



Lidl UK GmbH

**43-49 High Street, Walthamstow, E17
7AD**

Heritage Statement

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Ropemaker Court, 11-12 Lower Park Row, Bristol, BS1 5BN

Tel: +44 (0)117 924 4144

Email: rebecca.harfield@wyg.com



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Prepared by:	Rebecca Harfield Senior Built Heritage Consultant	Signed:	
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Checked by:	Martin Brown Principal Archaeologist	Signed:	
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Verified by:	Kirsten Holland Associate – Historic Environment	Signed:	
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1.0 Introduction

This Heritage Statement has been prepared by Rebecca Harfield, Senior Built Heritage Consultant, WYG, on behalf of Lidl UK GmbH to inform a planning application for proposed alterations to the High Street and rear elevations of the existing shop and car park at 43-49 High Street, Walthamstow, E17 7AD.

1.1 Aim and Objectives

This Heritage Statement describes the significance of heritage assets and assesses the likely impact of the proposed development upon that significance, including any contribution made by their settings, as required by the National Planning Policy Framework (NPPF) and the London Borough of Waltham Forest's local information/validation requirements. The aim of the report is to:

- Set out the legislative and policy context;
- Describe the significance of designated and non-designated heritage assets within the application site's boundary and nearby, including their settings;
- Assess the potential impacts of the proposed development;
- Recommend mitigation measures and/or further work where appropriate.

1.2 Scope of Heritage Statement

The NPPF definition of heritage assets has been used in preparing this Heritage Statement:

A building, monument, site, place, area or landscape identified as having a degree of significance meriting consideration in planning decisions, because of its heritage interest. Heritage asset includes designated heritage assets and assets identified by the local planning authority (including local listing).

This Heritage Statement focuses on built heritage significance and impacts and does not include an archaeological desk-based assessment.



2.0 Site and Development Description

2.1 Site Description

The proposed development site occupies most of a block located between High Street, Carisbrooke Road, Mission Grove and Buxton Road, close to the western end of High Street, Walthamstow. It is located within the Walthamstow St James Conservation Area and an Archaeological Priority Zone.

The primary frontage of the building, which includes Lidl's shopfront, is on the north side of High Street, Walthamstow and forms part of a row of once identical, late 19th century, three-storey terrace properties. The shopfloor and a small staff/office area are located on the ground floor immediately behind the High Street frontage and are largely housed in a two-storey 1930s rear extension. The upper floors of former terrace houses and 1930s extension are not currently in use.

The current warehouse/delivery areas are located behind the High Street frontage in an additional modern single-storey rear extension that also offers a second public entrance into the shop from the car park. A high brick boundary wall surrounds the delivery area and fronts onto Carisbrooke Road and Mission Grove. The parking area occupies the other corner of the block, facing Mission Grove and Buxton Road. A site boundary plan can be seen in Appendix A and photographs in Appendix B.

2.2 Development Description

The proposed alterations to the High Street frontage are minor and involve the relocation of an existing projecting sign, installation of a new fascia with sign positioned above the main entrance, and replacement of the existing, modern shopfront. The existing curved shop windows at each end of the High Street frontage are to be retained and made good. A new graphite grey (RAL 7024) and Alucobond silver (RAL 9006) colour scheme is to be introduced for the shopfront except for the signage.

At the rear, minor alterations are also proposed. On the Mission Grove, Carisbrooke Road and Buxton Road elevations, all existing doors are to be replaced with graphite grey coloured versions. On the Carisbrooke Road elevation, an existing roller shutter door and loading dock are to be replaced with a new roller shutter door and enclosed docking shelter finished in graphite grey, and an existing canopy over the dock is to be refaced in Alucobond silver (RAL 9006) cladding. On the Buxton Road elevation, the existing pitched roof to the main entrance and adjacent canopy are to be removed and replaced with a new flat-roofed version finished in Alucobond silver (RAL 9006) cladding. The main entrance doors and shopfront are to be



replaced with new graphite grey versions with a new illuminated sign centred above on the canopy. A fire escape door is to be relocated from the Mission Grove to the Carisbrooke Road elevation. The existing car park is to be resurfaced and new lighting, bollards and cycle parking introduced into an otherwise unchanged layout.

The following drawings have been provided by Lidl UK GmbH to WYG and form the basis of the impact assessment in this Heritage Statement:

- Site layout as existing (drawing number 3301 01D, dated March 2015);
- Site plan as proposed (drawing number 3301 18G, dated March 2015);
- Elevations as existing (drawing number 3301 06B, dated April 2015); and
- Elevations as proposed (drawing number 3301 19F, dated April 2015).

These drawings are not included in this Heritage Statement but may be viewed as part of the planning application.

3.0 Methodology

3.1 Heritage Statement Methodology

This Heritage Statement follows the requirements of the National Planning Policy Framework (NPPF) and also has regard to:

- Planning Practice Guidance on Conserving and enhancing the historic environment (2014);
- English Heritage's Conservation Principles, Policies and Guidance for the Sustainable Management of the Historic Environment (2008)¹;
- English Heritage's Historic Environment Good Practice Advice in Planning Note 2: Managing Significance in Decision Taking in the Historic Environment (2015a);

¹ It is noted that English Heritage separated into two organisations on 1 April 2015 and that Historic England is now the body responsible for listing, planning, grants and heritage research and advice. As their publications have yet to be rebranded, this report continues to refer to English Heritage in relation to all publications for the avoidance of confusion.



- English Heritage’s Historic Environment Good Practice Advice in Planning Note 3: The Setting of Heritage Assets (2015b).

In addition, WYG has developed its own cultural heritage evaluation and assessment method, details of which can be found in Appendix C. Professional judgment is used in conjunction with policy, guidance and methodology in order to undertake the assessments in this Heritage Statement. This Heritage Statement was researched and prepared by Rebecca Harfield BA (Hons), MA PGDipBldgCons(RICS), RTPI, IHBC, M.ICOMOS, Senior Built Heritage Consultant at WYG.

3.2 Sources Consulted

This Heritage Statement has been prepared taking into consideration the historical background of the proposed development site and wider area. Sources consulted included:

- Heritage Gateway;
- Greater London Historic Environment Record;
- National Heritage List for England;
- Walthamstow St James Conservation Area Appraisal (2014a);
- Historic mapping at Old Maps and National Library of Scotland Map Images;
- Information and historic maps in the Waltham Forest Archive and Local Studies Library; and
- Various books and articles on the history of Walthamstow’s development, particularly its shops.

In addition, a site visit was undertaken on 30th October 2014 to inspect the exterior of 43-49 High Street, Walthamstow in order to better understand heritage significance and assess the likely impacts of the proposed development. The relationship of the application site to designated and non-designated heritage assets, including nearby listed and locally listed buildings and their settings, and the potential effects on the character and appearance of the Walthamstow St James Conservation Area were also considered during the site visit. Unless otherwise stated, all photographs were taken during this site visit.



4.0 Legislation and Planning Policy Context

4.1 National Planning Policy Framework 2012 and Guidance/Advice

The National Planning Policy Framework (NPPF) sets out the Government's national planning policies, including the conservation of the historic environment. Conserving heritage assets in a manner appropriate to their significance, so that they can be enjoyed for their contribution to the quality of life of this and future generations, is one of 12 core planning principles underpinning plan-making and decision-taking.

The NPPF covers all aspects of the historic environment and heritage assets, including designated assets (World Heritage Sites, Scheduled Monuments, Listed Buildings, Protected Wreck Sites, Conservation Areas, Registered Parks and Gardens and Registered Battlefields) and non-designated assets (local lists and archaeological sites of equivalent significance to scheduled monuments). The NPPF draws attention to the irreplaceable nature of heritage assets and the benefits their conservation can bring to the wider objectives of the NPPF in relation to sustainability, economic benefits and place-making (para 126).

The NPPF states that the significance of heritage assets (including their settings) should be identified, described and the impact of the proposal on the significance of the asset should be assessed. The planning application should include sufficient information to enable the impact of proposals on significance to be assessed. The NPPF sets a minimum information standard and states that the level of detail should be proportionate to the heritage asset's significance and the potential impact on that significance. For sites that include or have the potential to include heritage assets of archaeological interest, desk-based archaeological assessments and where necessary, field evaluations may also be required (para 128).

The NPPF sets out the approach local authorities should adopt in assessing development proposals within the context of applications for development of both designated and non-designated assets. Great weight should be given to the conservation of designated heritage assets and the more important the heritage asset, the more emphasis should be placed on its conservation. Harm or loss to significance through alteration or destruction or development within its setting should require clear and convincing justification. Substantial harm to or loss of a grade II listed building, park or garden should be exceptional. Substantial harm to or loss of designated heritage assets of the highest significance, notably scheduled monuments, protected wreck sites, battlefields, grade I and II* listed buildings, grade I and II* registered parks and gardens, and World Heritage Sites, should be wholly exceptional (para 132).



