

The Mall Walthamstow Development



Welcome to our public exhibition. We are pleased to present our initial proposals to invest in and enhance Walthamstow Town Centre to make it an even better place to live, work, shop and visit.



William Morris Gallery



Site plan



The Scene



The Bell



Local art / culture



Walthamstow Marshes



Transport hub



Wood Street walls



High Street Market



Local boutique shopping



Beautiful Interiors



Listed heritage buildings

The purpose of this exhibition is to capture your views on these proposals. A member of the project team will be happy to talk through these in more detail and we welcome your feedback on what is the first stage of an exciting development process. By investing over £120 million into the community, we would like to introduce:

- **A vibrant new town square and gardens** for local people to enjoy, with opportunities for exciting new play facilities, flexible events space, feature landscaping, improved lighting and safety.
- **Exciting new shops, leisure and restaurants** by delivering a significant extension to the existing Mall which will meet the needs of local people and attract new leisure (including a gym), retailers and restaurants.
- **High quality homes** which will create a truly sustainable mixed-use development, meeting local housing needs and regenerating this well-connected town centre site.

Who is Capital & Regional? The Mall Walthamstow is part of a wider portfolio which is owned by Capital & Regional, a leading specialist owner and manager of shopping centres in the UK. We have owned The Mall Walthamstow for almost 20 years. As a long-term member of the local business community, we want to do our part to ensure Walthamstow town centre remains a thriving place for visitors and locals.



We are interested in your ideas and feedback, so please fill out one of our feedback forms.

Walthamstow is Changing



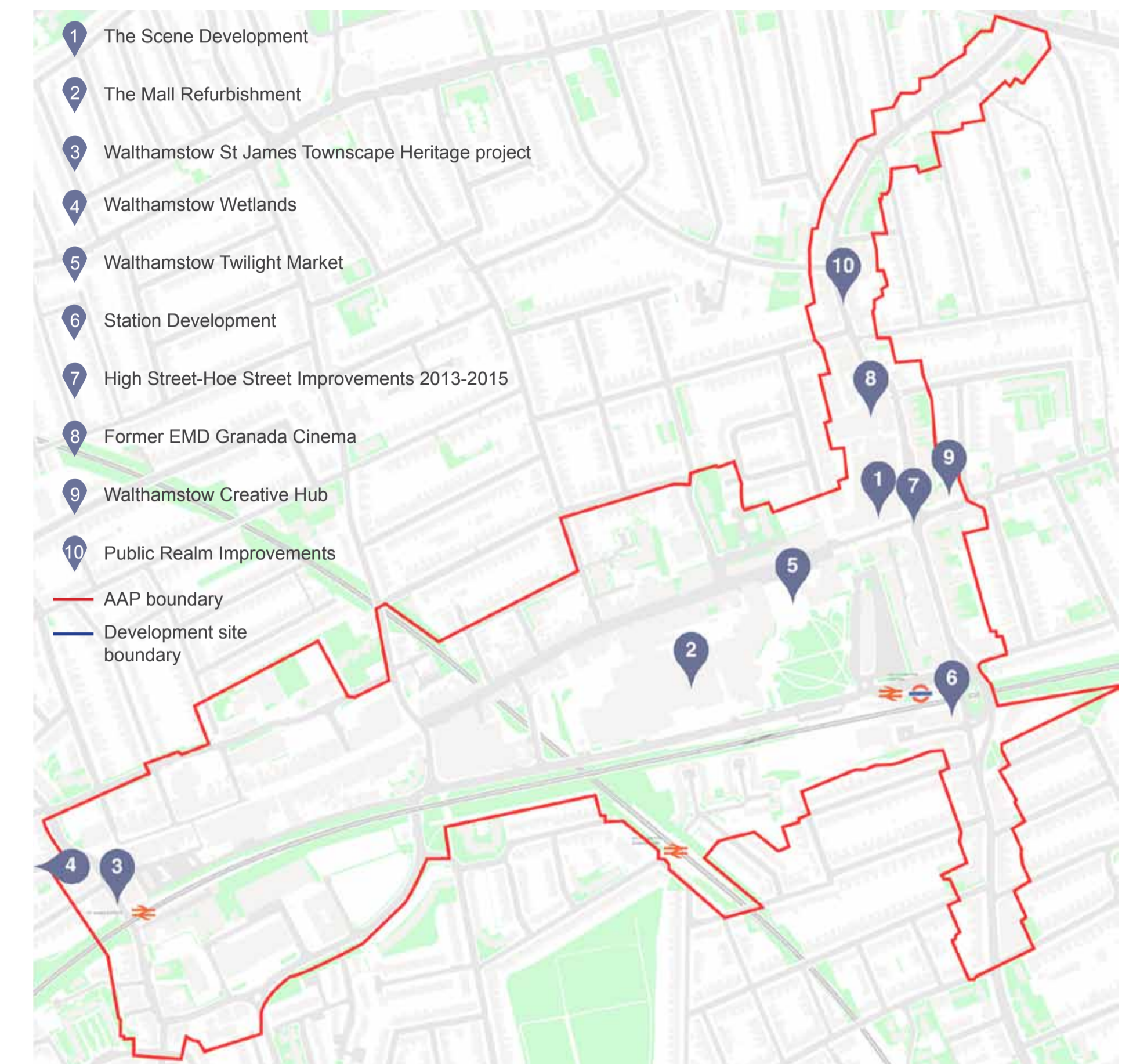
Walthamstow is a thriving community with a unique social and cultural character. As one of London's most up-and-coming areas, benefiting from great transport links and a growing population, the area is evolving. To keep up with this change, Waltham Forest Council has a strong commitment to its ongoing regeneration.

