

Newham's Local Plan

Detailed Sites and Policies Development Plan Document Pre-publication Draft



Evidence Base: **Local Centres v2**

July 2015

Content

Content.....	2
Context/Methodology	3
Maryland Local Centre	3
Freemasons/Custom House Local Centre	6
Church Street (Stratford) Local Centre	9
Terrace Road Local Centre	11
Vicarage Lane (E15) Local Centre	14
93-95 Vicarage Lane (LBN photo)North Woolwich Local Centre	17
Manor Park Local Centre	21
High Street North Local Centre	24
Greengate Local Centre	26
High Street South Local Centre.....	30
Abbey Arms Local Centre	33
Boleyn Local Centre	37
Plaistow Road Local Centre	41
Summary and Conclusion	44

This document updates the Local Centre evidence base with a number of minor factual corrections. This update has no implications for the policies or spatial allocations/designations contained within the Detailed Sites and Policies DPD: Issues and Options document.

Context/Methodology

The Core Strategy defines the network of local centres, (in Policy INF5) but leaves the boundaries to be reviewed/identified through the Detailed Sites and Policies DPD. INF5 sets out to strategically manage the Local Centres as part of the infrastructure network seeking qualitative improvements to reflect their role in providing access to a range of local shops and services and community facilities (as per INF8 also) and in creating successful places (SP6).

Following survey work undertaken in October 2014, Local Centre boundaries have been reviewed and options proposed based on analysis of how the centre functions against qualitative benchmarks and various spatial logics (e.g. continuity of parades, key access and focal points, distinction from other centres/land uses, plus more strategic intentions and opportunities such as residential conversion/consolidation potential). A locally-based working definition of 'local centre uses' was deployed to include convenience-oriented shops and lower-order comparison ones where it would be possible to carry away typically lower-cost/lower basket cost goods on foot, and services where a general service relevant to the resilience and convergence agenda is provided. Both of these would save a journey to a higher-order centre or out of centre provision. This for instance included general solicitors, employment agencies, cafes and bars, but excluded more specialist firms, takeaways and betting shops (the latter two conflicting with resilience and convergence agendas, whilst also generating qualitative complaints). Based on analysis of existing centres and consideration of strategic factors (e.g. regeneration potential) this resulted in a local centre definitional/qualitative benchmark of around 65% of units being in such uses.

Maryland Local Centre

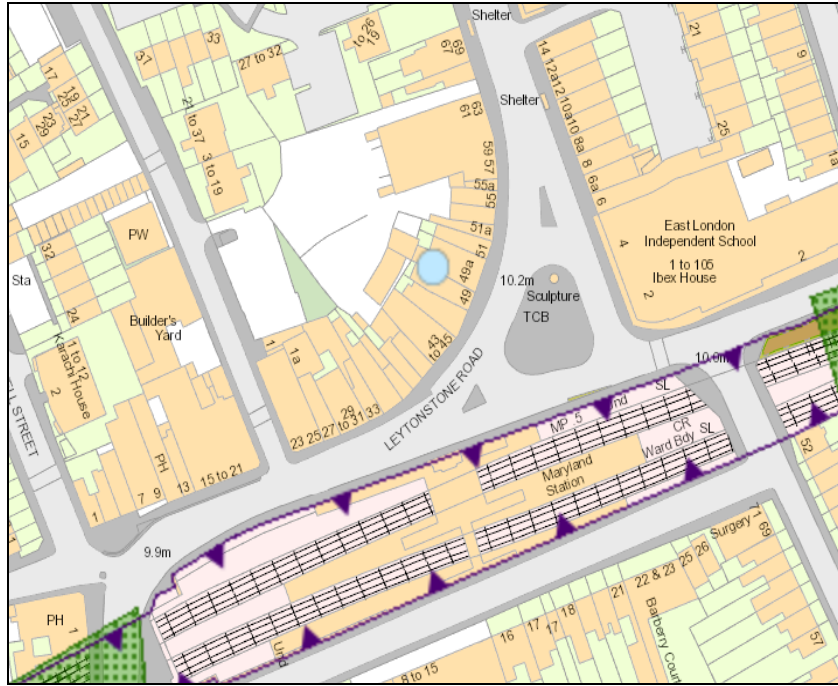
Maryland was identified as a local centre destination by the Town Centre and Retail Study 2010 as a result of consumer survey work, and designated as such in the Core Strategy. The aim of the designation is to realise the potential of the new Crossrail station and to improve the quality (including public realm improvements) and definition of the Local Centre recognising its potential to offer local retail and service role as per policy INF5. However this designation was not accompanied by the definition of boundaries which have awaited equivalent evidence base boundary review of other centres.

Maryland Local Centre can be identified as focused around the roundabout outside Maryland Train Station. 23-69 Leytonstone Road opposite the station comprises of a supermarket, cafes, apostolic church and notably a recent increase in estate agents (A2). Local Centre benchmark uses are high within this location representing 72% (13) of the units with a nil vacancy rate. North of the station units at 2-14 Leytonstone Road/2-3 Forest Lane comprise 67% Local Centre uses including an Opticians, dry cleaners, Euro foods, travel agent, education centre and two estate agents. There are however 3 vacant units around the station area in which with Crossrail would sought to be managed and improved To the west towards Maryland Point, there is a pub,

restaurant, a bar, estate agents and three A1 non local centres uses e.g. furniture shop.

However it should also be noted that the western area is very close to the current Stratford town centre boundary with potential for spatial and functional confusion. In contrast, it is likely that the station itself and immediate surrounds will benefit most from Cross-Rail improvements, including investment in public realm.

Local centre characteristics	23-69 Leytonstone Rd	2-14 Leytonstone Road and 2-3 Forest Lane (eastern) and Station	1 The Point (Maryland Grove) and 1-21 Leytonstone Road
Benchmark/Core Local Centre Uses	13 (72%)	11 (67%)	5 (63%)
Total Units	18	16	8
Key Attractors/Generators of footfall	Benefits Physical Local Centre Core, Opposite primary station, pedestrian flows from Stratford	Opticians, Grocery Shop, Travel Agent, Dry Cleaners	Wider local uses Pub, Bar, Restaurant
Investment Interest	Crossrail	Benefits from public realm improvements with Crossrail	Benefits from public realm improvements with Crossrail
Continuity in public realm/other design characteristics	Secured public realm improvements	Consolidation around public realm improvements	Secured public realm improvements to Windmill Lane
Vacancy Rate	0	3	0
Comments/Considerations /Applications	<i>Crossrail and public realm improvements to be considered</i>	<i>Includes Eastern side to define Local Centre further</i>	<i>Potential conflict with TC boundary/Alternative to designate at D1 Opportunity area</i>



OS mapping used under licence: 100019272 (Crown Copyright)
Maryland Local Centre Location



23-69 Leytonstone Road (LBN photo)



2-14 Leytonston Road (LBN photo)



1-21 Leytonstone Road (Google)

Freemasons/Custom House Local Centre

This local centre is well defined within the urban form, comprising 2 purpose built parades, 1 set back around some public space. In the Core Strategy this is identified as a centre with potential for intensification linked to the new Crossrail station, and wider regeneration work in the area – in effect a local centre plus business/commercial hub; this is reflected in Strategic Site allocation S28.

Within the centre as currently defined there is a good range of convenience retail and local services (72%), including greengrocers, a mini-market, bakers, butchers, chemist, post office, dry cleaner and hair salon, with one vacant unit. Opposite the Local Centre at 16-22 Freemasons Road are three community facilities (Doctors Surgery, Education facility and Midwifery Centre) which offer the potential to add natural enclosure to a more linear Local Centre and diversify its function.

