



# Draft Edgware SPD Design Guide

**December 2020**

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## 1.0 Introduction

- 1.1 This document provides a design analysis of Edgware Town Centre and its immediate surroundings and sets out the design approach for key redevelopment sites, and the overall area, to support and inform the Edgware SPD. As such this Design Guide seeks to help deliver the vision, objectives and development principles of the SPD.
- 1.2 The Design Guide's aim is to provide a cohesive approach between the various development schemes than would otherwise not be achieved through separate and disconnected development proposals.
- 1.3 The Design Guide seeks to provide a steer across the SPD area, with a closer focus on key sites where there is greater development potential. How these key sites are developed in design terms is critical to the future success of the town centre. The Design Guide establishes broad parameters for development in terms of context, scale and massing, layout and movement.
- 1.4 Given Edgware Town Centre's classification as a Major centre and its excellent public transport links, there is currently a relatively low number of households. This document supports major development schemes on suitable sites which incorporate mixed uses with a residential strong element.
- 1.5 It should be noted that this Design Guide is a supporting document to the SPD; several matters, including those relating to transport, are addressed more fully within the SPD itself.
- 1.6 The Design Guide is necessarily at a relatively high level, and it may be appropriate to prepare one or more design code(s) to provide more detailed guidance for sites or areas within Edgware SPD.
- 1.7 The NPPF sets out that:

*'the creation of high quality buildings and places is fundamental to what the planning and development process should achieve. Good design is a key aspect of sustainable development, creates better places in which to live and work and helps make development acceptable to communities.'*
- 1.8 While NPPF Paragraph 126 states that:

*'to provide maximum clarity about design expectations at an early stage, plans or supplementary planning documents should use visual tools such as design guides and codes. These provide a framework for creating distinctive places, with a consistent and high quality standard of design. However their level of detail and degree of prescription should be tailored to the circumstances in each*

*place, and should allow a suitable degree of variety where this would be justified.'*

## 1.9 Design Approach to Policies and Developments (NPPF):



## 2.0 Design Vision

2.1 The Design Vision sets out the overall design approach across the Edgware SPD area.

### 2.2 Permeability:

A successful urban space needs to be highly connected to surrounding environments, both visually and physically. A permeable public space is easy to get to and use. This is achieved through appropriate scale of development, clear views to and from the space, and a robust wayfinding approach.

### 2.3 Intuitive flows:

Pedestrians and cyclists must be able to move around in an attractive environment, without interruptions, with minimal exposure to noise and air pollution and with clear and frequent views to destinations, while also meeting the requirements of vehicular traffic to move through and access the town centre.

### 2.4 Sociability:

Successful public spaces have the potential to be vibrant and lively or peaceful and relaxed places to gather in and socialize. The space should provide interest from afar and up close whilst considering the human scale. A good mix of activities should be provided.

### 2.5 Mixed Use:

There should be a mixed offer including retail, cultural, leisure and residential uses which complement each other on site and work well with the existing high street. The aim is to provide welcoming, pedestrian friendly town centre uses for Edgware.

### 2.6 Context:

Context consists of a range of factors, such as building scale and massing, materials, land uses and design styles. Development should aim to complement and enhance the existing built environment.

### 2.7 Active Neighbourhoods:

Cultural and leisure uses, shops, cafes, restaurants and community amenities can all add vibrancy to neighbourhood character. *Al fresco* public spaces for uses such as eating out enhance the space. A clustering of uses in a pleasant environment increases pedestrian movement which in turn supports a vibrant local economy.

### 3.0 Town Centre Development, Morphology and Character Areas

#### Historical Development

- 3.1 Edgware Town Centre and the wider area has a long history of change and development, evidence of which can still be seen today in the buildings and infrastructure.
- 3.2 The earliest major feature dates to the Roman-era road built through the area (later named Watling Street) which provides the basis for the strategic modern-day A5/ High Street route. Numerous historic buildings along the High Street demonstrate the long-standing importance of Edgware as a place to live and work, while the Parish Church of St Margaret dates back to the Medieval period.
- 3.3 Edgware remained largely rural and agricultural until the second half of the nineteenth century when the Great Northern Railway branch opened in 1867. Manufacturing industry established a presence by the early twentieth century, with suburban development increasing in the southern areas.
- 3.4 The London Underground network arrived with the opening of Edgware Station on the Northern Line in 1924. By this time the area was rapidly suburbanising and the population increasing. To meet emerging needs, the shopping district around Station Road was developed in the late 1920s and early 30s.



*Figure 1 Station Road in the 1920s*

- 3.5 The post-World War Two period saw major changes to the area. In 1990 the Broadwalk Shopping Centre was built on the site of the demolished over-ground train station, while the Ritz Cinema, which opened in 1932 and stood on the north side of Station Road, was

demolished in 2001 and replaced with a building containing a gym, apartments and retail units.

### **Town Centre Urban Landscape Morphology**

- 3.6 Edgware Town Centre is broadly characterised by three to four storey interwar brick built buildings typical of London suburbs. This pattern of development results in well-defined commercial streets with ground floor shops and frequent entranceways providing access to the offices and residential flats on the floors above, with windows directly overlooking the street. This character is most evident along the length of Station Road northeast of the Tube station. This type of layout works well at creating a lively, varied and durable high street that is of a human scale, can accommodate a wide range of activities and adapts well to change.
- 3.7 The urban grain of the built form is dominated by the large footprint of the Broadwalk Centre, as can be seen on the map below. Other larger structures are situated along the A5 corridor and Station Road. The building footprints typically become smaller as the area transitions to more residential areas.



*Figure 2 Map illustrating the urban grain of Edgware Town Centre*

- 3.8 To the rear of the Broadwalk Centre is a large area of surface car parking, while adjacent to the west is the Forumside area which comprises a mix of brownfield land and low-



rise buildings which do not relate well to each other. In combination this comprises a large, very low density town centre space which has potential for better use.

- 3.9 There are tall buildings within Edgware Town Centre; Premier House is 14 storeys high, while the redevelopment of the Premier Place (approved in May 2016) incorporates a building of 17 storeys.



Figure 3 Illustration of Existing Building Heights (view looking east)

### Character Areas

- 3.10 The Edgware SPD area will be broadly divided into four character areas for further analysis comprising:

- Station Road Northern End (LB Barnet)
- Western and Central Station Road and Southern Area (LB Barnet)
- A5/ High Street corridor (both LB Barnet and LB Harrow)
- Western Area (LB Harrow)

- 3.11 A detailed description for each area is provided below.



