

RITZ PARADE

OPPORTUNITY SITE DEVELOPMENT BRIEF

Draft for public consultation
November 2015



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EXECUTIVE SUMMARY

This document is the Draft Ritz Parade Development Brief which has been agreed by Enfield Council for the purposes of public consultation.

The Ritz Parade site is an allocated opportunity site identified as Site 12: Ritz Parade in the Adopted North Circular Area Action Plan (NCAAP). Bringing forward a Development Brief for Ritz Parade was a commitment in the NCAAP, NC Policy 23.

The objective of the development brief is to provide planning, design and development advice for the Ritz Parade site to help guide future redevelopment proposals as they come forward.

The adopted policy for this site is flexible in that it envisages incremental scenarios where the former cinema building is retained whilst also acknowledging the prospect of a more comprehensive redevelopment scenario.





TELL US YOUR VIEWS

Adopted planning guidance is important as it will enable decision makers to assess any future proposals against a document that has benefited from public input. Having a planning framework in place provides a starting point for land interests to consider their development approach.

WHAT ARE WE CONSULTING YOU ON?

This document outlines two development scenarios that have been assessed and concluded to be the most realistic development options likely to come forward for the Ritz Parade Regeneration.

The objective of this draft document is to identify the planning, design and development guidance needed for these two redevelopment scenarios.

The consultation is not a choice between Option A or Option B, as the nature and scale of refurbishment/redevelopment will principally be determined by the relevant land owner(s). In consulting you on the content of this draft brief we are asking you to consider whether we have captured all the relevant principles and for achieving the desired regeneration on this important site.

As you read through this draft guidance, please consider these questions.

Q1.

Q2.

Q3.

Q4.

Q5.

Q6.

Q7.

AS A LOCAL CENTRE, HOW CAN THE REGENERATION OF RITZ PARADE FULFIL NCAAP'S VISION FOR A COMMUNITY HUB?

WHAT KIND OF USES WOULD BE MOST VALUED BY RESIDENTS, WHAT TYPE OF COMMERCIAL ACTIVITY WOULD BE SUITABLE IN THIS LOCATION TO MEET DAY TO DAY NEEDS OF EXISTING AND NEW RESIDENTS?

GIVEN THE DESIRE TO SEE THE PARADE REGENERATED INTO A VIBRANT COMMUNITY HUB THERE WILL BE A NEED TO ACHIEVE OPTIMUM DEVELOPMENT TO ENCOURAGE INVESTEMENT, THEREFORE ARE THE DENSITIES ABOUT RIGHT?

GIVEN THE SITE IS WITHIN A LOCAL CENTRE AND FACES THE NORTH CIRCULAR ROAD, ARE THE BUILDING HEIGHTS PROPOSED ABOUT RIGHT?

THIS DOCUMENT OUTLINES THE COMPLEXITY OF LAND ASSEMBLY AND THEREFORE PROVIDES A PHASED APPROACH FOR BOTH OPTIONS. DO YOU AGREE THIS IS THE RIGHT APPROACH FOR THE SITE

THE DOCUMENT CANNOT DICTATE ON DESIGN, IT CAN HOWEVER PROVIDE CLEAR PRINCIPLES BY WHICH APPROPRIATE DESIGN WILL BE CONSIDERED. HAVE WE IDENTIFIED ALL THE RELEVANT DESIGN PRINCIPLES?

KEYS CONSTRAINTS OVER LAND VALUES AND VIABILITY ARE IDENTIFIED AND THIS WILL REQUIRE A BALANCE BETWEEN PROVIDING NEW COMMERCIAL AND COMMUNITY SPACE WITH NEW RESIDENTIAL. HAVE WE GOT THE BALANCE RIGHT?

1 INTRODUCTION







1.1 ROLE OF PURPOSE - THE BRIEF

The Ritz Parade is a commercial shopping parade on the north side of the North Circular Road in the Bounds Green area. The site is one of a number of sites allocated for redevelopment in the adopted North Circular Area Action Plan (AAP).

The objective of this development brief is to provide planning, design and development advice for the Ritz Parade site to help guide redevelopment proposals for the site as they come forward. Please note that the site is entirely in private ownership and therefore the decision to bring the site forward for redevelopment rests with the relevant land owner(s).

The brief has been prepared in consultation with relevant owners of the site. Whilst the retail units are the subject of a number of individual leases, the majority of the site falls under one of two principal land ownerships. The preparation of this brief has been informed by engagement with these principal land owners.



1.2 LOCATION

The site is located on the north side of the A406 North Circular Road within the designated Bowes Road Large Local Centre.

The prevailing character in this south eastern part of the Borough is largely suburban, with established quiet residential streets with terraced and semi-detached Edwardian and mid-twentieth century houses. The area benefits from close proximity to some large established public open spaces including Broomfield Park to the north and Arnos Park to the west.

The area is served by larger retail centres of Arnos Grove to the west and Palmers Green to the north-east.

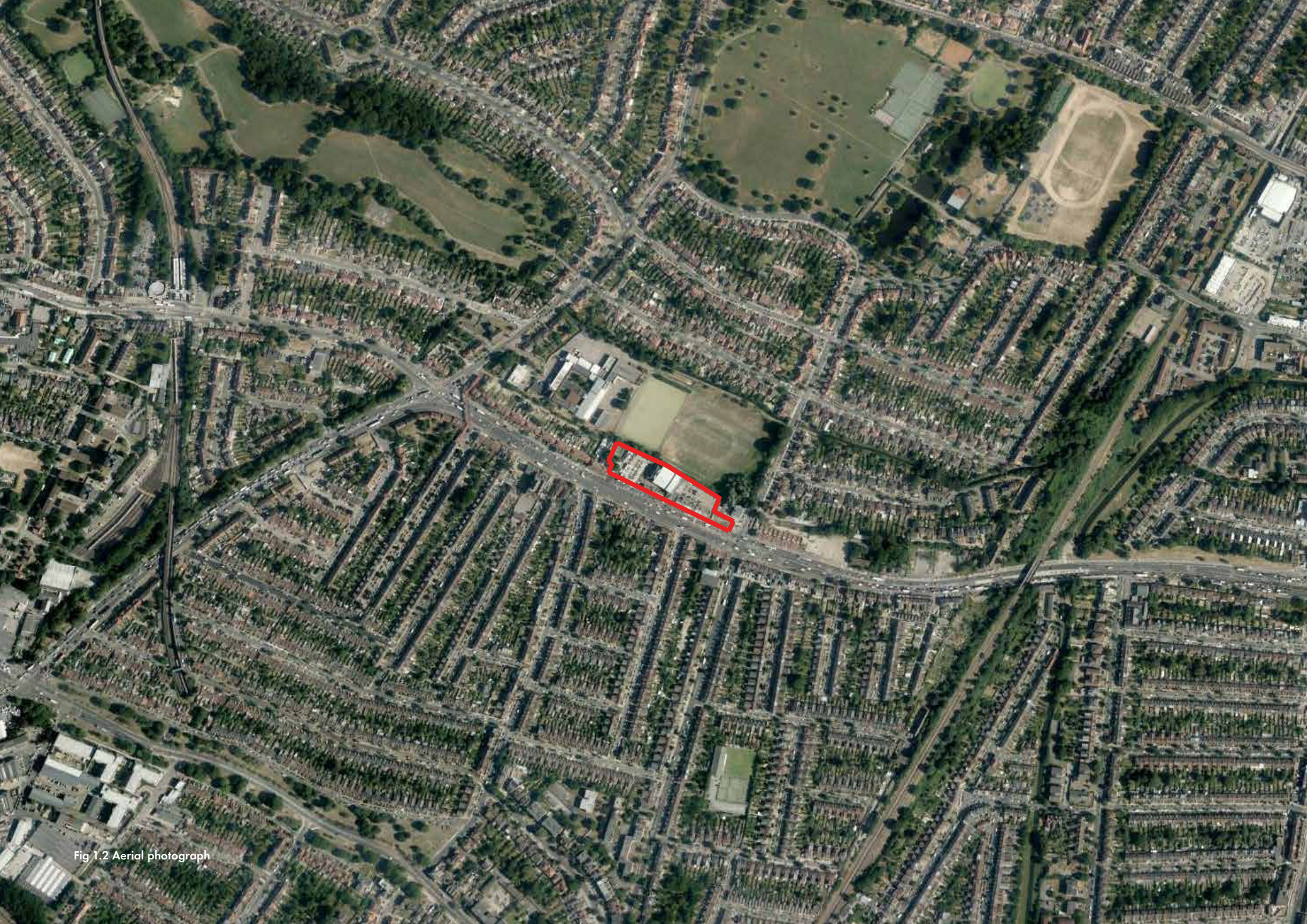
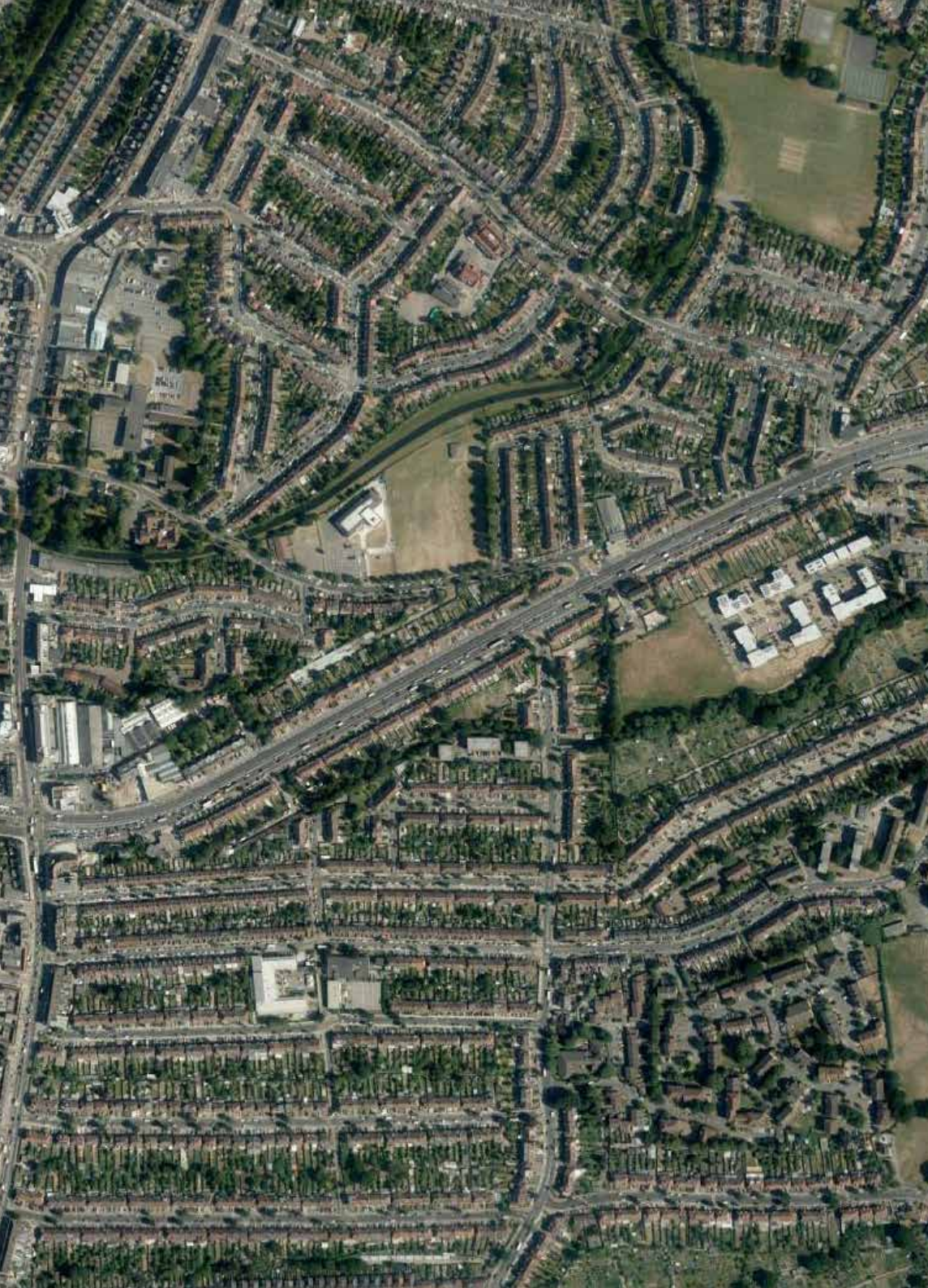


