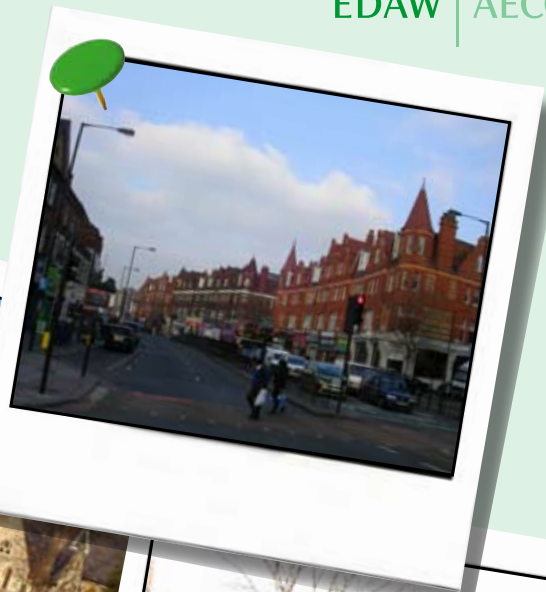


streatham masterplan

final draft

EDAW | AECOM



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A Vision for Streatham

Vibrant and successful town centres play a critical role in the life of local communities. They offer the best way of providing easy access for local people to jobs, shops, and other facilities and services. Strategies to promote town centres and develop new or stronger roles for them are encouraged by the Government. The London Plan encourages Councils to focus shops, leisure, commercial activity, community facilities and housing in town centres to ensure that more people live and work in them and that they are more attractive as places to visit. This helps to strengthen the local economy, making town centres more attractive, and positioning them more strongly within the communities they serve.

Lambeth Council has commissioned this Masterplan to provide a framework for regeneration in Streatham over the next fifteen years.

There is no 'one size fits all' approach to revitalising town centres. This Masterplan takes into account and promotes the individual character and strengths of Streatham. It has been developed in close consultation with the local community's aspirations by maximising opportunity sites to release funds and deliver the infrastructure, facilities and services, public realm, and associated regeneration benefits. As well as improving services for local residents it will, over time, help to attract new people and investment to the area.

The Masterplan is guided by a vision that has been agreed for the area, which states that:

“Streatham will become an increasingly attractive place to live, with schools, leisure facilities and cultural activities catering for young families, people of all ages and the area’s diverse mix of nationalities. The High Road will remain at Streatham’s heart and will be an asset to the whole area. It will reflect the best features of Europe’s leading boulevards, with distinctive quarters possessing high quality shops and restaurants, residential accommodation and public spaces. Streatham will have improved public transport including tram links both north and south and dedicated bus lanes. This will make Streatham a place people can travel to, from and in with ease.”



The Masterplan is designed to build on this vision to create a brand for Streatham, which should be used as a marketing tool to drive forward regeneration in the town centre.

Streatham will become a sustainable major town centre with a good range of services that support the local economy and Borough-wide offer. There will be new, higher quality shops and a better range of restaurants and cafes for people to enjoy. A market will take place in the new Market Square and along Gleneldon Mews, providing a focus for the community in the town centre. There will be new employment opportunities and homes and this will bring more people to the town centre, which will result in better shops and facilities. The homes will be mixed in type and ownership providing homes for families wherever possible and making use of the upper floors of buildings for apartments where desirable. Mixing tenure and typologies will help binding existing and new populations to create one integrated community. The new jobs will be in the new commercial and retail space around the transport nodes at either end of the High Road, encouraging local entrepreneurs and businesses to locate in Streatham.

At the same time, the quality of the environment will be improved with the planting of a boulevard down the High Road and the creation of two new public squares in Streatham Central and outside Streatham Hill Station. The railway stations will be redeveloped and improved in terms of accessibility to encourage their better use. People will inevitably still want to travel to Streatham by car and so a new central car park will be created on the existing Lidl site in addition to improvements to the Leigham Court Road car park. Sustainable travel options will be encouraged wherever possible and new development will be expected

to include proposals to minimise the impact of traffic down the High Road. New pedestrian crossings will be provided in key locations down the High Road and the centre will become a nicer place to walk around on foot.

There will be new community facilities provided with the extension to the Tate Library, the new Caesars Development and the new building facing onto Streatham Green. Further leisure facilities will be provided as part of the Hub development.

Streatham will become more energy efficient and 'green' through the incorporation of green walls, green roofs and through sustainable urban drainage. In addition, enhanced green links will be provided to Streatham Common and Tooting Bec Common through the town centre.

The heritage of Streatham's key built and natural assets encompassing the Conservation Area will be celebrated and enhanced through the Masterplan to help create a greater identity and sense of place.

Above all, facilities for the existing community will be improved. Where plausible the co-location of different services will be encouraged. The opportunity that new people will bring will be of further benefit in supporting shops, places to work and the evening economy.

These changes will take place over the next 10-15 years in a careful way that links development with facilities and strives for contemporary architecture balanced with the historic character of Streatham and respects the scale of existing buildings and opportunities.

This Masterplan represents an exciting milestone in the history of Streatham as it evolves to embrace the opportunities and challenges of the next 15 years.



1.0 Introduction

Brief

Lambeth Borough Council commissioned EDAW, together with Faber Maunsell, DTZ, Thinking Place and Space Syntax, in January 2008 to prepare a Masterplan for Streatham High Road. Streatham High Road is currently considered the longest shopping street in Europe, but there is a general dissatisfaction with the quality of the retail offer and the lack of focus in the town centre. A need was therefore identified to enhance the town centre's attractiveness as a retail centre and bring about an increase in the overall environmental quality. The following aspects were recognized, within the Masterplan Brief, as needing to be addressed to make Streatham a successful place:

- The quality of the buildings and spaces and their management;
- The way these come together to create unique places;
- Built form in relation to history, culture, environment and landscape;
- A genuine sense of commitment to the sustainable development agenda;
- The provision of sustainable services;
- The engagement of local people and users in defining and being involved in the process of change;
- The economic and financial reality; and
- The role of different agencies in delivering investment and change.

By addressing these objectives, it is envisaged that opportunities for new development can be identified; activities for different agencies/services in the area can be co-ordinated; and the short, medium and long term strategies for improving the vitality and vibrancy of the town centre can be created.

Lambeth Council's Regeneration Delivery Plan 2007 (RDP) encapsulates the Council's vision of how it would like Lambeth to develop, outlines the approach to delivering change, and lists steps to be taken with key projects. A key project for Streatham is the preparation of a masterplan for the Town Centre, which should be based on the following interventions:



Streatham High Road 1905



Pratts Department Store 1978

- Emphasis on the creation of a European-style boulevard, with coherent quarters and villages;
- A variety of uses spread along the entire length of the High Road;
- Improvement in the quality of homes, shops, restaurants and commercial premises;
- Improvements to the pedestrian environment, to help rejuvenate the High Road's retail offer;
- A tram service, to link Streatham to Croydon in the south through to Brixton and north of the river;
- More primary schools and nurseries to encourage more families in the area;
- A wide food and cultural offer to service its communities; and
- Traffic calming measures to reduce congestion.

The Brief demanded a Masterplan which deviates from traditional approaches to incorporate branding elements and create clear product development guidelines cutting across several themes such as business support and physical improvements.

Study area plan



The Masterplan area focuses on the High Road from the junction with Telford Avenue to the north of Streatham Hill Station down to the southern edge of MOD71 site, adjacent to Natal Road. Whilst the red line boundary defines this linear boundary along the High Road and the immediate buildings that front it, the Masterplan process has addressed a wider zone of influence based on the wards of St Leonards, Streatham Hill and Streatham Wells. It is intended that the benefits of the Masterplan will be dispersed into the surrounding area as the proposals for the opportunity areas come forward.

Purpose

The purpose of this Masterplan is to bring forward regeneration in Streatham, as well as creating a key evidence base for the emerging Local Development Framework (LDF) for the London Borough of Lambeth. Ultimately, this will provide future statutory planning guidance for the area; however the final Masterplan will not

be a statutory planning document in itself. Until the Unitary Development Plans (UDP) is superseded by the LDF, the former will continue to govern development. Any proposals will need to conform to the policies set out within the UDP until the time that it is superseded. The Masterplan proposes a number of elements that could be taken forward as Supplementary Planning Guidance under the current UDP.

Process

The process of preparing this Masterplan has gone through a number of key stages, each of which has built on the previous work undertaken and consultation responses, which have been incorporated in the masterplanning and decision making process.

Stage One focused on drawing together existing information from baseline information and previous studies in Streatham, for instance by GVA Grimley and Transport for London (TfL). Fundamental to the Masterplan, from Stage One forward, were two key elements. The first was to develop a brand for Streatham through consultation, which looked at what the people who currently use, live and visit Streatham want it to be in the future. This part of work was led by Thinking Place. The second key element was to look at movement across the High Road and through the town centre in terms of how accessibility could be improved. This part of work was led



Streatham Hill Station 1912

by Space Syntax. Stage One culminated in a Think Piece Paper (June 2008) which intended to stimulate debate on the future direction of Streatham High Road. Consultation was also undertaken at this stage, which took the form of two community workshops, along with a questionnaire and exhibition. The findings from this round of consultation are set out in a Stage One Consultation Report (April 2008).

Stage Two built on Stage One to develop a series of spatial options for the High Road. The options also built on the Regeneration Vision set out by the London Borough of Lambeth and were set out in the Stage Two Interim Report (August 2008).

Stage Three built on the preferred spatial option from Stage Two and developed proposals for each of the opportunity areas along the High Road. The proposals varied in terms of intensity of development and were tested against sustainability criteria, community responses and through the economic development strategy. This information and assessment was set out in the Stage Three Report (December 2008). The options were tested through a further stage of consultation, which include two community workshops and three focus groups with local businesses, young people and the Somali population in Streatham. Further consultation was undertaken by the London Borough of Lambeth, including questionnaires (postal and on-street) and exhibition). The findings from this round of consultation were set out in the Stage Three Consultation Report (December 2008).

The documents referred to in this section are available to view on the Future Streatham Website (<http://www.lambeth.gov.uk/Services/Environment/Regeneration/FutureLambeth/StreathamMasterplanning.htm>).



Streatham Hill Station in the 1920s



Aerial view of Streatham in 1932



Existing shop frontages in Streatham

2.0 Baseline and Key Issues





Background to Streatham

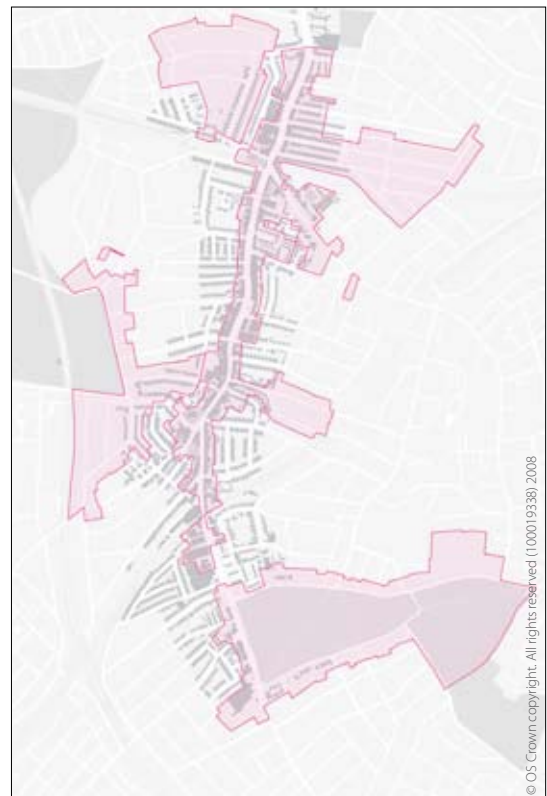
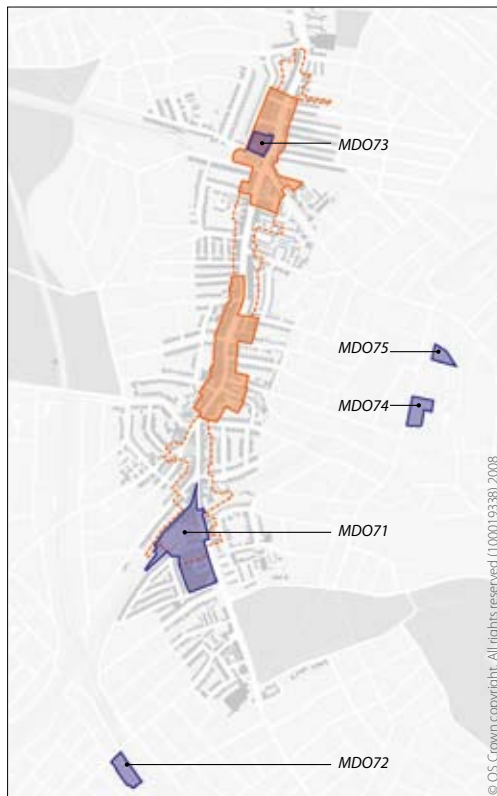
The population of Streatham, which includes the three surrounding wards of St Leonard's, Streatham Hill and Streatham Wells, stood at 51,771 in the 2001 census. Streatham has a greater proportion of working-age adults, and a smaller proportion of children and people of pensionable age. Virtually all of Lambeth lies within the bottom 60% areas in the country in terms of multiple deprivation. GLA projections (2007) have been used to project the changes in population up to 2011, and these suggest a rise in the number of young families living in Streatham. There is currently a high level of economically active people in Streatham, but these people choose to leave the borough boundaries for work. Streatham and its environs is a popular location for new housing development and is particularly popular amongst young professionals who are enticed by the areas proximity to the employment

opportunities in central London, and the vibrant nightlife and culture of the nearby centres of Clapham and Brixton. The house prices are relatively affordable compared to other parts of Lambeth and South London.

The area does contain several large office blocks; however they date from the 1960s/1970s and are not prime stock. Most office stock in Streatham has small floor spaces, and often these premises are located above ground-floor retail units, or on ground floor shop-fronted premises. Although there is a very low vacancy rate of shops along the High Road, there is a general dissatisfaction by the local residents with the quality of the retail offer and the lack of focus due to the market decline over the last two decades. This is apparent through the loss of popular shops, the impact of changing shopping patterns, the deterioration of the physical environment and the low spend by an altered customer base. Due to Streatham's poor retail offer, it suffers leakage of residents, visitors and workers to nearby town centres because of the higher quality of offer with a variety of shops and services, such as Croydon, Brixton and Clapham.

Streatham is bisected by the A23, which is a strategic arterial route connecting Central London to Gatwick and Brighton. Where the A23 passes through Streatham, it forms 'Streatham High Road', which is considered to be the longest shopping street in Europe. Streatham High Road boasts two overland railway stations and has a number of dedicated bus routes providing links to London Bridge, London Victoria and Farringdon.

-  MDO sites
-  Major center - core
-  Major center - edge
-  Conservation areas



Key Policy Background

Streatham Town Centre is currently designated as a Major Town Centre in the London Plan (with alternations since 2004, in 2008), but is currently not fulfilling its role. As a Major Town Centre, it has been identified as providing the opportunity for more intensive development to meet retail and other consumer needs and to increase capacity for mixed-use development. The high accessibility of the Town Centre should benefit from diversification of uses and environmental improvements to serve the suburban population.

Lambeth’s Unitary Development Plan (UDP) supports the regeneration of Streatham Town Centre through improvements to the quantity and quality of shopping provision and street management measures along the A23 (Policy 73). A conservation area runs down the High Road, and preservation and enhancement of this are required with improvements to the shop fronts and business premises.

The UDP identifies two Major Development Opportunity (MDO) sites along the High Road. These are MDO 71 (Destination Streatham) which will include a new ice skating facility of regional importance, Tesco supermarket and leisure facilities. MDO72 (Caesars) which will include

redevelopment to increase retail provision as part of a mixed-use scheme and reprovision of retail frontage along Streatham Hill.

Three MDO sites in Streatham are located adjacent to but outside the Masterplan Area. These are MDO 72 (Streatham Wells, Homebase Store), MDO72 (Unigate Depot) and MDO75 (Valley Road Yard).

A retail capacity study has been undertaken on Streatham High Road by GVA Grimley (2006). This looks at the issues the area faces, such as large levels of traffic, domination of the road and competition with other nearby centres. The report does identify that there are retailers interested in locating in Streatham but that the physical appearance of the High Road needs to continue to be improved upon to raise the profile of the Town Centre. The report also identifies the possibility of identifying a development partner and using compulsory purchase powers to assemble larger sites to provide space and opportunities for office space. The intensification option outlined in Chapter 5 (Option 2) identifies where such land assembly could take place.

Transport for London has undertaken an analysis of the High Road: Drive Thru to Destination (2003). This looked at the detailed layout of Streatham High Road and includes a number of measures to reduce the impact of through traffic and severance problems caused by the A23. These measures include the narrowing of part of the dual carriageway to single carriageway, improving conditions for pedestrians and cyclists and creating a continuous bus (and possibly tram) lane down the High Road. The implementation of these measures has now reached Phase 3, with work having commenced on a section of the road in front of the Odeon Cinema in February 2009. The Masterplan adapts the TfL proposals whilst recommending a series of further measures to the Road.

Key Issues

This section sets out the key issues that have been identified during the baseline and branding work as well as through consultation exercises in Stage One as needing to be tackled within the Masterplan process.



The Tate Library



Streatham High Road



Streatham Station



Streatham High Road



Streatham Green

Retail

- Lack of car parking services for shoppers;
- Poor quality shop frontages;
- Large number of vacant units, particularly at first floor level;
- No large, good quality units, which prohibits high quality retailers locating in Streatham; and
- Poor quality and range of retail offer.

Competition

- Leakage of residents and shoppers to nearby town centres as a result of a better quality of retail offer; and
- Poor pedestrian environment.

Employment

- Lack of accommodation appropriate for office use;
- Out of date office stock; and
- Lack of demand from larger companies.

Role

- Streatham lacks a clear identity to attract visitors and retain local people; and
- Perception of Streatham as a through route into and out of London, rather than somewhere to stay and work or live in.

Leisure

- Lack of public spaces for members of the community to come together; and
- Lack of quality pedestrian crossings and

meeting points along the High Road.

Development Sites

- Lack of MDO sites located along the High Road;
- Lack of connections from some of the MDO sites to the High Road; and
- Uncoordinated development.

Jobs

- Leakage of residents to work in central London; and
- Lack of working opportunities for the economically active population.

The High Road

- Traffic congestion along the High Road, which contributes to an unpleasant pedestrian environment (air and noise pollution);
- The central barrier down the centre of the road, reduces the ability for pedestrians to cross with ease;
- The speed at which cars travel down the High Road, which reduces safety for pedestrians; and
- Parking and accessibility for cars.

Green Spaces

- Areas of nature conservation importance needs to be conserved and protected;
- Poor quality of the public realm;
- Lack of vegetation within and on the buildings in Streatham (i.e. green roofs) due to the built up nature of the town centre; and
- Lack of linkages between the open spaces.

Aims and Objectives

The strategic aim of the Masterplan is to create a coherent framework for the economic regeneration of Streatham High Road, that will contribute to the vibrancy of the business community and enhance the shopping environment for local residents and those further afield.

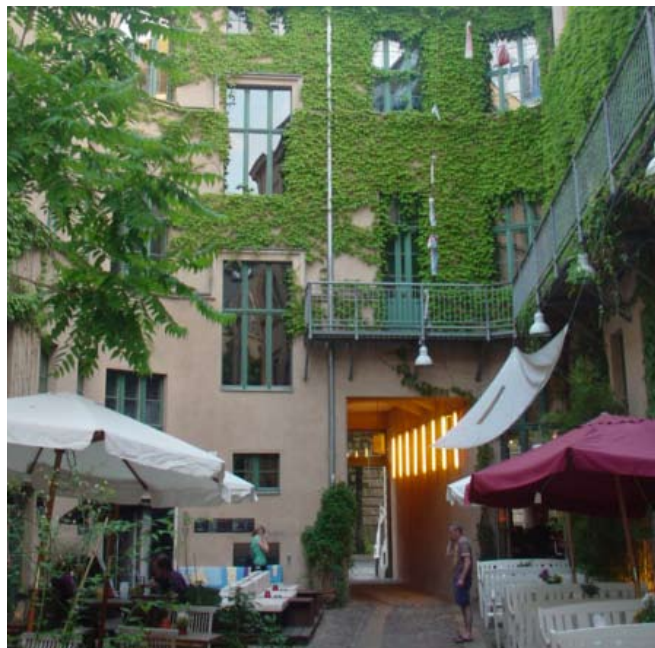
Aims

The aims of the Masterplan, as set out in the Brief, are to:

- Provide a comprehensive development and urban design strategy for the area, following from the Conservation Area Appraisal where appropriate;
- Identify key sites with opportunities for development;
- Provide practical initiatives and proposals for implementation;
- Provide a clear, detailed economic/financial appraisal of these initiatives;
- Provide a clear and deliverable phasing plan for the work;
- Form the basis for the preparation of development briefs for development opportunities where appropriate; and
- Provide clear short, medium and long term strategies for improving the vitality and vibrancy of the town centre.

Objectives

As part of the Stage One work for the Masterplan, baseline work was undertaken to understand the key issues in Streatham, through document review, site visits, consultation and analysis work. From the key issues set out in Section 2.3 above, the following objectives were identified as being required to address these issues and to deliver change along Streatham High Road.



Examples of high quality public spaces created off main roads

Objective	
Retail Offer	<ul style="list-style-type: none"> • Creation of large development sites which provide space for larger retailers • Diversification of shopping offer • Provide opportunities for common uses to agglomerate together • Improve the physical appearance of the High Road • Encourage good quality retailers into the area • Reduce the impact of the A23 on the pedestrian experience
Economic Competition	<ul style="list-style-type: none"> • Streatham High Road becomes the destination of choice in South London, with a high quality retail and leisure offer that differs from surrounding town centres • Improvements to the quality of the street and associated pedestrian environment
Office Use	<ul style="list-style-type: none"> • Creation of appropriate accommodation for larger, regional companies to occupy to drive forward demand in Streatham • Create the opportunity for local people to work locally within Streatham
Role	<ul style="list-style-type: none"> • Establish a strong brand for Streatham • Establish the role and function of Streatham
Leisure	<ul style="list-style-type: none"> • To improve the quality of the pedestrian environment through public realm improvements • To create a central area where the community can come together • Promote and enhance Streatham's existing assets (i.e. the ice rink)
Development sites	<ul style="list-style-type: none"> • Creation of active linkages between the MDO sites and the High Road through character zones and significant public realm improvements • Creation of development opportunities along the High Road to link the two stations together • Management structure to ensure all development sites are coordinated and uses proposed are complimentary and contribute positively to the High Road's offer
Jobs	<ul style="list-style-type: none"> • Increase the employment opportunities within Streatham to retain the economically active local residents
Residents	<ul style="list-style-type: none"> • Development of a series of high quality shops and leisure offer to retain the young professional residents during the evenings and weekends to avoid them visiting more enticing nearby town centres • Increase housing stock along the High Road and within the immediate catchment area
Movement	<ul style="list-style-type: none"> • Creation of a safe pedestrian environment, which reduces east/west severance and encourages people to actively engage with the uses located along the High Road
High Road	<ul style="list-style-type: none"> • To address the barrier of the road to enable pedestrians to move freely and safely across the High Road • Create a more pleasant pedestrian environment • Ensure that cars travel at a consistent speed along the High Road, to increase safety and reduce congestion • Improve the visual quality of the High Road through continued public realm improvements
Green Areas	<ul style="list-style-type: none"> • Explore the opportunity of covering the 0.45ha area confined by the one-way-system above the railway immediately west of Streatham Hill Railway Station. This could be planted and landscaped as a new public green space. Examples of public areas situated above railways are to be found in other areas of London • Replant the area running alongside Streatham Green bounded by Streatham High Road – the planting of heavy native standards should be considered • Create a green link between Streatham Common and Tooting Common through improved tree planting and/or other landscaping • Explore the opportunity of the provision of a new green walkway running parallel to the High Road could be explored. The use of native species should be encouraged wherever possible.

“The Ice Rink is a special asset to Streatham that nowhere else has”

“There aren’t enough sport facilities here, like football pitches. I tend to spend my spare time outside of Streatham”

“Streatham should be a place for everyone, it needs to be unique and to preserve the existing community and not force them out”

3.0 Vision and Branding

As part of the brief for the Streatham Masterplan, the Council expressed the necessity to explore a brand for Streatham, to drive forward its regeneration. As Streatham is currently under performing in its Major Town Centre status (London Plan), it was felt that a brand could help to turn this decline around. The brand should be used to harness the assets of Streatham, set the quality standards and focus on the elements that make it different and competitive, to attract people to Streatham and make it a successful town centre. Most importantly, this brand should be developed closely with the community and key stakeholders and should ultimately underpin all elements of the Masterplan. It is fundamental that the regeneration and development of Streatham must work for the people who live and work there, as well as for the people that Lambeth would like to attract to Streatham in the future.

