

Morrison's Enfield

AI1810 GR0002P2

08/09/21 Feasibility Study



Introduction

This feasibility study is prepared on behalf of WM Morrisons Supermarkets PLC and to support the Enfield Local Plan Regulation 18 representation prepared by Lichfield Planning.

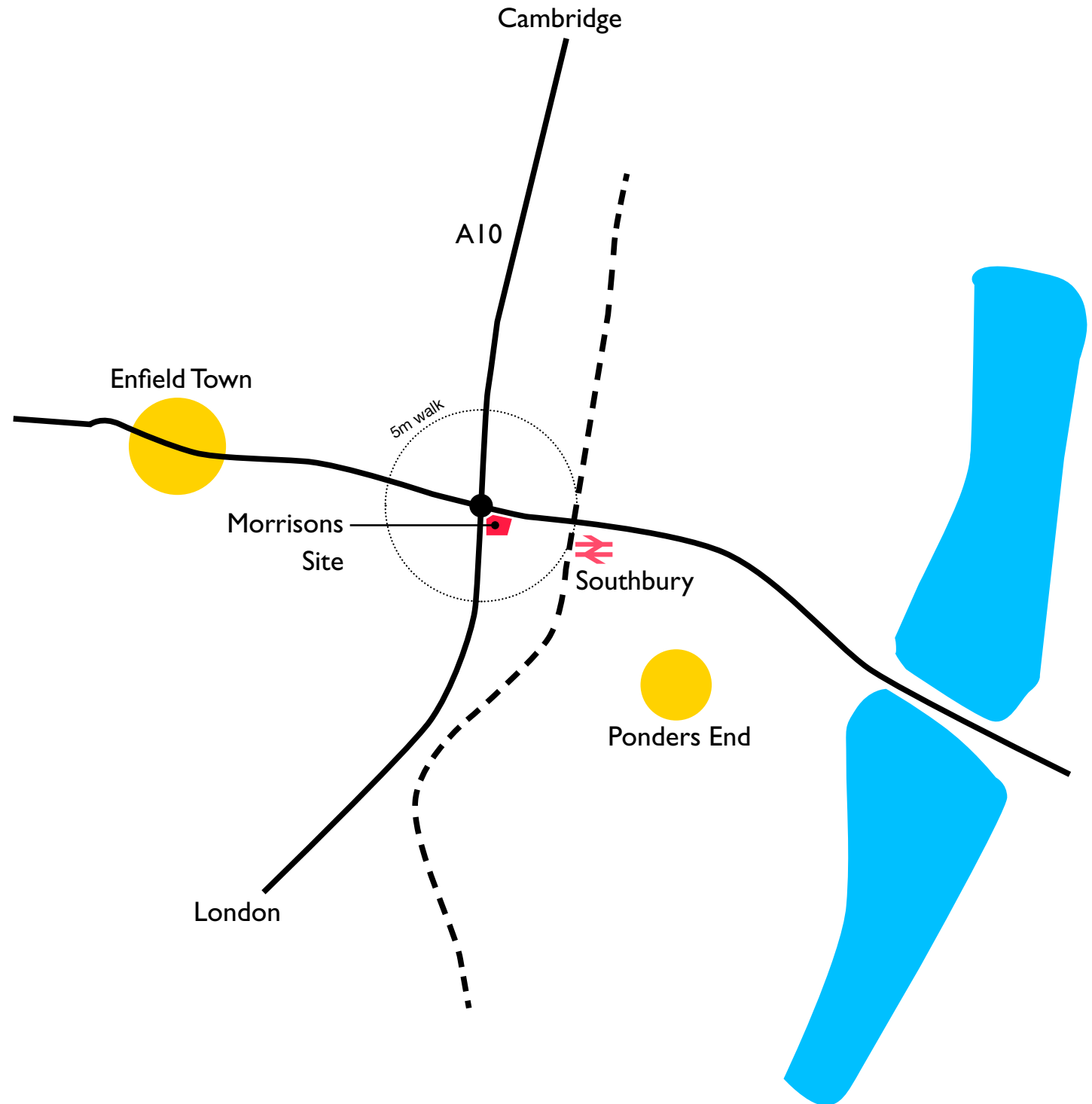
It comprises a brief site analysis, emerging context review and draft masterplan, setting out key principles and for the redevelopment of the Morrisons Enfield site.

