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यह पुर्चा या इसका संक्षेप अन्य भाषाओं में, बड़े अक्षरों में या सुनाई बाली टेप पर लिखा कर लिया जा सकता है, और अन्य भाषाओं में अनुवाद की सुविधा भी मिल सकती है। यदि आपको इन सुविधाओं का सहारा है तो कुछ निम्नलिखित पृष्ठ पर हमारे साथ संपर्क करें।

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Punjabi ☐

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Turkish ☐

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Urdü ☐

[Sample text in Urdu]
INTRODUCTION

The South Grove / St James area of Walthamstow presents a major opportunity to deliver new housing, employment space and improved community services within the town centre.

Since the adoption of previous planning guidance for the area in 2015, significant progress has been made towards realising these aims - including:

• The consent of proposals for two of the major sites in the area.
• A new strategy for improved health services at South Grove / St James.
• The start of improvements to the area’s public realm, sustainable transport links and historic fabric through the Council’s Enjoy Waltham Forest initiative and St James Heritage Lottery Fund Project.

In light of these developments, this new Supplementary Planning Document (SPD) builds upon the principles of previous planning guidance for the area and the Walthamstow Town Centre Area Action Plan, to provide updated guidance to continue the coordinated and coherent regeneration of the area. Once this SPD is adopted, it will supersede the 2015 SPD, which will be revoked.

The guidance takes the form of key principles to inform future proposals for the area, in terms of a coherent overall strategy, movement, use, community services, scale and character:

• The overall strategy for the South Grove / St James area proposes comprehensive and coordinated regeneration of a series of sites to create two new linked character areas - a residential neighbourhood at South Grove and the workspace focussed St James Quarter.
• A clear and legible movement network will be established across the area, supporting development and forging links with existing transport nodes, strategic routes and local destinations.
• Alongside the residential and workspace uses discussed above, locations for new health services and active public-facing uses are identified.
• Principles are proposed to guide the massing and scale of development in the area, in order to achieve good integration with the existing context of St James Street, while realising opportunities for more intensive use of this key town centre location.
• Guidance is provided relating to the urban, architectural and public realm character of South Grove and the St James Quarter.

The guidance is supported by illustrative proposals that form an appendix to the main document, describing a potential approach to implementing the recommendations.
INTRODUCTION

0.1 - This New Supplementary Planning Document (SPD) has been prepared to take account of changing circumstances in the South Grove / St James Street area and provide an updated framework for how the area can be developed over time. Since the South Grove SPD was adopted in 2015 planning permission has been granted for two schemes at South Grove and Brunner Road. Although these developments are broadly in line with the adopted land-use and design principles in the 2015 SPD it is important to ensure that the remainder of the SPD area is developed in such a way that a cohesive and high quality new quarter is delivered. In order to achieve this, the current SPD carries forward the high level land use and design principles in the original document but provides more detail.

0.2 - In 2015, the idea of providing a new GP surgery within the area was also considered, but a definitive site for this was not allocated. Since 2015, the NHS Waltham Forest Clinical Commissioning Group (CCG) has adopted a strategy of providing health hubs, which aligns with the Council’s work as part of the One Public Estate programme. The One Public Estate programme supports a joined up approach to managing land and property between local public sector bodies, local government and central government. A site for a new health and care hub is therefore specified in this document. The aim is to provide high quality new health facilities that are fit for purpose.

0.3 - The overarching aim of the SPD is to assist in delivering successful planning applications as well as delivering the essential infrastructure required to support the South Grove and St James quarters.

0.4 - Development within the eastern part of the SPD area has already received planning permission. This SPD does not provide any new guidance for this area, but does provide new guidance for the western portion of the SPD area. Once adopted, this SPD will supersede the 2015 SPD, which will be revoked. The area in the eastern part of the site which is addressed by consented proposals is indicated on diagrams and plans within this document for clarity and to provide context.

0.5 - The document focuses on the above opportunity areas as included in the Walthamstow Town Centre AAP. It seeks to provide further detailed design guidance to implement the stated vision / objectives and the following key policies:

- WTC2 (Housing Growth)
- WTC6 (Transport Improvements)
- WTC9 (Design and Place Making)
- WTCOS15 (South Grove) & WTCOS16 (Brunner Road Industrial Units), WTCOS17 (St James Car Park), WTCOS18 (St James Street Health Centre)

0.6 - While the Walthamstow Town Centre Area Action Plan (AAP) was only formally adopted by the Council in October 2014, it was based on material submitted to, and examined by, the Planning Inspectorate at the end of 2013. Since this time, a number of factors have contributed to the need to revisit the Council’s approach to this part of the town centre, namely:

- **Increased housing targets** - the Council’s new housing strategy “Building for the Future: Delivering Housing for Everyone in Waltham Forest” sets ambitious plans to exceed the Mayor’s Housing Target with 12,000 new homes either delivered or in the pipeline by 2020. There is therefore a need to reconsider the role of remaining opportunity sites in meeting this target.

