

# Draft Chingford Mount Town Centre Framework

**A vision for the town centre**

**November 2021**

## TRANSLATION

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<p>Name _____ Address _____ _____ _____ Telephone No _____</p>	<p>CONTACT: Planning Policy London Borough of Waltham Forest Magistrates court, Waltham Forest Town Hall Forest Road, Walthamstow, London, E17 4JF  Telephone 020 8496 3000 Email: <a href="mailto:planning_policy@walthamforest.gov.uk">planning_policy@walthamforest.gov.uk</a> Web site: <a href="http://www.walthamforest.gov.uk">www.walthamforest.gov.uk</a></p>

## CONTENTS

<b>Executive Summary</b>	5
<b>The Purpose of this Document</b>	8
<b>Context</b>	9
Location	9
Planning Policy Context	10
Relationship to National Planning Policy	10
Relationship to the London Plan	10
Relationship to the Waltham Forest Local Plan	12
Historic Development	14
Landscape Context	16
<b>The Framework Area</b>	18
Physical Assets and Opportunities	20
Physical Challenges and Weaknesses	22
Photographic Survey	24
<b>Placemaking Principles</b>	26
<b>Long Term Vision</b>	28
<b>Public Realm Vision</b>	30
<b>Future Proposals within the Framework's context</b>	32
Illustrative Long Term Public Realm Proposals	34
Albert Crescent Pedestrianisation	36
Site Allocations Potential Benefits	38
Site Allocations links to Placemaking Principles	52
Current Initiatives & Short Term Opportunities	54
Current Initiatives links to Placemaking Principles	56
Delivered Projects	58
<b>Implementation and Monitoring</b>	60
<b>Phasing of Public Realm Projects within the Framework's context</b>	62

## Executive Summary

**Waltham Forest Council is committed to supporting its communities as we respond to the social and economic challenges of the pandemic, the need to deliver new homes, create new employment opportunities, invest in community infrastructure, and tackle the increasing impact of the Climate Emergency.**

The Council is doing this by:

- Enabling and delivering new and affordable homes for local residents;
- Supporting local business and creating new opportunities for local employment;
- Supporting the economic recovery and rejuvenation of the borough's high streets;
- Developing plans for 15-minute neighbourhoods that provide a range of services and facilities within easy reach of local communities;
- Investing in sustainable travel, particularly walking and cycling;
- Enhancing natural green spaces and promoting sustainable building and public realm design and construction.

The Council has developed this Vision and Framework that focuses on applying these principles to Chingford Mount Town Centre, to help realise continued investment and improvements for the local community over the next 15 years. The document is designed to support the Council's emerging new Local Plan, providing an overall framework for regeneration and investment in the town centre, highlighting initiatives already underway and outlining a delivery plan for longer-term improvements.

The Council is undertaking consultation on the Town Centre Framework alongside its Local Plan. We welcome your feedback to help develop the document so that it can be finalised and published in support of the adopted Local Plan in 2022.



## The Purpose of this Document

Chingford Mount Town Centre Framework is intended to be adopted as a Supplementary Planning Document (SPD) to add detail and guidance to the Waltham Forest Local Plan. It provides a framework to help guide development in Chingford Mount. The purpose of this framework is to promote regeneration, encourage investment into the area and ensure the long-term vitality and viability of this town centre.

The Council's role in the revitalisation of this town centre is primarily as an enabler, engaging with the community, bringing together landowners, potential developers, and other key stakeholders to ensure that the vision for the centre is realised. It is anticipated that this Framework will help to provide key stakeholders with the 'bigger picture' for the town centre, thereby helping to bolster support and inject confidence and ultimately investment back into the town centre.

The Framework is underpinned by a socio-economic, spatial and qualitative analysis. This analysis has informed the vision and guiding principles which will steer transformation in the town centre in the long-term.

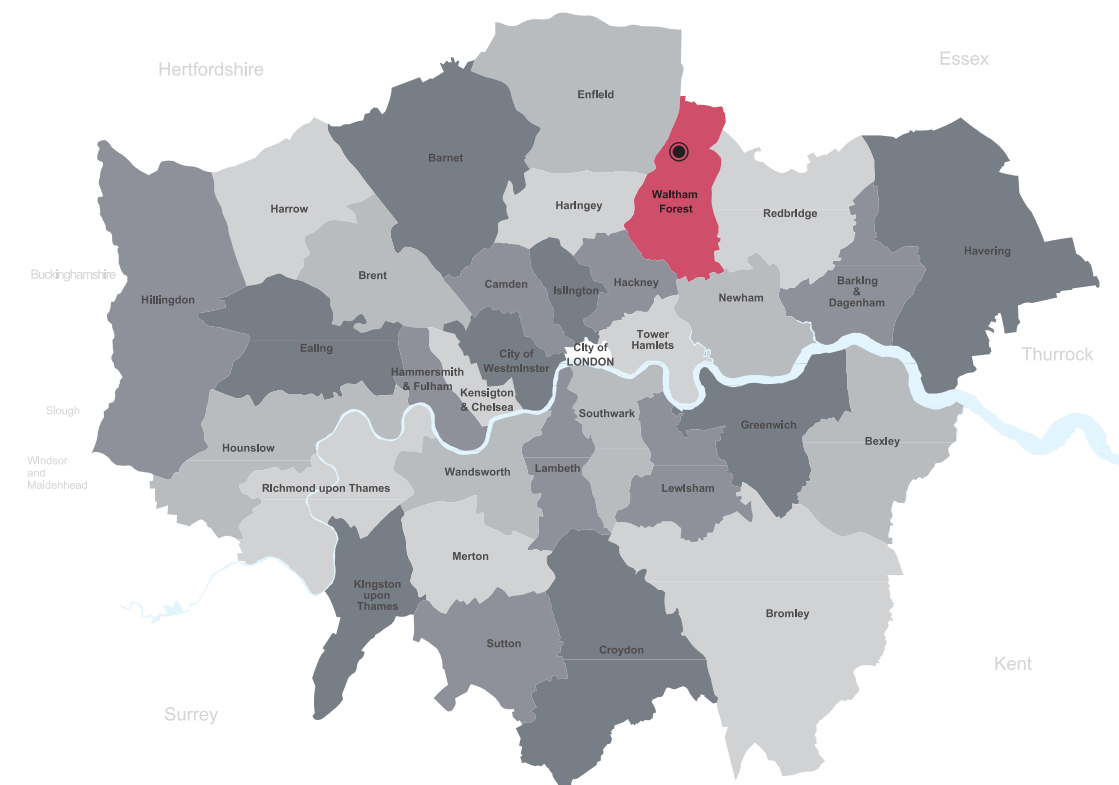
As well as setting out a long-term vision for regeneration, the document identifies short-term opportunities to deliver elements of the vision early on. A public realm vision has been developed to provide strategic design guidance and enable investment in improvements to the public realm in the town centre.

When adopted, this SPD will be used to ensure that developments that come forward in the SPD area contribute to the vision and objectives set out. It will be a material consideration in determining planning applications. This document should not be read or used in isolation. It has been written to complement the Local Plan.

## Context

### Location

The Chingford Mount area has been identified as a Strategic Location in the Local Plan. Strategic Locations are areas where growth can occur to deliver new homes, employment space and supporting community and social infrastructure over the next 15 years. The Chingford Mount Strategic Location encompasses a slightly larger area than the designated District Centre area.



Chingford Mount location in London.

## Planning Policy Context

### Relationship to National Planning Policy

The National Planning Policy Framework (NPPF) sets out the context for the preparation of Supplementary Planning Documents (SPDs). Such documents add further detail to the policies in the development plan and can be used to provide further guidance for development on specific sites, or on issues.

In accordance with the NPPF, the purpose of the planning system is to contribute to the achievement of sustainable development. In this regard, it identifies three overarching objectives which are interdependent:

- Economic – to help build a strong, responsive and competitive economy.
- Social – to support strong, vibrant and healthy communities.
- Environmental – to contribute to protecting and enhancing the natural, built and historic environment, including making effective use of land.

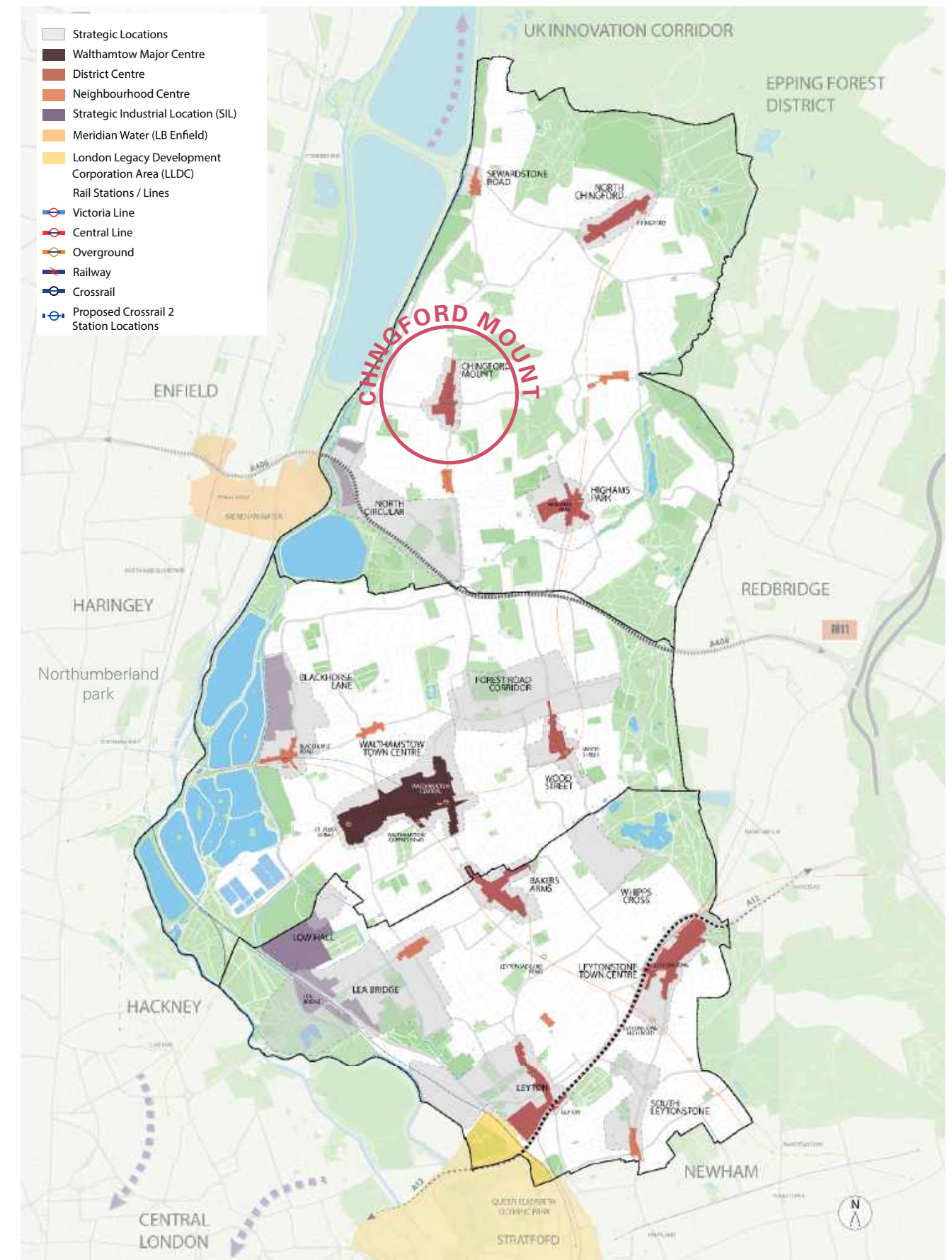
### Relationship to the London Plan

The London Plan (2021) acknowledges the important role of London's town centres. They provide a focus for the local community, both geographically and in relation to the sense of identity and broad mix of uses they provide. Policy SD6 states that the vitality and viability of London's varied town centres should be promoted and enhanced through a range of policy measures. Key strategic policies include the following:

- Encouraging strong, resilient, accessible and inclusive hubs with a diverse range of uses that meet the needs of Londoners, including main town centre uses, night-time economy, civic, community, social and residential uses.
- Delivering sustainable access to a competitive range of services and activities by walking, cycling and public transport.
- Supporting the role of town centres in building sustainable, healthy and walkable neighbourhoods with the Healthy Streets Approach embedded in their development and management.
- Improved safety and security, securing active street frontages in new development, including where there are ground floor residential frontages.

