

Waltham Forest Local Plan



WALTHAMSTOW TOWN CENTRE AREA ACTION PLAN

Adopted - October 2014



INTERPRETING AND TRANSLATION ASSISTANCE

This document or its summary can be made available in other languages, large print, Braille, audio-tape format or a translation service provided on request. Should you require access to these services please contact us at the address stated below.

This document can also be made available on Audio Tape ☐ Braille ☐ Large Print ☐

<p>Dokumenti apo përmbledhja e tij mund të sigurohen në gjuhë tjera, shtyp të madh, Braille, audiokasetë apo i përkthyer sipas kërkesës. Nëse ju keni nevojë për këto shërbime, ju lusim na kontaktoni në adresën e dhënë më poshtë.</p>	<p>આ અહેવાલ કે એનું સંક્ષેપ બીજી ભાષાઓમાં, મોટા અક્ષરોમાં, બ્રેઈલમાં, ઓડિયો ટેપ પર અથવા ભાષાંતર સેવા દ્વારા ઉપલબ્ધ થઈ શકે છે. જો તમને આ સેવાની જરૂર લાગે, તો કૃપા કરીને અમને નીચેના સરનામે સંપર્ક કરો.</p>
<p>يمكن توفير هذه الوثيقة أو ملخصها بلغات أخرى أو بالطبعة الكبيرة أو بلغة بريل أو على الشريط. ويمكن توفير خدمة ترجمة عند الطلب. وإذا احتجت من هذه الخدمات الرجاء الاتصال معنا على العنوان المذكور أدناه.</p>	<p>यह पर्चा या इसका संक्षेप अन्य भाषाओं में, बड़े अक्षरों में या सुनने वाली टेप पर माँग कर लिया जा सकता है, और अन्य भाषाओं में अनुवाद की सुविधा भी मिल सकती है। यदि आपको इन सुविधाओं की ज़रूरत है तो कृपया निम्नलिखित पते पर हमारे साथ संपर्क करें।</p>
<p>অনুরোধক্রমে এই ডকুমেন্ট অথবা এর সারমর্ম অন্যান্য ভাষায়, বড় ছাপার অক্ষরে, ব্রেইল বা অক্লিপিটে, অডিও টেইপ বা বাজিয়ে শোনার কেসেটে অথবা অনুবাদ করে দেয়ার ব্যবস্থা করা যাবে। আপনার যদি এসব সেবাসমূহের প্রয়োজন হয়, তাহলে অনুগ্রহ করে আমাদের সাথে নীচের ঠিকানায় যোগাযোগ করুন।</p>	<p>ਇਹ ਪਰਚਾ ਜਾਂ ਇਹਦਾ ਖੁਲਾਸਾ ਹੋਰ ਭਾਸ਼ਾਵਾਂ ਵਿਚ, ਵੱਡੇ ਅੱਖਰਾਂ ਵਿਚ, ਜਾਂ ਸੁਣਨ ਵਾਲੀ ਟੇਪ 'ਤੇ ਮੰਗ ਕੇ ਲਿਆ ਜਾ ਸਕਦਾ ਹੈ, ਅਤੇ ਹੋਰ ਭਾਸ਼ਾਵਾਂ ਵਿਚ ਤਰਜਮਾ ਕਰਨ ਦੀ ਸਹੂਲਤ ਵੀ ਮਿਲ ਸਕਦੀ ਹੈ। ਜੇ ਇਹਨਾਂ ਸਹੂਲਤਾਂ ਦੀ ਤੁਹਾਨੂੰ ਲੋੜ ਹੈ, ਤਾਂ ਕਿਰਪਾ ਕਰਕੇ ਹੇਠ ਲਿਖੇ ਪਤੇ 'ਤੇ ਸਾਡੇ ਨਾਲ ਸੰਪਰਕ ਕਰੋ।</p>
<p>我們可以按照您的要求向您提供此文件或其摘要的母語譯本、大字印刷版本、盲文版本、錄音帶或者提供其他翻譯服務。如果您需要以上服務，請通過以下的地址與我們取得聯繫。</p>	<p>İstekte bulunursanız, bu broşürü ya da broşürün özetinin Türkçesini size gönderebiliriz. Ayrıca broşürün iri harfli baskısı, görme engelliler için parmak ucuyla okunabilen Braille alfabesiyle yazılmış kabartma şekli ve ses kaseti de olup istek üzerine broşürün özetini sözlü olarak da size Türkçe okuyabiliriz. Bu hizmetlerden yararlanmak için aşağıda yazılı adresten bize ulaşabilirsiniz.</p>
<p>Ce document ainsi que son résumé sont disponibles dans d'autres langues, en gros caractères, en braille et sur support audio. Une version traduite peut également être obtenue sur demande. Pour obtenir l'un de ces services, veuillez nous contacter à l'adresse ci-dessous.</p>	<p>یہ دستاویز یا اس کا خلاصہ دیگر زبانوں، بڑے حروف، یا آڈیو ٹیپ کی شکل میں دستیاب ہو سکتا ہے، یا درخواست کرنے پر ترجمے کی سروس دستیاب ہو سکتی ہے۔ اگر آپ ان سروسز تک رسائی حاصل کرنا چاہتے ہیں تو براہ مہربانی ہم سے نیچے دیئے گئے پتے پر رابطہ کیجئے۔</p>
<p>Name _____ Address _____ _____ _____ Telephone No _____</p>	<p>CONTACT: Planning Policy Team Environment and Regeneration London Borough of Waltham Forest Sycamore House, Waltham Forest Town Hall Forest Road, Walthamstow, London, E17 4JF Telephone 020 8496 3000 Email: planning.policy@walthamforest.gov.uk Web site: www.walthamforest.gov.uk</p>

Introduction

1 Purpose of the Document	2
2 Area Action Plan Boundary	4
3 How the Document has been Developed	6
4 Document Structure	9

Area Action Plan Context

4 Location and Local Context	11
5 History and Development	13
6 Key Issues	15
7 Policy Context	22

Vision and Objectives

8 Walthamstow Town Centre Vision and Objectives	29
---	----

Area Wide Policies

9 Town Centre Neighbourhood	33
10 High Quality Shopping, Business and Visitor Centre	37

11 Movement and Accessibility	52
12 Design and Place Making	60
13 A Sustainable Centre	75

Key Opportunity Sites

15 Introduction	81
16 Policy WTCOS1 - Snooker Hall at Junction of Hoe Street and Forest Road	83
17 Policy WTCOS2 - Former Factory Tower Hamlets Road	86
18 Policy WTCOS3 - Former Petrol Station Hoe Street	89
19 Policy WTCOS4 - Tax Office on Corner of Church Hill and Hoe Street	92
20 Policy WTCOS5 - EMD Cinema	95
21 Policy WTCOS6 - HSBC Site	100
22 Policy WTCOS7 - Arcade Site	103
23 Policy WTCOS8 - Town Square and Gardens	107
24 Policy WTCOS9 - Selborne Walk Shopping Centre	110
25 Policy WTCOS10 - Station Car Park Phase Two	114
26 Policy WTCOS11 - Sainsbury's Supermarket	117
27 Policy WTCOS12 - Osborne Mews	120

28 Policy WTCOS13 - Buxton Road Bingo Hall and Car Park	123
29 Policy WTCOS14 - 8no. Buxton Road	126
30 Policy WTCOS15 - South Grove	129
31 Policy WTCOS16 - Brunner Road Industrial Units	132
32 Policy WTCOS17 - St James Street Car Park	135
33 Policy WTCOS18 - St Jame Street Health Centre	138

Implementation and Monitoring

35 Implementation	142
36 Monitoring	161

Appendices

Appendix 1 - Evidence Base	176
Appendix 2 - Related Policy Reference	183
Appendix 3 - Policies Map Changes	191
Appendix 4 - Discounted Sites	193
Glossary	196

Table of Contents

Figure 8.1 Walthamstow Town Centre - Proposals Map	31
Figure 10.1 Western 'Mall Zone of Potential Extension'	41
Figure 10.2 Eastern 'Mall Zone of Potential Extension' - Image produced by MacCreanor Lavington	42
Figure 10.3 Shopping Frontages	49
Figure 10.4 Cumulative Impact Policy	50
Figure 11.1 Transport links in the centre	57
Figure 11.2 Proposed transport improvements in the centre	58
Figure 12.1 Shop Front Character Area	68
Figure 12.2 Town Centre Boundary in the context of the AAP Boundary	71
Figure 12.3 Conservation Areas and Listed Buildings	72
Figure 12.4 Access to play space in the centre	73
Figure 13.1 Access to Nature	79
Figure 15.1 Key Development Sites in WTC AAP	82

Purpose of the Document

1 Purpose of the Document

1.1 The Walthamstow Town Centre Area Action Plan (AAP) is a comprehensive spatial strategy for coordinated development, regeneration and growth of the town centre. This AAP sets out our vision for the centre together with objectives, policies and site proposals to shape and guide how the centre develops in the future over the next 15 years. The AAP also integrates other wider policies and programmes which influence the nature of Walthamstow Town Centre and how it functions. The proposals included reflect local aspirations for the future of the area, helps to guide development and provides confidence and certainty to developers and other public sector bodies. This AAP has a strong focus on implementation and delivery to ensure the comprehensive revitalisation and regeneration of the centre is achieved. The AAP will put in place a long term strategy which will aim to deliver a high quality shopping and visitor destination, establishing a pan London high-time economy and a sustainable neighbourhood which celebrates its past and moves forward making the most of the unique development opportunities.

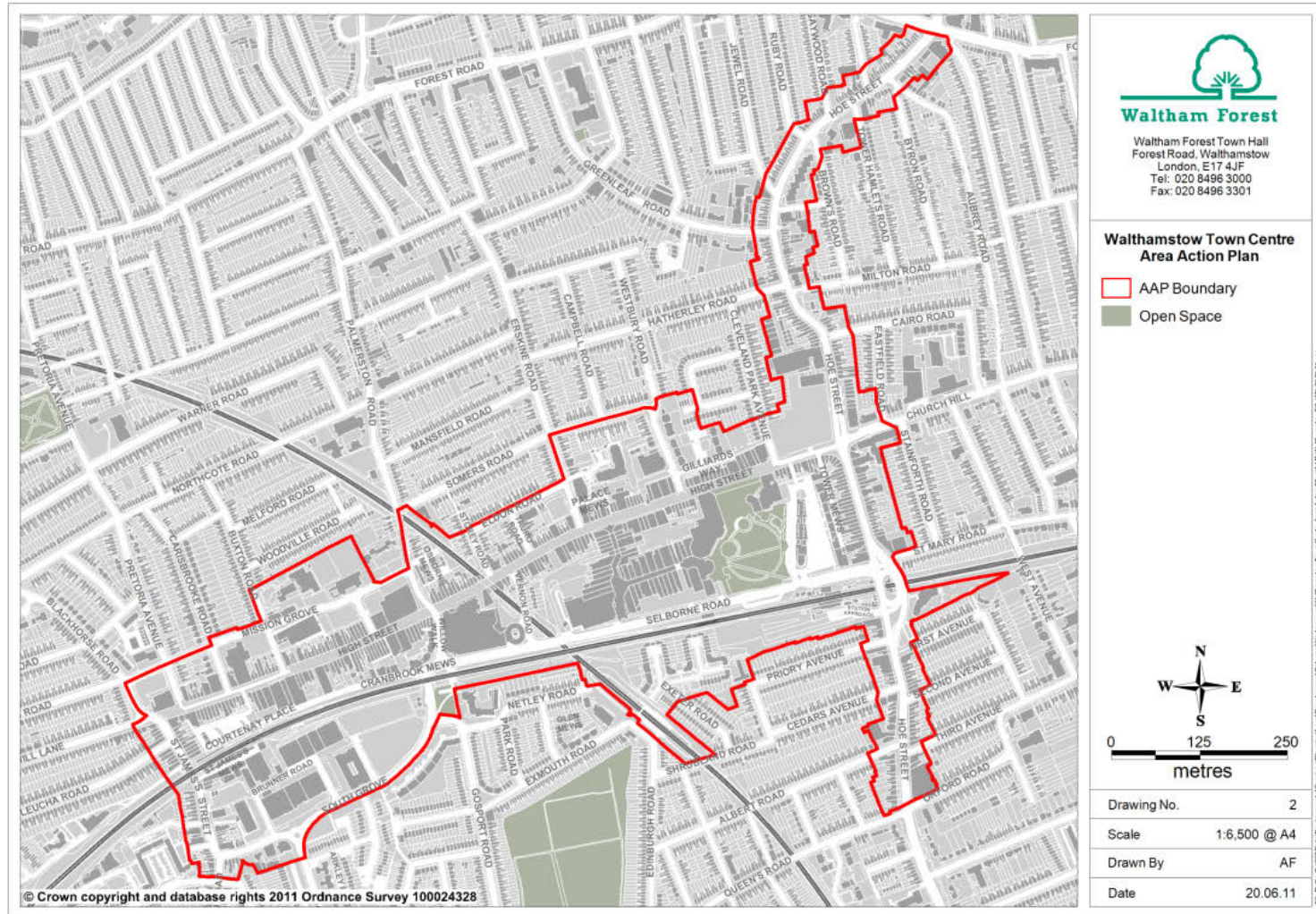
1.2 The document is a Development Plan Document which will form part of the Local Plan for the Borough. It has been prepared in accordance with the Town and Country Planning (Local Development) (England) Regulations 2004, 2008, 2009 and 2012 Amendments.

Walthamstow Bus Station



Area Action Plan Boundary

2 Area Action Plan Boundary



How the Document has been Developed

3 How the Document has been Developed

1.4 The Process of AAP Production

3.1 The AAP has been prepared in a number of stages and in accordance with Government guidance

Stage 1: Development of the Prince's Foundation for the Built Environment Masterplan and Interim Planning Policy Framework

3.2 The AAP builds on the extensive work undertaken in partnership with the Prince's Foundation for the built environment which developed the Walthamstow Town Centre Masterplan and provided the basis for the Walthamstow Town Centre Interim Planning Policy Framework (IPPF) which adopted in 2008. The IPPF was adopted as a interim framework to guide development in the town centre until the production of a AAP. These documents were developed and informed by extensive consultation. The development for these documents involved key stakeholders, including Greater London Authority (GLA), Transport for London (TFL), local landowners, businesses, residents and interest groups. The Renaisi Walthamstow Public Consultation Report sets out in detail the consultation methods used and the key findings.

Stage 2: Initial Consultation on Walthamstow Town Centres Development

3.3 To bridge the gap between the work done on the Masterplan and IPPF, we undertook an initial consultation which preceded the development of the AAP to get stakeholders current views on the future development of the centre. This consultation stage took place in February and March 2011.

Stage 3: Arcade Site and Town Square and Gardens Masterplan

3.4 At the end of 2010, we appointed architects and urban designers Maccreanor Lavington to undertake a Masterplan for the Arcade Site and Town Square and Gardens. This work built on previous work to provide a clear strategy for delivering regeneration in this area of the town centre due to the significant changes happening. Key stakeholders including local residents, local business organisations and community groups were consulted through the project's development. The Masterplan was adopted in May 2011.

Consultation on the Walthamstow Masterplan



Stage 4: Preparation of the Preferred Options Walthamstow Town Centre Area Action Plan

3.5 The Princes Trust Foundation for the Built Environment Masterplan, IPPF, Arcade Site and Town Square and Gardens Masterplan together with the responses from the stage two consultation formed the basis for the policies and proposals in the Preferred Options AAP. The Preferred Options AAP also set out a range of alternative policy and development options to be considered to give stakeholders and consultees a range of options and choice to shape the future of the centre.

Stage 5: Consultation on the Preferred Options Area Action Plan

3.6 The Preferred Options AAP underwent extensive formal public consultation. Following endorsement from Overview and Scrutiny and Cabinet the AAP and supporting documents were published and representations were invited on the Preferred Options AAP for a minimum 6 week period in accordance with the 'Regulations' and the Council's Statement of Community Involvement.

Consultation on the AAP



Stage 6: Preparation of the Submission Draft Area Action Plan and Submission for Independent Examination

3.7 The consultation responses were assessed following the consultation period and the AAP has been revised where appropriate and developed into a 'final' Plan. The AAP was then submitted for independent Examination by the Planning Inspectorate.

Supporting Documents

3.8 In accordance with statutory requirements and European Directives, a number of supporting documents were prepared to support and inform the development of the AAP:

Sustainability Appraisal

3.9 A Sustainability Appraisal (SA) has been completed for each stage of the documents development. The SA has been an integral part of preparation of the AAP to ensure that necessary mitigation measures are incorporated to minimise the impacts of proposals. The findings of the SA indicate that overall the proposals set out in the AAP will have positive social and economic benefits and that the environmental impacts can be successfully mitigated through appropriate measures such as the implementation of a comprehensive transport strategy, protection and enhancement of the historic and natural environment and public realm improvements.

Habitat Regulations Assessment

3.10 A Habitat Regulations Assessment (HRA) has been completed for each stage of the documents development. The HRA have been an integral part of preparation of the AAP to ensure that necessary mitigation measures are incorporated to minimise the impacts of proposals. The HRA screening evaluates the AAP to confirm that there are no mechanisms for any adverse effects on European Sites. It was concluded that the policies of the AAP can be 'screened out' as being unlikely to lead to significant adverse effects on European sites.

Equalities Impact Assessment

3.11 An Equalities Impact Assessment (EIA) has been completed for each stage of the documents development. The EIA examines what effect the AAP's implementation has on different groups in the community to ensure there is no undue impact on any particular community groups. The EQIA has been an integral part of preparation of the AAP to ensure that necessary measures are incorporated to address equalities issues and to minimise the impacts of proposals.

Document Structure

4 Document Structure

4.1 The document is structured around four main areas which are described below. For ease of reference, policies are highlighted in boxes throughout the document.

4.2 Part 1 - Describes the purpose of the AAP, how it has developed since the documents conception and concisely summarises the analytical work and consultation undertaken, which has served as a foundation for the proposals in the AAP.

4.3 Part 2 - Sets out the context of the AAP. It outlines the history and historical development of the centre, the planning policy context and locational context.

4.4 Part 3 - Sets out our vision for the centre and the supporting objectives that the AAP seeks to meet through a range of town centre wide strategies and site-specific proposals.

4.5 Part 4- Sets out the over-arching policy framework which will effect the AAP area as a whole. This section sets out the core elements of the AAP in terms of a housing numbers, land uses, building heights strategy, pedestrian and cyclist movement and access, as well as community infrastructure and sustainable development.

4.6 Part 5 - Sets out site specific proposals. Developers are to refer to this section and engage with the Council early on development proposals for sites.

4.7 Part 6 -This section sets out an indicative Phasing Strategy in which time scales for the likely development and improvement of opportunity sites is indicated, and a detailed Implementation Plan setting a series of projects and tasks required to deliver the AAP. The section contains commentary on funding, and delivery constraints and opportunities.

Walthamstow Library



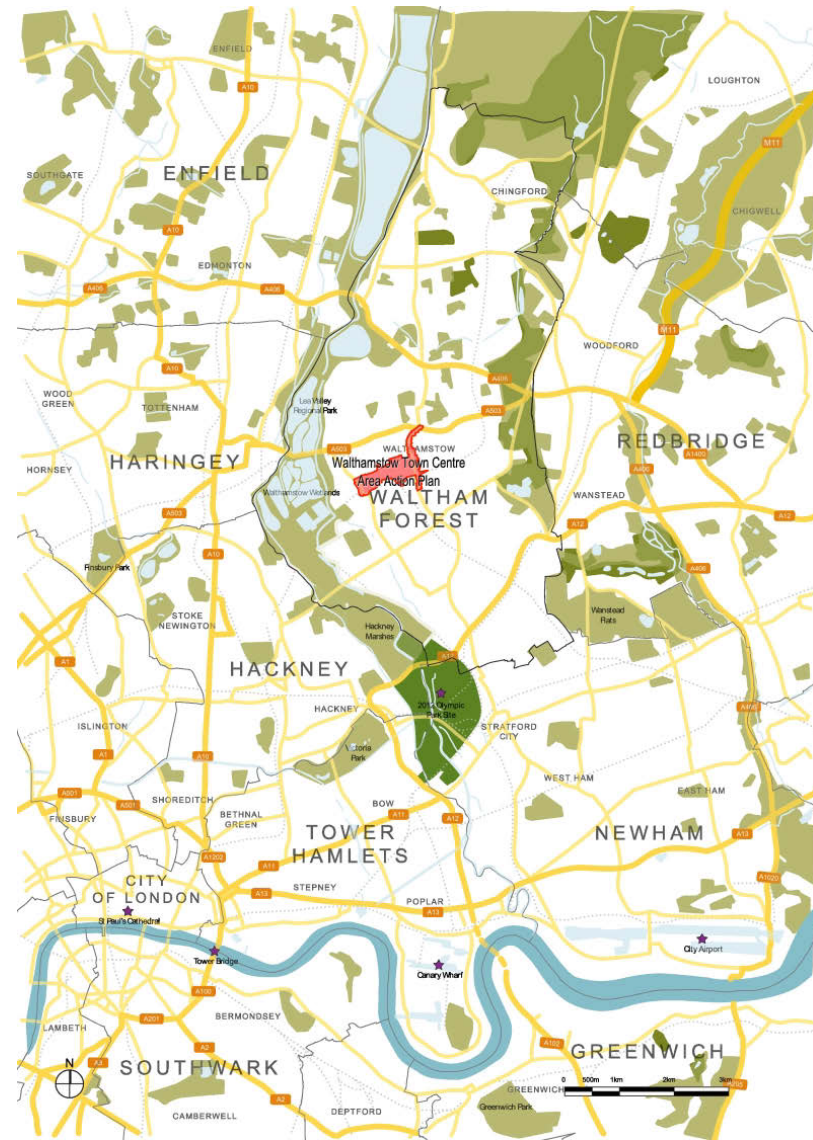
Mission Grove Primary School



Location and Local Context

4 Location and Local Context

4.1 The AAP has been developed in response to the key regeneration priorities for the borough over the next 15 years. During the lifetime of the AAP, Waltham Forest will be influenced by the legacy developments of the 2012 Games, and the substantial regeneration being delivered at Stratford City. The borough's pivotal position (figure 4.1), close to the radial regional corridors of the London - Stansted - Cambridge - Peterborough Corridor and the Thames Gateway, provides opportunities in terms of access to employment opportunities created within these growth corridors, but also poses challenges in terms of drawing potential inward investment towards these areas rather than our borough. The AAP has been developed in response to the key regeneration priorities for the borough over the next 15 years. During the lifetime of the AAP, Waltham Forest will be influenced by the legacy developments of the 2012 Games, and the substantial regeneration being delivered at Stratford City. The borough's pivotal position (figure 4.1), close to the radial regional corridors of the London - Stansted - Cambridge - Peterborough Corridor and the Thames Gateway, provides opportunities in terms of access to employment opportunities created within these growth corridors, but also poses challenges in terms of drawing potential inward investment towards these areas rather than our borough.



History and Development

5 History and Development

5.1 Until 1882, High Street was called Marsh Street and for centuries had been simply part of a relatively minor road running from the early village centre, now Walthamstow Village Conservation Area, to the Lea Valley and the Mill.

5.2 During the 17th and 18th centuries when Walthamstow was still rural in character the higher, eastern end of Marsh Street had become a desirable location for wealthy & influential London merchants to erect “country retreats” within an easy coach or horse ride of the City.

5.3 During the late 18th and early 19th century several large houses for the wealthy were also erected at the western end of Marsh Street, most notably Clock House, the Walthamstow home of the Warner family. This Regency villa designed by F. Hurlbatt originally occupied over six acres of grounds which fronted directly onto Marsh Street.

Hoe Street Station (now Walthamstow Station) 1870



5.4 With the arrival of the Great Eastern railway in 1870 the character of the area changed rapidly. For some time speculative builders had been erecting rows of small houses on either side of Marsh Street, and this process accelerated with the improved access to the City provided by the railway. The large houses were already being

demolished or adapted to form shops in what was by then a growing shopping street. In the 1880's T.C.T Warner, one of the largest landowners in Walthamstow, began to develop the Clock House estate for housing. Apart from the now familiar streets of terraced houses that were subsequently built by Warner, he also constructed the substantial and distinctive shopping terraces.

5.5 Stalls first began to appear in the street in the mid 1880's, and by 1890 regulations were necessary to prevent the frequent fights that broke out between potential stallholders trying to claim the best sites. As the High St grew in importance other public facilities were established along its length, including two schools, a public library, a public baths, numerous places of worship and public entertainment venues.

Granada Cinema 1950s



5.6 Once High Street had become established as a thriving market, chain stores were attracted to the area, and in the early years of the 20th century Woolworths, Sainsburys, the Co-Op, and Marks & Spencer all established stores at the western end.

5.7 Development within the area continues to this day, although the centre of gravity of the High Street is now firmly at the eastern end following the development of the Selborne Walk shopping arcade in the 1980's, and the more recent development of the Town Square & Gardens, and the new Bus Station.

Key Issues

6 Key Issues

6.1 This section explores the key issues which the AAP will aims to build on or seeks to tackle.

Key Statistics

6.2 The population of the inner catchment area of Walthamstow was 88,805 whilst the population of the wider outer zone was nearly 200,000, providing a total catchment area of nearly 290,000 people for Walthamstow Town Centre.

6.3 In the inner catchment area, 49% of the population are male and 51% are female. Therefore, in the inner zone there are approximately 43,500 men and 45,300 females.

6.4 The demographic structure of the inner catchment area has a younger population than Waltham Forest as a whole and is also younger than London and England. Nearly 77% of the inner catchment area are younger than 45 years old.

School children on Town Square & Gardens



6.5 As the Walthamstow Socio-Economic Masterplan (2007) demonstrates, in the inner catchment area 15.4% of the population have a limiting long-term illness that affects their everyday life, of this 15.4% 12.6% are of working age.

6.6 Walthamstow is very ethnically diverse. As the Walthamstow Socio-Economic Masterplan (2007) demonstrates, the inner catchment area has a larger proportion of non-white residents than either the Borough as a whole or London. The proportion of Black or Black British residents is similar to the Borough average but the proportion of Asian or Asian British residents is higher within the inner catchment area than the Borough as a whole.

6.7 Walthamstow Socio-Economic Masterplan (2007) demonstrates that in terms of religion, the highest percentages of residents are Christian, with the second highest percentage being Islam.

6.8 Getting reliable figures for sexual orientation is very difficult and this information is not available for Waltham Forest or Walthamstow. To give an estimate of the number of Gay and Lesbian residents in Walthamstow statistics from the National Survey of Sexual Attitudes and Lifestyles (NSSL) 1999-2001 have been used. This survey was a probability sample of 11,161 people aged 16-44 using computer-assisted interviews. This survey found that nationally 5.4% of men and 4.9% of women in Britain had had same-sex partners. However, in London this figure rose to 10.5% for men and 6.9% of women. Therefore out of a population of 88,805 in the inner zone we can estimate that there is between 4,570 and 7,695 Gay, Lesbian and Bisexual residents in Walthamstow.

General

6.9 Walthamstow Town Centre is a vibrant urban centre that boasts a diverse community, excellent public transport links and a number of historic buildings. Walthamstow is at the heart of the borough, both

geographically and economically. It is the borough's main commercial centre, driving the economy and attracting visitors. Walthamstow provides homes, employment, retail, services and leisure opportunities for a large number of people and will play an important role in accommodating future growth in the borough.

Walthamstow Central



6.10 Walthamstow is located in a pivotal position as it is located close to the radial regional corridors of the London - Stansted - Cambridge - Peterborough Corridor, the Thames Gateway and the Olympics Games (and legacy) site. Its location provides both opportunities and challenges. It provides opportunities in terms of access to employment opportunities created within these growth corridors, but also poses challenges in terms of drawing potential inward investment towards these areas rather than into the centre.

Retail

6.11 Walthamstow Town centre is the largest shopping centre in the borough offering a good range of retail and other service uses. The retail offer is focused along the High Street although there are also concentrations around St James Street station, at the western end of the town centre, and along Hoe Street at the eastern end. A mix of

small Victorian retail premises and larger more modern in-fill retail premises are located along the High Street. Selborne Walk provides a modern indoor shopping centre with larger retail units. The famous Walthamstow Market, provides an organic, historic public market which extends along the pedestrianised High Street. Walthamstow Market is a key attraction providing a range of food and grocery and non food stalls. The centre has a reasonable choice of national multiples, supported by a large number of independent retailers and market stalls. The independent retailers cater for the distinct need of ethnic groups and add to the diversity and distinctiveness of the retail offer. The centre also has good provision of other services including banks and financial services as well as a library.

Selborne Walk



6.12 Three key factors make Walthamstow different from other town centres. Firstly, there are a high proportion of independent retailers offering a range of retail and other services. Secondly, the local community are ethnically and culturally diverse giving vibrancy to the centre. Thirdly, Walthamstow Market offers a distinct shopping experience.

6.13 However, the centre has been under performing for a number of years and if this is not reversed it will lead to long term commercial decline due to departing investment. The centre has is facing increased competition from neighbouring centres, particularly from the new shopping centre at Stratford City. If new floorspace is not created within centre then Walthamstow will continue to loss trade to other centres. 'High end' operators require large retail units in order to operate and Walthamstow currently does not have sufficiently sized units in order to attract and accommodate them.

Walthamstow Market



There is a lack of non-retail uses, such as leisure, tourism and cultural uses within the centre. Despite the current low usage of the town centre as a leisure destination, the size and proximity of a large local population represents a significant opportunity to develop an expanded and more diverse leisure provision in the town centre. Such uses can provide additional facilities and services for local people, attract additional people and facilitate the development of the evening economy.

6.14 Currently, the evening economy in the centre is very limited. Shops are often closed by 6pm leaving the centre a deserted and quiet place where people feel unsafe. The evening offer which is available is largely dominated by takeaways and there are few quality restaurants.

High Street



6.15 While Walthamstow has a range of shops and services, these are focused primarily at the lower and discount end of the market and there is a lack of retail provision which caters for higher value requirements. While the centre is a major focal points for shopping too much spending power leaves the Borough. There is a need to capture and retail the spend of higher earners within the borough rather than it leeching to London and Essex.

6.16 With the exception of retail jobs, Walthamstow performs a limited employment role. The limited employment role of the town centre is demonstrated by the fact that a large number of residents travel outside of the area for work. A large proportion of the local population have no qualifications (33%) and a large proportion are employed within low-value occupations (Socio - Economic Master Plan 2007). The occupational profile of Walthamstow and the surrounding area reinforces the importance of facilitating economic

diversification, the need to raise average incomes and the need to ensure good access to local training and skills development opportunities.

Transport

6.17 One of Walthamstow's key strengths is its accessibility. It is well located in relation to the strategic transport network. It is a significant inner city transport interchange with potential to further improve connections between rail, underground and bus and to secure uplift in development capacity through intensification. The centre is within a short drive from the A406 North Circular Road. It is a key hub with interchange between rail, underground and bus services, and in accordance reaches the highest levels of public transport accessibility (PTAL). Walthamstow Central is the terminus of the Victoria line and is also located on the Chingford to Liverpool Street overground line; Queens Road Station (a short walk from Walthamstow Central) is on the Barking to Gospel Oak overground line. The centre is also well served by bus services, which are focused at Walthamstow Central bus station. The PTAL for much of Walthamstow is 6a.

Bus Station exit



6.18 The centre can become heavily congested, particularly at peak times during the day. On approach roads to the centre such as Hoe Street, traffic flows can become heavy and traffic movement slow.

This traffic congestion can significantly increase journey times and decrease air quality in the centre. The key routes within the centre are dominated by road traffic making them unattractive to cyclists and pedestrians.

6.19 Generally, permeability and connectivity within the centre is poor. The Chingford to Liverpool Street rail line is a major barrier to movement. This causes severance between the neighbourhoods to the north and south of the centre and between Walthamstow Queens Road station and Walthamstow Central within the centre. Such severance leads to a lack of connectedness in and around the centre which restricts movement and access.

Traffic congestion on Hoe Street



6.20 There is a high degree of movement and conflict around the Walthamstow Central station, Hoe Street/High Street, Hoe Street/Selborne Road junctions and Palmerston Road/St. James Street. Pedestrians, buses and vehicles all come together at these points, which are major gateways for most people travelling into the centre. Such conflict leads to a lack of connectedness between areas within the centre.

6.21 Hoe Street (A112) is part of the strategic road network and thus under TFL's control. The existing road layout at the Hoe Street gyratory system increases traffic congestion and journey times, particularly at peak times. This linked with the entrance/exit to the bus station can considerably lengthen bus journeys, through and to Walthamstow. The pedestrian footpath on the bridge which crosses the Liverpool Street to Chingford is also weak and the current layout does not meet current cycle standards and is 'unfriendly' for pedestrians.

6.22 Walthamstow bus station is recognised as an important piece of public transport infrastructure. The bus station provides a transport interchange with Walthamstow Central underground and railway station served by a subway to the ticket hall and railway platforms. It is a key gateway into the centre. However, as stated previously, the configuration of the bus station coupled with the approach into Selborne Road via the Hoe Street gyratory system significantly increases bus journey times, particularly at peak times, as buses take a long and convoluted route into and out of the station.

Design

6.23 The character of the area is predominantly Victorian, albeit with some later infill, with 2-3 storey residential and commercial development fronting the main routes along Hoe Street and the High Street. There are a number of buildings of architectural and historic interest within the AAP area, including the former Granada cinema and Central library, both Grade 2 listed, along with other buildings of character on the Council's Local List. The area also includes the Conservation Areas of St James and part of Leucha Road, located at the western end.

Walthamstow Library



6.24 Walthamstow suffers from a poor image. This is largely due to factors such as a high rate and perception of crime, an environment and public realm which is tired and poorly maintained in places. This poor image reduces the centre's appeal and meaning local people and visitors are less likely to use the centre.

6.25 The linear form of the centre coupled with a limited choice of alternative routes does not provide a convenient circuit for shoppers and pedestrian. This creates a lack of cohesion between the market, shops on the High Street and Selborne Walk which has an adverse impact on the centre. Due to the length of the High Street, residents and shoppers will rarely visit both ends of the High Street and only use opposite ends of the High Street on a limited number of occasions.

6.26 Legibility and wayfinding can be difficult within the town centre. Visitors to the centre who either arrive from the train stations or emerge from the underground station into the bus station often find it difficult to get their bearings and access the centre and surrounding areas.

6.27 The quality of shop fronts is also poor in some areas with overly large fascias, lack of visual co-ordination, clutter and use of materials, resulting in a generally poor quality street scene.

Hoe Street Shop Fronts



6.28 The Street market is an historic feature and an iconic symbol of the centre. While the ad-hoc, organic appearance of the market is certainly part of its charm.

6.29 Crime and the fear of crime is a significant barrier in attracting new investment into the centre as it reduces the quality of life for residents and deters shoppers from using Walthamstow. Walthamstow is within the top 5% most deprived areas in London in terms of crime. Reducing the incidence and threat of crime and creating a more secure environment for all is therefore fundamental to the future health and vitality of the town centre.

Policy Context

7 Policy Context

National Planning Policy Framework (NPPF)

7.1 The National Planning Policy Framework (NPPF) sets out the Government's policy towards spatial planning. The NPPF must be taken into account in the preparation of Local Plans and is a material consideration in planning decisions. The NPPF states that the purpose of the planning system is to contribute to the achievement of sustainable development. To achieve sustainable development, economic, social and environmental gains should be sought jointly and simultaneously through the planning system. At the heart of the NPPF is the presumption in favour of sustainable development. This AAP reflects this presumption and sets out clear policies that will guide how the presumption will be applied locally and how we will take a positive approach in considering development proposals.

WTC1 - Presumption in Favour of Sustainable Development

When considering development proposals the Council will take a positive approach that reflects the presumption in favour of sustainable development contained in the National Planning Policy Framework. It will always work proactively with applicants jointly to find solutions which mean that proposals can be approved wherever possible, and to secure development that improves the economic, social and environmental conditions in the area.

Planning applications that accord with the policies in this Local Plan (and, where relevant, with policies in neighbourhood plans) will be approved without delay, unless material considerations indicate otherwise.

Where there are no policies relevant to the application or relevant policies are out of date at the time of making the decision then the Council will grant permission unless material considerations indicate otherwise – taking into account whether:

Any adverse impacts of granting permission would significantly and demonstrably outweigh the benefits, when assessed against the policies in the National Planning Policy Framework taken as a whole; or

Specific policies in that Framework indicate that development should be restricted.

7.2 The NPPF stresses the need to ensure that the sites and scale of development identified in this Plan should not be subject to such a scale of obligations, standards and policy burdens that cumulatively this threatens the plan's ability to be developed viably. The NPPF also requires that Local Plans meet the objectively assessed needs for their area and are deliverable and realistic. The Council's Local Plan Viability Assessment (2013) demonstrates that the cumulative policy of the Local Plan (of which this document forms part) will not threaten the viability of development. In order to meet the needs of the AAP area and deliver sustainable development viability will also be balanced against other considerations such as design, regenerations benefits and job creation etc.

7.3 The NPPF seeks local planning authorities to plan positively to support local development, shaping and directing development in their area. Where town centres are in decline, local planning authorities should plan positively for their future to encourage economic activity. Areas should be identified as priority area for economic regeneration.

7.4 The NPPF seeks to support the existing business sectors and identify and plan for new or emerging sectors likely to locate in their area. The NPPF recognise town centres as the heart of their communities and seek to support their viability and vitality. It seeks to promote competitive town centres that provide customer choice and a diverse retail offer and which reflect the individuality of town centres. It also seeks to retain and enhance existing markets and, where appropriate, re-introduce or create new ones, ensuring that markets remain attractive and competitive. Suitable town centres include retail, leisure, commercial, office, tourism, cultural, community and residential development.

7.5 The NPPF recognises that residential development can play an important role in ensuring the vitality of centres and encourage residential development in appropriate town centre sites. Mixed use development, particularly in large scale residential development, should be promoted in order to provide opportunities to undertake day-to-day activities including work on site.

7.6 The NPPF seeks that uses that generate significant movement should be located where the need to travel will be minimised and the use of sustainable transport modes can be maximised. Opportunities for sustainable transport modes for the movement of goods or people should be protected and exploited. Priority to pedestrian and cycle movements and access to high quality public transport facilities should be given.

Market Stall on High Street



7.7 The NPPF states that new development should function well and add to the overall quality of the area, not just for the short term but over the lifetime of the development. New development should establish a strong sense of place, using streetscapes and buildings to create attractive and comfortable places to live, work and visit. Site potential should be optimised to accommodate development, create and sustain an appropriate mix of uses (including incorporation of green and other public space as part of developments) and support local facilities and transport networks. It should respond to local character and history, and reflect the identity of local surroundings and materials, while not preventing or discouraging appropriate innovation. It should create safe and accessible environments where crime and disorder, and the fear of crime, do not undermine quality of life or community cohesion. It should also be visually attractive as a result of good architecture and appropriate landscaping.

7.8 The NPPF seeks that local authorities plan positively for the provision and use of shared space, community facilities (such as local shops, meeting places, sports venues, cultural buildings, public houses

and places of worship) and other local services to enhance the sustainability of communities and residential environments. The unnecessary loss of valued facilities and services, particularly where this would reduce the community's ability to meet its day-to-day needs should be resisted. Established shops, facilities and services should be able to develop and modernise in a way that is sustainable, and retained for the benefit of the community. There should be an integrated approach to considering the location of housing, economic uses and community facilities and services.

Embassy Social Club



7.9 The NPPF seeks a positive strategy for the conservation and enjoyment of the historic environment, including heritage assets most at risk through neglect, decay or other threats.

London Plan (2011) - Spatial Development Strategy for Greater London

7.10 The London Plan provides specific details in relation to Walthamstow. It is designated as a Major Centre in Annex Two - London's Town Centre Network. Table A2.1 lists Walthamstow as a "more than local significant" night-time economy cluster. The centre will also have 'Medium growth' which means the centre will have moderate levels of demand for leisure or office floorspace and with physical and public transport capacity to accommodate it.

7.11 Policy 2.15 - Town Centres, states that town centres should be the main focus for commercial development and intensification of residential development. It supports the wider role of town centres by encouraging them as locations for leisure and cultural activities, as well as business. The night time economy is also encouraged to ensure town centres remain lively beyond shopping hours. The London Plan (2011) states that high quality, well designed development and regeneration will help support and re-establish town centres as attractive places and as distinctive centres of the communities' life.

Western end of High Street



7.12 The London Plan (2011), policy 3.3 – Increasing Housing Supply, requires the borough to provide an 760 additional homes per year. It also states that housing capacity could be identified through a number of sources including: a) intensification b) town centre renewal and c) mixed use redevelopment, especially of surplus commercial capacity. Policy 3.4 – Optimising Housing Potential, seeks development proposals to optimise housing output taking account of local context, design principles in chapter 7 of the document and public transport capacity. The density matrix (Table 3.2) sets a framework for appropriate densities at different locations. The Public Transport Accessibility Levels range from 4 - 6 and as such some parts of the centre are highly accessible. According to the London Plan density matrix densities of between 200 – 700 hr/ha are appropriate. Policy 3.8 - Housing Choice requires that all new housing is built to Lifetime Homes' standards and that 10% of new housing is designed to be wheelchair accessible or easily adaptable for residents who are wheel chair users.

7.13 . London Plan (2011) policy 7.7 - Location and design of tall and large buildings, states that tall and large building should be part of a strategic approach to changing or developing an areas and should not have an unacceptable harmful impact on their surroundings. Applications for tall or large buildings should include an urban design analysis to conform with the criteria in the policy.

7.14 Policy 7.8 - Heritage assets and archaeology states, the development should identify, value, conserve, restore, re-use and incorporate heritage assets, where appropriate. Development affecting heritage assets and their settings should conserve their significance, by being sympathetic to their form, scale, materials and architectural detail. In addition, Borough's should seek to maintain and enhance the contribution of built, landscaped and buried heritage to London's environmental quality, cultural identity and economy as part of managing London's ability to accommodate change and regeneration.

