

Have your say on Edmonton Green

Welcome to our virtual exhibition

We got to know a number of you during the drop-in sessions and really hope you and your families are keeping well during these strange times.

This provides a first look at our proposals for the redevelopment of Edmonton Green shopping centre and reports back on the feedback we received from residents, tenants and the local community in February.

Crosstree Real Estate Partners have owned the shopping centre since November 2018 and are working with architects LDS to prepare the designs to revitalise and improve Edmonton Green, for it to become a vibrant destination for the local community to spend time, day and night.

Unfortunately, due to the current situation with Coronavirus, we can't meet with you face-to-face to discuss the proposals. Therefore, we are instead sharing the current plans virtually to get feedback and answer any questions. We are hoping that at our next exhibition later in the year we will be able to meet with you in person before we submit a planning application to the London Borough of Enfield.

Any redevelopment will be guided by the following principles:

- Edmonton Green will remain an affordable local shopping centre, catering to the needs of the local community.
- The market will continue to be a focal point of Edmonton Green.
- It will be a phased development that will happen over a considerable number of years with the South Car Park envisaged to be developed first. The phasing will ensure that the shopping centre continues to be operational throughout as well as maintaining sufficient parking for shoppers and residents.
- The residential tower blocks will be retained.
- We are committed to working with local people to understand how we can enhance the character of the town centre.



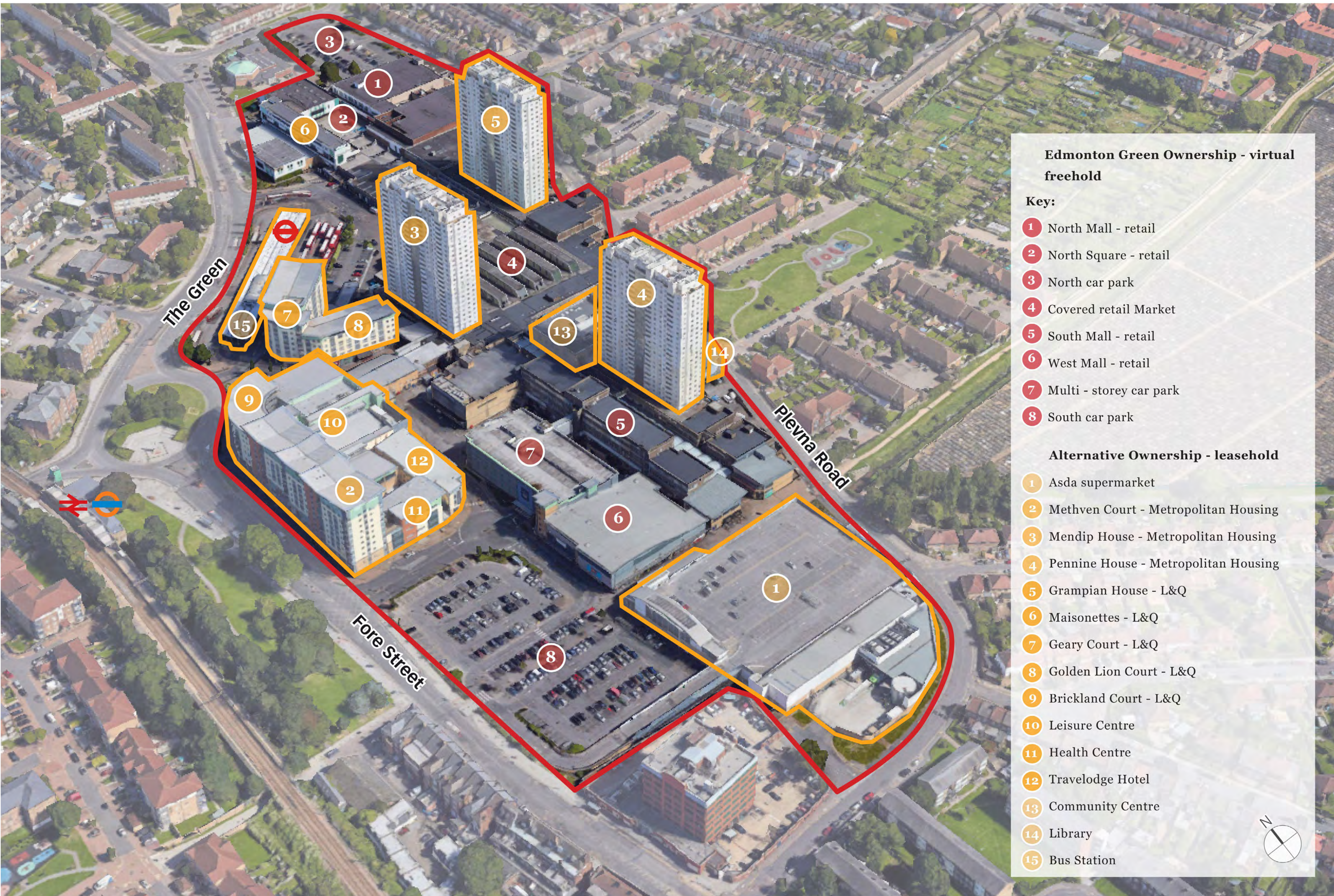
Current image of Edmonton Green shopping centre.