Where there is substantial harm to or total loss of significance of a designated heritage asset, a number of criteria must be met alongside achieving substantial public benefits in order for local planning authorities to grant consent (para 133). Where there is less than substantial harm, the harm should be weighed against the public benefits of the development (para 134). Balanced judgements should be made when weighing applications that affect non-designated heritage assets, taking into account the scale of any harm or loss and the significance of the heritage asset (para 135).

Additional guidance is given on new development within Conservation Areas and within the settings of heritage assets. Proposals that preserve elements of the setting that make a positive contribution to or better reveal that significance of the heritage asset should be treated favourably (para 137). However, NPPF recognises that not all are elements of a Conservation Area will contribute to its significance. Loss of a building or element that makes a positive contribution to the significance of a Conservation Area should be treated as substantial harm or less than substantial harm, depending upon its relative significance and its contribution to the significance in Conservation Areas as a whole (para 138).

Where loss of significance as a result of development is considered justified, the NPPF requires heritage assets to be recorded and understanding of the heritage assets to be advanced before they are partly or wholly lost in a manner proportionate to their importance and impact. The results of these investigations and the archive should be made publically accessible. The ability to record evidence should not however be a factor in deciding whether loss should be permitted (para 141).

The NPPF is supported by Planning Practice Guidance on Conserving and enhancing the historic environment (2014). This provides further information on how to interpret and apply the NPPF in practice and its relationship to the legislative framework for planning and the historic environment.

English Heritage has also published two new and relevant guidance documents to assist implementing the NPPF and related PPG: the Historic Environment Good Practice Advice in Planning Note: 2: Managing Significance in Decision-Taking in the Historic Environment (2015a) and Note 3: The Setting of Heritage Assets (2015b). These largely amend earlier guidance documents.

4.2 Planning (Listed Buildings and Conservation Areas) Act 1990

This Act outlines the provisions for designation, control of works and enforcement measures relating to Listed Buildings and Conservation Areas. Of relevance to this development proposal, section 66 of the Act states that the local planning authority shall have special regard to the desirability of preserving a listed



building or its setting or any features of special architectural or historic interest which it possesses, when considering whether to grant planning permission. Section 72 states that special attention shall be paid to the desirability of preserving or enhancing the character or appearance of Conservation Areas.

4.4 Local Policy and Guidance

'Protecting and Enhancing Heritage Assets' is a key theme within the Waltham Forest Local Plan Core Strategy (adopted 2012), which provides the overarching vision and strategic direction for spatial planning outcomes in Waltham Forest. This Strategy contains the following strategic objective:

Strategic Objective 12:

Conserve and enhance the Borough's heritage assets whilst maximising their contribution to future economic growth and community well-being.

This strategic objective is to be delivered by implementing the related policies, in this case:

Policy CS12 - Protecting and Enhancing Heritage Assets:

In managing growth and change, the Council will promote the conservation, enhancement and enjoyment of the Borough's heritage assets and their settings such as conservation areas, listed buildings, parks and gardens of local historic interest, archaeological priority zones and other buildings and spaces of local historic value by:

- A) keeping under review heritage designations and designating additional areas, buildings and spaces for protection where justified by evidence;
- B) carrying out, reviewing and implementing Conservation Area Appraisals and Management Plans;
- C) promoting heritage-led regeneration and seeking appropriate beneficial uses and improvements to historic buildings, spaces and areas;
- D) ensuring improved access to historic assets and improved understanding of the Borough's history.

This high level strategic direction sets the scene for other, more detailed components of the Waltham Forest Local Plan. The Development Management Policies (adopted 2013) are used to assess planning applications. Of particular relevance is policy DM28 – Heritage Assets:

Policy DM28 - Heritage Assets [relevant extracts]:

Development proposals which may affect the significance of heritage assets in Waltham Forest (both designated and undesignated) or their setting should demonstrate how these assets will be



protected, conserved and where appropriate enhanced. A Heritage Statement required under paragraph 128 of the NPPF should accompany all applications that affect heritage assets. In considering proposals, the Council will have regard to the following:

Conservation Areas

A) In order to preserve or enhance the significance, including character or appearance of the conservation areas (as shown on the Policies Map), and their settings, the Council will:

- i) permit development in conservation areas which preserves or enhances the character or appearance of the area;

...

Buildings of importance to the character of town centre areas

F) In considering development proposals for properties of particular importance to the character of town centre areas, the Council will have regard to ensuring that the essential character of the particular building or asset is maintained and enhanced by the proposals. Proposals which would involve the demolition of, or drastic alterations to these properties will be resisted.

Improvement Schemes

H) The Council will work with owners/partners to restore buildings, spaces and areas. Where significant harm to a heritage asset is justified in accordance with national policy, a programme of work will be secured with mitigation measures through planning conditions or a planning obligation

...

The full text of policy DM28 is in Appendix D.

The Walthamstow Town Centre Area Action Plan (2014c) is comprehensive spatial strategy for the coordinated development, regeneration and growth of the town centre and builds on earlier masterplanning and policy planning work. The application site lies partly within the St James Quarter, where retail is to be supported but other leisure and commercial uses encouraged. Also of note is that Lidl's car park is located directly opposite a development opportunity site (Buxton Road Bingo Hall and Car Park), where development of four storeys in height and the retention of the Buxton Road facade are encouraged. Diagonally opposite Lidl's car park but outside of the Conservation Area is another development opportunity site (8 Buxton Road), where new development between 2-3 storeys in height is sought.

The Design and Place-Making chapter of this Action Plan also includes the following relevant strategic objective and policies:



Walthamstow Town Centre Objective 8:

Creating an attractive and distinctive centre with high quality design of buildings, public spaces and conserving and enhancing the centre's historic environment.

WTC10 - High Quality Environment [relevant extracts]:

In order to improve the town centre's image and public realm, we will:

- a. Conserve and enhance the centre's historic environment and heritage assets, including EMD Cinema, The Chequers Pub and Central Parade and ensure it is a key feature of the town centres regeneration;
- b. Development which forms the setting of heritage assets should be designed to complement and enhance them and be well integrated into the local context

...

WTC11 - Shop Fronts [relevant extracts]:

In order to protect and improve the streetscape and public realm generally, we will:

...

b. In order to improve and enhance the street scene and public realm generally the Council will seek to apply the following principles to new shop fronts within the AAP boundary:

- i. Avoid boxed fascia signs and keep fascia signage within the original shop framework (usually between the cornice and top of the pilaster);
- ii. Reinstate original pilasters and cornices where they have been removed;
- iii. Preserve and repair good quality or original shop fronts and features;

...

iv. Where possible use traditional materials that are in keeping with the age and heritage of the building;

...

viii. In the Walthamstow St James Conservation Area stall risers should be retained and reinstated where they have been removed

...

ix. Window displays should be visible at night and therefore security glass is preferable to security shutters

...

x. Where possible upper floor windows made from uPVC/aluminium should be replaced with timber sashes/casements as appropriate, particularly in the Walthamstow St James Conservation Area;



...

- xiii. Subdivision of shopfronts (including the incorporation of kiosk windows) should not negatively impact on the streetscene and also relate to the proportions of the host building.

The full version of these policies is in Appendix D.

This Area Action Plan contains a useful diagram showing the location of heritage assets within the Walthamstow Town Centre (see Figure 1 – the general location of the application site has been marked with a green oval). The application site at 43-49 High Street, Walthamstow is not identified or featured as a key heritage asset within the Walthamstow Town Centre Area Action Plan (2014c).

