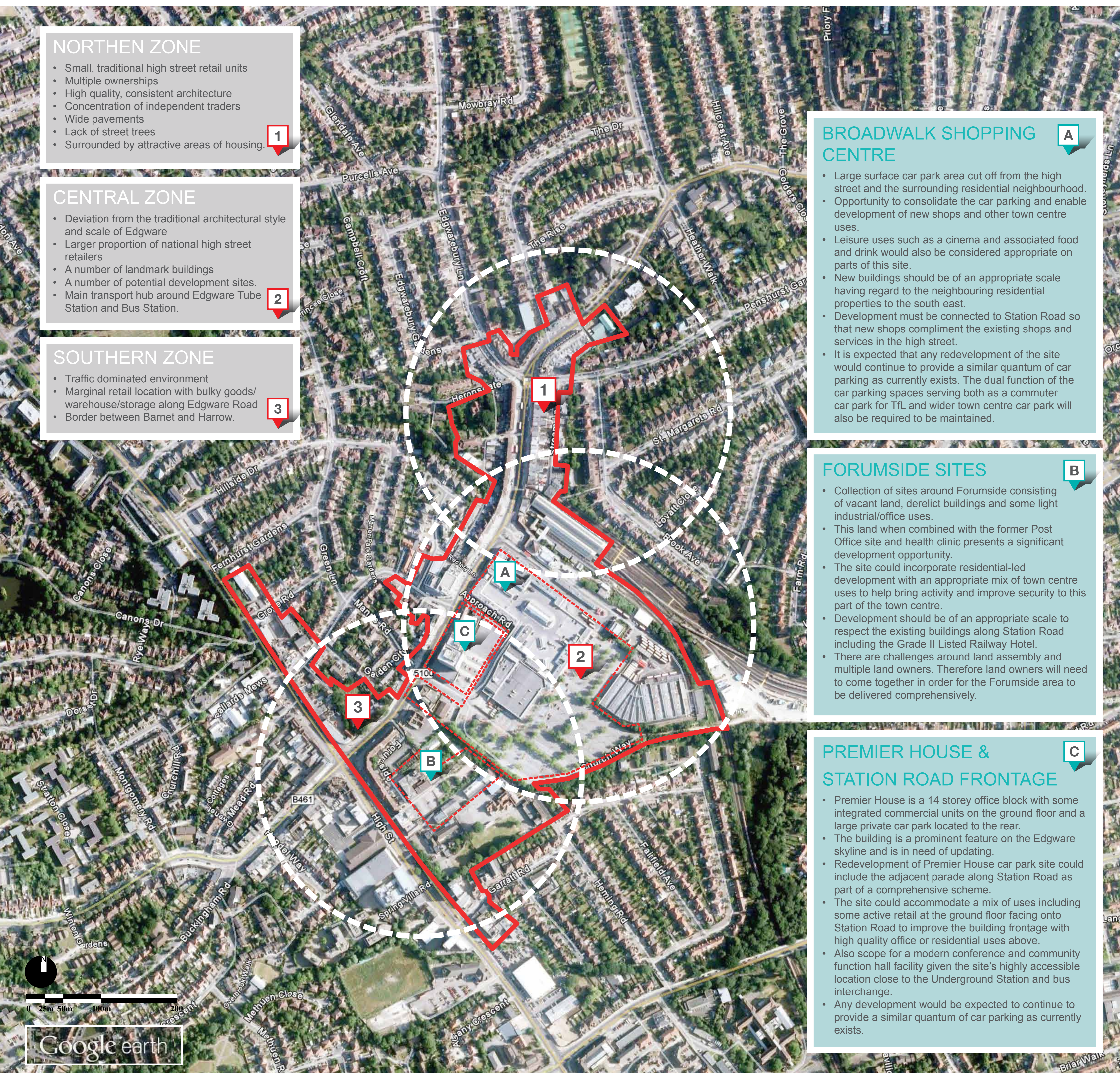


Character Areas & Key Sites

Edgware town centre can be divided into three broad **character areas** covering the northern, central and southern parts of Station Road. Each of these areas provide different uses and have slightly different functions in the town centre.

There are three **key sites** within the Central Zone which represent opportunities for development that could accommodate a mix and range of town centre uses that will help deliver the vision and objectives of the Town Centre Framework. The character areas and key sites are described in more detail below.



NORTHERN ZONE

- Small, traditional high street retail units
- Multiple ownerships
- High quality, consistent architecture
- Concentration of independent traders
- Wide pavements
- Lack of street trees
- Surrounded by attractive areas of housing.

1

CENTRAL ZONE

- Deviation from the traditional architectural style and scale of Edgware
- Larger proportion of national high street retailers
- A number of landmark buildings
- A number of potential development sites.
- Main transport hub around Edgware Tube Station and Bus Station.

2

SOUTHERN ZONE

- Traffic dominated environment
- Marginal retail location with bulky goods/warehouse/storage along Edgware Road
- Border between Barnet and Harrow.

3

BROADWALK SHOPPING CENTRE

- Large surface car park area cut off from the high street and the surrounding residential neighbourhood.
- Opportunity to consolidate the car parking and enable development of new shops and other town centre uses.
- Leisure uses such as a cinema and associated food and drink would also be considered appropriate on parts of this site.
- New buildings should be of an appropriate scale having regard to the neighbouring residential properties to the south east.
- Development must be connected to Station Road so that new shops compliment the existing shops and services in the high street.
- It is expected that any redevelopment of the site would continue to provide a similar quantum of car parking as currently exists. The dual function of the car parking spaces serving both as a commuter car park for TFL and wider town centre car park will also be required to be maintained.

A

FORUMSIDE SITES

- Collection of sites around Forumside consisting of vacant land, derelict buildings and some light industrial/office uses.
- This land when combined with the former Post Office site and health clinic presents a significant development opportunity.
- The site could incorporate residential-led development with an appropriate mix of town centre uses to help bring activity and improve security to this part of the town centre.
- Development should be of an appropriate scale to respect the existing buildings along Station Road including the Grade II Listed Railway Hotel.
- There are challenges around land assembly and multiple land owners. Therefore land owners will need to come together in order for the Forumside area to be delivered comprehensively.

B

PREMIER HOUSE & STATION ROAD FRONTAGE

- Premier House is a 14 storey office block with some integrated commercial units on the ground floor and a large private car park located to the rear.
- The building is a prominent feature on the Edgware skyline and is in need of updating.
- Redevelopment of Premier House car park site could include the adjacent parade along Station Road as part of a comprehensive scheme.
- The site could accommodate a mix of uses including some active retail at the ground floor facing onto Station Road to improve the building frontage with high quality office or residential uses above.
- Also scope for a modern conference and community function hall facility given the site's highly accessible location close to the Underground Station and bus interchange.
- Any development would be expected to continue to provide a similar quantum of car parking as currently exists.

C