The history of Edmonton Green and what it looks like now

The shopping centre was developed in the 1970s on the site of a number of homes and shops. It was designed at a time when radical solutions were being tried and at Edmonton, that led to the clearance of the old streets to make way for the centre. Edmonton Green is owned by Crosstree Real Estate Partners, who bought the site in November 2018. It was previously in the same private ownership for over 15 years.

The current layout of Edmonton Green

This diagram shows the current layout of the shopping centre. The buildings highlighted in orange are not within Crosstree's ownership. Any redevelopment will be focussed on the areas not highlighted in orange at this time.



Aerial looking north east toward Edmonton Broadway.

What we have done to date

Since buying the shopping centre, we have made a substantial investment in improving Edmonton Green:



We have increased the level of security and installed new CCTV with improved camera coverage to make it a safer place for all. This has led to a 48% decrease in shoplifting incidents across the shopping centre.



We have refurbished the toilet facilities and these are now free to use. We have also installed brand new lighting and street furniture.



A new dedicated team has been brought in to carry out repairs and maintenance, we have introduced regular deep cleans and the entire shopping centre has received a fresh lick of paint.



We have had a new logo designed and updated all our signage with this modern branding.



We have created a brand-new community garden and a children's playground.



We have launched the Edmonton Kids Club and are investing in community events.

We have also been involved in community initiatives to help local people and businesses during the current Coronavirus pandemic. This includes:

- Coordinating deliveries of food supplies and donating money to Enfield Stands Together, a council-led initiative supporting the borough's most vulnerable people who don't have family or neighbours that can help them.
- Working alongside Enfield Council and the army to establish a temporary Covid-19 testing facility in one of the car parks.
- Delivering food, treats and supplies to the frontline workers at the Chase Farm Hospital and the Parker Day Centre (a specialist dementia care centre).
- Donating and delivering fresh fruit from the market traders to the emergency department at North Middlesex University Hospital.



Edmonton Green staff delivering produce to the North Middlesex University Hospital.

If you have any thoughts on further improvements we can make to the shopping centre in the short term, please let us know (see how on the final board).

Key findings from our drop-in sessions

The designs we are presenting here respond to the feedback we received at the earlier drop-in sessions where we asked to hear people’s thoughts on the future of Edmonton Green.

At the drop-in sessions we asked people to tell us what they currently like about Edmonton Green and what changes they would like to see. The purpose of this was to help us in understanding people’s priorities and use this to inform our designs.

The key findings from the drop-in sessions were:



The majority of people are pleased with the improvements that have been made to the centre recently, in particular, the new benches, playground, community garden and free toilet facilities.



A significant proportion of people said they would like to see high street brands in the centre, such as clothing shops and supermarkets, as well as restaurant chains.



People would like to see further changes to the public and community spaces at Edmonton Green.



Local people also indicated that they would like to see more diversity in the shopping centre as currently there are too many of the same types of shops and market stalls selling a similar product.



People would specifically like to see an increase in the level of policing and security.



A number of people felt that the shopping centre should be redeveloped and that more housing is needed.

Our designs therefore have a strong focus on improving the public spaces and creating an environment that discourages anti-social behaviour. We also want to create a town centre that balances local shops with larger high street brands and provides a number of restaurants, cafés and other leisure uses along with community facilities. In addition, we will be delivering new homes for the area.

Maximising the potential of Edmonton Green in the future

We think that there are three key issues with the design of Edmonton Green as it is:

Creates an unsafe environment:

Edmonton Green is inward-looking, has an under used second level and has areas such as service yards and roof terraces that have no natural observation and therefore encourage anti-social behaviour. The routes through the centre and the residential entrances could also be greatly improved to make them safer.



