London Borough of Hammersmith and Fulham
Local Development Framework

Shopping Hierarchy Review

October 2010

For further information please contact:

Development Plans Team
Planning Division
Environment Services Department
London Borough of Hammersmith and Fulham
Town Hall Extension
King Street
London
W6 9JU

Telephone 020 8753 3384
Email   ldf@lbhf.gov.uk
Website www.lbhf.gov.uk

Contents

Contents	Page

Local Centres: Options for the retail hierarchy
 	
   – Background
   – Existing Position
   – A new spatial hierarchy
   –
	3-4

Appendix 1. Methodology and hierarchy	**5**
Map 1: Existing UDP Shopping Hierarchy 2003	**8**
Map 2: October 2010 Preferred new shopping hierarchy	**9**

Local Centres: Review of the retail hierarchy

Background

The UDP designates a shopping hierarchy that includes a large proportion of retail space in locations outside of the three town centres. These local centres are intended to ensure provision of local shops and services. They vary in terms of size, retail quality, role, environment and accessibility.

Preparation of the LDF provides the opportunity to review the hierarchy, and whilst it is intended that the majority of shops would continue to be designated within centres there is the opportunity to refocus the hierarchy. PPS4 Planning for Sustainable Economic Growth states that regional planning bodies and local planning authorities should "define a network (the provision and pattern of centres) and hierarchy (the role and relationship of centres in the network) of centres that resilient to anticipated future economic changes, and to meet the needs of their catchments… " (policy EC3..1).

Existing position

The UDP hierarchy consists of 19 Key Local Shopping Centres whose designation pre-dates the original UDP (1994) and 12 smaller Protected Parades and Clusters that were designated at the UDP review in 2003 (see Map 1).

These smaller centres lie below the 3 town centres in the retail hierarchy, and within both the key local shopping centres and protected parades the safeguarding of shopping uses is the primary aim.

The centres are subject to generic policies controlling the proportion of various uses. This allows consistency of approach in dealing with planning proposals throughout the borough, but can raise issues when dealing with local circumstances that are specific to a particular centre.

Maintaining an unchanged UDP hierarchy would not be supported by in house surveys of the health of the centres. Nor would it be supported by the 2006 West London Needs Retail Study produced by GVA Grimley or the 2010 West London Retail Needs Study Update produced by Roger Tym and Partners, who independently identified some local centres of low vitality or poor quality in the borough. By retaining the existing hierarchy, the council would not be recognising the changes that have affected the UDP hierarchy over recent years, nor would it acknowledge the opportunities for future change.

A new spatial hierarchy

Maintaining the three town centres and a supporting network of lower order centres providing local services is a key objective of the Core Strategy.   A hierarchy that provides a good geographical spread, with either a town centre, key local centre

(formerly key local shopping centre) or neighbourhood parade (formerly protected parade) within a walking distance of about 300 metres will ensure that most borough residents have access to a range of services.

In addition, the opportunity exists to recognise the existence of the borough's two free standing superstores, namely Sainsburys in Townmead Road and Tesco in Brook Green, and to re-categorise those UDP centres which are adjacent to, and support, the town centres. The latter, which will continue to provide a variety of services, will be known as Satellite Parades.

In this proposal, the proposed hierarchy sitting below town centres would consist of:

- 5 Key Local Centres
- 16 Neighbourhood Parades
- 6 Satellite Parades

The proposal will maintain a good spatial coverage of centres (see Map 2). It also recognises that some existing designated centres are in effect operating as extensions to town centres - the "satellite parades".

This proposal also reflects more clearly the actual functions and health of centres.

Where there are gaps in local provision or where proposed growth in the borough will create local needs, the council will look to future regeneration initiatives to supplement the hierarchy (eg the proposed key local centre in the White City Opportunity Area and new local shops in the Earls Court and West Kensington Opportunity Area).

Appendix 1. Methodology and new hierarchy

A number of criteria were used in reviewing the lower tier of the retail hierarchy in the borough, including size of centre, location and range of uses. The main data sources used in looking at the health of centres were the council's in-house surveys and the West London Retail Needs Study 2006 and the update of this study which was completed in 2010 .

The WLRNS 2010 carried out a health check assessment of the existing key local shopping centres based on a weighting system of the facilities in each centre. This indicated that some centres are under performing and would benefit from re-designation in the hierarchy.

The hierarchy was also considered against the definitions of centres included in PPS4. This outlines in Annex B the types of uses that are found in local centres and states that these might include "a range of small of a local nature, serving a small catchment. Typically, local centres might include a small supermarket, a newsagent, a sub post office and a pharmacy. Other facilities could include a hot food takeaway and launderette". The PPS adds that "small parades of shops of purely neighbourhood significance are not regarded as centres for the purposes of this policy statement".

