

# Newham's Local Plan

## Detailed Sites and Policies Development Plan Document Pre-publication Draft



Evidence Base: **Local Shopping Parades v2**

July 2015

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updates to v.1 in red text

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## Policy Context

Core Strategy Policy INF5 seeks to ensure accessible shopping, services and employment is focused in successful centres to reduce trade leakage to areas outside of the borough. To this end the policy supports the retention of small groups of shops for retail uses which are not in areas suitable for local centre scale growth but which contribute to 400m accessibility benchmarks.

## Methodology

Local Shopping Parades (LSP) identified as part of the Core Strategy were reviewed following survey work conducted October 2014 to examine their contribution to the Borough as part of the *Town Centre Hierarchy and Network* (INF5). Each LSP was visited to assess their current offering, recording the use class of each unit. Other potential areas identified in the course of survey work that meet LSP criteria (where there are 3 or more shops and contribute to 400m accessibility levels) were also analysed. A table under each possible parade identifies the use classes within a given area, the percentage recorded as A1 and whether there are any other significant current or ongoing planning considerations. From this, options for boundaries/designations were derived or eliminated.

## West Ham Memorial Parade

|                               | Analysed Area                                       |
|-------------------------------|---|
| Units                         | 5 A1<br>1 A3<br>1A5<br>Nil vacancies<br><br>7 units |
| % A1 uses                     | 50%   |
| Other Planning Considerations | N/A   |

West Ham Memorial Parade is a small purpose built parade opposite West Ham Station. It comprises of 4 units including a café (unit 2), two newsagents; one which includes a Post Office (units 2a and 4); and a hot food takeaway (unit 4). There is also one additional retail facility in the station building by its entrance opposite these shops (Costcutter) (1-3 Manor Road). This area is regarded by many as the 'inadequate' local centre of West Ham, though moderate footfall, notably to the Post Office and Café is observable, linked also with station trips.

The Core Strategy recognises the need for improved local centre provision in this area, requiring that the development of strategic sites (S10 and S11) on the other side of the station/tracks contributes to this; however until such development come forward, the function of this location as a small parade of local shops should be recognised. It may be appropriate in future to absorb it into a wider local centre designation once these sites are built out.



Figure 1: 2-4 Memorial Avenue

## Plaistow High Street

|                               | Analysed Area (97-117 Plaistow High Street)                              |
|-------------------------------|--|
| Units                         | 6 A1<br>2 A2<br>2 A5<br>1 sui generis<br>Nil vacancies<br><br>Total = 11 |
| % A1 uses                     | 54.5%  |
| Other planning considerations | N/A  |

Plaistow High Street is a small purpose parade fronting Shaftesbury Point tower block, previously protected as a local centre but re-classified as a Local Shopping Parade through the Core Strategy to reflect its limited range of shops and services and the prioritisation of local centre development elsewhere.

Though the parade is somewhat rundown and not as well frequented as local centres, the core units continue to provide some amenities to local residents within this area, including some convenience retail (A1) towards the eastern end of the parade. However levels of retail are not as high as desired by the Policy INF5, probably due to the effects of previously planning policies with different objectives. Undesirable units make up the western extent, which include a hot food takeaway and double fronted betting shop.

Immediately south, albeit split by a walkway into the housing estate, are some additional units. They include an Eastern European grocery store, a car repair garage and taxi business (117-121). Whilst the latter two would not be in character with the shopping parade, it may be appropriate to include the grocery store based on its A1 use. Alternatively, to exclude it may encourage consolidation within the confines of the more difficult to convert (to other uses) parade.



97-115 (left) and 117-121 (right)

## Fife Road

| Analysed Area (34-50 Fife Road) |  |
|---------------------------------|--|
| Units                           | 3 A1<br>2 A2 (betting shop)<br>3 A5<br>1 SG<br>Nil vacancies |
| % A1 uses                       | 33.3%  |
| Other planning considerations   | N/A  |

Fife Road is a purpose built parade of shops providing important access to food in this relatively isolated part of the borough. The nearest alternative centres are in Canning Town



and Freemasons Road/Custom House, but although these are within 800m straight line distances, local urban structures (poor permeability, unpleasant walking routes) means real distances are currently much further.

Whilst A1 use only accounts for a third of units in the parade (36, 44 & 50), the objective of managing it for retail only remains appropriate to re-balance its provision away from betting shop and takeaway use as is seen at units 34, 38-40, 46 and 48 (it has been undesignated and therefore not strategically managed for many years).



