

Distribution of convenience provision in London Borough of Richmond upon Thames: Identifying gaps in provision

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Analysis of spatial distribution of convenience provision in London Borough of Richmond upon Thames.

Introduction

Planning Policy Statement 6 (PPS 6)¹ indicates that local planning authorities should develop a hierarchy and network of centres in their boroughs. One of its objectives is to ensure that communities have access to a range of main town centre uses and that importantly, deficiencies in provision are remedied. People's everyday needs should be met locally.

The principle of providing local facilities for residents to meet their top-up shopping needs within easy walking distance is a long-established objective of retail planning policy in the borough. Successive UDPs have designated key and secondary frontages (as defined in Appendix B of the adopted UDP First Review - See Appendix 1 of this document). These policies are complementary and aim to ensure that an appropriate level of retail is retained. In key shopping frontages no loss of retail floorspace is normally allowed. The effectiveness of this policy is monitored in the UDP/LDF Annual Monitoring Reports². In secondary shopping frontages an appropriate level of diversification is permitted. Policy TC 7 is designed to protect isolated shops or shops which are in small groups serving residential areas more than 400 metres away from a shopping centre. More than 400 metres is considered to be unsatisfactory for the less mobile, the elderly and people with young children, and has therefore been chosen as an appropriate distance for the mapping exercise. Thus, these policies in particular have the effect of protecting local shopping facilities. The full text of these policies are included in Appendix 2.

Purpose of research:

It is a primarily GIS-based exercise to map the distribution of retail facilities in the borough and assess gaps in provision. This document forms part of the evidence base for the production of the LDF.

Stage 1: Mapping existing provision

The Planning Department's Geographical Information System (GIS) was used to map the location of mixed use area boundaries (in this instance used as a proxy for town centre boundaries) and designated shopping frontages. A 400 metre buffer was drawn around mixed use areas (or designated frontages where mixed use areas did not exist).

The location of out-of-centre superstores were also plotted (J Sainsbury at St Clares, Hampton and at Manor Road, Richmond) and also Tesco at Isleworth. Although located in London Borough of Hounslow the latter has a catchment area for local shopping which overlaps with residents living in the borough. 400 metre buffers were also applied to these superstores. Tesco Express formats currently operating within the borough fall within the mixed use areas of local centres (or near to boundary) or are within designated frontages.

A limitation to the exercise is that 400 metre buffers provide an "as the crow flies" measurement only and real distances between residents homes and shopping facilities would need to be modelled as part of a much more sophisticated exercise. Despite this limitation the exercise still provides a useful spatial analysis to assist in LDF policy formulation.

Isolated convenience shops³ were also plotted where known. Data provided by the Business Rates department, local knowledge and the internet were used to identify isolated shops not

¹ ODPM (DCLG), Planning Policy Statement 6: Planning for Town Centres, 2005

² http://www.richmond.gov.uk/local_development_framework/ldf_udp_annual_monitoring_report.htm

³ An assessment of the type of goods for sale was made as part of the Town Centre Land Use Survey (see below). For example if the premises were primarily a newsagent selling a very limited range of food it would not be included. However, no assessment of affordability of goods was undertaken.

covered by the Council's Town Centre Land Use Survey 2006⁴ which concentrates on premises in designated frontages.

The results of this initial mapping exercise are shown in Map 1 which shows where convenience retail is located. Map 2 shows the 400 metre buffers around designated frontages/mixed use areas and out of centre superstores. Map 3 shows only those built up (primarily residential) areas⁵ which are 400 metres away from retail provision, and Map 4 shows the same pattern as in Map 3 also including the pattern of retail provision for information.

Stage 2: Analysis of spatial pattern:

The exercise has revealed that on the whole there is good coverage throughout the borough and there are relatively few areas which are not within 400 metres from top-up shopping facilities. Small areas which are less well-served include:

- south and west of East Sheen district centre
- west of Castelnau
- parts of Ham & Petersham
- north of Hampton Wick/ east and west of Kingston Road
- east of Strawberry Vale (although served in part by an isolated store)
- west of Hampton Hill & around the catchment area of Hampton Nursery Lands generally
- around the periphery of Whitton district centre's 400 metre buffer particularly east and south including to the south west of Heathside centre, Powder Mill Lane.

The exercise suggests that there are a number of smaller centres which have a particularly important role in meeting local need including:

- centres in Ham & Petersham
- Hampton Nursery Lands (J Sainsbury neighbourhood store)
- Powder Mill Lane & Kneller Road, Whitton
- Hospital Bridge Road, Twickenham
- Castelnau (including nearby Tesco Express)
- Friars Stile Road, Richmond
- St Margarets Rd, Twickenham
- Kingston Road, & Hampton Wick Teddington

However, generally speaking there are few centres whose catchment areas overlap significantly with other centres/ superstores.

Stage 3: Effect of other factors

3.1 Areas of relative deprivation.

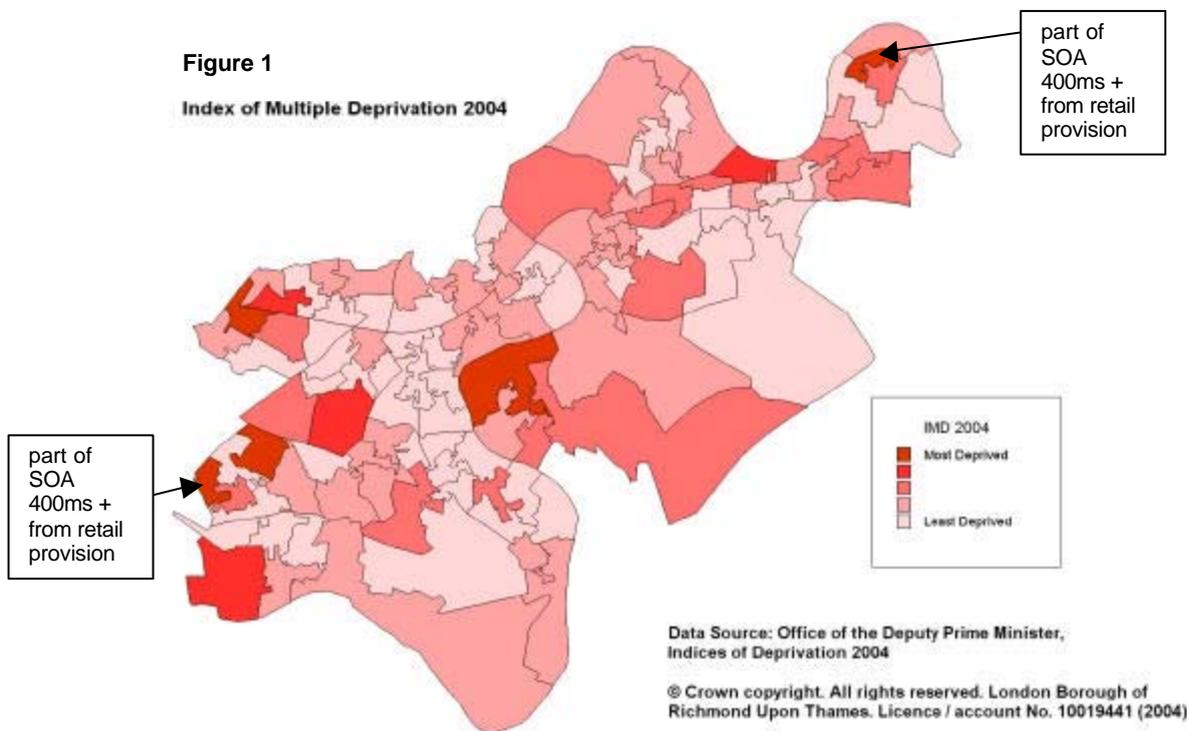
The ODPM's (DCLG) Index of Multiple Deprivation 2004 (IMD 2004) was constructed by combining seven "domain" scores, using the following weights: income (22.5%), employment (22.5%), health deprivation and disability (13.5%), education, skills and training (13.5%), barriers to housing & services (9.3%), crime (9.3%) and living environment (9.3%). The IMD 2004 is at Super Output Area⁶ (SOA) level. There are no Lower Layer SOAs in the borough

⁴ The Council undertakes an annual Town Centre Land Use Survey in order to assess land use change in the Borough's town and local centres which is an important indicator of their overall health. The Survey is usually undertaken in the Summer months (although in 2006 was undertaken in the Spring to allow for this & other LDF research to be progressed) . It is a result of observation in the field – recording of the ground floor occupier and is therefore a snapshot survey. It covers all designated shopping frontages in the borough, including non-designated frontages in existing centres as well as groups of shops which are not designated. It does not include isolated shops.