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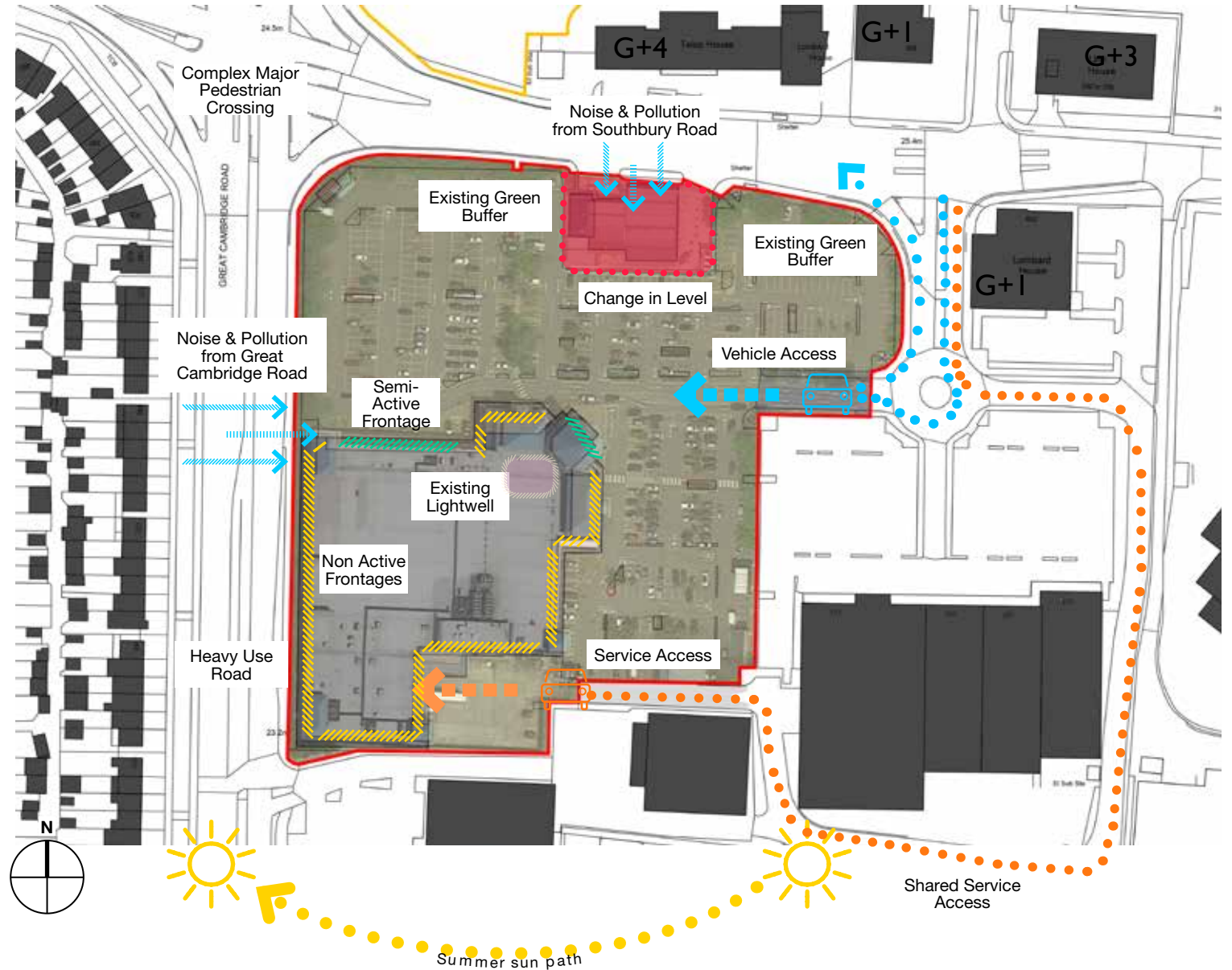
Site location






- Morrisons Site is prominently located at the junction Great Cambridge Road / Southbury Road
- 5min walking distance to Southbury Overground Station
- 20min walking distance to Enfield Town Rail Station
- The Morrisons Site is located within a rapidly changing area where residential use is mixing with existing light industrial and retail.
- The site is centrally located between the established communities of Ealing Town & Ponders End