Fig 1.2 Aerial photograph



1.3 DEVELOPMENT CONTEXT

The Ritz Parade site is one of a series of high profile development sites that formed part of the deal agreed between the Greater London Authority and Notting Hill Housing Trust. This agreement revolved around the removal of uncertainty associated with a package of transport improvement measures along this stretch of the A406. A range of highways improvements have now been completed and Notting Hill have been progressing a series of development opportunities in the area on sites originally set aside but no longer required for the implementation of these improvements.

The Ritz Parade site is one such site. Whilst the parking area between the retail units and the main A406 carriageway was reduced and the corner of the parade at Powys Lane was demolished for junction improvements, the majority of the parade remains in retail use.

2 CONTEXT AND UNDERSTANDING





2.1 PLANNING POLICY CONTEXT

NCAAP Overview

The site falls within the area addressed by the Adopted North Circular Road Area Action Plan (NCAAP). Key elements of the NCAAP's spatial framework which are of direct relevance to the Ritz Parade site include:

- 1 Recognition of and strengthening the area's three neighbourhood places of Arnos Grove/New Southgate, Bowes Road and Green Lanes, each of which are centred on clusters of commercial activity which provide sustainable locations for higher density new developments;
- 2 Protection of the varying character of the urban and suburban residential areas surrounding these neighbourhood places;
- 3 The importance of the open space and blue ribbon network across the area and the need to deliver improved access to and quality of existing spaces and create new spaces where the opportunity arises;
- 4 The need to improve the character and appearance of the North Circular Road corridor through a combination of environmental improvements and high quality new developments along the corridor itself;
- 5 The important role that key nodes/points of transition along the corridor will play in delivering these improvements.

The NCAAP states that, under NC Policy 1, new development should contribute towards achieving the vision and objectives for the area. The policy also confirms that the Council will seek to ensure new development within the area contributes positively to the delivery of the spatial framework and development principles set out in this Action Plan.

The NCAAP identifies and establishes a spatial strategy for the area which centres on three 'neighbourhood places'. The Bowes Road neighbourhood place sits centrally in the AAP area and the Ritz Parade centrally within this specific neighbourhood place. Under NC Policy 11, high level visions for each neighbourhood place are established. The policy identifies the opportunity for the Ritz Parade area to better meet some of the everyday shopping and community needs of local people.

The delivery of a mixed and balanced range of new homes is a key objective of the NCAAP. The NCAAP sets a framework for the delivery of approximately 1,400 new dwellings across a number of site allocations. This includes the regeneration of the New Southgate area as outlined in the New Southgate Masterplan which centres on the regeneration of the Ladderswood Estate.

