

The High Street Life in Waltham Forest

Shopfronts strategy for safe, vibrant and attractive high streets
May 2011

East

with

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Cover Image: H.P. Parsons Butchers, Walthamstow High Street

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Executive summary

Executive Summary

Waltham Forest Council together with Design for London have appointed East in conjunction with GVA Grimley and Jan Kattein Architects to identify and develop a robust strategy for the high streets and shop fronts in Waltham Forest in supporting business economy and neighbourhood regeneration. This report is the outcome of this commission.

The *High Street Life in Waltham Forest* follows a key retail corridor along the high streets from the north, Chingford, of the borough to the south, Leyton.

The project aims to create a thriving high street by re-enforcing the distinctive character of the places along the route, by creating places for people to stop, slow down and socialise and by balancing the needs of pedestrians and other road users. It will create a connected street by enhancing natural flows across and along the street, removing barriers to make it easier for everyone to move around and find their way. A healthier street will be created by increasing opportunities for walking, cycling, recreation and leisure. Social projects and events will bring the street to life before and during the Olympics and ensure local communities benefit from the Games, through boosting regeneration, community pride and the visitor economy.

The challenges of the economic downturn on the borough's small business community have given even greater significance to the focus of ensuring, protecting and the promoting the boroughs key retail centres. This strategy aims to influence the future proposals of the councils spatial planning, public realm and economic development departments, particularly in regards to design of shopfronts and imminent planning policies relating to retail usage across the borough.

A Pilot Project

The Council recognise the need for a robust strategy for the high streets and shopfronts in supporting business economy and neighbourhood regeneration. This will enable the Council to rollout the strategy across the borough as funds become available. For this reason this document feeds directly in the pilot shopfront scheme on Leyton High Road and puts the ideas and recommendations of this strategy

into a real and achievable context. Two terraces on Leyton High Road have been selected to deliver proposed improvements in an exemplar way, complementing the major transformation of Leyton's most significant routes and public spaces prior to the Olympics in 2012.

Audience

The audiences the document is aimed are:

- Staff across the Environment and Regeneration department, specifically Public Realm, Economic Development, Property Management and Spatial Planning teams at Waltham Forest
- Agencies working with and representing the business community
- Town Centre Managers
- Retailers and vendors across the borough, as well as freeholders and leaseholders
- Potential new vendors and investors

Vision

The *High Street Life in Waltham Forest* strategy aims to develop a robust and financially viable strategy for improving the quality, environment, aesthetic and legibility of the boroughs high streets and shopfronts as major community and economic assets and places of exchange. The strategy provides guidance that will help to support business economy and neighbourhood regeneration through an attitude toward the role that design can play within the high street to promoting long-term social, financial and placemaking benefits.

The foremost function of any shopfront should be to display goods to the best of their advantage. Over the past 50 or so years there has been a clear move away from traditional good quality shopfront design which was so heavily based on this key principle.

The modern high street is now defined by a disparity in design and quality as a result of constant alteration to meet modern needs. Economic factors such as the need for more expansive shops,

the availability of cheap materials and the use of standardised shopfronts have all played a role in increasing the gap between good and bad design of shopfronts in our high streets.

The vision of this strategy is to readdress this balance through a design led approach to raise the standard of the borough's high streets through careful guidance for shopfronts, street environments, and the mix and distribution of uses throughout the borough's centres to the benefit of the communities and economy of Waltham Forest and London as a whole.

Objectives

- To deliver the High Street Life Strategy and Shop Fronts Scheme that builds on the aspirations of the Mayor's Great Spaces submission, and our 2012 and Legacy programmes
- To pilot and deliver an exemplar shopfronts scheme that acts as a showcase attracting local businesses across the borough to invest in the scheme
- To attract funding from external agencies, private sector organisations and Government departments
- To encourage increased economic and social activity by show-casing the distinct and individual enterprises on offer throughout the borough
- To engage with existing shop keepers in the borough to preserve the special nature and character of each area - and cherish that which is unique and historically important
- To provide a critical analysis of the diversity of the existing and retail environment, including gaining public and retailer perceptions and advise on future uses
- To provide not only visions for shop fronts, but to tackle the issues of the wider streetscape: it's furniture, it's trees, parking, lighting, wayfinding, public safety and crime
- To respond to the offer of neighbouring Stratford and the draw of the Olympic Park by emphasising the specialist variety and individual offer in the borough that cannot be rivalled by large

supermarkets and branded high street shops

- To provide recommendations to how Waltham Forest Council can promote retail activity in the borough
- To attract uses that will add vibrancy to high streets and regulate uses which are disproportionately prolific

Key policy and economic proposals

A number of wider concerns regarding the nature and mix of retail in Waltham Forest's centres and High Streets have been raised. These include:

- The absence of a mix of cafes and restaurants in centres
- The absence of sit down, family dining options
- The lack of family entertainment options, such as cinemas
- A destination appeal that could diversify and extend the trading hours of businesses.

In addition, there is a concern that certain types of businesses are over-represented. The proliferation of betting shops, there are 56 in the Borough, has raised concerns regarding their potential impact. There is also a concern regarding the proliferation of estate agents on one hand, and the decline of traditional public houses on the other.

In response, the Council will pursue a range of strategies to improve the retail offer and quality of its town centre and high street environments. These strategies will include the following.

- Managing anti-social customer behaviour through police and social services
- Managing business behaviour through licensing and enforcement
- Engage with retail landlords to influence their leasing activities and strengthen the café, restaurant and leisure and entertainment offer
- Promoting the Borough to independent restaurant operators as well as regional or national chains

- Playing a leading role in diversifying the retail offer, and encouraging alternatives to betting shops, pubs and estate agents through its own role as developer and landlord
- Promoting joint business activities to market, manage and invest in shopping areas, using the shopfront improvement programme as a springboard for engaging retailers
- Diversifying the retail catchment through a more economically diverse residential community encouraged by new housing developments
- Retaining more of the Borough's spending power by raising the quality of local retail
- Maintaining traditional pubs by evolving their restaurant and food offer or through community ownership
- Limiting the location of problem retailers, such as betting shops, and maintaining the evidence to justify this
- Enforcing rules regarding estate agent boards left up after a property has been let.

The Council will pursue a range of strategies to improve the retail offer and quality of its town centre and high street environments. The Council will also pursue strategies that strengthen the retail catchment and demand in Waltham Forest and support inward investment by the type of retail it wishes to have as a priority.

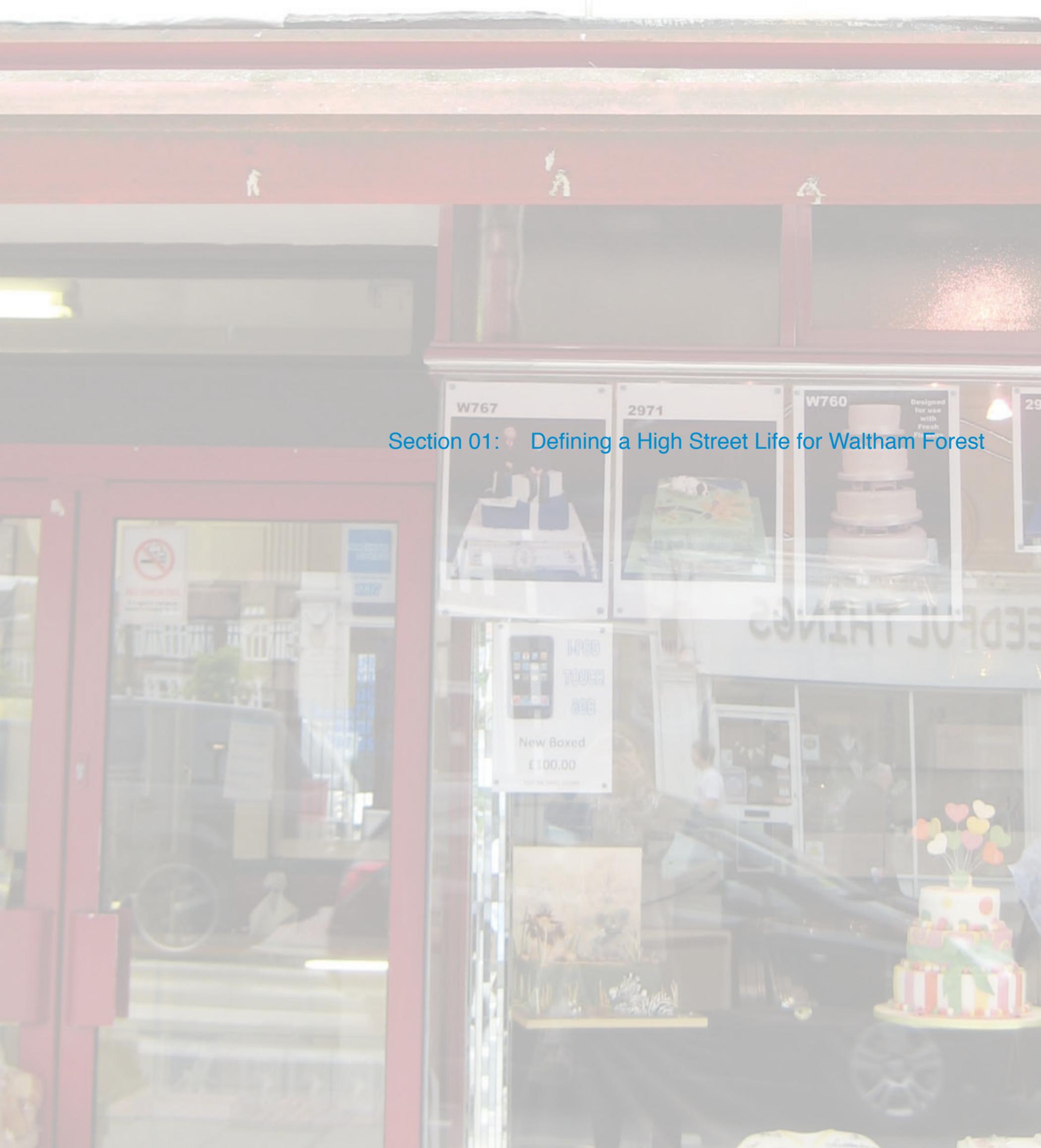
There are frequent concerns among local authorities regarding the proliferation of certain businesses in their retail areas. These include betting shops, estate agents and charity shops, each of which fill the void left by the decline of more traditional retailers. These shops are now frequent occupiers of retail streets across London, including in some of its more affluent boroughs and neighbourhoods. At the same time, the demand for family oriented retail and leisure which can safely extend into the evening hours is a frequent goal.

The London Borough of Waltham Forest will focus on immediate responses addressing the most problematic businesses, while taking a proactive approach to changing landlord leasing activities and

promoting the Borough as a place for the retail, restaurant and family entertainment businesses sought.

CAKE

Section 01: Defining a High Street Life for Waltham Forest



What is High Street Life?

What is the High Street Life and how does it benefit Waltham Forest? There are a series of initiatives which link together to form the answer:

The High Street Life initiative

'The High Street Life in Waltham Forest' follows a key retail corridor along the high streets from the north, Chingford, of the borough to the south, Leyton.

Funding has been secured from the London Development Agency and the Communities and Local Government department to deliver a major transformation of Leyton's most significant routes and public spaces prior to the Olympics in 2012. This is the first phase of a long term programme of investment and regeneration of the borough.

Waltham Forest Council together with Design for London have appointed East in conjunction with GVA Grimley and Jan Kattein Architects to identify and develop a robust strategy for the high streets and shop fronts in supporting business economy and neighbourhood regeneration. This report is the outcome of this commission.

High Street Life in Waltham Forest is one of 36 selected projects on the Mayor's Great Spaces Initiative.

The Mayor's Great Spaces Initiative

The Mayor's Great Spaces is an initiative to revitalise the capital's unique public spaces. It will help transform some of London's recognised and lesser known streets, squares, parks and riverside walks into places Londoners and visitors will want to use and enjoy all year round.

The Mayor's Great Spaces celebrates and supports the good work being done across London to improve public places. It embraces projects at any stage of their development, including those already part of other public space initiatives.

The Mayor endorsed the 36 shortlisted projects. High Street Life Waltham Forest is proudly part of this initiative.

Who are DfL?

Design for London is a regional design

resource for London. They are part of the London Development Agency (LDA) and work on behalf of the Mayor of London. They help the LDA ensure a design led approach to delivering improvements to infrastructure and the built environment in London and work with boroughs and others to support the delivery of good urban design throughout London.

Other related programmes: High Street London document The High Street 2012 initiative

The High Street London document by Gort-Scott Architects sets out the wider scope of London's high streets and what future potential they hold for the city. This study sets the context for the emerging high street projects around London and Waltham Forest's own Shopfronts Pilot Scheme and Strategy Document. A similar initiative borne out of the High Street London document is the High Street 2012 programme.

High Street 2012 is a programme of public realm improvements along the A11/A118 from Aldgate to Stratford. The project aims to upgrade the street from Whitechapel Road to Stratford High Street, and to provide a lasting legacy from the 2012 Games for local communities.

The High Street 2012 area is culturally and economically very diverse. It contains communities which are economically and socially marginalised, with some of the lowest employment levels and highest levels of ill health in the UK.

The project aims to create a thriving high street by re-enforcing the distinctive character of the places along the route, by creating places for people to stop, slow down and socialise and by balancing the needs of pedestrians and other road users. It will create a connected street by enhancing natural flows across and along the street, removing barriers to make it easier for everyone to move around and find their way. A healthier street will be created by increasing opportunities for walking, cycling, recreation and leisure. Social projects and events will bring the street to life before and during the Olympics and ensure local communities benefit from the Games, through boosting regeneration, community pride and the visitor economy.



Case Studies

Historic Building Conservation Scheme High Street 2012, LB Tower Hamlets

The High Street 2012 scheme, initiated as part of the Olympic improvement works, is concerned with the rejuvenation and improvement of the A11 from Aldgate to Stratford. The scheme aims to create a thriving high street environment that is successful for pedestrians, road-users and local traders. As such the series of projects along the High Streets length are concerned with improvements to the High Streets infrastructure, public realm and buildings and shopfronts.

The Historic Building Conservation Scheme is part of the wider High Street 2012 project. The first phase of the scheme, completed in September 2010, saw the renovation of 64-68 Whitechapel High Street.

The row of 19th Century buildings were given new shopfronts, and physical details of the buildings were restored to their original condition using period photographs as reference.

The restoration of the row of 19th Century buildings, funded as part of a Partnership Scheme in a Conservation Area (PSICA) between the London Borough of Tower Hamlets and English Heritage, included the cleaning and restoration of the buildings using archive photographs as reference.

The original details of the buildings

were reinstated along with new, rationalised shopfronts and improved footways.

The most dramatic restoration can be seen in number 65a, with its red-brick exposed and original ornamentation and orders restored creating a strong and positive presence on the corner of the block. The renovations along with the improvements across the road at the Whitechapel Gallery have completely changed the image of this part of Aldgate East.

Associated environmental improvements on Whitechapel High Street include new footway surfaces, new lighting and street furniture, improvements to Whitechapel market and improved connections between the High Street, the market and surrounding residential areas.

Improvements have created a better trading environment for the existing businesses, and has attracted new retailers to renovated buildings.



Before and after images of improvements to 64-68 Whitechapel High Street carried as part of the High Street 2012 Historic Building Conservation Scheme

Holloway Road Grant Scheme LB Islington



The Holloway Road Grant Scheme is a Partnership Scheme in a Conservation Area (PSICA) between the London Borough of Islington and English Heritage to improve the historic buildings and streetscape of Holloway Road within the St Mary Magdalene Conservation Area.

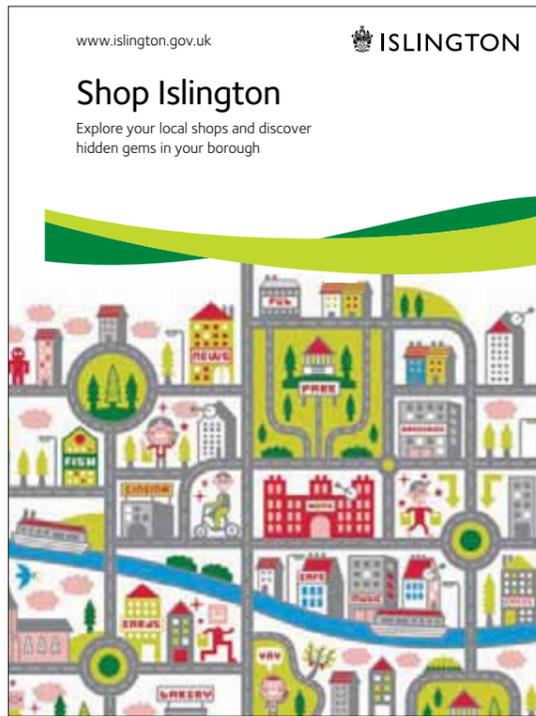
The recently completed project for 155-165 Holloway Road saw the careful restoration of a poorly maintained early 20th Century shopping arcade. The building was physically renovated, shopfronts replaced and public realm de-cluttered and surfaced in simple, clean materials.

Existing retailers have notices increased trade since the works were completed, and previously vacant units have been occupied.



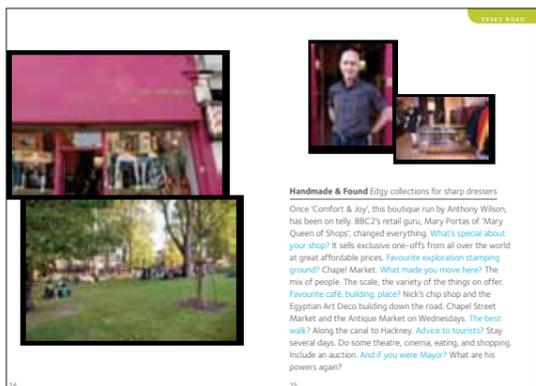
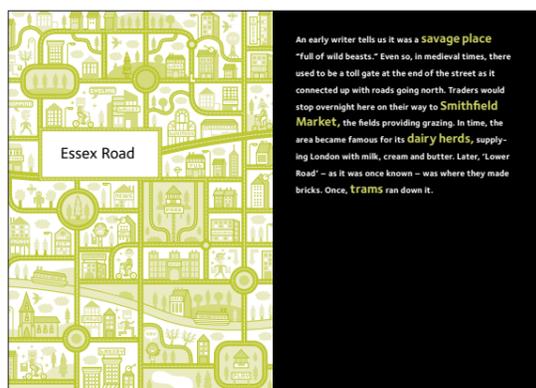
Before and after images of improvements to 155-165 Holloway Road as part of the Holloway Road Grant Scheme

Shop Islington
LB Islington



Shop Islington is a guide to shopping in the London Borough of Islington. The publication strongly demonstrates how the Borough wishes to promote its retail offer; local, place specific shops offering quality, specialised, fashionable produce.

The document demonstrates the power of Council-led promotional material in creating an identity and direction for its retail offer. It also shows the benefits of carefully attaching retail specialisms to places in order to create the image of retail communities.



Extracts from 'Shop Islington'; Essex Road

Brixton Market
LB Lambeth



The Grade II listing of Brixton Market in April 2010 demonstrates the social, cultural and economic value of a rich and varied shopping environment.

