

PROPOSED AMENDMENTS AND NEW DESIGNATIONS TO NEWHAM'S TOWN CENTRES NETWORK IN THE DRAFT LOCAL PLAN

(REGULATION 18 VERSION)

December 2022

WE ARE NEWHAM.

Contents

Introduction	4	Vicarage Lane – West Ham	41
Context	7	Church Street – West Ham.....	43
Methodology	11	Plaistow Road	45
Town Centre, Local Centre and Neighbourhood Parade Boundary Reviews.....	11	Terrace Road	47
Town Centre and Local Centre Primary Shopping Area Reviews:	22	Boleyn.....	49
Review of existing Town Centres	25	High Street South	51
Stratford Metropolitan Town Centre.....	25	Greengate.....	53
Canning Town Town Centre.....	27	Abbey Arms	55
East Ham Town Centre	29	Custom House	57
Review of existing Local Centres	31	Review of existing Neighbourhood Parades	59
East Village	31	West Ham Memorial Parade.....	59
Manor Park	32	Albert Road	61
High Street North.....	35	East Ham Manor Way	63
North Woolwich Local Centre.....	37	Katherine Road North	65
Maryland.....	39	New Local Centre designations	67
		Katherine Road Central	67

Katherine Road South	69
Silvertown	71
Albert Basin	74
Plaistow North	76
New Neighbourhood Parade designation	78
Church Road	78
Future New Local Centres	80
Pudding Mill	80
Twelvetrees	82
Thames Wharf	84
Connaught Riverside	86
Future New Neighbourhood Parade	88
Lyle Park	88
Appendix 1: Reviewed Names of Designations in the Proposed Town Centres Network	90
Appendix 2: Definitions	92
Appendix 3: Urban Block Frontages Reviewed	94

Appendix 4: Sites masterplanning drawings used in the assessments	100
--	------------

Introduction

The purpose of this audit is to consider updates to Newham's Town Centre Network, following on from the recommendations of Newham's Retail and Leisure Study (2022). It provides the methodology and assessment of frontages and sites necessary for the Draft Local Plan to fulfil the requirements set out in the National Planning Policy Framework (NPPF) for the designation of town centre boundaries and their respective Primary Shopping Area.

The approach to updating the Town Centre Network, seeks to deliver key objectives from the draft Newham Local Plan. One of these key objectives, as outlined in the Draft Local Plan policy HS1 is to ensure all homes within Newham have easy access to a range of shops, services and leisure opportunities within a 15-minute walk, with at least one designated location within 400m (circa 5 minutes) distance or at least two designated locations within a 15-minute walk.

A further key objective is to promote health and wellbeing through the offer of the Town Centres Network. Work undertaken by Newham Public Health as part of the 50 Steps to a Healthier Newham Strategy, and mapping of the accessibility of existing shops and food

and drink leisure businesses through the Characterisation Study (2022) have identified that:

- There are parts of the borough that are 'food deserts', with limited access to stores selling fresh, healthy foods.
- Much of the borough already benefits from 15-minute walking accessibility to shops, services and leisure opportunities, but not all of these locations are designated as part of the Town Centres Network.

As a first step in delivering these objectives, the Retail and Leisure Study (2022) provided recommendations on promoting the vitality and viability of Newham's Town and Local Centres, retaining the hierarchy of centres, and included a network gap analysis from the perspective of 400m radius catchments with recommendations on suitable geographic locations of focus. These recommendations provide the starting point for this audit and are detailed further under the Context section below.

This paper aims to:

- 1) Reviews existing Town Centres:

- a) Review boundaries of Town Centres where site allocations and site delivery deem it necessary.
- b) Review Primary Shopping Areas and Primary Shopping Frontages in the centres recommended by the Retail and Leisure Study (2022).
- 2) Review existing Local Centres:
 - a) Review opportunities for boundary extensions in the centres recommended by the Retail and Leisure Study (2022).
 - b) Review uses composition of frontages within boundary of every Local Centre to determine the Primary Shopping Area.
- 3) Review the boundaries of existing Neighbourhood Parades, in line with recommendations of both Retail and Leisure Study (2022) and Characterisation Study (2022).
- 4) Review opportunities to designate new Local Centres to improve the coverage of the Town Centres Network, in line with recommendations of the Retail and Leisure Study (2022). For each:
 - a) Review extent of town centre uses within frontages to determine boundary.
 - b) Review uses composition of frontages in boundary to determine the Primary Shopping Area.

- 5) Review opportunities to designate new Neighbourhood Parades to improve the coverage of the Town Centres Network, in line with recommendations of the Retail and Leisure Study (2022)
- 6) Review opportunities to determine indicative boundaries of future new Local Centres or Neighbourhood Parades to improve the coverage of the Town Centres Network, in line with site allocations and the recommendations of the Retail and Leisure Study (2022).

The future new Town Centre and Neighbourhood Parade at Beckton Riverside cannot be addressed through this study given the ongoing masterplanning complexities of the site, and will be guided via policy and site allocation criteria. The Retail and Leisure Study (2022) recommended that Beckton/Gallions Reach should be supported in policy to continue to perform a strong comparison goods shopping role as part of the evolution to a Town Centre, to retain borough trade retention, and to meet shopping needs. The report does not encourage the loss/removal of comparison goods floorspace across the Beckton area, but concludes that it should evolve as a destination through a place-making approach. Opportunities to reconfigure, redevelopment, reposition etc. should be considered as part of a wider development.

The following sections of the report set out:

- The context for progressing the designations.
- The methodology used to arrive at the designations; and
- The application of the methodology, location by location, starting with town centres, then local centres and neighbourhood parades.

NOTE:

Wherever 'Neighbourhood Parade' term is used, it is equivalent to the current designation of Local Shopping Parade in the Newham Local Plan (2018).

A review of the names of designations is set out in Appendix 1. These revised names are referred to in the report.

Commonly used terminology is defined in Appendix 2.

Context

Newham's existing Town Centre Network:

The network consist of Town Centres, Local Centres and Neighbourhood Parades, as designated through the Newham Local Plan (2018) and the LLDC Local Plan (2020) is listed in the table below:

Name	Current scale
Stratford Metropolitan	Metropolitan Town Centre (LBN and LLDC)
East Ham	Major Town Centre
Forest Gate	District Town Centre
Green Street	District Town Centre
Canning Town	District Town Centre
East Beckton	District Town Centre
East Village	Local Centre (LLDC)
Manor Park	Local Centre
Maryland	Local Centre
High Street North	Local Centre
Vicarage Lane	Local Centre
Church Street	Local Centre
Plaistow Road	Local Centre
Terrace Road	Local Centre
Boleyn	Local Centre

Name	Current scale
High Street South	Local Centre
Greengate	Local Centre
Abbey Arms	Local Centre
North Woolwich	Local Centre
Freemasons Road	Local Centre
Jack Cornwell Street	Neighbourhood Parade
Kathrine Road	Neighbourhood Parade
Plaistow High Street	Neighbourhood Parade
Vicarage Lane (E6)	Neighbourhood Parade
West Ham Memorial Parade	Neighbourhood Parade
Prince Regent Lane North	Neighbourhood Parade
Tollgate Road	Neighbourhood Parade
Fife Road	Neighbourhood Parade
Cundy Road	Neighbourhood Parade
East Ham Manor Way	Neighbourhood Parade
Albert Road	Neighbourhood Parade
Western Gateway	Neighbourhood Parade

Further new centres are planned under current Local Plans at:

- Beckton Riverside, new Town Centre
- Pudding Mill (LLDC), new Local Centre
- Plaistow North, new Local Centre

- Twelvetrees, new Local Centre
- Thames Wharf, new Local Centre
- Lyle Park, new Local Centre
- Silvertown, new Local Centre
- Albert Basin, new Local Centre

Town centres are ‘destination’ high streets that service a wider area and provide access to a range of commercial, cultural and civic activities, including shopping, leisure, employment, Evening and Night Time Economy entertainment, culture, and social and community facilities.

Local Centres and Neighbourhood Parades service a more local area and are complementary to Town Centres. They play an essential role in providing a range of shops and services that meet the day to day needs of residents, while also offering opportunities for social interaction and a civic focal point for neighbourhoods where town centres are further away.

All of Newham’s existing designations perform well in terms of vacancy rates, with lower rates than the national average in 2022 (20% as per the Retail and Leisure Study).

National and regional policy:

The NPPF sets the definition for town centres. In the Newham context, the definition also covers Local Centres.

London Plan (2021) policy SD7 requires that Local Plans define in the Policy Map the detailed boundary of town centres along with specific primary shopping areas, primary and secondary frontages. It also requires consideration of the protection of out-of-centre high streets as new local town centre network designations or as business areas.

Town Centres are classified in the London Plan (Policy SD8) according to their existing role and function in light of characteristics such as scale, mix of uses, economic performance and accessibility.

Retail and Leisure Study (2022) recommendations:

Town Centres Health Checks formed part of the Retail and Leisure Study (2022) undertaken by Urban Shape. The health check has resulted in recommendations that:

- There is no need to allocate sites outside of the town centres network to deliver identified need for retail floorspace.
- The boundaries of the town centres should be retained; and
- The Primary Shopping Areas of Green Street, Forest Gate and East Beckton should be retained.
- The Primary Shopping Area of East Ham should be extended to include key frontages emerging through development on East Ham Market strategic site.
- The Primary Shopping Area and Primary Shopping Frontage of Canning Town should be reviewed in response to delivery of new frontages as part of Hallsville Quarter scheme and other relevant Strategic Sites.
- The Primary Shopping Area and Primary Shopping Frontage of Stratford should be reviewed to integrate Stratford City and Stratford Centre.

An audit of Newham's existing Local Centres, alongside a review of gaps in the Newham network from a 400m catchment perspective also formed part of the Retail and Leisure Study (2022). The gap analysis identified:

- Gap in north east: potential to expand Manor Park, and new Neighbourhood Parade (aka Local Shopping Parade) in Church Road.
- Gap on Katherine Road. Commercial frontages extend beyond Katherine Road Neighbourhood Parade.
- Gap in provision on Factory Road, but currently protected Strategic Industrial Location (SIL). Redeveloped/re-provided Local Centre in/around Albert Road Neighbourhood Parade.
- Review opportunity to extend boundary of High Street North Local Centre to incorporate a more diverse range of key services and facilities.
- Support for planned investment and enhancement of North Woolwich and Freemasons Road Local Centres.
- Support for designation and expansion of provision at Albert Basin Local Centre and Silvertown Local Centre.

- Continued support for delivery of further new Local Centres at: Pudding Mill, West Ham, Plaistow, Thames Wharf and Lyle Park West.

Characterisation Study (2022) Recommendations:

The Newham Characterisation Study 2022 recommended that, in order to promote lively 15 minute neighbourhoods, mixed use should be supported in appropriate locations. Clusters of 5 to 10 non-residential units were recommended as a minimum, with sufficient capacity to form a recognisable neighbourhood focal point and be resilient to market trends. This is taken forward as the definition for Newham's Neighbourhood Parades, and reflects the scale of most existing Neighbourhood Parade designations.

Leisure Needs Assessment (Draft, Dec 2022)

The emerging Leisure Needs Assessment identified the need for additional swimming pool provision that should be directed to Canning Town area.

Emerging Policy – Draft Local Plan Regulation 18 stage

Draft policy HS1 (Newham's Town Centres Network) set out an aspiration for all homes in Newham be within a maximum 5min walk (approx. 400m radius) of at least one designated parade or centre, or be within a 15min walk of at least 2 designated parades or centres.

Draft policy HS2 (Managing New and Existing Town and Local Centres) defines the policy framework for managing town and local centres. In relation to Primary shopping Areas it seeks that at least 90% of all frontages should be in Use Class E, in line with recommendations of the Retail and Leisure Study.

Following a process of sites selection, a number of sites have been identified and proposed as site allocations. A number of these retain previous Local Plan allocations for delivery of new Local Centres, and some sites have been partly delivered or are under construction.

Methodology

Town Centre, Local Centre and Neighbourhood Parade Boundary Reviews

The starting point of the audit were the recommendations of the Retail and Leisure Study (2022) in the context of the proposed policy objectives of the draft Local Plan (see Context session above). The Retail and Leisure Study recommended that the following town centre boundary reviews were undertaken in the following locations:

- Extension to an existing designation – Manor Park Local Centre, High Street North Local Centre, Katherine Road North Neighbourhood Parade, Albert Road Neighbourhood Parade.
- New designation in a historic high street location – along Kathrine Road, Church Road, and Plaistow Road.
- New designation following delivery on strategic sites – Albert Basin, Silvertown (Royal Wharf site), and Plaistow North.
- Potential future extension subject to further site allocation delivery – Silvertown (Silvertown Quay site) and North Woolwich.

- Potential future designation subject to site allocation delivery – Pudding Mill, Twelvetrees, Thames Wharf, Lyle Park and Connaught Riverside.

The Retail and Leisure study also provided recommendations on managing the scale of Local Centres, noting that Newham's existing Local Centres typically include 20 to 60 non-residential units, with a few achieving towards 80 units. It also recommended that future Local Centres scale should be managed through robust Retail and Leisure Impact Testing to ensure they are of an appropriate scale to meet local needs, rather than delivering new 'destination' town centres that might compete with the wider network. In the context of this paper, the assumption was made that boundaries that are broadly in line with existing Local Centres are of an appropriate scale.

It is noted that the Retail and Leisure Study (2022) recommended that the boundaries of existing Town Centres are retained, while also supporting planned regeneration on allocated sites. Therefore, where sites are adjacent an existing Town Centre boundary and the mix of uses approved or planned are main town centre uses and primarily Class E uses, we have considered whether the boundary of

the Town Centre should be amended to include the site(s), or if these sites should be allocated as a 'potential future extension' to the boundary where the new frontages are yet to fully emerge. The Town Centres this applied to were:

- Stratford, where the LLDC Local Plan (2020) already designates a proposed future extension to the Town Centre. And
- Canning Town, where strategic sites on the edge of the town centre boundary are being delivered for Class E uses that are well connected to the existing town centre frontages.

Following recommendations of the Characterisation Study (2022), Neighbourhood Parades below the recommended 5-units minimum benchmark were also reviewed. This applied to West Ham Memorial Parade and East Ham Manor Way Neighbourhood Parades.

In addition to the evidence base studies, the following data sources were used in the assessment:

- Sites - planning history and updated Site Allocation and Housing Trajectory Methodology Note: a review of planning

history of existing site allocations expected to deliver new Local Centres identified, where planning applications exist and permissions are being implemented, the location, type and scale of main town centre uses. Where site allocations permissions remain in outline or planning applications are not decided, and where further site allocations have been identified more recently through the Call for Sites (2021), masterplanning work carried out through the design-led Strategic Housing Land Availability Assessment process recommended by the London Plan (2021) was also used to inform assessment.

- GLA High Streets GIS mapping: used by the Retail and Leisure Study to help identify broad areas with existing concentrations of commercial uses. These were reviewed further alongside the LBN GIS mapping.
- LBN GIS mapping: to identify frontages with concentrations of commercial uses in the areas of focus and exclude frontages primarily residential or industrial, and to map the

400m radius catchment contribution of proposed boundaries.

- On-site surveys: on-site surveying of uses composition and vacancies in all currently designated areas of the Newham Town Centres Network was undertaken in 2021, by both Newham and LLDC planning officers. Recently delivered commercial frontages at Albert Basin and Silvertown were also surveyed in 2021. Further survey work of undesignated frontages was undertaken in 2022 focusing on the areas recommended by the Retail and Leisure Study (2022) as potentially suitable for expansion or new designation.

For each type of review, the overleaf methodology was followed, assessing the potential for change against the listed criteria.

Type of review	Process	Analysis Criteria
Extension to an existing Town Centre designation via adjacent new development	<p>Desktop review of planning history for strategic sites abutting the town centre boundary.</p> <p>Where construction was significantly under way, the relevant continuous commercial frontages were added to the boundary at this time. Where no significant start on site, the relevant continuous commercial frontages were designated as ‘potential future extension’</p>	<p>Mandatory urban block frontage criteria:</p> <ol style="list-style-type: none"> 1. The frontages deliver main town centre uses, primarily Use Class E or leisure uses 2. Frontages are concentrated together and spatially located to form a logical continuation of the existing town centre boundary.
Extension to an existing Local Centre designation in an established high street location	<p>In the first instance, GIS desktop analysis identified urban block frontages in the immediate vicinity of the designated centre, with overall extent limited in line with the objective of retaining a suitable scale for the designation and spatial logic (e.g. breaks in terraced building frontages).</p> <p>The suitable urban block frontages were then named and numbered, and surveyed on site to identify the uses composition, vacancies and other characteristics – see Appendix 2.</p>	<p>Mandatory urban block frontage criteria:</p> <ol style="list-style-type: none"> 1. The block frontage has a sufficient presence of main town centre uses or community facilities: at least three of the ground floor units. 2. Main town centre uses or community facilities frontages are largely continuous: grouped together within the block frontage (e.g. one side of the block frontage may be primarily residential while the other primarily commercial), with no extensive residential or inactive frontages in-between the commercial frontages.

Type of review	Process	Analysis Criteria
	<p>The on-site survey data was analysed against additional considerations, with the boundary chosen around frontages that were cumulatively best suited to achieving the overall objectives of the Draft Local Plan in terms of addressing gaps in the Network, supporting vitality and viability, and retaining a suitable Local Centre scale.</p>	<p>3. Majority of non-residential units are small (e.g. a typical terraced building frontage).</p> <p>Additional considerations:</p> <ul style="list-style-type: none"> • The contribution of the urban block frontage to improving the 400m catchment coverage of the Town Centres Network, with priority given to urban blocks achieving the best extension of coverage. • Uses composition, with priority given to frontages achieving the overall highest percentage of Class E uses and no less than 70%. • Spatial logic, making use of breaks in-between buildings, streets, public realm character (e.g. only part of the urban block frontage may merit designation). • Presence of heritage assets with a main town centre use where it is desirable to protect the use (e.g. valuable historic shop fronts, leisure uses).

Type of review	Process	Analysis Criteria
		<ul style="list-style-type: none"> Overall vacancy rate remain in line with Newham average (12%) and below national average (20%).
<p>Extension to an existing Neighbourhood Parade</p>	<p>First, the scale of the existing Neighbourhood Parade was considered against the minimum benchmark of 5 non-residential units. On-site surveys of frontages immediately adjacent were used to identify opportunities to expand the boundary to at least 5 units and below 10 units overall, and to deliver the best combination of outcomes against the assessment considerations.</p> <p>Second, a further review was undertaken of the spatial locations recommended by the Retail and Leisure Study. On-site surveys of frontages immediately adjacent to??? were used alongside the assessment considerations to identify opportunities to expand the boundary and retain a balance between spatial logic and overall scale in line with a Neighbourhood Parade designation.</p>	<p>Considerations:</p> <ul style="list-style-type: none"> Uses composition, with priority given to continuous frontages in Class E or community facility uses. Spatial logic, making use of breaks in-between buildings, streets, public realm character (e.g. only part of the urban block frontage may merit designation). Presence of heritage assets with a main town centre use where it is desirable to protect the use (e.g. valuable historic shop fronts, leisure uses).

Type of review	Process	Analysis Criteria
<p>New Local Centre or Neighbourhood Parade designation in an established high street location</p>	<p>In the first instance, GIS desktop analysis identified urban block frontages in the focus streets (recommended by the Retail and Leisure Study) that met the mandatory criteria.</p> <p>The suitable urban block frontages were then named and numbered, and surveyed on site to identify the uses composition, vacancies and other characteristics – see Appendix 2.</p> <p>The survey data was analysed against the additional considerations, with the boundary chosen around frontages that were cumulatively best suited to achieving the overall objectives of the Draft Local Plan in terms of addressing gaps in the Network, supporting vitality and viability of the new designation, and retaining a suitable local scale.</p>	<p>Mandatory urban block frontage criteria:</p> <ol style="list-style-type: none"> 1. The block frontage has a sufficient presence of main town centre uses or community facilities: at least three of the ground floor units. 2. Main town centre uses or community facilities frontages are largely continuous: grouped together within the block frontage (e.g. one side of the block frontage may be primarily residential while the other primarily commercial), with no extensive residential or inactive frontages in-between the commercial frontages. 3. Majority of non-residential units are small (e.g. a typical terraced building frontage). <p>Additional considerations:</p> <ul style="list-style-type: none"> • The contribution of the urban block frontage to improving the 400m catchment coverage of the Town Centres Network, with priority given to urban blocks achieving the best extension of coverage.

Type of review	Process	Analysis Criteria
		<ul style="list-style-type: none"> • Uses composition, with priority given to frontages achieving the overall highest percentage of Class E uses and no less than 70%. • Spatial logic, making use of breaks in-between buildings, streets, public realm character (e.g. only part of the urban block frontage may merit designation). • Presence of heritage assets with a main town centre use where it is desirable to protect the use (e.g. valuable historic shop fronts, leisure uses). • Overall vacancy rate remain in line with Newham average (12%) and below national average (20%).
New Local Centre designation following delivery on strategic sites	In the first instance, sites starts and completions monitoring data was used to identify the locations where substantial progress has been made in the delivery of new Local Centres as allocated under the existing Local Plans (LBN, 2018; LLDC, 2020).	Mandatory urban block frontage criteria: <ol style="list-style-type: none"> 1. The block frontage has a sufficient presence of main town centre uses or community facilities: at least three of the ground floor units. 2. Main town centre uses or community facilities frontages are largely continuous: grouped together within the block frontage (e.g. one side

Type of review	Process	Analysis Criteria
	<p>The suitable urban block frontages were then named and numbered, and surveyed on site to identify the uses composition, vacancies and other characteristics – see Appendix 2.</p> <p>The survey data was analysed against the additional considerations, with the boundary chosen around frontages that were cumulatively best suited to achieving the overall objectives of the Draft Local Plan in terms of supporting vitality and viability of the new designation, and retaining a suitable local scale.</p> <p>Due to the new centres being delivered in areas known for gaps in the Network, all designations significantly contribute to addressing the 400m catchment of the Network and are therefore not assessed against this criteria.</p>	<p>of the block frontage may be primarily residential while the other primarily commercial), with no extensive residential or inactive frontages in-between the commercial frontages.</p> <p>Additional considerations:</p> <ul style="list-style-type: none"> • Uses composition, with priority given to frontages achieving the overall highest percentage of Class E uses (or formerly Classes A1/A2/A3, B1, D2, healthcare or childcare uses) and no less than 70%. • Visibility and accessibility of the frontages (e.g. closest to a station, or along key routed) • Spatial logic, making use of breaks in-between buildings, streets, public realm character (e.g. only part of the urban block frontage may merit designation). • Natural features (e.g. water space and green space) or heritage assets that may form desirable features of the centre

Type of review	Process	Analysis Criteria
	<p>Further, given the frontages were all delivered recently (and some still under construction at the time of surveying), vacancy rates were discounted as an assessment criteria.</p>	
<p>Potential future extension to a Local Centre subject to further site allocation delivery</p>	<p>As a starting point, a review of site allocations abutting the Local Centre boundary was undertaken.</p> <p>Desktop research was used to assess approved plans and other more up-to-date publically available information where available (e.g. from Call for Sites submissions), alongside site allocations masterplanning work undertaken as part of the Draft Local Plan – See Appendix 4.</p> <p>The proposed ‘potential future boundary’ needed to enable continuity with existing boundary. Assessment followed additional considerations to ensure that the objectives of the Draft Local Centre vision for the Local Centre are achieved and that the overall scale (existing</p>	<p>Mandatory urban block frontage criteria:</p> <ol style="list-style-type: none"> 1. Block allows for overall spatial continuity with designated boundary via public realm and/or non-residential uses. <p>Additional considerations:</p> <ul style="list-style-type: none"> • Uses composition, with priority given to frontages proposed to deliver the overall highest concentration of Class E uses • Visibility and accessibility of the frontages (e.g. closest to a station, or along key routed) • Natural features (e.g. water space and green space) or heritage assets that may form desirable features of the centre

Type of review	Process	Analysis Criteria
	+ extension) remains broadly in line with a Local Centre designation.	
Potential future designation subject to site allocation delivery	<p>As a starting point, a review of site allocations expected to deliver new centres in the existing Local Plans (LBN, 2018; LLDC, 2020) was undertaken.</p> <p>Desktop research was used to assess approved plans and other more up-to-date publically available information where available (e.g. from Call for Sites submissions and proposed site allocations information), alongside site allocations masterplanning work undertaken as part of the new Local Plan – see Appendix 4.</p> <p>The proposed ‘potential future boundary’ focused on the frontages with most concentration class E uses, in the most spatially logical location and of a scale reflective of the intended role in the town centre network (Local Centre or Neighbourhood Parade).</p>	<p>Considerations:</p> <ul style="list-style-type: none"> • Uses composition, with priority given to frontages proposed to deliver the overall highest concentration of Class E uses • Visibility and accessibility of the frontages (e.g. closest to a station, or along key routed) • Natural features (e.g. water space and green space) or heritage assets that may form desirable features of the centre

Town Centre and Local Centre Primary Shopping Area Reviews:

The review of existing Primary Shopping Areas in town centres and the setting of new Primary Shopping Areas in Local Centres has

been undertaken in line with the requirements of the NPPF, the recommendations of the Retail and Leisure Study (2022), and the objectives set out in draft Policy HS2.

The detailed methodology is set out in the table below.

Type of review	Process	Analysis Criteria
Review of Primary Shopping Area in an existing Town Centre in the context of new development	<p>Review focus on areas recommended by the Retail and Leisure Study (2022), and was informed by sites planning history.</p> <p>Where frontages have been delivered, these were surveyed on site. Where frontages are under construction, desktop research of approved plans helped identify the future layout and approved uses.</p> <p>In determining the extent of change, additional considerations were used to arrive at the most suitable continuous grouping of urban block frontages that</p>	<p>Mandatory urban block frontages criteria for Primary Shopping Area:</p> <ol style="list-style-type: none"> 1. No significant residential private spaces interrupting the public realm. 2. Allows for continuity with existing Primary Shopping Area <p>Mandatory urban block frontage criteria for Primary Shopping Frontage:</p> <ol style="list-style-type: none"> 3. Has been completed before April 2017 (5 years or more operation) <p>Additional considerations for Primary Shopping Area:</p> <ul style="list-style-type: none"> • Uses composition, with priority given to frontages achieving the overall highest

Type of review	Process	Analysis Criteria
	<p>together achieved draft Local Plan objective of no less than 70% Use Class E within Primary Shopping Areas.</p> <p>Once Primary Shopping Areas were established, the scope for Primary Shopping Frontages was also considered through the relevant criteria and considerations.</p>	<p>percentage of Class E uses (or formerly Classes A1/A2/A3, B1, D2, healthcare or childcare uses).</p> <ul style="list-style-type: none"> • Spatial logic, making use of breaks in-between buildings, streets, public realm character (e.g. only part of the urban block frontage may merit designation). <p>Additional considerations for Primary Shopping Frontage:</p> <ul style="list-style-type: none"> • Highest prevalence of shops. • Higher observed footfall patterns.