Chapter 7 of the NPPF focusses on ensuring the vitality of town centres. It mentions that planning policies and decisions should support the role that town centres play at the heart of local communities, by taking a positive approach to their growth, management, and adaptation.

The London Plan designates South Chingford as a District Centre. Policy SD8 (Town Centre Network) mentions that such centres should focus on the consolidation of a viable range of functions, particularly convenience retailing, leisure, social infrastructure, local employment and workspace, whilst addressing the challenges of new forms of retailing and securing opportunities to realise their potential for higher density mixed-use residential development and improvements to their environment.



Wider plan of Waltham Forest showing location of other town centres and strategic locations

## Relationship to the Waltham Forest Local Plan

The Council's adopted Local Plan consists of the Core Strategy (adopted 2012), Development Management Policies Document (adopted 2013) and Area Action Plans for Walthamstow Town Centre (adopted 2014) and Blackhorse Lane (adopted 2015).

The Core Strategy and the Development Management Policies Document are particularly relevant to the SPD area. Both plan documents commit to the preparation of town centre strategies as Supplementary Planning Documents.

### LP1 - Strategic Policies Document

The Draft Local Plan, once adopted, will guide transformation in the borough in the period up to 2035.

Chingford Mount falls within the South Chingford District Centre, the fifth largest within the Borough. The draft local plan establishes a number of objectives for South Chingford including:

- Identifying it as a District Centre, which is the main focus for development and investment in shops, services, leisure and community uses. A mix of uses will be supported to create and keep vibrant centres which meet the needs of local residents and businesses.
- Supporting the building of a substantial mix of new quality housing in the area, including supporting higher density residential development in the District Centre.

### LP2 – Site Allocations Document

The emerging Site Allocations document (LP2) includes the following site-specific allocations in the Framework area.

Accordingly, comments on these site-specific proposals must be submitted separately as part of the Local Plan (LP2) consultation.

By clicking the links below you will be able to access the LP2 and have your say on Chingford Mount Site Allocations.

- SA49 –
- SA50 –
- SA51 –

Policy CS14 of the Core Strategy notes the important role of town centre strategies in setting out detailed proposals for individual centres and in promoting distinctive centres - each centre with a unique 'offer' in terms of place setting. The plan strongly supports projects seeking to improve the quality of the public realm and streetscape in town centres.

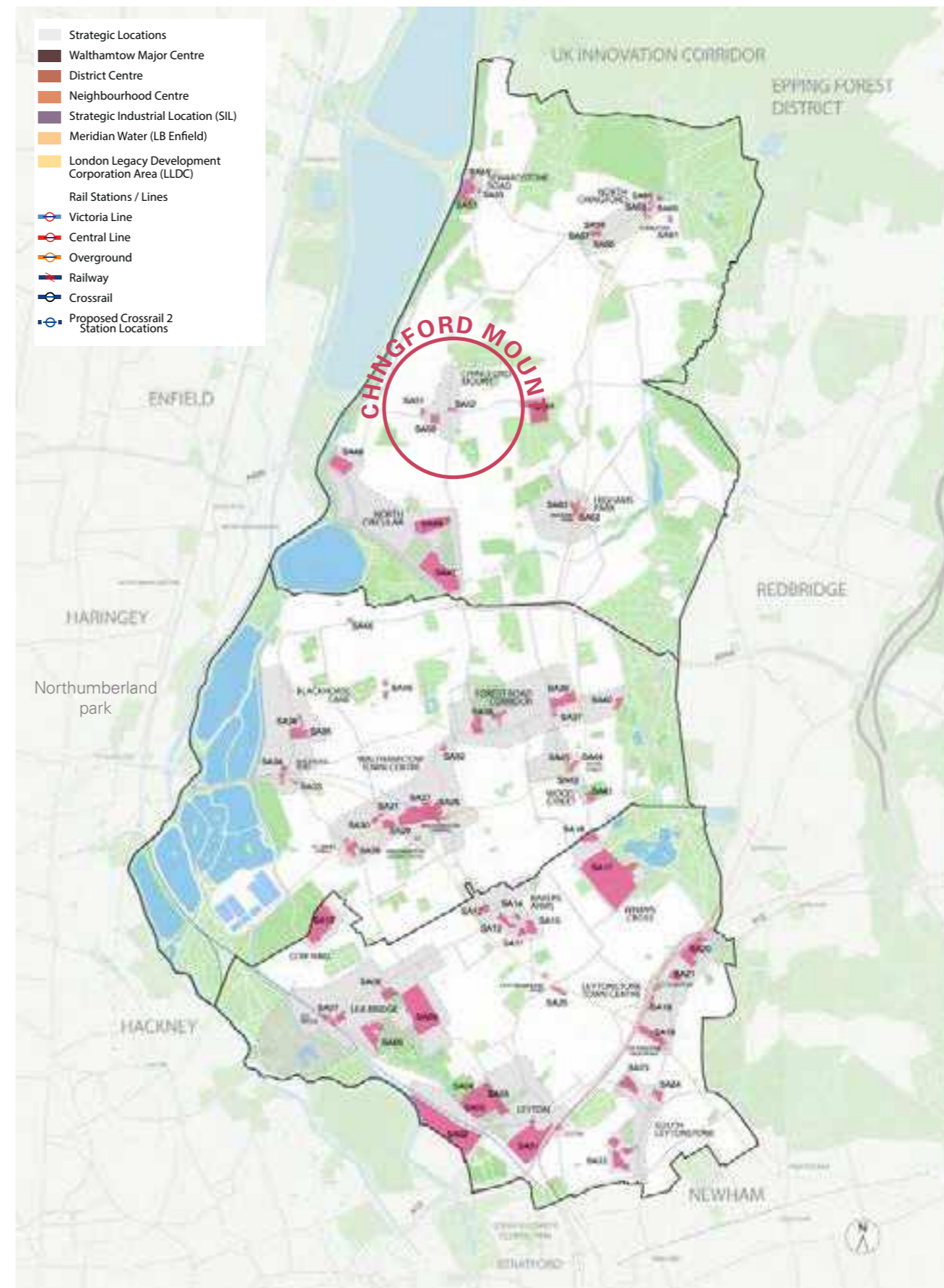
The Council is currently preparing a new Local Plan in two parts – LP1 (Strategic Policies) and LP2 (Site Allocations). The above policy approach in the Core Strategy and the Development Management Policies document is carried over to the emerging new Local Plan.

- Supporting taller buildings and higher density in quality developments around the junction of Old Church Road and Chingford Mount Road.
- Promoting Chingford Mount as a place that is geographically well positioned to enjoy the benefits of growth and investment.
- Encouraging the redevelopment of underused sites as identified in the Brownfield Land Register
- Encouraging regeneration to the south towards the North Circular Road linking to the neighbouring Meridian Water development in Enfield.
- This document is currently at examination stage. The document was submitted to the Secretary of State for independent examination on 30 April 2021. Subject to the outcome of the examination stage, the Council intends to adopt this Plan during 2022.

The Framework provides additional detail on the emerging site allocations included in the LP2 Site Allocations Document For the purposes of the Chingford Mount Town Centre Framework consultation, the above sites should be treated as emerging proposals. They have been referenced in this document for information only pending progress of the emerging LP2 Site Allocations Document through the statutory consultation stage and independent examination.

These local plan proposals complemented by other interventions proposed in this Framework are intended to act as a catalyst for further regeneration, improvement and renewal of town centre functions and activities.

When implemented these proposals will safeguard the long-term vitality and viability of this town centre. The Site Allocations document (LP2) is currently at the Proposed Submission (Regulation 19 Consultation stage).



Wider plan of Waltham Forest showing Local Plan Site Allocations.

## Historic Development

Chingford Mount saw small scale development in the late 19th and early 20th centuries with Chingford Mount Cemetery opening in 1884 and some terraced housing and high street buildings appearing before 1915.

With the wider adoption of the motorcar the area saw significant urban expansion and an increase in population during the inter-war years. This included the creation of the Art-Deco Albert Crescent and original Oscar Deutsch Cinema (now demolished). Large areas of semi detached and terraced housing were developed over this period giving the area its distinctive suburban character. This included the creation of green spaces and amenities such as Memorial Park and the Larkwood Lido.

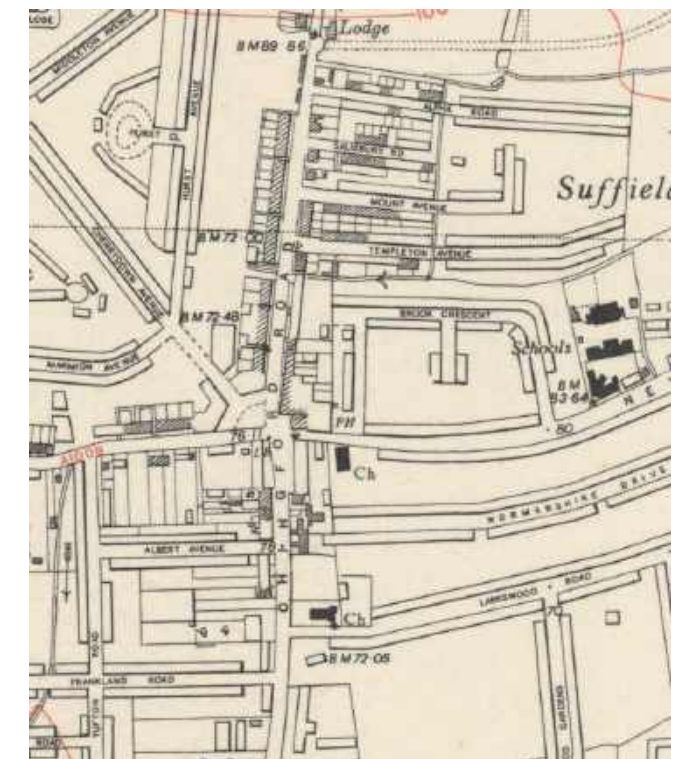
The mid 1950s saw further local authority development including Churchill Terrace along the western edge of Old Church Road and wider public sector housing development immediately north.



The now demolished Oscar Deutsch-designed Cinema on Cherrydown Avenue.



1915 Map of Chingford Mount prior to urban expansion.



1938 Map of Chingford Mount showing inter-war development and growth.



1955 Photograph looking north along Old Church Road showing Churchill Terrace buildings under construction.



1955 Photograph of Albert Crescent with Odeon Cinema building visible in background.

## Landscape Context

The surrounding area has a suburban character. A variety of green spaces surround the town centre including Chingford Mount Cemetery to the north, Memorial Park to the south and Larks Wood to the east.

The River Lea and William Girling Reservoir currently feel disconnected from the town centre with continuous housing backing on to this green corridor along Meridian Way. Similarly, the area lies relatively close to the generous forest corridor of Epping Forest to the east and north creating a green link beyond the city boundary.

There is significant potential for improved cycle infrastructure in the north of the borough, connecting residential areas with transport nodes, social infrastructure, local centres and surrounding amenity and green spaces.