- **Changing retail trends** - The Council’s Town Centres and
Retailing Study (2016) acknowledges the challenges facing ‘traditional’ high streets stemming from the impact of the recent economic downturn, the tightening of retail spending in recent years, and continued significant changes in consumer shopping behaviour. It notes that providing a high quality shopping experience, maximising the benefits of tourist trade, and improving the mix of retail and non-retail outlets will increase length of stay and spend.

- **Enjoy Waltham Forest** - the Council was awarded £27 million by Transport for London to implement Enjoy Waltham Forest; a programme to improve walking and cycling routes linking key areas of the borough. As part of this scheme cycle parking hub is proposed on St James Street, near the Overground Station. The South Grove and Brunner Road schemes include proposals for a broad green route which will be safe and pleasant for walking and cycling between these areas and the High Street. The St James Heritage Lottery Fund conservation project includes improvements to the pedestrian crossing at the St James Street-High Street junction. It is expected that the Coppermill Lane route between St James Station and the Walthamstow Wetlands (due to open in autumn 2017) will encourage more walking and cycling.

0.7 - Further factors taken into account by this document include:

- **Proposals with planning approval** - further to the adoption of the original SPD, a number of planning applications for key sites in the area have been approved. Guidance has been updated to steer future phases of development on the site to respond to recently consented proposals.

- **Health services provision** - guidance has been updated to reflect greater certainty regarding the location and format for the relocation of existing health services on the site as part of the creation of a new ‘Health and Care Hub’. The new guidance also reflects Waltham Forest CCG Estates Strategy that sees health services delivered as part of Health and Care Hubs, one of which will be located at South Grove.

- **Extension of area and recent initiatives** – this guidance has been updated to take account of growing interest in options for the existing bus-turnaround/layover area at Courtenay Place, (providing alternative, suitable bus provision was identified), the opportunity of opening the railway arches, and other local initiatives such as the St James Conservation Area Heritage Lottery Fund shopfront and public realm scheme and St James Big Local community projects.
1 CONTEXT

This chapter sets out the background to the South Grove / St James area. It starts by locating the site area within the context of Walthamstow town centre and by pointing out relevant policy and initiatives that have informed the subsequent document.

Following this, it provides an overview of the use and activity, transport, site description, existing constraints, and latent assets and opportunities affecting the site.

The chapter concludes by introducing the main aims and objectives for the South Grove / St James area.
1.1 LOCATION

1.1.1 - The South Grove / St James area has been identified as a significant opportunity area within Walthamstow town centre. It is located to the south of the railway line between St James Street Station and Walthamstow Central Station, as shown in the drawing to the right. It is bounded by the railway line, South Grove and St. James Street. It is defined by being a collection of adjoining opportunity sites that create a larger overall region where it would be beneficial to co-ordinate change.

1.1.2 - The opportunity sites that make up the South Grove area are identified below and on the aerial photograph on the right:

A. The South Grove site
B. The Brunner Road industrial site.
C. The new Health & Care Hub location
D. St James Quarter sites
E. Courtenay Place
1.2 POLICY & INITIATIVES

1.2.1 - As well as the immediate physical context and parameters of the site, development at South Grove / St James will need to address a broad context spanning across planning policy, ongoing infrastructure and public realm initiatives, as well as design guidance.

1.2.2 - The key relevant policy documents, initiatives and guidance are set out here:

A. Various documents set out the planning policy framework for considering future development in the area.

B. A number of initiatives to improve the public realm are currently underway.

C. There are a series of documents establishing guidance for key development opportunities in Walthamstow town centre.
**1.3 USE & ACTIVITY**

1.3.1 - The anticipated scope of development and change across Walthamstow town centre means that South Grove / St James finds itself in a changing context - indeed, the site’s scale and potential means that it presents an opportunity to play a major role in shaping these changes, providing a stronger sense of place and purpose in what is currently an ill-defined part of the town centre.

1.3.2 - The drawing on the bottom right builds on the Walthamstow Town Centre Area Action Plan to illustrate a scenario for how this emerging town centre context may take shape, in terms of use and activity.

1.3.3 - Whereas the current AAP designates the South Grove / St James area as a key area for both retail and commercially led development, on the basis of changing retail trends and increased housing demand, the area is now envisaged as an opportunity for residential, commercial and active, public-facing uses, with active frontages facing onto the key through routes.

1.3.4 - Within the AAP, the area close to St James Street is designated as predominantly workspace-led mixed use. Expanding upon this, the scenario illustrated here characterises this area as a workspace and creative industry quarter, complementing rather than competing with the town centre uses and providing good integration with the High Street, St James Street and St James Street Station. There is an opportunity here to explore the possibility of opening up the railway arches, both to provide better routes between the South Grove area and the High Street and to provide new commercial premises and workspaces. The Overground station is expected to become increasingly busy, particularly at weekends, associated with the opening of the Walthamstow Wetlands in autumn 2017.