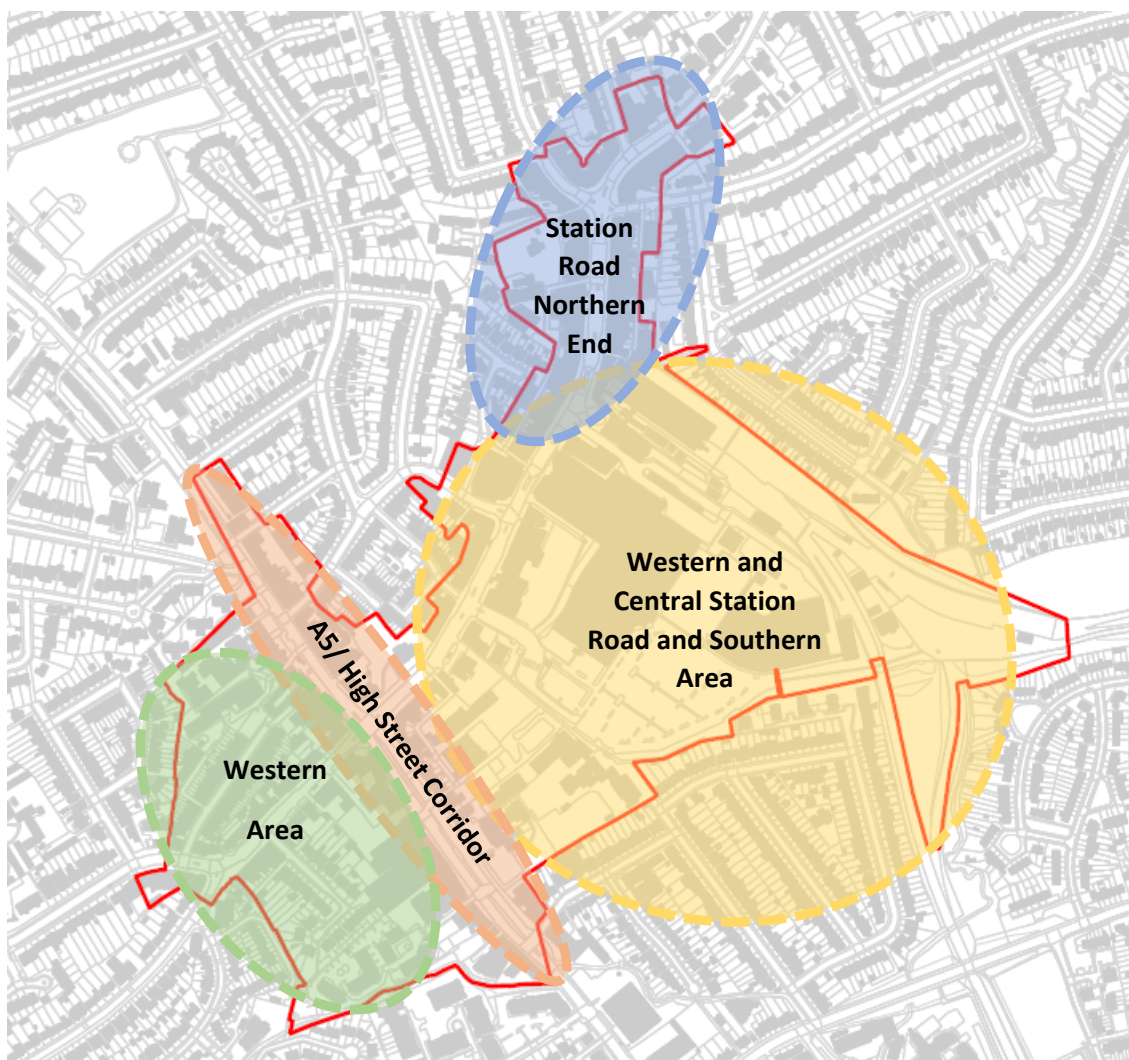


Figure 4 Character Areas Map

### ***Station Road Northern End***

- 3.12 Comprising the northern part of the town centre, the street frontage is mostly small units for retail, cafes and restaurants. There is a high level of independent businesses, with many reflecting the diverse cultures within Edgware. The upper floors are typically in use for office and residential.
- 3.13 The buildings are of three to four storeys and date largely from the 1920s when the Station Road shopping centre was constructed. While the frontages have retained much of the original design quality and integrity, which provides a relatively coherent architectural style, the effect is reduced by a profusion of signage on the ground and first floors which in some cases creates a cluttered, unkempt appearance.

- 3.14 In some parts, the buildings have become run-down, for example Kings Parade on Edgware Lane. Areas to the rear of the shopping frontages are in some cases underused or have become unkempt and incoherent.



*Figure 5 Stations Road & Hale Lane Junction*

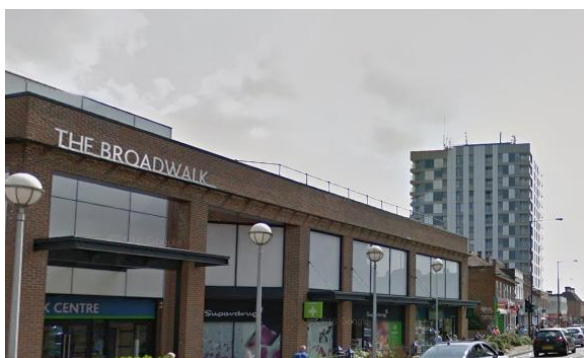


*Figure 6 Kings parade*

- 3.15 At the northern edge of centre is the local library which provides a valuable community, social and educational function.
- 3.16 Pavements are generally wide and planted with trees with parking spaces provided along each side of this section of Station Road. The quality of the urban realm for pedestrians is, however, not as good as it could be. Whilst there is a zebra crossing and pedestrian lights, along with several pedestrians 'islands' to assist with crossing the busy streets, the environment is dominated by the often congested roads. Cycling infrastructure is limited to a number of parking bars on the pavement.
- 3.17 The town centre rapidly transitions on the surrounding roads into spacious, suburban residential neighbourhoods of low-rise semi-detached and detached housing.

#### ***Western and Central Station Road and Southern Area***

- 3.18 The central part of Edgware Town Centre contains the largest concentration of retail, with a high level of comparison retail, along with banks, cafes and some restaurants. National chains are more common. The Broadwalk Centre contains a high concentration of commercial floorspace, although its frontage onto Station Road lacks visual impact. Non-retail uses in this part of Edgware are largely on the upper floors and includes a mixture of uses such as offices, a gym and residential. There are several community organisations on Rectory Lane, to the north of Station Road.
- 3.19 The older, inter-war elements of the town centre contrast with the more modern, taller buildings such as the 14 storey Premier House.



*Figure 7 The Broadwalk Centre*



*Figure 8 The Railway Hotel*

- 3.20 The key public transport infrastructure of the Edgware Underground Station and Bus Station are adjacent on the south side of Station Road. The railway station building is set back behind a forecourt area for vehicle drop-off and turning. Immediately to the west is the vehicular entrance and exit to the bus station. Despite the importance of these major pieces of transport infrastructure their interaction with the high street is not good, particularly for the bus station where the high level of bus service adds to road congestion and conflicts with pedestrians. To the rear of the bus station is extensive bus standing and a large bus garage, comprising key infrastructure to support bus services.
- 3.21 Many of the traditional retail frontages date from the 1920/ 30s and are lower-rise. To the western end of Station Road the Grade II listed Railway Hotel has been derelict for many years, but the picturesque interwar half-timbered roadhouse building is considered to be one of the best examples of its type in the country and is highly valued by many in the local community. The medieval Grade II listed St Margaret's Church also demonstrates the historical links of Edgware while providing an attractive feature.
- 3.22 For the high volume of pedestrians who use the central parts of Station Road, the pavements are relatively narrow and cluttered. This is exacerbated by the congestion generated by the large volume of road traffic. There is a lack of public open space which deters people from spending and enjoying time in the area.
- 3.23 To the rear of the Broadwalk Shopping Centre and southern frontage of Station Road is a large area of surface car parking. Adjacent to the car parks, and to the rear of the Railway Hotel, is an extensive area of derelict brownfield land. There are relatively few access points to this southern area and overall the quality of the public realm is poor, with narrow footpaths and problems of fly-tipping.
- 3.24 Beyond the town centre boundary, the townscape transitions rapidly to suburban, semi-detached two storey residential buildings.



### ***A5/ High Street Corridor***

- 3.25 The A5/ High Street corridor is shared by the boroughs of Harrow and Barnet. It is a major arterial road for London and as such it is busy and frequently congested. While the pavements are generally wide, it does not provide a pleasant environment for pedestrians or cyclists.



- 3.26 The built form is mixed with several multi-storey modern buildings in use as offices or for residential flats. There are also large business units in uses including storage and garage repairs, particularly on the Harrow side where they are located on local industrial land, designated for business use. Retail is focused around the junction with Station Road, within two to three storey frontages. Historical buildings and monuments, mostly on the Harrow side, are neither prominent nor used effectively, with the curtilage and surrounding spaces failing to provide a suitable setting. On the Barnet side some buildings are in use for religious purposes, for example a mosque.



### ***Western Area***

- 3.27 The western part of the town centre lies within Harrow and is focused on Whitchurch Lane. Buildings within this part of the centre are generally low rise of between two to four storeys. Overall, there is a sense of inconsistency, with a mix in building types and

materials. Part of the area is a designated conservation area, and the ex-police station building is locally listed.

3.28 A parade of small independent retail units along Whitchurch Lane provide for local uses, with the street becoming gradually more residential towards the south western end.

3.29 The spaces behind buildings on Whitchurch Lane are often not well maintained and some parts have fallen into disrepair.



3.30 While Whitchurch Lane is generally less congested than other main roads in Edgware Town Centre, there is a lack of cycling infrastructure provision. The pavement in front of the parade is relatively wide and uncluttered but suffers from poor paving and dated and dilapidated street furniture making it uncondusive for pedestrian activity.

## 4.0 Approach to Site Assessment

- 4.1 To enable detailed design analysis to be carried out the area was split into segments based on similar characteristics. This methodology assisted in identifying which segments are appropriate for high levels of new development, and those where the potential is far lower.

