

## **Analysis of Town & Local Centres 2006/7 (Incorporating Health Checks for main town centres)**

**Appendices available separately**

**Produced by Policy & Research Section  
Development & Streetscene**

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## Introduction

In total the borough has 35 town centres, local centres and local parades ranging in size from just a small group of shops to Richmond, the principal town centre, with its wide range of shopping, cultural, leisure and business opportunities. In general most of the centres are healthy compared to the UK as a whole. Some, like Richmond, are very buoyant with high demand for retail premises and low vacancy rates. However, changes in the way we shop have meant that the number of independent food retailers such as greengrocers and butchers have declined and this has brought change in the composition of smaller centres in particular.

Government advice contained in Planning Policy Statement 6 advocates the development of a hierarchy of centres (in paras 1.6, 2.1 & 2.9 –2.11). The London Plan includes a network of town centres down to district level (relating to the 5 main town centres in the borough: Richmond, Teddington, Twickenham, East Sheen and Whitton).

Current adopted Review UDP policies do not distinguish between large local centres, two of which have over 100 units, and very local parades, in terms of the hierarchy. It is intended that LDF policy will further develop the hierarchy so that development and improvements can be co-ordinated in an appropriate way depending on the type of centre. This document forms part of the evidence base for the production of the Local Development Framework.

The detail of the assessment is included in Tables 3 & 4 below. It should be read in conjunction with the Appendices contained in 2 separate volumes. Volume 1 presents detailed data from a range of sources relating particularly to the 5 main town centres. Volume 2 includes land use maps for each centre. See also the related research referred to below, in particular the exercise on the geographical distribution of facilities.

## Purpose

Individual town and local centres have been classified according to a proposed hierarchy based on their size, location and function, and whether the centre does or could be developed to fill a gap in retail provision. Account has been taken of whether a centre serves an area of relative deprivation.

## Implications for Policy

This research has a direct influence on proposed policies and Development Plan Documents in the Local Development Framework. It has informed the development of the suggested hierarchy included in the proposed Town & Local Centre Core Policy.

Table 1: Proposed Centre Hierarchy

town	Richmond (major)
	Twickenham (district)
	East Sheen (district)
	Teddington (district)
	Whitton (district)
local	Barnes
	East Twickenham
	Hampton Hill
	Hampton Village
	Ham Common
	Kew Gardens Station
	St Margarets
neighbourhood	Castelnau
	Friars Stile Road
	Hampton Wick
	Heathside
	Kingston Road
	Stanley Road
	Sheen Road
	White Hart Lane
local parade	Ashburnham Road
	Fulwell
	Ham Street/Back Lane
	Hampton Nursery Lands
	Hospital Bridge Road
	Kew Green
	Kew Road
	Lower Mortlake Road
	Nelson Road
	St Margarets Road
	Sandycombe Road
	Strawberry Hill
	Twickenham Green
	Waldegrave Road
Whitton Road	

brackets refer to GLA's classification of town centres in London

Hampton Road and Crown Road were considered as part of the analysis which confirmed that their shopping function is very limited. They do not have any designated shopping frontage and are not included in the hierarchy.

This proposed hierarchy is presented for consideration. There are three centres in particular - Heathside (Powder Mill Lane), Castelnau and Hampton Nursery Lands which serve communities who are amongst the most deprived in the borough (see related research 2) for whom promotion in the hierarchy could be justified. A further summary table is included at the end of this document.

The analysis is also the key evidence in determining proposed designated shopping frontages to be included in the Site Allocations DPD. See the Local Development Scheme available on the Council's website<sup>1</sup> for details of timetabling.

<sup>1</sup>[http://www.richmond.gov.uk//local\\_development\\_framework/local\\_development\\_scheme.htm](http://www.richmond.gov.uk//local_development_framework/local_development_scheme.htm)

## Related Research

1. London Borough of Richmond upon Thames Retail Study & Appendices, GVA Grimley (March 2006)<sup>2</sup>
2. Distribution of convenience provision in London Borough of Richmond upon Thames: Identifying gaps in provision, LBRuT, published 2007<sup>3</sup>

Please note: Further more detailed on the entertainment sector will be published in due course.

## Sources used:

- Data comparing centres to a UK average copyright of Experian GOAD (2005). UK average = an index of 100, scores below 100 indicated an under-representation, and above an over-representation.  
NB Differences in definition of town centre boundaries between GOAD and the Council means that they are not strictly comparable.
- Town Centre Land Use Surveys – compiled annually by the Council
- Zone A rents data (hypothetical prime retail rents) © Colliers CRE 2006.
- Full information on bus routes & frequency of service can be obtained from the TfL website (<http://www.tfl.gov.uk/tfl/>) or from the Council's leaflet Exploring Richmond upon Thames by Public Transport (updated Nov 2006).
- Mayor of London, SRDF: South Region, 2005

A guide to the Use Classes Order is included in Table 2 below to aid interpretation of the analysis:

Table 2: Guide to the Use Classes Order 2005

Use Classes Order 2005	Examples:	permitted change
<b>A1</b>	<b>Shops</b> , retail warehouses, hairdressers, undertakers, travel and ticket agencies, post offices, dry cleaners, Internet cafes, sandwich bars, funeral directors	No permitted change.
<b>A2</b>	<b>Professional and financial services</b> , banks, building societies, estate and employment agencies, betting offices	Permitted change to A1
<b>A3</b>	<b>Restaurants &amp; cafes</b> – sale of hot food for consumption on the premises	Permitted change to A1 or A2.
<b>A4</b>	<b>Drinking Establishments</b> – public house, wine bar or other drinking establishment	Permitted change to A1, A2 or A3.
<b>A5</b>	<b>Hot food takeaways</b> – sale of hot food for consumption of the premises	Permitted change to A1, A2 or A3.
<b>Sui Generis</b>	Retail warehouse clubs, Shops selling and/or displaying motor vehicles, laundrettes, taxi or vehicle hire businesses, amusement centres, petrol filling stations.	No permitted change.
<b>B1 (a) (b) (c)</b>	Offices not within A2 Research and development, studio, laboratories, high tech Light industry	Permitted change to B8 (where no more than 235m2)
<b>B2</b>	General Industry	Permitted change to B1 or B8. (B8 limited to 235m2)
<b>B8</b>	Wholesale warehouse, distribution centres, repositories	Permitted change to B1 (where no more than 235 m2)
<b>Sui Generis</b>	Any work registrable under the Alkali, etc, Works Regulation Act, 1906	No permitted change
<b>C1</b>	Hotel, boarding and guest houses where no significant element of care is provided.	No permitted change
<b>C2</b>	Residential schools and colleges. Hospital and convalescent/ nursing	No permitted change

<sup>2</sup>[http://www.richmond.gov.uk/local\\_development\\_framework/local\\_development\\_framework\\_research/retail\\_study\\_march\\_2006.htm](http://www.richmond.gov.uk/local_development_framework/local_development_framework_research/retail_study_march_2006.htm)

<sup>3</sup>[http://www.richmond.gov.uk/local\\_development\\_framework/local\\_development\\_framework\\_research.htm](http://www.richmond.gov.uk/local_development_framework/local_development_framework_research.htm)

Use Classes Order 2005	Examples:	permitted change
	homes	
<b>C3</b>	Dwellings occupied by a person or family , or by no more than 6 residents living together, including a household where care is provided.	No permitted change
<b>Sui Generis</b>	Hostels	No permitted change
<b>D1</b>	Non-residential institutions e.g. places of worship, church halls Clinics, health centres, crèches, day nurseries, consulting rooms Museums, public halls, libraries, art galleries, exhibition hall Non residential education and training centres	No permitted change
<b>D2</b>	Assembly & leisure e.g. Cinemas, music and concert halls, dance, sports halls, swimming baths, skating rinks, gyms. Other indoor and outdoor sports and leisure uses, bingo halls and casinos	No permitted change
<b>Sui Generis</b>	Theatres, nightclubs	No permitted change

Centre	Description & analysis
<b>Table 3: Analysis of main town centres</b>	
<p><u><b>Richmond</b></u></p>	<p><b><u>Brief description</u></b>            The largest of the borough's town centres it has a significant convenience and comparison shopping role with a range of multiple retailers and independents. It is an attractive up-market shopping destination with a niche in jewellery &amp; fancy goods as well as designer women's clothes. It competes with higher order centres, especially Kingston. Richmond is physically constrained by the Green &amp; River Thames and has extensive Conservation Area coverage with many listed buildings and Buildings of Townscape Merit. It has a Dickens &amp; Jones department store (to be rebranded as House of Fraser) &amp; several supermarkets – Waitrose, Tesco Metro and a Marks &amp; Spencer foodhall. It also has a regular farmers market at Heron Square. Richmond has a number of cultural venues including 3 cinemas and 2 theatres. It benefits from a BR station with fast services to London Waterloo &amp; a London Underground station (district line) as well as several bus services. The centre is located within PTALs 5-6 (6 indicating high accessibility &amp; 0 indicating low accessibility) – See Map 2, making it the most accessible centre in the borough in terms of public transport links.</p> <p><b><u>Health check indicators</u></b>  <b>Diversity of uses:</b>            See Table A3.2 in Appendix 3 (Vol 1). The proportion of retail units in key frontage has remained at around 72% in recent years. This is also true for A2 uses (4%) &amp; A3/A4/A5 uses (14-15%). Overall, the proportion of A1 uses in the centre has remained stable at c. 62-3% for a number of years (See App 1).</p> <p><b>Vacancy rates:</b> Rates are extremely low at 5.3% for the town centre as a whole, and 5.5% in key shopping frontage (2006 data).  <b>Multiples:</b> Experian GOAD data (App 7 of Vol 1) suggest that there are significantly more multiple retailers in this centre than in other borough centres, especially comparison retailers for which it is similar to the UK average. Richmond retains a strong independent sector, except in relation to leisure services.</p> <p><b>Entertainment uses:</b>            Richmond has a well-developed entertainment sector. The Council's Land Use Survey reveals that 20% of units in the town centre were in Use Class A3/A4/A5 in 2006, slightly higher than the borough average of 18%. This amounts to approx 65 outlets. Only Twickenham town centre has a higher proportion. However there has not been significant growth in this sector, in terms of the number of outlets, other the last few years (App 3, Vol 1).            Experian GOAD estimate that the centre has 162,800 ft<sup>2</sup> of leisure uses, more than in any other centres in the borough. 54,000ft<sup>2</sup> of this is in restaurant use and a further 52,000 ft<sup>2</sup> as public house/wine bar. There is also a significant café sector although the fast food and take-away sector is much less extensive. In terms of all leisure services it has an above UK average representation in terms of both the percentage of outlets in this sector and the amount of floorspace.</p> <p><b>Household Telephone Study (part of Retail Study):</b> Richmond is the town centre visited most often for restaurants amongst respondents to the survey. 29% of these visit once every 2 weeks for this purpose, 23% once a month and 18% once a week. 12% of respondents stated that they visited the centre for bars &amp; nightclubs, although 57% said they did not visit bars and clubs. 8.1% of respondents felt unsafe after dark or during the evening in the centre, the highest proportion in the borough, but less than Kingston. 12% regularly encountered crime and anti-social behaviour. 87% or respondents agreed or strongly agreed that there is a good range of activities for evening entertainment. 93% agreed/strongly agreed that there was a good range of cafes and coffee shops for lunch &amp; snacks. 97% felt that Richmond</p>

Centre	Description & analysis
	<p>provided a safe environment for shopping.</p> <p>Detailed research has been undertaken by Erskine consultants for the Council on these issues in Richmond and Twickenham, which is due to be repeated shortly. Further analysis of this subject will refer to this and will be published in due course.</p> <p>Modifications to London Plan classify the centre as having an entertainment sector of sub-regional importance.</p> <p><b>Pedestrian flow counts:</b> By far the highest counts are recorded outside of Marks &amp; Spencer on George Street. High counts are also recorded at 1, The Quadrant &amp; the BR station. The lowest counts were observed on Richmond Hill and Red Lion Street.</p> <p>As part of the Richmond Town Centre Enhancement Project the Council commissioned pedestrian flow counts for this centre in May 2005. They are not directly comparable as different sampling points have been used although they reveal a broadly similar pattern. In comparing the Saturday afternoon (2pm – 3.35 pm total) count data, the site at 59 George Street (French Connection) had the highest footfall. The second highest count was recorded at the corner of Richmond Station/ Drummonds Place. Footfall outside of Westminster House, Kew Road and the cinema on Hill Street are considerably lower.</p> <p><b>Zone A rents<sup>4</sup>:</b> Colliers CRE estimate that Zone A Rents have been rising in Richmond for some years reaching £205 per m2 in 2005, although they have dropped very slightly to £200/m2 in 2006. Rents are better than those achieved in other nearby metropolitan centres with the exception on Kingston where rents are considerably higher.</p> <p><b>UK comparisons:</b> Overall the convenience sector is less well-represented than the UK average (63 in terms of both the percentage of outlets and amount of floorspace), whilst the comparison sector is just above (117 in terms of outlets and 108 in terms of floorspace). Supermarkets provide the majority of food shopping. The following sectors are amongst those over represented compared to the UK average: antiques, art &amp; art dealers, children's &amp; infants wear, DIY/home improvement, ladies &amp; menswear (significantly so), telephones, gifts china &amp; fancy goods. It has fewer charity shops which are priced out of the market.</p> <p><b>Demand for representation:</b> Ranked 12<sup>th</sup> in the country in terms of demand from retailers in April 2005. In Aug 2005 the Focus Property Intelligence database identified some 95 comparison goods retailers, 8 convenience retailers and 62 service operators seeking space.</p> <p><b>Summary of Retail Study findings:</b> (Please see document itself for detail – available on Council's website)</p> <p>Richmond – established upmarket shopping destination, attractive environment, specialist retailers, balance of uses has remained relatively stable, rents are rising &amp; vacancy rates are well-below UK average. Suffers from traffic congestion and poor pedestrian environment.</p> <p>capacity projections for 2013 –  convenience: Richmond: 1351m2 net<sup>5</sup>  comparison: Richmond: 3646 m2 net<sup>6</sup></p>

<sup>4</sup> source Colliers CRE

<sup>5</sup> based on a sales density of £10,000 per m2



Centre	Description & analysis
	<p>Opportunity to extend town centre foodstore provision over the plan period. Potential to increase, improve &amp; consolidate comparison goods retail provision, and to the meet the need for larger modern retail units in order to maintain market share. Richmond is the centre with by far the greatest capacity for convenience and especially comparison shopping. Improve pedestrian environment and townscape.</p> <p>Sites given initial consideration in Study:</p> <ul style="list-style-type: none"> <li>• Richmond station site – retain proposal. The scheme should promote strong linkages with the existing shopping frontages &amp; improve pedestrian environment through to the Quadrant.</li> <li>• Bus/police station Wakefield Road – may be appropriate for a mixed use scheme, but site is constrained &amp; limited in scale to support a viable retail scheme. Could include nearby sites to create better linkages with core shopping area. Detailed testing required.</li> <li>• Eton Street – appropriate for mixed use development with retail on the ground floor.</li> </ul> <p>Further assessment of sites will be undertaken as part of the development of the Site Allocations DPD.</p> <p><b>Hierarchy:</b> Remains the borough's principal <b>town centre</b>.</p>
<p><u><a href="#">East Sheen</a></u></p>	<p><b>General Description</b></p> <p>East Sheen is a linear centre running along the Upper Richmond Road West, and also towards Mortlake BR station on Sheen Lane. The BR station is on the loop-line to London Waterloo. East Sheen centre falls mainly within PTAL 3, although parts of the centre running along the Upper Richmond Road West on the periphery are with PTAL 2 (6 indicating high accessibility &amp; 0 indicating low accessibility) – See Map 2. Relevant bus routes: 33, 337, 493 &amp; N10. Most of the centre is subject to red route status which prevents parking. East Sheen has one major supermarket occupied by Waitrose who are seeking to redevelop the site, including the adjacent site formerly a Safeway supermarket. Its car park is the main town centre parking.</p> <p>The Council undertook an exercise to map the distribution of retail facilities in the borough and identify gaps in provision<sup>3 &amp; 16</sup>. East Sheen fulfils an important role in terms of providing facilities to the east of the borough. There are residential communities to the east and south which are more than 400 metres away from the shopping centre. This confirms the need to support the centre's shopping function.</p> <p>Research also suggests that East Sheen serves an area in Mortlake<sup>19</sup> which is amongst the most deprived in the borough according to the ODPM/DCLG's Index of Multiple Deprivation. A significantly larger proportion of households living in this area (37%) do not have access to a car/van than the borough average of 24% (2001 Census – Key Statistics).</p> <p><b>Health check indicators</b></p> <p><b>Diversity of uses:</b> The proportion of A1 retail uses in key shopping frontage was 68% in 2006, very slightly below the borough average. A number of vacancies have appeared in key shopping frontage in the last couple of years, bringing down this proportion. However 64% of uses were in A1 use in secondary shopping frontage which is considerably higher than the borough average and of any other district centre. This proportion has been rising in East Sheen in recent years and was also high in non-designated frontage.</p> <p>In general the level of non-shop uses has remained fairly stable (see Table A3.4 in Appendix 3). Approximately 16% of uses are in</p>

<sup>6</sup> sales density of £5,000 per m2

Centre	Description & analysis
	<p>the A3/A4/A5 sector, lower than Twickenham and Richmond and commensurate with Teddington. Most are located in either secondary or non-designated shopping frontage.</p> <p><b>Vacancy rates:</b> At 6.1% vacancy rates in the centre are well below the UK average (2006). Rates were extremely low in 2004 at just 3.2%, although the 6% figure is more normal for the centre and in line with the borough average.</p> <p><b>Multiples (9 or more outlets):</b> (Appendix 7). Data provided by Experian GOAD suggest that the number of multiple outlets in terms of non-food goods is below the UK average in terms of the number of outlets and the amount of floorspace, but slightly above the average in terms of food shopping. Clearly there are a large number of independent retailers in the centre.</p> <p><b>Retailer diversity – UK comparisons:</b> (Appendix 8) East Sheen is below the UK average in terms of food shopping, and slightly above it in terms of non-food shopping. The following retail sectors are well-represented: furniture (fitted &amp; general), DIY &amp; home improvement, gardens and equipment (Adrian Hall Garden Centre), office supplies. In terms of food shopping much of the provision is provided by the Waitrose supermarket on the Upper Richmond Road West. The centre is well represented in terms of grocers/delis, and newsagents. It has 2 butchers and a greengrocer but no fishmonger.</p> <p><b>Entertainment uses/ coffee shops:</b> (Appendix 5) East Sheen's offer is not based on drinking establishments (below the UK average for pubs &amp; wine bars). It is above average for take-aways (12 outlets) and restaurants (14 outlets) and to a lesser extent cafes, in terms of amount of floorspace (5 outlets). Bearing in mind that there are almost 200 units without the protection of either key shopping frontage or secondary shopping frontage, there is considerable scope to expand the entertainment sector.</p> <p>A telephone survey was carried out as part of the VGA Grimley Retail Survey which asked questions on a number of issues relating to this subject. 3.2% of the 1000 respondents identified East Sheen as the centre they most visited for restaurants and less than 1% came to the centre for its bars. It was not identified as a centre in which visitors felt unsafe during the evening and after dark, nor where respondents were likely to have experienced crime, nuisance or anti-social behaviour on a regular basis (although the number of respondents to these questions was very small). Further analysis of this subject will be published in due course.</p> <p><b>Pedestrian flow counts:</b> The monitoring point with by far the highest footfall is located outside of the centre's main supermarket (Waitrose). During the lunchtime peak the site at the HSBC bank (357 Upper Richmond Road West) is the next highest, although at other times the 220 Upper Richmond Road West site has higher footfall. Not surprisingly the early evening count revealed that the site nearest the BR station is the highest. Even throughout the day this site has higher counts than those at the periphery of the centre along the URRW (points 1,3,6 &amp; 7).</p> <p><b>Zone A rents:</b> (Appendix 2) Data only produced for this centre since 2004 when rents were £55/ft<sup>2</sup>. They had risen to £60/ft<sup>2</sup> in 2005, and again to £65/ft<sup>2</sup> in 2006.</p> <p><b>Demand for representation:</b> In August 2005 there were 23 retail businesses seeking representation in the centre, 13 comparison retailers (including Kew (now represented), Laura Ashley household, Robert Dyas and Carphone Warehouse, plus 2 charity shops), 0 convenience retailers and 10 service operators.</p> <p><b>Summary of Capacity Study<sup>7</sup> findings:</b> (Please see document itself for detail – available on Council's website) Waitrose store performing strongly. Entertainment sector less well-developed than Richmond &amp; Twickenham. Niche for furniture,</p>

<sup>7</sup> GVA Grimley, Retail Study, March 2006.