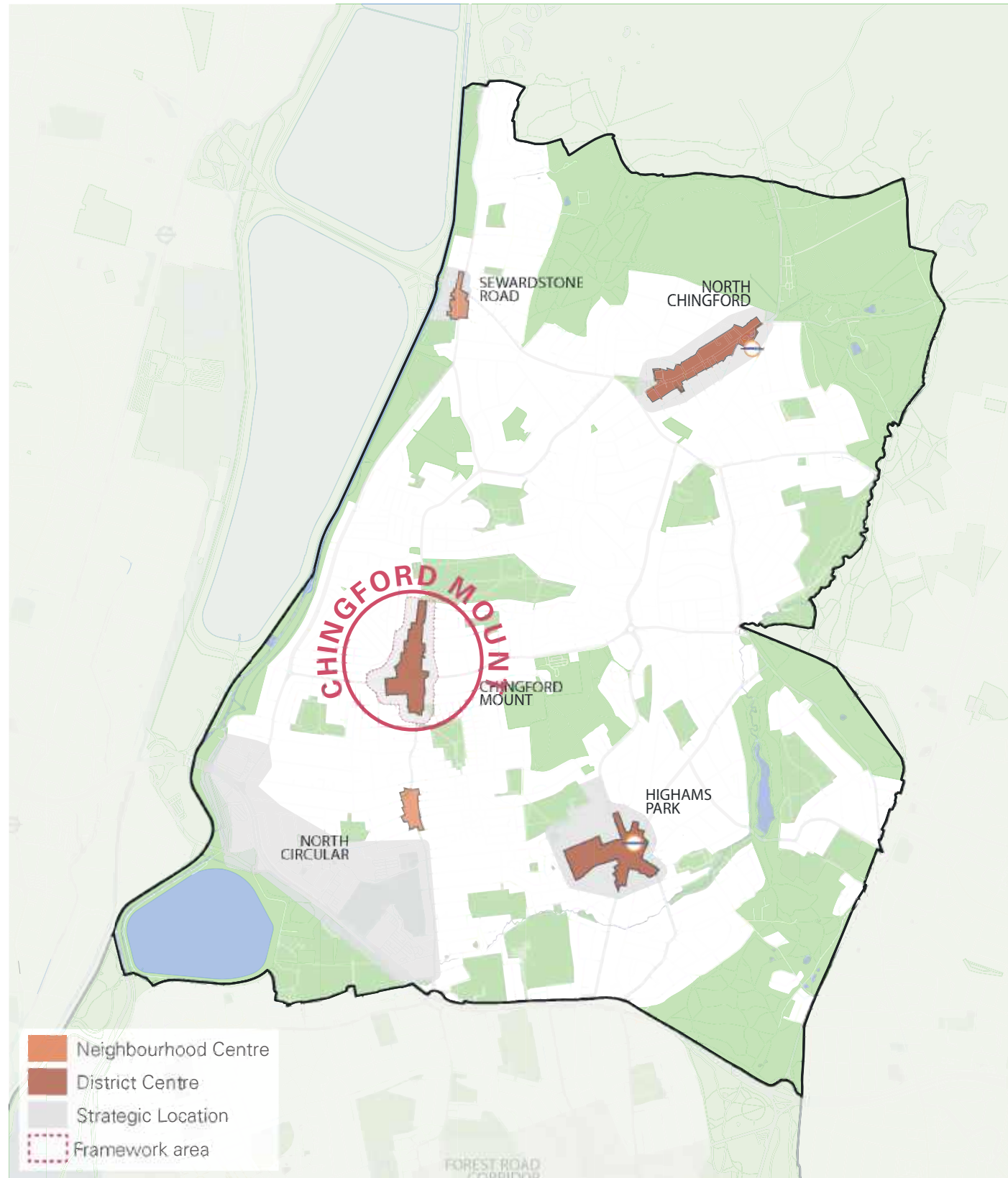


### Designated Open Space

- Green Belt
- Metropolitan Open Land
- Other Open Space

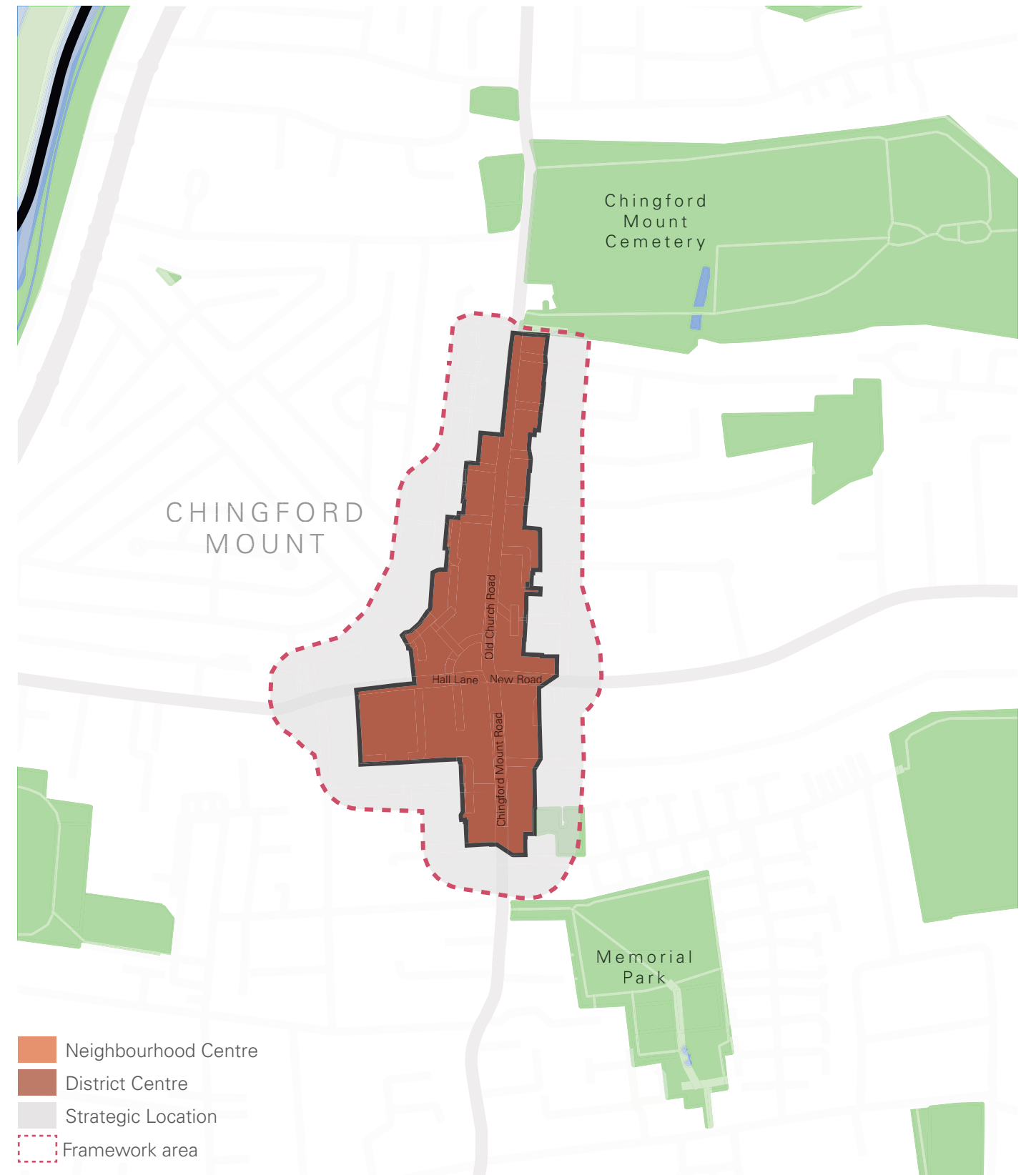


## The Framework Area



Wider plan of North Waltham Forest showing location of other town centres and strategic locations.

## Chingford Mount Strategic Location / Framework Area



## Physical Assets and Opportunities

Chingford Mount benefits from a coherent High Street with a mix of retail and food and beverage uses. Generous footways along the high street, particularly on the west side allow for an improved public realm and opportunities for businesses to open onto the high street.

Albert Crescent has a distinctive identity retaining elements of its original Art Deco character. The council owns several buildings within the town centre providing the potential for directly enabling regeneration.

### 1 Albert Crescent's Strong Urban Character

Albert Crescent is a clearly defined public space of heritage value with potential to develop as Chingford Mount's social heart.

### 2 A Well Defined High Street

The north-south high street is active and well defined with a mix of businesses including retail, food and beverage uses.

### 3 Generous Public Realm

The wide footways on the west side of the high street allow for a generous public realm, tree planting and spill out for ground floor uses. Similarly, Albert Crescent has opportunities for events and gatherings.

### 4 Council Owned Sites

Council owned land offers a unique opportunity to play a leading role in the regeneration of the town centre.

### 5 Green Spaces

#### 5a Chingford Mount Cemetery

The cemetery enables good walking connections to the north-east of the site within a mature landscape setting. In addition the cemetery forms part of the area's rich social history.

#### 5b Memorial Park

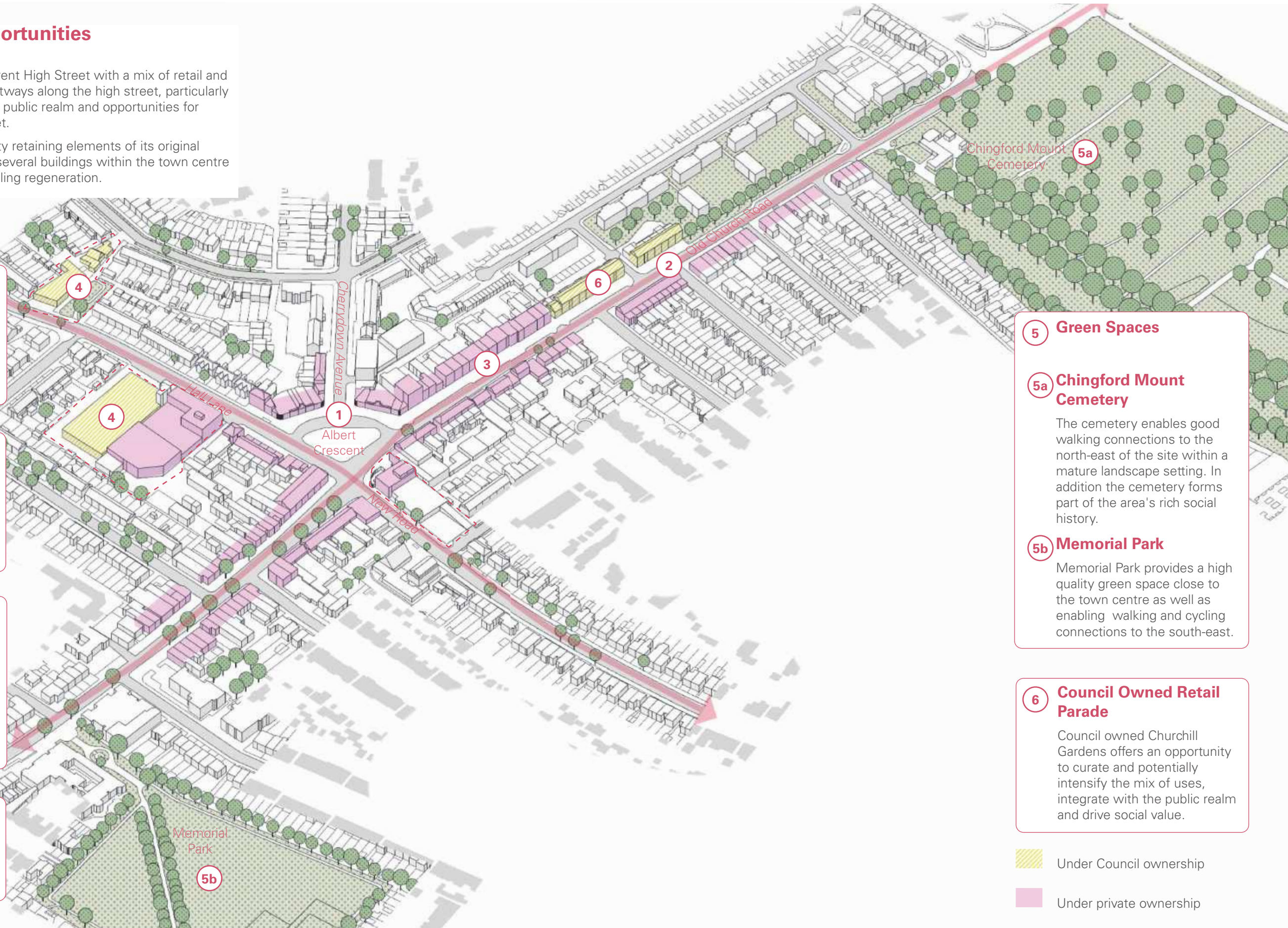
Memorial Park provides a high quality green space close to the town centre as well as enabling walking and cycling connections to the south-east.