⁵ Areas of open space or large primarily commercial sites are excluded. This exercise performed using local knowledge.

⁶ Super Output Areas (Lower Layer) are combinations of Output Areas which are the smallest geographical area used in the 2001 Census. For more information please refer to <http://www.communities.gov.uk/index.asp?id=1128440>

in either the top 10% or top 25% most deprived in the country⁷. However, although not “deprived” in a national sense, some areas in the borough are relatively deprived compared to others and pockets of deprivation occur. This index is not updated annually. Updates are not anticipated until end 2007. Figure 1 illustrates the data for the borough. Those with the darkest shading are relatively the most deprived compared to the others.



These most deprived SOAs were plotted against the areas identified as being gaps in provision. Map 5 reveals that most of these areas are not synonymous with gaps in provision, with the exception of the SOA in North Barnes and one in Hampton North ward. Although these areas are not considered deprived compared to other areas in the country the analysis allows the Council to be mindful of the needs of more deprived communities in the borough and points to the significance of Hampton Nursery Lands and Castelnau centres in meeting need. Tackling disadvantages is one of the key objectives of the Community Plan (2007).

3.2 Major housing completions & commitments

Areas where significant housing developments have recently been constructed/ are under construction or are anticipated⁸ have been digitised and added to the analysis. See Map 6. Tables 1 & 2 indicate where major housing development has either been completed in the last decade or is anticipated. Amongst the completions, only one site, Land North of Mill Farm Business Park is more than 400 metres from existing facilities. This is a wholly affordable housing site. Some local centres are well-placed to serve new housing developments (see Table 1).

Commitments are included where schemes are under construction, where planning permission has been granted or received (when a proposal site) or is a housing site (or a mixed use site including a significant housing development) allocated in the 2005 adopted Review UDP. Four anticipated sites are wholly or partly more than 400 metres from existing

⁷ PPS 6 identifies deprived areas as those falling within the 10% most deprived SOAs

⁸ Other sites may well come forward in due course. However, at the time the exercise was undertaken sites for which a planning application had not been received, or were not allocated in the UDP were not included.

provision⁹. They are identified on Map 6. However, none are at great distance from existing facilities, most being a few metres beyond the 400 metre buffer. Policy TC 7 allows for the provision of retail facilities in large housing developments if required.

⁹ Platts Eyot, Richmond College and The Stoop do not appear to be in a gap in provision because the area was excluded as they were not primarily in residential use. These developments would therefore introduce significant residential in these areas.

Table 1: Housing completions on sites of 50 + units since 1 Jan 1996

Application no.	Site	Units (gross)	Completion date	served by	more than 400ms away from provision?
89/0182	ex-Ice Rink Phase 1, Clevedon Rd, East Twickenham	121	30-Sep-96	East Twickenham	
95/2770	Teddington Wharf, 28 Twickenham Rd, Teddington	122	02-Dec-98	Teddington	
96/3294	Hampton Filter Beds, Station Rd, Hampton	64	30-Jun-98	Hampton Village	
95/4051	ex-Ice Rink Phase 2	132	23-Dec-98	East Twickenham	
94/0608	Barn Elms ex-water works, off Merthyr Terrace, Barnes	321	31-Jul-99	Castelnau	
95/3548	Harrods Depository, off Merthyr Terrace, Barnes	250	30-Nov-00	Castelnau	
97/2314	NPL, Teddington	118	31-Aug-02	Teddington	
02/2019	Langdon Park (ex-Normansfield)	188		Kingston Road/ Hampton Wick	
99/2065	Harcros, Old Bridge Street, Hampton Wick	58	03-Sep-04	Hampton Wick	
00/3562	Land north of Mill Farm Business Park	75	14-Dec-04	Hampton Wick	
03/2557	Kew Sewage Treatment Works	536	30-Nov-05	Marks & Spencer, Kew Retail Park	400ms + from Heathside
			28-Feb-06		

Table 2: Commitments

Application no.	Site	Units (gross)	Decision date	status	served by	more than 400ms away from provision?
05/2113	4 Sandy Lane, Hampton Wick	198	30/05/2006	appeal granted	Kingston Road	
02/3734	Richmond Lock (ex-Brunel University) off St Margarets Rd	171	29/10/2003	under construction	St Margarets Rd (*very limited provision)	
04/1149	The Stoop, off Chertsey Rd, Twickenham	67	28/01/2005	under construction		400ms+ to Twickenham/ Whitton Rd
98/1283	Kew Riverside (St George's Scheme), Strand Drive, Kew	192	28/01/2005	under construction	partly by Marks & Spencer Kew	northern part of site is 400ms+ from Kew Retail Park
05/0270	Platts Eyot, Hampton. UDP Proposal H15	not known	73 applied for	planning permission being determined.		400ms+ from Hampton Village
	Hampton Water Treatment Works, Upper Sunbury Rd. UDP Proposal H1	not known	n/a	no application received	Hampton Village	
	Richmond College, Egerton Rd, Twickenham, UDP Proposal T29	not known	n/a	no application received	partly by Whitton Rd	west of site 400ms+ from Whitton Rd/ Twickenham
	Post Office Sorting Office, London Rd, Twickenham, UDP Proposal T3	not known	n/a	no application received	Twickenham/ Whitton Rd	
	Normansfield, Kingston Rd. UDP Proposal D1 (Listed Building & Environs)	not known	n/a	no application received	Kingston Road/ Hampton Wick	

3.3 Public Transport Accessibility Levels (PTALs)¹⁰

Clearly Richmond & Twickenham, the two largest centres in the borough, also have the highest accessibility levels (see Map 7), and indeed the former being where the majority of new retail development is proposed. The least accessible areas are the major open spaces of Richmond Park, Bushy Park (dissected by the A308), Kew Gardens, Ham Lands, and the London Wetland Centre, Barnes.

There are very few areas where PTAL level 0 (the least accessible) corresponds with a gap in provision. The exceptions are: to the south of East Sheen district centre where the area is bounded by Richmond Park, a small overlap in Teddington where the area is bounded by the River Thames to the east, a very small area to the west of Harlequins, Twickenham. Since these areas are small and in 2 of the 3 cases there are geographical or topological reasons contributing to the lack of accessibility, it is not considered that an alternative policy approach is proposed.

4. Implications for Policy

4.1 Implications for the proposed town centre hierarchy

PPS 6 indicates that authorities may need to promote centres in the hierarchy to address deficiencies or designate new centres where necessary. The exercise has shown that there is no overwhelming need to do this, but rather to protect shopping in existing centres. It has revealed which centres have a particularly important role, where they serve a discrete catchment area for local shopping and/ or are likely to serve additional population resulting from housing growth, such as Hampton Nursery Lands, Castelnau and Whitton (albeit with competition for food shopping from Tesco at Isleworth). The role of the centres has been taken into account when determining where centres are placed in the proposed town centre hierarchy set out in the Core Policy on town centres and in the related research (see Footnote 14). Whilst a number of factors were used to determine the position of each centre in this hierarchy, not least its size, function and diversity of use, whether a centre serves a distinct local community can influence its position in terms of need to maintain and possibly enhance facilities.

PPS 6 states that there should not be an over-concentration of growth in higher level centres. Whilst the Retail Capacity Study (2006) produced by consultants GVA Grimley suggests that much of the additional capacity is likely to be in the east and particularly in Richmond town centre, this does not constitute an over-concentration. Although Richmond is the principal town centre it is not of a scale which means that it dominates shopping patterns to the detriment of other areas. It is particularly true in London that shopping patterns are not constrained by borough boundaries and a significant amount of comparison goods shopping is carried out in Kingston by borough residents.