<sup>8</sup> based on a sales density of £10,000 per m<sup>2</sup>

<sup>9</sup> sales density of £5,000 per m<sup>2</sup>

Centre	Description & analysis
	<p>soft furnishings &amp; DIY. Retailer demand is high. Vacancy rates well below UK average.  capacity projections for 2013 –  convenience: 502 m2 net<sup>8</sup>  comparison: 495 m2 net by 2013<sup>9</sup>  Surplus expenditure to support limited food shopping, could also be scope to increase market share. Some limited capacity for comparison goods floorspace, could also claw back spending from elsewhere. LDF should encourage larger shops and retain shops in key frontages.  <b>Initial assessment of sites:</b> few opportunities available –</p> <ul style="list-style-type: none"> <li>• vacant Safeway – obvious site [in JLP/Waitrose ownership. JLP seeking to redevelop both sites]</li> <li>• site adjacent Mortlake BR station – would require detailed analysis, disjointed in terms of land ownership, but could accommodate mixed use development including <u>small scale</u> retail.</li> </ul> <p>Further assessment of sites will be undertaken as part of the development of the Site Allocations DPD.  <b>Hierarchy:</b> Clearly of a scale and function to be classified as a town centre.</p>
<p><u>Teddington</u></p>	<p><b>General Description</b>  Teddington is classified by the Greater London Authority as one of the borough's 4 district centres. It is linear concentrated around the High Street to the east and Broad Street to the west. Conservation Area status applies to the east of the centre (CA 37 High Street, Teddington) and (CA 27 Teddington Lock). The centre is relatively buoyant and characteristically has low vacancy rates. The opening of a 5,000m2 (net) superstore on Uxbridge Rd, Hampton in 1990 (and subsequent extension), the largest in the borough, did have an impact on shopping patterns in the area. More recently a Marks and Spencer food only store has opened in the High Street with shared 54 parking spaces. Tesco are represented in Broad Street. Teddington also has a range of comparison goods retailers, many of which are independents. There are car parks to the rear of Broad Street (North Lane East &amp; West), at the Marks &amp; Spencer store and at Cedar Road. Teddington has a BR station (not directly in centre) and various bus routes operate throughout the centre. Teddington is located within PTAL 3 (6 indicating high accessibility &amp; 0 indicating low accessibility) – See Map 2.</p> <p><b>Health check indicators</b>  <b>Diversity of uses:</b> In 2006 65% of uses in designated frontages were in A1 (shop) use which is high for the centre in recent years. The proportion of A2 uses in all frontages has held steady at around 9-10% since 1998. This is also true for the entertainment sector which remains around the 16% mark and is slightly below the average for the 5 main town centres. In key frontages the percentage in shop use remains high and is in fact the highest of all district centres.  <b>Vacancy rates:</b> 2006 data indicate 5 vacancies and a further 7 in secondary frontage. However, this represents a low level, albeit that there has been some fluctuation in recent years. In 2006 the vacancy rate for the centre was 8.2%, only 6.1% in designated frontages. It has dropped slightly in recent years. Vacancy rates are well below the UK average, although the highest amongst the district centres.  <b>Entertainment uses/ coffee shops:</b> The Council's data indicate that A3/A4/A5 uses have held steady at the 16% mark in recent years.  Experian GOAD data (Appendix 5) suggest that overall in terms of leisure uses Teddington is just slightly above the UK average. It has an estimated 78,700 ft2 of leisure uses. Teddington has an above average score for bars/wine bars compared to the UK average (100) of 151 in relation to outlets &amp; 255 in relation to floorspace. It also has well-above average representation in terms of restaurants, and lower scores for takeaways and pubs.  A household telephone survey was undertaken as part of the Retail Study which obtained views on this issue. Key findings are:</p>

Centre	Description & analysis
	<p>9.1% of respondents used the centre to visit restaurants (second only to Richmond), most commonly once every month. Only 2.7% visited Teddington to go to bars, most commonly once a week. 30% stayed later than 11.30 pm when socialising. Only 0.6% felt unsafe during the evening or after dark, and 0.8% regularly experienced crime, anti-social behaviour or nuisance. (NB sample size small for latter questions.)</p> <p>Further analysis of this subject will be published in due course.</p> <p><b>Pedestrian flow counts (2006):</b> The latest figures confirm those of earlier monitoring which suggest by far the busiest spot is outside Tesco in Broad Street, which is generally busier than the High Street. Perhaps surprisingly the Budgens on the High Street appears to have higher footfall than the Marks &amp; Spencer, although the other monitoring point on the High Street (opposite M &amp; S) appears to be experiencing higher footfall after the opening of the foodstore. The lowest footfall is found at the sites on the Causeway.</p> <p><b>Zone A rents:</b> * Only recorded since 2002. However, risen marginally year on year since then. £50ft<sup>2</sup> in 2006.</p> <p><b>Diversity of use - UK comparisons: (Appendix 8)</b> Teddington has convenience provision which is considerably below the UK average score (100) of 63 according to Experian /GOAD data. Although this mirrors the picture for all the larger town centres, and probably reflects the extent of expenditure in the borough's or neighbouring boroughs out of centre superstores. Its provision is essentially supermarket based. It also has below average comparison goods provision. Conversely it is above the average for leisure and financial and business services.</p> <p>Retail sectors with greater than UK average representation include: antique shops, furniture &amp; photographic &amp; optical.</p> <p><b>Multiples:</b> (Appendix 7) According to Experian/GOAD Teddington has 48 multiples (9 or more outlets) amounting to 138, 200 ft<sup>2</sup> of floorspace. For non-food shopping, the centre has below average representation, reflecting the number of independent retailers in Teddington. However, multiples are much more strongly represented in terms of food shopping.</p> <p><b>Summary of Retail Study findings:</b> (Please see document itself for detail – available on Council's website)</p> <p>Vibrant and improving town centre. Retailer demand strong but largely driven by entertainment sector. Tesco is performing well, but Marks and Spencer less so (latter may be result of recent opening and recording of survey results). Authority should continue to consolidate and enhance the centre.</p> <p>Demand for representation - Retail demand is strong. 15 comparison retailers seeking representation including Peacocks, &amp; Superdrug. Plus demand from 17 service operators including 5 A5 uses and 7 A3 uses.</p> <p>capacity projections for 2013 –  convenience: -341 m<sup>2</sup> net<sup>10</sup> i.e. negative capacity  comparison: 303 m<sup>2</sup> net<sup>11</sup></p> <p>Although capacity analysis indicates negative capacity for further food shopping and limited capacity for comparison goods. LDF should seek to consolidate &amp; enhance. Apply policies strictly to retain existing shopping and maintain balance of uses. Over representation of service uses could have a detrimental impact. Prevent an overdominance of undesirable A4 &amp; A5 uses outside of designated frontage, but broaden the role of the centre in these locations.</p> <p>Initial Analysis of sites:</p> <ul style="list-style-type: none"> <li>• Telephone exchange – well-integrated with shopping frontages &amp; would be suitable for a mixed use scheme.</li> <li>• Paint Research station – beyond core shopping area. Could have a detrimental effect on retail function of Teddington town centre.</li> </ul>

<sup>10</sup> based on a sales density of £10,000 per m<sup>2</sup>

<sup>11</sup> sales density of £5,000 per m<sup>2</sup>

Centre	Description & analysis
	<p>Further assessment of sites will be undertaken as part of the development of the Site Allocations DPD.</p> <p><b>Hierarchy:</b> Teddington is a district centre according to the GLA's classification and clearly warrants town centre status in the borough's hierarchy by virtue of its role and size.</p>
<p><u>Twickenham</u></p>	<p><b>General Description</b> Twickenham is the second largest town centre in the borough. It has a good range of shops and services. Most of the national retailers and banks represented in the centre are located on King Street. The main foodstore in the centre is Waitrose in London Rd which benefits from an adjoining c.450 space multi-storey. Marks &amp; Spencer are represented with a small food only store on Heath Road and there are a number of quality independent convenience shops including a fishmongers, bakers and greengrocers. The presence of the RFU and the Civic Centre add to the vitality of the centre which has a well-developed evening economy. The centre is located within PTAL 5 with the exception of the west of Heath Road which has a PTAL of 4-5. (6 indicates high accessibility &amp; 0 indicates low accessibility) – See Map 2. There is a BR mainline station to the north of the centre which is served by numerous bus routes.</p> <p><b>Health check indicators</b> <b>Diversity of uses:</b> See Table A3.3 in Appendix 3. 68% of units in key frontage were in retail use in 2006 which is commensurate with the borough average. In designated frontage the proportion of A3/A4/A5 uses has risen albeit gradually from around 16% in 1998 to 18.5% in 2006. There has been a similar percentage increase for the centre as a whole. Just over 1 in 5 units operate within this sector in the centre as a whole, which is the highest of all the larger town centres in the borough. This amounts to an increase of about 1 per year since 1998. The proportion of A2 uses has risen very slightly in recent years and was 11% in 2006, this is higher than any other of the district centres with the exception of Whitton (which is a smaller centre). Twickenham also has the lowest proportion of shops than any of the other larger centres. It has therefore experienced a considerable amount of diversification.</p> <p><b>Vacancy rates:</b> Twickenham's vacancy rates are lower than in the 1990s. In 2006 it was just 4.7%, the lowest of the district centres, and well below the UK average. There has been investment in recent years particularly along Heath Rd including a new retail development occupied by Multi York, and a Marks &amp; Spencer Simply Food. Since the survey was undertaken there have been 2 vacancies in prominent positions in King Street (formerly MacDonalds &amp; QS clothing). The former faces competition from coffee shops and is closing premises elsewhere and the latter has ceased trading. Refurbishment work is already underway at McDonalds. However, other units such as Contessa and Moben kitchens are more recent vacancies.</p> <p><b>Multiples:</b> (Appendix 7) According to Experian GOAD there are 85 multiple outlets in Twickenham amounting to 219,200 ft2 of floorspace. The centre is well below the UK average for comparison goods and commensurate with the UK average for convenience goods in terms of representation by multiples in the retail sector. It is however well-above average in the leisure services sector.</p> <p><b>Entertainment uses/ coffee shops:</b> See Appendix 5 – Twickenham has a very well-developed evening economy and has experienced growth in this sector (see above). NB Land use data referred to above would not include coffee shops operating lawfully as A1 premises as falling within the entertainment sector. Experian GOAD data suggest that (based on the number of outlets &amp; the amount of floorspace) the leisure services sector is over-represented compared to the UK average in Twickenham (an index of 142). Its restaurant sector in particular has a very high index</p>

Centre	Description & analysis
	<p>(252 – amount of floorspace), whilst the indices for cafes and pubs are also significantly higher.</p> <p><b>Household Telephone Study (part of GVA Grimley Retail Study):</b> 8% of the 1000 respondents identified Twickenham as the centre they visited most often for restaurants amongst, the 4<sup>th</sup> most popular location behind Richmond, Teddington and Central London. 28% of these visit once every 2 weeks for this purpose, and 29% once a month. 4.9% of respondents stated that they visited the centre for bars &amp; nightclubs, again the fourth most popular location behind Richmond, Central London and Kingston. NB 57% said they did not visit bars and clubs. 6.5% of respondents felt unsafe after dark or during the evening in the centre and the same proportion had regularly encountered crime and anti-social behaviour – in both instances less than Kingston and Richmond.</p> <p>Detailed research has been undertaken by Erskine consultants for the Council on these issues in Richmond and Twickenham, which is due to be repeated shortly. This research provided the evidence for the introduction of a Cumulative Impact Policy for Licensing. Further analysis of this subject will refer to this and will be published in due course.</p> <p>Even though diversification has taken place in the centre there is still scope for further increase in this sector in existing designated frontage, therefore if greater control over this sector is needed a more restrictive policy approach in addition to policies TC5 and TC 6 is warranted.</p> <p><b>Pedestrian flow counts:</b> (Appendix 6) Counts undertaken in 2000 &amp; 2006 indicate that the busiest areas are King Street, HSBC bank on London Road and outside Waitrose which is particularly busy at lunchtime. Other parts of the centre are less busy. Interestingly the monitoring point at the edge of the majority of the secondary frontage on the south side of Heath Rd is less busy than on the north side closer to the railway bridge (the north side has a continuous retail function).</p> <p><b>Zone A rents:</b> (Appendix 2) Rents have risen consistently since 1992 and were estimated to be £70/ft<sup>2</sup>(Colliers CRE) in 2006, the highest amongst the borough's district centres.</p> <p><b>Retailer diversity:</b> Twickenham's convenience function (score of 63 for both number of outlets and amount of floorspace) is below the UK average (100) according to Experian GOAD, but in line with the other major centres in the borough. The centre has a number of independent convenience stores including a fish monger and greengrocers which are less commonly found in the High Street. The score for comparison (non-food) goods is also below the UK average (c 70). The centre's shopping function would benefit from being enhanced. Compared to the average the centre is well-represented by the following retail sectors: carpets &amp; flooring, fitted furniture, gardens &amp; equipment &amp; office supplies. There are a number of retail premises offering DIY &amp; decorating/ soft furnishings/ kitchens and bathrooms on Heath Road.</p> <p><b>Multiples:</b> Experian GOAD data (Appendix 7) indicate that there are 85 multiples (with 9 or more outlets) in Twickenham which is significantly more than any other centre except Richmond.</p> <p><b>Demand for representation:</b> In August 2005 the Focus Property Intelligence Database indicated that there were 52 businesses seeking representation in the borough, 22 comparison retailers, 2 convenience retailers and 28 service operators including lower order comparison retailers such as Robert Dyas, and Superdrug, Argos &amp; TKMaxx, 15 café/restaurant/bars and 4 takeaways.</p> <p><b>Summary of capacity Study findings:</b> (Please see document itself for detail – available on Council's website)</p> <p>Twickenham has experienced investment in recent years. Food shopping provision is above the UK average, strong representation from restaurants &amp; licensed premises sector. Vacancy rates are low (at time of writing)&amp; rents are rising. Strong retailer demand, although mostly from A3/A4/A5 (restaurants &amp; cafes/pubs/takeaways) service uses. Stringent planning control needed to maintain</p>

Centre	Description & analysis
	<p>good balance of uses. Consultants advise current frontage designations are appropriate and encourage A1 shops in core areas.</p> <p>capacity projections for 2013 – convenience: -891 m2 net<sup>12</sup> i.e. minus capacity comparison:: 651 m2 net<sup>13</sup></p> <p>An improving but potentially vulnerable town centre. Existing shopping frontage designations should be carried through to the LDF. Stringent application of policies to avoid dominance of service uses. No capacity for further foodstore development and limited capacity for comparison goods provision. LDF should seek to consolidate centre supported by environmental improvements. Recycling of existing space by amalgamation to provide better space for new retailers.</p> <p>Initial analysis of the following sites –</p> <ul style="list-style-type: none"> <li>• PO Sorting office, London Road/ Twickenham station/ Regal House – all beyond core retail area. Not the most appropriate locations for retail floorspace.</li> <li>• Twickenham Riverside – UDP proposal should be taken forward (limited retail)</li> <li>• Timber Yard/CAB Heath Rd &amp; Government offices, Heath Rd– beyond core shopping area but within or adjacent to secondary shopping frontage. Are appropriate although demand from retailers would need to be tested.</li> <li>• Police station, &amp; 3 car parks to the rear of London Rd – could be integrated with key frontages, latter would need analysis of land ownership issues.</li> <li>• Telephone exchange, Arragon Rd – possible site for mixed use.</li> </ul> <p>Further assessment of sites will be undertaken as part of the development of the Site Allocations DPD.</p> <p><b>Hierarchy:</b> As the second largest centre in the borough clearly warrants definition as a town centre in the borough hierarchy.</p>
<p><u>Whitton</u></p>	<p><b>General Description</b></p> <p>Whitton is the smallest of the district centres providing mainly convenience shopping for local residents. A number of independent retailers are located in Whitton which adds to its attractiveness. The centre is fairly compact around the High Street. Tesco are represented with a small store in the High Street. The centre competes with an out of centre superstore at Isleworth, Hounslow. The BR station is located to the south, providing good services into Waterloo and the west. Whitton is located within PTAL 3 (6 indicating high accessibility &amp; 0 indicating low accessibility) – See Map 2. It is served by bus routes H22, 281 and 481.</p> <p>It serves a population in the north-west corner of the borough. The Council undertook an exercise to map the distribution of retail facilities in the borough and identify gaps in provision<sup>3 &amp; 16</sup>. It shows that Whitton is an important local facility irrespective of its proximity to a major out-of-centre foodstore at Isleworth. In fact there are residential areas to the north, east and south of Whitton which are more than 400 metres away from other designated frontages.</p> <p><b>Health check indicators</b></p> <p><b>Diversity of uses:</b> The percentage of A1 uses in key shopping frontage has fallen recently to 71%, although this is similar to the borough average. Conversely the proportion of A3/A4/A5 uses has risen to 14%. Amongst these premises are those operating without planning permission and enforcement action is/was underway. Overall the proportion of retail has remained stable in recent years as there has been an increase in A1 units in non-designated frontages. In terms of the town centre as a whole the</p>

<sup>12</sup> based on a sales density of £10,000 per m2

<sup>13</sup> sales density of £5,000 per m2

Centre	Description & analysis
	<p>entertainment sector has increased from 9.5% of land uses in 1998 to 12.5% in 2006. Although there has been some fluctuation, the proportion of A2 uses was 13% in 2006- this is the highest proportion of any of the larger centres in the borough – 18 in total.</p> <p><b>Vacancy rates:</b> Vacancy rates have fluctuated in the centre, but are generally low and in 2006 were only 7.4%</p> <p><b>Multiples:</b> There are relatively few multiples in the centre, the least of any of the district centres.</p> <p><b>Entertainment uses/ coffee shops:</b> (Appendix 5).The least well-developed of any of the district centres. Experian GOAD data suggest that Whitton is below the UK average for all elements of this sector with the exception of cafes for which it has a slightly higher score than the UK average (100) of 139 and take-always (126) in terms of floorspace. The pub/wine bar and restaurants sectors are well-below the UK average.</p> <p><b>Pedestrian flow counts:</b> By far the busiest monitoring point in Whitton is outside the Tesco Metro which is clearly the anchor store for the centre. Footfall in the early evening is fairly low.</p> <p><b>Zone A rents:</b> not available</p> <p><b>Retail diversity:</b> Compared to the UK average Whitton is under represented in terms of food shopping and just below the average in terms of non-food shopping. In terms of retail sectors present it is well-represented by the following: charity shops, chemists, newsagents, photographic, vehicle sales/accessories. It is underrepresented by clothes retailers. The centre is well represented by independent convenience stores including greengrocers &amp; (at the time of the survey), fishmongers.</p> <p><b>Demand for representation:</b> not available</p> <p><b>Summary of Retail Study findings:</b> (Please see document itself for detail – available on Council's website)</p> <p>The balance of uses is stable &amp; vacancy rates are in line with UK average.</p> <p>capacity projections for 2013 –  convenience: 67 m2 net<sup>14</sup>  comparison: 272 m2 net<sup>15</sup></p> <p>Very limited capacity for new food shopping, although a development coming forward could help to claw back trade currently lost to out-of-centre provision which is significant. Tesco Metro could expand into another unit or perhaps encouragement for a small foodstore. Some limited capacity for comparison goods although unlikely that it could clawback significant amount because of competition from surrounding areas. A large scheme would in any case be inappropriate in scale for the function of the centre. LDF should seek to consolidate &amp; stringent application of policies to protect retailing. LDF could encourage a greater mix of A3 beyond the key frontages, but restrict A4 &amp; A5.</p> <p>Initial appraisal of sites:</p> <ul style="list-style-type: none"> <li>• co-op site – a new development would attract retailers &amp; strengthen the role of the centre.  [see comments relating to spatial analysis above].</li> </ul> <p>Further assessment of sites will be undertaken as part of the development of the Site Allocations DPD.</p> <p><b>hierarchy:</b> Scale and function warrants designation as a town centre.</p>