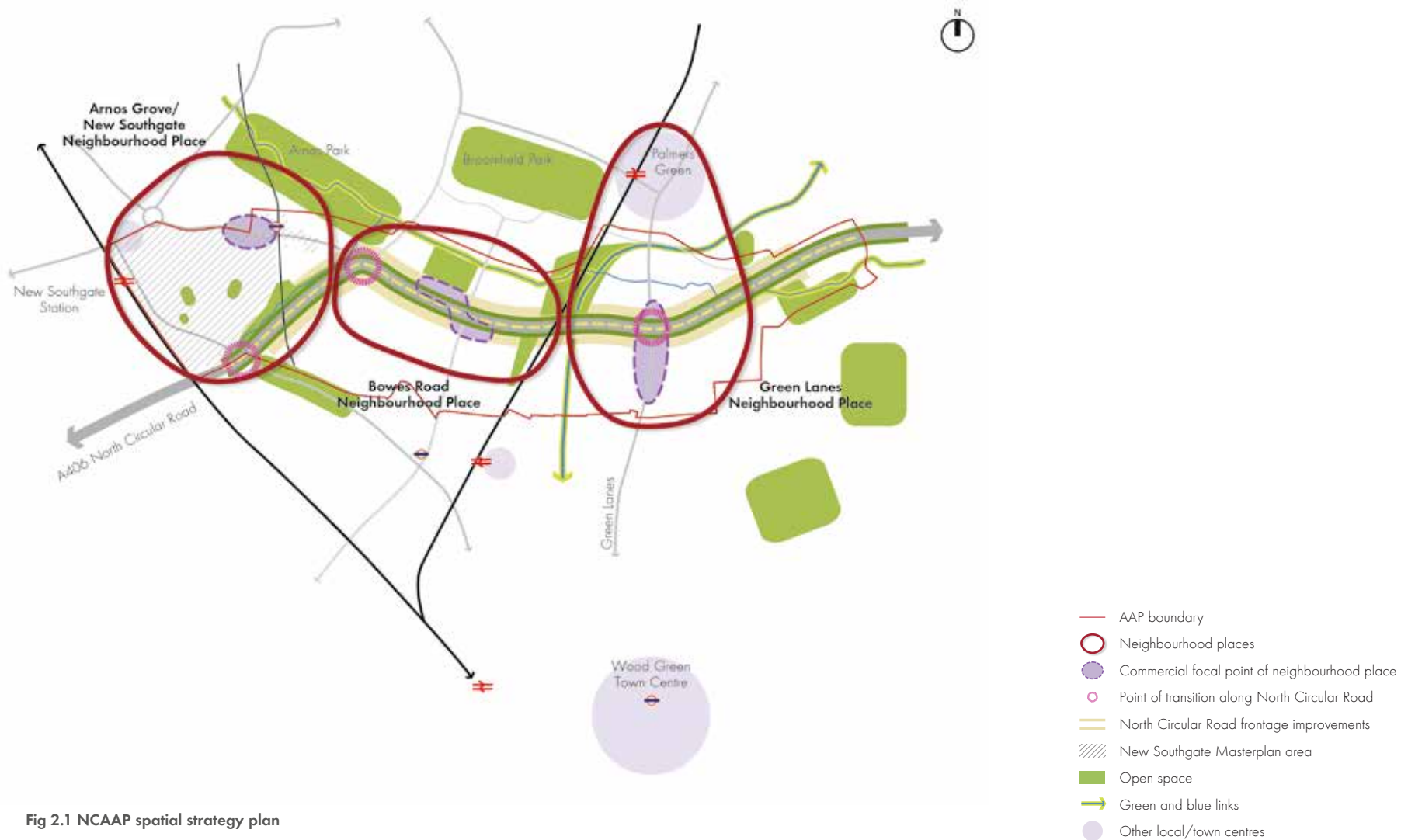


Fig 2.1 NCAAP spatial strategy plan

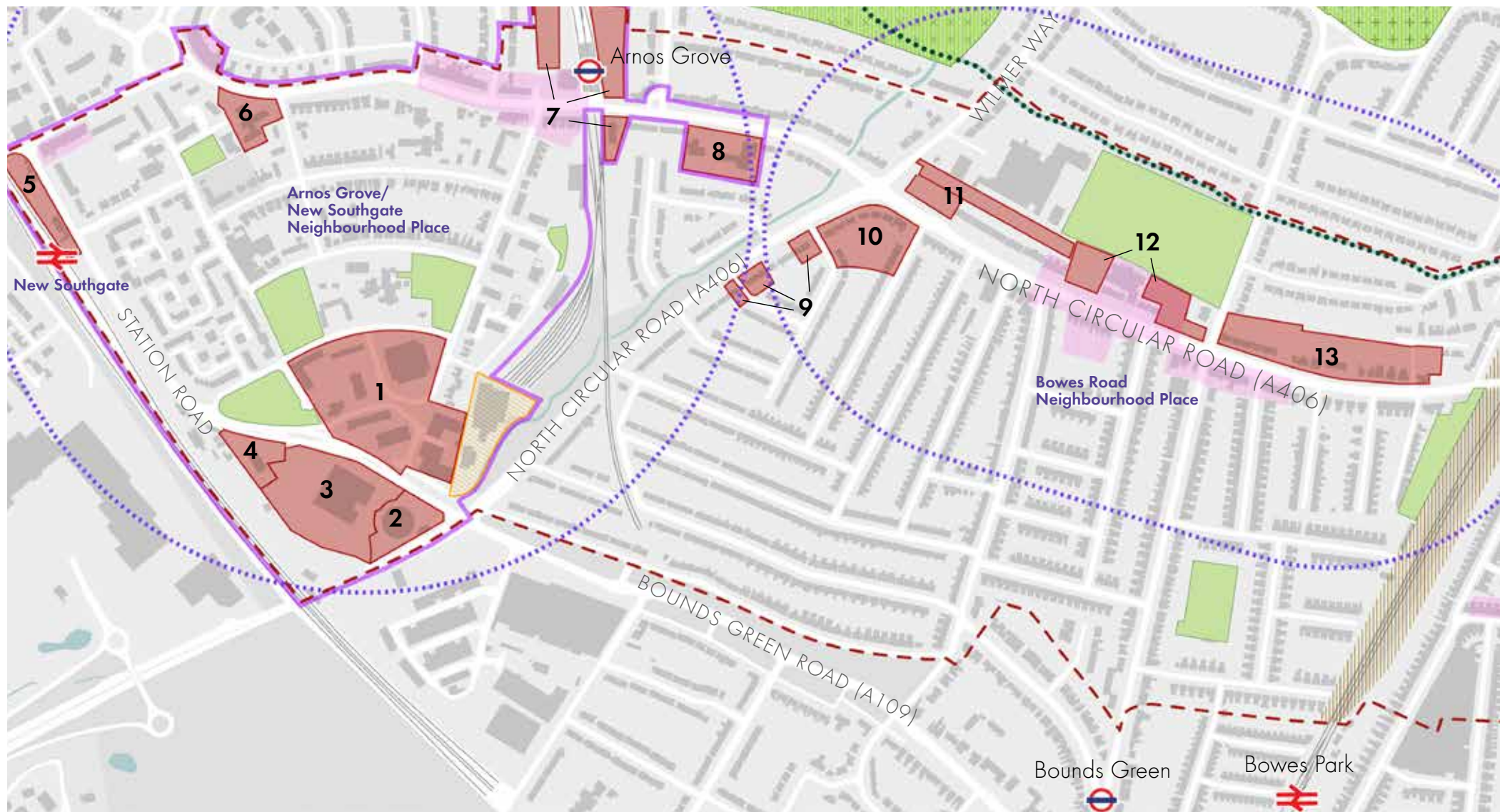


Fig 2.2 NCAAP opportunity sites and Enfield Local Plan Policies Map 2014



Opportunity sites

- 1 Ladderswood Estate site
- 2 Western Gateway site A
- 3 Western Gateway site B
- 4 Western Gateway site C
- 5 Land adjacent to New Southgate Station
- 6 Coppicewood Lodge site
- 7 Arnos Grove Station sites
- 8 Arnos Pool, Bowes Road Library and Arnos Grove Medical Centre
- 9 Telford Road sites
- 10 Bowes Road/Telford Road junction sites
- 11 Bowes Road/Wilmer Way junction sites
- 12 Ritz Parade
- 13 Bowes Road sites
- 14 Southgate Town Hall
- 15 Green Lanes north site
- 16 Green Lanes/Elmdale Road site
- 17 Green Lanes/North Circular Road site
- 18 Bowes Road south site
- 19 Old Labour Exchange site
- 20 Birchwood Court site

Local Plan Proposals Map allocations

- Local centre / retail parade
- Locally significant industrial site (LSIS)
- Regeneration Priority Area
- Metropolitan open land
- Site of Borough importance for nature conservation
- Site of local importance for nature conservation
- Site of metropolitan importance for nature conservation
- Wildlife corridor (diagrammatic)
- Green chain missing link

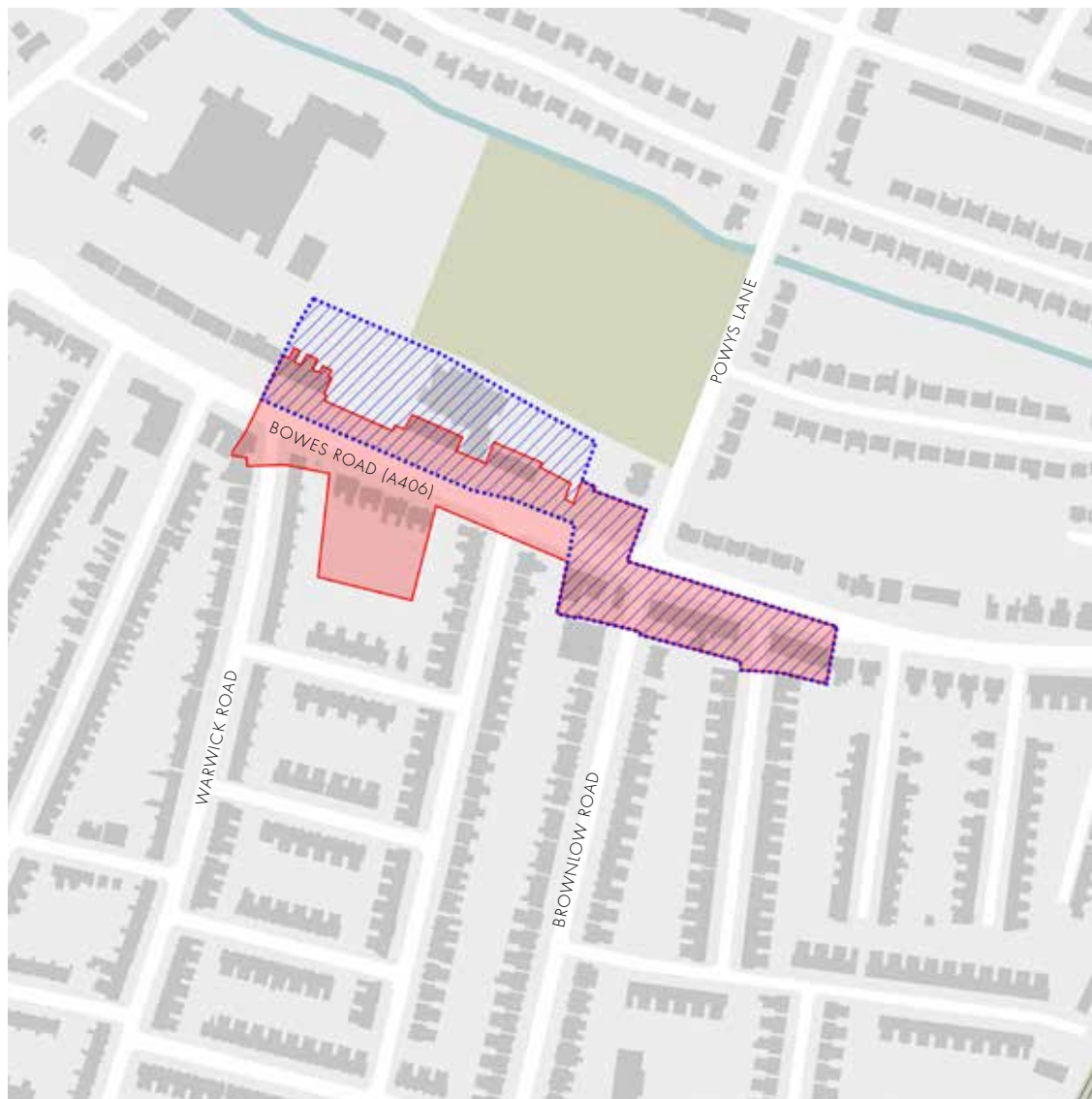
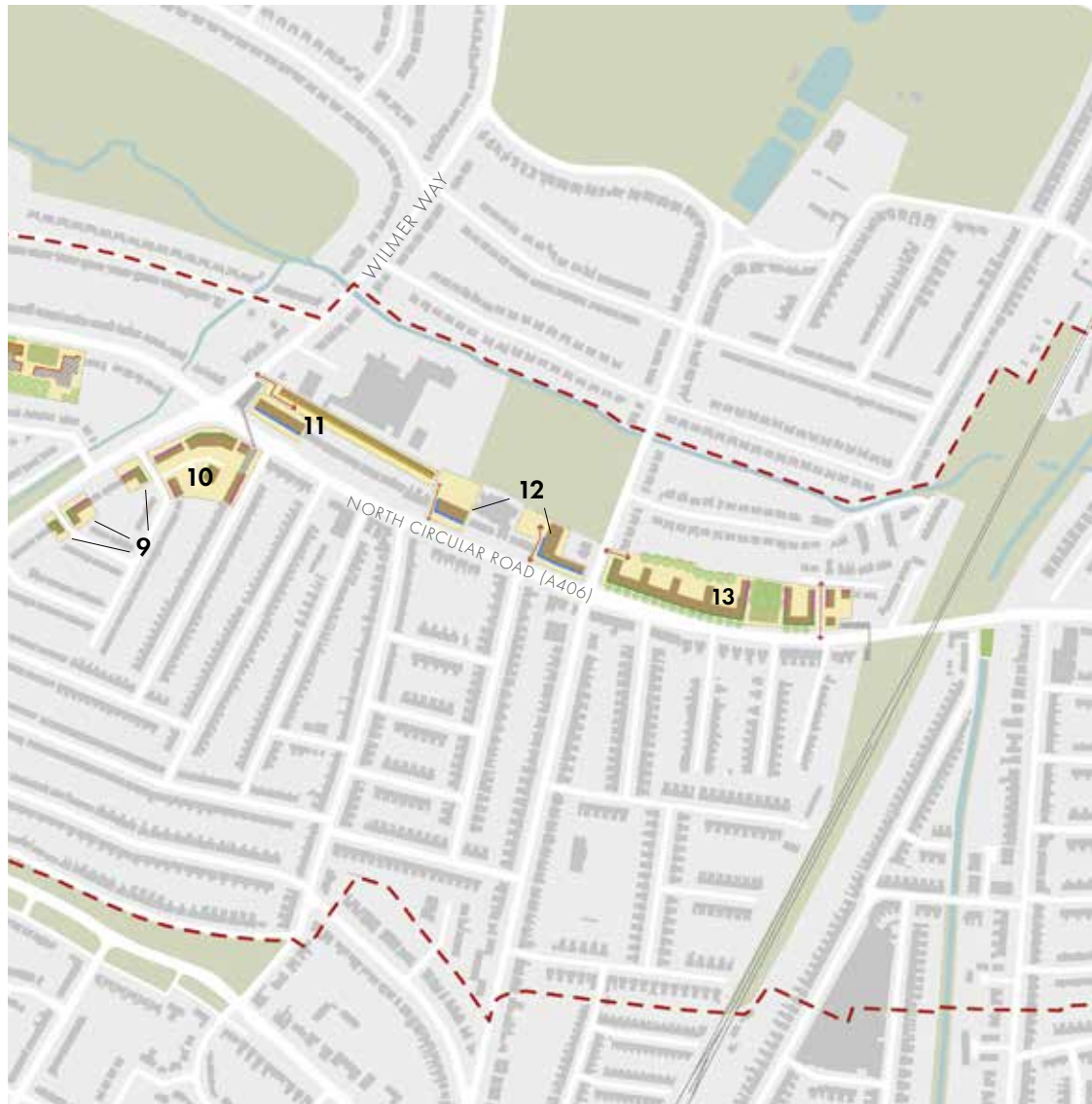