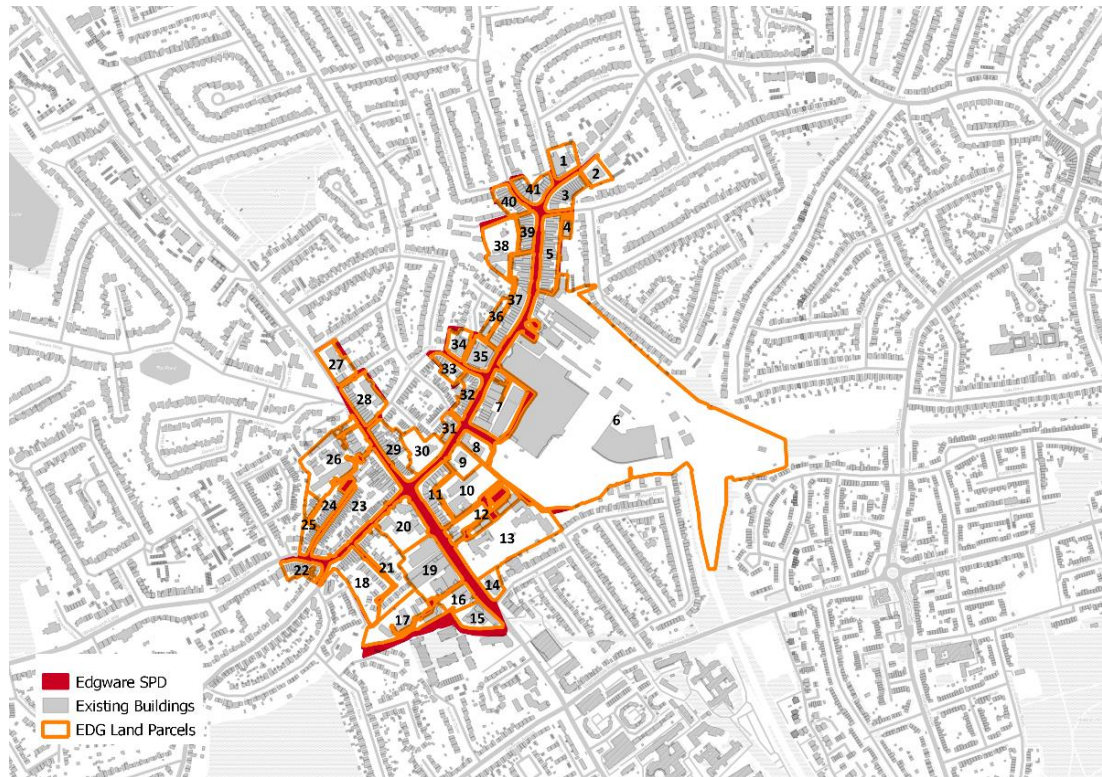


Figure 9 Segmenting the area

### Investigating Heritage Assets

- 4.2 This step identifies all the segments that include the heritage assets of nationally listed buildings or conservation areas. The presence of a heritage asset should be seen as an opportunity to enhance its setting, and any new development opportunities would be expected to provide exceptional design solutions to avoid harmful impact.





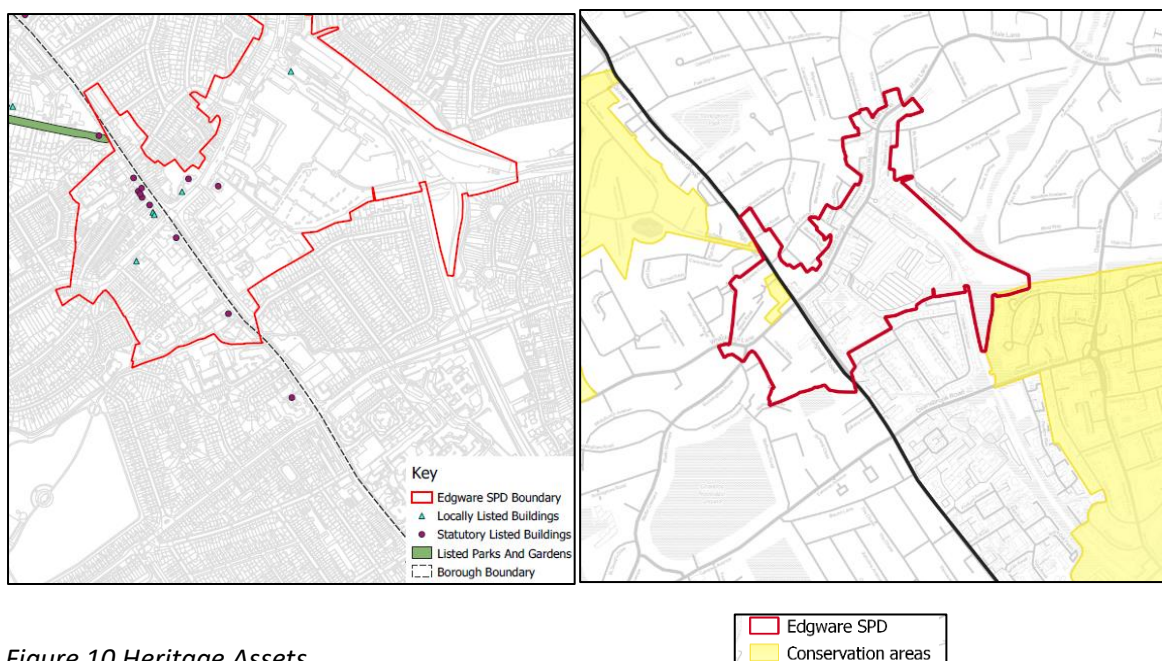


Figure 10 Heritage Assets

- 4.3 Derelict heritage assets, or those in poor condition, should be prioritised for renovation and brought back into a sustainable use through a careful and sympathetic approach to the original design.

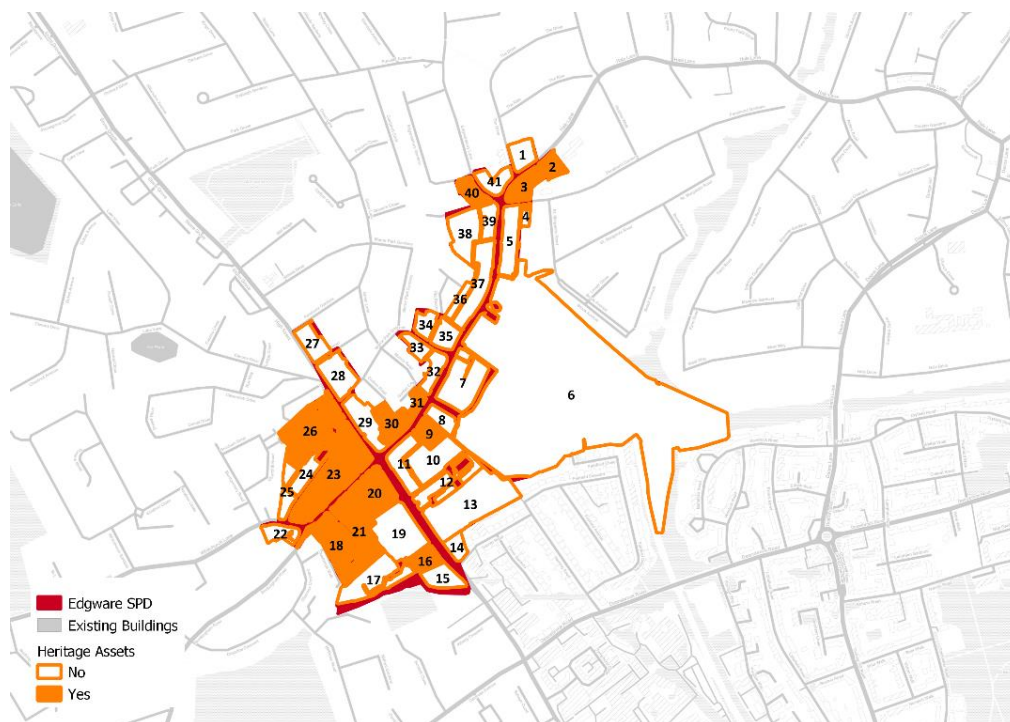


Figure 11 Plots containing Heritage assets



## Planning Approved

- 4.4 This part of the analysis identifies which segments have planning permissions approved for development, or where development is underway; Premier Place next to the Broadwalk Centre (segment no. 7) being the most prominent. The assumption is that further development can be discounted for these segments.