1.3.5 - Scope exists for community infrastructure uses to be provided throughout this area of opportunity, however, it is suggested that an area of focus for community infrastructure - including the relocation of existing health services - is established around a north-south link between the High Street and Markhouse Road, as explored in the following sections.
CONTEXT:

1.4 TRANSPORT & MOVEMENT

1.4.1 - The town centre location of the South Grove / St James area means that the site has a number of important local and strategic links to Walthamstow’s movement and transport networks. These links relate to existing routes and proposed improvements to the borough’s sustainable transport infrastructure and local destinations - such as ‘Enjoy Waltham Forest’ and the Walthamstow Wetlands project.

1.4.2 - The drawing on the right shows the site’s key transport and movement links, including:

- St James Street Overground Station, located on the western edge of the site and providing access to Liverpool St - Chingford services, is an important link to local and regional destinations. To the east of the site, Walthamstow Queen’s Road and - further afield - Walthamstow Central Station provide access to further Overground Services - and the latter to the Victoria Line.

- Local pedestrian links to the High Street retail, services and leisure amenities via Courtenay Place and Willow Walk.

- Proximity to a number of important existing and proposed cycling and walking routes, including Quietway 2 (Walthamstow to Bloomsbury), Leyton to Blackhorse Road walking and cycling route, and links to the Walthamstow Wetlands project and the ‘Wetlands to Wetlands Greenway’ via Coppermill Lane. The Council’s ‘Enjoy Waltham Forest’ scheme is due to deliver walking and cycling upgrades along Markhouse Road and South Grove, subject to funding.

- Road access to the site is via Brunner Road, from South Grove and the southern east-west stretch of St James St.

1.4.3 - Future development at South Grove / St James should integrate with and support the surrounding movement network and transport links - while also making the most of opportunities to improve local links and address challenges to legibility and movement.

1.4.4 - The site’s high level of access to public transport and town centre location mean development on the site should be car free, support links to public transport nodes, and provide cycle infrastructure that supports and engages with the cycle routes that pass through and around the site.
1.5 SITE DESCRIPTION

1.5.1 - The South Grove / St James area is separated from the High Street (to the north) by the railway, and from a hinterland of generally 2/3 storey residential neighbourhoods (to the south by South Grove street/boundary). The substantial council car park at South Grove along with the St. James Street car parks are no longer required for their current use.

1.5.2 - In placemaking terms the most relevant qualities of the area relate to the connections to the High Street, St James’ Street Station and Courtenay Place. The area’s latent qualities can be found in the mature plane trees that line the railway edge, the landscape character of the South Grove edge and the grain of historic frontage buildings along St. James Street, in addition to the railway viaduct running through the site.

1.5.3 - The St James area in the West is inhabited by small scale industrial warehouses, the health centre and a fragmented street terrace (with shops located on the ground floor) facing on to St. James Street itself, which contributes to the intimate character of the area. Other than by St James Street itself, the area is linked to the High Street via an underpass connecting to Courtenay Place, the legibility and directness of this link is hampered by the presence of a derelict / disused pub building at a midpoint on Brunner Road (originally known as The Prince of Wales, then ‘The Artful’, and finally Central Station and The East before it’s closure in 2007 following an arson attack).

1.5.4 - The South Grove area is occupied by large warehouses, many of which are in operation as garages, and an under-used car park. Planning permission has been granted for two mixed-use residential schemes.
1.6 PLANNING & DEVELOPMENT CONTEXT

1.6.1 - The following pages summarise the main aspects of the planning and development context for the South Grove / St James area, including shifts in this context since the adoption of the original SPD in 2015.

A. Within the South Grove / St James area are a number of potential development sites in close proximity to the town centre. The scope of the study area for this updated SPD has been extended north of the railway line to include Courtenay Place.

B. Planning permission has been granted on two large sites.
   B.1 Brunner Road
   B.2 South Grove

C. Within the updated SPD are three focus areas to the west of the study area.
   C.1 Courtenay Place
   C.2 St James Quarter
   C.3 New Health & Care Hub Location

D. The sites that form the focus of this SPD sit adjacent to the Walthamstow St James Conservation Area, thus requiring careful attention in terms of how the character and massing of future developments relate to the Conservation Area.

E. The SPD focus areas intersect with the St James Heritage Lottery Fund bid area providing an opportunity to integrate with ongoing public realm improvements.
1.7 ASSETS & OPPORTUNITIES

1.7.1 - The following pages set out the area’s many latent assets & opportunities. Future development should seek to take advantage of these qualities.

A. Collection of major sites with development potential in close proximity to the town centre. A significant proportion of this land is in Council ownership, including the disused St James St Car Park.

B. Proximity to High Street. A range of employment uses are currently supported on the site - although these represent relatively low intensity use of a town centre site. There is an opportunity to supplement or replace these uses with higher intensity workspace in close proximity to the High Street.