Fig 2.3 Bowes Road Large Local Centre

Revised Bowes Road Large Local Centre

The Ritz Parade forms one half of the Bowes Road Large Local Centre. Core Policy 17 identifies Bowes Road as a Large Local Centre and sets out that it will provide core local shopping facilities and services (such as convenience store, post office, pharmacy and newsagent) for its local communities, largely catering for a catchment area within walking distance. Under Policies 25 and 28, Enfield's Development Management Document, adopted in November 2014, establishes in more detail the types of development that are suitable in Large Local Centres such as Bowes Road.

- Superceded boundary
- Proposed revised Bowes Road Large Local Centre boundary



NCAAP site proposals

- 9 Telford Road sites
- 10 Bowes Road/Telford Road junction sites
- 11 Bowes Road/Wilmer Way junction sites
- 12 Ritz Parade
- 13 Bowes Road sites

- Opportunity site
- Flats with commercial/community ground floor frontage
- Flats
- Houses
- Mews houses
- AAP boundary

Fig 2.4 NCAAP site proposals

NC Policy 23 Ritz Parade (site 12)

The site is allocated under NC Policy Ritz Parade (site 12) for redevelopment although it should be acknowledged that the formal allocation site as defined on the NCAAP Proposals Map does not include the current extent of the existing original Ritz Parade commercial parade. The policy states:

Mixed use development opportunities exist on sites either side of the central section of the parade. Key principles relevant to the redevelopment of these sites include:

- 1 Redevelopment will retain and strengthen the commercial frontage at ground floor.**
- 2 On the west side, there is significant scope to incorporate a new modestly sized foodstore with some parking to the rear which would serve the centre as a whole with two storeys of flats above.**
- 3 On the east side redevelopment should benefit from bringing the existing parking area into everyday use so this area can benefit the viability of the centre more directly.**
- 4 On the east side there is potential for smaller commercial units on the ground floor with two storeys of flats above.**

The sites either side of the central part of the Ritz Parade have potential for a total of approximately 28 new residential dwellings which represents a net increase of approximately 20 units.

If a comprehensive redevelopment of the whole parade is promoted, in accordance with Core Policy 30, a planning/development brief for the site will be required to help guide development proposals. This brief should be prepared with the benefit of the active involvement of the local community.

The commercial viability of the Ritz Parade and the small adjacent parade to the west has been undermined by the recent road improvements. Valuable parking spaces were removed, causing parking to spill over onto adjacent streets giving rise to some local concerns. The mixed use building on the corner of Powys Lane has also been demolished. Whilst the policy envisages the central section of the parade – a building that acts as a local landmark and benefits from townscape merit – being retained, with no formal protection, the site may come forward for comprehensive redevelopment. Such an approach could help address the complex land ownership patterns in the area and would not in itself be considered contrary to the policy above.

If a more comprehensive approach is pursued, new community facilities in this key large local centre site will need to be an important part of the proposed land use mix.

Notwithstanding the option of the central Jehovah's Witness Hall being retained, the Council would respond constructively if proposals came forward for comprehensive redevelopment, in recognition that greater opportunities may exist to further strengthen the viability of the commercial element of the scheme through the provision of a consolidated, modern and purpose built accommodation with associated parking for the public. In view of the townscape value of the existing parade, emphasis would be placed on the need to deliver a high quality scheme which provides a visual reference point for those travelling along the main road corridor. Comprehensive change may also enable new development to be mixed use and of a higher density than currently exists; subject to the need to respect and be in keeping with local townscape character. Development must be of a high quality and make a positive architectural contribution to the local area. If comprehensive redevelopment of the Parade is being promoted it may be appropriate to consolidate the commercial uses to the central part of the site.

The policy and its supporting text make clear that the Council would welcome redevelopment of the individual development opportunity sites either side of the parade, or, should the opportunity arise, a more comprehensive approach involving the redevelopment of the existing retail parade and hall building to the rear. This development brief considers redevelopment options for both of these scenarios.





Local environments across the Bowes Road neighbourhood place



Fig 2.5 Aerial view of the site 1935

2.2 HISTORICAL EVOLUTION



1868



1897



1947



2014

The area surrounding the site was largely rural up until the 1900s. However, the area was becoming increasingly popular as a London suburb and this growth accelerated when Bowes Park rail station was built on the existing Great Northern Railway line in 1880. By the outbreak of the First World War in 1914 rows of terraced houses reached all the way up to Bowes Road (now the A406), which forms the site's south boundary.

The existing buildings on the Ritz Parade site, as well as a similar shopping parade to the east of the site adjoining Powys Court, which has now been demolished, were not built until the inter-war period. The parade of shops that form the site's west boundary were also developed during this period. During this time the extended London Underground Piccadilly Line, with a station at Bounds Green from 1932, had made the area even more accessible.

A school had been built on the land to the north of the site before the outbreak of the Second World War, by which time the area was heavily developed. The now demolished petrol filling station, to the immediate west of the parade, was built following the end of the Second World War.

The site, and much of its surrounds, is largely unchanged since the 1950s. The transformation of Bowes Road into the A406 North Circular Road, one of London's key strategic routes, is the most significant development affecting the character of the area. However, this section of the A406 differs from adjacent sections of this key strategic route as it is characterised by at-grade crossings and housing developments which directly address the road corridor. The A406 east and west of the Bounds Green area are characterised by more heavily engineered grade-separated junctions.

Fig 2.6 Historic maps

2.3 ENVIRONMENTAL ANALYSIS

Site boundary

The site is approximately 0.75 hectares in size and bounded by the A406 road to the south and Broomfield School's playing fields to the north. The commercial parade benefits from a dedicated service road with a limited number of on-street parking spaces. The eastern boundary is formed by Powys Court and Powys Lane and a parade of shops with flats above and garages at the rear are located to the east.

The area of land to the west of the Ritz Parade building is currently open and used for access to the parade of shops adjoining the site and storing vehicles. The land to the east of the Ritz Parade buildings, between the A406 and Powys Court, is open and currently unused following the demolition of a shopping parade, with the exception of a mobile communications mast. The strip of land between Broomfield School and the A406 to the west of the site beyond the adjoining parade of shops is another of the NCAAP Opportunity Sites and subject to planning approval for a block of 42 flats and 14 mews houses, as well as a small community space.



Fig 2.7 Site boundary



Fig 2.8 Land parcels

Land ownership

The site can be divided into five development parcels as illustrated in the figure. Development parcels A,C,D & E are largely within Notting Hill Housing Trust (NHHT) freehold ownership, with the exception of the garages to the rear of 190 Bowes Road with only Development parcel B, a former petrol filling station now used for surface parking, is in separate third party ownership. It is understood that this parcel is currently in the process of changing hands. In addition there are also complex access rights associated with Parcel B.

Although the majority of land within the subject area is controlled by NHHT, a number of the properties within NHHT's ownership are subject to leasehold arrangements, which adds complexity to the delivery of comprehensive development. The most notable leasehold interest is registered to the Jehovah's Witnesses in respect of the former Assembly Hall building.



Fig 2.9 Land use

Use character

The site currently includes a mix of residential, commercial and community uses. The ground-floor uses are typically commercial, mainly shop units facing onto the A406 road, and the upper-floor uses are flats or storage associated with the commercial use below.

The largest single use is the Assembly Hall of Jehovah's Witnesses community use, which is located in an auditorium to the rear of the site with an access through the main Ritz Parade building. The Assembly Hall is a key regional facility for the Jehovah's Witnesses and when in use attracts visitors from an extensive catchment. This use also has a large area of ancillary car parking at the rear of the site. The remainder of the site is a former petrol filling station, which is now used for surface parking and storage of vehicles.

Beyond the site, the site is predominantly residential in character, with a secondary school located immediately to the north of the site and a prominent Victorian Grade II listed primary school on the opposite side of the A406.

