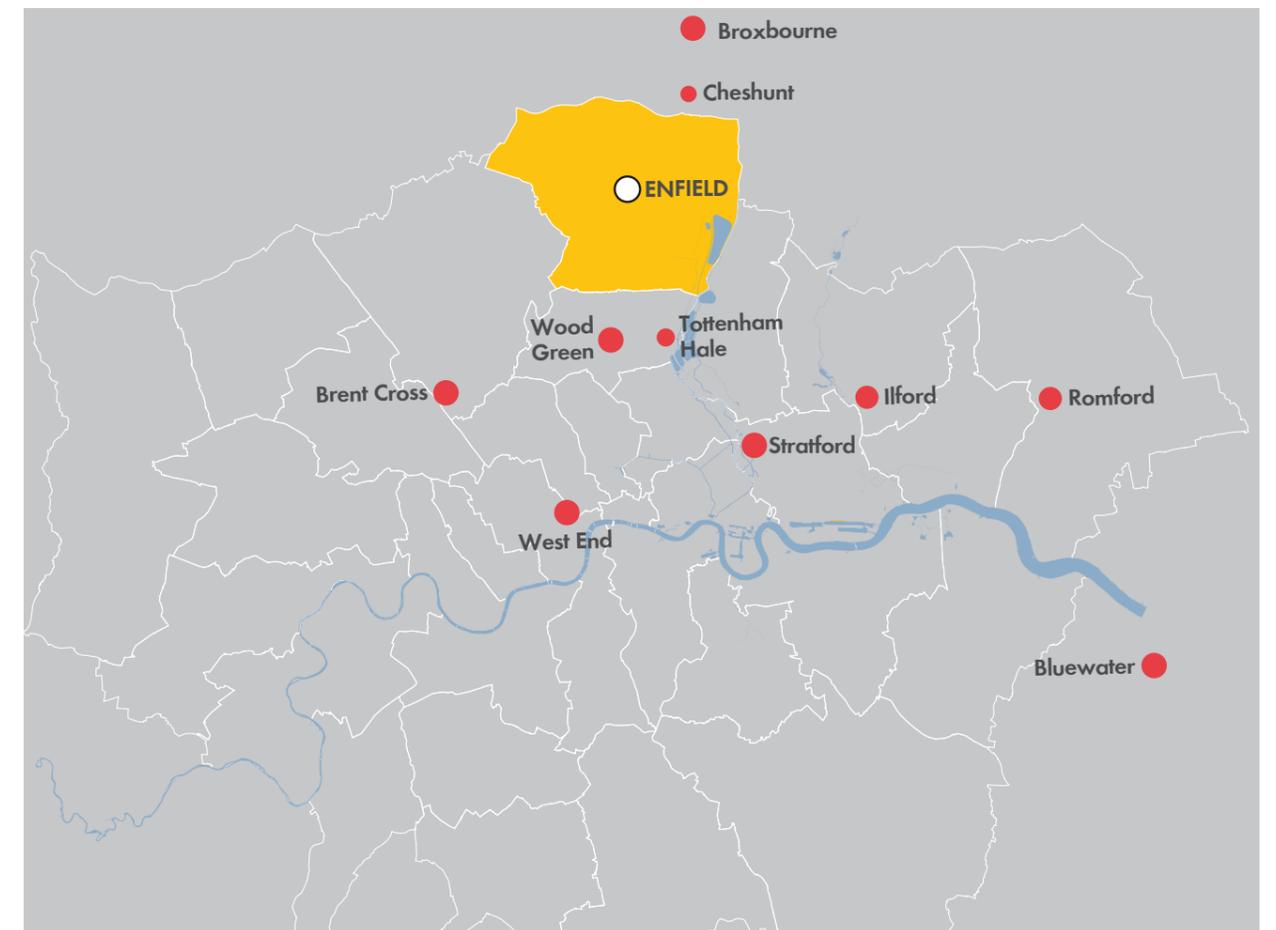
There is no single factor causing the notable level of retail vacancy at the western end of Church Street. Instead a range of factors are likely to be impacting on the ability to retain existing retail uses and attract new retail occupiers to this part of the town. In part this is due to the strategic retail dynamics, seeing a shift in retail activity and the increasing role of internet retailing. In local terms one of the most significant factors is rental levels which remain very similar towards the Chase end of Church Street despite this end of town having lower footfall, a weaker 'frontage' for units, and offering units which have smaller, more irregular floorplates which are less capable of meeting modern retailer requirements, as well as often requiring greater refurbishment than those further east.

This combination of factors results in some clustering of vacancy at the western end of Church Street, which contributes to its poorer quality retail environment. Retail occupiers may therefore prefer the better quality environment closer to Enfield Town Station or the managed environment of Palace Exchange. Increasing activity and footfall at the Chase end of town by creating better links between Enfield Chase Station and the rest of the town, supporting public realm improvements, and providing an anchor (such as a destination restaurant) could all help work towards overcoming these retail challenges, in combination with enhancing the commercial leisure and evening economy offer.

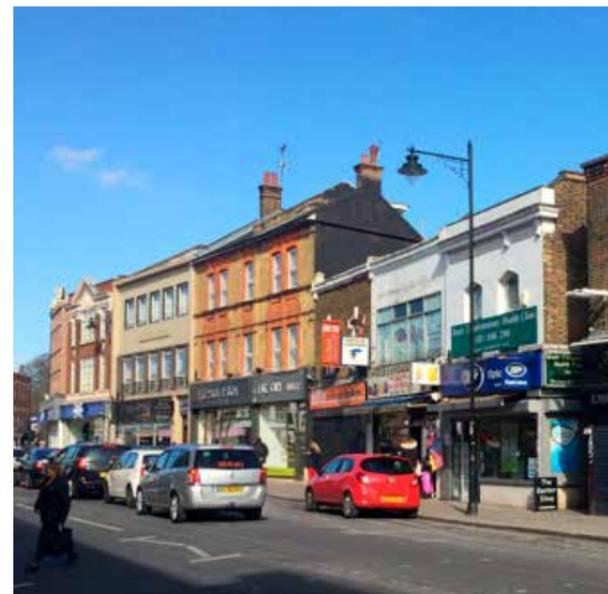
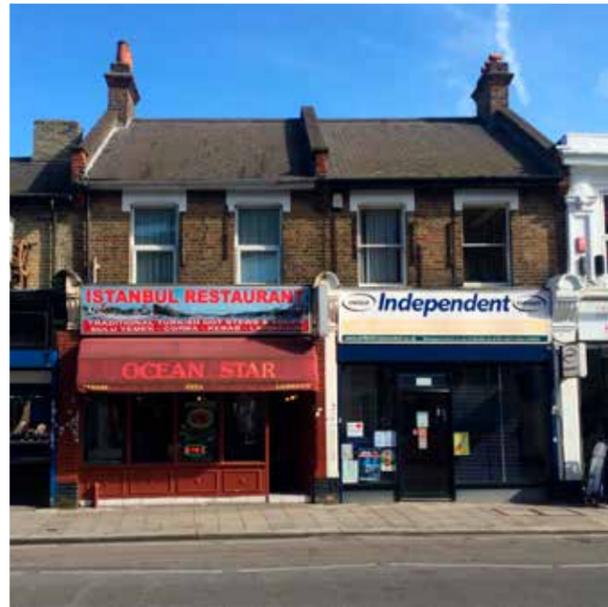
Improving the town's commercial leisure and evening economy offer is being driven by changing retail dynamics, however there is a potential limitation to realising this in Enfield Town considering the Cumulative Impact Policy within Enfield's Licensing Policy (LA2003 Policy Fifth Edition) which restricts licensable activities in Enfield Town to finishing at midnight.



The Market Place



Retail centres context plan



Images of the existing retail offer in Enfield Town

The Enfield Town Centre Retail Health Check Assessment

The Health Check undertaken in late 2017 confirms the clear need for more and better quality retailers, as well as the nice to haves (independents, quality food, leisure, events, etc.) that will help it to provide a better overall retail experience.

The current town centre offer is under providing for the quality of its locally available consumer base, and therefore customers are not embracing or using the offer often enough. The strengths of the town centre are hidden despite there being several buildings of significant historic and heritage appeal, these are not easily accessible or visible from the core town centre retail offer.

The existing offer is limited and one dimensional and going forward it is recommended that more layers of appeal as well as more reasons to visit more often are provided in Enfield.

The Health Check has identified that Enfield's retail stock has too many small units (<100 sq.m.) and not enough bigger units suitable for quality mid-market multiples or mini anchors (250>500 sq.m.). Whilst the study has identified many potential suitable operators for Enfield, currently there are limited opportunities to accommodate them. There is a requirement to create suitable trading space.

Opportunities to create larger and sufficient retail units should be explored. Along Church Street this could include combining units, extending units to the side or rear and /or using first floor space. Investigating options to create additional space and attract new anchors within the existing shopping centres should also be considered.

The Health Check identifies several strategic objectives that need implementing:

1. Expand the offer; add more reasons to visit and levels of appeal, fill the gaps
2. Identify opportunities to create new, bigger retail units; new retail and F&B space, new leisure
3. Position Church Street as Enfield's High Street
4. Re-invent the market as an anchor
5. Improve marketing and promotion
6. Develop and launch cohesive new management regime

In addition to taking forward the recommendations of the 2017 Health Check, work on the Local Plan review continues, an updated Borough-wide retail study will be prepared to help inform revised retail floorspace projections for the town centre and inform the review of existing retail policies.

Leisure

Enfield Town provides a limited commercial leisure and entertainment offer for local residents, commuters and visitors to the centre. The majority of the leisure uses are situated out-of-town at/or near the Southbury Leisure Centre. This draws potential visitors away from the centre.

The Health Check has also confirmed Enfield Town would benefit from an art house cinema (e.g. Picture House or Curzon) as well as an additional day spa and more options for children's activities such as active play, edutainment, and themed venues such as a pottery café, which would appeal to the many families with young children living near the town centre.

Liaison with Library Services has confirmed that internal space is limited and much could be undertaken to improve its operation. Work is currently being done to assess the internal function with a view of trying to accommodate a new Customer Service Centre.

At present the Dugdale Centre is the only in-town cultural and leisure offer. The Centre generally performs well and plays an important cultural role in the town. The centre will soon benefit from tables and chairs being able to spill out on to the pavement which will help to make this a more active and people friendly location. The Centre hosts a varied and busy evening programme which, importantly, is supported by less restrictive evening parking controls.

Evening Economy

The evening economy offer in Enfield Town is currently limited, based around several mid-priced family dining locations in the Enfield Town station area, and a small number of local restaurants, pubs and bars. As a result, there is very little for those who live or work in Enfield, or who come to visit the centre. Those who work in Enfield require more opportunity and encouragement to spend time in the centre after work. Those who live in Enfield are often drawn to competing centres that offer greater choice.

There is a unique opportunity to make better use of Market Place to encourage evening economy activity, which could be activated by pop-ups such as an open air cinema, or seasonal festive events during the year. This would support strengthening of Enfield Town's evening economy and retail and leisure offer, whilst also respecting and enhancing its market town characteristics, making Market Place a focal point within the centre.

The Health Check has also concluded that for a Market Town, the convenience offer is weak. Enfield Town has had a chartered market for over 400 years. Market Place is a clear hub and potential differentiator for the town centre.

Unfortunately the existing Market offer is not acting as a strong anchor or attraction for the town centre offer.

Whilst the existing market animates the square and is popular with some value oriented consumers, it is not delivering a high quality offer or standards of retail and far below the standards of the new wave street food evolution happening across London.

Enfield's independent convenience food offer is weak and hidden. A bigger and better convenience food offer would provide many additional reasons to visit the town centre and is an essential improvement requirement going forward. Whilst diversifying the food offer, consideration should also be given to the affordability of that provision and the need to encourage healthy eating options at an affordable price.

In summary, Enfield's day and evening time food and beverage options are mass market and value focused with an emphasis on fast food. There is little to offer for the discerning consumer looking for healthier or better quality options. The better quality children's or family oriented options are similarly lacking. Many leading multiples trading in similar towns to Enfield (such as Kingston upon Thames, Uxbridge, Ealing, Wimbledon, Sutton, etc.) are missing in Enfield. The creation of a cluster of mid-market multiple food and beverage brands is a priority for Enfield with Church Street, the shopping centres and the Market Place as potential locations.



Enfield Town's land use Goad plan. Source: Experian GOAD, 2017



The Dugdale Centre
ENFIELD TOWN Masterplan Framework February 2018

3

3 URBAN ANALYSIS AND CHARACTER AREAS

3.1 OVERVIEW

This section presents the results of an urban analysis of Enfield Town and concludes with the identification of a series of character areas in the town. These character areas will play a prominent role in the emergence of a framework masterplan for the town as a whole. This will help to ensure new development proposals take account of and contribute positively to the local character and preserve and enhance the conservation area and its setting.

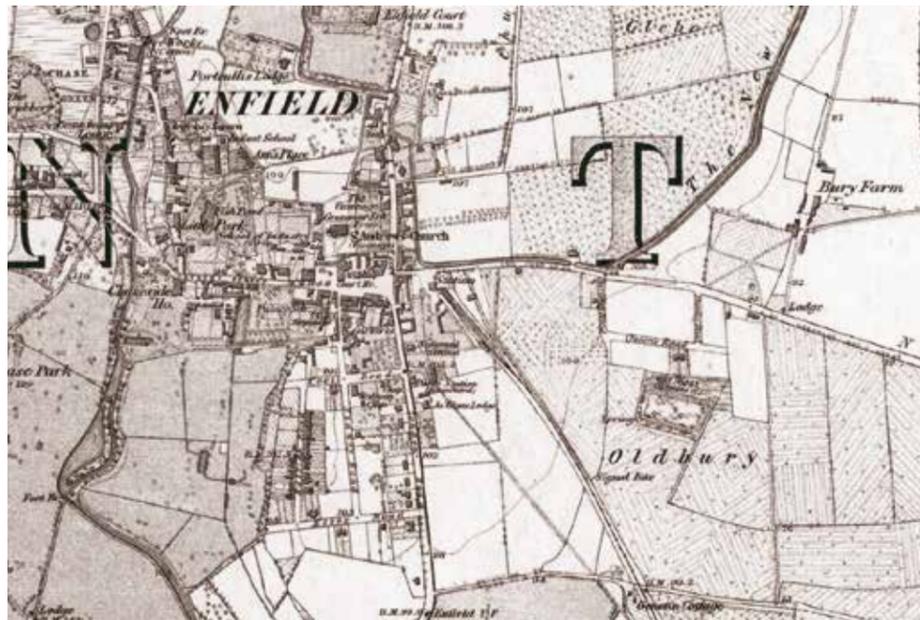
The emergence of the framework masterplan has been informed by an analysis of the following:

- Historic evolution
- Enfield's movement network
- Enfield's land use framework
- Public realm and place making
- Building heights
- Frontages

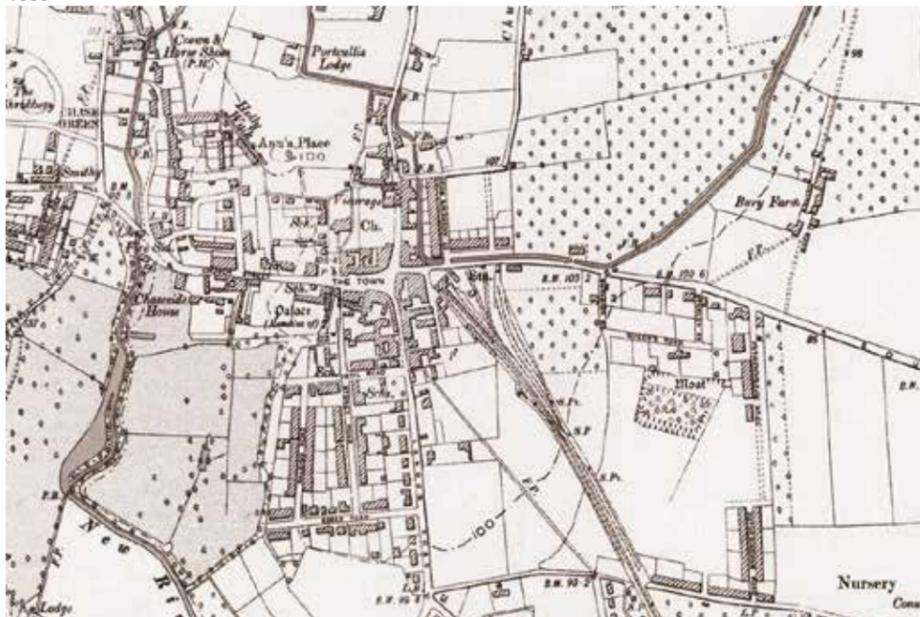
Character areas are then defined and the section concludes with a town-wide view of issues and opportunities over-laying the identified character areas.