Service areas along Plevna Road have little natural observation.

Outdated design: The shopping malls and market were designed in the 1960s and are outdated compared to modern shopping centres.



The outdated shopping mall at Edmonton Green.

Poor connectivity of bus station: The bus station is poorly connected with the shopping centre and could be made more accessible.



The poorly connected bus station.

Maximising the potential of Edmonton Green in the future

However, Edmonton Green does have a lot of potential, driven by the following factors:

The local community: The shopping centre is well used by local people and is used daily by many. The centre contains a mix of community and other facilities, making it more than just a shopping centre.



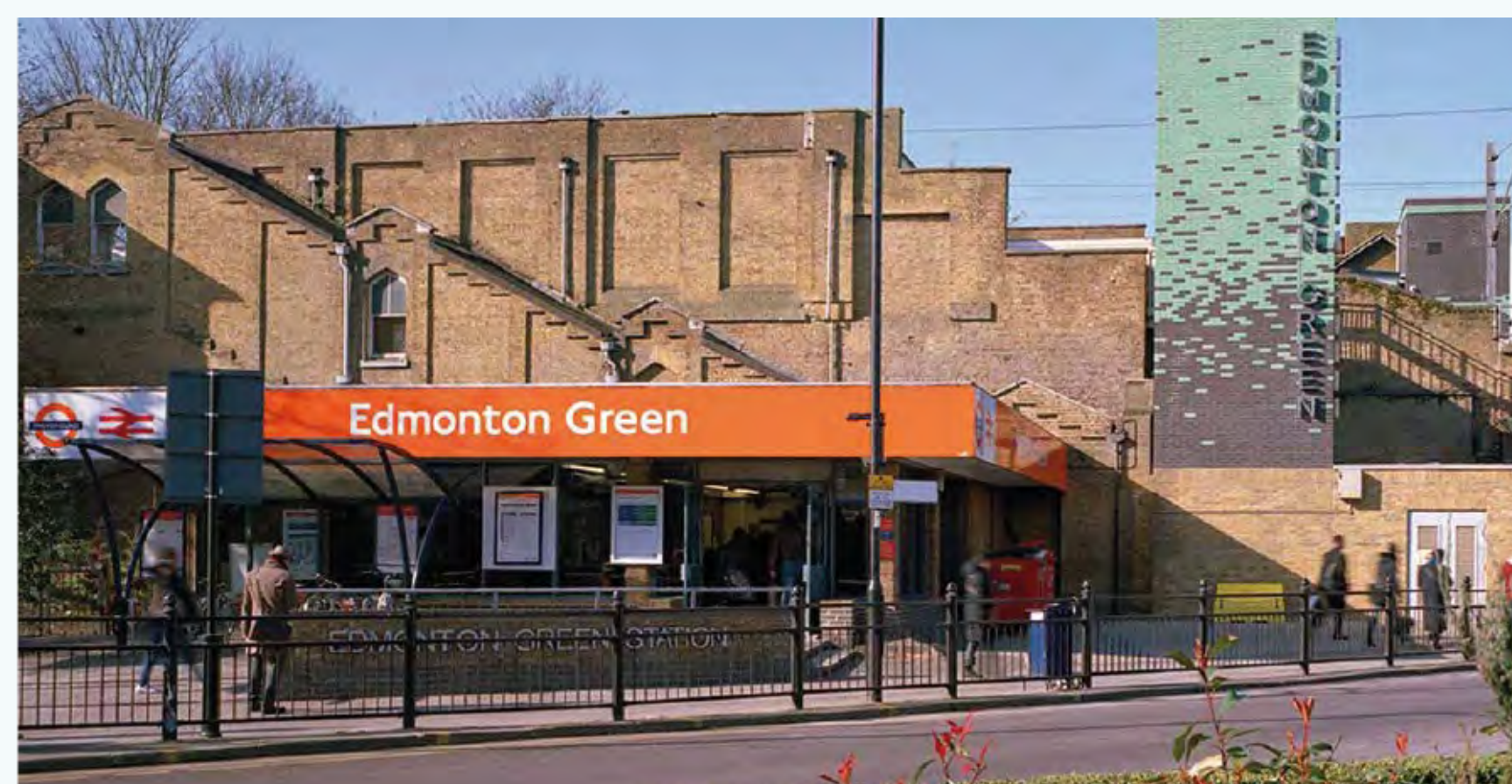
The shopping centre being used by the local community.