Existing Site

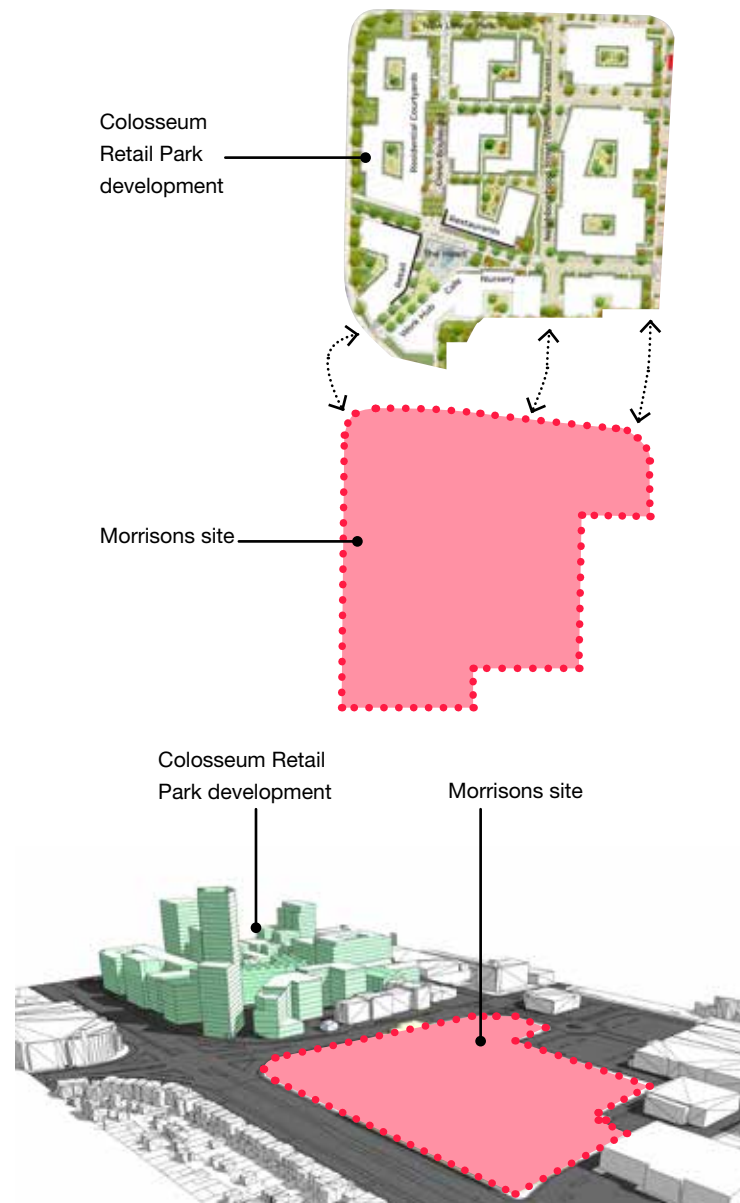
Existing Site Boundary Area - 2753m² approx
 Store Area (Including Service Yard) - 7680m² approx
 Petrol Garage - 1260m² approx
 Approx 570 car park spaces (inc. staff & DDA).



- Existing petrol station 
- Non active frontages 
- Pedestrian Links 
- Vehicle Access 
- Service Vehicle Access 

Rapidly changing context

- The Colosseum Retail Park redevelopment has recently been consented just across Southbury Road. It is likely to become a catalyst for the long term future of the wider area.
- The CRP includes up to 1800 new homes (studios, one beds two and tree beds units) including affordable housing, private rented and for sale.
- It also includes the 'Workhub', a new business hub
- New green links are proposed through the CRP site providing north-south & east-west connections
- A new travel hub is proposed where people can hire bikes and cars, plan their journeys on public transport and sign up for car clubs and cycling schemes, to encourage a shift towards more sustainable transport.
- Buildings height within the CRP ranges between 5-29 storey.