- Site boundary
- Residential
- Community
- Retail

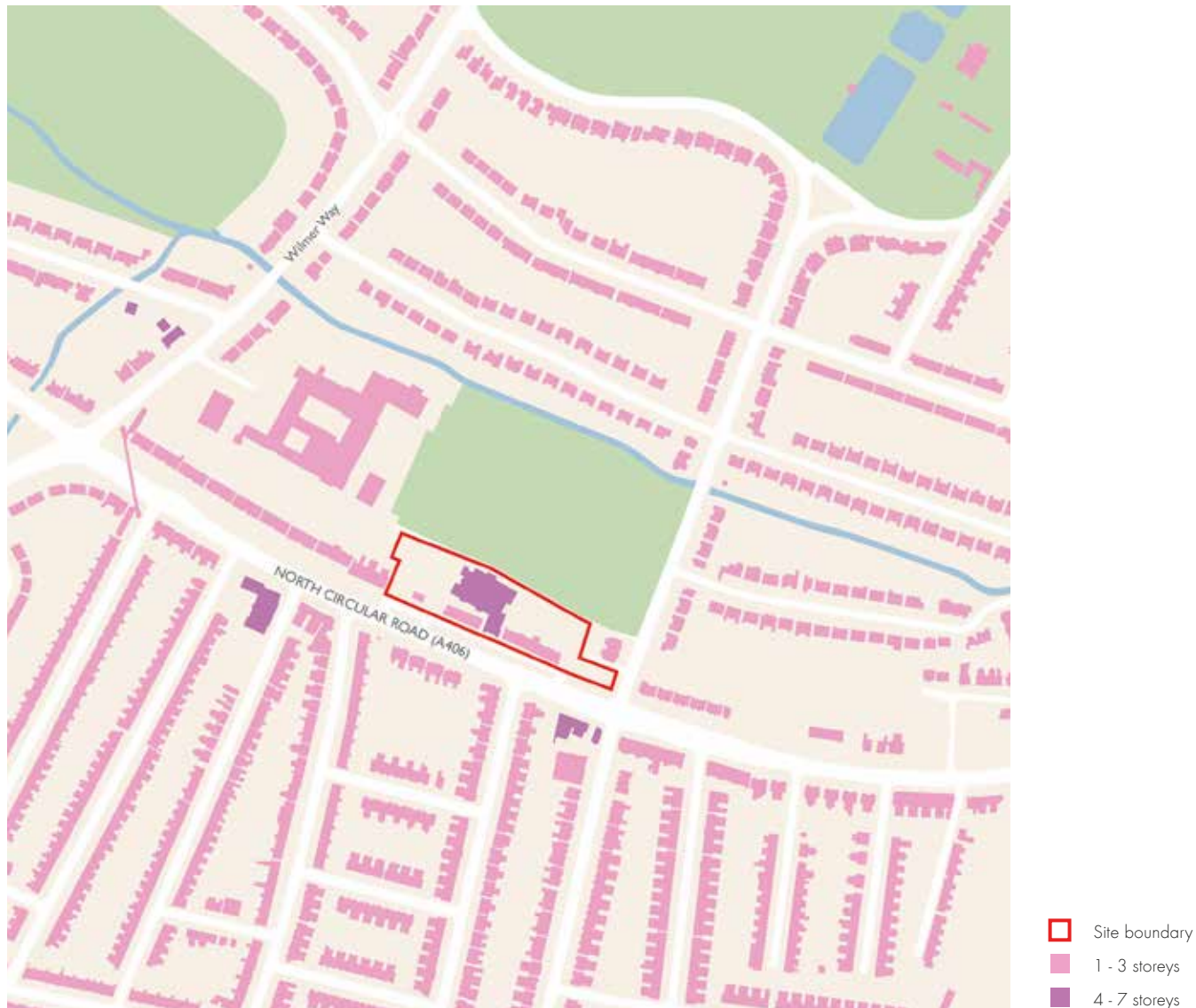


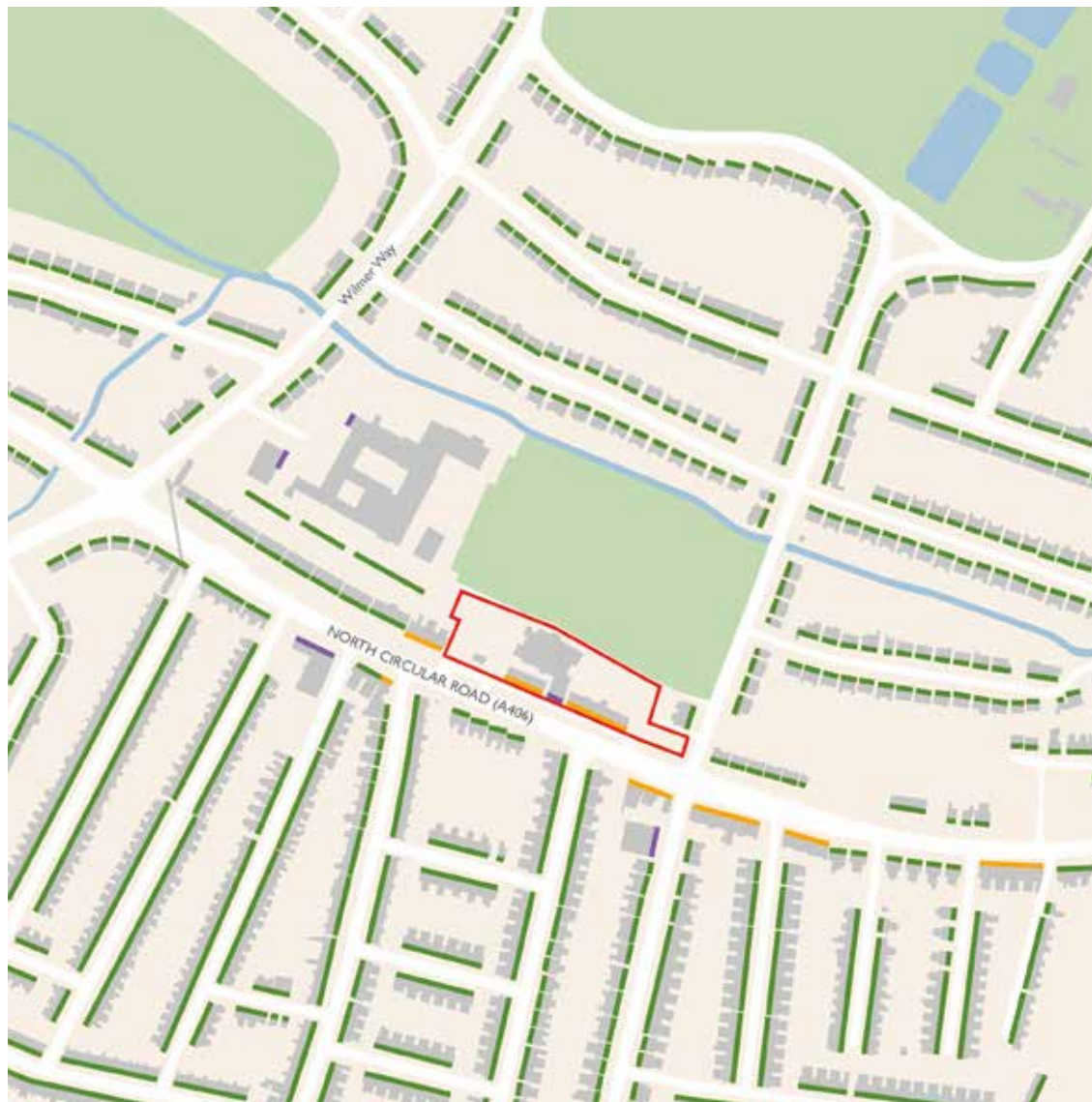
Fig 2.10 Buildings heights

Building heights

The main building on the site is the Ritz Parade itself, which is linear in form and takes up most of the frontage with the A406. The building is between two- and three-storeys tall, rising in its middle. The large Assembly Hall that was originally a cinema is to the rear of the Ritz Parade, and is equivalent to four storeys in height.

The wider area is characterised by streets of two storey family housing. Notable exceptions include the Grade II Listed Bowes Road Primary School which, whilst only three storeys, rises significantly taller than its immediate neighbours.

The more recently approved housing development to the west of the Ritz Parade site at the junction with Wilmer Way rises to six storeys which represents a change in scale considered appropriate in the adopted NCAAP in view of this junction acting as a point of transition in character between two adjacent 'neighbourhood places'.



Frontages

The Ritz Parade area is characterised by traditional forms of development where buildings address directly the streets they align. The grain of the urban area is therefore predominantly in the form of perimeter urban blocks with buildings positioned and accessed directly from the street edges they address.

The recently consented housing development immediately to the west of the site includes a series of terraces mews houses behind existing and proposed housing along the northern side of the A406.

