

# Draft Leytonstone Town Centre Framework

**A vision for the town centre**

**November 2021**

## TRANSLATION

### INTERPRETING AND TRANSLATION ASSISTANCE

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<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 منالاً من هذه الخدمات الرجاء الاتصال معنا على العنوان المذكور أدناه.</p>	<p>यह पत्र 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 जरूरत है तो कृपया निम्नलिखित पते पर हमारे साथ संपर्क करें।</p>
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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>

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## 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 impacts 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 Leytonstone 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

Leytonstone 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 Leytonstone. 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 including measures which address flood mitigation measures and the climate emergency.

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.

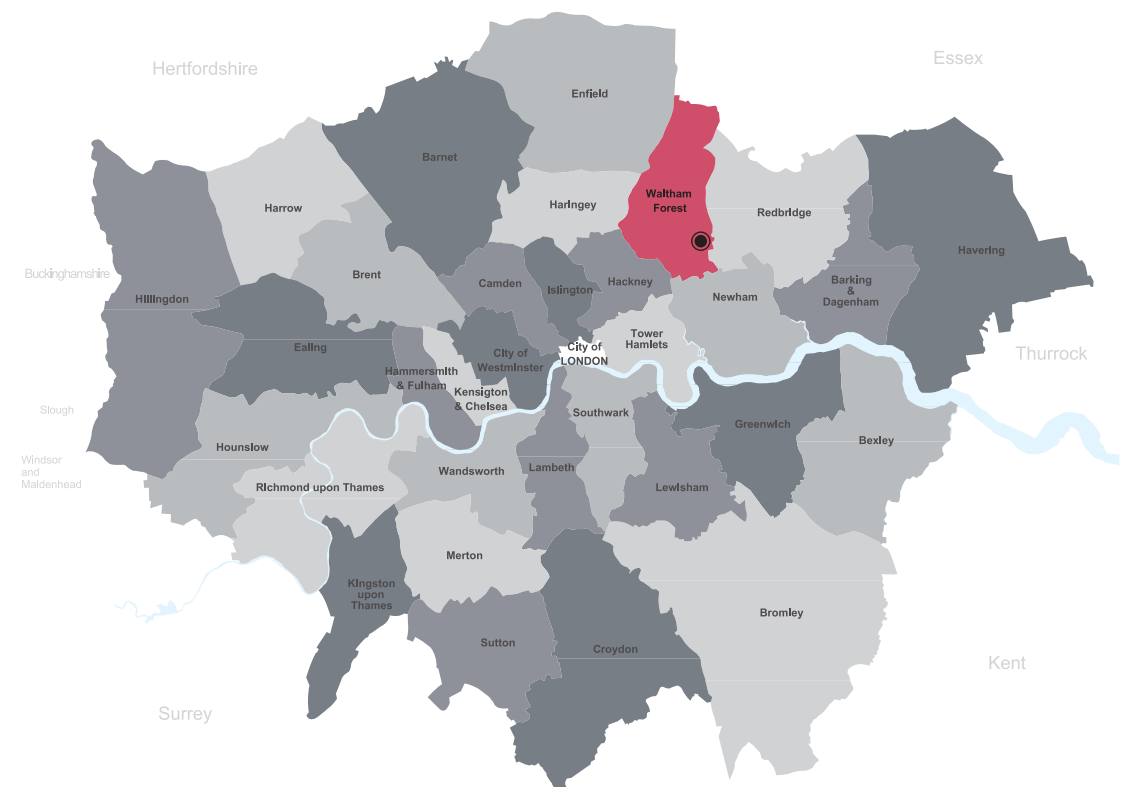
As well as setting out a long-term vision for regeneration, the document identifies short-term opportunities to deliver elements of the vision early on. A public realm vision has been developed to provide strategic design guidance and enable investment in improvements to the public realm in the town 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 Leytonstone 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 Leytonstone Strategic Location encompasses a slightly larger area than the designated District Centre area.



Leytonstone 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.

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 NPPF mentions that 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.

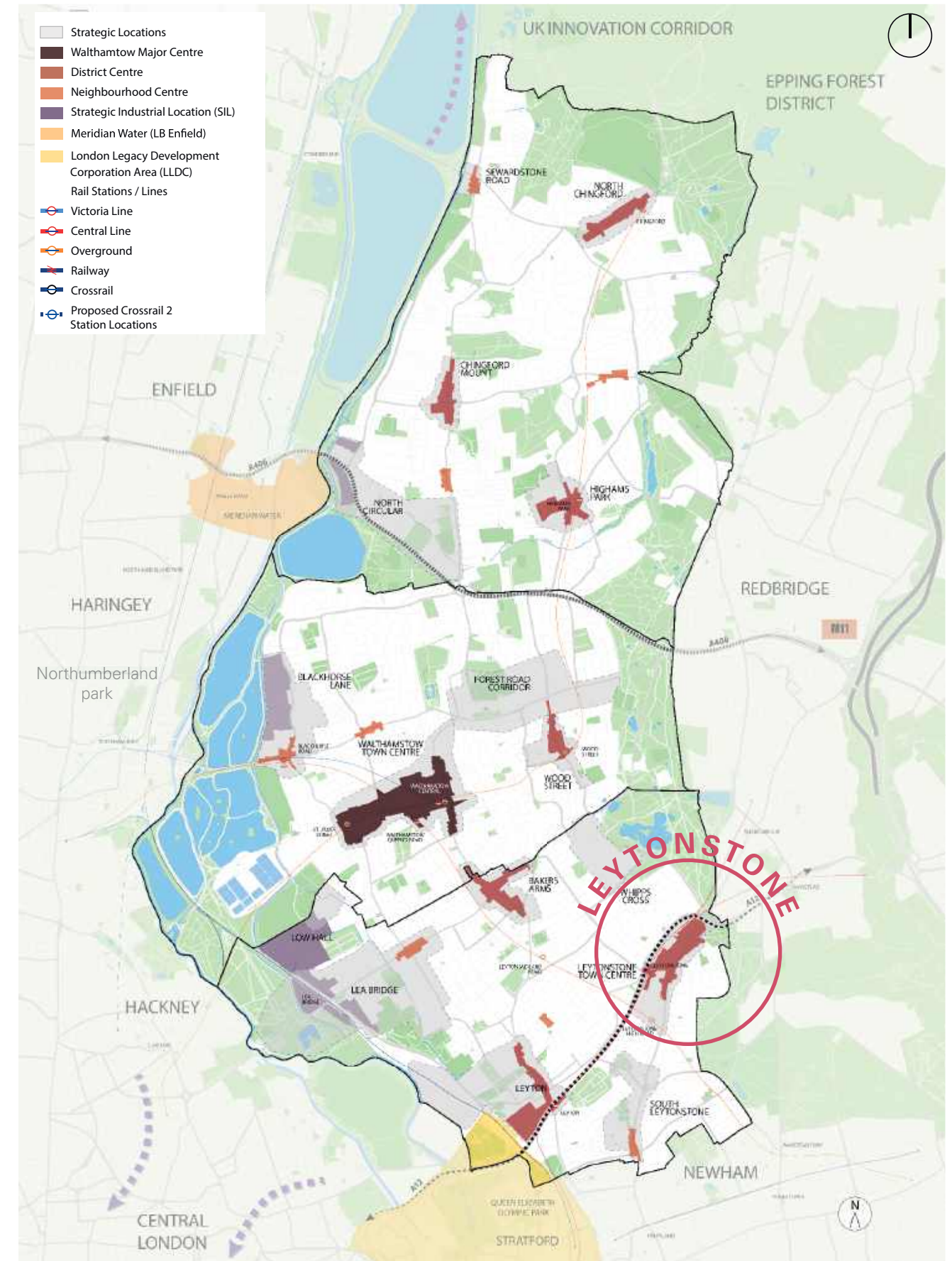
### Relationship to the London Plan

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.

The London Plan designates Leytonstone 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.

Following consultation, the Council intends to submit this Plan document to the Secretary of State for independent examination.



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.

Leytonstone Town Centre is a designated District Centre located in the south of the borough. The draft local plan establishes a number of objectives for Leytonstone Town Centre including:

- Enablement of investment for the regeneration of Leytonstone District Centre (including Tesco, Matalan and Church Lane). 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.
- Supporting higher density in quality developments around the junction of The Green Man Roundabout and Leytonstone High Road.

### 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 Leytonstone Site Allocations.

- SA17 –
- SA18 –
- SA19 –
- SA20 –

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.