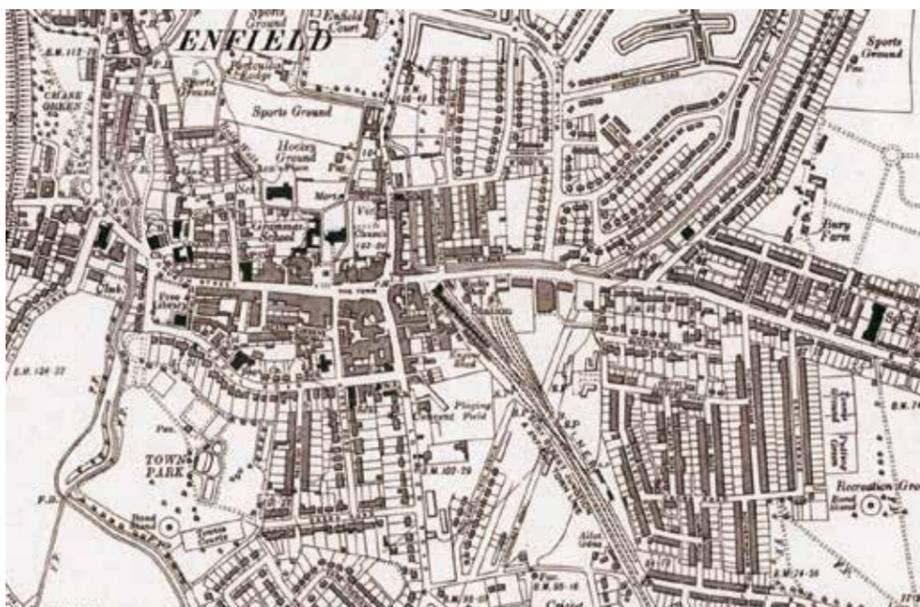
Plan: Present day urban grain of Enfield Town Centre



1863



1894



1938

- Conservation area boundary
- Pre 1867
- 1867 - 1896
- 1897 - 1914
- 1915 - 1935
- 1936 - 1959
- Post 1959

3.2 HISTORICAL EVOLUTION

Historical mapping

The pattern of growth is revealed with a close look at Enfield's historic maps. Key features to note include:

- By 1863, Enfield Town station had been open for 14 years;
- But the distinctive pattern of public space in the centre of town is clearly established;
- London Road / Silver Street appears as the principal axis of the town;
- Cecil Road and Genotin Road are yet to be developed;
- By 1894, Church Street emerges as a key commercial street in the centre;
- The town's hinterland remains largely rural in character;
- By 1938, Enfield Chase has been open for nearly 20 years;
- Cecil Road has been developed and Genotin Road is named;
- The location of the Library and space at the western end of the High Street;
- The town's hinterland has more dense pockets of housing;
- Southbury Road now benefits from some frontage; and
- The medieval street pattern survives in the town and market place.



Plan: Build age in Enfield Town conservation area (Enfield Town Conservation Area Appraisal, LBE)



The Town looking west c.1915



The Town looking east, c.1915



The Town looking west c. 2017



The Town looking east c. 2017

3.3 HERITAGE

The majority of the town centre is covered by the Enfield Town Conservation Area. The Council has recently reviewed the conservation area appraisal which provides a comprehensive overview of the townscape character of this historic area. The appraisal defines a number of character areas and the character of each is outlined in some detail.

A number of prominent, non-listed, landmark buildings on the western side of the town centre play an important role in giving this part of Enfield a civic and institutional character. Most of the designated heritage assets are located on the north side of Church Street and are concentrated along Gentleman's Row and the northern end of Silver Street.

Enfield Town Conservation Area Study Group play an important role in monitoring and promoting heritage issues in the town. The Council is using its powers to support the conservation and enhancement of the Enfield Town Conservation Area. It is doing this through a new Article 4(1) Direction for residential properties across the whole Conservation Area, effective from 8 Jan 2018. The Article 4(1) allows the Council to more effectively manage the character of the conservation area through planning applications and supports the ambition of the Masterplan to conserve and enhance its architectural and historic interest.

Enfield Town retains significant formal elements reflecting its historic growth from a medieval market town surrounded by open fields to a bustling market town. The town is also covered by the Enfield Town Centre APA/ Area of Archaeological Interest with potential for Saxon to Medieval deposits.

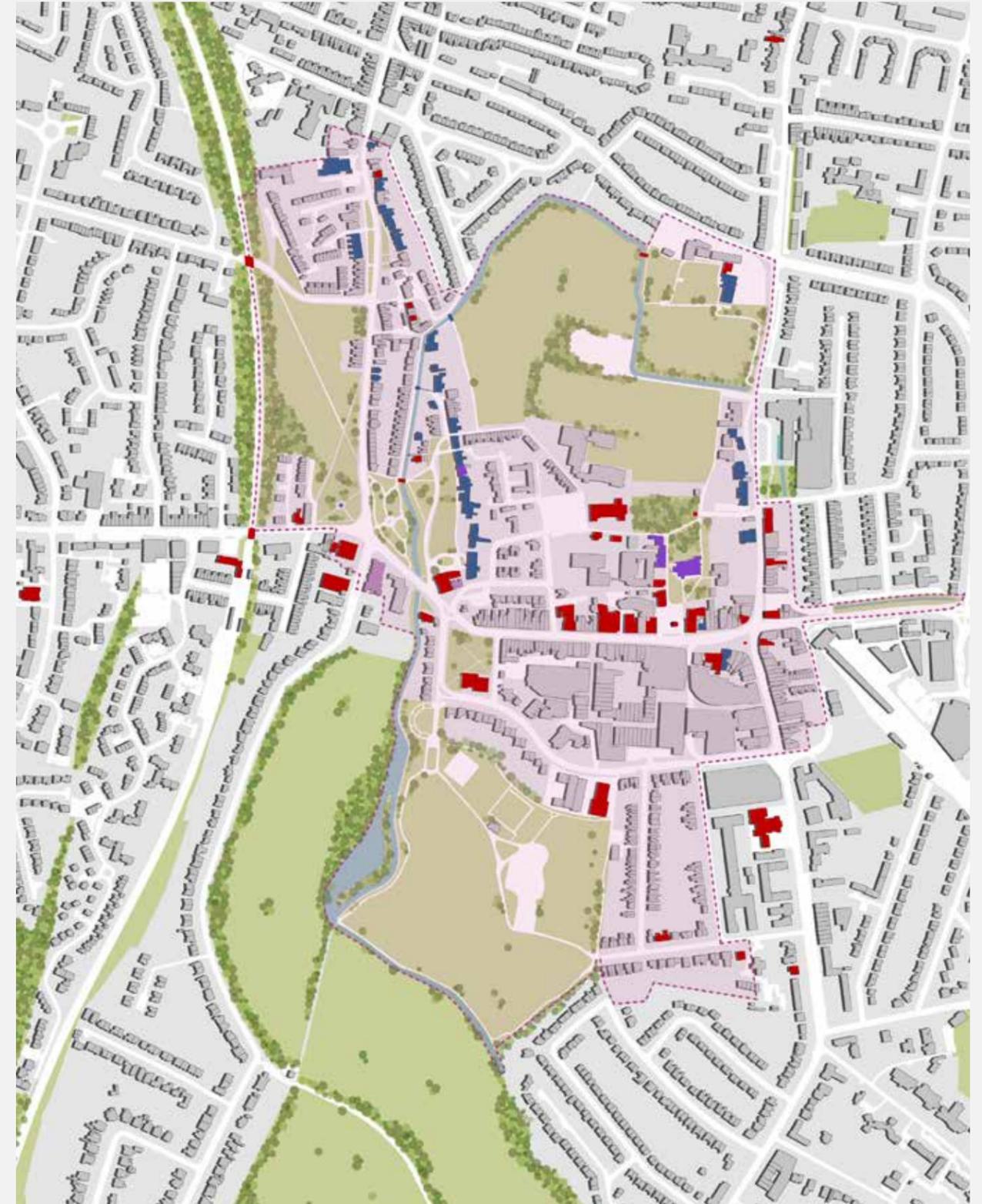
The Council in partnership with the Enfield Society, Enfield Conservation Advisory Group, Enfield Local History and Historic England has recently undertaken a local heritage review which identifies non-designated heritage assets of local significance.



Locally listed Barclays Bank designed in 1897 by W. Gilbert Scott in an exuberant Flemish Renaissance style

- Grade II Listed building
- Grade II* Listed building
- Locally listed building
- Landmark building
- Conservation area

Plan opposite: Heritage assets in Enfield, including landmark buildings identified in the Conservation Area Character Appraisal. Locally listed building information provided by Enfield Council. Minor listed structures such as street furniture and building curtilage may not be shown.



3.4 PEDESTRIAN & CYCLE ROUTES

Enfield Council remains committed to bringing forward new and improved cycle infrastructure across the town centre. Early proposals have consulted on significant improvements in the environment and facilities for pedestrians and cyclists across the town centre.

The draft proposals have benefitted from a significant level of public engagement and further work and consultation is envisaged in a number of key areas.

Key features of the draft designs included the following:

- Retained one-way working Church Street;
- Retained one-way working on Cecil Road for motor traffic, two-way for cycles;
- Two way cycle along London Road;
- Aspiration to create cycle hubs in convenient locations, including adjacent to Enfield Town station.

The timescales for delivery are currently being reviewed.

- Existing building
- Green open space
- Water course
- Primary route
- Secondary route
- Tertiary route
- Dedicated cycle route
- Non dedicated cycle route and pedestrian route



Plan: Hierarchy of existing routes in Enfield Town



Visualisations of proposed carriageway changes to Cecil Road through the 'Cycle Enfield' scheme.



Visualisations of proposed carriageway changes to Fountain Plaza through the 'Cycle Enfield' scheme
ENFIELD TOWN Masterplan Framework February 2018

3.5 TRANSPORT & PARKING

For centres of Enfield Town's size, the supply and availability of good quality off-street public parking is a factor for the commercial success and viability of the centre.

There are a total of 12 car parks across the town centre of varying sizes and types. The majority of the smaller car parks are surface sites. The total public parking supply is relatively generous compared to other Major Town Centres in Outer London. It is a similar level to centres like Walthamstow, Wembley and Barking, but is higher than others like Wimbledon, Richmond and Chiswick.

However, a balance needs to be struck between accommodating existing travel demands and the need to address overarching policy objectives to encourage more sustainable patterns of movement that are essential for the city as a whole to cope with anticipated growth. This can be done by making town centres more accessible by foot, bicycle and public transport, and making the most efficient use of space, for instance by consolidating car parks and improving their operation and availability.

Discussions with stakeholders in and users of the town's car park has highlighted some particular issues, as follows:

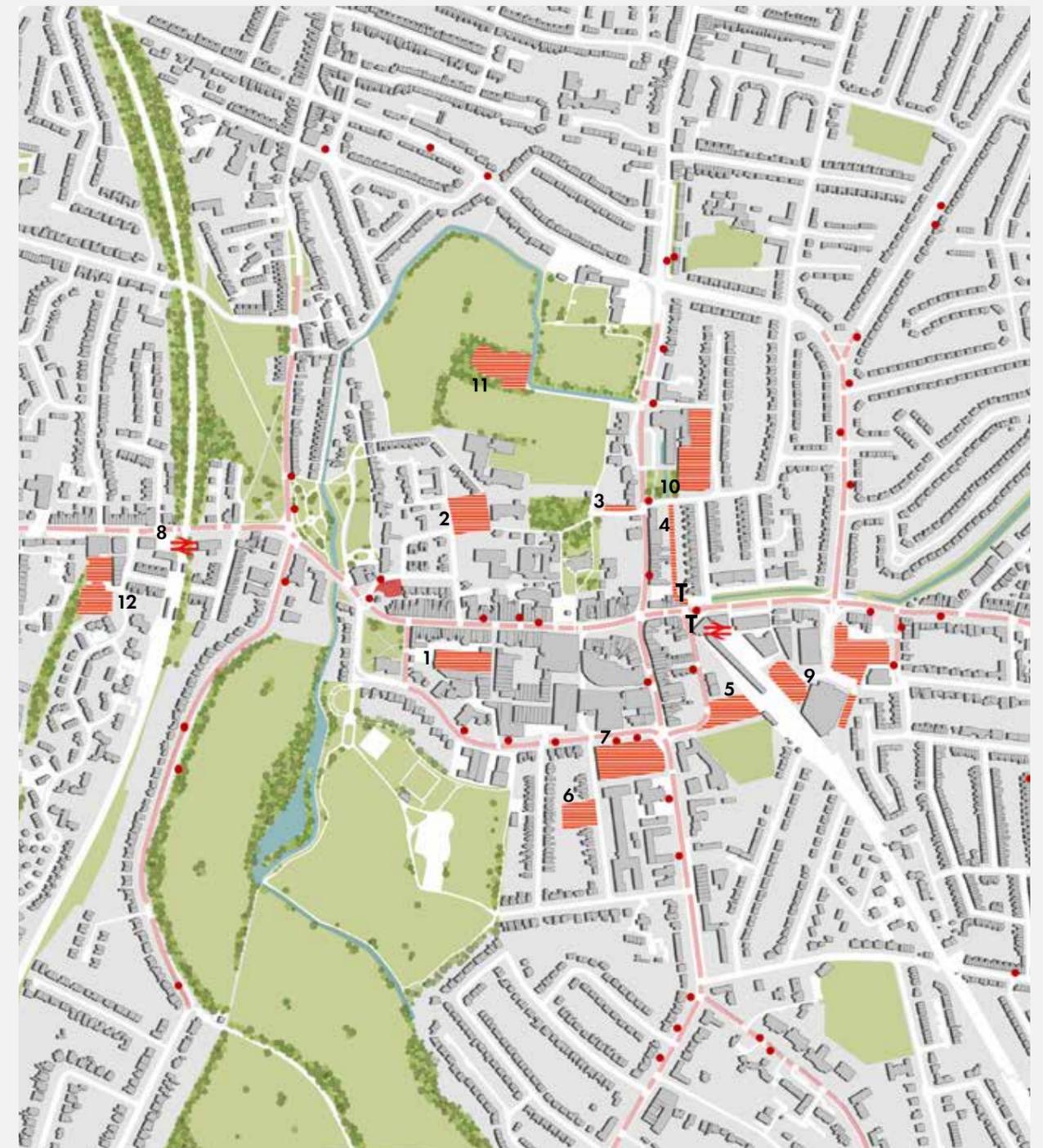
1. The surface car parks (like Genotin Road and Little Park Gardens) are often preferred by users over multi-storeys, as they are perceived to be more accessible at all hours;
2. The multi-storey car parks (like Palace Exchange) are often closed in the evenings, and therefore not useful to support evening activities like the Dugdale Centre's theatre.
3. A town centre parking strategy is likely to be required to help explore options available for improving access to and the management of public car parking in the centre.

The small surface car parks at Sydney Road, Little Park Gardens, and Church Lane have also been identified as being visually intrusive in the Conservation Area. Management Proposals advocate improved landscape treatments.

Car park	Regular Spaces	Disabled Spaces	Total Spaces	Pricing	Charge Period
1. Palace Gardens	476	47	523	<1hr: £1.20, 1-3hrs: £2.40, 3-5hrs: £4.00, >5hrs: £6.00. Sunday first 3 hours free. Disabled free.	Mon-Sat 7.30am-6.30pm, Sun 10am-5pm
2. Little Park Gardens	95	4	99		
3. Church Lane	14	2	16		
4. New River Loop	42	4	46		
5. Genotin Road	113	10	123		
6. Sydney Road	66	2	68		
7. Palace Exchange	510	0	510	<1hr: £1, 1-2hrs: £2, 2-3hrs: £2.50, 3-6hrs: £3-£6, >6hrs: £7	Mon-Sat 9am-5:50pm (Thurs until 7pm), Sun 10am-4pm
8. Enfield Chase Station	8	0	8	Season tickets & Staff	n/a
9. Tesco, Southbury Road	257	16	273	<2hrs: free, >£2hrs: £70 charge	Mon-Sat 6am-midnight, Sun 11am-5pm
10. Civic Centre (P&D)	45	0	45	Mon-Fri up to 2h: £1.00, Saturday <1hr: £1.20, 1-3hrs: £2.40, 3-5hrs: £4.00, >5hrs: £6.00 Sunday <3hrs: Free, 3-5hrs: £4.00, >5hrs: £6.00	Mon-Fri 8am-4pm, Saturday 7:30am-6:30pm, Sunday 10am-5pm
TOTAL	1,7571	85	1,650		

Table: Car parking summary (ABA, 2018) excluding car parks 11: Portcullis Lodge Road & 12:

- Bus route
- Railway
- Car parking
- T** Taxi rank
- Bus stop



Plan: Enfield's Public transport and car parks services

3.6 LAND USE CHARACTER

Retail

The core of Enfield town centre is characterised by retail buildings. Church Street is the principal shopping street and on the south side are two phases of shopping centre developments - Palace Gardens and the more recent Palace Exchange.

The retail character varies across the town centre. Unit sizes are typically smaller at the western end of the north side of Church Street although it should be noted this part of the centre remains designated as primary retail frontage. Smaller units also characterise the east side of London Road, although this is designated secondary retail frontage. It is in these locations with smaller unit sizes where concentrations of vacant units have tended to occur.

The sweeping corner between Church Street and Silver Street has established itself as a focus for restaurants.

Enfield Chase has its own retail parade along Windmill Hill which is separately designated as a Local Centre. The parade has proved to be commercially resilient with its own distinct character and serving a more local catchment.

There are additional secondary retail frontages along Southbury Road.

Community and education

Encompassing education, church and other public uses such as those found within the Dugdale Centre, the core retail area is encircled by a ring of community uses which help to define the market town feel of Enfield and play an important role in generating town centre footfall throughout the day.

Since the establishment of Enfield Grammar School in 1558, education uses - both built and open play spaces - have played a prominent role in the life and character of Enfield Town and make a significant positive contribution to the character of the area. This positive contribution is recognised in the Enfield Town Conservation Area Appraisal.