Fig 2.11 Frontages

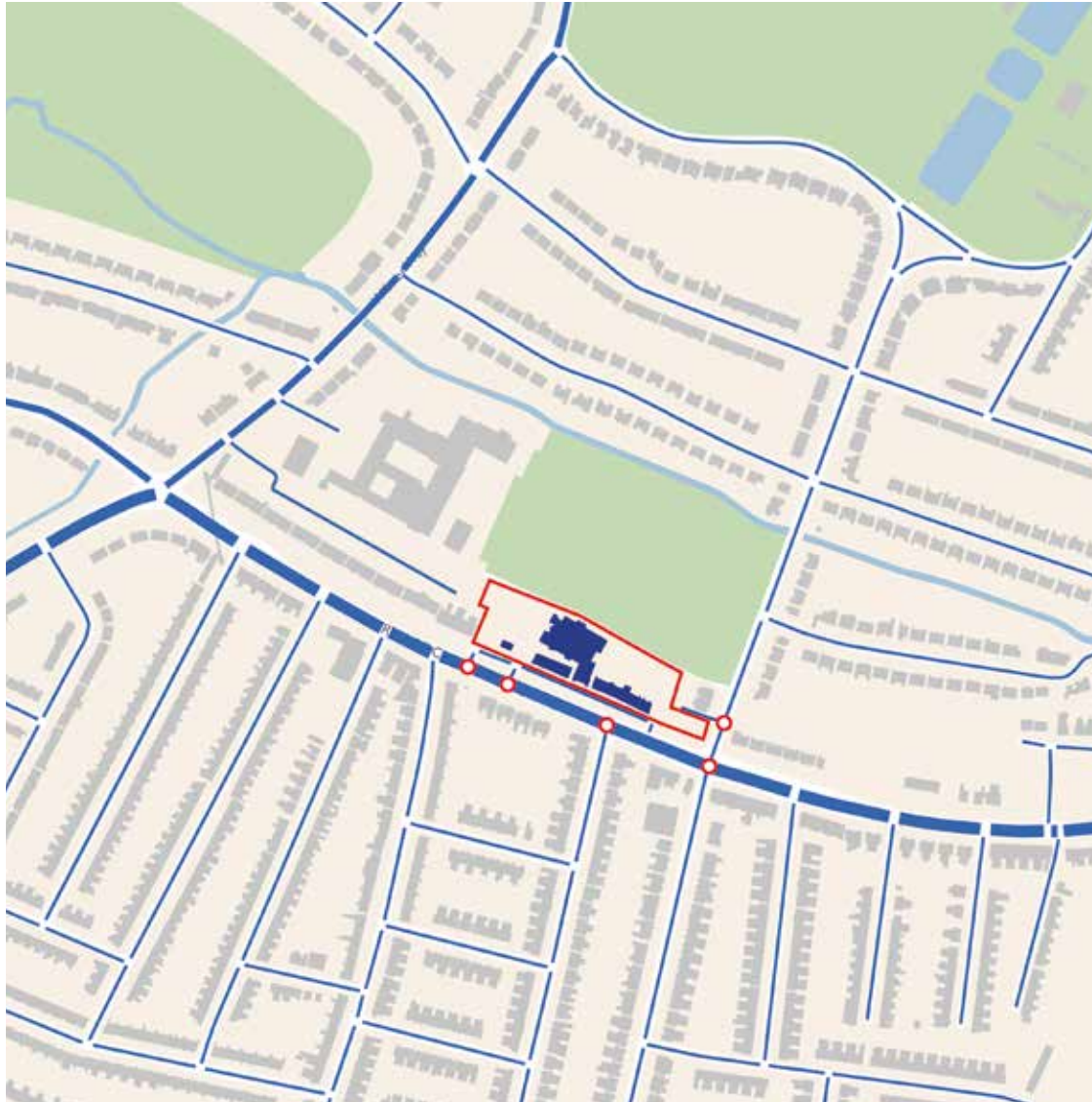


Fig 2.12 Routes and Access

Routes and access

The site has a PTAL rating of 4 reflecting its good access to local bus services and walking distances to Arnos Grove Underground and Bowes Park over-ground stations being approximately half a mile from each. These stations provide services to the City of London and Hertfordshire. There are also local bus services towards Barnet, Wood Green and Walthamstow that stop in front of and opposite the site.

The only current vehicular access into the site is directly from the A406 with two entry and exit points, one positioned to the east end of the site and the other to the west end. Historic mapping shows that there was formerly a vehicular access point into the east side of the site from Powys Lane.

- Site boundary
- Serviced building
- North circular
- Main road
- Minor road
- Access junction

2.4 LONG ELEVATION







Assembly Hall of Jehovah's Witnesses today

2.5 JEHOVAH'S WITNESSES BUILDING APPRAISAL

Known as the Ritz, Bowes Road, the former cinema building is located behind a shopping parade. Built with full stage facilities, orchestra pit and Compton organ, it was run by ABC but was not known as ABC until 1970. The cinema closed in 1974, and was acquired by the Jehovah's Witnesses, whose use as one of their Assembly Halls has preserved the auditorium and has led to almost perfect restoration, with only minor modifications.

In its current use, the main entrance to the building is now from a back service road behind the Ritz Parade which serves as the car park for the Assembly Hall. The interior has a plain ceiling with a large circular area providing illumination. Each side of the proscenium are three abstract designs, lit by cove lighting from below. Ventilation grilles are unusually located in the ceiling in front of the proscenium instead of on the side walls. There was a wide passage at the rear of the stalls. In 1970, the stalls area was resealed, holding 588 and the balcony was no longer used; thus the original balcony seating remains in situ. The stage, fly area and dressing rooms are intact, though offices occupy some of the space backstage. The orchestra pit has been adapted to house a font, and the 'promenade' at the rear of the stalls has been levelled to form a meeting room, with glass front now separating it from the rest of the auditorium. Part of the foyer has been converted to kitchens. Notwithstanding these relatively superficial alterations, the architectural character of the building has been well maintained and preserved.



1946



1951



Interior 1970



Interior 1970

3 KEY PRINCIPLES AND OPTIONS DEVELOPMENT



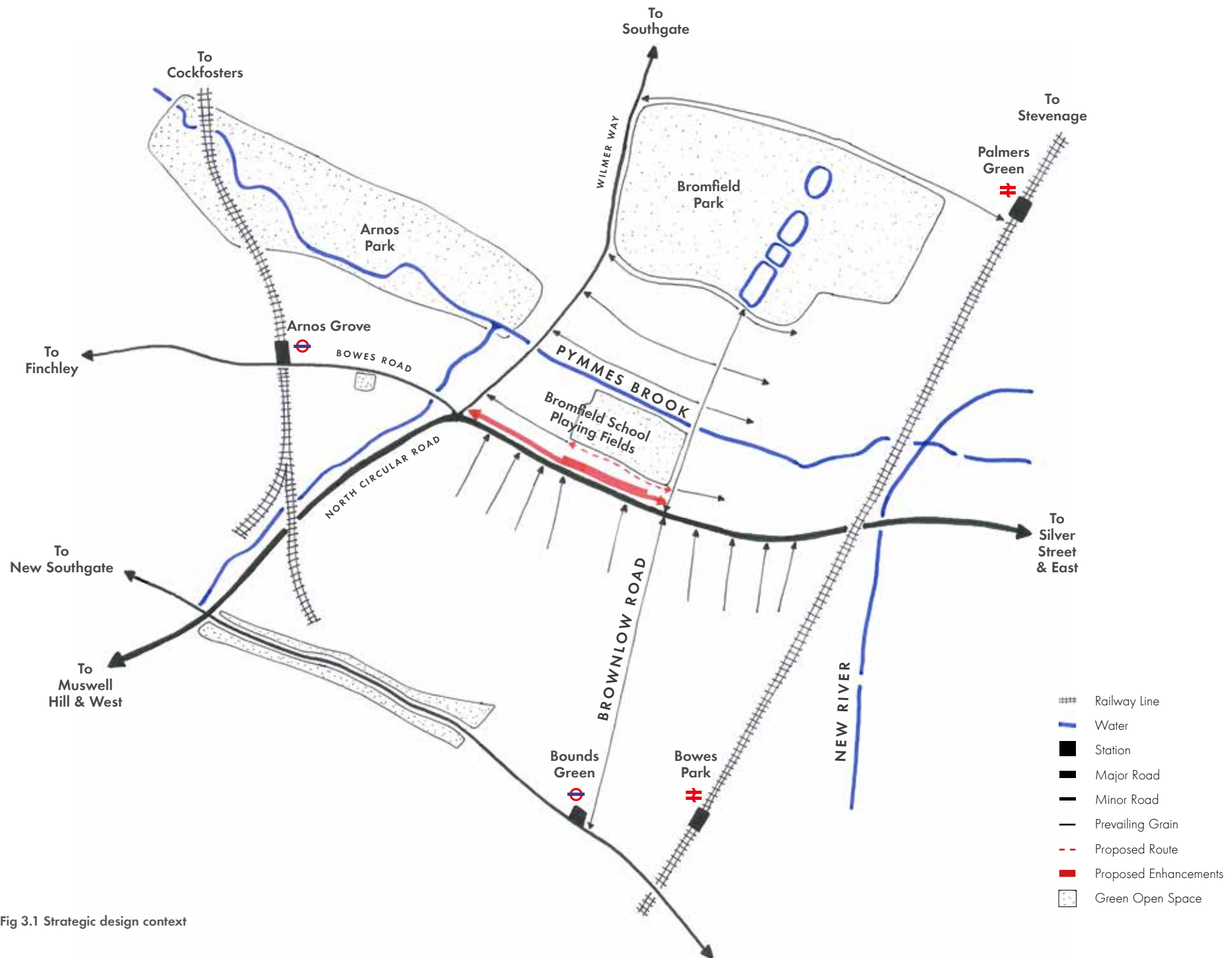


Fig 3.1 Strategic design context

3.1 THE IMPORTANCE OF GOOD DESIGN

The Ritz Parade, at the heart of the Bowes Road Large Local Centre, occupies a highly prominent site on the North Circular Road between Arnos Grove and Green Lane local centres. Whilst the environmental conditions along this length of the A406 have been improved following implementation of Transport for London's Safety and Environment scheme, some of the building frontages along this route are in urgent need of investment and improvement.

With a secondary school immediately to the north, a primary school to the south and complementary community facilities in the immediate vicinity, Ritz Parade acts as an important community hub for those within the centre's catchment. Existing uses combine a mix of community and retail services.

In addition to strengthening the important community hub function of the site, the Council are committed to delivering and securing good design in new developments. This is particularly the case on prominent sites such as this which can play a key role in establishing first impressions of the Borough and supported by key adopted policies in the Local Plan.