The proposed hierarchy is set out below:

Key Local Centres

Key criteria are:
- Location: Outside of the town centre catchment (400 metres)
- Uses: Predominantly retail use (A1) providing local shopping, but presence of other non A1 uses including food and drink establishments and service uses.
- Size: Greater than 200 metres frontage

Within the proposed hierarchy, key local centres are those diversified larger centres with a range of local shops and services which sit below the three town centres of Hammersmith, Shepherds Bush and Fulham. They often include a choice of small supermarkets and food/drink units, possibly with an ethnic goods and evening economy element. All include a chemist and some a post office. In a local retailing sense they are akin to local centres as defined in PPS4 sitting beneath town centres.

The 5 key local centres are:

East Acton (part of a larger centre)
Askew Road
North End Road (West Kensington)
Fulham Road

White City Opportunity Area – to be provided as part of regeneration proposals

Neighbourhood Parades

Key criteria are**:**
- Location: Outside of the town centre catchment (400 metres)
- Uses: Predominantly Retail use (A1) and within the 65% quota target for A1 set within the existing UDP
- Size: Between 100 and 300 metres frontage

Within the proposed hierarchy, neighbourhood parades are those clusters of frontages serving the immediate vicinity with day-to-day essentials. Generally, but not in all cases, they are smaller than key local centres, and include a greater representation of small shops. Some neighbourhood centres also include a range of specialist shops serving a much wider area, such as the furniture shops in Wandsworth Bridge (North)..

On average they contain a greater proportion of convenience goods frontage than key local centres, but a narrower range of services. This categorisation covers a range of types of centre and includes successful parades of high environmental quality, as well as less prosperous parades and housing estate facilities. In the context of PPS4, small parades of shops of purely neighbourhood significance are not regarded as centres.

There may be scope to add to the number of neighbourhood parades as a result of regeneration initiatives in areas such as Earls Court West Kensington Opportunity Area and South Fulham Riverside.

The 16 neighbourhood parades are:

Bloemfontein Road
Uxbridge Road West
Brackenbury Village
Blythe Road
Baron's Court
King Street (Hamlet Gardens)
Greyhound Road
Fulham Cross
Munster Road
Fulham Palace Road (Central)
Fulham High Street
King's Road
Parson's green
New King's road
Wandsworth Bridge (North)
Wandsworth Bridge (South)

Satellite parades

Key criteria are:
- Location: Within the town centre catchment (400 metres) but not included within the town centre designation
- Uses: Mix of uses, including presence of non A1 uses including food and drink establishments and service uses. There may also be some B1 uses.
- Size: Between 100 and 400 metre frontage

Satellite parades are a new category within the hierarchy and are those parades and centres with a range of shops and services which adjoin or are within walking distance of one of the borough's three town centres. They often include small supermarkets and food/drink units and services which support and complement the town centre as well as supporting local residents. Similar to key local centres, they offer frontages which contain ethnic goods and an evening economy element. The satellite parades provide an opportunity for uses and services which support the retail function of the town centre and also allow an element of flexibility in the types of uses permitted.

The 6 satellite parades are:

Uxbridge Road East
Goldhawk Road
Shepherds Bush Road
King Street (Ravenscourt Park)
Fulham Palace Road
Latymer Court, Hammersmith Road