34-50 Fife Road

## Tollgate Road

|                               | Analysed Area (1-7 Tollgate Road) |
|-------------------------------|-----------------------------------|
| Units                         | 3 A1<br>1 SG                      |
| % A1 uses                     | 75%                               |
| Other planning considerations | N/A                               |

Tollgate Road is a small parade of shops at the edge of Customhouse and Beckton which includes 2 convenience stores, a flower shop and a taxi office. It provides access to such shops in the absence of a nearby local centre – the nearest centre is Freemasons/Custom house 1km away, and East Beckton district centre even further, though there is another proposed Local Shopping Parade on Prince Regent Lane approximately 400m away. Nonetheless, footfall was very low (measured at peak school collection time between 3pm and 4pm).



1-7 Tollgate Road

## Cundy Road

|                               |  |
|-------------------------------|--|
|                               | Analysed Area (1-15 Cundy Road & 388, 388a/b)    |
| Units                         | 6 A1<br>2 A2<br>2 A3<br>1 D2                     |
| % A1 uses                     | 75%  |
| Other planning considerations | Change of use from A1 to A2 in 2010 (number 11). |

Cundy Road is a small purpose built parade below low rise flats, and was designated as a local centre until the adoption of the Core Strategy, which downgraded it to a Local Shopping Parade due to its scale and offer; whilst recognising it continued to contribute to local retail access (3 of the 5 A1 units sell groceries). Recent survey work would seem to confirm this, demonstrating relative stability within the core parade, with nil vacancy levels in 2014.

The new ground floor retail units at Margaret Macmillan House (388, 388a/b Prince Regent Lane) are now occupied by a beauty salon, estate agents and caterers. However, they poorly relate to the existing parade of shop, and add little to the convenience on offer.



Cundy Road (left) and ground floor retail units at Margaret Macmillan House (right).

## Albert Road

|                               |   |
|-------------------------------|---|
|                               | Analysed Area (2-4 Connaught Road, 2-12 Constance Street and 1-13 Albert Road). |
| Units                         | 4 A1<br>3 A2<br>1 A3<br>3 A5<br>2 B1<br>5 vacant                                |
| % A1 uses                     | 22.2%   |
| Other planning considerations | N/A   |

Albert Road is the vestiges of a Victorian shopping parade in Silvertown, comprising a number of hot food takeaways, two convenience stores and some A2 use (including a betting shop and solicitors). B1 units exist at both, number 13 Albert Road and below the modern flats built on the former public house site at 2-4 Connaught Street. These units present the opportunity to establish a new anchor at either end as B1 use or to be encouraged to support the provision of a local shopping parade.

Between 2-4 Connaught Road and Albert Road is Constance Street. This contains a purpose built shopping parade beneath a block of flats, which is predominantly vacant (2/3 vacant). Designation of a local shopping parade could encourage occupancy rates, thus improving the convenience on offer to nearby existing homes (including those recently developed at 2-4 Connaught Street) and forthcoming housing site allocations (i.e. HSG 288).



The Core Strategy recognises that local centre provision is lacking in this area, and seeks to deal with it by creating a new local centre associated with the new community at Silvertown Quays/Minoco Wharf (S21, S22). However, this is likely to be at least 600m away with various intervening barriers; alternative provision in North Woolwich is also over a kilometre away. It may therefore be appropriate to create a Local Shopping Parade in this location in order to contribute to 400m accessibility levels. This could be achieved through:

- protecting the more visible, but presently poor quality/limited retail provision on Albert Road, (aiming for consolidation of the remaining units in convenience use at 10-13 within a smaller parade);
- focusing protection on the more difficult to convert purpose built parade on Constance Street;
- or a combination of the two, though this is probably over-extensive.

1-8 Albert Road



Constance Street



10-13 Albert Road



## Prince Regent Lane **South**

| Analysed Area (262-270 Prince Regent Lane). |                      |
|---|----------------------|
| Units                                       | 3 A1<br>1 A2<br>1 A5 |
| % A1 uses                                   | 60%                  |
| Other planning considerations               | N/A                  |

Access to local shops and services is lacking in the vicinity of Prince Regent Lane, as is the case for north and south of the area, due to the severance of the A13 (Newham Way). Retail in this area is rather piecemeal however, with scattered commercial units and other facilities such as a doctor's surgery.