7.15 Policy 7.9 - Heritage Led Regeneration, states regeneration schemes should identify and make use of heritage assets and reinforce the qualities that make them significant so they can help stimulate environmental, economic and community regeneration. In addition, the significance of heritage assets should be assessed when development is proposed and schemes designed so that the heritage significance is recognised both in their own right and as catalysts for regeneration. Wherever possible heritage assets (including buildings at risk) should be repaired, restored and put to a suitable and viable use that is consistent with their conservation and the establishment and maintenance of sustainable communities and economic vitality.

Core Strategy (2012)

7.16 Walthamstow is designated as one of the Council's four 'key growth areas'. Policy CS1 - Location and Management of Growth aims to focus regeneration activities in these four 'key growth' areas. It is in these areas that the Council will seek to accommodate new housing and job growth.

Terrance Housing in Walthamstow



7.17 The Council states that town centres represent a key economic asset with the potential to generate considerable turnover and wealth. The Council considers that healthy and vibrant town centres are vital to the Borough's economic prosperity. Policy CS14 - Attractive and Vibrant Town Centres part B aims to promote successful and vibrant centres throughout the borough to serve the needs of residents, workers, visitors by, "promoting the dominant position of Walthamstow Town Centre as the main destination for comparison goods shopping in accordance with its role as a Major Centre in the London Plan. The majority of additional growth in retail and other town centre uses will be located in this centre." CS14 part F, aims to create, "distinctive town centres by encouraging the development of complimentary roles, differentiation and specialisation between centres with regard to their 'offer' and place setting." The Council seek to ensure that a wide range of services are offered to communities in an attractive and safe environment. A mixed use scheme which includes leisure and a community and faith facility would be appropriate in this location in Walthamstow Town Centre.

7.18 Policy CS2 - Improving Housing Quality and Choice aims to maximise the number of new homes in the borough. CS2 part A (iii) aims to focus, "the delivery of new homes on Waltham Forest's key growth areas of Walthamstow Town Centre.....to meet and exceed a housing target of 10,320 new homes over the plan period". Table 4 estimates that up to 2000 new homes could be built in the centre. Where appropriate, new homes should be incorporated into mixed uses schemes. CS2 part A (v) seeks to, "make the most effective and efficient uses of land, by seeking to optimise the density of development". CS2 part B (i), seeks to, "maximise the number of quality homes in the borough by aiming to provide at least 50% of homes as affordable over the plan period". CS2 part C seeks to, "prioritise the need for larger homes (3 bedroom or more) in new development...". CS2 part D seeks, "high quality design from all new housing development to ensure it makes a positive contribution to improving the urban environment".

7.19 The accessibility of Walthamstow Town Centre means it should be the main focus for new visitor accommodation and developments likely to result in a large number of visitors. Policy CS11 - Tourism Development and Visitor Attractions part B, "encourages new leisure and cultural developments in Walthamstow town centre...".

Waltham Forest Sustainable Community Strategy - Our Place in London (2008)

7.20 'Our Place in London' aims to improve the quality of life for all people living in the borough. This document emphasises that the key to the Borough's future is increasing the prosperity of our residents with the following guiding principles and key priorities:

Manage population growth and change

- Improve housing quality and choice with the right kind of homes in the right places.

- Create a more economically balanced population, to increase local spending power, generate jobs and tackle concentrations of deprivation and low aspirations.

Cultivate civic participation, cohesion and independent living so everyone feels they belong.

Respond to climate change in a practical and effective way.

Create wealth and opportunity for all residents

Provide children and young people with the skills and confidence to achieve their ambitions and compete in a global economy.

Achieve full employment.

Ensure residents are fit and healthy for work.

Make the most of the regeneration of East London.

Retain more wealth in the borough

Create vibrant town centres with an attractive leisure, cultural and commercial offer.

Transform the design and quality of public space.

Improve community safety and reducing anti-social behaviour.

7.21 The AAP will be another mechanism through which the Council will seek to implement these aims and ambitions.

Walthamstow Town Centre Vision and Objectives

8 Walthamstow Town Centre Vision and Objectives

8.1 The vision for the Walthamstow Town Centre AAP provides an overall focus for the policies and objectives contained in this document. We propose the following vision for Walthamstow Town centre:

Walthamstow Town Centre Vision

Walthamstow Town Centre will be a vibrant social, economic and environmentally sustainable urban town centre. It will provide a unique retail; building on the opportunities of the street market and the cultural diversity of the community. It will provide a range of quality retail and commercial opportunities, and a good mix of residential tenures supported with robust physical and social infrastructure. It will establish a leisure and entertainment offer and evening economy with a regional appeal.

Walthamstow town centre will be an exemplar sustainable neighbourhood, meeting the local community's needs within the town centre, encouraging the use of sustainable transport, and increasing the opportunities for social interaction and the development of community cohesion. New innovatively designed mixed-use developments will be sympathetically integrated into the historic heart of the town centre, meeting the need for retail, commercial, housing and other services. The town centre's historic environment will be conserved and its heritage assets used as a catalyst for regeneration.

It will build on it's excellent transport links to both Epping Forest and Lea Valley for leisure, the West End for shopping and the City for employment. StratfordCity and the Olympic Legacy developments provide an opportunity to improve transport connections to these growth areas.

Selborne Walk



8.2 We propose to deliver the growth and regeneration of Walthamstow Town Centre by:

Walthamstow Town Centre Area Action Plan Objectives

WTCO1) Promoting Walthamstow's unique retail offer by building on its historic market, high proportion of independent retailers, the large percentage of young population, and cultural diversity of the local community;

WTCO2) Improving the quality of Walthamstow's retail offer by providing new retail floorspace and seeking to improve the range and quality of goods sold within the centre;

WTCO3) Creating a vibrant, attractive and competitive town centre by establishing a leisure and entertainment offer and evening economy with a regional appeal and encouraging a mix of uses including, leisure, tourism, cultural and community to ensure the centre is a place where people want to shop, work, spend leisure time and live;

WTCO4) Creating and establishing a sustainable neighbourhood by providing a range of quality new homes in terms of tenure, size and affordability to meet the housing needs of the local community;

WTCO5) Improving the quality and frequency of the existing transport network and promoting transport improvements;

WTCO6) Creating a more sustainable centre by encouraging sustainable forms of transport such as walking and cycling, incorporating the highest levels of sustainable design in new development and establishing a decentralised energy network(s) within the centre;

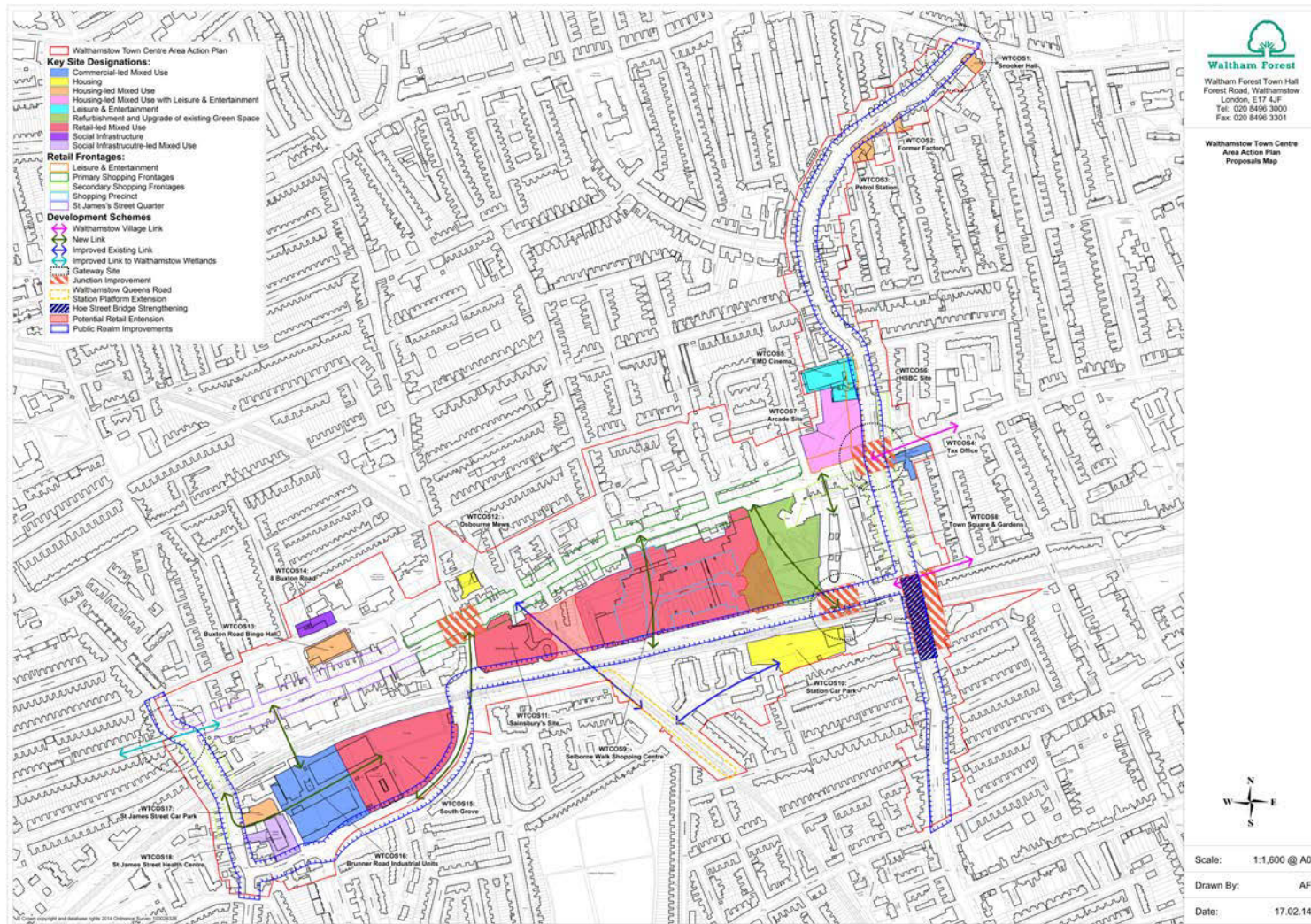
WTCO7) Creating a high quality accessible and inclusive environment, especially in the evenings in order to further encourage the development of the night-time economy within the centre;

WTCO8) Creating an attractive and distinctive centre with high quality design of buildings, public spaces and conserving and enhancing the centre's historic environment and using it as a catalyst for regeneration;

WTCO9) Diversifying and balancing the centres economy in order to create additional jobs, increase training opportunities, provide additional office space to support local business and encouraging the development of emerging sectors such as hi-tech, research and development, and creative industries;

WTCO10) Supporting planned growth with the appropriate level of social infrastructure to meet the needs of the local community.

Figure 8.1 Walthamstow Town Centre - Proposals Map



Town Centre Neighbourhood

9 Town Centre Neighbourhood

Walthamstow Town Centre Objective 4

Creating and establishing a sustainable neighbourhood by providing a range of quality new homes in terms of tenure, size and affordability to meet the housing needs of the local community.

Introduction

9.1 We aim to create a sustainable town centre community which is well linked and connected to the surrounding communities and one which is vibrant and supports a sense of pride and belonging. The AAP is a key mechanism to enable the delivery of the aims and objectives of the Core Strategy. Walthamstow is of strategic importance in terms of delivering new homes in the borough. In accordance with our policy CS2 - Improving Housing Quality and Choice, table 4, states that the town centre has the capacity to provide up to 2,000 new homes which is a significant contribution towards our borough wide housing target of 10,320 new homes by 2026. Affordable housing should be provided in accordance with policy CS2 and DM3 - Affordable Housing.

Policy

WTC2 - Housing Growth

In order to promote a sustainable community in Walthamstow and to contributing to the borough-wide target of 10,320 new homes by 2026, we will seek to deliver up to 2,000 new quality homes within the centre. In order to meet this target, we will:

- a. Develop Opportunity Sites identified and designated for housing in chapter 16 - 35;
- b. Encourage housing above shops or on the upper floors of buildings, particularly along High Street and Hoe Street; and
- c. Provide housing as part of mixed-use schemes with active uses on the ground floor.

Justification

9.2 Town centre living offers a unique opportunity for residents to access services, employment and leisure facilities on their door steps. More homes in the centre which will bring more life to the area and help to support shops, services and leisure facilities.

New Homes

9.3 According to the GLA's Strategic Housing Land Availability Assessment 2009 (SHLAA) and WalthamForest's Housing Land Availability Assessment 2008 (WFHLAA), a substantial amount of housing capacity will be located in the Walthamstow AAP. It is estimated Walthamstow has the capacity to accommodate approximately 2,000 units, which is approximately 18% of the borough's total capacity. This highlights Walthamstow's strategic importance in terms of housing delivery.

9.4 Walthamstow is an ideal location for new housing as it is highly accessible location, well connected to the public transport network and offers a range of local services and facilities. There are a number of sites in the centre which could be developed for housing or include an element of housing as part of a mix of uses. These 'key opportunity sites' are identified in chapters 16 - 35 of this document.

9.5 An increase in housing numbers and intensification will create a critical mass and add to the vitality of the town centre. Mixed use development, which includes retail and restaurants uses, will enhance the retail function of the centre, stimulate the evening/weekend economy, provide community uses and prevent 'dead' zones within the centre.

Table 1 - Housing delivery in Walthamstow Town Centre AAP

Site Type	Net (No. of proposed units less demolished units)				
	Total	Financial Year			
		2011 -2014	2015 -2019	2020 - 2024	2025 Onwards
Sites designated in WTC AAP (large sites)	1599	121	504	674	300
Sites designated in WTC AAP (small sites)	113	0	113	0	0
Large sites not designated in the AAP but with its boundary	69	69	0	0	0
Small sites not designated in the AAP but with its boundary	274	148	31	47	48
Total	2055	338	648	721	348

9.6 As it can be seen from table 1 above the majority of housing will be delivered on the identified Opportunity Sites within the AAP. In addition, units will be delivered through means such as the conversion of the space above shops and other smaller housing developments.

Density

9.7 In accordance with policy CS2, we will seek to make the most efficient and effective use of land in the centre. We will seek to optimise housing densities in accordance with the London Plan (2012) density matrix. Given the centres excellent transport links, Walthamstow is a location where higher housing densities are considered to be acceptable. Housing densities should be appropriate to the character and context of the Walthamstow area and should protect the amenity of occupiers and surrounding properties. As a general rule, higher density development should be focused around the Walthamstow Central transport hub.

Unit Mix

9.8 As higher density housing development is appropriate, living within the town centre is likely to be a more intense experience. The nature of housing development coming forward within the centre is likely to be flatted. As such, not all social groups may wish to live in such an environment. In general, young couples or single people generally prefer to live in smaller flatted homes, while families prefer larger homes with more space. However, to ensure that Walthamstow develops as a mixed and balanced community, where practical, the Council will seek to ensure that all housing developments within the centre do provide larger family homes (3 bed plus) on site in accordance with DM5 - Housing Mix. Where family homes are included we will seek for it to be located on the ground and lower levels of development and have access to private amenity space such as a garden.

Housing Tenure

9.9 In accordance with CS2 and DM3, we aim to maximise the number of quality affordable homes in the town centre. In accordance with CS2, rents on affordable rented properties need to be 'significantly lower' than market housing rents. Shared ownership housing helps people who cannot afford to buy a home outright. Through shared ownership residents buy a share of the property and pay a rent on the remaining share. Gradually, over time, a resident can buy further shares in the property until they eventually own the home outright. This seeks to increase home ownership opportunities within the centre, which in turn will reduce the level of population churn in the area. This will encourage community cohesion and stability.

Housing Above Shops

9.10 Within the centre much of the existing housing is above existing shops. Such housing can revitalise town centres, provide natural overlooking thus improving safety and security for people and provide additional customers for local businesses. We propose to continue to support housing above shops either through the conversion of storage space above shops or through building new homes on top of existing buildings within the centre.

Leucha Road Conservation Area



Quality Design

9.11 In accordance with Core Strategy (2012) policy CS2, we will require high quality design from all development within the centre. New housing development must demonstrate how it relates to the existing context within the centre. This is even more important in high density development as homes need to be functional, durable, spacious, secure, sound proof, provide adequate storage space and private amenity space. It is important that high quality homes are built within the centre.

High Quality Shopping, Business and Visitor Centre

10 High Quality Shopping, Business and Visitor Centre

Walthamstow Town Centre Objective 1

Promoting Walthamstow's unique retail offer by building on its historic market, high proportion of independent retailers, the large percentage of young population, and cultural diversity of the local community.

Walthamstow Town Centre Objective 2

Improving the quality of Walthamstow's retail offer by providing new retail floorspace and seeking to improve the range and quality of goods sold within the centre.

Walthamstow Town Centre Objective 3

Creating a vibrant, attractive and competitive town centre by establishing a leisure and entertainment offer and evening economy with a regional appeal and encouraging a mix of uses including, leisure, tourism, cultural and community to ensure the centre is a place where people want to shop, work, spend leisure time and live.

Walthamstow Town Centre Objective 9

Diversifying and balancing the centres economy in order to create additional jobs, increase training opportunities, provide additional office space to support local business and encouraging the development of emerging sectors such as hi-tech, research and development, and creative industries.

Introduction

10.1 In the London Plan (2011), Walthamstow is currently designated as a Major centre in London's town centre network. In addition, Walthamstow is also identified as a "more than local significant" night time economy cluster. Core Strategy policy CS14 - Attractive and Vibrant Town Centres states that Walthamstow Town Centre should be promoted as the main destination for comparison goods shopping in the borough. In accordance with policy CS8 - Making Efficient Use of Employment Land, Walthamstow should be the primary location for major new office development. Policy CS11 - Tourism Development and Visitor Attractions, also states that it should be a location of new hotel, leisure, cultural and visitor attractions. Policy CS11 also aims to protect, promote and enhance Walthamstow market as a unique feature of the centre.

10.2 Four key factors make Walthamstow different from other town centres. Firstly, there are a high proportion of independent retailers offering a range of retail and other services. Secondly, the local community are ethnically and culturally diverse giving vibrancy to the centre. Thirdly, Walthamstow Market offers a distinct shopping experience. Fourthly, venues such as the unique EMD Cinema and the Arcade Site offer opportunities to develop a regional visitor destination and evening economy offer.

10.3 It is these factors that give Walthamstow its uniqueness and we will build on these factors to create a town centre with a unique and alternative retail, leisure and entertainment offer which has a wide ranging appeal.

Policy

WTC3 - Retail

In order to develop a strong and unique retail town centre in Walthamstow, we will:

- a. Develop Opportunity Sites identified and designated for retail use in sections 16 - 33 to provide approximately 24,000 sq.m of new retail floorspace;
- b. Create a new anchor retail development at South Grove to increase footfall to the western end of the High Street;
- c. Require the provision of 'larger' modern retail units within any extension to 'Selborne Walk Shopping Precinct';
- d. For any floorspace within the The Selborne Walk 'Shopping Precinct' to change use from A1 retail the Council will require the applicant to demonstrate:
 - i. That the proposed use is capable of attracting a significant number of shoppers/visitors to the centre;
 - ii. That there is an overriding need (as justified by evidence) for the proposed use or activity in the centre;

- iii. How the proposed use contributes to the Council's regeneration objectives, aspirations and priorities of Walthamstow Town Centre; and
 - iv. How the proposed use will contribute to the vitality and viability and shoppers' experience of the shopping centre and Walthamstow town centre generally.
- e. Encourage retail uses located on the periphery of the of the centre (within the AAP boundary but outside of designated frontages) to locate in the retail hub of the centre;
 - f. Resist the sub-division of units within the Primary Shopping Frontage and 'Shopping Precinct';
 - g. Promote, support and enhance the development of Walthamstow Market;
 - h. Support the combining of units within the 'Shopping Precinct' in order to create 'larger' retail units in the town centre; and
 - i. The Council will support the development of small (200sq.m or less) storage and distribution units within St James Street Quarter and storage space within an existing unit, for the purposes of collection and distribution of online goods, in the primary and secondary shopping frontages.

WTC4 - Leisure, Entertainment, Culture and Tourism

In order to develop leisure and entertainment offer with regional appeal and support the development of a 'more than locally significant' evening economy within Walthamstow town centre, we will:

- a. Develop Opportunity Sites identified and designated for leisure, entertainment and cultural uses in sections 16 - 33 to provide approximately 7,000 sq.m of new leisure, entertainment and cultural floorspace.
- b. Support the development of a 'Leisure and Entertainment Hub' at the eastern end of the High Street (figure 10.3) by:
 - i. Actively encouraging and supporting A3 and D2 uses within this frontage;
 - ii. No more than 5% of uses shall consist of A5 uses in accordance with DM24, DM27 and paragraph 10.31; and
 - iii. The Council will resist A2 uses within this frontage.
- c. Support the creation of 'St James Street Quarter' at the western end of the High Street (figure 10.3) by:
 - i. Actively encouraging and supporting A3, B1, D2 and social infrastructure uses within this frontage;
 - ii. Allowing no less than 30% of uses to be A1 within this frontage;

- iii. Encouraging the development of smaller retail premises, generally resisting the combining of any units and requiring at least 80% of units within this frontage to remain 80 sq.m or less in size;
- iv. The Council will resist A2 uses within this frontage;
- v. Where business (B1) use is proposed within the 'St James Street Quarter', it should seek to encourage 'active frontages' and be in keeping with the street scene. Therefore, frontages to business uses should be in the style of a retail shop front; and
- vi. No more than 5% of uses shall consist of A5 uses in accordance with DM24, DM27 and paragraph 10.31.

WTC5 - Employment

In order to develop a strong, balanced and diverse local economic centre, we will:

- a. Protect the existing uses and promoting new employment floorspace within the designated Borough Employment Areas of Hatherley Mews and East London Office centre;

- b. Develop Opportunity Sites identified and designated for employment and commercial use in sections 16 - 33 to provide approximately 10,000 sq.m of new employment and commercial floorspace;
- c. Further diversify the range of employment generating uses within the centre, particularly encouraging the development of creative and cultural industries; and
- d. Support the development of a Business Improvements District.

Justification

10.4 Good quality shops, restaurants, leisure and entertainment facilities and community uses will draw people into the town centre and are central to stimulating the local economy and redefining Walthamstow's image. Promoting the town centre as a desirable place to shop and spend time is fundamental to its rejuvenation and the improvement of the town's image and character.

10.5 According to the Retail and Leisure Study (2009), in keeping with its status as a Major Centre, Walthamstow has broad range of uses which are all generally comparable with the national average. Comparison retailers represent a proportion of 37.3% of total units which is 6.7% below the GOAD national average. Convenience retailers make up 12.1% of units in the centre which is 2.6% above the national average. A1 Services (10.9%) and A3 and A5 uses (14.7%) are all in line with the national average of 10.8% and 14.8% respectively. A2 Services are slightly overrepresented at 15.8% which is 6.3% above the national average.

10.6 Comparison retail represents a reasonable range of shops in the centre. Indeed, according to the Retail and Leisure Study (2009), all categories of comparison goods are sold in the centre, with the exception of 'cars, motorcycles and motor accessories'. Clothing and footwear is particularly well represented, with a 42.6% share of comparison units which is 16% above the national average. This is by far the most well represented category in the centre. Most of the other categories are therefore under-represented in comparison with the national average, with the exception of 'jewellers' (6.3%), 'variety department and catalogue' (4.7%), and 'DIY, hardware and homeware' (6.8%). According to the Retail and Leisure Study (2009), Walthamstow town centre has a vacancy rate of 9.2% of units, which is below the national average of 11.4%.

Building on Cultural Diversity

10.7 We seek to differentiate Walthamstow from other centres by aiming to offer an alternative retail offer within the region. A wide range of ethnic groups live within Walthamstow and this variety of cultural influences provides the centre with a unique opportunity to develop an impressive and diverse retail offer. This cultural diversity offers a distinctive retail environment, tenant mix and the opportunity to develop niche retail offers. This will give an increased sense of identity and vibrancy by linking the retail offer back to the local community.

New Retail

10.8 Walthamstow has the most physical and commercial potential to accommodate additional retail uses in the borough. As demonstrated by the Core Strategy (2012) and supported by the Retail Capacity Study (2009), Walthamstow has the capacity to accommodate approximately 24,000 sqm of new retail floorspace.

10.9 The linear form and length of the centre, whilst contributing to Walthamstow's uniqueness, does restrict the centre's economic competitiveness. Much of the footfall and economic activity is concentrated at the eastern end of the High Street, around the area close to Walthamstow train and bus stations. This leaves other areas of the centre, particularly at the western end near St James Station, with little retail footfall and as such less economic activity, vitality and viability. This creates an unbalanced centre with areas of very high activity and areas of low activity.

10.10 It is our strategy to develop a distinct retail/leisure/cultural offer or destination at either end of the High Street. Such a strategy will support the existing core of the centre but also reinvigorate the quieter areas of the centre with the aim of encouraging the holistic regeneration of the centre.

10.11 As the 'Key Opportunities' chapter demonstrates there are two key sites where this new retail floor space will be focused. The first is South Grove at the western end of the centre. The South Grove site offers a unique opportunity to develop a major retail led mixed use scheme which will facilitate the regeneration and revitalisation of this end of the centre. South Grove offers the opportunity to develop an 'anchor store' which will draw retail footfall to this area of the centre and also result in visits to the smaller stores in this part of the High Street. The addition of approximately 250 new homes above will create additional footfall both during the day and the evening helping to sustain and revitalise this end of the High Street and the development of the St James Street Quarter.

10.12 The second site is the existing Selborne Walk Shopping Centre located in the heart of the centre and is designated as 'Shopping Precinct' frontage. The Mall has indicated a legitimate need to expand in order to protect its market share.

10.13 Any extension (or increase in retail floorspace inside the shopping centre) to the shopping centre would provide the opportunity to provide not only additional floorspace, but also provide larger retail units which will attract retailers with higher space requirements who are not able to locate within the centre as there are no suitably sized units currently within the primary shopping frontage or 'Shopping Precinct'. Both the Princess Foundation Masterplan (2007) and the MacCreanor Lavington and Gort Scott Masterplan (2011) explored the potential for expansion of the shopping centre.

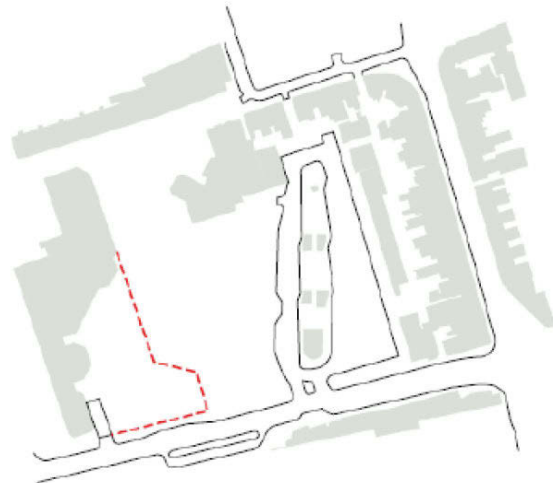
Figure 10.1 Western 'Mall Zone of Potential Extension'



10.14 The Princess Foundation Masterplan (2007) outlined the potential to extend the shopping centre to the west (figure 10.1) of the existing shopping centre. This extension could include the redevelopment of the area between the Shopping Centre and existing Sainsbury's and car park site. An extension to the west could improve the connections between the existing Shopping Centre and High Street and improve pedestrian access to Walthamstow bus and rail station and Queens Road rail station.

10.15 The MacCreanor Lavington and Gort Scott Masterplan (2011) explored the potential extension of the shopping centre to the east (figure 10.2). An eastward extension would benefit from the strong pedestrian flow from the bus and train stations and strengthen and improve a key 'entrance' into the town centre. Such an extension would unfortunately result in some loss of the Town Square and Gardens. However, if designed well it will improve the feel and usability of the town square and gardens and provide needed space to attract higher quality retailers to the centre. The Masterplan proposed a 'zone of potential extension' as outlined in figure 10.2 below.

Figure 10.2 Eastern 'Mall Zone of Potential Extension'
- Image produced by MacCreanor Lavington



10.16 The area of the Gardens proposed for potential extension is the area of the gardens least well used and an area that MacCreanor Lavington identified as constraint due to the poor interface between Selborne Walk shopping centre and Selborne Road.

Selborne Walk Shopping Centre



10.17 Due to the historical development of the centre, the nature of the size of retail units are 'small'. While this has other positive impacts it can undermine retail development and quality as 'higher quality' retail multiple retailers do not have sufficiently sized units to allow them to locate within the centre. In order to improve the quality of the retail offer, we will require the provision of 'larger' modern retail units within any extension to 'Selborne Walk Shopping Precinct'. We consider a 'larger' retail unit to be of 400 sq.m or more. The provision of 'larger' modern units will provide 'higher end' retailers with sufficiently size units to be able to locate within the town centre. In addition, in order to maintain sufficiently sized units we will protect the existing 'larger' retail units within the centre by resisting the sub -division of 'larger' units and support the combining of 'smaller' units within the 'Primary Shopping Frontage' and 'Shopping Precinct'.

10.18 We would seek any future redevelopment plans for the Selborne Walk Shopping Centre to be explored through the development of a Masterplan. Such a Master Plan, as part of any expansion proposals, will provide a long term, comprehensive and structured approach to the redevelopment of Selborne Walk Shopping

Centre and the regeneration of the centre as a whole. This Masterplan should particularly address servicing arrangements and improvements to the permeability and access ability in the town centre.

Diversification of Uses

10.19 It is widely accepted that high streets are not just about shopping. They need to accommodate and provide space for other uses and activities. We want to create a town centre that people choose to use. Success on this front will rely on creating people friendly public realm and on updating and inventing a supportive economy of civic and cultural infrastructure and attractions. We seek to promote the centre for uses such as educational, recreational and cultural. Diversifying the uses on or near the High Street will broaden the appeal of the centre and give people more reasons to visit and use the centre on a day to day basis.

Primary, Secondary Frontages and Shopping Precinct

10.20 In order to build upon the existing level of retail floorspace and upgrade and improve the overall quality of the retail offer in an effort to strengthen and improve Walthamstow's regional market positioning and its overall market share. In accordance with policy CS14 and DM25, We will continue to maintain a balance of uses within the centre through strong management of the Primary and Secondary Shopping Frontages. Figure 10.3 sets out the shopping frontage designations. There are a number of retail units located on the periphery of the centre (outside of the retail frontages). These retail units draws retail activity away from the retail core of the centre broadening the retail focus of the centre. We will actively seek to encourage these uses to relocate within the designated shopping frontages within centre. We will do this by marketing and promotion of sites to local businesses as they come forward. In addition, to further focus retail within the core of the centre, the ground floor shop frontages located within the current Selborne Walk Shopping Centre

is designated as a 'Shopping Precinct'. The Selborne Walk Shopping Centre is a purpose built shopping centre and as such and we will resist the permanent loss of any retail floorspace within the designated frontage of the 'Shopping Precinct'. Proposals for A3 units such as restaurants should continue to be located on the upper in the 'food' court' area.

St James Street Quarter and Leisure and Entertainment Hub

10.21 There is a lack of non-retail uses, such as leisure, entertainment, tourism and cultural uses within the centre. We aim to increase the range of non retail uses in order to make the centre more attractive, add to its vitality and viability, provide additional facilities and services for local people, attract additional visitors and facilitate the development of the evening economy. Providing such uses within the centre will attract more visitors and increase local spend. It will also lead to a more sustainable local economy. The further diversification of the economy will broaden the local economy and increase the number and range of job opportunities within the centre.

10.22 In accordance with the London Plan, We aim to develop Walthamstow as a regional visitor destination with a 'more than locally significant night-time cluster'. The town centre is most likely to be successful as a visitor destination if it provides a mix of experience, each with critical mass and quality, each appealing to different people. The greater the variety that is on offer, the wider the appeal will be.

10.23 The Arcade, EMD Cinema and HSBC sites are offers an unrivalled and unique opportunity to develop a regional visitor destination given the fact they are located in extremely close proximity to one another and are close to the transport hub of Walthamstow Central. It is our ambition that the uses on these sites should have synergy and a complementary offer to each other. The combination of these schemes will act as the catalyst for the regeneration of the area through generating increased visits, footfall and spend in the

town centre and making Walthamstow a more desirable place to live as the leisure offer is improved and increased. As stated in the policy 7.9 of the London Plan (2011), regeneration schemes should identify and make use of heritage assets and reinforce the qualities that make them significant so they can stimulate environmental, economic and community regeneration. The EMD Cinema is critical to regenerating the town centre, developing a regional appeal and attracting large numbers of people from all parts of London and elsewhere. Firstly, the EMD Cinema has an exceptional interior, which would provide a magnificent atmosphere for entertainment if restored. Secondly, the building has the capacity to adapt to meet modern requirements and, in so doing, create an attractive facility that mixes historic with contemporary. Thirdly, the building also offers a unique experience as it is the only place in Britain where it is possible to regularly see cinema in a largely unaltered 1930s super cinema, an experience that was a dominant part of cultural life of London and the rest of the country for about four decades (Geddes 2012). In order to support the development of this location as a regional visitor destination, we have designated frontages as a 'Leisure and Entertainment Hub' (10.3). In order to support this designation, we will actively encourage and support leisure, entertainment, cultural (such as theatres), restaurant and cafés uses to locate in this frontage (see proposals WTCP 5,6,7). We will further support this designation by allowing no less than 30% of the frontage to be for retail (A1) uses.

Independent Traders

10.24 The Council seeks to support existing independent traders and to encourage new independent traders to locate within the centre. While Independent traders are welcomed throughout the town centre, the Council will actively encourage independent traders to locate on the Market and in the St James Street Quarter. In order to support the development of the Market and St James Street Quarter

(see paragraph 10.23) the Council will encourage independent traders to locate here in order to develop a distinct 'offer', improve the retail 'offer', add vibrancy and creating a unique identity.

10.25 We also seek to establish a 'St James Street Quarter' at the western end of the High Street. This area of the High Street already has a significant number of existing independent traders, restaurants, cafés and ethnic food shops and is a Conservation Area (figure 10.2). Establishing the 'St James Street Quarter' will bring added vibrancy and a different offer to this part of the centre creating its own identity. In order to support the development of this end of the High Street we will designate this area as the 'St James Street Quarter'. In order to support this designation, we will actively encourage and support cultural uses, small start up businesses (B1) and restaurant and cafés uses to locate in this frontage. We will further support this by designation by allowing no less than 30% of the frontage to be for retail (A1) uses. Business uses can further support the development of the 'St James Street Quarter' by creating commercial activity and a creative element. In addition, in order to maintain its unique character, support independent retailers/business owners and maintain the areas diversity, we will seek to protect and support small unit sizes in this area. The agglomeration of units will seriously erode the diversity of offer and the nature of the area and as such we will generally resist the combining of units in this area and seek to ensure that 80% of units within this frontage are no larger than 80 sq.m. In addition, we will encourage the development of smaller units in this area. The St James Street Quarter will be further supported by the incorporation of niche stalls and traders within the market at this end of the market on the High Street. In addition, the South Grove development will create additional footfall both during the day and the evening helping to sustain and add the vitality and viability of the end of the High Street. We will seek to ensure that access and permeability from South Grove

to the High Street is greatly improved. We will also seek funding sources to further preserve and enhance the conservation areas at this end of the High Street.

Cafes in the High Street



Night Time Economy and Licensing

10.26 Currently, the evening economy in the centre is very limited. Shops are often closed by 6pm leaving the centre deserted and quiet place where people feel unsafe. The evening offer which is available is largely dominated by takeaways and there are few quality restaurants.

10.27 Promoting the night-time economy will contribute to the vitality and viability of the centre, encourage additional visitors and improve safety and security through natural surveillance. The night-time economy is a key mechanism to enable the regeneration of the town centre. Leisure and Entertainment facilities, food and drink establishments are attractions in their own right as they encourage people to stay longer and bring activity into the area outside shopping

hours. It will also secure and retain spend within the borough rather than leeching to other areas where the evening economy is more developed. It is important to ensure that the number and mix of night time uses add to the centres vitality and viability, complement other town centre uses, appeal to a wide cross section of people and protect the residential amenity of existing residents. In order to develop a “more than local significant” night-time economy cluster we will support night-time uses in both the 'Leisure and Entertainment Hub' and the 'St James Street Quarter' as they are considered to be the most appropriate locations for such uses given their excellent accessibility and nature of the existing uses. Leisure and entertainment uses such as cinemas, entertainment venues and larger restaurants and bars will be promoted and supported in the 'Leisure and Entertainment Hub', while smaller independent restaurants and cafés will be promoted and supported within the 'St James Street Quarter'. Such an approach will provide night-time offer with a board appeal within the centre.

Cumulative Impact Policy

10.28 Under the Licensing Act 2003, Licensing Authorities have the power to introduce a cumulative impact policy where there is evidence showing that a significant number of licensed premises concentrated in one area has led to an increase in; Crime and disorder, Public nuisance or to both. In April 2012, we formally adopted a cumulative impact policy (CIP) for the High Street area within the centre (figure 10.4). The CIP forms part of the Councils Statement of Licensing Policy.

10.29 A cumulative impact policy creates a presumption that no new licences will be granted in areas where a CIP has been adopted, unless there are exceptional circumstances to justify departing from the policy. However, a CIP does not give Licensing Authorities the power to refuse to accept further applications or be used to set a

maximum terminal hour in those areas. Nor will it be absolute and applications will continue to be considered based on their individual merits.

10.30 The presumption of refusal does not relieve the responsible authorities or interested parties of the need to make a representation if they have concerns regarding an application. If there are no representations, the Council as licensing authority must grant the application as applied for. As figure 10.4 also shows, the Arcade site is not included in the CIP. For more information on Licensing contact our Licensing team.

Servicing

10.31 We will work with TfL to improve the highways environment (see Movement and Accessibility section) in the centre and will examine improvements to servicing arrangements through that process. The servicing arrangements to Selborne Walk Shopping Centre should be reviewed as part of any proposed redevelopment and Masterplan. We have identified that improvements to servicing arrangements should be considered at the western end of the High Street where servicing is largely provided through front of shop. Improved servicing access from Courtney Mews and Mission Grove should be considered.

Vacant Shops

10.32 We will actively seek to encourage the re-use of vacant units within the centre. Walthamstow has an approximate vacancy rate of 8%. We will encourage re-use of vacant units through a range of initiatives. One initiative is through 'appropriating organisations' which provide mediation services between the relevant stakeholders (i.e. Council, landlords, interested clients). The 'appropriating organisations' work with the unit owners to either a) negotiate affordable temporary usage options or b) take on a lease for the empty space. The

'appropriating organisation' will also ensure local community involvement within the process. The 'appropriating organisations' will then market the unit and negotiate with potential interested clients to ensure the re-use of the unit. The aim of this initiative is to encourage existing and aspiring entrepreneurs to start business, utilise local opportunities to highlight their goods and services, whilst reducing the number of vacant units within our town centres.

Hot food Takeaways, Estate Agents and Betting Shops

10.33 Strong concerns relating to the recent growth in the number and concentration of betting shops, Estate Agents and Hot Food Takeaways in the centre have been raised by the local community. There are currently a high number and concentration of such uses within the centre. As stated previously, A2 services which include Estate Agents and are overrepresented (15.8%) in the town centre. In addition, the town centre has seen a 43% rise in the number of betting shops within the town centre in the last five years. There are concerns that this use of retail frontage and associated behaviour have a negative impact on the centre and undermine its vitality and viability. Proposals for betting shops and hot food takeaways should be in accordance with Development Management Policy DM25 - Managing Changes of Use in Town Centres and policy DM23 - Health and Well Being. In line with DM24, no more than 5% of units within the 'St James Street Quarter' and 'Leisure and Entertainment Hub' shall consist of A5 uses.

Specialist Markets and Events

10.34 Specialist markets and community events can add distinctiveness and diversity to the centres overall shopping experience. They attract people, helping to make a town centre lively, and can significantly enhance a town centre's overall image and identity. The Council will work with its Events Team to bring specialist markets to the centre and organise other events throughout the year.

Walthamstow Market

10.35 Walthamstow market is an asset and as stated previously enhances the centre's unique character. Improving the quality of the market and goods available for sale would make a significant contribution to expanding the range of shoppers using the market and the town centre as a whole. Furthermore, it is likely to increase the role of the market as a tourism destination in with regional appeal which would result in attracting more tourist expenditure into the local economy. This would have a positive impact in terms of adding to the viability and diversification of the town centre as a whole. In order to improve the quality of the market we will seek to: 1) built on recent efforts to attract new traders; 2)improve quality control regarding goods on sale; and 3) Maximise stall allocation to improve range of retailers.

Tourism

10.36 In accordance with Development Management Policy DM22 - Tourism Development and Visitor Attractions we will also aim to develop tourism opportunities in order to develop a destination with regional appeal and build on the influx of tourists to East London as part of the Olympic legacy experience. Given its excellent transport links, the centre is an ideal location for new tourism uses such as hotels and visitor attractions. Hotels can play an important role in promoting a sustainable visitor economy and supporting local business needs. They encourage longer visits, generate expenditure within the town centre, support the evening economy and increase linkages to other tourism opportunities such the Arcade Site, EMD Cinema and William Morris Gallery. Building on the existing market offer, establishing the 'Leisure and Entertainment Hub' and 'St James Street Quarter', improving the quantity and quality of leisure and entertainment facilities and cultural offer will increase the attraction to tourists and visitors and help develop the tourism sector in the centre.

Storage and Distribution

10.37 In the UK less than half of retail spending now takes place on high streets. The U.K. Internet economy represented 7.2% of U.K sales. This share is likely to grow by about 10% annually and it is estimated that it will reach 10% of GDP by 2015. These changes in future retail demand provide an opportunity to broaden the role and function of Walthamstow town centre. The Council will therefore support uses such as 'click and collect' initiatives in the town centre to accommodate this changing demand. 'Click and Collect' initiatives are where items are ordered online and specified for collection at a designated specified location.

