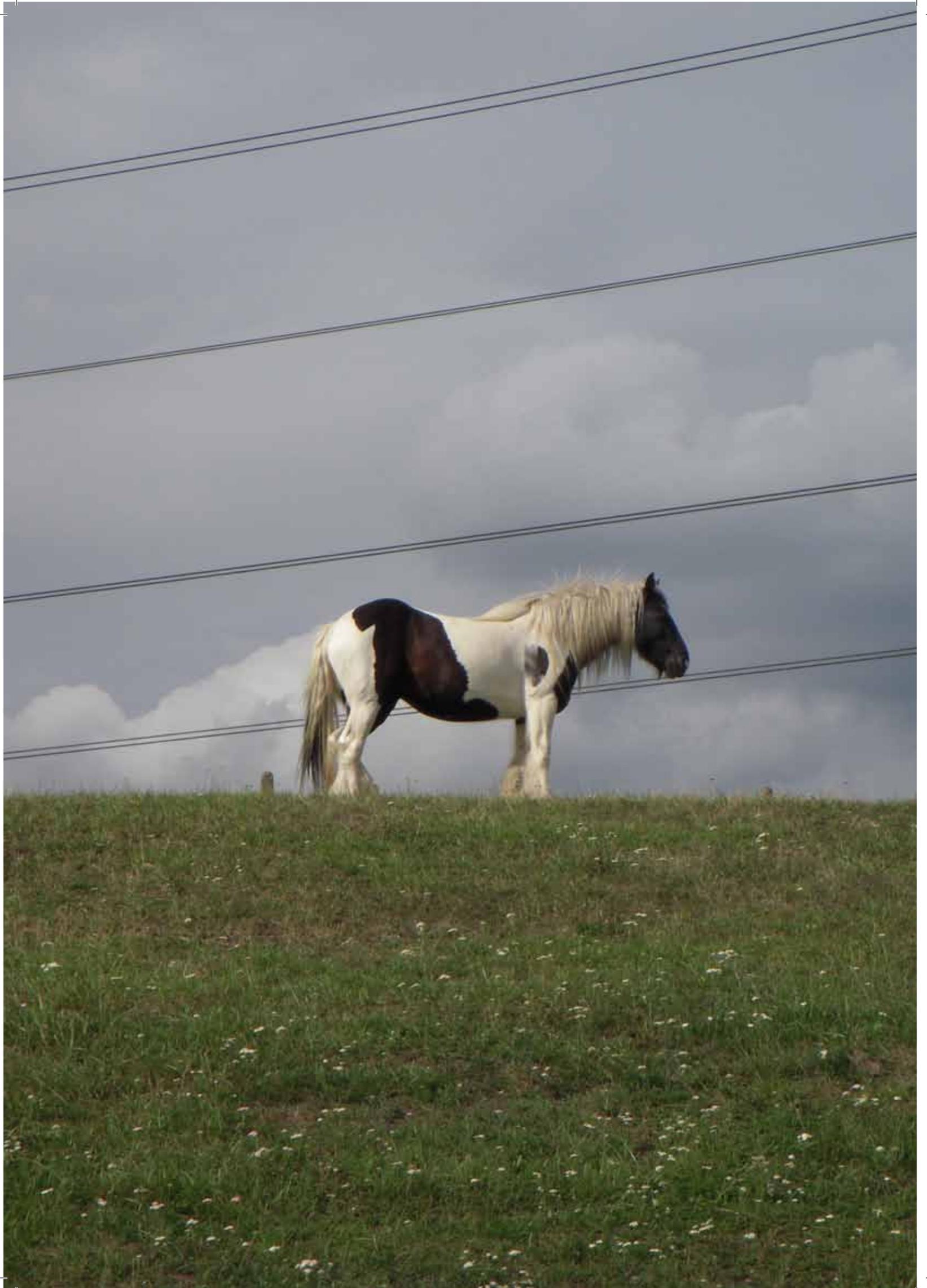


BLACKHORSE LANE

Going for Growth

Proposal in support of Outer London Fund Round 2 Bid Application
November 2011





CONTENTS

This document has been prepared on behalf of the London borough of Waltham Forest to support the Round 2 Outer London Fund Bid Application.

PART 1: PROJECT DETAILS

1	1.1	The Vision
2	1.2	The Place
8	1.3	Opportunities in Blackhorse Lane
8	1.4	Challenges in Blackhorse Lane
9	1.5	The Actions
12		<i>01. Gateway to the Wetlands</i>
16		<i>02. Cycle + Pedestrian Linkages</i>
18		<i>03. Shop front improvements</i>
20		<i>04. Art interventions</i>
21		<i>05. Blackhorse Workshops</i>
23		<i>06. Creative Clusters</i>
24		<i>07. Signage for trading estates</i>
26		<i>08. Streetscape improvements and wayfinding</i>
28		<i>09. Resource for Coordinator</i>
28		<i>10. Resource for pre-application advice</i>
29		<i>11. Resource for Monitoring outcomes</i>
30	1.6	Our Objectives

PART 2: CRITERIA RESPONSE

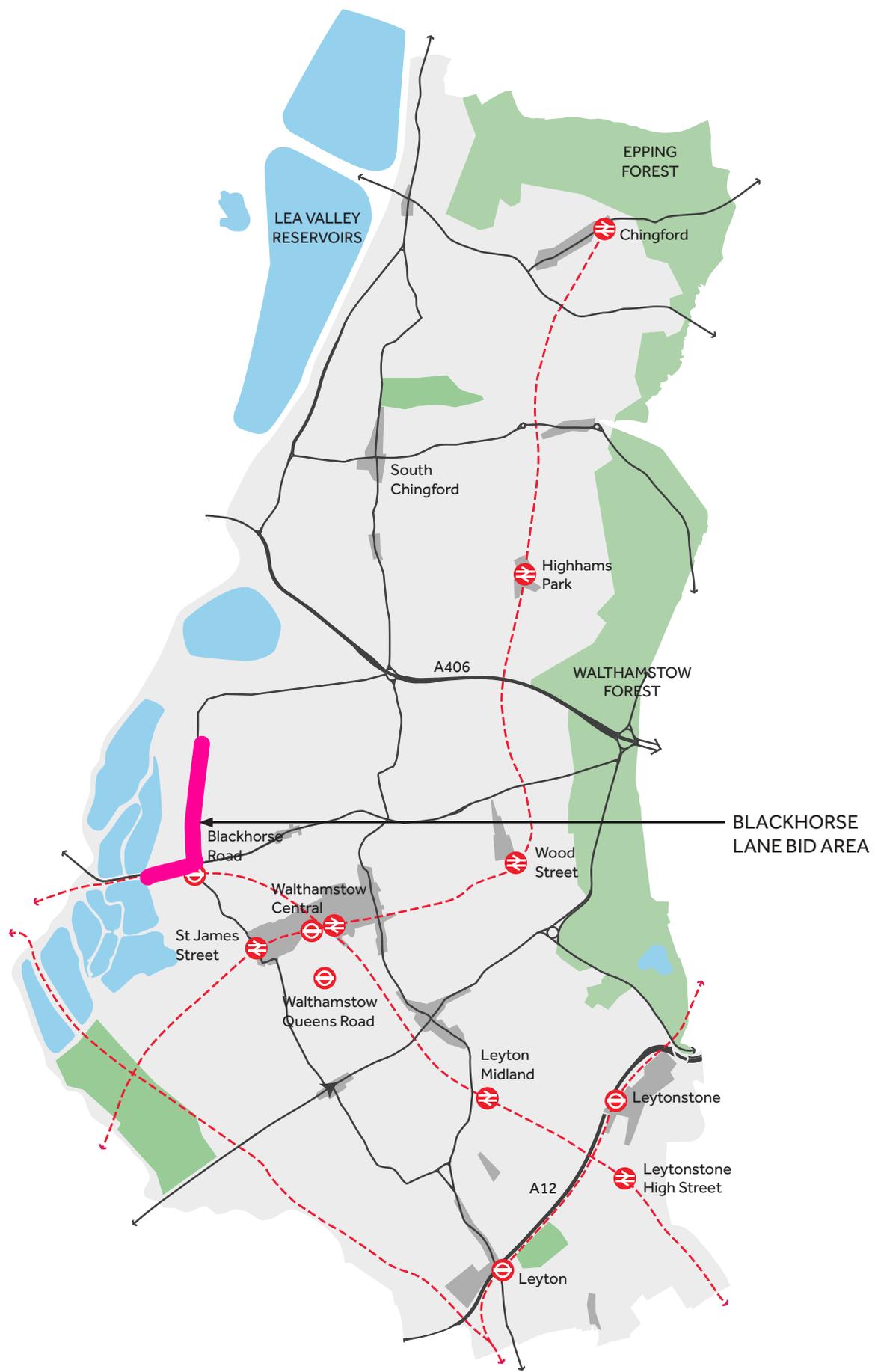
31	2.1	Geographical suitability
32	2.2	Deliverability
35	2.3	Vibrancy and Growth
39	2.4	Place-shaping
45	2.5	Collaboration and support

PART 3: DEMONSTRATING ECONOMIC UPLIFT

47	3.1	Overview
48	3.2	Baseline
51	3.3	The Benefits
60	3.4	The Costs - removed as confidential

PART 4: DELIVERY - removed as confidential

64	4.1	Project Timetable
66	4.2	Delivery Organisations
66	4.3	Source and Funding Identified
67	4.4	Funding Support from Mayor
69	4.5	Risk Register



PART 1: PROJECT DETAILS

1.1 The Vision

1.1.1 Vision for BHL regeneration area as set out in the BHL AAP preferred Options (August 2011)

"To evolve Blackhorse Lane into a mixed-use area, comprising a range of housing, interspersed with small-scale local business/ commercial spaces.

Existing built fabric and cultures are retained and characterise the new neighbourhoods, creating meaningful desirable places to live and work. Residents and employees have access to resources and opportunities locally, offering betterment and wealth generation.

Unique resources such as the phenomenal Walthamstow Wetlands are integrated into a positive public realm framework, designed to encourage social interaction and creating access for all."



Blackhorse Lane Area Action Plan: Key development sites

1.2 The Place

1.21 London Borough of Waltham Forest

The London Borough of Waltham Forest is an Outer London Borough with excellent connections to the City and West End, and well-defined localities with distinctive characteristics.

The Borough is strongly defined by its industrial and natural water landscape of the Lea Valley to the West, and Epping Forest to the East, the two largest public open spaces in London. Both of these spaces lend the Borough qualities and characteristics that could be strengthened. The Borough extends from beyond the North circular and the Green Belt in the North, to the heart of the London 2012 Olympic Park in the South.

Waltham Forest has a diverse population and a higher than average birth rate, indicating a young and growing population. A large and diverse range of Black and Minority Ethnic communities. The Borough faces issues of declining wealth in the population and a reduction in residents in 'managerial and professional' jobs, as well as increases in health inequalities and crime.