The location of the area analysed (262-270 Prince Regent Lane) aims to consolidate the retail uses of a local convenience nature, in an area which is deficient of retail designation (nearest local parade is just over 400m away at Cundy Rd), to serve the large residential area either side of Prince Regent Lane. The uses here include a triple fronted grocery store (A1) between 266-270; a hot food takeaway (A5) at 264 (the end of the small Victorian shopping parade) and a betting shop (A2) at 262, in a more modern unit slightly setback from the frontage. Alternatively, given other provision in the vicinity, (e.g. several convenience stores interspersed with residential on the opposite side of the road) it may be appropriate to let the area self-manage, protecting the last remaining A1 shop as an Isolated Shop should it get to this point.



262-270 Prince Regent Lane

## Prince Regent Lane North

| Analysed Area: 279–269 Prince Regent Lane (6 units) |  |
|---|--|
| Units   | 2 x A1<br>1 x A2<br>1 x A5<br>1 x A3<br>1 x B2     |
| % A1 uses   | 33%  |
| Other planning considerations                       | Designation would address accessibility benchmarks |

Prince Regent Lane North is a longstanding parade lying immediately north of Newham Way close to Newham Sixth Form College. While some uses in the parade are not what would be desired here (industrial eg, or A2 as a main town centre use) the parade should be protected given its A1 offering in an otherwise un-served area.



## Katherine Road

| Analysed Area (493-521 Katherine Road). |                                  |
|---|----------------------------------|
| Units                                   | 8 A1<br>3 A2<br>1 D1<br>2 vacant |
| % A1 uses                               | 57%                              |
| Other planning considerations           | N/A                              |

The area most readily identifiable as a Local Shopping Parade on Katherine Road (given several areas of piecemeal ribbon commercial units) is between Henderson and Sherrard Roads, which falls at the margins of several town and local centre catchments as per INF5’s accessibility standards. The facilities on offer include 8 A1 units, of which 2 are grocery stores; 3 A2 units, and a medical centre (D1). There are no betting shops or A5 units along this stretch of Katherine Road, helping to improve the LSP’s offering.

Currently convenience A1 units with the parade are limited, with a number of vacancies, but more strategic management could enable its consolidation (releasing some units, including those north of Henderson Road for reconversion to residential) and strengthening the offer by encouraging relocation of convenience A1 into the boundaries.

Unit 495, to the south of the Parade, is in residential use. As this unit no longer contributes to the retail offer and vacant units can be seen along the row, there is an opportunity to consider the parade without this unit and the neighbouring premises at 493; vacant units also exist at 521 and 519 where consolidation could also be encouraged. Alternatively, given the extent of piecemeal provision along the street, the area could be left to self manage, with the last remaining shop (should it come to this) protected as an Isolated Shop. Katherine Road (facing no. 509).



### Jack Cornwell Street

| Analysed Area (Churcher House). |              |
|---------------------------------|--------------|
| Units                           | 3 A1<br>1 A2 |
| % A1 uses                       | 75%          |
| Other planning considerations   | N/A          |

The existing Local Shopping Parade is part of a mixed use residential development (Churcher House), comprising four units (post office, 2 convenience stores and a betting shop) across the ground floor of a five storey residential block. The parade has been relocated to replace one that has been lost to redevelopment at Warrior Square, and its current A1 role should be protected given that it provides for important convenience retail in an area otherwise lacking access to larger centres. However, it is not considered a suitable location for development of wider community uses (although a pub, community centre and nursery exist in its location) given that it is tucked away without good public transport access. As such, a local shopping parade designation is considered appropriate, and limited to the shops.



## Vicarage Lane E6

| Analysed Area (3-17 Vicarage Lane). |                      |
|-------------------------------------|----------------------|
| Units                               | 6 A1<br>1 A3<br>1 A5 |
| % A1 uses                           | 75%                  |
| Other planning considerations       | N/A                  |

This area comprises of three blocks currently housing six A1 uses (three convenience stores, a hair salon, florist, and butchers shop); 1 café (A3) and a hot food takeaway (A5). Whilst previously a local centre, the Core Strategy downgraded it to a Local Shopping Parade, recognising its role in contributing to accessibility to shops particularly for residents to the east. A local centre role was no longer seen to be appropriate given its already consolidated convenience retail role and its position tucked away from main roads and transport links



other than one bus route. The facilities offered here reflect the convenience retail focus that has evolved in the parade, and those that should be retained.