Office uses

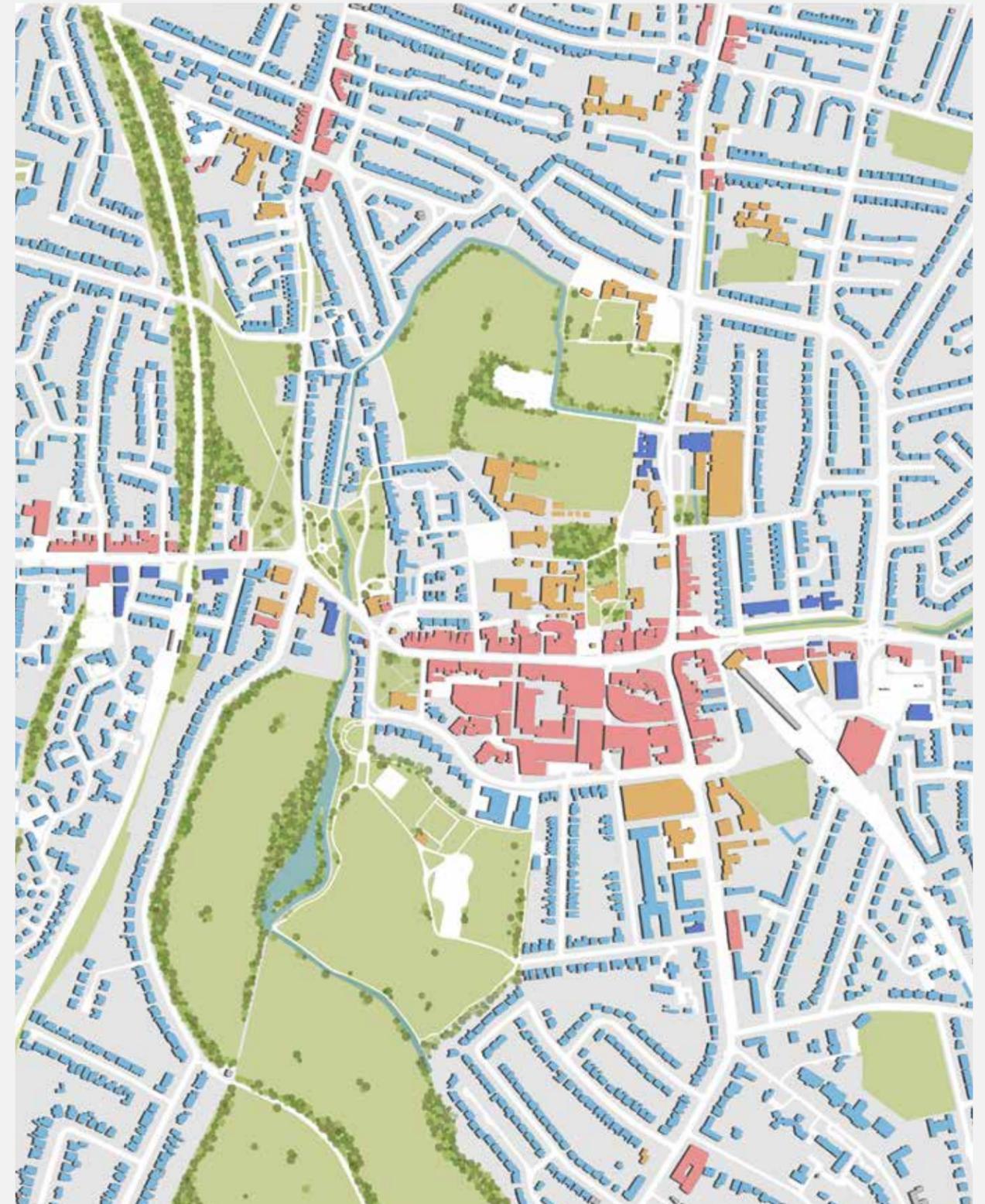
To some extent, offices uses are clustered on each of the principal approaches to the town centre, but to varying degrees. There is an attractive mixed use, office and retail character to the western end of Church Street with Ross House and Metaswitch. Similarly, there is a cluster of established office uses on the north side of Southbury Road as one approaches the town from the east. It is significant, however, that Bovril House (now Pinnacle House), which, alongside the Civic Centre, was the largest office building in the town, has been converted to residential uses. The Council's Civic Centre on Silver Street is a major office building and the Council has actively invested in refurbishing this space in a more flexible format to accommodate new office users.

Residential

Established residential uses surround the centre with a wide variety of characters, with those of special interest falling within the Enfield Town Conservation Area. Traditional suburban terraced and semi-detached properties dominate the area, however, recent town-centre living development has introduced higher-density typologies to the town. This can be particularly attributed to office to residential permitted development rights.

- Office / commercial
- Residential
- Community / education
- Retail / leisure

Plan opposite: Enfield's land use context



3.7 OPEN SPACE NETWORK

Green open spaces

There are several, extensive open spaces that frame and characterise Enfield Town, including the remnants of Enfield Chase - an area that was once covered by woodland and used as a royal deer park. The New River Loop also offers an attractive local civic amenity which meanders around the town centre, linking the disparate green open spaces together. There is an opportunity to open up more of the New River and enhance this important feature of the town. Visibility of the town's green spaces and their connections to the centre, particularly Town Park could also be improved.

1. Chase Green
2. Millennium Jubilee Gardens
3. School playing fields
4. Library Green
5. New River
6. Town Park
7. Enfield Cricket Club

Enfield Town benefits from a range of different types of public open spaces - each with distinct characteristics. These different types include the following:

- Village green spaces - Chase Green has Village Green status and provides a wonderful open amenity for local residents.
- Formal gardens - The southern end of Chase Green Gardens provides the town with prominent formal gardens and is home to the War Memorial .
- Open recreation - Town Park is a large open and informal recreation space with facilities for young people.
- Waterway corridors - The New River passes through many of the key open spaces in the town and the waterside path is part of an extensive network of public walking routes.
- Sports and leisure - With a number of schools being located within the town, school playing fields and the cricket club provide an important community resource for the town.



View towards Enfield Town Library (left) and along New River (right)



Plan: Enfield's open space context

ENFIELD TOWN Masterplan Framework February 2018

3.8 PUBLIC REALM OPPORTUNITIES

The public realm network across the town centre is formed principally by key streets and public spaces. The town already benefits from high quality public parks and open spaces providing a range of open space amenities such as Town Park and Chase Green which has Village Green status.

Opportunities exist to consider improvements to key spaces and nodes in the town, however. The improvement works currently being progressed through the Cycle Enfield initiative are relevant in this regard.

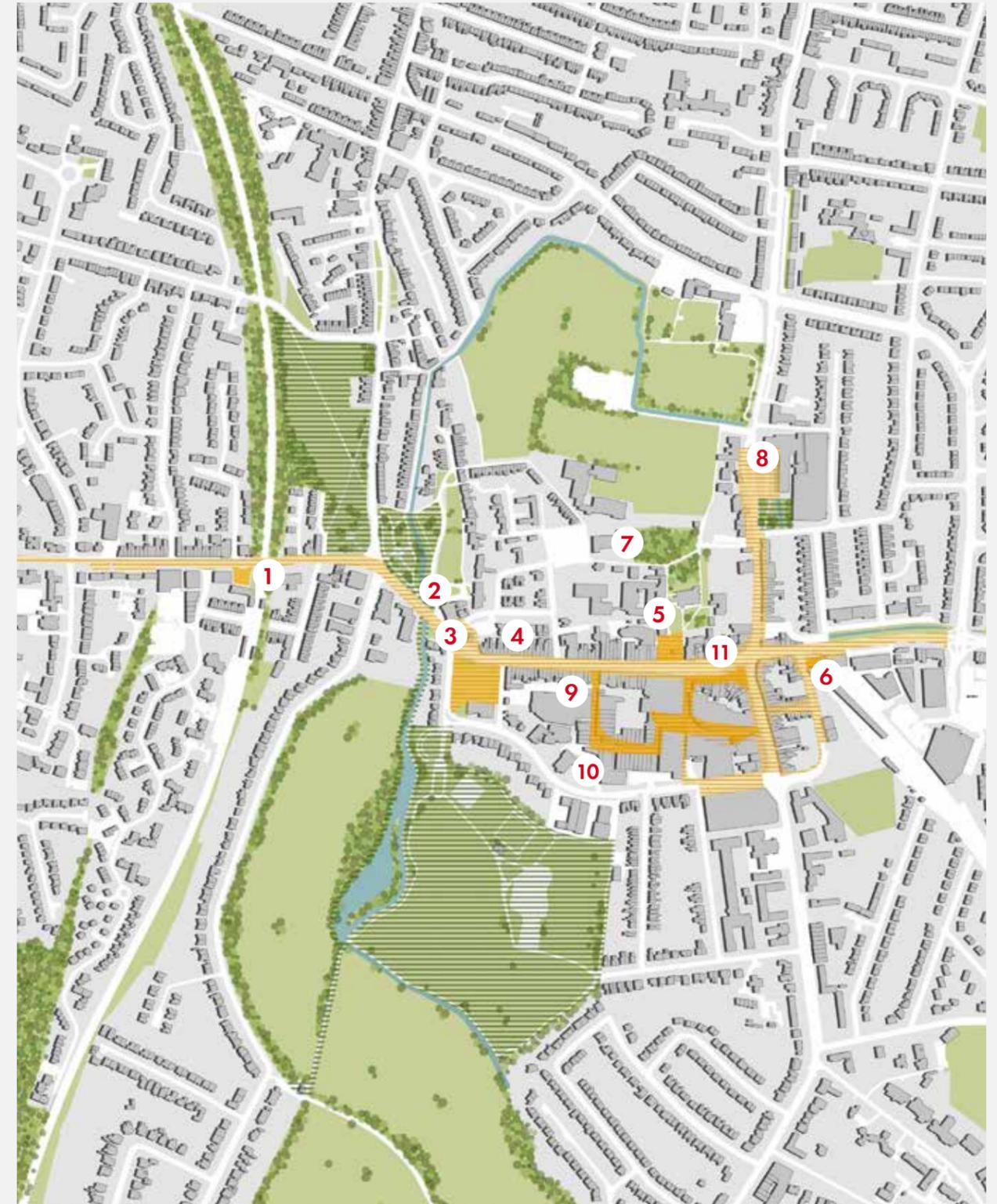
Public realm improvements should be consistent with the character of the conservation area as set out in the Management Proposals.

A high level assessment of the principal opportunities that exist in the town can be summarised as follows (the numbers cross-reference to the plan opposite):

1. Enfield Chase station – improve arrival experience edges of this gateway space.
2. Improve connections between Chase Green and Chase Green/Millennium Gardens.
3. Little Park Gardens and Cecil Road junction – improve setting of Trinity Church and reinstate wall to rear of adjacent shops to the south.
4. Improvements to historic shop fronts and creation of new shop fronts that enhance the character of the conservation area.
5. Market Place – create opportunities for more market activity and scale back use of space as a car park.
6. Station entrance – explore opportunity to create a new entrance off Genotin Road and improve passenger facilities and the arrival experience.
7. Encourage public realm improvements including street furniture and works to enhance the historic network of paths behind Church Street.
8. Civic Centre - improve pedestrian arrival.
9. Palace Gardens Shopping Centre - increase and improve connections from the centre through to Church Street.
10. Extend the character of Town Park into the Town Centre by creating new green connections across Cecil Road.
11. The Church Street bus stops are unattractive and during peak times there is often a public realm conflict with overcrowding. Improvements should be made to the bus stop design and waiting areas.

- Existing building
- Green open space
- Water course
- Primary public realm
- Public space

Plan opposite: Enfield's public realm context and priorities for improvement



3.9 CHARACTER AREAS

A series of five character areas have been identified across the town centre that are based on their contribution of existing land uses, town centre function and future regeneration opportunities. These areas are not intended to replace the 5 distinct areas of historic character identified in The Enfield Town Conservation Area Appraisal. Whilst many of the public realm improvements, including the ongoing work associated with Cycle Enfield, will impact on more than one if not all of the identified areas, individual development sites will tend to impact principally on only one character area.

The five character areas are set out across the following pages. In terms of regeneration and investment, it is considered that each will play a slightly different role as investment arrives and sites come forward as follows:

1. Enfield Town

Support major short and longer term regeneration and growth through urban repair and major regeneration schemes.

2. Core Centre

Support core retail and diversify economic activity with investment and environmental improvements. Extend the hours of activity and introduce uses that would support this including, where appropriate some infill residential.

3. Centre North

Enhance and conserve the high quality sensitive historic character and strengthen the existing important community uses and cluster of school buildings.

4. Centre West

Enhance and conserve the high quality historic built, green space and office campus- based character.

5. Enfield Chase

Promote infill investment and improvement of the existing Edwardian character.

The Enfield Town Conservation Area Appraisal divides the conservation area into the following five sub areas of varying character:



The Town Centre

Including the medieval town centre and market, Church Street, Sarnesfield Road and the Library Green, ancillary residential areas at Little Park Gardens, The Palace Gardens Precinct and Genotin and Cecil Road surrounding it.



The New Town

Including Raleigh Road, Sydney Road and Essex Road. This area lies immediately south of the commercial centre and has an entirely residential character deriving from the 19th century.



Chase Side and Gentleman's Row

This area is characterised by its green space and historic character. It includes Chase Green to the west and a collection of listed or notably characterful residential developments to the east.



St Andrew's Church, the schools and Silver Street

Including St Andrew's Church, all school buildings and their playing fields, Silver Street to the east, and the New River.

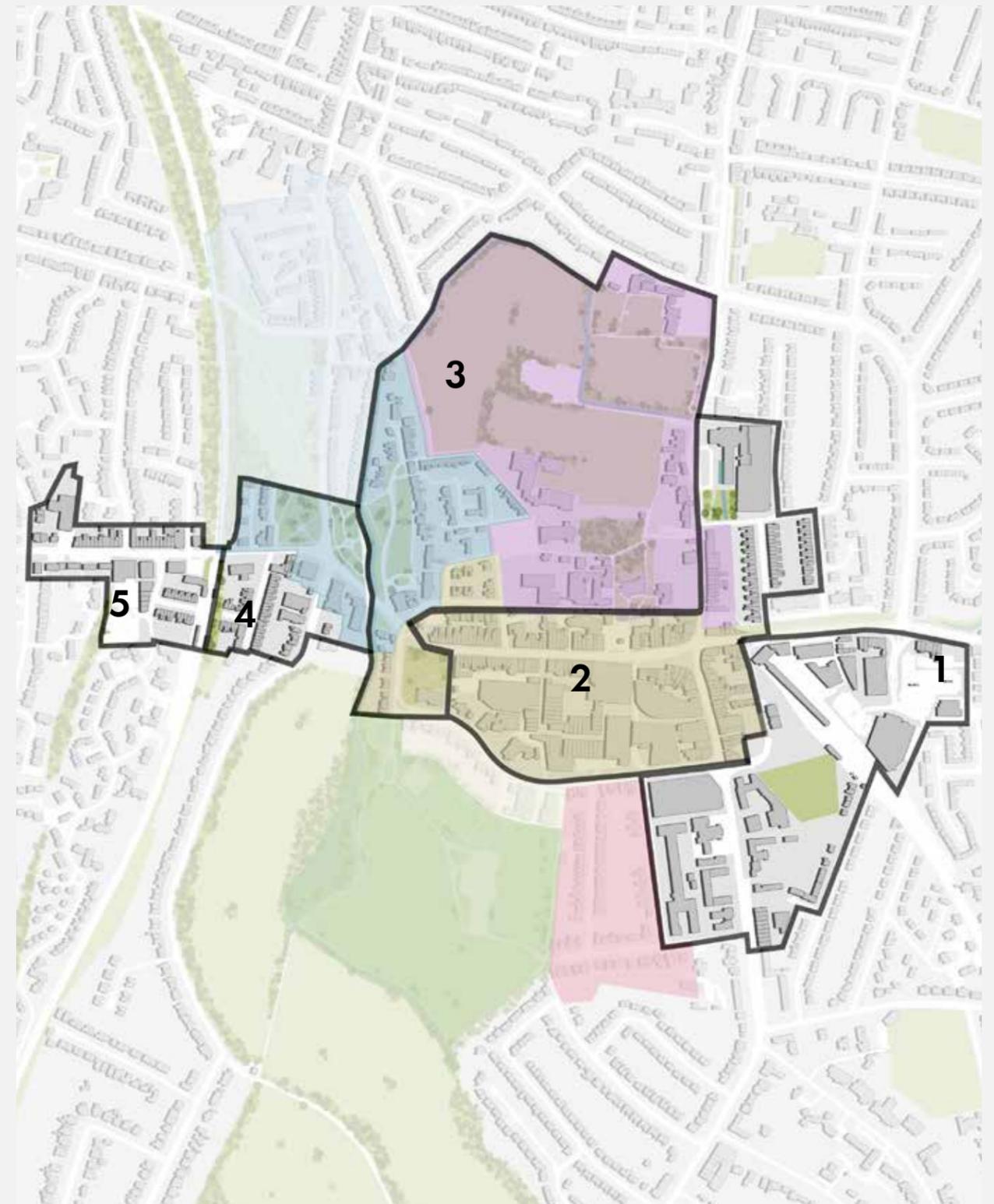


Town Park and the New River

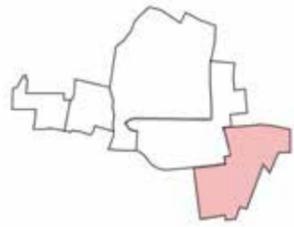
Including the large open space of Town Park and the New River which runs along its western boundary.



Enfield Town Masterplan Framework SPD character area



Plan: Enfield's character areas as defined for this SPD and Enfield's conservation character areas as defined by the Conservation Area Character Appraisal



2 Core centre

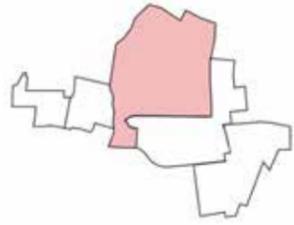
- A mix of historic town centre assets and more recent mixed use development.
- Church Street provides the town centre with a strong historic core, with characterful terraces lining both sides of the high street, with the potential to provide an attractive public realm environment between Enfield Town and Chase station.
- This area is structured by the confluence of arterial roads arriving from all directions.
- To the north is the Enfield Civic Centre which is a focal point for the private and public sector employees.
- South of the High Street, a large core of retail uses is dominated by the pedestrianised Palace Exchange centre.
- Historic street frontages have suffered from neglect and harmful alteration to shopfronts and upper floors. There is opportunity for new development to improve street frontages and enhance the character of the conservation area.
- The medieval urban fabric and street pattern of Enfield's core is still recognisable today, establishing a strong connection with the town's history.
- The market square is an important part of Enfield's history and provides an excellent opportunity to improve public realm and activity in the core centre.
- The main road network and traffic movement in this area has an impact upon the surrounding character and quality of streets, as well as pedestrian permeability to other parts of the town.



