Chingford Mount Town Centre Area Framework

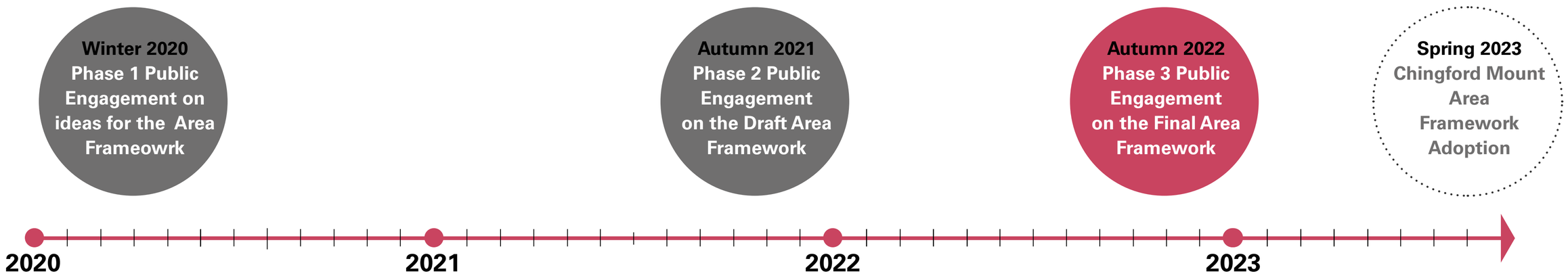
Purpose of the Area Framework

The Chingford Mount Town Centre Area framework has been produced by the Council to help realise continued investment and improvements in Chingford Mount over the next 10-15 years, delivering a **15 minute Neighbourhood** that reflects the needs of local people.

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

The document is designed to support the Council's emerging new Local Plan, providing an overall framework for regeneration and town centre investment in Chingford Mount.

Timeline of previous engagement



Public consultation on the draft Chingford Mount town centre framework

The draft Chingford Mount town centre framework was consulted on between 22nd November 2021 and 31st January 2022 (10 weeks).
Leaflets were distributed to over 10,000 households and business in the surrounding area. The online consultation platform Commonplace was used and 352 individual responses were received as well as 35 emails and 2 handwritten letters.

Feedback from Autumn 2021 engagement

- The majority of responses in the consultation focused on the development site allocations as set out in the Local Plan: Part 2 and perceived negative impacts of development. **Each development proposal that comes forward will be subject to the planning process and further public consultation.**
- **54%** of respondents were positive about the placemaking principles within the framework.
- **65%** of respondents were positive about the current initiatives being delivered in Chingford Mount.
- **62%** of respondents were positive about projects that have been delivered in Chingford Mount.

Responses to your main concerns

Loss of parking	There are currently no proposals to remove Town Centre parking.
Loss of supermarkets	Retail uses within development sites will be retained and improved.
Heights overlooking	Massing design will need to be done sensitively to ensure good daylight and sunlight levels to any neighbouring properties. This will be addressed through the planning process.
Public transport provision	Existing transport provision to be retained and where possible improvements sought through ongoing discussions with TFL.
Social infrastructure provision	In line with the 15-minute neighbourhood approach, the council will support and where possible, create community spaces and address any gaps in the provision of the essential social infrastructure required for community life.

How you can get involved

4 Consultation Sessions:
Please join us for drop-in sessions on the key delivery themes of the Chingford Mount framework:

1 Drop-in Session

Supporting a successful Town Centre and bringing people together

Wednesday 16 Nov between 4pm and 7pm
Child-friendly activities from 4 - 5pm

Ryan Hall, Saint Edmunds Church,
Larkswood Road, E4 9DS

2 Drop-in Session

Improving parks and open spaces – Memorial Park and Chase Lane Park

Saturday 19 November between 1pm and 3pm
Child-friendly activities from 1 - 2pm

228 Chingford Mount Road,
E4 8JL

3 Drop-in Session

Transforming Albert Crescent and town centre public realm

Wednesday 23 Nov between 4pm and 7pm
Child-friendly activities from 4 - 5pm

Ryan Hall, Saint Edmunds Church,
Larkswood Road, E4 9DS

4 Information and Q&A Session

Comunity Safety in Chingford Mount

Monday 5 Dec from 6 to 7:30pm

Ryan Hall, Saint Edmunds Church,
Larkswood Road, E4 9DS

Scan the QR code to visit our online consultation or visit https://chingfordmountareaframework.commonplace.is

Waltham Forest

Chingford Mount Town Centre Area Framework

A vision for the town centre

CHINGFORD MOUNT

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, safe and attractive town centre. With our **15 Minute Neighbourhood** approach, local communities will continue to be proud of where they live and Chingford Mount will thrive as a place 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 that will be improved to create a better environment for all to enjoy.