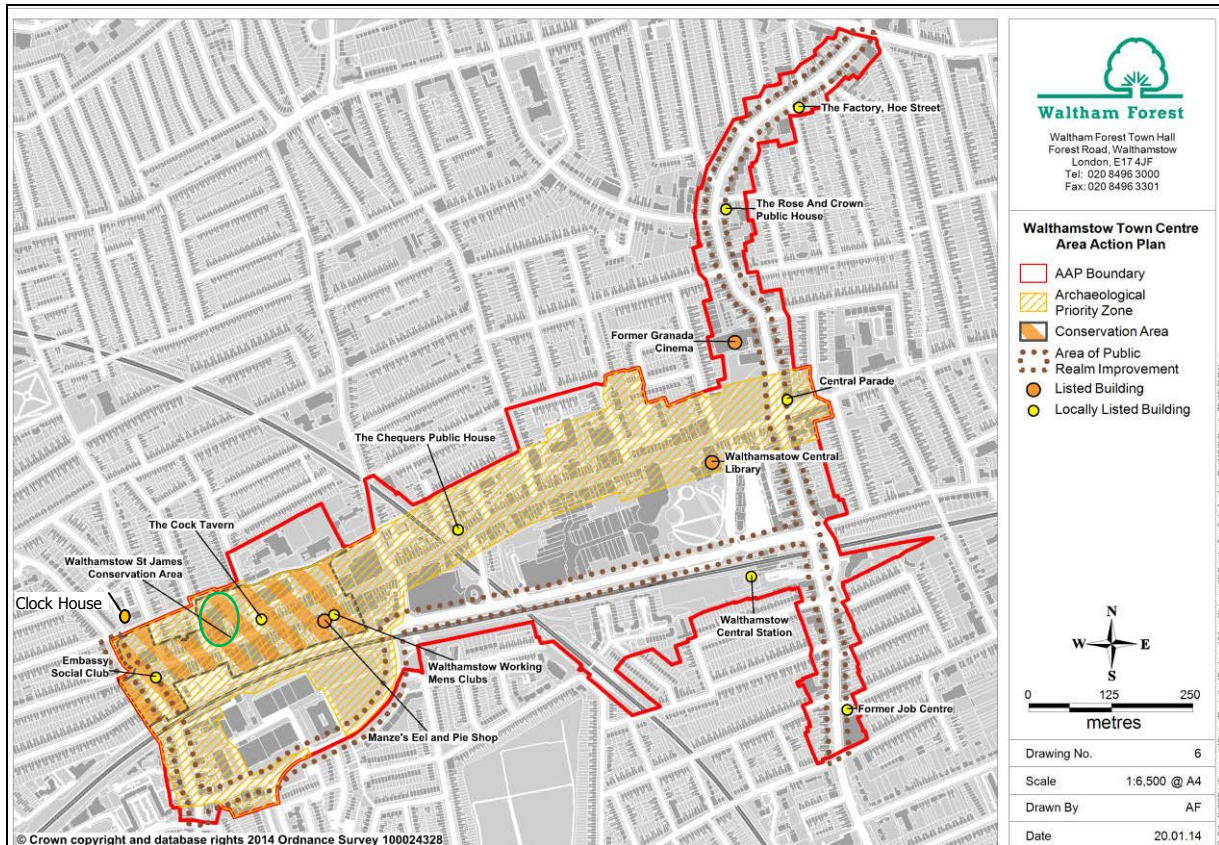


Figure 1: Heritage assets within the Walthamstow Town Centre Area Action Plan.²

²Figure 12.3 entitled 'Conservation Areas and Listed Buildings within the Walthamstow Town Centre Action Plan', London Borough of Waltham Forest, 2014: 72. Note: boundary of the Walthamstow St James Conservation Area has not been fully mapped and one listed building located just outside of the Area Action Plan boundary but within the Conservation Area has been excluded - Clock House (Grade II), Pretoria Avenue. This has been added to Figure 1. The application site has been highlighted with green oval.



A Shopfront Design Guide (2013) has been prepared and this provides a design checklist of issues to consider when making shopfront alterations. This document largely reiterates and expands upon the policies in the Walthamstow Town Centre Area Action Plan and will not be repeated here.

Finally, the London Borough of Waltham Forest has also adopted a Conservation Area Appraisal for the Walthamstow St James Conservation Area (2014). This appraisal describes the special architectural and historic interest of the Conservation Area and is discussed in detail in section 5.1.3 of this Heritage Statement. A Conservation Area Management Plan for Walthamstow St James has also been adopted (2014). It brings together all relevant policies and guidance into one document so that the Conservation Area can be carefully managed during a Townscape Heritage Scheme and other improvement projects funded by the Heritage Lottery Fund and the Council. It is noted that 43-49 High Street is not identified as a high or medium priority for enhancement projects (e.g. repairs, restoration and shopfront renewals).

5.0 Assessment of Heritage Significance

5.1 Heritage Asset Descriptions

43-49 High Street, Walthamstow is neither listed nor locally listed but is located within the Walthamstow St James Conservation Area, which was designated in 2002. It is also located within an Archaeological Priority Zone (see Appendix E for a local map of heritage assets.)

5.1.1 Original Design and Construction

According to the Walthamstow St James Conservation Area Appraisal (2014: 32), the four terraced properties that now comprise the main frontage of 43-49 High Street, Walthamstow originally date from the 1880s. Historic maps support this approximate construction date with earlier buildings present along this stretch of High Street (known then as Marsh Street) when land was surveyed between 1863-69 but the current row of 14 terraces are shown between Carisbrooke Road and Buxton Road by the early 1890s (see Appendix F).

No historic photographs of the application site have been found. However, the surviving physical evidence discussed below suggests that they were originally designed to be shops on the ground floor with residential accommodation above.

Although later modified, the original and former Italianate architectural style of 43-49 High Street, Walthamstow can clearly be seen from its neighbouring terraced properties at 39-41 and 51-65 High Street,



Walthamstow. The front walls were brown London stock bricks laid in Flemish bond, which is typical of Victorian terraces. There were two parallel, red brick string courses at lintel height on the first floor level and one red brick string course at second floor level that curved around the semi-circular window lintels. The lintels at first floor level were simple stone, incised with modest floral lead leaf motifs with a central, simple but very small semi-circular keystone feature. The lintels at second floor level were semi-circular with decorative capitals. Window sills were narrow and made of simple stone. The windows were simple one-over-one timber horned sashes but with unusual chamfered heads at first floor level and standard semi-circular heads at second floor level. The front parapet conceals a row of butterfly roofs behind and has a decorative cornice seemingly supported by repetitive brackets resting on what was a red brick string course.

This block originally had a fairly uniform appearance, although on closer inspection the windows and decorative details are slightly raised at the eastern end of the block presumably due to ground level differences. This is now not so obvious now the central section of parapet and cornice has been removed from the row. The windows are evenly spaced with two at each level per unit in the row except for the paired windows on the two ends of the terrace properties.

At ground floor level, no original shopfronts exist between 39-65 High Street Walthamstow. However, parts of some original corbels and pilasters survive and these appear to have been stone (now painted). They show how the shops were originally divided and give some indication of the likely size of the original stall risers and fascia signage.

5.1.2 1930s Exterior Modifications

The individual properties that now comprise 43-49 High Street, Walthamstow were combined and the front refaced to form a single shop frontage for a new Marks and Spencer department store, which opened in 1931 (London Borough of Waltham Forest, 2013: 26 & 32; Howes & Law, 1991: 16). At this time, a large new, two-storey warehouse extension was also constructed at the rear and the original sash windows in the Victorian terraces replaced by the current steel (Critall) windows to match those used in the rear addition (see photographs in Appendix B and historic maps in Appendix F).

The new High Street frontage, most of which survives today, dramatically changed the appearance of the once, near identical row of Victorian terrace properties located between Carisbrooke and Buxton Road. White render was applied to the whole of the frontage from parapet down ground floor level, retaining but covering the cornice decorative details and window sills. New decorative details were introduced at first and



second floor levels, concealing the original brickwork, string courses and lintels. The first floor and second floor windows are now grouped in vertical pairs by double-height architraves with semi-circular heads topped with strong keystones. Decorative panels are located between each first and second floor window pair. These contain a strong keystone above the first floor windows, which lose their chamfered edges. Tall pilasters were introduced that demarcate the former divisions between each terrace and their restrained capitals include Art Deco chevrons (see Appendix B for photographs).

At ground floor level, the white render continued at fascia level covering both the new fluted corbels at each end and the fascia cornice. Granite forms simple pilasters at either end of the large shopfront and the stall risers, which contain bronze ventilators. A copper down pipe and small hopper head also survives at the eastern end of the shopfront, mounted to the pilaster. The 1930s shopfront was made of steel (presumably also Critall) with thin glazing bars and its two curved display windows still survive at each end of the shopfront. A modern, colour coated metal shopfront now fills the gap between these two historic shop windows. Interestingly, Marks and Spencer's 1930s shopfront also had a central projecting display window with recessed entrances either side that appear to have been supported by white pillars (see Appendix B for photograph).

The 1930s frontage is an interesting mix of strong Italianate and Art Deco architectural styles that would have been very fashionable in its day. The greater vertical emphasis on the upper levels counterbalances the stronger horizontal emphasis that resulted from the new expansive shopfront. The resulting frontage is more visually prominent than the original, harmonious design of the row of terraced properties at 39-65 High Street, Walthamstow.

