

# Best Practice Examples

## Example 1: Myddleton Road, Bowes Park, Haringey

Myddleton Road, Bowes Park, is now one of Haringey's most beautiful shopping streets after enjoying a revival assisted through a funded regeneration exercise. One of the challenges in this case was to ensure that its character was protected as new businesses open their doors. In order to celebrate Haringey's heritage the regeneration of this area involved careful restoration of the shop fronts of four of the arcade's ornate buildings – returning them to their elegant original designs.

The impressive results highlight the heritage and architecture of the area as the activities inside its buildings have evolved from the butchers and bakers of days gone by to today's start-up successes.

The regeneration improvements were funded by Haringey Council, English Heritage and local traders. The traders have said that the positive transformation and the "shabby-turned-spectacular" shop fronts have had a domino effect along the high street.

The improvements included:

- reveal, repair and restoring historic features, such as corbels, pilasters, to renovate sash windows – to make them attractive and distinctive
- reducing clutter – satellite dishes, trailing cables and signage - to give customers a clear message
- shop fronts – improving fascias and signage, in keeping with scale and architecture of the surrounding terrace.
- reducing use of external roller shutters and blocked windows, which prevent window shopping and make the area feel unsafe or run down.



## Example 2: Green Lanes, Haringey

Green Lanes, Haringey received £99,000 from Round One of the Outer London Fund, and £1.9m from Round Two, matched by £220,000 from Haringey, to help regenerate the area. Formerly one of Victorian London's finest shopping streets, Green Lanes suffered from limited investment and upkeep over the years. Despite this, a thriving and diverse community and a rich variety of independent shops and eateries gave it a lively personality.

The regeneration of the area was first signalled in early 2012 by a shop front art project, funded by Round One of the Mayor's Outer London Fund. This smartened up seven vacant shops on the high street in an attempt to increase local interest in Green Lanes' bid for further Outer London Fund investment. The first round of Outer London Fund investment was also used to support the Haringey Green Lanes Traders Association. The group has brought together businesses and residents in partnership to determine the future of the area.

From these initial improvements, most of the traders responding to a survey found at least a 5% increase in business turnover and footfall since conservation works were carried out. There was a significant reduction in vacant units. It has also been positive in that other businesses have been inspired to restore their building facades, even though Green Lanes is not a conservation area.

Green Lanes is now benefiting from public space improvements to help support the lively high street character. The various initiatives include:

- East Architecture Landscape Urban Design have designed a scheme to turn the corners of Green Lanes linear high street into eight new 'micro-squares'.
- New signage around Green Lanes train station will lead visitors to the high street. They will also be welcomed by a bold mural on the railway bridge.
- The Haringey Green Lanes Traders Association has organised events like the Food Festival and a Christmas Market. The association has also introduced a loyalty card scheme to promote shopping on Green Lanes.
- Thirty premises to benefit from improvements including everything from facade cleaning, relocation of satellite dishes and superficial redecoration to the replacement of entire shop fronts. Innovative works to contemporary buildings is complementing the renovation of historic facades.
- New high-quality paving, with new plants and trees to brighten up the area
- Making junctions safer for cyclists and pedestrians and traffic calming measures
- A new pedestrian crossing near the junction with Falkland Road
- Special lighting for the landmark Salisbury pub, with improvements to shop fronts along Green Lanes
- A new 'pocket park' between Allison Road and St Ann's Road, providing a calm spot to rest from the bustle of Green Lanes
- More benches and cycle racks, along with improvements to the rail bridge

## Example 3: West Green Road, Tottenham

West Green Road is a vibrant shopping area near Seven Sisters which has been benefitting from a range of regeneration schemes which followed local consultation in early 2013. West Green Road is now always bustling with activity and has a strong daytime and evening economy. The businesses not only serve the needs of the local community but it is a destination for its specialist foods, great tailoring services, busy beauty services, independent travel agents and restaurants serving fare food from around the world.