The foundations of this brand have emanated from the Council’s Regeneration Strategy (2007), which sets out the following Vision for Streatham High Road:

“Streatham will become an increasingly attractive place to live, with schools, leisure facilities and cultural activities catering for young families, people of all ages and the area’s diverse mix of nationalities. The High Road will remain at Streatham’s heart and will be an asset to the whole area. It will reflect the best features of Europe’s leading boulevards, with distinctive quarters possessing high quality shops and restaurants, residential accommodation and public spaces. Streatham will have improved public transport, including tram links both north and south and dedicated bus lanes, this will make Streatham a place people can travel to, from and in with ease.”

“We need more clothes stores, including high street names like M+S”

“The A23 creates a barrier for pedestrians and makes the environment dirty”

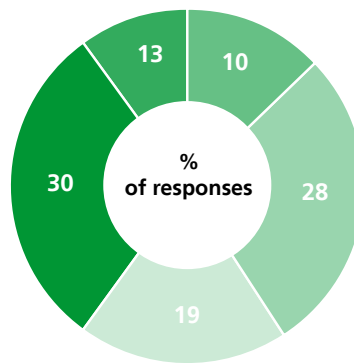


Stage 1 Consultation Events

As part of Stage One of the Masterplanning process, work began to develop the brand for Streatham. Thinking Place undertook a rigorous consultation process to help understand the aspirations of the local community, what type of place Streatham is now and what the people who currently use, live and visit Streatham want it to become in the future. A number of interviews were held with nominated individuals, as well as community groups, to assess their views on the area and to assess aspirations for the future.

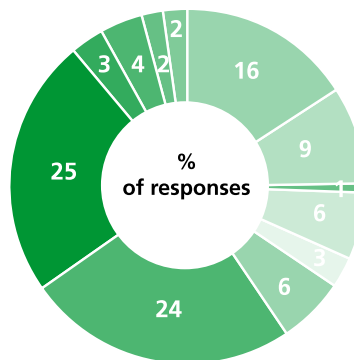
The main issues that were identified as hindering development in Streatham were:

- People live in Streatham but don't work or play there;
- Streatham is not a destination, there is no reason to go there;
- Streatham is seen as grubby and unattractive;
- The community of Streatham is very diverse but not integrated; and
- There is no focal point in Streatham, so people relate to different parts of it but do not use the centre as a whole.



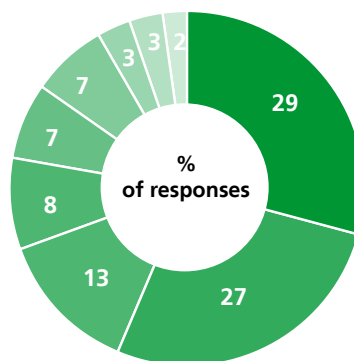
Thirty five people suggested:

- 30 Better use of public art and creative lighting to improve the environment
- 28 Better landscaping along Streatham High Road including wider pavements and pedestrian crossings
- 19 Increasing the numbers of open spaces including the creation of a public square
- 13 Reducing traffic congestion
- 10 Other



Thirty five people suggested:

- 25 Easy access to London
- 24 Parks and open spaces
- 16 Architecture and sense of history
- 9 Affordable decent housing
- 6 Sense of community
- 6 Pubs, bars and restaurants
- 4 Health services
- 3 Shopping range and quality
- 3 Clean streets
- 2 Schools
- 2 Other
- 1 Arts and cultural facilities



Thirty five people suggested:

- 29 Range and quality shops
- 27 Traffic congestion and parking
- 13 Lack of arts and cultural facilities
- 8 Lack of recreational sports and leisure
- 7 Poor public transport
- 7 other
- 3 Schools
- 3 Housing affordability, quality or density
- 2 Quality and amount of health services



“Streatham used to be stylish and desirable”

However, in balance, a number of assets were identified as being appropriate to help differentiate Streatham from its surrounding competing centres:

- Cultural Diversity: The community of Streatham is highly diverse with residents from a range of ethnic backgrounds.
- Choice/variety of food: The diverse local community is reflected in the range of restaurants and cafes along the High Road.
- Connectivity: Streatham is highly accessible and well connected to central London via public transport.
- Ice Rink: One of Streatham’s greatest assets is the Ice Rink, which is a popular leisure facility for both the local community but also for people within South London.
- Longest High Road in South London: the length of the High Road is a key trait for Streatham, making it unique in terms of accessibility by road.
- Green Spaces: Streatham has a range of attractive open spaces within and surrounding it, which are a huge asset to the local community, including the Rookery and Streatham Common.
- Streatham Festival: Is a key calendar date for the local community as a celebration of the cultural diversity of Streatham. This helps to promote Streatham as a fun and quirky place to live and visit.
- Architecture: Streatham boasts a range of buildings of significant architectural quality within the conservation area, which differentiates it from other town centres in South London and a Conservation Area.

“Streatham needs a heart”

“Streatham has a number of historic buildings that we need to protect”

The Real Streatham

The results from the consultation demonstrated that whilst Streatham does face a number of issues, it also possesses a range of assets, which can be built on to improve the town centre. Based on the issues and assets that the community identified, it became apparent that the residents value what they have and where Streatham has been in the past. They want to see change but they do not want it to become another 'Clone Town' with the same high street as many other town centres. They want to offer something different to that offered in the past, but build on the heritage and independent streak that Streatham Offers.

- Streatham has **real** people (a longstanding community with real connections)
- Streatham has **real** history (a town rich with history and heritage)
- Streatham is a **real** place (with genuine diversity from cuisine to faiths)

Building on this brand into a future vision should involve:

*“developing a place that continues to be a destination where people chose to live or visit because they get a **unique** experience and quality of **choice** through a range of **independent** stores/shops and an array of **alternative** entertainment venues to meet a **range of needs**. In addition, residents will get quality living in good housing stock, which is close to a **vibrant** High Street that offers a range of shops and community facilities including a **Library**, **Swimming Pool** and **world class ice rink**.”*

The “personality traits” that represent the ‘Real Streatham’ of the future are that it is welcoming and friendly, genuine, vibrant and diverse, mature and experienced. As Streatham develops it should seek to ensure that it exploits the key values of its community: tenacity, resilience, realism and optimism.

It must become a sustainable town centre which supports the local residents through a range of quality shops, employment opportunities and leisure facilities. A new community heart needs to be provided in Streatham to allow local people to come together and interact. Through the creation of new jobs and homes, more people will be attracted to Streatham as a place to live, work and enjoy themselves. New jobs should be located adjacent to the transport hubs (overland Stations) at either end of the High Road.



4.0 Spatial Options development

This chapter outlines the Stages of work that were undertaken as part of the Masterplanning process to develop the Vision and Brand set out in the previous chapter through to the Draft Masterplan.

Baseline

The baseline scenario needs to be reviewed and taken into account in any option development process. There are several developments coming forward in Streatham, located on Council Major Development Opportunity (MDO) land, which will eventually be realised regardless of the preparation of this Masterplan. The role of the Masterplan is to provide a guide and broader framework for these developments and to ensure that any future developments come forward in a co-ordinated and complementary fashion. The baseline developments are shown on the adjacent plan.

Stage One

Stage One of the Masterplanning process was the gathering of baseline information and the establishment of the brand for Streatham. This was assisted through a series of consultation workshops and events to discuss and explore the key issues in Streatham. This stage culminated in a Think Piece Paper, which was intended to stimulate debate on the future direction of Streatham High Road. In addition, a consultation report was submitted to summarise the findings from the first stage of consultation.

Stage Two

Stage Two involved the development of a series of spatial concepts for how the function and role of the High Road should be developed. Each concept was developed in line with the baseline situation, urban design analysis and stakeholder consultation. This stage of work was summarised in the Stage Two Interim Report. The four spatial concepts are set out below:

- **Option 1 Four Distinct Quarters:** The creation of a series of four villages along the High Road with complimentary roles.



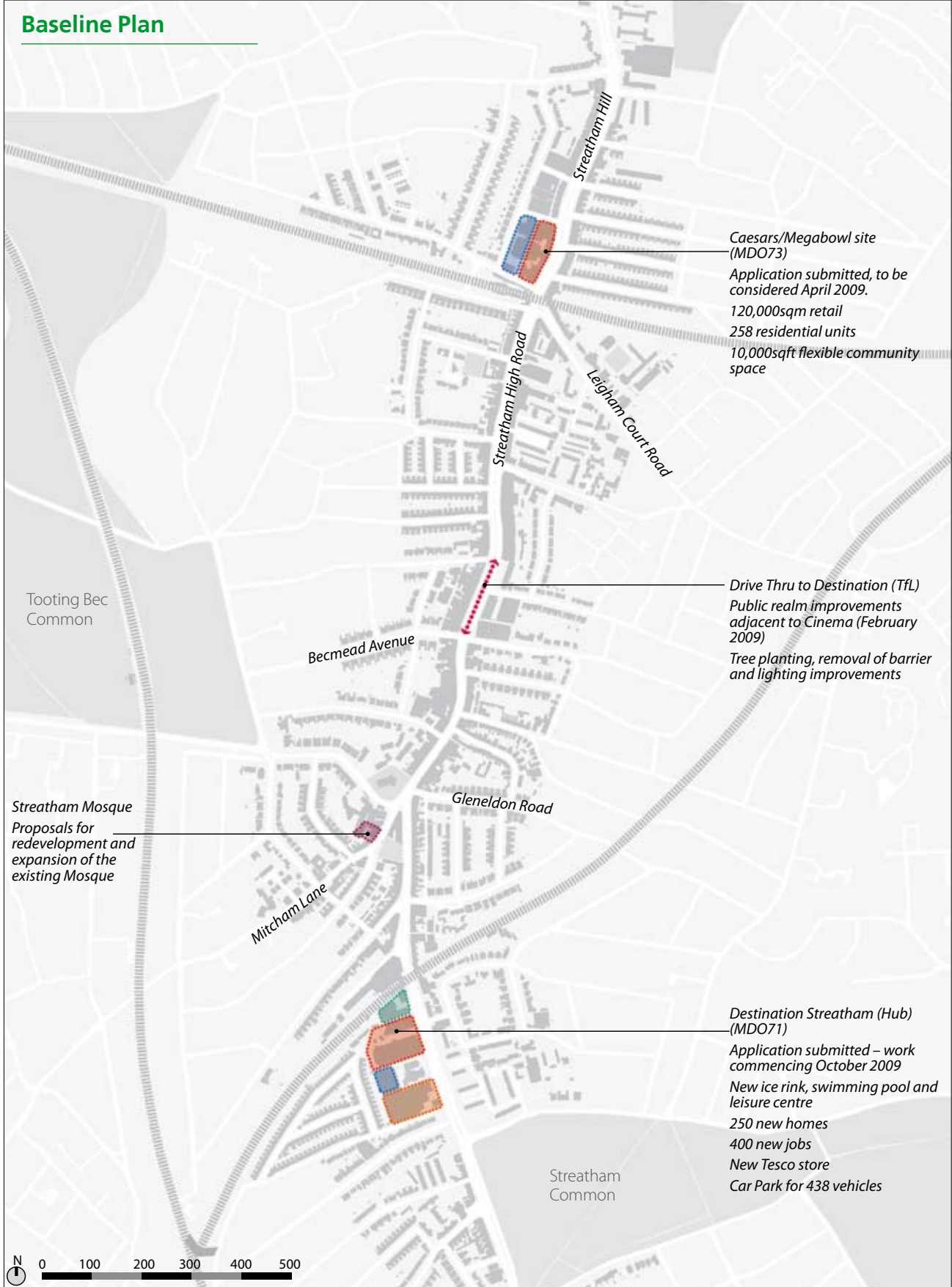
Proposals for the Caesars/Megabowl Site



TfL proposals outside the Cinema (commenced February 2009)



TfL proposals outside the Cinema (commenced February 2009)



- **Option 2 Streatham between the Stations:**
The creation of the two Stations as anchor points to reduce the length of the High Road.
- **Option 3 North and South Anchors:** The concentration on the two MDO sites (Streatham Hub and Caesars/Megabowl site) as anchors to encourage development in those areas.
- **Option 4 Hubs and Quarters:** As an amalgamation of Options 2 and 3, creates hubs around each Station and a series of quarters focused around civic, community, retail and restaurant uses.

Following consultation, the preferred option within the community and stakeholders was Option Four Hubs and Quarters. This option is based on four opportunity areas along the High Road.

- **Streatham Hill** (Hub), which covers a radial zone around the station. Residential and office development is to provide the focus of uses within this area. This area is known as Streatham Hill.;
- **Streatham Central** (Quarter), which is the area surrounding the Odeon Theatre, the Kwik Fit site and the library. A new public space is proposed for this locality in front of the Kwik Fit and redevelopment and/or refurbishment of the Kwik Fit building and library. This area is known as Streatham Hill.
- **Streatham Village** (Quarter), which is the area surrounding St Leonard’s church and Streatham Green. This area is known as Streatham Village; and
- **Streatham Hub** (Hub), which will have a focus on retail and residential uses and is known as Streatham Hub.



Stage 1 Consultation Events

Stage 2 Option 4: Hubs and Quarters



The rationale for the development of hubs and quarters is set out below:

- Focusing development at either end of the High Road is considered to be appropriate as spreading opportunity sites across the entire centre would result in the dilution of the town centre's offer. It is considered to be more economically feasible to concentrate development at either end of the High Road, which would in turn have long term regenerative benefits for the central stretch of the High Road.
- Development at either end of the High Road, is aimed at capitalising on the strategic importance of the land located in the south at the intersections of Streatham High Road with Tooting Bec Road/ Mitcham Lane and in the north with Leigham Court Road.
- Both quarters at either end of the High Road contain MDO sites, with existing or proposed planning applications, which include proposals for additional residential and retail floor space.
- Land surrounding the stations have higher Public Transport Accessibility Levels (PTAL 6) and provide better locations for higher density development.
- At all community consultation events more community facilities and high quality public spaces in the centre of Streatham were requested in order to provide a heart for the town. Responding to this the central hubs provide less additional commercial/retail and residential floor space and have a greater emphasis on community uses and the provision of public spaces.

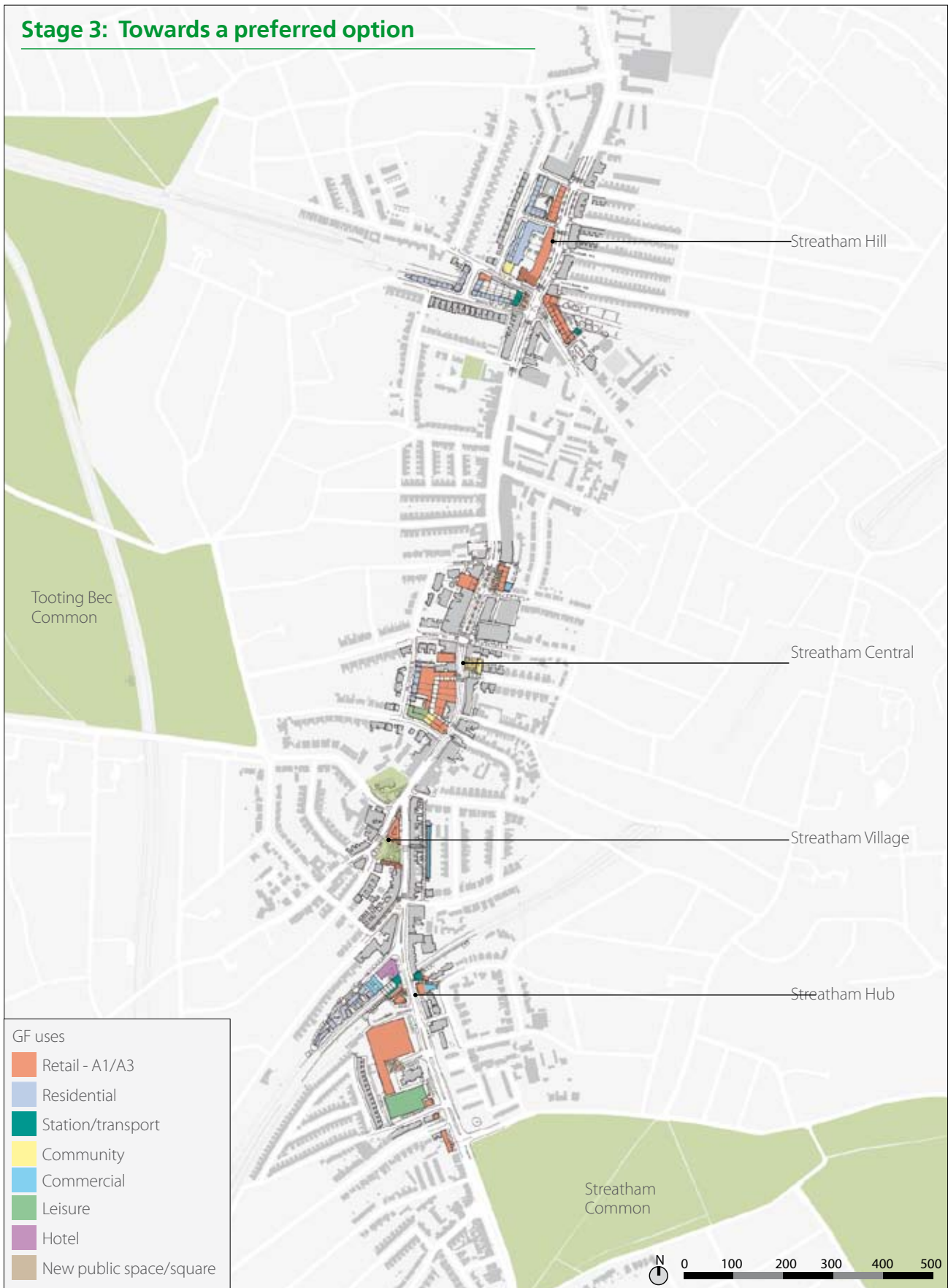
Stage 3

The preferred Spatial Option of Hubs and Quarters can be delivered in a variety of ways.

For each of the opportunity areas outlined above, two levels of intervention were proposed as part of Stage Three. **Essential change** would provide the minimal level of intervention required in order to facilitate change and growth within Streatham Town Centre. **Intensification** would provide a greater level of development and an emphasis on creating denser development and uses around the transport hubs. It is important to note that the intensification option does not always include the proposals for essential change. In some cases, it alters the proposals to create a greater impact and provide higher density development.

- **Streatham Hill** essential change proposes the baseline development at the existing Caesars/ Megabowl development (to be decided in April 2009) as well as: public realm improvements around the Station; creation of a Station Square; introduction of new uses and activities to the north of the Station; improvements to north/south pedestrian connections, removal of the central road barrier and the re-routing of the one way system around Streatham Hill Station.
- The intensification option proposes: the creation of a new pedestrian Square to the north of the Station; redevelopment of Streatham Station and its relocation back off the High Road; re-directing the one way system to allow for a car-free environment within the new Station Square; intensification of office and commercial uses around the Station; and redevelopment of the single storey retail units opposite the Station to provide office and commercial uses.
- In **Streatham Central** the Essential Change option proposes the baseline proposals being carried out by TfL as part of the Drive Thru to Destination works outside the Cinema (which commenced in February 2009) in addition to: the reduction in the impact of the road and traffic through the widening of the pavement and removal of the central barrier; creation of a new meeting place for the community in front of the cinema; creation of a new Market Square in front of the Kwik-fit building; improvements to pedestrian crossing points; creation of a new extension to the back of the Library; and the introduction of new ground floor retail units on vacant sites.

Stage 3: Towards a preferred option



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The Intensification option proposes: the creation of a new meeting place for the local community in front of the Cinema; the redevelopment of the Kwik-fit/office building to provide new ground floor retail with an associated community facility; introduction of new retail units on smaller intervention sites; improvements to pedestrian crossing points at the junction of Pendennis Road/Becmead Avenue; and the creation of a new Library extension to the rear of the existing building. In the longer term (15 years and more) would include the redevelopment of the Lidl site for retail and residential units.

- In **Streatham Village** the Essential Change option proposes: re-integration of Streatham Green into the surrounding urban fabric, through improved pedestrian crossings into the Green and the creation of new active frontages on the northern edge with new retail and café uses; and the creation of a secondary destination and space by creating a new retail space within the existing Gleneldon Mews.

The Intensification option proposes: the creation of a direct link between Streatham Green and Gleneldon Mews through the existing frontage to open up retail in the mews; the removal of the 'island block' north of Streatham Green and its redevelopment as a new community/mixed use landmark building to open up the view to St Leonard's Church spire from the south; public realm improvements; and an increase in the amount of green space on Streatham Green by extending it to the west.

- In **Streatham Hub** the Essential Change option proposes the baseline proposals for the Hub Development (construction to commence in October 2009) as well as: reinforcement of Streatham Hub as a key arrival point into Streatham; improvements of pedestrian access into Streatham Common; improvements to the east west pedestrian links through the Albert Carr housing estate; introduction of new frontage to the High Road; improvements to the landscaping and amenity space in Albert Carr housing estate; creation of new high quality gateway space; improvements to the junction at Streatham Common; and removal of the central barrier.

The Intensification Option proposes: partial redevelopment of the Albert Carr housing estate to create a landmark development along the High Road; improvements to the east west connections through the Albert Carr housing estates; and the creation of a public space and associated community facility adjacent to the Church. In the longer term (15 years plus) this would include the completion of the redevelopment of the Albert Carr housing estate to provide higher residential density, more activity, an improved environment and improved living conditions.

Towards the Preferred Option

The essential change and intensification attributes outlined above were then consulted on as part of the Stage Three consultation process. Community workshops were held to gauge which level of intervention was preferred in each of the key opportunity areas along the High Road. The feedback from this process was the fed back into the preferred option Masterplan. As a result, the draft Masterplan has evolved to combine essential change and intensification approaches as appropriate in each of the opportunity areas. Some elements of the proposals have since been removed as a result of the communities' reaction to them. For instance, in Streatham Hub, proposals have since been removed as a result of the strong community reaction to the redevelopment of the Albert Carr Estate.

- The preferred option was then also tested against the following criteria:
- Community Support: engaging with local residents.
- Sustainability: combating climate change.
- Socio-Economic characteristics: meeting the future population needs.
- Deliverability and Viability: feasibility and success.
- Planning Policy: meeting policy requirements.



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5.0 The Masterplan

The main purpose of the Masterplan is to provide a comprehensive urban design framework and economic development strategy. This will guide the Council and other stakeholders' future regeneration work, and will assist in attracting new investment into Streatham. The final draft masterplan has been created through the following processes:

- Effective engagement with key stakeholders, particularly local businesses and service providers as well as the local community;
- Building on previous and existing data/information and key projects in the area;
- Inter- and multi-disciplinary work with transport and utilities consultants, cost consultants, economic development consultants, branding specialists and movement consultants;
- Commitment to ensuring economic, social and environmental sustainability; and
- A brand-led regeneration strategy that focuses on developing and promoting a "Streatham brand value".

Framework Principles

The draft Masterplan has been prepared, based on the following inter-related principles:

Urban Design:

The urban design principles behind the Masterplan include:

- Reducing the impact of traffic and improving the pedestrian environment along the High Road;
- Creating new public squares and spaces to provide meeting areas;
- Enhancing existing retail frontages and promoting the conservation and heritage assets of Streatham;
- Enhancing existing green spaces (Commons and SINCS) and linkages to them through the creation of attractive green routes and the introduction of green walls;
- Promoting active frontages onto Streatham Green to increase its vibrancy; and
- Preserving the existing character of the Conservation Area and ensuring that new development is in-keeping with the existing heritage character.

Urban design framework



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Scale and Massing

The principles behind the scale and massing of the Masterplan include:

- Taller buildings will be focused around the two entrance points/transport nodes at either end of the High Road (Streatham Hill Station and Streatham Station).
- Within the two remaining opportunity areas, Streatham Central and Streatham Village, the existing building heights will generally be maintained to reflect the existing character of the area.
- Landmark building opportunities have been identified to provide orientation points down the High Road, including a new hotel on the existing Safeway site and a community building on the 'Island Site' to the north of Streatham Green.
- The proposals to extend and improve the existing Tate Library will require a sensitive approach to the building heights to the rear and adjacent to it.