1 Enfield Town

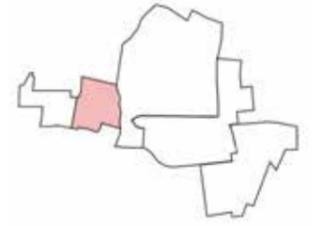
- Enfield Town station is an important commuter link into central London, including Liverpool Street.
- It has a coarse and less permeable urban grain characterised by taller buildings at the northern end of the character area. These fail to enhance the character and setting of the Town and conservation area.
- The area east of the railway lines is dominated by large swathes of car-parking that are accessed from Southbury Road and serve the Post Office and popular Tesco food store.
- The area immediately west of the railway lines is characterised by vacant sites and large surface car parking at Genotin Road. Further west there is combination of vibrant cultural facilities such as the Dugdale Centre and more low-key sites such as St. Anne's Catholic School and grounds.





3 Centre north

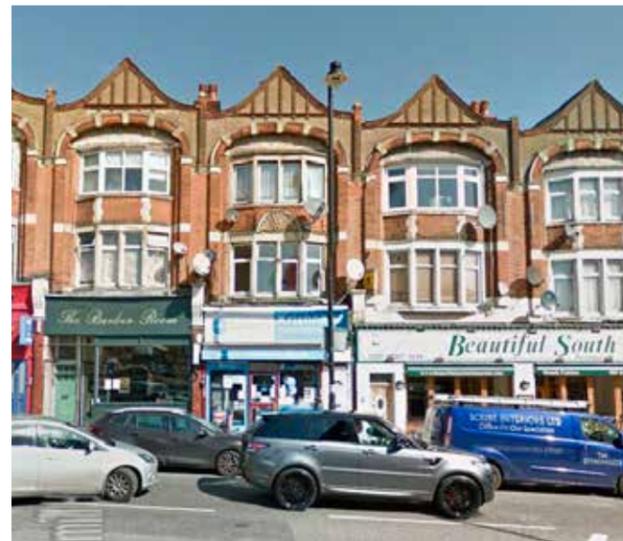
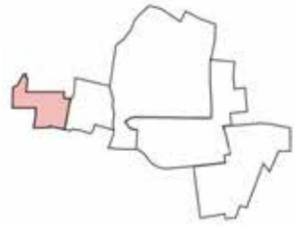
- This area maintains a sensitive townscape character with a well-maintained historic urban grain.
- Gentleman's Row is lined with a number of distinctive listed properties.
- The prevailing land uses are residential with a number of community uses including Trinity and St. Andrew's churches as well as Enfield Grammar and Enfield County Upper School that provide focal points of considerable activity throughout the week.



4 Centre west

- There is a significant cluster of heritage assets including the old Magistrates' Court and St. Paul's Church.
- The southern edge of Chase Green and the public open space around the Millennium Jubilee Gardens present an attractive public realm environment for people of all ages.
- South of Church Street comprises a collection of office buildings which help underpin an office campus character. Although these buildings, particularly Ross House are of limited merit themselves.
- Further south, terraced properties along Windmill Hill lead towards a more residential character.
- There are no development proposals for the green spaces within the masterplan.





5 Enfield Chase

- Enfield Chase is a gateway into central London stations including Moorgate. There is an opportunity to enhance the appearance of the bridge over the station and the station forecourt which is currently dominated by vehicle drop off and parking. The quality of surface materials are also poor and could be significantly improved to further enhance this arrival space.
- The well-preserved High Street comprises a number of buildings of heritage value.
- Intermittent parades of ground floor retail bring activity to this key route into the heart of Enfield Town.
- A number of mid-rise office buildings also offer a commercial character to this neighbourhood and ensure considerable day time activity along Windmill Hill.



4

4 VISION AND OBJECTIVES

4.1 A NEW VISION

Following discussions with Members and key landowners in the town, the following vision statement has been agreed:

'Preserve and enhance Enfield Town's historic market town identity while helping to develop a town centre that meets the future needs of a growing London borough. Enfield Town will become a distinctive centre for residents, one that can meet the demands of diverse employment, better connections, living spaces and cultural activities.'

In delivering the investment opportunities outlined in this masterplan framework and others that may come forward, the overriding priority is to ensure Enfield's historic identity and market town character is protected and maintained. New opportunities will be guided by this vision and will be expected to preserve and enhance Enfield Town's unique character.

1

**MORE
PEOPLE**

2

**MORE
JOBS**

3

**MORE
LIVEABLE**

4

**MORE
CONNECTED**

5

**MORE MARKETS
AND STREET LIFE**

6

**MORE EVENING
ACTIVITY**

1 MORE PEOPLE

Meeting the housing growth requirements through sustainable, high quality residential development within Enfield Town, with a focus on well-connected sites within the town and close to Enfield Town Station that will regenerate current under-used and vacant sites. Accommodating the level of housing growth required is likely to require significant urbanisation and densification within the Borough. This needs to be balanced by the Design Guide against protecting the historic assets within Enfield Town and enhancing its distinctive character. For example, the guide should clearly identify where taller buildings may be acceptable, where not, and how sensitive transition between scales should be handled.

2 MORE JOBS

The framework should clearly identify the areas where office expansion would bring the greatest benefit, both in terms of enhancing character and to the future prosperity of the business community. 13,000 additional jobs were identified as being required across the Borough for the period 2011-2036, although Enfield Council is considering significant increases to this to meet economic growth aspirations. The Enfield Town area is likely to be a significant contributor to job growth and the design guide should consider the opportunities available to best accommodate this. Enfield Council are keen to harness the clear advantages offered by Chase Side and sites close to Enfield Chase station and the opportunity to densify and develop the office accommodation within this high quality environment. As with predicted housing growth, the tension between the densification of use and built form that is likely to accompany expansion of offices must be balanced against the retention of the distinctive character and impact on heritage assets in close proximity.

3 MORE LIVEABLE

Enfield Town has significant valued assets, including its heritage and green spaces. Protecting and enhancing these assets must form a key driver for the framework, while identifying opportunities where redevelopment could facilitate growth, and places where reinvention and reconfiguration would be beneficial. Enfield Council are aware of a number of weaknesses with the existing townscape, particularly at gateways into Enfield Town and where vacant sites or inappropriate infill has resulted in poor street frontages and a lack of enclosure. There are further opportunities to make Enfield Town a more liveable place by offering its residents new places for them to go, greater access to more leisure facilities, and a wider range of cultural events and activities.

4 MORE CONNECTED

Enfield Town should be easy to get to by all forms of transport and movement. Creating an enhanced town centre environment that is accessible by public transport, walking, car and cycling creates a better place to do business, attract more people visiting, staying longer and shopping more. Securing large-scale intervention into the public realm and the public transport network within Enfield Town, offers the opportunity to reduce car borne traffic and congestion through key routes. This will enhance not just connectivity for all, but the wider movement network and quality of the high street and public realm. Key opportunities for improvement include improving priority for walking and cycling at the junction between

Church Street and Chase Side, Church Street and Cecil Road and the provision of cycle hub facilities across the town centre.

5 MORE MARKETS AND STREET LIFE

Further to creating a successful movement network and connectivity, opportunities to enhance the existing public realm and create a complementary series of streets and spaces within Enfield Town that people can enjoy and businesses can actively inhabit exist. The preparation of design guidance identifying a common palette of materials and detail, can support the creation of a high quality environment that will bring identity and distinctive character to Enfield Town. However, Enfield Council consider public realm interventions may address other weaknesses within Enfield Town, such as the Southbury Road junction adjacent to Enfield Town Station, and accommodating expansion/overspill of the Market from the Market Place across Church Street to Fountain Square.

6 MORE EVENING ACTIVITY

Enfield Town currently suffers from a significant drop in activity and the number of visitors in the evening. Identifying where development or public realm interventions could strengthen the existing evening economy or unlock potential to develop it further in appropriate locations, would help promote opportunities to address this, promoting Enfield Town as a thriving centre beyond the traditional opening hours of retail and commercial businesses. In order to achieve a more vibrant evening economy, the masterplan will work within the Council's Cumulative Impact Policy in relation to local licensing objectives.

4.2 OPPORTUNITIES & CONSTRAINTS

In view of this new vision for the centre and the urban and socio-economic analysis that has been undertaken to underpin and inform this masterplan framework, a number of strategic factors influencing and guiding the opportunities for Enfield Town emerge.

Considering the role and functionality of town centres across London, there is an increasing focus towards outer centres, reflecting the pricing pressures in Central London pushing activity out from the core. Whilst there is growth of the retail mega centres in London such as Bluewater, Westfield London, Westfield Stratford City, and Brent Cross, the retail landscape is changing, reflected in changing operator needs and consumer shopping habits.

The way we are using town centres is changing, and despite previous fears surrounding the death of the high street, locations offering click and collect services are attracting people back to their local town centres and influencing the role and requirements of anchor stores. The de-centralisation of workspace is re-focusing employment towards town centres which is directing new sectors and workspace beyond Central London, supported by good transport links and the flexibility provided by digital technology.

The focus for town centres has shifted towards providing leisure and food and beverage opportunities, meaning town centres are being thought of differently as:

- Places to enjoy (cafes, dining, culture, health and beauty)
- Places of exchange (social infrastructure and civic role)
- Places to experiment (pop-ups, seasonal events and meanwhile uses)
- Places of interchange

It is imperative that local planning policies provide the flexibility required to support the evolving nature of town centres and the growing focus for town centres as places to enjoy spending time beyond solely retail activities. It is also a fundamental expectation of all new development that it will both preserve and enhance the existing historic character of the town and its setting.

Responding to this strategic context and reflecting its characteristics, there are a number of key opportunities for Enfield Town to build on its existing assets:

- **Support and promote expansion of the evening economy and leisure activities**
Bringing forward a range of dining, bars and commercial leisure activities to expand the limited existing cluster of evening economy activity in the centre and provide an attractive range of evening activity opportunities for residents, workers and visitors to Enfield Town. Pop-ups and meanwhile uses can be encouraged as ways to create activity and start to build its reputation as an evening destination.
- **Encourage town centre living**
Residential development is a key driver of economic growth in Enfield Town. The Council will proactively encourage the Private Rented Sector and in particular to promote the investigation of such schemes around the transport hubs of Enfield Town Station and Chase Station. The opportunities for PRS development in the town will make the residential offer attractive to a range of new residents who will increase activity levels and underpin demand for new commercial leisure and evening economy activities. Where areas of opportunity for increased height or density are identified these will be tested against Council and national policy including that of Historic England.
- **Support the clustering of employment activity at the Chase side of town**
The character of the Enfield Chase side of town, its transport connectivity to London, and the modest cluster of existing employment activity could provide an opportunity to focus 'campus style' office development and flexible workspace provision in this area. There could also be opportunities for workspace to occupy some of the vacant units in Church Street, improving activity levels and supporting local business activity.
- **Reinforce East-West links in the town centre**
There is an opportunity to improve the legibility between Enfield Town and Enfield Chase stations. This can be supported by addressing vacancy issues on Church Street and



Plan: Enfield's character areas and their opportunities

strengthening the offer at both ends of Church Street to incentivise people to move from one end of the town to the other.

- **Maximise the blue and green assets**

Enfield Town has a number of green spaces and the New River corridor at the Chase side of town, which provides a high quality environment which could be taken advantage of further to underpin activity and encourage people to spend time in the centre. As set out in the Conservation Area Appraisal there is the opportunity to open up more of the New River beyond Portcullis Lodge and strengthen connections and legibility.

- **Maximise the heritage and market town character**

There are a number of opportunity sites that are within the conservation area and within the surrounding context of listed or locally listed buildings. Future development in these areas must be conscious not to affect its historic setting and instead preserve and enhance the existing context. The Market Place provides a particular opportunity to deliver a range of pop-ups, seasonal activities and events to contribute to community and cultural activity in the town and celebrate its historic setting.

- Challenges relating to the movement of pedestrians, cyclists and vehicles, which affect the way people access and use the centre, and the requirement to ensure the town centre car and cycle parking provision meets requirements and supports evening economy activity (which it currently does not).

The Masterplan development framework and design principles seek to overcome these constraints where possible, and propose potential development site opportunities that maximise opportunities and the ability to achieve the Vision and Objectives for Enfield Town.

The most notable constraints for Enfield Town, which will affect the ability to take advantage of its opportunities include:

- Enfield Retail Park on the A10 is a major player and in direct competition with commerce in Enfield Town itself.
- Key sites such as Enfield Town Station and Chase rest in the hands of Network Rail and TfL.
- Significant vacancy levels at the west of Church Street, with certain units providing unit footprints which are not adequate/ attractive for modern occupier requirements.
- Loss of office floorspace to residential development, with a fairly weak office activity cluster remaining at the Chase side of Enfield Town.
- Local competition from other centres, which provides better retail and leisure opportunities.
- Complexity of land ownership patterns in parts of the town, adding to the complexity of development coming forward on certain potential development sites.
- Poor gateway to the town centre from Enfield Town Station which does not provide a clear link to Church Street and does not encourage pedestrian movement through the town.



The Kings Head could benefit from pop-up and seasonal events held in the Market Place



5

5 MASTERPLAN FRAMEWORK

5.1 OUTLINE

This section provides an outline of the proposed Enfield Town masterplan framework.

The masterplan framework has been informed by stakeholder and landowner engagement and has been subject to wider public consultation before being reviewed and refined for adoption.

The masterplan framework provides a town-wide strategy to help attract and guide development and investment and ultimately work with partners to deliver the vision for Enfield Town.

The vision will be delivered through ongoing partnership work across a range of short, medium and long term improvement, investment and development opportunities.

5.2 KEY MOVES

The masterplan framework is outlined in two parts. Initially, a town-wide perspective is taken with a series of 6 key moves being identified.

This is followed by planning, design and development advice for each of the five identified character areas in the form of site specific advice on each of the identified potential development sites.

High level development schemes have been prepared, where appropriate, for each site. These schemes provide a prospective and theoretical design response to the opportunities and constraints associated with each site. As much of the Framework affects land lying within, or affecting the setting of the Enfield Town conservation area, a prime consideration will be preserving and enhancing its character and setting.

This advice is not intended to be prescriptive. Rather, it is intended to assist developers in putting forward development proposals for these key sites. Development footprints together with advice on land uses, scale of development, public realm improvements and, where relevant, other issues are provided.

The Council will preclude any significant changes to parking provision and management until alternative arrangements are confirmed and in place as recommended by the parking strategy.

The phased introduction of new retail will be paramount to ensuring the successful future of Church Street and the established High Street.

1 KEY MOVE 1 Environmental & parking management



- Continue ongoing work associated with the detailed design and implementation of the Cycle Enfield improvements.
- Work with key partners such as the Charitable Trust to review the programme for the Market Place with the objective of making more intensive use of this historic space for the town centre / market based pop-up uses. This will require the scaling back of car parking uses on the site. Proposals should enhance the character of this focal point in the conservation area.
- Work with the Council's highways and parking team to consider parking management changes in the town. Specifically, consider options which would enable better use to be made of the Palace Exchange car park, enabling the support of evening activities at the Dugdale Centre.

2 KEY MOVE 2 Investment around Enfield Town Station



- Work with partners around Enfield Town Station to bring forward key sites. These could include bringing forward the St Anne's School site and, subject to parking management changes, bringing forward the Genotin Road car park sites.
- It is anticipated that discussions with other land owners in this area such as Tesco and the Royal Mail will continue although these sites are identified as longer term opportunities.
- Continue ongoing discussions with Network Rail over the delivery of improvements to Enfield Town Station.
- The opportunity to accommodate potential for a future new bridge crossing over the railway line to better connect the commercial centre and the Tesco site should not be compromised through shorter term investment and development decisions.
- The Council will proactively approach new companies and developers to invest in the area around Enfield Town Station.

3 KEY MOVE 3 Diversification of the centre



- The role of the High Street continues to change. Much of the stakeholder feedback received during earlier stages of engagement revolved around the relatively poor quality evening economy offer within Enfield Town.
- The designation of shopping frontages and mix of uses within certain parades and locations should be reviewed within the Local Plan to enable a more vibrant mix of uses to congregate in the town centre.
- The north side of Church Street which benefits from a south facing sunny aspect and Silver Street which benefits from evening sun are considered good locations for a more diverse mix of town centre uses.
- The service areas to the rear of Palace Gardens offer a poor quality streetscape and there is scope to improve this part of Cecil Road.
- A number of statutorily listed buildings exist within the framework area. Opportunities should be taken for early discussions regarding the implications of change of use.

4 KEY MOVE 4 Strengthen the attraction of the west



- The area west of the centre benefits from wonderful environmental assets but a lack of activity.
- Key sites are identified which take advantage of their good public transport links, relationship with strategic open space and the New River.
- Ross House is an exciting opportunity for high density mixed use development incorporating employment and other commercial uses with residential uses taking advantage of proximity to Enfield Chase station. Any development should be mindful that it borders the conservation area boundary and should negatively affect its setting.
- Metaswitch site, subject to appropriate relocation of this use elsewhere within the centre, presents an opportunity for a similar mix of uses that will preserve and enhance the character of the conservation area with opportunity for new active street level uses.
- The Magistrates Court site is an exciting refurbishment opportunity to support local business and cultural growth, whilst increasing activity at street level.
- Any development proposals will need to preserve and enhance this sensitive location within the conservation area that backs onto the New River.

5 KEY MOVE 5 Ongoing infill opportunities



- A range of infill development opportunities will come forward across the town as a whole.
- These will involve redevelopment, refurbishment and re-use opportunities.
- New uses will include commercial and leisure uses which strengthen the economy of the town.
- Some less central sites will be more suited to residential uses which will help to support the town centre economy.
- Explore opportunities for start-up / tech space to be accommodated within the centre.