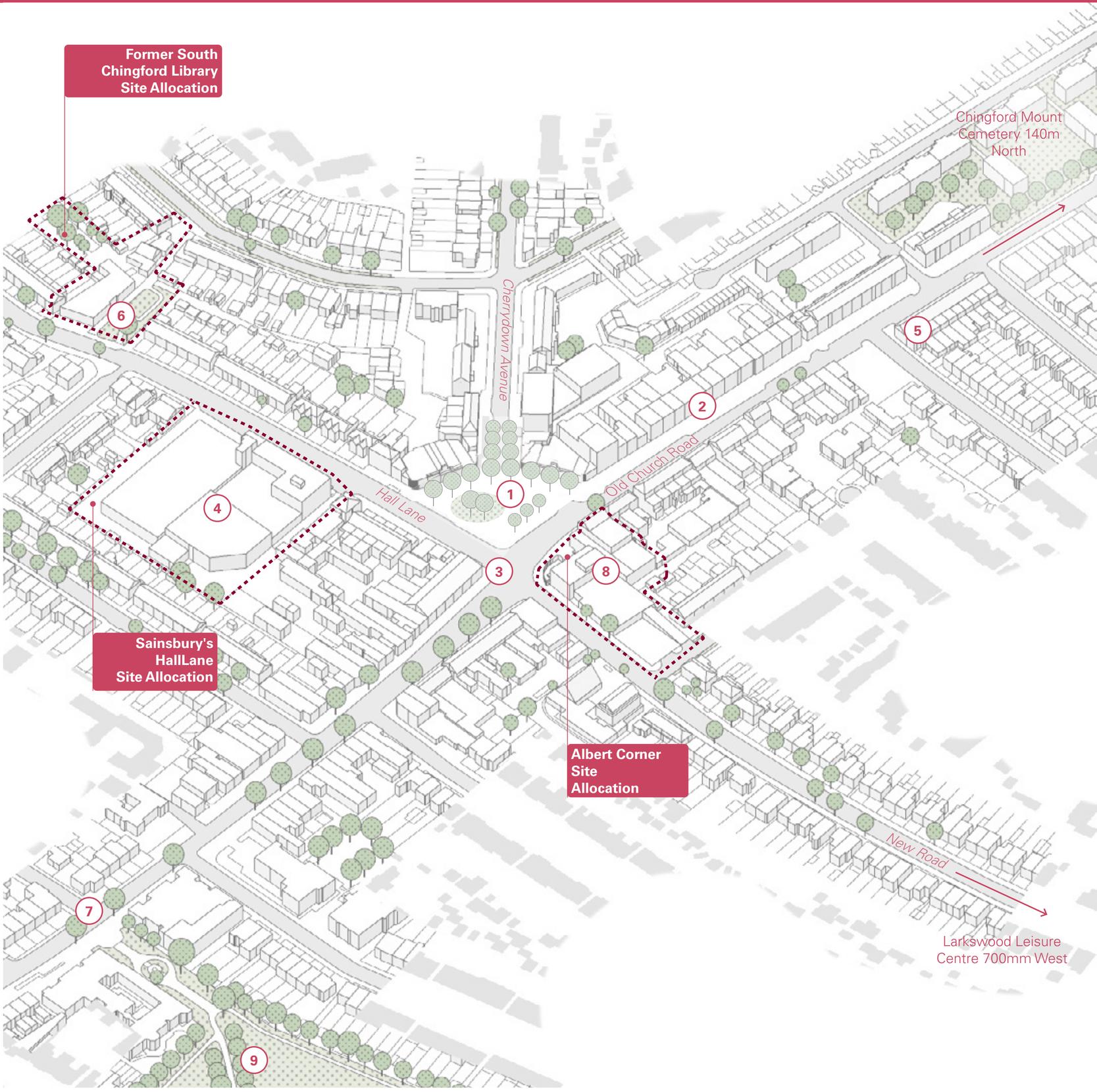
Cumulative benefits over **10-15 Years**:

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 safe 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.
3. Highways alterations to reduce the dominance of buses and cars around Albert Crescent as well as improvements for pedestrian and cyclists.
4. Mixed-use redevelopment of the Council-owned car park and Sainsbury's to provide new retail, community and employment uses and homes.
5. Improved public realm at the intersection of east-west streets.
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 local parks.
8. Landmark building and junction improvements contributing to a prominent townscape context.
9. Improvements to Memorial Park and Chase Lane Park. Bringing Memorial Park pavilion into community use.