High Street Kensington

Land Use

The principles behind the land use of the Masterplan include:

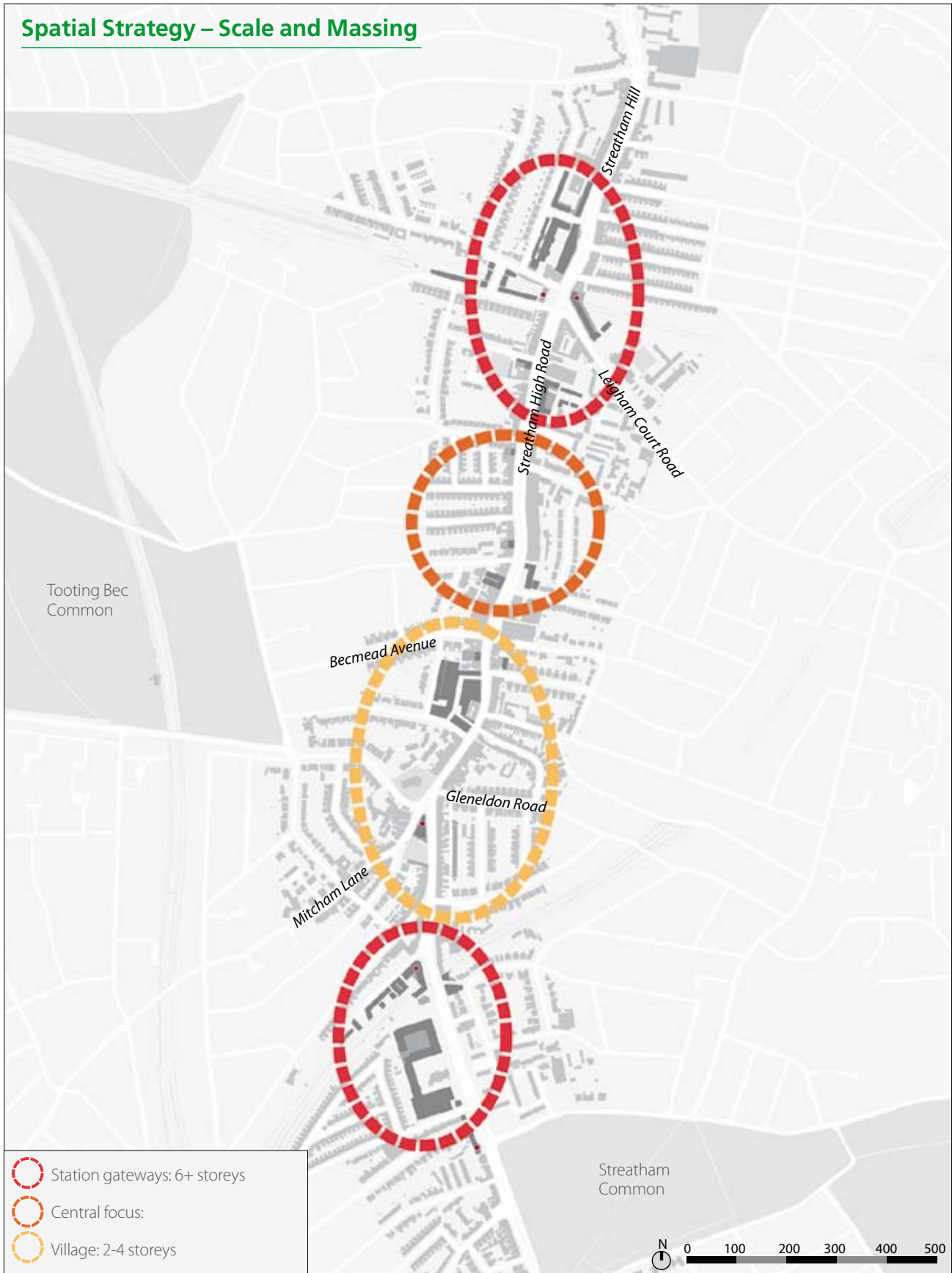
- Strengthening ground floor retail, especially in Streatham Central.
- Encouraging the creation of larger units to attract larger retailers.
- The creation of commercial units and focus around the Stations/Transport hubs.
- Diversifying the uses around the Stations to include commercial, retail, residential and leisure uses.
- Improving the quality of residential uses on the first floor.
- The creation of smaller studio space off the High Road.



Duke or York Square, Kings Road, Chelsea

Landuse diagrams on pg. 30-31

Spatial Strategy – Scale and Massing



Spatial Strategy – Land use (ground)



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Spatial Strategy – Land use (upper floors)



Public Realm

The principles behind the public realm improvements within the Masterplan include:

- The creation of a tree buffer along the pavement to create a more attractive pedestrian environment, which is protected from the noise and pollution of the road.
- The creation of a series of public spaces that are set back from the High Road that can be enjoyed as community assets/facilities and provide a focal point for residents.
- To enhance the existing Streatham Green to make it a safer environment to encourage its use and vibrancy.
- The creation of walking routes for pedestrians which take them off the high road to make use of retail spaces in quieter and more attractive environments.



High Quality Pedestrian Crossing



High Quality Pavement



High Quality Space created off the main road in Clerkenwell



Lyric Square in Hammersmith

Spatial Strategy – Public Realm Framework



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Sustainability

The sustainability principles guiding the Masterplan include:

- Reducing carbon dioxide and other emissions that relate to Climate Change.
- Designing new buildings that are flexible in their use for many generations to come.
- Minimising energy use and light lost to the night sky.
- Reducing air and water pollution.
- Managing flood risk, through sustainable drainage systems (SUDs).
- Conserving and enhancing the natural environment, in relation to biodiversity.
- Promoting sustainable waste behaviour in new and existing CHP schemes.
- Encourage major developments to incorporate green walls where appropriate.
- Ensuring all residential development meets Level 3 Code for Sustainable Homes if built by 2010 and rising to Level 6 by 2016.
- Ensuring that all non-residential development adheres to BREEAM 'very good' standard as a minimum.

Transport

The transport principles guiding the Masterplan include:

- Widening the pavements along the High Road.
- Improving the quality and location of the pedestrian crossings.
- Improved cycle parking facilities at Streatham Hill and Streatham Station.
- Rationalisation of lanes to create two lanes in each direction along the High Road.
- Junction improvements around Streatham Hill Station and Streatham Green.
- Rationalisation of parking within the town centre, to improve the Car Park on Leigham Court Road and provide additional Parking within Streatham Central.
- Encouragement of local residents to use sustainable modes of transport to move in/out and through the Town Centre.



Use of Green Roofs within a Train Station

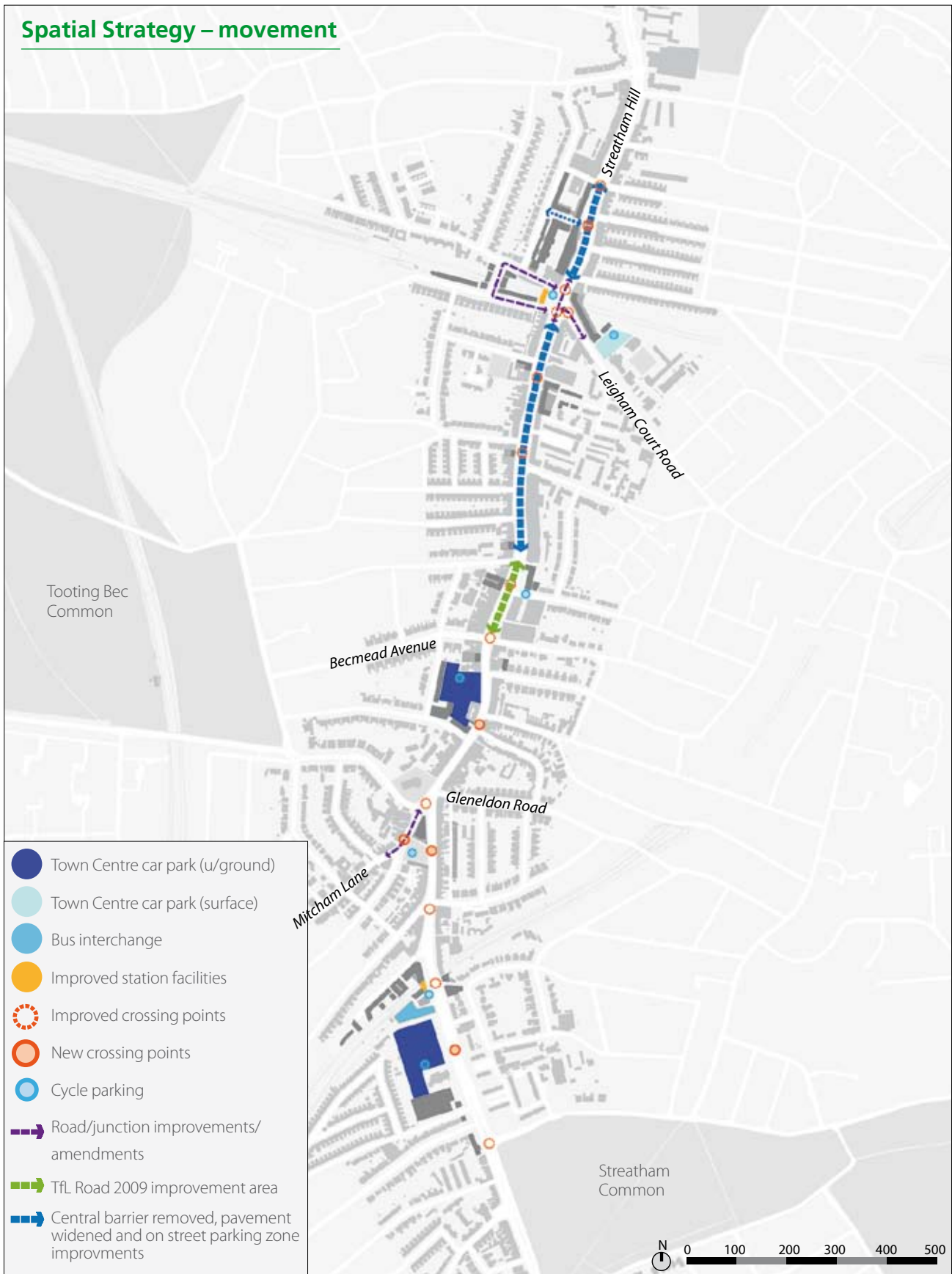


Road improvements on Walworth Road



Road improvements on High Holborn

Spatial Strategy – movement



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Key Projects

At the heart of the Masterplan for Streatham Town Centre are a number of key interlinked projects, within each opportunity area, which have the potential to transform the town centre into a vibrant, high quality retail and leisure destination, building on the existing character of Streatham. The integrated projects aim to improve the quality and offer of Streatham for the people of the town and the wider region, creating a focus of activity that will act as a catalyst in achieving the overall regeneration of the town. The key projects are outlined under each opportunity area below and have been shaped by the previous stages of work, testing and consultation.



Public Square in Birmingham

streatham hill



- Block SH1 (Streatham Hill 1): Proposes a linear retail ground floor retail block facing onto the High Road with 3 storeys of residential above. In addition, 3 storeys of residential development fronting onto Blairderry Road and 4 storeys of residential development fronting onto Ardwell Road are proposed in conjunction with High Road improvements directly in front of Block SH1 to reduce the width of the road to 2 lanes in each direction to make a wider pavement with the planting of a boulevard.
- Block SH2 (Streatham Hill 2): The emerging planning application coming forward for the Caesars/Megabowl site includes a linear retail block fronting onto the High Road, with residential development to the rear of the block facing onto Blairderry Road. SH2 proposes an open courtyard between the retail and residential uses and a community building on the junction of Blairderry Road and Sternhold Road. High road improvements are proposed in front of this block to reduce the width of the road to 2 lanes in each direction to make a wider pavement with the planting of a boulevard.
- Block SH3 (Streatham Hill 3): Proposes a new Station building set back from the High Road with a new Station Square incorporating public realm improvements. The proposed new Station building would be required to be as in-keeping with the existing Station character and Conservation Area as possible to ensure consistency of building types. A linear block of residential development of 3 storeys fronting onto Drewstead Road is proposed. A further 3 storey residential block on either side of the road bridging over the railway line is proposed flanked by two four storey residential blocks on the west side of the bridge. A ground floor retail development is proposed on the corner of Sternhold Avenue with 3 storeys of residential development above. Traffic calming measures are proposed to the north and south of the Station Square on Sternhold Avenue and Drewstead Road through shared paving and public realm improvements, such as new street furniture, planting and paving, to create a more attractive environment.
- Block SH4 (Streatham Hill 4): A linear block is proposed along Leigham Court Road between the High Road junction and Streatham Close, to include ground floor retail units with a maximum of 4 storeys of residential above. The car park to the rear of the block is proposed to be retained with improvements, such as more efficient layout of spaces, planting and new surfaces, and a new refurbished WC and parking office. Junction improvements are proposed to provide a right hand turn for cars from Leigham Court Road onto the High Road.

streatham hill



Illustrative plan extract



Sketch view from east



Colombia Road Market



Camden Passage, Islington

streatham central

- Block SC1 (Streatham Central 1): Proposes a new public space on the junction of the High Road and Gracefield Gardens to include planting, new surfacing and the creation of kiosks to allow the space to be used for weekly markets. An L shaped block will front this Square with ground floor retail and 6 storeys of commercial space. A service yard to the rear is proposed, which could be accessed via the High Road directly opposite Woodbourne Avenue for the retail and commercial blocks as well as for storage for the weekly market. To the rear of this a 6 storey commercial building is proposed fronting onto Gracefield Gardens, directly opposite the existing Health Centre. High Road improvements are currently proposed in this location, through the TfL Drive Thru to Destination Scheme, which include the reduction of lanes to 2 in each direction and the planting of an avenue of trees down the central reservation.
- Block SC2 (Streatham Central 2): Improvements are proposed to the existing retail unit, with ground floor retail and 3 storeys of residential development above. The frontage of this block is proposed to be improved through the removal of the existing modern frontage to restore the period frontage. High Road improvements are currently proposed in this location, by the TfL Drive Thru to Destination Scheme, which include the reduction of lanes to 2 in each direction and the planting of an avenue of trees down the central reservation.
- Block SC3a (Streatham Central 3a): Improvements are proposed to the existing retail unit, with ground floor retail and 3 storeys of residential development above. The frontage of this block is proposed to be improved through the removal of the existing modern frontage to restore the period frontage. High Road improvements are currently proposed in this location, through the TfL Drive Thru to Destination Scheme, which include the reduction of lanes to 2 in each direction and the planting of an avenue of trees down the central reservation.
- Block SC3b (Streatham Central 3b): The longer term proposals for this block include a 3 storey retail development fronting onto the High Road (on the existing Lidl site). A pedestrian walkway is proposed to wrap around the back of the block (from directly opposite Pinfold Road to Shrubbery Road). This offers a more attractive and quieter pedestrian walkway off the High Road and a new frontage onto a new block to the rear with 2 storeys of retail development. A further linear block is proposed to front onto Ockley Road with 3 storeys of residential development. The post office on the corner of Prentis Road and Ockley Road is proposed to be retained with 3 floors of residential above. Directly adjacent to it, a community building is proposed with 3 floors of residential above with a further block on the junction of Prentis Road and the High Road with ground floor retail and 3 floors of residential above. This community space could provide meeting, arts and performance space. High Road improvements are proposed to reduce the road width to 2 lanes in each direction to widen the pavements in front of Block SC3b. An underground car park is proposed as part of this block, which could be used by all visitors to Streatham, regardless of the shop they are visiting.
- Block SC4 (Streatham Central 4): The internal refurbishment of the existing library is proposed, whilst retaining the existing façade, with a further extension to the facility to the rear of the building, which is in-keeping with the existing character of the Tate Library. This extension would incorporate further community space, which could provide meeting space, arts and performance space. This proposal has been developed taking into consideration the Feasibility Study undertaken on the Redevelopment of the Tate Library, commissioned by the Streatham Area Committee. This study identified three options for how the Library could be improved. This Masterplan proposes a combination of Option 2 (Partial demolition and newbuild) and Option 3 (refurbishment). This would retain the conservation and heritage value of the Library building but would create additional community space in a building to the rear.

streatham central



Illustrative plan extract



Sketch view from west

streatham village



- Block SV1 (Streatham Village 1): A new triangle shaped development at the junction of Becmead Avenue and the High Road with ground floor retail uses, first floor community space (to provide arts and performance space) and the remaining three upper storeys residential. This block is proposed to be triple fronted onto Streatham High Road, Becmead Avenue and Streatham Green. A new public space on the corner of the block will create a more attractive entrance with planting and signage improvements. This public space could potentially be used for key events, such as the Streatham Festival and could provide the location of the local Christmas Tree. New pedestrian crossings are proposed on Becmead Avenue and Streatham High Road directly into the northern corners of Streatham Green.
- Block SV2 (Streatham Village 2): Refurbishment of the frontages along the southern edge of Streatham Green is proposed to provide new retail and café space. This will create more natural surveillance of the Green and more vibrancy.
- Block SV3 (Streatham Village 3): Regeneration of Gleneldon Mews using the existing building space by the opening up and refurbishment of the frontages and the buildings themselves is proposed. These units could be used by creative industries and artists studios, in the same way that Lonsdale Road in Queens Park has been. This will also create a potential location for future markets in this area of Streatham with units opening up onto the street. A new link provided through the existing retail frontage from Streatham High Road is proposed to make the Mews more accessible and approachable.



Entrance to St Christophers Place from Oxford Street



Cafes on Lonsdale Road Mews, Queens Park



streatham village



Illustrative plan extract



Improvements to crossing points

New landmark mixed use building

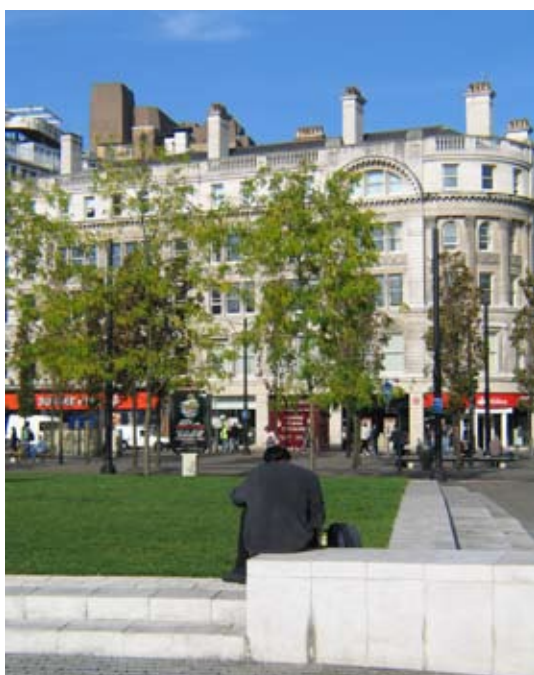
Activity on Streatham Green

Gleneldon Mews regenerated

Sketch view from west

- Block SHU1 (Streatham Hub 1): A new hotel, incorporating function and meeting rooms space, on the existing Safeways site on the junction of Streatham High Road and Station Approach is proposed as a 6 storey building creating a key landmark at the entrance into the Town Centre. Public realm improvements are proposed down Station Approach through planting and improved surfaces to enhance environment. To the rear of the hotel a 6 storey commercial building is proposed, which backs onto the railway line. A service yard for the hotel and commercial block is proposed in the space between the two, accessed via Station Approach. Further residential development of between 2 and 4 storeys is proposed on the remaining western end of Station Approach, which incorporates a series of public spaces and walkways through the buildings. A new Station building is proposed, which is set back from the High Road. The Station is then linked to the bus interchange through a small Station Square surrounded by new ground floor retail units with 3 storeys of commercial above. Tree planting is proposed around the Station entrance and bus interchange to improve the quality of the environment.
- Block SHU2 (Streatham Hub 2): The planning application for Streatham Hub was approved in November 2008 which includes a new ice rink, leisure centre and retail and residential elements. A new public square is included with the application and an underground car park. The existing church, on the High Road, is to be retained as part of this application.
- Block SHU3 (Streatham Hub 3): A new secondary station entrance fronting onto the High Road with an underpass to connect to the western entrance is proposed. Retail and commercial development up to four storeys is proposed fronting onto the High Road.
- Block SHU4 (Streatham Hub 4): New three storey retail ground floor developments, with 2 storeys of residential development above are proposed to replace the existing hoardings and development sites directly south of the Streatham Hub development, further enhanced by planting along the pavement, new street furniture and signage.

streatham hub



Picadilly Gardens, Manchester

Additional Development Opportunities

A series of blocks, which are either vacant or hold potential, have been identified along the High Road. These blocks are:

- Block HR1 (42 Streatham High Road) – 495sqm
- Block HR2 (9-19 Streatham High Road) – 4500sqm
- Block HR3 (78ab Streatham High Road) – 300sqm
- Block HR4 (130-132 Streatham High Road) – 825sqm

These blocks fall outside the opportunity areas that form the structure of the Masterplan described above, and as a result have not been subject to detailed design work. However, they are recognised as holding considerable future development potential as the detailed proposals in each opportunity area come forward and encourage regeneration to spread down the length of the High Road.

streatham hub



Illustrative plan extract



Streatham Hub
retail development

Bus inter-
change

New station
entrance

New hotel and
housing

Sketch view from west

Development and Capacity

A key element of the Masterplan is to determine the development outputs from the proposals. Using this information, it is crucial to ascertain whether the existing infrastructure has the capacity to support the new development. This capacity testing has then informed the costing and viability work, which forms the implementation and delivery chapter of this report (Chapter 10). It is important to note that the development schedules provided within this report are estimates. The exact development outputs would depend on the availability of future funding.

Development Assumptions and Schedules

Residential

The Masterplan seeks to ensure an appropriate mix of dwelling sizes to suit the anticipated needs of the future population of Streatham. The social rented mix is based on the figures provided in the Draft London Borough of Lambeth Housing Strategy. The private mix is based on the proportion of different bedroom numbers for houses completed in 2006/7 (Lambeth Annual Monitoring Report, 2006/7). The apartment sizes are based on English Partnerships policy guidance (Quality Standards: Delivery Quality Places, 2007) and have been applied across both tenures (figures are assumed to be net).

Housing tenure mix and room size				
Tenure	1 BED	2 BED	3 BED	4 BED
Social	10%	40%	25%	25%
Private	38%	47%	12%	3%
Room Size	51sqm	77sqm	93sqm	106sqm

It is proposed that 10% of the new residential units proposed will be required to meet Lifetime Homes (or subsequent) standards and must have the following features:

- Level access;
- All internal door widths sufficient for wheelchair access;
- Bathroom/WC designed and finished on the basis of a 'wet room' and such that can be easily converted to a room with a shower and a bath;
- Living, dining room, kitchen and at least 67% of bedrooms should have sufficient space to manoeuvre a wheelchair (DDA compliant);
- All kitchen fittings/appliances/worktops/plumbing etc should be designed and constructed so they can easily be altered in height;
- Entrance doorways, if external should be level and covered;
- Each unit to have a designated parking space with sufficient room for a wheelchair user to access their vehicle, unless proposed development provides no car parking spaces; and
- Walls and ceilings to be of sufficient construction to be able to install and take the strain of handrails and ceiling hoists.

Meeting Sustainability Targets

The development proposals within the Streatham Masterplan should aim to meet regional and national environmental performance standards in the most cost-efficient way possible. An area-wide energy and water strategy will be required to clarify the potential extent of future community heating and cooling networks.

Development should meet Code Level 4 (residential) and BREEAM (non-residential) standards at the outset, rising to zero carbon homes by 2016 and zero carbon non-residential buildings by 2019, which will require significant investment for on-site renewable technologies. The high density, urban nature of Streatham means that maximising energy efficiency and the efficient supply of energy through local networks will be crucial in meeting renewable energy targets. Being water efficient is essential within the context of London's water shortages and the limited sewerage services. Water efficiency, rainwater harvesting and greywater recycling will have to be integrated as core parts of the Code and BREEAM ratings. Development should include the space and facilities required for waste reduction, reuse and recycling.

Employment

Employment space is set out as gross floorspace. The employment generation outputs are based on assumptions made by DTZ, which are based on their previous analysis, which assumes the further provision of B1 uses.

Retail

The retail figures shown in the development schedules are the total amount of new development. It is assumed that the profile for this retail would be 70% shops (A1), 10% financial and professional services (A2) and 20% restaurants and cafes (A3).