C. Good public transport connections. The site has a PTAL rating of between 4 and 5. The area is well served by public transport, with St James Street Overground Station sitting within the SPD study area, and Walthamstow Central and Walthamstow Queen’s Road within walking distance of the site. The inclusion of the St James Station railway viaduct within the SPD study area presents the opportunity to fully integrate proposals with the station.

D. Distinctive local character. The St James Quarter area presents the opportunity to integrate with existing historical fabric, and unify the fragmented St James Street frontage. Developments should address the adjacent local Conservation Area and seek to enhance the HLF public realm improvements.

E. Consented Schemes. The consented South Grove and Brunner Road schemes are set to deliver improvements to the eastern part of the site.

F. Potential for strategic and local connections. The St James sites have the potential to deliver a strategic North/South and East/West links across the sites as well as unlocking a number of local connections across the St James sites.

F.1 N/S link between High Street and Markhouse Walk
F.2 E/W link between St James St and Willow Walk
F.3 St James Mews connection
F.4 Courtenay Place connection to High Street

G. Parkland Swathe. Opportunity to improve existing landscape fragments to deliver improved road edge environment to South Grove, taking advantage of mature trees along South Grove.

Above: St James Street Station (above left) and St James’ Street painted gable (above right) illustrate the character and grain of the St James Area.
CONTEXT:

1.8 CONSTRAINTS & CHALLENGES

1.8.1 There are significant constraints and challenges that will affect future change at South Grove / St James - the notes below and drawing alongside provide of summary of these issues, including the main physical challenges for consideration by those bringing forward future development proposals across the site.

A. Occupied sites - St James Mews sites and Brunner Road industrial units currently support a range of employment uses. Equivalent employment uses will be re-provided on site, where possible.

B. Sites in multiple ownership. Due regard must be given to phased implementation of co-ordinated proposals.

C. Railway severance - the rail viaduct / embankment and associated maintenance zones present a significant severance and constraint - limiting north-south connectivity to the High Street and other areas of the town centre, and imposing spatial constraints on development.
   
   C.1 Railway Viaduct
   C.2 Network Rail access zone

D. Poor quality of existing connections between High Street and the South Grove / St James area in terms of poor visibility, low quality of public realm and lack of connectivity south.
   
   D.1 Courtenay Place/High Street connection
   D.2 Railway underpass
   D.3 High Street / South Grove connection

E. Connections to busy highways.
   
   E.1 / E.2 Brunner Road
   E.3 South Grove roundabout
   E.4 South Grove / Gosport Road
   E.5 St James Street

F. Co-ordination with consented schemes. Particular attention should be given to design coordination between consented schemes and future development sites - both in terms of comprehensive design strategy and local interfaces at site boundaries.

G. Potential overlooking and daylighting constraints imposed by proximity of existing properties at Courtenay Place.

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Key

- High Street
- Conservation Area
- Dominant Highway
- Network Rail Access Zone
- Indicative outline of consented South Grove and Brunner Road proposals
- St James Quarter Sites in Multiple Ownership
- Junction with Highway
- Railway Viaduct
1.9 AIMS & OBJECTIVES

1.9.1 - The notes below and drawing alongside identify the key site-wide aims and objectives arrived at through analysis of the site in its wider context.

A. Co-ordinated development - establish a well integrated urban structure across the multiple development sites that make up the South Grove / St James SPD area, taking into account the complexities of ownership and need for phased development.

B. Establish commercial workspace-led mixed use development in St James Quarter with space for existing employment uses re-provided on site, where possible.

C. Community Facilities - provide locations for the Health & Care Hub and other active, public-facing uses that are accessible and support the broader use and movement strategy for the site. Potential 'active, public-facing uses' may range from a public-facing, community focussed social enterprise to a commercially driven shop or café with a social dimension, for instance the capacity to host community groups or activities alongside commercial activities.

  C.1 Health & Care Hub location
  C.2 Active, public-facing uses.

D. Integrate with strategic movement links and unlock local connections across the site.

  D.1 N/S link between High Street and Markhouse Road
  D.2 E/W link between St James St and Willow Walk

E. Improved public realm routes and spaces at key locations - addressing legibility, quality, safety and security - including:

  E.1 Courtenay Place / High Street Connection
  E.2 Underpass, Courtenay Place and St James Mews connection
  E.3 Public square at intersection of N/S and E/W routes.
  E.4 Improved pedestrian and cycle crossing at South Grove roundabout.

F. Integrate proposals with distinctive local character of existing St James Quarter, including repairing street frontage. Maximise integration with TfL owned St James St Station, identified as an opportunity site - including opportunities for new uses within or routes through the railway viaduct.

