

London Borough of Hammersmith and Fulham
Draft Local Plan

Background paper: Retail Policies

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1 Purpose of the report

- 1.1 This paper provides background evidence to help inform shopping policies contained within the review of the borough's Local Plan. The paper outlines supporting evidence for the proposed policies and their conformity with the National Planning Policy Framework (NPPF) (April 2012).
- 1.2 This background paper also provides an analysis of the health of the borough's existing Town Centres, Key Local centres, Satellite Parades and Neighbourhood Parades (as designated in the Core Strategy (October 2011)). Within the analysis of this report, the health of each Local centre and whether the centre continues to meet the quota policies for A1 class uses and A3-5 class uses is examined. The main data sources used to inform this paper are the council's in-house shopping centre surveys (last updated in April 2012 and August 2014).

2 Conformity with NPPF

- 2.1 The National Planning Policy Framework (NPPF) was published in April 2012. It requires Local Authorities to develop retail policies which are positive and promote competitive town centre environments and which manage the growth of centres over a plan period. It requires an appropriate network of centres to be defined and wants Local Authorities to provide customer choice and a diverse retail offer in their centres.
- 2.2 The borough's draft Local Plan contains the overarching retail policies for the borough including the designation of a shopping hierarchy, which defines the required network of centres outlined in the NPPF. The draft Local Plan also contains more detailed policies which seek to ensure that the viability and vitality of the town and local centres are safeguarded. On this basis the draft Local Plan is considered to be in line with the objectives and requirements of the NPPF.
- 2.3 The NPPF requires Local Authorities to set policies which make clear which uses will be permitted in town centre locations. In response to this, the draft Local Plan retail policies aim to provide clear and precise policy quotas which seek to manage the uses within the town centres and also the lower tier centres.
- 2.4 There is a strong emphasis in the NPPF on making centres resilient to economic change and recognising the characteristics and individuality of centres. This is reflected in the draft Local Plan policies, where the quota policies allow for a variety of uses in specific frontages and centres. This

is intended to make the centres vibrant and diverse enough to withstand changes in the current market.

- 2.5 Whilst the NPPF appears to focus mostly on town centres, draft Local Plan policies for Local centres are also considered to be consistent with the need to make centres resilient to economic changes. For example the proposed policies sight vacancy and the characteristics of the proposed use as a key criteria, when assessing the appropriateness of non retail proposals.

3 Town Centres Analysis

- 3.1 The proposed town centre quota policies in the draft Local Plan have not changed significantly from those in the existing Development Management Local Plan. There is still a restriction on changes from A1 use in specific parts of the prime retail frontage and there are maximum quotas for non-A1 and A3-5 uses proposed for the remaining core frontage and also the non-prime retail frontages. It is considered appropriate to continue the approach of controlling the amount of class A1 retail by limiting the amount of frontage that can be in non retail uses. There are a number of reasons for this. Firstly, for a town centre to operate successfully, it is necessary for shops to group together in order to enable shoppers to make comparisons. Secondly, the intrusion of non- retail uses, on too larger a scale, can not only inhibit this process, but also it can sometimes reduce the attractiveness of a centre and damage its trading position. Some non retail uses are considered complementary to the town centre, but there must be a limit to the extent of such uses, otherwise the retail function could be adversely affected.
- 3.2 The quota in the draft Local Plan for prime retail frontages is proposed to be set at 66% A1 frontage, so no more than 33% non-A1 frontage would be permitted in the prime frontage as a whole or within individual street blocks. In addition, no more than 20% A3-5 frontage would be permitted in any one street block. The results of the town centre survey carried out in April 2012 indicate that A1 use is still strong in each of the prime retail frontages, with all three town centre prime frontages operating above and around the 66% quota. Hammersmith for example retains 79% of its prime frontage in A1 use. Fulham retains 65% in A1 use and Shepherd's Bush retains 56% in A1 use (See Appendix 1 for survey data). In the case of Shepherd's Bush, the data does not include the shopping frontage at Westfield London and therefore the overall health of the centre for A1 use is considered to be good, despite the percentage of A1 appearing to be relatively low.
- 3.3 The proportion of frontage in A3-5 use in the prime retail frontages is also considered to be consistent with the proposed quota policies in the draft Local Plan. The survey from April 2012 (shown in Appendix 1) indicates that all three town centres have approximately 20% or less of

their prime retail frontage in A3-5 use. Hammersmith has only 10% in A3-5 use, Fulham has 20% and Shepherd's Bush has 22%. There are currently only 4 out of 9 street blocks within the prime retail frontage of Hammersmith which have more than 20% of their frontage in A3-5 uses; Fulham's prime retail frontage has 3 out of 14 and Shepherd's Bush's has 4 out of 9. Whilst there are some infringements to the proposed quotas already within these frontages, having higher thresholds in these core areas for A3-5 uses could be detrimental to the retail function of the centre. With further flexibility afforded to A3-5 uses in the non-prime retail frontages and satellite parades, the proposed quotas are considered appropriate. It is considered that the recent survey data does not justify a change to be made in the quota policy for the prime retail frontage and where infringement of the proposed quotas may already have occurred it is considered that the policies could help to maintain a good mix of A1 and non-A1 uses.

- 3.4 The proposed quota in the draft Local Plan for non-prime retail frontages seeks no more than 50% of the frontage of an individual street block to be in non A1 use and no more than 33% in A3-5 use. Whilst the survey data (see Appendix 1) shows that some of the street blocks within the non-prime retail frontages are already below the proposed quota of 50% for non A1 and 33% for A3-5, these are considered to be appropriate quota thresholds for the three centres. The council considers that in these frontages, a satisfactory balance of uses, taking into account the existing position with regard to retailer and business representation, can be achieved by the proposed draft Local Plan policies. The satellite parades on the edge of these centres will also help to provide further flexibility and accommodation for non A1 occupiers in the locality and will allow the council to consolidate and retain retail units in the prime retail frontage and help the town centres exercise resilience against any future economic changes.

4 Local Centre Analysis

Key Local Centres

- 4.1 The proposed local centre quota policies in the draft Local Plan 2014 have not changed from those in the existing Development Management Local Plan. The proposed draft Local Plan quota policy for the Key Local Centres allows up to 50% of the frontage to be in non-class A1 uses. This is considered to be an appropriate threshold in these relatively large centres as it reflects the situation on the ground and will still maintain a significant amount of class A1 retail provision (see Appendix 2 which shows that all 4 key local centres meet the proposed 50% quota for class A1 frontage). The quota will also allow the council more opportunity to positively respond to demands for non-A1 uses, including provision of local services that residents might expect to find in these larger lower tier centres, for example financial and professional services, health services and food and drink establishments, such as cafes and takeaways.
- 4.2 In respect of cafes/restaurants/bars and takeaways (class A3 to A5) uses, the proposed quota policy in the draft Local Plan applies a 20% quota to the frontage of the whole centre, thereby providing flexibility in the consideration of proposals in individual street blocks which are already above the 20% class A3 to A5 threshold. At the same time, the 20% quota will continue to ensure that other service needs can be met within the centres and that environmental quality is not compromised by too many food and drink establishments. Appendix 2 indicates that the class A3 to A5 quota is marginally infringed in one centre, but it is considered that this should not impair the operation of the policy.

East Acton

- 4.3 East Acton Key Local Centre has a gross frontage length of 204.5m split between three separate parades. The centre is dominated by A class uses (A1, A2, A3, A4, and A5) which make up 90.7% of the centre's total frontage. The percentage of the frontage that is made up of non-A1 class properties is 33%, A5 (11%) and non A class uses (9.3%). This 33% figure complies with Development Management Local Plan policy DM C4 which states that no more than 50% of the length of the key local centre frontage should be in non-A1 use class and no more than 20% of the centre should be permitted to change to A3-A5 uses. At the time of survey in 2014, there was no vacancy within the centre. The centre also extends into the borough of Ealing and therefore it is larger in frontage than our borough data analysis indicates.

Recommendation: No change to existing centre.

Askew Road

4.4 Askew Road Key Local Centre is the second largest key local shopping centre in the borough with a total gross frontage of 403.5m split amongst six separate blocks. The centre is dominated by A1 use class properties which make up 54% of the total frontage, slightly below the borough average for key local centres of 61%. There is also a high proportion of both non A1 uses (46%) and A3-A5 frontage (19%) but the centre complies with existing policy DM C4. Vacant units make up 12% of the total centre, a decrease on the 2011 Survey figure of 19.5%.

Recommendation:

- Extension of the Askew Road Key Local Centre.
- The survey has identified adjacent A class units which complement the centre and form part of the areas retail offer. It is therefore proposed that these units (see appendix 2) should be included within the centre and the boundary amended accordingly (see appendix 3).

North End Road (West Kensington)

4.5 North End Road (West Kensington) key local centre is the largest in the borough, with a total frontage of 410.5m comprising six separate blocks and some adjacent units. As might be expected of such a large and extended shopping centre, there is a wide variety of services available, and A1 represents 59.1% (58.8% in 2011) of the centre's total frontage. The centre as a whole has an A3-A5 proportion of 19.1% above the borough average for key local centres but below the 20% quota specified in existing policy DM C4. The centre complies with policy DM C4 as 40.9% of the centre is for non-A1 uses. North End Road also has an above average vacancy rate of 24% a significant increase on the 2011 figure of 11.6%.

Recommendation:

- Extension of North End Road Key Local Centre.
- The survey has identified adjacent A class units which complement the centre and form part of the areas retail offer. It is therefore proposed that these units (see appendix 2) should be included within the centre and the boundary amended accordingly (appendix 3).

Fulham Road

4.6 Fulham Road is the largest of the borough's key local shopping centres with a gross frontage of 534.5m split between 10 blocks. The centre offers a wide variety of uses, with A1 (63.3%) and A2 (11.3%) occupying the majority of the frontage. A3-A5 usage within the centre constitutes 21.2% of the total frontage exceeding the 20% quota set out in existing policy DM C4. Non-A1 use represents 37% of total frontage, below the 50% quota of policy DM C4 (a). Vacancy within Fulham Road stands at

4% of the total frontage which is below the 8% average for the borough's key local centres.

Recommendation: No change to existing centre.

Neighbourhood parades

- 4.7 Appendix 2 provides survey data showing the health of the neighbourhood parades in 2014. On the basis of this data, six of the 17 parades would already infringe the proposed 65% quota. However, despite the infringements, the proposed 65% quota for A1 is considered to be an appropriate threshold in these parades as they remain a local destination for retail. The change in quota will allow for some change of use applications that are appropriate in these locations, whilst still retaining a significant proportion of the retail frontage.
- 4.8 The proposed draft Local Plan quota of no more than 20% A3-5 frontage for food and drink uses in the neighbourhood parades reflects the need to protect against an over concentration of A3-5 uses in what are regarded as predominantly retail locations providing local shopping. The Survey data from 2011 (as shown in Appendix 2) indicates that there would already be a minor infringement of the proposed 20% quotas in 7 of the centres. However, on balance it is felt that the proposed quota for food and drink uses is appropriate and that the frontage of these centres should not exceed the proposed level in order to ensure that shopping and other service needs continue to be met and environmental quality is not compromised by too many food and drink establishments.