There has also been recent local interest in the future of a unit on the south side of the road, however the unit in question is a takeaway which the Adopted Core Strategy policy to which this boundary relates would not protect. Since 1997, 8 out of 11 units in this parade have in fact been lost to residential in a piecemeal manner with no objection since 1997.

### 3-17 Vicarage Lane



### 26-46 Vicarage Lane



(only one retail use (newsagent) on southern side)

## Western Gateway

|                               | Western end                                 | Eastern end   |
|-------------------------------|---|---|
| Units                         | 3 A1<br>2 A2<br>1 A3<br>1 sui generis (gym) | 1 A1<br>1 A2<br>1 A3<br>1 sui generis (taxi business) |
| % A1 uses                     | 43%   | 25%   |
| Other planning considerations | N/A   | N/A   |

Western Gateway (West of the Excel Exhibition Centre and ICC) contains modern development comprising of hotels (C1) and mixed use residential development. There are two areas along this road that have the potential for local shopping parade designation based on the separation of facilities. The first of which is located at the far western end of the road. Spread over 2 mixed use residential schemes (Adriatic Apartments and The Oxygen) and a self purpose facility, the area comprises of 6 units. Local services and convenience retail provision includes a money exchange facility (A2), a coffee shop (A3), estate agent (A2), hair salon (A1), dry cleaners (A1) and Tesco Express (A1). The second area is located at the eastern end of Western Gateway, immediately before Royal Victoria Square. These units are incorporated into the Westgate Apartment block. The offering includes an estate agent (A2), A NISA Local (A1), a taxi business (SG) and café (A3).

Based on the location of the areas identified as potential local shopping parade designations, the area at the western end is likely to improve 400m accessibility levels, particularly between Canning Town Town Centre and Custom House Local Centre. The existing facilities also present an enhanced offering. Alternatively the area could be left to self-manage, with Isolated Shop protection afforded if contraction were severe.



## 46-86 Hermit Road

| Analysed Area (46-86 Hermit Road). |   |
|------------------------------------|---|
| Units                              | 10 A1<br>1 A2<br>1 A3<br>6 A5<br>1 B1<br>2 SG |
| % A1 uses                          | 48%   |
| Other planning considerations      | N/A   |

There are 21 units located along Hermit Road which are not currently designated as a Local Shopping Parade. This area, directly opposite a forthcoming residential development, consists of A1 units, including a grocery store, a café, butchers shop, and numerous hair salons; a launderette (sui generis) and some B1 use. It has a continuous frontage as well as key routes towards Barking Road in the south, and West Ham and Stratford to the north.

Whilst it may appear to form what should be designated as a Local Shopping Parade, some problems were identified. The area would barely improve 400m accessibility levels given its proximity to Canning Town town centre and there are a significant number of A5 uses interspersing the A1 facilities; together, they are also likely to decrease footfall - for example, the launderette was the only unit open at the time of observation (9.30am).

## East Ham Manor Way

| Analysed Area (46-86 East Ham Manor Way) |  |
|--|--|
| Units                                    | 1 A5<br>2 A1   |
| % A1 uses                                | 66%  |
| Other planning considerations            | Whilst not included in the designation due to spatial layout / non retail uses, the presence of a community centre and doctors surgery with attached pharmacy are further reasons this location is considered significant (a hub) for the local community. |

Though this 'parade' only consists of 3 units (the minimum under to current designation methodology) it is claimed as 'as significant' to the Beckton area as other parades in the south-eastern parts of the Borough. Designation will help protect the convenience / retail uses in the location which is further made logical by virtue of its position near a major road and proximity to community centre and health centre. Designation would help improve retail accessibility levels in this under-provided area.

## **Summary and Conclusion**

The following areas identified as potential Local Shopping Parades either in the 2012 Core Strategy (Policy INF5) or following retail survey work carried out in October 2014 will be considered for designation with boundary options derived from the above analysis in the Detailed Sites and Policies Issues and Options document:

- Plaistow High Street
- Fife Road
- Cundy Road
- Prince Regent Lane South
- Prince Regent Lane North
- Katherine Road
- Vicarage Lane (E6)
- Jack Cornwell Street
- Western Gateway
- West Ham Memorial Parade
- Albert Road
- Tollgate Road
- East Ham Manor Way

Only the following area is not considered as a Local Shopping Parade because of the minimal contribution to 400m accessibility levels and poor overall quality:

- 46-86 Hermit Road