Commercial Opportunities

10.38 Walthamstow is an ideal location for new business and office development to locate. Walthamstow's advantage as a business location are its good accessibility for customers and staff and the quality of public transport options. Approximately 10,000 sq.m of new commercial floorspace should be provided within the centre. In accordance with policy CS8 and DM19, in order to support new business and commercial uses we will seek to protect the existing employment areas in the centre which includes Hatherley Mews and East London Office centre. We want to harness the dynamism and adaptability of new SMEs. We want to reveal and value the vibrancy and economic resilience they represent, to ensure they play a central role in the future diversification and regeneration of the town centre. We will seek to incorporate new commercial space as part of mixed use development within the centre as identified and designated in the 'Key Opportunities' chapter. Encouraging such uses will further diversify and balance the local economy and create additional job opportunities for local people and also increase local spend through additional office/industry workers coming to the centre. Offices are an important town centre use as they provide local employment opportunities, attract

people who spend time and money in the centre, and can positively enhance daytime activity. We will ensure sufficient provision of additional, modern office accommodation for small and medium sized businesses (SMEs) including start-up space, enterprise facilities and managed premises in order to encourage their growth and support local businesses. The centre's business infrastructure is improving, (e.g. with the construction of the hotel next to Walthamstow Central station) and we will seek further improvements to business infrastructure and facilities within the centre to further enhance the centres business credentials.

East London Office Centre



Access to Jobs and Training

10.39 The low educational attainment of the local population can deter businesses from sourcing local labour. Consequently, there is a significant need to improve local provision of and, access to, good quality training and education services. Particular emphasis should be given to ensuring that training and education facilities and services are provided to meet the diverse range of ethnic groups which comprise the local population. Similarly there is a significant opportunity and need to encourage an increased supply of local job opportunities, in the town centre. We will implement 'Local Labour Agreements' in accordance with DM221 - Improving Job Access and Training, in order to ensure new employment generating uses employ local people.

Business Improvements District

10.40 A Business Improvements District (BID), a partnership between a local authority and the local business community, could be formed in order to develop projects and services that will benefit the trading environment within the town centre. We would support the development of a BID.

Figure 10.3 Shopping Frontages

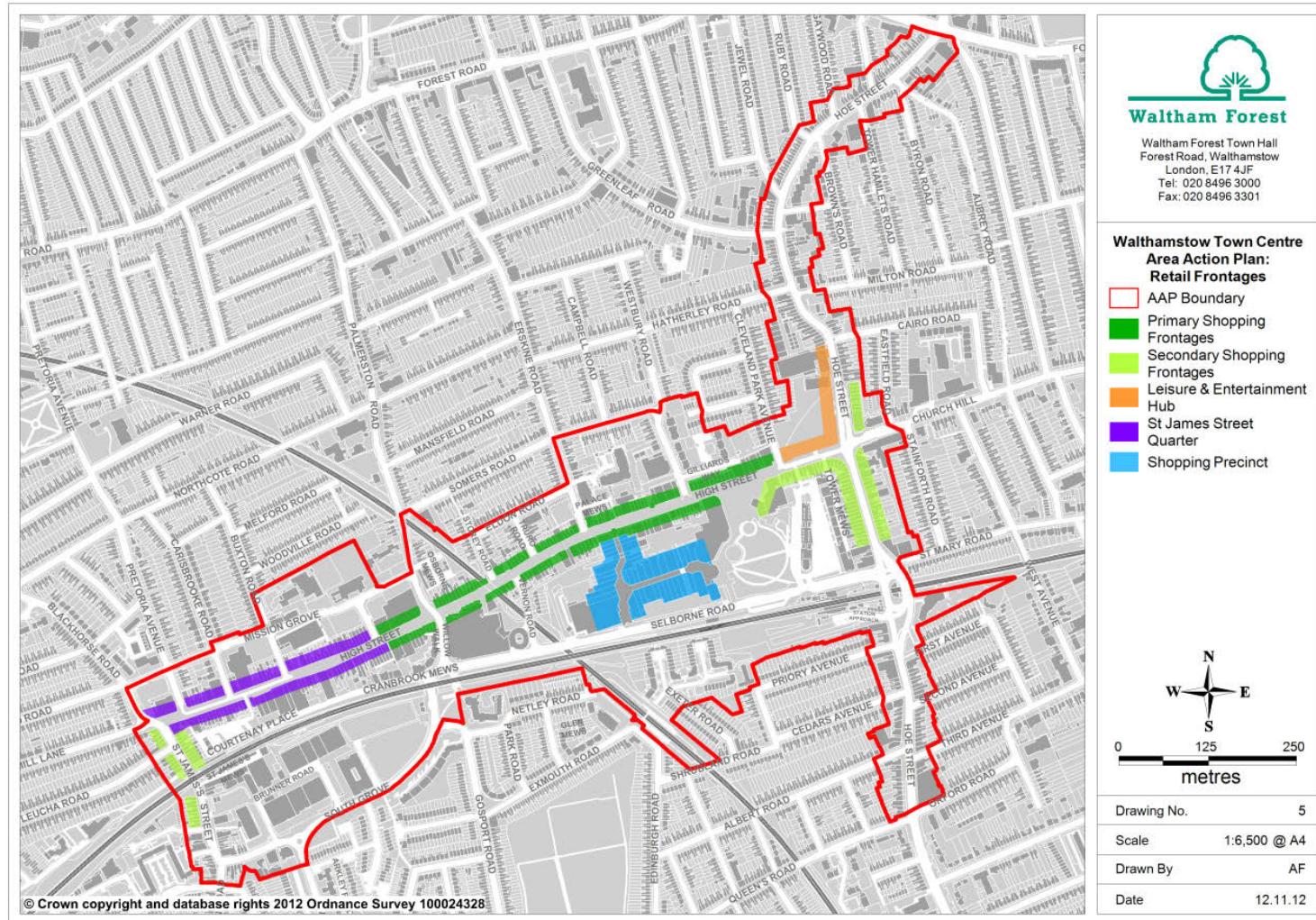
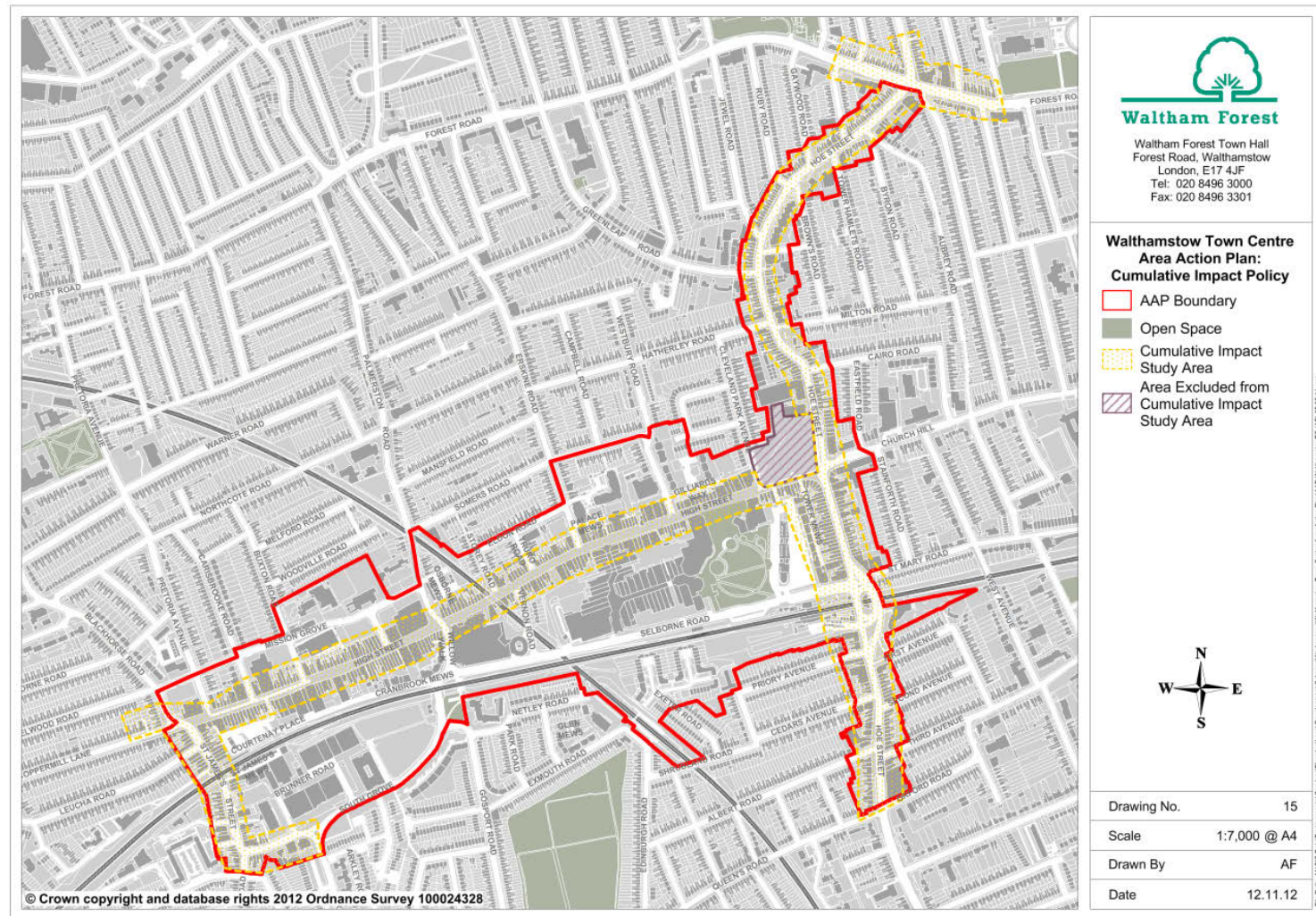


Figure 10.4 Cumulative Impact Policy



Movement and Accessibility

11 Movement and Accessibility

Walthamstow Town Centre Objective 5

Improving the quality and frequency of the existing transport network and promoting transport improvements.

Walthamstow Town Centre Objective 6

Creating a more sustainable centre by encouraging sustainable forms of transport such as walking and cycling, incorporating the highest levels of sustainable design in new development and establishing a decentralised energy network(s) within the centre.

Introduction

11.1 One of Walthamstow's key strengths is its accessibility and its strategic location within the borough. It is well located in relation to the strategic transport network. It is a significant inner city transport interchange with potential to further improve connections between rail, underground and bus and to secure uplift in development capacity through intensification. The centre is within a short drive from the A406 North Circular Road. Walthamstow Central is the terminus of the Victoria underground line and is also located on the Chingford to Liverpool Street line; Queens Road Station is on the Barking to Gospel Oak Over-ground line. The centre is also well served by bus services, which are focused at Walthamstow Central bus station (see figure 11.1). Walthamstow is therefore a key transport hub with interchange between rail, underground and bus services.

11.2 Walthamstow Central is a strategic sub-region public transport interchange while its bus station is the third busiest in London. Walthamstow is also identified in the TfL North London Sub Regional Transport Plan as an area that suffers key access and movement issues for pedestrians, cyclists and bus users, local businesses and the local environment.

11.3 Over the course of the Plan there will be a substantial increase in the number of people living, working, shopping and visiting the centre. Walthamstow has the potential for further transport improvements to support this population increase and growth.

Policy

WTC6 - Transport Improvements

In order to improve the quality and frequency of public transport within the centre, we will:

- a. Work with TfL and other transport providers to ensure there is sufficient transport capacity on the existing bus and rail transport system;
- b. Continue to seek funding and support from TfL for a 'Major Scheme' within the centre;
- c. Simplify the layout of the gyratory system on Hoe Street to reduce traffic congestion, improve traffic flows within the centre and improve the pedestrian and cycling environment and strengthen the bridge over the Chingford to Liverpool Street Line;

- d. Improve pedestrian crossings at a) High Street/Hoe Street, b) Hoe Street/ Selborne Road c) Walthamstow Central exit/Seborne Road/Bus Station and d) Palmerston Road/High Street;
- e. Establish a pedestrian and cycle link between key transport interchanges at Walthamstow Queens Road and Walthamstow Central;
- f. Create a new walkway(s) under the Liverpool Street to Chingford line to improve connectivity and reduce severance between the centre and existing communities to the north and south;
- g. Introduce a range of traffic calming measure to improve road safety;
- h. Improve the integration of the bus station with Selborne Road and Hoe Street; and
- i. Extension of Queens Road Station platform and the creation of an entrance/exit on the northern side of the Chingford to Liverpool Street rail line.

WTC7 - Sustainable Transport

In order to develop and promote sustainable forms of transport within the centre, we will:

- a. Improve permeability and support a range of improvements to promote and enhance the environment for pedestrians and cyclists (also see policy WTC8) as follows:
 - i. Establish a pedestrian and cycle link between Queens Road station and Walthamstow Central station;
 - ii. Create more routes through/under the rail line to improve north/south links;
 - iii. Improved pedestrian and cycle links to Walthamstow Village and Walthamstow Wetlands;
 - iv. Improved permeability as part of the redevelopment proposals at South Grove and Brunner Road Industrial Units by improve existing and creating new links from these sites into the High Street and to St James Street Station;
 - v. Ensure that these routes are safe, secure and attractive. Improve the key junctions of entrance/exit of Walthamstow overground bus station, Hoe Street/Selborne Road/Station Approach, Hoe Street and Church Hill and High Street and Palmerston Road;
 - vi. Introduce a number of traffic calming measures to reduce speed limits within the centre, particularly on Hoe Street, Palmerston Road, South Grove and St James Street in order to slow traffic and make roads safer and more attractive to other road users; and
 - vii. Incorporate adequate safe and secure cycle parking will be incorporated in the centre as part of public realm improvements and new development.

- b. Require new development to provide electric car charging points in accordance with the London Plan (2011).

WTC8 - Car and Cycle Parking

In order to provide appropriate levels of car and cycle parking within the centre, we will:

- a. Ensure that all new residential development within the centre is 'car free' and incorporates the appropriate level of disabled and cycle parking;
- b. Where viable, require the provision of car clubs spaces in new development; and
- c. Where proposals support the regeneration and sustainable transport objectives of the plan, support will be given to proposals that result in the loss of parking within the town centre.

Justification

11.4 We will promote a modal shift away from private car use taking advantage of the centre's excellent transport links and prioritising more sustainable forms of transport such as walking and cycling. Promoting a modal shift we will reduce the number of cars accessing the centre, reducing congestion, improving air quality and health as more people walk and cycle.

11.5 To accommodate growth and minimise impacts on the road network and encourage a model shift away from the private car it will be essential to upgrade pedestrian and cycle routes which radiate out from the town centre and manage traffic and car parking.

Transport Improvements

11.6 At peak times during the day and on weekends, the centre suffers from traffic congestion. Congestion slows traffic and has the effect of significantly delaying public transport, particularly bus services to and from Walthamstow bus station. Hoe Street is a key transport corridor and link into the centre and towards Bakers Arms and Leyton. Therefore, the Hoe Street/High Street Junction and Hoe Street gyratory system are key considerations and we aim to offer improvements whilst maintaining traffic capacity at the intersections. The reconfiguration of the gyratory system on Hoe Street is considered to be critical to the regeneration and improvement of the centre. We will explore, with TfL and other partners, proposals for its reconfiguration in order to improve traffic movement, reduce bus journey times and improve both pedestrian and cycle networks. In addition, we will aim to improve and rationalise the junction at Selborne Road and the bus station to improve bus flow into and out of the bus station. We will work with TfL to reconfigure this junction in order to improve traffic flow and general road efficiency. Any reconfiguration of the gyratory system should include strengthening of the rail bridge on Hoe Street.

Queens Road Station



11.7 The Council will seek funding from TfL for a 'Major Scheme' within the town centre. If successful, the Council intends to develop and consult on an integrated set of 'Better Streets' place making proposals to enhance the public realm, improve pedestrian and cycling accessibility and address congestion and road safety. The proposed scheme(s) should contribute towards improving accessibility and connectivity, sustainable transport use and promoting economic growth.

11.8 Given its strategic importance, the bus station should be retained and we will work with TfL to seek improvements to it, particularly in terms of improving bus flow in and out of the bus station and around the town centre.

Sustainable Transport

11.9 Pedestrians and cyclists are the top priority in terms of the road users hierarchy. This includes public transport users arriving into the centre, or those interchanging with other modes of transport and people accessing using the local shops and amenities. We aim to create new and improve existing pedestrian and cycle links (figure 10.2). We also aim to improve the existing cycle facilities throughout the centre and provide new safe cycling facilities in the centre, including provision of cycle parking. By creating new and improving existing links/junctions we will improve connectivity within the centre, reduce severance and make routes/junctions attractive, safe and secure to pedestrians and cyclists.

Palmerston Road and High Street Crossing



Parking

11.10 Whilst the town centre is generally accessible by public transport, walking and cycling many people arrive and will continue to arrive at the centre by car. Retailers and market traders within the centre rely on sufficient provision of parking for their customers and servicing. Proposals for non-housing uses should seek to limit the provision of parking in accordance with sustainable transport principles. Parking and loading do have an important role to play in our high streets. However, an increasing body of research evidence indicates that other factors, such as the quality of the local environment, type and mix of shops may be much more influential in people's choice of shopping locations. Recent studies conducted in London have found that the share of shoppers arriving by public transport, walking and cycling is greater than that of those that come by car (walking is the most important mode for accessing local town centres). Transport for London has found that while car drivers spend more on a single trip, walkers and bus users spend more over a week or a month. In 2011, in London town centres, walkers spent £147 more per month than those travelling by car. Compared with 2004, spending by public transport users and walkers has risen; spending by car users has decreased. Shoppers often cite traffic congestion as making an urban centre location unattractive, so it is important to ensure an appropriate balance between convenience for drivers and the needs of others. While parking will be a factor in shaping the future of our high streets,

car ownership is declining across London (and in Waltham Forest), and the Council is keen to ensure that our town centres are attractive to people arriving by a variety of transport modes. Parking on the public highway can obstruct buses and create safety hazards for pedestrians and cyclists. Our parking management system is designed to ensure efficient, safe, fair and sustainable use of limited road and parking space. New retail, employment uses, tourism, cultural, leisure and entertainment uses will have to meet the parking standards as set out in Development Management policy DM16 - Parking.

11.11 Furthermore, where provision for motor vehicles is made, charging stations for electric vehicles are required to be provided in accordance with Development Management policy DM16 - Parking. Charging stations for electric vehicles can facilitate a move towards less polluting vehicles, whilst car clubs can encourage people to drive less by reducing the need for car ownership.

11.12 We will require all new residential development within the centre to be 'Car Free'. 'Car Free' developments will reduce future pressure on the existing road network, improve the sustainability of the centre and encourage more people to use public transport, walk and cycle. Parking will still be provided for those who most need it, such as disabled parking and we will also require cycle parking in new housing development. The Council will also support spaces provided in new development for car clubs in order to further reduce the reliance on the private car.

Figure 11.1 Transport links in the centre

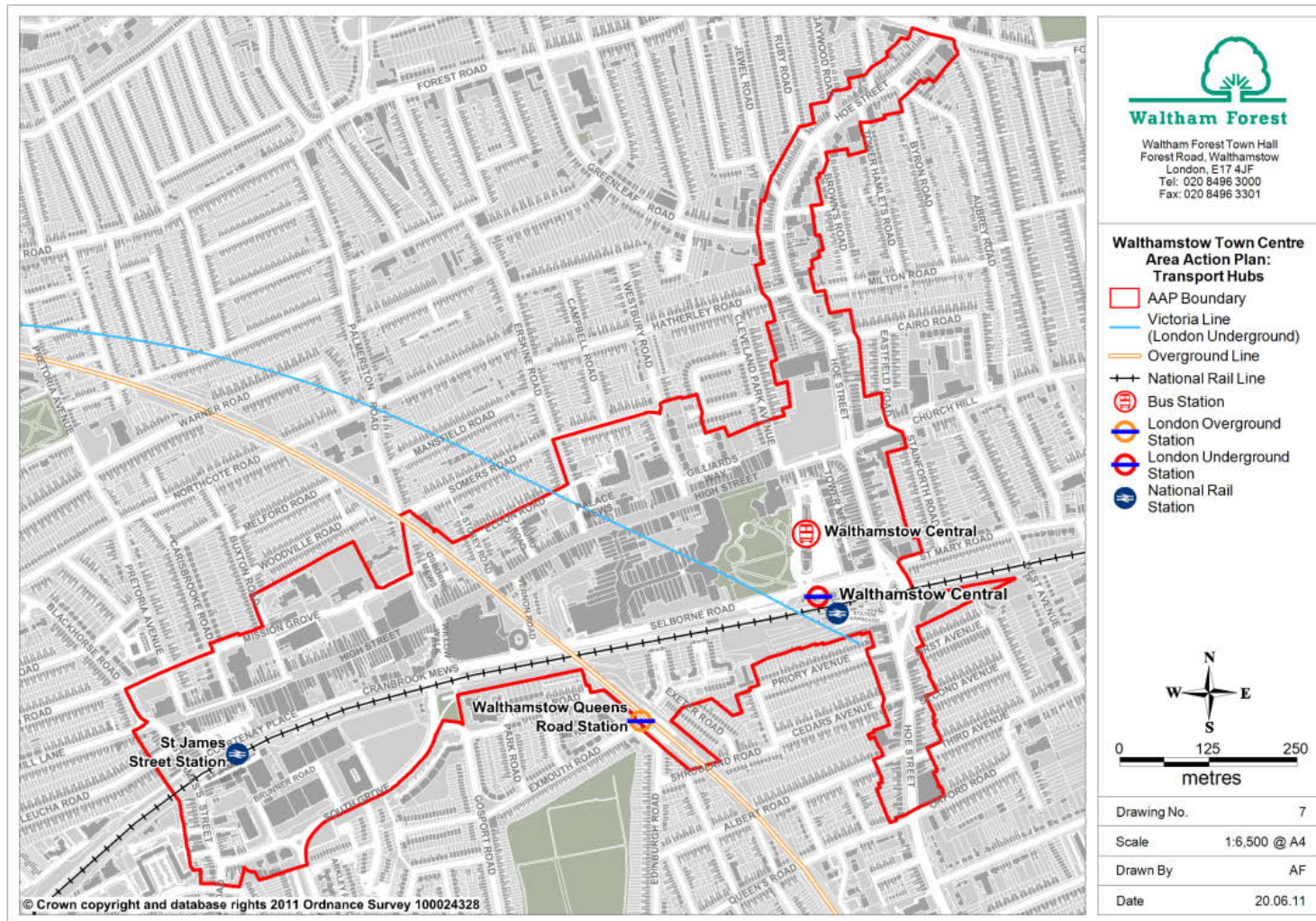
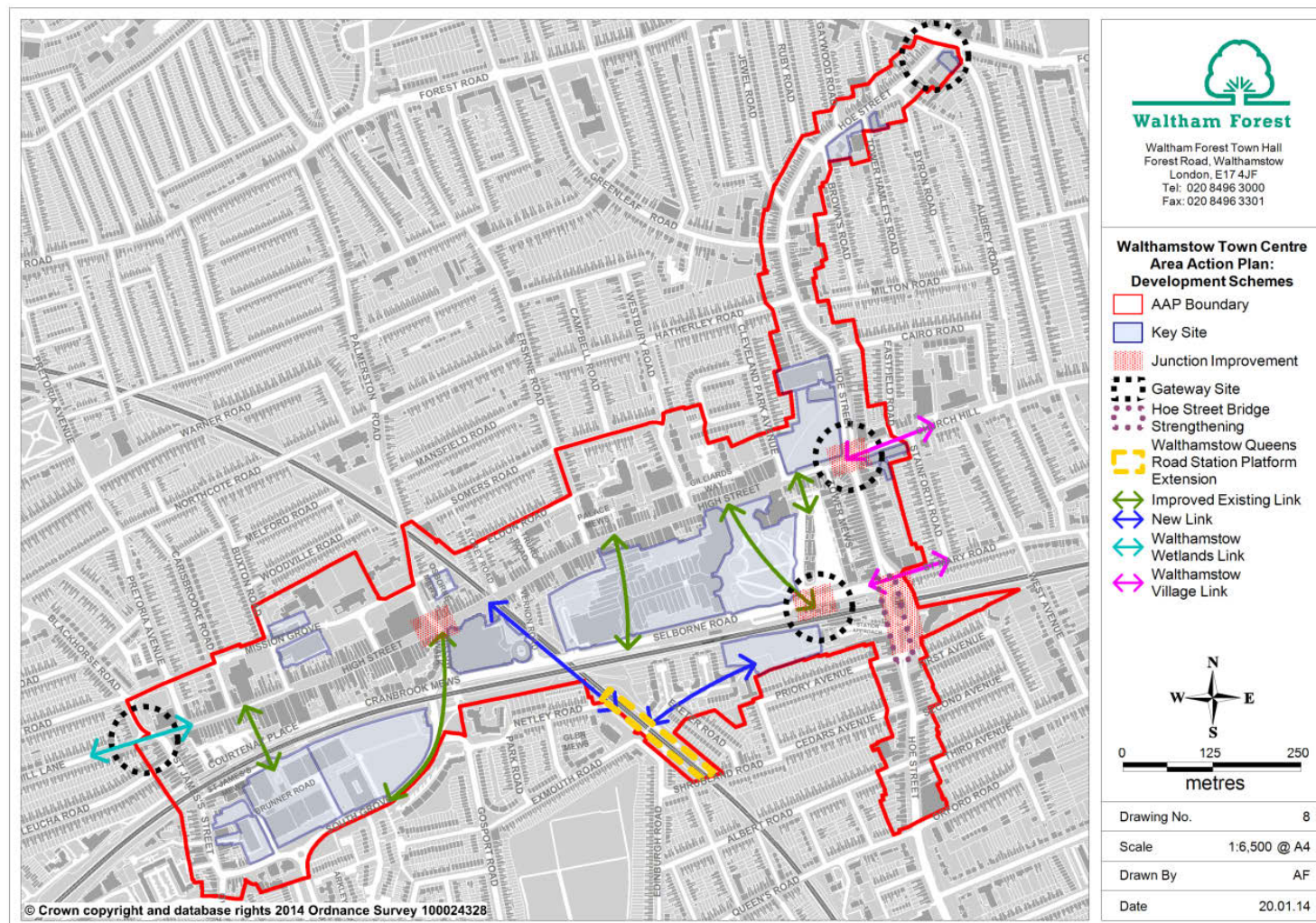


Figure 11.2 Proposed transport improvements in the centre



Design and Place Making

12 Design and Place Making

Walthamstow Town Centre Objective 7

Creating a high quality accessible and inclusive environment, especially in the evenings in order to further encourage the development of the night-time economy within the centre.

Walthamstow Town Centre Objective 8

Creating an attractive and distinctive centre with high quality design of buildings, public spaces and conserving and enhancing the centre's historic environment.

Introduction

12.1 Improving the general public realm and existing open spaces will enhance the image of the centre and make it an attractive place to shop and spend time. We aim to create a centre which is thriving, vibrant, sustainable and attractive so that everyone can enjoy and take pride in. Improvement in the public realm is essential for us to achieve this. Improving the pedestrian environment by prioritising pedestrians and improving connectedness and legibility will make it easier and safer to access and move around the centre. Improving the public realm is also important to encourage sustainable modes of travel such as walking, cycling and public transport.

12.2 New development can contribute to the enhancement and transformation of our built environment through design intervention.

12.3 This chapter seeks set out a strategy which will enhance the centres image and visual quality, strengthen its local identity, improve its public spaces, general environment, accessibility and safety.

Policy

WTC9 - Design and Place Making

In order to improve and we will use the following “place-making” principles as a framework when considering new development and improvements, we will:

- a. Create, improve and reinforce convenient and safe pedestrian and cycle routes to the town centre, particularly improving north-south links;
- b. Improve the key “arrival” points into the centre for residents and visitors, particularly at Walthamstow Station, St James Street Station and Hoe Street by public realm, landscaping, signage, public art and other environmental improvements;
- c. Significantly raise the quality of architectural and urban design in the area with development that positively responds to its context whilst encouraging the very best in contemporary design;
- d. Set a framework for building heights of new development to be sympathetic in scale to the predominant 2-3 storey context, whilst focusing taller buildings on key “gateway” site near Walthamstow Station and St James Street station;

- e. Bring forward a range of options for improving the Town Square and Gardens, including improvements to the children's play space;
- f. Develop and implement a new public space strategy which provides comfortable, convenient and safe places for people to sit, relax and enjoy a variety of experiences within the town centre;
- g. Incorporate "active building frontages" in all new development to provide increased vitality, interest and safety at ground floor level for shoppers and visitors;
- h. Develop a clear and robust management regime for the area encompassing cleaning, maintenance, partnership working, promotion and activities etc to reinforce the town centre offer for shoppers and visitors; and
- i. Improve the external articulation of the Shopping Centre and its permeability and integrated in the town centre.

WTC10 - High Quality Environment

In order to improve the town centre's image and public realm, we will:

- a. Conserve and enhance the centre's historic environment and heritage assets, including EMD Cinema, The Chequers Pub and Central Parade and ensure it is a key feature of the town centres regeneration;
- b. Development which forms the setting of heritage assets should be designed to complement and enhance them and be well integrated into the local context;
- c. Support improvements to the market, particularly in terms of appearance, function and pedestrian circulation;
- d. Improve the pedestrian environment through a range of public realm improvements and by including Walthamstow as part of the 'Legible London' wayfinding scheme;
- e. Where appropriate, seek developer contributions to permanent and temporary art interventions and public realm improvements within the centre;
- f. Improve the lighting in and around the centre to improve safety and security;
- g. Remove unnecessary obstacles, barriers and street clutter within the public realm;
- h. Enhance and improve the quality of green spaces throughout the centre; and
- i. Provide play facilities within the centre or seek contributions towards in the centre, particularly in areas of deficiency.

WTC11 - Shop Fronts

In order to protect and improve the streetscape and public realm generally, we will:

- a. Retain and protect shops fronts located in 'Shop Front Character Areas'; and
- b. In order to improve and enhance the street scene and public realm generally the Council will seek to apply the following principles to new shop fronts within the AAP boundary:
 - i. Avoid boxed fascia signs and keep fascia signage within the original shop framework (usually between the cornice and top of the pilaster);
 - ii. Reinstate original pilasters and cornices where they have been removed;
 - iii. Preserve and repair good quality or original shop fronts and features;
 - iv. Where possible clean brickwork of upper building facades and avoid painting, particularly in the Walthamstow St James Conservation Area;
 - v. Where possible use traditional materials that are in keeping with the age and heritage of the building;
 - vi. Where possible make shop entrances accessible to all;
 - vii. Where proposed, awnings should be compatible with the character of the original building in relation to size, shape, position and style;

viii. In the Walthamstow St James Conservation Area stall risers should be retained and reinstated where they have been removed. In all other areas within the AAP boundary, stall raisers are preferred, however where a modern look is required laminated security glass extending to ground level may be acceptable;

ix. Window displays should be visible at night and therefore security glass is preferable to security shutters. Where shutters are required internal shutters are preferred. However all forms of shutter must be open in nature such as brick bond. Solid or perforated shutters will not generally be acceptable except where security is a particular issue, or where the shop is open in design. When providing roller shutters any housing must be concealed behind the fascia, or if this is not practicable its projection minimised;

x. Where possible upper floor windows made from uPVC/aluminium should be replaced with timber sashes/casements as appropriate, particularly in the Walthamstow St James Conservation Area;

xi. Relocate air conditioner units and satellite dishes away from the façade;

xii. Corner shops should take advantage of their location by providing window displays on both frontages that bring interest and vitality to the street scene; and

xiii. Subdivision of shopfronts (including the incorporation of kiosk windows) should not negatively impact on the street scene and also relate to the proportions of the host building.

Justification

Urban Design Analysis

12.4 The Area Action Plan covers a wide area and as such there are a number of different character areas within the centre. To the north and east of the area lies Hoe Street, which is a key pedestrian and vehicular route to and from the town centre. This area is characterised by mainly 2-3 storey commercial buildings of varying quality running along most of the length of Hoe Street. Buildings are mainly Victorian with some later modern infill. Poor quality shop fronts on Hoe Street detract from the public realm.

Shop Fronts on Hoe Street



12.5 Hoe Street then follows a gentle south-west curve uphill towards the High Street junction with Church Hill. This is an important entry point to the town centre. The route then continues southwards and uphill before significantly opening out at the Hoe Street gyratory traffic system with Selborne Road. This is an important entry point to the centre and the bus and tube network. However, this area is a

complicated highway dominated environment, with poor pedestrian and cyclist provision, poor footway surfaces, dominance of drainage gullies in footway, poor quality landscaping. The High Street junction with Church Hill junction is also a poor quality gateway into the market from both the eastern end.

Walthamstow Station Exit Crossing Selborne Road



12.6 The character of the area changes entering Selborne Road from the east. This is initially focused on the tube and bus interchanges, with significant pedestrian, traffic and bus movements dominating the area. There is poor pedestrian access from the bus station and rail/underground station to the centre. There is no clear 'gateway' into the centre from the rail and bus station. Small passageway links directly from bus station to end of the street market allowing pedestrians to by-pass public spaces. Townscape quality then falls away moving westwards along Selborne Road, with the main Chingford to Liverpool Street overground railway running along the southern boundary. The northern edge of Selborne Road is dominated

by the backs of buildings and service yards for Selborne Walk shopping mall and other retail uses and is very poor in terms of townscape quality.

Dead Rear Frontage - Selborne Road



12.7 The High Street runs east-west and is the main shopping thoroughfare with the street market running along most of its length. The shopping area also includes Selborne Walk shopping mall with the entrances directly from the High Street and also further eastwards leading from the town square. Moving westwards along Selborne Road, the blank walls of the rear of Selborne Walk shopping mall and Sainsbury's present a bland and uninviting edge to the centre. The pre-1980's street network here consisted of a series of residential blocks with routes running north-south linking Selborne Road with the High Street, providing a greater choice of routes. However, with the development of Selborne Walk in the mid-1980's, linkages were reduced, with now only limited accessibility through from Vernon Road and Willow Walk. North-south movement is also restricted south of the railway line which can act as a barrier to pedestrian movement.

Selborne Walk Shopping Centre



12.8 The Town Square and gardens are a key focus within the town centre, sitting adjacent to the recently completed bus station and terminus. The town square and gardens are valued spaces within the centre an whilst the town square and gardens are popular as a place to sit and relax, particularly during the summer months, the edges to the square lack activity, with a number of blank walls fronting on to the square reducing its liveliness and interest. This is often compounded during the evening when the majority of shops are closed making the area feel less inviting and at times potentially unsafe to walk through.

2012 Live Site



12.9 Areas behind the High Street both north and south are comprised mainly of two-storey terraces of Victorian housing laid out in a typical grid-pattern of connected streets. Connectivity into the High Street from the north is generally well-linked, although access from the south is quite poor with the railway line acting as a barrier to movement except in a few places. An interconnected and fine-grained network of streets, which encourages people to walk and to use public transport, whilst accommodating vehicles.

Leucha Road Conservation Area



Walthamstow Market

12.10 The market is an historic feature of the centre and an iconic symbol of the town's commercial vitality. Whilst the market is both long-tenured, as well as long in distance, its unstructured nature is dampening its potential to evolve into a more focused and higher value amenity. This weakness is restricting the growth of a more economically diverse regional attraction in the town centre and, as such, is preventing a higher quality array of goods and services from being offered by specific retailers for the residents of Walthamstow.

12.11 The Street market is an historic feature and an iconic symbol of the centre. Recently we have undertaken a number of initiatives to improve the layout, design and integration of the market. Improvements include addressing pedestrian movement with wider gaps between stalls, improving access and views of shops, re-branding of the market and niche stalls within the St James Street Quarter. We will continue

to support the market and seek further improvements to ensure it remains a regional attraction and continues to contribute to the vitality and viability on the centre.

12.12 We seek to provide the centre with some much needed clarity and improved coordination between the market, the shops on High Street and Selborne Walk, both physically and operationally.

Selborne Walk Shopping Centre

12.13 Selborne Walk is an urban regional shopping mall, designed and positioned to take advantage of Walthamstow's market potential, as well as its strategic advantages as a regional transportation hub. As such, it has all of the salient features typical of such a commercial enterprise: a conditioned interior arcade under comprehensive management and operation, and a carefully considered range of retail offerings in various sizes, anchored by large format retailers such as a department store and grocery. Unfortunately, the external articulation of the building is not particularly well handled, either from an urban design or architectural perspective, nor is it particularly well integrated into its immediate context. However, its internal arcade does constitute a reasonably credible level of pedestrian connectivity with the nearby urban fabric, though only when the mall is open for business and its shops and anchor tenants add to critical mass.

12.14 As stated in section 10 - High Quality Shopping, Business and Visitor Centre, the Mall has indicated a legitimate need to expand. This presents an opportunity an opportunity to improve the shopping centre's integration in to the centre. Any extension or redevelopment of the shopping centre should improve strategic connections between both the existing Mall and the existing market and create new and/or improved pedestrian linkages to the nearby transit hubs, both rail and bus (see WTCP8 and 9). Proposals should improve permeability and connectivity generally throughout the centre, particularly improving north/south links. The Mall frontage onto the town square and gardens,

much of the High Street and Selborne Road is inactive and unappealing and the need for a new "veneer" for the Mall is pressing. Proposals should aim to re-activate these frontages, improving its relationship with the surrounding streets and spaces.

Town Square and Gardens

12.15 The town square, situated between the existing mall and the new bus station, is another under leveraged asset. While a unique space in the town centre, it is considered to be too big, poorly articulated and confusing in laid out. The Town Square and Gardens suffer from poor interfaces on all sides which results in a lack of coherent character and definition. The grassy areas currently part of Town Square are ill-defined, inefficient, and under-utilised relative to their size and the percentage of the square that they occupy, and confuse the spatial and perceptual legibility of the place. A well designed, well integrated green space could add considerably more value to both families and other users of those features, while also adding value and clarity to all of the uses on the square.

12.16 We will therefore seek improvements to the Town Square and Gardens in order to better articulate desired focus areas within the square, including circulation and specialised activity zones and retain the valued aspects of the existing configuration. Active frontages will be sought on buildings surrounding the Town Square and Gardens. Uses such as cafés and speciality shops, whose shop fronts and outdoor seating will help to enliven and animate the square (see WTCP8 and 9). Community uses could be included to help create a new community focal point, provide a space for enhanced social activity and interaction for other events and activities in the centre.

Improvement to the Pedestrian and Cycling Environment

12.17 As stated in section 11 - Movement and Accessibility, the general pedestrians and cyclist environment is unattractive. There are four particular areas where we will seek improvement. The first is area around the entrance/exit of Walthamstow overground bus station. Here the pedestrian environment and public realm along Selborne Road is dominated by a number of different and often confusing traffic movements making it difficult and unpleasant to cross to and from the nearby town square and shopping area. This is a key link into the centre and bus station and important as it is the arrival point for many visitors to Walthamstow. We will seek improvements in order to make this more 'welcoming' and easier for pedestrians to link and navigate to the shopping and other facilities in the centre. Additionally, visitors arriving at the bus station or exiting from the station(s) from the subway find it difficult to orientate themselves and navigate to different locations within the centre and surrounding area. Most access the High Street from the station through the northern exit, between the shops at the eastern end of the High Street which opens out onto the Arcade Site. Few visitors enter the High Street from the bus station through the Town Square and Gardens as the trees in the Gardens 'shields' Selborne Shopping centre and the Market on High Street and it is difficult to cross the road into the Gardens with buses continually crossing the pedestrian access point. We will work with TFL in order to make the bus station more pedestrian friendly and better integrated into the centre. We will also improve signage at the station make it clear how to access the main shopping area and surrounding areas of interest.

12.18 The second area is the gyratory system at the junction of Hoe Street and Selborne Road. The junction is again dominated by traffic on Hoe Street making it difficult and unpleasant to cross. The reconfiguration of the gyratory system is considered to be critical to

the regeneration and improvement of the centre. We will explore, with TFL and other partners proposals of reconfiguration in order improve both pedestrian and cycle networks.

12.19 The third area is at the junction of Hoe Street/Church Hill junction. The area key 'gateway' into the market and arrival point for many visitors to Walthamstow. The junction is again dominated by traffic on Hoe Street making it difficult and unpleasant to cross. We will seek to improve this junction by the introduction of straight crossing and removal of guard-railings.

12.20 The forth area is at the junction with High Street and Palmerston Road, where road traffic intersects and crosses over the pedestrianised High Street. We will also seek improvements in order to give greater priority to pedestrians.

Shop Fronts

12.21 Walthamstow has a mix of various shopfront typologies, from traditional 1930s shops to modern. The quality of shop front design and general environment in the areas of Hoe Street and High Street is poor, leading to a poor quality streetscape. In addition, the presence of the market can overwhelm that of the permanent shopfronts. The market is physically dominant of the width and length of the entire High Street and it is difficult to acknowledge the presence of the existing shopfronts.

12.22 Shop front design has a key role to play in creating an attractive centre. The shop front, advertisements, signage, canopies, external lighting, shop security measures and access facilities are all elements, which if well designed can help to promote a high quality street scene and make positive contributions to the character and trading success of the centre. The development of the Arcade Site provides the opportunity to create a new standard for high quality shop fronts on the street.

12.23 We will also consider undertaking shop front improvement schemes to improve the streetscape within the centre.

Figure 12.1 Shop Front Character Area



12.24 We will seek to protect shop fronts which are located within 'Shop Front Character Areas' (figure 12.1). Shop fronts located within this parade have recently been improved and are considered to be high quality and special in character. We will seek to protect these shop fronts located within this parade by resisting inappropriate development which would detract and alter their special character. The Council will work with the shop keepers within this parade to ensure they have premises which meet their needs whilst still retaining the character of the parade.

Building Heights

12.25 In assessing future development proposals within the town centre the Council recognises the need for schemes to be sensitive to local character and the physical context of the area, whilst balancing these considerations against the wider regeneration objectives for the town centre and the need to promote growth and investment. Within this context, it is also recognised that, in seeking to meet the strategic objectives of the AAP, some areas within the town centre will be subject to significant potential change and intensification, sometimes involving proposals for higher buildings. Therefore in managing this change, the Council will adopt a plan-led approach in assessing proposed schemes of increased height and scale against the criteria set out in development plan policies CS15, DM29 and DM31. In particular, proposals involving higher buildings will need to be appropriately located, clearly demonstrate their approach to addressing impact on local character and context, and be of a high quality of urban and architectural design.

Wayfinding and Linking to the Surrounding Area

12.26 In order to improve legibility within the centre we will work with TfL to include Walthamstow and surrounding areas in the legible pedestrian wayfinding scheme. Legible London seeks to help both residents and visitors walk to their destinations quickly and easily. It

presents information in a range of ways, including on maps and signs, to help people find their way. It is also integrated with other transport modes so when people are leaving the Underground, for example, they can quickly identify the route to their destination.