Free Standing Superstores

Key criteria are:
- Size: Over 2,000 sq.m
- Location: Outside of the town centre boundaries
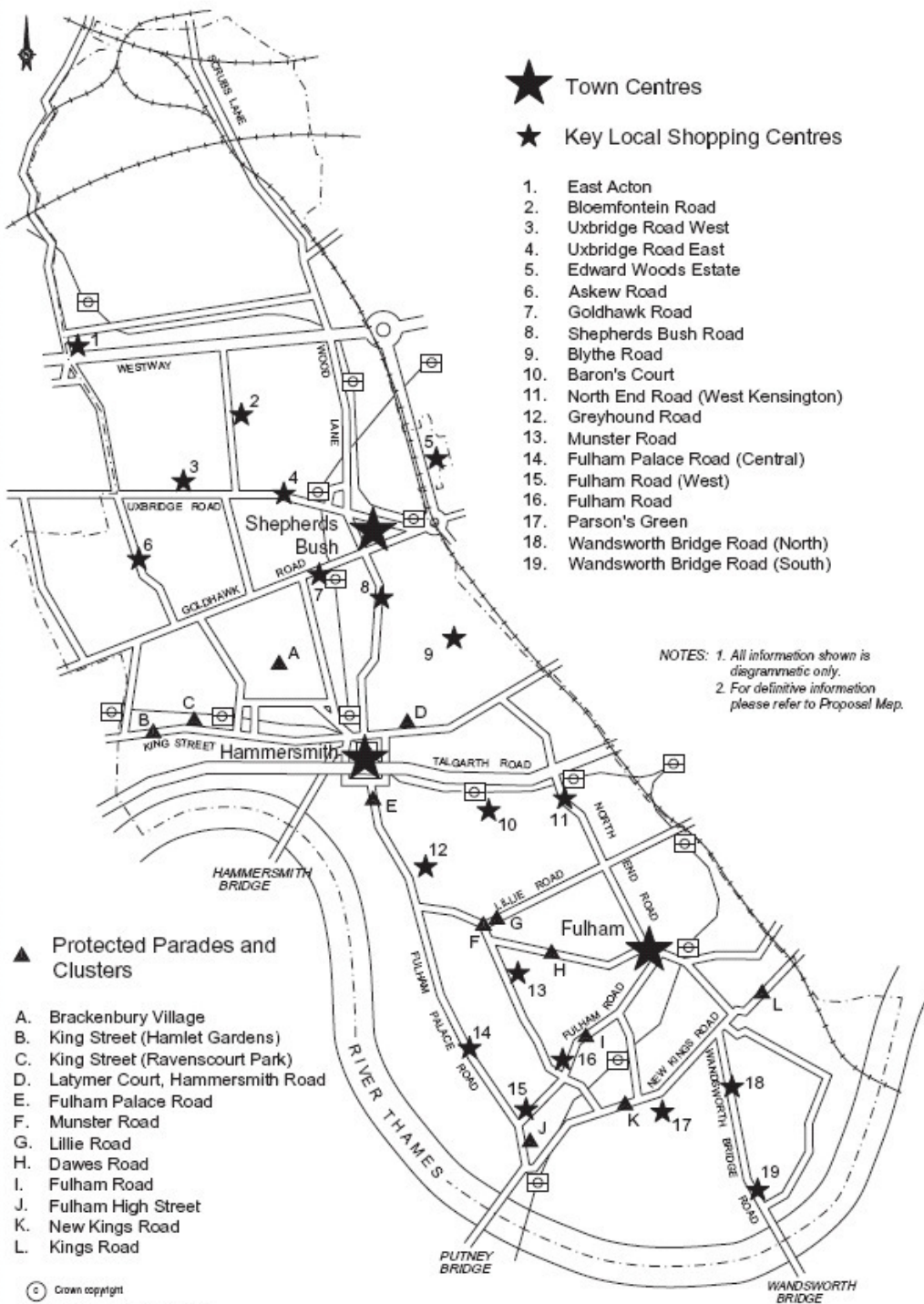- Uses: Predominantly Food Retail use (A1)

Free standing superstores are those large, out of centre retail superstores that were approved in accordance with previous planning policy guidance and are not designated within the existing hierarchy. They are part of the borough's shopping offer.

The 2 free standing super stores are:

Sainsbury's, Townmead Road
Tesco, Brook Green

Map 1. UDP Shopping Hierarchy 2003

FIGURE 9.1 EXISTING SHOPPING CENTRES

★ Town Centres

★ Key Local Shopping Centres

1. East Acton
2. Bloemfontein Road
3. Uxbridge Road West
4. Uxbridge Road East
5. Edward Woods Estate
6. Askew Road
7. Goldhawk Road
8. Shepherds Bush Road
9. Blythe Road
10. Baron's Court
11. North End Road (West Kensington)
12. Greyhound Road
13. Munster Road
14. Fulham Palace Road (Central)
15. Fulham Road (West)
16. Fulham Road
17. Parson's Green
18. Wandsworth Bridge Road (North)
19. Wandsworth Bridge Road (South)

NOTES: 1. All information shown is diagrammatic only.
2. For definitive information please refer to Proposal Map.

▲ Protected Parades and Clusters

A. Brackenbury Village
B. King Street (Hamlet Gardens)
C. King Street (Ravenscourt Park)
D. Latymer Court, Hammersmith Road
E. Fulham Palace Road
F. Munster Road
G. Lillie Road
H. Dawes Road
I. Fulham Road
J. Fulham High Street
K. New Kings Road
L. Kings Road

Crown copyright

Unauthorised reproduction infringes Crown copyright and may lead to prosecution or civil proceedings.

L. B. HAMMERSMITH & FULHAM LA086398 1999

This map is based upon Ordnance Survey material with the permission of the Ordnance Survey on behalf of the Controller of Her Majesty's Stationery Office.

Produced by the Highways Division on the Land Survey Mapping System This drawing is Copyright.

8

Map 2. Proposed new hierarchy

Key Local Shopping Centres

KLS1 - East Acton
KLS2 - Askew Road
KLS3 - North End Road (West Kensington)
KLS4 - Fulham Road
KLS5 - Potential new shopping location

Neighbourhood Parades

N1 - Bloemfontein Road
N2 - Uxbridge Road West
N3 - Edward Woods Estate
N4 - Brackenbury Village
N5 - Blythe Road
N6 - King Street (Hamlet Gardens)
N7 - Baron's Court
N8 - Greyhound Road
N9 - Fulham Cross
N10 - Munster Road
N11 - Fulham Palace Road
N12 - King's Road
N13 - Fulham High Street
N14 - Parson's Green
N15 - Wandsworth Bridge Road (North)
N16 - Wandsworth Bridge Road (South)

Satellite Parades

S1 - Uxbridge Road East
S2 - Goldhawk Road
S3 - Shepherd's Bush Road
S4 - King Street (Ravenscourt Park)
S5 - Latymer Court
S6 - Fulham Palace Road

Town centres