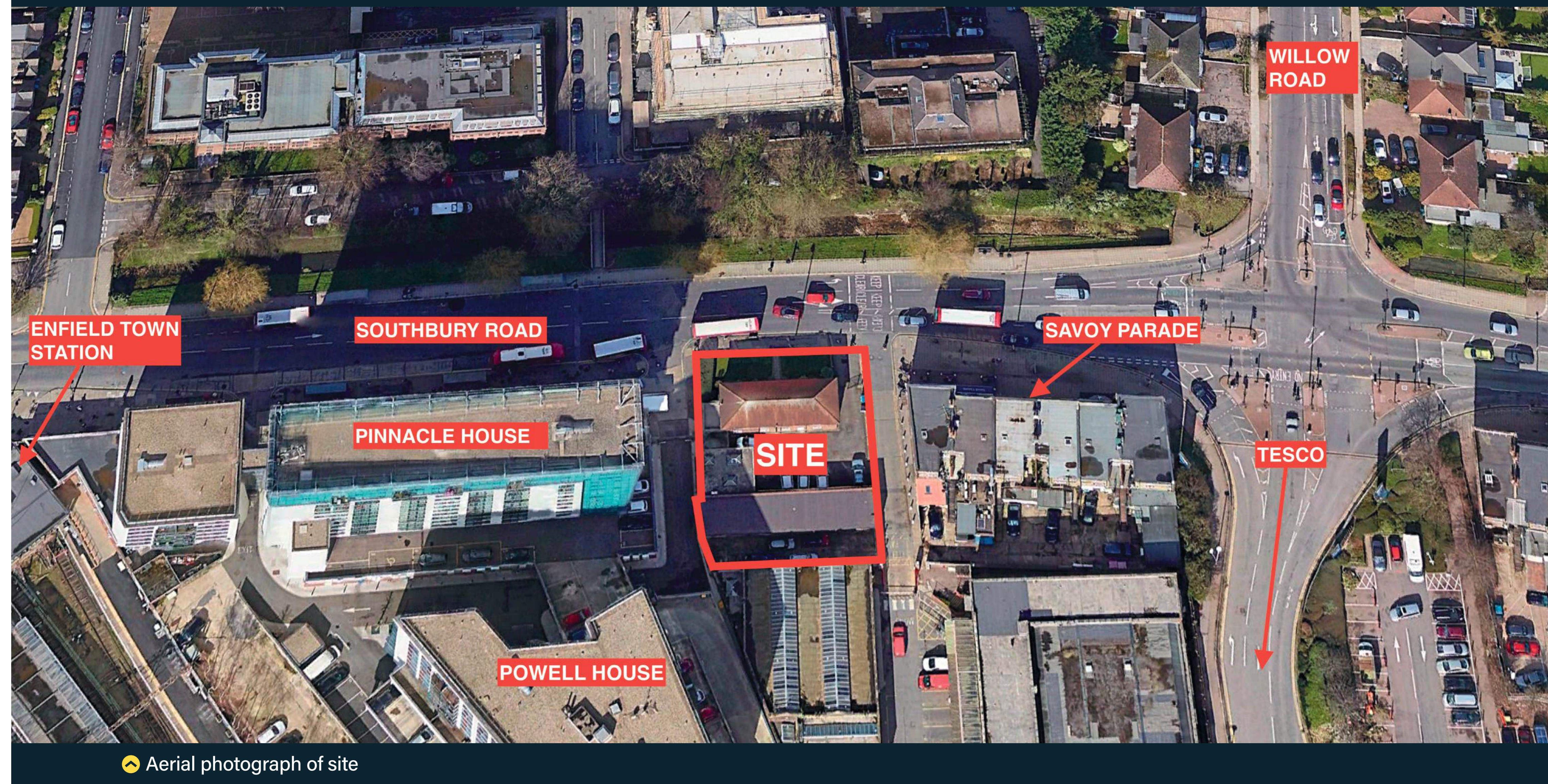


29 Southbury Road, Enfield



Welcome

Thank you very much for attending this public presentation of the draft plans for the redevelopment of 29 Southbury Road, Enfield.

This town centre site is owned by Regenta Development Limited. Established in 2013, Regenta is an award-winning, family-owned business providing high-quality homes in London and the South East.

Now vacant, the two-storey pitched roof building at the site was previously used as an office for a firm of solicitors. The site also includes outbuildings and car parking to its rear and along the frontage of Southbury Road is a low-walled lawned garden with various shrubs.

A regeneration opportunity has been identified for this brownfield site which would transform it with a residential led development. At the heart of the new proposal are high quality new homes, animation of the Southbury Road frontage with new commercial space, new public realm and private amenity space.

The purpose of our consultation is to provide information on the emerging proposals for the site and receive feedback from local residents and other stakeholders prior to the finalisation of a planning application. This is expected to be submitted to Enfield Council in the second quarter of 2025.

Members of the team would be pleased to answer any questions and we would be very grateful for your feedback. We would encourage you to visit our dedicated website, www.enfieldtown.info where you will find an easy way to send us your comments online or ask us any questions.

This redevelopment of 29 Southbury Road presents a significant opportunity to enhance the local area through the introduction of new homes and commercial spaces while creating vibrant public realm. Your participation in the consultation is crucial in shaping the final proposal to best meet the needs of the local community.



29 Southbury Road, Enfield

Neighbours & context

Only a few minutes' walk to Enfield Town Station and Enfield's main shopping area in Church Street, the site is immediately adjacent to Pinnacle House, a thirteen-storey residential block with Colman Parade at its base incorporating various businesses.

To the rear of Pinnacle House to the south west of the site is the nine-storey Powell House, which extends along the railway line.