<sup>14</sup> based on a sales density of £10,000 per m2

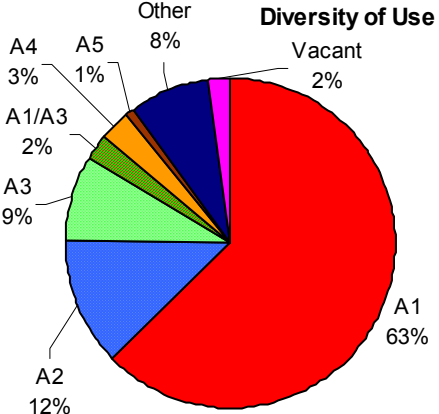
<sup>15</sup> sales density of £5,000 per m2

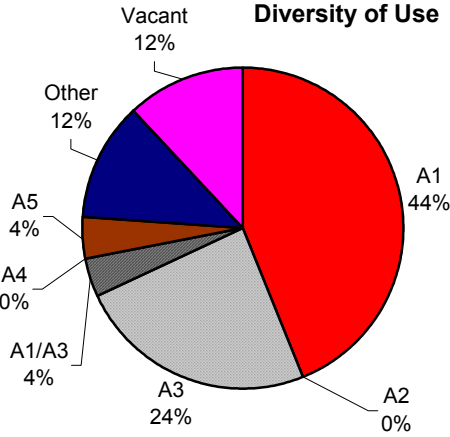
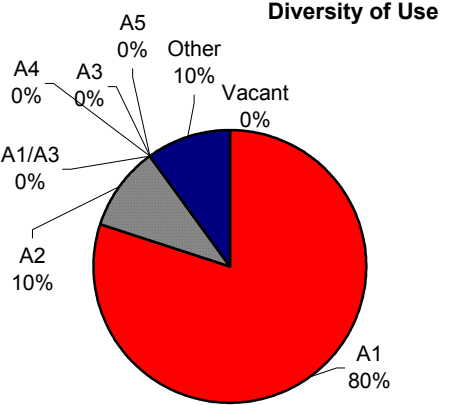


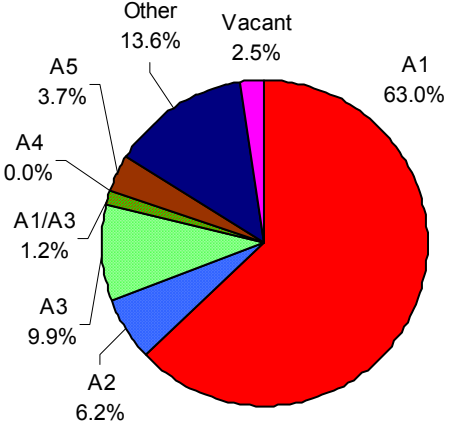
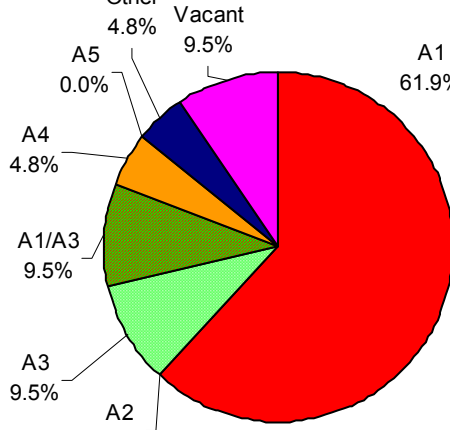
Centre	Description & analysis																		
<b>Table 4: Analysis of Local centres &amp; parades</b>																			
<p><b><u>Ashburnham Road, Ham</u></b></p> <p style="text-align: center;"><b>Diversity of Use</b></p> <table border="1"> <caption>Diversity of Use Data</caption> <thead> <tr> <th>Category</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>A1</td> <td>62.5%</td> </tr> <tr> <td>A5</td> <td>12.5%</td> </tr> <tr> <td>A4</td> <td>0.0%</td> </tr> <tr> <td>A1/A3</td> <td>12.5%</td> </tr> <tr> <td>A3</td> <td>0.0%</td> </tr> <tr> <td>A2</td> <td>0.0%</td> </tr> <tr> <td>Vacant</td> <td>12.5%</td> </tr> <tr> <td>Other</td> <td>0.0%</td> </tr> </tbody> </table> <p>Source: LBRuT Land Use Data 2006</p>	Category	Percentage	A1	62.5%	A5	12.5%	A4	0.0%	A1/A3	12.5%	A3	0.0%	A2	0.0%	Vacant	12.5%	Other	0.0%	<p>This is a thriving and attractive parade of 8 shops which benefits from rear servicing and provides good local shopping opportunities. This area of the borough is bounded to the east by Richmond Park and to the west by the River Thames. The centre falls within PTAL 1b (6 indicating high accessibility &amp; 0 indicating low accessibility) – See Map 2. Public transport accessibility is amongst the lowest in the borough in this area. The only bus route serving the centre is the 371.</p> <p>The Council undertook an exercise to map the distribution of retail facilities in the borough and identify gaps in provision<sup>3</sup> &amp; <sup>16</sup>. It revealed that parts of Ham &amp; Petersham are not well-served in terms of being more than 400 metres away from facilities. Its importance to the local catchment no doubt results in the viability of this small parade which includes a c. 500m<sup>2</sup> (gfa) Tesco Express as well as other convenience outlets including a bakery and off licence as well as a chemist.</p> <p>Along with the Ham Street/Back Lane centre, Ashburnham Road parade serves a community which is amongst the 5 most deprived in the borough according to the ODPM's 2004 Index of Multiple Deprivation. Access to shopping is therefore of importance. 2001 Census figures for car availability indicate that in this Super Output Area (Lower Layer)<sup>17</sup> car ownership is significantly lower than the borough average. 39.1% of households did not have access to a car compared to the borough average of 23.7%. There are more elderly residents, a higher proportion of both lone pensioner and lone parent households.</p> <p>Vacancy rates have been extremely low in recent years. As there are few units in the centre it is important to retain them in key shopping frontage to protect the shopping function, particularly bearing in mind the importance of this centre in serving a local catchment.</p> <p><b>Hierarchy: Local parade.</b> Not of a scale which would meet the definition of a local centre in PPS 6, but nevertheless an important parade in meeting local need.</p>
Category	Percentage																		
A1	62.5%																		
A5	12.5%																		
A4	0.0%																		
A1/A3	12.5%																		
A3	0.0%																		
A2	0.0%																		
Vacant	12.5%																		
Other	0.0%																		
<p><b><u>Barnes</u></b></p>	<p>Barnes is the largest of the borough's local centres with approximately 130 units, is a vibrant and attractive centre and historically has few vacancies. Barnes catchment overlaps with White Hart Lane (currently limited convenience offer) to the south west of the High Street. However it serves a community to the north which is more than 400 metres away from Castelnau (with Tesco Express).</p> <p>Barnes High Street falls within PTAL 3, whereas the Rocks Lane end has a lower accessibility level of 2 (6 indicating high accessibility &amp; 0 indicating low accessibility) – See Map 2. Both Barnes BR and to a lesser extent Barnes Bridge stations are at some distance from the centre itself which is covered by a number of bus routes including the 33, &amp;2, 283, 209 &amp; 485.</p>																		

<sup>16</sup> The Council used its GIS system to map 400 metre buffers around mixed use area boundaries/designated frontages (adopted Plan March 2005) in the borough & out of centre stores, plus stand alone food shops where known using a combination of the Council's 2006 Land Use data and the latest Business Rates data (available in Summer 2006) to establish the spatial distribution of convenience retailing and thus identify potential gaps in provision. 400 metres is considered to be a reasonable distance to walk for top-up shopping. The exercise does not take into account real walking distances not topographical features etc which might length the real journey length.

<sup>17</sup> ONS defined area combining the smallest geographical area in the 2001 Census (Output Areas). The geographical basis for the 2004 Index of Multiple Deprivation

Centre	Description & analysis
 <p>Source: LBRuT Land Use Data 2006</p>	<p>Barnes Green Conservation Area (CA 1) covers the centre and there are a significant number of shops and other commercial premises are Listed Buildings or Buildings of Townscape Merit. Barnes is described in the UDP as an important local centre. The UDP also seeks to protect and enhance the Barnes Green Conservation Area and to alleviate traffic problems in Barnes High Street. There are no UDP proposals directly affecting properties in the centre. The redevelopment of Barnes Police Station is the most recent large scale re/development in the centre, which included commercial units facing Barnes High Street.</p> <p>Barnes provides a full range of shops and services for residents. It is in fact the only local centre which provides all of the 11 key shops and services (App 4 of Vol 1 of Appendices). Tesco have planning permission for a modest expansion of an existing convenience shop (10-12 Barnes High Street) in the centre and a further application is currently being considered. Barnes also has a range of specialist convenience retailers including butcher, baker, fishmonger and greengrocer and a regular farmer's market as well as a range of comparison goods retailers. The proportion of units in A1 (shop) use is higher than the average for local centres and parades.</p> <p>The vacancy rate in 2006 was just 2.3% which is extremely low. Three quarters of all units in key shopping frontage are in shop use which is above the average for the borough. In 2006 there were 16 A2 uses, 11 of which were estate agents - by far the largest number amongst the local centres (albeit that the number is expected to be larger due to the size of the centre).</p> <p>In 2006 the centre had 19 premises in the A3/A4/A5 (entertainment) sector, as a proportion of total premises, this is just below the borough average. There has been an increase in this sector. In both 1991 and 1995 there were 14 premises in A3/A4/A5 use. The increase consists of: a redevelopment on Station Rd which now accommodates the Ask restaurant, an unlawful use which has been subject to enforcement action; a permitted change of use in secondary frontage, a change of use from a non-shop use in key shopping frontage and an exception in a long term vacant unit (to a patisserie A1/A3).</p> <p>Hierarchy – <b>local centre</b>: its size and composition (being only marginally smaller than a district centre) warrants its classification as a local centre.</p>
<p><u><a href="#">Castelnau</a></u></p>	<p>Castelnau is a small centre on the edge of the borough boundary to the south of Hammersmith Bridge. Hammersmith itself provides extensive shopping facilities and is classified by the GLA as a metropolitan centre. Castelnau is completely covered by Conservation Area designation. The centre falls within PTAL 3 (6 indicating high accessibility &amp; 0 indicating low accessibility) – See Map 2. It is served by a number of bus routes to Hammersmith: 33, 72, 283, 209 &amp; 455.</p> <p>The centre serves a distinct residential area. The Council undertook an exercise to map the distribution of retail facilities in the borough and identify gaps in provision<sup>3</sup>. The importance of this centre to the north Barnes area is clear, especially with the addition of substantial housing via the development of the Harrods Depository site (250 dwellings by end of 2000) &amp; Barn Elms (c320 dwellings in 1999). Significantly, this exercise identifies the centre as serving a community which is amongst the most deprived in the borough (based on the ODPM's Index of Multiple Deprivation). Although generally the 5 areas of relative deprivation are not synonymous with the identified gaps in provision, this is one of 2 areas where this is the case (See Map 5 of research referred to in Footnote 3). Therefore the significance of this centre in meeting local need has been illustrated.</p> <p>In terms of diversity of use in the centre, (for which calculations exclude the Tesco Express) the proportion of units in A1 use at 44% is below the average for local centres (55.4%), whereas the proportion of A3 uses is significantly higher. Vacancy rates at the</p>

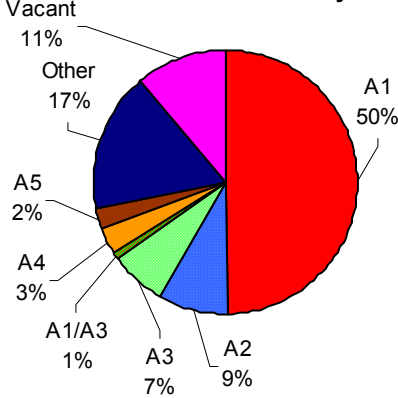
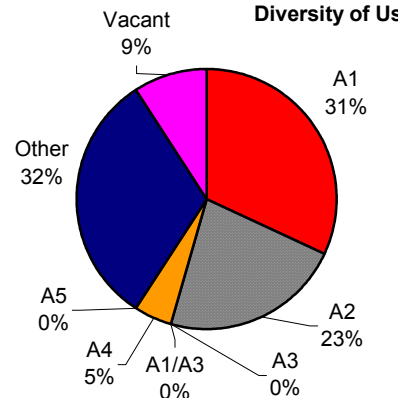
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Category	Percentage																		
A1	44%																		
A3	24%																		
Other	12%																		
Vacant	12%																		
A5	4%																		
A1/A3	4%																		
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A2	0%																		
<p><b>Crown Road, Twickenham</b></p> <p><b>Diversity of Use</b></p>  <table border="1"> <caption>Diversity of Use Data</caption> <thead> <tr> <th>Category</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>A1</td> <td>80%</td> </tr> <tr> <td>Other</td> <td>10%</td> </tr> <tr> <td>A2</td> <td>10%</td> </tr> <tr> <td>A5</td> <td>0%</td> </tr> <tr> <td>A4</td> <td>0%</td> </tr> <tr> <td>A3</td> <td>0%</td> </tr> <tr> <td>A1/A3</td> <td>0%</td> </tr> <tr> <td>Vacant</td> <td>0%</td> </tr> </tbody> </table> <p>Source: LBRuT Land Use Data 2006</p>	Category	Percentage	A1	80%	Other	10%	A2	10%	A5	0%	A4	0%	A3	0%	A1/A3	0%	Vacant	0%	<p>A small group of shops located to the east of Twickenham &amp; the south of St Margarets centres. It currently has no designated shopping frontage but a mixed use area defined. It falls within PTAL 3 (6 indicating high accessibility &amp; 0 indicating low accessibility) – See Map 2. It is served by a number of bus routes linking Twickenham and Richmond town centres.</p> <p>The range of shops is fairly limited. Only the newsagents provides for local top-up shopping. It also includes a hairdresser and beauty salon/crèche as well as a number of shops selling gifts/antiques/bric-a-brac.</p> <p><b>Hierarchy:</b> It would not constitute a local centre as per the PPS 6 definition. Its shopping function is very limited and should be considered more in terms of a mixed use area rather than a local parade.</p>
Category	Percentage																		
A1	80%																		
Other	10%																		
A2	10%																		
A5	0%																		
A4	0%																		
A3	0%																		
A1/A3	0%																		
Vacant	0%																		
<p><b>East Twickenham</b></p>	<p>East Twickenham is one of the largest local centres with approximately 80 uses. It is separated from the principal town centre in the borough by the River Thames, albeit c. 250 metres away across Richmond Bridge. The centre is covered by Conservation Area status, primarily CA 66 (Richmond Road, East Twickenham). Richmond Road (A305) is a strategic road linking the two main town centres in the borough and can often be congested. The centre falls within PTAL 4 (6 indicating high accessibility &amp; 0 indicating low accessibility) – relatively high for the borough - See Map 2 . It served by a number of bus routes leading into Richmond town centre.</p> <p>There are no UDP proposal sites directly affecting this centre. This area is extensively covered by Controlled Parking Zones.</p>																		

