

TOWN CENTRE STRATEGY & DELIVERY PLANS – 2016–2020

WALTHAMSTOW



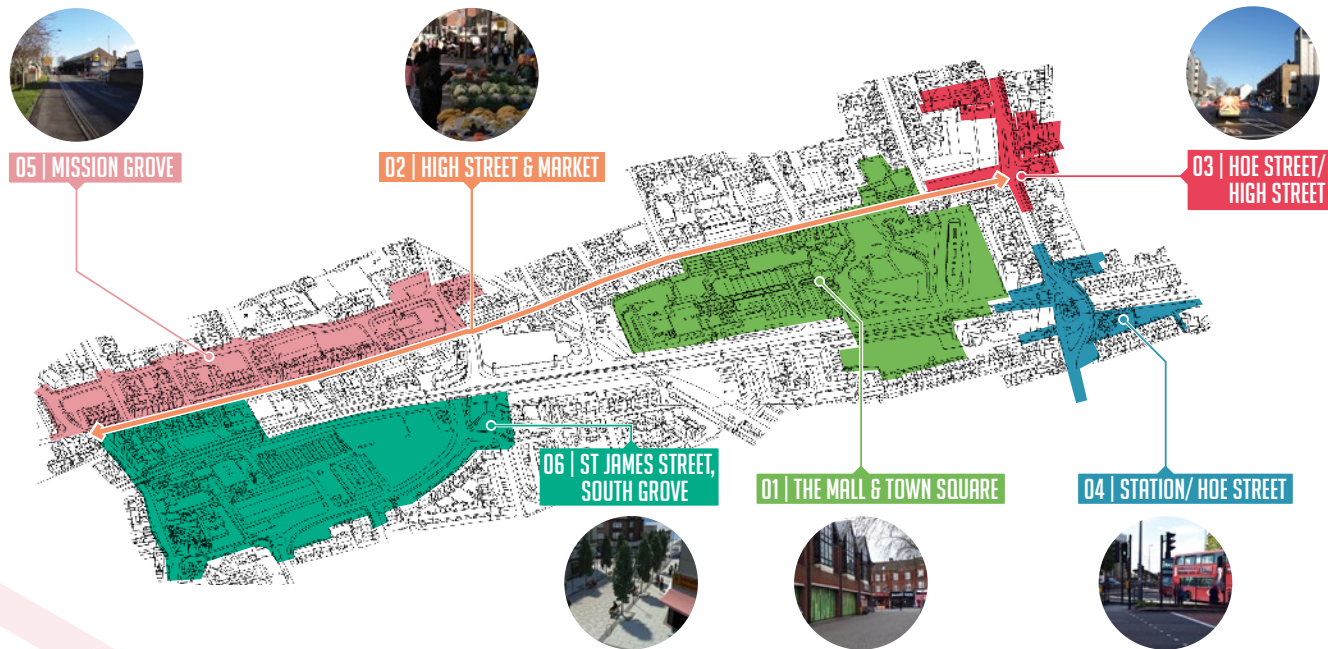
WALTHAMSTOW TOWN CENTRE



Waltham Forest

THE OPPORTUNITY

Strengthen Walthamstow's position as the borough's major town centre through significant growth and diversification of its retail, food and drink, leisure, culture, evening economy offer, alongside the development of new business space and homes, supported by improvements to public space and community infrastructure.



Walthamstow town centre is the borough's major town centre and has been identified as one of the key growth areas in the borough.

Walthamstow has over 500 existing shops, including in The Mall shopping centre, along the High Street, Hoe Street and St James Street. The High Street is also home to one of the country's

longest street markets, with over 350 pitches, stretching from the Town Square to St James Street and serving the diverse community that lives in or visits Walthamstow.

Hoe Street is fast becoming a location for independent food, drink and creative businesses, as well as an evening offer stimulated by the opening of The Scene

cinema and restaurants and introduction of the Night Tube on the Victoria line. The proposals for the EMD Cinema, which include a restored 1,000 seat auditorium – represent a major opportunity to put Walthamstow on the map and provide a mix of town centre and evening economy activities for local residents.

Major development is proposed or approved for The Mall and at land at South Grove, as well as key sites around the station and along Hoe Street. These developments would deliver in the region of 2,000 new homes and a mix of town centre uses, including 8,000m² of retail space at The Mall, alongside investment in Town Square and Gardens.