Colosseum Retail Park, view from junction



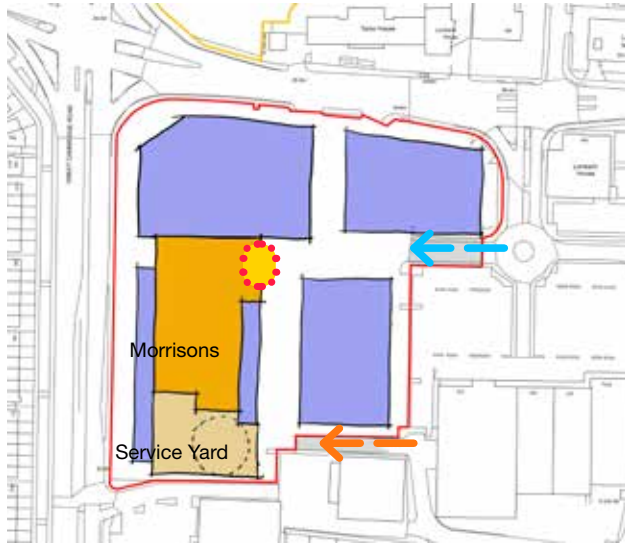
Colosseum Retail Park, public square



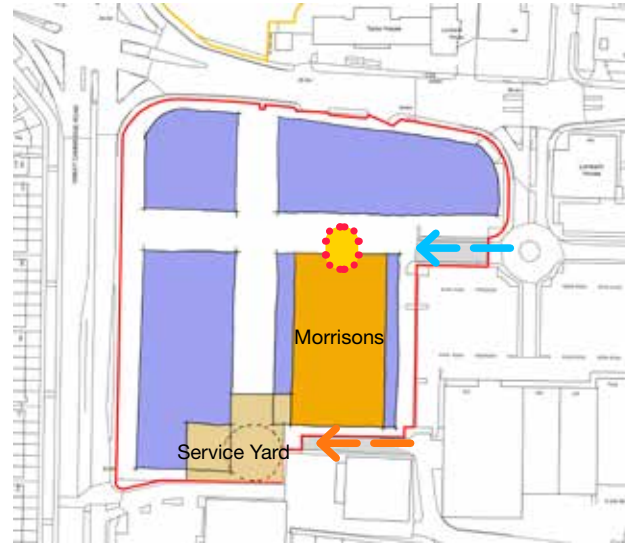
Colosseum Retail Park, view towards south



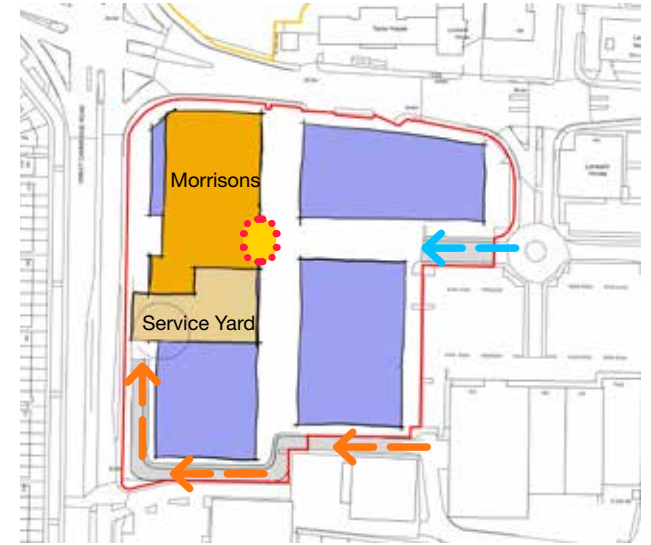
Development options



Option 01






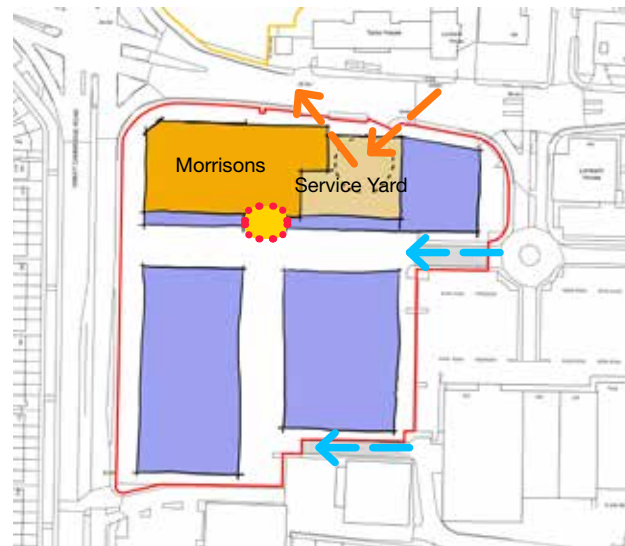
Option 02



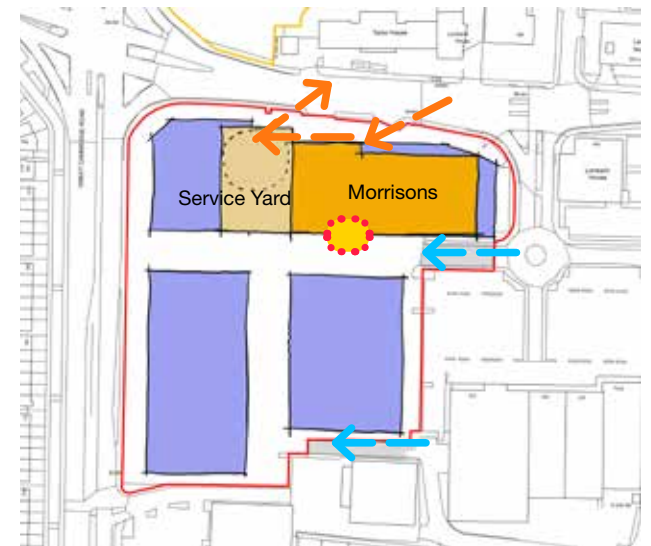
Option 03

Seeking to set out a master-plan for the Morrisons site and re-provide a large retail alongside new residential and commercial facilities, we have tested several arrangements against requirements for servicing and consumer experience.