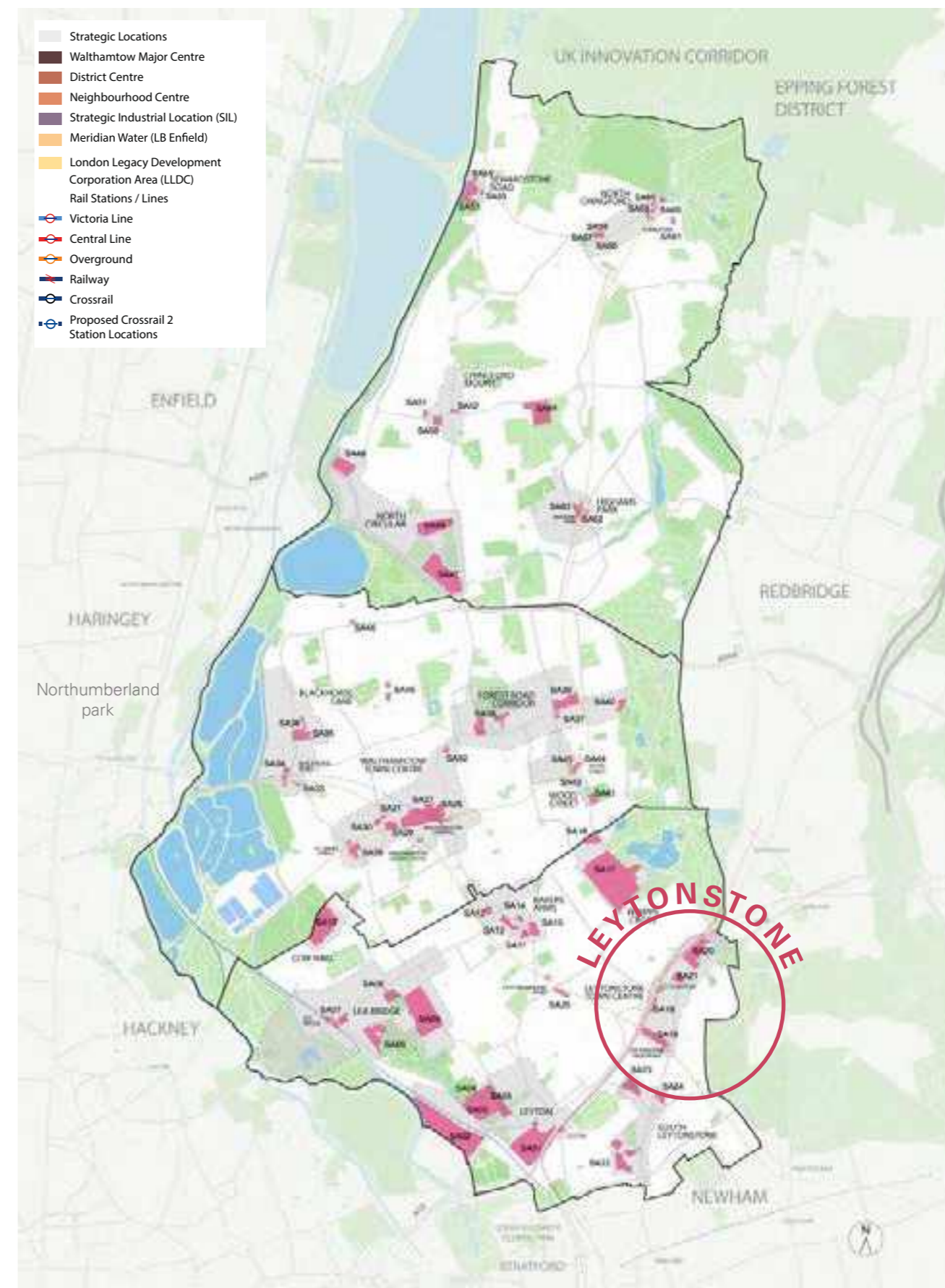
- Promoting Leytonstone Town Centre as a place that is geographically well positioned to enjoy the benefits of growth and investment especially where they contribute to the growth of the visitor economy, support local businesses and to continue to build a vibrant evening and night-time offer.
- Encouraging the redevelopment of underused sites as identified in the Brownfield Land Register.

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 Leytonstone 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).

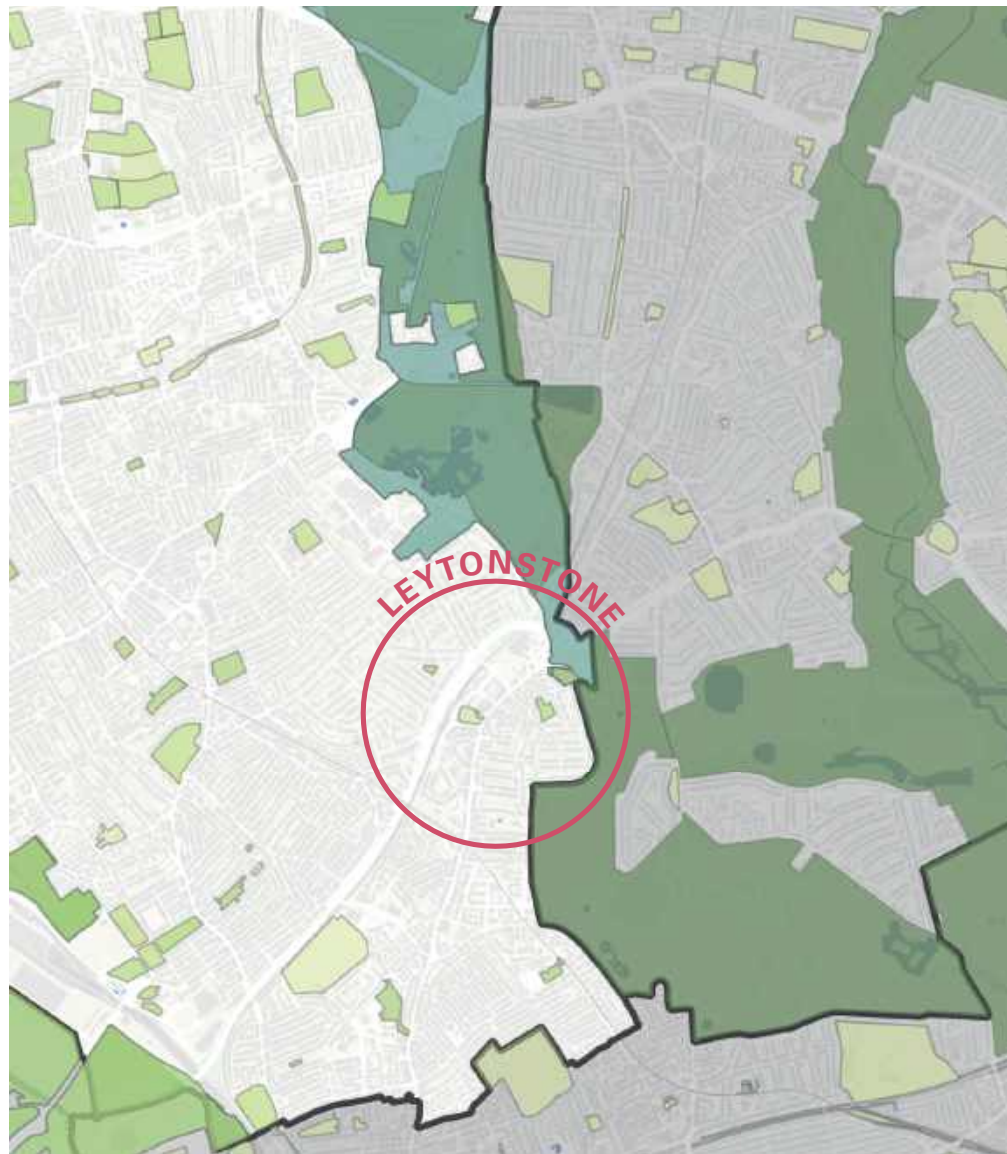


Wider plan of Waltham Forest showing site allocations.

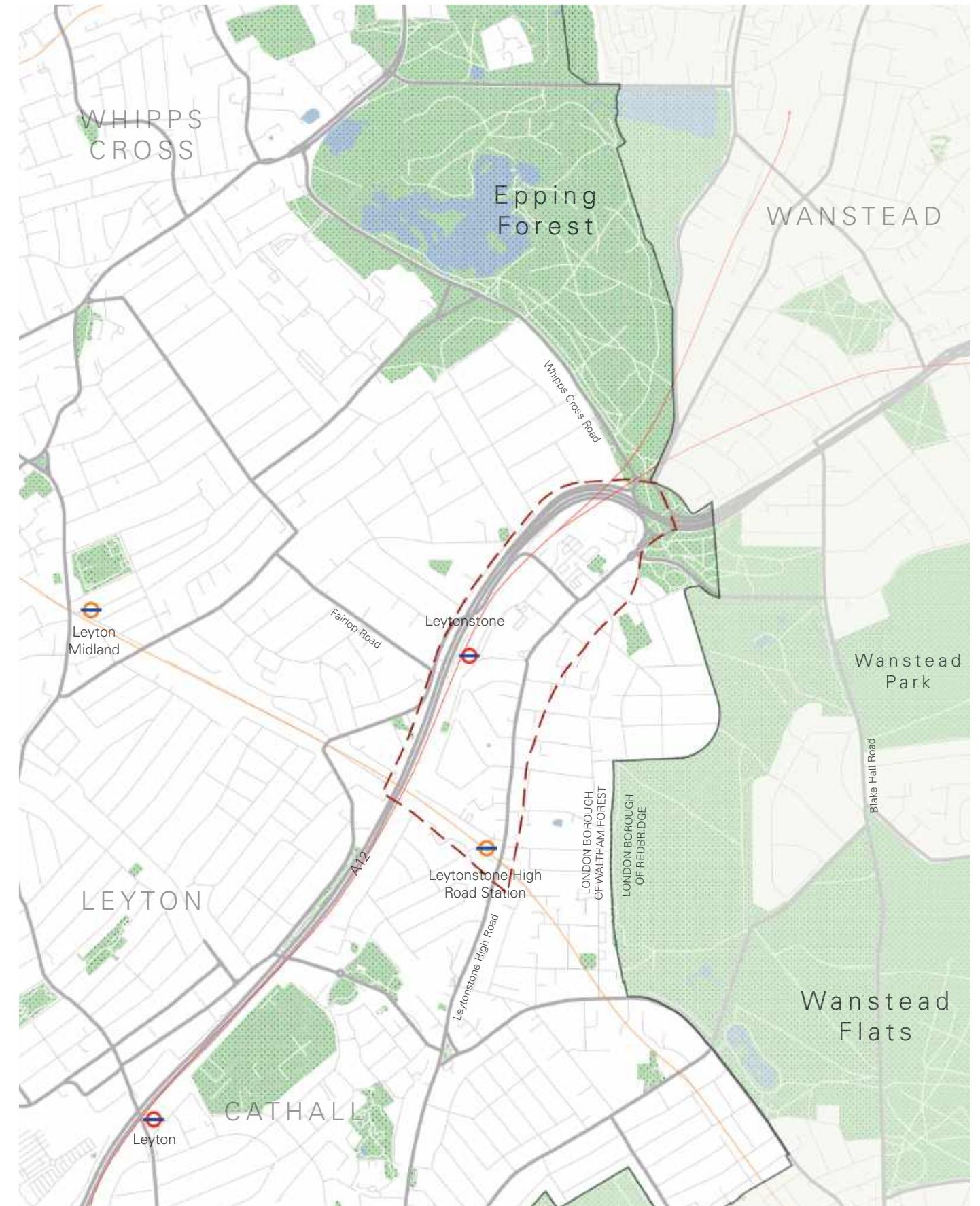
## Landscape context

The wider green corridor of Epping Forest and Wanstead Flats runs adjacent to the town centre to the east but is separated from Leytonstone Town Centre by the large scale road infrastructure of the A12 and Green Man Roundabout.

Similarly the wider urban context of Leyton to the west of the town centre is disconnected by the A12 with limited bridge crossings.

