

Chapter 7: Shopping and Services

	CONTENTS	Page
	Introduction	305
	General Shopping Policies	
SS 1	Protecting A1 retail use	307
SS 2	Protecting non-A1 retail uses	309
	Policies for the Central Activities Zone and CAZ Frontages	
SS 3	Enhancing shopping in the International Centres' Primary Shopping Frontages	312
SS 4	New retail floorspace in the CAZ and the CAZ Frontages	315
SS 5	Seeking an appropriate balance of town centre uses in the West End International Centre and elsewhere in the CAZ and CAZ Frontages - outside the Primary Shopping Frontages	317
	Policies for Outside the Central Activities Zone	
SS 6	District Centres	323
SS 7	Local Centres	330
SS 8	Shops and services outside the District and Local Centres	334
SS 9	Long-term vacant shop units in peripheral locations	335
SS 10	New retail floorspace in development schemes	337
	City-wide policies	
SS 11	Superstores, Supermarkets and Other Major Retail Developments	341
SS 12	The location of minicab and motorcycle courier offices	346
SS 13	Street markets and individual trading pitches	348
	Looking after the environment in shopping areas	
SS 14	Environmental improvements	350
SS 15	Servicing	352
SS 16	Pavement shops	353
SS 17	Window displays	354

Chapter 7: Shopping and Services

Maps

- 7.1** Policies for Shopping and Services
- 7.2** Primary Shopping Frontages - West End
- 7.3** Primary Shopping Frontages - Knightsbridge

7.4 -7.10 District Shopping Centres

- 7.4** Queensway/ Westbourne Grove, W2
- 7.5** Marylebone High Street, W1
- 7.6** Church Street/ Edgware Road, W2
- 7.7** St. John's Wood, NW8
- 7.8** Harrow Road, W9, W10
- 7.9** Warwick Way/ Tachbrook Street, SW1
- 7.10** Praed Street, W2

7.11.1 - 7.11.39 Local Shopping Centres

- 7.11.1** Baker Street/Melcombe Street, NW1
- 7.11.2** Abbey Road/Boundary Road, NW8
- 7.11.3** Blenheim Terrace, NW8
- 7.11.4** Charlbert Street, NW8
- 7.11.5** Kilburn Park Road, NW8
- 7.11.6** Lisson Grove, NW8
- 7.11.7** Ebury Bridge Road, SW1
- 7.11.8** Elizabeth Street, SW1
- 7.11.9** Lupus Street, SW1
- 7.11.10** Moreton Street, SW1
- 7.11.11** Motcomb Street, SW1
- 7.11.12** Pimlico, SW1
- 7.11.13** Pimlico Road, SW1
- 7.11.14** Strutton Ground/Artillery Row, SW1
- 7.11.15** Chiltern Street/George Street/Blandford Street,W1
- 7.11.16** Cleveland Street, W1
- 7.11.17** Crawford Street/Seymour Place/York Street, W1
- 7.11.18** Great Titchfield Street, W1
- 7.11.19** New Cavendish Street, W1
- 7.11.20** New Quebec Street, W1
- 7.11.21** Seymour Place, W1
- 7.11.22** Connaught Street, W2
- 7.11.23** Craven Road/Craven Terrace, W2
- 7.11.24** Harrow Road/Bourne Terrace, W2
- 7.11.25** Leinster Terrace, W2
- 7.11.26** Moscow Road, W2
- 7.11.27** Porchester Road, W2
- 7.11.28** Westbourne Park Road, W2

Chapter 7: Shopping and Services

7.11.29	Clifton Road, W9
7.11.30	Fernhead Road, W9
7.11.31	Formosa Street, W9
7.11.32	Harrow Road (East), W9
7.11.33	Kilburn Lane, W9
7.11.34	Lauderdale Road/Castellain Road, W9
7.11.35	Maida Vale, W9
7.11.36	Nugent Terrace, W9
7.11.37	Shirland Road/Chippenham Road, W9
7.11.38	Shirland Road Junction, W9
7.11.39	Ledbury Road, W11

Appendices

Appendix 7.1 List of International Centres' Primary Shopping Frontages, District and Local Centres

Appendix 7.2 Policy SS 6: District Centres - Method For Calculating Percentage Length of Frontage in Non-A1 Use

Appendix 7.3 Schedule showing composition of Primary Shopping Frontages, District Centres, and Local Centres

Appendix 7.4 Health and environmental status of shopping areas in Westminster

Chapter 7: Shopping and Services

Chapter 7: Shopping and Services

INTRODUCTION

- 7.1 This chapter covers shops and services, and the management of town centres and other shopping areas in the City. Strategic policies for shopping and services are in Part 1 of the UDP. These form the framework for the detailed Part 2 policies in this chapter. Of particular importance are STRA 10, STRA 11, and STRA 19.
- 7.2 Shopping areas contain a variety of uses, including shops, cafés, restaurants, and banks, but shops are the most important town centre use and the main reason why people visit shopping areas. Good local facilities are convenient and have benefits for the environment. They reduce car trips and encourage walking. Local shops make city life more attractive and, by keeping existing buildings in use, they help to conserve the built heritage. Concentrations of shops and services means that waste disposal, recycling, and street cleansing are made easier.
- 7.3 In 1997 and 2002, the City Council carried out “Town Centre Health Checks” of the Primary Frontages, the 7 District Centres, and 39 Local Centres, as well as 13 areas inside the CAZ and two CAZ Frontages. These contain information on the mix of uses, environmental quality and general economic health of each area or centre. The Health Checks provide baseline information against which future Health Checks can be measured, so that changes in shopping areas can be monitored and acted upon where necessary. They also indicate which centres would benefit from environmental or other improvements. Health checks provide the data by which the effectiveness of policies can be monitored and revised, e.g. the percentage thresholds for the District Centres.
- 7.4 The policies in this chapter are arranged by dividing the City into two areas: the Central Activities Zone (CAZ) and the Central Activities Zone Frontages; and outside the CAZ (not including the CAZ Frontages).
- 7.5 Within the CAZ a distinction is made between the West End and Knightsbridge International Centres’ Primary Shopping Frontages (the most important shopping streets), and everywhere else inside the CAZ and on the CAZ Frontages. Outside the CAZ there are 7 District Centres which have Core Frontages and Secondary Frontages; and 39 Local Centres, some of which have Core Frontages. There is also a policy for shops and services outside the CAZ that are not in a District or Local Centre. Map 7.1 shows where the shopping policies apply.
- 7.6 Based on the advice in PPS 6 and the London Plan (2004) shopping areas outside the CAZ have been designated as either District, or Local Centres on the basis of their size, catchment, character, and function. District Centres have a minimum of 10,000 sqm of retail floorspace. Their

Chapter 7: Shopping and Services

attraction is that they are accessible and easy for people to use. District Centres in Westminster have a range of comparison and convenience shops, together with a range of other services and attractions such as banks and restaurants, and some have street markets. They serve mainly local residents but also visitors, workers and, in some cases, shoppers from a wider catchment area.

- 7.7 Smaller shopping areas outside the CAZ and the CAZ Frontages, which have not been designated as District Centres, have been designated as Local Centres. These are smaller than the District Centres, most are between 1,000-10,000 sqm. Local Centres normally have a purely local function, but in Westminster, though most are mainly comprised of convenience shops with some A3 and service uses. Some are also speciality centres which attract shoppers from outside Westminster. Others reflect their proximity to the CAZ by meeting the needs of workers and tourists as well as local residents.
- 7.8 The planning policies for shopping and services fall into five main groups:
- Policies SS 1 and SS 2 are general policies reflecting the Council's aims of protecting shops and other town centre uses, for the service they provide to residents, workers, visitors and businesses, and in order to maintain the vitality and viability of the City's shopping centres.
 - Policies SS 3 – SS 5 are the policies for the International Centres, and the rest of CAZ and the CAZ Frontages
 - Policies SS 6 – SS 10 are the policies for the District and Local Centres and elsewhere outside CAZ
 - Policies SS 11 - SS 13 are City-wide policies which safeguard residential amenity, protect street markets, and govern the siting of superstores and other major retail developments
 - Policies SS 14 – SS 17 are aimed at managing the environment of shopping areas.
- 7.9 Specific policies relating to A3 uses as defined under the Use Classes Order 1987, now classified as A3, A4 and A5, can be found in Chapter 8, Tourism, Arts, Culture and Entertainment, Policies TACE 8, TACE 9 and TACE 10.

GENERAL SHOPPING POLICIES

POLICY SS 1: Protecting A1 Retail Use

Aim

- 7.10 To protect A1 uses and A1 floorspace throughout the City.
-

~~POLICY SS 1: PROTECTING A1 RETAIL USE~~

~~A1 uses will generally be protected.~~

Policy application

- 7.11 Throughout the Plan, shops are defined as ‘all uses within Class A1 of the Town and Country Planning (Use Classes) Order 1987’.
- 7.12 The City Council places a high priority on protecting A1 use throughout the City. Shops that are, or were last used as, local convenience shops are considered particularly important. Applications for loss of A1 shops or floorspace will be assessed with reference to the appropriate policy according to location and circumstances. These policies (SS 3 - SS 10 and SS 12) state in what circumstances exceptions to policy SS 1 may be made. These policies also indicate where a more lenient stance will be taken on upper floors and basements. The loss of A1 shop space to uses which do not provide a service to visiting members of the public, (e.g. B1 offices, private members clubs, or residential) will not be permitted except in those circumstances outlined in policies SS 3 – SS 9.
- 7.13 Long-term vacancy, will be taken into account when applying policy SS 1. ‘Long-term vacancy’ means that the premises have been vacant and marketed for at least eighteen months. It must be demonstrated that the premises have been marketed widely and thoroughly on terms that are no more onerous than market conditions in the locality. Under certain circumstances unsuccessful intermittent lettings will be considered. When a shop is deemed to be ‘long term vacant’, other appropriate uses may be considered, see policies SS 5, SS 6, SS 7, SS 8, and SS 9.
- 7.14 The City Council will not normally permit the loss of A1 floorspace on redevelopment. When assessing applications, planning permissions that have not yet been implemented will also be taken into account.
- 7.15 In the case of ‘dual’ or ‘mixed’ uses’ such as A1/A4 use, e.g. a wine shop and wine bar operating in the same premises, the premises will be classified according to the primary use, unless the uses take place

Chapter 7: Shopping and Services

separately in formerly individual units. In the latter case each use will be considered as if it were operating in a separate unit.

Reasons

- 7.16 Shops are the main reason why people visit shopping areas. Shops in Westminster serve residents, workers and visitors, and businesses and add vitality to the street scene. It is important, therefore, to maintain the shopping function and character of frontages to ensure the continued vitality and viability of Westminster's shopping centres. The amount of A1 floorspace in the City has declined with new shopping patterns and the introduction of service uses into shopping streets. Shops throughout the City are coming under increasing pressure for change of use to A3 uses (restaurants, bars and cafés) and to service uses such as betting offices and estate agents. Many convenience shops in Westminster have changed to specialist retailers or A1 catering establishments. The lack of local shopping facilities inconveniences residents, forces people to travel further for their shopping needs, and can undermine local communities. The City Council, therefore, wishes to protect A1 uses and wants to ensure that service uses do not dominate centres or individual parades, reducing the attractiveness to shoppers and retailers.
- 7.17 Westminster has a high number of specialist shops that attract visitors and shoppers to shopping areas in Westminster, and contribute to the character and attractiveness of different areas in the City. Local shops are important as they provide a service to residents, workers and visitors. They are considered important for all Westminster's residents, but particularly for the less mobile (people with disabilities, those with young children, the elderly, the sick and those without access to a car). These groups, which form the majority of Westminster's resident population, are particularly dependent on local shops. It is considered important to maintain the stock of shop premises and floorspace, to retain convenience and comparison shops to meet the needs of Westminster's residents, and protect specialist shops for the contribution they make to the character of shopping areas.

Local Convenience Shops

- 7.18 Though all shops are considered important, local convenience shops are considered particularly important. The shops listed below are ones which residents might use on a weekly, if not daily, basis and are the Local Convenience Shops referred to in the policies:
- Baker
 - Bicycle Shop
 - Bookshop/ Stationer
 - Butcher
 - Chemist
 - Dry cleaner

Chapter 7: Shopping and Services

- Fishmonger
- Florist
- Greengrocer
- Grocer/supermarket/delicatessen
- Hairdresser
- Hardware/DIY/Electrical shop
- Health food shop
- Launderette (sui generis)
- Newsagent/confectioner/tobacconist
- Optician
- Post Office
- Shoe Repairer
- Video rental shop

7.19 Launderettes are classified as sui generis (a use on its own) in the Use Classes Order but will be given the same level of protection as local convenience shops.

~~POLICY SS 2: PROTECTING NON-A1 RETAIL USES~~

Aim

7.20 To maintain the vitality and viability of shopping areas and the range of services for residents, workers and visitors.

~~POLICY SS 2: PROTECTING NON-A1 RETAIL USES~~

~~The loss of non-A1 retail uses to uses which do not serve visiting members of the public will generally be resisted.~~

Policy application

7.21 The following is a list of non-A1 town centre uses, which, subject to specific policies, are suitable uses in shopping areas. The non-A1 retail uses referred to in Policy SS 2 and the other shopping policies are the A2, A3, and sui generis uses (see lists 7.22 a), b), and c) below). The non-A1 town centre uses listed in 7.22 a)-e) are all uses that serve visiting members of the public and can be appropriate in shopping areas.

7.22 Non-A1 retail uses

- a) Professional and financial services (mainly A2 uses):
- Bank/building society
 - Job centre
 - Employment agency

Chapter 7: Shopping and Services

- Housing office
 - Estate agent
 - Solicitors' office
 - Betting office
 - Advice centre
 - Internet café.
- b) Premises serving food and drink (A3 uses):
- Restaurant/café
 - Public house/bar/café-bar
 - Hot food take-away.
- c) Sui generis uses:
- Launderette (see note in para. 7.19 above)
 - Minicab office
 - Car showroom
 - Builders' merchants/timber yards/plant hire shops (though these can be A1)

Other town centre uses which attract visiting members of the public

The following uses are all considered to be suitable uses in a town centres but are covered by policies in other UDP chapters.

- d) Cultural, leisure and entertainment uses:
- Library
 - Museum/gallery
 - Theatre/cinema
 - Night-club
 - Sports centre
 - Health and fitness club
- (Policies for the location of cultural, leisure and entertainment uses are found in Chapter 6: Social and Community Facilities and Chapter 8: Tourism, Arts, Culture and Entertainment.)
- e) Health uses:
- Doctors' surgeries/health centres
 - Dentists and other health providers
 - Alternative medicine centres
- (Policies about the location of health uses are found in Chapter 6: Social and Community Facilities.)