5.1.3 Contribution to Walthamstow St James Conservation Area

The Walthamstow St James Conservation Area Appraisal summarises the special interest of this Conservation Area as '...a historically important commercial area containing some fine examples of nineteenth and early twentieth century architecture' that developed in response to the introduction of the railways in the 1870s (London Borough of Waltham Forest, 2014: 6). This appraisal identifies 43-49 High Street as building with a frontage that makes a positive contribution to the conservation area and as a shopfront of note:

Numbers 39-65 includes a three storey Italianate style terrace, built in the 1880s. Number 43-49 was refaced in 1930s to form a single frontage to a department store (M&S - now Lidl). The original sashes were replaced by the present steel (Crittall) windows and attractive shop front at that time.



43-49 High Street, Walthamstow

Although the amalgamation of single units into one frontage is not typical of the Victorian shopping street, the design is of some intrinsic merit (ibid: 32).

Lidl (former M&S) - has the remnants of a 1930s curved glass shopfront with granite stall riser which is visible on either side of the modern Lidl shopfront. This building is also interesting above fascia level as it is part of a 1880s terrace which was modernised and refaced in the 1930s and Crittall windows installed (ibid: 26).

Given its contribution to the special architectural and historic interest and character and appearance of the Walthamstow St James Conservation Area, the appraisal identifies 43-49 High Street, Walthamstow as a possible candidate for future local listing (ibid: 6-7). The rear of the application site is not described or discussed, other than noting that the car park and service area of 43-49 High Street are located within the Conservation Area (ibid: 2).

5.1.4 Views Within and Into Walthamstow St James Conservation Area

The Walthamstow St James Conservation Area Appraisal identifies several noteworthy views within the Conservation Area, including views westwards along the High Street towards St James Street (view 6) and eastwards towards Walthamstow Central (view 4) (ibid: 19 & 21). However, the application site does not feature in the descriptions or photographs of these views. The site visit showed that the upper frontage of the application site is visually prominent from the High Street. This is, however, largely due to its stark white colour in contrast to its darker brick neighbours. Near views of the ground floor of the application site are often obscured by market stalls.

When viewed from the western end of the High Street, within and just outside the boundary of the Walthamstow Conservation Area, and from the mid section of High Street towards the west, the upper frontage of the application site is often visible (depending upon the market stall positions) from the south side of High Street but is not visually prominent. It is often eclipsed by taller and more visually dominant buildings, such as the Warner properties at the western end of High Street and the former Salvation Army building. The most significant view of the frontage of the application site is from Courtenay Place towards High Street, which is the only public location both within and outside the Walthamstow Conservation Area from which most of the front of 43-49 High Street, Walthamstow can be viewed face on.

Views of the side and rear of the application site from Carisbrooke and Buxton Roads and Mission Grove were inspected but given the size and position of the existing rear additions, relatively little of the original Victorian terraces that comprise 43-49 High Street, Walthamstow can be seen. The rear of the application



site comprises a 1930s warehouse and more modern additions, as well as the car park. It has a service area appearance that is not considered to either positively or negatively contribute to the character or appearance of the Walthamstow St James Conservation Area. Indeed it is only as visible as it today due to the relatively recent extension of Mission Grove in the early 1980s (see Appendix B for photographs and Appendix F for historic maps.)

5.1.5 Relationship to Nearby Heritage Assets

There are two listed and four locally listed buildings within the Walthamstow St James Conservation Area as shown on Figure 1:

Statutory Listed:

- Clock House (Grade II) - Pretoria Avenue E17
- L Manze Pie and Mash Shop (Grade II) - 76 High Street E17

Locally Listed:

- Embassy Social Club - 2 High Street E17
- The Cock Tavern - 67 High Street E17
- Walthamstow Working Mens Club & Institute - r/o 82/84 High Street E17
- L Manze Pie and Mash Shop - 76 High Street E17 [also Grade II Listed] (ibid. 6-7)

All were visited during the site visit to confirm their visual relationship to the application site and to consider potential impacts on their settings. The view from outside the Buxton Road Bingo Hall was also inspected, given that the Area Action Plan indicates that this facade might merit retention. Given the application site's heritage significance, lying primarily in its High Street frontage, the relative positioning of these heritage assets in relation to the application site, and the nature of the proposed development, there were no concerns about direct visual effects on the settings of these heritage assets. As such, impacts and effects on their settings are not discussed further within this Heritage Statement.

5.2 Historic and Archaeological Background

When the original Victorian properties at 43-49 High Street, Walthamstow were constructed, High Street was known as Marsh Street. It was renamed in 1882 in response to a petition from local shopkeepers, who were vying for commercial dominance over Walthamstow's other shopping areas, particularly Church End/Wood Street (Mander, 2001: 118-121). At this time, shops at the western end of High Street were small, family owned businesses and the first Kelly's Directory of Walthamstow, Leyton and Leytonstone



43-49 High Street, Walthamstow

(1886: 202-3) lists the following businesses in the relevant stretch of High Street between The Grove (now Buxton Road) and Carisbrooke Road:

Doll and colourman	Ironmonger
Confectioner	Tobacconist
Surgeon	Cheesemonger
Fruiterer	Glass and china dealer
Shoe warehouse	Draper and clothier
Furniture dealers	Butcher.

The development of the western end of High Street, Walthamstow and emergence of the St James Street area as a location in its own right was in direct response to the arrival of the railway in the 1870s and the associated rapid population growth. Statistics show that the population grew from nearly 5,000 in 1851 to 22,531 in 1881 to 45,000 in 1889-90 to 110,000 in 1907 (London Borough of Waltham Forest, 2013: 8 and Law, 1975: 11). The number of shops in Marsh/High Street expanded quickly during this period to service the growing number of people (ibid: 2-4):

Date	No. High Street shops (excluding market stalls)
1877	34
1887	148 (overtakes Wood Street)
1897	185
1907	284 (including St James Street and Station Road)

The start of the 20th century saw the arrival of modern 'chains' into Walthamstow High Street, including Marks and Spencer and Sainsbury's. Interestingly Marks and Spencer first occupied a former London Penny Bazaar Shop at 19 High Street before moving to the application site in 1931 (Mander, 2001: 121; Howes and Law, 1991: 16 & 18). The history of construction and occupation of the application site prior to Marks and Spencer's arrival in 1931 is not known. After Marks and Spencer vacated, however, the property was occupied by House of Holland, then Kwik Save before Lidl opened in 2004, according to Waltham Forest Local Studies Library staff.

As can be seen from historic maps in Appendix F, the row of Victorian terraces running between Carisbrooke and Buxton Roads on High Street, containing the application site, replaced some earlier houses or cottages along Marsh Street. The earliest historic maps from 1744 and 1777 show a collection of small



dwellings, some with gardens. These, like others at the western end of Marsh Street, may have been homes for workers employed at the water mill located at the western end of Marsh Street (now Coppermill Lane). The larger houses for the wealthy, some country retreats rather than permanent residences, were mostly located at the higher and more desirable eastern end of Marsh Street and continued to be built until the early 19th century. Walthamstow, like many other villages now within London, developed as a linear settlement (London Borough of Waltham Forest, 2014: 8).

Until 1861, Marsh Street was described as a 'sleepy backwater' and was not a main route. By 1865, however, the next available historic map shows a small row of wooden properties (coloured grey), half with long linear gardens, and a second row of larger buildings, some built of brick (coloured pink) in the approximate location of the application site (see Appendix G). According to Law (1975: 1), High/Marsh Street had been one of two main shopping areas in Walthamstow since at least the 18th century and there would have been shops intermixed with houses, cottages and also located inside the cottages.

Searches of the Greater London Historic Environment Record (GLHER) and National Monument Record Excavation Index (NMREI) show no archaeological sites, finds or excavations on the application site or in the near vicinity. In recognition of this area's earlier historic development, the application site and indeed the whole of the Walthamstow St James Conservation Area lie within an Archaeological Priority Zone.

5.3 Overall Heritage Significance

Overall, 43-49 High Street, Walthamstow is considered to be of medium heritage significance. The application site's heritage significance can be largely attributed to its 1930s High Street frontage (upper floors and shopfront) when individual units were merged to create the larger retail space required by Marks and Spencer. This frontage is of local architectural and historic interest as evidence of this area's commercial growth and development and demonstrates evolving shopfront styles and materials. Due to its contrasting design and materials, the building's frontage (upper floors and shopfront) makes a positive contribution to the character and appearance of the western end of the Walthamstow St James Conservation Area, especially in near views both east and west along the south side of High Street (market stalls permitting) and in particular when viewed front on from Courtenay Place. This is consistent with the findings of the Walthamstow St James Conservation Area Appraisal (2014a).