Immediately to the south of the site is the Royal Mail Sorting Office which is connected to Southbury Road via an access road that runs alongside the site's eastern boundary.

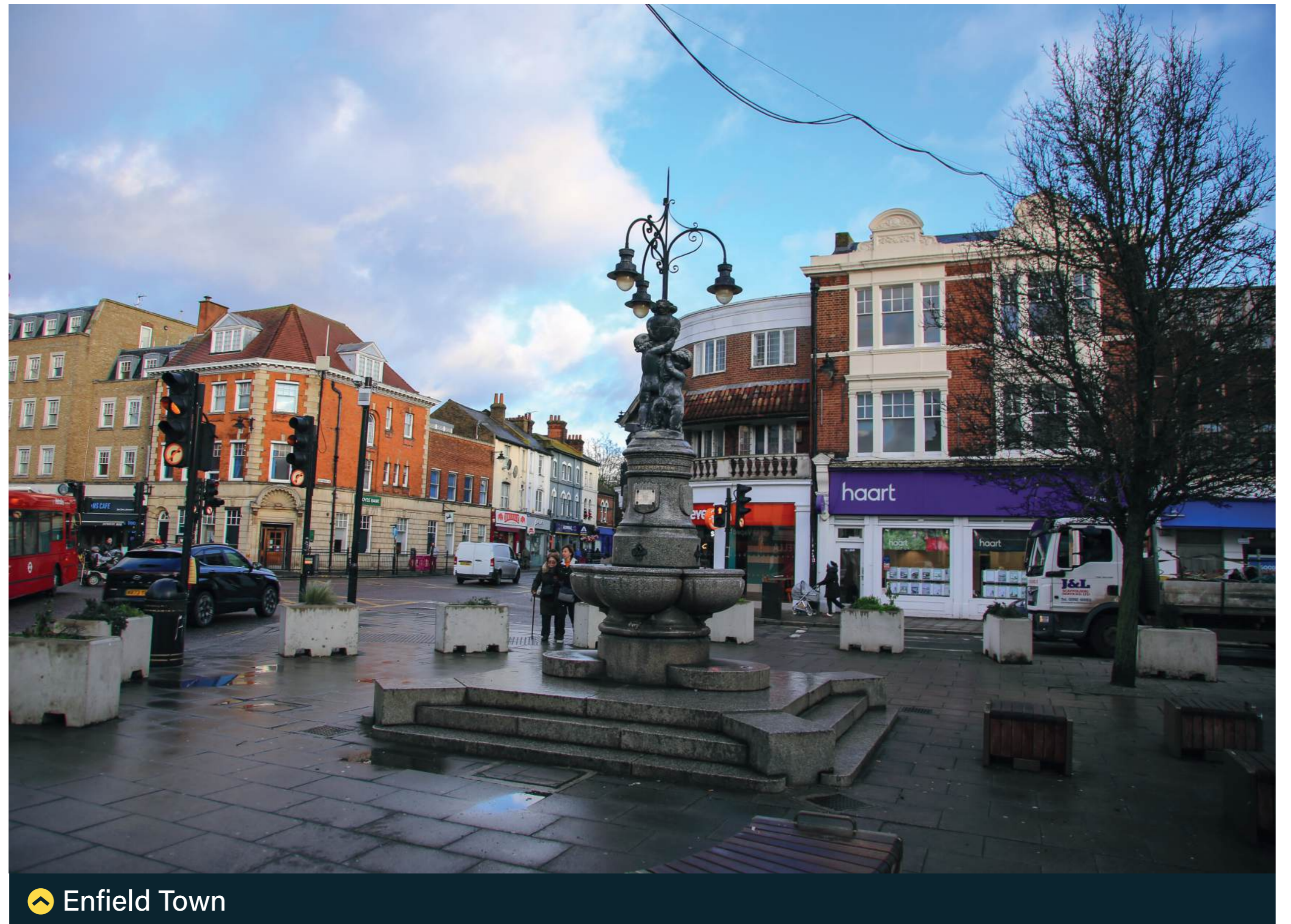
Savoy Parade, a three-storey development of flatted residential properties above commercial units is located on the western side of the Royal Mail access and has a service yard to its rear.

The boundary of Enfield Town Conservation Area runs along the western edge of Genotin Road, with a finger of the Conservation Area extending along the old course of the New River on Southbury Road opposite the site.