Type of review	Process	Analysis Criteria
<p>Establishing a new Primary Shopping Area in a Local Centre</p>	<p>The uses composition results of on-site surveys were transposed to GIS mapping and used in the assessment. Where frontages were still under construction, desktop research of approved plans was used instead.</p> <p>In determining the extent of the Primary Shopping Area, the mandatory criteria and the additional considerations were used to arrive at the most suitable continuous grouping of urban block frontages that together achieved draft Local Plan objective of no less than 70% Use Class E within a Primary Shopping Area.</p> <p>Primary Shopping Areas were defined for all established Local Centres (i.e. excluding future extensions and future designations).</p>	<p>Mandatory cumulative urban block frontage criteria:</p> <ol style="list-style-type: none"> 1. No significant residential private spaces interrupting the public realm. <p>Additional considerations:</p> <ul style="list-style-type: none"> • Uses composition, with priority given to frontages achieving the overall highest percentage of Class E uses (or formerly Classes A1/A2/A3, B1, D2, healthcare or childcare uses). • Spatial logic, making use of breaks in-between buildings, streets, public realm character (e.g. only part of the urban block frontage may merit designation).

Review of existing Town Centres

In line with methodology criteria, no changes are required to the boundary or Primary Shopping Area of the following centres: Forest Gate, Green Street and East Beckton.

Stratford Metropolitan Town Centre

The Retail and Leisure Study (2022) recommended that the Primary Shopping Area and Primary Shopping Frontages should be reviewed in the context of the need to incorporate Stratford City within the LLDC and Stratford Town Centre, as one Metropolitan Centre over the forthcoming Local Plan period.

Boundary:

Stratford Metropolitan Town Centre designation is currently split between Newham and LLDC Planning Authorities. As part of the Draft Local Plan, these are brought together into a single boundary, with minor review of edge conditions:

- The LLDC Local Plan (2020) designates a potential future extension to the town centre that has received planning permission and is currently under construction. Therefore,

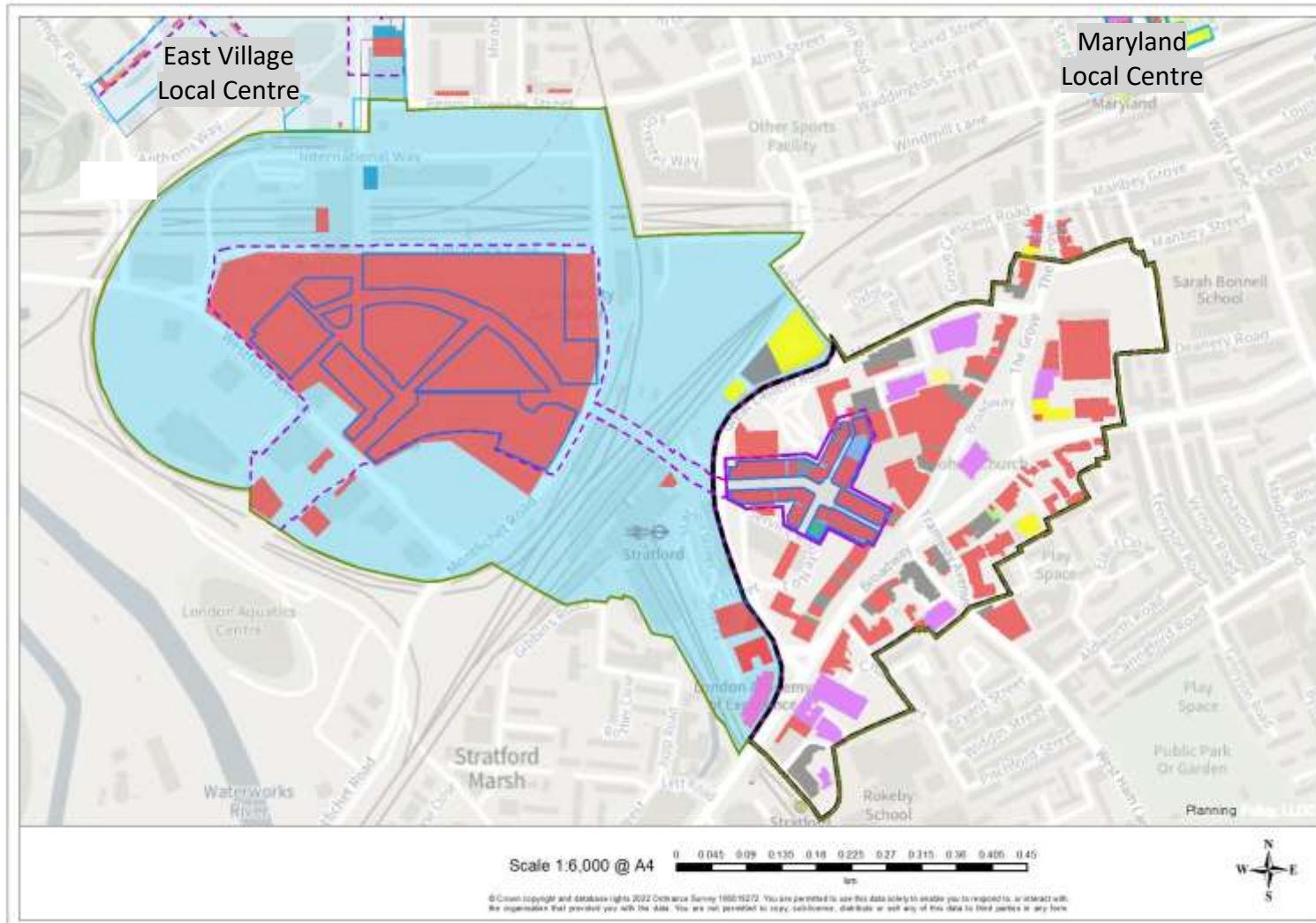
this was integrated into the boundary of the town centre, excluding railway lines with no bridge connections across.

- Unit at 50 Celebration Avenue forms part of single building with 52-54 Celebration Avenue, which are part of East Village Local Centre. 42-48 Celebration Avenue is occupied by a new build hotel and forms part of the same urban block. Given the spatial layout which is better connected to East Village than Stratford Metropolitan, this urban block frontage was transferred to East Village Local Centre.

Primary Shopping Area:

The LLDC Local Plan (2020) does not designate a Primary Shopping Area separate to the boundary. As recommended by the Retail and Leisure Study, frontages within Stratford City were designated as Primary Shopping Frontage. Frontages along Endeavour Square have been surveyed as being primarily within Class E and were designated as secondary frontages within the Primary Shopping Area due to their prominent location.

Stratford Metropolitan Town Centre map: Proposed boundary, and Primary Shopping Area and Primary Shopping Frontage



LEGEND

- Existing boundary
 - Proposed boundary
 - Proposed Primary Shopping Area
 - Proposed Primary Shopping Frontage
- Uses surveyed on-site**
- Use Class B8
 - Use Class unclear
 - Use Class E
 - Use Class Sui Generis
 - Use Class C3/C4 or C1
 - Use Class F1
 - Use Class F2

Canning Town Town Centre

The Retail and Leisure Study (2022) recommended that the boundary of the Town Centre should be retained; and review Primary Shopping Frontage and Primary Shopping Area once Hallsville Quarter and other relevant Strategic Sites are completed and trading/footfall 'settles down'.

Boundary:

In line with the methodology, a further review of sites abutting the town centre boundary identified the commenced redevelopment of land bounded by Manor Road (planning reference 18/03506/OUT, see relevant mapping extracts in Appendix 4, pg 72). The approved masterplan shows the location of Class E units, to be delivered in two phases. Phase 1 is currently under construction. While block shown on Malmesbury Road Park did not form part of the application, the site may provide an option for the location of swimming pool provision in Canning Town, as recommended by the emerging Leisure Needs Assessment.

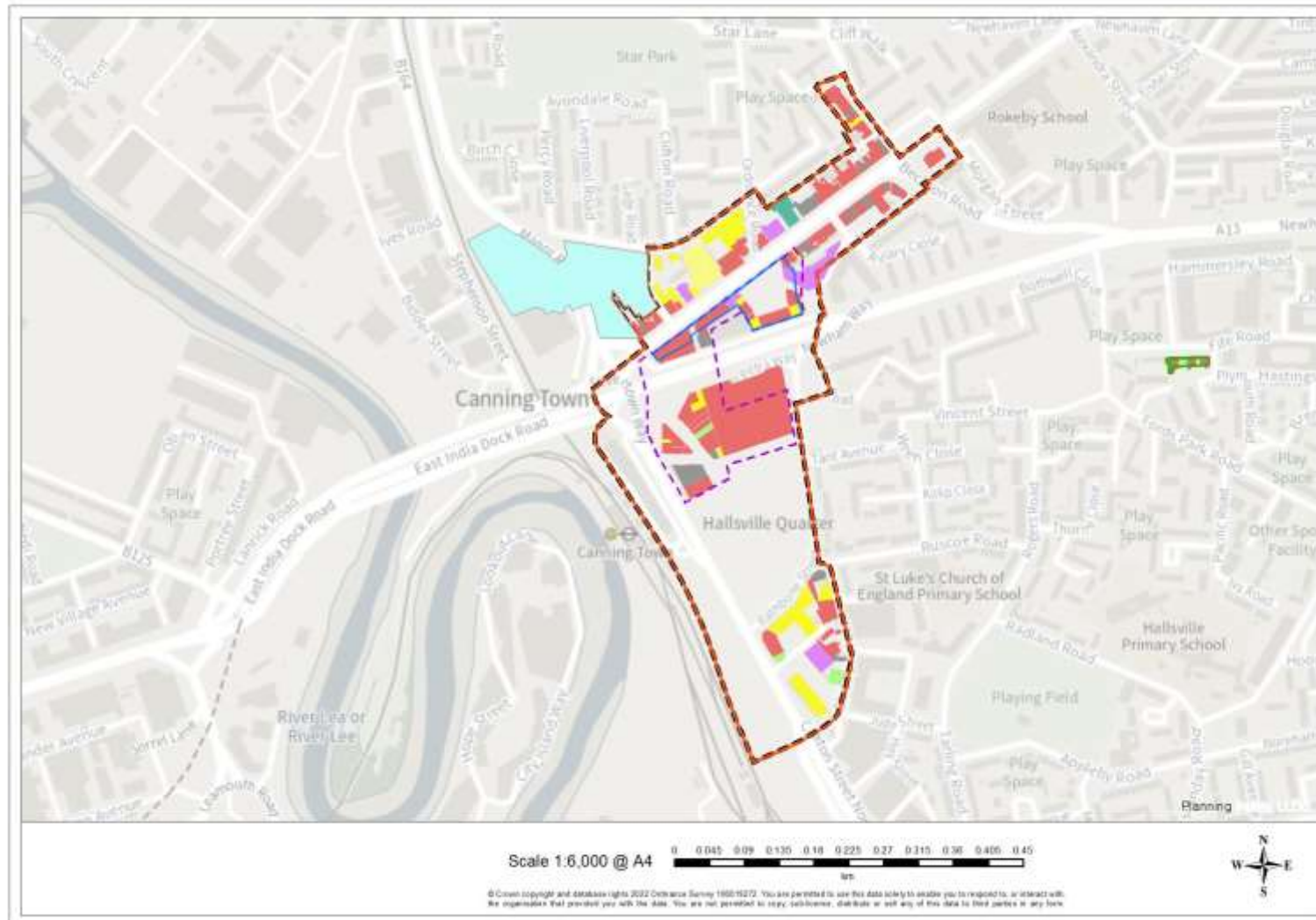
Due to the early stage of development on site, a 'potential future extension' boundary was proposed.

Primary Shopping Area:

In line with the Retail and Leisure Study (2022) recommendations, recent developments at Hallsville Quarter Phases 1 and 2 (Planning References 11/00662/LTGDC and 14/00147/REM) are considered as extensions to Canning Town Primary Shopping Area, but cannot be considered for Primary Shopping Frontage designation due to their recent delivery. Phase 1 delivered the Morrisons Superstore (Ea) alongside the smaller Superdrug store (Ea), accessed via new public realm at Silverton Square. Phase 2 delivered 15 further units, which were surveyed on-site in October 2022 and noted as mostly occupied.

The existing Primary Shopping Area and Primary Shopping Frontages should also be amended to accurately reflect delivered frontages at Rathbone Market, and to fully cover Rathbone Market space itself which the Retail and Leisure Study (2022) town centre health check identified as making a valuable contribution to the vitality and viability of the centre.

Canning Town Town Centre map: Proposed future extension to boundary and Primary Shopping Area



LEGEND

- Existing boundary
 - Proposed future extension to boundary
 - Proposed Primary Shopping Area
 - Proposed Primary Shopping Frontage
- Uses surveyed on-site**
- Use Class B8
 - Use Class unclear
 - Use Class E
 - Use Class Sui Generis
 - Use Class C3/C4 or C1
 - Use Class F1
 - Use Class F2

East Ham Town Centre

The Retail and Leisure Study (2022) recommended that the boundary is retained and that the contribution to the Primary Shopping Area of development at East Ham Market Hall 17/03612/FUL), under construction, is reviewed.

Boundary:

There are no sites abutting the town centre boundary approved to deliver retail or leisure uses. Therefore, the boundary remains unchanged.

Primary Shopping Area:

The East Ham Market Hall site application (planning reference 17/03612/FUL, see plans in Appendix 4, pg 73) is redelivering the indoor shopping hall alongside a larger commercial unit accessed from the corner of Pilgrim's Way and Ron Leighton Way. The Retail and Leisure Study identified the important contribution that the market plays to the success of East Ham Town Centre, and the Primary Shopping Area was therefore extend to include these

renewed frontages. The site cannot be considered for Primary Shopping Frontage designation due to their on-going delivery.

East Ham Town Centre map: Proposed boundary and Primary Shopping Area



LEGEND

- Existing boundary
- Proposed Primary Shopping Area
- Proposed Primary Shopping Frontage
- Uses surveyed on-site**
 - Use Class B8
 - Use Class unclear
 - Use Class E
 - Use Class Sui Generis
 - Use Class C3/C4 or C1
 - Use Class F1
 - Use Class F2

Review of existing Local Centres

East Village

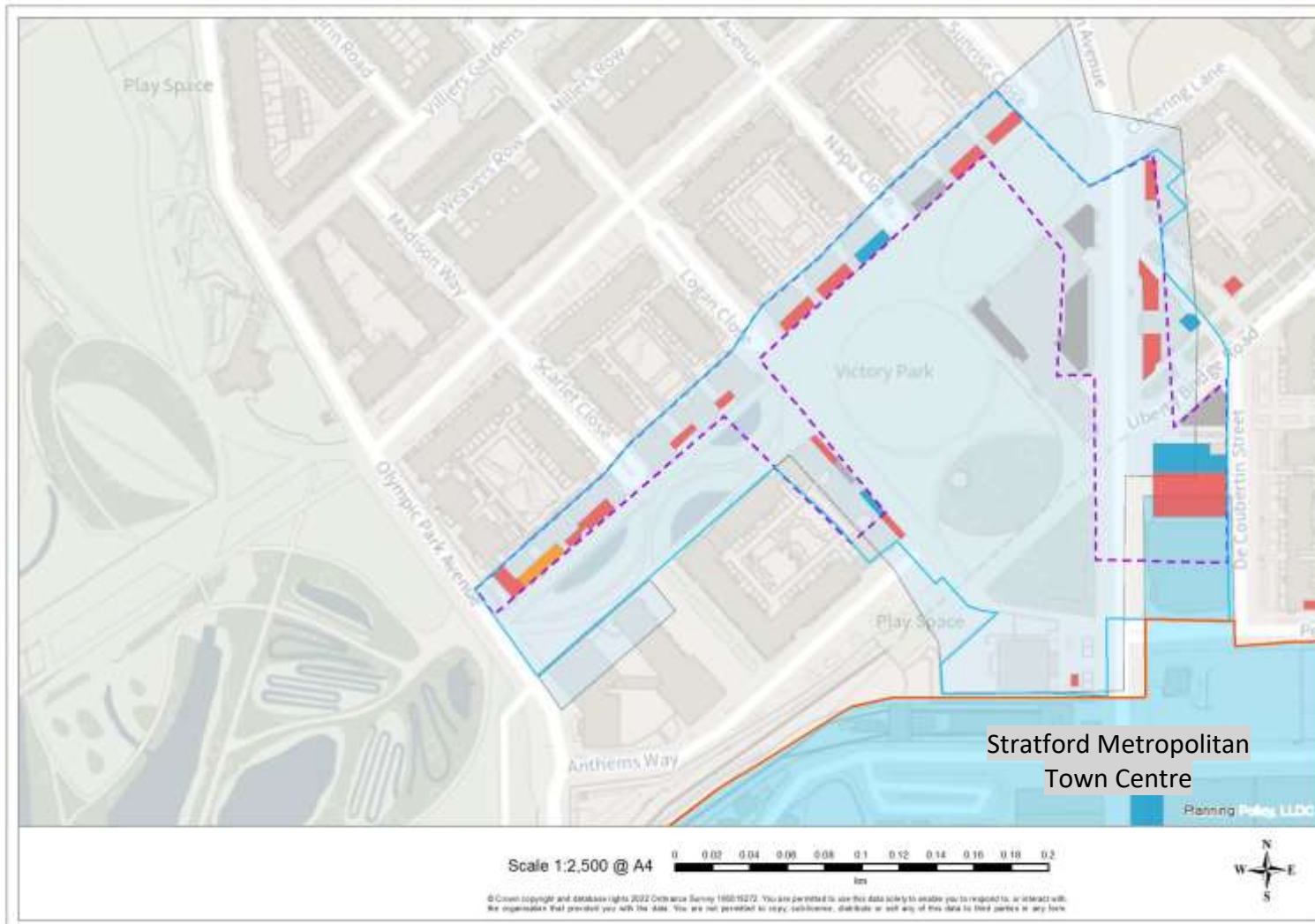
Boundary:

There were no Retail and Leisure Study (2022) recommendations relating to East Village specifically. However, as addressed above under Stratford Metropolitan Town Centre above, the urban block at 42-54 Celebration Avenue was transferred to East Village Local Centre as a clearer spatial logic. The total number of commercial units within the Local Centre is now 29, of which one is a supermarket and 18 are cafes and restaurants.

Primary Shopping Area:

The Primary Shopping Area extent was arrived at through assessment of the prevalence of Class E uses surveyed on-site (by the LLDC) in the frontages, or as approved where frontages remain vacant. The proposed Primary Shopping Area achieves an overall Use Class E rate of 78% (18 out of 23 units).

East Village Local Centre map: Proposed boundary and Primary Shopping Area



LEGEND

- Existing boundary
- Proposed boundary
- Proposed Primary Shopping Area

Uses surveyed on-site

- Use Class Sui Generis
- Use Class F1
- Use Class E
- Use Class unclear

400m radius catchment

Manor Park

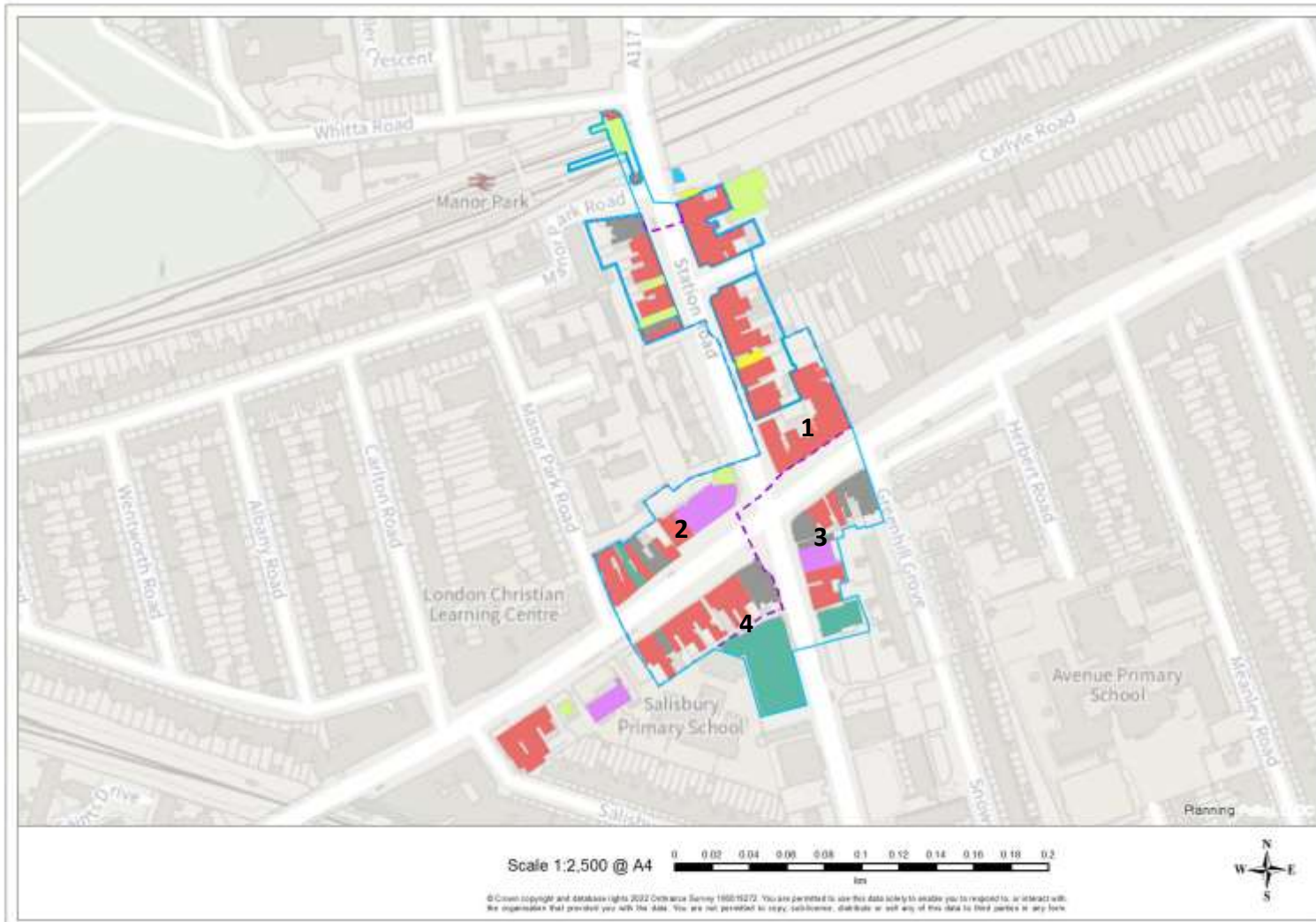
Boundary:

Manor Park Local Centre was recommended for expansion by the Retail and Leisure Study (2022). Following an assessment of nearby urban block frontages (Appendix 2), the map below identifies the revised boundary for this Local Centre, with an increase from 35 non-residential units to 82. The revised scale of the centre better recognises the historic importance of the High Street North and Romford Road junction, with significant non-residential frontages of heritage value in this area (Manor Park Area of Townscape Value). The centre will continue to serve a primarily local function, and the additional protected frontages have a minor positive impact on the 400m accessibility of Newham's Town Centres Network.

Primary Shopping Area:

Based on the prevalence of Use Class E within urban block frontages within the revised boundary, as surveyed on-site, the Primary Shopping Area was established at 75 units, with an overall Class E rate of 81% (61 units).

Manor Park Local Centre map: Proposed boundary and Primary Shopping Area



LEGEND

- Existing boundary
- Proposed boundary
- Proposed Primary Shopping Area
- 1 Urban block frontage number

Uses surveyed on-site

- Use Class B8
- Use Class unclear
- Use Class E
- Use Class Sui Generis
- Use Class C3/C4 or C1
- Use Class F1
- Use Class F2

400m radius catchment increase



High Street North

Boundary:

High Street North Local Centre was recommended for expansion by the Retail and Leisure Study. Following an assessment of nearby urban block frontages (Appendix 2), the map below identifies the revised boundary for this Local Centre, with an increase from 18 non-residential units to 67. The centre will continue to serve a primarily local function, and the additional protected frontages have a minor positive impact on the 400m accessibility of Newham's Town Centres Network.

Primary Shopping Area:

Existing designated frontages were on the northern edge of East Ham's 400m radius catchment area. Therefore, while frontages to the south of the existing designation perform well in terms of Use Class E composition, they would not achieve the objective of extending the coverage of the overall Town Centre Network. The focus for extending the designation was therefore on frontages to

the north. Residential uses in block frontage number 4 are well designed and do not detract from the public realm, which still feels cohesive (in part due to the uniformity of the building frontages).

Based on the prevalence of Use Class E within urban block frontages within the revised boundary, as surveyed on-site, the Primary Shopping Area was established at 53 units, with an overall Class E rate of 88% (47 units).