Local centre characteristics	11-33 Freemasons Road and 39-53 Freemasons Road (existing)	16-22 Freemasons Road
Benchmark/Core Local Centre Uses	13 (72%)	3 (100%)
Total Units	18	3
Key Attractors/Generators of footfall	Pharmacy, Post Office, Bakery, Butchers, Newsagents/ Bus stop outside retail units	Midwifery Centre, Early Start, Doctors Surgery
Investment Interest	Site falls within Strategic Site S28. Future investment with Crossrail	Site falls within Strategic Site S28

Continuity in public realm/other design characteristics	Public realm improvements sought.	Narrow paving with building set back from pavement.
Vacancy Rate	1	0
Comments/Considerations /Applications	<i>High active A1 frontage with existing wide range of LC uses. Impact of Crossrail at Custom House</i>	<i>Offers community use includes school house</i>



OS mapping used under licence: 100019272 (Crown Copyright)
 Freemasons/Custom House Local Centre (showing current boundaries)



11-33 Freemasons Road (LBN photo)



16-22 Freemasons Road (Google)

Church Street (Stratford) Local Centre

Church Street local centre as currently defined comprises a purpose built parade of shops fronting a public square/car park and sitting to the south of Church St on a highly visible junction. Here quality is good offering a high level (80%) of Local Centre uses predominantly of a service offer, including a beauty salon, restaurant and recruitment office, but also a pharmacy and a newsagents. Whilst footfall was observed to be low, the site itself serves a number of surrounding areas to which roads from the junction lead.

There are further commercial uses surrounding the junction at (1-11 Church Street and 136 West Ham Lane) which include vets, food shop, two pubs¹, two takeaways and an island kiosk (on the public square). These units front onto the main public square opposite the currently defined Local Centre around this area. These have persisted despite not being within the boundary since at least 2001, though there has been one recent application to convert 1 unit to residential, (refused inter alia on design quality grounds given lack of ability to provide defensible space) and overall the parade is somewhat scruffy in which designation and strategic management may seek to improve, recognising the natural retail core around the junction.

Local centre characteristics	2-20 Church Street (existing)	1-11 Church St and 136 West Ham Lane (and kiosk)
Benchmark/Core Local Centre Uses	8 (80%)	6 (67%)
Total Units	10	9
Key Attractors/Generators of footfall	Pharmacy, Restaurant, Newsagent/Ancillary parking	Vets, Pub, Food/Wine, Ancillary parking
Investment Interest		Application to convert pub to hotel; application to change use of dry cleaners to residential. Both refused
Continuity in public realm/other design characteristics	Seeks improvements to public realm around parking island and by Church Street.	Consideration made for impact on proposed Conservation area. Strengthens focus around the junction serving a number of residential areas.
Vacancy Rate	1	0
Comments/Considerations /Applications	<i>Larger units of a local nature</i>	City Hotel (Refused CLE/Enforcement

¹ One has been subject to recent enforcement action, and is not currently in use as a pub, though this is its established lawful use.

		action), 2 x A5 units 14/01727/FUL 3 church Street refused
--	--	--



OS mapping used under licence: 100019272 (Crown Copyright)
 Church Street Local Centre (showing current boundaries)



2-20 Church Street (LBN photo)



1-11 Church Street (LBN photo)



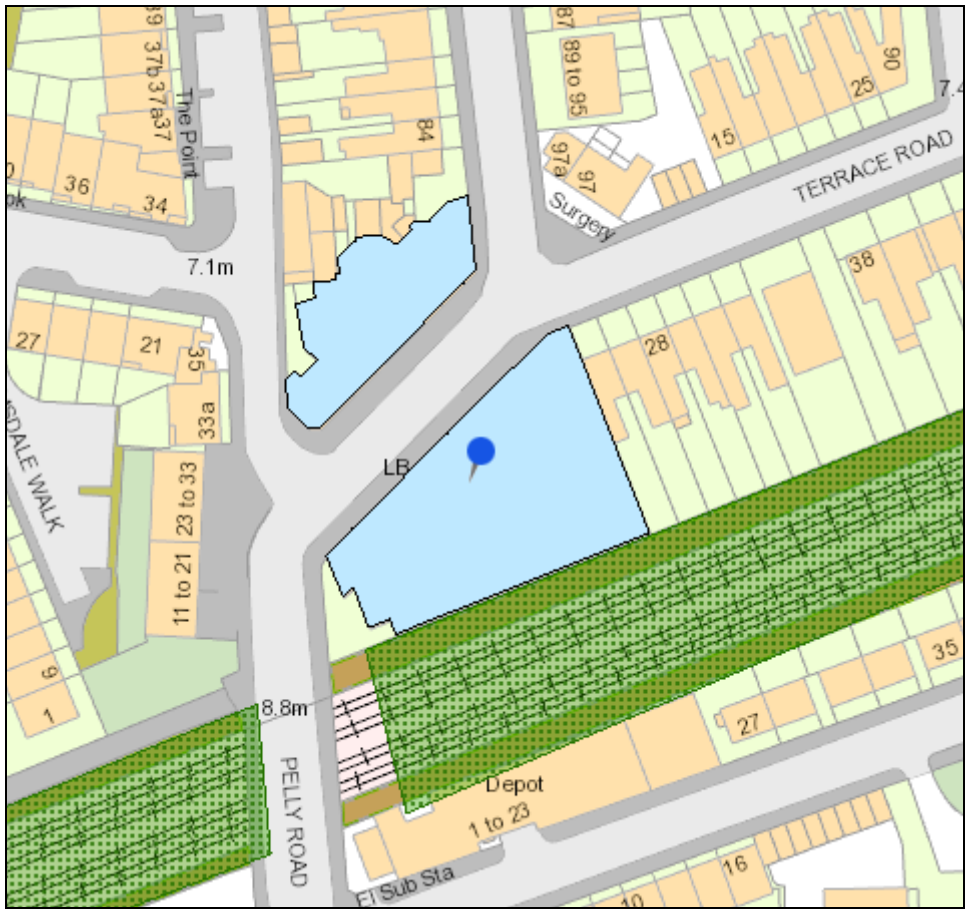
136 West Ham Lane (LBN photo)

Terrace Road Local Centre

This is a small Local Centre, located along the western end of Terrace Road between Pelly Road and Stopford Rd. The centre is well defined by the junction and railway to the South with the inclusion of three residential units within the boundary at 18-22 Terrace Rd and a unit to the rear of 3 terrace Rd.. With these included this lowers the benchmark uses at 59%. Excluding these improves the Local Centre offer (69%) including a Post Office, dentist, grocery store and newsagent.