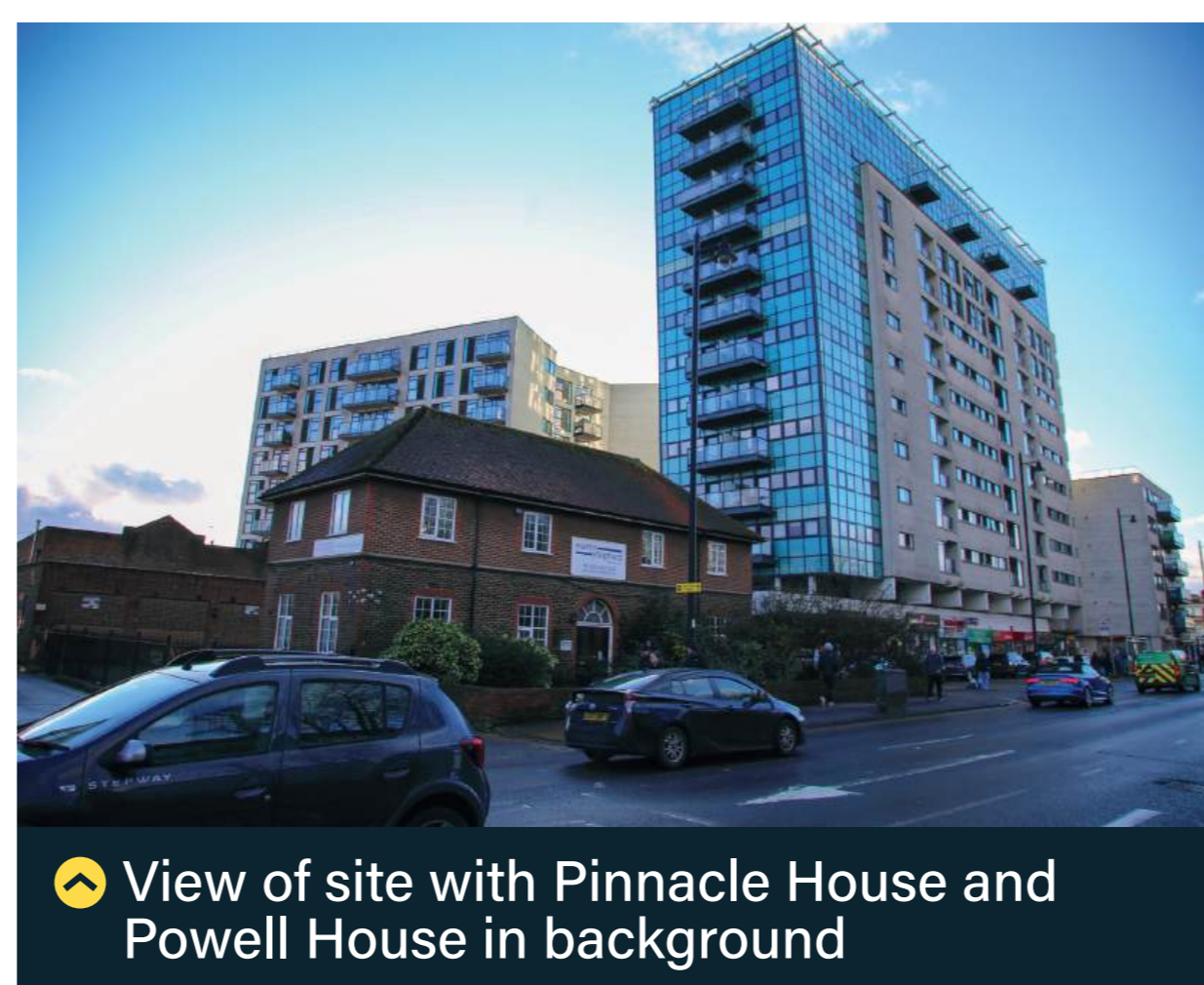
Behind New River to the north, River Front gives access to some commercial and residential buildings (Lawrence House, Refuge House and Nicholas House), with two residential streets running northwards.

To the south east lies Tesco and its car park, accessed via the Southbury Road/Willow Road signalised junction.

The site is within 'Area 2.2 Station and Retail Park' which is considered by the emerging Enfield Local Plan as suitable for new tall buildings. The tallest elements are considered best placed at the train station and on a redeveloped Tesco site which would re-provide the supermarket and deliver new homes.



📍 Enfield Town



📍 View of site with Pinnacle House and Powell House in background



📍 View of site from access road



📍 View of Savoy Parade and access road adjacent to site



📍 View of Colman Parade with site in background



29 Southbury Road, Enfield

Design and appearance - height and massing



Computer-generated image showing aerial view of proposal looking south west

The site is in a mixed-use town centre location with adjacent properties of varying architectural styles and scales. The neighbouring Pinnacle House and Powell House are more recent developments and are of similar scale to the new proposals. The emerging Enfield Local Plan identifies other nearby sites for future tall buildings.

The height and massing of the proposed building has been the subject of extensive discussion at pre-application stage with Enfield Council.

These discussions have led to changes in the height and massing of the original proposal option. A building of fourteen-storeys plus a western shoulder 'step down' of ten-storeys adjacent to Pinnacle House has evolved at pre-application public consultation stage to a building of eleven-storeys plus a dropped western shoulder of five-storeys.