Bloemfontein Road

- 4.9 Bloemfontein Road Neighbourhood Parade has a gross frontage length of 155m set out in two blocks. The centre is dominated by A1 use class (81%) and A3-A5 (10%) of the frontage, with 54% of A1 properties classified as convenience shops. The neighbourhood parade is in compliance with existing Development Management Local Plan policy DM C4 a) and b). 20% of the units of the parade are vacant, above the average of 12% for the neighbourhood parades, representing a decrease on the 2011 figure of 45%.

Recommendation:

- Extension of Bloemfontein Road neighbourhood Parade.
- The survey has identified one adjacent A1 class unit which complements the centre and form part of the areas retail offer. It is therefore proposed that this unit (see appendix 2) should be included within the centre and the boundary amended accordingly (see appendix 3).

Uxbridge Road West

- 4.10 Uxbridge Road West has a gross frontage length of 219m and is split into five separate blocks. The centre as a whole offers a wide variety of services, with a mix of A1 (68%), A2 (9%), and A3-A5 (19%) uses making up the majority of the parade. The parade complies with bullet point a) of existing policy DM C4 as 32% of the frontage of the centre is in non-A1 uses and A3-A5 usage constitutes 19% of the total frontage

above the quota specified in policy DM C4 point b). Vacancy stands at 12% of the total frontage, an increase on the 2011 figure of 11%.

Recommendation:

- Extension of the Uxbridge Road West Neighbourhood Parade.
- The survey has identified adjacent A class units which complement the centre and form part of the areas retail offer. It is therefore proposed that these units (see appendix 2) should be included within the centre and the boundary amended accordingly (see appendix 3).

Edward Woods Estate

4.11 Edward Woods Estate Neighbourhood Parade is unique in that it is the only part of the borough that falls on the eastern side of the West Cross Route, and this limits its accessibility to the rest of Hammersmith and Fulham. The centre consists of 153.5m frontage split between two blocks. 96% of the frontage of the centre is classified as A1 use class complying with existing policy DM C4. The proportion of A3-A5 use also meets point b) from policy DM C4 being below the 20% quota at 0%. This figure reflects the loss of a pub and the reprovision of a convenience shop (A1 use class). The vacancy rate is an issue for the centre representing 26%, the second highest percentage of vacant units of all neighbourhood parades.

Recommendation: No change to existing centre.

Brackenbury Village

4.12 Brackenbury Village Neighbourhood Parade is the smallest of the borough's sixteen protected parades, with a total frontage of just 53.5m in a single parade. In such a small parade any change of use can have major implications on the balance within the centre. A1 (62%) and A3 (18%) are the most dominant uses within the centre and 27% of the A1 units are convenient shops, which is considered to be a good proportion. 29% of the frontage of the parade is A3-A5 units which is much higher than the 18% average within all the neighbourhood parades but lower than the 20% quota in existing policy DM C4. Vacant units make up 17% of the total centre, a slight increase on the 2011 figure of 14%.

Recommendation: No change to existing centre.

Blythe Road

4.13 Blythe Road Neighbourhood Parade has a gross frontage of 124.5m split into three blocks. The centre has a good proportion of A1 use (66%) and an above average provision of A3-A5 units (19% against an average of 13%). Blythe Road complies with existing policy DM C4 as 34% of the centre as a whole is classified as non-A1 and 19% as A3-A5 uses.

Blythe Road has a slightly above average vacancy rate of 14%, an increase on the 2011 figure of 10%.

Recommendation: No change to existing centre.

Baron's Court

4.14 Baron's Court Neighbourhood Parade is the third smallest of the boroughs neighbourhood parades with a gross frontage of 78.5m split between two blocks. The centre is dominated by A class uses (A1, A2, and A3) which make up 100% of the centre's total frontage. Non-A1 properties represent 21% of the frontage (A2: 8% and A3: 13%) and it therefore complies with existing policy DM C4. This centre provides day-to-day essentials for the local residents as 27% of the parade is made up of convenience shops. At the time of the survey in 2014, not a single property within the parade was vacant.

Recommendation: No change to existing centre.

Greyhound Road

4.15 Greyhound Road Neighbourhood Parade has a gross frontage of 161.5m split between four blocks. The parade has an A1 frontage of 63% and a below average provision of A3-A5 uses of just 10%. The major concern with this centre is that the proportion of non-A1 use (37%) is higher than the 35% quota in existing policy DM C4. Vacancy within the centre stands at 10% which is below the 12% average for the neighbourhood parades.

Recommendation:

- Extension of the designated Neighbourhood Parade to Fulham Palace Road and Lillie Road and removal of protected units at Greyhound Road (see appendix 3 **Error! Reference source not found.**).
- The survey has indicated that the retail presence in this area has shifted from Greyhound Road onto Fulham Palace Road (see appendix 2). It is therefore considered necessary to amend the boundary accordingly.
- Rename parade as Fulham Palace Road North.

Fulham Cross

4.16 Fulham Cross Neighbourhood Parade has a frontage of 112m split between three blocks. The majority of the frontage is taken up by A1 use class (63%). The proportion of non-A1 frontage is 37% and does not comply with existing policy DM C4. There are also policy concerns in relation to the proportion of A3-A5 use classes which represent 32% of the total frontage. The vacancy rate was 15% in 2014, above the 12% average for neighbourhood parades.

Recommendation: No change to existing centre.

Munster Road

4.17 Munster Road Neighbourhood Parade has a gross frontage of 200m shared between five separate blocks. The centre is mainly split between A1 (70% of which 20% is convenience) and A3 (24%) uses. There are policy concerns in relation to A3-A5 usage within the centre as a whole, which represents 27% of the total frontage. The amount of vacant frontage at the time of survey was 19% which is above the 12% average.

Recommendation: No change to existing centre.

Fulham Palace Road South

4.18 Fulham Palace Road South Neighbourhood Parade has a gross frontage of 140.5m split between three blocks. The centre is dominated by A1 (59%), A2 (18%) and A3 (14%) uses. There are concerns relating to the centre parade as a whole, as 41% of the centre frontage is made up of non-A1 uses which is more than the 35% quota set out in existing policy DM C4. 14% of the frontage is taken up by A3-A5 use which complies with policy DM C4. There was no vacant frontage at the time of survey.

Recommendation: No change to existing centre.

King's Road

4.19 The King's Road Neighbourhood Parade consists of 298m of frontage. The King's Road offers the highest proportion of A1 frontage provision of all the boroughs neighbourhood parades at 85%. It includes a high proportion of specialist shops. As a result there are no issues in relation to non-A1 frontage as the centre falls well below the 35% maximum as set out in existing policy DM C4. A3-A5 frontage within the centre, as a whole, stands at 14%, in line with policy and below the 20% maximum recommendation. At the time of the survey, vacancy accounted for 5% of the centre's total frontage, which consisted of three individual units. This level of vacancy is below the borough average of 12%.

Recommendation: No change to existing centre.

Fulham High Street

4.20 Fulham High Street Neighbourhood Parade consists of six frontages with a total length of 470m, the largest of the borough's neighbourhood parades in terms of gross frontage. A1 frontage, consisting of a high proportion of specialist shops, represents 66% of the total frontage. A3-A5 uses within the centre as a whole constitute 15% of the centre's frontage, below the borough average which complies with existing policy

DM C4. The centre as a whole provides 34% of its total frontage as non-A1 use which also complies with the policy. The vacancy rate stood at 7% in 2014, below the borough wide average for neighbourhood parades.

Recommendation: No change to existing centre.

Parson's Green

4.21 Parson's Green Neighbourhood Parade has a gross frontage of 437m split amongst nine blocks. The main uses within the centre are A1 (71%), A2 (12%) and A3 (12%). 13% of the frontage is for A3-A5 uses below the average for neighbourhood parades and complying with existing policy DM C4. Similarly, at 29.2%, the proportion of non-A1 frontage meets the quota defined in policy DM C4. The vacancy rate in 2014 was only 1%, significantly below the 12% borough average for neighbourhood parades.

Recommendation: No change to existing centre.

Wandsworth Bridge Road North

4.22 Wandsworth Bridge Road North Neighbourhood Parade consists of 232m on frontage split between five blocks. The main uses of the centre are A1 (77%) and A3 (14%). In terms of policy, non-class A1 constitutes 23% of the total frontage, whilst A3-A5 use stands at 14% within the centre complying with policy C4. Vacancy at the time of survey was just 2% of the frontage, below the 8% average for neighbourhood parades as whole.

Recommendation:

- Include 132 Wandsworth Bridge Road North which is a Sainsbury's under construction at the time of the survey (see appendix 2 and 3).

Wandsworth Bridge Road South

4.23 Wandsworth Bridge Road South Neighbourhood Parade is the second smallest of the borough's neighbourhood parades, with a gross frontage of just 66m divided between two blocks. The centre is dominated by A1 usage, which constitutes 92% of its total frontage. As a result there is no issue infringement of existing policy DM C4 in relation to the centre as a whole. Similarly, there is no contravention of policy as the centre offers 8% of A3-A5 uses, which is below 20% quota. At the time of survey there was no vacancy.

Recommendation: No change to existing centre.

King Street (Hamlet Gardens)

4.24 King Street (Hamlet Gardens) Neighbourhood Parade has a frontage of 241m split into 6 blocks. The centre offers a varied mix of services, the most dominant use classes are A1 (61%), A2 (8%), A3 (20%), A5 (9%) and others (D1, SG, other) (3%). Non-A1 usage within the centre, as a whole, stands at 39%, which is above the prescribed quota and does not comply with existing policy DM C4. Similarly, A3-A5 provision stands at 29% which is above the percentage set out in the same policy. Vacancy within King Street (Hamlet Gardens) stands at 13% of total frontage in 2014, slightly higher than the 12% average for neighbourhood parades.

Recommendation: No change to existing centre.

Parsons Green Lane (proposed new parade)

4.25 Parsons Green Lane is proposed as new neighbourhood parade with a gross frontage of 154m. The new parade is proposed in order to acknowledge the retail presence in this area which has been established following the opening of three small scale supermarkets.