There are already a number of impressive developments in Walthamstow which are either currently underway or have recently been completed. An example of this is the popular award winning residential and leisure development, The Scene, which has quickly become an established local venue. Exciting plans are also in place to transform the former EMD Granada Cinema and millions of pounds have been committed to improving public spaces across Walthamstow. We believe our proposals will complement these developments and help attract even more private investment into the borough.

Local planning policy provides the basis for our proposals

We have taken an over arching view to development and through extensive discussion, have closely aligned our proposals with Waltham Forest Council's Town Centre Area Action Plan (AAP) and Place-shaping Framework.

- The AAP confirms that an extension of the shopping centre into the Town Square and Garden is acceptable in principle, as is the allocation of the shopping centre for an increase in retail floorspace with housing on upper floors.
- The AAP requires remodelling the open space, including re-providing, enhancing and enlarging the children's play area, if possible. It also aims for The Square and Gardens to include cafés, restaurants and seating areas.
- The AAP also supports the potential of tall buildings on site and the delivery of 2,000 new homes in the Town Centre by 2025.
- The adopted Core Strategy identifies Walthamstow Town Centre as a key growth area where regeneration activities should be focussed. Policy confirms that the Town Centre is the main destination for shopping and states that the majority of additional growth in retail and other town centres uses should be located here.
- The London Plan, which also considers Walthamstow Town Centre as a potentially suitable location for tall buildings, encourages large residential development in areas of high public transport accessibility. Walthamstow Town Centre fits into this category and, additionally, is identified as a major centre in the London Plan.



Walthamstow Town Centre Area Action Plan (AAP) boundary



The Scene and new public realm



Empire Cinema



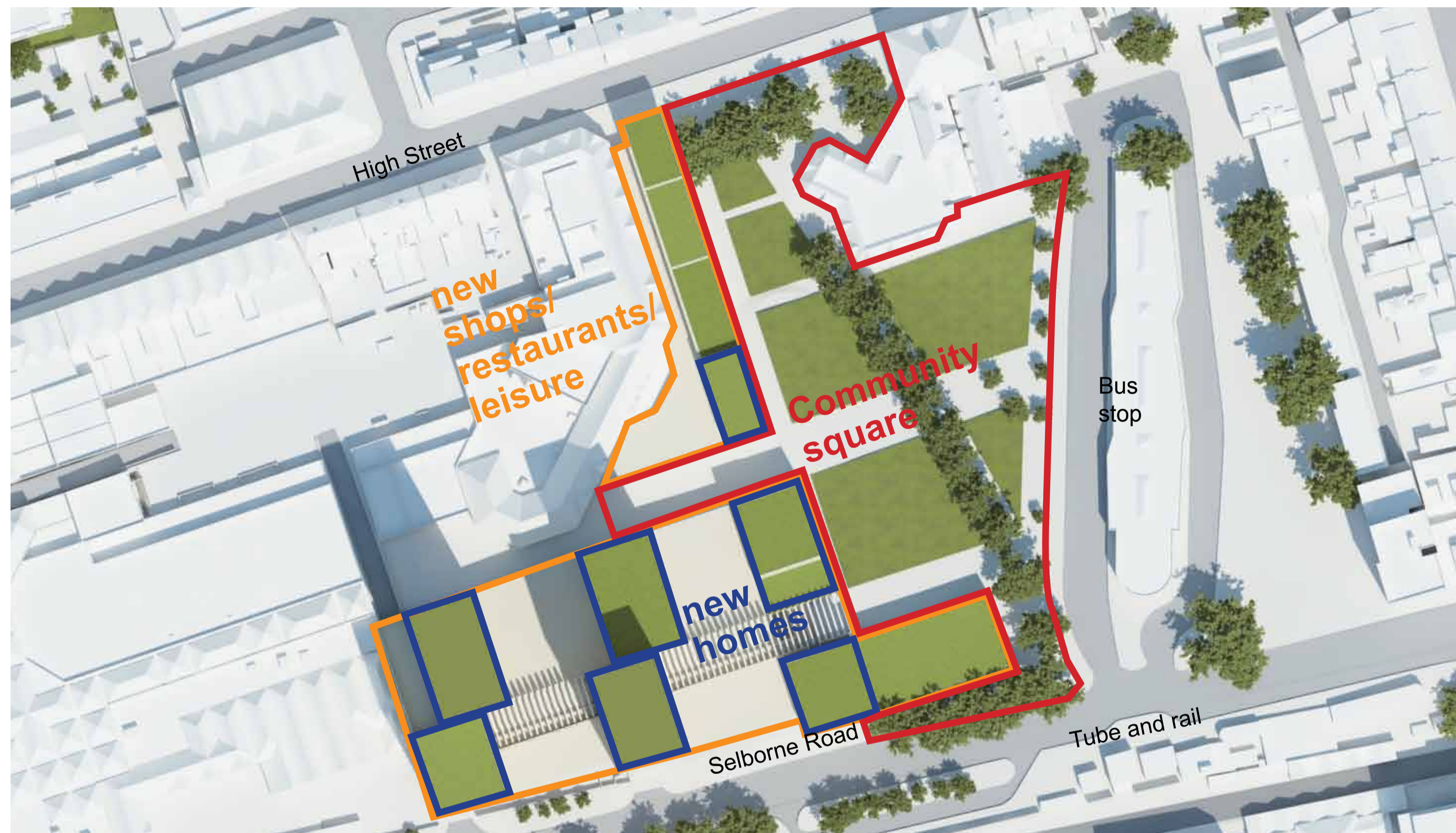
New restaurants



Gnome House

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The Vision and Design Approach



Placemaking elements including a community square, new shops, restaurants, leisure and homes

Our proposals have been developed with the following masterplan principles in mind:

A vibrant new town square and gardens

We would like to create a brand new heart for the local community. We have a number of ideas on how the community square could be made lighter and brighter as well as how we could introduce different uses, including a modern, high quality, landscaped play space, events space, seating, wayfinding facilities and lighting.