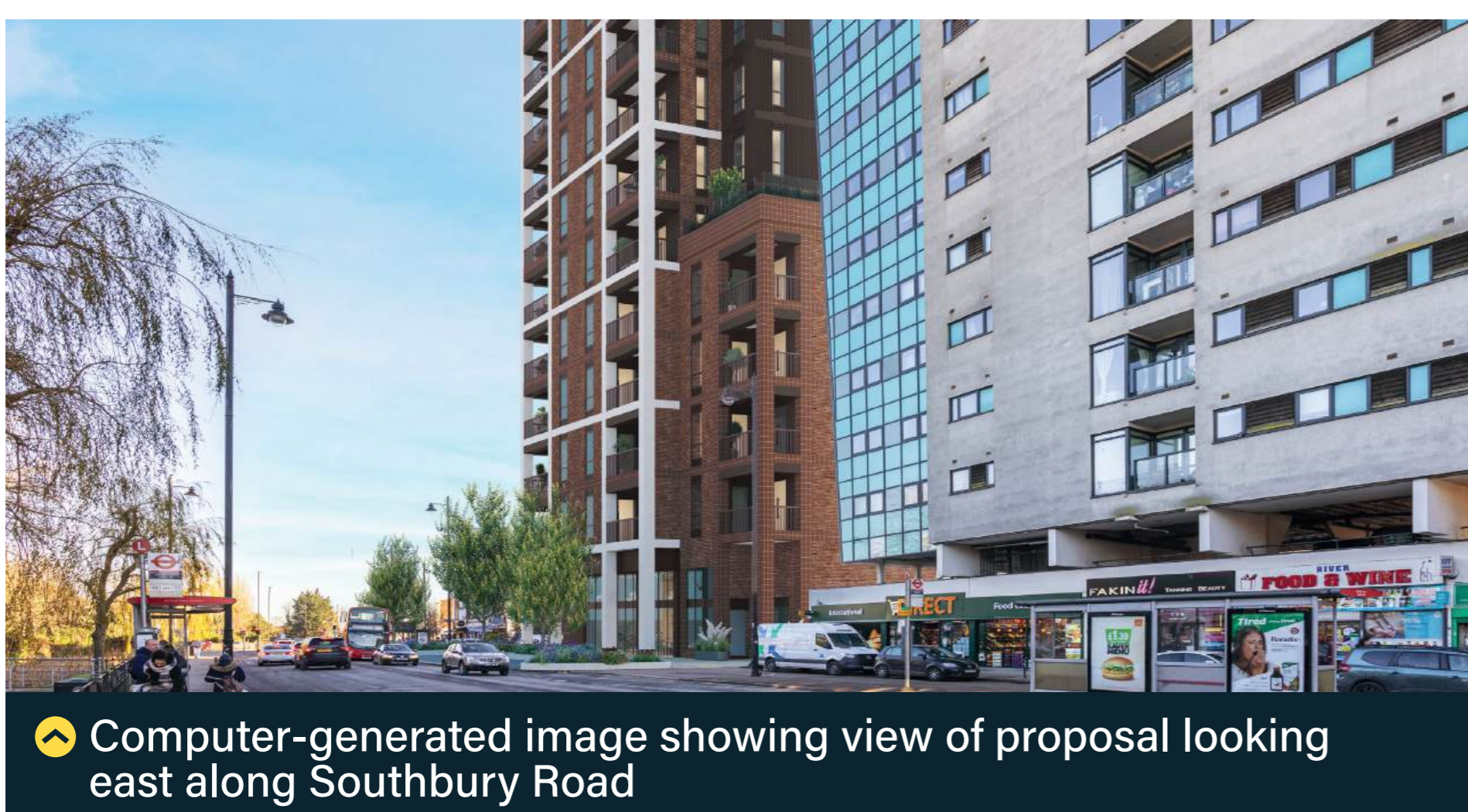
These reductions seek to create a greater separation with Pinnacle House and avoid the potential perception of a combined monolithic block. They create a more subservient building to Pinnacle House yet still achieve a lessening of the dominance of Pinnacle House in the approach into the town centre and Conservation Area. They also create a more sympathetic scale in relation to the buildings on River Front.

Two important considerations in developing the scale and massing of a new building are long-distance townscape views, particularly from sensitive locations and the daylight and sunlight effects on neighbours.

Specialist reports will be submitted as part of the planning application to demonstrate that the proposals are compliant in planning terms in both these respects and we would be pleased to share these reports with anyone interested in seeing these once finalised.

The public consultation proposal includes around 150 sq. m of commercial space at ground floor and mezzanine levels and 48 new homes based on the following bedrooms/occupants:

1 bed 2 person (55 sq. m)	1 bed 2 person (56 sq. m)	2 bed 4 person (70 sq. m)	2 bed 4 person (76 sq. m)	2 bed 4 person (77 sq. m)	3 bed 4 person (84 sq. m)	3 bed 5 person (88 sq. m)	3 bed 6 person (96 sq. m)
8	8	2	13	10	3	3	1



Computer-generated image showing view of proposal looking east along Southbury Road



Computer-generated image showing view of proposal looking west along Southbury Road

29 Southbury Road, Enfield

Design and appearance – materiality

We would be particularly interested in receiving your feedback on the façade treatment and proposed materials.

Seeking to achieve a high-quality appearance for the new building, the architects carefully analysed traditional and contemporary buildings found in the locality.

The thinking behind the design of the new building seeks to reflect both successful materiality found locally and the façade rhythm of nearby buildings.

As a result, red brick is proposed as the predominant material, honouring Enfield's brickmaking heritage, particularly along Southbury Road. Not only does this choice of material respect the local architectural context, but it also serves to set the building distinctly apart from Pinnacle House.

The proposal incorporates storey articulation or banding features that work successfully locally. A particular reference is the nearby Savoy Parade, and its white stone surrounding red brick framing technique is reflected in the façade of the proposed building. The resulting added articulation, which is markedly different to neighbouring Pinnacle House, helps to soften the scale of the proposed building.

Vertical glazing framed by horizontal bands is proposed to align the development with Enfield's traditional architectural style.