4.2 Implications for defining shopping frontages

The exercise has also informed the forthcoming assessment of designated shopping frontages, the subject of a separate study, which drew on this and other research to assess whether designated shopping frontages (in March 2005 First Review UDP) were appropriate to be carried forward to the LDF. This research will be published in due course. Proposed designations will be included in the Site Allocations Development Plan Document. See the Local Development Scheme available on the Council's website for details of timetabling.

5. Future improvements to the exercise

As mentioned above a much more sophisticated approach could be undertaken which would require modelling of actual distances to be travelled taking into the existing street pattern and potential barriers such as crossing busy roads and the truncation of catchments by the River

¹⁰ Defined as the extent and ease of access by public transport, or where it can reasonably be used as a proxy, as the degree of access to the public transport network.

Thames and other topographical features. However, this would require a considerable resource commitment.

A future exercise could overlay other variables, for example, car availability. This is a census variable which could assist in identifying areas where residents are less likely to have access to a car for shopping and therefore likely to be more reliant on local facilities. The 2001 Census provides a detailed geographical coverage and is a very reliable data source, although there are limitations. Whilst some households may have access to a car, it may not be available for shopping, nor in a compact London Borough with relatively good public transport is car ownership a necessary choice for all.

This exercise is a fairly simple quantitative exercise. A more qualitative approach to gain insights into people's everyday experience of food access problems would reveal a fuller picture¹¹. Account would be taken of the Mayor's Food Strategy 2006 in taking this work forward¹².

The results of the exercise could be linked to other data, for example that collected by the Primary Care Trust, or mapping of distance to recreational areas to provide a more sophisticated analysis of issues relating to food poverty and obesity.

6. Related Research

London Borough of Richmond upon Thames Retail Study & Appendices, GVA Grimley (March 2006)¹³

Analysis of Town and Local Centres 2006/7 (Incorporating Health Checks for main town centres), LBRuT, published 2007¹⁴

¹¹ See page 24 of The Food Commission & Sustain's "How London's planners can improve access to healthy and affordable food.

¹²GLA, Mayor's Food Strategy for London (2006)

¹³http://www.richmond.gov.uk/local_development_framework/local_development_framework_research/retail_study_march_2006.htm

¹⁴http://www.richmond.gov.uk/local_development_framework/local_development_framework_research.htm

**Appendix 1: List of designated key & secondary shopping frontages
(Adopted Review March 2005)**

KEY	SECONDARY
<p>ASHBURNHAM ROAD Ashburnham Road Nos.171-185 (odd)</p>	
<p>BARNES Barnes High Street Nos.3- 25 (consecutive) Nos.51- 64 (consecutive)</p> <p>Church Road Nos.125-145 (odd) Nos.54-102 (even) Nos.49- 85 (odd)</p>	<p>Barnes High Street Nos.1,1a,1b,1c,2, (consecutive) Nos.65- 69 (consecutive) Nos.33- 36a (consecutive)</p> <p>Church Road Nos.145a-175 (odd)</p> <p>Rocks Lane Nos.1 – 9</p>
<p>CASTELNAU Castelnau Nos.174-202 (even) Nos.185-201 (odd)</p>	
<p>EAST SHEEN Sheen Lane Nos.137-141 (odd) Parkway House</p> <p>Upper Richmond Road West Nos.220-254 (even) Nos.256-296 (even) Nos.341-361 (odd) Nos.363-445 (odd)</p>	<p>Sheen Lane Nos.105-135 (odd) Nos.28-40 (even) Nos.65A-77 (odd)</p> <p>Upper Richmond Road West Nos.184-218 (even) Nos.215-339 (odd) Nos.298-318 (even) Nos.447-501 (odd) Nos.1- 10 Grand Parade (consecutive)</p>
<p>EAST TWICKENHAM Richmond Road Nos.344-380 (even)</p>	<p>Richmond Road Nos.359-387 (odd) Nos.417-447 (odd) not including 439 Nos.332-342 (even) Nos.382-428 (even)</p>
<p>FRIARS STILE ROAD Friars Stile Road Nos.19-23A (odd) Nos.36-56 (even)</p>	<p>Friars Stile Road Nos.2-8 (even)</p>
<p>FULWELL Hampton Road Nos.206-224 (even)</p>	
<p>HAM STREET / BACK LANE Ashburnham Road Nos.2-16 (even) Ham Street Nos.63-71 (odd)</p>	<p>Back Lane Nos.4-14 (even)</p>
<p>HAM COMMON</p>	

KEY	SECONDARY
<p>Upper Ham Road Parkleys Parade 1-6 (consecutive) Nos.21-31 (odd)</p> <p>Richmond Road Nos.299-323 (odd) Nos.414-432 (even)</p>	<p>Richmond Road Nos.406-414a (even)</p>
<p>HAMPTON HILL High Street Nos.50-64 (even) Nos.169-183 (odd)</p>	<p>High Street Nos. 73-83;101-111;131-143 Nos. 185-201; 203-217(odd) Nos. 10-48; 118a-118e Nos. 120-122 (even)</p>
<p>HAMPTON NURSERY LANDS Tangley Park Road Nos.26-30 (consecutive)</p>	
<p>HAMPTON VILLAGE Milton Road Nos.70-76 (even) Station Road Nos.70-82 (even) Nos.92-100 (even) Station Approach Nos.1-3 (consecutive) Wensleydale Road Nos.1-13 (odd) Priory Road Nos.33-41 (odd)</p>	<p>Milton Road Nos.78-82 (even) Ashley Road Nos.27-37 (odd)</p> <p>Station Approach Nos.4-9 Oldfield Road Nos.55-63 (odd) Percy Road No. 31</p>
<p>HAMPTON WICK High Street Nos.32-58 (even)</p>	
<p>HEATHSIDE Powder Mill Lane Nos.222-226 (even) Nos.221-247 (odd)</p>	<p>Hanworth Road Nos.646-670 (even)</p>
<p>HOSPITAL BRIDGE ROAD Staines Road Nos.326-336 (even)</p>	
<p>KEW GARDENS STATION Station Approach Nos.1-9 (consecutive)</p> <p>Station Parade Nos.1-17 (odd) Nos.2-18 (even)</p>	<p>North Road Nos.102-109 (consecutive)</p> <p>Royal Parade Nos.1-9 (consecutive)</p>
<p>KEW GREEN Mortlake Terrace Nos.1-9 (consecutive)</p>	
<p>KEW ROAD</p>	<p>Kew Road Nos.101-145 (odd) Nos.84-112 (even)</p>
<p>KINGSTON ROAD</p>	

KEY	SECONDARY
<p>Kingston Road Nos.149-161 (odd) Nos.190-208 (even)</p>	<p>Kingston Road Nos.210-216 (even) Bushy Park Road Nos.1-5 The Pavement (consecutive)</p>
<p>LOWER MORTLAKE ROAD Lower Mortlake Road Nos. 203-223 (odd)</p>	<p>Lower Mortlake Road Nos.225-231 (odd)</p>
<p>NELSON ROAD Nelson Road Nos.300-310 (even) Nos.314-322 (even)</p>	
<p>RICHMOND TOWN Brewers Lane Nos.2-18 (even) Nos.3-13 (odd)</p> <p>Bridge Street Nos.1-2 (consecutive)</p> <p>Dome Buildings Nos.1-6 (consecutive)</p> <p>George Street Nos.1-84 (consecutive) Post Office</p> <p>Lower George Street Nos.1-8 (consecutive)</p> <p>Church Court Nos.1-6 (even)</p> <p>Golden Court Parade Nos. 1-9 (odd) premises adj. to 27-28 The Green & fronting Golden Court</p> <p>The Green Nos. 13, 26-29 (consecutive)</p> <p>Hill Rise Nos. 2-32 (even) Nos. 40-86 (even)</p> <p>Hill Street Nos. 1-23 (odd) Nos. 2-74 (even)</p> <p>King Street Nos. 4-16 (consecutive) Nos. 19-19a, 20-26 (consecutive)</p> <p>Lichfield Court Parade, Sheen Road Nos. 1-16 (consecutive)</p>	<p>Duke Street Nos.1-6 (consecutive) No. 8</p> <p>Eton Street Nos.1-3 (odd) Nos.2-18 (even)</p> <p>Hill Rise Nos.1-17 (odd)</p> <p>Kew Road Nos.1-61 (odd)</p> <p>Petersham Road Nos.1-13 (odd)</p> <p>The Quadrant Nos.8-32 (consecutive)</p> <p>Red Lion Street Nos. 10-32 (even)</p> <p>Sheen Road Nos. 15-21 (odd)</p> <p>Westminster House Nos. 1-7 (consecutive)</p>