Core Strategy Strategic Objective 10 – Built Environment and Core Policy 30 – Maintaining and Improving the Quality of the Built Environment set out the Council's commitment to the delivery of good quality design in new development. This strategic policy position is bolstered by Enfield Council's Development Management Document Policy DMD 37 Achieving High Quality and Design-Led Development under a commitment to refusing planning applications for development which is inappropriate to its context is given. A series of urban design objectives are outlined under this policy which will directly inform planning decisions made on proposals for new development on the Ritz Parade site as follows:

- **Character:** Locally distinctive or historic patterns of development, landscape and culture that make a positive contribution to quality of life and a place's identity should be reinforced;
- **Continuity and Enclosure:** Public and private spaces and buildings are clearly distinguished, safe and secure;
- **Quality of the Public Realm:** Safe, attractive, uncluttered and effective spaces and routes should be provided;

- **Ease of Movement:** Development should be inclusive, easy for all to get to and move around, connect well with other places, put people before private vehicles and integrate land uses with sustainable modes of transport;
- **Legibility:** Development should be easy to understand with recognisable and intuitive routes, intersections and landmarks;
- **Adaptability and Durability:** Development should be durable and flexible enough to respond to economic, social, environmental and technological change. Its design and materials should ensure long term resilience and minimise ongoing maintenance;
- **Diversity:** Where appropriate, development should provide variety and choice through the provision of a mix of compatible uses that work together to create viable places that respond to local needs.



ELEGANCE FURNITURE

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BUS STOP

3.2 KEY SITE, DESIGN AND DEVELOPMENT PRINCIPLES

The strategic diagram (see Fig 3.1) seeks to place the site in its context and identifies a number of important design principles associated with the site. It is important that any development proposals for new development within the site take full account of the key principles outlined below. Information provided in support of new development proposals should respond positively to these principles. The principles will be used by planning officers and elected Members when considering the suitability of new development proposals on this site.

1. A mixed-use community hub – where both community and retail uses play prominent roles in the centre.

The Ritz Parade has the potential to act as a local community hub providing important everyday convenience shopping and supporting services to local people. The existing Assembly Hall represents a significant community facility in the existing parade. Should the site come forward for comprehensive redevelopment, community uses will be an important element in any proposal. Appropriate community uses would include health uses, flexible community spaces, community spaces associated with a place of worship

2. High quality design

There is an opportunity for the architectural design of new development should reflect and respect the art-deco character of the existing Assembly Hall facade. The form and massing of new development should respond positively to the site's suburban as well as taking the opportunity to present a strong built edge along the site's prominent A406 frontage and within the context of the site's designation as a local centre. Good quality materials, detailing and landscaping will all play important role in the delivery of high quality development proposals.

3. Improved routes and connections

Redevelopment of the Ritz Parade site should secure the opening up of a new pedestrian and cycle connection to the new east-west route parallel to the A405 to the west of the site which connects with Wilmer Way. This route will play an important role in improving the safety of walking and cycling routes to the nearby secondary school. New development proposals will also need to take account of the potential future need to provide a secondary access to Broomfield Secondary School to the north.

4. A flexible development framework

In view of the flexible nature of North Circular AAP NC Policy 23 and in view of the complex land ownership and access arrangements across the Ritz Parade site, there is a need for flexibility in this development brief. This flexibility needs to take account of the site coming forward incrementally or comprehensively. Development scenarios are considered in this brief which retain the Assembly Hall which would allow individual parcels within the brief area to come forward in phases, and a more comprehensive approach if all of the land within the brief came forward in one major scheme. The options tested range of low to high intervention scenarios as well as exploring the potential to accommodate varying residential typologies.



Fig 3.2 Plan of Option A showing ground floor uses

commercial residential community (existing)



Fig 3.3 View of design option A

3.3 DESIGN OPTION A

Option A – the ‘Parade’ option is the minimal intervention scenario, which retains the existing Assembly Hall and car park as well as maintaining a continuous and extended retail parade along North Circular Road frontage.

Key components of this option include:

1. Retention of the Assembly Hall building

The current Jehovah’s Witnesses facility represents a significant community facility within the Parade. Redevelopment of this building is likely to be dependent on the agreeable relocation of the Jehovah’s Witnesses to a suitable alternative location. The viability of the Assembly Hall in its current use is dependent on the continued provision of dedicated parking to the rear.

2. Provision of a continuous retail parade along North Circular Road

The site forms one half of the Bowes Road Large Local Centre. Retail frontage is therefore an essential component along Ritz Parade. This option could come forward with the retention/refurbishment of the existing retail parade with new residential accommodation above or provision of replacement accommodation. The former petrol station site provides the opportunity to extend the commercial frontage of the parade and take full commercial advantage of the site’s very prominent position.



Fig 3.4 Artist's impression of 'Parade' option

3. Consolidation of the commercial parade

The sites at the eastern and western fringes of the development brief site - parcels A and E - do not form an integral part of the parade and could come forward as residential opportunities. For parcel A, this would result in the loss of retail floorspace which would conflict with the aspirations of Development Management Policies 25 and 28. However, if this part of the site came forward in conjunction with proposals for the mixed use redevelopment of the petrol station site as an extension to the commercial parade either side of the Assembly Hall, it may be considered.

4. Mews style development to the rear

The depth of the site provides an opportunity for lower scale residential development benefiting from views north across the open playing fields. This would continue a form of development employed on the adjacent site to the west. A key benefit of this form of development is the opportunity to open up a pedestrian and cycle route through to Wilmer Way.

5. Development of an appropriate scale

The most appropriate scale of development for parcels A and E, at the western and eastern extents of the site respectively, would be a scale in keeping with the adjacent residential properties which are typically 2 to 3 storey houses. This is particularly the case for parcel A to the west of the site given the close proximity of existing houses. Parcel E is less sensitive in this regard. Should the Ritz Parade buildings themselves come forward for redevelopment, there is scope to increase the scale of development in view of the site falling within the designated shopping centre although the scale of new development should respect the existing townscape. Heights of ground plus 4 storeys would be an appropriate scale of development for this central section of the site.

6. Potential for improve parking provision

The recent Transport for London improvements to the A406 corridor resulted in part of the Ritz Parade being demolished and the loss of some of the lay-by parking spaces serving the parade.

Redevelopment of the former petrol station site as an extension of the parade provides the opportunity to improve the provision of parking to support the economic viability of the parade as a whole. There is also scope to provide a limited number of parking spaces to serve new residential units created.

7. Capacity

Feasibility studies indicate that this form of development would deliver approximately 71 mixed residential units together with up to 1,440sqm of commercial uses in the form of a replacement retail parade (less if the existing parade is retained). The existing Assembly Hall which provides over 2,000sqm of community space is retained in this option. Benefiting from access gained from the existing service lane, these retained and proposed new uses would be supported by approximately 86 parking spaces across the site as a whole.



Fig 3.5 Plan of Option B showing ground floor uses

commercial/community residential



Fig 3.6 View of design option B

3.4 DESIGN OPTION B

Option B – the ‘Courtyard’ option is a comprehensive development scenario predicated on the former Assembly Hall being demolished. Under this scenario it is assumed that the new resident’s car parking can be accommodated at grade.

Key components of this option include:

1. Provision of central replacement retail parade

This comprehensive redevelopment option would see the Ritz Parade and Assembly Hall redeveloped. Redevelopment would deliver a replacement retail parade addressing the A406 across central parcels B, C and D.

2. Replacement of ground floor community uses

In view of the redevelopment of the Assembly Hall use and the community hub function of this large local centre, in accordance with Policy 23 Ritz Parade (site 12), the provision of some replacement ground floor community use will be required. The future provision of community uses would need to be considered in consultation with the Council and relevant service providers.



Fig 3.7 Artist's impression of 'Courtyard' option

3. Residential use above and around the central retail uses

New residential development sits above ground floor uses in the central area of the site, with further residential buildings to the rear forming private courtyards. This form of development would suit housing as well as apartment typologies. A series of terraced mews houses adjacent to the school playing field would complete the courtyards. The boundary treatment with the school will be an important consideration.

4. Provision of landscaped courtyards

These will provide an important private residential amenity for new residents.

5. Pedestrian/cycle route links courtyards and site as a whole

This courtyard form of development would enable a pedestrian and cycle route to traverse the site from east to west, thereby potentially opening up and connecting with the route through the adjacent site to the west through to Wilmer Way.

6. Development with an appropriate scale and massing

The more sensitive parcel A would be developed for 3 storey terraced housing. An appropriate scale for the central section (parcels B, C & D) of the site would be ground floor retail plus four residential storeys above with two storey residential uses forming courtyards to the rear. There may be scope for a taller form of development on parcel E in the form of a slender 5 storey apartment building, subject to any impacts on the adjacent Powys Court.

7. Parking and access

The service lane providing on-street parking for the retail and community uses should be retained. Parking for residential uses will be limited but should be provided at grade along the routes between the individual development parcels.

8. Capacity

Feasibility studies indicate that redevelopment in this form would deliver approximately 115 mixed residential units and approximately 1,440sqm of non residential ground floor uses in a central parade. This would be supported by approximately 34 parking spaces.



east street perspective



west street perspective



aerial view towards the bridge

Fig 3.8 3D model views of 'courtyard' option



street perspective looking into a courtyard



view from Warwick Road



view from the bridge



view from Natal Road

PRECEDENTS



Castlehaven Road



Castlehaven Road



Cambridge

3.5 PRECEDNETS

Securing and delivering high quality design in new development is critically important, particularly on highly prominent sites such as Ritz Parade. This and the following pages provide some relevant examples of recently completed developments which have successfully delivered high quality design which respond positively to their respective contexts.

Good quality and carefully chosen building materials will play a critical role in the successful integration of new development within the existing suburban context of the area around Ritz Parade.



Fulham Broadway



Fulham Broadway

PRECEDENTS



Finchley Road



Bromley Road



Bromley Road



Hendon

PRECEDENTS



St. Andrew's



St. Andrew's



Godalming



Hendon



Godalming

4 DEVELOPMENT VIABILITY AND DELIVERY ISSUES







4.1 DELIVERY CONTEXT

The enhancement of Ritz Parade has been a long held aspiration of the Council and the local community and as such was identified in the North Circular Area Action Plan (NCAAP) as an opportunity site. The NCAAP was adopted on the 8th October 2014 and forms part of the Local Plan for Enfield. This document provides a planning framework for the regeneration of the area around the A406, between New Southgate in the west and the beginning of the Great Cambridge Road approach in the east. The NCAAP sets out broad development parameters for each opportunity site, including appropriate uses, development mix, capacity and housing density.