7.23 The loss of A2, A3 and other non-A1 retail uses or floorspace, to uses that do not provide a service to visiting members of the public or which have a detrimental effect on the vitality or viability of shopping areas, will not normally be permitted inside the CAZ, on the CAZ Frontages or in the

Chapter 7: Shopping and Services

District or Local Centres. The main such uses are B1 offices; residential, and private members' clubs. Though residential uses are appropriate in town centres, they do not provide a service to the public and are therefore not included in the list of 'town centre uses' above, and should not be introduced at the expense of existing retail uses. Residential uses are often located on upper floors above retail floorspace, where they provide additional housing units, and add vitality to town centres.

7.24 Policy SS 2 will be most strongly applied at ground-floor level, and will be applied less stringently to services in isolated shop-type units, which are outside designated shopping centres and not in a parade. An exception will be builders' merchants, timber yards, and plant hire shops. These are often located outside designated shopping centres but provide an essential service to residents and businesses working in Westminster. Any proposal to replace a timber yard should include a proposal to relocate the service nearby or show that an adequate level of service for the locality can be provided from other sites which are reasonably accessible for the locality's residents and builders. Currently, there are two major builders' merchants in the City: one in Paddington, and a smaller one in the Pimlico Road Local Centre, which has an A1 element. These provide a valuable service and their loss would be contrary to PPG 13: Transport (March 2001). Traditional public houses (which can be a focus of the local community often with a special distinct historical character), will normally be protected throughout the City. Long-term vacancy (see paragraph 7.13), will be taken into account when applying policy SS 2.

7.25 Policies SS 3 - SS 9 explain when a non-A1 retail use (i.e. those listed in 7.22 a) b) c)), may change to another non-A1 town centre use (i.e. Those listed in 7.22 a), b), c), d) or e). When assessing applications, planning permissions that have not yet been implemented will also be taken into account. Policies applying to non-A1 town centre uses which fall outside the A2, A3, or sui generis categories of the Use Classes Order (i.e. those listed in paragraph 7.22 d) and e)), are found in Chapter 6: Social and Community Facilities and Chapter 8: Tourism, Arts, Culture and Entertainment.

Reasons

7.26 Maintaining a range of shops and services in shopping centres is important in reducing car use and encouraging walking, as set out in Planning Policy Statement 6: Planning for Town Centres (PPS 6, March 2005) and in PPG 13. When non-A1 town centre uses listed in paragraph 7.22 are changed to uses such as offices or residential, they cease to provide a service to residents, workers or visitors. This affects the vitality and viability of shopping areas and reduces the choice available to shoppers. The loss of a town centre use at ground-floor level affects the

Chapter 7: Shopping and Services

~~appearance and coherence of the frontage and reduces the range of services on offer; in consequence, the centre becomes less attractive and remaining shops can become less viable.~~

SHOPPING IN THE CAZ AND THE CAZ FRONTAGES

POLICY SS 3: ENHANCING SHOPPING IN THE INTERNATIONAL CENTRES' PRIMARY SHOPPING FRONTAGES

Aim

- 7.27 To maintain the pre-eminence of the West End and Knightsbridge International Shopping Centres, by preserving and enhancing the international shopping character and function of these centres' Primary Shopping Frontages.

POLICY SS 3: ENHANCING SHOPPING IN THE INTERNATIONAL CENTRES' PRIMARY SHOPPING FRONTAGES

- (A) In development schemes on the Primary Shopping Frontages, A1 uses should be provided throughout ground, basement and first-floor levels. There should be no loss of A1 floorspace.**
 - (B) Planning permission will not, except in the most exceptional circumstances, be granted for a change of use from A1 use at basement, ground floor or first-floor level within the Primary Shopping Frontages.**
 - (C) Change of use from A1 use on second-floor level within large stores will be acceptable if the new uses are compatible with the retail function of the store by providing facilities for visiting members of the public.**
 - (D) Change of use from A1 use or other town centre uses on third-floor level and above will be acceptable.**
-

Chapter 7: Shopping and Services

Policy application

- 7.28 The Primary Shopping Frontages in the West End International Centre are: Oxford Street, Regent Street and Bond Street; and in Knightsbridge International Centre are: Knightsbridge/Brompton Road . The Primary Shopping Frontages are shown on the Proposals Map and are listed in Appendix 7.1 and 7.3. Policy SS 3 applies to all parts of premises in the Primary Shopping Frontages and not just to their principal facades. All parts of the Knightsbridge International Centre which are within Westminster have been designated as Primary Shopping Frontages.
- 7.29 Development schemes will need to provide an appropriate number of shop premises, and maintain a coherent shopping frontage. The units must be of a type and size appropriate to the character and function of the frontage. Schemes should provide at least the same amount of retail floorspace as was there before. Proposals shall have regard to the access requirements under Policy DES 1.
- 7.30 There are very few circumstances that would allow an exception to Policy SS 3(B). One such exceptional circumstance would be a swap of premises whereby, for example, a bank located in one part of a Primary Shopping Frontage wishes to move into a shop unit in another part of the Frontage, and an agreement could be made which allows the bank's former premises to change to A1 use. However, the 'swap' premises must be of at least equivalent size and attractiveness in retailing terms.
- 7.31 While the City Council acknowledges that in some cases not all of the upper floors can be effectively used for A1 use, it wishes to ensure that first floor level stays in A1 use, in line with the character of shopping in the Primary Shopping Frontages. On second floor level, any new uses should attract the general public or complement the shopping facilities in the remaining parts of the building. Examples of non-A1 uses which may be acceptable at the second floor level of large stores are: restaurants, banks, bureaux de change, gymnasia/dance studios, cinemas, night-clubs, crèches, children's entertainment centres, and exhibition space. Offices, hotels, and residential uses may be acceptable on third floor level and above. Non-A1 uses on second floors or above which have separate access will be expected to have minimal impact on the A1 use at lower levels, and must comply with other policies in the Plan.
- 7.32 The preferred use for redundant A2 premises is A1, but change to A3 use may be acceptable. See policies TACE 8, TACE 9 and TACE 10.

Reasons

- 7.33 The GLA have designated the West End and Knightsbridge as the two International Centres in London. These are major concentrations of specialist and comparison shopping which have significant international

Chapter 7: Shopping and Services

appeal. These two centres form the top of London's shopping hierarchy. Central London's national importance as a shopping area is chiefly based on the shopping facilities in the West End and Knightsbridge. Oxford Street, Regent Street, Bond Street, and Knightsbridge/Brompton Road are the most important shopping frontages in the International Centres. These Primary Shopping Frontages have a predominance of A1 activities at basement and ground-floor levels, and significant A1 presence on upper floors. These include specialist and fashion shops, major department and national chain stores, as well as prestigious international stores. Over half the A1 floorspace in Oxford Street is at basement and first-floor level and above. The predominance of multi-floored shops in the Primary Shopping Frontages contributes to the shopping strength and vitality of the West End and Knightsbridge International Centres.

- 7.34 Because the Primary Shopping Frontages have very strong pedestrian flows, there is pressure to change A1 use to restaurants and other service uses. The City Council believes that to permit such changes of use would undermine the character and function of these unique shopping streets and the attractiveness of the International Centres. It is the concentration of shops in these streets that makes the West End one of the most attractive shopping destinations in the country. A recent study found that 'the overwhelming attraction [of the West End] is the range and quality of the retail offer, including the department and flagship stores..' To weaken this concentration would lessen the West End's attraction and therefore threaten its viability.

Department Stores

- 7.35 Department stores and other flagship stores are characteristic of the International Centres. Often occupying key locations in the Primary Shopping Frontages, they act as magnets attracting other A1 uses, and are a substantial customer draw. They offer a wide range of goods and complementary services such as restaurants and banking facilities, reducing the need for such services at ground-floor level in the Primary Shopping Frontages.
- 7.36 Outside the Primary Shopping Frontages, the West End contains the highest concentrations of restaurants and bars in the country. Soho, which is internationally renowned for its restaurants, abuts both Oxford Street and Regent Street. The City Council believes that services such as cafés, restaurants and banks that are often used on shopping trips are best sited on the side streets off the Primary Shopping Frontages where they are visible from the street, yet do not detract from the shopping character of the Primary Shopping Frontages.

POLICY SS 4: New retail floorspace in the CAZ and the CAZ Frontages

Aim

- 7.37 To enhance the retail function and mixed-use character of the CAZ.

POLICY SS 4: NEW RETAIL FLOORSPACE IN THE CAZ AND THE CAZ FRONTAGES

- (A) Within the CAZ and the CAZ Frontages, development schemes in existing shopping frontages, or in areas that would benefit from more shops or services, must include an appropriate number of shop-type premises at street level.**
- (B) Development schemes should provide at least the same amount of retail floorspace as was there before, and should provide for at least the same amount of A1 use as was there before. The size and type of units must be appropriate to the character and function of the street.**

Policy application

- 7.38 This policy does not apply to the International Centres' Primary Shopping Frontages. For development schemes in the Primary Shopping Frontages, see policy SS 3. Shop-type premises are premises, which are suitable for occupation by shops and were built or converted for A1, A2 or A3 use (or some sui generis uses). They would normally have a shop window, but include purpose built banks. Redevelopment schemes should provide at least the same amount of retail floorspace as was there before. The number, size and type of unit (A1, A2, or A3) must be appropriate to the character and function of the area and be agreed by the City Council.
- 7.39 Developments within an existing shopping frontage must include shop-type units. Shop-type units must also be included in streets that have an incoherent or broken shop frontage - especially if the additional shops and services would add to vitality. Additional shop type units will not be required if there is little prospect of them being let or where they would not be part of the character of an area (e.g. around some London Squares, or parts of Mayfair and St James's).

Chapter 7: Shopping and Services

- 7.40 A1 uses will normally be required in new shop-type premises, but other uses which attract the public may be considered suitable (see policy SS 5). Restaurants and bars, in particular, may not be appropriate because they may have a detrimental effect on amenity, character or function of an area (see policies TACE 8 - 10). Large A3 entertainment uses will not be permitted in the West End or Edgware Road Stress areas and will only be permitted in exceptional circumstances within the CAZ outside the Stress Area (see policies TACE 8- 10). Any developments for A3 uses will be required to incorporate measures to minimise noise and vibration. See policy ENV 6.
- 7.41 Traditional shopping patterns make a positive contribution to the functional character of many conservation areas. Large unit sizes, intensive use, introduction of uncharacteristic uses such as certain types of entertainment use, and the addition of flues, ventilation ducts and branding formats, can have a detrimental effect on the appearance and integrity of conservation areas. Some conservation areas characterised by small shops will not normally be considered suitable locations for medium sized or large supermarkets, stores, or service uses. New retail developments will be expected to be in keeping with the character and function of the area.
- 7.42 All applications for new retail floorspace at basement or first floor level should have an access separate from any access to dwellings for use by residents living above. Developments will be required to have adequate servicing arrangements. Proposals shall have regard to the access requirements under Policy DES 1.

Reasons

- 7.43 Shops and services such as banks and restaurants make an important contribution to the character of the CAZ, adding interest to the streetscape and vitality to central London as a whole. The City Council therefore wants to ensure that numbers of shop-type units, and A1 uses in particular, are not reduced in redevelopment schemes and that coherent shopping frontages are maintained. Redvelopments are also an opportunity for introducing new shop-type units in locations which would benefit from additional retail uses. However, the City Council recognises that there may occasionally be exceptional circumstances relating to a development whereby some loss of retail floorspace may be necessary.
- 7.44 The recent increase in the number of restaurants and bars in the CAZ has changed the character of some areas, and sometimes led to great disturbance to residents. Subject to amenity concerns in Policies TACE 8 - 10, redevelopment in streets with no residents nearby, which did not previously have A1 use at ground-floor level, including areas in or

Chapter 7: Shopping and Services

adjoining major rail termini, could provide opportunities for new restaurants and bars.

POLICY SS 5 – SEEKING AN APPROPRIATE BALANCE OF TOWN CENTRE USES IN THE WEST END INTERNATIONAL CENTRE AND ELSEWHERE IN THE CAZ AND CAZ FRONTAGES- OUTSIDE THE PRIMARY SHOPPING FRONTAGES

Aims

- 7.45 To protect and enhance the attraction of the West End International Centre and other parts of the CAZ and the CAZ Frontages, as shopping and entertainment destinations, as well as attractive places in which to live, visit, and work.
- 7.46 To encourage a balanced mix of appropriate street-level activities, whilst maintaining and safeguarding their residential communities.

POLICY SS 5: SEEKING AN APPROPRIATE BALANCE OF TOWN CENTRE USES IN THE WEST END INTERNATIONAL CENTRE AND ELSEWHERE IN THE CAZ AND CAZ FRONTAGES - OUTSIDE THE PRIMARY SHOPPING FRONTAGES

- (A) A1 uses at ground, basement or first floor level in the CAZ and CAZ Frontages will be protected.**
- (B) Planning permission for the introduction of a non-A1 town centre use at basement, ground and first floor level will only be granted where the proposal would not be detrimental to the character and function of an area or to the vitality or viability of a shopping frontage or locality.**
- (C) Proposals for non-A1 uses must not:**
- 1. Lead to, or add to, a concentration of three or more consecutive non-A1 uses**
 - 2. Cause or intensify an existing over-concentration of A3 and entertainment uses in a street or area.**

Chapter 7: Shopping and Services

Policy application

- 7.47 Policy SS 5 will be applied in all parts of the CAZ and the CAZ Frontages outside the International Centres' Primary Shopping Frontages.
- 7.48 Under part (A) the loss of an A1 use will not normally be permitted at basement, ground or first floor levels. In the case of department or other large stores the change of use from A1 at second floor or above should be to a use which attracts the general public and complements the shopping facilities in the remaining parts of the building.
- 7.49 Under part (B) when assessing whether the introduction of a non-A1 town centre use would have a detrimental effect on the vitality and viability of an area, or on an area's character and function, the following criteria will be taken into account:
- a) if the number and range of shops, particularly local convenience shops, is reduced
 - b) if a concentration of specialist shops is reduced
 - c) if the viability of the remaining shops in a frontage or street is reduced
 - d) if a dead frontage is created
 - e) if the proposal would change, or add to a cumulative change, in the character and function of a street, from mixed to predominantly A3 and entertainment uses at ground floor
 - f) if unacceptably high levels of late-night activity are likely to result or already unacceptable levels of late-night activity exist
- 7.50 Under Part (C):
- a) The number of consecutive non-A1 uses will be calculated by counting the number of non- A1 uses occupying shop-type premises (not units) running consecutively at ground floor level. This will include those that continue around a corner or past an alleyway but will not include those separated by a road. If the proposal would result in three or more consecutive non-A1 uses, it will not be permitted.
 - b) An over-concentration of A3 and entertainment uses occurs when the numbers and size of these types of uses begin to dominate a street or area and the consequential effects of their operations including the numbers of people attracted begins to have a detrimental effect on the local environment and residential amenity. If such a concentration already exists, additional A3 and entertainment uses will not be permitted as this would just exacerbate the existing situation.
- 7.51 The City Council considers that, subject to policy SS 5 and policies TACE 8 - 10, the most suitable locations for new A3 uses in the CAZ are:

Chapter 7: Shopping and Services

- a) the second floor and above in Oxford Street, Regent Street and Piccadilly
 - b) side streets leading off the designated Primary Shopping Frontages where there would be no serious adverse impacts on residential amenity or the character of adjoining areas
- 7.52 Loss of A1, A2, A3, or sui-generis uses to uses which do not serve visiting members of the public, such as B1 office will not normally be permitted at ground floor or basement levels. Change of use from A1 to such uses will not be permitted at first or second floor levels.
- 7.53 Changes of use above, below or adjoining an A1 use should not jeopardise the long-term A1 use of a ground floor shop by, for example, diminishing essential ancillary storage/office space, or by reducing the size of a shop unit. Any of these will make it difficult to retain an A1 use in the ground floor unit.
- 7.54 Proposals must comply with the relevant adopted UDP policies on amenity and environment, see particularly ENV 6 regarding noise and ENV 12 regarding waste and recycling. In relation to A3 and other entertainment uses particular attention should be paid to policies TACE 8 – 10. In the case of mini-cab and courier offices see SS 12. The City Council's supplementary planning guidance for 'Food and Drink Premises' (March 1999) and 'Guidelines for the Placing of Tables and Chairs on the Highway' (2005) are useful guides. Proposals shall have regard to the access requirements under Policy DES 1.