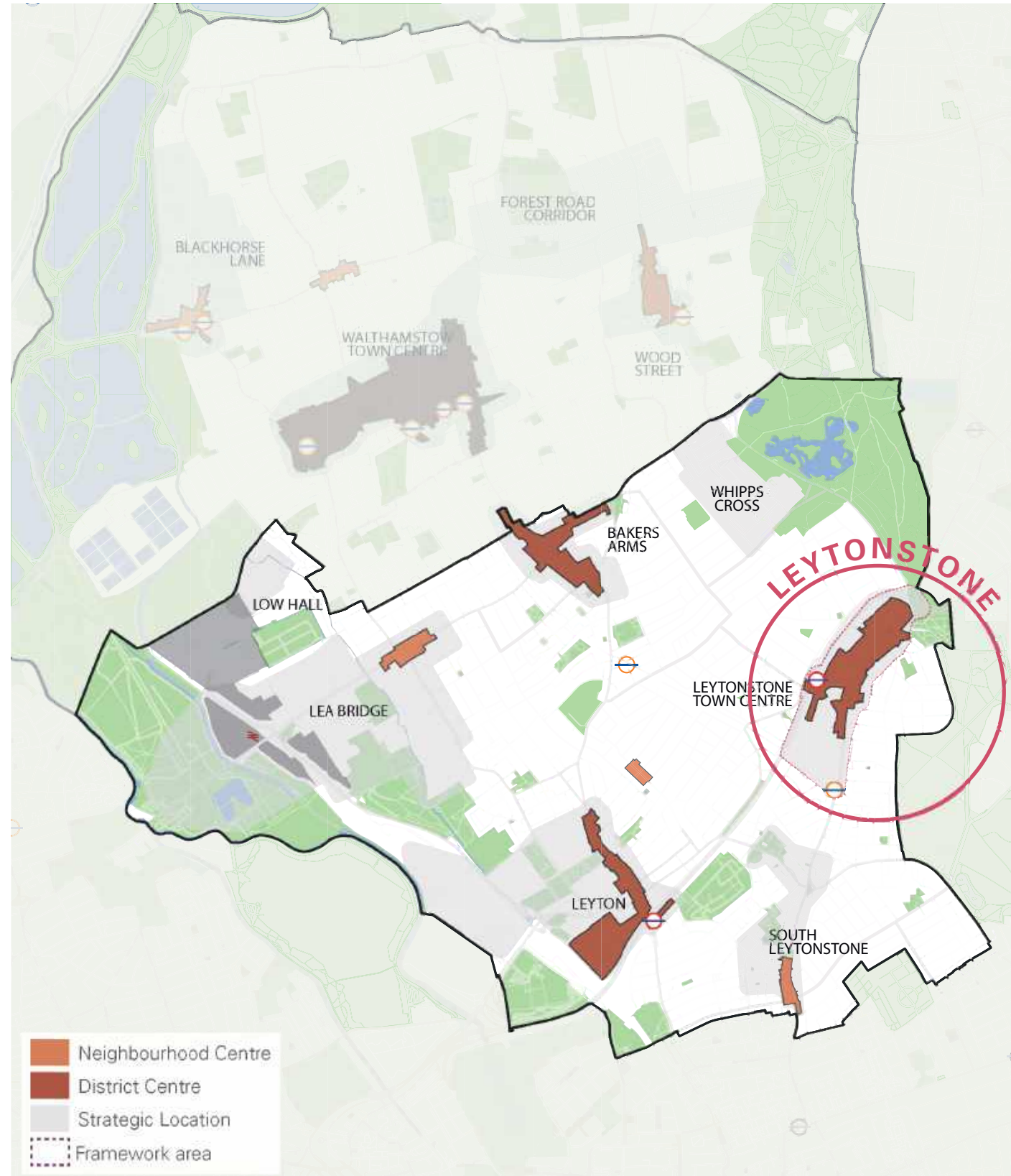


- Designated Open Space**
- Green Belt
  - Metropolitan Open Land
  - Other Open Space



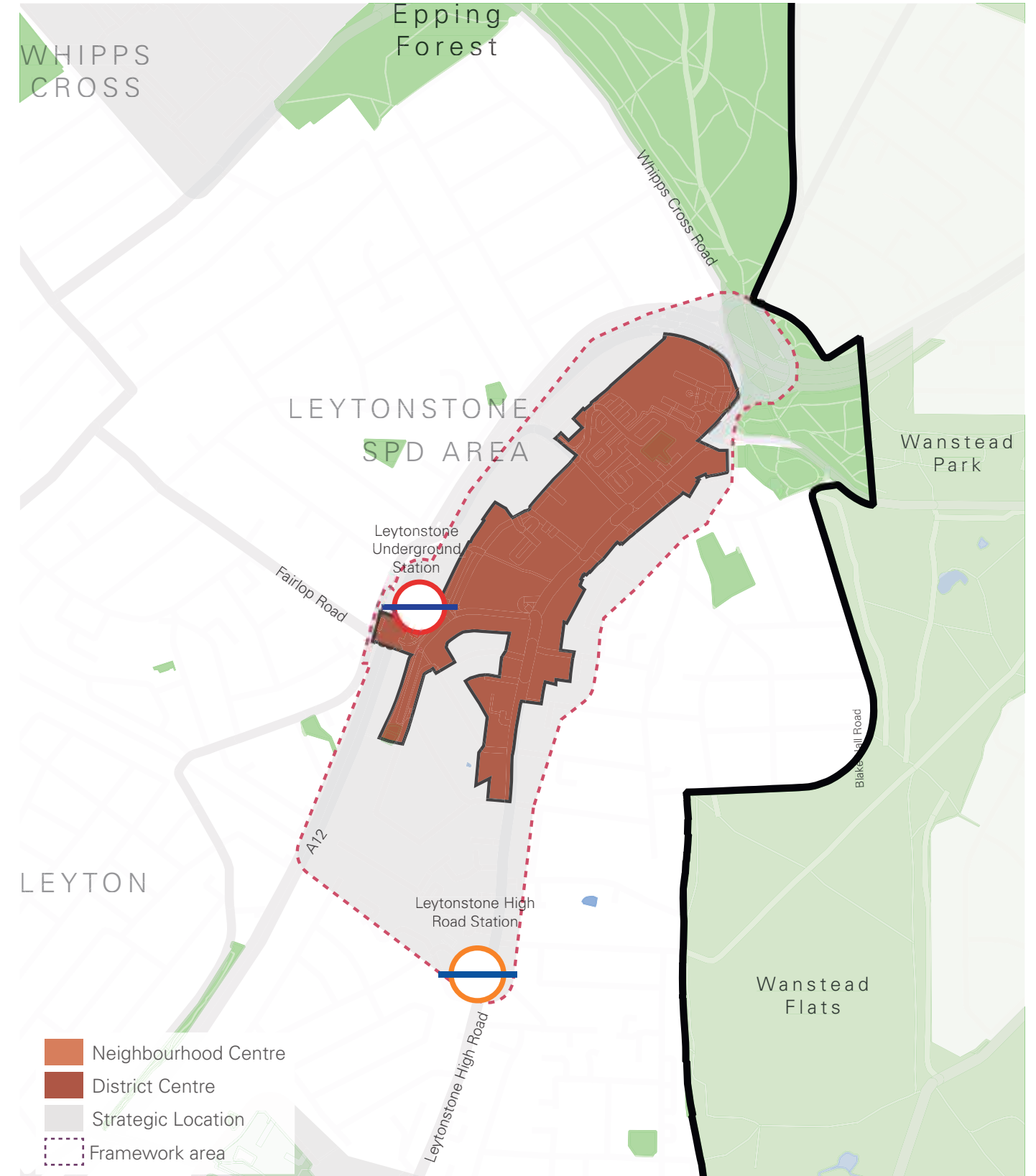


## The Framework Area



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

## Leytonstone Strategic Location / Framework Area



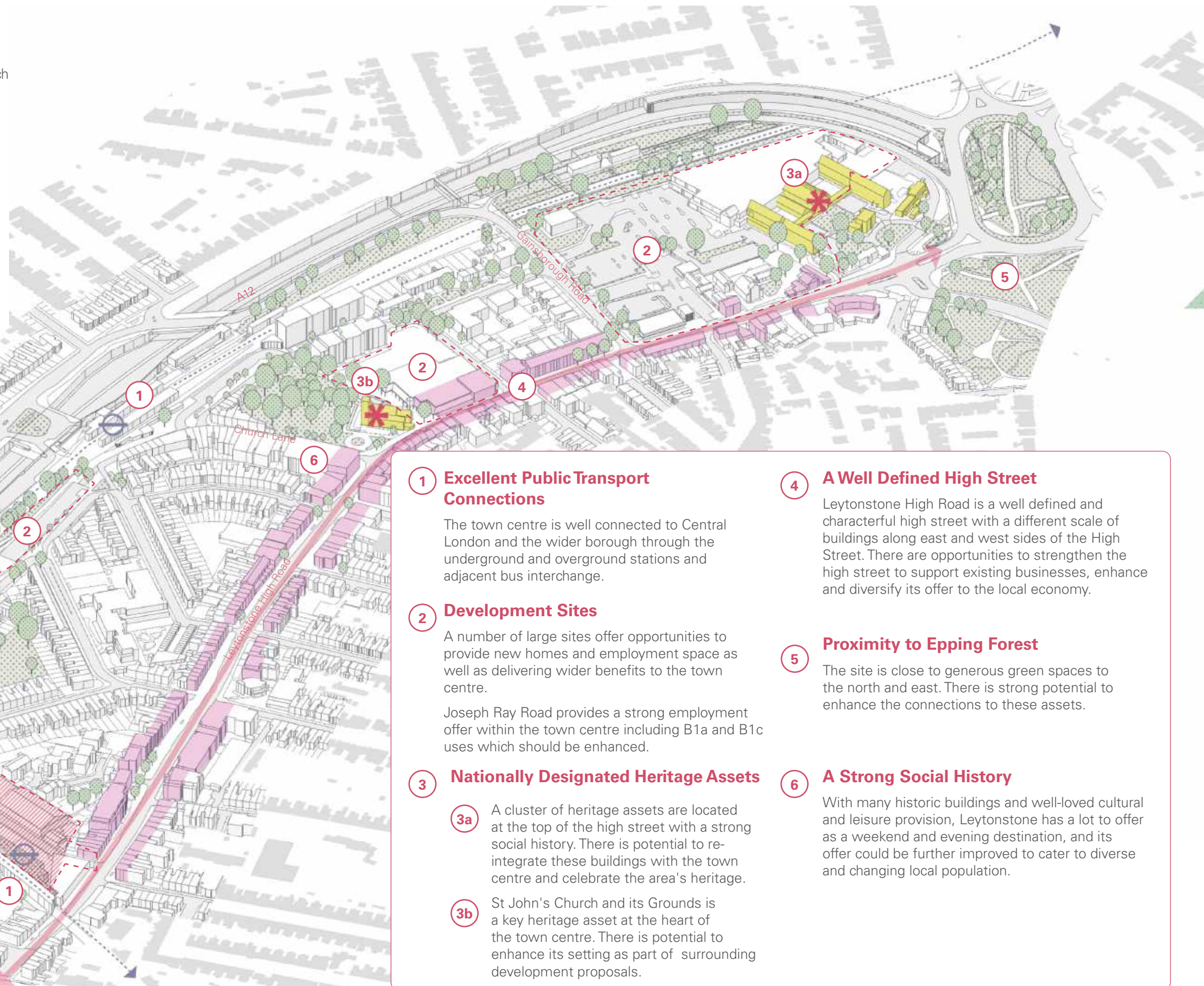
## Physical Assets and Opportunities

Leytonstone benefits from a well defined historic high street incorporating a number of Heritage Assets including St John's Church and its grounds. In addition, there is a cluster of historic buildings at the north of the high street around the existing Tesco food store.