Local centre characteristics	1-13 Terrace Rd, 4-22 terrace Rd (existing)	1-13 Terrace Road and 4-16 Terrace Road
Benchmark/Core Local Centre Uses	10 (59%)	9 (69%)
Total Units	17	11
Key Attractors/Generators	Post Office,	Post Office,

of footfall	Dental Surgery, Pharmacy	Dental Surgery, Pharmacy
Investment Interest		
Continuity in public realm/other design characteristics	Pedestrian friendly junction,	Pedestrian friendly routes, Improved public realm and reduction in vacant units.
Vacancy Rate	2	0
Comments/Considerations /Applications	<i>Existing designation includes 3 x residential units 18-22)Further options (2) seek to exclude 18-22 Terrace Rd and rear of 3 Terrace Rd</i>	<i>Exclusion of residential units within the boundary NB: 97 Stopford identified as residential and excluded</i>



OS mapping used under licence: 100019272 (Crown Copyright)
Terrace Road Local Centre as currently defined



1-13 terrace Road (LBN photo)



12-16 Terrace Road (LBN Photo)



Looking North (Terrace Road) (LBN photo)

Vicarage Lane (E15) Local Centre

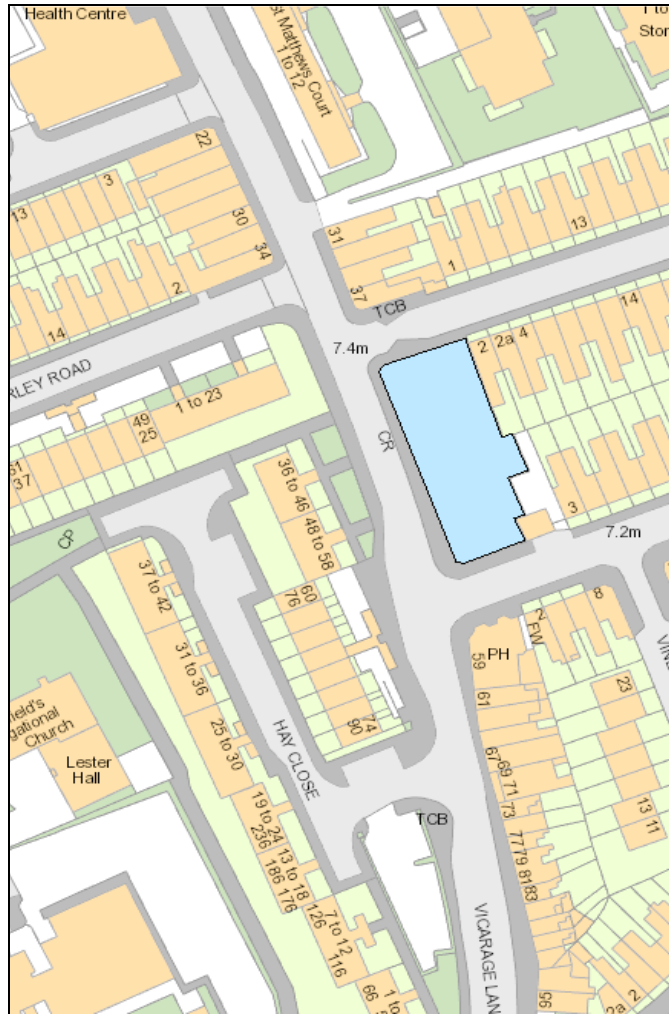
The Vicarage lane (E15) local centre is a linear shopping centre of ground floor Victorian/Edwardian shops comprising a mix of local convenience shops and services on a key north-south route from Stratford – evidenced in good footfall levels (including those going to UEL to the north). Nearest bus stops are located at either end of Vicarage Lane at Densham Rd to the South and Romford Rd to the North (outside of the centre) making this a key pedestrian route.

As currently defined, it comprises 10 small units including a dry cleaners, newsagents, barbers, office licence and grocery shop. However, at the heart of this vacancy rates are relatively high and local centre benchmark uses only comprise 50% of units. Moreover, the centre appears dilapidated in terms of public realm and shopping frontage.

However, there are additional small shops and services situated along Vicarage Lane. To the north (on both sides of Vicarage Lane) these include two bakeries, a dentist, a restaurant, and overall a higher quantum of active local centre uses close to the Vicarage Lane surgery with only one vacant unit. The continuity of these retail uses naturally breaks at a large residential block and the Vicarage Lane Surgery.

To the south of the current designation (east side of Vicarage Lane), between 59-95 Vicarage Lane is a larger parade of shops, but this contains fewer local centre benchmark uses. There is a break in the terrace at 93 which is currently vacant and this together with the corner property at 95 would seem to afford some opportunity for residential conversion as per a recent Prior Approval application at 93. Consolidation of north and south seeks to incorporate wider Local centre uses reaches a quality benchmark of 68%.

Local centre characteristics	39-57 Vicarage Lane (existing)	22-34 Vicarage Lane (Even) and 31-37 Vicarage Lane (Odd) (North) and 59-93 Vicarage Lane	22-34 Vicarage Lane (Even) and 31-37 Vicarage Lane (Odd)	59-91 Vicarage Lane
Benchmark/Core Local Centre Uses	5 (50%)	21 (75%)	9 (82%)	11 (69%)
Total Units	10	28	11	16
Key Attractors/Generators of footfall	Barbers, Groceries, Newsagent	Dental Surgery, Pub, Grocery Shop, Bakery, Patisserie/key route to Stratford/ UEL	Dental Surgery, Bakery, Patisserie, nearby UEL and health centre	Pub, Grocery shop, Café, Barber/ nearby community centre
Investment Interest				
Continuity in public realm/other design characteristics	Key thoroughfare to Stratford	Closer to Community Centre and Surgery	Spatially closer to surgery (north)	Closer to community centre (south)
Vacancy Rate	3 - D1, D1, A3 (Non LC uses)	2 - A1, A1 (1 x LC use)	1 - A1 (LC use)	1 – A1 (Non LC use)
Comments/Considerations /Applications	<i>Vacancy high, Low Local Centre Options</i>	<i>Wider range of local centre uses along main thoroughfare</i>	<i>Improves rate of Local Centre Uses</i>	<i>Serves surrounding residential areas towards south 93 Vicarage Lane prior app (B1/C3)</i>



OS mapping used under licence: 100019272 (Crown Copyright)
 Vicarage Lane (E15) Local Centre as currently defined



39-57 Vicarage Lane (LBN photo)



22-34 Vicarage Lane (E15) (Google)



59-93 Vicarage Lane (E15) (LBN photo)



93-95 Vicarage Lane (LBN photo)