Reasons

- 7.55 The City Council wants to protect the character and unique variety of shopping in the West End International Centre and other areas in central London, and the overall service shops provide to residents, workers and tourists.
- 7.56 The West End is the largest of the two International Shopping Centres in London. Although it has been designated by the GLA, neither the London Plan (2004) nor the City Council has given this important and unique Centre a boundary. This is due mainly to the area's size, complexity and dynamic nature. New mapping techniques measuring economic activity, diversity of activity and floorspace are likely to enable the designation of a boundary in the future. Despite this, the West End is an acknowledged destination, and an area containing many world famous shopping streets and areas; as well as areas that are quieter or have less of a shopping character or function. In addition to the Primary Frontages of Oxford Street, Regent Street and Bond Street, the West End contains the following well known shopping areas: Piccadilly, Covent Garden, Soho, Chinatown, and Carnaby Street. The West End is the primary shopping

Chapter 7: Shopping and Services

centre for Londoners as well as attracting visitors from overseas and elsewhere in the UK.

- 7.57 The Primary Shopping Frontages in the West End are predominantly A1 shop use, but beyond these streets the land use is more mixed, containing a greater variety of uses, especially banks, pubs, bars and restaurants. The A3 uses, together with theatres, cinemas and other entertainment venues, provide central London with its nightlife. These uses make a major contribution to London's world class city status, as well as providing rest and refreshment for workers and shoppers. However, in the last ten years, the number of A3 uses, and their effects, has reached such a level that in some areas an imbalance has arisen. Policy SS 5, therefore, aims to limit further loss of A1 uses and manage the introduction of non-A1 uses for the following reasons:
- a) to preserve speciality shopping areas in the West End e.g. Jermyn Street, Carnaby Street, Savile Row and Covent Garden because of the contribution these areas make to the character and function of central London
 - b) to protect individual shops because they provide a service to residents, workers, visitors and businesses in the CAZ
 - c) to maintain the attraction of the West End as a shopping destination. Reduction in the concentration of shops in shopping areas in the West End make areas less attractive to shoppers and threaten the viability of individual shops and shopping streets. An overbalance of A3 uses can make areas less attractive to particular groups of shoppers such as families and older people
 - d) Increasing concentrations of cafes, bars, restaurants and hot food take-aways lead to a deterioration in the quality of the environment, in terms of litter, waste disposal, smells, noise and pavement soiling. Increasing numbers of such premises increase the problems for the City Council in its role of managing environmental quality. Deterioration in environmental quality reduces the attraction of an area as a shopping destination particularly when it is contrasted with the environment of purpose built shopping centres which are direct competitors to the West End.
 - e) to maintain the attractiveness of central London living. Excessive noise, disturbance and environmental degradation make areas unpleasant and unsustainable. Homes in the centre of London as well as being beneficial in terms of sustainability criteria also make a major contribution to the character and function of the West End, in contrast to say, the City of London.

Chapter 7: Shopping and Services

7.58 In addition to the West End, the CAZ and its Frontages also contain other important shopping areas such as Victoria Street and Edgware Road, which though outside the West End, are also important and play a vital role serving workers, visitors and residents. The City Council considers that these areas make an important contribution to the variety and vitality of central London. Shops in the CAZ and the CAZ Frontages that serve the day to day needs of residents are considered particularly important. Loss of any of these shops forces local residents to travel further for their shopping needs and can undermine the sustainability of residential communities. Other shops in the CAZ, whether in established shopping streets or not, provide a service to residents, workers and visitors, and can provide vital support services to local businesses, and add to the vitality of the streetscene in Central London. Particular importance is, therefore, attached to protecting shops in the CAZ.

7.59 Since 1992 approximately 350 shops have been lost to other uses inside the CAZ. In many parts of the CAZ non-A1 uses, like restaurants, bars, pubs, estate agents and betting offices, are well represented. The cumulative change of use from shops to restaurants and bars and other service uses in a shopping street can undermine its shopping function. Rather than complementing the 'shopping experience', a dominance of A3 and other service uses in a shopping street can make the street unattractive to shoppers. This can lead to shops closing – threatening the health and viability of shopping streets. To lose further shops to such uses would undermine the shopping function of the West End International Centre and of central London as a whole.

7.60 In order to ensure that residents in the CAZ have easy access to a range of convenience and other local shops, a high priority is given to the protection of local shops in the CAZ. Of particular importance are the shopping streets that provide concentrations of convenience shops for both residents and workers in the CAZ and the CAZ Frontages. Concentrations of local shopping facilities can be found in:

- Berwick Street/Broadwick Street/Brewer Street
- Gerrard Street
- Shepherd Market
- Mount Street and parts of North and South Audley Street

These areas provide oases of local shopping facilities in the West End and act as Local Centres for residents.

7.61 The City Council recognises that the entertainment industry plays an important role in maintaining the attraction and status of central London as a World City. While pubs, bars and small restaurants have always been part of the character and function of the West End, and other parts

Chapter 7: Shopping and Services

of the CAZ and CAZ Frontages, new types of entertainment uses such as large bars, cafe/bars, 'mega-restaurants', and 'superpubs', operating late at night, have emerged in the last ten years. In many cases, individually or cumulatively, these have caused severe problems for residential amenity and their concentration can change the character of an area and make it less attractive to some groups, for example, older people and families.

- 7.62 The City Council acknowledges the need for a range of restaurants, bars and other entertainment facilities. At the same time it must safeguard residential amenity and not exacerbate existing environmental problems or those experienced by the emergency services in managing crowds, crime and public safety. These problems have intensified in recent years and are largely due to the increase in the number, concentration and size of entertainment premises, the numbers of people attracted to them and the deregulation of licensing hours.
- 7.63 In the last ten years the number of A3 uses in the CAZ has risen dramatically. In September 1999 there were about 1,930 A3 uses in CAZ and the CAZ Frontages. This included 543 in Soho and 207 in Covent Garden. Many streets in the CAZ are unique in terms of their character and function. They are mixed use, characterised by specialist and convenience shops, small family-run restaurants, traditional pubs, studio and media uses and residential. The City Council wishes to preserve the character and function of such streets.
- 7.64 The City Council wishes to prevent the intensification and concentration of non-retail uses by limiting the number of non-A1 uses to two consecutive premises. Beyond this, i.e. three consecutive premises, the concentration will be deemed to be 'harmful'. Concentrations of three or more A3, A2 or other non-retail uses occupying shop-type premises will not be permitted because;
- they can undermine the shopping function
 - they can have a detrimental effect on the character and function, appearance and interest of a street and,
 - they can cause environmental and amenity problems in localised areas.
- 7.65 Loss of shops and service uses, to uses which do not serve visiting members of the public, e.g. B1 office, is considered to weaken the vitality of CAZ, threaten the viability of shops nearby, and to generally detract from the attractiveness of CAZ.
- 7.66 Many streets in the CAZ make an important contribution to the character and appearance of conservation areas. Large unit sizes, intensive uses, the siting of flues and ventilation ducts and corporate

Chapter 7: Shopping and Services

logos, can all damage the appearance and character and function of conservation areas. For this reason proposals for change of use in conservation areas will need to respect the character and function of the area.

SHOPPING OUTSIDE THE CAZ AND THE CAZ FRONTAGES

POLICY SS 6: The District Centres

Aim

- 7.67 To enhance the vitality and viability of the District Centres by maintaining their predominantly retail function, whilst accommodating other town centre uses in appropriate locations.
-

POLICY SS 6: THE DISTRICT CENTRES

- (A) Permission will not be given for proposals, such as A3 uses, that would harm residential amenity or local environmental quality as a result of smells, noise, increased late-night activity and disturbance, or increased parking and traffic.**
- (B) Core Frontages:**
At ground-floor level, proposals for A2 and A3 or other non-A1 town centre uses will only be permitted where the proposals would not harm the vitality or viability, or character or function of the parade, Core Frontage or the centre. In addition:
- 1. the total length of Core Frontage in non-A1 use at ground-floor level must not exceed:**
 - 30% in Marylebone High Street District Centre and Harrow Road District Centre**
 - 25% in Queensway/Westbourne Grove District Centre and Warwick Way/Tachbrook Street District Centre**
 - 20% in Church Street/Edgware Road District Centre and St. John's Wood District Centre**
 - 2. the proposal must not lead to, or add to, a concentration of non-A1 units in any individual frontage or parade**

Chapter 7: Shopping and Services

- 3. the proposal must not result in more than two non-A1 units located consecutively in a frontage**
- 4. the proposal must not reduce the range of local convenience shops or shopping facilities, or reduce the attractiveness of the centre to shoppers.**

At basement and first-floor level, A2, A3 and other non-A1 uses will only be permitted if the proposal would not:

- 5. harm the vitality or viability, or character or function of the parade, frontage or centre.**
- 6. have a detrimental effect on the environment or residential amenity**
- 7. unacceptably intensify an existing use or existing concentration of uses**
- 8. jeopardise the long-term A1 use of the ground floor.**

**(C) Secondary Frontages:
(includes all the Praed Street District Centre)**

Proposals for uses within A2 and A3 or other non-A1 town centre uses at ground-floor level in the Secondary Frontages will be permitted where:

- 1. the proposal would not harm the vitality or viability, or character or function of the parade, frontage or centre**
- 2. the total length of Secondary Frontage in non-A1 use at street level would not exceed 45%**
- 3. the proposal must not lead to, or add to, a concentration of non-A1 units in any individual frontage or parade**
- 4. the proposal would not result in more than three non-A1 units located consecutively in a frontage**
- 5. the proposal would not involve the loss of an A1 unit last used as a local convenience shop, or reduce the range of local convenience shops in the centre.**

At basement and first-floor level, A2, A3 or other non-A1 uses will only be permitted if the proposal would not:

Chapter 7: Shopping and Services

- 6. harm the vitality or viability, or character or function of the parade, frontage or centre**
 - 7. have a detrimental effect on the environment or residential amenity**
 - 8. unacceptably intensify an existing use or existing concentration of uses**
 - 9. jeopardise the long-term A1 use of the ground floor**
-

Policy application

7.68 There are seven District centres in Westminster. All are outside the CAZ. The District Centres are:

1. Queensway/ Westbourne Grove
2. Marylebone High Street
3. Church Street/Edgware Road
4. St. John's Wood
5. Harrow Road
6. Warwick Way/Tachbrook Street
7. Praed Street.

7.69 The introduction of non-A1 uses into the District Centres will not be permitted if they would have a detrimental effect on the vitality or viability, or character and function of the centre or any part of the centre. Examples of detrimental effects include: creating a concentration of non-A1 uses, weakening a concentration of specialist shopping; weakening local convenience shopping; creating dead frontage; reducing the attraction of the centre to shoppers; threatening the viability of individual shops by effectively isolating them from other shopping facilities; and introducing unacceptably high levels of activity. The balance of A1 uses and non-retail uses should be such as to maintain the attractiveness of the centre to both shoppers and retailers.

7.70 When assessing whether a proposal would harm residential amenity or local environmental quality, the impact on adjoining residential properties will particularly be taken into account.

Percentage thresholds

7.71 A detailed explanation of how the thresholds will be calculated is provided in Appendix 7.2. District Centre Maps 7.4 -7.10 show the Core and Secondary Frontages in each District Centre. The total length of Core and Secondary Frontage in each centre has been calculated and will be updated annually. The total length of frontage in non - A1 use is the total

Chapter 7: Shopping and Services

frontage length of all ground-floor premises in A2, A3, sui generis, and B1 and other uses which are occupying shop-type premises, or vacant premises authorised for one of these uses, within the designated Core or Secondary Frontage in the centre. This figure will be updated at least annually for each centre. These figures will be used to calculate the percentage of the frontage in non-A1 use. In the case of indoor shopping centres such as Whiteleys, though the whole of the ground floor is included in the designated frontage, only those units that have a ground floor frontage to the street will be included in the percentage calculation.

Core Frontages

7.72 The non-A1 percentage thresholds for Core Frontages in the District Centres varies according to the character of the centre and the current mix of uses.

- Marylebone High Street has a threshold of 30%
- Church Street/Edgware Road has a threshold of 20%
- Queensway/Westbourne Grove has a threshold of 25 %
- Harrow Road has a threshold of 30%
- Warwick Way/Tachbrook Street has a threshold of 25%
- St John's Wood has a threshold of 20%

Policy SS 6 (B) leaves limited circumstances in which applications for non-A1 use at ground floor level in the Core Frontages will be permitted. These will vary according to the character of the centre. Some Core Frontages, such as Queensway/Westbourne Grove, have already reached the specified non-A1 threshold. In considering applications for non-A1 uses in ground-floor locations in Core Frontages which have not reached the prescribed threshold, the distribution of non-retail uses within the Core Frontages and the appropriateness of the use proposed will be taken into account. The City Council wants to ensure that concentrations of non-A1 uses are not created or added to in District Centres. Concentrations of non-A1 uses occur when non-A1 uses dominate any parade or frontage; when they congregate in adjacent units, resulting in dead frontage; or when their presence has or would reduce the viability of adjacent shops. The City Council considers that uses that do not attract visiting members of the public e.g. B1 office uses, are inappropriate at ground-floor level in the Core Frontages, as they will have a detrimental effect on the vitality of the centre.

