4.1 The Enfield ribbon is a new branding element used to bring a distinctive look and feel across all Enfield Council communications. It represents positivity, growth and forward thinking. The ribbon does not replace the logo but works in harmony with it, creating a clear space to ensure the logo is always prominent.

On all colour documents the ribbon is always red (Pantone 485). The web address is a part of the new branding and should always be shown in red below the ribbon.

It can be used alone, as in this example or as part of your supporting text/contact details.

www.enfield.gov.uk
EDMONTON GREEN MASTERPLAN

ISSUES & OPTIONS REPORT

AREA ACTION PLAN

ENFIELD'S PLANNING FRAMEWORK

APRIL 2012
IMPORTANT INFORMATION FOR YOU

This document is the first round of consultation for the Edmonton Green Masterplan. It asks questions on what you think Edmonton Green should be like in the future and what the masterplan should include but it does not set out any plans at this stage.

A Masterplan is a planning document which sets out a framework for an area where regeneration is expected. The Masterplan will be prepared in partnership with the community and other stakeholders so that everyone feels part of Edmonton Green’s future and the plans to change it for the better.

The purpose of this consultation is to find out from you what the key issues are in Edmonton Green and what the masterplan should focus on improving to make Edmonton Green a better place to live and spend time in.

This Issues and Options document is the first consultation document we will ask you to comment on. The process is designed to make sure that at every stage, you are given the chance to view and comment on the plans for the future of Edmonton Green. We will work with residents, business, community groups and other stakeholders to make sure everyone affected can find out about the plan and have their say. The different stages of consultation are set out below:
HOW TO COMMENT ON THIS DOCUMENT

The table below sets out how and when local residents and businesses will be consulted on the masterplan and provides information on how you can comment. For more information please view the Consultation Plan at www.enfield.gov.uk/edmontongreenplan

<table>
<thead>
<tr>
<th>Consultation Activity</th>
<th>Date and venue</th>
</tr>
</thead>
<tbody>
<tr>
<td>Masterplan consultation starts</td>
<td>11th April 2012</td>
</tr>
<tr>
<td>Exhibition at Edmonton Green library: Throughout the consultation period</td>
<td>Dates when exhibition will be staffed:</td>
</tr>
<tr>
<td></td>
<td>Wed. 18th April: 9.30am-12.30pm</td>
</tr>
<tr>
<td></td>
<td>Tuesday 24th April: 3-7pm</td>
</tr>
<tr>
<td></td>
<td>Wed. 2nd May: 9.30am- 12.30pm</td>
</tr>
<tr>
<td></td>
<td>Tuesday 8th May: 3-7pm</td>
</tr>
<tr>
<td></td>
<td>Saturday 12th May: 12-4pm</td>
</tr>
<tr>
<td></td>
<td>Wed. 30th May: 9.30-12.30pm</td>
</tr>
<tr>
<td>Drop in masterplan exhibitions:</td>
<td>1. Community House: 12-3pm</td>
</tr>
<tr>
<td>Find out more about the masterplan and other regeneration plan. Fill in a questionnaire</td>
<td>2. Angel Community Centre: 12-4pm</td>
</tr>
<tr>
<td>Neighbourhood Panel: Group of residents who help prepare the plan. Anyone is welcome</td>
<td>Community House: 7-9pm</td>
</tr>
<tr>
<td>Meeting with local businesses and retailers</td>
<td>Artzone: 5.30-8pm</td>
</tr>
<tr>
<td></td>
<td>Please check all event details on our website (<a href="http://www.enfield.gov.uk/edmontongreenplan">www.enfield.gov.uk/edmontongreenplan</a>) before attending or contact Karen Hale (details below)</td>
</tr>
</tbody>
</table>

The Issues and Options are available for consultation from 11th April to 16th June 2012. All comments must be received by 16th June 2012.

Please contact us if you have any questions or would like a copy of this document: Karen Hale, Community Engagement Officer, Enfield Council, Tel: 0208 3791217, karen.hale@enfield.gov.uk

The document is available to view on-line at www.enfield.gov.uk/edmontongreenplan, at the Council Offices (Civic Centre, Silver Street, Enfield Town, normal offices hours) or at Edmonton Green Leisure Centre, Community House, and Edmonton Green library.
SUMMARY

WHAT IS A MASTERPLAN?

A Masterplan is a document which sets out a planning and design framework for an area where regeneration or change is expected to take place.

The plan sets out how the area will develop in the future and what type of development will be encouraged to make positive changes. It includes proposals for the future development of the area such as sites for new homes, shops and jobs and also identifies any improvements to community facilities, schools or local transport links that are needed to deal with development. A masterplan is not just about physical improvements; social and economic issues such as creating employment opportunities, reducing fear of crime will also be included in the masterplan to make sure we create an effective plan that delivers regeneration and a successful community.