Centre	Description & analysis																		
<p data-bbox="392 199 571 223"><b>Diversity of Use</b></p>  <table border="1" data-bbox="123 247 571 678"> <caption>Land Use Diversity Data (Local Centre)</caption> <thead> <tr> <th>Use Category</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>A1</td> <td>63.0%</td> </tr> <tr> <td>Other</td> <td>13.6%</td> </tr> <tr> <td>Vacant</td> <td>2.5%</td> </tr> <tr> <td>A5</td> <td>3.7%</td> </tr> <tr> <td>A4</td> <td>0.0%</td> </tr> <tr> <td>A1/A3</td> <td>1.2%</td> </tr> <tr> <td>A3</td> <td>9.9%</td> </tr> <tr> <td>A2</td> <td>6.2%</td> </tr> </tbody> </table> <p data-bbox="107 699 414 718">Source: LBRuT Land Use Data 2006</p>	Use Category	Percentage	A1	63.0%	Other	13.6%	Vacant	2.5%	A5	3.7%	A4	0.0%	A1/A3	1.2%	A3	9.9%	A2	6.2%	<p data-bbox="616 183 1590 215">Chapter 12 of the UDP (local strategies) seeks to protect the local shopping centre.</p> <p data-bbox="616 247 2161 335">Its catchment area overlaps with Richmond town centre and marginally with St Margarets (another large local centre) to the west. A major housing site was completed in Dec 1998 (Ice Rink site Phase 2) nearby, although the impact of this has probably been absorbed by this and by Richmond town centre at this stage.</p> <p data-bbox="616 343 2161 518"><b>Diversity of Use:</b> The proportion in A1 use was considerably higher in this centre (63%) than the average for local centres (55.4%) when the 2006 Town Centre Land Use Survey was undertaken. There are 8 convenience outlets: 3 small supermarkets/delis, 2 newsagents, 2 off licences and a greengrocers. A further off licence is vacant. However there are 25 comparison goods outlets selling a range of products including home furnishings/ DIY, beds, carpets and furniture. There are a further 18 A1 service units, some of which, along with independent retailers, would in all probability not find rents in Richmond town centre affordable. It has 8 of the 11 key shops &amp; services (App 4 of Vol 1 of Appendices) lacking a bank, independent butcher or baker.</p> <p data-bbox="616 550 2161 646">Vacancy rates were significantly below the average (8.6%), although they have fluctuated quite considerably in recent years. Poplar Court was fully occupied when the 2006 Land Use Survey was undertaken, although this has not always been so in the past.</p> <p data-bbox="616 678 2161 734">The level of A3/A4/A5 uses is very slightly below the average for local centres, although perhaps not surprising as Richmond has a well-developed entertainment sector.</p> <p data-bbox="616 766 2161 821"><b>Hierarchy:</b> Its size and mixture of uses warrant this centre's classification as a <b>local</b> centre, despite its proximity to Richmond town centre.</p>
Use Category	Percentage																		
A1	63.0%																		
Other	13.6%																		
Vacant	2.5%																		
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<p data-bbox="107 837 347 861"><b>Friars Stile Road</b></p> <p data-bbox="392 885 571 909"><b>Diversity of Use</b></p>  <table border="1" data-bbox="123 917 571 1348"> <caption>Land Use Diversity Data (Friars Stile Road)</caption> <thead> <tr> <th>Use Category</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>A1</td> <td>61.9%</td> </tr> <tr> <td>Other</td> <td>4.8%</td> </tr> <tr> <td>Vacant</td> <td>9.5%</td> </tr> <tr> <td>A5</td> <td>0.0%</td> </tr> <tr> <td>A4</td> <td>4.8%</td> </tr> <tr> <td>A1/A3</td> <td>9.5%</td> </tr> <tr> <td>A3</td> <td>9.5%</td> </tr> <tr> <td>A2</td> <td>0.0%</td> </tr> </tbody> </table> <p data-bbox="107 1369 414 1388">Source: LBRuT Land Use Data 2006</p>	Use Category	Percentage	A1	61.9%	Other	4.8%	Vacant	9.5%	A5	0.0%	A4	4.8%	A1/A3	9.5%	A3	9.5%	A2	0.0%	<p data-bbox="616 837 2161 917">An attractive centre on Richmond Hill covered by either St Matthias Conservation Area or Richmond Hill Conservation Area. It does not have a designated mixed use area boundary. The centre falls within PTAL 1b which is amongst the lowest in the borough (6 indicating high accessibility &amp; 0 indicating low accessibility) – See Map 2. It is served only by the 371 bus route.</p> <p data-bbox="616 925 2161 1013">Vacancy rates have historically been low. The 2006 Land Use Survey recorded 2 vacancies, one of which has planning permission for redevelopment including the construction of 2 new retail units facing Rosemont Rd. At a subsequent site visit in Aug 06 the other vacancy was occupied by an organic foodstore, although another vacancy (children's clothes) had arisen.</p> <p data-bbox="616 1045 2161 1173">This relatively small centre is well-provided for in terms of local shopping having a general store, chemists, newsagent, patisserie, off licence and significantly retains a butchers and greengrocer/florist. It has 9 out of 11 key shops &amp; services (Appendix 4 Volume 1). In recent years the sub post office at 2 Friars Stile Road has closed as part of a wider closure programme. Most of the shops are independents.</p> <p data-bbox="616 1204 2161 1292">The Council undertook an exercise to map the distribution of retail facilities in the borough and identify gaps in provision<sup>1</sup> The key shopping frontage in particular fulfils a valuable shopping role to residents living to the south of Richmond (Richmond Park lying to the south).</p> <p data-bbox="616 1324 1041 1348"><b>Hierarchy: neighbourhood centre</b></p> <p data-bbox="616 1356 2161 1412">The smallest of the neighbourhood centres in terms of units, its proposed classification reflects the good range of local shops and services and its role serving a distinct catchment which has relatively poor transport accessibility. However, opportunities for</p>
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Centre	Description & analysis																		
<p><b>Fulwell</b></p> <p><b>Diversity of Use</b></p> <table border="1"> <caption>Diversity of Use - Fulwell</caption> <thead> <tr> <th>Use Category</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>A1</td> <td>73%</td> </tr> <tr> <td>Vacant</td> <td>9%</td> </tr> <tr> <td>Other</td> <td>9%</td> </tr> <tr> <td>A5</td> <td>9%</td> </tr> <tr> <td>A2</td> <td>0%</td> </tr> <tr> <td>A3</td> <td>0%</td> </tr> <tr> <td>A4</td> <td>0%</td> </tr> <tr> <td>A1/A3</td> <td>0%</td> </tr> </tbody> </table> <p>Source: LBRuT Land Use Data 2006</p>	Use Category	Percentage	A1	73%	Vacant	9%	Other	9%	A5	9%	A2	0%	A3	0%	A4	0%	A1/A3	0%	<p>expanding retail provision are probably limited and would need to take into account the Conservation Area designation.</p> <p>This small centre constitutes a row of 11 units at the junction of Hampton Rd/Wellington Rd/ Sixth Cross Rd and South Rd. Adjacent is the Old Goat Public House and a sui generis use. There is no mixed use area boundary. To the south of the retail frontage and South Road the following are located: Squires Garden Centre, Wickes superstore, VW Garage, Fulwell Bus Station and the Fire Station.</p> <p>The centre falls within PTAL 3 (6 indicating high accessibility &amp; 0 indicating low accessibility) – See Map 2 and is served several bus routes including the 281 24hr service.</p> <p>Most units in the key shopping frontage are in A1 use and provide useful top-up shopping opportunities for local residents including a newsagents, general store and Post Office. All but one of the units are covered by key shopping frontage designation. The centre fills a gap in provision between the Hampton Rd mixed use area boundary (which lacks convenience retailing in any case), Hospital Bridge Rd and Stanley Road centres. It is proposed to retain current designations.</p> <p><b>Hierarchy: Local parade.</b> The centre would not constitute a town centre as per PPS 6. It is not large enough to be considered a local centre.</p>
Use Category	Percentage																		
A1	73%																		
Vacant	9%																		
Other	9%																		
A5	9%																		
A2	0%																		
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<p><b>Ham Street / Back Lane</b></p> <p><b>Diversity of Use</b></p> <table border="1"> <caption>Diversity of Use - Ham Street / Back Lane</caption> <thead> <tr> <th>Use Category</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>A1</td> <td>45%</td> </tr> <tr> <td>Vacant</td> <td>15%</td> </tr> <tr> <td>Other</td> <td>20%</td> </tr> <tr> <td>A5</td> <td>15%</td> </tr> <tr> <td>A3</td> <td>0%</td> </tr> <tr> <td>A4</td> <td>0%</td> </tr> <tr> <td>A1/A3</td> <td>5%</td> </tr> <tr> <td>A2</td> <td>0%</td> </tr> </tbody> </table> <p>Source: LBRuT Land Use Data 2006</p>	Use Category	Percentage	A1	45%	Vacant	15%	Other	20%	A5	15%	A3	0%	A4	0%	A1/A3	5%	A2	0%	<p>Ham Street/ Back Lane is located in Ham &amp; Petersham. The centre falls within PTAL 1a, making it amongst the least accessible in the borough, served only by the 371 bus route (6 indicating high accessibility &amp; 0 indicating low accessibility) – See Map 2. The centre is split between the Ashburnham Rd/Ham Street block (purpose built shopping centre with housing above) and a small parade on Back Lane to the south. The former is a visually unattractive development, despite there being only one vacant unit which has planning permission for a Metropolitan Police safer communities unit. Environmental quality has declined over the years. Several of the takeaways are not open in the morning which detracts from vitality.</p> <p>There is a chemist located in the Back Lane section, but also 2 empty units including the former PO – there are no food shops. Taking both together the centre provides the following convenience shops: Costcutter (supermarket), newsagent &amp; as referred to above, chemist. The shopping function has declined in recent years. Since the early 1990s the following have closed: a convenience store, off licence, green grocer, and PO. In 2006 it had only 4 out of the 11 key shops and services (Appendix 4 of Appendices Volume 1).</p> <p>Overall the proportion of A1 retail is below the average for small centres. Vacancy rates are higher as is the percentage of other uses. Hence the centre has diversified and has a number of services for residents including a dry cleaners, dentist and vets.</p> <p>The limited retail function may partly be as a result of its location in relation to the Ashburnham Rd parade and Ham Common. There is a small degree of overlap between the catchment areas of Ashburnham Road (including Tesco Express) and to a limited extent Ham Street/ Back Lane (Back Lane has no food shops). The Council undertook an exercise to map the distribution of retail facilities in the borough and identify gaps in provision<sup>3</sup> &amp; <sup>16</sup>. It revealed that parts of Ham &amp; Petersham are not well-served in terms of being more than 400 metres away from facilities. In particular, residents to the north east of the centre are well over 400ms from this parade or the more extensive facilities at Ham Common. Those living to the south west of this centre are also more than 400</p>
Use Category	Percentage																		
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Centre	Description & analysis																		
	<p>metres away from a shopping centre. Along with Ashburnham Road parade this centre serves a community which is amongst the 5 most deprived in the borough according to the ODPM's 2004 Index of Multiple Deprivation. Access to shopping is therefore of importance. 2001 Census figures for car availability indicate that in this Super Output Area (Lower Layer)<sup>18</sup> car ownership is significantly lower than the borough average. 39.1% of households did not have access to a car compared to the borough average of 23.7%. There are more elderly residents, a higher proportion of both lone pensioner and lone parent households.</p> <p><b>Hierarchy: local parade</b> – This centre was considered for classification as a small neighbourhood centre. However it lacks a good range of key local shops and services. It serves a relatively inaccessible area in public transport terms and a deprived community. The north west relies on this centre for top-up shopping. As such it is a particularly important local parade, although further retail development is not likely.</p>																		
<p><b><u>Ham Common</u></b></p> <table border="1"> <caption>Diversity of Use</caption> <thead> <tr> <th>Category</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>A1</td> <td>63.4%</td> </tr> <tr> <td>A2</td> <td>22.0%</td> </tr> <tr> <td>A3</td> <td>7.3%</td> </tr> <tr> <td>A1/A3</td> <td>2.4%</td> </tr> <tr> <td>A4</td> <td>0.0%</td> </tr> <tr> <td>A5</td> <td>2.4%</td> </tr> <tr> <td>Other</td> <td>2.4%</td> </tr> <tr> <td>Vacant</td> <td>0.0%</td> </tr> </tbody> </table> <p>Source: LBRuT Land Use Data 2006</p>	Category	Percentage	A1	63.4%	A2	22.0%	A3	7.3%	A1/A3	2.4%	A4	0.0%	A5	2.4%	Other	2.4%	Vacant	0.0%	<p>Ham Common is a vibrant local centre to the south of borough on the Royal Borough of Kingston upon Thames border. The centre falls within PTAL 3 (6 indicating high accessibility &amp; 0 indicating low accessibility) – See Map 2, and is served by the 65 bus route (Kingston to Ealing).</p> <p>There are over 40 units which provide a good range of facilities. Of the 11 key shops &amp; services in Appendix 4 (Volume 1 of Appendices) it lacks only a Post Office (formerly at 299 Richmond Rd). It is one of the few local centres with a bank (It has 2). It has only modest supermarket provision (a double unit at 420-422 Richmond Rd), having retained a separate butchers, bakers and greengrocers. At the time of the 2006 Land Use Survey the centre had no vacancies. The percentage of shops is higher than average for small centres, and the entertainment uses (A3/A4/A5) is lower.</p> <p>The Council undertook an exercise to map the distribution of retail facilities in the borough and identify gaps in provision<sup>3 &amp; 16</sup>. It revealed that parts of Ham &amp; Petersham are not well-served, in terms of being more than 400 metres away from facilities. This centre also serves residents to the south living in RB Kingston. It serves a distinct catchment. (Although the catchment area overlaps with that of the Back Lane parade, it does not have any food shops). Although the centre is not located within one of the borough's most deprived areas, it serves those who live within one.</p> <p><b>Hierarchy: local centre</b> – The smallest of the local centres, it provides a good range of shopping and services to a distinct catchment area including those who are living in a relatively deprived area. Therefore it is important to retain good shopping opportunities.</p>
Category	Percentage																		
A1	63.4%																		
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A4	0.0%																		
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Other	2.4%																		
Vacant	0.0%																		
<p><b><u>Hampton Hill</u></b></p>	<p>Hampton Hill is one of the larger local centres to the west of Teddington district centre, bounded to the immediate east by Bushy Park. It is a linear centre running along the High Street. Hampton Hill is atypical in that blocks of shopping frontage are interspersed by other uses including significant blocks of housing and community uses. It has approximately 130 premises included in the land use survey, some of which are not in commercial use. The borough's largest out-of-centre superstore is located approx 1.5 km to the north west (J Sainsbury St Clares). It does not have a BR station or London Underground connection. The centre falls within PTAL 2 (6 indicating high accessibility &amp; 0 indicating low accessibility). Bus routes: R68, R70, 267 &amp; 285.</p> <p>The Council undertook an exercise to map the distribution of retail facilities in the borough and identify gaps in provision<sup>3 &amp; 16</sup>. In</p>																		

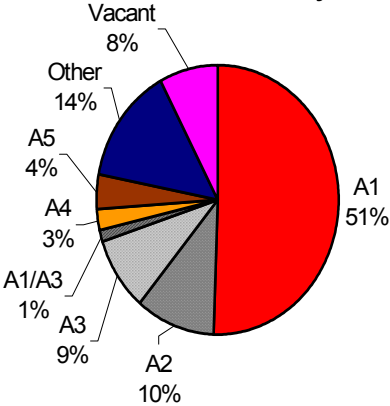
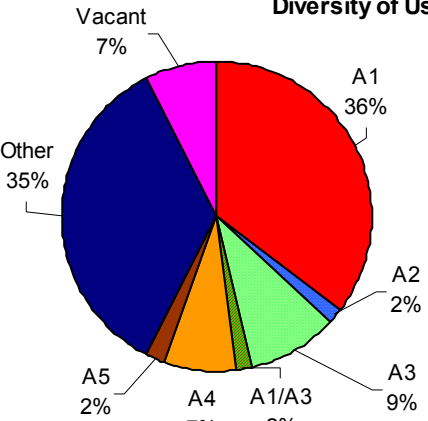
<sup>18</sup> ONS defined area combining the smallest geographical area in the 2001 Census (Output Areas). The geographical basis for the 2004 Index of Multiple Deprivation.

Centre	Description & analysis																		
<p data-bbox="405 197 584 225"><b>Diversity of Use</b></p>  <table border="1" data-bbox="159 225 555 624"> <caption>Land Use Diversity Data (Unnamed Centre)</caption> <thead> <tr> <th>Use Class</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>A1</td> <td>50%</td> </tr> <tr> <td>Other</td> <td>17%</td> </tr> <tr> <td>A2</td> <td>9%</td> </tr> <tr> <td>A3</td> <td>7%</td> </tr> <tr> <td>A4</td> <td>3%</td> </tr> <tr> <td>A5</td> <td>2%</td> </tr> <tr> <td>Vacant</td> <td>11%</td> </tr> <tr> <td>A1/A3</td> <td>1%</td> </tr> </tbody> </table> <p data-bbox="109 655 416 676">Source: LBRuT Land Use Data 2006</p>	Use Class	Percentage	A1	50%	Other	17%	A2	9%	A3	7%	A4	3%	A5	2%	Vacant	11%	A1/A3	1%	<p data-bbox="613 185 2154 272">particular residential areas to the north west and to the west of Hampton Hill are not well-served by local shopping facilities. In the most part it has a distinct catchment area, although there may be a small degree of overlap with Stanley Road to the north east of the centre.</p> <p data-bbox="613 280 2154 400">Much of the southern part of the centre is covered by Conservation Area designation (CA 38 High Street Hampton Hill). There are no adopted UDP proposal sites located within the centre. The local strategies chapter seeks protection of the shopping centre, enhancement of the Conservation Area including securing environmental improvements and consideration of traffic and parking problems in the area.</p> <p data-bbox="613 432 2154 647">The amount of key shopping frontage in the centre is relatively small. There is considerably more secondary shopping frontage and significant parts of the centre are not covered by designations. 80% of uses in key shopping frontage are in shop use, which is extremely high, and the proportion has remained stable at this level for several years. In terms of shopping provision, the centre has good facilities for meeting local shopping needs. It has a range of independent retailers including the recent addition of a new concept enclosed farmers market/supermarket open daily. Multiple food retail provision is limited to a small Tesco in the High Street. According to the 2006 Land Use Survey it has 9 out of the 11 key shops &amp; services, lacking an independent butchers &amp; greengrocers (although these facilities as well as a fishmonger have subsequently been provided by the enclosed farmer's market).</p> <p data-bbox="613 679 2154 735">Vacancy rates are similar to national levels for the centre as a whole, although slightly higher than the borough average, but are low in designated frontage. In fact at the time of the 2006 Land Use Survey there were no vacancies in key shopping frontage.</p> <p data-bbox="613 767 2154 855">Levels of A3/A4/A5 (13.4%) use are below the borough average (17.6%). There has been some increase in this sector (including mixed A1/A3 uses ) since 1991 (5 units) which is not surprising considering the small amount of key shopping frontage and therefore scope for diversification exists.</p> <p data-bbox="613 887 1895 919"><b>Hierarchy:</b> This centres warrants <b>local centre</b> status, being amongst the largest with well over 100 premises.</p>
Use Class	Percentage																		
A1	50%																		
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<p data-bbox="109 927 322 959"><b>Hampton Road</b></p> <p data-bbox="405 975 584 1002"><b>Diversity of Use</b></p>  <table border="1" data-bbox="159 975 555 1374"> <caption>Land Use Diversity Data (Hampton Road)</caption> <thead> <tr> <th>Use Class</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>A1</td> <td>31%</td> </tr> <tr> <td>Other</td> <td>32%</td> </tr> <tr> <td>A2</td> <td>23%</td> </tr> <tr> <td>A4</td> <td>5%</td> </tr> <tr> <td>Vacant</td> <td>9%</td> </tr> <tr> <td>A5</td> <td>0%</td> </tr> <tr> <td>A1/A3</td> <td>0%</td> </tr> <tr> <td>A3</td> <td>0%</td> </tr> </tbody> </table> <p data-bbox="109 1382 416 1402">Source: LBRuT Land Use Data 2006</p>	Use Class	Percentage	A1	31%	Other	32%	A2	23%	A4	5%	Vacant	9%	A5	0%	A1/A3	0%	A3	0%	<p data-bbox="613 927 2154 1046">A thriving mixed use area to the south west of Twickenham, it is located in between the Staines Rd section of Twickenham Green, Strawberry Hill and Fulwell. It does not have a distinct local catchment area. The centre does not have any designated shopping frontage and its retail function is very limited. Hence the proportion of uses which are not within the A Use Classes is higher than average, particularly small office users including accountants and financial advisors.</p> <p data-bbox="613 1046 1865 1078">The centre falls within PTAL 3 (6 indicating high accessibility &amp; 0 indicating low accessibility) – See Map 2.</p> <p data-bbox="613 1078 1727 1110"><b>Hierarchy:</b> not primarily a retail area therefore not identified in the hierarchy as a local parade.</p>
Use Class	Percentage																		
A1	31%																		
Other	32%																		
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<p><b><u>Hampton Nursery Lands</u></b></p> <p style="text-align: center;"><b>Diversity of Use</b></p> <table border="1"> <caption>Diversity of Use Data</caption> <thead> <tr> <th>Category</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>A1</td> <td>55%</td> </tr> <tr> <td>Other</td> <td>27%</td> </tr> <tr> <td>Vacant</td> <td>18%</td> </tr> <tr> <td>A5</td> <td>0%</td> </tr> <tr> <td>A4</td> <td>0%</td> </tr> <tr> <td>A1/A3</td> <td>0%</td> </tr> <tr> <td>A2</td> <td>0%</td> </tr> <tr> <td>A3</td> <td>0%</td> </tr> </tbody> </table> <p>Source: LBRuT Land Use Data 2006</p>	Category	Percentage	A1	55%	Other	27%	Vacant	18%	A5	0%	A4	0%	A1/A3	0%	A2	0%	A3	0%	<p>This centre to the south west of the borough is anchored by a neighbourhood J Sainsbury store with a further 3 much smaller units, occupied by the Safer Neighbourhood Unit for the Metropolitan Police, a hairdresser and chemist. There are 4 further units at some distance on Percy Road occupied by 2 hairdressers, a Costcutter supermarket plus one vacant unit. The centre falls primarily within PTAL 1b, indicating low public transport accessibility. (See Map 4 in Appendix).</p> <p>Local strategies set out in the adopted UDP seek protection of this local shopping centre and to improve the central area, including redevelopment where appropriate. 2 proposal sites are located adjacent to the mixed use area. Proposal H8 is for increased community use of Buckingham School and H13 is for a hospice.</p> <p>The Council undertook an exercise to map the distribution of retail facilities in the borough and identify gaps in provision<sup>1</sup>. There is no overlap with the catchment areas of other neighbouring centres making the centre an important local facility. In fact there are residential areas surrounding the 400 metres buffer which do not have alternative facilities within easy walking distance.</p> <p>The centre serves two of the most deprived Super Output Areas in the borough (See Map 5 of Research referred to in Footnotes 3 &amp; 16)<sup>19</sup>. Statistics from the 2001 Census reveal that the proportion of lone parent households with dependent children (9.2%) is much higher than the borough average (4.3%), as is the proportion of lone pensioners households (16.7% compared to 13.8%). The proportion of households without access to a car (29.5%) is higher than the borough average (23.7%). These results emphasise the importance of providing local shopping opportunities in this area. In addition, North Barnes is the only other area where a relatively deprived area is <u>also</u> one which is synonymous with a gap in provision.</p> <p>In the late 1980s the main centre had a wider range of shops including a bakers, greengrocers and newsagent. Since then the number of shop units has been reduced and convenience provision is very much centred on the J Sainsbury store. The shopping function is unlikely to be further enhanced as the supermarket provides an almost one-stop shopping facility. Smaller shops in the centre have struggled resulting in closure and long-term vacancies. Should the J Sainsbury store close and not be taken over by another convenience retailer, it would have a significant impact on the community for whom there are no alternative nearby facilities.</p> <p><b>Hierarchy: Local parade.</b> Not of a scale which would meet the definition of a local centre in PPS 6. However a very important centre in terms of its role in providing shopping opportunities for residents without alternative facilities and serving a relatively deprived area. Its shopping function would continue to be protected by designated shopping frontage status.</p>
Category	Percentage																		
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Other	27%																		
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A1/A3	0%																		
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<p><b><u>Hampton Village</u></b></p>	<p>Hampton Village is a large but dispersed local centre serving a large catchment to the south west of the borough. It has 77 units making it one of the larger local centres. The 2 core areas are centred around Station Approach/Wensleydale Rd/ Ashley Rd/ Milton Rd and along Station Road. There are 2 further small stretches of frontage at Percy Road and Priory Road. The Thames Street/High Street area is now almost totally without shopping.</p> <p>The centre falls within PTAL 2 (6 indicating high accessibility &amp; 0 indicating low accessibility) – See Map 2. The centre has a BR station with a fairly limited service. The Station Rd area is located in Hampton Village Conservation Area. Proposal H5 for</p>																		

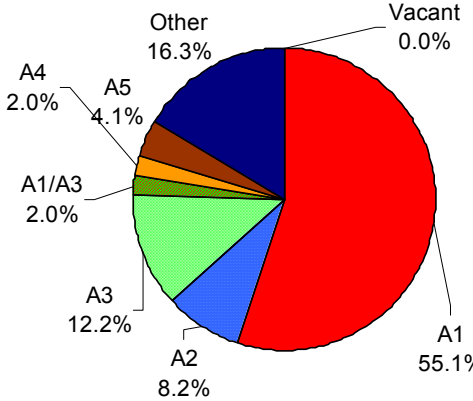
<sup>19</sup> See document referred to in Footnote 1. Super Output Areas are statistical areas defined by the ONS. It is the geographical basis on which the Index of Multiple Deprivation 2004 was carried out.