Leytonstone underground station is well integrated within the town centre and connects with good bus services to the wider area on both sides of the A12. The activities of the high street are complemented by shops and businesses along Church Lane and around the station entrance.

To the south of the town centre, Joseph Ray Road provides a strong employment offer including light industrial uses in and around the railway arches.

The town centre further benefits from access to the overground line at Leytonstone High Road.



### 1 Excellent Public Transport Connections

The town centre is well connected to Central London and the wider borough through the underground and overground stations and adjacent bus interchange.

### 2 Development Sites

A number of large sites offer opportunities to provide new homes and employment space as well as delivering wider benefits to the town centre.

Joseph Ray Road provides a strong employment offer within the town centre including B1a and B1c uses which should be enhanced.

### 3 Nationally Designated Heritage Assets

**3a** A cluster of heritage assets are located at the top of the high street with a strong social history. There is potential to re-integrate these buildings with the town centre and celebrate the area's heritage.

**3b** St John's Church and its Grounds is a key heritage asset at the heart of the town centre. There is potential to enhance its setting as part of surrounding development proposals.

### 4 A Well Defined High Street

Leytonstone High Road is a well defined and characterful high street with a different scale of buildings along east and west sides of the High Street. There are opportunities to strengthen the high street to support existing businesses, enhance and diversify its offer to the local economy.

### 5 Proximity to Epping Forest

The site is close to generous green spaces to the north and east. There is strong potential to enhance the connections to these assets.

### 6 A Strong Social History

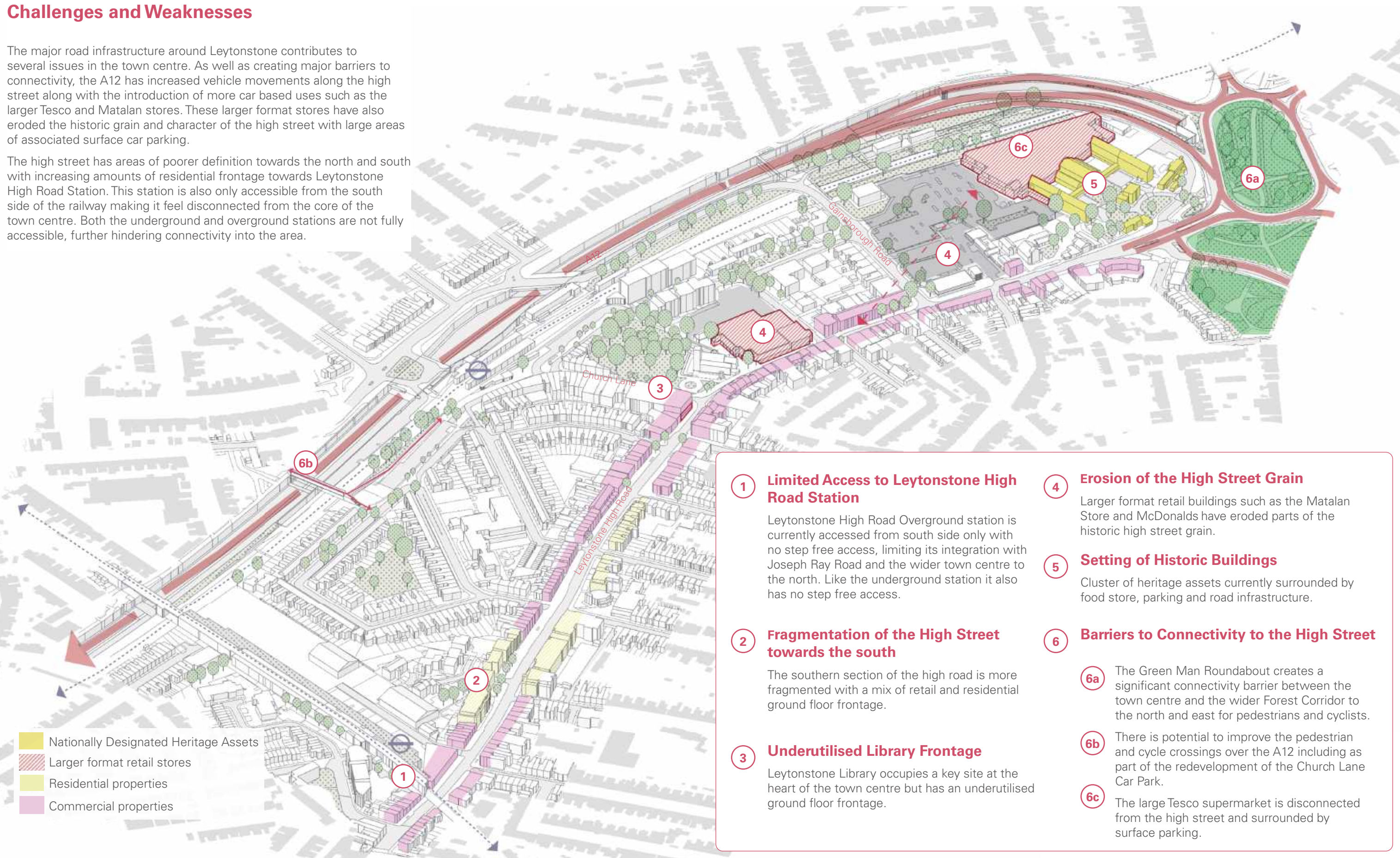
With many historic buildings and well-loved cultural and leisure provision, Leytonstone has a lot to offer as a weekend and evening destination, and its offer could be further improved to cater to diverse and changing local population.

Yellow square: Nationally Designated Heritage Assets  
 Pink square: High Street properties

## Challenges and Weaknesses

The major road infrastructure around Leytonstone contributes to several issues in the town centre. As well as creating major barriers to connectivity, the A12 has increased vehicle movements along the high street along with the introduction of more car based uses such as the larger Tesco and Matalan stores. These larger format stores have also eroded the historic grain and character of the high street with large areas of associated surface car parking.

The high street has areas of poorer definition towards the north and south with increasing amounts of residential frontage towards Leytonstone High Road Station. This station is also only accessible from the south side of the railway making it feel disconnected from the core of the town centre. Both the underground and overground stations are not fully accessible, further hindering connectivity into the area.



**1 Limited Access to Leytonstone High Road Station**

Leytonstone High Road Overground station is currently accessed from south side only with no step free access, limiting its integration with Joseph Ray Road and the wider town centre to the north. Like the underground station it also has no step free access.

**2 Fragmentation of the High Street towards the south**

The southern section of the high road is more fragmented with a mix of retail and residential ground floor frontage.

**3 Underutilised Library Frontage**

Leytonstone Library occupies a key site at the heart of the town centre but has an underutilised ground floor frontage.

**4 Erosion of the High Street Grain**

Larger format retail buildings such as the Matalan Store and McDonalds have eroded parts of the historic high street grain.

**5 Setting of Historic Buildings**

Cluster of heritage assets currently surrounded by food store, parking and road infrastructure.

**6 Barriers to Connectivity to the High Street**

**6a** The Green Man Roundabout creates a significant connectivity barrier between the town centre and the wider Forest Corridor to the north and east for pedestrians and cyclists.

**6b** There is potential to improve the pedestrian and cycle crossings over the A12 including as part of the redevelopment of the Church Lane Car Park.

**6c** The large Tesco supermarket is disconnected from the high street and surrounded by surface parking.

- Nationally Designated Heritage Assets
- Larger format retail stores
- Residential properties
- Commercial properties

## Placemaking Principles for Leytonstone



### Deliver new homes, commercial, community and public spaces

Create developments with sustainable building design that meet local needs for new homes, better High Street and community facilities, as well as greener, safer and more attractive streetscapes and routes through the town centre.



### Re-connect to green open spaces

Connect with nearby Wanstead Flats, Epping Forest and the new Whipps Cross neighbourhood with clearer and safer connections across the Green Man roundabout and green routes through the town centre. This includes measures such as green landscaping and SUDs which address flood mitigation and the Climate Emergency.



### Celebrate Leytonstone's heritage

Celebrate Leytonstone's history and heritage through initiatives and projects which tell the story of how the town centre developed and informs future changes.



### Enhance the setting of the area's unique heritage assets

Improve the setting of St John's Church and churchyard, listed Leytonstone House and other historic buildings in more attractive public space and improved streetscape.



### Promote a resilient, sustainable and diverse High Street

Support existing businesses to grow while encouraging a broader mix of uses which combine retail with workspaces, cultural and community facilities and promote and support green and sustainable businesses and initiatives.



### Spaces for young people

Respond to Leytonstone's younger than average population by facilitating safe and accessible public spaces, facilities and cultural assets that engages the area's young people and builds on a strong and connected community.



### Pathways to skills and employment for local people

Maximise opportunities for a variety of learning, skills development and employment for local young people through development and investment in the town centre as part of the action plan to support high streets and economic recovery.



### Creating an accessible environment for all

Enabling step free access and interchange at Leytonstone's stations, ensuring its public realm is accessible and welcoming for everyone.

