

# 1. Welcome to the exhibition!



## Introduction

Waltham Forest Council is working with a team of consultants to prepare a Development Framework for the Wood Street area. This will look at the existing challenges and opportunities in the area and will help us write planning policy. We want to promote regeneration and investment but protect the unique character of Wood Street.

## Today's consultation

We want to hear what you think about our emerging ideas for Wood Street. All comments and ideas are welcome and they will help us to make sure that the plans in the Wood Street Development Framework respond to local needs.

## What's already happening?

The Council's successful bid to Transport for London means that work has already begun on the £1.8million street improvements consulted on in Autumn last year including the improvements to create the new Plaza. Further funding from the Mayor has been secured by The Council from the Outer London Fund, this funding has and will continue to fund festive and feature lighting, business support and art interventions in the area until March 2012 with the potential for further funding following that. The Council started the preparation of the Area Action Plan for Wood Street earlier this year and has already done some initial consultation which will help to inform this project.

## What happens next?

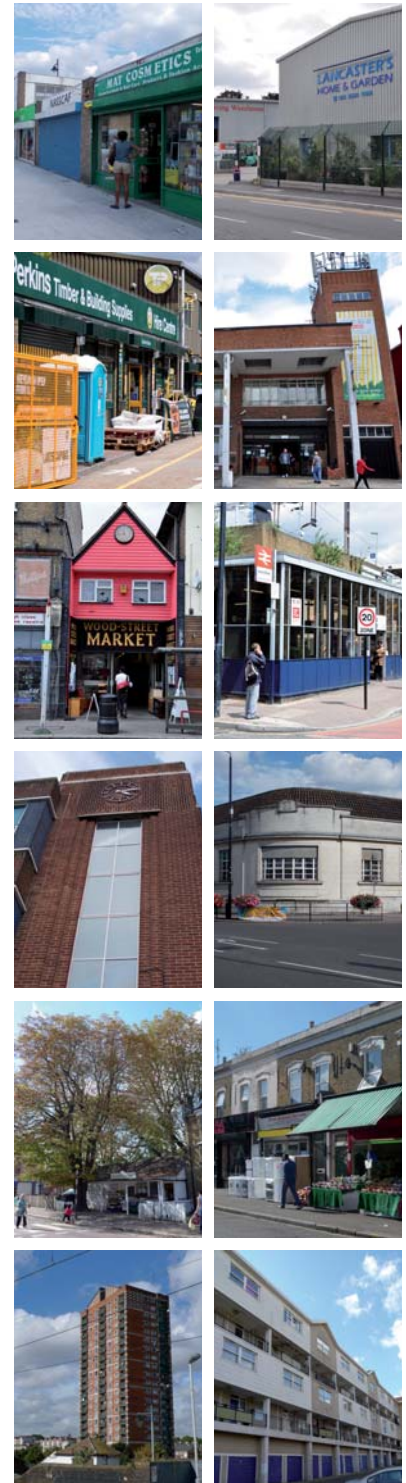
Your comments will feed into the preparation of the Development Framework report. The proposals will be formally consulted on by the Council during the preparation of the Area Action Plan for Wood Street. The Area Action Plan is a new planning policy document which will be used to manage development.

If you want to find out more about the planning policy work you can visit [www.walthamforest.gov.uk/ldf](http://www.walthamforest.gov.uk/ldf) for the details.

## What can you do today?

Please take the time to let us know what you think about the proposals. The exhibition will be displayed until Tuesday 3rd January in Wood Street library. If you don't have time to stop today there will be other opportunities to join in the consultation process.

You can send your ideas or register for further consultation events by contacting Shelley Browne, Project Manager at London Borough of Waltham Forest, on 020 8496 6775 or via email - [regeneration1@walthamforest.gov.uk](mailto:regeneration1@walthamforest.gov.uk).