### 6 Council Owned Retail Parade

Council owned Churchill Gardens offers an opportunity to curate and potentially intensify the mix of uses, integrate with the public realm and drive social value.

 Under Council ownership

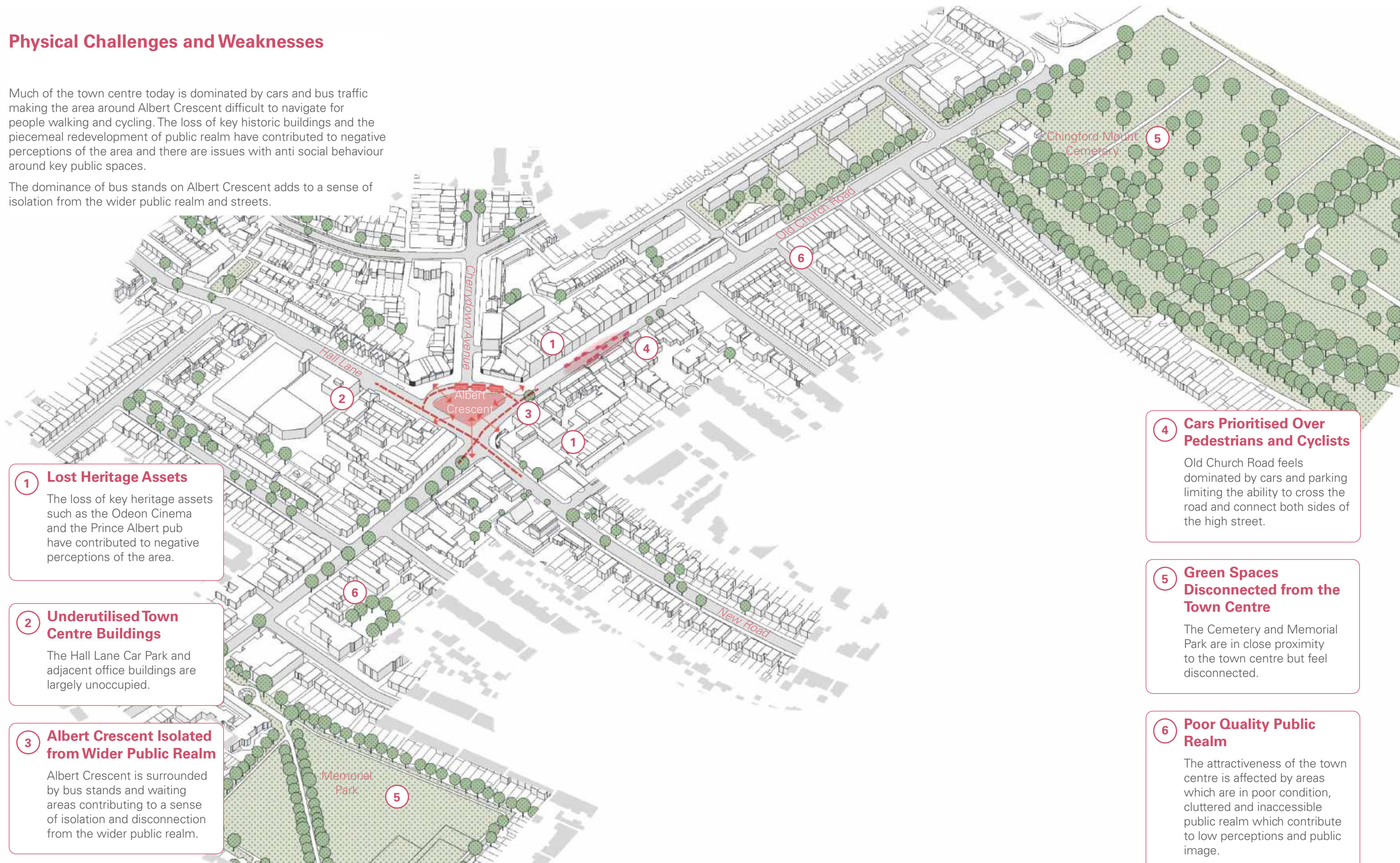
 Under private ownership



## Physical Challenges and Weaknesses

Much of the town centre today is dominated by cars and bus traffic making the area around Albert Crescent difficult to navigate for people walking and cycling. The loss of key historic buildings and the piecemeal redevelopment of public realm have contributed to negative perceptions of the area and there are issues with anti social behaviour around key public spaces.

The dominance of bus stands on Albert Crescent adds to a sense of isolation from the wider public realm and streets.



**1 Lost Heritage Assets**

The loss of key heritage assets such as the Odeon Cinema and the Prince Albert pub have contributed to negative perceptions of the area.

**2 Underutilised Town Centre Buildings**

The Hall Lane Car Park and adjacent office buildings are largely unoccupied.

**3 Albert Crescent Isolated from Wider Public Realm**

Albert Crescent is surrounded by bus stands and waiting areas contributing to a sense of isolation and disconnection from the wider public realm.

**4 Cars Prioritised Over Pedestrians and Cyclists**

Old Church Road feels dominated by cars and parking limiting the ability to cross the road and connect both sides of the high street.

**5 Green Spaces Disconnected from the Town Centre**

The Cemetery and Memorial Park are in close proximity to the town centre but feel disconnected.

**6 Poor Quality Public Realm**

The attractiveness of the town centre is affected by areas which are in poor condition, cluttered and inaccessible public realm which contribute to low perceptions and public image.

## Photographic Survey



1 Memorial Park is accessed from Chingford Road to the south of the town centre.



2 Existing public realm around Albert Crescent.



3 Hall Lane is dominated by cars limiting the ability to cross the road.



4 There are a number of bus stands around Albert Crescent.



5 The high street is well used and active.



6 The roads within the town centre are dominated by cars and parking.



7 The western side of the high street is generous but currently underutilised.



8 Chingford Mount Cemetery contains a large amount of mature trees.

## Placemaking Principles for Chingford Mount



### A Town Centre for everybody

Create public spaces, uses and services that respond to the diverse needs of Chingford Mount's ageing population and offer opportunities for young people, children and families of different backgrounds to play an active role in the town centre.



### Celebrate Local

Support local businesses by creating opportunities to meet and work together including local events to attract more visitors, setting up a Town Team, enhancing Chingford Mount market and creating more space for start-ups and home-workers.



### Transform Albert Crescent

Develop plans to transform Albert Crescent into the social heart of the town centre. Do this by reducing the negative impacts of traffic and buses and reconnecting it to the high street, while ensuring bus accessibility and interchange is maintained.



### A better town centre for walking and cycling

Improve the streets and spaces in the town centre making them more welcoming and attractive to pedestrians and cyclists of all ages, while reducing the impacts of traffic pollution and enhancing the environment.



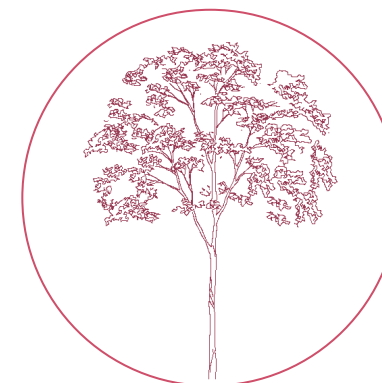
### Support social enterprise and innovation

Grow Chingford Mount's status as a hub for social enterprise and innovation working with existing social and support services organisations including the South Chingford Community Library, Age UK and community-minded businesses.



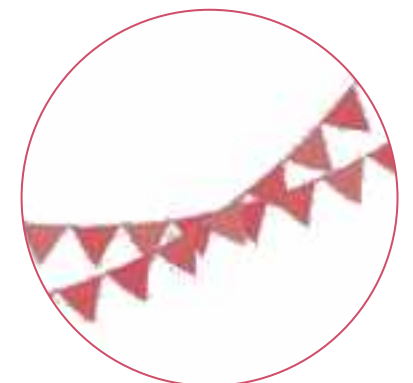
### Ensure quality and craftsmanship

Encourage landlords and shop owners to enhance their properties and forecourts. Ensure that new development responds to the distinctive character and identity of the local area whilst delivering new homes and residents to support the town centre economy.



### Bring the forest to the high street

Work with local community groups and businesses to create an ambitious plan to green the high street, provide high quality green space in new developments and better signpost to the Cemetery and Memorial Park, Epping Forest and the Lower Lea Valley.



### Showcase what makes Chingford Mount special

Celebrate what is unique about Chingford Mount and ensure that it is at the centre of any future plans for the town centre.

## Long Term Vision

With potential for up to 205 new homes, new and improved community facilities and social infrastructure, upgraded retail and leisure offer, new public realm, and c. 4,300sqm of new and upgraded workspaces, Chingford Mount will realise its potential as a thriving and attractive town centre that local communities continue to be proud of and where people want to live, work and visit.

Albert Crescent will once again become the social heart of the town centre, supporting a mix of activities and events. Considered public realm and highway design will reduce the impact of cars and buses to create a safer, more coherent and legible civic space. Street greening and planting will strengthen connections with surrounding green spaces and create a better environment for all to enjoy.

### Cumulative benefits over 15 Years:



c. 205

New Homes



c. 4,300sqm

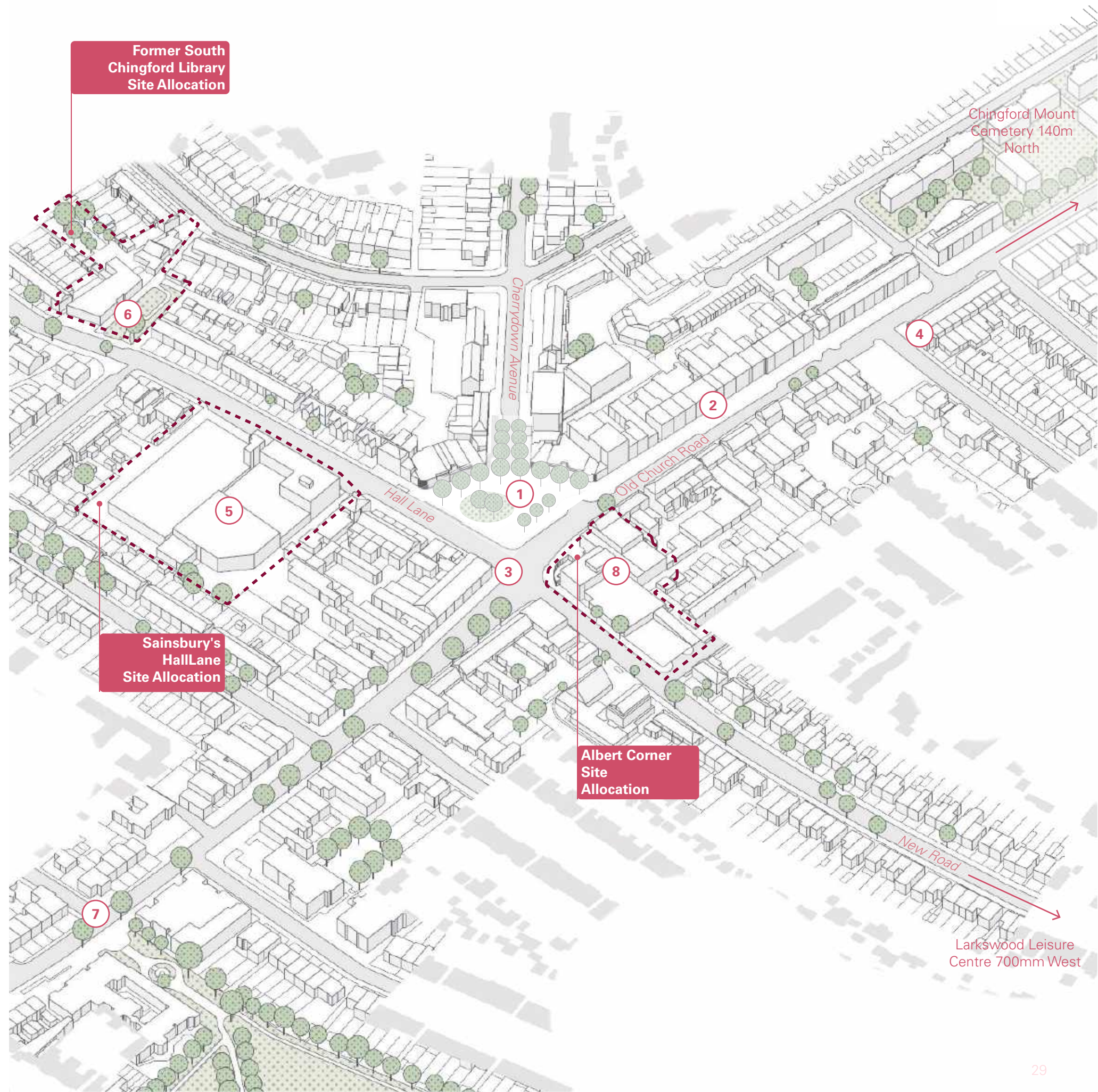
New Workspace and Community Facilities.