## Long Term Vision

- 1 A legible green corridor running north-south from the station incorporating green space, play and amenity.
- 2 Strengthening the high street through shop front improvements and local business support.
- 3 Improve the sense of arrival from the station. Explore opportunities to deliver step free access and interchange.
- 4 Enhanced public space at the station, enabled by new development on the car park.
- 5 An enhanced employment cluster around Joseph Ray Road unlocking improved connectivity to Norman Road.
- 6 New step-free access to Leytonstone High Road Station as part of an improved gateway to the town centre from the south.
- 7 Improved connections between the Town centre and the Forest Corridor.
- 8 Enhance the setting of listed buildings with an improved landscape.

Cumulative benefits over 15 Years:



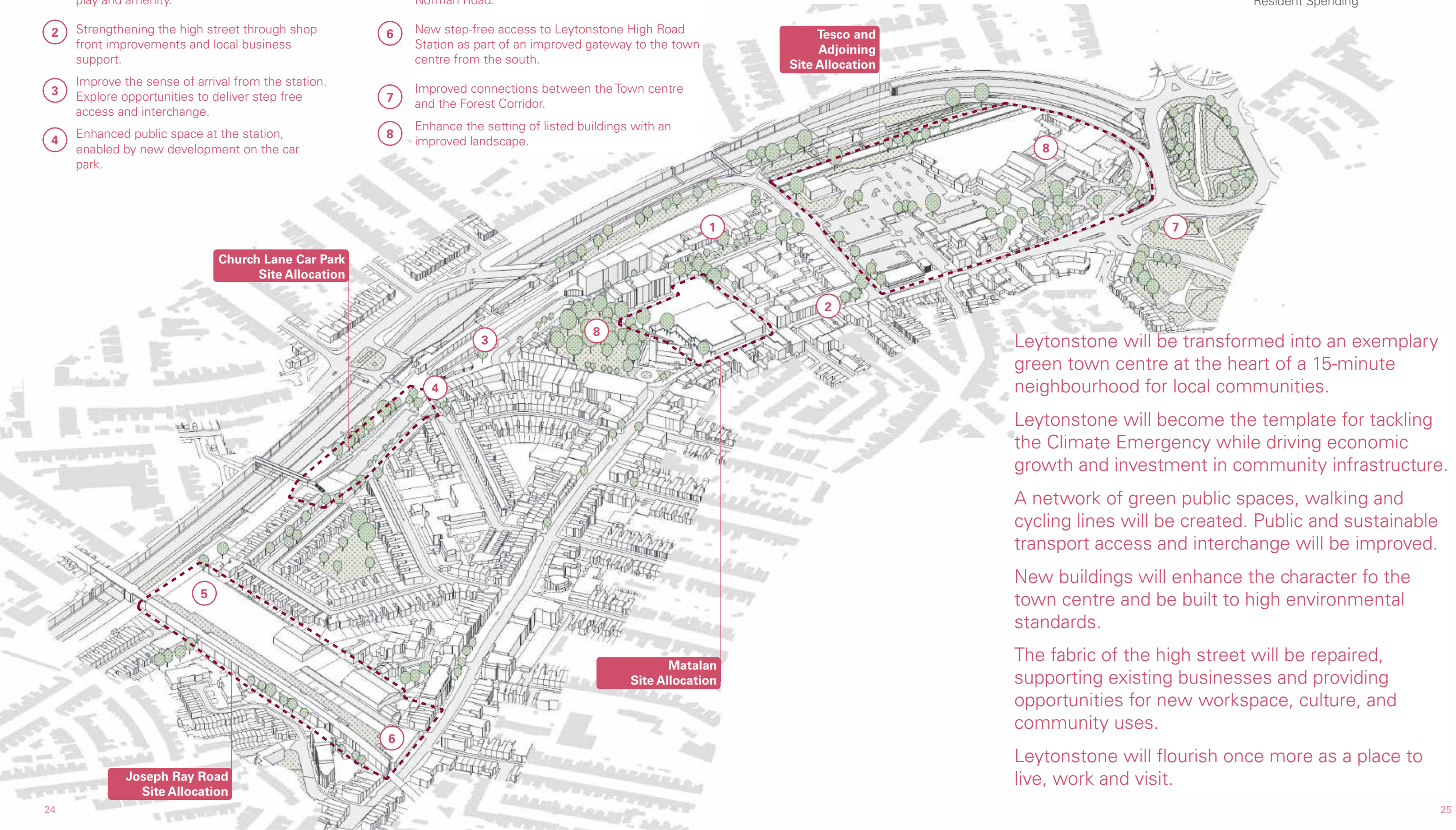
**c. 1,700**  
New Homes



**c. 25,000sqm**  
New Workspace



**c. £62M**  
Estimated new Resident Spending



Leytonstone will be transformed into an exemplary green town centre at the heart of a 15-minute neighbourhood for local communities.

Leytonstone will become the template for tackling the Climate Emergency while driving economic growth and investment in community infrastructure.

A network of green public spaces, walking and cycling lines will be created. Public and sustainable transport access and interchange will be improved.

New buildings will enhance the character of the town centre and be built to high environmental standards.

The fabric of the high street will be repaired, supporting existing businesses and providing opportunities for new workspace, culture, and community uses.

Leytonstone will flourish once more as a place to live, work and visit.

## Public Realm Vision

An overarching public realm vision has been developed for Leytonstone that responds to the challenges of the Climate Emergency, integrating new development with wider improvements to streets and public spaces within the town centre, establishing a network of green, accessible walking and cycling routes.

### Underground Station

Potential to create enhanced public space and enable fully accessible station and interchange.

### Station Square

Potential to deliver step-free access, a new high-quality public space and northern entrance to the station creating a strong sense of arrival to the town centre from the south.

### Working Yards

Versatile yard spaces supporting a mix of employment uses integrated into mixed use development.

### The Arch Walk

A new active pedestrian and cycle connection along the arches connecting through to Norman Road.

### The Church Grounds

Utilise the church grounds as a green asset with potential to host events and activities alongside the church space.

### Green North-South Connections

New landscape to stitch together Church Lane, Kirkdale Road, Lemna Road and the Tesco Development as a coherent green link.

### New link through Tesco Site

A pedestrian and cycle connection connecting the high street with Lemna Road creating a major green spine through the north of the town centre.

### Improved Crossings

Improved legibility of pedestrian and cycle links across the Green Man Roundabout.

### A New Public Space

A new public space around the listed buildings and bringing the green corridor into the town centre.

### Improved East-West Links

Creating a network of connections into the town centre.

### The Church Walk

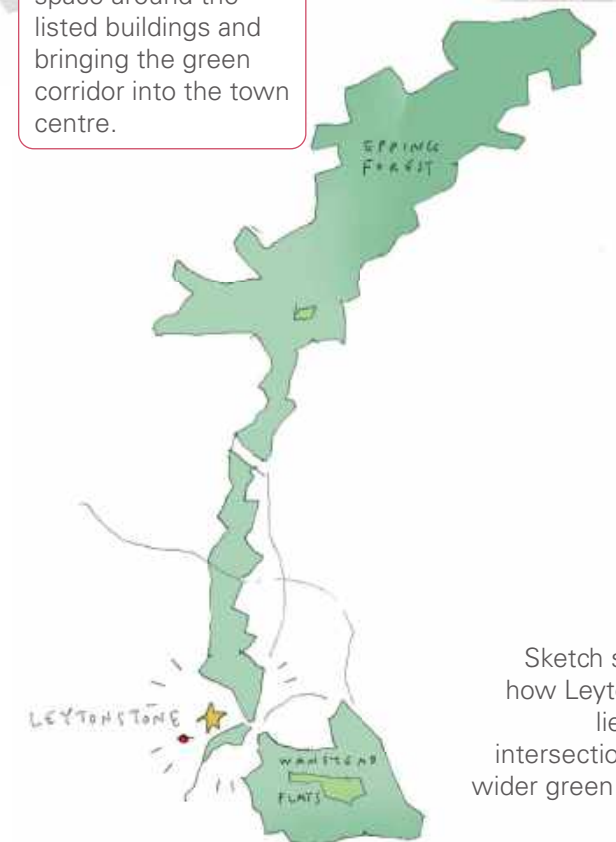
Well overlooked pedestrian links around the St John's Church as part of the potential development of the Matalan Site, significantly enhancing the church's setting and providing improved public space in the centre of Leytonstone.

### Animated Corners and Parklets

Improved thresholds to side streets creating opportunities for spill out and active corners.

### Safer crossings

Improvements to key crossings to mitigate the dominance of vehicles and create better public spaces along the high street.



Sketch showing how Leytonstone lies at the intersection of the wider green corridor

## Site Allocations potential benefits

### Matalan Site Allocation | Potential Benefits

- Potential for c.190 homes.
- New retail, commercial, cultural space.
- Enhanced public realm, pedestrian/cycle routes and setting for St John's Church.
- Improved frontage and activity along the High Road.

### Church Lane Car Park Site Allocation | Potential Benefits

- Potential for c.100 homes.
- Commercial/cultural space.
- Enhanced public space at station entrance with play space.
- Re-configured walking/cycling connection to A12 bridge.
- Re-provided MUGA, cycle hub and retained community garden.

### Tesco and Adjoining Site Allocation | Potential Benefits

- Potential for c.1100 homes across all sites.
- Replacement supermarket with High Road frontage.
- New retail, commercial, cultural and community spaces.
- Network of public green spaces, pedestrian and cycle routes.
- Enhanced setting for heritage buildings.

### Joseph Ray Road Site Allocation | Potential Benefits

- Potential for c.320 homes.
- Replacement commercial space.
- Opening arches for small businesses.
- Creation of new pedestrian/cycle route through arches to Norman Road.
- New station square, northern overground entrance and enabling step free access.

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.

## Joseph Ray Road - The Site Today

Joseph Ray Road is a designated employment site to the south of the Town Centre. The site's excellent transport accessibility and strategic location means it can support significant intensification through mixed use development. This could also deliver improved connectivity within the site as well as a new accessible station entrance accessed from a new station square.

A key challenge will be the re-provision of a mix employment uses on the site, including industrial and light industrial space, as well as phasing development to allow retention of key occupiers currently on the site.