6.0 Assessment of Impacts

6.1 High Street Alterations

The proposed alterations to the High Street frontage are minor. The existing projecting sign is to be relocated closer to the western end of the building, centred under upper floor windows and aligned above a vertical frame of the new shopfront. A new Alucobond silver cladding system (RAL 9006) is proposed for the fascia with a new, built-in sign using Lidl's corporate blue and yellow colours positioned above the main entrance doors. The existing zinc clad fascia does not appear to be part of the 1930s Marks and Spencer frontage when compared to the photograph 12 in Appendix B and its removal is, therefore, not of concern. The replacement fascia aligns well with the retained corbels, and both the new fascia and signage are not visually dominant in terms of size, position and colour. Overall, these proposed alterations introduce a lighter and more balanced composition to the front elevation and result in a less visually dominant fascia dividing the shopfront and upper floors, which enhances the building's special interest.

The historic, curved shop display windows at each end of the High Street frontage are to be retained with the Crittal frames made good and painted graphite grey. Retaining and making good these 1930s features ensures that one of the most significant elements of the building is preserved. The existing, modern blue shopfront is to be replaced with a new graphite grey coloured one. The new shopfront section follows the existing alignment and is set back behind the historic curved display windows, allowing them to dominate. The new shopfront's framing is more slender than the existing, which allows the upper floors and the historic shopfront to take precedence. The existing trolley bay and bollards are to be retained.

Overall, relatively few changes are proposed to the High Street frontage of this building. The most significant fabric and features are to be retained and made good. The proposed alterations affect elements of the building that have previously been modified and are generally considered to enhance the special interest of this building subject to agreeing specific colours and details by way of conditions. These proposed works are, therefore, considered overall to have a slight positive impact and minor beneficial effect on the heritage significance of this building and on the character and appearance of this part of the Walthamstow St James Conservation Area.

6.2 Mission Grove, Carisbrooke Road, Buxton Road and Car Park Alterations

Minor alterations are proposed at the rear of the building. On the Mission Grove, Carisbrooke Road and Buxton Road elevations, all existing, blue coloured doors are to be replaced with graphite grey versions. On



the Carisbrooke Road elevation, an existing blue roller shutter door and loading dock are to be replaced with a new roller shutter door and enclosed docking shelter finished in graphite grey. An existing, zinc clad canopy over the dock is to be refaced in Alucobond silver (RAL 9006) cladding. On the Buxton Road elevation, the existing, zinc clad pitched roof to the main entrance and adjacent flat-roof canopy are to be removed and replaced with a new flat-roofed version finished in Alucobond (RAL 9006) cladding. The blue main entrance doors and shopfront are to be replaced with new graphite grey versions with a new illuminated sign in Lidl's corporate blue and yellow colours centred above the doors on the canopy. The fire escape door visible from the Mission Grove elevation will be relocated and positioned next to the roller shutter door along the Carisbrooke Road elevation. This will provide an escape route from the shop floor. The redundant opening will be made good to match existing. The existing car park is to be resurfaced and new lighting, bollards and cycle parking introduced into an otherwise unchanged layout.

The side and rear elevations of the building are of low to negligible heritage significance (depending upon their age), as the component structures have been added over time in different materials and styles and extensively altered over many years. The sides and rear of the application site have a service area appearance that makes a neutral contribution to the character or appearance of the Walthamstow St James Conservation Area. Indeed the sides and rear of the site are only as visible as they are today due to the relatively recent extension of Mission Grove in the early 1980s (see Appendix B for photographs and Appendix F for historic maps.). The proposed alterations at the side and rear of the site are relatively minor and most changes would be largely comparable in terms of visual effects to the existing situation.

However, the proposed change in colours from blue to graphite grey for doors and shopfront, and the replacement of zinc with Alucobond silver cladding (RAL 9006) for canopies are considered to be less visually obtrusive, and represent a slight enhancement. The largest proposed change is the replacement of the existing pitched roof and adjacent flat canopy with one, flat-roofed canopy. This change is considered preferable to the existing as its design and materials assist in uniting the character and appearance of the various flat-roofed extensions at the rear and ties in with proposed new fascia on the front elevation. The proposed illuminated sign is not considered excessive in size, is positioned appropriately above the main entrance doors and would not be unduly visually obtrusive, given it would be fixed to modern canopy on a modern extension and in the context of other signage approved on this site. Likewise, the proposed relocation of the fire escape door affects a modern extension and is of no concern.

Overall, the proposed works to the sides and rear of the site are considered to have a slight positive impact and minor beneficial effect on the heritage significance of the building and the character and appearance of this part of the Walthamstow St James Conservation Area.



7.0 Mitigation Measures

Although English Heritage does not recognise high quality design of proposed interventions as mitigation (2008: 47), it is acknowledged that further details of two aspects of the proposed development may be required by condition to ensure harm is minimised and that the proposed works preserve the building's special architectural and historic interest, thereby preserving the character and appearance of the Walthamstow St James Conservation Area. These are:

- Large-scale details, including sections, of the new fascia (with signage) and shopfront and in particular the junctions between the new and retained historic features on the front elevation; and
- Samples of the graphite grey (RAL 7024) and silver (RAL 9006) colours to ensure that the colours are compatible with the building's historic materials and streetscape.

Given that the nature and scale of the proposed development and the magnitude and type of impacts and effects identified in section 6 above, it is considered that the preparation of this Heritage Statement is an appropriate level of building recording prior to work commencing. No other mitigation measures or further work are recommended.

8.0 Conclusions

43-49 High Street, Walthamstow is a locally important heritage asset of medium significance due to its 1930s High Street frontage. It is a shopfront of note and makes a positive contribution to the character and appearance of the Walthamstow St James Conservation Area. The sides and rear of the building are of low to negligible heritage significance and make a neutral contribution to the character and appearance of the Walthamstow St James Conservation Area.

The proposed development involves relatively minor changes to the front, sides and rear of the site. The most significant parts of this heritage asset, namely the two, historic curved shop display windows and the rendered upper floors on the High Street facade, are to be retained. An existing sign and a new built-in sign on a new fascia are proposed to be introduced on the High Street elevation with a new shopfront below. Subject to agreeing by conditions the detail of the new fascia (including signage) and shopfront in relation to the retained historic elements of the building's frontage and the compatibility of new colours with the existing building and streetscape, these changes are considered to have a slight positive impact and minor



beneficial effect on the heritage significance of this building and on the character and appearance of this part of the Walthamstow St James Conservation Area.

At the less significant sides and rear of the site, minor alterations are proposed that generally result in little material change to the character and appearance of the building, including the new roller shutter door and dock shelter, new illuminated sign over the main entrance doors, relocated fire escape door, and the proposed car park changes. Some elements of the proposed works are considered to be slight enhancements, including the change from the colour blue to graphite grey for doors and shopfronts, and the design of the new flat-roofed canopy. Overall, these proposed alterations are considered to have a slight positive impact and minor beneficial effect on the heritage significance of the building and the character and appearance of this part of the Walthamstow St James Conservation Area.

No additional mitigation or further heritage assessment is considered necessary given the nature and scale of the proposed development and magnitude and type of the impacts and effects identified during the impact assessment (section 6) of this Heritage Statement.

When considered as a whole, therefore, the proposed development is considered to preserve the heritage significance of the building and thereby preserve the character and appearance of the Walthamstow St James Conservation Area, in accordance with:

- Section 72 of the Planning (Listed Buildings and Conservation Areas) Act 1990;
- Policy DM28 in the Waltham Forest Local Plan: Development Management Policies (adopted 2013);
- Policies WTC10 and WTC 11 in the Walthamstow Town Centre Area Action Plan (adopted 2014);
- Shopfront Design Guide (adopted 2013);
- Walthamstow St James Conservation Area Appraisal (adopted 2014); and
- Relevant NPPF policies.

Some elements of the proposed development could also be considered to slightly enhance the special architectural and historic interest of 43-49 High Street, Walthamstow and hence slightly enhance the character and appearance of the Walthamstow St James Conservation Area.



