

UPDATED PROPOSALS

Introduction

Over the past two years we have held four separate phases of consultation with local people on the proposals for the redevelopment of Edmonton Green shopping centre, and the benefits this will bring to local communities.

During this time we listened and responded to people's feedback on the plans before submitting a planning application in December 2020.

The Council then carried out further, statutory consultation on the plans between January and February 2021. Following feedback from the public, various organisations and the Council during this statutory consultation, we have made further changes to the masterplan and the detailed designs for phase one.

We wanted to share with you the final designs ahead of going to a planning committee, which we hope will be in the autumn. We also wanted to set out all the benefits our proposals would deliver for local people, and provide you with an opportunity to ask any more questions.



Consultation to date and findings



FEBRUARY 2019

POP-UP CONSULTATION

To find out what short-term changes people wanted to see to the existing shopping centre.



FEBRUARY 2020

DROP-IN SESSIONS

To find out people's thoughts on the future of Edmonton Green.



JULY 2020

VIRTUAL EXHIBITION

To show the evolving design informed by feedback from the listening exercise, and to get people's thoughts on these.



NOVEMBER 2020

FINAL EXHIBITION

To show how the detailed designs have progressed and get feedback from the local community before a planning application is submitted to the London Borough of Enfield.



WINTER 2020

SUBMISSION OF PLANNING APPLICATION

To the London Borough of Enfield.



JANUARY – FEBRUARY 2021

STATUTORY CONSULTATION

Carried out by London Borough of Enfield.



MARCH – JUNE 2021

UPDATES TO DESIGNS

To reflect the feedback that came out of the statutory consultation period.



JULY – AUGUST 2021

SECOND ROUND OF STATUTORY CONSULTATION

Carried out by the London Borough of Enfield. In line with this, we wanted to show you our final designs.



AUTUMN 2021

PLANNING COMMITTEE

The team

You have probably seen us out and about in the shopping centre over the last two years – but here’s a bit more about us:

Crosstree Real Estate Partners

We have owned Edmonton Green since November 2018 and hopefully you have noticed the difference since! We are a landlord and developer that owns, and has worked on, a number of high profile and high-quality developments including:



The O2, North Greenwich



The Valentine student accommodation, Gants Hill

Lifschutz Davidson Sandilands (LDS)

We are architects with over 30 years’ experience in delivering high quality designs across all sectors – residential, office, retail and hospitality, arts and culture, education and public realm. Some of our projects in London include:



Bronte & Fielden House



Kidbrooke Village



Sabri Marsaoui

You may have seen our Asset Director Sabri around the centre! The winner of the Estates Gazette Superhero Award and the Workplace and Facilities Management award for his team’s work during the pandemic, Sabri is a dedicated and hands-on retail asset manager. He has 18 years’ experience in the shopping centre sector, specialising in mixed use commercial real estate assets.