Secondary Frontages

7.73 In considering applications for non-A1 uses in ground-floor locations in Secondary Frontages, the City Council will take into account the overall level of non-A1 uses, their distribution within the Secondary Frontage and the appropriateness of the use proposed. The City Council wants to ensure that non-A1 uses, or a particular non-A1 use, do not dominate a parade, frontage or centre; that they do not congregate in adjacent units,

Chapter 7: Shopping and Services

resulting in dead frontage; and that they do not reduce the viability of adjacent shops. Where permissions for change of use from shop are granted in Secondary Frontages in accordance with the conditions set out in policy SS 6 (C), the percentage threshold of 45% may be reached or even exceeded. No further non-A1 uses would then be permitted in the Secondary Frontage of that centre.

- 7.74 Non-A1 uses that are considered to be acceptable in shopping centres are referred to in paragraph 7.22. The use proposed will be expected to enhance the character and function of the centre, provide a service appropriate to the locality, and not to have a detrimental effect on the environment or on residential amenity. The City Council generally considers that uses that do not generate passing trade e.g. B1 office use, are inappropriate at ground-floor level as they will have a detrimental effect on the vitality of the centre. Such uses may, however, be acceptable in the basement and upper floors of shop units in Secondary Frontages, though never if it involves a change of use from residential accommodation, with the exception of the North West Westminster Special Policy Area.
- 7.75 In considering applications for non-A1 use at basement or first-floor level, the relationship of the accommodation to the ground-floor unit will be considered in order to ensure that the long-term A1 use of the ground-floor unit will not be jeopardised.

Queensway/Westbourne Grove District Centre

- 7.76 In Queensway/Westbourne Grove District Centre, the number of A3 uses and growth in night-time activity is considered to have reached a high level of environmental stress and has had an unacceptable impact on residential amenity. In order to prevent this situation worsening the City Council has designated the Queensway/Bayswater Stress Area (see policies TACE 8 - 10 and Map 8.4). In this area, which encompasses the District Centre, new A3 uses and extensions to existing premises will be considered against policies TACE 8 – 10.

Harrow Road District Centre

- 7.77 Harrow Road District Centre has a high number of vacancies and has been classified in the Town Centre Health Check (2002) as a centre 'in decline'. The City Council is keen to improve both the retail offer in this centre and the general appearance of the centre. Where possible S106 Agreements to improve the centre will be entered into (see paragraph 7.111 regarding nearby residential schemes). The North West Westminster Special Policy Area covers the Harrow Road District Centre as well as a number of local centres and policies relating to this area are covered in more detail in Chapter 5.

Chapter 7: Shopping and Services

Praed Street District Centre

- 7.78 Praed Street is an unusual shopping centre, being outside the CAZ but having many of the characteristics of the CAZ. It is on the edge of the Paddington Special Policy Area and is therefore subject to a large amount of redevelopment on its northern boundary. The amount of retail floorspace and shoppers is increasing as a consequence. At present the centre mainly serves visitors, tourists and workers. Increasingly it will also serve the residents of the new housing developments to the north. The Heathrow Express Railway and the new offices in the PSPA will also increase the numbers of workers and visitors using Praed Street. The City Council wishes to balance the uses within this centre so that it best serves the needs of current and future shoppers. Small or medium-sized supermarkets will be encouraged. The current mix of uses in Praed Street and its character and function mean that the normal hierarchy of Core and Secondary Frontages as prescribed in PPG 6 does not apply to Praed Street. Therefore the whole of Praed Street District Centre has been designated as Secondary Frontage.
- 7.79 This policy should be read in conjunction with policies SS 1-SS 2, SS 9-SS 11, SS 12 and SS16. In the case of any application involving A3 use, particular attention should be given to policies TACE 8, 9 & 10 and policy ENV 6 regarding noise. Proposals shall have regard to the access requirements under Policy DES 1.

Reasons

- 7.80 Following advice in PPS 6, the City Council has designated seven District Centres. These are to be the focus for shopping and other town centre activities outside the CAZ. These centres are all very different in character. Queensway/Westbourne Grove is the largest centre in Westminster outside CAZ. It serves local residents, visitors staying in the local hotels, and workers. Its shopping and entertainment facilities also attract people from other parts of London. Harrow Road, Church Street/Edgware Road, and St John's Wood all function as shopping centres for the local residential population. Praed Street, due to its proximity to Paddington Station, also caters for visitors and workers. Warwick Way/Tachbrook Street, in addition to being the District Centre for residents in south Westminster, attracts workers from nearby Victoria. The proximity of Marylebone High Street to the West End means it serves residents, workers and visitors.
- 7.81 These centres are shown on Map 7.1, District Centre Maps 7.4 - 7.10, the Proposals Map, and are listed in Appendix 7.1 and 7.3. They are all accessible by public transport and are distributed around Westminster's residential communities. The District Centres provide a range of convenience and comparison goods and services, as well as other town centre uses. The viability of the District Centres depends on their vitality

Chapter 7: Shopping and Services

and attractiveness. It is the concentration and range of shops that attract shoppers. It is therefore important to retain a high level of A1 uses at the core of these centres. These core shopping areas have therefore been designated Core Frontages. The maintenance of a high concentration of shops in the Core Frontages is fundamental to ensuring that the needs of shoppers are met and the retail character and function of centres are protected. Maintaining the vitality and viability of the District Centres ensures that valuable services to residents and other shoppers are provided, and the need to travel is reduced.

- 7.82 Non-A1 uses such as restaurants, pubs, cafés, and banks can also attract people into a centre and can complement the retail character and function of the centre. However, the City Council is concerned that increasing numbers of non-A1 uses in shopping streets has reduced the number of shop units available to accommodate both specialist and local shops. This has put particular pressure upon local convenience shops and, in some cases, restricted the number and range of shops available to local residents. While the City Council considers that provision must be made for the accommodation of non-A1 uses, the need to maintain an adequate distribution of local shopping facilities is of overriding importance and takes precedence over other town centre uses.
- 7.83 The streets and frontages around or off the Core Frontages are often more mixed in character, accommodating a range of town centre uses. These 'secondary' areas of the District Centres have been designated as Secondary Frontages. These are considered to be the most suitable locations for non-A1 town centre uses such as restaurants and bars (subject to amenity considerations; see policies TACE 8 – 10), banks, estate agents, or advice centres. In such locations, these uses can provide a service and contribute to the vitality of the centre without compromising the centre's retail character and function. In the Secondary Frontages the aim is to balance the shopping and non-A1 uses, and avoid harmful concentrations of non-A1 uses in order to maximise the vitality and viability of the Centre.
- 7.84 The Core Frontages in the District Centres reflect the current mix of uses, the character and function of the centre, and a future vision for each centre. The City Council does not wish to lose further A1 uses in the Core Frontages in Queensway/Westbourne or Marylebone High Street; non-A1 retail uses are already well represented in these centres. Warwick Way/Tachbrook Street and Church Street/Edgware Road both have a large amount of Secondary Frontage and it is these which should accommodate additional non-retail uses, maintaining the level of A1 uses in the Core Frontages as they contain important local shops serving local residents. The City Council wants to encourage an increase in A1 uses in

Chapter 7: Shopping and Services

those frontages where the percentage thresholds for non-A1 uses has been reached or exceeded.

POLICY SS 7: LOCAL CENTRES

Aim

- 7.85 To protect the designated Local Shopping Centres for the service they provide to residents, visitors and workers, and because they reduce the need to travel.
-

POLICY SS 7: LOCAL CENTRES

- (A) Planning permission will not be given for proposals, such as A3 uses, that would harm residential amenity or local environmental quality as a result of smells, noise, increased late-night activity and disturbance, or increased parking and traffic.**
- (B) In the Core Frontages at ground floor level, planning permission for change of use from A1 use will only be granted in the most exceptional circumstances.**
- (C) Outside the Core Frontages, or where a Core Frontage is not defined, permission will be granted for loss of an A1 use at ground-floor level if the proposal:**
 - 1. would not be detrimental to the character or function of the centre, nor have a harmful effect on the vitality or viability of the centre**
 - 2. would not reduce the range of local convenience shops, or have a detrimental effect on local shopping facilities**
 - 3. would not result in more than three non-A1 units located consecutively in a frontage**
 - 4. would not undermine the balance of A1 to non-A1 uses within the frontage or centre as a whole**

Chapter 7: Shopping and Services

- (D) Change of use from a non-A1 use to A3 use in a Local centre will not be permitted if the proposal would have a detrimental effect on residential amenity, or harm the viability, character or environment of the centre.**
- (E) At basement and first-floor level, A2, A3 or other non-A1 uses will be permitted if the proposal would not:**
- 1. harm the vitality or viability, or character or function of the parade, frontage or centre**
 - 2. have a detrimental effect on the environment or residential amenity**
 - 3. unacceptably intensify an existing use or existing concentration of uses**
 - 4. jeopardise the long-term A1 use of the ground floor**

Policy application

- 7.86 The Local Centres are shown in Map 7.1 and 7.3, Maps 7.11.1- 7.11.39, the Proposals Map and are listed in Appendix 7.I. In both Core and Non-Core Frontages of Local Centres, local convenience shops listed in paragraph 7.18 and launderettes are considered to be particularly important and will not be permitted to change use. The maintenance of a concentration of shops in the Core Frontages is paramount. Only in the most exceptional circumstances will permission be given for loss of A1 use at ground-floor level in the Core Frontages. Outside the Core Frontages, exceptions to policy may be made in centres that have high levels of long-term vacancies (see paragraph 7.13). If a long-term vacant shop is on the periphery of a Local Centre, i.e. at the end of a parade, the preferred replacement use will usually be residential (see policy SS 9). In some circumstances educational, health or community uses may be appropriate. In the Harrow Road area in particular, in order to consolidate centres with high numbers of vacancies, changes of use to residential or studio/workshop space may be considered acceptable on the outer fringes of centres. For proposals for changes of use from any non-A1 retail use listed in paragraph 7.22 a) b) or c) to residential, see policies SS2 and SS 9.
- 7.87 Introduction of non-A1 uses should not have a harmful effect on the vitality or viability of the centre or have a detrimental effect on character and function. Such effects include the following: weakening local convenience offer, weakening a concentration of specialist shopping,

Chapter 7: Shopping and Services

creating dead frontage, threatening the viability of individual shops by effectively isolating them from other shopping facilities, or introducing unacceptably high levels of activity. The balance of A1 uses and non-retail uses should be such as to maintain the attractiveness of the centre to both shoppers and retailers.

- 7.88 In applying parts (C) and (E) of this policy, if the proposal would breach any one of the criteria listed, permission will not be granted.
- 7.89 When assessing whether a proposal would harm residential amenity or local environmental quality, the impact on adjoining residential properties will particularly be taken into account.
- 7.90 This policy should be read in conjunction with policies SS 1, SS 2, SS 9 - SS 11 and SS 16. In the case of any application involving A3 use, particular attention should be given to policies TACE 8 - 10 and policies ENV 6 and ENV 7 regarding noise. Proposals shall have regard to the access requirements under Policy DES 1.

Reasons

- 7.91 In order to safeguard shopping facilities for local residents, and the retail character of local shopping areas, the City Council has designated 39 Local Shopping Centres. All are outside the CAZ. Local Centres vary in size, from large centres providing a range of shops and services, to small parades providing a limited number of convenience uses. The City Council wants to retain shops in Local Centres, in order to maintain a range of local convenience shops and protect the character and function of the centres.
- 7.92 Local shopping centres and streets in Westminster vary in character. In general, the centres furthest away from the CAZ have a local character and serve the day-to-day needs of local residents. Other Local Centres such as Chiltern Street and Pimlico Road, which has a concentration of fine art and antique shops, have a strong specialist function, in addition to their convenience role. Those close to the CAZ such as New Cavendish Street serve local workers and businesses, students and visitors, as well as residents.
- 7.93 The most important shopping frontages in the Local Centres have been designated as Core Frontages. In these frontages, the City Council wishes to maintain the existing level of shops because of the service they provide to local people or because of the contribution they make to the special character of parts of the City.

Chapter 7: Shopping and Services

- 7.94 The City Council wants to ensure an adequate stock of units for local shops and to accommodate specialist shops, which contribute to the retail character and function of the Local Centres. Pressure from shops and services aimed at tourists and workers, and from other non-A1 uses, has contributed to a reduction in the number of shops meeting the day-to-day needs of local residents. It is important to retain a healthy balance of A1 units suitable for local shops. The less mobile (see paragraph 7.17) in particular rely on Local Centres and shopping streets. The local convenience shops listed in paragraph 7.18 are considered to be of particular importance because of the essential service they provide to these groups.
- 7.95 The City Council acknowledges the role of service uses in local shopping streets. Services such as banks, advice centres, doctors' surgeries and cafés are frequently visited in conjunction with a shopping trip, whilst others, such as launderettes and local pubs, provide valuable services which need to be located near to residential areas. However, excessive numbers of non-retail uses in a centre, or concentrations of non-retail uses within a centre, can reduce the attractiveness of the centre, threatening its vitality and viability. Non-A1 uses should not dominate frontages, nor should they collectively, cumulatively, or individually have a detrimental effect on the character and function of a Local Centre. The increase in the numbers of premises in non-A1 use, has led to a reduction in the number of shops in Local Centres. When this happens people are forced to travel further for their shopping; the consequent reduction in numbers shopping in the centre can lead to some shops becoming non-viable, further reducing the range of shops and damaging the vitality and viability of the centre.

POLICY SS 8: SHOPS AND SERVICES OUTSIDE THE DISTRICT AND LOCAL CENTRES (OUTSIDE THE CAZ)

Aim

- 7.96 To protect shops and services outside the District and Local Centres, because of the convenience and service they provide to residents, and visitors and local businesses.

POLICY SS 8: SHOPS AND SERVICES OUTSIDE DISTRICT AND LOCAL CENTRES (OUTSIDE THE CAZ)

- (A) Planning permission will not be granted for change of use from an A1 use or launderette.**
 - (B) Loss of non-A1 retail uses, to residential, B1 or other uses which do not serve visiting members of the public, will only be permitted in isolated shop-type units.**
 - (C) Planning permission will not be given for proposals that would significantly harm residential amenity or local environmental quality as a result of smells, noise, increased late-night activity and disturbance, or increased parking and traffic.**
-

Policy application

- 7.97 Shops, and local convenience shops (see paragraph 7.18) are considered to be particularly important, and will not be permitted to change from an A1 use unless they are long-term vacant. In such circumstances, applications for A2, A3, sui generis, health, educational, or community uses, or B1 or residential use will be considered on their merits, see Policy SS 9.
- 7.98 Applications for loss of A2, A3, and some sui generis town centre uses outside District and Local Centres will be assessed in the context of policy SS 2, and, where appropriate, policy SS 9. Change of use from a launderette will only be permitted in the case of long-term vacancy. The proximity of an alternative facility will also be taken into account. Traditional public houses are generally considered to add to the character and function of a locality and their loss will only be acceptable if they have been vacant and marketed for at least eighteen months without success.
- 7.99 Permission will not be granted for proposals that would lead to a loss of residential amenity as a result of smells, noise, or late-night activity and disturbance, or increased parking (see policies TACE 8 – 10, SS 12, ENV 6 and ENV 7).
- 7.100 This policy should be read in conjunction with policies SS 1, SS 2, TACE 8 – 10, SS 9, and SS 12.