The Council owns prominent buildings on Hoe Street and land at South Grove and is exploring a mix of development on these sites, including commercial, community facilities and new residential. This is alongside the refurbishment of Walthamstow Library and streetscape improvements around the station and St James Street to improve the public space, walking, cycling and access to the bus and underground stations.

St James Street at the western end of the High Street has a distinct character and 50 Victorian buildings and the streets around St James Street are being restored, through the Council-led Heritage Lottery Funded programme.

WHAT LOCAL PEOPLE HAVE TOLD US ABOUT WALTHAMSTOW

In March 2016, consultancy Soundings carried out consultation with Walthamstow residents and visitors to the town centre on behalf of the Council. The majority of those participating recognised that there is a need for

new homes in Walthamstow; however, they were keen to emphasise that new homes need to be affordable and also that it is essential that there is the social infrastructure (healthcare facilities, schools and public spaces) for existing and new residents. Residents specifically highlighted that improvements are needed to the St James Street Health Centre.

Most people recognised that there was an opportunity to improve the town centre particularly around the Town Square and Gardens and St James Street area. Better quality greener public space was suggested for the Town Square and Gardens and improving way-finding through improved signage, particularly around St James Street.

The majority of respondents said that Walthamstow Market is what makes the town centre unique and special, but there was also recognition that improvements are needed. It was felt that there should be a true mix of shops which reflect the diverse population. There is an opportunity for shops outside The Mall to focus on local independent businesses, including supporting independent shops on the high street and creative businesses on Hoe Street. 88% of residents reported that they were happy with the regeneration that has taken place to date (*Shaping Growth research by Bright Blue, January 2016*).

CASE STUDY

WALTHAMSTOW TOWN CENTRE

In 2013/14 four designers worked on a £1m programme with 40 traders to identify improvements to their shopfronts. The outcome included new window design and furniture, painting and de-cluttering to ensure each shop had a better façade, awning or shopfront sign.

The works included:

- New shopfront facades to over 40 shops along Hoe Street
- Six new shopfronts at key locations along Hoe Street
- Art installation in the Town Square and Gardens
- Lighting to key buildings, for example feature lighting on pubs, along the road
- Public realm improvements to Hoe Street

DELIVERY PLAN: WALTHAMSTOW TOWN CENTRE

ACTIVITY	PURPOSE	TIMINGS	COUNCIL RESOURCE	PARTNERS
<p>1 Development of proposals and delivery plans for key Council-owned sites:</p> <ul style="list-style-type: none"> - Central Parade - Juniper House - Town Square (including its relation to proposed Mall development) - Walthamstow Library - South Grove - Chestnuts House 	To deliver a mix of high-quality town centre developments, incorporating retail and commercial space, new housing, community facilities and improved townscape and public realm	2016–2022	Regeneration, business team, property, External funding	Developers, investors, businesses, infrastructure providers e.g. NHS funding e.g. Greater London Authority, Heritage Lottery Funding
2 Prepare and implement a strategy for Walthamstow High Street	Clear strategy and delivery plan for improvements to the whole High Street, including the market, retailers and public realm, as well as promotion of the whole town centre, with phased implementation of improvements to market, shops and public realm	2016–2019	Regeneration, Business Support and Neighbourhood Management/ Street Trading	Traders, retailers. Market and Business Support Specialists
<p>3 Facilitate development of proposals and delivery plans for key third party owned sites, including:</p> <ul style="list-style-type: none"> - The Mall - EMD Cinema - Overground Station/Solum Phase 2 - South Grove/Brunner Road - Central House (Strettons) 	To deliver a mix of high-quality town centre developments, incorporating retail and commercial space, new housing, community facilities and improved townscape and public realm	2016–2022	Regeneration, Planning Policy, Housing Business support	Developers, investors, businesses, landowners
4 Pop-up shops including use of Council properties	To make premises available to support small local start-up businesses	2017–2020	Regeneration, Business Support	Business support organisations, local start-up businesses
5 Programme of activity and support to promote the town centre as a destination, its retail, cultural, evening and leisure economy	To improve the high street environment and support businesses that deliver workspace, good quality food & drink and leisure services	2017–2020	Regeneration, Planning Policy, Business Support	Existing and new businesses
6 Infrastructure delivery to meet scale of anticipated growth in the town centre	Programme of improvements to infrastructure, including Walthamstow Gyrotory highways works, increasing capacity on the London Overground, Step Free Access to the Victoria Line and bus station reconfiguration, as well as utility providers and community facilities.	2017–2022	Planning Policy, Highways/Enjoy Waltham Forest	Network Rail, TfL, GLA Infrastructure providers