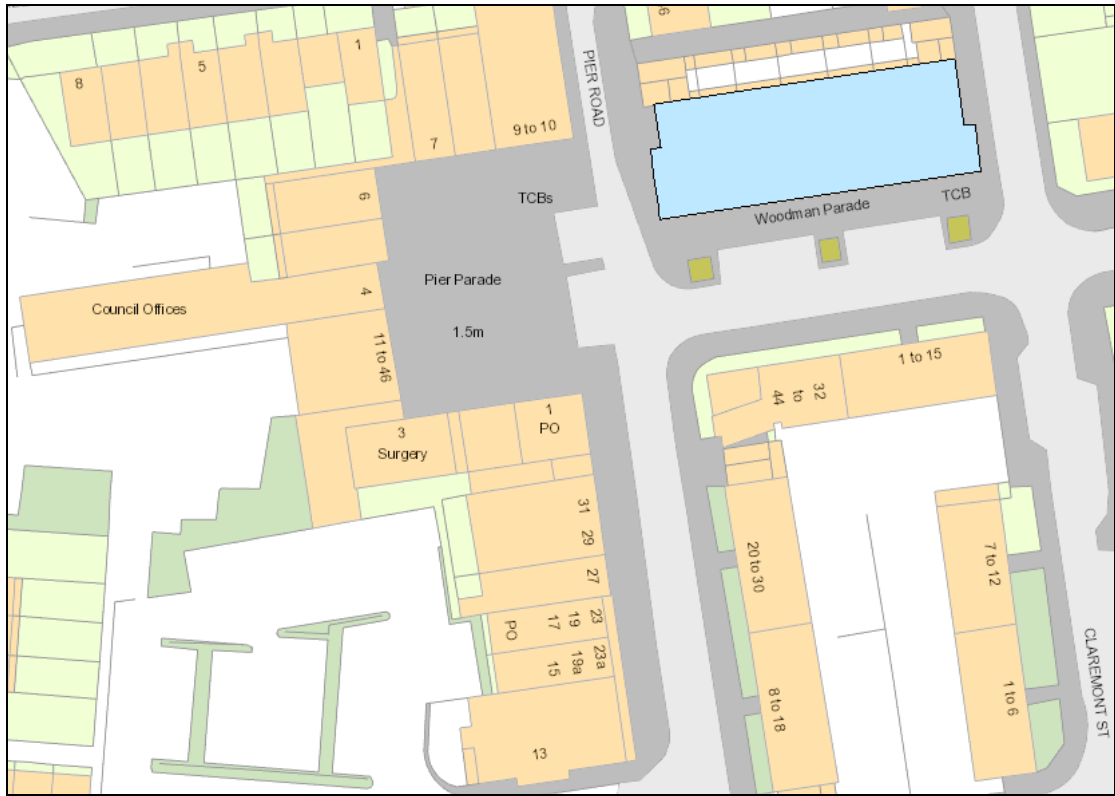
North Woolwich Local Centre

North Woolwich local centre currently comprises 1 small purpose built parade, (Woodman Parade) set back from the pavement on the ground floor of a residential block. Though King George V DLR station is fairly close by, offering the potential for local footfall, characteristically the location is rather isolated, although within walking distance of the DLR Station. The Core Strategy seeks enhancement/rejuvenated Local Centre at this location.

The existing active local centre benchmark use at 1-8 Woodman Parade is high (75%) and includes a bakery, pharmacy, newsagent and convenience stores, mini-cab office. However, the Local Centre is rather unwelcoming and visibility of the retail units is poor.

Outside of the existing Local Centre boundaries is Pier Rd/Parade which consists of 14 units including a Post Office, convenience store, newsagents, dry cleaners) and community uses including the library/community hub and nursery. Vacancy rates were low; though include the former Local Service Centre: this is a sizeable re-use opportunity within the parade. It is this part of the area that has seen considerable investment in the public realm in recent years to make the centre more attractive despite challenging surroundings – poor 1960s design. So whilst it performs less well against the local centre benchmark, it may be appropriate to re-focus the boundaries around this more natural grouping.

Local centre characteristics	1- 8 Woodman Parade	13-31 Pier Road (odd) and 1-10 Pier Parade (consecutive)
Benchmark/Core Local Centre Uses	6 (75%)	9 (64%)
Total Units	8	14
Key Attractors/Generators of footfall	Pharmacy, Bakery	Nursery, Café, Post Office, Dry Cleaners, Library, Convenience Store
Investment Interest		
Continuity in public realm/other design characteristics	Discreet retail offer. Lacks identity - retail location not strategically prominent enough for Local Centre area.	. Benefits from natural LC square. Spatially a more prominent location serving local residential areas.
Vacancy Rate	1	2
Comments/Considerations /Applications		<i>Managed local centre, that provides a physical retail core at this location</i>



OS mapping used under licence: 100019272 (Crown Copyright)
 North Woolwich Local Centre (Woodman Parade) as currently defined



1-8 Woodman Parade (Google)



Pier Parade/Rd (LBN photo)



13-31 Pier Road (LBN photo)

Manor Park Local Centre

The existing centre is in a dilapidated condition and is very small, containing a very limited offer in local centre terms, compared to widespread commercial sprawl in all directions. It is also poorly related to the station which will provide the opportunity for investment and regeneration once Crossrail arrives as noted in Policy INF5.

The area north of Romford Road towards the station currently comprises around 55% local centre benchmark uses (all uses along Station Road), which although relatively low, has to be contextualised in that this area has not been managed as a local centre in recent years. There are notable higher number of local A2 uses including a solicitors and property services supporting the Local Centre uses. Vacancies are relatively low however, and the projected increases in station footfall together with bus stops and Crossrail investment in public realm offer the opportunity for enhancement.

Despite the opportunity presented by the crossroads, the junction of Romford Road has a number of vacancies, including a stretch of 4. However there is a small cluster of community uses including a dentist and library, plus a fish shop, pharmacy and deli, and overall local centre benchmark uses comprise 55% of active units. Beyond this, the natural southern limit of local centre uses is the Royal Regency (D2) hall. Heritage assets contribute to this areas character, in particular the Earl of Essex Pub (currently vacant) which designation would seek to support the appropriate re-use of.

Local centre characteristics	Existing LC (2a Station Rd- 729 Romford Rd)	592-630 Romford Rd, Even and 530 - 544 Romford Rd and 665-691 Romford Rd	2-26 Station Rd,	29-59 Station Rd, 28-40 Station Rd
Benchmark/Core Local Centre Uses	3 (20%)	24 (55%)	8(67%)	11 (50%)
Total Units	15	43	12	22
Key Attractors/Generators of footfall	Café, Grocers, on key bus route,	Dentists, Fish Shop, Pharmacy, Deli, Pub, Library (council owned), Grocers, Bus stop to east	Dry Cleaners, café, higher number of A2 financial services,, key pedestrian route to Manor Park Station, serves adjacent residential properties	Fruit n Veg, Florist, Funeral Director, Grocery, pub, youth project
Investment Interest	Low	Redevelopment of Council Library (2011)	Expected investment interest to pick up inline with Crossrail implementation	Expected investment interest to pick up inline with Crossrail implementation
Continuity in public realm/other design	Low quality public realm	Listed Building (Earl of Essex)	Low quality public realm,	Quality decreases

characteristics	deteriorating retail quality to east of Romford Rd	and adjacent historic Building (currently betting shop)	but key pedestrian route to station	further north up Station road.
Vacancy Rate	3	5	0	2
Comments/Considerations /Applications	3 units in a row vacant of low quality	Earl of Essex (616 Romford Rd) possible COU redevelopment within LC core		



OS mapping used under licence: 100019272 (Crown Copyright)
 Manor Park Local Centre as currently defined



2a Station Road- 729 Romford Rd (Google)



618 Romford Road (Google)



Earl of Essex 616 Romford Rd (Google)



Manor Park Library 685 Romford Rd (Google)

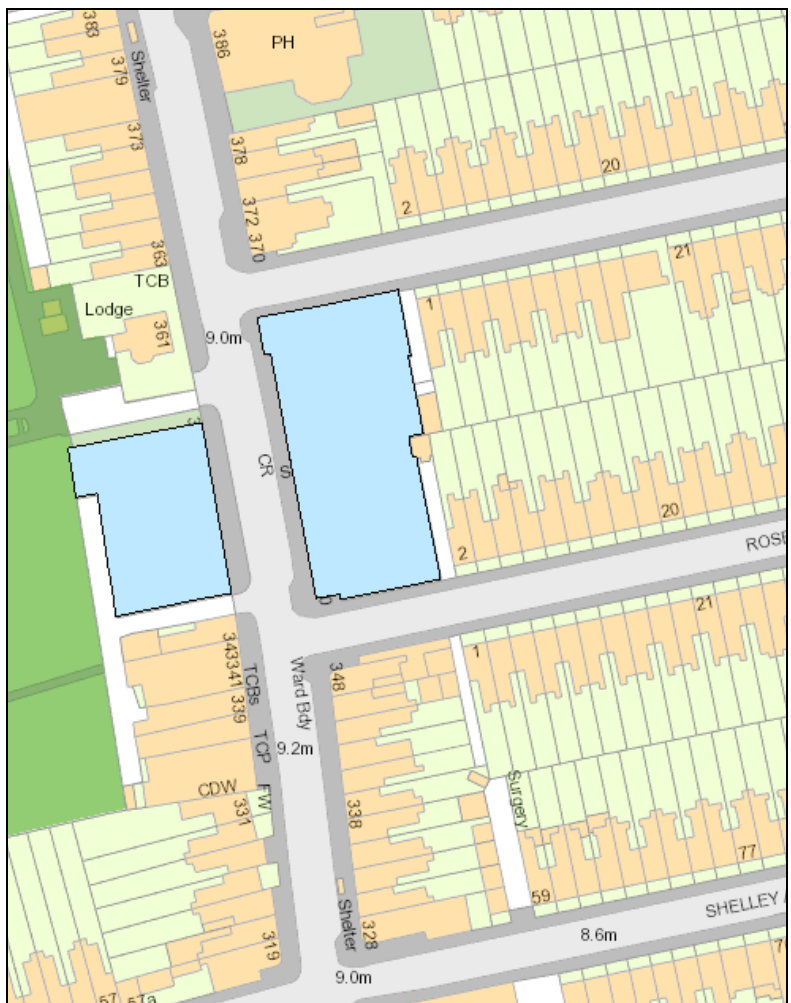
High Street North Local Centre

High Street North is a local centre comprising traditional Victorian/Edwardian shop units and more recent conversions. As with many of the major routes through the Borough, commercial uses have spread along High Street North to the extent the centres run almost together. Boundary review in this instance seeks to better focus protection around a wider range of shops and services, whilst seeking to retain a distinction with shops sprawling north from East Ham town centre.