15 Minute Neighbourhood Placemaking Principles for Chingford Mount



A Safe Town Centre for everybody

Create and improve public spaces, uses and services that are safe and 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.



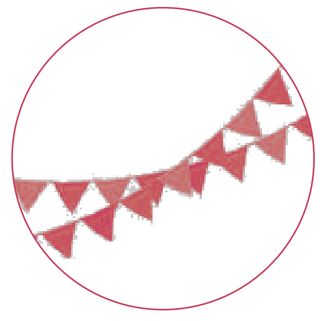
Ensure quality and craftsmanship

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.



Improving open spaces and 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.

Scan the QR code to visit our online consultation or visit https://chingfordmountareaframework.commonplace.is

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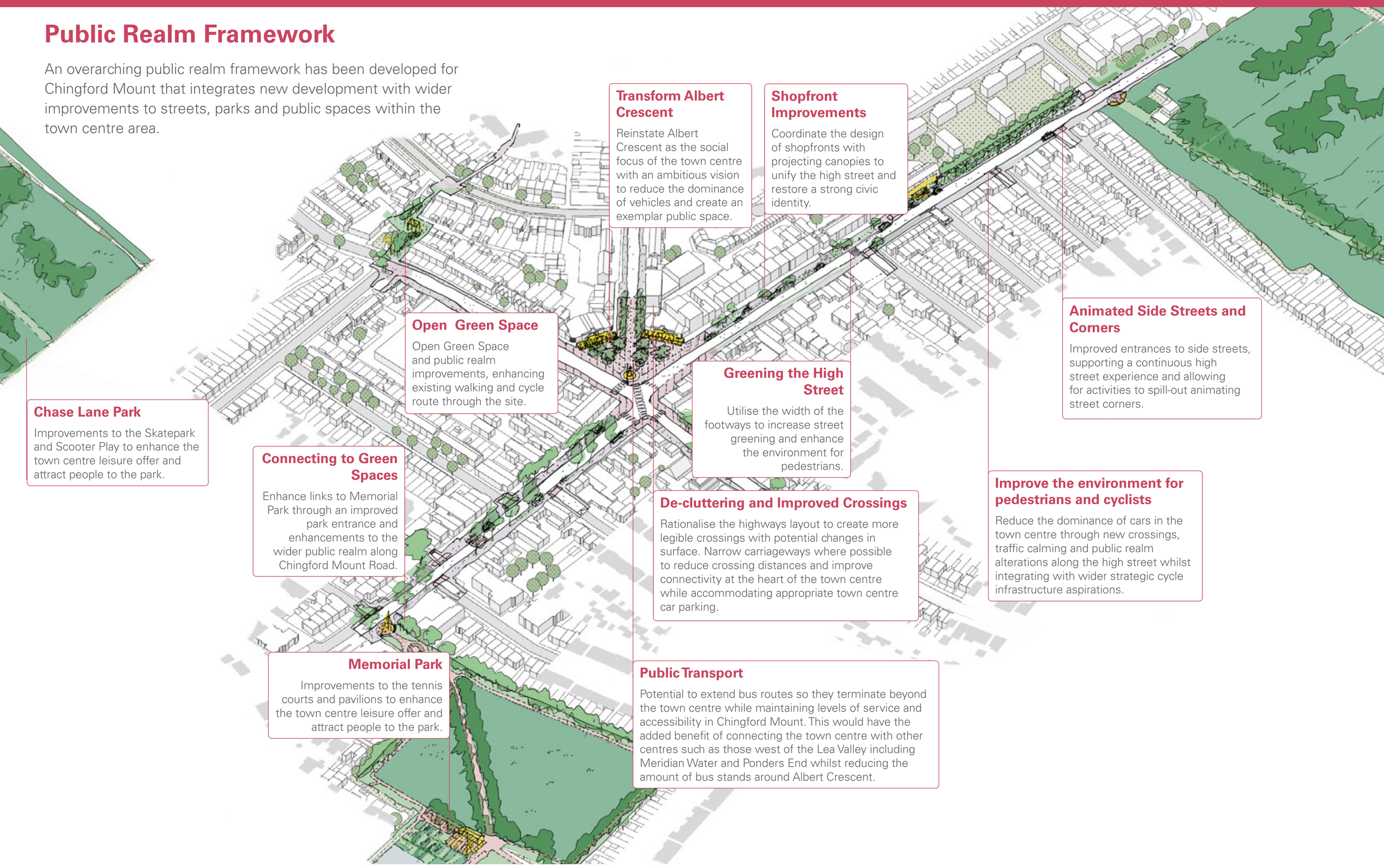
Chingford Mount Town Centre Area Framework

