

# **RITZ PARADE TRADERS ASSOCIATION**

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Hon. Secretary  
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29<sup>th</sup> May 2013

Dear Sirs

## **North Circular Area Action Plan**

We would like to contribute to the consultation process and make the following comments in response to the draft plan:

1. We welcome the plan's strengthening of the Ritz Parade area as a defined and designated shopping area. Ritz Parade has, despite the adverse trading conditions created by years of uncertainty and blight managed to survive and serve a community which has over the years supported the traders. The plan provides grounding for this retail function and this is welcomed.
2. We agree that as a result of past planning decisions, the viability of the parade has been reduced significantly, principally as a result of the lack of parking. The AAP identifies the currently vacant area, east of the parade as an opportunity site to accommodate parking, some commercial and some residential units. This is welcomed and will serve to enhance the viability of the area. The corner positioning of this site would for example make it suitable for a local community facility such as a medical centre. This would not only serve the wider community, it would also attract more foot

fall to the parade helping the commercial element thrive organically.

3. The traders acknowledge the development opportunity identified to the west side, on the proviso that any flats above are built in keeping with the area. Further, any new parking opportunities should not be negated by a mass influx of new residential units. Reasonable parking is a prerequisite for any viable shopping area and therefore any area of parking identified should be designated for the retail units.
4. The plan quite rightly identifies the need to create a landmark point along the parade. Currently, the Jehovah's hall goes some way towards this function; however, there is a need for a commercial landmark also. Prior to the recent TFL road scheme, this function was served by the old Barclays building on the corner of Powys Lane, now demolished. The remnants of the TFL scheme has been the loss of what was a much loved building and landmark, the removal of all parking which served the parade and a complete abandonment of the retail element in this area, still without a clear vision for the area. We would like to see the plan positively avoid these same errors which, in effect destroyed what was good and now requires planners and developers to look for ways to replace those much needed elements. For this reason, we would like to see much less emphasis on the option of a "comprehensive" redevelopment of the entire parade and greater emphasis on the mixed use development opportunities identified either side of the central section of the parade. The reason we say this is because any comprehensive redevelopment would require a number of parties working for a long time in collaboration, with the added complexity of CPOs. The different pockets of land ownership will make this process difficult and very lengthy. This area has already been blighted by over 30 years of uncertainty, constantly waiting for something to happen. Residents and traders no longer want to "wait". We have the building blocks already to make the area vibrant and the Ritz Parade viable, the plan should therefore look to enhancing these elements and discouraging a plan which

will in effect kick the much needed changes into the long grass once again.

In summary, there are already plans afoot to bring more residents into the area, the AAP should emphasise to a greater degree the role which Ritz Parade will have in cementing this community. A community cannot grow from simply increasing the residential elements; Ritz Parade is an essential component of creating and sustaining the local townscape character in this small and up until now much neglected pocket of Enfield. On the other hand, the area is not one which can mimic the type and scale of mixed use similar to say Edmonton Green. This appears to be what the “comprehensive” redevelopment option is suggesting. The area requires a commitment to enhance and improve the area now with a view to achieving certainty and settlement as soon as possible. It should do this by seeking to strike a balance between sympathetic development by enhancing the exiting positive elements of the site. The primary focus should be the retention of all of the commercial elements of the Parade, helping them to survive as viable commercial units and a growing hub for a growing community.

Yours faithfully

**N Salih**  
**On behalf of the Ritz Parade Traders**