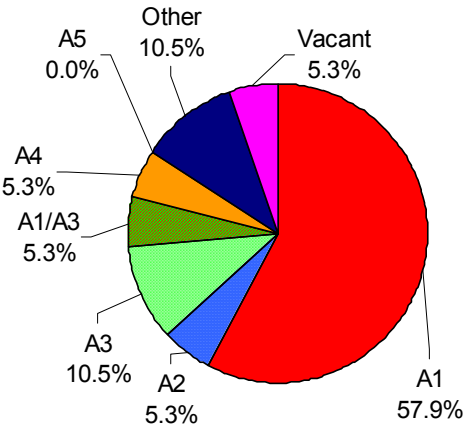
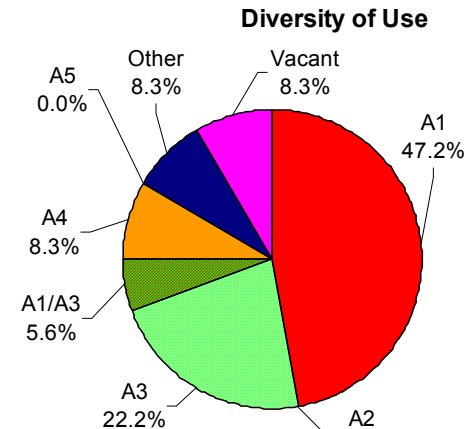


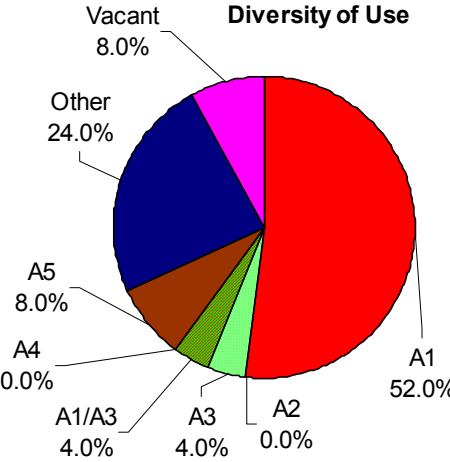
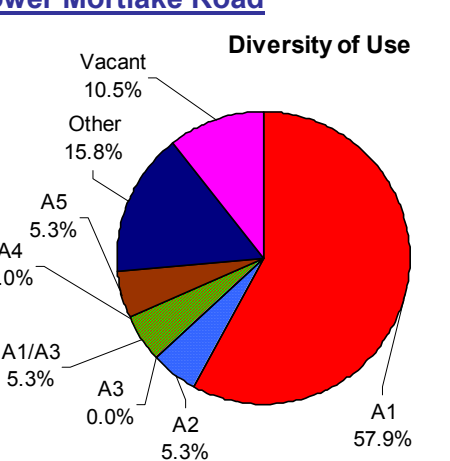
Centre	Description & analysis																		
<p data-bbox="405 204 573 228"><b>Diversity of Use</b></p>  <table border="1" data-bbox="174 231 562 638"> <caption>Land Use Diversity Data (Centre)</caption> <thead> <tr> <th>Use Category</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>A1</td> <td>51%</td> </tr> <tr> <td>A2</td> <td>10%</td> </tr> <tr> <td>A3</td> <td>9%</td> </tr> <tr> <td>A1/A3</td> <td>1%</td> </tr> <tr> <td>A4</td> <td>3%</td> </tr> <tr> <td>A5</td> <td>4%</td> </tr> <tr> <td>Other</td> <td>14%</td> </tr> <tr> <td>Vacant</td> <td>8%</td> </tr> </tbody> </table> <p data-bbox="109 660 416 681">Source: LBRuT Land Use Data 2006</p>	Use Category	Percentage	A1	51%	A2	10%	A3	9%	A1/A3	1%	A4	3%	A5	4%	Other	14%	Vacant	8%	<p data-bbox="607 185 2163 276">interchange improvements at Hampton Station is the only proposal site in the adopted UDP directly affecting the centre. The Local Strategies section of the plan seeks to protect the shopping centre, secure improvements in the Conservation Area and to address parking problems in residential streets.</p> <p data-bbox="607 309 2163 432">The number of retail shops in the centre has declined considerably over the years. Some trade would have been diverted from the centre when the J Sainsbury store at Hampton Nursery Lands opened in the early 1980s. (Although the latter serves an important local catchment). Hampton Village retains most of the key shops and services including a Post Office and bank, but lacks an independent greengrocer.</p> <p data-bbox="607 466 2163 616">Vacancy rates - The centre had a rate of 8% in 2006, in line with the average. Since the 2006 Survey the number of vacancies has decreased slightly, although 2 prominent vacancies have arisen in Milton Road (Feb 07 site visit). The number of uses in the entertainment sector is commensurate with the average for the borough of c.17%. Since 1997 there has been an increase in the number of units in this sector (5 including 1 mixed A1/A3). However, there has also been a change of use from A3 to A1.</p> <p data-bbox="607 649 2163 740">There are 2 proposed housing developments in the vicinity: (i) adopted UDP Proposal H1 - mixed use and enabling development at Hampton Water Treatment works, and (ii) on Platts Eyot where planning permission for 73 units as part of a mixed use scheme is sought). (See Research referred to in Footnotes 3 &amp; 16).</p> <p data-bbox="607 774 2163 831"><b>Hierarchy:</b> Although a dispersed centre it is one of the largest and has a large catchment area warranting classification as a <b>local centre</b>.</p>
Use Category	Percentage																		
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A3	9%																		
A1/A3	1%																		
A4	3%																		
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<p data-bbox="109 839 315 863"><b>Hampton Wick</b></p> <p data-bbox="405 890 573 914"><b>Diversity of Use</b></p>  <table border="1" data-bbox="136 893 562 1316"> <caption>Land Use Diversity Data (Hampton Wick)</caption> <thead> <tr> <th>Use Category</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>A1</td> <td>36%</td> </tr> <tr> <td>Other</td> <td>35%</td> </tr> <tr> <td>A3</td> <td>9%</td> </tr> <tr> <td>A4</td> <td>7%</td> </tr> <tr> <td>A5</td> <td>2%</td> </tr> <tr> <td>A2</td> <td>2%</td> </tr> <tr> <td>Vacant</td> <td>7%</td> </tr> </tbody> </table> <p data-bbox="109 1355 416 1375">Source: LBRuT Land Use Data 2006</p>	Use Category	Percentage	A1	36%	Other	35%	A3	9%	A4	7%	A5	2%	A2	2%	Vacant	7%	<p data-bbox="607 839 2163 1023">Hampton Wick is a small centre on the borough boundary. It lies to the west of Kingston Bridge. To the east is Kingston metropolitan centre which has extensive shopping facilities, being one of the largest centres in the country. It is situated on the busy Kingston Road linking Teddington to Kingston, and thus is a visible centre, albeit that stopping &amp; parking are difficult. Key shopping frontage in the centre falls within PTAL 3, and to the south within PTAL 4 (6 indicating high accessibility &amp; 0 indicating low accessibility) – See Map 2. It served by 2 frequent service, 24 hour bus routes: the 281 and 285. Hampton Wick has both a local function, and includes some specialist shopping. The commercial uses are interspersed with housing.</p> <p data-bbox="607 1056 2163 1206">Approx 190 dwellings have been built in the vicinity on the Normansfield site and more are proposed (Normansfield is slightly nearer to Kingston Road centre, although Hampton Wick has a BR station which rail commuters from this area would use). 58 units have also been completed at the Harcross site (Hampton Wick Marina) to the east of Hampton Wick High Street. Significant housing development is anticipated at the Sandy Lane site. Therefore this centre has experienced an increase in the local population within its catchment and a further increase is anticipated.</p> <p data-bbox="607 1240 2163 1418"><b>Diversity of use:</b> The proportion of uses in shop (A1) use is considerably smaller than the average, whilst the proportion of “other uses” (including sui generis, office, residential, community) is much higher. This is most likely because the amount of designated frontage is fairly small, allowing for changes of use in non-designated frontages. Convenience function is fairly limited. Of the 11 key shops and services the centre has only 5 (2006 land use data), having lost a bakers, off licence, butchers and greengrocers since 1999. These shops have been replaced by specialist shopping, a hairdresser (&amp; one vacancy). It retains a newsagent, hairdresser, pub/restaurant, 2 small general stores &amp; significantly a Post Office (others closed recently as part of a planned closure</p>		
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	<p>programme). There are also a number of specialist shops including an art gallery, a shop selling goods to triathletes, hifis, and guitars.</p> <p>The proportion of uses in the entertainment sector (20%) is higher than the average for smaller centres. The centre has a number of established pubs and restaurants. However the removal of the secondary frontage has introduced new entertainment uses. In 1998 7 of the 15 units designated as secondary shopping frontage were vacant. Its removal has resulted in significant diversification. Permission has been granted at 7 premises for change of use to A3, A5, B1, A2 &amp; D1 uses.</p> <p>Effect of removal of secondary shopping frontage from Hampton Wick local centre</p> <table border="1" data-bbox="607 448 1995 963"> <thead> <tr> <th data-bbox="607 448 790 475">address</th> <th data-bbox="790 448 1995 475">relevant planning history</th> </tr> </thead> <tbody> <tr> <td data-bbox="607 475 790 502">5 High Street</td> <td data-bbox="790 475 1995 502">Vacant A1 in 1998 – A3 in 2006. 01/1351 - change of use to A3 granted 2001. 05/1317 – provision of take away service</td> </tr> <tr> <td data-bbox="607 502 790 552">7 High Street</td> <td data-bbox="790 502 1995 552">Vacant A1 in 1998 _ A5/A3 in 2006. 03/224/COU - pp granted for use of ground floor &amp; basement as restaurant. 04/2933 – Permission refused to vary conditions of above, allowed on appeal</td> </tr> <tr> <td data-bbox="607 552 790 601">9 High Street</td> <td data-bbox="790 552 1995 601">was Lloyds bank in 1980s. A1 use in 2006. Permission granted in 1988 for change of use to restaurant &amp; A2 – not implemented, now extant.</td> </tr> <tr> <td data-bbox="607 601 790 628">11 High Street</td> <td data-bbox="790 601 1995 628">Vacant in 1998, B1 in 2006 (no change of use applications)</td> </tr> <tr> <td data-bbox="607 628 790 655">13 High Street</td> <td data-bbox="790 628 1995 655">Vacant in 2006. Enforcement action taken against change of use to residential.</td> </tr> <tr> <td data-bbox="607 655 790 683">15 High Street</td> <td data-bbox="790 655 1995 683">No change. In A1 use in 2006.</td> </tr> <tr> <td data-bbox="607 683 790 732">17 High Street</td> <td data-bbox="790 683 1995 732">Planning history missing. Change of use to A3 likely after redesignation. Was operating as sandwich shop in 1998. 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PP granted 05/3579</td> </tr> <tr> <td data-bbox="607 836 790 863">25 High Street</td> <td data-bbox="790 836 1995 863">No change – A1 use in 2006</td> </tr> <tr> <td data-bbox="607 863 790 890">29 High Street</td> <td data-bbox="790 863 1995 890">Was vacant in 1998 –A1 use in 2006.</td> </tr> <tr> <td data-bbox="607 890 790 917">31a High Street</td> <td data-bbox="790 890 1995 917">Was carpet shop in 1998. Currently in D1 use. Permission granted for change of use 2005.</td> </tr> <tr> <td data-bbox="607 917 790 944">33 High Street</td> <td data-bbox="790 917 1995 944">Was vacuum cleaner shop in 98, currently used as B1 office. Permission granted 10/2004 (04/2053)</td> </tr> <tr> <td data-bbox="607 944 790 971">35 High Street</td> <td data-bbox="790 944 1995 971">Established A3 Use.</td> </tr> </tbody> </table> <p>According to 2006 land use data vacancy rates are just below the borough average. In the past they have been very high, one of the key reasons why previous changes to designated frontages were made. A site visit of 8/2/07 revealed that vacancy rates have risen considerably since the March 06 Survey. In total there were a further 4 vacant units. Three of these were in the designated key shopping frontage. The closures were: 2 bookshops, an art gallery/picture framing, and a car sales office (no showroom). Therefore the convenience provision is not affected.</p> <p><b>Position in hierarchy:</b> The centre has c 50 units, 43 of which are commercial. It has a fairly limited convenience shopping function. However, it is proposed to classify the centre as a <b>neighbourhood centre</b>, because of its role in providing facilities to existing local residents and to those anticipated from additional housing. Its proposed designation would mean that there are two neighbourhood centres in relatively close proximity to each other.</p>	address	relevant planning history	5 High Street	Vacant A1 in 1998 – A3 in 2006. 01/1351 - change of use to A3 granted 2001. 05/1317 – provision of take away service	7 High Street	Vacant A1 in 1998 _ A5/A3 in 2006. 03/224/COU - pp granted for use of ground floor & basement as restaurant. 04/2933 – Permission refused to vary conditions of above, allowed on appeal	9 High Street	was Lloyds bank in 1980s. A1 use in 2006. Permission granted in 1988 for change of use to restaurant & A2 – not implemented, now extant.	11 High Street	Vacant in 1998, B1 in 2006 (no change of use applications)	13 High Street	Vacant in 2006. Enforcement action taken against change of use to residential.	15 High Street	No change. In A1 use in 2006.	17 High Street	Planning history missing. Change of use to A3 likely after redesignation. Was operating as sandwich shop in 1998. 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<p><u><a href="#">Heathside, Powder Mill Lane</a></u></p>	<p>Heathside is a compact local centre in the north-west corner of the borough on the border with Hounslow. It is located within PTAL 1b, making it amongst the least accessible in the borough (6 indicating high accessibility &amp; 0 indicating low accessibility) – See Map 2. It is served by bus routes 110 &amp; 111.</p> <p>The Council undertook an exercise to map the distribution of retail facilities in the borough and identify gaps in provision.<sup>3 &amp; 16</sup> See</p>																																

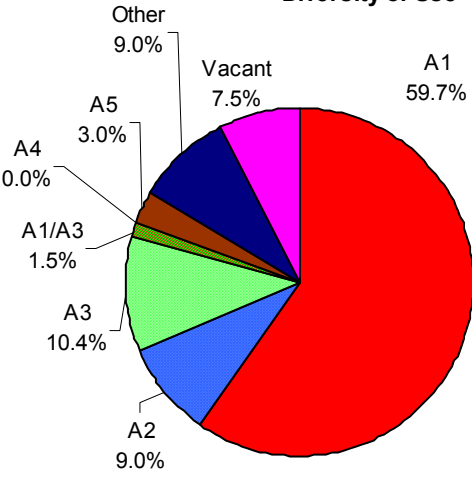
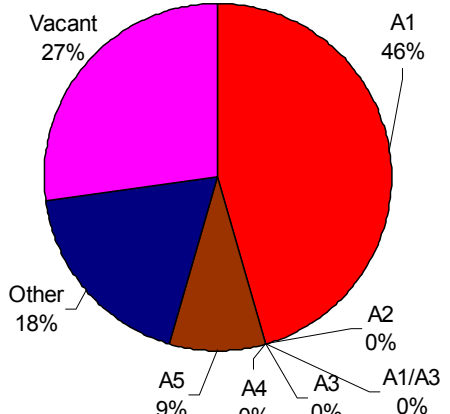
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<p><b>Hospital Bridge Road</b></p> <p style="text-align: center;"><b>Diversity of Use</b></p> <table border="1"> <caption>Diversity of Use Data</caption> <thead> <tr> <th>Category</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>A1</td> <td>100.0%</td> </tr> </tbody> </table> <p>Source: LBRuT Land Use Data 2006</p>	Category	Percentage	A1	100.0%	<p>There is a good selection of convenience retailers in this small frontage of 6 units all designated as key shopping frontage which provide good local shopping opportunities. This parade is significant in that it fills a gap in provision<sup>3 &amp; 16</sup>, with very little overlap. The centre falls within PTAL 2 (6 indicating high accessibility &amp; 0 indicating low accessibility) – See Map 2.</p> <p><b>Hierarchy: local parade</b> – although it provides well for its local catchment it is too small to fall within the PPS 6 definition of a local centre.</p>														
Category	Percentage																		
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<p><b>Kew Gardens Station</b></p>	<p>Kew Gardens is a lively and attractive centre of c. 50 units on either side of Kew Gardens BR &amp; London Underground station. It is the most significant centre in the Kew area which is bounded by the River Thames and serves a substantial local catchment. The</p>																		

Centre	Description & analysis
<p style="text-align: center;"><b>Diversity of Use</b></p>  <p>Source: LBRuT Land Use Data 2006</p>	<p>nearby centres of Kew Green and Sandycombe Road have a limited role in meeting top-up shopping needs compared to the range of shops and facilities available here. Most of the centre falls within PTAL 4 (6 indicating high accessibility &amp; 0 indicating low accessibility) making it highly accessible compared to the majority of smaller centres – See Map 2.</p> <p>Diversity of land use is similar to the average for smaller centres except that vacancy rates are low and the proportion of other uses is higher than the average (mostly located in the non-designated frontage on North Road). 2006 Land Use data indicate no vacancies in the centre. At the time of the March 2007 site visit a restaurant in Royal Parade was vacant, and it was unclear whether a comparison goods retailer in Station Approach was also vacant (website indicates shop operating).</p> <p>The centre has a slightly higher than average proportion of uses in the entertainment sector, amounting to one public house, 3 restaurants and 4 cafes/ mixed A1/A3 uses which no doubt serve the tourist trade.</p> <p>The centre provides good local shopping opportunities with 10 out of 11 key shops and services. It lacks an independent baker, but a Post Office counter has recently opened in Sonya’s newsagents. Overall the number of key shops/services has remained the same in the last decade.</p> <p>Permission was given in January 2001 to allow 750m<sup>2</sup> of the existing Marks &amp; Spencer store at Kew Retail Park for food sales to meet local needs, not least from new housing. Considerable new housing has been completed at Kew Sewage Treatment Works site (c540 dwellings) to the east of Kew Gardens centre, with a further c. 200 due for completion at an adjoining Kew Riverside site. This permission has added to convenience provision in the Kew area and will make a significant contribution to meeting the additional need, although it does not have the range of services provided by Kew Gardens centre. It does not appear to have significantly affected the centre at the current time. In fact subsequent to this change Tesco have opened an Express store in the centre through amalgamation of units in the existing frontage. However the long term impact of these changes will require careful monitoring.</p> <p><b>Hierarchy:</b> Albeit one of the smaller local centres its size and role in providing local shopping facilities in the Kew area bounded by the River Thames warrants its classification as a <b>local centre</b>.</p>
<p><b><u>Kew Green</u></b></p>	<p>An attractive parade of shops on Kew Green located near to the borough boundary which serves a small community. The centre falls within PTAL 3 (6 indicating high accessibility &amp; 0 indicating low accessibility) – See Map 2. It is served by the 65 and 391 bus routes. Conservation Area 2 (Kew Green) covers the area. The commercial buildings in the parade are almost exclusively covered by either Listed Building status, or are a Building of Townscape Merit.</p> <p>The much larger Kew Gardens centre to the south (600 metres via road) provides the majority of the convenience shopping facilities in the area. Convenience shopping facilities at Kew Green are limited to a newsagents and small store with a limited selection. It has only 3 out of 11 key shops and services (See Appendix 4 in Volume 1 of Appendices). However, there are a number of comparison goods retailers (including mobile phones, ladies clothes, gallery, bookshop) present which results in the frontage being dominated by shop uses. Since 1995 there has been little change to convenience provision, except that there is no longer a Post Office counter at 14 Mortlake Terrace.</p> <p>The centre has one large restaurant (amalgamation of a number of A3 uses) and a hotel/pub, plus an established mixed A1/A3 (ceramics café). It has only one vacancy.</p>