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Historic Mapping

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43-49 High Street, Walthamstow

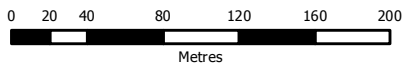
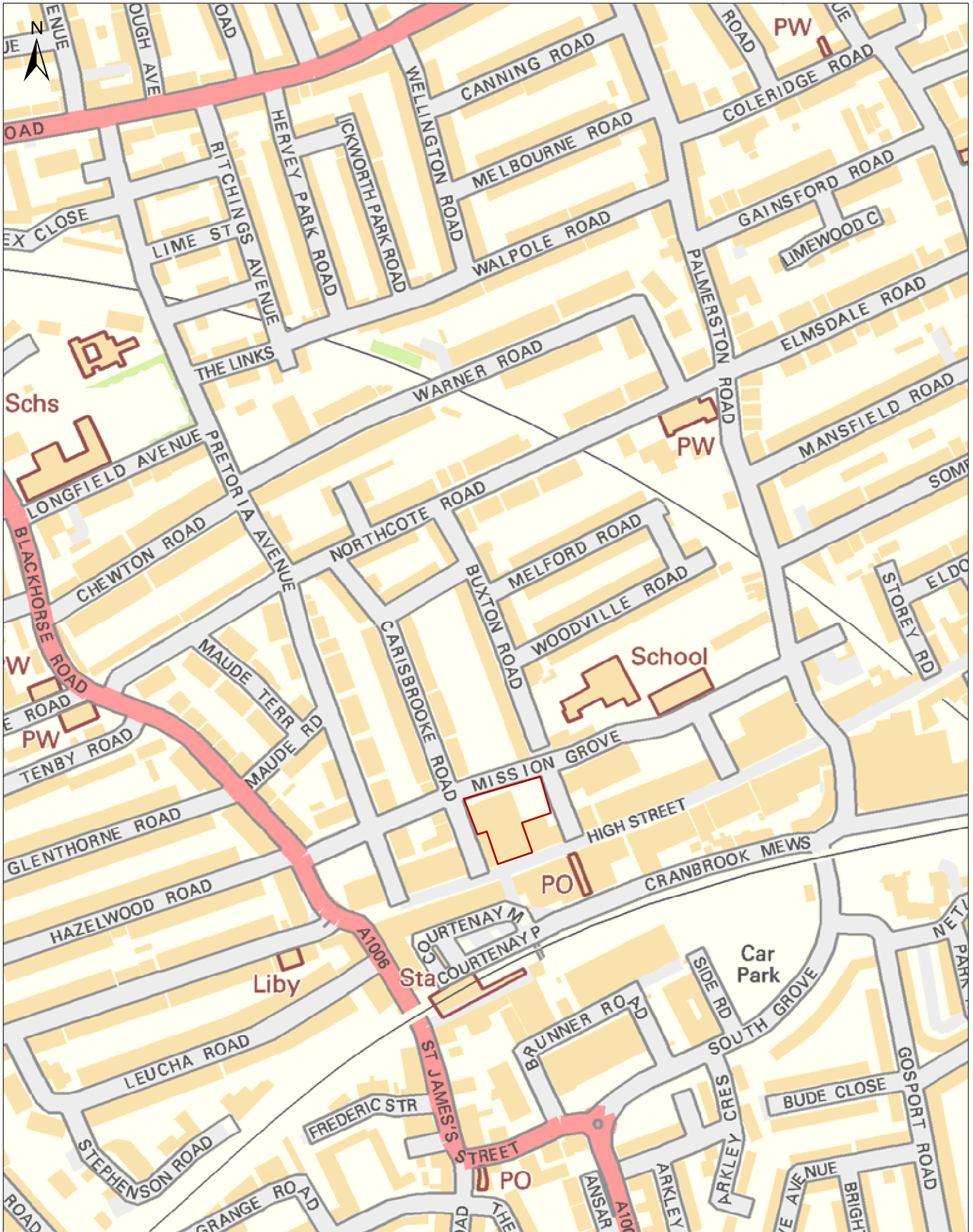


Appendices

43-49 High Street, Walthamstow



Appendix A – Site Location Plan



Arndale Court
 Headingley
 Leeds
 LS6 2UJ

TEL: +44 (0)113 2787111
 FAX: +44 (0)113 2750623
 e-mail: enviro@wyg.com



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Sheet Size: **A4** Scale of Original: **1:4,000**

Client: **Lidl UK GmbH**

Project: **43-49 High Street
 Walthamstow**

RAE Created:	RH Checked:	November 2014 Date:	V1 Version:
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Title:

Site Location Plan

Office: 4154	Project No: A089830	Figure No: 1
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43-49 High Street, Walthamstow



Appendix B – Photographs

43-49 High Street, Walthamstow



Photograph 1: 43-49 High Street, Walthamstow: view east towards Walthamstow Central from south side of High Street.



Photograph 2: 43-49 High Street, Walthamstow: view west towards St James Street from south side of High Street.

43-49 High Street, Walthamstow



Photograph 3: 43-49 High Street, Walthamstow: view from northern end of Courtenay Place.



Photograph 4: 43-49 High Street, Walthamstow: view east from centre of High Street's western end at St James Street junction.



Photograph 5: 43-49 High Street, Walthamstow: view west from centre of High Street, just west of Buxton Road junction.



Photograph 6: 43-49 High Street, Walthamstow: view of side and rear from junction of Carisbrooke Road and Mission Grove.

43-49 High Street, Walthamstow



Figure 7: 43-49 High Street, Walthamstow: view of Carisbrooke Road elevation.



Photograph 8: 43-49 High Street, Walthamstow: view of side and rear from Buxton Road from outside Bingo Hall.



Photograph 9: 43-49 High Street, Walthamstow: close up view of frontage detailing.



Photograph 10: 43-49 High Street, Walthamstow: close up of fascia and corbel details.



Photograph 11: 43-49 High Street, Walthamstow: close up of the western curved steel and glass shop display window.



Photograph 12: 43-49 High Street, Walthamstow: view of Marks & Spencer shopfront (1969). Source: Waltham Forest Archives and Local Studies Library Photographs and Postcards folder.

43-49 High Street, Walthamstow



Appendix C – Assessment Methodology



Cultural Heritage Impact Assessment Methodology

No standard method of evaluation and assessment is provided for the assessment of significance of effects upon cultural heritage, therefore a set of evaluation and assessment criteria have been developed using a combination of the Secretary of State's criteria for Scheduling Monuments (Scheduled Monument Statement, Annex 1), Design Manual for Roads and Bridges, Volume 11, Part 3, Section 2, HA 208/07 and Transport Analysis Guidance (TAG Unit 3.3.9, Heritage of Historic Resources Sub-Objective). Professional judgement is used in conjunction with these criteria to undertake the impact assessment.

Value

The table below provides guidance on the assessment of cultural heritage value on all archaeological sites and monuments, historic buildings, historic landscapes and other types of historical site such as battlefields, parks and gardens, not just those that are statutorily designated.

Value	Examples
Very High	World Heritage Sites, Scheduled Monuments of exceptional quality, or assets of acknowledged international importance or can contribute to international research objectives Grade I Listed Buildings and built heritage of exceptional quality Grade I Registered Parks and Gardens and historic landscapes and townscapes of international sensitivity, or extremely well preserved historic landscapes and townscapes with exceptional coherence, integrity, time-depth, or other critical factor(s)
High	Scheduled Monuments, or assets of national quality and importance or that can contribute to national research objectives Grade II* and Grade II Listed Buildings, Conservation Areas with very strong character and integrity, other built heritage that can be shown to have exceptional qualities in their fabric or historical association. Grade II* and II Registered Parks and Gardens, Registered Battlefields and historic landscapes and townscapes of outstanding interest, quality and importance, or well preserved and exhibiting considerable coherence, integrity time-depth or other critical factor(s)
Medium	Designated or undesignated assets of regional quality and importance that contribute to regional research objectives Locally Listed Buildings, other Conservation Areas, historic buildings that can be shown to have good qualities in their fabric or historical association Designated or undesignated special historic landscapes and townscapes with



Value	Examples
	reasonable coherence, integrity, time-depth or other critical factor(s) Assets that form an important resource within the community, for educational or recreational purposes.
Low	Undesignated assets of local importance Assets compromised by poor preservation and/or poor survival of contextual associations but with potential to contribute to local research objectives. Historic (unlisted) buildings of modest quality in their fabric or historical association Historic landscapes and townscapes with limited sensitivity or whose sensitivity is limited by poor preservation, historic integrity and/or poor survival of contextual associations. Assets that form a resource within the community with occasional utilisation for educational or recreational purposes.
Negligible	Assets with very little or no surviving cultural heritage interest. Buildings of no architectural or historical note. Landscapes and townscapes that are badly fragmented and the contextual associations are severely compromised or have little or no historical interest.