High Street North Local Centre map: Proposed boundary and Primary Shopping Area



LEGEND

- Existing boundary
- Proposed boundary
- Proposed Primary Shopping Area
- 1 Urban block frontage number

Uses surveyed on-site

- Use Class B8
- Use Class unclear
- Use Class E
- Use Class Sui Generis
- Use Class C3/C4 or C1
- Use Class F1
- Use Class F2

400m radius catchment increase



North Woolwich Local Centre

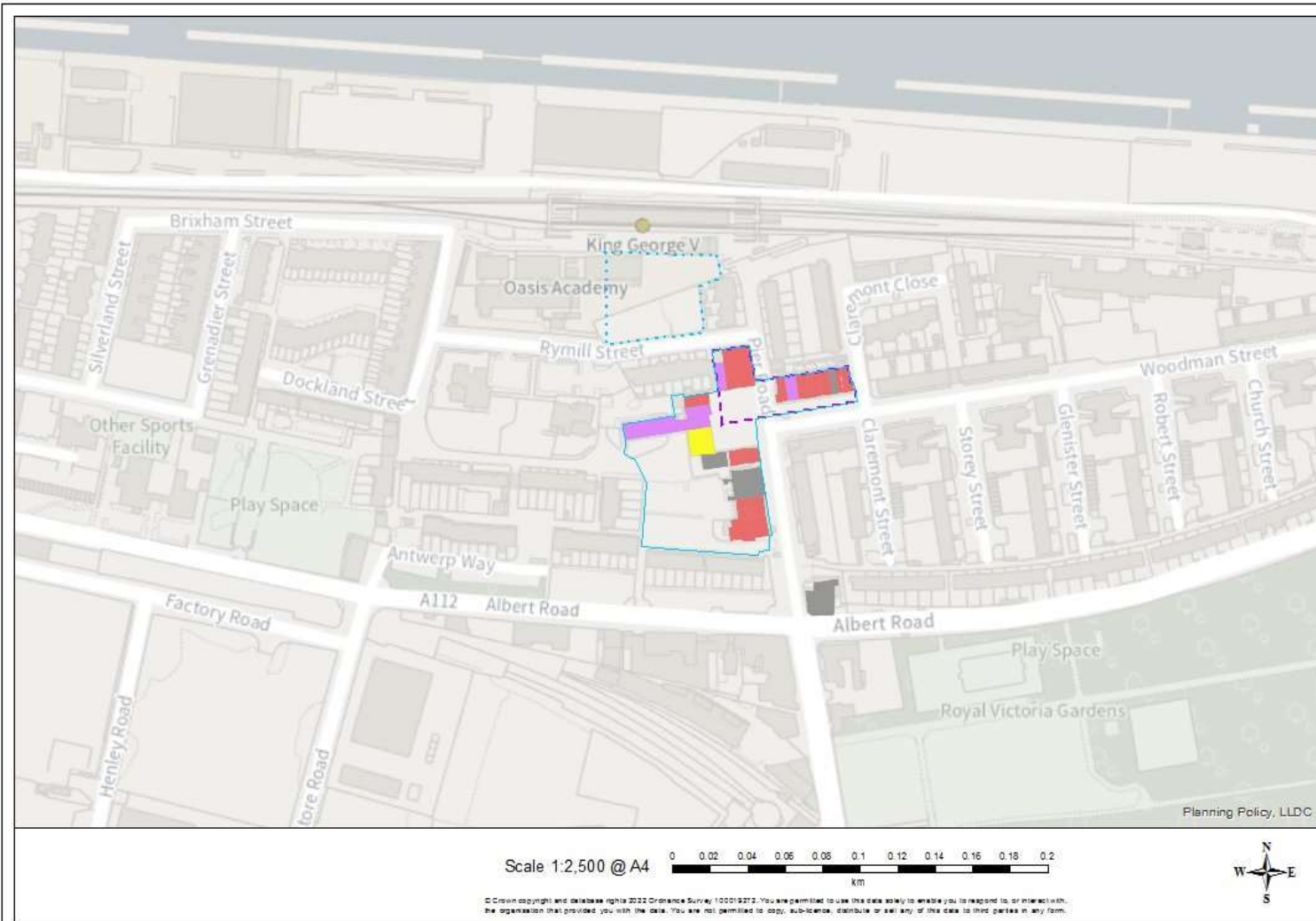
Boundary:

The Retail and Leisure Study supported the expansion of North Woolwich Local Centre which plays a key role in servicing the needs of residents in and around North Woolwich, an area with more limited connectivity to Newham's Town Centre network due to geographic barriers. At 23 non-residential units, it is one of the smaller Local Centres. As part of the site allocations process, Rymill Street site has been identified as an opportunity to expand the offer of the Local Centre. As the site does not yet benefit from planning permission, the expansion of the centre is proposed as a 'potential future extension' area.

Primary Shopping Area:

Based on the prevalence of existing prevalence of Use Class E uses surveyed on-site within existing urban block frontages, the Primary Shopping Area was established at 12 units, with a Class E rate of 75% (9 units).

North Woolwich Local Centre map: Proposed future boundary extension, and Primary Shopping Area



LEGEND

- Existing boundary
- Proposed future extension to boundary
- Proposed Primary Shopping Area

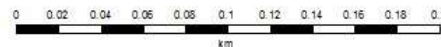
Uses surveyed on-site

- Use Class B8
- Use Class unclear
- Use Class E
- Use Class Sui Generis
- Use Class C3/C4 or C1
- Use Class F1
- Use Class F2

400m radius catchment increase



Scale 1:2,500 @ A4



© Crown copyright and database rights 2021 Ordnance Survey 100019272. You are permitted to use this data solely to enable you to respond to, or interact with, the organisation that provided you with the data. You are not permitted to copy, sub-license, distribute or sell any of the data to third parties in any form.

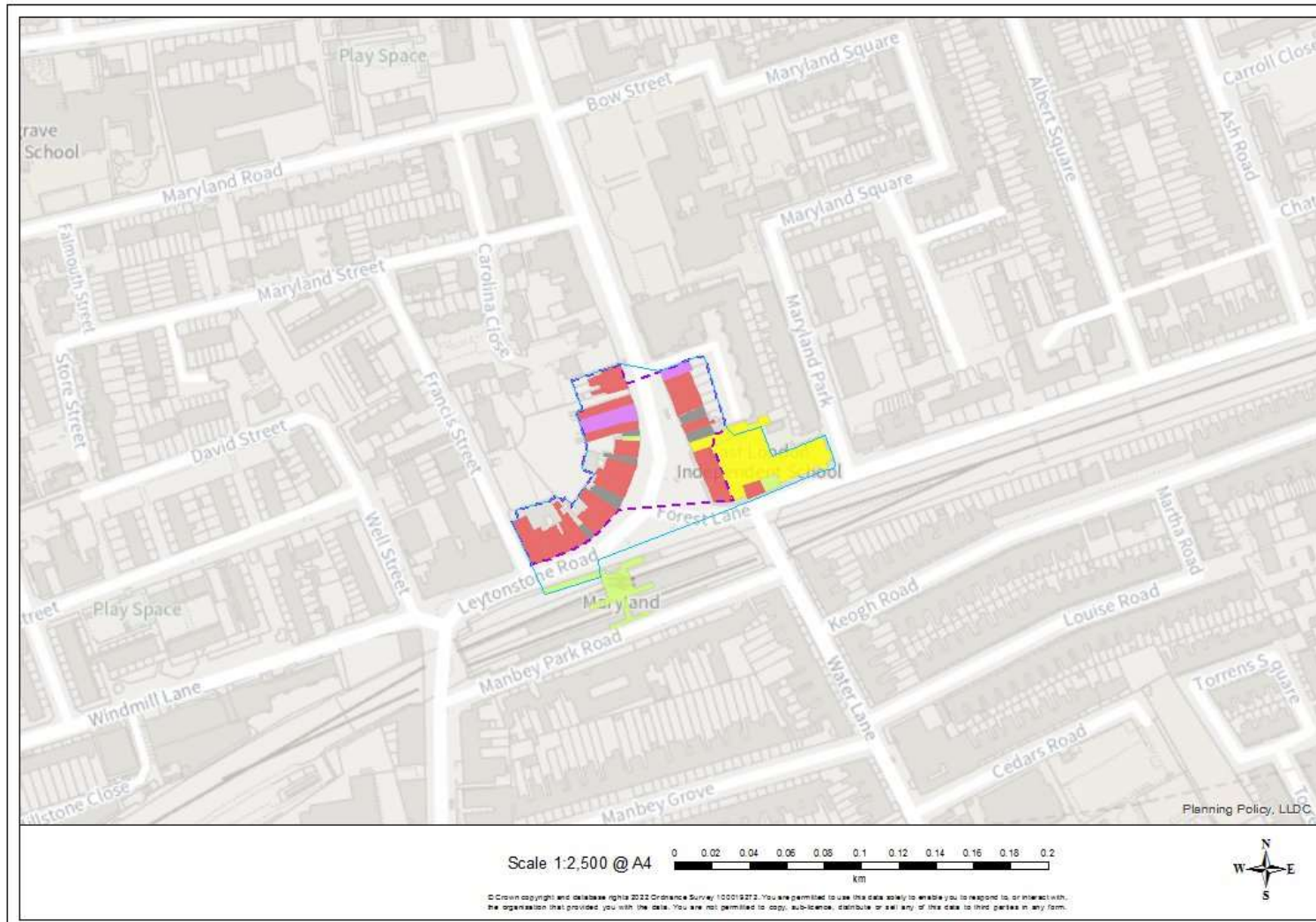
Maryland

There were no Retail and Leisure Study (2022) recommendations relating to Maryland specifically. The boundary of the Local Centre was retained and includes 31 non-residential units as surveyed on-site.

Primary Shopping Area:

Based on the prevalence of Use Class E uses within urban block frontages within the boundary, as surveyed on-site and mapped below, the Primary Shopping Area was established at 30 units, with an overall Class E rate of 73% (22 units).

Maryland Local Centre map: Proposed Primary Shopping Area



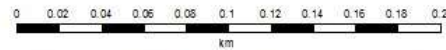
LEGEND

- Existing boundary
- Proposed Primary Shopping Area

Uses surveyed on-site

- Use Class B8
- Use Class unclear
- Use Class E
- Use Class Sui Generis
- Use Class C3/C4 or C1
- Use Class F1
- Use Class F2

Scale 1:2,500 @ A4



© Crown copyright and database right 2022 Ordnance Survey 100019272. You are permitted to use this data solely to enable you to respond to, or interact with, the organisation that provided you with the data. You are not permitted to copy, subscribe, distribute or sell any of this data to third parties in any form.

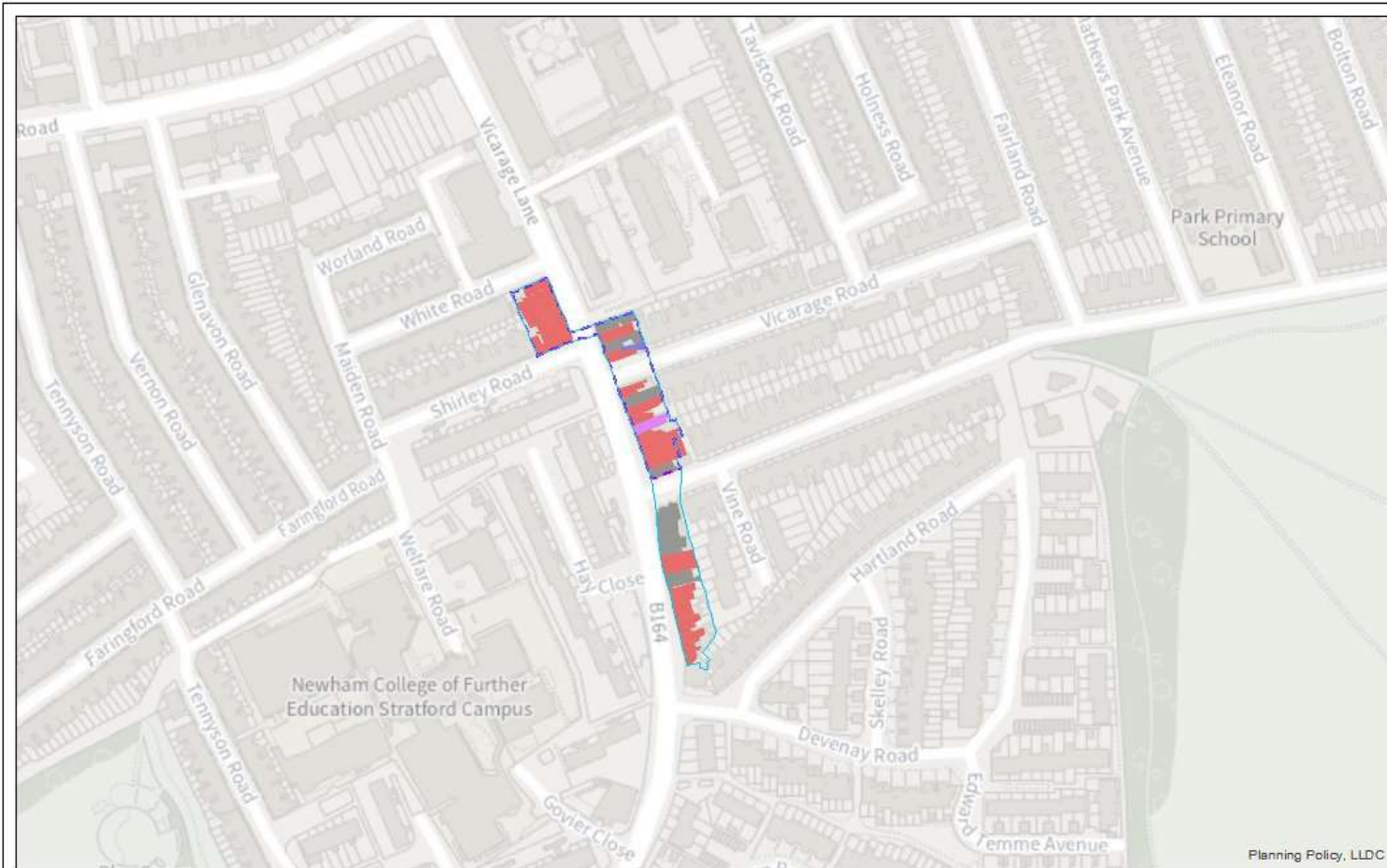
Vicarage Lane – West Ham

There were no Retail and Leisure Study (2022) recommendations relating to Vicarage Lane – West Ham specifically. The boundary of the Local Centre was retained and includes 37 non-residential units as surveyed on-site.



Primary Shopping Area:

Based on the prevalence of Use Class E uses within urban block frontages within the boundary, as surveyed on-site and mapped below, the Primary Shopping Area was established at 21 units, with an overall Class E rate of 76% (16 units).

Vicarage Lane-West Ham Local Centre map: Proposed Primary Shopping Area



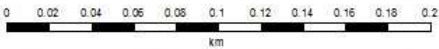
LEGEND

-  Existing boundary
-  Proposed Primary Shopping Area

Uses surveyed on-site

-  Use Class B8
-  Use Class unclear
-  Use Class E
-  Use Class Sui Generis
-  Use Class C3/C4 or C1
-  Use Class F1
-  Use Class F2

Planning Policy, LLDC

Scale 1:2,500 @ A4 



© Crown copyright and database right 2022 Ordnance Survey 100019272. You are permitted to use this data solely to enable you to respond to, or interact with, the organisation that provided you with the data. You are not permitted to copy, sub-licence, distribute or sell any of this data in third parties in any form.

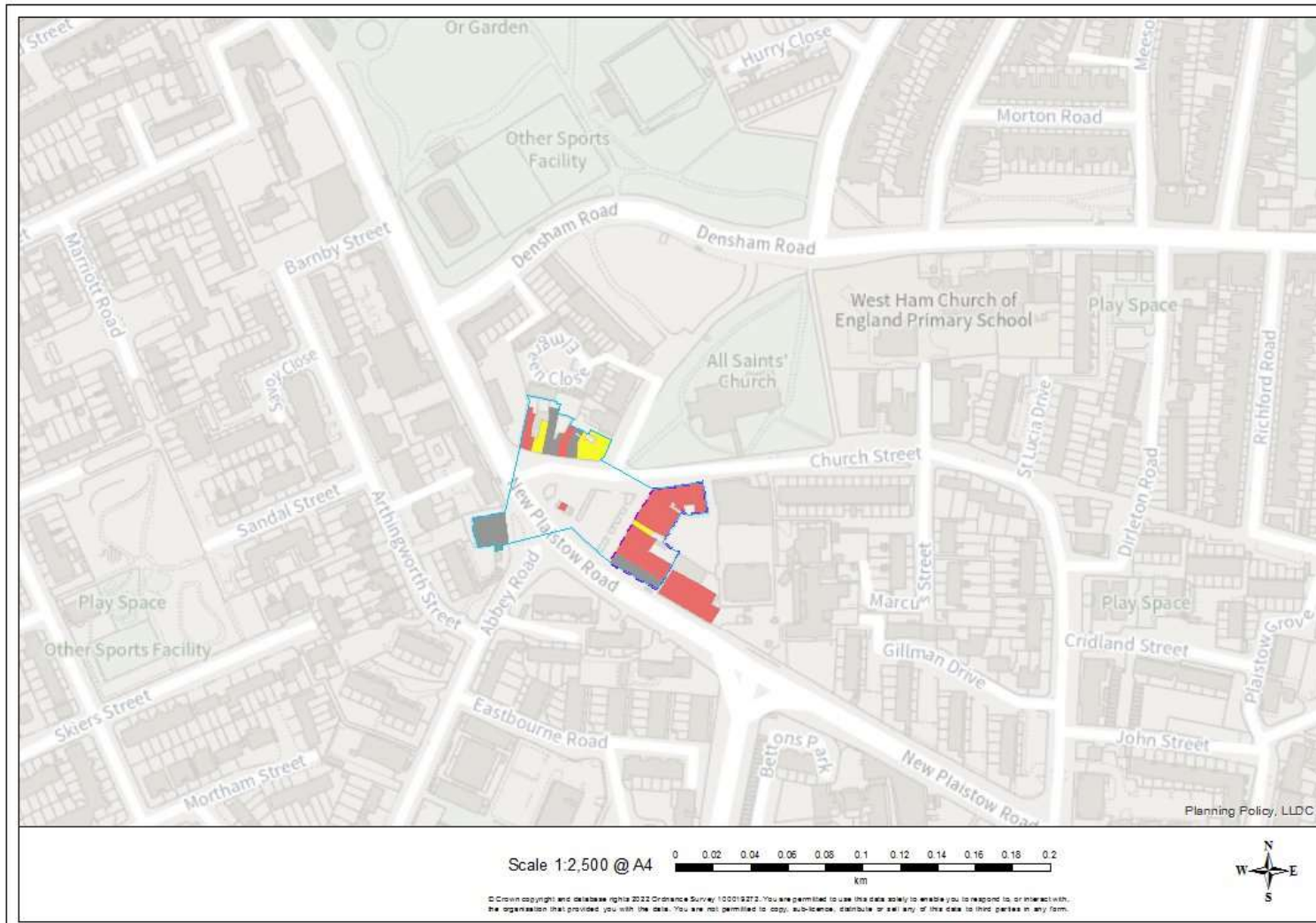
Church Street – West Ham

There were no Retail and Leisure Study (2022) recommendations relating to Church Street – West Ham specifically. The boundary of the Local Centre was retained and includes 16 non-residential units as surveyed on-site.

Primary Shopping Area:

Based on the prevalence of Use Class E uses within urban block frontages within the boundary, as surveyed on-site and mapped below, the Primary Shopping Area was established at 10 units, with an overall Class E rate of 90% (9 units).

Church Street-West Ham Local Centre map: Proposed Primary Shopping Area



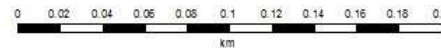
LEGEND

- Existing boundary
- Proposed Primary Shopping Area

Uses surveyed on-site

- Use Class B8
- Use Class unclear
- Use Class E
- Use Class Sui Generis
- Use Class C3/C4 or C1
- Use Class F1
- Use Class F2

Scale 1:2,500 @ A4



© Crown copyright and database right 2022 Ordnance Survey 100019272. You are permitted to use this data solely to enable you to respond to, or interact with, the organisation that provided you with the data. You are not permitted to copy, sub-license, distribute or sell any of this data to third parties in any form.

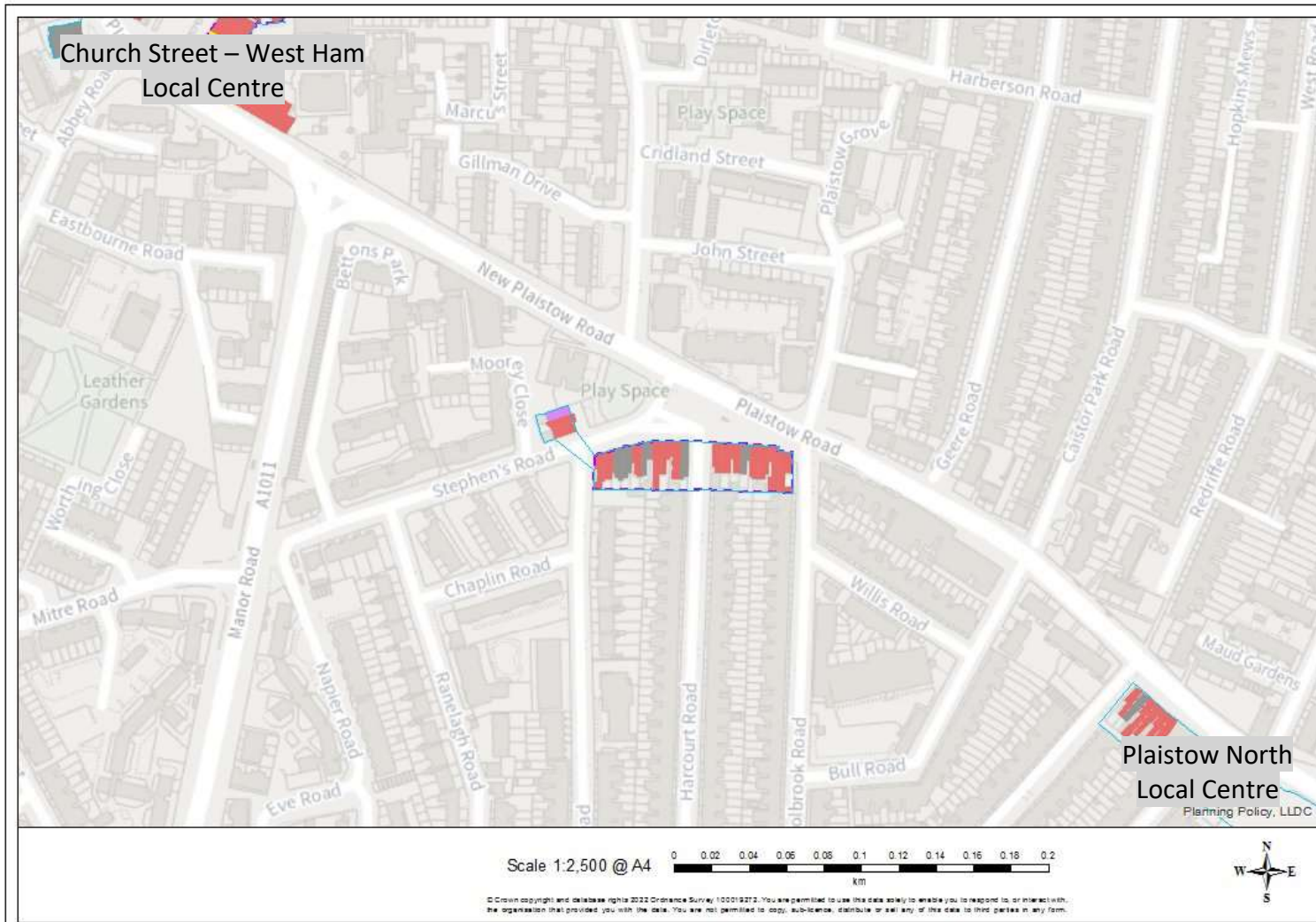
Plaistow Road

There were no Retail and Leisure Study (2022) recommendations relating to Plaistow Road specifically. The boundary of the Local Centre was retained and includes 22 non-residential units as surveyed on-site.

Primary Shopping Area:

Based on the prevalence of Use Class E uses within urban block frontages within the boundary, as surveyed on-site and mapped below, the Primary Shopping Area was established at 19 units, with an overall Class E rate of 73% (14 units).

Plaistow Road Local Centre map: Proposed Primary Shopping Area



LEGEND

- Existing boundary
- Proposed Primary Shopping Area

Uses surveyed on-site

- Use Class B8
- Use Class unclear
- Use Class E
- Use Class Sui Generis
- Use Class C3/C4 or C1
- Use Class F1
- Use Class F2

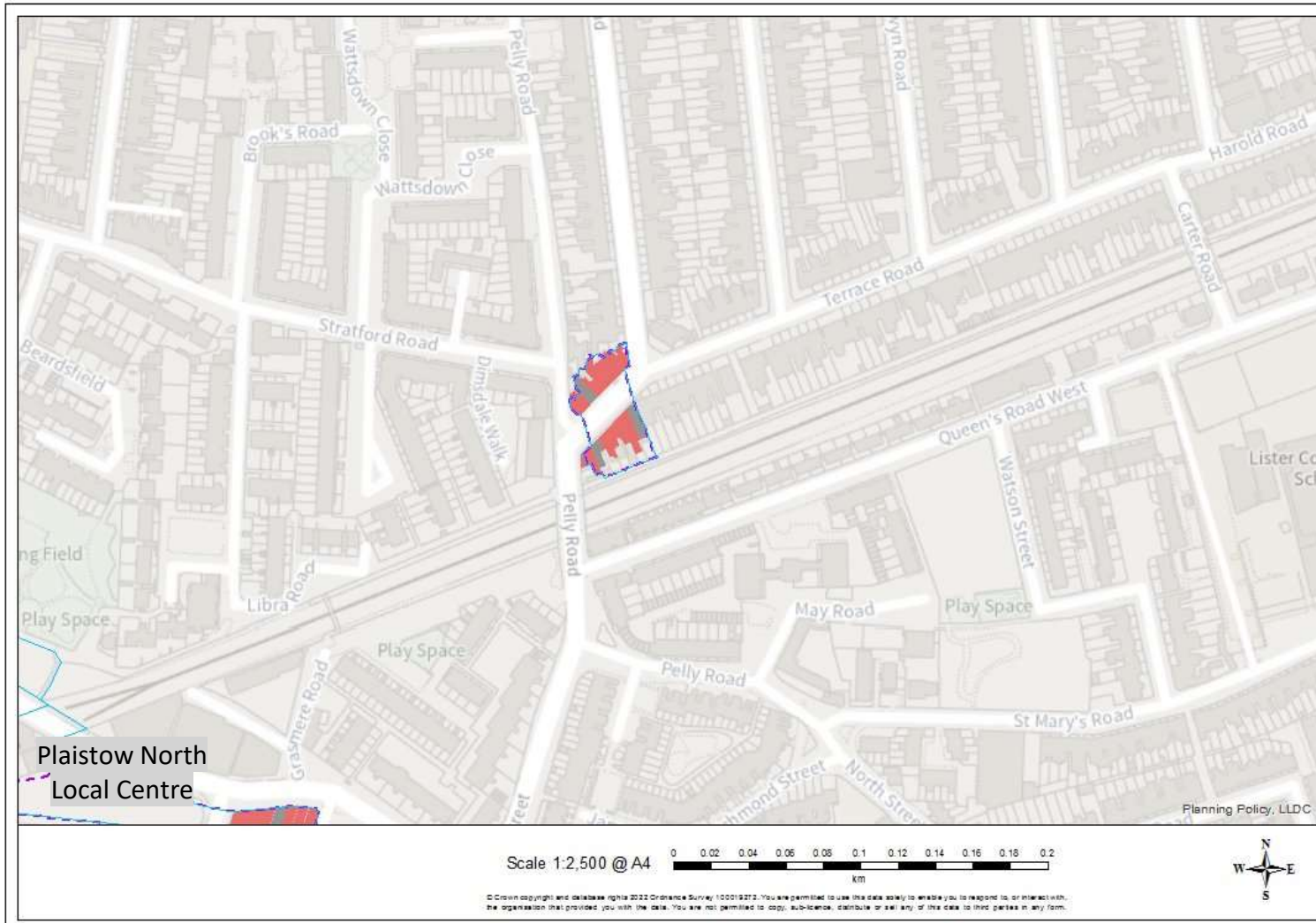
Terrace Road

There were no Retail and Leisure Study (2022) recommendations relating to Terrace Road specifically. The boundary of the Local Centre was retained and includes 14 non-residential units as surveyed on-site.