-  Vehicle Access
-  Service Access
-  Proposed Morrisons Store
-  Proposed Service Yard
-  Proposed Store Entrance
-  Potential Area of Resi Development



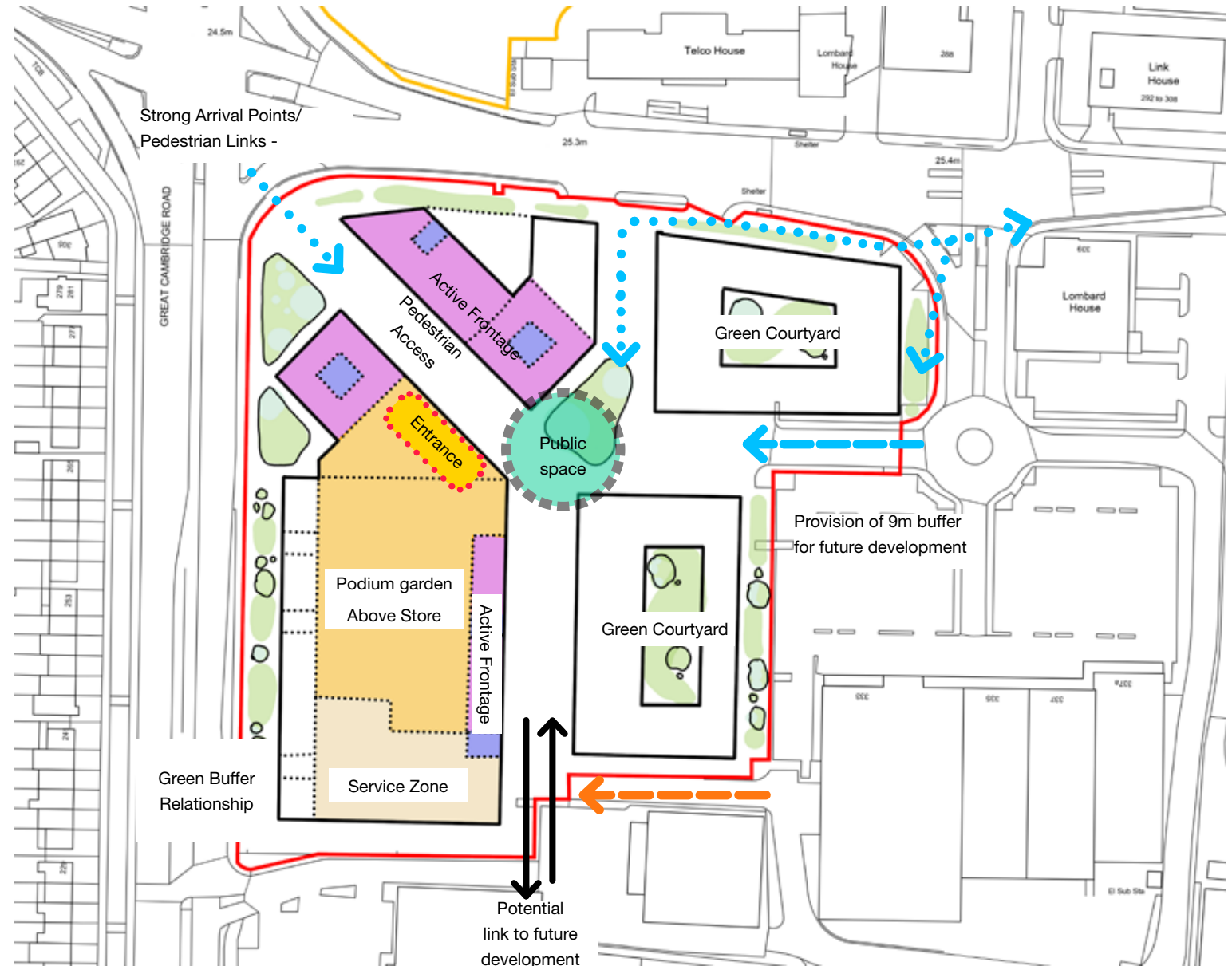
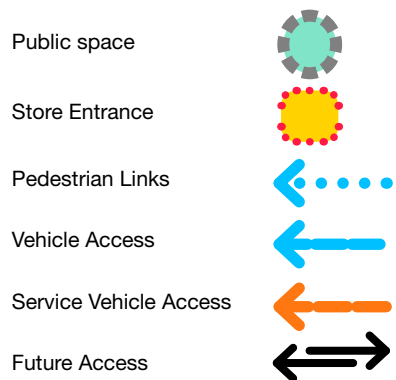
Option 04