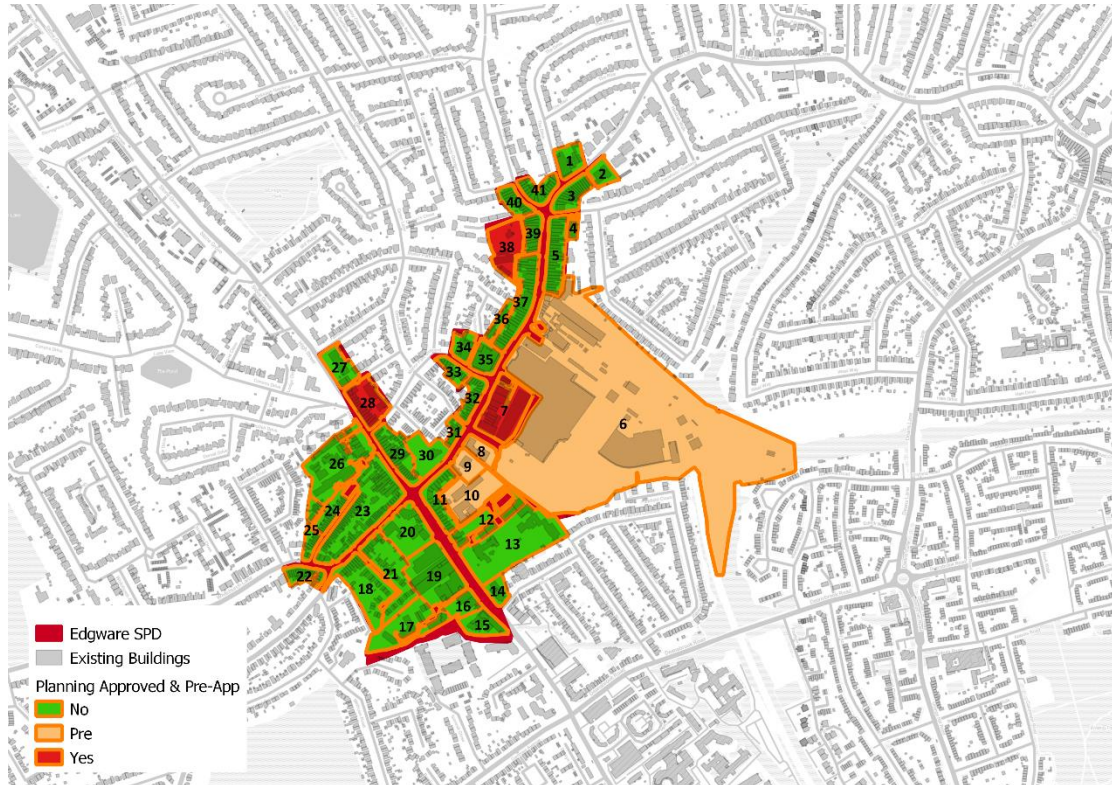
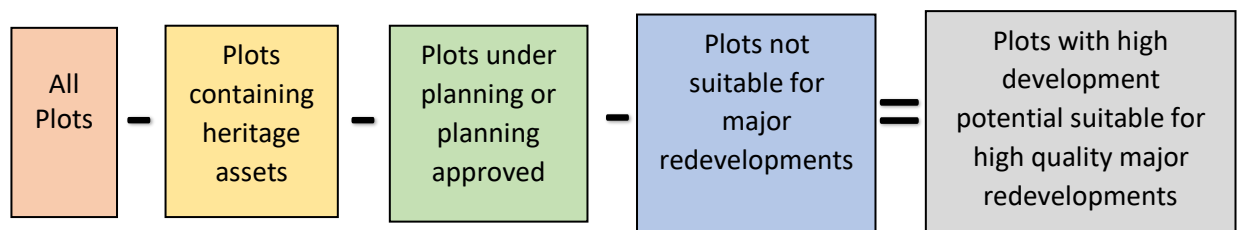
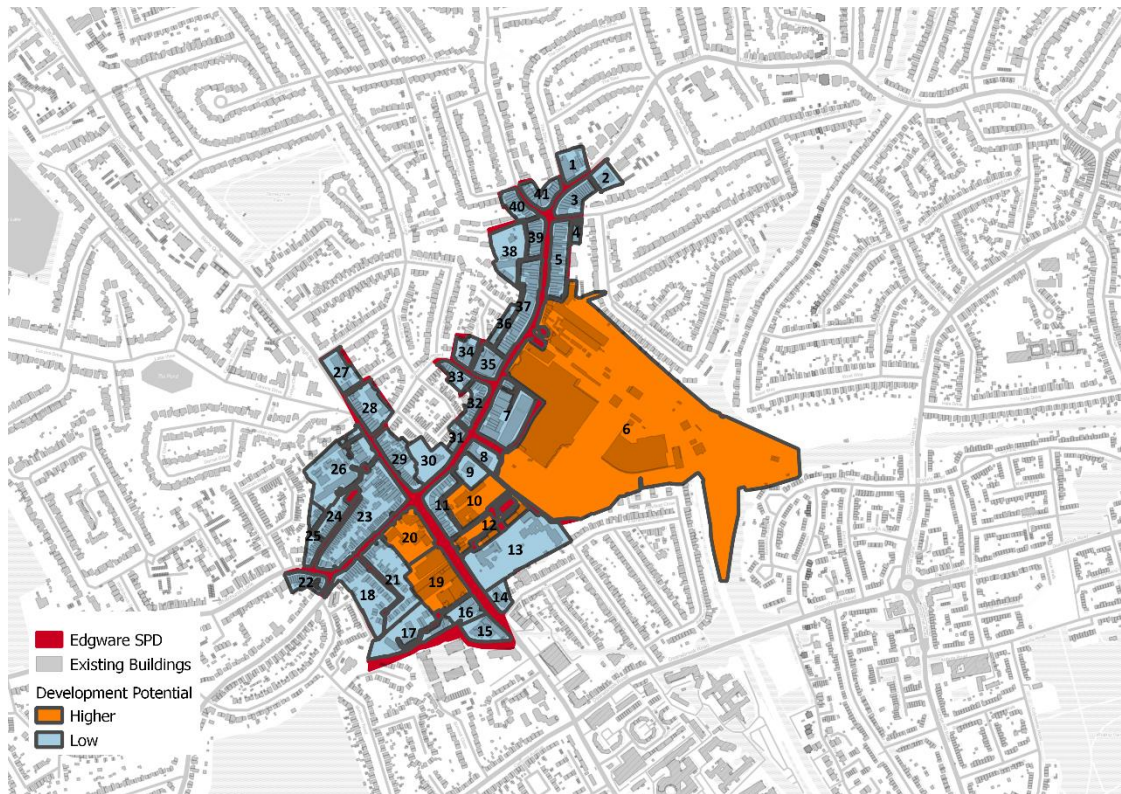


Figure 12 Plots which are Planning Approved or in Pre-Application are illustrated

## Development Potential

- 4.5 The final step was to remove those segments inappropriate for major redevelopment, including the high-quality inter-war shopping frontages, schools, and residential properties.
- 4.6 The steps to identifying the development potential of the segments is summarised in the diagram below. This identified five sites out of 41 segments with higher development potential, with Segment 6 being the largest and most strategic.





*Figure 13 Assessed Development Potential by Segment*



## 5.0 Key Site - Broadwalk Centre and the Stations

### *Site Characteristics and Opportunities*

- 5.1 This is the largest area for major intervention and development opportunity within Edgware Town Centre and encompasses the Broadwalk Shopping Centre, associated surface car parking, Edgware Underground Station, platforms and tracks, and Edgware Bus Station, along with bus standing and garage. It is identified as Segment 6 in Figure 13 above.



*Figure 14 Aerial Overview of the site showing the Broadwalk Centre and Stations*



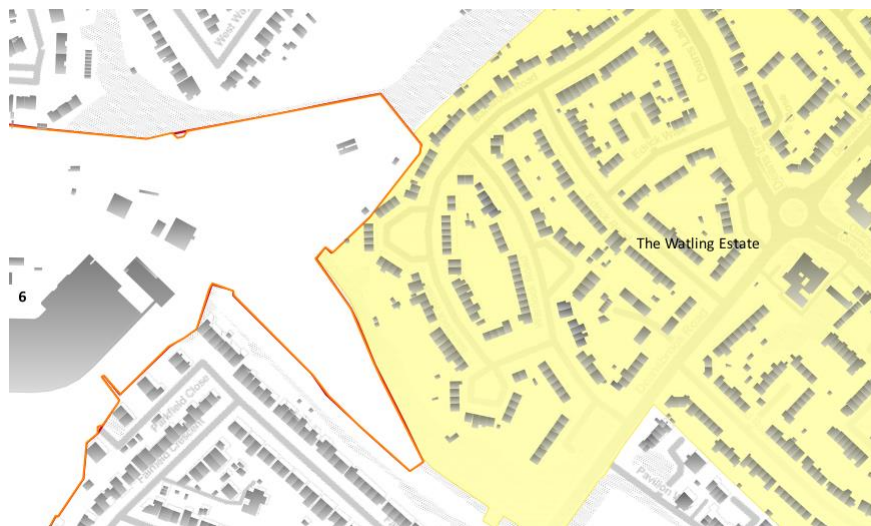
*Figure 16 Car park to rear of the Broadwalk Centre*



*Figure 15 Broadwalk Centre frontage on Station Road*

- 5.2 This site lies at the heart of Edgware Town Centre and comprises the largest strategic development opportunity for Edgware. The site fronts onto Station Road with buildings of 1-3 storeys in height, including the Underground Station, Bus Station and the entrance to the Broadwalk Centre.