## 2. What are our main objectives for Wood Street?

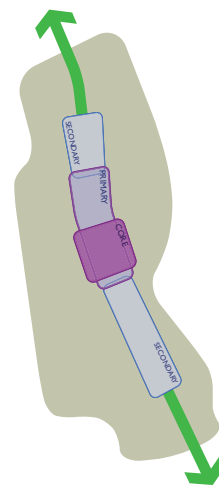
### Existing guidance for Wood Street

The Council recently adopted the Core Strategy for the Borough which outlines the Council's approach to directing and managing development and regeneration activity for the next 15 years, up to 2026. The Core Strategy designates Wood Street as a Regeneration Area and indicates that the area could accommodate up to 1,000 new homes over the next 15 years. The document also identifies the following aspirations for the Wood Street area:

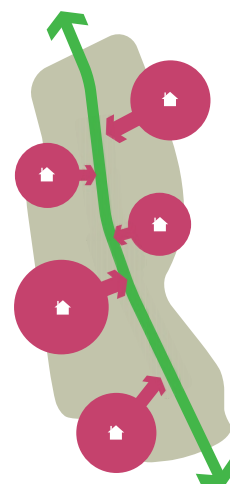
- **Strengthen the centre with a retail-led mix of uses:** Intensifying the town centre and maintaining and encouraging a vibrant range of shops and services, whilst capitalising on the market and arcade area to provide a unique selling point for Wood Street town centre;
- **Consolidate Wood Street with a clear spatial strategy:** Creating a clear heart to the town centre in relation to shopping, public transport access, and community activities and establishing the necessary critical mass to support the viability and vitality of the town centre;
- **Enhance links to surrounding neighbourhoods:** Establishing attractive, direct, safe connections between the residential neighbourhoods and the high street through renewal of housing estates and facilitating pedestrian and cycle movements along desire lines through and across the high street;
- **Enhance historic assets:** Maintaining and enhancing the existing character of the area through retention, sensitive renewal and refurbishment of historic and character buildings and ensuring that new development blends into the existing urban structure and character of the area;
- **Promote a sustainable approach to transport and parking:** Ensuring an integrated approach to regeneration and transport initiatives. Transport for London funding has been secured for public realm improvements which has kick-started the regeneration within the Wood Street AAP area. A shift towards sustainable modes of transport will be encouraged and parking will be rationalised.
- **Enhance public realm and spaces:** Focusing on key spaces within the area, such as the precinct, the town square and the Millennium Clock site, an integrated programme of public realm and streetscape improvements will be brought forward that seeks to strengthen the vibrancy and vitality of the town centre by day and night and encourage walking and cycling to and from and within the Wood Street area.



Strengthen the centre with a retail-led mix of uses



Consolidate Wood Street with a clear spatial strategy



Consolidate Wood Street with a Enhance links to surrounding neighbourhoods

# 3. The key sites

## Key sites

The AAP process has identified a number of sites which could help to steer the regeneration of the area.

We have grouped these sites in logical clusters and summarised the emerging approach for each below.

### CLUSTER 3: HOSPITAL

Site 9: Thorpe Coombe Hospital

### CLUSTER 4: MARLOWE ROAD AND THE PLAZA

Site 10: Marlowe Road  
Site 11: The Plaza

### CLUSTER 6: WOOD STREET SOUTH

Site 16: Dairy site  
Site 17: Crownlea site  
Site 18: Lucerne Grove

### CLUSTER 1: FULBOURNE ROAD

Site 1: Cedar Wood House  
Site 2: Goss Components  
Site 3: Walthamstow Business Centre  
Site 4: Ardleigh Works

### CLUSTER 2: FOREST ROAD

Site 5: Stirling House  
Site 6: Willow House  
Site 7: Library  
Site 8: Millenium Clock Corner

### CLUSTER 5: STATION AREA

Site 12: Secondary Retail Area  
Site 13: Wood Street station access  
Site 14: Industrial area  
Site 15: Barrett Road Site