c. £11.3M

Estimated new Resident Spending

- 1 Transformation of Albert Crescent as a flexible public space connected with the wider high street public realm.
- 2 Integrated public realm and shopfront improvements along Old Church Road, utilising Council Owned buildings to set exemplars for quality and opportunities for intensification to provide new homes.
- 3 Highway alterations to reduce the dominance of buses and cars around Albert Crescent as well as improved pedestrian crossings.
- 4 Improved public realm at the intersection of east-west streets.
- 5 Mixed-use redevelopment of the Council-owned car park and Sainsbury's to provide new retail, community and employment uses and homes.
- 6 A redeveloped site to retain or re-provide community facilities whilst delivering new homes, enhanced public realm and walking/cycling routes.
- 7 Improved connections between the Town centre and Memorial Park.
- 8 Landmark building and junction improvements contributing to a prominent townscape context.



## Public Realm Framework

An overarching public realm framework has been developed for Chingford Mount that integrates new development with wider improvements to streets and public spaces within the town centre.

### Transform Albert Crescent

Reinstate Albert Crescent as the social focus of the town centre with an ambitious vision to reduce the dominance of vehicles and create an exemplar public space.

### Shopfront Improvements

Coordinate the design of shopfronts with projecting canopies to unify the high street and restore a strong civic identity.

### Open Green Space

Open Green Space and public realm improvements, enhancing existing walking and cycle route through the site.

### Greening the High Street

Utilise the width of the footways to increase street greening and enhance the environment for pedestrians.

### Animated Side Streets and Corners

Improved entrances to side streets, supporting a continuous high street experience and allowing for activities to spill-out animating street corners.

### Connecting to Green Spaces

Enhance links to Memorial Park through an improved park entrance and enhancements to the wider public realm along Chingford Mount Road.

### De-cluttering and Improved Crossings

Rationalise the highways layout to create more legible crossings with potential changes in surface. Narrow carriageways where possible to reduce crossing distances and improve connectivity at the heart of the town centre while accommodating appropriate town centre car parking.

### Improve the environment for pedestrians and cyclists

Reduce the dominance of cars in the town centre through new crossings, traffic calming and public realm alterations along the high street whilst integrating with wider strategic cycle infrastructure aspirations.

### Memorial Park

Improvements to the tennis courts and pavilions to enhance the town centre leisure offer and attract people to the park.

### Public Transport

Potential to extend bus routes so they terminate beyond the town centre while maintaining levels of service and accessibility in Chingford Mount. This would have the added benefit of connecting the town centre with other centres such as those west of the Lea Valley including Meridian Water and Ponders End whilst reducing the amount of bus stands around Albert Crescent.



## Future Proposals within the Framework's context

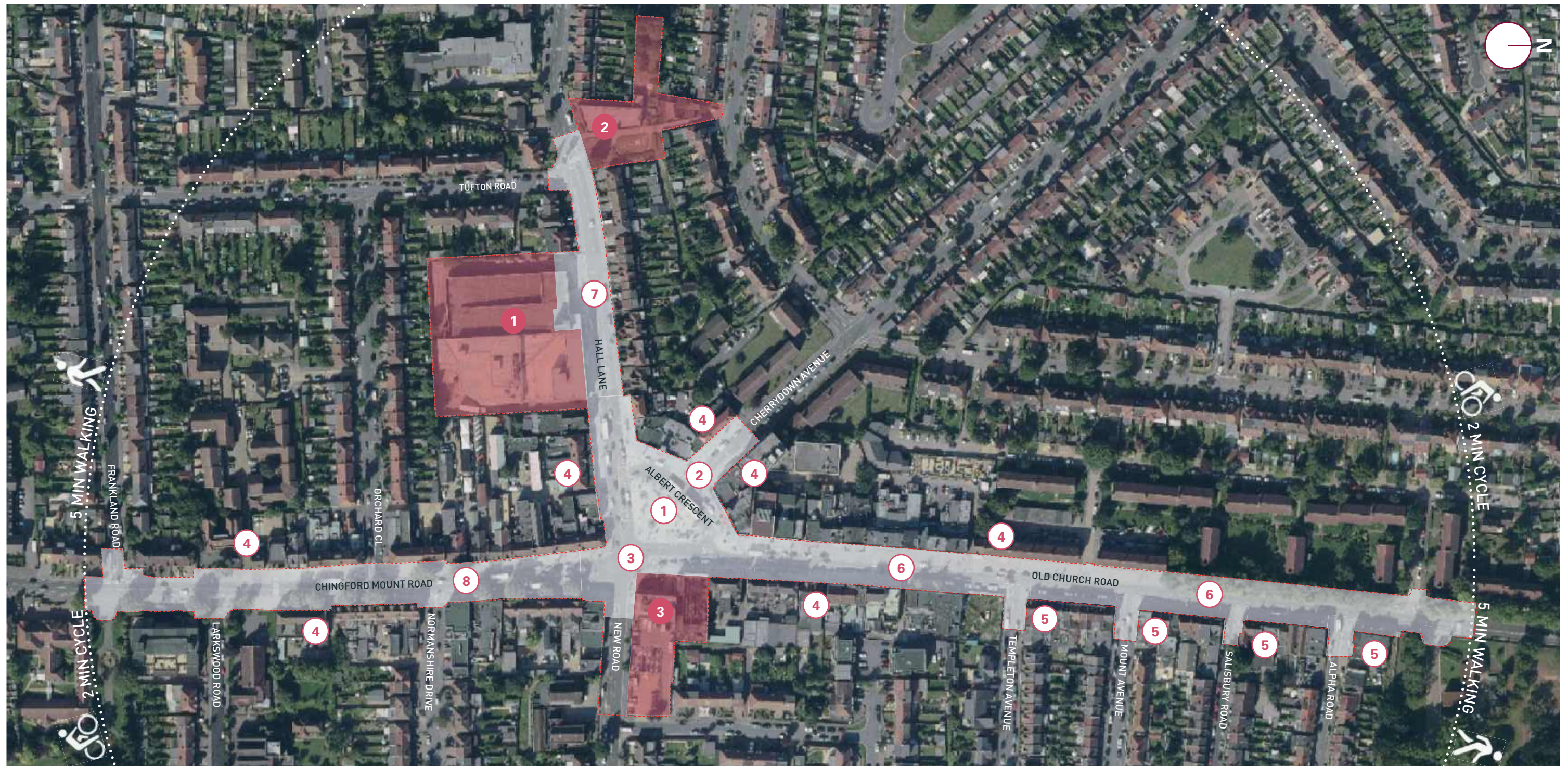
### Proposed improvements

- |  |  |
|--|--|
| 1 158 & W16 Bus Stands Relocation                    | 5 Animated Side Streets and Corners                                    |
| 2 Albert Crescent Pedestrianisation                  | 6 Old Church Road - walking, cycling and public realm improvements     |
| 3 Chingford Mount Rd/Hall Lane junction improvements | 7 Hall Lane - walking cycling and public realm improvements            |
| 4 Town Centre Shopfront Improvement Scheme           | 8 Chingford Mount Road - walking cycling and public realm improvements |

### Proposed Site Allocations

- |  |
|--|
| 1 Sainsbury's, Hall Lane Site Allocation         |
| 2 Former South Chingford Library Site Allocation |
| 3 Albert Corner Site Allocation                  |

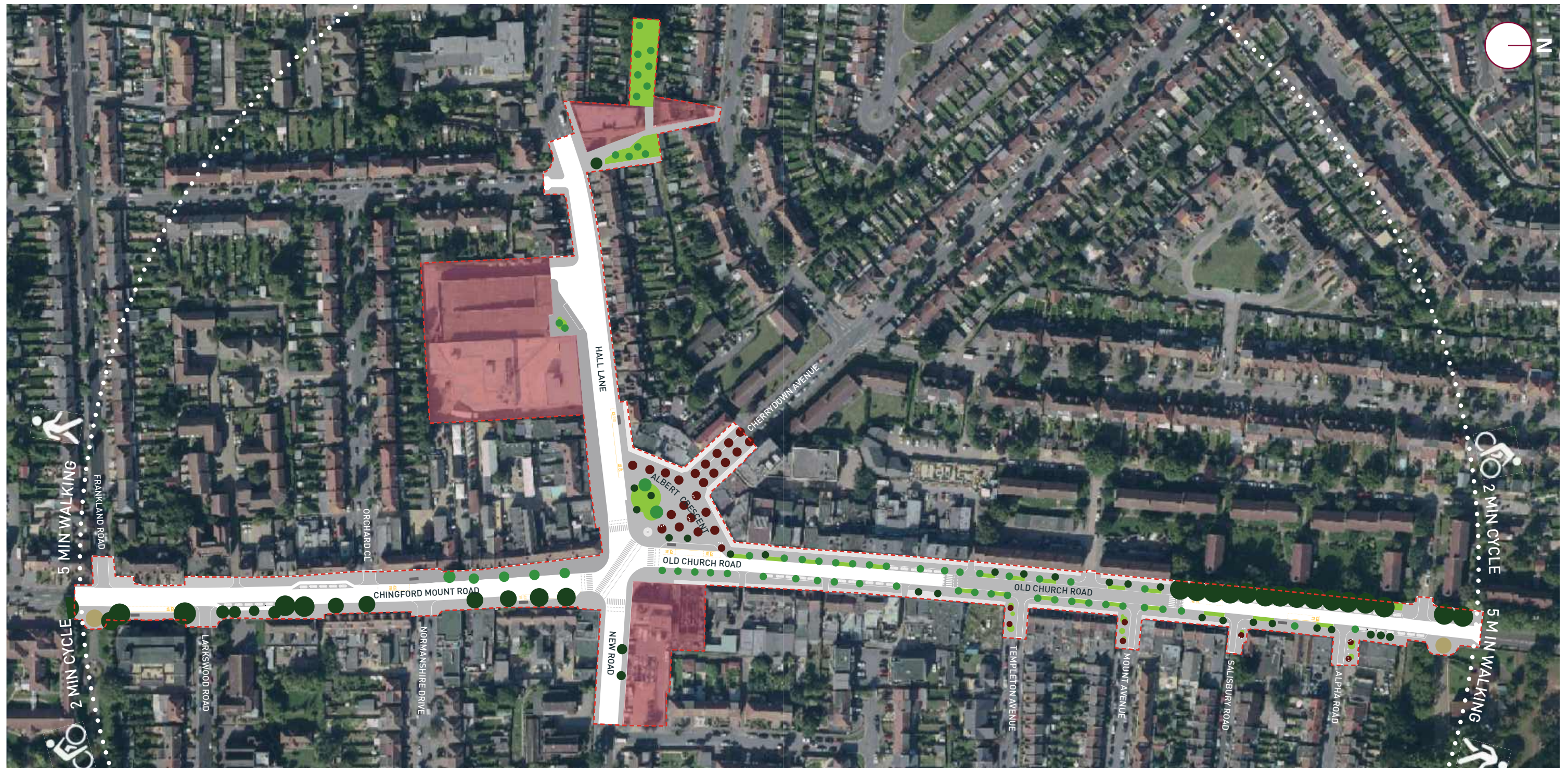
- |  |
|--|
|  Cycling distance |
|  Walking distance |



Public Realm Improvements within the Framework's context are subject to securing funding from development contributions and other potential sources. Some improvements may be part of planning application and scheme designs.