The Core Strategy identifies Edmonton Green as one of our Regeneration Priority Areas. The approach taken for other priority areas (New Southgate, Ponders End, Meridian Water and Enfield Town) is to set out a planning framework to guide and deliver regeneration. A masterplan will be prepared for Edmonton Green (in the form of an Area Action Plan which will be part of our Local Development Framework). This will allow us to set specific planning policies and allocate sites for redevelopment in Edmonton Green, as well as ensure that new development will be supported by the transport network, community facilities, socio-economic interventions and improvements to the public realm.
The masterplan will focus on Fore Street, Church Street and the shopping centre (known as the Core Area) but we have made the plan boundary wider to include residents who live outside of this area as well as important parks, open spaces, schools and community facilities.
Why are we preparing a Masterplan for Edmonton Green?

All of Enfield’s other regeneration priority areas have planning documents in preparation to guide future development and encourage investment and regeneration. At the moment, Edmonton Green does not have a plan and given it is one of Enfield’s largest town centres we have decided that a plan should be prepared for the area.

The plan will look at development opportunities, social and economic improvements required (such as training and creation of new jobs and improving prosperity), transport improvements and places where we should be focusing improvement to public spaces to make the area look better.

What can a Masterplan do (and can’t do)?

The Masterplan will put forward plans for improving Edmonton Green through development and regeneration. This may include:

- identify sites for development or a different use
- addressing traffic and transport issues
- requirements for services and community facilities to serve the area and any new development within it
- Considering opportunities for funding and investment to improve the area
- identifying improvements to the town centre and other places and spaces
- identifying conservation and public realm improvements to make sure that development and change fits in with the history of the area and enhances important places and buildings.

Will it affect me?

If you live around the centre of Edmonton Green, work or do your shopping in or around the centre it is likely you will be affected in some way by the plan. In future there may be new shops, new developments or improvements to the every day services you use. We want you to tell us what needs to be kept as it is, what you are not happy with and also what needs to change to make Edmonton Green a better place to live, work and shop in. We will keep you informed of the whole process from start to finish so that you know what is going on.
When will things start to happen?

• The regeneration of Edmonton Green is continuing. South Mall has recently been refurbished by St Modwen (owners of the Edmonton Green shopping centre) and the refurbishment of the Green Towers Community Centre is nearly complete which will provide a multipurpose facility for all members of the community. Work will also get underway this year to improve the physical appearance of North Square along with a new national store planned to open.

• Improvements are planned to Salmons Brook and Montagu Recreation Ground to reduce the risk of flooding. The work by the Environment Agency will also include environmental and wildlife improvements to Montagu recreation ground. Planning permission will need to be approved by the Council before work starts, the planning application will be submitted in spring 2012.

• We have recently received funding from the Department for Transport to install two new lifts at Edmonton Green station. This will provide step-free access for both platforms as well as improving the environment outside and inside the station and creating a step-free interchange between the train station, bus station and shopping centre. This will make the area totally accessible for disabled people and the mobility impaired as well as people with prams and pushchairs. Work will start later in 2012 and the lifts will be installed by 2014.

• The Council are working on a project to improve The Crescent Conservation Area; a row of houses along Hertford Road, between Bounces and Monmouth Road. The work will improve the physical appearance of the buildings and their front gardens to create a much more attractive environment.

• We were successful in securing money from the Mayor’s Outer London Fund to make improvements to Edmonton Green town centre; works include lighting the trees next to Edmonton Green station, planting new trees next to the Asda car park, better signage for the library, and lighting up the railway bridge tunnels at Bridge Road and Church Street.

• Craig Park Youth Centre is being redeveloped to provide better facilities and services for young people. The newly refurbished centre will be open later this year with opportunities for training, volunteering and social enterprise.

• As part of the Big Lottery Fund, the Bounces Road/Montagu Road area has recently been awarded funding to set up a community improvement project. While this is a separate project from the masterplan we will ensure we link up with the community in this area to hear their views and ensure the masterplan reflects their priorities.

• The masterplan will build upon all of this positive change and guide future development for the next 10 to 15 years.
**Why do we need your views?**

Without your points of view and ideas we will not be able to capture what the main issues are in Edmonton and suggest ways of improving your area. Everyone will have a different experience, living, working or even visiting the area which they feel can be improved, protected or just left alone. Please let us know what you think.

**How can I get involved?**

If you want to comment on this consultation document, you can do so in the following ways. You can also join the Neighbourhood Panel and get involved in more detail with the masterplan, just contact us.

Write to us at:

Edmonton Green Masterplan  
FREEPOST NW 5036  
Neighbourhood Regeneration Team  
PO BOX 61  
Silver Street  
Enfield, EN1 3BR

Email:  
neighbourhoodregeneration@enfield.gov.uk

Online form:  
www.enfield.gov.uk/edmontongreenplan

Facebook:  
www.facebook.com/regeneratingenfield

Telephone: 020 8379 1217 or 020 8379 3885

The closing date for sending your comments to us is Saturday 16th June 2012.
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