New shopping and leisure for Walthamstow

The existing Mall will be extended to include new fashion retailers, cafes / restaurants, food shopping and leisure (including a gym). The new proposals will help to create a vibrant environment for shoppers and the community and attract an exciting mix of new brands to the town.

High quality homes

We have also explored how we can help deliver some of the new homes Walthamstow needs which is why we believe that building modern, tall buildings is the best solution. As London expands, it is important that Walthamstow accommodates the right level of housing growth in the right area. By keeping people at the heart of Walthamstow town centre through the creation of high quality new homes, we hope to retain and enhance the vibrancy of the area.

We have thoroughly considered the technical and logistical challenges and the opportunities for regeneration of our site and enhancing the town centre.

- The Mall will trade throughout any development, minimising disruption to car parking, shoppers and servicing.
- The development site sits above an underground line which presents logistical challenges in construction.
- The development site will extend into the existing community square and our proposals look to redesign and create an exciting high quality new town square to enhance the Town Centre and benefit the local community.
- The phasing of the development will be carefully assessed to minimise disruption and provide temporary play facilities during construction.

Our inspiration / other examples



St Andrews, Bromley-by-Bow



Aldgate Place



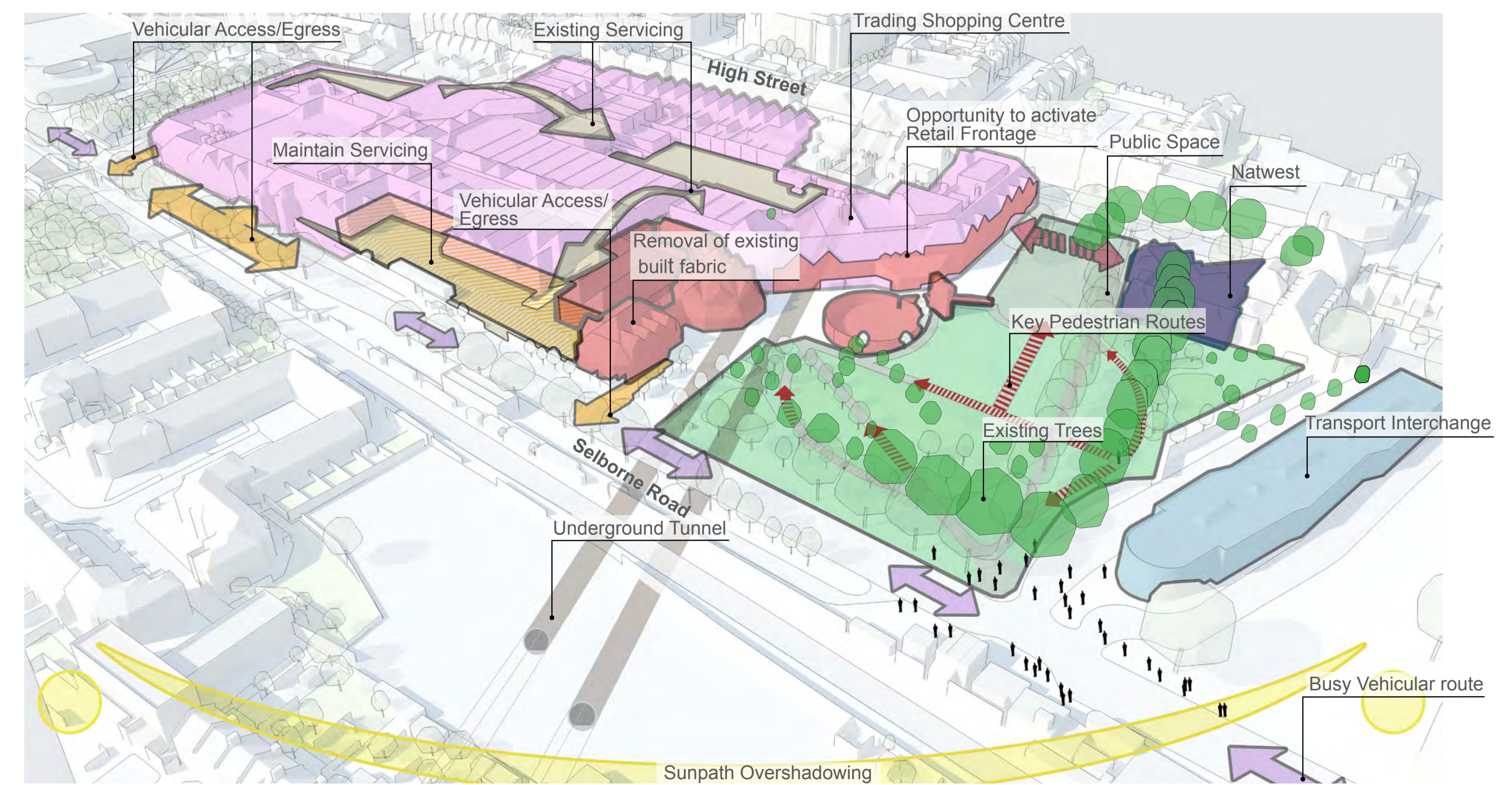
Dalston square



St Andrews, Bromley-by-Bow



Ontario Point Tower, Canada Water



Existing site challenges

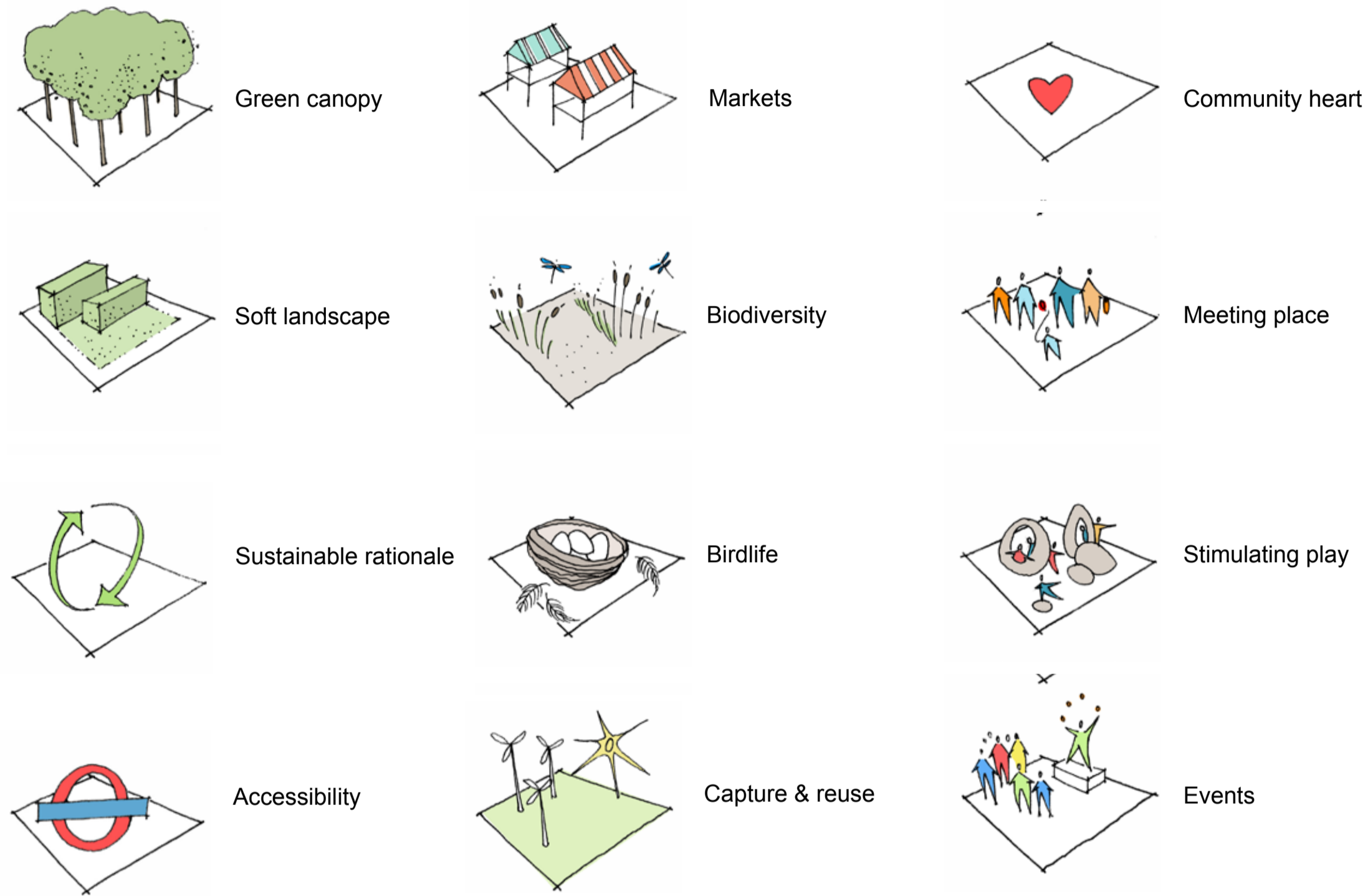
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A Space for Everyone



