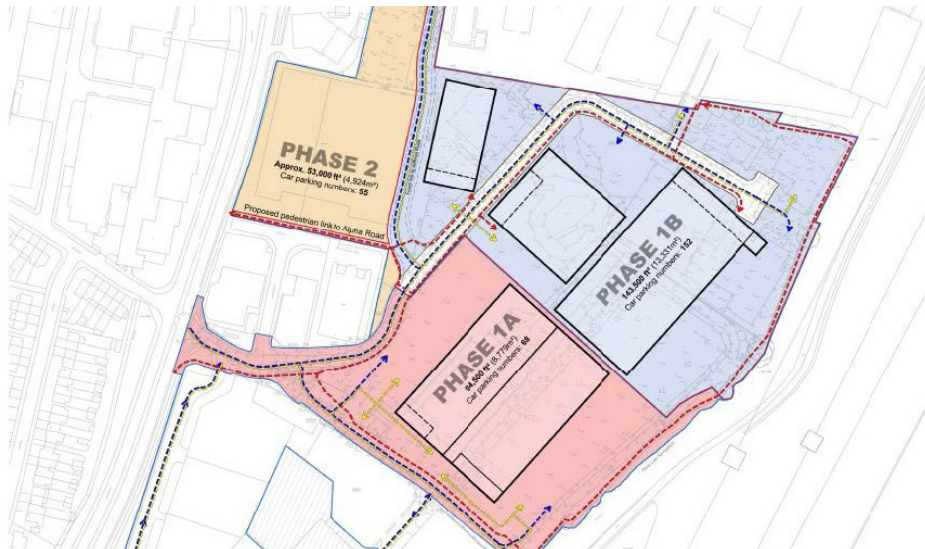


Enfield Distribution Park, Ponders End

Aberdeen Asset Management and
Graftongate Investments Limited

● Planning



Planning Potential secured outline planning permission for Phases 1 and 2 of the comprehensive redevelopment of Ponders End Industrial Estate into a major employment-led scheme.

Demonstrating our ability to unlock large-scale industrial regeneration, combining strategic planning judgement, consultee coordination and committee advocacy to secure unanimous approval for a complex outline application.

The Challenge

The proposals related to the comprehensive redevelopment of Ponders End Industrial Estate, a 2.56 hectare site within the Brimsdown Strategic Industrial Location identified in the London Plan and local planning policy. The scheme involved demolition of existing industrial buildings and delivery of approximately 31,552 sq m of new B1, B2 and B8 floorspace, alongside servicing, parking, hardstanding and landscaping.

Despite the site's employment designation, objections were raised by urban design and sustainability officers, creating risk around viability, programme and the delivery of a strategically important employment site.

Without a clear planning strategy and effective management of policy, viability and consultee concerns, the scheme risked objection, delay or refusal.

Our Approach

- Prepared a comprehensive outline planning strategy for Phases 1 and 2 of the redevelopment
- Worked closely with Enfield Council planning officers pre and post submission
- Coordinated responses to consultees including the Environment Agency, Highways and English Heritage
- Addressed urban design and sustainability objections through viability-led planning justification
- Balanced material considerations against development viability to secure officer support
- Negotiated the Section 106 Agreement, conditions and subsequent Reserved Matters submissions

The Outcome

- Unanimous committee resolution to grant outline planning permission in October 2014
- Consent secured for approximately 31,552 sq m of B1, B2 and B8 employment floorspace
- Scheme endorsed as delivering approximately 750 new jobs within the Enfield Borough
- Reserved Matters approvals granted in June 2016 and May 2017 for Phases 1A and 1B
- Five new industrial units completed in November 2018 following commencement in August 2016