- 5.3 The Broadwalk Centre is a covered shopping mall dating from the 1990s which includes a large Sainsburys food retailer to the rear. Behind the shopping centre is extensive surface car parking of 1,150 spaces, most of which are for town centre users, with a smaller portion used by commuters to park and use the Underground Station.
- 5.4 The Underground Station building is an interesting inter-war design and is locally listed. A small forecourt area in front of the station is used by vehicles for drop-offs and pick-ups. Behind the station building the platforms extend southwards, along with the underground lines, sidings and Transport for London access routes.
- 5.5 To the south and east of the railway line and sidings is the Deans Brook, which presents a Level 3 flood risk around parts of the watercourse, and an area classified as a Site of Borough Importance for Nature Conservation (SINC).
- 5.6 Adjoining the southern part of site is the Watling Estate Conservation area, comprising low rise mid-20<sup>th</sup> Century housing.



*Figure 17 the Watling Estate adjacent to the site*

- 5.7 The infrastructure needs of the TfL underground network and the presence of the SINC are likely to restrict development potential in this part of the site. Furthermore, the need to avoid negative effects on the adjoining conservation area means that any development must be sensitively designed.
- 5.8 The bus station lies to the side of the Underground Station, with its frontage onto Station Road consisting of the bus access road and pedestrian footpath. The bus infrastructure extends southwards, lying between the Broadwalk Centre car park and the railway lines, and comprises bus standing and garaging.
- 5.9 The character of the neighbouring areas to the east and south of the site is largely suburban in character, comprising low-rise housing. The land slopes away in both

directions so that the site lies higher than the surrounding suburbs, a topographic feature which must be considered in design proposals.

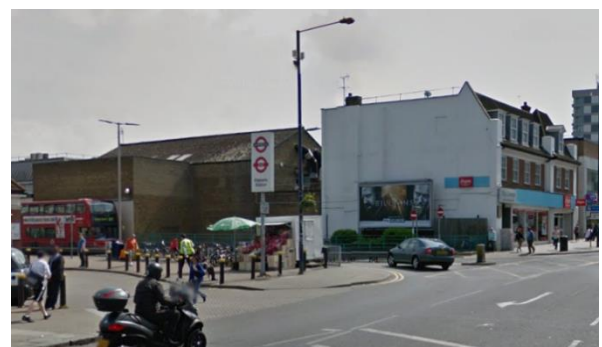


*Figure 18 Existing building lines*

5.10 The existing building lines frame Station Road but do not reinforce legible movement or views on the south side of the High Street. There are blank flank walls and gaps that expose land and structures behind that were not designed to have a public frontage.



*Figure 20 Forecourt to the Station*



*Figure 19 Inactive but visible flank walls*

5.11 Future development opportunities should prioritise making the station building and forecourt a welcoming, legible and easy to navigate arrival point to public transport. There should be a sense of arrival in Edgware, making this into a place which brings

people into the heart of the town centre, connecting this key public transport node with the surrounding town centre.

- 5.12 The site is suitable for wide range of town centre uses, including retail, cafes, restaurants and offices, as well as leisure and cultural uses such a cinema and sports centre. Residential uses are expected on a significant scale, along with supporting community infrastructure. Public transport infrastructure will continue to be a key element within the site.

### ***Movement***

- 5.13 Movement of pedestrians within and around the site is vital to ensuring the area is accessible and vibrant. Future development of the Broadwalk Shopping Centre and the TfL land holdings should provide clear and legible pedestrian linkages across the site and with the surrounding areas. Linkages should provide safe, easy and direct access to local services and facilities and should form a logical and coherent whole with the surrounding network of streets. Redevelopment of the Broadwalk Shopping Centre should provide excellent pedestrian access across the site. Church Way should be improved to make the route feel open and safe. Redevelopment should also be used as a means of improving Bakery Path to make it feel safe and pleasant to use.
- 5.14 New and improved routes should make the area far more accessible for pedestrians and ensure access to/ from the train station from the interior of the site, southwards towards the residential areas, westwards towards the Forumside area and through to the A5/ High Street. A clear movement line towards the rail station and bus station must be part of any redevelopment of this site.

### ***Height and Massing***





Figure 21 Representation of Existing Heights <sup>1</sup>

- 5.15 Figure 21 shows existing building heights within and surrounding the site (note the plan is derived from an analysis of heights in metres translated to storeys and therefore the number of storeys is indicative).
- 5.16 Together, figures 14 and 21 show the varied nature of the site and surrounding area in terms of height, massing and urban grain. Development must be responsive to this context and balance optimising the town centre and public transport hub location.
- 5.17 To ensure development is appropriate the following must be considered in terms of building design:
- Towards the southern and eastern edges where the site is in proximity to low-rise residential areas – notably Parkfield Close, Fairfield Crescent and Brook Avenue – the height and massing of buildings must respond to the suburban context. The height of new development should be sufficiently modest so as to avoid overshadowing and any loss of privacy.
  - Proposals for tall buildings should locate them in the heart of the site where there is more potential to establish a high-quality urban design that achieves higher densities. Within this area building heights and massing should be varied

<sup>1</sup> Mapping based on building height data (obtained using LiDAR technology) combined with building footprints. Height data was translated to show the estimated number of storeys for each building – note this may not correlate to the actual number of floors.



to achieve an attractive mix of building types that is beneficial to the urban landscape and allows new residents access to views and sunlight.

- Along the part of the site adjoining Station Road building heights should be varied to avoid a canyoning effect and excessive shadowing across the main shopping thoroughfare. The overall design must be provided in the context of the Underground Station and provide wayfinding towards the public transport hub.
- Buildings must ensure attractive and active frontages at street level so that pedestrians feel engaged with the built environment at a human scale. This will also assist with natural surveillance and provide a sense of security to town centre users. Designs should avoid or minimise any blank aspects to buildings, including to the sides and rear.
- There should be retention of some car parking for town centre users, and potentially commuters, depending on assessed need. Car parking provision must be efficient, utilising approaches such as multi-storey, basement or podium parking.

### ***Open Space and Landscape***

- 5.18 There is a need for more open spaces within Edgware Town Centre and new housing development will reinforce this as residents require outdoor places for leisure and recreation.
- 5.19 As the largest site within Edgware this location provides the best opportunity for delivering new and enhanced public open spaces. These spaces will provide essential places for community and leisure uses. The station forecourt can provide the first in a hierarchy of linked public open spaces that are connected to create a walkable urban environment. A second public space could be used as a focus for community and leisure uses including food and beverage outlets. One or more further spaces should be provided for local residents, and which should include children's playgrounds and

facilities for older children such as football and basketball courts. The designs should include an attractive mix of planting and hard landscaping.



*Figure 22 View showing existing green corridor along the south and east of the site*

- 5.20 Green landscaping can be used to create buffer areas to transition between new development and the existing suburban areas to the east and south. A corridor of trees already runs along Church Way and extends around the railway lines, providing the basis for greenery which could provide an attractive edge to the new developments and reduce the visual impacts.

## 6.0 Key Sites - Forumside

### *Site Characteristics and Opportunities*

- 6.1 This location includes land to the rear of the important Railway Hotel grade II listed building and comprises businesses, car parking, residential and brownfield land under several different ownerships. The area represents a combination of derelict and underused buildings and is blighted by dumping and fly-tipping. The sites are identified as Segments 10 and 12 in Figure 13 above.
- 6.2 A coordinated approach is required to realise the full potential, including an opportunity to create a new high-quality 'heritage quarter' that enables restoration of the Railway Hotel as a celebrated landmark asset. The current poor-quality environment must be transformed to become welcoming, clean and safe with greatly improved linkages to the surrounding areas. The area would be suitable for a range of mixed town centre uses along with opportunities to introduce new residential and supporting community infrastructure.



*Figure 23 Forumside Sites Aerial View*

- 6.3 These sites include low to medium rise buildings in commercial uses, car parking and open, derelict brownfield land. There is a modern, tall building in office use and the Edgware Muslim Community Centre which face on to the A5 High Street. While there are points of access off Station Road and the A5, these are narrow and connectivity into and through the location needs to be improved.