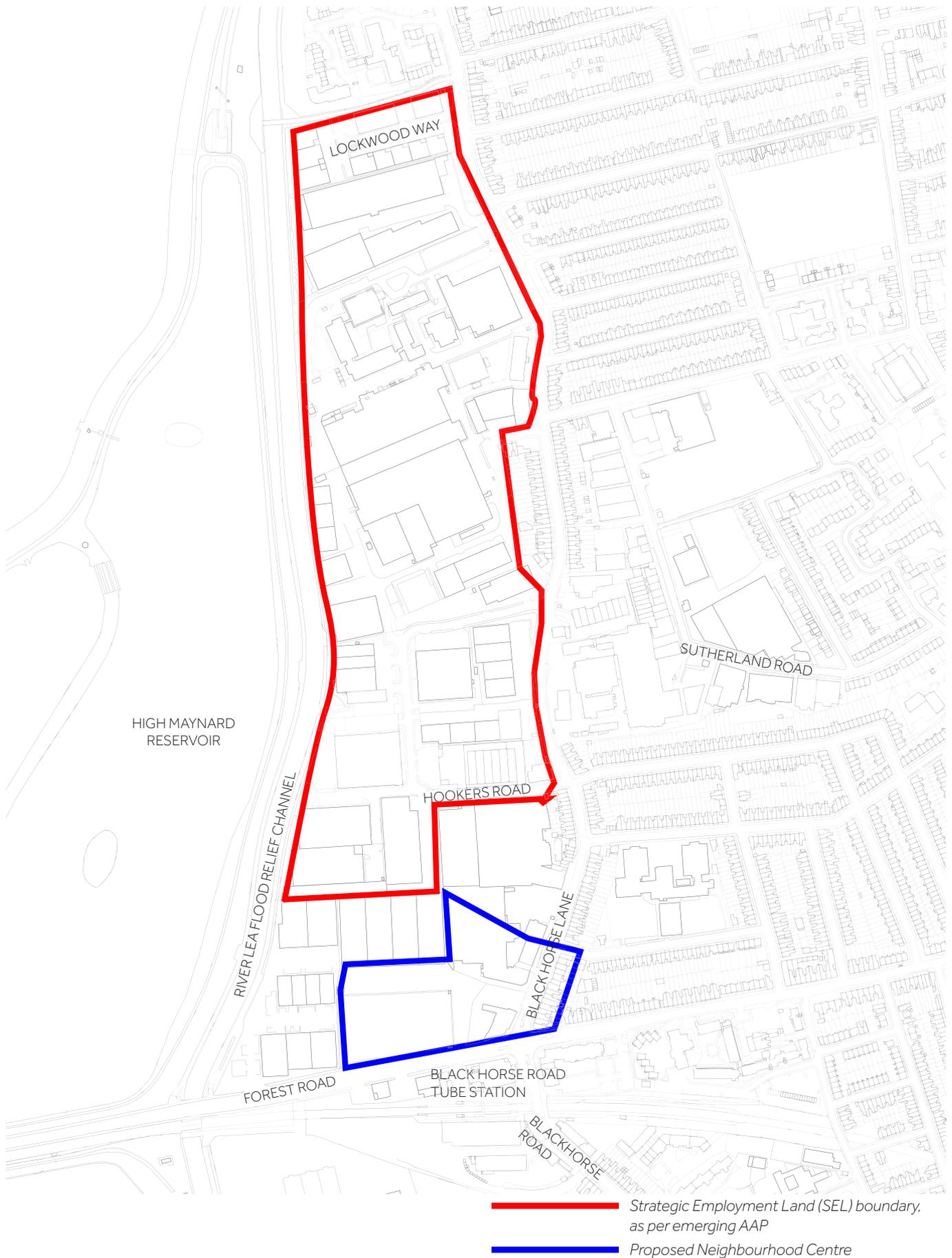
94% of the Borough now ranks among the poorest half of areas nationally.

Despite the challenges, the Borough has excellent transport assets, links to high quality outdoor spaces and generally good quality Victorian housing stock, and is committed to growth and regeneration in its town centres.

1.22 London Borough of Waltham Forest's High Street Life

The Borough recognises that its community, culture, character and employment are structured around its network of high streets. The different local qualities of these high streets are some of the Borough's key assets, and they are also the areas that could benefit most from investment to help support growth, both in terms of the local economy and housing. The Borough therefore commissioned a team led by East architects to develop a strategy for the high streets and shop fronts in Waltham Forest to assist the Borough in supporting the business economy and neighbourhood regeneration.

The resulting strategy is called "The High Street Life", and it strongly informs the approach to our OLF Round 2 bids.



HIGH MAYNARD RESERVOIR

LOCKWOOD WAY

SUTHERLAND ROAD

HOOKERS ROAD

RIVER LEA FLOOD RELIEF CHANNEL

BLACKHORSE LANE

FOREST ROAD

BLACKHORSE ROAD TUBE STATION

BLACKHORSE ROAD

- Strategic Employment Land (SEL) boundary, as per emerging AAP
- Proposed Neighbourhood Centre

Site plan and diagram of neighbourhood centre and SEL

1.23 Blackhorse Lane

The Blackhorse Lane area of Waltham Forest is a key location, and identified as a growth area within the Mayor's Upper Lea Valley Opportunity Area. It has significant potential for improvement with its unique location on the edge of the Lea Valley Park, its radial and orbital transport linkages via the Victoria Line and the Barking to Gospel Oak Line, the strength of its small and medium sized business base and its youthful population.

Blackhorse Lane itself runs along the eastern edge of the Lea Valley. Like much of the Upper Lea Valley, the Blackhorse Lane area has a strong heritage in manufacture and industry. This is still very much in evidence today, and much of the area is designated as a Strategic Employment Area within the London Plan. Other areas are designated as Borough Employment Area. However, recently some Employment Land has been released, generating key development sites for housing-led mixed use near to Blackhorse Road station, at the junction of Forest Road and Blackhorse Lane.

Blackhorse Lane is proposed in the emerging Core Strategy to be upgraded to a Neighbourhood Centre. The centre will be located around the Forest Road/ Blackhorse Lane crossroads, which is known as the "Standard Junction" after local pub and music venue "the Standard" on the corner. The centre also stretches to the west to encompass part of one of the key development sites. In this location are also number of convenience stores, cafes and takeaways, and the Council will support the development of a range of facilities here include convenience shopping, local services, small scale leisure, arts, cultural or entertainment uses and/or eating and pubs and bars.

The area is identified as a key regeneration area, one of four within the Borough. It is identified as capable of intensification and growth in both the London-Stansted-Peterborough Growth Area and the Upper Lee Valley Opportunity Area. The London Borough of Waltham Forest (LBWF) is undertaking a major regeneration programme

in Blackhorse Lane, with support from Design for London and the London Development Agency (LDA). As part of the Borough's LDF, the BHL AAP Preferred options and Urban Design Framework has completed its public consultation stage and we are in the process of considering the representations.

The AAP preferred options identifies the opportunity for up to 2400 new homes across a number of sites within the Blackhorse Lane area, a new school, medical centre, B1 commercial units for creative industries, new social infrastructure and D1 uses and new retail and commercial development in accordance with Blackhorse Lane's proposed Neighbourhood Centre status.

378 housing units have recently been delivered or are in the process of being built in the Blackhorse Lane area, and active engagement has been ongoing with the landowners of key development sites in the Blackhorse Lane area since 2007. We have just granted planning permission for another 46 homes and are currently considering an application for a mixed use development at Webbs involving 250 homes. We are having informal pre-application discussions in respect of 3 sites at the station Hub. The area is primed for growth.

The Borough's long-term vision is to evolve Blackhorse Lane into a mixed-use residential area, interspersed with small-scale local business and commercial spaces and public open spaces. Existing built fabric and cultures will be retained and characterise the new neighbourhoods, creating meaningful, desirable places to live and work. The opportunity must also be taken to integrate the unique resource of the phenomenal Lea Valley landscape. Alongside the area's industrial heritage, this landscape is seen as central to the evolution of the character of the area.



High and Low Maynard reservoirs



Standard Junction looking North up Blackhorse Lane



Blackhorse Road Station, looking South down Blackhorse Rd.



Existing business in trading estate

1.3 Opportunities in Blackhorse Lane

Landscape

- Blackhorse Lane is seen as the eastern gateway to the Walthamstow Wetlands, the phenomenal and under-used green and water infrastructure of the Upper Lea Valley.
- Thames Water, in supporting the Walthamstow Wetlands scheme, are supportive of opening up the reservoirs at new entry points for better access.

Growth

- Blackhorse Lane is an Opportunity Area with the potential for housing growth and mixed-use development.
- Pre-application discussions are underway with 3 major developments.

Transport

- The area benefits from excellent transport connections: PTAL Level 5 at the Station Hub site.
- 6.1million people travel through Blackhorse Lane underground station every year

Jobs

- The area has good links across the Valley to the major development area and jobs of Tottenham Hale
- The area is a hub for employment.

Businesses and industry

- The area has a relatively large number of small businesses and micro-enterprises, as well as established artisanal industries making specialist hand-made wares.
- The area is emerging as a hub for creative industry

Creative community

- New and established artist communities such as Barbican Arts Group Trust.

1.4 Challenges in Blackhorse Lane

Kickstarting development

- A big challenge is bringing forward development, and development of high quality, in the current economic climate
- The area needs significant investment to make a positive difference.

Poor perceptions

- There is a very poor perception of the area, dominated by traffic and industry and with low quality public realm.
- Poor interface between residential and industry
- The industrial estates relates poorly to Blackhorse Lane and currently bring down perception of the area as a place to live.

Reservoir landscape under-utilised

- There is very poor access to reservoirs.

Poor wayfinding

- Poor way-finding for visitors to and within the industrial estates in the area
- Poor wayfinding and long distance to the reservoir gateways

Low quality station area

- Poor quality access to Blackhorse Road station and interchange projects low aspirations, despite the excellent transport connections.

Run-down buildings

- Poorly maintained building frontages project an image of decline.

New School

- There is a need for increased primary and secondary school places, and the need for funding to develop the proposed new school at the identified 'new school site'.

Standard Junction

- Low quality pedestrian and cycle environment and poor crossing points.
- Narrow pavement widths.
- Traffic dominated environment.

1.5 The Actions

We have called the suite of bids, "Going for Growth". With reference to Blackhorse Lane, this is particularly significant because the potential for growth is so strong, and the case for investment is so compelling, as outlined in earlier pages.

We would also like to acknowledge here the future plans for Blackhorse Lane that are not part of this current bid. These include upgrading the cycle and pedestrian environment at the Standard Junction and towards Walthamstow Wetlands, with pavement widening and much-improved crossing. The Council also has ambitions for the site south of the station (Howarden Road site) where the intention was to build a new school prior to changes in the BSF programme. In the timescale of this bid process it was not possible to include those elements, but the Borough is committed to those projects as part of its vision for Blackhorse Lane.

The proposed actions are focussed around making the Blackhorse Lane area somewhere to enjoy spending time because there is much evidence that currently 6.1 million people pass through the underground station, with little reason to stop.

The actions recognise the best of the existing assets and opportunities in Blackhorse Lane, namely the Lea Valley landscape, industry and business, and emerging creative industries. It aims to make the most of them at a time when there is still some uncertainty about what development will come forward. The ultimate goal is to help generate the right environment for bringing forward good quality development that recognises the character and the value of the area.

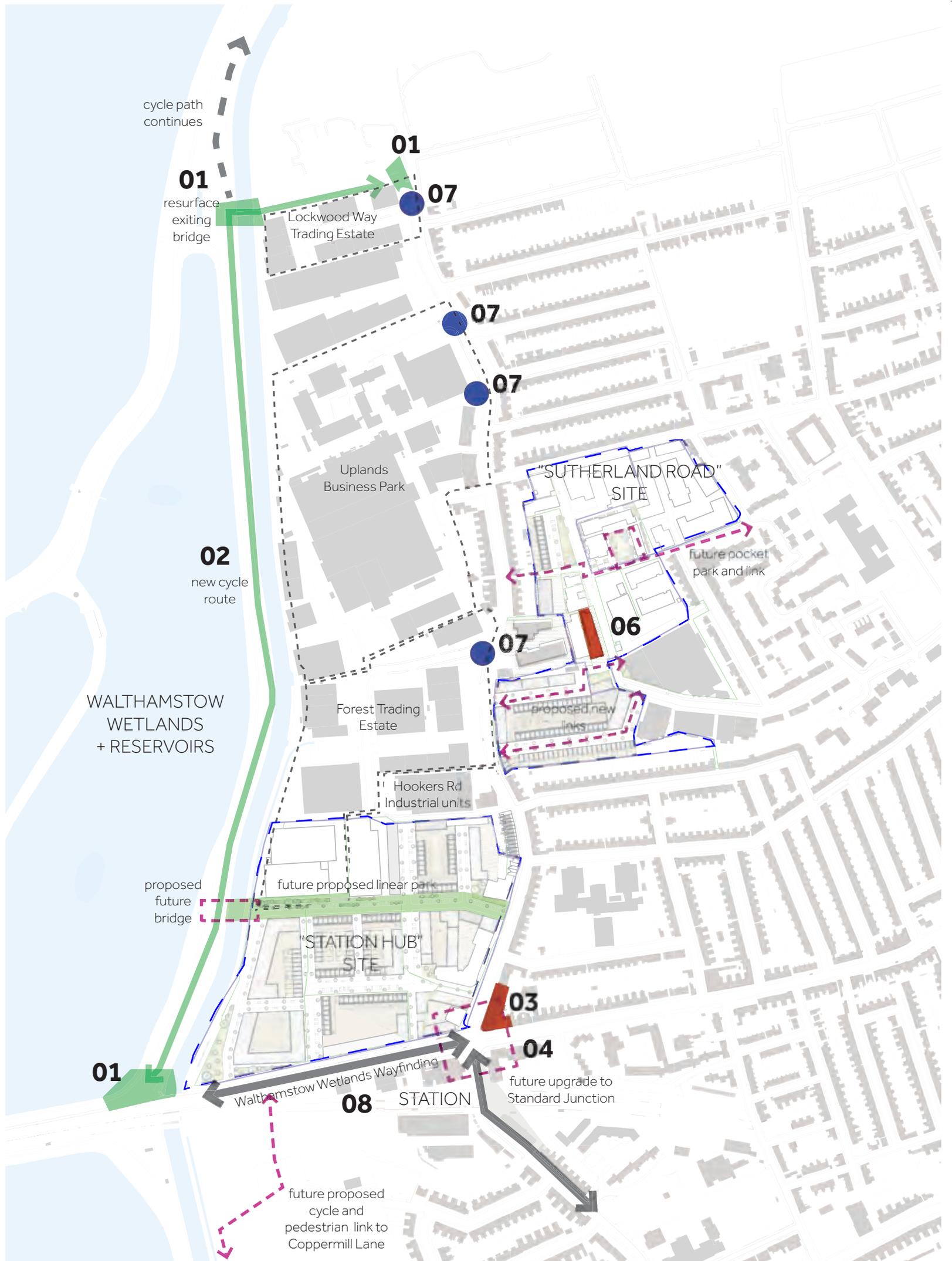
MAP OF ACTIONS

01. Gateway to the Wetlands
02. Cycle + Pedestrian Linkages
03. Shop front improvements
04. Art interventions
05. Blackhorse Workshops
06. Creative Clusters
07. Signage for trading estates
08. Streetscape improvements and wayfinding