KEY	SECONDARY
<p>The Passage</p> <p>Paved Court Nos 1-17 (consecutive)</p> <p>The Quadrant Nos. 1-7 (consecutive) Nos 33-50 (consecutive)</p> <p>Red Lion Street Nos. 1-3 (odd) Nos. 2-8 (even)</p> <p>Richmond Hill Nos.6-26 (even)</p> <p>Sheen Road Nos.1-13 (odd) Nos.2-4 (even)</p> <p>The Square Nos. 1-4 (consecutive) Former public convenience</p>	
<p>ST MARGARETS</p> <p>Crown Road Nos.2-24 (even)</p> <p>St. Margarets Road Nos.125-155 (odd) Nos.109-119 (odd)</p>	<p>Amyand Park Road Nos.208, 210</p> <p>Crown Road Nos.26-32(even) Nos.35-43 (odd) Nos.34-48 (even)</p> <p>St Margarets Road No.123 Station Kiosks Nos.116-126A (even) Nos.157-165 (odd)</p>
<p>ST MARGARETS ROAD</p>	<p>St Margarets Road Nos.379-391 (odd)</p>
<p>SANDYCOMBE ROAD Sandycombe Road Nos.293-303 (odd)</p>	<p>Sandycombe Road Nos.296-308 (even)</p>
<p>SHEEN ROAD Sheen Road Nos.106-124 (even)</p>	<p>Sheen Road Nos.80-94</p>
<p>STANLEY ROAD Stanley Road Nos.176-184 (even) Nos.91-121 (odd)</p>	<p>Stanley Road Nos. 186-192 (even) Nos.139-147 (odd)</p>
<p>STRAWBERRY HILL Tower Road Nos.50-56 (even)</p>	

KEY	SECONDARY
<p>Nos.70-74 (even) Nos.39-45 (odd)</p> <p>Wellesley Parade Nos.1-6 (consecutive)</p>	
<p>TEDDINGTON Broad Street Nos.17-67 (odd) Nos.8-72 (even)</p> <p>High Street Nos.73-121 (odd) Nos.19-67 (odd)</p>	<p>Broad Street Nos.11-15 (odd) Nos.2-6 (even)</p> <p>Church Road Nos.1-13 (odd) Nos.6-16 (even)</p> <p>High Street Nos.6-42 (even) Nos.70-86 (even) Nos.100-160 (even)</p> <p>The Causeway Nos.2-28 (even) Nos.3-13 (odd)</p> <p>Station Road No.1</p>
<p>TWICKENHAM GREEN Staines Road Nos.8-38a (even)</p>	
<p>TWICKENHAM Church Street Nos.9-28 (consecutive) Nos.31-58 (consecutive)</p> <p>Heath Road Nos.2-44 (even)</p> <p>King Street Nos.1-39 (odd) Nos.2-62 (even)</p> <p>London Road Nos.1-9 (odd) Nos.2-50 (even)</p> <p>York Street Nos.1-19 (odd) No. 2</p>	<p>Heath Road Nos.46-164 (even) Nos.1-85 (odd) Nos.149-157 (odd)</p> <p>King Street Nos.41-59 (odd)</p> <p>London Road Nos.11-65 (odd)</p> <p>York Street Nos.4-18 (even)</p>
<p>WALDEGRAVE ROAD Waldegrave Road Nos.150-158 (even) Nos.197-207 (odd)</p>	<p>Waldegrave Road No.189-195 (odd)</p>
<p>WHITE HART LANE White Hart Lane Nos. 36-78 (even) Nos.147-153 (odd)</p>	<p>The Broadway Nos. 1-10 (consecutive)</p> <p>White Hart Lane Nos. 1-7 (odd)</p>

KEY	SECONDARY
	Upper Richmond Road West Nos. 42-48 (even)
WHITTON High Street Nos. 24-58 Nos. 60-114 (even) Nos. 19-107 (odd)	High Street Nos.1-7 (odd) Nos.109-113 (odd) Nos.115-123 (odd) Nos.16-22 (even) Nos. 120-136 (even) Bridge Way Bridge Way House Nelson Road Nos.109-121 (odd)
WHITTON ROAD Whitton Road Nos.97-105 (odd)	

Appendix 2: Key retail policies (2005 March UDP)

TC 5 KEY SHOPPING FRONTAGES

- 11.37 Planning permission will not normally be granted for changes of use or for redevelopment of shops that would result in any net loss of shopping floorspace within parts of centres which are identified as key shopping frontages on the proposals map and listed in Appendix B. In those key frontages which the Council considers would benefit from further consolidation, encouragement will be given to changes of ground floor premises to shop uses**
- 11.38 The Council has identified key shopping frontages from which further non-shop uses will normally be excluded and where the re-introduction of shop uses will be sought if the Council considers this would benefit the frontage. The aim is to maintain and strengthen existing shopping centres which advances the Council's overall strategy to provide for less mobile residents and reduce the need to travel, particularly by car. In the larger centres the intention is to protect the retail integrity of the centre and maintain a compact and convenient retail core, a choice and variety of shops, and the visual interest, vitality, attractiveness and continuity of the shopping frontage. In the case of Richmond town centre and the district centres, to also ensure that where redevelopment opportunities arise in the core shopping area to provide larger units, that these are secured for retail use as there are very limited opportunities to provide new retail floorspace in these centres. In the smaller centres, the intention is to maintain a range of basic shops to meet day-to-day, emergency, and in certain cases, main food shopping needs. Much of the Borough's shopping provision falls within conservation areas which have significant numbers of listed buildings. Protection of retail can help to preserve and enhance the character and appearance of conservation areas and the architectural and historic integrity of listed buildings. In designating key frontages consideration has been given to a range of factors including the demand for shop premises, existing uses, servicing and access arrangements, and environmental factors.
- 11.39 Whilst normally resisting service uses in key frontages it is important to accommodate the growing demand for service uses which serve residents and can often contribute to the attractiveness and viability of the town centre. In most centres secondary frontages have been identified to provide for those service uses (see policy TC 6). In protecting the function of all smaller centres the Council will, where it has control, resist the change of use of shops selling convenience goods and providing other essential goods and services such as chemists, post offices and hardware shops, where it believes hardship or inconvenience would result.
- 11.40 The Council has recently carried out a review of designated shopping frontages. Although the Borough's centres compare favourably with the national average, some centres are beginning to show signs of stress including a deterioration in their condition and in an increase in long term vacancies. This has resulted from changes in the way we shop and in particular in the rise in popularity of supermarket shopping. It is important to protect the shopping function of centres but not to encourage stagnation and decline. In some centres the amount of secondary frontage has been reduced, and key frontage has been redefined as secondary frontage, allowing greater flexibility for change of use in order to stimulate investment and promote the efficient use of town centres by allowing them to develop in other ways.