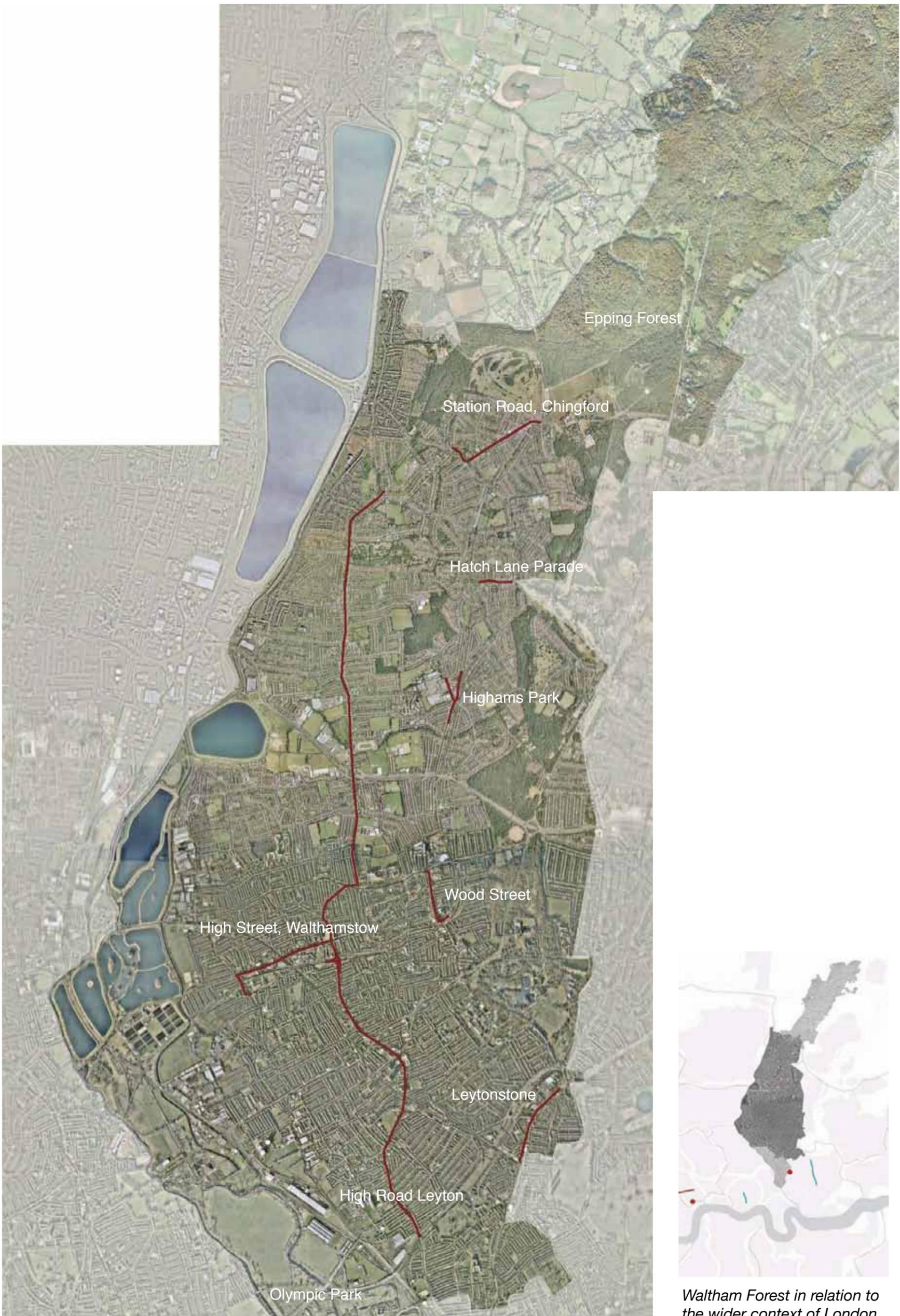
The market is comprised of three covered arcades - Reliance Arcade, Market Row and Brixton Village - built during the 1920's and 30's, and a street market taking place on Atlantic Road, Brixton Road and Electric Avenue. The historically retail driven public realm offered by the covered arcades and the surround shopping streets, particularly Electric Avenue, have allowed a strong and organic collection of locally relevant

retail, new specialist independents and larger chain retailers to thrive.

The listing of the market, on privately owned land, was driven by the growing risk of this key local resource being developed. The collection of shops, traders and their role in their local community is a quality that cannot be design, and - if lost - could not be repeated. Listing has guaranteed the conservation of this unique and irreplaceable community hub.



The thriving mix of retailers on Electric Avenue



High Street Life Extents in relation to the borough of Waltham Forest



Waltham Forest in relation to the wider context of London

High Street Life Strategy, Vision and Objectives

Why a High Street Life Strategy

The challenges of the economic downturn on the borough's small business community have given even greater significance to the focus of ensuring, protecting and the promoting the boroughs key retail centres. This strategy aims to support the proposals of the spatial planning team, particularly in regards to design of shopfronts.

A Pilot Project

The Council recognises the need for a robust strategy for the high streets and shopfronts in supporting business economy and neighbourhood regeneration. This will enable the Council to rollout the strategy across the borough as funds become available. For this reason this document feeds directly into the pilot shopfront scheme on Leyton High Road and puts the ideas and recommendations of this strategy into a real and achievable context. Two terraces on Leyton High Road have been selected to deliver proposed improvements in an exemplar way, complementing the major transformation of Leyton's most significant routes and public spaces prior to the Olympics in 2012.

Audience

The audiences the document is aimed are:

- * Council officers involved in planning, property management
- * Agencies working with and representing the business community
- * Town Centre Managers
- * The Environment and Regeneration departments Public Realm, Economic Development and Spatial Planning teams at Waltham Forest
- * Retailers and vendors across the borough, as well as freeholders and leaseholders
- * Potential new vendors and investors

The guide sets out the principles of good shopfront design to enhance the existing high streets and outlines principles of restoration of existing shopfronts as well as implementing new ones.

Principles outlined herein are intended to help familiarise vendors with good practise and current planning policies. Guidance given in this document will be taken into account when applying for planning permission for new and altered shopfronts. The guide is not intended to provide a concise blueprint for new shopfronts, but will be used to encourage and develop high design standards which enhance the whole environment of the high street.

In addition to the design or alteration of a shopfront, it is critical to consider the wider context of the streetscape. The guidance also provides an overall strategy for street furniture, lighting, waste management and parking, which can be rolled out across Waltham Forest.

Vision

The *High Street Life in Waltham Forest* strategy aims to develop a robust and financially viable strategy for improving the quality, environment, aesthetic and legibility of the boroughs high streets and shopfronts as major community and economic assets and places of exchange. The strategy provides guidance that will help to support business economy and neighbourhood regeneration through an attitude toward the role that design can play within the high street to promoting long-term social, financial and placemaking benefits.

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street environments, and the mix and distribution of uses throughout the borough's centres to the benefit of the communities and economy of Waltham Forest and London as a whole.

Objectives

- * To deliver the High Street Life Strategy and Shop Fronts Scheme that **builds on the aspirations of the Mayor's Great Spaces submission, and our 2012 and Legacy programmes**
- * To **pilot and deliver an exemplar shopfronts scheme** that acts as a showcase attracting local businesses across the borough to invest in the scheme
- * To **attract funding** from external agencies, private sector organisations and Government departments
- * To **encourage increased economic and social activity** by show-casing the distinct and individual enterprises on offer throughout the borough
- * To engage with existing shop keepers in the borough to **preserve the special nature and character of each area** - and cherish that which is unique and historically important
- * To **provide a critical analysis** of the diversity of the existing and retail environment, including gaining public and retailer perceptions and advise on future uses
- * To provide not only visions for shop fronts, but to **tackle the issues of the wider streetscape**: it's furniture, it's trees, parking, lighting, wayfinding, public safety and crime
- * To respond to the offer of neighbouring Stratford and the draw of the Olympic Park by **emphasising the specialist variety and individual offer** in the borough that cannot be rivalled by large supermarkets and branded high street shops
- * To provide recommendations to how Waltham Forest Council can **promote retail activity in the borough**
- * To attract **uses that will add vibrancy to high streets and regulate uses which are disproportionately prolific**

Target Areas

Design principles apply across the borough, but the areas covered in this study are as follows:

- * Station Road, Chingford
- * Hatch Lane Parade
- * Leytonstone town centre and Highams Park
- * High Street, Walthamstow
- * Wood Street
- * High Road Leyton

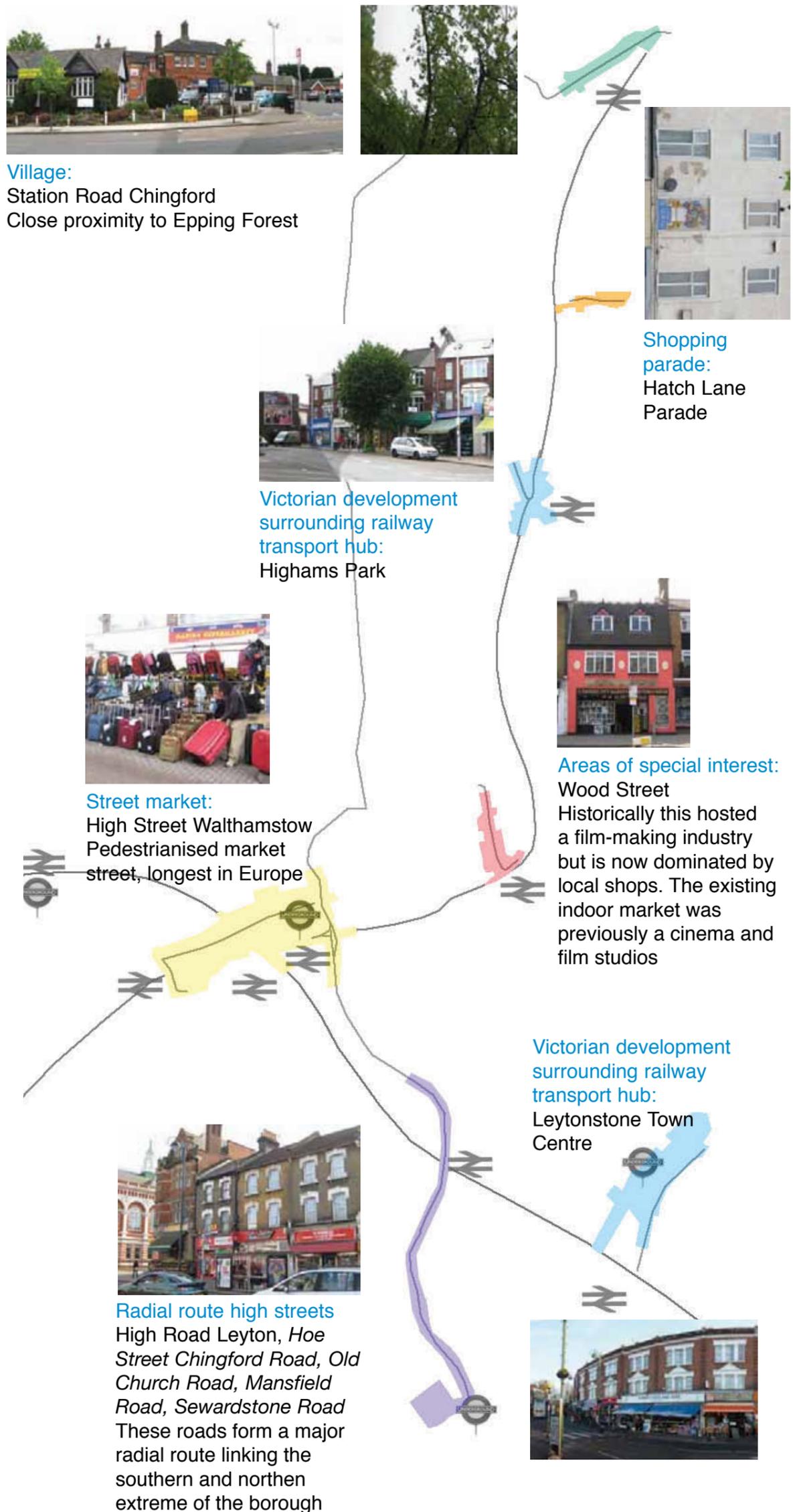
Key Areas

Character Areas

Guidance in this report outlines key character areas found within Waltham Forest and makes proposals for shopfront schemes which respond to the specific character, history, social and economic needs of each of these areas.

The characteristic groups are defined as follows:

- * Villages
- * Shopping parades
- * Victorian developments surrounding railway transport hub
- * Street markets
- * Areas of special interest
- * Radial route high streets



Historic Background

Development of the borough

When establishing guidance principles for the borough, the historic origins of each of the key areas is of prevalence in establishing their distinct characters.

Historically, the borough developed predominantly in the south with swathes of Victorian settlements, followed by later developments to the north during the inter-war period.

Limited modern development has occurred in the borough, but much development through alteration of buildings rather than building new structures has been observed. It is these changes which dramatically effect the development of shopfronts in Waltham Forest's high streets today. There is currently limited coherence of design across terraces and little care for the historical importance of certain high quality design features originally installed.

The Council wishes to encourage restoration to shopfronts where possible before considering the implementation of whole new shopfronts.

Key areas and Historical Context

The borough is made up of District Centres and smaller Neighbourhood Centres which largely follow the pattern of historical development as mapped earlier. Its principle centres are Walthamstow, Leytonstone and Chingford which developed rapidly after they built their own railways.

Chingford

Chingford was originally a small rural community until the arrival of the railway in 1873.

Walthamstow

The 19th century Marsh Street, a rural lane, was transformed into the High Street by Victorian expansion. The street market dates from 1885. Today it is the centre of Walthamstow, with the main rail and tube station, bus station, post office and Central Library, and most of the commercial development and activity located around the High Street.

Wood Street

The Wood Street area was previously home to film studios and a cinema. The Precision Film Co. built a studio at Whipps Cross in 1910, which ceased

production in 1915. The British & Colonial Kinematograph Co. took over a roller skating rink in Hoe Street as studios in 1913.

Chingford Hatch

Hatch Lane Parade was formerly a Local County Council residential block in Chingford Hatch but now houses a string of shopfronts with residential accommodation on the upper floors

Highams Park

Highams Park was designated an Area of Special Character by the Council in 1988. The estate was developed largely by one family and therefore shares a common suburban quality across the area.

Leyton

High Road Leyton was dominated by terraced houses built between 1870 and 1910.

Leytonstone

The main thoroughfare is High Road Leytonstone, which runs the length of Leytonstone to Stratford, and is an ancient pathway dating to pre-Roman times



3 High Street, Walthamstow - 1904



4 St. James Street, Walthamstow - 1906



5 Highams Park, 1921



6 Town Hall, Leyton - 1911



1 Station Road, Chingford, 1907



2 The Bell Public House, Forest Road, Walthamstow - 1909

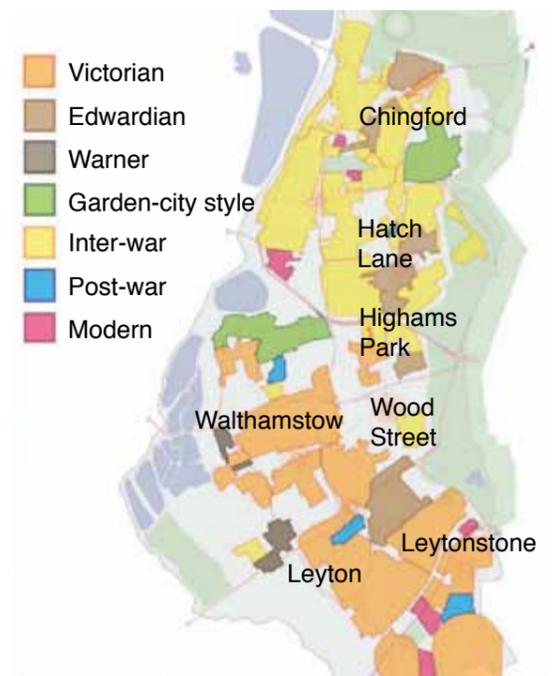
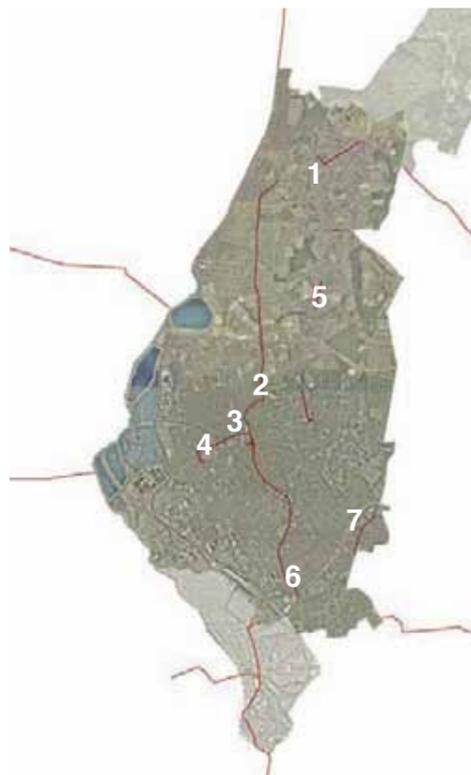


7 Salmon Lane, Leytonstone - 1907

Shopfront Terminology

Waltham Forest's Victorian Shopfronts

As indicated in the historic development plan, a large number of shopfronts in Walthamstow were implemented during the Victorian era. Traditionally these were located in rows of terraces with the upper floors used for housing and have a number of distinct design features as listed here. The Council should encourage vendors to keep or restore shopfronts which have any of these features, where possible.



Waltham Forest historic development. Extract from *Urban Practitioners* London borough of Waltham Forest Urban Characterisation Study 2009

Typical Victorian Shopfront Details

Stall Risers

Stall risers are the solid panel which occurs below the shopfront window. These were traditionally used as part of the display area when shopfronts were open. They also provide some protection to the shopfront at street level and were often solid timber panelled or tiled

Pilasters

Pilasters are columns which slightly project from the face of the wall and were used to divide the shopfronts

Consoles

Consoles are the ornamental head decoration at the top of the pilasters and provide a decorative end to the shopfront fascia

Timber frames

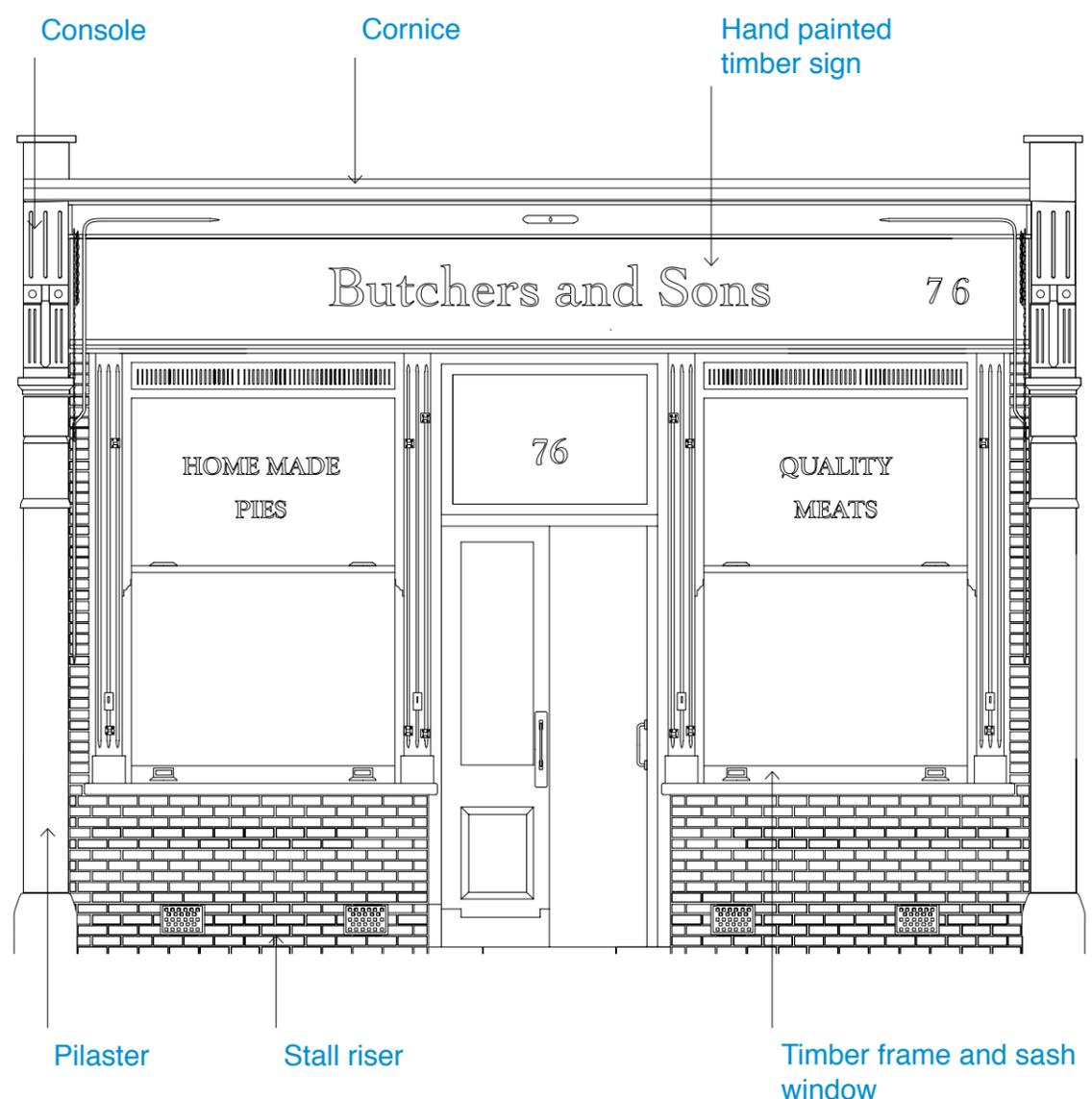
Frames and sash windows were traditionally good quality timber and could be painted to reflect the identity of the individual shopfront

Timber hand-painted signs

Hand-painted signs were used to display the shopfront name and identity

Cornices

Cornices are the horizontal moulded projection that completes a building or wall



Typical Victorian shopfront elements

London-wide overview

Regeneration

The western and southern edges of the borough rest on the Northern Olympic Fringe. The routes and high streets leading to and from the Olympic Park, whether pre or post games, are now of key importance in the regeneration of the high streets of Waltham Forest.