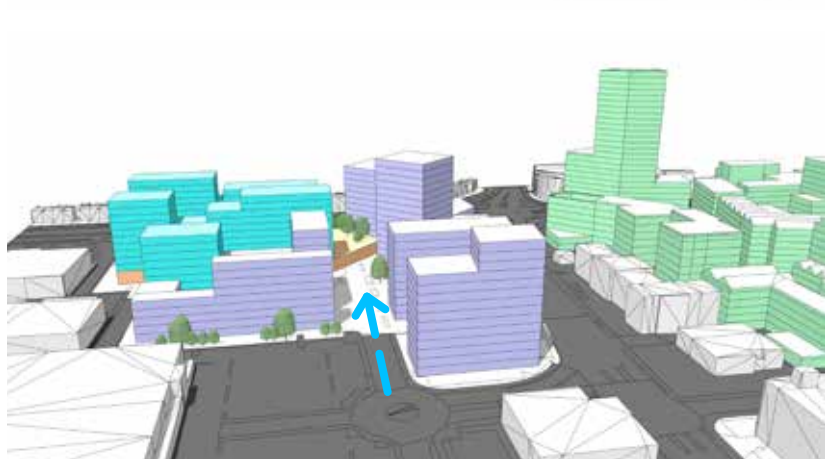
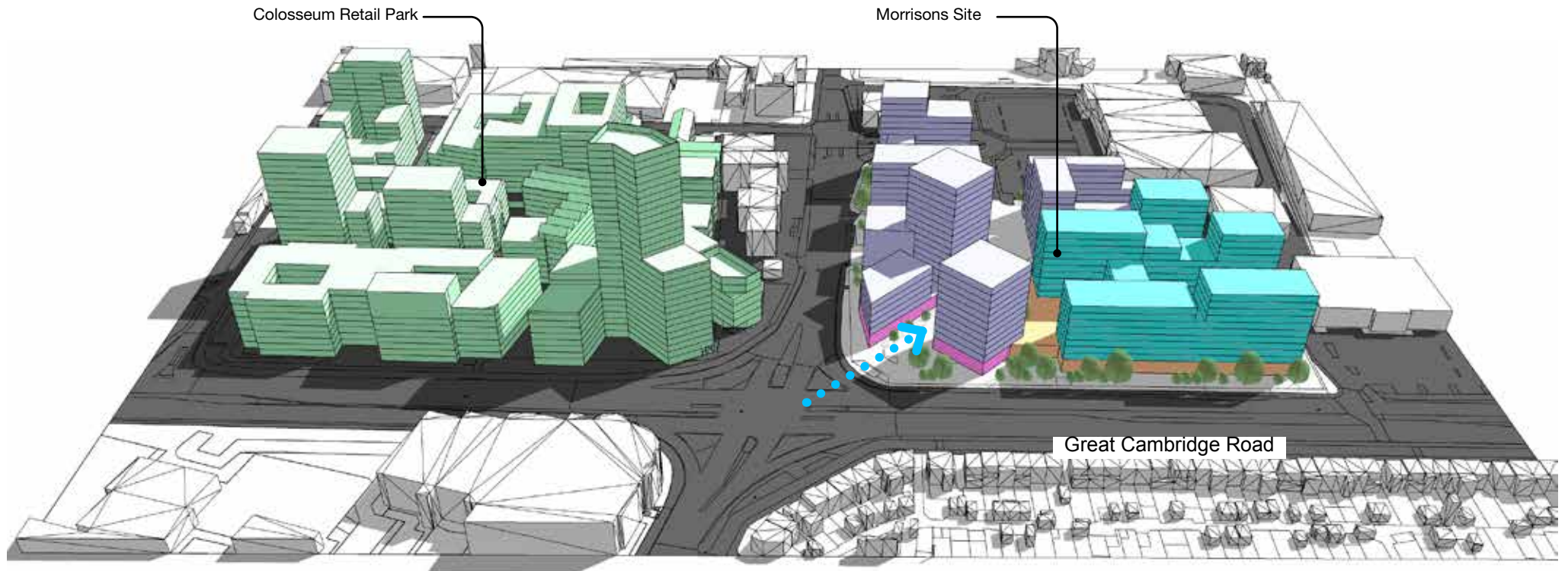
Option 05

Morrisons site: preliminary master plan

- Potential for 4, various size development plots
- Good balance between pedestrian permeability and store service/accessibility.
- Larger plot to the southwest could accommodate the retail with residential/mixed use development above.
- Place making: public realm at the centre of the site and at the convergence point of key pedestrian links, to provide amenity and identity.
- Enhanced biodiversity.
- Vehicular and pedestrian viability can be extended into neighbouring sites towards south and east, to contribute to the redevelopment of the wider area.
- Building heights could respond to local urban hierarchy and emerging context.
- Active and pedestrian friendly street fronts.
- Green buffers towards busy thoroughfare & road junction.