Satellite Parades

- 4.26 The health of town centres and the local centres which surround them are intrinsically linked and as shopping habits in the town centre change, the types of uses which want to locate in these smaller satellite parades have also changed. The result of which has been a noticeable uplift in the amount of food and drink establishments, mini cab offices and amusement centres seeking premises within these parades. The designation of the Satellite Parades has provided the opportunity to introduce more appropriate quotas for non retail, including class A3-5 uses, whilst also retaining a proportion of retail (A1 class uses).
- 4.27 The proposed draft Local Plan quota of 50% ground floor frontage for A1 is considered to be an appropriate threshold in these parades as they are immediately adjacent to town centres and remain a destination for retail, but also for a wider variety of service and non retail uses. The survey data provided in Appendix 2 indicates that two parades are operating above the proposed 50% quota, but as the infringement is only marginal in these two centres, it is considered appropriate to maintain the quota across all six parades.
- 4.28 The proposed 25% ground floor frontage for A3-5 is also considered to be an appropriate threshold in these parades as they are located adjacent to town centres where there is pressure for more food and drink uses and less need for the retail frontage to be protected. One parade, Fulham Palace Road, has already exceeded the upper limit (25%) of A3-5 frontage that is proposed, but on balance it is felt that the quota for food and drink uses is set at an appropriate level for relieving pressure on the town centres for A3-5 uses whilst still retaining a proportion of A1 use.

Uxbridge Road East

- 4.29 Uxbridge Road East Satellite Parade has a total frontage of 413.5m split into eight separate blocks. The centre as a whole offers a variety of facilities, with a mix of A1 (68%), A2 (9%), and A3-A5 (19%) uses making up the majority of the parade. Both the proportion of non-A1 and the proportion of A3-A5 comply with existing Development Management Local Plan policy DM C4. Vacant units represent 10% of the centre's frontage as a whole which is below the 17% average for the satellite parades.

Recommendation: No change to existing centre.

Goldhawk Road

- 4.30 Goldhawk Road Satellite Parade has a gross frontage length of 209m split into five separate blocks. The centre is dominated by A1 retail units

which make up 61% of the total frontage which is slightly above the borough average of 63% for satellite parades and complies with policy DM C4. A3-A5 uses within the centre represent 22% of the total frontage which is below the 25% quota specified in existing policy DM C4. Goldhawk Road has the highest percentage of vacant units of all satellite parades with 35% of vacancy rate, an important increase on the 2011 figure of 10%.

Recommendation:

- Extension of the Goldhawk Road Satellite Parade.
- The survey has identified adjacent A class units which complement the centre and form part of the areas retail offer. It is therefore proposed that these units (see appendix 2) should be included within the centre and the boundary amended accordingly (see appendix 3). The issue of vacancy in the centres needs to be addressed.

Shepherd's Bush Road

4.31 Shepherd's Bush Road Satellite Parade has a gross frontage of 172.5m split amongst three blocks. The centre is dominated by A1 class units which represent 79% of the total frontage of the centre as a whole. 10% of the overall frontage is classified as A3-A5 complying with existing policy DM C4. At the time of the survey, vacant properties made up 3% of the total frontage, significantly below the 17% average for satellite parades.

Recommendation: No change to existing centre.

King Street (Ravenscourt Gardens)

4.32 King Street (Ravenscourt Gardens) Satellite Parade consists of a frontage of 224.5m split between three blocks. The most dominant uses are A1 (47%) and other uses (D1/SG/other) representing 28%. Almost the entire D1 use within the centre is taken up by the Polish Centre which acts as a hub for the large local Polish community. As a result of the low level of A1 use within the centre, existing policy DM C4 is contravened as more than 50% of the frontage is devoted to non-A1 use (53%). There is no issue in relation to the A3-A5 provision as the proportion falls below the 25% quota specified in the policy (20%). Vacancy within the centre stands at 18%, an increase on the 2011 figure of 15%.

Recommendation: No change to existing centre.

Latymer Court

4.33 Latymer Court Satellite Parade consists of a frontage totalling 157.5m in length. The main use within the centre is A1, which takes up 74% of the total frontage. There are no policy issues relating to non-A1 use or A3-

A5 use within the centre. Non-A1 use constitutes 26% of the centre's total frontage and A3-A5 frontage makes up just 9% of the centre's total frontage. At the time of survey, vacancy made up 20% of the total frontage, above the 17% average for satellite parades as whole.

Recommendation: No change to existing centre.

Fulham Palace Road (Hammersmith)

4.34 Fulham Palace Road Satellite Parade consists of 246.5m of frontage split amongst five separate blocks. The main use of the parade is A1 which takes up 49% of the frontage, the second lowest proportion of A1 use of any of the borough's satellite parades. This raises policy concerns as 51% of the centre's total frontage is made up of non-A1 class properties, above the recommendation of a 50% maximum in existing policy DM C4 and A3-A5 uses make up 27% of the centres total frontage also above the 25% maximum recommended in the same policy. Vacancy within this centre constituted 18% at the time of survey, an increase on the 2011 figure of 12%.

Recommendation:

- Extension of the Fulham Palace Road Satellite Parade.
- It is proposed to include the units on the street (see appendix 2) which make up the retail offer of the area and complement the existing parade and the boundary amended accordingly (see appendix 3).

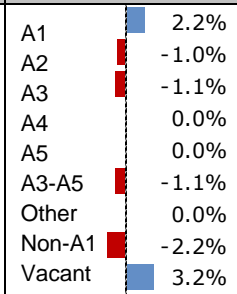
Appendix 1 – Town Centre Survey results (April 2012)

Town Centre	Prime Retail frontage		Non Prime retail Frontage	
	Breakdown of Uses (including vacant)	Breakdown of use by street block	Breakdown of Uses (including vacant)	Breakdown of use by street block
Hammersmith	A1: 79 % A2: 8% A3-A5: 10% Non A1: 21% Vacant: 6%	4 out of 9 blocks = Less than 66% A1 frontage 4 out of 9 blocks = more than 20% A3-5 frontage	A1: 27 % A2: 10% A3-A5: 26% Non A1: 63% Vacant: 17%	15 out of 50 blocks = Less than 50% A1 frontage 5 out of 20 blocks = Less than 33% A3-5 frontage
Fulham	A1: 65 % A2: 8% A3-A5: 20% Non A1: 35% Vacant: 14%	7 out of 14 blocks = Less than 66% A1 frontage 3 out of 14 blocks = more than 20% A3-5 frontage	A1: 44 % A2: 11% A3-A5: 24% Non A1: 56% Vacant: 14%	17 out of 28 blocks = Less than 50% A1 frontage 7 out of 28 blocks = more than 33% A3-5 frontage
Shepherd's Bush (not including Westfield London)	A1: 56 % A2: 11% A3-A5: 22% Non A1: 44% Vacant: 16%	6 out of 9 blocks = Less than 66% A1 frontage 3 out of 9 blocks = more than 20% A3-5 frontage	A1: 43 % A2: 14% A3-A5: 27% Non A1: 57% Vacant: 13%	8 out of 13 blocks = Less than 50% A1 frontage 4 out of 13 blocks = more than 33% A3-5 frontage

Appendix 2 – Local Shopping Centre survey results (August 2014)

Key Local Centres

Key Local Centre	Location	Total frontage length (metres)	Breakdown Use Classes for 2014 (including vacant)	Breakdown Use Classes for 2011 (including vacant)	2011 to 2014	Key 2014 uses	Compliance with DM LP policy C4	Recommendation (See Appendix 3)																		
1. East Acton	Outside town centre catchment area (400m)	204.5m	A1: 66.5 % A2: 13.2% A3-A5: 11.0% Non A1: 33.0% Vacant: 0% Vacant units: 0/26	A1: 64 % A2: 13% A3-A5: 11% Non A1: 36% Vacant: 0%	<table border="1"> <tr><td>A1</td><td>2.4%</td></tr> <tr><td>A2</td><td>0.0%</td></tr> <tr><td>A3</td><td>0.0%</td></tr> <tr><td>A4</td><td>0.0%</td></tr> <tr><td>A5</td><td>0.0%</td></tr> <tr><td>A3-A5</td><td>0.0%</td></tr> <tr><td>Other</td><td>-2.4%</td></tr> <tr><td>Non-A1</td><td>-2.4%</td></tr> <tr><td>Vacant</td><td>0.0%</td></tr> </table>	A1	2.4%	A2	0.0%	A3	0.0%	A4	0.0%	A5	0.0%	A3-A5	0.0%	Other	-2.4%	Non-A1	-2.4%	Vacant	0.0%	<ul style="list-style-type: none"> ◦ A supermarket ◦ Convenience shops ◦ 2 pharmacies 	<p>a. Non A1: ✓ 36%</p> <p>b. A3-A5: ✓ 11%</p>	No change
A1	2.4%																									
A2	0.0%																									
A3	0.0%																									
A4	0.0%																									
A5	0.0%																									
A3-A5	0.0%																									
Other	-2.4%																									
Non-A1	-2.4%																									
Vacant	0.0%																									
2. Askew Road	Outside Town Centre catchment area (400m)	403.5m	A1: 54% A2: 15% A3-A5: 19% Non A1: 46% Vacant: 12% Vacant units: 8/63	A1: 51% A2: 11.5% A3-A5: 23% Non A1: 49% Vacant: 19%	<table border="1"> <tr><td>A1</td><td>2.9%</td></tr> <tr><td>A2</td><td>3.5%</td></tr> <tr><td>A3</td><td>0.2%</td></tr> <tr><td>A4</td><td>-4.2%</td></tr> <tr><td>A5</td><td>0.0%</td></tr> <tr><td>A3-A5</td><td>-4.0%</td></tr> <tr><td>Other</td><td>-2.4%</td></tr> <tr><td>Non-A1</td><td>-2.9%</td></tr> <tr><td>Vacant</td><td>-7.6%</td></tr> </table>	A1	2.9%	A2	3.5%	A3	0.2%	A4	-4.2%	A5	0.0%	A3-A5	-4.0%	Other	-2.4%	Non-A1	-2.9%	Vacant	-7.6%	<ul style="list-style-type: none"> ◦ 1 betting shop ◦ Convenience shops ◦ Supermarkets (Tesco-Co-op) ◦ Restaurants, cafes ◦ Take-aways 	<p>a. Non A1: ✓ 46%</p> <p>b. A3-A5: ✓ 19%</p>	Add: 124 to 128 and 157 to 165 at Askew Road See Appendix 3
A1	2.9%																									
A2	3.5%																									
A3	0.2%																									
A4	-4.2%																									
A5	0.0%																									
A3-A5	-4.0%																									
Other	-2.4%																									
Non-A1	-2.9%																									
Vacant	-7.6%																									
3. North End Road (West Kensington)	Outside Town Centre catchment area (400m)	410.5m	A1: 59.1% A2: 13.9% A3-A5: 19.1% Non A1: 41% Vacant: 24% Vacant units: 6/58	A1: 59% A2: 15% A3-A5: 18% Non A1: 41% Vacant: 12%	<table border="1"> <tr><td>A1</td><td>0.4%</td></tr> <tr><td>A2</td><td>-1.2%</td></tr> <tr><td>A3</td><td>-1.3%</td></tr> <tr><td>A4</td><td>0.0%</td></tr> <tr><td>A5</td><td>2.2%</td></tr> <tr><td>A3-A5</td><td>0.9%</td></tr> <tr><td>Other</td><td>0.0%</td></tr> <tr><td>Non-A1</td><td>-0.4%</td></tr> <tr><td>Vacant</td><td>12.1%</td></tr> </table>	A1	0.4%	A2	-1.2%	A3	-1.3%	A4	0.0%	A5	2.2%	A3-A5	0.9%	Other	0.0%	Non-A1	-0.4%	Vacant	12.1%	<ul style="list-style-type: none"> ◦ Convenience shops ◦ A supermarket (TESCO) ◦ Estate agents ◦ Restaurants/take-aways 	<p>a. Non A1: ✓ 41%</p> <p>b. A3-A5: ✓ 19%</p>	Add: 78 to 84 at North End Road See Appendix 3
A1	0.4%																									
A2	-1.2%																									
A3	-1.3%																									
A4	0.0%																									
A5	2.2%																									
A3-A5	0.9%																									
Other	0.0%																									
Non-A1	-0.4%																									
Vacant	12.1%																									