Aerial view of the site today



View 1



View 2



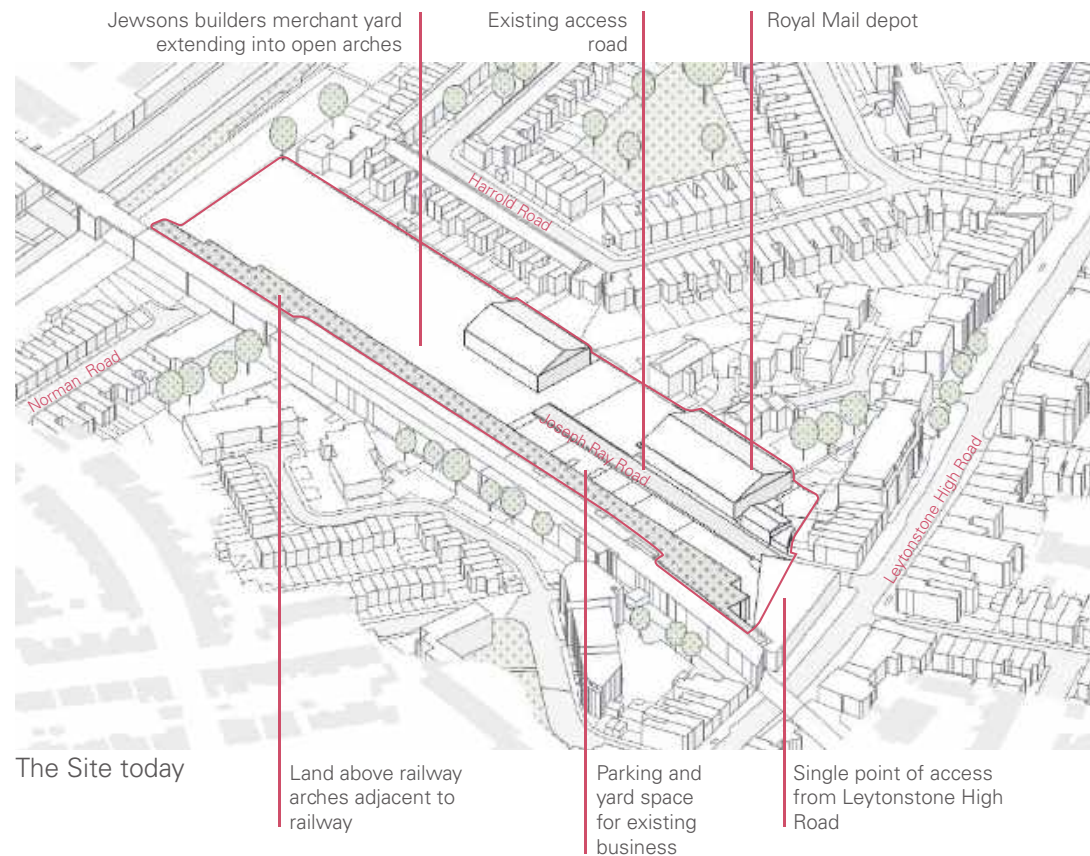
View 3



## Joseph Ray Road - The Site Today

Today the site contains a range of existing commercial occupiers. The largest occupiers are Royal Mail and Jewsons. In addition, there are several businesses occupying railway arches and yard space fronting Joseph Ray Road.

Site access is limited to a single point of access from Leytonstone High Road



Site Area	Employment Floorspace
<b>2.3Ha</b>	<b>5,263sqm</b>

## Key Constraints

- Narrow site which is bound by the railway line/arches and low-rise residential.
- Current single point, one-way route into the site from the high road which will make construction access and eventual shared access to residential, employment and station challenging.
- Existing uses of railway arches, employment uses, access and parking of existing leaseholders.
- Decant of existing employment uses and phasing of development.

## Key Opportunities

- to provide an improved access to Leytonstone High Road Overground station, step-free access and a station square as a southern gateway into Leytonstone.
- to provide a new pedestrian/cycle route through the rear of the site.
- to build on recent investment in the railway arches for commercial and community use to activate this southern end of the high street.
- to re-provide existing employment uses alongside the delivery of new homes.
- to provide a well-designed mixed-use scheme with flexible commercial, employment and community space alongside improved public realm which links the station access to the high street.

## Joseph Ray Road - Illustrative Development Proposal

Larger working yard servicing re-provided employment uses and their servicing.



Ground Floor Plan

Potential for 'Arch Walk' fronted by a mix of employment uses.

Potential for smaller scale yards supporting Employment uses.

Potential to integrate the Station Square with new station entrance.

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.



Typical Upper Floor Plan

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

## Key Placemaking Principles

- 1 Deliver new pedestrian/cycle route along railway arches.
- 2 Create new station square acting as a key arrival point from the south of the town centre.
- 3 Access and servicing along northern edge of site to minimise conflicts between pedestrians and cyclists.
- 4 High quality marker building adjacent to station square aiding legibility.
- 5 Integrated public realm and highways design addressing flood mitigation and the Climate Emergency.
- 6 Stand alone employment buildings at north corner of site enabling re-provision of B1A employment uses.
- 7 Mix of active employment uses within arches along new route.

## Potential Benefits

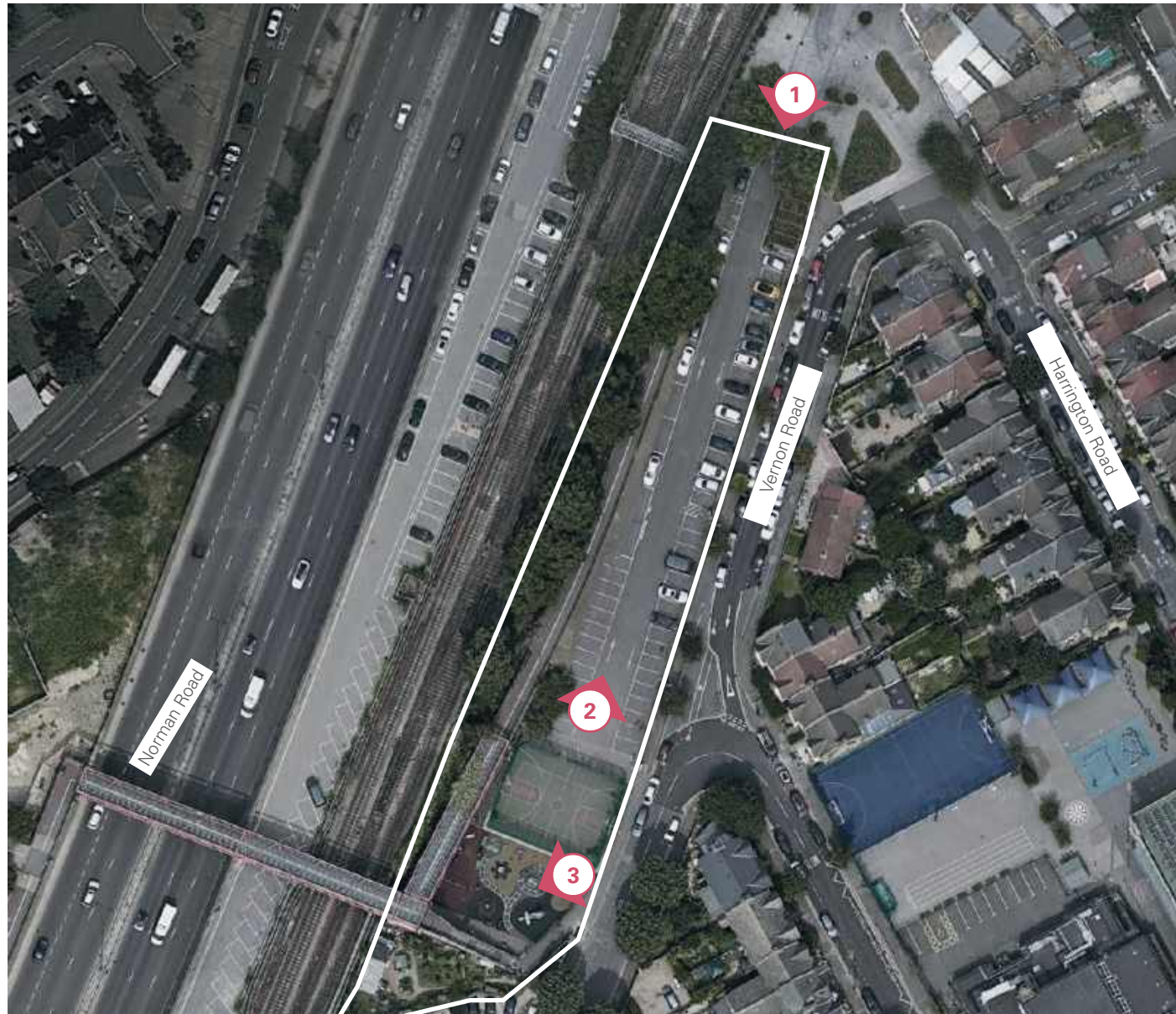
- Potential for c.320 homes.
- Replacement commercial space.
- Opening arches for small businesses.
- Creation of new pedestrian/cycle route through arches to Norman Road.
- New station square, northern overground entrance and enabling step free access.

Any development will be subject to the full planning process.

## Church Lane Car Park - The Site Today

The Council owned Church Lane car park is located just south of Leytonstone Underground station. The proximity to the station gives the potential to deliver new homes and employment/cultural space at the heart of the town centre. In addition the site can deliver wider public realm improvements integrating replacement sports and play provision, improved public realm around the station as well as improved cycle access to the existing A12 bridge crossing.

The site is constrained by its narrow width, adjacent railway and line of mature trees along the western edge.