Chapter 7: Shopping and Services

Reasons

- 7.101 There are many individual or small groups of shops outside the CAZ, which are not considered to constitute a Local Centre. Nonetheless, they provide a valuable service to residents, and in some circumstances, to local businesses, visitors and workers. Many are key local convenience shops (see paragraph 7.18). Local shops and services limit car trips, encourage walking, and make city life more practical and attractive. The loss of any shop, including shops such as travel agents and copy shops, causes inconvenience to residents and local businesses, and increases the need to travel. Loss of shops and service uses, to uses that do not serve visiting members of the public can jeopardise the viability of retail parades and the shops within them, or other retail units in the immediate vicinity.

POLICY SS 9: LONG-TERM VACANT SHOP UNITS IN PERIPHERAL LOCATIONS

Aim

- 7.102 To prevent the attractiveness and vibrancy of shopping streets being undermined by long-term vacant shop units in peripheral locations.

POLICY SS 9: LONG-TERM VACANT SHOP UNITS IN PERIPHERAL LOCATIONS

- (A) Planning permission will normally be granted for the change of use to residential or other appropriate use, of a long-term vacant shop-type unit, which is:**

- 1. on the periphery of a District or Local Centre**
- 2. on the periphery of a small parade**
- 3. an isolated shop-type unit formerly occupied by a non-A1 use**

- (B) Planning permission for the change of use to residential or other appropriate use, of a long-term vacant isolated shop formerly in A1 use will only be granted in exceptional circumstances**
-

Chapter 7: Shopping and Services

Policy application

- 7.103 This policy applies to long-term vacant shop-type units outside the CAZ that are isolated units, or units on the periphery of undesignated parades, or on the periphery of District or Local Centres. The periphery means the end unit in a consecutive row or group. This policy may be applied in these locations where a similar unit in the frontage has been vacant and marketed for at least eighteen months without success. Under certain circumstances unsuccessful intermittent lettings will be considered.
- 7.104 Alternative uses could be residential, or uses which provide employment, e.g. studios, workshops, training centres, or live/work units which would benefit the local area, may be considered appropriate (see paragraphs 5.97 and 5.104 - 5.106). Health, educational or other community uses may also be considered suitable. Applications for change of use to a use which does not attract members of the public, such as residential or B1 office use will not normally be permitted if the unit is in a parade or group of shops and service uses. In some circumstances the change of use of an entire parade of derelict or long-term vacant shop units, to studios, training centres, or live/work units, which would bring economic benefits to the area, may be considered acceptable.
- 7.105 Traditional public houses are generally considered to add to the character and function of a locality and their loss will only be acceptable if they have been vacant and marketed for at least eighteen months without success.
- 7.106 The conversion of isolated shops to a non-A1 use will only be supported in certain circumstances. This may include where there is access to additional shopping facilities within walking distance from the isolated shop type unit which would serve the local shopping needs. In the case of long-term vacant isolated shop units previously occupied by non A1 uses, conversion to residential use is generally preferred, but B1 or health, education or community uses may be permissible. In some circumstances the City Council will ask that the change of use should be accompanied by the removal of the shopfront and the conversion to a frontage of appropriate residential appearance.

Reasons

- 7.107 Long-term vacant (see paragraph 7.13) or derelict shop-type units have a detrimental effect on the appearance of an area or shopping street. Where such vacancies are consecutively located on peripheral frontages of a District or Local shopping centre, the centre may benefit from consolidation of the shopping facilities by the conversion of derelict shop units into residential units. Shop-units on the end of parades outside the Local or District Centres which are long-term vacant may be permitted to change use to residential or a use which would bring employment to the area. Long-term vacant units in the Harrow Road area may particularly

Chapter 7: Shopping and Services

benefit from conversion to an employment or community use. Employment or community uses on the periphery of District or Local centres or local parades could also help to support neighbouring shops and services by attracting members of the public. Policy H 3 encourages the conversion of disused commercial property to residential use.

- 7.108 Isolated shops are important for serving the needs of local residential communities, often providing convenient and accessible local food shops. For this reason greater protection is provided for them to ensure that every effort is made to bring them back into use before accepting the permanent loss of the use.

POLICY SS 10: NEW RETAIL FLOORSPACE IN DEVELOPMENT SCHEMES OUTSIDE THE CAZ

Aim

- 7.109 To encourage new retail accommodation where appropriate.
-

POLICY SS 10: NEW RETAIL ACCOMMODATION IN DEVELOPMENT SCHEMES OUTSIDE THE CAZ

- (A) The City Council will require new shop-type premises to be provided throughout the frontage at ground-floor level in development schemes within a District or Local Centre. Where there is an identified need new shop-type premises may be required to extend a Centre or to provide the opportunity for local convenience shops.**
- (B) A1 uses will generally be required in new shop-type units. Existing A1 floorspace should be replaced. The size and type of units must be appropriate to the character and function of the street.**
- (C) Proposals for retail developments outside District or Local centres will not be permitted if they would cause demonstrable harm to the vitality or viability of existing centres.**

Chapter 7: Shopping and Services

- (D) Introduction or expansion of A1 or other retail use in petrol stations will only be permitted where it would not cause demonstrable harm to the vitality or viability of nearby District or Local Centres, jeopardise future ability to sell cleaner alternative fuels, or have a detrimental effect on local amenity, traffic circulation or parking.**
-

Policy application

- 7.110 Development schemes within District or Local Centres will be expected to provide shop-type premises of an agreed size throughout the frontage at ground-floor level. Exceptions may be made on the periphery of centres which would benefit from consolidation, or where the introduction of non-retail town centre uses (see paragraphs 7.22 d) and e)) would benefit the locality. Shops and other town centre uses may also be required in development schemes which are adjacent to District or Local Centres, if the centres would benefit from expansion, or in or adjoining main rail termini.
- 7.111 In order to ensure that new residents have adequate access to local convenience shops and services, the City Council may require shops to be provided in larger residential schemes where there is a lack of local convenience shops. This would be considered to be an instance where an area would benefit from their introduction. Other than this circumstance, proposals for retail developments not in the District or Local centres will not be permitted if they threaten the viability of existing centres. Large residential developments which are close to a designated shopping centre, and smaller residential developments of over 10 units, may be subject to planning obligations to improve the local shopping area or access to it. See policies STRA 7 and NWW 3.
- 7.112 All applications for commercial use at basement or first-floor level should have a separate access from any access to dwellings for use by residents living above.
- 7.113 A1 uses will generally be required in new shop-type premises in order to improve shopping facilities for local residents. A1 floorspace should normally be replaced or increased, in accordance with the high priority the City Council places on retaining A1 uses. The City Council may enter into agreements with developers to ensure that units are let to specified retail uses. Control may be exercised over the size of units provided. Other uses that attract or serve the public may be suitable, but A3 uses may not be appropriate due to detrimental effect on amenity, or character and function of an area (see policies TACE 8 - 10). Any developments for A3

Chapter 7: Shopping and Services

uses will be required to incorporate measures to minimise noise and vibration. See policies ENV 6 and ENV 7.

- 7.114 Introduction or expansion of convenience A1 uses or other retail uses such as drive-in A3 uses, in petrol stations will not normally be granted if the development would threaten the vitality or viability of nearby District or Local Centres, or if it would jeopardise future capacity to accommodate alternative, cleaner fuels, or have a detrimental effect on local amenity, traffic or parking.
- 7.115 Policies TACE 8 - 10, SS 5-SS 7 and SS 10 may also be relevant. Proposals shall have regard to the access requirements under Policy DES 1.

Reasons

- 7.116 Keeping a concentration and range of shops and other town centre uses in shopping centres is vital to maintain the centres' vitality and viability. Coherent, unbroken street frontages are important to the appearance and function of shopping centres. New shopping and service units adjacent to existing parades are of benefit environmentally as they limit trips and encourage walking and linked trips. The City Council therefore wants to ensure that retail accommodation is not lost in redevelopment schemes. New shop-type premises should be introduced where there is a need for additional shops and services or where a shopping centre would benefit from expansion. Town Centre Health Checks will indicate whether a particular centre would benefit from expansion or consolidation.
- 7.117 Shops and other town centre uses are important in serving the needs of residents, workers, visitors, and businesses locally. Isolated shops and shop units in small parades outside the designated District and Local Centres should therefore be replaced with like units in development schemes where there is a known need. The City Council may also request the provision of new shop units suitable for local convenience uses as part of major new housing schemes, in order to meet the needs of new residents, particularly the less mobile (see paragraph 7.17).
- 7.118 Para. 7.111 states that where there is a lack of convenience shops locally, larger residential schemes may be required to include shops. However, such sites will not be numerous as the distribution of District and Local Centres is fairly widespread. The City Council does not wish developments which are close (i.e. within walking distance) but not in a District or Local Centre, to provide shops as they may threaten the vitality and viability of nearby centres. However, new residential developments should contribute in some way to local shopping facilities. In order to meet the Plan's sustainability objectives, new residents should be able to shop locally, rather than travel further afield. Improved shopping environments,

Chapter 7: Shopping and Services

facilities, or access routes would enhance centres' attraction and help to meet these objectives.

- 7.119 It would, however, be unreasonable to require smaller developments to provide shop units in the development if they are not close to a shopping centre. However, if the proposed development is of a reasonable size (10 or more units), it should contribute to improving a nearby centre, whether or not the Centre is within walking distance. Appendix 7.4 provides a list of District or Local Centres that may benefit from environmental improvements. Policy STRA 7 provides more detail on planning obligations.
- 7.120 Due to the difficulty in finding suitable locations for alternative fuel facilities, development on garage forecourts will only be permitted if it does not compromise future provision of cleaner fuels.

CITY-WIDE POLICIES

POLICY SS 11: Superstores, supermarkets and other major retail developments

Aims

- 7.121 There are three aims to policy SS 11:
- a) to resist major new shopping developments both inside and outside Westminster that would have a negative impact on the viability and vitality of existing shopping centres in Westminster
 - b) to guide appropriate major new shopping developments to suitable sites in existing shopping centres
 - c) to encourage retail proposals that would benefit local residents and enhance the vitality and viability of shopping centres in Westminster without having a detrimental effect on traffic circulation and the environment.

POLICY SS 11: SUPERSTORES, SUPERMARKETS AND OTHER MAJOR RETAIL DEVELOPMENTS

- (A) Planning permission for major retail developments will be granted within: an established shopping area in the CAZ, a District Centre, a larger Local Centre, or in or adjoining main rail termini, if the proposal would not cause harm to the vitality and viability of shopping areas or centres in the catchment area of the development, and if:**
- 1. the proposal is of a size appropriate to the character and function of the shopping centre or area**
 - 2. the proposed site is highly accessible by public transport and for pedestrians, cyclists and the less mobile**
 - 3. the existing road network has sufficient capacity to take any additional servicing traffic generated by the proposal without causing adverse effects on the environment, traffic circulation, or air quality**
 - 4. the proposal provides facilities such as cycle parking and public recycling facilities**
 - 5. the proposal is well designed, relates well to the existing shop frontage, reflects the character of the local area, is landscaped where appropriate and is integrated with the surrounding uses**
- (B) Planning permission for major retail developments may be granted for edge-of-centre sites or out of centre sites where:**
- 1. the applicant can demonstrate there is a need for the development**
 - 2. the proposal would not cause harm to the vitality and viability of shopping areas or centres in the catchment area of the development**
 - 3. the applicant can demonstrate that the sequential test has been fulfilled and that there are no suitable sites within shopping centres or areas (or on the edge of these centres in the case of out-of-centre sites)**
 - 4. the proposal meets all criteria listed in SS 12 (A) above**
- (C) General customer car parking facilities will not be permitted.**

Chapter 7: Shopping and Services

Policy application

- 7.122 This policy applies to any major retail proposal including those that contain A2 or A3 uses. In the case of large A3 developments, policy TACE 10 will take precedence (see policies TACE 8 - 10 and ENV 6).
- 7.123 When assessing proposals for major retail developments, the City Council will follow the advice in PPS 6 and PPG 13, and the clarifying ministerial statements dated February 1999, November 1999, February 2000, March 2000, and May 2000 and the London Plan (2004). All the aforementioned advice states that the preferred location for major retail developments, particularly supermarkets, is in existing town centres. The ministerial statement on retail need requires that proposals for major retail development, outside or on the edge of town centres is first assessed against the need for the development. A statement demonstrating the need for the development must accompany applications for major retail developments outside the locations listed in SS 11 (A). Having established a need, applicants will be required to demonstrate that they have applied the sequential approach to site selection.
- 7.124 Following advice in PPS 6, evidence on the three key tests, the sequential test, and any significant environmental impacts must support all applications for retail developments over 2,500sqm gross floorspace. The City Council will also require some or all the above evidence (including statement of need, where appropriate) in relation to applications for major retail developments that are less than 2,500sqm. This will particularly be required if the development is likely to have a large impact on a District Centre or if the proposal is considered to be large, or unsuitable for other reasons, in relation to the size or character of the centre.

Assessing Need

- 7.125 In the context of PPS 6 and subsequent Ministerial Statements, the requirement to demonstrate 'need' should not be regarded as being fulfilled simply by showing that there is capacity (in physical terms) or demand (in terms of available expenditure within the proposal's catchment area) for the proposed development.

Application of the key tests in PPS 6:

Impact on vitality and viability of town centres

- 7.126 When assessing the impact of proposals for large retail developments on the vitality and viability of town centres, the City Council will take into account matters such as the likely effect on existing convenience shops, on other shops and services, and on any street market in the centre. The potential effect on the vitality and viability of neighbouring shopping centres will also be taken into account. New retail developments

Chapter 7: Shopping and Services

proposed in or adjoining main rail stations should add to the range of retail facilities in Westminster without compromising the viability of nearby shopping areas in the CAZ or in the District or Local Centres.

Accessibility

- 7.127 Opportunities for easy car travel in Westminster are limited by low car ownership levels, and by congestion and the slow speed of traffic. Virtually all Westminster is accessible by public transport. However there are differences in accessibility across the City, with some locations being relatively less well served by public transport. In the Westminster context 'highly accessible' therefore means easily reached by public transport and by local residents on foot and by wheelchair, both from residential areas and from the nearest established shopping areas.