Key Local Centre	Location	Total frontage length (metres)	Breakdown Use Classes for 2014 (including vacant)	Breakdown Use Classes for 2011 (including vacant)	2011 to 2014	Key 2014 uses	Compliance with DM LP policy C4	Recommendation (See Appendix 3)
4. Fulham Road	Outside Town Centre catchment area (400m)	534.5m	A1: 63.3% A2: 11.3% A3-A5: 21.2% Non A1: 37% Vacant: 4% Vacant units: 4/82	A1: 61% A2: 12% A3-A5: 22% Non A1: 39% Vacant: 1%	 <ul style="list-style-type: none"> A1 2.2% A2 -1.0% A3 -1.1% A4 0.0% A5 0.0% A3-A5 -1.1% Other 0.0% Non-A1 -2.2% Vacant 3.2% 	<ul style="list-style-type: none"> ◦ Supermarket (TESCO) ◦ Estates agents ◦ A bank ◦ Cafés/restaurants ◦ A post office ◦ A pharmacy ◦ A pub 	<p>a. Non-A1: ✓ 37%</p> <p>b. A3-A5: ✗ 21%</p>	No change

Source: LBHF monitoring (August 2014) / Note: ■ = Quota Infringement

Neighbourhood Parades

Neighbourhood Parade	Location	Total frontage length (metres)	Breakdown Use Classes for 2014 (including vacant)	Breakdown Use Classes for 2011 (including vacant)	2011 to 2014	Key 2014 uses	Compliance with DM LP policy C4	Proposed Boundary (See Appendix 3)
1. Bloemfontein Road	Outside town centre catchment area (400m)	155m	A1: 81% A2: 5% A3-A5: 10% Non A1: 19% Vacant: 20% Vacant units: 4/14	A1: 76% A2: 8% A3-A5: 16% Non A1: 24% Vacant: 45%		<ul style="list-style-type: none"> ◦ Betting shop (1) ◦ Take-away (1) ◦ Convenience shops (4) 	a. Non-A1: ✓ 31%	Add: Former Janet Adegoke Centre at Bloemfontein Road (Sainsbury's) See Appendix 3
							b. A3-A5: ✓ 16%	
2. Uxbridge Road West	Outside town centre catchment area (400m)	219m	A1: 65% A2: 10% A3-A5: 22% Non A1: 35% Vacant: 10% Vacant units: 4/33	A1: 61% A2: 9% A3-A5: 27% Non A1: 39% Vacant: 11%		<ul style="list-style-type: none"> ◦ Post office ◦ Betting shops (2) ◦ Take-away (3) ◦ Convenience shops (8) 	a. Non-A1: ✓ 35%	Add: 412 to 420 at Uxbridge Road West See Appendix 3
							b. A3-A5: ✗ 22%	
3. Edward Wood Estate	Within town centre catchment area	153.5m	A1: 96% A2: 0% A3-A5: 0% Non A1: 4% Vacant: 26% Vacant units: 4/17	A1: 76% A2: 0% A3-A5: 21% Non A1: 24% Vacant: 28%		<ul style="list-style-type: none"> ◦ Convenience shops (6) 	a. Non-A1: ✓ 4%	No change
							b. A3-A5: ✓ 0%	

Neighbourhood Parade	Location	Total frontage length (metres)	Breakdown Use Classes for 2014 (including vacant)	Breakdown Use Classes for 2011 (including vacant)	2011 to 2014		Key 2014 uses	Compliance with DM LP policy C4	Proposed Boundary (See Appendix 3)
4. Brackenbury Village	Within town centre catchment area	53.5m	A1: 62% A2: 0% A3-A5: 29% Non A1: 38% Vacant: 17% Vacant units: 2/9	A1: 62% A2: 0% A3-A5: 29% Non A1: 38% Vacant: 14%	A1 A2 A3 A4 A5 A3-A5 Other Non-A1 Vacant	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 2.8%	◦ Convenience shops (2) ◦ Restaurant (1)	a. Non-A1: x 38% b. A3-A5: x 29%	No change
5. Blythe Road	Outside Town Centre catchment area (400m)	124.5m	A1: 66% A2: 6% A3-A5: 19% Non A1: 34% Vacant: 14% Vacant units: 3/20	A1: 66% A2: 6% A3-A5: 19% Non A1: 34% Vacant: 10%	A1 A2 A3 A4 A5 A3-A5 Other Non-A1 Vacant	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 3.6%	◦ Restaurants/cafes (3) ◦ Convenience shops (2) ◦ Estate agents(1)	a. Non-A1: ✓ 34% b. A3-A5: ✓ 19%	No change
6. Baron's Court	Within town centre catchment area	78.5m	A1: 79% A2: 8% A3-A5: 13% Non A1: 21% Vacant: 0% Vacant units: 0/12	A1: 79% A2: 8% A3-A5: 13.5% Non A1: 21% Vacant: 0%	A1 A2 A3 A4 A5 A3-A5 Other Non-A1 Vacant	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	◦ Convenience shops (4) ◦ Cafes (2) ◦ Estate agents(1)	a. Non-A1: ✓ 21% b. A3-A5: ✓ 13%	No change

Neighbourhood Parade	Location	Total frontage length (metres)	Breakdown Use Classes for 2014 (including vacant)	Breakdown Use Classes for 2011 (including vacant)	2011 to 2014	Key 2014 uses	Compliance with DM LP policy C4	Proposed Boundary (See Appendix 3)																		
7. Greyhound Road	Outside Town Centre catchment area (400m)	161.5m	A1: 63% A2: 10% A3-A5: 10% Non A1: 37% Vacant: 10% Vacant units: 3/23	A1: 61% A2: 8% A3-A5: 8% Non A1: 39 % Vacant: 14%	<table border="1"> <tr><td>A1</td><td>2.8%</td></tr> <tr><td>A2</td><td>0.0%</td></tr> <tr><td>A3</td><td>0.0%</td></tr> <tr><td>A4</td><td>0.0%</td></tr> <tr><td>A5</td><td>0.0%</td></tr> <tr><td>A3-A5</td><td>0.0%</td></tr> <tr><td>Other</td><td>-2.8%</td></tr> <tr><td>Non-A1</td><td>-2.8%</td></tr> <tr><td>Vacant</td><td>3.7%</td></tr> </table>	A1	2.8%	A2	0.0%	A3	0.0%	A4	0.0%	A5	0.0%	A3-A5	0.0%	Other	-2.8%	Non-A1	-2.8%	Vacant	3.7%	<ul style="list-style-type: none"> ◦ Sainsbury's ◦ Convenience shop (1) ◦ Estate agents (3) ◦ Take-away (1) ◦ Restaurant (1) ◦ Post office 	<p>a. Non-A1: x 37%</p> <p>b. A3-A5: ✓ 10%</p>	Add 168 to 190; 169 to 177; 208 to 220; 193 to 207 and 209-211 at Fulham Palace Road & 392 to 402 Lillie Road Remove 2 to 10 and 3 to 11 Greyhound Road See Appendix 3
A1	2.8%																									
A2	0.0%																									
A3	0.0%																									
A4	0.0%																									
A5	0.0%																									
A3-A5	0.0%																									
Other	-2.8%																									
Non-A1	-2.8%																									
Vacant	3.7%																									
8. Fulham Cross	Outside Town Centre catchment area (400m)	112m	A1: 63% A2: 4% A3-A5: 32% Non A1: 37% Vacant: 15% Vacant units: 3/19	A1: 72% A2: 0% A3-A5: 0% Non A1: 28% Vacant: 0%	<table border="1"> <tr><td>A1</td><td>-8.9%</td></tr> <tr><td>A2</td><td>4.5%</td></tr> <tr><td>A3</td><td>0.0%</td></tr> <tr><td>A4</td><td>0.0%</td></tr> <tr><td>A5</td><td>4.5%</td></tr> <tr><td>A3-A5</td><td>31.9%</td></tr> <tr><td>Other</td><td>0.0%</td></tr> <tr><td>Non-A1</td><td>8.9%</td></tr> <tr><td>Vacant</td><td>15.2%</td></tr> </table>	A1	-8.9%	A2	4.5%	A3	0.0%	A4	0.0%	A5	4.5%	A3-A5	31.9%	Other	0.0%	Non-A1	8.9%	Vacant	15.2%	<ul style="list-style-type: none"> ◦ Betting shop (1) ◦ Take-away(1) ◦ Convenience shops (2) ◦ Restaurant/cafe (2) ◦ Bathrooms stores 	<p>a. Non-A1: x 37%</p> <p>b. A3-A5: x 32%</p>	No change
A1	-8.9%																									
A2	4.5%																									
A3	0.0%																									
A4	0.0%																									
A5	4.5%																									
A3-A5	31.9%																									
Other	0.0%																									
Non-A1	8.9%																									
Vacant	15.2%																									
9. Munster Road	Outside Town Centre catchment area (400m)	200m	A1: 70% A2: 0% A3-A5: 27% Non A1: 30% Vacant: 19% Vacant units: 7/37	A1: 64% A2: 6% A3-A5: 24% Non A1: 36% Vacant: 14%	<table border="1"> <tr><td>A1</td><td>5.8%</td></tr> <tr><td>A2</td><td>-6.0%</td></tr> <tr><td>A3</td><td>2.8%</td></tr> <tr><td>A4</td><td>0.0%</td></tr> <tr><td>A5</td><td>0.0%</td></tr> <tr><td>A3-A5</td><td>2.8%</td></tr> <tr><td>Other</td><td>-2.5%</td></tr> <tr><td>Non-A1</td><td>-5.8%</td></tr> <tr><td>Vacant</td><td>4.5%</td></tr> </table>	A1	5.8%	A2	-6.0%	A3	2.8%	A4	0.0%	A5	0.0%	A3-A5	2.8%	Other	-2.5%	Non-A1	-5.8%	Vacant	4.5%	<ul style="list-style-type: none"> ◦ Convenience shops (4) ◦ Cafés/restaurants (4) 	<p>a. Non-A1: ✓ 30%</p> <p>b. A3-A5: x 27%</p>	No change
A1	5.8%																									
A2	-6.0%																									
A3	2.8%																									
A4	0.0%																									
A5	0.0%																									
A3-A5	2.8%																									
Other	-2.5%																									
Non-A1	-5.8%																									
Vacant	4.5%																									