Centre	Description & analysis																		
<p style="text-align: center;"><b>Diversity of Use</b></p>  <table border="1" data-bbox="129 231 593 662"> <caption>Land Use Diversity Data (Unnamed Centre)</caption> <thead> <tr> <th>Category</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>A1</td> <td>57.9%</td> </tr> <tr> <td>A3</td> <td>10.5%</td> </tr> <tr> <td>Other</td> <td>10.5%</td> </tr> <tr> <td>A2</td> <td>5.3%</td> </tr> <tr> <td>A4</td> <td>5.3%</td> </tr> <tr> <td>A1/A3</td> <td>5.3%</td> </tr> <tr> <td>Vacant</td> <td>5.3%</td> </tr> <tr> <td>A5</td> <td>0.0%</td> </tr> </tbody> </table> <p>Source: LBRuT Land Use Data 2006</p>	Category	Percentage	A1	57.9%	A3	10.5%	Other	10.5%	A2	5.3%	A4	5.3%	A1/A3	5.3%	Vacant	5.3%	A5	0.0%	<p><b>Hierarchy:</b> A <b>local parade</b> which is not of the scale or function to meet the criteria for classification as a local centre.</p>
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Vacant	5.3%																		
A5	0.0%																		
<p><b><u>Kew Road</u></b></p> <p style="text-align: center;"><b>Diversity of Use</b></p>  <table border="1" data-bbox="129 742 593 1173"> <caption>Land Use Diversity Data (Kew Road)</caption> <thead> <tr> <th>Category</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>A1</td> <td>47.2%</td> </tr> <tr> <td>A3</td> <td>22.2%</td> </tr> <tr> <td>Other</td> <td>8.3%</td> </tr> <tr> <td>Vacant</td> <td>8.3%</td> </tr> <tr> <td>A4</td> <td>8.3%</td> </tr> <tr> <td>A1/A3</td> <td>5.6%</td> </tr> <tr> <td>A5</td> <td>0.0%</td> </tr> <tr> <td>A2</td> <td>0.0%</td> </tr> </tbody> </table> <p>Source: LBRuT Land Use Data 2006</p>	Category	Percentage	A1	47.2%	A3	22.2%	Other	8.3%	Vacant	8.3%	A4	8.3%	A1/A3	5.6%	A5	0.0%	A2	0.0%	<p>A linear centre running along Kew Road to the NE of Richmond Circus. It is within walking distance of Richmond town centre albeit separated by the A316 and busy roundabout. The centre falls within PTAL 6a (6 indicating high accessibility &amp; 0 indicating low accessibility) – See Map 2, making it amongst the most accessible of the smaller centres by virtue of its proximity to Richmond BR station and London Underground link (district line). It is served by the 65 bus route (Kingston to Ealing).</p> <p>The centre is covered by Kew Foot Road Conservation Area and the majority of the commercial buildings are designated as Buildings of Townscape Merit (local historic building listing).</p> <p>Although its catchment overlaps with Richmond and Lower Mortlake Road parade to some extent, it caters for residents who would otherwise be without shopping facilities within 400 metres of their homes. Its convenience shopping function is fairly limited, however the centre includes 2 small supermarkets (one of which is the PO, one primarily a newsagents), a specialist Thai supermarket and an off licence. Very basic top-up shopping needs are being met. The centre has 6 of the 11 key shops and services. In addition there are a number of independent comparison goods retailers. Food shopping provision has changed little since a survey undertaken in 1995.</p> <p>However, stretches of the frontage are now dominated by restaurants/cafes. Café Matthiae (a Listed Building included on the English Heritage Register of Buildings at Risk), which is a vacant A1 site warrants the retention of an A1 element. (A planning application has been received for redevelopment including retention of some A1 floorspace on the ground floor. However only part of the site is covered by secondary shopping frontage.)</p> <p><b>Hierarchy:</b> With approximately 35 commercial units Kew Road is one of the largest <b>local parades</b>. However, its top-up shopping function is so limited that it is proposed to categorise it in this way.</p>
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A1	47.2%																		
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<p><b><u>Kingston Road</u></b></p>	<p>Kingston Road centre is located between Teddington district centre and Hampton Wick. The centre is in 2 parts, the main shopping area at the junction with Bushy Park Road and another small parade of shops to the north.</p> <p>The centre is located within PTAL 2 (6 indicating high accessibility &amp; 0 indicating low accessibility) – See Map 2 and it is served by</p>																		

Centre	Description & analysis
<p><b>Diversity of Use</b></p>  <p>Source: LBRuT Land Use Data 2006</p>	<p>bus routes 281 &amp; 285 providing a frequent and 24 hour service.</p> <p>Kingston Road has 7 out of the 11 key shops and services: 2 small supermarkets, hairdresser, newsagent, restaurant, patisserie, chemist and off licence. For the size of the centre it provides reasonably good top-up shopping facilities. This level of convenience provision hasn't changed since 1997. The centre lost a butcher's shop (now occupied by a jeweller), but has gained a patisserie. Vacancy rates are commensurate with the average for smaller centres, partly because of its size and amounted to 2 units. One of these was occupied by an NHS dentist at the Feb 2007 site visit. (Allowed on appeal.) Entertainment uses do not over-dominate and are also commensurate with the borough average (smaller centres).</p> <p>The exercise undertaken to establish gaps in provision suggests that there are relatively small areas to the west (adjacent to Bushy Park) and east (adjacent to River Thames) which are more than 400 metres from provision served by this centre. Some c 190 dwellings have been completed at the Normansfield site in the vicinity of this small parade and more are anticipated. In addition, further significant housing is anticipated at the Sandy Lane site (c 200 dwellings) to the south west of the centre (Hampton Wick is a similar distance away and would also benefit from the additional spending likely to be forthcoming).</p> <p><b>Hierarchy:</b> This centre meets most of the requirements for a local centre set out in PPS 6, with the exception of a PO. With only 25 units, 3 of which are in residential use, it makes it amongst the smallest of the centre's identified in the borough's town centre hierarchy. However, its proposed designation as a <b>neighbourhood centre</b> reflects its role as a provider of shopping and services to a mostly distinct local catchment and takes into consideration those nearby areas which are gaps in provision and the expected significant increase in population.</p>
<p><b>Lower Mortlake Road</b></p> <p><b>Diversity of Use</b></p>  <p>Source: LBRuT Land Use Data 2006</p>	<p>A small parade on the busy A316 running out of Richmond town centre. The opening of the J Sainsbury at Manor Road (which provides a top-up shopping role for local residents as well as main food shopping) has provided competition for this small local centre falling within its catchment area. Its continued viability will need to be closely monitored. However, despite this vacancy rates remain low, with only one vacancy in 2006 - occupied at the time of the August 2006 site visit. The centre appears to continue to provide a local shopping role. The centre is located within PTAL 5 (6 indicating high accessibility &amp; 0 indicating low accessibility) – See Map 2 and is served by a number of bus routes (371, 490 &amp; H22). Despite this it is a good 10 minute walk to alternative facilities in Richmond, and the barrier of the A316 may make this centre more attractive for top-up shoppers than the superstore. The retail provision is almost entirely located on the north side of Lower Richmond Road. The area is covered by Supplementary Planning Guidance which refers to the maintenance of the designated shopping frontage. A number of redevelopment schemes have affected the centre, one of which is in the secondary shopping frontage.</p> <p>The parade which has less than 20 units, 12 of which in designated frontage, has 6 of the 11 key shops and services (Appendix 4 of Volume 2 of Appendices). The centre retains a newsagent/off licence, independent butchers, small supermarket and pharmacy. There has been little change to convenience provision since a similar land use survey was undertaken in 1995. At that time the parade had a chemist which subsequently closed, although another opened in the former video shop. Also, the greengrocer at 211 Lower Mortlake Road is now occupied by a paint shop. In 2006 the designated frontage was in fact dominated by retail uses, including 225-231 which was re-designated as secondary frontage during the UDP First Review to allow some flexibility.</p> <p>In March 2006 there was one vacant unit in the designated frontage which was occupied in August 2006 (site visit). A3/A4/A5 uses are below the average for small centres.</p>

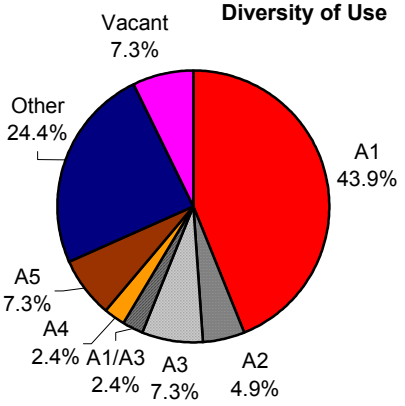
Centre	Description & analysis
<p><b>Nelson Road</b></p> <p>Source: LBRuT Land Use Data 2006</p>	<p><b>Hierarchy:</b> A local parade which is not of the scale or function to meet the criteria for classification as a local centre according to the PPS 6 definition.</p> <p>A small centre comprising 11 units to the north west of Whitton district centre. Its 400 metre buffer zone overlaps slightly with this centre and very marginally with Heathside (Powder Mill Lane). There are residential areas to the north &amp; south which are not well-served in terms of shopping. This centre, along with Heathside, serves one of the most deprived areas in the borough, it provides facilities for residents living in one of the most deprived parts of the borough (relevant Super Output Area<sup>19</sup>). See Footnotes 3 &amp; 16. Compared to the borough average this area has a higher proportion of lone parent households with dependent children (8.8% compared to average of 4.3%) and a higher proportion of lone pensioner households (16.5% compared to 13.8%). The proportion of households with no car is significantly higher in this area. These factors may affect mobility and ease of access to shopping making the provision of local shopping facilities especially important.</p> <p>The centre is located within PTAL 1a (6 indicating high accessibility &amp; 0 indicating low accessibility – See Map 2), making it one of the least accessible centres in the borough. It is served only by the 481 bus route (Kingston to West Middlesex hospital – limited service).</p> <p>Nelson Road centre has a small Costcutter supermarket, off licence &amp; newsagent/off licence. It also has a hairdresser, a café (closed at Mar 07 site visit) and 2 takeaways. Its range of shopping opportunities is fairly limited reflecting the size of the centre. There has been little change to occupiers since 1994, although significantly No 302 was then a Post Office. Earlier surveys indicate that the centre once had a butcher and greengrocer.</p> <p>Although the proportion of A3/A4/A5 uses appears higher than the average, this reflects the small size of the centre rather than an over-dominance.</p> <p><b>Hierarchy: Local parade</b> - Not large enough to warrant local centre status as per PPS 6, but nevertheless important in meeting local need, serving residents more than 400 metres from shopping provision and those living in a relatively deprived area.</p>
<p><b>St Margarets</b></p>	<p>St Margarets is one of the larger local centres having 67 units in 2006. It serves residents living in the area located between Twickenham district centre and the borough's principal town centre - Richmond. The centre's catchment overlaps marginally with East Twickenham local centre. Crown Rd mixed use area is to the south of the centre, but it does not have a significant local shopping function, likewise St Margarets Rd parade to the north.</p> <p>The centre benefits from a BR station and is on the loop line to London Waterloo. Bus route: H37. It is located within PTAL 3 (6 indicating high accessibility &amp; 0 indicating low accessibility) – See Map 2, which is fairly high for a smaller centre.</p> <p>It is covered primarily by Conservation Area 49 (Crown Road St Margarets) (It adjoins CA 24 (Twickenham Park) to the east covering housing on St Margarets Rd to the north east of Park cottages.) The UDP proposal T25 [St Margarets station] which seeks interchange improvements is located in the centre. The local strategy (Chapter 12) seeks to protect local shopping in the centre, reduce traffic congestion and parking problems &amp; encourage tree planting.</p> <p>Planning permission has been given for 170 dwellings at Richmond Lock (ex-Brunel University) which is well under-construction. The nearest centre is a small parade at the far end of St Margarets Rd which has a very limited top-up shopping function. It is likely that some of the additional expenditure generated by these residents will be spent in St Margarets centre. This centre may well be serving a wider population to the north.</p> <p>It has mainly a convenience shopping role, but also has a range of comparison shopping including shops selling furniture &amp; gifts, lighting, galleries and children's goods. It also has a good range of useful local services and a Post Office. Diversity of use in the</p>

Centre	Description & analysis																		
<p data-bbox="398 199 582 231"><b>Diversity of Use</b></p>  <table border="1" data-bbox="123 223 593 702"> <caption>Land Use Diversity Data (Unnamed Centre)</caption> <thead> <tr> <th>Use Type</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>A1</td> <td>59.7%</td> </tr> <tr> <td>A3</td> <td>10.4%</td> </tr> <tr> <td>A2</td> <td>9.0%</td> </tr> <tr> <td>Other</td> <td>9.0%</td> </tr> <tr> <td>Vacant</td> <td>7.5%</td> </tr> <tr> <td>A5</td> <td>3.0%</td> </tr> <tr> <td>A1/A3</td> <td>1.5%</td> </tr> <tr> <td>A4</td> <td>0.0%</td> </tr> </tbody> </table> <p data-bbox="107 718 414 738">Source: LBRuT Land Use Data 2006</p>	Use Type	Percentage	A1	59.7%	A3	10.4%	A2	9.0%	Other	9.0%	Vacant	7.5%	A5	3.0%	A1/A3	1.5%	A4	0.0%	<p data-bbox="607 177 2163 335">centre is roughly equivalent to the average for the borough (smaller centres), although there is a slightly higher proportion of A1 (60%) and A2 uses (9%) and a lower proportion of “other” uses (including sui generis, office, community uses), perhaps indicating that the majority of units are adding to vitality and viability. The proportion of A3/A4/A5 uses is roughly equivalent to the average (when pub included in calculation). Along with many other centres there has been growth in this sector. Number of Entertainment uses (A3/A4/A5): 1992 – 6; 1997 – 9; 2006 – 10.</p> <p data-bbox="607 367 2163 614">It has a vacancy rate of 7.5% which is just below the average for smaller centres and is less than the UK average. In 2006 it had 8 out of the 11 key shops/services (not including ATM as bank), compared with 10 in 1997. In fact the centre has lost both its traditional butchers and bakers in the last 2 years. Shopping has changed considerably since 1966 when the centre had a more extensive range of convenience shops including 4 green grocers, 5 butchers and 5 grocers. This mirrors national trends reflecting changes in the way we shop. St Margarets is in relatively close proximity to the Tesco superstore at Isleworth. The Ivybridge Retail Park is also just over the border in Hounslow. In the very recent past major multiple retailers have sought representation in the centre including Tesco Express (in former Olivers store) &amp; Superdrug. This loss of independent retailers has proved controversial with some residents.</p> <p data-bbox="607 646 2163 738"><b>Hierarchy-</b> proposed to be categorised as a <b>local</b> centre by virtue of its size and range of shopping, albeit it that the centre does not have a hugely extensive range of public/community facilities, such as a library, or a bank/building society (although the Tesco has an ATM).</p>
Use Type	Percentage																		
A1	59.7%																		
A3	10.4%																		
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A4	0.0%																		
<p data-bbox="107 738 369 770"><b><u>St Margarets Road</u></b></p> <p data-bbox="398 790 582 821"><b>Diversity of Use</b></p>  <table border="1" data-bbox="145 829 593 1244"> <caption>Land Use Diversity Data (St Margarets Road)</caption> <thead> <tr> <th>Use Type</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>A1</td> <td>46%</td> </tr> <tr> <td>Vacant</td> <td>27%</td> </tr> <tr> <td>Other</td> <td>18%</td> </tr> <tr> <td>A5</td> <td>9%</td> </tr> <tr> <td>A2</td> <td>0%</td> </tr> <tr> <td>A4</td> <td>0%</td> </tr> <tr> <td>A3</td> <td>0%</td> </tr> <tr> <td>A1/A3</td> <td>0%</td> </tr> </tbody> </table> <p data-bbox="107 1268 414 1289">Source: LBRuT Land Use Data 2006</p>	Use Type	Percentage	A1	46%	Vacant	27%	Other	18%	A5	9%	A2	0%	A4	0%	A3	0%	A1/A3	0%	<p data-bbox="607 738 2163 829">The centre comprises a small stretch of secondary frontage on the northern side of the A316 distinct from St Margarets centre and a couple of further units nearby. It is located within PTAL 2 (6 indicating high accessibility &amp; 0 indicating low accessibility) – See Map 2 and served only by bus route H37.</p> <p data-bbox="607 829 2163 981">Located close to the borough boundary and opposite the Brunel University (Richmond Lock) site under construction (175 dwellings), it has a distinct local catchment area (in terms of 400m buffer<sup>3</sup>) and would also serve residents living in Hounslow borough. There is a small area to the south of the parade and to the north of St Margarets centre which is not well-served by local shopping.</p> <p data-bbox="607 981 2163 1077">The centre does not have a defined mixed use area boundary. The frontage has a couple of useful shops for locals including a newsagent/foodstore, off licence and sandwich shop, although the convenience function of the centre has declined. The centre has lost a bakers and Post Office counter in the newsagents. In 2006 it had 2 vacancies, one of which is a former general store.</p> <p data-bbox="607 1077 2163 1141"><b>Hierarchy: local parade</b> – centre is a small parade and as such is of local significance, although will have a role to play in meeting need from major adjacent new housing development.</p>
Use Type	Percentage																		
A1	46%																		
Vacant	27%																		
Other	18%																		
A5	9%																		
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A4	0%																		
A3	0%																		
A1/A3	0%																		
<p data-bbox="107 1289 369 1321"><b><u>Sandycombe Road</u></b></p>	<p data-bbox="607 1289 2163 1412">Sandycombe Rd centre, Kew is in relatively close proximity to the much larger Kew Gardens centre which has a good range of local shopping facilities. In particular the secondary shopping frontage is less than 80 metres from Kew Gardens centre’s key frontage with whose catchment area it overlaps. Much of the west side of the centre is covered by Conservation Area status.</p>																		