Massing study



View from East, illustrating the main vehicular access



View from the A10/A110 junction, illustrating the main pedestrian link

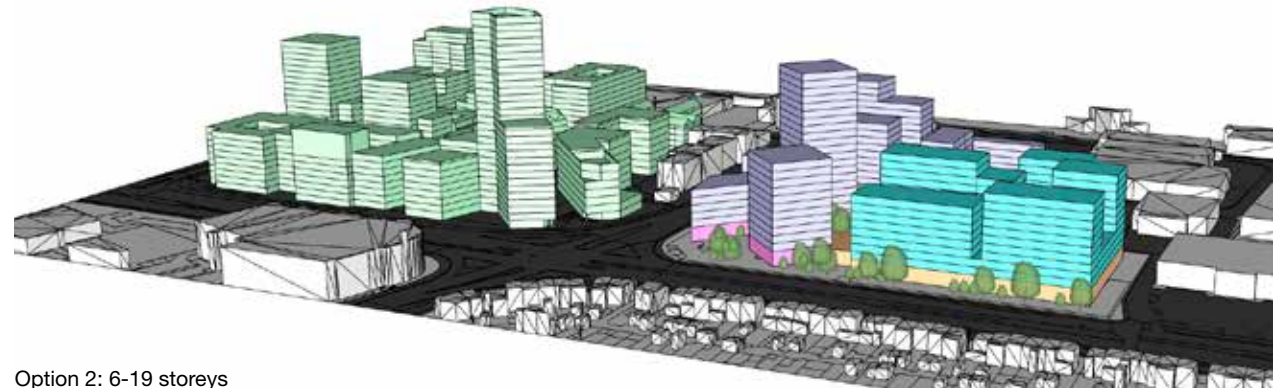
Townscape options

The Morrisons site redevelopment will need to respond appropriately to its immediate and wider context whilst addressing key local views and acknowledging the proximity to Southbury Rail Station to the East. The redevelopment of the Colosseum retail Park and (potentially) of the Cineworld site to the North are likely to change the streets-cape and significance of the A10/A110 junction, creating a gateway between Enfield and Potters End and a visible marker for the new local community.

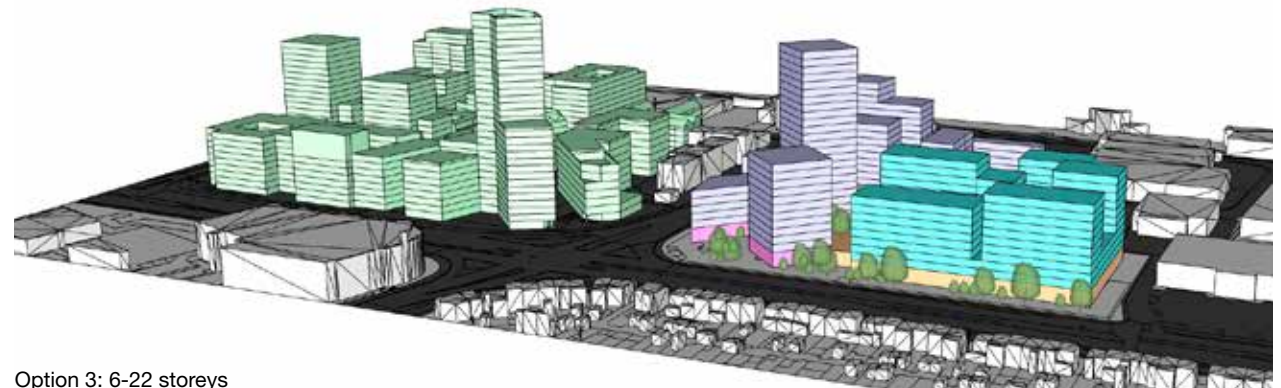
The Morrison site represent an essential piece in the local townscape 'puzzle' and will help mediating between high density new developments to the North and the low rise residential communities to the South. Tall blocks alongside lower street-defining blocks, with heights ranging between 6 and 22 storey, could be successfully integrated and contribute toward a successful contextual response.