  F.1 St James Street frontage
  F.2 St James Street Station
  F.3 Railway viaduct

Key

- Primary high streets
- E/W and N/S routes connecting High Street to new public spaces
- Key public spaces and connections
- Health & Care Hub location
- Indicative outline of consented South Grove and Brunner Road proposals
- Employment uses in St James Quarter with workspace-led development
- Establish new mixed use residential-development
- Existing active retail / commercial frontage at ground floor along St James Street
- Strengthen retail / commercial frontage at ground floor along St James Street
- St James Station Railway Viaduct
2 KEY PRINCIPLES

Building upon the aims and objectives defined in the preceding chapter, the following pages describe key principles that should inform and guide future development across the site. These principles include site definition (including key constraints), movement, use, scale / massing, character and the public realm.
2.1 SITE DEFINITION

2.1.1 - An overarching recommendation of this SPD is that a comprehensive and coherent development strategy be delivered at South Grove / St James to deliver an integrated and high quality addition to the town centre. This strategy and its delivery will need to address key challenges relating to existing site features and patterns of ownership. The notes below and drawing on the right outline these key issues.

• Some buildings / plots / site features are assumed to present fixed constraints (including existing trees to the north and south east of the site) - either due to formal designations, technical constraints or urban design considerations.

• Beyond these, other areas of the site offer a greater potential / likelihood for change than others, over more immediate or longer term time-scales:

• Planning permission has been granted to adjacent schemes in the South Grove area of the site (South Grove car park and the Brunner Road site). The western portion of the site - adjacent to St James Street and the station - is more complex in terms of current use and ownership and presents a greater challenge in terms of delivering co-ordinated development across this area.

• Portions of the site are in different ownerships - i.e. there are a number of buildings/plots, some of which may or may not be developed in unison, requiring the potential for a phased implementation strategy.

• A number of these sites are council-owned or are assumed to become available to the council in the short term, while others may provide potential sites for subsequent phases of development, subject to negotiations with current owners.

• TfL owned station and viaduct is noted as an opportunity area. Due to its highly technical nature, the SPD does not explore development scenarios for the station and viaduct but notes however this document notes the intention of TfL to explore options.

• The pub building in the centre of the site may be considered for integration into future proposals. Although not locally or statutorily listed, and therefore of limited formal heritage value, the building is the sole surviving fragment of Brunner Road’s historical street frontage. It therefore has some potential significance in urban and architectural design terms as a character fragment within centre of the site - a territory lacking in significant existing urban fabric. On the other hand, the building also presents significant challenges to improving strategic movement links and spatial coherence across the site - so any of the potential merits of retention discussed above must be weighed against these other factors. In the case of its removal, a replacement building near its location should seek to contribute highly to the character and quality of the site in place-making terms.

Delivery Approach

2.1.2 - The SPD has been established to allow delivery by existing owners. In some cases this will require cooperation across ownerships. Joint ventures with other entities or outright sale of individual components are also possible, and would be encouraged where this can advance the redevelopment process more rapidly and develop the area more comprehensively.

2.1.3 - It is also anticipated that new joint venture entities may be formed among existing owners, or successor ownership arrangements may be established. The Council will work with current owners, or successor entities, to assist in the delivery of the aspirations set out in the SPD.
2.2 OVERVIEW

2.2.1 - The drawing on the right and notes below provide an overview of the key spatial principles that underpin recommendations for the South Grove / St James area.

A - Provide a set of strong and legible connections through the site to support development and movement. These connections should in themselves be supported by high quality public realm:

A.1 - North-south link connecting the High Street to Markhouse Road - comprising a series of public realm interventions and spaces, providing a legible and generous pedestrian and cycle route, focus for community and health uses, and a point of transition between the residential focussed area to the east of the site, and the workspace quarter to the west. The main elements include:

• Improved High Street entrance
• Improved route through Courtenay Place supported by public realm improvements and potential development, if alternative, suitable bus provision was identified.
• Improved railway underpass - explore potential to open additional railway arches.
• Public square relating to health and active, public-facing uses at the heart of the site.
• Space providing connection to Markhouse Road.
• Potential for improvements to Markhouse Road / South Grove / St James Street junction to provide better pedestrian and cycle integration and improve public realm character.

A.2 - East-west link from St James Street to South Grove / Willow Walk - a clear and legible, street-scale spine to the site, balancing the need for vehicular and servicing access with well integrated pedestrian and cycle provision, and high quality public realm. The link provides a focus for residential entrances and east-west movement across the site.

B - Residential focussed neighbourhood on the eastern portion of the site - with a residential edge extending westward to St James Street - and integration of employment use and active frontages to support activity and movement. A significant portion of this area is covered by the consented proposals for the South Grove car park and Brunner Road sites.

C - St James quarter focussed at the north-west quadrant of the site - workspace with good access to St James Street Station, good integration with St James Street, and potential for workspace use to inform development at Courtenay Place and interface with the High Street. In place-making terms, development should seek to define a characterful locale, building a strong relationship with the existing heritage features evident in the St James Street, the station and the railway viaduct / embankment.

D - A focus for health services and active, public-facing uses - relocation of the existing health services into a new Health & Care Hub, provision of a new active, public-facing uses at a central location in the site - potentially providing community facing engagement with the workspace quarter (e.g. start-up support, access to work support, entrepreneurial workshops, etc.).