KEY:

— — — — — Proposed future projects

Right: Map showing proposed Actions, overlayed on UDF proposals for Station Hub and Sutherland Road.
Map also shows proposed future actions .



cycle path continues

01

resurface exiting bridge

01

07

Lockwood Way Trading Estate

07

07

Uplands Business Park

"SUTHERLAND ROAD" SITE

future pocket park and link

02

new cycle route

06

07

Forest Trading Estate

proposed new links

WALTHAMSTOW WETLANDS + RESERVOIRS

Hookers Rd Industrial units

proposed future bridge

future proposed linear park

"STATION HUB" SITE

03

04

future upgrade to Standard Junction

01

Walthamstow Wetlands Wayfinding

08

STATION

future proposed cycle and pedestrian link to Coppermill Lane

Action 1 - Gateway to the Wetlands

Bid Request:

- New, bespoke gateway to the wetlands at Forest Road, with signage and interpretation, resurfacing, planting, cycle parking and shelter
- Reopen access and upgrade at Lockwood Way with new gate, cycle racks and signage.

Context:

This proposal creates new access points to the Upper Lea Valley Regional park, in support of the Walthamstow Wetlands proposal. The expansive reservoirs of the Upper Lea Valley adjacent to Blackhorse Lane are not just a remarkable landscape and under-used resource, but they are also a Site of Special Scientific Interest, home to an abundance of different birds and plants and an important bird breeding ground.

Currently access from Blackhorse Lane involves a long and pedestrian-hostile walk westwards along Forest Road to a metal gate where it is possible to enter with a permit, a point of access most often used by fishermen. Although the Lea Valley landscape is much-loved by some, there are many local people who have never ventured into the reservoir area because of their relative inaccessibility.

The most immediate beneficiaries of the proposed new entryways include the 23,700 plus residents and 9,000 plus households in the wards covering Blackhorse Lane. However, a wider benefit for residents in neighbouring wards that work in, shop, visit or access public transport through the Blackhorse Lane area can also be expected.

The Walthamstow Wetlands is also projected to attract 100,000 visitors annually, accessing the site across its nine main entrypoints.

Proposal:

The proposal is to create two new access points that celebrate the entryway to the reservoirs in a way that is sensitive to the SSSI status of the area, and promotes walking and cycling.

Work is ongoing with Thames Water (TW) to allow better access into the reservoir area as part of TW's ambitions for the Walthamstow Wetlands proposal, and the proposals for the Upper Lea Valley Regional Park.



Potential entry point to wetlands at Forest Road, currently closed to the public

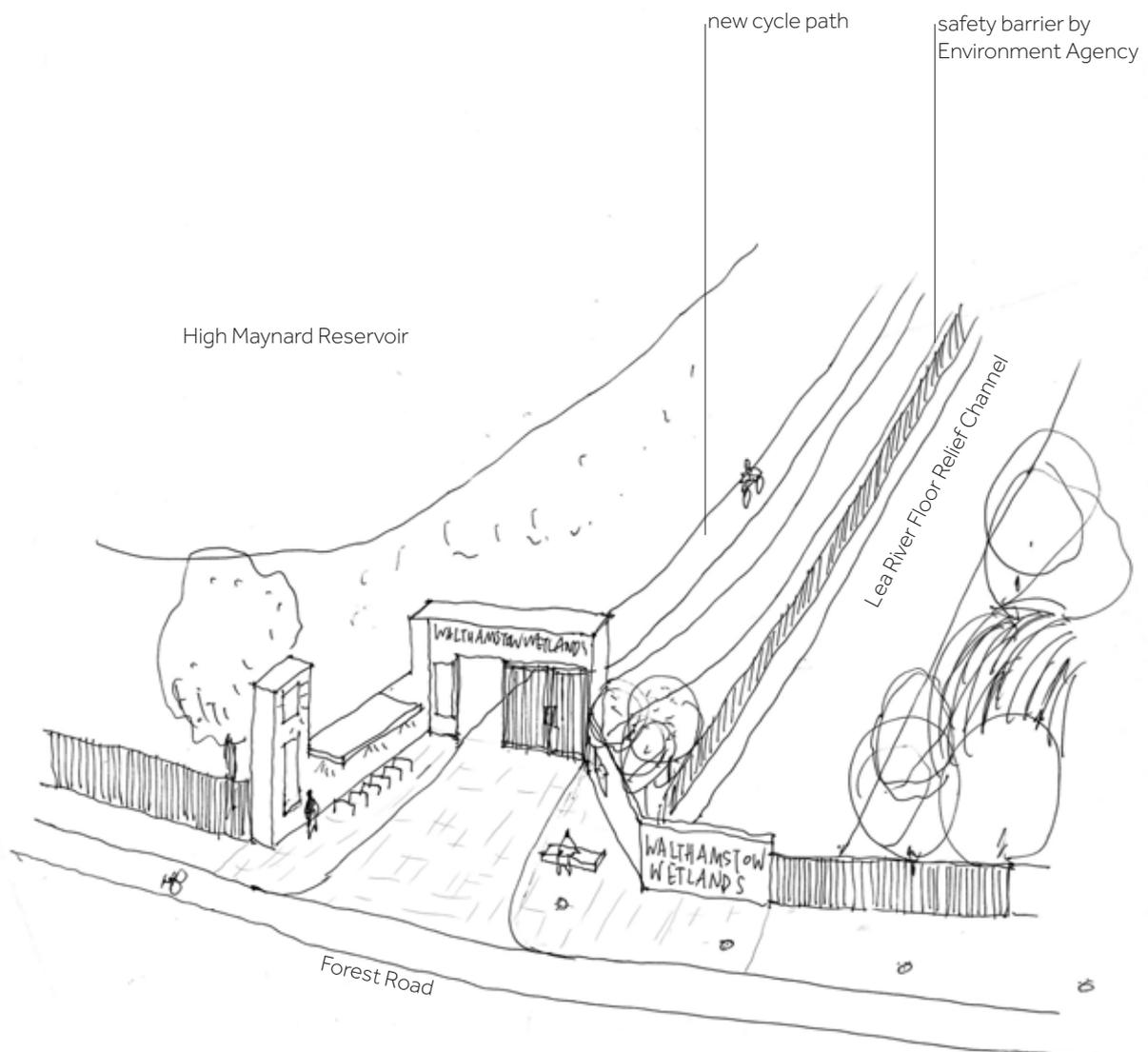


Existing entry point to Lockwood Way



Blackhorse Lane

Above: Schematic proposal for new entrance to the reservoirs at Lockwood Way



High Maynard Reservoir

Forest Road

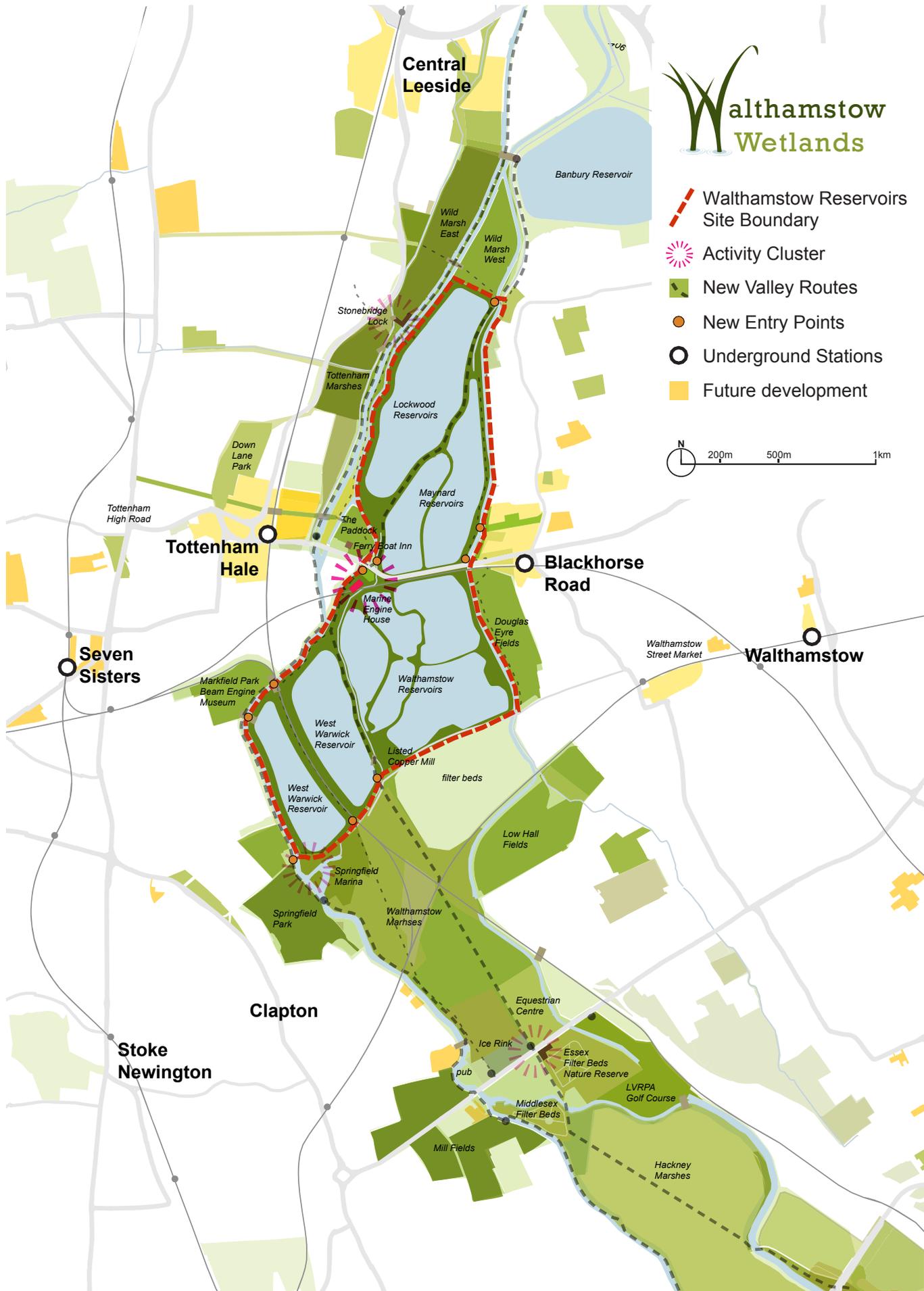
new cycle path

safety barrier by
Environment Agency

Lea River Floor Relief Channel

WALTHAMSTOW
WETLANDS

Above: Schematic proposal for new entrance to the reservoirs from Forest Road



Walthamstow Wetlands Proposal context

Outer London Fund Bid | Round 2 | LBWF - Blackhorse Lane



Action 2 - Cycle and pedestrian linkages into the wetlands area

Bid Request:

- New cycle path from Lockwood Way to Forest Road connecting with the proposed NCN Route 1 cycle route.
- Resurface existing bridge over River Lea Flood Relief Channel.

Context:

"Walthamstow Wetlands – Improved Access: creating a key visitor and nature conservation destination in North London." is stated as a key future wider legacy transport project within the draft report for "Securing the Olympic & Paralympic Transport Legacy" by Urban Initiatives.

The existing environment for cyclists around Blackhorse Lane is very poor, especially the Standard Junction. The new cycle path would improve the north-south link, and link the northern end of Blackhorse Lane directly with the existing cycle route across the valley towards Tottenham Hale. It therefore also indirectly improves east west connections.

The cycle path is also a key part of a longer north-south route, and the Borough has committed £300,000 to progressing the continuation of the route South of Forest Road to Coppermill Lane. (see map, right).