TC 6 CHANGE OF USE IN SECONDARY FRONTAGES

- 11.41 In parts of centres identified as secondary shopping frontages on the proposals map and in Appendix B the Council will restrict the numbers, types and locations of changes of use of shops and other uses in order to protect the shopping function and character of the centre. Uses which may be permitted are those which, in the opinion of the Council, complement retailing and attract people to the centre by providing services directly to large numbers of people, or rely on a window display for their operation and which will not adversely affect the amenities of nearby residents.**

11.42 The Council recognises the need to accommodate the growing demand for financial and professional services and food and drink outlets, and certain other non-retail uses, which serve residents and often contribute to the attractiveness and viability of the centre. Examples are restaurants, cafés, wine bars, snack bars, libraries, launderettes, betting offices, offices that provide counter services direct to the public such as banks, building societies, estate agencies, employment agencies, copy bureaux and community facilities which need to be visible and serve a passing clientele e.g. advice bureaux. Not all the uses would be appropriate in secondary locations and before granting planning permission for any non-shop use the Council would need to be satisfied that the use:

(a) is complementary to the shopping function and provides a direct service to the public;

(b) will not result in an over-concentration of such uses in the area; and

(c) will not detract from the residential amenities of the area; and

(d) will not unacceptably add to traffic and parking problems in the area; and

(e) will not have a detrimental visual impact on the shop-front; and

(f) will not create an unbroken run of three or more non-shop units.

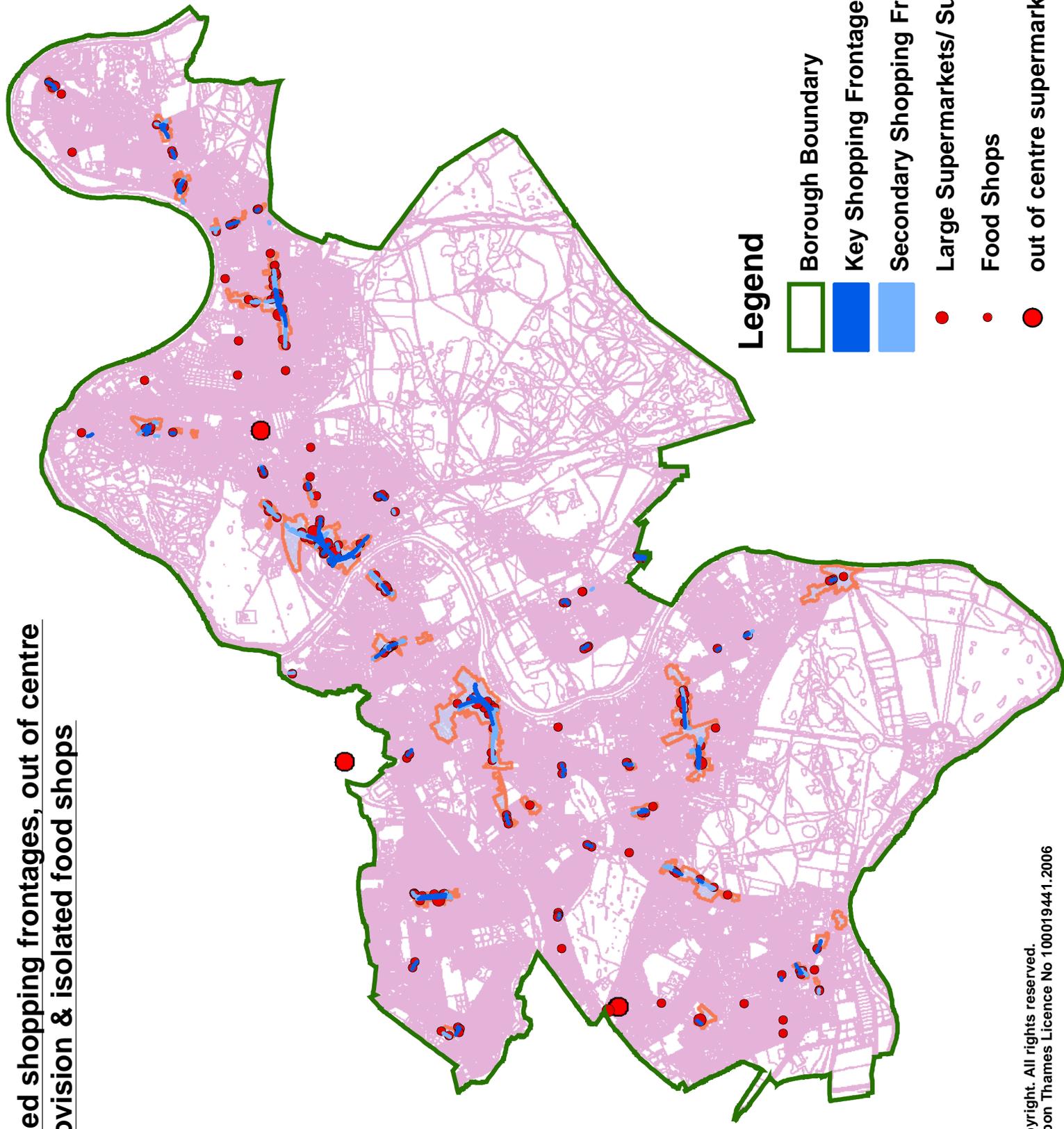
11.43 In appropriate cases the Council will require the provision of a window display. Planning guidance has been prepared on the treatment of shop-fronts and signs (see policies BLT 20, BLT 21 and supplementary planning guidance). Criteria (d) and (e) will be particularly important in judging proposals for "take-aways", restaurants and wine bars (see policy CCE 18). Proposals for car showrooms are dealt with under policy TC 10.

TC 7 ISOLATED SHOPS AND SMALL GROUPS OF SHOPS SERVING LOCAL NEEDS

11.44 Planning permission will not normally be granted for the change of use or redevelopment for other uses of isolated shops or of shops in small groups which serve residential areas more than 400m away from a shopping centre. In large housing developments in areas which the Council considers are deficient in local shopping the provision of shops may be required as part of the development.

11.45 The maintenance of shops for day-to-day needs within reasonable walking distance is of considerable importance to those households who do not have the use of a car for shopping and to those unable to travel far from home. They are valued by others for emergency and top-up shopping. The Council has designated key and secondary frontages across the Borough, but there are still some residents who live over 400m from a designated frontage. This is clearly unsatisfactory for elderly or less mobile shoppers, or people with young children, as it would require carrying shopping a considerable distance. Therefore the Council will resist the loss of isolated shops and small groups of shops which serve these areas. Where closure does occur and the Council is convinced that reasonable attempts to let the shop for retailing have failed, it will be concerned to ensure that the new use is compatible with surrounding uses. Growth needed to serve new housing should normally take place in existing shopping centres (policies TC 2 and TC 3) but where there is no shopping centre within reasonable walking distance new shops may be required as part of a new housing development.

Map 1: Designated shopping frontages, out of centre convenience provision & isolated food shops