Walthamstow Town Square and Gardens benefit from their close proximity to the tube, bus and rail station, the existing Mall and the bustling high street. However, both Capital & Regional and Waltham Forest Council think the area is under-utilised and could provide so much more for the community. We would like to improve this area so more people can enjoy it all year round.

Concepts - what should the landscape achieve and accommodate?



Some of our initial ideas include:

New, modern play facilities

New facilities would include exciting new play facilities. As for the existing play area, we understand how important the existing facility is to the local community, which is why we are currently exploring opportunities to create a temporary facility in the immediate proximity.



Better seating, paths and green spaces

We will carefully design a new set of landscape spaces that maximises the square's potential and carefully considers existing trees. The current seating areas are tired and the existing pathways no longer provide good access routes to the surrounding area. We would address this by including new seating areas, benches and walkways and potentially even a water feature.



New lighting

We understand that members of the local community feel the square is poorly lit. New lighting will address this and one of our ideas is to build on the success of the recent Twilight Markets, which have proved incredibly popular.



Attractive events and performance space

Our aim is to make this community space as interactive and flexible as possible. By considering how this space could be used for community and seasonal events, we can ensure that it can be enjoyed by all. Some examples of events the area could host are cultural events, fashion shows, outdoor cinema.



Principles for Design of the Town Square & Gardens

- 1 Easy access
- 2 Green infrastructure to make spaces welcoming
- 3 Shelter from the sun or rain with good light
- 4 Welcoming signage and lighting
- 5 Designed with safety and security in mind
- 6 Ensuring maintenance and aftercare of open spaces