Our vision and plans

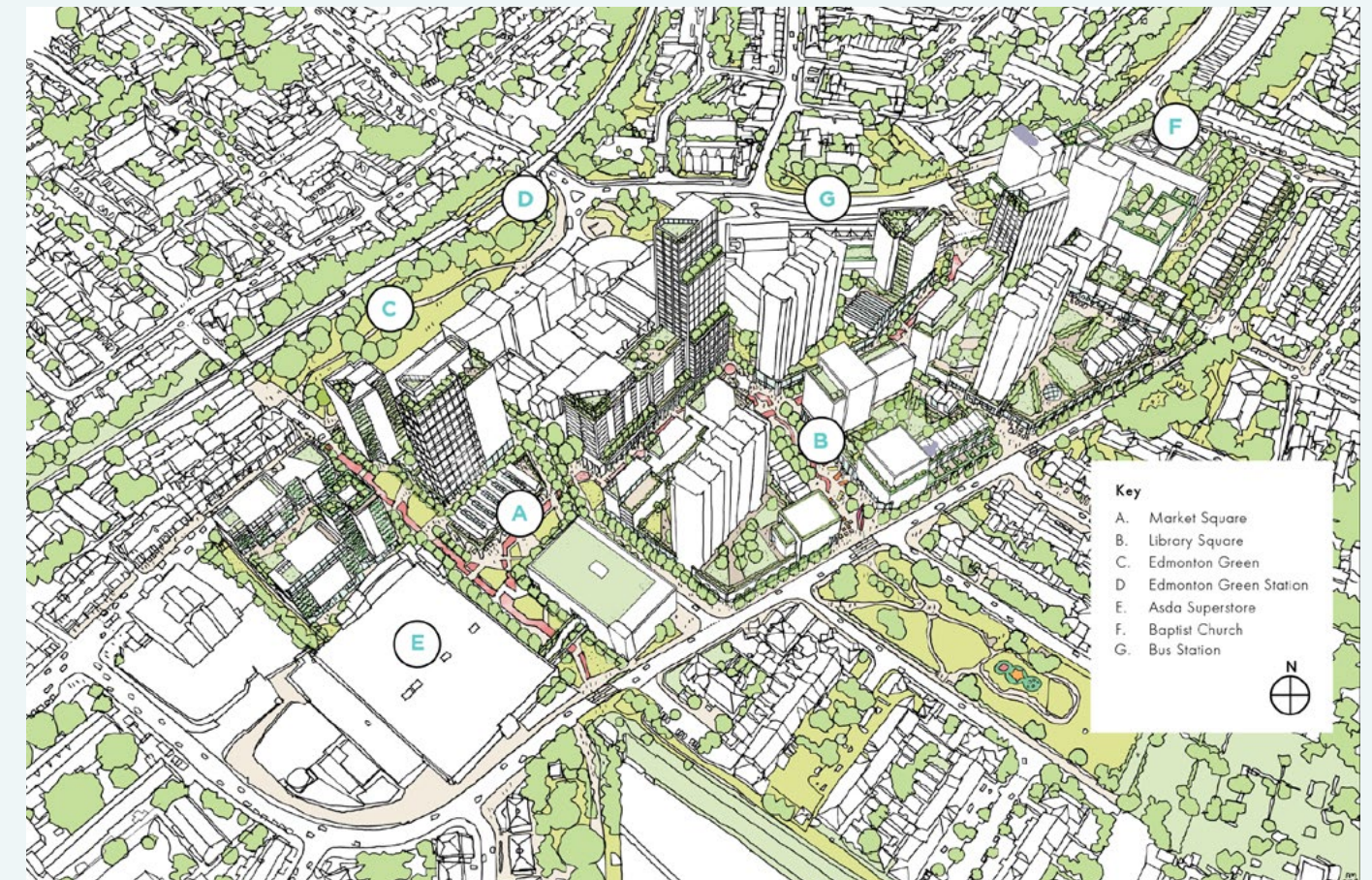
Edmonton Green has the potential to become a vibrant destination for the local community to enjoy day and night, cementing its position as the heart of lower Edmonton.

The key aspirations for the project are:

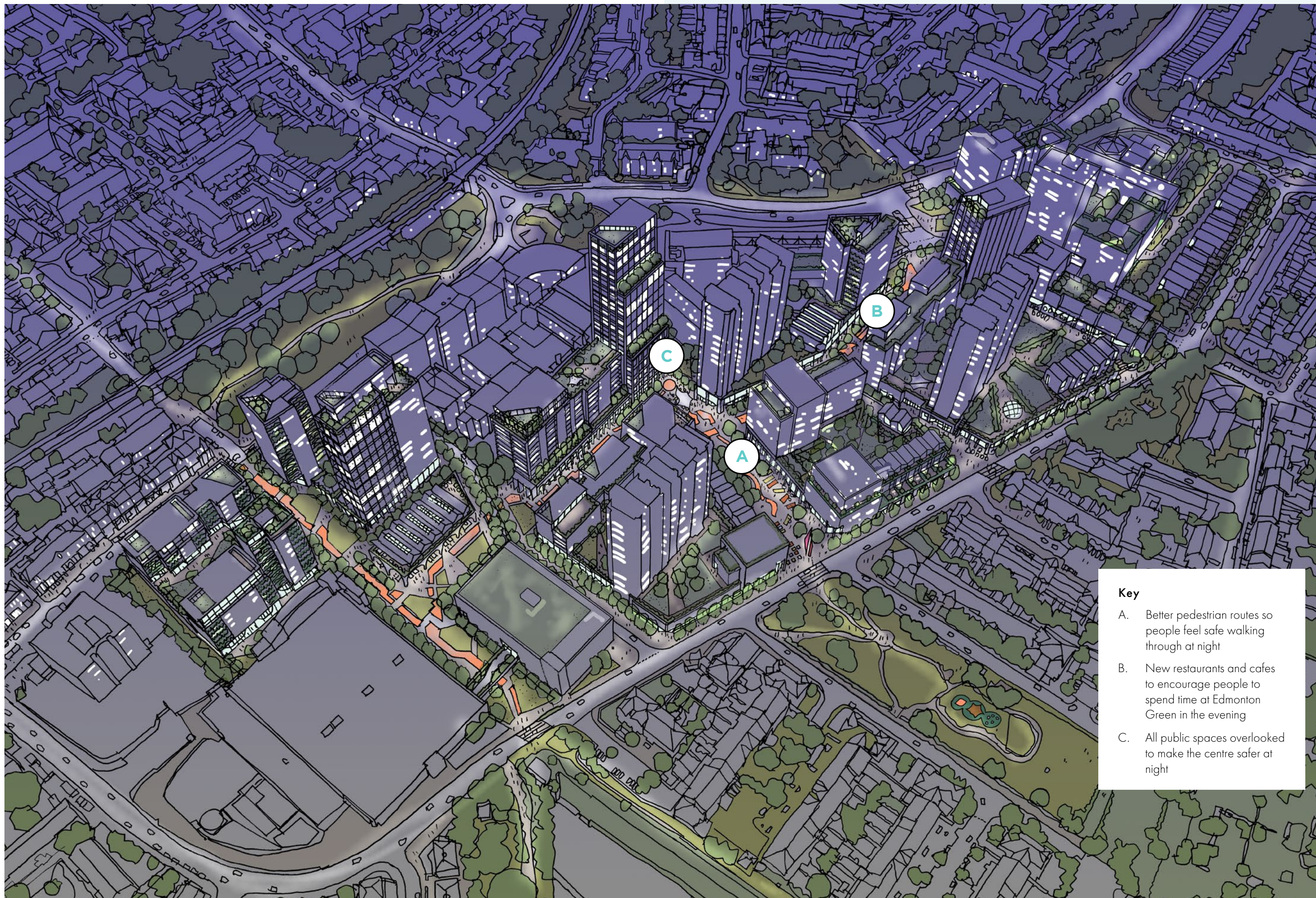
- To create a sustainable town centre for Edmonton Green which provides homes, green space and employment opportunities for local people.
- To replace inward looking malls with outward facing streets and public spaces.
- To improve pedestrian routes across the site.
- To improve amenities for new and future residents including a greater range of shops. This should lead to an increase in footfall and spend.
- To create a safe environment.
- To create more green open spaces.