6 KEY MOVE 6 Long term investment east of Enfield



- The Tesco and Royal Mail site represent long term strategic development opportunities for Enfield Town.
- Development of these sites should secure better connections between this area and the town centre, with scope for a new pedestrian green bridge connection between the existing Tesco site and the existing Genotin Road car park site.
- Mixed use high density development will retain convenience retail but with scope to introduce new leisure uses and decked car parking provision which would be managed to serve the town centre as a whole.
- Ground floor active uses along key routes and spaces should be provided as part of development proposals.

5.3 POTENTIAL DEVELOPMENT OPPORTUNITY SITES

This section works across the masterplan framework character areas in turn and provides site specific development, planning and design guidance for all key identified sites, as follows:

Enfield Town

1. Enfield Town Station
2. Genotin Road Car Park
3. St Anne's School playing fields
4. St Anne's School
5. 52 London Road
6. Tesco and Royal Mail
7. Genotin Road corner
8. Dugdale Centre

Core Centre

9. London Road Island
10. Palace Gardens Shopping Centre
11. BT Exchange, Cecil Road
12. Little Park Gardens Bus Station
13. Market Place
14. Civic Centre

Centre North

15. Portcullis Lodge
16. Chapel Street / Little Park Gardens

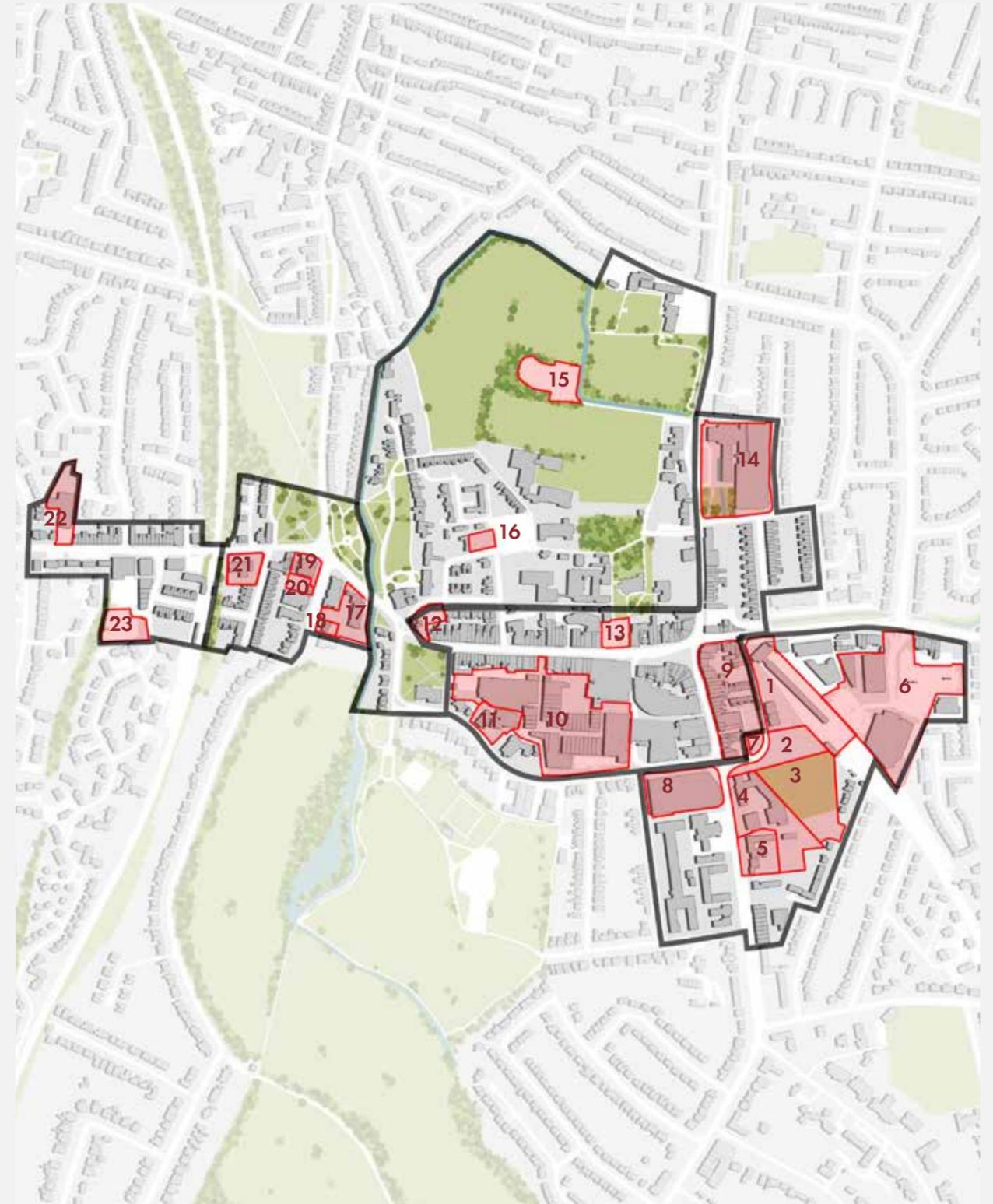
Centre West

17. Metaswitch
18. Old Park Avenue
19. Magistrate's Court Building
20. Land to the rear of the Magistrate's Court
21. Ross House

Enfield Chase

22. Auto 2000
23. Gladbeck Way Car Park

In November 2017, approval was given to establish a Design Quality Panel. This panel will support the growth and urban renewal agenda, development management and support design excellence of the discussed opportunity sites.



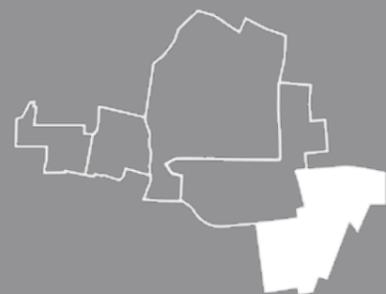
Plan: Enfield's character areas and their development opportunity sites

ENFIELD TOWN AREA

KEY PRINCIPLES

- 1 Short term improvements to Enfield Town Station entrance and coordination with Cycle Enfield
- 2 Develop Genotin Road sites to create new street frontages and secure alternative arrangement for public parking
- 3 Retain the pedestrian path between Genotin Road and Chalkwell Park Avenue and create new space at the northern end
- 4 Redevelopment of the secondary school and convent sites in the longer term
- 5 Protect alignment for new footbridge over the railway, potentially incorporating a new station entrance in the long term
- 6 Phased redevelopment of the Tesco and Royal Mail sites east of the railway line
- 7 Respect the setting of the Enfield Town Conservation Area and its heritage assets

Existing frontage	
Proposed active frontages	
Positive historic contribution	
Focal point	
Public parking	
Poor view	
Vehicular access	
Station access	
Underground water pipe	
Public realm opportunity	
Key route and vehicular access	



5.4 ENFIELD TOWN

SITE 1 - STATION & 49 GENOTIN ROAD

Key principles and land uses

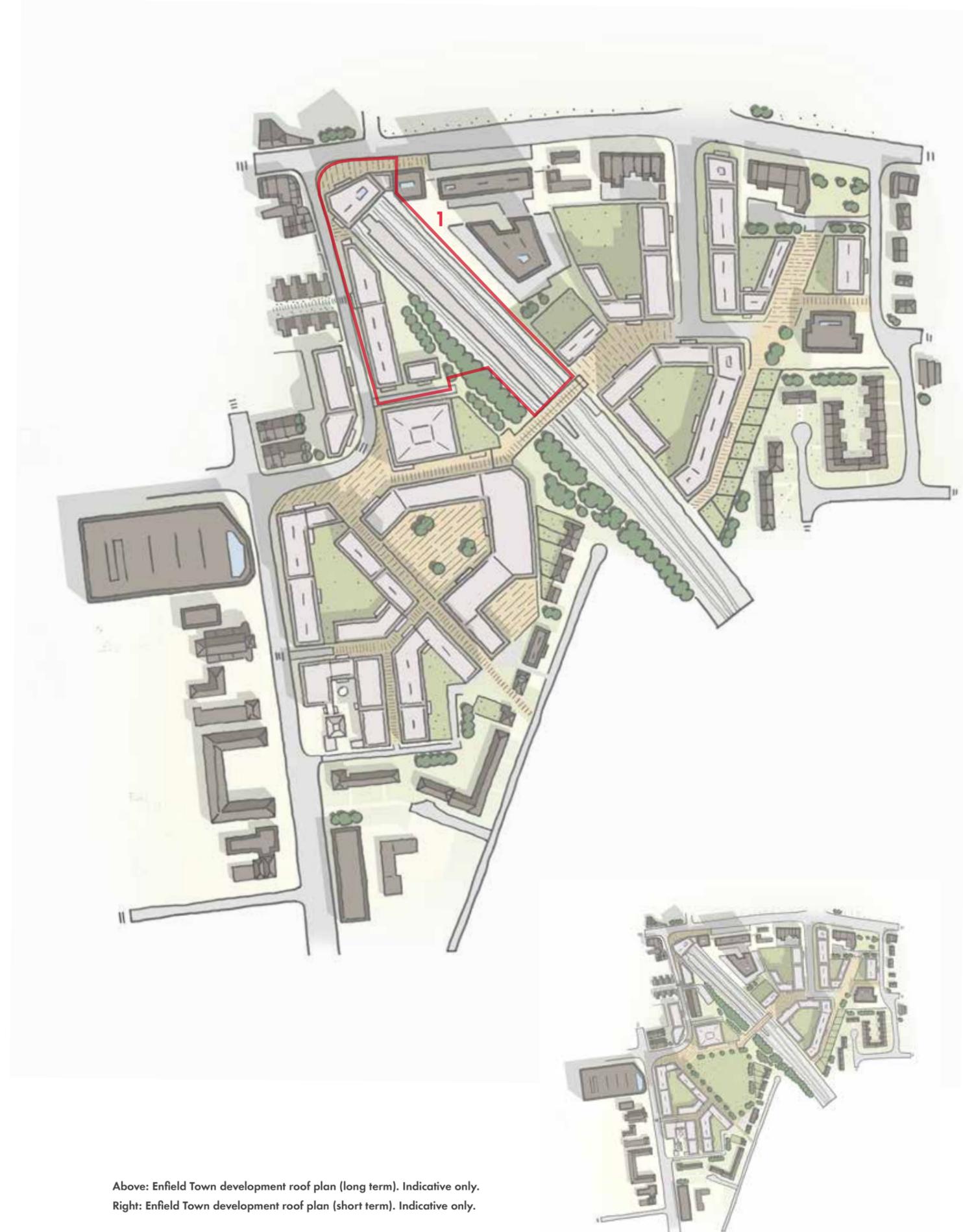
- This site falls just beyond the boundary of the Enfield Town Conservation Area and whilst it should accommodate a high density scheme, development proposals should be carefully designed as they are likely to affect the setting of the conservation area.
- Appropriate uses include retail, leisure, community and commercial ground floor uses with residential and office uses on upper floors.
- This site has the opportunity for both short and long term development options which are illustrated opposite.
- In the short term the existing station could be reconfigured to accommodate a new Genotin Road access alongside an improved station forecourt public realm. Planning permission has also been secured to accommodate a new cycle hub on no.49 Genotin Road.
- In the longer term, the station site could be comprehensively redeveloped to provide an improved station building with a high density residential building, on upper floors that could make an important contribution to the regeneration of the area. The land immediately south of the station and that of 49 Genotin Road could also be redeveloped to accommodate a higher density residential building with community/commercial uses at ground floor possibly incorporating the new cycle hub that would coincide with the Cycle Enfield scheme.
- Beyond this and in the longer term, there may be an opportunity to move Enfield Town Station further south where it could have a higher quality arrival space with stronger connections to the town centre and future surrounding development.
- A co-ordinated approach should be taken with other sites within the character area to help promote comprehensive change.

Form of development

- High density development is appropriate in this sustainable and accessible location with taller buildings potentially being appropriate subject to any impacts on the setting of the adjacent conservation area.
- New development should directly address and clearly define existing streets and any new routes formed.
- The masterplan framework for the sites has been devised taking account of site ownership patterns, but for the full potential of the area to be realised, a comprehensive approach to the development of the sites is likely to be required.

Public realm

- Creating an improved arrival experience is a priority for any future investment in the station environment. The space in front of the station building should be designed to give pedestrians greatest priority.
- New public realm improvements should embrace new initiatives like safer streets and cycle infrastructure to deliver a high quality environment which better promotes sustainable forms of travel and movement for all users.



Above: Enfield Town development roof plan (long term). Indicative only.
Right: Enfield Town development roof plan (short term). Indicative only.

5.4 ENFIELD TOWN

SITE 2 - GENOTIN ROAD CAR PARK

Key principles and land uses

- This site falls just beyond the boundary of the Enfield Town Conservation Area and whilst it should accommodate a high density scheme, development proposals should be carefully designed as they are likely to affect the setting of the conservation area.
- Redevelopment of the car park and surrounding public realm could make a significant and important contribution to the regeneration of the area and connection to the town centre.
- The Genotin Road car park site presents a short term development opportunity for mixed use development to strengthen the economy of the town.
- Appropriate uses include offices, residential and car parking.
- A co-ordinated approach should be taken with adjacent and other sites within the character area to help promote comprehensive change.
- Redevelopment of the car park site should only proceed once alternative public parking arrangements are confirmed and in place.

Form of development

- High density development is appropriate in this sustainable and accessible location with taller buildings potentially being appropriate subject to any impacts on the setting of the adjacent conservation area.
- Land should be set aside in any development proposals for the provision of a route through to a potential new link over the railway line to the Tesco site.
- New development should respond positively to the development sites around it to ensure the contribution these sites could make to the town centre is not compromised.
- New development should directly address and clearly define existing streets and any new routes formed.

Access and movement

- Where possible, parking management changes should be put in place to help compensate for any temporary loss of parking capacity during development construction - particularly in relation to the operation in the evening of the Dugdale Centre.
- Development should make provision for a footbridge link between the Genotin Road car park and Tesco sites aligned with the southern boundary of the car park.
- It should also allow for possible future relocation of Enfield Town Station alongside this footbridge.

Public realm

- Provision should be made to a longer term green foot bridge and cycle connection across the railway. Access to this route from Genotin Road should be safe, generously proportioned and benefit from being addressed by active frontages.



Above: Enfield Town development roof plan. Indicative only.

5.4 ENFIELD TOWN

SITE 3 - ST ANNE'S SCHOOL PLAYING FIELDS

Key principles and land uses

- This site falls outside of the Enfield Town Conservation Area. If the relocation of St Anne's school is confirmed it will mean this site is released for medium term development, appropriate for a range of land use options including options to explore continued educational and community use. (as illustrated in the option opposite).
- To the south of the site there is a small amount of frontage to Chalkwell Park Avenue and this section of the site is most appropriate for residential use.
- In the short term the site could continue in use as playing fields/ open green space. In the medium term the site could be developed as a 2FE primary school if school places are required.
- Development proposals should be co-ordinated with those associated with the Genotin Road Car Park site as well as the existing St Anne's school and 52 London Road sites to ensure a co-ordinated and potentially comprehensive approach is taken.
- Particular attention should be paid to the northern frontage of the site where a new pedestrian route and bridge may come forward in the future.

Form of development

- The option presented in this masterplan is based on a potential co-location option if the need for a 2 FE primary school is confirmed as an education use as directed by the Secretary of State for education.
- As a small urban site it is unlikely that the playground area will meet the minimum standard, however priority should be given to soft informal and social spaces with appropriate privacy.
- Development should be sensitive to existing residential development and their gardens.

Access and movement and public realm

- The pedestrian link between Genotin Road and Chalkwell Park Avenue should be retained and enhanced.
- Development should consider a more active/ appealing frontage to its northern edge considering the potential of a new pedestrian route and bridge.
- Development should have an active entrance and frontage to Genotin Road with sufficient public space to accommodate pick up/drop off times for the school.
- Principal vehicle access to the site should be via a new route off London Road. Emergency service access might be necessary off Genotin Road and Chalkwell Park Avenue.