12.27 We will also seek to improve links and signage to surrounding areas and attractions within or near to the town centre. Lloyd Park, is located to the west of the centre. Funded by the “Parks for People”, a joint initiative between the Big Lottery Fund and the Heritage Lottery Fund with match funding from the Council. Within Lloyd Park is the William Morris Gallery. The gallery has recently undertaken a major redevelopment. The redevelopment has transformed the gallery into a world-class cultural destination. Lloyd Park has nearly a million visits a year and it is hoped this will increase once the work is complete. The Walthamstow Wetlands is located to the west of the centre. It is a project that has recently been set up with the aims of establishing a new wetland centre in the area and improving access to these existing open spaces for local communities and regional visitors. We will seek to improve signage and access to this area for the residents of Walthamstow. Walthamstow Village, a conservation area, is located east of the centre and has a variety of shops and businesses.

Historic Environment

12.28 Heritage assets make an important contribution to the local character. There are a number of buildings of architectural and historic interest within the AAP area, including the EMD cinema and Central library, both Grade 2 listed, along with other buildings of character on the Council's Local List. The area also includes the Conservation Areas of St James and part of Leuca Road, located at the western end (figure 12.3). We will seek to safeguard and enhance Walthamstow's historic environment.

Locally Listed Building - L.Manze, High Street



12.29 We will seek to preserve and enhance the Listed Buildings and other buildings of historic interest in the centre. We will also seek to ensure that development proposals in conservation areas preserve or enhance their character and appearance; retain buildings, trees and other features which make a positive contribution to their character and appearance and replace buildings, features and spaces that detract from their quality with sympathetic redevelopment, alterations and other improvement (note English Heritage's guidance on the Setting of Heritage Assets). In addition, we will also seek funding for 'projects' which will preserve and enhance'.

12.30 As stated in the London Plan (2011), "based on an understanding of the value and significance of heritage assets, the sensitive and innovative use of historic assets within local regeneration should be encouraged." Given the EMD Cinema's historical significance, heritage value and location within the town centre, we will seek to use this asset as part of our regeneration strategy for the centre. The EMD Cinema is key to developing and establishing the centre as a regional visitor destination and developing a more than

locally significant night-time economy cluster. This approach will provide a regional visitor attraction while also promoting the maintenance and management of heritage assets and developing community appreciation of them.

12.31 Significant areas of the centre are designated as Archaeological Priority Zones. The Council will seek to safeguard and manage this zone.

Public Art

12.32 Successful public art improves the quality of an environment, making it a more attractive place to work or live. Public art encourages partnership between artists, craftspeople, design professionals, developers and local communities. It can help stimulate the local economy, creating employment opportunities for artists, craftspeople, manufacturers and suppliers. Artists have a role to play in responding to a specific site and adding identity, distinctiveness, interpretation and relevance. A number of successful public art interventions have already been undertaken which include 'Street Gallery' initiative on 99p store on wall on High Street. Public art can be used to improve and 'activate' blank frontages. We will continue to seek planning contributions and external funding for public art interventions. The nature of the contribution will be negotiated with the developer and

will take the form of either provision for works of art or artists' input to the building and its surroundings, or through a financial contribution towards Public Art works, arts facilities or events.

Crime and Safety

12.33 We will build on existing initiatives and seek to ensure that new development is built to reduce the incidences of crime and improve the general environment. This particularly important for the development of the evening economy. We will ensure that crime and safety are key considerations in all public realm improvement schemes, particularly in areas of the centre which are 'problem' areas or suffer from regular incidences of crime. As such, we will consider improving the layout of the areas to create more natural surveillance, improve lighting or seek to install CCTV. A proactive approach to crime reduction is essential to ensure that individual measures have a cumulative and lasting impact.

Children's Play Space

12.34 Parts of the centre are deficient in access to play facilities (figure 12.4). The western part of the centre is deficient and we will seek for new play facilities to be implemented in such areas. We will seek new development to include such facilities within their sites or seek developer contributions. Also, where appropriate we will see children's play facilities to be included in public realm improvements within the town centre.

Figure 12.2 Town Centre Boundary in the context of the AAP Boundary

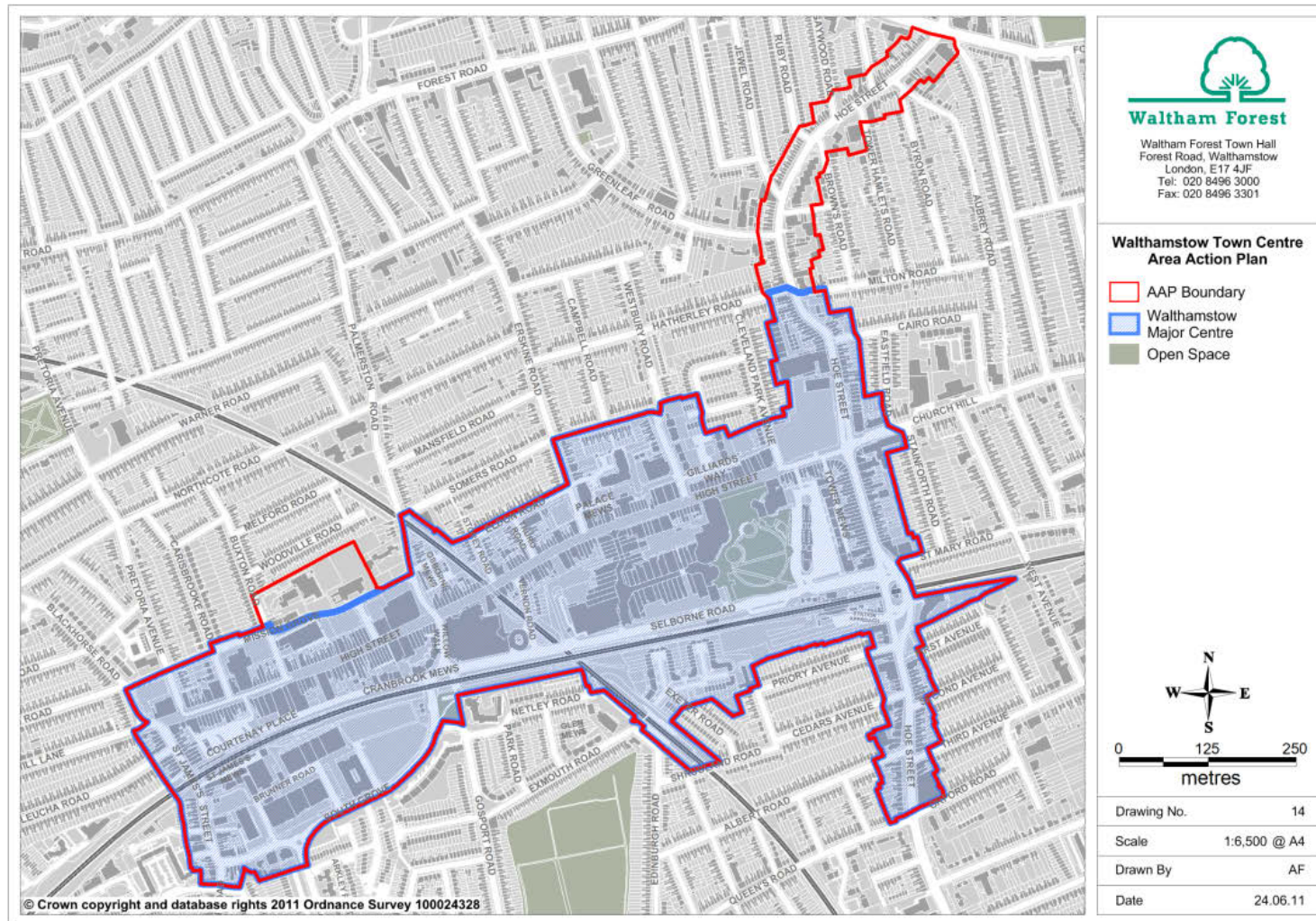


Figure 12.3 Conservation Areas and Listed Buildings

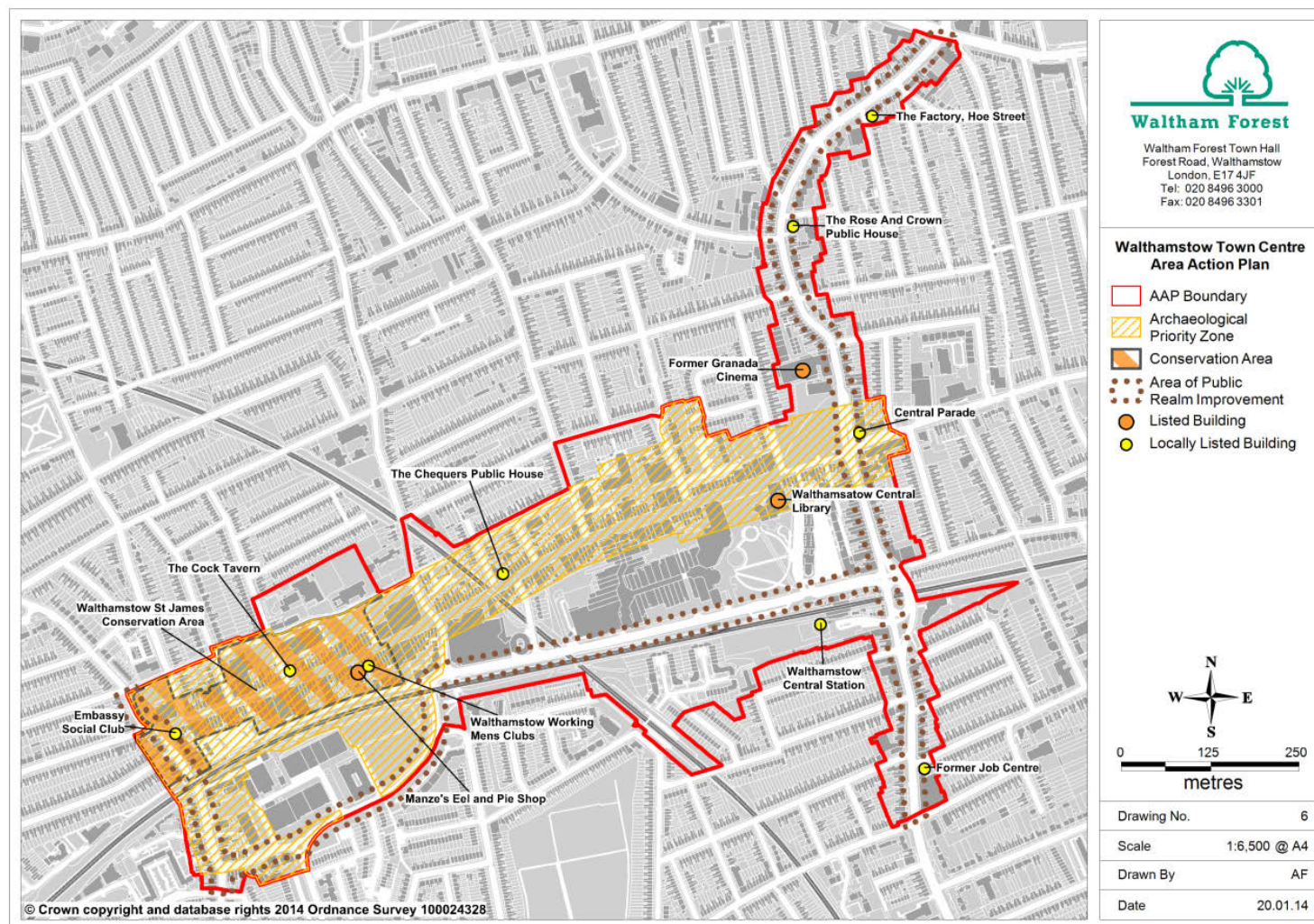
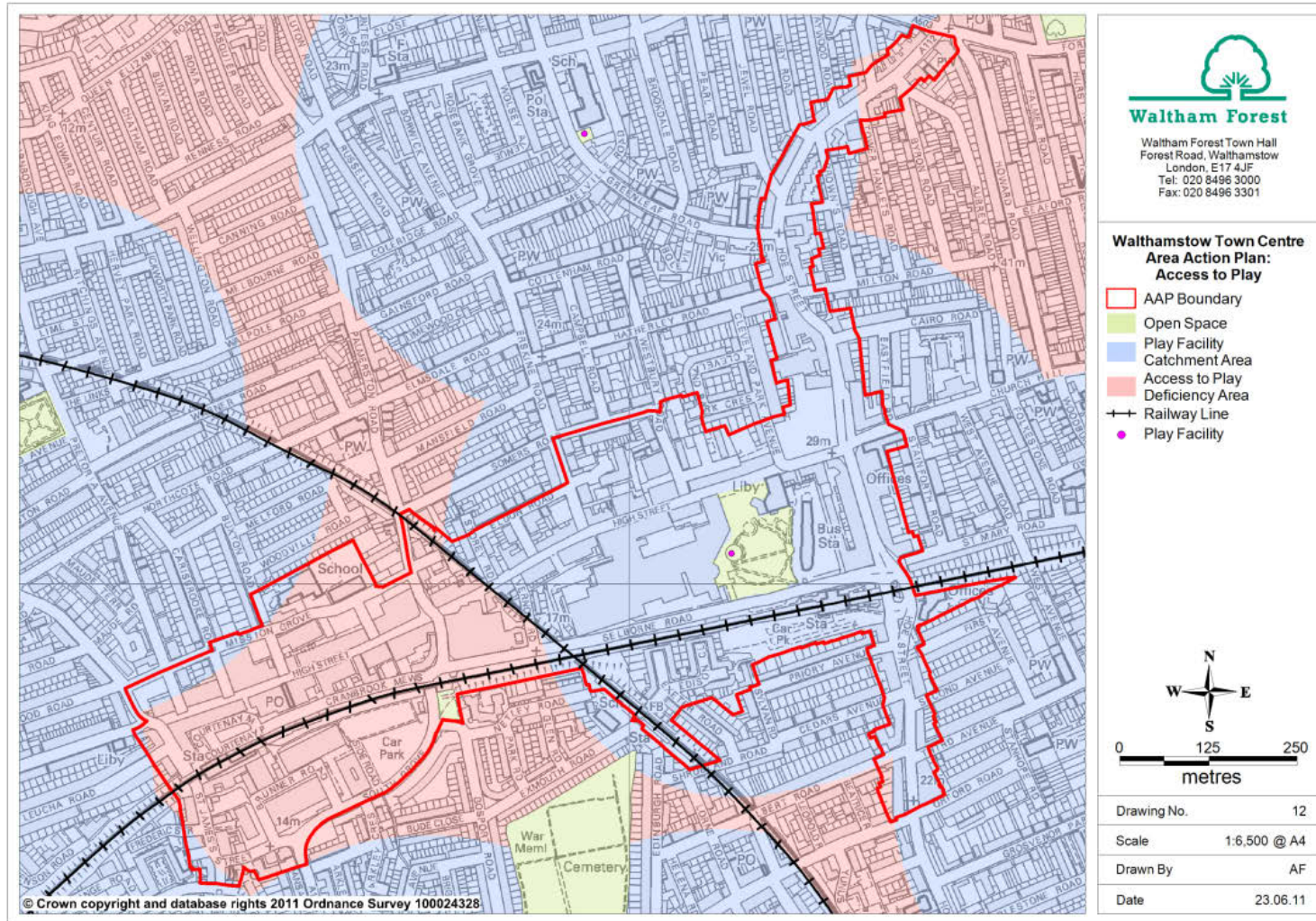


Figure 12.4 Access to play space in the centre



A Sustainable Centre

13 A Sustainable Centre

Walthamstow Town Centre Objective 6

Creating a more sustainable centre by encouraging sustainable forms of transport such as walking and cycling, incorporating the highest levels of sustainable design in new development and establishing a decentralised energy network(s) within the centre;

Walthamstow Town Centre Objective 10

Supporting planned growth with the appropriate level of social infrastructure to meet the needs of the local community.

Introduction

13.1 As stated in policy CS5, we are committed to reducing carbon emissions across the borough in order to minimise climate change. It is therefore important that development within Walthamstow Town Centre contribute to us achieving this target. Our Core Strategy (2012) and Development Management Policies set out a clear framework as to how we will tackle the challenge of climate change. In line with national and London Plan targets, we are committed to reducing carbon emissions in the borough by 60% by 2025, and 80% by 2050. The Mayor also expects 25% of the heat and power used in London to be generated through the use of localised decentralised energy systems by 2025. The strategic location of Walthamstow means that the area is well placed to secure new developments with strong green credentials; and make a positive contribution towards the achievement of our carbon reduction targets.

Policy

WTC 12 - Decentralised Energy Network

In order to ensure proposals in the Walthamstow Town Centre minimise carbon emissions, we will:

- a. Require all developments of one or more homes or greater than 100 sq.m to be accompanied by an energy assessment that demonstrates:
 - i. How the resource efficiency, carbon reduction targets and high environmental standards set out in Policy DM10 will be met; and
 - ii. How the proposal will connect to the planned Decentralised Energy Network for the Upper Lee Valley (unless this can be demonstrated to be unfeasible or unviable). Where schemes come forward in advance of any Decentralised Energy Network, they should be designed to be 'connection ready'.

WTC13 - Social Infrastructure

In order to ensure that existing and future local residents have appropriate levels of social infrastructure, we will:

- a. Develop Opportunity Sites identified and designated for social infrastructure in chapter 16 - 35; and
- c. Where appropriate, seek contributions through planning obligations to support the provision of new social infrastructure or the expansion or improvement of existing facilities to meet the needs of the community.

WTC14 - Access to Sites of Nature Conservation

In order to improve access to sites of nature conservation importance, we will:

- a. Create, improve and enhance links to sites of nature conservation importance, such as Walthamstow Wetlands; and
- b. Where appropriate, seek developer contributions to create, improve and enhance links to sites of nature conservation importance.

Justification

Sustainable Credentials and Decentralised Energy Network

13.2 The centre's setting provides excellent opportunities for new developments, both residential and non residential, to have strong sustainability credentials. Existing employment and retail areas offer scope for a growth in green economy.

13.3 Designing new buildings so they use less energy, supply energy efficiently and use renewable energy will be particularly important within the centre. The use of green roofs, landscaping, tree planting and SUDs in new developments can help. The standards that we will apply to new development proposals are already established in Policy DM10 of our Development Management Policies.

13.4 Establishing a decentralised energy network is a very effective way of reducing carbon emissions, reducing energy consumption and will further help new development in the centre achieve Code for Sustainable Homes Level 4 (and beyond) more easily.

13.5 Decentralised energy works by combining heat and electricity generation processes and distributing heat to buildings via district heating pipes. Such networks can secure substantial carbon dioxide emission savings, since they run at a greater efficiency than centralised power stations. This can make it cheaper for developers to meet carbon reduction targets and environmental standards such as Code for Sustainable Homes and BREEAM. They also offer benefits to future occupants of developments in terms of increased storage space and reduced maintenance costs by removing the requirement for individual boilers.

13.6 There is a long term vision for a Decentralised Energy Network in the Upper Lee Valley Opportunity Area. The Upper Lee Valley combines strategic energy assets which could make a Decentralised

Energy Network commercially viable in the area. These assets include energy from waste opportunities, significant regeneration activities, and a vibrant industrial corridor that hosts several significant users of energy.

13.7 Pre-feasibility work undertaken by Parsons Brinkerhoff (2011) at a sub-regional level indicates that to deliver such a network, in the short to medium term, there will be a need for small 'satellite schemes' whereby developments in close proximity to one another can be served by a single energy centre. Walthamstow Town Centre is considered to have potential as a 'satellite schemes'. The exact locations are yet to be confirmed, but key considerations will include:

- Proximity to the proposed network route;
- Visual impact and neighbour amenity;
- Access for maintenance.

13.8 This infrastructure should be designed in line with district heating best practise, for example by ensuring that secondary systems maximise the differential between flow and return temperatures. The GLA is currently developing a 'Decentralised Energy Manual' containing some of these principles and publication is expected in early 2013.

Social Infrastructure

13.9 Social Infrastructure are important to help create a thriving and vibrant town centre. As population increases within the centre, including the planned delivery of some 2,000 new homes within the town centre, there will be a need to ensure that facilities are provided to meet the community and social needs of residents.

13.10 Providing for community uses and social infrastructure, is critical to building a strong, sustainable community in the centre, where residents enjoy a good quality of life, businesses wish to invest and visitors want to return. Social infrastructure provides local residents with uses and services which benefit their lives. It also adds to the centre's vitality and viability. Social infrastructure also provides benefits in terms of a mixed and inclusive community.

13.11 The centre already provides a number of social infrastructure facilities. By focusing new social infrastructure in the town centre this will create a cluster of such uses forming a local hub. The town centres excellent links means local residents will find it easy to access such uses meaning they are used more widely.

Waltham Forest Direct



13.12 Education and health provision are a priority within the centre. Providing education facilities to meet the needs of the growing population in the AAP is a key challenge. As of July 2011, the projected existing schools place need for primary schools is estimated to be an additional 2520 children. This means we will need an

additional 12FE by 2014/15. The projected existing schools place need for secondary schools is estimated to be an additional 750 children. This means we will need an additional 5FE by 2014/15. It has been estimated that the minimum number of additional school places needed to accommodate future growth is 565 additional primary school places (3FE primary school will be needed) and 404 additional secondary school places (2FE will be needed (two classes per year group)).

13.13 Further demand for increased health care provision is also anticipated. According to the Infrastructure Delivery Plan (2009) it has been identified that a new polyclinic should be located within the centre. St James Street surgery is proposed to be expanded and improved.

13.14 In the current economic climate public funding for such uses will be limited. We will use CIL and seek developer contributions towards the provision on new social infrastructure, particularly for health and education provision.

Access to Nature Conservation

13.15 Walthamstow is located in an area which is deficient in access to nature conservation and biodiversity (figure 13.1). Walthamstow Wetlands are an exceptional and extensive blue/green asset adjoining the Walthamstow area that are of value in terms of nature conservation and biodiversity. They are designated as both a RAMSAR site and Special Protection Area, which demonstrates its international importance. These spaces, which include the wider area of the LeeValleyRegionalPark, potentially offer access to nature, leisure and recreation for residents and workers in the Walthamstow area. We will seek to create and improve pedestrian and cycle links to this area

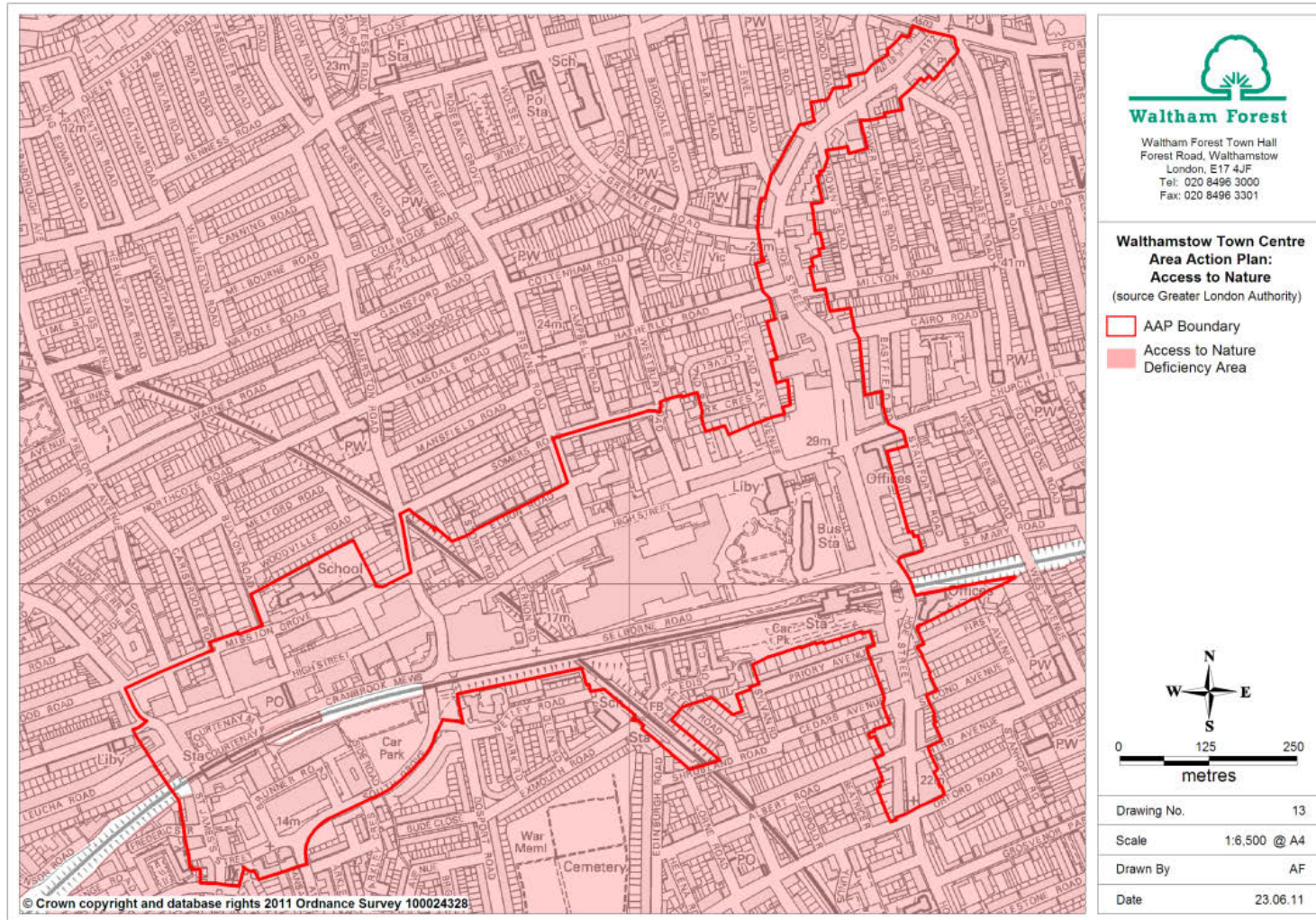
in order to encourage more people to access and use this natural asset. Whilst seeking to improve access to this area, we will seek to protect it.

13.16 Improving access to the Walthamstow Wetlands and the Lea Valley Regional Park will increase opportunities for residents to partake in leisure and recreation activities which will improve their health and fitness. Having access to open spaces and areas of nature conservation is beneficial for residents' mental health and wellbeing. We will seek to implement measures to ensure that any increase in access will not lead to detrimental effects in terms of biodiversity. While the Council seek to increase access to the Wetlands they also seek to ensure and protect against this having a detrimental impact on the area.

Sustainability of New Development

13.17 We expect new development within the centre to come forward with high environmental credentials. New development should meet the requirements set out in DM10 - Resource Efficiency and High Environmental Standards and DM34 - Water to ensure they contribute to the development of a sustainable town centre. In particular, new development should reduce surface water run off and aim to achieve green run off rates in accordance with policy 5.13 of the London Plan (2011). In particular, new development should reduce surface water runoff and green run off rates in accordance with policy 5.13 of the London Plan (2011). Parts of the centre are within Groundwater Source Protection Zone 2, therefore sensitivity of groundwater beneath these areas is increased. Depending on the site history and the details of the proposed development, planning constraints may be imposed on development in these areas in order to protect controlled waters.

Figure 13.1 Access to Nature



Key Opportunity Sites

15 Introduction

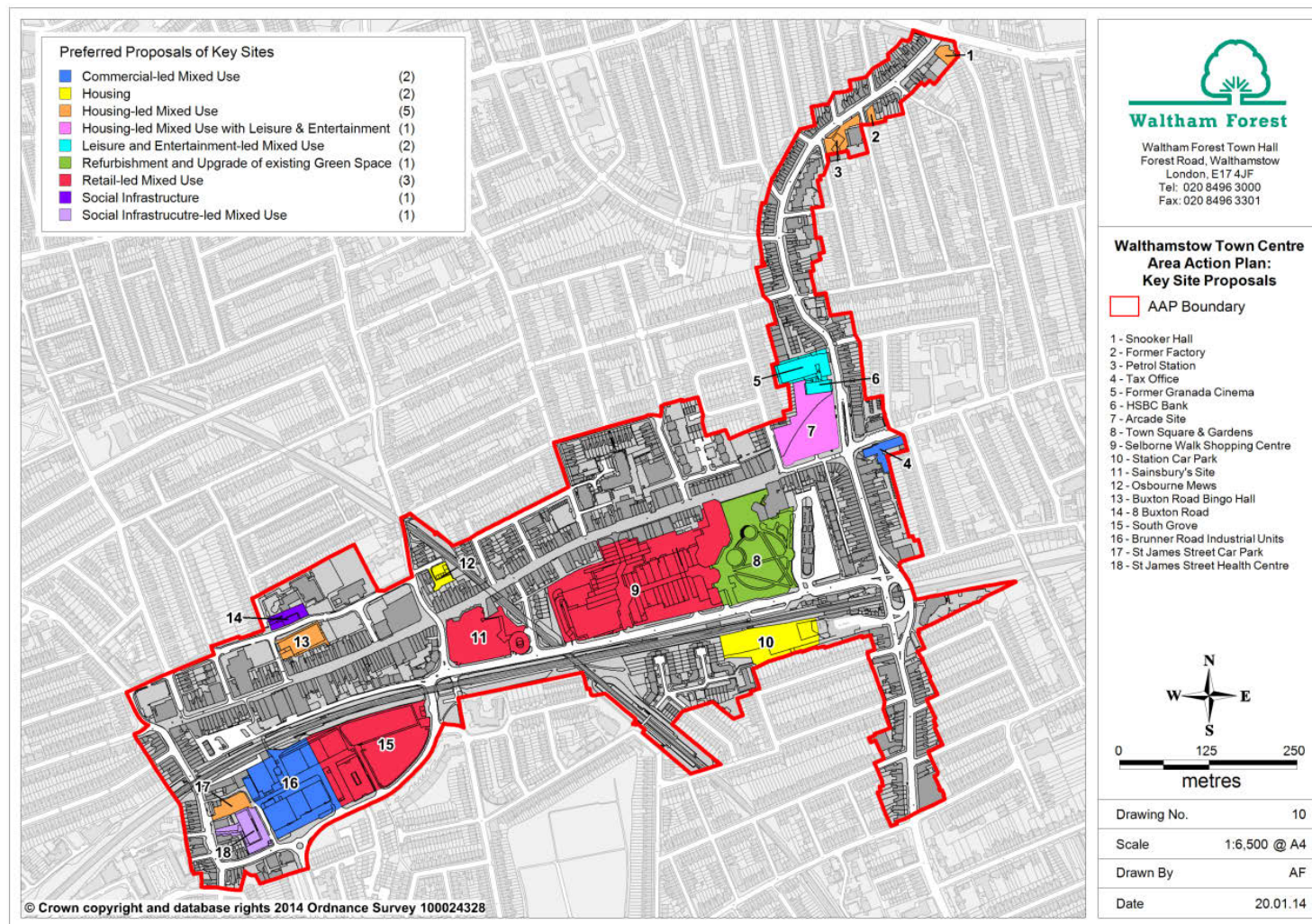
15.1 This section sets out our policy proposals for the key 'Opportunity Sites' which are located within the boundary of the AAP. The successful delivery of these sites will contribute to the achievement of the vision and objectives. These proposals provide an appropriate balance of uses which will contribute to the centre's growth and regeneration. Each 'Opportunity Site' should seek to maximise its contribution to the overall regeneration of the town centre.

15.2 A detailed analysis and design appraisal has been undertaken for each 'Opportunity Site'. Indicative development parameters e.g. figures for either (or both) the number of homes or the amount of non residential floorspace have been proposed. We consider these

development parameters to be appropriate, viable and deliverable. We will take a flexible approach when applying these development parameters to new development coming forward. However, any development proposals which depart from these development parameters will need to be supported with strong evidence and will also need to demonstrate how the alternative proposals will contribute to the aims, objectives and area wide policies of this plan.

15.3 Figure 15.1 below shows the location of each 'Opportunity Site' within the AAPs boundary. Over the plan period it is also possible that sites yet to be identified come forward for redevelopment. Where this is the case, proposals will be judged in terms of their contribution towards the aims, objectives and area wide policies of this plan of this plan.

Figure 15.1 Key Development Sites in WTC AAP



16 Policy WTCOS1 - Snooker Hall at Junction of Hoe Street and Forest Road



Site Area - 0.05

Current Use - Snooker Hall (leisure)

Planning History

2006 – Approval for new internally illuminated signs.

2002 – Refusal to change of use of ground floor from a shop to a restaurant (the proposal would result in an unacceptable level of general activity, disturbance and vehicular movement. It is also likely to result in an unacceptable level of parking pressure in this heavily parked area to the detriment of highway safety and general amenity).

1999 – Approval for change of use of ground floor from amusement arcade to American pool hall in conjunction with existing snooker hall at first floor.

Context

The snooker hall is an existing two storey building in a prominent location on the junction of Hoe Street and Forest Road. The surrounding area is broadly residential in character, but there are also a number of retail and community uses on Forest Road and Hoe Street. The site is within 5 minutes walking distance of Walthamstow shopping centre and approximately 10 – 15 minutes from Walthamstow underground/overground/bus stations. Lloyd Park and playing fields are also within reasonable walking distance of the site.

PTAL: The site has a PTAL of 3
Proposed Use - Housing led mixed use scheme including social infrastructure.
Number of Homes: 15 - 25
Social Infrastructure/Commercial Floorspace: 300 - 800 sq.m net
<p>Site Issues and Opportunities</p> <p>Intensification</p> <p>The existing site is under-utilised. Development of this site would provide an opportunity to intensify uses.</p> <p>Activity</p> <p>Many of the edges of this site are currently inactive. Proposals should create active frontages facing onto Forest Road and Hoe Street. The social infrastructure use should be on the ground floor with residential uses on the upper floors.</p> <p>Social Infrastructure Use</p> <p>This site is suitable for social infrastructure uses as defined by the Core Strategy CS3 - Providing Infrastructure (also see glossary). The proposed social infrastructure uses(s) should be complement the residential use and not have any adverse impacts in terms of noise and disturbance.</p> <p>Prominent location</p>

The site is highly visible on a key junction (both Hoe Street and Forest Road are 'principal' roads) is a gateway into the town centre and therefore proposals would be required to exhibit the highest quality of architecture in terms of design, detailing and workmanship, and positively respond to local context and character. Due to the high profile nature of the site, developers should consider the inclusion of public art.

Building heights

The building heights in the area are broadly 2 and 3 storeys and therefore 2-4 storeys would be appropriate for this site.

Access

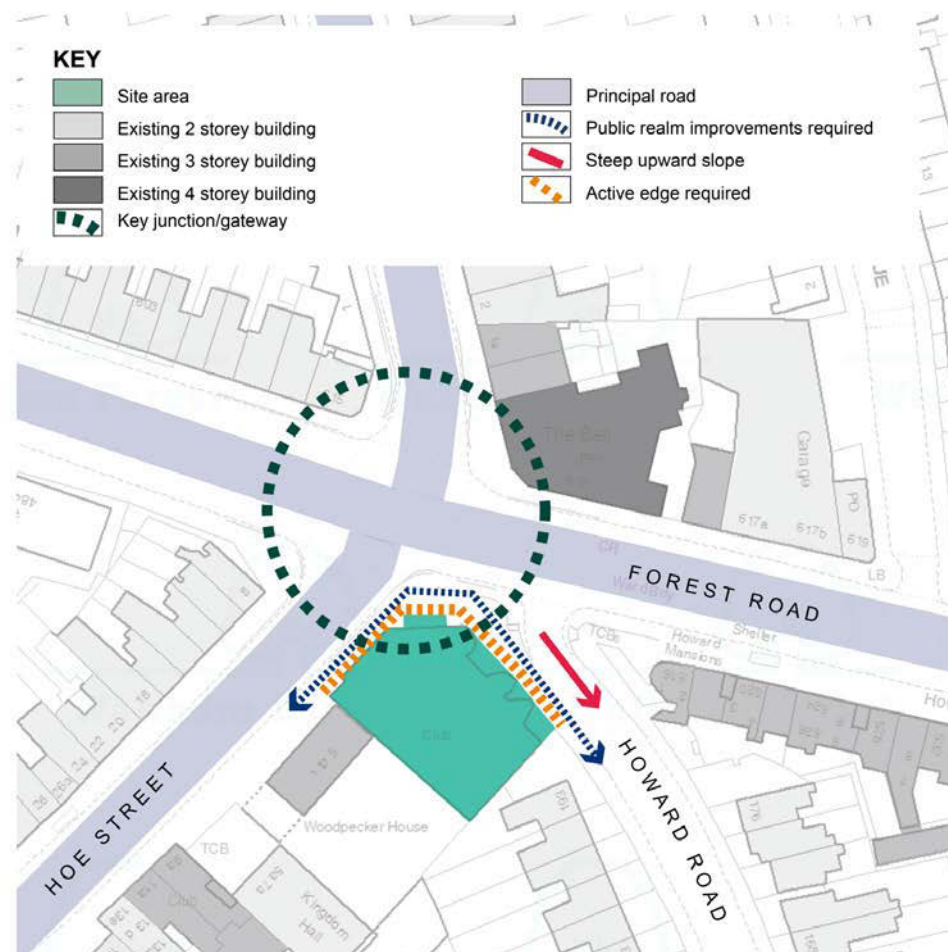
The land to the south and east of the site slopes steeply up towards Walthamstow Village, creating considerable level variations around the periphery of the site. This is considered a challenge to development as proposals should seek to achieve an accessible environment both externally and internally. The footway around the site is also affected by steep changes in level. Proposals should, where possible, seek to improve accessibility of the pedestrian environment on the public footway near the site.

Servicing

This site is located on the busy junction of Hoe Street and Forest Road. Given this intensity of use, servicing and refuse collection should be made from Howard Road and proposals should allow for service vehicles to be brought off the highway wherever possible to enable traffic flows to be maintained.

Opportunity Site 1

Snooker Hall



17 Policy WTCOS2 - Former Factory Tower Hamlets Road



Site Area - 0.03 Ha

Current Use - Commercial

Planning History - No recent planning history

Context

This corner site comprises of a part vacant three storey factory at the junction of Tower Hamlets Road and Hoe Street. It is within 5 minutes walking distance of the centre and 10 minutes away from Walthamstow underground/overground/bus stations. Lloyd Park and a number of playing fields are also within walking distance of the site. Residential uses are on adjoining sites to the north on Hoe Street and east on Tower Hamlets Road.

PTAL - The site has a PTAL of 4.

Proposed Use - Housing led mixed use scheme including commercial use including live/work.

Number of Homes: 10 - 15

Commercial Floorspace: 300 - 800 sq.m net

Site Issues and Opportunities

Building of Architectural Merit

The site is Locally Listed and should be retained as part of proposals. However, the roof arrangement sits awkwardly with its Victorian neighbours and opportunities should be taken to sensitively improve this. This may include adding a mansard style extension

behind the fascia on Hoe Street and inclusion of an additional storey along the Tower Hamlets Road elevation to meet the heights of the neighbouring house.

Commercial Use

Given the sites existing use, this site is suitable for commercial uses found in the B1 use class. The proposed commercial use(s) should be complimentary to the residential use and not have any adverse impacts in terms of noise and disturbance. We would support the development of Live/Work units as part of any future proposals.

Access

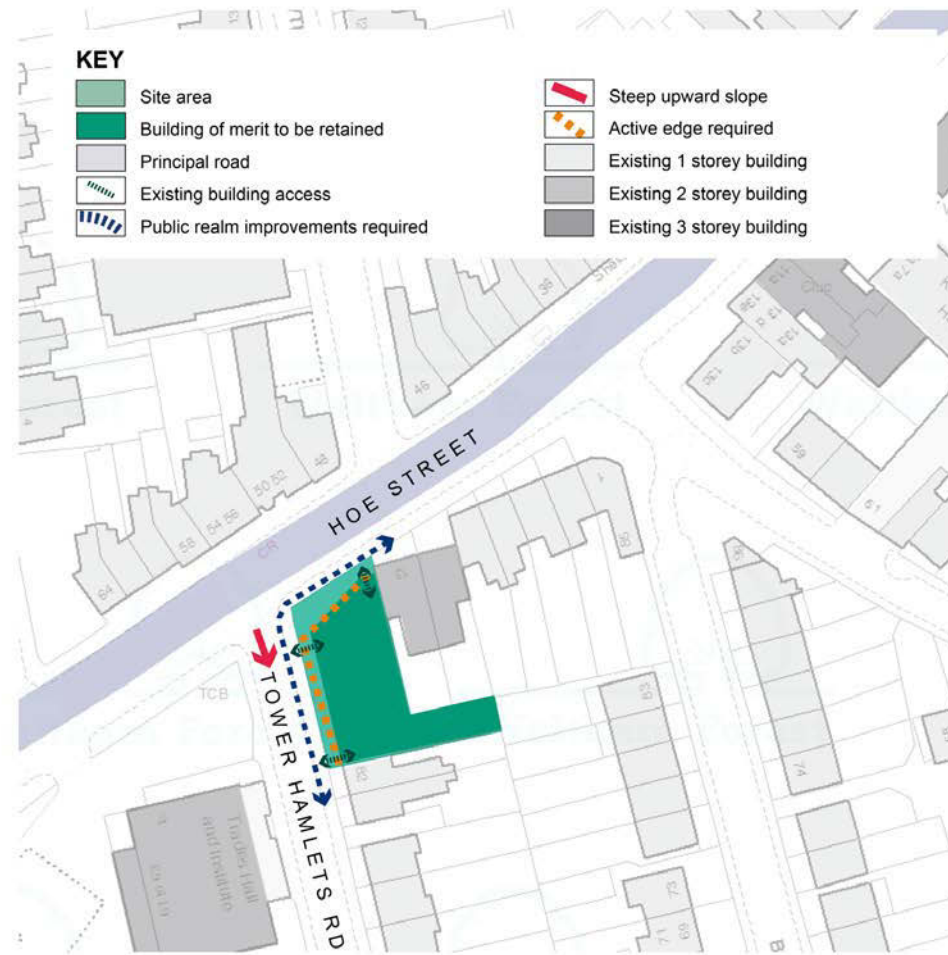
The land to the south and east of the site along Tower Hamlets Road slopes steeply up towards Walthamstow Village. This has created level variations around the periphery of the site. The Hoe Street access into the building is stepped. This is considered a challenge to development as proposals should seek, where possible, to achieve an accessible environment both externally and internally.