Legend

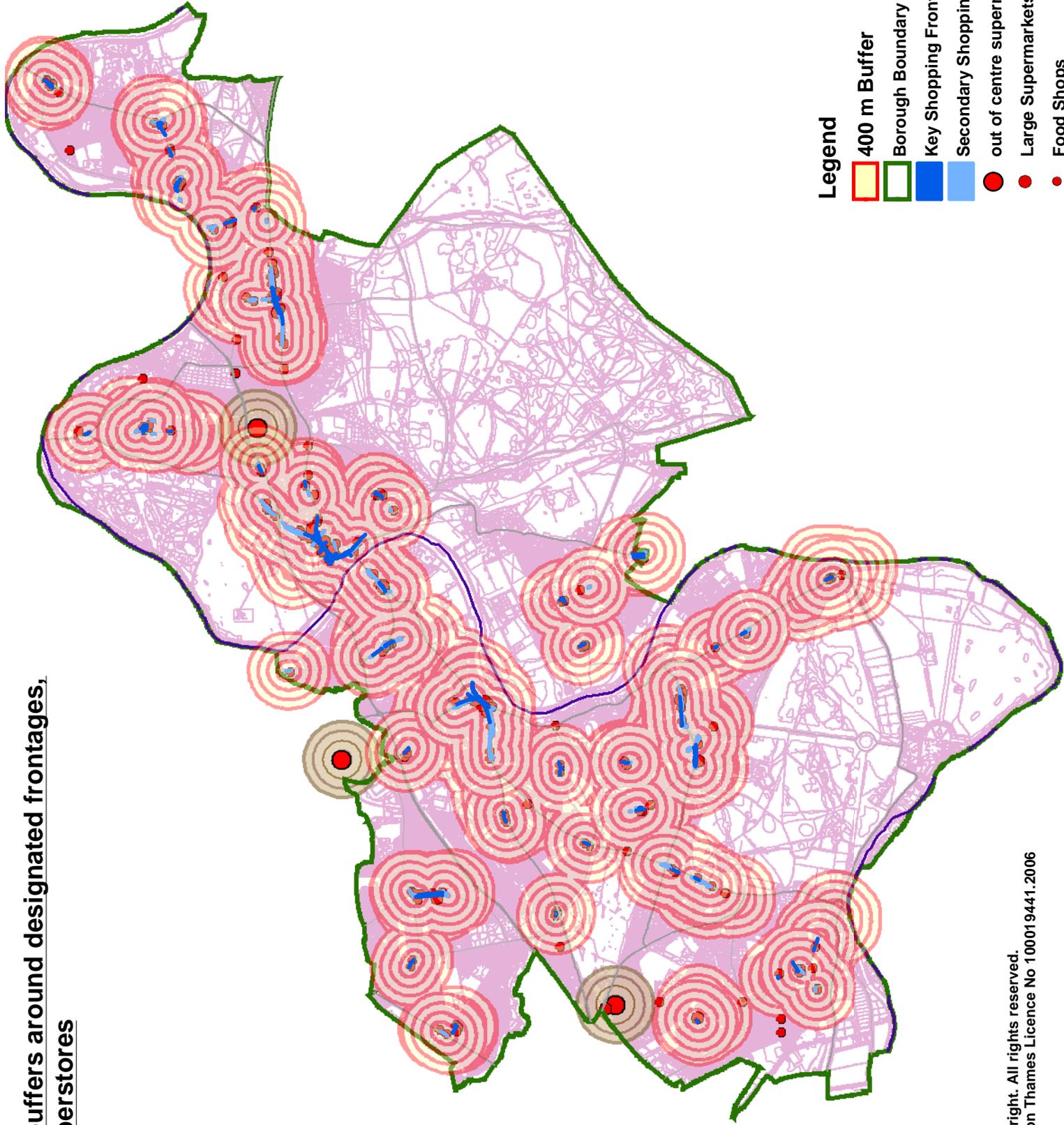
-  Borough Boundary
-  Key Shopping Frontages
-  Secondary Shopping Frontages
-  Large Supermarkets/ Superstores
-  Food Shops
-  out of centre supermarkets



Adopted Review UDF Mar 2005 designations
source: 2006 Land Use Data
Produced by Policy & Design section

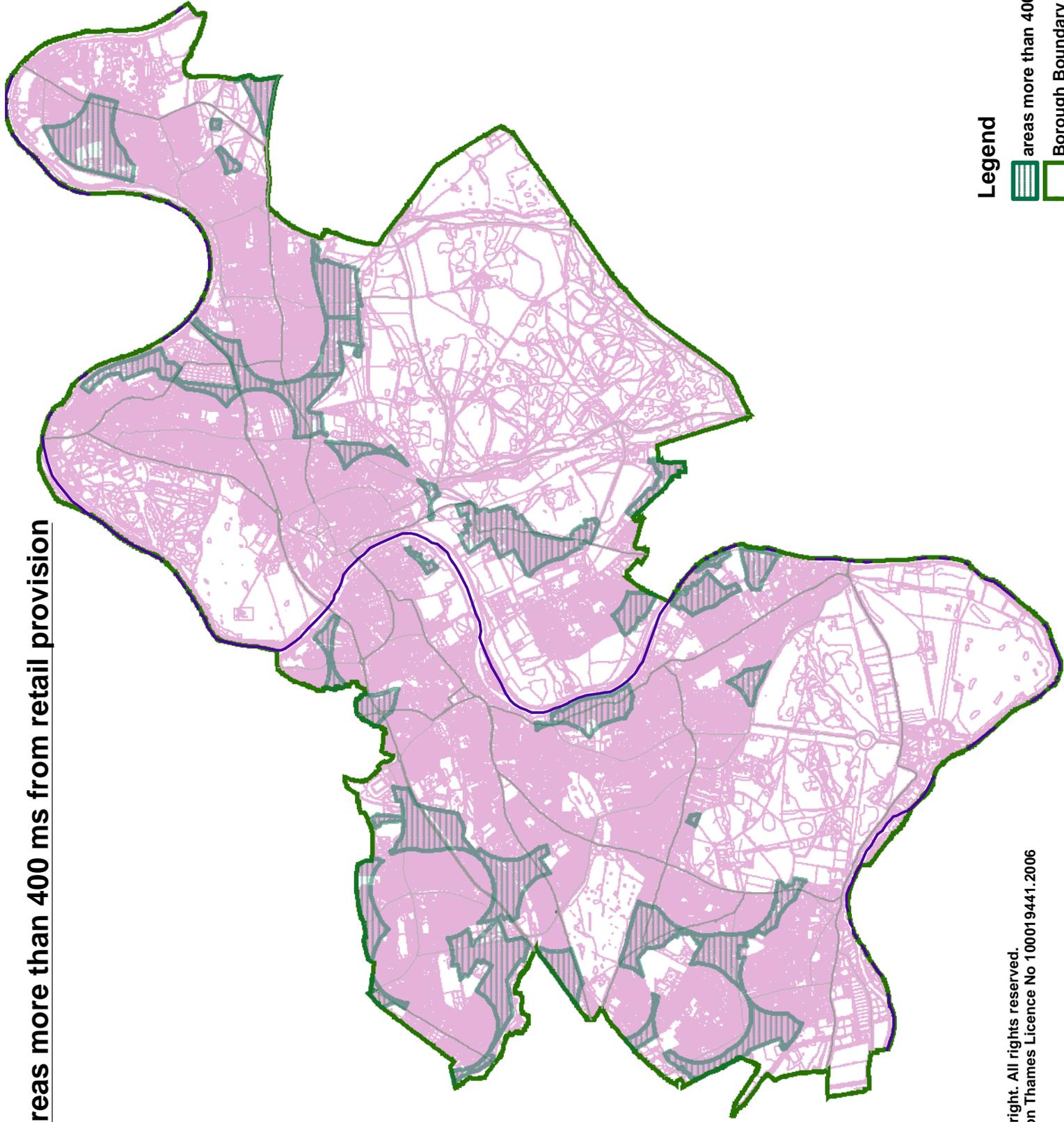
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ap 2: 400 metre buffers around designated frontages,
& out of centre superstores



- Legend**
- 400 m Buffer
 - Borough Boundary
 - Key Shopping Frontages
 - Secondary Shopping Frontages
 - out of centre superstores
 - Large Supermarkets/ Superstores
 - Food Shops