Primary Shopping Area:

Based on the prevalence of Use Class E uses within urban block frontages within the boundary, as surveyed on-site and mapped below, the Primary Shopping Area was established at 14 units (all), with an overall Class E rate of 78% (11 units).

Terrace Road Local Centre map: Proposed Primary Shopping Area

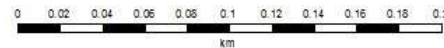


LEGEND

- Existing boundary
- Proposed Primary Shopping Area
- Uses surveyed on-site**
- Use Class B8
- Use Class unclear
- Use Class E
- Use Class Sui Generis
- Use Class C3/C4 or C1
- Use Class F1
- Use Class F2

Plaistow North
Local Centre

Scale 1:2,500 @ A4



© Crown copyright and database rights 2022 Ordnance Survey 100019272. You are permitted to use the data solely to enable you to respond to, or interact with, the organisation that provided you with the data. You are not permitted to copy, sublicense, distribute or sell any of the data to third parties in any form.

Boleyn

There were no Retail and Leisure Study (2022) recommendations relating to Boleyn specifically. The boundary of the Local Centre was retained and includes 74 non-residential units as surveyed on-site.

Primary Shopping Area:

Based on the prevalence of Use Class E uses within urban block frontages within the boundary, as surveyed on-site and mapped below, the Primary Shopping Area was established at 67 units, with an overall Class E rate of 83% (56 units).

Boleyn Local Centre map: Proposed Primary Shopping Area



LEGEND

- Existing boundary
- Proposed Primary Shopping Area

Uses surveyed on-site

- Use Class B8
- Use Class unclear
- Use Class E
- Use Class Sui Generis
- Use Class C3/C4 or C1
- Use Class F1
- Use Class F2

High Street South

There were no Retail and Leisure Study (2022) recommendations relating to High Street South specifically. The boundary of the Local Centre was retained and includes 25 non-residential units as surveyed on-site.

Primary Shopping Area:

Based on the prevalence of Use Class E uses within urban block frontages within the boundary, as surveyed on-site and mapped below, the Primary Shopping Area was established at 17 units, with an overall Class E rate of 70% (12 units).

High Street South Local Centre map: Proposed Primary Shopping Area



LEGEND

- Existing boundary
- Proposed Primary Shopping Area

Uses surveyed on-site

- Use Class B8
- Use Class unclear
- Use Class E
- Use Class Sui Generis
- Use Class C3/C4 or C1
- Use Class F1
- Use Class F2

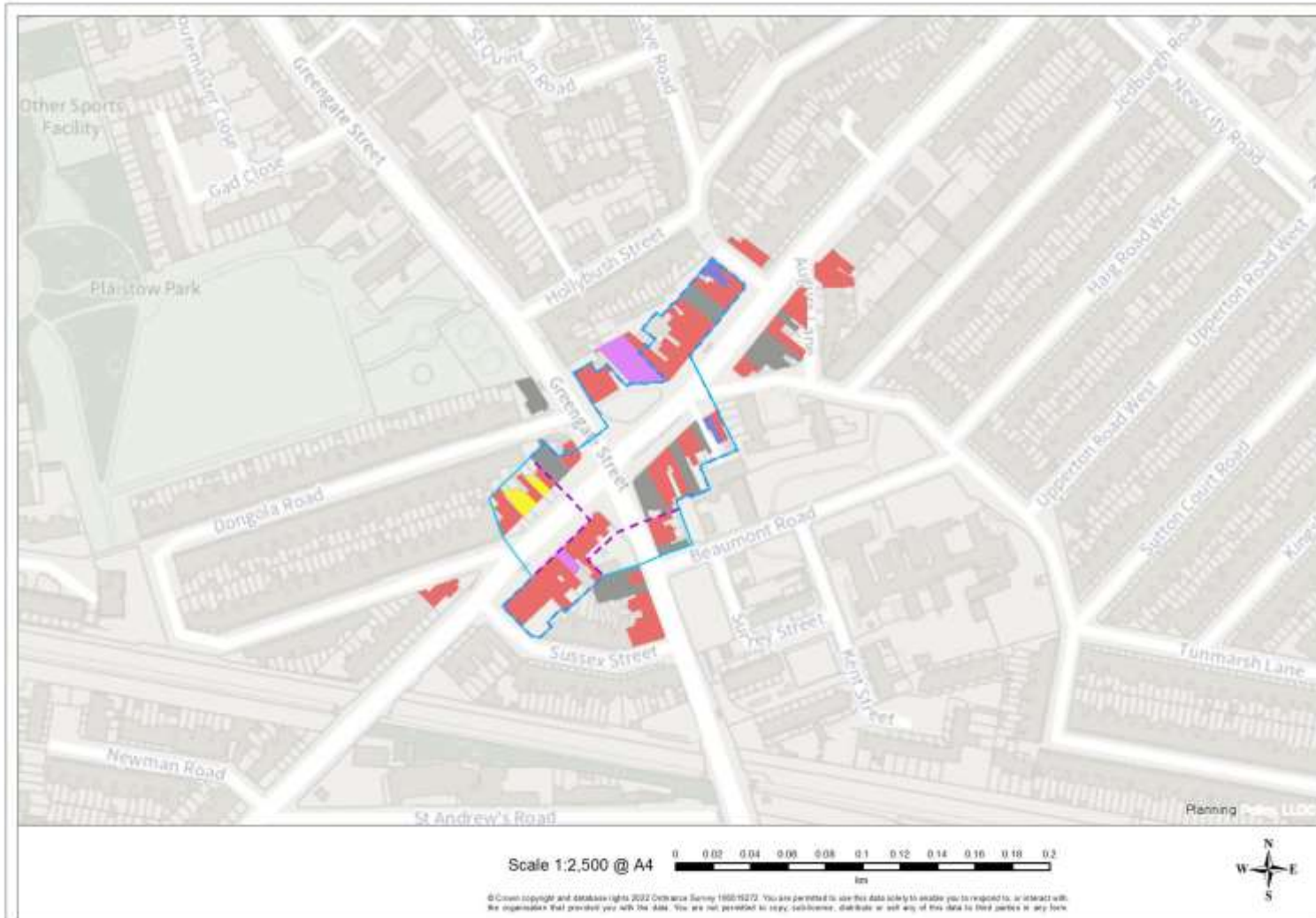
Greengate

There were no Retail and Leisure Study (2022) recommendations relating to Greengate specifically. The boundary of the Local Centre was retained and includes 52 non-residential units as surveyed on-site.

Primary Shopping Area:

Based on the prevalence of Use Class E uses within urban block frontages within the boundary, as surveyed on-site and mapped below, the Primary Shopping Area was established at 40 units, with an overall Class E rate of 77% (31 units). Building at 513-519 Barking Road is included due to its prominent position in the centre and ample pavement space, despite lower Class E rate in the rest of the urban block frontage.

Greengate Local Centre map: Proposed Primary Shopping Area



LEGEND

- Existing boundary
- Proposed Primary Shopping Area
- Uses surveyed on-site**
 - Use Class B8
 - Use Class unclear
 - Use Class E
 - Use Class Sui Generis
 - Use Class C3/C4 or C1
 - Use Class F1
 - Use Class F2

Abbey Arms

There were no Retail and Leisure Study (2022) recommendations relating to Abbey Arms specifically. The boundary of the Local Centre was retained and includes 59 non-residential units as surveyed on-site.

Primary Shopping Area:

Based on the prevalence of Use Class E uses within urban block frontages within the boundary, as surveyed on-site and mapped below, the Primary Shopping Area was established at 58 units, with an overall Class E rate of 86% (50 units).

Abbey Arms Local Centre map: Proposed Primary Shopping Area



LEGEND

- Existing boundary
- Proposed Primary Shopping Area

Uses surveyed on-site

- Use Class B8
- Use Class unclear
- Use Class E
- Use Class Sui Generis
- Use Class C3/C4 or C1
- Use Class F1
- Use Class F2

Scale 1:2,500 @ A4

© Crown copyright and database rights 2022 Ordnance Survey 100019272. You are permitted to use this data solely to enable you to respond to, or interact with, the information that provided you with the data. You are not permitted to copy, sublicense, distribute or sell any of this data to third parties in any form.



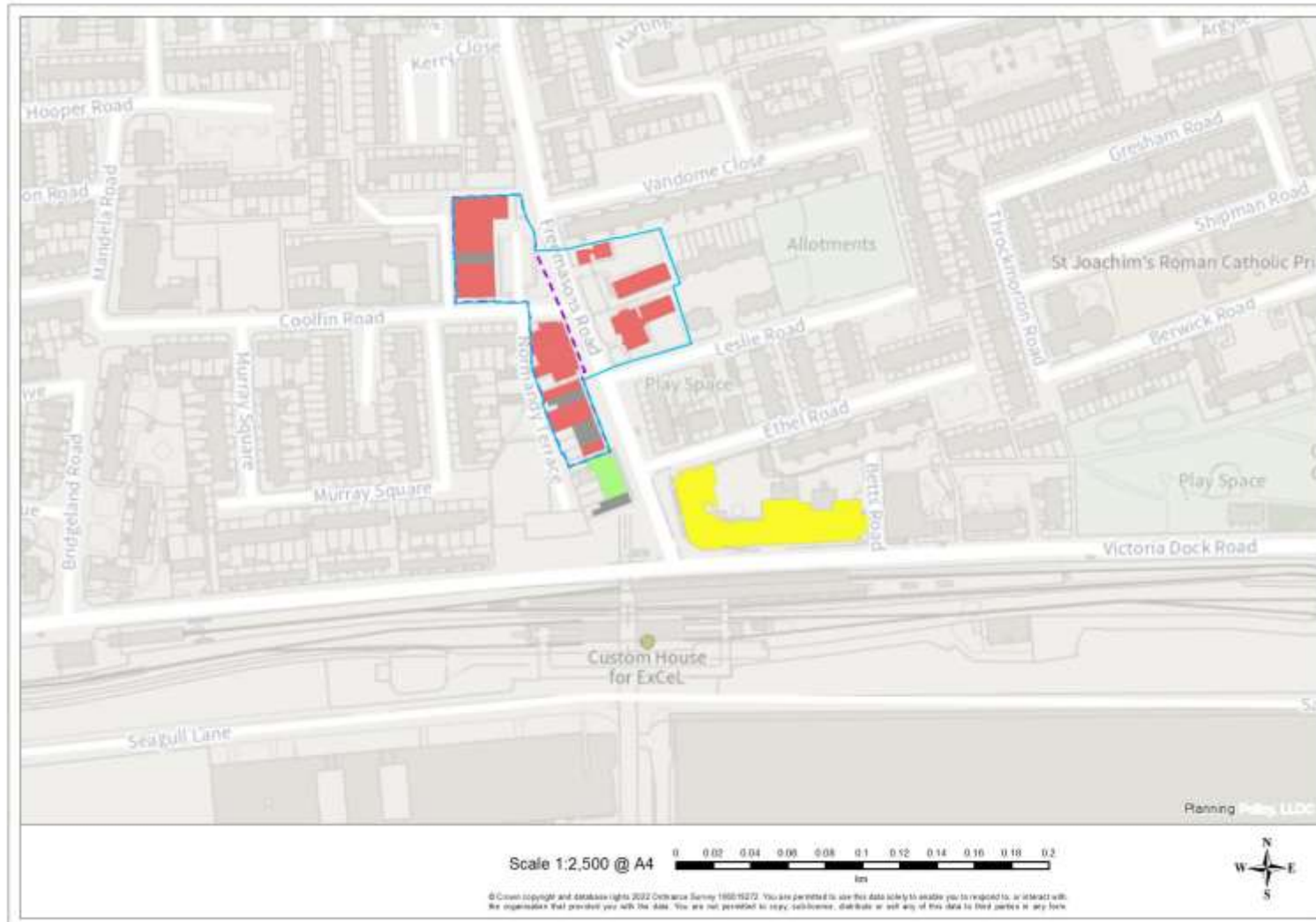
Custom House

The Retail and Leisure Study (2022) supports the regeneration of Custom House as part of wider masterplanned site delivery, but included no recommendations about changes to the scale of the centre. The boundary of the Local Centre was retained and includes 23 non-residential units as surveyed on-site.

Primary Shopping Area:

Based on the prevalence of Use Class E uses within urban block frontages within the boundary, as surveyed on-site and mapped below, the Primary Shopping Area was established at 20 units, with an overall Class E rate of 80% (16 units).

Custom House Local Centre map: Proposed Primary Shopping Area



LEGEND

- Existing boundary
- Proposed Primary Shopping Area

Uses surveyed on-site

- Use Class B8
- Use Class unclear
- Use Class E
- Use Class Sui Generis
- Use Class C3/C4 or C1
- Use Class F1
- Use Class F2

Review of existing Neighbourhood Parades

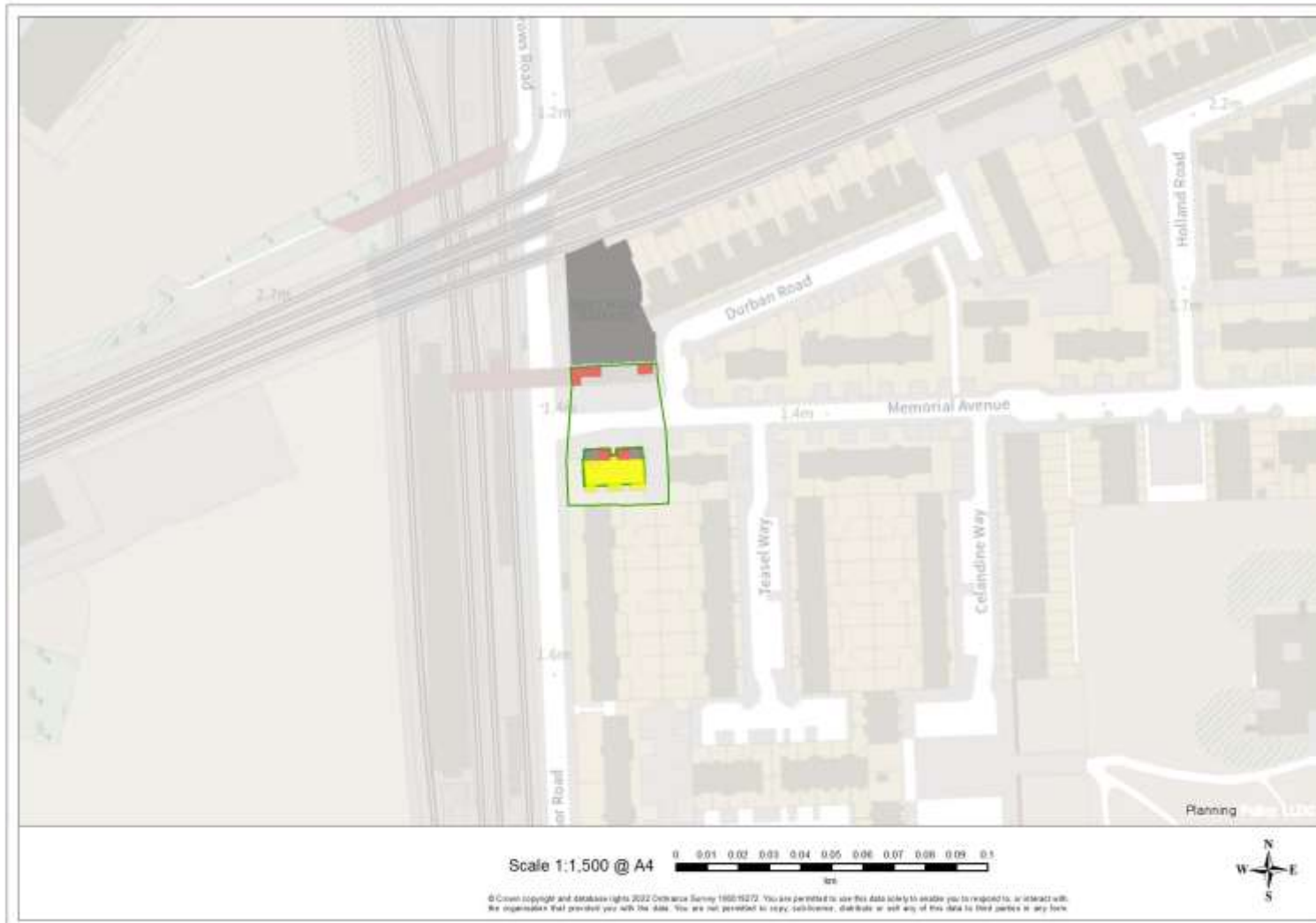
West Ham Memorial Parade

Boundary:

There were no Retail and Leisure Study (2022) recommendations relating to West Ham Memorial Parade specifically. However, the parade did not meet the minimum size criteria of 5 units.

Following on-site surveys of frontages adjacent (Appendix 2), West Ham Memorial Parade Neighbourhood Parade was extended to include the shop and dry clearer within the West Ham station frontage, bringing the total number of units from 4 to 6.

West Ham Memorial Parade Neighbourhood Parade map: Proposed boundary



LEGEND

- Existing boundary
- Proposed boundary

Uses surveyed on-site

- Use Class B8
- Use Class unclear
- Use Class E
- Use Class Sui Generis
- Use Class C3/C4 or C1
- Use Class F1
- Use Class F2

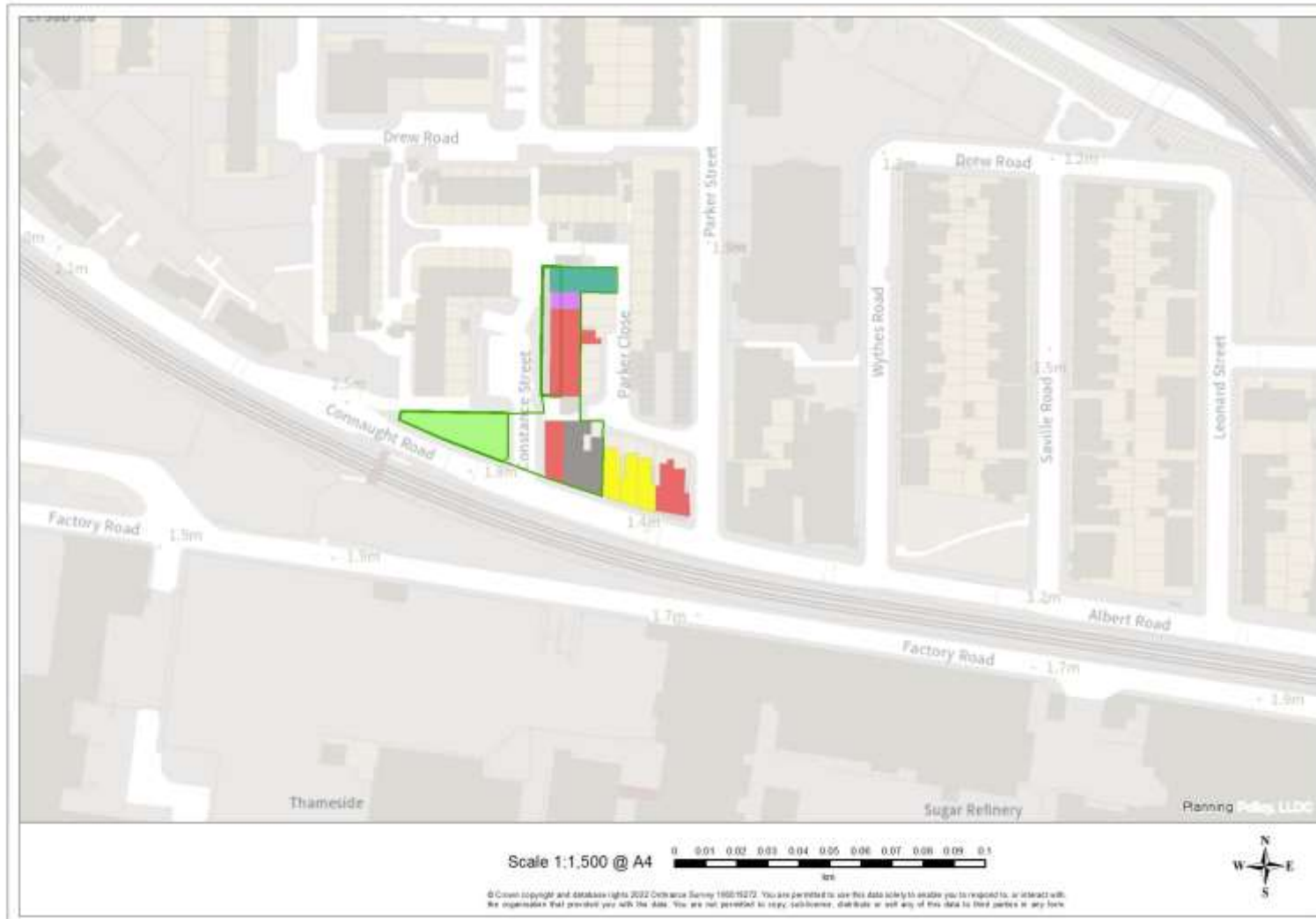
Albert Road

Boundary:

The Retail and Leisure Study (2022) recognised the important location of the Neighbourhood Parade geographically to meet local needs, despite limited offer and run down built form. In the absence of site allocation opportunities, the scale of the designation cannot be substantially expanded, and complementary new provision will be formed south of the railway lines at Connaught Riverside site.

Following on-site surveys of frontages adjacent (Appendix 2), Albert Road Neighbourhood Parade was extended to include the corner building at 1-3 Albert Road which includes one restaurant and two hot food takeaways and sits as a gateway to the parade at Constance Street, and may reasonably be included in the boundary. The additional frontages at 4-8 Albert Road are formed of residential uses and a vacant former solicitors office, with constrained public realm, and do not fulfil criteria for inclusion in the boundary. The total number of non-residential units is 11.

Albert Road Neighbourhood Parade map: Proposed boundary



LEGEND

- Existing boundary
- Proposed boundary

Uses surveyed on-site

- Use Class B8
- Use Class unclear
- Use Class E
- Use Class Sui Generis
- Use Class C3/C4 or C1
- Use Class F1
- Use Class F2

Scale 1:1,500 @ A4

© Crown copyright and database rights 2022 Ordnance Survey 100016272. You are permitted to use this data solely to enable you to respond to, or interact with, the information that provided you with the data. You are not permitted to copy, retransmit, distribute or sell any of this data to third parties in any form.



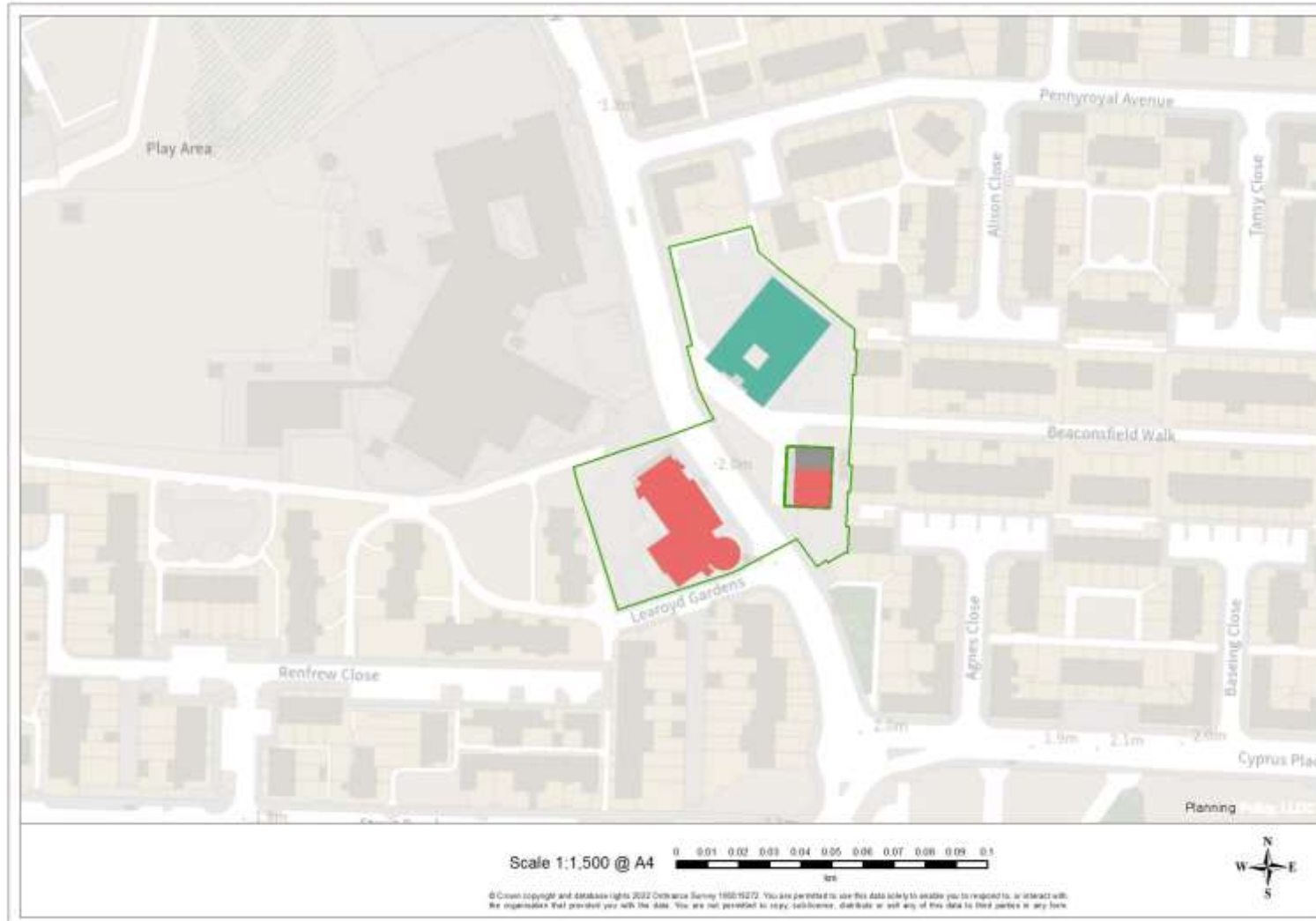
East Ham Manor Way

Boundary:



There were no Retail and Leisure Study (2022) recommendations relating to East Ham Manor Way specifically. However, the parade did not meet the minimum size criteria of 5 units.