The proximity of the Olympic Park is a significant driver for change in East London. For Waltham Forest this means the enhancement of the high streets of Waltham Forest in time to maximise integration with the surrounding boroughs re-joined by the park and neighbouring Stratford City. With Stratford about to become a major metropolitan shopping centre increasing numbers of shoppers will be attracted to the wider area of East London. Waltham Forest's High Street Life strategy seeks to utilise this as part of its economic and social regeneration strategy by celebrating the diversity and uniqueness on offer by its retailers and residents.

The offer from wider London

Across London the diversity of shopping districts and High streets is traditionally evident between East and West London, both in terms of an economic divide but also in the diversity and specialist offer of the un-branded shopping street versus the branded high street store.

With Westfield about to implement the largest commercial shopping centre in East London, high street stores traditionally congregating in West London are now reaching the Eastern edges. Likewise, it has become clear that a diverse and local offering from a traditional style London street market is an increasingly desirable shopping experience spreading into West London evident in the success of places such as Edgware Road.

The needs of the London shopper are ever changing as the want for unique and local offer increases in demand. It is proposed that Waltham Forest builds on this celebration of uniqueness across the High Streets of the Borough to offer a local and diverse range of goods and shopping experiences not available from Stratford City's metropolitan shopping centre.

Gort-Scott's High Street London report, 2010 emphasises the social, economic

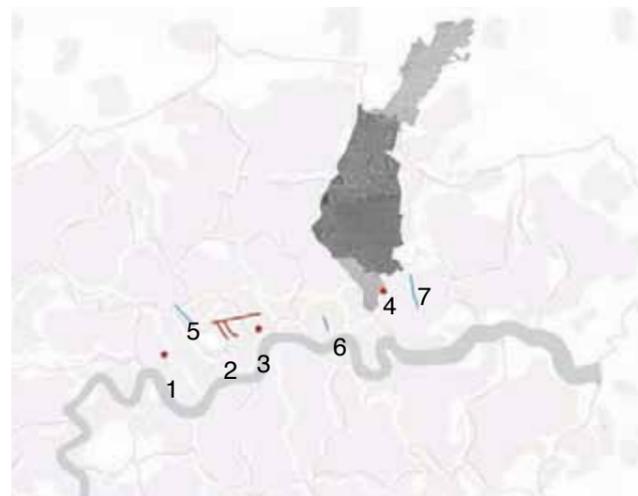
and connective value of London's high streets today. High Street Life in Waltham Forest aims to promote high street environments in the borough that will allow these spaces of economic and social exchange to flourish and strengthen their role both within the borough and London as a whole.

Precedent: Green Street Newham

Green Street is the largest shopping centre catering for the Asian community in the heart of the East End. Queens Market is a well-established and much loved place to shop in Green Street, E13. People from across London are attracted by its vibrant rich mix of exotic fresh produce and goods, alongside more traditional fare. It has about 400 independent shops and market stalls.



Green Street, Newham



London High Street Overview

- Major High Street Brand Retail Areas:
 - 1 Westfield Hammersmith
 - 2 Oxford Circus
 - 3 Covent Garden
 - 4 Westfield Stratford City
- Unique Retail Offers:
 - 5 Edgware Road
 - 6 Brick Lane
 - 7 Green Street

Key London-wide shopping districts and high streets



Town centres and retail land use. Extract from Gort-Scott High Street London Report

Borough-wide Unitary Development Plan Overview

Current Planning Frameworks

Waltham Forest Council use a framework of planning policies which are reflected in a borough wide Unitary Development Plan (UDP).

Planning policy is important in developing the future of the borough and is implemented through the UDP as a key statutory planning document.

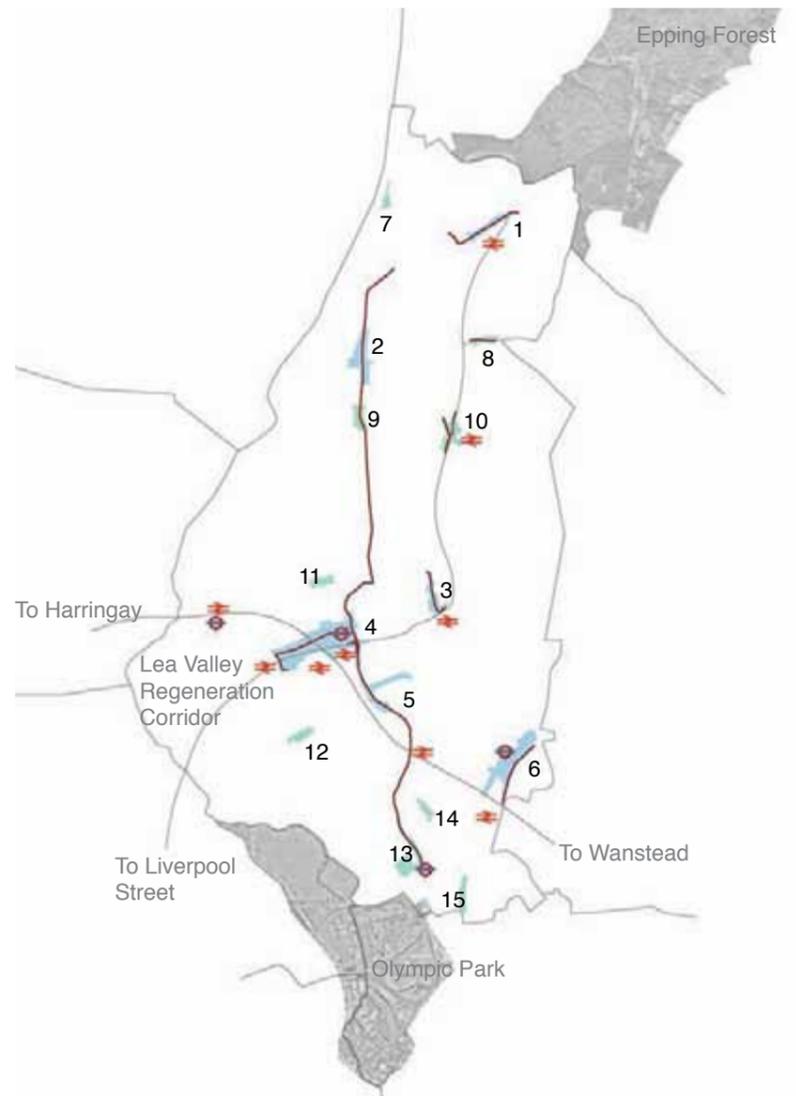
Planning policy can also be delivered through non-statutory Supplementary Planning Documents which provide informal planning guidance in addition to the UDP.

Future Planning Policies

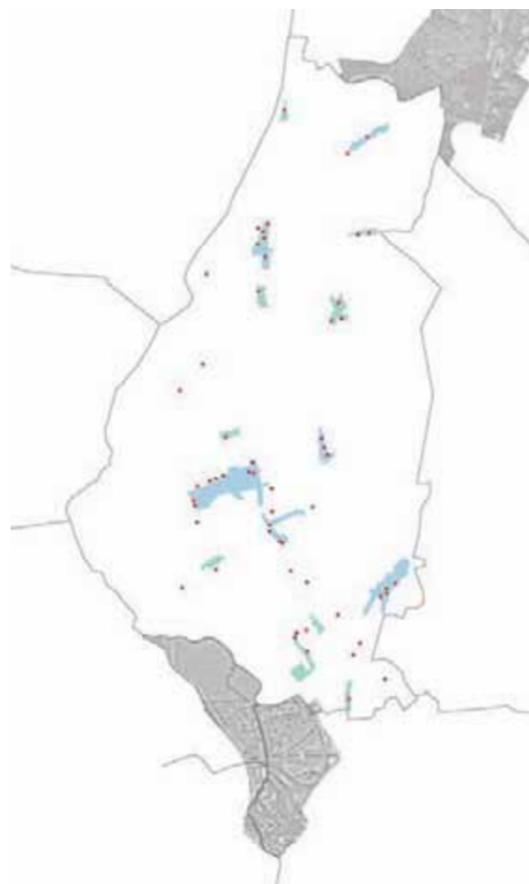
Waltham Forest Council have recently initiated a Supplementary Planning Document to reduce the number of hot-food takeaways near its schools. The success of this campaign has seen a number of hot-food takeaway planning applications rejected in favour of other planning uses.

Following the success of this initiative, the council wishes to produce further SPDs which tackle the high numbers of estate agents and bookmakers across the borough. Bookmakers and estate agents are now extremely frequent and appear in all of the borough's District Centres and the majority of its Neighbourhood Centres. The Council would prefer to see a more diverse offer across its High Streets, and will consider discouraging a proliferation of these planning uses.

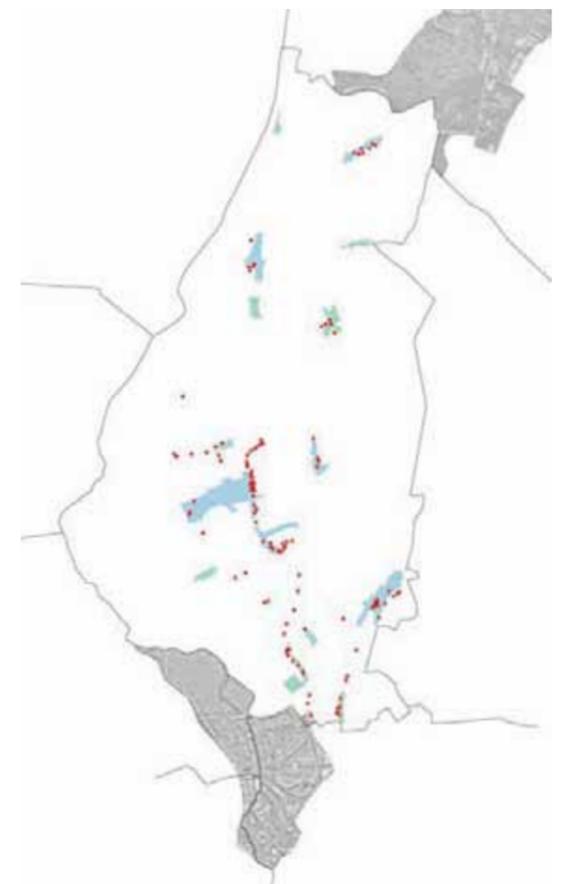
- District Centres:
 - 1 North Chingford
 - 2 South Chingford
 - 3 Wood Street
 - 4 Walthamstow
 - 5 Bakers Arms
 - 6 Leytonstone
- Neighbourhood Centres:
 - 7 Sewardstone Road
 - 8 Chingford Hatch
 - 9 Chingford Mount Road
 - 10 Highams Park
 - 11 Forest Road
 - 12 Markhouse Corner
 - 13 Leyton
 - 14 Francis Road
 - 15 Thatched House



Waltham Forest UDP District and Neighbourhood Centres



Waltham Forest Book Makers



Waltham Forest Estate Agents

Borough-wide topography and infrastructure

Vision

The topography and infrastructure of the borough can also have an impact on the new shopfront developments. The council wishes to encourage developments in the major district and neighbourhood centre high streets and develop good transport links, good parking and increase the potential for future development.

Epping Forest Presence

Epping Forest's presence can be felt strongly across the Borough. Chingford's connection with the Forest is strongest with views to it's edge from beyond the station. The Lea Valley regeneration corridor to the west enhances the Borough's relationship with public green spaces and the Olympic park to the south will provide a new public park for neighbouring boroughs.

Road Networks

The distinct linear road network of High Road Leyton forms a major radial route in and out of central London and acts as a key threshold between southern and northern extremes of the borough. The M11 link road and North Circular also pass through the heart of the borough connecting it to East and West London.

Street Networks

A street typology study explored by Waltham Forest Council has identified seven high-level street types prominent throughout the borough; Urban Motorway; Urban Main Street; Avenue; Community Spine; Park Edged Road; Residential Avenue; Suburban Main Street.

Public Transport Network

Public transport across the borough includes major and minor bus routes, underground stations and overland trains which link the District and Neighbourhood centres but also provide access to surrounding boroughs and central London.

Public Parking

The borough is currently using controlled parking zones to help ease parking issues for both residents and visitors. Parking zones will relate closely to maximise use of the high streets of the borough.



Epping Forest Extents

- District Centres
- Neighbourhood Centres
- Epping Forest:
- Areas of conservation
- Areas of ancient forestry



Waltham Forest Primary Road Network

- District Centres
- Neighbourhood Centres
- Borough road network
- London road network



Waltham Forest Public Transport Network

- District Centres
- Neighbourhood Centres
- Bus Routes
- Priority Bus Network



Examples of predominant street types identified throughout the borough; Urban Main Street; Suburban Main Street; and Avenues

Borough-wide Economic Observations

Waltham Forest Economic Background

The London borough of Waltham Forest is an outer London borough in the North East of London with an area of 3882 hectares.

It is predominately residential in character but there are also industrial estates, retail centres and employment areas across the borough, as well as a total of 1,205 ha of open space, parks and playing fields. The borough can be described as forming a green edged corridor up to the edge of London's green belt to the north. These open spaces are great assets for the borough, helping to improve the quality of life and health of its residents.

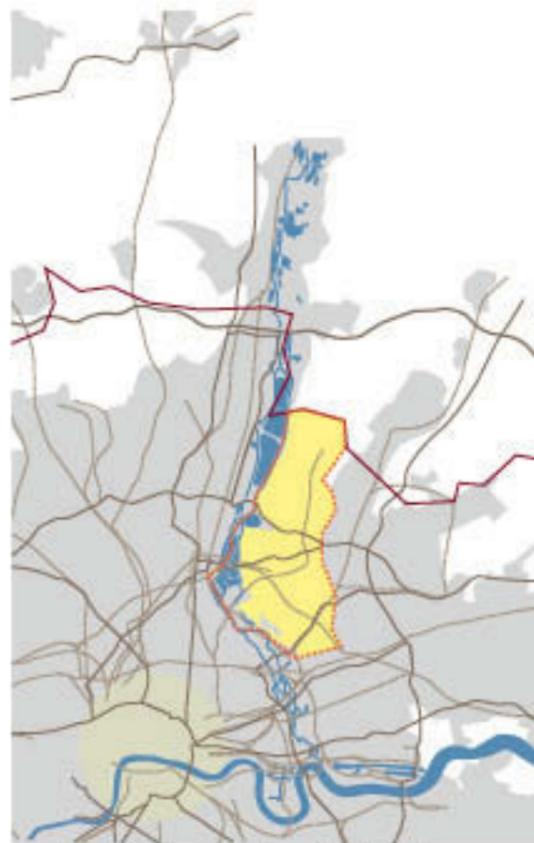
The borough's population has achieved modest growth in recent years, increasing to 223,200 in 2008. According to the Office for National Statistics (ONS), 66% of residents were within working age in 2008, with 42.7% being of Black, Asian, Minority Ethnic groups. The 2008 ONS data indicates that the most heavily represented age demographic in Waltham Forest is the 35 – 39 year age group, both for males, closely followed by the 30 – 34 demographic. This indicates that the borough has a relatively young population.

According to 2007 ONS data, of the 146,500 working age residents, 73.5% were economically active. This is slightly below the London average of 75.7%. According to the Waltham Forest Employment Land Study (ELS 2009), as of September 2008, the unemployment rate in Waltham Forest was 8.4% compared to 6.8% in London.

According to the ELS (2009), workers in Waltham Forest maintain lower levels of qualifications compared to the rest of London. Indeed, the borough has a high number of residents with no qualifications (20.1%) compared to 12.8% in London and 13.1% in Great Britain. However, in 2008, the Waltham Forest workforce was mainly made up of managers, professionals and associated professionals, accounting for 42.8% of all people in employment.

Walthamstow is the main shopping centre within the borough. It is designated as a Town Centre, and therefore sits at the top of the borough's retail centres hierarchy. Designated District Centres are Leytonstone, North

Chingford, Wood Street, Leyton, South Chingford and Bakers Arms. There are also eight designated Neighbourhood Centres which include Chingford Hatch and Highams Park.



Waltham Forest in relation to London. Extract from Urban Practitioners London borough of Waltham Forest Urban Characterisation Study 2009

Physical and social characteristics of the Lower Lea Valley and impediments to regeneration

During the period from the mid 1970s to the mid 1990s, London saw most of its industrial base disappear and its replacement with a very buoyant service economy. The restructuring of London's manufacturing capacity led to massive layoffs and triggered the growth of a population who became long-term unemployed. It was especially noticeable that, in Waltham Forest, most of the effects of industrial restructuring were not fully felt during the 1980s but occurred during the early 1990s thereby coinciding with another period of downturn. This double effect meant that Waltham Forest suffered a very significant loss of jobs at a time when many of the borough's residents worked locally

With some limited exceptions, the general character of the Lower Lea Valley is one of environmental,

economic and social degradation. This is due to historic land use patterns; the fragmented urban structure; a high proportion of strategic utilities services; deficiencies in the provision of amenities; and limited opportunities for the local population. The Lower Lea Valley has suffered from being seen as a utilitarian, functional area and has thus attracted lower land value uses and infrastructure. Transport infrastructure in the Valley includes rail freight facilities, railway sidings, major highways and bus depots. With a few notable exceptions, development has not incorporated the highest standards of design.

Regeneration of the Lower Lea Valley has been very difficult to achieve due to a combination of physical, social, economic and administrative barriers.

The area suffers from a high level of socio-economic deprivation. Wards in and adjoining the Lower Lea Valley are generally within the 10% most deprived in England, with some in the 5% most deprived. These areas exhibit high unemployment, a low proportion of managerial and skilled jobs, poor health, and high crime rates. The population is generally younger than average, ethnically diverse, and has a high level of transience.

The area has a high proportion of jobs in the industrial sector (36%, compared to 20% for London as a whole). Of particular note is the proportion of industrial employment in waste management businesses that is 7 times higher than in London as a whole. Industrial employment density is very low and the number of jobs in this sector is declining.

Place-naming Guidance

Developing a wayfinding system

Place naming and wayfinding are becoming increasingly important in London as new developments and avenues open up on a regular basis, particularly around the area of the Olympic Park.

Place-naming and consistency of signage will provide a coherent approach and language easily recognisable across the whole of London and will act to link Waltham Forest with its surrounding neighbourhoods and beyond.

New place-naming should only be applied where inconsistencies occur, to prevent existing local identities from being lost while promoting an overlay of improved legibility throughout the borough. Local landmarks such as public buildings, public houses and parks can become incremental way-finding devices along long routes where several changes in street name occur.

What is Legible London?

The Transport for London 'Legible London' scheme will be implemented in Waltham Forest as part of the 2012 wayfinding strategy.

This easily recognisable signage strategy has already been successfully rolled out across areas in central London. It uses a consistent approach in signage to help both residents and visitors walk to their destination quickly and easily by providing information on likely walking times and distances.

The Waltham Forest place naming strategy must relay the borough simply and effectively at a human scale, while complementing and enriching existing place name systems.

Legible London uses two different levels of area naming within its information hierarchy. The top level of the hierarchy consists of 'villages', which represent the largest area. Within villages are smaller areas, referred to as 'neighbourhoods.'

A similar system will be implemented in Waltham Forest in conjunction with Legible London.

By mapping out the borough's Ward names, followed by its District Centres and its Neighbourhood Centres we can



Existing place naming rationale for Waltham Forest

begin to assess the complex mapping systems involved in moving from north to south, east to west.

However, the place-naming across the borough is mostly consistent and clear. For example, Wood Street can be reached via Wood Street Railway Station and resides in the District Centre of Wood Street.

It is evident from these studies that although names are generally consistent in immediate surroundings, the main radial route running north to south through the borough undergoes several street name changes along its length:

- Sewardstone Road
- Old Church Road
- Chingford Mount
- Hoe Street
- High Road Leyton

This can hinder travel for people arriving in the area for the first time and be confusing for locals travelling from one district centre to another. The route lacks a clear identity along its length, which is something the Council would like to address through the Legible London scheme.