Walthamstow Twilight Market

Walthamstow High Street Market

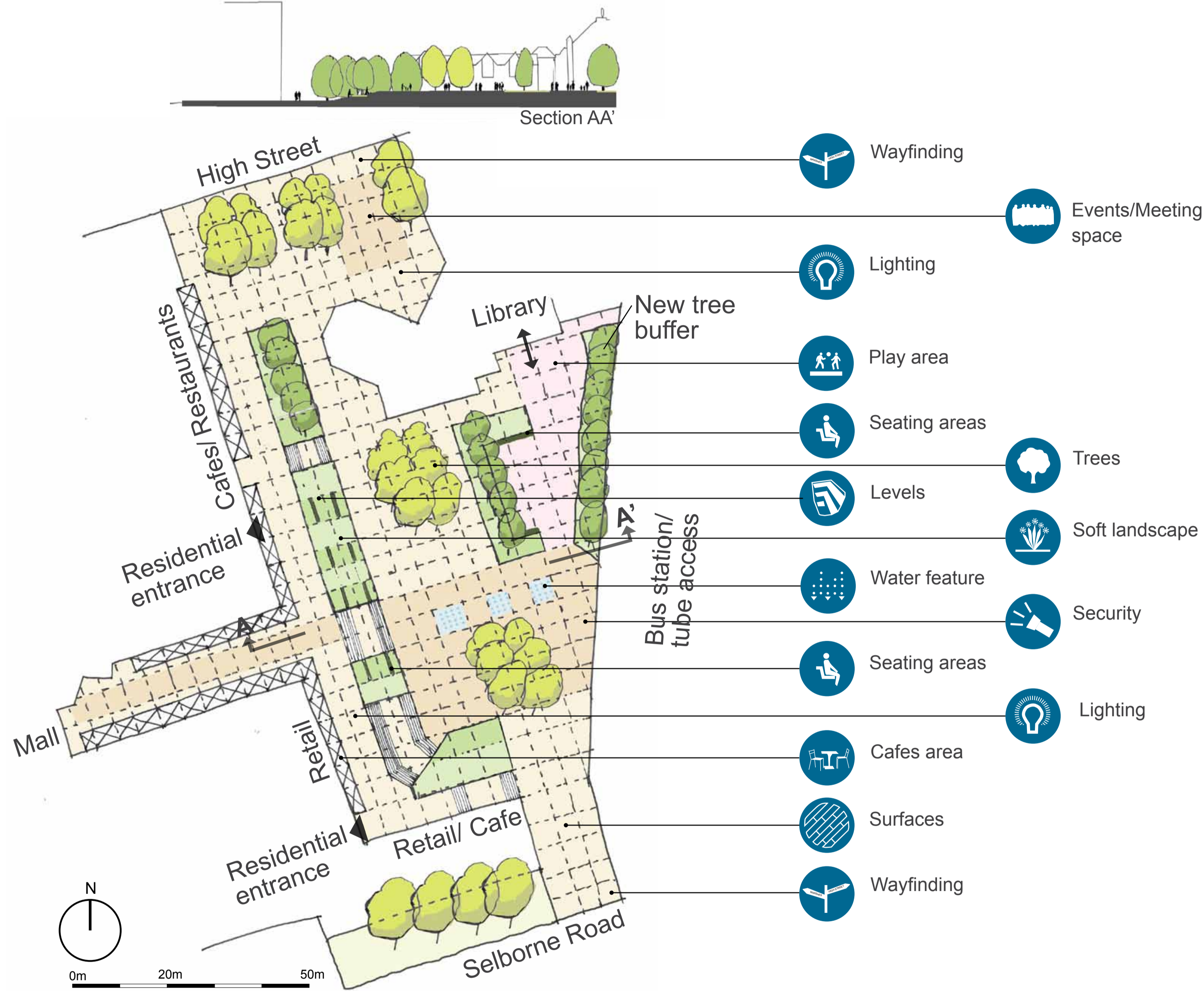


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A Space for Everyone



Below, we have developed some ideas for what the new community space could look like, using other existing developments and town centres to give you a flavour of what could be delivered. We are running workshops with the community in parallel with this exhibition to help design and shape this space with your input. These will take place on Saturday April 9th and Saturday April 16th in the Library. Please register!



Example 1

Example 2



Play space



Water features



Levels



Lighting



Urban greens



Events areas

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New Shopping, Restaurants and Leisure



Capital & Regional is a committed, long-term investor in Walthamstow. We purchased the Mall shopping centre in 1997 and have continually invested in its success - now we feel the time is right for a large-scale development.

Work to Date

We invested over £5 million into the recently completed successful refurbishment of The Mall which saw TK Maxx join the centre as an 'anchor' store. This extensive 'makeover' saw a vibrant range of new shop fronts created within the Mall and feature artwork to create a new 'street scene'. A sculptural aluminium ribbon now flows through the centre, with contemporary new flooring and theatrical lighting. Following this good work, we recognise that there are further exciting opportunities to do more for the community and residents of Walthamstow.

An improved experience

We consider the retail element of our proposals as a driving force for the rest of our development and want to continue our work by extending the existing shopping centre by over 86,000 sq ft. This will:

Attract new shops, restaurants and people

We have surveyed our shoppers and we know that people want to shop in Walthamstow Town Centre. However, we are aware that in order to meet their needs, we need to explore how we can evolve our offer or people will shop elsewhere. We want to secure quality, aspirational names which will ensure The Mall remains attractive and relevant and in order to achieve this, we need to rethink and expand the floorspace available for the retailers that we want to come to Walthamstow. Extended car parking hours will be introduced to support town-wide evening trade.

Support the local economy

By meeting local demands, we can make an active contribution to the local economy, generating new jobs and leisure facilities, attracting new shoppers into the town centre. Please see our 'Community Benefits' board for more details.

Night-time economy

Walthamstow already enjoys a buzzing atmosphere during the day and new venues such as The Scene are now extending this to the evening. At the moment, The Mall is busy during the day, however by delivering new restaurants and leisure uses, improving the public space in front of The Mall and extending our opening hours, people will be encouraged to spend more time in the area and enjoy an enhanced evening experience. The new residential entrances are also at the heart of this 'new community'.



New Walthamstow square frontage



The Mall before refurbishment



The Mall after refurbishment



The type of retailers we are looking to attract

We are interested in your ideas and feedback, so please fill out one of our feedback forms.

Town Centre Living



Residential Massing Development



With its unique character and strong community feel, it is clear why people want to live in Walthamstow Town Centre. In order to meet growing demand in the area, new homes must be built.