Magnitude

The magnitude of the potential impact is assessed for each site or feature independently of its archaeological or historical value. Magnitude is determined by considering the predicted deviation from baseline conditions. The magnitude of impact categories are adapted from the Transport Assessment Guidance (TAG Unit 3.3.9) and Design Manual for Roads and Bridges, Volume 11, Part 3, Section 2, HA 208/07.

Magnitude of Impact	Typical Criteria Descriptors
Substantial	Impacts will damage or destroy cultural heritage assets; result in the loss of the asset and/or quality and integrity; cause severe damage to key characteristic features or elements; almost complete loss of setting and/or context of the asset. The assets integrity or setting is almost wholly destroyed or is severely compromised, such that the resource can no longer be appreciated or understood. (Negative) The proposals would remove or successfully mitigate existing damaging and discordant impacts on assets; allow for the restoration or enhancement of characteristic features; allow the substantial re-establishment of the integrity, understanding and setting for an area or group of features; halt rapid degradation



Magnitude of Impact	Typical Criteria Descriptors
	and/or erosion of the heritage resource, safeguarding substantial elements of the heritage resource. (Positive)
Moderate	Substantial impact on the asset, but only partially affecting the integrity; partial loss of, or damage to, key characteristics, features or elements; substantially intrusive into the setting and/or would adversely impact upon the context of the asset; loss of the asset for community appreciation. The assets integrity or setting is damaged but not destroyed so understanding and appreciation is compromised. (Negative) Benefit to, or restoration of, key characteristics, features or elements; improvement of asset quality; degradation of the asset would be halted; the setting and/or context of the asset would be enhanced and understanding and appreciation is substantially improved; the asset would be bought into community use. (Positive)
Slight	Some measurable change in assets quality or vulnerability; minor loss of or alteration to, one (or maybe more) key characteristics, features or elements; change to the setting would not be overly intrusive or overly diminish the context; community use or understanding would be reduced. The assets integrity or setting is damaged but understanding and appreciation would only be diminished not compromised. (Negative) Minor benefit to, or partial restoration of, one (maybe more) key characteristics, features or elements; some beneficial impact on asset or a stabilisation of negative impacts; slight improvements to the context or setting of the site; community use or understanding and appreciation would be enhanced. (Positive)
Negligible / No Change	Very minor loss or detrimental alteration to one or more characteristics, features or elements. Minor changes to the setting or context of the site. No discernible change in baseline conditions (Negative). Very minor benefit to or positive addition of one or more characteristics, features or elements. Minor changes to the setting or context of the site No discernible change in baseline conditions. (Positive).

Magnitude (scale of change) is determined by considering the predicted deviation from baseline conditions. Quantifiable assessment of magnitude has been undertaken where possible. In cases where only qualitative assessment is possible, magnitude has been defined as fully as possible.

During the assessment any embedded mitigation has been considered in the impact assessment and this is clearly described in this section (cross referring the development description). Therefore, the magnitude of the impacts described herein will be stated before and after additional mitigation has been taken into consideration.



Impacts may be of the following nature and will be identified as such where relevant:

- Negative or Positive.
- Direct or indirect.
- Temporary or permanent.
- Short, medium or long term.
- Reversible or irreversible.
- Cumulative.

Significance

By combining the value of the cultural heritage resource with the predicted magnitude of impact, the significance of the effect can be determined. This is undertaken following the table below. The significance of effects can be beneficial or adverse.

Significance of Effects	Magnitude of Impact			
	Substantial	Moderate	Slight	Negligible / no Change
Very High	Major	Major – Intermediate	Intermediate	Minor
High	Major – Intermediate	Intermediate	Intermediate – Minor	Neutral
Medium	Intermediate	Intermediate – Minor	Minor	Neutral
Low	Intermediate – Minor	Minor	Minor – Neutral	Neutral
Negligible	Minor-Neutral	Minor-Neutral	Neutral	Neutral

Significance should always be qualified as in certain cases an effect of minor significance could be considered to be of great importance by local residents and deserves further consideration. The significance of effect is considered both before and after additional mitigation measures proposed have been taken into account.

Effects of intermediate significance or greater are considered to be significant effects within the context of planning policy and Environmental Impact Assessment.

43-49 High Street, Walthamstow



Appendix D – Planning Policy



Policy DM28 - Heritage Assets

Development proposals which may affect the significance of heritage assets in Waltham Forest (both designated and undesignated) or their setting should demonstrate how these assets will be protected, conserved and where appropriate enhanced. A Heritage Statement required under paragraph 128 of the NPPF should accompany all applications that affect heritage assets. In considering proposals, the Council will have regard to the following:

Conservation Areas

A) In order to preserve or enhance the significance, including character or appearance of the conservation areas (as shown on the Policies Map), and their settings, the Council will:

- i) permit development in conservation areas which preserves or enhances the character or appearance of the area;
- ii) only permit the demolition of any building in a conservation area where it is clear that this would not have an adverse effect on the character or appearance of the area. In cases where demolition may be justified in accordance with national policy, consent to demolish will be given only when acceptable plans for redevelopment have been agreed;
- iii) use Article 4 directions to raise awareness of good conservation practice and encourage property owners to implement appropriate improvements to properties and other heritage assets which preserve or enhance the character of conservation areas;
- iv) preserve any tree which contributes to the character of the conservation area;
- v) seek designation, where appropriate, of conservation areas as areas of special control for advertisements.

Statutorily Listed Buildings

B) The Council will only permit proposals involving the demolition of any building which is on the statutory list of buildings of special architectural and/or historic interest where exceptional circumstances are shown that outweigh the case for retention. The fact that a building has become derelict will not in itself be sufficient reason to permit its demolition.

C) The Council will permit uses, alterations or extensions that would not be detrimental to the significance of the assets including fabric, appearance, historic interest or setting of these buildings: and it will encourage proposals which seek their rehabilitation, maintenance repair and enhancement;

D) Wherever possible consideration should be given to improving access for people with disabilities to all listed buildings open to the public or where people are employed.



Locally Listed Buildings

E) The Council will seek to retain buildings included on its local list of buildings of architectural/historic interest and encourage their sympathetic maintenance and enhancement. Alterations or extensions to locally listed buildings will be expected to achieve a high standard of design.

Buildings of importance to the character of town centre areas

F) In considering development proposals for properties of particular importance to the character of town centre areas, the Council will have regard to ensuring that the essential character of the particular building or asset is maintained and enhanced by the proposals. Proposals which would involve the demolition of, or drastic alterations to these properties will be resisted.

Archaeological Heritage

G) The Council will ensure the preservation, protection and where possible the enhancement of the archaeological heritage of the borough (See Schedule 23 and the Policies Map). Where proposals affect heritage assets of archaeological interest, preference will be given to preservation in situ. However, where loss of the asset is justified in accordance with national policy, the remains should be appropriately recorded, assessed, analysed, disseminated and the archive deposited.

Improvement Schemes

H) The Council will work with owners/partners to restore buildings, spaces and areas. Where significant harm to a heritage asset is justified in accordance with national policy, a programme of work will be secured with mitigation measures through planning conditions or a planning obligation.

Area of Special Character

I) The Highams Estate was designated as an Area of Special Character by the Council in 1988. This area is shown on the Policies Map and described in Schedule 22. Although this is not a statutory designation, the Council recognises that this area has special character that must be protected.

Heritage at Risk

J) The Council will expect property owners/partners to work proactively with the authority in bringing forward proposals to preserve or enhance Heritage Assets at Risk or under threat within the borough to facilitate their successful rehabilitation and seek their viable reuse consistent with their heritage value and special interest.

WTC10 - High Quality Environment

In order to improve the town centre's image and public realm, we will:

a. Conserve and enhance the centre's historic environment and heritage assets, including EMD Cinema, The Chequers Pub and Central Parade and ensure it is a key feature of the town centres regeneration;



- b. Development which forms the setting of heritage assets should be designed to complement and enhance them and be well integrated into the local context;
- c. Support improvements to the market, particularly in terms of appearance, function and pedestrian circulation;
- d. Improve the pedestrian environment through a range of public realm improvements and by including Walthamstow as part of the 'Legible London' wayfinding scheme;
- e. Where appropriate, seek developer contributions to permanent and temporary art interventions and public realm improvements within the centre;
- f. Improve the lighting in and around the centre to improve safety and security;
- g. Remove unnecessary obstacles, barriers and street clutter within the public realm;
- h. Enhance and improve the quality of green spaces throughout the centre; and
- i. Provide play facilities within the centre or seek contributions towards in the centre, particularly in areas of deficiency.