Neighbourhood Parade	Location	Total frontage length (metres)	Breakdown Use Classes for 2014 (including vacant)	Breakdown Use Classes for 2011 (including vacant)	2011 to 2014	Key 2014 uses	Compliance with DM LP policy C4	Proposed Boundary (See Appendix 3)
10. Fulham Palace Road (central)	Within town centre catchment area	140.5m	A1: 59% A2: 18% A3-A5: 14% Non A1: 41% Vacant: 0% Vacant units: 0/21	A1: 66% A2: 11% A3-A5: 13.5% Non A1: 33% Vacant: 4%	<p>A1 -7.1% A2 7.1% A3 0.0% A4 0.0% A5 0.0% A3-A5 0.0% Other 0.0% Non-A1 7.1% Vacant -3.9%</p>	<ul style="list-style-type: none"> ◦ Tesco ◦ Café/restaurants (3) ◦ Estate agents (2) ◦ Convenience shops (2) 	<p>a. Non-A1: x 41%</p> <p>b. A3-A5: ✓ 14%</p>	No change
11. King's Road	Outside Town Centre catchment area (400m)	298m	A1: 85% A2: 0% A3-A5: 14% Non A1: 15% Vacant: 5% Vacant units: 3/43	A1: 85% A2: 0% A3-A5: 9% Non A1: 15% Vacant: 2%	<p>A1 0.5% A2 0.0% A3 -0.2% A4 -0.3% A5 0.0% A3-A5 4.4% Other 0.0% Non-A1 -0.5% Vacant 3.1%</p>	<ul style="list-style-type: none"> ◦ Specialist furniture shops ◦ Design/lighting shops ◦ Deli/restaurant (2) ◦ Public House (2) 	<p>a. Non-A1: ✓ 15%</p> <p>b. A3-A5: ✓ 14%</p>	No change
12. Fulham High Street	Outside Town Centre catchment area (400m)	470m	A1: 66% A2: 8% A3-A5: 15% Non A1: 34% Vacant: 7% Vacant units: 6/67	A1: 64% A2: 9% A3-A5: 14% Non A1: 36% Vacant: 9%	<p>A1 3.1% A2 -0.3% A3 -1.7% A4 -0.1% A5 1.2% A3-A5 -0.5% Other -2.3% Non-A1 -3.1% Vacant -2.7%</p>	<ul style="list-style-type: none"> ◦ Estate agents (5) ◦ Restaurants (4) ◦ Convenience shops (3) ◦ Beauty & nail shops ◦ Betting Shops (1) 	<p>a. Non-A1: ✓ 34%</p> <p>b. A3-A5: ✓ 15%</p>	No change

Neighbourhood Parade	Location	Total frontage length (metres)	Breakdown Use Classes for 2014 (including vacant)	Breakdown Use Classes for 2011 (including vacant)	2011 to 2014	Key 2014 uses	Compliance with DM LP policy C4	Proposed Boundary (See Appendix 3)
13. Parson's Green	Outside Town Centre catchment area (400m)	437m	A1: 71% A2: 12% A3-A5: 13% Non A1: 29% Vacant: 1% Vacant units: 1/73	A1: 65% A2: 13% A3-A5: 14% Non A1: 35% Vacant: 4%	<ul style="list-style-type: none"> A1 5.8% A2 -1.0% A3 -1.5% A4 0.0% A5 0.0% A3-A5 -1.4% Other -3.3% Non-A1 -5.8% Vacant -2.5% 	<ul style="list-style-type: none"> ◦ Estate agents (7) ◦ Restaurants/cafes (8) ◦ Convenience shops (4) ◦ Take-away (1) 	a. Non-A1: ✓ 29%	No change
							b. A3-A5: ✓ 13%	
14. Wandsworth Bridge Road (North)	Outside Town Centre catchment area (400m)	232m	A1: 77% A2: 8% A3-A5: 14% Non A1: 23% Vacant: 2% Vacant units: 1/29	A1: 73% A2: 0% A3-A5: 22% Non A1: 27% Vacant: 3%	<ul style="list-style-type: none"> A1 1.0% A2 8.5% A3 -6.6% A4 0.0% A5 0.0% A3-A5 -6.6% Other -2.9% Non-A1 -1.0% Vacant -0.2% 	<ul style="list-style-type: none"> ◦ Sainsbury's (under construction) ◦ Restaurants (4) ◦ Estate agents (3) ◦ Convenience shops (2) ◦ Furniture shops ◦ Post office 	a. Non-A1: ✓ 23%	Add supermarket under construction at 132 Wandsworth Bridge Road (Sainsbury's) See Appendix 3
							b. A3-A5: ✓ 14%	
15. Wandsworth Bridge Road (South)	Outside Town Centre catchment area (400m)	66m	A1: 92% A2: 0% A3-A5: 8% Non A1: 8% Vacant: 0% Vacant units: 0/12	A1: 85% A2: 0% A3-A5: 8% Non A1: 15% Vacant: 0%	<ul style="list-style-type: none"> A1 7.6% A2 0.0% A3 0.0% A4 0.0% A5 0.0% A3-A5 0.0% Other -7.6% Non-A1 -7.6% Vacant 0.0% 	<ul style="list-style-type: none"> ◦ Convenience shops (3) ◦ Restaurant (1) ◦ Post office 	a. Non-A1: ✓ 15%	No change
							b. A3-A5: ✓ 8%	

Neighbourhood Parade	Location	Total frontage length (metres)	Breakdown Use Classes for 2014 (including vacant)	Breakdown Use Classes for 2011 (including vacant)	2011 to 2014	Key 2014 uses	Compliance with DM LP policy C4	Proposed Boundary (See Appendix 3)
16. King Street (Hamlet Gardens)	Outside Town Centre catchment area (400m)	241m	A1: 61% A2: 8% A3-A5: 29% Non A1: 39% Vacant: 13% Vacant units: 5/37	A1: 40% A2: 12% A3-A5: 28% Non A1: 60% Vacant: 10%	<ul style="list-style-type: none"> A1 6.5% A2 -2.3% A3 2.6% A4 -13.6% A5 7.0% A3-A5 -4.0% Other -0.3% Non-A1 -6.5% Vacant 7.6% 	<ul style="list-style-type: none"> ◦ Tesco ◦ Sainsbury's ◦ Restaurants/cafes (8) ◦ Take-away (3) ◦ Post office ◦ Betting shop (1) 	<p>a. Non-A1: x 39%</p> <p>b. A3-A5: x 29%</p>	No change
17. Parsons Green Lane	Outside Town Centre catchment area (400m)	154m	A1: 44% A2: 8% A3-A5: 26% Non A1: 56% Vacant: 0% Vacant units: 0/9			<ul style="list-style-type: none"> ◦ Little Waitrose ◦ Supermarkets (2) ◦ Estate Agents (3) ◦ Restaurants/Café (3) ◦ A pub 	<p>a. Non-A1: x 44%</p> <p>b. A3-A5: x 26%</p>	<p>New centre</p> <p>Add:</p> <p>49, 50, 51, 61 to 77 at Parsons Green Lane</p> <p>Dexter Court at Parsons Green Lane</p> <p>Brigade House</p> <p>1-3 Parsons Green Road</p> <p>See Appendix 3</p>

Source: LBHF monitoring (August 2014) / Note: ■ = Quota Infringement

Satellite Parades

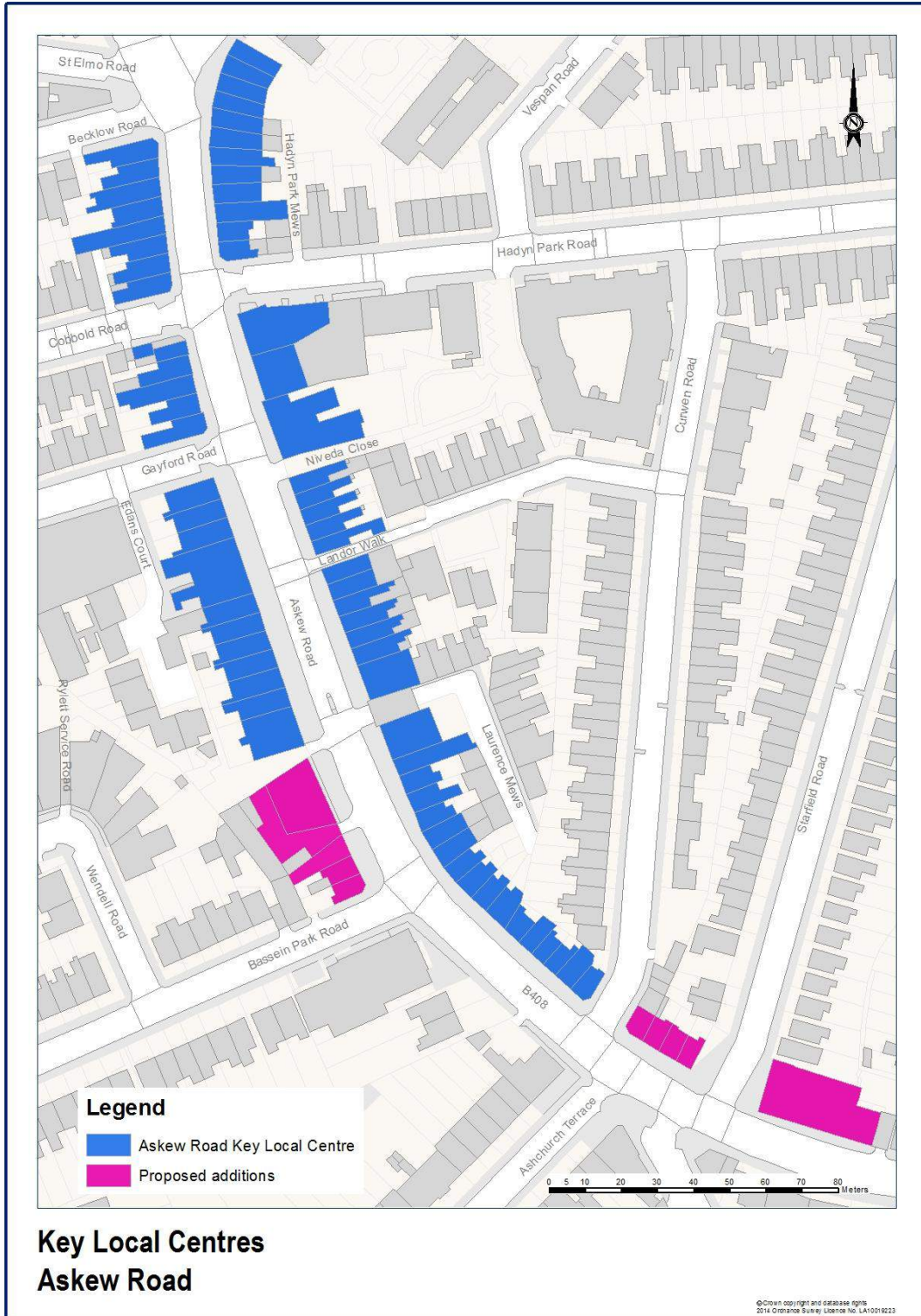
Satellite Parade	Location	Total frontage length (metres)	Breakdown Use Classes for 2014 (including vacant)	Breakdown Use Classes for 2011 (including vacant)	2011 to 2014	Key 2014 uses	Compliance with DM LP policy C4	Proposed Boundary (See Appendix 3)
1. Uxbridge Road East	Outside town centre catchment area (400m)	413.5m	A1: 68% A2: 9% A3-A5: 19% Non A1: 32% Vacant: 10% Vacant units: 5/59	A1: 59% A2: 5% A3-A5: 24% Non A1: 41% Vacant: 3%	<p>A1 7.0% A2 3.8% A3 -1.7% A4 -3.5% A5 -1.5% A3-A5 -5.4% Other -4.0% Non-A1 -7.0% Vacant 7.6%</p>	<ul style="list-style-type: none"> ◦ Tesco ◦ Convenience shops (12) ◦ Take-away (7) ◦ Restaurants (5) ◦ Estates agents (2) ◦ Betting shops (5) 	<p>a. Non-A1: ✓ 32%</p> <p>b. A3-A5: ✓ 19%</p>	No change
2. Goldhawk Road	Within town centre catchment area	209m	A1: 61% A2: 6% A3-A5: 22% Non A1: 39% Vacant: 35% Vacant units: 15/41	A1: 59% A2: 6.5% A3-A5: 22% Non A1: 41% Vacant: 10%	<p>A1 2.2% A2 0.0% A3 -2.2% A4 0.0% A5 0.0% A3-A5 -2.2% Other 0.0% Non-A1 -2.2% Vacant 24.6%</p>	<ul style="list-style-type: none"> ◦ Convenience shops (6) ◦ Restaurants (2) ◦ Take-away (1) ◦ Estates agents (1) ◦ Public House (1) ◦ Betting shops (1) 	<p>a. Non-A1: ✓ 41%</p> <p>b. A3-A5: ✓ 22%</p>	Add: 77 to 85 Goldhawk Road See Appendix 3
3. Shepherd's Bush Road	Within town centre catchment area	172.5m	A1: 79% A2: 11% A3-A5: 10% Non A1: 21% Vacant: 3% Vacant units: 1/25	A1: 79% A2: 11% A3-A5: 10% Non A1: 21% Vacant: 11%	<p>A1 0.0% A2 0.0% A3 0.0% A4 0.0% A5 0.0% A3-A5 9.9% Other 0.0% Non-A1 0.0% Vacant -7.2%</p>	<ul style="list-style-type: none"> ◦ Sainsbury's ◦ Convenience shops (4) ◦ Café/restaurants (2) ◦ Estates agents (1) ◦ Betting shops (1) 	<p>a. Non-A1: ✓ 21%</p> <p>b. A3-A5: ✓ 10%</p>	No change