Leisure/Community

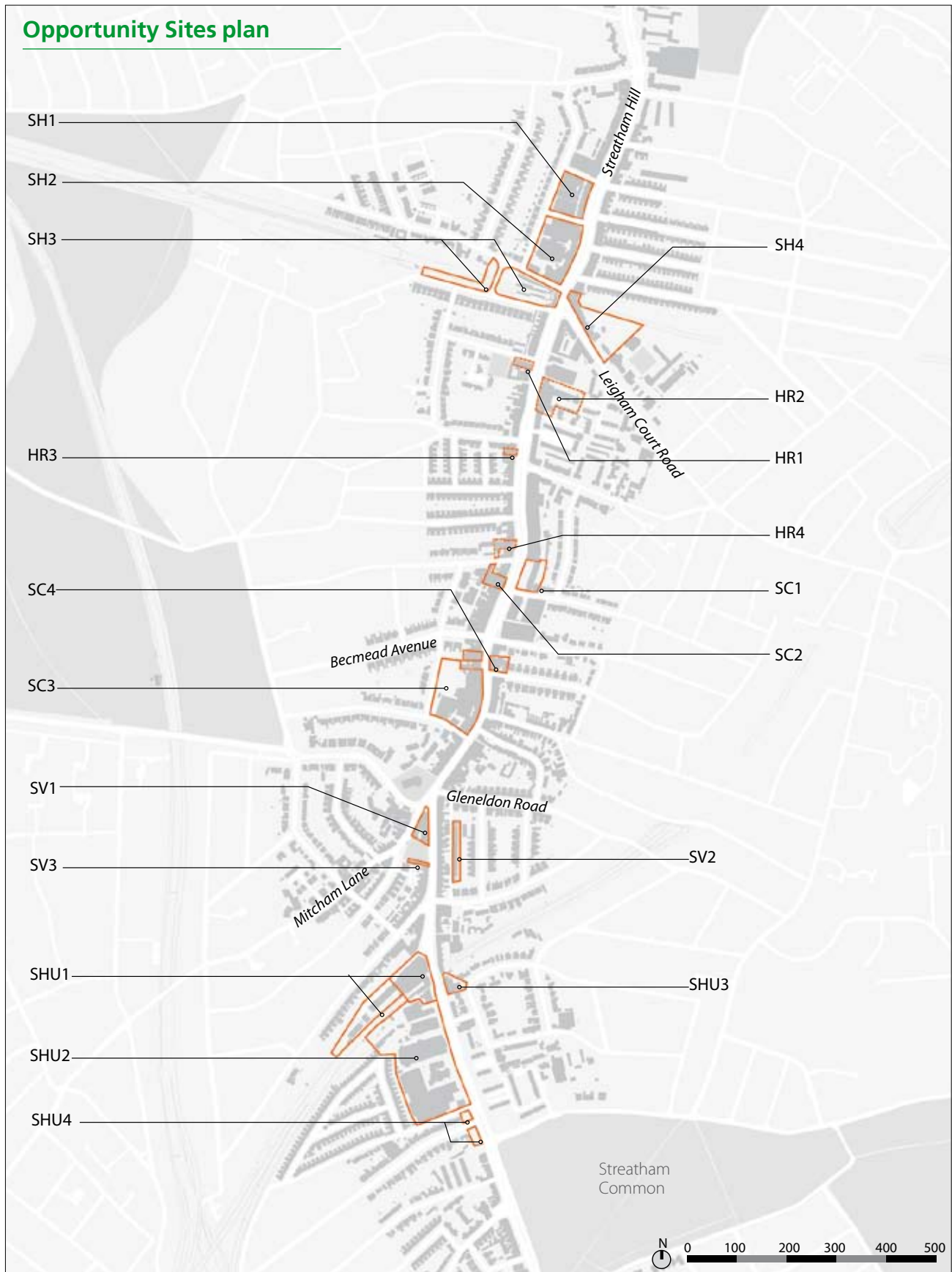
The community and leisure uses have been based on the existing proposals coming forward at Streatham Hub and Caesars, and community consultation responses, which demonstrated a local desire for new community spaces in the centre of Streatham.

Car Parking

Car parking and open space figures set out in the development schedule are those required by current policy. Further detailed work will need to be undertaken with stakeholders to assess actual site capacity based on constraints and detailed design through the planning process. They are included here to provide an indication of likely requirements. The requirements of car parking are maximum standards based on Policy 14 of the adopted Lambeth Unitary Development Plan (UDP), but as stated above are subject to further technical work as part of any planning application.

Open Space

Open Space requirements are based on the draft Supplementary Planning Guidance and Standards for Housing Development and Housing Conversions. It will be important to refer to these documents when development these proposals further. Once the Local Development Framework Core Strategy document has been adopted, these policies will supersede those in the UDP.



Streatham Masterplan Summary Development Schedule

Please note that the detailed schedules are provided in *Appendix A*.

Opportunity Area	Residential Dwellings	Open Space Required Sqm	A1, A2, A3 Floorspace Sqm	B1Floorsapce Sqm	D1/2 Floorspace Sqm	Hotel	Car parking required
SH1	57	622	990	0	0	0	29
SH2	292	2969	2970	0	1030	0	151
SH3	97	1067	880	0	0	0	40
SH4	41	464	2075	0	0	0	34
SC1	0	0	750	7500	0	0	13
SC2	14	185	1065	0	0	0	15
SC3	46	512	11000	1000	360	0	135
SC4	0	50	0	0	1000	0	25
SV1	23	275	720	0	700	0	32
SV2	0	0	280	600	0	0	3
SV3	0	0	180	0	0	0	2
SHU1	68	776	350	4500	0	4500	29
SHU2	250	2550	8009	0	10532	0	560
SHU3	0	0	200	3610	0	0	4
SHU4	23	280	680	0	0	0	14
Total	910	9951	30149	17210	13622	4500	1086

The housing figures set out in the table above are intended to be delivered incrementally over a 15 year period. More detailed work needs to be undertaken to determine the likely profile of this housing onto the market when a phasing programme has been developed. However, based on the above this would be an average of 46 units a year.

Utilities

This section of the report provides an overview of the existing capacity of the utilities infrastructure within Streatham Town Centre. A review of the existing infrastructure has been carried out in order to ensure that the existing network could cater for the proposed development outlined in

this report.

Telecommunications

There is currently an extensive network of telecommunications cables within Streatham with two exchanges. Any future developments could be serviced by this existing capacity, depending on location. If any proposals necessitated the relocation of BT assets, connections would need to be maintained through the relocation of existing cables. Finally, the high rise developments proposed around Streatham Hill and Streatham Station could interfere with the mobile phone radio signals due to their proximity to the masts. Further feasibility studies would be required to ascertain the extent of the interference.

Overall, there appears to be no significant issue for the proposals, in terms of telecommunications.

Electricity

There are currently twenty local substations within the study area, which serve the majority of the premises and residences within Streatham Town Centre. However, the capacity of these substations is not known. Only one primary distribution route has been identified in the study area and this crosses Streatham High Road and terminates at West Norwood Main Substation: this is currently at capacity.

Network reinforcement may be required for the larger development sites, depending on their type and location. The introduction of a CHP plant(s) would help to mitigate the need for network reinforcement, to supply the local electricity demand. The Streatham Hub development, which includes a supermarket would hold a highly suitable load profile to provide a viable CHP Plant, however this does not form part of the proposals. The hotel proposal within the Masterplan would similarly provide a good load profile. The proximity of the hotel to the hub development would create a good opportunity to develop a small district heating system based on a CHP. This concept should be investigated further.

Other ways of reducing the overall electricity demand would be the use of small scale renewable energy sources. These could include roof mounted PV panels or small wind turbines. As with CHP plants, further study would be needed to assess these options.

Overall, electricity presents an issue in terms of its limited future capacity for new development. Research into renewable energy generation, such as CHP Plants should be investigated.

Gas

There is currently a comprehensive network of low pressure gas mains within the Town Centre, provided by Scotia Gas Networks. The new development proposed should feed off this network. In order to ensure there is adequate capacity for the future proposals, the provision of a CHP Plant would reinforce the network. Please refer to the section above regarding a CHP Plant.

Overall, gas could present an issue for future capacity, without the future provision of a CHP Plant.

Water Supply

There is currently an extensive network of water

mains within the study area, which confirms there is sufficient capacity in the area to support future development. However, Thames Water would require a flow and pressure investigation for the major development proposals at Streatham Hill and Streatham Hub to determine whether the local network has available capacity to serve the peak requirements of the proposed Masterplan, whilst maintaining supplies to existing users, or whether enhancement may be required to facilitate the development.

Overall, water supply does not appear to be an issue due to the large water mains within the area.

Drainage

There is currently a combined foul and surface water drainage network within the study area, which is operated and owned by Thames Water. In addition, there is a storm relief drain that runs south of the railway line, for peak rainfall events.

The new development proposals will need to separate foul and storm water systems to limit any new discharges into the drainage network. The provision of Sustainable Urban Drainage Systems (SuDS) and rainwater harvesting should be considered to encourage natural recharging of ground water and ameliorating the impact on and development costs for water and drainage utilities. There are no obvious surface water courses to discharge stormwater to and therefore all drainage solutions will need to be provided locally.

The Streatham Hill proposals are split by major roadways therefore ruling out opportunities to collect combined runoff for reuse. The new development is predominantly retail and residential (Blocks SH1, SH2 and SH4) including open space which could incorporate landscaping with attenuation ponds, in-ground storage for re-use and seasonal plant irrigation.

Within the Streatham Central area, rainwater could be collected from Block SC1 with storage located within the car park service area and re-used for car/vehicle washing facilities.

Streatham Village proposals at the junction between Mitcham Road and Streatham High Road includes retail, residential, commercial and possible community elements. Blocks SV1 and SV2 open out onto Streatham Green and will include A3 retail units, therefore opportunity for reclaiming rainwater and using it for toilet flushing could be a viable option. A new public space on the road junction should incorporate soft landscape features and porous paving materials to enable storm water to filter directly into the ground where possible.

The Streatham hub proposals incorporate the redevelopment of Streatham Station. Blocks SHU1, SHU3 and SHU4 are mixed use areas consisting of residential, retail, commercial, a hotel and station redevelopment. The area provides more opportunity to use natural soft landscaping for storm water attenuation. The hotel with high water usage would be suitable for grey water and rainwater recycling for toilet flushing and a green roof terrace amenity could be considered. Residential, retail around Streatham Station would be suited to green or brown roof rainwater attenuation. Soft landscaping and porous paving materials should be incorporated into the residential car park and external areas and the Station Square.

Overall, drainage does present a potential problem for any future development in Streatham. Methods to mitigate against run off should be

incorporated into the detailed proposals through sustainable systems such as SUDs and green roofs.

Sustainability

A sustainability assessment was undertaken to appraise the Masterplan in relation to a series of sustainability criteria (see Appendix B). These criteria have been derived from the BRE Environmental Assessment Method (BREEAM), One Planet Living and the EDAW Stage 3 Sustainability Appraisal within the Stage 3 Report.



High Quality Public Square



Colombia Road Market



Green Roof on a small scale



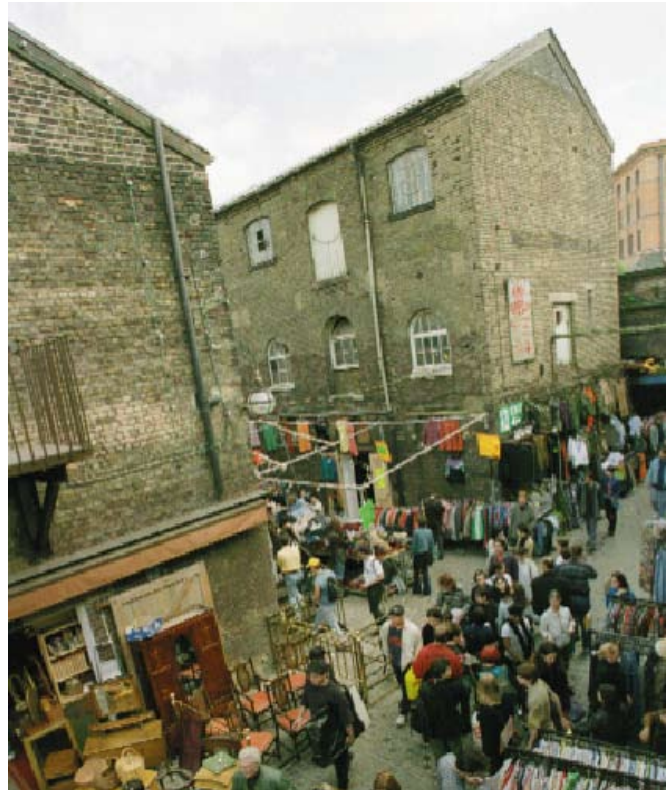
Green Wall around a Car Park in Miami



Green Roof on a large scale

The full assessment is set out in Appendix B of this report and demonstrates that the Masterplan is likely to have a very positive effect in Streatham, against each of the criteria. In summary, the Masterplan contributes to the sustainability agenda by:

- Encouraging people to walk, cycle and use public transport in Streatham.
- Providing new residential development around the Stations will encourage people to live sustainably and reduce reliance on car travel.
- Ensuring that developers taking on the key proposals within the Masterplan are committed to encouraging sustainable living.
- Ensuring new residential development meets the Code for Sustainable Homes Level 4 for quick win projects and Level 6 by 2016.
- The improvement to the ecological value of Streatham through tree planting, green routes and green walls.
- The creation of new retail, office, community and hotel space will create new jobs in the town centre.
- The creation of new community space and the extension of the Tate Library will provide more training services for the local residents.
- The provision of new well-designed residential units will help promote healthier lifestyles.
- The creation of new active frontages onto Streatham Green and densification will help create natural surveillance and make the town centre a safer place for those who live and visit there.
- The promotion of a new district heating system in Streatham Hub, using a CHP Plant.



Local market in Camden

Equalities

The baseline research carried out as part of this Masterplan highlighted the diverse local population and range of cultures that Streatham is home to. As a result, a crucial driver behind the Masterplan was to preserve and enhance the diversity of the population through the proposals. This has been achieved through proposals to: preserve the independent stores, which are located along the High Road; enhance the Somalian Quarter; and improve Gleneldon Mews to provide space for local creative industries and cafes. In addition, the creation of the Market Square in Streatham Central has been designed to provide a market space for local retailers and producers to sell their goods. The new public spaces, the Station Square and the Market Square and the new community building overlooking Streatham Green, are all designed as locations for the community to unite and come together. It is also anticipated that these spaces can be used to reinforce Streatham Festival and encourage it to expand. The aim is to strengthen community pride and cohesiveness.

A key part of the Masterplanning process has been the consultation with the local community at each stage of the process. This has included stakeholder, local community events as well as focus groups with key groups within the community, including young people and Somali people. This has encouraged a dialogue between these groups and has allowed them to work with us to bring about positive change in Streatham. This is in-line with the Government's forthcoming strategy for increasing dialogue and collaboration. The final draft Masterplan has been driven by consultation responses on the preferred option presented in Stage 3.

A detailed Equalities Impact Assessment (EqIA) should be carried out on detailed proposals as they come forward in key sites.

7.0 Strategy for the Road

Objectives for the Road

The key characteristic of Streatham Town Centre is its location on a strategic vehicular route, connecting Central London to Gatwick Airport and Brighton: the A23. As a strategic north south route, it covers 6 traffic lanes in places, which are predominantly congested with fast moving traffic and high pollution levels. This has a significant impact on the character and environment within the town centre, which is effectively severed in two.

A key priority for the Masterplan was to explore how the High Road works and is used by the people that live and work there, and those that pass through the town centre. Space Syntax were commissioned to focus on this aspect of the Masterplan by looking at local movement within the town centre; characterising its relationship to its immediate surroundings; and placing it within the London metropolitan area as a whole. On a more local level, a 'spatial accessibility' model was used to identify the scope for new routes that take pedestrians off the High Road. This modelling highlighted that Streatham High Road has large building blocks and a lack of 'circulatory routes' (i.e. routes off the High Road) between major uses, which affects permeability and proximity. Access to the High Road and its facilities is not always as convenient as it could be, and the distance to travel between buildings and spaces in the town centre are often longer than is desirable to those leading busy lives.

The analysis has confirmed that while Streatham has good strategic links on a major transport connection between Gatwick and Central London, transport connections locally are less advantageous. Compared to other local centres in the area, Streatham is severed by surrounding rail lines and lacks local connections making it difficult to get to and around the town centre. This has had knock on effects on Streatham's image and has influenced its lack of high quality retail offer. However, in spite of this Streatham High Road has a high concentration of retail uses and pedestrian concentration that makes it ideal for retail activities.



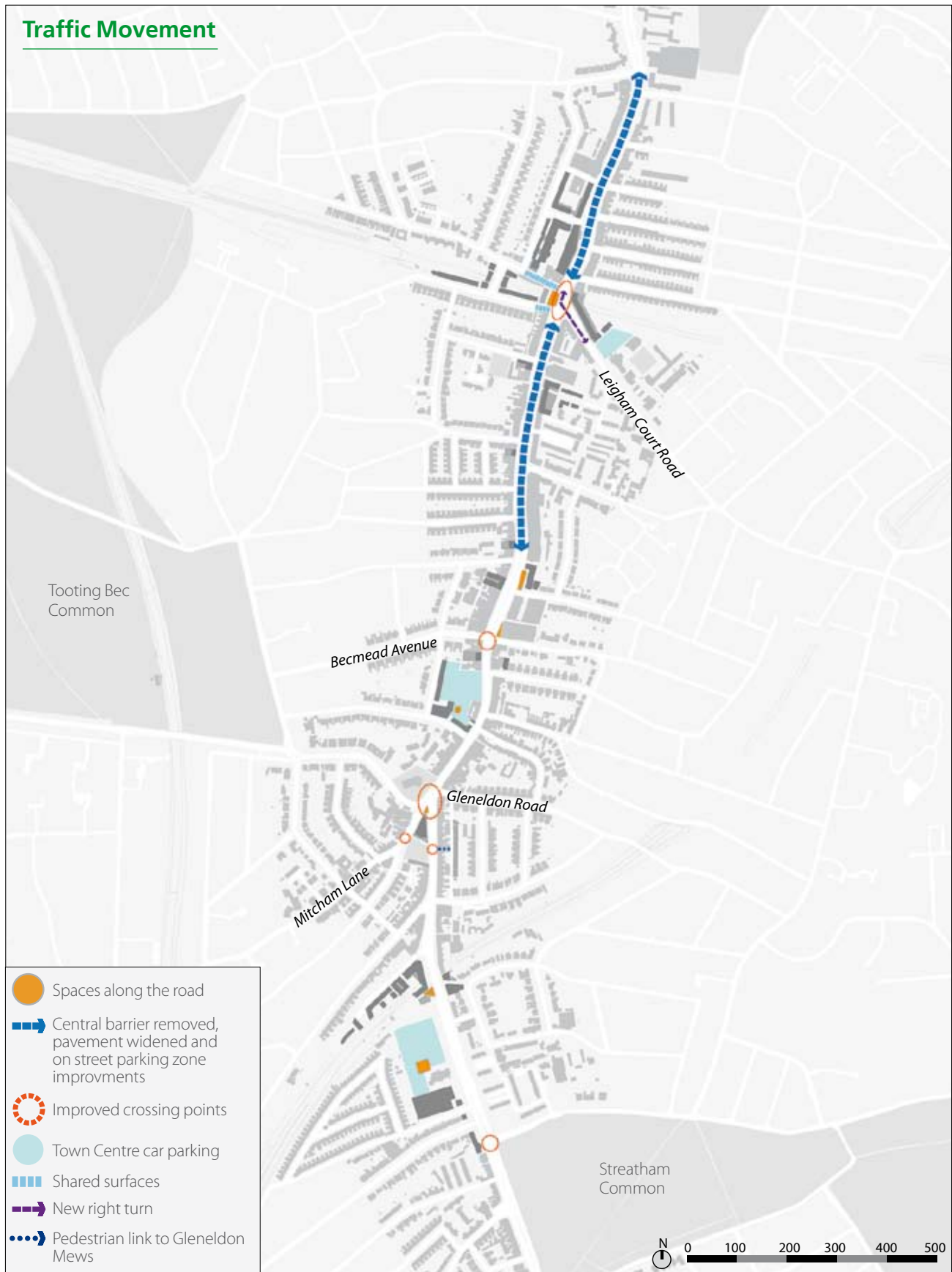
Kensington High Street



Upper Street, Islington



O'Connell Street, Dublin



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Traffic Movement

As set out in Chapter 5 of this report, TfL have been undertaking some works to the High Road to enhance the environment for pedestrians, cyclists and public transport users. However, in addition to this, the Masterplan proposes a series of complementary proposals to address and reduce the impact of the road:

- The creation of small spaces, conducive to social activity, that front onto the High Road and the creation of pedestrian routes connecting into the adjacent neighbourhoods.
- Removal of the central barrier down the High Road. This is proposed from Streatham Hill Station up to Telford Avenue and from Streatham Hill Station down to Woodburne Avenue.
- Widening of the pavements and the introduction of trees on either side of the High Road. This is proposed from Streatham Hill Station up to Telford Avenue and from Streatham Hill Station down to Woodburne Avenue.
- Introduction of new and/or improved pedestrian crossings at the Streatham Hill Station junction; the Becmead Avenue junction; Gleneldon Mews junction; across Streatham Green (on Streatham High Road and Mitcham Lane); and at the Lewin Road/Streatham Common junction.
- Proposals for new or improved parking facilities off Leigham Court Road and Prentis Road (parking facilities are proposed as part of the Streatham Hub redevelopment).
- Creation of shared surfaces between Sternhold Road and Drewstead Road to link proposed development blocks.
- Introduction of a right hand turn out of Leigham Court Road onto the High Road.
- Pedestrian link to connect Gleneldon Mews to Streatham High Road.
- Improved links from Streatham Common to Tooting Common.
- Improvements to the Streatham Station (additional exit on opposite side of the Streatham High Road).

These proposals aim to provide a more pedestrian friendly and attractive environment through wider pavements, open spaces, better crossings, and new trees. This will be complemented by the proposals for the public realm set out in the next section. The reduced road width and other road works proposed will help to create a constant, steady speed of traffic down the High Road, rather than the stop start situation that currently exists as a result of the changing number of lanes. This is intended also to prevent pockets of congestion on the High Road.

Future Recommendations:

The following proposals are recommendations for future intensified transport improvements. A high level assessment of these recommendations has been carried out at this stage, looking at the improvements they would deliver and their impact on the different highways users.

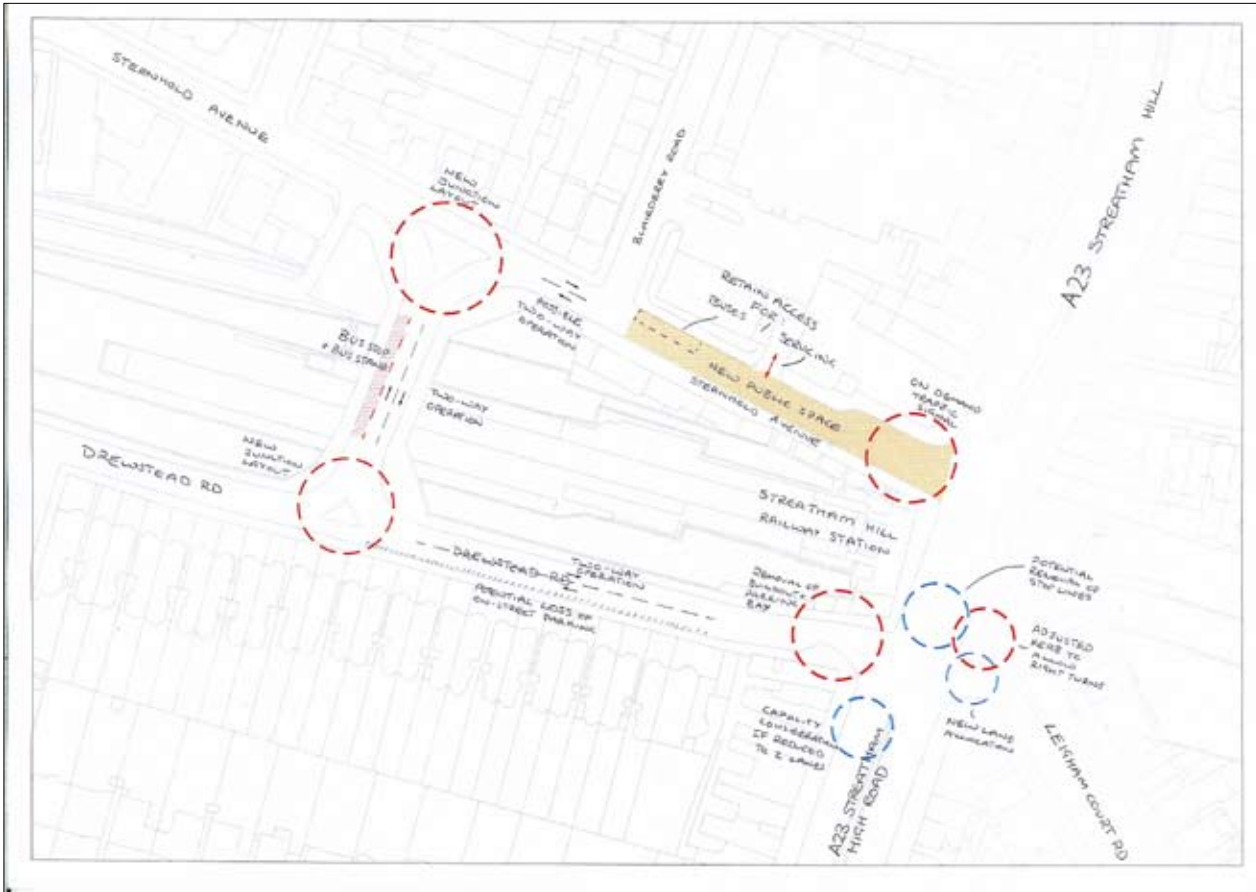
- A series of parking bays on the High Road, north of Woodburne Avenue, allocated for disabled drivers and members of car clubs.
- Potential pedestrianisation of Sternhold Avenue, directly north of Streatham Hill Station.
- Potential pedestrianisation of part of Gracefield Gardens or Pendennis Road.
- Potential traffic improvements to the Mitcham Lane Junction with pedestrianisation of Mitcham Lane adjacent to Streatham Green.
- These proposals are explored in more detail below.