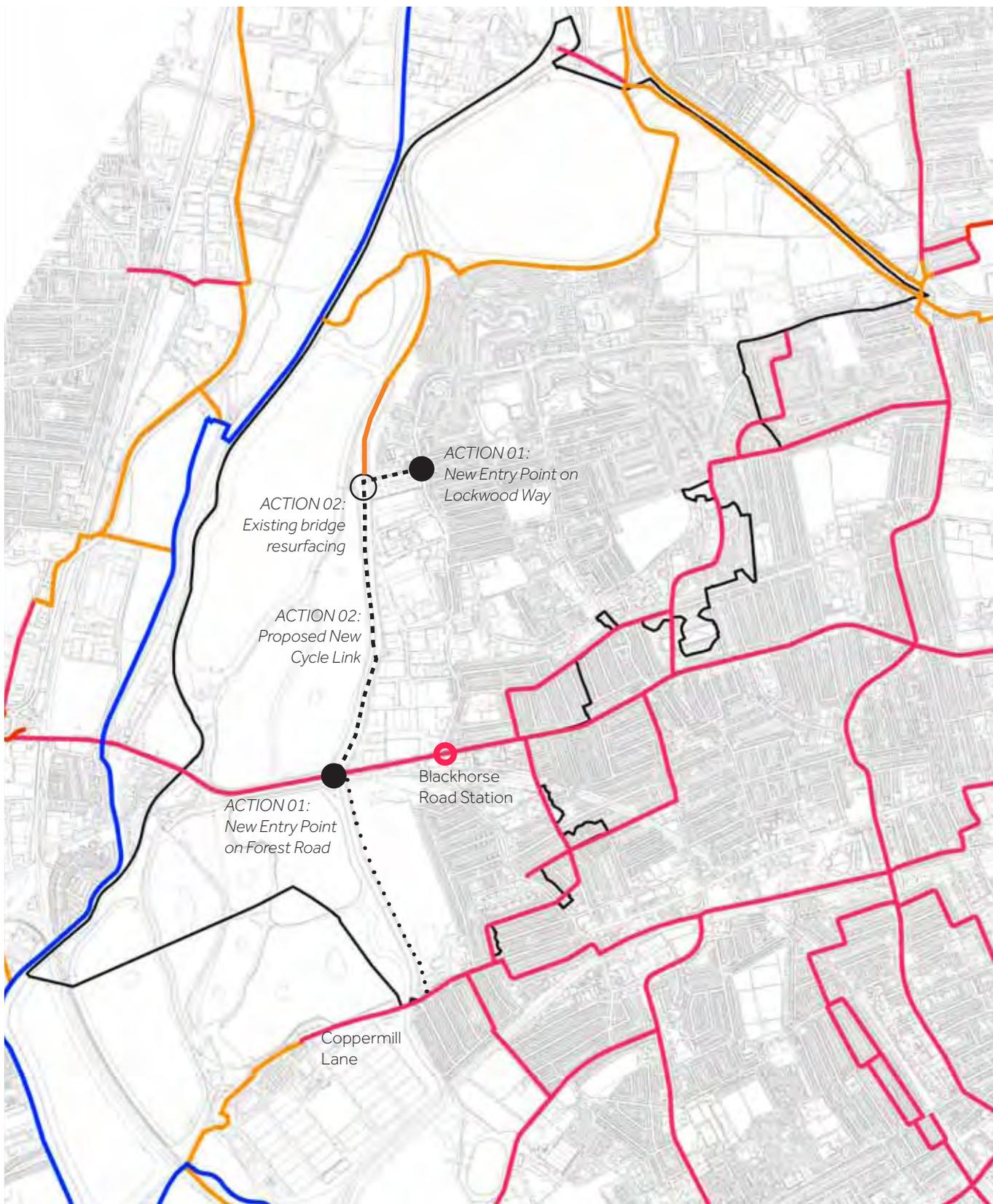
The most immediate beneficiaries of the proposed new cycle path include the 23,700 plus residents and 9,000 plus households in the wards covering Blackhorse Lane. However, a wider benefit for residents in neighbouring wards that work in, shop, visit or access public transport through the Blackhorse Lane area can also be expected.

The access help bring forward regeneration at the key Station Hub site for a mixed use development, which will provide additional local shopping facilities and services.

Proposal:

The proposal is for a new 1km cycle path on the Western side of the River Lea Flood Relief Channel. The proposal would also involve the removal of 2m high palisade fencing to the reservoirs along the length of this path, and re-surfacing of the bridge over the Flood Relief Channel at Lockwood Way.

The proposed cycle path is supported by the Environment Agency who have pledged £300,000 in support of the cycleway, part of which will go towards installing a safety fence adjacent to the River Lea Flood Relief Channel, for the safety of cyclists and pedestrians.



Base map taken from Blackhorse Lane Urban Design Framework baseline study by Maccreanor Lavington.

- | | |
|---|---|
| <ul style="list-style-type: none"> ----- Action 02: proposed new cycle link Proposed extension to Cycle route (AAP) ○ Action 02: existing bridge to be resurfaced ● Action 01: New entry points | <ul style="list-style-type: none"> ——— Sustrans National Cycle Network route 1 ——— Sustrans Local Cycle Network ——— Sustrans on road cycle network ——— AAP boundary |
|---|---|

Action 3 - Shop front improvements

Bid Request:

- Strategy, consultation, design and delivery of shop front improvements to shops on Blackhorse Lane as where it meets Forest Road.

Context:

This is a local shopping parade that serves the needs of the local community. It is a prominent feature at the Blackhorse Lane / Forest Road Junction (Standard Junction), but is aesthetically run down and has the potential to seem more united and visibly uncluttered. The shops are within the area of the proposed new Neighbourhood Centre as laid out in the emerging AAP.

Proposal:

The proposal is to outline an overall strategy for shop front improvements in consultation with the shop owners and keepers. This would be followed by planning applications where necessary, and the production of detailed design and construction information.

The Borough plans to carry out the shop front improvement works on behalf of landowners.

The intention is not only to maintain and repair the building facades, but in certain cases to redesign the shop fronts to reflect and to convey a distinctive local character

This is action is part of a continuation of work started at Leyton with the High Street Life Pilot Scheme (see images, right).



images of Leyton shop improvements, Blackwells Newsagents - before (below) and after (above)



shopkeepers working in the shopping parade, Blackhorse Lane



shopping parade, Blackhorse Lane

Action 4 - Gateway Public Art intervention

Bid Request:

- Procurement of artist or graphic designer to consult with local businesses, design and implement art intervention

Proposal:

The proposal is for an edgy, site-specific artwork or signage element. The intention is to improve gable end of shop diagonally opposite Blackhorse Road station, but there may also be other possible sites, subject to discussion with chosen artist or graphic designer. The owner of the shop has been contacted and is open to the prospect of an intervention at the gable end.

The area is emerging as a hub for creative industries and artists, and this provides an opportunity make reference to this aspect of the area which is unknown to many. We will involve members of the local art community in the proposal, such as the Inky Cuttlefish Studios and the Barbican Arts Group Trust.



Precedent: "Shop Local" artwork, Hoxton Street, Bob and Roberta Smith



poorly-maintained gable end of shopping parade onto Standard Junction

Action 5 - Blackhorse Workshops

Bid Request:

- Funding to develop business case and secure site.
- Consultation
- Marketing and legal advice.

Context:

Blackhorse Workshops is intended to be a public space dedicated to making and mending - a practical resource and social amenity enabling local people to make things for themselves. The workshop would be staffed by a technician who will look after the facilities and offer advice and support. The workshop will enable people to work on their own projects as well as giving them the opportunity to collaborate on more ambitious projects for broader public benefit. Celebrating the process of learning through doing, the project is based on the understanding that making things in a social environment is not only enjoyable, but educational and empowering.

The initial timeframe for the workshops would be one year, with the intention that if successful, they would continue to operate.

Blackhorse Workshop could:

- Encourage and support places of production
- Inspire more enterprise
- Attract more investment to the area
- Accommodate skills exchange and independent learning, crucial for growth
- Celebrate the existing industrial architecture and the broader Arts & Crafts heritage; the sense of history and pride highlighting the value of a place
- Connect the existing local community with the growing influx of 'creative industries' in a mutually beneficial way, economically as well as socially.

Proposal:

The Borough is supportive of this venture which is appropriate to the aims of the Blackhorse Lane AAP and UDF. The funding request is to assist with developing the proposal further to make a business plan and secure the appropriate site. A number of sites are currently under consideration. Subject to the success of the business plan a number of potential sources of startup funding have been identified such as Create: this proposal is supported by Create annual festival, (see Section 2.5 for letter of support).



The Library as an established model for a public place of learning based on study.



The Workshop as a new model for a public place of learning based on making.

Action 6 - Creative Cluster

Bid Request:

- Funding to develop a business case to support the Borough's delivery of affordable-rent studios for industries in Sutherland Road.
- Professional services to assist with acquiring the appropriate building.

Context:

The building at 61-69 Sutherland Road (approximately 1300m²) is currently occupied by meat processing industries, which is considered to be a 'bad neighbour' to the other uses in the area, and contributes negatively to the place. The Borough is currently investigating ways to acquire the building and convert it to good-quality studio and workshop space.

Alongside the proposals for housing growth in the Blackhorse Lane area, the emerging creative industries sector that is beginning to take hold, could strongly influence the character of the area. The council is keen to encourage entrepreneurship and job creation through small and creative businesses and has a strong desire to see the creation of appropriately-serviced premises for those types of businesses. The Borough therefore intends to deliver a creative industries hub in Sutherland Road, providing accommodation at affordable rents.

It is quite possible that the Blackhorse Lane Workshops (Action 5) could operate in conjunction with the Creative Cluster.

Proposal:

Prior to acquisition of the site, the Borough intends to create a business plan for the venture and requires assistance with negotiations to acquire the site at 61-69 Sutherland Road. The proposal is therefore to progress this aspect of the project. The Council will market and dispose of other land holdings at Sutherland Road and/or use GAF Capital funding to acquire the premises through negotiations with the landowner.



Francesco de Manincor, visual designer, Blackhorse Lane Studios



61-69 Sutherland Road



61-69 Sutherland Road

Action 7 - Signage for trading estates

Bid Request:

- 4no. large signs, illuminated, at entrances to trading estates
- Wayfinding sign/ map at station
- Tree planting at 4 locations
- Tree lighting in 4 locations

Proposal:

The proposal is to create a coherent wayfinding system in the public realm leading to the trading estates.

Currently businesses complain that visitors and deliveries do not always appreciate that there are a number of separate estates, and find it difficult to know which businesses can be found where. The fact that there are a number of different uncoordinated signage elements along Blakhorse Lane is unintuitive and confusing to the visitor.

The intention is to improve trading conditions by improving wayfinding and also to improve the image and public perception of the trading estates of Blackhorse Lane.

The ambition is to promote the area as a high quality, valued business location.

Previous research, as part of the Borough's Area Action Plan, into the Blackhorse Lane Industrial Estates estimate that at least 160 businesses will directly be positively affected.



above: typical variety of existing signage and entry points to Blackhorse Lane Industrial/Business Estates



middle and bottom: precedents for new signage and entry points
right: existing industries in the Blackhorse Lane Industrial Estates



F&D	Distribution - Food and Drink
DIS	Distribution - Other
RET	Retail
PRN	Service - Printers

SRV	Service - Other
PRD	Production - process/factory
ART	Production - artisanal
EDU	Education/ Training

CRT	Creative Industries
GOV	Governmental
ENG	Engineers + Contractors
AUT	Auto

P&C	Pubs / Cafes / Entertainment
REL	Religious

Action 8 - Streetscape improvements and wayfinding

Bid Request:

- Remove advertising hoardings (from site purchased by the Council for the proposed new Willowfield school).
- Install new fencing.
- Special design or graphic treatment to part of fencing or existing wall.
- New lighting to mature trees behind fence (within Council-owned site).
- Wayfinding elements including brass inlaid plates in paving towards reservoirs.
- Introducing Legible London as this site is a station hub, and Legible London is being introduced to key entry points into the Wetlands.

Context:

The pedestrian environment around Blackhorse Road station and the Standard Junction is very poor. Residents have told us of their concerns about the access along Blackhorse Road to the south of the station in particular, where there is a long, low-quality fence and dishevelled advertising hoardings bounding a development site.

Wayfinding is consistently cited as a problem around the station, and the proximity to the reservoirs and proposed Walthamstow Wetlands should be emphasised.