SITE 4 & 5 - ST ANNE'S SCHOOL AND 52 LONDON ROAD

Key principles and land uses

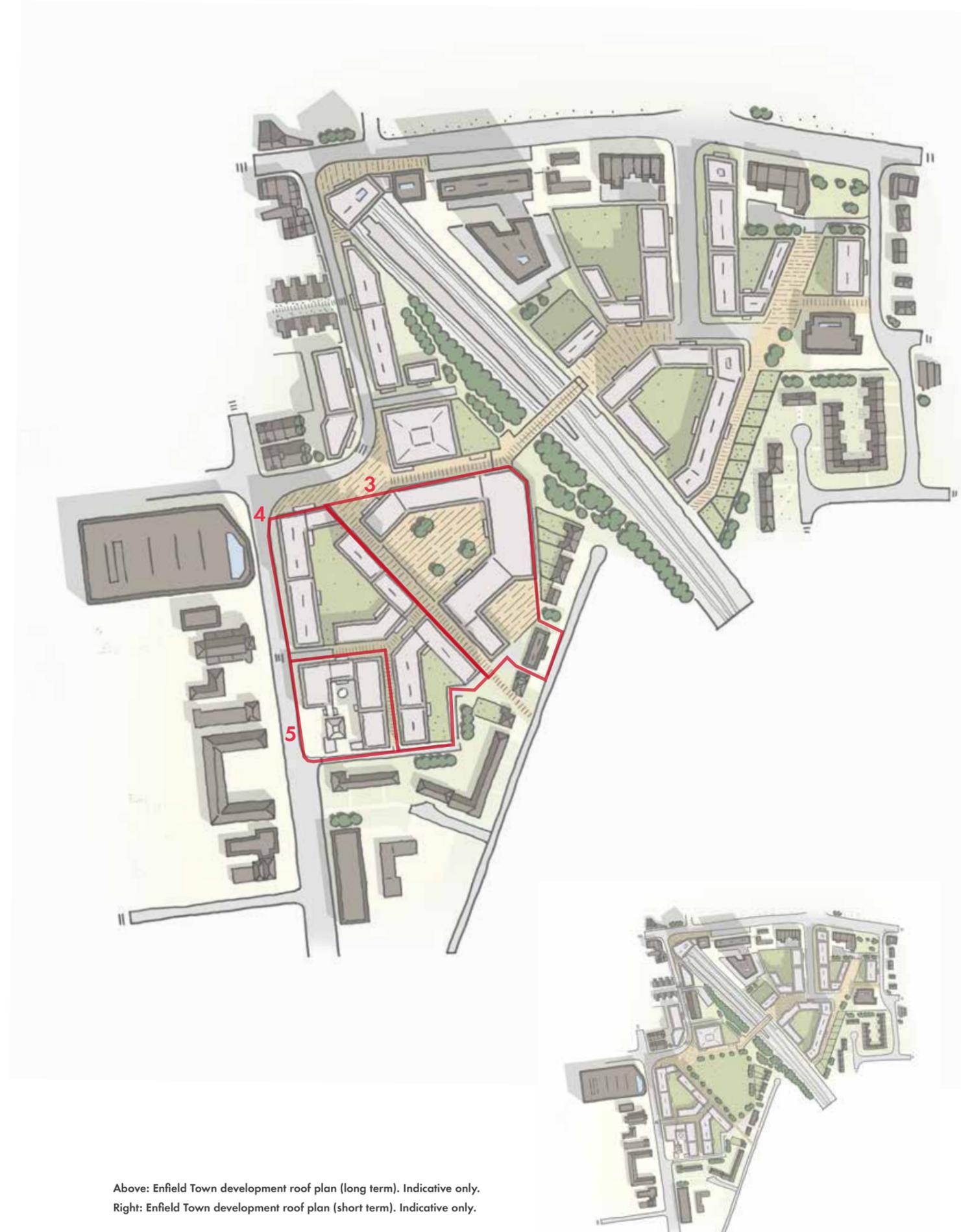
- The northern - most section of the site at the corner of London Road and Genotin Road could accommodate a slightly more ambitious proposal that relates to other adjacent contemporary and higher density buildings.
- However, development should consider its proximity to the conservation area and the effect it will have upon its setting.
- This is a medium term redevelopment site mostly appropriate for residential use, with the opportunity for ground floor mixed commercial uses on the northern edge of Site 4 on the corner of Genotin Road and London Road.
- Residential development in this area will be instrumental in revitalising this side of the town centre and proposals should be co-ordinated with adjacent sites within the character area to ensure a comprehensive approach is taken.
- Redevelopment of the southern - most part of the existing convent. The former house and attached outbuilding are undesignated heritage assets outside the conservation area and development should provide an appropriate response.
- Redevelopment should only progress if appropriate replacement convent accommodation is provided.

Form of development

- New development should be high density to take advantage of this accessible location, with scope to deliver a major new mixed use scheme in Enfield Town.
- The amenities of existing residents to the south will be an important consideration.

Access and movement and public realm

- The pedestrian link between Genotin Road and Chalkwell Park Avenue should be retained and enhanced.
- If required and appropriate, an additional shared route should be created to the south of the existing St Anne's School, adjoining with the existing footpath.
- Residential development in Site 4 should accommodate private residential parking beneath a podium.
- Principal vehicle access to the site should be via a new route off London Road.



Above: Enfield Town development roof plan (long term). Indicative only.
Right: Enfield Town development roof plan (short term). Indicative only.

5.4 ENFIELD TOWN

SITE 6 - TESCO AND ROYAL MAIL

Key development principles and land uses

- This is a long term development opportunity for mixed-use, high density redevelopment on this edge of centre site.
- For the site to come forward, an appropriate relocation of the Royal Mail facilities would need to be in place.
- The continuity of trading for the existing Tesco store is likely to be a key consideration in the phasing of any development.
- New uses could include larger scale retail and leisure uses appropriate for edge of centre locations such as this.
- High density housing uses with a range of housing types and tenures would help to support the economy of the town centre.

Access, movement and public realm

- A more urban form of replacement car parking would enable a more dense form of development to come forward.
- Replacement car parking should be managed to serve the town centre as a whole.
- Development should make provision for a green footbridge link between the Tesco and Genotin Road car park sites to radically improve connections with the town centre.
- The masterplan framework has been devised to take account of underground water utilities.

SITE 7 - GENOTIN ROAD CORNER

Key principles and land uses.

- This is a medium term development opportunity for mixed use, high density development on the corner of Genotin Road
- This site would be appropriate for ground floor commercial uses with residential capacity above.
- The site is located on the edge of the conservation area and development should be mindful of its effect on the conservation area setting and residential terraces both to the north and west of the site.
- The sites position means that proposed development could have a profound effect on the areas street presence and public realm quality and the development frontage should be given careful consideration.

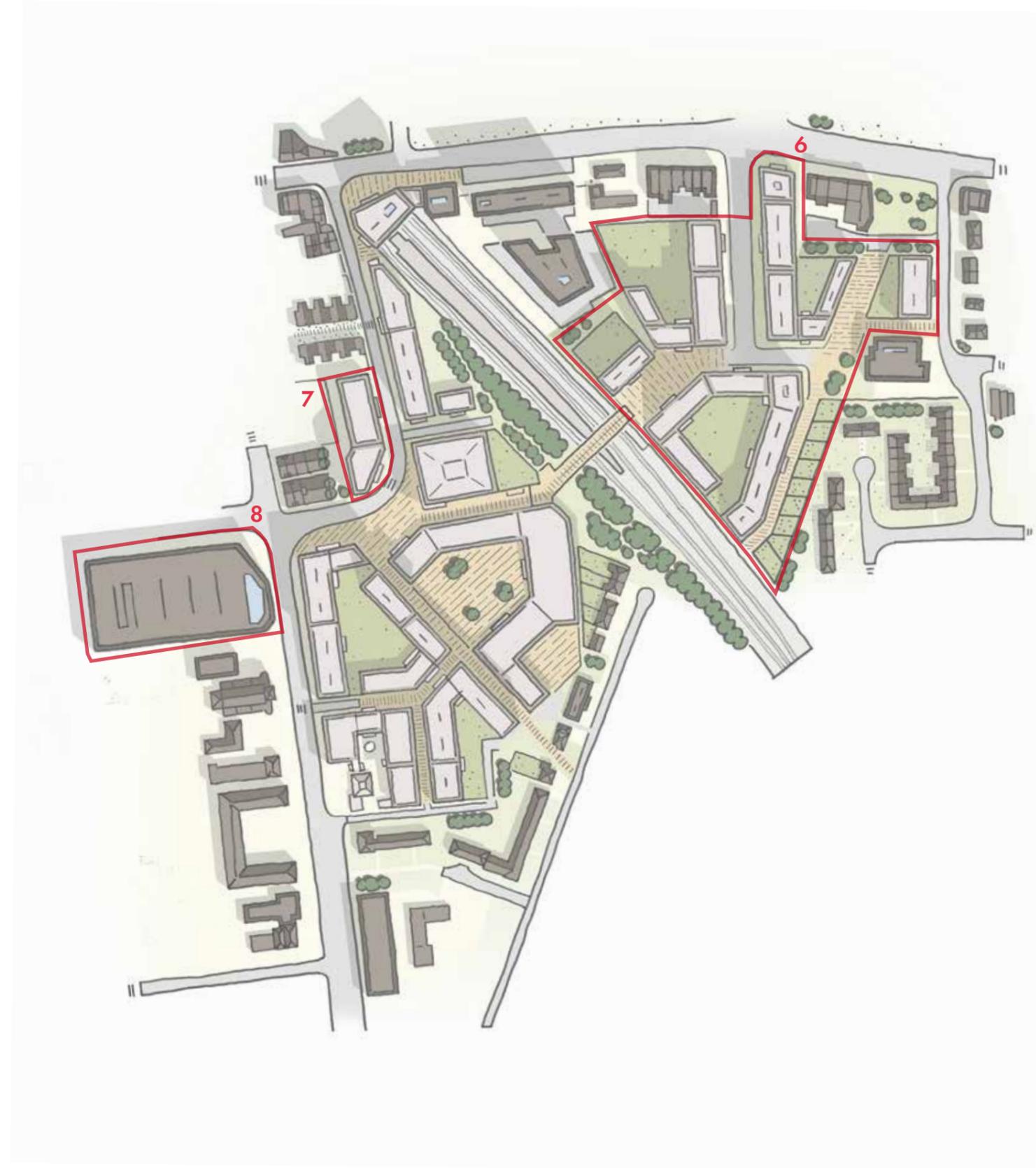
Access, movement and public realm

- Residential access should be made directly from Genotin Road and public realm improvements should include new and improved pedestrian crossings along Genotin Road.

SITE 8 - DUGDALE CENTRE

Key principles

- The Dugdale Centre is a key community and cultural facility in the town.
- Changes in the parking management regime associated with the decked parking above the centre should be introduced to ensure this parking can better support the centre, particularly in the evening.



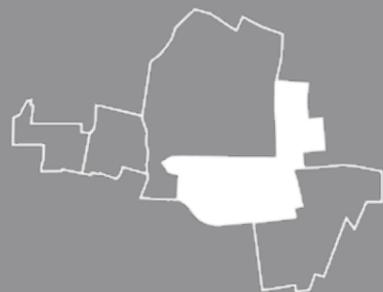
Above: Enfield Town development roof plan. Indicative only.

CORE CENTRE AREA

KEY PRINCIPLES

- 1 Improve the quality of environment and range of activities and events within Market Square
- 2 Improve the quality of access points to shopping centres
- 3 Create stronger street frontage along Cecil Road through redevelopment of sites along the southern side of the shopping centre
- 4 Introduce new / improved pedestrian access to the shopping centre from the south, with routes connecting on to Town Park and the Dugdale Centre
- 5 Consider options for phased redevelopment and modernisation of the shopping centre
- 6 Diversification of and improvements to traditional shopping street frontages along Church Street and Silver Street
- 7 Consider long term redevelopment of the Bus Stand site if bus services are not adversely affected
- 8 Increase footfall at the western end of Church Street, potentially through improved access to the shopping centre
- 9 Improve existing public realm, road crossings and street design at the corner of The Town, London Road and Soutbury Road
- 10 Respect the character and setting of the conservation area and its heritage assets

- Existing frontage 
- Proposed active frontages 
- Positive historic contribution 
- Listed building 
- Locally listed building 
- Landmark building 
- Focal point 
- Public realm 
- Public parking 
- Poor view 
- Key positive view 
- Vehicular access 
- A need to improve footfall 
- TPO/ Important tree group 
- Public realm opportunity 
- Key route and vehicular access 



5.5 CORE CENTRE

SITE 9 - LONDON ROAD ISLAND

Key principles and land uses

- The majority of the buildings on the London Road island site make a positive contribution to the character of the conservation area.
- There are, however, some infill development opportunities which would help to make best use of this town centre land.
- The main opportunity is in the south eastern corner of the site, part of which falls within the adjacent Enfield Town character area and is discussed in that section of the document.
- These sites are appropriate for high density mixed use development.
- However, the vision for and character of this area is likely to radically change in the next few years and development on this part of the London Road island site would ideally come forward after the future of other key sites have been resolved.
- The vision for this area as a whole is the establishment of a vibrant new part of the town centre which would complement the core retail area with mixed commercial development including offices, residential, leisure uses and a limited amount of retail floorspace. The land use mix for these sites should respond positively to this vision.
- A wholly residential scheme which comes forward before other sites in the Enfield Town area runs the risk of undermining the future success of the area.

Form of development

- New development should help to strengthen street frontages which will improve the town centre environment in this location.
- Building heights are less sensitive in this south eastern part of the site than other areas. As a result, slightly higher density development may be appropriate subject to adopted local plan policies.

SITE 10 - PALACE GARDENS SHOPPING CENTRE

Key principles and land uses

- Opportunities to develop around the edge of the centre should be explored, with scope for development to improve the Cecil Road street edge while also improving access to the centre from the south.
- There may be scope to incorporate larger format commercial leisure uses in the centre through the reconfiguration of existing space and/or the creation on new space on upper floors.
- The edge of the centre along Sarnesfield Road presents an opportunity for new residential development on upper floors.

Form of development

- The principal development opportunity at Palace Gardens is to make better use of land around its perimeter for new residential development and stronger street edges.
- Any proposals for new taller buildings within the centre would need to demonstrate that new development protects or enhances the character of the conservation area.

Access and movement

- Opportunities to improve existing and create new pedestrian access to the centre through new development on Cecil and Sarnesfield Roads would be supported.
- The decked car park above the centre is Enfield's largest car park. However, it could be better used. Improvements to the quality of the car park facilities would help to improve the appeal of the car park so that it plays a more important role in meeting parking demands in the town.
- The Council would support the creation of new entrances to the centre from the western end to help improve the relationship between the centre and the western end of Church Street
- There is also opportunity to provide improvements to the existing entrance further south of Church Street to include enhanced public realm and the shopping centre's relationship with Market Place.

Public realm

- Opportunities to improve the key access points to the centre should be taken, with scope to improve existing entrances from Church Street and Cecil Road, but also create new entrances from Cecil Road, connecting through to Town Park.



Above: Core Centre development roof plan. Indicative only.

5.5 CORE CENTRE

SITE 11 - BT EXCHANGE, CECIL ROAD

Key principles and land uses

- In the long term, should this site become available, it would represent a good town centre housing development opportunity.

Form of development

- Conversion of the existing building combined with some new buildings defining a new access to the shopping centre would be an appropriate form of development.

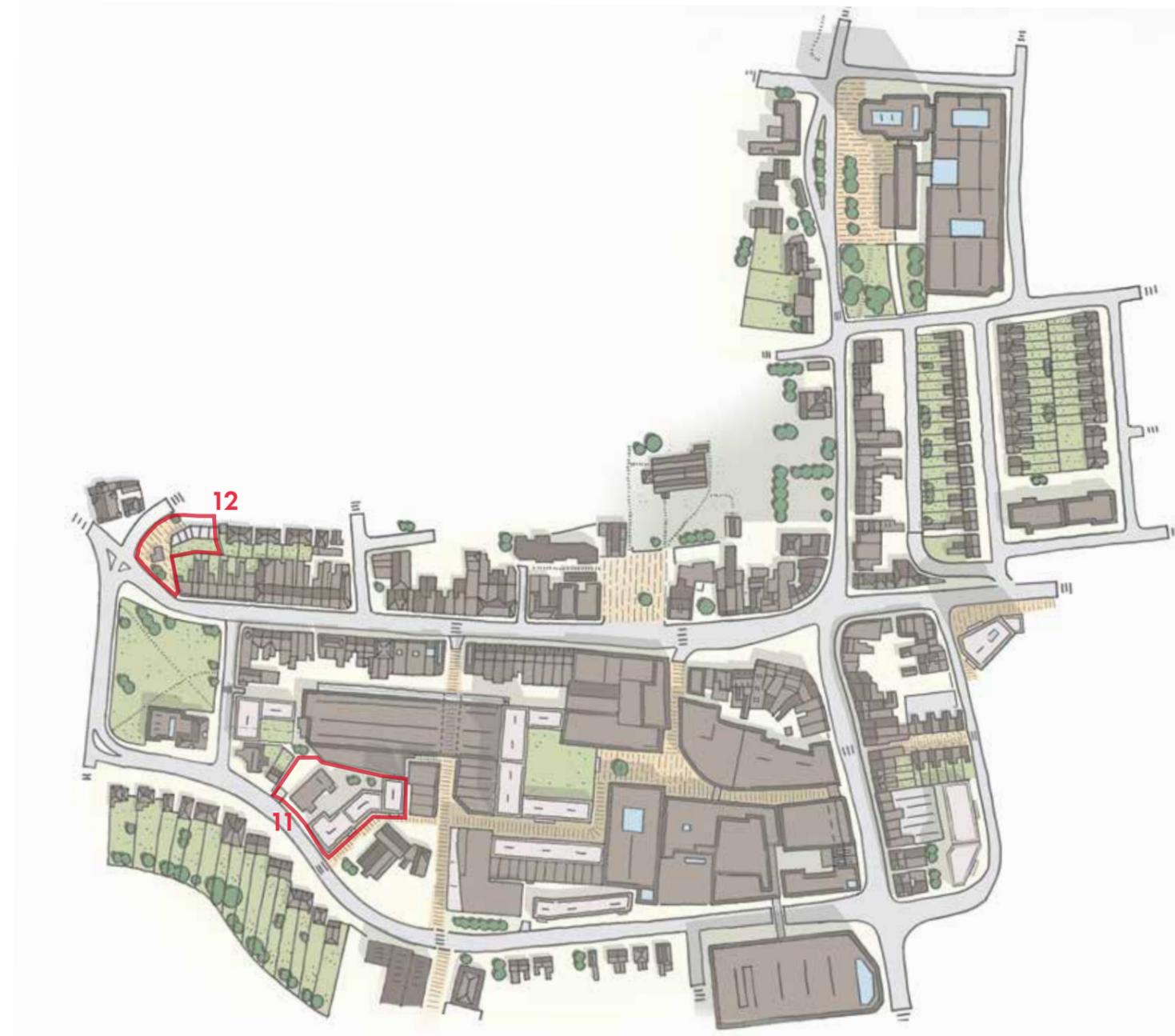
Access and movement

- Redevelopment may raise the opportunity to improve service access to the shopping centre which could deliver town-wide benefits and help to release other sites for development.