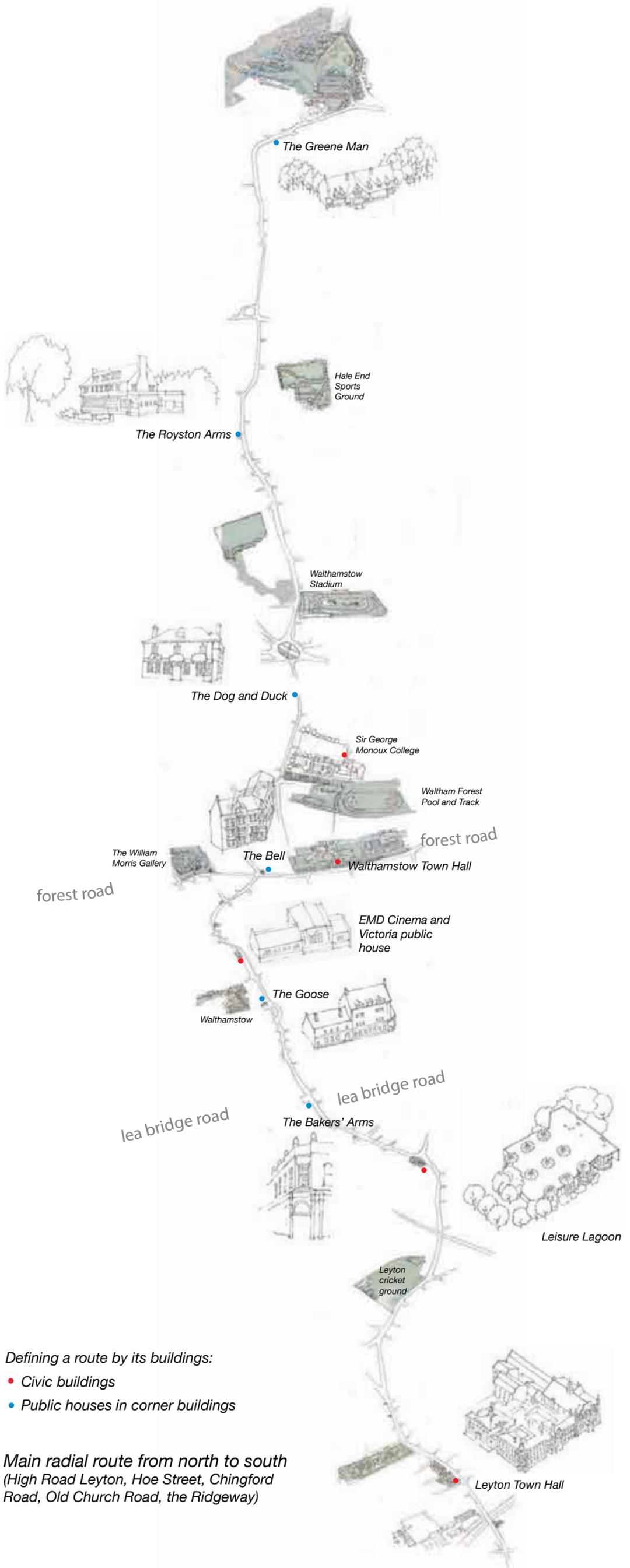
How Legible London can help

By utilising Legible London signage at key moments along the journey of this main radial route, visitors and residents will be able to navigate their way along its length. Along the route reference will be made to which ward and district or neighbourhood centre you are currently in and which are next along your route.

Local knowledge will be taken into account when implementing the signage of routes to reflect more accurately the borough's natural naming systems.



An example of a typical Legible London sign



- Defining a route by its buildings:
- Civic buildings
 - Public houses in corner buildings

Main radial route from north to south (High Road Leyton, Hoe Street, Chingford Road, Old Church Road, the Ridgeway)

North Chingford

Chingford Hatch

Chingford Mount

Hale End and Highams Park

Walthamstow Town Centre

Leyton

Street Furniture

Borough-wide Street Furniture Overview

Street furniture and paving can provide a calm and muted background to allow an area with a strong identity to be seen.

A coherent strategy is needed to ensure consistency in approach along the borough's high streets, paying particular attention to appropriateness of scale. Limiting and carefully locating street furniture is paramount to the success of future shopfront integration with the public realm.

Current Street Furniture Components

1 Telephone kiosks

Variety of types used



2 Street Lighting

Extensive variety of lighting posts along length of all streets. No coherent approach to luminaire type or lighting levels produced or style of lighting post/ luminaire



3 Waste Bins

Variety of bin types found. Lack of coherence and often obstructive to public realm walkway



4 Seating

Variety of types used. Seating often limited and obtrusive to public realm



5 Flower pots are integrated into the railing systems at the ends of main streets. These require high maintenance by the council

6 Wayfinding is inconsistent

7 Market vendors use brass markings along length of High Street to locate their pitches. Many of these are worn away or have been removed



8 Bicycle racks are sparse and overly 'designed'

9 Bus stops in general are consistent in style, size and signage



Recommendations

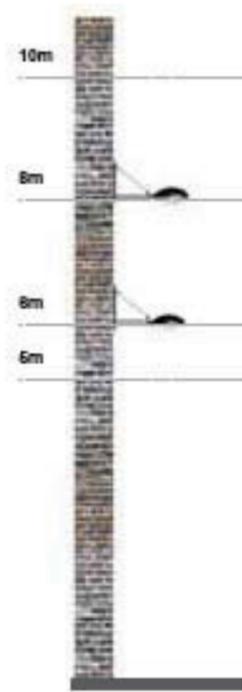
It is recognised that street furniture throughout the borough has been used to attempt to define its character and sense of place. It is recommended however that street furniture should play a subservient role in the make-up of the streetscape to give emphasis to the natural character of the street and its shopfronts

For future specification of street furniture, it is recommended to consult the Transport for London Streetscape Guidance document:

www.tfl.gov.uk/businessandpartners/publications/4858.aspx

Street furniture should be as simple in design as possible. The TfL document sets out specifications for street lighting, signage approach, cycle parking, waste bins and traffic bollards.

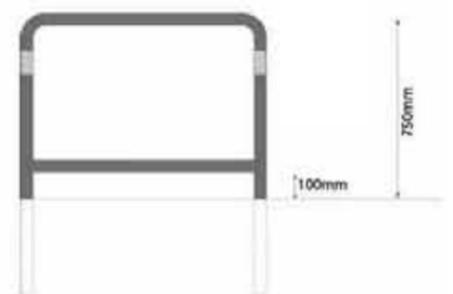
Where possible the Council would prefer to see the use of building-mounted street lights to free up public realm space.



Extract from Urbis Lighting Ltd



Extracts from TfL Streetscape Guidance



Anti-Social Behaviour Issues

Recognised Problems

Anti-social behaviour severely impacts on the quality of community life. The Council recognises the problems found across the borough linked to anti-social behaviour and crime; and alleviating anti-social behaviour across the borough is an important priority for the Council and is already working together with the police, residents and local agencies to tackle crime and disorder to stop all forms of anti-social behaviour.

The Council's enforcement team plays an important role in the public realm and is a key authority available to the council. Recent street management tactics such as the Alcohol Restrictive Zones in Leytonstone have proved successful, and a continued working relationship between strategic planning and enforcement will remain important.

Forthcoming public sector cuts may have an impact upon the Council enforcement team's ability to police anti-social behaviour. It is therefore necessary for the potential causes and incubators of anti-social behaviour within the public realm to be limited through design and community initiatives as much as possible.

Issues currently being tackled by the Council are:

- Littering
- Graffiti
- Fly posting
- Alcohol-fuelled anti-social behaviour
- Street drinking
- Loitering in large groups
- Street robbery
- Unlawful use of commercial premises (often linked with drug dealing)

Changing Places

A key ambition of this guidance document is to advise on enhancing our environment for everyone who lives in or visits the borough.

The High Street Life Strategy aims to restore a sense of pride in our streets, our shopping areas and our homes to build on the strong sense of community that already exists.

Aims

To [improve street lighting](#) to increase safety at night

To [improve shop lighting](#) at night to increase security when the shop is empty

To [improve wayfinding](#) to give confidence to people moving through the area by providing clearly marked and well defined routes

To create a new [sense of community ownership](#)

To [create places of activity](#) to reduce risk of crime and increase a sense of safety

To [improve management and maintenance](#) of high streets to discourage crime now as well as in the future

To continue to [work alongside the police and local community](#)

Sustainability Strategy

Approach

The sustainability strategy is split into three sections, Design, Construction and Use. This allows environmental impact to be considered at all project stages and throughout the entire life-cycle of the shopfronts.

1. Design

Retain – Repair - Renew

During the investigation stage every element of every shopfront will be assessed individually. We have developed a “wanted list” as a tool to classify elements for:

- a) retention where possible
- b) repair or
- c) replacement where unavoidable

This strategy will ensure that construction waste is minimised and material resources are protected.

Stakeholder Engagement

An effective way to reduce construction waste is to extend the useful life of the shopfronts as far into the future as possible. Working closely with stakeholders throughout all stages of the design process ensures that:

- a) the design is fit for purpose and helps to promote the business
- b) stakeholders take ownership of the design, it's protection, maintenance and repair in the future

Lighting

A well-illuminated shopfront and signage advertises the shop at night, enlivens the high street and enhances security. Poorly designed lighting causes glare and light pollution and wastes energy. Shopfront lighting will be designed to

- a) use low energy fittings wherever possible
- b) use specific task lighting rather than diffuse ambient lighting

Ventilation/shading

Many high street shops rely on mechanical ventilation or air conditioning to maintain an agreeable internal climate. Three strategies will be used to minimise the need

for mechanical ventilation and air conditioning:

- a) all new shopfronts will have a secure but openable fanlight for ventilation
- b) to minimise overheating, retractable canopies will be fitted
- c) all shop entrance doors will be fitted with door stays to encourage doors being propped open during trading hours for natural ventilation

2. Construction

Local Procurement

To limit travel, preference should be given to local suppliers during tender.

Materials

Wherever possible renewable and locally sourced materials will be specified. All timber should be sourced from well-managed forests. All insulation products should be manufactured via non-ozone depleting processes.

3. Use

Maintenance

Many contemporary construction products are classified as “maintenance free”. Maintenance free products including UPVC windows and doors, aluminium shopfront systems and acrylic shopsigns are attractive due to their low running costs but are costly or impossible to repair once they have reached the end of their fixed design life expectancy. Often these products will need to be replaced at the end of their life creating additional construction waste. Maintenance free UPVC windows have a life-span of between 20 and 30 years. High quality and well-maintained timber windows can last more than a century. Construction materials for the Leyton Shopfronts will be selected according to the following criteria:

- a) high quality/extended life span
- b) reparability

After the expiry of the defects liability period, shopowners will be responsible for maintenance and upkeep. To ensure that maintenance is straightforward, materials need to be simple and

non-specialist so that they can be maintained by local craftsmen.

Accommodating Change

The high street is a living entity. Shop uses change, branding changes, ownership changes and security requirements change. These factors manifest themselves in the shopfronts and have brought about the current shopfront layout. A sustainable shopfront is a shopfront that can be customised to accommodate change. To ensure that the Leyton shopfronts can accommodate change, they will be designed:

- a) using low-tech construction methods that allow alteration, adaptation and adjustment by local craftsmen
- b) using paints/finishes that are changeable so they can be customised with corporate colours
- c) avoiding large constructional elements (internally illuminated sign boxes etc.) that are very specific to a particular business in favour of more generic but customisable elements



Hatch Lane Parade. Preservation of the existing through repair and renewal

Temporary interventions

The impact of building works

The effects of building works will have a temporary but very visual and physical impact on our environment. This section addresses aesthetic and pragmatic solutions by using temporary interventions to improve the high street even when building works are in progress.

Vacant shops

Precedent: Pop-Up Shops

A number of existing shopfronts currently lay vacant across the length of the borough. With some careful temporary intervention such shops can start to greatly contribute to the vibrancy of high street life.

Throughout London and the UK the concept of the Pop-Up shop has been utilised to increase activity and vibrancy of a high street where shopfronts are currently unoccupied. Shopfronts are leased out on short-term contracts whilst still being available for viewing by potential long-term retailers and can provide a real incentive to new and emerging businesses to come into the area.

Recommendations

For areas where vacant shops are frequent and unloved, the economic and social impact of implementing the Pop-Up scheme can encourage vitality and excitement once again in the high street as part of a wider regeneration strategy.

The borough could make use of empty shopfronts to promote new uses or under-represented uses in an area by following the examples in Camden.



Pop-Up Shops of Camden Town. In Camden, Pop-up Shops operate on a short-term basis with a two-week notice period



Extract from Camden Town Unlimited Pop-up Shops Document

Lighting Installations

Lighting solutions have been used successfully at Southwark as part of the Light London city-wide research initiative to strategically influence the capital's public realm policy and its creative opportunities through the theme of light.

As part of the shopfronts scheme, lighting interventions whether temporary or more permanent may be used to animate our public spaces and environment as part of wider changes in the borough.



Ron Haselden, Gill Sans. One of a series of works in light, made in collaboration with Robert Barnes, Southwark, London

Temporary Hoarding

Hoarding and scaffolding is inevitable during refurbishment works. It is suggested that to minimise the visual impact of such works, that hoarding and scaffolding be dressed accordingly to heighten awareness and interest in the new building works and also advertise shops 'open as usual' where possible.



Festive Lighting

Festive lighting also plays a temporary lighting role in today's high streets. It is recommended that future lighting effects be integrated into an all-year round low-energy solution, such as the lighting of trees, which can be utilised for a number of festive occasions or provide general night-lighting in an area.



Temporary hoarding from Martha Schwartz, Grand Canal Square, Dublin's Docklands



Festive tree lighting in Southwark London

Whites Hairdressers in White Cross Street, Islington. The placement of the signage means it can still be read with the canopy pulled out.



Section 02: A Vendor's Guide to Shopfront Design

Good Shopfront Design: General Guidance

What makes a good shopfront?

The following outlines general guidance and rules of thumb for good shopfront design. Specific design guidance for each character area is detailed later in the document.

A good shopfront communicates a clear identity through simple designs and graphics and is attractive to passing customers.

There are various elements which make up a shopfront. Each element can be used to enhance your shopfront in line with the guidance in this document.

General guidance for each element is as follows, but the location of your shopfront and its surrounding area must be taken into account before making design changes (*please refer to section 3 for character area guidance*):

Signage

Signs should be as small, as simple and as clear as possible

Window displays

Displays should be simple, uncluttered and well thought out to show off goods to their best

Canopies

Canopies should be used to provide shelter for the viewing of goods or where customers can sit outside. They should be simple in design

Forecourts

The entrance area from the street to your shop should be uncluttered and treated as part of the overall look of the shop

A traditional timber shopfront is simply painted one block colour to give it a more modern look

Signage is bold, clear and simple

Proportions of the modern shopfront mimic its traditional next door neighbour's



Whitecross Street, Islington. Traditional and modern shops can sit next to each other easily if they share similar proportions



Labour and Wait, general store, Hackney makes use of both a large window display as well as externally displaying goods



A typical streetscape in Islington shows a variety of business types, fonts, colours, styles and window displays working successfully together as a high street

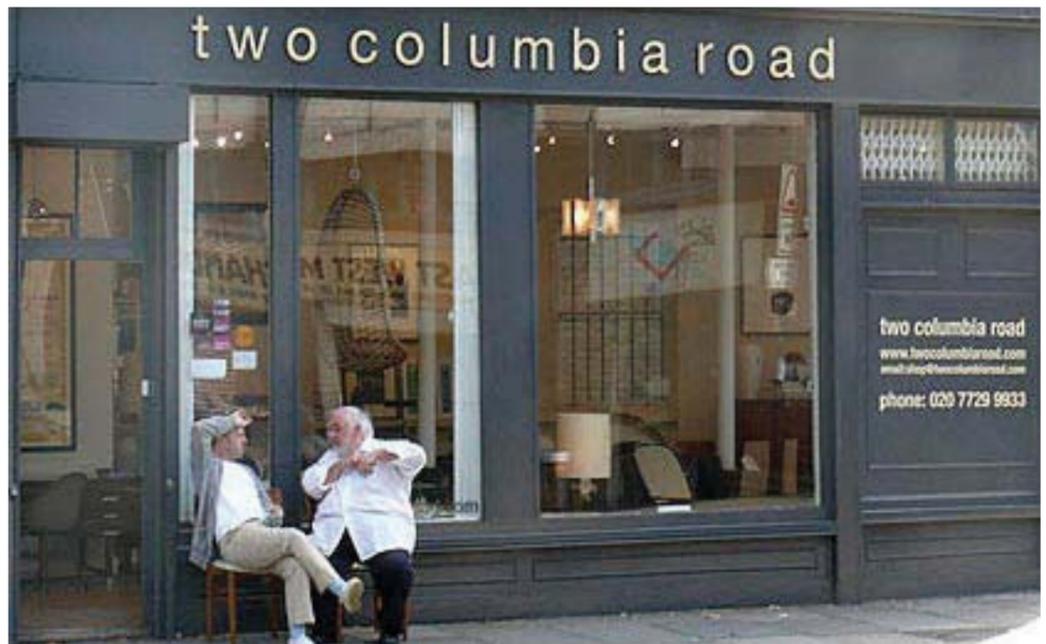
Materials

Shopfront Frame

Traditional shopfronts will have timber frames. Where possible the Council would like to see these restored. Timber shopfronts can be easily cleaned up and painted to give the shop a new look in keeping with your shop colours.

Other more modern material choices may include:

- Timber
- Aluminium
- Brick
- Modern cladding systems



Two Columbia Road Furniture Shop, Shoreditch. Painted timber shopfront

Choosing a colour palette

Whilst the Council does not wish to prescribe colours to vendors, it is important to develop the streetscape holistically. The Council therefore discourages luminous colours which are not in keeping with the general streetscape.

Limiting your colour choices to one, two or three colours maximum will help with the overall clarity of your shopfront identity.

Choosing colours which compliment each other will also help to create a harmonious shopfront.



Madder Gallery White Cross Street, Islington

Consultation with the Public and the Vendors

A street survey was carried out with 30 participants on Leyton High Road to gain an understanding of public opinion of the local retail environment, in particular the pilot parade of shops. Some of the findings are outlined below:

- ★ 90% of respondents either strongly agreed or agreed that participants decisions to go into a shop is based on the quality of the overall shop front
- ★ At Leyton High Road 53% of respondents disagreed with the statement 'I find that this parade of shops has a positive impact on the image/ attractiveness of the area'
- ★ 48% of respondents felt provision of refuse bins was poor to very poor



Washeteria, Shepherds Bush. Bright, modern colours can compliment a simple shopfront

What makes a good shop window?

Display

The ability to display goods which can be seen from the high street has always driven shopfront design. Broadly speaking, there are two options for display:

Externally

Goods displayed directly outside the shopfront

Internally

Goods displayed in shop windows which can be seen at street level

Traditionally both methods serve their purposes well, whether for a small independent business or a large department store.

However, it is very easy to hinder the overall effect of your shopfront if your window or outdoor display is untidy and cluttered. Careful display and labelling will instantly enhance the look of your shopfront and emphasise the identity of the business.

The shopfront is only a frame for the window display. A new shopfront alone cannot improve custom.

At Night

A low voltage light bulb left on over night can not only enhance the look of your shopfront and display goods to passers-by but also increases the safety and security of your property by acting as a deterrent from theft



Labour and Wait, general store, Hackney, have a clean and smart display which shows off their produce to passers-by



Leila's Delicatessen and Cafe, Shoreditch, Hackney, use a covered outdoor display to sell fresh produce



The Lollipop Shop, furniture and accessories, Spitalfields, Tower Hamlets, uses low voltage lighting to highlight the shop display at night

Signs and Canopies

What makes a good shop sign?

Signage is often the key focus of many high street shops. It is used to create a brand or identity and will communicate ideas about your business to the high street consumer.

Shop signage will naturally come in all shapes, sizes, colours, fonts and logos to suit the identity of each shop. The Council does not wish to prevent this variation or dictate an identity to shop vendors.