Proposal:

The proposal is for a series of modest public realm improvements around Blackhorse Road station. Removing advertising hoardings, replacing a fence (with some bespoke features) and lighting the trees will improve the route south of the station, which also includes a busy bus waiting area,

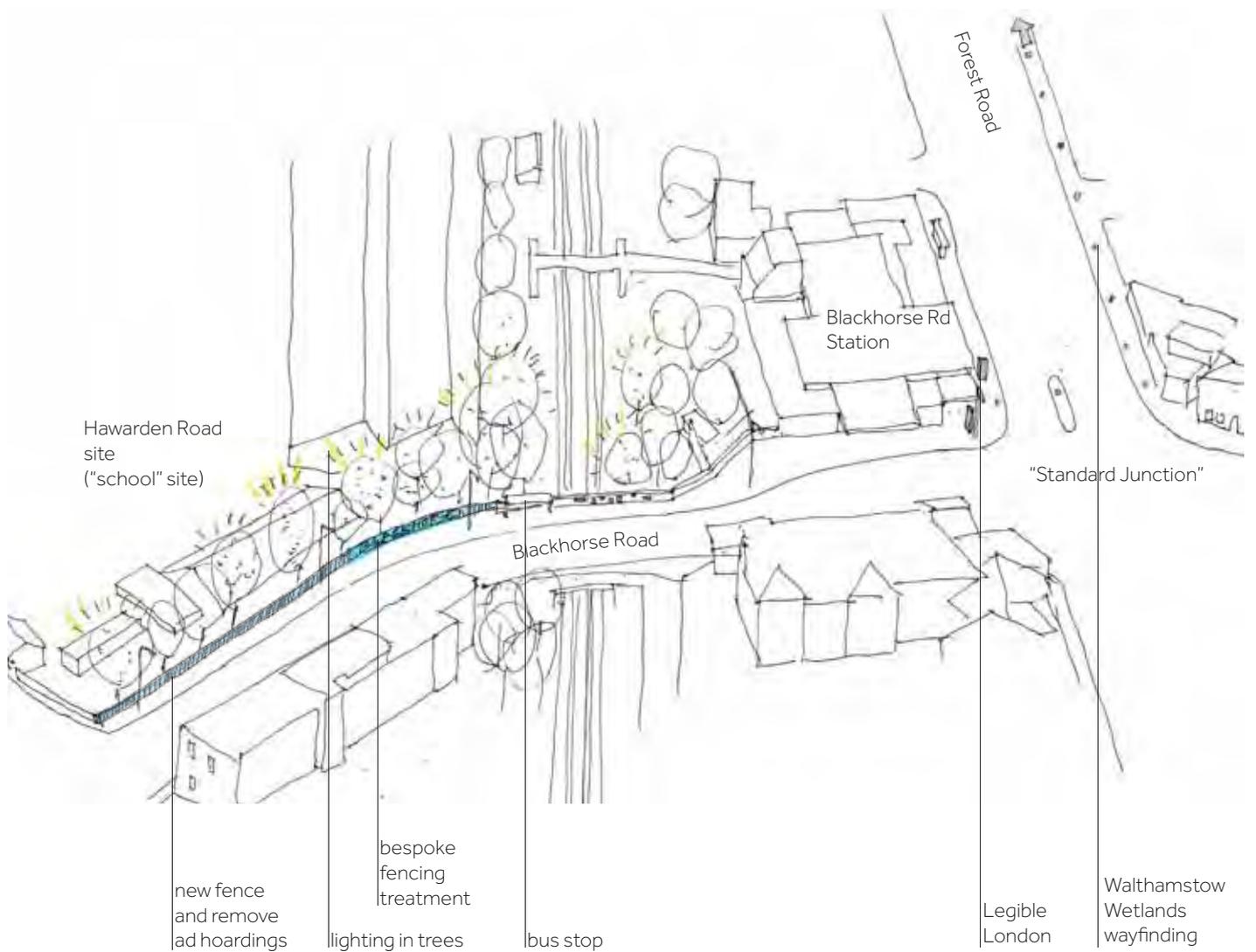
Legible London and inlaid bespoke wayfinding elements will also improve the area for pedestrians.



Precedent: Waterway Link sign embedded into pavement, Lewisham



Legible London, wayfinding post



Sketch showing streetscape improvements and wayfinding proposal

Action 9 - Resource for Coordinator

Bid Request:

- Create project coordinator position dedicated to the Blackhorse Lane area

Proposal:

In order to progress the Outer London Fund Round 2 projects and ensure that the changes taking place are fully coordinated, the Borough intends to create a position for a regeneration professional or officer to be dedicated to the Blackhorse Lane area. This position would also ensure that resources are used to the best outcomes and the individual would maintain a direct and ongoing relationship with stakeholders. The individual would also be responsible for commissioning and project-managing the actions within this bid proposal, as well as coordinating the monitoring of outcomes.

Action 10 - Resource for pre-application advice

Bid Request:

- Resource to obtain specialist design and regeneration advice to assist with pre-application discussions with landowners and developments.

Proposal:

The Borough is committed to the promoting only good-quality developments in Blackhorse Lane. The BHL Urban Design Framework has recently been publicly consulted on and it incorporates planning briefs for the Station Hub site and Sutherland Road, however it is anticipated that planning applications will be varied in quality. Pre-application discussions have already begun with some landowners and developers, and developers, and indicative proposals have been submitted as part of the public consultation process by some landowners showing alternative proposals.

The Borough proposes to appoint a suitable design professional to give best-practice advice on design quality and to ensure that emerging proposals uphold the ideals of the UDF.

Action 11 - Resource for monitoring outcomes

Bid Request:

- Resource to commission pre-assessment and some mid-project monitoring of outcomes.

Proposal:

In order to assess value for money and to learn from the process, the Borough considers it essential to monitor outcomes of the actions. This is also a requirement of the bid criteria.

The Borough will fund the final monitoring post-completion.

1.6 Our Objectives

The proposed actions are underpinned by the following objectives:

Make Blackhorse Lane a more pleasant area to spend time

Encourage more active and well-used streets: less hostile, more attractive surroundings.

Encourage walking and cycling in the wider area:

- Reduce the need to travel and encourage sustainable modes of getting around: walking cycling and public transport . (Car ownership is very low).

Embed our Green and Blue strategy

- Facilitate access to the Lea Valley Park to support the ambitions for the Walthamstow Wetlands project.

Support the economic success of Blackhorse Lane

- Visibly demonstrate the Borough's commitment to supporting small businesses and the retail community.
- Create conditions more conducive to private investment.
- Help to mitigate any negative impacts of anticipated new development on existing small retailers and services along Blackhorse Lane.

Promote Blackhorse Lane as a creative hub

- Support the creation of new studio spaces and workshop spaces for creative industries and wider community.
- Through artwork and signage, make evident the wealth of artists and creative studios in the area.

Improve physical environment and raise standards of urban design

- Set new standards within the Borough
- Place –specific artworks respond to and contribute to local identity

Improve perceptions of the area

- Because the character and nature shop fronts on the retail parade are some of the elements that people most clearly associate with a place.

Raise Aspirations

- Raise aspirations in an area that has lots of potential but is undervalued.

Build on the success of the High Street Life strategy

- Emphasise the bespoke offer of the high street.
- Bring clarity to the retail offer and the character of LBWF.
- Build on the most positive aspects of the street and its surroundings.

Encourage inward investment

- Help to create the right conditions for bringing forward development at the Station Hub and in Sutherland Road, in particular by improving perceptions of the area and improving key entry points such as the station

Leverage private investment

- Encourage private stakeholders to invest in improvements to their land and properties.

PART 2: CRITERIA RESPONSE

2.1 Geographical Suitability

"the place should be one that will likely benefit less directly than other places from Crossrail, the 2012 Olympic investment and other strategic infrastructure and regeneration projects"

2.11 Olympics

London Borough of Waltham Forest is recognised as one of the "Olympic" Boroughs, however the Borough is approximately 8km from South to North and there are key areas in the North and East of the Borough that will benefit only very tangentially from the effects of the London 2012 Olympic Games.

We understand that perceived benefits from Olympic and Legacy investment have discouraged high street places in the south of the Borough that may be in need of investment, including Walthamstow High Street, Hoe Street and Leyton High Street.

2.12 Crossrail

LBWF is one of the boroughs recognised as least benefiting from Crossrail, according to "The Economic Benefits of Crossrail" report by Colin Buchanan and Partners, with only two other Boroughs benefiting less from Crossrail investment by 2026 than LBWF.

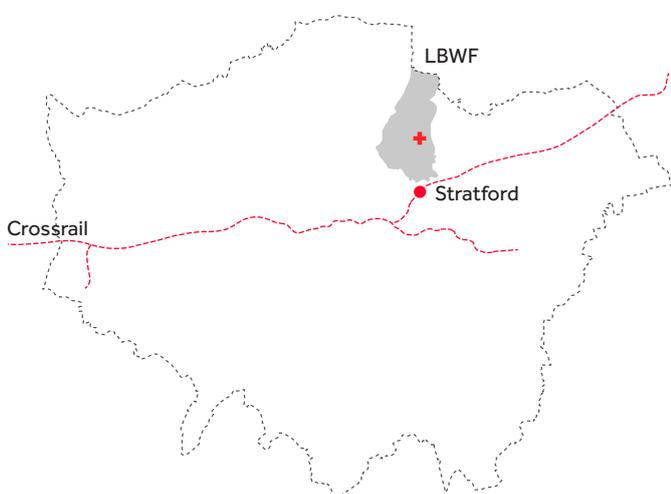


Diagram showing LBWF's relationship with Crossrail and Stratford/Olympic Park.

2.13 Upper Lea Valley Opportunity Area

Blackhorse Lane is in the Upper Lea Valley Opportunity Area as described in the London Plan and is a key growth area. The Council has prepared an AAP Preferred Options for this area, and an UDF for its key sites in partnership with DfL and the LDA, on which we have recently publicly consulted.

It is also near to Tottenham Hale, across the Lea Valley, which is an area that has undergone much development and intensification.

2.14 Transport connections

Blackhorse Lane is well-connected, at the junction of two high roads running, north /south and east/west.

Blackhorse Road is 15 minutes from Kings Cross via the Victoria Line, and 20 minutes from Oxford Circus, or 2 minutes from Tottenham Hale.

Blackhorse Road is also connected by numerous buses which travel north /south from Stratford and Leyton, and east/west to Tottenham Hale.

Blackhorse Road is also connected by the orbital Gospel Oak/ Barking overground line.

2.2 Deliverability

"Proposed actions should be ready to go, or it should be evident that, subject to support, they can deliver within the timeframe of the initiative"

Please see the programme in Section 4.1 for deliverability.

2.21 Borough achievements in town centres: The High Street Life

In 2010, the Borough completed "High Street Life in Waltham Forest strategy – Shopfronts strategy for safe, vibrant and attractive high streets" document. This document sets out a series of design and Planning recommendations for the council to refer to, providing guidance for proposed future developments of the borough's town centres and retail districts in the borough.

High Road Leyton Shop Front Improvements is the pilot project in implementing the findings of the strategy document. As a Borough we now have a proven track record of delivering projects of the kind proposed for Round 2. We understand the level of engagement and community cooperation that is required to achieve the most successful outcome.

In Walthamstow we are also currently delivering over £1m public realm improvements through re-design of the street market and shop front improvements on High Street and Hoe Street.

2.22 Proposed works are supported by the AAP Preferred Options

The proposed actions are supported by the AAP preferred options document (August 2011) and therefore this mitigates any Planning development control issues that may arise from the actions, ensuring that the development control process will not negatively impact deliverability.

2.23 Proposed works are supported by the ambitions of the draft UDF

The Urban Design Framework (UDF) and Planning

and Design Briefs, developed in 2009/2010 by a team led by Maccreanor Lavington, is currently in draft format and was issued for consultation in August 2011. The UDF included substantial baseline information, which included rigorous scoping and mapping of constraints. This work has informed the development of the proposed actions in our OLF bid, and gives the Borough confidence that they are deliverable.

During this time, stakeholder engagement was carried out with landowners and borough officers and therefore contacts and relationships have been formed that will assist in the delivery of the actions.

The UDF uses the themes of Landscape, Existing Industries, Emerging Creative Industries and Built Heritage, and aims to reinforce these elements of the Blackhorse Lane area wherever possible.

The proposed actions are supported by the UDF and present no conflict with the UDF. The UDF will be adopted as supplementary planning guidance and will therefore be a material consideration in determining planning applications.

2.24 Proposed works complement the Walthamstow Wetlands work

The proposals for the cycle route and gateways to the wetlands fully complement the Walthamstow Wetlands proposals. A bid is currently being formulated by the Borough for Heritage Lottery Funding (HLF) to implement a suite of projects that facilitate better access to the reservoirs area for enjoyment by a much broader range of visitors than currently.