SITE 12 - LITTLE PARK GARDENS BUS STATION

Key principles and land uses

- The Council are keen to explore alternative and appropriate uses for the bus stand site in the longer term.
- This gateway site represents an attractive development opportunity that would help support footfall in the west and strengthen east west links.
- Now that TfL have established operational control over Enfield Town Station, the Council will work within TfL's requirements to bring forward an improved public transport strategy for both bus and rail.
- Subject to approval by London Buses, this strategy should proactively investigate the relocation of the current bus standing area to a more suitable arrangement to meet the aspirations for Enfield Town.
- In the short term, the current arrangement has the potential to offer more of an attraction that will increase the sense of arrival at Enfield Chase and increase footfall along the western end of Church Street. Appropriate uses could include a café offer at the front of the site alongside pop-up opportunities.
- In the longer term the comprehensive proposals around Site 1: Enfield Town Station and Site 6: Tesco's and Royal Mail should explore the opportunity to establish a public transport hub.
- Appropriate uses would be re-use of the existing toilet block, with new residential and office uses to support the existing urban character taking advantage of the green and blue ribbon network.
- Existing trees on the Church Street site boundary are positive features in the conservation area and should be retained in any redevelopment proposals.



Above: Core Centre development roof plan. Indicative only.

5.5 CORE CENTRE

SITE 13 - MARKET SQUARE

Key principles

- The Market Square is Enfield Town Centre's most important space.
- In recent times, its role as a market place has been undermined by its use as a town centre car park.
- The vision for the Market Square is to work with the owners and managers of the space to develop a more intensive programme of events and market days.
- This will result in the Market Square being used for its intended purpose more of the time.
- The Market House (the Bandstand) itself has the opportunity to support greater active use.
- Public realm improvements could improve surfaces for ease of use by wheelchair users and better quality market hardware.
- Regarding the activities that take place in the Market, consideration should be given to a combination of food and drink uses during the day and evening combined with more traditional market stall activities.
- Service arrangements for new and adjacent uses must be discreetly accommodated within any future public realm improvements.

SITE 14 - CIVIC CENTRE

Key principles

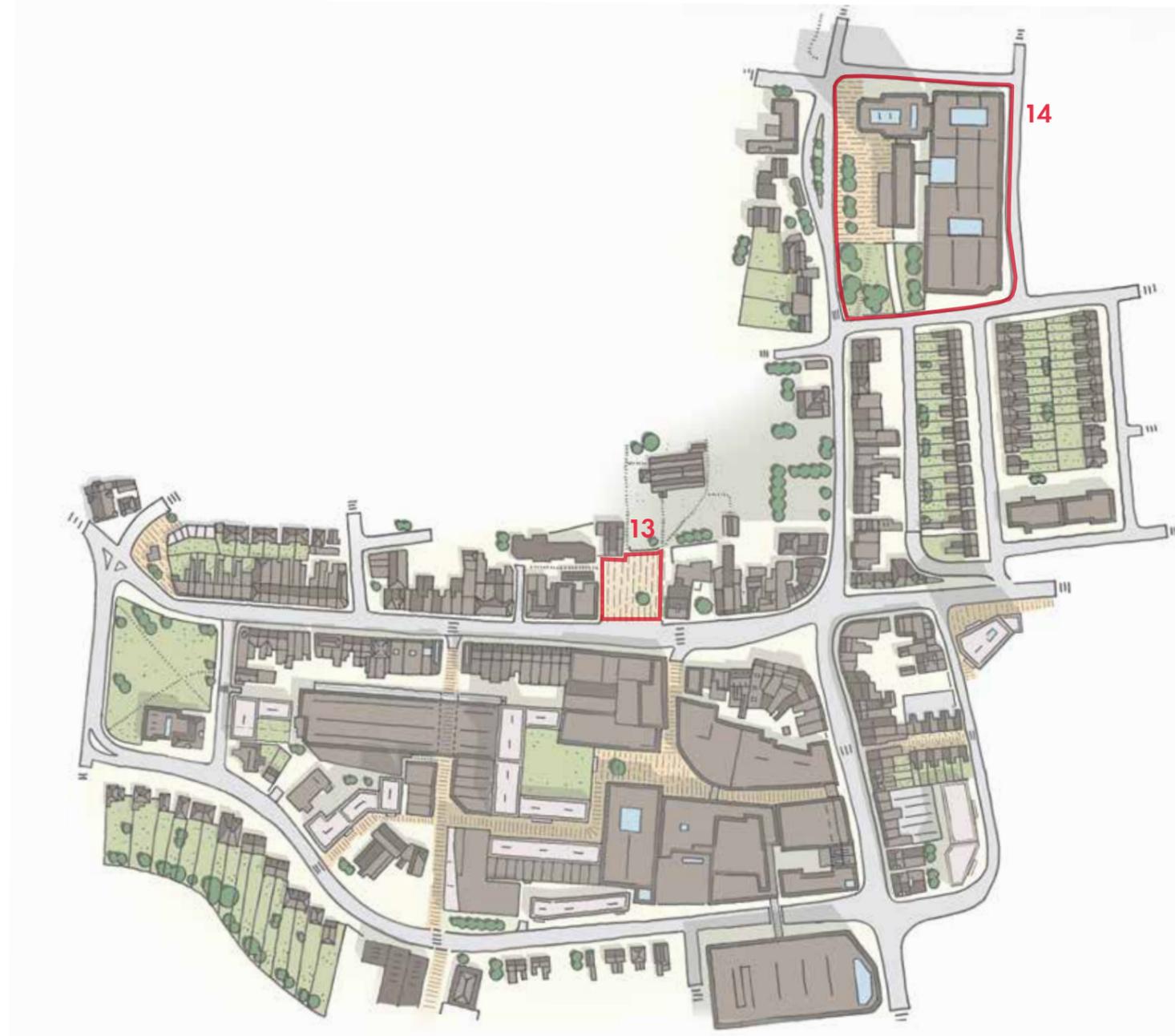
- There is no intention at this time to bring forward the civic centre site for comprehensive redevelopment. There may, however, be an opportunity to make better use of the parking spaces available in the building to benefit the town centre.
- The Council are already considering options to bring forward and make use of office floor space to support local business growth.



Kingston Market Square



Kingston Market Square



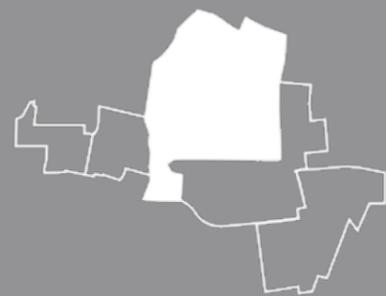
Above: Core Centre development roof plan. Indicative only.

CENTRE NORTH AREA

KEY PRINCIPLES

- 1 Respect the character and setting of the conservation area and its heritage assets
- 2 Improve the quality of pedestrian routes through the area
- 3 Promote appropriate infill redevelopment as opportunities arise
- 4 Consider options for school consolidation and sharing of facilities

Existing frontage	
Proposed active frontages	
Listed building	
Locally listed building	
Landmark building	
Focal point	
Public parking	
Poor view	
Key positive view	
Vehicular access	
School access	
TPO/ Important tree group	
The New River	
Metropolitan Green Land designation	
Public footpath	



5.6 CENTRE NORTH

SITE 15 - CHAPEL STREET / LITTLE PARK GARDENS

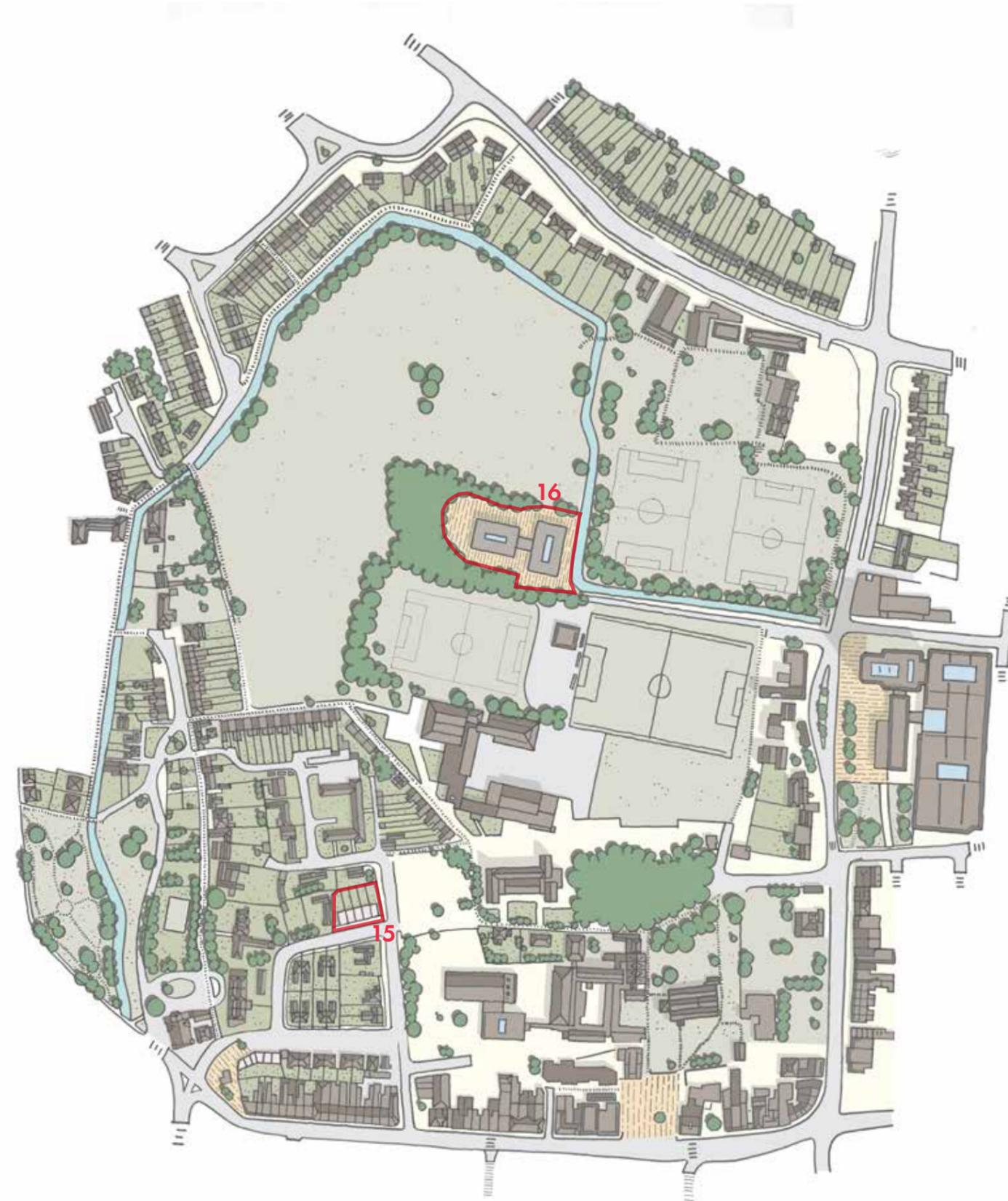
Key principles and land uses

- This small site falls within the Enfield Town Conservation Area and has most recently been used as a private car park.
- The Conservation Area Management Proposal advocated redevelopment of small car parks in order to recover the historic urban grain and sense of enclosure of these areas.
- The site is considered suitable for housing development.

SITE 16 - PORTCULIS LODGE

Key principles

- This is a Council owned car park currently used for Council staff and is within the Enfield Town Conservation Area.
- The site was once occupied by Portculis Lodge which was demolished in 1968.
- The principle of residential use is therefore established on this site although the site might play a useful role in development and improvement of the school's estate given the direct relationship between the site and the playing fields.
- The land is surrounded by, but does not itself fall within, Metropolitan Open Land.



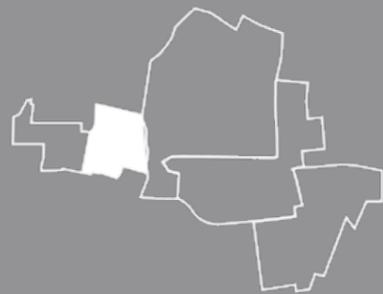
Above: Centre North development roof plan. Indicative only.

CENTRE WEST AREA

KEY PRINCIPLES

- 1 Respect the character and setting of the conservation area and its heritage assets
- 2 Promote mixed use redevelopment of the Ross House site
- 3 Promote mixed use redevelopment of the Metaswitch site
- 4 Promote conversion of the Magistrates Court building to an appropriate new use

- Existing frontage 
- Proposed active frontages 
- Positive historic contribution 
- Landmark building 
- Key positive view 
- Vehicular access 
- TPO/ Important tree group 
- The New River 
- Public realm opportunity 



5.7 CENTRE WEST

SITE 17 & 18 - METASWITCH & OLD PARK AVENUE

Key principles and land uses

- Should this prominent site come forward, it is appropriate for a mix of use including residential, offices and potentially commercial leisure.
- Land to the south and fronting Old Park Avenue is most appropriate for residential uses.
- Redevelopment of the site should not result in any loss of jobs in Enfield.

Form of development

- The Metaswitch site falls within the Enfield Town Conservation Area although the building itself makes only a neutral contribution to the character of the conservation area.
- The existing Metaswitch office building does, however, contribute positively to an office campus character.
- New development fronting Church Street should respect the scale of and views to key landmark churches either side of the site. Views to these churches play an important role in establishing the character of the conservation area.
- The scale of development on the Old Park Avenue frontage should respect existing dwellings but there will be an opportunity for a taller form of development in the south east corner of the site.
- Buildings should address the river front in a positive manner.

Access and movement

- The site's principal vehicular access will continue to be taken from Old Park Avenue.
- Improvements arising from the development of this site to the riverside path through Town Park would be welcome.

Public realm

- The existing trees are a major environmental asset and should be retained in any redevelopment. A TPO is protecting a Sycamore tree on Old Park Avenue.
- Access to the New River path should be maintained and where possible improved.

SITE 19 & 20 - MAGISTRATE'S COURT BUILDING & LAND TO THE REAR

Key principles

- The Magistrate's Court building is locally listed and makes a very significant and positive contribution to the character of this part of the Enfield Town Conservation Area.
- If viable, the building should be retained and reused for uses which make a more significant contribution to the town centre economy.
- Appropriate uses would include restaurant and/or cafe uses at the front.
- There may also be scope to incorporate flexible business space within the building which would help to support local businesses and could have a catalytic effect on the area.
- A feasibility study including a survey of the existing building will be required. This will help to inform a view on the viable and appropriate uses of the building. Such a study should consider, at a high level, the range of potential new uses for this attractive building including commercial, workspace and potentially residential conversion.
- The land to the rear would be appropriate for housing development which could help to cross fund the re-purposing of the Magistrate's Court building.
- Respecting the amenities of existing residents on Shirley Road which back on to the site will be an important consideration.



Above: Centre West development roof plan. Indicative only.

5.7 CENTRE WEST

SITE 21 - ROSS HOUSE

Key principles and land uses

- Ross House is a prominent office building which contributes positively to the area's office campus character.
- The site falls immediately adjacent to but outside the Enfield Town Conservation Area and has an immediate effect on its setting.
- Redevelopment should be for a high density mixed use scheme which takes advantage of the site's proximity to Enfield Chase station.
- Redevelopment should include ground floor active uses.
- Redevelopment should not result in any loss of jobs in Enfield.

Form of development

- Modern and innovative design solutions which exploit the site's assets and situation will be welcomed.
- Building heights will need to vary across the site to ensure the amenities of neighbouring properties are protected.
- Taller elements of the scheme may be appropriate on the northern side of the site, subject to impacts on adjacent neighbours.

Access and movement

- Given the site's proximity to bus and rail services, a restricted level of on-site parking should be provided.

Public realm

- There is a TPO protecting the Cedar tree to the front of the building and a Lime tree to the rear.
- The landscaped setting of the site's Windmill Hill front makes an important contribution to the area's character. Redevelopment of the site will need to respond positively in this regard.



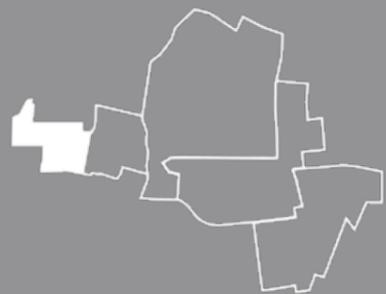
Above: Centre West development roof plan. Indicative only.

ENFIELD CHASE AREA

KEY PRINCIPLES

- 1 Improve the quality of the entrance to Enfield Chase Station
- 2 Protect the character of Windmill Hill
- 3 Consider long term redevelopment of parking sites to the rear
- 4 Promote mixed use redevelopment of Auto 2000

- Existing frontage 
- Proposed frontage and development 
- Positive historic contribution 
- Public parking **P**
- Vehicular access 
- Station access 
- TPO/ Important tree group 
- Public realm opportunity 



5.8 ENFIELD CHASE

SITE 22 - AUTO 2000

Key principles and land uses

- The site benefits from Windmill Hill frontage but is beyond the designated shopping frontage and local centre.

Form of development

- A Windmill Hill building frontage should directly address the street. It would be appropriate for this building to be commercial, residential or a mix of both.
- The building frontage should take account of the scale and massing of the retail parade adjacent to the site, with buildings not rising above 3.5 to 4 storeys.
- Any building frontage will need to respect the adjacent building line on the east and west side of the site.
- In view of the constrained nature of the site to the rear and the relationship with adjacent residential properties and back gardens, low rise houses would be the most appropriate form of development.

Access and movement

- Access to the rear of the site will need to come directly off Windmill Hill.

Public realm

- The adjacent site to the east, Bennets Lodge, is covered by an area TPO.

SITE 23 - GLADBECK WAY CAR PARK

Key principles and land uses

- This site currently is a well used and popular privately owned car park.
- The site currently performs an important job in supporting the nearby cluster of office buildings in the Enfield Chase area.
- Developments should not take place which would undermine the viability of these office uses as they play an important role in creating local employment.
- The site is therefore considered unlikely to come forward for development.
- However, if the car parks were no longer required and the site did come forward, a mixed housing development is considered the most appropriate use for the site.

Form of development

- Should the site come forward, there would be scope for a slightly higher density of development on the western side of the site given the mature landscape setting.

Public realm

- Provision of a footpath link connecting Gladbeck Way with Badger Close would help to make this area more permeable, recognising that the wooded area to the west of the site is protected by an area-based TPO.