Option 1: 6-16 storeys



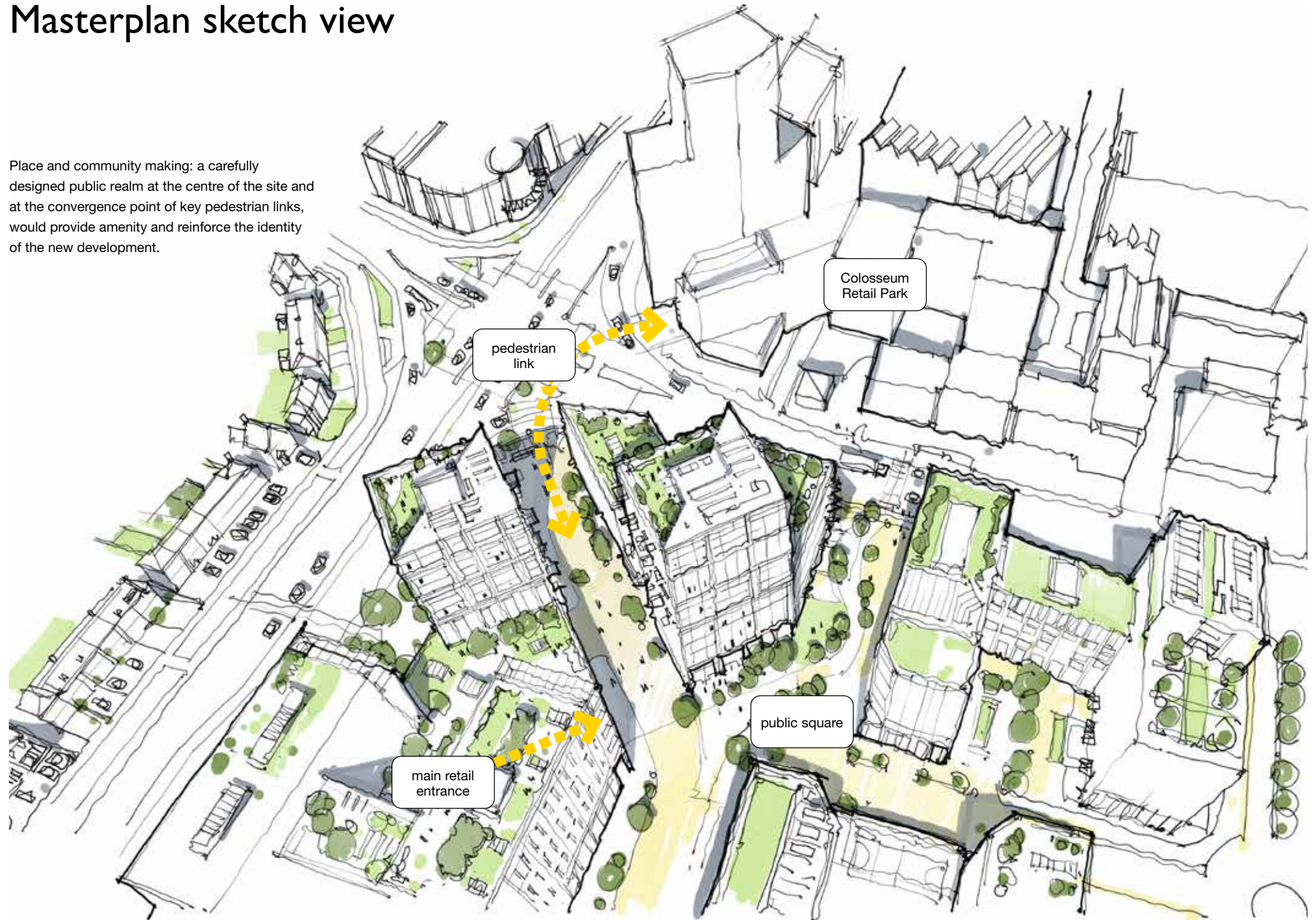
Option 2: 6-19 storeys



Option 3: 6-22 storeys

Masterplan sketch view

Place and community making: a carefully designed public realm at the centre of the site and at the convergence point of key pedestrian links, would provide amenity and reinforce the identity of the new development.



Public realm at the heart of the development

Morrisons Site masterplan, sketch view



Precedent: The Liberty Building, Limeharbour



Precedent: Hounslow Urban Regeneration



Morrisons Site masterplan, sketch view



Precedent: Camberley Town Centre



Precedent: Dartford Cultural Quarter



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