E - Improve use, legibility and safety of Courtenay Place through public realm improvements and potential development (the latter subject to scope of reducing extent or relocating existing bus infrastructure).

F - Maximise use of the railway arches for employment use and improved north-south connections.

G - Re-establish a coherent, retail-focused street front to St James Street south of the railway through well integrated development.
Potential to improve junction/park space

Health & Care Hub

High Street

Courtney Place

St James Street

Markhouse Road

South Grove

Active/public-facing cycle hub

St James Street Station

To Walthamstow Central

To Queen's Road Walthamstow

South Grove mixed use residential neighbourhood
2.3.1 - The notes below and drawing alongside summarise the key movement principles that should be incorporated into future proposals.

- Proposals should define a legible and permeable street network to support movement across the site comprising a number of interconnected primary and secondary routes.

- Proposals should support two primary pedestrian and cycle routes North-South and East-West across the site. These link the High Street to Markhouse Road, and St James’ Street to Queens Road Stations respectively. These links are predominantly pedestrian and cycle priority providing important relief from the car-dominated roads in site’s immediate vicinity - although provision should also be made for vehicular and service access for residential and employment uses.

- Future proposals should have a permeable block structure, allowing local routes link existing streets to the primary N-S and E-W routes along quiet neighbourhood streets.

- Proposals should deliver co-ordinated public realm / streetscape improvements within and adjacent to development sites. These improvements should strengthen connections and improve quality of environment of the broader site, including improvements to road junctions and pedestrian crossings.

- These improvements should integrate with and strengthen St James’ Street Conservation Area Heritage Lottery Fund shopfront and public realm improvements.

- Proposals should successfully integrate with the Enjoy Waltham Forest network, other walking and cycling routes and sustainable transport infrastructure.

- The southern stretch of the north-south link from Markhouse Road to the High Street has the potential to increase the legibility and directness of the Leyton to Blackhorse Road waking and cycling route.

- The site’s high level of access to public transport and town centre location mean development on the site should be car free, while providing cycle infrastructure that supports and engages with the cycle routes that pass through and around the site.

- Proposals should provide strong connections with both the train and bus infrastructure, in particular providing high quality links from new development to St James Street Station, and improved links from the station to the High Street.
KEY PRINCIPLES:

2.4 USE

2.4.1 - The area covered by this document comprises four separate sites in the adopted AAP, namely WTCOS15: South Grove, WTC016: Brunner Road Industrial Units, WTCOS17: St James Street Car Park, and WTCOS18: St James Street Health Centre. The AAP sets out a variety of appropriate uses for different land parcels, along with indicative development targets.

2.4.2 - Taken together, appropriate uses include:

- Retail (Use Class A1)
- Residential
- Commercial (i.e. new fit for purpose B1 floorspace)
- Live/ Work units
- Social infrastructure (including health centre)

2.4.3 - Broadly speaking, all of these uses remain acceptable in principle, and may also be supplemented by restaurant and café uses (Use Class A3) in appropriate locations.

2.4.4 - For the reasons set out in the introduction, the expectation is now for a residential/commercial-led rather than retail-led scheme to be developed in this area. Where provided, retail uses should be of a ‘local scale’ reflecting changing consumer patterns, with minimal car parking provision required.

2.4.5 - The incorporation of other uses listed above will help ensure a sustainable, place-making approach to the comprehensive redevelopment of the site that helps secure:

- active frontages to key routes through the site;
- improved safety and security of the area;
- improved health facilities to local residents;
- an intensified employment offer; and
- a vibrant mix of uses, ensuring the sustainability and success of the area for the future.

2.4.6 - Care will be needed in terms of the nature and location of commercial units to ensure these are compatible with new residential and respond to market needs. In line with emerging employment patterns, start–up business units and shared workspace models are anticipated as opposed to traditional light industrial/warehouse space. The ambition is to both improve the quality of workspace provided and to increase the number of employment opportunities in the area, with an intensification of appropriate town centre uses in the area. As such, it is proposed that these uses are focussed in the St James area of the site, forming a workspace and creative industries quarter, with good links to St James Street Station, St James Street and the High Street.

2.4.7 - Public-facing ground floor uses. St James Street/ South Grove is experiencing significant change as a result of new housing and investment. The HLF shop front improvement scheme has seen improvements and enhancements to the public realm and the opening of the Walthamstow Wetlands in autumn 2017 will see increased use of St James Station. In this context, it is important that ground floor uses provide commercial and retail space that provide public facing uses that complement the existing high street and support the new quarter. The expected increase in local residential population in the South Grove -St James area can be expected support a greater number of retail / commercial units on St James Street.

2.4.8 - It is intended to re-provide an expanded health centre and community infrastructure on the South Grove site as part of new ‘Health and Care Hub’ - the recommended location for which is indicated on the drawing on the page opposite.

2.4.9 - Car parking provision will be considered against adopted Local Plan policies. Developments would be expected to be car free, other than provision for disabled residents. Provision for disabled parking should be a consideration within the footprint of future developments.