The redevelopment will be guided by the following principles:

- Edmonton Green will remain a local town 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 number of years with the South Car Park developed first. The phasing will ensure that the centre, including the market, continues to be operational throughout as well as maintaining sufficient parking for shoppers and residents.
- The existing residential tower blocks will be retained and existing residents’ entrances will be improved.
- We will continue working with local people to understand how we can enhance the character of the town centre



Sketch of the proposed Masterplan.



Key

- A. Better pedestrian routes so people feel safe walking through at night
- B. New restaurants and cafes to encourage people to spend time at Edmonton Green in the evening
- C. All public spaces overlooked to make the centre safer at night

Benefits for local people

New shops restaurants, cafes and leisure facilities:

- Flexible space to accommodate national chains alongside local shops and businesses
- Space for a cinema, bowling alley or theatre
- 'Library Square' which will be a home to the new library and community centre.
- A new community hub to be located below Mendip House which will be adaptable to meet the needs of local people.



Sketch view of the proposed Library Square.

New jobs:

- 200 construction jobs every year until the development is completed.
- 569 apprenticeship opportunities in construction, helping to train the next generation of local people
- 350 new full time jobs once the development is complete.

Better safety and security:

- Since purchasing the centre, we have invested circa. £2m into buildings at Edmonton Green.
- This includes delivering new signage, toilets, benches and an improved children's play area.
- We have also upgraded and improved the CCTV network, adding new cameras and repairing broken ones. Body cameras have been bought for the security team.
- Edmonton Green is a founding partner of the newly formed Business Crime Reduction Partnership which bring local businesses together to reduce crime.
- We are aiming to achieve the highest Secured-by-Design standard - a police initiative to improve the security of buildings and their immediate surroundings. Our designs will help to reduce anti-social behaviour by removing dead-ends and dark areas, making the shopping centre a more open and safer environment.

New homes:

- To meet the housing need in Enfield, we will build 1,468 new homes.
- The first phase, set to be delivered within two years of planning being granted, will see 350 new homes built.
- By the end of the redevelopment, when combined with all the current affordable homes at Edmonton Green, 54% of the homes across the site will be affordable. This will create a mixed and balanced community.
- There will be a mix of homes for sale and to rent, and a range of sizes including family homes.
- The Build to Rent homes are priced so that ordinary people - nurses, builders, teachers and retail managers - will be able to afford to live here.
- We will also be improving the lobbies and front doors to the existing residential towers to improve access and safety for existing residents.

A new dedicated market building:

- The market will continue to be at the centre of Edmonton Green in a brand-new 1,600m2 building providing a more pleasant environment for traders and shoppers.
- Stalls will be covered to allow for use all year round and the hall will be open and easily accessible.
- All existing traders will be given a home in the new market building, and it will provide the opportunity for businesses to expand.
- The perimeter of the market building will open up to face the newly created public square and will provide new opportunities for local business such as street food vendors.
- We know that it is important that the market remains open during the development and so we will ensure continuity of trading throughout any works.