General guidance for sizing and placement of shop signs should be followed and will need planning permission:

Sizing

Sizes should be kept to a minimum to lessen the impact of visual clutter for the good of the overall streetscape

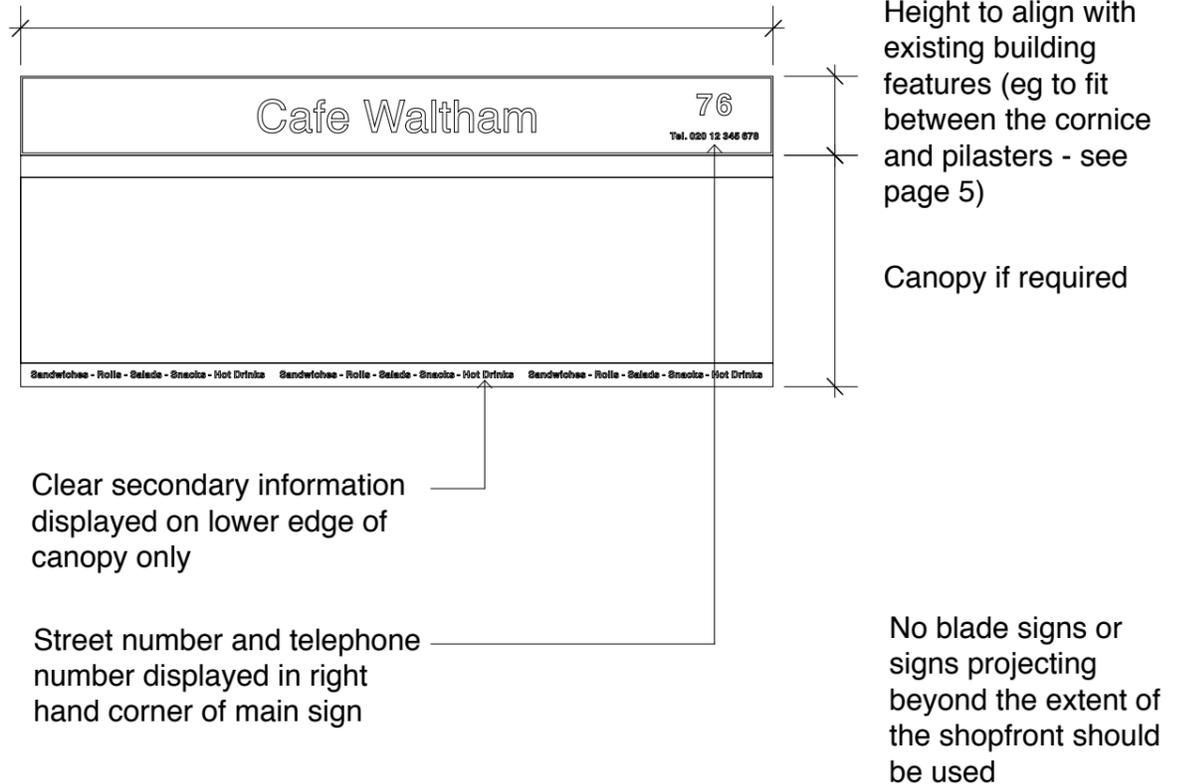
Placement

Signs should relate where possible to the existing building fabric

N.B

One consistent font should be used throughout

Clear signage panel to fit full width of shopfront (N.B. pilasters should be kept free of signage - see page 5)



Do I need a canopy?

The installation of a canopy onto your shopfront can be an expensive addition. The Council would welcome the addition of canopies where findings show that the canopy can enhance trade and therefore turnover in certain businesses. For example, traditionally a butchers shop would have a large canopy as much of their display of goods occurs at the display window rather than inside the shop. Likewise cafe's and restaurants often benefit from canopies allowing for seating outside the shop.

It is advised that canopies continue the same colour scheme and font types as the rest of your shopfront with minimal signage and simple colour schemes.

Canopies should not be used to increase advertising space, but can be used to show your company name and trade

It is advised to install a flat roller blind such as those pictured as these can be opened or closed as needed and retract flush into the fascia.



The Ginger Pig, butchers shop, Victoria Park Village, Hackney

Security

Making your shopfront safe and secure

Whilst much of this guidance refers to the visual impact of shopfronts, security, particularly at night, is of utmost importance.

It is necessary to note that most alterations to shopfronts, including implementing security shutters, will require planning permission (*for Compliance Measures please refer to pages 22-23*).

There are many options of security shutters on the market. The Council would encourage the use of shutters which allow passers by to still view some of the displays on offer even when the shop is closed. The Council are implementing a pilot shopfront scheme along High Road Leyton which will follow this principle. At night a low energy bulb will hang in each window display for extra security and will enhance the visual impact of the shopfront at night (*please refer 'What makes a good shop window?'*). Choice of security measures includes:

- Demountable mesh grilles
- Laminated glass
- Internally mounted brick-bond shutters
- Externally mounted brick-bond shutters

N.B for shops which require higher security measures (eg shops with high-value goods such as jewellers) **solid or perforated shutters** may be allowed



Off Broadway, Cafe/Bar, Broadway Market, Hackney



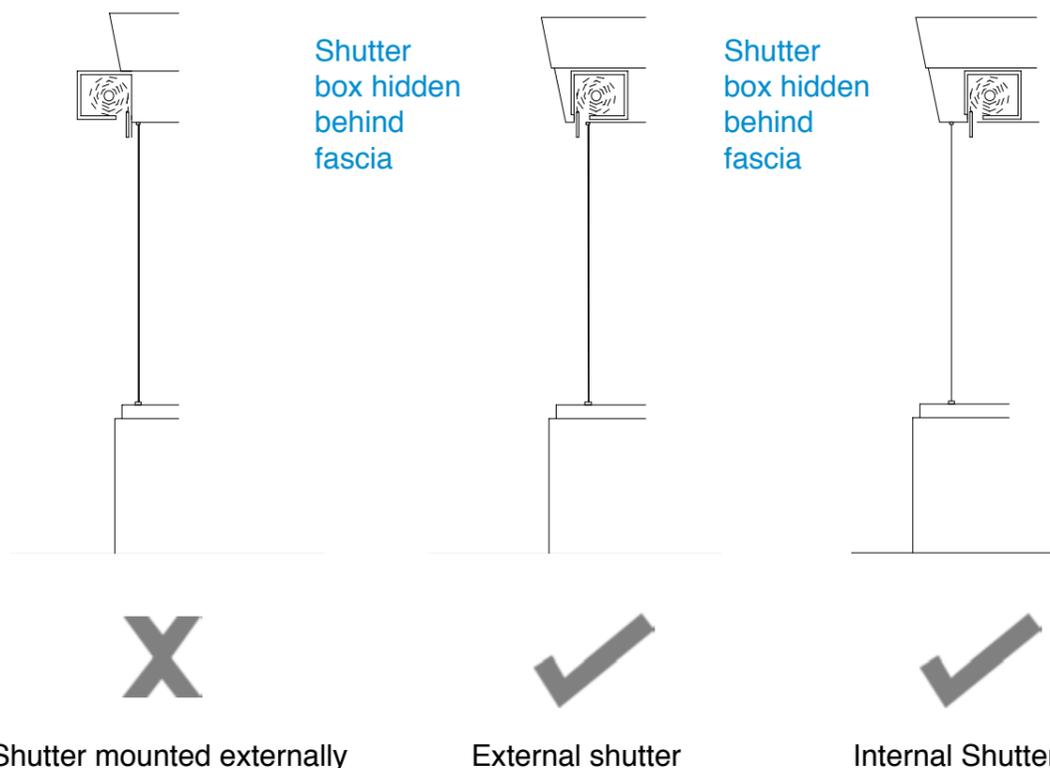
Elphicks, Art Shop, Columbia Road, Tower Hamlets



Christina's Boxes, antiques shop, Upper Street, Islington. Shutters allow passers by view shop goods even when shut

Where do I place my security shutters?

If using roller shutters the mechanism that operates them will be housed in a box. The housing can be quite large and dominate the look of your shopfront. It is recommended that roller shutters either be placed internally or the housing be hidden from view behind the fascia.



Placement of security shutters

Treatment of Original Features

Do I have a Victorian Shopfront?

A large number of shopfronts in Walthamstow were implemented during the Victorian era. Traditionally these were located in rows of terraces with the upper floors used for housing and have a number of distinct design features as listed here. If your shopfront has any of these features, the Council would encourage keeping or restoring them where possible.

Typical Victorian Shopfront Details

Stall Risers

Stall risers are the solid panel which occurs below the shopfront window. These were traditionally used as part of the display area when shopfronts were open. They also provide some protection to the shopfront at street level and were often solid timber panelled or tiled.

Pilasters

Pilasters are columns which slightly project from the face of the wall and were used to divide the shopfronts.

Consoles

Consoles are the ornamental head decoration at the top of the pilasters and provide a decorative end to the shopfront fascia.

Timber frames

Frames and sash windows were traditionally good quality timber and could be painted to reflect the identity of the individual shopfront.

Timber hand-painted signs

Hand-painted signs were used to display the shopfront name and identity.

Cornices

Cornices are the horizontal molded projection that completes a building or wall.



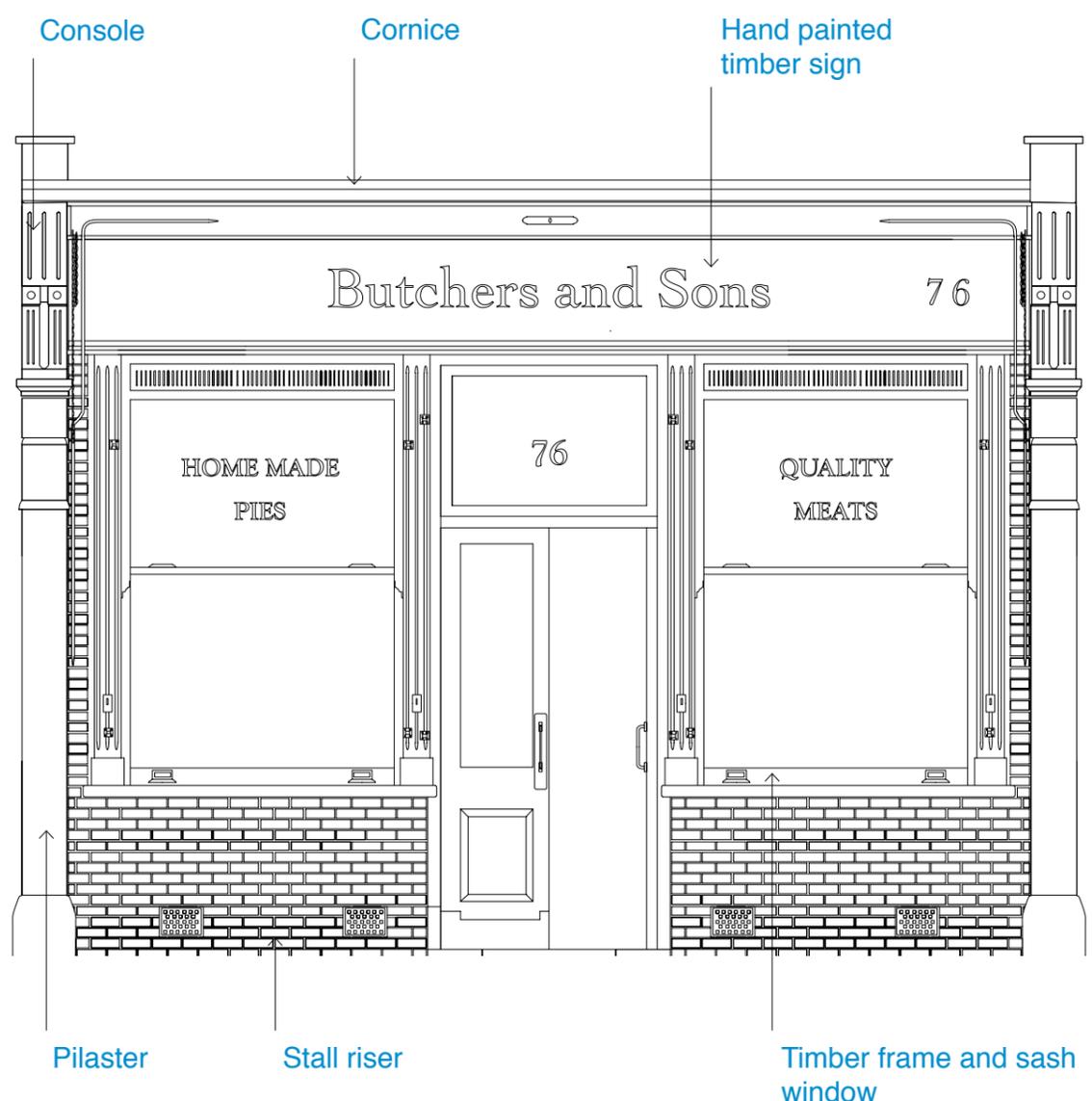
location: party walls northern end of High Road Leyton
description: party wall feature
potential: clean and re-paint

Typical pilaster



location: western terrace High Road Leyton
description: party wall feature
potential: clean and re-paint

Typical console



Typical Victorian shopfront elements

Compliance Measures

How do I start implementing my ideas?

With all building work, there are certain obligations which are mandatory under UK law. Things to be aware of are noted in this section.

Planning Permission and Consents

Planning permission must be obtained if you intend to make changes to the material fabric of your shopfront or install a new shopfront.

This *may* include items such as:

- Replacement of shutters
- Addition of illuminated signs
- Addition of canopies
- New doorways
- Replacement of shopfront frames

You *may* not require planning permission for:

- Painting
- General repair
- Replacement of glazing

It is the responsibility of vendors to check if they require planning permission *before* any building works take place

Types of Consent

If you are considering changing the *type* of trading in your shop, you may require planning permission and consent

If you are in a conservation area, any changes will require [conservation area planning consent](#)

If your building is listed, you will require [Listed Building consent](#)

All illuminated fascias and signs require [advertisement consent](#)

For planning permission and further guidance you should contact Waltham Forest Council

N.B. This guide is intended to ensure that any alterations or new shopfronts respect the character and aesthetic of the area in which they are set. Vendors are advised to refer to the Vendors Flow Chart (section 3 of this document) to establish which design advice is relevant to their shop.

The Disability Discrimination Act (DDA)

The Disability Discrimination Act is a piece of legislation that promotes civil rights for disabled people and protects disabled people from discrimination.

The Disability Discrimination Act gives disabled people important rights not to be discriminated against in accessing everyday goods and services like *shops, cafes, banks, cinemas* and *places of worship*.

What this means for your new or altered shopfront is that your shop should be accessible to all where possible. If it is not accessible to all, then it should be made so. *(Please note that this Act is implemented when possible and in exceptional circumstances it is possible that no alterations to an inaccessible property may be made).*

When submitting your planning application, your proposals will be viewed by the Council's Access Officer. For further advice you will need to contact Waltham Forest Council.

UK Building Regulations

The majority of UK building projects must adhere to UK Building Regulations.

These regulations are used to ensure health and safety of people in and around buildings. They set out the requirements with which the building design and construction must comply with in order to be energy efficient and be accessible to all where possible.

Building Control

The main function of Building Control is to ensure compliance with the building regulations. This is carried out by a Building Control Body from the local authority building control service.

Local authorities have a duty to implement and enforce building regulations within their own areas. It is advised that before any building work commences you contact Waltham Forest Building Council for advice.



**Waltham Forest Contacts List and
Supplementary Documentation**

For advice relating to listed buildings
contact:

[The Waltham Forest Conservation
Officer at the Environmental Land Use
Department](#)

For advice on making your premises
accessible contact:

[The Waltham Forest Access Officer](#)

For confirmation of whether you need
Building Regulations approval contact:

[The Waltham Forest Building Control
Section](#)

For any other queries concerning
planning applications and consent,
please contact:

[The Waltham Forest Planning
Department](#)

The Disability Discrimination Act:

[http://www.direct.gov.uk/en/
DisabledPeople/RightsAndObligations/
DisabilityRights/DG_4001068](http://www.direct.gov.uk/en/DisabledPeople/RightsAndObligations/DisabilityRights/DG_4001068)

The Building Regulations Explanatory
Booklet:

[http://www.communities.gov.uk/
publications/planningandbuilding/
buildingregulationsexplanatory](http://www.communities.gov.uk/publications/planningandbuilding/buildingregulationsexplanatory)

Waltham Forest Planning:

[http://www.walthamforest.gov.uk/index/
environment/planning.htm](http://www.walthamforest.gov.uk/index/environment/planning.htm)





Section 03: Designing for your Character Area

Introduction

Audience

The third section of this document outlines proposals specific to each key area.

Council officers can use this section to determine appropriate planning and property management guidance for key character areas in the borough.

The document can also be used to inform the agencies working with and representing the business community (including the Local Enterprise Forums; Waltham Forest Business Board and Business Improvement District)

The document also informs freeholders, owners and leaseholders of retail outlets as well as Town Centre Managers, Policy Makers, Spatial Planners and advises on future Economic Development.

Aims

The key aims of this section are:

To **outline the special** nature of each area

To **preserve the character and uniqueness** of each area through a 'Wanted List'

To **analytically describe** the existing condition of each area

To **propose shopfront improvements alongside the wider streetscape**

To create a concise flowchart diagram which determines which **design advice is specific to your area**

The Keep List

The keep list is outlined for each area carefully noting special fragments, objects, signage and so forth, which start to define and celebrate the character of each place. The list aims to capture moments of historical importance as well as social, economical and design relevance. Vendors are encouraged to create their own keep list for things of importance in their own shops before committing to new designs.

Flow Chart

Vendors should consult the flow chart which advises them on design principles suitable for their character area.

General Guidance for the Whole borough

(Please refer to section 2)

In addition to specific design guidance for each area, some general guidance can be highlighted for all shopfronts across the borough

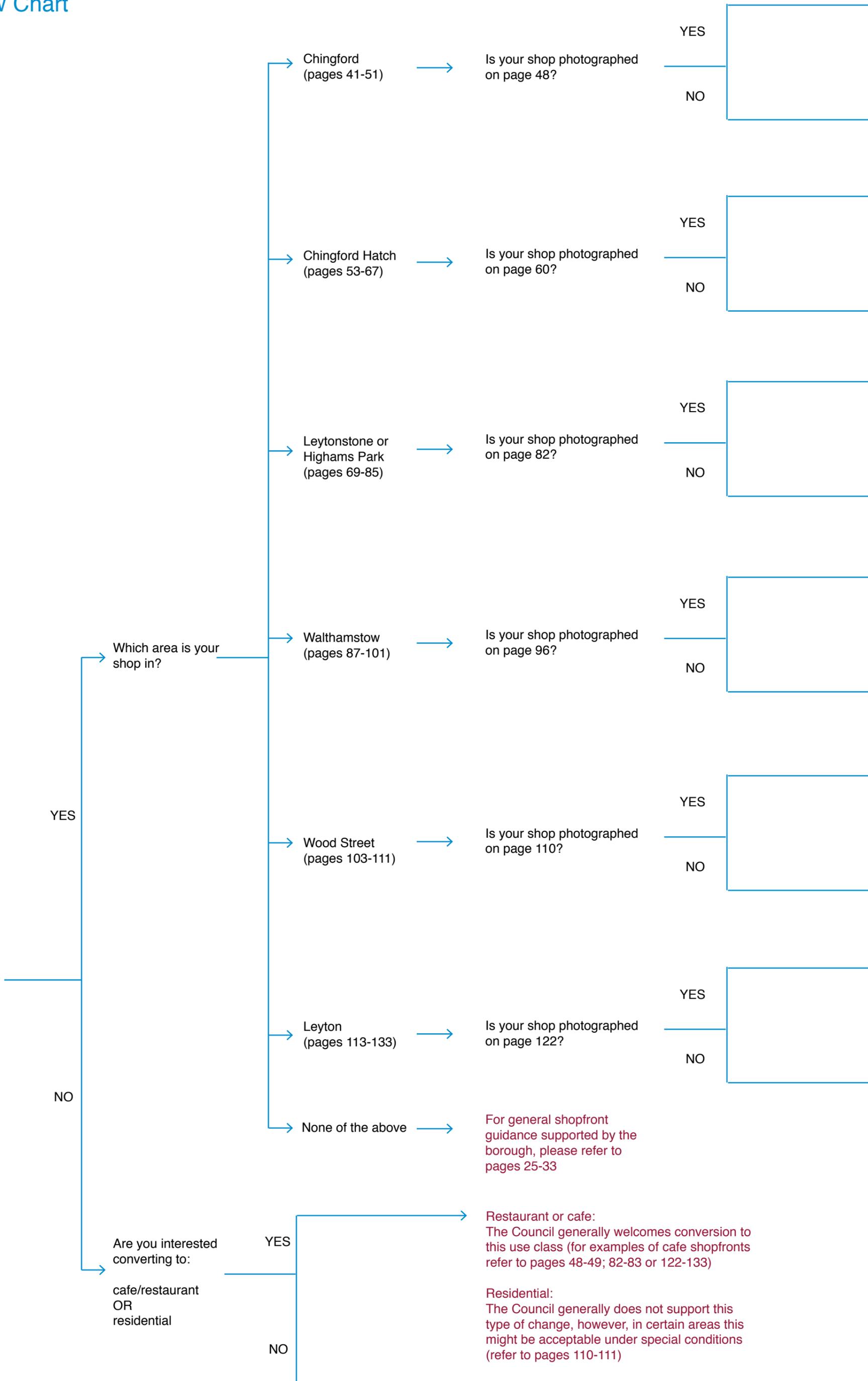
The restoration or retaining of original shopfronts in keeping with their traditional design and context is greatly encouraged

New designs based on classical proportions and lines to ensure a harmonious and balanced result are greatly encouraged

New designs or alterations must employ designs sensitive to their character area, the building in which they sit, the context of their terrace and surrounding buildings

Vendors Flow Chart

Is your shop going to remain a shop?



