

TOWN CENTRE STRATEGY & DELIVERY PLANS – 2016–2020

CHINGFORD MOUNT



CHINGFORD MOUNT TOWN CENTRE



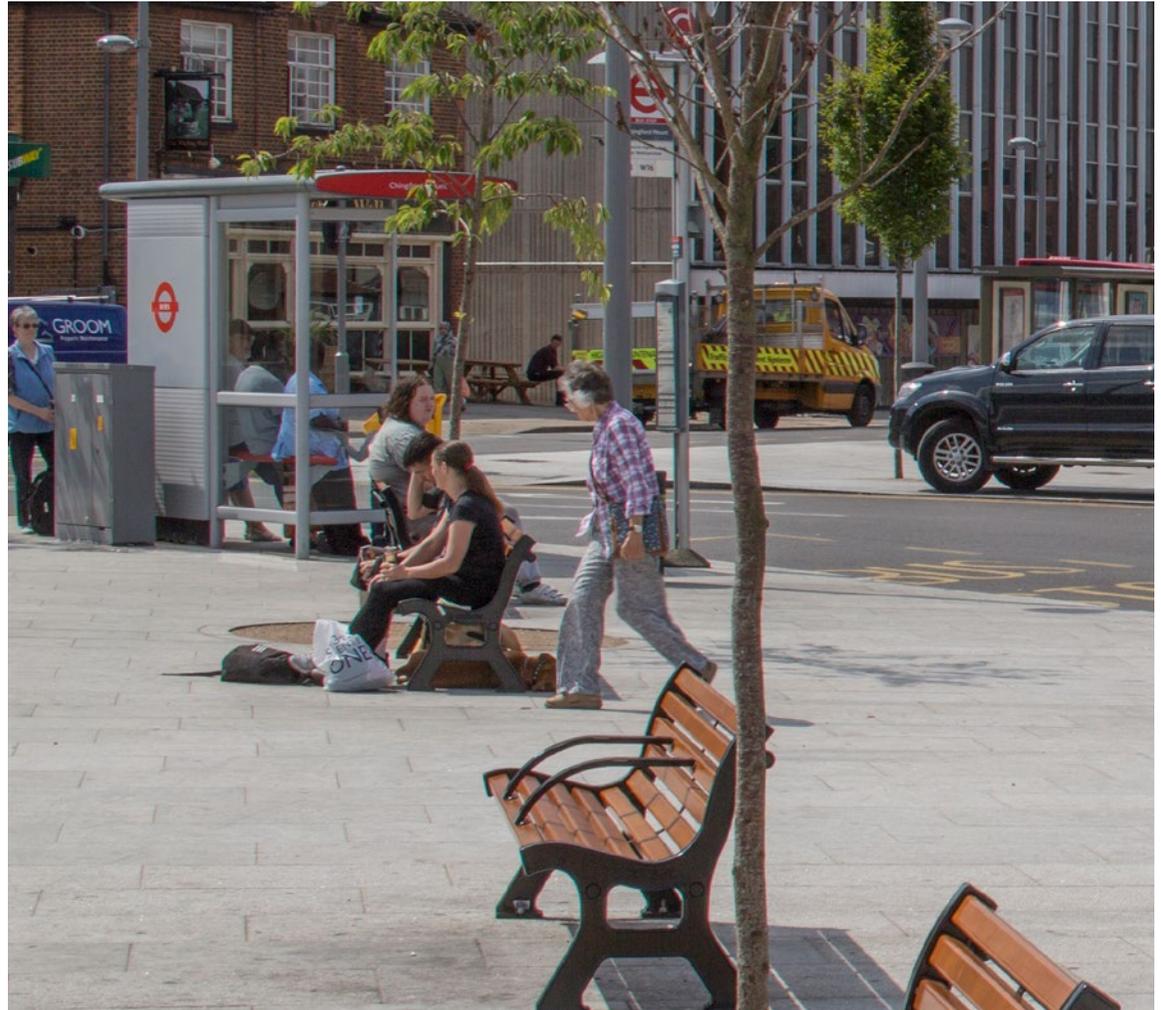
Waltham Forest

THE OPPORTUNITY

Chingford Mount is an important district centre in the north of the borough. The town centre is performing adequately overall and with targeted support and development could become a well-functioning centre, serving an increasingly diverse and active local community which is keen to see the centre thrive.

Chingford Mount is a relatively large district centre, which offers a range of day-to-day convenience services for local residents. The centre struggles to compete with the upmarket, boutique offer of Chingford or with major out-of-town comparison and convenience goods offers to the west and south. This is reflected in trading levels and vacancy rates, particularly in the north of the centre, as well as in local perceptions. Local groups have established 'Love South Chingford', including a promotional campaign, building on the area's increasing food and drink offer and developing a plan of action to improve the town centre.

The town centre has benefited from recent Council investment at Albert Crescent, but is fairly functional in appearance and could benefit from further investment in prominent sites and buildings as well as the streetscape. Small-scale, but prominent development opportunities could provide a significant improvement to the appeal of the town centre's offer. Traffic congestion is an



issue for the centre, which only has buses as a public transport option.

WHAT LOCAL PEOPLE HAVE TOLD US ABOUT CHINGFORD MOUNT

Residents in Chingford Mount are less likely than residents in other town centres to shop in their local high street (*Shaping Growth research, January 2016*). Chingford Mount has the highest shop vacancy rate of all the borough's eight town centres at 11%. There is an active 'Love South Chingford' group which is advocating increased investment in Chingford Mount and encouraging local people to use their town centre.

CASE STUDY

CHINGFORD MOUNT

The Chingford Mount high street scheme carried out in 2013, with a value of £750,000, focused on Albert Crescent, which connects Hall Lane to Old Church Road. Home to a large traffic island with a well-used bus stop, Albert Crescent has a memorial column at its centre which was retained. The works included:

- Improvements to the public space
- Five shopfront facades (three of which were double fronted units) including new signage and lighting
- The restoration of art deco stonework above the shops
- Work to public areas including new granite paving, wider pavements, new seating and more trees
- Improved road safety measures with new feature lighting.



CHINGFORD MOUNT: DELIVERY PLAN

ACTIVITY	PURPOSE	TIMINGS	COUNCIL RESOURCE	PARTNERS
1 Produce development briefs and delivery plans for key town centre sites	To provide improved new shopping units, town centre facilities, community facilities and housing	2016–onwards	Business Team, Planning Regeneration, Property	Landowners and developers, local businesses, resident groups
2 Secure investment for the High Street and businesses around Old Church Road through the town centre grants programme	To make the High Street a more attractive and successful business environment	2017–2020	Business Team, Regeneration, Highways	Local businesses, resident groups
3 Support small food and drink businesses to become established and grow, including through proactive planning policy	To help develop a wider mix of business in the town centre to increase footfall and business growth	2017–2020	Business Team, Regeneration, Planning Policy	Local businesses