# 4. Emerging options - clusters 1 and 2

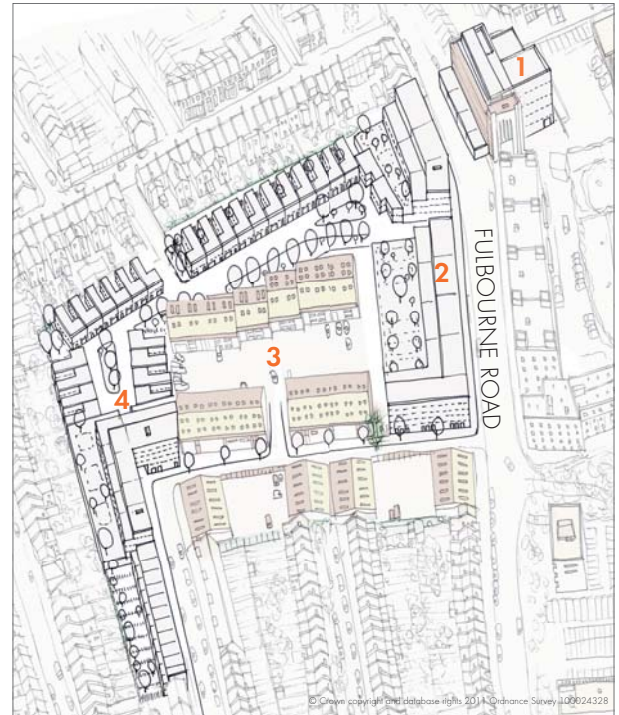
## CLUSTER 1: FULBOURNE ROAD

### Principles:

- Support the existing Walthamstow Business Centre
- Improve the relationship between business and homes
- Create a better frontage onto Fulbourne Road to make the street feel safer
- Set up a framework for new development, including new homes

### Emerging options:

1. **Cedar Wood House:** Refurbish or convert to residential
2. **Goss Components:** Residential-led mix of uses with active uses at ground to Fulbourne Road. Potential to either retain employment or deliver new housing to rear of site.
3. **Walthamstow Business Centre:** Retain employment uses – these types of units are successful and in demand. Longer term change possible.
4. **Ardleigh Works:** Residential uses to complete terrace with employment or residential dwellings to rear. Potential to make Clifford Road a no-through road to keep commercial traffic separate and avoid cars cutting through to Forest Road.



Indicative proposals for Fulbourne Road area

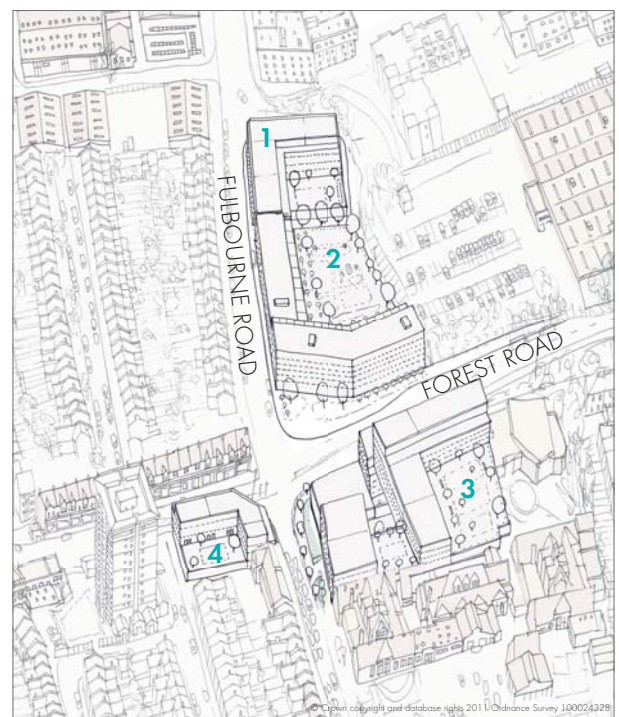
## CLUSTER 2: FOREST ROAD

### Principles:

- Create a much clearer gateway to Walthamstow along Forest Road and to the northern end of Wood Street
- Improve the quality and safety of the pedestrian space
- Explore opportunities for new homes
- Protect the historic library frontage