Activity

Proposals should seek to achieve active edges along Hoe Street and Tower Hamlets Road to increase natural surveillance and bring vitality to the streets.

Opportunity Site 2

Factory Tower Hamlets Road/
Hoe Street



18 Policy WTCOS3 - Former Petrol Station Hoe Street



Site Area - 0.12 Ha

Current Use - Vacant petrol station

Planning History

2008 – An application for an advertising panel was refused.

2008 – Approval to the erection of single storey side extension.

Context

This site fronts Hoe Street and edges Tower Hamlets Road and Browns Road. The surrounding area is broadly residential in character, but also contains a number of retail uses along the edge of Hoe Street. The site is within 5 minutes walking distance from Walthamstow shopping centre and approximately 10 minutes from Walthamstow underground/overground/bus stations. Lloyd Park and playing fields are also within walking distance of the site. Directly behind the site is a social club.

PTAL - The site has a PTAL of 4

Proposed Use - Housing led mixed use scheme including social infrastructure

Number of Homes: 20 - 30

Social Infrastructure Floorspace: 400 - 800 sq.m net

Site Issues/Opportunities

Intensification

The existing site is under-utilised. Development of this site would provide an opportunity to intensify uses.

Urban edge

The existing arrangement has created a breakdown in the built edge along Hoe Street losing continuity and enclosure of the public realm. Proposals should reinstate this edge bringing new buildings that integrate and bring activity to the public realm. Given the level difference between the site and Hoe Street and the narrowness of the site near Tower Hamlets Road this is considered to be a challenge.

Access

The land to the south of the site slopes steeply up towards Walthamstow Village, creating considerable level variations on and around the site. The existing car park to the north east of the site is approximately 1 metre higher than the rest of the site and the Hoe Street footway. The area of the site edging Browns Road is approximately 1 metre lower than the footway. Development should, where possible, address these level variations and bring an accessible environment both externally and internally that connects well with public realm. Development of the site will also need to accommodate existing accesses (including fire exists) from the adjacent The Trades Hall and Institute.

Social Infrastructure Use

This site is suitable for social infrastructure uses as defined by the Core Strategy CS3 - Providing Infrastructure (also see glossary). The proposed social infrastructure uses(s) should be complimentary to the residential use and not have any adverse impacts in terms of noise and disturbance.

Building heights

The building heights in the area are broadly 2 storeys with some 3 storey buildings. Given this context and that Hoe Street is a principal route, building heights of 3 storeys would be appropriate for this site.

Frontage Depth

Residential units which front Hoe Street should be sufficiently set back to provide an element of defensible private space.

Contamination

Given the site's previous use as a petrol station, proposals should include removal/mitigation of contaminated underground storage tanks in order to provide an environment suitable for residential uses.

Opportunity Site 3

Petrol Station Hoe Street



19 Policy WTCOS4 - Tax Office on Corner of Church Hill and Hoe Street



Site Area - 0.10 Ha

Current Use - Offices

Planning History - No recent planning history

Context

This site is close to a prominent junction (Church Road and Hoe Street) in Walthamstow's centre. It has excellent public transport links and is just a few minutes walk from Walthamstow underground/overground/bus stations. Lloyd Park is approximately 15 minutes walk away.

PTAL - The site has a PTAL of 6a

Proposed Use - Commercial (office) led mixed use scheme with residential.

Number of Homes: 20 - 30

Commercial Floorspace: 1,000 - 3000 sq.m net

Site Issues and Opportunities

Prominent location

The site is by the junction of Church Hill and Hoe Street and due to the relatively low height of neighbours is clearly visible. This is therefore a key building in creating a positive gateway to the town centre and therefore proposals must be of the highest quality of architecture in terms of design, detailing and workmanship.

Activity

Proposals should seek to achieve active edges along Church Hill and Stainforth Road to increase natural surveillance and bring vitality to the streets. The commercial (office) use should be on the ground and lower floors with residential uses on the upper floors.

Building Heights

Building heights in the area are 2-4 storeys, however given its town centre location, a building of up to 6 storeys would be appropriate, subject to a high quality of design. This would also compliment anticipated building heights on the Arcade site.

Parking

The site lies within the Market East Controlled Parking Zone and is close to the bus, train and tube station. Proposals should include consideration of the parking on Churchill Road.

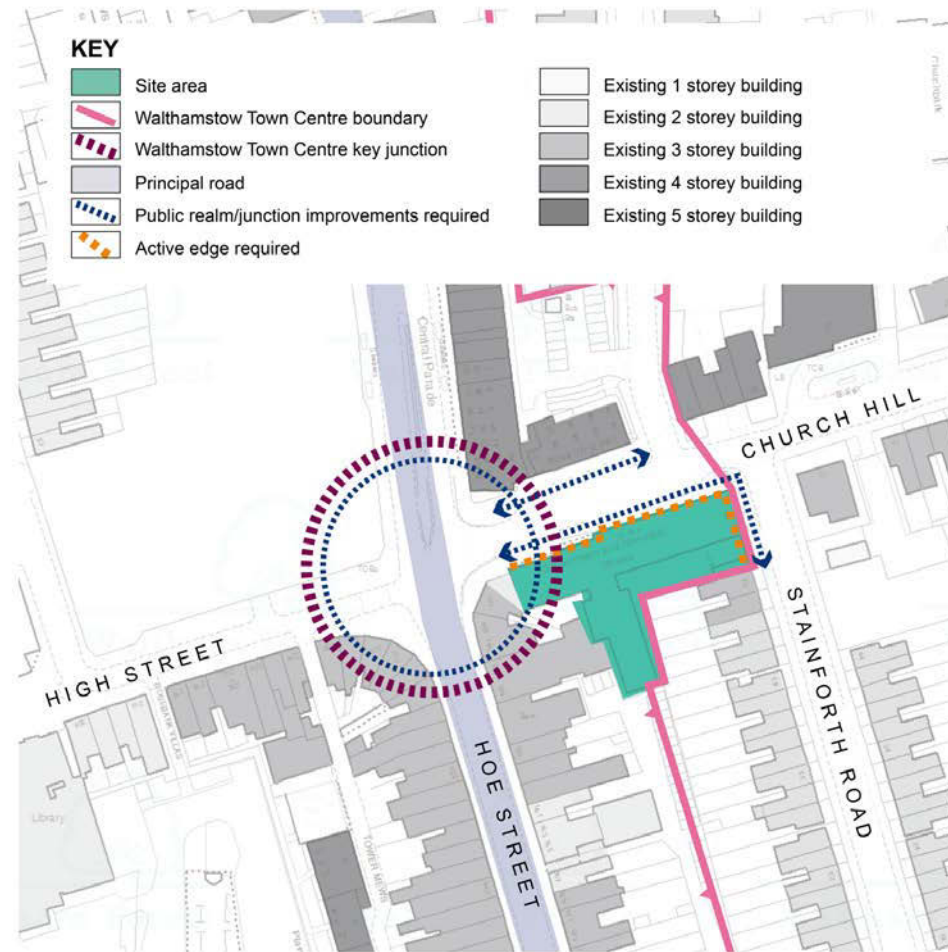
Nature of Residential Development

The site is within a central location close to Walthamstow underground/overground/bus stations. Provision of private amenity space is anticipated to be a challenge due to the intensity of development on the site and therefore the emphasis of amenity space provision should be on quality and usability.

Commercial Use

Given the sites existing use, this site is suitable for commercial uses found in the B1 use class, preferably office use. The proposed commercial use(s) should be compliment the residential use and not have any adverse impacts in terms of noise and disturbance.

Opportunity Site 4 Tax Office



20 Policy WTCOS5 - EMD Cinema



Site Area - 0.26 Ha

Current Use - Vacant cinema, public house and retail units

Planning History

2002 -Refused - Change of use from cinema (use class D2) to conference centre/exhibition hall/public worship/advice centre with ancillary facilities including creche and library (use class D1). Internal alterations to listed building involving removal of partitions to form one auditorium area. This decision was subject to an unsuccessful appeal in 2003.

2011 - Refused - Change of use of former cinema and the Victoria Public House to a mixed use development comprising of religious, community/assembly, café and retail uses (A1/A3/D1/D2 Use Classes) involving rear extensions at ground and upper floor levels to facilitate the provision of residential accommodation for staff, alterations and restoration of the Listed Building, alterations to front façade and elevations and associated plant, servicing and works. Internal and external alterations to listed building including limited demolition works, construction of rear extensions at ground and upper floor levels, alterations and restoration of the Listed Building, alterations to front façade and elevations and associated plant, servicing and works

2012 - Refused - Redevelopment proposals and associated alterations and works including change of use to mixed use development comprising religious, community, cinema, café and retail uses (D1/D2/A3/A1 Use classes) with ancillary residential accommodation comprising two x 2 bed and three x 1 bed units.

Context

The building was constructed in 1929-30 for Sidney Bernstein on the site of the Victoria playhouse, a late building that had been adapted in 1907 to become the first full time cinema in Walthamstow. It was designed by Cecil Masey, interiors were by Theodore Komisarjevsky. The richly decorated Moorish-style interior is the oldest surviving example of his work in London. With 3000 seats the Granada was the largest by far of all the local cinemas that were built at that time in response to the rapid development of the film industry in the 1920's and 1930's. In addition to the screening of films, it was also noted for its organ programmes and variety shows and many famous stars, orchestras and bands, including the Beatles appeared on its stage. By 1968 the Granada's huge seating capacity was no longer a commercial proposition and the stalls area was first closed. The original design was for a single auditorium, however the space beneath the balcony (circle) was enclosed and subdivided in or around 1973 to create a 3 screen cinema. Currently there are 450 seats in the main auditorium and 180 respectively in two smaller cinemas. These works were carried out before the building was included in Grade II of the statutory list in 1987. The building was upgraded to Grade II* in 2000 following a national review of cinema buildings by English Heritage. The listing description notes features and fairly records information that identifies the building as one of special architectural and historic interests. The building contains a Christie Organ and two consoles and the listing description records that at the time of listing, the organ was in playable condition. The building contains other fixtures and fittings including a number of large and ornate chandeliers designed specifically for the building. It is known that previous owners removed some fittings and internal features when remodelling of the cinemas interior took place which

occurred prior to listing. Other fittings and decorative features were damaged when the building was used in 2003 as a venue for a rave..

The application site occupies a key position in Walthamstow Town Centre. The site comprises the former Granada cinema, the Victoria public house (at first floor) and two retail units at ground floor. It has a frontage of approximately 35ms to Hoe Street with the cinema entrance and foyer taking up only part of its length, the retail units and public house the majority of the remainder. To the north and south are access ways forming part of an emergency escape that extends around the building.

Hatherley Mews adjoins to the north which contains a range of small businesses that specialise in the cultural/media industry. Immediately to the south is the HSBC bank which is adjoined by the 'Arcade site' and lies in a prominent gateway position into the main shopping area with substantial frontages to both the High Street and Hoe Street. The closest residential streets lie to the west with houses and gardens in Cleveland Park Avenue immediately adjoining the application site. The site is close to the major public transport interchange of Walthamstow Central.

The site is on English Heritage's Buildings at Risk register since 2004 due to its poor building condition.

PTAL - The site has a PTAL of 5.

Proposed Use - Leisure led mixed use scheme

Leisure and Entertainment Floorspace: 5,000 sq.m net

Site Issues and Opportunities

Leisure and Entertainment Use

Given the site's use and location within the 'Leisure and Entertainment Hub', the building offers a unique opportunity to provide much needed leisure use(s) within the town centre. Support would be given to uses contained in the D2 use class, particularly those which are for entertainment purposes. Support will also be given to the inclusion of supporting uses such as A3 - café and restaurant and A4 - Public Houses and bars. Due to its accessibility and Grade II* listing, the EMD Cinema provides a unique opportunity to develop an attraction with a regional appeal, attracting large numbers of people from all parts of London, the home counties and elsewhere. Firstly, the EMD Cinema has an exceptional interior, which would provide a magnificent atmosphere for entertainment if restored. Secondly, the building has the capacity to adapt to meet modern requirements and, in so doing, create an attractive facility that mixes historic with contemporary. Thirdly, the building also offers a unique experience as it is the only place in Britain where it is possible to reinstate an entertainment/cinema use in a largely unaltered 1930s building, an experience that was a dominant part of cultural life of London and the rest of the country for about four decades (Geddes, 2012). The site represents a serious opportunity to deliver the vital step change in the image of Walthamstow town centre and provide a regenerative boost attracting visitors from all over London and the surrounding areas, raising the whole area up in both appearance and quality of use.

Leisure and Entertainment Hub

The site provides a opportunity to contribute to the creation of a leisure and entertainment visitor attraction/destination with regional appeal, attracting large numbers of people from all parts of London,

the home counties and elsewhere. The proposed use(s) should promote and support the development and implementation of the 'Leisure and Entertainment Hub'. The combination of leisure and cultural uses on the Arcade site, HSBC site and EMD site would create an outstanding leisure and entertainment offer with wide ranging appeal. It could arguably create the best leisure quarter in London, outside the West End (Geddes, 2012).

Night Time Economy

The proposed uses should seek to promote and contribute to the development of a 'more than locally significant night-time economy cluster'. Given the qualities outlined above, this site offers a unique opportunity to link and complement with the proposed uses on the Arcade and HSBC sites in order to develop a genuine night-time cluster with regional appeal. The location of the Grade II* listed EMD building, close to transport links with an illustrious history of cinema and entertainment use provides the key focal point for the evening economy hub. Restoration of the EMD Cinema is perhaps the only venture that could seriously put Walthamstow on the map as an evening destination and attract people into the borough (Geddes, 2012).

Activity

Active frontages should be incorporated on Hoe Street. The proposed uses should seek to activate the frontage throughout the day and evening.

Heritage Asset

The EMD Cinema is unique as the building is one of the earliest and finest of Bernstein's elaborate cinemas, designed by Cecil Masey and the earliest surviving example of Theodore

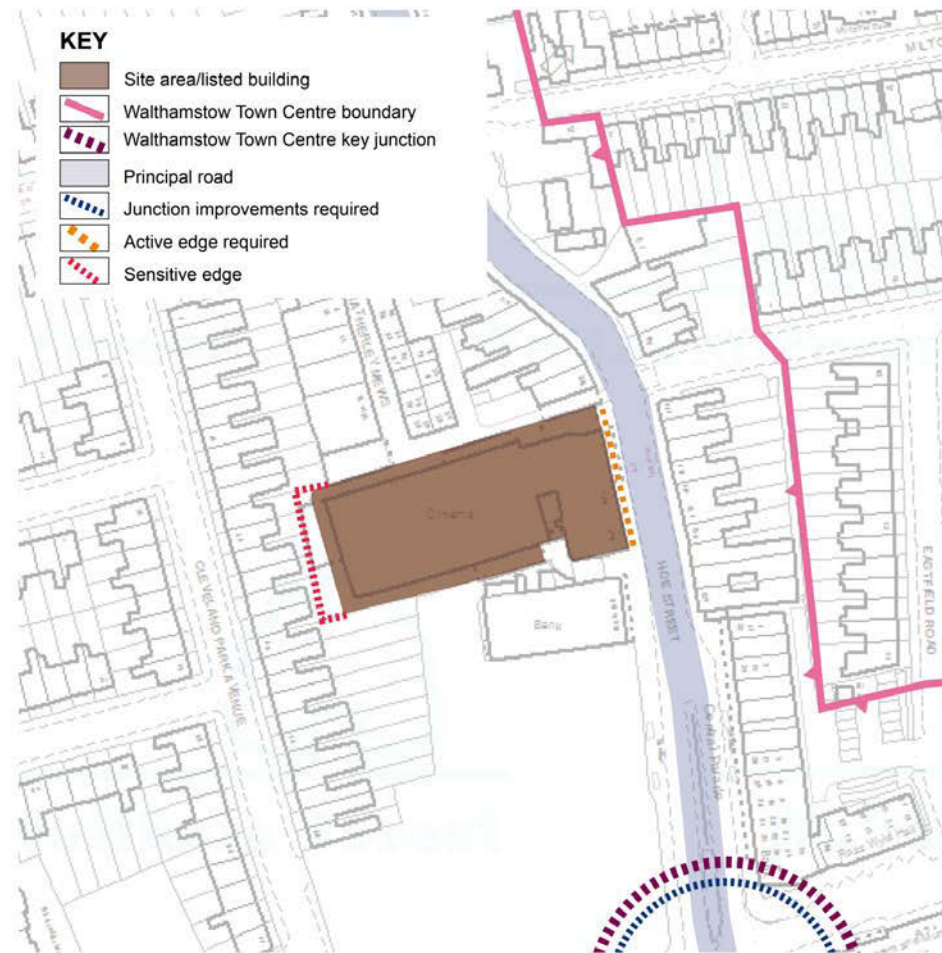
Komisarjevsky's outstanding, theatrical, interiors in London. The building is very unusual in being designed in the 'Moorish' style of architecture, with the exterior being largely original and in the interior most of the 1930 appearance survives. The building is considered to be a heritage asset 'of the highest significance' due to its Grade II* Listed Status. The heritage significance of the building lies aesthetically in the elaborate internal decorative scheme of the main spaces and the processional route from the foyer. The 'communal value' enhances the historic significance of the building, particularly given its historical leisure and entertainment use. The building's historic interest and heritage is intrinsically linked to its use as a leisure and entertainment venue. The proposed use as a leisure led scheme therefore best enhances its heritage value. Given that the EMD Cinema is a unique heritage asset, we seek to conserve and enhance it. Any redevelopment proposals should fully restore this Listed Building to its former glory. In addition, the restoration of the building should improve and enhance the fabric of the town centre and maximise its contribution the economic growth of the centre and community wellbeing of local residents. Proposals should accord with policy 7.8 and 7.9 of the London Plan and CS12 of the Core Strategy. Proposals should reinforce the qualities that make them significant so they can stimulate environmental, economic and community regeneration.

Access

We seek to ensure that proposals maximise access to the lobby/foyer and main auditorium of the building to the general public. This is of significant importance in terms of both its use as a visitor attraction and heritage asset/value.

Opportunity Site 5

EMD Cinema



21 Policy WTCOS6 - HSBC Site



Site Area - 0.09 Ha

Current Use - Bank

Planning History

2011 – Approval to install signage

2010 – Approval to install ATM

Context

This site is the location of a 2 storey HSBC bank and lies within Walthamstow centre close to the Walthamstow underground/overground/bus stations and shops. It is immediately adjacent to the listed former Granada cinema and vacant Arcade site.

PTAL - This site has a PTAL of 6a

Proposed Use - Leisure/cultural/restaurant led mixed use scheme with residential.

Number of Homes: 10 - 20

Leisure and Entertainment Floorspace: 300 - 800 sq.m net

Site Issues and Opportunities

Existing trees

There are two large trees at the front of the site that should be retained. The canopies of these trees extend into the boundary of the site and therefore will affect the design and location of new buildings.

Adjacent to a Grade II* Listed Building

Any redevelopment proposals need be in keeping with and enhance the neighbouring Grade II* listed EMD site.

Building heights

This site is sandwiched between a 2 storey listed building and a cleared development site that is in a landmark location within the town centre and therefore expected to be developed to include a taller building. Given this context, building heights of 3-4 storeys would be appropriate.

Servicing

This site is adjacent to a busy junction and therefore servicing and refuse collection is likely to be a challenge for this site and may need to be provided outside peak traffic hours.

Activity

Proposals should seek to achieve active edges along Hoe Street to increase natural surveillance and bring vitality to the streets. The Leisure/cultural/restaurant uses should be on the ground floor with residential uses on the upper floors.

Leisure and Entertainment Hub

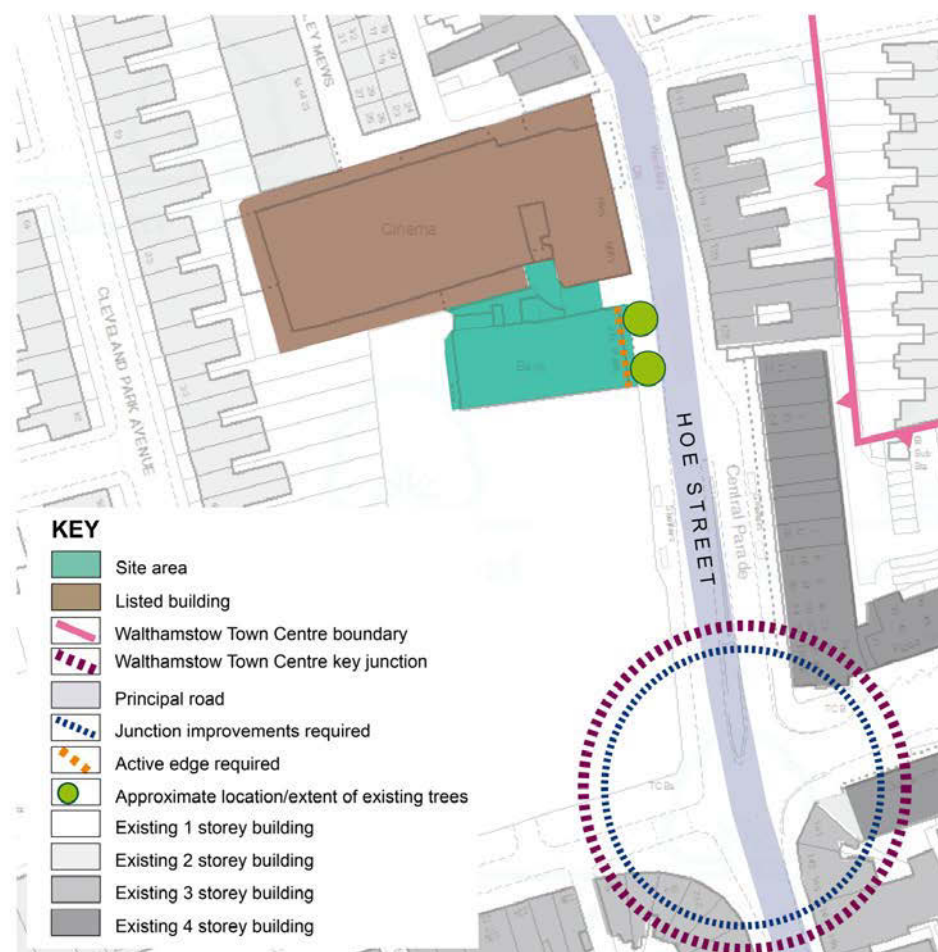
The site provides a opportunity to contribute to the creation of a leisure and entertainment visitor attraction/destination with regional appeal, attracting large numbers of people from all parts of London, the home counties and elsewhere. The proposed use(s) should promote and support the development and implementation of the 'Leisure and Entertainment Hub'. The combination of leisure and cultural uses on the Arcade site, HSBC site and EMD site would create an outstanding leisure and entertainment offer with wide ranging appeal. It could arguably create the best leisure quarter in London, outside the West End (Geddes, 2012).

Night Time Economy

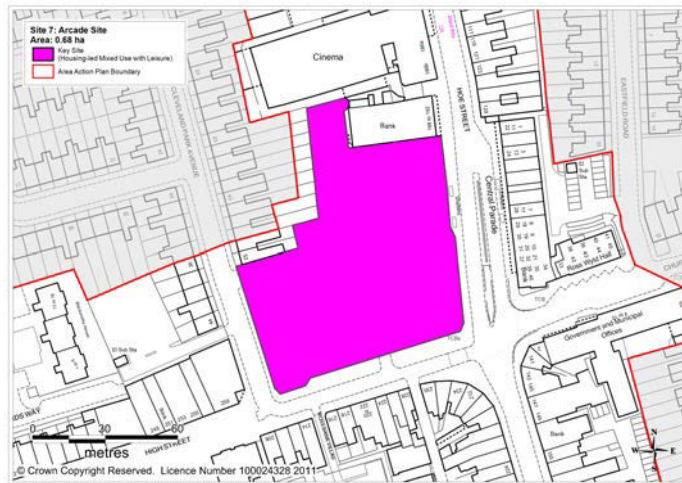
The proposed uses should seek to promote and contribute to the development of a 'more than locally significant night-time economy cluster'. Given the qualities outlined above, this site offers a unique opportunity to link and complement with the proposed uses on the Arcade and HSBC sites in order to develop a genuine night-time cluster with regional appeal.

Opportunity Site 6

HSBC Site



22 Policy WTCOS7 - Arcade Site



Site Area - 0.68 Ha

Current Use - Temporary Public Open Space

Planning History -

2009 -Laying of hard surface to enable interim uses prior to future redevelopment and installation of lighting columns as shown on revised, unnumbered plan received 25th June 2009.

2012 - Redevelopment of the former arcade site to provide a mixed use scheme ranging from 2 - 6 storeys to include 121 residential units (C3 use) , A multi - screen cinema (D2 use) and 6 commercial units (A1,A2,A3,A4 or D1 use) and associated external works including 2 new vehicular accesses one on Hoe Street and one on Cleveland Park Avenue.

Context

The site is a prominent Council owned site within the eastern end of Walthamstow Town Centre. It is bordered by Hoe Street to the East, High Street to the South, Cleveland Park Avenue to the West and with the HSBC bank and EMD Cinema to the North. Located to the east of the popular Walthamstow Market, and to the north of Walthamstow Bus Station and Interchange, the Arcade site forms a key location for people moving through the Town Centre.

The Arcade site is situated at the junction of the High Street and Hoe Street and is currently used as a temporary public space. The streetscape adjoining the site is of poor quality with limited pedestrian connectivity however, attractive mature trees sit to the northern edge of the High Street. To the South are predominantly

shops of 2-3 storeys. To the East of Hoe Street is a 4 storey building with commercial / retail ground floor and residential above. To the North are the rear, and side, elevations of the HSBC bank with the EMD cinema building beyond. To the West are the 2-3 storey residential buildings of Cleveland Park Avenue.

PTAL - The site has a PTAL of 5.

Proposed Land Use - Housing led mixed use development including leisure, retail and restaurant uses.

Number of Homes: 100 - 150

Leisure/Entertainment Floorspace: 1,000 - 2,000 sq.m net

Commercial Floorspace: 1,000 - 2,000 sq.m net

Site Issues and Opportunities

Creation of Public Space

We aim to deliver a new well defined public space at the junction of the High Street and Hoe Street through the introduction of a new pure / clean, and straight, building line that forms its southern edge. Existing mature trees on the southern edge of the site are to be retained and integrated into the new public space.

Building Heights

Massing should be simple and predominantly 3-5 storeys with the potential for a carefully considered taller element, provided that it can be demonstrated that it has no negative environmental impact on neighbouring properties or public space and should be of extremely high quality design.

Prominent location

Attention to the boundary treatments is required to ensure the site connects the use of the Arcade site to the surrounding Hoe Street, High Street and Cleveland Park Avenue. The site boundary along Cleveland Park Avenue is suitable for residential access to the upper residential units and will require sensitive design appropriate to the existing residential street.

On Hoe Street there should be:

- Continuous building line forms a new active edge to Hoe Street; Predominantly 3-5 storeys with the potential for a carefully considered taller element;
- Building line, and street section, acknowledges the line of the HSBC bank and widens to accommodate bus stops & waiting area and new street trees.

On High Street there should be:

- 20-25m wide, façade to façade, new space as shared surface with public seating under existing trees;
- Continuous active plinth with retail and leisure uses;
- Predominantly 4-5 storeys with the potential for a carefully considered taller element.

On Cleveland Park avenue there should be:

- Continuity with existing streetscape and character of Cleveland Park Avenue;
- Building line of existing terraced properties is respected;
- Three storeys of residential frontage with defensible zone; and
- Activation provided by a series of residential front doors.

Activity

Active commercial frontages should be on Hoe Street and High Street. The site boundary may be set back to incorporate an extended public realm on High Street, which will enhance the linkages to the Town Square and Walthamstow Market. A new pure / clean, and straight, building line should form the southern edge.

The mix of uses including retail, restaurant, residential and leisure will activate this new space throughout the day and evening. Continuous active retail / leisure fronts should be provided to both Hoe Street and High Street with Cleveland Park Avenue defined by residential active façades.

The creation of a usable public space will create an attractive interesting area at this key gateway to the High Street and the Street Market and, with the creation of seating areas and cafes fronting onto the space, a relaxed environment would be created.

Leisure and Entertainment Hub

The site provides a opportunity to contribute to the creation of a leisure and entertainment visitor attraction/destination with regional appeal, attracting large numbers of people from all parts of London, the home counties and elsewhere. The proposed use(s) should promote and support the development and implementation of the 'Leisure and Entertainment Hub'. The combination of leisure and cultural uses on the Arcade site, HSBC site and EMD site would create an outstanding leisure and entertainment offer with wide ranging appeal. It could arguably create the best leisure quarter in London, outside the West End (Geddes, 2012).

Night Time Economy

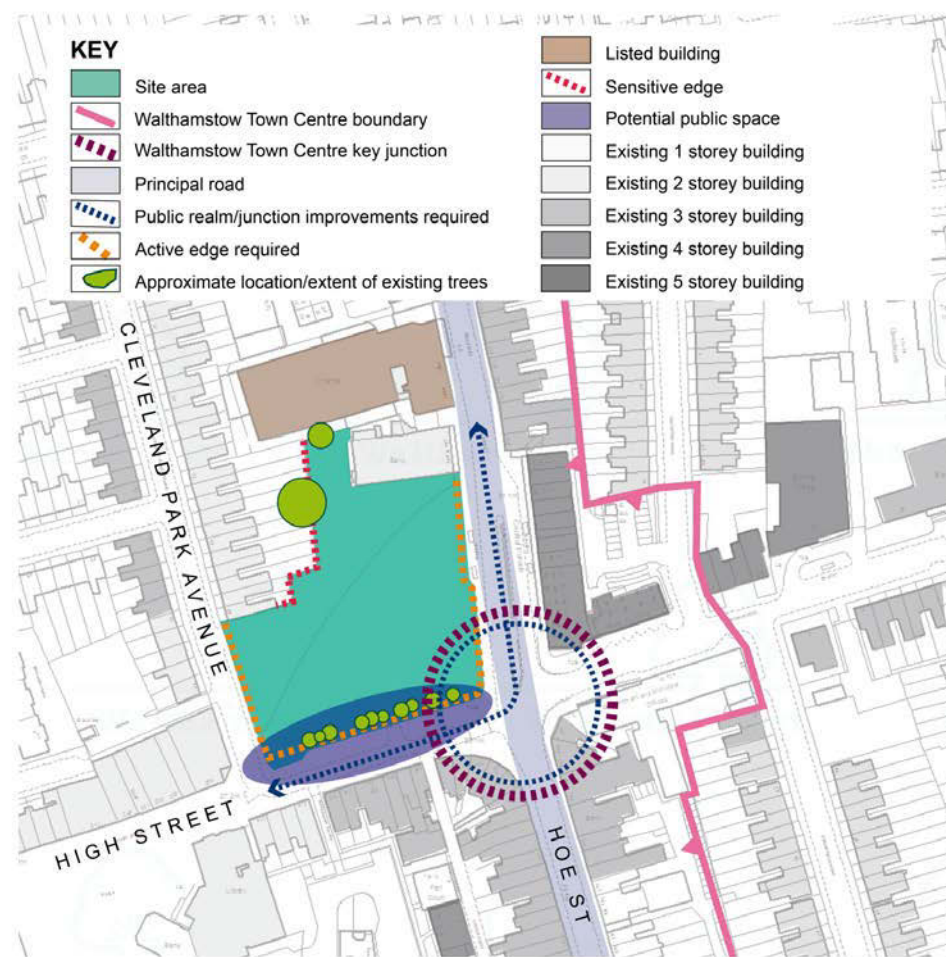
The proposed uses should seek to promote and contribute to the development of a 'more than locally significant night-time economy cluster'. Given the qualities outlined above, this site offers a unique opportunity to link and complement with the proposed uses on the Arcade and HSBC sites in order to develop a genuine night-time cluster with regional appeal.

Trees

The existing mature trees on the southern edge of the site should be retained and integrated into the new public space.

Opportunity Site 7

Arcade Site



23 Policy WTCOS8 - Town Square and Gardens



Site Area - 1.34 Ha

Current Use - The Town Square and Gardens are currently designated as a park

Planning History

Context

The Town Square and Gardens are Council owned public open space beside Selborne Road, Walthamstow Central train, tube and bus stations, and Selborne Walk Shopping Centre. The Town Square is a hard landscaped public realm area containing a children's playground, a BBC 'Live' site and trees. The Gardens comprises of landscaped green space mounding which are interspersed with footpaths from Selborne Road, Walthamstow Bus Station and High Street.

The existing gardens are currently defined by two distinct parts - the bus station with its bus waiting areas and the lawn and play-space. Although reasonably well used, and in an excellent location close to transport links and the major retail centre, the Gardens suffer from poor interfaces on all sides particularly with the bus station. The pedestrian environment not as high quality as you would expect from a gateway into the town centre and crossings, especially around the gyratory and Selborne Road, are convoluted confusing. The Gardens lack a coherent character and definition.

The area of the Gardens proposed for potential extension is the area of the gardens least well used, and an area that MacCreanor Lavington Master Plan (2011) identified as a issue/ constraint due to the poor interface between Selborne Walk shopping centre and Selborne Road.

This site should be considered in connection with the proposals on Opportunity Site 9 - Selborne Walk Shopping Centre.

PTAL - The site has a PTAL of 6

Proposed Land Use - Improvement and enhancement of the open space and the accommodation of potential eastern extension to the shopping centre.

Site Issues and Opportunities

Loss of Park

The owners of the Selborne Walk Shopping Mall stressed and evidenced a desire for, and requirement from, key high-end retailers for retail space within the retail core of the town centre. Retail expansion onto the Town Square and Gardens, alongside an improved to this space and general improvements to the public realm and Street market, offers the potential for catalytic regeneration in the town centre.

Children's Play Space

The remaining town square and gardens should be re-modelled and re-configured to make best use of the space and add value from the proposed development – especially re-providing, enhancing and enlarging the children's play area.

Activity

Active frontages will be required onto the Town Square and Gardens. Frontages to include café and seating areas to animate the Town Square and Gardens. Through the extension of Selborne Walk shopping centre, the Gardens acquire a stronger defined building edge to the north, west and across Selborne Road to the south that frames the open space.

Overshadowing

Issues of overshadowing of the Town Square and Gardens will need to be addressed to ensure that the amenity value of the space is not compromised, demonstrable evidence that any extension has no negative environmental impact on neighbouring properties or public space will be sought.

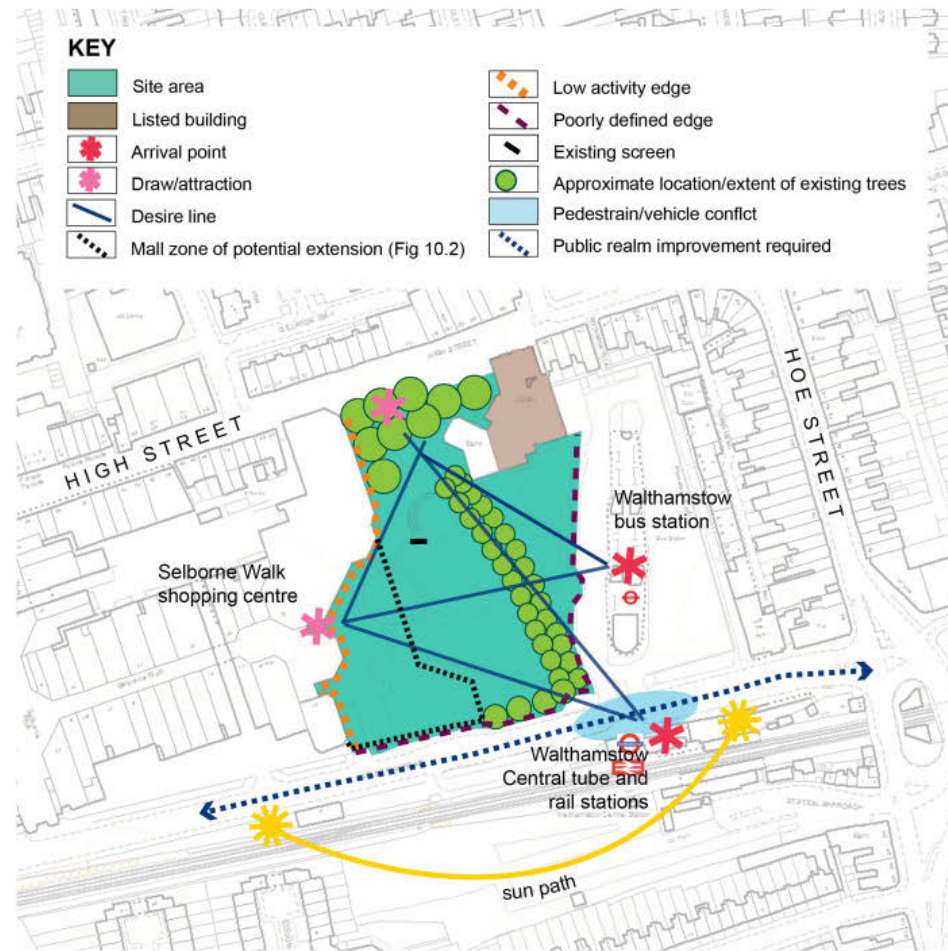
Landmark entrance

We seek to develop a landmark entrance to the shopping centre at the junction of Selborne Road.

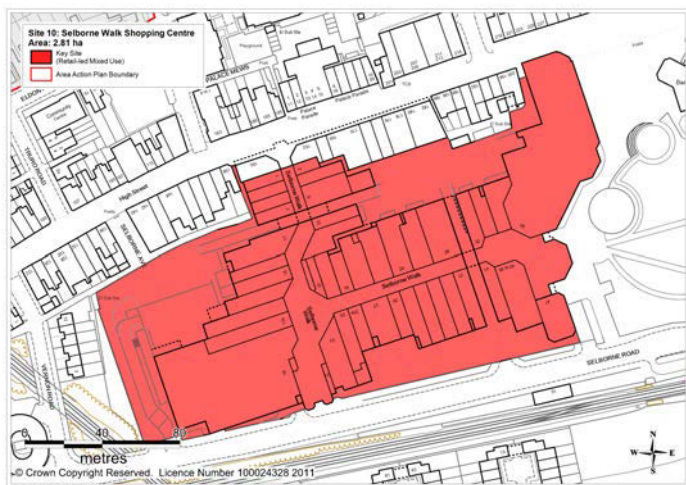
Big Screen

We would seek to retain the 'Big Screen' within the Town Square and Gardens. Any improvements to the Town Square and Gardens should include the provision of the 'Big Screen' and consideration should be given to its location and positioning.

Opportunity Site 8 Town Square & Gardens



24 Policy WTCOS9 - Selborne Walk Shopping Centre



Site Area - 2.81 Ha

Current Use - Shopping Centre. This site should be considered in connection with policy Opportunity Site 8 - Town Square and Gardens and Opportunity Site 11 - Sainsbury's Site

Planning History - No recent major planning history

Context

Selborne Walk shopping centre is the primary retail offer for Walthamstow Town Centre and is situated between Selborne Road and High Street. It is a 1980s built two storey building with retail on the ground floor and a food court on the first floor.

PTAL - The site has a PTAL of 5

Proposed Land Use - Increase in retail floorspace with housing on the upper floors.

Retail Floorspace: 6,000 - 10,000 sq.m net

Number of Homes: 300 - 600

Site Issues and Opportunities

Activity

There is potential for a hard edge building line to frame and define the Town Square and Gardens. Active commercial frontages should be fronting the Town Square and Gardens and High Street. This will enhance the relationship/linkages to the Town Square, the High Street and Walthamstow Market. A mix of uses including retail,

restaurant, residential and leisure will activate this new space throughout the day and evening. In addition, Selborne Road is inactive and unappealing and the need to reactivate this frontage.

Landmark entrance

We seek to develop a landmark entrance to the shopping centre at the junction of Selborne Road.

Loss of the Green Space

Any Mall extension into the Gardens will inevitably result in a loss of public space which is an issue that needs to be carefully considered and mitigated. Any expansion of the shopping centre would need to address the following principles as part of their planning application to ensure this important area of public realm is improved and enhanced as a result of expansion of the Shopping centre. The principles below will need to apply to any extension within the zone of expansion detailed on figure 10.2 on:

- Demonstrate how the expansion will contribute to the future success of Walthamstow Town Centre and the borough's Major town centre;

How the remaining town square and gardens will be re-modelled and re-configured to make best use of the space and add value from the proposed development – especially re-providing, enhancing and enlarging the children's play area;

All re-modelling works to the Town Square and Gardens will need to be funded by the developer;

Active frontages will be required onto the Town Square and Gardens, as well as onto Selborne Road. Frontages to include cafe and seating areas to animate the Town Square and Gardens; and

Issues of overshadowing of the Town Square and Gardens will need to be addressed to ensure that the amenity value of the space is not compromised, demonstrable evidence that any extension has no negative environmental impact on neighbouring properties or public space will be sought.

This site should be considered in connection with policy WTCP 8 - Town Square and Gardens.

Residential Use

Housing would also be supported on the upper floors of the shopping centre. Given the site's town centre location it is considered an appropriate site for residential use. The impact of the existing retail use should be complementary to the proposed residential use and not have any adverse impacts in terms of noise and disturbance.

Larger Retail Units

Encourage larger retail units (400 sq.m and above) within the 'shopping precinct', particularly within any extension of the Selborne Walk Shopping Centre. In addition, to further support the development of larger units the combination of units will be supported whilst the sub-division of larger units will be resisted within the 'shopping precinct'.