Streatham Hill Railway Station

The proposal would close a section of the B221 Sternhold Avenue to the north of the railway line and Streatham Hill Station, between its junctions with Blairderry Road and the A23 Streatham High Road. This would create a new pedestrianised public space next to the Station. This would be assisted by the creation of a right turn out of Leigham Court Road onto the High Road.

The implications of this include:

- Conversion of Drewstead Road to allow two-way movement;
- Conversion of the railway bridge to allow two-way movement;
- Altering junctions between Drewstead Road/Sternhold Avenue and the railway bridge, to allow two-way movement;
- Requirement to find a new location for Bus 255 to stand and turn around;
- The limitation of loading opportunities for commercial units;
- The displacement of pedestrian crossings and the creation of severance between the residential area to the west and Streatham Hill Station; and
- The increase in the number of conflicting movements between vehicles travelling down the High Road and vehicles travelling right out of Leigham Court Road.



Transport interventions at Streatham Hill Station



Transport interventions on Mitcham Lane

Pendennis Road/Gracefield Gardens

The proposal would close the junction between Streatham High Road and either Pendennis Road or Gracefield Gardens. This could either create a larger Market Square on the corner with Gracefield Gardens or would create a new smaller public space in front of Pendennis Road.

The implications of the Pendennis Road junction closure include:

- Additional traffic pressure on Gracefield Gardens;
- Local residents on Pendennis Road would experience a significantly diverted journey through residential streets; and
- Reduced delay for vehicles on the A23 and Becmead Avenue through the reallocation of green time at the signals.

The implications on Gracefield Gardens junction closure include:

- Additional traffic pressure on Pendennis Road;
- Local residents on Gracefield Gardens would experience a significantly diverted journey through residential streets;
- Access to the service area and medical centre need to be maintained via Gracefield Gardens unless a bay can be provided on the High Road;
- Maintaining this access may have implications on the size of the Market Square.

Mitcham Lane

The proposal would close a section of Mitcham Lane to vehicles between the junction with Tooting Bec Lane and the junction with Babington Road. This would effectively pedestrianise the area of Mitcham Lane directly north of Streatham Green to create a larger public space. Traffic would need to be diverted to other routes.

The implications of this include:

- Additional traffic on Ambleside Avenue, Tooting Bec Gardens, Gleneagle Road and Streatham High Road south of Mitcham Lane, resulting in delays and traffic conflicts;
- Significant increase in the distance travelled by the vehicles on this route;
- Buses routed via this diversion would bypass several stops currently located on Mitcham Lane; and
- Potential issues with buses turning from Gleneagle Road onto Ambleside Avenue.

It is suggested that it may be more preferable to continue to maintain access for buses along Mitcham Lane with the carriageway closed to general traffic. However, the closure of Mitcham Lane would greatly benefit pedestrian movements and create a much larger public space linked to Streatham Green.

Car Parking Bays

This proposal has not been assessed as part of the Masterplan. However, this could form a key element in the recommended Car Park Strategy (refer to Chapter 12). The bays could be created on the High Road, to the north of Woodbourne Avenue and would be solely available to disabled drivers and members of car clubs.

Pedestrian Movement

Through the development of the Masterplan, it has become increasingly evident that unlocking the problems associated with the High Road will play a critical role in rejuvenating the town centre and restoring its image and former success. Put simply a more attractive and accessible pedestrian environment will ultimately attract new businesses to Streatham and people to spend more time there rather than going elsewhere to shop and enjoy themselves. It will also encourage inward investment.

A key focus for the Masterplan is to put a framework in place to transform the High Road from a traffic corridor to a route that is characterised by a series of attractive and welcoming spaces. This will be achieved by joining up both sides of the road and improving access to local services and facilities.

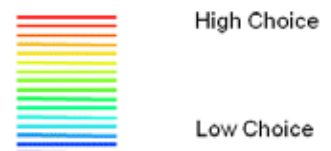
Space Syntax have undertaken an analysis of the key proposals for the High Road and assessed how they will improve movement and permeability within the town centre.



Space Syntax diagram illustrating existing pedestrian accessibility



Space Syntax diagram illustrating proposed pedestrian accessibility as a result of the Masterplan



Pedestrian Crossings

As shown on the adjacent plan, the existing crossings along Streatham High Road are poor. If they are off-set and staggered, crossings can reduce continuity and ease of travel for pedestrians. The existing crossing facilities are poorly aligned with pedestrian desire lines and traffic orientated landscaping discourages safe and informal crossing.

The proposed new crossings along the High Road will increase crossing frequency between both sides of the High Road; help to increase access into and through Streatham Green; improve connections from Streatham Station to Tooting Common; improve the ease of pedestrian access on the western side of the High Road; increase the accessibility between the High Road and surrounding residential streets;

Green Links

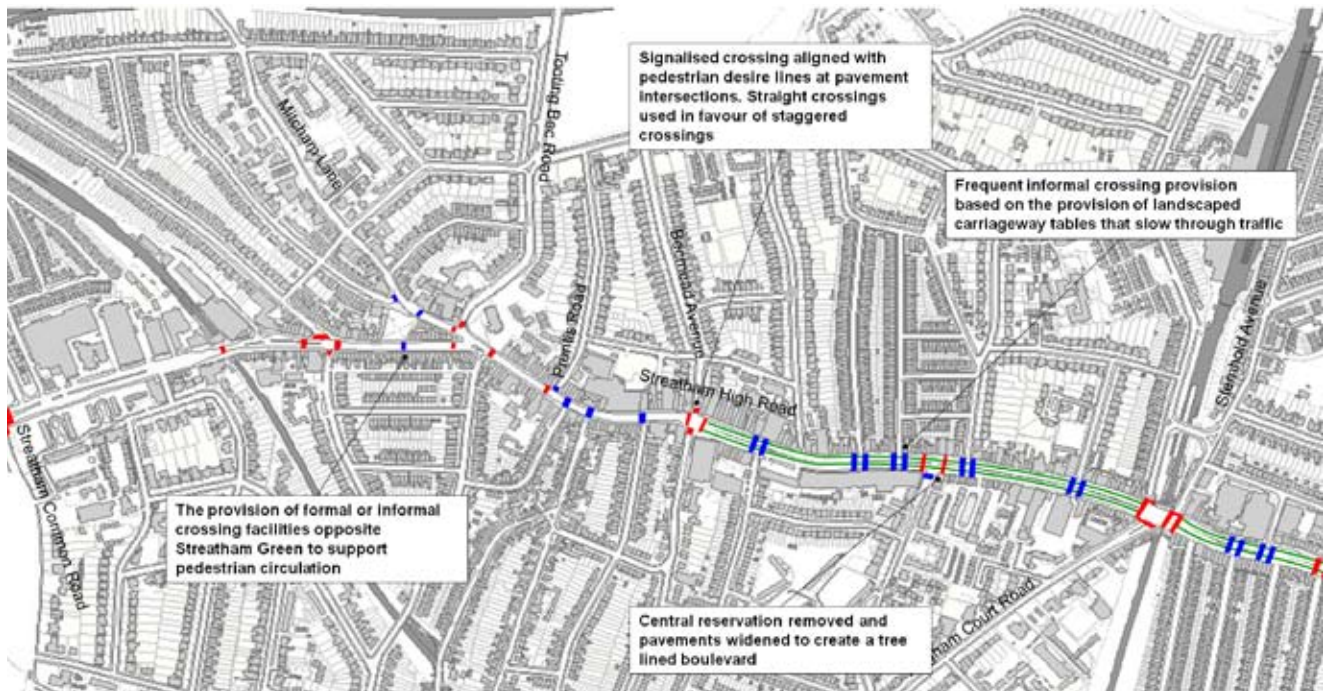
A key element of the Masterplan is to reinforce and improve the existing links to Green Spaces. These not only include Streatham and Tooting Bec Common, but also the local areas of 'Nature Conservation Importance' (SINCs). These include St Leonards Church and Unigate Wood (Borough Grade 1 SINC). These new links should encourage people to enjoy and make use of these areas of ecological and biodiversity value and promote their management. The use of information boards should be used to publicise their beauty and importance. These links will help to support local habitats (nesting birds and bats), which are present within Streatham.

Public Spaces

As shown on the adjacent plan, the new public spaces proposed as part of the Masterplan help reinforce the green links and Green Spaces referred to above. The public space at Streatham Green will provide a focal point in its own right and also improve the ease by which pedestrians will be able to get to Streatham and Tooting Bec Commons. The Station Square at Streatham Hill Station provides an attractive arrival point in a prominent location within the town centre and convenient to Tooting Common. The creation of the public spaces as part of the 'boulevard effect' on the High Road will furthermore encourage safe and more informal movement within the town centre and create a stronger connection between the retail core and the surrounding Commons via the improved green links.

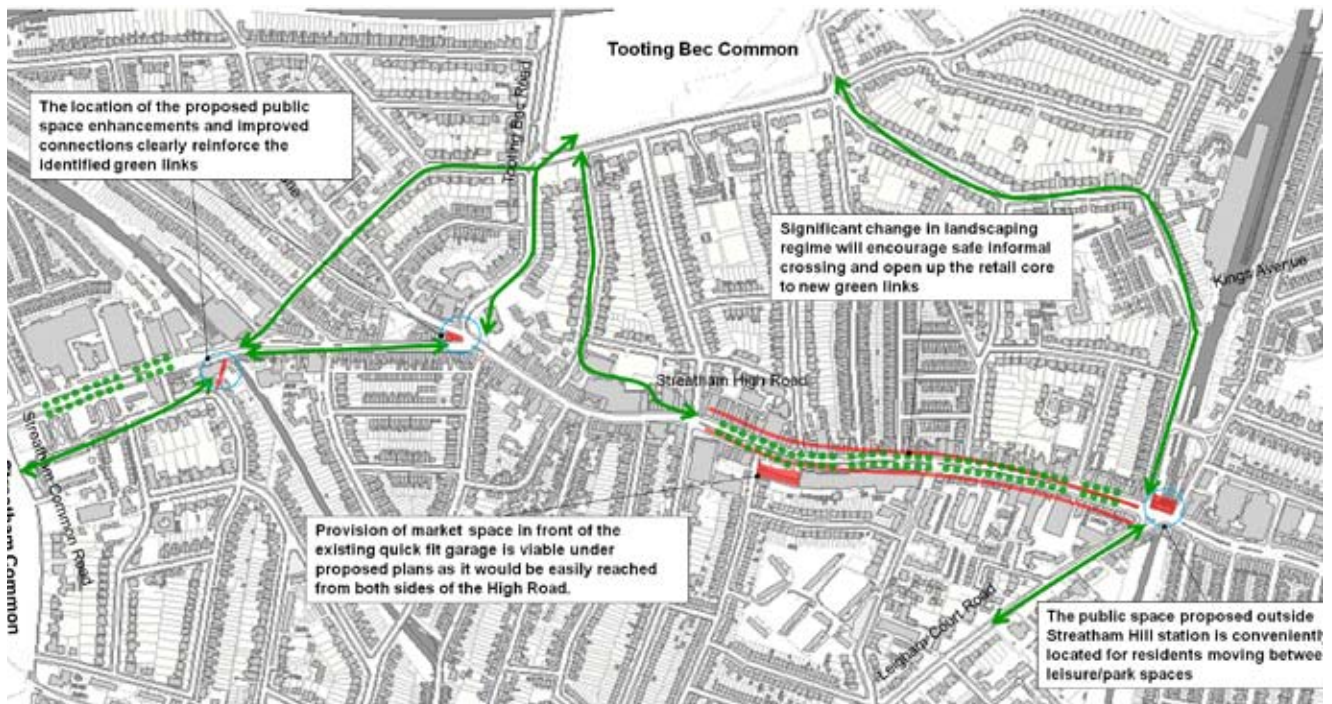
Road Treatments

The key road treatments proposed as part of the Masterplan are to remove the central barrier and widen the pavements to improve the pedestrian environment. This will ensure that vehicle speeds are reduced, but existing capacity is maintained. Pedestrian comfort will increase, as a result, to create a better balance between pedestrians and road users. Precedents, such as Walworth Road and Trafalgar Square demonstrate that increasing the pavement width and removing pedestrian barriers can have a dramatic and positive impact on the character and use of roads and public spaces.



Space Syntax diagram showing existing and proposed new crossing points.

- Area of pavement widening and removal of central reservation
- Formal, signalised pedestrian crossings
- Informal, non signalised pedestrian crossings



Space Syntax diagram showing new pedestrian links to green spaces within the town centre

- Identified enhancement areas
- ↔ Key green links
- Boulevard landscaping
- EDAW public space enhancements

8.0 Guidance on Public Realm development

The existing quality of the public realm in Streatham does not reflect the aspiration for a successful place and an attractive town centre. Consultation during the preparation of the Masterplan highlighted the public's concern about the deteriorating quality of the town centre as a result of the impact of the A23. It was felt that this poor image had a direct impact on the quality and variety of retailing and other town centre facilities. However, at the same time, there was a very strong consensus that any future proposals must reinforce the distinctiveness and special character of the town centre rather than making it look like any other place.

This chapter sets out a series of guidelines to improve the appearance of the town centre. These key principles should be used to guide the treatment of key public spaces along the High Road as development proposals came forward. The overall objective is to ensure that the public realm is distinctive, attractive, adheres to the highest design standards and enhances the image and identity of Streatham. The guidance is not intended to be over-prescriptive, rather to provide a co-ordinated approach to the design and treatment of the public realm in terms of hard and soft landscaping, lighting, signage and street furniture in order to enhance the appearance of the town.

The objectives of the public realm guidance

The public realm is made up of streets and spaces that can be freely accessed by the public. It encompasses streets, parks, squares, pedestrian and cycle routes as a network of interconnected spaces.

The aims for the public realm guidance are to:

- Set principles to improve existing streets and spaces and to provide a new public realm of the highest quality.
- Reinforce the image and identity of the Real Streatham Brand
- Enhance and promote Streatham's existing heritage assets.
- Support the provision of usable and high quality meeting places.
- Build on the principles of sustainable development.
- Improve the pedestrian environment and experience.
- Green the town through a programme of landscaping and environmental enhancement.
- Ensure the quality of the public realm is managed and maintained.
- Provide a framework for development of key sites to ensure improvements to the public realm are delivered as part of comprehensive development schemes.



High quality public realm in High Street Kensington



Street Markets



Islington Green



High Holborn



Covent Garden



Battersea Square



Mews in Notting Hill

Strategic Proposals

This section of the report provides public realm guidance that applies across the whole study area to ensure that all public realm proposals coming forward are consistent and appropriate for Streatham's townscape. Together these strategic elements should ensure that Streatham's public realm is of the highest quality, and is both inspiring and robust.

Wayfinding

Wayfinding is about making connections between places and making places legible and inviting. Good wayfinding should stimulate and communicate the quality of the place and make people feel secure and comfortable as they move around. It will be particularly important on Streatham High Road and on routes off the High Road. Guidance for signage on the High Road is set out below:

- Signs should be visible during the day and illuminated at night.
- Consideration should be given to specific graphics that are branded to include the 'Real Streatham' brand and Lambeth Council's logos.
- Key spaces and destinations should be highlighted, particularly green spaces.
- Pedestrian and cycle routes, including links to Green Spaces, should be highlighted.
- The signs must be seen clearly from a distance.
- Information boards should be provided informing people of the conservation heritage of Streatham and the SINC's, such as Unigate Wood and St Leonards Church. These can be used as an educational tool and must be readable for all user groups.
- Materials must be used that are easily maintained.
- Use should be made of LED low energy lighting.
- The possibility of integrating signage with new technology such as a telephone or website information should be explored.



Exxamples of effective signage and wayfinding

Surface Materials

The selection and use of surface materials in Streatham should contribute to a high quality, unified and coherent streetscape, reinforcing the established distinctiveness of the public realm. A consistent approach to the selection and use of surface materials through Streatham should be adopted, although this does not preclude creative variations from the standard materials in the key projects and sites to highlight the distinctiveness of the different 'villages' on the High Road.

Materials should complement the surroundings, particularly in areas where the historic setting is more prevalent, i.e around the Library and St Leonards Church.

High quality and durable paving material is paramount to ensure the long term quality of the public realm. The following guidelines are proposed:

- Materials should be appropriate to the Conservation Area.
- Edgings and kerbs should match the surrounding paving to ensure co-ordination.
- All material should have a recycled content over 30%.
- All materials should be robust and easily replaceable.

The new public squares should have a consistent paving. Accented paved roads and shared surfaces should have distinct homogenous paving to provide a recognisable identity. Tactile and raised paving should be used to announce crossing points. This should raise awareness of car drivers and pedestrians that these areas should not be considered as traditional road environments and therefore traffic speeds need to be reduced.



Examples of high quality paving

Lighting

Lighting should not be used as a purely functional element within the public realm. It should also be used to create an element of 'spectacle' for Streatham by providing interest whilst emphasising key buildings and spaces within the town centre. The lighting of buildings should play a key part in identifying routes, highlighting distinctiveness and the quality of the architecture and conservation area. Strategic lighting should provide an important role in creating an attractive town centre environment at night. Proposed lighting should introduce new sustainable and efficient lighting components that are animated and interactive, thus creating a distinctive sense of place within Streatham, whilst also creating a safe pedestrian environment.

Bright lighting should be used to illuminate the key spaces along the High Road, for instance the Station Square, the Market Square, Streatham Green and the area around the new Hub Development. Dimmer lighting should be used to illuminate shared surfaces and key primary crossing points to and from the Stations. Those buildings which are particular assets to Streatham in terms of heritage, should be lit using warm lighting techniques, these include the Tate Library, St Leonards Church and the Mosque. Where iconic features are included in the key sites, for instance a Green Wall at the Station Square, the use of lighting should create a spectacle in the day and night time.



Examples of high quality lighting

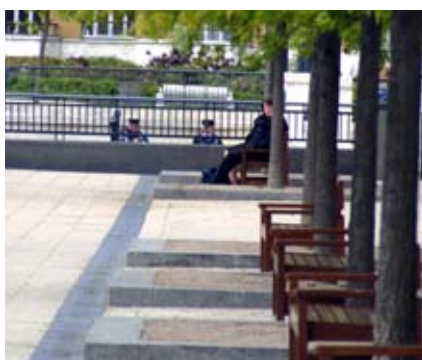
Street Furniture

The street furniture components should consist of a range of high quality complementary materials and finishes creating furniture that should serve the diverse needs of all of Streatham's local and visitor population. Where possible, street furniture should be built into and integrated with the surrounding landscape. The provision of new street furniture should be introduced in an incremental fashion to replace the existing furniture and complement the high quality urban environment.

The location of street furniture has the potential to play an important role in reducing the impact of the High Road on pedestrians. This can be achieved by positioning street furniture and trees in a way which creates a natural buffer between the pedestrians and the traffic. The streetscape should be high quality, clutter free, unified, easy to maintain and safe to use.

All materials should be co-ordinated to produce a family palette of materials, to ensure all elements of street furniture (litter bins, seating, bollards, cycle stands, railings, signage) sit comfortably with one another and are compliant with the Disability Discrimination Act (DDA) guidelines. They should also contribute to the heritage and conservation character of Streatham.

- Street furniture should have the following characteristics:
- Co-ordinated, robust and suitable for ongoing use;
- Attractive in design and appearance;
- Located at regular intervals;
- Litterbins should provide for the separation of non recyclable waste and recyclable materials;
- Arrangements of new seating should promote the Masterplan objectives of creating meeting and focal points; and
- New railings should be simple and have a co-ordinated design throughout the town with the potential for creative bespoke design in key locations.



Examples of high quality street furniture

Shop Frontages

Key to enhancing the shopping environment along the High Road should be the improvement of shop frontages, which are currently of poor quality and many mask original Victorian frontages. Any original shop frontages should be retained and modern extensions removed to expose the original brickwork and windows. Where necessary and appropriate, improved fascia signage should be provided.

The character and appearance of the buildings with the Conservation Area, should be preserved and enhanced wherever possible. Any changes to shop frontage should be in accordance with the shop fronts and signage Supplementary Planning Guidance to discourage the use of shutters. In addition, a new Station building at Streatham Hill would need to have regard to its location within the Conservation Area.



Examples of high quality shop frontages

Planting

Planting that is able to adapt and grow in a highly urban environment should be integral to the success of the public realm in Streatham. Characteristics of plants suitable for Streatham’s environment are as follows:

- Robust and adaptable requiring minimal maintenance;
- Heavy native species with a mixture of structural and seasonal planting; and
- The ability to cope with high levels of traffic and some potential damage from buses travelling up and down the High Road.

It will also be important to choose a range of plants that flower and bloom throughout the year to enhance the public realm. Planting in the new squares and spaces should encourage people to stop and reflect and also to help guide the pedestrian through the town centre.

There is potential for a horticultural strategy to provide an opportunity for local residents to get involved in the greening of the town centre through:

- Making use of the new spaces and square for seasonal displays;
- Providing flexible spaces for containerised displays; and
- Planting of mature trees of local prominence.

The planting of trees down the side of the pavements should help to protect the public realm from the effects of the road (pollution, noise, safety), by providing shelter and creating a buffer. The planting of the following trees are proposed because they of their size (4-8m height) which can be container grown. They all have a good track record as street trees in other similar locations and will attract wildlife to encourage and promote biodiversity in Streatham.

- *Prunus cerasifera* ‘Atrapurplea’ – has attractive purple foliage
- *Acer campestre* – pale yellow autumn foliage
- *Acer palmatum* ‘Silberlocke’, attractive autumn foliage
- *Acer palmatum* ‘Sango-kakii’, attractive autumn foliage
- *Carpinus betulus* ‘Fastigiata’, deciduous has steel grey bark (looks good in winter)
- *Fraxinus excelsior* ‘Rancho’, pale yellow autumn foliage
- *Aesculus x carnea* ‘Briotii’, nice red blooms in May
- *Arbutus unedo*, the strawberry tree

It is important that the trees, and more importantly their roots, do not interfere with the utilities routes. Streatham High Road and Streatham Hill are highly serviced areas which include primary infrastructure serving other nearby areas of South London. These services run both under the carriageway and the pavements. Containers and planting boxes should be used to ensure that tree roots do not damage the utility corridors. Sufficient space will need to be provided for the root balls for the selected species. Further detailed investigation will be necessary in certain locations to establish the exact position of underground utilities, and the feasibility and cost of providing the appropriate space for the trees.



Tree planting within containers



Field Maple

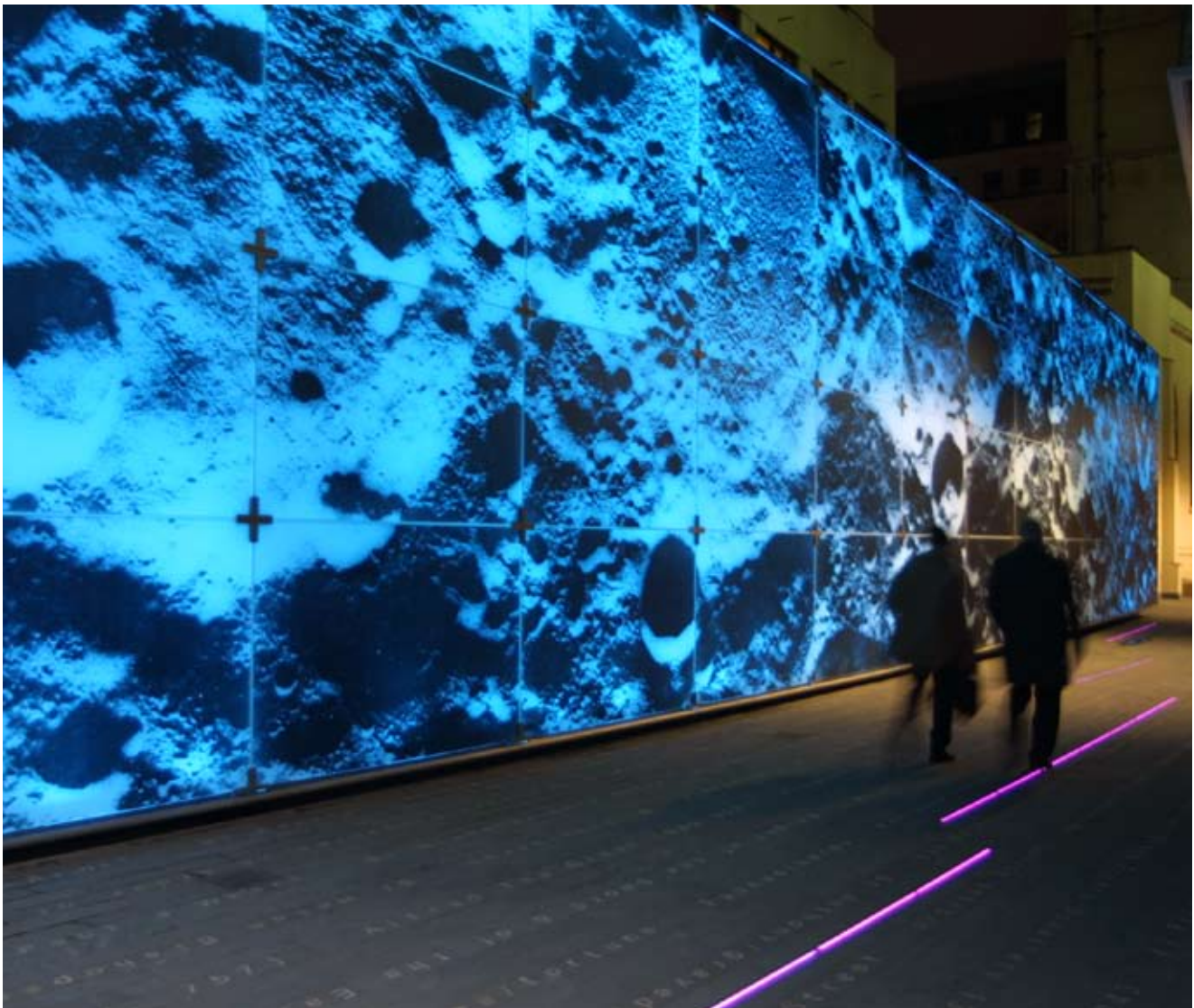


Prunus Cerasifera Atrapurplea

Public Art

Public art is an integral part of a stimulating environment: it awakens all the senses, and can be exciting, thought provoking, moving and fun. Used well it can enhance the quality of life and create a dynamic, sustainable, economically successful and inclusive environment.