It is notable that the centre as defined provides limited local centre benchmark uses, particularly convenience retail. Further north, the local centre retail continuity is fragmented through retail conversions to residential and an increase in less desirable uses including a betting shop and a takeaway. Conversely, the next block south [of the existing centre] improves gradually between 328-348 HSN and contains a large food retail anchor adjacent to a bus stop, plus a butchers and no vacancies. With southward extension, there is however a risk of spatial convergence with East Ham Town centre catchment: a 400m buffer of the East Ham town centre boundary influenced the assessment of possible spatial options therefore.

Local centre characteristics	347-359 High St North, 350-368 High Street north [existing]	333- 345- High Street North	328-348 High Street North
Benchmark/Core Local Centre Uses	8 (53%)	2(29%)	9 (90%)
Total Units	15	7	10
Key Attractors/Generators of footfall	Pharmacy, Health recruitment service, convenience store	Restaurant,	Butchers, Large Grocers, Travel Agents, Key bus route
Investment Interest	Low		Low
Continuity in public realm/other design characteristics	Medium to high footfall, key bus route (no bus	Higher level of comparison goods.	Busy component of the high street, as a

	stop at this designation)		result of high local centre uses and character, high footfall and adjacent to bus stop and key bus route.
Vacancy Rate	1		Nil
Comments/Considerations /Applications			



OS mapping used under licence: 100019272 (Crown Copyright)
 East Ham High Street North Local Centre as currently defined



350-368 High Street North (I) (Google)



347-359 High Street North (Google)



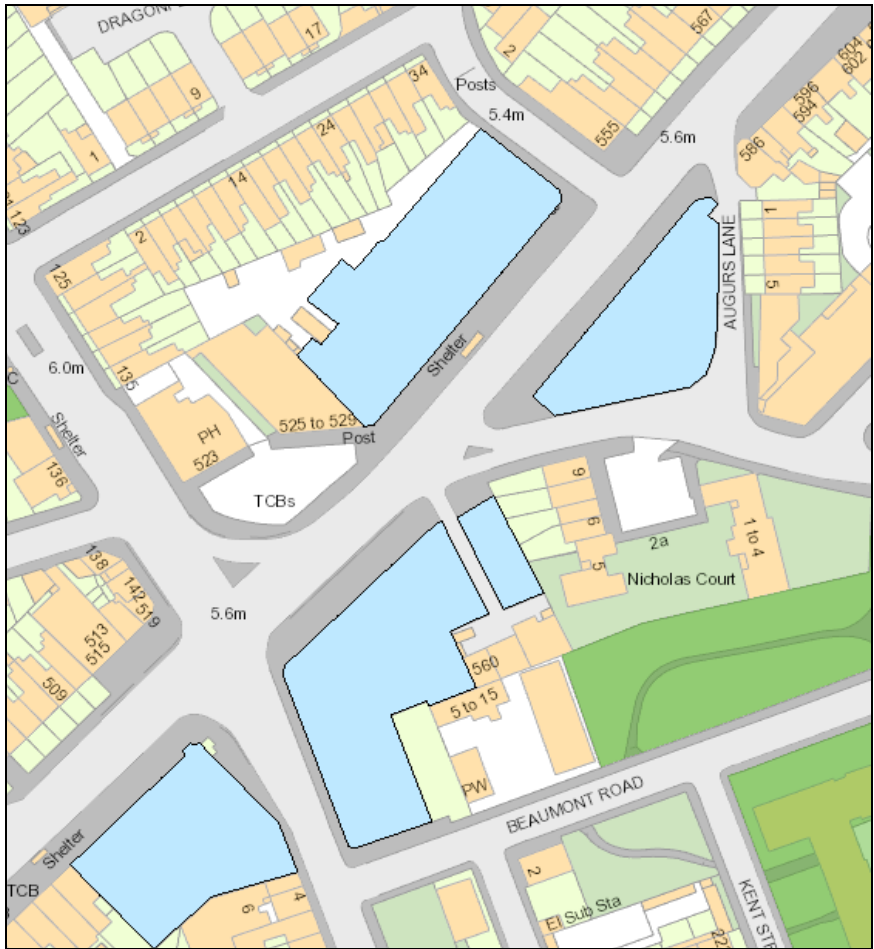
328-348 High Street North (Google)

Greengate Local Centre

Greengate is a medium sized local centre in the centre of the borough, around an important crossroads. A currently defined, the local centre benchmark offer comprises around 60% of units. Also included is a garage site, whilst a recent new anchor development, a Tesco Express on the crossroads is also excluded. At the margins, there has been an increase in D1 uses, and between 566 and 584 there is a cluster of takeaways and lower quality retail (only 29% local centre benchmark uses). In contrast, to the west and opposite

units currently defined as part of the centre, there are other better quality local centre uses, including a butchers, bank, chemist and police shop (79% benchmark local centre uses when the Tesco is included).

Local centre characteristics	Existing (532-540 Barking Rd, Garage site, 1-7 Prince Regent Lane, 546-584 Barking Road, 531-553 Barking Rd)	566-584 Barking Road	Tesco Express and 499-519 and 520-530 Barking Rd
Benchmark/Core Local Centre Uses	28 (60%)	4(29%)	11 (79%)
Total Units	47	14	14
Key Attractors/Generators of footfall	Key bus location within LC along Barking Rd,	Café, Grocers	Tesco Express, Butchers, Bank, Dentist, Police, Chemist
Investment Interest	Betfred acquired 546 Barking Rd		
Continuity in public realm/other design characteristics	Clean local centre feel	Low quality uses and public realm at this location	Clean local centre offering around junction serving a number of areas
Vacancy Rate	2	Nil	1
Comments/Considerations /Applications	<i>Application for new housing have been consented at 546 Barking Road (13/01537/FUL)</i>	<i>Predominance of A5 and non comparison retail</i>	<i>Exclusion of garage. Wider offering of Local centre uses. Option to focus south</i>



OS mapping used under licence: 100019272 (Crown Copyright)
Greengate Local Centre as currently defined



Former Pub (Tesco's) 523 Greengate Street (LBN photo)



532-540 Barking Road (LBN photo)



566-584 Barking Road (Google)



546-560 Barking Road (LBN photo)



531-553 Barking Road (LBN photo)

High Street South Local Centre

High Street South is a linear local centre within walking distance of East Ham town centre. The existing Local Centre contains a reasonable provision of key local services and shops (72% of units in benchmark local centre use) with no vacancies. However it is noticeable that there is a range of convenience shops and services outside of the centre boundary.