Green Roof

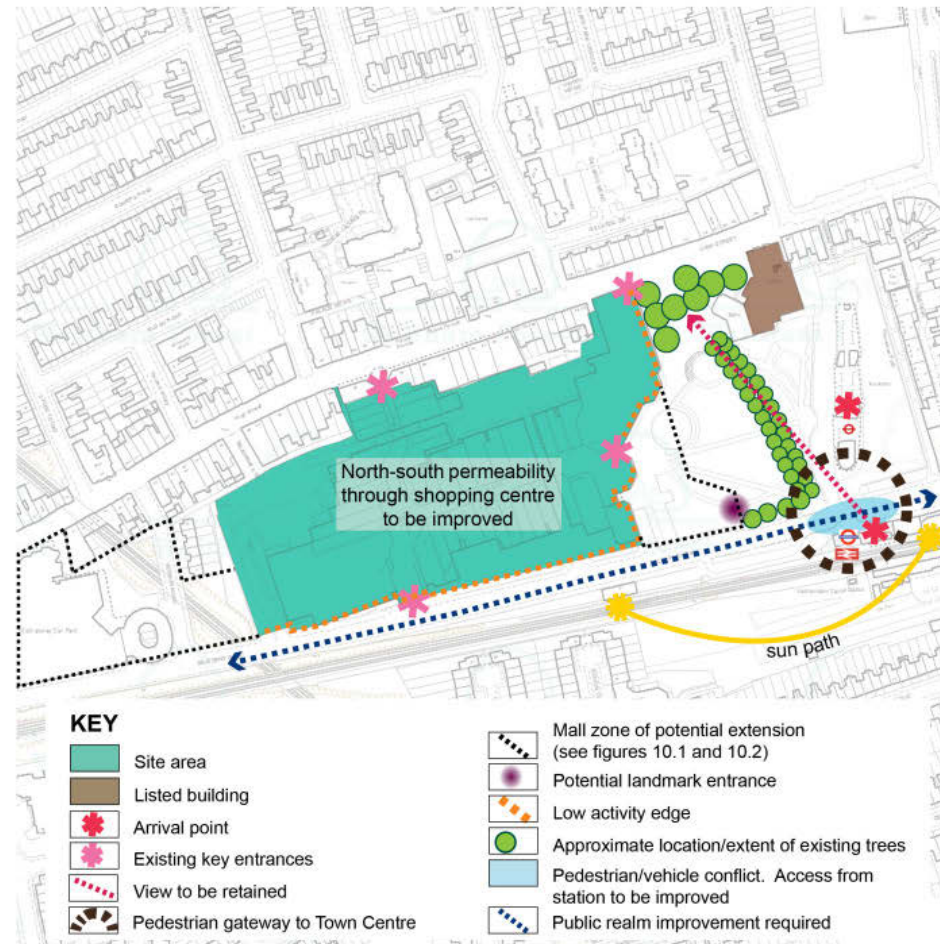
Redevelopment proposals should include a publicly accessible space and green roof to further compensate the loss of green space providing these can be shown to be technically feasible and viable. In addition, the roof space could be used as a public space.

Future Masterplan

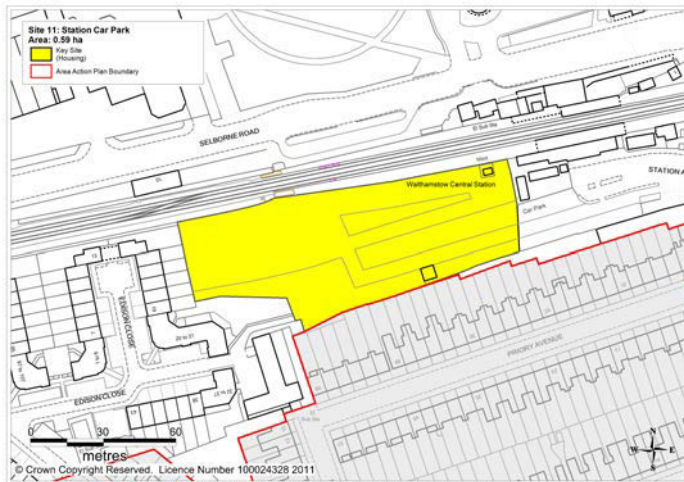
To manage the future development of the shopping centre, we would seek a Masterplan to be developed, in consultation with the Council, setting out clear future development proposals.

Opportunity Site 9

Selborne Walk Shopping Centre



25 Policy WTCOS10 - Station Car Park Phase Two



Site Area - 0.59 Ha

Current Use - Car Park

Planning History

2010 – Confirmed that EIA was not required for proposed mixed use development.

2002 – Approval for the erection of a bike shed

Context

This central site forms a wedge on the south side of Walthamstow Central train station. It is bounded by the railway line to the north, the station and station approach to the east and the rear of residential properties to the south and west.

The neighbouring site which fronts Hoe Street as planning permission for a mixed use development, comprising 69 residential unites, 99 room hotel, 472 sq.m. shops/office/restaurant, 39sq. m. taxi office, 42 sq.m. community / commercial space and. It is proposed to be 12 storeys in height.

PTAL - The site has a PTAL of 6a

Proposed Use - Housing

Number of Homes: 120 - 150

Site Issues and Opportunities

Access

The adjacent Station Hub development proposes the opening of the link from Station Approach to Edison Close. This would give pedestrians easy access between Queens Road Station and Walthamstow Central Station and improve connections for residents who live to the south of the railway line. This link passes through this development site. Proposals should make provision for this link ensuring design brings natural surveillance and security to it. Also where necessary proposals should introduce wayfinding measures to assist pedestrians arriving at Walthamstow Central and Queens Road stations.

Building Heights

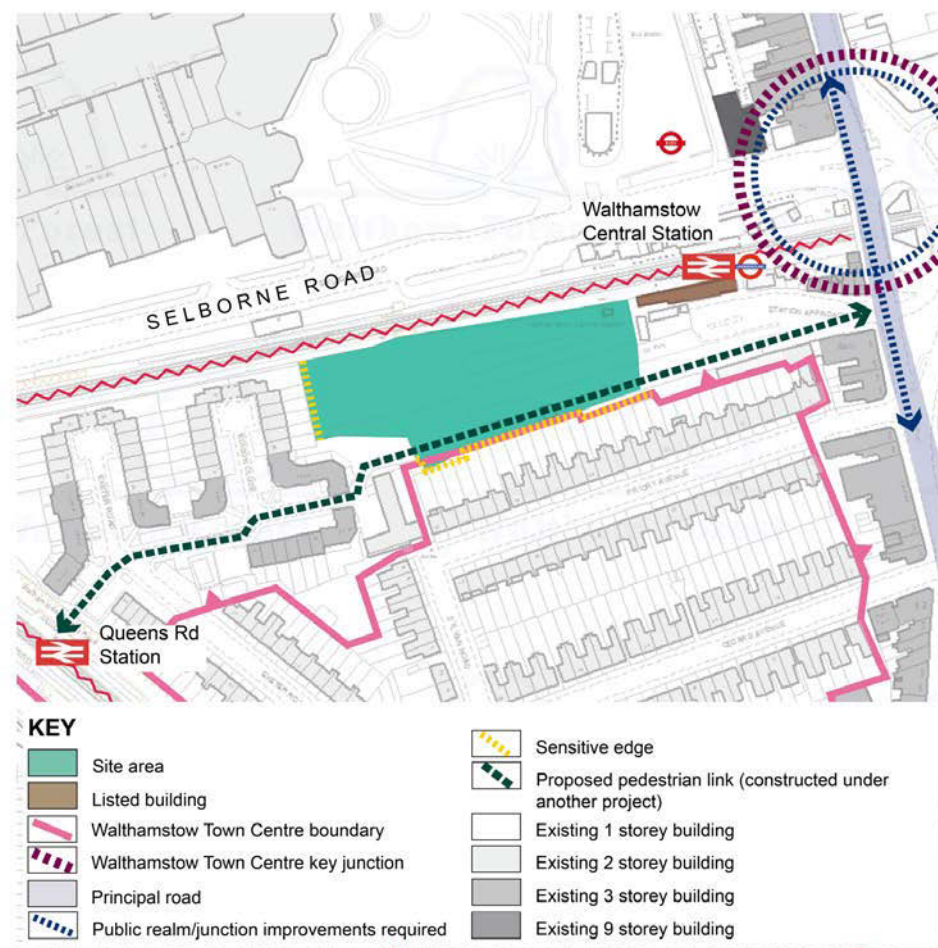
Given the existing neighbours are 2 and 3 storeys and the adjacent phase 1 development proposes a 13 storey hotel with 8 storey residential blocks, building heights of 5-8 storeys would be appropriate for this site.

Density and Residential Amenity

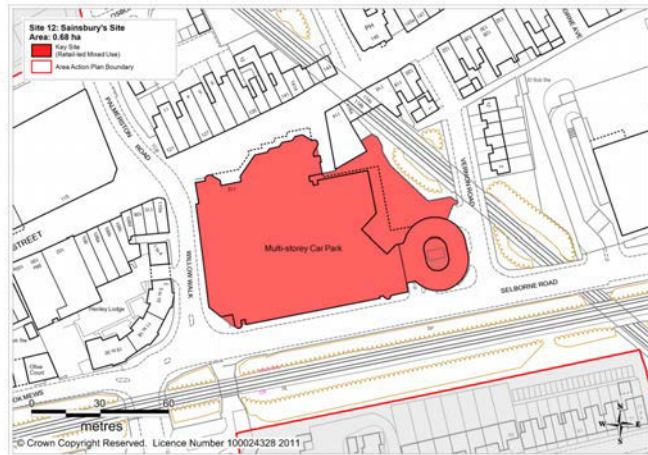
The site is within a central location adjacent to Walthamstow Central station. There is therefore an opportunity to optimise residential densities. Provision of private amenity space is anticipated to be a challenge due to the intensity of development of this site and therefore the emphasis of amenity space provision should be on quality and usability.

Opportunity Site 10

Station Car Park



26 Policy WTCOS11 - Sainsbury's Supermarket



Site Area - 0.68 Ha

Current Use

Retail on ground floor, and storage and a social club on the upper floors. The Selborne Walk/Vernon Road edge of the site is the location of a two-level car park.

Planning History

2008 – Approval to change of use from restaurant/café to allow use for retail or restaurant/café.

2006 – Approval to install illuminated signage and covered trolley bays (separate applications).

Context

This is the site of an existing supermarket and multi-storey car park, and is on a corner location in the heart of Walthamstow's centre. It is bounded by the junctions of High Street, Willow Walk, Selborne Road and Vernon Road. This is a key site on the High Street which is the main thoroughfare of Walthamstow's street market, and classified as primary retail frontage. The multi-storey car park is accessed from Selborne Road.

PTAL - The site has a PTAL of 6a

Proposed Use - Retail led mixed use scheme with residential and social infrastructure

Number of Homes: 30 - 50

Retail Floorspace: 2,000 - 4,000 sq.m net

Social Infrastructure Floorspace: 200 - 500 sq.m net

Site Issues and Opportunities

Prominent location

The site lies on a prominent gateway to the town centre and therefore proposals must be of the highest quality of architecture in terms of design, detailing and workmanship.

Link to Selborne Walk Shopping Centre

This site has been identified for redevelopment with the potential to link (or inclusion) within any western extension to the Selborne Walk shopping centre.

Retention of social infrastructure

New proposals should include social infrastructure as part of redevelopment plans. Proposals should include, as a minimum, the existing level of floorspace currently provided on site.

Activity

The existing building responds poorly to the public realm providing featureless walls without activity and at a scale that is inappropriate for a pedestrian environment. Development of this site should bring activity to all parts of the development that edge the public realm. The social infrastructure use should be on the lower ground floors with residential uses on the upper floors.

Residential Use

Housing would also be supported on the upper floors of the shopping centre. Given the sites town centre location it is consider an appropriate site for residential use. The impact of the existing retail use should be compliment the proposed residential use and not have any adverse impacts in terms of noise and disturbance.

Building Heights

Building heights across the site should take account of the surrounding context, with 3-4 storeys appropriate along the High Street frontage rising to 5-7 storeys along the Selborne Road.

Nature of Residential Amenity Space

Provision of private amenity space is anticipated to be a challenge due to the intensity of development on the site, and therefore the emphasis of amenity space provision should be on quality and usability.

Servicing

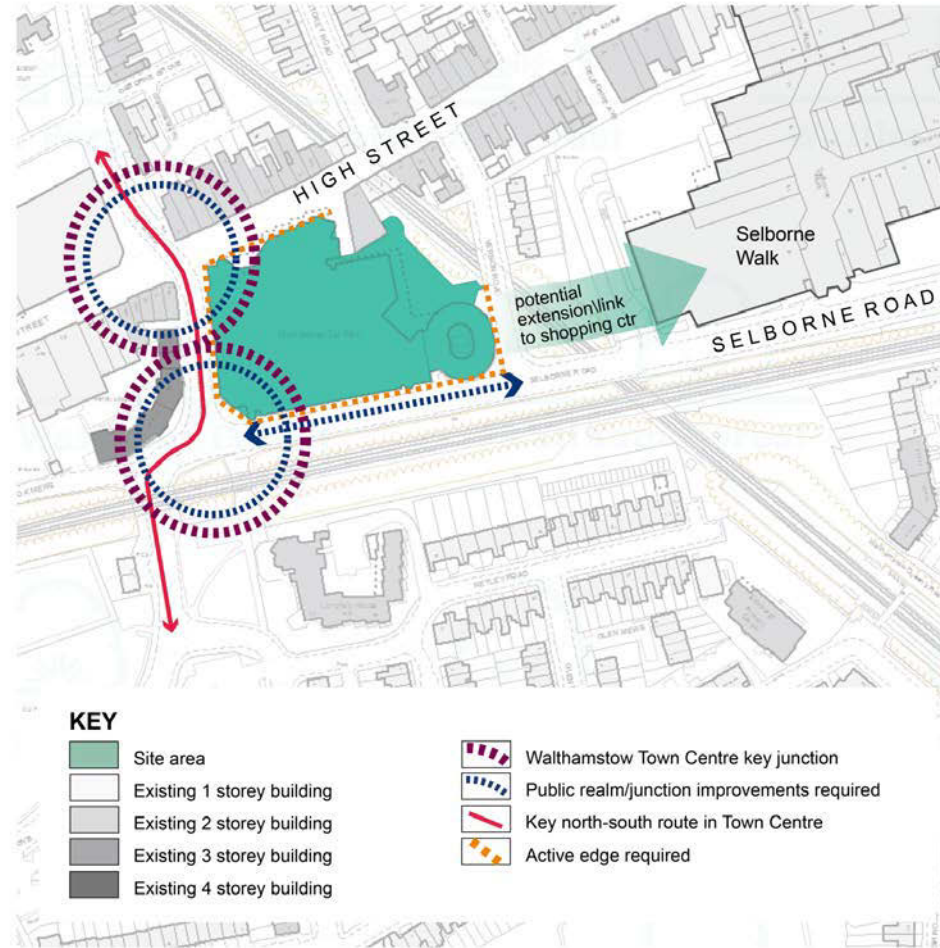
Servicing of retail or commercial units should continue to be provided at the Selborne Road and provided off street. This is due to the intensity of traffic flows along Willow Walk and Selborne Road.

Public Realm

The footpath along Willow Walk is narrow in places. Development should seek to improve these pavement widths.

Opportunity Site 11

Sainsbury's Site



27 Policy WTCOS12 - Osborne Mews



Site Area - 0.08 Ha

Current Use - Housing

Planning History - No recent planning history

Context

This small site is the location of single storey storage units and provides some off street parking. It is to the rear of retail units located on High Street, and can be accessed from Osborne Grove via Palmerston Road. It lies adjacent to the Barking to Gospel Oak railway line, and is within 5 -10 minutes walking distance of Walthamstow underground/overground/bus stations. The surrounding uses are largely residential.

PTAL - The site has a PTAL of 4

Proposed Land Use - Housing

Number of Homes: 10 - 15

Site Issues and Opportunities

Access

This site currently provides access to units at the rear of High Street properties. Provision for this access should be made in any proposals for the site. Traffic speeds are expected to be low on Osborne Mews and therefore would be an appropriate location for a home zone.

Activity

Development proposals should seek to provide informal activity and natural surveillance along the edge of Osborne Grove and where possible along Osborne Mews.

Building Heights

Given the relatively small size of the site and the adjacent 2-3 storey neighbours, building heights of 2-3 storeys would be appropriate for this location.

Nature of Residential Amenity Space

Provision of private amenity space is anticipated to be a challenge due to the small size of the site, and therefore the emphasis of amenity space provision should be on quality and usability. Consideration must also be given separation distances and privacy for both existing and proposed residents.

Opportunity Site 12

Osborne Mews



28 Policy WTCOS13 - Buxton Road Bingo Hall and Car Park



Site Area - 0.36 Ha

Current Use - Vacant Bingo Hall

Planning History - No recent planning history

Context

This site is a vacant and derelict Bingo hall. It lies to the rear of High Street retail units and is edged by Buxton Road to the west and Mission Grove to the north and east. It is within 5 minutes walk of St James Street station and approximately 10 minutes away from Walthamstow underground/overground/bus stations.

PTAL - The site has a PTAL of 4

Proposed Use - Housing-led mixed use scheme with commercial/social infrastructure

Commercial Floorspace: 500 - 2,000 sq.m net

Social Infrastructure: 200 - 2,000 sq.m net

Number of Units: 50 - 80

Site Issues and Opportunities

Council Car Park

The car park is currently owned by the Council. The Council are willing to include the car park as part of any redevelopment proposals. However, as this is a Council asset, we would seek any development proposals which include the car park to provide 'added

value'. Developers interested in developing these sites should contact the Council's property section with any development proposals.

Access

There is currently a level difference between the rear of the hall and road and footway along Mission Grove and the footway to the immediate north of the site can only be accessed by steps. Proposals should consider this and seek improvements to achieve an accessible environment for all pedestrians including those with disabilities, prams or pushchairs. Provision needs to be made to enable access to the units at the rear of 97 to 107 High Street. The access and connectivity with the High Street should be promoted as part of any redevelopment proposals. In addition proposals should improve links into the High Street.

Commercial Use

The proposed commercial use(s) should be compliment the residential use and not have any adverse impacts in terms of noise and disturbance. We would support the development of Live/Work units as part of any future proposals. Such uses should also support and promote the development of the 'St James Street Quarter'.

Social Infrastructure Use

Give the historical use of this site, the provision of social infrastructure would be appropriate. Such uses should further support the development of the 'St James Quarter' adding further to its vibrancy and diversity of offer.

Conservation Area

This site is within the St James' Street Conservation Area, and so Conservation Area consent will be required for the demolition of buildings or structures.

Activity

Many of the edges of this site are currently inactive. Proposals should create active frontages facing onto surrounding Buxton Road and Mission Grove.

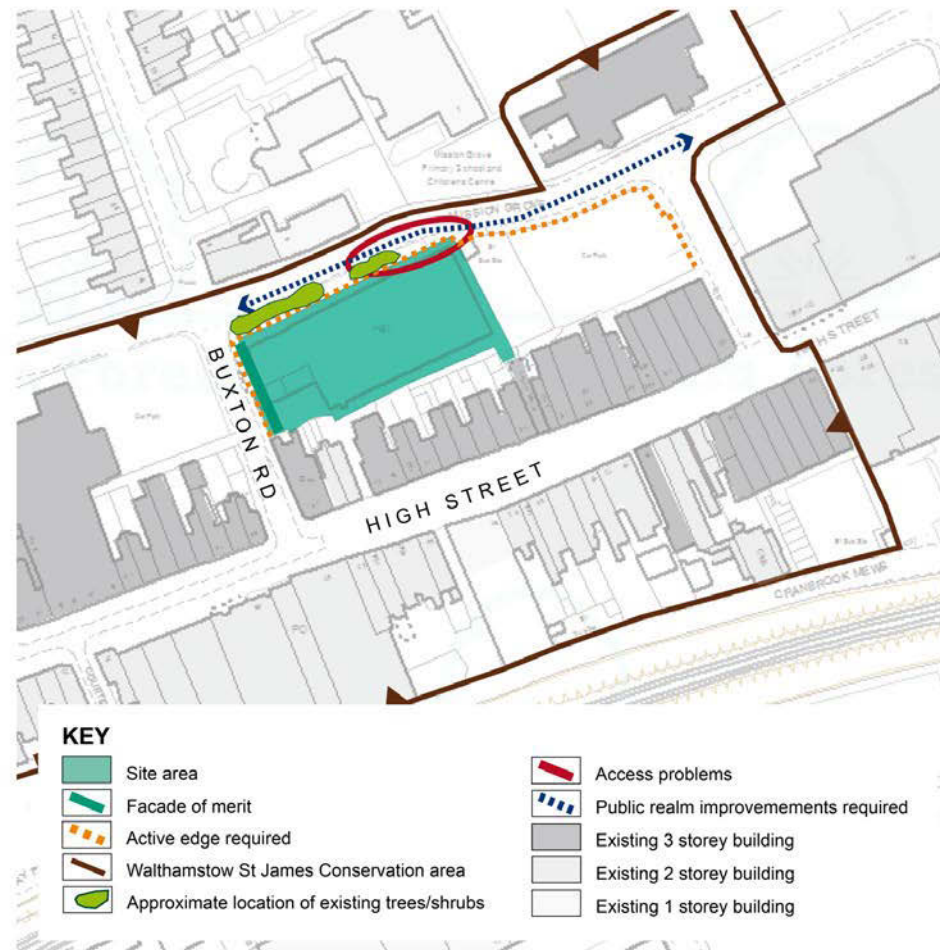
Building Heights

Building heights of up to 4 storeys would be appropriate for this location.

Trees

The avenue of trees to the edge of the site on Mission Grove should be retained as part of any proposals.

Opportunity Site 13 Buxton Road Bingo Hall



29 Policy WTCOS14 - 8no. Buxton Road



Site Area - 0.11 Ha

Current Use - Vacant

Planning History

2002 – Approval to install postal delivery pouch box.

Context

This site is just outside Walthamstow's centre and is the site of vacant offices. It lies on the corner of Buxton Road and Mission Grove and is adjacent to Mission Grove school. It is within 5 minutes walking distance of St James' St Station and is approximately 10 minutes walk from Walthamstow underground/overground/bus stations.

PTAL - The site has a PTAL of 4

Proposed Use - Social infrastructure (education), providing an extension to Mission Grove Primary School.

Education Floorspace: 500 - 1,000 sq.m net

Site Issues and Opportunities

Activity

This site lies on the corner of Buxton Road and Mission Grove. This section of Mission Grove suffers from inactive edges that bring little informal surveillance over the public realm. Proposals should seek to activate the edge along Mission Grove.

Public Realm

Developers will be required to support improvements to the existing traffic calming scheme along Mission Grove.

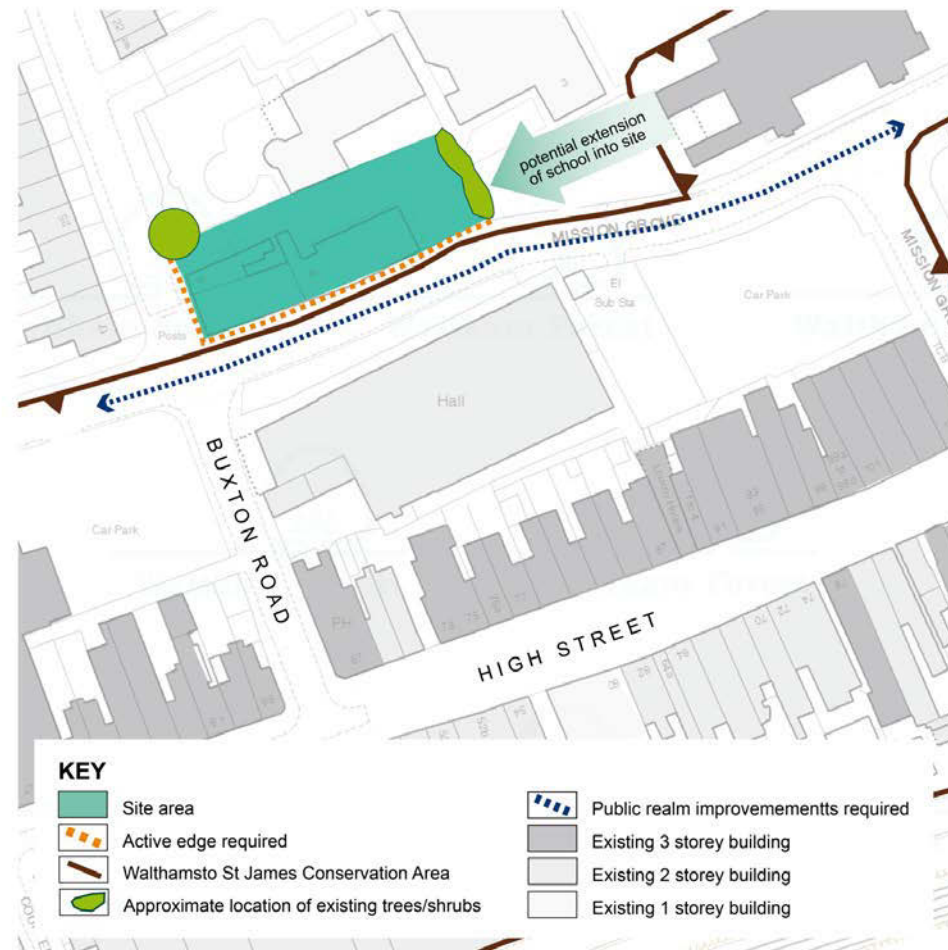
Building Heights

Surrounding building heights are largely 2 storeys. Given this context, proposed building heights of 2-3 storeys would be appropriate for this site.

Trees and Other Vegetation

There is a large plane tree on adjacent land that overhangs this site. Proposals should retain this tree and provide a methodology for its protection during construction. It should also ensure new buildings are set sufficiently far away to allow for future growth, take account of leaf litter and enable sufficient light to enter the building. Also, along the eastern edge of the site along the boundary with Mission Grove School, there is a hedge with trees. This hedge forms a wildlife habitat and therefore should be retained where possible, however where this significantly affects development proposals the hedge and trees may be re-provided elsewhere on the site.

Opportunity Site 14 8 Buxton Road



30 Policy WTCOS15 - South Grove



Site Area - 1.30 Ha

Current Use - Car Park

Planning History - No recent planning history

Context

The under-utilised South Grove site is bounded by the Chingford to Liverpool Street railway line to the north, South Grove to the south and east, and Brunner Road to the west. The site is currently the location of the South Grove car and lorry parks, disused public toilets, the Alpha Business Centre and some Council owned general industrial units.

The site is within five minutes walking distance of St James Street and Queens Road Stations and is within 10 minutes walking distance of Walthamstow Central stations providing access to the tube, bus and rail networks.

The immediate area is generally a mix of retail, office, storage, general industrial and residential uses, with building heights ranging from 2 – 4 storeys. It edges two of the 'break through' points along the Chingford to Liverpool Street railway line.

PTAL - The site has a PTAL of 4

Proposed Land Use - Retail led mixed use scheme including residential

Retail Floorspace - 5,000 -10,000 sq.m net

Number of Units: 90 - 300

Site Issues and Opportunities

Anchor Store

South Grove offers the opportunity to develop an 'anchor store' which will draw retail footfall to this area of the centre and also result in 'linked trips' in this end of the High Street. An anchor store will create additional footfall both during the day and the evening helping to sustain and revitalise this end of the High Street and the development of the 'St James Street Quarter'.

Activity

Where proposals include a superstore/foodstore and/or other large footprint uses, care should be taken to ensure development makes a positive contribution to the street by minimising blank walls and service areas that create 'dead' frontages. Proposals should seek to achieve active edges/frontages along South Grove to bring vitality to the street and increase natural surveillance. Edges can also be 'softened' through the use of landscaping.

Linkages

This site is important to the regeneration of the western end of the High Street. Development must therefore seek to reinforce, improve and where possible create linkages between this site and the High Street and St James Street Station, in particular for pedestrians and cyclists.

Building Heights

Proposed building heights should range between 3 and 7 storeys. The site plan below shows approximate locations for these heights, however these may need to be adjusted to meet overlooking and separation distances.

Nature of Residential Development

Development should seek to provide a satisfactory and usable level of amenity space, particularly for family accommodation. The Council may accept some flexibility on the overall level of provision given the site's central location, although the emphasis should be on its quality and usability.

Traffic Management

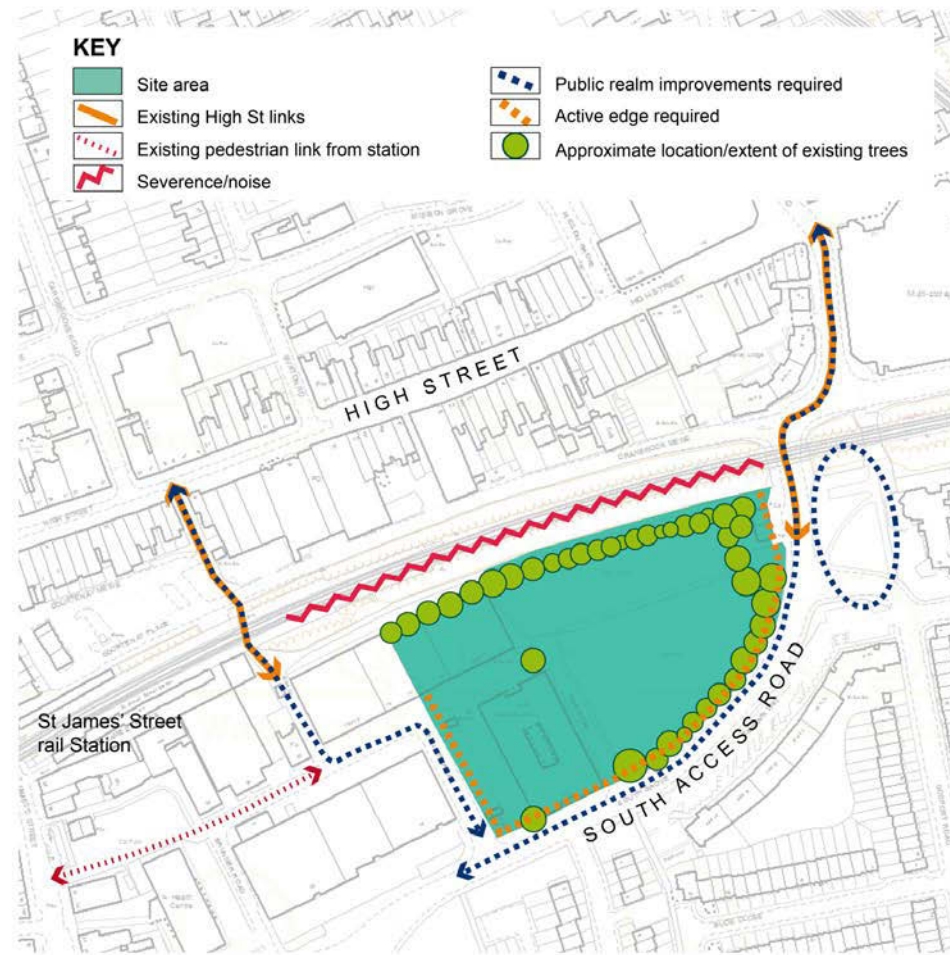
Highway capacity frequently reaches a maximum on Markhouse Road on weekday mornings and along Willow Walk on Saturdays, so traffic management, including deliveries to the retail units and management of both customer and residential car movement is seen as a challenge to the development of the site. A Transport Assessment, Travel Plan, Delivery and Servicing Plan and a parking management strategy will therefore be required with any application. The Council will seek improvements to town centre routes and junctions, particularly Willow Walk and Selborne Road junction.

Existing Trees

There are a number of trees just outside the site that are worthy of retention (the London Planes along South Grove and the trees on the railway line to the back of the site). Proposals should seek to retain these trees and provide a methodology for any changes within the Root Protection Area.

Opportunity Site 15

South Grove



31 Policy WTCOS16 - Brunner Road Industrial Units



Site Area - 1.43 Ha

Current Use - Industrial use and vacant public house

Planning History

2010 – Approval for the erection of a first floor extension to 85 Brunner Road

2005 – Refusal for a telephone mast on 80 South Grove

2004 – Approval to install a 2-storey rear extension and lift for 80 South Grove

2002 – Refusal to install a wood waste extraction unit for 74-75 Brunner Road and approval to erect a first floor front extension to form two self contained office units on 86 Brunner Road.

Context

This site is bounded the Chingford to Liverpool Street railway line to the north, the St James' Street car park and health centre sites to the west and the South Grove site to the east. The site is very close to St James' Street station.

PTAL - The site has a PTAL of 4

Proposed Use - A mixed use development including, commercial, social infrastructure and residential uses (including live/work).

Commercial Floorspace: 2,000 - 4,000 sq.m net

Social Infrastructure Floorspace: 500 - 1,000 sq.m net

Number of Homes: 50 - 200

Site Issues and Opportunities

Co-ordinated Approach

The site is in a number of ownerships with a significant number of units owned by the Council, and the remainder privately owned. The Council will seek a comprehensive approach to development of this site. Proposals should seek to bring all individual sites/units forward together for redevelopment. Furthermore, the development of this site should be co-ordinated with development proposals for South Grove (site reference 16).

Compatible Uses

The Council are keen to see a mixed use development on the site. Given the existing uses and nature of this site, commercial uses are considered to be acceptable. However, proposals will need to demonstrate that the type and arrangement of these uses are compatible. In particular it will need to demonstrate that proposed employment uses function harmoniously with proposed residential.

Access

This site lies to the south of the Chingford to Liverpool Street railway and edges one of the break-through points into Courtney Place. This route provides access to St James' Street Station and the High Street and is therefore a popular pedestrian link. It also provides a route for children walking to Mission Grove Primary School from the residential areas to the south of the site. Whilst this is a popular

route for pedestrians they are required to travel through the working industrial area which has large vehicle movements, and some sections of the route feel unsafe and un-overlooked. Proposals should seek to improve this link both in terms of safety and quality of experience. This route should also be made more obvious, either by achieving a visual connection by making it more direct or by introducing wayfinding measures.

Activity

Levels of natural surveillance from buildings overlooking the public realm are low in many areas throughout the site. Proposals for this site should show a good interaction between building edges and public realm and seek to improve levels of natural surveillance.

Building Heights

Whilst this site is within a largely 2-3 storey area, it is adjacent to a number of development sites. Given the context and anticipated increased heights of neighbouring developments, building heights of 5-7 storeys would be appropriate for this site with the taller element towards the railway line edge.

Trees

There are a number of significant trees along the railway line edge of the site and along the South Grove edge. Proposals should retain these trees and provide a methodology for their protection during construction. Any new buildings should also be set sufficiently far away to allow for future growth, take account of leaf litter and enable sufficient light to enter the building.

Opportunity Site 16 Brunner Road Industrial Units



32 Policy WTCOS17 - St James Street Car Park



Site Area - 0.21 Ha

Current Use - Vacant car park

Planning History

2008 – Approval to erect buildings to provide temporary health centre.

2006 – Approval to construct a home zone road on part of existing car park to link Brunner Road to St James Street.

2004 – Approval to erect modular buildings to provide temporary accommodation for St. James Street Health Centre for two year period.

Context

This small island site is immediately adjacent to St James' Street station. Queens Road station is a little under 10 minutes walk away and Walthamstow underground/overground/bus stations are just over 10 minutes walk. The site lies within the centre and has good access to shops and other town centre facilities.

PTAL - The site has a PTAL of 3/4

Proposed Land Use - Residential led mixed use including social infrastructure.

Number of Homes: 25 - 50

Retail/Restaurant/Social Infrastructure Floorspace: 200 - 500 sq.m net

Site Issues and Opportunities

Intensification

The existing site is under-utilised. Development of this site would provide an opportunity to intensify uses.

Building Heights

Existing building heights in the area are 1-3 storeys and the site is adjacent to other development sites. Given the context and anticipated increased heights of neighbouring developments, building heights of 3-5 storeys would be appropriate for this site.

Activity

The site is a small island plot surrounded by publicly accessible routes. Any development proposals should bring activity, particularly at ground floor, to the edge of public routes. Proposals should seek to bring active building edges that bring natural surveillance onto the public realm. Social Infrastructure use should be located in the ground floor with residential on the upper floors.

Home Zone

St James' Path runs along the south of the site and provides an open, direct link between St James' Street and Brunner Road. A second route, also connecting St James' Street to Brunner Road runs along the north and eastern edges of the site. This route is not

direct or well overlooked. Therefore, for reasons of community safety, proposals should consider stopping-up this route thereby closing it to the general public, whilst still enabling existing access for units to the rear of St James' Street (see plan below).

Servicing and delivery

The may be a challenge and should be considered at an early stage.

Nature of Residential Density and Amenity Space

The site is within a central location adjacent to St James' Street station. The council would therefore like to see optimised residential densities. Provision of private amenity space is anticipated to be a challenge due to the small island nature of the site and therefore the emphasis of amenity space provision should be on quality and usability.

Trees

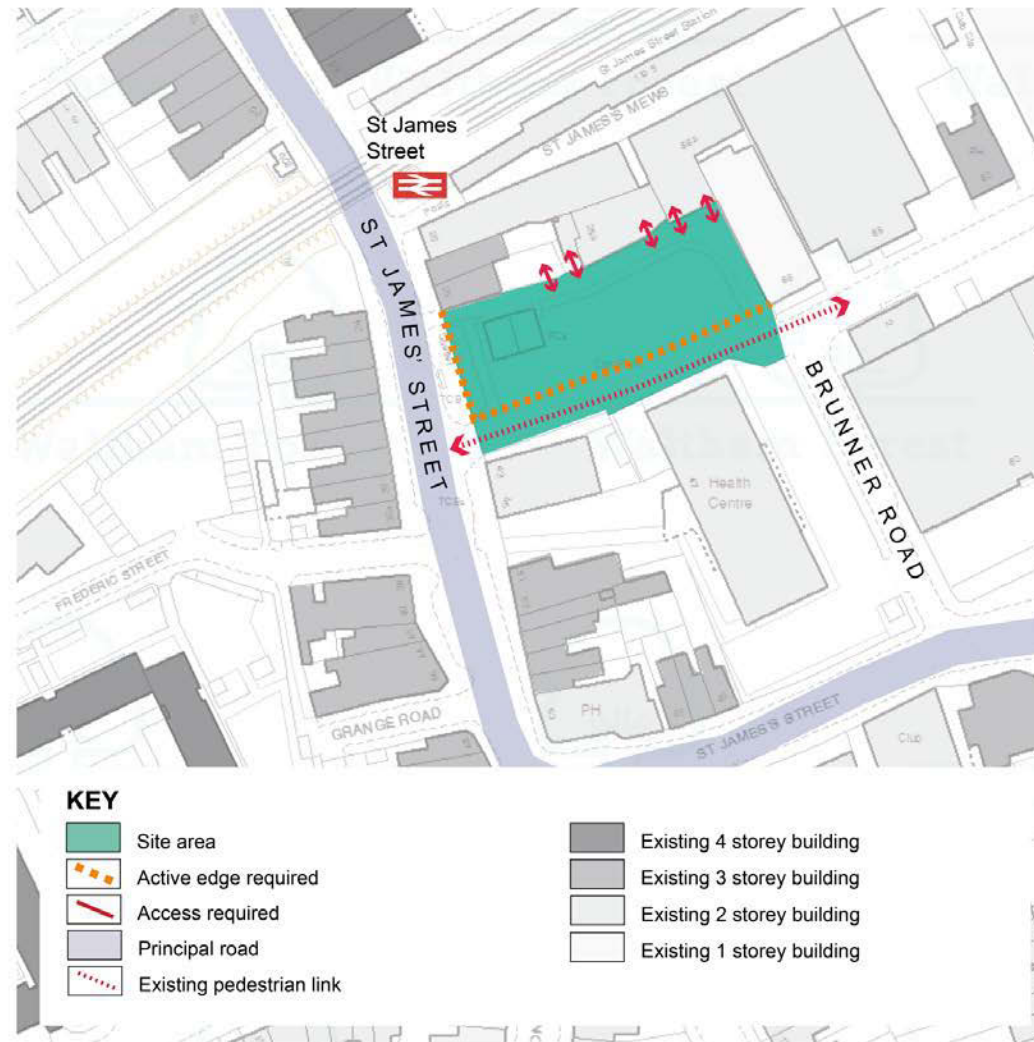
There are two trees at the St James' Street edge of the site that offer significant amenity value. However as they are contained in a raised planter they will need their size controlled, and therefore may be removed providing they are re-provided with significant suitable trees.

Home Zone

Proposals aim to support the development of a 'Home Zone' on the link between St James Street and Brunner Road. This site should also consider its relationship in design terms with the St James St Health Centre (WTC18) which is to further support its development.

Site 19

St James' Street car park



33 Policy WTCOS18 - St Jame Street Health Centre



Site Area - 0.21 Ha

Current Use - Health Centre

Planning History

2010 – Two applications were considered and withdrawn. The first was an outline application for the construction of 2 blocks (4 to 8 storeys) comprising retail at ground floor level and 45 self contained flats above. The second is for the construction of 4 to 8 storey building to form (1-4 storey) health centre and 19 self contained flats on upper floors.

2003 – Approval to renew previous planning permission and continue the use of a temporary portakabin for a further two years

Context

This site lies on a corner plot on the junction of St James' Street and Brunner Road. The northern extent edges the footpath between St James' Street and Brunner Road and the south edges the rear properties on St James Street. It is within easy access to shops and other facilities and is very close to St James' Street station.

PTAL - The site has a PTAL of 4

Proposed Land Use - Social infrastructure (health) led mixed use including residential

Number of Homes: 30 - 50

Health Floorspace: 500 - 1,500 sq.m net

Site Issues and Opportunities

Intensification

The existing site is under-utilised. Development of this site would provide an opportunity to intensify uses.

Health Provision

The level of health provision, in terms of floorspace, included in as part of any redevelopment proposals should be at least the same or more than is currently provided.

Activity

The existing Health Centre is a rectangular-shaped building set behind a car park that flows around two of its edges. This car park disconnects the building from the public realm at St James' Street and Brunner Road. Development of this site should seek to achieve a better interface between the site and the public realm and bring activity and natural surveillance.

Building Heights

Whilst this site is within a largely 3 storey context, it is adjacent to other development sites. Given the context and anticipated increased heights of neighbouring developments, building heights of 4-6 storeys would be appropriate for this site subject to a high quality of design.

Servicing and Access

Traffic becomes congested along the St James' Street edge of the site at peak times and therefore any servicing should be made from Brunner Road. This road may need to be widened to enable service vehicle movements.