ap 3: Built up areas more than 400 ms from retail provision



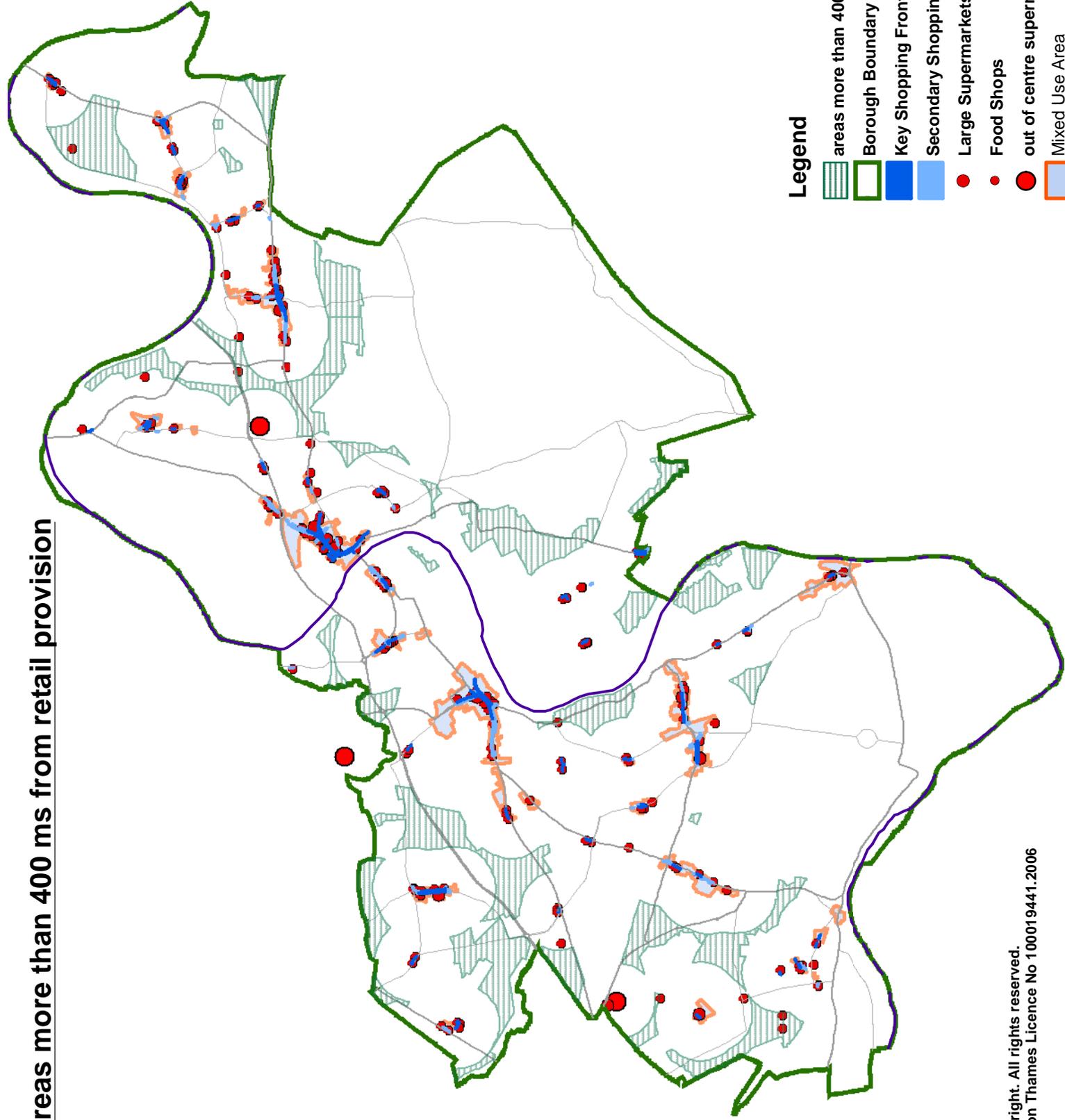
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Legend

- areas more than 400ms from retail
- Borough Boundary

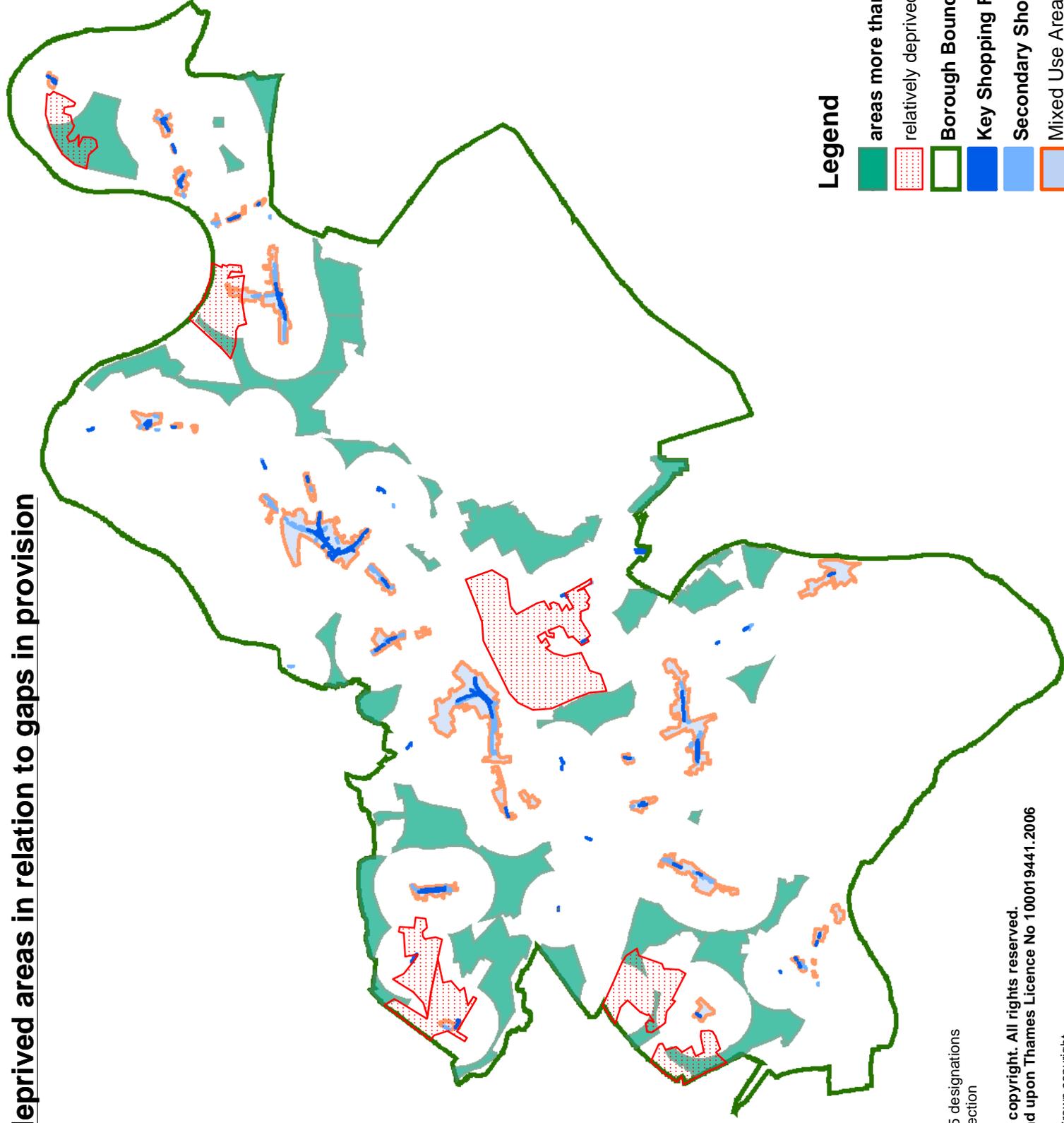
ap 4: Built up areas more than 400 ms from retail provision



Legend

- areas more than 400ms from retail
- Borough Boundary
- Key Shopping Frontages
- Secondary Shopping Frontages
- Large Supermarkets/ Superstores
- Food Shops
- out of centre supermarkets
- Mixed Use Area