→ Please follow drawn design guidance on pages 48-51

Are there any features of your shop included on the wanted list (or similar)? (refer to pages 46-47)

→ YES → The Council would like to see these items (or similar) carefully retained and refurbished (refer to pages 46-47). For general design guidance for your area refer to pages 41-51 and general shopfront guidance on pages 25-33

→ NO → For general design guidance for your area refer to pages 41-51 and general shopfront guidance on pages 25-33

→ Please follow drawn design guidance on pages 60-67

Are there any features of your shop included on the wanted list (or similar)? (refer to pages 58-59)

→ YES → The Council would like to see these items (or similar) carefully retained and refurbished (refer to pages 58-59). For general design guidance for your area refer to pages 53-67 and general shopfront guidance on pages 25-33

→ NO → For general design guidance for your area refer to pages 53-67 and general shopfront guidance on pages 25-33

→ Please follow drawn design guidance on page 78-85

Are there any features of your shop included on the wanted list (or similar)? (refer to page 78-79)

→ YES → The Council would like to see these items (or similar) carefully retained and refurbished (refer to pages 78-79). For general design guidance for your area refer to pages 69-85 and general shopfront guidance on pages 25-33

→ NO → For general design guidance for your area refer to pages 69-85 and general shopfront guidance on pages 25-33

→ Please follow drawn design guidance on page 96-101

Are there any features of your shop included on the wanted list (or similar)? (refer to page 94-95)

→ YES → The Council would like to see these items (or similar) carefully retained and refurbished (refer to pages 94-95). For general design guidance for your area refer to pages 87-101 and general shopfront guidance on pages 25-33

→ NO → For general design guidance for your area refer to pages 87-101 and general shopfront guidance on pages 25-33

→ Please follow drawn design guidance on page 110-111

Are there any features of your shop included on the wanted list (or similar)? (refer to page 108-109)

→ YES → The Council would like to see these items (or similar) carefully retained and refurbished (refer to pages 108-109). For general design guidance for your area refer to pages 103-111 and general shopfront guidance on pages 25-33

→ NO → For general design guidance for your area refer to pages 103-111 and general shopfront guidance on pages 25-33

→ Please follow drawn design guidance on page 122-133

Are there any features of your shop included on the wanted list (or similar)? (refer to page 118-119)

→ YES → The Council would like to see these items (or similar) carefully retained and refurbished (refer to pages 118-119). For general design guidance for your area refer to pages 113-133 and general shopfront guidance on pages 25-33

→ NO → For general design guidance for your area refer to pages 113-133 and general shopfront guidance on pages 25-33

→ Are you converting to:
Estate agent
Bookmaker
Hot Food Takeaway

→ YES → The Council generally does not support this type of change (refer to page 11)

Character Area 01: Station Road



Economic Overview

North Chingford

North Chingford is identified as a District Centre in the Waltham Forest Unitary Development Plan (2006). North Chingford as a medium sized linear centre located in the northern part of the borough adjacent to Epping Forest. It stretches approximately 750 metres along Station Road up to the A110 to the west.

The following sections present an overview of the District Centre based on information in the Retail and Leisure Study 2009.

Catchment Area and Visitor Profile

According to the Retail and Leisure Study (2009), shoppers visit the area for a range of reasons including food shopping, non-food shopping and to visit other services. This fits with the broad mix of uses in the centre and supports the notion that North Chingford's vitality and viability derives from this mix rather than from one particular sector. The average reported expenditure on food and grocery is reported at £17.29 per visitor. Average expenditure on comparison goods is reported at £30.55 per visitor.

The Retail and Leisure Study (2009) also reports that 46.3% of visitors shop in North Chingford once a week or more. A significant proportion also regularly shop in Walthamstow (43%) and Bakers Arms (59.3%). Most visitors are reported to stay over an hour on average.

Accessibility and Movement

Accessibility is a key factor when

considering the health and future prospects of a centre. Ease of access and quality of parking are important factors underlying the success and attraction of a centre for customers, businesses and visitors.

North Chingford is served by Chingford train station which connects the centre to Liverpool Street, Wood Street, Highams Park and Walthamstow.

However, the Retail and Leisure Study 2009 suggests that a low proportion of visitors to the centre use the train to get there and so train services are therefore considered to be of limited importance in relation to accessibility to the town centre.

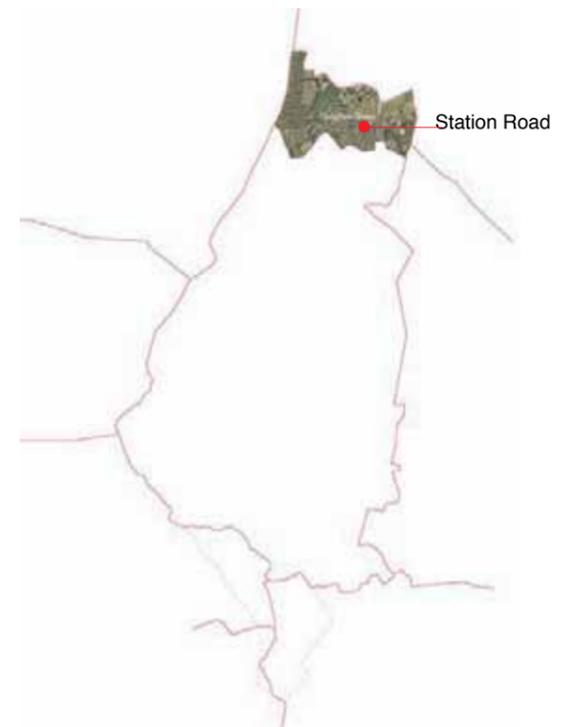
The centre is well served by buses with approximately nine separate routes passing through Station Road and linking it with areas such as Leyton, Chingford Mount, Ilford, South Woodford, Highams Park, Walthamstow Central and central London.

Access by car is good as the A1069 runs through the centre of North Chingford. The A110 also passes nearby. There are three small off-street Pay and Display car parks. Two of these are located towards the southern end of the centre and appear to be well used. Parking in front of the shops is also possible by virtue of a voucher parking system.

Pedestrian access to the centre is considered to be adequate, with the strongest pedestrian activity being noted towards the southern end of the centre.

Environmental Quality

According to the Retail and Leisure Study 2009, North Chingford offers a pleasant shopping environment. Most buildings and shop fronts are well maintained. Pavements are wide, clean and there is adequate planting.



Chingford Ward Location Plan



Station Road Location Plan



Station Road view outside railway station

Vision

A green village next to Epping Forest, with excellent transport links to central London. A wide and independent retail offer is complemented by restaurants, cafes and pubs close to the station

Preserve the nature of the original residential street but embrace the new offering of cafe/restaurant at ground level



Maintain and emphasise the presence of greenery

Make use of the garden space as threshold to the cafes and restaurants at street level

Vision Diagram



Planning Uses: Observations and Recommendations

Diversity of Uses

According to the town centre land use survey covering the District Centre undertaken by Waltham Forest Council in 2008 and quoted in the Retail and Leisure Study (2009), North Chingford has a broad range of different uses to meet a range of requirements. The survey indicates that the centre has a large number of A1 Service units, representing 15.2% of units. This is above the GOAD national average of 10.8%. There are also a high proportion of A2 uses in the centre. These have a 17.7% share which is 8.2% higher than the national average. Convenience retail is also well represented with a 10.8% share, which is broadly in line with the national average. A3 and A5 uses comprise 15.8% of total units which is also in line with the national average. These uses complement each other well and are likely to act as a key attractor for visitors to the area. However, comparison retail is underrepresented with a share of 31.6% of units which is 12.4% lower than the national average.

Retailer Representation

Despite its relatively low share in comparison with the national average, North Chingford has a reasonable range of comparison shops. These mainly comprise independent shops which sell a range of high and low order goods. Major national comparison retailers include Clinton Cards, Hallmark Cards, Boots and Lloyds Pharmacy. The 2008 survey indicates that clothing and footwear (24%), DIY and hardware (12%), florists (8%) and china/glass goods (6%) are all well represented, with above average presence in terms of number of units. However, furniture, carpets and textile shops (4%), electrical, gas, music and photography shops (4%) are underrepresented compared with the national average of 9.1% and 9.8% respectively.

Convenience retail is well represented in the centre and this is reflected by the range of retailers. Information is not available as to the precise mix of convenience retailers, but according to the Retail and Leisure Study (2009), there are specialist bakers, a butcher, fishmongers and newsagents. There are also two large national multiples – Co-Op and Budgens. These are typically used by visitors for ‘top-up’

shopping. There is a noticeable cluster of restaurants and cafés around the station area.

The centre also has a good range of service retailers. Provision of most retail is in line with the national average, meaning there is a good representation of retailers such as restaurants, cafés, banks, estate agents, hairdressers, beauty salons and launderettes. There area also has doctor’s surgeries and a nursery. However, as at 2008 the centre had no travel agents.

Vacancies

According to figures from the 2008 survey as quoted in the Retail and Leisure Study (2009), North Chingford has 14 vacant units which represent a vacancy rate of 2.5% below the national average of 11.4%. However, this may have increased as a result of the pressures of the economic downturn on smaller, independent retailers, although the Waltham Forest Annual Monitoring Report 2009/2010 suggests that overall vacancy rates across the Borough have remained low despite the recession.

Summary

- 1 Convenience, A1, A2, A3 and A5 uses are well represented in North Chingford.
- 2 Comparison retail is under represented.
- 3 Major comparison retailers include Clinton Cards, Hallmark Cards, Boots and Lloyds Pharmacy.
- 4 Multiple convenience retailers include Co-Op and Budgens.
- 5 There is a good representation of retailers such as restaurants, cafés, banks, estate agents, hairdressers, beauty salons and launderettes.
- 6 There is good public transport accessibility to the centre.



Site Plan 1:2500

Town and Country Planning Use Classes

- A1 Shops: Convenience
- Home Improvements
- Supermarkets
- A2 Financial: Banks
- Estate Agents
- Book Makers
- Other
- A3 Restaurants
- Cafes
- A4 Drinking Establishments
- A5 Hot Food Takeaway
- B1 Business
- B8 Storage or Distribution
- C3 Dwellings
- D1 Non-residential Institutions
- Sui Generis
- Vacant

Character

Keep List

The majority of shop fronts in Chingford are of good quality and vary from original 1930s style facades to much more modern interventions. Elements of notability are listed below:

Arcades of window display cases create niches of protection from the elements whilst the buyer browses goods on display.

The display cases are edged in chrome surrounds with no glazing bars between the large panes of plate glass, echoing shop fronts of the 1930s which use chrome frames to define clean and simple lines.

Window display cases take up a large proportion of floor space of the plot (commonplace for 1930s shops)

Dolly's Quality Curtains and Blinds

69 Station Road, Chingford
E4 7BU



Original stainless steel frames echo shop frontages of the 1930s. Clean and simple lines allow for maximum exposure of shop goods



Original post-box detail at low level minimises functional disruption to the facade glazing

The London Cake Co.

95 Station Road,
Chingford E4 7BU



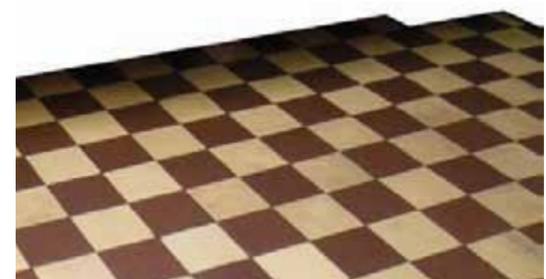
Original bakers sign



Canopy structure provides covered viewing area of goods



Deep display cabinets and chrome surrounds



Original chequered tiling

J.A.Jones and Sons (Butchers) Ltd.

5 Crown Buildings, The Green,
Chingford E4 7EX

J.A.Jones and Sons has been trading in Chingford for more than 75 years. The business has never left family hands and remains a traditional local butchers shop serving the local community. The shop fit-out and frontage have not been altered since its opening, including original chrome finishes and printed paper bags are hung behind the main counter.



Desirable elements:

External canopy defines outside area to shopfront and provides covered viewing of products to the consumer

Original chrome fittings have historic value, are durable and classic in style

Lighting in the shop window display provides security and attracts customers to the window display

Display of original features such as weighing scales and signage are important to the preservation of the historic character of the original shop



Ugalows

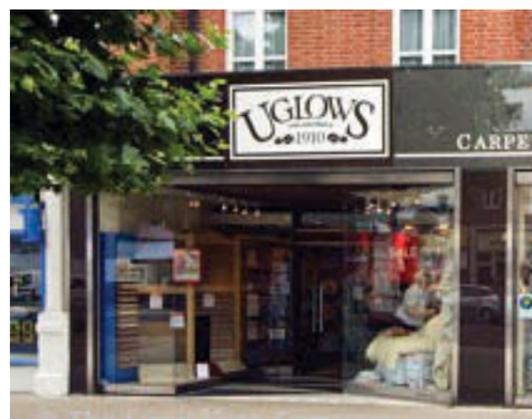
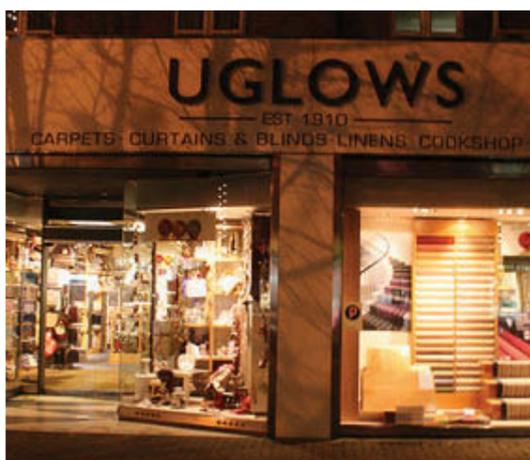
28-30 Station Road, Chingford
E4 7BE

Clear simple signage

Original stainless steel frames

Large display-case windows

After 100 years of trading, Uglows ceased trading shut down during the time of compiling this document



Proposals

Existing: Photographic Elevation

The existing elevation is a mix of new shopfronts set into the ground floor space of residential buildings.

The streetscape generally reads at a domestic scale and shopfronts make use of the previous 'garden' space as outdoor areas for customers.



Proposed: Photographic Elevation

- 1 The addition of a stronger garden wall element acts to unify and define each shopfront
- 2 Additional greenery emphasises the notion of garden and garden wall but also acts to provide clear enclosure whilst retaining the notion of Chingford as a village within the immediate proximity of Epping Forest
- 3 Signage and proportions are readdressed in relation to each other and the existing facade proportions



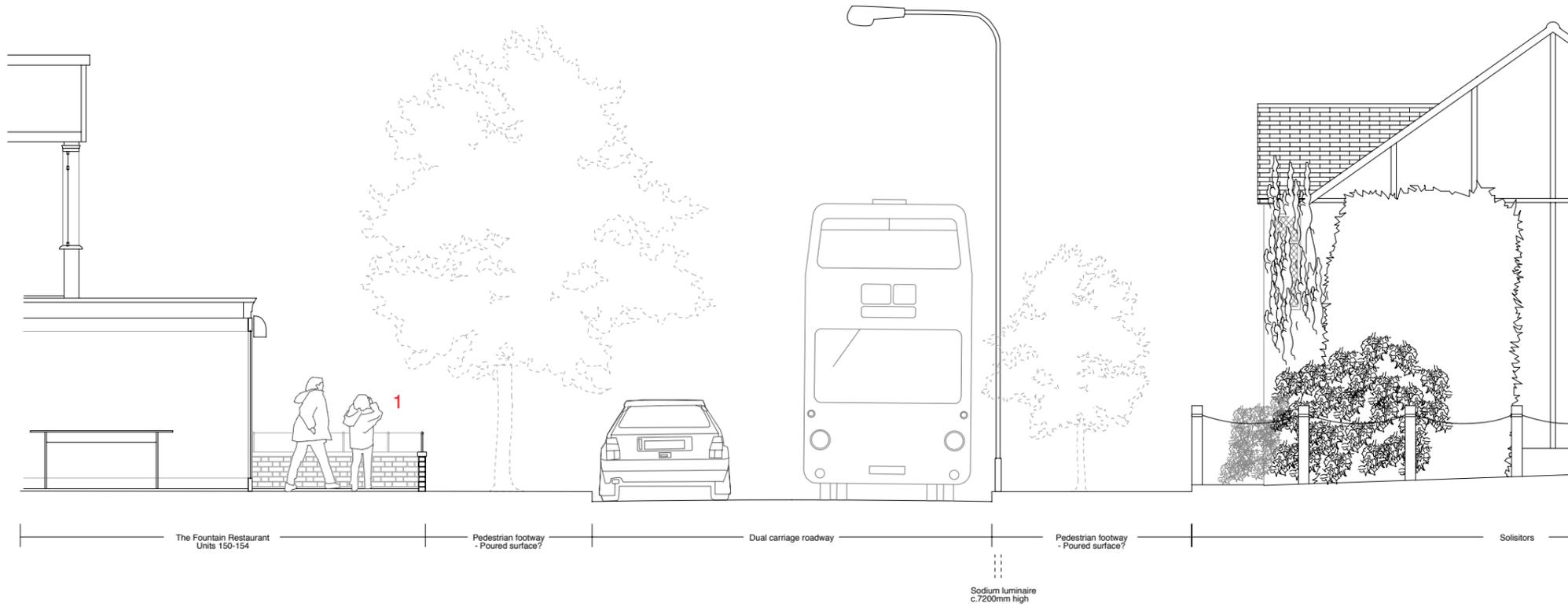


Existing Streetscape

- 1 The overriding scale of buildings is domestic and the scale of a front garden world is found even at shopfront level
- 2 The presence of Epping Forest is very dominant



Site location plan



Proposed streetscape

- 1 The connection with Waltham Forest and the sense of domestic scale and village-ness is accentuated by determining more strongly the notion of garden wall
- 2 New planting and car parking layout is suggested to enhance the presence of the Forest to make more of the large forecourt and village-style shops immediate to the station entrance
- 3 Special gravel paving which lines the way to Epping Forest







Character Area 02: Hatch Lane Parade



Economic Overview

Introduction

Chingford Hatch is identified as a Neighbourhood Centre in the Waltham Forest Unitary Development Plan (2006). It is a small centre located in the north east of the borough in a primarily suburban residential area. The following sections present a brief overview of the Neighbourhood Centre based on information in the Retail and Leisure Study 2009.

Catchment Area and Visitor Profile

The centre is located in a primarily suburban residential area. It is therefore likely that the shops primarily serve local people who visit the centre to do 'top-up' shopping.

Accessibility and Movement

There are no rail or underground stations in close proximity. However, the centre is served by two regular bus services which link the area to Chingford Hatch, South Chingford, North Chingford and Walthamstow.

Pedestrian access from the surrounding residential area is generally good.

Environmental Quality

According to the Retail and Leisure

Study 2009, Chingford Hatch is a reasonably pleasant environment in terms of cleanliness, clutter and noise/pollution. There good provision of landscaping, trees and open space. This improves the pedestrian experience of the centre. However, some of the street furniture and buildings are daubed with graffiti which compromises the vitality and viability of the centre.