Survey analysis shows that the area outside the centre is busier around Rancliffe Road presumably due to the bus stand and park, but vacancies are relatively high in this block, and there is a gap comprising a block of flats between it and the existing local centre. Opposite this, in contrast, a better range of shops is to be found including a café, fruit shop and dry cleaners. Both these groups of units offer scope for the reinstatement of defensible frontage in line with the rest of the terrace should they remain out of centre, providing them with residential conversion potential.

The units south of Marlow Road include a post office, surgery and other convenience provisions, however, there is an intervening gap between these and the local centre as existing which comprises a block of flats. Again, there is some potential for the reinstatement of defensible frontage and residential conversion should these remain outside the centre. Opposite is a Tesco Express in a former garage which is generating footfall. This grouping performs well in terms of local centre benchmarks.

Local centre characteristics	94-126 High Street South	86 High Street South, and 1-6 Rancliffe Rd	127-137 High Street South	189 High Street South (Tesco Express) and 140-148 HSS
Benchmark/Core Local Centre Uses	13 (72%)	4 (57%)	3(60%)	6 (85%)
Total Units	18	7	5	7
Key Attractors/Generators of footfall	Grocers, Pharmacy, Co-Op Foods, Launderette, Bus stop outside, Vicarage Road School nearby	Groceries, newsagents,	Launderette, Café, fruit and veg shop	Surgery, Tesco Express, Post Office, Pet Shop, Wine Shop, Vicarage Road School nearby
Investment Interest	Nil	Nil	Nil	Redevelopment of former car showroom to Tesco Express just to the south
Continuity in public realm/other design characteristics	Smaller terraced retail units with one larger Co-Op food shop. Adjacent to residential terraced housing.	Smaller units linked by road crossing and fringes of Central Park. By busy road junction north and south	Largely paved pedestrian friendly corner offering a number of retail units alongside safe crossing area.	One large Tesco express adjacent to smaller terraced retail units.
Vacancy Rate	0	2	0	0
Comments/Considerations /Applications				



OS mapping used under licence: 100019272 (Crown Copyright)
High Street South Local Centre as currently defined



94-126 High Street South (Google)



127-137, 86 (86a) High Street South and 1-6 Rancliffe Road (Google)



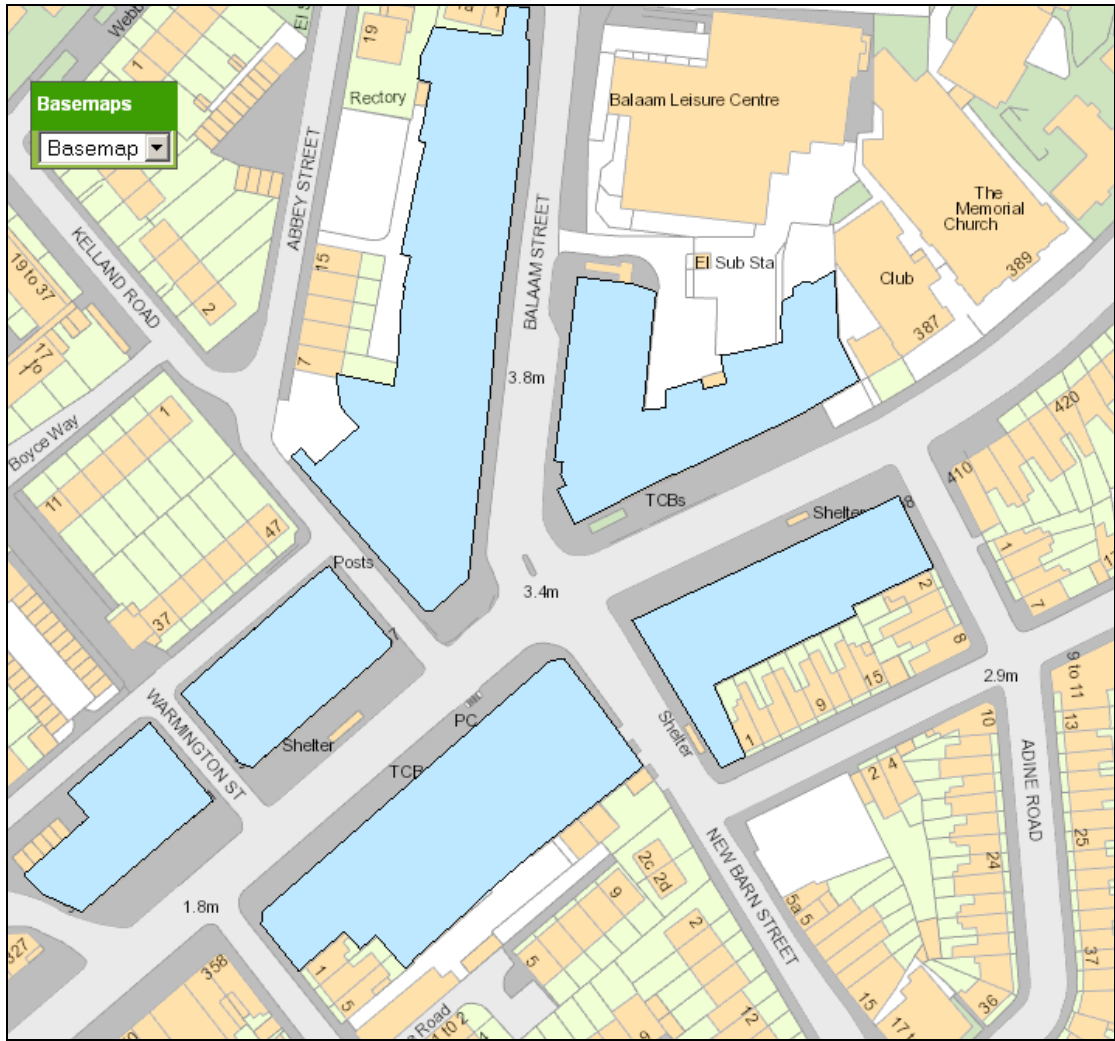
189 High Street South and 140-148 High St South (Google)

Abbey Arms Local Centre

Abbey Arms is a local centre focused around a key crossroads on Barking Road. It is quite an extensive centre, with its corridor location and accessibility to a number of surrounding areas. As currently defined, the centre provides a reasonable local centre offer. Footfall is generally high within the central area where the roads converge and key anchors include Iceland and the Job Centre Plus.

However, uses at the margins are of poorer quality, comprising for example, clusters of takeaways. Between 21-43 Balaam St there are for instance, 4 takeaways. 383 Barking Road (D2 use) is considered appropriate to remain within the Local Centre boundary as it improves the Local Centre uses at this location and community offering at this Local Centre. To the West the block at 329-341 (odd) Barking Road consists of a betting shop (double fronted), takeaway and two comparison retail units which are not considered to contribute to the local centre. The pavement is wide here, offering good scope to reinstate defensible space should there be interest in residential conversion were it become out of centre.