Satellite Parade	Location	Total frontage length (metres)	Breakdown Use Classes for 2014 (including vacant)	Breakdown Use Classes for 2011 (including vacant)	2011 to 2014	Key 2014 uses	Compliance with DM LP policy C4	Proposed Boundary (See Appendix 3)
4. King Street (Ravenscourt Park)	Within town centre catchment area	224.5m	A1: 47% A2: 4% A3-A5: 20% Non A1: 53% Vacant: 18% Vacant units: 8/32	A1: 48% A2: 0% A3-A5: 22% Non A1: 52% Vacant: 15%		<ul style="list-style-type: none"> ◦ Cafés/restaurants (6) ◦ Convenience shops (3) ◦ Estates agents (1) ◦ Cash converters (1) 	<div style="background-color: red; color: white; padding: 5px; text-align: center;">a. Non-A1: x 53%</div> <div style="background-color: white; color: blue; padding: 5px; text-align: center;">b. A3-A5: ✓ 20%</div>	No change
5. Latymer Court		157.5m	A1: 74% A2: 3% A3-A5: 9% Non A1: 26% Vacant: 20% Vacant units: 6/30	A1: 69% A2: 3% A3-A5: 9% Non A1: 31% Vacant: 20%		<ul style="list-style-type: none"> ◦ Convenience shops (3) ◦ Restaurant (1) ◦ Estates agents (1) 	<div style="background-color: white; color: blue; padding: 5px; text-align: center;">a. Non-A1: ✓ 26%</div> <div style="background-color: white; color: blue; padding: 5px; text-align: center;">b. A3-A5: ✓ 9%</div>	No change
6. Fulham Palace Road	Within town centre catchment area	246.5m	A1: 49% A2: 6% A3-A5: 27% Non A1: 51% Vacant: 18% Vacant units: 6/39	A1: 49% A2: 6% A3-A5: 17% Non A1: 51% Vacant: 12%		<ul style="list-style-type: none"> ◦ Convenience shops (3) ◦ Restaurants/cafes (8) ◦ Public House (1) 	<div style="background-color: red; color: white; padding: 5px; text-align: center;">a. Non-A1: x 51%</div> <div style="background-color: red; color: white; padding: 5px; text-align: center;">b. A3-A5: x 27%</div>	Add: 68 to 80 Fulham Palace Road See Appendix 3

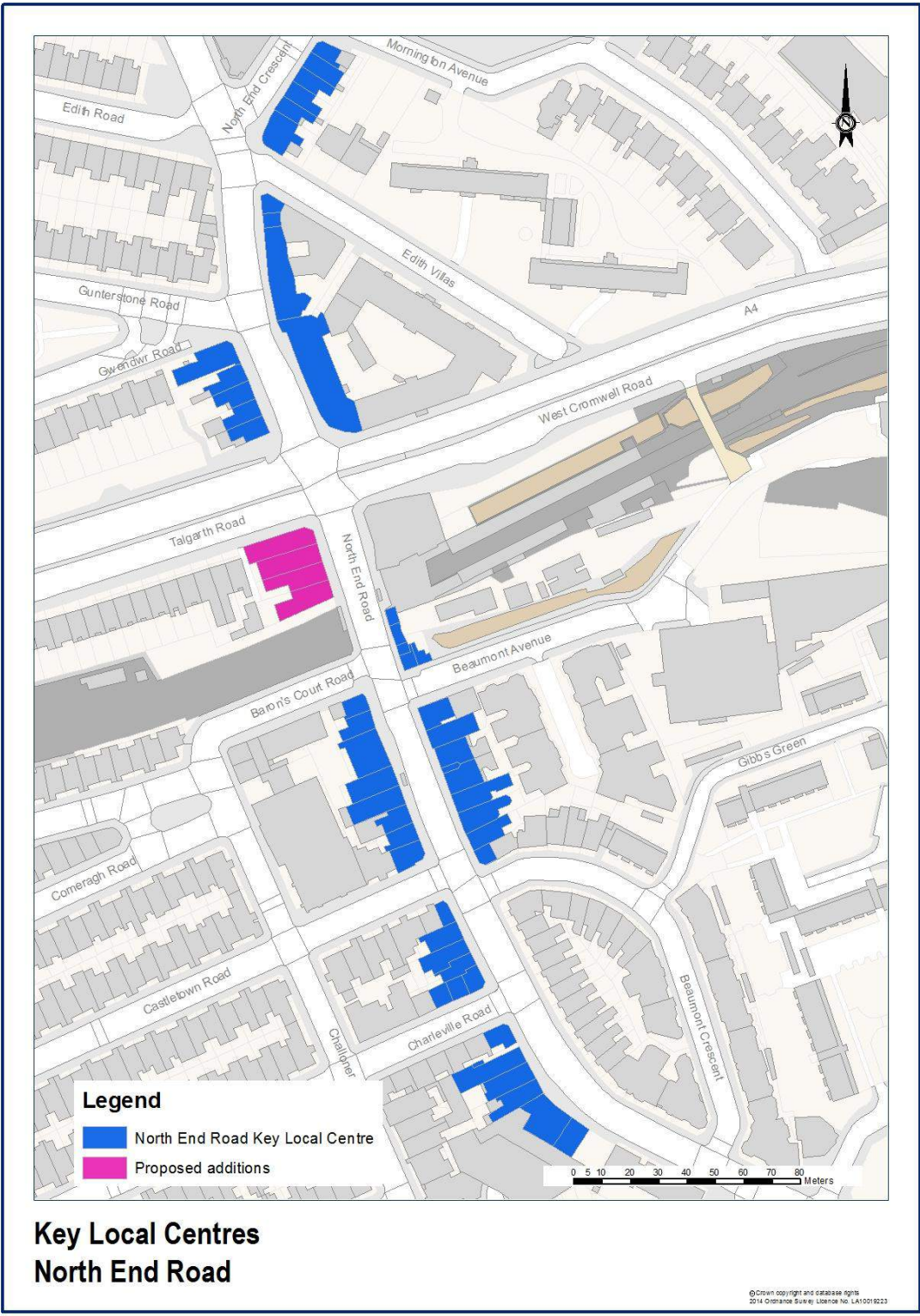
Source: LBHF monitoring (August 2014) / Note: ■ = Quota Infringement