If this bid is successful, then the appropriate portion of funds will be able to act as match-funding for the HLF bid which is intended to be submitted in February 2012.

As part of this bid, Thames Water (TW) has committed £1.5m in match funding for the Walthamstow Wetlands project and this demonstrates TW commitment to the project

principles, and in particular, facilitating better public access to the Wetlands. This contributes to the deliverability of the cycle path and gateway actions.

2.25 Proposals underpinned by Feasibility work

The proposals for the access to the reservoirs have been informed by the detailed work and costings in the Waterfront Park Feasibility study. (Blackhorse Lane Waterfront Park Feasibility Study, Halcrow July 2009) The Waterfront Park itself is unlikely to be delivered but many elements of the proposal, and the detailed technical and environmental research are still highly relevant to the proposals.

2.26 Licenses and permissions

Planning permission will be required for the cycle path into the wetlands, and the gateways to the Wetlands, as well as for the wayfinding and signage installations.

Planning permission may also be required for the proposed artwork. These are not considered to be onerous planning applications: the most onerous is the new cycle path and that is strongly supported by emerging policy documents.

Licenses will be required for the works adjacent to and on Thames Water and Environment Agency property, however the plans have been developed in close consultation with the Environment Agency and the plans are in keeping with proposals laid out in the Walthamstow Wetlands bid, therefore this is not anticipated to be a significant risk.

Land-owner, freeholder and shopkeeper permissions will be required for shop front improvements: the Borough is experienced with consultation for these works, and can demonstrate the effectiveness of their interventions in Leyton High Road.

2.27 Making use of Council-owned property

Where possible, such as the tree lighting and new fencing south of the station, council property has been utilised, in order to enhance deliverability and

reduce unknowns.

2.28 Working relationships

The Council has strong working relationships and coordination between the different departments within the Council, and with our partners and contractors. Through the Key Schemes Group and the Regeneration Governance Board all public realm and regeneration schemes are discussed with colleagues from Highways, Regeneration, economic development, urban design, public realm maintenance and enforcement teams, community safety and finance.

2.29 Successful delivery of other projects Borough-wide

The Council received funding from the LDA for high profile Olympic public realm projects. A tight turnaround time was necessary to secure the funding which we could demonstrate through our robust procurement mechanisms for design and construction. The schemes are currently in implementation phase. To complement these public realm improvement schemes, we identified locations to deliver the shop front strategy made possible through the Working Neighbourhood Fund. This is currently in implementation phase.

We are implementing the Olympic Fringe Wayfinding Strategy, Legible London, which is now mainstreamed into our schemes.

We have improved safety through design in projects including South Grove, Mission Grove and Orient Way, and we have commenced projects to increase accessibility and the offer of our green amenity. Furthermore, we have a beautification programme to improve the look and atmosphere of places by installing flower boxes and involving community groups to adopt flower beds and trees.

We have bold enforcement initiatives in order to maintain high quality spaces. We have successfully enforced against dirty front gardens, we have an orphan sites programme to rejuvenate unkempt spaces, and we have applied to the Secretary of State for powers to ban estate agent boards

along key Olympic routes. We have introduced dual bins into our town centres to increase our green credentials by making it easier for people to recycle. In 2010, Leytonstone was commended for the Clean Britain Awards.

2.30 Securing Funding: a successful bid will complement other Council-led projects

In addition to £15 million received for place-making projects, we received £7.24m from the Learning and Skills Council for the Construction Training Centre. We secured £3.5m Heritage Lottery Fund (HLF) and BIG Lottery Fund for restoration works to Lloyd Park, and a further £1.5m for the William Morris Gallery, which is within the grounds of the park,

The Council has also committed £1.5 Council Capital Fund. Subject to planning consent granted to the ODA for temporary use of Drapers Field during the 2012 Games, we stand to receive £5.5m for improvement works to Drapers Field (in Legacy), Marsh Lane playing Fields, Abbots Park in Leyton, and Church Lane in Leytonstone.

All improvements comprise new or renovated community sports facilities, landscaping, and increasing the visual quality of access points. With the success of the shop fronts scheme in Leyton, we have invested Council Capital of £1,000,000 in Walthamstow High Street shop fronts and the street market.

We also successfully secured over £2million for an 'Area Based Scheme' from TfL to develop the Wood Street Town Centre scheme.

At Sutherland Road, the Council, using GAF £3.5m Capital funding, has nearly completed its site assembly programme.

2.3 Vibrancy and Growth

"The proposed actions should promote the place as a business location, site for residential growth and a focus for the local community."

2.31 Promoting Blackhorse Lane as a focus for the local community

The Blackhorse Lane Community Facilities Audit (CSC Regeneration + Research Consultants) December 2005 states that there is an overall perceived lack of community facilities in the area. However, the report concludes that there is a wealth of community facilities, but that many of them are underused or poorly maintained. Improving the streetscape through signage, wayfinding, shop front improvements and artwork, will help to improve the image of the area and encourage people to use the streets better, with the hope of promoting a greater involvement of local people in the public life of the area around Blackhorse Lane, including better use of existing facilities. Improving signage and wayfinding will also directly improve access to local facilities and amenities.

Members of the community have expressed their concern about the approach to Blackhorse Lane from the south, and the proposed actions aims to address this through physical improvements including lighting, which will improve perceptions of safety in an area that currently feels traffic-dominated and unsafe.

Promoting the connection of Blackhorse Lane to the spectacular Lea Valley landscape is intended help to galvanise the identity of the area, and improve local people's sense of pride and ownership over the amenities in the area.

2.32 Promoting Blackhorse Lane as a Business location

Over the last 25 years there has been significant change and restructuring with a decline in traditional manufacturing industries resulting in high levels of vacancy and dereliction, particularly within the Sutherland Road area. This is attributed

to the fact that Blackhorse Lane expanded rapidly between the wars and much of the existing 1930s stock fails to meet the requirements of modern manufacturing and logistic operations.

The Blackhorse Lane Strategic Employment Area, largely to the west of Blackhorse Lane, has seen a significant amount of private investment and effective estate management since the year 2000, which helped to revitalise the industrial area and extend the useful life of the existing estate. Public funding under ERDF and NOW SRB5 has also helped boost regeneration of the industrial area. The Uplands Estate in particular which includes the former Achille Serre and Bush Boake Allen buildings has been reconfigured to create premises for small and medium sized enterprises. In addition, the Council, the Metropolitan Police, and Waltham Forest College have all taken premises in the area. Number 5 Blackhorse Lane received ERDF funding which was used to help reconfigure the building and provide affordable business space for micro businesses. The area has developed a strong small-business base - data from ABI and Experian indicates that between 82 and 88% of enterprises in the area employ fewer than 10 staff. However, there has recently been an increase in the amount of vacant business premises with the closure of two medium sized enterprises in summer 2008. It has proved difficult to attract new commercial occupiers. Sutherland Road, to the east of Blackhorse Lane has experienced more protracted problems with a number of vacant or underused sites namely St Andrew's Mill, Unity Works, and the Webbs Industrial Estate. Kimberley Industrial Estate, Billet Works and the Tyco site remained fully occupied until the departure of Tyco in 2006 but there is a concentration of poor neighbour occupiers on the site and, since the closure of Tyco, levels of employment have declined significantly.

Some of Sutherland Road, including the Webbs site is now proposed to be developed as mixed-use and housing in response to both the inadequacy of industrial building stock and the desire for housing stock.

ASSOCIATED EQUIPMENT CO LTD - WORKS & OFFICES
BUILDERS OF LONDON'S BUSES.
FROM THE AIR.



All of London's buses used to be made at the Station Hub site



Aerial view of Station Hub site in 1971



Glasswork factory on Sutherland Road

The proposed actions will help to raise the profile and image of the existing business parks with excellent signage and way-finding, which also promote their importance within the area. Currently business-owners in the area have expressed concern that visitors do not understand that there are a number of different industrial estates, and how businesses are located between them. Improving accessibility is intended to boost trade and improve the desirability of the location.

The Blackhorse Workshops proposal also aims to promote skills and enterprise amongst local people and the surrounding area.

Shop front and streetscape improvements demonstrate the Borough's commitment to Blackhorse Lane as a neighbourhood hub for small retailers and other businesses.

Waltham Forest is dominated by small business with small and micro business in an overwhelming majority. Micro businesses in the borough provide 27% of the jobs. Waltham Forest is therefore very much a small business borough and an enterprising one. The borough is facing a situation where there is natural business migration from the former key employment sites and demand for more appropriate commercial space quite often found in town centres.

The track record of attracting new business to the borough has not been strong in recent years. However, when interviewed most business stated that they believe the borough to be a good location for business citing cost and locational advantages.

2.33 Promoting Blackhorse Lane as a site for Residential Growth

The AAP Preferred Options identifies the opportunity for up to 2400 new homes across a number of sites within the Blackhorse Lane area, a new school, medical centre, B1 commercial units for creative industries, new social infrastructure

and D1 use, and new retail and commercial development in accordance with Blackhorse Lane's proposed Neighbourhood Centre status.

Despite the excellent transport links, neighbouring green space and supportive planning framework, some of the land-owners of the regeneration sites currently lack confidence to take their sites forward. It is intended that the proposed actions will demonstrate the Borough's commitment to improving the area, and are a step towards encouraging developers to make their own commitments.

Residential growth could also be potentially supported by the proposed new school at the council-owned Hawarden Road site, south of Blackhorse Road station, although this is currently on hold.

2.4 Place-shaping

"The proposed actions should help shape a better place and be coordinated with other change taking place there."

Blackhorse Lane and Forest Road are legible from the earliest documentation of settlement within the area. Today, they function as important high streets providing principal north-south and east-west links. Their intersection at the Standard Junction, is a key node for public transport with Blackhorse Road station on the Victoria line, and a number of bus stands. The built and natural environment that has developed around the high streets is diverse; residential neighbourhoods to the east are comprised of predominantly terraced streets, and these are bounded to the west by industrial units and warehouses before reaching the expansive open environment of reservoirs.

Blackhorse Lane has a unique sense of place that is dominated by the topography and its industrial and business heritage. Overlaid on this is the more recent emergence of creative industries in the area. There is also anecdotal evidence in a change in demographic as young families move eastwards and northwards from areas like Hackney and Dalston in search of affordable accommodation.

Alongside the emerging AAP and Urban Design Frameworks, the proposed actions aim to reinforce the character and qualities of the place.

2.41 A business place

After the First World War, with improvements in transport links via Forest Road and the new North Circular Road, Blackhorse Lane became an important employment location with a strong manufacturing base including:

- Associated Equipment Company, formerly Vanguard Motor Omnibus Company and London General Omnibus Company, 1906-1927

- Ever Ready Co – battery manufacture from 1931
- S. Noton - manufacturers of 'Crown' luggage from 1928
- Achille Serre - a nationally known dry cleaning factory employing 1,700 dyers and cleaners from the 1930s
- Bush Boake Allen Ltd., International Fragrances and Flavours, from 1956
- Duroglass, later Industrial Glass Company, laboratory glassware, lighting and TV components – Webbs Industrial Estate until 1968
- Bowater Scott Ltd located in the former St Andrew's Mill paper mill in Sutherland Road in 1955
- Britain's Toys Sutherland Road Built Unity Works in 1931
- F. Wrighton and Son manufacturers of wooden furniture and aircraft – Brampton Works on Billet Road from 1933
- The industrial heritage is still very much in evidence in both the urban form and the building types. It is also ingrained in the character of the area.

We have consulted with North London Business, who liaise with local businesses and they have strongly supported the proposals. Visible, well-designed signage is intended to enhance the business and raise its profile, improve public perception and consolidate a positive image of the business area as an important part of the capital's economy.

The inclusion of an artwork for the gable end of the building diagonally opposite the entrance to Blackhorse Road station is intended to subtly promote the creative undercurrent in the area, and support the area as a hub for creative businesses.

2.42 A housing place

The existing residential grain around Blackhorse Lane consists largely of a permeable network of streets and good quality Victorian, brick, terraced housing stock.

The LBWF Characterisation Study (July 2009)



Industrial building, Hookers Road



"Art Deco" building, Blackhorse Lane



Blackhorse Lane: residential and industrial heritage.

notes that there is a particular lack of clarity and identity along the Lea Valley edge, where piecemeal development and areas of industrial activity dominate and where recent developments illustrate a lack of overall composition to their design. The Study goes on to acknowledge the pressure for high density residential development in this area, given the context of the Valley setting and the opportunity for long views from taller buildings, but warns that given the low lying nature of this fringe, there is a need to consider carefully how buildings of any height might disrupt the overall skyline and relationship with topography. The UDF and AAP under consultation therefore propose a more traditional street grain in the Blackhorse Lane development sites, with medium-rise, residential-led, mixed-use buildings.