Map 5: Most deprived areas in relation to gaps in provision



Legend

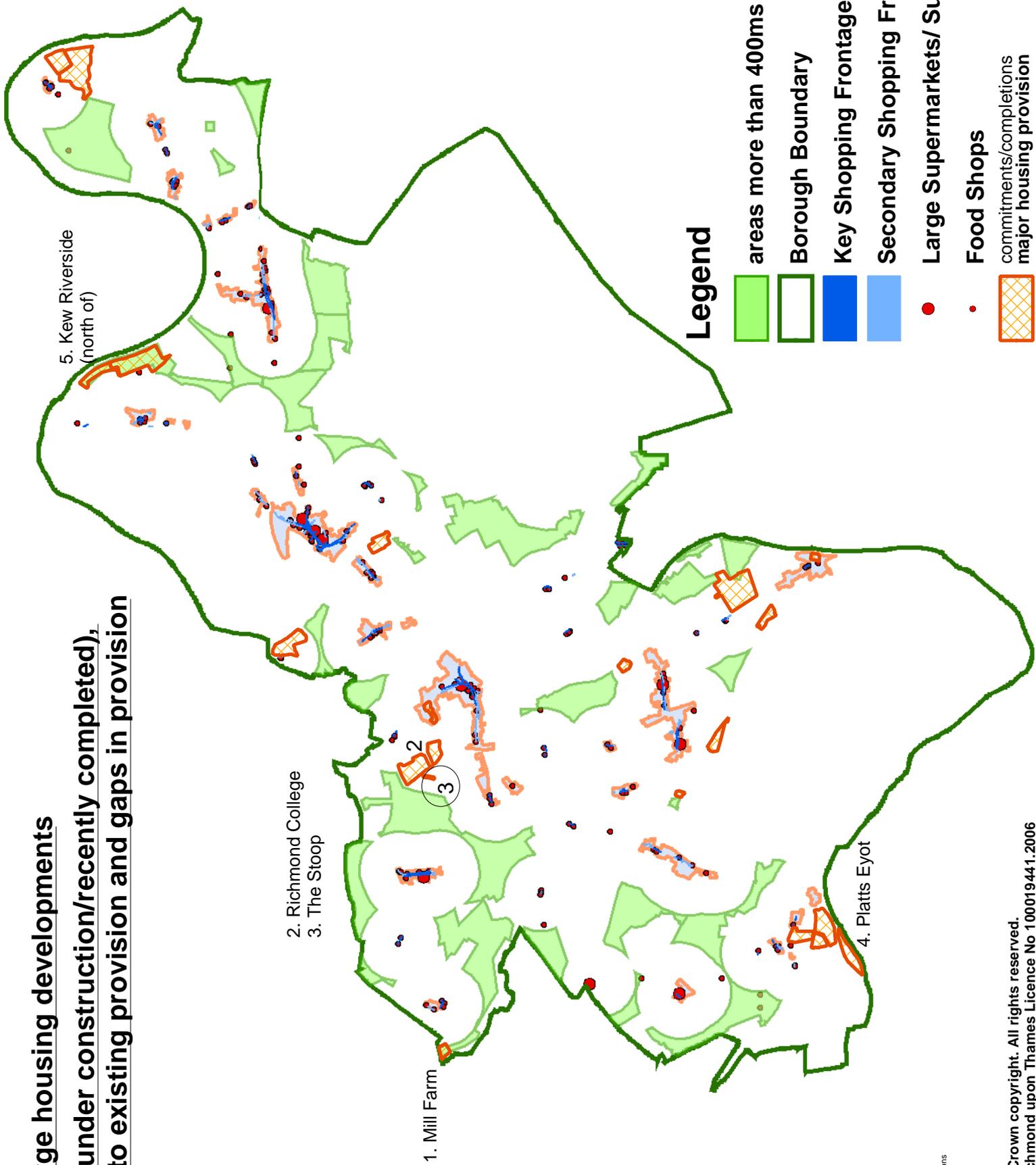
-  areas more than 400ms from retail
-  relatively deprived Super Output Areas
-  Borough Boundary
-  Key Shopping Frontages
-  Secondary Shopping Frontages
-  Mixed Use Area

Adopted Review UDP Mar 2005 designations
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Super Out put Area boundaries (c) Crown copyright

**Map 6 : Large housing developments
(proposed/under construction/recently completed),
in relation to existing provision and gaps in provision**



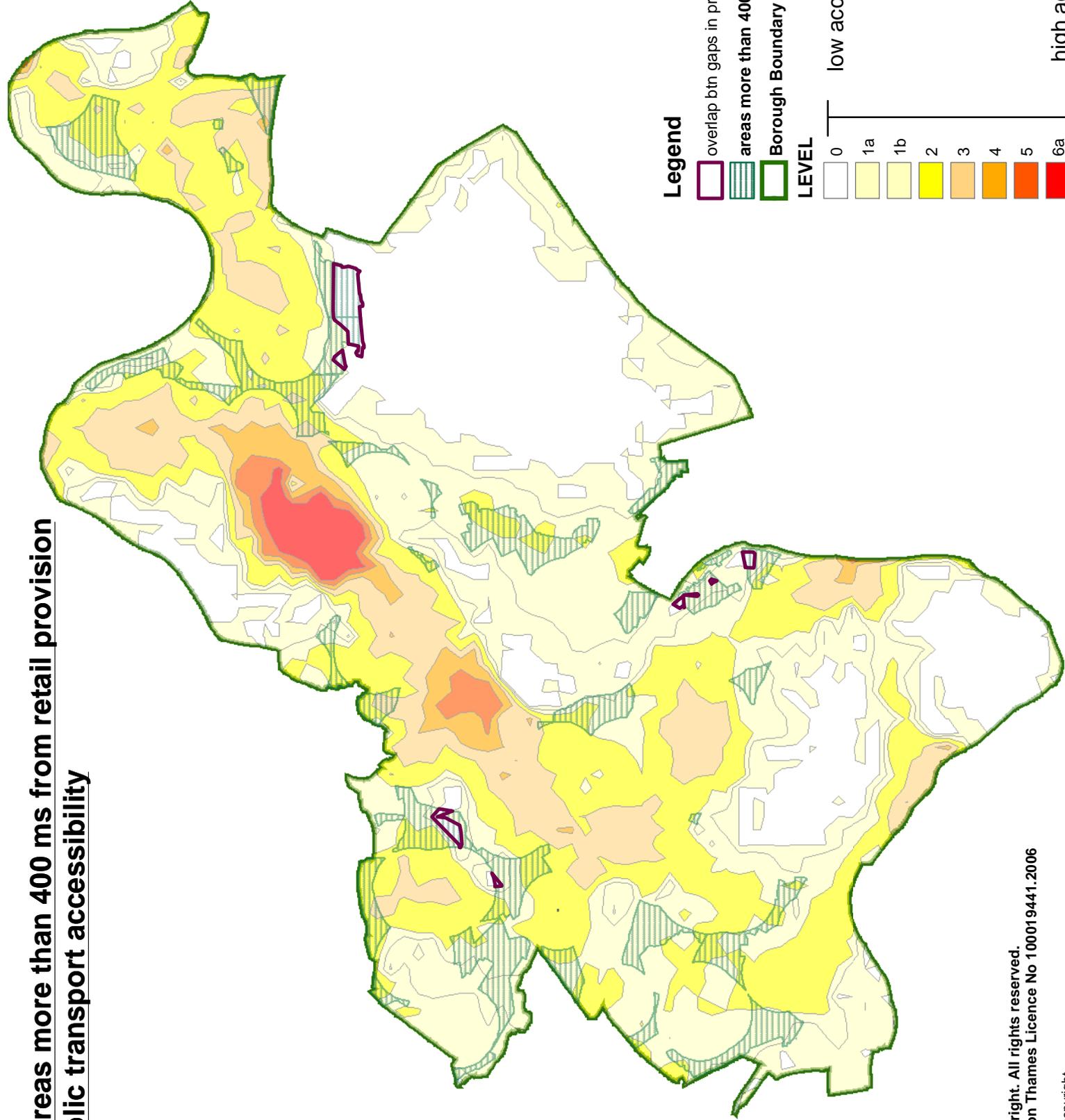
Legend

- areas more than 400ms from retail
- Borough Boundary
- Key Shopping Frontages
- Secondary Shopping Frontages
- Large Supermarkets/ Superstores
- Food Shops
- commitments/completions
- major housing provision

Adopted Review UDF Mar 2005 designations
source : 2006 Land Use Data
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Map 7: Built up areas more than 400 ms from retail provision in relation to public transport accessibility



Legend

-  overlap btm gaps in provision & PTAL 0
-  areas more than 400ms from retail
-  Borough Boundary

LEVEL

	0	low accessibility
	1a	
	1b	
	2	
	3	
	4	
	5	high accessibility
	6a	

Adopted Review UDF Mar 2005 designations
 source : 2006 Land Use Data
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**The Local Development Framework for the London
Borough of Richmond upon Thames is prepared
by the Policy Section of the Environment Directorate**

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