## Illustrative Long Term Public Realm Vision

- Development Sites / Site Allocation
- Existing Tree
- Carriageway
- Proposed Tree
- Forecourt
- Proposed Cherry Blossom Tree
- Pavement
- Proposed Rain Gardens - SUDs
- Cycling distance
- Walking distance



Public Realm Improvements within the Framework's context are subject to securing funding from development contributions and other potential sources. Some improvements maybe part of planning application and scheme designs.

## Albert Crescent Pedestrianisation

### Albert Crescent Today



### Illustrative Proposal for Public Realm Enhancement



#### The Public Realm Enhancement Proposal will consider:

- Opportunities to improve the space for pedestrians and cyclists.
- Opportunities to invest in the public realm including paving, seating, sustainable urban drainage systems and urban greening.
- The requirements for existing businesses and residents, including servicing.
- Bus routes, stands, accessibility and interchange.
- Vehicular access and impacts including to Cherrydown Avenue.

## Site Allocations potential benefits

### Former South Chingford Library Site Allocation | Potential Benefits

- Potential for c.25 homes.
- Enhanced open space and public realm.
- Retain and enhance existing walking and cycle routes through the site.
- Re-provision of community facilities.

### Sainsbury's, Hall Lane Site Allocation | Potential Benefits

- Potential for c.90 homes.
- Improvements to public realm along Hall Lane.
- Retained or reconfigured retail and town centre uses.
- Accommodation of town centre parking.
- Potential for new community facilities and co-location of nearby service provisions.

### Albert Corner Site Allocation | Potential Benefits

- Potential for c.90 homes on whole site.
- Re-provision of existing leisure, commercial and employment uses.
- Enhanced public realm at the junction of Hall Lane and Old Church Road.
- Contributing to transform Albert Crescent into a pedestrianised public space.
- Potential for high quality building contributing to a prominent townscape context.

The new **Local Plan** sets a strategic affordable housing target of 50%. In line with the London Plan, the Council will adopt a threshold approach to affordable housing. If proposals don't meet the following criteria, they will be required to provide a viability assessment.

	Privately owned sites	Public sector land*	Designated Industrial Land (private or public) where there would be net loss of industrial capacity.
Affordable housing	35% affordable housing	50% affordable housing	50% affordable housing

\*Where there is no portfolio agreement with the Mayor.

## Sainsbury's, Hall Lane - The Site Today

The Hall Lane Car Park and Sainsbury's site is located just west of Albert Crescent, near the heart of the town centre. The site has potential to deliver a mix of uses either solely on the Council owned Car Park site or comprehensively across both sites, incorporating a replacement food store.

The relationship with surrounding residential properties is a key development consideration as are the phasing and delivery issues associated with a comprehensive approach.



Aerial view of the site today



View 1



View 2

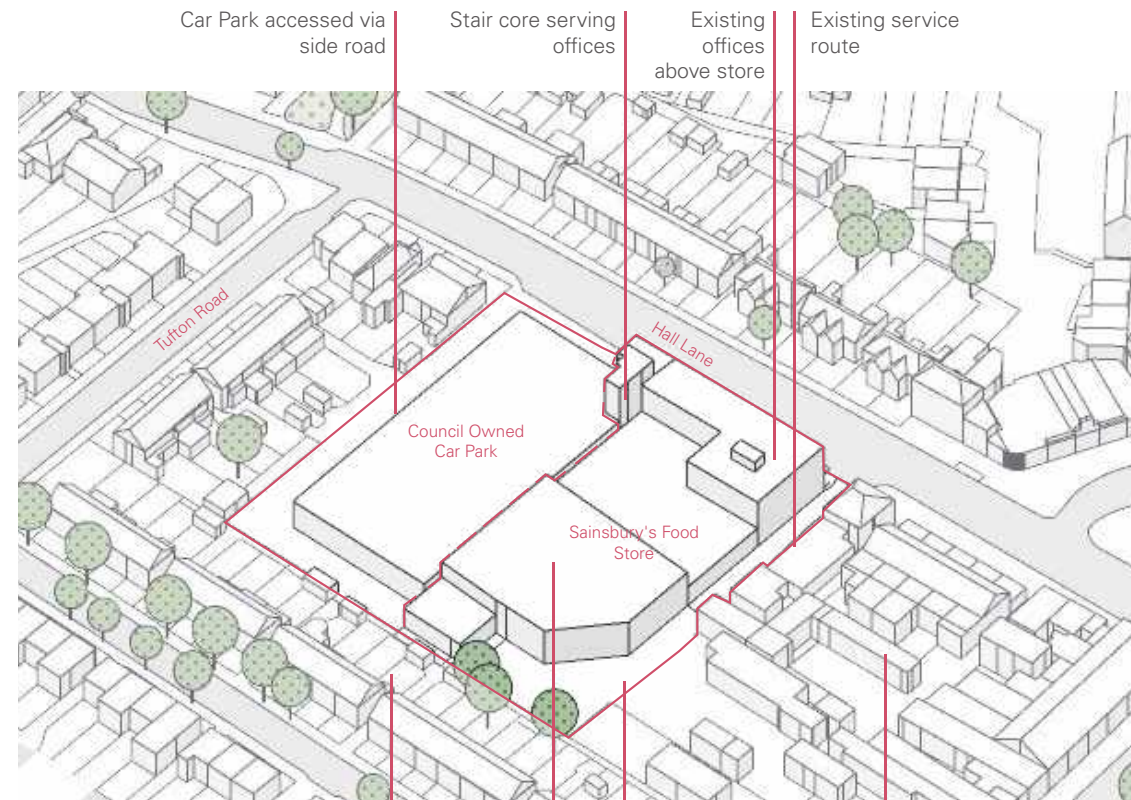


View 3

## Sainsbury's, Hall Lane - The Site Today

The council-owned car park is currently only occupied at the lower levels due to structural issues with the upper levels of the building. The Sainsbury's food store fronts Hall Lane with deliveries and servicing from the rear via a dedicated service route. There are two storeys of office space above the food store which are currently vacant. Sainsbury's currently lease several spaces within the car park from the council for customer parking.

Site Area	Employment Floorspace
<b>0.69Ha</b> (Whole Site)	<b>3,000sqm</b>
<b>0.35Ha</b> (Car Park only Site)	



The Site today

- Residential properties to South and West of site
- Increased roof height at rear of site
- Access road ramps down to reduced level at loading bay
- Employment uses to East of site

## Key Constraints

- Council-owned car park currently in use and a number of car parking spaces leased to Sainsbury's until 2022.
- Sensitive edge relationship with terraced residential properties to south and west of the site.
- Requirement to reprovide employment and commercial uses.
- Delivering a phased development while keeping Sainsbury's store operational.
- Meeting requirements for servicing and deliveries.

## Key Opportunities

- Opportunity to deliver new high quality homes and re-provide commercial and employment space in the heart of the town centre.
- Potential for community uses as part of an active and publicly accessible frontage onto Hall Lane.
- Introduce shared amenity space for new residential uses at podium level.
- Re-provision of the supermarket and employment uses on site.
- Efficient and appropriate servicing through a one-way servicing route through the back of site.

## Sainsbury's, Hall Lane - Illustrative Development Proposal

In order to justify any deviation from a 'car free' approach, a robust Transport Assessment will be required.

A well considered layout will be required to ensure good levels of daylight/sunlight and to avoid harmful impacts on neighbouring building

Sensitive boundaries, where harmful overlooking of neighbouring properties must be avoided. This will require the massing to step back away from the boundary at upper floors, and be well articulated and carefully designed.

Any new residential layout must be of high quality design, including avoiding single aspect units - particularly north facing, meeting required space standards, and achieving good levels of daylight and sunlight.

Potential to accommodate town centre car parking for retail as well as blue badge parking for residential uses.



Ground Floor Plan



Typical Upper Floor Plan

Servicing loop road allowing servicing of new food store and residential uses.  
A carefully designed and managed servicing strategy will be required.

Rooftop amenity space needs consider accessibility for all, good levels of sunlight and daylight, shelter from rain and wind, security, good levels of passive surveillance, opportunities for urban greening, and provide appropriate quantum of external amenity space and play space.

A well considered balcony strategy will be needed to contribute to the townscape and avoid harmful overlooking of neighbouring buildings.

## Key Placemaking Principles

- 1 Improved public realm along Hall Lane.
- 2 Rationalise access and servicing with one way loop road around site perimeter.
- 3 Retain or reconfigure retail and town centre uses.
- 4 Active frontage onto Hall Lane

## Potential Benefits

- Potential for c.90 homes.
- Improvements to public realm along Hall Lane.
- Retained or reconfigured retail and town centre uses.
- Accommodation of town centre parking.
- Potential for new community facilities.

### Former South Chingford Library - The Site Today

The Waltham Forest Resource Hub site is currently home to Age UK who occupy the former library building on the site. The site has potential to deliver new community space along with new homes and improved public realm.



Aerial view of the site today



View 1



View 2



View 3

## Former South Chingford Library - The Site Today

The site contains the former library building which currently houses Age UK as well as a former bathhouse building which fronts Marmion Ave. As well as the public space in front of the former library building, there is also a garden space to the rear of the building.



Site Area  
**0.41Ha**

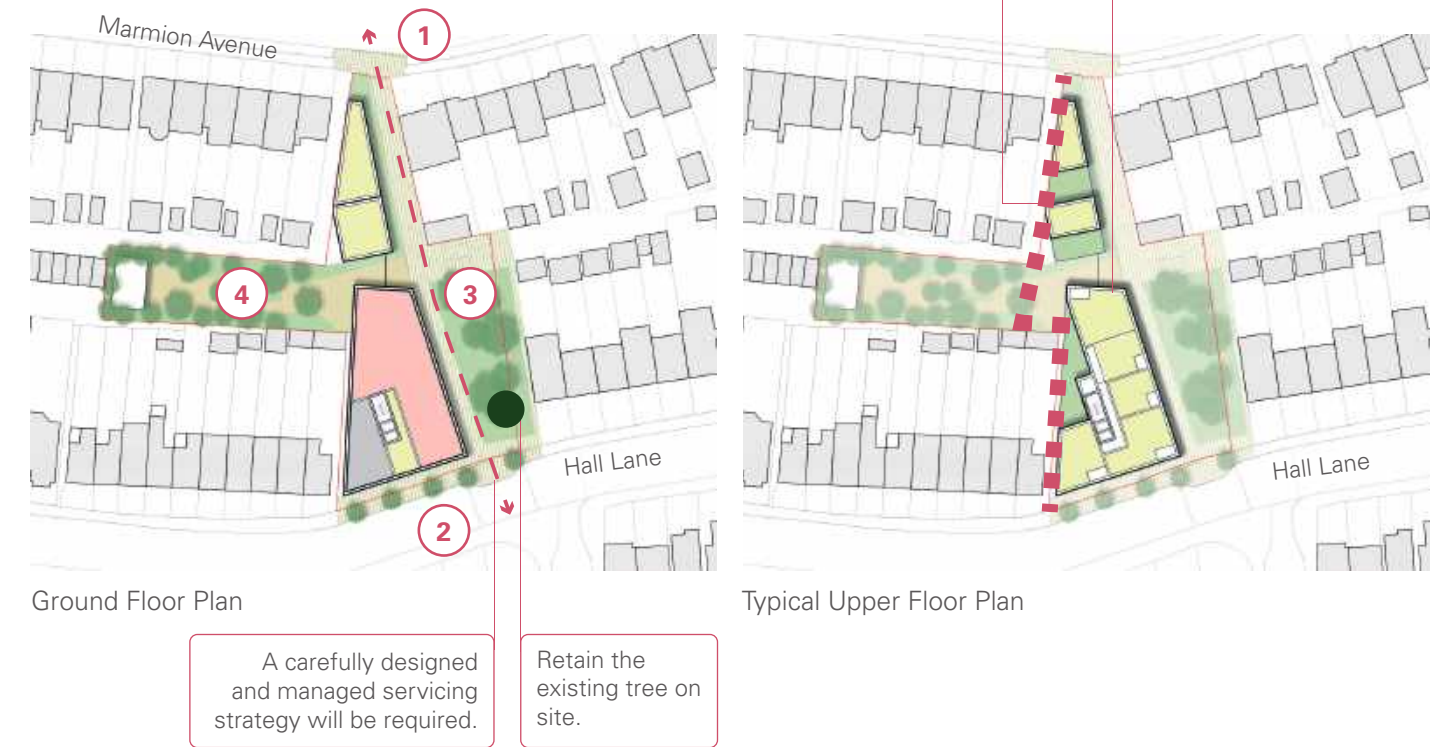
Employment  
Floorspace  
**0sqm**

## Former South Chingford Library - Illustrative Development Proposal

In order to justify any deviation from a 'car free' approach, a robust Transport Assessment will be required.