Appendix 3 – Maps: Proposed Boundary Changes

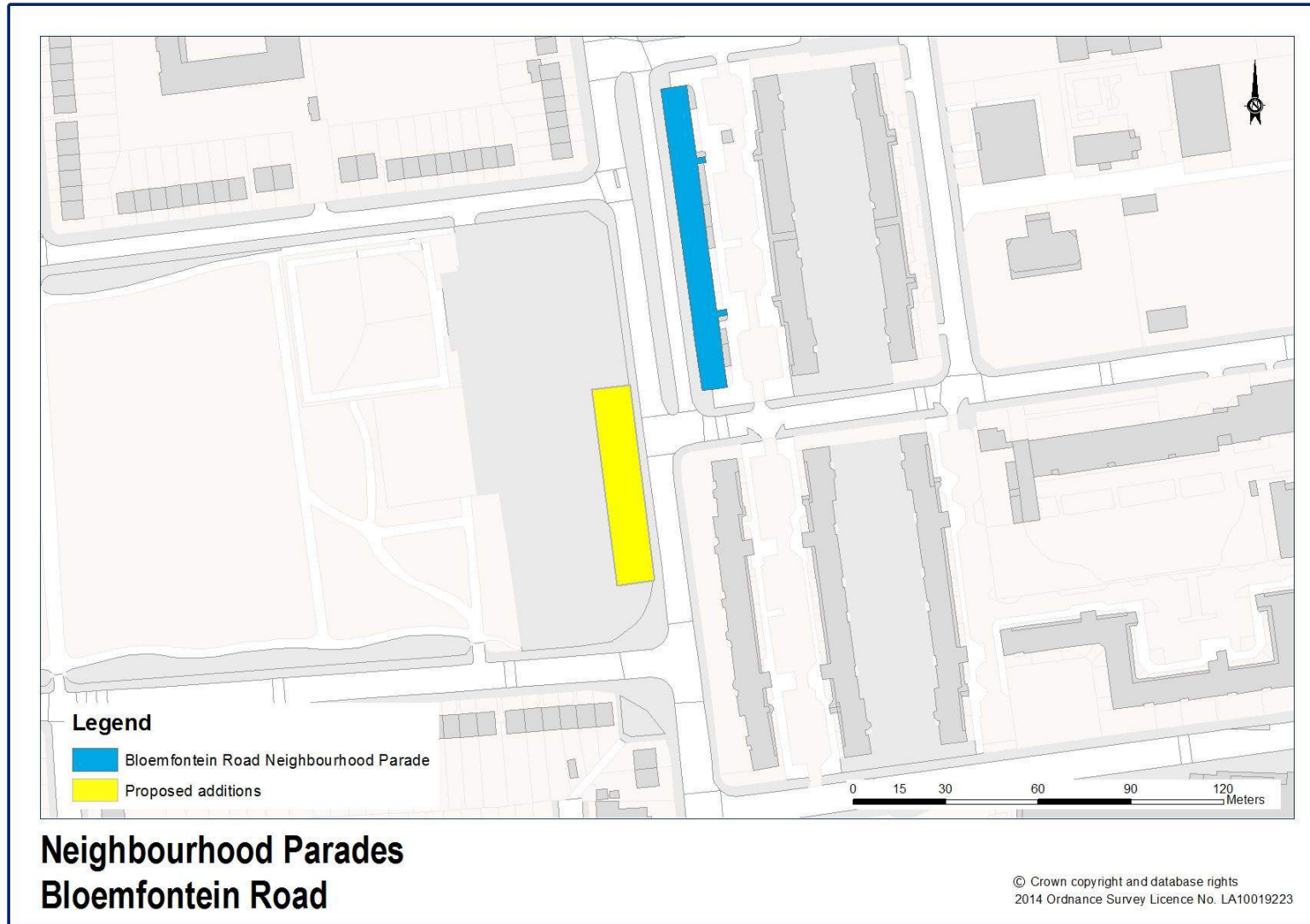
Askew Road Key Local Centre



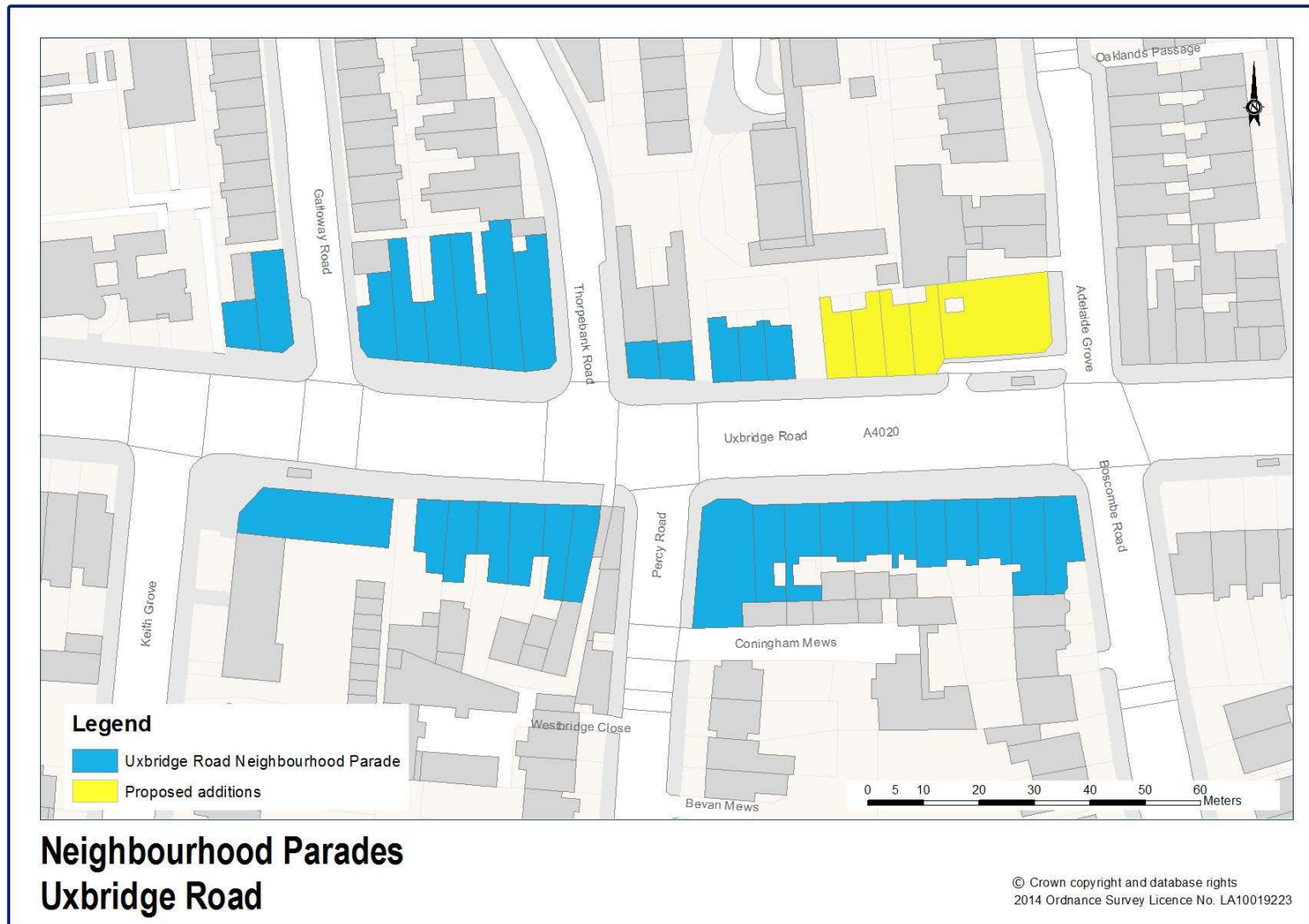
North End Road Key Local Centre



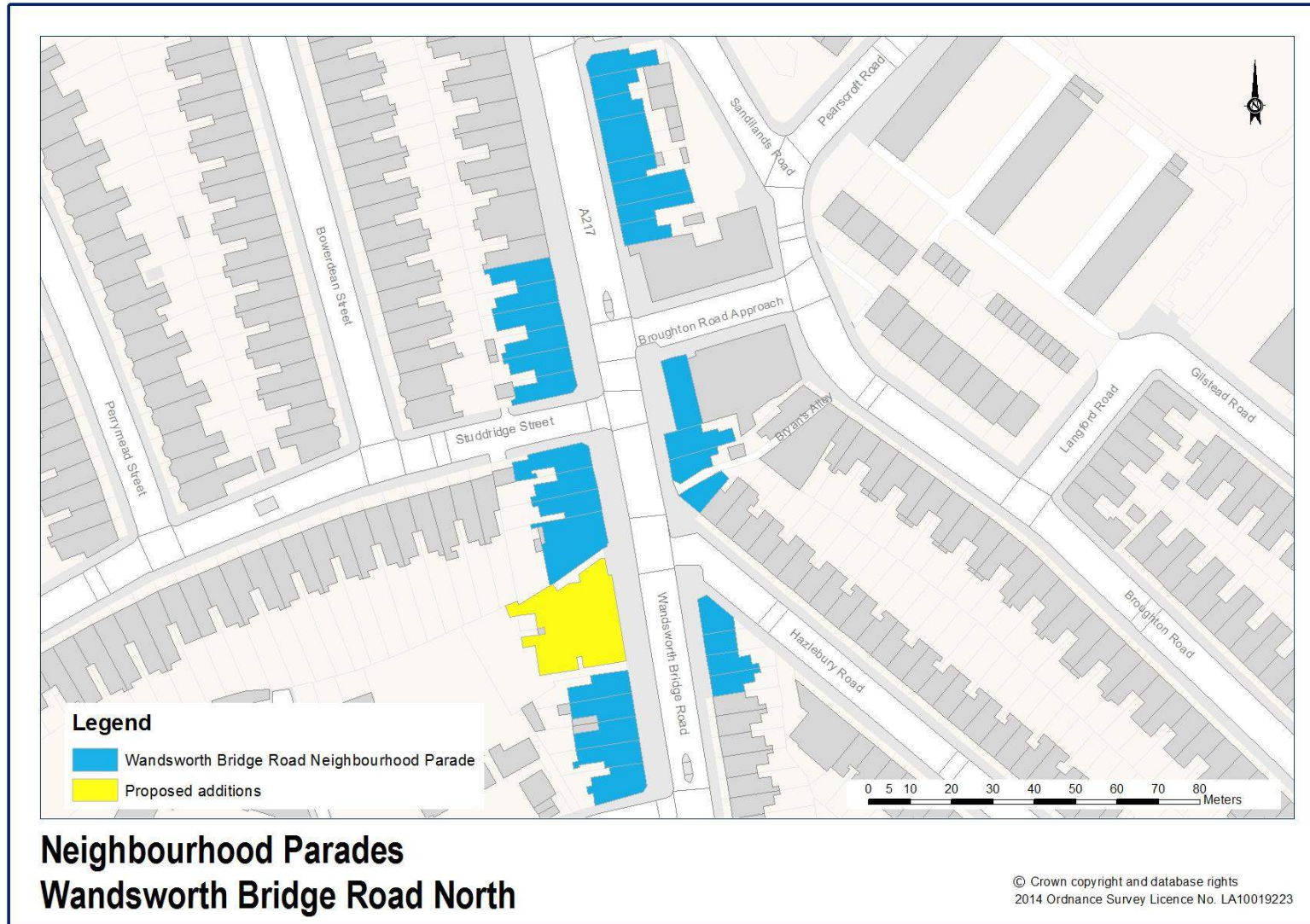
Bloemfontein Road Neighbourhood Parade



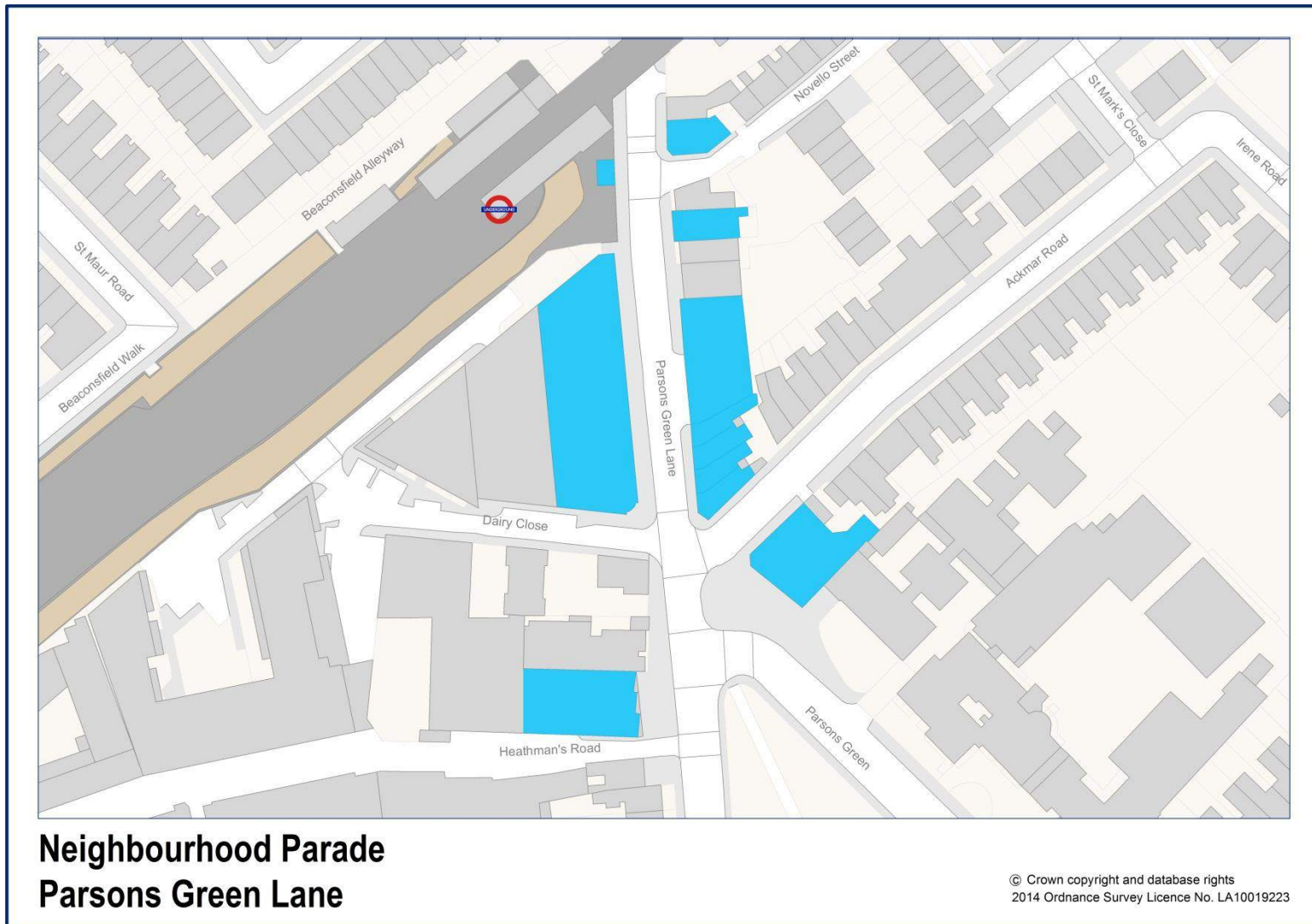
Uxbridge Road Neighbourhood Parade