Impact on overall travel and car use

- 7.128 In order to minimise travel, large retail developments should be located in larger town centres, or in or adjoining main rail termini. In order to minimise car use in the City, no new large retail development will be permitted to have customer car parking. Some limited parking for disabled customers or shopmobility schemes will usually be acceptable. Shopmobility and home shopping and delivery schemes will be encouraged.

The Sequential Test

- 7.129 PPS 6 states that a sequential test should be applied when selecting sites for the development of any key town centre use, including retail, food and drink and leisure facilities, which attract a lot of people. In order to safeguard the vitality and viability of town centres, and to encourage linked trips and discourage car use, the sequential test states that major new town centre developments should be located within existing centres. Where no suitable sites or buildings are available, edge-of-centre sites (not more than 200 - 300m from the primary shopping area) should be examined. If there are no suitable sites within or on the edge of existing centres, only then should out-of-centre sites be examined. Applicants should be able to demonstrate that all potential town centre options have been thoroughly assessed before edge-of-centre sites are considered for key town centre uses, and that both town centre and edge-of-centre options have been thoroughly assessed before out-of-centre sites are considered.
- 7.130 The town centre network in Westminster differs from the suburban model. Centres in Westminster are often in close proximity to one another. In addition, slower drive times and barriers such as busy roads make journeys from edge-of-centre locations to the town centre less attractive. In the Westminster context, edge-of-centre sites are defined as sites that are physically separate from the centre, but within 200 – 300m of the core

Chapter 7: Shopping and Services

shopping area, depending on ease of access for pedestrians. Sites more than 200 - 300m from the core shopping area will be considered to be out-of-centre sites. Out-of-centre sites are generally considered unsuitable for major retail developments in Westminster.

Size, design, access and servicing

- 7.131 All major retail developments should be well designed both visually and in terms of convenience to users. They should provide cycle parking and recycling facilities. The design of the store should relate to the frontage in which it is located, and both the size and design should reflect the character of the local area. The scale of the development should be appropriate to the size of the centre. Some conservation areas characterised by small shops e.g. Covent Garden and Soho, will not be considered suitable locations for medium-sized or large supermarkets. Applicants will be required to demonstrate that the access and servicing arrangements proposed for the site are adequate, and that traffic can be accommodated on the surrounding road network without any worsening of environmental conditions or traffic congestion.

Retail warehouse development

- 7.132 Policy SS 11 also applies to retail warehouse development and similar low density, car-based retail developments. Due to the high land values, the density of development and the availability of public transport in the City, these types of development are unlikely to be suitable in Westminster and are more likely to be provided outside the City. The Council will protect existing builders' merchants and timber yards (see policy SS 2) in order to ensure that smaller scale facilities are available locally within the City.

Proposals outside Westminster

- 7.133 The City Council will make representations to other boroughs regarding proposals for major retail developments outside Westminster, which are considered likely to have an adverse impact on the vitality and viability of shopping centres in Westminster, the road network or the environment, or that would increase overall travel and car use.

Reasons

- 7.134 PPS 6 states that three key tests should be applied when assessing major retail developments. These are:
- the impact on vitality and viability of town centres
 - accessibility by a choice of means of transport
 - impact on overall travel and car use.

PPG 13 advises that new shopping developments should be provided in existing town centres in order to reduce travel and encourage linked trips.

Chapter 7: Shopping and Services

- 7.135 Large supermarkets and other major town centre uses should be located in appropriate town centre locations. Using the three key tests the City Council has concluded that not all centres are suitable for major retail uses, and that in most circumstances car parking would have an undesirable impact on overall travel and a negative effect on the rest of the centre. Major retail developments which are out of centre are often considered to have a negative impact on the vitality and viability of existing centres. Out of centre sites are also likely to be less accessible and encourage additional car use. In Westminster, the close proximity of shopping areas means that an edge of centre location is often an edge of centre or out of centre location for neighbouring centres and would therefore often have similar negative impacts on the vitality and viability of existing centres. The small or medium-sized supermarket (500-2,500sqm), located within a shopping centre, and without customer parking facilities, is therefore the preferred option for large-scale food retailing in the City.
- 7.136 New large retail developments within town centres can assist the regeneration of a declining shopping centre, the redevelopment of major sites, and enhance facilities in existing centres. Applications for supermarkets will therefore be particularly welcomed in the North West Westminster Special Policy Area subject to policy SS 11 and NWW policies. Appendix 7.4 includes a list of centres which the health checks have identified that would particularly benefit from improvement or new facilities.
- 7.137 Within Westminster, the Council has identified two sites for major food store development with customer car parking. Development at the former Bus Garage at Wilton Road, SW1 has recently been completed, and the site shown on the Proposals Map at Edgware Road/Paddington Green, W2 has planning permission, however the site is subject to a legal challenge. These locations are highly accessible to shoppers travelling by public transport and on foot, are within District Centres, and are located in north and south Westminster respectively.
- 7.138 The City Council considers that these, together with the wide range of existing supermarkets in centres in Westminster, meet the needs of residents throughout Westminster. Westminster residents who have to use a car already have a sufficient range of supermarkets and superstores located just outside Westminster, such as Nine Elms and Kilburn.

Chapter 7: Shopping and Services

Car parking

- 7.139 Supermarkets, superstores, or other large retail developments will not be permitted to have associated general customer car parking facilities for the following reasons:
- a) Large supermarkets and other major retail developments generate high volumes of traffic. Congestion is already a problem in most parts of Westminster and car-borne shopping exacerbates congestion problems. Most of Westminster is very well served by public transport and Westminster has low car ownership levels (in the 2001 Census only 44% of households had a car, compared to 63% for London as a whole).
 - b) The accessibility, both by public transport and by foot, of shopping areas in Westminster and the traditional high street nature of shopping centres in Westminster, lends itself well to the smaller or medium sized supermarket situated in a shopping street without customer parking.
 - c) Car parking takes up a large amount of space in retail developments and its presence could rule out an otherwise suitable town centre site.

Outside Westminster

- 7.140 The City Council wants to ensure that new, or extensions to existing, regional shopping centres outside Westminster do not have a detrimental effect on the vitality and viability of shopping centres in Westminster.

POLICY SS 12: MINICAB OFFICES AND MOTORCYCLE COURIER OFFICES

Aim

- 7.141 To control the location of minicab, motorcycle and other courier offices.

POLICY SS 12: MINICAB OFFICES AND MOTORCYCLE COURIER OFFICES

- (A) Applications for minicab or motorcycle courier offices will not be permitted where they would have a detrimental effect on residential amenity or on highway safety, traffic flows, or parking.**
 - (B) Conditions may be applied to control the hours of operation, the type of operation, or external lights.**
-

Chapter 7: Shopping and Services

Policy application

- 7.142 Minicab offices and motorcycle courier offices are classified as sui generis uses. Applications for new minicab or motor vehicle courier offices will be considered in the context of policies SS 1-SS 8. The impact on the highway will also be taken into account. In addition, it must be demonstrated that the development would not have a detrimental effect on residential amenity by reason of noise and late-night activity, or by its impact on traffic and parking.
- 7.143 Due to their impact on residential amenity, minicab offices or motorcycle courier offices will not be permitted above, below, adjoining, or opposite existing residential accommodation where residential amenity would be adversely affected in the vicinity of the application site. Conditions will be used to control hours of operation, and the use of flashing lights on the premises except where the applicant can demonstrate that there would be no harm to residential amenity or local environmental quality. Conditions may also be applied to exclude customers from picking up cabs at the premises, in order to prevent cars from waiting outside.

Reasons

- 7.144 Though minicab and motorcycle courier offices provide a convenient means of travel, they can have a detrimental effect on residential amenity, cause congestion and obstruction on the public highway, and lead to air pollution problems. Minicab offices result in late-night activity and noise, often cause parking problems and their flashing lights can cause nuisance to nearby residents and impact on the street scene. However, their impact on residents can be reduced if sited in appropriate locations next to stations, away from residents, where they can provide a safe service to travellers (see STRA 18).

POLICY SS 13: STREET MARKETS AND INDIVIDUAL TRADING PITCHES

Aim

- 7.145 To protect street markets and individual trading pitches which make a valuable contribution to the variety and character of shopping in Westminster, and to encourage proposals for new specialist street markets where appropriate.

POLICY SS 13: STREET MARKETS AND INDIVIDUAL TRADING PITCHES

- (A) Licensed street markets will be protected, and if necessary relocated, if they are affected by development proposals. Where relocation is necessary, the market should be provided with improved layouts and additional facilities.**
 - (B) Other licensed street trading pitches affected by development or proposals to improve the street environment will be removed or relocated where feasible.**
 - (C) Existing storage for traders will be protected and additional preparation and storage space will be required where there is inadequate provision in the immediate area.**
 - (D) Proposals for new street markets and relocation of existing markets will be considered with reference to amenity, parking, servicing, highway, cleansing, refuse storage, recycling and licensing considerations, and the effect on existing street markets, and local shopping facilities.**
-

Policy application

7.146 The City Council has additional powers which supplement its planning powers and which enable it to:

- a) protect licensed street markets. These include: Church Street,, Rupert Street, Berwick Street, Tachbrook Street and Strutton Ground. A decision has been taken to close Bell Street however the street market should be relocating to Church Street.
- b) give favourable consideration to demands for additional trading licences where space is available for pitches in existing street markets.
- c) extend the existing areas of licensed street markets in order to provide additional pitches.

7.147 Additional facilities will include public toilets and storage facilities.

Chapter 7: Shopping and Services

- 7.148 Individual street trading pitches which are affected by development, including environmental improvements, or by proposals which seek to improve the management of the street environment, will be removed or where feasible relocated.

Reasons

- 7.149 It is important to maintain street markets in Westminster as an integral part of the range and character of shopping in the City. Street markets and street trading contribute to the interest and variety of local shopping and provide local services and a range of goods not provided by other shops. Street markets frequently act as retail outlets in areas deficient in local shops, and provide a scale and type of trading which would not be viable or suitable in conventional shop premises. There are also individual licensed street traders operating in Westminster, some of whom offer valuable services locally. There are currently art and craft exhibitions at Green Park and Bayswater Road.
- 7.150 Street stalls are also generally very energy-efficient and represent a very sustainable form of retailing. They use far less energy than conventional shops and little in the form of shopfittings, electrical equipment or packaging. Most of their customers come on foot or by public transport.
- 7.151 The City Council welcomes proposals for new street markets if they would contribute to the character and attraction of the City without harming residential amenity, safety and flow of pedestrians and wheelchair users, existing street markets or shopping facilities. Public toilets and adequate storage and preparation space should be provided to meet public health requirements. Satisfactory provision should be made for recycling and temporary storage of waste.

LOOKING AFTER THE ENVIRONMENT OF SHOPPING AREAS

Aim of policies SS 14 – SS 17

- 7.152 Policies SS 14 - SS 17 seek to improve the appearance, attractiveness, and safety of shopping streets in Westminster whilst safeguarding the environment and the working of the public highway, maintaining free and safe passage for pedestrians and wheelchair users, and protecting residential amenity.

Reasons for policies SS 14 - SS 17

- 7.153 Vibrant, attractive and safe shopping areas provide a service to residents, workers and visitors locally, thereby reducing the need to travel. In addition, a well-maintained environment in shopping areas improves the image and economic prosperity of Westminster. The City Council is

Chapter 7: Shopping and Services

committed to protecting and improving the street environment and these are key aims of the Westminster City Plan and are included as objectives of the Civic Renewal Programme. The City Plan commits the City Council to helping to create or enhance places, spaces and buildings that work well and look well in Paddington, Victoria and the West End, and to effectively manage the West End and its surrounding environment. Objectives of the City Council's Civic Renewal Programme include a West End CCTV programme, targeting street crime, and introducing Street Environment Managers to provide a more proactive cleansing service.

POLICY SS 14: ENVIRONMENTAL IMPROVEMENTS

POLICY SS 14: ENVIRONMENTAL IMPROVEMENTS

The City Council will encourage and, if necessary, promote the improvement of the townscape and environment of shopping areas. Such proposals will, where appropriate, seek improvements to, and be assessed in relation to, the following factors:

- 1. the character and appearance of conservation areas**
 - 2. the convenience and safety of pedestrians people with disabilities/wheelchair users**
 - 3. the residential amenity in the street and neighbouring streets**
 - 4. traffic circulation in the street and neighbouring streets**
 - 5. the increase in numbers of people using the street (particularly where there is a concentration of entertainment uses)**
 - 6. creating a positive social environment**
 - 7. the access requirements of emergency and refuse collection vehicles and bus services**
 - 8. the servicing needs of local businesses**
 - 9. the needs of cyclists**
 - 10. the need for recycling facilities, including bins for cans, plastic bottles, newspapers and other materials**
-

Policy application

- 7.154 Proposals for environmental improvements should be sent to: Director of Planning and City Development, City Hall, 64 Victoria Street, London SW1E 6QP.

Chapter 7: Shopping and Services

- 7.155 Proposals for pedestrianisation, pedestrian priority schemes or pavement widening schemes, either experimental or permanent, will be assessed against the criteria in this policy and also be assessed with reference to policy TRANS 3.
- 7.156 The City Council's Civic Renewal Programme published in September 2001 and the Westminster City Plan (May 2002), both contain town centre initiatives including:
- transforming Paddington, Victoria, and the West End
 - effectively managing the West End and its surrounding environment
 - investing in pavements and street furniture
 - warden schemes
 - CCTV deployment
 - action against unlicensed street activity
 - improving standards of street cleanliness
- 7.157 Through these programmes the Council is working with the New West End Company to promote the success of Oxford Street, Regent Street and Bond Street. Examples of other schemes in shopping areas which are either in progress or being developed include Oxford Street (east), St Johns Wood High Street, Praed Street, and Tachbrook Street. Appendix 7.4 contains a list of shopping areas which have schemes under discussion and shopping areas which might benefit from environmental improvement.
- 7.158 In April 1997 the City Council acknowledged the relevant planning advice and recommendations of the Environmental Study of Central Covent Garden compiled by the Covent Garden Area Trust. The City Council has regard to the study as a material consideration when considering proposals affecting the central part of Covent Garden Conservation Area and in seeking to secure the effective preservation and enhancement of its character and appearance. The study is proposed to be revised and updated.

Town Centre Management

- 7.159 Town Centre Management Schemes are a partnership between retailers and other businesses in a town centre, and landowners, local residents and local authorities. They aim to improve the attractiveness of shopping areas by (among other things) better management of the shopping environment, environmental improvements, traffic management schemes and crime prevention measures. They are beneficial to retailers and shoppers.