Following on-site surveys of frontages adjacent (Appendix 2), East Ham Manor Way Neighbourhood Parade was extended to include the Beckton Community Centre (1 units) and the Royal Docks Medical Practice and Pharmacy (2 units) adjacent, bringing the total number of units from 3 to 6.

East Ham Manor Way Neighbourhood Parade map: Proposed boundary

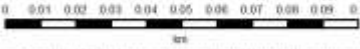


LEGEND

-  Existing boundary
-  Proposed boundary

Uses surveyed on-site

-  Use Class B8
-  Use Class unclear
-  Use Class E
-  Use Class Sui Generis
-  Use Class C3/C4 or C1
-  Use Class F1
-  Use Class F2

Scale 1:1,500 @ A4 

© Crown copyright and database rights 2022 Ordnance Survey 100019372. You are permitted to use this data solely to enable you to respond to, or interact with, the information that is provided to you with the data. You are not permitted to copy, retransmit, distribute or sell any of this data to third parties in any form.



Katherine Road North

Boundary:

The Retail and Leisure Study (2022) recommended that a review of existing commercial frontages along Katherine Road be undertaken, including considering opportunities to expand the existing Neighbourhood Parade designation to a Local Centre. However, significant sections of residential frontages break up commercial frontages in the north of Katherine Road from the core of commercial frontages further south, where two new Local Centre designations are identified through this paper (Katherine Road Central and Katherine Road South).

The Neighbourhood Parade scale of Katherine Road North has been retained, with minor increase in boundary following on-site surveys (Appendix 2) to reflect the full urban block. The total number of non-residential units is 13, up from 10.

Katherine Road North Neighbourhood Parade map: Proposed boundary



LEGEND

- Existing boundary
- Proposed boundary

Uses surveyed on-site

- Use Class B8
- Use Class unclear
- Use Class E
- Use Class Sui Generis
- Use Class C3/C4 or C1
- Use Class F1
- Use Class F2

New Local Centre designations

Katherine Road Central

The Retail and Leisure Study (2022) recommended that a review of existing commercial frontages along Katherine Road be undertaken. The grouping of commercial frontages assessed here was identified following the methodology outlined above and was surveyed on-site (Appendix 2).

Boundary:

The urban block frontages sit on the north-eastern edge of Green Street Town Centre 400m radius catchment. Block frontages 1 to 4 significantly overlap with the 400m catchment of existing Katherine Road North Neighbourhood Parade. Therefore, the focus of designation was on frontages further south.

Urban block frontages 5 to 9 include the highest concentration of Class E uses and the lowest vacancies, totalling 44 units. While frontage 5 also includes a cluster of 4 residential terraces with front gardens, which break up the public realm, the overall expanse of

commercial activity on either side and observed footfall mean that it is reasonable for this block to be included in the boundary.

Urban block frontages 3 and 4 include 26 units (21 non-residential) of which half are in Use Class E. Urban block frontage 4 includes a faith facility and a community hall alongside shops, a café and a restaurant. Within frontage 3 are a range of shops and services, and a disused car body shop with opportunity for redevelopment based on planning history of the site. There is also a bus stop.

The overall proposed boundary includes 70 units, of which 60 are non-residential, which remain in line with the scale of other Local Centres. Designation results in modest improvement in the Newham Town Centres Network 400m catchment.

Primary Shopping Area:

Based on the prevalence of Use Class E uses within urban block frontages within the proposed boundary, as surveyed on-site, the Primary Shopping Area was established at 24 units, with an overall Class E rate of 83% (20 units).

Katherine Road Central Local Centre map: Proposed boundary and Primary Shopping Area



LEGEND

- Proposed boundary
- Proposed Primary Shopping Area
- 1 Urban block frontage number

Uses surveyed on-site

- Use Class B8
- Use Class unclear
- Use Class E
- Use Class Sui Generis
- Use Class C3/C4 or C1
- Use Class F1
- Use Class F2

400m radius catchment increase



Katherine Road South

The Retail and Leisure Study (2022) recommended that a review of existing commercial frontages along Katherine Road be undertaken.

Boundary:

This grouping of commercial frontages was identified by following the methodology outlined above and was surveyed on-site (Appendix 2). The urban block frontages sit in-between the 400m catchments of East Ham Town Centre, Green Street Town Centre and Boleyn Local Centre. Designation offers a minor increase in the overall 400m catchment of the Town Centres Network. The final boundary was selected based on spatial logic, focusing on the continuous commercial frontages on Katherine Road and excluding the residential end of block frontage number 1 and the units primarily oriented to Grangewood Street in block frontage 2. Total number of non-residential units within the proposed boundary is 28.

Primary Shopping Area:

Based on an assessment of prevalence of Use Class E within urban block frontages within the proposed boundary, as surveyed on-site, the Primary Shopping Area was established at 24 units, with an overall Class E rate of 83% (20 units).

Katherine Road South Local Centre map: Proposed boundary and Primary Shopping Area



LEGEND

- Proposed boundary
- Proposed Primary Shopping Area
- 1 Urban block frontage number

Uses surveyed on-site

- Use Class B8
- Use Class unclear
- Use Class E
- Use Class Sui Generis
- Use Class C3/C4 or C1
- Use Class F1
- Use Class F2

400m radius catchment increase



Silvertown

The existing Local Plan (2018) requires the delivery of a new Local Centre at Silvertown to be delivered on both Royal Wharf and Silvertown Quays strategic site and focused on North Woolwich Road. The Retail and Leisure Study (2022) supported the delivery of the Local Centre, and overall recommended that newly developed Local Centres are of an appropriate scale to meet local needs, rather than delivering new 'destination' town centres that might compete with the wider network of town centres.

Boundary:

An overall larger Local Centre (towards 80 units) at this location is considered appropriate due to the significant population growth planned for in the Silvertown area, and the geographical location limiting choice of alternative destinations from Newham's Town Centres Network within a 15minutes walk (Draft Policy HS1). Therefore, the assessment below considered and balances the scale of established frontages with the scale of future frontages to be delivered on Silvertown Quays site.

Part of this new Local Centre has been delivered over the past 5 years at Royal Wharf, and a boundary and Primary Shopping Area can now be designated. Frontages delivered adjacent Pontoon Dock DLR station have also been considered. These newly established frontages have been surveyed on site (Appendix 2) and considered in line with the methodology of this paper.

The units are larger than those in historic high streets and there are therefore fewer within each urban block frontage. While many units remain vacant while the commercial market slowly establishes itself in this new location, future uses are likely to be within Class E, reflecting use flexibilities originally permitted (each unit was generally approved for flexible use within former use classes A1/A2/A3/A4).

The occupied units within Royal Wharf tend to be used as cafes/restaurants and estate agents. There are currently few shops and other services. The 3 commercial units at Millet Place (urban block 13) are all currently vacant, and detached from those at Royal Wharf by expansive public realm including road infrastructure and Thames Barrier Park embankments. However, these units are highly visible due to their location adjacent the station. Further, it is expected that perceived barriers will reduce with enhancements to

the quality of the public realm and through future delivery of Local Centre frontages along North Woolwich Road as part of Silvertown Quays development.

The proposed boundary (overleaf) includes 44 non-residential units, interspaced in places by residential lobbies. Designation results in significant improvement in the Newham Town Centres Network 400m catchment in this part of the borough, with minor further improvement of the catchment expected as part of future expansion at Silvertown Quays.

Planning permission for Silvertown Quays (planning references 14/01605/OUT and 19/02657/REM) remains unimplemented, and discussions are ongoing about the future of the site. Information submitted by the developer as part of the Call for Sites (2021) included a proposed revised masterplan layout (see mapping in Appendix 4, pg.74), however limited weight can be given to it at this stage. Further, the scale of commercial development proposed is not supported by the findings and recommendations of the Retail and Leisure Study (2022).

Further masterplanning work was undertaken as part of the Characterisation Study to inform the site allocations in the Draft

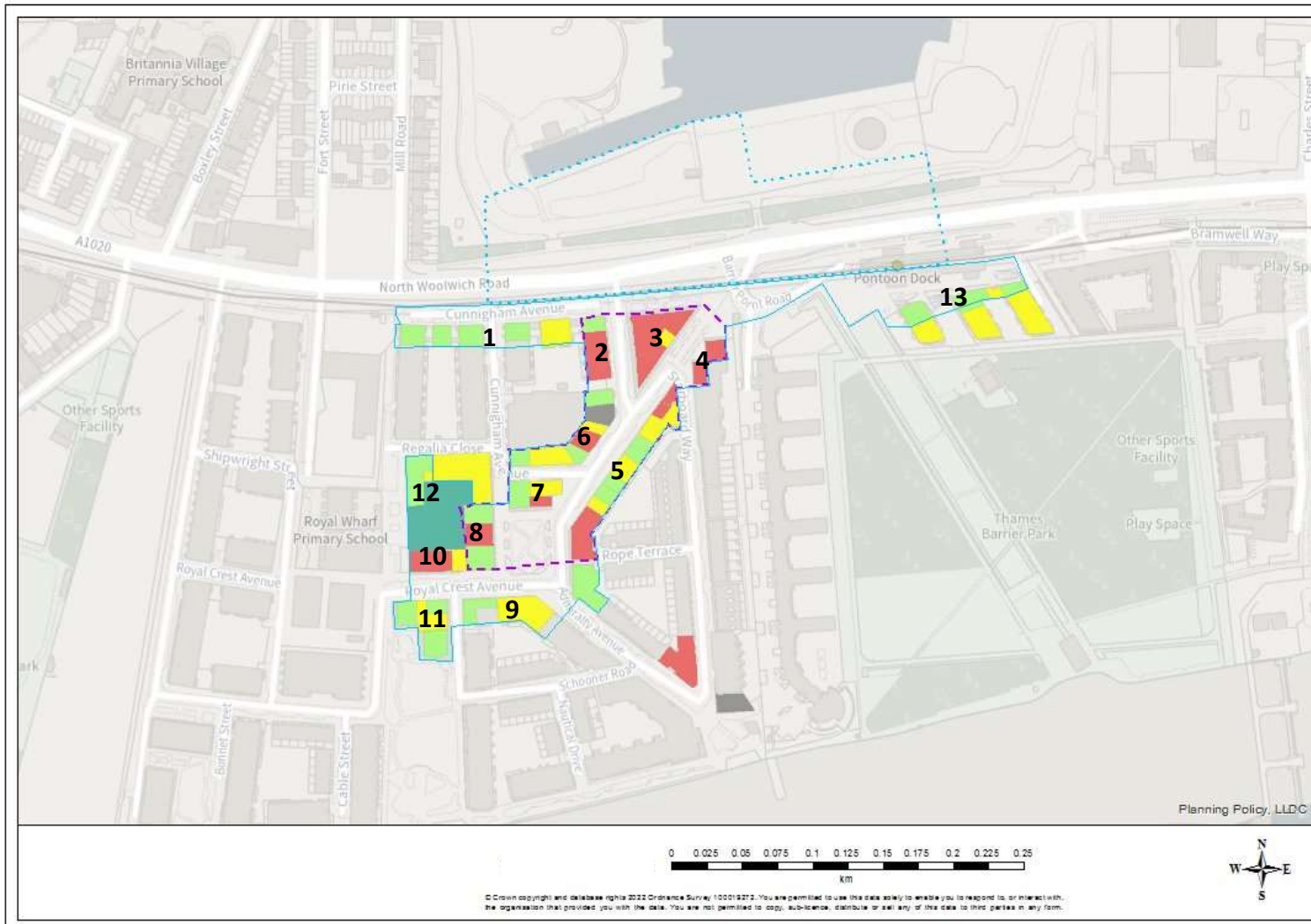
Local Plan (see mapping in Appendix 4, pg 75). The design principles layout was informed by recommendations of the Retail and Leisure Study (2022) with regards to the future role of this site as a Local Centre, and forms part of the proposed site allocation. This was therefore the primary information used in deciding the potential extension area.

Based on the above assessment and on the objective of retaining a Newham-specific Local Centre scale, the map below identifies the proposed 'potential future extension' to Silvertown Local Centre boundary. Overall, it is expected that the scale will accommodate circa 80 non-residential units of a size suitable to the designation. Further employment uses may be delivered in edge of centre, in line with the aspirations for the site set out in the draft site allocation.

Primary Shopping Area:

Based on the prevalence of existing Use Class E uses within delivered urban block frontages, as surveyed on-site or based on range of uses approved, the Primary Shopping Area was established at 26 units, of which 2 units are occupied by the health centre, and 10 units remain vacant.

Silvertown Local Centre map: Proposed boundary and future extension to boundary, and Primary Shopping Area



LEGEND

- Proposed boundary
- Proposed Primary Shopping Area
- Proposed future extension to boundary
- 1 Urban block frontage number

Uses surveyed on-site

- Use Class B8
- Use Class unclear
- Use Class E
- Use Class Sui Generis
- Use Class C3/C4 or C1
- Use Class F1
- Use Class F2

400m radius catchment increase



Albert Basin

The existing Local Plan (2018) requires the delivery of a new Local Centre at Albert Basin, which is supported by the Retail and Leisure Study (2022). The new Local Centre is nearing completion on site, and the boundary and Primary Shopping Area can now be designated.

Boundary:

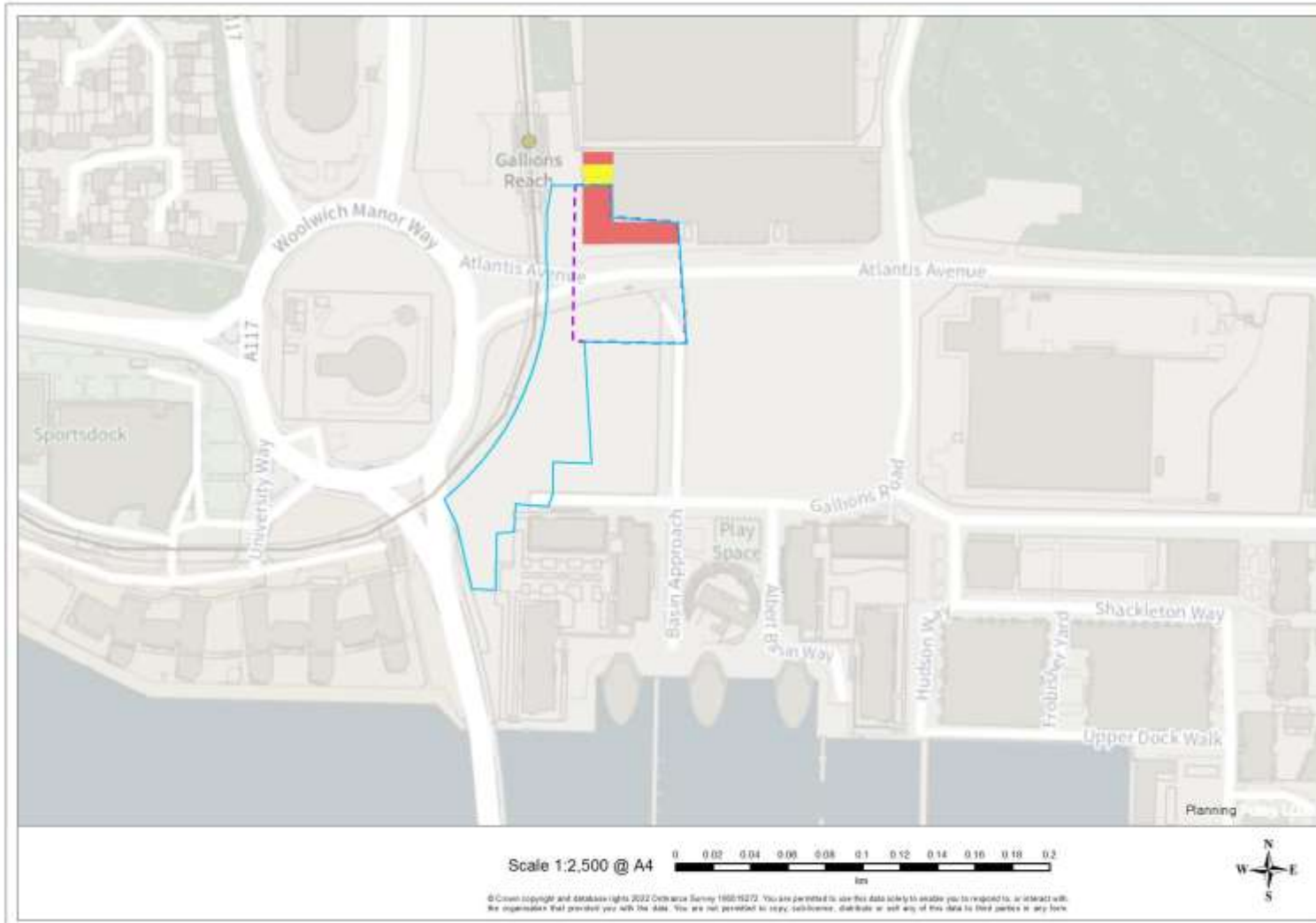
Frontages related to Phase 1 (4 units) have been surveyed (Appendix 2), and include the temporary showroom suite (Use Ec) at 1 Atlantis Avenue which will become residential. Only one unit is currently occupied, by a supermarket. A further 14 non-residential units are under construction as part of Phase 2 (planning reference 18/01169/REM, see mapping in Appendix 4 pg 76). This designation significantly improves the 400m catchment of the Town Centres Network in this part of the borough.

Primary Shopping Area:

Based on an assessment of prevalence of existing and approved Use

Class E uses within urban block frontages, the Primary Shopping Area was established at 8 units, of which 1 is occupied, 3 remain vacant and 4 are under construction.

Albert Basin Local Centre map: Proposed boundary and Primary Shopping Area



LEGEND

- Proposed boundary
- Proposed Primary Shopping Area

Uses surveyed on-site

- Use Class B8
- Use Class unclear
- Use Class E
- Use Class Sui Generis
- Use Class C3/C4 or C1
- Use Class F1
- Use Class F2

400m radius catchment increase



Plaistow North

The existing Local Plan (2018) requires the creation of a new Local Centre by Plaistow Station as part of site allocation delivery, an aspiration which continues to be supported by the Retail and Leisure Study (2022). The site has received planning permission under two applications, of which one is under construction. Further groupings of existing commercial frontages were identified adjacent the sites, in line with the methodology, and have been surveyed on-site (Appendix 2). Given the level of delivery on-site, it was timely for the boundary and Primary Shopping Area to be established.

Boundary:

Development for site by Plaistow station and adjacent Valetta Grove Recreation Grounds (planning reference 17/00951/FUL, see mapping in Appendix 4, pg 77) is under construction and will be completed soon. This will deliver a new library and community hub alongside 3 commercial units, 2 as retail or cafes or restaurants, and a gym.

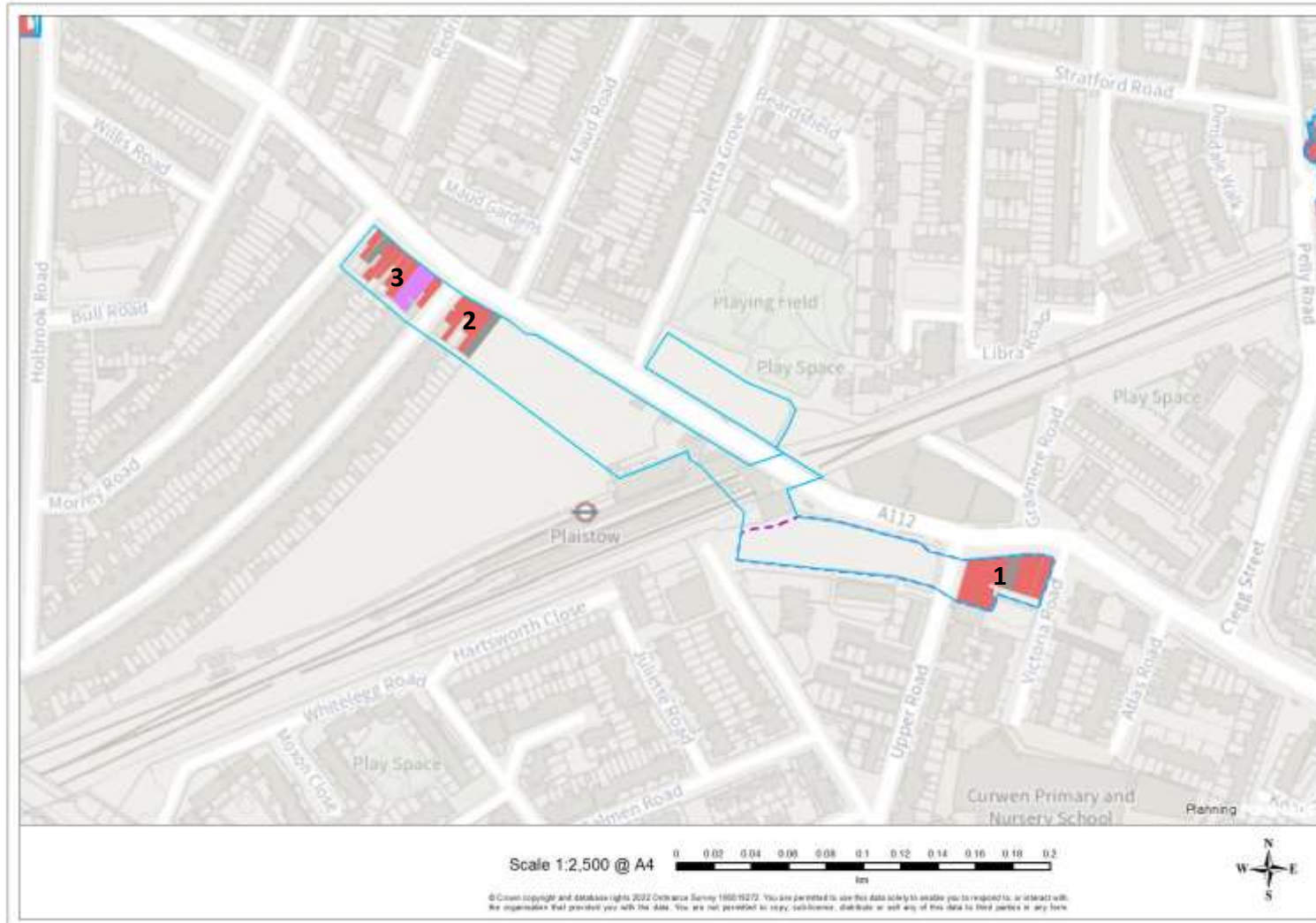
This site is also connected to 8 existing commercial frontages at 2-16 High Street (urban block frontage Plaistow North 1, see Appendix 2) which meet requirements for inclusion in the boundary of the new designation.

Across the railway bridge, the site at former Ford showroom also benefits from planning permission (planning reference 17/02586/FUL) including new non-residential frontages along Plaistow Road, but remains unimplemented. A small commercial frontage (urban block frontage Plaistow North 2, Appendix 2) continues to function successfully on the corner of this urban block. Further north, frontages at 231-247 Plaistow Road (urban block frontage Plaistow North 3) are also functioning well. Therefore, while part of the frontage remains hoarded for redevelopment, the boundary was established to include the existing frontages which help service the local communities.

Primary Shopping Area:

Based on an assessment of prevalence of existing and approved Use Class E uses within urban block frontages, the Primary Shopping Area was established at 12 units, with a Class E rate of 83% (10 units, including 3 under construction).

Plaistow North Local Centre map: Proposed boundary and Primary Shopping Area



LEGEND

- Proposed boundary
- Proposed Primary Shopping Area
- 1 Urban block frontage number

Uses surveyed on-site

- Use Class B8
- Use Class unclear
- Use Class E
- Use Class Sui Generis
- Use Class C3/C4 or C1
- Use Class F1
- Use Class F2

400m radius catchment increase



New Neighbourhood Parade designation

Church Road – Little Ilford

The Retail and Leisure Study (2022) recommended a review of frontages along Church Road with the view of creating a Neighbourhood Parade designation, helping to fill a significant gap in the 400m catchment of the Town Centres Network in this part of the borough.

Boundary:

The grouping of commercial frontages assessed here was identified following the methodology outlined above and was surveyed on-site (Appendix 2).

The frontages on Church Road are fragmented, with extensive residential sections. The survey site visit identified that the shops in block frontages 1, 2 and 4 are well used. Non-residential uses in block frontage number 3 include the Church Road Studios workspace

building in multi-use (occupied by a nursery, gyms and a faith facility) alongside a group of 3 shops and a pub that are all vacant.

Therefore, the closest grouping of low-vacancy non-residential frontages was selected for designation as a Neighbourhood Parade, including 10 small units and the multi-use Church Road Studios which includes a number of Class E and Class F1 uses. Total number of non-residential units is 13.

Church Road – Little Ilford Neighbourhood Parade map: Proposed boundary



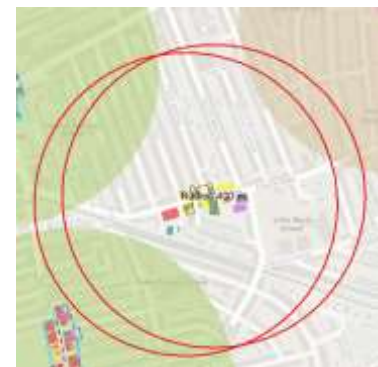
LEGEND

- Proposed boundary
- Proposed Primary Shopping Area
- 1 Urban block frontage number

Uses surveyed on-site

- Use Class B8
- Use Class unclear
- Use Class E
- Use Class Sui Generis
- Use Class C3/C4 or C1
- Use Class F1
- Use Class F2

400m radius catchment increase



Future New Local Centres

The assessment below focuses on site allocations which continue to be expected to deliver new Local Centres or Neighbourhood Parades. While commitment to their delivery in principle is confirmed through allocations (and supported by the findings of the Retail and Leisure Study), the lack of on-site delivery at this stage means that their future boundaries are not set and may change as part of further co-designed masterplanning work and future planning applications. The boundaries are indicative, drawn from existing masterplanning work (see maps in Appendix 4), and will be the starting point for any future planning application.