Public art should be used to announce the key gateways into the town centre and to help guide people to destinations within it. Additionally art could be located in the new Station Square, the Market Square, Streatham Green and Gleneldon Mews. Some art could change and respond to the seasons and key cultural events, such as the Streatham Festival.



Examples of public art as attractions

During the Stage Three Focus Group with young people, one of the key messages was their desire for some form of public art at either of the Station entrances to welcome people into Streatham. In addition, they voiced a desire for some form of local public art in the new Squares for young people, such as a graffiti wall. The use of public art could be used to promote the 'Real Streatham' brand through the promotion of local talent.

There is the potential for a comprehensive Arts Strategy in Streatham to help create this sense of identity and place that is so desired. The intention would be to embed art creatively into the townscape of Streatham: in new developments, through abstract lighting installations, sculptures and a conceptual graffiti wall. Art should aid the interpretation of the identity of Streatham and energise the cultural life of the town centre.



Effective forms of interactive public art

9.0 Implementation and Delivery

Implementation Strategy

The Masterplan will provide a tool to promote and facilitate the development and regeneration of Streatham town centre. It comprises a comprehensive package of projects, which have the potential to come forward over varying timescales throughout the Masterplan timeframe. The challenge of delivering the Masterplan will require concerted and co-ordinated action and commitment from the public, private and voluntary sectors. This section sets out guidance on the implementation and delivery of the Masterplan. It includes the implementation mechanisms that will be required to move from concepts to delivery. Recommendations are made to the Council and its partners regarding the delivery of key projects, including advice on the following areas:-

- Delivery principles
- Roles and responsibilities
- Planning strategy
- Delivery mechanisms
- Delivery risks
- Phasing and timetable
- Guidelines for development of key sites
- Action Plan

Viability

Current economic conditions are having a severe effect on the property market. The vast majority of indicators are suggesting that property development is not an attractive proposition at present. Analysis and views of an expected recovery are currently mixed further compounding problems and confidence in the marketplace. Since development is typically a relatively highly leveraged exercise, the lack of availability of debt finance means that very few schemes are currently being built. In addition, construction costs are rising and potential returns from property are decreasing. Furthermore the lengthy lead-in period is encouraging development inertia

amongst mid to niche market players. As a result regeneration projects, even in many prime locations, are currently showing at best marginal and in most cases negative results. In fringe and suburban locations such as Streatham, they will have a critical influence on the early phases of the Masterplan.

However, it is important to remember that the Masterplan is proposing a 15 - 20 year regeneration programme. Short term market conditions will not hold for the entirety of this period and there is expected to be a recovery, as previous cycles have shown, albeit not to the same market conditions have witnessed in the preceding two to three years. This is taken into account in the delivery strategy and proposed phasing set out below.

The economic downturn also provides an opportunity to address planning and land assembly as well as develop a marketing strategy in expectation of stronger market conditions. In this way the Council will be prepared and well placed to move forward effectively when the economy picks up. Streatham in turn will be well positioned to capitalise on growth.

Delivery Principles

A number of principles underpin the implementation of the Masterplan proposals:-

- Principle 1 – a comprehensive and sustainable approach must be undertaken in implementing the Masterplan.
- Principle 2 - development proposals must be aligned with the Masterplan Vision, Objectives and Principles and must not compromise the delivery of subsequent elements of the Masterplan.
- Principle 3 - delivery of physical development, infrastructure proposals and public realm improvements are closely linked. The provision of new infrastructure, in particular highways improvements, the provision of new linkages, enhancement of the public realm and the creation on new public spaces are fundamental to achieving the regeneration objectives and must be addressed comprehensively.
- Principle 4 - development and public realm proposals must be of the highest design quality and accord with the design principles set out in the Masterplan.
- Principle 5 - an enhanced and coordinated branding and promotional strategy building upon Streatham's rich cultural heritage highlighting its competitive advantages will be required to improve existing perceptions and build a strong image.
- Principle 6 – that flexibility will be required due to the scale and range of uses proposed meaning that the Masterplan will be delivered as a series of projects across a number of phases as private sector appetite presents itself, rather than as a single scheme.
- Principle 7 – that public sector resources available to deliver the project are limited and that a combination of public and private sector resources will be required to stimulate investor interest and deliver the Masterplan in partnership.

Rationale

Whilst the direction for change in Streatham is set by the Masterplan, the physical plan for change needs a strong delivery and implementation focus if the regeneration of the area is to be a success. A number of key development proposals are already coming forward and are expected to be delivered by the private sector. Given the current economic conditions these catalytic projects need to be further encouraged to ensure they are delivered and are exemplar developments for future projects. The implementation and delivery of projects within the Masterplan will depend on:

- The overall strength of the UK, London and local economies and property markets;
- Improving the inherent attractiveness of Streatham as a place to invest and do business;
- The ability to provide appropriate physical development opportunities and secure funding;
- The timing and delivery of physical regeneration initiatives elsewhere within the borough and other competing locations within South London; and
- Effective partnership working between stakeholders.

In this context it is important to consider both the current situation in Streatham and potential opportunities for future improvement. The following table sets out this context, based on our analysis in the Background Papers to the Streatham Masterplan.

Strengths	Weaknesses
<ul style="list-style-type: none"> • Local diverse population and cultures • Good identity and profile of area • Good housing stock in surrounding area (terraced and older family housing) • Good transport links • Outward shift from Clapham of the right demographic i.e. e.g. families buying bigger houses • Development coming forward through pipeline • Quality architecture, producing a good image • PCT building • Office occupiers, providing a reasonable number of employees likely to spend money in the area • New leisure centre i.e. Fitness First • Closeness of the High Street to residential accommodation adds vitality to the area 	<ul style="list-style-type: none"> • Two sets of retail multiples, reducing rental potential and stopping any one area reaching critical mass • Architecture and conservation areas pose constraints on new development • Few large development sites available • Lack of non-religious community space and youth facilities • Food and drink establishments limited to the High Street area • Cultural / social gap between young professionals and a more marginalised population • Fragmented land ownerships with limited public sector ownership • Lack of open space and a constrained streetscape • Poor office market with accommodation being converted to residential and other uses • Town centre very linear with the main arterial road causing a considerable barrier to pedestrian movement

Opportunities	Threats
<ul style="list-style-type: none"> • Key opportunity sites: Caesar’s, Ice Rink, Mecca Bingo and other medium-large sites • Some small ‘infill’ sites along the High Road frontage • Opportunity for development of the site and hall next to United Reform Church • Introduction of the cross-river tram (second phase) • Opportunity to use limited public sector assets e.g. council offices opposite Streatham station, bus station. • Scope to build on the current High Road’s character areas / quarters / themes 	<ul style="list-style-type: none"> • Leakage of comparison shopping to Clapham Junction, Clapham High Street, Balham, West End and Croydon. • Leakage of convenience shopping to Sainsbury’s in Streatham Common, and Sainsbury’s and Waitrose in Balham • Leisure leakage to Croydon, Clapham and Balham • Funding for the cross-river tram • Excessive gentrification • Recession and market uncertainty / downturn • Limited public sector funding • Risk of public sector partners being unable to work effectively together

This SWOT analysis sets the context for our analysis.

Roles and Responsibilities

The key to the successful implementation of the Masterplan lies in strong partnership approach between the public and private sectors. Lambeth Council has a vital role to play in ensuring the successful regeneration of Streatham. The Council will need to provide strategic direction and assist in the coordination of organisations and potential stakeholders and partnerships actively seeking to secure the economic and social prosperity of Streatham.

Strong, sustained leadership and partnership are key. The Council will need to mobilise its own resources but also encourage others to do the same. By taking the lead and showing its commitment to the future of the town centre and key projects, the Council will show its commitment to the future of Streatham.

The Council will also need to liaise with future service providers to ensure partners are engaged in the long term delivery of the Masterplan.

The following partners will need to be involved in the delivery of the Masterplan.

Public sector	Private sector	Other
Lambeth Council	Local businesses	Community groups
Transport for London	Landowners	Tenants Resident Associations
London Development Agency	Developers	
Homes and Communities Agency	South London Business	

Of these organisations, it is Lambeth Council who have the widest involvement in the town centre (through their Housing, Planning, Education, Libraries, Economic Development and Urban Regeneration roles) and the broadest set of powers under the Local Government Act 2000.

As such, whilst the Council alone cannot deliver the Masterplan (this will depend on the involvement of all the other bodies identified above), its role is the most significant of all the delivery agencies and it has a critical role to play in stimulating developer interest. It is fundamental to the success of the Masterplan that the Council:

- Is the champion and lead for the project;
- Takes a joined up approach to the delivery of all its services in Streatham for the benefit of delivering the Masterplan;
- Commits to using all its relevant powers (planning, land assembly, etc.) where necessary to deliver the Masterplan;
- Influences and works with other agencies required to be part of the delivery of the Masterplan;
- Resources a dedicated officer team covering all its relevant functions in the area with clear reporting lines through to the Council's Senior Management Team and Council Members with project sponsors at both SMT and Member level; and
- Communicates internally and externally about the project and its aspirations through a range of marketing and branding initiatives.
- Potential roles for the other partners are as follows:

- **Transport for London** – funding for proposed transport improvements as set out in the Masterplan.
- **London Development Agency** – funding for development projects and infrastructure, business support and skills/training, town centre management.
- **Homes and Communities Agency** – funding to support and accelerate housing delivery.
- **Local businesses** – participation in town centre management, active engagement in the delivery process were appropriate, support and promotion of the wider Masterplan principles.
- **Landowners** – participation in the planning and development process, facilitation of the engagement process with local businesses and residents were appropriate.
- **South London Business** – to provide a business network and voice for business, lobbying, linking the Masterplan to the City Growth initiative, skills initiatives, support and training identifying and promoting how business can benefit from the Masterplan proposals.
- **Community Groups** – participation in planning process, participation in design and potential management of community facilities.

We set out below what these roles would mean at a detailed level for both the implementation of specific elements of the Masterplan and the regeneration of the town centre as a whole.

Land Ownership and Site Assembly

The majority of land within the Masterplan area is owned by the private sector. The Council has very limited land ownerships and its opportunity to influence development through strategic land holdings within the area is therefore limited.

There are a number of individual land ownerships and interests within the study area, whilst private treaty negotiation with individual landowners is preferred, it may be necessary to use a compulsory purchase order to assemble development sites / create larger development parcels in order to deliver major regeneration projects.

Local Government Act 2000

The Act states that local authorities have power to do anything which they consider is likely to achieve any one or more of the following objects:

- (a) the promotion or improvement of the economic well-being of their area,
- (b) the promotion or improvement of the social well-being of their area, and
- (c) the promotion or improvement of the environmental well-being of their area

Marketing and Branding

With the development of the Masterplan there is a significant opportunity for Streatham to build upon its rich heritage and cultural diversity and therefore re-position its offer as a quality retail, leisure and cultural destination, which complements the affordable good quality residential stock. For this to be realised investment will be required and a change in the way the town centre is marketed. A town centre marketing strategy should build on the Real Streatham brand. A dynamic marketing strategy and re-branding campaign should be given a high priority as this has the potential to create a transformational shift in the way Streatham is currently perceived and tackle existing outdated stereotypes of the town centre.

The pace of delivery should be led by the Council and other agencies acting together to promote the town centre as a place where development and investment activity can and is happening. The range of promotional activities should include:-

- Direct investment into the study area to promote the regeneration objectives.
- An active marketing campaign to stimulate the development community to the full range of opportunities that are available within the town centre.
- A parallel campaign to promote Streatham as retail and leisure centre of some merit to a full range of potential occupiers.
- Continued consultation with existing landowners and key occupiers to package and promote more comprehensive forms of development.

Delivery Mechanisms and Funding

The delivery of the various elements of the Masterplan will be dependent on a number of potential mechanisms. The Council needs to consider these, ultimately on a project by project basis to establish the most appropriate route in terms of timing, risk transfer, certainty of delivery and project viability.

Options for delivery mechanisms for individual projects include the following:-

- Private Sector Development
- Joint Venture – Public and Private Sectors
- Public Sector Development – Full Public Sector Implementation

A key objective will be to maximise funding opportunities and investment through a co-ordinated strategy. Although the investment required by the Masterplan will be predominately private sector led and financed the public sector plays a key role in providing funding support for certain projects and to encourage other developments to come forward. The Council also has a role in establishing a planning contributions matrix to lever in private funding into a range of community, public realm and infrastructure projects.

The overall funding principles underlying the Masterplan are set out below:-

- Residential schemes – private sector led with public sector financial support in only very exceptional circumstances
- Office development – potentially early intervention by the public sector in undertaking land assembly and investment in upfront infrastructure / public realm to engage with private sector and stimulate private sector investment
- Retail schemes – private led , potential public sector role in land assembly, relocations and working with retailers / occupiers to establish a proactive management regime
- Cultural and community projects – Public sector led

In terms of funding, we consider that the following sources could assist in delivering the Masterplan:

Type of funding	Sources
Grant	<ul style="list-style-type: none"> • Lambeth Council • LDA • HCA
Other public sector funding	<ul style="list-style-type: none"> • Transport for London • Network Rail • PCT
Business rates	<ul style="list-style-type: none"> • Business Improvement District • Local Authority Business Growth Incentive • Business Rate Supplement
Borrowing	<ul style="list-style-type: none"> • Prudential borrowing • Public Works Loan Board • Bonds
Planning gain	<ul style="list-style-type: none"> • Section 106 • Community Infrastructure Levy
Asset values	<ul style="list-style-type: none"> • Land in public sector ownership
Private sector investment	

To maximise the potential from the above sources we recommend that:

- Business cases for funding are drawn up for specific projects within the Masterplan to allow applications to be made for grant.
- A lobbying strategy is put in place to tap other sources of public sector funding.

- The potential for business rate-related funding and borrowing is tested by the Council.
- Section 106 policy is implemented and a view is taken from within the Council regarding whether to implement a Community Infrastructure Levy (CIL).
- The value of public sector land that could be added into regeneration schemes is assessed and decisions taken by landowners to proactively use their landholdings to assist the delivery of the Masterplan.
- A marketing and awareness raising process is undertaken, led by the Council, to raise private sector interest in investing in the area.

Delivery Risks

General Risks	
Co-ordination	Many of the opportunities which the Masterplan offers will be lost if the Council and potential partners do not build on the joint working. Partners will need to make a variety of policy, organisational and implementation decisions and without clear decision making, delivery structure and co-ordinated implementation activity complex projects will not be delivered or the timing could be delayed.
Planning Policy	Current planning policies, national and local, are strongly supportive of town centre enhancement, regeneration and sustainable development. Preparation of the LDF must provide an appropriate policy context for delivery of the Masterplan.
State of the economy and property market	Due to the long term nature of some of the projects, it is not possible to guarantee scheme viability over the life of the Masterplan. Clearly an improvement in the local and national property markets might enable currently unviable projects to be brought forward in the future. Proposals need to be sufficiently flexible, both in terms of use and programme, to be able to respond to changes in the property market.
Market Confidence	A key objective of the Masterplan is to create the conditions whereby developers and investors are confident that Streatham is a place where they want to develop and invest. Such conditions are created by strong decision making, clear planning policies, good image and branding, investment by public and private sectors, occupier demand and rising property prices.
Site Specific Risks	
Land Assembly	In the case of sites in multiple ownership, the Council must be willing to use Compulsory Purchase Powers where necessary to ensure development and to signal that it is committed to supporting the proposals.
Unknown High Development Costs	Unknown and high development costs with infrastructure delivery etc. In such circumstances development viability will be adversely affected and a developer may require public sector funding support to develop. This highlights the need for further feasibility studies at an early stage in the development process for the more challenging proposals.
Design Quality	Development proposals which do not meet the design quality aims of the Masterplan.
Planning Contributions	Opportunities lost to optimise planning contributions to bring forward key public realm and infrastructure projects- a structured and coordinated approach to planning contributions is required rather than just a wish list of requirements. In addition to a flexible approach to affordable housing quantum and mix is required.
Public Sector Funding Support	Constraints on public sector (particularly financial) to assist in bringing forward civic, cultural and other projects with public benefits.

Phasing

The key projects set out in the Masterplan will be brought forward over differing timescales depending on the complexity of the project, the property market, delivery mechanism and linkages with related projects. An indicative phasing programme for the key projects is set out below.

Projects may come forward for development subject to completion of necessary infrastructure and mitigation of potential cumulative impacts. The Masterplan will be subject to monitoring and review at all times to ensure that high quality sustainable schemes are delivered at the most appropriate time.

Yr	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	15+
Streatham Hill 1	█	█	█	█	█	█	█									
Streatham Hill 2	█	█	█													
Streatham Hill 3	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█
Streatham Hill 4	█	█	█	█	█	█	█	█	█	█						
Streatham Central 1	█	█	█	█	█	█	█	█	█	█						
Streatham Central 2	█	█	█	█	█	█	█									
Streatham Central 3a	█	█	█	█	█	█	█	█	█	█						
Streatham Central 3b	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	
Streatham Central 4	█	█	█	█	█											
Streatham Village 1	█	█	█	█	█	█	█	█	█	█						
Streatham Village 2	█	█	█													
Streatham Village 3	█	█	█	█	█											
Streatham Hub 1	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█
Streatham Hub 2	█	█	█	█	█											
Streatham Hub 3	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█
Streatham Hub 4	█	█	█	█	█	█	█	█	█	█						
Public Realm & Highways	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█
Town centre management	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█

Development Appraisals

DTZ has produced a financial appraisal for the Masterplan to provide an indicative assessment of the costs and sales values. It should be noted that it is indicative only and does not represent a formal valuation in accordance with Redbook standards. It draws on costs produced by Gardiner & Theobald (specialist cost consultants) and development values based on DTZ research into prevailing and potential rental and sales rates for the various uses that are proposed. The outcome of the appraisal provides an indication of the residual land value of the Masterplan. Where this is a negative figure, it provides the level of public sector funding that would be required to enable the schemes to be delivered.

The appraisal is for illustrative purposes only in order to support assessments of viability by Lambeth Council and its partners. Furthermore, it is based on the design assumptions set out in the Masterplan. The models and therefore the results are based upon a snapshot in time. For this reason more detailed viability work will need to be undertaken for each site as it comes forward to support development decisions.

The differential between the estimated total development cost and the estimated total development value provides a Residual Value. The Development Appraisal for the Streatham Masterplan shows a combined Residual Value of -£18,981,529. A positive return would have reflected the potential capital receipt to the landowner. However, this negative return identifies the likely requirement for subsidy to enable the development to come forward. Lambeth Council can use this figure to work with partners, landowners and developers to begin the assessment of how to take forward future development across the town centre.

Key Sites / Projects

The Masterplan identifies a number of key development sites and projects throughout Streatham. This section provides an assessment of each of the key sites under the following headings:-

- Delivery principles
- Viability / Funding
- Delivery process / mechanism
- Links with other projects
- Programme

Streatham Hill

Whilst this element of the Masterplan could be delivered as a single scheme, this is likely to involve considerable time, risk and cost in terms of gaining control of the land – either for the public sector with a development partner or for a developer acting alone or as part of a consortium. In addition sites within this location are coming forward at a faster pace and are likely to be delivered within the short to medium term (Block SH2) and others are of a more long term strategic nature, such as the area around Streatham Hill Station (Block SH3), this would require partnership working with a number of stakeholders.

Block SH1 (Streatham Hill 1)

Delivery principles

Development proposals for this site include a linear ground floor retail block facing onto the High Road with residential above. Potential highway improvements to be carried out include reducing the width of the road to 2 lanes in each direction to make a boulevard-style wider pavement with tree planting.

Viability / Funding

The development will be predominately private sector led and funded, with the potential that this opportunity may appeal to a development focused Registered Social Landlord (RSL).

Whilst in normal market circumstances the development should be commercially viable, viability will be very sensitive to property market changes, general economic sentiment, the availability of development financing, changes in development costs and planning obligations.

Delivery process / mechanism

Land assembly and ownership issues are likely to complicate the delivery of this site. As such, we recommend that the best and most realistic strategy to deal with the delivery of this element of the Masterplan is for the Council to promote the opportunities to a range of appropriate residential and mixed use developers on the back of the Masterplan launch. The production of appropriate development briefs should be considered to complement the Masterplan and give a clearer direction to potential developers and thus ensuring that the likely piecemeal nature of development is as coordinated as possible. Section 106 contributions should be considered as a tool to fund environmental improvements in the area.

Links with other projects

As mentioned above, there is potential to link this element with other projects within Streatham Hill dependent on the delivery strategy taken and level of private sector interest.

Programme

We consider that the implementation of this element of the project could take place incrementally over the next 10 years.

Block SH2 (Streatham Hill 2)**Delivery principles**

There is already an emerging planning application for the Caesars / Megabowl site which includes a liner retail block fronting the High Road with residential development to the rear of the block.

Viability / Funding

The emerging proposal has been worked up by a private sector developer and is currently going through the planning process. However given current economic conditions, to ensure delivery and funding, a prudent developer is likely to value engineer the scheme further to enhance potential returns and minimise risk.

Delivery process / mechanism

The delivery and implementation of this location is far advanced.

Links with other projects

There is potential to link this development site to other sites within the location particularly the more straightforward sites which are in a single ownerships and could be delivered for additional phases of residential developments (blocks SH1 and SH4).

Programme

Proposals for this development are already progressing.

Block SH3 (Streatham Hill 3)**Delivery principles**

The creation of a new Station building set back from the High Road to create a New Station Square with public realm improvements. A linear block of residential development of 3 storeys fronting onto Drewstead Road is proposed, together with further residential development on either side of the road bridging over the railway line and on the west side of the bridge. Ground floor retail development is also proposed within this location.

Viability / Funding

A private sector development partner with a strong track record in Station development is also likely to be involved.

Delivery process / mechanism

Delivery of this block is likely to be complex. As the lead body in delivering the Masterplan, the Council has relatively few levers at present with which to deliver change. This situation is the same for any other individual partner. For example, land ownership is likely to be in several hands with the majority being controlled by Network Rail. In addition, initial discussions suggest that there are no planned major improvements for the station in their current development programme. Therefore this is likely to have a longer delivery programme which is likely to be further complicated by engineering solutions associated with development adjacent to railway lines.

Delivery of this block will require buy-in and significant resolve on the part of Network Rail to ensure delivery and is best undertaken as a separate discrete development so as not to prejudice linked projects which are easier to deliver.

Links with other projects

The development of this site will be important in improving the sense of arrival in this part of Streatham; it will be an important gateway into the rest of the town centre, linking together the development proposals for the remaining sites.

Programme

Developments around transport hubs are challenging to deliver. However, during mid 2008 Network Rail launched a Joint Venture Partnership with Keir Property to develop a number of mixed use schemes around mainline stations. Activity has slowed in the last few months, however if the pilot schemes, which have a delivery timeframe of 5 to 10 years, are successful, further stations will be developed using the same implementation strategy.

Block SH4 (Streatham Hill 4)

The vision for this development block is broadly similar to block SH1, with ground floor retail units with residential above and an element of highways and public realm improvements. This block also faces the same ownership and delivery issues as block SH1 and is likely to be delivered by the private sector but will require a clear development brief and development to instigate delivery.

Streatham Central

This location has a number of community facilities which will need to be funded from development surplus elsewhere. Acquisition of existing retail units carry significant risk and cost implications as compensation claims may render redevelopment unviable. Consideration will need to be given to phasing with potential redevelopment only coming forward once units become vacant to minimise site acquisition and compensation costs.