Chapter 7: Shopping and Services

7.160 The health and changing roles of shopping areas in the City will be monitored by carrying out regular Town Centre Health Checks (see paragraph 7.3). A strategy to improve the health of a shopping area or centre that is in decline may be drawn up in conjunction with local residents, 'recognised' resident or amenity groups, retailers, and landowners. Strategies could include physical improvements to the centre, better traffic management, improved street cleansing, waste storage and collection, or policies to encourage changes of use of some premises.

POLICY SS 15: SERVICING

POLICY SS15: SERVICING

(A) Where practicable, off-street provision will be required for servicing new developments, especially supermarkets and other large shops, and large A3 and D2 entertainment uses.

(B) Appropriate opportunities will be taken to provide improved servicing arrangements in existing shopping streets.

Policy application

7.161 Development proposals should include off-street provision for servicing, essential deliveries and collection. This will normally be at the rear of a development, and must be adequate to deal with demand generated by the proposal. Rear access lanes and special parking bays will only be accepted if it is not practicable to provide off-street servicing. See also Policy TRANS 20.

7.162 Planning permission may not be granted for proposals, including those that intensify an existing use, that have inadequate servicing arrangements or are likely to cause traffic or parking problems. Conditions may be attached to permissions, limiting servicing to certain times of the day or night.

7.163 There may be some cases that arise which might provide an opportunity to improve servicing arrangements in a shopping street. These may include the redevelopment of a site or a major extension to an existing premises where arrangements could be made to improve servicing to benefit the functioning of the street. See also Policy SS14 for improving opportunities for waste storage arrangements.

Chapter 7: Shopping and Services

7.164 ~~There will be cases, particularly in conservation areas, where the scale and character of buildings in the immediate vicinity will necessitate careful design of off-street servicing in order to comply with Urban Design and Conservation policies. Where there is a change of scale between a major street frontage and the smaller scale of the area behind, servicing facilities may not always be appropriate.~~

Reasons

7.165 ~~Off-street servicing for deliveries and maintenance is generally desirable and often essential. Where there are no servicing arrangements, stopped delivery vehicles will continue to cause congestion and reduce visibility, affecting safety for pedestrians and other drivers. Off-street servicing is particularly important in the case of large shops and A3 or D2 entertainment uses (see Policies TACE 8-10). These premises are usually serviced more often and by large lorries so that the disruption to local traffic and to residential amenity is greater.~~

POLICY SS 16: PAVEMENT SHOPS

POLICY SS 16: PAVEMENT SHOPS

Permission will not be given for pavement shops that would reduce the free passage and safety of pedestrians or other highway users, or have a detrimental effect on the townscape, residential amenity, character or appearance of the street.

Policy application

7.166 A pavement shop is a kiosk-type unit permanently sited on the pavement and normally used for A1 or A3 use. For the reasons given below, pavement shops are generally not considered to be acceptable in Westminster.

7.167 When assessing such applications, consideration will be given to the criteria listed in the Policy, including the effect a pavement shop might have on residential amenity, particularly that of adjacent residential properties. The advice of the Council's Cleansing Manager may also be sought. Consideration will also be given to the effect the pavement shop may have on residential amenity, particularly adjacent residential properties.

Chapter 7: Shopping and Services

Reasons

- 7.168 Pavement shops can inconvenience shoppers, impede the free passage of pedestrians and wheelchair users, reduce safety, and have a detrimental effect on the character, townscape, and appearance of a shopping area, or the amenity of nearby residents. Pavement widths in Westminster tend to be narrow, shopping streets are often crowded, there are very few pedestrianised streets in the City, and many streets are in conservation areas.

POLICY SS 17: WINDOW DISPLAYS

Aim

- 7.169 To maintain an attractive and vibrant shopping environment in shopping streets by ensuring continuity of window displays in shopping frontages.
-

POLICY SS 17: WINDOW DISPLAYS

Non-A1 service or office uses at ground-floor level in shopping frontages will be required to maintain a window display. The window display shall be in keeping with the character and appearance of the streetscape.

Policy application

- 7.170 Window displays shall be provided and should reflect the existing character and appearance of the streetscape. Non-A1 service or office uses at ground-floor level in shopping frontages will normally be required to maintain a window display. However, there may be some circumstances where a window display cannot be provided e.g. banks installing Automatic Teller Machines. It is acknowledged that in this case a full window display may not be possible. Solid roller shutters have a deadening impact on street frontages and will normally be unacceptable.

Reasons

- 7.171 Window displays make an important contribution to the appearance and vitality of a shopping street. They help to distinguish between premises and the shops or services on offer, prevent 'dead frontage' and add to the attractiveness of the street. Non-A1 services or office uses at ground floor level should provide window displays to safeguard the appearance and character of shopping streets.

Chapter 7: Shopping and Services

APPENDIX 7.1

INTERNATIONAL CENTRE PRIMARY SHOPPING FRONTAGES TO WHICH POLICY SS 3 APPLIES

WEST END

Oxford Street, W1: 3-535, 4-556

Regent Street W1: 49-259, 50-270

New Bond Street, W1: 1-81, 87-180

Old Bond Street, W1: 1A-50 (consecutively)

KNIGHTSBRIDGE

Brompton Road, SW7: 2-26, 44-130

Knightsbridge, SW7: 127-129

Knightsbridge Green, (includes arcade), SW7

DISTRICT CENTRES

1. Queensway / Westbourne Grove, W2
2. Marylebone High Street, W1
3. Church Street/Edgware Road, W2
4. St John's Wood, NW8
5. Harrow Road, W9, W10
6. Warwick Way/Tachbrook Street, SW1
7. Praed Street, W2

LOCAL CENTRES

1. Baker Street/Melcombe Street, NW1
2. Abbey Road/Boundary Road, NW8
3. Blenheim Terrace, NW8
4. Charlbert Street, NW8
5. Kilburn Park Road, NW8
6. Lisson Grove, NW8
7. Ebury Bridge Road, SW1
8. Elizabeth Street, SW1
9. Lupus Street, SW1
10. Moreton Street, SW1
11. Motcomb Street, SW1
12. Pimlico, SW1
13. Pimlico Road, SW1
14. Strutton Ground/Artillery Row, SW1
15. Chiltern Street/George Street/Blandford Street, W1
16. Cleveland Street, W1
17. Crawford Street/Seymour Place/York Street, W1
18. Great Titchfield Street, W1
19. New Cavendish Street, W1
20. New Quebec Street, W1
21. Seymour Place, W1
22. Connaught Street, W2

Chapter 7: Shopping and Services

23. Craven Road/Craven Terrace, W2
24. Harrow Road/Bourne Terrace, W2
25. Leinster Terrace, W2
26. Moscow Road, W2
27. Porchester Road, W2
28. Westbourne Park Road, W2
29. Clifton Road, W9
30. Fernhead Road, W9
31. Formosa Street, W9
32. Harrow Road (East), W9
33. Kilburn Lane, W9
34. Lauderdale Road/Castellain Road, W9
35. Maida Vale, W9
36. Nugent Terrace, W9
37. Shirland Road/Chippenham Road, W9
38. Shirland Road Junction, W9
39. Ledbury Road, W11

APPENDIX 7.2

**Policy SS 6: District Centres
Method for calculating percentage length of
Frontage in non-A1 use**

Policy SS 6 states that the length of frontage in non-A1 use should not exceed 20%, 25% or 30% (depending on the centre) in the case of Core Frontages and 45% in the case of Secondary Frontages in the centre as a whole.

Length of frontage (A) = total length of building frontage, not including side streets, round corners, alleyways etc., in the Core or Secondary Frontage in the centre, which is in A class use or sui generis use or other uses which are occupying shop-type premises. It therefore does not include uses such as residential, office blocks, health uses, entertainment and civic uses, and entrances to flats, offices, stations etc. The total length of building frontage is the measurement of each shopfront or part of shopfront which faces onto a designated frontage at ground floor level.

Length of frontage in non-A1 use (B) = the length of frontage of those properties in uses A3, A2, sui generis, B1 office uses which occupy shop type premises, and health uses occupying shop type premises such as solariums/slimming centres and alternative medicine centres, in the Core or Secondary Frontage of a centre. Vacant premises with the lawful use of any of these, or any premises with an outstanding permission for any of these uses, will also be included.

The percentage of frontage in non-A1 use is therefore $\frac{(B) \times 100}{(A)}$

Chapter 7: Shopping and Services

APPENDIX 7.3

COMPOSITION OF PRIMARY SHOPPING FRONTAGES AND DISTRICT, AND LOCAL CENTRES

NB. The parts of this schedule referring to the District and Local centres were compiled using the information in maps 7.4 –7.10 and 7.11.1 - 7.11.39. These District and Local Centre maps therefore take precedence over the written information in this schedule.

Map No. Primary Shopping Frontages:

7.1 West End International Centre, W1
1 - 81 and 87 – 180 New Bond Street
1A – 50 (consec.) Old Bond Street
3 – 535 and 4 – 556 Oxford Street
49 - 259 and 50 – 270 Regent Street

7.1 Knightsbridge International Centre, SW7
2 – 26 and 44 – 130 Brompton Road
127 – 129 Knightsbridge
Knightsbridge Green (including arcade)

District Centres:

7.4 Queensway/ Westbourne Grove, W2
Core Frontage: 2 – 186, and 1 – 171 Queensway (including Whiteleys Centre)
1 – 131 and 2 – 112 Westbourne Grove
71 – 83 Bishop's Bridge Road
Secondary Frontage: 120 – 134 Bayswater Road
118 – 120 Westbourne Grove
1 – 3 and 2 – 18 Chepstow Road
112a and 112b, and 175 – 181 Queensway
24 – 26 and 39 – 41 and 43 – 47 Hereford Road
88 – 98 Bishops Bridge Road

Chapter 7: Shopping and Services

7.5 Marylebone High Street, W1

- Core Frontage: 1 – 3 and 20 – 37 Thayer Street
1 – 57 and 65 – 117 Marylebone High Street
2 – 40 New Cavendish Street
49 – 64 Paddington Street
66 Weymouth Street
- Secondary Frontage: 88, 94 – 122 and 37 – 79 Marylebone Lane
13, 14, and 16 Hinde Street
5 – 18a Thayer Street
1 – 7 and 2a – 6 George Street
1a Marylebone High Street
1 – 7 and 4 – 10 Blandford Street
3 - 45 New Cavendish Street
62 – 64 and 51 – 69 Weymouth Street
3 – 10 Paddington Street
4 – 10 Moxon Street
28a and 28b, and 25 – 27b Devonshire Street

7.6 Church Street/ Edgware Road, W2

- Core Frontage: 1 – 127 and 2 – 140 Church Street
354 – 452 and 283 – 289 plus adjacent major site
on corner of Edgware Road and Church Street
- Secondary Frontage: 304 – 352, 454 – 466, and 349 – 405 Edgware Road
3 – 25 Bell Street
123 – 127 Boscobel Street
93 – 105 and 102 – 110 Frampton Street

7.7 St. John's Wood, NW8

- Core Frontage: 1 – 79 and 62 – 142 St John's Wood High Street
1 – 19 and 2 – 18 Circus Road
40 Wellington Road
98 Cochrane Street
- Secondary Frontage: 2 – 10 St Ann's Terrace
98 – 105 St John's Wood Terrace
20 – 28 Circus Road
128 – 132 Allitsen Road
39 – 45 Barrow Hill Road
60 St John's Wood High Street

Chapter 7: Shopping and Services

7.8 Harrow Road, W9, W10

Core Frontage: 480 – 606 and 355 – 411 Harrow Road
Secondary Frontage: 341a – 351, 353a, 353, 413 – 419 Harrow Road
470 – 478, and 608 - 618 Harrow Road
2 – 8 Fernhead Road
2 Elgin Avenue
4 – 16 Great Western Road
2 – 6 Woodfield Place

7.9 Warwick Way/ Tachbrook Street, SW1

Core Frontage: 2 – 50 and 11 – 53 Warwick Way
15 – 29, 33, 37 – 45, 24 – 46 Tachbrook Street
1 and 2 – 6 Denbigh Street
Secondary Frontage: 1 – 9 and 55 – 59 Warwick Way
1 – 13 and 2 – 22 Tachbrook Street
15 – 37 and 18 – 52 Churton Street
8 – 30, 42 and 42a,b,c, and 3 – 19 Denbigh Street
31, 33, 35 and 48 Belgrave Road
52 – 84, 85 – 96 and major site on the corner of Wilton Road and Gillingham Street
81 – 101 Rochester Row
158 – 166, 167,169, and 169a Vauxhall Bridge Road
Queen Mother Sports Centre
(CAZ policy applies: 168 – 174 Vauxhall Bridge Road and 114/116 Rochester Row)

7.10 Praed Street/Paddington, W2

Secondary Frontage: 5 – 199, 12 – 74, and 120 – 164 Praed Street
plus Great Western Hotel
2 – 24 and 1- 19 Craven Road
1 – 5 South Wharf Road
3 – 18 Bouverie Place
1 – 33 Norfolk Place
2 – 21 and 25 – 27 London Street
1 – 34, 41 and 42 Spring Street

Chapter 7: Shopping and Services

Local Shopping Centres:

7.11.1 Baker Street/ Melcombe Street, NW1

Core Frontage: 1 – 37 and 14 – 22 Melcombe Street
Non-Core Frontage: 186 – 236 and 185 – 245 Baker Street
2 – 8 Melcombe Street
4 – 16 and 1 – 9 Glentworth Street

7.11.2 Abbey Road/ Boundary Road, NW8

Core Frontage: 63 – 81 Abbey Road
Non –Core Frontage: 53 – 61 Abbey Road
81 – 113 Boundary Road
1 - 5 Belgrave Gardens

7.11.3 Blenheim Terrace, NW8

Non-Core Frontage: 1 – 13 and 4 – 26 Blenheim Terrace
37 and 39 Abbey Road

7.11.4 Charlbert Street, NW8

Core Frontage: 37 – 49 Charlbert Street
Non–Core Frontage: 51 and 53 Charlbert Street
74 Allitsen Road
37 and 38 St John’s Wood Terrace

7.11.5 Kilburn Park Road, NW6

Core Frontage: 227 – 239 Kilburn Park Road
Non–Core Frontage: 241 – 243 Kilburn Park Road

7.11.6 Lisson Grove, NW8

Non-Core Frontage: 31 – 51, 57 – 59, and 18 – 34 Lisson Grove
111 Bell Street

7.11.7 Ebury Bridge Road, SW1

Core Frontage: 3 – 37 Ebury Bridge Road
Non-Core Frontage: Public House at 46 Ebury Road and petrol filling station on corner of Ebury bridge Road and Barnabus Street