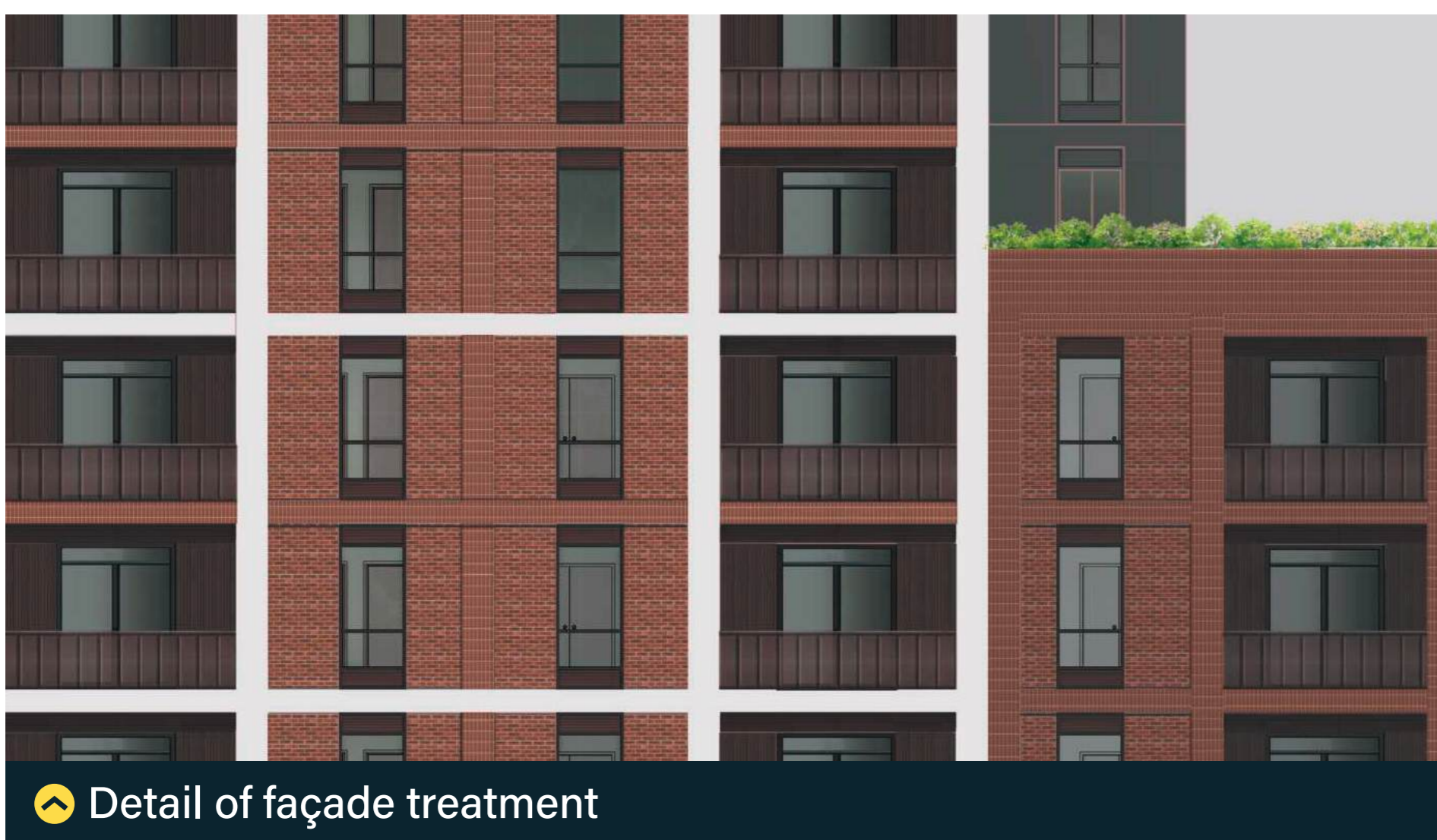
Computer-generated image showing view of proposed Southbury Road frontage

This design approach ensures the glazing proportions are consistent with contemporary housing, promoting a balanced and aesthetically pleasing appearance.

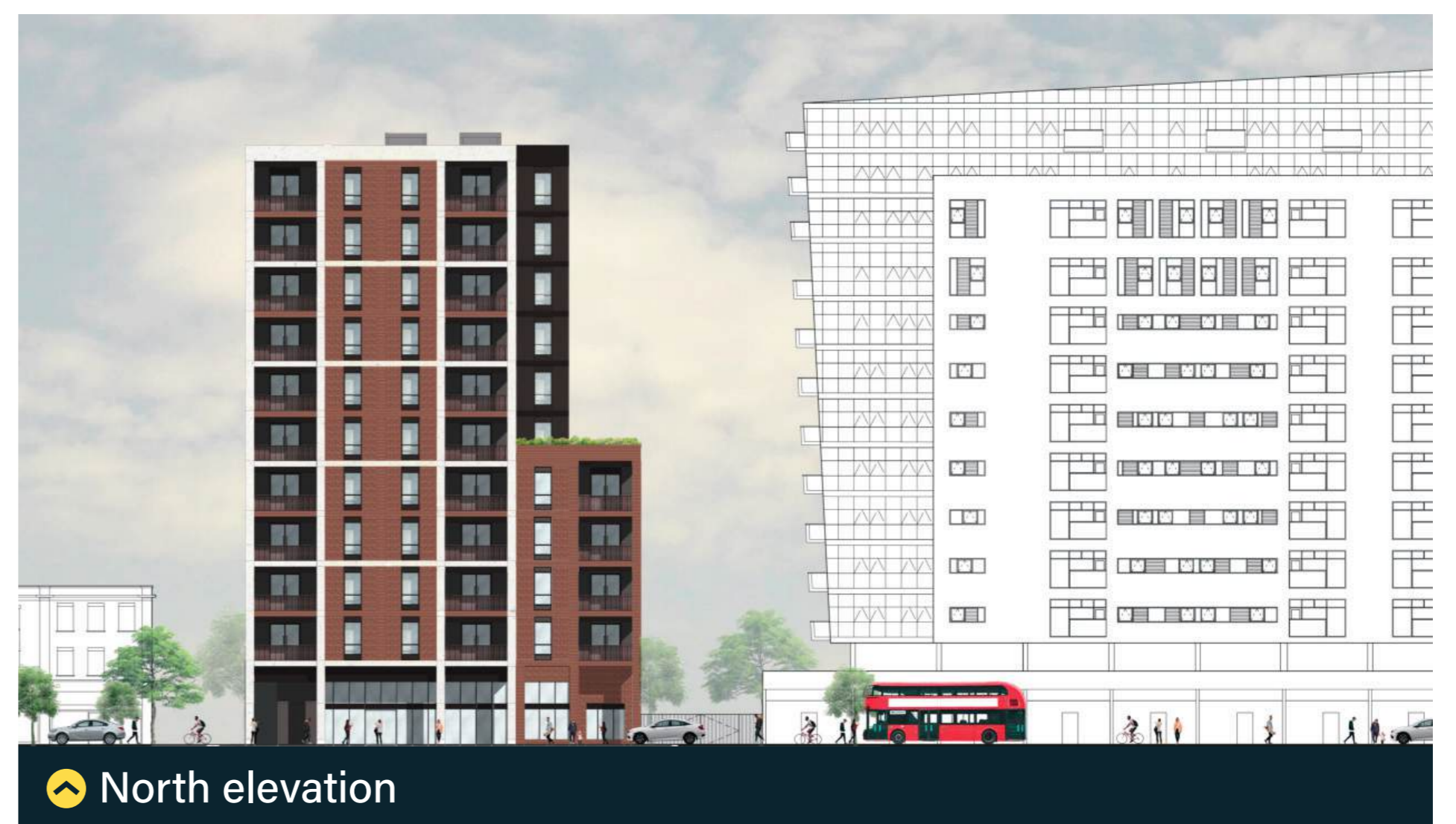
Balconies in the local area are typically positioned outside the main building structure. However, it is proposed to inset them within the façade. This will ensure that the building's strong, cohesive form is maintained, enhance dual-aspect views, and provide greater control over the design and appearance of the balconies.