2.4.10 - In preparing this SPD we acknowledge that the form of development proposed will result in the displacement of some existing businesses, as in the 2015 SPD. The Council will work with landowners and businesses to assist in developing a strategy to manage this, which would ultimately form part of a wider strategy for business engagement across the borough.
Health & Care Hub

Active, public-facing uses

St James Street Station

public-facing retail/commercial ground floor uses

public-commercial ground floor corner unit to define high street function

south grove mixed use residential neighbourhood

st james workspace quarter

COURTENAY PLACE

HIGH STREET

SOUTH GROVE

ST JAMES ST.
2.5 COMMUNITY INFRASTRUCTURE

2.5.1 - There is significant provision for high quality education in the area around South Grove. Excellent local primary schools in close proximity include but are not limited to: South Grove, Barncroft, Edinburgh, St Saviour’s, St Patrick’s, Mission Grove, Stoneydown and Coppermill. In addition to the existing provision a number of schools have expanded, and investment will continue in order to address the needs of current and future families.

2.5.2 - To ensure a good quality education is continued beyond primary school over £25m has been invested by Waltham Forest Council in a new building for an expanded Willowfield Humanities College secondary school to boost the capacity at secondary level and provide additional places in a high quality building from 2015. Both Kelmscott and Willowfield provide high quality education for local young people at secondary level.

2.5.3 - Leisure facilities and helping residents stay healthy are a major focus for Waltham Forest and the recent multi-million pound investment in Walthamstow Leisure Centre should complement any development at South Grove.

2.5.4 - There are three health centres in the immediate South Grove area: Brunner Road, St James Street and The Firs. This masterplan considers the future healthcare provision for the area to accommodate additional capacity and provide better quality facilities and complementary health and care services to meet the needs of the community - especially people with additional and more complex needs. Providing a new and expanded, fit for purpose health centre is a key priority for the regeneration of the area. The loss of any existing health facilities will only be supported where this re-provision is secured. The provision of public amenities such as public toilets will also be encouraged in new developments, where appropriate.
KEY PRINCIPLES:
2.6 SUSTAINABILITY AND ENERGY EFFICIENCY

2.6.1 - New Developments-BREEAM. It is required by Policy DM 10 that all new buildings should apply the BREEAM Assessment methodology to a minimum 'Very Good' level of attainment. The benefit of BREEAM is that it assesses a wide range of environmental design issues and sets levels for achievement as well as independently assessing and certifying the attributes of the design.

2.6.2 - Carbon Reduction. All buildings will be required to achieve a minimum of 35% reduction in carbon emissions beyond 2013 building regulations - as per policy DM 10. Residential developments will be required to comply with the energy aspects at Level 4 of Code for Sustainable Homes.

For major housing applications, the GLA now require Carbon Offset Fund financial contributions to offset all carbon emissions. This has been raised from 35% to 100% as per the Council’s adopted S106 SPD, and is calculated at £1,800 per tonne of CO2 emitted. Developments will also need to be designed to minimise over-heating.

All new developments should comply with DM 10 "Resource Efficiency and High Environmental Standards" to encourage sustainable and energy efficient design including green roofs, SUDS, high water and energy efficiency standards and use of renewable technologies.

2.6.3 - De-centralised Energy. As set out in the Walthamstow Town Centre AAP Policy WTC 12, it is encouraged for all proposed developments to set out how they will connect to the planned Decentralised Energy network for the Upper Lee Valley. Should developments come forward in advance of any Decentralised Energy Network they should be designed to be connection ready. Future developments in the South Grove St James area should actively investigate if they could be served from the existing consented boiler plant rooms or be served by one combined energy centre for the remaining sites, reducing emissions and air quality impacts.
KEY PRINCIPLES:  
2.7 SCALE & MASSING

2.7.1 - This section outlines principles relating to scale and massing. Massing refers to the combined effect of the arrangement, volume and shape of a building or group of buildings. Massing plays a central role in establishing the scale and character of spaces and places in towns and cities.

2.7.2 - The points below map out the key massing principles for the South Grove site, in response to the different conditions, opportunities and constraints:

• The scale and height of buildings in the St James area should integrate sensitively with the existing St. James Street stock with particular attention given to the scale and character of the St James Street frontage.

• Massing should establish an appropriate street scale along the various streets in the St James quarter and South Grove areas, subject to the width and scale of streets themselves.

• Massing in the central portion of the site should transition between the lower rise St James Quarter area and the proposed mid-rise massing of the South Grove area.

• Within the South Grove area there is an opportunity for a strong edge to be established, subject to the adjacencies of the South Grove Highway and the railway line.

• There are opportunities for buildings within the South Grove portion of the site to play a ‘landmark’ role in denoting key connections with the surrounding public realm and the High Street, and fostering focal points of activity or movement. Although it is important that buildings in these locations also integrate into the broader urban and architectural design of future development, they have the scope to satisfy this landmark role through carefully considered use of scale, distinctive character and public facing uses.