### Emerging options:

1. **Sterling House:** Likely to remain in office use in the medium term. Longer term potential for development as housing.
2. **Willow House:** Potential to redevelop site as housing.
3. **Library:** Retain library or, if alternative library site on Wood Street comes forward, consider converting to another use with adjacent housing.
4. **Clocktower:** Clocktower space is proposed for enhancement in the short-term. If adjacent sites come forward (i.e. library and Willow House), opportunity may exist to create new space adjacent to new development and introduce small scale infill development incorporating the lock-up garages to the rear.



Indicative proposals for Forest Road sites

# 5. Emerging options - clusters 3 and 4

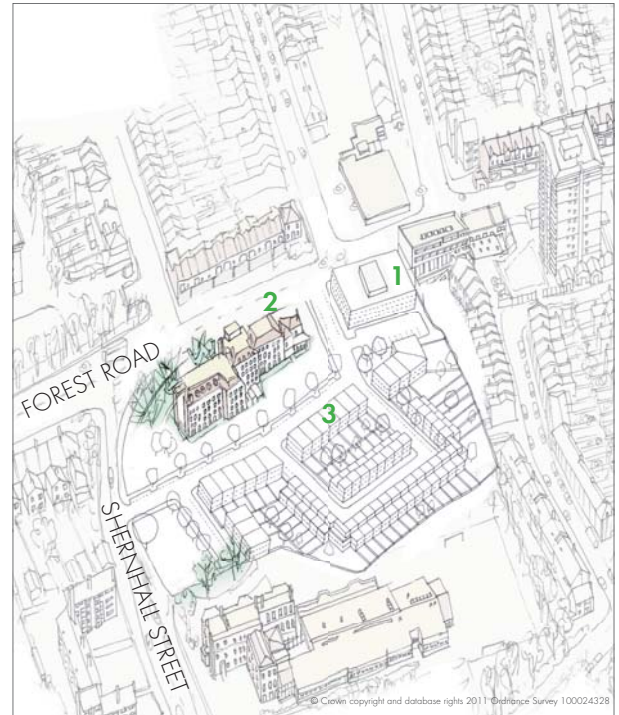
## CLUSTER 3: HOSPITAL

### Principles:

- Establish a new healthcare facility on site
- Protect and enhance the setting of the listed building and improve the setting of the listed college building to the south
- Include new family housing

### Emerging options:

1. New health facility
2. Refurbish or potentially convert the listed building.
3. Residential development - low rise terraces and mews likely to be most appropriate



Indicative proposals for hospital site

## CLUSTER 4: MARLOWE ROAD AND THE PLAZA

### Principles:

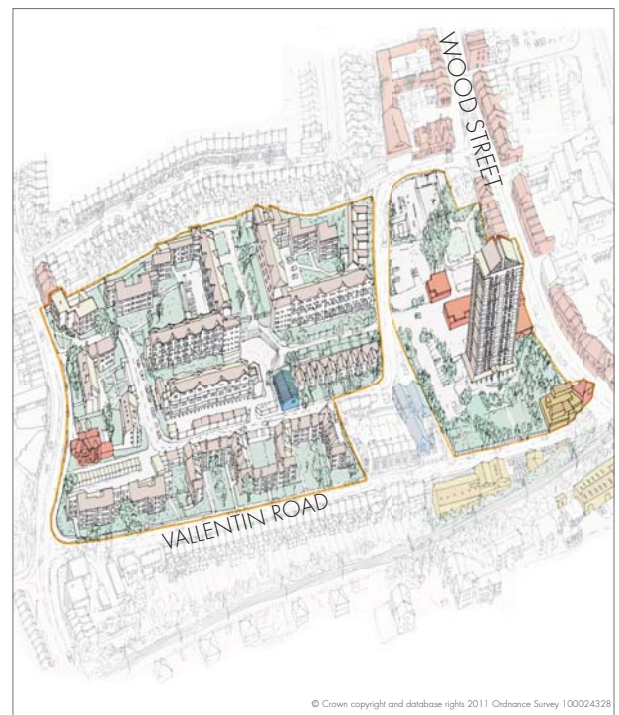
- Explore options for major improvements to the Marlowe Road area including large-scale replacement of the buildings.
- Create a clear and safe network of streets with good links to the Plaza and High Street.
- Use building types which reflect the character of the wider area including terraced family housing.
- Use new development to improve the setting of the tower and make the public spaces feel safer.