Sensitive boundaries where well considered layout will be required to ensure good levels of daylight/sunlight and to avoid harmful impacts on neighbouring building.

Any new residential layout must be of high quality design, including avoiding single aspect units - particularly north facing, meeting required space standards, and achieving good levels of daylight and sunlight. This will include achieving required external amenity space and play space.



### Key Constraints

- Consider interface and sensitive edge with terraced residential properties and gardens to north and west of the site.
- Possible need for phased decant and temporary re-location of existing community uses.

### Key Opportunities

- Council-owned site with opportunities for new homes, enhanced open space and public realm and an intergenerational community hub.
- Retain and enhance existing pedestrian and cycle route through the site.
- Provide an active ground floor and visible street frontage that contributes to high street activity and acts as an eastern gateway to the town centre.
- Re-provision and enhancement of existing community facilities.
- Retain and enhance existing open space.

### Key Placemaking Principles

- 1 Re-enforce north south connection through site.
- 2 Create active edge to Hall Lane and retained/enhanced public realm.
- 3 Enhance existing public space.
- 4 Enhance existing garden space.

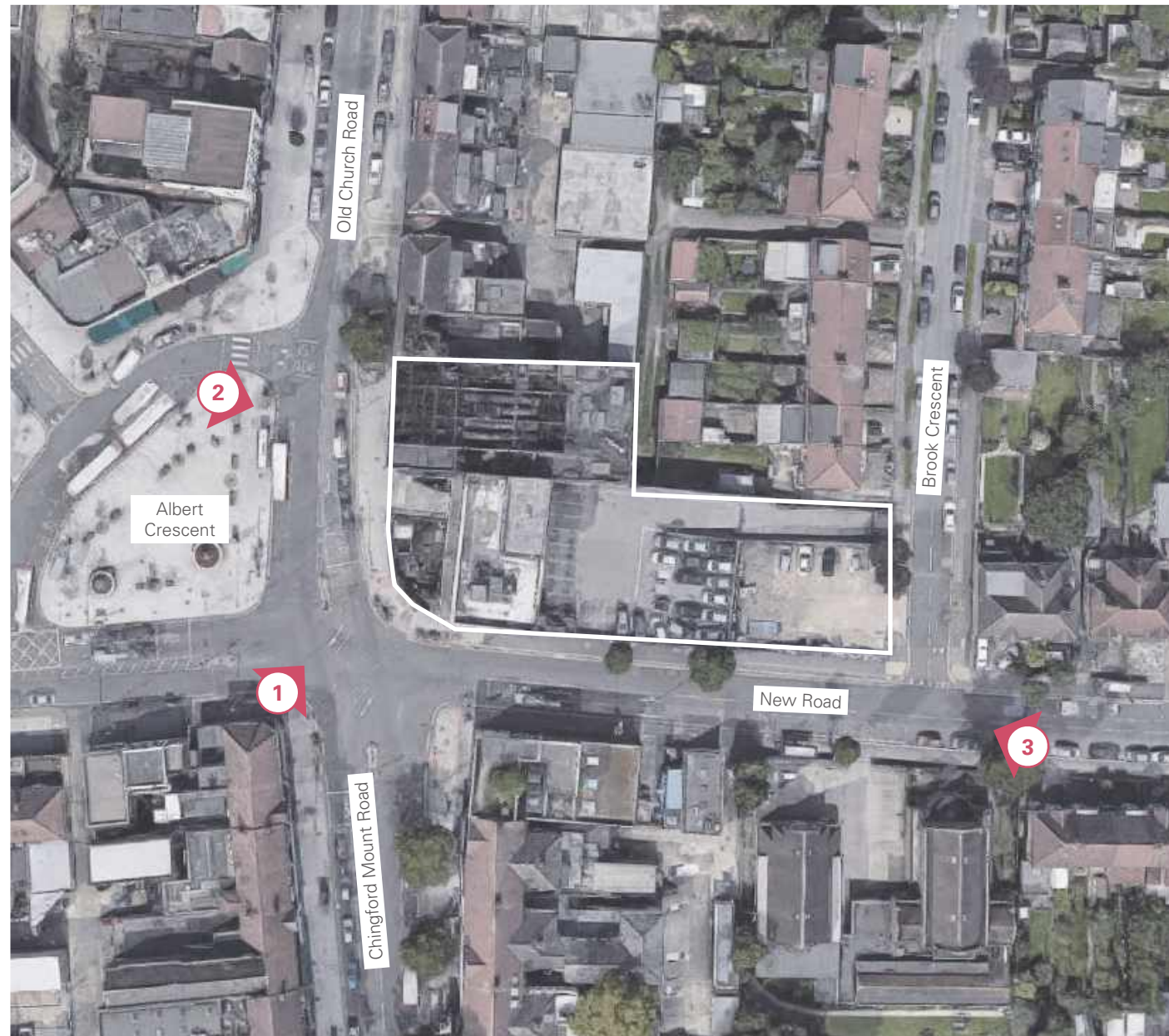
### Potential Benefits

- Potential for c.25 homes.
- Enhanced open space and public realm.
- Retain and enhance existing walking and cycle route through the site.
- Re-provision of community facilities.

Any development will be subject to the full planning process.

## Albert Corner - The Site Today

The Albert Corner site is located at the heart of the town centre fronting the main intersection at Albert Crescent. The site has potential to deliver new homes and town centres uses, taking advantage of its important location at the heart of the town centre.



Aerial view of the site today



View 1



View 2

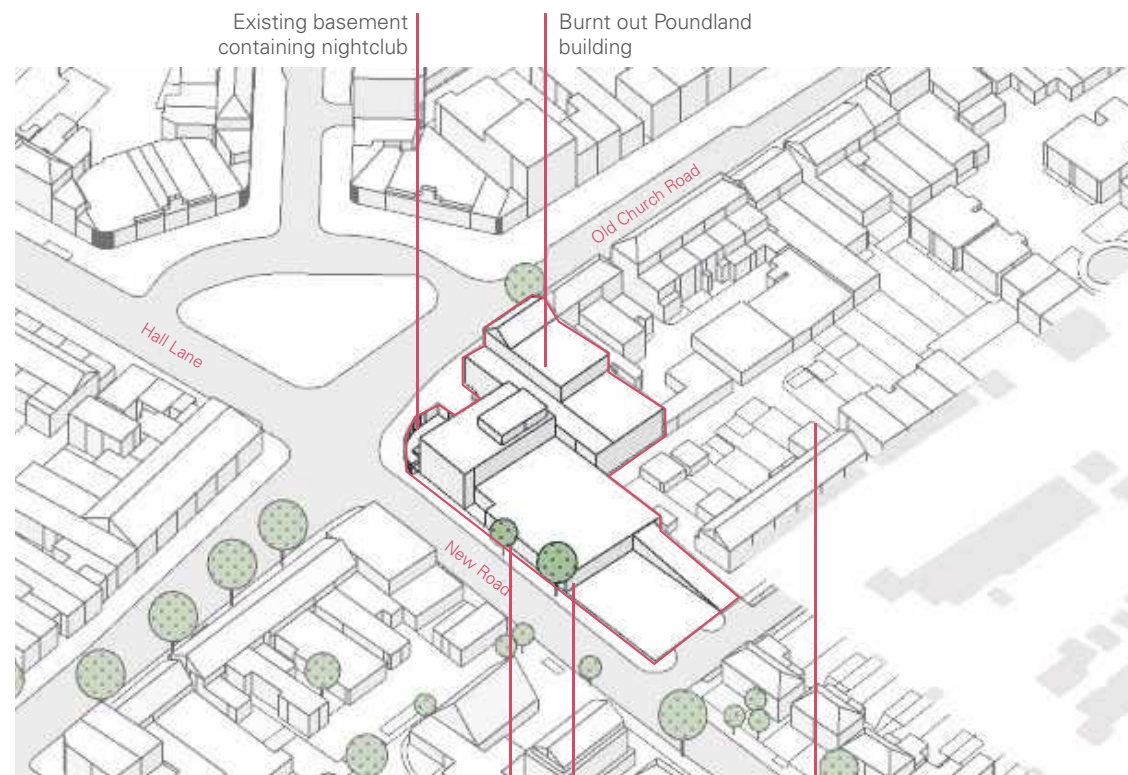


View 3

## Albert Corner - The Site Today

The site contains a mix of uses including an Iceland food store adjoining retail uses, basement nightclub and office space at first floor. The site also includes the neighbouring Poundland site which was recently destroyed by fire.

Site Area	Employment Floorspace
<b>0.23Ha</b>	<b>3,000sqm</b>



The Site today Existing trees on new road Existing parking access to rear of site Residential properties and gardens to North of site

## Key Constraints

- Multiple land ownerships within the site.
- Consideration of sensitive terraced housing properties and gardens edge to the north of the site, relationship (daylight/sunlight).
- Consideration of appropriate provision for servicing and deliveries for ground floor units at the rear of site.

## Key Opportunities

- Existing basement at eastern corner of site.
- Re-provision of existing commercial, leisure and employment uses.
- Consideration of the prominent location of the site within the town centre context.
- Enhanced public realm at the junction of Hall Lane and Old Church Road.

## Albert Corner - Illustrative Development Proposal



Ground Floor Plan



Typical Upper Floor Plan

In order to justify any deviation from a 'car free' approach, a robust Transport Assessment will be required.

Any new residential layout must be of high quality design, including avoiding single aspect units - particularly north facing, meeting required space standards.

A well considered balcony strategy will be needed to contribute to the townscape and avoid harmful overlooking of neighbouring buildings.

Sensitive boundaries where harmful overlooking of neighbouring properties must be avoided. This will require the massing to step back away from the boundary at upper floors, and be well articulated and carefully designed.

Massing design needing to be designed sensitively to ensure good daylight and sunlight levels to neighbouring properties. This is particularly important given the location of the site to the south of the neighbouring properties.

## Key Placemaking Principles









- 1 Public realm and highways improvements to Junction.
- 2 High Quality building terminating key views and aiding legibility.
- 3 Active frontages fronting New Road and Old Church Road.

## Potential Benefits

- Potential for c.90 homes on whole site.
- Re-provision of existing leisure, commercial and employment uses.
- Enhanced public realm at the junction of Hall Lane and Old Church Road.
- Contributing to transform Albert Crescent into a pedestrianised public space.
- Potential for high quality building contributing to a prominent townscape context.

Any development will be subject to the full planning process.