Sketch view of the proposed Market Square.

More green space:

- The plans include over 16,000 m² of new landscaped public spaces including three dedicated children's play areas and green, open spaces for the local community to enjoy.
- These public spaces will have good levels of sunlight, creating places for people to relax in and meet family and friends.
- Approximately 250 trees will be planted around the site.
- Crosstree will work with Enfield Council and funds from the development will be used to contribute to local green spaces. This will include a 'trim trail' featuring fitness stations and gym equipment.

Contributing to a low carbon future:

- Edmonton Green will be a low carbon sustainable town centre that provides a better environment for local people - now and for future generations.
- Sustainable energy will be provided via the Energetik energy network - providing low carbon energy (heat) from a local source.
- Solar panels will be installed on the rooftops.
- The buildings will be highly insulated, reducing the energy requirement for heating.
- Carbon emissions from all homes will be reduced by over 75% compared to the average home.
- It is predicted, that with the 'greening' of Edmonton Green, biodiversity should increase by up to 800%.



View of the proposed open spaces at Edmonton Green.

Recent updates to the plans

Following feedback from the public, various organisations and officers at Enfield Council, a few changes have been made to both the masterplan and the detailed designs for phase one.

On the masterplan, the amends have been quite minor with a reduction in height for a number of buildings, and changes in materials so that the buildings are more consistent. This should help improve views for existing neighbours.

Phase One changes

The phase one designs have seen more significant changes. Specifically, the design of the buildings has been simplified so that they better fit with the surrounding Conservation Area.

The visualisations adjacent showing views along Fore Street demonstrate how the designs have evolved.

The corner building is now no longer green in colour but made from good quality brick so materials are more consistent.

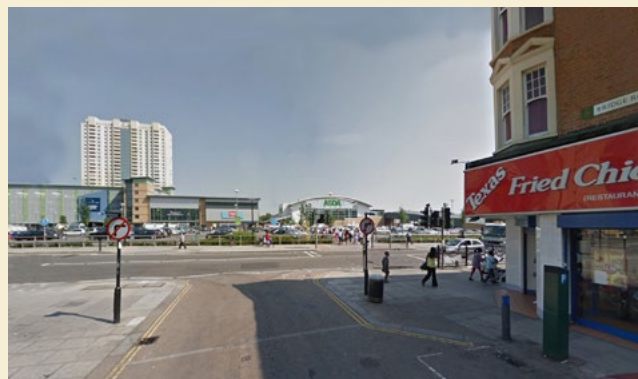
In addition, the south west building has been reduced in height by one storey and has been stepped back so it fits better with the shops opposite. As a result, this phase will now see 350 homes delivered (rather than the originally proposed 353).



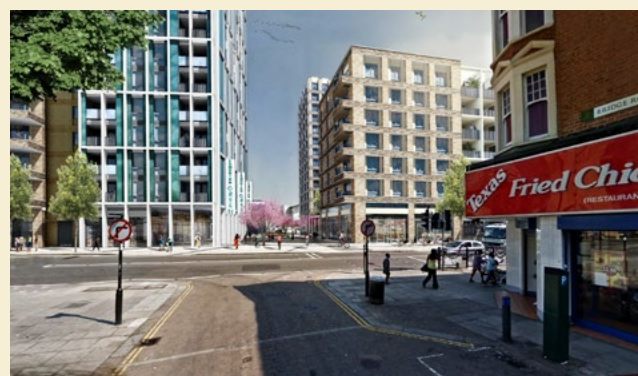
Visualisation of the new views along Fore Street

Design progression

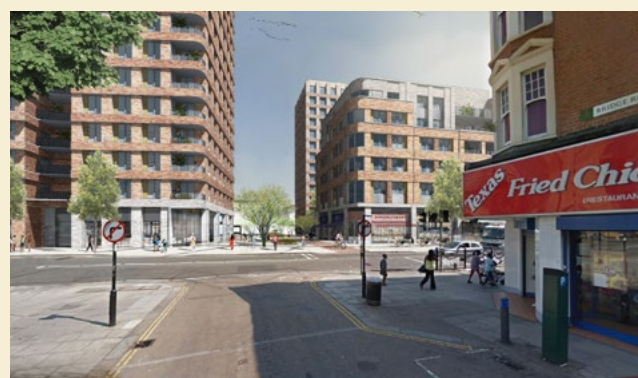
The below images show the same view of Fore Street – the existing view and then how the designs have progressed following feedback during the statutory consultation.



Existing view along Fore Street.



Original proposed view along Fore Street



New proposed view along Fore Street