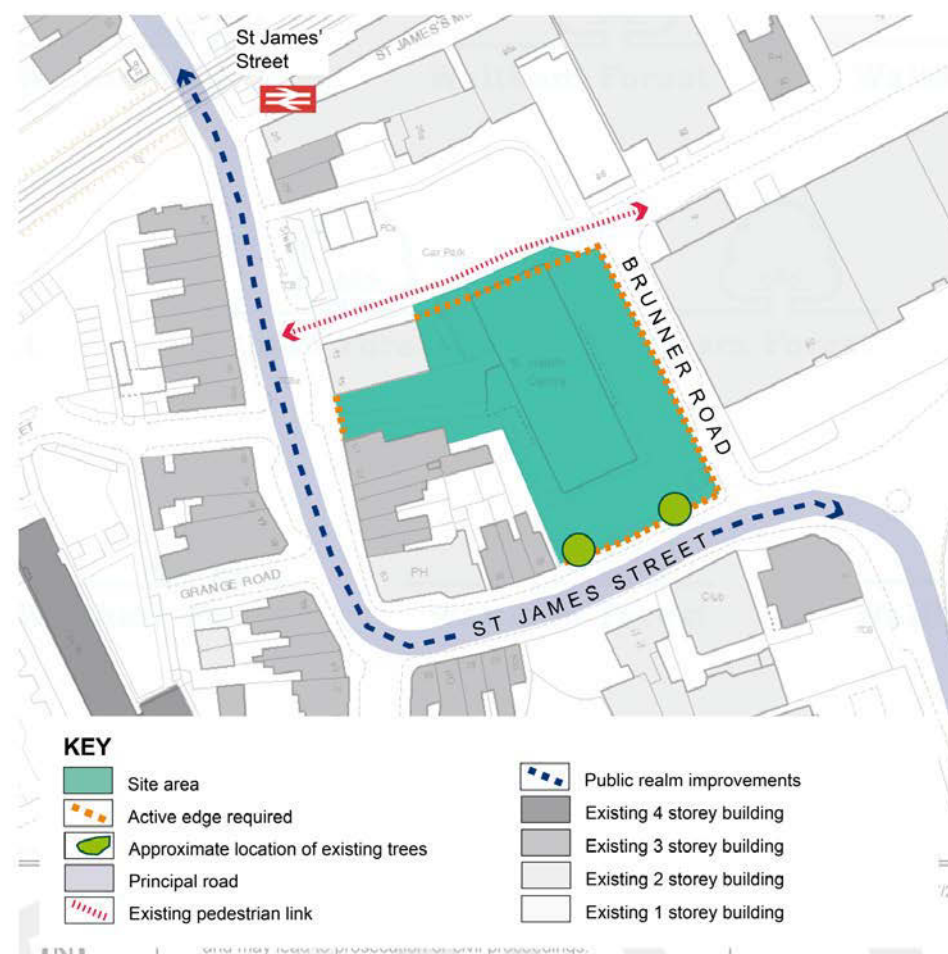
Trees

There are two trees on site adjacent to St James' Street. Proposals should seek to retain these trees and provide a methodology for their protection during construction. Any new buildings should also be set sufficiently far away to allow for future growth, take account of leaf litter and enable sufficient light to enter the building.

Home Zone

Proposals aim to support the development of a 'Home Zone' on the link between St James Street and Brunner Road. This site should link in terms of design relationship with St James St Car Park Site (WTC17) to further support its development.

Opportunity Site 18 St James Street Health Centre



Implementation and Monitoring

35 Implementation

Planning Obligations and Community Infrastructure Levy

35.1 To ensure regeneration in Walthamstow secures major benefits for both existing and new communities, developments will be expected to contribute to the wider objectives of the area through planning obligations.

35.2 Areas where it is reasonable to request funding towards include:

- Affordable housing;
- Sustainable transport;
- Education and childcare;
- Employment and training;
- Health facilities;
- Recreational open space;
- Environmental improvements;
- Community facilities;
- Climate change;
- Community safety.
- Highways
- Wayfinding
- Additional bus capacity

- Replacement of bus standing/stops

Historic Environment

35.3 In addition, developments in the area will need to contribute to the Mayoral CIL; which is being used to fund Crossrail. This equates to £20 per m2 of development for all proposals that include at least 100m2 gross internal floorspace, or at least 1 dwelling. The charge is non negotiable and will therefore be considered in setting an appropriate charge for a local CIL that does not unduly burden developers and undermine viability.

35.4 Over the lifetime of the AAP, other forms of funding will be available to supplement any developer contributions. Where appropriate we will work with partners to secure such funding in order to maximise gains for the community. This will be particularly important where infrastructure projects align with other organisations priorities.

35.5 The successful regeneration of Walthamstow is subject to the delivery of a range of important infrastructure projects. Improvements to the Hoe Street gyratory system, pedestrian and cycle access from Queens Road Station and the provision of new and improved education and health facilities are key priorities, the full infrastructure requirements needed to support the level of growth proposed are set out in the infrastructure delivery plan below. It should be noted that target timescales are indicative only.

Infrastructure Plan

35.6 A major element of the Delivery Programme is the Infrastructure Plan. To help to ensure that infrastructure is provided to support the Borough's growth, we commissioned the Waltham Forest Strategic Infrastructure Plan to provide information on infrastructure needs and provision in the borough. The study had three main objectives:

identifying the infrastructure needs of Waltham Forest (including Walthamstow Town Centre) to 2026;

establishing the relative importance and priorities of infrastructure needs;

producing a strategic infrastructure plan, which sets out how infrastructure should be provided, by whom and with indicative costs.

35.7 The Study's findings have helped to identify the transport, social and physical infrastructure required to enable delivery of the AAP. It should be noted that while this list is detailed, it is not exhaustive of all infrastructure likely to be needed in the AAP. Other items may be required, as appropriate, in response to new development in the borough or windfall sites.

35.8 Timing and phasing will depend on a variety of factors, including the availability of funding and the timing of major investment.

35.9 In some cases, confirmation of funding for infrastructure is limited to the first five years, as during this period the we are able to be more certain about the levels of development coming forward and necessary infrastructure. Nevertheless, it is important to identify medium to long term infrastructure priorities even where funding has not yet been confirmed. We have worked with key partners to inform the Infrastructure Delivery Plan, as a means of ensuring that the plan will be delivered in a joined-up way.

35.10 Where a development generates the need for new or upgraded infrastructure, on- or off- site, either to support the development or mitigate its effects, we will expect contributions towards provision to meet this need. Necessary infrastructure may include facilities for walking, cycling and public transport, and community facilities, such as schools and other educational establishments, health facilities, places of worship and open spaces.

35.11 We will continue to engage with infrastructure providers, utilities providers, delivery partners and other relevant organisations to ensure that necessary infrastructure is planned and delivered to support growth.

Strategic Objective	Policy Reference	Action	Phasing	Lead, Partner	Funding Source	Cost
	Town Centre Neighbourhood					
SO4	CS2, DM2, WTC2	Delivery of up to 2,000 new homes within the centre.	Throughout	Developer, LBWF, Housing Associations, GLA	N/A	N/A
SO4	CS2, WTC2	Higher Density Development near 'transport hubs'.	Throughout	Developer, LBWF, Housing Associations	N/A	N/A
SO4	CS2, DM3, WTC2	Promotion of Shared Ownership housing within the centre.	Throughout	Developer, LBWF, Housing Associations, GLA	N/A	N/A
SO4	CS2, DM3, WTC2	Rent levels 'significantly lower than market rent levels'.	Throughout	Developer, LBWF, Housing Associations, GLA	N/A	N/A

Strategic Objective	Policy Reference	Action	Phasing	Lead, Partner	Funding Source	Cost
SO4	CS2, DM5, WTC2	Promotion of 'family housing' within the centre.	Throughout	Developer, LBWF, Housing Associations, GLA	N/A	N/A
SO4	CS2, DM6, WTC2	Encourage housing above shops.	Throughout	Developer, LBWF, Housing Associations	N/A	N/A
High Quality Shopping, Business and Visitor Centre						
SO1, SO2	CS14, DM25, DM26, WTC3	Delivery of approximately 24,000 sq.m of additional retail floorspace.	Throughout	Developer, LBWF, Retailers	N/A	N/A
SO3	CS14, DM25, DM26, WTC3	Delivery of approximately 7,000 sq.m of additional leisure and entertainment floorspace.	Throughout	Developer, LBWF, Leisure and Entertainment providers.	N/A	N/A
SO1, SO2	CS14, DM25, DM26, WTC3	Consolidate the Primary and Secondary shopping frontages.	Throughout	Developer, LBWF, Retailers	N/A	N/A
SO1, SO2	CS14, DM26, WTC3	Delivery of 'larger' retail units at the eastern end of the High Street.	Short/Medium	Developer, LBWF	Developer	N/A
SO1, SO2	CS14, DM26, WTC3	Delivery of an 'anchor store' at South Grove.	Short	Developer, LBWF	Developer	N/A

Strategic Objective	Policy Reference	Action	Phasing	Lead, Partner	Funding Source	Cost
SO1, SO2	CS14, DM26, WTC3	Extension(s) to Selborne Walk Shopping Centre.	Short/Medium/Long	Developer, LBWF, Mall Corporation	Developer/Mall Corporation	N/A
SO1, SO2, SO3	CS14, WTC3	Adopted Masterplan outlining the future development of the Selborne Walk Shopping Centre.	Short/Medium	Developer, LBWF, Mall Corporation	Developer/Mall Corporation	N/A
SO1, SO2	CS14, WTC3	Vacant shop scheme.	Throughout	LBWF, Appropriating Organisation, Leaseholders.	LBWF, Leaseholders.	L
SO1, SO2, SO3	CS14, CS11, WTC3	Promotion, support and enhancement of Walthamstow Market.	Throughout	LBWF, Market Traders	LBWF	L
SO1, SO2	CS14, CS11, WTC3	Implementation of New Market branding in cones at top and bottom of High Street.	Short	LBWF, Market Traders	LBWF	L
SO1, SO2	CS14, DM25, DM26, WTC3	Improving quality and choice of the retail offer with the centre.	Throughout	LBWF, Market Traders, Retailers	N/A	N/A
SO1, SO2	CS14, WTC3	Partnership working with developers to ensure provision of small footprint retail and commercial units for independent businesses.	Short/Medium	LBWF, Developers, North London Business	Developer contributions/CIL	L
SO3	CS14, CS11, DM26,	Establishment of a 'Leisure and Entertainment Hub' at the eastern end of the High Street.	Short/Medium	LBWF, Developers, Landowners, Leisure and Entertainment Operators	LBWF	L

Strategic Objective	Policy Reference	Action	Phasing	Lead, Partner	Funding Source	Cost
	DM23, WTC4					
SO1, SO2, SO3	CS14, CS11, DM22, WTC4	Establishment of a 'St James Street Quarter' at the western end of the High Street.	Short/Medium	LBWF, Shop Owners/Landowners/Leaseholders, Developers, Market Traders	LBWF	L
SO1, SO2, SO3	CS14, DM22, WTC4	Restriction of the size of retail units within the 'St James Street Quarter'.	Throughout	LBWF, Shop Owners/Landowners/Leaseholders, Developers.	N/A	N/A
SO1, SO2, SO3	CS14, DM27, WTC4	Promotion of a 'more than locally significant' evening economy.	Throughout	LBWF, Shop Owners/Landowners/Leaseholders, Developers.	LBWF, Developers	L
SO3	CS14, DM22, DM26, WTC4	Establishment of a regional leisure and entertainment visitor destination.	Short/Medium	Developer, LBWF	Developer, LBWF	N/A
SO3	CS14, CS16, WTC4	Continue the implementation of the Cumulative Impact Policy.	Throughout	LBWF	N/A	N/A
SO1, SO2	CS14, WTC4	Servicing improvement, particularly at Selborne Road, Courtney Mews/Mission Grove and Hoe Street.	Medium/Long	LBWF, Developer	LBWF, Developer, TFL	M
SO1, SO2, SO3	CS13, DM23, WTC4	Resist new Hot Food Takeaways, Betting Shops and Estate Agents within the centre.	Throughout	LBWF	N/A	N/A

Strategic Objective	Policy Reference	Action	Phasing	Lead, Partner	Funding Source	Cost
SO1, SO2, SO3	CS14, CS11, WTC4	Specialised markets and community events staged within the centre.	Throughout	LBWF, Market Traders	N/A	N/A
SO1, SO2, SO3	CS11, DM22, WTC4	Support tourism development within the centre.	Short/Medium /Long	LBWF, Tourism operators	N/A	N/A
SO9	CS8, DM19, DM22, WTC5	Delivery of approximately 10,000 sq.m of new employment floorspace.	Throughout	Developers, LBWF	N/A	N/A
SO9	CS8, DM19, WTC5	Protection of existing employment commercial areas.	Throughout	LBWF	N/A	N/A
SO9	CS8, WTC5	Support/development of creative and cultural industry in Walthamstow.	Throughout	LBWF	Developer contributions/CIL	L
SO9	CS10, DM21, WTC5	Inclusion of 'Local Labour Agreement' in new employment generating uses.	Throughout	Developers, LBWF	N/A	N/A
SO9	CS14, WTC5	Implementation of a 'Business Improvement District'	Short, Medium	Local Businesses, LBWF, North London Business.	N/A	L
Movement and Accessibility						
SO5, SO6, SO7	CS7, DM14, WTC6	Implementation of a TfL 'Major Scheme' on Hoe Street.	Short/Medium	LBWF/TfL	TfL, Developer contributions/CIL	M

Strategic Objective	Policy Reference	Action	Phasing	Lead, Partner	Funding Source	Cost
SO5, SO6	CS7, DM14, WTC6	Simplification/rationalisation of the gyratory system on Hoe Street.	Short/Medium	LBWF/TfL	TfL, Developer contributions/CIL	H
SO5, SO6	CS7, DM14, WTC6	Simplification/Rationalisation of entrance/exit to the bus station.	Medium/Long	LBWF/TfL	TfL, Developer contributions/CIL	H
SO6	CS7, DM14, WTC6	Strengthening of rail bridge on Hoe Street.	Medium	LBWF/Network Rail	Network Rail	H
SO6, SO7	CS7, DM14, WTC6	Improvements to pedestrian crossings	Short/ Medium	LBWF/TfL	TfL, Developer contributions/CIL	L
SO6, SO7	CS7, DM14, WTC6	Establish the pedestrian and cycle 'link' from Queens Road Station and Walthamstow Central Station.	Short	LBWF/Network Rail	External Funding/Developer contributions/CIL	M
SO6, SO7	CS7, DM14, WTC6	Creation of walkway/extension of platform to improve the linkages between Queens Road Station and High Street.	Long	Network Rail/LBWF	External Funding/Developer contributions/CIL	L
SO5, SO7	CS7, DM15, WTC6	Implementation of traffic calming measures including 20 mph speed limit zone in town town centre.	Short/Medium	LBWF/TfL	Developer contributions/CIL	L
SO6, SO7	CS7, DM14, WTC6	Environmental and accessibility improvements to Walthamstow Central.	Short/Medium	LBWF/TfL/Network Rail	Developer contributions/CIL	M

Strategic Objective	Policy Reference	Action	Phasing	Lead, Partner	Funding Source	Cost
SO6, SO7	CS7, DM14, WTC6	Environmental and accessibility improvements to Queens Road Station.	Short/Medium	LBWF/Network Rail	Developer contributions/CIL	M
SO6, SO7	CS7, DM14, WTC7	Implementation of new and improved cyclist route on Hoe Street, Selborne Road and High Street.	Medium	LBWF/TfL	Developer contributions/CIL	L
SO6, SO7	CS7, DM14, WTC7	Improved cycle and pedestrian links to Walthamstow Village and Walthamstow Wetlands.	Short/Medium	LBWF/TfL	Developer contributions/CIL	L
SO6	CS7, DM16, WTC7	Incorporation of electric car parking in new development.	Throughout	LBWF/TfL/Developers	Developer contributions	L
SO6	CS7, DM16, WTC8	Car Free Development.	Throughout	LBWF/TfL/Developers	N/A	N/A
SO6	CS7, DM16, WTC8	Car club parking scheme.	Throughout	LBWF/Car Club Operator	Developer contributions/CIL	L
SO6	CS7, DM16, WTC8	Cycle Parking	Throughout	LBWF/TfL	Developer contributions/CIL	L
	Design and Place Making					

Strategic Objective	Policy Reference	Action	Phasing	Lead, Partner	Funding Source	Cost
SO7, SO8	C S 1 5 , D M 1 4 , D M 3 0 , W T C 9 , WTC6	Creating, improving and reinforcing convenient and safe pedestrian and cycle routes, particularly north/south.	Short/Medium/ Long	LBWF/TfL/Developers	D e v e l o p e r contributions/CIL	L
SO7, SO8	C S 1 5 , D M 1 4 , D M 3 0 , W T C 9 , WTC6	Improving existing and creating new cycle and pedestrian links from South Grove to the High Street and St James Street station.	Short, Medium	LBWF/Developers/TfL	D e v e l o p e r contributions/CIL	L
SO7, SO8	C S 1 5 , D M 2 9 , D M 3 0 , W T C 9 , WTC6	Improvement to 'key' arrival points, particularly at Walthamstow Station, St James Street Station and Hoe Street.	Short/Medium	LBWF/TfL/Network Rail	D e v e l o p e r contributions/CIL	L
SO7, SO8	C S 1 5 , C S 1 4 , D M 2 9 , WTC9	Grant funding for improvements to shop appearance along key retail routes	Short/Medium	LBWF	External Funding, D e v e l o p e r contributions/CIL	L
SO7, SO8	C S 1 5 , C S 1 4 , D M 2 9 , WTC9	Article 4 Direction on properties within 'Shop Front Character Areas'.	Short	LBWF	LBWF	L
SO7, SO8	C S 1 5 , C S 5 , D M 1 3 ,	Improvements to Town Square and Gardens.	Short/Medium	LBWF/Mall Corporation	D e v e l o p e r contributions/CIL	M

Strategic Objective	Policy Reference	Action	Phasing	Lead, Partner	Funding Source	Cost
	D M 2 9 , D M 3 0 , WTC9					
SO7, SO8	C S 1 5 , WTC9	Develop and implement a new public space strategy.	Medium	LBWF	LBWF	L
SO7, SO8	C S 1 5 , WTC9	Develop a management regime encompassing cleaning, maintenance, partnership working, promotion and activities.	Medium	LBWF	LBWF	L
SO7, SO8	C S 1 5 , D M 2 9 , W T C 1 0 , WTC6	Improve connections and permeability of Selborne Walk Shopping centre with the centre.	Short/Medium/ Long	LBWF/Mall Corporation/ Developer	N/A	N/A
SO7, SO8	C S 1 5 , D M 2 9 , WTC10	Reactivate 'dead' frontages, particularly along Selborne Road and High Street.	Short/Medium/ Long	LBWF/Mall Corporation/ Developer	N/A	N/A
SO7, SO8	C S 1 5 , D M 2 9 , D M 3 0 , WTC10	Improve way-finding (including 'Legible London' and art inspired wayfinding to William Morris) in the centre	Short/Medium	LBWF/TFL	D e v e l o p e r contributions/CIL	L
SO7, SO8	C S 1 5 , D M 3 0 , W T C 1 0 , WTC6	Public realm/crossing and junction improvements/de -cluttering of High Street/Hoe Street pedestrian junction.	Short/Medium	LBWF/TFL	D e v e l o p e r contributions/CIL	M

Strategic Objective	Policy Reference	Action	Phasing	Lead, Partner	Funding Source	Cost
SO7, SO8	C S 1 5 , D M 3 0 , W T C 1 0 , WTC6	Public realm/crossing/junction improvements/de-cluttering of Hoe Street/Selborne Walk pedestrian junction.	Short/Medium	LBWF/TFL	Developer contributions/CIL	M
SO7, SO8	C S 1 5 , D M 3 0 , W T C 1 0 , WTC6	Public realm/crossing and junction Improvements/de-cluttering of High Street/Hoe Street pedestrian junction.	Short/Medium	LBWF/TFL	Developer contributions/CIL	M
SO7, SO8	C S 1 5 , D M 3 0 , W T C 1 0 , WTC6	Rolling programme of art interventions on blank facades throughout the town centre	Short	LBWF	LBWF	L
SO7, SO8	C S 1 5 , W T C 1 0 , WTC6	Tree planting.	Short	LBWF	LBWF	L
SO7, SO8	C S 1 5 , W T C 1 0 , WTC6	Lighting in trees, potentially of buildings or feature lighting.	Short	LBWF	LBWF	L
SO7, SO8	C S 1 2 , D M 2 8 , WTC10	Conserve and enhance the centre's historic environment and heritage assets.	Medium	LBWF	Developer contributions/CIL	L
SO7, SO8	C S 1 4 , C S 1 6 , D M 3 3 , WTC10	Improved town centre crime prevention and safety measures.	Short	LBWF	Developer contributions/CIL	L

Strategic Objective	Policy Reference	Action	Phasing	Lead, Partner	Funding Source	Cost
SO7, SO8	C S 1 5 , D M 7 WTC10	Provision of play facilities in areas of public realm, particularly in areas of deficiency.	Short/Medium	LBWF	D e v e l o p e r contributions/CIL	M
SO7, SO8	C S 1 5 , WTC10	Improved street furniture and facilities for older persons (benches etc).	Short/Medium	LBWF	D e v e l o p e r contributions/CIL	L
SO7, SO8	C S 1 5 , WTC10	Implement Public Art improvements - potential installations of permanent art works.	Medium/Long	LBWF/Developer Contributions	LBWF, Developer contributions/CIL	M
SO7, SO8	C S 1 5 , CS14,CS16, WTC10	Graffiti removal programme.	Short/Medium	LBWF	D e v e l o p e r contributions/CIL	L
SO7, SO8	C S 1 6 , WTC10	Facilitate 'Pubwatch' (or similar community based approach to mitigating and managing the impacts of the leisure and evening economy).	Short/Medium	LBWF	D e v e l o p e r contributions/CIL	L
SO7, SO8	C S 1 4 , C S 1 5 , WTC11	Designate 'Shop Front Character Areas' within the centre.	Short	LBWF	N/A	N/A
SO7, SO8	C S 1 4 , C S 1 5 , WTC11	New Shopfronts in line with Shop from guidance.	Throughout	LBWF	External funding, D e v e l o p e r contributions/CIL	M
SO7, SO8	C S 1 4 , C S 1 5 , WTC11	Seek funding for enhancement and preservation of Conservation areas	Short/Medium	LBWF/English Heritage	LBWF/Funding Source	L
	A Sustainable Centre					

Strategic Objective	Policy Reference	Action	Phasing	Lead, Partner	Funding Source	Cost
SO10	C S 4 , D M 1 1 , WTC12	Delivery of approximately 6,000 sq.m of additional social infrastructure floorspace.	Throughout	Developer, LBWF	N/A	N/A
SO10	C S 4 , D M 1 1 , WTC12	Feasibility/technical study on creation of energy centre	Short	LBWF/Parsons & Brinckerhoff	LBWF	L
SO10	C S 4 , D M 1 1 , WTC12	Implementation of energy centre on site(s) with the AAP area	Medium/Long	LBWF	Developer contributions/CIL	M
SO10	C S 3 , D M 1 7 , WTC12	School Extension - Mission Grove	Medium	LBWF	LBWF	M
SO10	C S 3 , D M 1 7 , WTC13	Provision of multi-ethnic community hall for older people.	Short/Medium	LBWF	Developer contributions/CIL	M
SO10	C S 3 , D M 1 7 , WTC13	Provision of youth play facilities in areas of public realm.	Short/Medium	LBWF	Developer contributions/CIL	M
SO10	C S 3 , D M 1 7 , WTC13	Provision of youth social facilities (community hall, social club).	Short/Medium	LBWF	Developer contributions/CIL	M
S O 8 , SO10	C S 7 , D M 1 4 , WTC14	Improved signage and pedestrian and cycle links to Walthamstow Wetlands.	Medium	LBWF	Developer contributions/CIL	L

Strategic Objective	Policy Reference	Action	Phasing	Lead, Partner	Funding Source	Cost
	L = Low Cost M = Medium Cost H = High Cost / Short = 1 - 5 year Medium = 5 - 10 years Long = 10 - 15 years					

35.12 This section outlines how the AAP will be delivered over the lifetime of the plan. It is recognised that the proposals in this AAP will only bring about the regeneration of the town centre if they are deliverable and achievable. The floorspace figures are gross.

Site Number	Site Name	Units	Retail (A1) Floorspace	Restaurant /Café (A3) Floorspace	Drinking Establishment (A4) Floorspace	Leisure & Entertainment (D2) (including cultural) Floorspace	Commercial (B1) Floorspace	Social Infrastructure Floorspace	Phase/ Timescale
1	Snooker Hall	25	0	0	0	0	0	800	Medium
2	Factory, Tower Hamlets Road	15	0	0	0	0	800	0	Medium
3	Former Petrol Station	30	0	0	0	0	0	800	Medium
4	Tax Office on Corner of Church Hill and Hoe Street	30	0	0	0	0	3,000	0	Medium
5	EMD Cinema	0	0	500	500	4,000	0	0	Short
6	HSBC Site	20	0	0	0	800	0	0	Medium

Site Number	Site Name	Units	Retail (A1) Floorspace	Restaurant /Café (A3) Floorspace	Drinking Establishment (A4) Floorspace	Leisure & Entertainment (D2) (including cultural) Floorspace	Commercial (B1) Floorspace	Social Infrastructure Floorspace	Phase/ Timescale
7	Arcade Site	150	1,000	1,000		2,000	0	0	Short
8	Town Square and Gardens	0	0	0	0	0	0	0	Short
9	Selborne Walk Shopping Centre	600	10,000	0	0	0	0	0	Short /Medium/ Long
10	Station Car Park	150	0	0	0	0	0	0	Short
11	Sainsbury's Supermarket	50	4,000	0	0	0	0	500	Medium
12	Osborne Mews	15	0	0	0	0	0	0	Medium
13	Buxton Road Bingo Hall and Car Park	80	0	0	0	0	2,000	2,000	Short
14	8no. Buxton Road	0	0	0	0	0	0	1,000	Medium
15	South Grove	250	7,000	0	0	0	0	0	Short

Site Number	Site Name	Units	Retail (A1) Floorspace	Restaurant /Café (A3) Floorspace	Drinking Establishment (A4) Floorspace	Leisure & Entertainment (D2) (including cultural) Floorspace	Commercial (B1) Floorspace	Social Infrastructure Floorspace	Phase/ Timescale
16	Brunner Road Industrial Units	200	2,000	0	0	0	4,000	1,000	Short/ Medium/ Long
18	St James Street Car Park	50	100	300	0	0	0	100	Short
19	St James Street Health Centre	50	0	0	0	0	0	1,200	Short
TOTAL		1,715	24,100	1,800	500	6,800	9,800	7,400	
Short = 1 - 5 year Medium = 5 - 10 years Long = 10 - 15 years									

Supporting Strategies

35.13 We recognise the important role of the public sector in the delivery of the AAP. Rationalisation of public sector assets to maximise their effective and efficient use is expected to continue over the coming years. This will include the disposal of assets for alternative uses or co-location for efficient use of land. The role of the private and voluntary sectors will be important through direct investment in land and buildings and developer contributions towards infrastructure delivery.

35.14 Delivery agencies and key partners also have a role to play in the delivery of the AAP. There are a large number of programmes which are ongoing in their delivery and are expected to operate over the plan period, particularly in the provision of housing, infrastructure and services in the centre.

35.15 The delivery of the proposals in the AAP will be supported by a number of complementary strategies and the Core Strategy has sought to identify where existing programmes can be incorporated with future plans. The implementation section under each policy describes how each of the individual policies will be implemented. Other key plans and strategies complementing the implementation of the AAP are as follows:

- Borough Investment Plan
 - Housing Strategy
 - Housing Renewal Programme
 - Affordable Rents Programme
 - Affordable Homes Framework
 - Local Authority New Build and Direct Development
 - HMO licensing
 - Empty Properties Strategy
 - Homelessness Strategy
 - Supporting People Strategy
 - Community Cohesion Strategy
 - Health Inequalities Strategy
 - Culture Strategy
 - Open Space Strategy
 - Walthamstow Wetlands Project
 - Climate Change Strategy

- Sustainable Community Strategy

Supplementary Planning Documents

Development Management Development Plan Document

Regeneration Programme

Working with Partners

35.16 The strategic objectives and policies of this AAP will be delivered through coordinated working with a wide range of partner organisations, including the public, private and third sector. Such organisations include Government agencies, Greater London Authority/Delivery Arms, Olympic Delivery Agency, the public transport providers, the NHS Primary Care Trust, the water, electricity, gas and telecommunications industries and the development industry. It is also envisaged that significant investment would come from the private sector, through house-building companies, developers, retailers and business companies. By strengthening existing partnerships and developing new partnerships, the strategic objectives of the AAP will be delivered through a joined-up approach.

Planning Application Process

35.17 We have a primary role for enabling and determining the suitability of development proposals. It will exercise this responsibility proactively to ensure the delivery of the AAP. It will seek to ensure that schemes that come forward are legally, technically and practically feasible in the short, medium and long term before they are approved. Through pre-application discussions, we will ensure that developers are fully aware of the objectives and expectations. We will ensure that planning applications are submitted with adequate and appropriate information to make informed decisions before the application is accepted. Furthermore, it will ensure strict compliance of all necessary standards when planning applications are determined.

35.18 We will resist any proposed development that will prejudice the future development of the town centre.

36 Monitoring

36.1 Following a Plan -Monitor -Manage approach, the Council will have an effective monitoring framework in place to measure the effectiveness and delivery of the Walthamstow Town Centre Area Action Plan. This will include identifying any unintended and unforeseen consequences. We will identify any objectives, policies and targets that are not being met/delivered and will recommend action to rectify the situation. We will publish this work in an Annual Monitoring Report (AMR) on the Council's website every year for public scrutiny.

36.2 Recent changes to the requirements for monitoring under the Localism Act have further allowed local authorities to shape how they use this valuable tool. It is a matter for each council to decide what to include in their monitoring reports while ensuring that they are prepared in accordance with relevant UK and EU legislation. Councils are now responsible for their own performance management and are accountable to the public.

36.3 Statutorily, under Section 35 of the Planning and Compulsory Purchase Act 2004, each year the Council must produce an Annual Monitoring Report to assess the implementation of the Local Plan and the extent to which policies in Local Development Documents are being achieved. Under Regulation 34 of the Town and Country Planning (Local Planning)(England) Regulations 2012, the AMR must contain the following:

- The title and timetable of the local plans or supplementary planning documents in Waltham Forest's Local Development Scheme
- The stage of plan preparation, reasons for any plan preparation behind the timetable, a statement of adoption/approval of any plans
- Identifying any unimplemented policies with reasons in a statement and steps to take to secure implementation of the unimplemented policies
- Annual numbers regarding net additional dwellings or net additional affordable housing;
- Details of neighbourhood development orders and neighbourhood plans
- Information on the Community Infrastructure Levy under Regulation 62 of the Community Infrastructure Levy Regulations 2010
- Details of any joint action taken with other local planning authorities
- Providing any up-to-date information for monitoring purposes.

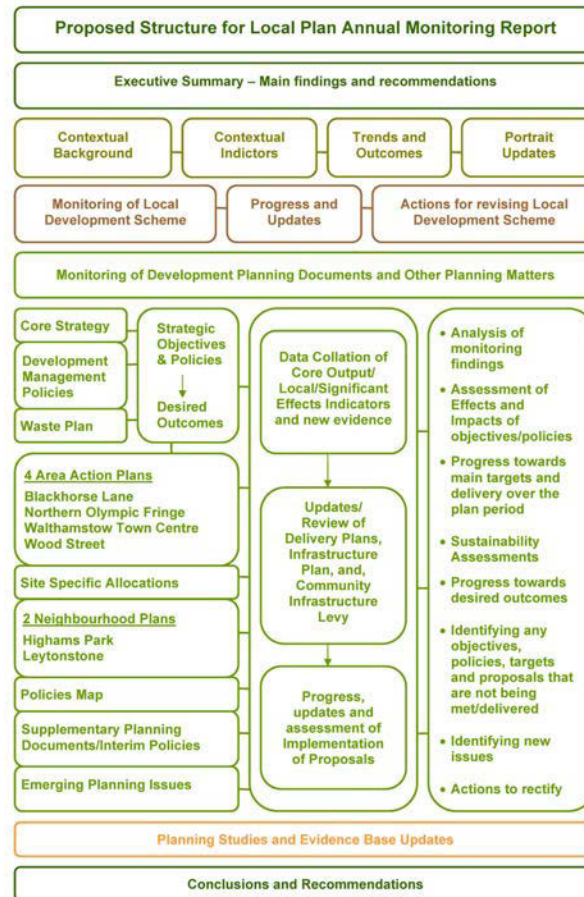
36.4 While the Annual Monitoring Report is the principal tool for monitoring all Development Plan Documents, strategies and policies are also informed or monitored by other management/monitoring tools such as the Borough's performance systems and various studies and surveys.

36.5 Where necessary, new indicators will be created and obsolete ones will be deleted to meet changing circumstances. Reasons for changes include:

- unmeasurable indicators due to lack of data;
- different indicators suggested by consultation responses;
- changes to national policies, the Sustainable Community Strategy and Council's priorities;
- indicators no longer in the Council's performance dashboards;
- better targets and indicators suggested by new studies/sustainability appraisals.

36.6 The diagram below outlines the proposed structure for our AMR.

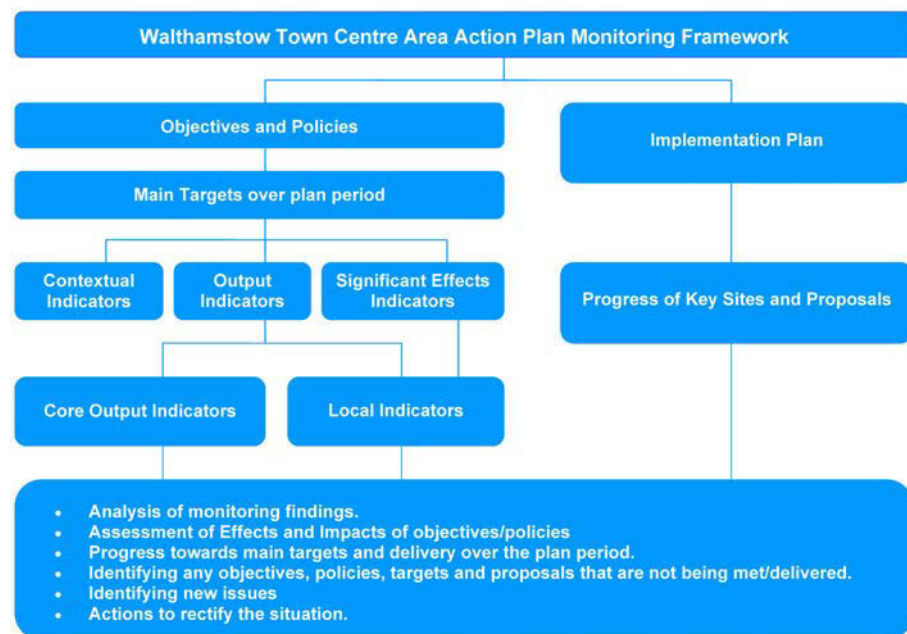
AMR Structure



36.7 The AMR will assess the effectiveness and delivery of the Walthamstow Town Centre Area Action Plan. Monitoring will generally take the form of annually reviewing the policies and their effectiveness through the chosen indicators and targets. Appendices 1 and 2 for monitoring key opportunity sites and WTC policies respectively set out the monitoring indicators and main targets against the objectives and policies. The

diagram below outlines the relationship between objectives, policies, targets and indicators. Each WTC policy further contains a number of policy measures to attain main targets over the plan period. WTC policies in this plan will be monitored alongside the Core Strategy and Development Management Policies.

Picture 36.1 WTC Monitoring Framework



36.8 The Implementation Plan regarding intervention and engagement at Appendix 4 will be updated and published in the AMR with analysis. Main issues will be identified for actions, if necessary. This process will enable the Council to ensure the timely delivery of the projects. The implementation of the projects relies on the additional benefits gained from the inter-relationships with other plans, policies and programmes created and delivered by various public, private and third sector partners. We will work with partners to deliver the projects.

36.9 Monitoring work is resource intensive and time-consuming as it involves desk-top analysis and survey work. The Council will manage the resources available in the most effective way.

Objective	Policy	Aim/Target	Indicator
SO1) Promoting Walthamstow's unique retail offer by building on its historic market, high proportion of independent retailers, the large percentage of young population, and cultural diversity of the local community.	W T C 1 , W T C 3 , WTC4.	<p>Development of approximately 24,000 Sq.m of net retail floorspace within the town centre.</p> <p>Development of approximately 7,000 sq.m of net leisure and entertainment floorspace within the AAP area.</p> <p>Increase in the amount of restaurant and café use within the centre.</p> <p>-</p> <p>Larger retail units (400 sq.m and above) in the Eastern End of the High Street.</p> <p>No increase in the number of A5 units or A2 units to be permitted.</p> <p>No more than 30% of non retail uses with the primary shopping frontage.</p> <p>No more than 50% of retail uses within the secondary shopping frontage.</p>	<p>L17 - Uses/vacancy level in designated centres.</p> <p>L18 - Vacancy levels in designated frontages.</p> <p>Percentage of retail/non retail uses in designated centres.</p> <p>Town centre health checks - footfall/visitor satisfaction surveys.</p> <p>No. of sites/town centre schemes implemented.</p> <p>Local Indicator - Number of retail units over net 500 sq.m.</p> <p>L14 – development over 1000m2 in town centres.</p> <p>L17 – uses/ vacancy level in designated centres.</p>

Objective	Policy	Aim/Target	Indicator
		<p>No more than 5% of A5 uses within designated frontages.</p> <p>Delivery of an 'anchor store' on South Grove Site.</p> <p>Increased town centre performance/visitor satisfaction.</p>	
SO2) Improving the quality of Walthamstow's retail offer by seeking to improve the range and quality of goods sold within the centre.	WTC1, WTC3, WTC4.	<p>Development of approximately 24,000 Sq.m of net retail floorspace within the Major centre.</p> <p>Larger retail units (400 sq.m and above) in the Eastern End of the High Street.</p> <p>Delivery of an 'anchor store' on South Grove Site.</p> <p>No more than 10% vacancy rate within the centre.</p> <p>Provision of community events/specialised markets each year.</p> <p>Improving the quality of the retail offer within the centre.</p> <p>Increased percentage of new 'high end' retail, leisure, entertainment.</p>	<p>L17 - Uses/vacancy level in designated centres.</p> <p>L18 - Vacancy levels in designated frontages.</p> <p>Percentage of retail/non retail uses in designated centres.</p> <p>Town centre health checks - footfall/visitor satisfaction surveys.</p> <p>No. of sites/town centre schemes implemented.</p> <p>L14 – development over 1000m2 in town centres.</p> <p>L17 – uses/ vacancy level in designated centres.</p> <p>Local Indicator - Number of retail units over net 500 sq.m.</p> <p>Local Indicator - The number of community events/specialised markets per year.</p> <p>Local Indicator - Monitor the amount of local spend on retail, leisure and entertainment.</p>

Objective	Policy	Aim/Target	Indicator
		Increasing 'spend' within the centre. Increasing visitors the the centre.	
SO3) Creating a vibrant, attractive and competitive town centre by encouraging a wide mix of uses including new retail, leisure, tourism, community and promoting the night-time economy to ensure the centre is a place to shop, work, spend leisure time and live.	WTC1, WTC3, WTC4, WTC5.	Development of approximately 7,000 sq.m of net leisure and entertainment floorspace within the AAP area. Increase in the amount of restaurant and café use within the centre. Development of approximately 6,000 sq.m of net social infrastructure floorspace within the AAP area. Establishment of the 'Leisure and Entertainment Hub'. Establishment of the 'Cultural Quarter'. Delivery of a Leisure and Entertainment venue on the EMD Cinema site. Delivery of an a multiplex cinema on the Arcade Site.	Percentage of retail/non retail uses in designated centres. Town centre health checks - footfall/visitor satisfaction surveys. No. of sites/town centre schemes implemented. L14 – development over 1000m2 in town centres. Local Indicator - Number of retail units over net 500 sq.m. Local Indicator - new leisure floorspace within the centre. Local Indicator - new restaurant and café use within the centre. Local Indicator - social infrastructure floorspace within the centre. Local Indicator - The number of licenced premises within the centre. Local Indicator - Registered food Premises within the centre.

Objective	Policy	Aim/Target	Indicator
		Increasing visitors the the centre. Increase in night-time economy uses in town centres.	
SO4) Creating and establishing a sustainable neighbourhood by providing a range of quality new homes in terms of tenure, size and affordability to meet the housing needs of the local community.	WTC1, WTC2.	Up to 2,000 new homes to be built with the AAP area. Growth in mixed use residential development in the town centre. Higher density developments are concentrated near transport hubs. All new build to be built to lifetime home standards. Improved results of Building for life assessments undertaken for schemes of 10 units or above Identified buildings of merit are retained and incorporated into development. All new housing to meet CABE "Building for Life" criteria.	H1 – plan period and housing targets. H3 – new dwellings built on previously developed land. L8 – housing density. H6 – housing quality – buildings for Life. L10 – housing development by unit type. L15 - New residential development in town centres within 30mins of public transport. L2 - Housing built as part of mixed use development. L9 (i) & (ii) – affordable housing by type and tenure. L32 – Submission of design statements. H6 - Housing quality - building for life assessments. L12 - Dwelling conversions. Local indicator – number of buildings of merit retained and incorporated into new development.