Challenges will be in ensuring that new development creates a sufficient development footprint to deliver better configured units, which have the potential of achieving higher rental values to make redevelopment viable. Increasing development density and developing residential on top of the retail units will assist with viability but may challenge existing development densities.

Block SC1 (Streatham Central 1)

Delivery principles

Proposals for this element include the creation of a new public space, new surfacing and the creation of kiosks to allow the space to be used for weekly markets. An L shaped block will front this Square with ground floor retail and 6 storeys of mixed use space. To the rear of this a 6 storey commercial building will be provided fronting onto Gracefield Gardens. High Road improvements are currently proposed in this location by TfL, which include the reduction of lanes to 2 in each direction and the planting of an avenue of trees down the central reservation.

Viability / Funding

TfL are currently undertaking work in this location and therefore funding sources have already been identified.

The development of the commercial element is likely to be private sector funded but may require some initial public sector intervention to secure land ownership and a flexible approach to development contributions if the high quality is to be delivered. Public sector funds will be required for the market and kiosks as the private sector are unlikely to find this element of the scheme an attractive commercial proposition.

Delivery process / mechanism

The most appropriate strategy to ensure the delivery of this element of the Masterplan is for the Council to promote the opportunities to a range of appropriate developers on the back of the Masterplan launch. Again, the production of appropriate development briefs should be considered to complement the Masterplan and give a clearer direction to potential developers and thus ensuring that the likely piecemeal nature of development is as coordinated as possible. Section 106 contributions should be considered as a potential tool to fund environmental improvements in the area.

Links with other projects

The development of this site has the potential to reaffirm links with existing community facilities in addition to creating new links into new

public open space. It will assist in setting the standard for new and future developments in this location. The development should be considered in parallel with public realm developments being proposed by TfL.

Programme

This project is likely to have a medium term development programme, with planning and delivery being worked up over a 10 year time frame.

Block SC2 (Streatham Central 2)

Delivery principles

Improvements are proposed to the existing retail unit, with ground floor retail and 3 storeys of residential development above. The frontage of this block will be improved through the removal of the existing modern frontage to restore the period frontage. High Road improvements are currently proposed in this location, by TfL which include the reduction of lanes to 2 in each direction and the planting of an avenue of trees down the central reservation.

Viability / Funding

Delivery of this element is likely to be from the private sector as a response to the Masterplan proposals and a clear development brief. In the present climate it is unlikely that redevelopment of this block will be viable, and such the timing of delivery is likely to be delayed until conditions improve. This site offers the opportunity to further develop the Streatham brand through strong linked graphics and a marketing initiative.

Delivery process / mechanism

As previously mentioned the delivery of the highways element is likely to fall to TfL who have already investigated a number of options. Once developer confidence is restored to the market it is likely that this opportunity will be undertaken with a conventionally private sector led approach. Alternatively the public sector, through an RSL, could lead on the delivery of a housing project in this location.

Programme

Based on the assumption that property market conditions will improve over the next few years we consider that the implementation of this element of the project could take place within the next 5 / 7 years.

Block SC3a (Streatham Central 3a)

Similar to Block SC2, improvements are proposed to the existing retail unit, with ground floor retail and development above. The frontage of this block will be improved through the removal of the existing modern frontage. High Road improvements are currently proposed in this location, by TfL, which include the reduction of lanes to 2 in each direction and the planting of an avenue of trees down the central reservation.

Again delivery of this element is likely to be the same as for block SC2.

Block SC3b (Streatham Central 3b)**Delivery principles**

A longer term plan includes a block of 3 storey retail fronting onto the High Road (using the existing Lidl site). A pedestrian walkway wraps round the back of the block (from directly opposite Pinfold Road to Shrubbery Road). This creates a more attractive and quieter pedestrian route off the High Road and creates a new frontage onto a new block to the rear with 2 storeys of retail development. A further linear block fronts onto Ockley Road with 3 storeys of residential development. The post office on the corner of Prentis Road and Ockley Road is to be retained with 3 floors of residential above. Directly adjacent to it, a community building is proposed with residential above with a further block on the junction of Prentis Road and the High Road with ground floor retail and 3 floors of residential above. High Road improvements are proposed to reduce the road width to 2 lanes in each direction to widen the pavements in front of Block SC3b.

Viability / Funding

This is a long term aspirational scheme which would require benign market conditions for the private sector to deliver and is therefore not likely to be delivery in current economic conditions.

In order to create a viable critical mass of retail development, development should come forward in a comprehensive manner although there may be the potential for phasing within a comprehensive development structure. A relocation strategy will be required for existing occupiers of the site who will be displaced by the redevelopment.

In addition it would require significant support from the Council through land assembly and a flexible approach to planning gain to ensure a viable scheme given the potentially significant land assembly costs.

Delivery process / mechanism

The production of appropriate development briefs will be critical to give a clearer direction to potential developers. Section 106 contributions

should be considered as a potential tool to fund environmental improvements in the area.

Delivery can either take a phased approach with elements coming on stream as market demand presents itself or as one major development if the land assembly is secure with minimal issues.

The development will be mainly private sector funded, however will require initial public sector funding in order to assist in identifying the site's full development potential. In overall terms the site will provide a significant quantum of commercial and residential development. Engagement and negotiation with existing key stakeholders will need to be progressed with care to secure agreement to the principles of development of this site as outlined in the Masterplan. Preparation of site specific planning guidance (planning and development brief) for the site based upon further design, capacity and viability analysis will be required to present to the market at the right opportunity.

Programme

A long term strategic project with a 15 – 20 year time horizon. The programme will be dependent on market sentiment, the success of small development projects and the level of public sector support.

Block SC4 (Streatham Central 4)**Delivery principles**

This element of the Masterplan proposes the internal refurbishment of the existing library is proposed, whilst retaining the existing façade, with a further extension to the facility to the rear of the building, which is in-keeping with the existing character. This extension will incorporate further community space.

Viability / Funding

This project is unlikely to be commercially viable without public sector assistance through a range of funding mechanisms such as development contribution funds from other projects and grant funding.

Delivery process / mechanism

The delivery and implementation mechanism is through a public sector led approach with the Council undertaking a feasibility study into design, content, financial and procurement options. Funding is likely to be mainly from the public sector with some private enabling funding. It would be important to optimise funding streams through Section 106 contributions from other projects, capital receipts through the sales of surplus properties and grant funding. With regards to timing this will be dependent on the identified funding streams.

Programme

This is likely to be a short to medium term project if private sector developments are coming forward to contribute to the facility.

Streatham Village

Block SV1 (Streatham Village 1)

Delivery principles

Proposals for this site include a new triangle shaped development at the junction of Becmead Avenue and the High Road with ground floor retail uses, first floor community space and the remaining three upper storeys residential. A new public space on the corner of the block will create a more attractive entrance with planting and signage improvements. New pedestrian crossings are proposed on Becmead Avenue and Streatham High Road directly into the northern corners of Streatham Green.

Viability / Funding

Development of the site to incorporate the uses proposed by the Masterplan would mainly be private sector funded.

Delivery process / mechanism

The most realistic delivery mechanism is for the opportunity to be promoted to a range of appropriate residential and mixed use developers on the back of the Masterplan launch. The production of appropriate development briefs should be considered to complement the Masterplan and give a clearer direction to potential developers thus ensuring that high quality scheme is produced. Land assembly issues may propose a potential obstacle, however with public sector support these could be overcome through the appropriate mechanisms. Section 106 contributions should be considered as a tool to fund environmental improvements in the area.

Programme

We consider that the implementation of this element of the project could take place within the next 7 – 10 years.

Block SV2 (Streatham Village 2)

Delivery principles

The vision for this site is for the refurbishment of the frontages along the southern edge of Streatham Green to provide new retail and café space. This will create natural surveillance of the Green and more vibrancy

Viability / Funding

Potentially public sector led and funded through existing development contributions.

Delivery process / mechanism

Delivery is likely to be through a coordinated response to the Masterplan for existing landowners and operators to respond to the vision with a clear strategy for improving the shop fronts which could be led by the Council or the town centre management. This site offers the opportunity to further develop and Streatham brand through strong linked graphics and marketing initiative.

Programme

This element of the Masterplan could potentially come forward within a relatively short time frame, over the next 3 years on the back of the Masterplan launch.

Block SV3 (Streatham Village 3)

Delivery principles

Regeneration of Gleneldon Mews using the existing building space will be achieved by opening up and refurbishing the frontages and buildings themselves. This will also create a potential location for future markets in this area of Streatham with units opening up onto the street. A new link provided through the existing retail frontage from Streatham High Road will make the Mews more accessible and approachable.

Viability / Funding

Funding is likely to also come from the public sector supplement by private sector through development contributions from other projects and existing landowners / occupiers. Again, this site offers the opportunity to further develop the Streatham brand through strong linked graphics and marketing initiative.

Delivery process / mechanism

Delivery and implementation is likely to be public sector led as a response to the Masterplan proposals.

Programme

In terms of timing this could take place within the short term once the Masterplan proposals have been finalised and a clear marketing strategy has been defined. However, economic conditions for the retail sector are currently difficult and are not expected to improve for the next 12 – 24 months.

Streatham Hub

Block SHU1 (Streatham Hub 1)

Delivery principles

Proposals include a new hotel, on the existing Safeways site on the junction of Streatham High Road and Station Approach. This will be a 6 storey building creating a key landmark at the entrance into the town centre. Public realm improvements will be created down Station Approach through planting and improved surfaces. To the rear of the hotel is a 6 storey commercial building, which backs onto the railway line. Further residential development of between 2 and 4 storeys is provided on the remaining western end of Station Approach, which incorporates a series of public spaces and walkways through the buildings. A new Station building is provided. The Station is then linked to the bus interchange through a small Station Square surrounded by new ground floor retail units with 3 storeys of commercial above. Tree planting will be provided around the Station entrance and bus interchange to improve the quality of the environment.

Viability / Funding

The development is likely to be private sector led and financed but will require public sector support to under right potential land assembly. Elements of the development are not currently likely to be viable and may require public sector assistance and/or Network Rail to fund the station improvements.

Overall the site has the potential to provide significant additional commercial floorspace and residential accommodation together with supporting uses within a high profile location in Streatham. The Masterplan together with a development brief and further viability testing will assist and a proficient marketing strategy will bring this opportunity to the attention of a range of developers who have experience in delivering this type of scheme.

Delivery process / mechanism

Delivery for this site will be driven by Network Rail as it involves developing adjacent to a railway line.

This is likely to be a potentially competing development opportunity with the Streatham Hill – although the potential introduction of a hotel differentiates this scheme, nevertheless the timing of the two schemes will be critical with the most commercially attractive coming forward first to the detriment of the more challenging opportunity.

Development in this location could come forward independently, however for a comprehensive development to be undertaken it would be best undertaken as a single project with a number of phases. Any development would need to improve the linkages and encourage movement to the rest of the town centre and must be of a high quality in terms of design to reflect the importance of this gateway site and to create a landmark development.

Links with other projects

Development of this site will be important in terms of being a major phase of development within this location and introducing a new use: a hotel in the Town centre. The transport interchange improvements will encourage movement and strengthen links between other development sites. The scheme will assist in creating a critical mass of development around the existing bus terminal and train station.

Programme

The site is a longer term aspirational project of between 10 -15 years potentially longer in the current economic climate

Block SHU2 (Streatham Hub 2)

The planning application for Streatham Hub was approved in November 2008 which includes a new ice rink, leisure centre and retail and residential elements. A new public square is included with the application and an underground car park. The existing church, on the High Road, is to be retained.

The proposals for this site already have a clearly defined delivery and implementation strategy led by the private sector.

Block SHU3 (Streatham Hub 3)

A new secondary station entrance fronting onto the High Road with an underpass to connect to the western entrance is proposed. Retail and commercial development up to four storeys is provided fronting onto the High Road.

Delivery for this site is likely to be linked with SHU1 (Streatham Hub 1) and will be driven by Network Rail and a delivery partner and therefore faces the same issues as Block SH1.

Block SHU4 (Streatham Hub 4)

Delivery principles

New three storey retail ground floor developments, with 2 storeys of residential development above are proposed to replace the existing hoardings and development sites directly south of the Streatham Hub development. These will be further enhanced by planting along the pavement and new street furniture and signage.

Viability / Funding

In the present climate it is unlikely redevelopment of this block is likely to be viable and such the timing of delivery is likely to be delayed until conditions improve. This site offers the opportunity to further develop the Streatham brand through strong linked graphics and a marketing initiative.

Delivery process / mechanism

Delivery of this element is likely to be from the private sector as a response to the Masterplan proposals and a clear development brief.

Programme

We consider that the implementation of this element of the project could take place incrementally over the next 10 years.

Public Realm & Highways Improvements

Delivery process / mechanism

The majority of public realm and highway improvements are likely to be funded and delivered through a combination of private and public sector funding. Public realm improvements are likely to be funded through development contributions supplemented by additional public sector funds where appropriate. It is important to not overburden schemes with a long shopping list of requirements to ensure that they remain an attractive proposition for the private sector and that the improvements that they are delivering enhance the value and environment of the schemes being delivered. A clear cohesive strategy which links into the Streatham brand and marketing initiatives will be important going forward to enhance and prolong the regeneration benefits from physical regeneration.

Programme

TfL have a programme in place for the delivery of highway improvements for Streatham, the latest phase is currently being undertaken adjacent to the Cinema.

Town Centre Management

The above analysis has concentrated on the delivery of the separate physical elements of the Masterplan. In order to ensure the town centre's success, however, the ongoing management and promotion of the area will be critical. This links to the Council's Economic Development Strategy which states that:

*"A new approach to being responsive to the business community and implementing locally appropriate models of **town centre management** across the borough's town centres to help improve the local trading environment will help to develop local businesses. The sustainable regeneration of the borough will provide the environment that businesses need to thrive."*

Furthermore, the document confirms that the Council will:

*"Alongside the promotion of inward investment in the town centres we will introduce **best practice** in commercial town centre management. We will work with local businesses to:*

- Create an environment which is safe, clean and attractive;
- Improve transport, parking signage and accessibility;
- Provide a coordinated and professional marketing and events programme;
- Promote visitor attractions and tourism; and
- Integrate the daytime and evening economies.

Each of these strands of action is relevant to the future success of the Masterplan area.

Whilst it is for the Council to instigate such work and support it until the local economy grows stronger, we consider that it is for local businesses to ultimately lead and manage such town centre management. This would follow the path of many town centre management partnerships as they have evolved in the UK over the past 15 years. Ultimately, a Business Improvement District (BID) structure may be plausible, but we would recommend that a town centre management scheme of critical mass is achieved before this is considered. In terms of first steps, the Council should proactively engage with local businesses and landowners to identify what their priorities would be for a town centre management scheme and what potential management structures would work from them. Involving the Association of Town Centre management in such a discussion would also be beneficial.

Section 106 funding could potentially be used as a source of establishing a fund with which to take forward town centre management initiatives in Streatham.

Good practice examples of what town centre management can achieve are not hard to find in the local area. For example, Battersea's town centre management partnership worked with a local bookshop to organise a SW11 Literary Festival to promote Battersea town centre. Also, Shepherd's Bush town centre management worked with the Council and Transport for London to improve the local transport interchange and pedestrian links.

In terms of phasing, work on town centre management needs to take place immediately and would need to run continuously throughout the implementation period for the Masterplan.

10.0 Action Plan Streatham Hill

	Potential Funding	Potential Partners	Possible Timescale	Links to Other Projects / Programmes	Requirements
Streatham Hill 1	<ul style="list-style-type: none"> Private sector developer Registered Social Landlord 	<ul style="list-style-type: none"> Private sector developer Lambeth Borough Council 	Short - Medium Term	<ul style="list-style-type: none"> Potential to link in with Station development and adjacent sites. 	<ul style="list-style-type: none"> Scheme development Planning brief Consider land assembly strategy Negotiations with landowners
Streatham Hill 2	<ul style="list-style-type: none"> Private sector developer 	<ul style="list-style-type: none"> Lambeth Council Adjoining landowners 	Short term	<ul style="list-style-type: none"> Potential to link in with Station development and adjacent sites. Planned highways improvements. 	<ul style="list-style-type: none"> Review planning application Complete public consultation Finalisation of s.106 agreement
Streatham Hill 3	<ul style="list-style-type: none"> Private sector developer Network Rail Landowners 	<ul style="list-style-type: none"> Private sector developer Network Rail Transport for London Lambeth Council Adjoining landowners 	Long term	<ul style="list-style-type: none"> Links to adjoining development sites, particularly Caesars redevelopment. Planned highways improvements 	<ul style="list-style-type: none"> Dialogue with Network to gauge aspirations Scheme development Planning brief Market testing of vision Consider land assembly strategy Negotiations with landowners Consideration of development contribution strategy (tariff)
Streatham Hill 4	<ul style="list-style-type: none"> Private sector developer Registered Social Landlord 	<ul style="list-style-type: none"> Private sector developer Lambeth Borough Council 	Medium term	<ul style="list-style-type: none"> Potential to link in with Station development and adjacent sites. 	<ul style="list-style-type: none"> Scheme development Planning brief Consider land assembly strategy Negotiations with landowners

Streatham Central

	Potential Funding	Potential Partners	Possible Timescale	Links to Other Projects / Programmes	Requirements
Streatham Central 1	<ul style="list-style-type: none"> Private sector developer Lambeth Council 	<ul style="list-style-type: none"> Private sector developer Transport for London Lambeth Council London Development Agency Adjoining landowners 	Medium term	<ul style="list-style-type: none"> Improvements to public realm and highways projects Development proposals for other Streatham Central projects. 	<ul style="list-style-type: none"> Scheme development Planning brief Consider land assembly strategy Negotiations with landowners
Streatham Central 2	<ul style="list-style-type: none"> Occupiers Landlords & landowners 	<ul style="list-style-type: none"> Occupiers Transport for London Lambeth Council Adjoining landowners 	Short - Medium Term	<ul style="list-style-type: none"> Improvements to public realm and highways projects Development proposals for other Streatham Central projects. 	<ul style="list-style-type: none"> Development of branding strategy Scheme development Planning brief Negotiations with landowners
Streatham Central 3a	<ul style="list-style-type: none"> Occupiers Landlords & landowners 	<ul style="list-style-type: none"> Occupiers Transport for London Lambeth Council Adjoining landowners 	Medium term	<ul style="list-style-type: none"> Improvements to public realm and highways projects Development proposals for other Streatham Central projects. 	<ul style="list-style-type: none"> Development of branding strategy Scheme development Planning brief Negotiations with landowners
Streatham Central 3b	<ul style="list-style-type: none"> Private sector developer Landowners 	<ul style="list-style-type: none"> Private sector developer Transport for London Lambeth Council Adjoining landowners 	Long Term	<ul style="list-style-type: none"> Links to adjoining development sites. Planned highways improvements. 	<ul style="list-style-type: none"> Scheme development Planning brief Market testing of vision Consider land assembly strategy Negotiations with landowners Consideration of development contribution strategy (tariff)
Streatham Central 4	<ul style="list-style-type: none"> Lambeth Council Development contributions from other projects. 	<ul style="list-style-type: none"> Lambeth Council Public sector stakeholders 	Short - Medium Term	<ul style="list-style-type: none"> Links to adjoining development sites. Planned highways improvements. Town centre branding strategy 	<ul style="list-style-type: none"> Completion of a feasibility study Consultation with community groups Development of planning brief Complete funding plan

Streatham Village

	Potential Funding	Potential Partners	Possible Timescale	Links to Other Projects / Programmes	Requirements
Streatham Village 1	<ul style="list-style-type: none"> • Private sector developer • Landowners • Lambeth Council • Development contributions from other projects 	<ul style="list-style-type: none"> • Private sector developer • Transport for London • Lambeth Council 	Medium Term	<ul style="list-style-type: none"> • Links to adjoining development sites. • Planned highways improvements. • Town centre branding strategy 	<ul style="list-style-type: none"> • Scheme development • Planning brief • Market testing of vision • Consider land assembly strategy • Negotiations with landowners
Streatham Village 2	<ul style="list-style-type: none"> • Occupiers • Landlords & landowners 	<ul style="list-style-type: none"> • Occupiers • Lambeth Council • Adjoining landowners 	Short Term	<ul style="list-style-type: none"> • Links to adjoining development sites. • Town centre branding strategy 	<ul style="list-style-type: none"> • Development of branding strategy • Planning brief •
Streatham Village 3	<ul style="list-style-type: none"> • Occupiers • Landlords & landowners 	<ul style="list-style-type: none"> • Occupiers • Lambeth Council • Adjoining landowners 	Short Term	<ul style="list-style-type: none"> • Links to adjoining development sites. • Town centre branding strategy 	<ul style="list-style-type: none"> • Development of branding strategy • Planning brief

Streatham Hub

	Potential Funding	Potential Partners	Possible Timescale	Links to Other Projects / Programmes	Requirements
Streatham Hub 1	<ul style="list-style-type: none"> Private sector developer Lambeth Council Network Rail London Development Agency 	<ul style="list-style-type: none"> Private sector developer Network Rail Transport for London Lambeth Council London Development Agency Adjoining landowners 	Long Term	<ul style="list-style-type: none"> Improvements to public realm and highways projects. Development proposals for Streatham Hub, particularly Tesco proposals. 	<ul style="list-style-type: none"> Dialogue with Network to gauge aspirations Scheme development Planning brief Market testing of the vision Consider land assembly strategy Negotiations with landowners Consideration of development contribution strategy (tariff)
Streatham Hub 2	<ul style="list-style-type: none"> Private sector developer 	<ul style="list-style-type: none"> Private sector developer Transport for London Lambeth Council 	Short Term	<ul style="list-style-type: none"> Improvements to public realm and highways projects Development proposals for the Streatham Hub area. 	<ul style="list-style-type: none"> Planning granted in November 2008 Complete evaluation of proposals Finalisation of s.106 agreement Development of branding strategy
Streatham Hub 3	<ul style="list-style-type: none"> Private sector developer Lambeth Council Network Rail London Development Agency 	<ul style="list-style-type: none"> Private sector developer Network Rail Transport for London Lambeth Council London Development Agency Adjoining landowners 	Long Term	<ul style="list-style-type: none"> Improvements to public realm and highways projects. Linked in with Streatham Hub site 1 development. 	<ul style="list-style-type: none"> Dialogue with Network to gauge aspirations Scheme development Consider land assembly strategy Negotiations with landowners Consideration of development contribution strategy (tariff)
Streatham Hub 4	<ul style="list-style-type: none"> Private sector developer Registered Social Landlord 	<ul style="list-style-type: none"> Private sector developer Lambeth Borough Council 	Medium Term	<ul style="list-style-type: none"> Potential to link in with other developments in the Stratham Hub area. 	<ul style="list-style-type: none"> Scheme development Planning brief Market testing Consider land assembly strategy Negotiations with landowners

11.0 Next Steps

The Masterplan set out in this report provides a strategic framework for change to come forward within Streatham Town Centre. During the process of preparing the Masterplan, it became evident that additional work would be required, over and above the scope of this project, to drive forward regeneration and to address the needs of the town centre. This additional work has been highlighted by the Council, Stakeholder and Community Consultation and through technical work. Set out below are a series of additional projects, which should be considered following adoption of this Masterplan.

- Car Parking Strategy;
- Discussions with service providers;
- Detailed Utilities Capacity Study;
- Junction and Road Capacity Study;
- Combined Heat and Power (CHP) Feasibility Study;
- Cinema Redevelopment Feasibility Study;
- Rail Capacity Study; and
- Community Facilities Requirement Study.

Current Market Conditions

A brief note setting out the implications of the current market conditions on the Masterplan will be submitted as an addendum to this report in March 2009.



Streatham Festival





12.0 Glossary of Terms

Building Research Establishment Environmental Assessment Method (BREEM).

A tool for measuring the environmental performance of new and existing buildings. An 'Excellent' is the highest rating, signifying a score of over 70

Code for Sustainable Homes

A national standard for sustainable design and construction of new homes launched in December 2006. The Code measures the sustainability of a new home against categories of sustainable design, rating the 'whole home' as a complete package. The Code uses a 1 to 6 star rating system to communicate the overall sustainability performance of a new home. The Code sets minimum standards for energy and water use at each level and, within England, replaces the EcoHomes scheme, developed by the Building Research Establishment (BRE). In February 2008 the Government confirmed a mandatory rating against the Code will be implemented for new homes from 1 May 2008.

Combined Cooling Heat and Power (CCHP)

A power plant (producing electricity) that simultaneously generates both heat and cooling for use in buildings (space-heating or air-conditioning). Also known as 'tri-generation'.

Combined Heat and Power (CHP)

A power plant (producing electricity) that will also produce heat, usually in the form of steam, which can be used for heating space or water. Also known as 'co-generation'. Both CHP and CCHP are more efficient than conventional plants because they harness heat that would otherwise be lost as a waste product.