A vision for the town centre

CHINGFORD MOUNT

Public Realm Framework

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



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.

Chase Lane Park

Improvements to the Skatepark and Scooter Play to enhance the town centre leisure offer and attract people to the park.

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

Local Plan Site Allocations

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

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.

Scan the QR code to visit our online consultation or visit https://chingfordmountareaframework.commonplace.is

Waltham Forest

Chingford Mount Town Centre Area Framework

Improving parks and open spaces

CHINGFORD MOUNT

Investment in interconnected parks and play spaces within the 15-minute neighbourhood creating new and enhancing existing play and sports facilities to deliver safe, accessible and inclusive spaces for children and young people.



A Safe town centre for everybody



A better town centre for walking and cycling



Improving open spaces and bring the forest to the high street

Memorial Park

What we have done so far?

Memorial Park entrance refurbished



New pavement with inset artwork in Memorial Park entrance



Flood Mitigation and Wildlife Habitat Improvements



Outdoor Gym and Tennis Courts fencing enhanced



What do you want to see in the future?

Memorial Park Pavilion refurbished



Memorial Park Toilet Block refurbished



New Play equipment installed



Other suggestions



What improvements would you like to see at Memorial Park?

What do you think a refurbished Pavillion could best be used for?

What improvements would make you feel safer?

Chase Lane Park

What do you want to see in the future?

New Sitting Areas



A new Multi Use Games Area



Additional Play Equipment



A new Outdoor Gym



An upgraded Skate Park



A new Picnic Area and Soft Lanscaping



A new Scooter Play



Other suggestions



What improvements would you like to see at Chase Lane Park?

What improvements would make you feel safer?

Waltham Forest

Chingford Mount Town Centre Area Framework

Transforming Albert Crescent and Town centre public realm

CHINGFORD MOUNT

Transform Albert Crescent

Bring the forest to the high street

A better town centre for walking and cycling

Ensure quality craftmanship

Albert Crescent Pedestrianisation Illustrative Proposal for Public Realm Enhancement



The Public Realm Enhancement Proposal will consider:

- Opportunities to bring the community together while tackling crime and anti-social behaviour.
- Opportunities to improve the space for pedestrians and cyclists.
- Opportunities to invest in the public realm including paving, seating, lighting, 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.

How do you feel about Albert Crescent being made more of a pedestrianised space with reduced access for vehicles?

How do you feel about the bus stands on Albert Crescent being relocated close by?

How can the public realm on Old Church Road and Chingford Mount Road be improved?

Do you agree that the town centre should be made better for cycling whilst balancing impacts on parking and traffic movement?

What improvements would make you feel safer?

Waltham Forest

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Child-friendly Research

The Council is shaping the Long Term Vision for Chingford Mount, and during this process, the needs of children and young people can easily be assumed or overlooked. In line with our 15 Minute Neighbourhood approach, the Council wants to ensure that the needs of children and young people are considered in planning our social and physical infrastructure as well as identify the current gaps in the way our neighbourhoods and town centres function for children and young people. For this reason, 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.

A selected group of children aged between 13-14 years old from Chingford Foundation School and South Chingford Foundation School and pupils from Year 6 of Larkswood Primary Academy took part in this research and co-design process.

ZCD Architects developed the ideas of the children into designs for child-friendly proposals for Chingford Mount.





What do you think of the Child-Friendly seating schemes proposed for Albert Crescent co-designed by local young people?