Pudding Mill

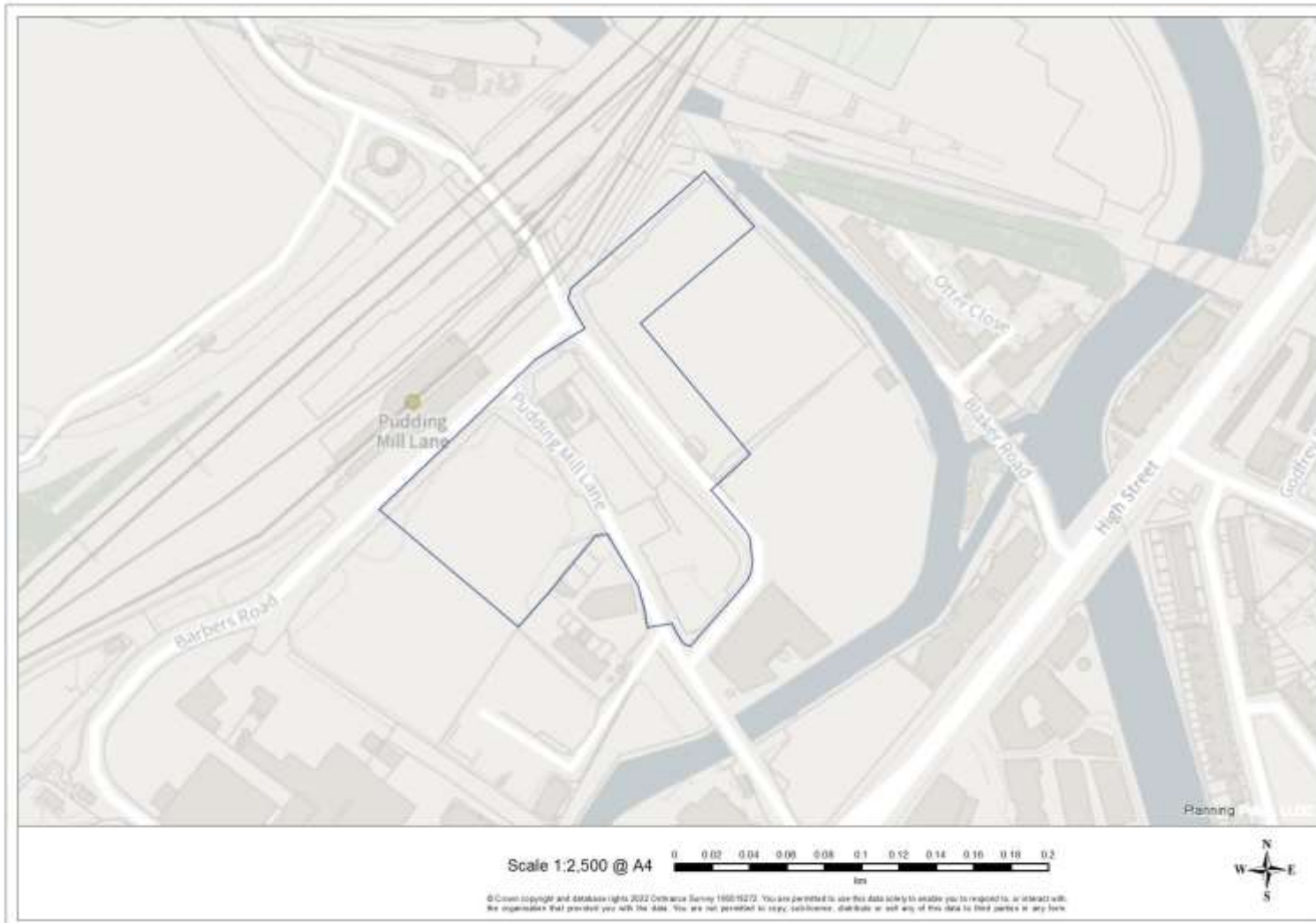
The LLDC Local Plan (2020) requires the delivery of a new Local Centre at Pudding Mill Lane, adjacent the DLR station, which continues to be supported by the Retail and Leisure Study (2022).

Boundary:

The site has progressed to resolution to grant outline planning permission (planning reference 21/00574/OUT, see mapping in Appendix 4, pg. 78). Based on the approved masterplan layout, and

prioritising access to water edge and from the station, the 'potential future boundary' was taken forward. Delivery of the designation will result in significant improvement in the Newham Town Centres Network 400m catchment in this part of the borough.

pudding Mill Local Centre map: Proposed potential future boundary



LEGEND

- Proposed potential future boundary

400m radius catchment increase



Twelvetrees

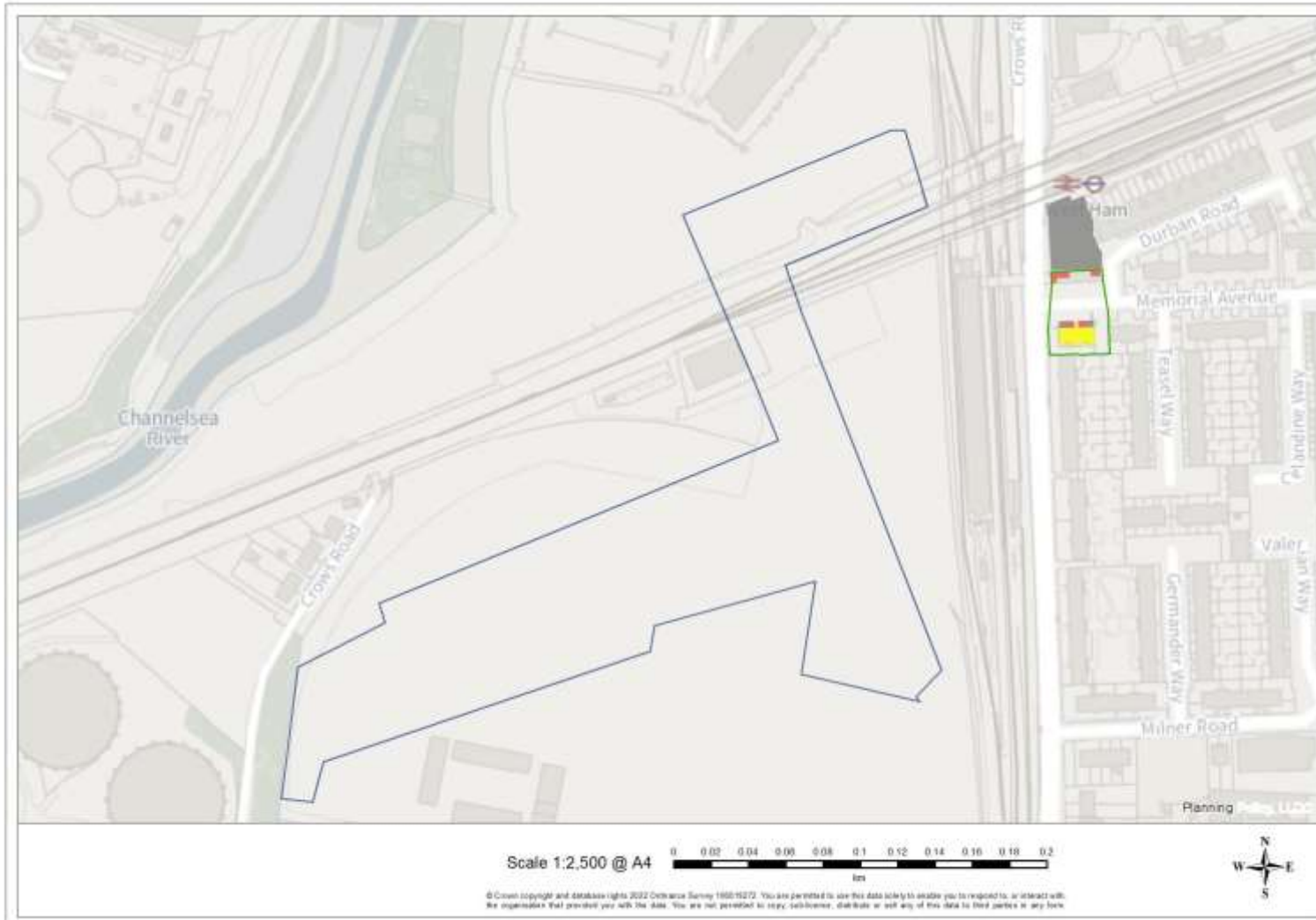
The existing Local Plan (2018) requires the delivery of a new Local Centre at West Ham as part of delivering Parcelforce and Abbey Mills strategic sites.

Boundary:

Parcelforce side of the Local Centre has received planning permission (planning reference 17/01847/OUT, see mapping in Appendix 4, pg. 79) and the first phase of development is under construction, with the majority of the Local Centre being delivered in future phases. Abbey Mills site does not benefit from planning permission, and masterplanning work undertaken as part of sites allocations work for the Draft Local Plan was used to identify the potential contribution of this site to the future Local Centre (see mapping in Appendix 4, pg. 80). Given the scale of residential development expected and the limited provision available at adjacent existing West Ham Memorial Parade, a larger scale local centre was considered appropriate, as reflected by the proposed future boundary.

Delivery of the designation will result in minor improvement in the Newham Town Centres Network 400m catchment in this part of the borough (due to adjacent existing West Ham Memorial Parade), but significant improvement in the town centre uses offer available to local residents.

Twelvetrees Local Centre map: Proposed potential future boundary



LEGEND

- Proposed potential future boundary

400m radius catchment increase



Thames Wharf

The existing Local Plan (2018) requires the delivery of a new Local Centre at Thames Wharf as part of Thameside West Strategic Site.

Boundary:

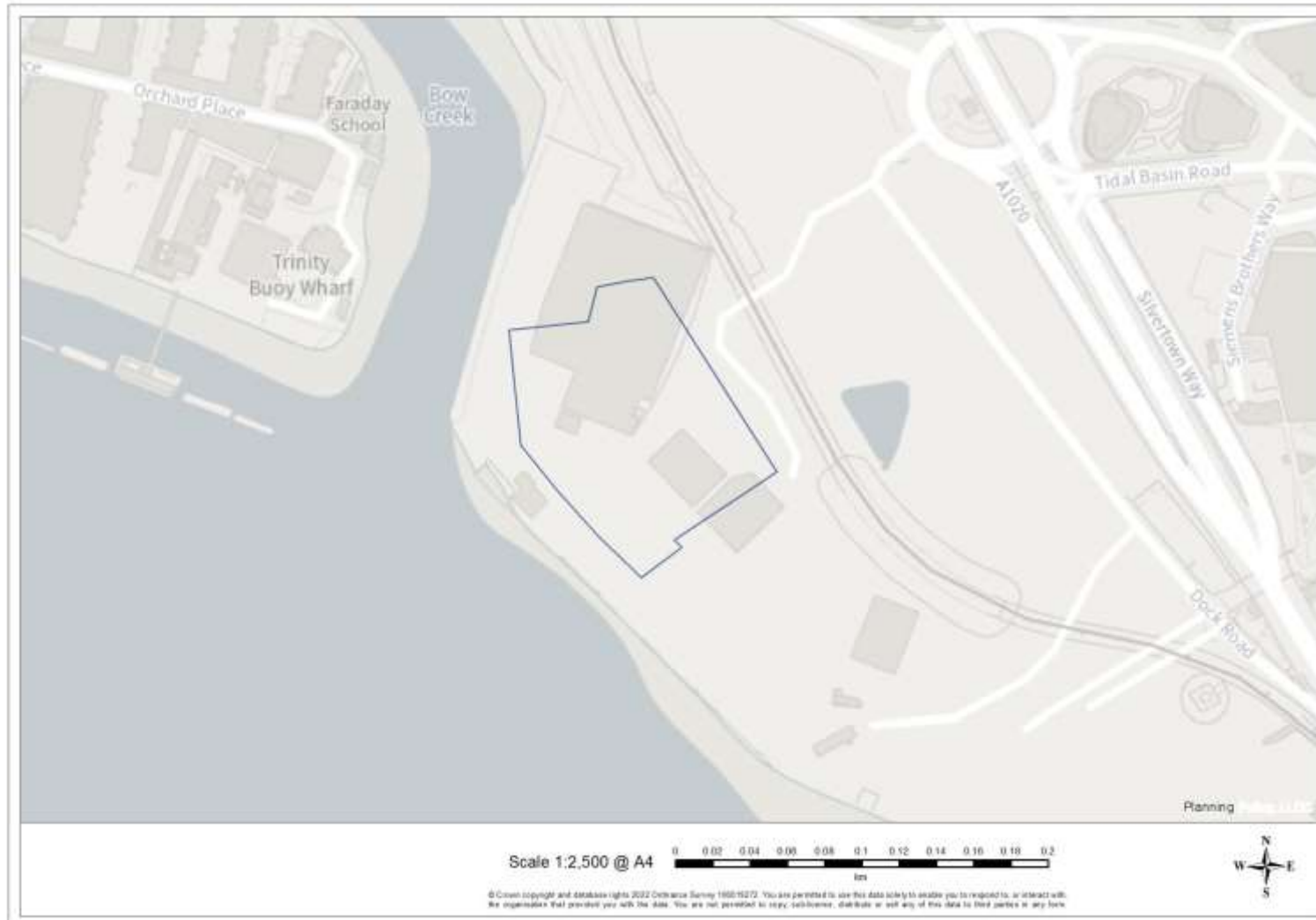
The site has received outline planning permission (planning reference 18/03557/OUT, see mapping in Appendix 4, pg. 81), and the Local Centre will be provided as part of future phases, which also include the delivery of the new DLR station.

Further work was undertaken as part of the site allocations in the Draft Local Plan. The design principles layout for the draft allocation was informed by recommendations of the Retail and Leisure Study (2022) with regards to the future role of this site as part of the overall Network in the context of projected market trends and population growth (see mapping in Appendix 4, pg. 82).

The indicative future Local Centre boundary has been chosen around the commercial frontages of the approved outline application which best align with the site allocation principles. Delivery of the

designation will result in significant improvement in the Newham Town Centres Network 400m catchment in this part of the borough.

Thames Wharf Local Centre map: Proposed potential future boundary



LEGEND

- Proposed potential future boundary

400m radius catchment increase



Connaught Riverside

The Retail and Leisure Study (2022) recommended that further provision should be considered at Factory Road, to complement the existing Neighbourhood Parade at Albert Road.

Boundary:

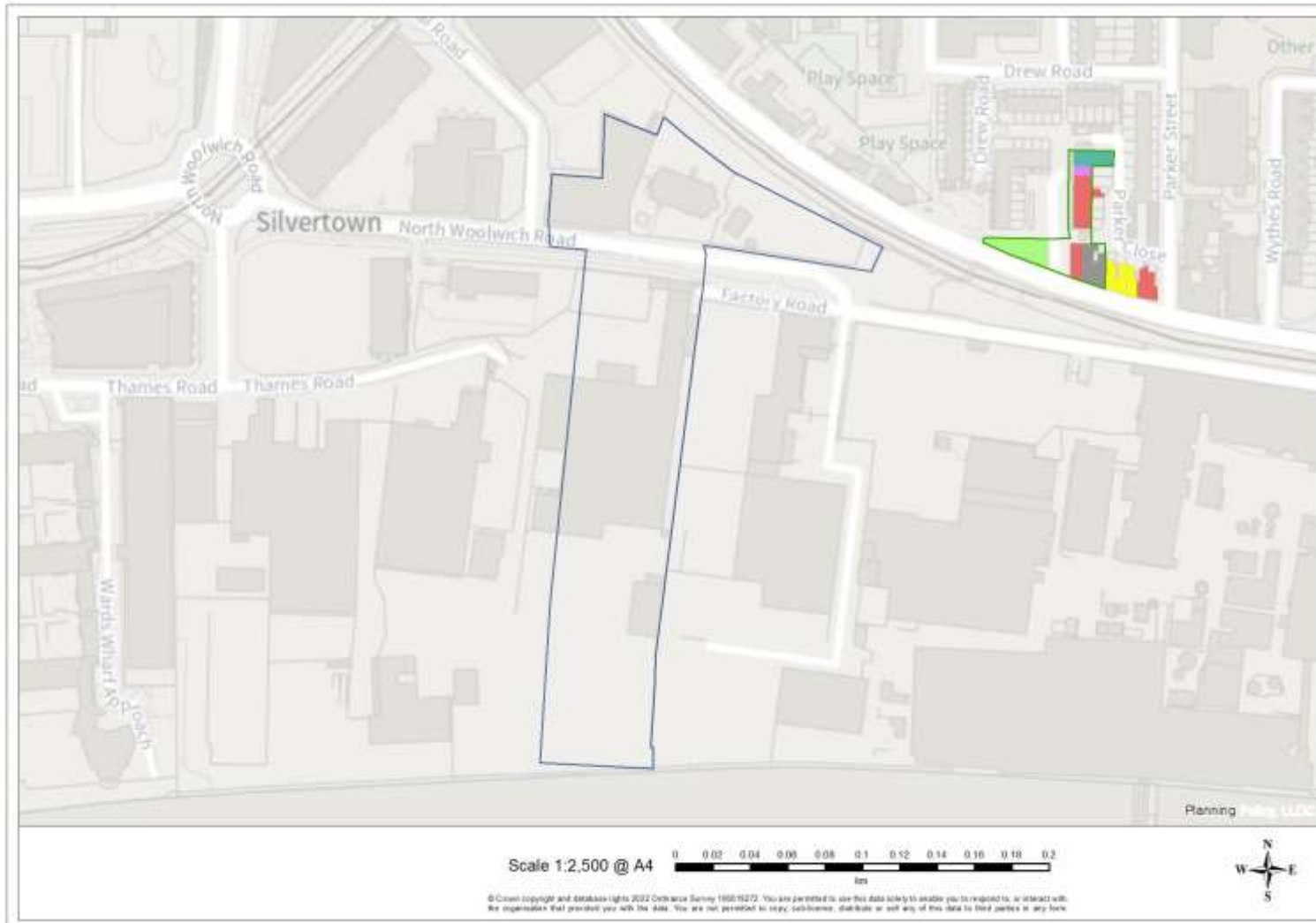
As part of the consideration, the protection of listed building at St Mark's Church, currently operating as Brick Lane Music Hall (Sui Generis) was also a key consideration.

A planning application for Connaught Riverside site is under consideration (planning reference 21/02450/OUT, see mapping in Appendix 4, pg. 83) and includes provision of main town centre uses. However, limited weight can be given to the proposed plans at this stage.

Further work was undertaken as part of the site allocations in the Draft Local Plan. The design principles layout for the draft allocation was informed by recommendations of the Retail and Leisure Study (2022) with regards to the future role of this site as part of the

overall Network in the context of projected market trends and population growth (see mapping in Appendix 4, pg. 84). The potential future boundary is based on the site allocation principles. Delivery of the designation will result in significant improvement in the Newham Town Centres Network 400m catchment in this part of the borough.

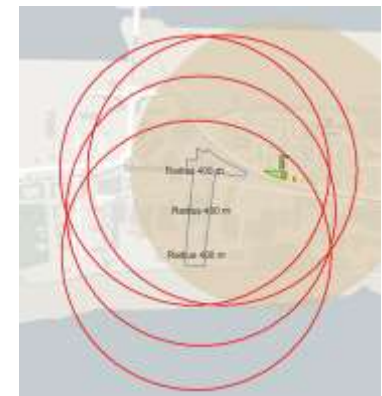
Connaught Riverside Local Centre map: Proposed potential future boundary



LEGEND

- Proposed potential future boundary

400m radius catchment increase



Future New Neighbourhood Parade

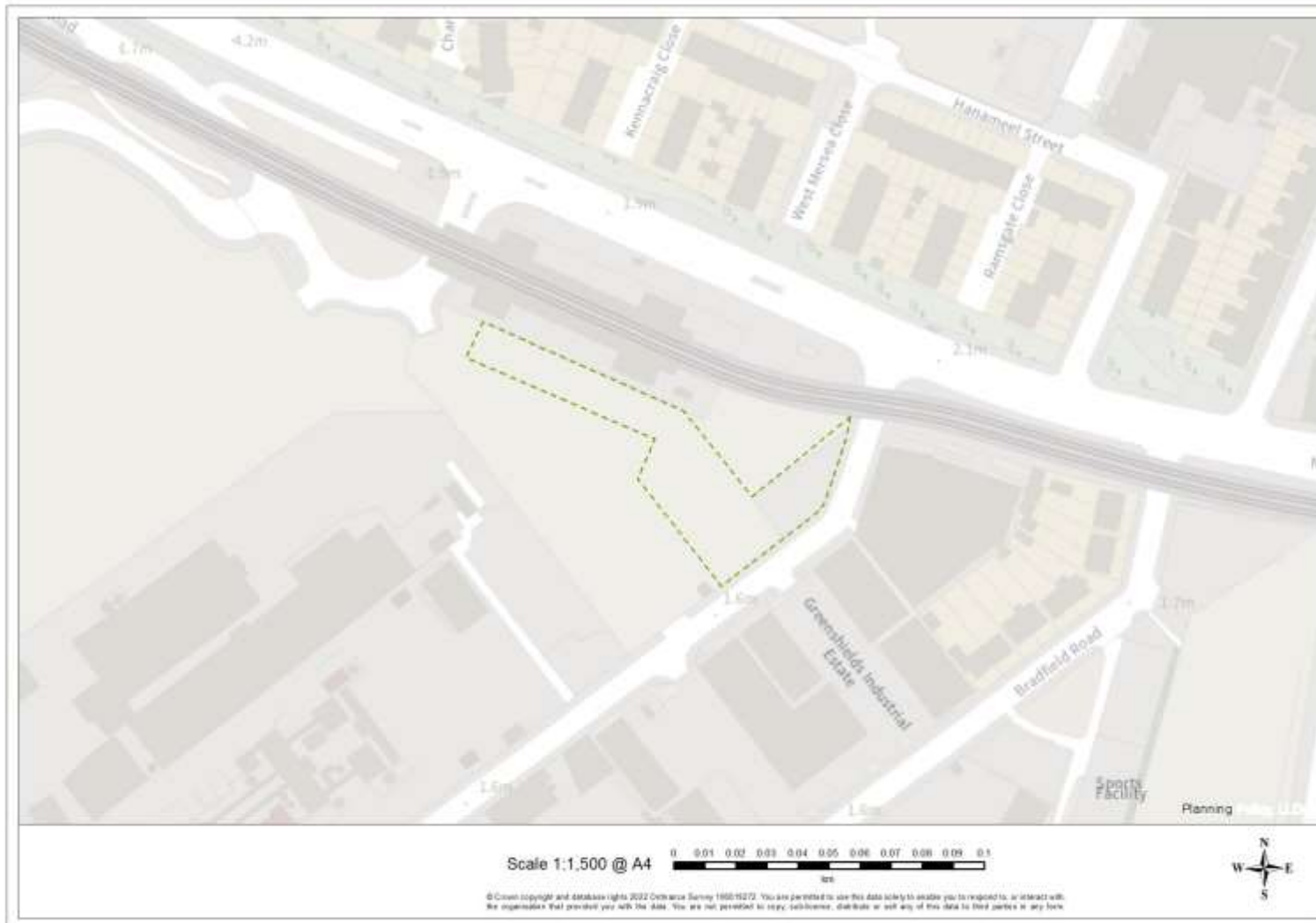
Lyle Park

The existing Local Plan (2018) requires the delivery of a new smaller Local Centre at West Silvertown as part of Lyle Park West Strategic Site, and delivery of a designation here continues to be supported by the Retail and Leisure Study (2022).

Boundary:

The site has received planning permission (planning reference 19/01791/FUL, see mapping in Appendix 4 pg. 85), and will deliver 5-8 non-residential units, depending on fit out. A small section of the site remains without permission and this may deliver an additional few units in main town centre uses. Overall capacity at the site is for a Neighbourhood Parade and the proposed designation has been amended accordingly.

Lyle Park Neighbourhood Parade map: Proposed potential future boundary



LEGEND

- Proposed potential future boundary

400m radius catchment increase



Appendix 1: Reviewed Names of Designations in the Proposed Town Centres Network

Established = frontages already exist.

Emerging = frontages will be subject to further change through large scale development.

Future centre/parade = frontages do not yet exist, to be delivered through future large scale development.

Current Name	Proposed Name Change	Status
Town Centres		
Stratford Metropolitan	n/a	Established
East Ham	n/a	Established
Forest Gate	n/a	Established
Green Street	n/a	Established
Canning Town	n/a	Established
East Beckton	n/a	Established
Gallions Reach	Beckton Riverside	Future centre

Current Name	Proposed Name Change	Status
Local Centres		
East Village	n/a	Established
Manor Park	n/a	Established
Maryland	n/a	Established
High Street North	n/a	Established
Vicarage Lane	Vicarage Lane – West Ham	Established
Church Street	Church Street – West Ham	Established
Plaistow Road	n/a	Established
Terrace Road	n/a	Established
Boleyn	n/a	Established
High Street South	n/a	Established
Greengate	n/a	Established
Abbey Arms	n/a	Established
North Woolwich	n/a	Established
Albert Basin	n/a	Emerging
n/a	Katherine Road Central	Established
n/a	Katherine Road South	Established
Silvertown	n/a	Emerging
Freemasons Road	Custom House	Emerging
Pudding Mill Lane	n/a	Future centre
Plaistow North	n/a	Emerging
West Ham/Parcelforce	Twelvetrees	Future centre
Thames Wharf	n/a	Future centre
n/a	Connaught Riverside	Future centre

Current Name	Proposed Name Change	Status
Neighbourhood Parades		
West Silvertown	Lyle Park	Future parade
Jack Cornwell Street	n/a	Established
n/a	Church Road – Little Ilford	Established
Kathrine Road	Kathrine Road North	Established
Plaistow High Street	n/a	Established
Vicarage Lane (E6)	Vicarage Lane – East Ham	Established
West Ham Memorial Parade	n/a	Established
Prince Regent Lane North	n/a	Established
Tollgate Road	n/a	Established
Fife Road	n/a	Established
Cundy Road	n/a	Established
East Ham Manor Way	n/a	Established
Albert Road	n/a	Established
Western Gateway	n/a	Established

Appendix 2: Definitions

Areas of Townscape Value (ATV): An area of heritage value, with potential for designation as a Conservation Area, which the Council designates, protects and enhances.

Community facility: Uses for the benefit of the community as defined in line with draft Policy CF1, including those in Use Classes F1 and F2 and a range of Sui Generis uses (pubs, theatres etc.)

Frontage: Main ground floor facades associated with a unit. Where ground floor units are created through subdivision (e.g. 100a and 100b) the frontages will be parts of the whole (e.g. 0.5 and 0.5).

Heritage Asset: A building, monument, site, place, area or landscape positively identified as having a degree of significance as a component of the designated heritage assets (those buildings, monuments, structures, parks, etc. that are subject to national listing/scheduling, and those areas designated as Conservation Areas) and assets identified by the local planning authority during the process of decision-making or through the plan-making process (including local listing).