Key materiality features:

- Well-researched, drawing inspiration from the surrounding town centre;
- Durable and with a high-quality finish;
- Colour palette and vertical brickwork framing thoughtfully aligned with the local context; and
- Dark contrast enhances the façade, creating depth and visually recessing certain elements.

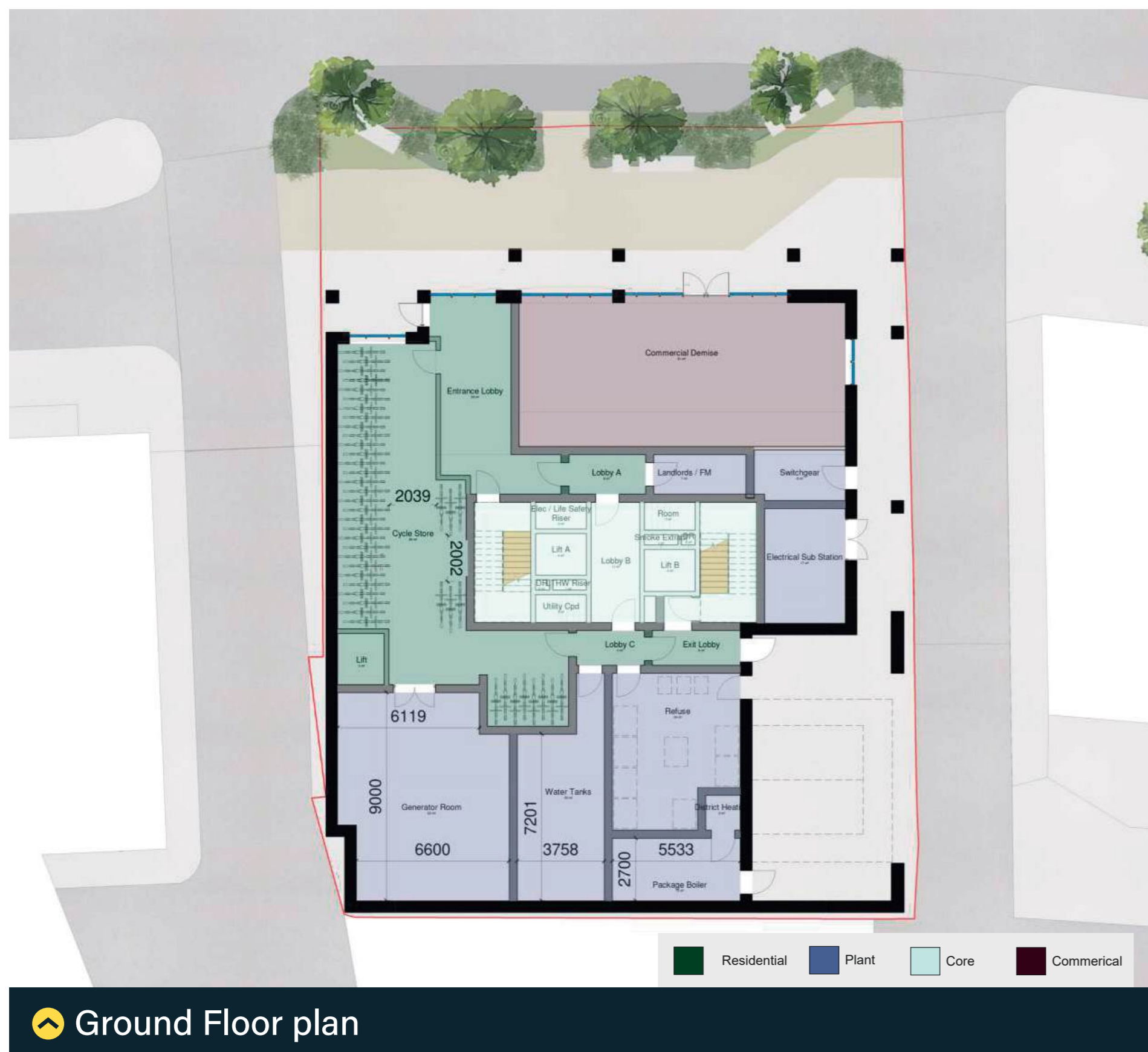


Detail of façade treatment

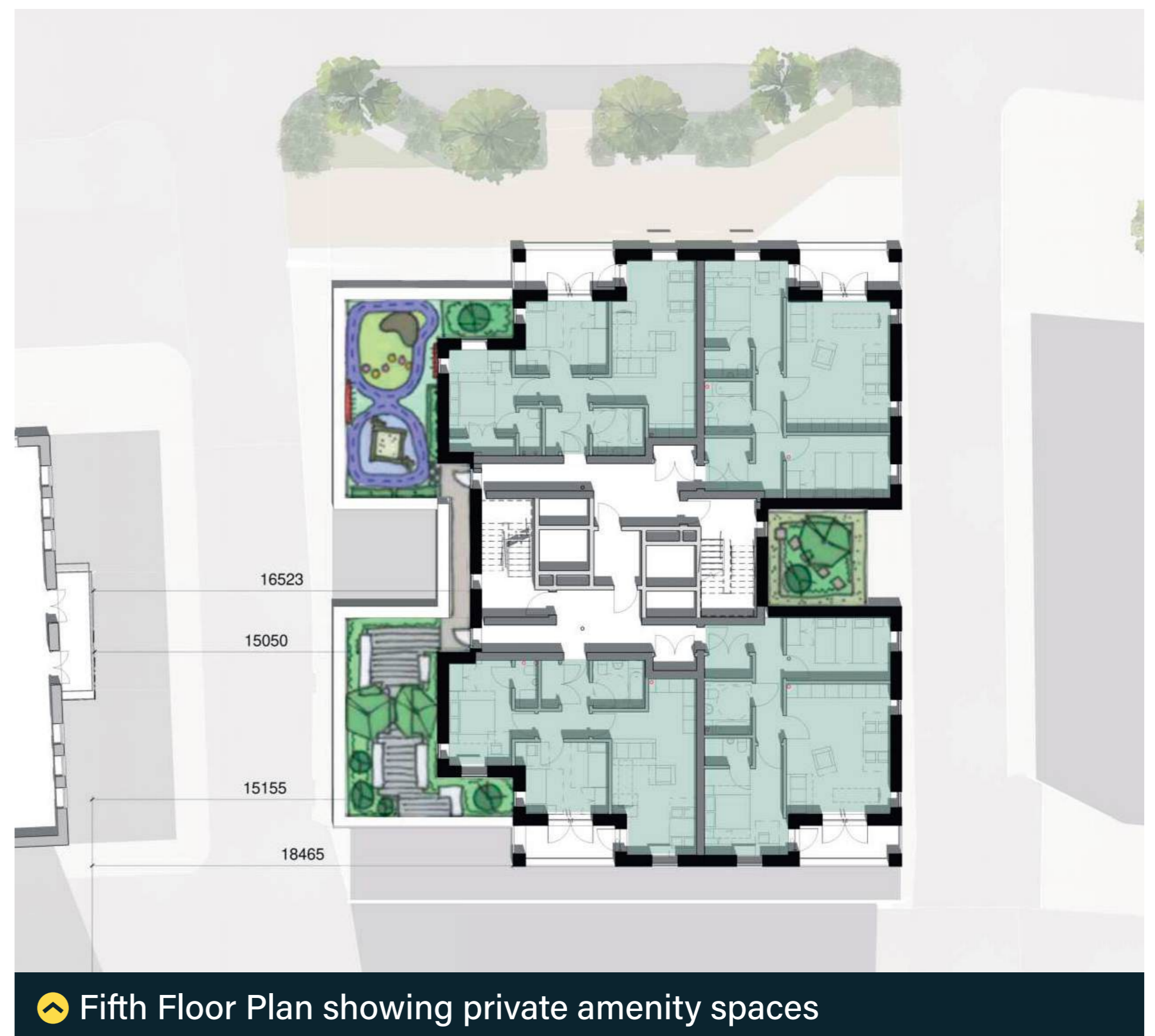


North elevation

29 Southbury Road, Enfield



Ground Floor plan



Fifth Floor Plan showing private amenity spaces

Design and appearance – access, public realm and private amenity space

The design of the emerging proposals has been led from the outset by a strong desire to create attractive public realm and amenity spaces.

At street level, planting and street trees are proposed for the Southbury Road frontage. Attractive new paving can be provided on more spacious and safer pedestrian routes along with opportunities for seating and gathering. Public cycle stands will also be included.