• The visual impact of any proposed massing on the surrounding area must be considered, for example views South from the High Street through Courtenay Place, views west from Willow Walk, views north and south from St James Street and views north through Brunner Road. This list is not exhaustive. Careful attention should be given anywhere where new buildings are seen in conjunction with existing fabric, and where new buildings are seen along key routes. A number of key views are indicated on the diagram opposite.

• Focus building: A building of architectural merit that marks the intersection between the north-south, east-west routes through the site. This building should contribute to the overarching placemaking objectives for the site. It is strategically positioned at the intersection of key routes and adjacent to priority public realm spaces. It should be recognised as a location with high footfall and an active public use at ground floor.

• The scale and massing of proposals for the site should take account of any potential impact on the St James Conservation Area immediately to the north.

Key

- 2-3 storeys to integrate sensitively with existing streetscape
- 4-5 storeys to mediate between existing context and new mid-rise buildings
- 5-6 storeys (subject to street width) to provide street-scale interior
- 7-9 storeys to provide strong massing against railway and South Grove highway
- 9-10 storeys
- Potential for landmark building
- Focus building
- Priority location for sensitive integration with existing fabric
- Coherent street-scale frontage
- Area of transition between low and mid-rise buildings
- Priority views for consideration in assessing the townscape impact of future proposals
- Hatched area: area of consented South Grove and Brunner Road proposals
2.8 CHARACTER

2.8.1 - The strategy envisages two linked areas with distinct characters, with a key interface at the public square in a central location:

- St. James Quarter & Courtenay Place in the West, which relates to the grain and fabric of the historic frontage to St. James Street and that of the station/viaduct.
- The South Grove area in the East, bounded by landscape elements and relatively remote from/discontinuous with the surrounding urban fabric.

2.8.2 - In addition, the creation of a rich range of street environments and open spaces will provide an appropriate balance of public and private open space.

2.8.3 - The sketch above right provides an outline of these character areas, while the pages that follow provide further detail through a combination of indicative sketches, extracts from consented proposals and precedent images.

Above: The block layout shown in this diagram is intended to illustrate a difference in the proposed urban grain and character of the areas either side of the central north-south route rather than prescribing a particular block arrangement.

Right: St James Street Station (right) and St James’ Street painted gable (far right) illustrate the character and grain of the St James Area.
Above left: a sketch view above looking west across the central public realm square addressed by the Health & Care Hub. The main east-west route is shown on the left of the image, while the newly opened route into St James Mews is show on the right beyond the Health & Care Hub entrance, leading into the workspace quarter.

Above: the recently completed Newport Street Gallery in Lambeth - although different in use and profile, the building provides a precedent for potential development at Courtenay Place, demonstrating how a new characterful building can establish a good foreground in relation to an existing railway viaduct.

Left - illustration of the consented proposals for the South Grove site, by Pollard Thomas Edwards. This view shows the frontage of the residential neighbourhood addressing South Grove.
KEY PRINCIPLES:
CHARACTER - ST JAMES QUARTER & COUR TENAY PLACE

2.8.4 - The precedents below suggest the ingredients and qualities that might combine to establish an appropriate character for the St James Quarter and Courtenay Place in terms of built form and urban grain.

2.8.5 - A consistent approach to the material palette and architectural qualities of the proposals should be sought throughout the area to establish a coherent character, although it is recognised that carefully considered variation in material treatment may play a part in establishing this.
KEY PRINCIPLES:

CHARACTER - SOUTH GROVE

2.8.6 - The precedents on this page map out the scale and qualities of buildings, private open spaces and public realm that could combine to characterise the South Grove neighbourhood.

2.8.7 - The majority of this character area has been addressed by the consented proposals for the South Grove car park (see page 37) and Brunner Road sites.
2.8.8 - The precedents below suggest an appropriate character for the key public realm spaces across the site.

Hierachy of streets
Claredale Street, Cambridge Heath, by Karakusevic Carson

New public square to become the focus of the neighbourhood
Barking Town Square, by Muf Architecture/Art

New cycling infrastructure to be delivered as part of the Enjoy Waltham Forest scheme.

New buildings (and their various scales) create an edge which frames and foregrounds the public realm
St Andrews Block B, Bromley-by-Bow, by Macreanor Lavington

A consistent approach to the materials, fixtures and street furniture should be employed throughout the public realm spaces to establish coherence and avoid clutter - however, it is acknowledged that, set against this robust backdrop - carefully considered variation and space-specific proposals could offer place-shaping benefits in key public realm areas across the site (e.g. the main public square and primary routes).

Public realm strategy to create sense of place as well as sustaining through pedestrian and cycle routes
Flat Iron Square, Bankside by Witherford Watson Mann

Street furniture / features promotes inhabitants use of the public realm
Triangle, Swindon, by Glenn Howells

Streets become the inhabitants' front garden, creating a sense of place and community
The Gardens, Slamford Hill, by Penoyre & Prasad