Policy supports the introduction of new homes into the town centre to help meet the demand for accommodation, and continue to bring activity to the town to support the retail, leisure and business activity. It is envisaged that the homes might be arranged in a series of tall buildings perhaps a cluster of four, ranging in height potentially between 12-27 storeys above the retail centre, providing up to 500 new homes.

An integrated destination

The sensitively designed homes will sit proudly above the retail and leisure facilities, creating a new landmark for the town centre and providing residents with shopping facilities on their doorstep.

By creating a new focal point in Walthamstow, we believe our development will offer true town centre living. This will reinforce the sense of community within the town and help to grow the culture, life and vibrant atmosphere which makes Walthamstow special, ensuring that people have everything they need and want right on their doorstep.

Sustainable design

Sustainable design is at the heart of our proposals. The site is located opposite the bus, train and underground stations. It is these transport links that provide the key to unlocking the successful mix of uses and amount of new homes in our proposals. The scheme will be car free for the residential development and provide parking for the shops and leisure facilities.



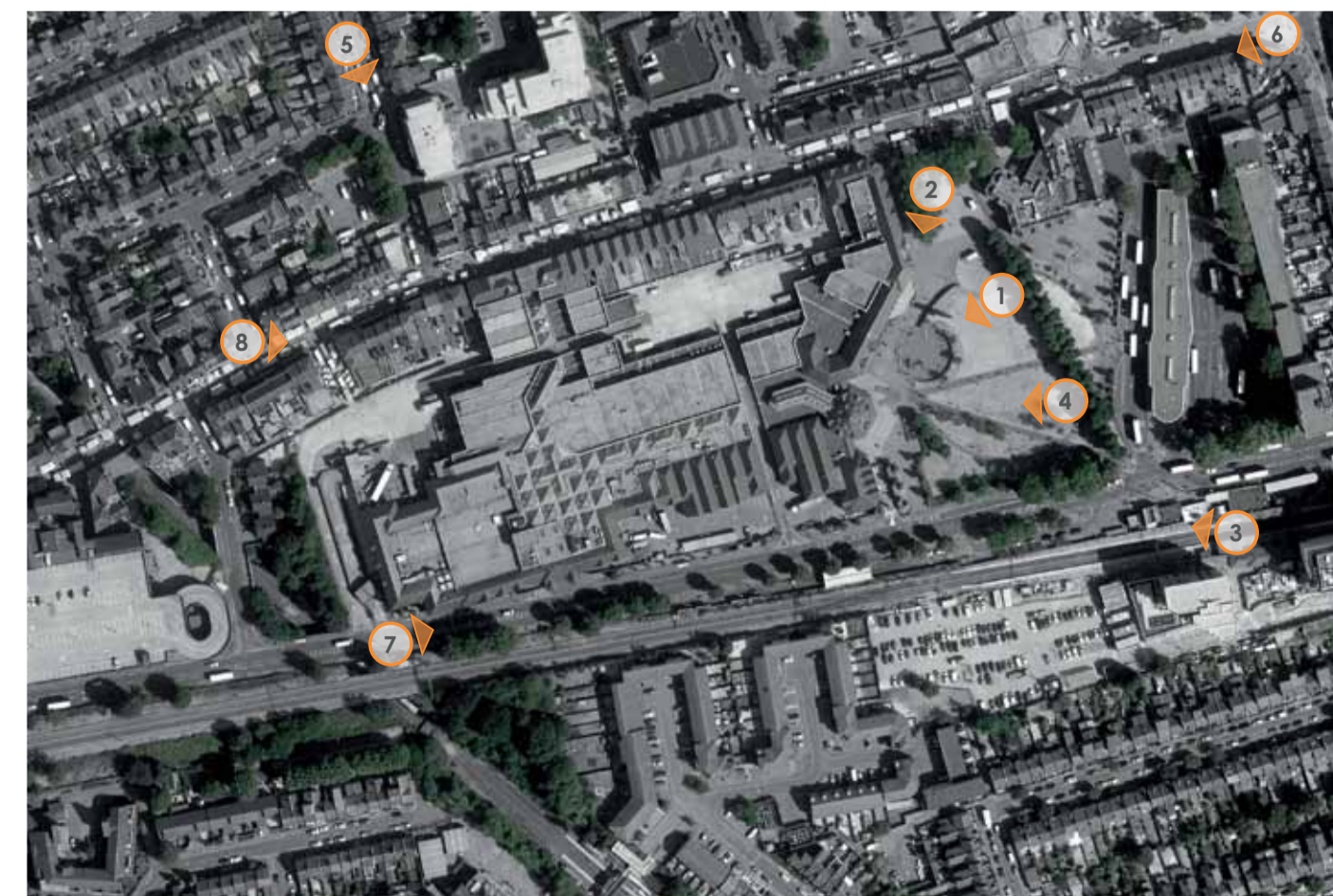
Residential entrance seen from the new Town Square