The emblem of the LCC building provides an important link to the building's historic origins



Chingford Hatch Ward Location Plan



Hatch Lane Location Plan



Hatch Lane Parade Street Elevation

Vision

A neighbourhood centre in a green setting, located in an elegant 1949 mansion building



Vision Diagram



Planning Uses: Observations and Recommendations

Diversity of Uses

According to the town centre land use survey covering the centre undertaken by Waltham Forest Council in 2008 and quoted in the Retail and Leisure Study (2009), Chingford Hatch has a fair range of different uses which reflect its role as a Neighborhood Centre. Convenience retail represents 29.2% of units in the centre which is well above the GOAD national average of 9.5%. A1 and A3/A5 uses both make up 20.8% which is above the national average of 10.8% and 14.8% respectively. A2 services are under-represented with an 8.4% share which is 1.1% below the national average.

Summary

- 1 Convenience, A1, A3 and A5 uses are well represented in Chingford Hatch
- 2 Comparison retail is under represented
- 3 Convenience offer is dominated by independent retailers
- 4 Leisure and entertainment offer is limited
- 5 Environmental quality is good, but could be improved to increase vitality and viability

Retailer Representation

Precise data concerning retailer representation is not available in the Retail and Leisure Study 2009. Nevertheless, anecdotal comments suggest that the centre's convenience retailers generally comprise small independent traders. However, there are also multiples such as Nisa and Co-Op. There is also a Costcutter situated in the Murco petrol filling station to the east of the centre.

As suggested by the low representation of comparison retailers in the centre, the comparison goods offer is of limited range. With regards the service sector, there are no banks or building societies. There are some cafés, restaurants and takeaways but the broader entertainment and leisure offer is limited. At the time of the 2009 Retail and Leisure study, the centre's only public house, The Prince of Wales, was vacant.

Vacancies

As at 2008, there were no vacancies. However, according to the Retail and Leisure Study 2009, there is now one vacant unit – The Prince of Wales pub. However, the number of vacant units may have increased as a result of the pressures of the economic downturn on smaller, independent retailers, although the Waltham Forest Annual Monitoring Report 2009/2010 suggests that overall vacancy rates across the borough have remained low despite the recession.



Site Plan 1:1000

Town and Country Planning Use Classes

- A1 Shops: Convenience
- Home Improvements
- Supermarkets
- A2 Financial: Banks
- Estate Agents
- Book Makers
- Other
- A3 Restaurants
- Cafes
- A4 Drinking Establishments
- A5 Hot Food Takeaway
- B1 Business
- B8 Storage or Distribution
- C3 Dwellings
- D1 Non-residential Institutions
- Sui Generis
- Vacant

Character

Keep List

Hatch Lane Parade's strongest elements of interest are its original features dating from 1949. It is suggested that the preservation and refurbishment of the whole existing building facade will emphasise its special nature and original character.

Hatch Lane Parade LCC

Withy Mead, Chingford
E4 6LQ



Original 1949 LCC ceramic detail above central entrance



*Pastel colours of tiles and LCC logo
Original ceramic tiles mark entrances and opening in the colonnade to the shopfronts*

Proposals

Existing Elevation



Facade in need of repair

Out of place additions to facade

Original hidden shopfront signage



Proposed Elevation



Original
reveal
empha
colonn



Loose wires hidden out of sight

Signage becomes a badge placed onto the original tiles

al tiles
ed to
asize the
made

Existing elevation observations

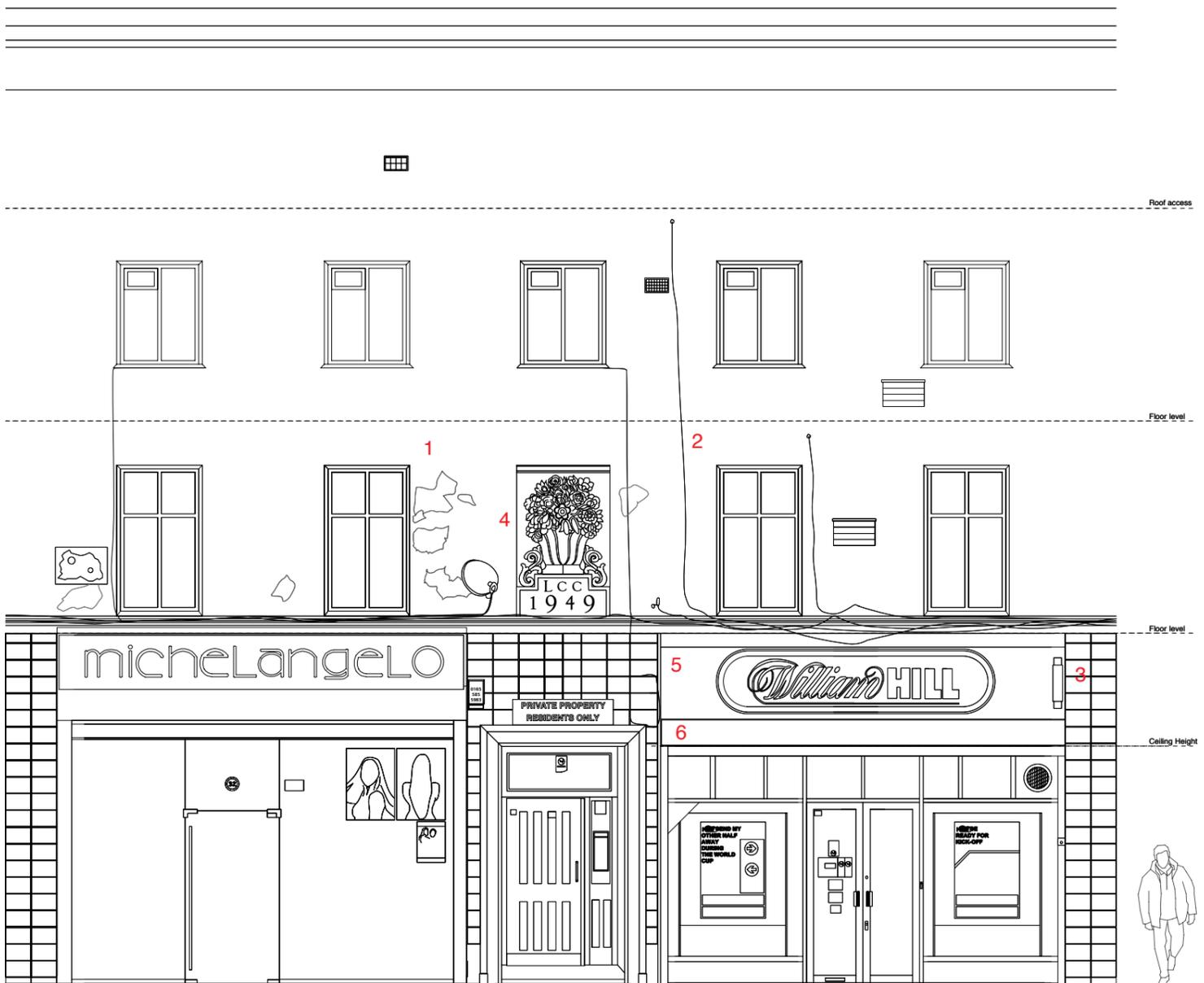
- 1 The drawn survey highlights a need to repair and repaint the existing upper facade
- 2 Cables and external additions such as satellite dishes are obtrusive and uninviting.
- 3 Signage covers original tiles of the building
- 4 LCC floral signage marks historical past of the original building
- 5 Large variety of font type, signage dimensions, height and colour which creates a visual discourse across the facade
- 6 External shutters dominate entrances to shopfronts

Anti-Social Behaviour Observations

Issues known by the Council currently include:
 Theft from the rear service yard (Accommodation Road)
 Graffiti
 Improper waste disposal



Elevation location plan

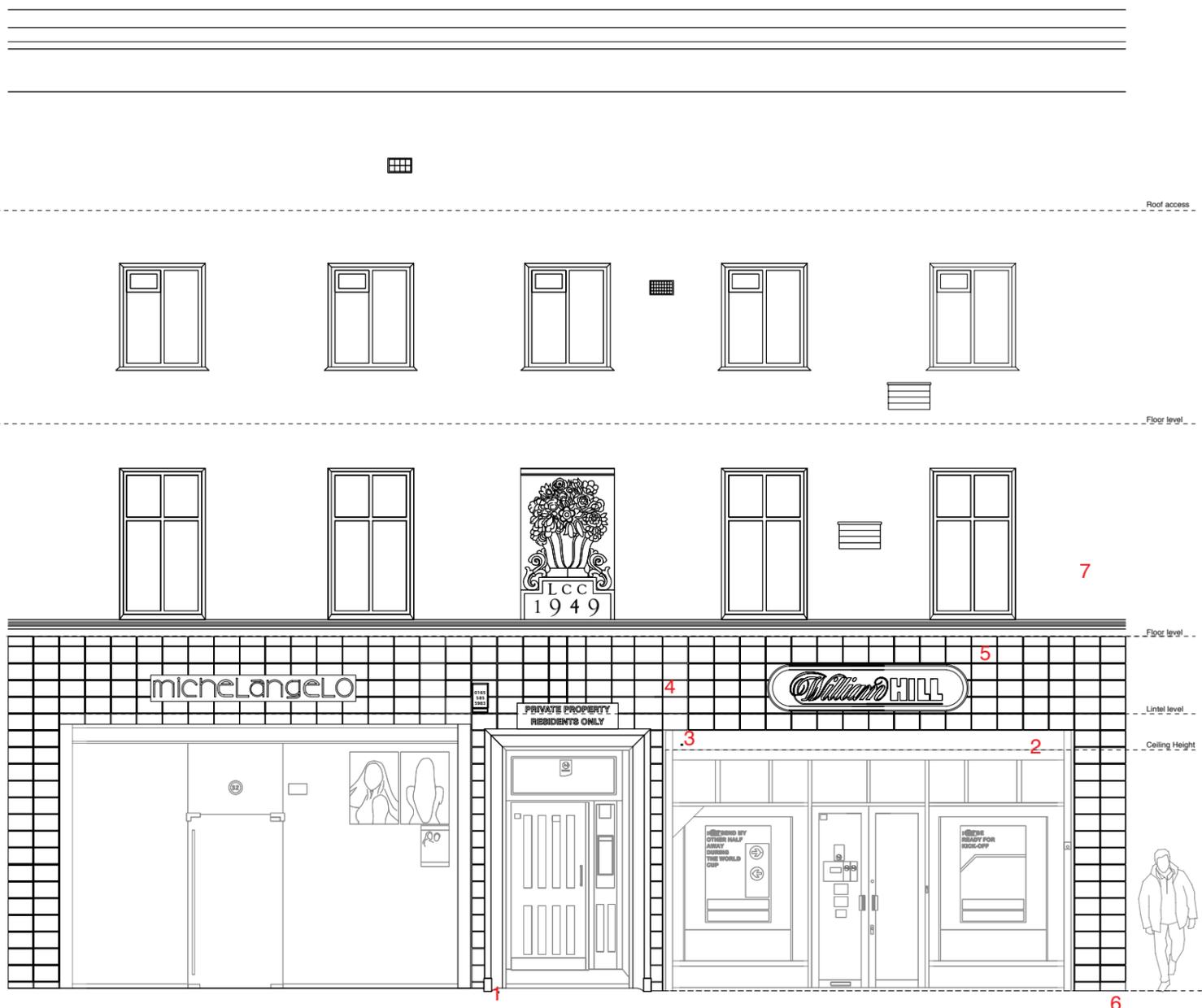
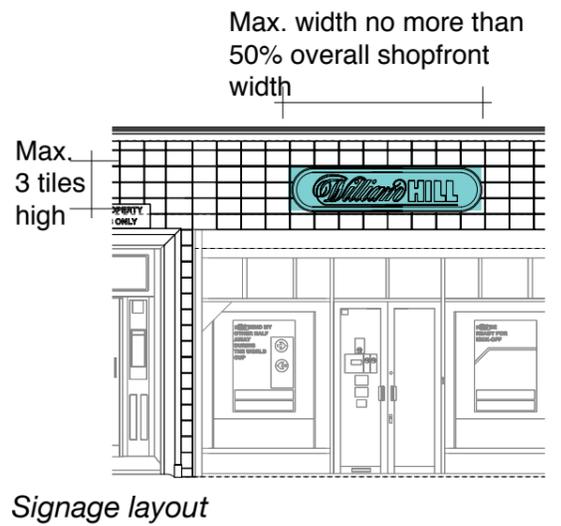


Proposed elevation

- 1 Celebration and emphasis of existing entrance frame: off-white colour restored/re-painted
- 2 Dark grey Aluminium framing allows emphases on the colonade nature of the facade, rather than the frame of each shop (heirarchy). Existing aluminium framed shops can have frames painted darker rather than replce the frames
- 3 Removal of external shutter box Internal shutters proposed for all shopfronts. Perforations still allow views into the shop, external clutter on facade is minimised
- 4 Reveal existing ceramic tiles to emphasise foreground of colonnaded facade (with shop fronts recessed behind)
- 5 It is recognised that a uniformity in signage can never be regulated over lengthy time periods. It is therefore proposed that shop keepers place main signage and logos onto the tiled facade above each shop front.
- 6 Existing concrete slabs removed. Asphalt footmat lines the facade as entrance to shop fronts
- 7 Maintenance of upper stories: LCC emblem retained Facade re-painted and restored where needed Current off-white colour retained Darkening of existing window frames to punctuate the existing elevation Removing and neatening of cables and externally mounted items

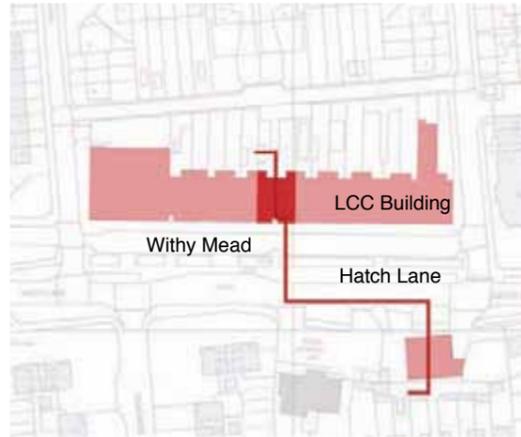
Signage Rules

- Signage should:
- Be no greater than 3 tiles in height
 - Be limited to one sign per shopfront
 - Be no wider than 50% of the width of the overall shopfront
 - Be centred above width of individual shopfronts

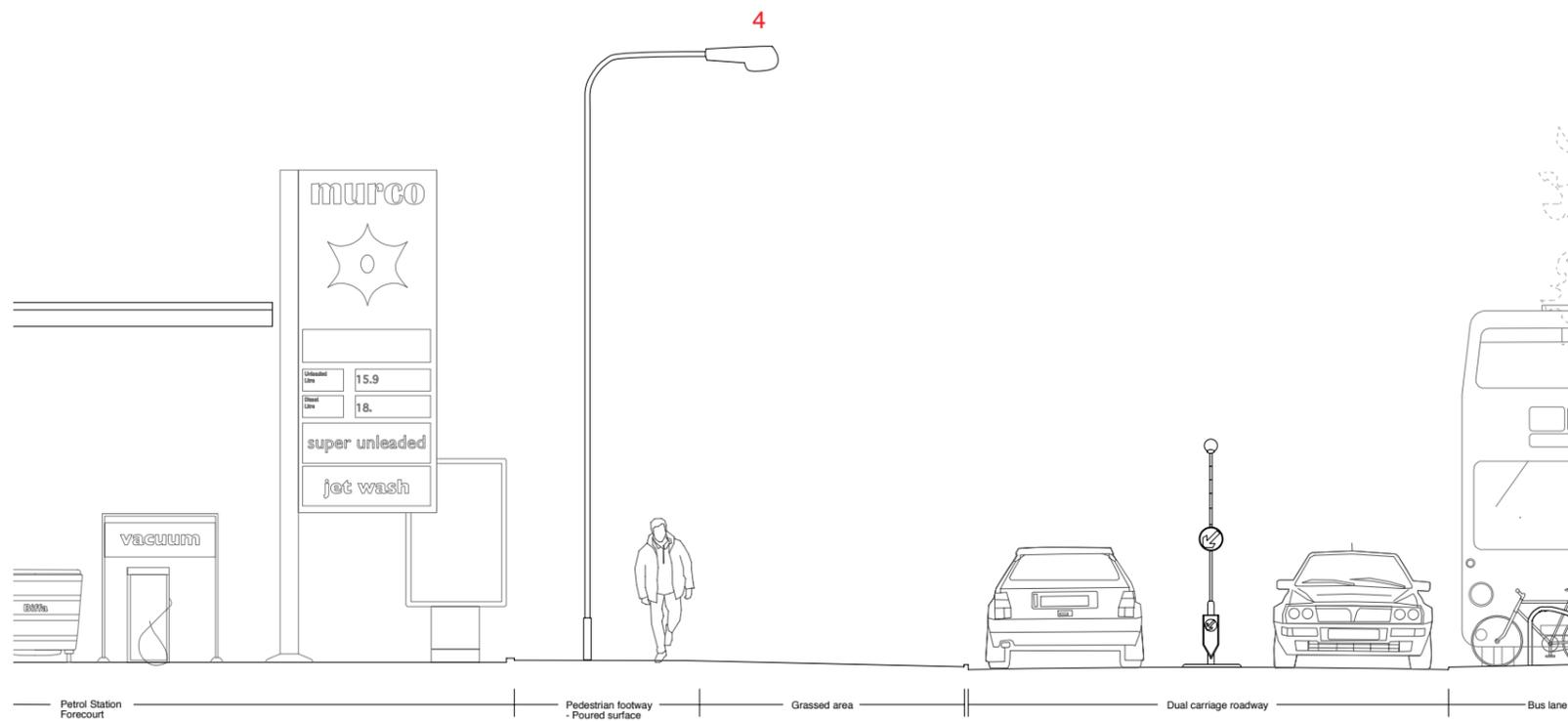


Existing streetscape section

- 1 Extensive parking obscures public footpath and limits opportunities to extend shopfront produce into the forecourt
- 2 Cars currently obscure view of shopfrontages from Hatch Lane main road
- 3 Large commercial refuse bins dominate the softer landscape areas
- 4 Street furniture is inconsistent with TfL Streetscape Guidance document