- 6.4 The context of the sites is that to the north is the Railway Hotel heritage asset which is currently unused and in poor condition. To the south is Edgware Primary School. An inter-war retail frontage curves around the north west, while to the east is the Church Walk footpath and the neighbouring Broadwalk site.

### ***Movement***

- 6.5 Access is poor, with the narrow Forumside road leading off Station Road, and two narrow access off the A5/ High Street. The route through is twisting and is affected by the presence of wheelie bins and poorly parked cars. There is no access from the south or onto Church Way to the east.



*Figure 24 Existing Building Lines*

- 6.6 Redevelopment of the area must provide much improved public access onto the A5/ High Street and Station Road and new access eastwards onto Church Way and towards the Broadwalk Centre site. The priority should be on pedestrian and bicycle access and movement, along with service vehicle access. There must be active frontages facing onto the routes to create an attractive and safe environment.
- 6.7 New developments must be supportive of the existing frontages on the A5/ High Street and Station Road to complement the existing Town Centre. This includes supporting the restoration of the Railway Hotel and its frontage area of hardstanding which has great potential to benefit this part of Station Road, for example through outdoor seating for a café, restaurant or bar.
- 6.8 Reinforcing pedestrian movement in these blocks would provide more links between the A5 corridor and the heart of Edgware Town Centre, including to the large Broadwalk Centre site.





Figure 25 Indicative Linkages through Forumside

- 6.9 More pedestrian movements and active frontages will help to increase the sense of security for peoples using the area. Any future development should seek to safely activate the routes around the Forumside sites to discourage antisocial behaviour and unwanted activities like uncontrolled rubbish accumulating and fly-tipping.

### ***Height and Massing***

- 6.10 The existing built environment provides a strong context for the area. The historic Railway Hotel lies to the north, while an inter-war 3-storey shopping frontage curves around to the north west. To the south west of the site a modern tall building block faces on to the A5/ High Street, while to the south are the low-rise buildings and playground of Edgware Primary School. To the east is Church Waylk and beyond it the surface level Broadwalk Centre car park – the site identified above

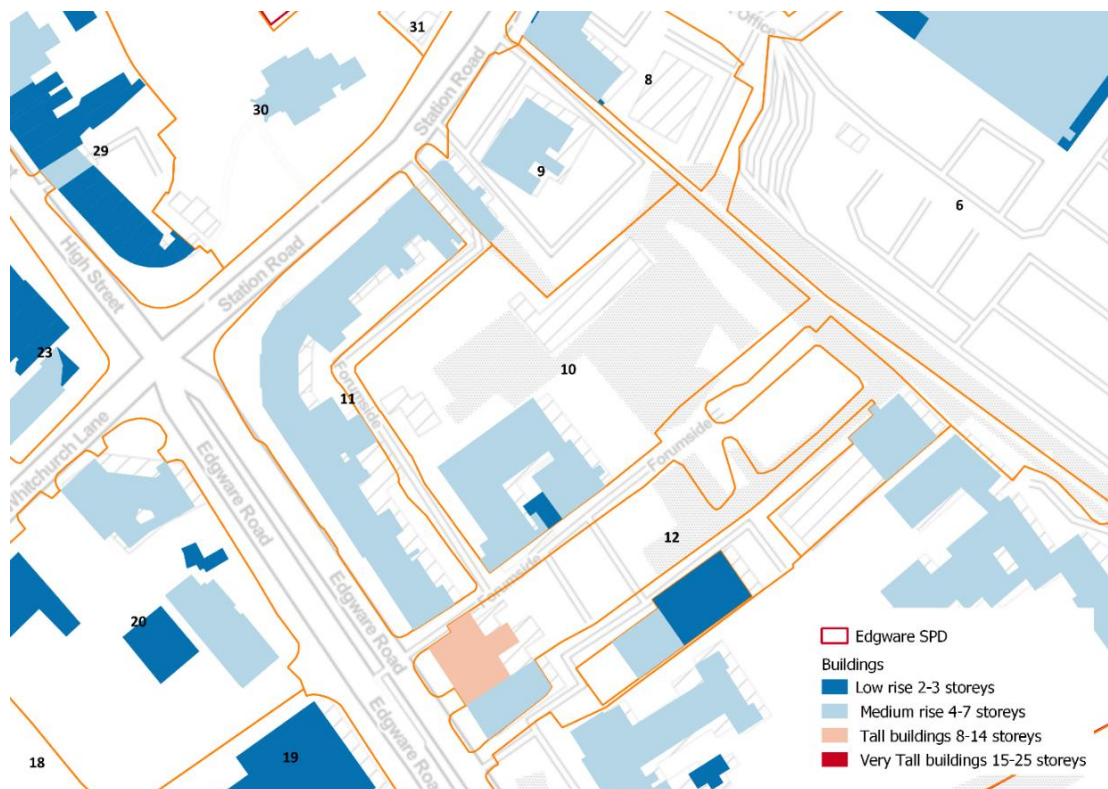


Figure 26 Existing building heights (note the plan is derived from an analysis of heights in metres translated to storeys and therefore the number of storeys is indicative)

6.11 The ensure development is appropriate the following must be considered in terms of building design:

- The context of the listed Railway Hotel is a key consideration in any redevelopment scenario with the heritage building lying 22 meters from the edge of the Forumside site. The scale of proposals should be modest to the rear of the heritage asset with an approach of low to medium rise-high-density development. A fine-textured urban grain should be used to complement the Railway Hotel and develop a high-quality heritage quarter.
- The westerly parts of the site could see medium rise development with a height and design that complements and does not adversely affect the surrounding inter-war frontage.
- The south western areas have more potential for height towards the existing tall building fronting onto the A5/ High Street. The context of the primary school must be given due consideration in terms of visual impact and avoiding overlooking.

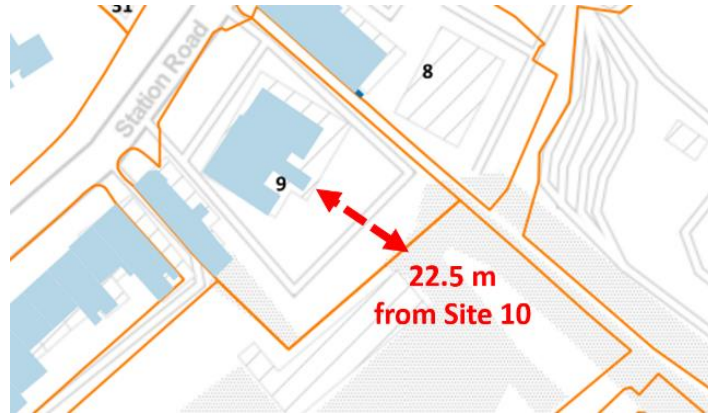


Figure 27 Railway Hotel distance to the sites

### *Open Space and Landscape*

- 6.12 The area lacks public open space and new development must ensure sufficient provision for new residents. A small park for leisure and recreation should be provided, including a children's playground and potentially a court for football and basketball. A location towards the southern part of the site could be linked to Church Way and new pedestrian routes through the Forumside area, while providing a buffer with Edgware Primary School.



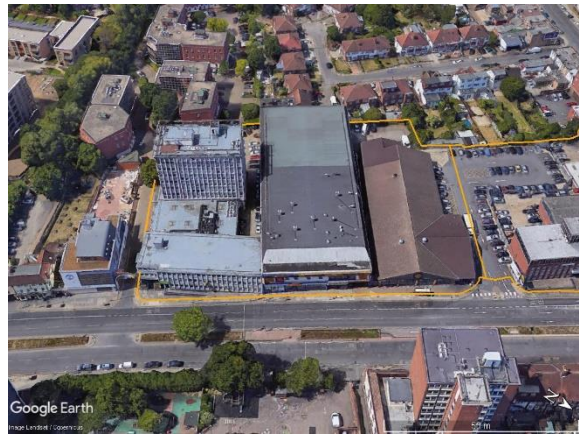
## 7.0 Key Site - Lidl and The Masons Arms

### *Site Characteristics and Opportunity*

- 7.1 The sites lie on the corner between the A5/ High Street and Whitchurch Lane and are identified as Segments 19 and 20 on Figure 13 above.



*Figure 28 Aerial view Segment 20*



*Figure 29 Aerial View Segment 19*

- 7.2 The southern site (Segment 19) consists of three large footprint buildings: a modern office block with multiple storeys, a two storey self-storage unit, and a Lidl supermarket. These buildings front directly on to the pavement of the busy A5/ High Street.
- 7.3 The northern site (Segment 20) includes a 3-4 storey office block which fronts onto the A5/ High Street but is slightly set back behind a small landscaped area. The site also includes the Lidl car park and a showroom fronting on to Whitchurch Lane.
- 7.4 The northern site hosts valuable heritage assets, including 65-67 High Street, a Grade II listed 16<sup>th</sup> Century timber-framed Hall house, and the Masons Arms pub which is on the corner between the A5/ High Street and Whitchurch Lane and provides a local landmark.