Thoughts on tower design



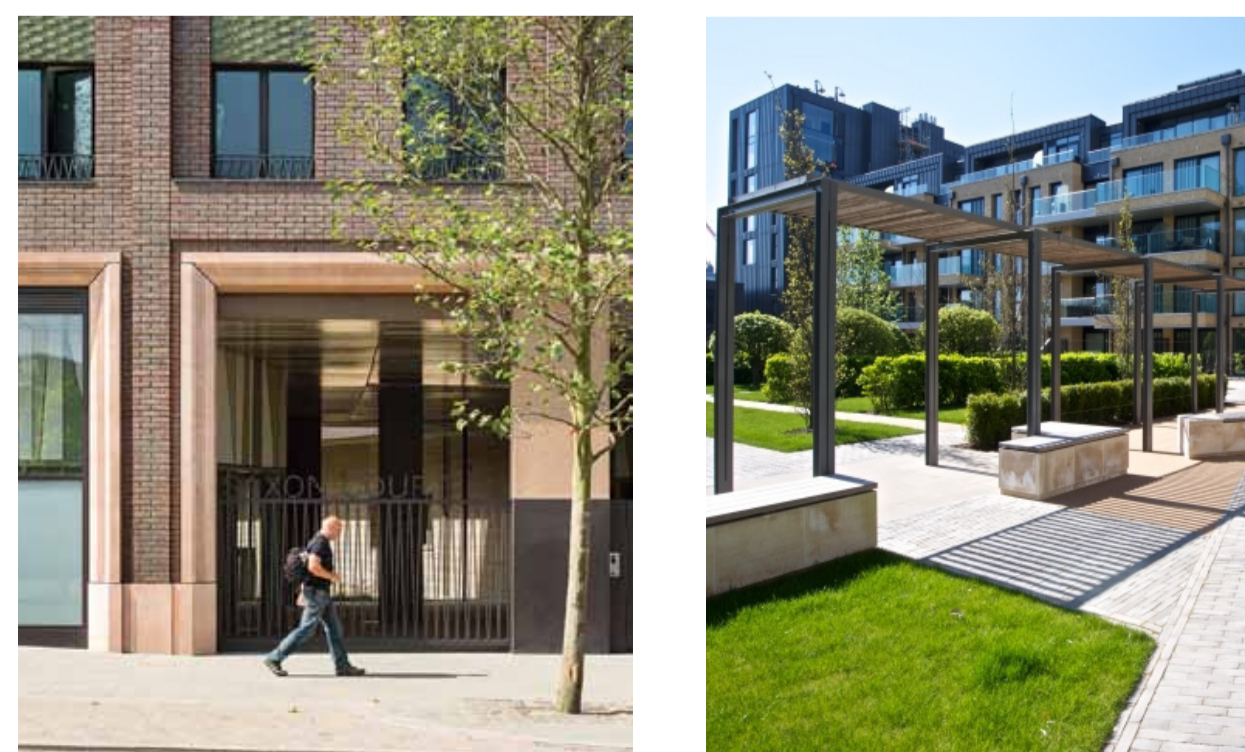
Residential gardens



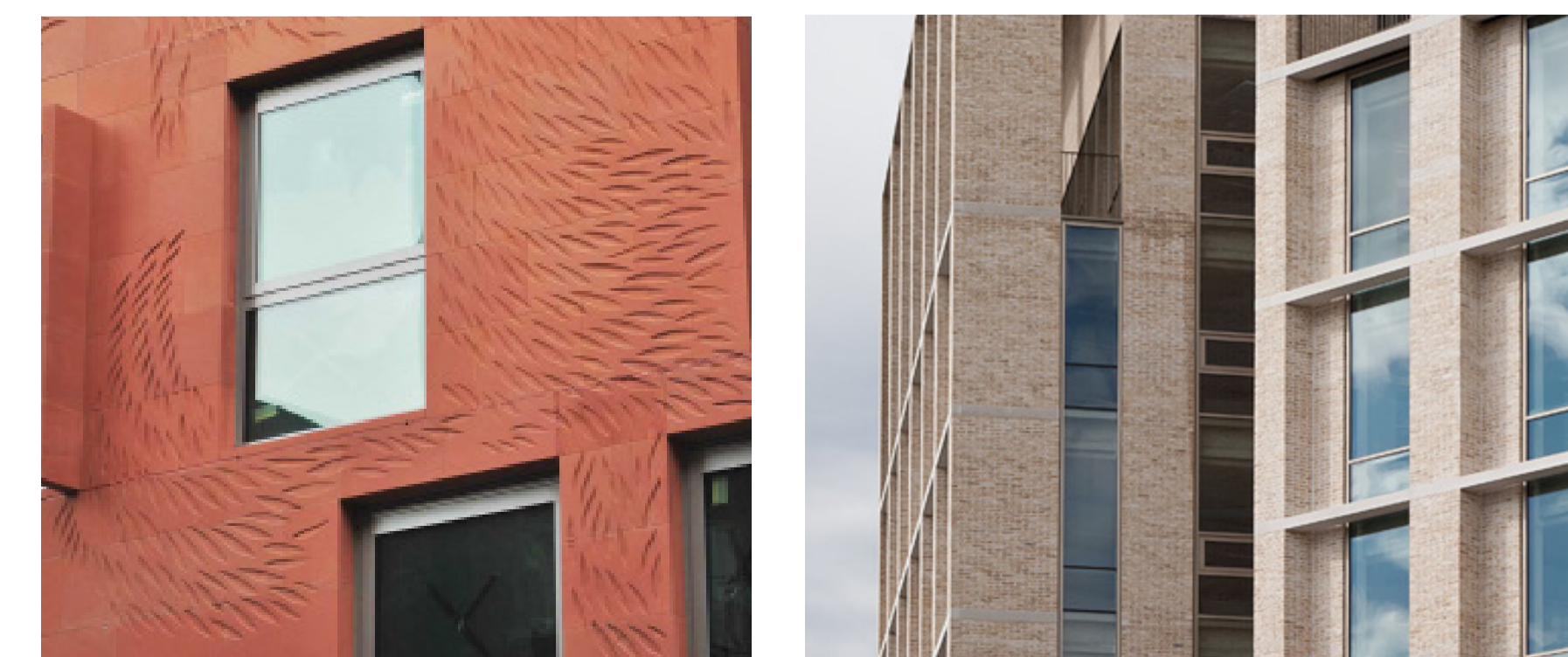
Key plan of massing / composition views



Massing / composition- view 1 from the new Town Square



Craft detailing and materials palette



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New Homes



The new development will provide new homes that are appropriate for the Town Centre and make the most of the highly accessible location. A high quality architectural treatment is proposed, with solid brick buildings that are contemporary without being overtly modern. The form and architectural language of the building is being designed with both short and long views in mind, in order to provide a development that is a new local landmark for the Town Centre.