Chingford Mount Town Centre Area Framework

Supporting a successful Town Centre and bringing people together

CHINGFORD MOUNT

A Safe town centre for everybody

Celebrate Local

support social enterprise and innovation

showcase what makes Chingford Mount special

228 Chingford Mount Road - Delivered Residencies

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



Plaster Works Chingford

Black Horse Workshop & Good Waste

23rd Oct 21 – 14th Nov 21



Customising your clothes/transforming textile

Jodie Ruffle

2nd Dec 21 – 5th Dec 21

20th Aug 22 – 30th Aug 22



Performance arts & creative workshops

The Hypha Studios residency

10th Dec 21 – 15th Jan 22



Youth engagement and activities

Project Zero

1st Mar 22 – 19th Apr 22

+20 residencies



Piñata making & pop up

Sweet Paper Creations

7th Apr 22– 27th Apr 22



Upcycling and mending clothes workshops

Forest Recycling Project

28th Apr 22– 8th May 22



Basket weaving - making workshops

Mark Bushell

1st Jun 22 – 26th June 22

17th Sept 22 – 30th Sept 22

+ 2,000 people engaged



Child Friendly exhibit and community engagement session

27th Jun 22 - 11th Jul 22



Potato Printer Illustration & The People's Gallery

12th Jul 22 - 31st Jul 22



Exhibition, book shop talks, performance and readings

Sharon Young – 'Once again with feeling'

5th Sept 22 – 16th Sept 22



The Creative Side of London makers pop up

Naila Ahmad

3th Oct 21 - 10th Oct21

What activities should 228 pop up shop be used for?

Town centre events and activities

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.

Market and local trading 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.

Sustainable behaviour and lifestyle



Support organisations and services such as Dr Bike and Forest Recycling Project to come to Chingford Mount supporting residents to live sustainable lifestyles.

Performance & Music



Bringing Chingford Mount to life with regular performances, music and cultural events for all the community to enjoy.

Health and wellbeing



Supporting activities and events that promote health and wellbeing. Engaging residents in activities and providing the information and support needed to live healthy active lifestyles

Pop up Play activities



Working with play organisations such as Assemble Play, we will continue to deliver pop up play events aimed at bringing local young people and families together.

Creative and craft activities



Working with creative organisations and businesses to deliver engaging activities that allow the community to be creative and learn new skills.

Theme days to celebrate key calendar events



Two successful car free events were delivered in Chingford Mount with Albert Crescent becoming bus and car free to allow use as a community space for markets, entertainment, pop up play, craft activities and much more.

Upskilling activities for local business



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

What events and activities do you want to see in Chingford Mount?

Waltham Forest

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Supporting businesses

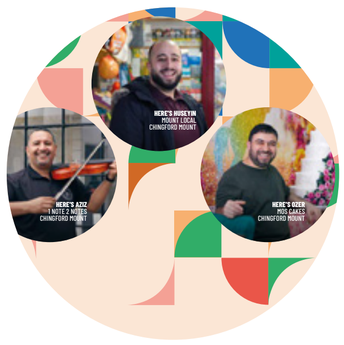
The high street is active and well defined with a good mix of businesses that make Chingford Mount special. The success of local businesses is vital for the town centre to survive and thrive in the long term and the Council wants to engage and support businesses, providing high street activities to increase footfall and bring diversity to the high street.

Business Engagement



Creating opportunities to engage with local businesses and for businesses to come together, working collaboratively on local initiatives to support a vibrant Chingford Mount.

Choose Local campaign for local hoarding for developments





As part of the borough-wide Choose Local campaign, we have arranged hoarding designs and associate social media campaign. This has highlighted 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.

Window Art Campaign





During winter 2021 several local businesses were involved in our public window art campaign. Working with local artists, shop windows were brought to life with bespoke designs as part of an interactive walking trail. Further opportunities to animate the high street and its shop windows will be explored in collaboration with local businesses and artists.

Treasures of Chingford Mount Map & Trail





A local engagement project to promote local points of interest historical treasures in Chingford Mount via an interactive map and events.

What activities or projects do you think would best support local businesses?

Promoting Chingford Mount

Putting Chingford Mount on the map as a destination and place to visit through place branding, a website and promotion on social media.

Website https://chingfordmount.co.uk





A new dedicated website for Chingford Mount managed by the Council Area Regeneration team to showcase and provide information on town centre events, activities and projects managed or supported by the Council.

Branding

CHINGFORD MOUNT



A distinct brand for Chingford Mount was developed as part of the treasures of Chingford mount project. Along with a colour palette and style guide, the branding will be used to identify Chingford Mount as a destination.

Social Media





Promoting projects, activities and events in Chingford Mount through social media to draw visitors and interest wider audiences.

Other suggestions



any other ideas?

What do you think should be celebrated and promoted in Chingford Mount?

Waltham Forest