Aerial view of the site today



View 1



View 2

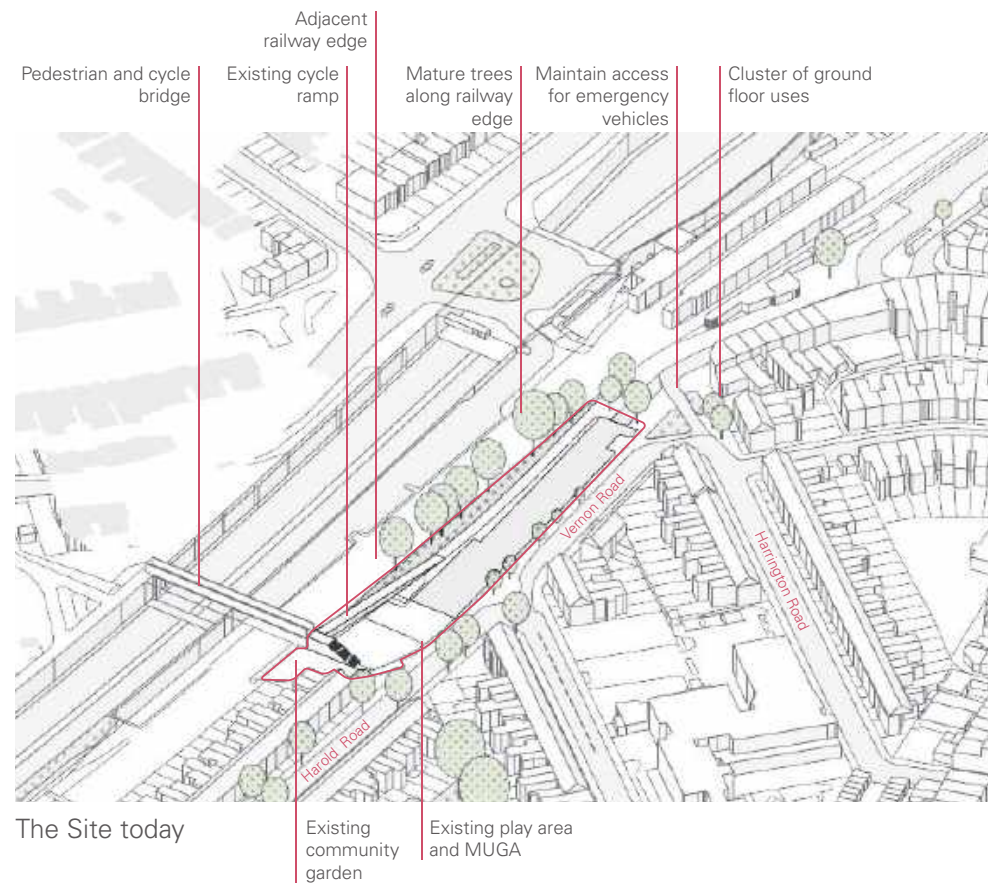


View 3

## Church Lane Car Park - The Site Today

The site contains parking spaces accessed from the north with the existing cycle ramp running along the western edge of the site. There are several mature trees along the railway edge with root protection zones that constrain development.

An existing community garden, MUGA and playground are located towards the south of the site.



Site Area  
**0.41Ha**

Employment Floorspace  
**0sqm**

## Key Constraints

- Decommissioning existing car park use.
- Narrow site with one point of access, bounded by the Central line.
- Requirement to re-provide existing playspace.
- Requirement to design a clear walking and cycling route through the site which is not hidden behind a new building line to minimise crime and ASB.
- Mature trees with roots which encroach onto the site
- Risk that new uses compete with existing high street uses.

## Key Opportunities

- Council-owned site which can deliver new homes and improved commercial and community space and public realm.
- To deliver a scheme which incorporates the improved public realm between the car park site and access to the station.
- To reduce traffic movement, introduce traffic calming and introduce a shared walking and cycling route between the station and the car park.
- To re-provide playspace and soft landscaping as part of the Leytonstone public realm strategy as part of the response to the Climate Emergency and the public realm strategy.
- To provide an active use as part of a mixed-use residential scheme which provides an attractive destination for Leytonstone town centre.

## Church Lane Car Park - Illustrative Development Proposal



## Key Placemaking Principles

- 1 Deliver reconfigured cycle ramp addressing existing safety and security issues.
- 2 Minimise impact on existing mature trees along western edge.
- 3 Deliver new high quality public space at north of site integrating with wider station public realm.
- 4 Re-provide play area within new public space.
- 5 Opportunities for height at northern edge adjacent to new public space.
- 6 Integrate re-provided sports area with new cycle ramp.
- 7 Preserve existing community garden at south of site.

## Potential Benefits

- Potential for c.100 homes.
- Commercial/cultural space.
- Enhanced public space at station entrance with play space.
- Re-configured walking/cycling connection to A12 bridge.
- Re-provided MUGA, cycle hub and retained community garden.

Any development will be subject to the full planning process.

### Matalan - The Site Today

The Matalan site is located in the middle of the town centre north of the Grade II listed St Johns Church. The site has potential to deliver high quality development incorporating an improved high street frontage as well as significantly improved public realm and connectivity within the site and for the Church.

The neighbouring church and high street setting are key considerations whilst the existing housing to the rear requires access and parking to be maintained.



Aerial view of the site today

Leytonstone High Road Station



View 1



View 2



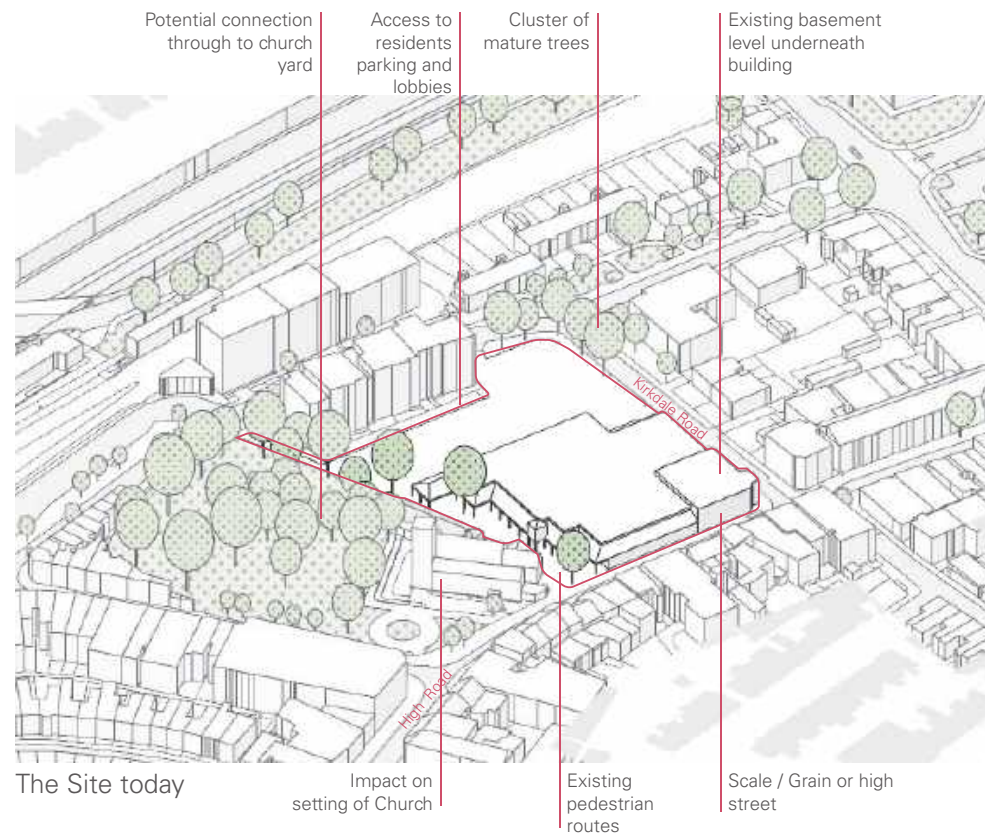
View 3

## Matalan - The Site Today

Today the site contains a large format retail unit with loading area currently occupied by Matalan. The store has dedicated parking to the rear of the site shared with the adjacent 5 storey apartment building. In addition to the Matalan store there are additional commercial units fronting the high street.

Site Area  
**0.71Ha**

Employment  
Floorspace  
**3,501sqm**



## Key Constraints

- Existing relationships, including with the Church, High Road frontages and adjoining residential properties.
- Operational and access requirements within the site.

## Key Opportunities

- The site is in the heart of the town centre and offers an opportunity to create an attractive public space and route from the high street to the station.
- Opportunity to improve the relationship and setting with St John's Church and Churchyard.
- To reduce number of car parking spaces in line with Local Plan policies and to respond to flood risk and the Climate Emergency.
- To deliver a mix of uses for the town centre including active retail frontage onto the High Road.

## Matalan - Illustrative Development Proposal

Building line to set back from mature trees to preserve them creating a pocket park.

Minimise car parking in line with Local Plan policies.



Ground Floor Plan

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.

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



Typical Upper Floor Plan

Potential new public space connecting to Church Yard.

Active uses facing onto the High Street.

A 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.

## Key Placemaking Principles

- 1 Deliver safe and well overlooked pedestrian route next to church activated by ground floor uses.
- 2 Provide active commercial use fronting high street.
- 3 Enhance the setting of St Johns Church, Churchyard and associate buildings.
- 4 Deliver new pedestrian and cycle routes connecting the Churchyard with Lemna Road to the north.
- 5 Maintain parking access for existing residents in adjacent buildings.
- 6 Maintain servicing of commercial uses from Kirkdale Road.

## Potential Benefits

- Potential for c.190 homes.
- New retail, commercial, cultural space.
- Enhanced public realm, pedestrian/cycle routes and setting for St John's Church.
- Improved frontage and activity along the High Road.

Any development will be subject to the full planning process.

## Tesco and Adjoining Sites - The Site Today

Tesco and Adjoining Sites - including McDonalds is the largest site identified within the town centre and has potential to deliver ambitious and transformative regeneration. This includes the opportunity to:

- Bring forward comprehensive, phased development to integrate a new food store into the High Road frontage, creating an active anchor use at this end of the towncentre.
- Deliver new homes set around new walkind and cycling green routes through the site.
- Provision of new community and social infrastructure.

Land ownership and delivery constraints require significant land assembly to overcome challenges around phasing and continuity of trade for commercial occupiers. In addition, the setting of the cluster of heritage assets to the north-east of the site needs careful consideration.