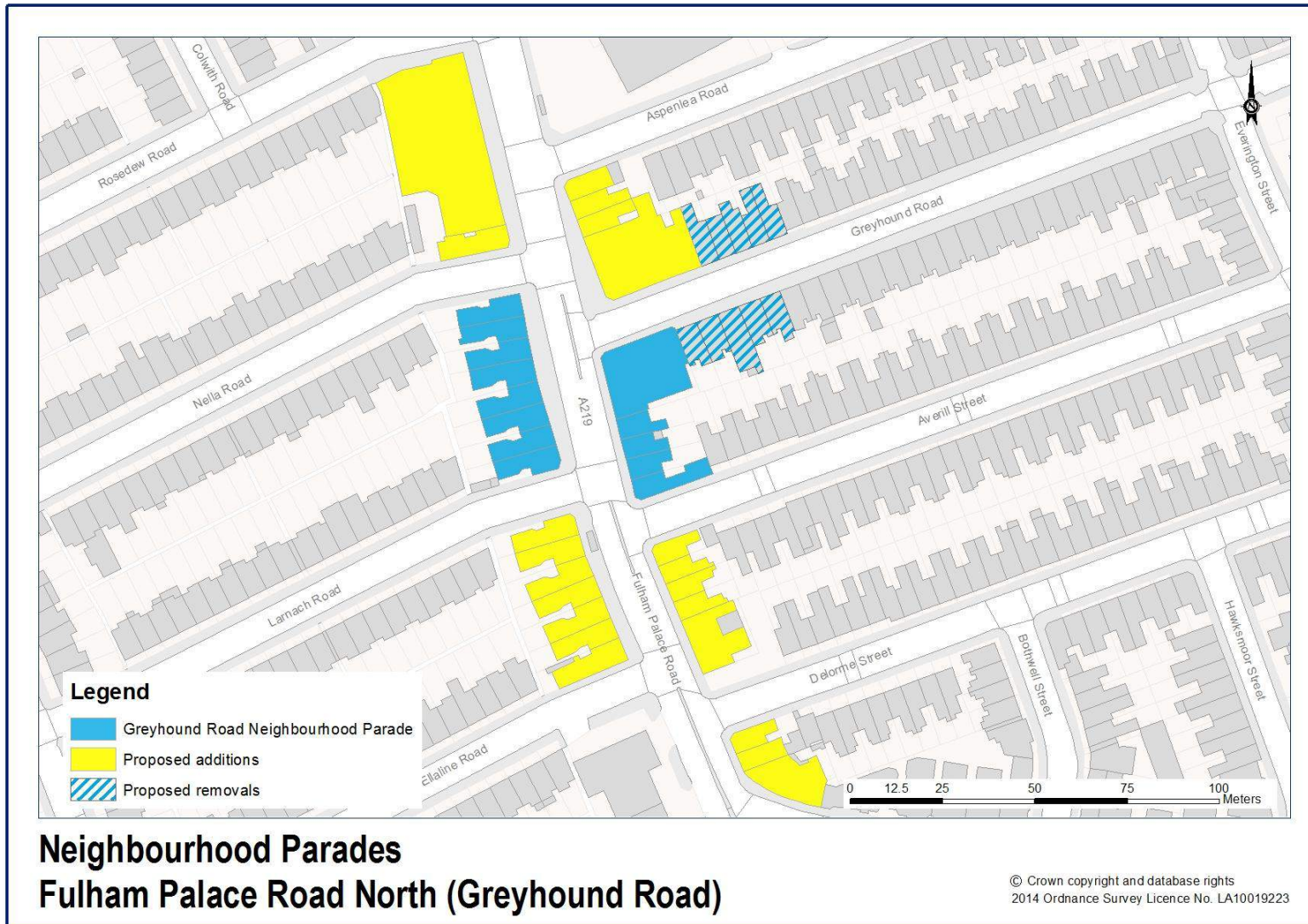
Wandsworth Bridge Road North Neighbourhood Parade



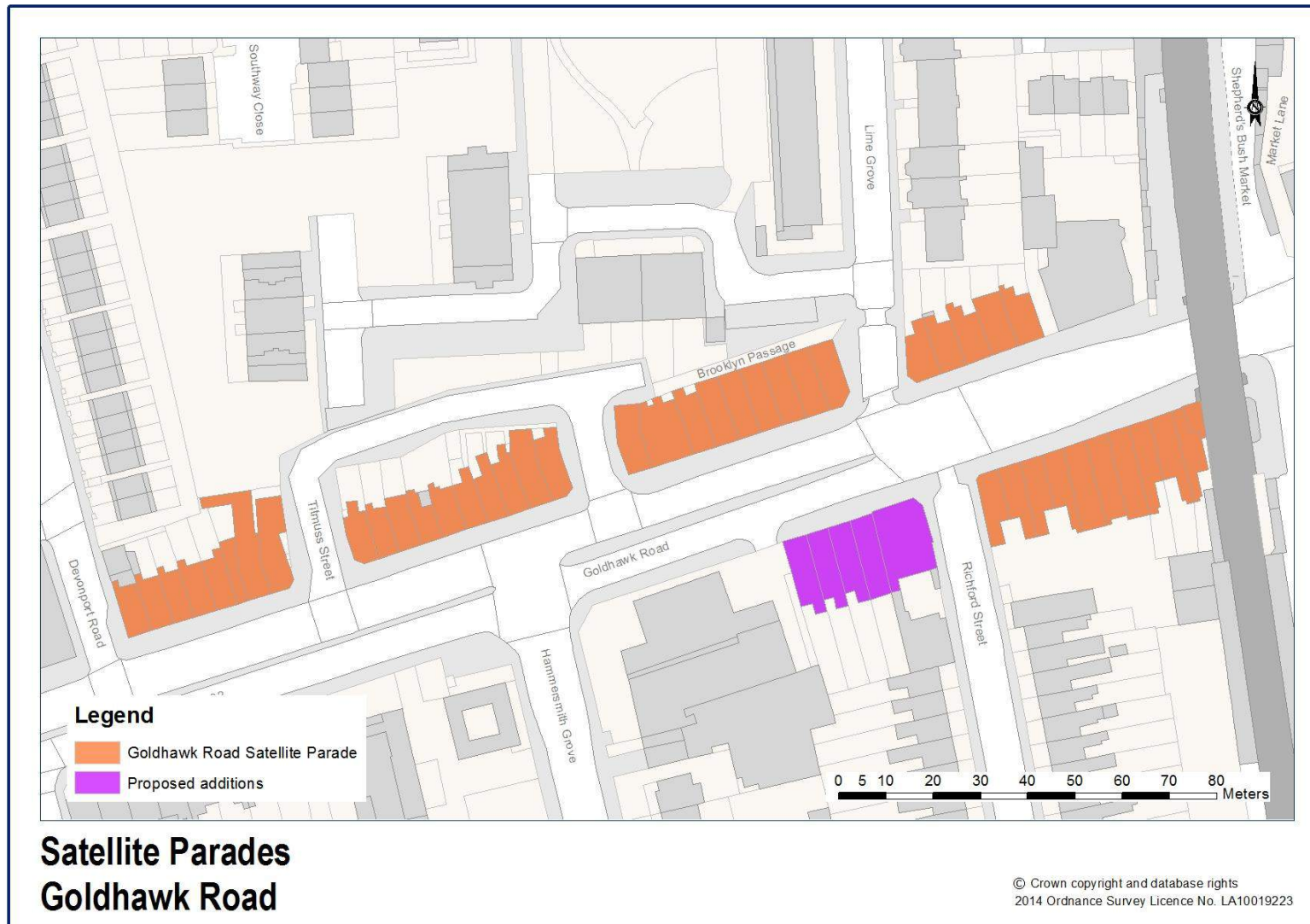
Parsons Green Lane Neighbourhood Parade



Fulham Palace Road North Neighbourhood Parade (Formerly Greyhound Road)



Goldhawk Road Satellite Parade



Fulham Palace Road Satellite Parade