Centre	Description & analysis																		
<p><b>Diversity of Use</b></p> <table border="1"> <caption>Diversity of Use Data</caption> <thead> <tr> <th>Category</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>A1</td> <td>44%</td> </tr> <tr> <td>Vacant</td> <td>15%</td> </tr> <tr> <td>Other</td> <td>12%</td> </tr> <tr> <td>A5</td> <td>7%</td> </tr> <tr> <td>A4</td> <td>0%</td> </tr> <tr> <td>A1/A3</td> <td>0%</td> </tr> <tr> <td>A3</td> <td>15%</td> </tr> <tr> <td>A2</td> <td>7%</td> </tr> </tbody> </table> <p>Source: LBRuT Land Use Data 2006</p>	Category	Percentage	A1	44%	Vacant	15%	Other	12%	A5	7%	A4	0%	A1/A3	0%	A3	15%	A2	7%	<p>The centre is located within PTAL 3 (6 indicating high accessibility &amp; 0 indicating low accessibility) – See Map 2. It is served by bus route 391 (Richmond to Fulham). The designated frontage in this centre is within 400 metres of Kew Gardens BR &amp; London Underground station.</p> <p>Sandycombe Rd has approximately 40 commercial units interspersed with housing. It is an elongated centre which in former years had more shops. Its convenience function is now very limited (although there has been no real change in convenience provision since a survey undertaken in 1995 with the exception of the loss of a newsagents with Post Office counter).</p> <p>It has a small supermarket and some useful services such as a launderette, hairdressers and dry cleaners. In addition it has a number of unusual specialist shops including those selling rain wear, second hand curtains and guitars and amplifiers. It has a lower proportion of A1 uses than the average for smaller centres no doubt because Kew Gardens provides residents with much of their local food shopping. Vacancy rates are higher than average at 15%, although only one of these is in designated frontage. The proportion of entertainment uses in the centre (22%) is slightly higher than the average, although again most are located in non-designated frontage.</p> <p>Overall the centre has contracted and diversified over the years as convenience outlets have closed.</p> <p><b>Hierarchy – local parade.</b> This centre is not of a scale or function to warrant designation as a local centre. There are few convenience shops remaining.</p>
Category	Percentage																		
A1	44%																		
Vacant	15%																		
Other	12%																		
A5	7%																		
A4	0%																		
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<p><b>Sheen Road</b></p> <p><b>Diversity of Use</b></p> <table border="1"> <caption>Diversity of Use Data</caption> <thead> <tr> <th>Category</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>A1</td> <td>41%</td> </tr> <tr> <td>Vacant</td> <td>15%</td> </tr> <tr> <td>Other</td> <td>15%</td> </tr> <tr> <td>A5</td> <td>3%</td> </tr> <tr> <td>A4</td> <td>5%</td> </tr> <tr> <td>A1/A3</td> <td>0%</td> </tr> <tr> <td>A3</td> <td>8%</td> </tr> <tr> <td>A2</td> <td>13%</td> </tr> </tbody> </table> <p>Source: LBRuT Land Use Data 2006</p>	Category	Percentage	A1	41%	Vacant	15%	Other	15%	A5	3%	A4	5%	A1/A3	0%	A3	8%	A2	13%	<p>Sheen Road is an attractive centre located on the A305 running out of Richmond town centre towards East Sheen district centre. It is located within PTALs 4-6, the higher PTAL rating being closest to Richmond town centre (6 indicating high accessibility &amp; 0 indicating low accessibility) – See Map 2. It is served by the 33 (to Hammersmith) and 337 (to Clapham Junction) bus routes. The centre serves a very local catchment to the east of the principle town centre (which obviously has a full range of facilities).</p> <p>It has 7 out of the 11 key services/shops included in Table 4 of Volume 2 of Appendices. The extent of the food shopping provision is a small supermarket (Trainees), a deli on Worple Way and an off licence. However there are a number of useful services for residents including a PO, 2 chemists (one including a small homeopathy clinic) and a newsagent. It may relieve pressure on Richmond town centre itself for some services which may find it difficult to find premises there.</p> <p>Local convenience provision has declined in the centre as elsewhere. A land use survey in 1984 indicates that at that time there was a butcher, greengrocer, and 2 additional food stores. A survey undertaken in 1995 suggests that the convenience provision is the same as it is now. There is little retail outside of the designated frontage. Richmond town centre has a range of supermarkets including Waitrose, Tesco Metro and a Marks and Spencer food hall.</p> <p>There are 5 vacancies in the centre, although only 1 is in the designated shopping frontage. A site visit in March 2007 indicated that the vacant use in key shopping frontage is now occupied by a bicycle shop making this stretch fully occupied. Two other vacant units in non-designated frontage were also occupied by a café and a dentist, although an office appeared vacant and the Bishops Finger public house is now awaiting redevelopment.</p> <p>This small centre has 3 pubs in close proximity (one of which is vacant). In addition it has 3 restaurants and a take-away. The percentage for this sector is commensurate with the average. There is further scope for diversification as the centre has a significant amount of non-designated frontage.</p> <p><b>Hierarchy: Neighbourhood centre</b> – Despite its fairly limited food shopping provision the size of the centre and the range of services available (including Post Office) warrants its classification as a neighbourhood centre.</p>
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A1	41%																		
Vacant	15%																		
Other	15%																		
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Centre	Description & analysis																		
<p data-bbox="105 185 300 213"><b>Stanley Road</b></p> <p data-bbox="398 233 580 261"><b>Diversity of Use</b></p> <table border="1"> <caption>Diversity of Use - Stanley Road</caption> <thead> <tr> <th>Use Category</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>A1</td> <td>51.1%</td> </tr> <tr> <td>Other</td> <td>15.6%</td> </tr> <tr> <td>Vacant</td> <td>11.1%</td> </tr> <tr> <td>A5</td> <td>6.7%</td> </tr> <tr> <td>A4</td> <td>2.2%</td> </tr> <tr> <td>A1/A3</td> <td>0.0%</td> </tr> <tr> <td>A3</td> <td>6.7%</td> </tr> <tr> <td>A2</td> <td>6.7%</td> </tr> </tbody> </table> <p data-bbox="105 683 416 705">Source: LBRuT Land Use Data 2006</p>	Use Category	Percentage	A1	51.1%	Other	15.6%	Vacant	11.1%	A5	6.7%	A4	2.2%	A1/A3	0.0%	A3	6.7%	A2	6.7%	<p data-bbox="607 185 2166 304">Stanley Road centre comprises 45 units and serves a local community to the north west of Teddington town centre and to the north east of Hampton Hill. It is the most significant of the smaller centres in this area. The centre is located within PTALs 2/3 (6 indicating high accessibility &amp; 0 indicating low accessibility) – See Map 2. It is served by bus routes 281, 481 (limited service), 33, X26 (to Heathrow airport)</p> <p data-bbox="607 336 2166 491">The 2006 Land Use Survey indicated that the centre had a vacancy rate of 11% (mainly vacant shops formerly selling comparison goods) which is above the average for the borough, although the site visit revealed refurbishment activity in some. Historically the centre has had a low vacancy rate. It has a slightly higher than average proportion of other uses – including residential uses, but also useful services such as medical and veterinary’s practices in the non-designated frontage. Diversification has occurred where secondary shopping frontage was removed as part of the UDP Review.</p> <p data-bbox="607 523 2166 643">The centres has 23 A1 uses and a further 4 vacant A1 units. It has 7 of the eleven key services/shops in 2006, 2 less than in 1997. It has lost its butchers and Post Office over this time period. However, it retains a separate bakers and general store. It is also large enough to accommodate a number of comparison goods retailers selling goods including computers, outdoor equipment, wood flooring, cycles, electrical appliances/ DIY &amp; car spares.</p> <p data-bbox="607 675 2166 707">The proportion of A3/A4/A5 uses is marginally below the average for local centres and parades and do not over-dominate.</p> <p data-bbox="607 738 2166 826">An application for a Somerfield shop of 270 gfa (188 rsa) on the former Jet petrol filling station (now demolished) has been withdrawn. There are no UDP proposals in the immediate vicinity of the centre. The local strategy seeks protection of this local shopping centre.</p> <p data-bbox="607 834 2166 922"><b>Hierarchy: neighbourhood centre.</b> Of a sufficient scale, including comparison goods shopping, to warrant neighbourhood centre designation. Important in serving residents to the north of Teddington and Hampton Hill and the most significant of the smaller centres in this area.</p>
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A3	6.7%																		
A2	6.7%																		
<p data-bbox="105 959 322 987"><b>Strawberry Hill</b></p> <p data-bbox="421 1007 602 1035"><b>Diversity of Use</b></p> <table border="1"> <caption>Diversity of Use - Strawberry Hill</caption> <thead> <tr> <th>Use Category</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>A1</td> <td>65%</td> </tr> <tr> <td>A2</td> <td>14%</td> </tr> <tr> <td>A3</td> <td>7%</td> </tr> <tr> <td>A4</td> <td>7%</td> </tr> <tr> <td>Other</td> <td>0%</td> </tr> <tr> <td>Vacant</td> <td>7%</td> </tr> <tr> <td>A5</td> <td>0%</td> </tr> <tr> <td>A1/A3</td> <td>0%</td> </tr> </tbody> </table>	Use Category	Percentage	A1	65%	A2	14%	A3	7%	A4	7%	Other	0%	Vacant	7%	A5	0%	A1/A3	0%	<p data-bbox="607 959 2166 1078">A small, attractive centre serving a distinct community to the south of Twickenham<sup>1</sup>. (There is only a very marginal degree of overlap with Heath Road (part of Twickenham town centre) and Waldegrave Rd centre). It has a BR station on the London Loop to Waterloo. Despite this the centre is located within PTAL 2 (6 indicating high accessibility &amp; 0 indicating low accessibility) – See Map 2. Bus Routes: none in immediate centre. Nearest route 281.</p> <p data-bbox="607 1110 2166 1198">The exercise to map gaps in shopping provision (see footnotes 3 &amp; 16) identifies an area more than 400 metres from a shopping centre to the east of the centre bounded by the River Thames, although an isolated shop at the mini-roundabout (Waldegrave Rd/Twickenham Rd partly meets the needs of these residents.</p> <p data-bbox="607 1230 2166 1286">Strawberry Hill station is a UDP proposal site (T26), allocated for interchange improvements. The UDP local strategies chapter seeks to protect the local shopping centre.</p> <p data-bbox="607 1326 2166 1414">Strawberry Hill consists of 14 units in parades either side of the station. There was only one vacancy in 2006 which was fairly recent. A beauty salon has occupied a formerly vacant unit at 2 Wellesley Parade, indicating a turn around of businesses in the centre. A flexible approach has been taken to applications for changes of use where the premises were long-term vacancies taking</p>
Use Category	Percentage																		
A1	65%																		
A2	14%																		
A3	7%																		
A4	7%																		
Other	0%																		
Vacant	7%																		
A5	0%																		
A1/A3	0%																		

Centre	Description & analysis
<p>Source: LBRuT Land Use Data 2006</p>	<p>account of this and other material considerations.</p> <p>The proportion of units in shop (A1) use is higher than the average for smaller centres. Since 1997 it has lost a butchers (No 41) although this unit is now occupied. Otherwise it retains 7 of the 11 key shops/services including 2 small supermarkets, a chemist and a Post Office/newsagent (App 4 of Vol 1 of Appendices). Considering the size of the centre this represents good provision and probably reflects the fact that the catchment area overlaps little with others and in addition the centre no doubt benefits from spending by commuters.</p> <p>All four stretches of frontage are designated as key shopping frontage. However there is already a degree of diversity in the centre with 5 of the fourteen units being in non-shop use. One of these is in fact a triple unit in what appears to be an A3 use (its lawful use is a mixed A1/A3). There is also the Strawberry Hill Tandoori adjacent to the station. Therefore in floorspace terms the entertainment sector is better represented than the pie-chart suggests.</p> <p><b>Hierarchy: Local parade.</b> Good local shopping opportunities provided on a small scale. Significant further growth in the centre is not anticipated.</p>
<p><b>Twickenham Green</b></p>  <p>Source: LBRuT Land Use Data 2006</p>	<p>An elongated centre stretching from the railway bridge (adjoining Twickenham town centre), along the north of Twickenham Green as far as No. 38a Staines Rd. Thus the parade serves a residential area to the west of Twickenham. The centre is located within PTALs 2 and 3 (the latter to the east towards Twickenham). (6 indicates high accessibility &amp; 0 indicates low accessibility) – See Map 2. It is served by bus routes R70, 267, 281, 290 and night bus service N22.</p> <p>Most of the mixed use area to the east of the centre is covered by Conservation Area status (CA 9 Twickenham Green), although this does not extend to the designated frontage. There are no UDP proposals which directly affect the centre. The local strategy for the area seeks protection of the shopping and enhancement of the Conservation Area.</p> <p>Its function is primarily to meet local shopping needs. The amount of shopping in the centre has contracted considerably. Secondary frontage designation was removed from 54-88 The Green at the time of the previous Review (due to the fact that it was mostly in non-A1 use &amp; its proximity to Twickenham), leaving only a relatively small stretch of key frontage. It has 41 units although less than half of these are in A1 use. Consequently its proportion of A1 shops is lower than the average, whereas non A class uses are higher. The centre has experienced a fair degree of diversification.</p> <p>Current retailers include 3 small general stores/off licences and a butcher. There is no real comparison goods function. Residential use is interspersed throughout the centre. Since 1997 the number of key shops and services has remained fairly constant. The range of to-up shopping in the Staines Rd section provides for reasonable if limited shopping opportunities.</p> <p>The mapping of gaps in provision exercise (Footnotes 3 and 16) identified an area to the west of the Staines Rd frontage which is more than 400 ms away from facilities. The area to the north which is also a gap in provision is effectively truncated from this centre by the railway line. The east of the centre, formerly designated as secondary shopping frontage is primarily served by Twickenham town centre for top-up and more extensive shopping needs.</p> <p>Twickenham Green's vacancy rate in 2006 (7.6%) was similar to the borough average.</p> <p><b>Hierarchy: Local parade</b> - This is amongst the largest of the local parades in terms of the number of businesses. However, the retail function has contracted considerably and most of the top-up shopping opportunities are concentrated in the key shopping</p>

Centre	Description & analysis
<p><b>Waldegrave Road</b></p> <p>Source: LBRuT Land Use Data 2006</p>	<p>frontage.</p> <p>Waldegrave Rd is a very small but reasonably lively centre of 16 units providing a mainly local top-up function, although there a number of comparison goods retailers including ladies clothes and home furnishings. It fills a gap in provision to the north of Teddington, east of Stanley Road and south of Strawberry Hill. The centre is located within PTAL 2 (6 indicating high accessibility &amp; 0 indicating low accessibility) – See Map 2. It is served only by bus route 33.</p> <p>The exercise to map gaps in shopping provision (see footnotes 3 &amp; 16) identifies an area more than 400 metres from a shopping centre to the east of the centre bounded by the River Thames. These residents must travel more than 400 metres to reach alternative facilities at this centre or Teddington High Street.</p> <p>There are no UDP proposal sites directly affecting the centre. The local strategy indicates that local shopping should be protected here.</p> <p>The centre currently has a vacant pub, formerly the Waldegrave Arms on the corner of Shacklegate Lane. A planning application has been received for redevelopment of this site including retention of an A4 element with residential.</p> <p>In terms of its make-up of uses it is quite similar to the average for smaller centres. There are no A2 uses represented, possibly due to the proximity of Teddington district centre with its full range of services. The proportion of non-A use class businesses is quite high (MOT garage, car valet, launderette).</p> <p>There has been little change to the overall number of key shops and services since 1997, although the centre no longer has a Post Office / newsagent (now a restaurant). The centre retains a butchers and 2 small convenience stores. In 2006 it had one vacancy (a former bookmakers) in designated frontage. The centre includes a takeaway &amp; restaurant but non-shop uses do not overdominate.</p> <p><b>Hierarchy: Local parade.</b> A reasonably lively centre providing a small range of top-up shopping opportunities, but geographically important.</p>
<p><b>White Hart Lane</b></p>	<p>White Hart Lane is an elongated linear centre comprising a total of 58 units in 3 sections, with blocks of mainly residential use in between. One end of the centre is c. 500 ms from the other. It is also divided by the railway line, the frequent need to wait at length to cross is particularly divisive. White Hart Lane serves a population to the east of East Sheen district centre. Its catchment overlaps with Barnes (west of High Street end)<sup>1</sup>.</p> <p>There are no UDP proposals which directly affect the centre. The local strategy seeks protection of the shopping centre. The stretch of frontage to the north is covered by Conservation Area 33 (Mortlake) and further to the south by CA 53 (White Hart Lane).</p> <p>The centre is located mainly within PTAL 3, the stretch of secondary frontage nearest the Broadway is in PTAL 2. (6 indicates high accessibility &amp; 0 indicates low accessibility) – See Map 2. It is not directly served by a bus route, although there is a good service running along the Upper Richmond Road West to the south of White Hart Lane.</p> <p>Research (Footnotes 3 &amp; 16) suggests this centre's catchment (in terms of a 400 metre buffer around the mixed use area) is just on the boundary of one of the most deprived areas in the borough (Mortlake).</p> <p>In terms of the mix of uses the centre has a slightly lower proportion of units in A1 use than the average, and a slightly higher</p>

Centre	Description & analysis
<p>Source: LBRuT Land Use Data 2006</p>	<p>proportion of uses not within the A Use Class. It has 5 of the 11 key shops /services (App 4 of Volume 1 of Appendices): newsagent, store, hairdresser, pub/restaurant &amp; off licence. Its convenience shopping function is limited and it has developed a niche for quality furniture, soft furnishings &amp; upholstery. Convenience provision has not changed significantly in the last decade. The centre has gained a deli but lost a general store and Post Office in the Upper Richmond Road West frontage. Earlier records show that the White Hart Lane end of the centre had a butchers &amp; greengrocer in the 1980s. The redevelopment of 9-13a White Hart Lane (car sales) site will most likely introduce a new food store which if implemented would improve provision in the centre. However the planning application did not specify details of the future occupier, nor whether the proposed occupier would be selling food or non-food goods.</p> <p>Hierarchy: Convenience shopping function is limited. However, its size and the likelihood of a significant increase in convenience provision warrant its proposed designation as a <b>neighbourhood centre</b>.</p>
<p><b>Whitton Road</b></p> <p>Source: LBRuT Land Use Data 2006</p>	<p>The centre is located to the north west of Twickenham town centre, the designated shopping frontage is on the Hounslow border. It is within PTAL 3 (6 indicating high accessibility &amp; 0 indicating low accessibility) – See Map 2 and is served by bus route 281.</p> <p>It comprises 2 blocks of frontage. One at the mini-roundabout close to Twickenham BR station and the other at the far end of Whitton Road near the intersection with the Chertsey Road (A316). The former was designated as secondary shopping frontage in the 1996 adopted UDP, although this designation was subsequently removed since the stretch was dominated by non-shop uses and because of its proximity to Twickenham town centre itself. A general store is the only convenience shopping that remains (although provision has been limited for some years). This stretch of the centre overlaps with the district centre’s catchment area.</p> <p>The latter retains a convenience function, being at some 600 metres from the district centre and thus serving nearby residents. It has an off licence, off licence/ newsagents and small general store (not open during day at March 07 site visit). It has only 4 of the 11 key shops and services (see Appendix).</p> <p>The proportion of units in A3, A4 and A5 uses is significantly higher than average reflecting the impact of the removal of the secondary frontage and its location in between Twickenham station and the RFU and therefore an ideal location to meet the needs of rugby fans.</p> <p>No.s 8-12 Whitton Road are currently vacant (Mar 07). This site has planning permission (06/1749/FUL) to demolish these unattractive buildings and replace with a 3-storey development consisting of restaurant/café use on the ground floor with residential above.</p> <p>The centre may benefit from additional housing proposed at the Richmond College site, providing that the current UDP proposal is carried forward to the LDF and a proposal is forthcoming.</p> <p><b>Hierarchy:</b> Local parade – the centre is not of a sufficient scale or function to meet the criteria for a local centre in PPS 6.</p>

Table 5: Summary Explanation of Position in Hierarchy

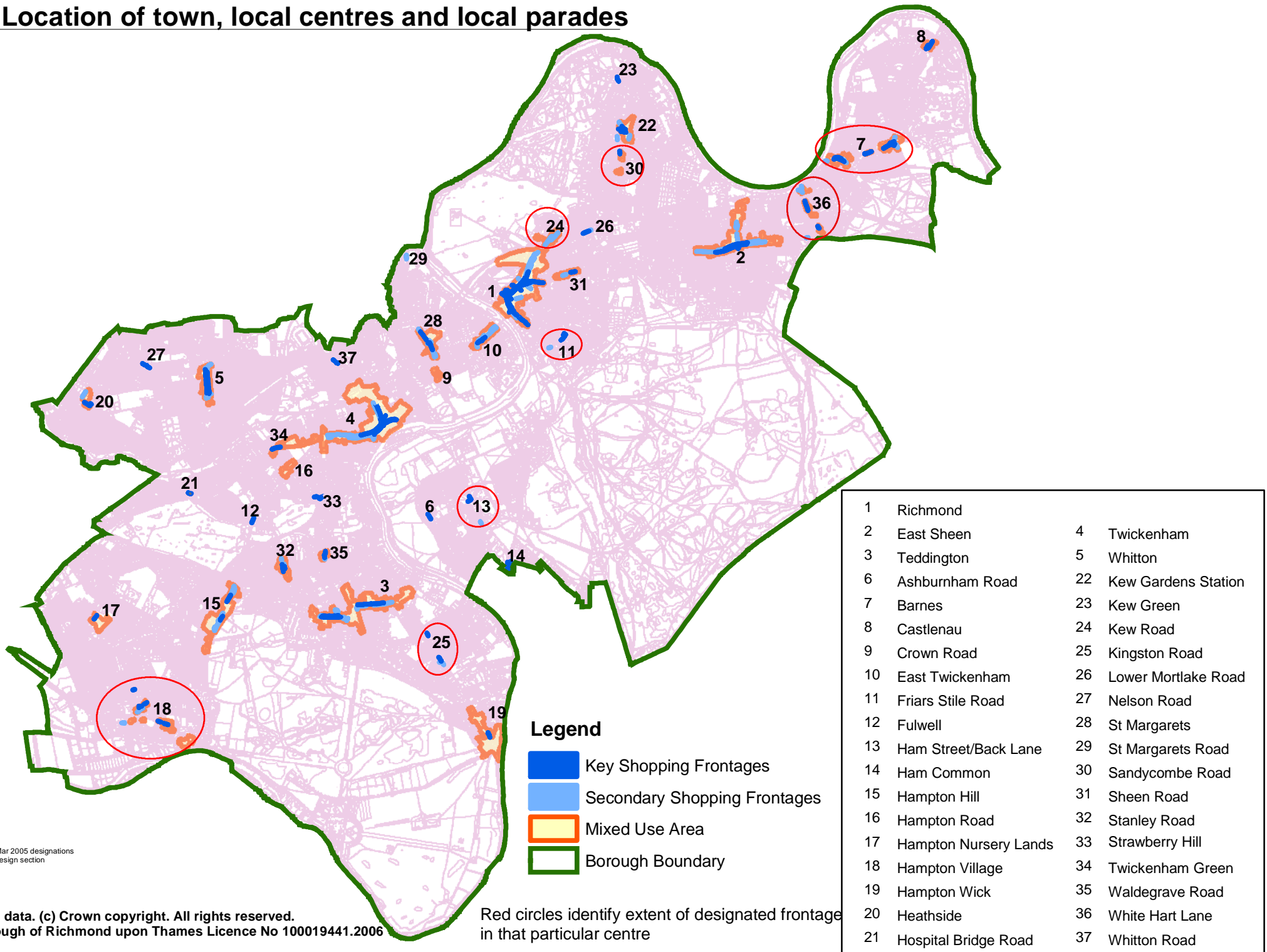
proposed centre hierarchy	centre	size (number of uses)*	function (no. of key shops & services) 2006 total = 11	Position in hierarchy
<b>town</b>	Richmond (major)	354	full range	All classified as town centres having a good range of facilities and services and with exception of Whitton significant office function.
	Twickenham (district)	300	full range	
	East Sheen (district)	294	full range	
	Teddington (district)	195	full range	
	Whitton (district)	136	full range	
<b>local</b>	Barnes	129	11	Of sufficient scale to warrant this classification. Largest local centre with good provision.
	East Twickenham	81	8	Despite proximity to Richmond town centre it is a fairly large centre with high proportion of A1. Includes some specialist shopping.
	Hampton Hill	127	9	Of sufficient scale to warrant this classification. One of the largest of the local centres
	Hampton Village	77	10	Scale & role in serving a large catchment warrants designation as local centre
	Ham Common	41	10	Smallest of the local centres but provides a good range of facilities & important spatially. Serves those living in a deprived area.
	Kew Gardens Station	49	10 (11 in 2007)	Significant in terms of local catchment, plus anticipated growth in housing
	St Margarets	67	8	Size and role warrant its designation in this category.
<b>neighbourhood</b>	Castelnau	25	8	Important in terms of meeting local need (substantial new housing) & serves relatively deprived communities
	Friars Stile Road	21	9	Small for a neighbourhood centre but has a very good range of local shops & services and caters for a distinct catchment.
	Hampton Wick	54	5	Although it has a limited retail function its size & its role in providing for existing and expected further residents warrants its classification as a neighbourhood centre.
	Heathside	32	9	Important role in meeting local need. Also serves one of the most deprived areas in the borough. Of a scale to be categorised as a neighbourhood centre.
	Kingston Road	25	7	Amongst the smallest of the neighbourhood centres, its proposed designation as a neighbourhood centre reflects its role as a provider of shopping and services to a mostly distinct local catchment and takes into consideration nearby areas gaps in provision and the expected significant increase in population from major new housing.
	Stanley Road	45	7	Important in serving residents to the north of Teddington and Hampton Hill. The most significant of the smaller centres in this area.
	Sheen Road	39	7	Catchment area overlaps with Richmond for food shopping but provides a good range of local services. One of the largest of the neighbourhood centres.
	White Hart Lane	58	5	Convenience shopping function is limited. However, its size and the likelihood of a significant increase in convenience provision warrant its designation as a neighbourhood centre.