The OLF round 2 actions for Blackhorse Lane are intended to make Blackhorse Lane a more desirable place to live.

2.43 A landscape place

The character of Blackhorse Lane is strongly defined by the topography, with Blackhorse Lane itself following the edge of the Lea Valley. There is a strong sense that Forest Road is like a bridge across the Valley to Tottenham Hale. From the raised reservoir bunds it is possible to get a strong sense of where you are located within the wider topography of the London basin and there are only a handful of other places in London where it is possible to perceive this sense of place within a wider context so strongly.

The landscape of the Lee Valley is also an immense natural asset that could provide an important recreational opportunity for both the Blackhorse Lane area and the broader region. The High and Lower Maynard Reservoirs have been identified as providing significant habitats for birds and are popular with anglers and bird watchers who pay a nominal fee to gain access. Thames Water together with the Environment Agency own the reservoirs and the surrounding area. The UDF, AAP, and Walthamstow Wetlands project all advocate increasing public access to

the reservoirs and the necessary infrastructure to support this aim.

The proposed action to create a cycle and pedestrian route and bespoke designed gateways to the reservoir area, as well as way-finding and signage to the reservoirs, is seen to strengthen the relationship between Blackhorse Lane and its landscape location.

2.44 Coordinating with other changes

Walthamstow Wetlands:

Waltham Forest Council, in partnership with Thames Water, is developing a project which will result in the opening up of Walthamstow Reservoirs to wider public access. There is currently a HLF bid in progress to support the wider proposal with approximately £7m of funding. A partnership has been formed to deliver the project, which includes the neighbouring Boroughs of Hackney and Haringey and several agencies including Natural England, Lee Valley Regional Park Authority, Environment Agency and British Waterways. The proposals for the cycle path and gateway to the wetlands area have been developed to coordinate with the Wetlands strategy. The Walthamstow Wetlands strategy is supported by the following documents:

- Walthamstow Reservoirs Feasibility Study Masterplan, Management Plan and Business Plan, Chris Balndford Assoc. April 2010
- Upper Lea Valley Landscape Strategy Witherford Watson Mann Architects/Jonathan Cook Landscape Architect

Blackhorse Lane AAP Preferred Options:

The Blackhorse Lane AAP sets a number of underlying objectives:

Objectives 1 - A Neighbourhood Centre

To ensure Blackhorse Lane has a clear neighbourhood centre, which provides a range of shops and services to meet the needs of local residents and businesses, and encourages passers by to spend more time in the area.

Objective 2 - A Place to Live

To provide a range of high quality homes that attracts young single people and families to live in the area, as part of a mixed and

balanced community that also caters for local housing need.

Objective 3 - A Green Place

To ensure existing and new residents and workers in the area have better access to a range of open spaces, including Walthamstow Wetlands, Lee Valley Regional Park, and the Olympic Park.

Objective 4 - A Well Designed Place

To enhance the image of Blackhorse Lane by ensuring all new developments in the area are designed to a high standard and fit for purpose, and interact well with their surroundings, especially blue/ green spaces.

Objective 5 - A Place to do Business and for Creative Industries

To ensure Blackhorse Lane continues to provide a range of jobs for our residents, and support the retention and growth of creative industries in the area.

Objective 6 - A Sustainable Place

To ensure new developments incorporate the highest levels of sustainable design and their impact on climate change is minimised.

Objective 7 - A Connected Place

To encourage movement both within Blackhorse Lane and to areas outside of it, by walking, cycling and public transport; and minimising the need for private car use.

Objective 8 - A Community Place

To enhance or provide a range of new facilities to meet the needs of existing and new residents and businesses, in order to strengthen 'community spirit'.

Blackhorse Lane Draft UDF guidance August 2011 The UDF provides a strategy for deliverable regeneration in Blackhorse Lane and has informed the emerging AAP. The long-term vision is to evolve Blackhorse Lane into a mixed-use area, interspersed with small-scale local business / commercial spaces and public open spaces. Existing built fabric and cultures are retained and characterise the new neighbourhoods, creating meaningful, desirable places to live and work. Residents and employees have access to resources and opportunities locally, offering betterment and wealth generation.

Unique resources such as the phenomenal Lee Valley landscape are integrated into a positive public realm framework, designed to encourage social interaction and create access for all.

Future proposed upgrade to the Standard Junction:

The Borough is committed to improving the pedestrian and cycle environment at the Standard Junction.

The intention is to improve pedestrian crossing times and create a new central median on Forest Road, also widening footways and removing barriers.

This proposal is considered to be something that would help to promote development.

New School:

The site to the south of Blackhorse Road station, known as BHL2 South or Hawarden Road has been committed to the relocation of Willowfield Secondary School. Proposals for this new, larger school were being developed when the BSF programme was cut, and the Government cut funds for this project. However the Borough still intends this site to be used for education in support of the proposed new developments in the Blackhorse Lane area.

2.5 Collaboration and Support

“There should be a good level of political and community momentum behind enhancing the place and the proposed actions should aim to cater for and provide benefits to various segments of the community.”

The proposed actions are seen to benefit all users of Blackhorse Lane. By their nature, high streets are actively used by a broad cross section of society. Most of the proposed actions also have multi-faceted benefits and spin-off benefits that mean the reach of the benefits is expanded.

Within the suite of actions, we propose projects that benefit small businesses, children and families, shoppers and pedestrians and users of public transport. These categories can be seen to encompass most users of Blackhorse Lane.

The largest proportion of spend is allocated to improving access to the Wetlands area. This is considered to be one of the most significant assets in the area, alongside the area’s industrial heritage.

The next largest spend is towards benefiting some of the area’s small businesses (shop front improvements) because the positive impact on the local economy of these improvements is seen to have such significant knock-on benefits.

As users of the high street, women, children and older or more vulnerable people would traditionally benefit most from the broader environmental improvements, as traditionally they would be least likely to leave their local area daily.

Support for the actions is widespread as demonstrated below:

2.51 Ward Councillors

We have developed the proposals in consultation with ward councillors Cllr Mahmood Hussein, Cllr Geraldine Reardon, Cllr Liaquat Ali, Cllr Raja Anwar and Cllr Clare Coghill. The ward councillors hold

surgeries in the local area and represent the views of their constituencies.

2.52 Mayoral Organisations

LB Waltham Forest has a good track record of working with the Mayoral organisations, such as our work in Wood Street and Walthamstow Central with TfL and London Buses, and the development of the High Street life strategy with Design for London. We regularly use the LDA’s Architecture and Design framework panel to procure design teams.

2.53 Support from Shop Owners

The High Street Life strategy is widely supported throughout the Borough. Shop owners along Blackhorse Lane and Forest Road have been canvassed for their opinions and following the success of the High Street Life Pilot Study in Leyton, there is strong support for shop front improvements and other improvements to the area. We have in particular consulted the owner of the premises on the corner of Blackhorse Lane and Forest Road as the gable end of his building is considered a potential site for artwork: he is very interested in being involved in the proposals.

2.54 Letter of Support from CREATE

The organisation, Create, has lent its strong support for the Blackhorse Workshops (Action 5).

“CREATE, an annual festival, rooted in the London boroughs hosting the 2012 Games, is supporting the project Blackhorse Workshops.

The Blackhorse Workshops will be a key feature of the CREATE festival, June 21 - July 21, 2012. The CREATE11 festival attracted audiences of over 1 million with a PR reach of 27 million for print media alone. CREATE will provide valuable in kind support via its marketing and communications channels, and provide additional match funding.”

Should this bid be successful and the project able to be realised, CREATE will support the project (subject to more discussion) through the following ways:

- In kind promotion as a key artistic project within the 2012 CREATE festival

- via securing national, local PR; via CREATE festival digital channels, social media; website; e-newsletters
 - Potential, contribution of funding to support project - level to be confirmed.
 - support through relationships with LBWF - re community engagement, outreach, culture teams"

2.55 Support from North London Business

We have consulted with the Chief Executive and the Head of Business Growth of North London Business, and through them have contacted many of the businesses in the area. It was from these discussions that the signage project for the trading estates has emerged.

2.56 Landowners Forum

Considerable consultation has been undertaken with the landowners in the past, and the Borough maintains a good relationship with key landowners.

2.57 Support from The Environment Agency

The Borough has been in close consultation with John Bryden at the Environment Agency regarding the interventions on and near the reservoirs, and there is strong support from the Environment Agency, who manage various waterways in the area. We have confirmation that the proposed cycle route from Lockwood Way to Forest Road complements work they have programmed to upgrade safety along the Lea Valley Flood Relief Channel.

2.58 Support from Thames Water

Thames Water strongly supports the ambition to make the reservoirs more accessible, as part of the Walthamstow Wetlands scheme. Thames Water has committed £1.5m as match funding for the HLF bid for the Walthamstow Wetlands scheme. The Environment Agency has also demonstrated a cooperative working relationship with Thames Water and the Borough in developing the proposals.

2.59 Borough Officers

Borough officers have demonstrated their support and commitment to delivering the

proposals:

Jimmy Jemal (Regeneration)
 Sam Neal (Regeneration)
 Tom Dewey (Housing)
 Usha Parmer (Public Realm)
 Gordon Glenday (Planning and Regeneration)
 Ron Presswell (Urban Design)

2.60 Prior survey work and consultation

The actions respond to information and ideas that have come out of prior consultation.

Relevant survey work includes:

- Blackhorse Lane Waterfront Park Feasibility Study, Halcrow July 2009
- Blackhorse Lane AAP Preferred Options, August 2011
- Blackhorse Lane Draft UDF guidance August 2011
- Blackhorse Lane Community Facilities Audit, Dec 2005, CSC Regeneration + Research Consultants.
- London Borough of Waltham Forest Characterisation Study
- Urban Practitioners July 2009, Final report

2.61 Prior Consultation

Significant public and stakeholder consultation in the preparation of the Interim Planning Policy for the area (2009) and the subsequent AAP. Over 700 residents were reached in the consultation process which was considered to be highly successful.



Mannequin factory, Blackhorse Lane

PART 3: DEMONSTRATING ECONOMIC UPLIFT

3.1 Overview

- The Blackhorse Lane bid area lies astride two wards within LB Waltham Forest, Higham Hill and William Morris, which represent an appropriate local 'catchment' area against which the local beneficiaries can be identified.
- The socio-economic data for the Wards highlights both the challenges facing the area and the opportunity for OLF intervention to provide a significant benefit to the local community, enhancing the retail and business environment for a significant number of residents and businesses.
- Taken together the enhancement of the Blackhorse Lane area offers the opportunity to improve in general both the quality and legibility of the area presenting a more appealing and coordinated offer to residents and businesses. Over the long term there is the potential to secure significant location-wide improvements both in terms of the quality of offer as a place to live and as a more functional economic hub.
- The Blackhorse Lane area is a key industrial location within the borough and the wider North London sub-region, for a relatively small area there is a significant existing business stock, estimated at 440 businesses. As such, any enhancements to the trading conditions for these businesses will have a significant impact on their performance, potentially safeguarding and creating employment opportunities.
- At present the area lacks coordination and an identifiable quality of offer to attract higher value occupiers and activities. To maximise the opportunity and contribution of existing employment areas to the local and borough economy greater cohesion and market presence will be necessary.
- By enhancing the appearance of key access points to business areas and improving linkages to transport infrastructure such as the station both the appearance and functionality of the business parks will be improved. This will improve conditions for existing businesses and employees and enhancing the perception of the area amongst new occupiers.
- Improvements to the performance of local business estates will be a vital component in addressing current low levels of economic activity and high unemployment. In particular sustaining and enhancing employment and jobs within the area will be key to tackling high levels of youth unemployment, particularly in vocations which offer alternatives to further and higher education given low local participation rates.
- Intervention at Blackhorse Lane and subsequent improvements proposed within the project prospectus can also make a key contribution to addressing key components of deprivation. Improvements to the retail frontages and streetscapes and improved access to the wetlands will significantly enhance the living environment for the 23,700 residents within the Blackhorse Lane area.
- Despite the excellent transport connections at Blackhorse Road Station and the Station Hub site (PTAL 5 and 6), the wider Blackhorse Lane area suffers from poor accessibility with an average PTAL rating of 2 (a level which is predicted to worsen by 2016). By improving signage, wayfinding and cycle/pedestrian linkages opportunities for residents to access local shops and services via existing infrastructure can be maximised. The access to services is a further key contributor to local deprivation and, as such, intervention is likely to provide significant local benefit.
- This improved connectivity between leisure assets and a higher quality high street will begin to enhance the perception of the area

as a place to live, encouraging new residents to move to the area and, potentially, raising residential values more in line with borough averages. This would also serve to encourage development interest and the opportunity to enhance the quality of stock offered within the area.