## Site Allocations links to Placemaking Principles

	 <b>A Town Centre for everybody</b>	 <b>Celebrate Local</b>	 <b>Transform Albert Crescent</b>	 <b>A better town centre for walking and cycling</b>	 <b>Support social enterprise and innovation</b>	 <b>Ensure quality and craftsmanship</b>	 <b>Bring the forest to the high street</b>	 <b>Showcase what makes Chingford Mount special</b>
<b>Sainsbury's, Hall Lane Site Allocation</b>	✓ Provide a good mix of housing types and affordable social housing.	✓ Support local businesses by creating more space for start-ups and home-workers.	✓ Contribute to reducing the negative impacts of traffic and reconnecting Albert Crescent to the high street.	✓ Encourage walking and cycling through new public realm interventions and cycle infrastructure to connect the area with Meridian Water.	✓ Contribute to Chingford Mount's status as a hub for community and social enterprise facilities.	✓ Encourage landlords and shop owners to enhance their properties and forecourts to ensure they respond to the character and identity of the local area.	✓ Contribute to landscaping the High Street providing high quality green space within the new development and in the nearby open spaces.	✓ There is an opportunity to deliver new high quality homes and re-provide the supermarket and employment space in the heart of the town centre.
<b>Former South Chingford Library Site Allocation</b>	✓ Provide a good mix of housing types and affordable social housing.			✓ Encourage walking and cycling through new public realm interventions and cycle infrastructure to connect the area with Meridian Water.	✓ Contribute to Chingford Mount's status as a hub for community and social enterprise facilities.	✓ Encourage landlords and shop owners to enhance their properties and forecourts to ensure they respond to the character and identity of the local area.	✓ Contribute to landscaping the High Street providing high quality green space within the new development and in the nearby open spaces.	✓ The site has potential to deliver a new premises for community groups along with new homes and improved public realm.
<b>Albert Corner Site Allocation</b>	✓ Provide a good mix of housing types and affordable social housing.	✓ Support local businesses by creating more space for start-ups and home-workers.	✓ Contribute to reducing the negative impacts of traffic and reconnecting Albert Crescent to the high street.	✓ Encourage walking and cycling through implementing new crossings, traffic calming measures and public realm alterations while delivering cycle infrastructure.	✓ Contribute to Chingford Mount's status as a hub for community and social enterprise facilities.	✓ Encourage landlords and shop owners to enhance their properties and forecourts to ensure they respond to the character and identity of the local area.	✓ Contribute to the landscape of the high street providing high quality green space within the new development and in Albert Crescent.	✓ Albert Crescent is clearly defined and accessible public space celebrating the heritage of Chingford Mount.

## Current Initiatives and Short Term Opportunities

### Treasures of Chingford Mount Map & Trail



A local engagement project to promote the local points of interest and historical treasures in Chingford Mount via an interactive map & events. It will include a window art trail in local businesses and young people involved in the artwork. A Chingford Mount brand identity will also be developed.

### Prototyping Changes to Albert Crescent through Family Fun day events



Potential changes to Albert Crescent could be tested on a temporary basis to understand their feasibility. This could include relocating bus stands and stopping vehicles on the crescent for events and market days.

### Skills Development



Supporting local businesses to build their capacity and grow their businesses through access to skills development and local grants and support.

### Meanwhile Use & Entrepreneurship



Alongside community projects the focus will be to encourage more trading opportunities for diverse talented local entrepreneurs and craftspeople to foster more enterprise and business activity, support major regeneration schemes and add to the thriving, vibrant and bustling high street.

### Making Chingford Mount a Child-Friendly District



The Council is working on a GLA pilot initiative, which is a piece of action-based participative research to define and test how the Chingford Mount area can become more child-friendly. The output of the research will be a suite of interventions including up to three child-friendly capital project proposals that are costed and ready for the Council to take forward.

### Murals and Street Art



New murals will be painted on Chingford Mount to celebrate the community and its vibrancy. The first one will be painted on 228 Chingford Mount Road as part of the Council's No Space for Hate campaign collaborating with and engaging with local young people and artists on design ideas.

### Choose Local campaign for local hoarding for developments










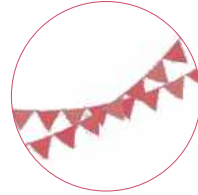
As part of the borough-wide Choose Local campaign, we will be arranging hoarding designs and associate social media campaign. This will highlight the diversity, quality and eclecticism of local businesses showcasing the 'best of local' and how Chingford Mount is a town centre with an evolving high-quality offer to eat, shop and relax.

### Market trading & outdoor pop up opportunities



To help launch new market trading opportunities to promote the plethora of local artisan talent and products. Bringing to life key public spaces and enhancing the current Chingford Mount market offer.

### Current Initiatives and Short Term Opportunities links to Placemaking Principles

	 <b>A Town Centre for everybody</b>	 <b>Celebrate Local</b>	 <b>Transform Albert Crescent</b>	 <b>A better town centre for walking and cycling</b>	 <b>Support social enterprise and innovation</b>	 <b>Ensure quality and craftsmanship</b>	 <b>Bring the forest to the high street</b>	 <b>Showcase what makes Chingford Mount special</b>
'Treasures of Chingford Mount' map project	✓	✓			✓	✓		✓
Prototyping Changes to Albert Crescent through Family Fun day events	✓	✓	✓	✓	✓	✓	✓	✓
Good Waste Project	✓	✓			✓	✓		✓
Meanwhile Use & Entrepreneurship	✓	✓			✓			✓
Making Chingford Mount a Child-Friendly District	✓	✓				✓	✓	✓
Murals and Street Art	✓	✓				✓		✓
Choose Local campaign for local hoarding for developments	✓	✓						✓
Market trading & outdoor pop up opportunities	✓	✓	✓		✓			✓

## Delivered Projects

### Memorial Park entrance



To highlight the significant entrance to Memorial Park as a key location on the high street, it was retrofitted with new bright surfacing with embedded artwork, the railings were painted and the brickwork was restored.

### Albert Crescent Green Benches



Reinvigorating and refreshing the Albert Crescent making places benches to extend their usage and merging them better with the high street character.

### Tailored Signwriting



Defining Albert Crescent as a distinct place on the high street through tailored signwriting creating an identity linked to the place.

### Refurbishment of a derelict and empty unit for Meanwhile Uses



With the aim of activating the high street, the Council has formed a partnership with the landlord of a disused unit to refurbish and create a meanwhile use for several unique engagement and pop up opportunities.

### Pop up Play and Car-Free Day Event



Working with Assemble Play we will continue to deliver pop up play events aimed at bringing local young people and families together to enjoy an interactive day of local discovery with fun play equipment linking with other Child-Friendly focus activities in Chingford Mount.

### Trees on Old Church Road



Different species of trees were planted along Old Church Road to add greenery, increase biodiversity, provide shade and beautify this section of the road which has a generous public realm.

### Good Waste Project



The reuse of waste to make furniture and furnishings to transform an underutilised space on the high street for the public to enjoy. Involving local material designers Good Waste and Blackhorse Lane Workshops who will work with a diverse group of young people to learn about raw waste material re-use.

### Window Art Campaign



12 local businesses were involved in our public window art campaign on the high street. Working with local artists, their shop windows have been bought to life with bespoke designs for their windows as part of an interactive walking trail from families. This has animated their shop windows creating interest for their businesses, the town centre and linking areas of the high street.



## Implementation and Monitoring

	Projects	Placemaking Principle	Actions	Proposed Delivery	Estimated timescale
1	<b>158 and W16 Bus Stands Relocation and W16 Bus route extension</b>	A Town Centre for everybody. Transform Albert Crescent. A better town centre for walking and cycling.	LB Waltham Forest has commissioned a feasibility study to to relocate 58 and W16 bus stands, to extend W16 route and to pedestrianise Albert Crescent. The feasibility study will be completed in early 2022. LB Waltham Forest to continue liaising with Transport For London to explore options to relocate 58 and W16 bus stands and to extend W16 route.	LB Waltham Forest. TFL.	<b>Phase 1</b> 2022-2027
2	<b>Albert Crescent Pedestrianisation</b>	A Town Centre for everybody. Transform Albert Crescent. A better town centre for walking and cycling.	LB Waltham Forest has commissioned a feasibility study to to relocate 58 and W16 bus stands, to extend W16 route and to pedestrianise Albert Crescent. The feasibility study will be completed in early 2022. LB Waltham Forest to develop a Public Realm Scheme. Negotiate appropriate development contributions towards project development and delivery.	LB Waltham Forest. TFL. Albert Corner Site.	<b>Phase 1</b> 2022-2027
3	<b>Chingford Mount Road / Hall Lane Crossing improvement</b>	A Town Centre for everybody. Transform Albert Crescent. A better town centre for walking and cycling.	LB Waltham Forest to develop a Public Realm Scheme to narrow the carriageway to encourage cycling and walking in the town centre. Negotiate appropriate development contributions towards project development and delivery.	LB Waltham Forest. TFL.	<b>Phase 1</b> 2022-2027
4	<b>Town Centre Shopfront Improvement Scheme</b>	Ensure quality and craftsmanship. Celebrate Local. Showcase what makes Chingford Mount special.	LB Waltham Forest to develop a Shopfront improvement Scheme. Negotiate appropriate development contributions towards project development and delivery.	LB Waltham Forest. Albert Corner Site. Sainsbury's, Hall Lane Site. Former South Chingford Library Site. Old Church Road Site. Private Landlords.	<b>Phase 1</b> 2022-2027
5	<b>Animated Side Streets and Corners</b>	A Town Centre for everybody. A better town centre for walking and cycling. Bring the forest to the high street.	LB Waltham Forest to develop a Public Realm Scheme for the animated side streets and corners. Negotiate appropriate development contributions towards project development and delivery.	LB Waltham Forest. Old Church Road Site.	<b>Phase 2</b> 2027-2032
6	<b>Old Church Road Public Realm Improvements</b>	A Town Centre for everybody. A better town centre for walking and cycling. Bring the forest to the high street.	LB Waltham Forest to develop a Public Realm Scheme. Negotiate appropriate development contributions towards project development and delivery.	LB Waltham Forest. Albert Corner Site. Sainsbury's, Hall Lane Site. Former South Chingford Library Site. Old Church Road Site.	<b>Phase 2</b> 2027-2032
7	<b>Hall Lane Public Realm Improvements</b>	Support social enterprise and innovation. Ensure quality and craftsmanship. Bring the forest to the high street.	LB Waltham Forest to develop a Public Realm Scheme. Negotiate appropriate development contributions towards project development and delivery.	LB Waltham Forest. Sainsbury's, Hall Lane Site . Former South Chingford Library Site.	<b>Phase 3</b> 2027-2037
8	<b>Chingford Mount Road Public Realm Improvements</b>	A Town Centre for everybody. A better town centre for walking and cycling. Bring the forest to the high street.	LB Waltham Forest to develop a Public Realm Scheme. Negotiate appropriate development contributions towards project development and delivery.	LB Waltham Forest. Albert Corner Site.	<b>Phase 3</b> 2027-2037

Public Realm Improvements within the Framework's context are subject to securing funding from development contributions and other potential sources. Some improvements maybe part of planning application and scheme designs

## Phasing of Future Proposals within the Framework's context

### Phasing

- Phase 1 2022-2027  Cycling distance
- Phase 2 2027-2032  Walking distance
- Phase 3 2027-2037

### Proposed Site Allocations

- 1 Sainsbury's, Hall Lane Site Allocation
- 2 Former South Chingford Library Site Allocation
- 3 Albert Corner Site Allocation

### Proposed Improvements

- 1 158 & W16 Bus Stands Relocation
- 2 Albert Crescent Pedestrianisation
- 3 Chingford Mount Rd/Hall Lane Crossing improvement
- 4 Town Centre Shopfront Improvement Scheme
- 5 Animated Side Streets and Corners
- 6 Old Church Road - walking, cycling and public realm improvements
- 7 Hall Lane - walking cycling and public realm improvements
- 8 Chingford Mount Road - walking cycling and public realm improvements



Public Realm Improvements within the Framework's context are subject to securing funding from development contributions and other potential sources. Some improvements may be part of planning application and scheme designs.

**November 2021**