The market: This creates a focal point for the shopping centre and for the local community.



The market is a focal point for the shopping centre.

The position: Its excellent transport connections can bring people from further afield to Edmonton Green. It is also beneficial being next to Fore Street and the Green which are regularly visited.



Edmonton Green Overground station brings people from further afield to Edmonton Green.

These factors mean that Edmonton Green has the potential to be a 'town centre' for Edmonton. The existing facilities can be provided while the public realm is significantly improved, creating a place where local residents will want to spend time, not just 'use'.

Our vision

Our vision is for Edmonton Green to become a vibrant destination for the local community to enjoy day and night, cementing its position as the heart of lower Edmonton.

To make this happen, the centre needs to be better connected with the local area and offer a more diverse mix of uses – locally run shops, restaurants, cafés and other leisure facilities such as a cinema or bowling alley, along with community uses.

Our aim is to create a sustainable local town centre for local people that can be enjoyed now and by future generations, creating jobs for the local community.

Over the next few pages we present some initial sketches that imagine what the centre might be like if we address the points raised in the consultation to date. These give a feel for the type of place we could create. We look forward to receiving your feedback on these and will then work up a masterplan that shows how this vision could be achieved.

Key features of the new town centre will include:

- New public spaces and redesigned streets.
- A new purpose-built building for the market, making it a focal point of the centre.
- New homes, to meet a range of needs.

The redevelopment will be guided by the following principles:

- Edmonton Green will remain an affordable local shopping centre, catering to the needs of the local community.
- The market will continue to be a focal point of Edmonton Green.
- This will be a phased development that will happen over a considerable number of years with the South Car Park envisaged to be developed first. The phasing will ensure that the shopping centre continues to be operational throughout as well as maintaining sufficient parking for shoppers and residents.
- The residential tower blocks will be retained.
- We are committed to working with local people to understand how we can enhance the character of the town centre.



An initial sketch of the proposed development of Edmonton Green.

Our initial designs: New public spaces and redesigned streets

We want to redesign the public spaces at Edmonton Green to create vibrant hubs of activity to help bring the community together. This includes public squares, communal gardens and landscaped streets. These will all be designed to be active places to reduce anti-social behaviour.

We also want to join-up Edmonton Green with Fore Street and make it better connected. In addition we want to improve pedestrian routes through the shopping centre and minimise back of house areas, further helping to reduce anti-social behaviour.



An initial sketch of the proposed redevelopment of Edmonton Green. This shows the perimeter of the site along Fore Street.

Our initial designs: A new market building

You told us that the market is an important part of the offer at the centre so we want to create a new building for the market and move it from its current position hidden in the mall to a new central public space that will give it the prominence it deserves as a key attraction for the area.

We have taken inspiration from traditional market squares where a covered market is the focal point. We are proposing the new market is located in the centre of the main square to form the heart of the development.

It is important that the market remains open and so we would implement a phased approach to ensure continuity of trading, particularly for the independent market traders.



An initial sketch of the proposed redevelopment of Edmonton Green. This shows the new Market Square.

Our initial designs: New homes

To meet the growing need in the borough and to attract more residents and increase the vibrancy of the area, we would like to build new homes at Edmonton Green.

We feel that it is important to provide a range of homes to meet different needs so we will build a mix of family dwellings and smaller properties, both for sale and to rent. This will include affordable homes.

A number of new residential buildings of varying heights are envisaged across the scheme, reducing the dominance of the existing towers.



An initial sketch of the proposed redevelopment of Edmonton Green. The buildings would offer a mix of uses with shops and restaurants on the ground floor and homes situated above.

Summary

In summary, the revamped town centre will become a more exciting destination for the local community to enjoy. It should also attract businesses to the area resulting in more restaurants, fashion brands, leisure and community facilities. This development will provide a significant boost for the area and for local people.

Feedback and next steps

Thank you for taking the time to read about our initial designs. We would like to get your feedback on our plans for Edmonton Green. All comments will be reviewed by the project team as we develop a masterplan.

You can give us your feedback in a number of ways:



If you are reading this online, you can simply click on [**this link**](#) where you will be directed to a feedback form for you to fill in and submit.