7.11.8 Elizabeth Street, SW1

Core Frontage: 34a – 58 and 65 – 79 Elizabeth Street
114 Ebury Street
Non-Core Frontage: 24 –32, 35 – 63 and 81 Elizabeth Street
139 – 147 and 116 Ebury Street
(CAZ policy applies: 4 – 22 and 15a - 27 Elizabeth Street)

Chapter 7: Shopping and Services

7.11.9 Lupus Street, SW1

Core Frontage: 105 – 129 Lupus Street

Non-Core Frontage: 50 – 84, 79 – 103 and 131 - 133 Lupus Street
85 – 95 Charlwood Street
134 Alderney Street

7.11.10 Moreton Street, SW1

Non-Core Frontage: 32 – 54 and 37 – 59 Moreton Street
32 and 34 Lupus Street

7.11.11 Motcomb Street, SW1

Core Frontage: 1 – 8, 11 – 23, 24 – 28 (consec.) Motcomb Street
2 – 6 and 7 – 12 Halkin Arcade

Non-Core Frontage: 9 and 10 Motcomb Street
1 – 9 Kinnerton Street
14 – 17 Halkin Arcade
4, 8 and 9 – 11 West Halkin Street
12a, 14 and 15 – 18 Lowndes Street

7.11.12 Pimlico, SW1

Core Frontage: 91 – 103 Tachbrook Street

Non-Core Frontage: 87 – 89 Tachbrook Street plus adjacent public house,
and Pimlico library and underground station
1 – 7 and 2 – 8 Lupus Street

7.11.13 Pimlico Road, SW1

Core Frontage: 20 – 30a, 40 – 74 and 37 – 107 Pimlico Road
190 – 204 and 225 – 231 Ebury Street
2 and 4 St Barnabus Street

7.11.14 Strutton Ground/ Artillery Row, SW1

Core Frontage: 2 – 40 and 7 – 51 Strutton Ground

Non-Core Frontage: 1 – 23 Artillery Row
10, 12, 14 and 15 Greycoat Place
50 – 56 Great Peter Street
(CAZ policy applies: 3 Strutton Ground, 4 – 16 Artillery Row, 2 Greencoat Place)

7.11.15 Chiltern Street/ George Street/ Blandford Street, W1

Core Frontage: 3 – 39 and 2 – 60 Chiltern Street
48 – 51 Dorset Street
35 – 53 Blandford Street

Non-Core Frontage: 43 – 67 Chiltern Street
55 – 63 and 48 – 64 Blandford Street
17 – 31, 37 – 39, 36 – 48, and 52 – 64 George Street
5 – 10, 46, 47, 52 – 55 Dorset Street
24 – 34, 35 – 41 (consec.) Paddington Street

Chapter 7: Shopping and Services

7.11.16 Cleveland Street, W1

Non-Core Frontage: 87 – 125 and 139 – 151 Cleveland Street
public house on corner of Cleveland and Clipstone Street
30 Clipstone Street

7.11.17 Crawford Street/ Seymour Place/ York Street, W1

Core Frontage: 50 – 53 Crawford Street
145 – 161 Seymour Place
85 York Street

Non-Core Frontage: 15 – 49, 54 - 61 and 81 - 117 (consec.) Crawford Street
94a – 116 and 161a – 163a Seymour Place
74 – 108, 65 – 83 and 87 York Street
7,7a, 9 Wyndham Place

7.11.18 Great Titchfield Street, W1

Non-Core Frontage: 53 – 69a and 70 – 86 Great Titchfield Street
24 – 25 Langham Street

7.11.19 New Cavendish Street, W1

Non-Core Frontage: 132 – 146 and 150 – 168 New Cavendish Street
45 – 63 Cleveland Street
1 Foley Street
28 and 29 Hanson Street

7.11.20 New Quebec Street, W1

Non-Core Frontage: 1 –13 and 14 –25 (consec.) New Quebec Street
69 Upper Berkeley Street

7.11.21 Seymour Place, W1

Non-Core Frontage: 3 – 23 and 2 – 30 Seymour Place
27 and 51a Upper Berkeley Street
60 – 64 Seymour Street

7.11.22 Connaught Street, W2

Core Frontage: 9 – 41, 51 – 59a, and 12 - 38 Connaught Street
15 - 31 Kendal Street

Non-Core Frontage: 10a, 61 - 65, and 40 – 50 Connaught Street
2 – 18 and 3 – 9 Porchester Place
47 and 48 Kendal Street
23 Albion Street

7.11.23 Craven Road/ Craven Terrace, W2

Core Frontage: 34 – 44 Craven Road

Non-Core Frontage: 32, 46 and 29 – 45 Craven Road
1a – 3,9 – 24a and 27-30 (consec.) Craven Terrace
46 and 77 Gloucester Terrace

Chapter 7: Shopping and Services

7.11.24 Harrow Road/ Bourne Terrace, W2

Non-Core Frontage: 264 – 292 Harrow Road
100 – 108 Bourne Terrace

7.11.25 Leinster Terrace, W2

Core Frontage: 28 – 33 Leinster Terrace
Non-Core Frontage: 18 – 35 and public house at 17, Leinster Terrace

7.11.26 Moscow Road, W2

Core Frontage: 8 – 16 and 21 – 29 Moscow Road
Non-Core Frontage: 33 – 51 Moscow Road

7.11.27 Porchester Road, W2

Core Frontage: 3 – 43 and 26 – 38 Porchester Road
Non-Core Frontage: 40, 44 – 64 and 45 Porchester Road
84 – 86 Bishop's Bridge Road
218 Queensway

7.11.28 Westbourne Park Road, W2

Core Frontage: 69 – 83 Westbourne Park Road
Non-Core Frontage: 89, 109, 125 – 133, and 137 Westbourne Park Road
Supermarket at ground floor Brunel Estate, Westbourne Park Road
75, 104 – 110 Chepstow Road

7.11.29 Clifton Road, W9

Core Frontage: 1 – 13, 17 – 33, and 4 – 18 Clifton Road
Non-Core Frontage: 15, and 20 – 34 Clifton Road
43 – 47 Maida Vale
1 – 5 Lanark Place

7.11.30 Fernhead Road, W9

Non-Core Frontage: 61 – 81 Fernhead Road

7.11.31 Formosa Street, W9

Core Frontage: 2 – 18 Formosa Street
Non-Core Frontage: 1 – 7 Formosa Street

7.11.32 Harrow Road (East), W9

Non-Core Frontage: 336 – 372 Harrow Road
1 – 11 and 2 – 6d Maryland Road
2 – 12 and 5 and 7 Sutherland Avenue
public house on corner of Amberley Road and Foscothe
Mews

7.11.33 Kilburn Lane, W9

Core Frontage: 336 – 354 Kilburn Lane
Non-Core Frontage: 312 – 334 Kilburn Lane

Chapter 7: Shopping and Services

7.11.34 **Lauderdale Road/ Castellain Road, W9**

Core Frontage: 1a – 12a Lauderdale Parade

Non-Core Frontage: 73 – 81 Castellain Road

7.11.35 **Maida Vale, W9**

Core Frontage: 237 – 255 and 290 - 304 Elgin Avenue

168 – 170 Randolph Avenue

Non-Core Frontage 288 and 306 – 318 Elgin Avenue

166 and 166a Randolph Avenue

7.11.36 **Nugent Terrace, W9**

Non-Core Frontage: 1a – 11 and 2 – 10 Nugent Terrace

7.11.37 **Shirland Road/ Chippenham Road, W9**

Core Frontage: 174 - 182 Shirland Road

Non-Core Frontage: 185 – 195, 201 – 207, and 213 – 219 Shirland Road

93 – 99 and 120 – 124 Chippenham Road

7.11.38 **Shirland Road Junction, W9**

Non-Core Frontage: 117 – 131 Shirland Road

97 and 128 Elgin Avenue

7.11.39 **Ledbury Road, W11**

Core Frontage: 48 – 68 Ledbury Road

170 –176 Westbourne Grove

Church at corner of Ledbury Road and Westbourne Grove

Chapter 7: Shopping and Services

Information Note regarding the maps 7.1, 7.4- 7.10, and 7.11.1 – 7.11.39

Please note:

The colour coding in the District and Local Centre maps does not indicate the exact boundary of the centre as the area extent of individual properties has not been surveyed.

In general, the centre will include all those properties that are colour coded, and will cover all parts of premises in the designated frontage and not just their principle facades. Exceptions to this general rule will be indicated.

Chapter 7: Shopping and Services

APPENDIX 7.4 **HEALTH AND ENVIRONMENTAL STATUS OF SHOPPING** **AREAS IN WESTMINSTER**

[this heading should appear at the top of each new page of this table]

List of Major Shopping Areas	Health and environmental assessment of Shopping areas 1997	Health assessment of shopping areas (from 2002 Health Checks)	Environmental assessment of shopping areas (from 2002 Health Checks)	Proposals
SHOPPING AREAS IN CAZ				
Oxford Street	GOOD	HEALTHY	OK	New West End BID area. Draft ORB Action Plan
Regent Street	GOOD	HEALTHY	GOOD	New West End BID area. Draft ORB Action Plan
New and Old Bond Street	GOOD	HEALTHY	GOOD	New West End BID area. Draft ORB Action Plan
Brompton Road, Knightsbridge, and Knightsbridge Green	OK	HEALTHY	GOOD	
Edgware Road (south)	OK	HEALTHY	OK	Action Plan
Victoria Street	GOOD	HEALTHY	OK	
Piccadilly	GOOD	HEALTHY	GOOD	Heart of London BID for Piccadilly Circus
Soho	GOOD	HEALTHY	OK	Draft Action Plan
Carnaby Street	GOOD	HEALTHY	GOOD	
Charlotte Street/Fitzrovia		NEUTRAL	OK	
Chinatown		HEALTHY	GOOD	Action Plan. Draft Theatreland Strategy
Covent Garden	GOOD	HEALTHY	GOOD	Action Plan. Draft Theatreland Strategy.
Strand	GOOD	HEALTHY	GOOD	
Shepherd Market	GOOD	NEUTRAL	GOOD	
Jermyn Street	GOOD	HEALTHY	GOOD	
Shaftesbury Avenue	GOOD	HEALTHY	OK	
South Audley Street/Mount Street		HEALTHY	GOOD	
Wigmore Street		IN DECLINE	GOOD	
Baker Street (South)	OK	NEUTRAL/	OK	

Chapter 7: Shopping and Services

List of Major Shopping Areas	Health and environmental assessment of Shopping areas 1997	Health assessment of shopping areas (from 2002 Health Checks)	Environmental assessment of shopping areas (from 2002 Health Checks)	Proposals
DISTRICT CENTRES				
Queensway / Westbourne Grove, W2	Neutral with poor environment	HEALTHY	OK	Civic Streets
Marylebone High Street, W1	GOOD	HEALTHY	GOOD	Civic Streets
Church Street / Edgware Road, W2	POOR	NEUTRAL	POOR	Civic Streets
St John's Wood, NW8	GOOD	HEALTHY	GOOD	Civic Streets
Harrow Road, W9, W10	Decline with poor amenity	IN DECLINE	POOR	Civic Streets
Warwick/ Way/ Tachbrook Street, SW1	OK	NEUTRAL	OK	Civic Streets
Praed Street, W2	Neutral/poor env. quality	AVERAGE	OK	Paddington BID area and Civic Streets
LARGER LOCAL CENTRES				
Crawford Street/ Seymour Place/ York Street, W1	Decline/average	Neutral	OK	
Chiltern Street/George Street/Blandford Street, W1	OK	Neutral	OK	
Cleveland Street, W1*		Neutral	OK	
Motcomb Street, SW1 (previously called Belgravia)	GOOD	Healthy	GOOD	
Strutton Ground/Artillery Row, SW1	GOOD	Healthy	OK	
Pimlico, SW1		Neutral	OK	
Moreton Street, SW1		Healthy	GOOD	
Pimlico Road, SW1 (previously called Pimlico)	OK	Healthy	GOOD	
Elizabeth Street, SW1	OK	Healthy/ Average	OK	
Lupus Street, SW1	Decline/poor environmental quality	Neutral/ Average	OK	
Porchester Road, W2		Healthy/ Average	OK	
Craven Road/Craven Terrace		Neutral/ Average	OK	

Chapter 7: Shopping and Services

List of Major Shopping Areas	Health and environmental assessment of Shopping areas 1997	Health assessment of shopping areas (from 2002 Health Checks)	Environmental assessment of shopping areas (from 2002 Health Checks)	Proposals
Baker Street /Melcombe Street, NW1	OK	Healthy	POOR	
Charlbert Street, NW8		Neutral	POOR	
Abbey Road/Boundary Road	Healthy/poor environmental quality	Healthy	OK	
Harrow Road (east), W9	Decline/poor environmental quality	In decline	POOR	
Harrow Road/Bourne Terrace, W2	Neutral/ poor environmental quality	Neutral	POOR	
Kilburn Lane, W9	Neutral/ poor environmental quality	In decline	POOR	
Kilburn Park Road, NW6		Neutral	OK	
Clifton Road, W9 (previously called Maida Vale (south))	GOOD	Health	GOOD	
Maida Vale, W9	GOOD	Healthy	OK	
Ledbury Road, W11		Healthy	GOOD	
Connaught Street, W2	GOOD	Healthy	GOOD	
Lauderdale Road / Castellain Road, W9		Healthy	GOOD	
Shirland Road Junction, W9	GOOD/OK	Neutral	OK	
Shirland Road /Chippenham Road, W9	Neutral/poor environmental quality	In decline	POOR	
Lisson Grove, NW8	Decline/poor environmental quality	In decline	POOR	

- Source: City of Westminster Health Checks 1997 and 2002
- Health assessment is either Healthy, Neutral or in Decline.
- Environmental assessment (Daytime amenity) is either Good (more than 10% above the average for that tier of centre), OK, or Poor (more than 10% below the average for that tier of centre).

Chapter 7: Shopping and Services

Smaller local centres

Blenheim Terrace: Healthy/OK
Ebury Bridge Road – In decline/OK
Fernhead Road – In decline/OK
Formosa Street – Neutral/OK
Great Titchfield Street – Neutral/OK
Leinster Terrace – Neutral/OK
Moscow Road – In decline/OK
New Cavendish Street – Neutral/OK
New Quebec Street – In decline/Good
Nugent Terrace – Neutral/OK
Westbourne Park Road – Neutral/OK

Note on assessment:

Health assessment stated in Health Checks

CAZ Centres – environmental assessment – taken from daytime amenity rating in 2002 Health Checks and assessed as good, ok or poor. OK is where the centre scores less than 10% than the average for the CAZ centres.

District and Local Centres – environmental assessment – taken from daytime amenity rating in 2002 Health Checks and assessed as poor, ok or good according to overall % figure and assessed as poor or good if more than 10% below or above the average for that tier of centre.