proposed centre hierarchy	centre	size (number of uses)*	function (no. of key shops & services) 2006 total = 11	Position in hierarchy
local parade	Ashburnham Road	8	5	Considered too small to be a neighbourhood centre but has an important role because area is relatively isolated and serving a relatively deprived community.
	Fulwell	11	5	Small parade meeting local need.
	Ham Street/Back Lane	20	4	Food shopping is fairly limited because of its location re Ashburnham Rd parade & Ham Common. However, area to the north west relies on this centre for top-up shopping. Serves a relatively inaccessible area for public transport and a deprived community.
	Hampton Nursery Lands	11	4	Not of a scale which would meet the definition of a local centre in PPS 6. However a very important centre in providing shopping opportunities for residents without alternative facilities and serving a relatively deprived area.
	Hospital Bridge Road	6	6	Very small parade, but provides well for local residents.
	Kew Green	19	3	Very small parade with limited shopping.
	Kew Road	36	6	Its proximity to Richmond town centre & limited shopping function make it more suitable for designation as a local parade.
	Lower Mortlake Road	19	6	Small parade meeting local need.
	Nelson Road	11	4	Important local parade serving residents at some distance from alternative facilities and serves those living in a relatively deprived area. However scale & function warrant designation as a local parade.
	St Margarets Road	11	2	Small parade with limited retail function which serves Richmond Lock development.
	Sandycombe Road	41	3	This centre is not does not have the range of shopping facilities to warrant designation as a local centre. There are few convenience shops remaining.
	Strawberry Hill	14	7	Serves a fairly distinct local catchment area. Size warrants local parade status.
	Twickenham Green	41	8	In terms of size it is the largest of the local parades. However has a limited shopping function.
	Waldegrave Road	16	5	Fairly small, but serving a fairly distinct community. Residents to the east of the centre are more than 400 ms away from top-up shopping opportunities. Insufficient scale to warrant classification as a neighbourhood centre.
Whitton Road	16	4	Not of a sufficient scale or function to meet the criteria for a local centre in PPS 6.	

\* may include non-commercial uses

source: LBRuT, Town Centre Land Use Survey 2006

# Map 1: Location of town, local centres and local parades



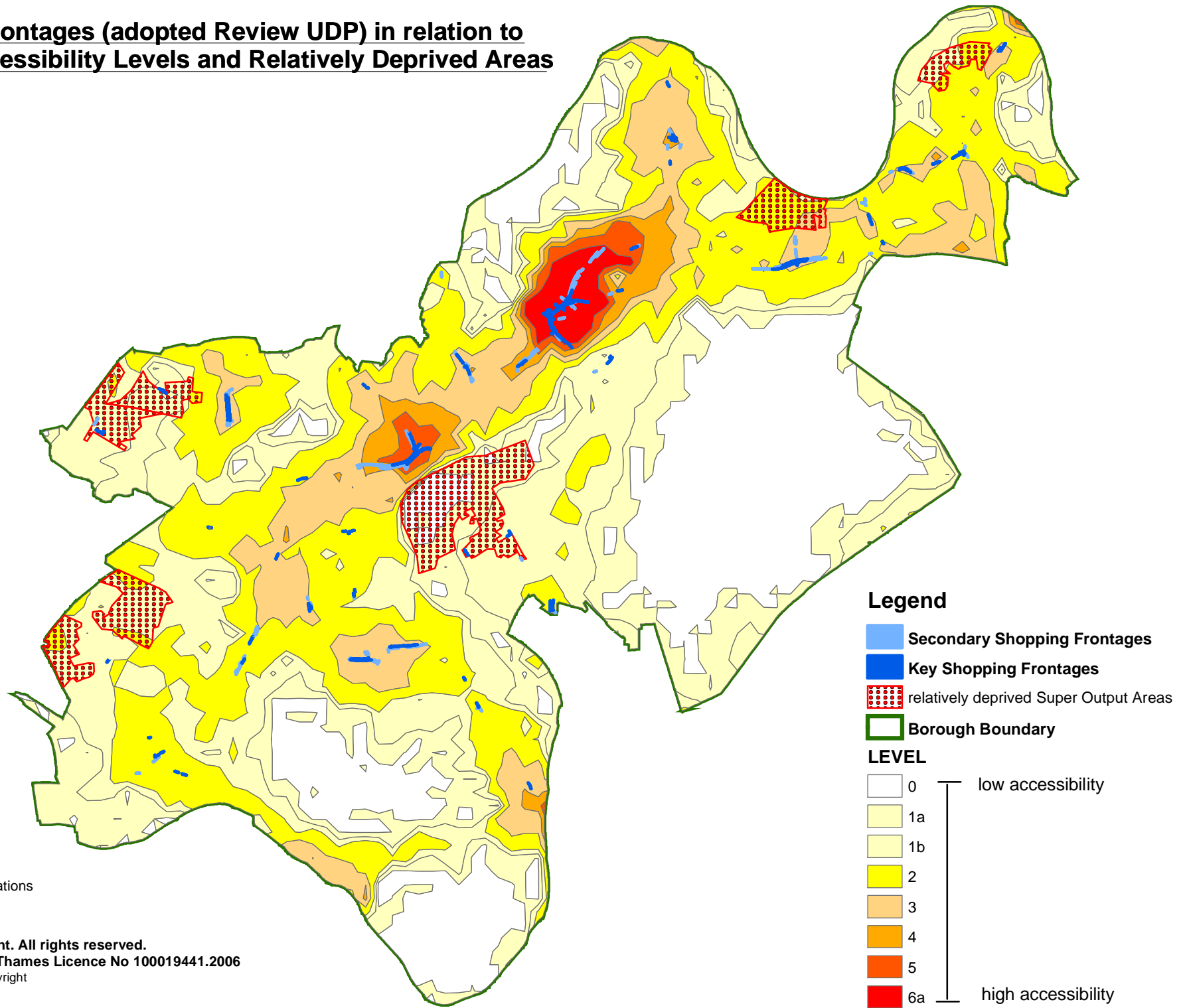
Adopted Review UDP Mar 2005 designations  
Produced by Policy & Design section

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Red circles identify extent of designated frontage  
in that particular centre



**Map 2: Designated Frontages (adopted Review UDP) in relation to Public Transport Accessibility Levels and Relatively Deprived Areas**



**Legend**

- Secondary Shopping Frontages
  - Key Shopping Frontages
  - relatively deprived Super Output Areas
  - Borough Boundary
- LEVEL**
- |    |  |                    |
|----|--|--------------------|
| 0  |  | low accessibility  |
| 1a |  | high accessibility |
| 1b |  |                    |
| 2  |  |                    |
| 3  |  |                    |
| 4  |  |                    |
| 5  |  |                    |
| 6a |  | high accessibility |

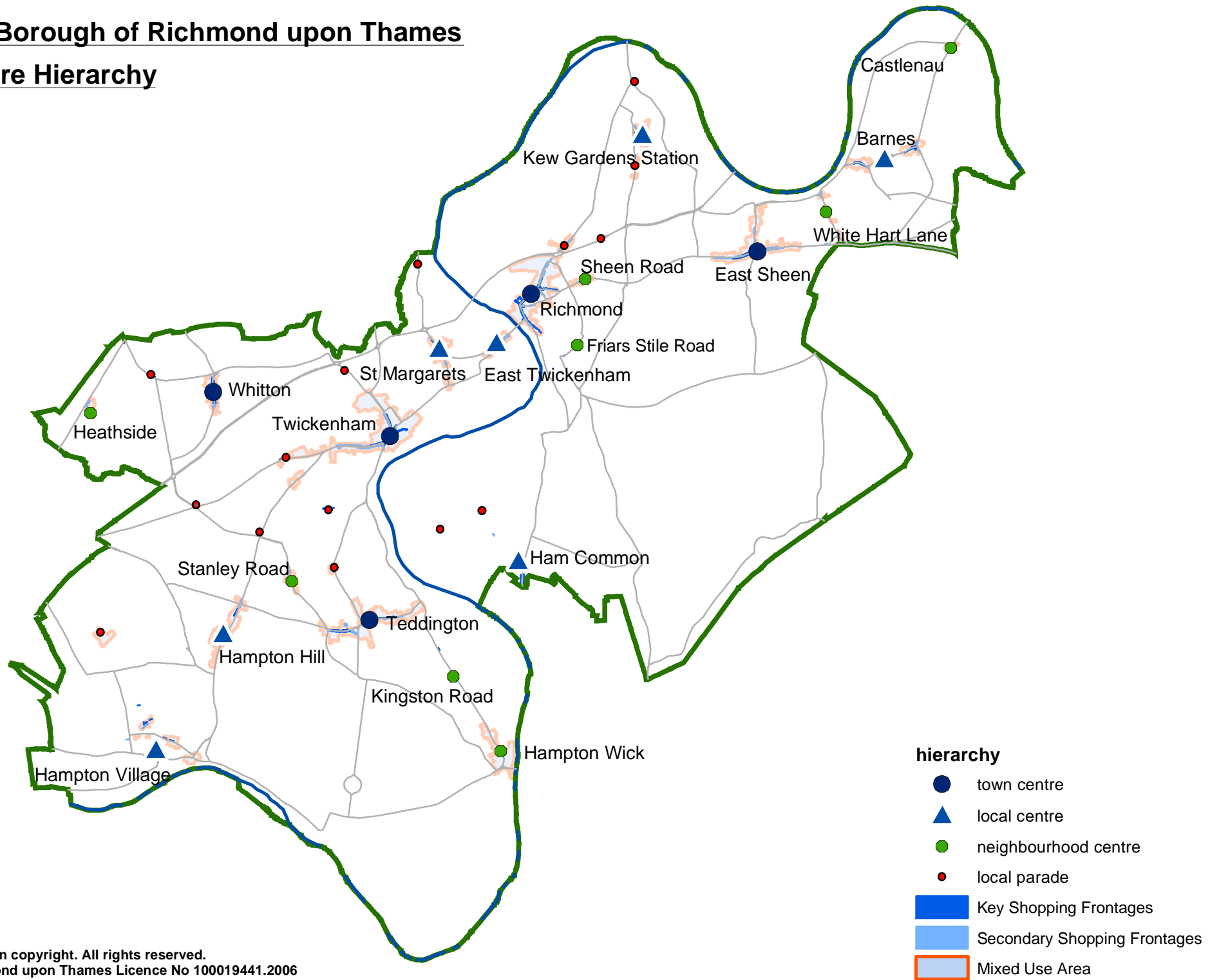
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# Map 3 London Borough of Richmond upon Thames

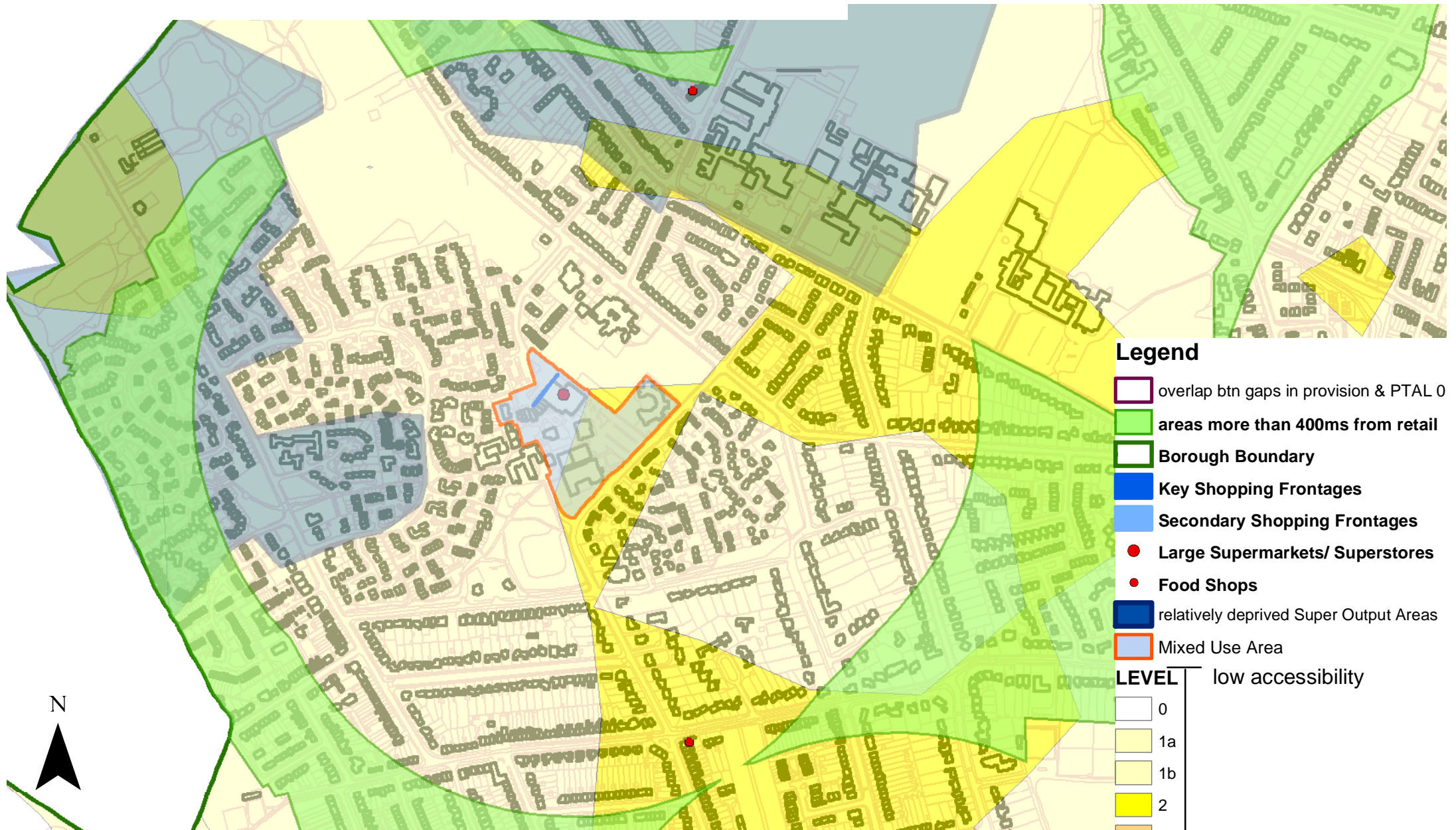
## Proposed Centre Hierarchy




















Adopted Review UDP Mar 2005 designations  
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Map 4: Importance of Hampton Nursery Lands centre



**Legend**

-  overlap btm gaps in provision & PTAL 0
  -  areas more than 400ms from retail
  -  Borough Boundary
  -  Key Shopping Frontages
  -  Secondary Shopping Frontages
  -  Large Supermarkets/ Superstores
  -  Food Shops
  -  relatively deprived Super Output Areas
  -  Mixed Use Area
- LEVEL**
- |   |    |                   |                    |
|---|----|-------------------|--------------------|
|  | 0  | low accessibility |                    |
|  | 1a |                   |                    |
|  | 1b |                   |                    |
|  | 2  |                   |                    |
|  | 3  |                   |                    |
|  | 4  |                   |                    |
|  | 5  |                   |                    |
|  | 6a |                   | high accessibility |

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

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Nese keni veshtersi per te kuptuar kete botim, ju lutemi  
ejani ne recepcionin ne adresen e shenuar me poshte ku ne  
mund te organizojme perkthime nepermjet telefonit.

Albanian

إذا كانت لديك صعوبة في فهم هذا المنشور، فنرجو زيارة الإستقبال في  
العنوان المعطى أدناه حيث بإمكاننا أن نرتب لخدمة ترجمة شفوية  
هاتفية.

Arabic

এই প্রকাশনার অর্থ বুঝতে পারায় যদি আপনার কোন সমস্যা হয়, নিচে দেওয়া  
ঠিকানায় রিসেপশন-এ চলে আসুন যেখানে আমরা আপনাকে টেলিফোনে দোভাষীর  
সেবা প্রদানের ব্যবস্থা করতে পারবো।

Bengali

اگر در فهمیدن این نشریه مشکلی دارید لطفاً به میز پذیرش  
در آدرس قید شده در زیر مراجعه نمایید تا ترتیب ترجمه  
تلفنی برایتان فراهم آورده شود:

Farsi

જો તમને આ પુસ્તિકાની વિગતો સમજવામાં મુશ્કેલી પડતી હોય તો, કૃપયા  
નીચે જણાવેલ સ્થળના રિસેપ્શન પર આવો, જ્યાં અમે ટેલિફોન પર ગુજ  
રાતીમાં ઇન્ટરપ્રિટીંગ સેવાની ગોઠવણ કરી આપીશું.

Gujarati

ਜੇਕਰ ਤੁਹਾਨੂੰ ਇਸ ਪਰਚੇ ਨੂੰ ਸਮਝਣ ਵਿਚ ਮੁਸ਼ਕਲ ਪੇਸ਼ ਆਉਂਦੀ ਹੈ ਤਾਂ ਹੇਠਾਂ  
ਦਿੱਤੇ ਗਏ ਪਤੇ ਉੱਪਰ ਰਿਸੈਪਸ਼ਨ 'ਤੇ ਆਓ ਜਿੱਥੇ ਅਸੀਂ ਟੈਲੀਫੋਨ ਤੇ ਗੱਲਬਾਤ  
ਕਰਨ ਲਈ ਇੰਟਰਪ੍ਰਿਟਰ ਦਾ ਪ੍ਰਬੰਧ ਕਰ ਸਕਦੇ ਹਾਂ।

Punjabi

پہ کو اس اشاعت کو سمجھنے میں کوئی مشکل ہے تو، براہ کرم نیچے دیئے ہوئے ایڈریس کے استقبال پر جا کر ملیئے، جہاں  
پہ کیلئے ٹیلیفون انٹرپرائیٹنگ سروس (ٹیلیفون پر ترجمانی کی سروس) کا انتظام کر سکتے ہیں۔

Urdu

**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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