*Figure 30 65-67 High Street - a Grade II listed Building*

- 7.5 The sites could be intensified through new development with residential uses above while continuing to protect the heritage buildings and providing the existing town centre uses on the ground floor, including the Lidl supermarket.

### ***Movement***

- 7.6 The existing building lines follow the A5 in a continuous linear way, while the listed Mason's Arms pub curves and edges the corner of Whitchurch Lane in a pleasant and easy to navigate fashion while framing the corner. The large buildings on Segment 19 form a continuous wall edge to the A5.
- 7.7 Future development should respect the building lines on Segment 20; Segment 19 on the other hand can become more welcoming to pedestrians.



*Figure 31 Existing building lines*

- 7.8 Movement around the plots is legible and involves mainly the perimeter of A5 and Whitchurch Lane.
- 7.9 Proposals should seek to reinforce the frontage along key routes (vehicular/ pedestrian) and new green spaces. Additional internal routes which are not publicly accessible are envisaged to be designed as part of future development proposals; there should be a principle of establishing servicing to blocks.
- 7.10 Public realm enhancements should be sought along the A5 Corridor, including to the site frontages, street tree planting, and at-grade road crossings.

## Height and Massing

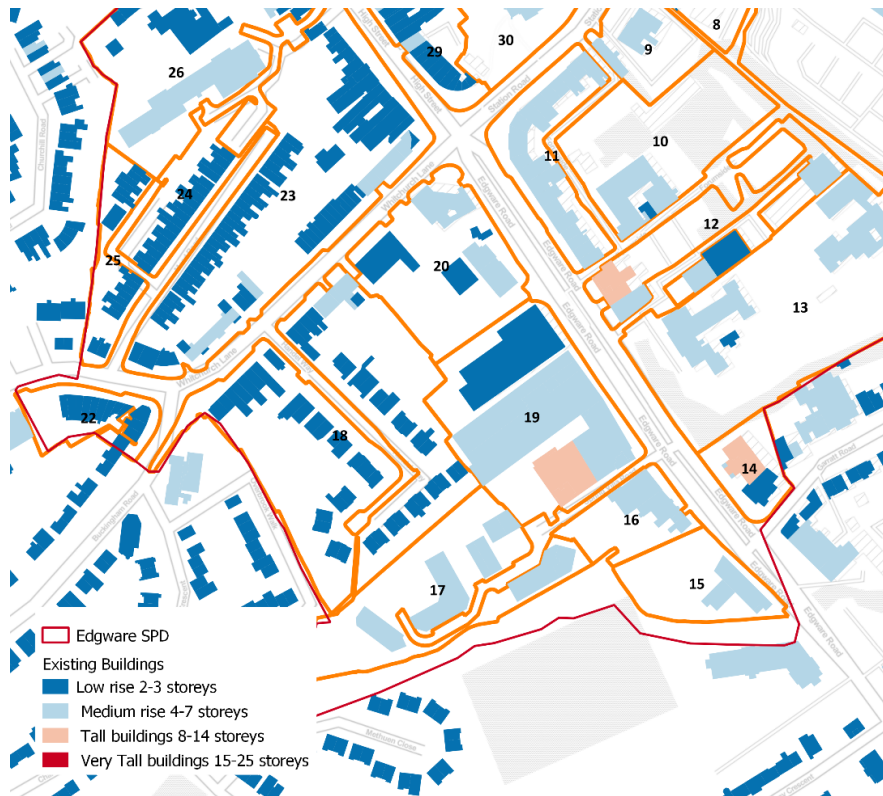


Figure 32 Existing building heights (note the plan is derived from an analysis of heights in metres translated to storeys and therefore the number of storeys is indicative)

7.11 To ensure the development is appropriate the following must be considered in terms of building design:

- The listed buildings and Mason's Arms should be retained and restored/ brought back into use to preserve the local historic character of the location.
- The remainder of the site could potentially accommodate medium height structures and be optimized through a mass that complements the listed buildings and the low-rise residential area to the west.

## Open Space and Landscape

7.12 Open space should be provided in any future development scenario. The exact locations, size and programming of open space should be a key element in future development proposals.

## 8.0 Other Locations by Character Area

- 8.1 This Chapter provides broad design guidance on segments identified as low potential in Chapter 4. The segments are grouped by character area, as identified in Chapter 3.

### **Station Road Northern End** (covering Segments 1 to 5, 37 to 41)

- 8.2 The high-quality design and broadly consistent style of the original frontages means that this area should maintain height and massing. Where frontages have lost their original coherence a coordinated programme of renovation could be introduced. In some cases, rear service roads have become run-down and improvements in the functionality and physical appearance should be sought. The historical and heritage assets can be drawn on and used to influence the approach and design of the public realm. This area could be further developed for speciality retailing and eating out, making it an important and unique destination. Careful consideration of options for the relatively wide pavements and road could make the area more attractive for pedestrian and cycle use, with potential for more interactive shop and café frontages.



*Figure 33 Shopping parade on the northern section of Station Road*

### **Western and Central Station Road and Southern Area** (Segments 7, 8, 9, 30-36)

- 8.3 This area includes a variety of building designs, styles and ages. Towards the western end of Station Road are the key heritage assets of St Margaret's Church and the Railway Hotel. These buildings and their surroundings provide high quality design and important historical links. In a part of the area lacking in greenery and planting, St Margaret's Churchyard gives a welcome contribution with its mature trees and grassed areas. These buildings and their context should be protected and, in the case of the Railway Hotel, renovated and brought back into a use which is beneficial to the local community. The wide frontage to the Railway Hotel offers great potential to activate this section of Station Road, for example through outdoor seating and appropriate planting.
- 8.4 Towards the more central sections of Station Road the buildings are mostly low to medium rise and date from the inter-war or mid-20<sup>th</sup> Century period. Tall buildings on



the south of the road are a dominant feature, including Premier House, and Premier Place which is under construction. Potential development coming forward on the Broadwalk Centre site may also introduce height on this side of the road, and any proposals along the central section of Station Road must avoid a canyoning effect and overshadowing. Any consideration of additional building height on the north side of the road must be mindful of the proximity of low-rise suburban housing and must ensure excellent design that provides a variety of heights.

**A5 / High Street Corridor** (Segments 11, 13, 14, 15, 16, 26-29)

- 8.5 This area is highly varied in building age, design and style, but is tied together by the presence of the key A5/ High Street thoroughfare.
- 8.6 Some of the locations should be maintained with potential for cosmetic improvements only, including Edgware Primary School (Segment 13) and the inter-war corner frontage on the A5 and Station Road (Segment 11).
- 8.7 There are heritage assets on the west side of the High Street, including listed buildings and a conservation area. Some of these are not in good physical condition, for example the White Hart Hotel (Segment 16). The context is often not as good as it could be, and there is a great need and opportunity to bring these heritage assets back into uses which improve the area.
- 8.8 Modern buildings of a larger scale and massing are present on both sides along the southern part of the A5/ High Street corridor; these may offer opportunities for careful intensification. In all cases the relationship of the building with the street should be improved and the design should make a positive contribution to the location.



*Figure 34 Buildings on the A5/ High Street*

- 8.9 The north eastern frontages (Segments 27, 28, 29) are low to medium rise buildings and include a mix of mid-20<sup>th</sup> Century and more modern eras. There is potential for careful and sensitive intensification which is appropriate to neighbouring properties and maintains or improves the appearance of the frontages.

- 8.10 The A5/ High Street corridor is relatively wide and there is much opportunity for a better public realm that diminishes the impact of vehicular traffic and improves the environment and experience for pedestrians and cyclists while also improving the visual aspects. This could include dedicated cycle routes, better road crossing points, and more planting.

**Western Area** (Segments 17, 18, 21-25)

- 8.11 This area is focused on Whitchurch Lane with some coverage onto the A5/ High Street. The buildings are predominantly low-rise in character and while there are retail and other town centre uses, there are also some housing frontages.
- 8.12 There are numerous heritage assets, many of which are not in good condition and are unused or underused. The former Police Station on Whitchurch Lane is locally listed and forms perhaps the most visually interesting and imposing building on the road. Bringing this building back into active use would have a major beneficial effect on Whitchurch Lane. There are numerous listed on the west side of the A5/ High Street in this area; the context of these buildings should be improved, seeking better uses for the wide frontages which are currently in use for car parking, for example through landscaping.