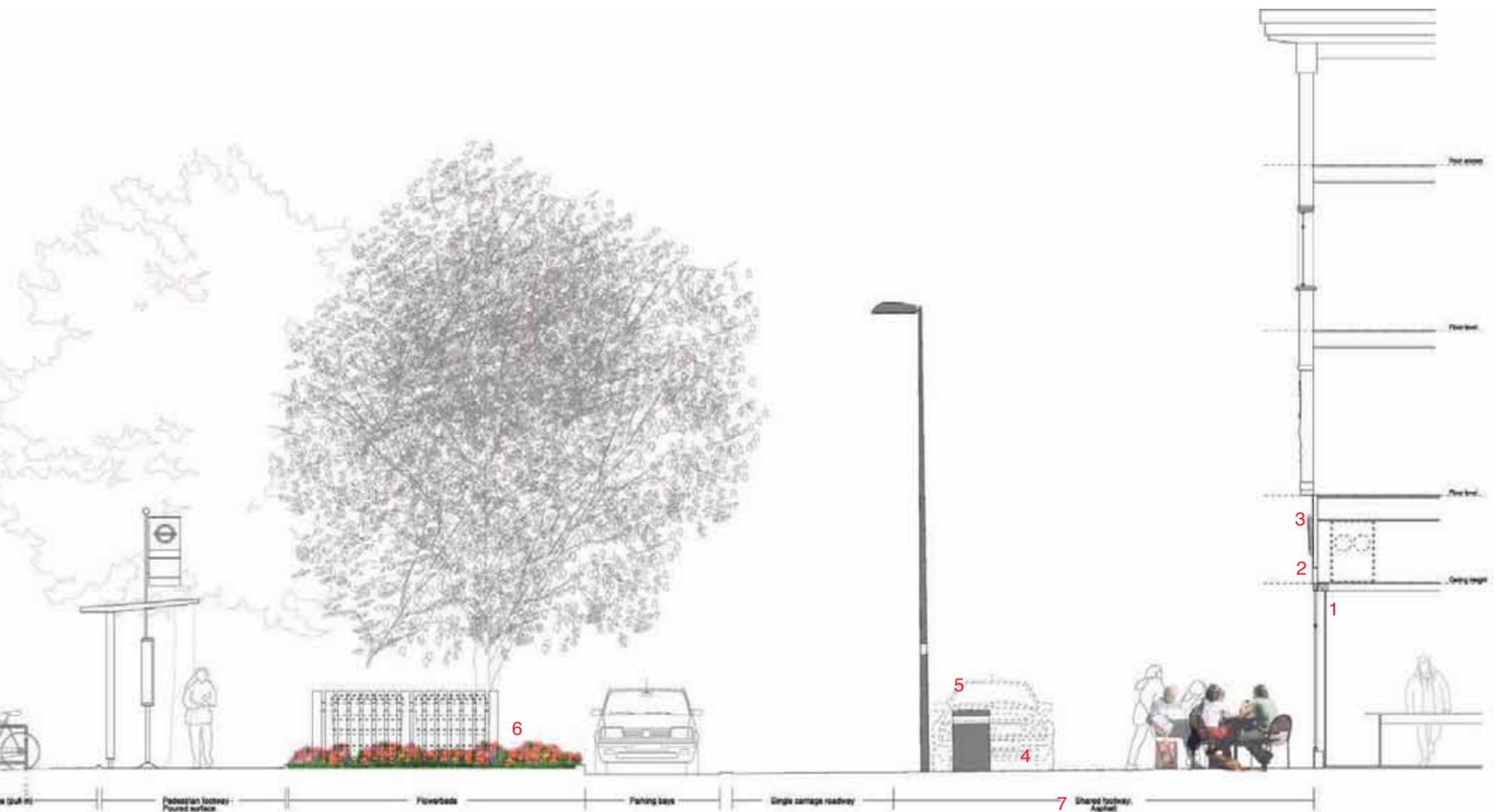
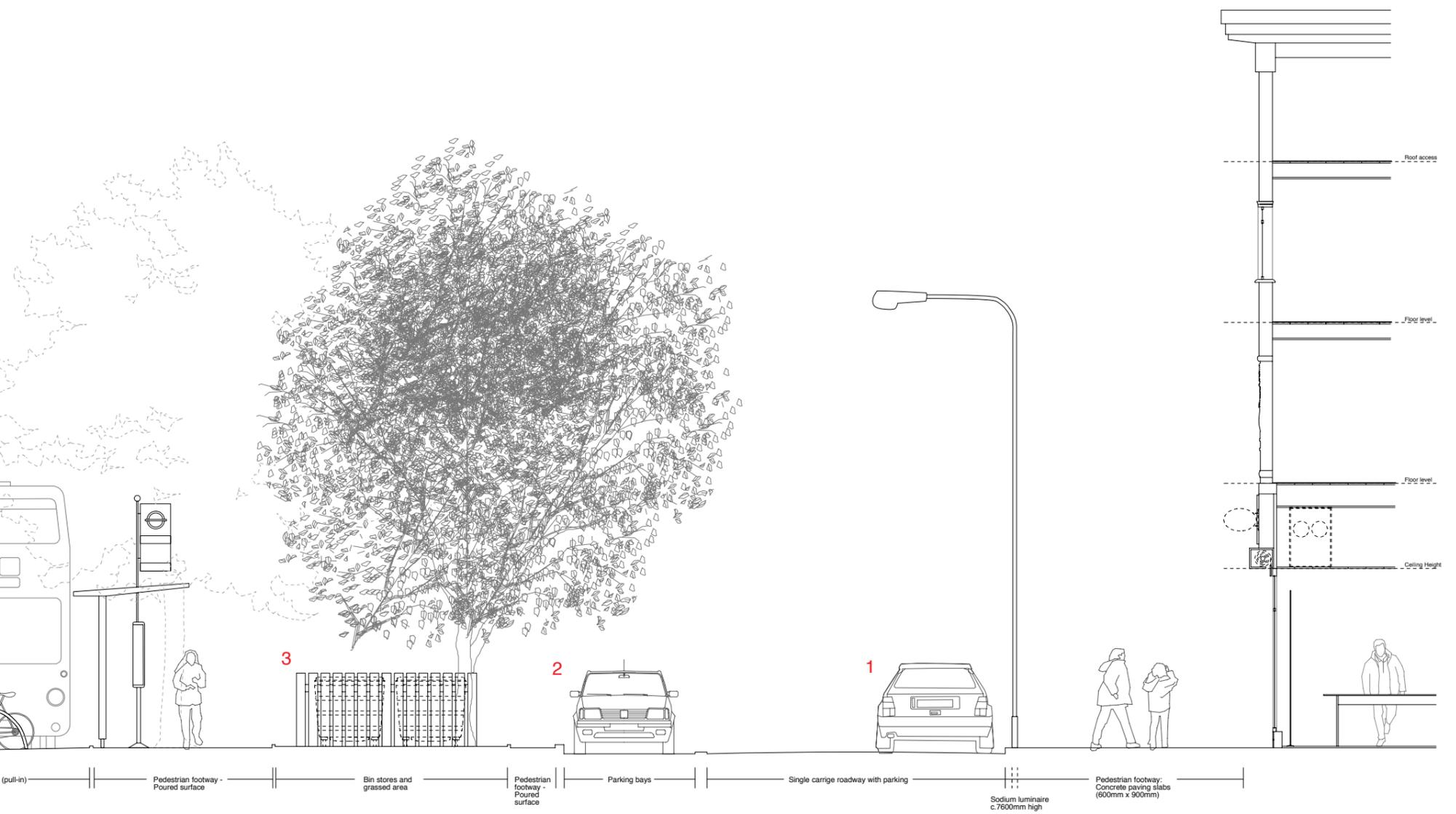
Section location plan



Proposed streetscape section

- 1 Bulky external shutters replaced with internal shutters
- 2 Ceramic tiles revealed
- 3 New signage is smaller and placed onto colonnade tiles
- 4 New asphalt footway and extension of pedestrian path
- 5 Introduction of TfL Streetscape furniture for consistency across the borough
- 6 Planting of flower beds helps to enhance and celebrate the existing grassy areas beyond the parade frontage
- 7 Wider shared paving can be used by pedestrians, as outdoor cafe space and retains existing car parking spaces







Character Area 03: Leytonstone and Highams Park

Economic Overview

Leytonstone

Introduction

Leytonstone is identified as a District Centre in the Waltham Forest Unitary Development Plan (2006). The shopping area is linear and stretches approximately 800 metres from the A12 roundabout. The centre is located in the south east of the borough.

The following sections present an overview of the District Centre based on information in the Retail and Leisure Study 2009.

Catchment Area and Visitor Profile

According to the Retail and Leisure Study (2009), shoppers visit the area for a range of reasons including food shopping, non-food shopping and to visit other services. The average reported expenditure on food and grocery is £33.80 per visitor. This is noted as being due to the presence of Tesco on Gainsborough Road. Average expenditure on comparison goods is reported at just £35.19 per visitor, which is considered a significant amount.

The Retail and Leisure Study (2009) also reports that the majority of visitors shop in Leytonstone just under once an hour on average.

Accessibility and Movement

Accessibility is a key factor when considering the health and future prospects of a centre. Ease of access and quality of parking are important factors underlying the success and attraction of a centre for customers, businesses and visitors.

Leytonstone is served by Leytonstone

underground station which connects the centre to the Central Line, providing access to Stratford, Liverpool Street and central and suburban London. There is a bus station situated next to the underground station. Eight bus routes (and two night buses) operate throughout the town centre, providing access to Leytonstone from surrounding areas and beyond.

Access by car is good as the area is served by the A12 dual carriageway, and the A11. There are three main car parks in the centre (including the Tesco car park) which are all reported as appearing well used.

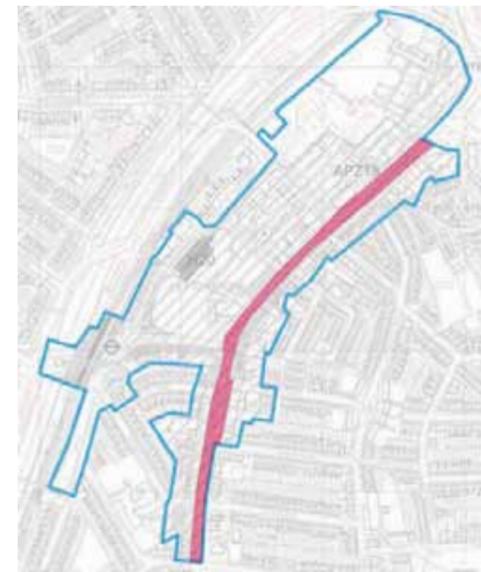
As Leytonstone is located in a predominately residential area, there are multiple access points to the centre from the nearby streets, allowing easy pedestrian access from the surrounding area. However, the A12 dual carriageway to the north of the centre acts as a barrier to pedestrian permeability although this is mitigated to some extent by bridges and pedestrian subways.

Environmental Quality

The Retail and Leisure Study 2009 reports that units on the High Road are in a reasonably good condition. However, the relatively heavy traffic observed there detracts from the pedestrian experience. Nevertheless, there are wider pavements in the central part of the High Road as well as some benches, cycle racks and evidence of some recent lighting improvements. Shopfronts in the secondary areas are reported as being well maintained.



Leytonstone Ward Location Plan



Leytonstone Location Plan



Leytonstone High Road typical Victorian shopfront parade

Vision

Friendly neighbourhood centres with independent shops, cafes set closely around railway infrastructure. Some buildings such as banks, churches and libraries have been retained in their original buildings



Vision Diagram



Economic Overview

Highams Park

Introduction

Highams Park is identified as a Neighbourhood Centre in the Waltham Forest Unitary Development Plan (2006). It is located within a predominately suburban area of the borough, although there is a large trading estate close to the shopping area.

The following sections present an overview of the District Centre based on information in the Retail and Leisure Study 2009.

Catchment Area and Visitor Profile

Highams Park is a large neighbourhood centre but it presently serves a relatively small local catchment area. Its proximity to the larger Chingford Mount centre and public transport links to Walthamstow means that there is limited potential at present for Highams Park to expand its role.

However, the local planning authority is currently considering a planning application submitted by Tesco for a large store and unit shops at the northern edge of the centre. If this is granted planning permission, the catchment area of the centre is likely to increase markedly. According to the Retail and Leisure Study 2009, this development would cause Highams Park to perform in line with District Centres in the borough.

Accessibility and Movement

Accessibility is a key factor when considering the health and future prospects of a centre. Ease of access and quality of parking are important factors underlying the success and attraction of a centre for customers, businesses and visitors.

Highams Park rail station connects the centre with Chingford, Walthamstow and London Liverpool Street. The three nearby bus services link the centre with North Chingford, Chingford Mount and Walthamstow.

Accessibility to the area by car is not particularly easy as the centre is not on the major road network. There is an off-street Pay and Display car park located to the north west of the centre but it is not located near enough to the main shopping area. The car park is reported as being underused. However, there is a small free car park to the rear of the Budgens store. On street voucher parking facilities area also available outside most the shops in the centre and these are reported as appearing well used.

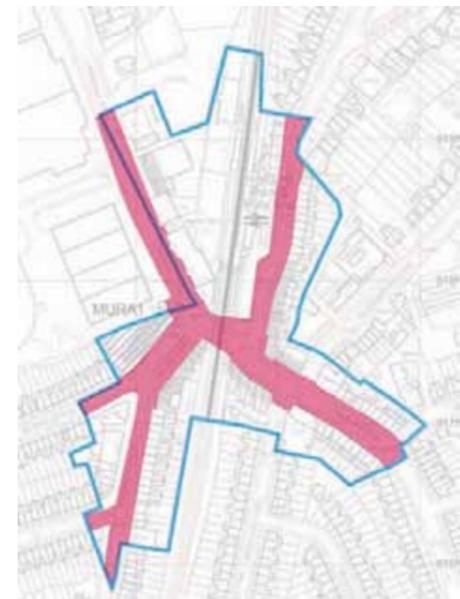
Pedestrian accessibility from the surrounding area is reported as being generally good, but the railway line and trading estate act as barriers to pedestrian permeability into the centre.

Environmental Quality

According to the Retail and Leisure Study 2009, the shopping parades in the centre relate poorly to each other. The centre also lacks a focus.



Highams Park Ward Location Plan



Highams Park Location Plan



Highams Park shopfronts along a Victorian parade

Vision

Friendly neighbourhood centres with independent shops, cafes set closely around railway infrastructure. Some buildings such as banks, churches and libraries have been retain in their original buildings



Shopfronts are given bold colours and limited colour pallettes to bring them to the foreground

Vision Diagrams



Planning Uses: Observations and Recommendations

Leytonstone

Diversity of Uses

According to the town centre land use survey covering the centre undertaken by LB Waltham Forest in 2008 and quoted in the Retail and Leisure Study (2009), Leytonstone has a good range of different uses to meet a range of requirements. Indeed, the majority of town centre uses are above the national average with the exception of comparison retail which at 22.8% of total units is 21.2% lower than the GOAD national average. Particularly well represented uses are A1 Services (15.8%) and A2 Services (21.5%) which are 5% and 12% higher than the national average respectively.

Retailer Representation

The Retail and Leisure Study 2009 describes Leytonstone as having a reasonable range of comparison retailers (36 units) despite the proportion being significantly lower than the national average. Indeed, according to the 2008 survey, all categories of comparison goods are represented in the centre, with the exception of 'cars, motorcycles and motor accessories' and 'jewellers'. There is a high proportion of 'chemists, drug stores and opticians' and 'DIY, hardware and homeware' in comparison with the national average. However, the proportion of clothing and footwear retailers is 9.9% below the GOAD national average of 26.6%. The majority of comparison retailers are independent businesses, but there are also a number of multiple retailers including Superdrug, Boots, Matalan and Primark located on the High Road.

There is a good range of convenience retailers on Leytonstone, including specialist bakers, butchers, newsagents international food shops and mini markets. Information is not available as to the precise mix of convenience retailers, but according to the Retail and Leisure Study (2009), the main convenience stores servicing the centre are a large Tesco on Gainsborough Road and an Iceland on Leytonstone High Road.

The centre has a good range of service retailers. According to the 2008 survey, all categories are represented apart from travel agents. There is

good provision of restaurants/cafés/ takeaways with a proportion of 40.3% of all service units which is in line with the national average. The proportion of estate agents/valuers is significantly higher than the national average at 24.2% of units. Despite there being four high street banks in the centre, this sector is underrepresented in comparison with the national average.

Vacancies

According to figures from the 2008 survey as quoted in the Retail and Leisure Study (2009), Leytonstone has a vacancy rate of 10.1% of units, which is in line with the national average of 11.4%. However, this may have increased as a result of the pressures of the economic downturn on smaller, independent retailers, although the Waltham Forest Annual Monitoring Report 2009/2010 suggests that overall vacancy rates across the borough have remained low despite the recession.

Summary

- 1 Leytonstone has a high proportion of convenience retailers, attracting both bulk and 'top up' shopping trips.
- 2 There is a reasonable range of comparison retailers, although multiples are limited in number.
- 3 The centre has a good provision of non-retail services.
- 4 Public transport linkages are good.
- 5 Pedestrian access is good.
- 6 The shopping environment is reasonably attractive, but could be improved.



Site Plan 1:2000

Highams Park

Diversity of Uses

According to the town centre land use survey covering the centre undertaken by LB Waltham Forest in 2008 and quoted in the Retail and Leisure Study (2009), Highams Park has a large proportion of A3 and A5 uses with almost 12% above the GOAD 2009 national average. A1 and A2 Services area also well represented with a 20.2% and 16% share respectively. Convenience retail makes up a proportion of 10.7% which is in line with the national average. Comparison retail is under-represented with a 17.1% share which is 26.9% below the national average.

Retailer Representation

Information is not available as to the precise mix of retailers in Highams Park. However, according to the Retail and Leisure Study (2009), there is a reasonable choice of cafés, restaurants and takeaways but limited entertainment and leisure facilities. There are no banks or building societies in the centre. In terms of convenience multiple retailers, there is a Budgens supermarket.

Vacancies

According to figures from the 2008 survey as quoted in the Retail and Leisure Study (2009), Highams Park has a vacancy rate of 9.4% of units, which is below the national average of 11.4%. However, this may have increased as a result of the pressures of the economic downturn on smaller, independent retailers, although the Waltham Forest Annual Monitoring Report 2009/2010 suggests that overall vacancy rates across the borough have remained low despite the recession.

Summary

- 1 Comparison retail is under-represented in Highams Park.
- 2 A1, A2, A3 and A5 uses are well represented in the centre.
- 3 Local public transport accessibility is good, while access by car is compromised by road network.
- 4 If granted planning permission, the Tesco development will dramatically alter the fortunes of the centre,

potentially elevating it to District Centre status.

Tesco Supermarket Planning Permission

At the time of printing, LBWF is in receipt of a planning application from Tesco for a large store at Highams Park with the following specifications:

- 5,523m² store (349 parking spaces)
- 253 Residential units (134 parking spaces)
- B1 / B8 units (5155m²) (70 parking spaces, with PCT)
- 10 small A1-A3 units
- PCT healthcare building (2126m²) (share of 70 spaces)
- Small D1 community use



Site Plan 1:2000

Town and Country Planning Use Classes

- | | | |
|---|--|-------------------|
|  | A1 Shops: | Convenience |
|  | | Home Improvements |
|  | | Supermarkets |
|  | A2 Financial: | Banks |
|  | | Estate Agents |
|  | | Book Makers |
|  | | Other |
|  | A3 Restaurants | |
|  | | Cafes |
|  | A4 Drinking Establishments | |
|  | A5 Hot Food Takeaway | |
|  | B1 Business | |
|  | B8 Storage or Distribution | |
|  | C3 Dwellings | |
|  | D1 Non-residential Institutions | |
|  | Sui Generis | |
|  | Vacant | |

Character

Keep List: Leytonstone

Leytonstone features a series of Victorian shopfronts along its high road length. Many distinguished corner buildings also help mark the route and house uses from institutional buildings to public houses. The council wishes to promote appropriate civic uses in existing historically institutional buildings.

Institutional buildings

Public Library
6 Church Lane Leytonstone
E11 1HG



Corner building as an institutional usage

Natwest Bank
694 High Road Leytonstone
E11 3AA



Corner building used as bank

Barclays Bank
839 High Road Leytonstone
E11 1HL



Corner building used as public house

Public Houses as corner buildings

The Loaded Dog
485 High Road Leytonstone
E11 4PG



Corner building used as public house

Lincolns
566 High Road Leytonstone
E11 3DH



Public house

Zulus
640 High Road Leytonstone
E11 3AA



Corner building used as public house

The Sheepwalk
692 High Road Leytonstone
E11 3AA



Corner building used as public house

Other

Costa's, Clothing Store
545 High Road Leytonstone
E11 4PB



Aluminium framed shopfront
Original tiled footmat

Clothing Shop
787 High Road Leytonstone



Original tiled footmat

Leytonstone Social Club
603 High Road Leytonstone
E11 4PA



Social club

Percy Ingle, Bakers
10 Church Lane, Leytonstone
E11 1HG



Clear signage which graphically
displays the shop usaged

J.Geller, Butchers
249 High Road Leytonstone
E11 4HH



Clear signage

Laura's
536 High Road Leytonstone
E11 3DH



Clear signage

C.Selby and Son, Funeral Directors
729 High Road Leytonstone
E11 4QS



Clear signage

Keep List: Highams Park

Highams Park is characterised by an almost village feel with its town centre of colourful shopfronts directly positioned around the railway line

James Hawes, Funeral Directors
5 The Broadway, Highams Park
E4 9LQ



Clear signage

Karen Janes, Florist
9A The Broadway, Highams Park
E4 9LQ



Canopy provides covered viewing of goods
Outdoor display

Victorian shopfront terrace
Larkshall Road, Highams Park



Setting back of upper residential level.
Shopfronts at lower level project into the street

The Village Florist
2 The Avenue, Station Approach,
Highams Park
E4 9LA



Clear, bold signage

Choice Cards
28 The Avenue, Highams Park
E4 9LD



Canopy provides covered viewing of goods



Proposals

Highams Park Existing: Photographic Elevation

- 1 The upper facade is cluttered and visually confusing
- 2 Shopfronts have little proportion in common
- 3 Original features such as pilasters are obstructed by signage



Highams Park Proposed: Photographic Elevation

- 1 The painting of the upper level simplifies its complex geometries and allows the shopfronts to come to the foreground
- 2 Shopfront designs are simplified with the use of bold colours and limited palette for each unit
- 3 Original pilasters are reinstated and provide a vertical division and rhythm to the parade





Leytonstone
Existing: Photographic Elevation

- 1 Facade is cluttered, dirty and unloved
- 2 Signage is sporadic and uses a variety of differing fonts and colours which creates visual confusion
- 3 Paving is raised along the front of the facade creating a stepped access point



Leytonstone
Proposed: Photographic Elevation

- 1 Cleaning and painting of facade
- 2 Re-organising the proportions of the lower level
- 3 Using canopies to mark the entrance and provide shelter and covered display space
- 4 Paving levelled for ease of access