Above: Enfield Chase development roof plan. Indicative only.

6

6 DELIVERY AND IMPLEMENTATION

6.1 INTRODUCTION

The framework this Masterplan has developed for Enfield Town acknowledges the strategic influences and pressures which will shape the town centre. It provides a flexible response to support delivery of the Council's Vision & Objectives for 2032; maximising market opportunities, facilitating a proactive approach to potential development site opportunities, reinforcing the strength of the East-West routes in the town, and aligning with the key Enfield Town characteristics to protect including its market town identity and the nature of each identified character area within the town centre.



6.2 THE COUNCIL'S ROLE

The Council will play a key role in contributing directly to achieving the Vision and Objectives for Enfield Town. This includes measures to preserve and enhance the Enfield Town conservation area and its setting. The Council can use its role as a landowner to help bring forward development. This relates particularly to the potential of Council owned car parking sites which have been identified as potential opportunity sites, provided that the parking provision can be consolidated onto other sites or re-provided elsewhere.

There is also an important role for the Council in supporting the retention of existing local businesses (whether these are large scale employers of importance to the Borough or independent local businesses providing vibrancy to the local Enfield Town area). This should happen in combination with prioritising support for a range of town centre improvements to deliver a high quality environment that attracts new activity and encourages people to spend time in the area.

The Council is taking a leading role in trying to address vacancy issues in Enfield Town (Church Street in particular). This includes supporting a range of measures to bring empty units back into active use, engaging with property owners, reviewing planning policy, and could include 'pop-up' activities or other meanwhile use strategies.

This adopted Framework plan will feed directly into the New Local Plan, particularly in the direction of retail policy and how new growth projections for Enfield Town can be accommodated successfully through identification of design principles, strategies for intervention and regeneration of potential development sites.

In November 2017, approval was given to the establishment of a Design Review Panel to support the growth and urban renewal agenda, development management and supporting design excellence.

The Enfield Place and Design Quality Panel has been modelled on best practice and successful design panels operating in London and across the country. Its role is to provide independent, impartial advice to developers, the Council and its partners on major developments, proposals for strategic locations, and schemes that offer precedent and opportunity for significant innovation.

In the case of Enfield Town, it is envisaged that it will be appropriate for the Panel to review the majority of proposals for the development sites identified within the Masterplan.

Supporting town centre living and town centre working in Enfield Town, in combination with improving the retail and commercial leisure offer to cater for residents, workers and visitors is crucial to achieving the Vision & Objectives. The Council will encourage mixed use development and support the delivery of a range of uses in the appropriate character areas. Whilst affordable housing provision as part of new residential development is a key priority, seeking the provision of affordable and flexible workspace to support the local economy and small businesses is also crucial.

In particular, the Council's role will be to:

- Ensure that the masterplan proposals are brought forward in a holistic and progressive manner through its planning, economic and social roles. In particular the introduction of new retail balanced against the need to revitalise existing retail voids.
- Proactively encourage developers to embrace the quality agenda required by the masterplan including measures to preserve and enhance the character and setting of the conservation area.
- Promote the need for co-ordinated public sector funding support to deliver key infrastructure, public realm and public art projects required early on to facilitate private sector funding.
- Actively seek out sources of grant funding which can assist in delivery.
- Champion the complex projects which will initiate wider change within Enfield Town.
- Prepare projects which can then be taken on by private and public sector partners.
- Assist parties in ensuring that development and public realm proposals are of the highest design quality.

The Council will work with investors/developers to establish a clear indication of how each project fits into the overall vision and meets the change objectives for Enfield Town.

6.3 PARTNERSHIP WORKING

Adopting a positive, proactive approach to partnership working will create and enhance opportunities in Enfield Town. Where the Council does not have direct control as a landowner it can show flexibility in developing partnerships to bring appropriate development and town centre improvements forward, underpinned by the support this Masterplan framework provides.

This could involve taking a joint venture approach with the private sector, where facilitated by Council ownership, or supporting partnerships between existing owners where this helps to bring forward comprehensive redevelopment. Joint ventures with other entities or outright sale of individual components are also possibilities, which will require full assessment on a case by case basis. In the event that current owners or partnership entities cannot achieve planned development, the Council reserves the right to consider use of its powers to enable, advance, or secure delivery.

Engagement with public bodies such as Transport for London (TfL) and Network Rail will be continually undertaken throughout the regeneration process, taking advantage of redevelopment opportunities that arise through this where possible.

Another important aspect of partnership working are the relationships developed with local people, community groups, local businesses and entrepreneurs, to understand how to effectively support a range of business, leisure, cultural and community activity across the Enfield Town area. This could prove a powerful tool in maximising the untapped potential of assets such as the Dugdale Centre and the Magistrates Court (supporting enhancement of its contribution to the town) as well as developing strategies to address vacancies in Church Street. Ultimately, with a clear understanding of local views, requirements and aspirations, the Council will be best placed to deliver successful town centre interventions.

6.4 PHASED DELIVERY

The range of potential development sites and other interventions identified in this Masterplan have been categorised into three project timescales based on their availability and suitability for development. This has involved consideration of factors including land ownership, existing activity and occupiers, proximity to other potential development sites, and potential development capacity.

Sites and interventions included within the first category 'Now' are expected to come forward in 0 – 5 years. With the exception of Genotin Road Car Park and St Anne's School, these represent the most straightforward opportunities which do not face significant constraints and/or which are already being explored or promoted, however, these may constitute infill, intensification and improvement rather than any substantial redevelopment.

This phase includes interventions to diversify the town centre leisure and evening economy and maximise the role of the Market Place site, as well as identifying the London Road Island and the Little Park Gardens potential development sites. Promoting a range of immediate projects and meanwhile activities / uses will be a key component of this first delivery phase. This could include approaches ranging from temporary use for retail, commercial leisure or workspace activity in vacant units on Church Street to community events such as open air cinemas or market related activities.

The extension of car parking hours at Little Park Gardens car park could allow Church Street and the west end of Enfield Town to prosper further. Overall, a phased delivery will introduce a new retail offer that supports rather than competes with the existing high street.



The second category 'Soon' accommodates opportunities which could come forward in the next 5 – 10 years, subject to an appropriate development strategy being established. This includes development opportunities that could reasonably be expected to be realised over the medium term, with the delivery of some sites supported by the Council's land ownership position.

Enfield Civic Centre, Station, Metaswitch, Old Park Avenue Terraces, Magistrate's Court building and adjacent land and Ross House are all identified opportunities within this time period.

The final category 'Sometime' reflects opportunities which could come forward in the longer term, beyond the next 10 years, however, these constitute more complex development opportunities which are likely to be reliant on land owner or public sector decisions beyond the Council's control. Whilst all opportunities identified in this category are important, it may be the case that over time certain opportunities fall out of focus.

The remainder of potential development sites are captured within this category, including Tesco and Royal Mail, BT Exchange, Sport's Field Car Park,

Auto 2000, Gladbeck Way Car Park.

This phased delivery approach provides a broad projection of possible delivery expectations, which acts as a guide for understanding the sequencing of interventions in Enfield Town. Supporting investments to the town centre infrastructure and public realm will be required to support this process and achieve the identified opportunities.

Forthcoming studies

The Council has recently commissioned a new Town Centre Health Check. This will provide evidence to help better understand the relative demands on retail growth in the town centre now and in the future in the context of prevailing planning policy. The strategy for retail investment in the town will vary across the centre's different character areas. Along Church Street and other more traditional retail parades the priority will be short term consolidation, revitalisation and diversification. Potential future retail expansion may be appropriate if supported by evidence provided by the health check in the medium term. In the longer term, informed by an updated Borough-wide retail study as part of the Local Plan review, further investment at Palace Exchange and Palace Gardens might come forward alongside mixed-use development including retail floorspace in the Enfield Town area.

6.5 SOCIAL INFRASTRUCTURE

The growth proposals set out in this Masterplan will now be taken forward and considered in the Infrastructure Delivery Plan as part of the New Local Plan for Enfield.

For the purposes of planning for school places, Enfield Town sits within the borough's North West pupil places planning area. The delivery of additional new homes in the town will also result in increased pressure on existing school capacity. The particular demand is on primary school provision and the Masterplan identifies a potential co-location option on Site 3 & 4: St Anne's School Site; should the secondary school secure the funding and necessary approvals to relocate to their single site in Palmers Green.

St Anne's and Enfield Grammar secondary schools occupy substantial estates within the masterplan boundary and operate across split sites. Both schools have expressed aspirations to consolidate. The Council supports the need for future investment and improvements to school facilities and recognises the important contribution they make to the life of the town.

The schools currently serving the masterplan area have no spare capacity and opportunities for on-site expansion are limited. The Council's Pupil Places strategy and approach to delivering pupil places recognises there is the need to acquire additional land to facilitate future expansion projects. This presents challenges as land acquisitions are not covered by the government funding provided to increase school capacity.

Ensuring appropriate provision is made for additional school places. These will be required to meet increased demand as sites are developed over the 'Now' 'Soon' and 'Sometime' timescales and families move in. This is a top priority for the Council and will be monitored as details of housing mix and phasing come forward.

New residential development in Enfield Town will be expected to contribute towards the provision of primary and secondary school places commensurate with the expected additional demand, as identified in the annual update of the Council's School Places Strategy, and as set out in the Council's S106

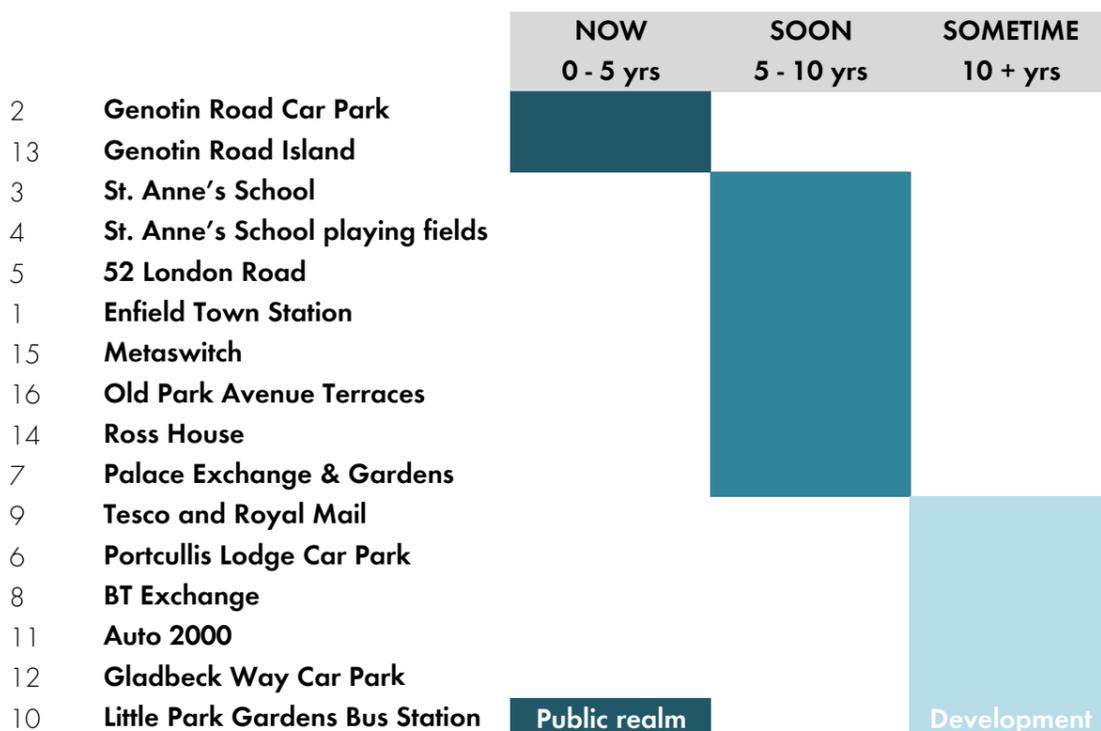
Supplementary Planning Document.

Core Policy 8 sets out the Council's plans to deliver new educational, health and community facilities and further information is provided in the Infrastructure Delivery Plan. Policy 18 of the Development Management Document (DMD) sets criteria for Early Years Provision. The co-location of such facilities with other community uses is strongly encouraged.

6.6 MONITORING AND REVIEW

The phased delivery approach can act as a tool for the Council to monitor and review progress, however, this is a guide which should be expected to evolve over time influenced by a range of different factors with land ownership being a critical one.

The Council will monitor the status and activity of all sites within Enfield Town, particularly those identified as potential development sites, and this should inform any updates to the site portfolio and brownfield land register as required.



A site phasing table illustrating the masterplan interventions into three distinct timescales



6.7 HEADLINE OUTCOMES

Character areas and development sites

- Preserve and enhance the character and setting of the Enfield Town Conservation Area.
- The education position on St Anne's School needs to be resolved to realise the School's aspirations and unlock the site opportunity.
- Redevelopment of the Ross House / Metaswitch sites should be for a mix of uses, including residential, to ensure vibrancy and activity out of office hours.
- Enfield Chase should be preserved and enhanced as a distinctive gateway offering a rich parkland setting and important long and attractive views.
- Enfield Town Station should have a stronger relationship with the town to include short to longer term regeneration aspirations.
- Market Place or other key spaces such as Library Green could trial an outdoor cinema to to explore viability of temporary uses.
- Tesco and Royal Mail site development should undertake 'urban repair' by mirroring the rich grain found in the London Road Island.

Town centre improvements

- Public realm improvements to create a 'sense of arrival' and more welcoming environment around Enfield Town Station.
- Although CIL/Section 106 restrict the scope to fund direct projects associated with Enfield Town, any potential leeway should be explored with S106/CIL Officers.
- Celebrate the heritage of the town through facade enhancement and historic routes.
- Concern over vacant units on the northern end of Church Street; a proactive approach to securing occupation is needed.
- Parklands and open spaces should be more structured to accommodate events and activity.

Parking and movement

- Genotin Road Car Park and St. Anne's provide the opportunity for large scale regeneration.
- Key opportunity sites present opportunities to improve the arrival experience.
- Cycle Enfield initiatives will help deliver greater pedestrian and cycle priority and help to moderate traffic speeds.
- The town is well served by train and bus services and has a good level of parking provision to support local businesses.
- Opportunities to improve availability of evening parking spaces will help to support the evening economy of the town.

Evening and leisure economy

- More investment is needed in the Market Place to attract the higher-value retailers.
- North side of Church Street should serve the evening economy - staff from local offices are looking for places to gather after work.
- Mixed use schemes will encourage vibrant use that is active throughout the day by many different people.
- Diverse offer is needed to distinguish Enfield from neighbouring centres; independents, pop-up events.
- Family-facing amenities will stop local people leaving Enfield for recreation.

6.8 DEVELOPMENT CAPACITIES

During the production of this masterplan framework, high level illustrative development schemes have been prepared for each identified opportunity site. In doing so, an estimate can be made of the potential development capacity for each and whether the site is considered most likely to come forward in the short, medium or longer term future.

It should be noted that as individual schemes come forward, it will be necessary for applicants to justify their respective approaches to building massing. Capacities indicated in this document do not justify massing and design proposals which are not considered to be of sufficiently good design quality.

This assessment is based on a number of factors:

- Assumed appropriate mix of uses which typically involve mixed commercial ground floor uses with residential or other uses above.
- If developed, most of the identified opportunity sites would affect the character or setting of the conservation area. Assumptions on building heights are therefore an important consideration.
- The allocation of individual sites to particular development phases are estimates and have been informed by responses made by land owners and relevant stakeholders during the consultation stage.

ALL PHASES						
Area (Ha)	Station / community Ground floor	Retail / leisure Ground floor	School / Hub Ground floor	Office / commercial Approx	Residential Approx	Area (Ha)
Site	GEA (sqm)	GEA (sqm)	GEA (sqm)	GEA (sqm)	Units	Site
NOW (0 - 5 years)						
2 Genotin Road Car Park	-	-	-	6,558	-	2
13 Genotin Road Island	-	930	-	-	20 - 40	13
Subtotal	-	930	-	6,558	20 - 40	0.57
SOON (5 - 10 years)						
3 St. Anne's School	-	155	-	-	190 - 220	3
4 St. Anne's School playing fields	-	-	3,027	-	-	4
5 52 London Road	-	-	-	-	10 - 20	5
1 Enfield Town Station	769	-	624	-	130 - 150	1
15 Metaswitch	-	-	-	3,586	30 - 60	15
16 Old Park Avenue Terraces	-	-	-	-	0 - 5	16
14 Ross House	-	-	-	808	5 - 20	14
7 Palace Exchange & Gardens	-	3,377	-	-	150 - 170	7
Subtotal	769	3,532	3,651	4,394	515 - 640	5.96
SOMETIME (10+ years)						
9 Tesco and Royal Mail	-	1,591	-	-	400 - 500	9
6 Portcullis Lodge Car Park	-	-	-	-	30 - 60	6
8 BT Exchange	-	-	-	-	50 - 70	8
11 Auto 2000	-	90	-	-	15 - 30	11
12 Gladbeck Way Car Park	-	-	-	-	40 - 60	12
10 Little Park Gardens Bus Station	-	-	-	-	0 - 5	10
Subtotal	-	1,681	-	-	535 - 720	3.38
TOTAL	9.91	769	6,143	10,952	1,070 - 1,400	9.91

GVA and Allies and Morrison Urban Practitioners are not responsible for nor shall be liable for the consequences of any use made of this Report other than that for which it was prepared by GVA and Allies and Morrison Urban Practitioners for the Client unless GVA and Allies and Morrison Urban Practitioners provides prior written authorisation for such other use and confirms in writing that the Report is suitable for it. It is acknowledged by the parties that this Report has been produced solely in accordance with the Client's brief and instructions and without any knowledge of or reference to any other parties' potential interests in or proposals for the Project.

GVA and Allies and Morrison Urban Practitioners accept no responsibility for comments made by members of the community which have been reflected in this report.

Allies and Morrison
Urban Practitioners