Community Strategy

A strategy prepared by a local authority to improve local quality of life and aspirations, under the Local Government Act 2000

Comparison Goods

As defined in MapInfo's Goods Based Retail Expenditure Estimates & Price Indices – Information Brief 07/02):

- Books
- Clothing & footwear
- Furniture, floor coverings and household textiles
- Audio-visual equipment and other durable goods
- Hardware and DIY supplies
- Chemists' goods
- Jewellery, watches and clocks
- Bicycles
- Recreational and other miscellaneous goods

Conservation Area

Areas of special architectural or historic interest, the character or appearance of which it is desirable to preserve or enhance.

Core Strategy

A Development Plan Document setting out the spatial vision and strategic objectives of the planning framework for an area, having regard to the Community Strategy

Development Plan Document (DPD)

A document produced by the Council that makes up part of the Local Development Framework and thus the Development Plan.

Sets out the Council's policies and proposals for development. The Council must make decisions on planning applications in accordance with the DPDs (together with the London Plan), unless other material considerations indicate they should do otherwise.

There are three types of Development Plan Document that a Council is required to prepare:

- the Core Strategy,
- Site-Specific Allocations document, and
- the Proposals Map.

In addition the Council can prepare optional Local Development Documents:

- Area Action Plans (see AAP)
- Supplementary Planning Documents. These

are thematic documents, concerned for example with housing, employment, shopping development, and generic

- Development Control Policies.

Equality Impact Assessment (EqIA)

An method for assessing the likely impacts of a policy, strategy or project on certain groups of people known as equality target groups, identified by the Greater London Authority as: women; black and minority ethnic people; young people and children; older people; disabled people; lesbians; gay men; trans people and people from different faith groups. An EqIA is designed to anticipate these consequences and identify steps to ensure that, as far as possible, any negative impacts are eliminated or minimised and opportunities for promoting equality are maximised.

Flood Risk Assessment

An assessment of the likelihood of flooding in a particular area so that development needs and mitigation measures can be carefully considered.

Inclusive Design

Aims to remove barriers that create undue effort, separation or special treatment, and enables everyone to participate equally in mainstream activities independently, with choice and dignity. Inclusive design creates an environment where everyone can access and benefit from the full range of opportunities available to members of society.

Index of Multiple Deprivation (IMD)

Based on a series of statistics revealing information on aspects of deprivation for Districts and for Super Output Areas (SOAs).

The information covers 10 aspects of deprivation, making up the IMD—income deprivation, employment deprivation, health deprivation and disability, education, skills and training deprivation, barriers to housing and services, crime and the living environment.

Each SOA is assigned a national rank, so that the most deprived SOA for each index is given a rank of 1 and the least deprived SOA is given a rank of 32,482. The same is done for Districts (ranking them from 1 to 354). This enables a comparison of SOAs (and Districts) across the country.

Key Industrial Business Area (KIBA)

KIBAs are strategically important employment sites that are safeguarded for B Class land uses (business, industrial, warehousing). Uses that fall in other Use Classes are not allowed (e.g. retail, residential, hotels, leisure and non-residential institutions) Non-use class developments commonly found in industrial areas are allowed (e.g. artists studios/rehearsal areas and galleries; haulage; employment training; bus garages and telecommunications).

Lifetime Homes

Ordinary homes designed to provide accessible and convenient homes for a large segment of the population from young children to frail older people and those with temporary or permanent physical or sensory impairments. Lifetime Homes have 16 design features that ensure that the home will be flexible enough to meet the existing and changing needs of most households, as set out in the Joseph Rowntree Foundation report 'Meeting Part M and Designing Lifetime Homes'.

Local Development Framework (LDF)

Term used to describe a folder of documents, which includes all the local planning authority's local development documents. The Planning and Compulsory Purchase Act 2004 requires the eventual replacement of UDPs with a new LDF. An LDF is comprised of:

- Development Plan Documents (which form part of the statutory development plan)
- Supplementary Planning Documents
- The local development framework will also comprise of:
 - the Statement of Community Involvement
 - the Local Development Scheme
 - the Annual Monitoring Report
 - any Local Development Orders or Simplified Planning Zones that may have been added

Local Strategic Partnership (LSP)

Cross-sectoral, cross-agency umbrella partnerships focused and committed to improving the quality of life and governance in a particular locality. They seek to enable services to be aligned in a way that effectively meets the needs and aspirations of those who use them.

London Plan

A Spatial Development Strategy for the capital produced by the Mayor. It is London's Regional Spatial Strategies are made outside of London. This replaces the previous strategic planning guidance for London (known as RPG3), issued by the Secretary of State. The London Plan is the strategic plan setting out an integrated social, economic and environmental framework for the future development of London looking forward 15–20 years

London Plan Density Matrix

Sets out a strategic framework for sustainable residential densities at different locations. It aims to reflect and enhance existing local character by relating the accessibility of an area to appropriate development

Metropolitan Town Centre

A type of centre identified in the London Plan as making up the London Town Centre Network. Mainly in the suburbs, Metropolitan Town Centres serve wide catchment areas covering several boroughs and offer a high level and range of comparison shopping. They typically have over 100,000 square metres of retail floorspace, including multiple retailers and department stores. They also have significant employment, service and leisure functions

Major Development Opportunities (MDO)

Sites identified as suitable for development by Lambeth Council in the adopted Local Plan (2007).

One Planet Living

A global initiative based on ten principles of sustainability developed by BioRegional and WWF.

Opportunity Site

A site within this AAP which has been identified as suitable for redevelopment, but is not currently designated in adopted policy

Preferred Options

A stage in the preparation of a Development Plan Document (following on from the Issues and Options Stage and before the Submission Stage), at which the Council is trying to identify the main choices they have. At this stage the public will be asked for their views – the Council will prepare a report for them to comment on.

Primary Care Trust (PCT)

An organisation that manages health services (e.g. hospitals, dentists, opticians, NHS walk-in centres, NHS Direct, pharmacies) and works with local authorities and other agencies that provide health & social care locally, to make sure that the local community's needs are being met.

Regional Economic Strategy

These statutory strategies take an integrated and sustainable approach to economic development and regeneration by tackling business competitiveness, productivity and the underlying problems of unemployment, skills shortages, social exclusion and physical decay. They provide:

- a regional framework for economic development, skills and regeneration to ensure better strategic focus for, and co-ordination of, activity in the region whether by the agency or by other regional, sub-regional or local organisations;
- a framework for the delivery of national and European programmes and influence the development of government policy; and
- the basis for the RDAs' detailed action plans.

Sequential Test

A planning principle that seeks to identify, allocate or develop certain types or locations of land before others. For example, brownfield housing sites before greenfield sites, or town centre retail sites before out-of-centre sites.

Sites of Importance for Nature Conservation (SINCs)

Designation used in many parts of the UK to protect areas of importance for wildlife at a county scale. These sites are protected by local authorities from most development through planning policies in their development plans.

South London Sub-Regional Development Framework (SRDF)

Policy directions and focus for implementation for the South London sub-region identified in the London Plan, produced by the Mayor in 2006 in partnership with boroughs and other stakeholders. The sub-regional frameworks provide guidance on Opportunity, Intensification and Regeneration Areas, town centres, suburbs and Strategic Employment Locations. The frameworks were consistent with, and provided further guidance on, the policies in the London Plan.

Standard Assessment Procedure (SAP)

Adopted by the government as part of the UK national methodology for calculation of the energy performance of buildings. It is used to demonstrate compliance with building regulations for dwellings - Part L (England and Wales), Section 6 (Scotland) and Part F (Northern Ireland) - and to provide energy ratings for dwellings

Strategic Flood Risk Assessment

An assessment of the location and nature of flood risk, carried out by a Council for its area in consultation with the Environment Agency. The assessment is used to inform Local Development Documents

Sustainability Appraisal

An appraisal of the economic, environmental and social effects of a plan from the outset of the preparation process to allow decisions to be made that accord with sustainable development.

Supplementary Planning Document (SPD)

A document that fills out policies and proposals in a Development Plan Document. There are several possible

types of Supplementary Planning Document, e.g.:

- design guides
- development briefs, master plans
- village design statements
- that part of a parish plan that deals with development.

They are part of the Local Development Framework and, if relevant, can be a material consideration in decisions on planning applications. However, they are not an official part of

the Development Plan and not subject to Independent

Examination; and so have less formal weight than the

Development Plan Document to which they refer. The Council have to involve the community in their preparation.

Traffic Regulation Orders (TRO) A Traffic Regulation Order (TRO) is the statutory legal document necessary to support any enforceable traffic or highway measure.

TROs are required for a range of restrictions, including:

- waiting and loading
- one-way streets
- speed limits
- weight and width restrictions
- access and turning restrictions
- road and footway closures
- Cycle and bus lanes
- high-occupancy vehicle lanes

Needed to restrict certain actions on the highway to ensure safety, accessibility, and minimum disruption to local life.

Unitary Development Plan (UDP)

A development plan prepared by Local Planning Authorities, which contains policies equivalent to those in both a structure plan and local plan. These plans will continue to operate for a time after the commencement of the new development plan system, by virtue of specific transitional provisions, but will be superseded by the Local development Framework.

13.0 Appendix A: Development Schedules

Dwelling Number and Size - Market

Opportunity Area	Sq m			Dwelling Size Split by floorspace (sq m)				No of dwellings based on floorspace standards				
	Resi floorspace gross	Res floorspace net	Private Floor-space	1 bed	2 beds	3 beds	4 beds	1 bed	2 beds	3 beds	4 beds	total number of homes
Variable		0.825	0.500	0.38	0.47	0.12	0.03	51	77	93	106	
SH1	5070	4183	2091	795	983	251	63	16	13	3	1	32
SH2	25888	21358	10679	4058	5019	1281	320	80	65	14	3	162
SH3	8580	7079	3539	1345	1663	425	106	26	22	5	1	54
SH4	3675	3032	1516	576	712	182	45	11	9	2	0	23
SC1	0	0	0	0	0	0	0	0	0	0	0	0
SC2	1200	990	495	188	233	59	15	4	3	1	0	7
SC3	4100	3383	1691	643	795	203	51	13	10	2	0	26
SC4	0	0	0	0	0	0	0	0	0	0	0	0
SV1	2000	1650	825	314	388	99	25	6	5	1	0	12
SV2	0	0	0	0	0	0	0	0	0	0	0	0
SV3	0	0	0	0	0	0	0	0	0	0	0	0
SHU1	6000	4950	2475	941	1163	297	74	18	15	3	1	37
SHU2	16300	13448	6724	2555	3160	807	202	50	41	9	2	102
SHU3	0	0	0	0	0	0	0	0	0	0	0	0
SHU4	2040	1683	842	320	396	101	25	6	5	1	0	13

Dwelling Number and Size - Affordable

Opportunity Area	Afford-able Floor-space	Dwelling Size Split by floorspace (sq m)				No of dwellings based on floorspace standards					
		1 bed	2 beds	3 beds	4 beds	1 bed	2 beds	3 beds	4 beds	total number of homes	Total Private and Af-fordable Dwell-ings
Variable	0.500	0.10	0.40	0.25	0.25	51	77	93	106		
SH1	2091	209	837	523	523	4	11	6	5	26	57
SH2	10679	1068	4272	2670	2670	21	55	29	25	130	292
SH3	3539	354	1416	885	885	7	18	10	8	43	97
SH4	1516	152	606	379	379	3	8	4	4	18	41
SC1	0	0	0	0	0	0	0	0	0	0	0
SC2	495	50	198	124	124	1	3	1	1	6	14
SC3	1691	169	677	423	423	3	9	5	4	21	46
SC4	0	0	0	0	0	0	0	0	0	0	0
SV1	825	83	330	206	206	2	4	2	2	10	23
SV2	0	0	0	0	0	0	0	0	0	0	0
SV3	0	0	0	0	0	0	0	0	0	0	0
SHU1	2475	248	990	619	619	5	13	7	6	30	68
SHU2	6724	672	2690	1681	1681	13	35	18	16	82	250
SHU3	0	0	0	0	0	0	0	0	0	0	0
SHU4	842	84	337	210	210	2	4	2	2	10	23
											910

Open Space Residential Planning Requirements

Based on flats not houses

Opportunity Area	Open Space Requirement based on dwellings 10sq m per dwelling	Add number of blocks here	Open space based on blocks - 50 sq m per dwelling	Total open space required
SH1	572	1	50	622
SH2	2919	1	50	2969
SH3	967	2	100	1067
SH4	414	1	50	464
SC1	0		0	0
SC2	135	1	50	185
SC3	462	1	50	512
SC4	0	1	50	50
SV1	225	1	50	275
SV2	0		0	0
SV3	0		0	0
SHU1	676	2	100	776
SHU2	2500	1	50	2550
SHU3	0		0	0
SHU4	230	1	50	280

Planning Requirement Car Parking - Residential

Opportunity Area	Affordable car parking				Market				Total
	1 bed	2 bed	3 bed	4 bed	1 bed	2 bed	3 bed	4 bed	Total parking
	0.25	0.40	0.50	0.50	0.19	0.30	0.38	0.38	
SH1	1	4	3	2	3	4	1	0	19
SH2	5	22	14	13	15	20	5	1	95
SH3	2	7	5	4	5	6	2	0	32
SH4	1	3	2	2	2	3	1	0	14
SC1	0	0	0	0	0	0	0	0	0
SC2	0	1	1	1	1	1	0	0	4
SC3	1	4	2	2	2	3	1	0	15
SC4	0	0	0	0	0	0	0	0	0
SV1	0	2	1	1	1	2	0	0	7
SV2	0	0	0	0	0	0	0	0	0
SV3	0	0	0	0	0	0	0	0	0
SHU1	1	5	3	3	4	5	1	0	22
SHU2	3	14	9	8	10	12	3	1	130
SHU3	0	0	0	0	0	0	0	0	0
SHU4	0	2	1	1	1	2	0	0	8
								Total	338

Other floorspace and car parking requirements

Use Class	Floorspace Sq M				Car parking				Total
	A1 A2 A3 Floorspace Sqm	B1 Floorspace Sqm	D1/D2	C Hotel	A1, A2, A3, Floorspace Sqm	B1 Floorspace Sqm	D1/D2	C Hotel	
					100	1500	40		
SH1	990	0	0	0	10	0	0		10
SH2	2970		1030	0	30	0	26		55
SH3	880	0	0	0	9	0	0		9
SH4	2075	0	0	0	21	0	0		21
SC1	750	7500	0	0	8	5	0		13
SC2	1065	0	0	0	11	0	0		11
SC3	11000	1000	360	0	110	1	9		120
SC4	0	0	1000	0	0	0	25		25
SV1	720	0	700	0	7	0	18		25
SV2	280	600	0	0	3	0	0		3
SV3	180	0	0	0	2	0	0		2
SHU1	350	4500	0	4500	4	3	0		7
SHU2	8009		10532	0	80	0	263		430
SHU3	200	3610	0	0	2	2	0		4
SHU4	680	0	0	0	7	0	0		7

Other floorspace and car parking requirements

Car Parking Total	Residential	Other	Total
SH1	19	10	29
SH2	95	55	151
SH3	32	9	40
SH4	14	21	34
SC1	0	13	13
SC2	4	11	15
SC3	15	120	135
SC4	0	25	25
SV1	7	25	32
SV2	0	3	3
SV3	0	2	2
SHU1	22	7	29
SHU2	130	430	560
SHU3	0	4	4
SHU4	8	7	14
			1067

13.1 Appendix B: Sustainability Assessment

This assessment provides an appraisal of the Masterplan in relation to the nine sustainability criteria listed in the table below. These criteria are derived from the BRE Environmental Assessment Method (BREEAM). One Planet Living and the EDAW Stage 3 Sustainability Appraisal of the options.

No.	Sustainability Criteria	Source and associated objective
1	Living within environmental limits	BRE Environmental Assessment Method Climate Change One Planet Living Zero Carbo
2	Energy, Water, Waste and Materials	BRE Environmental Assessment Method Resources One Planet Living Sustainable Water Zero waste Local and sustainable materials
3	Transport and Movement	BRE Environmental Assessment Method Transport One Planet Living Sustainable Transport Stage 2 Interim Report Encourage sustainable transport and living through pedestrianisation and public transport Create a more pleasant pedestrian environment
4	Ecology and Biodiversity	BRE Environmental Assessment Method Ecology One Planet Living Natural habitats and wildlife Stage 2 Interim Report Encourage native tree planting Create a green link between Streatham Common and Tooting Common through landscaping
5	Economy and Employment	BRE Environmental Assessment Method Business Stage 2 Interim Report Create the opportunity for local people to work locally within Streatham. Retain the economically active residents with young families in Streatham
6	Public Realm and Identity	BRE Environmental Assessment Method Placemaking One Planet Living Culture and Heritage Stage 2 Interim Report Improve the quality of the pedestrian environment through public realm improvements Creation of a safe pedestrian environment, which reduces east/west severance and encourages people to actively engage with the uses located along the High Road.
7	Community and Equity	BRE Environmental Assessment Method Community One Planet Living Local and sustainable food Equity and fair trade Stage 2 Interim Report Create a central area where the community can come together
8	Health and Happiness	BRE Environmental Assessment Method Health and Happiness
9	Building Design and Sustainability	BRE Environmental Assessment Method Buildings

The Masterplan options are marked against the sustainability objectives using the following scoring system:

++	Likely to have a very positive effect
+	Likely to have a positive effect
0, +/-	Likely to have a neutral effect or positive effects would balance out negative effects
-	Likely to have a negative effect
--	Likely to have a very negative effect
?	Unknown or could have a positive or a negative effect depending on how it is implemented

Sustainability Objective	Impact	Explanation
1. Living within environmental limits	++	<p>The Masterplan encourages people to travel into and through Streatham by sustainable means, such as public transport, walking and cycling. New pedestrian links are proposed between the High Road and Tooting Bec and Streatham Commons. New pedestrian crossings are proposed at key sites down the High Road to make it easier for pedestrians to cross the Road. New cycling stands are proposed as part of the public realm improvements to make it easier for people to travel by bicycle.</p> <p>A concentration of development around the Streatham Hill and Streatham Stations with new residential units proposed, will reduce residents need to travel and commute by car. The additional residential units are proposed between Becmead Avenue and Prentis road.</p> <p>It is proposed that new commercial and other buildings will need to meet BREEAM Very Good and be zero carbon by 2019 to minimise the amount of CO2 in the atmosphere. This is in line with current London Plan policy and sustainability objectives for the Masterplan. These guidelines will need to be enforced as part of the development briefs and by future developers.</p>
2. Energy, Water, Waste and Materials	+	<p>The Masterplan meets Code for Sustainable Homes level 4 for all quick win projects, rising to level 6 by 2016.</p> <p>Green Walls are proposed at each of the new Squares/Spaces along the High Road (Station Square and Market Square). In addition, it is proposed that green and brown roofs should be incorporated into detailed development briefs, wherever possible.</p>
3. Transport and Movement	++	<p>The Masterplan improves the ease with which people move around and through Streatham. It includes the removal of the central barrier and the consolidation of traffic lanes to two in either direction. This will ensure a constant stream of traffic down the High Road at a consistent speed.</p> <p>The widening of the pavements will encourage pedestrians to walk up and down the High Road and the new crossings will make it easier for pedestrians to cross the High Road. In addition, the creation of new walkways off the High Road, for instance through the Lidl site and Gleneldon Mews, will create a more attractive and interesting environment for pedestrians.</p> <p>Additional housing around Streatham Hill Station will increase density and reduce the need to travel by car. The creation of the new pedestrianised Station Square will reduce the reliance on car use in this location and encourage people to travel by train and walk through the Square.</p> <p>Finally, the improvements to the public realm and pedestrian environment up and down the High Road through tree planting, new shared surfaces and cycle stands will make the Town Centre more inviting to those on foot or bike.</p>
4. Ecology and Biodiversity	+	<p>The Masterplan improves the ecological value of Streatham through tree planting down the widened pavements of native tree species. The new Station Square and Market Square will include new planting and landscaping of appropriate species to green the new space. New green walls are also proposed at the two Squares to create an iconic feature(s) in Streatham but also to provide new habitats and improve the local understanding of biodiversity issues. The significant improvements to these areas of Streatham will significantly improve their amenity value and will make them more attractive to locals to spend time in them.</p> <p>Landscaping improvements and the opening up of Streatham Green (through improved pedestrian crossings) with new planting and landscaping will create a more inviting space for people to move through.</p> <p>The peaceful environment around St Leonards Church will be retained by the natural environment, despite improved access to it.</p>

<p>5. Economy and Employment</p>	<p>++</p>	<p>The Masterplan proposes the provision of 22,140sqm of retail space, 17,210sqm of office space, 3090sqm community space and 4,500sqm of hotel space. All of which will provide employment opportunities across a range of sectors in Streatham, which will help boost the local economy.</p> <p>The extension and refurbishment of the Library with more modern facilities included will positively contribute to the educational offer within Streatham for local people.</p> <p>The creation of new office space around the Stations will represent a better use of space and will encourage more B1 uses through better space and improved amenity in the area, through the new Station Square and retail units. This will provide uplift in jobs over the 15 year lifespan of the Masterplan. The new B1 office space will also encourage and promote smaller local businesses and medium sized enterprises. The opening up and refurbishment of Gleneldon Mews will also encourage and support local businesses and creative industries.</p> <p>In addition, the proposed provision of retail and employment at Streatham Hub (MDO71) and Caesars Megabowl (MDO73) will greatly enhance the employment opportunities in the area.</p>
<p>6. Public Realm and Identity</p>	<p>++</p>	<p>The Masterplan includes a Public Realm Strategy with a number of improvements to the existing character of Streatham. Proposals include removal of the central barrier and widening of the pavements, tree planting down the pavements to create a boulevard, improved pedestrian crossings in key locations and new pedestrian and cycle routes that cross the High Road and link to Tooting Bec Common and Streatham Common. Public art features are also proposed at the gateways into the Town Centre to create a sense of arrival and to engage local people in the improvements to Streatham.</p> <p>The opening up of Streatham Green through active frontages, new pedestrian links and more planting will create a more attractive and approachable environment. This will also promote natural surveillance and will be enhanced further through distinct lighting.</p> <p>These proposals should contribute to a greater sense of pride in Streatham and will encourage local residents to spend more time in the Town Centre, instead of going elsewhere to shop and relax.</p>
<p>7. Community and Equity</p>	<p>++</p>	<p>The Masterplan proposes a total of 3,090sqm of community space within Streatham Town Centre in the following locations: First Floor of the Island Site facing onto Streatham Green, extension to the Tate Library, Prentis Road and on Gracefield Gardens. It is intended that each of these sites will provide a different offer for the community, whether it be educational/training space, fitness classes or a location of local meetings.</p> <p>The creation of new public Squares will also create outdoor community space, which can be used for weekly markets, the Streatham Festival, Guy Fawkes Night and fireworks etc.</p> <p>In addition, the MDO sites coming forward both include community facilities.</p> <p>All new developments proposed will be required to comply with the Disability Discrimination Act (DDA) guidelines.</p> <p>The removal of the central barrier, lowering of the crossing points and the creation of straight across pedestrian crossings will make vehicles more aware of the pedestrians around them and help to foster connectivity between the various community facilities within Streatham.</p> <p>The extension and refurbishment of the Tate Library with more modern and a wider range of facilities will help provide essential educational services to the local community.</p>
<p>8. Health and Happiness</p>	<p>++</p>	<p>One of the main aims of the Masterplan is to create more community spaces within the town centre for local residents to come together. The Masterplan provides 4 new community spaces (with a total of 3,090sqm) spread out along the High Road, all of which are locally accessible.</p> <p>2 new outdoor spaces are proposed at the Station Square and Market Square, which will improve the quality and quantum of existing open space and will help to encourage a more healthy and active lifestyle within the community.</p> <p>The Masterplan encourages local people to move around and in/out of Streatham by using public transport and via pedestrian/cycle links that are being created.</p> <p>The increase in well-designed residential units will help promote healthier residents.</p>

9. Building Design and Sustainability	++	<p>Buildings should be built to meet Code for Sustainable Homes Level 4 for residential and BREEM Very Good for all other.</p> <p>Additional housing from residential proposals, and the MDO development coming forward at either end of the High Road, will provide significant new housing in the area, which should help meet housing need and reduce the lack of housing affordability.</p> <p>The Masterplan promotes high quality design and architecture, which is in-keeping with the existing urban fabric of Streatham. This should reduce the opportunities for crime and have a positive effect on perceptions of crime.</p> <p>Densification of development around Streatham Hill and Streatham Stations as interchanges with residential and office/commercial development should help foster a greater sense of community safety.</p> <p>The opening up of Streatham Green with new active frontages will create natural surveillance and a greater feeling of community safety after daylight hours. This should help encourage more people to make use of the Green.</p> <p>The widening of the pavements and the creation of the Station Square, Market Square, access into Gleneldon Mews and the pedestrian link through the Lidl site should create more lively public spaces that are better design, have good visibility and lighting and generally a more attractive public realm.</p>
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