High Streets: Defined in the London Plan (2021) as ‘one of London’s most characteristic urban features which play an important role in terms of local economic and social infrastructure, providing employment opportunities and promoting community and cultural exchange.’ Their broad location has been identified and mapped by the Greater London Authority.

Local Centre: typically serving a localised catchment (400m) and are often most accessible by active travel, and comprise mostly convenience retail (including potentially a small supermarket), smaller restaurants and cafes, sub-post office, pharmacy, dry cleaners and other useful local service. Newham’s Local Centres fulfil the definition of ‘Town Centre’ for National Planning Policy Framework purposes, but do not represent a ‘destination’ in the same way as Town Centres.

Main town centre uses: Defined in the National Planning Policy Framework as ‘retail development (including warehouse clubs and factory outlet centres); leisure, Evening and Night Time Economy, entertainment and more intensive sport and recreation uses

(including cinemas, restaurants, drive-through restaurants, bars and pubs, nightclubs, casinos, health and fitness centres, indoor bowling centres and bingo halls); offices; and arts, culture and tourism development (including theatres, museums, galleries and concert halls, hotels and conference facilities).'

Neighbourhood Parade: Small clusters of shops, mostly for convenience goods and other local services, usually totalling no more than 5-10 frontages.

Primary Shopping Area: Defined by the National Planning Policy Framework as 'an area where retail development is concentrated'.

Primary Shopping Frontage: Defined as the part of the Primary Shopping Area most likely to include a high proportion of retail, restaurants and café uses.

Town Centre: defined in the London Plan (2021) as 'places in London that provide access to a range of commercial, cultural and civic activities, including shopping, leisure, employment, Evening and Night Time Economy, entertainment, culture, and social and community facilities. Town Centres are classified in the London Plan (2021) according to their existing role and function in light of

characteristics such as scale, mix of uses, economic performance and accessibility.'

Town Centres Network: An interrelated network and hierarchy of high streets designated as Town Centres, Local Centres or Neighbourhood Parades.

Unit: a building, as defined in relation to street naming and numbering.

Urban block frontage: group of frontages on same side of the street and between two other intersecting streets, public rights of way or other logical spatial break in frontage.

Use class: The use of a unit in relation to the Use Class legislation at the time of surveying, currently The Town and Country Planning (Use Classes) Order 1987 (as amended, 2020)

Vacancy rate: Proportion of vacant units in an area.

Appendix 3: Urban Block Frontages Reviewed

Type of designation considered	Urban block frontage name & number	Address points	No. units total	No. units Class E	No. units vacant	Description, key uses
Extension to Manor Park Local Centre	Manor Park 1	2a Station Road and 705-715 Romford Road, E12 5AW	9	9	0	Predominantly shops. Historic style buildings making positive contribution to centre.
	Manor Park 2	19 Station Road, E12 5BP and 655-691 Romford Road, E12 5AD	15	7	1	Manor Park Library, post office, pharmacy and dentist, retail services, wide footpath
	Manor Park 3	618-630 Romford Road and 530-544 High Street North, E12 5AQ	14	6	0	William The Conqueror pub, Manor Park Community Centre, optician, dentist, retail services, partly Manor Park Area of Townscape Value
	Manor Park 4	501 High Street North, E12 6TH and 566-616 Romford Road, E12 5AF	19	15	3	Grade II Earl Of Essex pub (vacant), Grade II The Royal Regency community hall, retail services, nursery. Partly Manor Park Area of Townscape Value. Salisbury School grounds breaks up frontage.
Extension to High Street North Local Centre	High Street North 1	319-331 High Street North, E12 6PQ	7	4	0	Retail services, two residential units with front gardens.

Type of designation considered	Urban block frontage name & number	Address points	No. units total	No. units Class E	No. units vacant	Description, key uses
	High Street North 2	347-359 High Street North, E12 6PQ	7	7	1	Pharmacy, shops
	High Street North 3	350-368 High Street North, E12 6PH	10	9	0	Builders merchants, professional services
	High Street North 4	361-393 High Street North, E12 6PG	18	11	1	Predominantly shops, 3 residential conversions that are well integrated in frontage. Detached dwelling breaks frontage rhythm.
	High Street North 5	370-386 High Street North, E12 6PH	8	5	2	Shops, The Ruskin Arms pub and Rusking Hall (both vacant) with historic townscape value.
	High Street North 6	388-406 High Street North, E12 6RH	10	8	0	Pharmacy, shops, post office, retail services
	High Street North 7	293-317 High Street North, E12 6SL	13	13	0	Cafes/restaurants, shops
	High Street North 8	302-326 High Street North, E12 6SA	13	12	1	Shops, pharmacy, launderette
Extension to Katherine Road North Neighbourhood Parade	Katherine Road North 1	493-495 and 519-521 Katherine Road, E7 8DR	4	3	0	Ends of the designated parade, one of which is a residential conversion.
Extension to Albert Road Neighbourhood Parade	Albert Road 1	1-8 Albert Road, E16 2DW	8	3	2	Restaurant and 2 takeaways, alongside residential conversions. Large corner building has some historic townscape value and marks access to main parade.

Type of designation considered	Urban block frontage name & number	Address points	No. units total	No. units Class E	No. units vacant	Description, key uses
Extension to West Ham Memorial Neighbourhood Parade	West Ham Memorial 1	West Ham Station, Memorial Avenue, E15 3DB	2	2	0	Shop and drycleaners within West Ham Station building, adjacent main parade.
Extension to East Ham Manor Way Neighbourhood Parade	East Ham Manor Way 1	14 & 23 East Ham Manor Way, E6 5NA	2	1	0	New Beckton Community Centre and Royal Dock Medical Centre and Pharmacy, wide public realm.
New Neighbourhood Parade designation on Church Road – Little Ilford	Church Road 1	30-42 Church Road, E12 6AQ	7	4	0	Church Road Health Centre, 2 shops and 1 retail services in-between residential conversions.
	Church Road 2	107-125 Church Road, E12 6AF and 186 Third Avenue, E12 6DT	11	3	0	Faith facility, shops and residential dwellings with modest front gardens.
	Church Road 3	44-90 Church Road, E12 6AF	14	3	4	Launderette, Church Road Studios in multi-use including gym and nursery, 3 vacant shops, vacant pub, faith facility. Significant parking/garden spaces associated with temple and former pub.
	Church Road 4	129-153 Church Road, E12 6AF	11	3	1	Shop, financial services and vacant unit, detached from remaining residential frontage.
New Local Centre designation on Katherine Road	Katherine Road Central 1	428-450 Katherine Road, E7 8NP	12	5	1	Services and a shop, commercial kitchen, half frontage is residential.
	Katherine Road Central 2	404-426 Katherine Road, E7 8NP	12	8	3	Shops, services, pharmacy, group of 3 residential conversions.

Type of designation considered	Urban block frontage name & number	Address points	No. units total	No. units Class E	No. units vacant	Description, key uses
	Katherine Road Central 3	386-402 Katherine Road, E7 8NW	14	7	4	Shops, retail services, dentist, vacant car work garage, 4 residential conversions. Bus stop.
	Katherine Road Central 4	391-413 Katherine Road, E7 8LT	12	6	1	Shops, cafes/restaurants, faith facility, car hire
	Katherine Road Central 5	352-374 Katherine Road, E7 8NW	12	8	1	Shops, services, group of residential dwellings with front gardens
	Katherine Road Central 6	371-389 Katherine Road, E7 8LT	10	7	2	Shops, restaurant, services, laundrette, faith facility
	Katherine Road Central 7	353-369 Katherine Road, E7 8LT	9	7	2	Professional services, shops
	Katherine Road Central 8	332-350 Katherine Road, E7 8NW	10	8	1	Supermarket, restaurants, betting shop in former pub
	Katherine Road Central 9	326-330 Katherine Road, E7 8PG	3	3	0	Supermarket as part of a recent development.
New Local Centre designation on Katherine Road	Katherine Road South 1	82-100 Katherine Road, E6 1EN	10	8	2	Builders' merchants, services, 2 residential conversions.
	Katherine Road South 2	73-103 Katherine Road, E6 1EW and 148A-150 Grangewood Street, E6 1HD	18	14	3	Supermarket, shops, professional services, drycleaner

Type of designation considered	Urban block frontage name & number	Address points	No. units total	No. units Class E	No. units vacant	Description, key uses
	Katherine Road South 3	72-80 Katherine Road, E6 1EN	5	3	1	Faith facility and nursery at former pub, a shop and professional services. Former pub building has townscape value and significant presence in frontage.
New Local Centre designation	Plaistow North 1	2-16 High Street, E13 0AJ	8	7	1	Supermarket, shops, café, estate agent
	Plaistow North 2	249-257 Plaistow Road, E15 3EU	5	4	1	Supermarket, shop, drycleaner
	Plaistow North 3	231-247 Plaistow Road, E15 3EU	9	6	1	Cafes, training centre, retail services, post office
New Local Centre designation	Silvertown 1	1-10 Cunningham Avenue, E16 2TS	5	5 *	5	5 larger new build units, remaining vacant. Residential lobbies.
	Silvertown 2	2-6 Royal Crest Avenue E16 2TQ	3	3	0	Dentist, professional services.
	Silvertown 3	Halyard Place, E16 2TH	3	3	0	Triangle plot, health centre and professional services. Residential lobby.
	Silvertown 4	7 Starboard Way, E16 2NZ and 5 Halyard Place, E16 2TH	2	2	0	Cafés
	Silvertown 5	2 Starboard Way, E16 2PF and 3-13 Royal Crest Avenue, E16 2PG	11	8*	5	Supermarket, café and retail service. Vacant units may be merged. Residential lobbies.

Type of designation considered	Urban block frontage name & number	Address points	No. units total	No. units Class E	No. units vacant	Description, key uses
	Silvertown 6	8-16 Royal Crest Avenue, E16 2TQ and 4 Waypoint Way, E16 2TP	8	5 *	3	Pharmacy, nail salon, professional services. Residential lobbies.
	Silvertown 7	20 Royal Crest Avenue, E16 2PR	2	2 *	1	Restaurant. Residential lobbies.
	Silvertown 8	4-8 Rendal Way, E16 2TB	3	3*	2	Restaurant.
	Silvertown 9	15-17 Royal Crest Avenue Silvertown London E16 2PG	2	1 *	1	Concierge service.
	Silvertown 10	26-30 Royal Crest Avenue Silvertown London E16 2TE	3	2	0	Nursery, café and residential lobby.
	Silvertown 11	19-23 Royal Crest Avenue, E16 2PG and 6 Schooner Road, E16 2SG	4	3 *	3	Larger vacant units and residential lobby.
	Silvertown 12	2-4 John Harrison Square, E16 2ZA	2	1 *	1	Royal Wharf Community Centre
	Silvertown 13	1-9 Millet Place, E16 2YJ	5	4 *	4	Larger vacant units with potential for subdivision. Residential lobby.
New Local Centre designation	Albert Basin 1	1 - 11 Atlantis Avenue Beckton London E16 2UD	8	4 *	3	Supermarket. Residential townhouses and residential lobbies.

Appendix 4: Sites masterplanning drawings used in the assessments

Plans in this section relate to the following designations in the Town Centres Network (above):

- Canning Town Town Centre
- East Ham Town Centre
- Silvertown Local Centre
- Albert Basin Local Centre
- Plaistow North Local Centre
- Pudding Mill Local Centre
- Twelvetrees Local Centre
- Thames Wharf Local Centre
- Connaught Riverside Local Centre
- Lyle Park Neighbourhood Parade

Canning Town Town Centre – Screen grab of approved masterplan layout for Land Comprising Former HSS Site and 300 Manor Road
Source: 18/03506/OUT, Design & Access Statement, pg 62

Not to scale

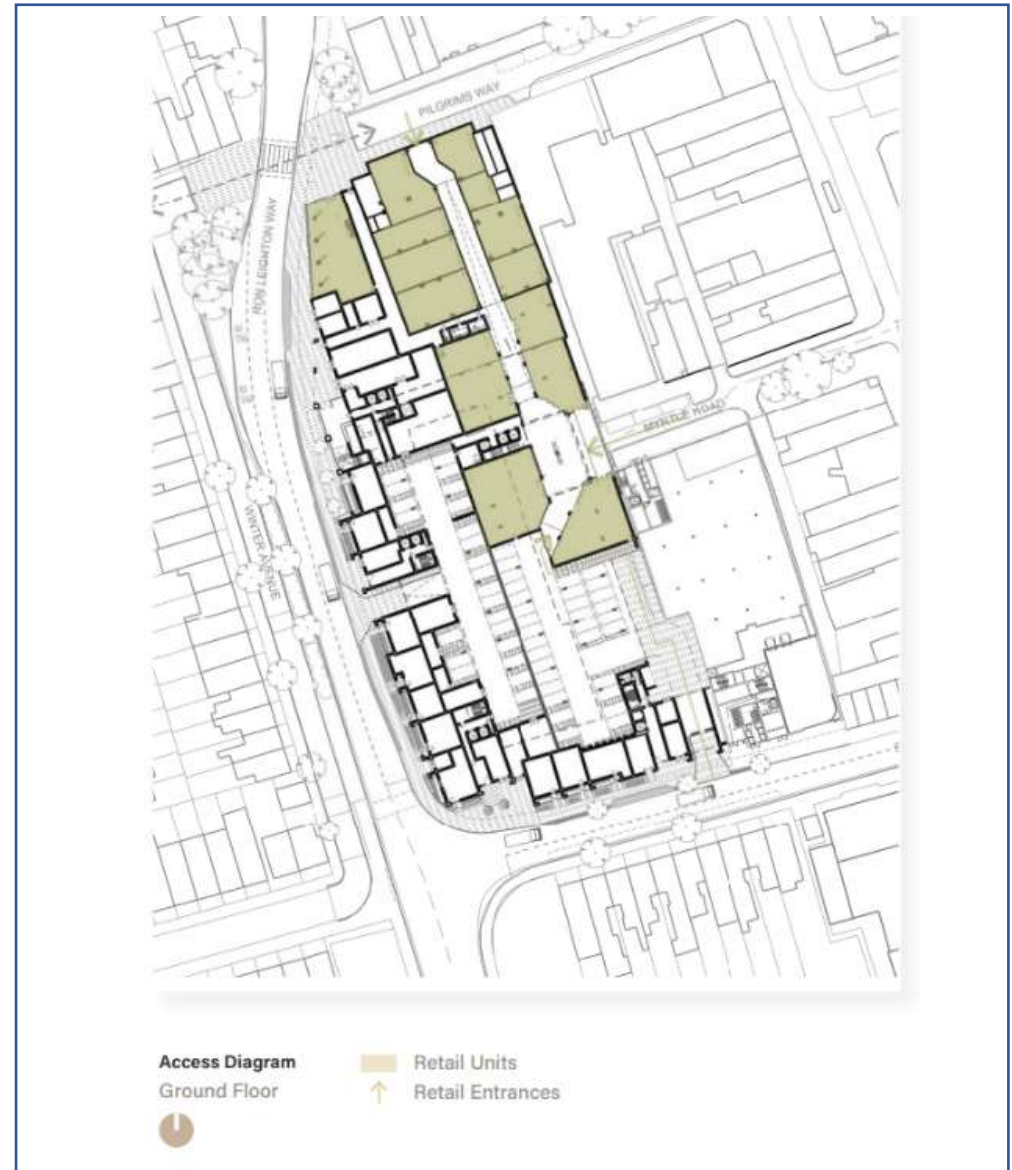
Note: commercial frontages are identified in yellow (faded for Phase 2 frontages).



East Ham Town Centre – Screen grab of approved masterplan layout for the Shopping Hall, Myrtle Road site

Source: 17/03612/FUL, Design & Access Statement, pg 36

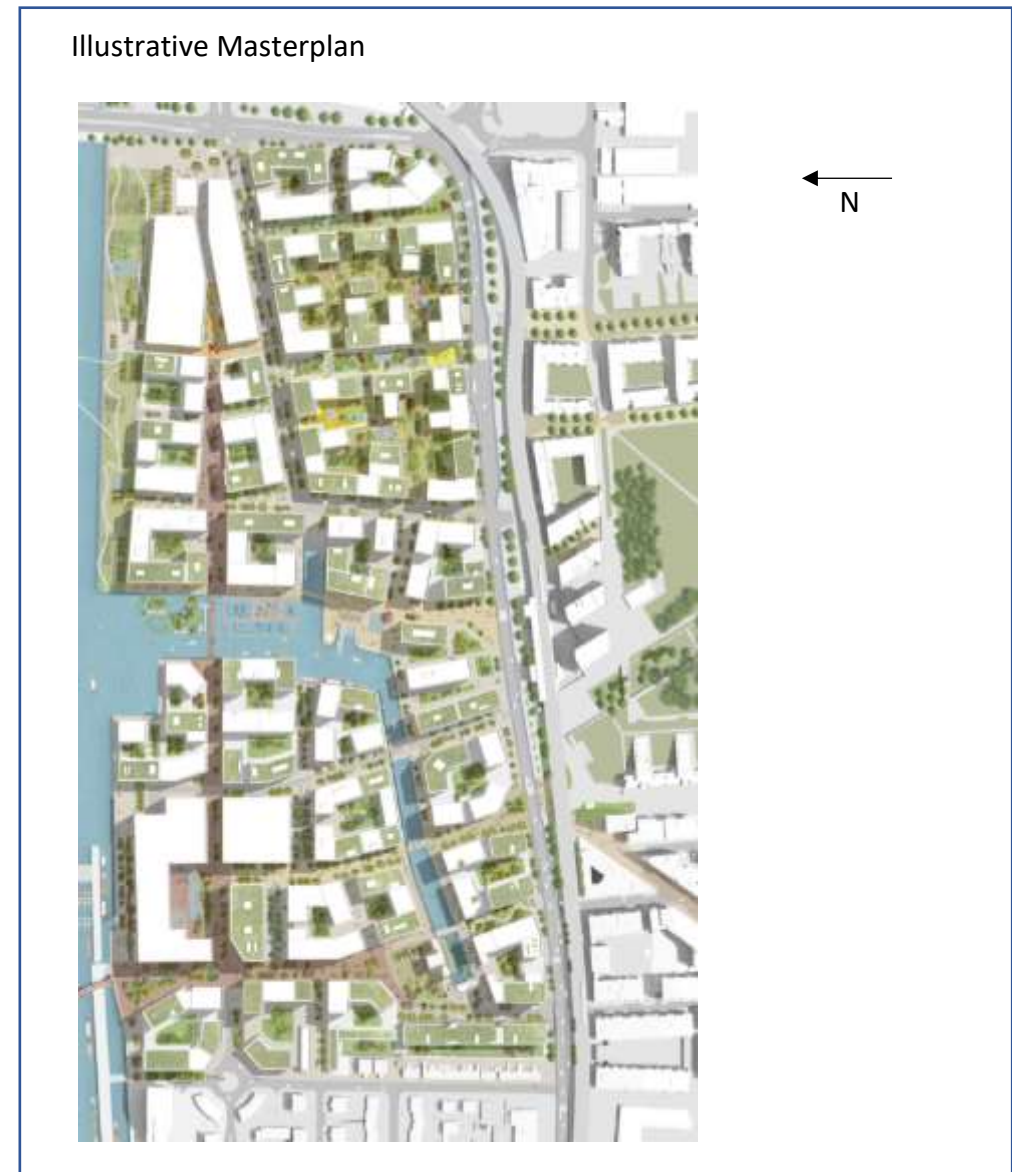
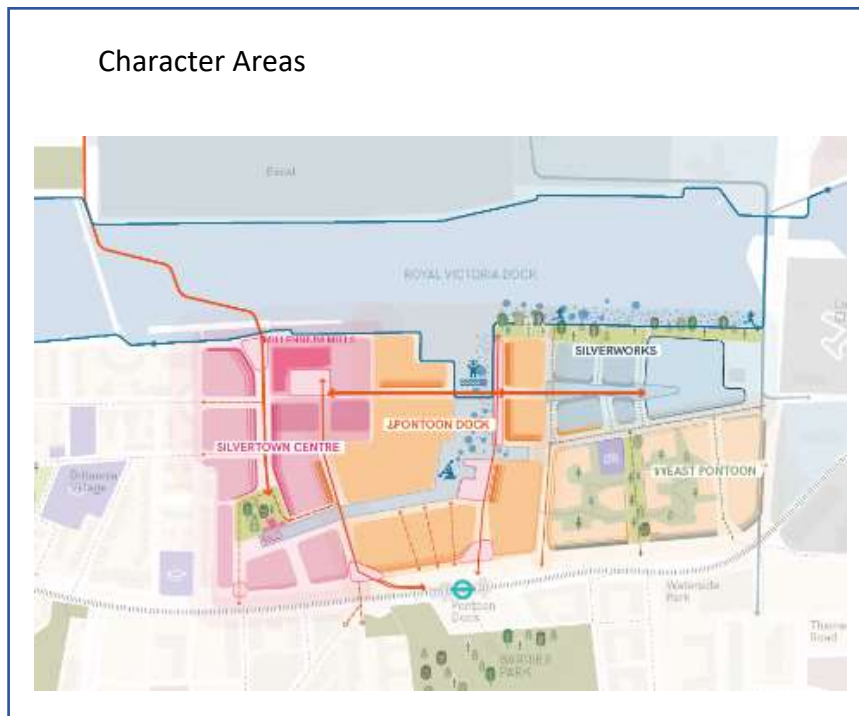
Not to scale



Silvertown Local Centre – Screen grabs of submitted Illustrative Masterplan and Character Areas for Silvertown Quays site

Source: DP9 Ltd., Newham Local Plan Refresh Issues and Options and Call for Sites, pg 15 & 16

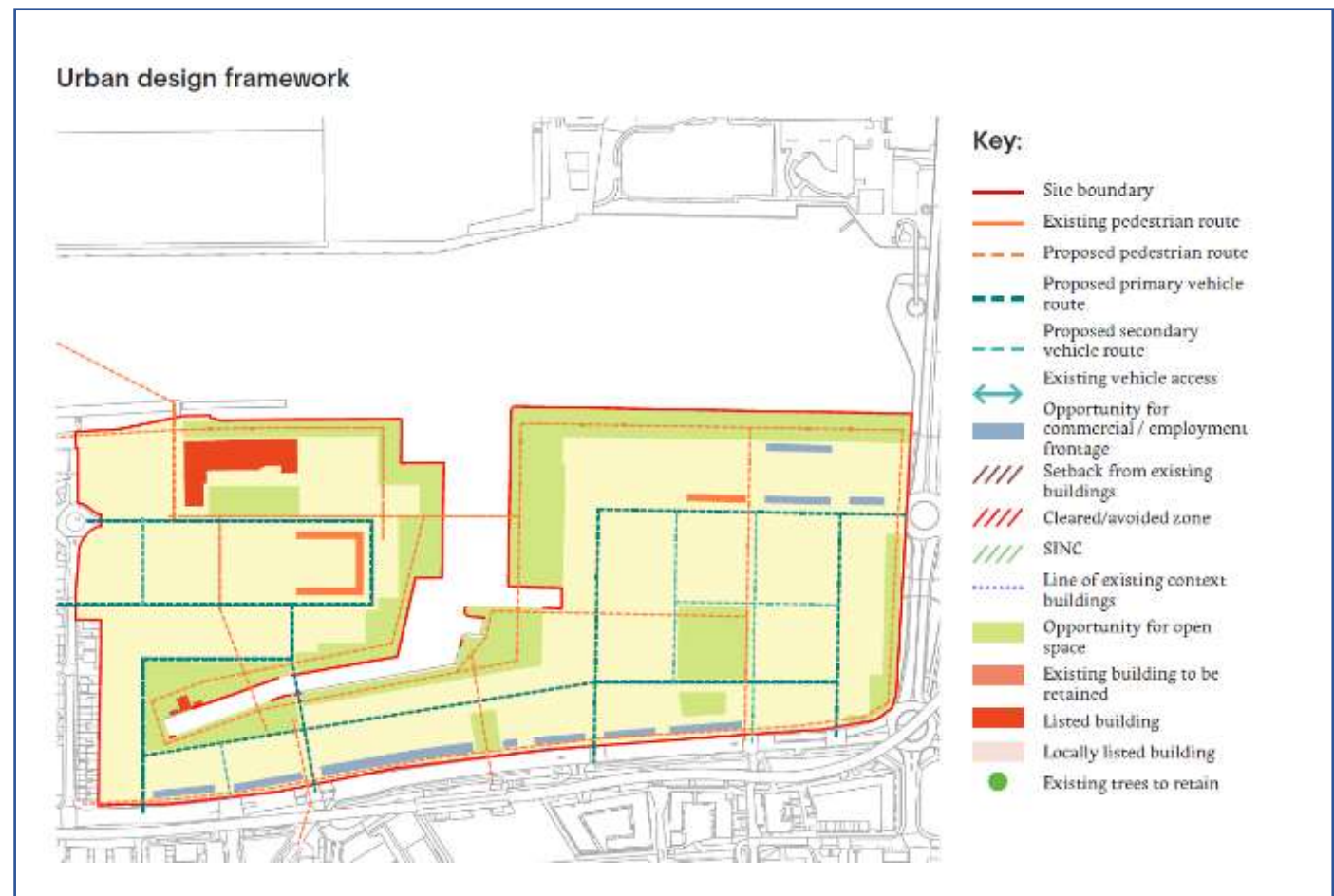
Not to scale



Silvertown Local Centre – Screen grabs of proposed site allocation
Urban Design Framework for Silvertown Quays site