3.2 Baseline

3.21 Population & Households

- The Blackhorse Lane area has an estimated population of 23,700 residents (GLA SHLAA, 2010) almost 10% of the total population of Waltham Forest. The area is growing with the population having increased 7% since the 2001 Census and it is anticipated to continue to grow by a further 5% by 2016.
- The area contains a significant proportion of young people with approximately 50% of the resident population below the age of 34, it is anticipated there will be a small increase in the 15 to 34 cohort by 2016. However the Blackhorse Lane area population is aging with the proportion of residents aged between 15 and 34 forecast to fall approximately 9% between 2001 and 2016.
- In comparison to London as a whole Blackhorse Lane is densely populated, with almost 7,500 residents per square km, this compares with approximately 5,000 people per square km for London. The area is also more densely populated than LB Waltham Forest as a whole which has in the region of 7,100 people per square km.
- Of the 9,062 households within the Blackhorse Lane area (Census 2001) approximately 57% are either single occupier or couples without children, 17% of the households are occupied by lone parents whilst 20% are occupied by families with dependent children.
- The area is also comparatively more diverse than London as a whole. Approximately a third of Blackhorse Lane residents are identified as Black or Asian.
- Interventions have the opportunity to benefit the significant proportion of young people within the area. Over the long term they will

also support a population that is aging and is likely to require improved provision of and access to local services and amenities.

3.22 Deprivation

- The 2010 Index of Multiple Deprivation ranks Blackhorse Lane within the bottom 20% of Wards nationally in terms of overall deprivation.
- It is comparatively worse than the whole of LB Waltham Forest, which would lie just outside the bottom 20% nationally, and significantly worse than London as a whole which ranks at 40% nationally. All of the component measures of the IMD for Blackhorse Lane perform significantly less well than Waltham Forest and London averages.
- Whilst performance across all deprivation domains is relatively poor there are some specific drivers of deprivation within Blackhorse Lane which contribute to the overall poor performance.
- Particularly acute are the issues related to Barriers to Housing and Services and the quality of the Living Environment, which rank within the bottom 5% and 10% respectively nationally. Deprivation linked to income and crime are also potential issues, with crime factors ranked within the bottom 15% and income within the bottom 20%.
- The key contributors to localised deprivation provide a strong rationale for intervening to improve the quality of the environment through physical and access enhancements.
- Of the economically active population only 52% are employed, with a further 6% self employed. Of the economically inactive population 8% are retired and 5% are classed as permanently sick or disabled.
- Unemployment (as measured by Job Seekers Allowance Claimant Count, September 2011) is recorded at 10.8%, over 1% higher than LB Waltham Forest and 4% above the London average.
- Youth unemployment is particularly acute with a claimant count rate of 28% for residents aged between 16 and 24, this is almost 5% higher than Waltham Forest as a whole and nearly 14% higher than London.
- Unemployment tends to be relatively more persistent within Blackhorse Lane than the borough or London more widely with 20% of claimants being registered for over a year and 56% only registered for 6 months. Across London only 16% of unemployed individuals have been claiming for more than a year and 61% less than 6 months.
- Two thirds of the Blackhorse Lane workforce is employed in full time occupations, a level that is consistent with the wider borough level but below that of London. Employment is dominated by finance and business services (34%) with significant levels of employment also within distribution, hotels and restaurants (including retail, 20%), manufacturing (15%) and public administration (23%).
- Manufacturing represents a higher proportion of employment than is evident across the wider borough and London. Finance and business services are more strongly represented in Blackhorse Lane than Waltham Forest and only marginally below the London-wide level.
- Compared with London averages Blackhorse Lane is performing poorly, with lower levels of economic activity and employment and

3.23 Labour Market Performance

- Approximately 66% of the population of Blackhorse Lane are deemed economically active (Annual Population Survey), a level marginally below that for Waltham Forest and London averages.

higher levels of unemployment and long term sickness and disability. Improving the business environment and linkages to employment opportunities provides an opportunity to tackle these underlying issues.

3.24 Business Registration

Within the Blackhorse Lane area there is a stock of approximately 440 VAT registered businesses. most are concentrated within industrial activities, however there is also a small but significant retail component.

3.25 Market & Values

- Residential property values are significantly below the London average, with average prices some 54% below that of London. The difference is most stark for detached properties which are 65% below the level for London at £257,500.
- Compared to values within the borough Blackhorse Lane also underperforms with values for houses varying between 75% and 90% of Waltham Forest averages. However, flatted stock within Blackhorse Lane is in the region of 2% above the borough average at £174,011.
- The low value of housing stock is reflected in the Council Tax banding records for the ward which show lower value bands dominating stock with 31% of stock lying within bands A and B and a further 69% with bands C to E.
- The commercial property market within the area is dominated by industrial activity with 70% of deals relating to the take up of industrial premises and a further 10% for warehouse space. The remaining deals were for office space. No retail lettings were recorded for the period October 2009 to October 2011 within Blackhorse Lane.

- Commercial property activity has been primarily focussed within the Uplands Business Park/Blackhorse Lane area with only one deal outside of this area on Pembar Avenue.
- Both average industrial and office rental levels are relatively low and fall beneath the level that would garner significant market investment. The lack of retail market activity suggests the retail offer is relatively settled.

3.3 The Benefits

3.31 Market failures:

Given the broad economic and social context within the Blackhorse Lane area it is unlikely that the strategic improvements proposed within this proposal would be realised without public sector intervention. This is based on the following factors:

- Improved access to the Wetlands is a 'public good' and forms part of the public realm for all users of the area. As such there is no direct link between existing occupiers/residents and the improvements which can be captured to fund improvements;
- Shopfront improvements are unlikely to happen in a coordinated manner given the likely diverse ownership. Improvements would be ad hoc and not contribute to a larger 'vision' for the retail area, in particular they are unlikely to reach beyond functional improvements;
- Art interventions require a collective approach which the private sector has not demonstrated a capacity to deliver;
- Fragmented ownership within industrial areas and potential divorcing of ownership and occupation reduces the ability of the private sector to view the area as one place. The private sector is therefore unlikely to respond to issues which are not directly linked to a specific property; and
- Planting and lighting treatments are within the auspices of public sector responsibility and as such will not be addressed by the private sector.

3.32 Additionality

The additionality provided by the Blackhorse Lane project includes:

- New and improved gateways to the Wetlands, a strategically important open space amenity;
- New cycle and pedestrian links into the Wetland area from existing communities and neighbourhoods;
- A coordinated shop front improvement programme approach which can improve whole area appeal;
- A delivered Art Intervention Scheme;
- A coordinated improvement to the existing streetscape and enhancements to wayfinding to enable improved access to local services;
- New signage and public realm treatments for key business locations, improving their appearance and presence to the market.

An overall, multi-intervention and coordinated approach that would provide cumulative benefits addressing building stock and the public realm which would not have occurred anyway, either individually or collectively would be provided.

3.33 Benefits

- Overall the integrated approach proposed will make a set of coordinated improvements to the environment for all residents and businesses in Blackhorse Lane. By bringing together a diverse range of interests (both economic and residential) there is the opportunity to deliver an uplift in the quality of the area beyond that which the private sector is capable of achieving.
- The most immediate beneficiaries include the 23,700 plus residents and 9,000 plus households in the wards covering Blackhorse Lane. However, a wider benefit for residents in neighbouring wards that work in, shop, visit or access public transport through the Blackhorse Lane area can also be expected.

- Of particular importance beyond Blackhorse Lane will be the improved access to the Wetlands via new routes and enhanced gateways. These will improve the visibility of this significant leisure asset for residents across North London.
- The improved access the Wetlands will also support the development of the adjacent Station Hub site where a new mixed use development is proposed comprising housing, business space and new local shopping : 1000 new homes and 7400 sq m of business space.
- Retail businesses in the area will also benefit from a broad range of area improvements to buildings and public realm, with the potential to increase footfall, catchment, dwell time and spend.
- Industrial businesses within the business parks will benefit from an improved image of the estates and improved access for employees and clients.



bus stop, Blackhorse Lane

3.34 Table of benefits

<i>Quantitative benefit</i>	<i>How?</i>	<i>Value</i>	<i>Time period</i>
Small businesses growth	<ul style="list-style-type: none"> Increase footfall: improvements to shopfronts and public realm help encourage people to spend more time in the area. Increased footfall: art interventions will build on the emerging cultural industries sector. Increase footfall: Attract more visitors to the area with better access to the Wetlands. The Walthamstow Wetlands scheme could bring over 250,000 visitors a year to the area. 	£££	1-3 yrs
Leverage funding	<ul style="list-style-type: none"> If successful the OLF funding can act as match-funding to support the HLF bid and could therefore assist in leveraging £7million. 	£££	3-6 years
Improved trade in business/ industrial estates	<ul style="list-style-type: none"> Trade in the business parks relies on visitors, deliveries and the movement of goods. Improvement to pedestrian and vehicular accessibility is a welcomed benefit. Estimated 160 businesses will directly benefit 	£	1-2 years
Increase cycling and pedestrian mobility	<ul style="list-style-type: none"> Improving and enabling east-west links. Reduce dependence on cars and reduce congestion. Increase mobility to access jobs and services for the large number of people in the area who have no car. 	£	2-3 years
Reduced perception of crime	<ul style="list-style-type: none"> Better quality streetscape Lighting on access routes Lighting to entries of industrial/ business estates 	££	1-2 years
Attract more residents of professional + managerial status	<ul style="list-style-type: none"> Visible improvements to Blackhorse Road station area and shop-fronts diagonally opposite. Better access to extraordinary green and blue open space 	££	3-6 years
Housing growth	<ul style="list-style-type: none"> Modest increase in land values and property prices brought about by Borough investment would help to stimulate development market. Improvements to public realm and access to greenspace would help to stimulate development market 	£££	3-6 years
Increase catchment	<ul style="list-style-type: none"> Wayfinding, legibility and improved streetscape to residential units south of Blackhorse Road station 	£	1-2 years
Improve access to open space in area of deficiency	<ul style="list-style-type: none"> New access points to reservoirs closer to Blackhorse Lane. Improved wayfinding to access points 	£	1-2 years

3.35 Further evidence of quantitative benefits

It is characteristically difficult to put a precise figure on the quantitative economic benefits of urban design interventions. This is partly because regeneration is a relatively gradual process, with many different factors involved, and improvements may take some time to be felt. However we have referred to the following evidence bases to ascertain the above benefits:

Mid-phase soft analysis of Leyton high road:
The project is currently in its 'mid-phase' and therefore the assessment of the economic impact of the scheme is limited. However, it is evident that the vendors involved in the scheme recognise the potential benefits anticipated as a result of the shop front improvement scheme, with a number of the shop owners making significant internal structural and design improvements to their retail outlets.

These additional improvements not only add value to the scheme financially, they also demonstrate the achievement of a key objective of the scheme, which is to encourage vendors to invest in their retail outlets, and consequently, improve the retail offer within Leyton Town Centre.:

So far, evidence is emerging that the shop front improvements have led directly to the decision by store-owners to make their own improvements at values of between £5,000 and £35,000 per store. Changes are also being made to the image and branding of affected businesses, with the emergence of a fashion boutique and bespoke wedding dressmakers

Blackwells Newsagents, 271 High Road Leyton

Blackwells Newsagents has received specialist conservation works to their property at 271 High Road Leyton. The owner has stated that the improvements and changes made to the external appearance of their retail outlet has had an instant, and positive impact on their business, both from the visitor perception, with comments on the quality and 'new look' of their shop. One of the owners added that the impacts of the works, even at this stage, are *"definitely appreciated by customers and local residents"*. This has led to an increase in sales, although at this stage, it is difficult to quantify the sales effect. To compliment the Shop Front Improvements, the owner shall be refurbishing the interior of his shop, changing the flooring, and refitting the internal units. Estimated costs are £5k.

Ladies Fashion, 279 High Road Leyton

The owner of this outlet has agreed to make significant changes to their store and retail offer. A complete change to the internal design and fittings within the shop is currently underway, at an estimated £12k. The changes in the shop's retail offer will see the emergence of a 'boutique' targeting a distinct market, as well as a tailor-made wedding dress service.

The owner stated *"you can already see a change Leyton, and there is no doubt this will be the most pleasant looking shopping parade in the borough. The improvements will definitely have an impact on trade, and that's the sole reason why we are making these (internal) improvements, at some cost!"*

Anatolia, 277 High Road Leyton

Anatolia restaurant, are using the improvements' made to their shop fronts, to be the catalyst for a complete refurbishment of their basement area (to accommodate diners), as well as the establishment of garden area for guests, at an estimated cost £35k.