SITE 1: CHURCH LANE

OPPORTUNITIES

- Short-term micro-gallery to Argos windows. Secure use of under-used window displays to Church Lane frontage of Council-owned property for exhibition of work by local artists. The neighbouring Stone Space have previously attempted to secure use of these windows, and could be approached as a potential delivery partner for curation and promotion.

OUTCOMES

- Animate historic shop front, part of one of Leytonstone’s key civic and heritage assets.
- Attract footfall to Church Lane.
- Support local creative talent, building on the success of the Stone Space to date.
- Build on Leytonstone’s growing reputation as a cultural destination.

DELIVERY METHODOLOGY

1. Approach potential curation/delivery partners.
2. Approach Argos management.
3. Secure use of window displays.
4. Call-out to artists.
5. Promote exhibitions.
6. Open micro-gallery.

OUTLINE COSTS

£5,000 capital spend + £5,000 annual project management. Estimated to be up and running within 6 months, and funded for one year for project management and promotion.
SITE 1: CHURCH LANE

OPPORTUNITIES

Medium term: Shop front improvements and restoration of upper façades.

Together with the International Buildings (see Station Gateway, St. John’s Quarter, below), the curving terrace of Station Parade frames the arrival into Leytonstone by tube. The terrace hosts a variety of business, including offices, beauticians, restaurants and food stores (including convenience).

Broadly, the terrace remains in reasonably good repair, with most significant stuccowork ornamentation still in place. Nonetheless, high level stringer, copings and brickwork to parapets is in generally poor condition across much of the parade. While conservation to stonework and brick-cleaning to the upper façade would be unlikely to achieve a dramatic visual uplift, this is desirable in the near future to avoid rapid deterioration. Match funding from landlords to repair upper façades could be actively sought as part of any building frontage improvement scheme.

Shop fronts themselves are of varying quality, with a number of low-quality aluminium frames out of keeping with the host buildings. However, as consultation has suggested that, at this stage, improvement to this terrace is of secondary importance, meaning that the level of investment required for wholesale shop front replacement may be difficult to justify.

Improvement works could focus primarily on improving signage, restoring pilasters at low level, and re-locating shutters to the interior to create a welcoming arrival in Leytonstone by evening.

OUTLINE COSTS

Works to low level
New signage, improved displays and vinyls to ca. 17 no. shops, relocation of shutters, new awnings and restoration to pilasters as required. Estimated cost incl. design fees, contractor OHP and contingency = £300,000.

Works to high level
Clean brickwork, repair and paint stonework to 25 no. façades. Estimated cost incl. design fees, contractor OHP and contingency = £115,000.

Est. total cost = £415,000

DELIVERY METHODOLOGY

1. Secure funding
2. Engage shopkeepers and landlords
3. Seek landlord contribution for works to uppers
4. Procure design team & business support
5. Design development in dialogue with stakeholders
6. Submit planning applications
7. Sign consent agreements, collect landlord contributions
8. Procure works contractors
9. On site delivery of works

POTENTIAL FUNDING SOURCES

GLA High Streets Fund
Section 106
New Homes Bonus

nos. 4-19 Church Lane

nos. 20-34 Church Lane
OPPORTUNITIES

Strategy for the activation of vacant commercial units through a popup shop initiative and delivery of ongoing programme.

OUTCOMES

The programme will create opportunities for local startups to test out ideas in a visible retail space, and attract new startups to the area which may then establish and grow into neighbouring retail units. Low risk, low cost space provide the opportunity for capacity building and job creation through vacant spaces as well as network building and fostering peer-to-peer learning. New, vibrant uses increase footfall for existing businesses, diversify the high street offer and attracts new customers from the local and wider area.

LEGACY

The popup shop programme will improve the internal and external physical condition of vacant units, which will complement the medium term plans to deliver a shopfront improvement programme by encouraging businesses to engage and up their game. In addition, building the demand, capacity and quality of independent startups will ensure a steady supply of vibrant independent businesses when existing retail units become available, and new retail units are built in the longer term.

DELIVERY METHODOLOGY

1. Compile project plan, milestones, outputs and costs.
2. Submit funding bid application.
3. Property register compiled to identify available properties, including parameters that may impact occupancy such as length of vacancy, condition of building, location, permitted and previous uses, development or commercial plans, costs.
4. A brand partnership to create a brand for the project and internal fit out for the spaces, which will deliver high quality, cost-effective, flexible and adaptable spaces.
5. Tender and appoint contractors to deliver shopfront improvements and internal refurbishments of the premises.
6. Promote, negotiate and manage transactions.
7. A programme delivering capacity building and training for tenants is to ensure the initial quality of brands and projects.
8. Ongoing tenant management will involve administration, rent collection, dispute resolution, maintenance and promotion of brands.
9. Publicity, evaluation and documentation of activities.

OUTLINE COSTS

Minimum £5,000 per shop, plus £10,000 project management for strategy and delivery year 1. Potential to deliver within 6 months, and running costs covered through tenant contributions once established.

POTENTIAL FUNDING SOURCES

GLA High Streets Fund
EH Bid

POTENTIAL LOCATIONS

Vacant shops as available. Currently at:
723 High Road Leytonstone
745 High Road Leytonstone
761-763 High Road Leytonstone
556 High Road Leytonstone
696C High Road Leytonstone
680 High Road Leytonstone

“This scheme is a great way of supporting local entrepreneurs and businesses who are just starting out, as well as filling shops that for whatever reason, have become vacant. We want to create thriving high streets that people want to visit. While our powers on the high street are sometimes limited, for example stopping betting shops from opening where they choose to, we’re determined to use the powers we do have to give residents the kind of high streets we know they want.”