The redevelopment scenarios considered in this brief deliver a higher overall level of development than the site allocations identified in the NCAAP. This is because a more comprehensive approach is taken in this brief which results in more residential units overall.

The proposals for the Ritz Parade seek to continue the redevelopment of a string of sites currently being developed along the North Circular and to provide improvements to the area's urban environment and to make the site a more sustainable and attractive place to shop and live.

It is acknowledged from the outset that the regeneration of the Ritz Parade is an ambitious and challenging project. It requires significant issues to be addressed, including potentially the re-location of a number of businesses, the assembly of financially viable development parcels, delivery of community provision and the development of new retail and residential uses with improved frontage onto the A406 and improved links to the surrounding residential community.

The overarching purpose of the Development Brief is to set out a clear and coherent vision for the development of the Ritz Parade area, to enable development to come forward on a phased basis while ultimately delivering a comprehensive enhancement of the area.





4.2 VIABILITY

Although the Development Brief has been produced against a backdrop of a positive market sentiment as well as significant pressures for more housing to meet London's growth projections, it is recognised that viability for new development in this area is challenging and is likely to remain so in the short to medium term. This is as a result not only of the relatively low residential sales values but also due to the fact that the site is already intensively developed. Both factors will dictate the development appetite to bring the site forward.

Even in higher value locations, existing use value of standing buildings can act as a disincentive to development. The situation is exacerbated where residential values in outer London areas like this are lower when compared to inner London boroughs. However, the viability equation can be expected to improve over time as residential values increase, particularly given that there is unlikely to be a similar upward pressure on values of existing buildings, much of which can be considered secondary stock at best.

It must also be acknowledged that reasons for holding land will differ from one landowner to another and by the same token the attractiveness of bringing land forward for development will also vary. In the case of the subject site there are difficulties in securing vacant possession due to the length of existing leasehold interests.

One of the key advantages of the Development Brief approach is that development can be delivered on a phased basis within the context of a clear framework which will ensure it they will ultimately be knitted into a coherent whole. Early delivery of sites will also start to change the tone of the area and establish it as a retail and residential location which will attract interest from investors and buyers. This in turn can be expected to feed into value growth and enhanced viability for some of the more marginal parcels of land.





During the preparation of the brief, there has been on-going assessment of viability and individual development appraisals have been undertaken on each of the sub plots. The appraisals provide only an indication of viability and are subject to change due to a number of factors, including changing market conditions, refinement of proposals, detailed infrastructure and cost information, as well as phasing and the approach to implementation. The appraisals have provided additional confidence that there is a realistic prospect of delivery and meeting the aspirations for the area.

4.3 PARTNERSHIP WORKING

Achieving the vision for the Ritz Parade will be challenging. Whilst the development brief does provide a framework to enable the landowner to bring forward phased development which will contribute to the overall vision, the prospects of delivery can be expected to be enhanced and accelerated through a partnership approach.

The brief provides the basis for partnership working and for the co-ordination of public and private sector investment. Such an approach will ensure that the efforts exerted by individual partners and stakeholders in progressing their individual agendas will be consistent with and supportive of the vision, aims and guidance of the brief. In this sense the development brief provides a key tool in promoting and facilitating development and regeneration of the Ritz Parade.

During the evolution of the brief the Council has engaged with landowners and stakeholders to understand their future operational business needs and future aspirations. The Council is committed to ongoing and meaningful engagement with all stakeholders, including landowners, public sector partners, local traders, utility providers and voluntary and community sectors to ensure that the vision for the Ritz Parade is implemented.



4.4 COUNCIL'S ROLE

The Council do not have a land holding in the area and therefore the Council's role will be primarily as a facilitator. Specifically the Council will work with landowners to establish a clear indication of how the redevelopment fits into the overall vision for Bowes Road and the wider North Circular Area Action Plan.

The Council will seek to ensure, through the use of conditions and/or planning obligations, new development provides for the planning benefits which are necessary to support and serve proposed new development in the area.

There are other related areas in which the Council can assist landowners in bringing forward development. Where relocation of existing landowners is required, the Council may be able to offer or source alternative premises to aid in securing vacant possession.

Where infrastructure or public realm improvements will enhance prospects of viable development, it will investigate sources of funding which would enable early delivery.

The traditional role of Section 106 Agreements to fund infrastructure is changing as a result of the introduction of CIL. However, s106 will continue to

have an important role in delivering affordable housing, revenue costs and to address site-specific issues such as access.

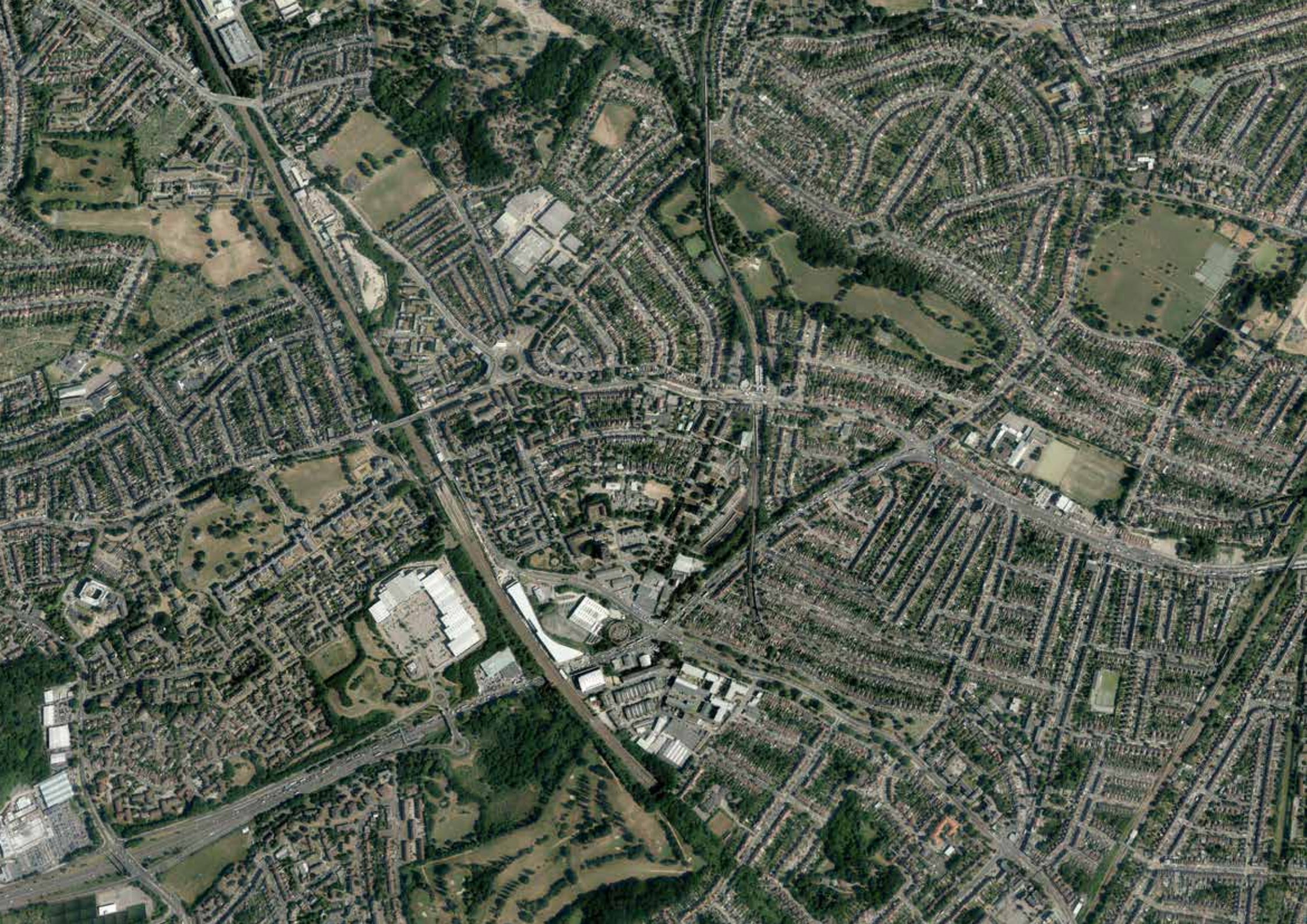
After 6 April 2015 the Regulations (Community Infrastructure Levy Regulations 2010 as amended) restrict the pooling of obligations to a maximum of 5 planning obligations for an item of infrastructure that is not intended to be funded by CIL, thereby significantly limiting the scope of S106. The Council's Section 106 Supplementary Planning Document is being reviewed prior to adoption of CIL. Revenue generated from CIL and pooled S106 contributions may be used, alongside other available funding, to jointly deliver infrastructure after the CIL charge has been adopted.


Compulsory purchase is one of the tools open to a local authority in delivery of area-wide regeneration proposals. Whilst it would not rule this out as one of a number of delivery mechanisms, the Council's preference is to take a more collaborative approach, playing a role of 'project champion' and acting as a coordinator to ensure that, as far as is possible, all stakeholders are pulling in the same direction whilst still acknowledging their need to reflect their

own circumstances and requirements, both financial and operational.

In particular, the Council will need to:

- Ensure that the development brief proposals are brought forward in a holistic and progressive manner through its planning, economic and social roles;
- Proactively encourage developers to embrace the quality agenda required by the development brief;
- Assist parties in ensuring that development and public realm proposals are of the highest design quality;
- Champion such complex regeneration projects and promote comprehensive development; and
- Provide assistance in the relocation of current occupiers where appropriate.



An aerial photograph of a densely populated urban area. The image shows a complex network of streets, mostly residential with rows of houses. There are several large green spaces, including what appear to be sports fields or parks. In the center, there's a more commercial or industrial area with larger buildings and parking lots. The overall layout is a mix of organized grid-like streets and more organic, winding paths.

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**Allies and Morrison
Urban Practitioners**

85 Southwark Street
London SE1 0HX

telephone 020 7921 0100
facsimile 020 7921 0101
web alliesandmorrison.com