Objective	Policy	Aim/Target	Indicator
SO5) Improving the quality and frequency of the existing transport network and promoting transport improvements.	WTC1, WTC6, WTC7, WTC8, WTC10.	Proportion of walking increased to 34% in 2013/14 and to 37% by 2025/26. Proportion of travel by cycling increased to 2 % by 2014 and 6% by 2021. All housing developments car free. Implementation of key transport improvements. Improving cycle and pedestrian links.	L23 – car free development. L24 – parking standards for residential and non-residential uses. L25 – S106/CIL to improve walking/cycling/transport improvements. L44 – cycle parking (Planning Standards). Local indicator – the proportion of travel made by walking. Local indicator – the proportion of travel made by cycling. Local indicators - Delivery of transport improvements within the centre.
SO6) Creating a more sustainable centre by encouraging sustainable forms of transport such as walking and cycling, incorporating the highest levels of sustainable design in new development and establishing a decentralised energy network(s) within the centre.	WTC1, WTC7, WTC12,WTC14.	Reduction in CO2 emissions. Increase in recycling. Reduction in areas deficient in access to nature. Reduction in areas deficient in access to open space. Reduction in areas deficient in access to children's play space. Increase in number of installed district heating systems.	Reduction in per capita CO2 emissions of 80% by 2050 against a 2005 baseline with interim targets of 9%, 14% and 40% from local actions by 2012, 2015 and 2025. Carbon dioxide emissions from ground based transport per year reduced from 164 kilo tonnes per year in 2008 to 96.82 Kilo tonnes CO2 emissions by 2026. LIP Core Target 1a: Walking mode share. LIP Core Target 1b: Cycling Mode Share. E1 – Planning applications for development on areas of flood risk; number refused, number permitted.

Objective	Policy	Aim/Target	Indicator
		<p>No negative changes in areas of biodiversity importance.</p> <p>Improved public access to Walthamstow Wetlands.</p>	<p>E2 – change in areas of biodiversity importance.</p> <p>E3 – renewable energy generation (Walthamstow).</p> <p>L41 – renewable source in new developments (Walthamstow).</p> <p>L37 – No. of recycling centre(Walthamstow).</p> <p>Local indicator – Visitor numbers to Walthamstow Wetlands.</p> <p>Local indicator – Number of district heating schemes installed.</p> <p>Local Indicator - Level of S106/CIL spent on public realm/highways improvements etc</p>
SO7) Creating a high quality accessible and inclusive environment, especially in the evenings in order to further encourage the development of the night-time economy within the centre.	WTC1, WTC 4, WTC9, WTC10.	<p>Creation and improvement to cycle and pedestrian routes.</p> <p>Reduction in total crime within the centre.</p> <p>Reduction in the level of anti-social behaviour within the centre.</p> <p>Decrease in fear of crime levels.</p> <p>Improving connectivity and accessibility.</p>	<p>NI15 - Serious and violent crime</p> <p>NI16 - Serious acquisitive crime rate.</p> <p>NI20 - Assault with injury crime.</p> <p>Local Indicator - % of residents who claim fear of crime has a significant impact on their quality of life.</p> <p>Local indicator – the proportion of travel made by walking.</p> <p>Local indicator – the proportion of travel made by cycling.</p> <p>Local indicator – Provision for children and young people (e.g. playgrounds).</p>

Objective	Policy	Aim/Target	Indicator
		Increasing visitors the the centre. Increase in night-time economy uses in town centres.	Local Indicator - Level of S106/CIL spent on public realm/highways improvements etc
SO8) Creating an attractive and distinctive centre with high quality design of buildings, public spaces and conserving and enhancing the centre's historic environment.	WTC1, WTC9, WTC10, WTC11.	Increase in the number of schemes nominated for design awards. Implementation of visual improvement to the appearance of shops along key retail routes. Implementation of public realm improvement schemes. Restoration of the EMD Cinema.	NI195 - Improved street and environment cleanliness. Local Indicator - Level of S106/CIL spent on public realm/highways improvements etc Local Indicator - No loss of designated conservation areas. Local Indicator - Heritage at risk character. Local Indicator - Number of new listing of building of historic importance within the centre. Local Indicator - Number of schemes submitted/nominated for and/or awarded a design award. Local Indicator - Local area characterisation reviews. Local Indicator - Number of shop front improvements. Local Indicator - Number of public improvement schemes. Local indicator - Access to nature. Local indicator - Access to open space.

Objective	Policy	Aim/Target	Indicator
SO9) Diversifying and balancing the centres economy in order to create additional jobs, increase training opportunities, provide additional office space to support local business and encouraging the development of emerging sectors such as hi-tech, research and development, and creative industries.	WTC1, WTC5.	<p>Provision of 3,800 Sq.m of quality new B1 employment space.</p> <p>No loss of employment floor space within the centre.</p> <p>Increase in businesses registered in the area.</p> <p>Implementation of BID.</p> <p>Reduction in unemployment</p> <p>Growth in new jobs in the centre</p> <p>The employment rate in the centre to be at least on par with the average of Greater London.</p> <p>An increase in the percentage of residents employed in the centre.</p> <p>Reduction in percentage of residents claiming out of work benefits.</p> <p>Greater parity between the comparative employment and skills levels.</p> <p>Increase of residents enrolled in the skills and training programmes.</p>	<p>BD1 – new employment floorspace.</p> <p>BD2 – new employment floorspace on Previously developed Land.</p> <p>BD3 – Employment land available by type.</p> <p>L1 – Loss of employment land.</p> <p>L2 – Employment land lost to residential use.</p> <p>L3 – Unemployment figures.</p> <p>NI151 - Overall Employment rate (working age).</p> <p>NI171 – New business registration rate.</p> <p>NI166 – Median earnings of employees in the area.</p> <p>NI166 – Median earnings of employees in the area (Walthamstow).</p> <p>NI151 – Overall Employment rate (working age).</p> <p>NI152 – Working age people claiming out of work benefits.</p> <p>NI153 – Working age people claiming out of work benefits in the worst performing neighbourhoods (Walthamstow).</p> <p>Local Indicator - Level of S106/CIL spent on local labour agreements/job training etc.</p>

Objective	Policy	Aim/Target	Indicator
		Growth in green industries, office sector and creative/ cultural industries.	
SO10) Supporting planned growth with the appropriate level of social infrastructure to meet the needs of the local community.	W T C 1 , WTC13.	<p>No loss of social infrastructure.</p> <p>Better access to services by public and active transport.</p> <p>Improve of health facilities.</p> <p>Improve education facilities.</p> <p>Increase in the amount of social infrastructure within the centre.</p>	<p>L20 – approvals for communities facilities(Walthamstow)</p> <p>.</p> <p>L22 – floorspace for health services (Walthamstow).</p> <p>NI9 - Use of public libraries (Walthamstow).</p> <p>NI175 - Access to services and facilities by public transport, walking and cycling (Walthamstow).</p> <p>NI3 - Civic participation in the local area (Walthamstow).</p> <p>NI88 - Number of Extended Schools (Walthamstow).</p> <p>Local Indicator - social infrastructure floorspace within the centre.</p> <p>Local Indicator - Level of S106/CIL spent on social infrastructure / improvements etc.</p>

Appendices

Appendix 1 - Evidence Base

Appendix 1 - Evidence Base

Evidence Base

Document	Produced by	Year
National Planning Policy Framework	CLG	2011
Our Place in London - Waltham Forest Sustainable Community Strategy	LB Waltham Forest	2008
Walthamstow Town Centre Submission Draft Sustainability Appraisal	Scott Wilson	2012
Walthamstow Town Centre Submission Draft Habitats Regulations Assessment	Scott Wilson	2012
Walthamstow Town Centre Submission Draft Equalities Impact Assessment	LB Waltham Forest	2012
London Plan	Mayor of London	2011
Waltham Forest Annual Monitoring Report 2011/2012	LB Waltham Forest	2012
Waltham Forest Strategy for Enterprise, Employment and Skills	LB Waltham Forest	2009
Waltham Forest Employment Land Study	URS	2009
Waltham Forest Local Economic Assessment	Navigant Consulting	2010
Strategic Regeneration Framework: An Olympic Legacy for the Host Boroughs	LB Greenwich, LB Hackney, LB Tower Hamlets, LB Newham and LB Waltham Forest	2009
Taking Our Place in London: Waltham Forest's Culture Strategy 2010-2030	LB Waltham Forest	2009
Local Area Tourism Impact Model	London Development Agency	2009

Document	Produced by	Year
The Good Practice Guide on Planning for Tourism	DCLG	2006
Annual Public Health Report	Waltham Forest Primary Care Trust	2009/10
Connecting with London's Nature: The Mayor's Biodiversity Strategy	Mayor of London	2002
Draft Waltham Forest Biodiversity Action Plan	LB Waltham Forest	2010
Draft Waltham Forest Open Space Strategy	LB Waltham Forest	2010
Does Money Grow on Trees	CABE	2005
Future Health: Sustainable Places for Health and Well-being	CABE	2009
London Plan Implementation Report: Improving Londoners' Access to Nature	GLA	2008
Waltham Forest Climate Change Strategy	Waltham Forest LSP	2008
Waltham Forest Safety Net Strategic Assessment	LB Waltham Forest	Oct 2009
Safer Places - The Planning System and Crime Prevention	DCLG	2004
Secured by Design	ACPO	2009
Waltham Forest Hot Food Take Away SPD	LB Waltham Forest	2009
Waltham Forest Urban Design SPD	LB Waltham Forest	2010
Waltham Forest Urban Design SPD	LB Waltham Forest	2010
Waltham Forest Strategic Infrastructure Plan: Social Infrastructure Needs Assessment	URS	2009
Waltham Forest Housing Strategy	LB Waltham Forest	2008

Document	Produced by	Year
Waltham Forest Affordable Housing Viability Study	Fordham Research	2009
Waltham Forest High Density Housing Study	Urban Initiatives	2009
Waltham Forest Housing Needs and Market Survey	ORS	2012
Waltham Forest Housing Land Availability Assessment	Entec	2008
Waltham Forest Retail and Leisure Study	Nathaniel Lichfield and Partners (NLP)	2009
Strategic Housing Land Availability Assessment	GLA	2009
Achieving the Building for Life Standard	CABE	2005
Waltham Forest Characterisation Study	Urban Practitioners	2009
Interim London Housing Design Guide	GLA	2010
London Housing Strategy	GLA	2010
East London Sub Region Strategic Housing Market Assessment	ORS	2009
Greater London Strategic Market Assessment	GLA	2008
Waltham Forest Strategic Market Assessment	ORS	2012
North London Strategic Flood Risk Assessment	Mouchel	2008
Waltham Forest Climate Change Evidence Base	Urban Practitioners and URS	2009
Waltham Forest Local Strategic Partnership Climate Change Strategy	Waltham Forest	2008
Waltham Forest Carbon Footprinting Report	Carbon Descent (formerly SEA Renue)	2007
Waltham Forest Energy Strategy	AEA Energy and Environment	2008

Document	Produced by	Year
North London Joint Waste Strategy 2004-2020	North London Waste Authority	2009
Mayor's Transport Strategy	Mayor of London	2010
North London - Developing a Sub-Regional Transport Plan – Interim report on Challenges and Opportunities	TfL	2010
Waltham Forest Cycle Action Plan	LB Waltham Forest	2006
Waltham Forest Local Implementation Plan (LIP) 2005/06- 2010/11	LB Waltham Forest	2005
Waltham Forest Strategic Infrastructure Plan - Transport Infrastructure Needs Assessment	URS	2009
Healthier Communities (Health Inequalities) Strategy, A Healthier, Fairer Waltham Forest	LB Waltham Forest	2010
Walthamstow Town Centre IPPF	LB Waltham Forest	2008
Walthamstow Masterplan	LB Waltham Forest & Princes Foundation	2007
Walthamstow Socio-Economic Study	Atkins	2007
Arcade and Town Square and Gardens Masterplan	MacCranor Lavington	2011
Waltham Forest Local Plan: Core Strategy	LB Waltham Forest	2012
Waltham Forest Local Plan: Development Management Policies DPD Submission Draft	LB Waltham Forest	2012
High Street Life	LB Waltham Forest	2011
Local Implementation Plan	LB Waltham Forest	2011

Document	Produced by	Year
Locum Report	Locum Consulting	2010
Masterplan consultation report Oct-Dec 2007 – Renaisi and LBWF (2007)	Renaisi	2007
Masterplan consultation report April-March 2007 – Renaisi and LBWF (2007)	Renaisi	2007
Report on the potential for the delivery of a cinema in Walthamstow	BPS Chartered Surveyors	2007
Leucha Road Conservation Area	LB Waltham Forest	2005
Former Granada Cinema	Colliers	2012
Local Plan Viability Assessment	BPS Chartered Surveyors	2013
Waltham Forest Tree Strategy	LB Waltham Forest	2010
Heat Mapping Study	Parsons Brinckerhoff,	2011
Climate Change Policy Viability Assessment	Arup	2011
Decentralised Pre-Feasibility Report	Parsons Brinckerhoff	2011
Housing Intensification in Seven South London Town Centres	Urban Studio and GVA Grimley	2009
Private Stock Conditions Survey	ORS	2011
Leucha Road Conservation Area Appraisal	LB Waltham Forest	2006
Waltham Forest Retail Frontage Review	LB Waltham Forest	2012
Annual Monitoring Report 2011/12	LB Waltham Forest	2012
Shaping Neighbourhoods: Play and Informal Recreation SPG,	GLA	2012

Document	Produced by	Year
Streetcar in Property Developments	Streetcar	2010
Draft London's Electric Vehicle Infrastructure Strategy	GLA	2010
Waltham Forest - Level 2 Strategic Flood Risk Assessment	Scott Wilson	2011
Waltham Forest Surface Water Management Plan	Capita Symonds	2012
The Sign of a Good Place to Live	Building For Life Partnership	2012
Guidance on Tall Buildings	English Heritage	2007
A Healthier, Fairer Waltham Forest	Waltham Forest NHS	2010
Joint Strategic Needs Assessment, Waltham Forest NHS, 2012	Waltham Forest NHS	2012
London Office Policy Review	GLA	2012
Portas Review	Mary Portas	2011
Consumer Expenditure and Comparison Goods Floorspace Need in London	GLA	2013
Outer London Commission report: Mayor's Actions for High Streets	GLA	2013
Waltham Forest Shopfront Design Guide	LB Waltham Forest	2013
The Relevance of Parking in the Success of Urban Centres	London Council's	2012
Drivers do not spend more, but they cost more: incentivising access to UK shopping centres by public transport and walking	The Means LLP	2009
Open for Business Empty Shops on London's High Streets	GLA	2013

Appendix 2 - Related Policy Reference

Appendix 2 - Related Policy Reference

Topic	London Plan (2011)	Core Strategy (2012)	Development Management Policies (2012)	Other Policy Documents/
Housing	3.3 - Increasing Housing Supply 3.4 - Optimising Housing Potential 3.5 - Quality and Design of Housing Developments 3.6 - Children and Young People's Play and Informal Recreation Facilities 3.7 - Large Residential Developments 3.8 - Housing Choice 3.9 - Mixed and Balanced Communities 3.10 - Definition of Affordable Housing 3.11 - Affordable Housing Targets	CS1 - Location and Management of Growth CS2 - Improving Housing Quality and Choice	DM1 - Mixed Use Development DM2 - Meeting Housing Targets DM3 - Affordable Housing Provision DM4 - Residential Extensions and Alterations DM5 - Housing Mix DM6 - Housing Conversions DM7 - Amenity and Internal Space DM8 - Housing Quality and Accessibility DM10 - Specialised Housing	Urban Design SPD Alteration and Extensions SPD Inclusive Design SPD

Topic	London Plan (2011)	Core Strategy (2012)	Development Management Policies (2012)	Other Policy Documents/
	3.12 - Negotiating Affordable Housing On Individual Private Residential and Mixed Use Schemes 3.14 - Existing Housing 3.15 - Co-Ordination of Housing Development and Investment			
S o c i a l Infrastructure	3.2 - Improving Health and Addressing Health Inequalities 3.16 - Protection and Enhancement of Social Infrastructure 3.17 - Health and Social Care Facilities 3.18 - Educational Facilities 3.19 - Sports Facilities 8.2 - Planning Obligations 8.3 - Community Infrastructure Levy	CS3 -Providing Infrastructure CS9 - Promoting Better Education	DM18 - Social and Physical Infrastructure DM37 - Working with Partnership and Infrastructure	

Topic	London Plan (2011)	Core Strategy (2012)	Development Management Policies (2012)	Other Policy Documents/
Employment	2.7 - Outer London: Economy 2.8 - Outer London: Transport 4.1 - Developing London's Economy 4.2 - Offices 4.3 - Mixed Use Development and Offices 4.4 - Managing Industrial land and Premises 4.10 - New and Emerging Economic Sectors 4.11 - Encouraging a Connected Economy 4.12 - Improving Opportunities For All	CS8 - Making Efficient Use of Employment Land CS10 - Creating More Jobs and Reducing Worklessness	DM20 - Borough Employment Areas DM21 - Non-Designated Employment Areas DM22 - Improving Job Access and Training	
Retail	2.15 - Town Centres 4.7 - Retail and Town Centre Development 4.8 - Supporting a Successful and Diverse Retail Sector	CS14 - Attractive and Vibrant Town Centres	DM26 - Managing Changes of Use in Town Centre DM27 - New Retail, Office and Leisure Development DM28 - Night-Time Economy	

Topic	London Plan (2011)	Core Strategy (2012)	Development Management Policies (2012)	Other Policy Documents/
	4.9 - Small Shops			
Tourism	4.5 - London's Visitor Infrastructure	CS11 - Tourism Development and Visitor Attractions	DM23 - Tourism Development and Visitor Attractions	
Arts, Culture, Sport and Entertainment	4.6 - Support for and Enhancement of Arts, Culture, Sports and Entertainment Provision	CS13 - Promoting Health and Wellbeing	DM24 - Health and Wellbeing	
Transport	6.1 - Strategic Approach 6.3 - Assessing Effects of Development on Transport Capacity 6.7 - Better Streets and Surfaces 6.9 - Cycling 6.10 - Walking 6.11 - Smoothing Traffic Flow and Tackling Congestion 6.12 - Road Network Capacity 6.13 - Parking	CS7 - Developing Sustainable Transport	DM14 - Co-ordinating Land Use and Transport DM15 - Sustainable Transport Network DM16 - Managing Private Motorised Transport DM17 - Parking	

Topic	London Plan (2011)	Core Strategy (2012)	Development Management Policies (2012)	Other Policy Documents/
Urban Design	<p>7.1 - Building London's Neighbourhoods and Communities</p> <p>7.2 - An Inclusive Environment</p> <p>7.3 - Designing Out Crime</p> <p>7.4 - Local Character</p> <p>7.5 - Public Realm</p> <p>7.6 - Architecture</p> <p>7.7 - Location and Design of Tall and Large Buildings</p> <p>7.8 - Heritage Assets and Archaeology</p> <p>7.9 - Heritage Led Regeneration</p>	<p>CS12 - Protecting and Enhancing Heritage Assets</p> <p>CS15 - Well Designed Buildings, Places and Spaces</p> <p>CS16 - Making Waltham Forest Safer</p>	<p>DM29 - Heritage Assets</p> <p>DM30 - Design Principles, Standards and Local Distinctiveness</p> <p>DM31 - Inclusive Environment and Built Environment</p> <p>DM32 - Tall Buildings</p> <p>DM33 - Managing Impact of Development on Occupiers and Neighbours</p> <p>DM34 - Improving Community Safety</p>	Shop front guidance
Green Space	<p>7.18 - Protecting Local Open Space and Addressing Local Deficiency</p> <p>7.19 - Biodiversity and Access</p>	<p>CS5 - Enhancing Green Infrastructure and Biodiversity</p>	<p>DM13 - Open Space, Sports and Recreation</p> <p>DM36 - Biodiversity</p>	

Topic	London Plan (2011)	Core Strategy (2012)	Development Management Policies (2012)	Other Policy Documents/
Climate Change Environment	5.1 - Climate Change Mitigation 5.2 - Minimising Carbon Dioxide 5.3 - Sustainable Design and Construction 5.4 - Retrofitting 5.5 - Decentralised Energy Networks 5.6 - Decentralised Energy In Development Proposals 5.7 - Renewable Energy 5.8 - Innovative Energy Technologies 5.9 - Overheating and Cooling 5.10 - Urban Greening 5.11 - Green Roofs and Development Site Environs 5.12 - Flood Risk Management	CS4 - Minimising and Adapting to Climate Change	DM12 - Decentralised and Renewable Energy DM25 - Environmental Protection	

Topic	London Plan (2011)	Core Strategy (2012)	Development Management Policies (2012)	Other Policy Documents/
	5.13 - Sustainable Drainage 5.14 - Water Quality and Wastewater Infrastructure 5.15 - Water Use and Supplies 5.16 - Waste Self-Sufficiency 5.17 - Waste Capacity			

Appendix 3 - Policies Map Changes

Appendix 3 - Policies Map Changes

Land Properties Included	Existing Designation	New Designation
Selborne Walk	Primary Shopping Frontage	Shopping Precinct
7 - 17 High Street, 19 - 37 High Street, 39 - 65 High Street, 67- 87 High Street, 91 - 107 High Street. 2 - 32 High Street, 34 - 54 High Street, 58 - 96 High Street.	Secondary Shopping Frontage	St James Street Quarter
186 a & b - 210 Hoe Street and 261-267 High Street	Secondary Shopping Frontage	Leisure and Entertainment Hub
All identified Opportunity Sites will be included on the Policies Map	N/A	New Site Allocations

Appendix 4 - Discounted Sites

Appendix 4 - Discounted Sites

Site	Proposed Use	Reason for discounting
Juniper House, Hoe Street	Commercial led mixed use	No formal planning designation. The site is currently used as Council Offices and is fully operational. Its current use is considered to be of more benefit/value than its redevelopment potential, bring significant regeneration benefits to the area and was therefore discounted. Redevelopment is not considered appropriate at the time of AAP preparation.
Longfield House, Netley Road	Housing led Mixed Use	No formal planning designation. The site is operating as sheltered housing, providing essential social infrastructure near the town centre. Its current use is considered to be of more benefit/value than its redevelopment potential and was therefore discounted. Redevelopment is not considered appropriate at the time of AAP preparation.

Site	Proposed Use	Reason for discounting
Post Office, Sorting Office, Church Hill	Housing led Mixed Use	No formal planning designation. The site is a fully operational sorting office and essential to the Post Office's operation in East London. Redevelopment is not considered appropriate at the time of AAP preparation.
Palmerstone Road Car Park, Palmerstone Road	Housing	No formal planning designation. The site is a Council owned car park. The site does have development potential, but it is located outside of the AAP boundary and thus discounted. The site will be considered though the Site Specific Allocations document.
Mission Grove Car Park, Mission Grove	Housing led Mixed Use	No formal planning designation. Council owned car park. The car park is fully operational and is well used. It is considered to be essential to parking provision in the part of the High Street. Redevelopment is not considered appropriate at the time of AAP preparation.

Glossary

Glossary

Glossary

Glossary

Disclaimer: *The Glossary is neither a statement of law nor an interpretation of the law, and is only an introductory guide to planning issues. It should not be used as a source for statutory definitions or interpreted as legal advice.*

Active frontage - A frontage that can engage the general public, for example, a shop's public display area.

Accessibility - the ability of people to move round an area and to reach places and facilities, including pensioners and disabled people, those with young children and those encumbered with luggage or shopping.

Adoption - Development Plan Documents and the Statement of Community Involvement are described as being adopted when they have been through an independent examination. When they are adopted by the Waltham Forest Council they come into force. Supplementary Planning Documents are adopted by Waltham Forest Council but do not have to go through independent examination first.

Affordable housing - Housing provided at a cost considered affordable in relation to incomes that are average or below average, or in relation to the price of general market housing. Social rented housing includes housing rented from the Council and or registered social landlords (RSL). The rents on these properties are significantly lower than market housing rents. Intermediate housing aims to bridge the gap between social rented housing and market housing. Intermediate housing costs more than social rented housing but should still cost much lower than market housing. Affordable rent is housing provided at up to 80% of the market value.

Annual Monitoring Report - a report submitted to the government by local planning authorities or regional planning bodies assessing progress with and the effectiveness of a Local Development Framework.

Appropriating Organisation - An intermediary organisation to negotiate between a potential (start up) business and existing leaseholder of a property (vacant shop).

Archaeological Priority Zone – Areas of identified archaeological interest within the borough.

Area Action Plan (AAP) - A Development Plan Document that will be used to provide a planning framework for areas where changes are envisaged. Forms part of the Council's Local Plan.

Arms Length Management Organisations (ALMO) - non profit making organisation set up by a local authority primarily to manage and improve all or part of their housing stock. The Council's ALMO is Ascham Homes.

Artisan workshops – Business space for use by skilled manual workers or craftspeople.

Biodiversity - the diversity of life on Earth which includes plants, animals, micro-organisms and bacteria.

Biodiversity Action Plan (BAP) - a strategy prepared for a local area aimed at conserving and enhancing biological diversity.

Borough Employment Area (BEA)- land meriting protection for employment generating uses.

BREEAM– the standard for assessing the sustainability and environmental performance of buildings.

Brownfield Land/Sites- previously developed land/sites which are or were occupied by a permanent structure, including the curtilage of the developed land and any associated fixed surface infrastructure. May also be referred to as previously developed land.

Building for life - The national standard for well designed homes and neighbourhoods. Schemes are judged against 20 criteria.

Building Schools for the Future (BSF) - The previous Government's investment programme in secondary school buildings.

Business Improvement District (BID)- defined area within which businesses pay an additional tax or fee in order to fund improvements within the district's boundaries.

Car clubs - clubs where a number of people share a pool car(s) for rent or otherwise for personal use.

Car-free housing - car-free development means no parking provision will be allowed on site and the occupier will have no ability to obtain car parking permits, except for parking needed to meet the needs of disabled people. Car-free housing can help to reduce traffic congestion and associated pollution from new developments.

Cumulative Impact Policy - Under the Licensing Act 2003, Licensing Authorities have the power to introduce a cumulative impact policy where there is evidence showing that a significant number of licensed premises concentrated in one area has led to an increase in; Crime and disorder, Public nuisance or to both.

Climate Change – regional or global-scale changes in historical climate patterns arising from natural and/or man-made causes that produce an increasing mean global surface temperature.

Code for Sustainable Homes (CfSH) - Code for Sustainable Homes is a national standard to guide the design and construction of sustainable homes. The Code gives a sustainability rating to development which ranges from 1(*) to 6(*****). The higher the rating the more sustainable a home is. The assessment includes efficiency in energy, water, waste, materials, ecology and surface water run-off.

Combined Heat and Power (CHP)– the combined production of heat (usually in the form of steam) and power (usually in the form of electricity). The heat can be used as hot water to serve a district-heating scheme.

Community Infrastructure Levy (CIL)- the CIL regulations enable local authorities to apply a charge on new developments in their areas to finance the provision of infrastructure.

Connectivity - The ability to make and maintain a connection between two or more places.

Conservation Area - an area of special architectural or historic interest where it is desirable to preserve or enhance the character or appearance.

Controlled Parking Zones (CPZ) - areas in which on-street parking is managed, usually through a permit system, typically where demands for limited space from residents, commuters, shoppers and others are in conflict.

Core Strategy - a key Development Plan Document which sets out a long term spatial vision for Waltham Forest through strategic policies.

Creative Industries - industries which have their origin in individual creativity, skill and talent and which have a potential for wealth and job creation through the generation and exploitation of intellectual property.

Decentralised Energy Network - A system for using heat generated in a centralised location to meet nearby residential and commercial heating requirements.

Density (Housing) - The number of dwelling units or the residential population of a given geographic area.

Designing out crime – Concept of using the design and layout of buildings to minimise opportunistic criminal activity.

Developer contribution - Also known as planning obligations (see definition below).

Development Management Policies DPD – A set of criteria-based policies in accordance with the Core Strategy, against which planning applications for the development and use of land and buildings will be considered. Also known as Site Development Policies.

Development Plan - at a local level the Development Plan encapsulates Waltham Forest Council's planning policies for the future development of Waltham Forest and forms the basis for decisions on planning applications.

Development Plan Documents - Documents which form part of the Local Plan. These include the core strategy, site-specific allocations of land and, where needed, area action plans. There will also be an adopted proposals map which illustrates the spatial extent of policies. Once adopted, development control decisions must be made in accordance with them unless material considerations indicate otherwise.

District heating system - A system for using heat generated in a centralised location to meet nearby residential and commercial heating requirements.

Energy Efficiency - making the best or most efficient use of energy in order to achieve a given output of goods or services, and of comfort and convenience. This does not necessitate the use of less energy, in which respect it differs from the concept of energy conservation.

Energy Hierarchy - a framework guiding UK energy policy as follows: Use Energy Efficiently (by turning off lights and appliances after use); Use Renewable Energy (wherever possible); Supply Remaining Energy efficiently (by using decentralised technology such as CHP systems). Following this hierarchy meets energy demand in the most efficient way and also reduces emissions of carbon dioxide (CO2).

Environment Agency (EA) – an environmental regulatory authority formed in 1996, combining the functions of the former National Rivers Authority, Waste Regulation Authorities and Her Majesty's Inspectorate of Pollution.

Evidence Base - a collective term for technical studies and background research that provides information on key aspects of social, economic and environmental characteristics of the Borough. This enables the preparation of a sound LDF meeting the objectives of sustainable development.

Equalities Impact Assessment - An EqIA is process which aims to prevent discrimination against people who are categorised as being disadvantaged or vulnerable within society.

Examination in Public – presided over by a Planning Inspector or a Panel of Inspectors appointed by the Secretary of State; this can consist of hearing sessions, or consideration of written representations to consider whether the policies and proposals of the local planning authority's Development Plan Documents are sound.

Fascia (Shop) - the flat surface above a shop window.

Gateway - Area that serves as an entrance or a means of access

Greater London Authority (GLA) – the GLA is the strategic citywide government for London. It is made up of a directly elected Mayor (the Mayor of London) and a separately elected Assembly (the London Assembly).

Greenfield Land or Sites - land or sites that have not been previously developed.

Green Infrastructure - is a strategically planned and delivered network of high quality green spaces and other environmental features.

Growth Areas- areas of the borough that will be the primary focus of new development and regeneration.

Habitat Regulations Assessment (HRA)– an assessment undertaken for plans and projects which have the potential to affect European sites of nature conservation importance.

Heritage Asset - Building, monument of historical, cultural, artistic significance.

Household Waste– waste from a private dwelling or residential house or other such specified premises, and includes waste taken to household waste recycling centres.

House in Multiple Occupation (HMO) - small shared dwelling houses occupied by between three and six unrelated individuals as their only or main residence, who share basic amenities such as a kitchen or bathroom.

Housing Association - independent non profit making bodies that provide low-cost "social housing" for people in housing need.

Housing Land Availability (HLA) - the total amount of land reserved for residential use awaiting development.

Index of Multiple Deprivation(IMD) - is a Deprivation index at the small area level, created by the Department for Communities and Local Government(DCLG).

Infrastructure- a collective term for physical structures, facilities and services needed by the community, for example, buildings, roads, power supplies, health, sports and education facilities, village halls, doctors' surgeries, churches and open space.

Intermediate products – Type of housing available for those who are not able to buy on the open market, but who can afford more than Housing Association rents.

Interim Planning Policy Framework (IPPF) - A non-statutory planning framework used to encourage regeneration of an area in advance of the LDF. Whilst not part of the development plan, it is a material consideration in determination of planning applications.

Issues and Options;and Preferred Options- the "pre-submission" consultation stages on Development Plan Documents with the objective of gaining public consensus over proposals ahead of submission to government for independent examination.

Key growth area - Areas of the borough that will be the primary focus of new development and regeneration.

Lee Valley Regional Park- area of open space covering 26 miles along the banks of the River Lea, providing sports and leisure venues, heritage sites, gardens, nature reserves and riverside trails.

Legibility - the degree to which a place can be easily understood and accessed by its users.

Leisure and Entertainment Hub - A centre of activity or a focal point for leisure and entertainment uses.

Lifetime Homes - houses built to a set of design standards which meet the varying needs of occupiers as their lives change and are capable of being adapted easily.

Living roof/wall - a self-regenerating, cladding or roofing system using natural materials and planting.

Live/Work Unit - Live/Work space is defined as property that is specifically designed for dual use, combining both residential and employment space.

Local Area Agreement (LAA) - a three year agreement, based on local Sustainable Community Strategies, that sets out the priorities for a local area agreed between Central Government, represented by the Government Office (GO), and a local area, represented by the local authority and other key partners through Local Strategic Partnerships (LSPs).

Local Development Documents - these include Development Plan Documents (which form part of the statutory development plan) and Supplementary Planning Documents (which do not form part of the statutory development plan).

Local Plan - A set of Local Development Documents for Waltham Forest setting out the Council's aspirations for the future development of Waltham Forest.

Local Development Scheme (LDS)- sets out the timetable for preparation of Local Development Documents.

Local labour agreements – A commitment from employers or developer to recruit local residents.

Local list – List of buildings that the Council considers to be of heritage value for their architectural or historic interest.

Local Economic Assessment (LEA) - provide local authorities and stakeholders with an understanding of how economic conditions and forces shape places at a range of spatial levels. That understanding needs to inform: policy, priorities, resource allocation and actions.

Local Nature Reserve (LNR)- a statutory designation made under Section 21 of the National Parks and Access to the Countryside Act 1949 by principal local authorities.

Local Strategic Partnership (LSP)- an overall partnership of people that brings together organisations from the public, private, community and voluntary sector within a local authority area, with the objective of improving people's quality of life.

London Plan- the Mayor of London is responsible for producing a planning strategy for the capital. This replaces the previous strategic planning guidance for London (known as RPG3), issued by the Secretary of State. The London Plan is the name given to the Mayor's spatial development strategy.

Masterplan - A plan giving comprehensive guidance or instruction.

Material Consideration- a matter that should be taken into account in deciding a planning application or on an appeal against a planning decision.

Metropolitan Open Land (MOL)- a unique designation for London which protects strategically important open spaces within the built environment.

Mixed Use Development– a well integrated mix of land uses (retail, employment, leisure and other service uses) with decent homes of different types and tenures to support a range of household sizes, ages and incomes.

Mixed and Balanced Communities - Community of people of different ages races and economic status and with different lifestyles and different levels of mobility and independence.

Monitoring Indicators generally include three types of indicators: contextual indicators, output indicators and local indicators including significant effects indicators. Contextual indicators provide the background information of the Borough such as population, ethnic composition, crime statistics, local history/distinctiveness etc. Output indicators are used to measure policy targets. Some local indicators as significant effects indicators measure the significant effects of the plan or programme along with sustainability appraisal objectives. Some indicators reflecting cross-cutting issues (for example crime figures) provide valuable information to help identify any unintended and unforeseen consequences. Getting continual feedback from monitoring indicators will enable the Council to identify the necessary action to attain the desired outcomes.

National Planning Policy Framework (NPPF) – Government's national planning policy, which Local Plans should be in conformity with. Supersedes Planning Policy Statements.

Permeability (or Connectivity) - describes the extent to which urban forms permit (or restrict) movement of people or vehicles in different directions.

Planning and Compulsory Purchase Act 2004- the legislation which introduced the new development planning system based on Local Development Frameworks.

Planning obligation/ financial contribution- requirements made of a developer to make planning permission acceptable. This could include matters such as the provision of affordable housing as part of the scheme, or a financial contribution towards off site works such as highway improvements.

Previously Developed Land (PDL)- see also Brownfield Land/Sites

Proposals Map– a map showing the location of the sites identified in the Local Development Framework

Public Art - Any work displayed within public spaces, with the goal of being accessible to everyone.

Public Realm- the space between and within buildings that are publicly accessible including streets, squares, forecourts, parks and open spaces.

Public Transport Accessibility Level (PTAL)- Public Transport Accessibility Levels are a measure of the extent and ease of access to the public transport network. They range from 6 (excellent) through to 1 (very poor).

RAMSAR Site– wetlands of international importance designated under the Ramsar Convention.

Recycling– recovering re-usable materials from waste or using a waste material for a positive purpose.

Renewable Energy- energy flows that occur naturally and repeatedly in the environment, for example from the wind, water flow, tides or the sun.

Section 106 agreement- a legal agreement under section 106 of the Town & Country Planning Act 1990. Section 106 agreements are legal agreements between a planning authority and a developer, or undertakings offered unilaterally by a developer, that ensure that certain extra works related to a development are undertaken.

Secured by Design- police flagship initiative supporting the principles of designing out crime; e.g. windows and doors that carry secured by design approval and have been assessed to provide a high degree of resistance to break-ins.

Sequential Approach/Sequential Test- a planning principle that seeks to identify, allocate or develop certain types or locations of land before others. For example, brownfield housing sites before greenfield sites, or town centre retail sites before out-of-centre sites.

Servicing - Point where shops receive deliveries (e.g. re-stock)

Shared ownership –An intermediate housing product that allows occupiers to part rent part buy

Site of Importance to Nature Conservation- a non statutory designation which seeks to protect areas of high wildlife value at a local level.

Site of Special Scientific Interest (SSSI)– land considered to be of special interest due to its flora, fauna, geological or geographical features under the Wildlife and Countryside Act 1981 (amended in 1985).

Site Specific Allocations- a Development Plan Document identifying sites for specific types of land use and any requirements related to them.

Small and Medium Enterprise (SME)– business with more than 10 and less than 250 employees.

Social infrastructure -A wide variety of services that are essential to the sustainability and wellbeing of a community. This includes educational facilities, health services, sports and leisure facilities, cultural facilities including theatres and libraries, jobs brokerage centres, community space and faith facilities, meeting rooms, halls and public houses.

Soundness- a Development Plan Document is considered sound if it is based upon good evidence and has been prepared in accordance with all the necessary procedures including the measures set out in the authority's statement of Community Involvement.

Spatial Planning- spatial planning goes beyond traditional land use planning to bring together and integrate policies for the development and use of land with other policies and programmes which influence the nature of places and how they function. This will include policies which can impact on land use by influencing the demands on, or needs for, development, but which are not capable of being delivered solely or mainly through the granting or refusal of planning permission and which may be implemented by other means.

Special Area of Conservation (SAC)- a site defined in the European Union's Habitats Directive (92/43/EEC), also known as the Directive on the Conservation of Natural Habitats and of Wild Fauna and Flora to protect habitats and species.

Special Protection Area (SPA)– a site designated under the European Union Directive on the Conservation of Wild Birds.

Specialised Housing- housing which meets the specialised housing needs of groups such as the elderly and disabled people.

Stakeholder- anyone with an interest in Waltham Forest's development. This includes professionals and the community.

Statement of Community Involvement- sets out the processes to be used by the local authority in involving the community in the preparation, alteration and continuing review of all local development documents and development control decisions.

Statutory Bodies- these include appropriate 'Specific, Government and General' consultation bodies in accordance with Regulation 25 of the Town and Country Planning Act 2004 Regulations.

Strategic Environmental and Sustainability Appraisal (SEA/SA)- this is a systematic and continuous assessment of the social, environmental and economic effects of strategies and policies contained in development plans.

Sui-Generis- a term given to the uses of land or buildings, not falling into any of the use classes identified by the Use Classes Order, for example theatres, launderettes, car showrooms and filling stations.

Super Output Areas - a geographical area designed for the collection and publication of small area statistics (i.e. smaller than ward boundaries).

Supplementary Planning Documents- a Supplementary Planning Document is a Local Development Document that may cover a range of issues, thematic or site specific, and provides further detail of policies and proposals in a 'parent' Development Plan Document.

Sustainability Appraisal- see Strategic Environmental and Sustainability Appraisal (SEA/SA).

Sustainable Communities- places where people want to live and work, now and in the future.

Sustainable Communities Strategy/Plan- a programme issued by the government to set the framework for delivering sustainable communities over the next 15-20 years. The main areas of focus are housing supply, new growth areas, decent homes and the countryside and local environment.

Sustainable Development- a widely used definition drawn up by the World Commission on Environment and Development: "Development that meets the needs of the present without compromising the ability of future generations to meet their own needs." The government has set out four aims for sustainable development in its 'A Better Quality of Life, a Strategy for Sustainable Development in the UK' to be achieved simultaneously:

- social progress which recognises the needs of everyone
- effective protection of the environment
- prudent use of natural resources
- maintenance of high and stable levels of economic growth and employment.

Sustainable Transport- a term generally related to movement by forms of transport other than the private car within the urban environment. It most commonly relates to travel by public transport, walking and cycling.

Sustainable Urban Drainage Systems (SuDS)- a sequence of water management practices and facilities designed to drain surface water in a manner that will provide a more sustainable approach than the conventional practice of routing run-off through a pipe to a watercourse.

Townscape- the configuration of buildings and the space between them.

Transport for London (TfL)- the primary role of TfL, which is a functional body of the Greater London Authority, is to implement the Mayor of London's Transport Strategy and manage transport services across London.

Transport Assessment – An assessment that is prepared and submitted alongside planning applications for developments likely to have significant transport implications. Such assessments should illustrate: accessibility to the site by all modes; the likely modal split of journeys to and from the site; and proposed measures to improve access by public transport, walking and cycling.

Transport Hub (Interchange) - A transport hub (also transport interchange) is a place where passengers are exchanged between vehicles or between transport modes.

Travel plan - A package of measures produced by employers to encourage staff to use alternatives to single-occupancy car-use.

Travel plan framework - A framework providing heads of terms for individual travel plans in support of new developments.

Tree Preservation Order (TPO)- usually made by a local planning authority to protect specific trees (or a particular woodland) from deliberate damage and destruction, which could include felling, lopping, topping, uprooting or otherwise wilful damage.

Unitary Development Plan- an old-style development plan prepared by a metropolitan district and some unitary local authorities, which contains policies equivalent to those in both a structure plan and local plan. These plans will continue to operate for a time after the commencement of the new development plan system, by virtue of specific transitional provisions.

Use Classes Order- the Town and Country Planning (Use Classes) Order puts uses of land and buildings into various categories. Planning permission is not needed for changes of use within the same use class.

Vitality and Viability - The indication of the health of a town or shopping centre.

Walthamstow Wetlands- a series of open spaces that include Walthamstow Reservoirs, Walthamstow Marshes, Marksfield Park, the Paddock Site, Tottenham Marshes, Stonebridge Lock and Springfield Marina. Improved links between these separate pockets of open space are sought under the Upper Lea Valley Landscape Strategy.

Wayfinding - the ways in which people orient themselves in physical space and navigate from place to place.

Windfall Housing- is generally any residential development that is given planning permission on land or buildings not specifically allocated for residential development in LDF.



Waltham Forest Town Hall
Forest Road, Walthamstow, E17 4JF

Tel: 020 8496 3000