Aerial view of the site today



View 1



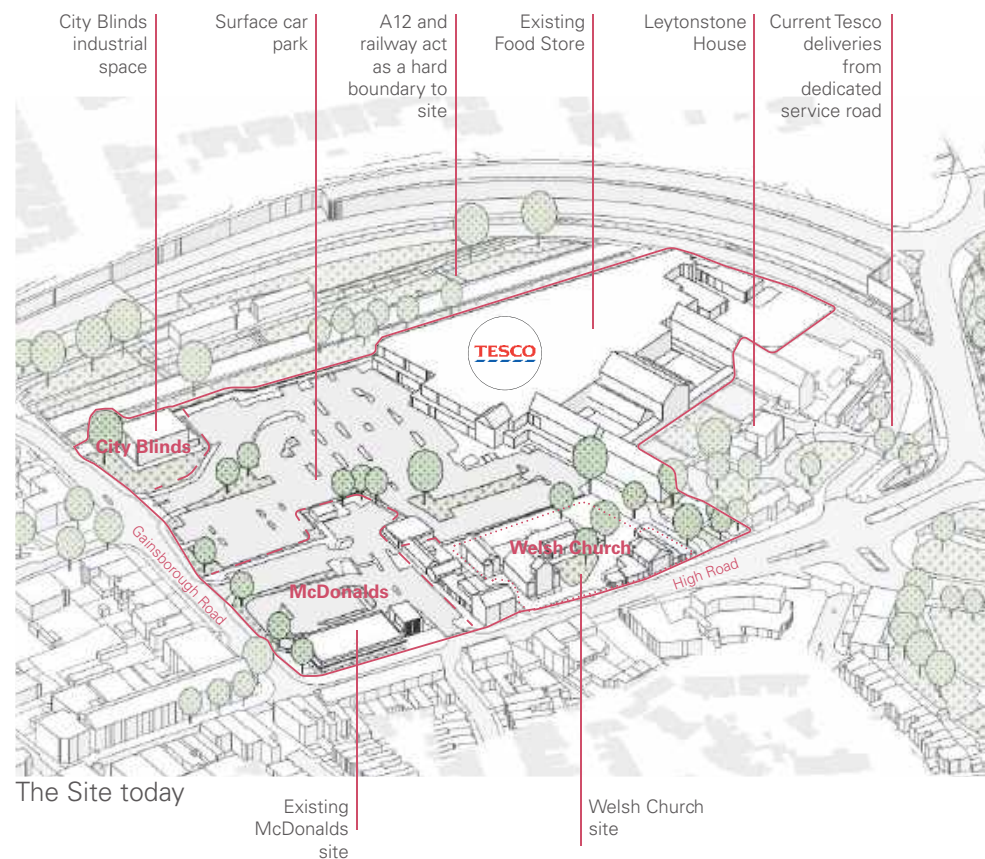
View 2



View 3

## Tesco and Adjoining Sites - The Site Today

The site today contains a Format 50 food store along with 267 parking spaces accessed from Gainsborough Road. The existing store also extends into the adjacent cluster of historic buildings. Other land ownerships include a McDonalds drive through unit fronting the high street, an additional high street fronting site and a separated commercial unit at the western side of Gainsborough Road.



## Key Constraints

- Challenge of re-providing an operational superstore and phasing decant.
- Challenge of reducing number of existing car parking spaces.
- Challenge of incorporating existing McDonalds drive-through into the proposed new Tesco block.
- Challenge of meeting Tesco operational requirements for deliveries and servicing.
- Offsets required from Central line requiring engagement with TFL.

## Key Opportunities

- To reconfigure the Tesco store with an active frontage and access direct from the High Street.
- To re-introduce a more traditional street pattern by designing in green pedestrian routes through the existing Tesco and McDonalds sites.
- To reduce car parking in line with the Council's Local Plan policies and to address flood risk mitigation and the Climate Emergency.

## Tesco and Adjoining Sites - Illustrative Development Proposal

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

Ground Floor Plan

Potential for loading bay for commercial uses.

Potential for employment floorspace and town centre commercial uses.

Potential pedestrian and cycle route through site.

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.

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, urban greening, and provide appropriate quantum of external amenity space and play space.

Typical Upper Floor Plan

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.

## Key Placemaking Principles









- 1 Deliver a new high street facing food store integrated within mixed use development.
- 2 Pedestrian and cycle route which responds to the Climate Emergency and flood risk.
- 3 Deliver high quality public spaces adjacent to heritage assets.
- 4 Enhance the setting of listed buildings.
- 5 Deliver a pair of high quality landmark buildings around new public spaces.
- 6 Provide a mix of employment floorspace, town centre commercial uses and re-provided community/cultural space.

## Potential Benefits

- Potential for c.1100 homes across all sites.
- Replacement supermarket with High Road frontage.
- New retail, commercial, cultural and community spaces.
- Network of public green spaces, pedestrian and cycle routes.
- Enhanced setting for heritage buildings.

Any development will be subject to the full planning process.

## Development Sites links to Placemaking Principles

	 <b>Deliver new homes, commercial, community and public spaces</b>	 <b>Re-connect to green open spaces</b>	 <b>Celebrate Leytonstone's heritage</b>	 <b>Enhance the setting of the area's unique heritage assets</b>	 <b>Promote a resilient, sustainable and diverse High Street</b>	 <b>Spaces for young people</b>	 <b>Pathways to skills and employment for local people</b>	 <b>Creating an accessible environment for all</b>
<b>Joseph Ray Road Site Allocation</b>	✓ Create developments that meet local needs for new homes, better High Street and community facilities.		✓ Reuse and open Victorian arches for small businesses.		✓ Facilitate a new station square and step-free access to Leytonstone Overground station as well as activation and access through railway arches.		✓ Deliver new employment and enterprise opportunities.	✓ Enabling a step-free approach, ensuring the public realm is accessible and welcoming for everyone.
<b>Church Lane Car Park Site Allocation</b>	✓ Create developments that meet local needs for new homes, better High Street and community facilities.	✓ Clearer, safer connections across the A12 and green routes through to the High Road.			✓ Encourage a broader mix of uses which combine retail with workspaces and cultural and community facilities.	✓ Facilitate safe and accessible public spaces, facilities and cultural assets that engage the area's young people and build on a strong and connected community.	✓ Deliver new employment and enterprise opportunities.	✓ Enabling a step-free approach, ensuring the public realm is accessible and welcoming for everyone.
<b>Matalan Site Allocation</b>	✓ Create developments that meet local needs for new homes, better High Street and community facilities.	✓ Clearer, safer connections and green routes through the town centre.	✓ Celebrate the historic and listed buildings e.g. St Johns Church.	✓ Improve the setting of St Johns Church.	✓ Encourage a broader mix of uses which combine retail with workspaces and cultural and community facilities.	✓ Facilitate safe and accessible public spaces, that engage the area's young people and build on a strong and connected community.	✓ Deliver new commercial uses.	✓ Enabling a step-free approach, ensuring the public realm is accessible and welcoming for everyone.
<b>Tesco and Adjoining Site Allocation</b>	✓ Create developments that meet local needs for new homes, better High Street and community facilities.	✓ Clearer, safer connections across the Green Man roundabout to Epping Forest and Whipps Cross Hospital and green routes through the town centre.	✓ Celebrate the historic and listed buildings e.g. Leytonstone House.	✓ Improve the setting of historic buildings in a more attractive public space and improved streetscape.	✓ Encourage a broader mix of uses which combine retail with workspaces and cultural and community facilities.	✓ Facilitate safe and accessible public spaces, that engage the area's young people and build on a strong and connected community.	✓ Deliver new commercial uses.	✓ Enabling a step-free approach, ensuring the public realm is accessible and welcoming for everyone.



## Delivered Projects

### Leytonstone Loves Local



The Council worked in collaboration with the Leytonstone Town Team to create an identity for Leytonstone town centre business. This was created to promote and support our businesses and encourage residents to shop locally. LLL window stickers feature in businesses across the town centre and there is an associated Instagram which currently has 2,000 followers.

### Relief Festival



This youth-led festival celebrated the town centre using art, music and games. The Cross venue event stretched across the town centre. Events featured in parks, community spaces and in local businesses.

### Light Up Leytonstone



This winter festival included lighting installations in empty shops and at St John's Church as well as roaming projections of life-like animals across the town centre. The animation and activation helped to draw people into the town centre.

### Free town centre tours



Free town centre tours were offered to residents over the summer to promote the town centre and its heritage. Tours were hosted by popular local tour guides and were sold out.

### Choose Local



Large scale photographs of Leytonstone business owners to showcase the diversity of the offer and promote the Choose Local message. Photos displayed in Leytonstone Library window, a prominent corner building in the heart of the Town Centre bringing animation to the area.

### Parklets



Parklets have been installed across Leytonstone to replace parking bays. This has helped to create a better High Street environment, providing planting and outdoor trading and seating for local businesses.

### Summer in the Stone



Umbrella programme and branding to promote summer events across Leytonstone. The festival promoted council, partner and community events through its website, social media, poster and banners.

### Leytonstone Town Team



The Council works in collaboration with the Leytonstone Town Team on improvements, initiatives and events for the town centre. The Council has regular meetings and consultations with the group on all projects and events.

## Implementation and Monitoring

	<b>Projects</b>	<b>Placemaking Principle</b>	<b>Actions</b>	<b>Proposed Delivery</b>	<b>Estimated timescale</b>
1	<b>Enhanced use of Leytonstone Library</b>	Creating an accessible environment for all. Promote a resilient, sustainable, and diverse High Street. Spaces for young people.	Launch of Business & Intellectual Property Centre. Development of further opportunities to enhance ground floor spaces.	LBWF Leytonstone Town Team and Businesses	2021-ongoing
2	<b>Enhancements to town centre commercial properties, including frontages, signage and reuse of vacant properties and railway arches</b>	Creating an accessible environment for all. Promote a resilient, sustainable, and diverse High Street. Enhance the setting of the area's unique heritage assets.	Engagement with town centre commercial landlords. Development of Leytonstone Town Team. Development of town centre programming and events. Introduction of meanwhile uses and promotion of opportunities to longer-term commercial tenants.	Town Centre Landlords Leytonstone Town Team LBWF Contributions from Town Centre Developments	2021-ongoing
3	<b>Network of green, walking, cycling and public realm connections and improvements</b>	Reconnect to green open spaces. Promote a resilient, sustainable, and diverse High Street. Enhance the setting of the area's unique heritage assets.	Continued scoping and enabling of programme of improvements including planting, lighting, wayfinding, parklets, crossings, public realm enhancements.	LBWF including on public highway Integration with and Contributions from Town Centre Developments	2021-ongoing
4	<b>Step Free Access, Enhanced entrance and public realm at Leytonstone High Road</b>	Creating an accessible environment for all. Deliver new homes, commercial, community and public spaces Promote a resilient, sustainable, and diverse High Street.	Integration with development proposals for Joseph Ray Road site. Development of feasibility with Network Rail and TfL. Development of business case and funding strategy.	LBWF TfL and Network Rail Joseph Ray Road Development Site	2027-2032
5	<b>Step Free Access, Enhanced Public Realm at Leytonstone Underground Station</b>	Creating an accessible environment for all. Deliver new homes, commercial, community and public spaces Promote a resilient, sustainable, and diverse High Street.	Development of feasibility with TfL. Development of business case and funding strategy.	LBWF TfL Contributions from Town Centre Developments	2032-2037

**November 2021**