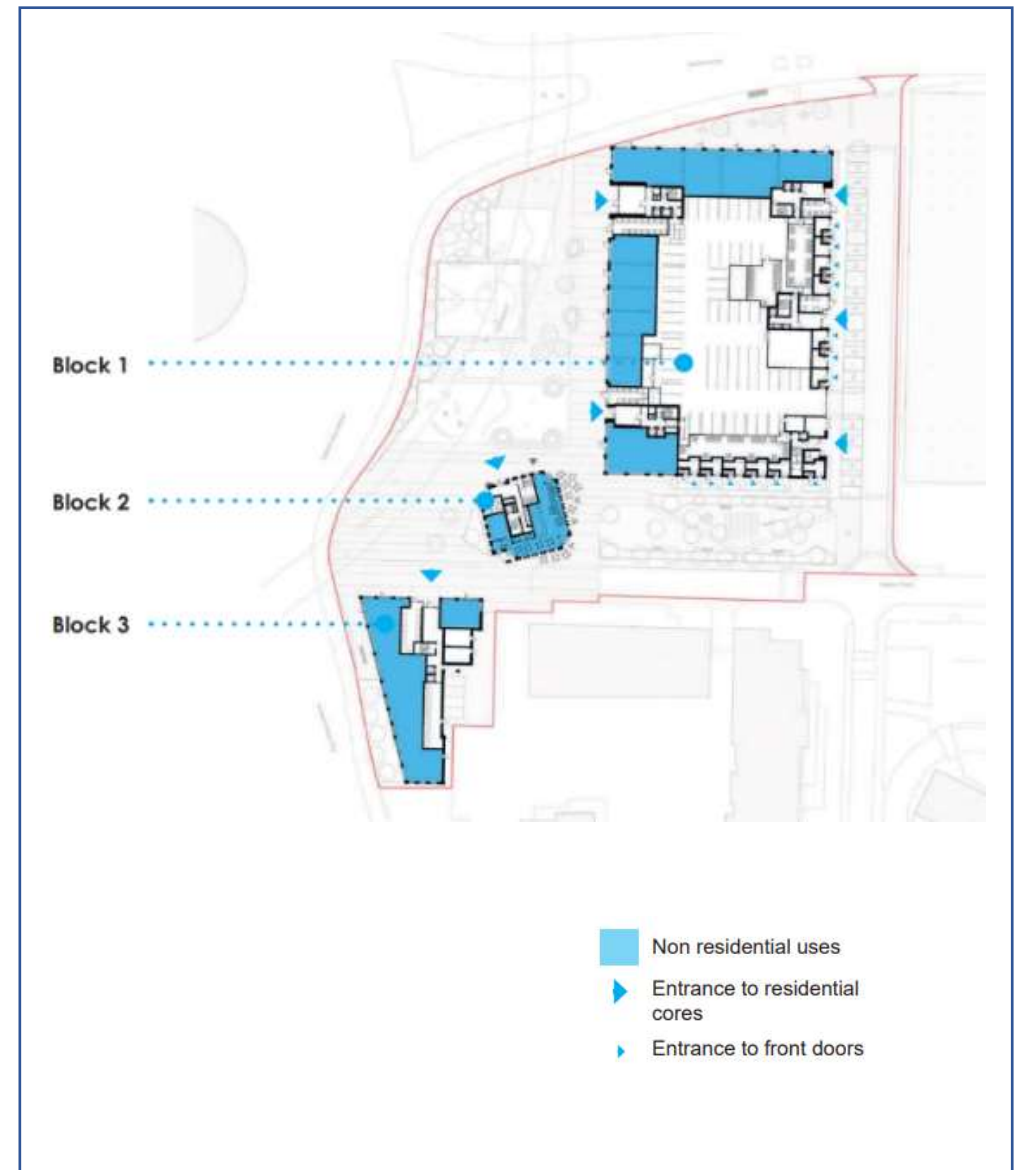
Source: Draft site allocation

Not to scale



Albert Basin Local Centre – Screen grabs of approved Phase 2 masterplan layout for Gallions Quarter Atlantis Avenue site
Source: 18/01169/REM, Design and Access Statement, pg 33

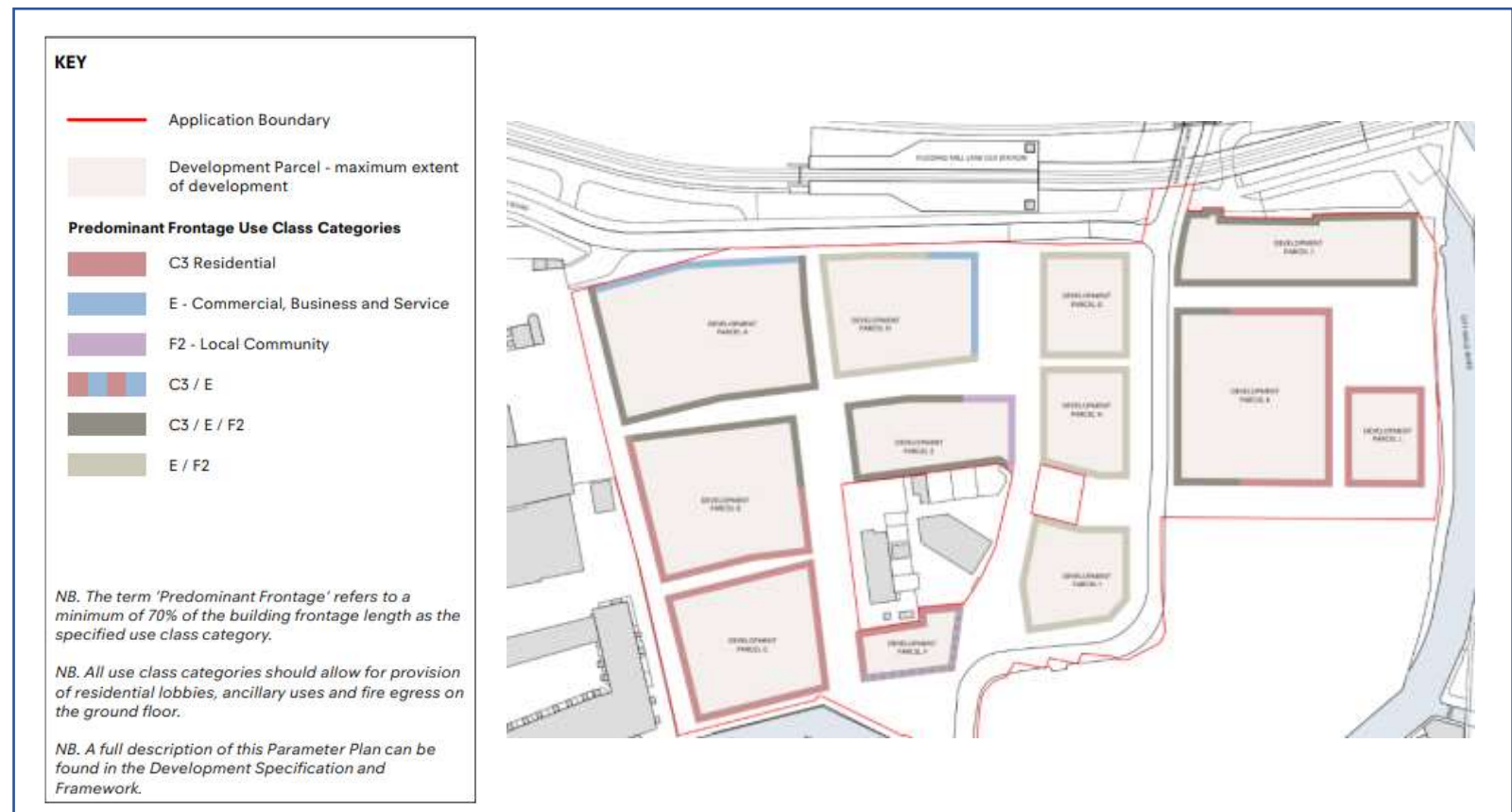
Not to scale



Pudding Mill Local Centre – Screen grabs of approved masterplan layout Pudding Mill Lane (LLDC) site

Source: 21/00574/OUT (LLDC), Parameter Plans and Drawings for Contextual and Illustrative Purposes, pg 8

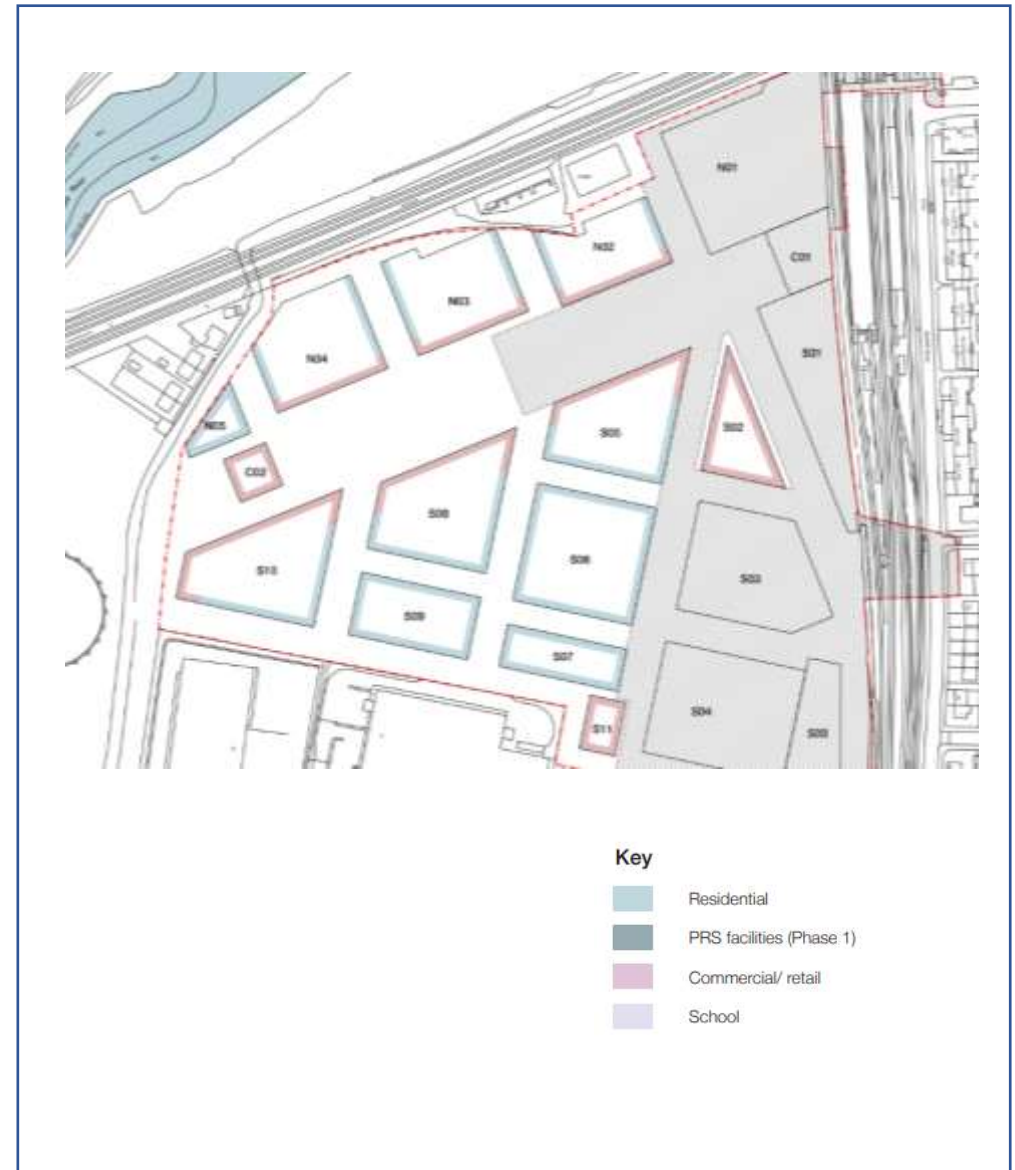
Not to scale



Twelvetrees Local Centre – Screen grabs of approved illustrative masterplan layout for Former Parcel Force Depot Stephenson Street site

Source: 17/01847/OUT, Design and Access Statement, pg 77

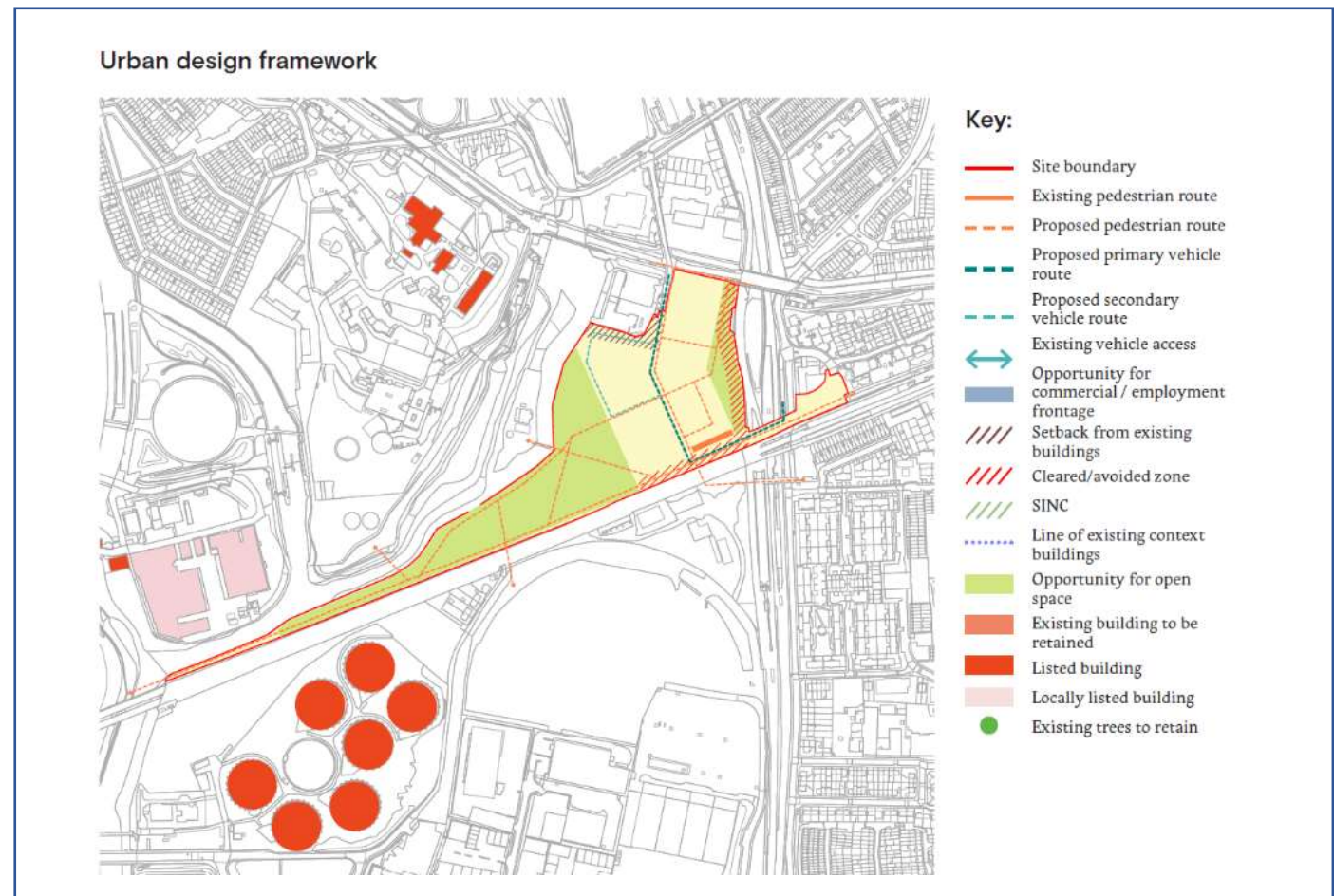
Not to scale



Twelvetimes Local Centre – Screen grabs of proposed site allocation Urban Design Framework for Abbey Mills site

Source: Draft site allocation

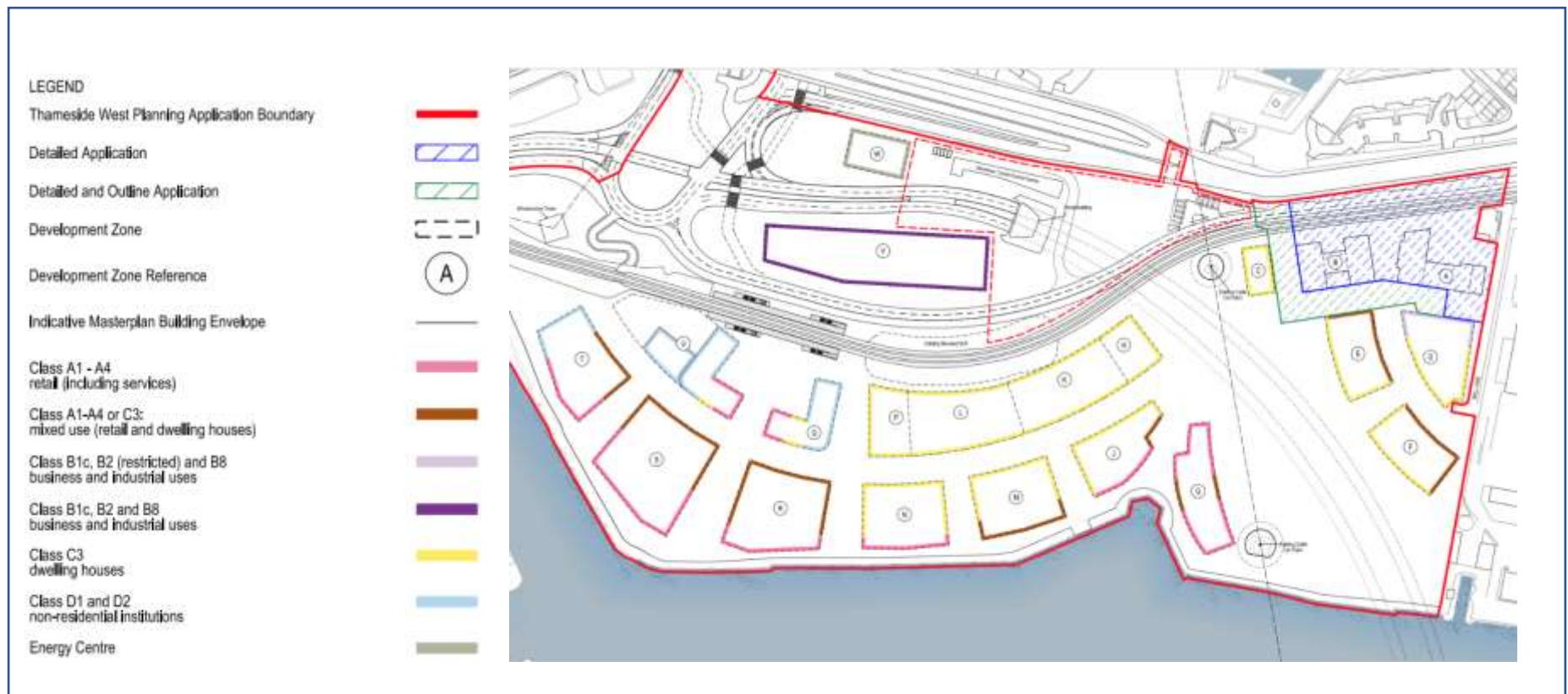
Not to scale



Thames Wharf Local Centre – Screen grabs of approved illustrative masterplan layout for Land At Thameside West And Carlsberg Tetley, Dock Road

Source: 18/03557/OUT, Parameter Plan 09: Principle Uses At Entry Level

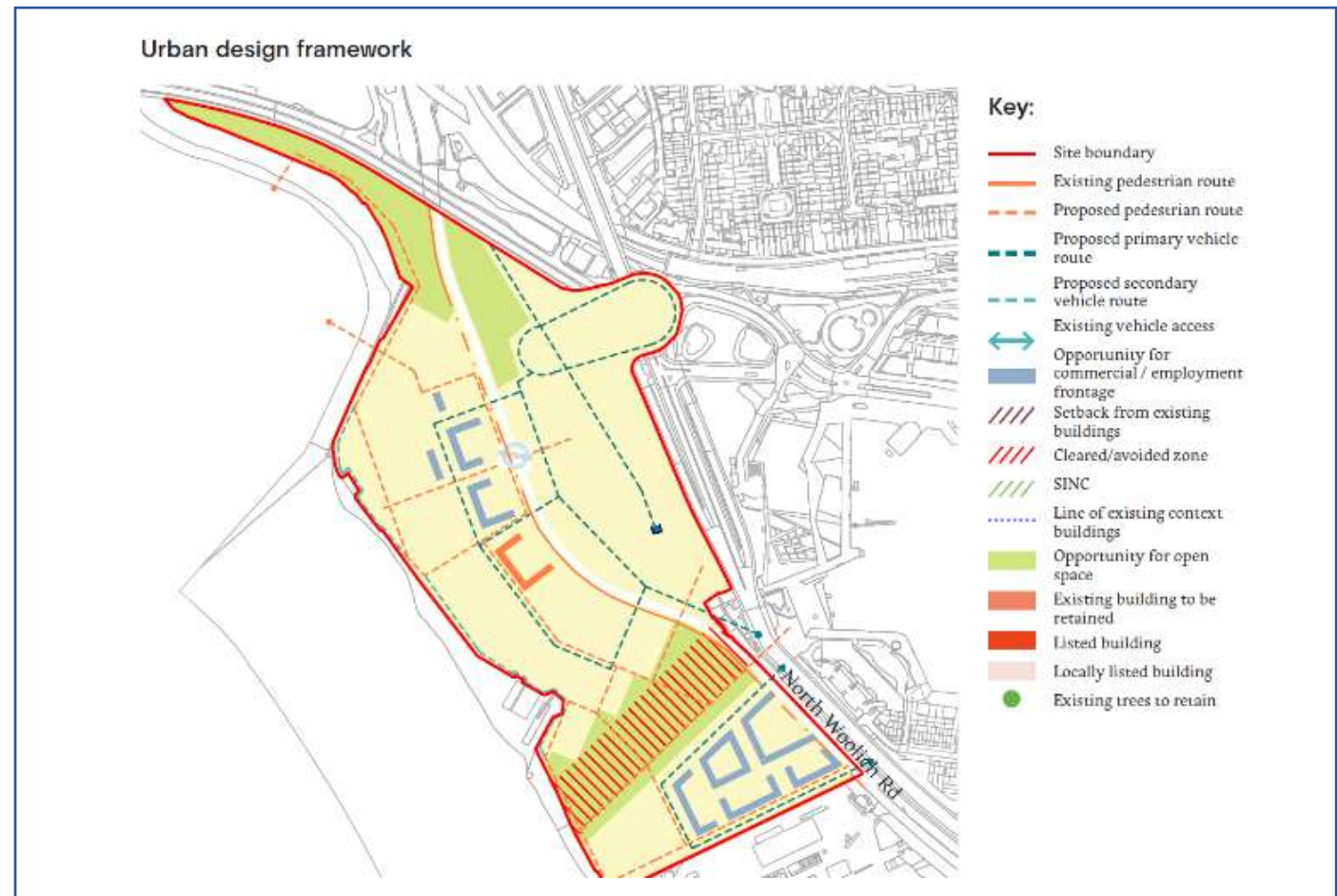
Not to scale



Thames Wharf Local Centre – Screen grabs of proposed site allocation Urban Design Framework for Thameside West site

Source: Draft site allocation

Not to scale



Connaught Riverside Local Centre – Screen grabs of proposed masterplan layout for Thames Road Industrial Estate site

Source: : 21/02450/OUT, Design & Access Statement, Part 3/8, pg 92-93

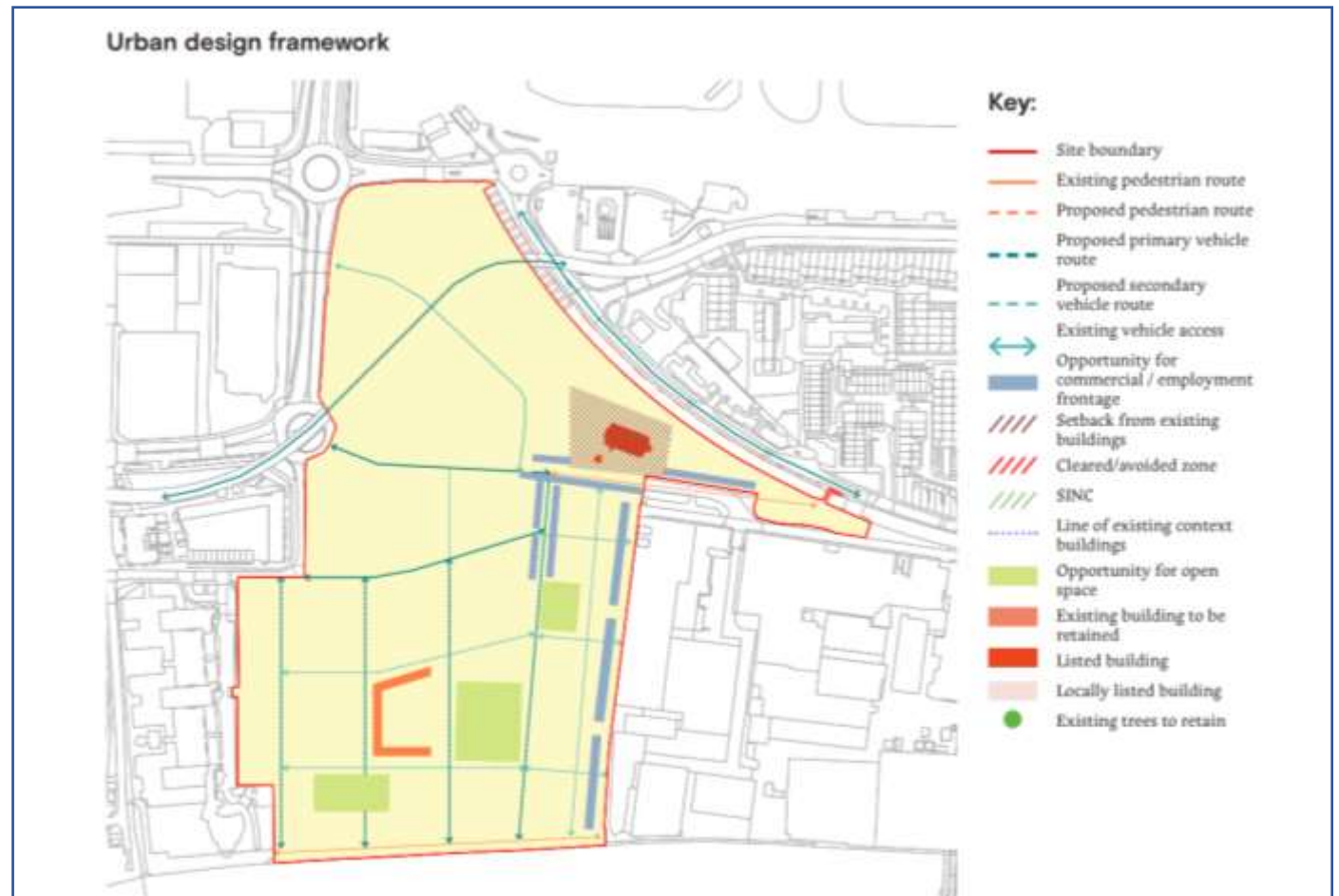
Not to scale



Connaught Riverside Local Centre – Screen grabs of proposed site allocation Urban Design Framework for Connaught Riverside site

Source: Draft site allocation

Not to scale



Lyle Park Neighbourhood Parade – Screen grabs of approved masterplan layout for Land Adjacent West Silvertown DLR Station, Knights Road site

Source: 19/01791/FUL, Design and Access Statement, pg 48

Not to scale