All new homes will meet or exceed the current housing standards, providing high quality living accommodation. Homes will be spacious and have good levels of natural light and state of the art ventilation and heating systems. Renewable energy sources such as photovoltaic panels and centralised combined heat and power systems are currently being investigated to further ensure that the development is sustainable and addresses energy issues. A team of specialist consultants is engaged to test all aspects of the design, including wind, sunlight, acoustics and ecology.

Every home will have its own private amenity space in the form of a balcony or terrace and will also have access to landscaped communal gardens in addition to the new Town Square. The journey from the street to front door has been carefully considered to ensure that the development is an attractive and desirable place to live, creating homes that will provide a lasting benefit for the area.



View 2 from High Street/ Town Square- early massing modelling



View 3 from Walthamstow Station, Selborne Road Exit- early massing modelling



View 5 looking South along Erskine Road- early massing modelling



View 6 looking West from Hoe Street / High Street Junction- early massing modelling



View 7 looking East along Selborne Road- early massing modelling



View 8 looking East along High Street- early massing modelling

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Community Benefits



As a long-term investor in Walthamstow, we have worked hard to put the community at the centre of our proposals.

If the proposals are approved, the regeneration scheme will act as a catalyst for further investment into Walthamstow and bring about numerous benefits for the local area.

By investing over £120 million, we will create:

- Up to 350 new permanent jobs for local people, and up to 500 additional jobs during the construction phase
- Up to 500 new homes, making an important contribution to meeting Waltham Forest growing housing demand
- New restaurants, a gym to promote healthy living and exciting new fashion stores, attracting people to the area and boosting the Town Centre's evening economy
- Up to £3 million investment to deliver a quality public space with play facilities and events space, which has been shaped by the local community, for the local community
- Up to £2.5 million of additional business rates and council tax to Waltham Forest Council supporting the local area
- Potential for £25 million of additional spend into Walthamstow each year, attracting new people and brands to the town
- £4 million- £5 million CIL contribution will be made available for local and London-wide initiatives.



What the development could look like



Wayfinding



Levels



Play area



Event spaces



Local market



Restaurants and active frontage

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Feedback and Next Steps

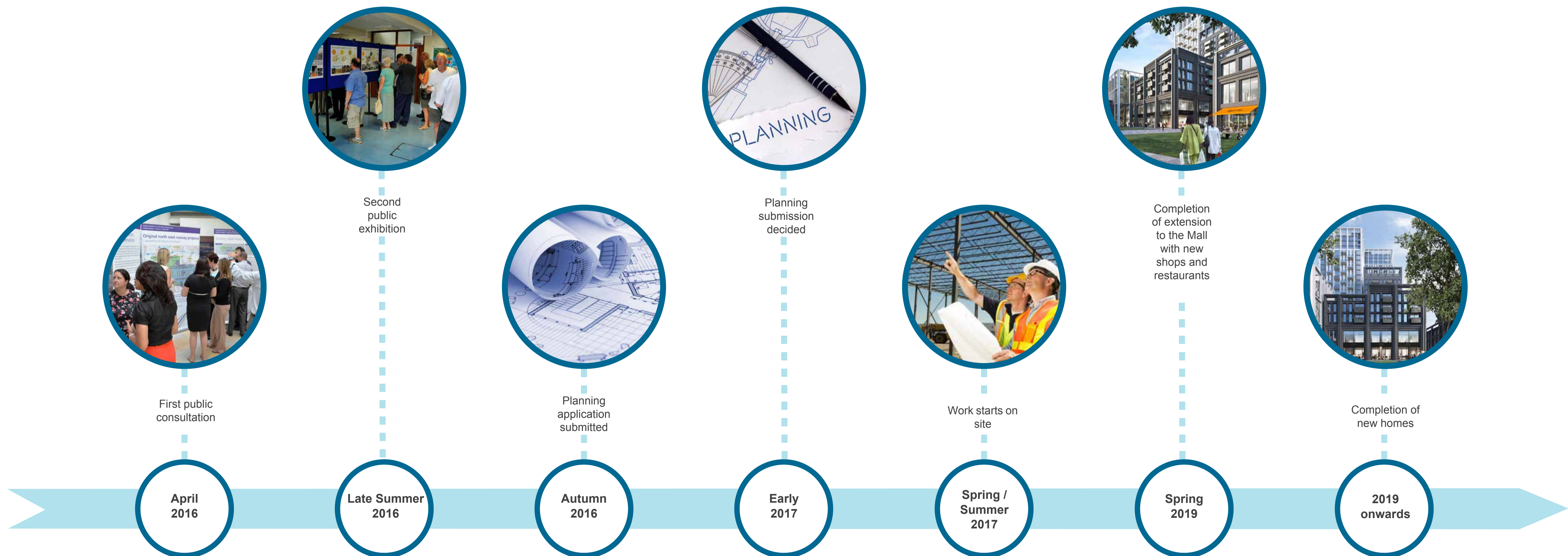


- Your opinions matter to us and we want to know what you think.
- If you have any questions or would like to discuss our vision for our site in more detail, please speak with a member of the team or get in touch using the contact details below.
- We would be very grateful if you could complete a feedback form and hand it to a member of the team or in the box provided. All feedback will be considered as the vision for the development progresses.

Next steps

A second public exhibition will be held shortly at which point you will have the chance to see the progressed designs for the scheme before a planning application is submitted to the Council.

Below we have set out an indicative timeline:



Contact us

For more information, please contact us at: mallproposal@capreg.com

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