- Cllr Clare Coghill, Cabinet Member for Economic Growth and High Streets, Waltham Forest Council.
**SITE 2: CENTRAL PARADES**

**OPPORTUNITIES**

1. **Medium term: Shop front improvements, restoration & re-decoration of upper façades.**

   As noted above, the stretches of the High Road from the junction with Church Lane, extending north toward the Green Man Roundabout, are marked by varied building typologies. While three-storey Victorian flats above shops predominate, these are interspersed with two-storey buildings, 20th-century developments, McDonalds, and the Matalan superstore. Shops include a high proportion of independent businesses, with cafés, restaurants and beauticians particularly well-represented.

   Improvement works could focus on restoring a unified approach to signage & awnings, and repairing original architectural features to two contiguous and consistent parades (nos. 710-732 & nos. 839-861). While the majority of original stuccowork ornamentation remains in place to upper façades, this is significantly deteriorated at high level. While conservation work may not achieve great immediate visual uplift, it would be advisable to prevent further decay.

   Elsewhere, poor quality 20th-century façades may call for a bolder visual approach, making a virtue of the plurality of the high street’s fabric.

Shop front improvements to this parade were not indicated as a primary priority by consultees, suggesting that a relatively light-touch approach may be appropriate in this area, i.e. without wholesale replacement of shop fronts.
SITE 2: CENTRAL PARADES

OUTLINE COSTS

Works to low level:
New signage, improvements to displays and window vinyls and restoration of pilasters to 33 no. shops, relocation of shutters and new awnings as required. Estimated cost incl. design fees, contractor OHP and contingency = £505,000

Conservation works to high level:
Clean brickwork, repair and paint stonework to 18 no. façades. Estimated cost incl. design fees, contractor OHP and contingency = £85,000

Est. total cost = £590,000

DELIVERY METHODOLOGY

1. Secure funding.
2. Engage shopkeepers and landlords.
3. Seek landlord contribution for works to uppers.
4. Procure design team & business support.
5. Design development in dialogue with stakeholders.
6. Submit planning applications.
7. Sign consent agreements, collect landlord contributions.
8. Procure works contractors.
9. On site delivery of works.

POTENTIAL FUNDING SOURCES

GLA High Streets Fund
Section 106
New Homes Bonus
SITE 2: CENTRAL PARADES

nos. 734-740 High Road

nos. 710-732 High Road

nos. 694-708 High Road

Clean and restore upper storey facades
Repairing historic features throughout
Move shutters inside
Empty Shop
Key businesses
New fascia sign

Key businesses
Move shutters inside
Clean and restore upper storey facades
Repairing historic features throughout

Key businesses
Move shutters inside
Clean and restore upper storey facades
Repairing historic features throughout
SITE 3: SOUTH LEYTONSTONE LINK

OPPORTUNITIES

1. Medium term: Shop front improvements, decoration and restoration of upper façades.

Extending south along the High Road from the junction with Church Lane, this sector of the high street is largely composed of a mix of 3-storey Victorian and inter-war shopping parades. These follow a broadly similar grain and unit size, with the façade treatment of inter-war specimens placing a greater emphasis on symmetry within the block.

These blocks contain a high proportion of restaurants/cafés, while convenience shopping and financial services and betting shops are prevalent. There are a number of shops with a unique offer and a strong social presence. However, this sector also contains the highest density of vacant units.

Particularly at the northern end of this sector, close to the Church Lane intersection, late-20th-century blocks house larger retail units. These are predominantly 2-storey, making little positive contribution to the high street’s appearance.

Signage and shop fronts are of a generally poor quality throughout. Consultation with high street users suggested that improvements in this area are key to shifting perceptions of the town centre’s retail offer as a whole.

Medium term: Shop front improvements, decoration and restoration of upper façades.

Shop front improvements could target a contiguous parade from 729-769 High Road, installing signage that is consistent and sympathetic with the Victorian and inter-war host buildings, moving security shutters to the interior, and working with shopkeepers to create clear, inviting and transparent shop displays. Particularly in the Victorian sections of the parade, upper façades are in need of conservation and decoration works.

Outside of this core parade, investment should be targeted at key anchor businesses and corner sites, improving the transition between High Road and residential side streets. A more flamboyant decorative approach to late-20th-century upper façades (e.g., 99p stores, Iceland, British Heart Foundation) could do much to alleviate their current oppressive aspect.

Delivered services.

Medium term: Shop front improvements, decoration and restoration of upper façades.

DELIVERY METHODOLOGY

1. Secure funding.
2. Engage shopkeepers and landlords.
3. Procure design team & business support.
4. Design development in dialogue with stakeholders.
5. Submit planning applications.
7. Procure works contractors.
8. On site delivery of works.

POTENTIAL FUNDING SOURCES

GLA High Streets Fund
Section 106
New Homes Bonus

nos. 793-819 High Road

nos. 816-638 High Road

nos. 616-638 High Road

nos. 509-519 High Road

nos. 309-319 High Road

nos. 129-149 High Road
SITE 3: SOUTH LEYTONSTONE LINK

OUTLINE COSTS

Works to low level
New signage, improvements to displays and window vinyls and restoration of pilasters to 26 no. shops, relocation of shutters and new awnings as required. Estimated cost = £240,000

Works to key corner units
New shop fronts to 3 no. corner units, 4 no. new corner fascia signs, relocation of shutters and new awnings as required. Estimated cost = £165,000

Works to high level
Clean brickwork, repair and paint stonework to 16 no. façades, redecoration to 4 no. façades, vinyls to 25 no. high level windows. Estimated cost = £40,000

Est. total cost incl. design fees, contractor OHP and contingency = £625,000