Local centre characteristics	329-383 Barking Rd, 362-408 Barking Rd and 1-43/2a-20 Balaam Street	21-43 Balaam Street and 383 Barking Road	329-341 Barking Road
Benchmark/Core Local Centre Uses	45 (56%)	6 (46%)	2 (25%)
Total Units	80	13	8
Key Attractors/Generators of footfall	Bus stop outside of 355/376 Barking Rd, Iceland, Natwest, Core around junction offering key LC uses (butcher)	Groceries, Mini Market, Café, Balaam Leisure Centre, D2 Members club (383 barking Rd)	Pharmacy, Bakery
Investment Interest/recent change	Cluster of national betting shops, 383 Barking Road	Lower quality LC offering	Newer mixed use development at 341 Barking road (with ground floor A2 betting shop)
Continuity in public realm/other design characteristics	Core centre based around junction, Low quality along Balaam St, lower density at LC fringes, accessibility from a variety of areas in which LC serves	Poor quality retail units and deteriorating public realm	Busy retail area with new build mixed use (with ground floor betting shop) Quality deteriorates further East along barking Rd
Vacancy Rate	Nil	Nil	Nil
Comments/Considerations /Applications	<i>Options 2 and 3 seek to improve quality and offer through the exclusion 21-43 Balaam Street and 329-341 Barking Rd</i>	<i>High count on non local centre uses and cluster of takeaways. 383 to be included within LC count.</i>	<i>Two betting shops in this count (40%) alongside an A5 takeaway and high number of comparison LC retail uses.</i>



OS mapping used under licence: 100019272 (Crown Copyright)
Abbey Arms Local Centre as currently defined



Junction of Barking Road/Balaam Street and New Barn Street (Google)



386-408 Barking Road (Google)



21-43 Balaam Street (Google)



329-341 Barking Road (LBN photo)

Boleyn Local Centre

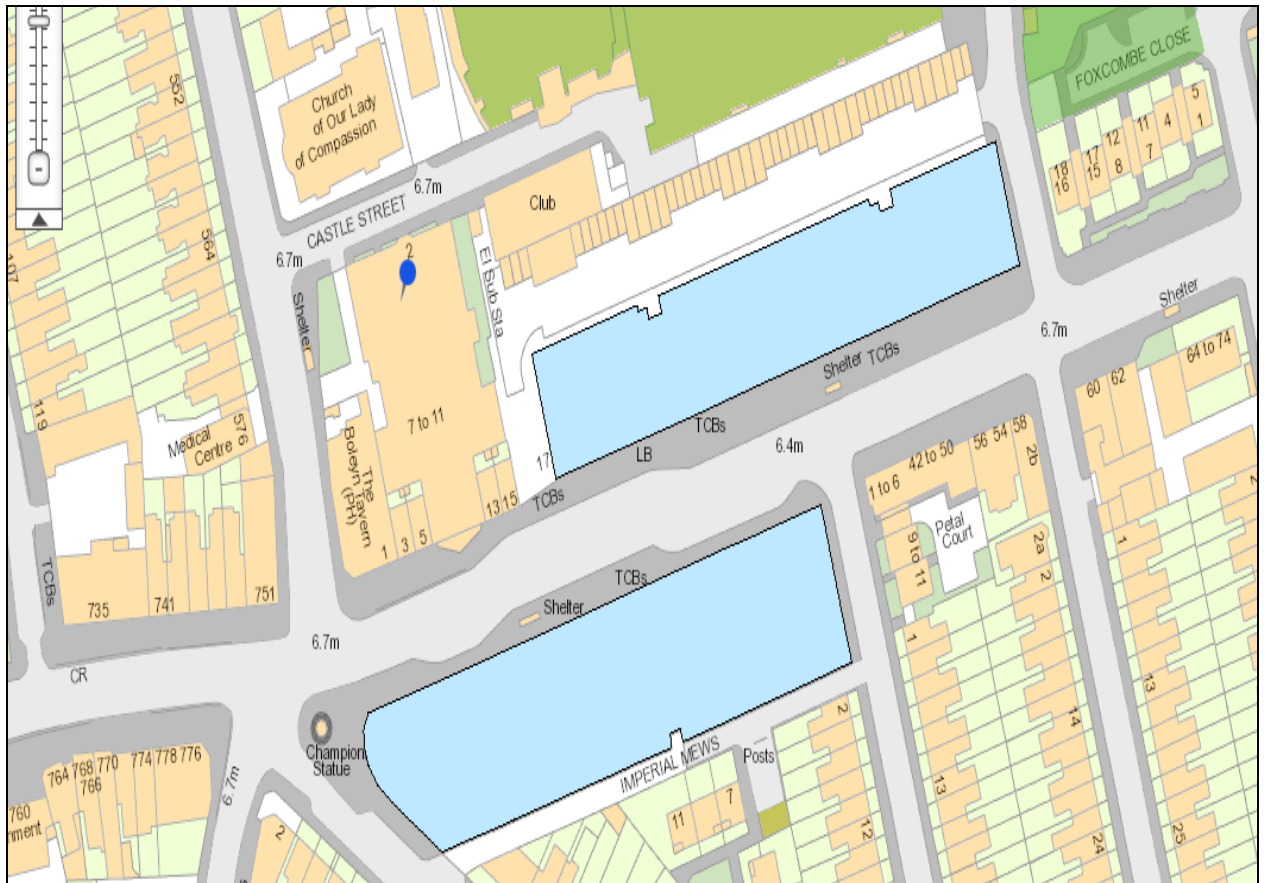
Focused on a post-war shopping parade beneath residential units at a busy junction, the centre currently comprises a variety of local shops (of a smaller nature) and services including a newsagents, a pharmacy, medical centre and butchers, florist, 57% of which are counted as benchmark local centre uses. Two units are vacant, but the centre is well anchored by a Tesco Express. To the north of the Local Centre, is the Boleyn Stadium - West Ham Football Ground, which is currently proposed for redevelopment.

Recent survey work suggests however that there is little to distinguish the frontages to the west from those within the existing defined centre, and vacancies across the area are generally low.. Benchmark local centre uses includes a bookshop, café, bank and a pharmacy to the West. This also incorporates some larger units including the cinema, ground floor offices and a cluster of A5 uses, which could be more proactively managed within the centre

East of the existing centre, opposite the main parade there is a small cluster of Local Centre uses on the ground floor of a mixed use development at 45-58 Barking Road. All of these (7) uses all of a local Centre benchmark. nature.

Local centre characteristics	19-58 Barking Road and 2-40 Barking Road [existing]	1-15-,735-751, 764-776 Barking Rd [west of the existing centre]	1-15, 735-751 Barking Road	764-776 Barking Road	42-58 Barking Road (east of present boundary)
Benchmark/Core Local Centre Uses	21 (57%)	11 (47%)	11 (69%)	4 (57%)	7 (100%)
Total Units	37	23	16	7	7
Key Attractors/Generators of footfall	Tesco, Pharmacy, Opticians, Costcutter, Café, Grocers, Bus Stops, key corridor east to west, high footfall	Pharmacy, Bookshop, Bank, Pub, Café, serves a number of major routes north, south, east and west, high footfall	Pharmacy, Bookshop, Bank, Pub, Café,	Newsagents,	Grocers, high footfall,
Investment Interest	Boleyn Ground Redevelopment to the north Boleyn Ground 14/02893/FUL	Possible redevelopment opportunity Boleyn Cinema, Boleyn Ground Redevelopment	Possible redevelopment opportunity Boleyn Cinema, Boleyn Ground Redevelopment		Boleyn Ground Redevelopment
Continuity in public realm/other design characteristics	Linear stretch of shops along northern side of Barking Road, a	Larger retail units to west, Consolidation around the junction, Listed pub	Focused around the junction whereby footfall is	Vacant Offices (ground	Consolidation inline with existing proposal