*Figure 35 Views along Whitchurch Lane*

- 8.13 The buildings on Whitchurch Lane are generally low-rise and include a mix of mid-20<sup>th</sup> Century and more modern eras. Some buildings are underused. The shopping frontages could benefit from cosmetic improvements, particularly in the consistency and quality of signage on shops. There is potential for careful intensification on some plots where this maintains or improves the appearance of the frontages and is appropriate to the neighbouring properties.
- 8.14 There is considerable scope to improve public realm along Whitchurch Lane, particularly in terms of planting, pedestrian road crossing points, and cycling infrastructure.

## 9.0 Public Realm and The Pedestrian and Cyclists Perspective

- 9.1 The experience for pedestrians and cyclists within Edgware Town Centre is often not as good as it should be in terms of wayfinding, signage, planting and street furniture. Improvements to the public realm is a key development principle for the Edgware SPD.
- 9.2 Some of the change will be within the major development sites, while much will be along the main thoroughfares of Station Road, Whitchurch Lane and along the A5/ High Street, and the roads and paths which provide linkages to the surrounding areas.

### Signage on Buildings

- 9.3 Signage in the area, particularly along Station Road, but also along Whitchurch Lane and the A5/ High Street, is excessive and distracting. There is an issue with estate agent signs on upper floors of buildings as highlighted in the images.
- 9.4 Shop signage is often too large and ill-matched with adjacent shops, visually dominating the frontages, giving an overall disjointed appearance and covering architectural features that would otherwise add character.



*Figure 36 highlight of signs inappropriately placed cover the pedestrian visual field*

### *Suggested Improvements*

- 9.5 Advertisements and signs should seek to:
- Be well related to their surroundings in terms of size, scale and siting;
  - Be located to avoid visual clutter;
  - Not conflict with traffic signs or signals or be likely to cause confusion or danger to road users;
  - Respect the character and architectural details of any building on which they are to be located.



## Planting

- 9.6 Well considered and maintained planting – which includes trees, landscaped areas for shrubs and flowers, or dedicated planter boxes or hanging baskets - all help to improve the visual aspects of an area, can assist with wayfinding, and can help with environmental factors such as reducing temperatures in the summer.
- 9.7 Planting on Station Road is not consistent; along the eastern section street trees have been successfully planted and will mature in the coming years to form a pleasant and memorable part of the street.



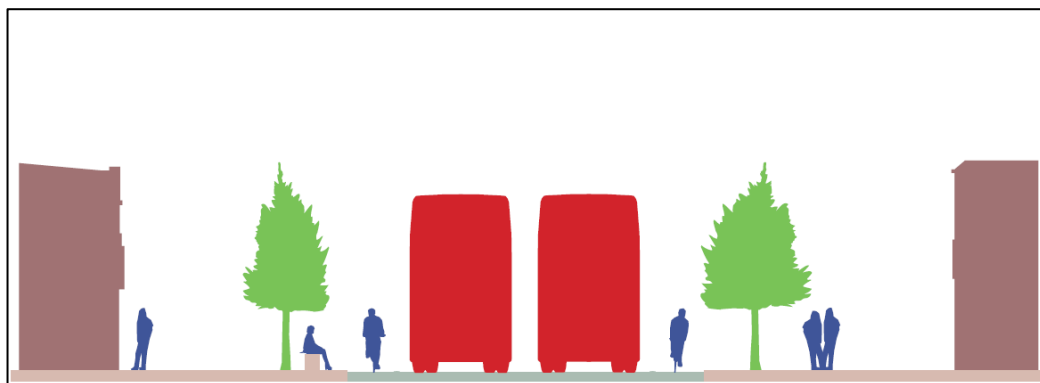
*Figure 37 Young trees give character to eastern Station Road*

- 9.8 Along the central and western parts of Station Road there is very little planting beyond the raised shrub bed in front of the Broadwalk Centre, with the only vegetation provided by the mature and attractive trees in St. Margaret's Churchyard.
- 9.9 Along the southern part of the A5/ High Street the central reservation raised planted strip is not maintained and has an unkempt appearance; unless it can be improved removal should be considered. Some greenery is provided by trees and shrubs growing along the primary school boundary. Otherwise there is a general lack of planting and greenery, particularly around the junction with Station Road and Whitchurch Lane.
- 9.10 There is an almost no planting or greenery along Whitchurch Lane excepting a few small planters which lack impact or maintenance.
- 9.11 Many of the numerous pathways which link through the area do have large amounts of trees and other vegetation which is not always well maintained and could feel dark and isolating for some pedestrians.

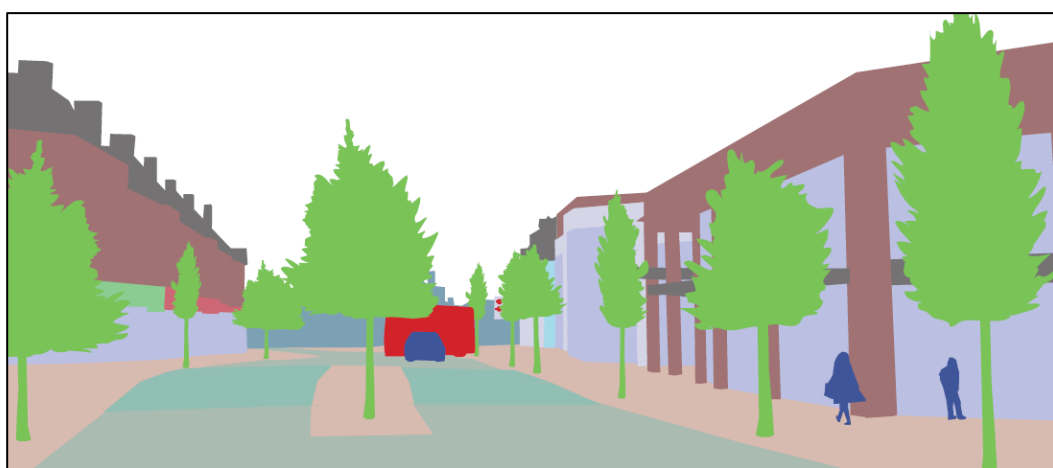
### *Suggested Improvements*

- 9.12 The good example of street tree planning along the eastern part of Station Road should be used across Edgware Town Centre, including the full length of Station Road,

along Whitchurch Lane and the A5/ High Street, particularly in the wide area in front of the listed buildings along the north west section.



*Figure 38 Indicative section through planted Station Road*



*Figure 39 View to the Broadwalk Centre incorporating planting*

- 9.13 Use of raised planters should also be considered throughout the town centre, although a long-term maintenance regime must be in place to ensure they remain a benefit to the area.
- 9.14 These measures will help to animate Edgware's streets and provide a much-improved experience for town centre users, particularly pedestrians and cycles.
- 9.15 An aspect of planting that must be considered is its potential long-term impact on security and surveillance systems. Lines of sight must be maintained between cameras, while at street level planting must avoid creating locations that are hard to observe and may conceal anti-social or criminal activity.

### **Street Furniture**

- 9.16 In some parts Edgware Town Centre is cluttered with street furniture, including railings along the pavement edges which are a frequent and not very attractive feature.

Reducing or removing railings as part of an overall Street Plan that leads to a more pedestrian and cycle-friendly environment could be beneficial to flows and movement and the appearance of Edgware's streets.

- 9.17 There is an overall lack of seating; more benches could be introduced as part of a Street Plan, providing opportunities to rest and socialise. Any new street furniture must be of a high quality and appropriate design that improves the appearance and coherence of the town centre; for example, designs could mirror the inter-war era of the buildings frontages and provide a distinctive and unique feel to the area.

### **Wayfinding**

- 9.18 While main roads and key buildings do help to waymark the area, routes through Edgware Town Centre are not always clearly marked and signage seems geared towards the private vehicle rather than pedestrians. The bus station for example is not prominent and the entrance is indistinct, while some pathways hard to find and access.

### *Suggested improvements*

- 9.19 The situation can be helped through more and better signage. Other public realm improvements such as installing plants and street furniture can be used to provide visual clues to guide people around the town centre.



*Figure 40 Wayfinding signs cluttered by shop signs*

- 9.20 Buildings can be used to provide visual clues, for example blank facades could become statement pieces of green which would help provide mental markers. There is also potential for special/ contrasting pavement to indicate directions and paths.



*Figure 42 Example of two-tone directional sign used in London*



*Figure 41 Example of a green wall in Westminster which can act as mental marker for wayfinding*