### Emerging options:

The Council and Ascham Homes is currently commencing a detailed exercise to consider opportunities to improve the Marlowe Road and area around Northwood Tower.

The Wood Street Development Framework is considering a range of potential interventions to improve the area.

A comprehensive approach to regeneration would be desirable in design terms, but this would be a complex process with a long timescale.



Existing Marlowe Road and Plaza area

# 6. Emerging options - clusters 5 and 6

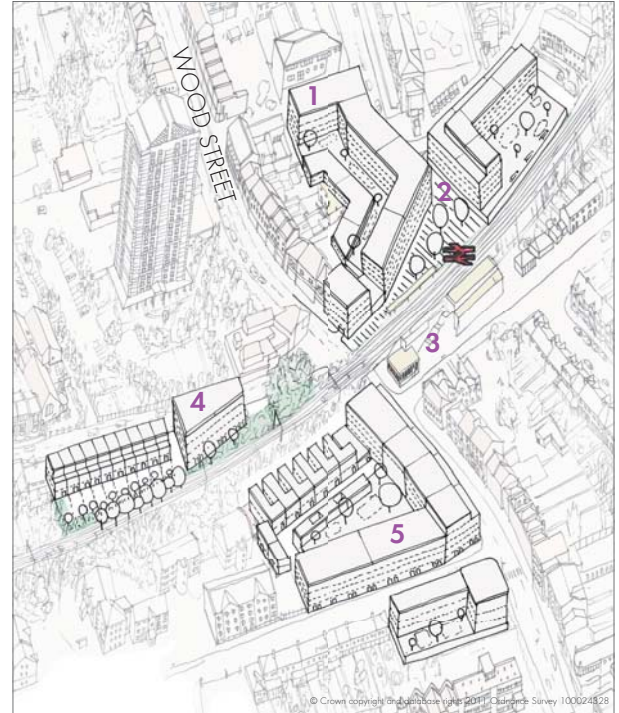
## CLUSTER 5: STATION AREA

### Principles:

- Improve the area around the station and access to the platforms.
- Consider long term options for development of the sites around the railway station so that they are better suited to the town centre.
- Consider smaller infill development opportunities.

### Emerging options:

1. **Brandon Road car park** - potential redevelopment of car park site.
2. **Secondary retail area** - Travis Perkins site is likely to remain in its current use. Options exist to redevelop the site with a higher density of uses in the longer term.
3. **Station** - Opportunity to improve the access to station
4. **Industrial area** - Potential to redevelop site for a mix of uses including residential units
5. **Barrett Road site** - current uses likely to remain, longer term potential to make better use of the site. Potential infill development on part of school site.



Indicative proposals for station area (annotations 2 and 5 are very long-term opportunities)

## CLUSTER 6: WOOD STREET SOUTH

### Principles:

- Potential for new residential developments
- Improvements to the Wood Street frontage
- Better links from Wood Street to Foresters Drive and the cricket pitch.

### Emerging options:

1. **Dairy site** - Potential to redevelop Dairy site in residential uses.
2. **Crownlea site** - Range of options to refurbish or redevelop part of this site in a range of uses including residential uses.
3. **Lucerne Grove** - Refurbish or redevelop in residential use.



Indicative proposals for Wood Street south