WTC11 - Shop Fronts

In order to protect and improve the streetscape and public realm generally, we will:

- a. Retain and protect shops fronts located in 'Shop Front Character Areas'; and
- b. In order to improve and enhance the street scene and public realm generally the Council will seek to apply the following principles to new shop fronts within the AAP boundary:
 - i. Avoid boxed fascia signs and keep fascia signage within the original shop framework (usually between the cornice and top of the pilaster);
 - ii. Reinststate original pilasters and cornices where they have been removed;
 - iii. Preserve and repair good quality or original shop fronts and features;
 - iv. Where possible clean brickwork of upper building facades and avoid painting, particularly in the Walthamstow St James Conservation Area;
 - v. Where possible use traditional materials that are in keeping with the age and heritage of the building;
 - vi. Where possible make shop entrances accessible to all;
 - vii. Where proposed, awnings should be compatible with the character of the original building in relation to size, shape, position and style;
 - viii. In the Walthamstow St James Conservation Area stall risers should be retained and reinstated where they have been removed. In all other areas within the AAP boundary, stall raisers are preferred, however where a modern look is required laminated security glass extending to ground level may be acceptable;



- ix. Window displays should be visible at night and therefore security glass is preferable to security shutters. Where shutters are required internal shutters are preferred. However all forms of shutter must be open in nature such as brick bond. Solid or perforated shutters will not generally be acceptable except where security is a particular issue, or where the shop is open in design. When providing roller shutters any housing must be concealed behind the fascia, or if this is not practicable its projection minimised;
- x. Where possible upper floor windows made from uPVC/aluminium should be replaced with timber sashes/casements as appropriate, particularly in the Walthamstow St James Conservation Area;
- xi. Relocate air conditioner units and satellite dishes away from the façade;
- xii. Corner shops should take advantage of their location by providing window displays on both frontages that bring interest and vitality to the street scene; and
- xiii. Subdivision of shopfronts (including the incorporation of kiosk windows) should not negatively impact on the streetscene and also relate to the proportions of the host building.

43-49 High Street, Walthamstow

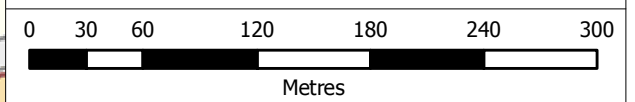


Appendix E – Heritage Assets Map



Legend

- Site Boundary
- ▲ Listed Building
- ◆ Locally Listed Buildings
- HER points
- Conservation Area
- Archaeological Priority Zone



RAE Created:	RH Checked:	November 2014 Date:	V1 Version:
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Arndale Court
 Headingley
 Leeds
 LS6 2UJ
 TEL: +44 (0)113 2787111
 FAX: +44 (0)113 2750623
 e-mail: enviro@wyg.com



Sheet Size: **A3** Scale of Original: **1:4,000**

Client: **Lidl UK GmbH**

Project: **43-49 High Street
 Walthamstow**

Title: **Recorded Heritage Sites
 within Walthamstow Town
 Centre Area**

Office: 4154	Project No: A089830	Figure No: 2
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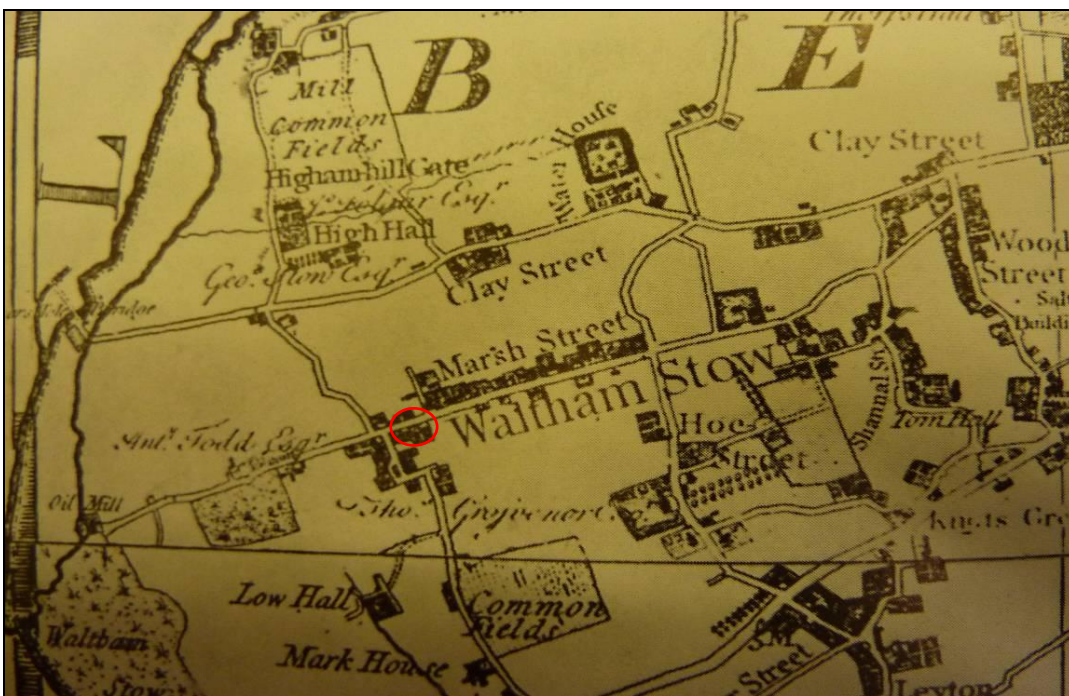
43-49 High Street, Walthamstow



Appendix F – Historic Mapping



Extract from John Rocque map of Walthamstow (1744): approximate application site location in red oval.



Extract from Chapman & Andre map of Walthamstow (1777): approximate location of application site in red oval.



Extract from map of Walthamstow (1865): approximate location of application site in red oval.



Extract from 1895 Ordnance Survey London map of Walthamstow: Victorian terraces fronting onto High Street now constructed.

43-49 High Street, Walthamstow



Extract from Ordnance Survey map of Walthamstow (1936): Three Victorian terraces (43-47 High Street) combined and extended at rear.



Extract from Ordnance Survey map of Walthamstow (1974): Four Victorian terraces (43-49 High Street) now combined and further extensions and car park at rear.

43-49 High Street, Walthamstow



Appendix G - Report Conditions



Heritage Statement: 43-49 High Street, Walthamstow

This report is produced solely for the benefit of **Lidl UK GmbH** and no liability is accepted for any reliance placed on it by any other party unless specifically agreed by us in writing.

This report is prepared for the proposed uses stated in the report and should not be relied upon for other purposes unless specifically agreed by us in writing. In time technological advances, improved practices, fresh information or amended legislation may necessitate a re-assessment. Opinions and information provided in this report are on the basis of WYG using reasonable skill and care in the preparation of the report.

This report refers, within the limitations stated, to the environment of the site in the context of the surrounding area at the time of the inspections. Environmental conditions can vary and no warranty is given as to the possibility of changes in the environment of the site and surrounding area at differing times.

This report is limited to those aspects reported on, within the scope and limits agreed with the client under our appointment. It is necessarily restricted and no liability is accepted for any other aspect. It is based on the information sources indicated in the report. Some of the opinions are based on unconfirmed data and information and are presented accordingly within the scope for this report.

Reliance has been placed on the documents and information supplied to WYG by others, no independent verification of these has been made by WYG and no warranty is given on them. No liability is accepted or warranty given in relation to the performance, reliability, standing etc of any products, services, organisations or companies referred to in this report.

Whilst reasonable skill and care have been used, no investigative method can eliminate the possibility of obtaining partially imprecise, incomplete or not fully representative information. Any monitoring or survey work undertaken as part of the commission will have been subject to limitations, including for example timescale, seasonal, budget and weather related conditions.

Although care is taken to select monitoring and survey periods that are typical of the environmental conditions being measured, within the overall reporting programme constraints, measured conditions may not be fully representative of the actual conditions. Any predictive or modelling work, undertaken as part of the commission will be subject to limitations including the representativeness of data used by the model and the assumptions inherent within the approach used. Actual environmental conditions are typically more complex and variable than the investigative, predictive and modelling approaches indicate in practice, and the output of such approaches cannot be relied upon as a comprehensive or accurate indicator of future conditions.

The potential influence of our assessment and report on other aspects of any development or future planning requires evaluation by other involved parties.

The performance of environmental protection measures and of buildings and other structures in relation to acoustics, vibration, noise mitigation and other environmental issues is influenced to a large extent by the degree to which the relevant environmental considerations are incorporated into the final design and specifications and the quality of workmanship and compliance with the specifications on site during construction. WYG accept no liability for issues with performance arising from such factors.

June 2015
WYG Environment Planning Transport Ltd