As a direct result of the feedback gathered through local consultation, and with support from local businesses and funding from the Greater London Authority, three projects have been completed which include:

- Shopfront improvement project: 21 independent businesses around Tottenham High Road and West Green Road have had their shop fronts revamped with bespoke motifs. The £90,000 scheme funded by the GLA and shopkeepers, provided new shop signage, light remedial work to the exterior of the lower ground of the building, bespoke branding and design proposals for window displays and external artwork including walls and shutters.
- Pocket park: West Green Road's Pocket Park is a tropical oasis that reflects the diversity of the area. It was opened in May 2015 and is funded by Pocket Park programme and matched by Haringey Council.
- Bridge art: Artist Jennie Pedley worked with pupils of local schools to create four separate artworks throughout 2015 (funded by the Arts Council and Haringey Council). This project has now been taken over by FRAME Art Sapce working with Parkview School.

West Green Road was awarded a Rising Star Award in the Great British High Street Awards 2015 – recognising a raft of upgrades from shop front revamps and public art displays to fly-tipping crackdowns and a new tropical pocket park.

West Green Road was one of just 13 streets across the country to pick up the award, which comes with another £1,000 for further improvements. The award reflects the hard work of the local traders and residents, alongside Haringey Council, to improve the area.



## Example 4: High Street 2012, Newham

Funding from the Mayor, supported by investment from the Department for Communities and Local Government, English Heritage, TfL, Heritage Lottery Fund and London Thames Gateway Development Corporation, of over £36m, has been invested in London's oldest high street. The London 2012 Olympic and Paralympic Games was the catalyst for a range of schemes, collectively known as High Street 2012, that have created more cohesive route between the City and Stratford, home to the Queen Elizabeth Olympic Park. The scheme brought together 17 individual creative projects, from works to the street and building facades, to cultural events and celebrations.

Creating and improving public space was a High Street 2012 priority. Highlights include:

- a brand new green space designed by EDCO Design in Aldgate, created by unravelling a series of one-way traffic systems and closing one arm of the Aldgate Union gyratory.
- Altab Ali Park, an underused green space in Whitechapel, has been brought back to life.
- Nearby Whitechapel Market has also been improved with better lighting, drainage and services increasing its capacity and improving functionality.

Together, these improved public spaces and many others from High Street 2012, have increased the connection between individual places – making each one an attractive destination.

The historic building part of High Street 2012's vision led to major changes to the facades of important buildings at Aldgate, Whitechapel, Mile End and Bow. Conservation architects Julian Harrap were teamed with a regeneration consultant and graphic designers Objectif to negotiate the dual demands of historic conservation and contemporary requirements for shop front design. A dedicated council officer liaised between shopkeepers and planners and was absolutely vital to the successful delivery of the scheme.

A significant part of High Street 2012 was making sure that traffic infrastructure was improved, including establishing new walking and cycling routes. A new floating towpath and footbridge designed by Adams and Sutherland over the River Lee links up the Lea Valley Walk underneath the A11. New pedestrian pathways were created at every opportunity, encouraging visitors to explore the historic route to the Olympic Park on foot. The creation of Cycle Super Highway 2 also meant that a number of other related footpaths and junctions could be made safer and more efficient. Changes to Stratford High Street by Aecom such as new pavement surfaces, lighting and planting, have made it more pedestrian friendly and human in scale.

In 2008, the architectural practice Fluid produced a vision study to support High Street 2012. A series of area-based initiatives were proposed for Aldgate, Whitechapel, Mile End Waste, Ocean Green, Mile End Intersection, Bow, the Greenway, and Stratford. The vision document established a broad design framework, setting out standards and overarching aims which individual projects could then deliver. This was a critical part of ensuring that a wide range of architectural, highway and cultural consultants were engaged in a collaborative effort. The study also contributed to the early buy-in from partners, without which the project may not have been possible.

Phase 1: 64-68 Whitechapel High Street



BEFORE



AFTER

## Example 5: Leyton High Road, Waltham Forest

Based on the Olympics and the subsequent strategic position which Leyton would take up as a result of the legacy programme, High Road Leyton was selected to trial the Council's vision of high street regeneration. With the conversion of the athlete's village to provide almost 3000 new homes and six further developments just down the road, the high street was expected to benefit.