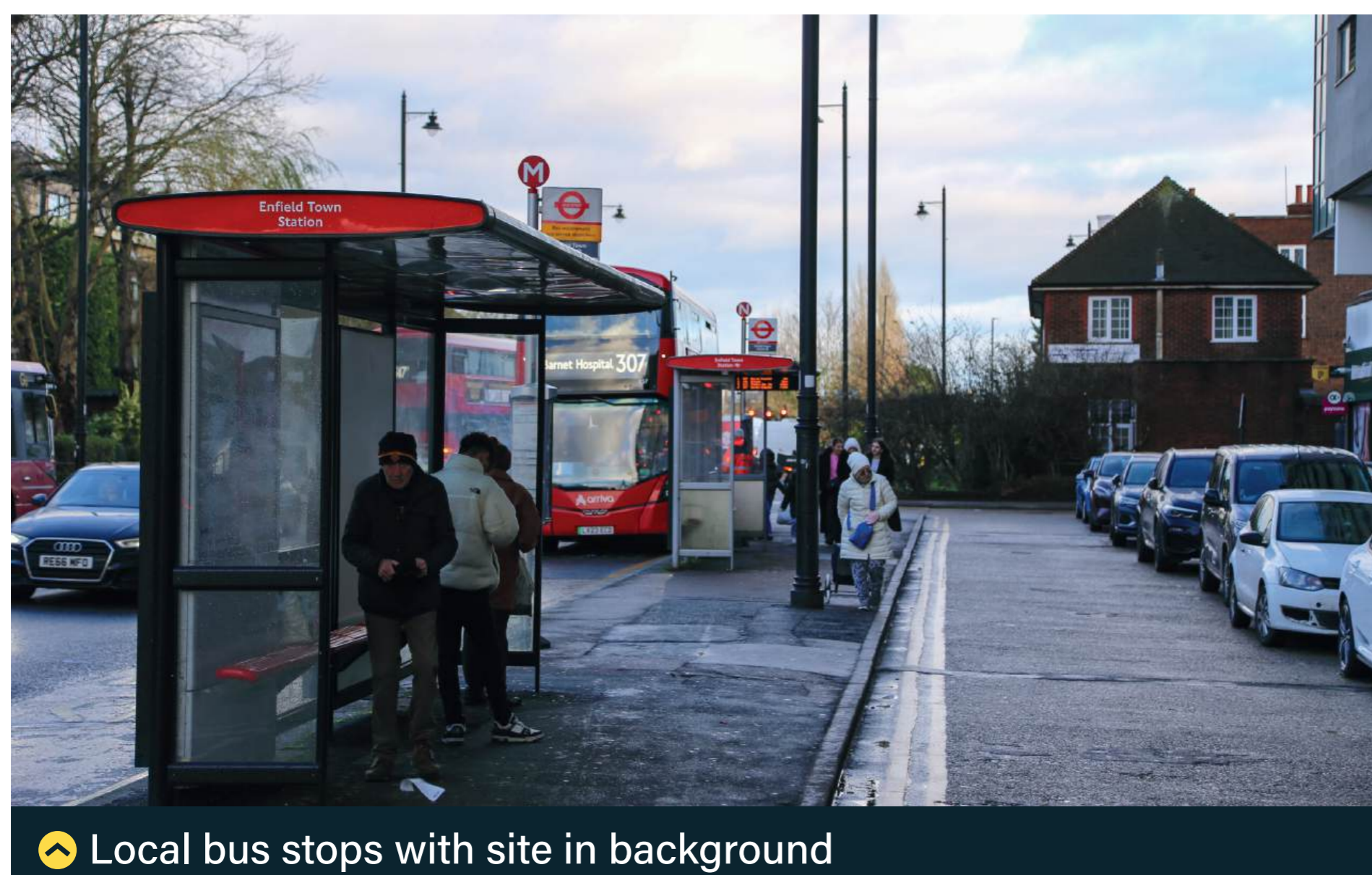
The proposals have also been designed to be future proof, enabling the opportunity to apply 'Liveable Neighbourhood' principles and introduce a cycle path on the northern edge of the public realm which could connect to an enhanced cycle network.

There will also be a recessed delivery bay on Southbury Road which will allow deliveries to both the proposed commercial uses and the new homes. This will ensure that deliveries do not impact on the free flow of traffic along the main road.

The primary entrances to the commercial space and the new homes will be accessed via the public realm on the Southbury Road frontage. Both entrances will be sheltered below an overhang of the building.

Apart from the intended provision of two car parking spaces for people with disabilities, which are reached off the side access road, the proposal will be 'car-free'. The site benefits from very good access to public transport, town centre facilities and a car club is nearby. Generous secure cycle storage will be provided at ground floor level within the proposed building.

Private landscaped amenity spaces for the residents are proposed on the eastern facade of the building on the roof of the five-storey shoulder. These green spaces will include privacy screening, decking, seating, planting and playspace. A fifth floor visual amenity only green inset will feature on the western facade.



Local bus stops with site in background



Enfield Town Station with Pinnacle House in background

29 Southbury Road, Enfield

Summary and next steps

Thank you very much for visiting this pre-application public consultation event.

You can leave your comments on one of feedback forms available today, email us at contact@enfieldtown.info or alternatively visit the dedicated website www.enfieldtown.info where you can fill in an online response form or contact us with any questions you may have.

The feedback gathered will inform the final proposal, with plans for a formal application submission to Enfield Council anticipated in the second quarter of 2025.

You can also contact us on our Freephone number: **0800 246 5890**.

The proposals for 29 Southbury Road, Enfield have been conceived to provide a new high quality residential led development including commercial uses at street level, along with an improved public realm.

The design aspirations for the new development are to:

- Provide a new high-quality development which is the most appropriate for Enfield Town;
- Introduce new homes which respond successfully to the site's location and connectivity including a suitable mix of one, two and three-bedroomed properties.
- Incorporate ground floor commercial uses which work alongside those found in the neighbouring shopping parades, creating a more joined-up frontage to Southbury Road and enhancing the area's economic vitality;
- Ensure that high quality living spaces are provided with dual aspects and inset balconies;
- Provide landscaping and playspace for residents within the development which will provide dedicated private areas for recreation and relaxation;
- Complement yet be a distinct contrast with the neighbouring Pinnacle House, adding exemplary new architecture at this key entrance to Enfield Town;
- Enhance the local streetscape and provide attractive public open space on Southbury Road, fostering community interaction,;
- Ensure that the new building is sensitive to neighbouring residential amenity, the Conservation Area and sits comfortably in long-distance views;
- Design a new building that will fit in with the wider town centre regeneration plans set out in Enfield's emerging Local Plan; and
- Use durable materials with a high-quality finish that aligns with those found locally, such as red brick.



Computer-generated image showing aerial view of proposal looking south west



Computer-generated image showing view of proposal looking east along Southbury Road



Computer-generated image showing view of proposal looking west along Southbury Road

Community consultation
1st Quarter 2025

Planning submission
2nd Quarter 2025

Planning decision
4th Quarter 2025

Start of construction
1st Quarter 2026

Completion
4th Quarter 2027

INDICATIVE TIMELINE