You can also provide us with your thoughts by emailing **EdmontonGreen@londoncommunications.co.uk**



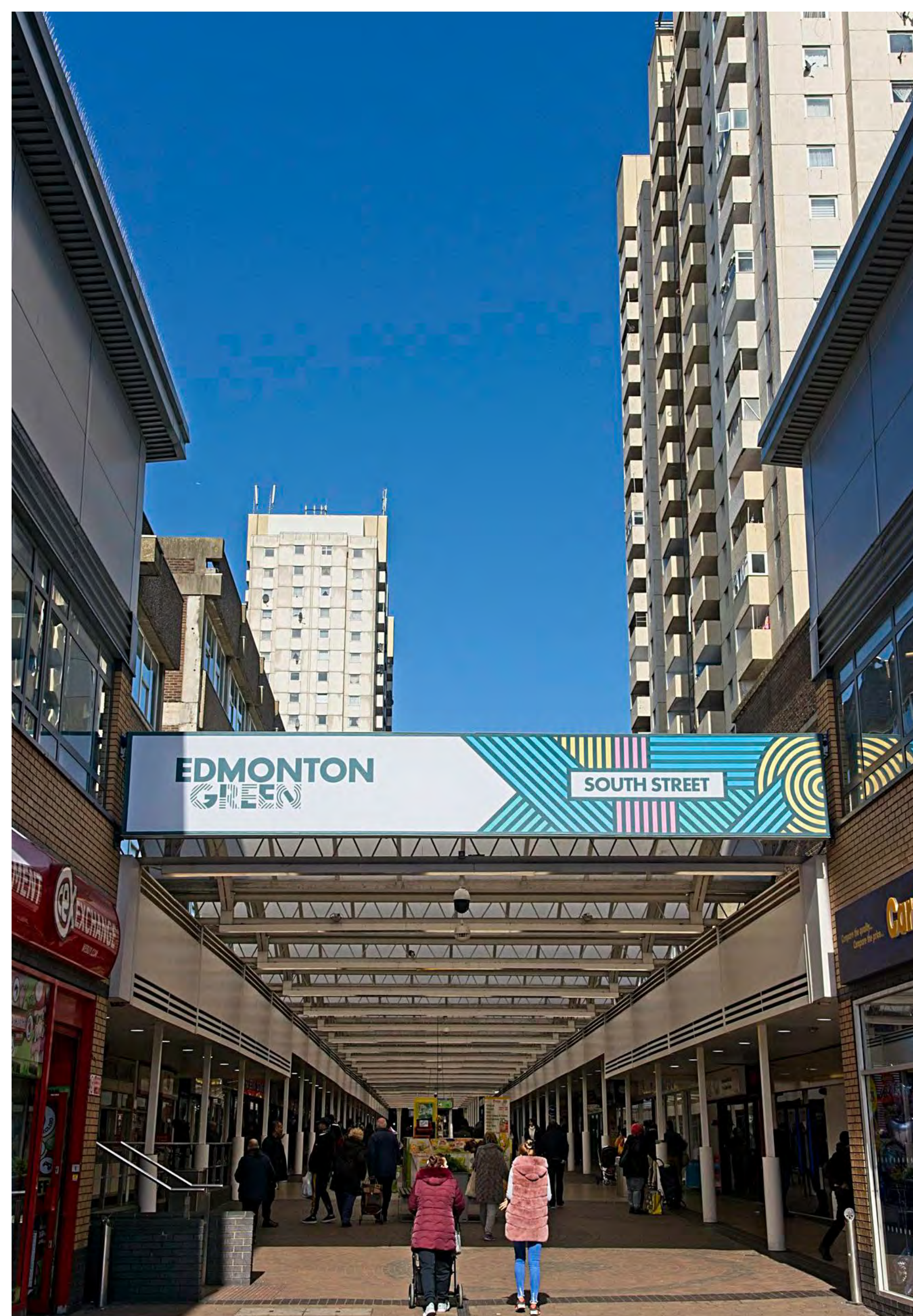
If you are reading a hard copy of the presentation then you will have also been sent a paper copy of the feedback form for you to return in the stamp addressed envelope.



You can call and speak to the Edmonton Green team on **0208 803 4414**



Or alternatively, write to us at
**Edmonton Green Shopping Centre
62 Market Square
Edmonton
London
N9 0TZ**



South Street at Edmonton Green.

We will hold further consultation events later in the year to show how our designs have progressed and get your further feedback before we submit a planning application to the London Borough of Enfield.

If you are able to leave us your contact details in the feedback section, we will get in touch with you directly regarding future consultation events.