The High Road Leyton Pilot Shopfront Project was Waltham Forest's first large-scale shopfront initiative and was intended to set an ambitious precedent for other high streets. Works improved 43 properties spanning 6 retail parades and were completed in time for the Olympic torch relay on the High Road in July.

What is unique about the Leyton Town Centre Project is the breadth of the strategy that was adopted, combining private funding with public funding, the creation of community space with the creation of business space, public realm works with shopfront improvements, capital investment with specialist retail advice. The success of the project is due to the collaborative effort that was put in by stakeholders, consultants, the Council and the private sector. The Leyton Town Centre project has helped to:

- instil a sense of civic pride amongst residents,
- has brought about new business confidence,
- created a lively community hub,
- put Leyton on the map with local authorities and traders' associations across the capital taking interest in Waltham Forest's regeneration model.

To ensure the future protection of the area following the regeneration activity Leyton Town Centre was designated as a Conservation Area in May 2013. This designation gives broad protection to the area and all features within it, including buildings, parks and open spaces, trees, landscaping and street furniture, recognising the special character of the Leyton Town Centre as a place of architectural and historic interest.

This designation also means that status now means that the area will gain special status under planning legislation to protect and maintain its character and appearance.



## Example 6: Wood Street, Walthamstow

The Outer London Fund has awarded £310,000 from Round One and £1.2m from Round Two to Wood Street in Walthamstow, matched by £452,500 from Waltham Forest and £2m from TfL to help Wood Street realise its potential as an attractive destination.

Revitalising Wood Street Indoor Market was identified as a way of bringing excitement and activity back to the high street. Once a thriving local hub, famous across London, the market had become shabby and there were many empty units. Major renovations designed by Gort Scott to the market structure have created clearly defined entrances and a more inviting interior. This in turn has inspired the market's owners to invest in further improvements. A programme that offered subsidised market units helped bring new businesses to the market, from florists to vintage sellers. 'Walthamstow's secret gem' re-launched in February 2012 and has been a big success.

'Wood Street Inside Out' is an arts programme that aims to involve the community in defining a new vision for the area and reveal local history. 'Inside Out' activities range from a public competition to design a cotton bag which was distributed by local shops, to several new public artworks inspired by the stories of local residents. Local school children worked together with an artist to create an animated film which was screened at Valentin Road. For one weekend in August 2012 the Wood Street Fiesta hosted films, tea dances, music and more.

The reconfiguration of Wood Street's Plaza is turning it into an inviting place for all ages, with greater activity and footfall from the high street. New seating will create pockets of pleasant social space outside shops and restaurants, while a major tree planting programme is greening the area. A redesigned playground and multi-use games area will encourage both families with small children and young people to use the space. New lighting been installed in the plaza and the high street, visually linking these areas and lighting up the town centre.

There has been a two-pronged approach to the renovation of high street frontages and windows.

'Shoppportunity' pairs designers, artists and makers with local shops and services to carry out bespoke, light-touch improvements to business frontages. A second programme has identified three parades of shops on Wood Street for:

- improvements to the street level and upper frontages,
- the restoration of historical figure,
- the introduction of new signage developed with graphic designers and artists.

Training has also been offered on improving window displays, marketing, social media and managing stock. This mix of training and physical interventions is providing sustainable improvements to the look and feel of Wood Street.

## Example 7: Windsor Parade, Tottenham

Townscape Heritage Initiative (THI) funded by Heritage Lottery Fund with Haringey Council, has brought the restoration of historic buildings and repairs to shop fronts along Windsor Parade.

With money from the Heritage Lottery Fund and the European Union, the Survey & Design Partnership repaired the Edwardian brickwork, stonework, slate roofs and original casement windows, replacing missing features like cupolas and converting the interiors into flats. They restored the one remaining original shop front with its granite pilasters, and redesigned the other shop fronts with appropriate signs, awnings and shutters.

### Windsor Parade, 438-454 High Road



Before



After