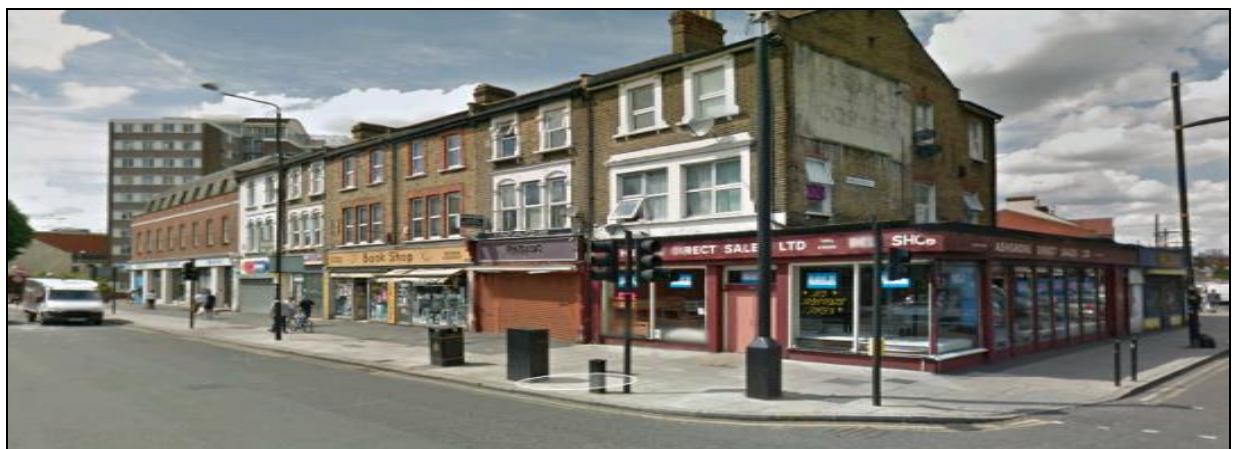
	range of smaller and larger retail units within this Local Centre	building, Heritage Assets, well maintained attractive junction at core	high and a number of larger units exist	floor)	
Vacancy Rate	2	3	1	2	0
Comments/Considerations /Applications	14/02893/FU L	Boleyn Ground 14/02893/FU L Boleyn Cinema redevelopment 07/02479/FU L	Includes large cinema	Includes 2 A2 units (no betting shops)	Part of ground floor of mixed use development



OS mapping used under licence: 100019272 (Crown Copyright)
Boleyn Local Centre as currently defined



19-58 Barking Road (Google)



735-751 Barking Road (LBN Photo)



764-776 Barking Road (LBN photo)



2-40 Barking Road (Google)



1-15 Barking Road (LBN Photo)



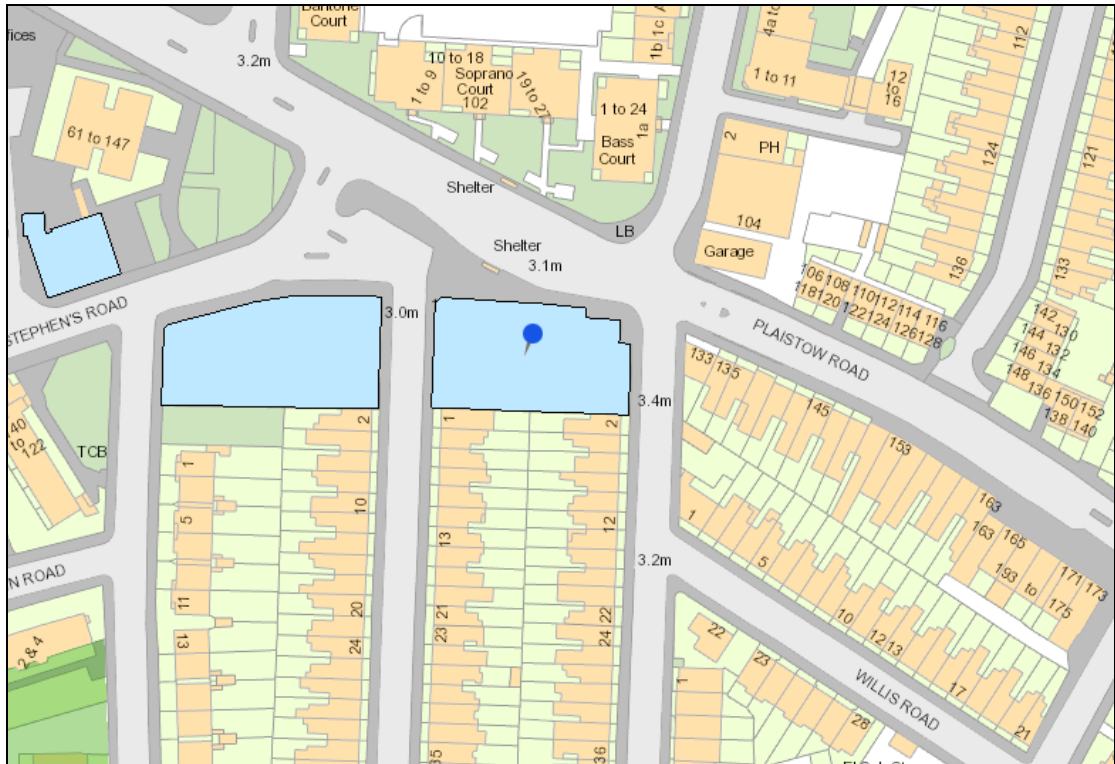
42-58 Barking Road (LBN photo)

Plaistow Road Local Centre

Plaistow Road local centre comprises a purpose built post-war parade and traditional Victorian shops fronting the main road. Located approximately 300m between Strategic site S29 and Church Street Local Centre, Plaistow Road local centre comprises 60% benchmark local centre uses. This includes convenience stores, a dental surgery, cafes, a butchers, launderette and newsagents. There is also a number of A5 takeaways, and an apparent over-provision of A3 uses. Footfall was observed as being low around this area at midday but its location at the junction serves a local catchment to a number of residential areas surrounding the junction.

It is notable that there is another parade of shops to the south, (149-173 Plaistow Road) which also contains a range of local centre uses (50% benchmark uses) including a florist, pharmacy and launderette. However, these are physically separated and rather fragmented (with residential also) from the existing centre and therefore not included within the Local Centre Boundary. Moreover, this parade is closer to the Strategic Site S29, where the allocation provides for a new better located local centre around the station.

Local centre characteristics	Existing (55-59 Stephen's Rd/95-111 Plaistow Rd)	133-173 Plaistow Road
Benchmark/Core Local Centre Uses	12 (60%)	12 (50%)
Total Units	20	24
Key Attractors/Generators of footfall	Butchers, Grocers, Café, Dentist, Playground, Off street parking, Launderette, Bus stop outside main retail area, surrounded by high density housing blocks	Florist, pharmacy, video shop, café, launderette, newsagents,
Investment Interest		
Continuity in public realm/other design characteristics	Local Centre feel formed around playground (st Stephens/Plaistow Rd junction) area. Public realm adequate	Fragmented parade of shops with one unit between two residential units.
Vacancy Rate	2	0
Comments/Considerations /Applications	<i>Excludes tyre/MOT area at 104 Plaistow Rd</i>	<i>Included in count 8 dwellings (C3). Spatially close to strategic site</i>



OS mapping used under licence: 100019272 (Crown Copyright)
Plaistow Road Local Centre as currently defined



55-59 Stephen's Road (Google)



95-111 Plaistow Road (LBN photo)



133-173 Plaistow Road (LBN photo)



115-119 Plaistow Road (LBN photo)

Summary and Conclusion

The following areas are identified as existing Local Centres in Core Strategy Policy INF5 are proposed to be considered with boundary options derived from the above analysis in the Detailed Sites and Policy Document:

- Boleyn
- Greengate
- High Street North (East Ham)
- High Street South (East Ham)
- Vicarage Lane (E15)
- North Woolwich
- Manor Park
- Terrace Road
- Church Street

The following centre is proposed as existing with no appropriate option discernible.

- Plaistow Road

In addition, the following new designation identified by the Core Strategy is assessed and evaluated with boundary options:

- Maryland